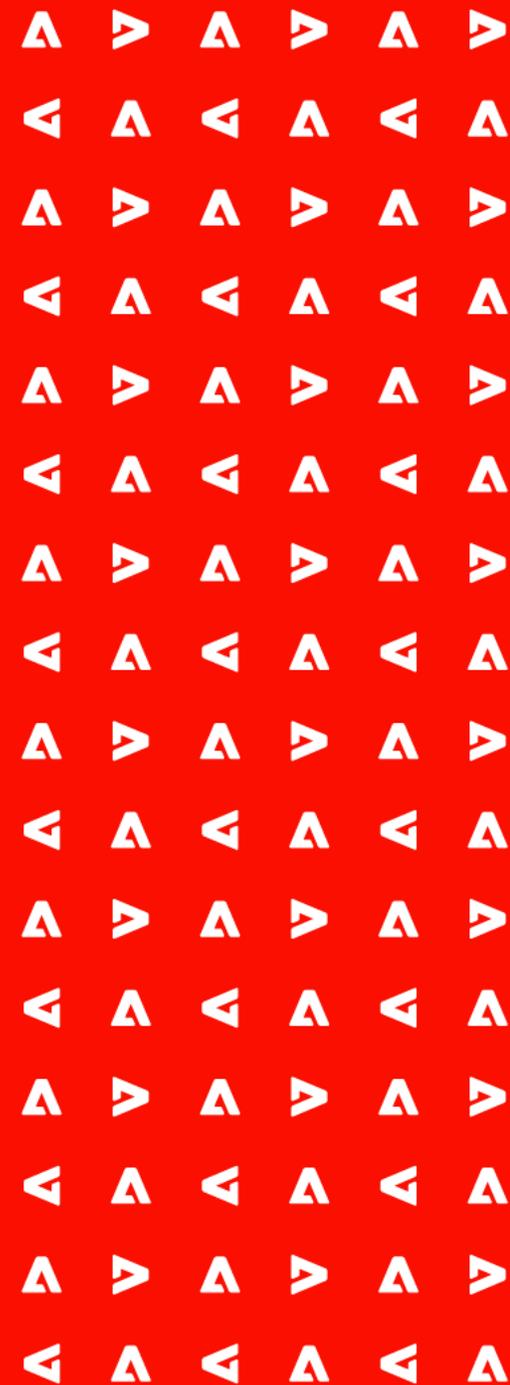




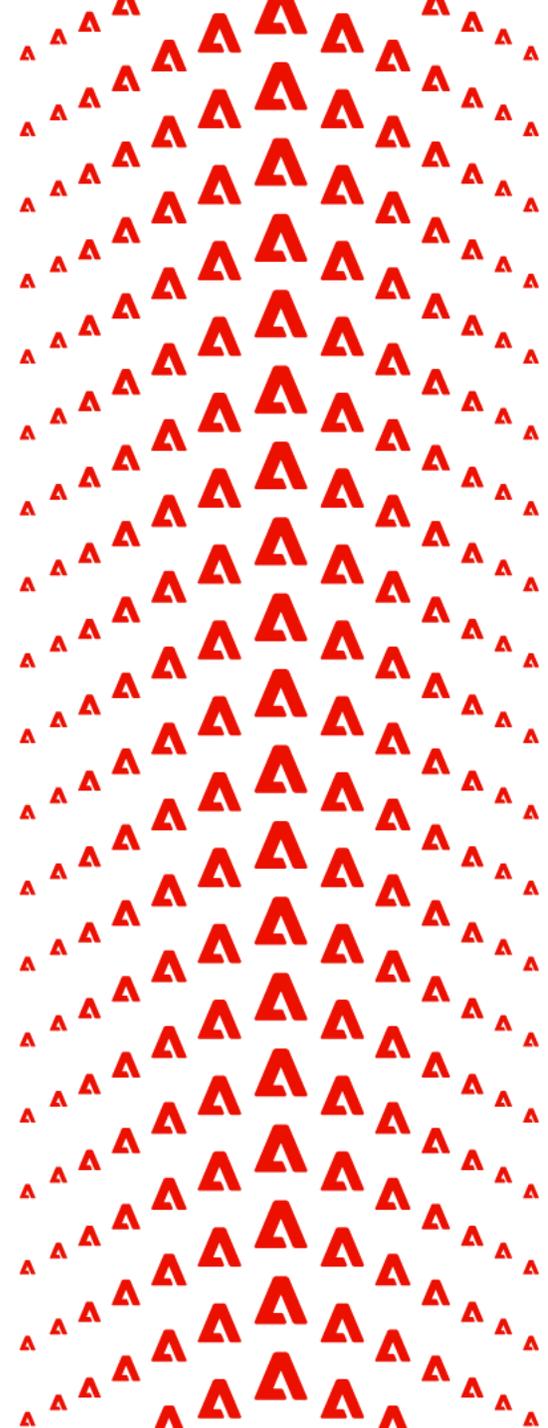
Adobe Analytics Champions' tips and tricks

November 3, 2022

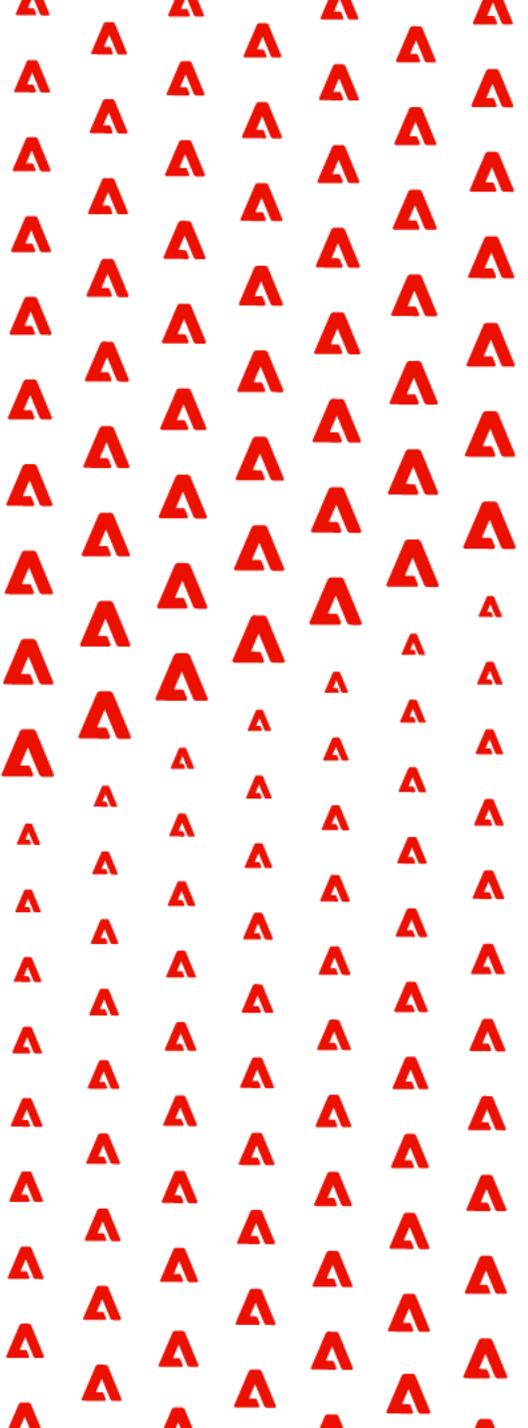


Agenda (Pacific)

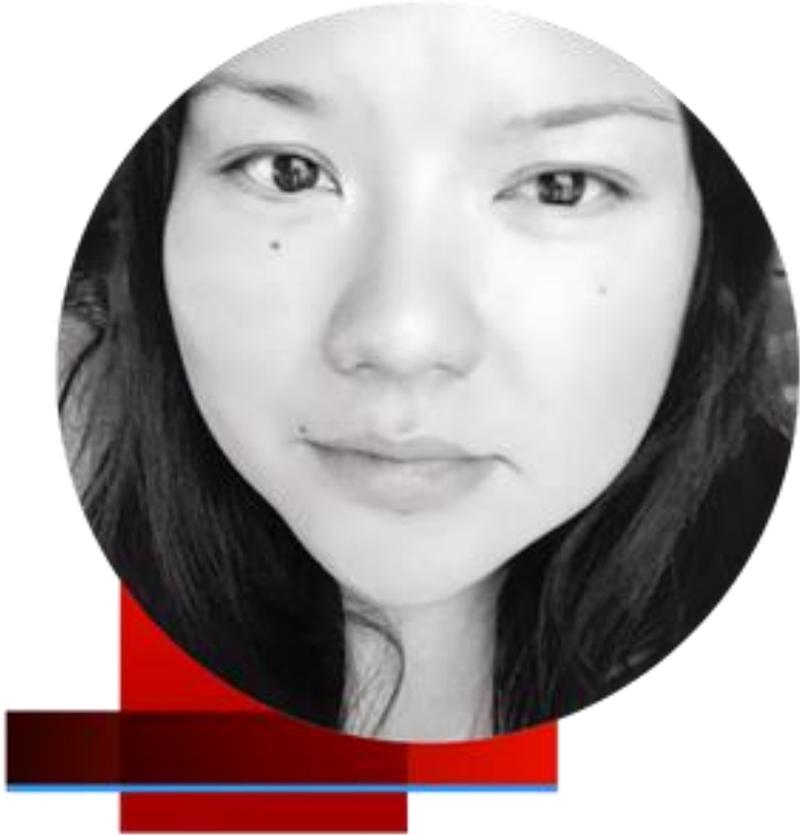
Time	Topic
8:00 a.m.	Welcome and agenda
8:05 a.m.	Adobe Analytics Champions' Tips & Tricks <ul style="list-style-type: none">• Achaia Walton• Benjienen 'Benj' Toledo• Gipson Mohlongo• Katie Gaborcik• Mandy George
8:45 a.m.	Presenter Q&A
8:55 a.m.	Wrap-up



Achaia “Kaya” Walton
Director of Analytics, Voice of America



About Me



- Director of Analytics, Voice of America
 - U.S. Federal Agency + International News Broadcaster
 - Working with newsrooms that cover over 40 languages around the world
- University of Maryland & UMBC Alumna
- Notorious candy thief & football fan

Time-Based Tricks to Streamline Reporting

KEY TAKEAWAYS

- How to use existing time-based features within Workspaces
- How to create and use custom date ranges

Adding Time Period Columns

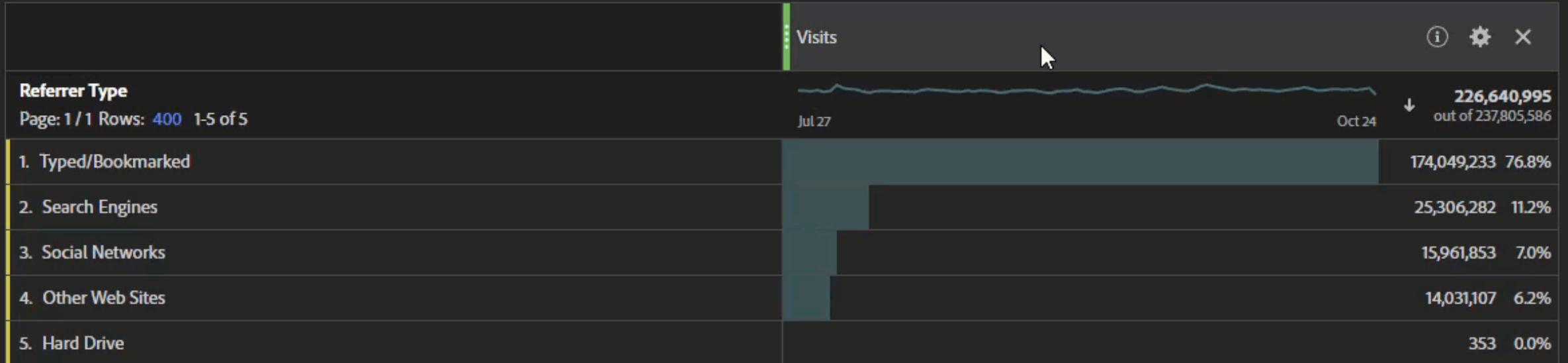
Panel ?



Drop a segment here (or any other component)

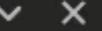
Last 90 days
Jul 27, 2022 - Oct 24, 2022

Freeform table



Comparing Time Period Columns

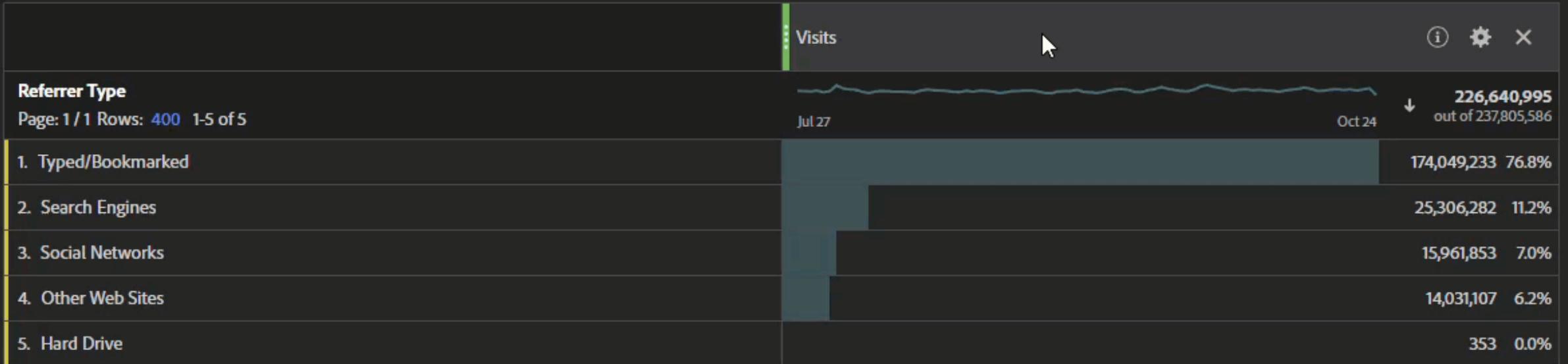
Panel ?



