



# Hitting a Trick Shot: Our Latest and Greatest Adobe Analytics Tips

Ben Gaines & Jen Lasser | Adobe Analytics Product Managers





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Adobe Analytics



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Adobe Analytics

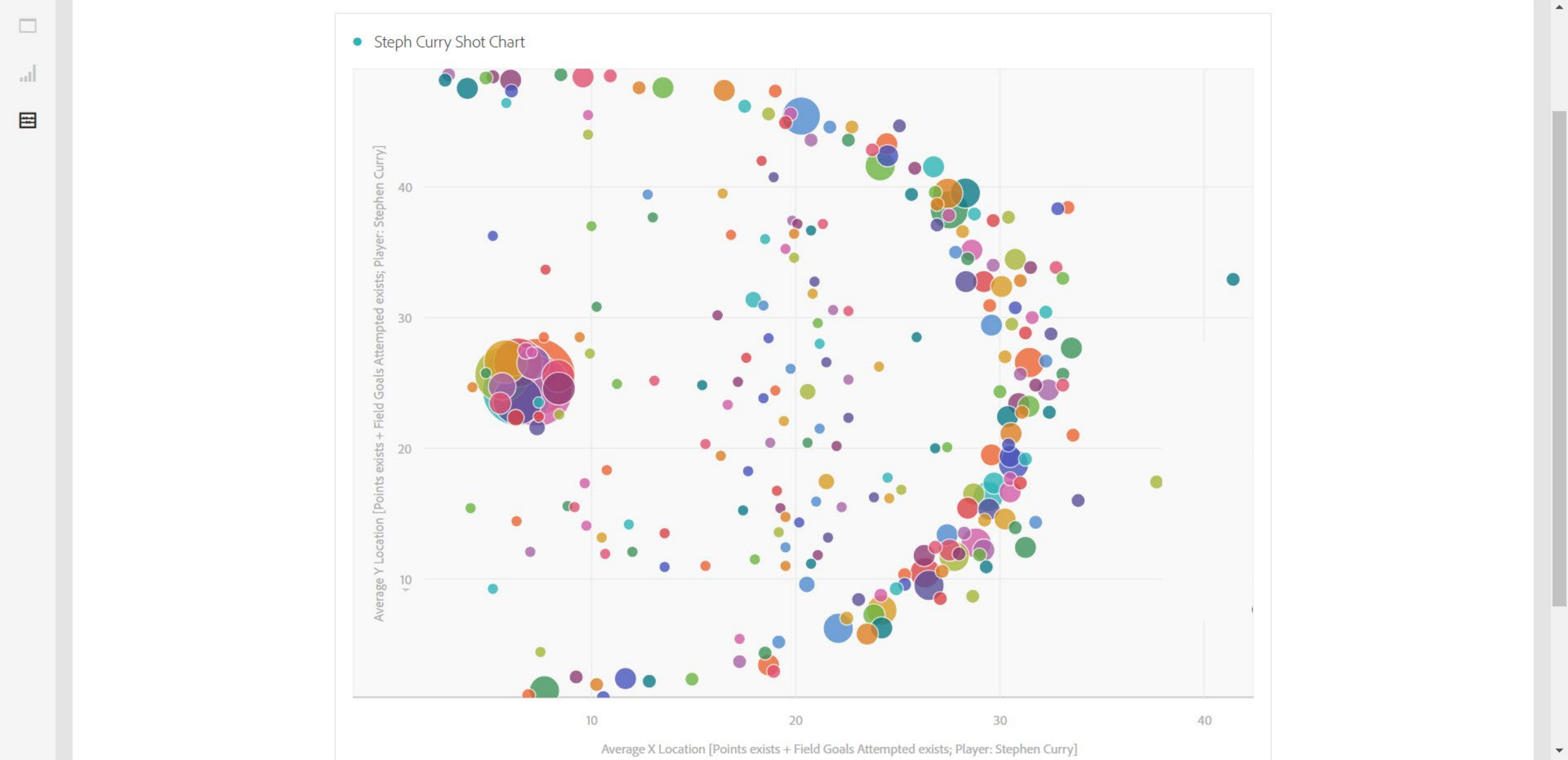






Photo Credit: SF Chronicle







**TIME TO SHOOT AROUND!**



TIP 1 2 3 4 5 6 7 8

# Develop an Effective Game Plan with Dropdown Filters

CAPABILITIES USED

Dropdown filters





# Workspace

[Create New Project](#)[Manage Projects](#) | [View Tutorials](#)

Name



Created By

Tags

Last Modified ↑

Marketing Channel Analysis (US)

Jen Lasser

January 23 2019 12:44 PM

Marketing Channel Analysis (UK)

Jen Lasser

January 17 2019 7:53 PM

Marketing Channel Analysis (AUS)

Jen Lasser

January 17 2019 7:40 PM

KPI Dashboard

Jen Lasser

January 15 2019 10:07 AM

Site Section Analysis (Knowledge Base)

Jen Lasser

January 14 2019 2:20 PM

Site Section Analysis (Blog)

Jen Lasser

January 10 2019 1:28 PM

Site Section Analysis (Product Pages)

Jen Lasser

January 10 2019 9:37 AM





Key Traffic &amp; Conversion Measures - Social



Key Traffic &amp; Conversion Measures - Display



Key Traffic &amp; Conversion Measures - Email



Key Traffic &amp; Conversion Measures - SEO



Key Traffic &amp; Conversion Measures - Paid Search



Did you know you can make  
project governance simpler AND  
project performance faster?

Marketing Channel

Paid Search

Drop a **Segment** Here (or any other component)

Last month

Dec 1 2018 - Dec 31 2018

● Key Metric Trends

No new anomalies found

Page Views

Visits

Time Spent per Visit  
(min)

🔒 Visits (last month)

