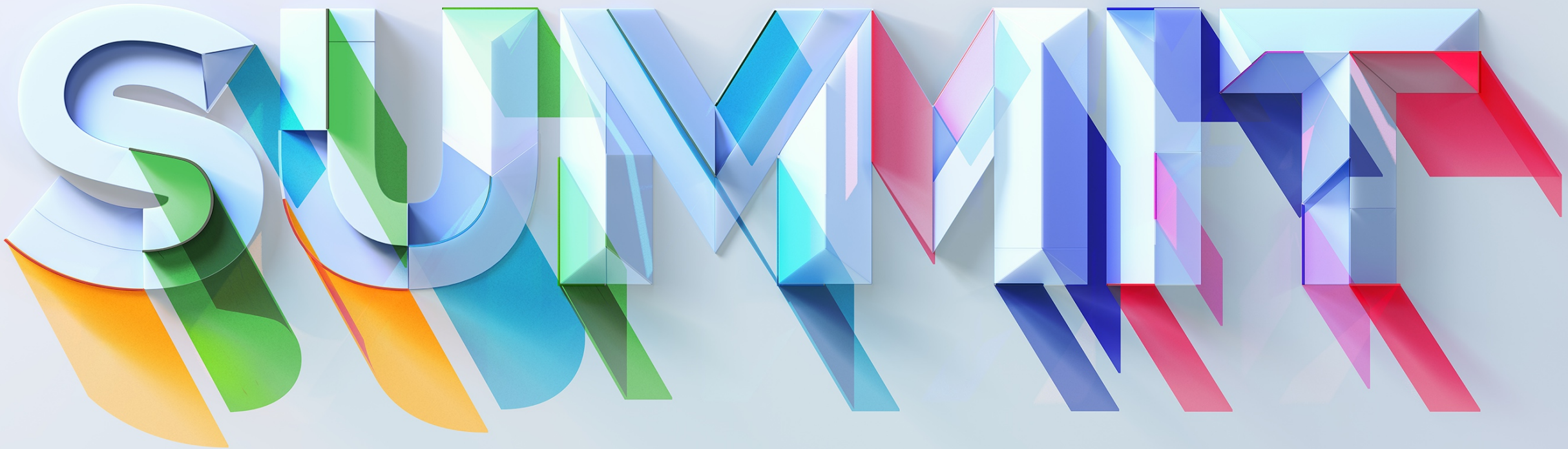




S131. Welcome to Adobe Analytics – Where do I Start?

Bryant Hoopes | Head of NA Analytics Consulting





Bryant Hoopes

hoopes@adobe.com

LinkedIn:

<https://www.linkedin.com/in/bryanthoopes/>

My Journey into Web Analytics

2003-2008



OMNITURE®

2008



My Role Today



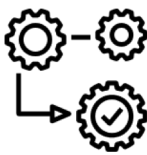
Analytics Maturity

Assess and Audit both the business and technical application of Adobe Analytics to understand where your organization needs to improve to be best-in-class with our solutions



MEASUREMENT STRATEGY

Get insightful metrics from the right tracking strategy and tagging for your advertising, marketing and campaign needs.



DATA COLLECTION STRATEGY

Establish the correct data layer & deploy collection tools to realize the value of your data measurement plan



IMPLEMENTATION & DEPLOYMENT

Master guidance and deployment services in web, mobile, video, single page application and data layer instrumentation



DATA GOVERNANCE

Establish organizational best practices to ensure data integrity and best in class analytics execution



REPORTS & DATA VISUALIZATION

Tell a story with your data through easily consumable visual communication.



INSIGHTS & ANALYSIS

Find the answers to your unique questions about your business through data exploration.

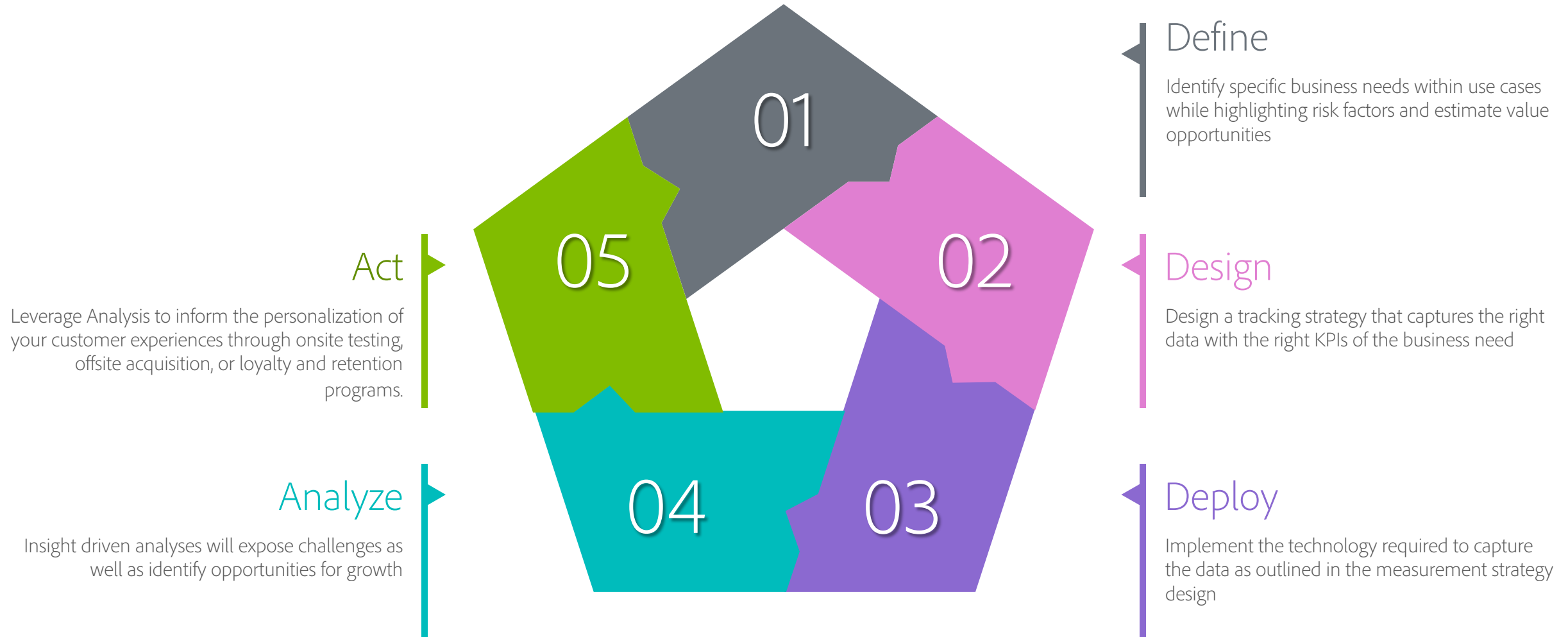


MODELING

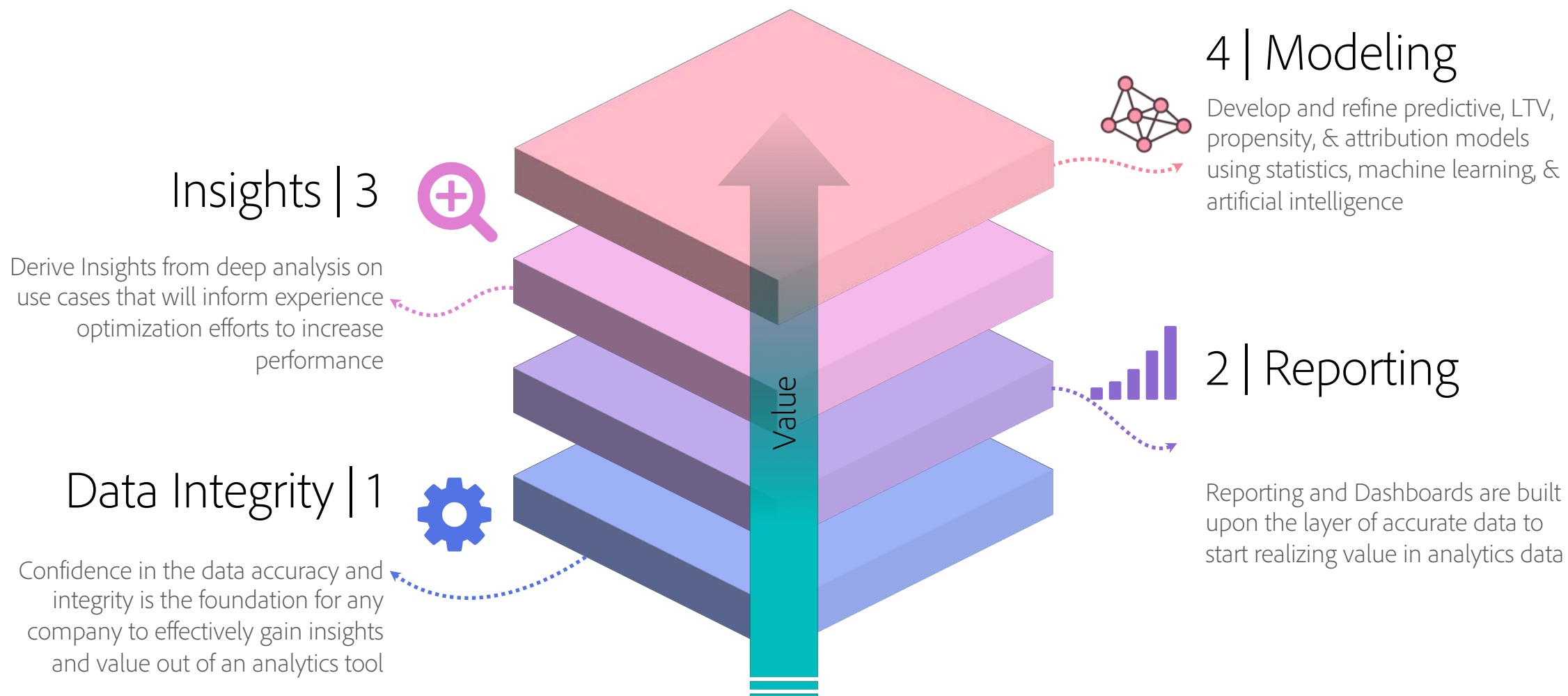
Develop and refine predictive, LTV, propensity, and attribution models using statistics, machine learning, and AI.