Drop a segment here (or any other component)

Last 90 days
Jul 27, 2022 - Oct 24, 2022

Freeform table



Use Cases for Creating Time-Based Columns

- Assessing if a specific change implemented on a certain date made a difference
 - Did changing page design or user flow increase conversions?
 - Did editing metadata generate more traffic?
- Monitoring if a certain event affected platforms
 - Did a search algorithm impact traffic?
 - How did a server outage affect traffic and conversion?

NOTE: Comparison columns, especially for custom date ranges, do not update when you change the timeframe of the project. You will need to update this every time.

Setting the Workspace Calendar to Rolling Dates

The screenshot shows the Adobe workspace calendar settings interface. At the top, there are two calendar views for September and October 2022. The September calendar shows dates 1 through 30. The October calendar shows dates 1 through 31. The date 24 in October is circled in white. Below the calendars, there is a 'Preset' dropdown menu set to 'This month'. To the right of the preset menu, it says 'Selected days: 31'. Below the preset menu, there is a link for 'Show advanced settings'. At the bottom of the calendar settings, there are three buttons: 'Cancel', 'Apply to all panels', and 'Apply'. Below the calendar settings, there is a 'Show all' button and a plus sign icon. To the right of the plus sign, there is a button labeled 'Enable table builder'. At the bottom of the interface, there is a 'Help' link, 'Language: English', and a tip: 'Tip: Measure your Ser'.

Use Cases for Setting the Workspace Calendar to Rolling & Fixed Dates

- Reporting on a specific event that started at a fixed date
 - How have traffic and conversions changed since a specific event?
 - How is a marketing campaign that started on a specific date doing?
- Rolling dates + scheduled projects allow you to automate reporting; generate dashboards for stakeholders.

Project Edit Insert Components Share Help

VOA - All Services

Search components

Video Play (e5) Show all

SEGMENTS +

- GENERAL: Twitter Visits
- GENERAL: Facebook Visits (All)
- GENERAL: Facebook Ads
- GENERAL: Search Visits
- GENERAL: Direct Visits

Show all

DATE RANGES +

- FY2021
- FY2022
- Last 12 full months
- Yesterday

Panel ? ✓ ✕

🔍 Drop a segment here (or any other component) Last 90 days
Jul 27, 2022 - Oct 24, 2022

📄 Freeform table ⓘ	📄 Attribution ⓘ	📄 Cohort table ⓘ
📊 Combo New ⓘ	📊 Fallout ⓘ	📊 Flow New ⓘ
📊 Histogram ⓘ	📊 Key metric su... New ⓘ	🌐 Map ⓘ
📄 Quick insights ⓘ	📄 Segment comparison ⓘ	📄 Venn ⓘ

+

Creating Custom Date Ranges

Applying Custom Date Ranges

SEGMENTS +

- GENERAL: Twitter Visits
- GENERAL: Facebook Visits (All)
- GENERAL: Facebook Ads
- GENERAL: Search Visits
- GENERAL: Direct Visits

Show all

DATE RANGES +

- FY2022 Q1
- FY2022 Q2
- FY2022 Q3
- FY2022 Q4
- FY2023 Q2

Freeform table

Visits

Referrer Type

Page: 1 / 1 Rows: 400 1-5 of 5

Jul 27 Oct 24 ↓ 226,640,995 out of 237,805,586

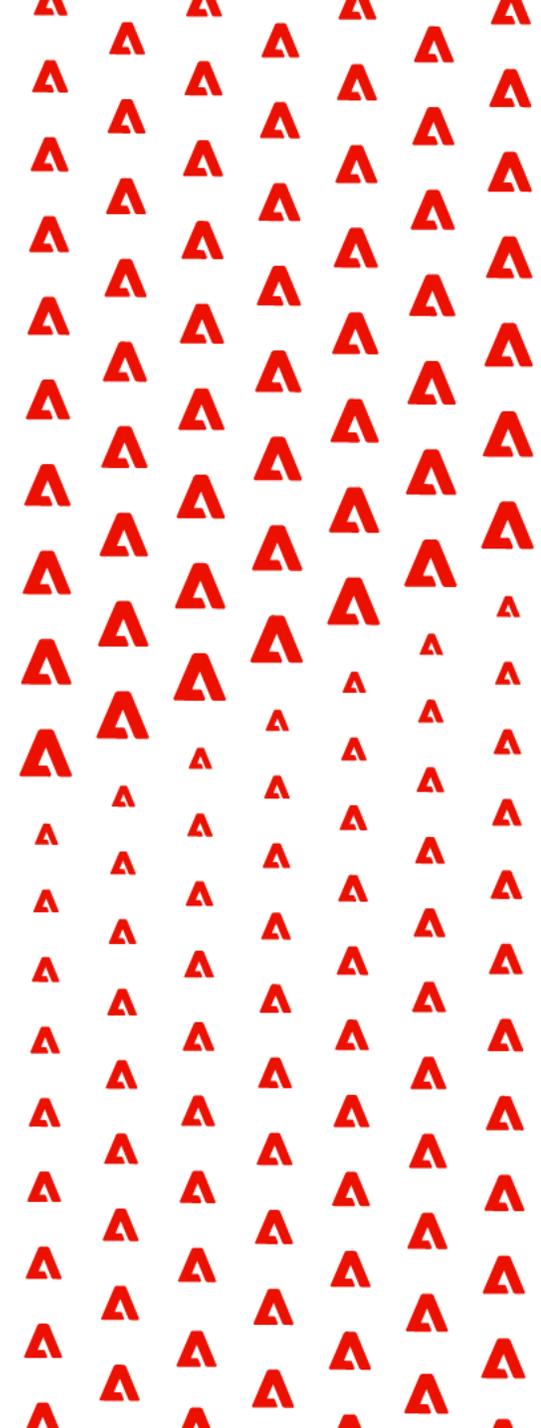
1. Typed/Bookmarked	174,049,233	76.8%
2. Search Engines	25,306,282	11.2%
3. Social Networks	15,961,853	7.0%
4. Other Web Sites	14,031,107	6.2%
5. Hard Drive	353	0.0%

+

Use Cases for Using Custom Date Ranges

- Custom Date Ranges save time when reporting on frequently used date ranges.
 - Fiscal Years
 - Marketing Campaign Date Ranges
 - Current Event Date Ranges
- Creating date ranges that make more sense for your business
 - How have performance indicators changed over fiscal years?
 - Have certain marketing efforts or current events affected digital platforms?

Benjienen 'Benj' Toledo
Digital Analyst, Philips



Cohort Analysis: NOT to let your digital campaign fall in the cracks

NOW SHOWING



3-Step Cohort Analysis

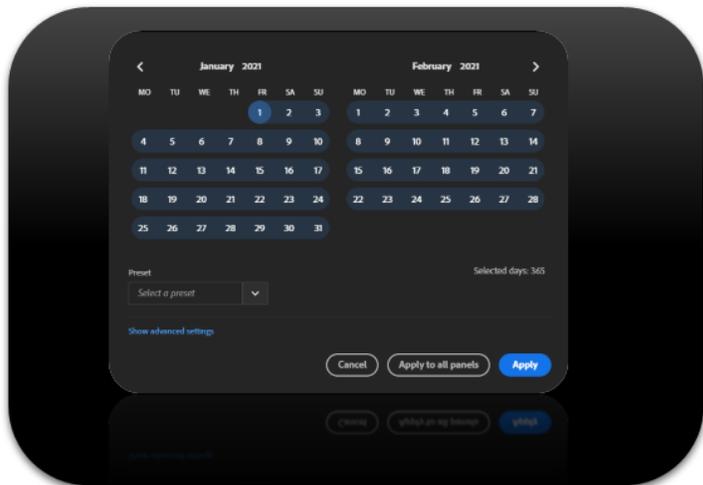
Implications and know when to reengage

Perfect Data and Time to sustain engagement and retention



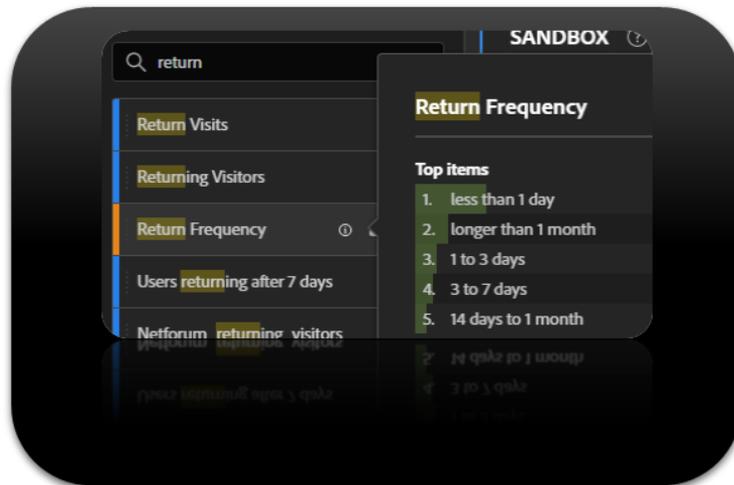
▶ Cohort Analysis 3 Rights

Right Duration



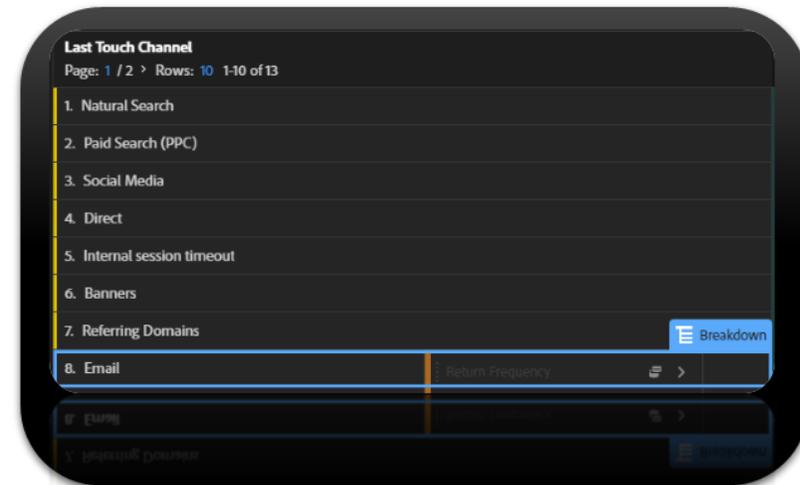
Date Select

Right Dimension



Choose Return Frequency

Right Activation



Drag to Create Another Layer to Channels



▶ Cohort Analysis

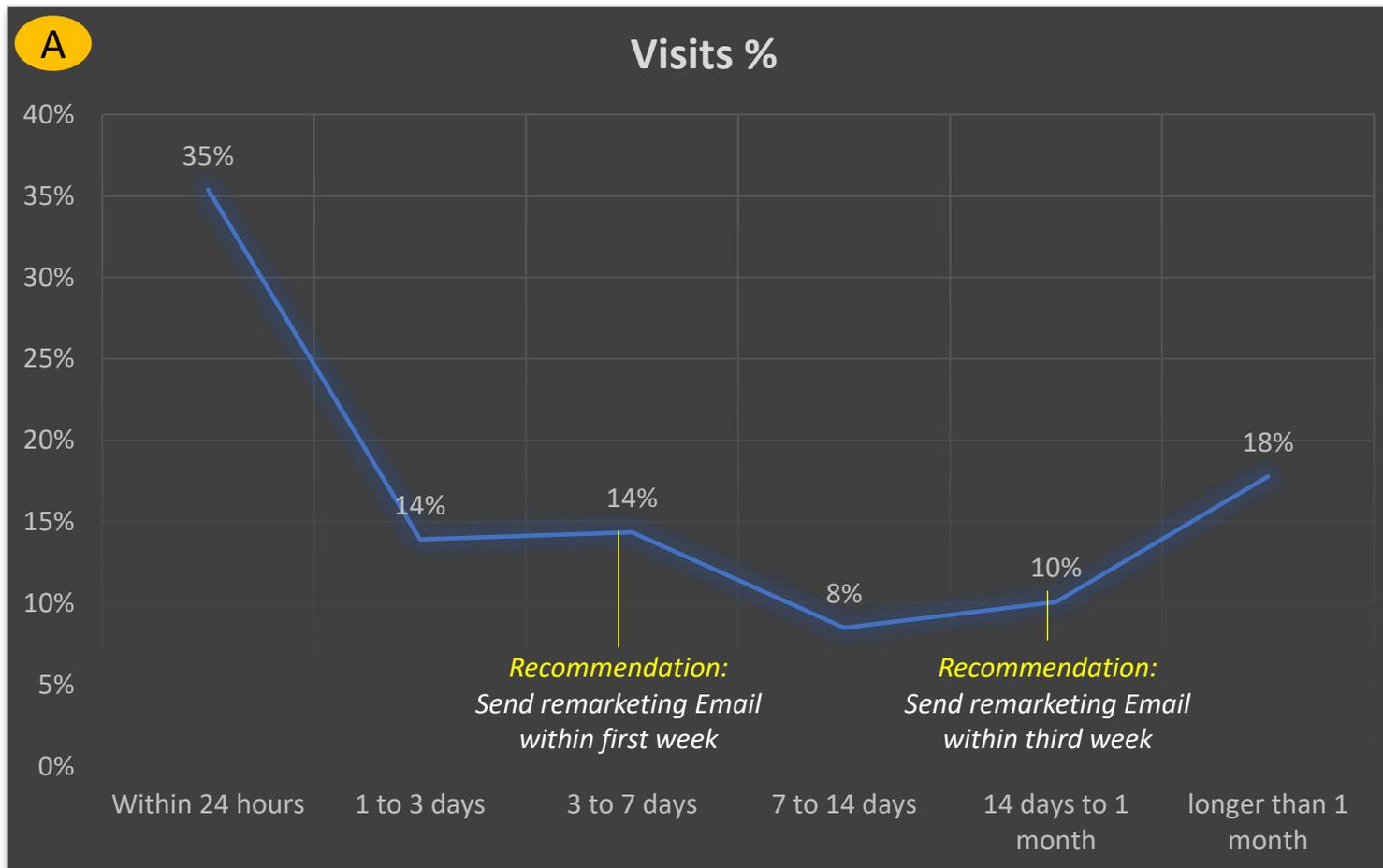
- Example, you want to check your website users' return frequency in the last six months. You can choose the date range **OR** select a Preset date
- Drag Return Frequency to the Last Touch Channel that you want to investigate like Email or Display.
- Download data as CSV and analyze

The screenshot shows the Adobe Analytics Freeform interface. The top navigation bar includes 'Adobe Analytics', 'Workspace', 'Reports', 'Components', 'Tools', 'Admin', and 'Labs'. The main header displays 'Benj- Cohort Analysis' with a 'Share' button. The left sidebar contains a search bar and two sections: 'DIMENSIONS' with options like 'Marketing Channel Detail', 'Last Touch Channel', 'Marketing Channel', 'Countries', and 'Page'; and 'METRICS' with options like 'Average Time on Site', 'Weighted Bounce Rate', 'Online Orders', and 'Visits'. The main workspace is titled 'Freeform' and shows a 'Cohort' analysis setup. It includes a 'Drop a segment here (or any other component)' placeholder, a 'Drop a metric here (or any other component)' placeholder, and a 'Drop a dimension here (or any other component) or enable table builder' placeholder. A date range of 'Last 6 full months' (Apr 1, 2022 - Sep 3, 2022) is selected. An 'Enable table builder' button is visible at the bottom.



