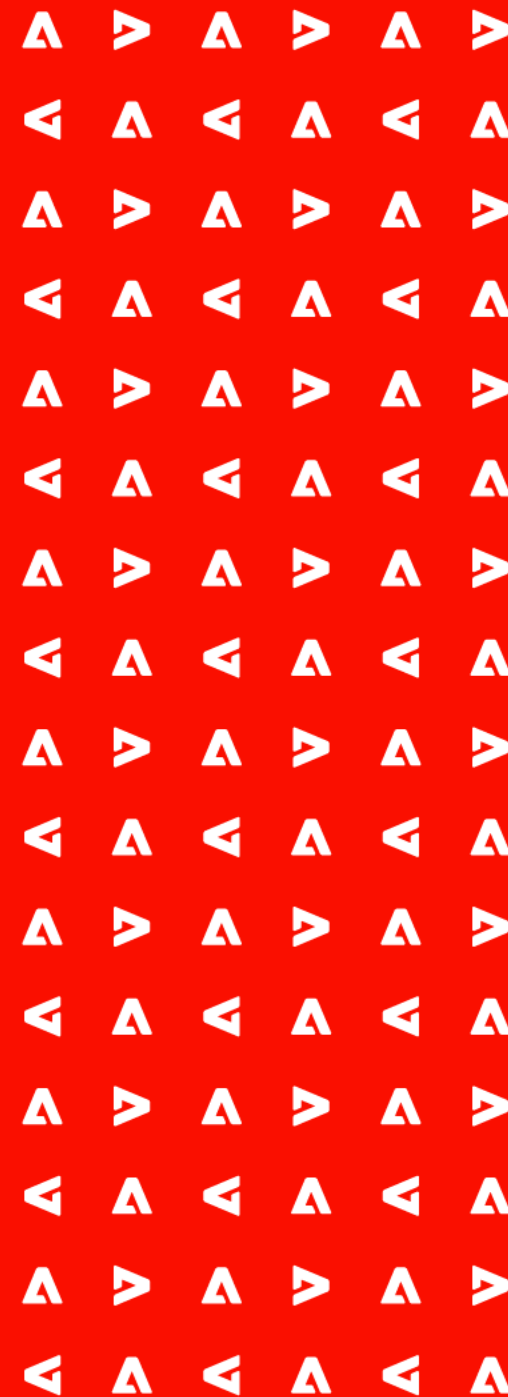


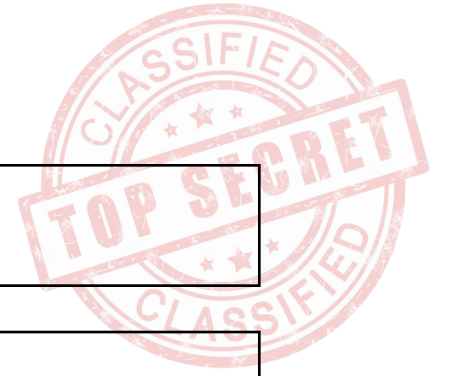


Adobe Analytics Documentation: Mission Possible

June 23, 2022



Mission Briefing



WELCOME AND SECURITY CLEARANCE

- Ranking Agents

TAGGING IMPLEMENTATION

- Within Adobe
- External to Adobe

TRACEABILITY

- Within Adobe
- External to Adobe

EXTRA CONSIDERATIONS

- External Location
- Documentation Management
- Knowledge Base

Q&A

WRAP UP



LICENSE TO TEACH

JEFF BLOOMER

LOCATION: Cincinnati, Ohio
LISTED AS: Manager Digital Analytics
PLACEMENT: Kroger Personal Finance
CODENAME: Bubbles
FILE No: DSRGRJ



FOR YOUR EYES ONLY

SKILLS

Administrator
Analytics Evangelist
Cat Wrangler
Debugger
Documentation Expert
Implementation Specialist - Retired
Reports Jedi
Squirrel Spotter
Trainer

CONFIDENTIAL



LICENSE TO TEACH

JENNIFER DUNGAN

LOCATION: Toronto, Ontario
LISTED AS: Optimization Manager, Analytics
PLACEMENT: Torstar
CODENAME: J-Div
FILE No: LGJWVK



FOR YOUR EYES ONLY

SKILLS

Administrator
Documentation Expert
Implementation Specialist
Developer
End-to-End Tester
Bookworm
Report Guru
Trainer
Crochet Ace