Data Maturity

The Analytics Cycle



Adobe Analytics Value Framework



1

Data Collection

2

Adobe Analytics Tools

3

Adobe Tools in Action

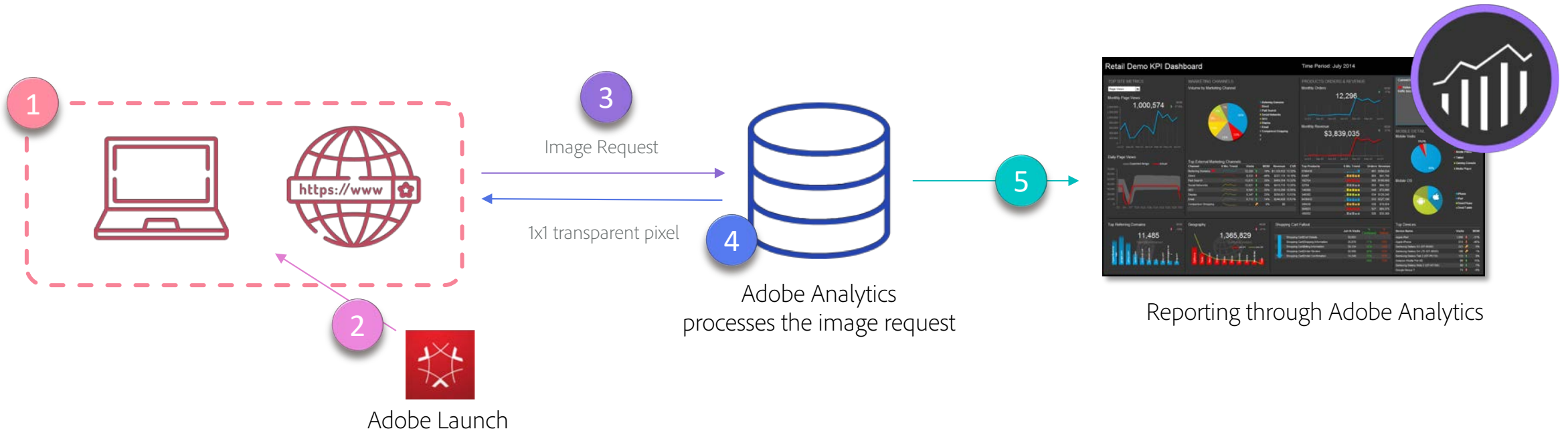


1 DATA COLLECTION



Data Collection Overview

1. Visitor arrives at the digital experience
2. Analytics code is served via the data layer & Adobe Launch
3. The website invokes image request
4. Adobe's servers process the request, recording analytics data and return a 1x1 transparent pixel to the experience
5. Data is processed and ready for reporting within seconds within Adobe Analytics



Additional details:

Implementation guide: http://marketing.adobe.com/resources/help/en_US/sc/implement/index.html

Developer Resources: http://marketing.adobe.com/resources/help/en_US/reference/developer.html

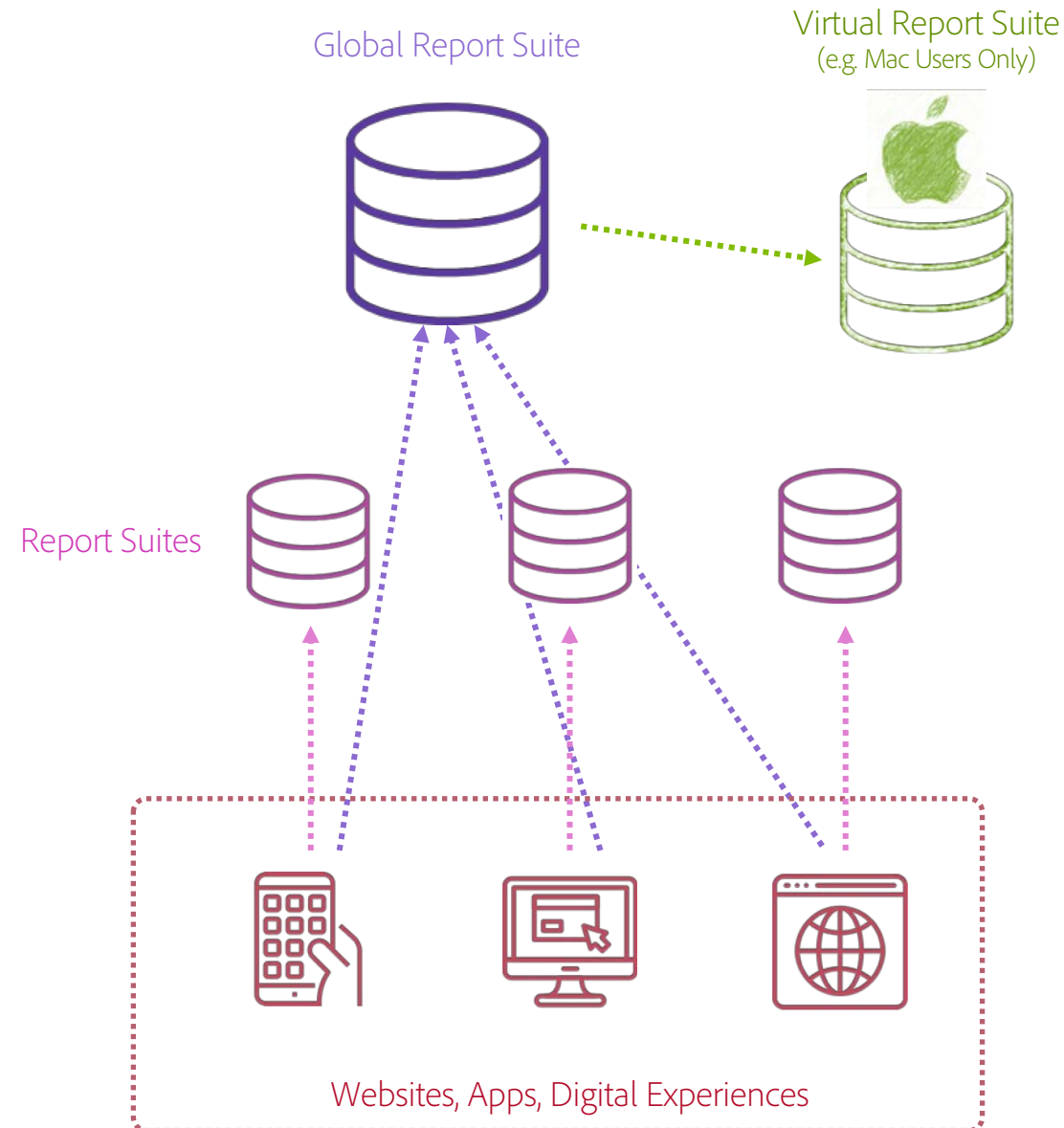
Adobe Data Collection Report Suites

- A **Report Suite** is the most fundamental level of segmentation in Analytics reporting - each report suite refers to a collection of data
- A **Global Report Suite** is when data is sent from multiple sites, apps or experiences into a single global report suite through **multi-suite** tagging
- A **Virtual Report Suite** (VRS) is a segmented set of data from one report suite which can help in reducing secondary server calls & cost to your Adobe implementation
- Report Suites are typically broken down into development/QA (internal testing site) & production (public site)

Additional details:

Global report suite: http://marketing.adobe.com/resources/help/en_US/reference/rollup_report_suite.html

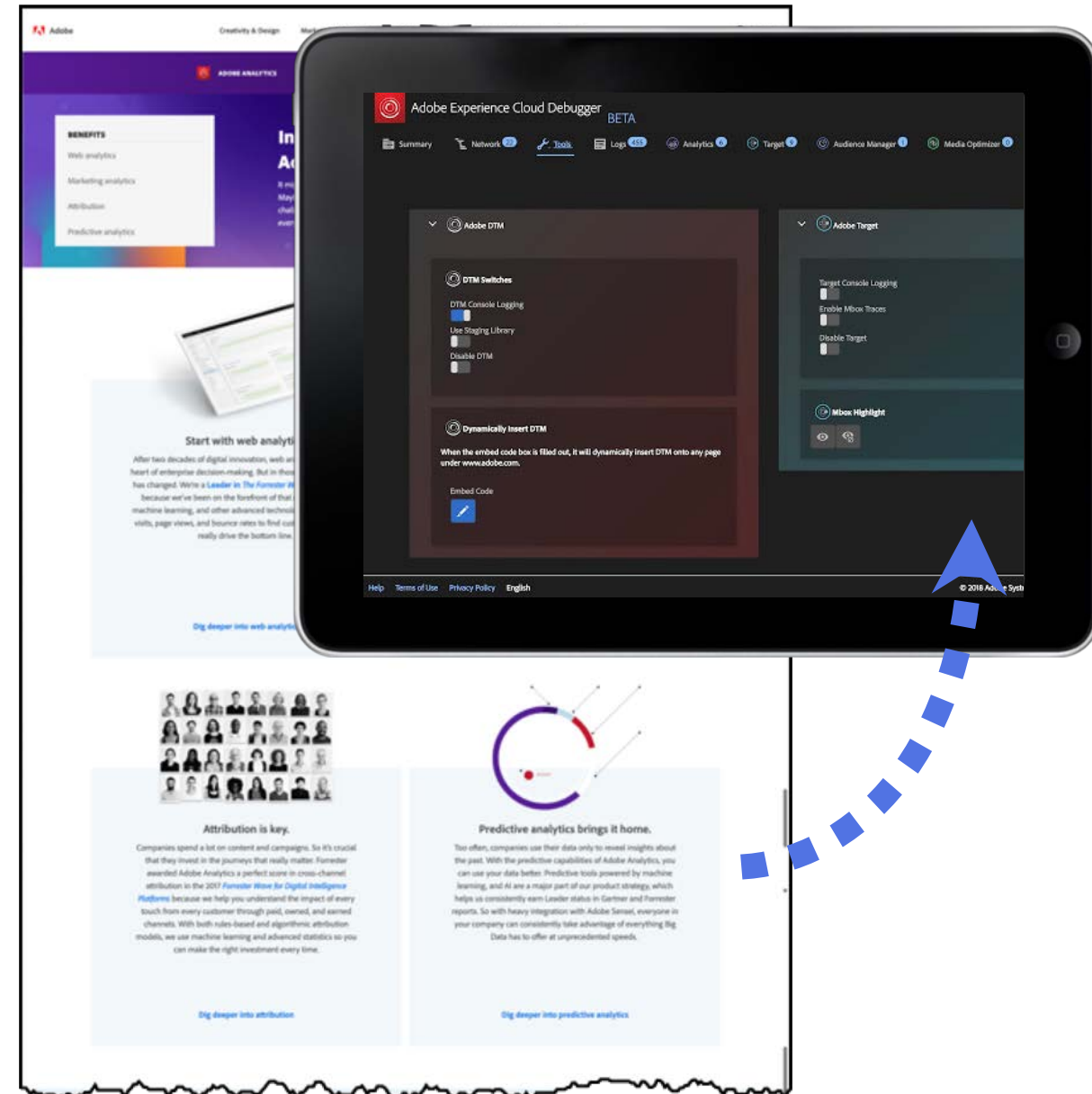
Multi-suite tagging: http://marketing.adobe.com/resources/help/en_US/dsc/