22 611

🔒 Traffic by Device Type

Other  
16,263Mobile Phone  
5,272Tablet  
755



## Key Traffic &amp; Conversion Measures

Dropdown filters are the  
real MVP 🏆

## Marketing Channel

Social Referrals ⓘ ▾

No filter

Paid Search

Display

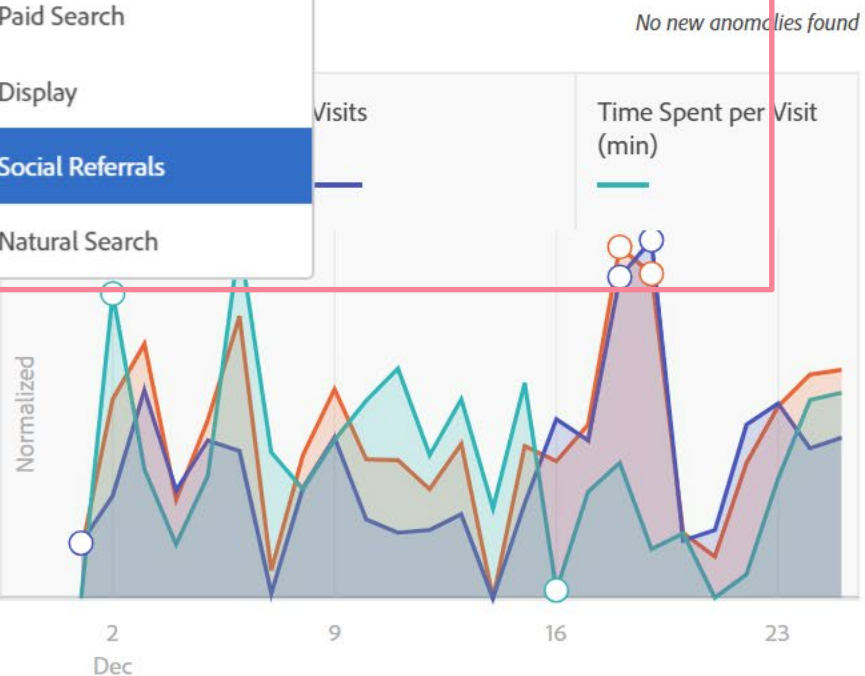
Social Referrals

Natural Search

## Regions

United States ▾

Drop a Segment Here (or any other component)

Last month  
Dec 1 2018 - Dec 31 2018

## 🔒 Visits (last month)

3,601

## ● Visits MoM

↑ 6.7%

## 🔒 Traffic by Device Type

Other

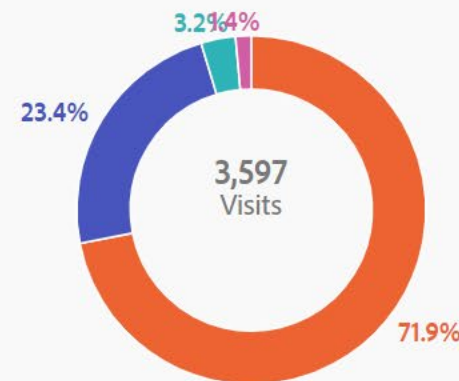
2,588

Mobile Phone

842

Tablet

115



## ● Key Metrics By Day

No new anomalies found











# 1

Add interactive filters to  
enable end users to  
(safely) ask questions

# 2

Consolidate repetitive  
*panels* to improve project  
performance

# 3

Combine repetitive  
*projects* to simplify project  
management



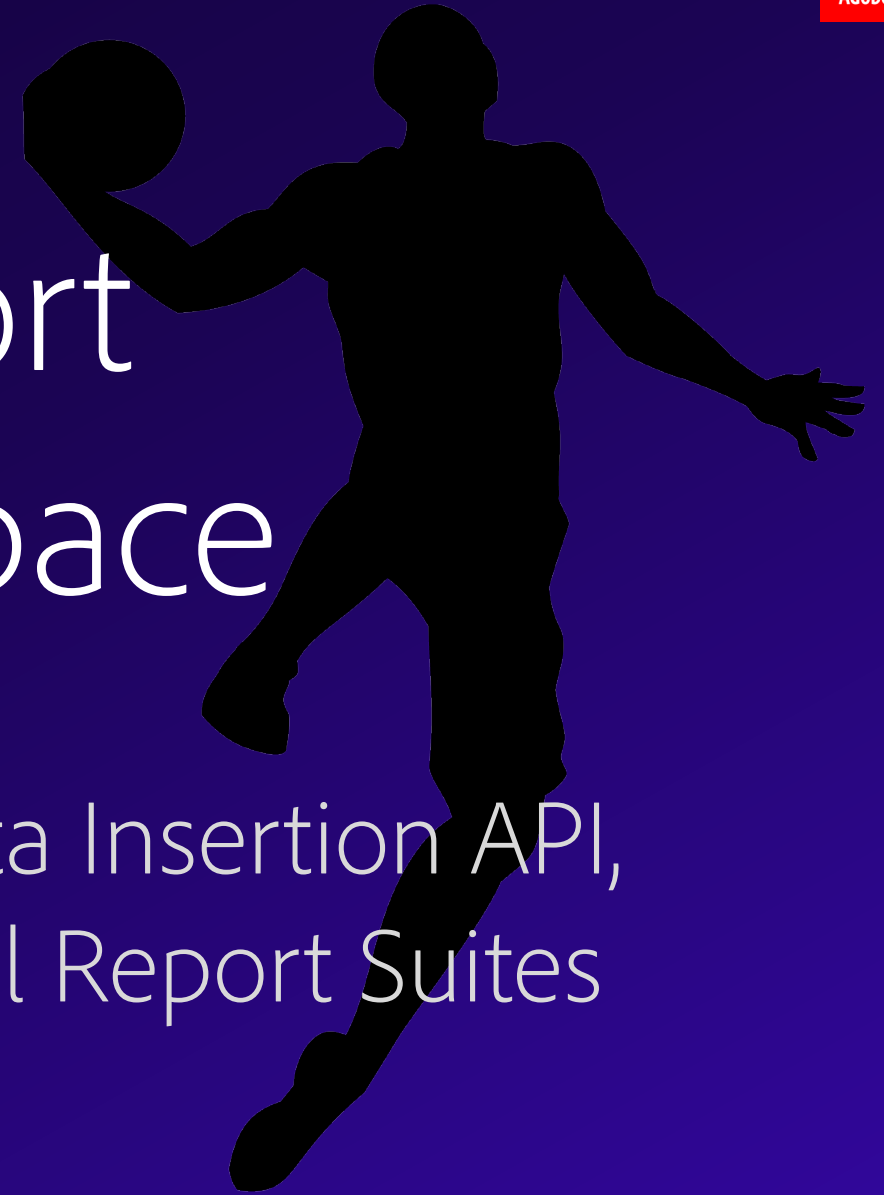


TIP 1 2 3 4 5 6 7 8

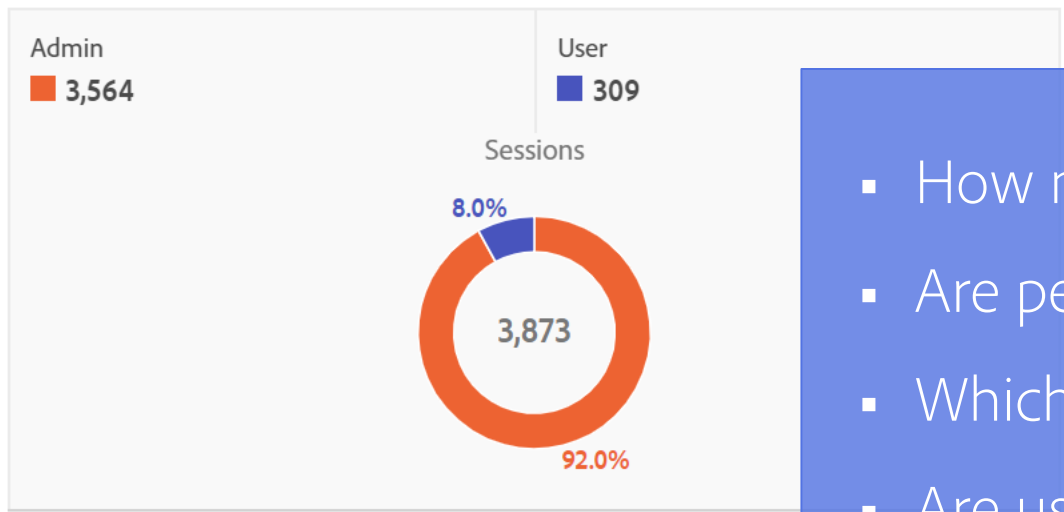
# Build a Team Report in Analysis Workspace

