Adobe

TROUBLESHOOTING COMMON CJA IMPLEMENTATION ISSUES

Adobe Customer Journey Analytics (CJA) provides powerful insights by integrating data from various sources. However, like a puzzle, CJA implementation can have pieces that don't fit perfectly at first. Troubleshooting is essential to ensure accurate analysis and reliable business insights. This blog covers common CJA implementation challenges and solutions, with clear examples and steps to help you confidently navigate CJA and address issues proactively.

Below we explore 30 common issues that users encounter in Adobe CJA, each followed by practical troubleshooting steps. These examples will sound familiar to anyone who's wrestled with data alignment or unexpected results in their dashboards. Let's dive in!

Note: You don't need to read the entire playbook at once—each section is independent, allowing you to reference specific issues as needed. Bookmark this playbook and reference it often as you go through your CJA implementation.

Table of contents

1. Identity & Profile Stitching

- ### 1.1 Person ID Mismatch Across Datasets

The Issue: Data from different datasets aren't merging, so individuals appear as separate "people" in analysis. For example, a retail company noticed for the same customer online behaviors and in-store purchases weren't linking, as customers had two distinct Person IDs in reporting.

Why it Happens: CJA relies on a common Person ID to union data. If Dataset A uses an email as the ID and Dataset B uses a loyalty ID (or one dataset simply has a missing ID), CJA can't know they're the same person.

Solution in CJA: Use a consistent person identifier across all datasets in a Connection. In Customer Journey Analytics, verify the Person ID for each dataset via the **Connections** interface. If they differ, decide on a unified ID (like a CRM customer ID) and update your Adobe Experience Platform schemas so each dataset has that identity field. Then recreate or edit the CJA Connection to use the common Person ID for all datasets. This way, events from online and in-store channels merge into a single customer journey.

Tip: Before connecting datasets, double-check that each schema has the same ID field marked as an identity. This proactive step prevents siloed profiles.

- ### 1.2 Inflated or Invalid Person IDs

The Issue: Your "People" count seems way too high or some IDs look like gibberish. Perhaps you spot an ID value like "00000000" or "undefined" repeating across millions of records, skewing your user counts.

Why it Happens: Person ID inflation occurs when the person identifier isn't properly set, resulting in many anonymous or default IDs. For instance, if a tracking code wasn't capturing user IDs on certain events, CJA might treat each event as a separate "person" or lump many events under a generic ID.

Solution in CJA: Clean up and normalize your identity data. First, identify invalid IDs by checking the **Connection details.** CJA's Connection dashboard shows if records were skipped due to missing or invalid IDs. If you find issues:

- **Fix the data collection**: Update your data collection so that a valid Person ID is set for every event (e.g., ensure the customer's ID is included on all hits after login).

- **Use stitching or blanking:** If you have the Adobe Experience Platform Identity Service (graph stitching), enable it to merge anonymous IDs with known IDs when possible. Otherwise, consider blanking out truly invalid IDs so those events are skipped (better than counting "00000000" as a person).

- After fixing the source of the problem, backfill or re-ingest data if necessary, then use **People** metrics again to confirm the counts become realistic.

Tip: Always ensure your identity logic is solid. A stable ID declaration strategy prevents this issue from recurring.

▪ 1.3 Missing Identity in Schema

The Issue: You can't select the right field as a Person ID when creating a CJA Connection, or data isn't merging even though the field exists in both datasets.

Why it Happens: In Adobe Experience Platform (AEP), a field must be defined as an "Identity" in the schema to be used as a Person ID in CJA. If that flag isn't set, CJA will ignore the field as a selectable person identifier.

Solution in CJA: Go to Adobe Experience Platform **Schemas** and verify that the intended identity field (e.g., "CustomerID" or "Email") is marked as an **Identity** (with the correct namespace, like email, CRM ID, etc.). If not, edit the schema to set it as an identity and enable identity stitching for that field. After updating the schema, re-ingest the data or create a new dataset if required. Then update your CJA Connection: you should now see that identity available to select as the Person ID. Once properly configured, CJA will use it to tie records together.

Tip: Schema preparation is key - define identities, timestamps, and data types correctly before ingesting data into a CJA Connection.

▪ 1.4 Cross-Device Identity Not Stitching Automatically

The Issue: A single person is still appearing as two people in CJA when they use two devices (or when they were anonymous vs logged-in). For example, John Doe on mobile vs desktop isn't merging, even though you expected CJA to unify them.

Why it Happens: CJA merges identities solely based on your provided data and chosen Person ID. For example, if you use email as the Person ID and a user doesn't log in on a device, those events won't be connected since there's no email to link them. CJA can't automatically detect that it's the same person. This requires the Experience Platform Identity Graph (when properly configured). Graph-based stitching is an feature included with CJA Prime and CJA Ultimate licenses that helps connect different identifiers using an AEC identity graph.

Solution in CJA: Improve your identity strategy for cross-device journeys:

- **Capture a common ID where possible:** Encourage logins or use persistent identifiers so the same Person ID (like a customer GUID or even a CRM-linked ECID) appears on all devices. For example, implement Adobe's ECID service across platforms and integrate with your CRM ID when known.

- **Enable Identity Graph stitching:** If you are licensed on CJA Prime or CJA Ultimate, you can use Graph-based stitching in CJA. Make sure your schemas designate all relevant identities (ECID, email, phone, etc.) and that identity relationships are set up in AEP's Identity graph. Then, enable stitching in your CJA Connection. This allows CJA to use probabilistic or deterministic links (depending on configuration) to join profiles. For instance, if an anonymous device later logs in, past anonymous hits can link to the now-known profile.

- **Validate stitching:** After enabling, pick a few known cases (like a user who you know used multiple devices) and see if their activities now appear under one person in a flow or fallout analysis. If not, there might be an identity that's not being captured or linked.

- If Graph stitching isn't available, consider using **Field-Based Stitching** in CJA. This method relies on exact matches of declared identity fields (like ECID or CRM ID) across datasets. In some cases, you may also apply stitching rules to group unspecified or shared IDs , though these are limited and less reliable. In the end, nothing beats capturing a consistent identifier across devices.

- Cross-device stitching is complex, but CJA gives you tools to tackle it.