Debugging

- To view the data being collected from your site on any given page, utilize the Adobe Experience Cloud Debugger or an independent packet monitor.
- Adobe offers a free browser plugin that allows you to see any Adobe Marketing Cloud data being collected from a given page. To learn more, please visit: https://marketing.adobe.com/resources/help/en_US/sc/implement/debugger.html
- Additional independent packet monitor options include:

For Firefox:	For Internet Explorer:	For Chrome:	Standalone programs:
<ul style="list-style-type: none">• HttpFox• Tamper Data• HttpWatch• Firebug	<ul style="list-style-type: none">• HttpWatch	<ul style="list-style-type: none">• Chrome Developer Tools• Firebug Lite	<ul style="list-style-type: none">• Charles• Fiddler• Wireshark



Key Adobe Analytics Visitor Metrics

Metric	Official Adobe Definition
Visitor	<p>The number of unique users to your site for a selected hour, day, week, month, quarter, or year.</p> <p>A visitor consists of multiple visits.</p>
Visit	<p>A sequence of page views in a sitting. The visits metric is commonly used in reports that display the number of user sessions within the selected time period.</p> <p>A visit consists of multiple page views</p>
Page View	<p>A Page View is counted for each server call that is sent. This metric represents total instances of Page View.</p> <p>TrackLink calls are not counted as page views and do not increment the Page Views metric.</p>

Additional detail: http://marketing.adobe.com/resources/help/en_US/reference/metrics.html

Key Adobe Analytics Visitor Metrics

Metric	Official Adobe Definition	Keywords
Visitor	<p>The number of unique users to your site for a selected hour, day, week, month, quarter, or year.</p> <p>A visitor consists of multiple visits.</p>	People, Users, Devices
Visit	<p>A sequence of page views in a sitting. The visits metric is commonly used in reports that display the number of user sessions within the selected time period.</p> <p>A visit consists of multiple page views</p>	Visits, Sessions
Page View	<p>A Page View is counted for each server call that is sent. This metric represents total instances of Page View.</p> <p>TrackLink calls are not counted as page views and do not increment the Page Views metric.</p>	Page Views or Hits

Additional detail: http://marketing.adobe.com/resources/help/en_US/reference/metrics.html

Key Adobe Analytics Visitor Metrics

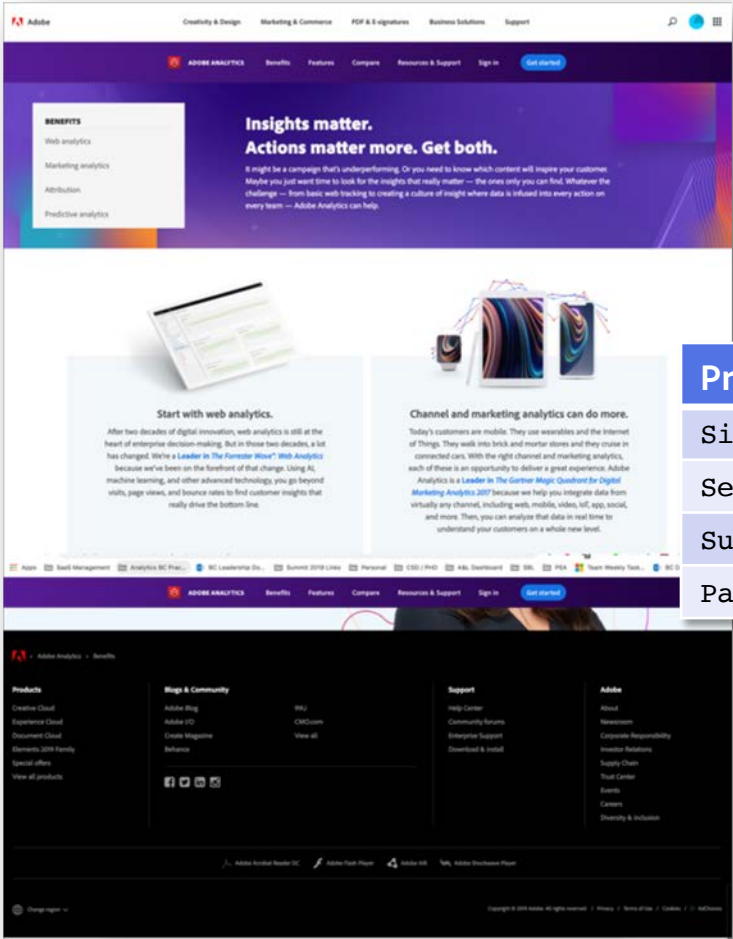
Metric	Official Adobe Definition	Keywords	Other Vendors
Visitor	<p>The number of unique users to your site for a selected hour, day, week, month, quarter, or year.</p> <p>A visitor consists of multiple visits.</p>	People, Users, Devices	Visitors / Unique Visitors
Visit	<p>A sequence of page views in a sitting. The visits metric is commonly used in reports that display the number of user sessions within the selected time period.</p> <p>A visit consists of multiple page views</p>	Visits, Sessions	Sessions
Page View	<p>A Page View is counted for each server call that is sent. This metric represents total instances of Page View.</p> <p>TrackLink calls are not counted as page views and do not increment the Page Views metric.</p>	Page Views or Hits	Page Views

Additional detail: http://marketing.adobe.com/resources/help/en_US/reference/metrics.html

Custom Traffic Variables (Props)

Custom Traffic variables are used to track page-by-page site traffic activity. Props do not persist between pages.

- Key applications of traffic variables:
 - Anytime that you wish to capture a value which can be associated with content and content hierarchy
 - Find 'most popular' of a specific value
 - Visibility into how users are pathing through your site pages or site sections
- Typically the site or app hierarchy is mapped into various traffic variables to gain insight into the content viewed or consumed by users
- Examples of traffic variables: Site Name, Page Name, Site Sections



Prop	Value
Site	adobe
Section	analytics
Sub Section	benefits
Page Name	adobe:analytics:benefits

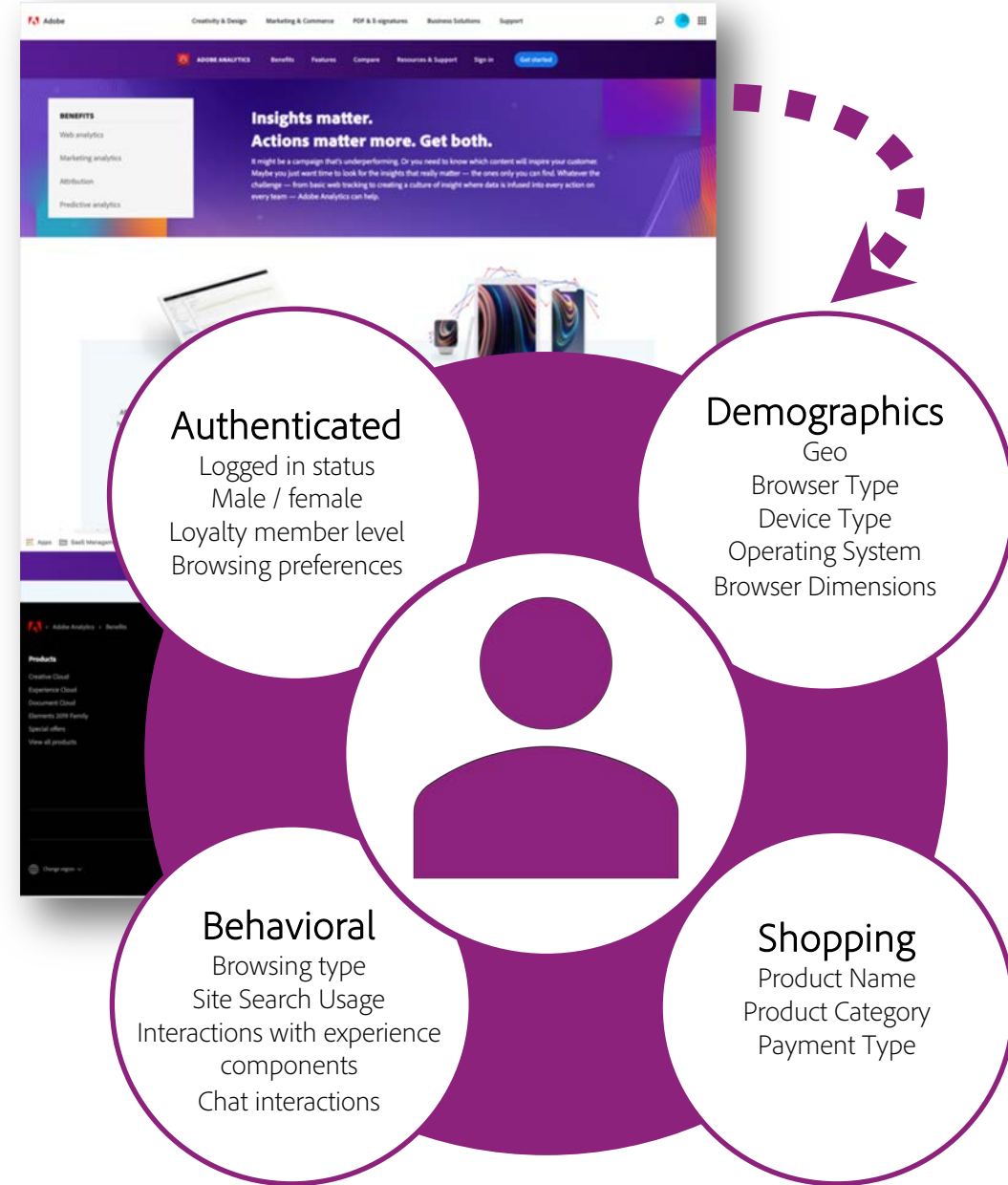
Additional detail: http://marketing.adobe.com/resources/help/en_US/reference/traffic_var.html



Conversion Variables (eVars)

Conversion variables are used to capture data during a user session of the attributes of a visitor

- These variables are unique because of their ability to **persist** for a period of time
- Values persist until:
 - It's overwritten by another value OR
 - It expires based on an action that was configured in the admin console to truncate
 - Expiration options include event expiration, visit expiration, or XX-day expiration and should be driven by the type of analysis that will be performed on that variable.
- These variables are primarily used to attribute credit of an action back to a specific attribute
- Every one of these variables becomes a REPORT in Adobe Analytics that can have events or segments added to them



Additional detail: http://marketing.adobe.com/resources/help/en_US/reference/conversion_var_admin.html

Conversion Variables (eVars)

