

Celebrus Digital Analytics vs. Adobe Analytics

Adobe Analytics — it's a popular platform that boasts big time analytics capabilities. But amidst the sweeping changes to legacy platforms and the confusion swirling around digital analytics lately, is Adobe keeping up with evolving privacy regulations and browser restrictions?

Celebrus Digital Analytics (CDA) is a fully compliant analytics solution that delivers truly democratized, live-time data without limitations.

CDA

You. CDA is installed within your protected environment, so the data never leaves your four walls. All data is fully owned, controlled, and maintained by your organization.

Yes. CDA is installed within your organization's controlled environment. It's unaffected by ITP and browser restrictions. The data is never sent to an external location — unless you want it to be.

Celebrus captures data in milliseconds and it's fully available for reporting in seconds — we call this live time.

Live-time data capture enables instant delivery and reporting. Batch data is customizable and streaming data is instantaneous (40 milliseconds).

NO TAGGING! CDA is a tag-free, capture-all solution that's implemented with a single line of code.

Unlimited. Built-in reporting is user friendly, easy-to-understand, and familiar. It's everything you loved in other platforms that's gone away or become restricted.

Yes. Celebrus stitches data across all domains, devices, channels, and over time to establish a unified digital identity across all channels — even for anonymous visitors.

CDA is fully compliant because it's a true first-party data solution. No more worrying about HIPAA, GDPR, and other privacy regulations. Get in front of the curve instead of always chasing it.

There aren't any! CDA doesn't limit data collection, processing, or retention. No limits on custom dimensions and metrics, audiences, or reports either. And we don't do thresholding or sampling.

CDA uses the same data store for mobile web, web, and mobile app data. Different data types all feed into the same instance.

Yes. CDA uses a scientific machine learning model to identify — and stay ahead of — evolving bots in live time. All data is captured and can be customized and filtered to every team's needs.



Who owns the data?



Is it REALLY first party?



How fast can I see my data?



How fast can I use my data?



How does tagging work?



How about reporting and metrics?



Can I persist identity across domains, devices and channels?



What about compliance?



What are the limitations?



How is data stored and unified?



Can it accurately tell human users from bot traffic?

Adobe Analytics

Not you! All your data flows through Adobe-owned and managed servers for processing and collecting, so data is forced to leave your organization's four walls. You never maintain complete ownership and control.

No. Adobe relies on third-party tags to understand a visitor's off-site activity, such as activity on other domains you own. Because Adobe isn't installed within your organization's environment, your data is forced to leave your environment. It's not a true first-party solution.

With Adobe, data is captured in real time, not live time. Expect delays upwards of two minutes or more.

Expect delays upward of two hours. Batched data is uploaded hourly for reporting, and customizable options for batch and streaming are limited.

Manual tagging is required for data collection using Adobe Experience Platform tags. This leaves room for errors and it's also a maintenance nightmare.

Limited. Reporting is complex and flexibility is sparse. Adobe is also discontinuing its reports and analytics (and accompanying reports and features) at the end of 2023, so certain features will stop working or disappear.

Not with any level of accuracy. Stitching isn't available in live time — it happens 24–36 hours after the fact. It also requires matching IDs, aka authentication. This leads to orphaned profiles and incomplete digital identities. Cookies still expire after seven days, and different URLs are seen as different entities.

Adobe has a list of HIPAA-Ready Services, but it doesn't include Adobe Analytics, adds additional cost, and they'll only sign a BAA on their terms, not yours. While data can be configured to meet compliance needs, it requires data to be so sanitized it becomes useless.

Data retention periods vary between plans, but the default retention period is 25 months. Third-party tags expire in seven days, so if an anonymous visitor doesn't return in that timeframe, you lose their data.

Adobe uses different data stores for mobile and web. This creates extra steps, leaves room for error, causes delays in data usability, and leads to chaos when trying to build a single customer view.

No. Adobe's bot detection is a text file that contains a list of devices that users must manually look for and remove from their traffic. It doesn't utilize a machine learning model to solve for changing bot behaviors.

Built for marketers. Loved by compliance.

Democratize your data with the only fully compliant web analytics solution.
Better data. Better compliance. More control.

[I'm ready for the demo](#)