



Analyzing Cross-pollination with Advanced Techniques

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It's nice to
meet you!



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Passionate about improving customer
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What business questions do these techniques answer?



Determine how many unique experiences
users encounter in their digital journey



Journey breadth



Basket variety



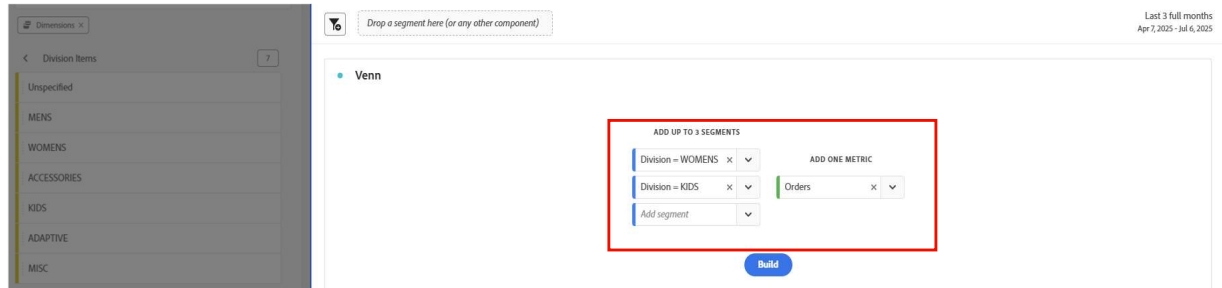
Content spread

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If not now, Venn?

Venn diagrams are an excellent way to see overlap!



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See the overlap and division in one visual

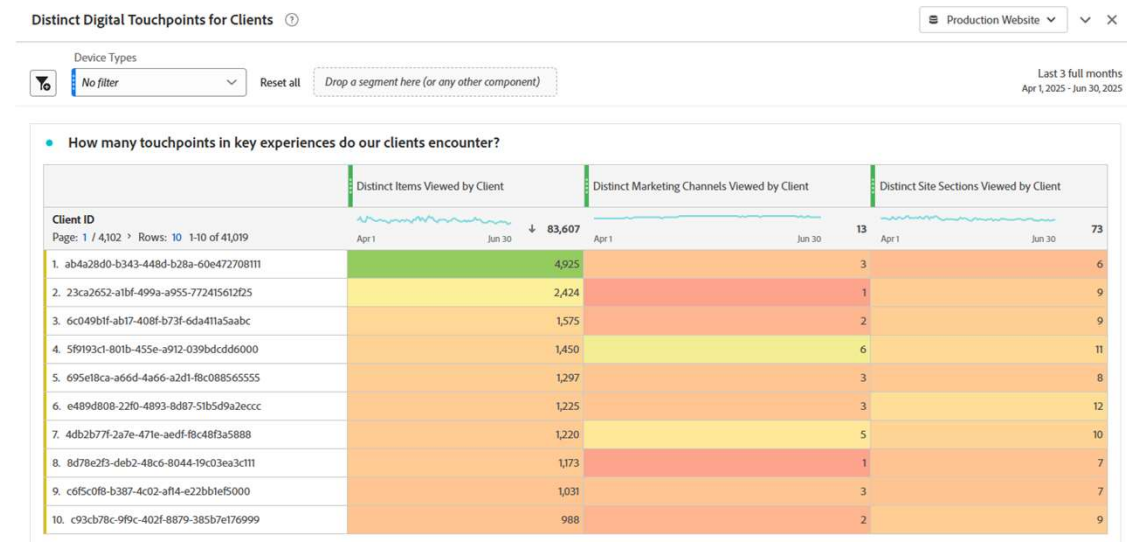


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What are other techniques I can use to assess cross-pollination?

What does this look like in Workspace?



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How do I build this metric?



Use the Approximate Count Distinct function with a dimension

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Be careful as the totals are the number of distinct items!

How many touchpoints in key experiences do our clients encounter?

