Adobe Analytics
Operational Readiness Playbook
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Date: May 2015
Playbook Objective

The objective of this document is to get your business operationally ready for the implementation and deployment of Adobe Analytics. This will help you and your organisation — as new Adobe Analytics users — to drive maximum value from your investment in Adobe technology.

Although we have seen many projects succeed, others have faltered due to a lack of internal investment in the business to ensure they are operationally ready to adopt this new technology. This playbook will help you to avoid some of the common areas we have identified as missing in less successful deliveries.

The recommendations and best practices in these playbooks are ideally intended to be applied to your business in parallel with your technology solution deployment, to ensure that by the time you go live with your solution your business is positioned to drive value realisation from your investment.

The playbooks use a common digital governance structure focusing on the key areas of leadership, strategy, people, product and process, to deliver a robust approach to readying your business whether you are deploying one Adobe solution or several.

This playbook should be read by:

- Chief Marketing Officer
- Head of Digital, Head of Strategy, Head of Marketing, Head of Customer Insights
- Head of Analytics, Digital Analyst Leads, Digital Channel Analysts, Digital Channel Managers
- Solution Architect, Head of Implementation, Digital Implementation Leads
- Program Manager, Project Manager, Business Analyst
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1 Introduction

1.1 About Adobe Analytics

Adobe Analytics enables marketers and analysts to tell the story of what’s happening in their business by leveraging high-performance, real-time analytics across marketing channels. Marketers can take advantage of the information that flows through Adobe Analytics to continuously improve the performance of their digital marketing experiences.

This solution delivers the analytics and reporting capabilities needed to enable data-driven decision-making. It provides the insight critical to optimising marketing efforts, such as personalising experiences, driving better ad spend, and monetising content and campaigns. Each measureable action that a customer or prospect takes while interacting with your brand represents an opportunity to:

- Align digital-marketing initiatives with key business objectives;
- Gain real-time insights into customer behaviour across marketing channels;
- Find hidden patterns and behaviours in large amounts of data;
- Leverage insights to deliver relevant online consumer experiences that drive conversion.

Adobe Analytics combines a number of capabilities and detailed reporting that will help your business understand the whole customer journey better by effectively using your data. This set of capabilities will let you sift, sort and share data in real time.

These capabilities are:

<table>
<thead>
<tr>
<th>ADVANCED SEGMENTATION</th>
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<tr>
<td>Create personalised experiences for your visitors based on comprehensive data about their unique behaviours and preferences</td>
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<th>MARKETING ATTRIBUTION</th>
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<tr>
<td>Analyse the effectiveness of every marketing touch point that customers encounter on their path to conversion.</td>
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<tr>
<th>MOBILE ANALYTICS</th>
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<tr>
<td>Dive deep into the performance of your mobile campaigns so you can better understand how your mobile customers engage with your brand.</td>
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</table>
There are two versions of Adobe Analytics, are tailored to your analytics and digital marketing needs.

**Adobe Analytics Standard** combines the capabilities of multiple analytics tools that have been available from Adobe to date: reporting and dashboards (functionality available previously in SiteCatalyst), ad hoc analysis (Discover), Excel dashboarding (ReportBuilder), a raw data repository (DataWarehouse), tag management (Tag Manager), and data connectors between Adobe and its partners (Genesis). When you use Adobe Analytics, each of these capabilities will be available to you centrally and seamlessly via Adobe Marketing Cloud. You and your colleagues will be able to do more to generate and share insights than ever before.
Adobe Analytics Premium includes all of the capabilities mentioned above, but goes a step farther by including customer analytics, multi-channel capabilities, and statistical/predictive modeling (primarily delivered through Insight) to provide a more complete view of your customers, allowing you to understand their broader impact on the business.

1.2 About this Playbook

This document follows a structure that will help you understand the key focus areas to nurture the implementation of Adobe Analytics. This structure is based on the Adobe Digital Governance Framework, which creates the appropriate business environment for digital to succeed. It includes:

- **Leadership** Executive buy-in and support for the Implementation and adoption;
• **Strategy** Clarity and alignment around key business goals for evaluating digital performance;

• **People** Resources, expertise, and the appropriate team structure to run Adobe Analytics effectively;

• **Process** Procedures, project management, and workflows for deploying and using Adobe Analytics effectively;

• **Product** Solution fit, common integrations and automations.

What’s different about digital? Everything.

Adobe Digital Governance Framework.

### 2 Leadership

Leadership is critical — it provides the foundation for successful digital transformation.

C-Suite involvement is needed to drive a digital transformation program, budget and outcome. Your role as the project sponsor is to contribute with a strong understanding of how Adobe Analytics — and digital in general — will transform the business. Position yourself as the subject-matter expert and functional leader in a hands-on mode.

**Projects which have an executive sponsor, project name, defined budget and KPIs set across the team outperform those that don’t.**
A common trait you will find in successful digital teams is that they are owned and managed by people who are prepared to make the necessary investments in talent, equipment and training. Leaders are skilled at extracting optimal performance from team members and developing strategies that take full advantage of their unique talents.

Leadership consists of four subcomponents: sponsorship, buy-in, communication, and accountability.

2.1 Sponsorship

Having an effective executive sponsor will help the project achieve maximum success. To be truly effective, this internal executive sponsor should have enough seniority and influence within the business to have buy-in from other stakeholders across the organisation. Having a high level of self-interest in the project success and a passion for digital transformation — and truly believing in how Adobe Analytics is going to transform the business — are also critical.

An effective executive sponsor should guarantee the implementation of Adobe Analytics stays in line with the corporate strategy, protecting it from conflicting initiatives or internal politics and helping address any limiting factors, such as resource or budget constraints.

The Four P’s of Execute Sponsorship

Prioritisation

To be successful, Adobe Analytics needs to be aligned with key business goals. The executive sponsor should provide crucial direction to the team, ensuring the implementation of Adobe Analytics is always in line with the corporate strategy and top priorities.

Protection

The executive sponsor will play an important role in protecting you, the digital team and the implementation from other conflicting initiatives or corporate politics.

Problem solving

Using their influence within the organisation, the executive sponsor should step in to remove any problems that may impede the success of the implementation, such as resource or budget constraints.

Promotion

The executive sponsor will play a key role in championing the benefits of Adobe Analytics, holding people accountable, and promoting digital wins within the organisation, especially among other executives.


2.2 Buy-In

Achieving management buy-in across your leadership team is also key. Having multiple change agents to drive adoption will help you drive adoption easier and faster. The responsibility for the
implementation and deployment of Adobe Analytics needs to be shared by the entire leadership team.

It is then the executive sponsor’s responsibility to win over the executive team by sharing examples that prove the value of Adobe Analytics and digital. Typically this focuses on delivering a better customer experience and subsequent benefits to the business.

When implementing digital projects such as Adobe Analytics, leaders will be responsible for monitoring different departments and teams owning different parts of the digital marketing initiatives. It is critical then to make sure that all groups share a common strategy to achieve common goals. Having an internal roadshow to win support from executives will help raise awareness towards aligning all teams and obtaining the necessary resources for an optimal implementation.

2.3 Communication

To get the organisation on board, it is always a good idea to share the vision and repeatedly reinforce the reason why your company is investing in Adobe Analytics technology by articulating both the customer benefits and business benefits. Sharing documentation such as success case studies of digital implementations will help you validate why and how this investment will take the organisation to a new level. If you want the organisation to embrace digital transformation, it’s important to let employees know it is a priority.

2.3.1 Communication Management

A communication strategy can lay out the foundation and framework for communicating initiatives and objectives across business and technology teams. It can also help by:

- Providing guidance and framework for effective communication within and outside of the project;
- Ensuring that proper protocols are always followed when preparing and delivering communication;
- Providing precise and concise project communication at the right time;
- Involving all necessary stakeholders and maintaining regular contact to keep transparency in all transactions;
- Having clear communication channels with well-defined roles and responsibilities;
- Clarifying doubts, overcoming challenges and averting risks that affect the project;
- Building trust and developing open relationships between the parties;
- Promoting openness and transparency.
2.3.2 Recommended Communication Process and Principles

You can build your communication strategy around the following key principles:

• Communication is critical to effect change. Ongoing and timely communication is a fundamental requirement to inform and respond to stakeholders about the change, its impact on them and its outcomes; to enable feedback; to manage expectations; to ensure a smooth change transition; and to support uptake and continual improvement.

• Communication delivery is local. Communication from the local area will mean that messages are relayed in a language that is relevant to the audience. Engagement with local communicators across the business and technology will increase the effectiveness of the communication.

• Communication is consistent and repetitive. With a common approach across the program, stakeholders will come to expect communication through specific methods (channels), with given formats (look) and timing. Repeating key messages through multiple channels will increase the amount of information that is absorbed.

• Communication is linked to the project objectives. Linking the communication to the objectives provides a context and reasoning behind change. Repeatedly providing these links will serve as reminders as to the wider benefits of the project.

2.3.3 Setting Communication Goals

All communication developed and distributed throughout the project is intended to achieve the following goals:

• Stakeholders and project team members are aware and informed;
  - Stakeholders and project team members should receive timely information about what is happening (why, when and how, and what it means to them). This information starts at a generic level (and is repeated throughout the project lifecycle), and becomes more detailed, specific and targeted to the audience and as the project progresses. This enables stakeholders to think about, understand, and be prepared for change and plan for future project-related work.

• Stakeholders and project team members are engaged;
  - Opportunities are created and communicated to key stakeholders to support them in exploring and becoming involved in and committing to a new way of doing things;
    - Different stakeholders and project team members will move through and transition at different rates/times;
- Communication will aim to gain key stakeholders’ and project team members’ commitment by implementation;
- Strategies and implementation roadmaps can be developed to manage stakeholders and project team members who are resistant to the change throughout the transition.
  - Communication is two-way, with stakeholder input and feedback sought and valued at all stages;
  - Stakeholders and project team members expectations are managed;
    - The aim of communication is to provide set expectations of strategic initiatives, program/project scope, associated constraints, risks and dependencies. Explain why this may differ from expectations (in targeted messages), and to provide ongoing updates on expected and actual outcomes.
  - Support the acquisition of skills and knowledge. Training is backed up by supporting communication to reinforce training and provide opportunities to share knowledge.

### 2.3.4 Recommendations on a Communication Approach

An approach to communication management for the project may include:

- Conduct an effective stakeholder analysis;
  - Stakeholder analysis is developed at the Project Board, User Group, Project Team and Stakeholder levels.
  - The Stakeholder Analysis will focus on all parties (users, management, executives or third parties) required to achieve the desired outcomes and any parties impacted by the change to ensure full coverage.
  - Categorise stakeholders into specific audiences (communication channels).
- Identify information requirements of all parties and establish distribution lists by subject area;
  - Have regular meetings. There should be regular meetings organised with various levels within the project to ensure that there is regular communication.
  - (Use sparingly) Where project team meetings do not meet communication requirements (for example, where cross-area representation is required for specific project deliverables):
• One-on-one meetings may be required to obtain specific input
  and/or deliver important messages (as required).

  ▪ A common wiki or alternate online knowledge management solution to
    provide access to all parties and used by some to provide a workspace.
  ▪ A shared drive to maintain the main reference point for overview of the
    project with links to documentation for wide dissemination and feedback.
  ▪ Electronic newsletter or company-wide communications, providing regular
    project news (updates, upcoming events, outcomes) delivered by email.
  ▪ E-mail may be used for targeted, individual or group communication —
    with a specific purpose.
  ▪ Standard templates for communicating regular information such as
    project status reports, meeting minutes, and reports should be used to
    ensure communication is consistent and repeatable.
  
    o Track required message delivery.

Accountability

Your organisation is investing in Adobe Analytics and top
executives are expecting results. For this to happen, it is the
leader’s and senior stakeholders’ jobs to hold themselves and
their people accountable — employees, teams, partners, and
most importantly him or herself. Start with changing the
perception that accountability is about punishment and hard
discipline — it should really be about learning and improvement.

To define accountability, you can create a project charter (PC).
This document states that a project exists, why it is important,
who is involved, its timeframes, the expected outcomes, and
the resources needed for it to be successful. It also gives you
written authority to begin work.

2.3.5 Steering Committee
Setting up a group of high-level stakeholders and/or experts will help you achieving the four subcomponents of leadership and at the same time set direction to the project. This Steering Committee can also help by:

- Prioritising initiatives;
- Reviewing business cases for new initiatives;
- Lobbying for the necessary time, personnel and budget;
- Ensuring quality in decision-making;
- Encouraging a collaborative work environment;
- Monitoring progress towards goals;
- Controlling scope and resolving conflicts.

2.3.6 Common Roles and Responsibilities within a Steering Committee

The following high-level roles and responsibilities are based on industry-standard practices for Steering Committees.
<table>
<thead>
<tr>
<th>Role</th>
<th>Responsibility</th>
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| Business or Technology Sponsor | 2.3.6.1.1.1 Ultimately accountable for the outcome of the project and responsible for securing spending authority and resources for the project.  
- Vocal and visible champion  
- Legitimises and lends credibility to the strategic goals and objectives  
- Is the escalation point for changes and issues outside the agreed tolerances  
- Assists with stakeholder engagement where required |
| Business Executives          | Ensuring that the project is focused on achieving its objectives and ensuring a cost-conscious approach, delivering a product that will achieve the forecast benefits, give value for money and balance the demands of the business.  
- Designs and appoints the project management teams  
- Oversees the development of the business case, ensuring corporate strategic alignment  
- Monitors and controls the progress at a strategic level, in particular reviewing the business case regularly  
- Escalates issues and risks  
- Is the escalation point for issues and risks, and ensures that any risks associated with the business case are identified, assessed and controlled  
- Makes decisions on escalated issues, with particular focus on continued business justification  
- Ensures overall business assurance of the project and ensures that it remains on target to deliver products that will achieve the expected business benefits |
| Business Owner               | Represents the interests of all those who will use the product (including operations and maintenance), those for whom the product will achieve an objective or those who will use the product to deliver the benefits and value |
| Drivers. | • Provides the quality expectations and defines acceptance criteria  
• Ensures that the desired outcome is specified  
• Ensures that products will deliver the desired outcomes and meet user requirements  
• Ensures that the expected benefits are realised  
• Provides a statement of actual versus forecast benefits at the benefits reviews  
• Resolves user requirements and conflicts |

| Technical Owner | Represents the interests of those designing, developing, facilitating, procuring and implementing the product. This role is accountable for the quality of product(s) delivered by suppliers and is responsible for the technical integrity of the project.  
• Assesses and confirms the viability of the approach  
• Ensures that proposals for designing and developing the product are realistic  
• Advises on the selection of design, development and acceptance methods  
• Ensures quality procedures are used correctly, so that products adhere to requirements |

| Assurance Owner | Covers the primary stakeholder interests of the business, technical, end users and suppliers.  
• Ensures that the right people are involved in quality inspection at the correct points in the product's development  
• Ensures that staff are properly trained in quality methods  
• Verifies that the quality methods are being correctly followed  
• Ensures that quality control follow-up actions are dealt with correctly  
• Reviews regularly to ensure that an acceptable solution is being developed  
• Makes sure that the scope of the project is not changing unnoticed  
• Verifies that internal and external communications are working  
• Ensures that applicable standards are being used  
• Makes sure that the needs of specialist interests (for example, security) are |
**Business assurance responsibilities**

- Assists to develop the business case and benefits review plan
- Reviews the business case for compliance with corporate standards
- Verifies the business case against external events
- Checks that the business case is being adhered to throughout the project
- Checks that the project remains aligned to the corporate strategy and continues to provide value for money

**User assurance responsibilities**

- Ensures that the specification of users’ needs is accurate, complete and unambiguous
- Assesses whether the solution will meet users’ needs and is progressing towards that target
- Advises on the impact of potential changes from users’ point of view
- Ensures that quality activities relating to products at all stages has appropriate user representation
- Ensures that quality control procedures are used correctly to ensure that products meet user requirements

**Supplier assurance responsibilities**

- Reviews the product descriptions (features and capabilities) and aligns to delivery
- Advises on the selection of the development strategy, design and methods
- Ensures that any supplier and operating standards defined for the project are met and used to good effect
- Advises on potential changes and their impact on the correctness, completeness and integrity of products against their product description from a supplier perspective
- Assesses whether quality control procedures are used correctly, so that products adhere to requirements.

**2.3.6.1.1.6 Project Manager**

Has the authority to run the day-to-day operations with the prime responsibility of ensuring that the end result produces the required products within the specified tolerances of time, cost, quality, scope, risk and benefits.

- Effective project management requires that the project management team, as a whole, possesses and applies the knowledge in several areas:
  - Project management itself
- Business and industry domain knowledge specific to the project
- Technology knowledge required by the project
- Interpersonal and communication skills

- The Project Management Framework consists of five key activity groups: Initiation, Planning, Execution, Monitoring and Control, and Closing.
  - These are the processes or activities for managing the project and they are different from the Project Life Cycle.
  - The Project Life Cycle activities are generally sequential, while project management activities are performed concurrently, because project management activities may overlap and repeat along the timeline depending on risks (for example, the controlling activities may lead back to planning to revise the project plan as a result of changes).

2.3.7 Setting up a Working Group

Having a Working Group (with subject-matter experts) working below a Steering Committee will help achieve specified goals. In your Adobe Analytics implementation, this Working Group comprises the practitioner leads executing the project. They would meet more regularly and report upwards to the Steering Committee.

The Working Group should have a weekly discussion where issues and risks are addressed and the status, progress and approach of the project are discussed.

3 Strategy

“74 per cent of business executives say their company has a business strategy. Only 15 per cent believe that their company has the skills and capabilities to execute on that strategy.”

- Forrester: Accelerating your digital business, 2013

3.1 Moving from Web Analytics to Marketing Analytics
We used to live in a world that focused on the web as a separate entity, with tags that fed data into a data store. From there, business users could pull up basic reports that informed management how the business was doing, but for the most part weren’t driving business outcomes.

**Web Analytics Conventional Wisdom**

Now we live in a world of big data, and businesses are becoming data-driven. Marketing has to go beyond traditional web analytics and focus on customer intelligence – Marketing Analytics. Adobe is delivering analytics solutions that meet the needs of all of the diverse teams that are responsible of improving customer experience across channels.

We are shifting away from the traditional idea of analytics being the business driver to the idea that customer intelligence is driving your marketing decisions.

With mobile likely to be an even bigger channel than traditional desktop, and the need to bring in other channels of data, the ingestion step can be the most important to get right. Having the wrong data will cause every other step to be irrelevant. Bad data equals bad decisions.

Then come the distillation and curation steps. This is where you have tools to guide you to source discoveries in minutes, compared to a decade ago when you would have needed a team of PhDs and weeks.

Syndication is the ability to get these insights to your other tools and teams, so that they can take action on them.

Finally, the optimisation step is the ability to take action and constantly improve, connecting all the way back to the first step again.
All of this is what we call Marketing Analytics. This is the foundation that everything else we do in marketing can be built on. Adobe Analytics helps you see this information in real time, with high precision, so you can make business decisions based on trusted data that shows a detailed view of your prospects and customers.

### 3.1.1 Adobe Analytics Maturity Model

This in-depth assessment will show you where your organisation falls on the maturity spectrum. It will help you:

- Measure the effectiveness of your current practices;
- Compare your performance to your competition;
- Deliver a full report to share with your teams;
- Develop strategies for improvement.

The index below is a roadmap your organisation can use to mature its analytics practices. Each level demonstrates progressively deeper analytics capabilities in seven different areas:
1. **Collection** refers to data gathered from various sources specifically for the purpose of performing analytics.

2. **Analysis** refers to the degree to which an organisation can gain actionable insights with its current capabilities.

3. **Execution** refers to the manner in which an organisation takes action based on analytics.

4. **Automation** describes the level of human interaction that is required for data to be disseminated, understood, and acted upon.

5. **Application** describes how an organisation tactically responds to analytics findings.

6. **Attribution** describes an organisation’s ability to assign or ascribe credit accurately to the factors that contribute to any given marketing result.

7. **Strategy** describes the combined level of talent, culture, executive sponsorship, technological capabilities, processes, and credibility of the organisation’s analytics practice (the collective result of people, process, and technology an organisation invests in analytics).
### Adobe Analytics Maturity Model

<table>
<thead>
<tr>
<th>AREA</th>
<th>MATURITY LEVEL</th>
<th>COLLECTION</th>
<th>ANALYSIS</th>
<th>EXECUTION</th>
<th>AUTOMATION</th>
<th>APPLICATION</th>
<th>STRATEGY</th>
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<td></td>
<td></td>
<td>Data from owned web site</td>
<td>Understand average web site visits</td>
<td>Regularly reviewing web site traffic reports</td>
<td>Reports automatically sent to key stakeholders</td>
<td>Some people get some data and sometimes do something</td>
<td>Insufficient FTEs; low skill level; low influence; no training</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Data from owned digital properties and social web</td>
<td>Understand average digital property visitor segments; KPI focused</td>
<td>Using digital interactions to drive recommended improvements</td>
<td>Stakeholders get the data they want when they want it</td>
<td>Stakeholders read reports, and develop plans to respond</td>
<td>Insufficient FTEs; low skill level; low influence; ad-hoc training</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Data from paid and earned web and outbound marketing systems</td>
<td>Understand detailed segments with higher conversion rates; KPI focused</td>
<td>Using audience segment profiles to inform advertising and offers</td>
<td>Stakeholders receive trend data, basic notifications and alerts</td>
<td>Recommendations for action made based on attribution; simple weighting</td>
<td>Minimum FTEs; medium skill level; medium influence; ad-hoc training</td>
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<tr>
<td></td>
<td></td>
<td>Data from enterprise master customer record</td>
<td>Confidently predict outcomes of proposed customer interactions</td>
<td>Offer/placement strategies based on statistical probabilities</td>
<td>Significant real-time alerts with probable causal factors included</td>
<td>Analytics trigger recommended actions in marketing systems</td>
<td>Minimum FTEs; medium skill level; medium influence</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Data from relevant owned offline and third-party sources</td>
<td>Prescriptively correlate outcomes with interactions</td>
<td>Proactively prescribe interactions to drive conversions</td>
<td>Dynamically respond to anomalies in real time</td>
<td>Dynamically trigger responsive actions in connected systems</td>
<td>Minimum FTEs; high skill level; high influence</td>
</tr>
</tbody>
</table>

The Adobe Analytics Maturity Model is a framework that helps organizations understand and improve their data collection, analysis, execution, automation, application, attribution, and strategy. Each level of maturity focuses on different aspects of these areas, starting from simple collection and analysis to advanced predictive and prescriptive actions.
Mature analytics means smarter business decisions. Analytics is all about understanding the customer journey. The more advanced your analytics maturity, the greater your ability to transform customer data into actionable insights that strategically drive marketing performance.