▶ Cohort Analysis: Email Activation

- 35% of return visits from Email happen within 24 hours, average of 12% returns from 1 day-1 month.
- There's an uptick on >1 month, this is probably due to remarketing Email sent.



Implication:

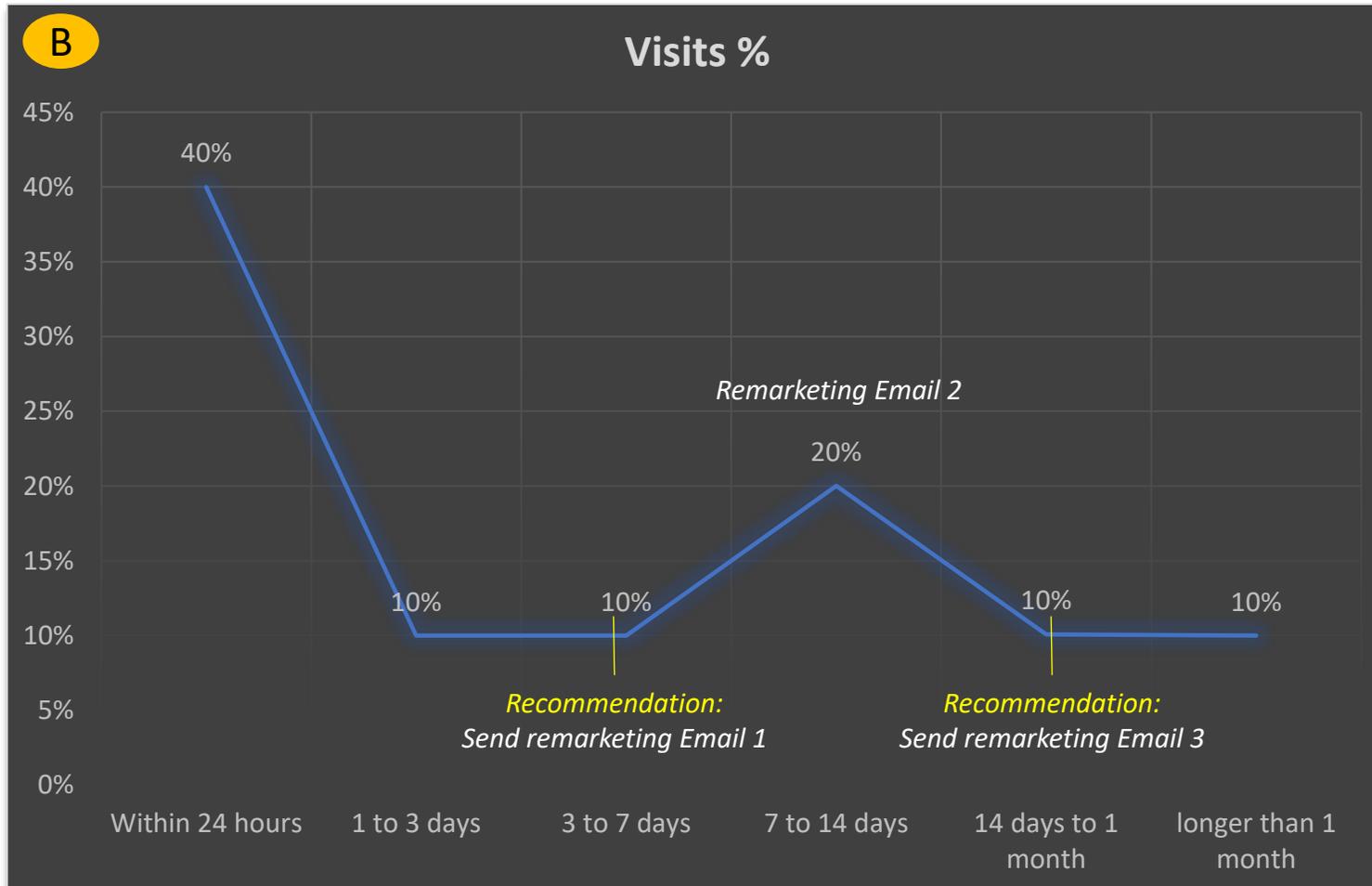
If users missed your email within 24 hours, it would likely fall in the cracks called Spam or Trash.





▶ Cohort Analysis: Email Activation

- 40% of return visits from Email happen within 24 hours, average of 12% returns from 1 day-1 month.
- There's an uptick between 7th-14th day, probably due to remarketing Email sent.



Implication:

If users missed your email within 24 hours, it would likely be missed out until a remarketing email is sent.





When is the Best Day?

- Choose the channel that you want to deep dive on, highlight and right click > Display only selected row
- Drag the Day of Week Dimension > Show all 7 days of the week
- Download Data as CSV and analyze

The screenshot shows the Adobe Analytics Freeform interface. The main view is a cohort analysis titled "Best Day to Send". The cohort is defined by "Last Touch Channel" and is filtered for "Visits" from May 1, 2022, to October 31, 2022. The data is presented as a heatmap where the x-axis represents the day of the week and the y-axis represents the marketing channel. The "Display" channel shows the highest volume of visits, particularly on weekends.

Last Touch Channel	Visits	Percentage
1. Display	554,078	25.1%
2. Social Campaigns	442,509	20.0%
3. Print	440,092	19.9%
4. Direct	386,948	17.5%
5. Email	214,160	9.7%
6. Natural Search	96,391	4.4%
7. TV	74,752	3.4%



▶ When is the Best Day to Send a Remarketing Email?

📌 Segment: Returning Visitors

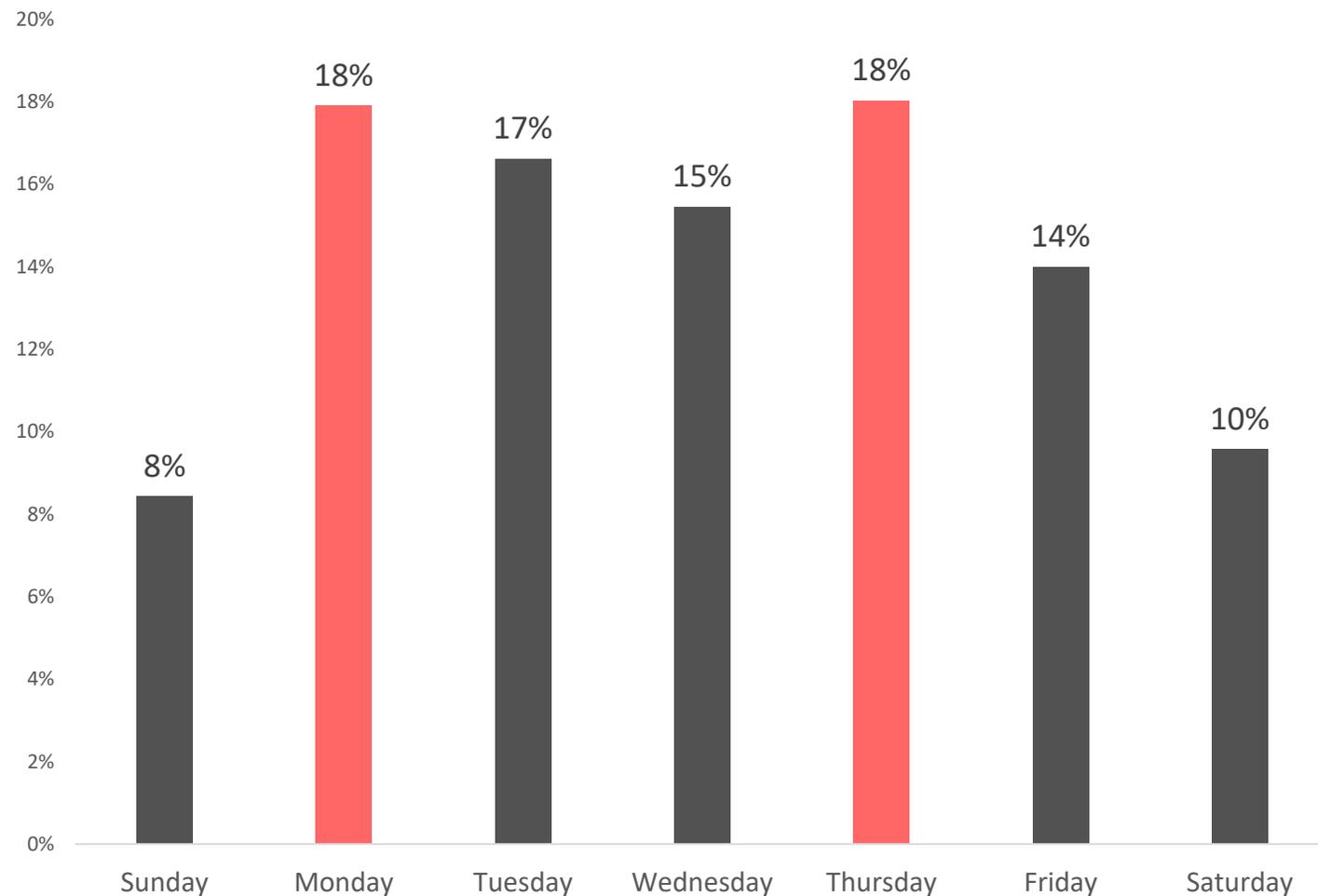
📌 Dimension: Day of Week

Last Touch Channel ↓	
Page: 1 / 1 Rows: 10 1-1 of 1	
1. Email	
Segments	
Page: 1 / 1 Rows: 5 1-1 of 1	
1. Returning Visitors	
Day of Week ↑	
Page: 1 / 1 Rows: 50 1-7 of 7	

✅ Either Monday/Thursday

❌ Avoid Friday/weekends

Return Visits Day of the Week





When is the Best Time?

- Choose the channel that you want to deep dive on
- Drag the Hour of Day Dimension
- Show all 24 hours
- Download Data as CSV and analyze

The screenshot shows the Adobe Analytics workspace interface. At the top, there's a navigation bar with 'Adobe Analytics', 'Workspace', 'Reports', 'Components', 'Tools', 'Admin', and 'Labs'. On the right side of the top bar, there are links for 'Provide feedback', 'Analytics Champions Program', and a notification bell with a '2' badge. Below the top bar, the workspace title is 'Benj- Cohort Analysis' with a note 'There are unsaved changes'. A secondary menu includes 'Project', 'Edit', 'Insert', 'Components', 'Share', and 'Help'. On the left sidebar, there's a search bar for components and a 'DIMENSIONS' section with a list: 'Marketing Channel Detail', 'Last Touch Channel', 'Marketing Channel', 'Countries', and 'Page'. Below this is a 'Show all' link. The 'METRICS' section is expanded, showing 'Average Time on Site', 'Weighted Bounce Rate', 'Online Orders', 'Visits', and 'Online Revenue', with another 'Show all' link. At the bottom of the sidebar, there's a 'SEGMENTS' section. The main workspace area is dark and contains a large white outline of an open box. Below the box, the text reads 'This project is empty!' followed by 'Add a blank panel or drop component(s) here'. A button labeled 'Add blank panel' is centered in the workspace, with a mouse cursor hovering over it. In the top right corner of the workspace, there is a 'Share' button.



▶ When is the Best Time to Send Remarketing Email?

