



Gain deeper customer insights with Analytics for Target.

7 tips and tricks that can help you hit the ground running.

Adobe Analytics for Adobe Target is a powerful integration within Adobe Experience Cloud that delivers a richer, in-depth view of A/B experience testing. With it, you can use Analytics to gain deeper insight into how your Target experiences perform, so you can improve and scale your personalization and optimization efforts on a whole new level.



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Gil Jimenez is a multi-solution architect focusing on Adobe Experience Cloud and Adobe Marketing Cloud user enablement and adoption. In this role, he coaches digital marketing practitioners around the world on how to use Adobe solutions using industry best practices. Previous to this, Gil spent 10 years in public service, most recently serving as the CIO for the Illinois Department of Labor.

With the benefit of his real-world insight, we've curated the following tips and tricks to help make it easier to start getting more comprehensive results from your experience testing.

Tip 1: Gain access to the right Analytics report suite or suites.

An Analytics report suite is a set of reports an analyst within your organization has already built and applied to a chosen website, a set of websites, or a subset of web pages. Before you can see the results of your Target experience, Analytics requires that you're granted access to the report suite assigned to the location where your experience will live.

You'll know if you haven't been given access when you set up your test. If Target won't allow you to choose a report suite, contact the Analytics administrator at your organization and ask them to add you to the All Access Group, or to a group that has access to at least one report in the report suite that you need to use.

[Learn more >](#)

Tip 2: Set up Visitor ID Service, Target, and Analytics calls to fire in the right order.

When a customer visits your site, the browser loads the Visitor ID Service, which provides a unique identifier that will be passed to Target and Analytics, known as the supplemental data identification (SDID). After the Target call is completed, Analytics fires on the page, and the SDID is appended to that call as well to measure the experience holistically. If the Visitor ID Service, Target, and Analytics don't fire in that order, the measurement chain will be broken.

If you're using Adobe Experience Platform Launch or Dynamic Tag Manager (DTM), which are included with all Adobe Experience Cloud solutions, Analytics for Target will automatically fire in the right order. If you're using a different tag manager, setup should look like this:

```
<html>
  <head>
    VisitorAPI.js
    at.js
  </head>
  <body>
    AppMeasurement.js
  </body>
</html>
```

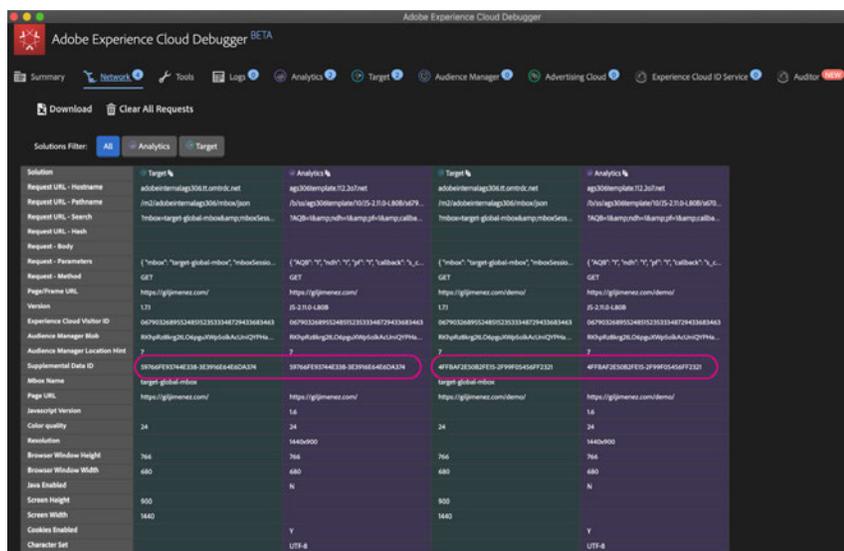
Helpful hint: From setup in Target, you can choose either Target or Analytics as your default reporting solution. You can also choose to have no default, which means you'll have to select Target or Analytics for every test. The no-default option is recommended because Automated Personalization, Auto Target, and Auto Allocate tests are not compatible with Analytics for Target. Choosing no default will save you from having to change your setup preferences when running those specific tests.