“Companies with greater digital capabilities were able to convert sales at a rate 2.5 times greater than companies at the lower level did.”


You can go here to take the assessment.

3.2 Digital Strategy

One of the biggest digital challenges organisations face is being able to define what they are trying to achieve through digital channels. In many cases, corporate web sites aren’t owned by a single person or business unit, leading to a mix of different or — even worse — competing interests and purposes. This causes a mixture of counterproductive results.

A clear digital strategy enables your digital team to align its activities to the key priorities of your business and succeed as an integral part of your organisation. A key point to consider is that your digital strategy should always be aligned to the overall business goals of the organisation.

A Suggested Digital Strategy Framework
These are steps you can follow to craft your digital strategy:

- Identify all of the key stakeholder groups that have input into your company’s digital approach;
- Gather key business objectives from each group separately;
- Merge the goals into a set of four to five key objectives;
- Based on your understanding of the corporate strategy, prioritise and rank the list of goals;
- In a group meeting, review and refine the goals with key stakeholders — if needed, involve a neutral third party to mediate potential disagreements;
- Based on stakeholder feedback, finalise the business objectives and define KPIs to measure these by;
- Share an overview of the agreed-upon digital strategy with key stakeholders.

**Key terminology**

**Enterprise Goals**
• Strategic business goals and objectives
• Aligned across the business at an enterprise level
• Tied to increased revenue (or decreased costs)
• Can include medium- to long-term vision of the company

Examples: Increase revenue (by five per cent), expand product line (new line of business), improve customer satisfaction (by five per cent)

Digital Goals

• Strategic business goals and objectives for your digital channel
• Identify how the digital channel will contribute to achieving the Enterprise Goals
• There can be more than one Digital Goal for each Enterprise Goal

Examples: Increase online sales (by five per cent), increase online audience (by ten per cent), increase online customer satisfaction (by five per cent).

Below is the Adobe Business Optimization for Success framework. As you can see, defining your business goals is the key first step in this process. It’s paramount to have these communicated and agreed upfront.

Initiatives

• Strategic digital goals
• Actionable projects
• Relate to digital channel as a whole (not just web analytics)
Examples: Reduce shopping cart abandonment, increase mobile content, increase new visitors.

Tactics
- Specific actionable online business requirements
- Gaps in achieving online initiatives and goals
- Achievable end goal

Examples: Measure shopping cart abandonment, measure application form abandonment, report mobile usage

**Key Performance Indicator (KPI)**

Key metric to evaluate business success of digital activities

---

**Example KPIs**

<table>
<thead>
<tr>
<th>Business Objective</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. $500M in sales through digital channels</td>
<td>Revenue</td>
</tr>
<tr>
<td>2. Increase brand awareness</td>
<td>Visitors</td>
</tr>
<tr>
<td>3. Drive deeper and enduring customer relationships</td>
<td>Logins</td>
</tr>
</tbody>
</table>

Digital Strategy Framework
3.3 Focus

Focus means understanding and focusing on the organisation’s key business goals and strategic initiatives to achieve objectives. It is also important to prioritise these goals as well as their scope and timing for completion. As competitive environments change it’s also important to review your business strategy and goals on a quarterly or bi-annual basis to ensure they remain relevant to the current environment.

3.3.1 KPI Strategy

Focus also includes defining the key performance indicators (KPIs). In digital, these indicators can be metrics such as online revenue or applications, along with associated targets for those metrics (for example, increase application rate by 30 per cent).

A common mistake when setting KPIs is selecting random metrics from an industry-related list and expecting they will fit and perform towards achieving your unique business goals. Make sure you always start with understanding your business goals before selecting appropriate KPIs. As you deploy your digital properties using Adobe Analytics you will be able to use these KPIs to understand the impact that changes in content, design and architecture have had on your business.
What are Key Performance Indicators?

When implementing Adobe Analytics, you want to ensure that your KPIs are measured. Don’t waste time on non-strategic measures. Ask yourself this: if your CEO was stuck on an island and you could tell them only three things about your business so they would know the business was healthy, what would those things be? If you said the average time spent on a page was one minute 30 seconds, that tells them nothing.

If you tell them your average revenue per visit was $2.00 and you had two million visits, that is something they will understand as a true measure of business success. There is so much opportunity to measure initiatives and improve on them based on four or five metrics that you can keep yourself busy for months and even years. Don’t fret about measuring every little last detail — you’ll make yourself crazy and you won’t be supporting your business goals.

(http://blogs.adobe.com/digitalmarketing/analytics/dont-do-this-7-pitfalls-when-deploying-analytics-part-i/)

3.4 Alignment

Organisations are dynamic. Business strategy changes, leadership changes, web sites and communications in general are redesigned, the market landscape changes, services and new products are introduced, marketing campaigns are launched, new channels appear, new competitors are born, and so on. All these changes make it hard for leaders to ensure alignment between the company’s current strategy and the implementation of digital solutions.

To make sure there is a proper alignment between your Adobe Analytics implementation and your digital strategy, your measurement strategy needs to be dynamic and adjust as changes occur within your business. Having a member from the digital team sitting in the Steering Committee can ensure that the team knows what is happening within the business and any possible changes in priorities.
3.4.1 Measurement Strategy

A digital measurement strategy is a clear, cohesive strategy for measuring online business performance against business objectives. It encapsulates the organisation’s current online business objectives and strategy, KPIs, and other unique reporting requirements.

Why do we need a measurement strategy?

- **Gain a clearer understanding** of your company’s online business performance. Without well-defined KPIs, you’re not going to understand business performance and take appropriate action.
- **Achieve greater buy-in and adoption** by involving key executives and stakeholders in the requirements-gathering phase.
- **Align your organisation** around shared measurement objectives that are tied to key business goals. Having everyone focused on what’s most important to the business is extremely valuable.
- **Avoid costly missteps** that may require re-implementation and delay “time-to-value”. Measure twice, cut once.

The objective behind a good digital measurement strategy is to obtain accurate measured results of your digital marketing investments. It will help you understand your business goals, KPIs and reports which, at the end, will help you understand your business performance.

**Measurement Strategy: Three Stages**

**Gather**
- Review current strategy and potential gaps
- Collect business requirements from all stakeholders
- Ensure no group’s needs are overlooked

**Refine**
- Clarify business goals or requirements
- Avoid leaving out implied/unstated goals or requirements
- Separate strategic goals from tactical requirements
- Prioritise competing business objectives or requirements

**Align**
- Secure senior executive buy-in by involving them in the process
- Balance group needs with organisational needs
- Ensure all employees are aligned with clear goals and strategy

Capturing data about customer interactions across multiple digital marketing channels is easier than ever. The challenge is being able to understand and convert that data into actionable steps that increase customer interactions and help your business grow. A well-structured digital measurement strategy will help you plan, organise and coordinate all the necessary elements
needed to manage the big volumes of data being produced, as well as making sure this data is put to work throughout your organisation.

3.5 Innovation

Once your organisation is successfully collecting the right data on a reliable and consistent basis, you are in a good position to innovate. This can be accomplished by using this data to gain competitive advantage. Your organisation will be able to explore new applications and ways to extract even greater value from your digital data. Your company may even be able to transform data into unanticipated revenue streams via new products or value-added services for your customers or partner networks. The opportunities are limitless once the foundational pieces are in place.

4 People

4.1 Expertise

Expertise refers to the different skills required by your organisation’s digital and technical staff, business users, and senior executives. Not every group will need the same skills, but an overall understanding of how a digital strategy and Adobe Analytics will help the organisation is fundamental.

Investing in training is a key activity when implementing new technologies. Make sure you have training programs — not only for onboarding new staff, but also for current employees so they can continue growing their expertise over time.

Adobe offers a wide range of courses that can help you with your Adobe Analytics implementation, using the solution and driving insights and actions. These courses are available in multiple formats and are to suit your needs — at one of our regional training centres, online as virtual learning, or on-site at your company. To see all Adobe Analytics courses go to Adobe Analytics Course Catalogue.

4.2 Structure

A well designed organisational structure will give you and your staff clear guidelines about how the organisation is put together, who they have to report and delegate to, and how information flows across different levels. Defining an organisational structure — including roles and responsibilities — before starting with your Adobe Analytics implementation will also ensure the project runs efficiently.

4.2.1 Structure Types
Below is a common list of organisational structures we see in digital organisations.

<table>
<thead>
<tr>
<th>Structure</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dispersed</strong></td>
<td>This structure is typically an early stage organic and reactive response to initial staffing and resourcing requirements arising in local or specific departments. While this works well initially, it has limited strategic scalability and can prove problematic in coordinating a top-down strategic vision for the long-term structure and direction of digital capability, particularly within a large and diverse organisation.</td>
</tr>
<tr>
<td><strong>Centralised</strong></td>
<td>Digital marketing roles and capabilities are centralised into a single area or team. This is typically characterised by a reporting structure through to one head of digital, e-business, or e-commerce.</td>
</tr>
<tr>
<td><strong>Hub and Spoke</strong></td>
<td>A combination of both, typically whereby digital marketing expertise is split, some positioned at the centre looking across the whole organisation, and some sat within divisions or departments, often acting as a connection point between the Centre of Excellence and local non-digital teams.</td>
</tr>
<tr>
<td><strong>Dandelion</strong></td>
<td>Organisations have a hub-and-spoke approach but across multiple units or divisions. Usually larger corporations that are operationally divided around key audiences (B2B and B2C for example) that might centralise some key digital capability across the entire corporation, but also could have some hub-and-spoke arrangements in each of the key divisions.</td>
</tr>
<tr>
<td><strong>Honeycomb</strong></td>
<td>One additional structure is the holistic, or &quot;honeycomb&quot; structure, where each employee is empowered with capability. This structure might be interpreted as the equivalent of a fully integrated digital capability where digital expertise and skills are the domain of a broad range of people and roles throughout the organisation. In this scenario no specialist digital roles exist, and no single role has digital capability as its sole remit.</td>
</tr>
</tbody>
</table>
4.2.2 Project-Based Recommended Organisational Structure

Organisations commonly use a centralised model for digital implementations. In this structure, all of the digital resources are centralised into a single area or team, often with a reporting structure through to one Head of Digital, e-Business, or e-Commerce. This is a generic example of an organisational structure and hiring recommendation:

4.2.3 Business Recommended Organisational Structure

[Diagram of Business Recommended Organisational Structure]

Organisations commonly use a centralised model for digital implementations. In this structure, all of the digital resources are centralised into a single area or team, often with a reporting structure through to one Head of Digital, e-Business, or e-Commerce. This is a generic example of an organisational structure and hiring recommendation:
The main advantages of having a Centralised model are:

- **Consistency and control** Consistent methods, procedures, and terminology.
- **Governance and focus** Unified commercial entity, strategy and budgets; ease of securing senior management buy-in to digital marketing strategy and projects; consistent standards, greater efficiency in the allocation of resources, ease of project prioritisation across the organisation.
- **Scalability and support** The application of digital expertise to support the wider business; clarity on where to go for support and advice.

### 4.2.4 Roles and Responsibilities

#### 4.2.4.1 In a Centralised model

Here are the suggested roles and responsibilities for each of the roles described above.

**Director of Digital**

- Director of digital analytics, marketing analysis, CRM, or business intelligence:
- Position of authority to influence others
- Key point of contact for executives/business owners/analysts
- Focuses on corporate-level issues, but maintains visibility into regional or business unit issues
- Works closely with executive sponsor to drive value from analytics across organisation
- Drives cultural change and product adoption within organisation via user education and other interactions
- Manages core team and commercial relationship with analytics vendors

**Head of Strategy**

- Drives and owns the digital strategy roadmap
- Coordinates the on-going strategy workshops with stakeholders
- Ensures the business is continually focused and aligned with business objectives
- Determines priority of new implementation projects
- Drives the digital Steering Committee, not just a “web analytics” Steering Committee
- Manages the business analysts and project management resources

**Head of Optimisation**
- Owns the testing roadmap
- Drives the personalisation targeting strategy
- Works collaboratively with the senior analytics team on supporting analytics optimisation actions through testing
- Manages the testing resources
- Manages ongoing relationship with testing product vendors
- Coordinates with the Head of Implementation on testing implementation needs

**Head of Analytics**

- Focused on overall digital performance — web analytics being the barometer of that performance
- Runs regular meetings (weekly or monthly) with stakeholders on digital channel performance
- Establishes enterprise-wide standards
- Manages ongoing relationships with analytics vendors

**Head of Implementation**

- Owns the analytics solutions design architecture
- Key point of contact for technical aspects of web analytics for one or more business units
- Works collaboratively with core team on enhancements
- Manages the implementation resources
- Manages ongoing relationships with internal integration teams

**Business Requirements Specialist**

- Defines prioritised projects
- Runs workshops to gather business analytics implementation reporting requirements
- Develops the business requirements document for each project
- Gathers business sign-off
- Works collaboratively with core team on requirements-gathering enhancements and documenting the process
- Acts as Project Manager unless the Project Manager is outsourced

**Targeting Lead**

- Drives the testing roadmap
- Owns the key and complex testing campaign initiatives
- Key point of contact for testing technical aspects
- Owns the testing, deployment and QA process, and manages ongoing data accuracy
- Mentors the testing specialists
Digital Analyst Lead

- Focused on measuring business unit’s key performance indicators (KPIs) and optimising business unit online
- Owns the analytical reporting requests log
- Single point of contact for end users within business unit and understands end users’ changing needs
- Validates data collection for business unit
- Meets with business unit reporting owners and core team on a regular basis (monthly)
- Informs core team of business unit activity and champions its needs to the core team
- Coordinates QA efforts and manages ongoing data accuracy

Digital Implementation Lead

- Drives the testing roadmap
- Owns the key and complex implementing initiatives
- Key point of contact for technical aspects
- Owns the testing, deployment and QA process
- Mentors the implementation resources
- Maintains library of implementation documentation and shares knowledge within the organisation
- Active participant in the deployment enhancement process

Content Strategist

- Drives the content strategy
- Owns the content delivery roadmap
- Manages the content delivery team

Technical Requirements Specialist

- Defines prioritised projects
- Runs workshops to gather technical requirements and identify risks
- Develops the technical documents and deployment plan for each project
- Gathers sign-off
- Works collaboratively with core team on requirements gathering enhancements and documenting the process

Targeting Specialist

- Owns the testing and targeting campaign initiatives
- Gathers the individual campaign objectives and requirements
- Coordinates implementation campaign needs with the Targeting Lead
- Key point of contact for individual campaigns
• Delivers the individual campaign reporting and analytical insight

**Digital Analyst Specialist**

• Gathers analysis requirements from the business
• Delivers reporting requirements analysis, insight and actions
• Presents analysis back to the report owner

**Digital Implementation Specialist**

• Drives individual implementation projects
• Coordinates with internal and external development resources on implementation requirements
• Creates the individual project tech specification documents
• Provides assistance on deployment and testing
• May be assigned to a specific business unit

**Content Producer**

• Maintains communication among cross-functional teams
• Owns the process for creating, enforcing and managing the content production plan
• Collaborates with all departments to define and manage goals, scope, specific deliverables and scheduling needs
• Aggregates and distills input from all areas of the organisation and develops the best approach for incorporating feedback into project executions
• Contributes to strategic thinking around content models that adapt, scale and expand over time and distribution platforms

**Project Manager**

• Outsourced initially and then established as a full-time employee
• Responsible for costing, estimating and planning projects
• Prepares project initiation documentation.
• Responsible for ensuring best value is obtained for the project including supplier base, use of internal and external resources
• Maintains and completes Key Performance Indicators
• Writes detailed and summarised project progress reports.
• Identifies, costs and processes any contract variations
• Tracks activities against the detailed project plans

**Creative and UX Designer**

• Conceptualises and creates design content for all campaign testing and targeting experiences
• Tests concepts, perform task and user analysis, and assists with user acceptance testing
• Develops prototypes that succinctly illustrate hierarchy and navigation
• Strategises and drives interactive product development from site map to launch
• Creates compelling online consumer experiences that drive business results
• Possesses knowledge of prototyping and wireframe creation tools

Channel Analyst

• Specialises in a particular channel: SEO, SEM, Display, Social, Affiliate, etc.
• Understands online strategy and how this breaks down into multi-channel web marketing elements
• Possesses expert knowledge of key analytics tools and the ability to set up advanced tracking/reporting mechanisms and capture key metrics
• Monitors and analyses web related data across the board, and analyses key metrics
• Understands how different elements of web strategy relate to, and complement, each other (organic SEO, social media PPC) and creates metrics to monitor/measure this
• Maintains real-time, daily and weekly campaign performance reporting and presents key data and conclusions to management

Mobile Implementation Analyst

• Drives individual implementation projects around mobile
• Coordinates with internal and external development resources on implementation requirements
• Creates the individual project technical specification documents
• Provides assistance on deployment and testing
• May be assigned to a specific business unit

Mobile Content Specialist

• Maintains communication among cross-functional teams
• Owns the process for creating, enforcing and managing the content production plan for mobile
• Collaborates with all departments to define and manage goals, scope, specific deliverables and scheduling needs
• Aggregates and distills input from all areas of the organisation to develop the best approach for incorporating feedback into project executions
• Contributes to strategic thinking around content models that adapt, scale and expand over time and distribution platforms

4.2.4.2 Key Teams and Roles

Business Users: Product Owners and Input Providers
• Provide overall business strategy and goals for products
• Develop key messaging and customer segmentation strategy for online sales
• Not involved in day to day management of the web site

Marketing: Brand Awareness and Site Management
• Develop strategy for product marketing across all channels including Adobe.com
• Drive day-to-day site marketing (content changes, testing) activities
• Provide market research and analytic support for site management
• Partner with Sales to deliver online revenue

Sales: Online Revenue and e-Commerce Business Strategy
• Own strategy and execution for all e-commerce related aspects of the site
• Develop growth plans and deliver to business objectives
• Partner with Marketing on delivering online revenue

IT: Implementation and Delivery
• Provide support to site strategies and objectives
• Develop technical strategy to deliver business vision
• Partner with Marketing Product Owners to enhance platform framework with new templates/components and capabilities.

4.3 Resources

You will need to decide on the right balance and allocation of internal staff and external consultants. This will be determined by your organisation’s previous experience with digital implementations — less-experienced organisations may require more help from consultants.

Internally speaking, your organisation will need to implement a talent strategy to determine how best to hire and retain digital and analytic talent.

“Having the right talent and sufficient resources on your digital team is crucial to your long-term, data-driven success.” Brent Dykes - Adobe

4.3.1 Resource Model

To get the most out of Adobe Analytics, and to deliver a better digital experience to your customers, you need to get the most out of your implementation. Investing in external resources will help you optimise your investment, mitigate project risk and identify new opportunities.
Organisations are facing a deficit of digital marketing expertise, and Adobe Consulting and Partners can play a critical role in making Adobe Analytics operational within your business — implementing it, running and operating the solution, and realising value through business optimisation. Based on your resources and project scope, working with Adobe Consulting and Partners can help you in many different ways: from developing your customer journey, creative and user experience, to building your content strategy, to defining your workflow processes, training and enablement, to building your page template and components, making necessary customisations to the implementation, integrating with other technology platforms, and providing general guidance on how to use the Solution.

Benefits of working with Adobe Consulting and Partners:

- Gain confidence in the project delivery;
- Compress timelines through parallel delivery using Adobe GDC resources;
- Avoid “fire-drills” — reduce risk in the project from the start rather than finding issues later;
- Provide input, accelerating and maintaining knowledge transfer;
- Handle the complexity of marketing technology deployments;
- Increase visibility inside Adobe and create easier access to key expertise;
- Support direct to your offshore teams.

Adobe Consulting and Partners help in delivering:
4.4 Community

It is key to encourage the creation of a digital community within your organisation. Invest in creating an environment where all members can learn from each other and share experiences, ideas, best practices and campaign wins. When you have distributed analysts and business users across different business units and countries, the digital analytics community provides valuable support to new users as well as opportunities for more advanced users to share their collective knowledge. This is especially important in traditional businesses where upskilling traditional skillsets with digital ones is vital — it can be a useful forum in which to educate the traditionally minded people within your business. Community can be fostered in a number of different ways, such as a simple email distribution list, internal wiki, corporate chat groups, and workshops.

4.5 Culture
Some organisations may be more resistant than others to embracing change when it comes to the adoption of new technologies and business processes. Despite the fact that your organisation has invested in Adobe Analytics, some leaders and employees may still have doubts about the benefits of the solution. Probably they don’t fully understand what analytics, automation, content management, user experience and other components of digital bring to the table. This is common in a business world that is still adapting and changing into digital.

Changing culture inside an organisation is a difficult but not impossible task. It usually starts by having a clear vision of the future followed by strengthening change with management tools such as role definitions and measurement and control systems. Don’t forget to involve key stakeholders and share that vision of the future across the organisation. One of the main reasons why organisations fear change is because they have little or no information at all about where change is taking them.

4.5.1 Developing a Culture of Analytics and Testing

A company with a culture of analytics and testing does not pick a landing page based on which one the CEO likes, or which one the designer thinks is the most attractive. Rather, it runs A/B tests on different variants, using analytical tools and targeting tools to inform and prioritise the experience.

