Adobe Digital Publishing Suite, Analytics Service

Analyze and optimize content for greater business impact

Since the first Apple iPad shipped, the tablet has given birth to a new paradigm for digital content distribution, not only for magazine and newspaper publishers, but also for brands and corporations that are using apps as part of their marketing mix. While media publishers have experienced significant growth as they've engaged their audiences on tablet devices, brands and corporations have also started distributing a variety of publications—sales enablement materials, marketing communication collateral, annual reports, catalogs, event guides, and training materials—to inform and entertain their readers.

As publishers, brands, and institutions navigate mobile app production and delivery, they rely heavily on analytics to guide them. Analytics in Adobe Digital Publishing Suite provides publishers and brands with timely, actionable intelligence about how readers are consuming digital content on tablet and smartphone apps. These insights help organizations develop a better understanding of the type of content that drives positive business outcomes. The Analytics Service is part of Adobe Digital Publishing Suite, a complete mobile content publishing platform that enables organizations to create, distribute, monetize, and analyze rich digital content. In addition, analytics provided by Digital Publishing Suite are powered by Adobe Analytics, part of Adobe Marketing Cloud.

Business benefits

The Digital Publishing Suite Analytics Service provides more visibility into how users interact with digital content, giving brands and publishers greater insight into the content and interactivity types that resonate with their users. As a result, businesses can make more informed decisions about their digital publishing and mobile marketing initiatives, delivering greater return on investment.

Media companies, including magazine publishers producing applications, can use these insights to improve the user experience in their digital editions for both editorial and advertising content. Better insights into editorial engagement allow publishers to fine-tune the content experience they provide to users—for example, by selecting editorial themes and interactivity types that demonstrably resonate with a publisher's audience. Similarly, better insights into how users are interacting with advertisements help publishers identify the most engaging ad formats and placements and establish premium pricing for those units.

For corporate publishers, the Digital Publishing Suite Analytics Service enables marketing teams to perform in-depth analyses of how users are interacting with content in sales enablement apps, digital catalogs, product brochures, or training materials. These types of actionable analytics can help publishers increase brand engagement and drive interaction with products and services. In addition, the Digital Publishing Suite Analytics Service helps marketing teams optimize the design and packaging of corporate magazines, annual reports, merchandising applications, and other digital content. Because of the personalized nature of tablet devices, marketers can use analytics to customize and measure campaigns for select target audiences, both internal and external, to improve the effectiveness of corporate communications and branding programs.

Key features

The Adobe Digital Publishing Suite Analytics Service provides several important features for publishers and brands, including:

- Baseline analytics reports for measuring application download and installation, folio downloads, content usage, and interactivity engagement

- Automatic, preconfigured measurement of reader interactions with digital publications, without manual tagging of content or instrumentation of the app

- Offline data collection to help ensure that all activities are measured, even if the user's device is not connected to the Internet

Publishers and brands have two options to access Digital Publishing Suite analytics data. In Digital Publishing Suite, Enterprise Edition customers can access standard, preconfigured, baseline analytics from within the DPS Dashboard. For companies looking for deeper, custom analysis of app data, DPS integration with Adobe Analytics enables access to an extended set of analytics reports.

	Digital Publishing Suite, Enterprise Edition
Automatic measurement without manual tagging of content	●
Standard base-level analytics reporting	●
Offline data measurement and upload	●
Advanced reporting and analysis in Adobe Analytics	● (Requires Adobe Analytics subscription)