Tip: Better identity data connections lead to improved stitching results. Without proper connections, CJA simply reports what it receives, treating separate IDs as different people. To track customers across devices effectively, make sure to capture and merge identifiers during implementation.
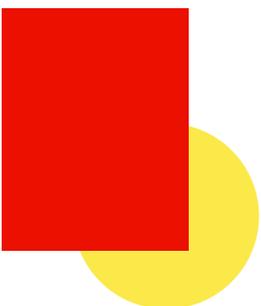
2. Data Ingestion and Schema Mapping

■ **2.1 Data Ingestion Errors (Schema Mismatch)**

The Issue: Some data isn't showing up in CJA at all. Perhaps you expected 100,000 records but only see 90,000 in your Connection, or certain fields are always empty.

Why it Happens: Data that doesn't conform to the defined schema is rejected during ingestion. For example, if a field is defined as a integer but a batch of records sent a text string into the field, those records (or at least that field's value) will be dropped. Similarly, sending an array where a string is expected, or a date in the wrong format, will cause ingestion errors.

Solution in CJA: Check the **Dataset ingestion status** in AEP or the CJA Connection detail. Look for any errors or a count of "records skipped". If there's an ingestion error, it will often point to a schema mismatch. Common fixes include:

• Ensuring data types match (e.g., no letters in integer fields). Correct the source data or adjust the schema type if the data is legitimate but typed wrong.

• Verifying required fields: if your schema requires a field (like timestamp or Person ID) that is missing, those records get skipped at ingestion into CJA. Make sure every event row has those essential fields.

Once you fix the data at the source, re-ingest the data (you might use the AEP Data Monitor or re-upload a batch). In CJA, refresh the Connection and verify the "records ingested" count matches expectations. You can also run a small test dataset through the same schema to confirm the pipeline accepts it after changes.

Tip: Schema is like a contract - if data doesn't meet its terms, it won't show up in CJA.

■ **2.2 New Data Not Appearing (Connection Not Refreshing)**

The Issue: You've added new events to your dataset, but your CJA reports haven't updated to include them. It's been a while and still no sign of the latest data.

Why it Happens: CJA Connections can be configured to stop importing new data, especially if initially set up just for historical analysis. Or the Connection might simply need a manual refresh for newly ingested records to register, particularly if it's a recent addition or a schema change occurred.

Solution in CJA: Go to the **Connection**s in Customer Journey Analytics and find your Connection. Check the status for each dataset - ensure **Import new data** is turned "On" for all datasets (a green status indicator). If it's off, toggle it on to start pulling in incoming data. If it's already on, you may just need to refresh the Connection: click the **Refresh** icon on the Connection panel. This prompts CJA to fetch the latest batches of records.

Within a few minutes, your new data should be available in Analysis Workspace. For streaming data, CJA is near real-time (typically a few minutes latency), but if you're ingesting in batches, remember to schedule those batches regularly.

Tip: After any schema change or if you suspect a hiccup, use the refresh option to ensure the CJA Connection catches up with Experience Platform dataset(s) status.

2.3 Historical Data Missing in Reports

The Issue: You expected to analyze last year's data in CJA, but your reports start from a more recent date. Older data seems to be absent.

Why it Happens: When creating a new CJA Connection, by default it might not pull all historical data unless you perform a **backfill**. Data ingested into AEP before the Connection's creation date might not be included automatically, depending on how long ago the Connection was set up.

Solution in CJA: If you recently created the Connection, you may need to backfill to import historical records. In the **Connections** interface, look for a backfill option. CJA allows you to add past data by specifying date ranges if backfill is supported. Initiate a backfill for the missing timeframe (for example, Jan-Dec of last year). Monitor the Connection status - it will indicate backfill progress or any failures. Once complete (status shows **Backfills completed** for that dataset), refresh your CJA reports and you should see historical data populating.

Keep in mind that very old data (ingested before 2021, for instance) might not show up in the interface due to record preservation limitations, but anything within supported licensed retention window can be backfilled. **Always plan your Connections with history in mind:** if you know you need last year's data, initiate the Connection accordingly or use backfill right after setup.

2.4 Using Event Data as Lookup (or Vice Versa)

The Issue: You set up a dataset in CJA expecting it to act as reference data, but it's behaving like event data (or vice versa). Perhaps you added a customer profile dataset as an event dataset, and now each profile is treated like a one-time event, which isn't what you wanted.

Why it Happens: The way a dataset is designated (event vs lookup) matters. Event datasets are time-series (each record is an event with a timestamp and Person ID). Lookup datasets are static or slowly-changing reference tables keyed by an ID (and typically don't have a timestamp or Person ID for each record). If you mix these up, the analysis can be strange. For instance, a profile dataset with one record per user, if ingested as events, might appear as a single event per user at the time of ingestion – which could inflate counts or misrepresent session data.

Solution in CJA: Instantiate datasets correctly in the CJA Connection:

- When adding datasets to a Connection, make sure those meant for enrichment are marked as **Lookup** with a key, and those that are event streams have a timestamp and Person ID.
- If you accidentally added a profile as an event dataset, you likely need to remove it from the Connection and re-add it as a lookup dataset (which might require recreating the Connection if the interface doesn't allow switching type easily).

- Conversely, if you added something as a lookup but needed it as events (maybe you thought a daily summary dataset should be lookup but you actually want to trend it by day as events), re-add it appropriately with its timestamp.

- The schema usually indicates intent: event schemas include a timestamp field and identity, lookup schemas might not.

During Connection creation, CJA will list each selected dataset and prompt for Person ID (for events) or Key (for lookups). Double-check at that stage to ensure the right designation. This way, your analysis treats each data source correctly – events you can trend over time and count, lookups you use to enhance event data. **Think of it as transactions vs. dictionary:** don't mix up the two in setup.

▪ 2.5 Ignoring Timestamp Requirements

The Issue: Some events are missing or all showing up on a single day in reports.

Why it Happens: If an event record lacks a proper timestamp, CJA might assign it a default (like the time of ingestion or a Unix epoch of 1970-01-01), or skip it entirely. This can lead to weird clustering of events on an incorrect date or not at all.

Solution in CJA: Always provide a valid timestamp for event datasets. If you find events lumped on "January 1, 1970" or on the date you loaded the data instead of when they actually occurred, that's a sign the timestamp wasn't recognized or provided. Go back to your data source and ensure a proper timestamp field is populated for each record (and that the schema knows which field is the timestamp). The timestamp should be in an accepted format (ISO dates are a safe bet) and ideally in UTC.