- 📌 Segment: Returning Visitors
- 📌 Dimension: Time of Day

Last Touch Channel
Page: 1 / 1 Rows: 10 1-1 of 1

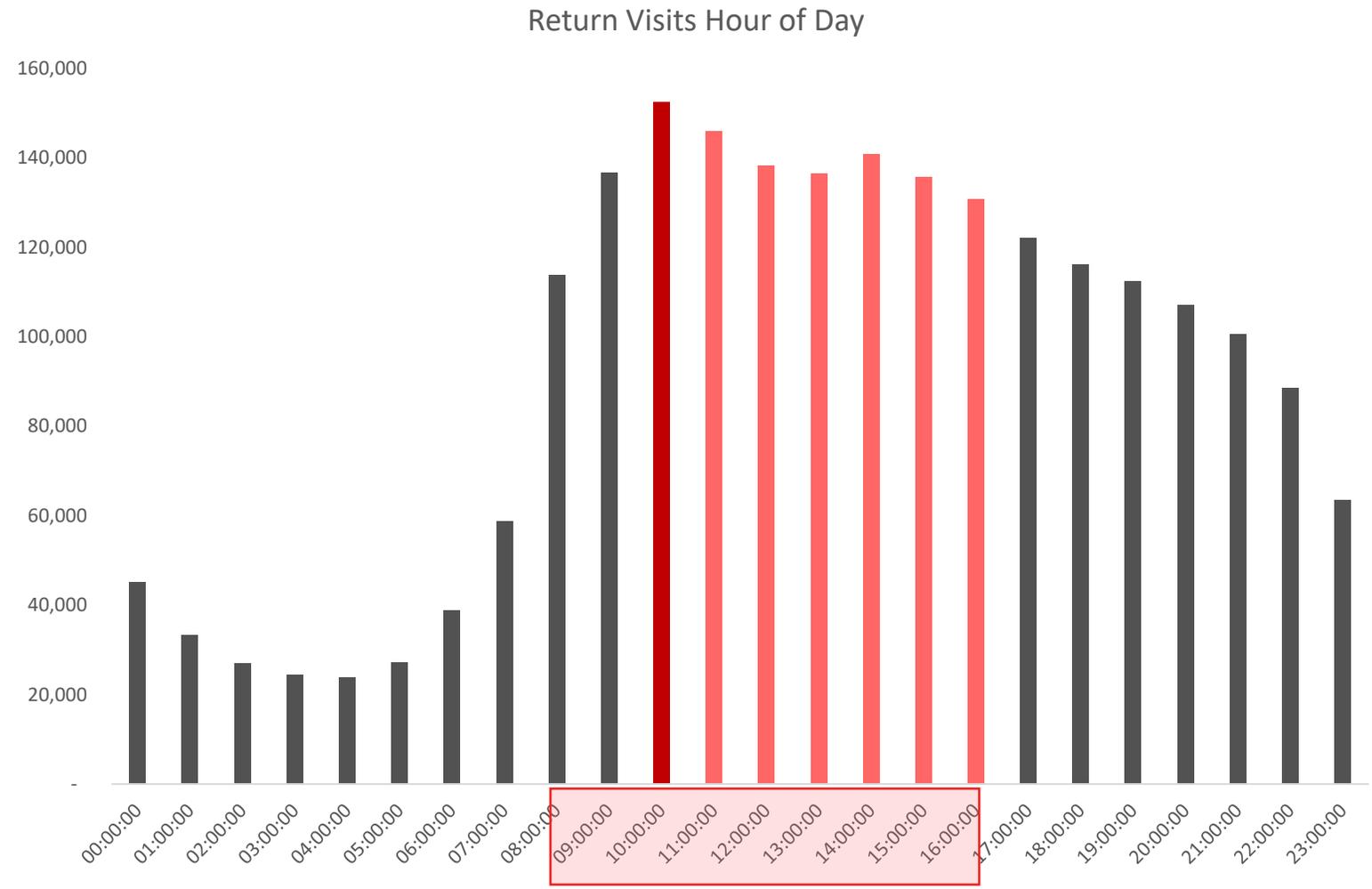
1. Email

📌 Segments ↓
Page: 1 / 1 Rows: 5 1-1 of 1

1. Returning Visitors

📌 Hour of Day ↑
Page: 1 / 1 Rows: 50 1-24 of 24

- ★ Before lunch break (10-11)
- ✅ Office Hours
- ❌ Avoid 5 pm onwards



Benjienen Toledo

Playlist

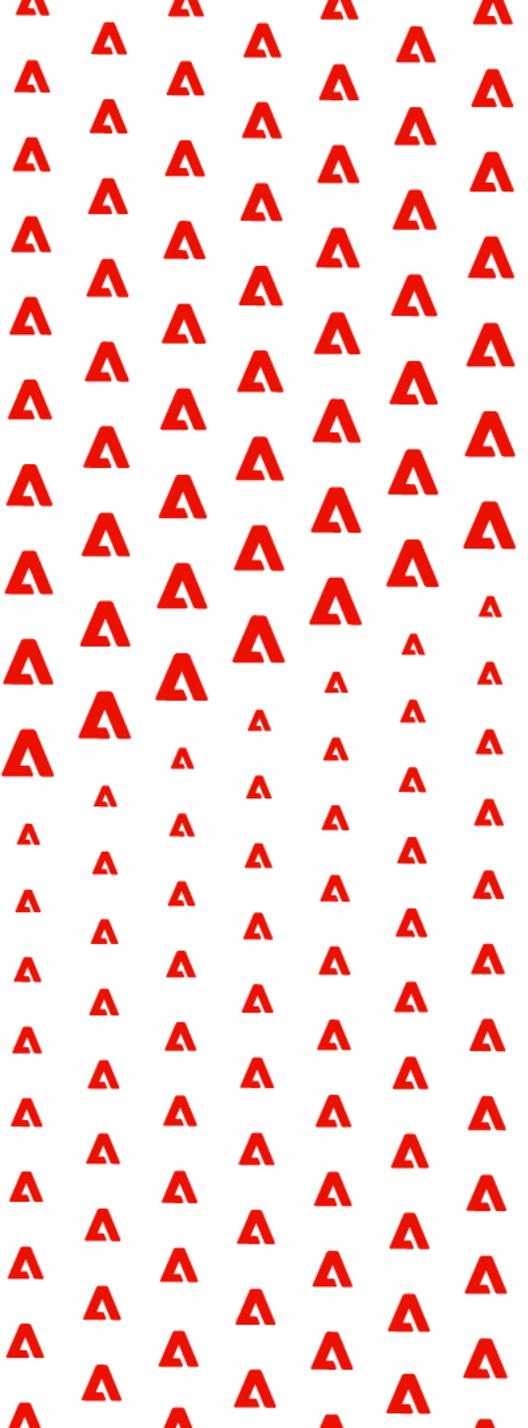
Cohort Analysis

NOT to Let Your Digital Campaign Fall in the Cracks

PLAY

	TITLE	ALBUM	ARTIST
♥	Fallin'	3-Step Cohort Analysis	Alicia Keys
♥	I'll Never Get Over	Know When to Re-engage	Johnny Kidd & the Pirates
♥	See You Again	Thank you!	Wiz Khalifa

Gipson Mohlongo
Analytics Specialist, Nedbank, SA



Quick Introduction

- Gipson Mohlongo
- Analytics Specialist
- Nedbank
- 2022 Adobe Analytics Champion
- South Africa

Connect with me on
LinkedIn



I choose a lazy person to do a hard job. Because a lazy person will find an easy way to do it.

- Bill Gates

Freeform Table Static and Selected Rows

- Static Rows are NOT deduplicated
- Filter or Segment to retain deduplication

Search Hide advanced

Include unspecified (none)

Match

If all criteria are met

If any criteria are met

Criteria:

Equals ×

Equals ×

Equals ×

+ Add row

Always exclude items

Cancel Clear **Apply**

1 selected ×

< Page Items 8,806

home

app: launch

category 5

articles

Method #1 - Dimension Item (Static Rows)

Unique Visitors

Page

Page: 1 / 1 Rows: 50 1-3 of 3

	Sep 1	Sep 30	
1. home			125,105 55.7%
2. articles			51,467 22.9%
3. forum			47,835 21.3%

Method #2 - Filter (Selected Rows)

Unique Visitors

Page

Page: 1 / 1 Rows: 50 1-3 of 3

	Sep 1	Sep 30	
1. home			125,105 82.0%
2. articles			51,467 33.7%
3. forum			47,835 31.4%

Display only selected rows - NOT deduplicated

Method #3 - Selected Rows

Page: 1 / 883 > Rows: 10

Page	Unique Visitors
1. home	%
2. category 5	%
3. category 2	%
4. category 4	%
5. category 3	%
6. articles	%
7. app: launch	%
8. category 1	%
9. forum	56,069 18.2%
10. search results	55,016 17.8%

Search

- Create alert from selection
- Breakdown
- Visualize
- Trend selection
- Run in segment comparison
- Display only selected rows**
- Create annotation from selection
- Create segment from selection

Method #3 - Selected Rows

Column settings

Total cells: 224,407

- Show totals
- Show grand total
- Show sparkline

125,105	55.7%
51,467	22.9%
47,835	21.3%

Method #3 - Selected Rows

Page: 1 / 1 Rows: 10 1-3 of 3

Unique Visitors

Sep 1 Sep 30

1. home	125,105 55.7%
2. articles	51,467 22.9%
3. forum	47,835 21.3%

Filter and Segment - Deduplicated

Filter Definition

Search Hide advanced

Include unspecified (none)

Match

If all criteria are met

If any criteria are met

Criteria:

Equals	home	X
Equals	articles	X
Equals	forum	X

+ Add row

Always exclude items

Cancel Clear **Apply**

Segment Definition

Definition *

Include Hit Options

Page	equals	home	X
Or			
Page	equals	articles	X
Or			
Page	equals	forum	X

Free Form Table Quick Actions

	Unique Visitors	Average Time on Site
Page	6,317	00:01:39
Page: 1 / 9 > Rows: 25 1-25 of 22 Sep 1	out of 6,318 Sep 1	out of 00:01:39
1. potential money lifes...	4,596 72.8%	00:01:20 80.7%
2. ...	1,585 25.1%	00:04:13 255.4%
3. ...	889 14.1%	00:01:05 66.0%
4. ...	331 5.2%	00:00:54 55.3%
5. ...	242 3.8%	00:01:59 120.5%
6. ...	195 3.1%	00:02:21 142.6%
7. ...	154 2.4%	00:01:40 101.0%
8. ...	131 2.1%	00:01:17 78.0%
9. ...	112 1.8%	00:01:13 74.1%
10. ...	110 1.7%	00:00:41 41.8%
11. ...	83 1.3%	00:01:21 82.3%
12. ...	57 0.9%	00:00:55 55.8%
13. ...	53 0.8%	00:00:48 48.6%
14. ...	43 0.7%	00:00:49 50.4%
15. ...	42 0.7%	00:03:22 203.7%
16. unlocked.me student accou...	42 0.7%	00:02:40 161.6%
17. unlocked.me login	41 0.6%	00:05:03 305.8%
18. 404	41 0.6%	00:01:43 103.8%
19. investments	37 0.6%	00:01:08 69.0%

Search

Copy selection to clipboard

Download items as CSV (Page) ⓘ

Download selection as CSV

Create alert from selection

Breakdown >

Visualize >

Trend selection

Run in segment comparison

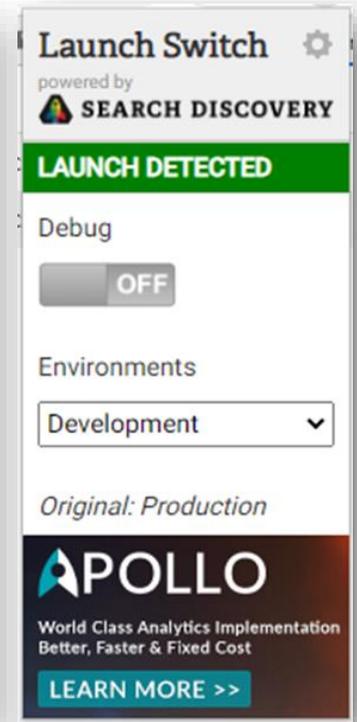
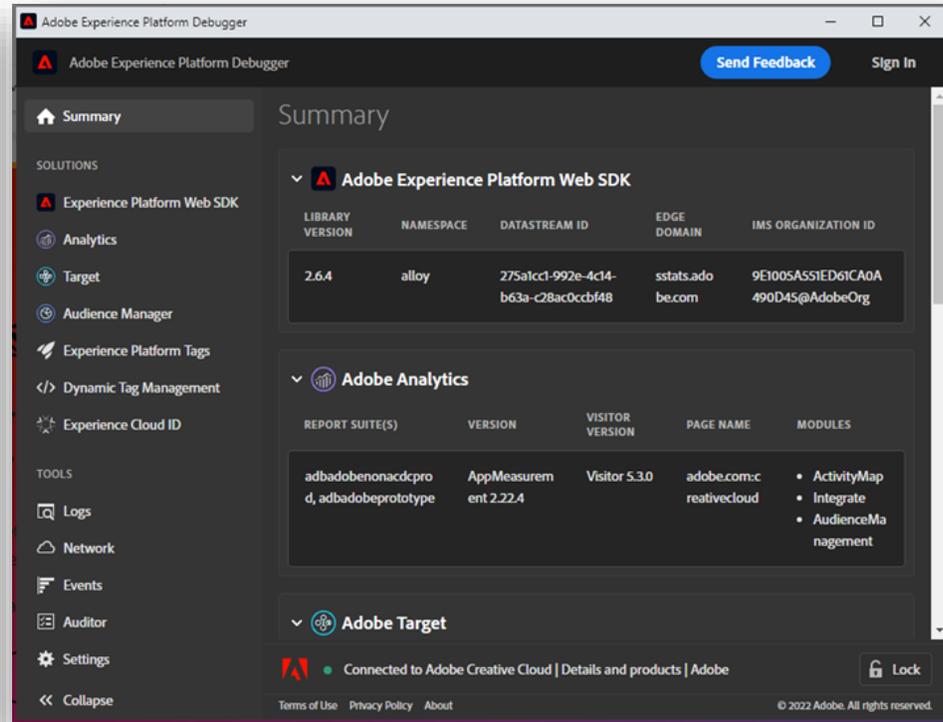
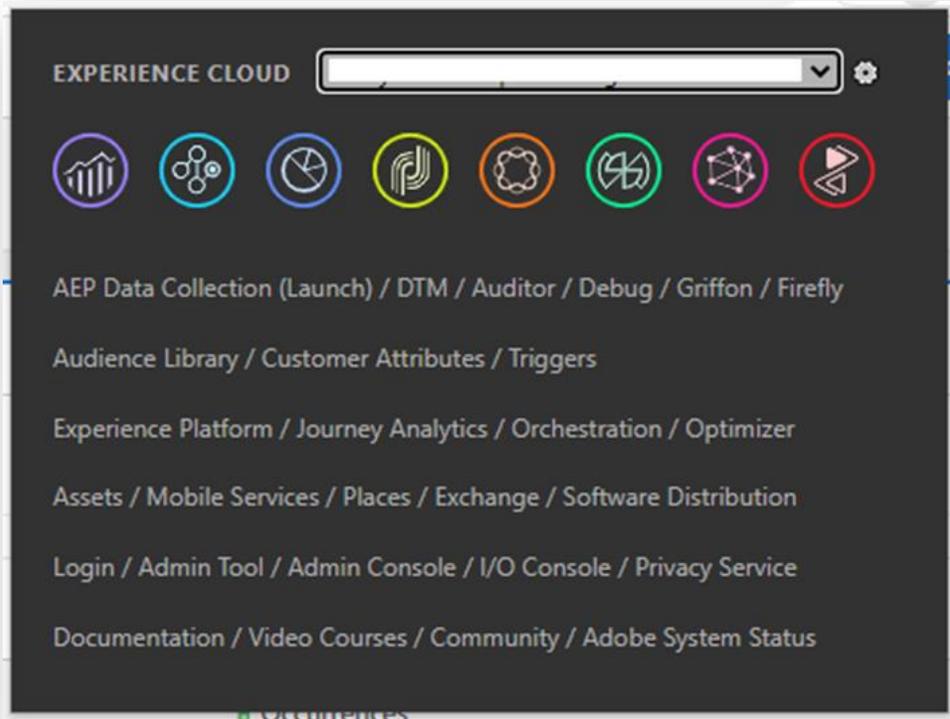
Display only selected rows