Creating a culture of testing and optimisation in your company is all about sharing. Share wins, success stories, strategies and your company’s digital vision across all corners of the business. Make sure everyone in every direction inside your organisation, especially decision-makers and executive leaders, understands and helps you push your digital initiatives — and have them share test ideas. Sharing, including and integrating your business stakeholders guarantees support down the road.

Incorporating analysis into the testing process has enabled our customers to adopt a data-driven culture. Rather than teams trying to imagine what users want, they can use the data to learn what features actually resonate with audiences. The use of testing also lowers risk by exposing only part of an audience to a change rather than rolling it out across the web site and hoping for positive results.

A good example is Restaurants.com. The results from early tests were compelling, with analysis from Adobe Marketing Cloud clearly demonstrating how tests with Adobe tools positively impacted revenue across the site. By testing the effectiveness of the add-to-cart module on the restaurant details page, the company achieved a five per cent lift in conversion and an eight per cent increase in revenue.

By integrating rich testing capabilities and advanced analytics available in Adobe Marketing Cloud, Restaurant.com can now measure and evaluate customer preferences, as well as optimise visitor experiences, to extract the most value from each interaction.
5 Process

In this section of the document, you will find the information you need to deploy and use Adobe Analytics effectively. There are four main types of processes: deployment, usage, sustainability, and change management.

5.1 Deployment and Implementation

5.1.1 Deployment process steps

1. The Adobe Consultant gathers report requirements and creates a reporting solution architecture based on those requirements. The data collection plan includes variable definitions, required VISTA rules and custom JavaScript, data correlation, and all settings for each report suite. The client completes the Implementation Questionnaire.
2. Technical resources on the client side implement the code, site-specific JavaScript, and server-side variables.
3. The Adobe Consultant addresses technical issues during the implementation and assists in devising solutions as required.
4. Technical resources on the client-side unit test the implementation. Testers log in to Analytics and verify all variables (page name, channel, server, events, campaign, conversion variables, custom traffic variables, products, and all other variables).
5. The client notifies Adobe that the implementation is complete. The client provides a validation sample (data sample) to the Adobe Consultant to validate data accuracy.
6. The client faxes (or signs online) an Implementation Acceptance and Agreement for the appropriate site.
7. After the acceptance has been received, the Adobe Consultant enables the Adobe Best Practices — Implementation Verification certification within the interface.
8. Optionally, the client can contract with Adobe for monitoring services for key pages of the implemented site (generally, these are the primary templates, home page, and critical entry pages). This monitoring software is described in a separate document, but tracks pages by loading and executing the page, then comparing the image request to a baseline stored in a database. If any differences are detected, the software notifies specified Adobe (AM/IE) and client personnel via email.

5.1.2 Typical Deployment Scenarios for Adobe Analytics
There are several ways to implement code on your site. The most recommended method to implement Adobe Analytics is using Adobe Dynamic Tag Management (DTM).

All methods use similar logic to gather data — by installing a snippet of JavaScript code that sends an image request to Adobe’s data collection servers. Adobe strongly recommends using Adobe Dynamic Tag Manager (DTM) to implement your site. Using DTM allows users to easily update code versions and rules without relying on a development or engineering team to change web files.

5.1.2.1 Dynamic Tag Management

All Adobe Marketing Cloud customers have free access to Dynamic Tag Management (DTM), which is the standard for deploying JavaScript and HTML page tags for all solutions to your web site.

You can deploy Adobe Analytics using DTM by creating the Adobe Analytics tool and configuring the page code either automatically or manually. The automatic method is recommended for most users.

Tag Management — a Foundation of the Digital Marketing Ecosystem

Benefits of using DTM:

- **Quicker tag implementation** Adding and updating tags is faster and more efficient with Adobe DTM. Marketers can quickly deploy and optimise tags without being bound by IT release cycles.
• **Greater overall efficiency** DTM saves marketers substantial amounts of time previously spent managing analytics and media tags. DTM provides an interface for marketers to deploy the marketing tags they need onto the pages they desire through the interface when they are required.

• **Centralised tool management** With traditional tagging, marketers have to create separate rules for each tag. In the DTM tool, marketers can trigger many tags and technologies simultaneously.

• **Improved control and security** Marketers retain control of developing and deploying tag strategies. As data is collected, it is available across all digital marketing services. Meanwhile, the permission-based workflow gives IT teams peace of mind knowing that the site won’t be compromised.

• **Reduced costs** Adobe DTM does all the work, which means less reliance on expensive IT resources for tag management.

For a step-by-step explanation on how to deploy Adobe Analytics using DTM, go to [DTM Analytics Deployment](#), where you will also find information on how to add a new Analytics Tool or edit an existing one.

### 5.1.2.2 Mobile Deployment

You can also collect analytics from mobile devices. This includes mobile sites and native and hybrid mobile applications.

Native libraries are provided for iOS, Android, Windows Phone 8, BlackBerry, Symbian, and others.

- **iOS SDK 4.x for Marketing Cloud Solutions**
- **Android SDK 4.x for Marketing Cloud Solutions**
- **Windows 8.1 Universal App Store**
- **BlackBerry 10 SDK 4.x for Marketing Cloud Solutions**

When configuring your app in Adobe Mobile services, you can download a customised package that includes a pre-populated version of the configuration file.

- **iOS instructions**
- **Android instructions**

### 5.1.2.3 Video Deployment

Adobe Analytics provides support for tracking video and ad metrics, including total views/impressions, time spent, and completion rates. Native support is provided for measuring
the most popular video formats on the web, including Flash, with other web and mobile libraries coming soon.

**What is “Video Heartbeat”?**

Video heartbeat is a new data collection service provided by Adobe that collects and aggregates video metrics. During video playback, frequent “heartbeat” calls are sent to this service to measure time played. These heartbeat calls are sent every ten seconds, which results in granular video engagement metrics and more accurate video fallout reports.

When a video or video ad is played, a single server call is sent to your Analytics data collection server with the video/ad name, player name, channel, and any additional custom variables that you want to track for that video/ad. During playback, “heartbeats” are sent at regular intervals to the heartbeat data collection service to track time played. After the video/ad is completed and/or abandoned, the heartbeat service calculates time-spent metrics and then sends the data to Analytics.

Before implementing the new video heartbeat solution described in this document, you must contact your Adobe Customer Success Manager and/or sales rep to get new stream pricing (migrating from server call model to stream-based model).

5.1.2.4  **Global Report Suite and Individual Report Suite**

Global report suites provide the ability to see total data across two or more report suites. Unlike rollups, global report suites act very similar to individual report suites in that they report data based on what is collected. Global report suites are frequently implemented by clients because of the value they provide reporting.

**Properties of global report suites**

- Global report suites use secondary server calls (the individual report suite use primary server calls). Contact your Adobe Customer Success Manager to see if your contract accommodates these.
- Implementing code required for a global report suite may take a significant amount of time depending on your organisation’s rollout process, as it requires editing each s_code.js file in all individual report suites that will be included.
- A global report suite treats all data collected as if it were from a single large site. This means pathing and conversion can be tracked across report suites (brands, regions or business units).
- If a user touches more than one report suite in the same visit, each individual report suite will consider that user separate visits; the global report suite will see it as a single visit.
• Data is only collected from the time it was implemented forward.

5.1.3 Implementation Acceptance

The following items help to ensure a successful implementation:

• A best practices document, which is client-facing and explains the process in detail;
• The validation document that the customer uses to unit test the implementation;
• An Implementation Acceptance and Agreement form for the client to sign;
• A monitoring application that continuously validates the tags;
• Utilities and/or tools for comparison of page views and/or orders — those comparisons can get fairly difficult;
• A method or process to obtain the debug log for a given day quickly, by report suite ID.

5.1.4 Project Management

5.1.4.1 Setting up the Project Management Office

A Project Management Office (PMO) is a department that determines, maintains and sets the processes and standards related to project management inside an organisation. When implementing Adobe Analytics, the main responsibly of a PMO is to make sure the project is executed to the frameworks, processes and templates as prescribed by the organisation.

Some things to consider when building your PMO include:

• Availability of resources inside your organisation;
• Existing project management standards, processes and methodologies;
• Current roles and responsibilities;
• The politics and culture of your organisation;
• Project size, volume and requirements;
• Any existing project management problems.

5.1.4.1.1 Typical Critical Success Factors and Risks

Success factors

• Strong sponsorship at all levels
• Organisational commitment and investment (team stability and availability)
• Well-defined and communicated success criteria for the program
• Well-defined and communicated budget and KPIs to measure to
• Well-defined and communicated change management and communication plans (people, process and product);
• Incorporation of best practices;
• Commitment to on-going training.

Risk factors
• Project scoping not correctly defined;
• Lack of business users’ involvement and commitment;
• No vision (or only limited to the project itself);
• Too many specifics which can lead to
  o Maintenance and/or deployment issues
  o User-adoption problems

5.1.5 Project Delivery Phases

Note: These estimations are meant to provide a guide and are indicative of a standard low-complexity Adobe Analytics project. These estimates should not be applied for every implementation, as integration and complexity can affect duration and effort.

- Project preparation activities
- Roles & Responsibilities – RACI

• Activities
  ■ Initial discussions
  ■ Kick Off meeting preparation
  ■ On-site Kick Off meeting - All

• Key Participants
  ■ Customer Project Team
  ■ Adobe Project Team
  ■ Partner Project Team

• Deliverables
  ■ Services Welcome Pack
  ■ Kick Off minutes

• Estimated Duration
  ■ 1-2 days
5.1.5.1.1 Discovery Phase

- Gather business requirements
- Define project scope/workload

  • **Activities**
    - Functional & Technical workshops
    - Mock up and POC demo
    - Architectural definitions
    - AEM Developer Training (customer)
    - AEM Content Author Training (train-the-trainer)

  • **Key Participants**
    - Customer Business & Product Owners
    - Customer Architects
    - Adobe Technical & Business Consultants
    - Adobe Architects
    - Adobe Trainer
    - Partner Architect

  • **Deliverables**
    - Draft architecture specification & diagram
    - Initial product backlog

  • **Estimated Duration**
    - 2-3 weeks
      At the end of the design phase, the project team will be able to better accurately schedule following stages

5.1.5.1.2 Build/Development Phase

- Environment set up and configuration
- Development of Templates & Components
- Configuration of Integrations

  • **Activities**
    - Installation and setup of Dev/Test/Stage
    - Setup and configuration of Development environment
    - Data Integration
    - Baseline performance testing
    - Environment Configurations
    - Unit Tests & Integration tests
    - Daily Developer Scrum stand-up
    - Sprint Showcases to Product Owner

  • **Key Participants**
    - Adobe Consultants
    - Adobe Architects
    - Customer Operations
    - Partner Consultants

  • **Deliverables**
    - System available
    - Project documentation
    - Test Plan
    - Sprint Backlog

  • **Estimated Duration**
    - 3-n Months pending scope (to be confirmed after Design)

5.1.5.1.3 User Acceptance Testing (AUT) Phase

- Functional validation of templates/components
- Augments unit testing completed during Sprints

  • **Activities**
    - End-user Training (following Train-the-Trainer)
    - Execution of business testing plan
    - Qualification of any discrepancies
    - Corrective action on priority tasks
    - "Tough Day" Performance and Scalability Testing

  • **Key Participants**
    - Key Business Users
    - Adobe Consulting
    - Customer Developers
    - Customer Test Team

  • **Deliverables**
    - UAT tracking list
    - Training material

  • **Estimated Duration**
    - 2-4 weeks (to be confirmed after Design)
5.1.5.1.4 Production Development – RTP

- **Deployment of code & content to Production**
  
  **Activities**
  - Configuration Deployment
  - Sanity checks
  - Qualification of discrepancies
  - Corrective action on priority tasks
  
  **Key Participants**
  - Adobe Consultant
  - Partner Consultant
  - Customer Operations
  
  **Deliverables**
  - Ramp up Plan
  - Deployment Plan
  - Configuration document
  - System is Live
  
  **Estimated Duration**
  - 1 - 2 weeks

5.1.5.1.5 Final Checks

- **Production platform final check**
  
  **Activities**
  - Deliverability checks
  - Architecture checks
  - Training checks
  
  **Key Participants**
  - Adobe Architects
  - Customer resources
  
  **Deliverables**
  - Go Live check list
  
  **Estimated Duration**
  - 1 day

5.1.5.1.6 Go-Live

- **Release To Production - RTP**
  
  **Activities**
  - DNS and related updates
  - Monitoring of environment
  
  **Key Participants**
  - Customer marketing users
  - Adobe Consulting assistance
  - Adobe Support assistance
  
  **Deliverables**
  - Adobe Internal Support handover
  
  **Estimated Duration**
  - 1 - 2 days
5.1.5.1.7 Post Go-Live

5.1.6 Communication

5.1.6.1 Communication Plan

A detailed communication plan will help you outline the approach that will be used to ensure the flow of communication among the various members of the project team, engaging the key stakeholders and any other members of the Adobe Analytics Implementation Project. The aim of this plan is to manage and coordinate communication, as well as to engage the management and stakeholders to gain their commitment to the implementation of the project.

5.1.6.2 Collaboration

Analytics deliveries can be simple or complex projects that in some cases may require teams working together.

These are some factors that can help you in the process of building collaborative teams:

- Top-level executives can boost collaborative behaviour by investing in facilities with open floor plans to improve communication;
- At organisations where senior executives are highly collaborative, teams collaborate well;
- Invest in teaching employees how to communicate well and build relationships can improve team collaboration;
- When employees feel a strong sense of community, it becomes easier for them to reach out to others and share knowledge;
- Collaboration improves when the roles of individual team members are clearly defined yet the team understands the objectives and goals they have to achieve together.
5.1.6.3  DACI — For Approval Authority

We see the most successful Adobe Analytics projects using a DACI or similar model in their communication strategy.

DACI is used to clarify roles in a way that makes it clear who has approval authority and who needs to be consulted before a decision is made and who needs to be informed once a decision has been made.

The role definitions are as follows:

<table>
<thead>
<tr>
<th>Role</th>
<th>Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Driver</strong></td>
<td>Communicating roles and responsibilities with other team members</td>
</tr>
<tr>
<td></td>
<td>5.1.6.3.1.1.1 Making sure these roles and responsibilities are clear</td>
</tr>
<tr>
<td></td>
<td>Overall coordination of the project</td>
</tr>
<tr>
<td><strong>Approver</strong></td>
<td>5.1.6.3.1.1.2 Approval or disapproval of decisions affecting progress of the project</td>
</tr>
<tr>
<td></td>
<td>5.1.6.3.1.1.3 (Some approvals may still fall under the decision of the project’s Driver)</td>
</tr>
<tr>
<td><strong>Contributor</strong></td>
<td>Consulting and providing input to the necessary decisions</td>
</tr>
<tr>
<td></td>
<td>5.1.6.3.1.1.4 (Not necessarily involved in the decision approval or disapproval)</td>
</tr>
<tr>
<td><strong>Informed</strong></td>
<td>Does not necessarily have an approval role, but must be informed once a decision or change is made</td>
</tr>
</tbody>
</table>

5.1.7  Administration

5.1.7.1  Credentials
The first step to getting value from Adobe Analytics is to obtain login credentials. Once a contract has been signed, you can request a user name and password from your sales representative or Adobe Customer Success Manager.

Reports are siloed into different groups of reports, or report suites. All data is sent to a specific report suite in order for it to be recorded for use in reporting.

5.1.7.2 Report Suite

A report suite defines the complete, independent reporting on a chosen web site, set of web sites, mobile app or subset of web pages. Usually, a report suite is one web site, but it can be a global segment where you have combined several sites’ numbers to get totals. When you log in to the marketing reports, ad hoc analysis, and report builder, you select one report suite to use (except when you use roll-ups that combine report suites). Also, a report suite can be smaller than a web site, if want to run reports for a portion of your site. Analytics solutions aggregate and report on these data stores. The admin Report Suite Manager lets you define the rules that govern how data is processed in a report suite.

Report Suite Manager Descriptions

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select Report Suite</td>
<td>The Report Suite Manager highlights a selected report suite. You can select multiple report suites with Ctrl+click or Shift+click. A selected report suite remains selected until you select another report suite.</td>
</tr>
<tr>
<td>Download</td>
<td>Generates an Excel spreadsheet of all settings for the currently selected report suites.</td>
</tr>
<tr>
<td>Search</td>
<td>Lets you locate a specific report suite in the Report Suite List. The search tool includes both basic name-based search and an advanced search page for in-depth searches.</td>
</tr>
<tr>
<td>Groups</td>
<td>Lets you organise your report suites into custom groups. You can quickly access multiple report suites that share similar settings or that you commonly edit together.</td>
</tr>
<tr>
<td>Saved Searches</td>
<td>A dynamic group that uses the Advanced Search feature to define a set of criteria that determines its members. As you add or modify report suites in the Report Suite Manager, the Saved Search automatically adds those report suites that match its criteria.</td>
</tr>
<tr>
<td>Rollups</td>
<td>A rollup is single report suite that combines the tracking data of several other report suites.</td>
</tr>
<tr>
<td>Edit Settings</td>
<td>When you edit a report suite, the edits are applied to all selected report suites.</td>
</tr>
</tbody>
</table>
suites.

<table>
<thead>
<tr>
<th><strong>Create New</strong></th>
<th>You can create a new report suite by selecting either a pre-defined template, or use one of your existing report suites to serve as a general model.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Customize Columns</strong></td>
<td>Lets you choose columns to add to the Report Suite Manager.</td>
</tr>
<tr>
<td><strong>Report Suite ID</strong></td>
<td>Specifies a unique ID that can contain only alphanumeric characters. This ID cannot be changed after it is created. Adobe sets the required ID prefix. Contact your Adobe Customer Success Manager or Customer Care to change the prefix value. When creating multiple report suites, ensure that the naming convention you use guarantees unique report suite IDs.</td>
</tr>
<tr>
<td><strong>Site Title</strong></td>
<td>Identifies report suites in Admin Tools, and in the report suite drop-down list in the marketing report header.</td>
</tr>
<tr>
<td><strong>Base URL</strong></td>
<td>Defines the base domain for the report suite.</td>
</tr>
</tbody>
</table>

You can go to [Report Suite Manager](#) for more information on report suites.

**5.1.7.3 Determine which variables to populate**

Adobe Analytics has many custom variables of which you can take advantage. Every organisation has different business requirements, so it is important to determine how each variable is populated and what might be shared variables across report suites if using a global report suite.

A Solution Design Document is highly recommended before implementing code on your site. This document is a basic structure of what each variable does, how it is populated, and where it is implemented. Once created, save it in a place where analysts pulling reports and developers implementing code can easily access it. When new business requirements are established, you can reference the existing document and add new variables or alter the logic of existing variables as needed.
5.1.8 Workflows

5.1.8.1 Report Workflow

With Adobe analytics you will be able to go from reporting (organising data into informational summaries), to analysis (transforming that raw into meaningful insights). Reporting will help you monitor your online presence and be alerted to when data falls outside of expected ranges. Good reporting should raise questions about the business from its end users. The goal of analysis is to answer questions by interpreting the data at a deeper level and providing actionable recommendations. Through the process of performing analysis you may raise additional questions, but the goal is to identify answers, or at least potential answers that can be...
tested. In summary: reporting shows you what is happening, while analysis focuses on explaining why it is happening and what you can do about it.

In other words, the ultimate goal for reporting and analysis is to increase sales and reduce costs (add value). Both reporting and analysis play roles in influencing and driving the actions which lead to greater value in organisations.

From Raw Data to Meaningful Insights for Decision Making

5.1.8.2 SAINT

To allow classification data to be quickly and easily uploaded and organised, Adobe Analytics offers a tool called SiteCatalyst Attribute Importing and Naming Tool (SAINT) which allows marketers to produce and import a table of key values and their associated metadata. This classification model is used to manage the data collected by Adobe Analytics to generate reports that allow you to perform analytics on your site.

The following list outlines the limits and features of classifications that may assist your organisation when working with SAINT classifications.
1. SAINT classifications are retroactive — once the classification files are uploaded, historical data will also be classified.

2. SAINT classifications are automatically correlated/subrelated with all other classifications based on the same key — users can break down Campaigns by Tracking Code, Categories by Product, etc. These breakdowns are available automatically once SAINT data has been uploaded for a given variable/report.

3. SAINT classifications inherit all correlations and subrelations from the key — for instance, if the user has a classification based on the page name, and page name is correlated with Referring Domains, they will be able to break down the classification of page name by Referring Domains.

4. SAINT classifications inherit all available metrics from the report containing the key values — if the visits metric is available within one of the Custom Traffic reports, and the user sets up a classification based on this report, then the visits metric will be available within the classification-based report as well.

5. SAINT is limited to 30 classifications per variable/report.

Classifications are created by grouping (classifying) granular data from a source report. For example, you might want to analyse display ads, but they are mixed with email, partner, text ad, and social media campaigns. You can create groups so that you can analyse them separately.

There are three types of classifications for marketing reporting and analytics:

**Campaign classifications** Campaign classifications are defined as elements that will not vary within the campaign, such as campaign name and owner.

**Creative elements classification** These vary between placements or instances of the campaign, and include characteristics such as media type, headline, keyword, and media vendor.

**Metric-specific classifications** These are fixed numeric values associated with a campaign, such as the hard cost for a campaign. Additionally, you can classify prop and eVar variables.