## CAPABILITIES USED

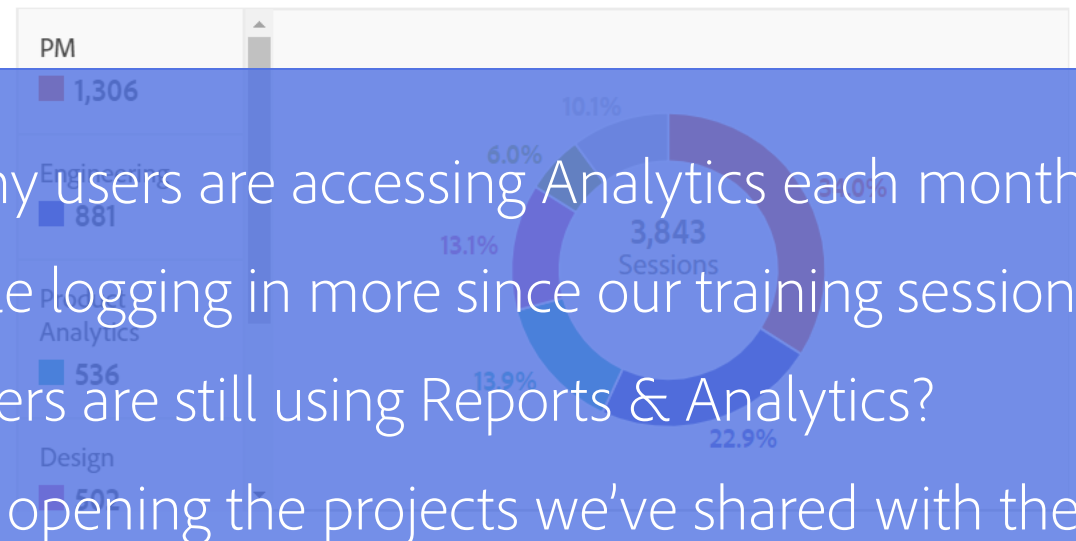
Analytics APIs, Data Sources/Data Insertion API,  
Classification Rule Builder, Virtual Report Suites



Sessions by Admin vs User



Sessions by Team

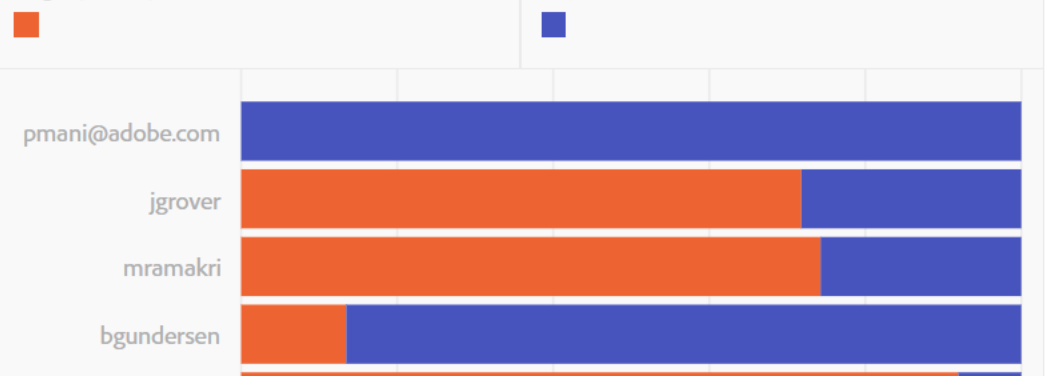


Users

	Sessions	All Actions
Login Name		
Page: 1 / 15 > Rows: 10	1-10 of	1-10 of
	Jul 1	Dec 31
	↓ 3,892	↓ 26,055
1. joward	429 11.0%	1,687 6.5%
2. lasser	329 8.5%	3,703 14.2%
3. gong	260 6.7%	1,782 6.8%
4. bgeorge	229 5.9%	1,626 6.2%
5. jgrover	185 4.8%	1,243 4.8%

Legacy Analytics

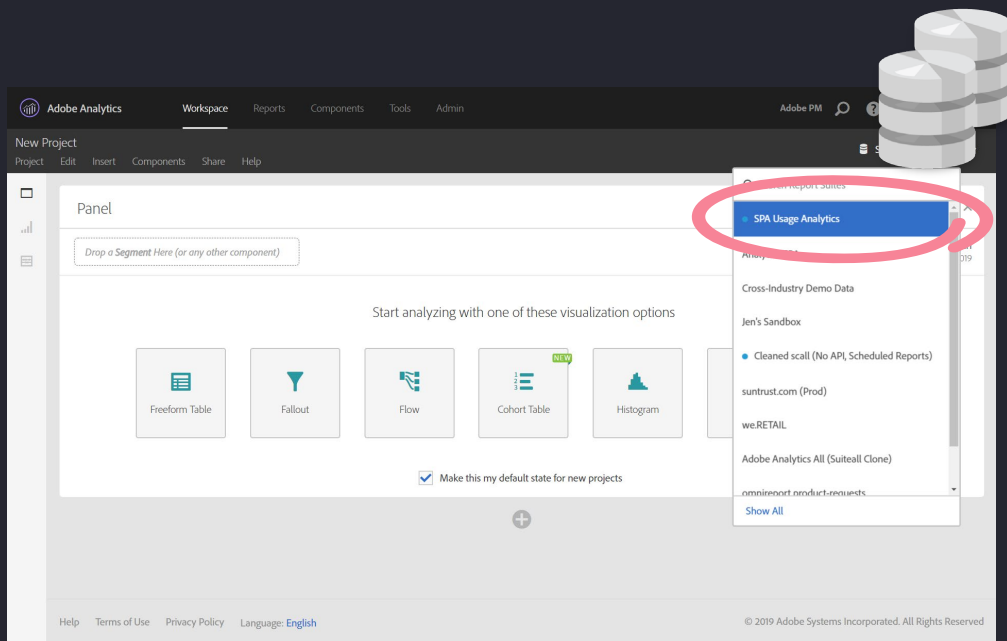
Experience Cloud



- How many users are accessing Analytics each month?
- Are people logging in more since our training session?
- Which users are still using Reports & Analytics?
- Are users opening the projects we've shared with them?
- Who deleted my segment??

