



Customer Journey Intelligence & Decisioning

Offering Summary

As customer experiences become **continuous, omnichannel, and AI-mediated**, organizations must move beyond siloed, session-based “web” analytics toward **customer-centric journey intelligence**.

Publicis Sapient’s **Customer Journey Intelligence & Decisioning** offering helps organizations modernize and transform their **analytics platforms and operating models** using **Adobe Customer Journey Analytics (CJA)** - Adobe’s next-generation analytics capability built natively on **Adobe Experience Platform (AEP)**.

CJA enables organizations to unify digital, customer, and operational data into a **single analytical view of the customer journey**, supporting advanced analysis, decisioning, profile enrichment and activation across marketing, experience, and service.

This is not a reporting upgrade.

It is an **operating model shift from channel analytics to journey intelligence**.

What Are the Business Challenges?

The decline of third-party cookies makes customer stitching and measurement using legacy tools increasingly difficult, especially within a regulatory environment that is becoming progressively more nuanced and intricate.

Siloed, Channel-Based Analytics

Traditional web and app analytics remain disconnected from CRM, service, commerce, and offline or external data - limiting understanding of end-to-end journeys.

Identity & Privacy Complexity

Regulatory pressure and the decline of third-party cookies make customer stitching and measurement increasingly difficult within legacy analytics tools.

Legacy Analytics Constraints

Rigid data structures, schemas and segmentations, session-based models, and static metrics make it difficult to adapt analytics as business models, channels as customer behaviors evolve.

Analytics Without Ownership

Analytics teams produce insights, but decision rights and activation responsibilities are unclear—reducing adoption and business impact.

Slow Insight-to-Action Cycles

Analytics outputs are often retrospective and disconnected from execution, limiting their impact on real-time experiences and decisioning.

How Publicis Sapient helps you win

We transform analytics from retrospective reporting into a journey-centric decision engine.

Built on Adobe Customer Journey Analytics, Adobe Experience Platform, and tightly connected to RTCDP and AJO, we help organizations unify data, modernize analytics operating models, and activate insight in real time.

The result is faster decisions, clearer accountability, and measurable impact across marketing, experience, and service.

Analytics Operating Model & CJA Readiness

We assess whether your organization is ready to operate journey-centric analytics at scale. This includes ownership of insight and decisioning, alignment across analytics, marketing, CX, and technology teams, and readiness to move from passive reporting to accountable activation. The outcome is a clear, trusted analytics operating model that drives adoption and action.

CJA Implementation, Migration & AI Accelerated Modernization

We accelerate the transition from legacy Adobe Analytics to Adobe Customer Journey Analytics using a streamlined, AI-powered migration framework. Built on Publicis Sapient's Bodhi AI agentic platform, the accelerator analyzes existing analytics implementations, identifies reporting gaps, and recommends best practice CJA architectures. It automatically generates solution designs and configuration documentation: helping teams modernize faster while preserving critical legacy insights. Organizations don't just upgrade analytics; they unlock new use cases and move rapidly toward a unified, customer-centric view of performance and behavior

Unified Journey Intelligence & Analysis

We enable cross-channel journey analysis that goes beyond traditional web analytics. This includes path and flow analysis, cohort and contribution analysis, time travel analysis on historical data, and identity-aware views across anonymous and known users—establishing CJA as the system of insight for the enterprise.

Decisioning, Activation & Insight-to-Action Loops






We connect CJA directly to activation and decisioning layers, including RTCDP and Adobe Journey Optimizer, closing the gap between insight and execution. Analytics outputs inform journey design, next-best-action, AI-assisted decisioning, real-time experience optimization, and advanced attribution and media mix modeling.

Adoption, Enablement & Analytics at Scale

We focus on adoption because analytics only delivers value when it is used. Through role-based enablement, use case led training, governance frameworks, and Analytics Centers of Excellence, we make CJA a shared capability across teams—not a specialist tool.

How to get started

Here's how we guide organizations through a low-risk CJA transformation:

-  **01 Analytics & Operating Model Assessment**
Assess current analytics maturity, ownership, and readiness for journey intelligence.
-  **02 Use-Case & Value Prioritization**
Identify high-impact analytical use cases aligned to business outcomes.
-  **03 CJA Implementation & Migration**
Implement CJA with parallel runs and phased migration.
-  **04 Activation & Decisioning Enablement**
Connect insights to RTCDP, AJO, and downstream activation.
-  **05 Continuous Optimization & Expansion**
Expand data sources, use cases, and analytical maturity over time.

Why Publicis Sapient

- ▶ Deep Adobe Customer Journey Analytics expertise
- ▶ Proven experience migrating from Adobe Analytics at scale
- ▶ Strong alignment across **CJA, RTCDP, and AJO**
- ▶ Deep familiarity with **BI, CX, VOC, and Third-Party data** and its integration
- ▶ Focus on **analytics operating models**, not just implementation
- ▶ Ability to connect insight to **real-time decisioning and orchestration**
- ▶ Proprietary **AI Tools** to accelerate and scale analytics modernization

We don't just implement analytics.

We help clients **turn insight into action across the customer journey.**

Let's Connect

Ready to modernize analytics and unlock journey intelligence?

Let's explore how Publicis Sapient and Adobe can help you move from data to decisions—fast.

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