

Adobe

Analytics Modernization Lab

Thursday, May 7, 2026 | 12:30pm onwards
Jio World Convention Centre, Mumbai



Overview

Join us for an immersive hands-on community event built for Analytics Practitioners—explore cutting-edge innovations, real-world use cases, and customer stories, while gaining practical skills to elevate your analytics strategy and drive more impactful, data-informed decisions.

Learn how to turnaround complex cross-channel behaviour across every touchpoint into clear, actionable growth with speed, scale and efficiency. Discover AI-driven insights, LLM Analytics, and governance best practices to confidently deliver unified, actionable Omnichannel insights across teams and channels.

What to expect:

- **Modernize your Analytics:** Build unified, trusted, outcome-driven insights across teams.
- **AI-powered querying with MCP:** Enable natural language insights across Adobe Analytics and CJA.
- **AI-driven innovation:** Explore LLM Analytics and Data Insights Agent with governance.
- **From Insights to Action:** Scale CJA with governance, ownership, and activation pathways.
- **Seamless Evolution** from Traditional Digital Analytics to Omnichannel Customer Journey Analytics

Program

12:30pm onwards	Registration
2:00pm–5:00pm	Experience Analytics modernization in action – Hands on labs
5:00pm–5:30pm	Hi-tea & networking

RSVP

To secure your spot, please confirm your attendance by replying to this email. Note that space is limited, so early registration is encouraged.

We're putting you in the Driver's seat-come witness the transformative power of **Customer Journey Analytics, hands-on !!**

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