Create annotation from selection

Create segment from selection

Top Three Must Have Adobe Analytics Extensions

- Adobe Experience Cloud Bookmarks
- Adobe Experience Platform Debugger
- Launch and DTM Switch



FOR MORE TIPS & NEW FEATURES

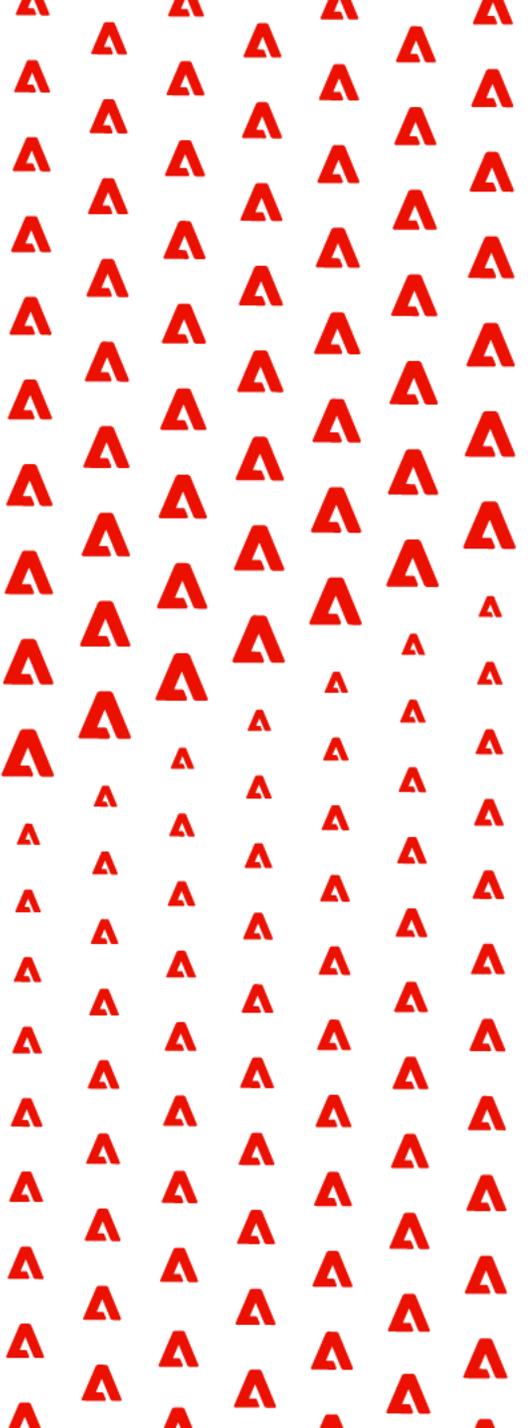
Tip: Count items within any Dimension



New Analytics features



Katie Gaborcik
Omni-Channel Analyst, BD

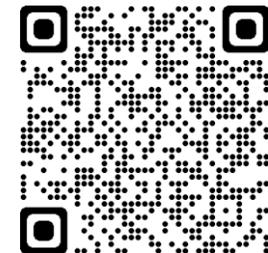


Introduction

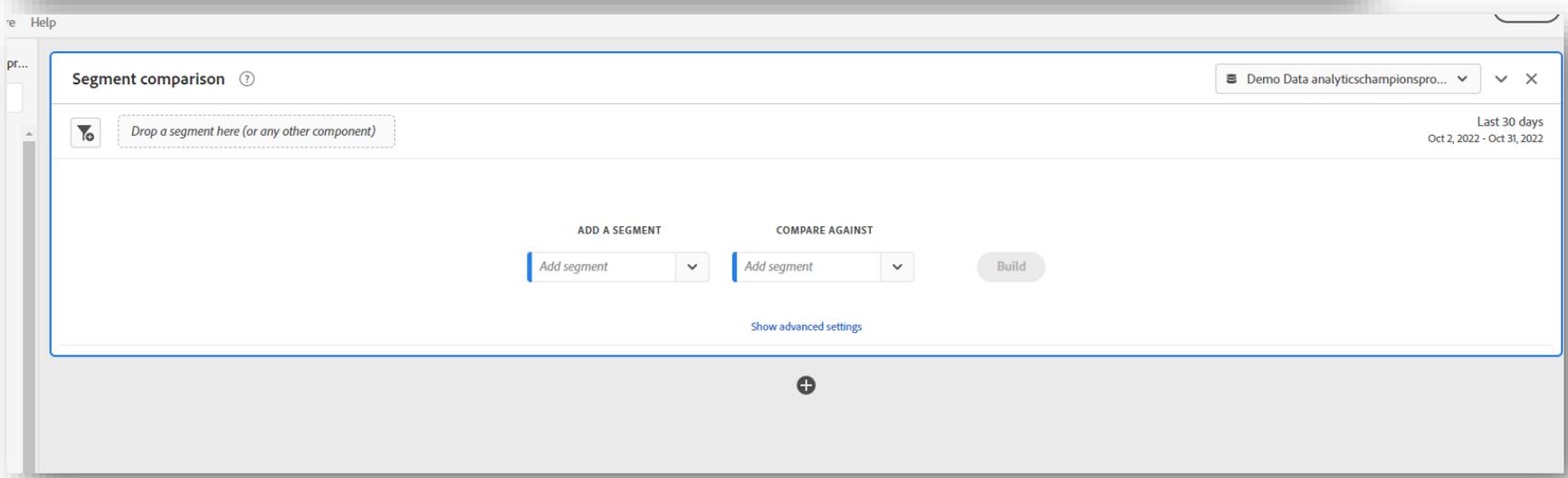
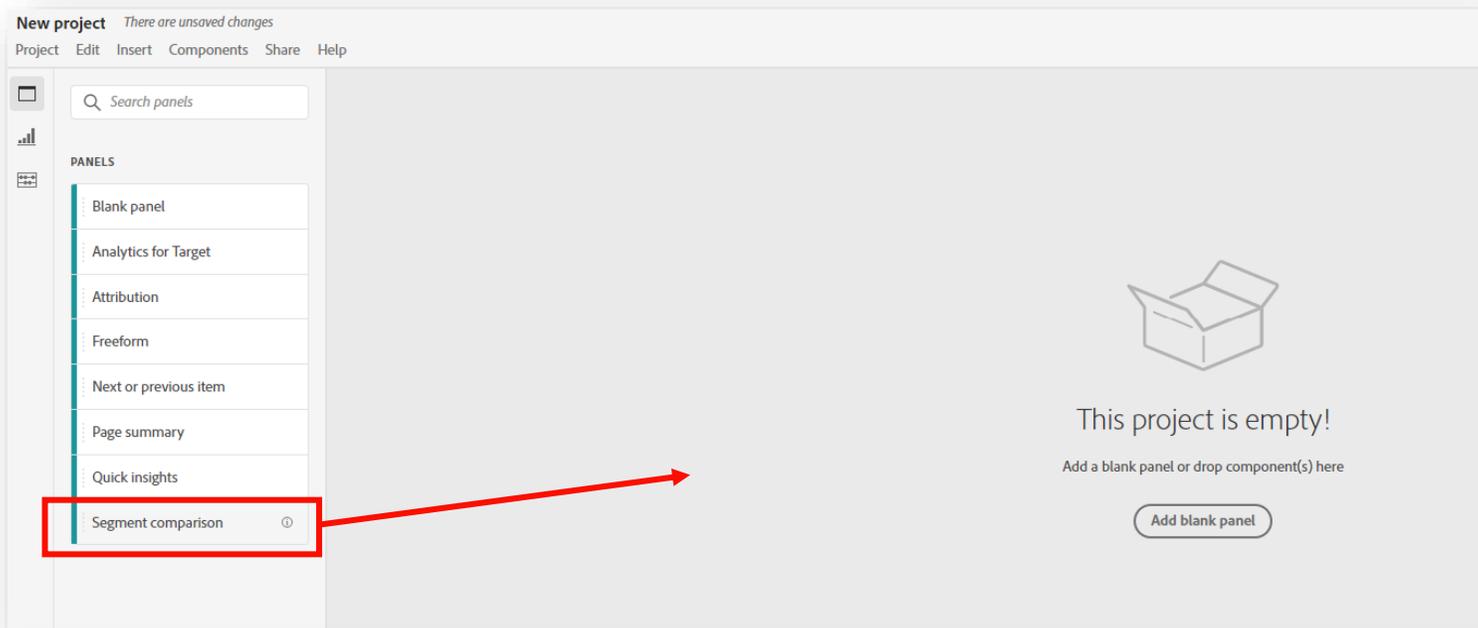
- Omni-Channel Analyst, BD
 - Started my career client facing and made the switch to analytics 5 years ago
 - I'm a newlywed!



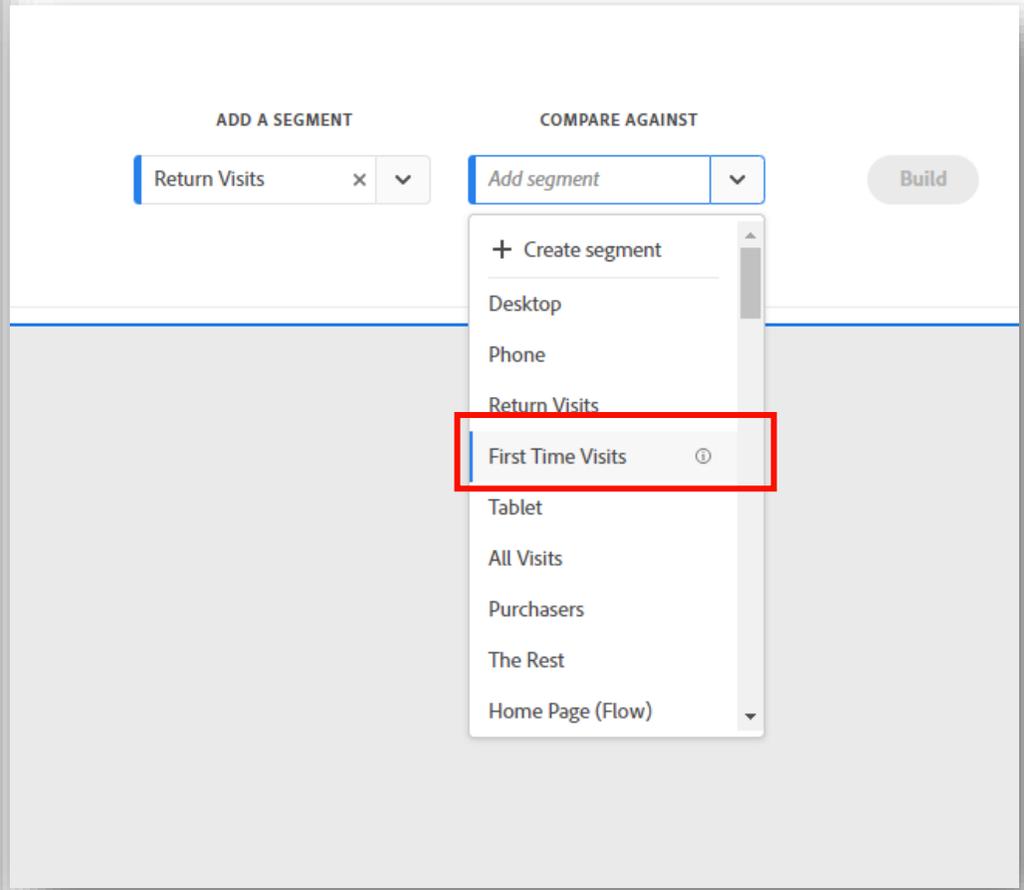
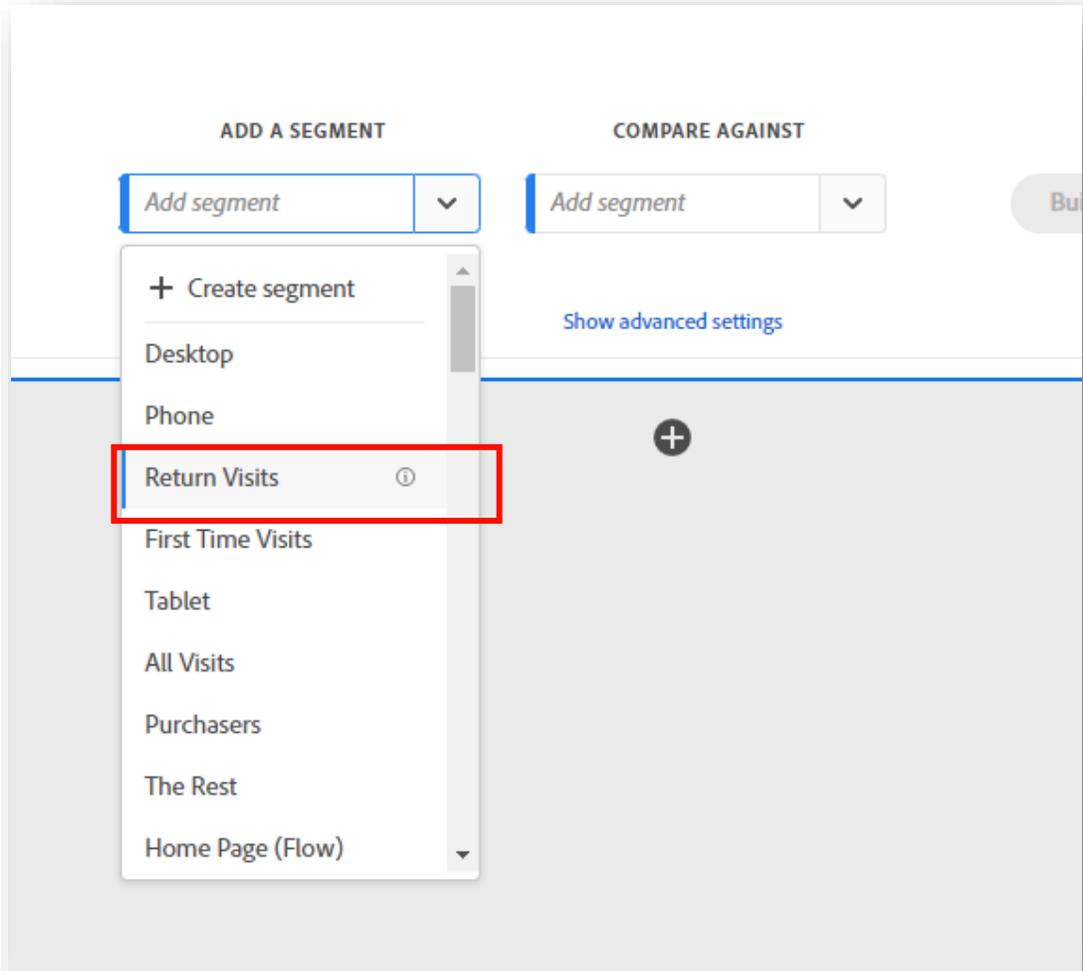
Connect with me on LinkedIn!



