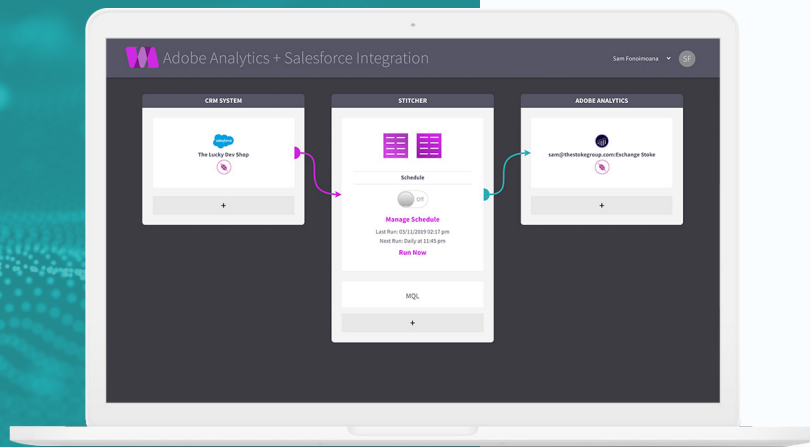




Finally, your Salesforce data connects directly to Adobe Analytics

- Integrate down-funnel data into Adobe Analytics
- Connect sales data to customer behavior
- Stronger insights for sales teams
- Automates daily data upload

[Learn more at stokedata.com](https://www.stokedata.com)

Data informs. Analytics perform. Seeing the two together in Analytics Workspace is brilliant!

Adobe + SFDC integration stitches your SFDC data into Adobe Analytics
to give you full journey analytics: from content influence to revenue

Content Influence

Segment: USA Jan 1 2019 - Feb 28 2019

Drop a Segment Here (or any other component)

Freeform Table

	Visits	MQL	SQL	Closed Won	Revenue
Page Name Page: 1 / 1 Rows: 50 17 of 7					
You Don't Care About ROI	5,003	3,252	2,114	676	\$3,380,000
Marketers Please Stand Up	3,502	2,591	2,332	933	\$4,665,000
10 Tips For Effective Op ...	4,802	2,689	1,506	136	\$680,000
Summit Lineup 2019 Is ...	19,993	8,997	3,194	63	\$315,000
Your Virtual CMO Is Here	2,294	1,285	578	46	\$230,000
Fight Back In The Board ...	3,504	1,962	883	79	\$395,000
Going Toe-to-Toe with CFO	6,182	4,333	3,466	1,040	\$5,200,000

Set up takes less time than an episode of The Big Bang Theory. See lead statuses and opportunity stages in multiple dimensions. Configure customer attributes and take both the lead and the contact.



Immediate access to key data points:
down funnel conversions from MQL to
pipeline to closed deals and revenue



Powerful insights imported into your
existing AA Workspace



Integration of customer attributes

AA+SFDC Integration provides insight into previously unanswered business questions:

- ***Which marketing channels are most influential in driving sales revenue?***
- ***What marketing efforts are most influential in driving a qualified lead, a sales conversion or an upsell?***
- ***What's the ROI of our account based marketing (ABM) investment?***
- ***How does our content and web experience influence the sales cycle?***
- ***What marketing tactics are most effective in accelerating a deal or conversion cycle?***

AA+SFDC Integration enables powerful customer attributes to inform your marketing decisions:

For example, in our discussions with a theme park company, here is a small sample of customer attributes they utilize:

- **-Age**
- **-Gender**
- **-Income**
- **-Attended Park (1 attribute for each park)**
- **-Single Visitor / Family Visitor**
- **-Package Selected (1 attribute for each package)**
- **-Number of Tickets in Package**