After fixing, re-ingest the data and verify events distribute correctly on the timeline. This is usually only a problem in custom ingestions – standard web SDK or Adobe Analytics feeds into AEP include timestamps by default. Marking a field as the **timestamp** in the schema is mandatory for event datasets; without it, your Connection may not even ingest events properly.

Tip: Every event needs a "when" - give CJA a timestamp it can work with so your data lands in the right time buckets.

▪ 2.6 Lookup Dataset Not Joining (Enrichment Missing)

The Issue: You added a lookup dataset (e.g., a product catalog or a customer profile dataset) to enrich your events, but in CJA you don't see the enriched info. Your product reports still show just an ID instead of the friendly name, or customer segments aren't appearing.

Why it Happens: Lookup datasets require a proper key relationship with event data. If the key fields don't match exactly (both in name and values) or the lookup wasn't configured in the Connection, the enrichment won't happen. For instance, if your event dataset has "Product ID" as 12345 but the lookup dataset's key field is "ProductCode" with values like PID-12345, they won't join.

Solution in CJA: Ensure your Connection setup for the lookup is correct. In the Connections page, select the Connection and then the lookup dataset. On the right panel, you'll see **Key** and **Matching Key.** These should correspond to the fields in the lookup and the event dataset that should match.

Set the key on the lookup (e.g., "ProductCode") and the matching key on the event dataset ("Product ID") appropriately. If the fields were named differently, you might need to alias one in the schema or just map them here. After setting this up, save and refresh the Connection. Now CJA knows how to join the data. Back in Analysis Workspace, try using the lookup field (like "Product Name"), and it should break down your events properly. If you still see IDs instead, double-check that the values truly match (maybe trim spaces or resolve case differences).

A quick test: build a freeform table with the Product ID dimension and the Product Name (lookup dimension) together. If set up correctly, each ID should align to a name, and "None" under name for any ID means a missing lookup entry. Populate any missing keys in your dataset to avoid that.

Key takeaway: Lookups are powerful for enriching data, but only if the paired keys across datasets align perfectly.
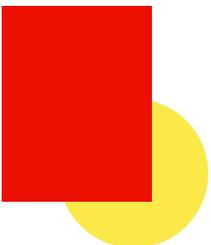
3. Session & Time Zones

■ 3.1 Time Zone Troubles

The Issue: The timestamps in your analysis don't line up with expectations. For instance, daily sales appear under the "wrong" day or hour, such as your 8 AM transactions showing up as 7 AM in CJA.

Why it Happens: Time zone mismatches between data collection and reporting. Adobe Experience Platform stores timestamps in UTC by default. If your reports in CJA are set to a different time zone (or vice versa), you might see an offset. Another possibility is daylight savings shifts not aligning.

Solution in CJA: Confirm the time zone setting of your CJA **Data View**. In CJA, each Data View can have a reporting time zone. If it's not set to your business's local time, consider adjusting it (for example, to GMT-5 for EST, etc.). Verify that your source data's timestamps are accurate. Double-shifting can occur if your data source has already converted to local time before CJA performs its conversion. The recommended practice is to ingest data in UTC format and adjust the time zone at the reporting level. To do this, go to **Data Views > (your Data View) > Settings** and locate the time zone setting.

After making your changes and saving, the data will display with the correct hours and days in your reports. Note that this adjustment affects only the display of data for analysis, not the underlying stored data. For consistent results, adopt a single standard. We recommend using UTC internally and localizing in the Data View, and maintain it throughout your process.

■ 3.2 Sessions Not Aligning Across Datasets

The Issue: Session counts or visit metrics look off when combining data. For example, that retail company found that the number of sessions in their web analytics data plus store data didn't make sense, as some sessions seemed to start or end abruptly when crossing from one dataset to another.

Why it Happens: CJA calculates sessions (visits) based on event sequences and a timeout. If different datasets have different patterns (e.g., web has continuous browsing events, while an offline purchase might be a single event hours later), the unified session count can appear misaligned. You might be stitching together activities that weren't meant to be one session, or splitting ones that should be continuous, due to how sessionization works.

Solution in CJA: Adjust your session rules and carefully interpret sessions per Data View. In the **Data View settings**, check the **Session Timeout** value (default: 30 minutes of inactivity ends a session). For cross-channel journeys with natural gaps, such as when someone browses in the morning and buys in-store in the afternoon, you may increase the timeout to treat these as one session. However, be cautious, as a longer timeout can merge truly separate sessions.

Consider creating separate session-based metrics per Data View. For instance, define segments for "Web Events" and "Store Events," then calculate sessions within each for accurate comparisons. If sessions still appear incorrect, use a **Flow visualization** in Workspace to check whether events from different datasets are connecting unexpectedly. Remember that **sessions are scoped to Person ID and Data View settings against the unioned collection of datasets in the underlying Connection.** Aligning these settings with your data's nature, or analyzing channels separately, will produce more meaningful results.

## ■ 3.3 Session Definition Misconfiguration

The Issue: Metrics like "Sessions" or "Average Session Length" are not what you expect, possibly because the session definition isn't right for your use case.

Why it Happens: CJA allows custom session definitions. For instance, you might accidentally include a field as a session identifier or have imported legacy settings from Adobe Analytics that don't translate directly. If migrated from Adobe Analytics, note that "Visits" became "Sessions" but with differences (like changes in bot filtering or visitor identification).

Solution in CJA: Review your Data View's **Session Settings**. In **Data Views**, there's a section for session definition where you can set the session timeout and identify session restart conditions (e.g., you might define that a new marketing channel campaign starts a new session).

Make sure these align with your needs. If you see average session length is 0 or extremely low, perhaps events aren't being tied into sessions properly. Ensure each event has a valid timestamp and Person ID, as no timestamp means it can't be part of a session.

Also, confirm that you are not inadvertently breaking sessions by how data is ingested (for example, avoid explicitly tagging every event as a new session unless that's intended). After adjusting any settings, save the Data View and test again. A well-defined session configuration in CJA means your session-based metrics will be meaningful and trustworthy.
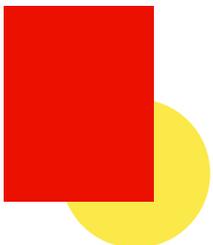
4. Filter Logic & Metrics

▪ 4.1 Filter or Segment Accidents (No Data Returned)

The Issue: You open a Workspace project and see zeros across the board, or a filter that should show many users comes up empty.

Why it Happens: Often, an unintended filter or overly restrictive filter logic is applied. Maybe you left a temporary filter on (like filtering to a specific campaign) and forgot about it, or the filter logic itself might be excluding all data by mistake (e.g., using an "AND" where an "OR" was needed).