1

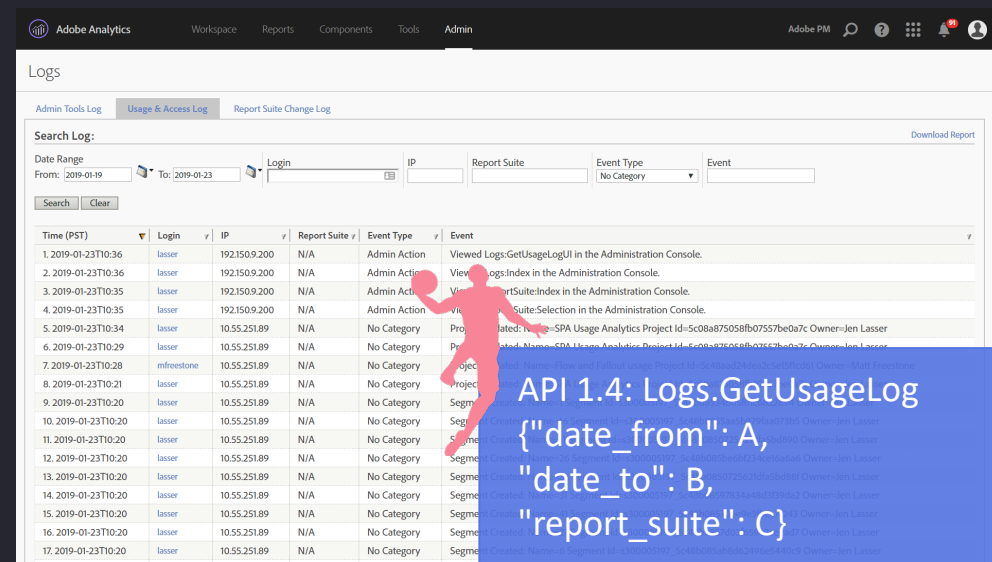
# CREATE



Create a separate report suite,  
for usage analysis

2

# DOWNLOAD



Download the Usage & Access  
logs, along with your user list



# TRANSFORM

Transform the logs into eVars, props, and events for importing into Analytics

# IMPORT

## Import the transformed data into Analytics

5

# ENRICH

Classification Rule Builder

Rule Builder / SPA Usage - Event Category;Event Detail (eVar3)

SPA Usage - Event Category;Event Detail (eVar3)

Deactivate

Select Report Suites and Variables

Rules overwrite any existing values Rules overwrite only unset values

Last Changed: about a month ago

Lookback Window: 1 Month

#	Select Rule Type	Enter Match Criteria	Set Classification	To
1	Regular Expression	(*)\{.*\}	Event Category	S1
2	Regular Expression	(*)\{.*\}	Event Detail	S2
3	Contains	no category	Event Category	Other
4	Contains	password recovery	Event Category	Other
5	Contains	User Action	Event Category	Other
6	Contains	login	Event Category	Login
7	Contains	API	Event Category	API
8	Contains	Datawarehouse	Event Category	Data Warehouse
9	Contains	Report Viewed	Event Category	R&A

Enrich the imported data with classifications & virtual report suites

6

# ANALYZE

Adobe Analytics

Workspace Reports Components Tools Admin

SPA Usage Analytics

Table of Contents:

- Teams & Users
- User Journey
- Event Categories
- Project Usage
- Analysis Types

Date Ranges Team Admin/User

No filter No filter No filter

Drop a Segment Here (or any other component)

Last 6 full months Jul 1 2018 - Dec 31 2018

6 Month Trends

Login Users % Total Users Sessions

40

345

MoM Users

MoM Sessions

↓33.3%

↓38.1%

Use Analysis Workspace to analyze the usage data



Table of Contents:

- [Teams & Users](#)
- [User Journey](#)
- [Event Categories](#)
- [Project Usage](#)
- [Analysis Types](#)

Visualize overall usage trends and slice & dice with dropdown filters

Date Ranges

No filter

▼

Team

No filter

▼

Admin/User

No filter

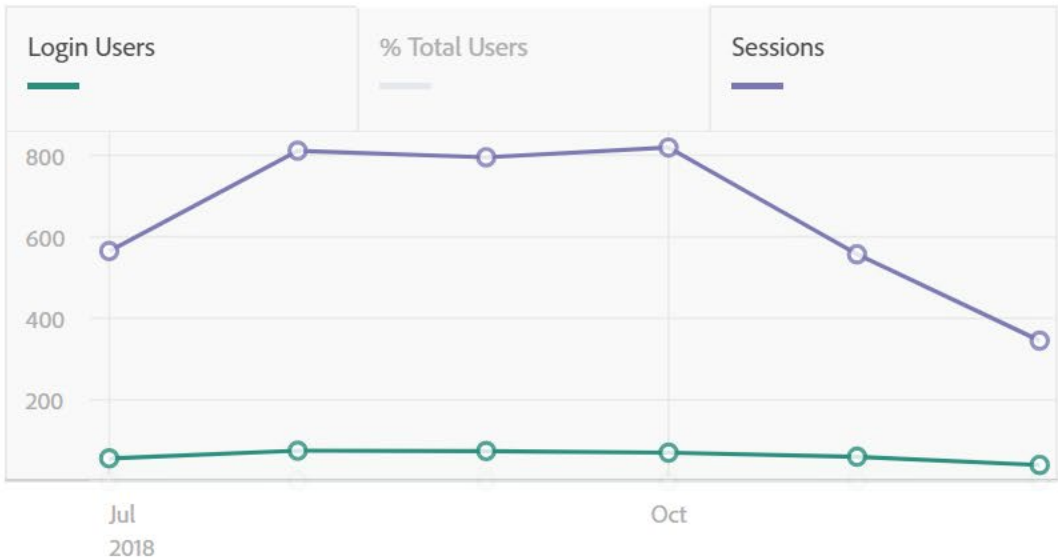
▼

Drop a **Segment** Here (or any other component)

Last 6 full months

Jul 1 2018 - Dec 31 2018

6 Month Trends



Login Users

40

MoM Users

↓ 33.3%

Sessions

345

MoM Sessions

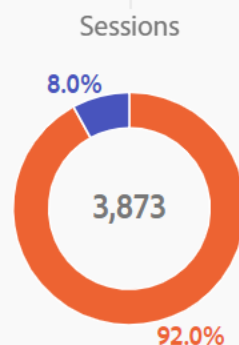
↓ 38.1%



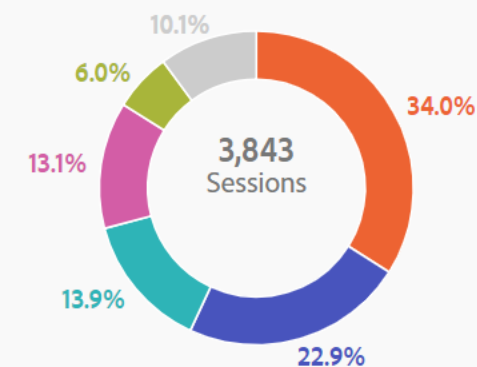


View usage by user, role or team

## Sessions by Admin vs User

Admin  
3,564User  
309

## Sessions by Team

PM  
1,306Engineering  
881Product  
Analytics  
536Design  
502

## Users

Login Name	Sessions		All Actions	
	Jul 1	Dec 31	Jul 1	Dec 31
1. joward	429	11.0%	1,687	6.5%
2. lasser	329	8.5%	3,703	14.2%
3. gong	260	6.7%	1,782	6.8%
4. bgeorge	229	5.9%	1,626	6.2%
5. jgrover	185	4.8%	1,243	4.8%

