ACQUIA
CUSTOMER DATA PLATFORM

COHORT ANALYSIS

Flexible, self-service access to cohort insights for marketers

Insights into customer segments and campaigns are foundational to driving an effective marketing strategy. But for many marketers, it's difficult to access customer intelligence due to dependencies on technical resources, data availability, or rigidity of analytics tools. Acquia CDP's Cohort Analysis empowers marketers with the direct ability to define cohorts, analyze cohort performance, and gain business insights so marketing teams can get the customer intelligence they need to drive business decisions. Cohort Analysis is flexible to meet the unique requirements of any enterprise, and data is available for analysis from the moment it is ingested into the Acquia CDP.

Define cohorts, analyze cohort performance, and gain business insights

Most marketers have advanced needs for tracking and comparing customer segments over time, because this reveals the true ROI of customer segments, shows how well campaigns are truly working, and helps surface additional marketing opportunities. Acquia CDP provides marketers with the ability to analyze cohorts on cleansed, deduped and enriched omni-channel data in Acquia CDP.

With Acquia Cohort Analysis, you can:

1. Build granular lists of customer cohorts
2. Gain insights into how customer lists and audiences change over time
3. Understand the true ROI of marketing campaigns across online and offline channels

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"Simply put, Cohort Analysis is indispensable for extracting clear insights when conducting campaign or customer analysis. It cuts down our time to insights in a big way. I almost do not remember what the world was like without it."

**Deneke O'Reilly
VP Marketing Operations
Micro Center**

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How It Works

Performing cohort analysis is a simple two-step process. First, select an interesting group of customers via powerful segmentation tools in Acquia CDP Actions to create your cohorts and segments. The cohorts you create are instantly available for data exploration in Acquia CDP Metrics and Interactive Queries. The following two sections explore each of these concepts. You can read more about how to explore analytical insights on a cohort in the following "Analytics" section, and how to define a cohort in the following "Defining Your Cohort" section below.

Analyze cohorts on the fly by any measure and dimension.

Analytics

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Launchpad Dashboards

Acquia CDP provides two out-of-the-box dashboards in Acquia CDP Metrics that give marketers immediate insights into key business metrics related to cohorts. With these dashboards you can:

- Gain insights into buying behavior, demographic insights, product affinities, and machine learning model scores, while tracking evolution over time across multiple user-defined cohorts
- Drill deeper with insights at the segment level since each cohort can have multiple segments
- Meet unique business needs through dashboard configuration or creating your own dashboards

Ad-Hoc Data Exploration

Cohort Analysis gives marketers in-depth analytical tools in both Metrics and Interactive Queries, enabling you to:

- **Easily slice and dice cohorts.** Gain self-service insights about cohorts and campaign audiences using any measure or dimension in Metrics. Drill into specific cohorts in an ad-hoc manner to discover key insights and behaviors. For example, you can discover the top products bought by your recently reactivated customers to better retarget your lapsed customers.
- **Freeze cohorts and analyze periodic snapshots.** Use Acquia CDP Actions, Metrics, and Interactive Queries to identify changes, trends, and opportunities within your customer base over time. Track migration of cohorts and how customers shift from one cohort to another.

How to Perform Cohort Analysis

Analyze

Analyze the group of customers and gain insights along various dimensions

Performed in Actions

Defining Your Cohort

Create a group of customers that exhibit interesting behavior or traits

Performed in Metrics or IQ

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For example, you can learn whether audiences for a certain campaign are growing vs. shrinking, whether certain groups are buying more vs. less, or getting older vs. younger.

- **Understand the business impact of marketing campaigns.** Perform dynamic analysis to understand revenue attributed to cohorts, targeted in campaigns, with configurable attribution windows. For example, you can report on key KPIs such as revenue, buyer count, and conversion rates, across multiple campaigns or cohorts, and analyze them across online and offline transactions.

Defining Your Cohort

You can build cohorts within Acquia CDP Actions in the following ways:

- Save any target audience in any campaign as a cohort
- Leverage hundreds of filters and refinements to create a highly granular cohort
- Using Segment Builder, split a cohort into multiple prioritized segments so that you can analyze at the segment level
- Using Segment Builder, you can build multiple A/B/n variants in your campaign to test different treatments, and then analyze them in Cohort Analysis

Segment Builder

For advanced, more granular segmentation, Actions is enhanced with Segment Builder. Segment Builder lets you create hyper-targeted segments and variants, including A/B tests within and across segments. You can analyze your cohorts at segment and variant level. With Segment Builder, you can:

- **Create and split segments with an intuitive, visual interface.** Use a drag-and-drop UI to build highly personalized segments for campaign and audience management.
- **Prioritize segments to ensure each individual receives the best treatment.** If customers fall into multiple segments, Acquia CDP prioritizes each person into the right segment for optimal analysis and targeting.
- **Activate segments in marketing execution channels and for cohort analysis at the same time.** Send audiences created with Segment Builder to execution channels (e.g., website personalization, ESP, direct mail system) for real-time personalization.

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