CONFIDENTIAL



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CODENAME: J-Div

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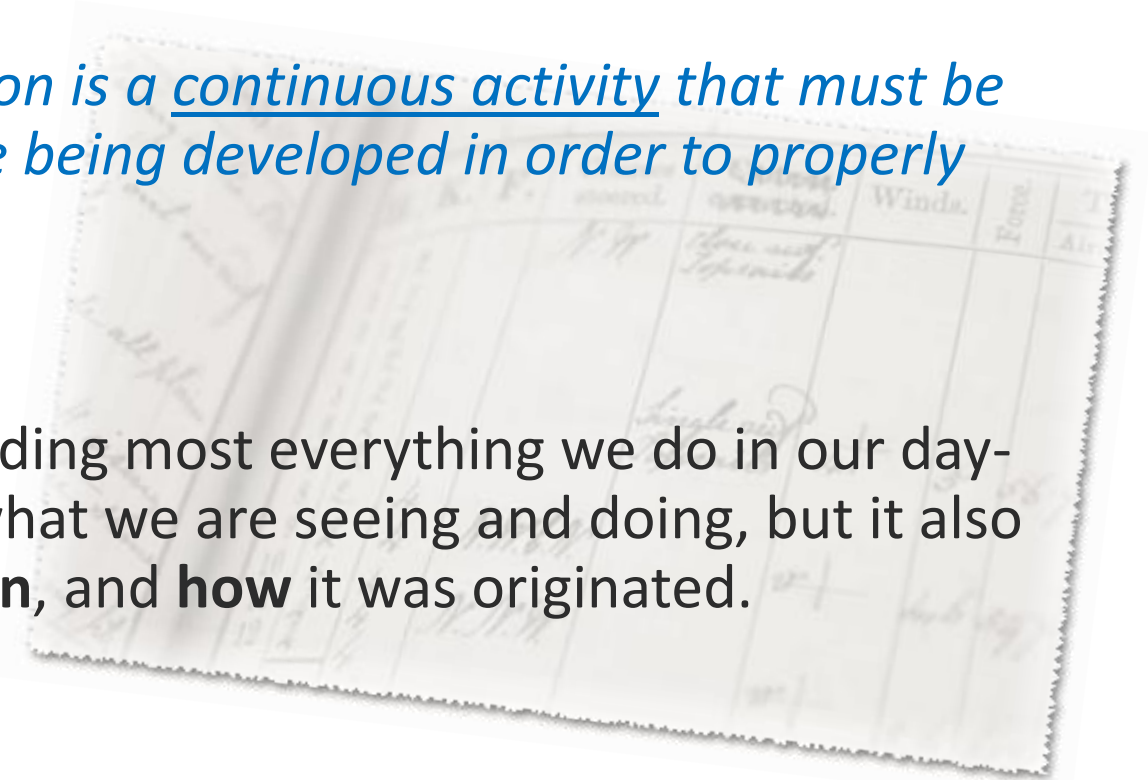


Preface A: What is Documentation?

The method of internally capturing all information necessary to properly execute a process and/or provide the technical specifications to reproduce a product within your organization.

It is important to note creating documentation is a continuous activity that must be carried out while processes and products are being developed in order to properly ensure delivery of the desired outcome.

Documentation is a **key ingredient** to understanding most everything we do in our day-to-day business, not only because it describes what we are seeing and doing, but it also provides the historical record of **who, why, when, and how** it was originated.



Part 1: Tagging Implementation

Sub-Section A: Within Adobe

Paragraph I: Descriptions

The screenshot displays the Adobe Analytics interface. On the left, a table lists properties:

Property #	Name
1	Page Type
2	Tracking Co
3	
4	Evar #

The main area shows a 'New project' configuration with a search bar containing 'page na'. Below the search bar, a list of items is shown, including 'Page Name (evar1)' and 'Page Name Instances'. A tooltip is open over 'Page Name (evar1)', displaying the following information:

Page Name (evar1)

Description
Replication of the Page Name in the Pages report (holds longer strings and is available for more correlations)

Top items

1. [Redacted]
2. [Redacted]
3. [Redacted]
4. [Redacted]
5. [Redacted]

*Occurrences (Last 90 days)

Part 1: Tagging Implementation

Sub-Section A: Within Adobe

Paragraph II: Notes

The screenshot shows the configuration for a rule titled "Traffic Via Facebook App".