Segment Comparison Two Ways: From Panel



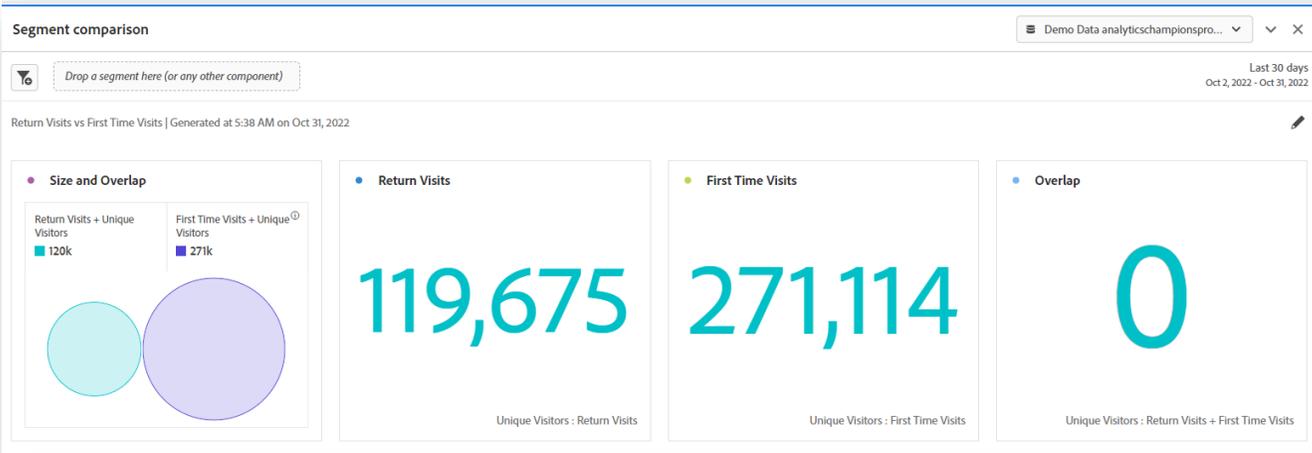
Segment Comparison Two Ways



Segment Comparison Two Ways

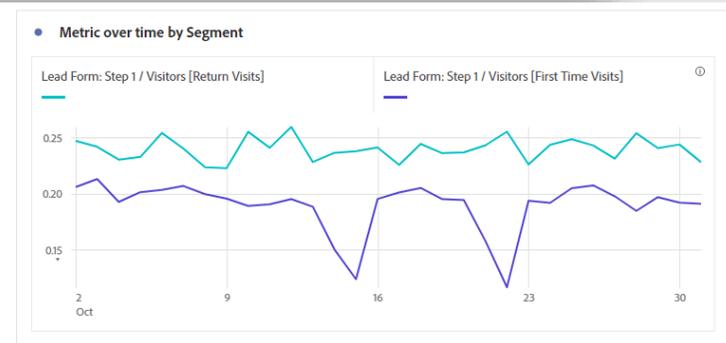
The screenshot displays a user interface for segment comparison. It features two input fields: 'ADD A SEGMENT' containing 'Return Visits' and 'COMPARE AGAINST' containing 'First Time Visits'. Each field has a close icon (x) and a dropdown arrow (v). To the right is a blue 'Build' button, which is highlighted with a red rectangular border. Below the input fields is a link labeled 'Show advanced settings'. At the bottom of the interface is a grey bar with a white plus sign (+) in the center.

Segment Comparison Two Ways



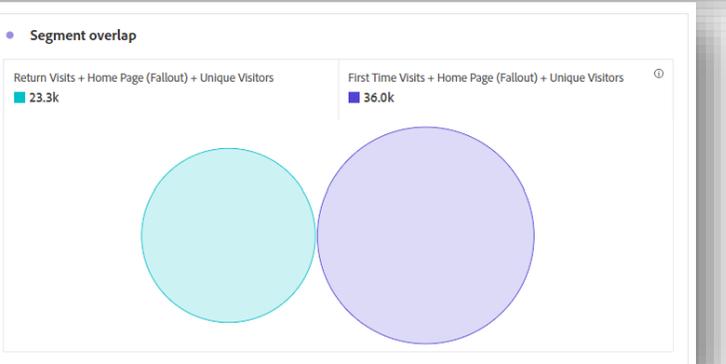
Top metrics against Segments

	Return Visits	First Time Visits	Difference score
Metrics	80	50	↓
Page: 1 / 1 Rows: 50 1-11 of 11			
1. Texts Sent / Visitors	0.31	1.47	0.82
2. Mailers Sent / Visitors	0.26	0.63	0.71
3. Online Revenue / Visitors	42.53	19.55	0.69
4. Podcast Impressions / Visitors	0.37	0.78	0.68
5. Detail Views / Visitors	0.55	0.29	0.66
6. Shareable Media Impressions / Visitors	1.05	0.66	0.63

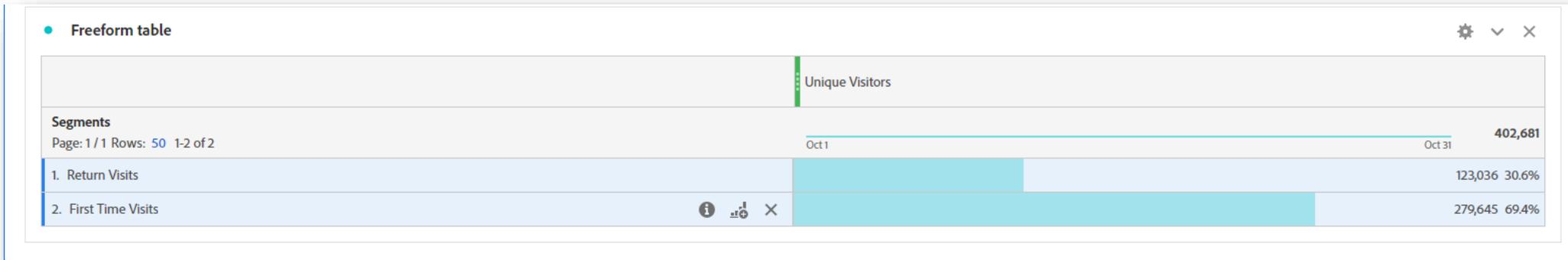
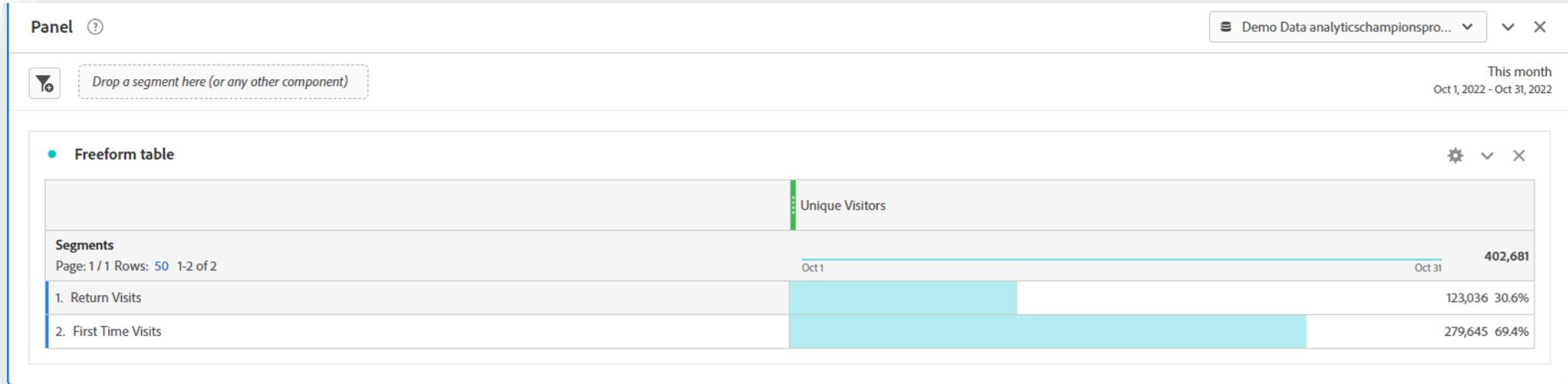


Top segments against Segments

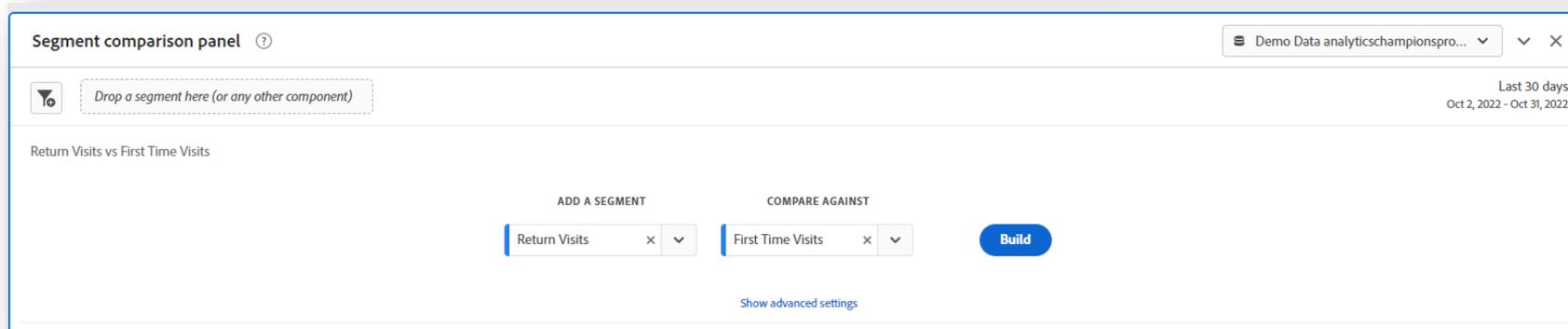
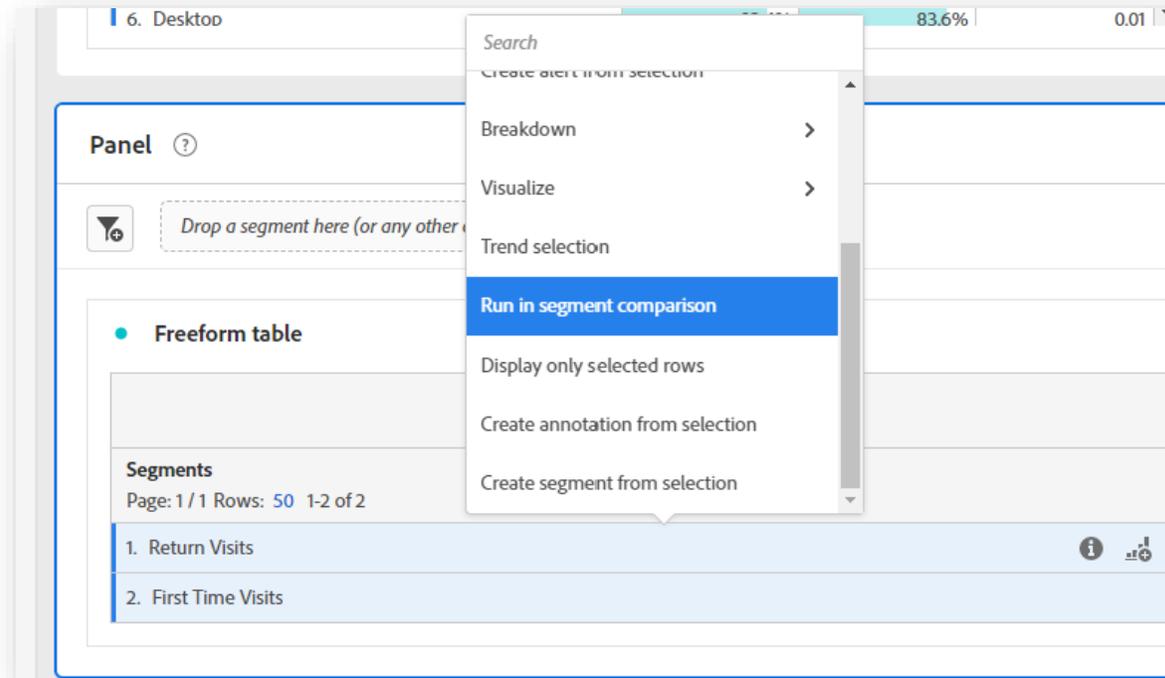
	Return Visits	First Time Visits	Difference score
Segments	Unique Visitors	Unique Visitors	↓
Page: 1 / 1 Rows: 50 1-9 of 9			
1. Home Page (Fallout)	19.5%	13.3%	0.06
2. Home Page (Flow)	19.5%	13.3%	0.06
3. The Rest	13.5%	10.0%	0.03
4. Phone	7.0%	5.0%	0.02
5. Entry Page Home > app: launch (Fallout)	3.9%	2.7%	0.01
6. Desktop	82.4%	83.6%	0.01