Examples of SAINT Classifications

<table>
<thead>
<tr>
<th>SAINT COLUMN</th>
<th>VALUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign ID</td>
<td>(Default key)</td>
</tr>
<tr>
<td>Channel Name</td>
<td>Email campaign</td>
</tr>
<tr>
<td></td>
<td>SMS</td>
</tr>
<tr>
<td></td>
<td>Organic search</td>
</tr>
<tr>
<td></td>
<td>Paid search</td>
</tr>
<tr>
<td></td>
<td>Social</td>
</tr>
<tr>
<td><strong>Channel Type</strong></td>
<td>Online</td>
</tr>
<tr>
<td>------------------</td>
<td>--------</td>
</tr>
<tr>
<td><strong>Campaign Country</strong></td>
<td>Name of the country where the campaign is running</td>
</tr>
<tr>
<td><strong>Campaign State</strong></td>
<td>Name of the state where the campaign is running</td>
</tr>
<tr>
<td><strong>Referring Domain</strong></td>
<td>Name of the referring domain</td>
</tr>
<tr>
<td><strong>Category</strong></td>
<td>Match type/access type</td>
</tr>
<tr>
<td><strong>Sub-Category</strong></td>
<td>Additional data</td>
</tr>
<tr>
<td><strong>Campaign Status</strong></td>
<td>Active</td>
</tr>
<tr>
<td><strong>Campaign Cost</strong></td>
<td>Monetary value</td>
</tr>
<tr>
<td><strong>Marketing Objective</strong></td>
<td>Drive email subscriptions</td>
</tr>
<tr>
<td><strong>CreativeID</strong></td>
<td>CreativeID for emails, display ads</td>
</tr>
<tr>
<td><strong>Affiliate PartnerID</strong></td>
<td>Affiliate PartnerID</td>
</tr>
<tr>
<td><strong>AdGroup</strong></td>
<td>AdGroup for paid search</td>
</tr>
<tr>
<td><strong>Keyword</strong></td>
<td>Keyword used</td>
</tr>
<tr>
<td><strong>Keyword Type</strong></td>
<td>Branded and non-branded keywords</td>
</tr>
<tr>
<td><strong>Keyword MatchType</strong></td>
<td>Match type – broad, exact, phase, negative</td>
</tr>
</tbody>
</table>


5.1.8.3 Predictive Marketing
In the early days of digital marketing, analytics emerged to tell organisations what happened and, as analytics got better, why it happened. Then solutions arrived to make it easier to act on data and optimise results. However, the amount of data available today presents a challenge to extract insights quickly and act while those insights are still valuable. Predictive marketing will help you and your team harness powerful data science processes, such as data mining and statistical modeling, to understand past performance and better optimise future marketing activities. Adobe’s predictive marketing capability extends the power of the Adobe Marketing Cloud to enhance your digital marketing optimisation activities and make more intelligent, forward-looking decisions with the power of data science.

**Business Challenges for Predictive Marketing**

For the digital marketer:

- Few expectations from optimization;
- Manual and time-consuming discovery;
- Reactive rather than proactive;
- Trial and error subjective guessing;
- Skills gap.

There are also a number of technology challenges:

- Increasing amounts of data;
- Software requires extensive knowledge of statistics;
- Black-box algorithms and models;
- Little process integration and collaboration.

Predictive Marketing provides value to everyone from analysts to technology experts to content managers in all industries.

What challenges are solved with Predictive Marketing?

<table>
<thead>
<tr>
<th>Digital Marketer</th>
<th>Challenges Solved with Predictive Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertiser</td>
<td>Which audience variables are most predictive of increasing CTR?</td>
</tr>
<tr>
<td>Publisher</td>
<td>How much advertising inventory is forecasted for next week?</td>
</tr>
<tr>
<td>Web Experience Manager</td>
<td>How long should a new article be on the homepage?</td>
</tr>
<tr>
<td>Analyst</td>
<td>Which customer website actions are most predictive of conversion?</td>
</tr>
<tr>
<td>Technology Expert</td>
<td>Which variables should be tracked for future predictive modeling?</td>
</tr>
<tr>
<td>Social Media Manager</td>
<td>What is the forecasted sentiment of a specific Twitter post?</td>
</tr>
<tr>
<td>CRM Manager</td>
<td>Which customers are most likely to respond to a cross-sell offer?</td>
</tr>
</tbody>
</table>

Using Predictive Marketing is important because it will help you spot upcoming risks and anomalies, forecast campaign results and develop optimised media-mix models. You can also
use it to predict and target customers before they go to churn and see the impact of your marketing campaigns and activities with real-time monitoring.

Predictive Marketing Workflow

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>TRIGGER QUESTION</th>
<th>DATA EXPLORATION</th>
<th>AUDIENCE DISCOVERY</th>
<th>CUSTOMER SCORING</th>
<th>EXECUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>What do you want to improve</td>
<td>Discover hidden relationships</td>
<td>Uncover relevant, differentiated, valuable audiences</td>
<td>Predict who is most likely to respond</td>
<td>Take action on your audiences</td>
<td></td>
</tr>
</tbody>
</table>

**ADOBE FEATURE**
- Anomaly Detection
- Correlations
- Clustering
- Propensity Scoring
- Execution

**ADOBE CAPABILITY**
- Marketing Reports & Analytics
- Data Workbench
- Adobe Target Audience Manager

Predictive Marketing capabilities:

- **Anomaly detection**
  You can build any number of filtered metrics, use them to surface significant spikes or dips, and then analyse the impact of the anomalies.

- **Correlation analysis**
  Identify trends and relationships in large datasets using standard correlation equations, so you can analyse data faster and highlight changes over time.

- **Audience clustering**
  Analyse large numbers of variables simultaneously to dynamically categorise visitors and create audiences for further analysis, targeting, and personalisation.

- **Customer propensity modeling**
  Define customers with a high possibility for a successful conversion or completion of a specific event, so you can predict visitor behavior and maximise campaign impact.

- **Audience activation**
  Easily share newly discovered audiences across Adobe Marketing Cloud solutions and third-party downstream systems to take action.

5.1.8.4 Data Management
5.1.8.4.1 Data Collection

Every page Adobe tracks has a small snippet of Adobe-authorised JavaScript code. Your Adobe Customer Success Manager or Adobe Consultant will provide this code or it can be copied from the admin interface in Adobe Analytics.

At a high level, the data collection process flows as follows:

Adobe has created multiple ways to send data into Adobe Analytics. These methods include tracking information in real time from web sites, emails, campaigns, web-based kiosks, mobile devices, client-server applications, and most applications that can access the Internet.

These methods include reporting on information from offline systems via the API, Data Sources and partner integration platform.

Input Collection
JavaScript tags and AppMeasurement libraries are real-time, live data collection methods. SAINT and Data Sources options represent post-collection methods for importing additional data into Adobe’s analytics platform.

<table>
<thead>
<tr>
<th>Input Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JavaScript Tags</strong></td>
<td>Today most digital analytics platforms use JavaScript tags to collect data from web sites and other web-based systems. This approach involves placing client-side JavaScript code within your web pages, which sends page, browser, and visitor data to Analytics. Most implementations leverage this approach. Increasingly, organisations use tag management solutions such as tag management to deploy and manage their various JavaScript tags, including their page code. All Analytics customers have access to Dynamic Tag Management, which is the standard method to deploy Marketing Cloud tags.</td>
</tr>
</tbody>
</table>
### AppMeasurement Libraries

AppMeasurement libraries provide a mechanism for data collection when the JavaScript tag method isn’t compatible with the device, application, or system to be tracked. Adobe has released AppMeasurement libraries for mobile devices (iOS, Android, Windows Phone), rich media (Flash-Flex, Silverlight), and other languages/frameworks (Java, .NET, PHP, XML). All of these libraries leverage the Data Insertion API to pass data to reporting, which can also be used for batch uploads or delayed data collection.

AppMeasurement libraries use cases include:

- Collect data on mobile apps and non-JavaScript supported electronic devices;
- Send order confirmation server-side from a back-end transactional system to reduce order count discrepancies created by client-side browser issues;
- Measure telephone call systems and intranets;
- Track actual file downloads rather than clicks on download links;
- Use as a workaround for the IE URL limitation (IE has a 2083 character limitation that can truncate your image requests if they exceed this threshold)

To link a visitor’s behaviour across JavaScript and tagless data collection, you may need to generate your own visitor ID (unique identifier for a particular visitor) so that the AppMeasurement and JavaScript values match. Without a tie to a common visitor ID, AppMeasurement data is typically collected in a separate report suite.

### Classifications

Classifications enable you to upload metadata for custom variables (prop or eVar). Metadata is data about data or attributes about your data. For a particular campaign tracking code, article ID, or product ID, you can assign multiple classifications to define or aggregate your data in various ways. For example, for each campaign tracking code you can specify the marketing channel, offer type, featured product, ad placement, creative type, and so on. Each classification generates its own unique report, which can be broken down by other attributes or dimensions.

Classifications are retroactive. If you want to reclassify or change some metadata values, you can replace the classification file with an updated version. While many attributes are text-based (brand, colour, size), a special form of classification (Numeric 2) allows you to create metrics (cost of goods sold) that can have different values for different time periods.
Data Sources

You can import other forms of time-based data. Use Data Sources to upload offline metrics and to import data from other digital marketing systems, such as your email or ad-serving vendor. In the upload process, you specify and map the metrics and data dimensions to particular custom events and eVars for reporting and analysis purposes.

There are two main types of Data Source uploads. First, you can upload summary data, which attaches offline metrics to a subset of specified reports (eVars). Second, the Transaction ID method enables you to link an offline event to an online event through a unique transaction identifier that is set when an online event occurs, such as a lead form submission. The advantage of transaction ID data is that your uploaded metrics are fully integrated with the rest of your marketing reports rather than a few designated reports with summary data uploads.

Here are some common examples of how companies use Data Sources:

-.Upload campaign metrics (ad impressions, campaign cost, etc.) via summary data tied to campaign tracking codes;
-Import cost of goods sold data via transaction ID to analyse gross margin performance;
-Tie product returns via transaction ID to close the gap between gross sales and net sales;
-Upload closed offline sales via transaction ID to understand what online tactics and behaviours are closing business deals, not just generating leads;
-Bring in financial loan approvals, declines, and loan value from offline processing via transaction ID;
-Import CRM data for data that may change over time, such as customer lifetime value, customer type (silver/gold/platinum), location, etc. via transaction ID.

A third type of Data Source upload is known as fully processed data, which is used in limited cases for post-collection batch uploads (tied to visitor ID or IP/user agent). It is handled as if it were received by Adobe’s data collection servers at the time specified. The uploaded data is indistinguishable from your normal report data, and there is not a mechanism to delete the data if it is erroneous.
The following table describes data output options.

<table>
<thead>
<tr>
<th>Output Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Reports &amp; Analytics</td>
<td>The simplest way to access your data is through the marketing reports &amp; analytics interface. You can view and interact with your data in various ways and via different types of devices (desktop, tablet, mobile phone, or HD display). Data can be displayed, downloaded directly, or sent to other coworkers in various file formats, such as PDF, Excel, Word, and CSV. The Data Extract feature (found in most reports under More Actions &gt; Extract Data) lets you customise a default report with various values for the X and Y axes. You can also bookmark custom reports and build interface-based dashboards. The menu structure and reports can be customised to meet your specific business needs. In addition, if you use ad hoc analysis or data workbench, you can perform deep, ad hoc analysis on your marketing report data in these advanced analytics tools.</td>
</tr>
<tr>
<td><strong>Scheduled Reports</strong></td>
<td>In marketing reports, you can schedule reports to be sent to different business users on a recurring basis. You can control the recipients, format, time frame (fixed or rolling), delivery frequency (daily, weekly, monthly, etc.), and so on. The Publishing Lists feature enables you to distribute data from various report suites to different groups or sets of email addresses. For example, you could send out an external search report to multiple stakeholders, which would be based on their unique location/report suite (France vs. Canada). You also have the option of publishing a report builder (custom Excel-based) report rather than a marketing report or dashboard. You also have alerts that can be configured to send out a report when a particular condition or threshold is met.</td>
</tr>
<tr>
<td><strong>Report Builder</strong></td>
<td>You can pull data directly into Excel using the Report Builder add-in. Report Builder enables you to build customised data requests, which can be inserted into your Excel worksheets and dynamically reference specific cells. Using Report Builder’s data filters, you can extract and combine data points into highly customised reports. Once an advanced dashboard has been created, it can be manually refreshed or automatically published with the most up-to-date information.</td>
</tr>
<tr>
<td><strong>Reporting API</strong></td>
<td>If you would like to insert data and reports into third-party applications like an intranet or company-branded application, you can use the Reporting API for programmatic access to core report data. Through the Reporting API, you can create customised reports that include calculated metrics and formatting options. Version 15, you can generate reports based on segments. The Reporting API lets you perform multilevel breakdowns across reports. See the API documentation within the Adobe Developer Connection for more information.</td>
</tr>
<tr>
<td><strong>Real-time Report</strong></td>
<td>Real-time Reports display web page traffic and ranks page views as data is received in a full-screen web interface.</td>
</tr>
<tr>
<td><strong>Data Warehouse Reports</strong></td>
<td>If you have Data Warehouse enabled for Analytics, you can generate complex, detailed reports that are delivered as CSV files via email or FTP. With data warehouse reports, you build a query to filter your report data and isolate specific data points. Data warehouse has a request manager interface and API to help manage and prioritise data warehouse reports.</td>
</tr>
</tbody>
</table>
You can combine clickstream data from marketing reports with other data in an internal Enterprise Data Warehouse (EDW). The clickstream data feeds provide the stream of raw, partially processed server calls from Analytics in a delimited data set. The data feeds are configured at the report suite level and delivered on a daily or hourly basis.

### 5.1.8.4.2 Data Types and Categories

Data source categories identify different data source types that provide similar functionality.

Categories provide a way to group data sources from a user’s perspective. When creating a data source through the Data Sources UI, first select a data source category, then a specific data source type. Each category contains types of data sources that support similar types of data.

Data Sources has the following data source categories:

#### Web Site Usage

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Processing Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Web Server Log Files</strong></td>
<td>Web Log</td>
<td>Most web servers generate log files that record every page served. Using this data source, you can process the log files from most web server data and add this data to your reports.</td>
</tr>
<tr>
<td><strong>Media Optimizer Bulk Upload</strong></td>
<td>Conversion</td>
<td>Provides manual and excel-automated bulk uploads in Media Optimizer.</td>
</tr>
<tr>
<td><strong>Site-level Traffic Data Source</strong></td>
<td>Traffic</td>
<td>Imports Traffic data for your entire web site. For example, Page Views.</td>
</tr>
<tr>
<td><strong>Breakdown Traffic Data Source</strong></td>
<td>Traffic</td>
<td>Imports Traffic data broken down by another web site variable. For example, Page Views by Product.</td>
</tr>
</tbody>
</table>

Ad Campaigns
<table>
<thead>
<tr>
<th>Data Source</th>
<th>Processing Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generic Ad Server</td>
<td>Conversion</td>
<td>Lets you integrate impressions and other top-line metrics about your ad serving activities from your ad server into marketing reports. This is the generic ad server data source and should be used if your specific ad server is not supported.</td>
</tr>
<tr>
<td>Generic Email Campaign Server</td>
<td>Conversion</td>
<td>Lets you integrate metrics from your email campaign server into marketing reports. Commonly incorporated metrics include the number of messages sent, messages delivered and messages read. This is the generic email campaign data source and should be used if your specific email campaign server is not supported.</td>
</tr>
<tr>
<td>Generic Pay-Per-Click Service</td>
<td>Conversion</td>
<td>Lets you import data about your pay-per-click performance including impressions, clicks, and costs. This is the generic pay-per-click data source and should be used if your specific pay-per-click service is not supported.</td>
</tr>
</tbody>
</table>

**Customer Relationship Management (CRM)**

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Processing Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generic Call Center</td>
<td>Conversion</td>
<td>Lets you integrate information about your call centre into marketing reports. Metrics more commonly imported include the number of calls, time on the phone, the agent, and total sales. This data source is the generic call centre data source and should be used if your specific call centre software is not supported.</td>
</tr>
<tr>
<td>Generic Customer Support Application</td>
<td>Conversion</td>
<td>Lets you integrate information from your customer support software into marketing reports. It includes metrics such as the number of new incidents, number of incidents resolved, and the time spent resolving incidents. This is the generic customer support data source and should be used if your specific customer service</td>
</tr>
</tbody>
</table>
application is not supported.

Customer Satisfaction

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Processing Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generic Survey Data</td>
<td>Conversion</td>
<td>Lets you integrate survey results from a third-party tool into marketing reports, and show how satisfied customers are by their interactions with your site. This is the generic survey data source and should be used if your specific survey data service is not supported.</td>
</tr>
</tbody>
</table>

Site Performance

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Processing Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generic Site Download Speed</td>
<td>Conversion</td>
<td>Lets you integrate data from an application or service that tracks the speed of your downloads with your data. This is the generic download speed data source and should be used if your specific download speed software or service is not supported.</td>
</tr>
</tbody>
</table>

Generic

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Processing Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generic Data Source (Summary Data Only)</td>
<td>Conversion</td>
<td>Use this data source when there is no closer match to the type of data you want to import into Marketing Reports &amp; Analytics.</td>
</tr>
<tr>
<td>Generic Data Source (Full Processing)</td>
<td>Full Processing</td>
<td>Lets you import log file data. This data is processed as if it were received by data collection servers at the time specified (each hit receives a timestamp).</td>
</tr>
<tr>
<td>Generic Data Source (Transaction)</td>
<td>Transaction ID Visitor ID</td>
<td>Lets you tie any offline event to an online event. The transaction ID acts as a key between the offline and</td>
</tr>
</tbody>
</table>


### Online Purchases

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Processing Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Returns</td>
<td>Conversion</td>
<td>Lets you import product return data to associate with a purchase ID so you can identify search engines, keywords, campaigns and other attributes that are more likely to generate returns.</td>
</tr>
<tr>
<td>Product Cost</td>
<td>Conversion</td>
<td>Lets you provide the actual cost of products purchased and shipped from your web site by associating cost or profit with individual products so you can accurately report on the most profitable campaigns, keywords and internal promotions for your web site.</td>
</tr>
<tr>
<td>Order Status</td>
<td>Conversion</td>
<td>Lets you use metrics to identify the status of every order made, including orders canceled, shipped, completed, or deemed fraudulent. Order status reporting can identify which acquisition methods generate the highest order completion rate.</td>
</tr>
</tbody>
</table>

### Leads and Quotes

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Processing Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Generation</td>
<td>Conversion</td>
<td>Lets you upload information about the results of the leads for every lead generated on your web site, including actual revenue generated. After revenue is accurately attributed to lead IDs, you can identify your most profitable campaigns and promotions.</td>
</tr>
<tr>
<td>Online Quote</td>
<td>Conversion</td>
<td>Lets you upload information about the results of the leads for every lead generated on your web site, including actual revenue generated. After revenue is accurately attributed to lead IDs, you can identify your most profitable campaigns and promotions.</td>
</tr>
<tr>
<td>Call Center Data</td>
<td>Conversion</td>
<td>Lets you upload call centre transactions so you can identify the tactics (campaigns, promotions, and so on.)</td>
</tr>
</tbody>
</table>
5.1.8.4.3 Current Data

The Include Current Data option in Reports & Analytics lets you view the latest Analytics data, often before data is fully processed and finalised. Current Data displays most metrics within minutes, providing actionable data for quick decision-making.

Current Data is enabled by default on all reports that support it. When enabled, metrics appear in reports in one of three time frames, as explained in Typical Current Data Latency. If you would rather view all metrics after the data is fully processed, you can disable Current Data by removing users from the Current Data Users group.

Keep the following in mind as you view current data.

- Applying a segment to a report turns the current data view off. Segments are applied to finalised data.
- Classifications are not applied to current data.
- Correlation, subrelation, and pathing reports do not provide current data. When you run these reports, the Current Data toggle is disabled.
- Metrics introduced in v15, such as Total Time Spent and Bounces, do not provide Current Data.

5.2 Reporting and Insights

5.2.1.1 Reporting

Reporting is the process of organising data into informational summaries in order to monitor how different areas of a business are performing. Reports are designed to interpret data. They are used to summarise trends and offer performance metrics for your website.

5.2.1.1.1 Props, eVars and Events

There are several types of variables available in Adobe Analytics. The two most popular types, Props and eVars, allow your organisation to report on custom dimensions to your site that standard out-of-the-box reports do not offer.
When determining which variables are assigned where, it is important to understand the differences between Prop and eVar functionality. Understanding these differences allows your organisation to decide which type of variable is best to use.

### Differences between Props and eVars

The following are the main differences between Props and eVars:

- **Naming convention** Props are considered traffic variables, meaning they are used to report on popularity of various dimensions of your site. eVars are considered conversion variables. They are used to determine which dimensions of your site contribute the most to success events.

- **Persistence** Props do not persist beyond the image request they were fired on. They cannot be associated with other variables that are not in the same image request. eVars, however, are persistent. A back-end variable is used to preserve the value originally fired so it can associate itself with success events later on.

- **Success events** Success events, also known as conversion events, are metrics that measure the number of times a visitor reaches a goal. This event can be anything from purchasing something on your site, to subscribing to a newsletter. eVars are designed to report on success events, to show you which values are most successful in influencing visitors to reach your goals. Traffic variables do not have this same functionality. However, you can view participation metrics if you configure your report suite correctly.

- **Pathing** Props can use pathing, which allows your organisation to see a given path a user took within the context of the variable being viewed. An Adobe representative can enable pathing, if requested. eVars cannot use pathing.

- **Potentially available metrics** The metrics available between Props and eVars vary widely based on the variable's settings and data platform/version. The following list illustrates what can be enabled, not what is enabled by default. If you want a specific metric in reporting but do not see it, have one of your organisation's supported users contact ClientCare.
  - Both Props and eVars:
    - Instances, page views, visits and unique visitors
    - Bounces, bounce rate, entries, exits, and total time spent
    - Participation metrics and calculated metrics
  - Props (Traffic variables):
    - Average time spent, average page depth, reloads, and single access
  - eVars (Conversion variables):
    - Conversion events
eVars (Conversion variables):
- All shopping cart metrics
- All purchase metrics, such as orders, units, and revenue
- All custom conversion events

Breakdowns Props use correlations, which display page views for other traffic variables fired in the same image request. eVars use subrelations, which provide a breakdown on other conversion variables in relation to success events.

The product's conversion variable is used in conjunction with an event to pass product information like product name, category, price, etc. Unlike eVars, this variable is not persistent and can hold multiple values.

Adobe Analytics provides you with up to 75 custom eVars and 75 Props variables.

Events

Events are completed visitor actions on your web site, and Analytics provides some built-in pre-defined events as well as the ability to create your own custom events. By default, events are counters that you increment, but you can also use currency and numeric values as an event type.