Standard baseline analytics reporting

Analytics in Digital Publishing Suite enables publishers to measure baseline metrics in apps. As soon as an application created with Digital Publishing Suite is accessed by a user, the platform begins collecting data, without manual tagging of content. The resulting analytics are accessible through the Analytics link in the DPS Dashboard.
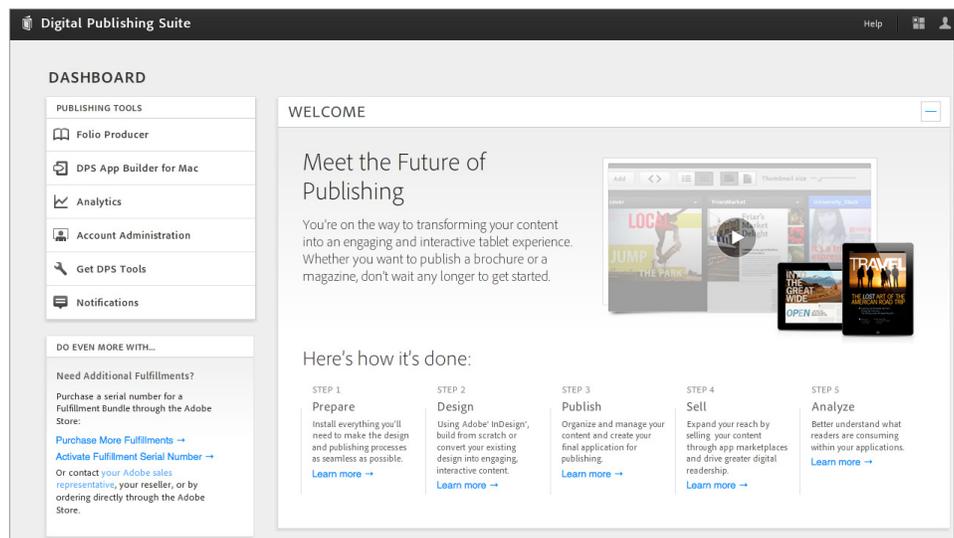
Access baseline analytics through the Adobe Digital Publishing Suite Dashboard.
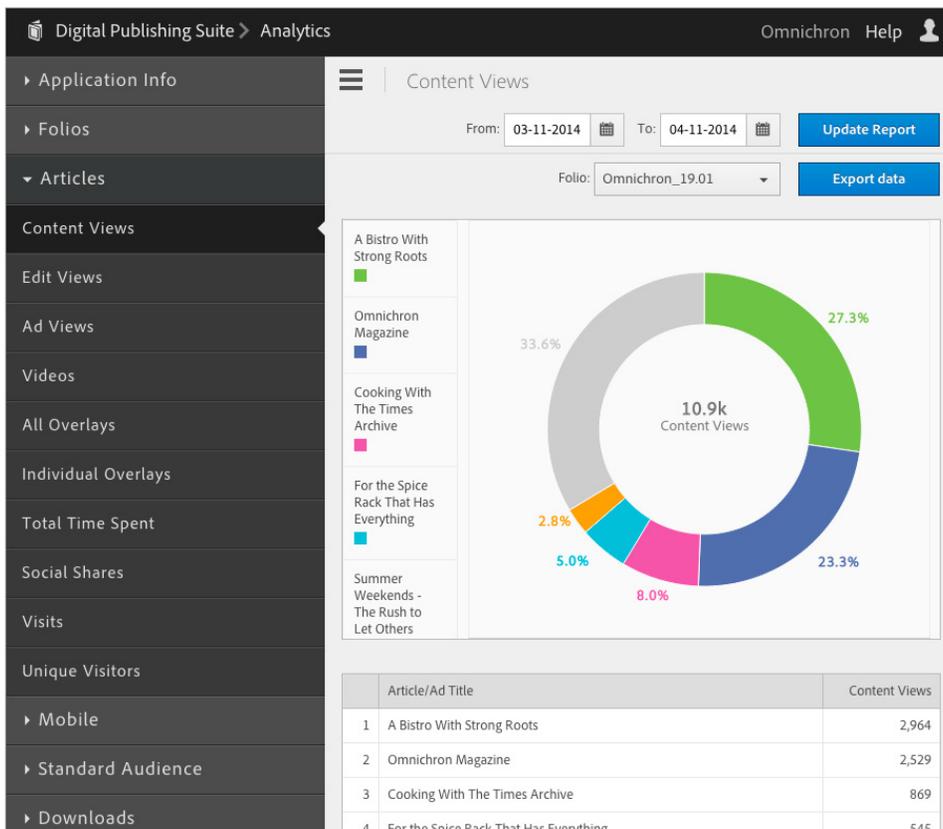
Baseline analytics, available in Digital Publishing Suite, offer standard, preconfigured reports that publishers and brands can use to evaluate the performance of app content and interactivity.

These preconfigured reports give publishers a base level of insight into how people are interacting with a publication. A corporate publisher with a sales enablement app, for example, can gain insights into which content formats or combination of assets are being used by sales representatives to drive revenue and close deals. For traditional media publishers, these metrics provide valuable insights into which types of editorial content are the most engaging, or for the advertising sales team, which advertisements are the most effective.

With baseline analytics, companies can access preconfigured standard reports to measure key data on how the app, content, and interactivity are resonating with users. Baseline analytics reports include information on app launches, folio downloads, and folio purchases. In addition, organizations can gain insight into the popularity of individual articles and which interactive overlays and videos perform well. For a complete list of available reports, visit *www.adobe.com/content/dam/Adobe/en/devnet/digitalpublishingsuite/pdfs/dps-baseline-analytics. pdf*

Advanced reporting and analysis in Adobe Analytics

For organizations wanting to go beyond the preconfigured reports available in the baseline analytics functionality, tight integration between Digital Publishing Suite and Adobe Analytics allows app publishers to gain deeper insight into audience, brand engagement, and the business value of their publications. In addition to providing access to an extended set of reports only available in Adobe Analytics, this integration allows companies to perform custom, ad hoc analyses on app data.

