

# Enterprise Approach to Data Collection

## ANALYTICS IMPLEMENTATION

### CHALLENGE

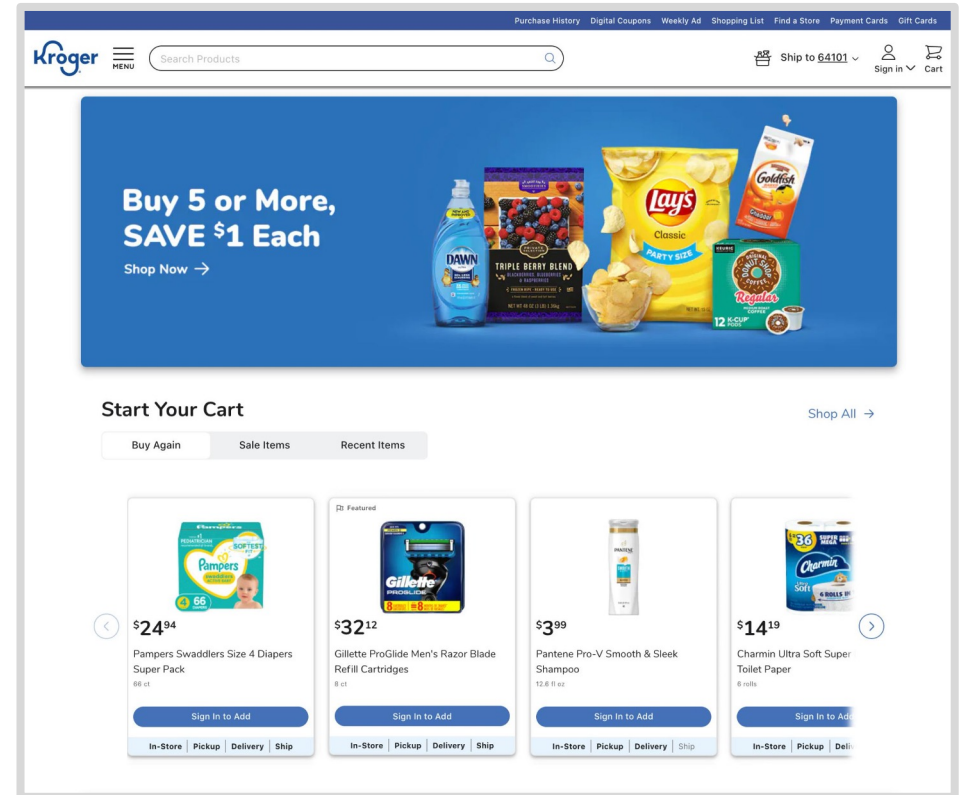
Bring scalability, consistency, security, and efficiency to an enterprise analytics approach with a best-in-class application of tools from Adobe Experience Cloud.

### SOLUTION

1. Created an enterprise tagging strategy roadmap
2. Standardized analytics architecture and toolsets
3. Implemented a TMS solution and developed governance for releases
4. Consolidated reporting using Adobe's Analysis Workspace
5. Expanded the use of the Adobe Experience Cloud Identity Service
6. Defined data governance plan, including consolidation of Adobe report suites
7. Worked cross-functionally to execute marketing, product, and media needs within IT governance
8. Migrated to server-side data collection
9. Trained the Kroger team on all tools and processes

### CLIENT:

Kroger



### KEY RESULTS

Using Adobe Experience Cloud best practices, Kroger now has a collaborative and innovative methodology for tracking that is flexible enough to adapt to the changing digital analytics landscape.

- ✓ Saved \$100K+ in Adobe Analytics costs and improved page load time efficiency by 30%
- ✓ Increased efficiency with flexibility to support the unique needs of Kroger's sophisticated technical infrastructure
- ✓ Reduced risks associated with the frequent code releases required for analytics