Rule Title: Traffic Via Facebook App

Conditions: If **All** of the following are true:

- User Agent contains Any of facebook
fb

Limit 30, one value per line

Then do the following:

- Overwrite value of Extended Referrer (eVar5) With Custom Value facebook

Otherwise do the following:

- Add Action

Reason for rule: This rule detects "facebook" or "fb" as part of the User Agent String (Facebook apps append custom values to the User Agent string when viewing sites through their webview). This will allow us to extend our tracking to see "Facebook apps" as an extended referrer instead of just Typed/Bookmarked which we would see through normal means.

A red arrow points to the "Reason for rule" text area.

Part 1: Tagging Implementation

Sub-Section B: External to Adobe

Paragraph I: Documents

2.1. Home Page

The screenshot shows a Confluence page titled "Web - Campaign Tracking" within a space named "Campaign Tracking". The page content includes:

- Page title: **Web - Campaign Tracking**
- Metadata: Created by [redacted], last modified by [redacted] on Jan 27, 2022.
- Text: "If you are setting up a campaign using email, media services or social media that navigates the user to a [redacted] landing page, refer to the Excel spreadsheet on this page to create the query string parameter for your CID."
- Section: **Campaign Identifier Generator**
- Text: "It's important that we track our campaigns in a consistent, meaningful way. The Campaign Identifier Generator can be used to accomplish this goal."
- Link: [CampaignCodeGenerator_App&Web.xlsm](#)
- Section: **CID Generator - Parameters descriptions**
- Interaction: Like button (Be the first to like this), tags (campaign_tracking, web_campaign, cids), and a comment box.

The left sidebar shows a navigation tree for "SiteName Ado":

- 1. Global Elem
- 1.1. Configs
- 1.1.1. Ad
- 1.2. Regioni
- 1.3. Global I
- 1.3.1. Ma
- 1.3.2. Cli
- 1.4. Custom

A legend on the right side of the page defines the tagging options:

- ✓ - included
- - optional

Additional text on the right side of the page reads: "mple value, real context value".

Part 1: Tagging Implementation

Sub-Section B: External to Adobe

Paragraph II: Spreadsheets

Legend		Mandatory Param		Included		Optional		Section/SubSection Pages		Detail Pages			Search Results	User Pages	
Mandatory Param		Home Pages		Section Page		SubSection Page		[[Detail Page Type 1]]	[[Detail Page Type 2]]	[[Detail Page Type 3]]	Search Results	Sign In / Registration	Account		
#	Name	Last Checked / Updated		Change Notes		Coverage			Reason						
		QA	Prod												
1	Traffic Via Facebook App	4/21/2022	4/21/2022			eVar5			This rule detects "facebook" or "fb" as part of the User Agent String (Facebook apps append custom values to the User Agent string when viewing sites through their webview). This will allow us to extend our tracking to see "Facebook apps" as an extended referrer instead of just Typed/Bookmarked which we would see through normal means.						
2	Rule 2: Something	6/12/2022	4/21/2021	Added eVar27		eVar27, eVar43			This rule does something, to make stuff work						
3	App: General (All server calls)	5/23/2022	5/23/2022			server, prop1, prop2, prop3, prop4, eVar1, eVar2, eVar3, event1, event2			This rule sets all mandatory rules for both trackAction and trackState on mobile apps						
4	App: General (All trackState)	4/21/2021	4/21/2021			prop5, prop6, eVar4, eVar5, event3			This rule set all parameters common to all trackState Actions on mobile apps						
5	App: General (All trackAction)	1/11/2022	1/11/2022			eVar6, event4			This rule sets standard trackAction parameters on mobile apps						
6	App: Do Something Special (trackAction)	4/21/2021	4/21/2021			event5			This rule sets event5 "cta do something special" for mobile apps						
19	...														
20	event1 (Hamburger)														
21	event2 (Element X - Var1)														
22	event3 (Element X - Var2)														
23	event4 (Home Page)														
24	event5 (Promo Imp.)														
25	event6 (Promo Clicks)														
26	event7 (Section Page)														
27	event8 (Value)														

Part 2: Traceability

Sub-Section A: Within Adobe

Paragraph I: Adobe Launch Built-In Notes

The screenshot displays the Adobe Launch interface for comparing two revisions of a tag. The breadcrumb navigation at the top reads "Tag Properties > Test - Demo Site". The main header shows "Edit Data Element" for "trackingparam:PageName" with a "Compare Revisions" view. The left pane shows "Revision 3" which is "Published". A "Use These Changes" button is visible. The right pane shows the "Latest" revision. Both panes show the tag configuration: Name "trackingparam:PageName", Extension "Core", Data Element Type "Custom Code", and Default Value "Enter a Default Value". Below the configuration, the "Expand Custom Code" toggle is turned on, revealing a code editor with lines 9 through 17. The code is mostly obscured by black redaction bars. On the right side of the interface, there is a notification bell icon with a "2" badge, and a "Add note" section with a timestamp "Jun 19, 2022, 1:22 PM" and the text "ne on Article Pages (remove)".

