



Client Profile

VF Corporation (VFC) was founded in 1899 and is one of the world's largest apparel, footwear and accessories companies with operations spanning numerous geographies, product categories and distribution channels. The company has more than 30 brands including The North Face, Vans, Timberland, and Nautica.

Global Adobe Analytics Training Initiative Leads to Customer Insights



Overview

As part of a **worldwide** (United States, Europe, Middle East, Africa, and Asia-Pacific) project to ensure all regions/brands were using a consistent analytics platform, Blast worked with VFC to create an [Adobe Analytics](#) implementation strategy. Some brands were **transitioned to Adobe Analytics** from a different platform while others, who were already using Adobe, received an **updated implementation strategy**.

Challenge

With the US and EMEA implementations complete, VFC wanted to maximize the value of their Adobe Analytics implementation. Training would ensure their business users understood how to use Adobe Analytics to **turn their data into actionable insights**. US brands included: Jansport, Kipling, Lee, Wrangler, Timberland, The North Face, Nautica, and Vans. EMEA brands included: Vans, Timberland, and The North Face.



Solution

Blast provided **training to each region** (US, EMEA, and APAC) **and brand** once their migrations and implementations were complete. The Adobe Analytics training helped VFC teams better understand their customers' online behavior, web content performance, and campaign ROI using Adobe Analytics.

The on-site training began with a brief overview of Adobe Analytics, and quickly transitioned into **live, in-product training** using VFC's own live data. The session was customized to fit VFC's business needs. Blast also gathered questions ahead of time to ensure VFC's key questions were answered, and that **product demonstrations were aligned with their KPIs**.

Conducted over two days, the training included the following topics:

Day 1:

Adobe Analytics 101

- Data collection
- Data storage and processing
- Cookies
- Traffic Variables
- Conversion Variables
- Success Events
- Interface Tutorial
- Segmentation, Correlations, and Subrelations
- Measuring Acquisition
- Measuring Behavior
- Measuring Conversion

Adobe Analytics 201

- Real Time
- Workspace Dashboard Overview
- Segmentation
- Participation Metrics
- Calculated Metrics
- Exporting and Scheduling Reports
- Ecommerce Analysis

Day 2:

Adobe Analytics Marketing Channel Analysis

- Attribution - First vs Last
- Review setup of Marketing Channel Rules
- Review Campaign Tagging Standards
- Leveraging Marketing Channel data with other data



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Adobe Analytics 301

- Calendar Events, Alerts
- Classifications: Product, Campaign, etc (also review Rule Builder)
- Anomaly Detection / Contribution Analysis
- Workspace
- Report Builder
- Data Warehouse
- Data Feeds
- Processing Rules
- Data Connectors
- Other ways to get your data: Health Dashboard, RSiteCatalyst, API
- Tag Management Training

Results

VFC now uses their Adobe Analytics implementation to uncover new **insights about their customers, and optimize their customers' journeys** and experiences with their brands.

Supporting leaders to **EVOLVE** their organizations through customized training is part of our everyday mission, and proven Strategy, Implementation, Optimization, and Training (SIOT) process.



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