## Login Type - Legacy vs Experience Cloud

Legacy Analytics

Experience Cloud





## ● Flow on Event Categories

Look at common journeys through Analytics

EVENT CATEGORY

EVENT CATEGORY

EVENT CATEGORY

EVENT CATEGORY

EVENT CATEGORY

EVENT CATEGORY

\* Entry...tegrity)

3,892  
Path Views

Login

3,292

Projects

951

Projects

531

Projects

305

Segments

1

VRS

1

Date Ranges

1

Projects

316

Admin Action

89

Segments

75

API

52

Login

573

Admin Action

166

Segments

113

R&amp;A

42

+6 more

67

Login

230

Segments

81

Admin Action

38

R&amp;A

13

+7 more

33

Segments

87

Login

17

Calculated Metrics

5

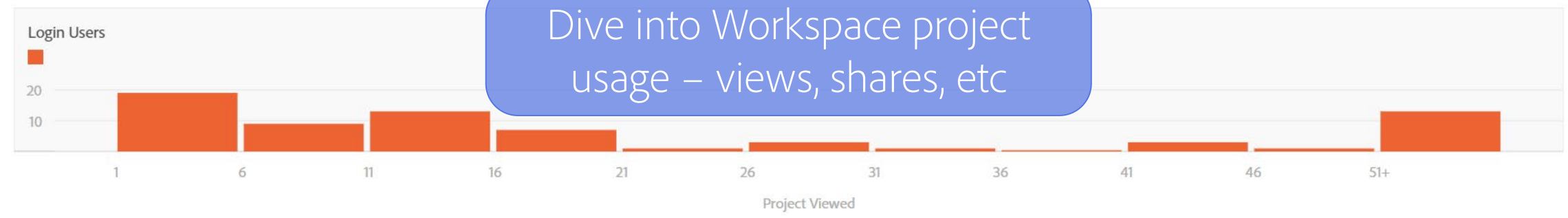
Date Ranges

3

+4 more

7

Users grouped by # Project Views



Project Names

		Login Users		Sessions		Project Created		Project Viewed		Project Shared		
Component Name  (advanced)												
Page: 1 / 48 > Rows: 10 1-10 of 471		70		1,215		223		2,292		192		
		Sep 1 Feb 28		Sep 1 Feb 28		Sep 1 Feb 28		Sep 1 Feb 28		Sep 1 Feb 28		
1. Video Demo- Danielle Project		6	8.6%	105	8.6%	1	0.4%	130	5.7%	0	0.0%	
2. SPA Usage Analytics Project		2	2.9%	44	3.6%	1	0.4%	81	3.5%	0	0.0%	
3. Mobile SDK Hits Project		4	5.7%	68	5.6%	1	0.4%	76	3.3%	0	0.0%	
Mobile SDK Hits Project	Login Name											
	Page: 1 / 1 Rows: 5 1-4 of 4	4		68		1		76		0		
			Sep 1 Feb 28		Sep 1 Feb 28		Sep 1 Feb 28		Sep 1 Feb 28		Sep 1 Feb 28	
	1. cprasad	1	25.0%	55	80.9%	1	100.0%	59	77.6%	0	0.0%	
	2. coberly	1	25.0%	6	8.8%	0	0.0%	10	13.2%	0	0.0%	
	3. imironch	1	25.0%	6	8.8%	0	0.0%	6	7.9%	0	0.0%	
	4. adminsupport	1	25.0%	1	1.5%	0	0.0%	1	1.3%	0	0.0%	
4. Product: 2018 Released Features Project		22	31.4%	63	5.2%	0	0.0%	74	3.2%	0	0.0%	
5. Viewer Version (Copy) Project		1	1.4%	38	3.1%	0	0.0%	57	2.5%	0	0.0%	





## Category Detail: Types of Analysis Run

Date Ranges

Team

No filter

No filter

Admin/User

No filter

Drop a Segment Here (or any other component)






Last 6 full months

Jul 1 2018 - Dec 31 2018

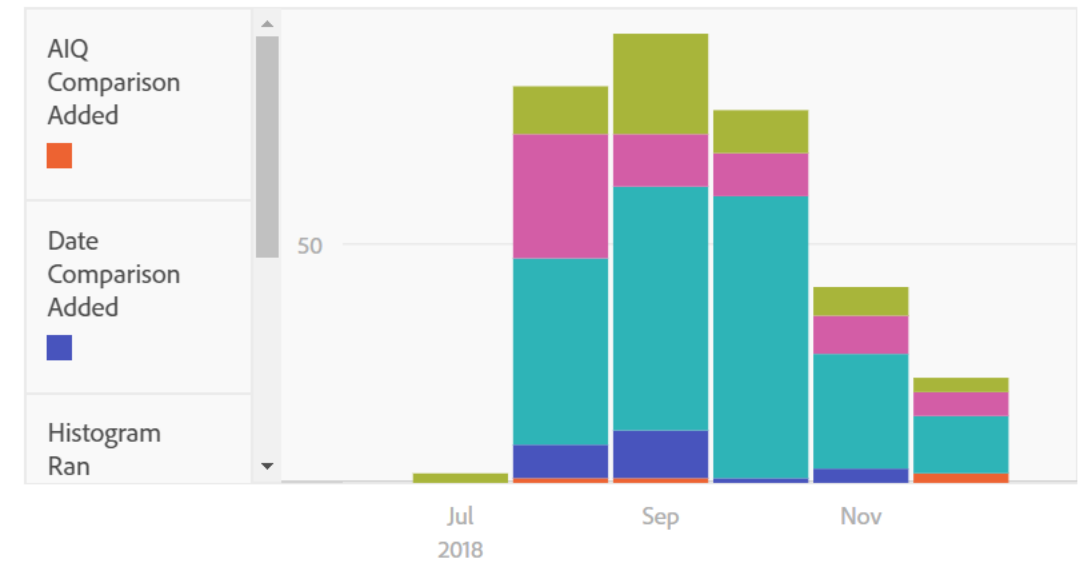
Even measure usage of select features - Contribution Analysis, Segment Comparison, etc.