Solution in CJA: Double-check the top of your Workspace project for any filters applied globally. If something is set, try removing it to see if data returns. Also, inspect any segment definitions: use the **Filter Builder** to verify each condition. A common culprit is date-range mismatches (for instance, a segment that includes "Date = Yesterday" combined with a project date range of last week yields nothing).

Adjust the logic accordingly. Another place to check is the component drop zones: if you drag a dimension value or segment onto a panel or table as a filter, it can silently filter data. Remove any such filters (look for funnel/filter icons on the panel). If all else fails, try a simplest-case test: bring in a basic metric (like a total event count) with no filters in a fresh freeform table to confirm data is flowing. If that shows data, then gradually reapply filters to isolate which one causes the drop to zero.

Tip: Always question "is my filter too narrow?" when you see empty results unexpectedly.

▪ 4.2 Missing Dimensions or Metrics in Data View

The Issue: You cannot find a particular field (dimension or metric) in CJA that you know is in the dataset. For example, you ingested a field "Product Category" but it's nowhere to be found when building a report.

Why it Happens: The Data View might not be including that field. When you create a Data View from a Connection, you choose which components (fields) to include and how they're defined (e.g., as dimensions, metrics, or time granularity). If a field was added to the schema after the Data View was created, or it was never enabled, it won't show up in Analysis Workspace.

Solution in CJA: Edit your Data View to include the missing field. In CJA, navigate to **Data Views**, select the Data View you're using, and click **Edit**. Look for the field under the appropriate category (e.g., check the list of dimensions for "Product Category"). If it's unchecked or not present, you may need to add it: click **Add Dimension** and find it from the schema fields. Do the same under **Metrics** if it's a metric. Save the Data View. If the field was newly added to the schema, you might need to refresh the Connection or even recreate the Data View to pick it up (in some cases, a new Connection is needed if the schema change is major). Once the Data View is updated, go back to Workspace and use the component search - the field should now appear.

Tip: Plan your Data View configuration early, but don't worry - you can always edit and add fields retroactively as your implementation evolves.

4.3 "No value" Showing Up Frequently

The Issue: Your reports have a lot of "No value" entries for a particular dimension, making the data hard to interpret. For example, you break down orders by "Campaign Name" and see many orders attributed to "No value."

Why it Happens: "No value" appears when an event doesn't have a metric value for a dimension line item. In our example, perhaps many purchase events didn't have a campaign associated (maybe they were direct or organic traffic). In other cases, if the dimension is from a different dataset or context, CJA might show "No value" where there is no corresponding value on that event.

Solution in CJA: First, determine if "No value" is expected or a data gap. If it's expected (like naturally many events have no campaign), you can handle it by filtering it out or focusing on the ones that do have values. In a freeform table, you can uncheck **Include "No value"** to remove those from table.

If "No value" is not expected (e.g., you believe every purchase should have a campaign), then it's a data collection issue, so ensure the campaign variable is set on all relevant events. Another scenario: if you're mixing data from two datasets, "No value" might appear when you break down one dataset's dimension by another's metric. To troubleshoot, try using a **Quick Filter**: drag the "No value" item to the canvas. CJA will automatically create a filter for "exists" or "does not exist." Filter to where the dimension exists to analyse data with values.

You can also provide a fallback using classification or data prep (like treat undefined values as "Unknown" or "Direct" for campaign in the data). In short, **interpret "No value" as a clue**, either "no value" by design or "missing data." Address accordingly by filtering or improving data capture.

4.4 Confusing "People" vs "Visitors" Metrics

The Issue: Your team is puzzled because the "People" metric in CJA doesn't match the "Unique Visitors" metric from Adobe Analytics for the same timeframe and site. For example, CJA shows 1.2M People, whereas Adobe Analytics had 1.5M Visitors (or vice versa).

Why it Happens: "People" in CJA is similar to "Unique Visitors" in Adobe Analytics but there are key differences. CJA's People count is based on the declared Person ID per dataset. If your Person ID is different from Adobe Analytics' visitor ID (which it likely is, especially if combining data sources), the counts will differ. Also, CJA might de-duplicate or merge identities across datasets and time in ways Adobe Analytics did not. The definition of a unique visitor in Adobe Analytics resets per report suite (and often per month in certain reports), whereas CJA's People is truly unique across all data in the Connection.

Additionally, the type of identity stitching used in CJA can impact the People count. If you're using **Field-Based Stitching**, profiles are only stitched when there is an exact match on the declared Person ID. With **Graph-Based Stitching** (via Real-Time Customer Profile), CJA can use the Adobe Identity Graph to link profiles across datasets using multiple identifiers, which can reduce duplication or improve identity resolution, further differentiating People from Visitors.

Solution in CJA: Educate stakeholders that **People is a new metric definition.** If you want to replicate Adobe Analytics visitor counts, you'd need to use the same identifier and dataset (essentially, reproduce the old dataset in CJA). Ensure that your Person ID in CJA is comparable – for a single-source report suite, using the Experience Cloud ID (ECID) might mimic "visitors", but once you merge with other sources, People will naturally diverge. If you have merged multiple sources, expect People to be different: often more unified if IDs match (lower than sum of separate visitors), or sometimes higher if identities weren't linked in the old system.

One approach to ease confusion is to rename metrics: some teams label CJA's People metric as "Unified Customers" to distinguish from legacy visitor counts. Communicate the reason for differences to your team. It's not an error, it's by design due to improved identity resolution.

Best practice: Define success metrics anew in CJA rather than trying to exactly match legacy reports, focusing on trends and consistency once you've validated the implementation.

▪ 4.5 Bounce Rate Not Readily Available

The Issue: You want to report on "Bounce Rate" (or "single-page visit rate") in CJA, but you can't find a bounce rate metric out-of-the-box, and your numbers don't match the old Adobe Analytics bounce rate.

Why it Happens: CJA doesn't pre-calculate bounce rate because it depends on specific definitions and can vary by dataset. On way to calculate Bounce rate is the percentage of sessions with only one event. In a multi-channel dataset, the concept of a "page" or "bounce" can be ambiguous (e.g. an offline dataset event might not count as a bounce in the same way a webpage hit does).

Solution in CJA: You can calculate bounce rate by using existing metrics and segments:
Note: Bounce rate can be calculated in a few different ways in CJA depending on your business context and dataset structure. For alternative methods, see Adobe's guide here.