Publishers with an Adobe Analytics subscription can access digital publishing data directly in Adobe Analytics for analysis, leveraging the full suite of Adobe Analytics report categories. No additional tagging of content is required. Digital Publishing Suite specific reports available from within Adobe Analytics include:

• App Metrics—Number of times the application was installed and started, as well as the viewer version

• Readers—Visits, visitors, subscriber type, and time spent in the app

• Buy & Download—Visitor activity at the folio level, including issue purchase and download

• Publication & Issues—App used to view the digital publication, including publication name and ID

• Articles & Content—Consumption of content within the app, including popular articles

• Ads—Visitor interaction with ads in the digital publication

• Rich Media—Data about overlay, audio, and video usage in the digital publication

• Push Notifications—Success of push notifications sent to users, as well as background downloads

• Social Share—Article sharing, including sharing counts and the preferred method of sharing

• Device—Device with which the user views the publication

• Paths—Sequence (path) of interaction between key portions of the digital publication

• Custom HTML—Custom HTML content inside the publication measured using a custom JavaScript API

For an, up-to-date list of Digital Publishing Suite reports available from within Adobe Analytics, visit *http://download.macromedia.com/pub/developer/dps/analytics-report/dps-analytics-report-guide.pdf*
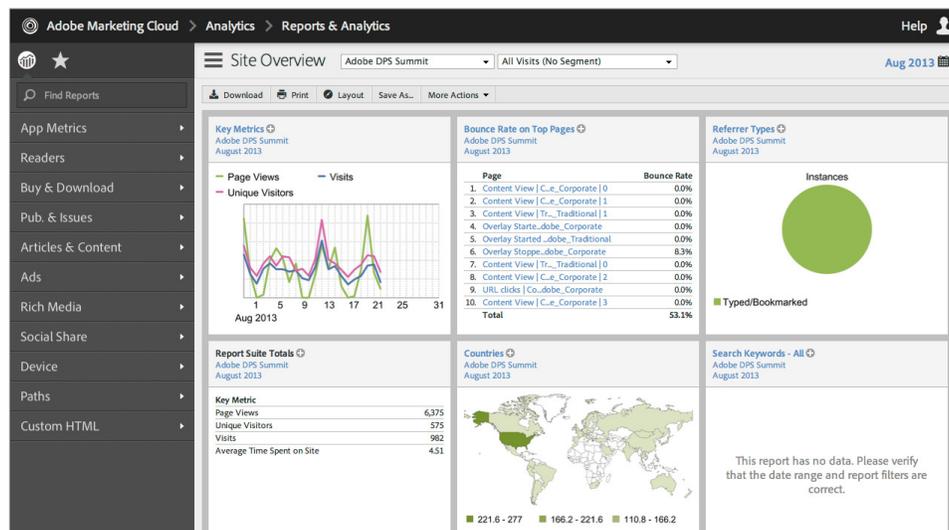
Analytics available as part of the Digital Publishing Suite integration with Adobe Analytics give users advanced analysis capability.

To associate analytics data from a digital publishing application with the correct Adobe Analytics account, an Application Account user needs to log in to the Digital Publishing Suite Dashboard. From there, an administrator can associate an Application account with the correct Adobe Analytics account.

Administrators can use the Account Administration page to associate an Application account with an Adobe Analytics account.

Analytics available to companies with a Adobe Analytics account help take much of the guesswork out of content development by letting them make informed decisions about selecting, designing, and producing content. For media publishers, analytics data also foster a better understanding of the purchase conversion process. For example, examining a funnel that starts with application installations, progresses through free downloads of sample content, and ends with in-application purchases of content can provide key insights into the best ways to fine-tune the content and user experience to maximize user conversion and drive revenues. With the ability to access digital publishing data directly in Adobe Analytics, publishers can perform advanced analysis to determine which reading elements have the greatest influence on the experience.

Corporate publishers can examine analytics data within the context of a holistic marketing campaign to determine how an app is influencing the purchase process. Because of tight integration with Adobe Marketing Cloud, brands can have a unified view of data from other marketing channels—website, mobile site, and app— within the interface of the Adobe Marketing Cloud.

A best practice for any application or digital publication from which data is collected needs to include a privacy policy that clearly defines what type of information is being collected, how it will be used, and who has access to it. Companies using Adobe Analytics, as opposed to other analytics solutions, own the analytics data collected from apps produced using Digital Publishing Suite. This helps to ensure that publishers can maintain control of data on how users interact with their content and applications.

Summary

Tablets represent a new reading experience for users, one that is markedly different from reading a print publication or browsing the Internet. The nonlinear flow of a digital publication app requires publishers to redefine its composition, tweaking everything from navigation (to accommodate a touch screen interface) to the placement and performance of interactive elements, including audio, video, and animations.

The good news is that digital publications give publishers access to a detailed set of data that they can use to create highly engaging content and build business cases for innovative approaches to content delivery. The Adobe Digital Publishing Suite Analytics Service enables publishers to perform in-depth analyses of how users are browsing, interacting with, and sharing content in a digital publication. Traditional media and corporate publishers alike can leverage these types of actionable insights to move readers down the conversation funnel and drive revenue growth and other positive business outcomes.