

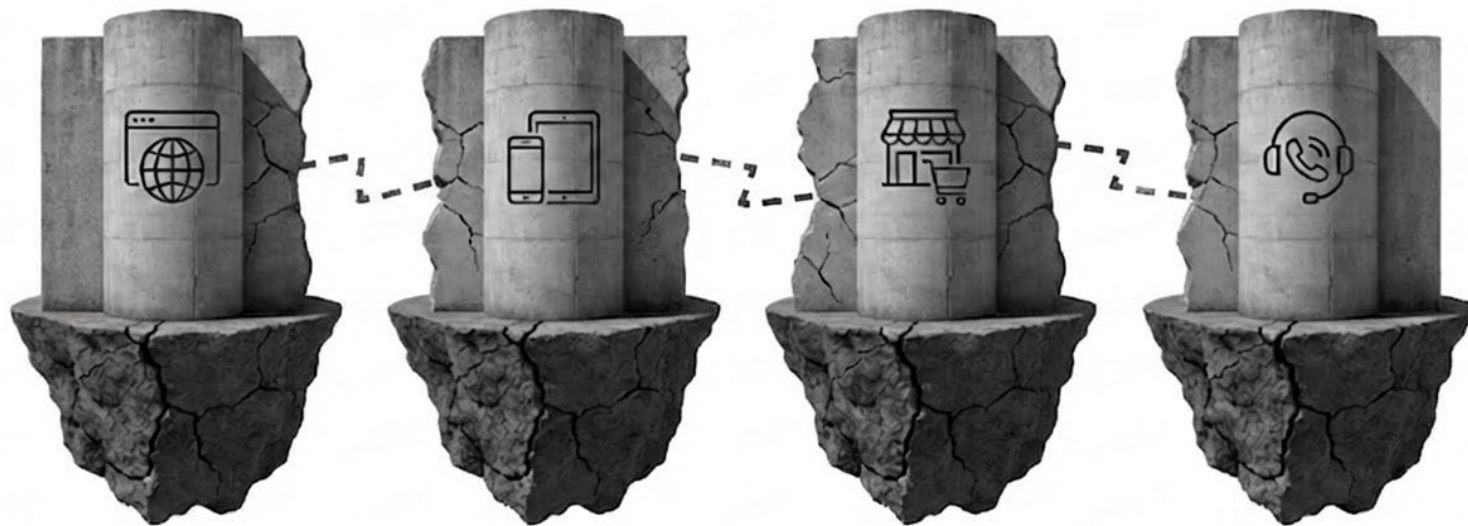
Speed to Value With Adobe CJA



Melody Walk | Sr. Manager Data & Analytics, Zilker Trail Consulting



The Data Silo Wall



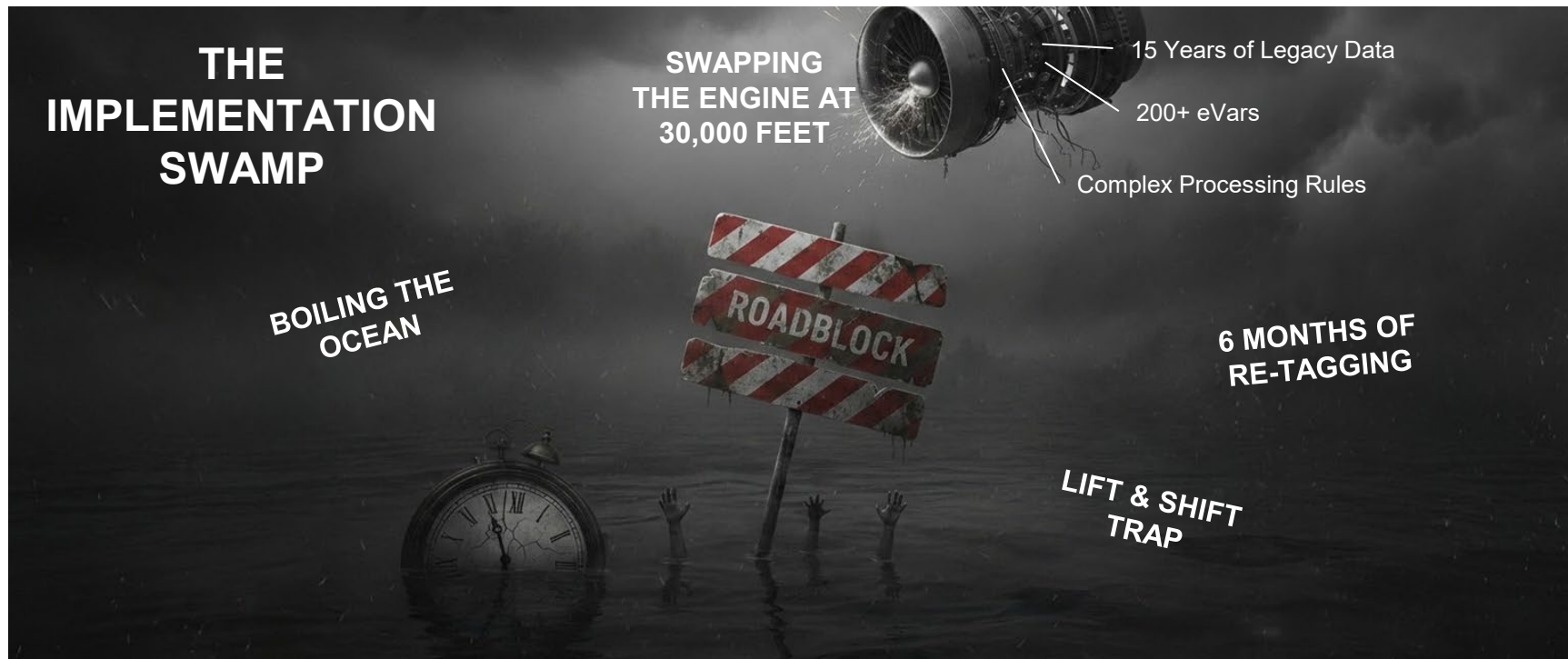
Web

App

Store

Call Center