The pre-defined events are most often associated with e-commerce sites and are prodView, scView, scOpen, scAdd, scRemove, scCheckout, and purchase.

Analytics provides you with 100 custom events that are named event1 through event100. Examples of custom events might be login, registration, and signup.

5.2.1.1.2 Site Overview Report

The Site Overview report provides a general view of the report suite. This page is dynamically generated and displays high-level metrics and page-level data relevant to your report suite, immediately after you log in.

The Site Overview report is interactive. You can update individual reportlets, change dates and report suites, and apply segments. The Site Overview report does not override your dashboards, but you can save it as a dashboard. If desired, you can designate any dashboard or bookmark to display to all users upon log in.
5.2.1.1.3 Report Types

Traffic Reports

Traffic reports give you in-depth insight into how visitors interact with your web site, and your customised traffic statistics.

Traffic reports let you:

- Analyse critical aspects of visitor behaviour;
- Monitor and understand traffic patterns;
- Determine popular site content;
- Segment visitors by any measurable criteria.

Conversion Reports

Conversion reports display information about success indicators that you define. When you initially acquire licences, you have an option to define metrics that indicate or give additional insight into successful sales or content deliveries. Reports here show numbers for these metrics. Examples include payment types, shipping costs, and online coupons used.

Campaign Reports
Campaign reports provide comprehensive, accurate, and detailed analysis of customer activity. Metrics such as campaign management, sales cycle, customer fallout, and customer conversion let you measure e-commerce transactions, sources of sales, advertising effectiveness, customer loyalty, and more.

By running the Internal Campaign Report, you can see which campaign generated the most onsite conversion.

- Custom Conversion reports are based on eVars (conversion variables).
- Conversion variables can persist beyond the page view and be associated with metrics within its specified expiration.
- The reports' default metrics are revenue.
- View these reports in both trended and ranked formats.
- You can use SAINT Classifications in these reports, to rename and consolidate line items.
- These reports can be broken down by the following if basic subrelations are enabled:
  - Campaigns and products, with all related classifications;
  - Customer loyalty;
  - All fully-subrelated eVars.
- Additional reports are available to break down when full subrelations are enabled:
  - Time spent per visit;
  - Pages and site sections, with all related classifications;
  - Entry pages;
  - Almost all traffic sources reports;
  - Visit number;
  - Many visitor profile and technology reports;
  - All other eVars;
  - Marketing channels first and last touch.
- The following events can be used as metrics:
  - Instances — the number of times the eVar was defined.
  - All standard eCommerce metrics — revenue, orders, units, carts, cart views, checkouts, cart additions, cart removals;
  - All custom events — Events 1-80, and Events 81-100 if on H22 code or higher;
  - Visits and visitors — available depending on organisation and report suite.

Contact your Adobe Customer Success Manager for additional details.

Paths Reports

Paths reports let you track and record entire browsing paths of visitors and customers. You can view your site traffic as it flows from one page or item to the next, discover new patterns and popular paths, or search out the specific paths that your visitors take.
Paths reports include standard in-depth and optional advanced analysis reports that reveal the click-stream of pages viewed. You can uncover full paths, longest paths, and most popular paths; explain page flow, fallout, and dropout graphically; show new and changing patterns over time; and analyse entry and exit paths.

**Next Page Flow or Next Site Flow** Displays a two-level-deep branching graphic of a selected page (or section, department, and so on), that your visitors view after moving away from the selected page. Use this report to analyse and identify the steps your visitors take most often after viewing a selected page. You can:

- Understand what steps are taken most frequently after viewing a selected page;
- Optimise your site path design to funnel your traffic to a desired goal page;
- Identify where visitors are going instead of your desired goal pages.

**Next Page** (or next categories) Provides detailed site path analysis by showing you the pages on your site that visitors viewed after seeing a selected page. For example, when selecting and reporting on your entire site, the report shows you the top ten landing pages, with the five most popular next pages listed below each landing page. This data can help you understand which content, features, and other data, most often compel your visitors to move through your site.

**Previous Page Flow** (or other previous categories flow) Displays two levels of the most popular pages that your visitors view before the selected page. The report also highlights when visitors enter your site.

**Previous Page** (or other previous categories) Provides detailed site path analysis by showing you the pages on your site that visitors viewed before seeing a selected page on your site.

**Fallout**: Displays the visit attrition and conversion rates between each checkpoint you define. Steps are arranged top-to-bottom, with raw numbers and percentages shown on the left, and conversion and fall-out percentages on the right.
**PathFinder** Lets you further dissect your full paths into fragments, yielding the precise patterns that are instrumental to optimising your site. The Pathfinder wizard lets you specify selection criteria that are used to generate the report, so that you can analyse the path fragments and query for ones that begin with a certain page, end with a certain page, or even ones that begin with one page and end with another.

**Path Length** Shows how deep visitors browse into your site (both by percentage and by total count). In other words, the report indicates how many pages the average visitor to your site views before leaving.

**Page Analysis** Contains a subset of reports that let you analyse the following:

- **Page Summary or Site Category Summary** Tells you everything you need to know about the page report. It collects and organises page-specific information about a single page and presents it in a single report.
- **Reloads** Shows the number of times individual pages were reloaded by visitors.
- **Time Spent on Page or Site Category** Displays the length of time that visitors browse individual pages in your site. The time spent is divided into ten categories: less than 15 seconds, 15-30 seconds, 30-60 seconds, 1-3 minutes, 3-5 minutes, 5-10 minutes, 10-15 minutes, 15-20 minutes, 20-30 minutes and greater than 30 minutes.
- **Clicks to Page** Identifies the number of clicks visitors used to access each page in your site. Depth for a page is measured by counting the number of pages viewed before it.

**Entries & Exits** The Entry Page report shows you, by percentage and by total visits, which pages on your site are the first ones seen by new visitors. You can view:

- **Entry Pages** (or sections) Displays, by percentage and by total visits, which pages on your site are the first pages seen by a new visitor. You can use this report to identify which of your web pages are the most frequent points of entry, optimise the primary entry points on your site, and drive entry traffic to your key messages.
- **Original Entry Pages** Shows the first page viewed for first-time visitors to your site. Each user is counted only once unless they delete their cookies or are not being tracked with cookies.
- **Single Page Visits** Shows pages that are most often both the entry and exit pages for visitor browsing sessions.
- **Exit Pages** Displays, by percentage and by total visits, the pages on your site that were the last pages visitors viewed before leaving your site.

**Ranked Report**
In a ranked report, the table shows the rankings of the report pages in relation to the metric, according to number or percentage. Ranked reports can display multiple metrics in a report.
**Trended Report**
Trended reports display metrics over time. You use this report type when you want to see how a segment performs from one time period to the next.

**Anomaly Detection Report**
Anomaly Detection shows two types of charts: A summary chart and individual metrics charts. Individual metric charts are only shown if at least one anomaly has been detected for that metric.

![Anomaly detection summary chart](image)

**What it does:**
Each box represents one anomaly, tracked per day, that corresponds to a metric below.

- Green indicates anomalies above the trend line, blue below the trend line.
- Indicates the strength of the anomaly — the greater the anomaly, the darker the colour of the data point and the farther away from the trend line.
- Clicking on an anomaly brings that anomaly’s individual metric chart (underneath the summary chart) to the top.
- The deviation percentage values (left of chart) are calculated as follows:
  - If the upper bounds and the expected value are the same, the deviation % is 100%
  - Otherwise the deviation % is \(((\text{actual value} - \text{upper bound value}) / (\text{upper bound value} – \text{expected value})) * 100\)
If the lower bounds and the expected value are the same, the deviation % is -100%
Otherwise the deviation % is \( \frac{(\text{lower bound value} - \text{actual value})}{(\text{expected value} - \text{lower bound value})} \times -100 \)

- Clicking **Show Segments** brings up the segment rail that lets you apply segments to an anomaly detection report.
- Clicking **Edit Metrics** lets you select and unselect metrics for which you want to detect anomalies.

**Individual Metric Chart**

**What it does:**

- Displays anomalous data points for individual trended metrics (including calculated metrics) as dots.
- Shows the most recent anomaly on top, and secondarily ranks by number of anomalies.
- Displays a solid line to indicate actual data currently collected. This is compared to the forecast and margin of error to derive whether data points are anomalous.
- Displays a dotted line that represents a forecast based on historical data (for example, the training period).
- Displays upper and lower 95 per cent confidence intervals/bounds in a grey shade.
- Lets you collapse and expand individual reports by clicking the double up or down arrows next to the metric name.
- Changes the order in which the metric charts appear by reacting to drill-downs in the overview report (see above).
- Lets you filter charts by using search terms, such as “page”, for all page-related metrics.
- Lets you display all metrics you defined or only those with anomalies.

**Conversion Funnel Report**
Conversion Funnel reports display the percentage of visitors who progressed through a set of events in order to perform a desired action. For example, you can see how many visitors progressed from visiting your web page, through adding items to a cart, and then to purchasing an item. This report also shows the number who fell out along the way.

**Fallout Report**
The Fallout Report shows the number of visitors who visited a pre-specified sequence of pages. It also shows conversion and fallout rates between each step.

**Page Flow Report**
Page Flow reports show the order in which your visitors access pages and navigate through your site.

**Funnel Report**
You can select success events and add them to a Purchase Conversion Funnel report or a Product Conversion Funnel report.

**Marketing Channel Report**
Marketing Channel reporting provides an overview report of the first and last-touch channel allocation, with standard reporting metrics like revenue, orders, and cost. These reports enable you to analyse how much revenue each channel generates.

For detailed information on how to run reports, go to Report Types.

5.2.1.1.4 Classifications

Classifications are created by grouping (classifying) granular data from a source report. For example, you might want to analyse display ads, but they are mixed with email, partner, text ad, and social media campaigns. You can create groups so that you can analyse them separately.

There are three types of classifications for marketing reporting and analytics:

- Campaign classifications — elements that will not vary within the campaign, such as campaign name and owner.
- Creative elements classification — vary between placements or instances of the campaign, and include characteristics such as media type, headline, keyword, and media vendor.
- Metric-specific classifications — fixed numeric values associated with a campaign, such as the hard cost for a campaign. Additionally, you can classify prop and eVar variables.
5.2.1.1.5 Dashboards and Reportlets

A dashboard is a collection of thumbnail reports called reportlets. A dashboard is most useful when it contains related reportlets that give you complete overviews of certain aspects of your site, such as finding methods, visitor profiles, and so on.

You can add most marketing reports to a dashboard, including graphically intense reports like the Fallout Report, Conversion Funnel Report, and the Pathfinder Report.

You can also set a dashboard as your landing page, share dashboards with other users, and schedule them for delivery. If you do not set a dashboard (or a bookmark) as a landing page, the Site Overview report displays, and you can then save and customise it as a dashboard.

5.2.1.1.6 Reporting Best Practice

Adobe Analytics provides a flexible reporting interface that lets you generate a variety of complex reports. While most reports generate very quickly, you might encounter reports that timeout or fail to generate successfully. To help avoid report generation failures, this section explains many factors that impact report generation speed. Understanding this information can help you structure reports so they are more likely to generate successfully.
Note that these recommendations apply to Reports and Analytics, Ad Hoc Analysis, and Report Builder. They do not apply to Data Warehouse, which provides a separate list of best practices. An additional set of best practices is available for the Adobe Analytics Reporting API.

**Report Timeouts and Request Queue**

**Timeouts**

A single report is broken into multiple requests (one per breakdown), and each request is subject to an individual timeout. Scheduled reports are granted longer timeout periods and are more likely to succeed than reports that are generated directly in a user interface.

**Report Suite Queue**

Each report suite maintains a separate queue of requests. If many reports are requested simultaneously, even from separate users, a small number of reports are generated simultaneously. As reports complete, remaining reports are generated in the order in which they were received. As a result, if a large number of complex reports are already in the report suite queue, a report that typically generates quickly might time out.

**Factors that Affect Report Speed**

The following factors contribute to longer report generation times. Increasing one of these factors might not result in a timeout for that report, but it might delay other reports in the report suite queue and cause a subsequent report to timeout.

**Time range** The largest factor that affects report generation time is the number of months requested. Reducing the number of months from three to one decreases generation time significantly, but reducing the time range from one month to one week does not have a large impact on report generation time.

**Number of metrics** As the number of metrics increases, the report run time increases. Removing metrics often improves report generation time.

**Number of breakdowns** Within a report, each breakdown represents a separate request. While individual requests may complete quickly, running thousands of breakdowns in a single report can significantly slow down report generation time and affect the report suite queue.

**Segment complexity** Segments that consider many dimensions or have many (24+) rules increase the processing impact and increase the report generation time.

**Number of unique values** Reports that contain hundreds of thousands of unique values generate more slowly than reports that contain fewer unique values, even if the segment or filter reduces the number of values that ultimately appear in a report. For example, a report that displays search terms typically generates more slowly than other reports, even if a filter is applied to show only search terms that contain a specific value.
**Other Reporting Options**

In addition to reducing the time range, number of metrics, and number of breakdowns in a report, the following guidelines help increase reliability of report delivery.

Use Data Warehouse to request reports that contain many breakdowns or metrics. Data Warehouse is designed to generate these types of reports.

Schedule reports to run during non-peak hours. This increases the likelihood of a report returning because the request queue for a report suite is more likely to be empty during those times.

Report Builder can be used to break reports into smaller time ranges and requests that contain fewer metrics. You can then use native Excel functionality to merge data from various requests into a single report.

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5.2.1.1.7 Targets

Targets let you measure your web site performance and track progress against target goals. For example, you might want to increase the number of visitors that come from a geographic region, the revenue per order, or the number of hits that come from a specific referrer.

When you create targets, you select which attribute metrics or eVars you want to measure, or you can choose to measure your entire site against your selected metric.

You can measure the number of unique visitors to your web site, and use it as a target. In this case, choose the entire web site. However, if you want to target the number of unique visitors to your web site from a specific area, you can specify that eVar rather than look at your entire site.

Target Field Descriptions:

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target Name</td>
<td>Specify a target name, which is displayed on the Target Manager page.</td>
</tr>
<tr>
<td>Apply To</td>
<td>Apply the target to the entire site or to a selected attribute or eVar.</td>
</tr>
</tbody>
</table>
### Select Item
Displays the selection form for the selected attribute or eVar, so that you can perform an Advanced search for related items. For example, if you select the eVar **Countries**, the item list lets you specify which country. If you select the eVar **Products**, the item list lets you specify which product. Custom insight variables are also listed in the menu. If you have a custom insight variable set up to measure visitor age ranges, then the item list displays the ranges of the ages, such as 18-24, 25-35, and so on.

### Metric
.2 Spply the target to a metric. This menu displays only those metrics that apply to a given eVar. For example, if you select **Products** as the eVar, a metric such as **Page Exits** does not apply to it. The **Page Exits** metric can apply to a web page eVar.

### Period
.3 Define the **Date Range** and **Granularity** settings of the target. Depending on your date range specifications, some granularity options do not apply. When typing values for your metrics, type a value for each granularity setting. For example, if your date range is the month of February, and your granularity selection is weekly, type a value for each week of the month of February. Target reports display for each granularity setting.

### Values
.4 Specify target values for the time period and the selected metric. These value are the target numbers that you are attempting to reach. For example, if the targets were based on revenue, and you were aiming for $10,000 of revenue for a given month, you would enter 10000 in the value field for the month.

### 5.2.1.1.8 Alerts
You can send alerts via email or to a mobile device when criteria that you specify are met. For example, if a report shows that data reached a specified high or low point, or the values have changed by a specified percentage, you will receive an alert.

Alerts are specific to the type of report you are viewing. For example, to set an alert for the Cart Views metric, you need to be in the Cart Views report. You can also assign alerts to classification reports.

**Note:** Alerts still work when assigned to a report with a segment applied.

When you set up alerts, you can configure analytics reports to check your web site statistics at the end of each day, week, or month. You can receive an alert when your metric reaches a high or low value that you set, or if it changes by a certain percentage (either up or down).
For the specified time frames, analytics reports use the sum of the total amount for the alert. For monthly alerts, if the total of hits for the calendar month reaches the number you specify, then the alert is sent.

### Alerts Field Descriptions

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alert Name</td>
<td>Specify a name for the alert. The alert name might contain the name of the report or the metrics threshold.</td>
</tr>
<tr>
<td>Check values at the end of each</td>
<td>Specify when you want the metrics to be checked. You can specify Day, Week, or Month.</td>
</tr>
<tr>
<td>Assign Alert to</td>
<td>The metric for the alert to check at each interval. Option only available in reports with line items.</td>
</tr>
<tr>
<td>Apply the alert to</td>
<td>Can be applied to all items, the top 1000 items, or specific items. If the top 1000 items or specific items are selected, each individual line item triggers the alert, not the summed total. Option only available in reports with line items. Note: If you apply a segment to a report before creating the alert, the segment applies to the alert.</td>
</tr>
<tr>
<td>Rule</td>
<td>Determine the threshold the metric must exceed before an alert is set. You can set this value to a threshold and then to one of the following conditions:</td>
</tr>
<tr>
<td></td>
<td>• Is Above</td>
</tr>
<tr>
<td></td>
<td>• Is Below</td>
</tr>
<tr>
<td></td>
<td>• % Changes By</td>
</tr>
<tr>
<td>Delivery Options</td>
<td>Specify where the alert can be sent. An alert can be sent as an email or a mobile alert, or both, to addresses you specify in the fields provided for that purpose. When sending an alert to a mobile device, use the SMS email address appropriate to the carrier. For example; <a href="mailto:8015550000@messaging.mycellphonecompany.com">8015550000@messaging.mycellphonecompany.com</a>.</td>
</tr>
</tbody>
</table>
Adobe Analytics lets you build, manage, share, and apply powerful, focused audience segments to your reports using Analytics capabilities, the Adobe Marketing Cloud, Adobe Target, and other integrated Adobe products.

Analytics segmentation includes the Segment Builder to construct segments and run a pre-test, and the Segment Manager to collect, tag, approve, set security, and share segments across your organisation.

Data Scientists and Marketing Analysts can employ, extend, and refine segments for analysis specific to his or her needs, and then save the segment for other users to extend, refine and save as a new segment to the library. Once set in motion, it’s a cycle of designing and managing codified audience insights as a unified segment workflow.

5.2.1.2.1 Setting up a Segmentation Workflow

This is a suggested workflow for segments created with the Segment Builder and managed through the Segment Manager.
<table>
<thead>
<tr>
<th>Step</th>
<th>Workflow Task</th>
<th>Description</th>
</tr>
</thead>
</table>
| 1    | Planning Segments       | Have you asked all the right questions before building segments and setting up a segment management environment? Have you designed the segment with its intended purpose and distinct usage in mind?  
See the Segment Planning Checklist for help in planning and organising your segments. |
| 2    | Building Segments       | Build and edit segments for use in all Analytics capabilities.                                                                                   |
| 3    | Tagging Segments        | Tag segments for ease of organisation and sharing. Tagging replaces folder hierarchies in ad hoc analysis. See how to plan and assign tags for simple and advanced searches and organisation. |
| 4    | Approving Segments      | Approve segments to make them canonical.                                                                                                        |
| 5    | Applying Segments       | You can apply segments directly from a report, from the segment rail (Show Segments).                                                          |
| 6    | Sharing Segments        | Share your segments with the intended audience in other Analytics tools and to Adobe Target and the Adobe Marketing Cloud.                      |
| 7    | Filtering Segments      | Filter by tags, owners, and other filters (Show All, Mine, Shared With me, Favorites, and Approved.)                                               |
Marking Segment as Favorites

Marking segments as Favorites is another way to organise them for ease of use.

5.2.1.2.2 Planning Your Segmentation Environment

Devoting some time to plan segments improves the chances that they will be useful for your organisation and that their numbers will be kept in check.

1. Consider the audience. Who will consume it? With whom will you share it? Which groups of people will use this segment and how should I tag it accordingly? This also means providing a good segment description. At minimum, the description should answer these questions:
   - What is this segment useful for?
   - When should I use this segment?

2. Determine the segment scope. Which segment container best represents the scope? Use the smallest container possible.

3. Decide which elements to include in the segment definition, and which values. Consider variable persistence in this decision.

4. Consider how you want your approval process to unfold. Will a single person review and approve segments or will it be a committee decision?

5. Define your segments with view to a segment library that gives business users the ability to stack and reuse segment pieces or components in a modular fashion. What “modules” do you need to define to make this library a reality?

Features of Advanced Segmentation:

- **Unlimited real-time segmentation**
  Easily compare concise visitor segments side by side to identify new audiences, gather actionable insights, and see how customer behaviour changes over time.

- **Behaviour visualisations**
  See how your visitors use — or don’t use — your digital properties, and leverage the insights to improve site design, navigation, content layout, product affinity, and conversion.

- **Online and offline personalised customer analysis**
  Connect and combine customer data from traditional, digital, and in-store marketing channels to get a more comprehensive view of unique customer behaviours and attributes.
• **Audience clustering**
  Analyse large numbers of variables simultaneously to turn new relationships into actionable audiences quickly for further analysis, targeting, and personalisation.

### 5.2.1.3 Reporting and Insights

Having successful analysis generated in your business comes from being able to understand business drivers and continually provide valuable insights and actionable recommendations to the business.

The three key stages for your business when producing analysis and insights are:

1. **Pre-Analysis**: What to do before beginning analysis.
2. **Analysis**: How to approach your analysis.
3. **Presentation**: How to translate insights into a compelling deliverable

#### 5.2.1.3.1 Pre-Analysis

Understanding enterprise objectives comes first.

- Without a clear understanding of what is most important to your business, you may go astray in your analysis.
- Fuzzy enterprise goals will lead to misguided analysis and irrelevant recommendations.
- Try to seek direction from as high up within the organisation as possible.
  - You will notice a clear difference between the direction provided by an executive (strategic) compared to that from a low-level employee (tactical).

Assume your goals will change over time.