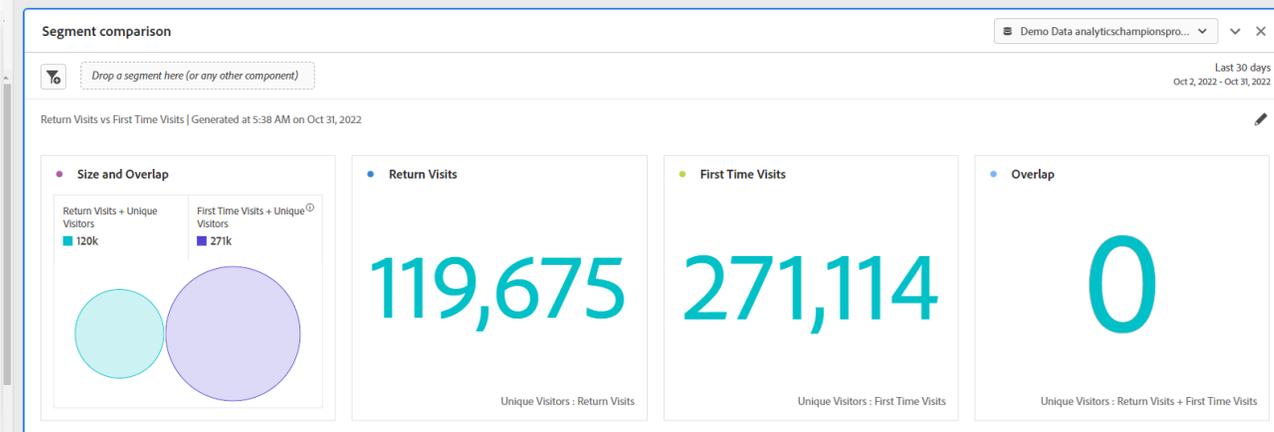
Segment Comparison Two Ways: From Freeform Table



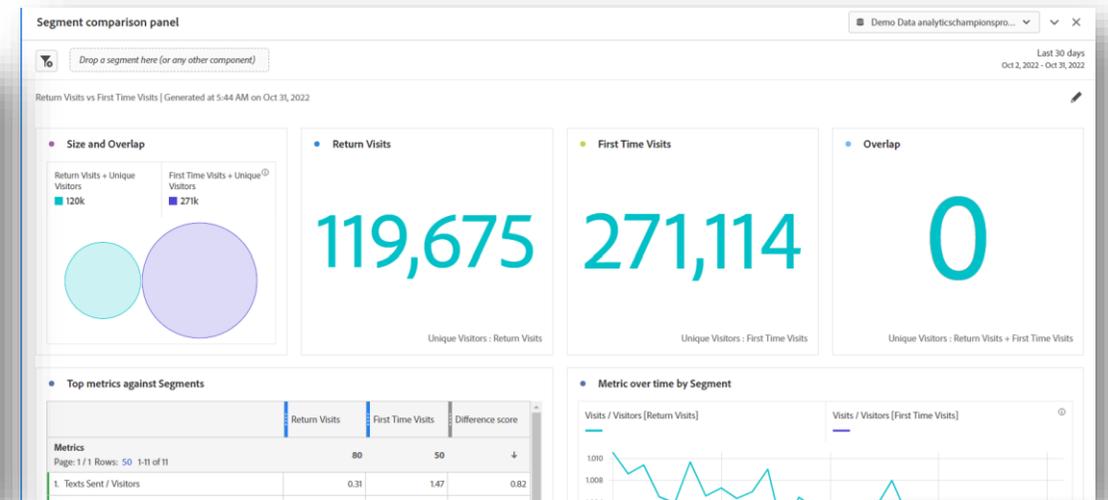
Segment Comparison Two Ways: From Freeform Table



Segment Comparison Two Ways: From Freeform Table



Freeform Table



Panel

Combining Segments

Segment builder

1 selected x

Segments x

- Desktop
- Phone
- Tablet
- The Rest
- Home Page (Flow)
- Home Page > app: launch S...
- Entry Page Home > app: la...
- Home Page (Fallout)
- Entry Page Home > app: la...
- Return Visits
- First Time Visits
- All Visits
- Purchasers
- USA

Title *

Enter a title for this segment

Description

Enter a description for this segment

Tags

Search tags

Definition *

Include Hit

Options

Desktop

Mobile Device Type equals Other

* All fields with an asterisk are required in order to save.

Experience Cloud publishing

Segment publishing: 0 of 250

Audience library

Create in audience library

Cancel Save

Demo Data analyticschampionsprogram



Category	Count	Percentage
Visitors with Experience Cloud ID	936,855 of 1,117,410	84%
Unique Visitors	936,855 of 1,117,410	84%
Visits	999,521 of 1,210,790	83%
Page Views	6,682,767 of 8,570,674	78%

*Last 90 days

Product compatibility

- Analysis Workspace
- Reports & Analytics
- Data Warehouse

Combining Segments

Segment builder

1 selected x Segments x

- Desktop
- Phone**
- Tablet
- The Rest
- Home Page (Flow)
- Home Page > app: launch S...
- Entry Page Home > app: la...
- Home Page (Fallout)
- Entry Page Home > app: la...
- Return Visits
- First Time Visits
- All Visits
- Purchasers
- USA
- 11-20 Days
- 21-50 Days

Title *
Enter a title for this segment

Description
Enter a description for this segment

Tags
Search tags

Definition *

Include Hit Options

Desktop

Mobile Device Type equals Other

And

Phone

Mobile Device Type equals Mobile Phone

* All fields with an asterisk are required in order to save.

Cancel Save

Demo Data analyticschampionsprogram

Visitors with Experience Cloud ID	0 of 1,117,410	0%
Unique Visitors	0 of 1,117,410	0%
Visits	0 of 1,210,790	0%
Page Views	0 of 8,570,674	0%

*Last 90 days

Product compatibility ⓘ

Analysis Workspace
Reports & Analytics
Data Warehouse

Combining Segments

The screenshot shows the Adobe Segment Builder interface. On the left, a sidebar lists various segments, with 'Desktop' selected. The main area is titled 'Segment builder' and contains fields for 'Title', 'Description', and 'Tags'. Below these is the 'Definition' section, which is currently set to 'Include' and 'Hit'. The definition consists of two conditions: 'Desktop' and 'Mobile Device Type equals Mobile Phone'. A dropdown menu is open over the 'And' connector between the two conditions, with 'And' selected. The right side of the interface shows a 'Demo Data' table with columns for metric, count, and percentage. Below the table is a 'Product compatibility' section with links to 'Analysis Workspace', 'Reports & Analytics', and 'Data Warehouse'. At the bottom, there is a note about required fields and an 'Experience Cloud publishing' status.

Metric	Count	Percentage
Visitors with Experience Cloud ID	0 of 1,117,410	0%
Unique Visitors	0 of 1,117,410	0%
Visits	0 of 1,210,790	0%
Page Views	0 of 8,570,674	0%

* Last 90 days

Product compatibility ⓘ
Analysis Workspace
Reports & Analytics
Data Warehouse

* All fields with an asterisk are required in order to save.

Experience Cloud publishing ⓘ
Segment publishing: 0 of 250

Audience library ⓘ
Create an audience library

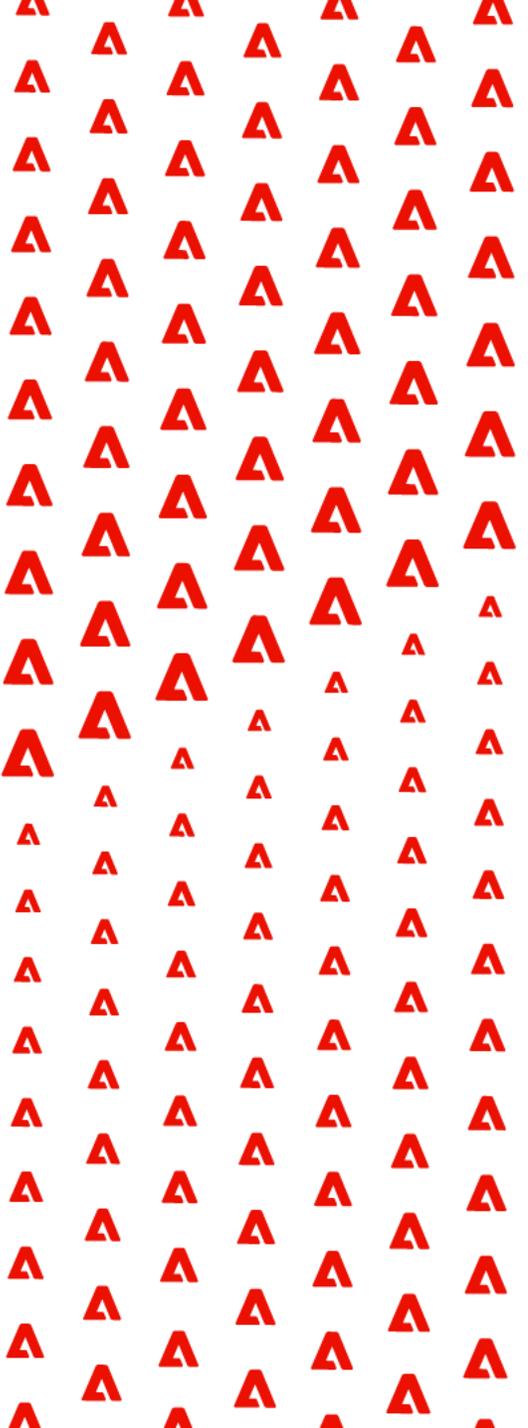
Combining Segments

The screenshot displays the Adobe Segment Builder interface. On the left, a list of segments is shown, with 'Tablet' highlighted in a red box. A red arrow points from this box to the definition editor on the right. The definition editor shows a segment definition with the following structure:

- Include Hit
- Desktop
 - Mobile Device Type equals Other
- Or
- Phone
 - Mobile Device Type equals Mobile Phone
- Or
- Tablet
 - Mobile Device Type equals Tablet

At the bottom of the definition editor, a note states: '* All fields with an asterisk are required in order to save.'

Mandy George
Senior Analyst, Home Depot Canada



Introduction

- Senior Analyst, Online Experience Analytics at Home Depot Canada
 - Born in Niagara Falls, Ontario
 - Started with Home Depot in 2016
 - Supports 200+ stakeholders/analytics users
 - Has three cats – Arthur, Merlin, and Morgana



Mandy George

Connect with me on LinkedIn

<https://www.linkedin.com/in/mandy-george/>



Flipping Analyses Upside Down

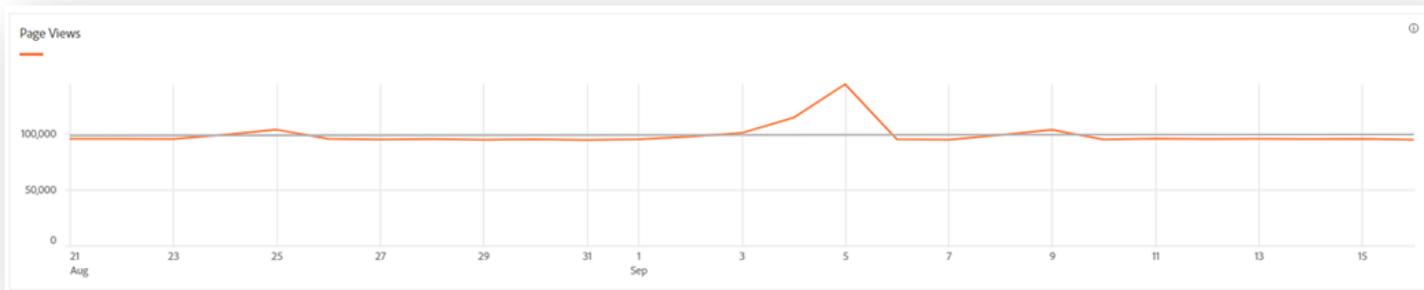
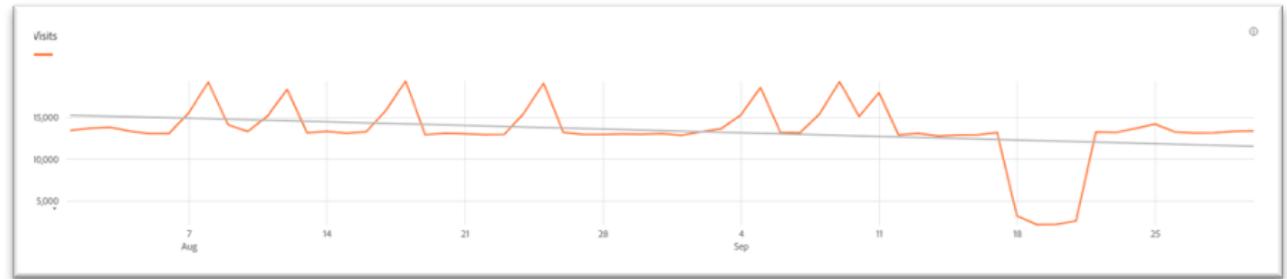
- Everyone loves to look at what is going right on their website
- What happens when something goes wrong?

