

YOUR ADOBE AND ORGANIC MARKETING INTEGRATION CHECKLIST

You've decided to enhance your Adobe investment with organic marketing data. However, not all integrations are created equal. Use this checklist to help plan and select the right integration for the highest ROI.

We asked our customers which integration features they can't live without:

Integration Must-Haves for Proving ROI



Not provided? Not a problem.

Make sure your integration effectively ties ROI to search. Does your integration give you a full synopsis of organic search and site performance data together in a single, comprehensive view? Check all that apply:

- Conversions
- Visits
- Title Tags
- Social Data
- Search Volume Trends
- Backlinks Data
- New Keyword Opportunities
- Keyword Ranking Over Time for a Single Page



Metrics that make sense for your business.

Make sure your integration supports the custom metrics you use to prove ROI -- like cart adds, revenue, or custom events (i.e. app submits).



International insights.

As you plot your company's next step in the global market, make sure you're set up for success. Your integration should support search data across the world. Does your platform allow for multiple analytics integrations at the domain level?



Content mapping.

Does your integration show you how content performs across buyer's journeys and personas? How about across content types or topics? Make sure you have a comprehensive view into how buyers find and respond to your content through the sales cycle.



Technical Integration Must-Haves That Save Time and Resources



API, not FTP.

Not only are FTP integrations a hassle (they require a lot of time and hefty IT resources for setup), they are also a less secure way to transfer data. API is the most secure way to go, ensuring your most sensitive data is collected safely. Plus, it only takes about 15 minutes to set up.



Report on HTML on-page elements.

Does your organic marketing platform extract data on HTML elements? You need to be able to segment your content in valuable ways (i.e. title tags, meta descriptions, header tags), and report on your content's success based on groupings that make sense for your business.



Historical data for new segments.

There are few things more frustrating than creating a new segment and being forced to wait weeks or months before you get meaningful data. Make sure your integration can backfill new segments with historical data, so you can see all of your data right away.



Adobe PageName support.

Make sure your integration supports Adobe PageName. That way, you can continue to take advantage of PageName, which you already use to align your reporting across your organization.



Data that flows both ways.

Does your Adobe data enhance your organic marketing platform? Does your organic marketing platform enhance your Adobe Analytics? A two-way integration is necessary for you to get the most out of both solutions.



See the value of Adobe + Conductor data together.
Request a demo at www.conductor.com/request-demo