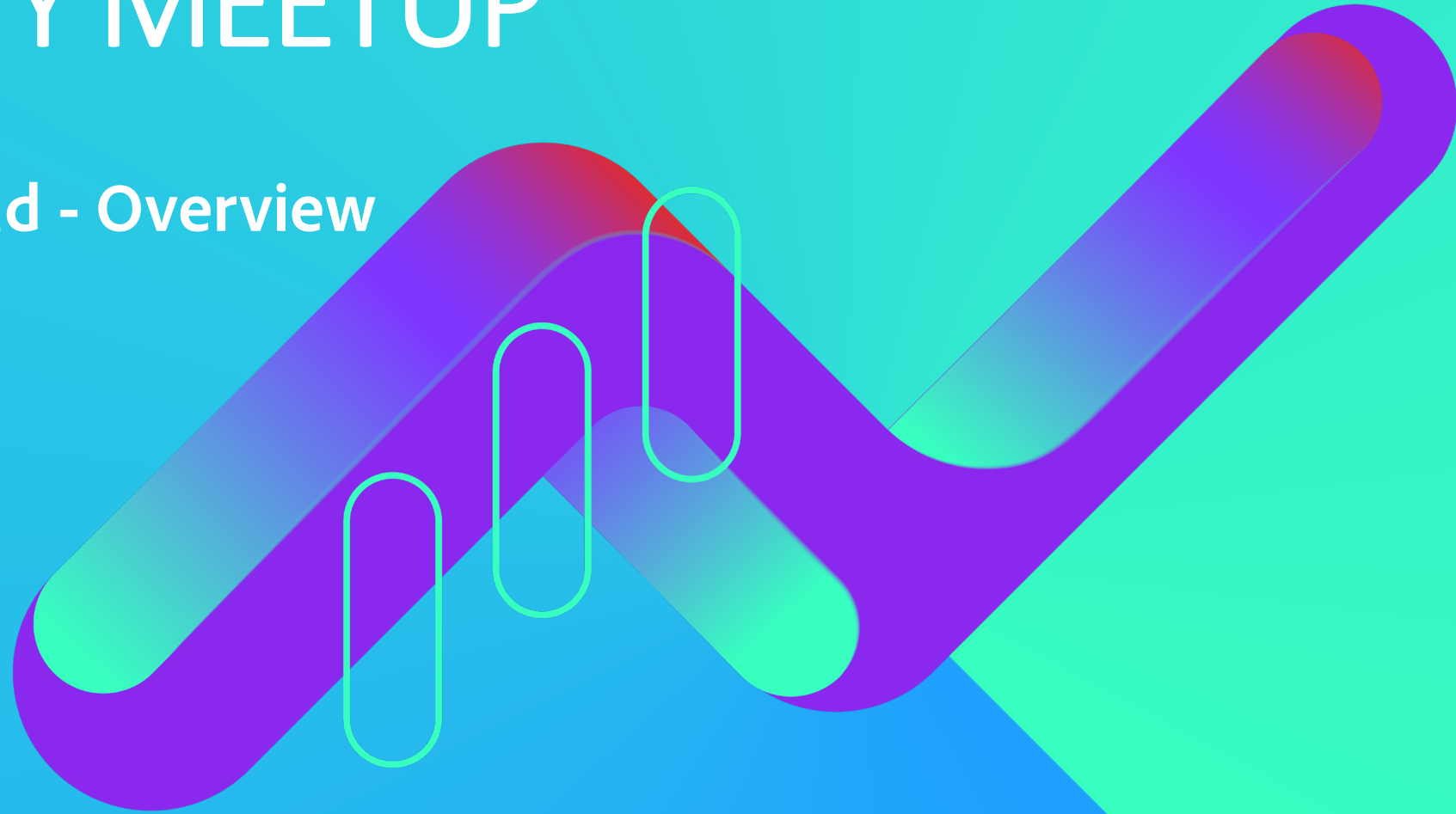


ADOBE ANALYTICS CLOUD COMMUNITY MEETUP

Adobe Analytics Cloud - Overview

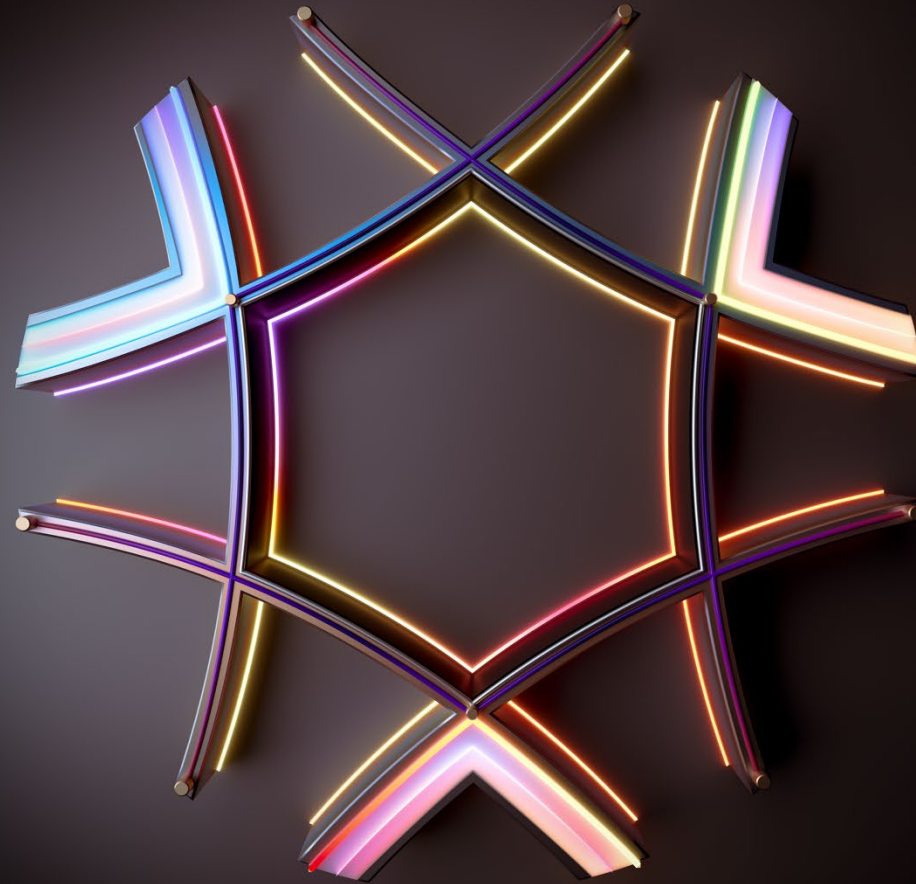
Aswin Kumar CS
Analytics Consultant



Adobe Experience Cloud

Breakthrough
Experiences

Integrated
Workflows



Platform-led
Innovations

Intelligence
at the Core



Adobe Experience Cloud



Adobe Advertising Cloud



Adobe Analytics Cloud



Adobe Marketing Cloud



Adobe Commerce Cloud

Adobe Sensei



Adobe Experience Platform



Adobe Experience Cloud



Adobe Advertising Cloud



Adobe Analytics Cloud



Adobe Marketing Cloud



Adobe Commerce Cloud

Search

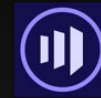
DSP



Adobe Analytics



Adobe Campaign



Marketo Engage



Magento Commerce

TV

Creative



Adobe Audience
Manager



Adobe Experience
Manager



Adobe
Target

Adobe Sensei



Adobe Experience Platform



Adobe Analytics Cloud

Experience System of Intelligence

Democratizing Insights

Real-time Customer Data Platform

Sensei-powered Analytics

ASSUMPTION

data knowledge

Adobe Analytics Cloud

Data to Value

Data collection



Web



Email



Social



In Store



Call Center



Enterprise



Video



OTT Devices



Ads



Mobile Apps



Wearables



IoT



Voice Assistants



Connected Cars



Geo / Spatial

Data processing

Context-aware sessionization

real-time triggers & views

Audience Syndication

Processing Rules

Real-time

platform

Analytics Machine Learning

Segmentation

Virtual Analyst

Analysis Workspace

Segment IQ

Action

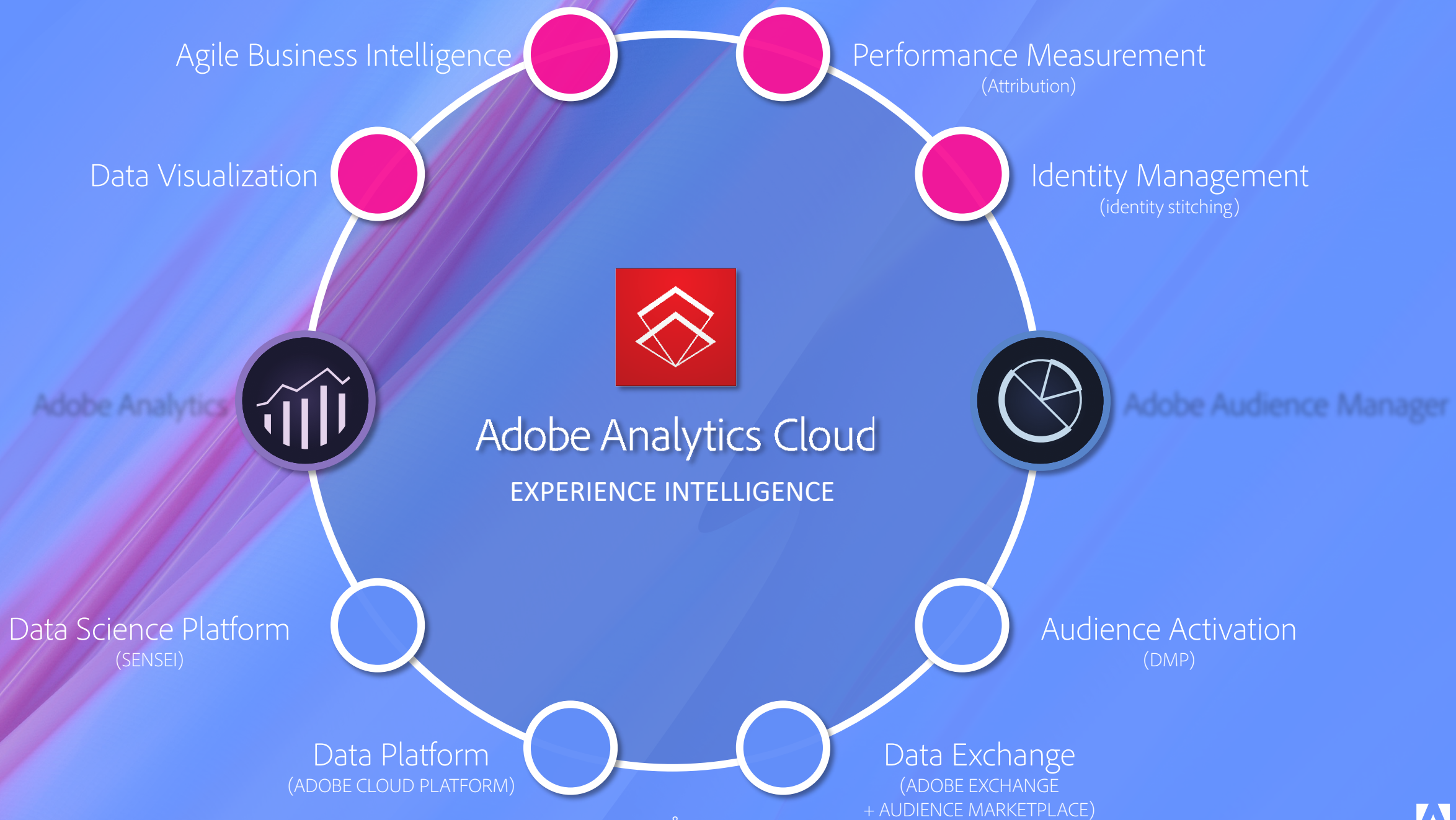


Ad Optimization



Content Optimization







Adobe Analytics Cloud

THE CORE SYSTEM OF INTELLIGENCE FOR THE EXPERIENCE BUSINESS



INSIGHTS



MODERN



CONTEXTUAL



CONNECTED



PEOPLE CENTRIC



ACTIONABLE



ACTION



360-DEGREE

CUSTOMER VIEWS



CITIZEN DATA SCIENTIST

ANSWERS TO UNASKED QUESTIONS



SELF SERVICE

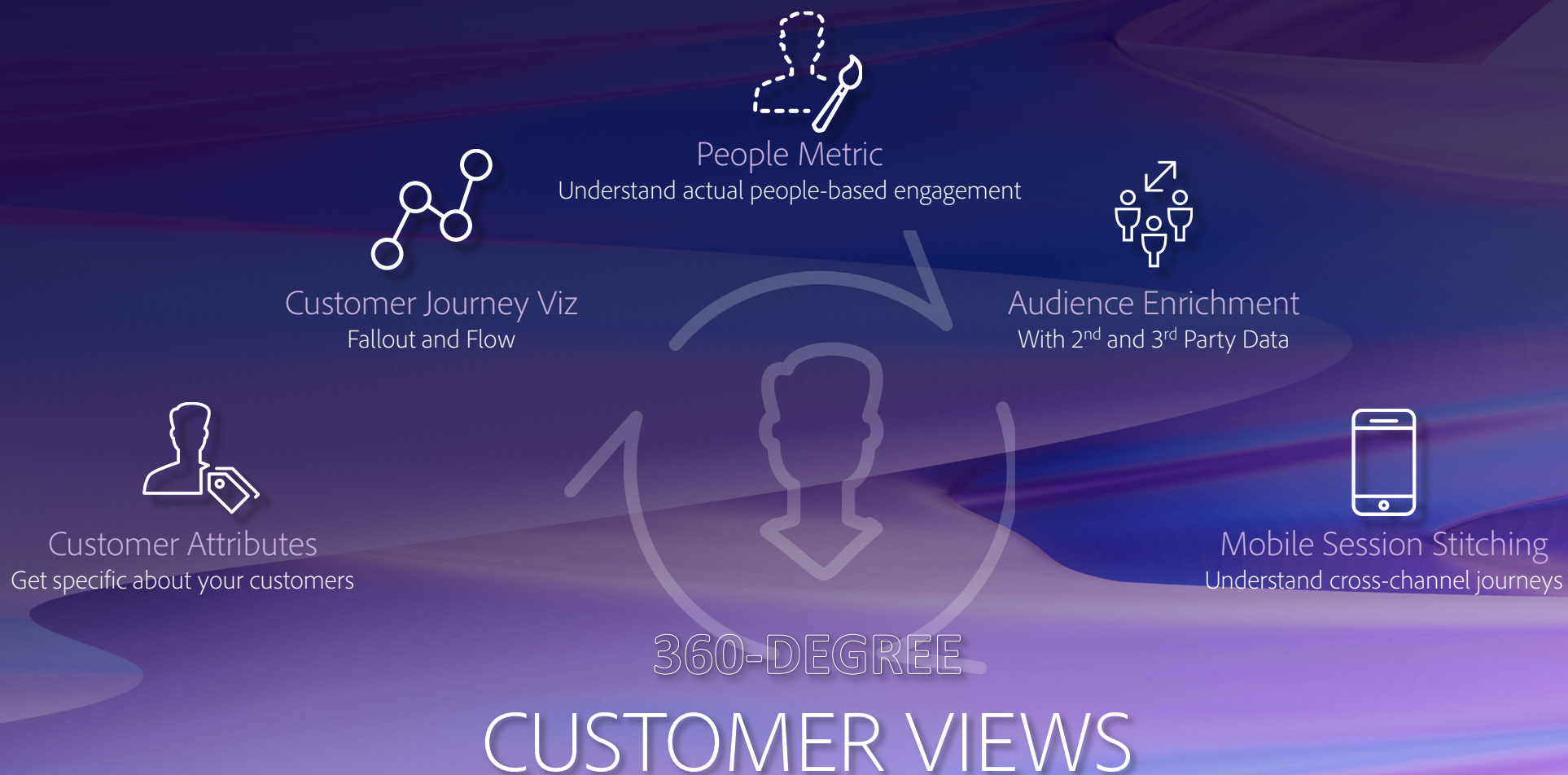
DEMOCRATIZATION OF INSIGHTS



INSTANT ACTION

PLAY BUTTON ON YOUR DATA

Adobe Analytics Cloud 360-Degree Customer Views



Adobe Analytics Cloud Answers to Unasked Questions



Intelligent Alerts

AI-powered 24/7 monitoring & notifications



Contribution Analysis

Uncover contributing performance factors



Virtual Analyst

The analyst who never leaves the office



Anomaly Detection

Automatically highlight significant changes



Segment IQ

Powerful, intuitive segment comparison



CITIZEN DATA SCIENTIST

ANSWERS TO UNASKED QUESTIONS

Adobe Analytics Cloud Democratization of Insights



Analysis Workspace
Experience data your way



Report Builder
Data manipulation inside MS Excel



Power BI
Rich interactive visuals



Activity Map
See what is happening on your site



Other Third Parties
Tableau, ClickTale, Domo, Data Studio 360

SELF SERVICE

DEMOCRATIZATION OF INSIGHTS

Adobe Analytics Cloud Play Button on Your Data



Analytics for Target
Customer content optimization



Audience Sharing
With Adobe Experience Cloud



Propensity Scoring for LS Triggers
Engage with confidence



Live Stream
Data | Triggers | Dashboards



Third Party Tools
DoubleClick, ExactTarget, Conductor, Demandbase



INSTANT ACTION

PLAY BUTTON ON YOUR DATA

Audience Analytics

BUSINESS BENEFIT

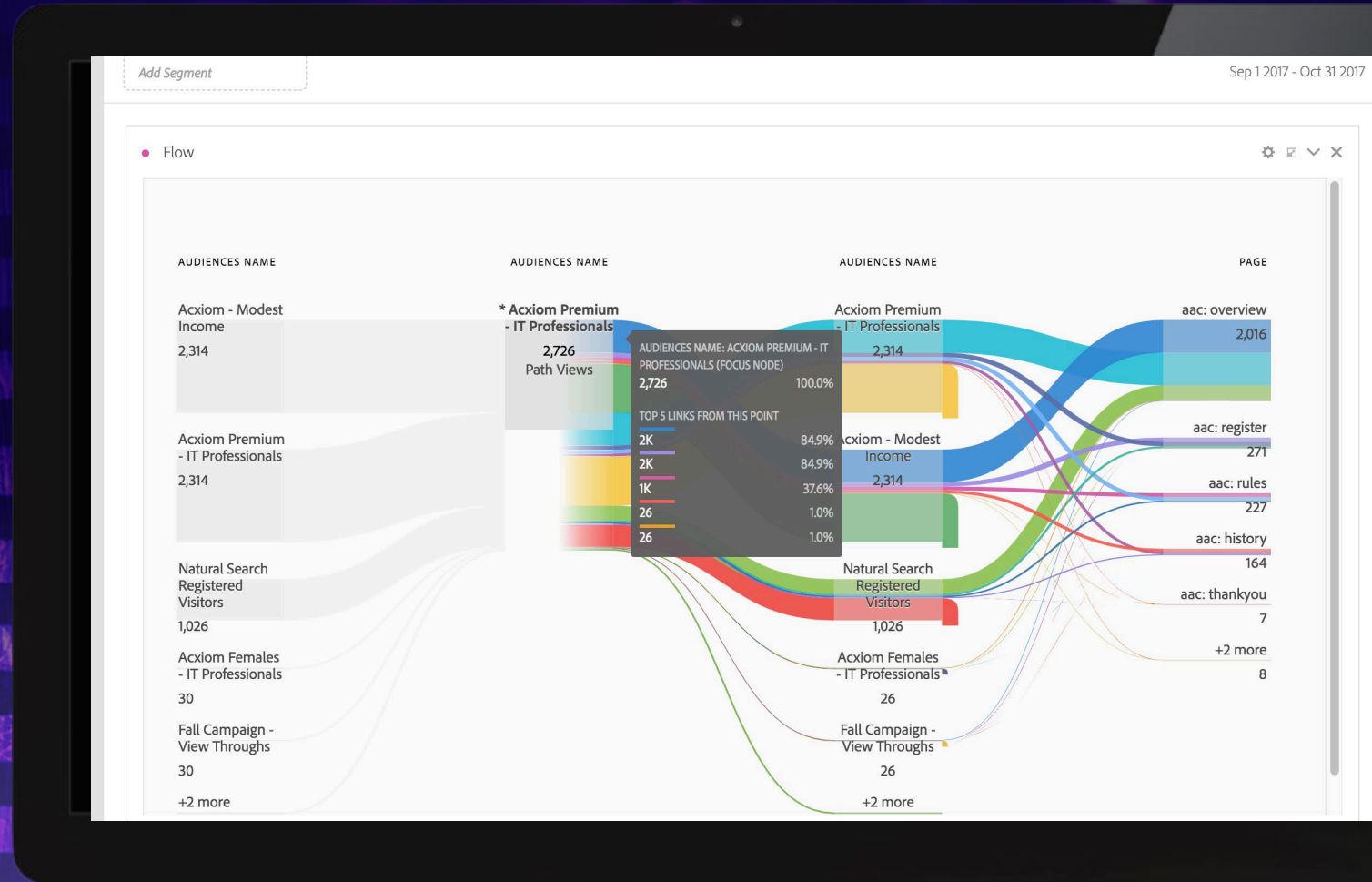
Adobe offers the industry's only bi-directional integration between a DMP and Analytics solutions. This industry-first (and industry-unique) combination enables clients to create a virtuous cycle that will continuously refine their understanding of their customers.

CAPABILITY DESCRIPTION

The richer and more complete a customer profile is, the more opportunities your organization has to identify and target high value customers with compelling, personalized experiences. With Audience Analytics, any Adobe Audience Manager segment can now be brought into Adobe Analytics in real-time, meaning 2nd and 3rd party data can now be utilized for dimensional analysis in Adobe Analytics. These new dimensions can be utilized for segmentation, as well as funnel and flow visualizations.

Audience Analytics

- Audience Manager segments available as dimensions in Analytics
- 1st productized integration between a DMP and analytics engine
- Server-side integration allows for same-page visibility and single tag implementation
- New dimension can be used throughout Analytics, for example in segmentation or flow visualizations



Continuous Audience Enrichment

Activate campaigns across a variety of channels, including mobile, social and video

Continuously refine your understanding of your customers through segment sharing and advanced analysis



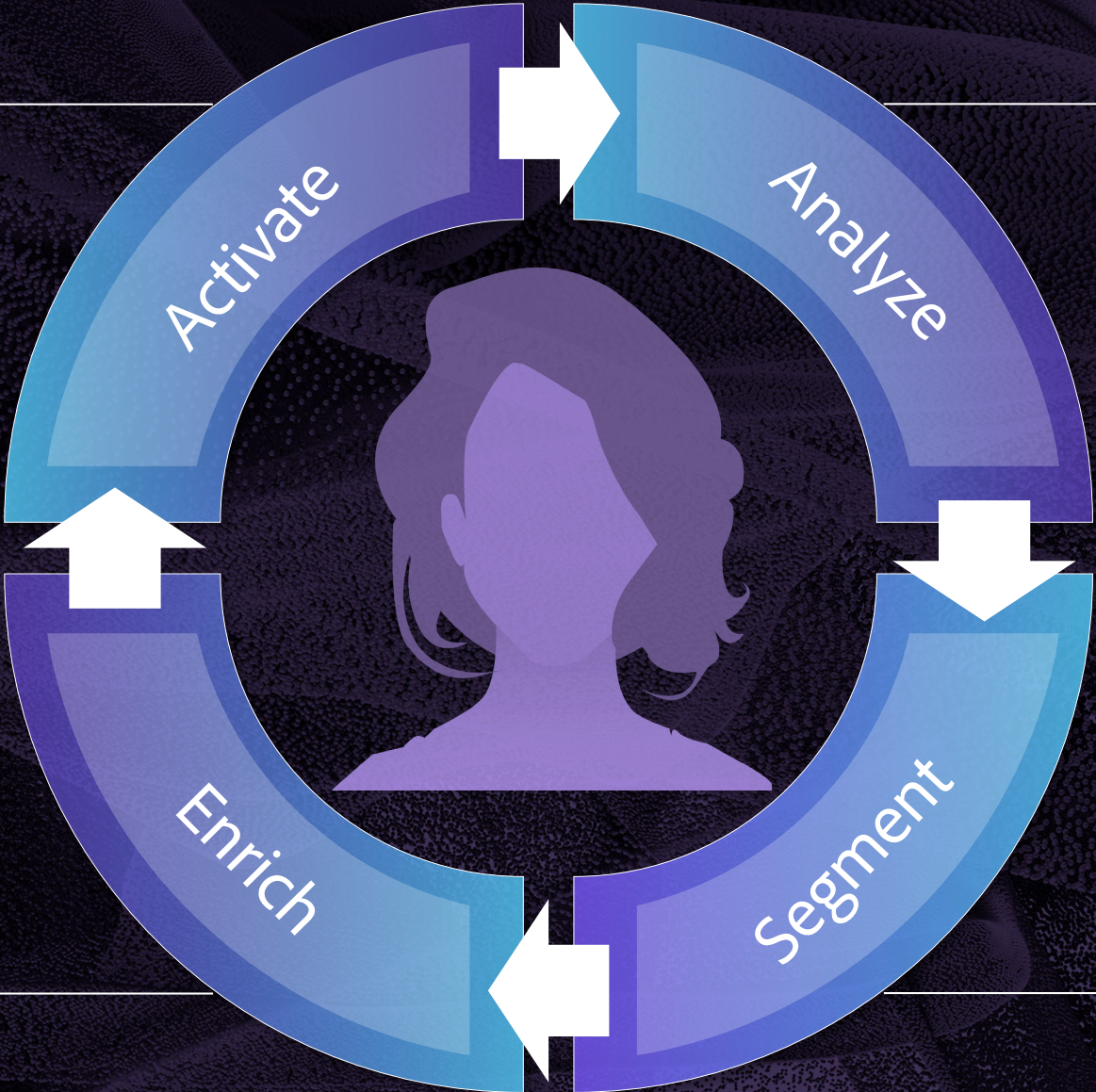
Adobe Audience Manager



Adobe Analytics

New insights (and audiences) created from enriched data can be sent back to Audience Manager for further activation & segmentation

Ad engagement, impression, click, CRM & propensity data in Audience Manager is now automatically available in Adobe Analytics



Data Pipeline | Data Processing | Machine Learning | Action



CUSTOMER 360 WITH ADOBE ANALYTICS



ASWIN KUMAR CS
ANALYTICS CONSULTANT
ADOBE CONSULTING SERVICES

CUSTOMER 360 REPORTING WITH ADOBE ANALYTICS

A MEDIA & ENTERTAINMENT USE CASE

- **Customer 360 Analytics: What Inspires and What Challenges**
- **Organizing the Customer Metrics**
- **Adobe Analytics Implementation Strategies for Online and Offline Reporting**
- **The Customer 360 view and Use cases**
- **Q&A**
- **Gamification**

CUSTOMER 360: WHAT INSPIRES

Brands want to deliver a **Consistent and Relevant Experience to customers across touch points like Content, Commerce, Service & Marketing**. In order to deliver these experiences, touch points needs to have a **unified picture of their customer** from each other.

Often Digital Analysts, tangle themselves in combining data sources from Content, Commerce, Service & Marketing, to **find the Fanboys and Advocates of the Brand**.

Putting systems in place to do the mashup will **reduce the cycle of Import-Lookup-Analyze to just Setup-Analyze**



© marketoonist.com

CUSTOMER 360: AND WHAT CHALLENGES



Customer 360 is easier said than done.