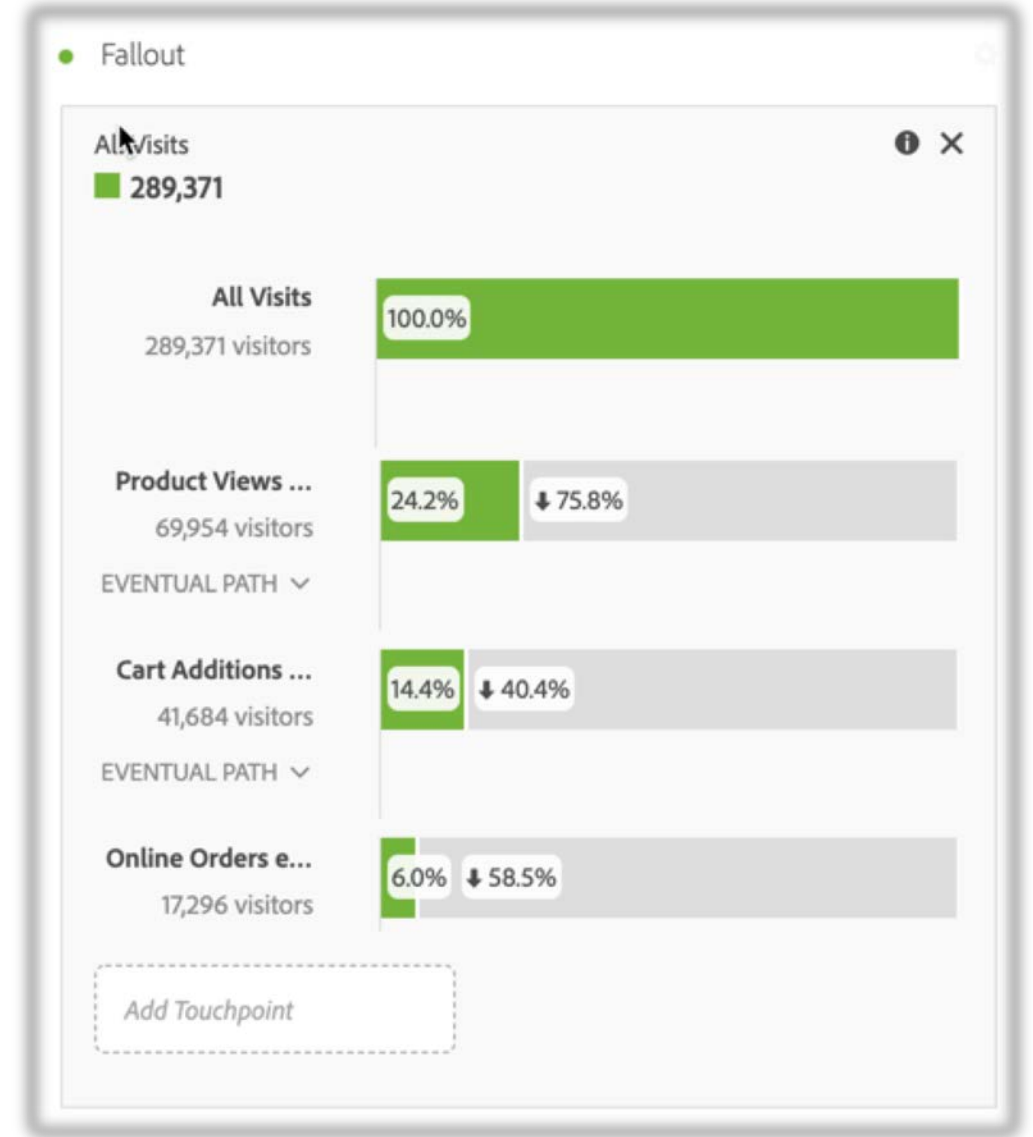
eVar	Page View 1	Page View 2	Page View 3	Page View 4	Page View 5	Page View 6
Headwear	Hat		No Hat			
Eyewear	Sunglasses			No Sunglasses		
Shirt	Rolled Sleeves			Long Sleeves		
Pants	Shorts				Long Pants	
Shoes	Loafers					
Accessories	None					MacBook



Conversion Events (event)

Conversion Events measure key actions or conversions that you want to record on your site.

- Events can be recorded as currency or numeric values, or simply as an incrementor / counter
- Events are most useful when added to conversion variable (eVar) reports. The eVar provides the qualitative information about what happened and the Event gives quantitative information about what happened.
- Key differences between conversion variables & custom events:
 - **Conversion variables tell us who or what affected conversion**
 - **Custom events measure how many conversions took place**
- Examples of conversion events: Orders, Application Starts, Leads, Revenue, Video Starts, Add to Cart



Additional detail: http://marketing.adobe.com/resources/help/en_US/reference/success_event.html

Conversion Events with eVars



Headwear	Occurrences	Orders
Hat	1	0
No Hat	1	1

Pants	Occurrences	Orders
Shorts	1	0
Long Pants	1	1

Eyewear	Occurrences	Orders
Hat	1	0
No Hat	1	1

Pants	Occurrences	Orders
Loafers	1	1

Shirt	Occurrences	Orders
Rolled Sleeves	1	0
Long Sleeves	1	1

Accessories	Occurrences	Orders
None	1	0
MacBook	1	1

Variables, Props & Events in Adobe Analytics

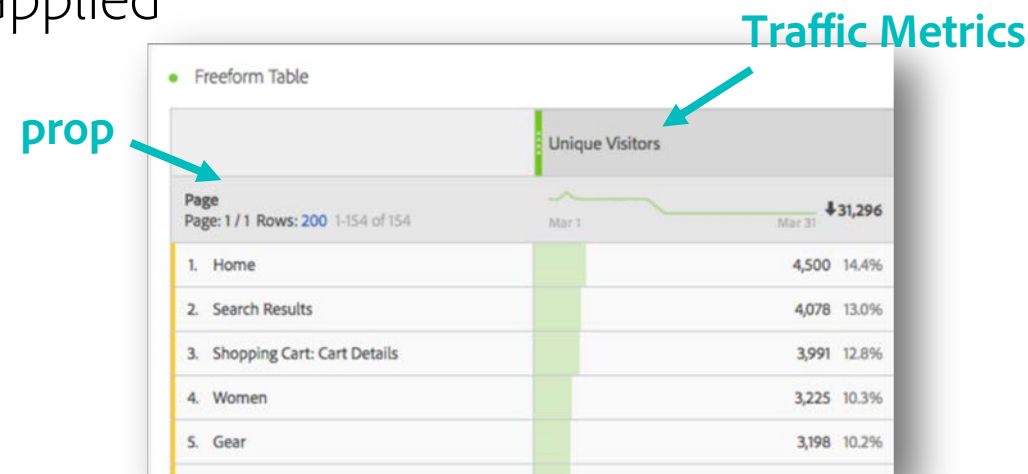
- Custom Variables (eVar) become **REPORTS** in Analytics where custom events become **METRICS** for those reports
- Custom Property (props) become **REPORTS** in Analytics where **TRAFFIC METRICS** can be applied

Values Passed into Variable

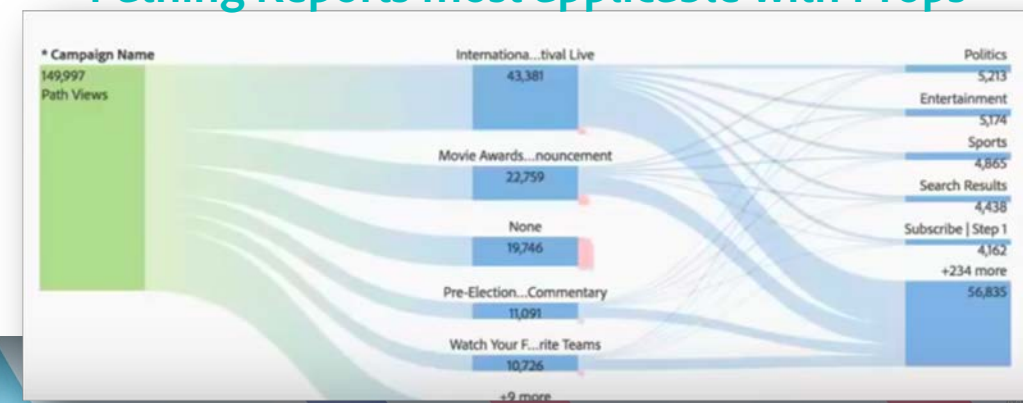
eVar (points to filter box)

Events (metrics) (points to 'Show Metrics' button)

Article Title	Article View	Unique Visits
1. WTFIT: PLAYLAB	4 19.0%	4 80.0%
2. NATURE AND I ARE ONE	3 14.3%	4 80.0%
3. TAKE LIGHTROOM ON YOUR NEXT SHOOT	2 9.5%	4 80.0%
4. CREATING A DIGITAL ID WITH ANALOG TOOLS	2 9.5%	4 80.0%
5. Table of Contents	2 9.5%	1 20.0%
6. 5 & 3/4 QUESTIONS: TYLER STABLEFORD	1 4.8%	4 80.0%
7. BEST OF BEHAVIOR: SERGEY KOVALENKO	1 4.8%	4 80.0%
8. WE ARE ALL ARTISTS: BECKY MURPHY	1 4.8%	4 80.0%
9. WTFIT: KONSTRUCTIV	1 4.8%	4 80.0%
10. WTFIT: BEN & MARK	1 4.8%	4 80.0%
11. BEST OF BEHAVIOR: ORLANDO AROCENA	1 4.8%	4 80.0%
12. BEST OF BEHAVIOR: POKEDSTUDIO, STUDIO PIGEON & BARBECUE	1 4.8%	2 40.0%
13. Cover	1 4.8%	1 20.0%



Pathing Reports most applicable with Props



Standard Adobe Analytics Documentation

Business Requirements Document

- The Business Requirements Document (BRD) is used to document the key business objectives and requirements
- Consulting will work with you to compile the BRD. The contents of this document depend on a number of factors, such as the nature of your site or application, and your business vertical (such as retail, media, travel, or lead gen)

Solution Design Reference

- The Solution Design Reference (SDR) is a companion document to the BRD where each individual requirement is mapped to variables and events
- The mapping between the two documents ensures traceability from the technical components that will be implemented back to the business requirements

Technical Specification Document

- This document is used as the standard guide for deploying Adobe Analytics on a given site. The document is divided into different sections, each of which describes a different component of the overall Analytics solution.
- It includes code snippets and syntax required to ensure complete deployment of the analytics solution

[illegible][illegible]

How many video views happened last month?

A. *Conversion (eVar)*

B. *Traffic (prop)*

C. *Event*

D. *A & C*

E. *B & C*



What was the most frequently searched for term on the site?

A. *Conversion (eVar)*

B. *Traffic (prop)*

C. *Event*

D. *A & C*

E. *B & C*



What page was viewed the most?