- First, ensure you can identify a "bounce". Typically, a bounce is a session with exactly one event. In CJA, create a segment where **Session Hits = 1** (a session-level segment identifying single-hit sessions).

- Use this segment to create a **Bounces** metric: e.g., apply the segment and count Sessions or count Events within that segment (both would equal number of bounces).

- Then compute bounce rate as a calculated metric: **(Bounces / Sessions) × 100%.** You can set this up in the Calculated Metrics builder, dividing the segment-applied session count by total sessions.

- Once defined, use it in your project like any other metric. Test it against known values (if you have a comparable number from Adobe Analytics just for website data) to ensure it's logical.

Keep in mind differences from Adobe Analytics: if your Person ID spans multiple sites or channels, the bounce concept might differ slightly. For a closer apples-to-apples, you might filter your analysis to just the web dataset when measuring bounce rate. After a bit of setup, you'll have bounce rate available in CJA. It's a reminder that CJA offers flexibility to define metrics your way, but you sometimes need to recreate those legacy metrics manually.

4.6 "Invalid Data" Error with Metric Combinations

The Issue: When you try to drag certain metrics or dimensions together in a table, you get an "Invalid data" message, and nothing is returned.

Why it Happens: Not all combinations of components make sense in CJA (or in Analysis Workspace generally). A common example is stacking two metrics as rows without a proper dimension. Workspace doesn't know how to display two separate metrics in one column of a table if there's no dimension to differentiate them. Another scenario is mixing metrics and dimensions from different datasets that don't share context – the query can't be resolved, so it returns invalid data.

Solution in CJA: Adjust how you build the freeform table:

- If you want to compare two metrics, place them side by side as **columns**, not stacked in the rows under one dimension.

- Ensure you have a dimension in the rows if you're breaking down data. If you just need a couple of overall metrics, use separate summary number components or put both metrics in a freeform table with no dimension (they will show up as two columns with a single row).

- If you dragged something by mistake (like a metric into the dimension field), simply remove it and try a correct placement.

- Also consider if the metric is compatible with the dimension. For example, a metric from Dataset A broken down by a dimension from Dataset B might not return meaningful data unless there's a relation (CJA will try to relate by Person ID, but not every metric makes sense at person level). Stick to dimensions and metrics that logically relate, or use a common key.

Once you adjust the table setup, the "Invalid data" error should disappear.

Tip: Workspace is usually good at preventing nonsensical freeform construction, but when in doubt, add metrics as columns and use descriptive dimensions or segments as rows to compare values.
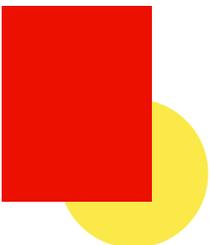
5. Workspace & Reporting Setup

■ **5.1 Overly Complex Workspace Projects**

The Issue: A dashboard or project in Analysis Workspace is slow to load, or sometimes shows an error like "This report is too complex" or even fails to render fully.

Why it Happens: You might be asking for too much data at once. Maybe you have a project with 10 panels, each with large freeform tables, several visualizations, and many filters. Each panel could be generating multiple heavy queries. CJA has quotas on how much data can be pulled in one go to protect performance.

Solution in CJA: Simplify and optimize your projects:

• **Break up large projects** into multiple smaller projects by theme. Perhaps one focused on traffic metrics, another on conversion, rather than one mega-dashboard for everything.

• Use summary number components or charts for key metrics instead of huge tables of granular data that no one will fully read. You can always provide detail on demand.

• If you encounter the "too complex" error, try reducing the date range or removing some breakdowns in the heaviest tables. For example, instead of one table showing daily data for two years for 50 segments, consider splitting by year or using fewer segments at once.

• Leverage **scheduled projects or Report Builde**r extracts for very heavy data needs; those can offload the query outside the interactive workspace.

By making projects leaner, they will load faster and run more reliably. This improves user adoption since nobody enjoys waiting 30 seconds every time they change a filter or open a project. **Efficiency matters** - often a simpler report not only performs better but also yields clearer insights.

■ **5.2 Hitting Row Limits in Freeform Tables**

The Issue: When breaking down a dimension, you see a message that not all rows could be displayed, or some data is truncated. Alternatively, you might get an error indicating too many rows/columns in a table.

Why it Happens: Freeform tables have limits (for example, showing only the top 400 rows, or a cell count limit if you create a massive grid). If you try to pull every single value for a high-cardinality dimension (like each individual customer ID or each unique URL), you'll hit those limits. The interface and browser can't handle rendering extremely large tables.

Solution in CJA: Refine your query to be more focused:

- Apply filters or segments to narrow down the data before breaking it down. For instance, don't pull **all** customers – filter to a segment of interest (like customers from a certain region or a specific time period).
- Use the "Top Items" setting on the dimension to limit to a reasonable number of rows (e.g., top 100 values) if you just need the biggest contributors.

- If you truly need all values, consider exporting via the API or using Adobe Experience Platform Query Service directly on the dataset – Workspace might not be the best place for extremely detailed extracts.

- Identify which dimension is causing the explosion of rows: maybe avoid using unbounded dimensions as the primary row in a freeform table. Instead, start with something aggregated, and use drilldowns for detail on a case-by-case basis.

In summary, keep interactive analysis to manageable data sizes.

Tip: If you see a "Too many rows" or truncation warning, it's a sign to zoom into a slice of the data rather than trying to display everything at once in a single view.

5.3 Blank or Zero Data in a Panel

The Issue: A specific panel or visualization is completely blank or shows zeros, even though other parts of the project have data.

Why it Happens: This could be due to a variety of reasons – a very restrictive segment on that panel, using a component that doesn't have data in the selected date range, or a broken reference. It might also happen if a panel is set to use a different Data View that has no data (less common, but possible if configured).

Solution in CJA: Troubleshoot step by step:

- Check if the panel has a panel-level segment or filter (look at the top of the panel for any filter icons or segment labels). If yes, try removing it to see if data appears.

- Make sure the date range picker (top right) is set correctly for that panel. Occasionally, panels can be set to custom date ranges independent of the project's default.

- Verify the components in use actually have data. For example, if the panel is showing a metric that only applies to one channel but you filtered to another, it'd naturally be zero.

- Sometimes copying the visualization or freeform table into a fresh panel without any filters can help isolate the issue. If it shows data in the new panel, then the old panel had some filter or setting causing the blank.