Fewer than 10% of companies have a 360-degree customer view & only 5% use this view to systemically grow their businesses – Gartner

Data Managed in Silos and challenging to implement ETLs for reporting integrations

Challenging to **visualize the unified customer view** across the various touch points

It is never going to be a Full 360. **Touch points will evolve. Some touch points will become obsolete.**

CUSTOMER 360 WITH ADOBE ANALYTICS




A MEDIA & ENTERTAINMENT USE CASE

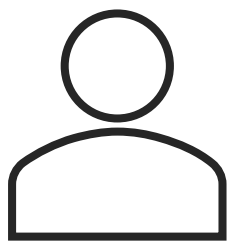
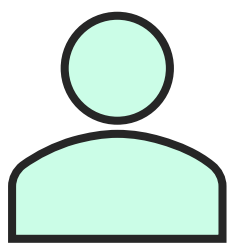
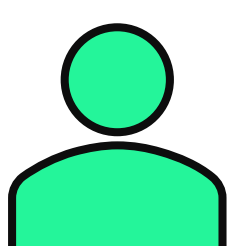


ORGANIZING THE KEY PERFORMANCE INDICATORS: FIND WHAT METRIC MATTERS AND WHERE IT MATTERS






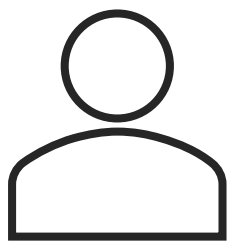
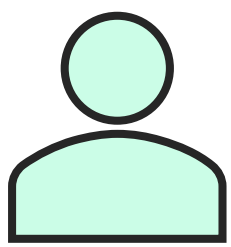
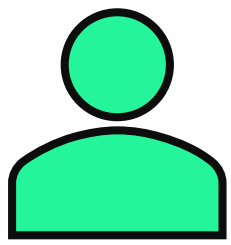
ORGANIZING THE KEY PERFORMANCE INDICATORS AS PER CUSTOMER JOURNEY AND BRAND TOUCH POINTS

-  Unknown visitor Engagement
-  Known User Behavior, but no value exchange
-  Fully Known Customer with Value Exchange

		Marketing	Social	Content	Commerce	Service
Top of Funnel		Mass Marketing Impressions, Mails/SMS/Push Sent	Posts, Reach, Mentions, Impressions by Content type	Visits, Page Views, Bounce Rate	Product Views, Category Views, Brick & Mortar Store Visits	Customer Service Calls Initiated, Chats Initiated
Middle of Funnel		Retargeting Impressions, Mails/SMS/Push Opened	Likes, Comments, Follows	Page Depth, Internal Searches, Time Spent	Cart Adds, Checkouts Initiated, Rewards Earned	Service Call Duration, Chat Engagement Length
Bottom of Funnel		Marketing Campaign Visits to Content, Commerce & Service	Shares, Retweets, Virality, Organic Social Visits to Content, Commerce & Service	Content Subscribers, Lead Gens, Media Consumption	Ticket Purchases, Media Subscriptions, B&M Merch Purchase, Rewards Redeemed	Service Call CSAT, Live Event Survey Feedback, Chat Engagement CSAT

IDENTIFY KPIS WHICH ARE ONLINE/OFFLINE AND WHICH ARE IMPLEMENTED/NOT IMPLEMENTED

-  Unknown visitor Engagement
-  Known User Behavior, but no value exchange
-  Fully Known Customer with Value Exchange

		Marketing	Social	Content	Commerce	Service
Top of Funnel		Mass Marketing Impressions, Mails/SMS/Push Sent	Posts, Reach, Mentions, Impressions by Content type	Visits, Page Views, Bounce Rate	Product Views, Category Views, Brick & Mortar Store Visits	Customer Service Calls Initiated, Chats Initiated
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Bottom of Funnel		Marketing Campaign Visits to Content, Commerce & Service	Shares, Retweets, Virality, Organic Social Visits to Content, Commerce & Service	Content Subscribers, Lead Gens, Media Consumption	Ticket Purchases, Media Subscriptions, B&M Merch Purchase, Rewards Redeemed	Service Call CSAT, Live Event Survey Feedback, Chat Engagement CSAT

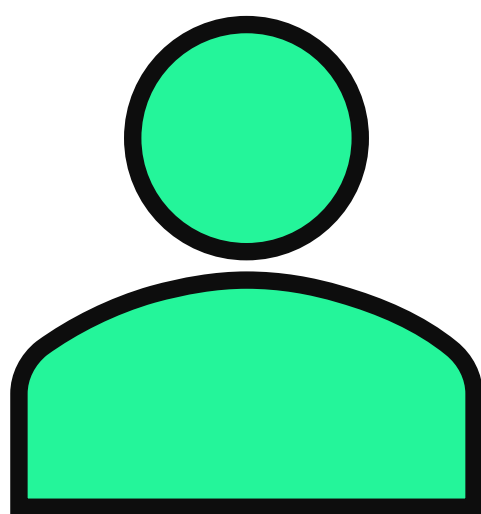


● Live Engagement Metrics Implemented ● Offline Metrics Not Implemented ● Other Digital Metrics Not Implemented



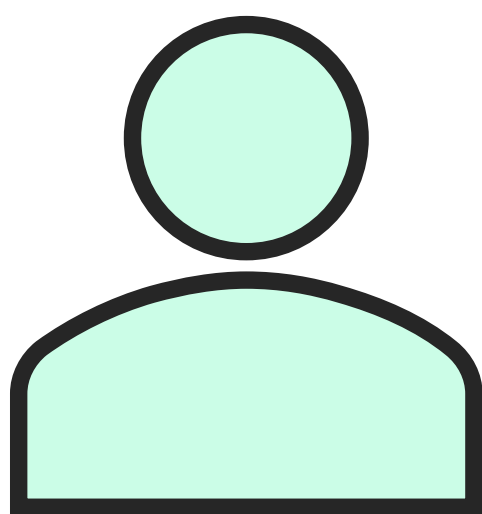
PRIORITIZE THE CUSTOMER 360 REPORTING NEEDS STARTING FROM THE MOST VALUABLE BRAND & CUSTOMER ENGAGEMENTS

High Priority



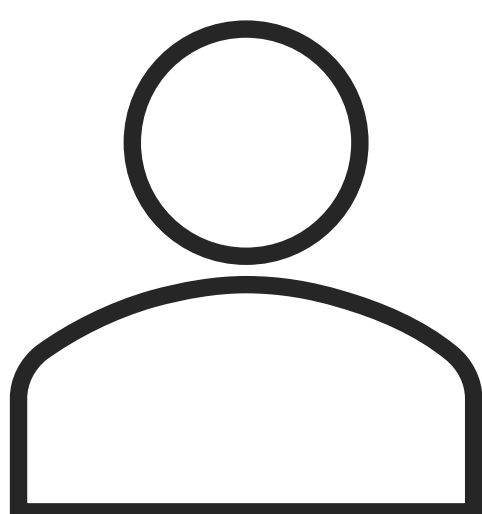
Implement metrics which represent value exchange between your Audience and the Brand. They matter the most. These Customer 360 metrics should help identifying the most valuable customers, for brand advocacy

Moderate Priority






Then Implement metrics which represent behavior or relationships with the end value exchange between the Audience and the Brand. These metrics help identify the NBOs (Next Best Offers), that push the Audience towards value exchange

Low Priority



These metrics may not be associated to an Identified Customer always. The Audience are just in their Awareness stage of the Brand Engagement Journey. But these are useful in optimizing the Top Of Funnel Strategies

-  Unknown visitor Engagement
-  Known User Behavior, but no value exchange
-  Fully Known Customer with Value Exchange

CUSTOMER 360 REPORTING

ADOBE ANALYTICS IMPLEMENTATION STRATEGIES

Live Engagement Tracking Mechanism

Offline and Other Digital Tracking Mechanism

Owned Web / Mobile tracking

Using Traditional:

1. App Measurement for Web
2. Adobe Mobile Services SDK for Mobile
3. Adobe Heart Beat Implementation for Stream Media Consumption

To record digital behavior of customers

Data Connector / Exchange Partners

Direct Integration with Reports of Other Digital Marketing Technologies

Plug and Play Analytics Integration with limited customization abilities

Not all Integrations will connect with Customer IDs

Data Sources – Summary Upload

Any custom data dimensions and metric summary can be uploaded using data sources.

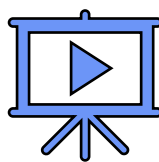
Most commonly used:
Generic – Summary. 3 Dimensions and 3 Metrics

Data Insertion API – Event Tracking

Use Platforms like Mail Man or Post Man to orchestrate an API based data insertion in to Adobe Analytics

This is quiet complex, but can get granular details on offline behavior

CUSTOMER 360 IMPLEMENTATION ARCHITECTURE



Implement Analytics Cloud SDKs in Content Touch Point

Ensure Customer ID and Content Metric Mapping

Customer ID	Time Spent on Site or Page Depth	Media Views/Engagements



Implement Analytics Cloud SDKs in Commerce Touch Point

Ensure Customer ID and Commerce Metric Mapping

Customer ID	Product Views	Merch/Ticket Purchase



Implement Analytics QSPs in Content & Commerce Referring URLs

Ensure Customer ID and Marketing Metric Mapping

Customer ID	Paid Media/Social Visits	Organic Media/Social Visits



Implement ETLs from Service Touch Points to Upload in to AA Data Sources

Ensure Customer ID and Service Metric Mapping

Customer ID	Service Calls/Chats	Service Call/Chats CSAT



Implement ETLs from Marketing Touch Points to Upload in to AA Data Sources

Ensure Customer ID and Marketing Metric Mapping

Customer ID	Mails/SMS/Push Sent	Mails/SMS/Push Click-Thrus



Implement ETLs from Brick & Mortar Touch Points to Upload in to AA Data Sources

Ensure Customer ID and Offline Purchase Metric Mapping

Customer ID	Store Visits	Offline Merch /Ticketing Revenue

Customer ID	Content Metrics	Commerce Metrics	Service Metrics	Marketing Metrics

Assigning Adobe Analytics Success Events, for each of these metrics, will keep the architecture simple and straight forward






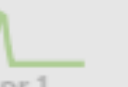
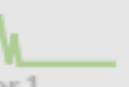
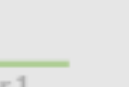
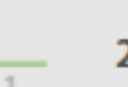
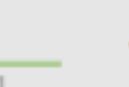
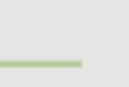
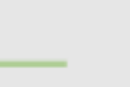
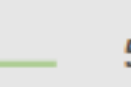

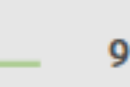
CUSTOMER 360 IN ANALYSIS WORKSPACE: A TABLE OF CUSTOMERS AND TOUCH POINT KPIS

Customer 360 - Across Customer Journey (TOFU, MOFU & BOFU)

Drop a Segment Here (or any other component)

This month
Apr 1 2019 - Apr 30 2019

Freeform Table

	Content Metrics						Commerce Metrics						Service Metrics						Marketing Metrics											
	Page Views / Visits		Site Searches		Video Views		Live Event Ticketing Revenue		Mechandizing Site Revenue		Mechandizing Shop Revenue		Chat Support Initiate		Customer Service Call Initiates		Chat Support CSAT - Average		Customer Service CSAT - Average		Live Experience CSAT - Average		Paid media Retargetting Visits		Paid Social Retargetting Visits		Mails Sent		Mails Click Through	
Customer ID Page: 1 / 1 Rows: 50	 10.13	 165	 ↓ 1,136	 \$1,439	 \$1,121	 \$989	 117	 7,401	 29.63	 14.6	 14	 56	 58	 431	 99															
1. customer_16	0.45 4.5%	14 8.5%	135 11.9%	\$52 3.6%	\$125 11.2%	\$86 8.7%	8 6.8%	256 3.5%	0.94 3.2%	0.9 6.2%	1 7.0%	0 0.0%	0 0.0%	35 8.1%	12 12.1%															
2. customer_11	0.47 4.7%	6 3.6%	105 9.2%	\$102 7.1%	\$80 7.1%	\$154 15.6%	14 12.0%	640 8.6%	2.04 6.9%	2.0 13.6%	0 2.8%	0 0.0%	0 0.0%	6 1.4%	1 1.0%															
3. customer_10	0.49 4.8%	5 3.0%	104 9.2%	\$134 9.3%	\$118 10.5%	\$108 10.9%	5 4.3%	366 4.9%	1.46 4.9%	1.4 9.9%	1 6.0%	3 5.4%	3 5.2%	38 8.8%	8 8.1%															
4. customer_12	0.67 6.6%	24 14.5%	102 9.0%	\$119 8.3%	\$108 9.6%	\$38 3.8%	7 6.0%	690 9.3%	2.40 8.1%	2.4 16.2%	2 12.0%	7 12.5%	7 12.1%	31 7.2%	7 7.1%															
5. customer_13	0.49 4.8%	23 13.9%	100 8.8%	\$134 9.3%	\$73 6.5%	\$98 9.9%	13 11.1%	618 8.4%	1.47 5.0%	1.4 9.8%	1 8.8%	2 3.6%	1 1.7%	43 10.0%	8 8.1%															
6. customer_3	0.84 8.3%	13 7.9%	98 8.6%	\$111 7.7%	\$189 16.9%	\$135 13.7%	16 13.7%	980 13.2%	2.84 9.6%	2.8 19.1%	4 28.5%	1 1.8%	3 5.2%	115 26.7%	23 23.2%															
7. customer_15	0.55 5.4%	18 10.9%	96 8.5%	\$189 13.1%	\$75 6.7%	\$0 0.0%	6 5.1%	0 0.0%	0.03 0.1%	0.0 0.0%	0 0.0%	3 5.4%	2 3.4%	0 0.0%	0 0.0%															

CUSTOMER 360: ACTIVATING THE ONE PERCENT

“For most companies, their top 1% or 2% of customers contribute 20% to 30% of sales through direct purchases.”

~ From the Book “Rocket – Eight Lessons to Secure Infinite Growth”

Your Top 1% customer, are not measured by just one isolated metric for each touch point.
They are engaged across the touch points.

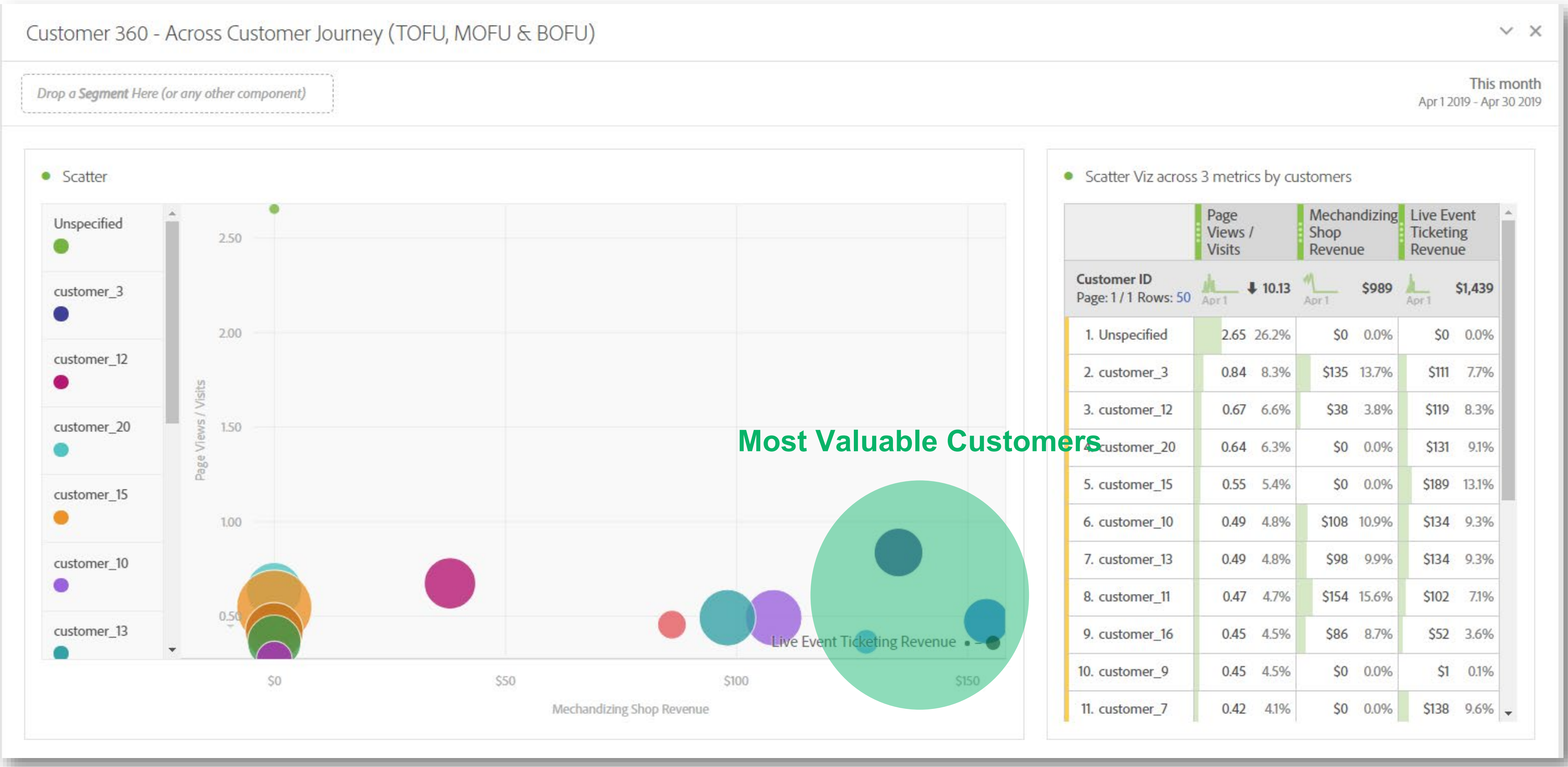
Experience Use Case:

I want to share a token of gratitude to **our fans of the brand, who literally live about us in both the digital and physical world**. They are the people who daily consume us digitally, who collect our merchandize at the stores and who advocate us in the social communities.

It is not resource efficient to delight every customer or prospect, but **if we can delight these fans, they are going to become our Brand Ambassadors and amplify our Brand**.

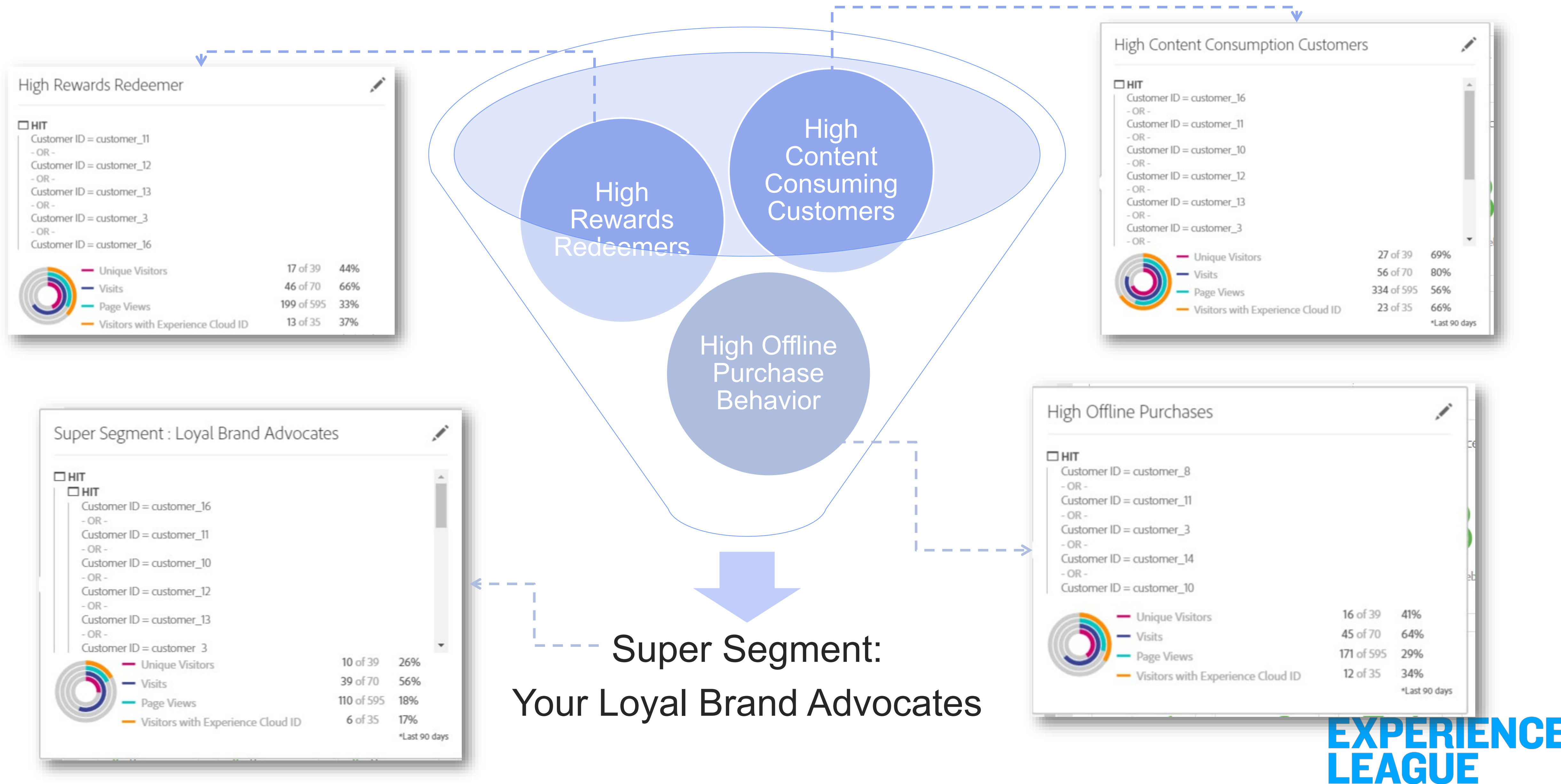
How do we find these fans ???

CUSTOMER 360 IN ANALYSIS WORKSPACE: SCATTER VISUALIZE YOUR CUSTOMERS ACROSS 3 METRICS



CUSTOMER 360:

SUPER SEGMENTS COMBINE ONLINE AND OFFLINE BEHAVIOR ACROSS TOUCH POINTS



CUSTOMER 360:

SUPER SEGMENT ACTIVATION LOCATIONS FOR RETARGETING

Super Segment
Applied on to the
customer 360 table

Segment

Super Segment : Lo... *Drop a Segment Here (or any other component)*

Freeform Table

	Page Views / Visits	Site Searches	Video Views	Live Event Ticketing Revenue	Mechandizi Site Revenue	Mechandizi Shop Revenue	Chat Support Initiate
Customer ID Page: 1 / 1 Rows: 50 1-2 of 2	3.00 Apr 1	19 Apr 1	203 Apr 1	\$213 Apr 1	\$269 Apr 1	\$289 Apr 1	30 Apr 1
1. customer_11	1.08 36.1%	6 31.6%	105 51.7%	\$102 47.9%	\$80 29.7%	\$154 53.3%	14 46.7%
Browser Type Page: 1 / 1 Rows: 5 1-1 of 5	8.67 Apr 1	6 Apr 1	105 Apr 1	\$102 Apr 1	\$80 Apr 1	\$0 Apr 1	14 Apr 1
1. Google	8.67 100.0%	6 100.0%	105 100.0%	\$102 100.0%	\$80 100.0%	\$0 0.0%	14 100.0%
MID Page: 1 / 1 Rows: 3	8.67 Apr 1	6 Apr 1	105 Apr 1	\$102 Apr 1	\$80 Apr 1	\$0 Apr 1	14 Apr 1
1. 83447213...	3.67 42.3%	5 83.3%	45 42.9%	\$51 50.0%	\$18 22.5%	\$0 0.0%	4 28.6%
2. 43013871...	3.67 42.3%	1 16.7%	60 57.1%	\$51 50.0%	\$62 77.5%	\$0 0.0%	10 71.4%
3. 19566260...	1.33 15.4%	0 0.0%	0 0.0%	\$0 0.0%	\$0 0.0%	\$0 0.0%	0 0.0%
2. customer_3	1.92 63.9%	13 68.4%	98 48.3%	\$111 52.1%	\$189 70.3%	\$135 46.7%	16 53.3%

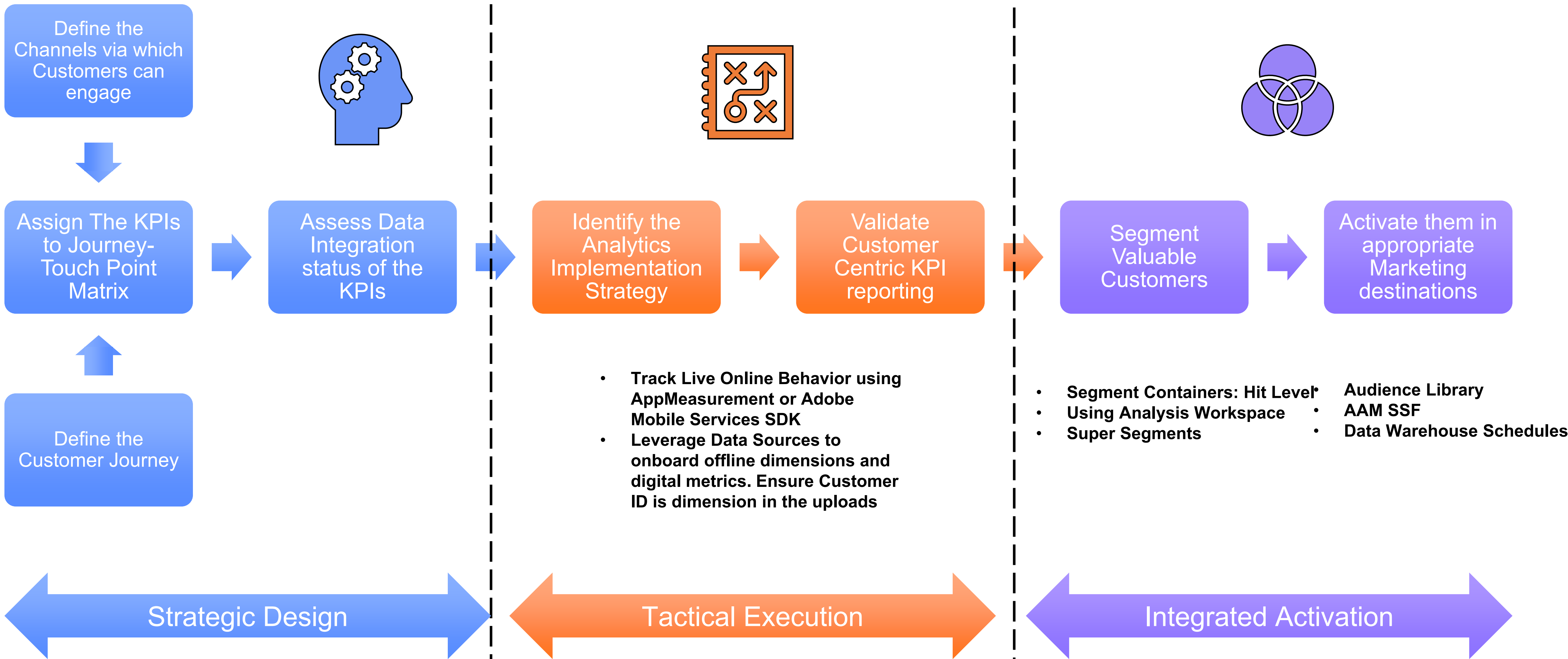
For Retargeting,
MIDs (online device
ID/Cookie) of the
Customer, based on
offline + online
segmentation

Activation Strategies

1. With Audience Library Sharing integration, Your Fan Audiences can be democratized across Experience Cloud Products (AAM for Marketing Tech Destination Mapping, AT for Internal Experience Targeting, ACS for Email Targeting)
2. Alternatively, can be sent to the Digital Marketing Technology FTP destinations with MID and Customer ID using Data Warehouse Schedules.

Offline metrics are not associated with online device identifier. But the Hit level segments can retrieve the MID columns

CUSTOMER 360: SUMMARIZING DESIGN AND ACTIVATION WORKFLOW





Knowledge is
having the right
answer.

Intelligence is
asking the right
question.

GAMIFICATION



Gamification in eLearning has become incredibly popular for a good reason.

Gamification works because of its ability to activate the human brain's natural inclination toward competition and achievement. We innately enjoy games. Participation in them, just like exercise, releases feel-good hormones called endorphins.