### Analysis Actions

No new anomalies found

	AIQ Comparison Added	Date Comparison Added	Histogram Ran	Segment Comparison Ran	Contribution Analysis Ran
Month <span>↑</span>					
Page: 1 / 1 Rows: 40	4	21	185	59	51
1. Jul 2018	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2 3.9%
2. Aug 2018	1 25.0%	7 33.3%	39 21.1%	26 44.1%	10 19.6%
3. Sep 2018	1 25.0%	10 47.6%	51 27.6%	11 18.6%	21 41.2%
4. Oct 2018	0 0.0%	1 4.8%	59 31.9%	9 15.3%	9 17.6%
5. Nov 2018	0 0.0%	3 14.3%	24 13.0%	8 13.6%	6 11.8%
6. Dec 2018	2 50.0%	0 0.0%	12 6.5%	5 8.5%	3 5.9%

### Analysis Action Trends



# 1

Justify your investment in  
Adobe Analytics with data

# 2

Better understand which  
of your users apply data in  
their roles

# 3

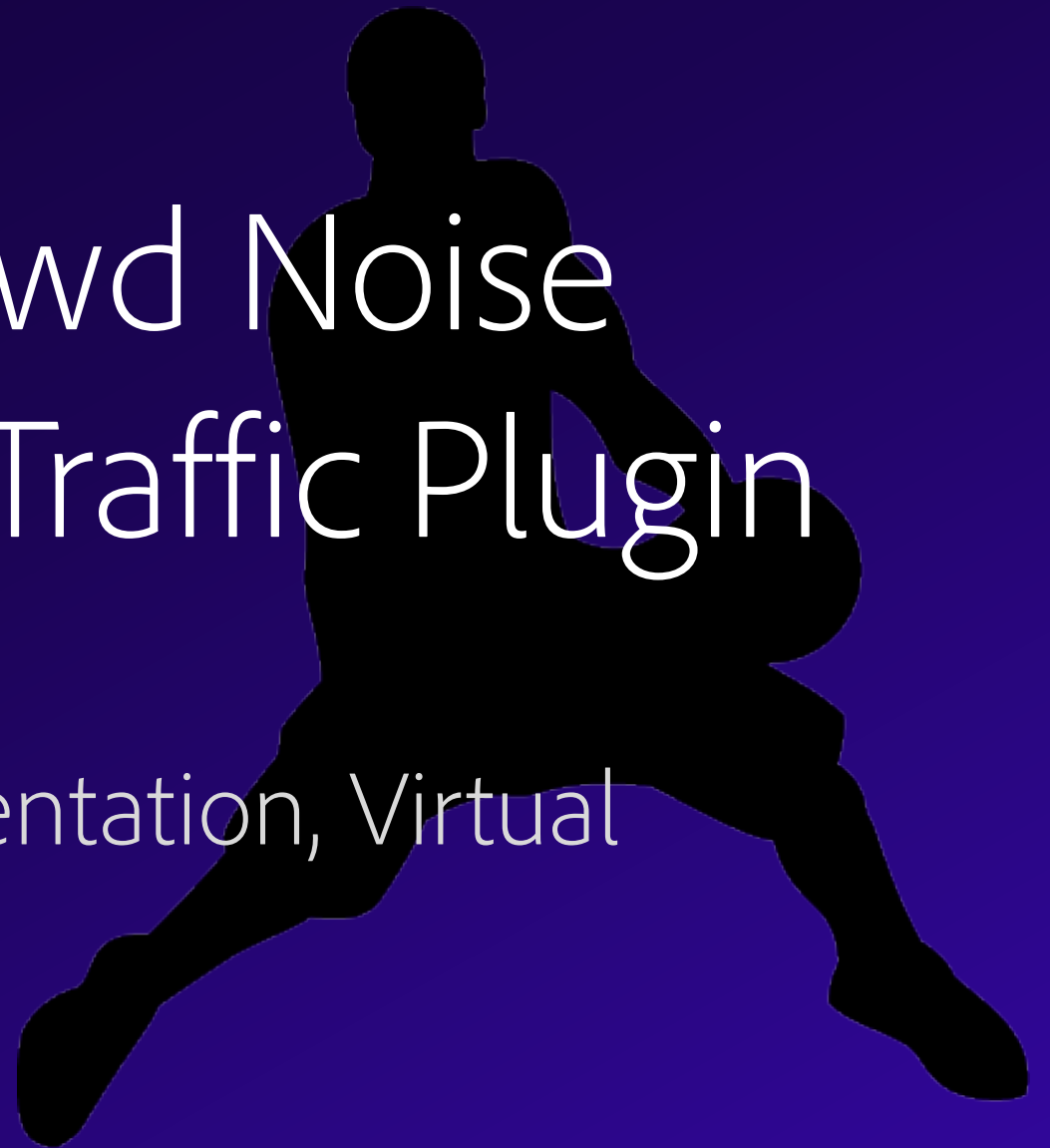
Easily analyze usage  
across your organization  
in Analysis Workspace

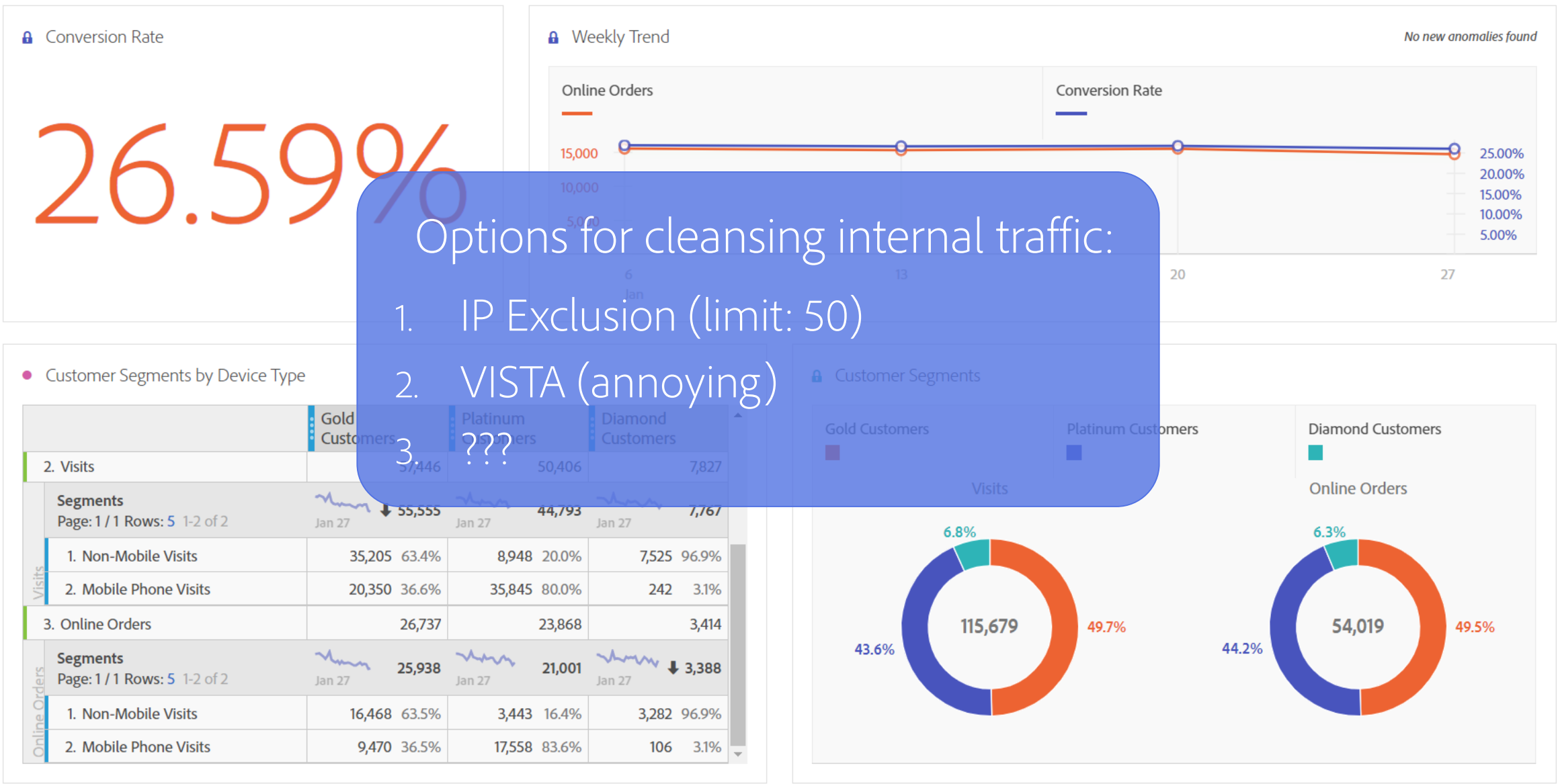
TIP 1 2 3 4 5 6 7 8

# Eliminate the Crowd Noise with the Internal Traffic Plugin

## CAPABILITIES USED

Internal Traffic Plugin, Segmentation, Virtual  
Report Suites





Customer Segments by Device Type

	Gold Customers	Platinum Customers	Diamond Customers
2. Visits	57,446	50,406	7,827
Segments	Jan 27	Jan 27	Jan 27
Page: 1 / 1 Rows: 5 1-2 of 2	55,555	44,793	1,767
1. Non-Mobile Visits	35,205 63.4%	8,948 20.0%	7,525 96.9%
2. Mobile Phone Visits	20,350 36.6%	35,845 80.0%	242 3.1%
3. Online Orders	26,737	23,868	3,414
Segments	Jan 27	Jan 27	Jan 27
Page: 1 / 1 Rows: 5 1-2 of 2	25,938	21,001	3,388
1. Non-Mobile Visits	16,468 63.5%	3,443 16.4%	3,282 96.9%
2. Mobile Phone Visits	9,470 36.5%	17,558 83.6%	106 3.1%

Customer Segments

Gold Customers

Platinum Customers

Diamond Customers

Visits

Online Orders

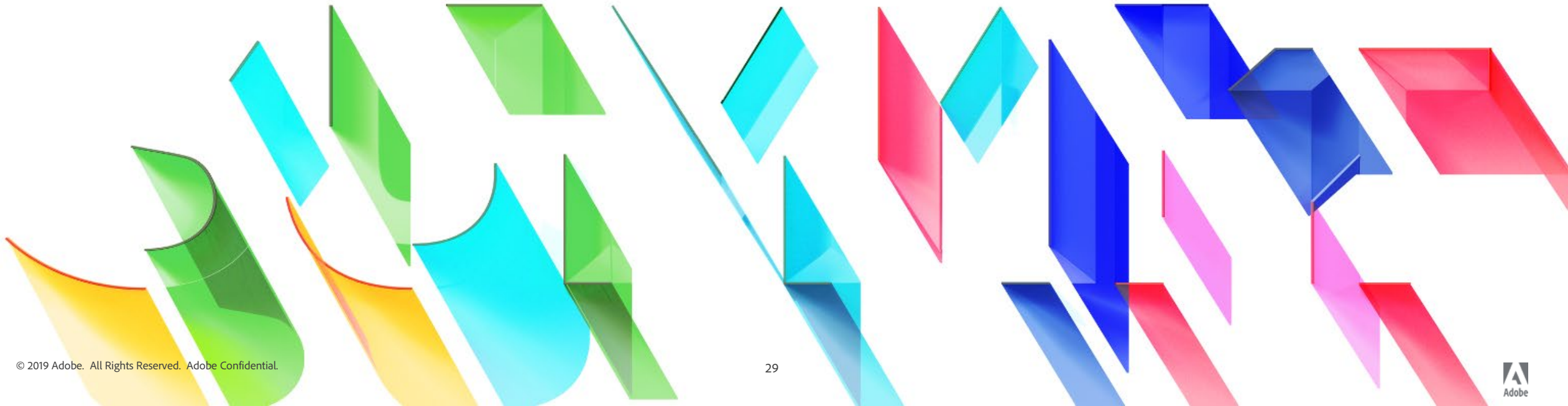


Options for cleansing internal traffic:

1. IP Exclusion (limit: 50)
2. VISTA (annoying)
3. ???

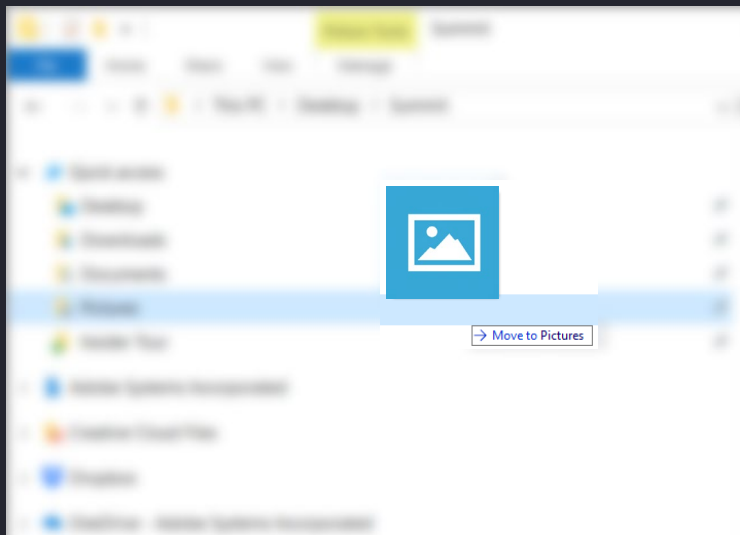


The *Internal Traffic Plugin* is designed to dynamically identify visitors originating from an internal network, so that you can filter them out & focus your analysis on external customers.



1

# ADD



Add a 1x1 transparent pixel on your intranet for the plugin to access

2

# CONFIGURE

A screenshot of the Adobe Analytics Report Suite Manager interface. The 'Traffic Variables' section is active, showing a table of properties. The first property, 'Traffic Type', is selected and its settings are visible. The 'Enabled' dropdown is set to 'Enabled', and the 'List Support' dropdown is set to 'Disabled'. The description for 'Traffic Type' is 'Flag for internal vs external visitor traffic' with a value of '210'.