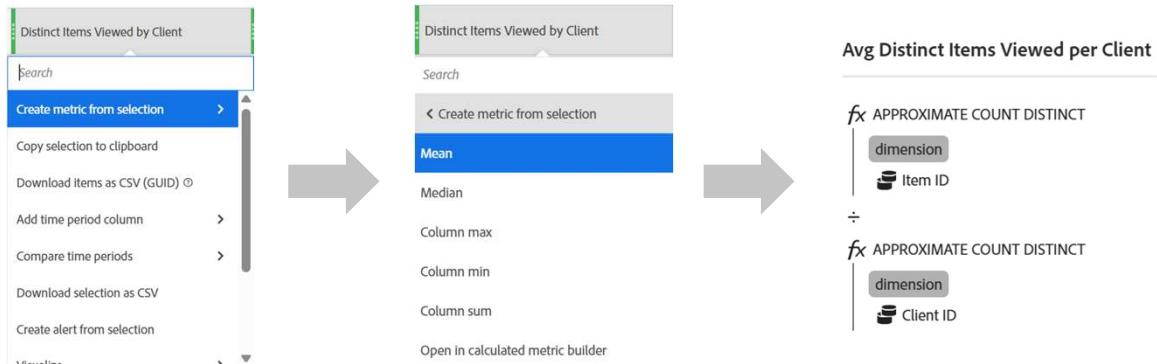
Client ID	Distinct Items Viewed by Client	Distinct Marketing Channels Viewed by Client	Distinct Site Sections Viewed by Client
Page: 1 / 4,102 > Rows: 10 1-10 of 41,019	Apr 1 Jun 30 83,607	Apr 1 Jun 30 13	Apr 1 Jun 30 73
1. ab4a28d0-b343-448d-b28a-60e472708111	4,925	3	6
2. 23ca2652-a1bf-499a-a955-772415612f25	2,424	1	9
3. 6c049b1f-ab17-408f-b73f-6da411a5aabc	1,575	2	9
4. 5f9193c1-801b-455e-a912-039bdcdd6000	1,450	6	11
5. 695e18ca-a66d-4a66-a2d1-f8c088565555	1,297	3	8
6. e489d808-22f0-4893-8d87-51b5d9a2eccc	1,225	3	12
7. 4db2b77f-2a7e-471e-aedf-f8c48f3a5888	1,220	5	10
8. 8d78e2f3-deb2-48c6-8044-19c03ea3c111	1,173	1	7
9. c6f5c0f8-b387-4c02-af14-e22bbe5f5000	1,031	3	7
10. c93cb78c-9f9c-402f-8879-385b7e176999	988	2	9

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How do I get the average number of touchpoints?

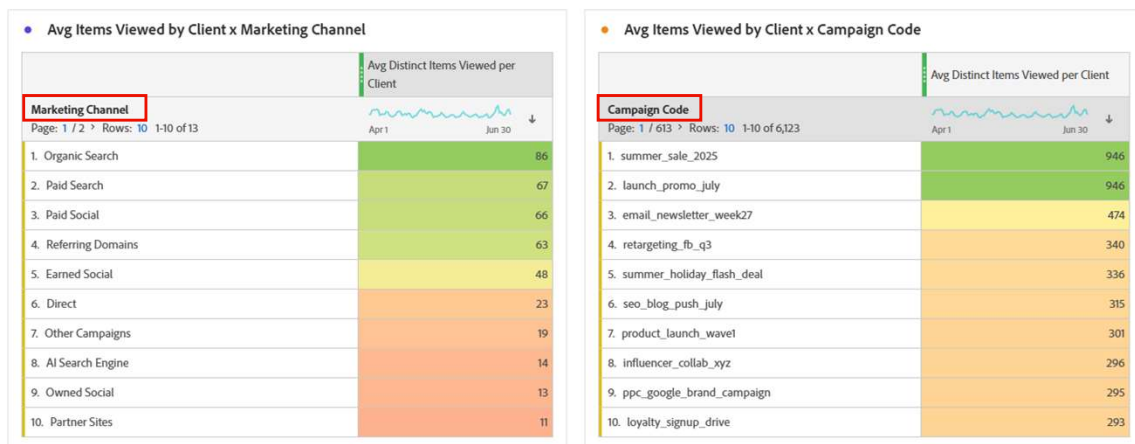
Now, without the digital clutter! 🌟



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Slice and dice!



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What are the caveats?

Day ↑	Distinct Items Viewed by Client		Avg Distinct Items Viewed per Client	
	Apr 1	Jun 30	Apr 1	Jun 30
1. Apr 1, 2025		48,099		36
2. Apr 2, 2025		50,068		41
3. Apr 3, 2025		45,328		47
4. Apr 4, 2025		36,775		52
5. Apr 5, 2025		34,909		52
6. Apr 6, 2025		37,388		57
7. Apr 7, 2025		45,070		46
8. Apr 8, 2025		45,565		34
9. Apr 9, 2025		43,855		35
10. Apr 10, 2025		43,885		38

Consider your use case

Marketing Channel	This month	Last month
	Avg Distinct Items Viewed per Client	Avg Distinct Items Viewed per Client
1. Earned Social	108	87
2. Organic Search	71	67
3. Referring Domains	61	68
4. Display & Retargeting	52	18
5. Other Campaigns	39	17
6. AI Search Engine	39	63
7. Paid Social	37	13
8. Direct	31	26
9. Owned Social	25	111
10. Partners	24	3

Timing is everything