Request the Audience to open [Kahoot.it](https://kahoot.it) in your laptop/mobile browsers

APPENDIX

- For Online implementation in Web and Mobile:
https://marketing.adobe.com/resources/help/en_US/sc/implement/
- For Offline Data Upload using Data Sources:
https://marketing.adobe.com/resources/help/en_US/sc/datasources/
- White Paper on Customer Intelligence 360: <https://www.adobe.com/in/experience-cloud/use-cases/customer-intelligence.html>
- For Segmentation using Adobe Analytics:
https://marketing.adobe.com/resources/help/en_US/analytics/segment/
- For Audience Library:
https://marketing.adobe.com/resources/help/en_US/mcloud/audience_library.html
- For Experience Cloud ID Service Implementation:
https://marketing.adobe.com/resources/help/en_US/mcvid/

APPENDIX

Rewards Program	
Restart Processing	Complete Processing
Deactivate	Stop processing on errors
Type: Generic Data Source (Summary Data Only)	
Activated: 2019-04-11	
Files In Processing Queue	
1.	rewards_1.txt
2.	rewards_2.txt
Brick & Mortar	
Restart Processing	Complete Processing
Deactivate	Stop processing on errors
Type: Generic Data Source (Summary Data Only)	
Activated: 2019-04-11	
Files In Processing Queue	
1.	store_1.txt
Customer Service	
Restart Processing	Complete Processing
Deactivate	Stop processing on errors
Type: Generic Data Source (Summary Data Only)	
Activated: 2019-04-11	
Files In Processing Queue	
1.	customer_service_1.txt
2.	customer_service_2.txt
3.	customer_service_3.txt

Data Sources Setup

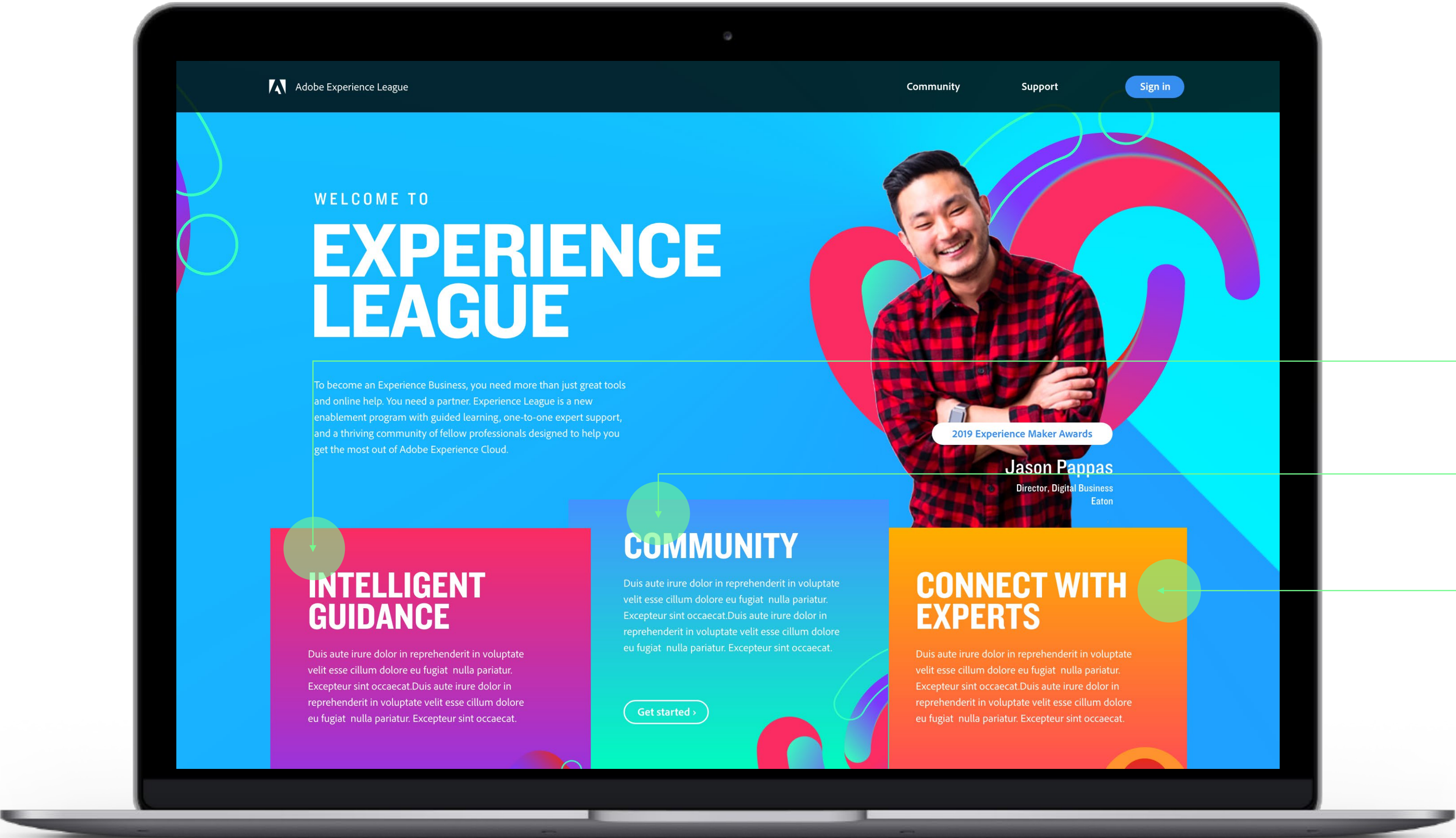
```
1 # Generic Data Source (Summary Data Only) template file (user: 300087614 ds_id: 6)
2 #   Customer ID MID Page Name   Customer Service Call Initiates Customer Service Call CSAT
3 Date      Evar 51 Evar 52 Evar 1  Event 113   Event 114
4
5
```

Data Sources Sample File

Experience League is our new success program, **deeply personalized** for you to get to **instant value** with Adobe Experience Cloud.

EXPERIENCE LEAGUE

 experienceleague.adobe.com



Recommended step-by-step learning and events based on your preferences

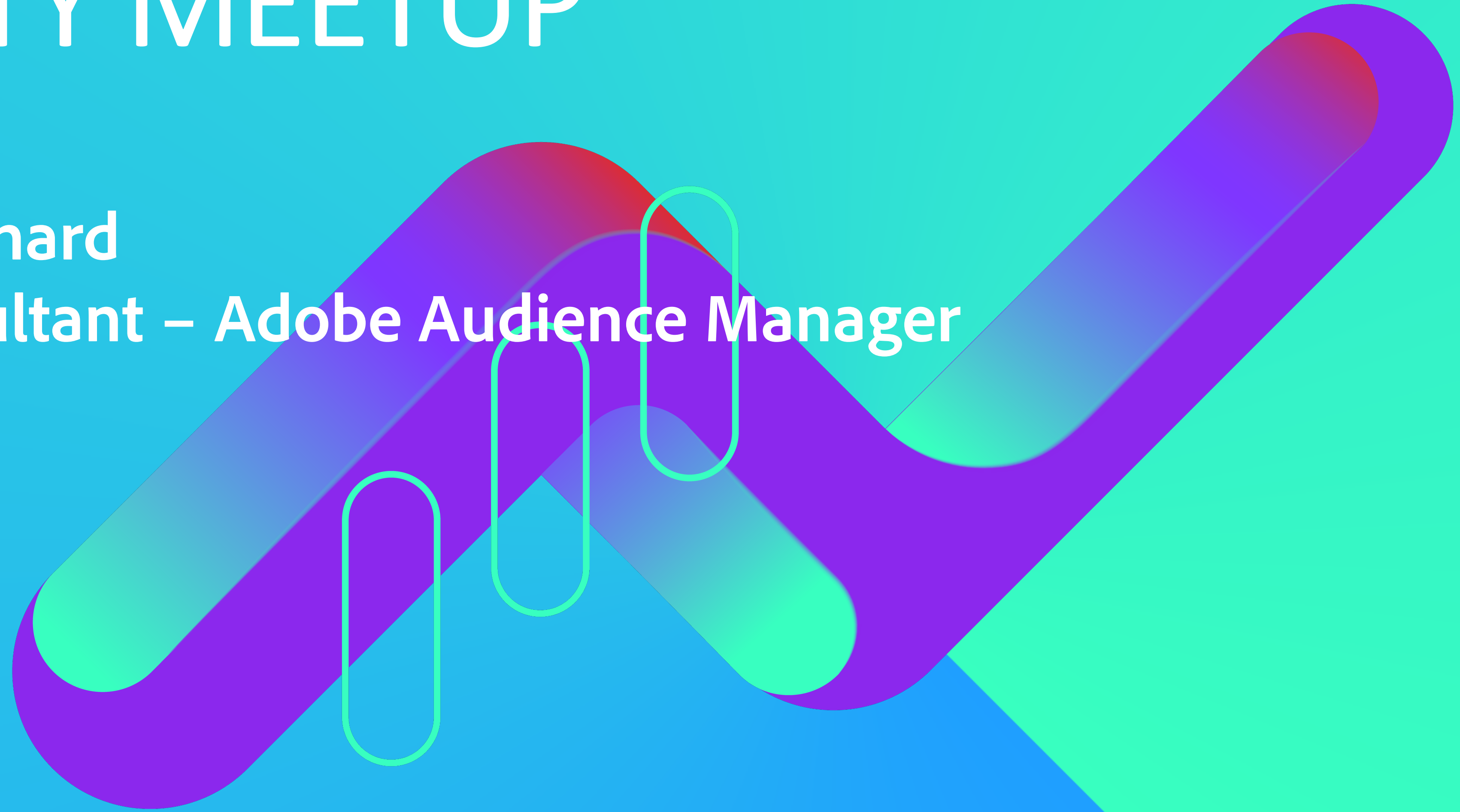
Connection to a community of 150,000+ peers to get you answers in minutes

One location to connect with Experts ready to work with your company

ADOBE ANALYTICS CLOUD COMMUNITY MEETUP

Name : Frederick Richard

Business Title : Consultant – Adobe Audience Manager



AUDIENCE MANAGER: DMP OVERVIEW AND ADOPTION IN INDIA

An abstract graphic on the right side of the slide. It features several overlapping circles and a network of thin, light green lines. The circles are filled with a gradient of colors, including blue, green, and purple. The lines connect different points, creating a sense of movement or flow. The overall style is modern and digital.

AGENDA

- Adobe DMP Overview
- Why Adobe Audience Manager
- How Adobe Audience Manager Works
- Use Cases
- Success Stories



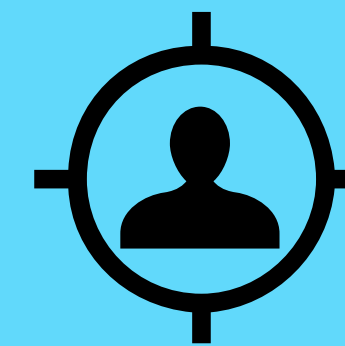
ADOBE DMP OVERVIEW



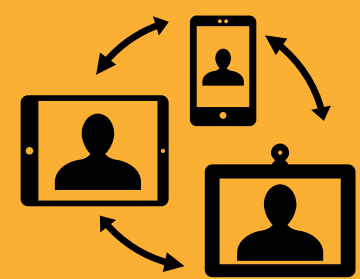
Adobe's DMP – Adobe Audience Manager



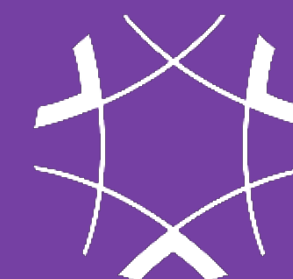
DMP Forrester Wave Leader in
"2013 and 2015, and continues to
set the pace.." – 2017 DMP Wave



Drive personalized experiences
across channels and devices



Governance via the platform –
for big brands, with privacy in
mind



Powerful integration and
activation with the Adobe
Experience Cloud

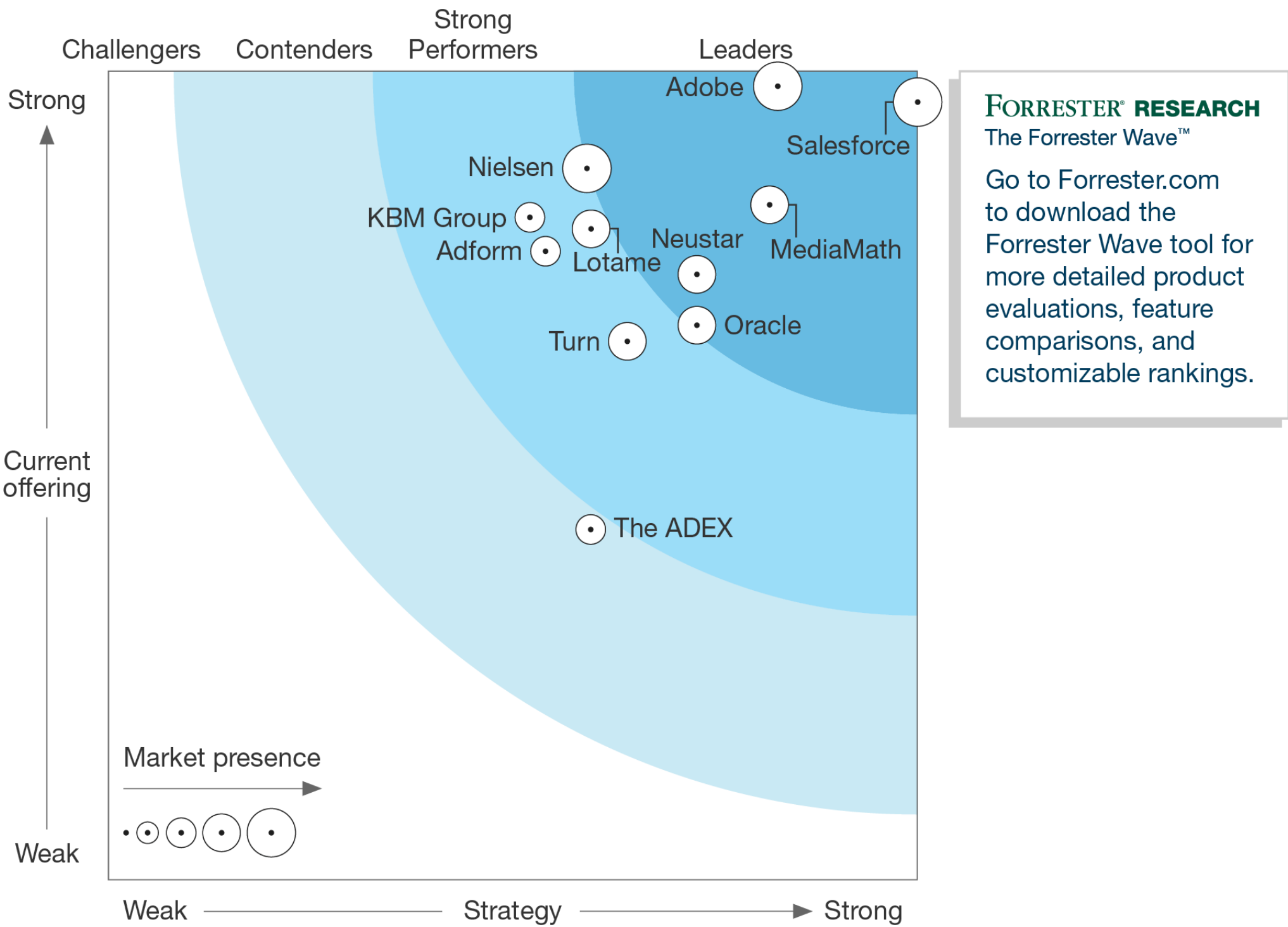
Adobe Audience Manager

FORRESTER WAVE™: DATA MANAGEMENT PLATFORMS, Q2 2017

FORRESTER® RESEARCH

Forrester Wave™: Data Management Platforms, Q2 '17

The Forrester Wave™: Data Management Platforms, Q2 2017



Forrester's Take on Adobe:

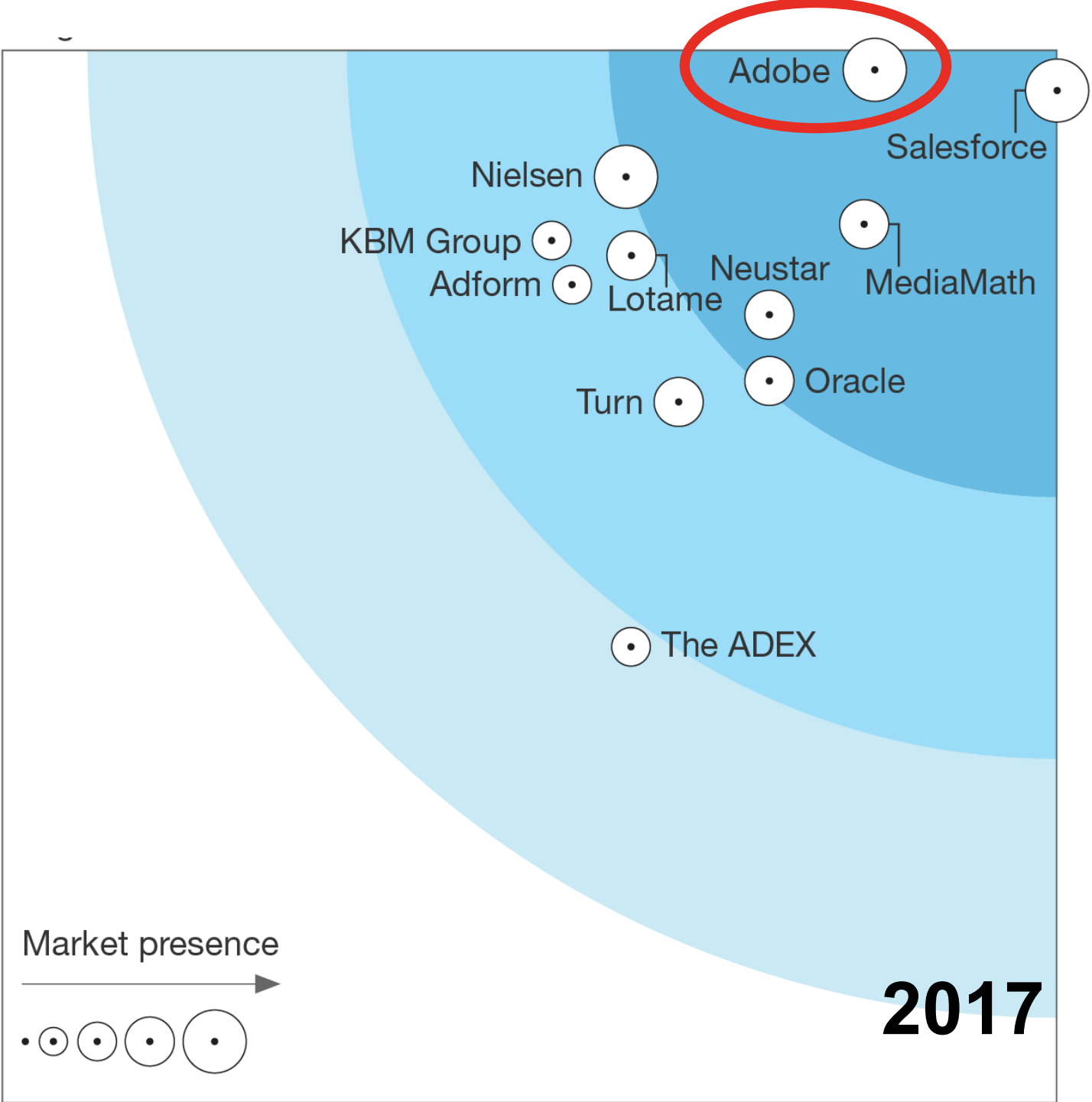
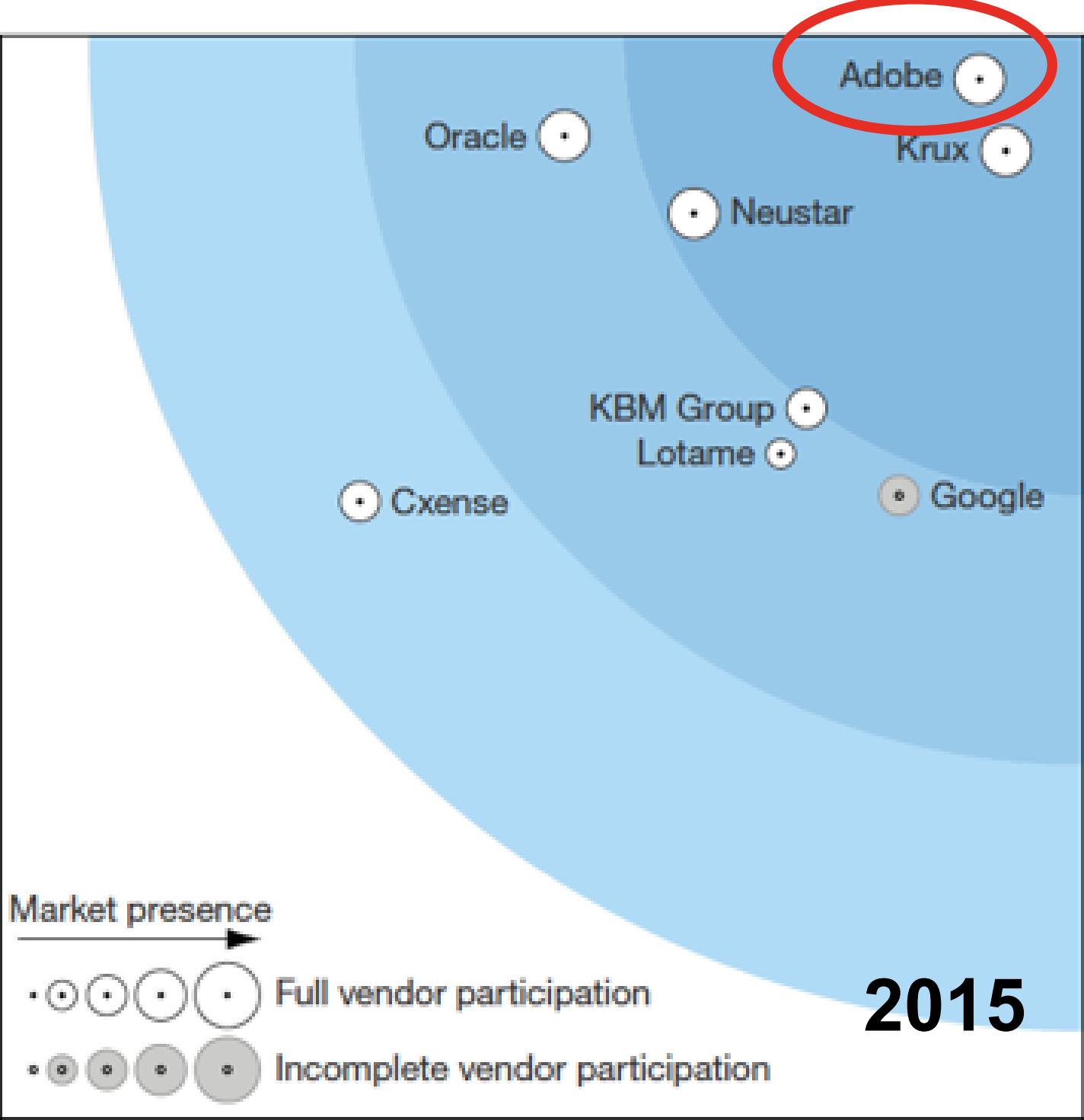
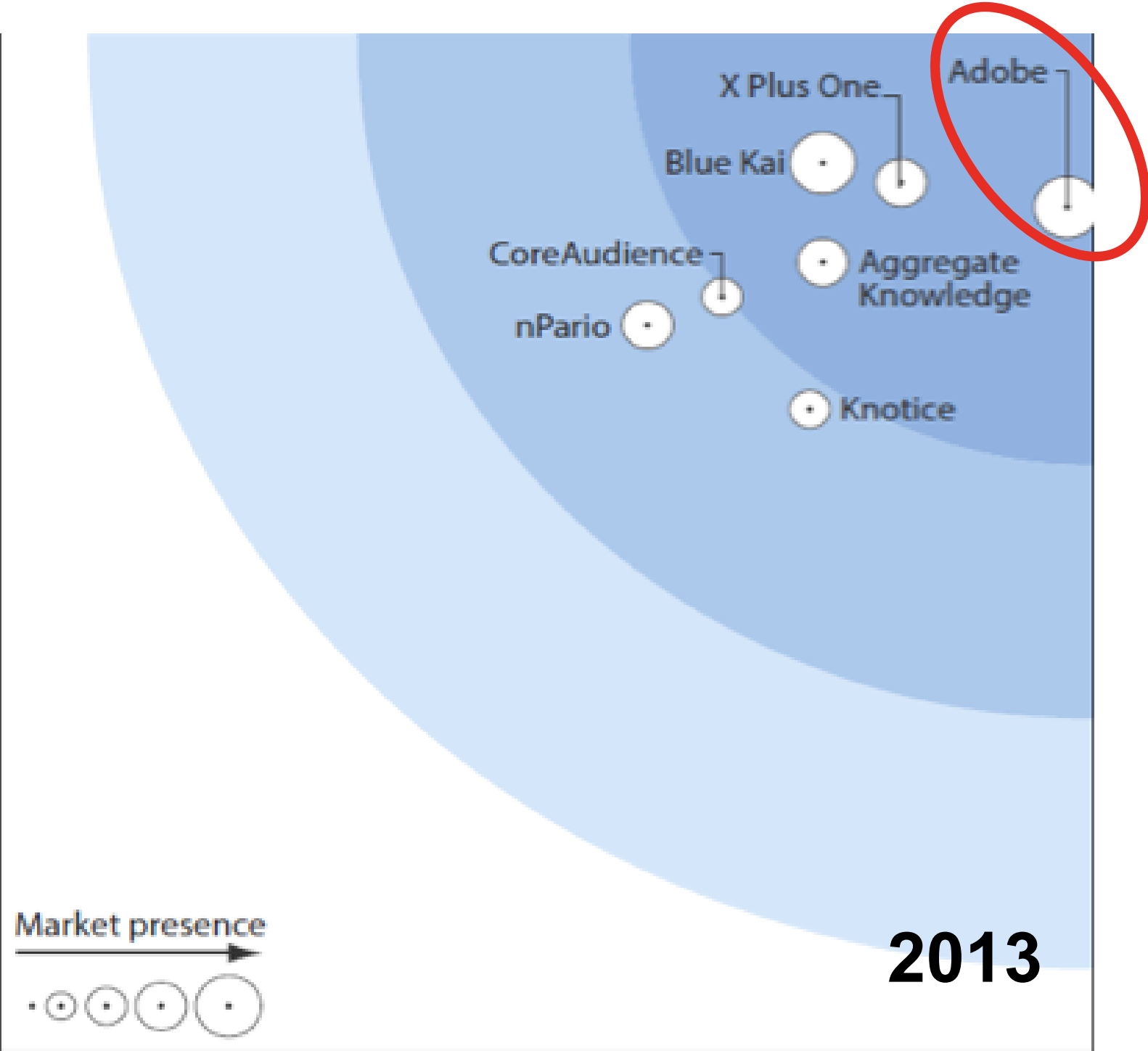
"Adobe is a smart choice for marketers focused on extending control across channels."

"Adobe was a DMP Forrester Wave leader in 2013 and 2015, and continues to set the pace in this Forrester Wave. More than 84% of its customers appreciated Adobe's professional services, segment creation and management capabilities, data security and leakage prevention, custom report creation, and user privacy capabilities."