- What may have been a priority last month or quarter may not be a priority now.
- Business needs may change frequently from quarter-to-quarter, and even week-to-week.
- Client personnel change.
- Business strategies evolve.
- Web sites are redesigned.
- New campaigns and products are launched.
- Before beginning any analysis, it may be a good idea to confirm what is most important within your company.
- Topical and timely analysis of your company’s hot issues will always deliver more value.

Know your audience.

---

Use the 80/20 rule when assigning tasks for your business analysts in doing insights and actions versus reporting.
When possible, try to determine who will be receiving your analysis.
Different audience members may have varied agendas, and you need to be aware of their different agendas as much as possible.
You need to be sensitive to how people may receive your analysis or recommendations if it affects their role, responsibilities, budget, or performance evaluation.

5.2.1.3.2 Analysis Summary

Quantify or monetise the impact of your recommendations.

- Help decision-makers see the value of your recommendations by quantifying them in terms of KPIs (such as additional leads), and the value to the organisation (such as increased revenue or cost savings).
- Ensure others can logically follow your calculations in how you arrived at your projected impact.
- Be conservative in your calculations so that they aren’t quick to dismiss your impact projections as unrealistic.
- Draw on separate research or business data for additional insights.

Recommendations should be data-driven.

- Sometimes we may have opinions about what does or doesn’t work online.
  - Web sites should always have an on-site search engine.
  - The checkout process should only be three steps long.
- Unless we can support a recommendation with data, we should never make a recommendation simply based on our personal preferences.

5.2.1.3.3 Presentation Summary

Tell a story rather than providing a data dump.

- You will need to guide your audience through your analysis findings and recommendations.
- Providing a logical framework for your analysis will make your recommendations more impactful.
- Similar to telling a story, you will need to build up interest to your presentation’s climax, your key findings, and recommendations.
- Digital analysis should follow this flow or format:
  - Problem (beginning);
  - Analysis and findings (middle);
Use cases, screenshots, and other examples, add “colour” to your analysis and help your audience to understand the importance of your findings and recommended solutions.

Highlight what’s valuable, not your work.

- You may have to turn over ten rocks to find a single golden nugget.
  - Two hours of analysis may be spent on the nugget, but it might have been preceded by 20 hours of fruitless exploration in other areas.
- It can be tempting to show all of the rocks you turned over.
- You need to focus on valuable, actionable insights rather than analysis that went nowhere, regardless of how innovative or time-consuming the approach was.

Highlight key takeaways.

- Key takeaways should be simple so that non-technical business users can follow them. (avoid analytics jargon).
- Besides final recommendations, key takeaways can be small insights into visitors, site performance, or implementation gaps that you have uncovered during the analysis process.
- Special text boxes can be used to highlight a slide takeaway.

5.3 Usage

Once Adobe Analytics is in place, how your company uses the tool becomes important because it will help you maximise your investment. Usage is all about establishing and leveraging best practices that will help you with your overall reporting, analysis and decision-making. Here are a few questions you will need to consider:

- How will you manage time and resources spend on reporting and deep-dive analysis?
- If your analysts are going to be overloaded with reporting and analysis requests each week, what tools and workflows you need to implement to help them prioritise those requests?
For routine reports and business questions, it may be helpful to agree on the best approach to ensure numbers match up properly regardless of who is building the report or performing the analysis.

5.4 Sustainability

Sustainability focuses on having the right structure and measures in place to support or sustain Adobe Analytics post-implementation. These processes ensure that your analytics implementation, reporting and insights do not go off course in six to twelve months. Some examples of sustainability practices include documenting each deployment for future reference, establishing and enforcing corporate standards, creating a centralised knowledge base of metrics and reports and scheduling periodic implementation reviews.

To keep up with the latest updates and releases in Adobe Analytics, go to Documentation Updates.

5.5 Change Management

Change management is about managing the people side of change. In order for this to happen, leaders, employees, and partners may need to adjust existing attitudes and behaviours.

Define change management mission:

- Ensure documentation of all proposed changes;
- Ensure verification of technical completeness;
- Ensure timing of change executions does not conflict;
- Ensure appropriate management involvement (sign-offs, approvals, deferrals);
- Ensure the verification of successful testing to the degree required by organisation standards before change introduction;
- Ensure documentation of actual change (enable communication of change results, provide a history of changes, support the maintenance of systems documentation).

Define change management guidelines:

- Monitor all changes;
- Formal change management system must be in place;
- Define the change management life cycle functions

6 Product

6.1 Solution Architecture – Inputs and Outputs
Input Options

JavaScript Tags
- Place JavaScript code within pages, which sends page, browser, and visitor data to Adobe Analytics.
- Primarily known as the web beacon or image request method.
- More organisations are using tag management solutions (DTM) to deploy and manage JavaScript files.
- Deploying JavaScript tags is now even easier with the new context variables and processing rules, which give both the developer and marketer more flexibility and control over their implementation.

AppMeasurement Libraries
- Measurement libraries provide a mechanism for data collection when the JavaScript tag method isn’t compatible with the device, application, or system to be tracked.
- AppMeasurement libraries include mobile devices (iOS, Android, Windows Phone, Symbian, BlackBerry), rich media (Flash-Flex, Silverlight), and other languages/frameworks (Java, .NET, PHP, XML).
- All these libraries leverage the Data Insertion API to pass data to SiteCatalyst, which can also be used for batch uploads or delayed data collection.
- Examples include collecting data on mobile apps and non-JavaScript supported electronic devices, sending order confirmation server-side from a backend transactional system to reduce order count discrepancies created by client-side browser issues.
- In order to link visitor behaviour across JavaScript and tagless data collection, you may need to generate your own visitor ID so the two values match

SAINT Classifications
- Enables you to upload metadata for Adobe Analytics custom variables (prop or eVar) (metadata is data or attributes about data).
- Each classification generates its own unique report in Adobe Analytics, which can be broken down by other attributes or dimensions.
- Classifications are retroactive so you can re-classify values at a later point.

**Data Sources**
- Used to upload offline metrics and data from other systems/tools.
- Specify and map the metrics and data dimensions to particular custom events and eVars for reporting and analysis purposes.
- Two main types of Data Sources are summary data and transaction ID.
- Summary data ties offline metrics to a subset of specified reports.
- Transaction ID data enables you to link an offline event to an online event through a unique transaction identifier.
  - The advantage of the transaction ID approach is that your uploaded metrics are fully integrated with the rest of your Adobe Analytics reports, not just a few designated ones;
  - Examples: cost of goods sold to analyse gross margin performance; product returns to close the gap between gross sales and net sales; upload financial loan approvals, declines, and loan value.

**Output Options**

**Adobe DMS Interface**
- You can interact with your data in the DMS interface via desktop, tablet, mobile phone or HD display.
- You can download reports in multiple file formats such as PDF, Excel, Word, CSV, etc.
- Data Extract feature lets you customise a default report with various values for the X and Y axes.
- You can bookmark custom reports, build dashboards in the Adobe Analytics interface, and even customise the menu structure.
- You can leverage Adobe Discover and Adobe Insight for deep-dive, ad-hoc analysis on your Adobe Analytics data.

**Scheduled Reports**
- Schedule reports to be sent out to different business users on a recurring basis.
- Control the recipients, format, time frame (fixed or rolling), delivery frequency, etc.
- Publishing list feature enables you to distribute data from various report suites to different groups or sets of email addresses.
  - Could send out an external search report to multiple stakeholders, which would be based on their unique location/report suite (France vs. Canada).
- Can publish a Report Builder report rather than an Adobe Analytics report or dashboard.
- Alerts can be configured to send out a report when a particular condition or threshold is met.
Excel Integration
• Can pull data directly into Excel using the Report Builder add-in to create advanced dashboards and custom reports.
• Enables you to build customised data requests from Adobe Analytics, which can be inserted into your Excel worksheets and dynamically reference specific cells.

Reporting API
• Insert Adobe Analytics data and reports into third-party applications such as an intranet or company-branded application, using programmatic access to Adobe Analytics core report data.
• Reporting API can access calculated metrics, formatting options, and multi-level breakdowns.
• Alternatively, Adobe Analytics Widget is a simple tool for pulling bookmarked reports and dashboards into web pages, intranet pages, or other HTML-based applications.

Live Stream
• Streaming API provides hit-level, real-time data collected on a page within 30-90 seconds.
• If you miss the data, it is gone so it is not appropriate for a system of record scenario (data feeds would be more suitable).
• Generates a high volume of data so clients need to be prepared from a hardware perspective.
• Common use cases will include complex, real-time dashboards, content recommendations, and remarketing.

Data Warehouse Reports
• Generate ad hoc data reports, which are delivered as CSV files via email or FTP.
• Build a query to filter data and isolate specific data points.
• Vast majority of requests take less than a day to process, but depending on the complexity of your query and the amount of data it can take longer to process.
• Have a request manager interface and API to help manage and prioritise Data Warehouse reports.

Data Warehouse Data Feeds
• Can be used when a client wants to combine its clickstream data from Adobe Analytics with other data in an internal Enterprise Data Warehouse (EDW).
• Provides the stream of raw, partially-processed server calls from Adobe Analytics in a delimited data set.
• Configured at the report suite level and delivered on a daily basis (containing hit data for the previous day) or hourly basis.
• Can be delivered via FTP in a single zipped file or multiple zipped files (recommended).

Data Connector Integrations (formerly Genesis)
- Streamlined way of importing and exporting data out of Adobe Analytics.
- Pre-built data connector integrations (email, survey, ad serving, social media) simplify the process of importing data from other marketing applications and also give you control over what Adobe Analytics data is shared with these third-party vendors.
- Data connectors leverage all of the aforementioned input and output mechanisms to automate the process of capturing and sharing data with other systems.

### 6.1.1 Data Workbench

With Data Workbench, you and your team will be able to get a 360-degree view of your customers. You can also collect, process, analyse, and visualise big data from online and offline customer interactions. More importantly, Adobe Analytics does it in real time and at scale, so you can quickly turn terabytes of information into actionable information that can be shared with stakeholders and used to make decisions that can improve the performance of your business.

Data Workbench features:

- **Personalised customer targeting**
  You can bring together data from both your online and offline marketing channels to provide deeper insights around customer behaviours.

- **Online and offline insight for retail**
  Analyse constantly changing data volumes, including data from point-of-sale, kiosk, and inventory systems, as well as from multiple web properties. Uncover behaviours and trends across channels and then target customers through the best avenues.

- **Online and offline insight for call centres**
This feature will help you understand how customers are navigating across various channels, such as web, live chat, IVR, and interactions with call centre agents. Overlay customer satisfaction and customer sentiment to find the right balance between servicing cost and customer satisfaction.

- **Engagement scoring**
  Develop detailed, accurate engagement scores based on online and offline activity to personalise content, better identify where buyers are in the purchase cycle, and give sales teams more meaningful customer information.

- **Campaign attribution**
  Look at the sequencing of all the campaigns and events that touched prospects or customers before they converted. Use this information to develop campaign-attribution models that include both online and offline strategies.

- **Advanced display attribution and retargeting**
  See which display ads people saw on third-party sites prior to arriving at your site, even days before. Know which banner ads are the most effective and should be used in more campaigns.

Data Workbench Architecture

6.1.2 Cross-Channel Attribution

Customers interact with your brands in many different ways, which can make it hard to understand their complete journey to conversion. They might see your television ad, come to your site through Facebook, but then finally buy your product in a store two weeks later. The Adobe Analytics cross-channel marketing attribution capabilities reveal the complete sequence of events that lead to conversion.
Why is it important to use cross-channel attribution?

- Test and understand the results of shifts in your digital marketing efforts.
- Understand where certain marketing channels contribute in the marketing influence funnel.
- Get more efficient with marketing efforts and avoid cannibalisation.
- Easily explained and understood by the business and your partners to allow true valuation of partners and affiliates.
- Enhance your PPC bid management and optimisation.

Digital analysts and marketers repeatedly face the challenge of accurately measuring the impact of their marketing investments – a process known as attribution. Marketers are continually asked to demonstrate the effectiveness of their marketing decisions across paid, earned and owned channels. Increased spend of digital marketing dollars has led to the critical need to measure and manipulate the channel controls and customer interactions that impact business goals. Attribution is the process of measuring and assigning credit to touch points and customer interactions that influence a customer along the entire path to conversion.

To achieve cross-channel marketing attribution you must see all your marketing channels in one place, but you also need to be able to stitch the events through time together. For instance, on day one, a prospect sees banner ad of your product on a favourite blog, clicks on it, and visits the landing page. On day three, the prospect makes a word search about your product on Bing, comes to the site naturally, and visits numerous pages. On day four, the prospect searches the word “buy” followed by the name of your product and clicks on a paid ad. The prospect sees different packages of the product and has some questions, but decides to wait until the following day. On day five, the prospect goes directly to your site and finds the contact number to speak with a sales rep. The prospect decides to purchase the product after talking with the call centre agent.

Example: Cross-Channel Attribution

To understand this entire customer journey, Adobe Analytics tracks all these marketing touch points. After the sale takes place, it can go back and tie all the events to the final purchase,
essentially connecting together the online interactions with the final offline conversion. After that information is known, it is important to understand how to attribute this information effectively. In the situation above, last-click attribution counts only the last step as the determinant of the final sale. Adobe Analytics supports numerous attribution models beyond first and last touch.

Whether the aim is to attract new customers, retain customers, maximise mobile conversions, increase social engagement, boost average order value, or all of the above, marketers today can no longer rely on guesstimates. The complexity of channels and the huge volume of data created and captured are the primary culprits hindering data acquisition and reporting. Using the multi-channel attribution and analysis capabilities of Adobe Analytics, marketers can gain invaluable insights based on hard data that can assist in more intelligently allocating funds toward online and offline channels and communicating the resulting strategies and results across their organisations.

Here are some simple steps you can follow to improve your attribution analyses and achieve better returns on your marketing investments.

- Start collecting data and have a realistic, phased strategy.
- Start measuring and exploring for insights without knowing the answer.
- Be prepared to make mistakes, but learn from them — keep iterating.
- Continue to evolve by adding new channels and models.

6.1.3 Report Builder

Adobe Report Builder is an add-in for Microsoft Excel. Report Builder lets you build customised requests from reporting and analytics data, which you can insert into your Excel worksheets. Requests can dynamically reference cells within your worksheet, and you can update and customise how report builder presents the data.

Features of Report Builder:

**Custom reports**

Create and customise reports that are specific to your needs and edit them on the fly with the power and flexibility of Excel formatting tools.

**Scheduled reports**

Have reports created and delivered automatically, in a variety of file formats, right from Excel.

**Multiple report suite access**

Get insights into individual sites, business units, and departments by creating reports that span multiple report suites.

6.1.4 Ad Hoc Analysis
Ad hoc analysis helps you identify high-value customer segments with unlimited real-time visitor information, allowing you to drill down into the data to get deep, precise, and comprehensive views of your customers.

You can perform instantaneous, advanced analysis on website activity. You can view multiple reports simultaneously and apply segments across multiple dimensions. You can analyse the data from both micro and macro perspectives to view their impact on your important business metrics.

These features enable you to answer questions about site traffic, visitor demographics, revenue, and product movement. You can then filter, sort, and segment your data to find the answers to precise questions. The results are returned almost instantaneously, enabling you to analyse the effects of a combination of factors quickly.

Features of Adobe Analytics ad hoc analysis:

**Multidimensional site analysis**

Make connections between your customers’ nonlinear site navigations with charts that use colour, size, position, movement, and volume to present complex and trending relationships. Use this data to improve site design, navigation, content layout, and conversion.

**Unlimited real-time segmentation**

Build concise visitor segments that can be compared to one another to identify new segments, insights, and key performance indicators (KPIs).

**Advanced reporting**

Dynamically build and analyse online conversion processes on multiple pages with advanced fall-out reports, and apply customisable default settings for enhanced conversion and traffic reporting.

**Multiple reports on one screen**

Manage and conduct analysis of multiple reports on one screen, enabling side-by-side comparison without toggling between separate report tabs.

**Reports for mobile segments**

Use reports built specifically to observe mobile visitor behaviour, such as comparing mobile conversion with web conversion and keyword search by mobile visitors versus web visitors.

### 6.1.5 Data Connectors

Adobe Data Connectors provide a complete development ecosystem to help Data Connectors partners integrate their products and services into the Adobe Marketing Cloud. This combined
view of your marketing data will show you how your customers behave, and the best ways to
invest your marketing resources. Adobe makes the integration easy with prebuilt APIs that allow
you to drag and drop approved providers into the Analytics interface and immediately begin
analysing and optimising.

Features of Adobe Analytics Data Connectors:

**Aggregated reports**

View reports that aggregate data from both Adobe and your partner online marketing
applications in a single dashboard view.

**A large partner ecosystem**

Adobe Analytics integrates with more than 500 technology partners, including more than 40
accredited integrations with top marketing application providers.

**Cross-channel insights**

Measure conversion based on integrated data from Adobe and third-party applications. Cross-
channel insights help you identify the strong and weak elements of your overall marketing
strategy.

**Targeting and remarketing**

Use on-site browser-based data to create visitor segments for targeting and remarketing for
your email, ad serving, site search, and other marketing functions.

### 6.1.6 Data Warehouse

Data Warehouse refers to the copy of raw, unprocessed data for storage and custom reports,
which you can run by filtering the data. You can request reports to display advanced data
relationships from raw data based on your unique questions. Data Warehouse reports are
emailed or sent via FTP, and may take up to 72 hours to process. Processing time depends on
the complexity of the query and the amount of data requested.

Adobe enables Data Warehouse for administrator-level users only, for specific report suites. (It
can be enabled for global and children report suites, but not for rollup report suites.) The
administrator can create a group that has access to Data Warehouse, and then associate non-
administrator level users to that group.

**Data Warehouse Requests Descriptions**
This table describes the fields and options on the Data Warehouse Request tab.

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request Name</td>
<td>Identifies the request.</td>
</tr>
<tr>
<td>Reporting Date</td>
<td>The date and granularity of the request.</td>
</tr>
<tr>
<td></td>
<td>Custom: A date range you configure in the calendar.</td>
</tr>
<tr>
<td></td>
<td>Preset: A preset range. The preset range is relative to the report date.</td>
</tr>
<tr>
<td></td>
<td>Granularity: The time granularity. Valid values are None, Hour, Day, Week, Month, Quarter, and Year.</td>
</tr>
<tr>
<td>Available Segments</td>
<td>Lets you select the part of the visitor population you want to examine and generate complex segments. You can load pre-configured segments, create new segments, and store segment components in a library to use in building additional segments. See Segmentation for more information.</td>
</tr>
<tr>
<td>Breakdowns</td>
<td>1 Lets you categorise data using breakdowns. Segments and breakdowns differ in that a segment filters data out of a data set, while a breakdown compartmentalises data across all valid values for the breakdown. For example, use segments to remove a gender from the data set, and use a breakdown to see data separated by gender.</td>
</tr>
<tr>
<td>Metrics</td>
<td>2 Lets you add metrics on which you want to report.</td>
</tr>
<tr>
<td>Schedule Delivery</td>
<td>3 Lets you schedule requests for automatic delivery at selected intervals, or as a one-time report. If you use the default format, the report arrives in an email as a .csv file. To add the date range, include %R in the filename. This value represents the date values requested in the report. For example, if you request data from May 1, 2013 through May 7, 2013, the %R shows a filename including the date range of 20130501 – 20130507.</td>
</tr>
</tbody>
</table>

Data Warehouse provides a flexible interface to run custom reports. Following these guidelines can help reduce the time it takes to retrieve data.

<table>
<thead>
<tr>
<th>Guideline</th>
<th>Description</th>
</tr>
</thead>
</table>
### Run Page Views, Visits, Visitors, and other standard reports in Version 15

Before creating a Data Warehouse report, see if the information you are looking for is already available in Reports. If so, the report will be delivered much faster due to the pre-processing performed by Reports and Analytics for common metrics.

### Understand the amount of data you are requesting

A multi-year report on a large report suite can contain tens of billions of data rows. Processing and evaluating this data can take days, or even weeks.

Evaluate how the report is being used to determine if some of the multi-year data is available, or if you can break the report into multiple requests.

### Match the report period to the granularity

Reporting granularity requires additional processing time. If you are reporting monthly granularity for an entire year, your reports process much faster if you submit a report request for each month.

### Report on completed data ranges

Data Warehouse reports are generated when the date range requested is complete. For example, if you request a report for the current week on Wednesday, the report isn’t generated until Sunday of the following week.

### Generate pathing reports in Data Warehouse

Pathing metrics (entries, exits, bounces, etc.) are not available in Data Warehouse.