The Challenge

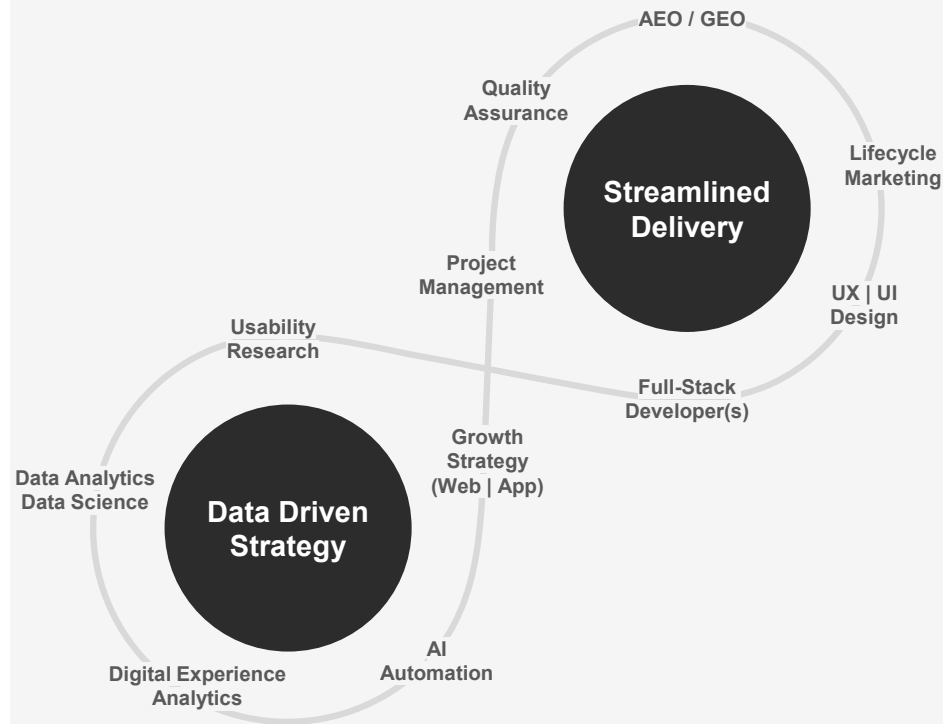


Who We Are

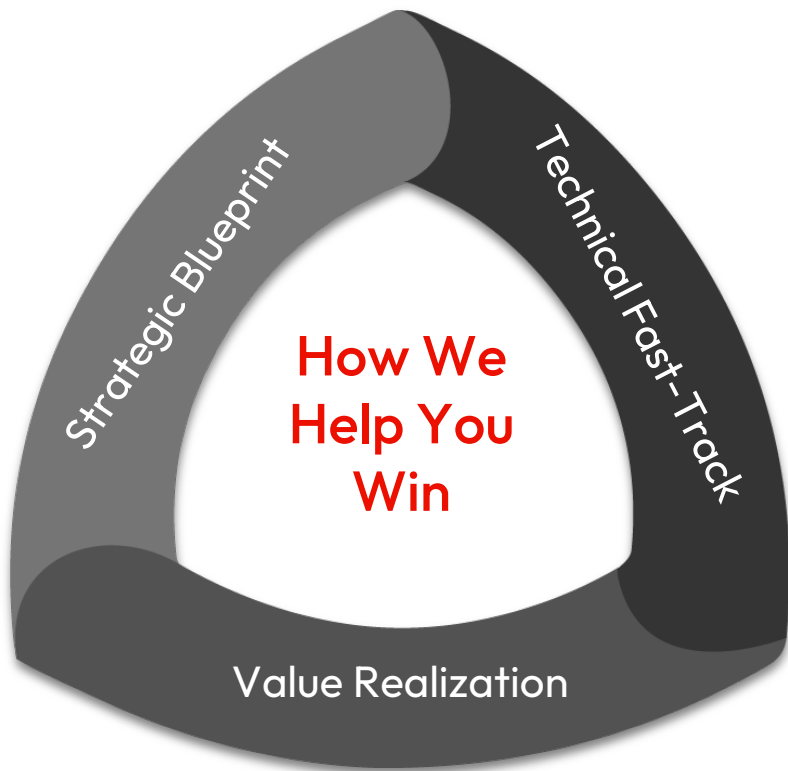
A full-suite consultancy bridging strategy and technical execution to drive meaningful results through data-driven agility.