Source: Forrester Research, Inc. Forrester Wave™: Data Management Platforms, Q3 2017

The Forrester Wave™ is copyrighted by Forrester Research, Inc. Forrester and Forrester Wave™ are trademarks of Forrester Research, Inc. The Forrester Wave™ is a graphical representation of Forrester's call on a market and is plotted using a detailed spreadsheet with exposed scores, weightings, and comments. Forrester does not endorse any vendor, product, or service depicted in the Forrester Wave. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change

ADOBE AUDIENCE MANAGER STAYING POWER



WHY ADOBE AUDIENCE MANAGER

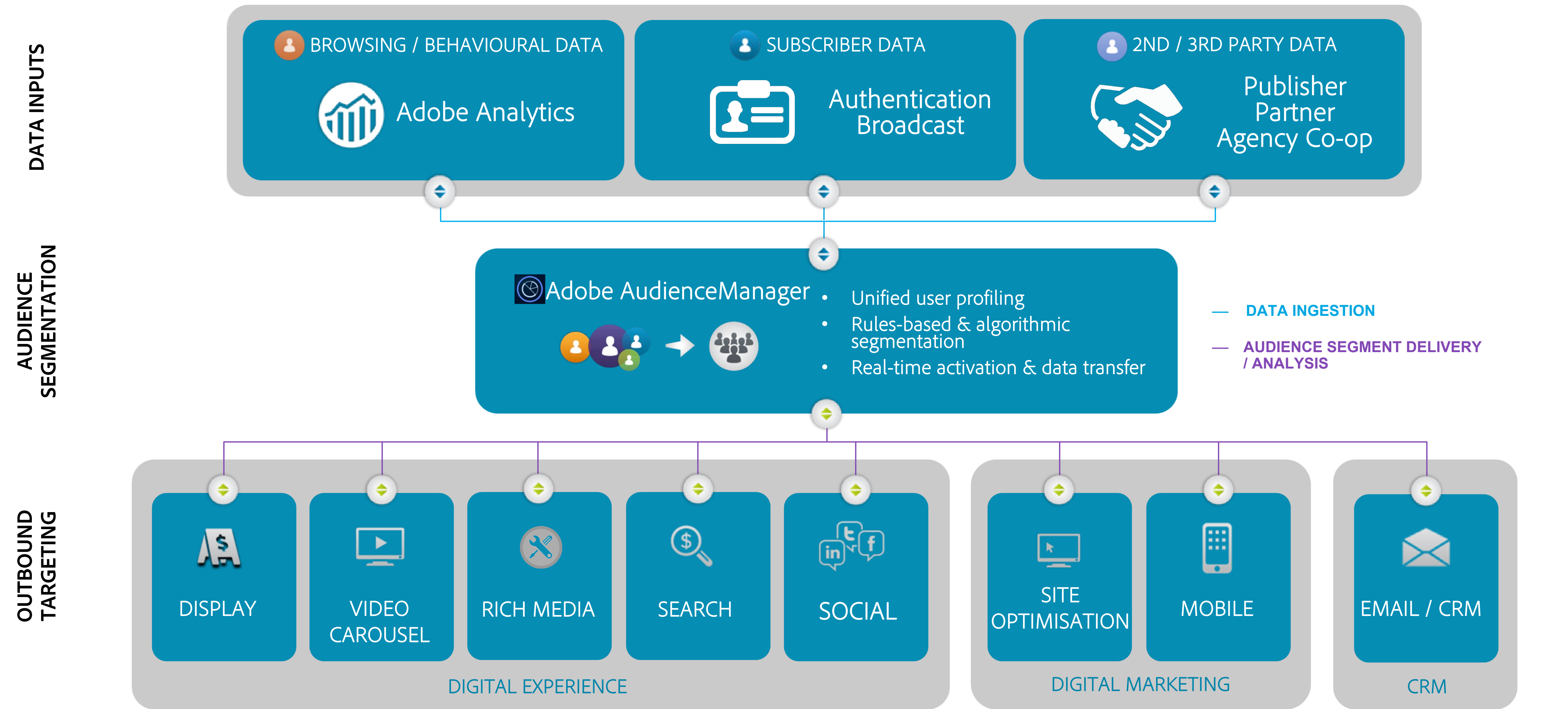




Adobe Audience Manager

- Define, build, and activate high value audience profiles
- Complete view of your audience in one place
- Continually discover and organize new and valuable segments
- Make your campaigns more productive
- Manage identity to deliver consistent messages across devices
- Flexible, robust, and built for the future

AUDIENCE MANAGER AT A GLANCE



HOW AUDIENCE MANAGER WORKS



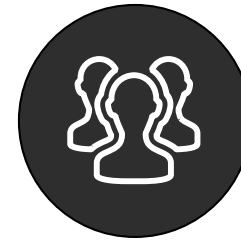
CLASSIFYING DATA WITH IN AUDIENCE MANAGER



First-party data

Collected by you.

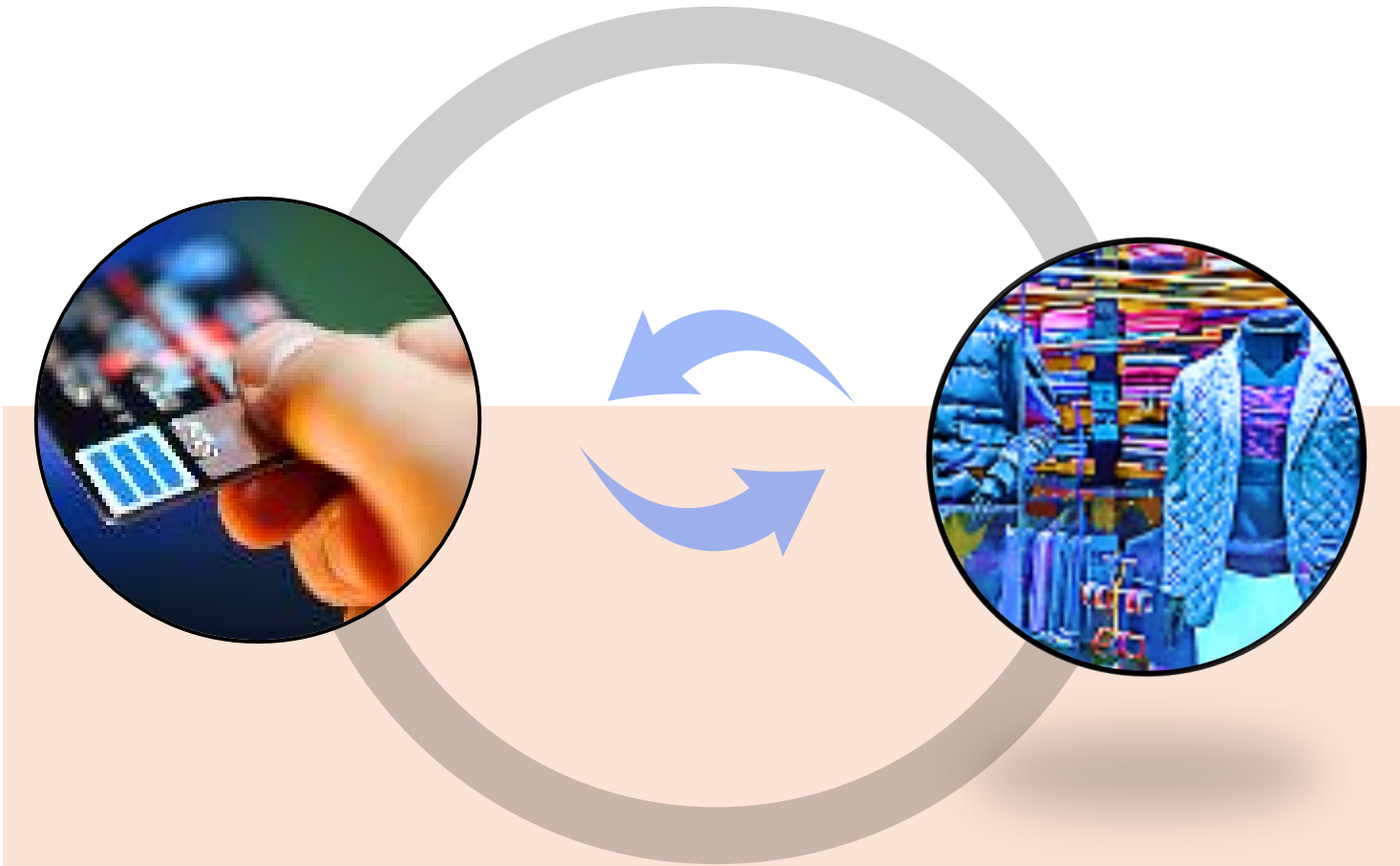
- Onsite data
- Loyalty data
- Mobile App Engagement
- Device IDs
- POS
- Media Performance
- Sensitive Data (Prohibited in Adobe's DMP)



Third-party

Aggregated data from other sources and can be purchased.

- Data purchased from providers such as Acxiom, Alliant, & VisualDNA
- Demographic data
- Spend-pattern data

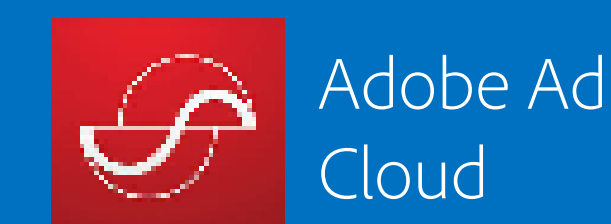
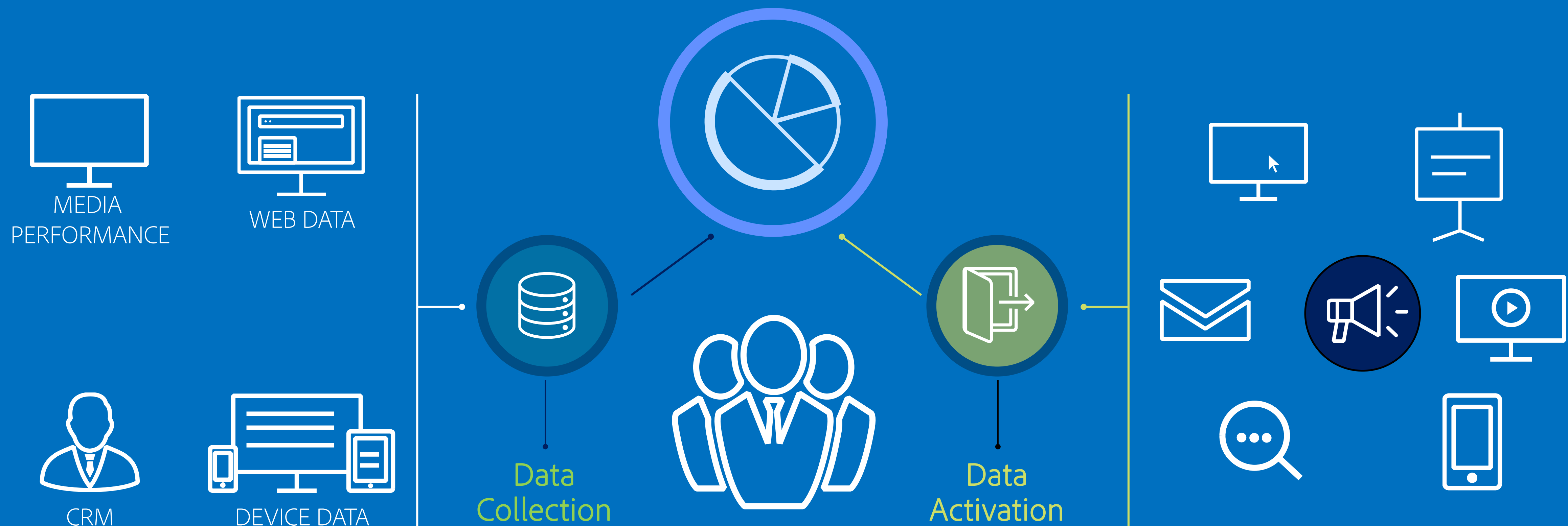


Second-party

A Partner's 1st party data.

- Shared audiences between a credit card company and a co-brand partner such as a retailer.
- The retailer provides loyalty program data to the credit card company

MANAGE, CENTRALIZE, AND ACTIVATE AUDIENCES FROM ONE SYSTEM



INTEGRATIONS WITH 200+ DATA AND ACTIVATION PARTNERS



AUDIENCE PROFILE & SEGMENTATION

What we've seen: Siloed Customer (Profile & Segment) Data
Result: Personalized experience compromised

Owned
Channels



CMS



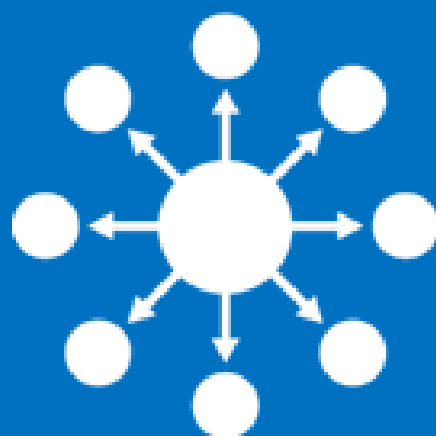
Analytics



CRM

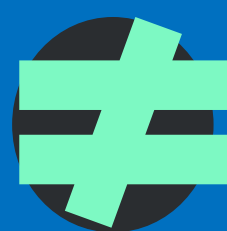


Social



Paid Media

Customer
Data



AUDIENCE PROFILE & SEGMENTATION

Goal: Unified Customer Data, efficient input into personalization initiatives

Unified Customer Data = Consistent Customer Experience

Owned
Channels



CMS



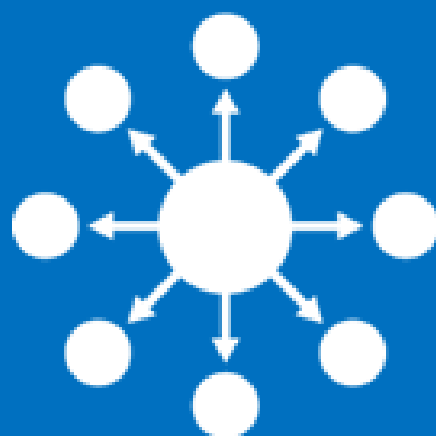
Analytics



CRM

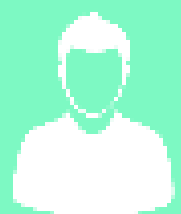


Social






Paid Media

Customer
Data

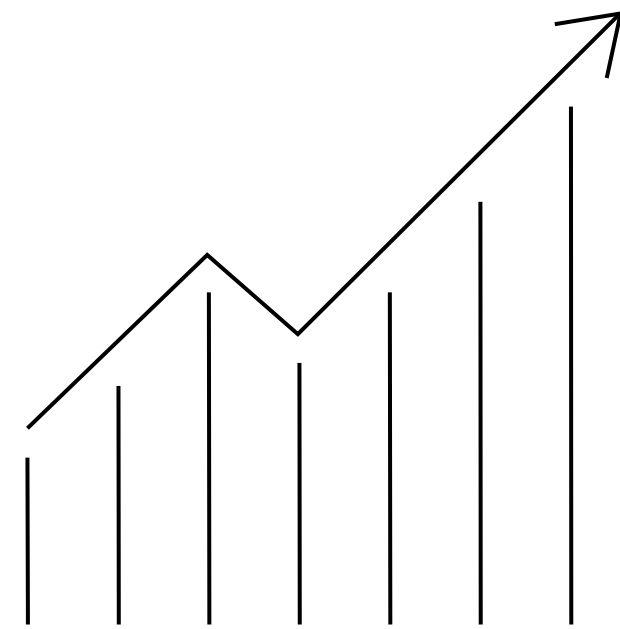


Single View of the Customer across Channels & Teams

KEY AUDIENCE MANAGER FEATURES

 FEATURE	 OVERVIEW	 USE CASE
Adobe Experience Cloud Integrations	Unmatched native server-to-server integrations with Experience Cloud solutions.	Share audiences, gain insights, and activate data in real-time across Adobe products leveraging a centralized Adobe Experience Cloud ID (ECID)
Addressable Audiences	View overlap between your audiences within AAM and selected destinations, such as a DSP.	Plan and forecast audience reach at new destinations, QA match rates before buying.
Role-Based Access Controls (RBAC)	Regulate access to features and data based on DMP user roles	Set different levels of Audience Manager permissions for clients, partners, and agencies.
Audience Marketplace	A private and secure marketplace to buy or sell 3rd party data and leverage 2nd party data partnerships.	Enrich your 1st party data with 2nd and 3rd party data; monetize your audience data; facilitate partnerships.
Customer Data Feeds	Raw feeds of data including user IDs, trait IDs, and segment IDs, generated hourly and stored securely	Export data for analysis or modeling, ingest custom output back into Audience Manager as segments.
Segment Size Estimator	Calculate the reach of a segment in real-time to improve campaign planning.	Project audience segment reach before activating in a destination.

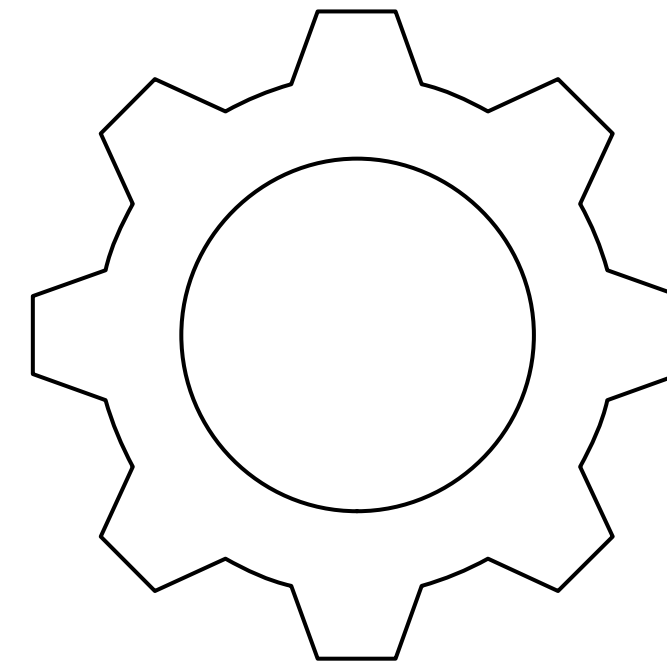
BUSINESS IMPACT OF ADOBE AUDIENCE MANAGER



BETTER CONVERSION

+26%

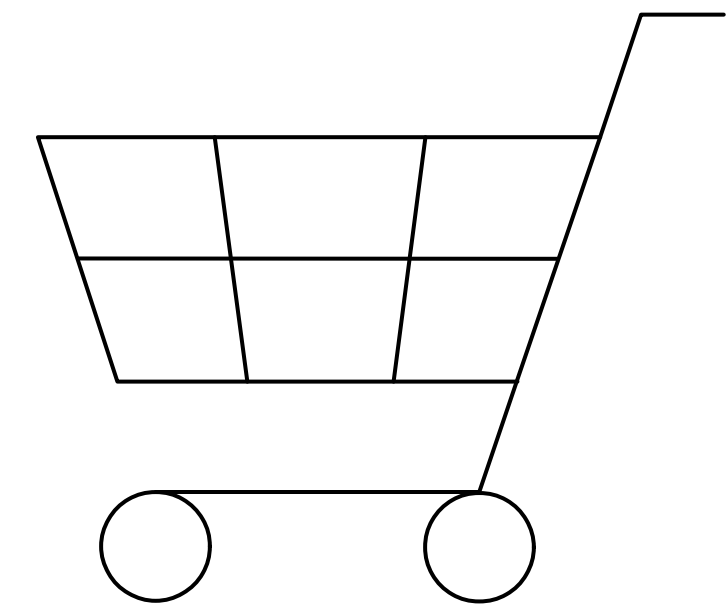
Site Conversion Rate
Reported by 1/3 of customers



IMPROVED EFFICIENCY

-20%

Cost Per Order
Among most customers



+50%

Average Order Value
Among 1/3 of customers

Source: Adobe Audience Manager Customer Check-In Survey, fielded October-November 2016

USE CASES



PERSONALIZATION THROUGH SUPPRESSION

Scenario: Personalization through suppression

Strategy: Create a conversion audiences and exclude converters. Syndicate to Adobe Target.

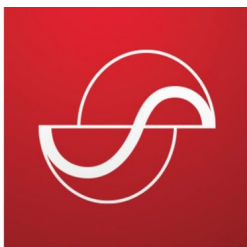
Tactics: Segment creation with Boolean logic, destination mapping, media execution, onsite personalization.



Use audience conversion data to inform site side content and campaigns



Audience Manager

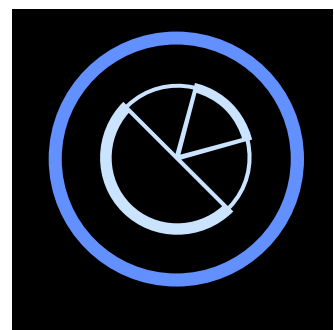


Adobe Advertising Cloud



Target

PERSONALIZE THE PURCHASE PATH WITH FIRST & THIRD-PARTY DATA



Audience
Manager

Profile Supplementation with 3rd Party Partner Data




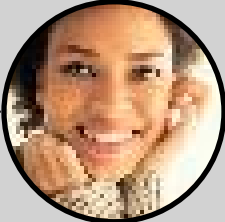





1ST



Shoppers In-Market

3rd

Website Content Optimized Based on Trait Membership

	User	Trait	Content Rule
 Default Content			Show Experience based on products searched.
			Show Experience based on previous products purchased.
			Show Experience of first time visitors.

Scenario: Increase on-site conversion rate using third party data.

Strategy: Identify a high-value in-market segment, and use that audience for content optimization and personalization.

Tactics: Audience Marketplace, Segment Creation, Destination Mapping, Content Personalization



Use 1st and 3rd party data to optimize and personalize the digital experience

FIND MORE CUSTOMERS: TARGETED REACH WITH LOOKALIKE MODELING

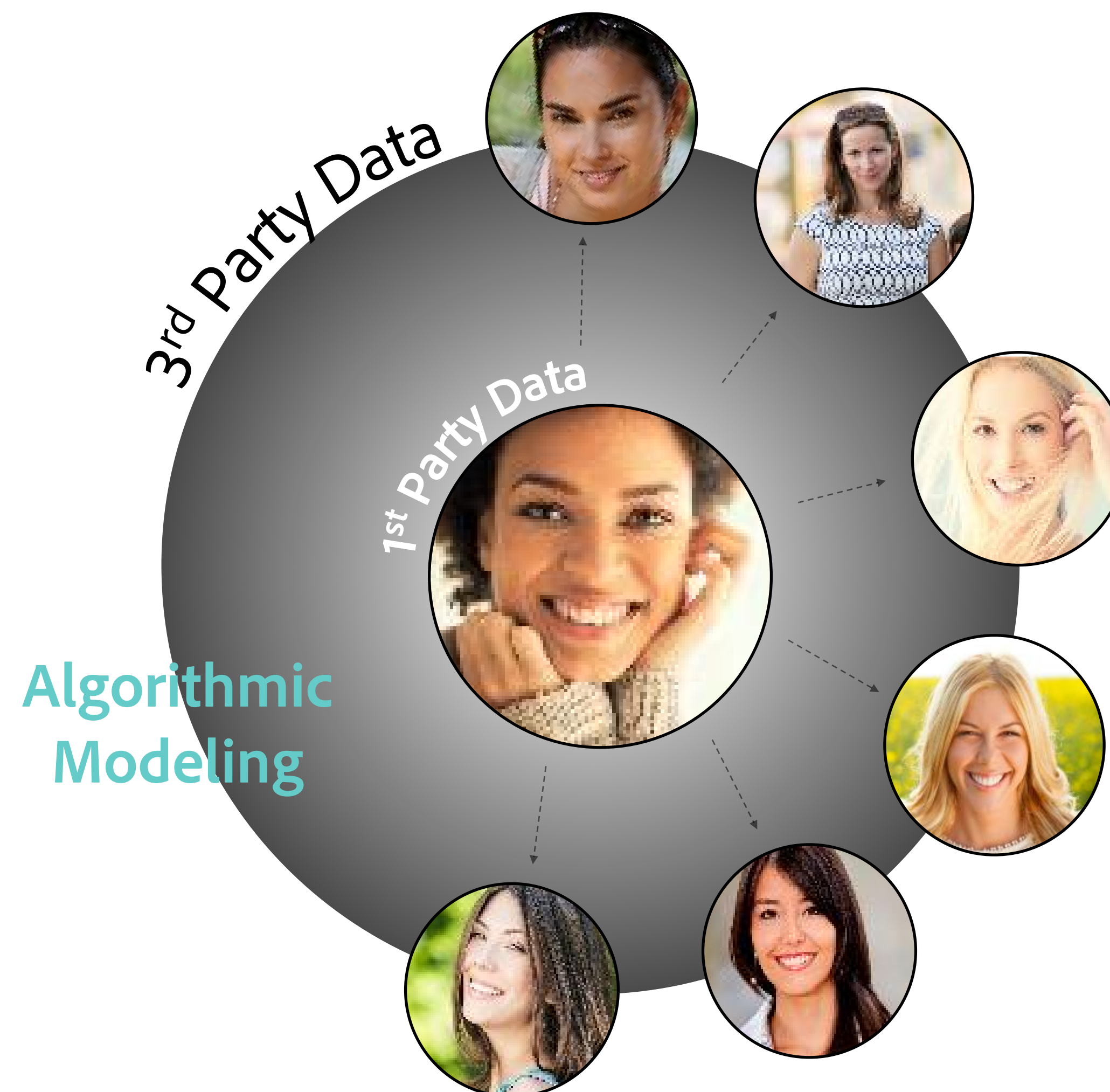
Scenario: Personalization for Prospecting

Strategy: Identify your most valuable customers, and find other audiences that are similar using 3rd party data sources.

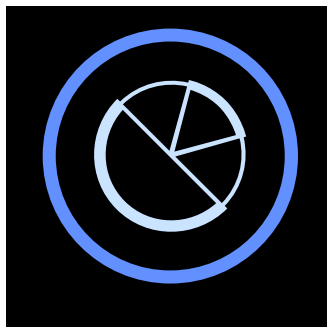
Tactics: Algorithmic modeling, overlap report analysis, segment creation, destination mapping, content optimization.



Model high value audiences based on website, offline, 3rd party, and media data.