A. *Conversion (eVar)*

B. *Traffic (prop)*

C. *Event*

D. *A & C*

E. *B & C*



Which product sold the most?

A. *Conversion (eVar)*

B. *Traffic (prop)*

C. *Event*

D. *A & C*

E. *B & C*



2 ADOBE ANALYTICS TOOLS



ADOBE ANALYTICS TOOLS

Data Collection

Adobe Launch



Adobe Data Connectors



Data Insertion API

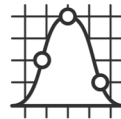


Reporting & Analysis

Analysis Workspace



Reports & Analytics



Data Workbench



Data Export

Report Builder



Data Warehouse



Data Feeds & Livestream



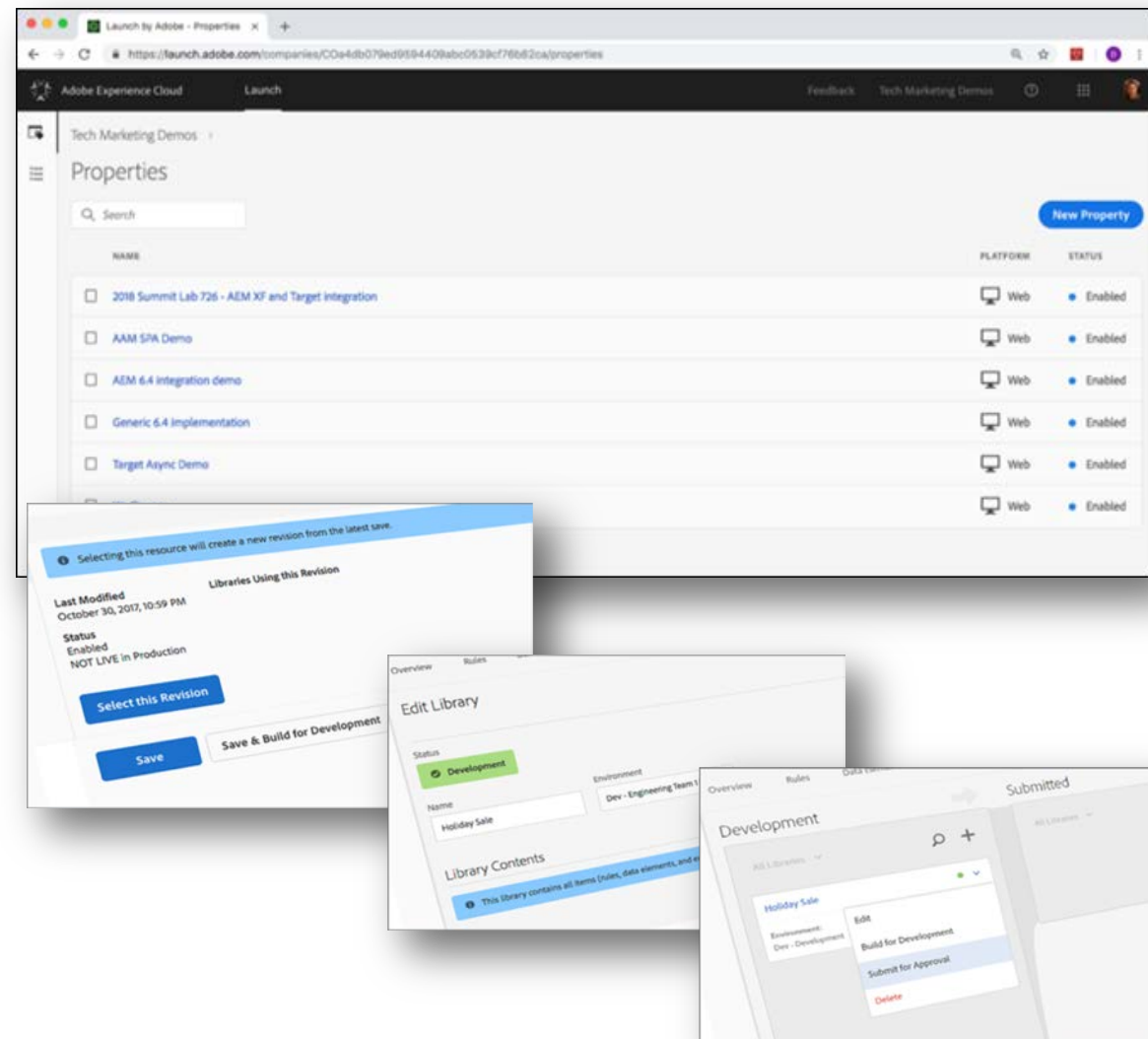
Reporting API





Data Collection – Adobe Launch

- Best in class data collection platform provided by Adobe for all Analytics customers
- All in one support for native mobile, OTT, & web within a single SDK
- Marketer-configured data collection directly into Adobe Analytics through your company's data layers





Data Collection – Adobe Data Connectors

- When you engage with a 3rd-party provider that has built a supported connection with Adobe Analytics
- Data Connectors typically incorporate summary-level data into Adobe Analytics permanently and automatically, on a recurring basis

The screenshot displays the Adobe Data Connectors interface. The top section shows a grid of available connectors, including:

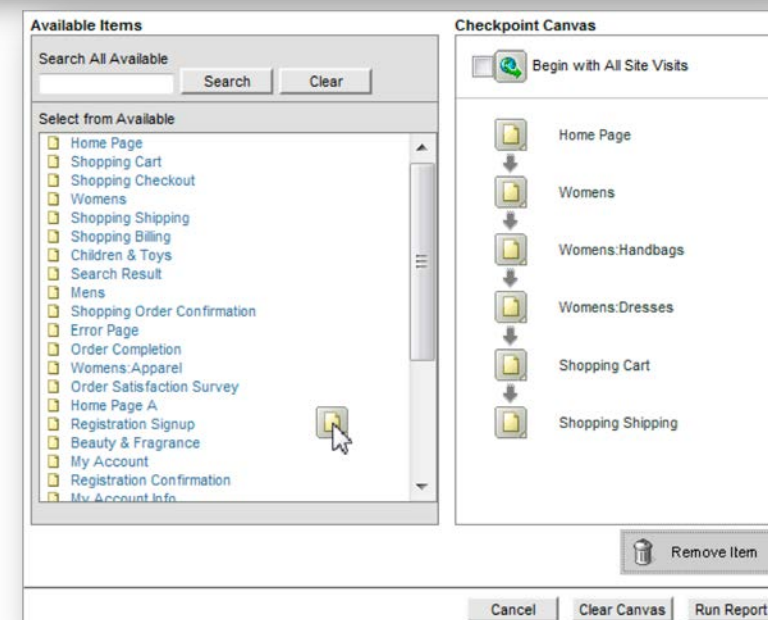
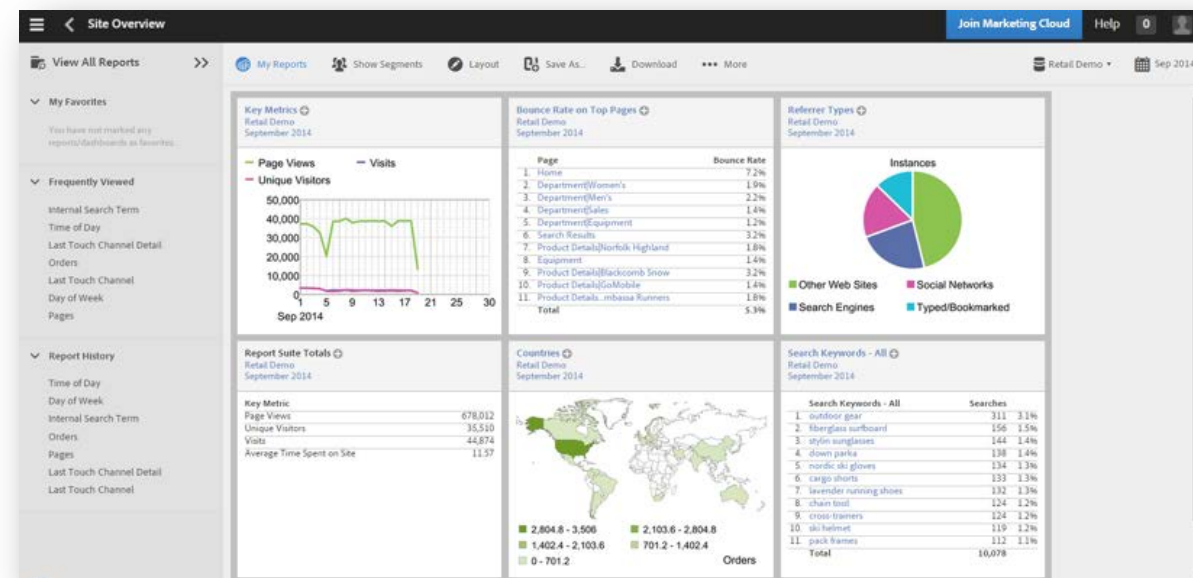
- AppsFlyer Extension for Launch by Adobe (Mobile)** by AppsFlyer: The world's leading data-driven marketers rely on AppsFlyer for independent measurement solutions and innovative tools to grow their mobile business.
- Adverity Datatap** by Adverity: Next generation marketing analytics and ETL platform. Collect your data from anywhere, create a clean data stack and get actionable insights.
- Decibel Connector for Adobe Analytics** by Decibel Insight: Integrating Adobe Analytics with Decibel unlocks intelligent experience data of what happens in between the clicks for your Adobe audience segments.
- TV2Web Uplift-Analyse Dashboard** by Data Croft: Optimize TV-flights, identify combinations of TV-spot meta data with biggest potentials, increase website traffic, optimize marketing activities, reach conversion goals.
- Marketo - Adobe Analytics Integration** by Put it Forward: Put it Forward® is the solution that Marketo® users look to for help with effective analytics integration through Adobe Analytics®.
- Oracle Marketing Cloud Adobe Analytics Integration** by Put it Forward: Put it Forward® is the solution that Oracle® Marketing Cloud users look to for help with effective analytics integration through Adobe Analytics®.
- TV Push2Web Service** by Data Croft: Real-time integration of all your TV-spot information into Adobe Analytics: Compare marketing channels, create a TV audience, increase efficiency of marketing activities.
- Qualtrics 2.0 for Adobe** by Qualtrics, LLC: Qualtrics survey-based understanding of customer decisions throughout an

The bottom section shows a detailed view of the **Geometrix Brightedge** connector. The interface includes a "Data Connectors" header with a "+Add New" button. Below this, a list of connectors is shown, with "Geometrix Brightedge" selected. The "Viewing: Geometrix Brightedge (Geometrix Training)" section includes "Support" and "Configure" tabs. The "Integration Settings" section shows a progress bar with "1" and the "General Settings" section, which includes fields for "Report Suite" (adu-sb-master), "Name" (Geometrix Brightedge), "Email" (hote176@adobe.com), and "Description".



Reports & Analytics

- Reports & Analytics has been the flagship Adobe data reporting tool for years
- All of the custom variables and events are organized in an easy to find menu system to answer your day questions
- Commonly accessed reports will be saved as well as the ability to 'favorite' your customized reports





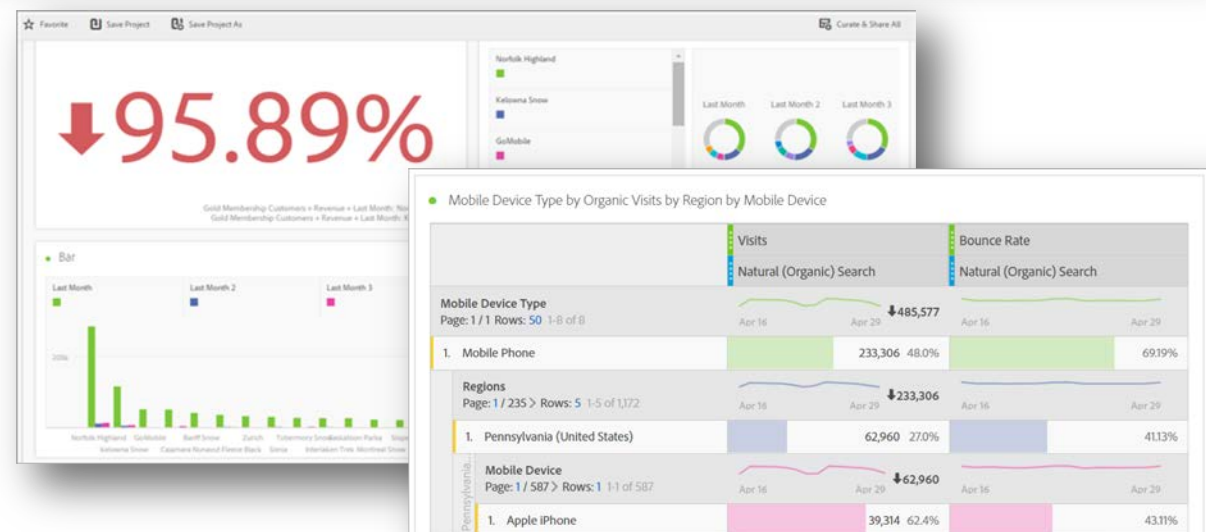
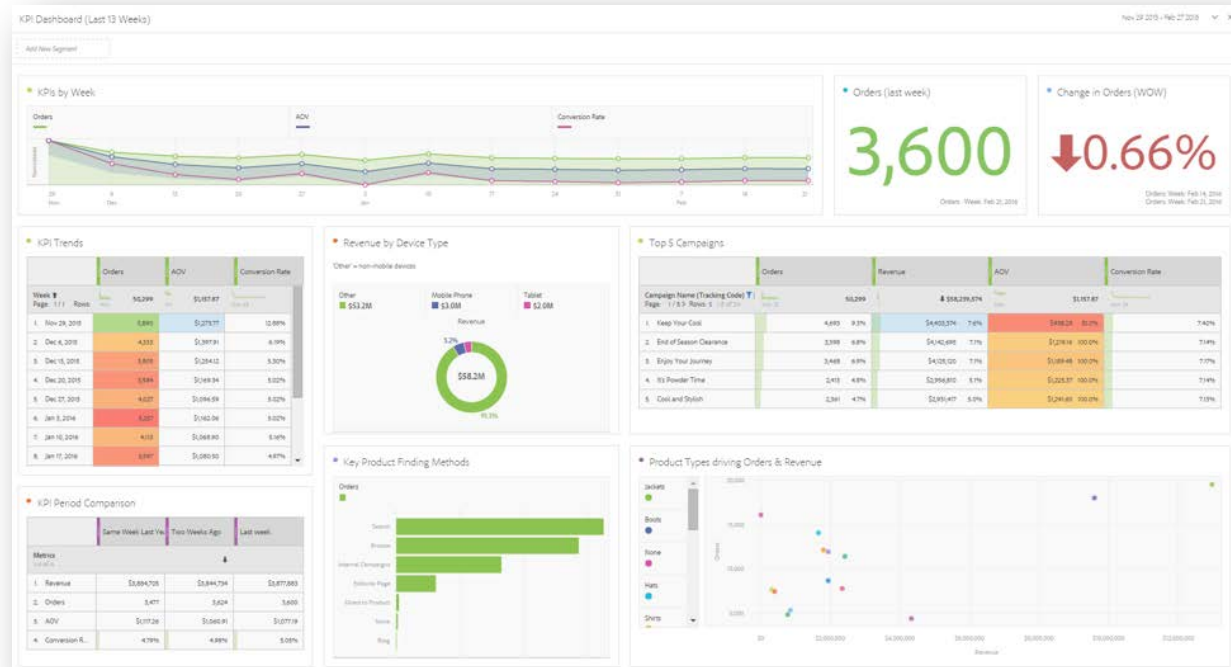
Analysis Workspace

Analysis Workspace provides an interactive canvas where analysts & marketers can build queries on-the-fly, and collaborate with peers. It is the recommended interface for all analytics needs.

Features & Benefits include:

- Improved query speed and performance
- Unlimited sub-relations & side-by-side segment comparisons
- Interactive queries with drag & drop functionality
- Interactive visualizations
- Ability to collaborate with peers on projects
- Ability to curate projects and then share with non-analysts, making analytics more approachable than ever
- Additional features being added with each release

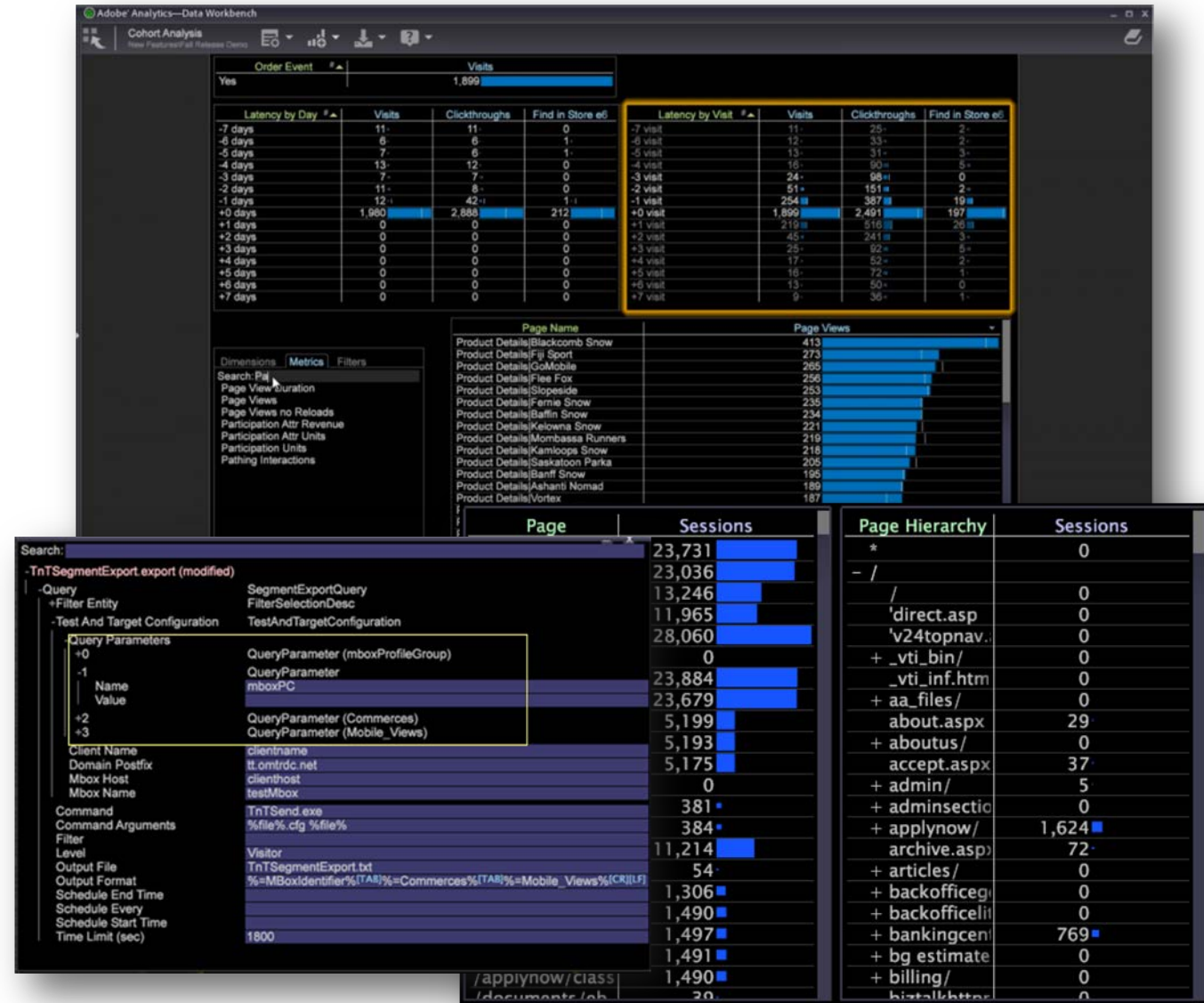
Additional detail: https://marketing.adobe.com/resources/help/en_US/analytics/analysis-workspace/home.html

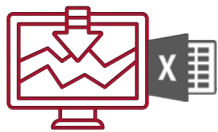




Data Workbench

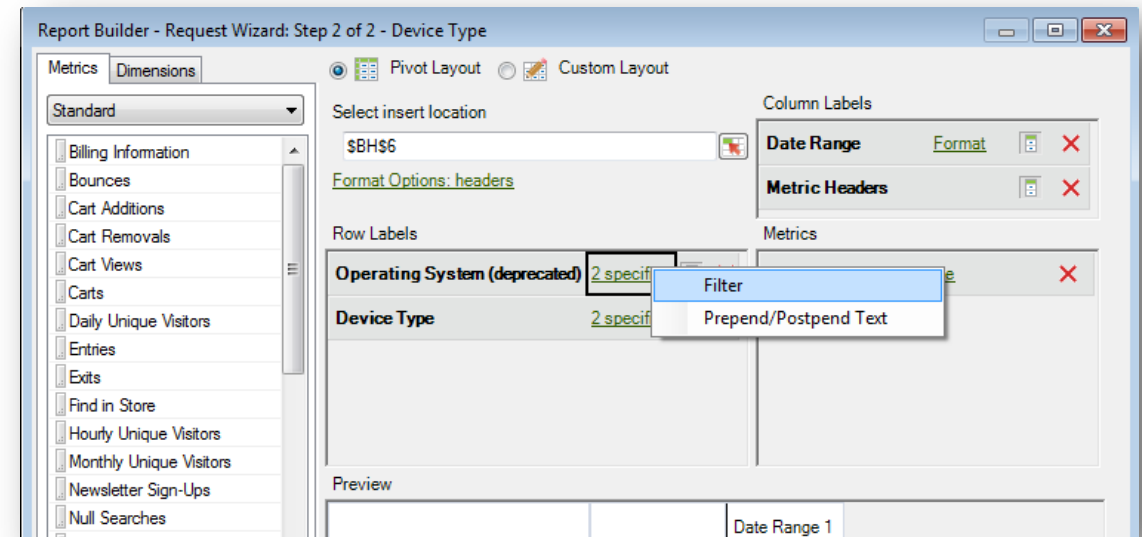
- Flexible multi-channel capabilities designed to process & analyze data from online and offline customer interactions across all experiences of web, CRM, POS, and other data types
- Interactive reports in Data Workbench let you analyze and react to pertinent statistical information to monitor activity and predict customer trends.
- Algorithmic attribution modeling capabilities to see the impact of each marketing touch





