

Adobe Analytics | Product description



Effective as of: March 6, 2017

What is Adobe Analytics?

Adobe Analytics provides reporting, visualizations, and analysis of Customer Data that allows Customers to discover actionable insights.

Products and Services	License Metric	Deployment
Adobe Analytics-Foundation	Primary Server Call, Secondary Server Call, or both	On-demand Services
Adobe Analytics - Select	Primary Server Call, Secondary Server Call, or both	On-demand Services
Adobe Analytics - Prime	Primary Server Call, Secondary Server Call, or both	On-demand Services
Adobe Analytics - Ultimate	Primary Server Call, Secondary Server Call, or both	On-demand Services
Adobe Analytics - Mobile Marketing Add-on	Primary Server Call	On-demand Services
Adobe Analytics - Attribution Add-on	Primary Server Call	Managed Services

Adobe Analytics - Predictive Workbench Add-on	Primary Server Call	On-demand Services
Adobe Analytics - Live Stream Add-on	Primary Server Call	On-demand Services
Adobe Analytics - Data Workbench Add-on	Primary Server Call	Managed Services
Adobe Analytics - Video Analytics	Primary Stream, Secondary Stream, or both	On-demand Services

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Product limitations

1. Adobe Analytics - Foundation

Reports and Analytics.

- **Reports.** Each Report may contain up to 500,000 unique values or data elements per month.
- **Multi-Site Roll-up Report Suites.** Multi-Site Roll- up Report Suites may include data from up to 200 Report Suites, updated daily.
- **Props.** This feature is limited to 25 Props per Report Suite. Additionally, each Prop may contain up to 500,000 unique values or data elements per month.
- **eVars.** This feature is limited to 25 eVars per Report Suite. Additionally, each eVar may contain up to 500,000 unique values or data elements per month.
- **Events.** This feature is limited to 50 Events per Report Suite.
- **Processing Rules.** This feature is limited to 150 Processing Rules per Report Suite.
- **Anomaly Detection.** This feature is only accessible through the Anomaly Report and is limited to the Anomaly Report.

Additional Use Restrictions

- For purposes of clarity, Adobe Analytics - Foundation does not include a license to access or use and Customer agrees that it will not access or use Ad Hoc Analysis, Report Builder, Contribution Analysis, Customer Attributes, any Live Stream features, Mobile Services UI, mobile app marketing capabilities, Video Streams, or any additional features, functionality, services, or enhancements available as part of the other Adobe Analytics offerings or add-ons described herein.

2. Adobe Analytics - Select

Reports and Analytics

- **Reports.** Each Report may contain up to 500,000 unique values or data elements per month.
- **Multi-Site Roll-up Report Suites.** Multi-Site Roll- up Report Suites may include data from up to 200 Report Suites, updated daily.
- **Props.** This feature is limited to 75 Props per Report Suite. Additionally, each Prop may contain up to 500,000 unique values or data elements per month.
- **eVars.** This feature is limited to 75 eVars per Report Suite. Additionally, each eVar may contain up to 500,000 unique values or data elements per month.
- **Events.** This feature is limited to 100 Events per Report Suite.
- **Processing Rules.** This feature is limited to 150 Processing Rules per Report Suite.
- **Anomaly Detection.** This feature is only accessible through the Anomaly Report and is limited to the Anomaly Report.

Additional Use Restrictions

- For purposes of clarity, Adobe Analytics - Select does not include a license to access or use and Customer agrees that it will not access or use the Ad Hoc Analysis, Report Builder, Contribution Analysis, Customer Attributes, any Live Stream features, Mobile Services UI, mobile app marketing capabilities, Video Streams, or any additional features, functionality, services, or enhancements available as part of the other Adobe Analytics offerings or add-ons described herein.

3. Adobe Analytics - Prime Reports and Analytics.

- **Reports.** Each Report may contain up to 500,000 unique values or data elements per month.
- **Multi-Site Roll-up Report Suites.** Multi-Site Roll- up Report Suites may include data from up to 200 Report Suites, updated daily.
- **Props.** This feature is limited to 75 Props per Report Suite. Additionally, each Prop may contain up to 500,000 unique values or data elements per month.
- **eVars.** This feature is limited to 125 eVars per Report Suite. Additionally, each eVar may contain up to 500,000 unique values or data elements per month.
- **Events.** This feature is limited to 1,000 Events per Report Suite.
- **Processing Rules.** This feature is limited to 150 Processing Rules per Report Suite.
- **Ad Hoc Analysis.** Each Report may contain up to 500,000 unique values or data elements per month.

- **Report Builder.** This capability is limited to 10 Scheduled Reports run concurrently per login ID.
- **Customer Attributes.** This feature is limited to 15 attributes.
- **Contribution Analysis.** This feature is subject to the following limitations: (i) Contribution Analysis is limited to analysis of 3 dimensions; (ii) Contribution Analysis does not support analysis of calculated metrics; (iii) Contribution Analysis is limited to analysis of the top 50,000 dimension items per dimension of the available 500,000 unique values or data elements per month; and (iv) Only 1 Contribution Analysis may be run per Report Suite per User at a time.

Additional Use Restrictions

- For purposes of clarity, Adobe Analytics - Prime does not include a license to access or use and Customer agrees that it will not access or use any Live Stream features (except rules based triggers from Analytics to Campaign), mobile app marketing capabilities, Video Streams, or any additional features, functionality, services, or enhancements available as part of the other Adobe Analytics offerings or add-ons described herein.