ADOBE DEVICE CO-OP: ABILITY TO MARKET ACROSS DEVICES



Audience
Manager

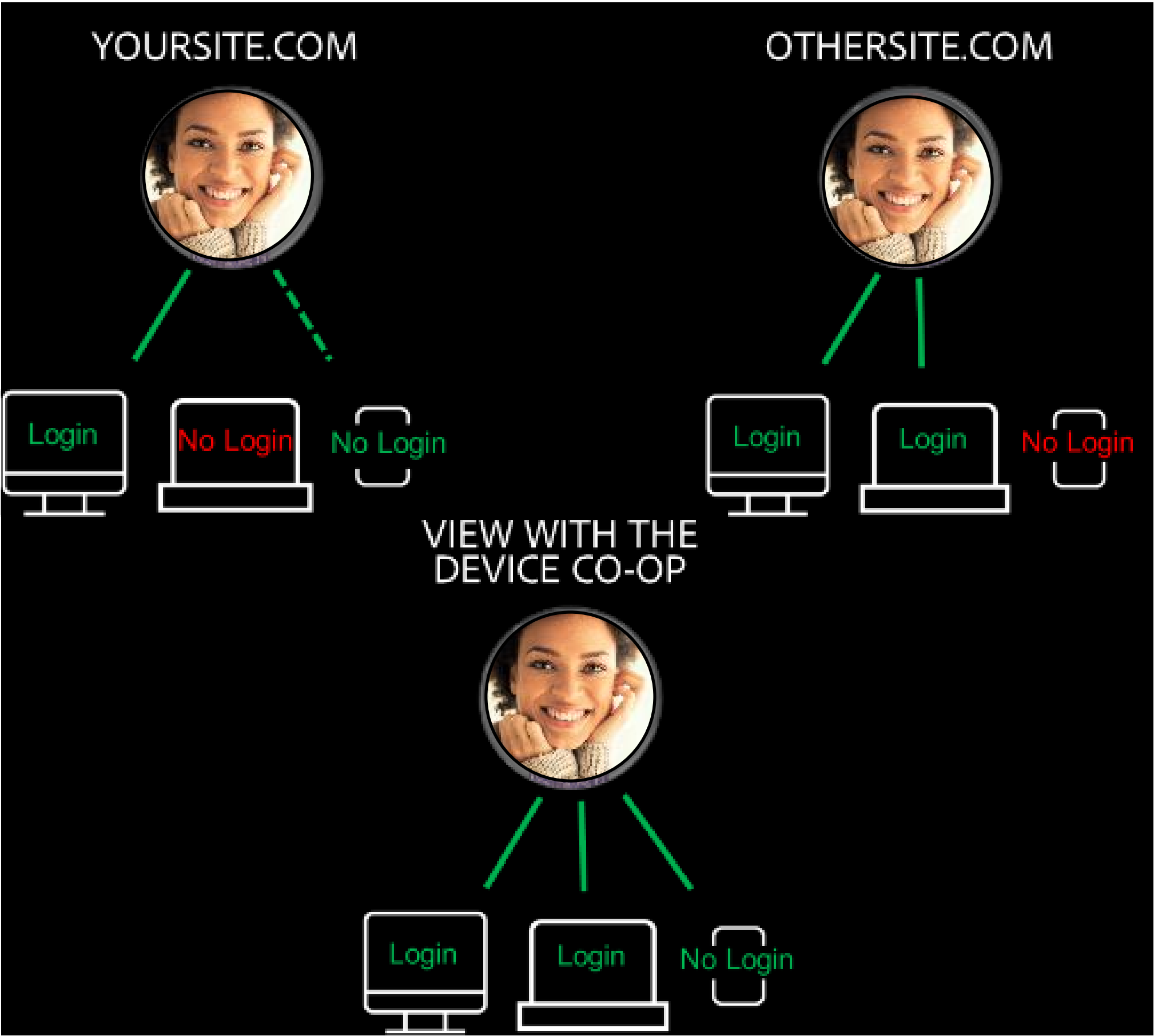
Scenario: Improve ability to market across devices by leveraging the Adobe Device Co-Op

Strategy: Combine your device graph with partner device data, anonymously and without sharing any PII

Tactics: Profile Link, 1st Party Device Graph, Adobe Device Co-Op



Complement your 1st party data with 2nd party data to enable personalization



SUCCESS STORIES

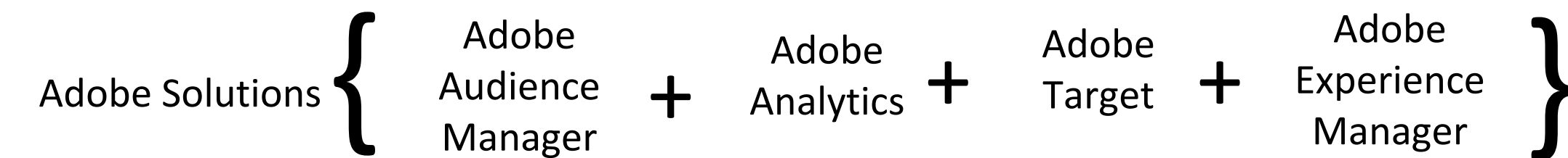


FORTUNE 500 DIGITAL PUBLISHING NETWORK



Challenge

- Productivity – Teams relied on manual processes for tagging and had limited integrations between audience and analytics software tools with Oracle BlueKai
- **Inventory Monetization – Opportunities to improve how ad inventory was deployed and monetized through improved audience definition**
- Data Ownership – Wanted greater ownership of 1st party audience data to reduce dependencies on 3rd-party data resources



Solution

- Built integrations and automation of key activities with Adobe Marketing Cloud Solutions, including Analytics, Target, and Experience Manager
- Worked with Adobe Global Services to **standardize how audience data was collected, integrated into audience profiles, and used across digital properties**
- Advised on team organizational structure, including ownership, to improve data consistency and reliability



Key Results

- Increased productivity by automating and integrating digital marketing activities between solutions
- **Expanded targetable audiences up to 10x by building richer audience profiles**
- Enabled company to take greater ownership and control of audience data with an organizational structure and governance rules



GLOBAL WIRELESS PHONE COMPANY



Challenge

- Growth – Company goal of growing digital sales from 7% to 33% of overall business.
- Operational Inefficiency – Lack of standardized digital marketing platform created siloes in organization and inconsistent user experiences.
- **Audience Insights – Gap in understanding of how customers interact with company across channels.**



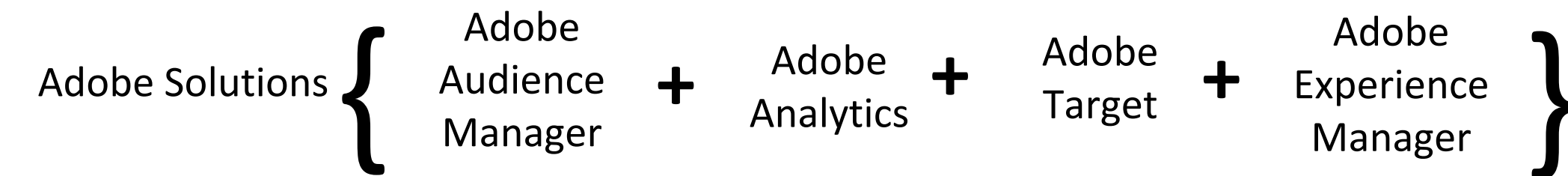
Solution

- Showcased the power of integrations between Adobe Marketing Cloud solutions to break down political barriers between media and digital marketing teams.
- Enabling site-side optimizations and personalization by integrating with Target
- **Addressing media performance by integrating campaign and online data with subscriber and 3rd-party databases**
- **Suppression of ineffective media spend and leveraging audience profiles to develop cross-channel campaigns that better target customer segments**



Key Results

- Supported company goal of growing digital sales to 33% of overall business
- **Created richer cross-channel view of customers to enable mature digital strategies: Personalization, media optimization, and audience suppression**
- Broke down data siloes and facilitated collaboration between internal teams



THANK YOU



ADOBE ANALYTICS CLOUD COMMUNITY MEETUP

Ankita Sodhi

Senior Tech Support Consultant

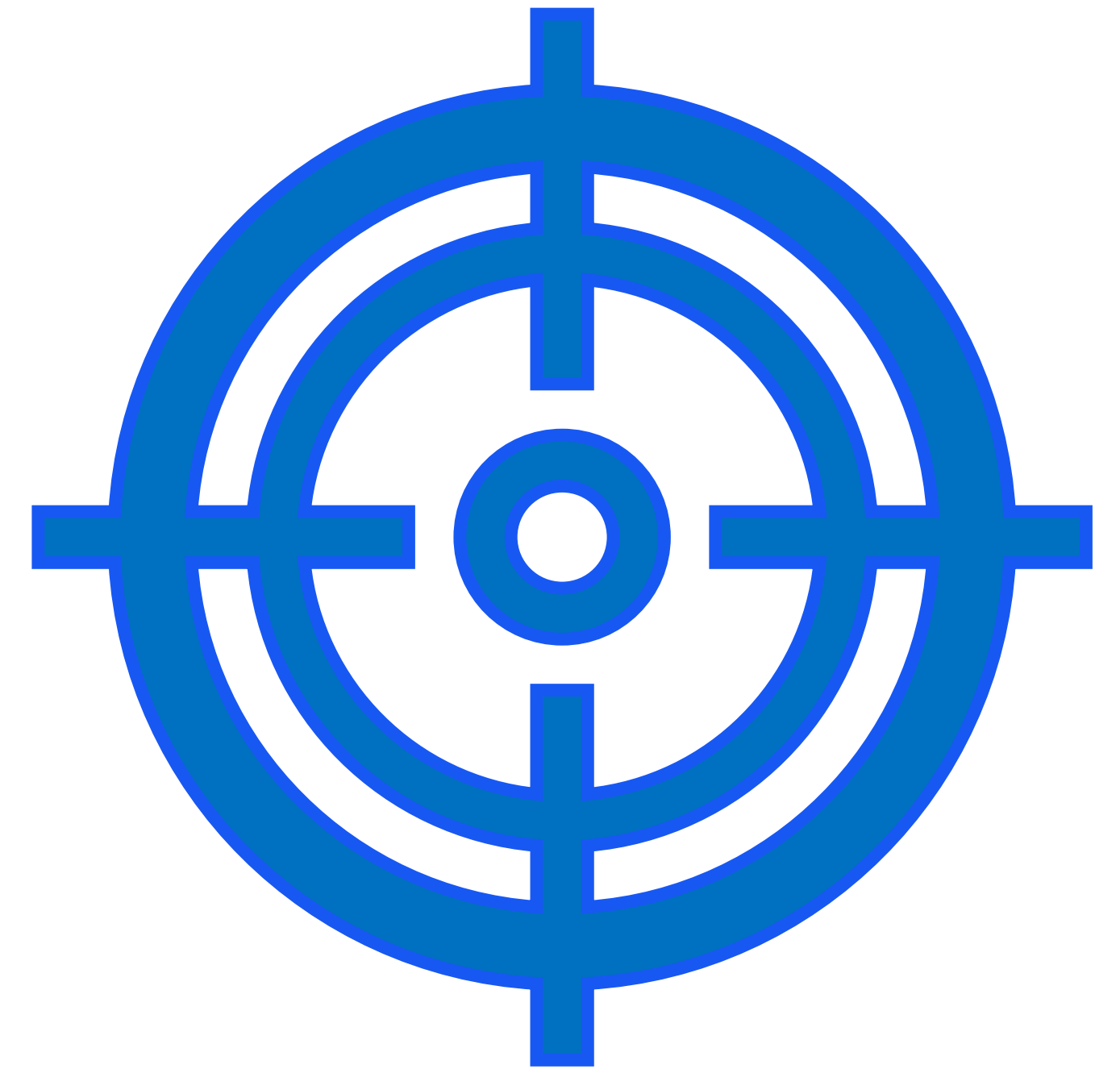




Audience Manager: People Based Activation

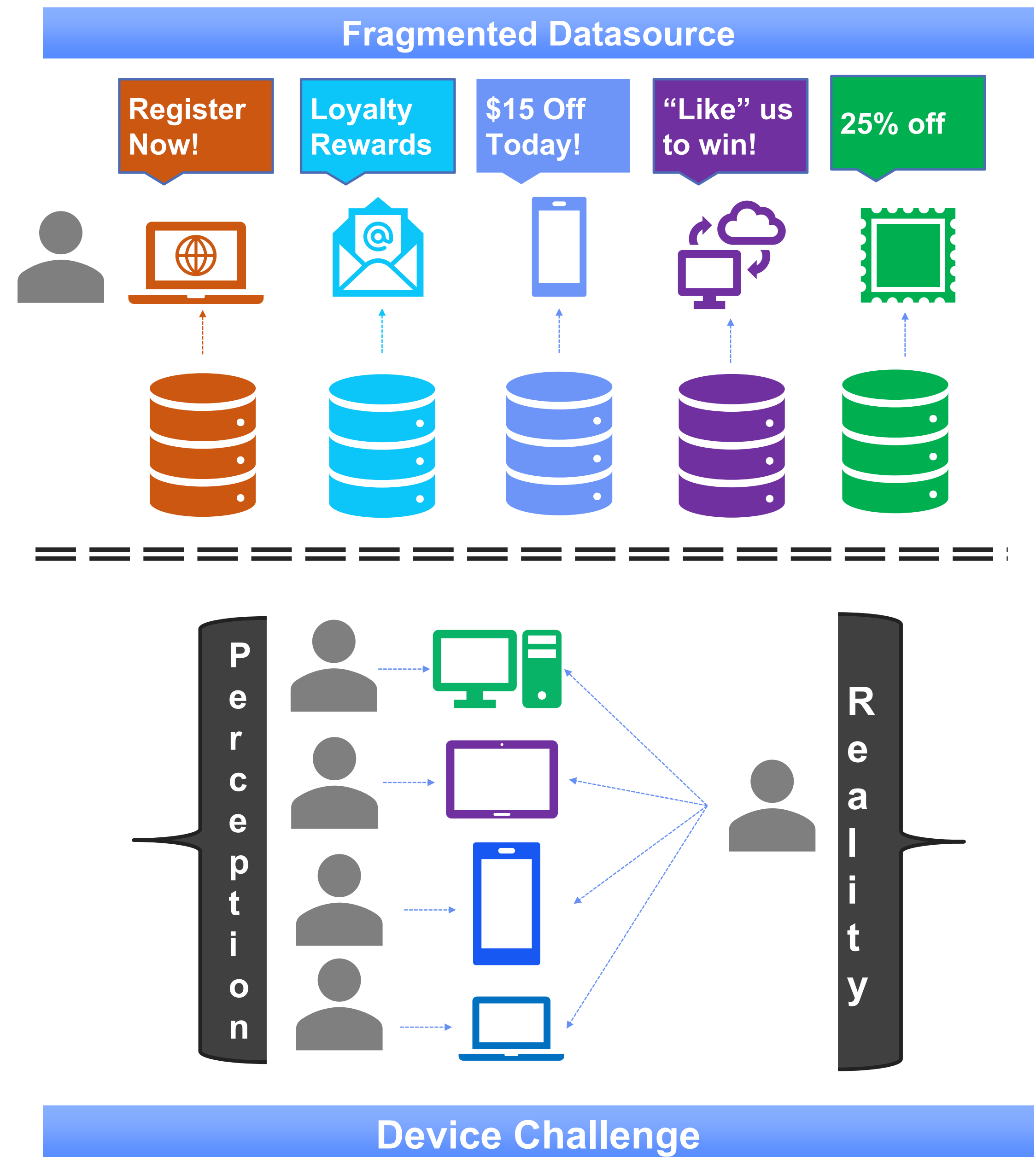
AGENDA

- Current Challenges and Audience Manager
- Profile Merge Rules and options
- Use Cases
- Profile Link Report Metrics
- Un-segmentation and Instant Cross Device Suppression
- Best Practices

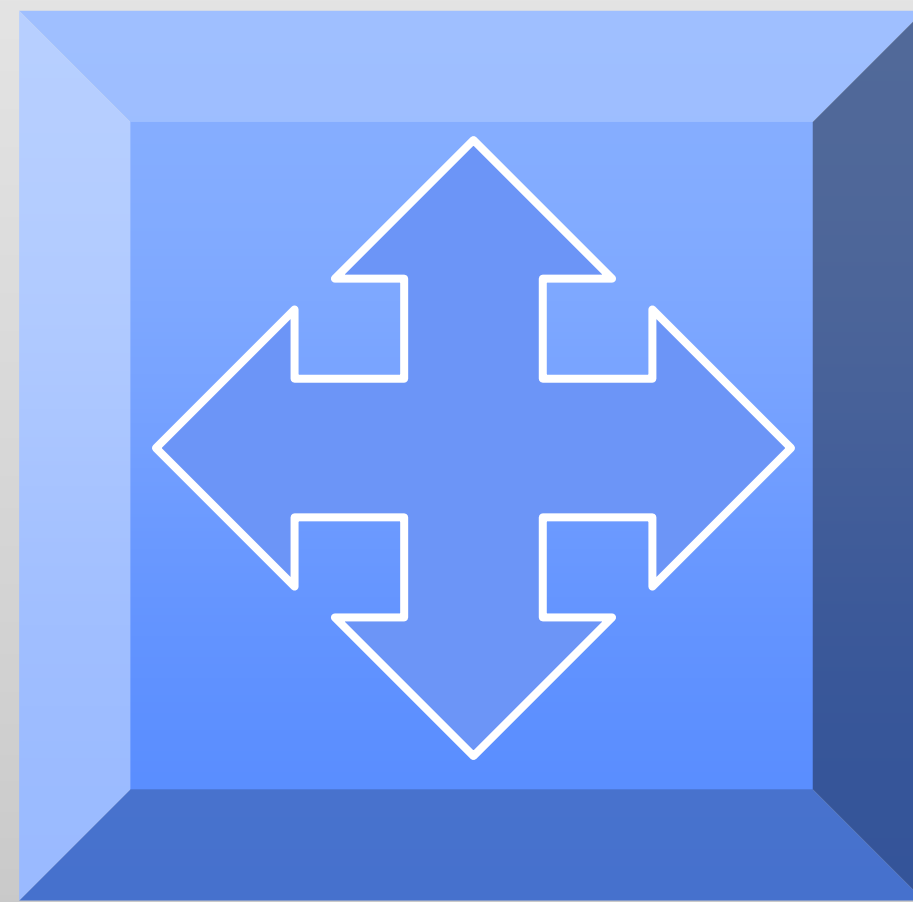




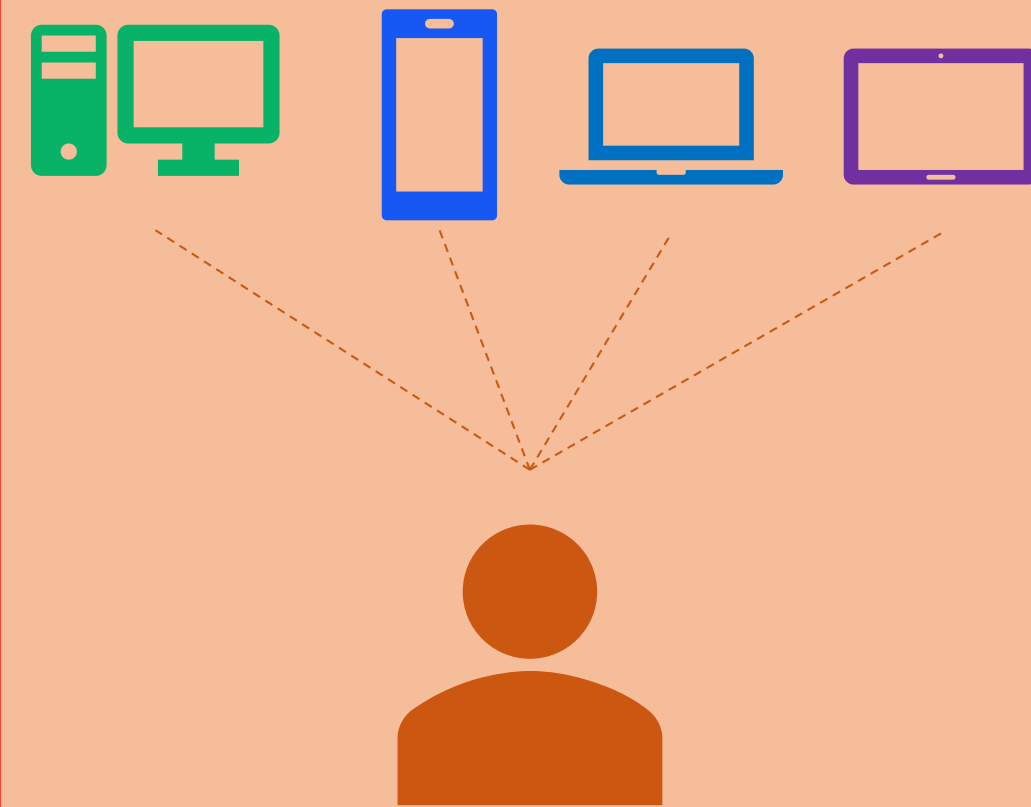
Major Challenges



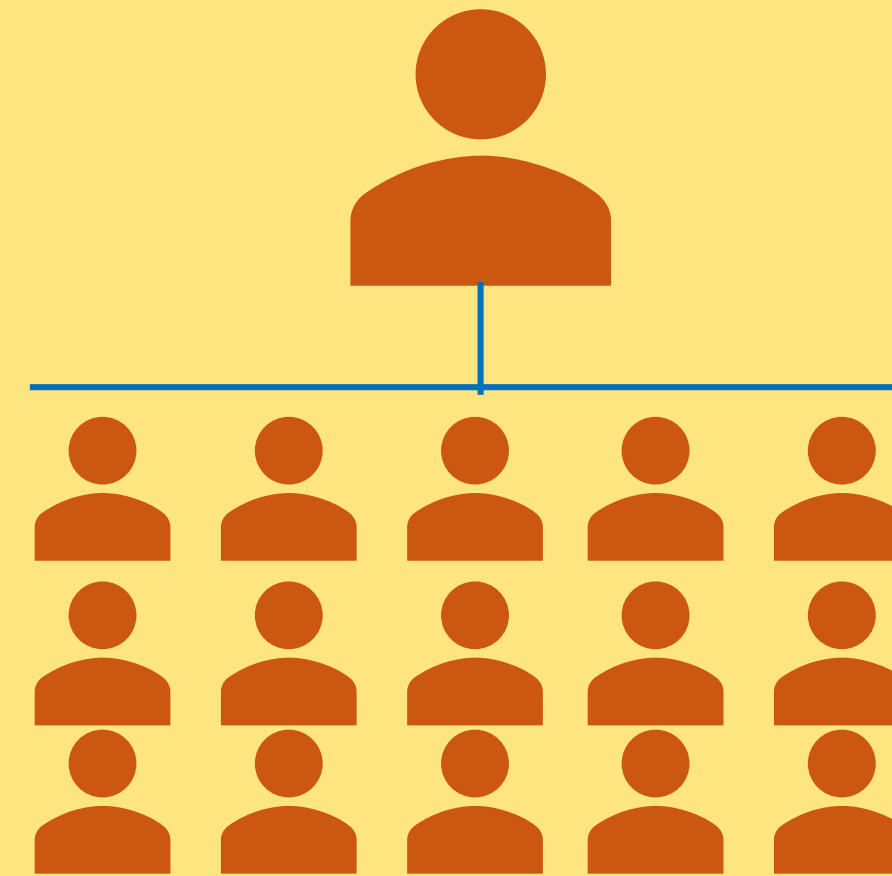
HOW AUDIENCE MANAGER HELPS?



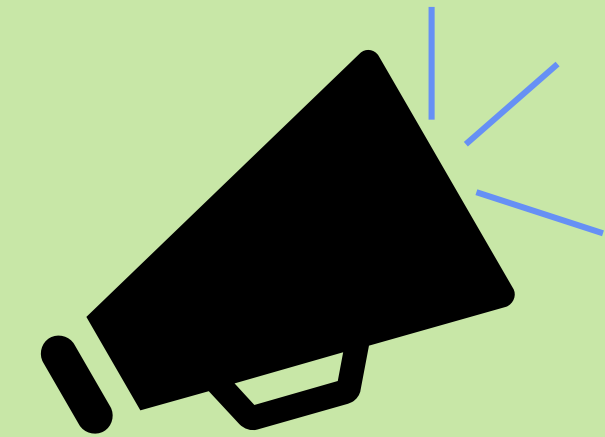
Collect Data



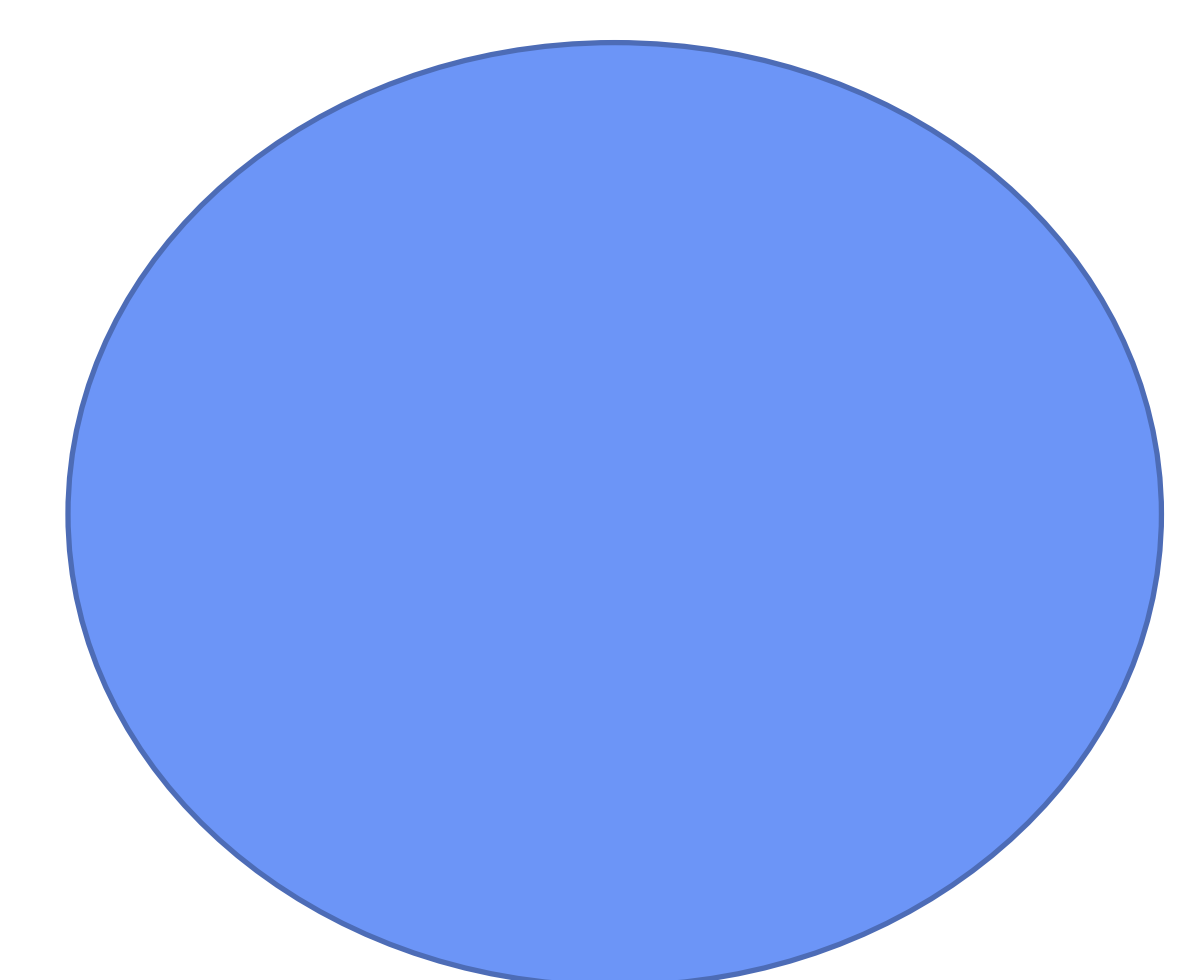
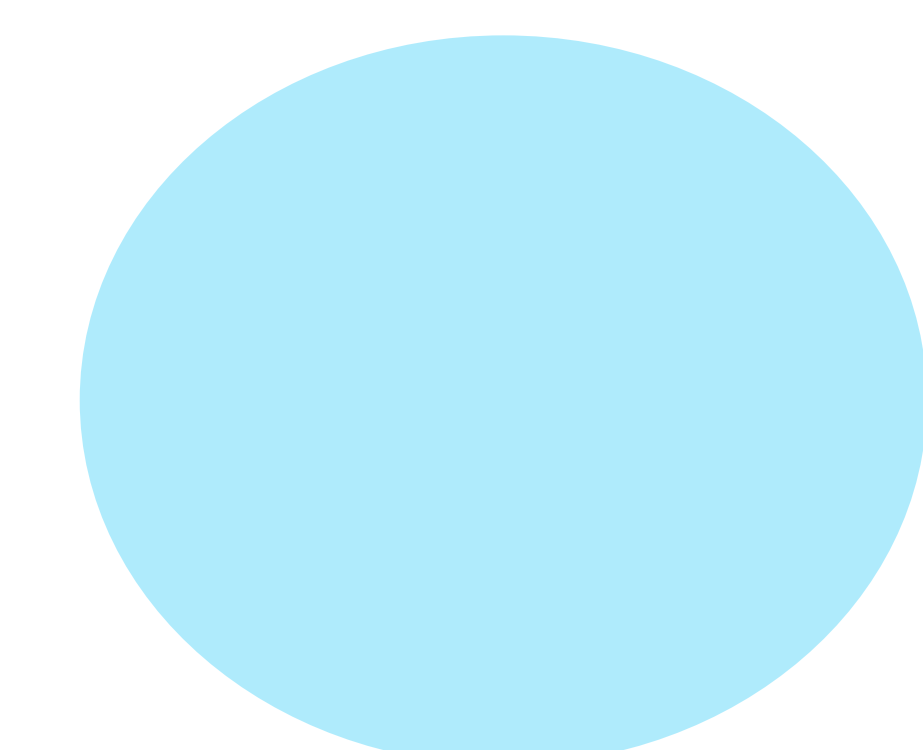
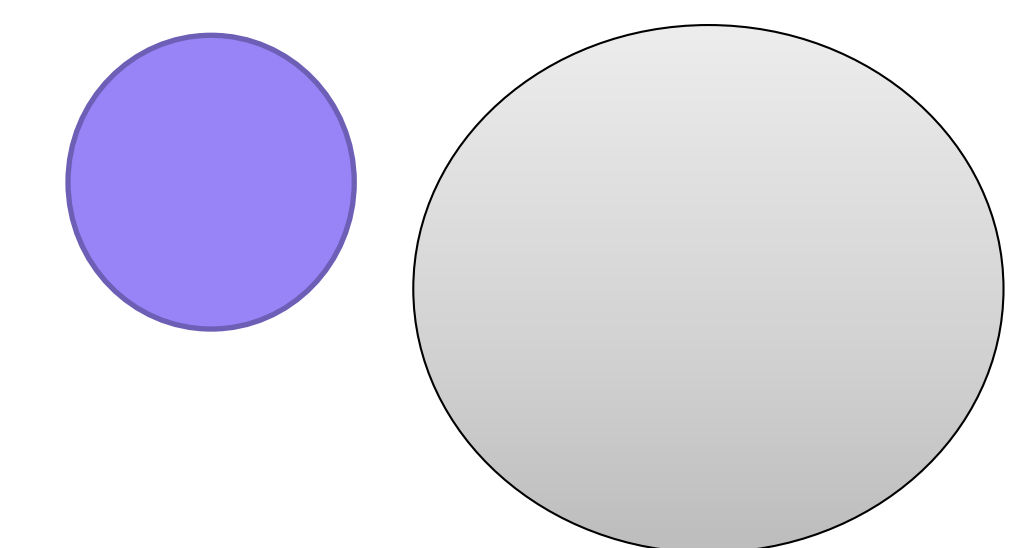
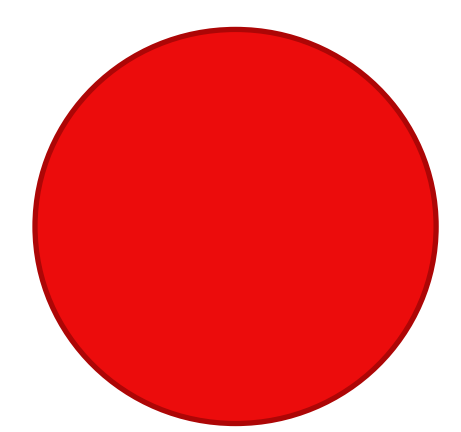
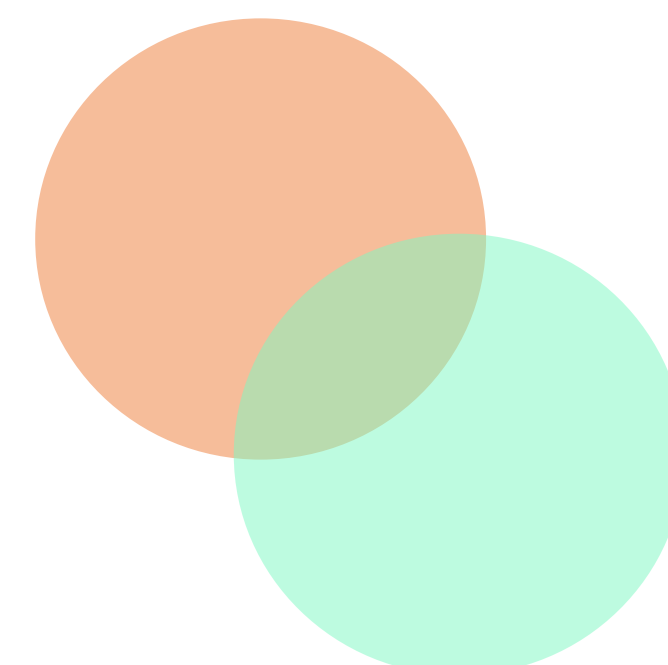
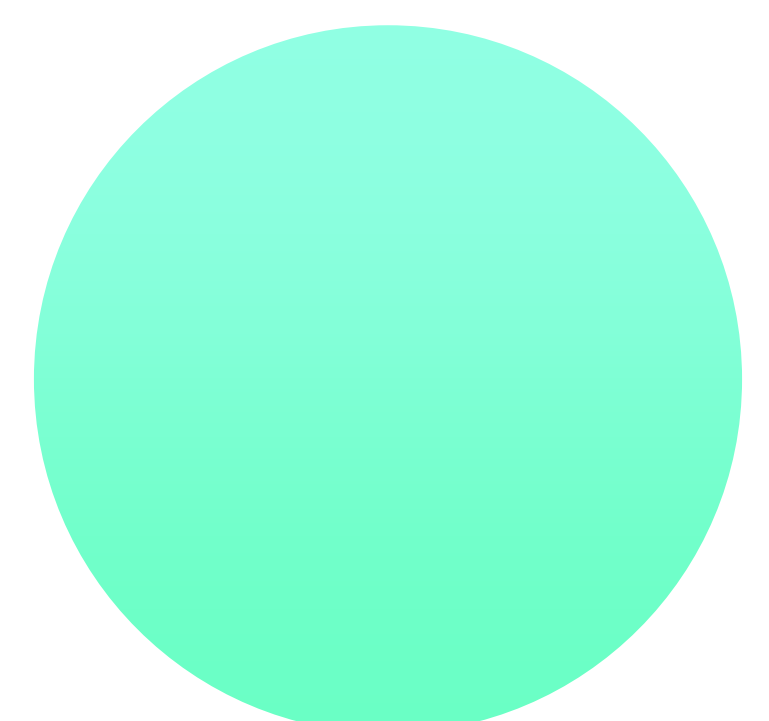
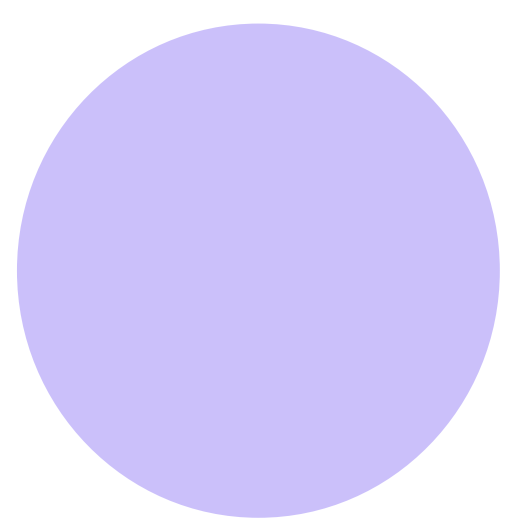
**Unify Customer
Profile**