### 6.1.7 Compare Adobe Analytics Versions

<table>
<thead>
<tr>
<th>Feature</th>
<th>Marketing Reports &amp; Analytics</th>
<th>Ad Hoc Analysis</th>
<th>Data Workbench</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Marketing Reports &amp; Analytics</strong></td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td><strong>Ad Hoc Analysis</strong></td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td><strong>Data Workbench</strong></td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td><strong>Advanced Segmentation</strong></td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Unlimited real-time segmentation</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Behaviour visualisations</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Online and offline personalised customer analysis</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Audience clustering</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td><strong>Marketing Attribution</strong></td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Online campaign and channel attribution</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>360-degree customer view</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Retroactive event processing</td>
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<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Feature</td>
<td>Mobile App Analytics</td>
<td>Predictive Marketing</td>
<td>Real-Time Web Analytics</td>
</tr>
<tr>
<td>----------------------------------------------</td>
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</tr>
<tr>
<td>Out-of-the-box attribution models</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Data collection for mobile channels</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Mobile app dashboards and reports</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Geolocation analysis</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Mobile engagement analysis</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Mobile campaign analysis</td>
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<tr>
<td>Pathing analysis</td>
<td>●</td>
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<tr>
<td>Mobile App Analytics</td>
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<td></td>
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<tr>
<td>Predictive Marketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Anomaly detection</td>
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<td></td>
<td>●</td>
</tr>
<tr>
<td>Correlation analysis</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Audience clustering</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Customer propensity modeling</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Decision trees</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Predictive Model Markup language (PMML)</td>
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</tr>
<tr>
<td>Real-Time Web Analytics</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Real-time reports</td>
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<td></td>
<td>●</td>
</tr>
<tr>
<td>Real-time APIs</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Live stream (data firehose)</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Advanced Visualisations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interactive visualisations</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Dashboards and reports</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Side-by-side reports</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Visual querying</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Big Data</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comprehensive data ingestion</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Data pattern discovery</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-demand data curation</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Automated syndication</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Social Analytics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comprehensive social insight</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Facebook and Twitter analytics</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Enriched audience optimisation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Classifications</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Integration of offline event level data</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Advanced audience discovery and measurement</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Audience activation and delivery</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Customer Churn Analysis</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Improved retention</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Prioritised marketing</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Propensity modeling</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
</tbody>
</table>
Increased customer value

<table>
<thead>
<tr>
<th>Feature</th>
<th>Supported</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report Builder</td>
<td>✔</td>
</tr>
<tr>
<td>Custom reports</td>
<td>✔</td>
</tr>
<tr>
<td>Scheduled reports</td>
<td>✔</td>
</tr>
<tr>
<td>Multiple report suite access</td>
<td>✔</td>
</tr>
<tr>
<td>Dynamic Tag Management</td>
<td>✔</td>
</tr>
<tr>
<td>Tag management</td>
<td>✔</td>
</tr>
<tr>
<td>Contextual experience management</td>
<td>✔</td>
</tr>
<tr>
<td>Permission-based workflows</td>
<td>✔</td>
</tr>
<tr>
<td>Rules-driven tag execution</td>
<td>✔</td>
</tr>
<tr>
<td>Data distribution management</td>
<td>✔</td>
</tr>
<tr>
<td>Data Connectors</td>
<td>✔</td>
</tr>
<tr>
<td>Integrate data from third-party marketing applications</td>
<td>✔</td>
</tr>
</tbody>
</table>

6.2 Adobe Analytics Integrations

It’s essential to have a unified platform that easily integrates with applications while leveraging open standards and enabling agile development to create a diverse array of immersive experiences for customers.

Companies are frequently using various tools to measure and optimise different areas of their digital marketing (social media, email, targeting, and so on). Integration between technologies is critical because companies can benefit from integrated data and workflows that streamline processes, provide better insights, and enable greater agility.

6.2.1 Common Third-party Integrations

If you’re considering integrating third-party applications with reporting, Adobe’s Data Connectors platform represents a streamlined way of importing and exporting data out of Analytics. The various pre-built integrations (email, survey, ad serving, and social media) simplify the process of importing data from other marketing applications and also give you control over what report data is shared with third-party vendors. Data Connectors leverage all of the aforementioned input and output mechanisms to automate the process of capturing and sharing data with other systems.
Adding integrations with Data Connectors

Listed below are the most common non-Adobe applications and integrations for Adobe Analytics.

Gigya: the Gigya and Adobe Analytics integration combines the power of Gigya’s integrated social interactions with the behavioural tracking, targeting and reporting of Adobe Marketing Cloud to create powerful analytics and optimisation opportunities for your organisation.

Simply activate the custom conversion variables that you will use for capturing Gigya event data within Adobe SiteCatalyst, and deploy your integration code. Benefits include driving user engagement and conversions across your site or app by tying consumers’ social and on-site actions, collected via Gigya’s Social Login and Plugins, to Adobe® Analytics’ behavioural data. Understand the value and impact of social actions and engagement in the context of your current analytics and KPIs to optimise social marketing ROI.

Key benefits of the Adobe Analytics Gigya integration include:

- Simple integration configuration and deployment;
- Reporting of Gigya related dimensions and metrics within the Adobe Marketing Cloud;
- The power to build Adobe Marketing Cloud analytics segments built with Gigya dimensions.

For data

Kampyle: Kampyle’s integration for Adobe® Analytics combines the power of Kampyle’s integrated feedback system and the behavioural reporting of the Adobe Marketing Cloud®. It empowers analytics and uncovers optimisation opportunities for organisations that need to understand how their visitors interact with their online presence. Integrating Kampyle brings visitor feedback metrics and dimensions into the Marketing Cloud, so that visitor behaviour can
be analysed in the context of attitudes and opinions. The combined solution creates the opportunity to leverage attitudinal insight to optimise web site effectiveness and improve conversion rates.

Once enabled, you can access all of the Kampyle feedback data within Adobe® Analytics report suites. A set of pre-defined dashboards is provided to get you started. The added insight allows you to explore new attitudinal dimensions within existing traffic-orientated segments, including customer satisfaction, NPS and key visitor issues. Or apply behavioural segmentation based on feedback classifications to identify and create new attitudinal segments within funnels or reporting paths. The result is a sharply focused picture of visitor motivations for specific site behaviour.

Kampyle’s integration for Adobe® Analytics lets you continue to analyse data the way you do today, without building new processes or reports — except your web analytics is enriched by user insight. Overlaying behavioural data with feedback lets you optimise efficiently and effectively based on solid visitor insight instead of guesswork, empowering you to meet your business goals today.

For advertising – display

**Tracking First:** Automates the routine of tracking code creation, classification, insertion of that code within a landing page link, and finally link validation. Beyond that, it provides a variety of governance tools, ensuring that your company’s tracking standards are being used across the organisation.

Most clients struggle to implement a standardised process like this on their own. Our research shows that upwards of 70 per cent of codes created by organisations fail to align fully with their own standards. Channel managers and agencies frequently invent their own pet processes, which don’t necessarily conform to the requirements laid out by the analytics team.

Who, knowing of that peril, would ever again accept campaign reports at face value?

Tracking First will restore your company’s faith in its reports, because it forces every new code to conform to a process that you have defined. It shores up all of the technical gaps that typically creep into this process, and ensures that all of your Classification and Marketing Channel reports which key off of the tracking code are 100 per cent trustworthy. Everyone will be standing at attention and ready to report before a single campaign responder hits your site.

In short, your campaign reports will finally mean what you think they mean. Not to mention that your job in creating and maintaining that tight ship will become so easy that you’ll have to find something more rewarding to do with your time.

For email
Lyris: Integrate Lyris with Adobe Analytics and increase revenue through remarketing. Measure revenue generated through your email campaigning effort.

For mobile

Fiksu: Provides industry-leading technology for all of your mobile marketing needs. By combining actionable data, programmatic reach, and ad performance optimisation, Fiksu delivers all of the capabilities a marketer needs to succeed on mobile, including mobile ad tracking and attribution, audience segmentation, media buying, retargeting, optimisation, and analytics.

The Fiksu integration with Adobe Analytics offers you the opportunity to pull Fiksu mobile campaign performance data automatically into Adobe Analytics. By viewing the complete picture of your marketing efforts in one dashboard, you can tie Adobe Analytics insights to Fiksu-driven users to optimise performance further and maximise returns from your mobile marketing spend.

For commerce

Hybris: The Hybris integration with Adobe Analytics enables marketers and analysts to tell the story of what’s happening in their business with data by leveraging high-performance, real-time analytics across online and offline marketing channels. Marketers utilise the information that flows through Adobe Analytics to improve the performance of their marketing activities. Adobe Analytics from SAP is the central source for relevant marketing data supporting digital marketing experiences. Following successful integration, the following reporting will become available in Adobe Analytics:

• KPIs;
• Site Traffic — Pages and Page pathing;
• Site Traffic — Categories and Category pathing;
• Site Traffic — Page Types and pathing;
• Product reports;
• Site Conversion Funnel;
• Products Conversion Funnel;
• Payment Type;
• Merchandising/Finding method;
• Fulfillment method;
• Internal Searches;
• External Campaigns;
• Traffic Sources Reporting;
• Visitor Profile Reporting;
• Visitor Retention Reporting;

For Data Warehouse integration

Tableau: Mash up your Adobe Analytics data with any number of other data sources using Tableau Software. Adobe Analytics Data Warehouse now supports the ability to export directly
to a Tableau Data Extract file (.tde), meaning digital marketers can bring their critical Adobe Marketing Cloud data into the Tableau Environment like never before.

Use cutting-edge visual analytics to explore data sets of any size quickly and even bring additional data from sources like Salesforce, Splunk, Excel files, and countless other data environments. Compare data visually, build interactive dashboards, and share with your team or your entire organisation securely over the web — all without writing a single script or SQL query. Tableau’s easy and intuitive drag-and-drop interface means that digital marketers can focus more time on making decisions with data and less time grappling with complex calculations and queries.

For more information on Adobe Analytics applications and integrations visit Adobe Analytics Exchange.

6.2.2 Marketing Cloud Integrations

The Adobe Marketing Cloud includes powerful web analytics and web site optimisation products that deliver actionable, real-time data and insights to drive successful online initiatives. It offers an integrated and open platform for online business optimisation. The Cloud consists of integrated applications to collect and unleash the power of customer insight to optimise customer acquisition, conversion and retention efforts as well as the creation and distribution of content.

Adobe Analytics + Adobe Social
- Compare social performance against conversion metrics.
- Automate measurement of social applications.
- Automate social campaign measurement.

Adobe Analytics + Adobe Experience Manager
- Easily and automatically deploy analytics across all managed digital properties.
- Have analytics best practices and frameworks built into content deployment and measurement.
- Provide in-context analytics overlays for content authors.

Adobe Analytics + Adobe Target
- Leverage analytics data collection to enrich the visitor profile for automated behavioural targeting.
- Extend analysis of testing and targeting campaigns with deeper segmentation and behavioural breakdowns.
- Optimise and target search results based on behavioural data and business rules.

Adobe Analytics + Adobe Media Optimizer
• Combine data from ad platforms with site engagement and conversion metrics to gain a complete view of ad performance.
• More accurately model and forecast your ad performance.
• More effectively allocate your marketing spend across the channels and then optimise budgeting and bidding within each of those channels.

6.2.2.1 **Enrich Audience Optimisation**

By combining the power of Adobe Analytics, Adobe Audience Manager and Adobe Target, you can enrich user optimisation by delivering your customers a more personalised and relevant experience.

With Adobe Analytics, analyse online and offline customer data to discover and measure new audiences.

**Audience measurement and delivery:**
• Correlation Analysis
• Audience Clustering
• Propensity Scoring

With Adobe Audience Manager, refine audience data from AAP and directly integrated data sources to perform real-time segmenting.

**Audience activation:**
• Segmenting syndication
• Real-time syncing
• Privacy-compliant ad targeting

With Adobe Target, take action on your audiences with personalised targeting and delivery.

**Audience delivery:**
• Offer and content testing
• Cross channel targeted content

6.3 **Validation, Optimisation and Security**

The testing and validation process is used to ensure data reporting accuracy. It should always be done on the development report suite.

The process includes steps both from a technical and administrative level.

6.3.1 **Data Accuracy Validation**

Data accuracy validation is a process of comparing report data with known and verifiable data points.
The validation process should be completed by Adobe personnel, preferably by the Adobe Consultant (the person most familiar with the technical implementation details).

The preferred data points for this validation, in order of preference, are listed as follows:

- (Econversion sites) Comparison of econversion orders for a single day;
- Comparison of known success events, especially logged data where IP address and other browser information generally stored in web server logs can be compared to the data collected;
- Comparison of page views.

All three types of validation require a debug log or data feed for the time period in question. This is generally one day or less.

It is expected that orders or success events can be measured to within 2–3 per cent of actual values (sometimes reaching higher accuracy levels) using standard JavaScript-based implementations. This assumes an SSL page, since SSL pages are cached much less frequently, and by definition they should not be cached. An implementation with fully server-side image requests on an SSL page should come within about 0–1 per cent of actual values. Non-secure pages may experience higher differences, but still within five per cent of actual values.

When comparing page views for a single time period, it is expected that the page views can be accounted for within five per cent of actual values, not including monitoring (such as Keynote or WhatsUpGold) or automated traffic (spiders, bots, and scripts).

Data accuracy comparisons need to take into account the following items:

- Quality assurance or other types of internal testing that may be filtered by IP addresses or VISTA rules;
- Smart tags that only generate tags for certain types of orders or traffic;
- Queries for comparison must take into account what is being measured by the web site (not including returns, orders placed by customer service personnel, or other special conditions);
- Ensure that the time zone differences between the query and the report suite match;
- Custom Keynote or similar traffic (Keynote Transaction, etc.) that measures the ordering process and may be reflected in tags, but removed from ordering systems;
- Account for the client’s de-duping processes;
- Reloads of the order page (Orders are de-duplicated based on purchaseID).

To go through the list and each of the step components go to Testing and Validation Process.

6.3.2 Optimisation
Analytics deployment is organised into three major steps.

1. Pasting a snippet of HTML code onto each page (or page template) of a web site. The HTML code snippet is very small (400 to 1000 bytes) and contains JavaScript variables and other identifiers that facilitate the data collection process.

2. The code snippet calls a JavaScript library file, which contains JavaScript functions specific to Analytics used during metrics collection. If the Analytics code is implemented correctly, the time required for the browser to execute the JavaScript library file is usually negligible.

3. The library file makes an image request to an Adobe data collection server. The server collects the data being submitted and returns a 1x1 transparent image to the visitor’s browser. This third step adds an insignificant increment to the total page download time.

You can take additional steps to minimise Analytics overhead:

**Page Naming**
The `pageName` variable is used to identify each page that is tracked on the web site.

If the `pageName` variable is not populated with a defined value (such as Home), Analytics uses the URL of the page. Because the page name is central to your reports, make sure that all parties in your organisation agree on a strategy before you implement.

Depending on the content management system your site uses, it is helpful to add content elements to your system that can be used to populate Analytics variables. Many companies find that most Analytics variables can be populated from existing content management elements.

**Variable Length**
The length of Analytics variables can impact the size of the HTML code snippet, JavaScript library file, and image request. If a customer has many variables that are long (60 characters or more) the values can be replaced with shorter identifiers. Data classifications or VISTA rules can be used to translate the identifiers to friendly names.

**HTML Code Snippet**
Many users have variables declared, but no value is assigned to the variable. Removing unused variables helps to reduce the page size.

**Javascript Library File**
The JavaScript library file is intended to be cached in the user’s browser after the initial load, which limits the amount of data that needs to be downloaded. Page-specific variables should be placed in the HTML snippet. All other variables should be put in the JavaScript library file.

**Caching Directives**
Adobe customers should ensure that their web servers are set up to take advantage of this functionality. For example, make sure that the NO-CACHE setting is set to false. Additionally, ensure that the expiration date is sufficiently long. Make sure any proxy caches are set up with the correct configuration. The customer’s web server documentation provides more information.
Tables
Many web browsers do not start displaying the contents of a table until the browser has compiled the entire table. If the entire contents of the page are inside one big table, the browser must compile the entire contents of the page before anything is displayed. Placing the call to the JavaScript library file outside table tags ensures that the call to the Analytics servers does not impact the displaying of the page content.

File Compression
Customers can compress the JavaScript library file by using standards-based encoding (such as gzip). Typical compression algorithms can reduce the size of the JavaScript file by 40–60 per cent or more.

Secure Pages
Secure pages (pages loaded under https://) encrypt the image request and add to the total download time. Secure pages can add as much as 50–75 per cent overhead to the image request. Customers should ensure that https is used only where necessary.

Content Delivery Services/Networks
Content Delivery Services or Content Distribution Networks (CDNs) such as Akamai and Speedera push web content closer to the edge of the network, keeping frequently-requested documents close to the location where they are accessed. Typically, this reduces access latency, bandwidth usage, and infrastructure cost.

Your AppMeasurement for JavaScript library file can be delivered via a CDN to enhance performance and delivery of the file to the site visitor. Adobe customers need to ensure they have configured their CDN services correctly. CDNs are a common reason for fluctuations in download times and should be considered the most probable cause for any changes in download times. Tag manager stores all JavaScript on a CDN.

JavaScript File Location and Concurrency
Placing the call to the JavaScript library file at the top of the page ensures that the image is among the first elements to be downloaded. Most web browsers download images concurrently. Typically three to four images can be downloaded simultaneously.

Because most web browsers download elements concurrently, the status bar of many common browsers does not accurately reflect which element the browser is trying to load. For example, your status bar may report that your browser is waiting for image 1 to download. The network packet tests show your browser has already received image 1 and is currently waiting for image 2.
Peering
Private Network Peering enables data to pass from an ISP’s network to the Analytics network more efficiently.
Peering is simply the agreement to interconnect and exchange routing information without the need of the public network. Please contact Adobe Engineering if an ISP is interested in establishing a peering relationship.
Although peering may provide some benefits to Adobe ISP customers, optimising the HTML snippet and the web server’s caching directives are likely have a much greater impact. High-volume ISP customers realise the most benefit from peering.

6.3.3 Security

Security Manager in Adobe Analytics enables you to control access to reporting data. Options include strong passwords, password expiration, IP login restrictions, and email domain restrictions.

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Require Strong Passwords</td>
<td>Forces users to create more secure passwords that adhere to the following rules:</td>
</tr>
<tr>
<td></td>
<td>• Must be at least eight characters in length.</td>
</tr>
<tr>
<td></td>
<td>• Has at least one symbol/number character between the first and last characters.</td>
</tr>
<tr>
<td></td>
<td>• Has at least one alpha character.</td>
</tr>
<tr>
<td></td>
<td>• Cannot be found in a dictionary or contain words from a dictionary (English).</td>
</tr>
<tr>
<td></td>
<td>• May not include any three consecutive characters from the login username.</td>
</tr>
<tr>
<td></td>
<td>• Must be different than the previous ten passwords.</td>
</tr>
<tr>
<td>Note: This feature is enforced on new passwords going forward. It does not check existing passwords, or force users to change existing passwords. For this reason, consider enabling password expiration to force users to change their passwords and adhere to the strong password rules.</td>
<td></td>
</tr>
<tr>
<td>PasswordExpiration</td>
<td>Forces users to regularly change their user account password. You can specify the interval at which you want passwords to expire, and force passwords to expire immediately.</td>
</tr>
<tr>
<td>Enforce IP Login Restrictions</td>
<td>Limits report access to specific IP addresses or IP address ranges. You can add up to 100 entries in the IP Address Filter list, and each entry can be a specific address or a range of addresses.</td>
</tr>
</tbody>
</table>
6.4 Adobe Debugger

The Adobe Debugger (previously DigitalPulse Debugger) is a free tool provided by Adobe that lets you view the data being collected from your site on any given page.

When executed in your browser, it shows the image requests that transmitted data from that page into Marketing Cloud solutions, along with any variable values or parameters that were captured. This allows you and your developers to check the validity of your implementation on any page on your site.

The Adobe Debugger is officially supported for use in all recent versions and builds of Mozilla Firefox, Google Chrome, Microsoft Internet Explorer, and Apple Safari. It is installed as a bookmark in your browser. Copy the provided JavaScript code to your clipboard and then create a bookmark in a supported browser.

For instructions on how to install Adobe Debugger go to install.

6.5 Democratisation

Democratisation refers to the process by which access to technology rapidly continues to become more accessible to more people. At an internal scale, the use of Adobe Analytics needs to be slowly democratised across your organisation. This can be done by sharing knowledge and training staff, and the result will be the better utilisation of the solution as internal engagement increases.

6.6 User Access
In order to manage the security around your data, ensure that you have clearly defined Working Groups which can include both internal employees and third parties who need access to the data to manage your campaigns. Create buckets of users and then create an accessibility map similar to the below to understand the extent of their visibility and accessibility of company reporting.

### 6.7 Automation

Use the user usage reports in Adobe Analytics to understand which of your users most frequently login and those who don’t.
Automation can offset resource bandwidth issues. Whenever a company can substitute technology for people through automation, it means it can either reduce costs or reallocate resources to more strategic areas. Digital analytics can provide automated alerts to notify analysts of key problems requiring investigation, and refreshable Excel-based dashboards to simplify reporting and free up analysts’ time to focus on more strategic analyses.

6.8 Leveraging Your Investment (The Big Picture)

The Adobe Marketing Cloud includes powerful web analytics and website optimisation products that deliver actionable, real-time data and insights to drive successful online initiatives. It offers an integrated and open platform for online business optimisation. The Cloud consists of integrated applications to collect and unleash the power of customer insight to optimise customer acquisition, conversion and retention efforts as well as the creation and distribution of content.
Once you are up running with Adobe Analytics and want to grow your digital capabilities to the next level, you might want to go back to what your business needs are. We see a common trend of Analytics users purchasing Adobe Experience Manager (AEM) as a next step in order to improve their web and mobile sites’ experiences. Clients who feel they have a gap in acquisition, or want to improve their customer reach, opt to follow their AEM or Analytics purchase with Adobe Social, Campaign or Media Optimizer depending on their specific needs.

If your objective is to increase personalisation and engagement, we suggest you purchase Adobe Target together with Adobe Audience Manager. This will help you test and personalise content across channels as well as extending audiences across solutions. In the specific case that you manage high volumes of video content and want to improve your video delivery across channels and devices, Adobe Primetime will do the work.

Continue growing your digital marketing strength and add a new Adobe Marketing Cloud solution based on what your business demands. A good integration across solutions will help you make, manage, measure and monetise your content across every channel and screen.

### 7 Checklists

The following lists highlight some specific high-level points; they are not meant to be exhaustive but aim to give some pointers and provide a basis for your own checklists. You and your Adobe Customer Success Manager can use the first checklist to qualify which of our recommendations from this document have been put in place.