100+
Clients Served

Iconic American Motorcycle Manufacturer
Multinational Financial Services
Multinational Telecommunications & Media
Global Hospitality & Tourism Group
Global Sportswear & Footwear Retailers
Sustainable Outdoor Retail Leader
Leading Luxury Fashion Retailers
Major US Golf Equipment Manufacturer
Leading Global Mobility Platform
Athletic Apparel Leaders
Global Sporting Goods Leader
Professional Kitchen Appliances Manufacturer
Premium High-End Audio Systems
Multinational Grocery Retailer
Leading Global Hotel & Resorts Chain
Multinational Foodservice Distributor
Independent Clean Energy Provider
Specialty Beauty & Cosmetics Retailer
Leading Information Technology Solutions
High-Performance Cooler & Drinkware Retailer



Our Approach



Strategic Blueprint

A KPI-first roadmap that skips 'analysis paralysis' to deliver critical business answers.

Technical Fast-Track

Bypass lengthy re-tagging cycles with a hybrid ingestion approach that gets data flowing in weeks, not quarters.

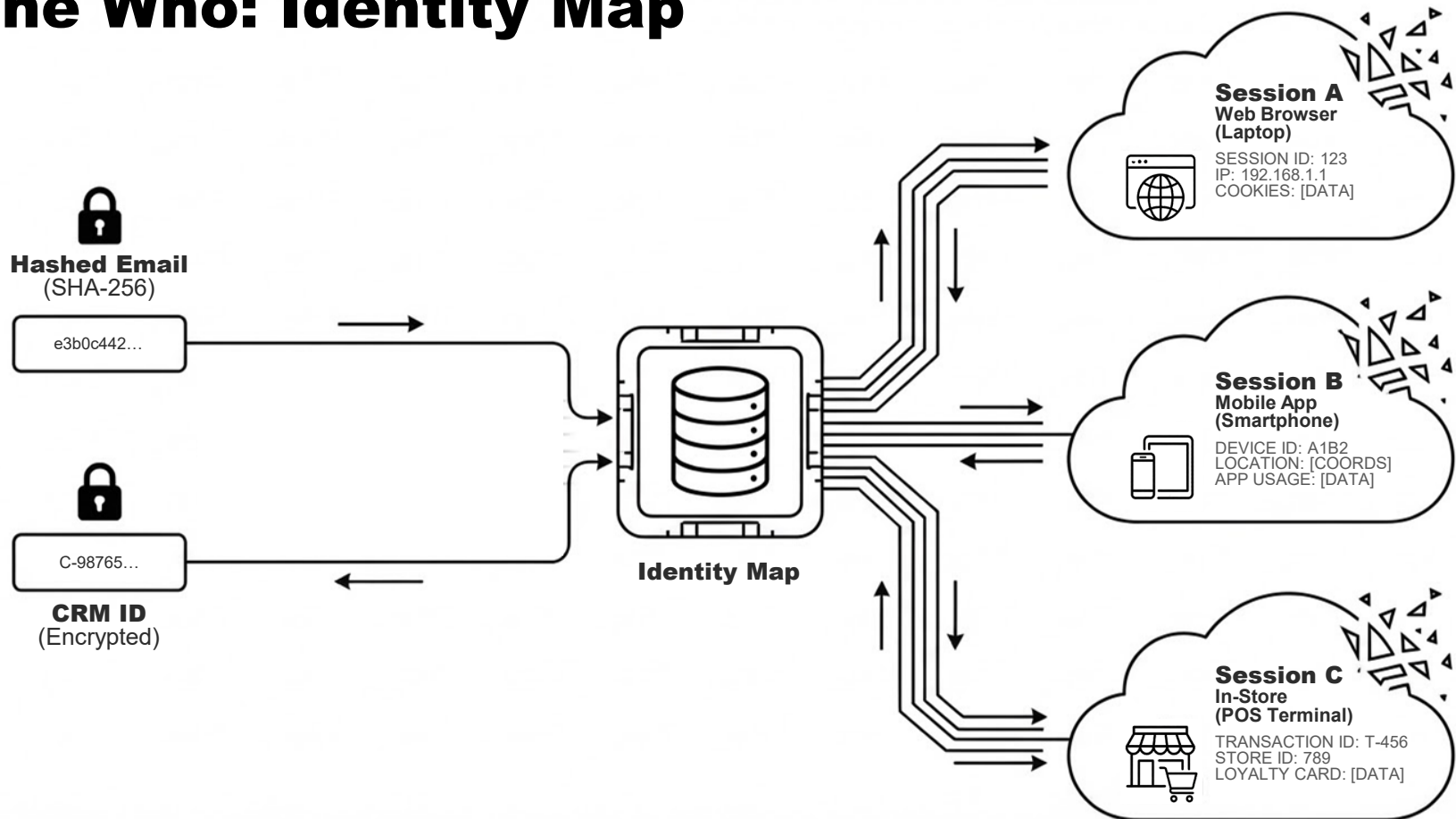
Value Realization

Eliminate 'blank-screen' syndrome with pre-built cross-channel recipes that turn raw data into ROI instantly.