Create Audiences



**Push To Marketing
Platforms**



Data Export Controls

Segments using this rule cannot be:

- ☐ Linked to personally identifiable information
- ☐ Used for on-site ad targeting
- ☐ Used for off-site ad targeting
- ☐ Used for on-site personalization

Profile Merge Rules

Cross-Device Options

- ☐ No Cross-Device Profile
- ☒ Current Authenticated Profiles
- ☐ Last Authenticated Profiles

Cross-Device Profile Options

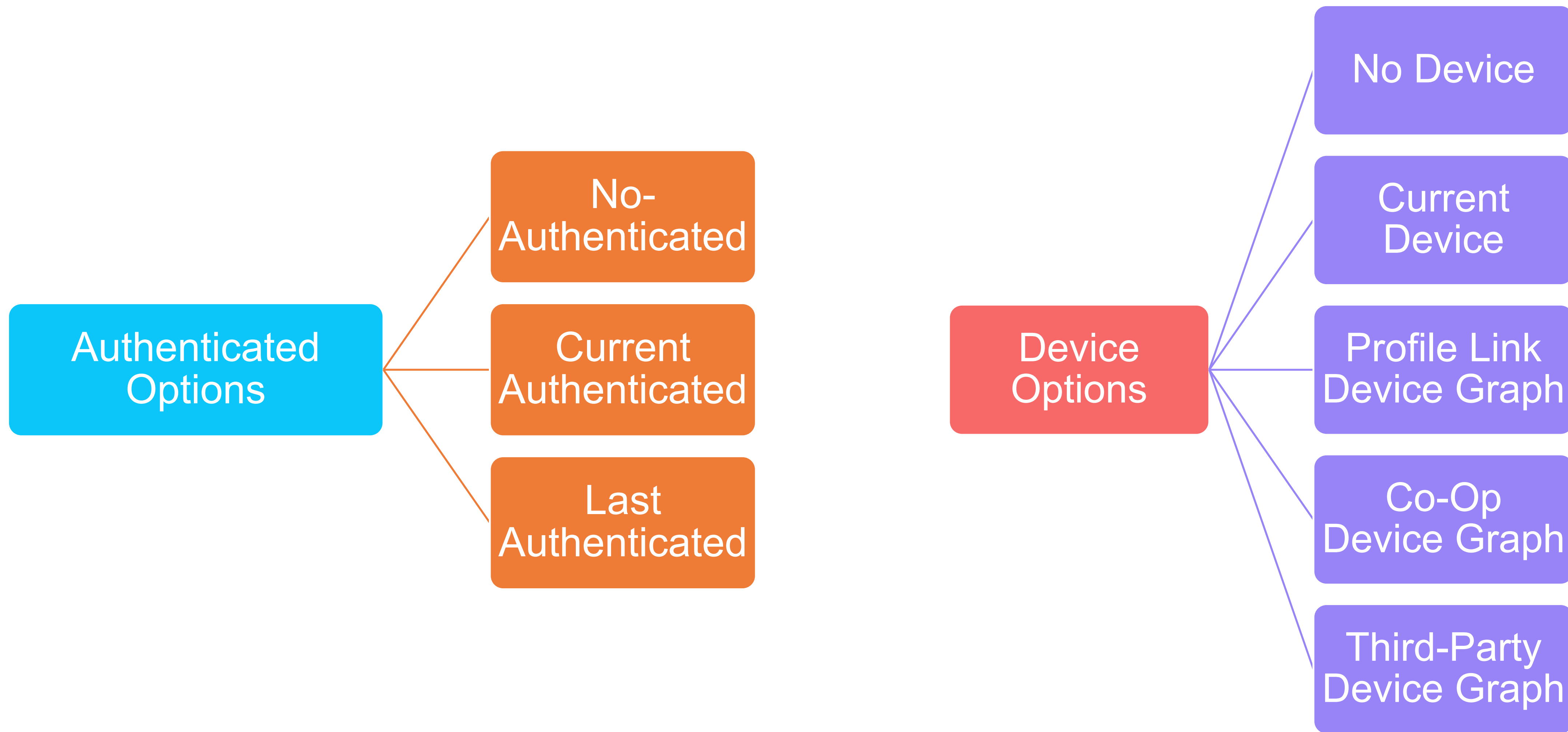
Select up to 3 cross-device data sources for this rule

- ☐ AS-DS-CrossDevice - Person
- ☐ Adobe Campaign – Declared ID - Person
- ☐ Ankita-Datasource - Person
- ☐ Cross Device (Profile Merge) - Person
- ☐ Cross-device DS for Profile Link - Person
- ☐ CrossDevice - Person

Device Options

- ☐ No Device Profile
- ☒ Device Profile
- ☐ Profile Link Device Graph

PROFILE MERGE RULES OPTIONS



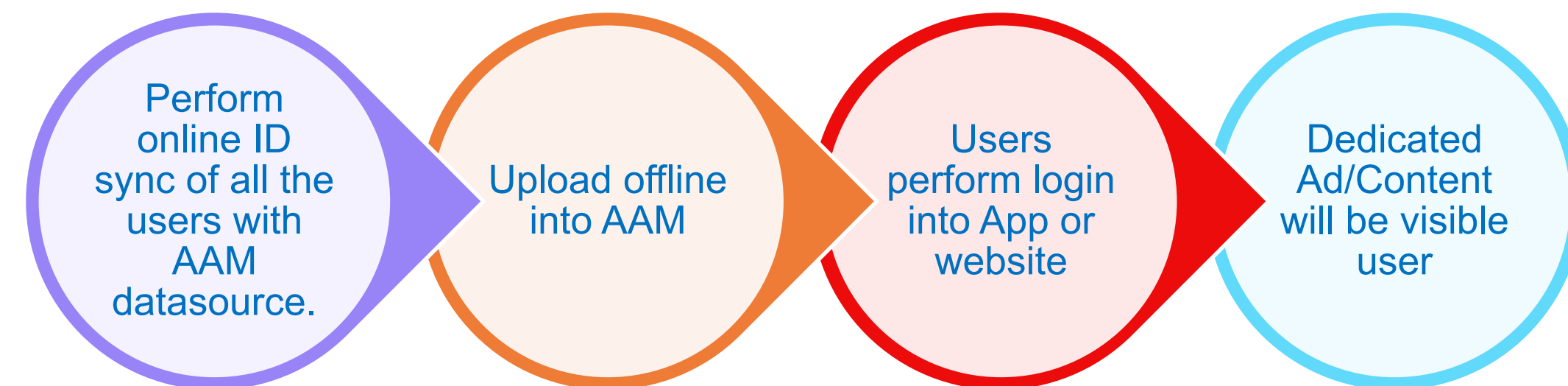


USE CASES

REACH AUTHENTICATED USERS

Target users who logged onto your website or app based on offline data.

Solutions Utilized: AAM, AA, Target



Profile Merge Rule used:

Current Authenticated + No Device

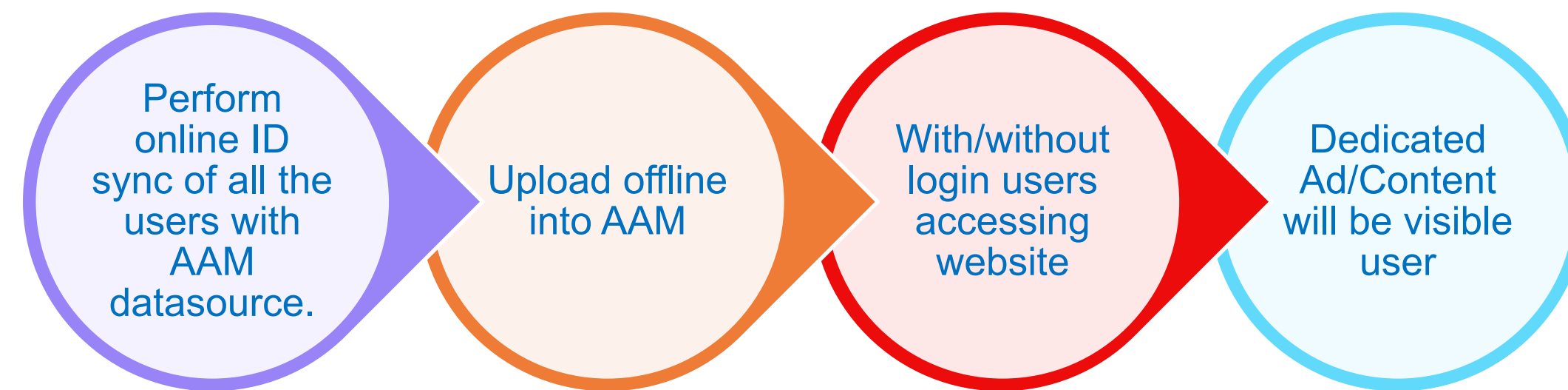
Current Authenticated + Current Device

For Example:

Present authenticated users with a banner of special debit card offer and as soon as user closes the banner, never target this user again.

Target users who are logged out from the current device but were previously authenticated from the same device.

Solutions Utilized: AAM, AA, Target



For Example:

As a marketer, you may wish to perform test with the existing customer base in their logged out state to see how many such ads/offers are getting with the most responses.

REACH LAST AUTHENTICATED USERS

Profile Merge Rule used:

Last Authenticated + Current Device

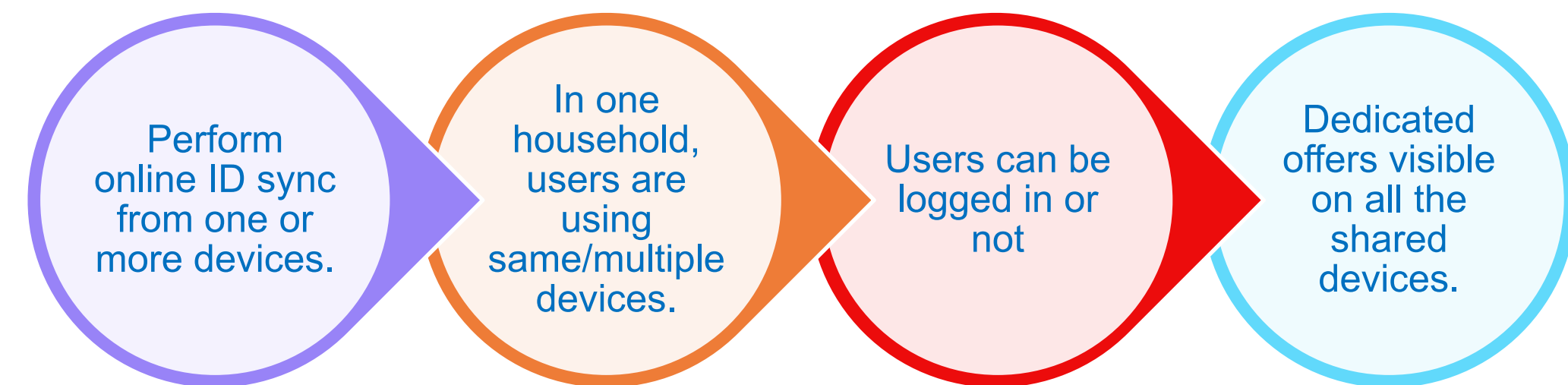
INCREASED REACH WITH AUTHENTICATED USERS

Profile Merge Rule used:

Last Authenticated + Device Graph

Target users using person device graph or household device graph.

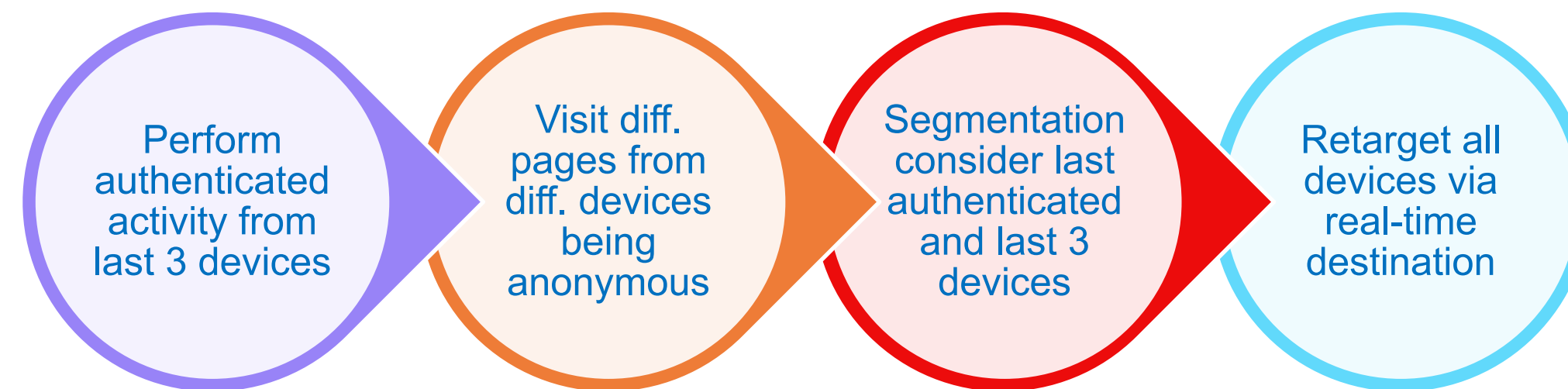
Solutions Utilized: AAM, Target



For Example:
Targeting a family for a vacation where household graph will utilize to .

Retarget audiences who were last authenticated on a given site/app from multiple devices

Solutions Utilized: AAM



For Example:
Showing audiences with a consistent and dedicated content on 3rd Party sites across all three devices based on the search pattern on 1st party website.

RETARGETING WITH DEVICE GRAPH

Profile Merge Rule used:

Last Authenticated

+

Cross device datasource + Profile Link Device Graph

PERSONALIZATION WITH DEVICE GRAPH

Profile Merge Rule used:

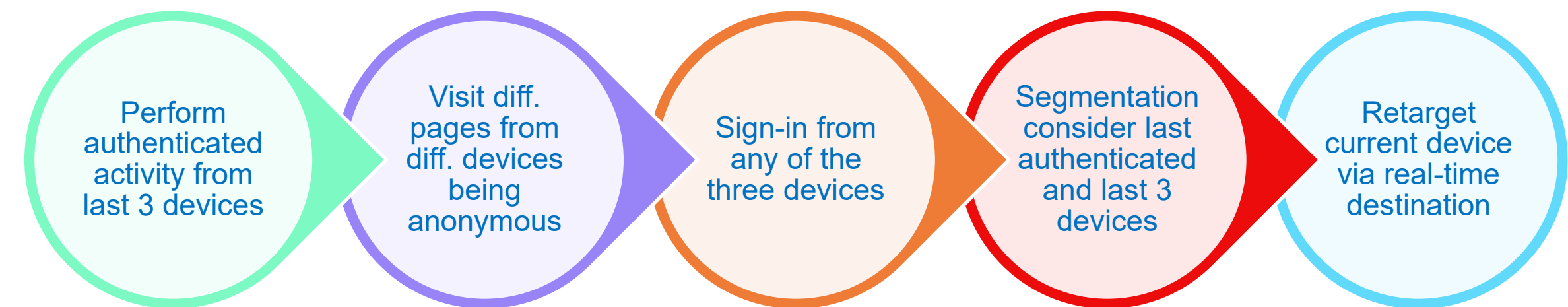
Current Authenticated

+

Cross-Device Datasource + Profile Link Device Graph

Display personalized experience for authenticated audiences across multiple devices.

Solutions Utilized: AAM



For Example:

Targeting a user in the authenticated state from the current device and showing content based on the anonymous activity performed on the given device.

Efficient branding by suppressing unauthenticated audiences to save the number of served impressions across all devices.

Solutions Utilized: AAM

Profile Merge Rule used:

Non-Authenticated
+
Co-Op Device Graph
OR
Third-party Device Graph

MEDIA SUPPRESSION WITH DEVICE GRAPH

QUIZ TIME

- Target authenticated users only.

Current Authenticated + No Device

- Target users who are currently logged-in or might have logged-in in the past.

Last Authenticated + Current Device

- Target users for high reach on all connected devices.

Last Authenticate + Device Graph

PROFILE LINK REPORT METRICS

Profile Merge Rule Setup

Explain these terms ?

Cross-Device Options

✓ Last Authenticated Profiles

Cross-Device Profile Options

✓ Adobe CRM - Person

Device Options

✓ Adobe Co-op - Person

Identity Metrics

Authenticated Activity Trend

Average Number of Devices per Authenticated Person

Date Range: Last 90 days

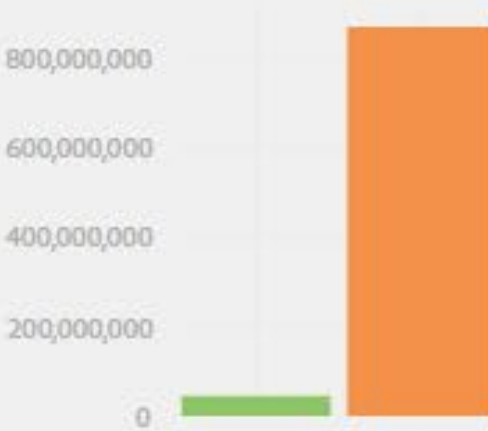


Adobe CRM - Person

Adobe Co-op - Person

Total Devices

Adobe CRM - Person (45.74M)
Adobe Co-op - Person (871.66M)



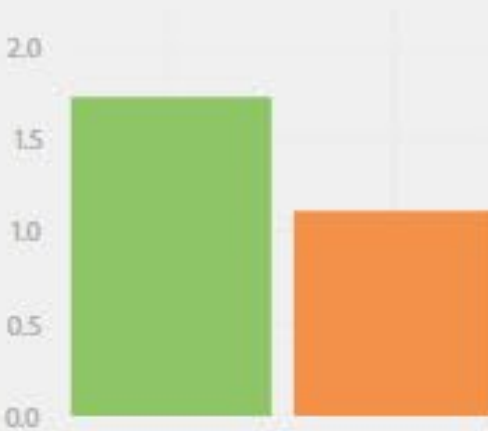
Total Person

Adobe CRM - Person (37.03M)
Adobe Co-op - Person (782.23M)



Average devices per Person

Adobe CRM - Person (1.73)
Adobe Co-op - Person (1.11)

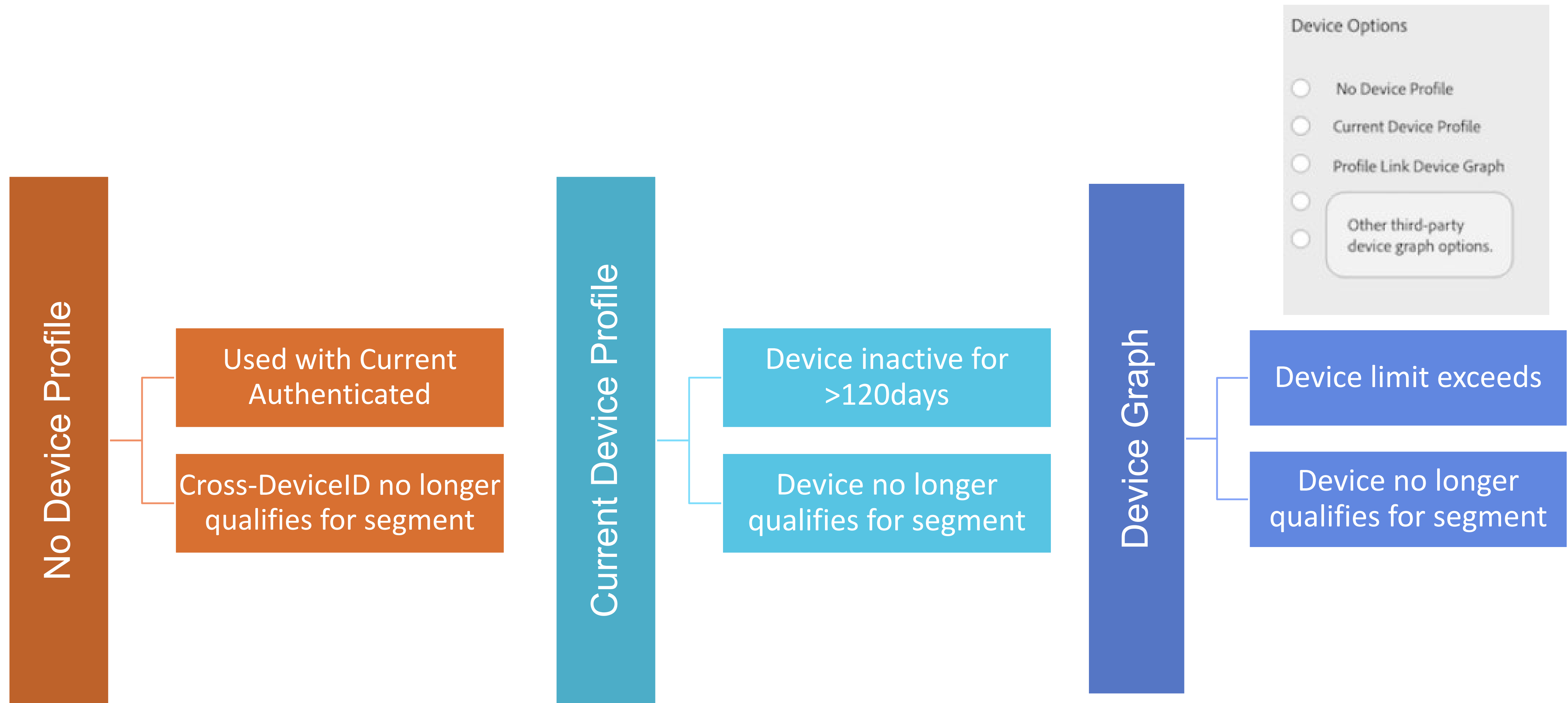


Authenticated Activity



Active People: 37,025,308
Cross Device: 1,444,361,336

UN-SEGMENTATION & PROFILE MERGE RULES



INSTANT CROSS-DEVICE SUPPRESSION

Do not target who are already converted.

Optimized Campaigns
&
Improved User Experience

Do not target when users are served with required number of impressions.

Create segments with ANDNOT operator

The screenshot shows the 'Traits' interface in Adobe Experience League. It features a 'Basic View' tab and a 'Code View' tab. The main area displays a list of traits with columns for 'TRAIT NAME' and 'TOTAL TRAIT POPULATION'. Two traits are listed: 'Site Visit Trait' with a population of 11,006,267 and 'User has converted (e.g. purchased subscription)' with a population of 530,192. An 'AND NOT' operator is selected between the two traits. At the bottom, there is a search bar labeled 'Search for a trait' and buttons for 'Add Trait' and 'Browse All Traits'.

Apply Recency/Frequency Settings

The screenshot shows the 'Traits' interface in Adobe Experience League, similar to the previous one, but with the 'Recency and Frequency' settings applied. The traits listed are 'Site Visit Trait' with a population of 564,215 and 'User has seen a creative (impression event)' with a population of 450,430. The operator between them is 'AND'. A 'Recency and Frequency' dialog box is open, showing settings for '3 times in' and 'days ago'. The dialog box has a 'Clear' button and a 'Close' button. At the bottom, there is a search bar labeled 'Search for a trait' and buttons for 'Add Trait' and 'Browse All Traits'.

BEST PRACTICES

- Profile Merge Rules are applicable to real-time segment population.
- Avoid using PMR with segments having little or no real-time population and if required, then work with current device profile option.
- Maximum Authenticated Profile Options are 3, it is recommended to have one master datasource which can be referenced while creating PMR.
- In order to device graph options, you must be a member of the Adobe Experience Cloud Device Co-op or have a contractual relationship with an external device graph.