Helpful hint: When you set up Analytics for Target, make sure that Target and the Visitor ID Service are implemented synchronously, unless you're using Experience Platform Launch, which will take care of it for you. [View implementation steps >](#)

Tip 3: Know that Analytics for Target is working before running your first test.

Using a debugger can tell you a lot about whether your integration is set up correctly, even before you begin using it. You can check to see if you are running the most up-to-date versions of Target, Analytics, and your Visitor ID Service, which is required in order for Analytics for Target to work. You can also make sure that for every Target call on your page, there is a corresponding Analytics call with a matching SDID. Note that every time a page is refreshed, a new, different SDID will be generated. The SDID should match between Target and Analytics, no matter how many times the page is refreshed.

[Download the Adobe Experience Cloud debugger now >](#)



Tip 4: Activate Analytics for Target right from your activity.

The great thing about Analytics for Target is that it doesn't require you to run your tests any differently than you're accustomed to. You're simply adding Analytics to the equation to gain additional insights. To get started, set up an A/B test like normal. Then, from the "Goals and Settings" tab, scroll to "Reporting Settings" and choose "Adobe Analytics." Next, select your company and a report suite from the dropdown menu. Then, under "Goal Metric," choose a primary Analytics metric. Click "Save and Close" and activate the test as usual.

[Learn more about activity creation >](#)

Tip 5: Run tests using one metric, then choose a different metric after the fact.

Say you're running an email promotion on Cyber Monday, and you want to see if more people click through to your website based on whether your button says "Shop now" or "Shop deals." But when you take your results to your stakeholders, they want to know how many people made purchases for each experience. With Analytics for Target, you can go back into the completed test and change the metric to find the results they're most interested in.

From your activity, simply click on the "Reports" tab. Then open the dropdown menu under "Report metric," search for the metric you'd like to see, and click "Save." Next, click on "View in Analytics." Then select a metric from the "Metrics" dropdown menu and click "Apply."

Helpful hint: We recommend using the Adobe Experience Cloud debugger, which was built to help our customers examine Adobe solution implementations specifically.

Good to know: When viewed in Analytics, Analytics for Target reporting defaults to the Reports interface, rather than the brand new Workspace interface. It's possible to use Workspace, but sometimes it's better to use Reports. For example, in certain cases, Activity Impression and Conversion metrics can be inflated in Workspace, so viewing them in Reports can give you a more accurate view.

Good to know: You can view a demonstration of these tips and tricks, plus learn a few extras, in the on-demand webinar "Analytics for Target: The Smarter Way to Optimize."

Helpful hint: You can also run a test with Analytics for Target using one Target metric in addition to the Analytics metrics. From "Goals and Settings" under "My Primary Goal," choose "Conversion" and then select a Target metric.

Tip 6: Discover interesting new segments within your tests.

Say you've run a test on an offer made just for Android users, but the Analytics metric you chose didn't net any results. Because Analytics for Target allows you to change the metric after you've run the test, you can see how it performed in other ways, and find inspiration for new tests. For example, maybe your offer didn't excite Android users, but people in Cleveland really gravitated to it. With this capability, you can look at your data in many different ways, which makes it easier to scale optimization.

From your activity, click on the "Reports" tab. Then, open the dropdown menu under "Report metric," search for the metric you'd like to see, and click "Save." Next, click on "View in Analytics." Then, select a metric from the "Metrics" dropdown menu and click "Apply." From here, you can switch between metrics and even compare metrics to each other. Repeat as many times as you like.

Tip 7: See all of your Analytics for Target activities in one place.

Adobe Analytics keeps track of all of your Analytics for Target activities in the form of a report, so you can easily look back at previously executed experiences. From Adobe Analytics, navigate to the "Reports" tab. Then, from the menu, select "Adobe Target," then "Analytics for Target," then "Target Activities." You'll see all of the Target tests you've run that used Analytics as the reporting source. From there, you can narrow or expand your report by changing the date range.

[Learn about using Reports vs. Analytics Workspace >](#)

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Get even more insights on using Analytics for Target.

Visit our [Adobe Target Help](#) page to learn more about how to use features within Analytics for Target. You can also check out our [Analytics for Target best practices tutorial](#) and access feature request forms in the Adobe Target section of [Experience League](#).