Part 2: Traceability

Sub-Section A: Within Adobe

Paragraph II: Workspace Project Descriptions and Version Notes

Save version notes

Add notes about the project version being saved. These notes will be stored with the version and accessible under the Project > Open Previous Versions menu.

Version notes (185 characters remaining)

You can even add notes about the specific version of your project

Cancel Save

Previously saved versions Show All versions

- 6/18/2022 5:57:59 PM by Jennifer Dungan
- 4/26/2022 5:26:48 PM by Gretchen Muir
- 4/25/2022 4:44:42 PM by Gretchen Muir
- 4/22/2022 12:24:24 PM by Sarah Owen
- 4/22/2022 12:24:24 PM by Sarah Owen

Cancel Load

Previously saved versions Show Only versions with notes

- All versions
- Only versions with notes ✓

6/18/2022 5:57:59 PM by Jennifer Dungan

You can even add notes about the specific version of your project

Campaign Tracking Code Instances	
Jun 1	421,159
	2,428
	2,411
	2,588
	2,089

Part 2: Traceability

Sub-Section A: Within Adobe

Paragraph III: Tags

The screenshot shows the Adobe Analytics 'Projects' interface. At the top, the 'Projects' header is visible. Below it, the 'Scheduled projects' section is active. On the left, a filter sidebar shows 'Tags' with a count of 2. Below the filter is a search box labeled 'Search Tags' and two checkboxes: 'NOAM Central' (count 1) and 'demo' (count 1). On the right, there are action buttons: 'Tag', 'Delete', and 'Export to CSV'. Below these is a table with columns: 'TITLE & DESCRIPTION', 'OWNER', 'TAGS', and 'DE TO'. The table contains one row with a checked checkbox, a star icon, the title 'AAUG NOAM Central :: Keeping The Adobe Sumr', the owner 'Jennifer D...', and tags 'demo, NO...'. The name 'Jen' is partially visible in the 'DE TO' column.

Part 2: Traceability

Sub-Section B: External to Adobe

Paragraph I: Notifications

Notification Tool Logged in as **jdungan** [Log Out](#)

Subject Notification: Adobe Analytics Update - June 12, 2022 - 2:00pm

To All Analytics Stakeholders,

Please be aware that on June 12 at 2:00pm we will be deploying analytics updates to our sites that include the following changes:

- Core Extension update to the latest version
- Adobe Analytics Extension update to the latest version
- Minor code fix to Page Name tracking (removal of quotes that are causing a downstream impact to the Data Lake processing)

Deployment will be seamless to front end users, if there are any issues following this release please create a bug in the Service Desk ticketing system,

Thank you,

JENNIFER DUNGAN | Optimization Manager Analytics

Torstar
1 Yonge St., 4th Floor, Toronto, ON, M5E 1E6

[Redacted]
 [Redacted]

Part 2: Traceability

Sub-Section B: External to Adobe

Paragraph II: Change Logs



Release Notes	Brand	Date	Version
release draft		15 Jun 2022	0.7.1.7
[REDACTED]	[REDACTED]		
[REDACTED]			
[REDACTED]			
[REDACTED]			
[REDACTED]			

Manage Notifications + Create New

Search for: of type: Any by sender: Any showing 50 items per page Search Reset

Actions	Subject	Notification Type	Originally Sent	Sender	Sent to List(s)	Products
[Icons]	[REDACTED]	Release	[REDACTED]	[REDACTED]	@	[REDACTED]
[Icons]	[REDACTED]	Release	[REDACTED]	[REDACTED]	@	[REDACTED]
[Icons]	[REDACTED]	Release	[REDACTED]	[REDACTED]	@	[REDACTED]
[Icons]	[REDACTED]	Release	[REDACTED]	[REDACTED]	@	[REDACTED]
[Icons]	[REDACTED]	Release	[REDACTED]	[REDACTED]	@	[REDACTED]

Part 2: Traceability

Sub-Section B: External to Adobe

Paragraph III: Ticketing System

The screenshot shows a Scrum Project interface. On the left is a navigation sidebar with options like 'Scrum Project', 'SP Board', 'Backlog', 'Active sprints', 'Reports', 'Releases', 'Issues and filters', 'Pages', 'Components', 'Add item', and 'Project settings'. The main area displays 'Sample Sprint 2' with a search bar, filters, and a list of tasks. A table of bug IDs is overlaid on the right side of the sprint board.

Bug ID	Summary
245418	menus and contextual menus open on wrong screen when two/dual/multiple screens/monitors/displays
292852	Dropdown menu not scrollable; full dropdown not displayed
400082	[10.5] Unable to access dropdown list on this site, works on Tiger
552180	Right Clicks menus, drop menus and the top level menus frequently stops to display
600381	[Windows] Context and dropdown menus displayed on a secondary monitor flicker rapidly
613790	Most Drop down menus/boxes do not appear with hardware acceleration.
649324	after installing Firefox 4 all the text labels in menus sub menu and context menus is replaced with weird characters
940307	Australis panel does not properly support type="menu-button" style buttons

The 'Enter A Bug' form shows the product 'Firefox' and a message: 'If you are new to Firefox or Bugzilla, please consider checking Firefox Help instead of creating a bug.' Another message says 'Firefox is poorly translated into my native language.' The user has entered the summary: 'dropdown menu not displayed'.

Q3 project overview

Main table | Timeline | Kanban | Dashboard | Integrate | Automate / 2

This month	Owner	Status	Timeline	Due date	Priority
Finalize kickoff materials		Done	<div style="width: 100%;"></div>	Sep 15	★★★★★
Refine objectives		Working on it	<div style="width: 75%;"></div>	Sep 19	★★★★★
Identify key resources		Stuck	<div style="width: 25%;"></div>	Sep 22	★★★☆☆
Test plan		Done	<div style="width: 100%;"></div>	Sep 26	★★★★★