Strategic Blueprint

The Proven Path to Proficiency

The Who: Identity Map



The Why: Pivot to KPI-First

Migrating the Mess

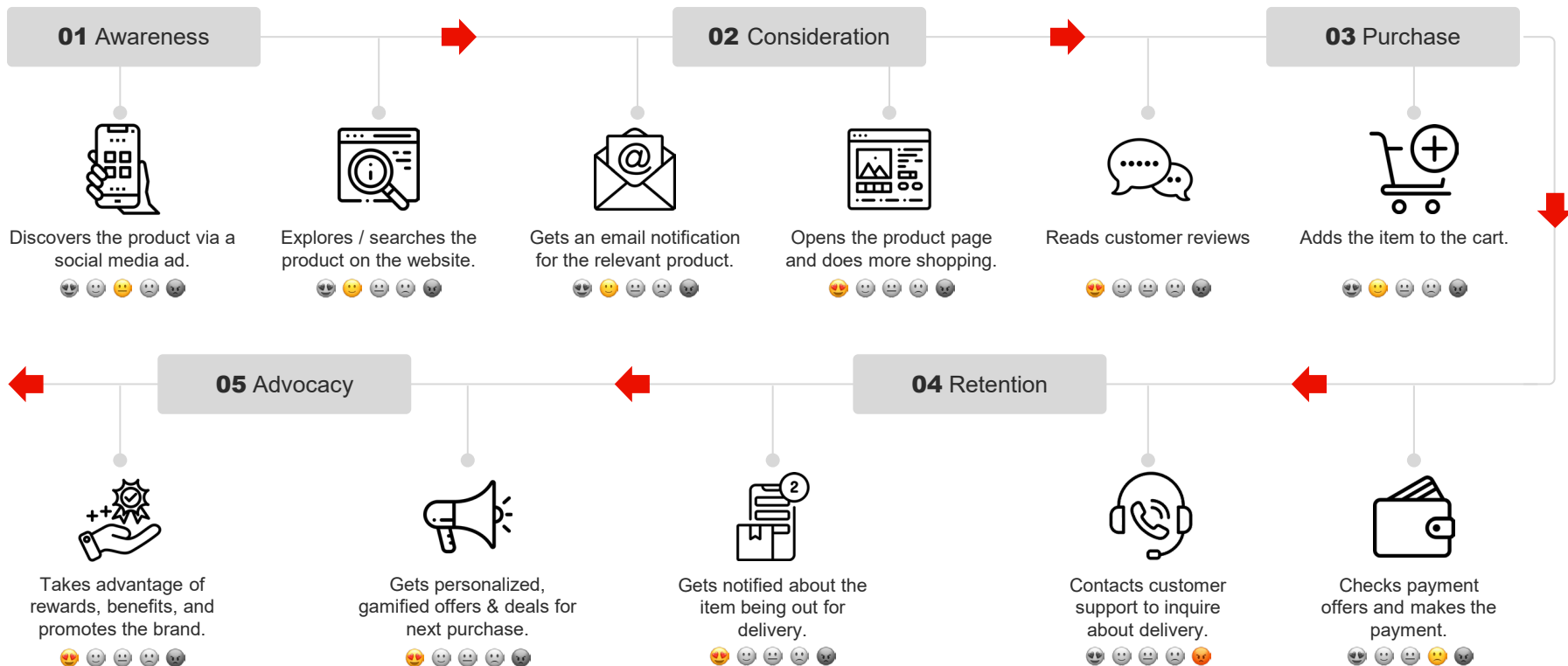


**KPI-First
Methodology**

Solving the Journey



Customer Journey



Planning & Strategy

Workshops

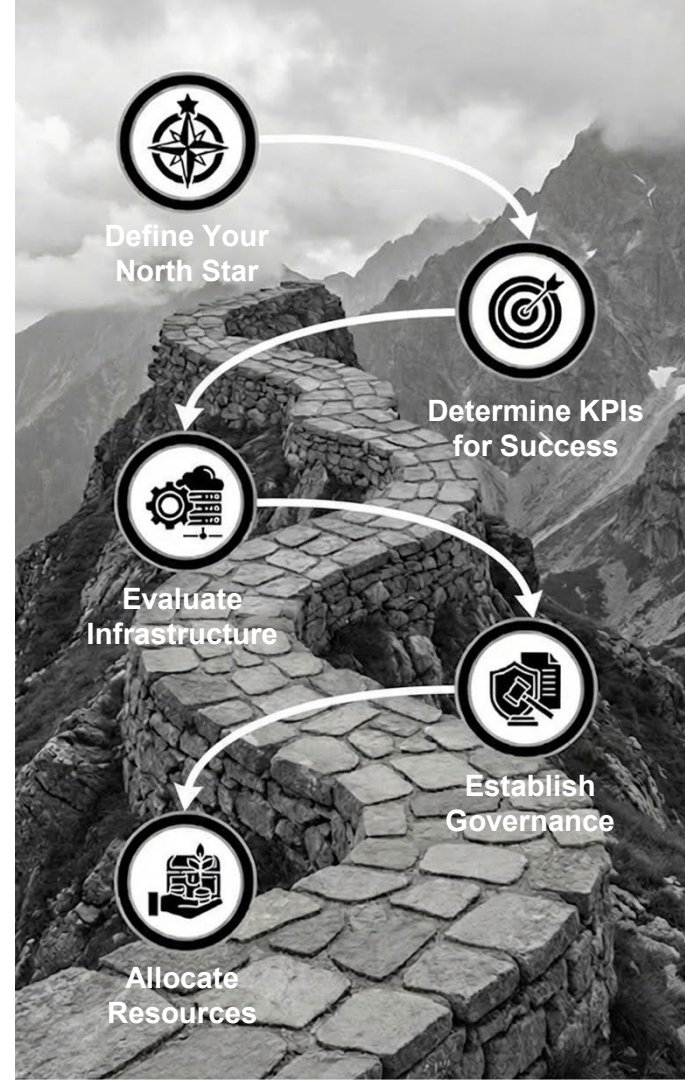
Collaborative stakeholder mapping of core customer journeys.

Documentation

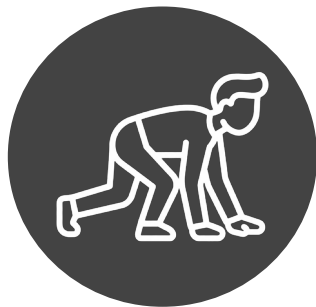
A prioritized roadmap and BRD acting as your single source of truth.

Outcome

Laser focus on high-value use cases to deliver profitable outcomes fast.



Crawl → Walk → Run



Data Collection & Integration (Days 1–30)

- Data Alignment
- Foundation Building
- Technical Blueprint

CJA Configuration & Setup (Days 30–60)

- Identity Resolution
- Operational Setup
- Team Familiarization

Optimization & Adoption (Day 60+)

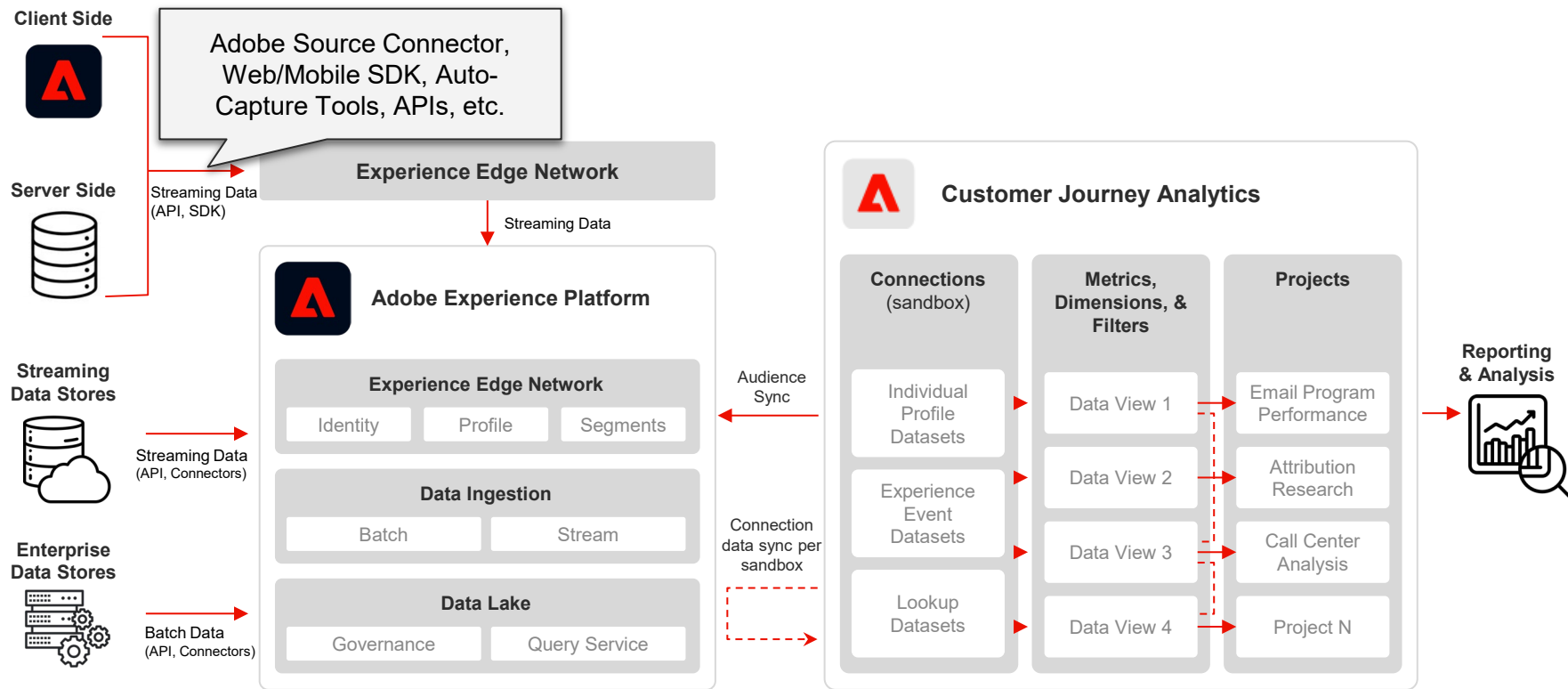
- AI Powered Insights
- Cross-Channel Activation
- The Value Playbook



Technical Fast-Track

The Velocity Ingress

Architecture Diagram

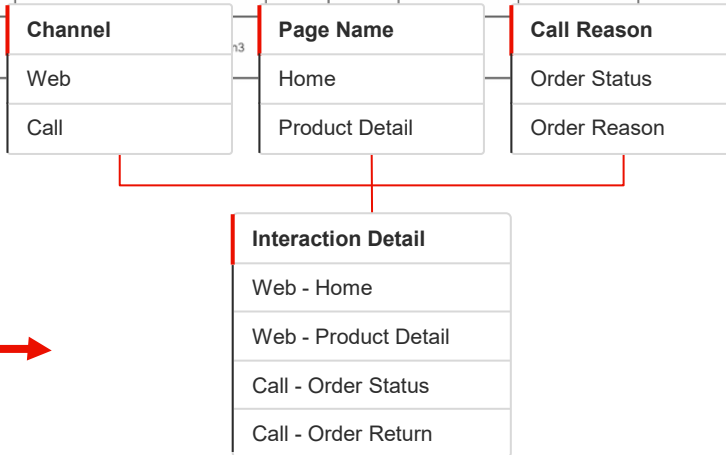


Data Modeling Transformation

Business Requirements

Include all Dimensions, Metrics, Filters/Segments, Derived Properties, and Calculated Metrics required to address business questions

BRD & AA Data Mapping														
Industry	Category	Business Requirement Name	Business Requirement Description	Notes	eVar(s) Used	Event(s) Used	Prop(s) Used	Data Source	Metric	Dimension	Filter/Segment	Derived Property	Calculated Metric	
Global	Site Content	Page Name	Ability to view the page based on a unique friendly clear, clean, contextual, concise, consistent name devised from the bread crumb or URL of the page	Recommended naming convention: <Site identifier><Site section><Sub-section><Sub-sub-section>	x		x	digitalData.page.pageInfo.pageName		x				
Global	Site Content	Site Section	Ability to view the first level of the site hierarchy	Recommended naming convention: <Site identifier><Site section><Sub-section><Sub-sub-section>			x	digitalData.page.category.siteSection1		x				
Global	Site Content	Site Section Level 2	Ability to view the second level of the site hierarchy	Recommended naming convention: <Site identifier><Site section><Sub-section><Sub-sub-section>			x	digitalData.page.category.siteSection2		x				
Global	Site Content	Site Section Level 3	Ability to view the third level of the site hierarchy	Recommended naming convention: <Site identifier><Site section><Sub-section><Sub-sub-section>			x	Channel Web		Page Name Home		Call Reason Order Status		



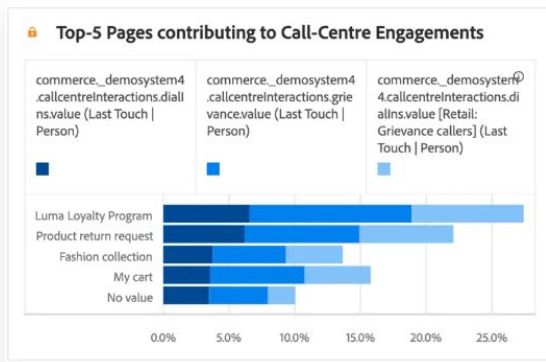


Value Realization

Cross-Channel Recipes

Recipe 1: Call Deflection

Combine web behavior with call center data to pinpoint exactly where customers hit a wall and pick up the phone—turning technical hurdles into measurable savings.

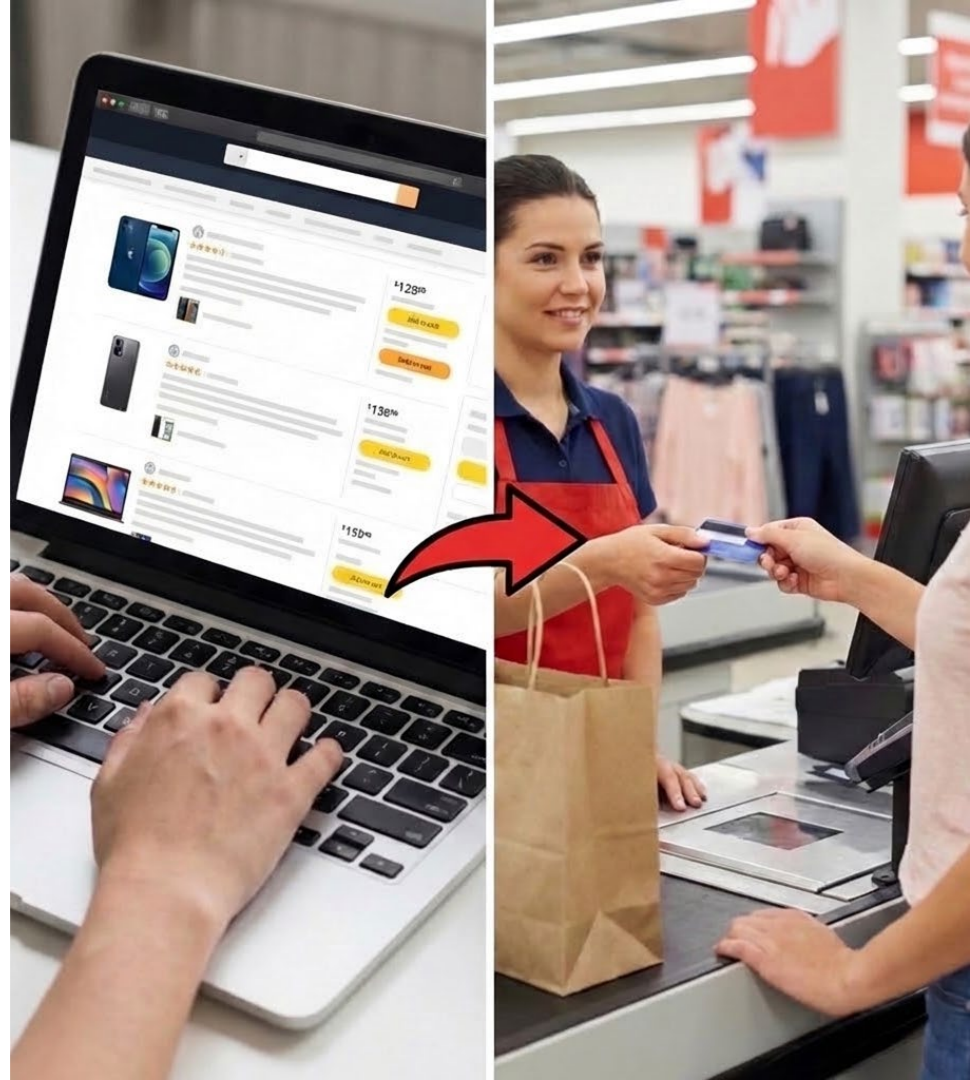
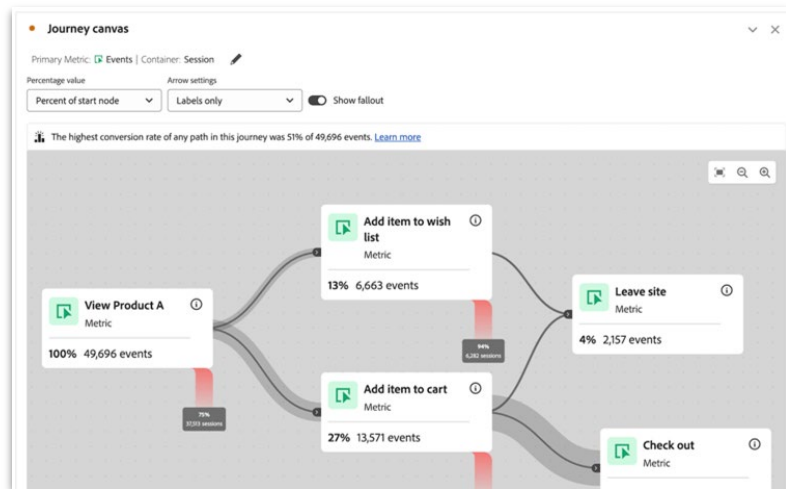


Page interaction to Call-Centre Engagements

	Sessions	commerce_demo... Last Touch Person	commerce_demo... Last Touch Person	commerce_demo... Last Touch Person
Name (3)	592,243 out of 592,260	393,250 out of 497,985	35,839 out of 62,524	8,375 out of 33,083
Page: 1 / 56 > Rows:				
1. Luma Loyalty Pr...	37,744 6.4%	25,835 6.6%	4,421 12.3%	714 8.5%
2. Product return r...	26,548 4.5%	24,284 6.2%	3,135 8.7%	599 7.2%
3. Fashion collection	60,004 10.1%	14,810 3.8%	1,990 5.6%	363 4.3%
4. My cart	54,482 9.2%	13,970 3.6%	2,582 7.2%	421 5.0%

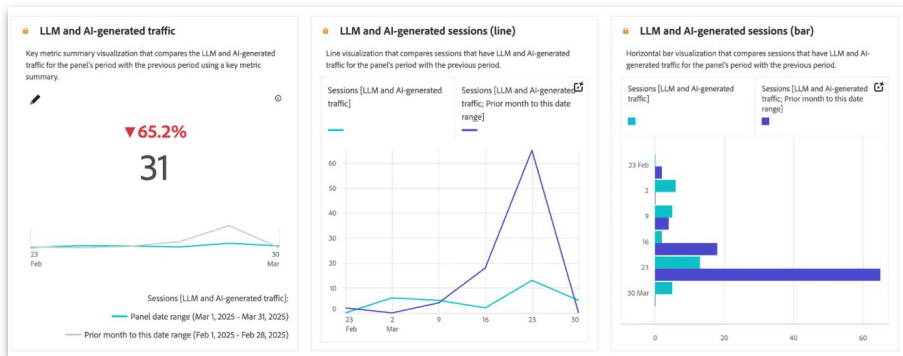
Recipe 2: ROPO

Turn “assumed impact” into measured revenue by linking digital engagement to physical store sales—proving the true value of your digital marketing.