KEY TAKEAWAYS

- Current Challenges and Audience Manager
- Profile Merge Rules and options
- Use Cases
- Profile Link Report Metrics
- Un-segmentation and Instant Cross Device Suppression
- Best Practices



Q&A

REFERENCES

- [Profile Merge Rules](#)
- [Audience Manager Segments](#)
- [FAQs around PMR and Device Graph Options](#)
- [Tutorial Videos](#)
- [Audience Manager Forums](#)
- [Audience Manager Blog](#)

Thank you!

ADOBE ANALYTICS CLOUD MEETUP

AUDIENCE ANALYTICS

Khurshid Alam

Technical Lead

Ankita Sodhi

Senior Technical Consultant



AGENDA

- Introduction to Audience Analytics, its benefits and prerequisites
- Understand the new Server Side Forwarding
- How to enable new Server Side Forwarding and verify Server Side Forwarding implementation
- Audience Analytics functioning
- How to do Integration in AAM/Analytics in the UI
- Demo

AUDIENCE ANALYTICS

Audience Analytics was launched by Adobe along with new Server Side Forwarding which helps you to incorporate AAM audience data into Adobe Analytics.

Key Benefits:

- You can do integration between a Data Management Platform (DMP) and an analytics engine with an ease.
- Segments are shared from AAM to Analytics in real time.
- All AAM segments are shared by default, fully enriching customer profiles in Analytics.
- Solution admins can enable the integration through the user interface, with minimal code changes required.
- Only segments that adhere to Audience Manager data export controls are shared.

WHY USE AUDIENCE ANALYTICS

- AAM segment are incorporated into Analytics to inform audience discovery, segmentation and optimization.
- Use case include:
 - Demographic data from 3rd Party data providers
 - Campaign data from ad servers such as offsite impressions
 - Onboarded data
- 1st productized integration between a DMP and an Analytics engine in the market
- Only one hit required instead of two; AAM segments are inserted into the hit that Analytics collects (segments will not show up in a debugger)

USE CASE - I

Demographic Targeting

- As a destination resort, you need to see purchases distributed by age. The demographic data from CRM needs to be aligned with online behavior in order to achieve this goal.
- Solution: Once Audience Analytics is enabled, you can use Histograms in Workspace to see purchases distributed by age. This helps you find the right audience to target for each of your resort properties.

USE CASE - II

Audience Comparison

- As a Multi-Media Publisher, you need to compare your 3rd-party audiences to understand the key differentiating characteristics.
- Solution: Once Audience Analytics is enabled, you can use Segment IQ to understand the key differentiating characteristics. This helps you build high-value 1st-party segments to then use for targeting.

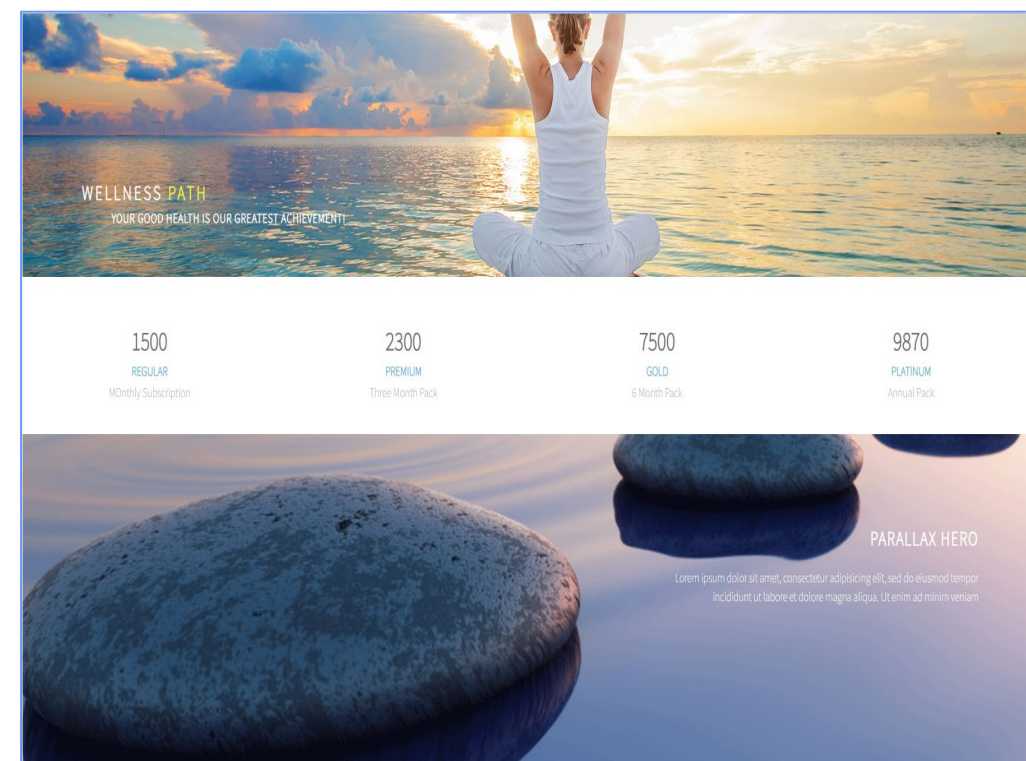
PRE-REQUISITES

- You are a customer of both Audience Manager and Adobe Analytics.
- You are an admin with in Analytics & Audience Manager Solutions.
- Implementation Method
 - Launch – Analytics and Visitor ID Service extensions,
 - Adobe Analytics s_code – AppMeasurement Code, Audience Manager Module & Visitor ID Service Code (version 1.5 or higher)
- AAM and Adobe Analytics report suites are mapped to the same IMS org.

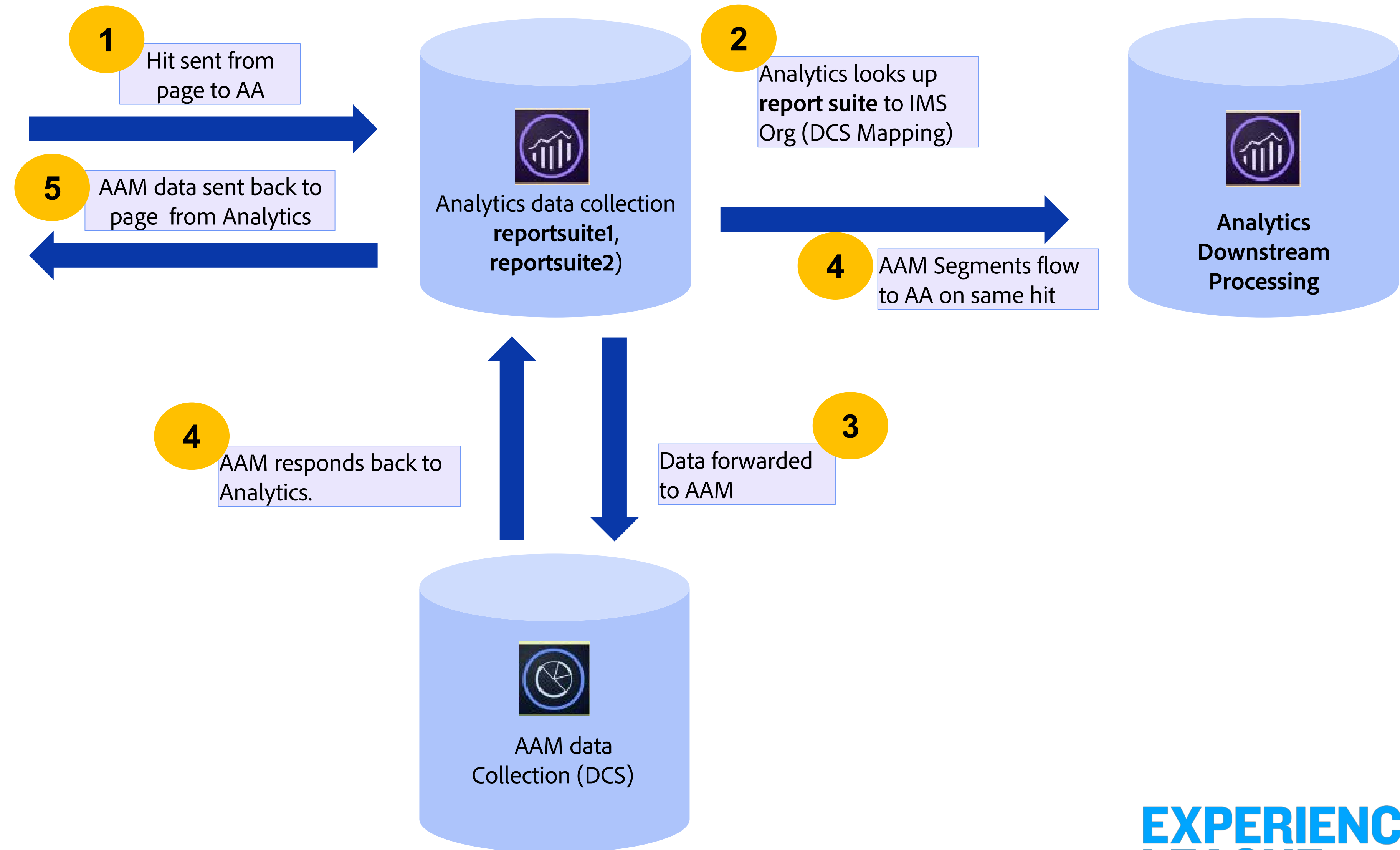
AUDIENCE ANALYTICS FOR AAM AND ITS FUNCTIONING

Followed by Integration Setup

AUDIENCE ANALYTICS FUNCTIONING



DIL removed, Audience Management Module installed

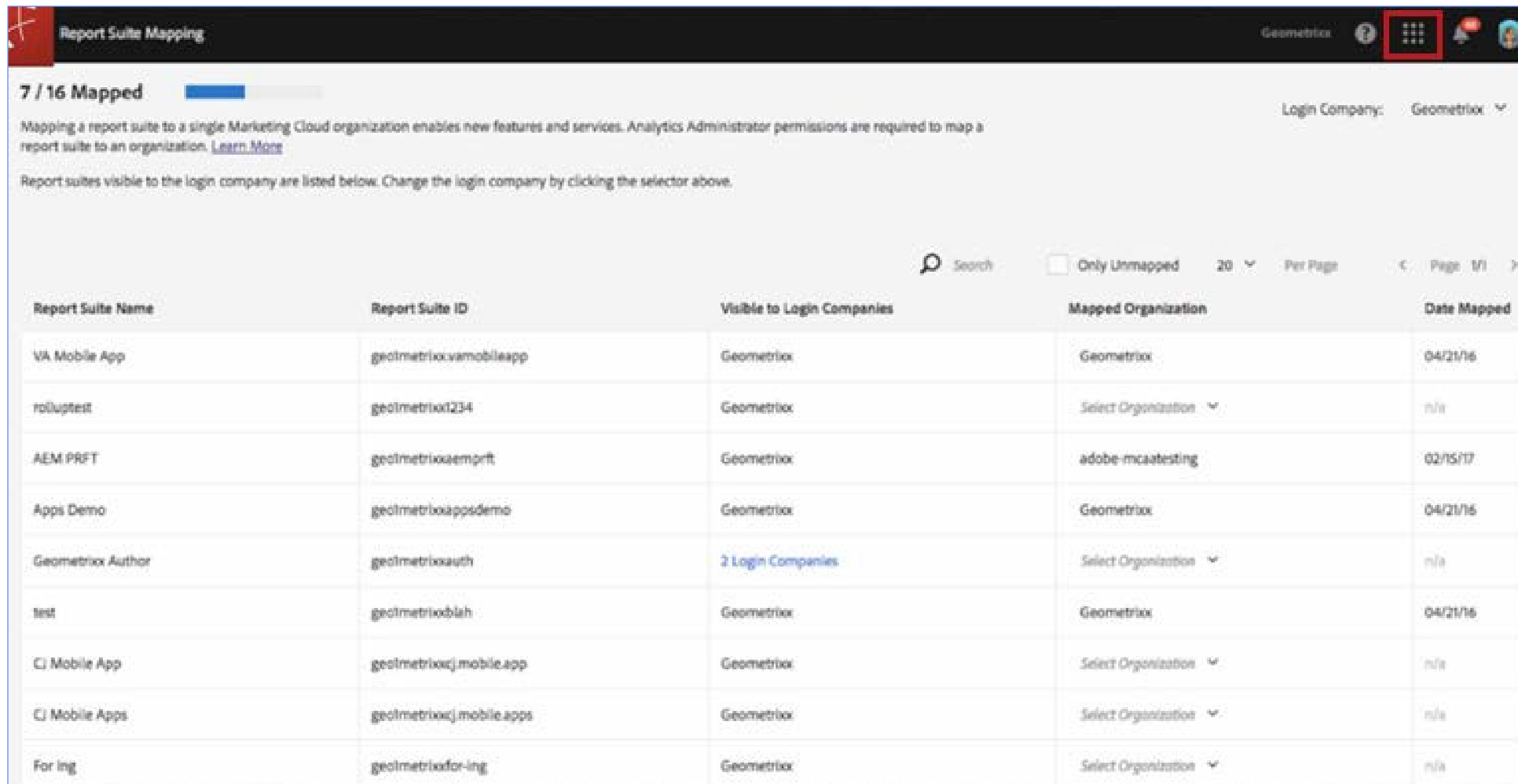


HOW TO DO INTEGRATION IN AAM UI/ ANALYTICS

Step by Step process to setup Audience Analytics

STEP 1: MAP REPORT SUITE TO THE CORRECT ORG

Map report suite are mapped to the correct IMS org.



Report Suite Name	Report Suite ID	Visible to Login Companies	Mapped Organization	Date Mapped
VA Mobile App	geometrixvamobileapp	Geometrix	Geometrix	04/21/16
rolluptest	geometrix1234	Geometrix	Select Organization	n/a
AEM PRFT	geometrixampft	Geometrix	adobe-mcaatesting	02/15/17
Apps Demo	geometrixappsdemo	Geometrix	Geometrix	04/21/16
Geometrix Author	geometrixauth	2 Login Companies	Select Organization	n/a
test	geometrixplah	Geometrix	Geometrix	04/21/16
CJ Mobile App	geometrixcj.mobile.app	Geometrix	Select Organization	n/a
CJ Mobile Apps	geometrixcj.mobile.apps	Geometrix	Select Organization	n/a
For Ing	geometrixfor-ing	Geometrix	Select Organization	n/a

STEP 1: ENABLE REPORT SUITE SERVER-SIDE FORWARDING

Enable Server Side Forwarding in the report suite.

Report Suite Manager

1 Report Suite Selected (limit 1,000)

Report Suite Groups

Groups

All Report Suites

Saved Searches

Rollups

Edit Settings

Create New

General

Traffic

Conversion

Marketing Channels

Traffic Management

Individual Report Suite Settings

App Management

Media Management

Activity Map

AEM

Adobe Campaign

Advertising Analytics Configuration

Real-Time

agss065template

agss065yuvalaratcom

agss065yuvaldemo

ap.or.02.agss065aemmobile2

ap.or.02.agss065bootcampmachine

General Account Settings

Internal URL Filters

Customize Calendar

Paid Search Detection

Customize Menus

Processing Rules

Bot Rules

Privacy Settings

Timestamp Configuration

Server-Side Forwarding

pHop Android

phop Web

corp Demo Sites

Report Suite Template

yuvalarat.com

yuvaldemo.com

agss065aemmobile2

agss065bootcampmachine

EXPERIENCE
LEAGUE

STEP 2: CONFIGURE ANALYTICS DESTINATION IN AUDIENCE MANAGER

Adobe Audience Manager

< Manage Data

Data Sources

Profile Merge Rules

Traits

Segments

Destinations

Audience Lab

Derived Signals

Models

Tags

Destinations

+

Create New Destination

Search

Only Show Server-to-Server Destinations & Addressable Audience Metrics

Explain Addressable Audiences

Destination ID	Name	Description	Type	Action
57370	Adobe Analytics	Adobe Analytics destination to receive AAM segments in report suites	Adobe Analytics	<div><div></div><div></div></div>
41374	Adobe Target - adobeintericmatisoff		Cookie	<div><div></div><div></div></div>

STEP 2: CONFIGURE ANALYTICS DESTINATION IN AUDIENCE MANAGER

The screenshot shows the Adobe Audience Manager interface. On the left is a dark sidebar with navigation links: Manage Data, Data Sources, Profile Merge Rules, Traits, Segments, Destinations (highlighted), Audience Lab, Derived Signals, Models, and Tags. The main content area is titled 'Destinations > Edit "Adobe Analytics"'. It features a 'Basic Information' section with the following fields: 'Name' (Adobe Analytics), 'Description' (Adobe Analytics destination to receive AAM segments in report suites), 'Platform' (All), 'Category' (Adobe Experience Cloud), and 'Type' (Adobe Analytics). Below these is an 'Auto-fill Destination Mapping' section with a checked checkbox and two radio button options: 'Segment ID' (selected) and 'Integration Code Value'. A 'Save' button and a 'Cancel' button are at the bottom of this section. To the right of the 'Type' dropdown is a link that says 'Explain Adobe Analytics as a Destination'. Below the 'Basic Information' section are three expandable sections: 'Data Export Labels' with an 'Explain This' link, 'Configuration', and 'Segment Mappings'.

Adobe Audience Manager

< Manage Data

Data Sources

Profile Merge Rules

Traits

Segments

Destinations

Audience Lab

Derived Signals

Models

Tags

Destinations > Edit "Adobe Analytics"

Basic Information ⓘ

Name: Adobe Analytics

Description: Adobe Analytics destination to receive AAM segments in report suites

Platform: All

Category: Adobe Experience Cloud

Type: Adobe Analytics ⓘ Explain Adobe Analytics as a Destination

Auto-fill Destination Mapping ☒ ☐ Segment ID ☐ Integration Code Value

Save Cancel

> Data Export Labels Explain This ⓘ

> Configuration ⓘ

> Segment Mappings ⓘ

STEP 2: CONFIGURE ANALYTICS DESTINATION IN AUDIENCE MANAGER

The screenshot displays the Adobe Audience Manager interface. On the left is a dark sidebar with navigation links: Manage Data, Data Sources, Profile Merge Rules, Traits, Segments, Destinations (highlighted), Audience Lab, Derived Signals, Models, and Tags. The main content area is titled 'Adobe Audience Manager' and contains the following sections:

- Category:** A dropdown menu set to 'Adobe Experience Cloud'.
- Type:** A dropdown menu set to 'Adobe Analytics', with a link 'Explain Adobe Analytics as a Destination'.
- Auto-fill Destination Mapping:** A section with a checked checkbox and two radio buttons: 'Segment ID' (selected) and 'Integration Code Value'.
- Buttons:** 'Save' and 'Cancel' buttons.
- Data Export Labels:** A section with a dropdown arrow, the title 'Data Export Labels', and a link 'Explain This'. Below it, under the heading 'Settings for this destination', are four checkboxes:
 - ☒ This destination may enable a combination with personally identifiable information (PII)
 - ☐ This destination may be used for on-site ad targeting
 - ☐ This destination may be used for off-site ad targeting
 - ☐ This destination may be used for on-site ad personalization
- Buttons:** 'Save' and 'Cancel' buttons.
- Configuration:** A section with a right-pointing arrow and a help icon.
- Segment Mappings:** A section with a right-pointing arrow and a help icon.

STEP 2: CONFIGURE ANALYTICS DESTINATION IN AUDIENCE MANAGER

The screenshot shows the Adobe Audience Manager interface. On the left is a navigation sidebar with the following items: Manage Data, Data Sources, Profile Merge Rules, Traits, Segments, Destinations (highlighted), Audience Lab, Derived Signals, Models, and Tags. The main content area is titled 'Configuration' and includes a sub-header: 'Audience Manager will send audience data to the report suites included in this destination'. Below this, there are two columns for configuring report suites. The left column is titled 'Do not send segments to these report suites' with a '+ ADD ALL (11)' link. It contains a search bar 'Search Report Suites' and a list of report suites: australiaTest, matisoftanalyticschallenge, matisoftforrest, matisoftforreststaging, matisoftglobal, matisoftsar-launch, matisofttestingprod, matisoftthefort, and Moorestown Community Band. The right column is titled 'Send segments to these report suites' with a '- REMOVE ALL (0)' link. It also has a search bar 'Search Report Suites' but is currently empty. Between the two columns is a button with a checkmark icon and the text 'Add Selected'. At the bottom of the configuration area are 'Save' and 'Cancel' buttons.

Adobe Audience Manager

Manage Data

Data Sources

Profile Merge Rules

Traits

Segments

Destinations

Audience Lab

Derived Signals

Models

Tags

Configuration

Audience Manager will send audience data to the report suites included in this destination

Do not send segments to these report suites + ADD ALL (11)

Search Report Suites

- australiaTest
- matisoftanalyticschallenge
- matisoftforrest
- matisoftforreststaging
- matisoftglobal
- matisoftsar-launch
- matisofttestingprod
- matisoftthefort
- Moorestown Community Band

Add Selected

Send segments to these report suites - REMOVE ALL (0)

Search Report Suites

Save Cancel

STEP 2: CONFIGURE ANALYTICS DESTINATION IN AUDIENCE MANAGER

Adobe Audience Manager

< Manage Data

Data Sources

Profile Merge Rules

Traits

Segments

Destinations

Audience Lab

Derived Signals

Models

Tags

Destinations > Edit "Adobe Analytics"

> Basic Information ⓘ

> Data Export Labels

Explain This ⓘ

> Configuration ⓘ

▼ Segment Mappings ⓘ

Choose segments to map to this destination

Audience Manager segments will appear in Analytics as new Dimensions, called "Audience ID" and "Audience Name"

☒ Automatically map all current and future segments

☐ Map segments manually

Audience Manager will filter out the segments that conflict with data export controls and/or third-party data sharing policies and send the remainder of the segments to Analytics programmatically. For more details, please refer to [product documentation](#).

You may download a .CSV file of all segments that have conflicts.

Download

Done


HOW TO VERIFY YOUR SERVER-SIDE FORWARDING IMPLEMENTATION?

To verify that Server-side forwarding is properly enabled, you'll need to inspect the HTTP response from the Analytics tracking request.



To check the status of server-side forwarding:








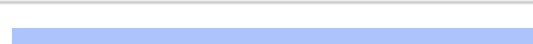



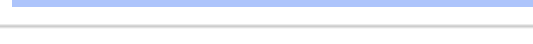
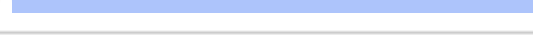

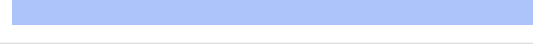


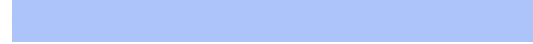
1. Load a test page that contains updated AppMeasurement code.
2. Use your browser's debugger and inspect the HTTP response from Analytics tracking request
3. Inspect the HTTP response. If the response contains Audience Manager data, then server-side forwarding is working.

Server-Side Forwarding is Working

Structure	Sequence	Request	Response
 tracking server name b ss Analytics Report Suite ID 10 JS-1.5.x s123456=1&ndh=1&pf=1&callback=...		<pre>if (s_c_[1].AudienceManagement.passData) s_c_il[1].AudienceManagement.passData({ "dcs_region": 7, "stuff": [{ "cn": "aam_sc", "cv": "aamsc=everyone", "dmn": "", "ttl": 30 }, { "cn": "aam_per", "cv": "test=everyone", "dmn": "", "ttl": 30 }], "uuid": "12345678909876" });</pre>	

AUDIENCE ID REPORT

		Unique Visitors		Orders	
Audiences ID ↑ Page: 1 / 29 > Rows: 50 1-50 of 1,419			553,564,799		809,731
1. 1		283,765	0.1%	14,372	1.8%
2. 390017		11,242,862	2.0%	321,253	39.7%
3. 391396		14,808	0.0%	116	0.0%
4. 391398		250,519	0.0%	8,225	1.0%
5. 438839		16,554,056	3.0%	336,593	41.6%
6. 438903		296,988,420	53.7%	456,133	56.3%
7. 441790		6,290,330	1.1%	157,268	19.4%
8. 441797		4,348,000	0.8%	97,943	12.1%
9. 441803		1,700,053	0.3%	28,192	3.5%
10. 442210		5,692,769	1.0%	176,304	21.8%
11. 442212		218,266	0.0%	4,499	0.6%
12. 498434		12,035,816	2.2%	223,845	27.6%
13. 498435		3,662	0.0%	37	0.0%
14. 498436		539	0.0%	2	0.0%
15. 510678		8,398,207	1.5%	212,558	26.3%
16. 511121		7,776,953	1.4%	302,157	37.3%

		Unique Visitors		Orders	
Audiences Name Page: 1 / 28 > Rows: 50 1-50 of 1,395			553,564,799		809,731 ↓
1. 		422,313,705	76.3%	804,938	99.4%
2. 		428,907,674	77.5%	802,579	99.1%
3. 		100,100,285	18.1%	773,951	95.6%
4. 		42,617,472	7.7%	699,210	86.4%
5. 		66,904,355	12.1%	697,479	86.1%
6. 		80,329,972	14.5%	682,172	84.2%
7. 		48,245,293	8.7%	666,915	82.4%
8. 		183,324,108	33.1%	567,794	70.1%
9. 		124,836,172	22.6%	566,110	69.9%
10. 		124,717,005	22.5%	561,930	69.4%
11. 		76,287,966	13.8%	551,656	68.1%
12. 		36,421,638	6.6%	541,668	66.9%
13. 		70,632,544	12.8%	540,481	66.7%
14. 		34,809,683	6.3%	524,595	64.8%
15. 		27,244,028	4.9%	517,008	63.8%
16. 		33,991,252	6.1%	487,086	60.2%




STEP 3: CONFIGURATION IN ADOBE ANALYTICS

Freeform

Add Segment

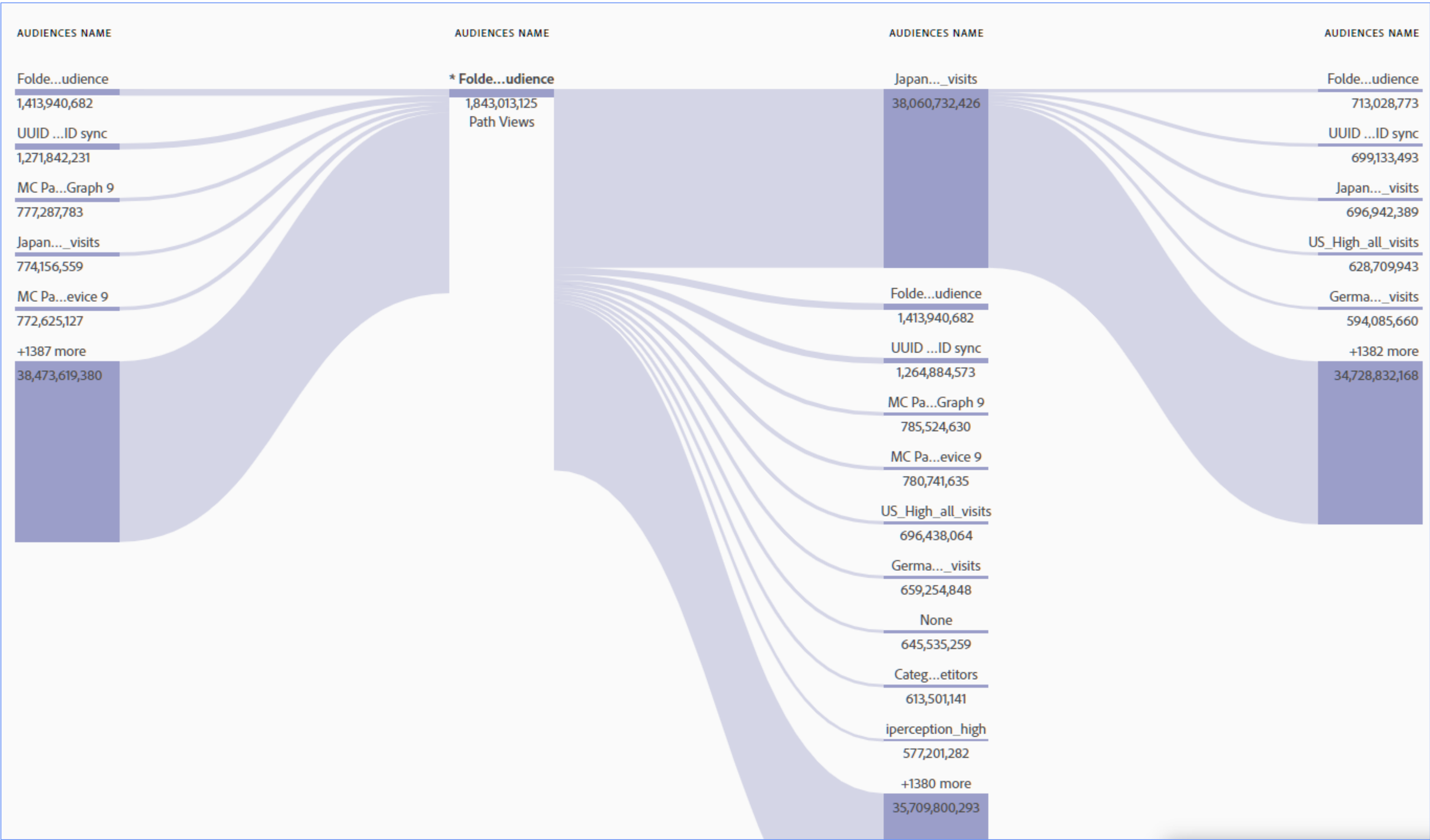
Sep 1 2017 - Oct 31 2017

Freeform Table

		Unique Visitors	Registration: Starts	Registration: Confirmations
Audiences Name (Audiences ID) Page: 1 / 1 Rows: 50 1-7 of 7		 103,948	 33,200	 49,305
1.		16,393 15.8%	2,288 6.9%	228 0.5%
2.	Customer Data	16,393 15.8%	2,288 6.9%	228 0.5%
3.		7,241 7.0%	912 2.7%	114 0.2%
4.	Offsite campaign	1,937 1.9%	432 1.3%	127 0.3%
5.	Demographic	1,937 1.9%	432 1.3%	127 0.3%
6.	ogy - Analytics & Reporting - Data Visualization	1,911 1.8%	400 1.2%	125 0.3%
7.	Onsite behavioral	1,690 1.6%	368 1.1%	122 0.2%