Do you see it?

Do you analyze it?

Can you determine if it's a problem?

Sometimes it's easy to see



. . . . Other times, not so much

Creating Calculated Metrics to Spot Errors

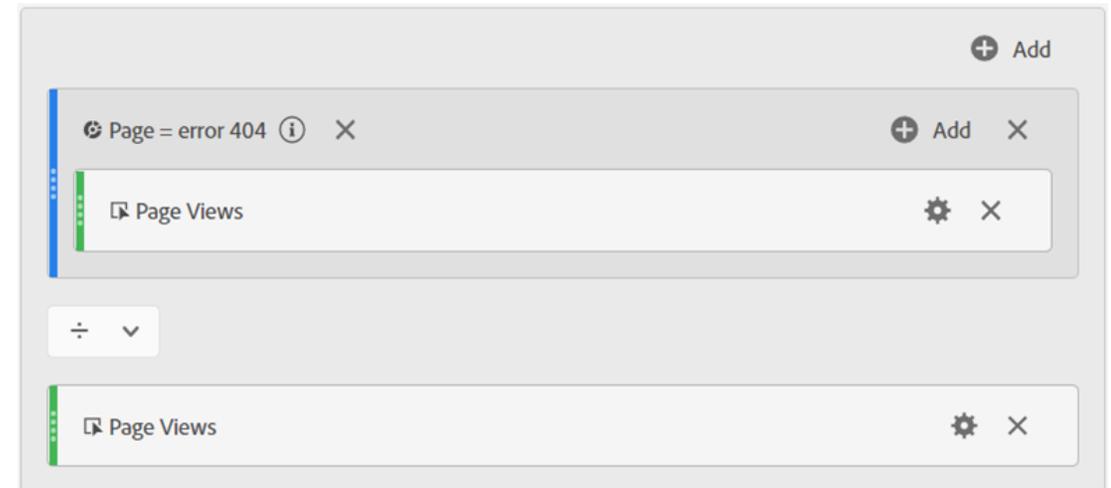
- Use dimensions and segments to focus your calculated metrics on specific pages



- If you know a certain page or type of page is likely to cause an error, limiting your analyses to that can help you spot an anomaly

- Instead of using raw hits – look at your errors as a percentage of your overall traffic

- If overall site traffic goes up or goes down, using a percentage can help you place that in context



You Don't Have to Spot it on Your Own

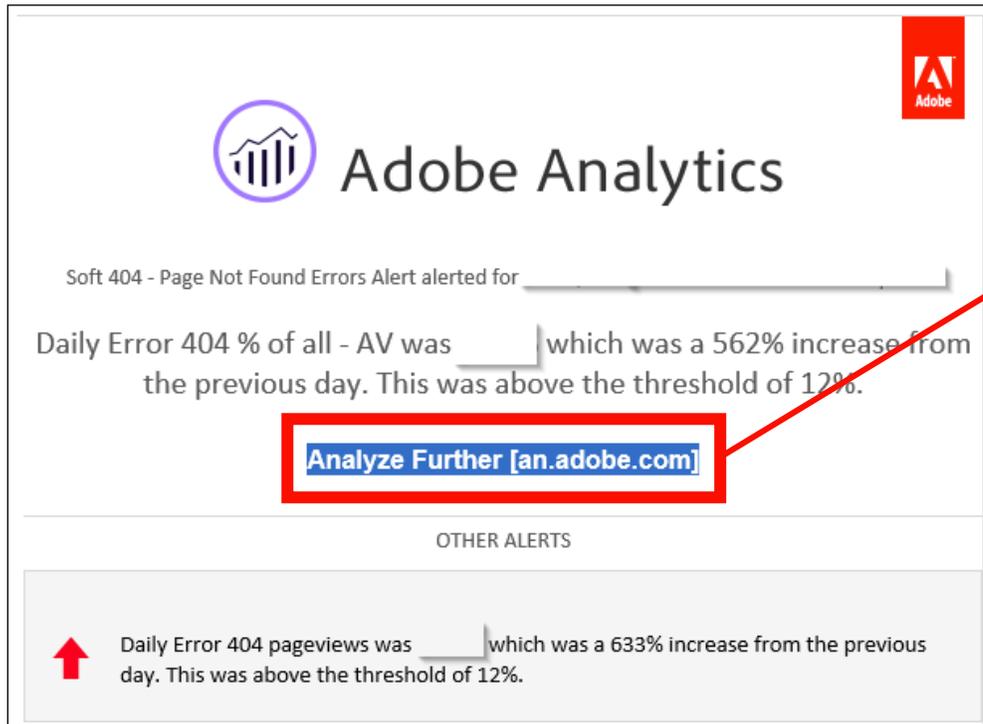
- Even with your calculated metrics you still need to spot when something is out of the ordinary
- Anomaly detection can tell you when something is off – both too high and too low
- Use automated alerts to be notified on a daily or weekly basis when there is a problem

The screenshot shows a configuration interface for an alert titled "Error 404 Alert". The interface includes a "PREVIEW" section on the right and a "Send an alert when" section at the bottom. The "PREVIEW" section displays a timeline from 30 days ago to Today, with a text overlay stating "This alert would have triggered 13 times over the last 30 days." The "Send an alert when" section contains two rows of metrics:

Metric	Condition	Threshold	Count
Error 404 % of all	anomaly exists	99% threshold	12
Error 404 pageviews	anomaly exists	99% threshold	11

- anomaly exists
- anomaly is above expected
- anomaly is below expected
- is above or equals
- is below or equals
- changes by %

What to do once you get an alert



Adobe Analytics

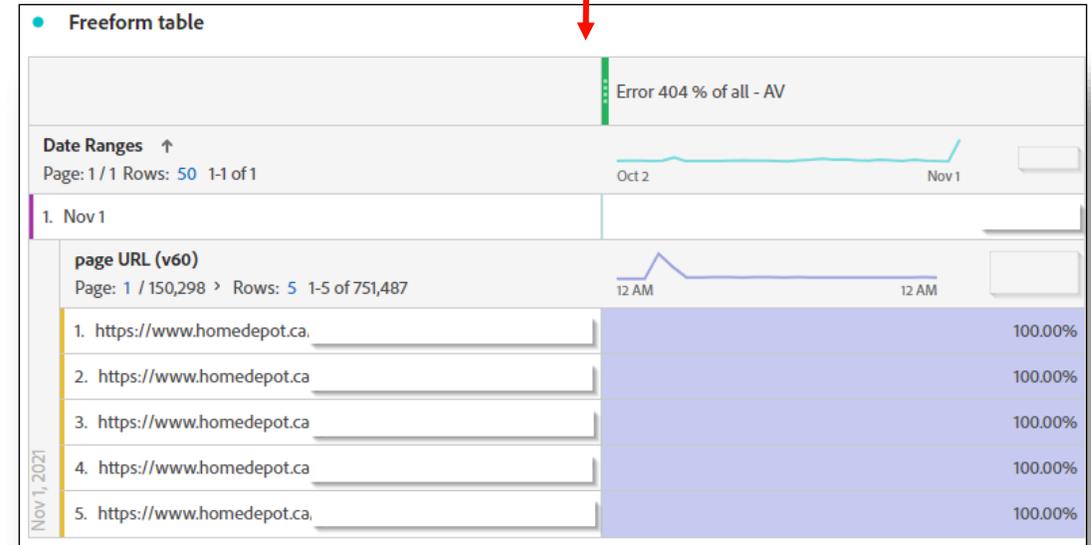
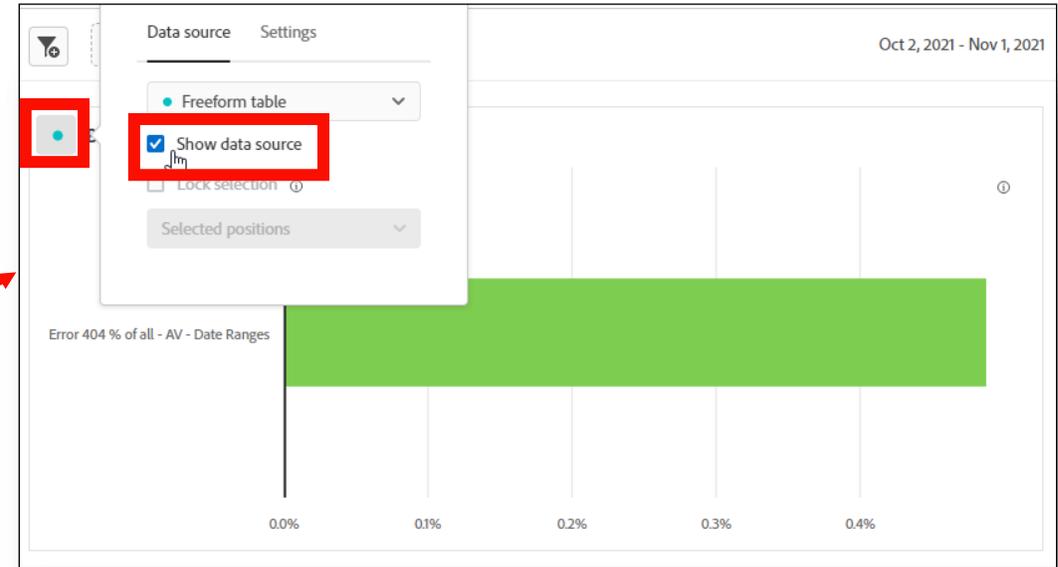
Soft 404 - Page Not Found Errors Alert alerted for _____

Daily Error 404 % of all - AV was _____ which was a 562% increase from the previous day. This was above the threshold of 12%.

[Analyze Further \[an.adobe.com\]](#)

OTHER ALERTS

↑ Daily Error 404 pageviews was _____ which was a 633% increase from the previous day. This was above the threshold of 12%.



Freeform table

Error 404 % of all - AV

Date Ranges ↑

Page: 1 / 1 Rows: 50 1-1 of 1

Oct 2 Nov 1

1. Nov 1

page URL (v60)

Page: 1 / 150,298 > Rows: 5 1-5 of 751,487

12 AM 12 AM

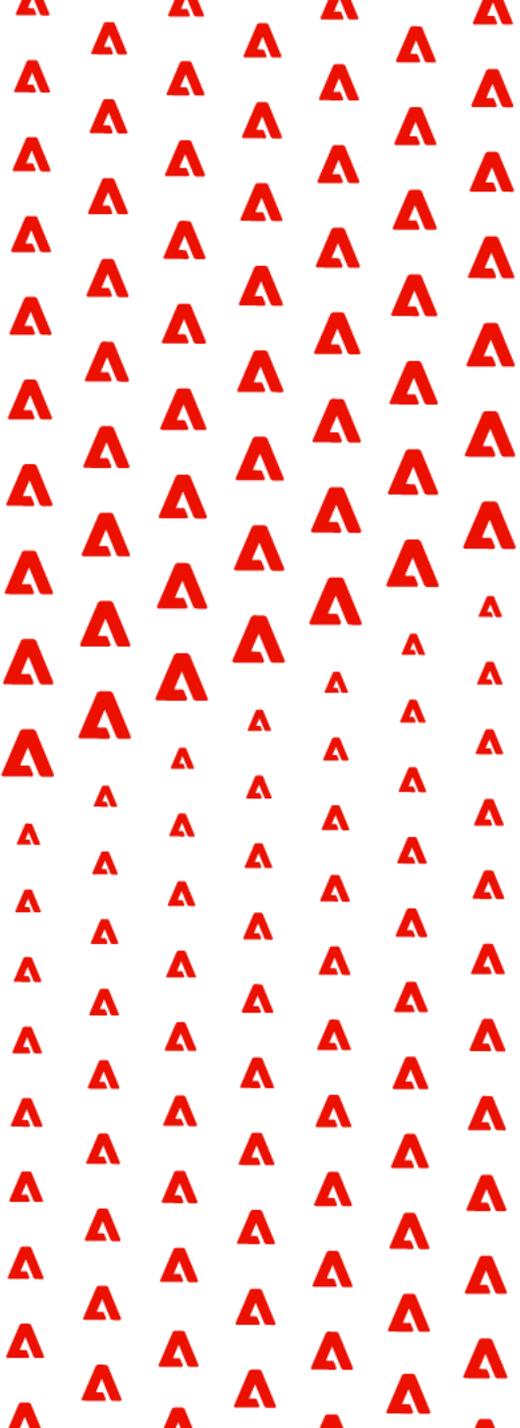
1.	https://www.homedepot.ca, _____	100.00%
2.	https://www.homedepot.ca _____	100.00%
3.	https://www.homedepot.ca _____	100.00%
4.	https://www.homedepot.ca _____	100.00%
5.	https://www.homedepot.ca, _____	100.00%

Nov 1, 2021

Key Take Aways

- Measuring your failures is as important as measuring your successes
- Make use of calculated metrics to look at percent changes instead of raw numbers
- Act on alerts to resolve errors and improve your on-site experience

Questions?



Thank you!

