

Lowe's CJA POC

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1. Resources



Overview

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References

Adobe Experience League Documentation

Adobe Experience Platform Data Insertion

Customer Journey Analytics overview

Evolution from Adobe Analytics

User Guide for Adobe Analytics users

Customer Journey Analytics tutorials

Why CJA? A strategic review of CJA vs. Adobe Analytics

YouTube Channel - CJA Playlist

1.1. Overview

Summary

The Lowe's Customer Journey Analytics POC successfully unified Adobe Analytics, store, and classification data into a single cross-channel analytical environment and used that foundation to evaluate two high-priority omnichannel use cases. For Buy Online, Pick Up In Store & Product Return follow-on activity, the team built fulfillment-window analysis, BOPIS identification logic, and segmentation to examine follow-on store behavior, demonstrating that BOPIS orders create a meaningful short-term opportunity for additional purchases while also documenting data gaps around explicit pickup events and accurate return timestamps. For Effectiveness of Buying Guides & Estimator Tools Across Channels, the team established the data model, derived dimensions, and attribution framework needed to connect guide and calculator interactions to digital and in-store conversion, revenue, and time-to-purchase outcomes. Overall, the POC validated both the technical feasibility of Lowe's cross-channel data unification in CJA and the business value of using that data for merchandising, conversion, and activation decisions.

Use Case 1

BOPIS & Product Return Follow-On Activity *Omnichannel Fulfillment Behavior*

- Unified digital + store data to track full journey from online order → pickup/return → post-event behavior
- Built fulfillment-window analysis (0–2 days) using derived fields and segmentation to isolate pickup impact
- Identified incremental in-store purchase behavior post-BOPIS, confirming near-term cross-sell opportunity
- Leveraged proxy pickup signal ("I'm here" event) due to missing POS pickup event tracking
- Presented attachment opportunity with additional in-store sales of certain categories such as extension cords with trim-a-tree BOPIS orders.

Use Case 2

Buying Guides & Estimator Tools Effectiveness

Digital Influence on Conversion

- Established framework to connect guide/tool engagement → cross-channel purchases
- Created derived dimensions for guide/calculator usage, enabling granular analysis in CJA
- Measured conversion impact across channels (orders, revenue, time-to-purchase)
- Applied attribution models to quantify influence of guides on downstream purchase behavior
- Demonstrated how those that view refrigerator buying guides have higher Average Order Value (AOV) in the purchase of refrigerators than those that do not view the buying guide and purchase refrigerators

Key Takeaways

POC confirmed that unified cross-channel data in CJA enables actionable insights for both fulfillment behavior and digital content influence on conversion across digital and store journeys, while surfacing specific data enhancements needed for production scale.

- Joined digital and store data using common Identifier
- Use cases successfully validated using real Lowe's data with actionable insights
- Complex cross-channel customer journeys analyzed with no code or further Engineering support
- Overcame data gaps with dynamic and flexible data solutions
- Set clear path to production with enhanced event signals and extended activation use cases

1.2. Meetings

June 3, 2026 - Executive Final Readout

Agenda

- POC Project Overview (Brian)
- Data Ingestion and Profiling (Brian)
- Data Flexibility (Andy)
- Use Case 1 – Buy Online, Pick Up In Store & Product Return
 - Returns (Nils)
 - Buy Online, Pick Up In Store (Andy)
- Use Case 2 – Effectiveness of Buying Guides & Estimator Tools Across Channels (Justine)
- Wrap Up (Brian)
- Bonus: AI in Analysis (Nils)

Slide Deck

 [Lowes CJA POC Final Readout_Delivered...](#)



Analysis Workspace

 [Lowe's POC \(Final Presentation\) - DELIVE...](#)



Recording

May 21, 2026 - Weekly Meeting #15

Agenda

- Internal Search Terms Analysis
- POC Readout Presentation Prereview

Recording

AI Notes

 [2026-05-21 Lowes CJA POC Weekly Mee...](#)



May 14, 2026 - Weekly Meeting #14

Agenda

- Analysis of In-Store Follow-Ups to Short-Term BOPIS Orders
- Technical Explanation of Sequential Segmentation in CJA
- Future Analysis Opportunities: QR Code and Omni-Channel Initiatives
- Next Steps and Action Items

Recording

AI Notes

 [2026-05-14 Lowes CJA POC Weekly Mee...](#)



May 7, 2026 - Weekly Meeting #13

Agenda

- Open Dataset Questions
- Office Hours - Tuesdays at 1pm ET
- BOPUIS & Pickup Leadtime Analysis

Recording

Shared Deck

 [CJA Enhancements for Lowes 1.pdf](#)



[Link to Shared Workspace](#)

AI Notes

 [2026-05-07 Lowes CJA POC Weekly Me...](#)



April 30, 2026 - Weekly Meeting #12

Agenda

- Mismatch SKUs and Derived Field solution for Merchandise Categories (Andy)
- Returns Analysis (Nils)
- Data Questions and Next Steps (Brian)

Recording

AI Notes

 2026-04-30 Lowes CJA POC Weekly Me...