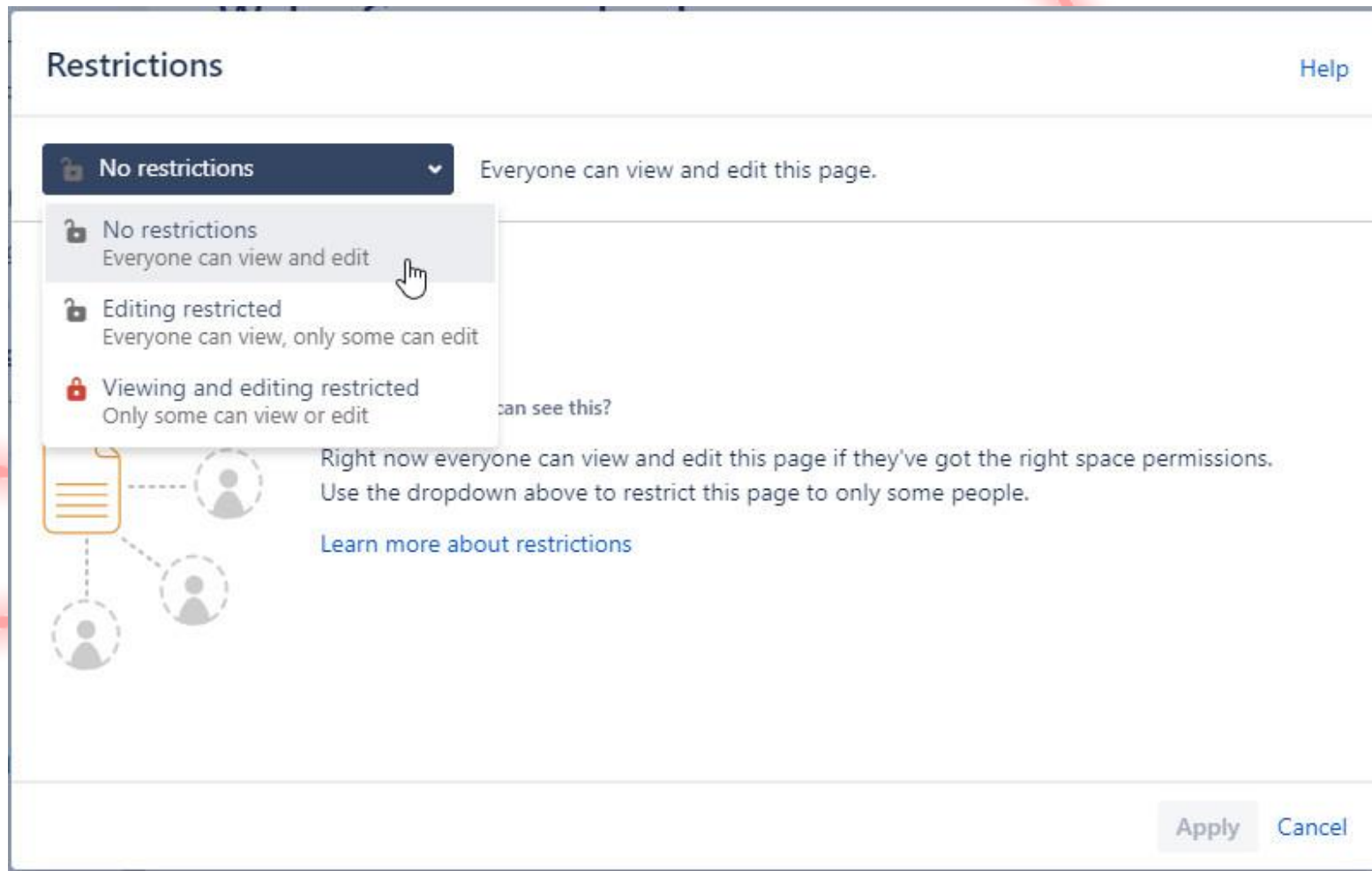
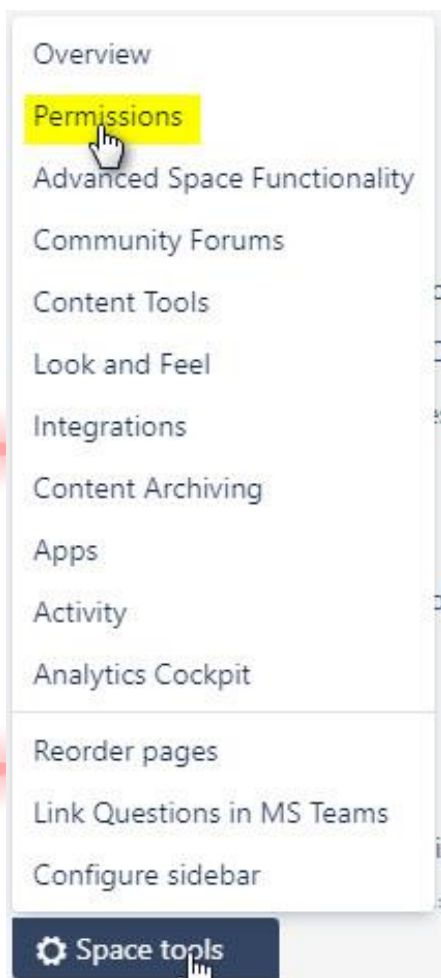
Next month

Next month	Owner	Status	Timeline	Due date	Priority
Update contractor agreement		Done	<div style="width: 100%;"></div>	Oct 10	★★★★★
Conduct a risk assessment		Working on it	<div style="width: 75%;"></div>	Oct 13	★★★★★
Monitor budget		Stuck	<div style="width: 25%;"></div>	Oct 19	★★★★★
Develop communication plan		Done	<div style="width: 100%;"></div>	Oct 22	★★★★★

Part 3: Extra Considerations

Sub-Section A: External Location

Paragraph I: Repository



Part 3: Extra Considerations

Sub-Section B: Document Management

Paragraph I: Responsibility / Accountability

The screenshot shows a Confluence page titled "Web - Campaign Tracking" within a "Campaign Tracking" space. The page content includes a paragraph about setting up a campaign, a section for a "Campaign Identifier Generator" with a link to "CampaignCodeGenerator_App&Web.xlsm", and a link to "CID Generator - Parameters descriptions". A hand cursor is positioned over a tag labeled "campaign_tracking web_campaign cids". The page is partially obscured by vertical black redaction bars on the left side. The Confluence interface includes a top navigation bar with "Create" and "Search" options, and a footer with "Powered by Atlassian Confluence 7.13.4" and the Atlassian logo.

Part 3: Extra Considerations

Sub-Section C: Consolidating / Migrating / Cleaning Up Suites

Paragraph I: Deep Understanding

- What do you have?
- What is working?
- What is not working?
- What is being used by people?
- What is the purpose of each item?





it's a trap



Questions?



Thank you!

