Adobe Analytics to Customer Journey Analytics (CJA) migration

Unlock omnichannel, real-time customer insights

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Many organizations face siloed data that blocks visibility into cross-channel journeys, while slow time-to-insight hampers decision-making. Analysts spend more time stitching data than analyzing it, and the lack of real-time segmentation and pathing limits agility. Data exploration often remains confined to analysts, leaving marketers without self-service access. At the same time, there is rising demand for predictive insights and AI-driven anomaly detection to stay ahead of customer needs.

Migrating from **Adobe Analytics (AA) to Adobe Customer Journey Analytics (CJA)** unlocks the power of omnichannel, real-time insights with unified profiles and AI-driven decisioning. Business teams can now visualize complete journeys, perform deep-dive analysis across channels, and act faster with confidence — all built on the scalable, cloud-native Adobe Experience Platform (AEP).

Virtusa accelerates the migration journey with a proven **CJA Migration framework** that ensures faster adoption, trusted data, and future-ready architecture. Our advisory and implementation services combine technical expertise with change management to drive a smooth transition.

Features and capabilities

Accelerated time-to-insights:

- Pre-built data connectors and migration playbooks
- AI-driven dashboards and anomaly detection
- Templates for KPIs, journey visualizations and attribution

Trusted data foundation:

- Delta load pipelines and real-time validations
- Identity stitching across online and offline sources
- Unified data confidence across channels

Strategic advisory playbook:

- Governance and KPI frameworks
- Stakeholder onboarding and change management
- Best practices to move from report-based → exploratory analytics

Future-ready architecture:

- Built on Adobe Experience Platform (AEP)
- Scalable ingestion and real-time profile unification
- Native integration with Adobe Journey Optimizer, Target, RT-CDP

Key benefits:

- **Omnichannel data activation** → Web, mobile, CRM, POS, call center, email
- **Real-time dashboards** → Shareable, interactive insights for business users
- **AI-powered insights** → Contribution analysis, next-best-action, anomaly detection
- **Unified journeys** → Connected customer views across touchpoints
- **Democratized analytics** → No-code, drag-and-drop workspaces for marketers

Why Virtusa?

Adobe Platinum Partner with strong track record in analytics modernization

Proven migration accelerators and advisory frameworks

Industry-aligned approach to maximize ROI and efficiency

Expertise in integrating AEP with Adobe's marketing stack for personalization

Success story

Virtusa helped a leading enterprise migrate from Adobe Analytics to Customer Journey Analytics (CJA), unifying 5+ data sources across web, app, CRM, and offline channels. Enabled real-time insights (<1 min latency), 50% better targeting, and 60% faster dashboarding—delivering a true 360° customer view and smarter marketing decisions.

Turn siloed data into unified customer journeys—

Start your CJA migration with Virtusa.

To learn more contact us today at **marketing@virtusa.com**

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Virtusa is a global product and platform engineering services company that makes experiences better with technology. We help organizations grow faster, more profitably, and more sustainably by reimagining enterprises through domain-driven solutions. We combine strategy, design, and engineering, backed by unmatched expertise at the intersection of industry, business, and technology to generate real-world business impact for clients.

Headquartered in Massachusetts with global delivery centers, Virtusa provides a broad range of services, solutions, and assets, including strategy and design, AI advisory and services, digital engineering, data and analytics, digital assurance, cloud and security, and managed services across industries such as financial services, healthcare, communications, media, entertainment, travel, manufacturing, and technology.

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