- Also, use the **Experience Platform Debugger** on your site or app (if applicable) to ensure data was collected for that period. It might be that nothing was collected (e.g., a tracking outage on a certain day) and thus zero is accurate.

If after removing filters and checking data you still see blank results, try re-building that panel from scratch – occasionally a project might glitch, especially if it was duplicated or if components were changed significantly. Starting fresh often resolves odd blank issues. And of course, always verify data collection if something is truly unexpectedly zero. It could be a real data scenario rather than a CJA issue.
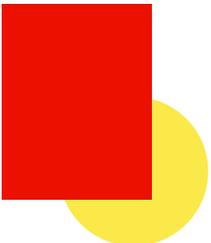
6. Data Consistency & Validation

■ 6.1 Duplicate Events or Double Counting

The Issue: Some metrics appear higher than expected due to duplicate counting. For instance, your total orders count in CJA is 5% higher than in your raw data source.

Why it Happens: Duplication can occur if the same data is ingested twice or if two datasets contain overlapping records. Perhaps you accidentally connected both raw event data and an aggregated dataset that includes those events, thus counting them twice. Or an upstream process unintentionally sent the same log file twice.

Solution in CJA: Investigate the data source origin carefully. Check AEP or CJA Connection details to see if multiple datasets are contributing to the same metric. A clear sign of this is when duplicates appear after breaking down by dataset or unique event ID (if available). If your schema includes an "Event ID," compare the count of unique event IDs against total events in CJA. Equal counts indicate no duplicates, while a higher event count reveals duplicates. To resolve this:

- **Remove or exclude duplicate data sources:** If two datasets overlap, refine your Connection. Perhaps use one or the other, or filter out overlapping records (you might create a segment in Workspace to exclude dataset B when counting certain metrics).

- **Deduplicate in the data pipeline:** Ensure any batch jobs or streaming inputs aren't sending the same event multiple times. Sometimes setting a primary key in the dataset (like using an event ID as an identity with an "always unique" enforcement) can help AEP reject duplicates.

- If the duplication is minimal and can't be removed easily, you could correct it in analysis by creating a calculated metric (e.g., adjust by a known factor or exclude known dupes via a segment), but it's better to fix at the source.

After resolving, your CJA metrics should match up with expectations from source systems. Always verify by spot-checking a known period before and after the fix.

Tip: Keep track of your data ingestion processes to avoid accidental re-ingestion of historical data.

■ 6.2 Data Discrepancies Between CJA and Other Tools

The Issue: Numbers in CJA don't match other reports or systems. Perhaps your sales total in CJA is different from the finance database, or an Adobe Analytics report suite shows 10% more page views than CJA for the same site.

Why it Happens: Discrepancies can arise from differences in data filtering, definitions, or the scope of data integration:

- CJA might be missing some data (skipped records or not all history included).

- Filters like bots, internal traffic, or data corrections that were applied in Adobe Analytics or another system might not be applied in CJA unless you explicitly replicate them.

- If comparing to another database, timing differences or data update frequencies can cause mismatches (CJA might be more up-to-date or vice versa).

- Also, remember CJA could be combining data sources. This might lead to double counting (if data overlaps) or de-duplication (if the same user is in multiple systems), both of which could create differences relative to single-source tools.

Solution in CJA: To reconcile differences:

- First, ensure you're comparing **apples to apples:** same date range, same definition of metrics, and same filters. Create a segment in CJA if needed to mirror what the other tool is counting (e.g., filter out internal IPs or bots to match Adobe Analytics, or include only certain event types to match a backend system).

- Check if any CJA records were skipped or if any known data outages occurred – fill those gaps if possible or at least account for them in your explanation.

- Use breakdowns to find where the difference is coming from. For example, if page views differ by 10%, is it across the board or primarily on certain days or pages? You might find that one day's data didn't come through, or certain pages were tagged differently.

- For bot filtering, note that Adobe Analytics has IAB bot rules by default. CJA does not automatically filter bots. If bot traffic is significant, implement a bot filter in your data (perhaps mark known bots in AEP or use segments to exclude them in analysis).

- Accept that some differences will exist due to Field-based or Graph -based identity stitching. CJA might count one "person" where legacy analytics counted two separate visitors (which could lower some counts but potentially raise others like total visits if those were separate before).

It might not be possible to get 100% alignment due to the nature of different systems, but you should be able to explain any major gaps. Document these differences for transparency.

Tip: When implementing CJA, do a validation phase where you compare key metrics to existing trusted sources and understand why any differences exist and the delta ranges - this builds confidence in the data and uncovers any misconfiguration early.

■ 6.3 Bot Traffic and Internal Traffic Not Filtered

The Issue: Your traffic metrics seem inflated by non-human or test data. Maybe QA hits or known bots are showing up in your analysis, which you'd rather exclude to focus on real customers.

Why it Happens: Unlike Adobe Analytics (which had built-in bot filtering and IP filters for internal traffic), CJA will include everything unless you explicitly filter it out. If you ingest data from websites, those likely include bot hits and internal employee hits, unless you removed them upstream.

Solution in CJA: Implement filters or segments to exclude unwanted traffic:

- Identify what constitutes bot or internal traffic in your data. It could be based on user agent strings, IP addresses, or a flag in the data (if you set one during collection).

- In Experience Platform or during data collection, tag those records. For example, add a field like isInternal=true for internal traffic, or mark bot hits via a flag or separate dataset.

- In CJA, create segments to filter these out. For internal traffic, you might have a segment "Exclude Internal" where Internal Flag != true or IP Address not in X range (assuming IP is captured). For bots, perhaps use User Agent does not contain known bot identifiers – Adobe might provide a list of common bots you can reference.

- Apply these segments to your reporting or even to Data Views (CJA doesn't yet allow global filters on a Data View like report suite processing rules, so using segments in projects or consistently applying them is key).
- As a proactive measure, if possible filter them out before they even reach CJA (e.g., have your data engineers exclude known bad traffic in the data feed to AEP).

- By filtering out non-real customer interactions, your analysis will reflect true customer journeys. This may require a bit of maintenance as new bots emerge or company IPs change, but it's worth the effort.

Tip: Keep an eye on sudden spikes of traffic with abnormal patterns; if something looks off (e.g., a surge in page views with 0 seconds spent), it could be a bot. Use segments to isolate and investigate, then decide if it should be filtered.


■ 6.4 Lack of Monitoring and Validation

The Issue: Small issues go unnoticed until they become big problems , like a tracking parameter change that causes data to quietly stop populating a report, only discovered weeks later when someone finds a blank dashboard.

Why it Happens: It's easy to "set and forget" an implementation. But data pipelines require monitoring. If you're not regularly validating the data, you won't catch when something breaks (be it a schema change, a failed batch upload, or a website tagging bug).

Solution in CJA: Build a habit and system for ongoing validation:

- Periodically **reconcile key metrics** in CJA with source systems. For example, check that daily orders in CJA roughly match your transaction database, or that total emails sent matches your email platform. These don't have to match exactly in all cases, but trends and major values should align.

- Set up **Alerts** in CJA for unusual drops or spikes in critical metrics. If an expected number of daily logins suddenly goes to zero, you want to be notified. CJA's alerting can email or text you when a metric goes above/below a threshold or changes by a large percentage.

- Leverage the **Experience Platform Debugger** during site updates or app releases to ensure analytics calls still fire correctly. It's easier to catch an issue during testing than after it affects data.

- Maintain a **data quality dashboard:** a simple Workspace project that tracks counts of important events or the population of key dimensions (like "% of events with Person ID" or "Number of purchase events per day"). If something drops to 0 or spikes crazily, that's a red flag to investigate.

- Assign a data steward or rotate responsibility to review data quality regularly. Even a quick weekly scan of key metrics can catch issues sooner.

By proactively monitoring, you'll catch issues early and troubleshoot them using the steps in this blog before they impact stakeholders. It turns troubleshooting into a routine part of your workflow rather than an emergency scramble. **In short, an ounce of prevention (monitoring) is worth a pound of cure in analytics.**
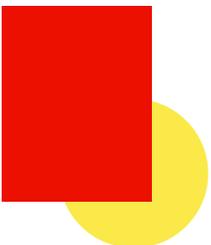
7. Access Controls & Capacity Limits

■ ## 7.1 Data Latency Expectations

The Issue: You're noticing that data isn't truly real-time - an event that just triggered isn't immediately visible in a CJA workspace. Or, you're confused because yesterday's late-night data isn't fully there first thing in the morning.

Why it Happens: Adobe CJA can be near-real-time under certain conditions but is not instantaneous. If you rely on batch uploads, those could be delayed by hours or scheduled daily. Additionally, when you first create a Connection, there's an initial indexing period (often up to an hour or more for large datasets) before all existing data becomes query able.

Solution in CJA: Plan for a reasonable data latency and communicate it to stakeholders. Typically, streaming data in AEP flows into CJA within ~5-15 minutes. Batch data will appear after the batch is processed (depends on your ingestion schedule). If you need to troubleshoot a delay:

• Check AEP **Dataflow runs** or the dataset's status to ensure data got into the Experience Platform dataset as expected.

• In CJA's Connection detail, see the **"Last added"** timestamp for each dataset to confirm when the last data was ingested.

• If it's a brand new Connection, give it some time and monitor (you can watch for "Records added" counts to climb).

• For overnight data, consider scheduling any batch ingestion a bit earlier, or in smaller increments, to ensure data is ready by morning

CJA's strength is combining data, but it's not meant for split-second live analytics. Being aware of this helps avoid panic. Set expectations like, "Data is updated every hour" if that's your pipeline's design. For true real-time needs (few seconds latency), another tool might be necessary; otherwise, a short delay is normal.

Tip: Use CJA's Alerts or scheduled reports once data is in, instead of manually refreshing repeatedly waiting for an event that just happened.

■ 7.2 Insufficient Permissions or Access

The Issue: A user on your team cannot see a certain CJA Connection or Data View, or some data appears blank for them when it shows up fine for others.

Why it Happens: Permissions in Adobe Experience Platform and CJA might be misconfigured. CJA draws from AEP datasets, so a user needs rights to the underlying sandbox and datasets, as well as access to CJA itself. If an admin set up the Connection but colleagues aren't in the right user groups, they may effectively see nothing (or not even have the Customer Journey Analytics app visible).

Solution in CJA: Check user access settings:

- In **Adobe Admin Console**, ensure the user is added to the **Customer Journey Analytics** product and placed in a profile that grants access to the desired Connection (or all Connections). There are permissions for CJA at the Connection level.

- Also verify they have Experience Platform access: the user should be in a profile with at least Viewer role for the sandbox that the data comes from.

- If the issue is with a specific Data View, note that Data Views inherit Connection permissions. So if they can't access the Connection, the Data View won't show data either.

- An easy test: If the user can see some Connections but not the one they need, it's likely a permission flag on that Connection. If they can't see CJA at all, they need to be added to the CJA product in Admin Console.

After updating roles, have the user log out and back in. The previously invisible data should become accessible. When onboarding new team members, **always double-check their permissions** to avoid confusion that looks like "data issues" but is really just access control.

■ 7.3 Concurrent Usage and Capacity Errors

The Issue: You occasionally get an error message like, "The Data View is experiencing unusually heavy reporting" or "…exceeding its reporting capacity. Please try again later." Maybe at 9 AM when everyone checks the dashboard, it fails or stalls.

Why it Happens: This indicates too many queries hitting CJA at once for that Data View. It could be multiple users refreshing projects, plus scheduled jobs and API calls, all querying the same Connection/Data View concurrently. CJA has concurrency limits per Data View to ensure stability.

Solution in CJA: Manage and stagger the workload:

- If you have scheduled projects or alerts, spread their run times out. For example, instead of all scheduled reports hitting at 8:00 AM, schedule some at 7:45, others at 8:15, etc., so they don't all compete at once.

- Use the **Report Scheduling** interface to review what's scheduled and adjust timings if needed.

- Educate your team to avoid everyone manually refreshing the same heavy project at the exact start of the day; perhaps distribute static exports for the morning check-in, and use live projects for deeper analysis.

- Administrators can check the Reporting Activity Manager (for Analytics) to identify heavy or stuck requests and cancel them if necessary. You might discover one huge query consuming resources.

- In extreme cases, consider whether you need to split very popular or heavy-use Data Views into two separate ones (e.g., by region or data domain) to distribute load – though this comes with trade-offs in analysis, so try scheduling fixes first.

Generally, moderate usage should be fine. If you hit this error often, it's about timing and volume of requests. By spreading them out and tuning schedules, the errors should subside. The goal is to keep CJA responsive for everyone.