<table>
<thead>
<tr>
<th>Item</th>
<th>Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Executive sponsor assigned</td>
<td>Client</td>
</tr>
<tr>
<td>2 Stakeholder buy-in across the business</td>
<td>Adobe</td>
</tr>
<tr>
<td>3 Analytics communication plan created</td>
<td>Comments</td>
</tr>
<tr>
<td>4 A program name is assigned, a budget defined, project success criteria documented and this together with the executive sponsor has been communicated across the business</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Description</td>
</tr>
<tr>
<td>---</td>
<td>----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>5</td>
<td>Steering Committee set up</td>
</tr>
<tr>
<td>6</td>
<td>Working Group set up</td>
</tr>
<tr>
<td>7</td>
<td>KPI metrics set against current business goals</td>
</tr>
<tr>
<td>8</td>
<td>KPI metrics agreed and set across the business units</td>
</tr>
<tr>
<td>9</td>
<td>Digital strategy aligned and communicated</td>
</tr>
<tr>
<td>10</td>
<td>An analytics measurement strategy is defined and communicated</td>
</tr>
<tr>
<td>11</td>
<td>A data strategy is documented</td>
</tr>
<tr>
<td>12</td>
<td>Roadmap includes progressively advanced analysis to mature the business</td>
</tr>
<tr>
<td>13</td>
<td>Roles and responsibilities defined and communicated</td>
</tr>
<tr>
<td>14</td>
<td>Organisational structure is defined</td>
</tr>
<tr>
<td>15</td>
<td>Roles and responsibilities are documented</td>
</tr>
<tr>
<td>16</td>
<td>Training and enablement plan created</td>
</tr>
<tr>
<td>17</td>
<td>A proactive effort is underway to develop a culture of analytics and testing</td>
</tr>
<tr>
<td>18</td>
<td>Implementation process defined</td>
</tr>
<tr>
<td>19</td>
<td>Analysis request workflow defined</td>
</tr>
<tr>
<td>20</td>
<td>External data integrations setup</td>
</tr>
<tr>
<td>21</td>
<td>Reports and dashboard by R&amp;R setup and scheduled</td>
</tr>
<tr>
<td>22</td>
<td>Audiences segments defined and embedded in reporting</td>
</tr>
<tr>
<td>Basis Analysis and Reporting Opportunities</td>
<td>Adobe Analytics Product Maturity Activities</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td><strong>Adobe Analytics maturity</strong></td>
<td>28 assessment completed</td>
</tr>
<tr>
<td><strong>8 Adobe Analytics Product Maturity Activities</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Basis Analysis and Reporting Opportunities</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Additional Analysis Opportunities</strong></td>
<td><strong>Report Type</strong></td>
</tr>
<tr>
<td>Visit, Buy Complete, Buy Premium, Quote Complete, Lead Complete, Call, Self Service Complete &amp; Self Service Cost Savings</td>
<td>Line Chart</td>
</tr>
<tr>
<td>Visit, Buy Complete Rate, Buy Premium Rate, Quote Complete Rate, Lead Complete Rate, Call, Self Service Complete Rate, Self Service Cost Savings Rate</td>
<td>Bar Chart &amp; Tabular</td>
</tr>
<tr>
<td>Visit Started, Quote Completed, Buy Started, Buy Completed, Buy In</td>
<td>Line Chart</td>
</tr>
<tr>
<td>Visit Started, Quote Completed, Buy Started, Buy Completed, Buy In</td>
<td>Bar Chart &amp; Tabular</td>
</tr>
<tr>
<td><strong>Server calls and user usage reports scheduled</strong></td>
<td></td>
</tr>
<tr>
<td><strong>A community data dictionary is shared</strong></td>
<td></td>
</tr>
<tr>
<td>Templates documented and used across the business</td>
<td></td>
</tr>
<tr>
<td>User groups and permissions are set</td>
<td></td>
</tr>
<tr>
<td>Targets and alerts set</td>
<td></td>
</tr>
<tr>
<td>Business Question</td>
<td>Reporting Metrics</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Which of my paid marketing campaigns and/or KPI performance when segmenting for visitors with high purchase volume?</td>
<td>Visitors, Visits, Buy Complete, Buy Premium, Quote Complete, Lead Complete, Click to Call, Self Service Complete &amp; Self Service Cost Savings</td>
</tr>
<tr>
<td>Which of my acquisition channels aren’t driving KPI performance when segmenting for platform-specific visitors (e.g., Apple)</td>
<td>Visitors, Visits, Buy Complete, Buy Premium, Quote Complete, Lead Complete, Click to Call, Self Service Complete &amp; Self Service Cost Savings</td>
</tr>
<tr>
<td>How do my acquisition channels convert to my conversion channels?</td>
<td>Visitors, Visits, Buy Complete, Buy Premium, Quote Complete, Lead Complete, Click to Call, Self Service Complete &amp; Self Service Cost Savings</td>
</tr>
<tr>
<td>What key entry or content site sections aren’t driving KPI activity when segmenting by date?</td>
<td>Visitors, Visits, Buy Complete Participation, Buy Premium Participation, Quote Complete Participation, Lead Complete Participation, Click to Call Participation, Self Service Complete Participation, Self Service Cost Savings Participation</td>
</tr>
<tr>
<td>What key entry or content pages aren’t driving KPI activity when segmenting age of purchase (Less than 30)?</td>
<td>Visitors, Visits, Buy Complete Participation, Buy Premium Participation, Quote Complete Participation, Lead Complete Participation, Click to Call Participation, Self Service Complete Participation, Self Service Cost Savings Participation</td>
</tr>
<tr>
<td>What self-service functions aren’t being used by customers and which should we invest further in?</td>
<td>Visitors, Self-Service Complete, Cost Savings Participation</td>
</tr>
</tbody>
</table>
Advanced Analysis and Reporting Opportunities

Digital intelligence segmentation strategies rely heavily on demographic, historical, behavioural, and environmental data and can be derived via rule-based or data-mining techniques. With a segmentation strategy in place, the rule sets that identify key audiences and behaviours can be efficiently applied to metrics, reports, and analysis projects to focus users on actionable outcomes. In addition, enterprise segmentation strategies are extensible to acquisition and retention marketing.

<table>
<thead>
<tr>
<th>Additional Analysis Opportunities</th>
<th>Report Location</th>
<th>Segment Applied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use</td>
<td>Use</td>
<td>Use</td>
</tr>
<tr>
<td>- Advanced 3-level segmentation</td>
<td>- Report &amp; column wise by rule compositions</td>
<td>- Advanced 3-level segmentation</td>
</tr>
<tr>
<td>- Report &amp; column wise by rule compositions</td>
<td>- Report &amp; column wise by rule compositions</td>
<td>- Advanced 3-level segmentation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Report Type</th>
<th>Segment Applied</th>
</tr>
</thead>
<tbody>
<tr>
<td>User</td>
<td>Use</td>
</tr>
<tr>
<td>- Truly unique</td>
<td>- Report &amp; column wise by rule compositions</td>
</tr>
<tr>
<td>- Complex multi-level breakdowns</td>
<td>- Advanced 3-level segmentation</td>
</tr>
<tr>
<td>- Identify customers for further analysis and their ability to engage more</td>
<td>- Report &amp; column wise by rule compositions</td>
</tr>
<tr>
<td>- Use up to 3 metrics to create a 3D visualization of performance</td>
<td>- Advanced 3-level segmentation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reporting Metrics</th>
<th>Additional Analysis Opportunities</th>
<th>Report Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any KPI Metrics</td>
<td>Use</td>
<td>Use</td>
</tr>
<tr>
<td>- Truly unique</td>
<td>- Report &amp; column wise by rule compositions</td>
<td>- Advanced 3-level segmentation</td>
</tr>
<tr>
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<td>- Report &amp; column wise by rule compositions</td>
</tr>
</tbody>
</table>
Adobe Consulting Operational Maturity Review

Operational Readiness Assessment and Recommendations — $6k (per brand/business unit)
Adobe Consulting provides a package to review your operational business readiness and provide a recommended roadmap of initiatives to accelerate your maturity. This service is highly recommended if you are new to the solution and need assistance in evaluating your capabilities.

Activities include:
- Conference call/meeting to interview executive sponsor;
- Consulting guidance on completing the solution maturity assessment;
- Consulting walkthrough of maturity operational readiness checklist;
- Qualification of current documents, templates, processes;
- Draft of initial findings, highlight focus themes reviewed with executive sponsor;
- Executive sponsor sign-off;
- High-level roadmap of recommendations presented to stakeholder group.

Adobe Analytics Glossary of Terms

Acquisition
The attraction, enticement, gain, or addition of new visitors to your web site. You can create a calculated metric to determine the cost required to acquire each new visitor.

Activity
Marketing activity as part of a campaign. In Adobe Target, activity is your means of controlling what content to show to whom, and when to show it.

Allocation
Conversion variables (eVars) allow Adobe Analytics to attribute success events to specific variable values. Sometimes, variables encounter more than one value before hitting a success event. For these cases, allocation determines which variable value gets credit for the event.

Anomaly
An anomaly is detected using statistical modeling to find unexpected trends in your data automatically. The model analyses metrics and determines a lower bound, upper bound, and expected range of values. When an unexpected spike or drop occurs, the system alerts you to the anomaly in the report.

Calculated Metric
Calculated metrics enable you to combine metrics to create mathematical operations that are used as new metrics. These metrics can be created for a report to which you add metrics. Administrators can create calculated metrics for all users of a report suite.
Campaign
Campaigns are defined and used in various ways in Marketing Cloud products.

Channel
Generally, a channel is a section (or category) of your site. For example, a web site might have two channels, one for Weather and one for News.

Classification
Classifications are created by grouping (classifying) granular data from a source report. For example, you might want to analyse display ads, but they are mixed with email, partner, text ad, and social media campaigns. You can create groups so that you can analyse them separately.

Clickstream Data Feeds
Raw clickstream data that is collected from web sites, mobile apps, or is uploaded using web service APIs or data sources, is processed and stored in Adobe’s Data Warehouse. This raw clickstream data forms the data set that is used by Adobe Analytics.

Conversion Variable (eVar)
The Custom Insight Conversion Variable (eVar) is placed in the Adobe code on selected web pages of your site. Its primary purpose is to segment conversion success metrics in custom marketing reports. eVar variables can be visit-based and can function similarly to cookies on the site. Values passed into eVar variables follow the user for a predetermined period of time, based on configurations made on the Settings tab.

Count Repeat Instances
Specifies in ad hoc analysis whether instances are counted in reports. This means that if you have multiple sequential values for the same variable, you can count them either as one or multiple instances of the variable.

Correlation
The relationship between two traffic reports in a report suite. You can run correlation reports by breaking down report data. For example, you can run a correlation breakdown report that shows visitor age group correlated with the type of search engine the visitors use.

CPM
Cost per Thousand. Pertains to instances in which the code on the client’s web page generates a server call to Adobe — for example, an image request.

CPMM
Cost per Million. Pertains to instances in which the code on the client’s web page generates a server call to Adobe — for example, an image request.

Creative Element
Creative elements are characteristics that vary between placements or instances of the campaign, and include characteristics such as media type, headline, keyword, and media vendor.
Custom Traffic Variable (s.prop)
Custom traffic variables, also called props (s.prop) or property variables, are counters that count the number of times each value is sent into Analytics.

Current Data
The Include Current Data option on reports lets you view the latest Analytics data, often before data is fully processed and finalised. Current Data displays most metrics within minutes, providing actionable data for quick decision making. Current Data is enabled by default on all reports that support it.

Data Connectors
Adobe Data Connectors provide a complete development ecosystem to help Data Connectors partners integrate their products and services into the Adobe Marketing Cloud.

Data Sources
You can use Analytics to create and manage FTP-based Data Sources, which leverage FTP file transfer to import offline or historical data into the Marketing Cloud. After creating a Data Sources instance, the tool provides an FTP location that you can use to upload Data Sources files. Once uploaded, Data Sources automatically locates and processes them. After the files are processed, the data is available for Analytics reporting.

Decision Tree
In data workbench, decision trees are a predictive analytics visualisation used to evaluate visitor characteristics and relationships. The Decision Tree Builder generates a decision tree visualisation based on a specified positive case and a set of inputs.

Deduplication
The removing of duplicate events and visits from reporting.

Dimensions
Descriptions or characteristics of metric data that can be viewed, broken down, and compared in a report. They are non-numeric values and dates that correlate, sub-relate, or are a classification of the original report type metric.

Event Serialisation
The process of implementing measures to prevent duplicate events from entering Analytics reporting. Duplicate events can occur when a user refreshes a page multiple times, navigates to a certain page multiple times, or saves the web page to their machine (some users may save the purchase confirmation page to their computer). Every time they viewed the page, orders and revenue would be counted again if event serialisation were not in place.

Exit Link
Any link that takes a visitor away from your site.

Expiration Trigger
Sets the lifetime of a variable value by letting you tell the system when to expire the variable’s value. Expiration triggers can be dates, time periods, or conversion events. It’s the event or action that occurs that expires the value of a variable. A campaign variable could be set to expire on purchase. An internal search term can be set to expire with a visit.
Fallout Report
The Fallout Report shows where visitors leave (fallout) and continue through (fallthrough) a pre-specified sequence of pages. It displays conversion and fallout rates between each step. For example, you can track a visitor's fallout points during a buying process. You select a beginning point and a conclusion point, and add intermediate points to create a web site navigation path.

Gantt View
The Gantt view provides a quick view of when your site campaigns began and when they ended, and how they affected your site's success metrics. You can see the day each campaign began as well as the day the campaign ended.

Gauge Reportlet
Gauge reportlets show the performance of a specific metric according to a custom-defined scale. You have the option to select a dial, bar, or bulb visualisation type, set the scale (thresholds) you wish to use, and define other report details.

Granularity
The level of period-based detail at which you are viewing your report data. Granularity can be daily, weekly, monthly, and so on.

Hierarchy
The hierarchy variable is used to determine the location of a page in your site’s hierarchy or page structure. Hierarchies reflect the natural organisation of the site. The hierarchy variable is most useful for sites that have many levels in the site structure. For example, a media site may have four levels to the Sports section: Sports, Local Sports, Baseball, Red Sox. If someone visits the Baseball page, then Sports, Local Sports and Baseball reflect that visit.

Hit
A single image request to Adobe servers, generated when a user requests a resource on a web site. A request can result in an error or a successful transmission of any data type. Each Track and Track Link call generates a hit.

Image Request
An image request is used to send data to Adobe data collection servers. It is also known as a web beacon and is a transparent graphic image no larger than 1x1 pixel. It is placed on a web site or in an email to track visitor behaviour. Data collection parameters are attached to the source of the image and read by the data collection server.

Internal Search Term
Search terms typed when visitors are on your web site.

Key Performance Indicator (KPI)
Key performance indicators simplify web analysis data reporting so that only relevant information is presented in an easily understood and actionable format.

Lifetime Value
The total amount of a given success metric for a single user, for example, the total number of lifetime visits for a user.
**List Prop**  
A list prop is a traffic variable that can accept multiple values at once. A delimited list of values is passed into the variable, then reported as individual line items. List props are most commonly implemented on pages that contain user-selectable values, such as listed items with check boxes or radio buttons. They are useful in any circumstance where you want to define multiple values in a variable without sending multiple image requests.

**Login Company**  
A login company is a collection of report suites used by your organisation. Some organisations have multiple login companies that apply to different parts of the organisation. This is especially useful for large organisations that deal with different business units where many report suites are not applicable to others in the company.

**Marketing Cloud**  
The Marketing Cloud is an integrated family of digital marketing solutions, as well as an intuitive interface for new resources and capabilities, called core services, for your business. Solutions include: Reports & Analytics, Ad Hoc Analysis, Data Workbench, Data Warehouse, Visitor Click Map, and Adobe Report Builder.

**Master Marketing Profile**  
The Master Marketing Profile provides the ability for Adobe Marketing Cloud solutions to communicate and share information about web site visitors so the same data can be used by each solution. The Master Marketing Profile eliminates the need for customers to use their visitors and their visitor web sessions as the integration point between the solutions by moving the integration point to the Adobe Marketing Cloud.

**Metric**  
Metrics are quantitative information about visitor activity, such as Views, Click-Throughs, Reloads, Average Time spent, Units, Orders, and Revenue. They are the foundation of reports and help you view and understand data relationships. They let you perform side-by-side comparisons of different data sets about your web site.

**Multi-Suite Tagging**  
The ability to send data to multiple report suites using a single image request.

**Normalisation**  
Normalisation shows the percentage of change between comparison reports — useful when date ranges have a different number of days, or different volumes of traffic. Normalisation takes all metrics and forces them to equal proportions, raising or lowering individual line items according to their normalised total. Normalising lets you match trends when one date is much higher or lower than the other.

**Original Referring Domain**  
Customers can visit your site multiple times and have a different referrer for each visit. The original referring domain is the referring domain customers used the first time they arrived at your site.
Pathing
Pathing is defined as the path that users take through your site. For example, a visitor went to page A, then page B, then page C.

Persistence
Persistence refers to the ability of conversion variables to retain their value from one page to the next. You can choose how long a conversion variable retains its value, whether for a specified duration of time, or until a specific success event takes place. Traffic variables are not persistent.

Ranked Report
Displays a table with ranked items, using numbers and percentages in metrics. For example, a Pages Report ranks the pages on your site based on traffic, and the detail table shows percentages and numbers for metrics like Page Views and Revenue. A horizontal bar chart is the default graph type. Graphs display a colour for each metric. Ranked reports can display multiple metrics in a report.

Real Time
Real-time reports display web page traffic and rank page views in real time, so that you can more quickly understand what is trending on your site.

Report
Standard reports display data for web site and visitor activity, traffic patterns, referral data, advertising campaigns, visitor retention, product data, and more. You can run reports and then access tools to configure segments, metrics, and report comparisons.

Report Suite
A report suite defines the complete, independent reporting on a chosen web site, set of web sites, or subset of web pages. Usually, a report suite is one web site, but it can be a global segment where you have combined several sites’ numbers to get totals. When you log in to the marketing reports, ad hoc analysis, and Report Builder, you select one report suite to use (except when you use roll-ups that combine report suites).

Segment Container
The Segment Builder utilises a container architecture that lets you determine what to include in a segment. The Visitor container is the outermost container and includes overarching data specific to the visitor across visits and page views. A nested Visit container lets you set rules to break down the visitor’s data based on visits, and a nested Hit container lets you break down visitor information based on individual page views. Each container lets you report across a visitor’s history, interactions broken down by visits, or break down individual hits.

Segmentation
Segments are custom subsets of data, or data filtered by rules that you create. Segments are based on hits, visits, and visitors. For example, you can run a Pages Report and then apply a Visitors from Mobile Devices segment.

Server Call
A server call, also known as a hit or an image request, is an instance in which data is sent to
Adobe servers to process. The most common type of server call is a page view. A page view is where a visitor views a page on your web site and a server call is generated to Adobe, where information is collected, processed, and then included in your report metrics. There are other types of server calls, including exit links and file downloads, where data is sent to Adobe to process, but is not recorded as a new page view. Even excluded page views (excluded from your reports by an IP address range you configure, for example) are server calls because they are received and processed by Adobe but never show up in your reports.

**Subrelation**
The ability to break down conversion reports by other conversion reports. **Subrelation** is synonymous with *conversion report breakdown*.

**Success Event**
Success events are actions that can be tracked. You determine what a success event is. For example, if a visitor purchases an item, the purchase event could be considered the success event. Other examples include media subscriptions, self-service tool usage, searches, downloads, checkouts, etc.

**Transaction Unique Customer URL**
Any process set by the web site owner that begins with an order variable and ends with a success variable. This could mean a product purchase, newsletter sign-up or e-mail request for information after going through a preset process. A unique customer is registered when a person makes a purchase from your site for the first time within a specified period of time. In other words, while one person may buy from your site three times, this person would be recorded as one unique customer. You can tell exactly how many individual people are purchasing from your site.

**Trended Report**
A report view that lets you view trends over a given time period, so that you can identify data patterns.

**Unique Visitors**
Unique visitors represent the number of de-duplicated (counted only once) visitors to your web site over the course of a specified time period. A unique visitor is determined with cookies. Unique visitors are calculated based on the selected reporting period. Any visitor during that reporting period will be counted only once.

**Visit Depth**
The depth to which customers to your site browse. For example, if a customer views three pages on your site before making a purchase, that visit depth would be three.

**VISTA Rules**
Visitor Identification, Segmentation and Transformation Architecture (VISTA) is a server-side approach to populating report variables. VISTA uses visitor segmentation rules to create real-time segmentation of all online data. These rules enable you to alter or segment data in nearly any way that you choose, without the need for implementing complex logic on your site. An unlimited number of visitor segmentation rules can be defined with VISTA.
11 Adobe Analytics Templates

Campaign measurement template:

<table>
<thead>
<tr>
<th>Campaign Name</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.3 Team, Campaign Dates</td>
<td></td>
</tr>
<tr>
<td>1.4 Objectives</td>
<td></td>
</tr>
<tr>
<td>1.5 Campaign Architecture</td>
<td></td>
</tr>
<tr>
<td>2.1 KPIs - Awareness</td>
<td></td>
</tr>
<tr>
<td>2.2 KPIs - Engagement</td>
<td></td>
</tr>
<tr>
<td>2.3 KPIs - Sales Dashboard</td>
<td></td>
</tr>
<tr>
<td>3.0 Tracking</td>
<td></td>
</tr>
<tr>
<td>4.0 Key Milestones for Proposal</td>
<td></td>
</tr>
<tr>
<td>4.1 Approval</td>
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</tbody>
</table>

Deep dive insights request template:
# Deep dive insights request

**Reporting Date:**

<table>
<thead>
<tr>
<th>Start Date</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Data Required if request is once-off:**

<table>
<thead>
<tr>
<th></th>
<th>Split of Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day/Week/Month</td>
<td></td>
</tr>
</tbody>
</table>

**Request Purpose:**


**The business questions you are looking to answer:**


**Your Name:**

<table>
<thead>
<tr>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

**Email:**

<table>
<thead>
<tr>
<th>Business Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

1. As soon as possible 2. Next week 3. When you can get to it

**Please list urls or provide an attachment:**


**Reporting Depth:**

- [ ] Data block
- [ ] Tabulation
- [ ] Graphs
- [ ] Comments on Analysis
- [ ] Brief Analysis
- [ ] In-depth analysis and insights

**Do you Requires:**

- [ ] Screenshots
- [ ] Reporting instructions for duplication
- [ ] In Excel 2003
- [ ] In printable format
- [ ] ExcelClient Data blocks for updating

---

**Reporting templates:**
ABC Analysis

Use sign-posts
Highlight summaries &
Actionable recommendations

Highlights:

Recommendations: