



S130 - 2019 Resolution: Cut Down on Fatty Clicks

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The aggregation of small gains

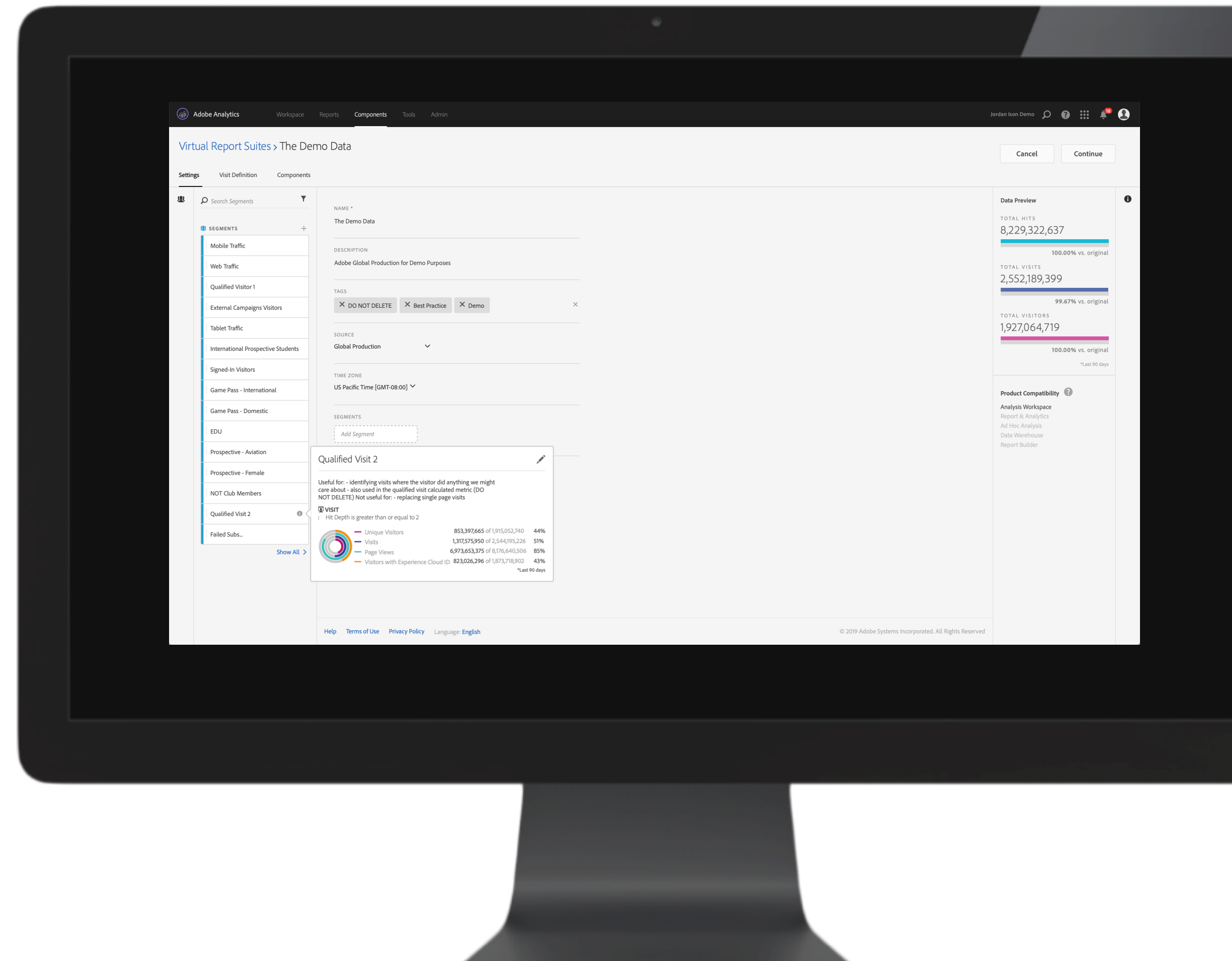
- We need to shave clicks everywhere we can
- We need to save energy wherever possible
- We want max power from each action
- Optimize consumption for our stakeholders

5 Step Workflow

- Curate
- Design
- Validate
- Visualize
- Publish

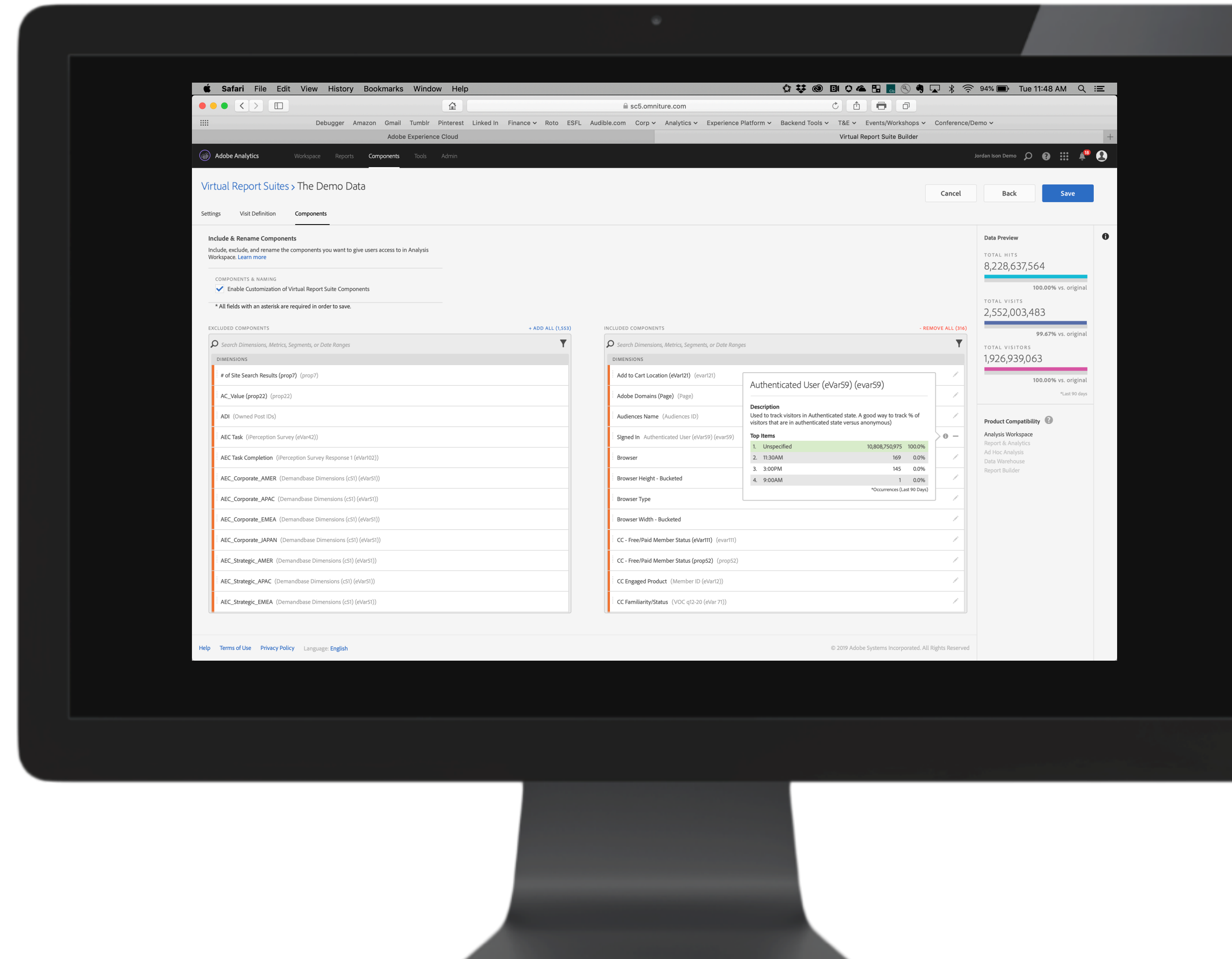
Curate - Virtual Report Suite overview

- Organize data by team or need
- Apply logic for that team
- Make the data friendly



Curate - VRS review

- A VRS is a discrete subset of data
- It's always a 'Child' to the Parent Report Suite
- Build it for need, for speed



Curate - saving more clicks

- Set as Landing
- Project curation
- Templates
- Naming conventions
- API

2 clicks to access your primary workspace project

Reports

> My Favorites

> Frequently Viewed

> Report History

Referring Domains

Referrer Types

Search Reports

Global Production

Site Metrics

>

Site Content

>

Mobile

>

Paths

>

Traffic Sources

>

Campaigns

>

Products

>

Visitor Retention

>

Visitor Profile

>

Custom Conversion (eVars)

>

Custom Traffic (props)

>

Adobe Target

>

Data Connectors

>

Marketing Channels

>

Media

>

My Recommended Reports

Key Metrics

Page Views

Visits

Visitors

Time Spent per Visit

Time Prior to Event

Purchases

Shopping Cart

Custom Events

Bots

Real-Time

Help

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0 clicks after 'set as landing page'

Adobe Analytics

Workspace

Reports

Components

Tools

Admin

Jordan Ison Demo

Summit 2019 Demo

Project

Edit

Insert

Components

Share

Help

New

Open...

Save

Save As...

Save As Template...

Set As Landing Page

Refresh Project

Download CSV

Download PDF

Project Info & Settings

METRICS

Orders

Visits

Revenue

Unique Visitors

Page Views

SEGMENTS

Mobile Traffic

Web Traffic

Tablet Traffic

All Visits

21-50 Days

What is Analysis Workspace?

Analysis Workspace is a tool for answering your business questions.

Examples of the Freeform table, which is a pivot function. This tool is built for *stream of thought analysis, reporting, and dashboarding*.

I want see metric for dimension by segment.

Drop a Segment Here (or any other component)

Last 4 full weeks
Feb 23 2019 - Mar 22 2019

Where is my traffic coming from?

Use segments to compare two different device types, or other value segments.

I want to see green (metric) by orange (dimension).

Referrer Type

Page: 1 / 1 Rows: 10 1-5 of 5

Visits

Feb 23

Mar 22

878,357,292

1. Typed/Bookmarked

739,222,547

84.2%

2. Search Engines

43,285,576

4.9%

3. Other Web Sites

35,753,379

4.1%

4. Social Networks

3,692,371

0.4%

5. Hard Drive

3

0.0%

Are we paying for them? And what are the top 5 email campaigns? How about YoY?

Paid Channels Traffic Trended

What are my top pages by product segment?

SafariFileEditViewHistoryBookmarksWindowHelp

sc5.omniture.com

DebuggerAmazonGmailTumblrPinterestLinkedInFinance▼RotoESFLAudible.comCorp▼Analytics▼Experience Platform▼Backend Tools▼T&E▼Events/Workshops▼Conference/Demo▼

Adobe Experience CloudVirtual Report Suite Builder

Adobe AnalyticsWorkspaceReportsComponentsToolsAdminadobe-demo-americas-19

Adobe.com demo★Global Production▼

ProjectEditInsertComponentsShareHelp

mark

Dimensions

Marketing Channel

Product SKU Route to Mar... (F)

Custom Marketing Channel (...)

Time Parting Day of We... (Ti...)

Displaying Limited Results ⓘ

Show all Components

Curated Components

DIMENSIONS 29METRICS 25SEGMENTS 8DATE RANGES 0

CancelRemove CurationDone

Let's look at basic Attribution

What is driving conversion?

Virtual Analyst

Virtual Analyst - Contribution Analysis

+

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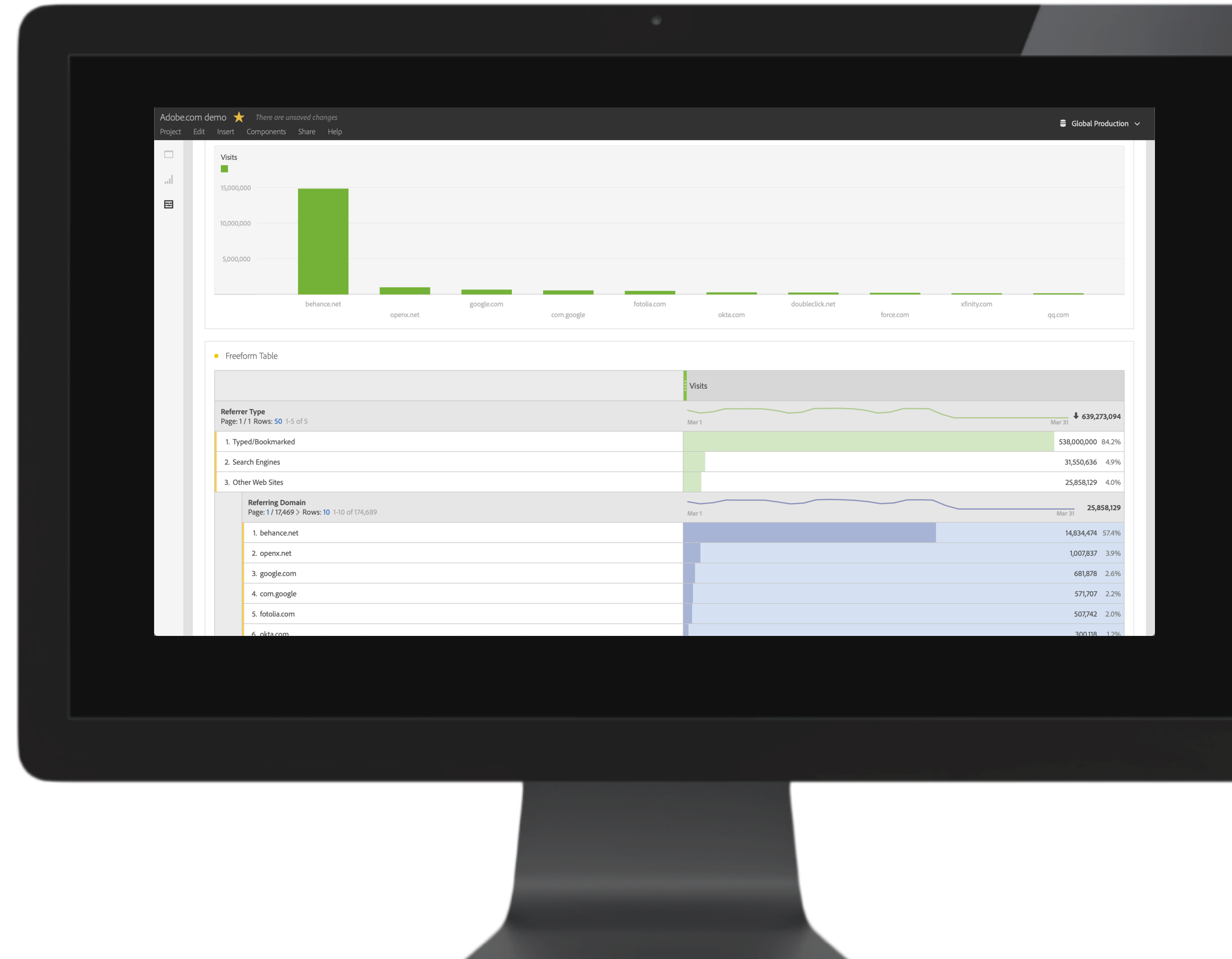
VRS value case

- Use of VRS to save *50 hours of work for a single reporting entity
 - At 100k FTE
 - Using 50 weeks as a working period
 - That reallocates or saves \$2,000 worth of time over one year
- Freed up 40+ hours of time for opportunity/discovery
- Never have to do that job again
- Scale across an enterprise of 10-20 reporting entities
- Represents an opportunity of \$20k-40k of reallocated value or 1000 hours of resource time

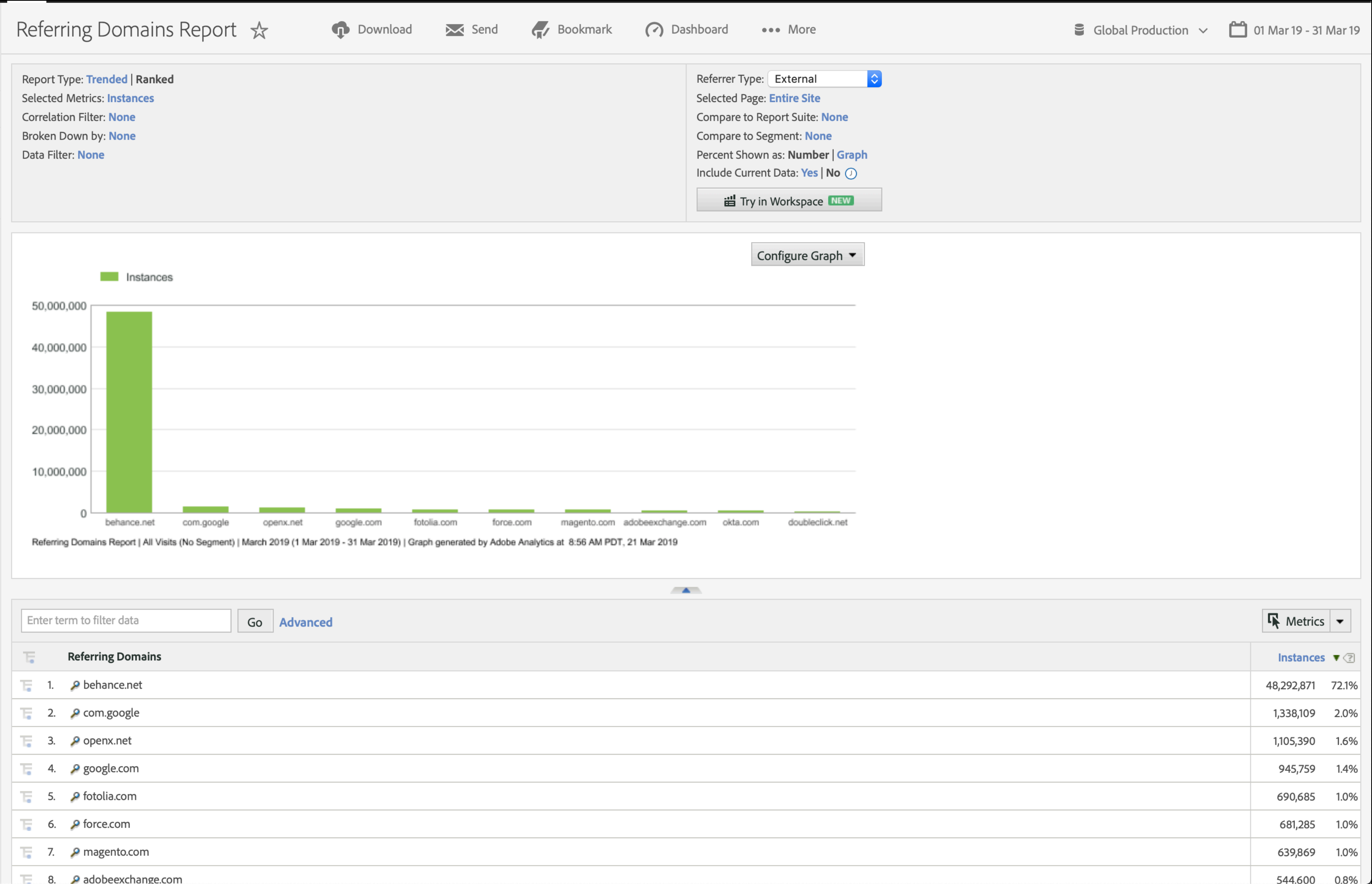


Design - better, faster, more

- Workspace is significantly better
- Answer your business questions
- Shortcut for query design



10 clicks to get this report



Enter term to filter data

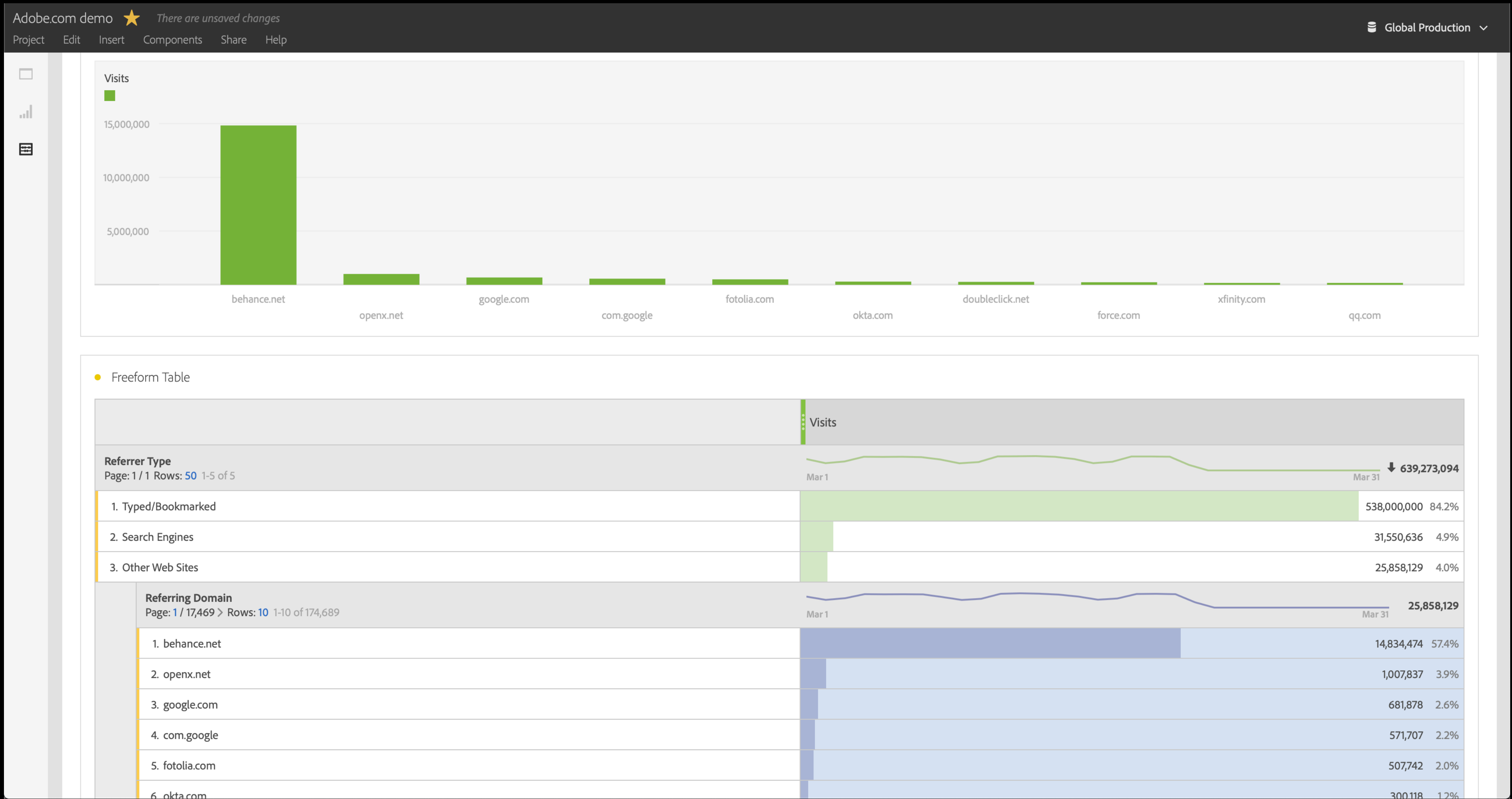
Go

Advanced

Metrics ▾

Referring Domains	Instances ▾ ⓘ
1. behance.net	48,292,871 72.1%
2. com.google	1,338,109 2.0%
3. openx.net	1,105,390 1.6%
4. google.com	945,759 1.4%
5. fotolia.com	690,685 1.0%
6. force.com	681,285 1.0%
7. magento.com	639,869 1.0%
8. adobeexchange.com	544,600 0.8%

6 clicks to get this report



4 clicks to filter my panel for Mobile Orders

Summit 2019 Demo

There are unsaved changes

Global Production

Project

Edit

Insert

Components

Share

Help

Search Components

DIMENSIONS

Marketing Channel

Referrer Type

Page

Mobile Device Type

Product Segment

Show All

METRICS

Orders

Cart Additions

Visits

Revenue

Unique Visitors

Show All

SEGMENTS

Web Traffic

Mobile Traffic

What is Analysis Workspace?

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Examples of the Freeform table, which is a pivot function. This tool is built for *stream of thought analysis, reporting, and dashboarding.*

I want see metric for dimension by segment.

Mobile Device Type

Metric

Mobile Phone

Orders exists

Drop a Segment Here (or any other component)

Last 4 full weeks

Feb 23 2019 - Mar 22 2019

Where is my traffic coming from?

Use segments to compare two different device types, or other value segments.

I want to see green (metric) by orange (dimension).

Referrer Type

Page: 1 / 1 Rows: 10 1-4 of 4

Visits

Feb 23

Mar 22

20,476

1. Typed/Bookmarked	8,496	41.5%
2. Search Engines	7,278	35.5%
3. Other Web Sites	2,138	10.4%
4. Social Networks	503	2.5%

Are we paying for them? And what are the top 5 email campaigns? How about YoY?

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15 clicks to create and apply the segment

Segment Builder

CancelSaveSave As

Search Components

DIMENSIONS

Marketing Channel

Referrer Type

Referring Domain

Mobile Device Type

Page

Show All >

METRICS

Orders

Visits

Revenue

Page Views

Trial Downloads (event14)

Show All >

SEGMENTS

Mobile Traffic

Web Traffic

USA

Mobile Hits

Email Remarketing Value Segment

Show All >

TIME

Last 30 days

TITLE *

Mobile Devices with Orders

DESCRIPTION

Enter a description for this segment

TAGS

Add Tags

DEFINITION *

ShowHit

Orders

is greater than or equal to

1

And

Mobile Device Type

does not equal

Other

☐ Make this an Experience Cloud audience (for Global Production)

* All fields with an asterisk are required in order to save.

Owner: Jordan Ison

Last Modified: Mar 27 2019

Unique Visitors0 of 0 %

Visits0 of 0 %

Page Views0 of 0 %

Visitors with Experience Cloud ID0 of 0 %

* Last 90 days

Product Compatibility

Reports & Analytics

Ad Hoc Analysis


Data Warehouse

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Design - answering your business questions

- Simple formula
- Stream of thought
- Helps check assumptions
- Keeps you focused

A black computer monitor with a thin bezel and a stand, displaying white text on a black background. The text is a design formula for visualizing data.

I want to see

- <metric>
- By <dimension>
- For <segment>



Validate - overview

- Validation happens in every step
- Questions to ask
- Tools we have



Validation for notetakers

- Does this dataset/result-set look right?
- Do these definitions of props, eVars, and events accurately represent the answer we're seeking?
- Are there good proxies in lieu of exact matches?
- How much 'squish' are we comfortable with in order to make good business decisions?
- Is there a plan to improve the measurement?
- Have we visualized this appropriately based on the time of analysis we're performing?
- Can we create a data story from this result set, or set of business questions?

It takes 5 clicks to make the Venn with 3 segments

- Clearly seeing relationships between things

Web Traffic + Unique Visitors

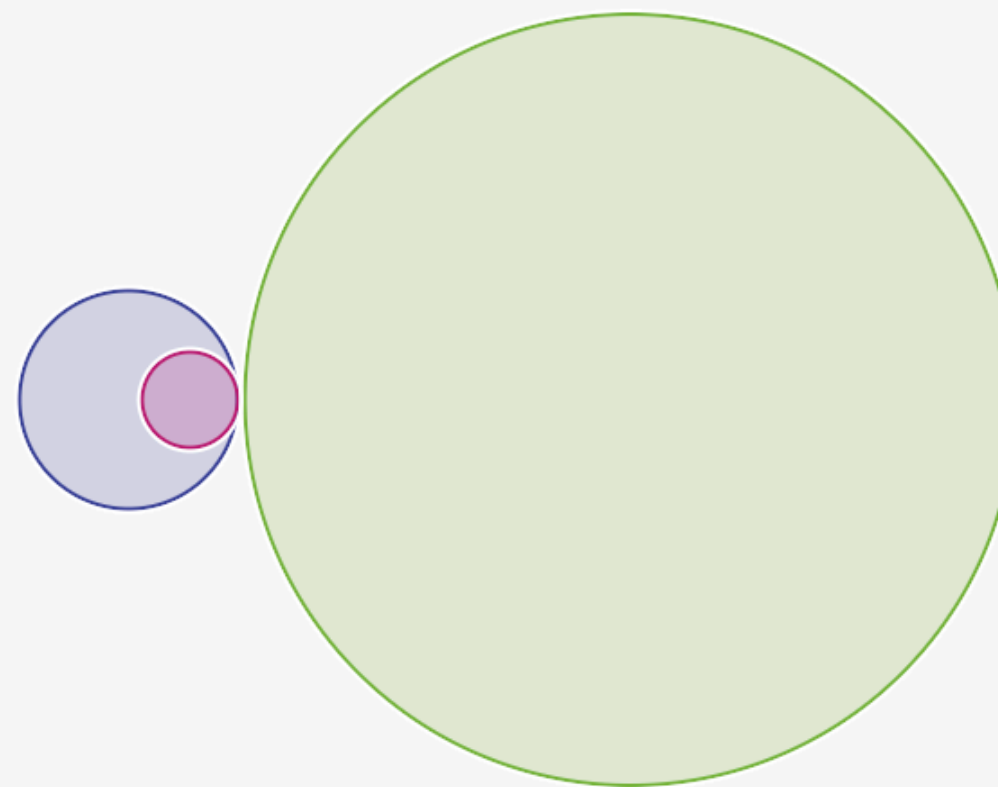
■ 564k

Mobile Traffic + Unique Visitors

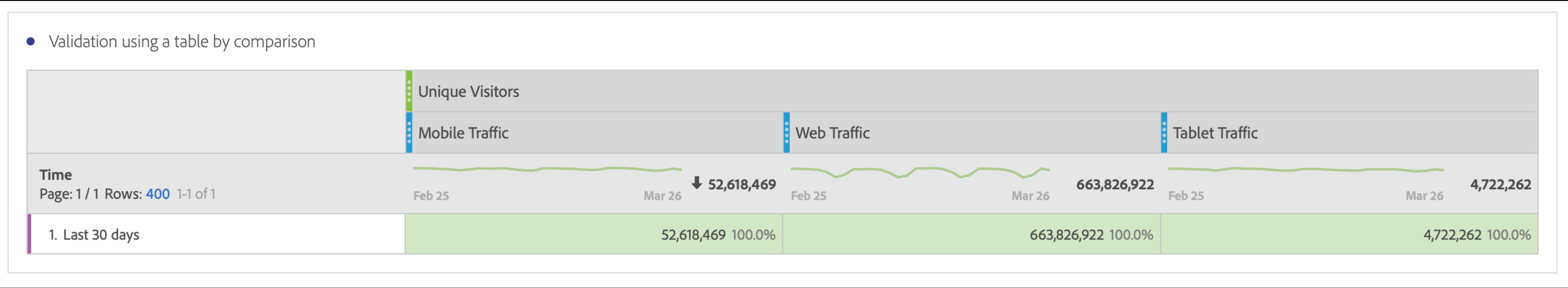
■ 47.3k

Tablet Traffic + Unique Visitors

■ 9,819



It takes 6 clicks to make the table with 3 segments



SafariFileEditViewHistoryBookmarksWindowHelp

sc5.omniture.com

DebuggerAmazonGmailTumblrPinterestLinked InFinance▼RotoESFLAudible.comCorp▼Analytics▼Experience Platform▼Backend Tools▼T&E▼Events/Workshops▼Conference/Demo▼

Sign in - Adobe IDDocumentsLaunch Summit Flow: LucidchartStop Thinking About Tags, and Start Thinking About...L769 - adobeeventlab.com - Analysis Workspace

Adobe AnalyticsWorkspaceReportsComponentsToolsAdminadobe-demo-americas-19

L769 - adobeeventlab.comThere are unsaved changesCross-Industry Matisoft Data▼

ProjectEditInsertComponentsShareHelp

Search Components

VisitsUnique VisitorsPage ViewsCheckouts: Step 2

Show All >

SEGMENTS

Mobile TrafficWeb TrafficTablet TrafficSigned-In VisitorsQualified Visit 2

Show All >

TIME

Fiscal Year (Current)Last 30 daysLast monthTodayLast 7 days

Show All >

Segment Comparison

Last 30 days
Feb 10 2019 - Mar 11 2019

Mobile Traffic vs Web Traffic | Generated at 2:33 PM on Mar 11 2019

Size and Overlap

Mobile Traffic + Unique Visitors
20.1k

Web Traffic + Unique Visitors
326k

Mobile Traffic

20,122

Unique Visitors : Mobile Traffic

Web Traffic

326,058

Unique Visitors : Web Traffic

Overlap

0

Unique Visitors : Mobile Traffic + Web Traffic

Top Metrics Against Segments

	Mobile Traffic	Web Traffic	Difference Score
Metrics	Feb 10	Feb 10	Feb 10
Page: 1 / 1 Rows: 501-50 of 50	1,274	383	
1. IVR Revenue / Visitors	0.00	31.73	1.00
2. Podcast Impressions / Visitors	0.02	29.80	1.00
3. Total Discount / Visitors	131.51	3.02	0.98
4. Email Enrollments / Visitors	0.05	1.06	0.96

Metric Over Time by Segment

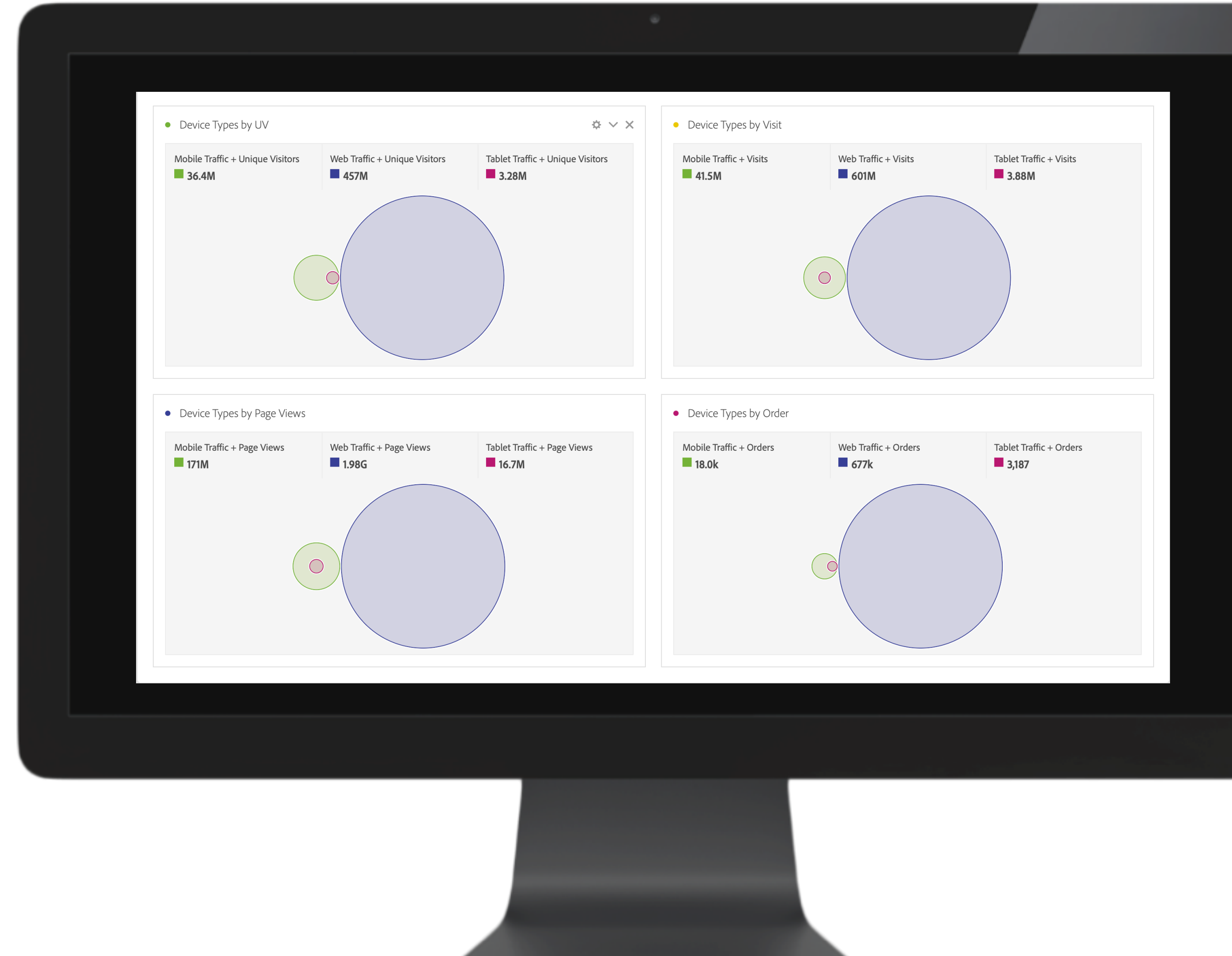
Email Enrollments / Visitors [Mobile Traffic]

Email Enrollments / Visitors [Web Traffic]

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Validate - expectations

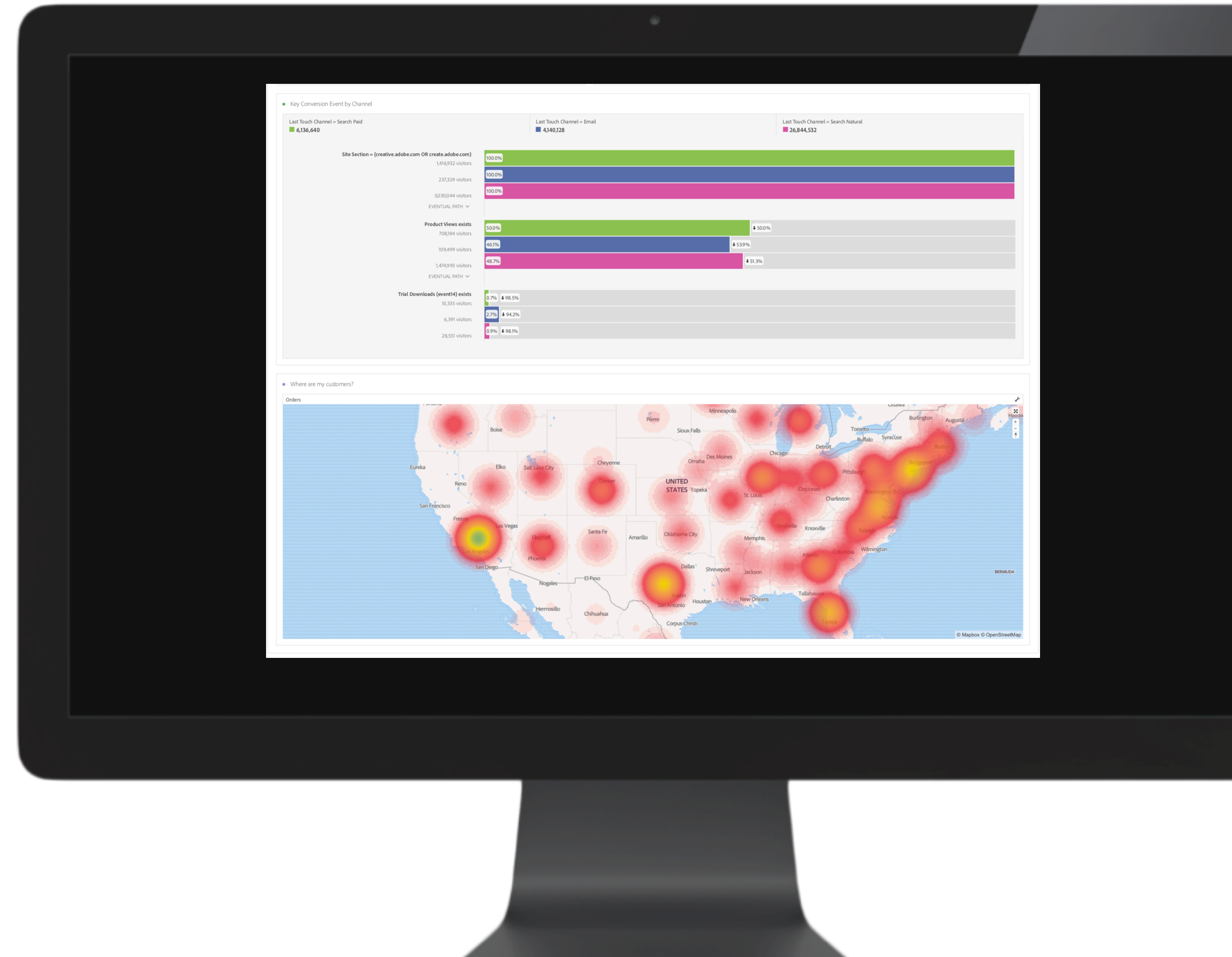
- Likely represents the bulk of analytics work
- Quality, accuracy, and reliability in Analytics is everyone's job
- Always completely done before publishing





Visualize

- Why visualize?
- How to visualize quickly
- The right tool for the job
- Talking to visualizations

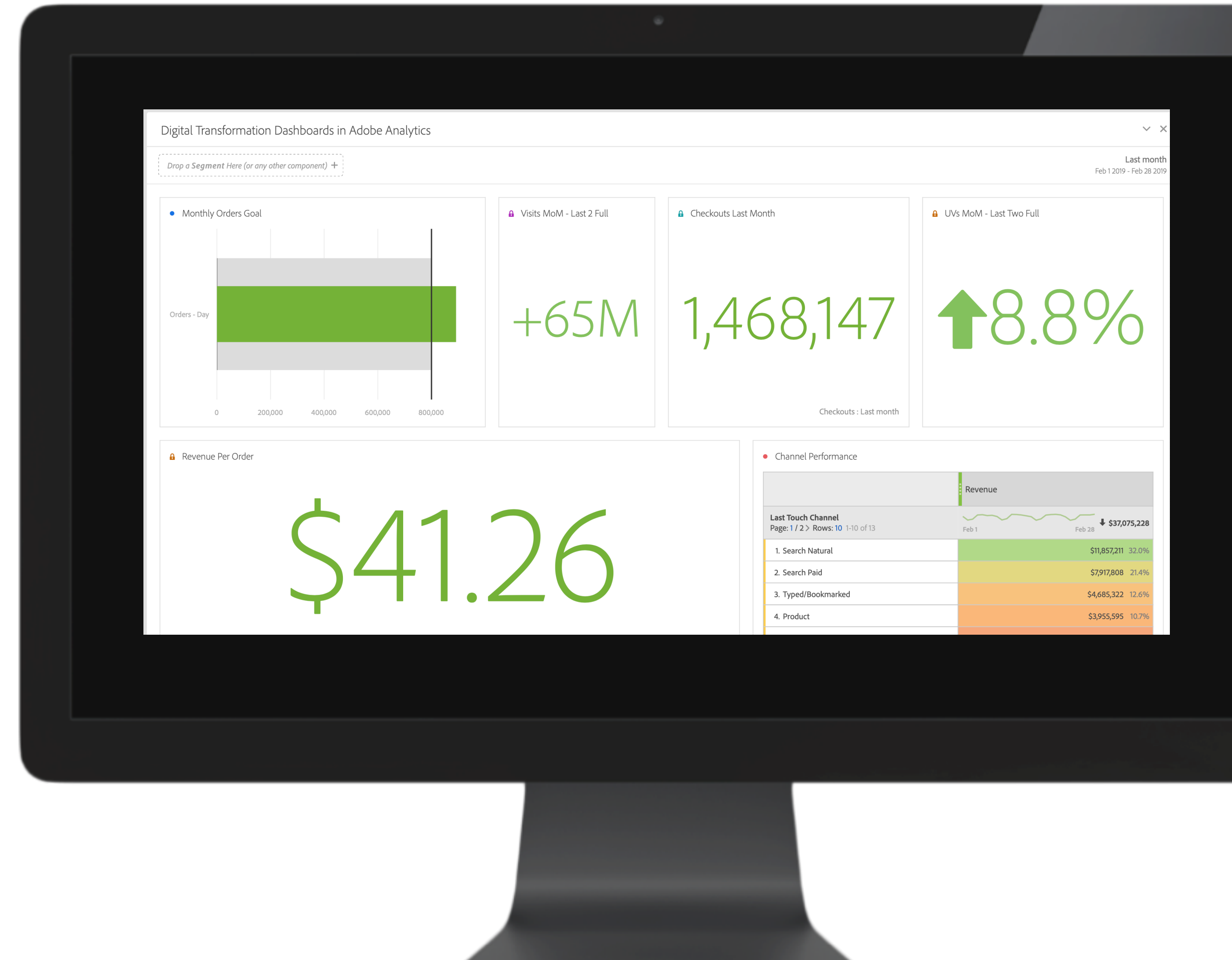


Visualizing for notetakers

- Visualizations reduce the 'cost' to the human brain significantly
 - What does Limbic mean?
 - How to be limbic with data and insights:
 - Summarize
 - Tell data stories in distinct parts
 - Use different visualizations for different jobs
 - Use visualizations to answer common questions directly
- With certain analysis, you need the visualization to validate

Visualize this!

- Visualizations that do a big job very quickly
 - Summary Change
 - Bullet
 - Fallout
 - Venn
 - Cohort (2.0)
 - Map



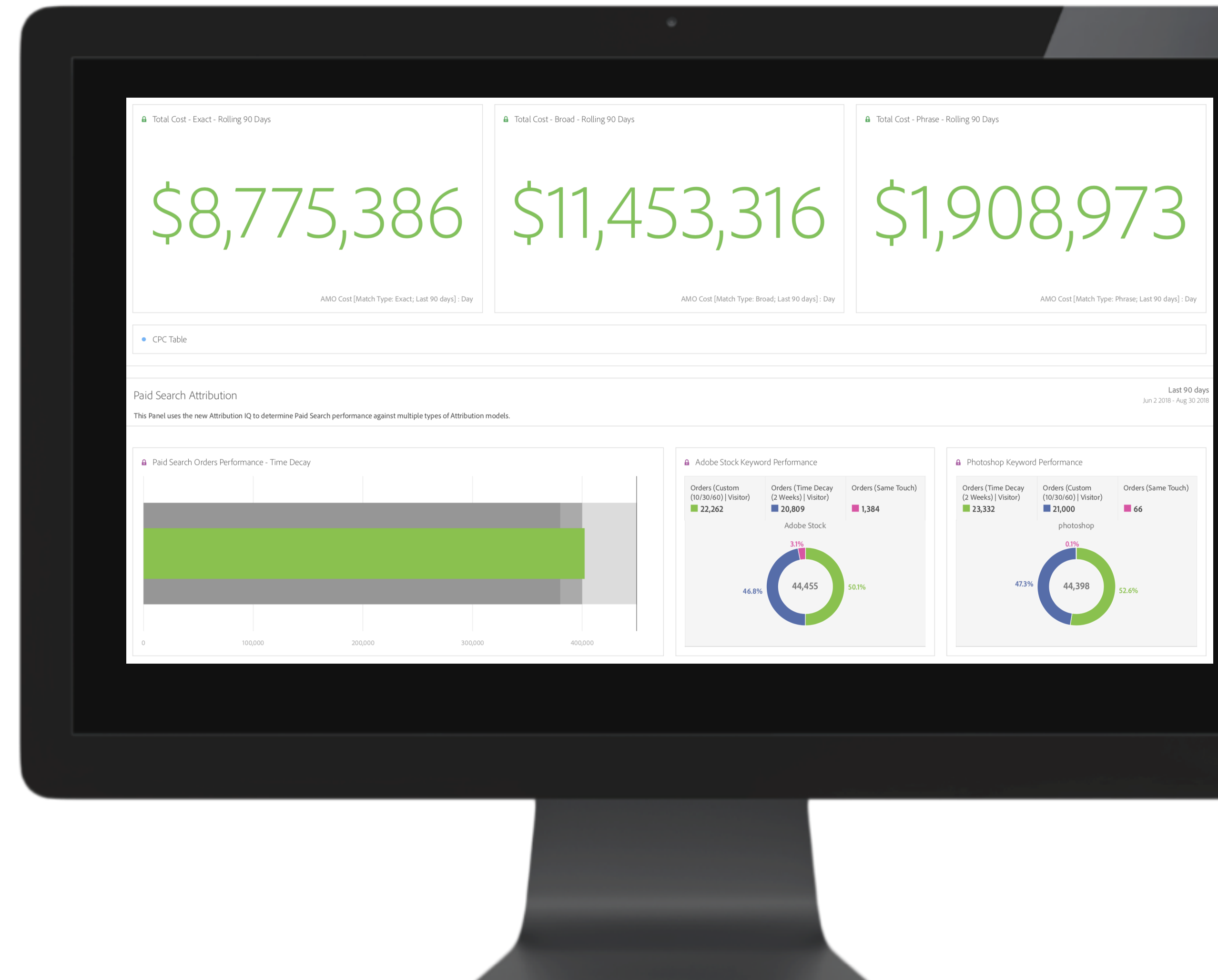
Visualization Mapping (Ben Gaines presented this)

- Comparisons: Stacked Bar and conditional formatting
- Trends: line, bar with a time element, Area
- Parts to whole: 100% Stacked Bar, Donut (with context), Stacked area
- Relationships: Scatterplot, Venn
- Distribution: Histogram



Visualizations - the ultimate way to go fast

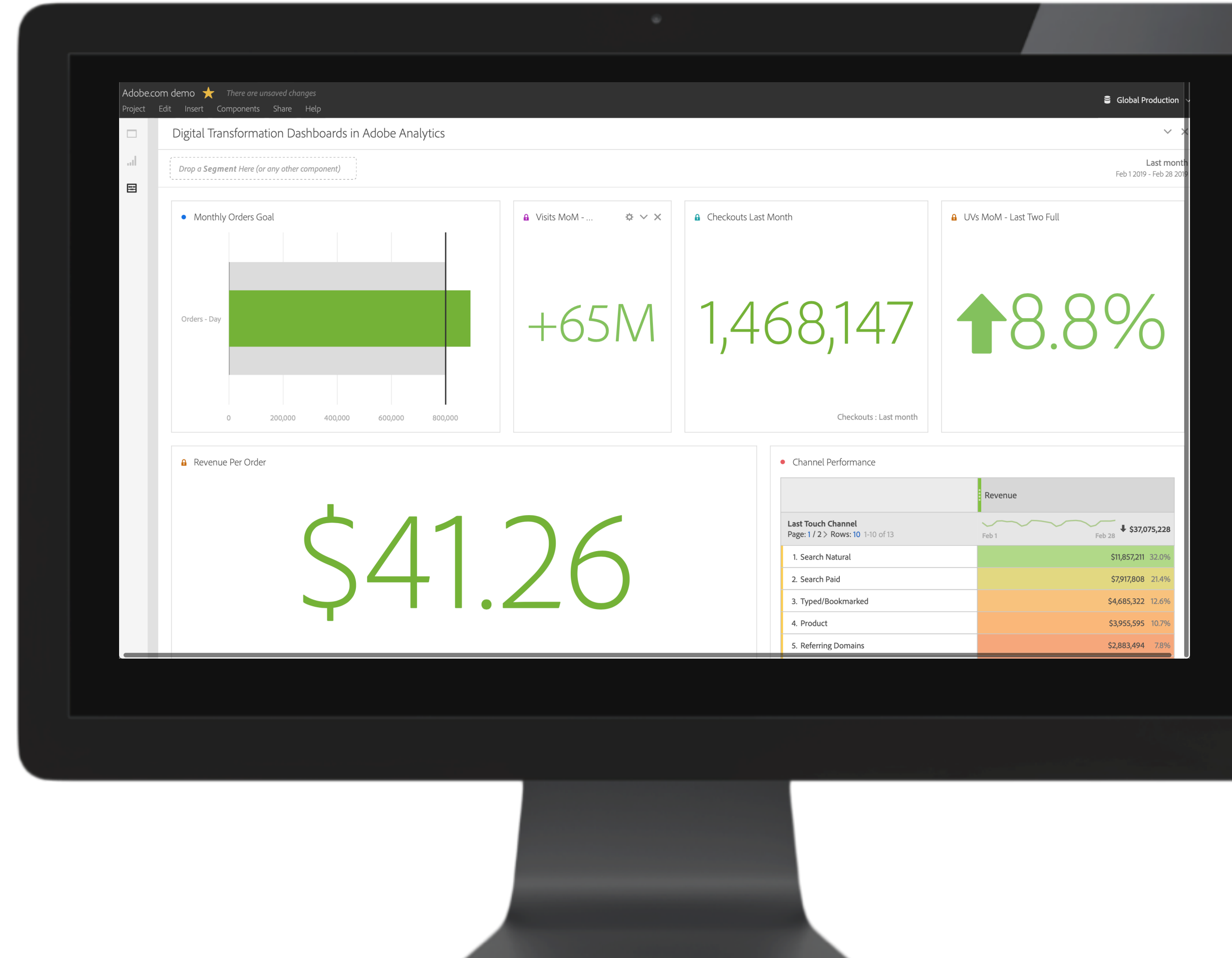
- The elevator pitch
- Are you data story telling?
- Your 'Moneyball' moment awaits





Publishing

- Put everything above into practice
- Publishing Templates
- Scenarios
- Mobile App (open) Beta

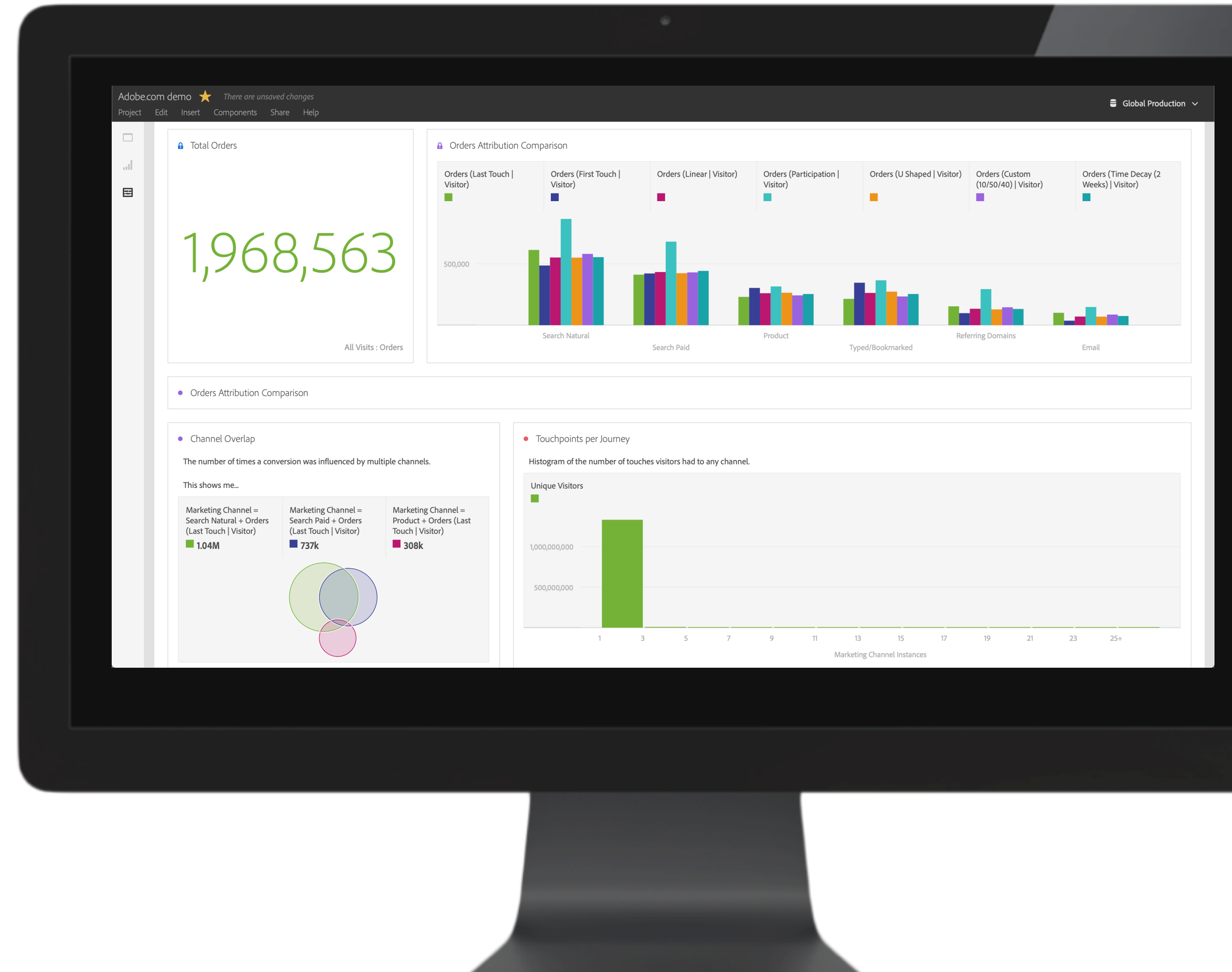


Publish for notetakers

- Apply the process to each of the following:
 - Virtual Report Suites
 - Projects
 - Reports
 - Segments
 - Calculated Metrics
 - Custom Date Ranges
 - Alerts
- Build reports with 'infographic' in mind because if you share as PDF, it spits exactly what you have open...
- You can update colors if needed (recent enhancement)
- Now you can 'templatize' your reports for consistency
- Keep in mind if you're 'pushing' or 'pulling' with your reports
- Keep in mind the data needs (single source or multi-source)