REPORT BUILDER

- Report Builder is an Excel Add-in that is part of the Adobe Analytics product set
- It brings Adobe Analytics data directly into Excel, making it easy for users to work with data they know in an application that is very familiar
- The tool offers more flexibility than the R&A interface allowing users to manipulate data & build highly customized reporting
- Report Builder reports can be scheduled to update data sets & deliver to stakeholders on a recurring basis





DATA WAREHOUSE

- Access variables otherwise hidden in the UI – IP address, Experience Cloud ID, Analytics Visitor ID, Page URL)
- Access more granular data than the UI (denormalized table view)
- Download data in a format suitable for a Pivot Table input
- Input Adobe data into a 3rd-party data visualization tool (slightly summarized, and not hit-level)
- Access all unique dimension values if you are running into “Low Traffic” in Adobe Analytics

Data Warehouse Request Manager

Request Name:

Reporting Date

Select either a custom or preset date range. The preset range is relative to the date the report is generated. Also choose the level of granularity desired for the report.

☐ Custom: 01/01/19 To: 01/31/19

☒ Preset: Last month

Granularity: None

Build Report

Select items contained in the menus below by using the check box or dragging them to the headers in the preview below. The preview shows a visual depiction of the report you've defined.

Available Segments

- None
- Genesis Remarketing - Cart Abandonment
- Genesis Remarketing - Cart Abandonment
- Genesis Remarketing - Product Purchases
- Genesis Remarketing - Product Purchases
- Genesis Remarketing - Product Views
- Genesis Remarketing - Product Views
- Merch Cat Instance Exists

Manage Segments

Items

Breakdowns

Standard Custom Segments

Search Breakdowns

- ☐ 3rd ID (Tnt)
- ☐ Active Dates (Tnt)
- ☐ Analytics Reporting (Tnt)
- ☐ App - Payload ID

Report Preview

Site: Geomatrix Training

Date: 01/01/19 - 01/31/19

Segment: None

[Empty]

Data Warehouse Request Manager

Most Recent Requests

Priority	Report Name	Segment	Requested By (login)	Request Date	Status	
1	Organic - only Google	Natural Search Engines - Google	raghavac@adobe.com	2019-02-25	Error	Duplicate
2	Campaign ID and Revenue	Campaign ID Exits	raghavac@adobe.com	2019-02-24	Complete	Duplicate
3	Device Type Mobile Yearly	Device Type: Mobile	raghavac@adobe.com	2019-02-21	Complete	Duplicate
4	Test Request	Device Type: Mobile	raghavac@adobe.com	2019-02-21	Complete	Duplicate
5	Organic Experience ID	Hits from Natural Search	raghavac@adobe.com	2019-02-19	Error	Duplicate
6	Experience Cloud ID	Campaign ID Exits	raghavac@adobe.com	2019-02-19	Complete	Duplicate
7	Test	Genesis Remarketing - Product Views	npurohit@adobe.com	2019-02-12	Complete	Duplicate
8	My report	Genesis Remarketing - Cart Abandonment, Genesis Remarketing - Product Purchases, Genesis Remarketing - Product Views	hote226@adobe.com	2019-02-08	Complete	Duplicate
9	IP and Visits test		mikmoshi@adobe.com	2019-01-29	Complete	Duplicate
10	Test-vikram		hote475@adobe.com	2019-01-23	Complete	Duplicate

< Prev | 1 2 3 4 | Next > Go to page: 1 Go

Search by Report Name or Login: Search Reset



Data Feeds

- Raw data feed log files allow for batch sets of data to be sent to an FTP location for customers
- Customers can then use an ETL process to import their web or app experience data into an internal data warehouse for additional processing, merging and custom application development

Data Feeds

Feeds

Jobs

> Report Suites (0)

27

> Feed ID (0)

36

> Status (0)

5

> Start Time (0)

7

> Completion Time (0)

7

> Requested Date (0)

7

Search By Name

<input type="checkbox"/>	FEED NAME	START TIME	RUNNING TIME	STATUS	COMPLETION TIME
<input type="checkbox"/>	Ray Test Pending	Jan 6 2017 10:33 PM	00 01:00:00	Pending	Jan 6 2017 3:36 PM
<input type="checkbox"/>	Ray Test Pending	Jan 6 2017 10:21 PM	00 01:00:00	No data	Jan 6 2017 3:36 PM
<input type="checkbox"/>	Ray Test Pending	Jan 6 2017 10:09 PM	00 01:00:00	No data	Jan 6 2017 3:36 PM
<input type="checkbox"/>	Ray Test Pending	Jan 6 2017 9:57 PM	00 01:00:00	No data	Jan 6 2017 3:36 PM
<input type="checkbox"/>	Ray FTP #5	Jan 6 2017 8:57 PM	00 01:00:00	No data	Jan 6 2017 3:36 PM
<input type="checkbox"/>	SFTP Jan 6	Jan 6 2017 8:57 PM	00 01:00:00	Running	Jan 6 2017 3:36 PM
<input type="checkbox"/>	SFTP Jan 6	Jan 6 2017 8:57 PM	00 01:00:00	Failed:	Jan 6 2017 9:03 PM
<input type="checkbox"/>	SFTP Jan 6	Jan 6 2017 8:57 PM	00 01:00:00	Failed:	Jan 6 2017 9:03 PM
<input type="checkbox"/>	SFTP Jan 6	Jan 6 2017 8:57 PM	00 01:00:00	Failed:	Jan 6 2017 9:01 PM



Live Stream

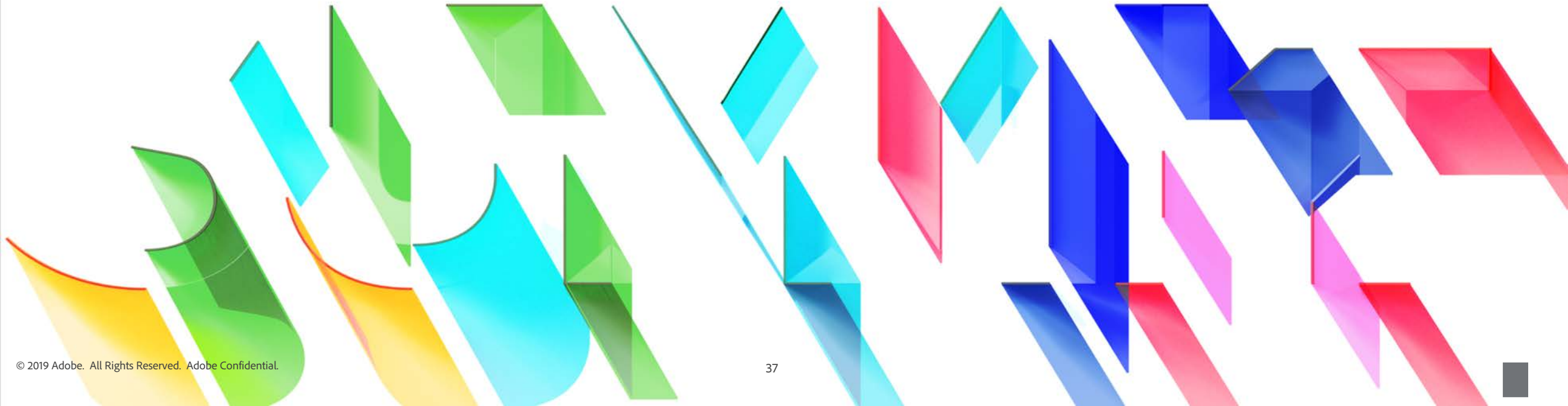
- Fastest accessible data in Adobe's system – within seconds of collection from the experience
- Unprocessed, unfiltered, and raw hit-level data for real-time dashboarding, or power recommendation and personalization engines

```
31
32
33 public String request() throws IOException {
34     Log.debug("initiating request for token");
35     Credentials credentials = new Credentials();
36     URL url = new URL(credentials.getTokenServerUrl());
37     String postData = "grant_type=client_credentials";
38     String basicAuth = this.clientId + ":" + this.clientSecret;
39     HttpURLConnection connection = (HttpURLConnection) url
40         .openConnection();
41     connection.setReadTimeout(10000);
42     connection.setConnectTimeout(10000);
43     connection.setRequestProperty("Authorization", "Basic "
44         + new BASE64Encoder().encode(basicAuth.getBytes()));
45     connection.setRequestMethod("POST");
46     connection.setRequestProperty("Content-Type",
47         "application/x-www-form-urlencoded");
48     connection.setDoOutput(true);
49     connection.getOutputStream().write(postData.getBytes());
50     Log.debug("HTTP response code " + connection.getResponseCode());
51
52     if (connection.getResponseCode() == HttpURLConnection.HTTP_OK) {
53         StringBuffer response = new StringBuffer();
54         BufferedReader reader = new BufferedReader(new InputStreamReader(
55             connection.getInputStream(), "UTF-8"));
56         String line;
```