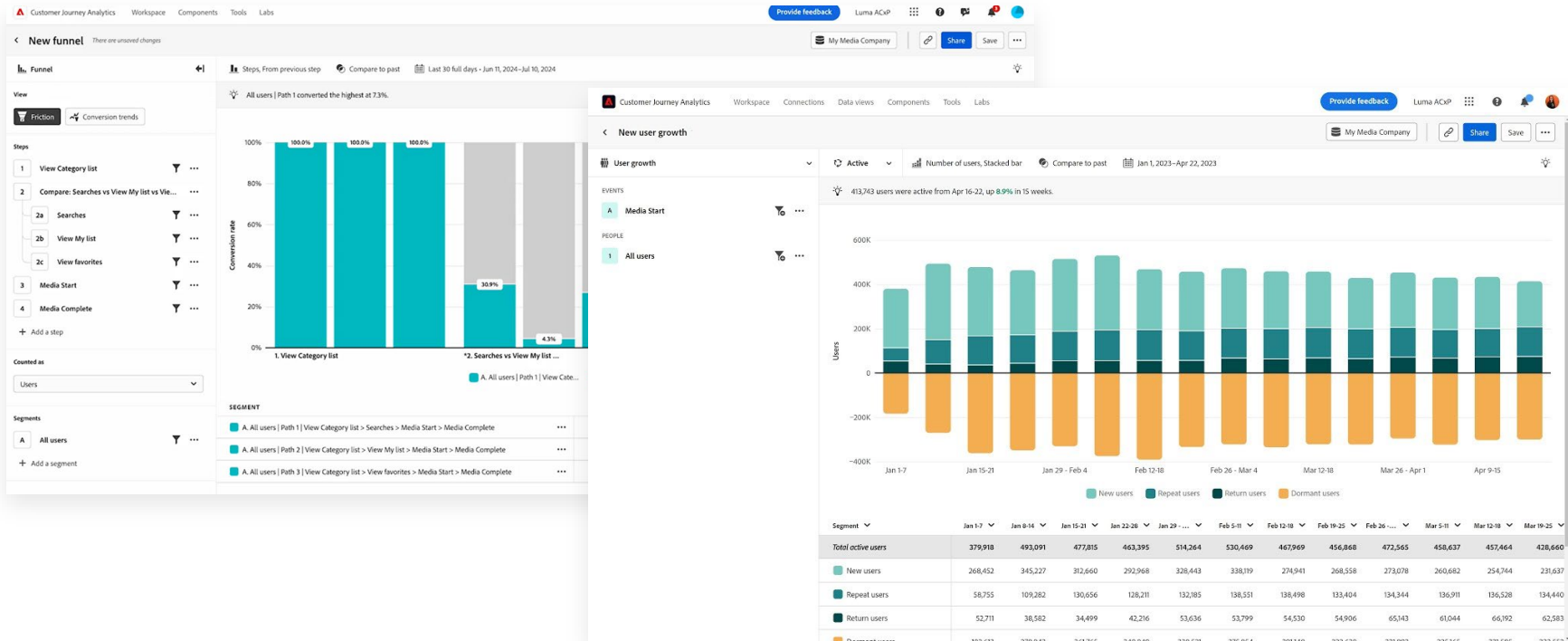


Recipe 3: AI & LLM Traffic

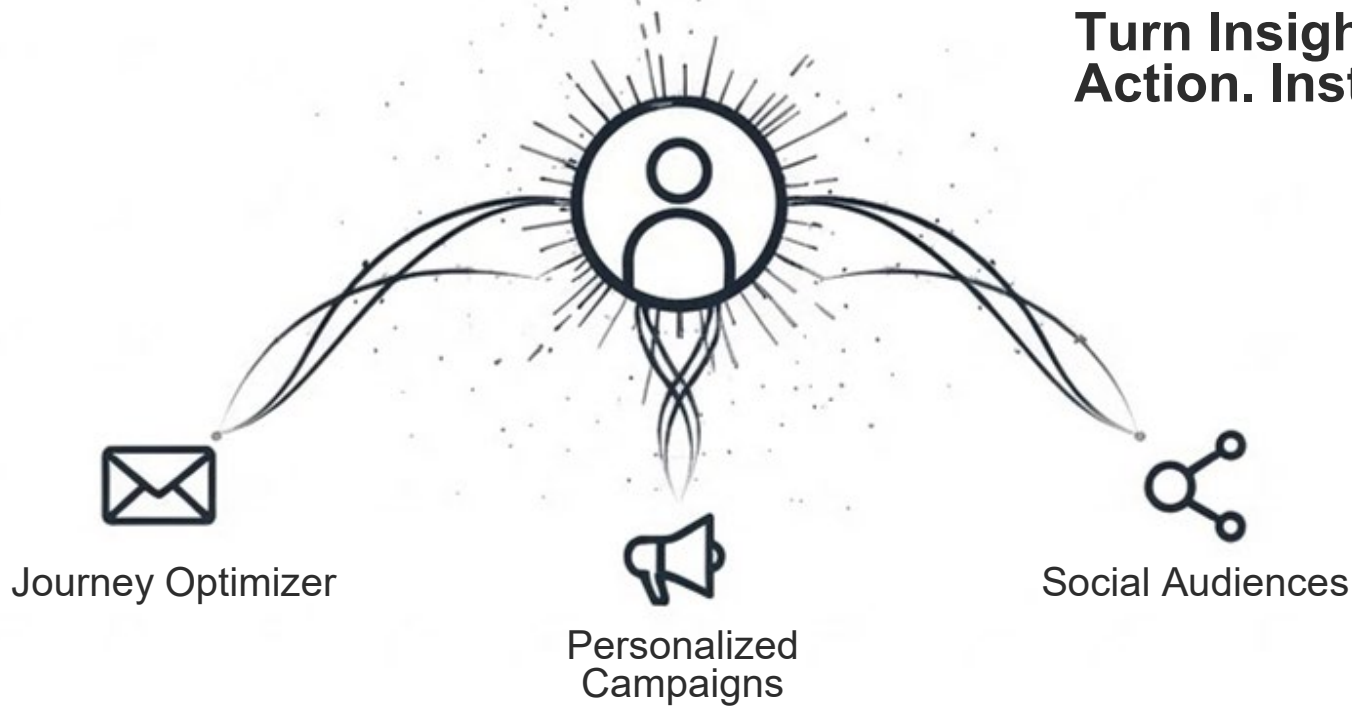
Use Derived Fields to isolate automated noise from human behavior—purifying your core conversion metrics and identifying which content is winning the "Search" battle in a Generative AI world.



Recipe 4: Guided Analysis



Audience Publishing





Roadmap to deliver
critical business
answers

Strategic Blueprint

**How We
Help You
Win**

Technical Fast-Track

Velocity ingress
method to bypass the
technical anchor

Value Realization

Cross-channel
recipes that turn raw
data into revenue

The Zilker Trail Advantage



Agility



Confidence



Speed

Don't boil the ocean.
De-risk your transformation.



Thank You!

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Adobe