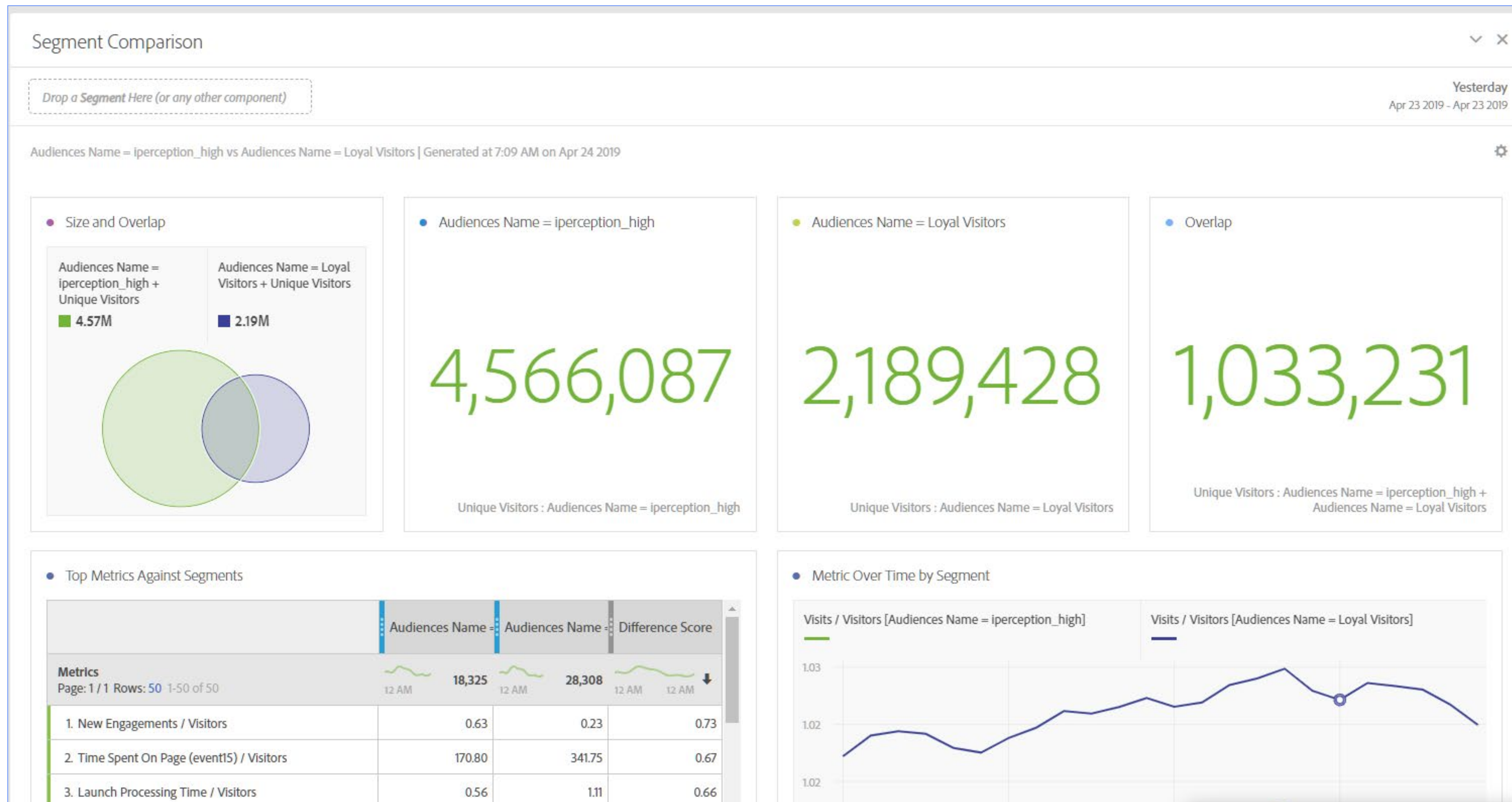
ADVANCE ANALYTICS USING AUDIENCE DATA

- Pathing Reports



ADVANCE ANALYTICS USING AUDIENCE DATA

- Segment Comparison



DEMO

Q&A

REFERENCE LINKS

- Audience Analytics: https://marketing.adobe.com/resources/help/en_US/analytics/audiences/
- Enable & Verify Server Side Forwarding:
https://marketing.adobe.com/resources/help/en_US/analytics/audiences/ssf.html
- Configure Audience Analytics Destination with in AAM UI:
https://marketing.adobe.com/resources/help/en_US/aam/create-analytics-destination.html
- Use the Audience Data in Analytics:
https://marketing.adobe.com/resources/help/en_US/analytics/audiences/use-audience-data-analytics.html

END

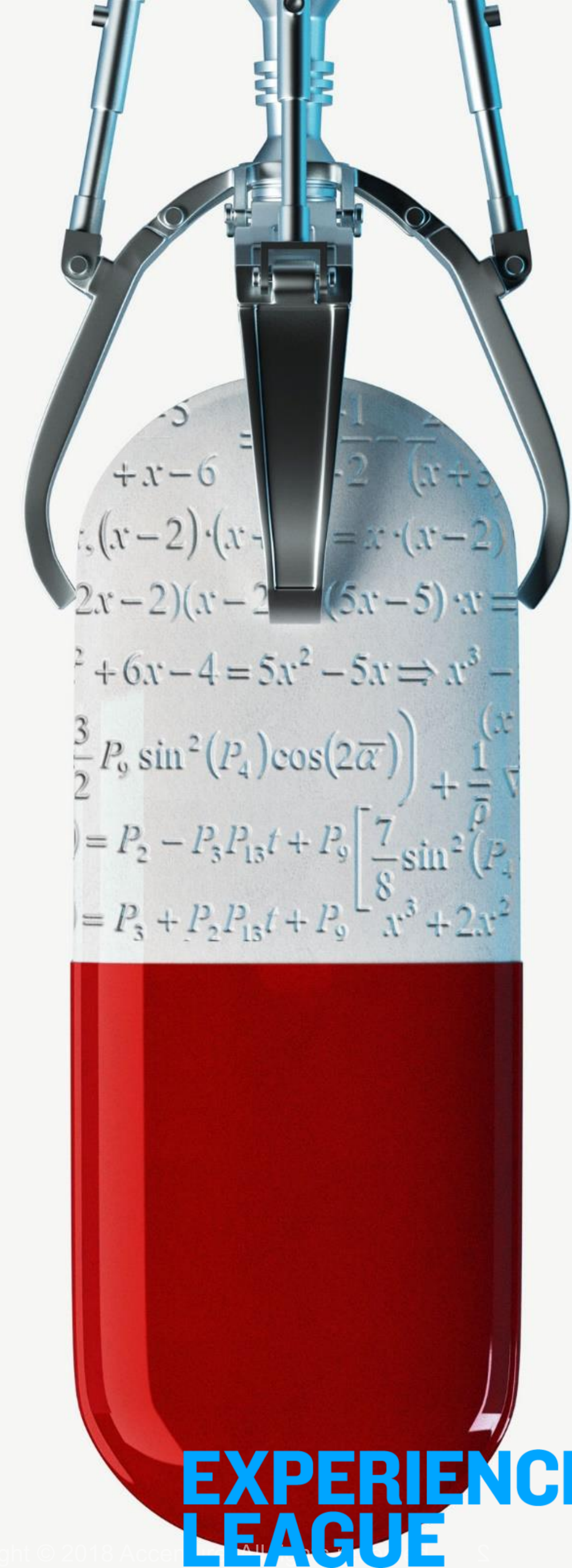
ANALYTICS CLOUD COMMUNITY MEETUP:

ADOBE ANALYTICS



By:
Pankaj Bagga
Accenture Digital

MARKETING CHANNELS- PIXELS OPTIMIZATION & ATTRIBUTION



EXPERIENCE
LEAGUE

PROBLEMS SEEKING ATTENTION...

01

Data
Inconsistencies

+

02

Ineffective
reporting

+

03

High Conversion Time =

04

KPI
Optimizations

+

05

Revisit to ROI
Improvements

NEED FOR
OPTIMIZED
CHANNELS
TAGGING



OUR APPROACH



UNDERSTANDING GAPS & OPPURTUNITIES



**DESIGNING NEW PROCESSES AND
IMPLEMENTATION STRATEGIES**



**APPLYING THE NEW WITH BUSINESS
APPROVALS**



DELIVERING OUTCOMES NOW

UNLEASH THE **POWER** OF Planning

EMERGENCE OF RESULTS

PROBLEM GIVEN

FOCUS AREA AND KEY OUTCOMES



Data Inconsistencies- CTV



Ineffective reporting & Marketing channels



High Conversion Time

Reported Issues:-

- Data Inconsistencies for Click to Visit between various ad partners and Adobe Analytics

Steps Taken & Outcomes

- Converted the synchronous 3rd party pixels to asynchronous by leveraging the asynchronous JavaScript execution via Adobe DTM rules optimization

Reported Issues:-

- Ineffective reporting in Adobe Analytics Marketing channels attribution affecting decision making

Steps Taken & Outcomes

- Leveraged the marketing channel processing rules offered by Adobe Analytics admin panel to avoid overlaps.
- New query string parameters were introduced via Adobe DTM for each unique channel.

Reported Issues

- High Conversion time due to multiple calls for 3rd party tags on pages in website impacting page performances.
- High conversation time due to targeting based on wrong attribution modeling.

Steps Taken & outcomes

- Consolidation of all page load rules in Adobe DTM hence reducing page load time.
- Selection of right attribution model

EMERGENCE OF RESULTS

PROBLEM GIVEN

FOCUS AREA AND KEY OUTCOMES



KPI Optimizations

Reported Issues:-

- High Bounce Rate
- Missing CTAs
- Less traffic instances still high server calls in billing report

Steps Taken & Outcomes

- Content inclusions on landing pages- Iterative Process
- Optimized approach to capture CTAs
- Leveraged the OOTB integration between Adobe Experience Manager and Adobe DTM to optimize server calls and resolve embed code issues.



Revisit to ROI Improvements

Reported Issues:-

- Incorrect Data capture in Adobe Analytics handicapped the Marketing strategy team and were not able to create right targets to justify ROI

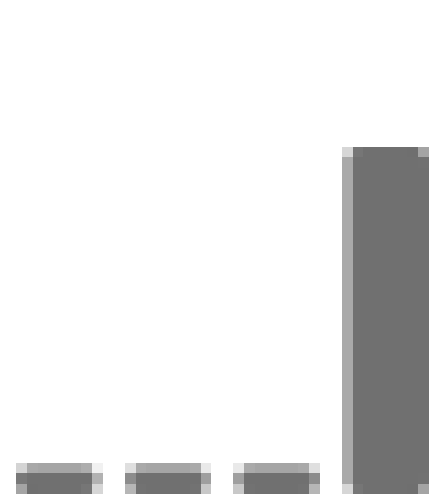
Steps Taken & Outcomes

- 100% tags were deployed for all websites with embed code present on all pages via Adobe DTM enabling accurate customer tracking.
- The marketing channel reports in Adobe Analytics reporting showed high precision resulting which marketing strategy team able to provide right targets to display and affiliate partners team.

Thank You



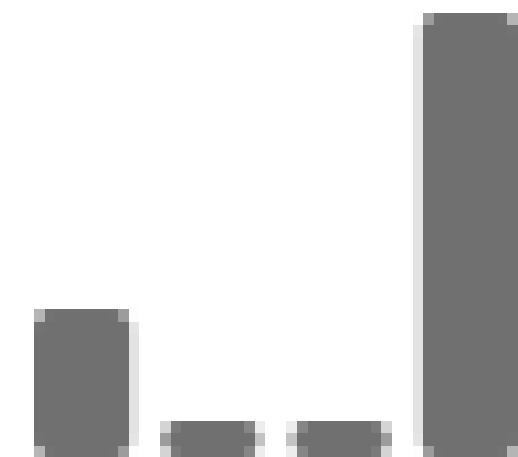
TWITTER QUESTION- ATTRIBUTION IQ



Last Touch



Identify Model?



J- Shaped



First Touch



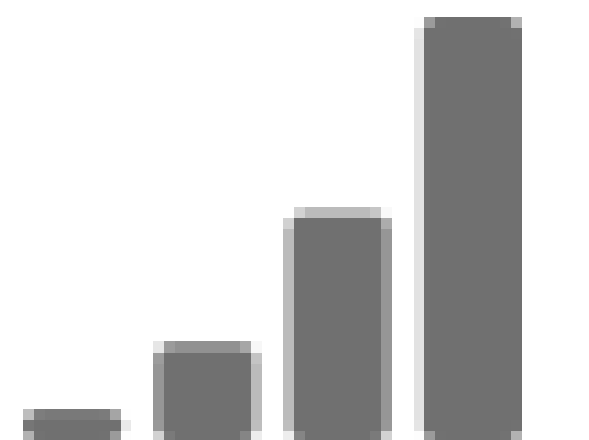
U- Shaped



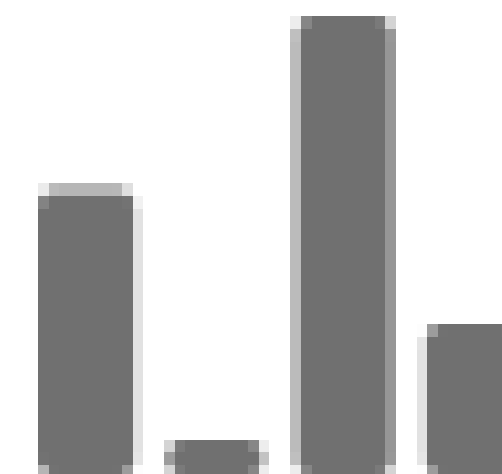
Inverse J Shaped



Linear



Identify Model?



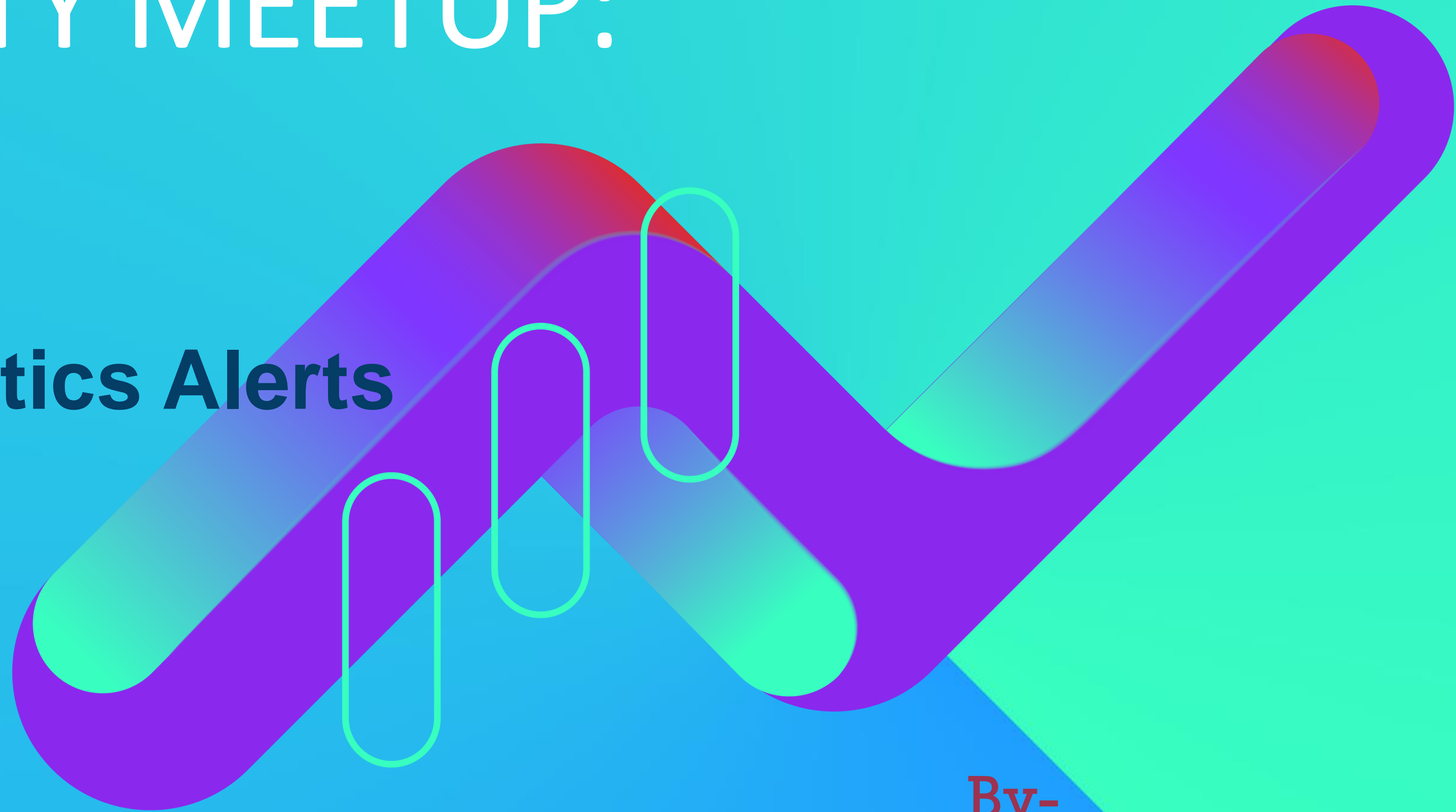
Custom

**EXPERIENCE
LEAGUE**

ANALYTICS CLOUD COMMUNITY MEETUP:

ADOBE ANALYTICS

More with Analytics Alerts



By-
Anjali Khera
Accenture Solutions



WHAT DO YOU THINK?

- With the existing system, what kind of alerts can you create?
- What could be the granularity of those alerts?
- Have you ever come across any scenario where you want smart alerts almost on real time basis?
- Can you think of any approach?





BUSINESS CASE

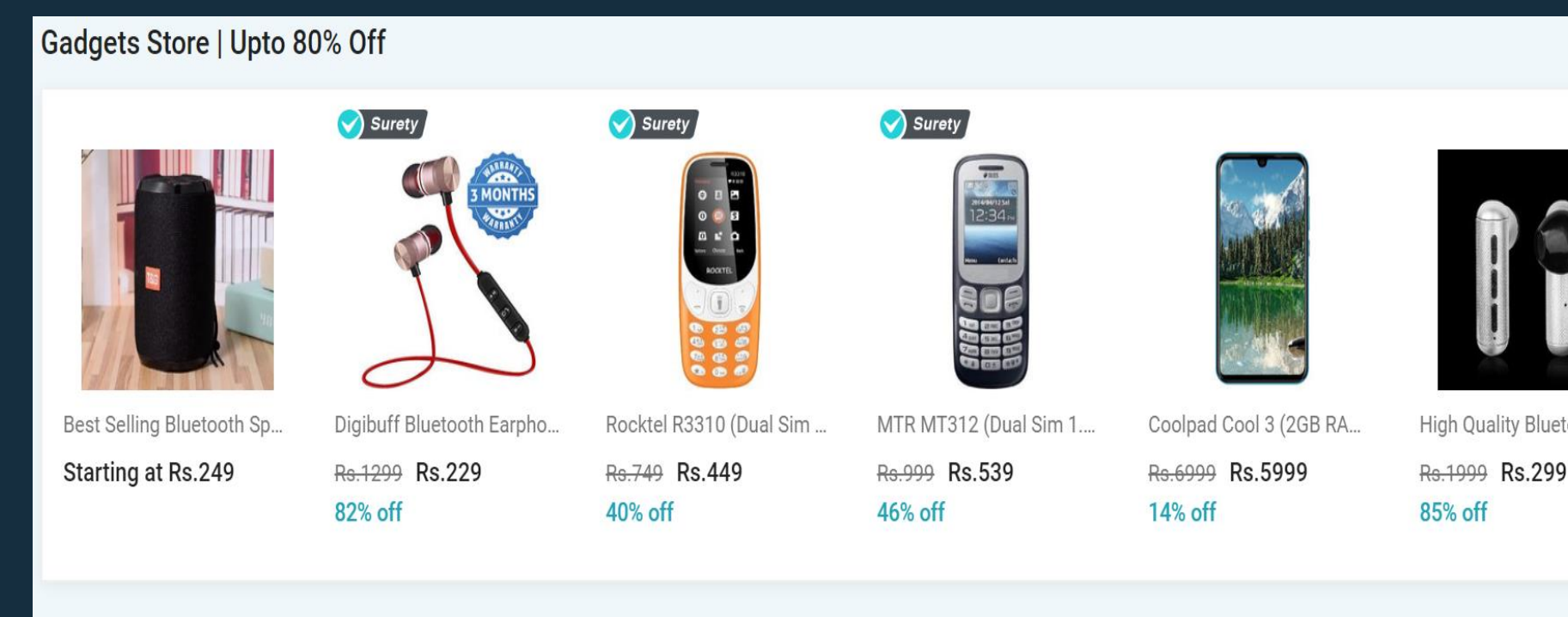
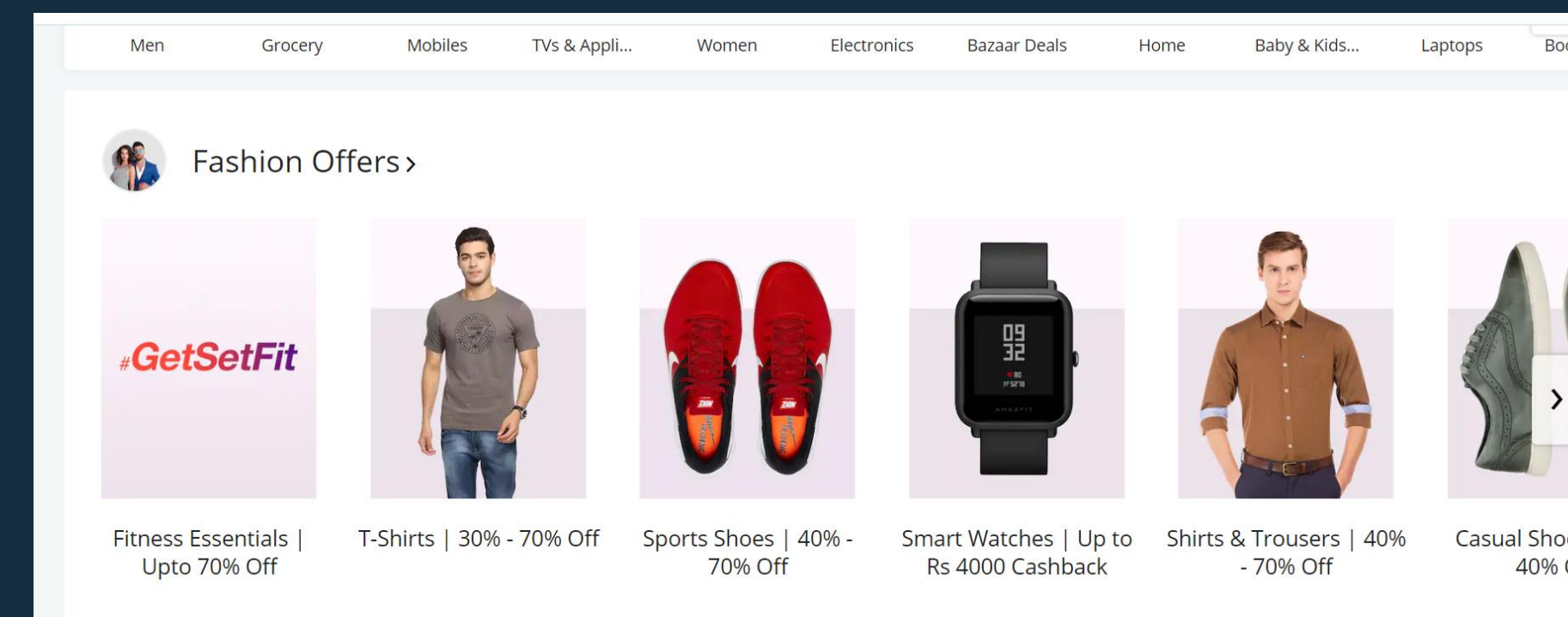
John works for an eCommerce website which hosts different products on its home page across various categorical blocks eg. Fashion, Home & Kitchen, Electronics, etc.

Every block at the home page is maintained by respective category merchandizing team based on weekly offerings.

During the sale season each team maintains the heavily discounted products in respective blocks.

These heavily discounted products get sold pretty quickly and may run out of stock soon. Respective teams have to be notified as early as possible to replace these stocked out products to boost the sales of other products.

Do you think John can solve this problem with ADOBE ANALYTICS ???





HOW ABOUT API'S ???

An API allows for the creation of data rich user interface that can be used to manipulate and integrate data

When integrated with other tools, it can bring major change in data utilization



There are essentially two types of APIs made available by Adobe Analytics :

Implementation & **Reporting** APIs



Can we use Reporting APIs for this case?



THE APPROACH !!!

CAPTURE

Define sold out specific list prop & capture Category & product ID

Can be done on page load or next page view based on site structure

API PULL

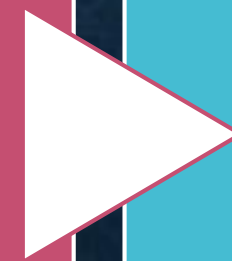
Work with developer to pull sold out products information using real time APIs

Further logic can be defined to check if instances have exceeded certain number

TRIGGER

Work with developer to integrate internal SMTP server to trigger emails to respective category teams.

Trigger would include information regarding category & product Ids. This would be made team specific.





RESULTS



Alerts to respective teams for Product IDs to be replaced

Tue 4/23/2019 4:49 PM
Khera, Anjali on behalf of orgSMTP@accenture.com
Immediate Action Required - Sold Out Products
To: Khera, Anjali

Hi Gadgets Team,

Below products displayed on Home Page got sold out in last 15 min. Please take immediate action

Category	Product ID	Product Name
Gadgets	312855	iBall Bluetooth Earphones
Gadgets	343778	Samsung Galaxy S10

Regards,
Adobe Analytics team

Tue 4/23/2019 4:25 PM
Khera, Anjali on behalf of orgSMTP@accenture.com
Immediate Action Required - Sold Out Products
To: Khera, Anjali

Hi Anjali,

Below products displayed on Home Page got sold out in last 15 min. Please take immediate action:-

Category	Product ID	Product Name
Fashion	312345	Women Grey Dress by Vero Moda
Fashion	345678	Captain America Free Authority Men T-Shirt

Regards,
Adobe Analytics team



Direct impact on conversion during sales season

EXPERIENCE
LEAGUE



THANK YOU !!!