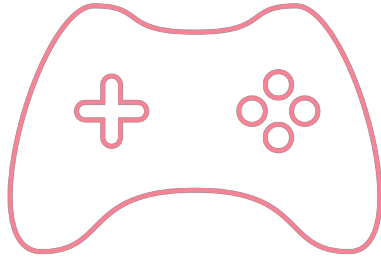

Adobe Analytics Tools Cheat Sheet

Tool		Description	Use this When...
Data Collection	Launch	Next-generation tag management platform that gives customers a simple way to deploy and manage all of the analytics, marketing, and advertising tags necessary to power relevant customer experiences.	When deploying and managing Analytics, Target, Audience Manager and other 3rd party tags.
	Data Connectors	Let you import tracking data from third-party applications directly into Analytics, so you can gather and use data from one central location.	When need to import data from 3rd parties (e.g. email providers, survey tool, etc.).
	Data Insertion API	Programmatically link your applications into Data Sources. This eliminates the need for an intermediary FTP server, and transfers data via HTTP, SOAP, and REST	When offline or other data sets need to be synced with Analytics data.
Reporting & Analysis	Analysis Workspace	A robust, flexible canvas for building custom analysis projects. Drag-and-drop any number of data tables, visualizations, and components including: dimensions, metrics, segments, and time granularities.	Whenever analysis, reporting, or insights are needed.
	Reports & Analytics	A hosted, subscription-based solution for real-time reporting and analysis. (Many still call it "Omniure" or "SiteCatalyst")	When beginners need an easy to navigate tool with pre-built reports
	Data Workbench	A highly-flexible, powerful, multi-channel capabilities designed to collect, process, analyze, and visualize data from online and offline customer interactions across all types of web, CRM, POS, and other data types.	When multi-channel dataset of online and offline interactions needs to be tied to together in a flexible, single interface.
Data Export	Report Builder	A custom built add-in for Microsoft Excel that lets you build customized requests from reporting and analytics data, which you can insert into your Excel worksheets.	When complex, Excel-based reporting and dashboard is needed.
	Data Warehouse	A copy of raw Analytics data for storage and custom reports, which you can run by filtering the data.	When large data sets not obtainable via AW or R&A is needed (e.g. Visitor ID)
	Data Feeds	Delivery of batched, raw data on a recurring daily or hourly delivery schedule.	For raw data exports for use in other databases and tools
	Livestream	Unfiltered, unprocessed, raw data as soon as it's available from Adobe's servers within near real-time milliseconds.	When custom data visualizations and applications are needed for real-time reporting

3 Adobe Tools in Action



Customer Success Stories – Report Automation & Data Visualization



Customer Profile

- One of the largest video game developers, publishers, and distributors
- Published close to a hundred games a year
- Each game had a custom section of the site to promote it with unique look and feel for the intended audience

Challenge

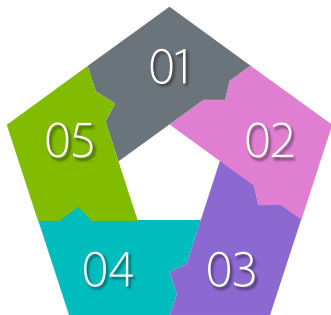
- Automate reporting and visualization of large amounts of data sets
- How to consistently report KPIs across disparate business units, designers, labels & game titles
- Reduce time to value for analysts to gain insights

Results

- Engaged with key stakeholders to define tiered KPIs that will translate appropriately between businesses
- Leveraged Adobe Report Builder to build an excel-based dashboard that would run 750+ data queries a week and summarize all of the data into a visually-rich dashboard
- Reduced hours required for data pulling by 60 hrs./week

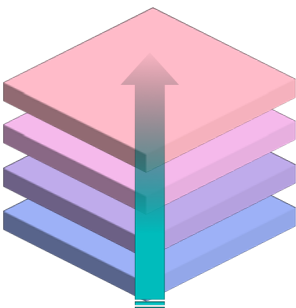
Customer Success Stories – Report Automation & Data Visualization

Analytics Cycle



- 1. Define
- 2. Design
- 3. Deploy
- 4. Analyze
- 5. Act

Value Framework

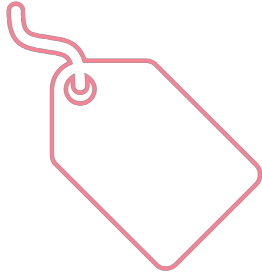


- Modeling
- Insights
- Reporting
- Data Integrity

Tools Leveraged: ReportBuilder



Customer Success Stories – Data Integrity



Customer Profile

- Iconic retail and fashion brand who designs, develops, and sells apparel, shoes, and accessories
- Company has extensive digital customer experiences as well as physical locations for customers to visit for an in-person experience

Challenge

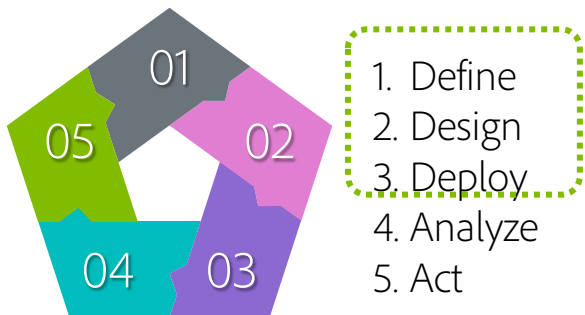
- Company wants to personalize the digital experiences based on offline CRM and Point of Sale data
- Company lacks consistent data collection strategy and businesses operate in a silo
- Feeling immense pressure of changing retail industry

Results

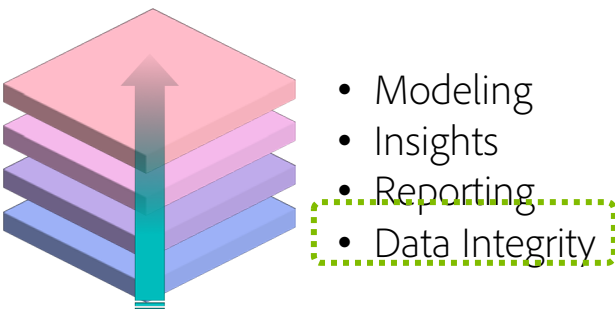
- Migrated from 3rd party Tag Management System to Adobe Launch
- Established a data governance Center of Excellence to ensure data is consistent, valid and reliable
- Configured and set up Data Feeds and Live Stream data to internal data warehouse to inform personalization engine

Customer Success Stories – Data Integrity

Analytics Cycle



Value Framework



Tools Leveraged: Launch, Data Connectors, & Documentation

Site KPIs

Site Conversion

Every website must have a business objective that can be measured by two levels of conversion on the website

Two conversion events will be allocated to each business user based on significance of conversion

Tier 1 Conversion:

Landing Page View, Introductory Content Viewed

Tier 2 Conversion:

Coupon Download, Email Signup, Customer Registration, Lead Generated, Deep Content viewed (educational only sites), Content Download,

Tier 3 Conversion:

Product Purchase, Partner Referral

Site Engagement

Engagement can be defined as 'users interacting with the website'
Abbott websites will use a combination of the following metrics to measure engagement

1. Page Views per Unique Visitor
2. Average Visitor Time on Site

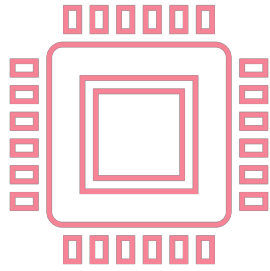
12 Analytics Solutions

Conversion and Engagement will be measured against 12 different Analytics Solutions per website:

- ✓Content Hierarchy
- ✓External Channel Measurement
- ✓Site Search
- ✓Advanced Download Tracking
- ✓Geo-Segmentation
- ✓Time Parting
- ✓Lead Capture
- ✓Self Service Support
- ✓Page Valuation
- ✓Internal Campaign Optimization
- ✓Product Category Optimization
- ✓Partner Referrals

Strict Implementation Requirements are set aside for each solution and support will be given to website owners throughout the implementation process

Customer Success Stories – Data Analysis



Customer Profile

- Global electronics manufacturer
- Designs, distributes and sells directly to customers
- Appliances, Cell Phones, Televisions, Personal Computers and more

Challenge

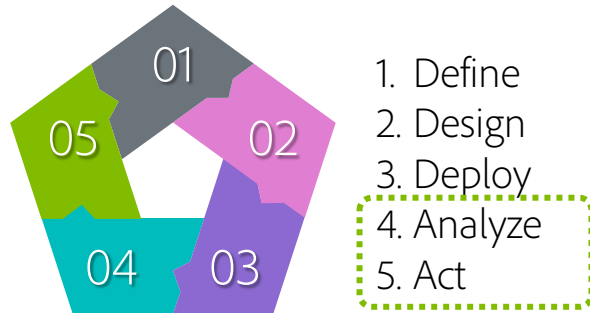
- Company was redesigning entire web experience focusing more on D2C and customer purchasing
- Desired data driven approach to design and UX features being recommended from design agency

Results

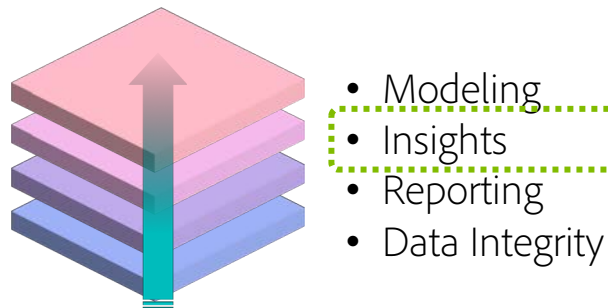
- Full site analysis completed using Analysis Workspace
- 14 new high value customer segments were identified between various loyalty membership levels, geographical region, and device-data
- Parts of redesign were significantly modified to retain elements of site experience due to KPI performance

Customer Success Stories – Data Analysis

Analytics Cycle



Value Framework



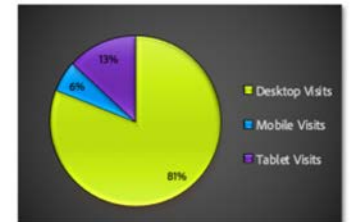
Tools Leveraged: Analysis Workspace

Analysis Overview & Framework

- Analysis on [redacted] was performed to provide recommendations on what types of behavior was recorded before someone converted (Defined as Where to Buy Clicks)
- The US, Brazil and German versions of the site were analyzed, the different data sets are indicated with country flags on the slide/tables

Summary Metrics – US Visits by Platform

- Users on the US Site primarily used Desktop throughout the year
- However, Mobile & Tablet both had a significant growth when comparing year over year metrics:
 - Mobile grew from 156,198 to 268,414 = 72% Growth
 - Tablet grew from 406,116 to 762,766 = 88% Growth
- Insight:**
 - The new design should be mobile/tablet device friendly to help accommodate this growing segment of user population on the website



SUMMARY AND NEXT STEPS

1

Data Collection

- Adobe report suites
- Adobe variable types: eVar, prop, events
- Documentation: BRD, SDR, Tech Spec

2

Analytics Tools

- Data Collection: Adobe Launch, Data Connectors
- Reporting & Analysis: Reports & Analytics, Analysis Workspace, Data Workbench
- Data Export: ReportBuilder, DataWarehouse, Data Feeds, Live-Stream

3

Adobe Tools in Action

- Analytics cycle
- Value framework

Experience Success expert zone at the Adobe booth.

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