4. Adobe Analytics - Ultimate Reports and Analytics.

- **Reports.** Each Report may contain up to 500,000 unique values or data elements per month.
- **Multi-Site Roll-up Report Suites.** Multi-Site Roll- up Report Suites may include data from up to 200 Report Suites, updated daily.
- **Props.** This feature is limited to 75 Props per Report Suite. Additionally, each Prop may contain up to 500,000 unique values or data elements per month.
- **eVars.** This feature is limited to 250 eVars per Report Suite. Additionally, each eVar may contain up to 500,000 unique values or data elements per month.
- **Events.** This feature is limited to 1,000 Events per Report Suite.
- **Processing Rules.** This feature is limited to 150 Processing Rules per Report Suite.
- **Ad Hoc Analysis.** Each Report may contain up to 500,000 unique values or data elements per month.
- **Report Builder.** This capability is limited to 10 Scheduled Reports run concurrently per login ID.
- **Customer Attributes.** This feature is limited to 200 attributes per Report Suite.
- **Contribution Analysis.** This feature is subject to the following limitations: (i) Contribution Analysis is limited to analysis of 3 dimensions; (ii) Contribution Analysis does not support analysis of calculated metrics; (iii) Contribution Analysis is limited to analysis of the top 50,000 dimension items per dimension of the

available 500,000 unique values or data elements per month; and (iv) Only 1 Contribution Analysis may be run per Report Suite per User at a time.

Additional Use Restrictions

- For purposes of clarity, Adobe Analytics - Ultimate does not include a license to access or use and Customer agrees that it will not access or use any Live Stream features (except rules based triggers from Analytics to Campaign), mobile app marketing capabilities, Video Streams, or any additional features, functionality, services, or enhancements available as part of the other Adobe Analytics offerings or add-ons described herein.

5. Adobe Analytics - Mobile Marketing Add-on

6. Adobe Analytics - Attribution Add-on

Adobe Analytics - Attribution Add-on includes Data Workbench, including the Algorithmic Attribution feature.

Data Workbench

- **Decision Trees.** Each decision tree may only contain up to 14 inputs at a time.
- **Propensity Scoring.** This feature is subject to the following limitation: up to 50 inputs at a time.
- The space allocated for a site visitor block is limited to a maximum of 16MB.
- The total combined size of all configured lookup files is limited to a maximum of 12GB.
- Each offline source (imported to Data Workbench) is limited to a maximum of 150 columns.

7. Adobe Analytics - Predictive Workbench Add-on

Adobe Analytics - Predictive Workbench Add-on includes Live Stream triggers, Live Stream dashboards, and Contribution Analysis features.

- **Contribution Analysis.** This feature is subject to the following limitations: (i) Contribution Analysis does not support analysis of calculated metrics; (ii) Contribution Analysis is limited to analysis of the top 50,000 dimension items per dimension of the available 500,000 unique values or data elements per month; and (iii) Only 1 Contribution Analysis may be run per Report Suite per User at a time.

8. Adobe Analytics - Live Stream Add-on

Adobe Analytics – Live Stream Add-on includes Live Stream triggers, Live Stream dashboards, and Live Stream data.

- **Live Stream data.** This feature is limited to the provisioning of up to a maximum of three endpoints per Report Suite (i.e., only two duplicate endpoints of the original stream of data).

9. Adobe Analytics Data Workbench Add-on

Adobe Analytics - Data Workbench Add-on includes the Data Workbench capabilities except Algorithmic Attribution.

Data Workbench

- **Decision Trees.** Each decision tree may only contain up to 14 inputs at a time.
- **Propensity Scoring.** This feature is subject to the following limitation: up to 50 inputs at a time.
- The space allocated for a site visitor block is limited to a maximum of 16MB.
- The total combined size of all configured lookup files is limited to a maximum of 12GB.
- Each offline source (imported to Data Workbench) is limited to a maximum of 150 columns.

10. Adobe Analytics —Video Analytics

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Definitions

Primary Server Call means each page view, exit link, download, customer link, or other event on the Customer Site(s) to the extent that Customer tags, allows to be tagged, or causes to be tagged such page views, exit links, downloads, custom links, and other events for purposes of accessing and using Adobe Analytics. Each tagged page view, exit link, campaign container request, download, custom link, or other event will be counted as one Primary Server Call. Each row of data imported from offline sources will be counted as one Primary Server Call.

Primary Stream means each Stream to the extent that Customer tags, allows to be tagged, or causes to be tagged such Stream.

Report Suite is a repository of Customer Data within the Adobe Analytics platform pertaining to a specific source of traffic that has been identified by Customer.

Secondary Server Call means each duplicate page view, exit link, download, custom link, or other event on the Customer Site(s) to the extent that Customer enables multi-suite tagging or real-time segmentation of Customer Data using VISTA rules (Visitor Identification, Segmentation, and Transformation Architecture) on such Customer Site(s).

Secondary Stream means each duplicate Stream to the extent Customer enables multi-suite tagging or real-time segmentation of Customer Data using VISTA rules (Visitor Identification, Segmentation, and Transformation Architecture) on such Customer Site(s).

Stream means each single video playback (including ads) on Customer Site(s) through a 30 minute interval, or if video is completed or abandoned in less than 30 minutes, the shorter interval.

For Product Description prior to March 6, 2017, please see [here](#).