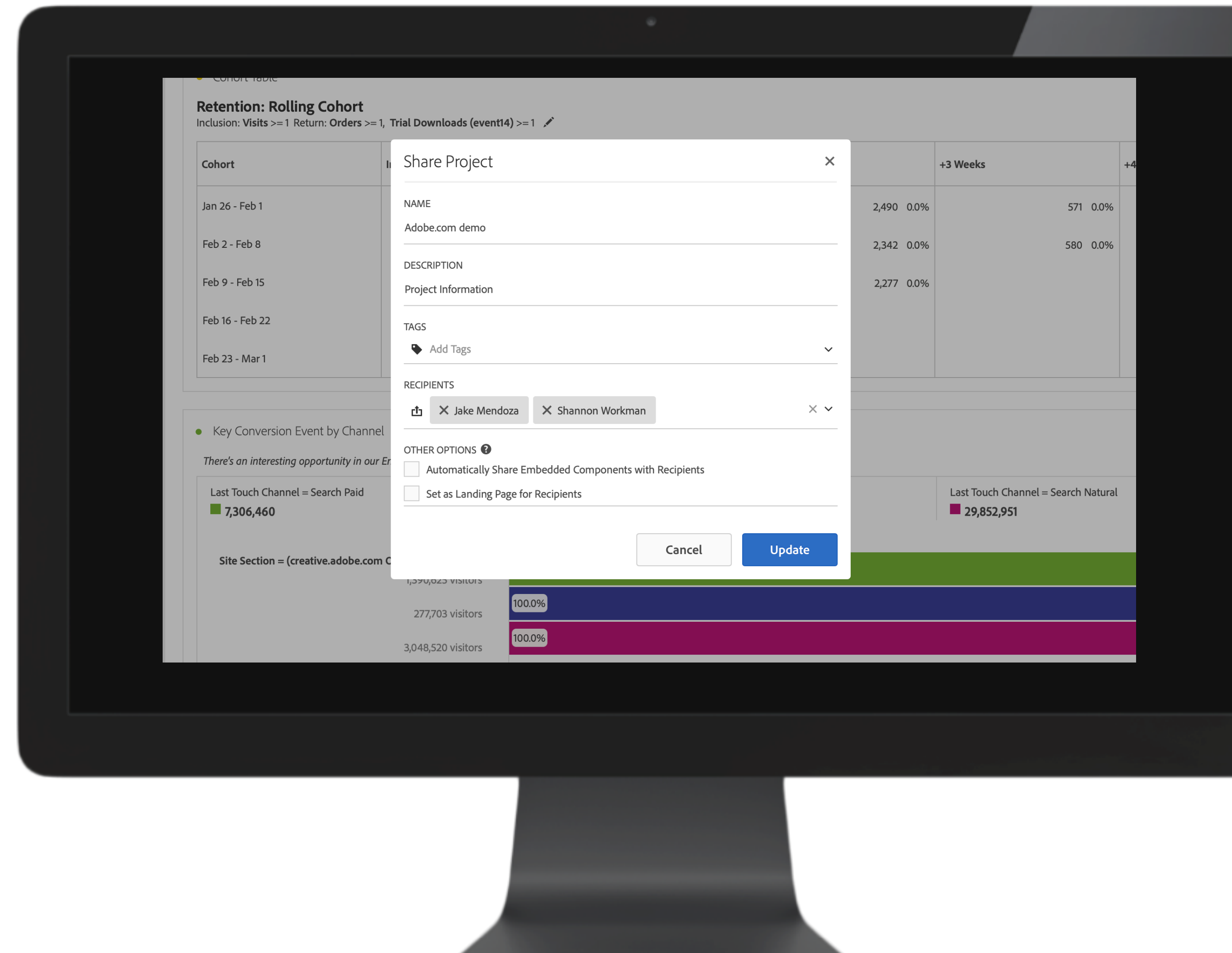
Publish Considerations

- Distribution
- Data types
- Sources
- Fit and Format
- Depth/detail of report (*number of tables)



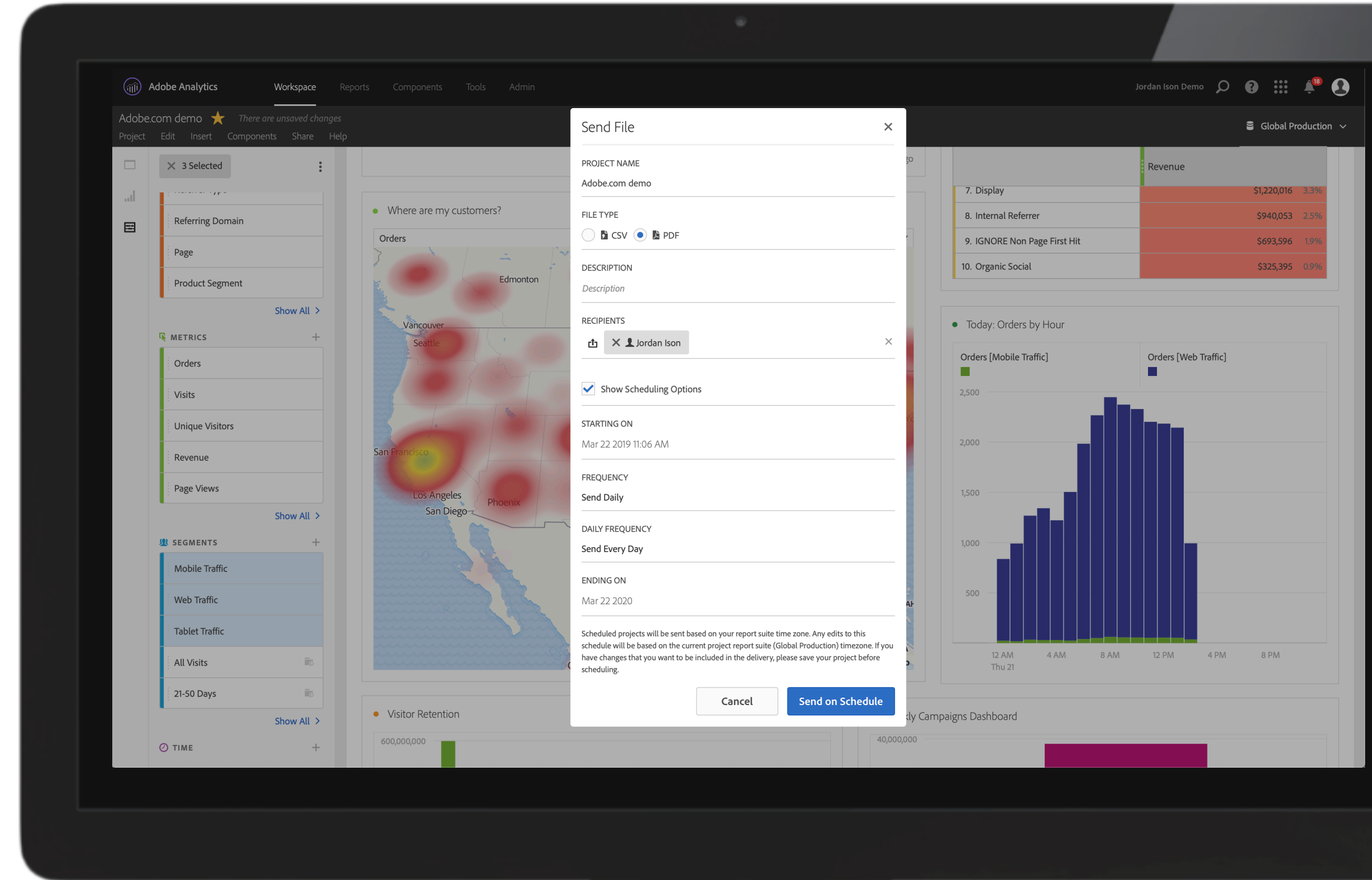
Publish Pull scenarios

- Limited distribution (intra-team)
- Collaborate over data
- Interactive reporting
- Explore (safe)
- Explore (ad hoc)



Publish Push scenarios

- Broad distribution (inter-team, inter-department or enterprise-wide)
- For Executives and Business Users: Mobile app (public beta)
- Read-only (static)
- Performance reporting





Take the Survey for a chance to win!

(Survey section of the mobile app)



\$10 Starbucks Card



Day 1
Bash
Experience



Day 2
Signed Sports
Memorabilia



Day 3
Bose
Home Speaker

Experience Success expert zone at the Adobe booth.

- Talk with Adobe's top experts in digital experiences
- Learn about Adobe's Digital Performance Services
- Meet with customer support teams
- Check-in for your personalized assessment

VISIT US AND
Enter
TO **WIN**
AN iPad PRO
& OTHER PRIZES

[Adobe.com/go/experience-success](https://adobe.com/go/experience-success)



Q & A

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