Remember: Even though CJA's backend is powerful, it's still a shared environment, so a bit of orchestration ensures smooth sailing.
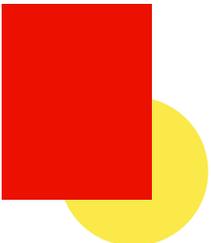
8. Connection Architecture & Integration

- **8.1 Data Spread Across Multiple Connections (Analysis Silos)**

The Issue: You realize you set up two separate CJA Connections (maybe one for web data and one for offline data) and now you can't easily analyze both together in one project. It feels like you rebuilt silos that CJA was meant to break.

Why it Happens: CJA Connections cannot be queried together in the same project or panel. If data is in different Connections, it's as separate as two Adobe Analytics report suites would be. Sometimes implementations split data due to sandbox or organizational reasons, but then you lose the unified analysis capability.

Solution in CJA: Where possible per vetted use case**, consolidate data sources into a single Connection** by using multiple datasets with a common Person ID. If those datasets are in the same Experience Platform sandbox and share an ID, you can bring them into one Connection. Consider recreating a unified Connection that includes all relevant datasets (web, app, CRM, store, etc.).

This may involve some upfront work (ensuring schemas are compatible and IDs align, as covered in Issue #1). If consolidation isn't feasible (e.g., data lives in completely separate sandboxes or there are governance reasons to keep them apart), you may need to analyze them separately and then combine insights manually. But ideally, bring data together - that's the main purpose of CJA. Plan your implementation with a single Connection in mind for all related data to avoid this scenario.

Tip: It's okay to have multiple Connections for genuinely distinct use cases (like different business units), but avoid splitting one customer's journey across two Connection.
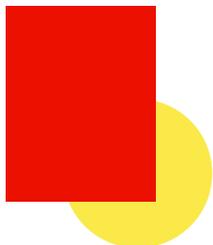
9. Pro Tips & Best Practices

Congratulations on powering through thirty issues! Here are some extra tips and best practices from CJA experts to make troubleshooting (and everyday analysis) even smoother:

- **Leverage Right-Click Shortcuts**: Analysis Workspace in CJA offers powerful right-click options. When you spot a spike in a graph, right-click to **Add Annotation** explaining its cause (such as a campaign launch or site issue). You can also right-click any funnel step or flow path to **Trend it Over Time** or create a **Segment** of users following that path. These shortcuts streamline anomaly investigation and data exploration.

- **Use the Debugger and Validation Tools:** The Adobe Experience Platform Debugger is essential. If you're unsure about your data, visit your website or app, launch the debugger, and verify the real-time data transmission. It confirms whether your events have correct Person IDs, timestamps, and values. The AEP interface also monitors dataflows. Check it for failed batches or schema mismatches. Using the debugger and AEP logs early prevents troubleshooting hassles later.

- K**eep Documentation Handy:** Maintain a data dictionary for your CJA implementation. Understanding each field's purpose, metric calculations, and data sources simplifies troubleshooting. When someone asks, "What exactly does this metric include?" you can confidently reference your documentation. Note any special cases (e.g., "Metric X excludes internal traffic via segment Y") to provide context for data reviewers. Clear documentation transforms troubleshooting from guesswork into verification.

- **Start Simple When Troubleshooting:** When reports behave unexpectedly, reduce them to basics. Remove filters, narrow the date range, or examine segments individually. This simplification helps identify which component (segment, metric, or dimension) causes the issue. For complex segments without data, test each condition independently to find the problematic element. Working from simple to complex scenarios reveals exactly where results deviate from expectations.

- **Take Advantage of CJA's Flexibility:** CJA enables multiple Data Views from one Connection. Create a dedicated **"Troubleshooting" Data View** with raw fields or modified settings (such as shorter session timeouts or disabled attribution rules) to compare against your main Data View. This helps determine whether issues stem from Data View settings or underlying data. Leverage Calculated Metrics and Derived Dimensions. Creating a metric flag for data quality issues can highlight problematic data for cleanup.

- **Stay Updated on Features:** CJA regularly receives new features and improvements. Monitor Experience League release notes and community forums. New features, like bot filtering or identity stitching enhancements, can simplify troubleshooting.. Performance updates or new components might optimize heavy reports through summary functions or better handling of high-cardinality data. Staying current ensures you're using the latest solutions for current challenges.

- **Collaborate and Ask for Help:** The Adobe Experience League **community forums** and user groups contain experienced practitioners facing similar challenges. Search the forums and ask questions when stuck solutions or creative workarounds often already exist. Share your discoveries too. CJA troubleshooting often reveals subtle nuances, and the community helps validate whether your findings are expected or if known solutions exist. Adobe staff frequently provide additional guidance in these forums.

- **Plan for Troubleshooting in Implementation**: Incorporate troubleshooting into your implementation strategy from day one. Set up key data point alerts, establish notification protocols for issues, and allocate time for data validation after integrations. Test new datasets or features immediately in CJA for proper display and expected values. This proactive approach prevents launch day surprises. **Always verify your data schema and tracking in a staging environment if possible**. Proper quality assurance prevents future complications.

By incorporating these best practices, you'll reduce the frequency and impact of issues in the first place, and make resolving them a quicker, less stressful process.
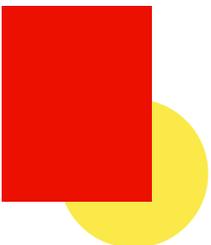
Conclusion

Troubleshooting is an integral part of working with Adobe Customer Journey Analytics, but it doesn't have to be daunting. We've walked through thirty common implementation hiccups – from identity mishaps to configuration tweaks – and the concrete steps to resolve each one. The overarching theme is being **proactive and detail-oriented:** verify your data schema and IDs up front, monitor your data health continuously, and use the tools at your disposal (like debugger, segments, and alerts) to investigate anomalies.

Remember, every issue you solve not only fixes a problem but also improves your understanding of CJA and the quality of insights you can deliver. Encourage a culture of curiosity and diligence in your team: when something looks off, dive into it. Each resolved issue leads to more trust in your data and more confidence in your analysis.

By approaching CJA with a curious, problem-solving mindset, you turn troubleshooting into a learning experience. Each challenge overcome is a win for your analytics practice, leading to more reliable data and sharper insights. So stay proactive, use these tips as your guide, and you'll harness the full power of Customer Journey Analytics, backed by data you trust. Happy analyzing, and happy troubleshooting!

This document was authored by Adobe Analytics Champion Bhoomika Sundru

Adobe