April 23, 2026 - Weekly Meeting #11

Agenda

- Store and digital SKU classification
- Reviewed how to debug Lowes.com data collection
- Workspace exercises: Use Case #2 - Buying Guides and Estimator Tools

Recording

AI Notes

 [2026-04-23 Lowes CJA POC Weekly Me...](#)



April 16, 2026 - Weekly Meeting #10

Agenda

- Microsoft Teams chat access
- CJA workspace overview
- Test cases and success criteria
- Next steps and action items

Recording

AI Notes

 [2026-04-16 Lowes CJA POC Weekly Mee...](#)



April 9, 2026 - Weekly Meeting #9

Agenda

- POC overview and objectives
- Use cases and test scenarios
- CJA data integration walkthrough
- Session, devices and in-store identification
- Next steps

Recording

AI Notes

 [2026-04-9 Lowes CJA POC Weekly Meet...](#)



Mar 26, 2026 - Weekly Meeting #8

Agenda

- Store data file posting options
- Store data file review
- Next steps

Recording

AI Notes

 [2026-03-26 Lowes CJA POC Weekly Me...](#)



Mar 19, 2026 - Weekly Meeting #7

Agenda

- Store data file review

Recording

AI Notes

 [2026-03-19 Lowes CJA POC Weekly Mee...](#)



Mar 12, 2026 - Weekly Meeting #6

Agenda

- Store data file updates
- Review project plan

Recording

AI Notes

 [2026-03-12 Lowes CJA POC Weekly Mee...](#)



Feb 26, 2026 - Weekly Meeting #5

Agenda

- No meeting on Feb 19
- Lowe's personnel updates
- Store data file updates
- Update and demo of CJA Production Connection & Data Validation Workspace
- Meeting for Mar 5 to be canceled

Recording

AI Notes

 [2026-02-26 Lowes CJA POC Weekly Me...](#)



Feb 12, 2026 - Weekly Meeting #4

Agenda

- Resource page
- Store data file updates
- Analytics Data Connector / Production AEP backfill complete
- Scheduling business user meetings

Recording

AI Notes

 [2026-02-12 Lowes CJA POC Weekly Mee...](#)



Feb 5, 2026 - Weekly Meeting #3

Agenda

- Scoping document: Approved
- Store data file updates
- Analytics Data Connector / CJA UI walk-through

Recording

AI Notes

 2026-02-05 Lowes CJA POC Weekly Me...



Jan 26, 2026 - Weekly Meeting #2

Agenda

- Scoping document
- Store data file example
- Person ID

Recording

AI Notes

 [2026-01-29 Lowes CJA POC Weekly Mee...](#)



Jan 22, 2026 - Weekly Meeting #1

Agenda

- Resource site
- Scoping document
- CJA access and initial set up
- Initial findings in Adobe Analytics
- Store data file example

Recording

AI Notes

 [2026-01-22 Lowes CJA POC Weekly Mee...](#)



Jan 15, 2026 - Data Ingestion Discovery

Slides

 [Lowes CJA POC Data Ingestion Discovery...](#)



Recording

AI Notes

 [2026-01-15 Lowes CJA POC Data Ingesti...](#)



Jan 8, 2026 - POC Kickoff

Slides

 [Lowes CJA POC Kickoff_20260108.pdf](#)



Recording

AI Notes

 2026-01-08 Lowes CJA POC Kickoff Mee...	
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1.3. Documents

Kickoff Deck

 [Lowes CJA POC Kickoff_20260108.pdf](#)



Signed Contract

 [DX for Lowes Home Centers LLC_FULLY S...](#)



POC Scoping Document

Final Version - Jan 22, 2026

 [Lowes CJA POC Scoping Document_202...](#)



Lowes Signoff Agreement - Jan 30, 2026

 [Lowes CJA POC Scoping Document_202...](#)



Executive Final Readout - June 3, 2026

Presentation Deck

 [Lowes CJA POC Final Readout_Delivered...](#)



Analysis Workspace

 [Lowe's POC \(Final Presentation\) - DELIVE...](#)