Property #	Name	Enabled	Description	List Support
1	<input checked="" type="checkbox"/> Traffic Type	<input checked="" type="checkbox"/> Enabled	<input checked="" type="checkbox"/> Flag for internal vs external visitor traffic 210	<input type="checkbox"/> Disabled
2	<input type="checkbox"/> Page Title	<input type="checkbox"/> Enabled	<input type="checkbox"/>	<input type="checkbox"/> Disabled
3	<input type="checkbox"/> Property 3 (unused)	<input type="checkbox"/> Disabled	<input type="checkbox"/>	<input type="checkbox"/> Disabled
4	<input type="checkbox"/> Page Type	<input type="checkbox"/> Enabled	<input type="checkbox"/>	<input type="checkbox"/> Disabled
5	<input type="checkbox"/> Country Site	<input type="checkbox"/> Enabled	<input type="checkbox"/>	<input type="checkbox"/> Disabled
6	<input type="checkbox"/> Language Site	<input type="checkbox"/> Enabled	<input type="checkbox"/>	<input type="checkbox"/> Disabled

Configure a 'Traffic Type' prop

3

## DEFINE

*Before doPlugins:*

```
| s.intURL =  
| https://www.yourdomainhere.com/trafficCheck.gif
```

*Within doPlugins:*

```
| s.propXX = s.intCheck();
```

Define the internal URL variable &  
set the Prop

4

## UPDATE

```
s.intCheck=new Function("",""  
+"var  
s=this;if(document.cookie.indexOf('intChk')===-  
1){try{document."  
+"cookie='intChk=1';var x=new  
XMLHttpRequest(),y;x.open('GET',s.intUr"  
+"l,false);x.send();if(x.status===200&&x.statusTex  
t==='OK'){y='intern"  
+"al'}}}catch(e){y='external'}finally{return y}}");
```

Update doPlugins with the  
plugin code



# New Segment

Cross-Industry Demo Data

TITLE \*

Exclude Internal Traffic

DESCRIPTION

Enter a description for this segment

TAGS

Add Tags

DEFINITION \*

Show 

Visitor

Options

Traffic Type

equals

internal

☐ Make this an Experience Cloud audience (for Cross-Industry Demo Data)

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

Cancel

Save

5

Create a visitor segment where prop = 'internal', then exclude



Unique Visitors	247,195 of 384,478	64%
Visits	357,523 of 747,032	47%
Page Views	1,814,122 of 4,839,195	37%
Visitors with Experience Cloud ID	219,407 of 292,577	74%

\* Last 90 days

Product Compatibility Analysis Workspace  
Reports & Analytics  
Ad Hoc Analysis  
Data Warehouse





Virtual Report Suites > Clean VRS

Settings

Visit Definition

Components



NAME \*

Clean VRS

DESCRIPTION

This VRS removes all unwanted data for cleaner analysis (internal traffic, junk data, bots).

TAGS

Add Tags

SOURCE

Cross-Industry Demo Data



TIME ZONE

US Mountain Time [GMT-07:00]



SEGMENTS

Bot Filter

Junk Data

Exclude Internal Traffic

Add Segment

6

Apply exclusion segment to a VRS

Cancel

Continue

Data Preview

TOTAL HITS

1,776,412

37.02% vs. original

TOTAL VISITS

117,810

14.25% vs. original

TOTAL VISITORS

61,109

12.39% vs. original

\*Last 90 days

Product Compatibility



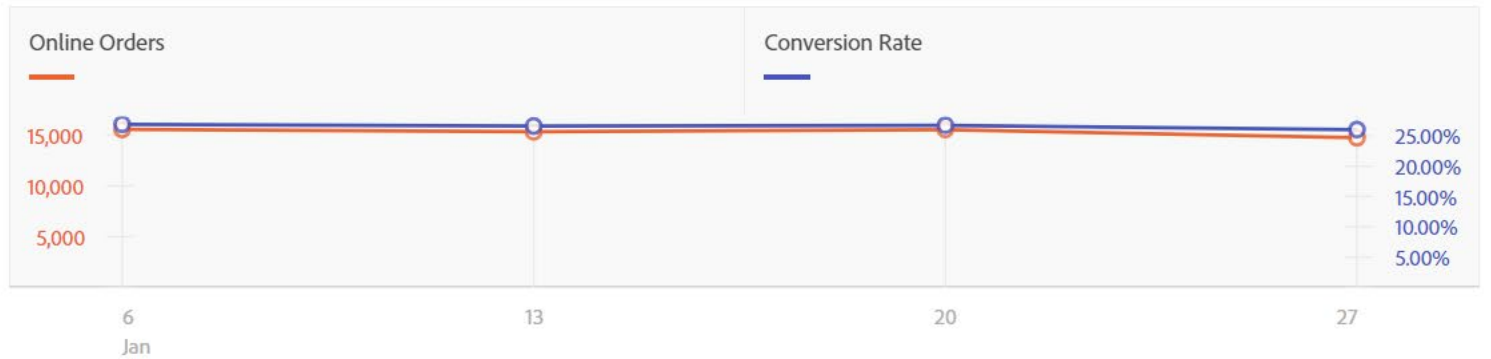
Analysis Workspace  
Report & Analytics  
Ad Hoc Analysis  
Data Warehouse  
Report Builder

BEFORE

### Conversion Rate

26.59%

### Weekly Trend



### Customer Segments by Device Type

	Gold Customers	Platinum Customers	Diamond Customers
2 Visits	57,446	50,406	7,927

### Customer Segments

Gold Customers	Platinum Customers	Diamond Customers

AFTER

### Conversion Rate

19.81%

### Weekly Trend



### Customer Segments by Device Type

	Gold Customers	Platinum Customers	Diamond Customers
2 Visits	33,387	30,546	20,060

### Customer Segments

Platinum Customers	Gold Customers	Diamond Customers

# 1

Flags unactionable,  
internal server calls

# 2

Improves trust in data

# 3

Setup in minutes using  
Launch or DTM



TIP 1 2 3 4 5 6 7 8

# Build Your Strongest Lineup with Cross-sell Analysis

## CAPABILITIES USED

Multi-valued dimensions (e.g. s.product, listVars), Dropdown filters, Attribution IQ





1

[Save For Later](#) [Remove](#)

### Down Alternative Insert, 12"x16"

#71-1764716

\$10

2

[Update](#)

Item Total

\$20

#### Delivery Estimate

*This item will arrive in 3-5 business days. A more precise delivery estimate will be shown on the Payment & Review Page. Visit the UPS site for additional info.*

2

[Save For Later](#) [Remove](#)

### Ink Mural Pillow Cover, Midnight, 20"x20"

#71-5317113

\$49

**Special \$36**

1

[Update](#)

Item Total

\$36

#### Delivery Estimate

*This item will arrive in 3-5 business days. A more precise delivery estimate will be shown on the Payment & Review Page. Visit the UPS site for additional info.*

3



### Ink Mural Pillow Cover, Platinum, 20"x20"

\$49

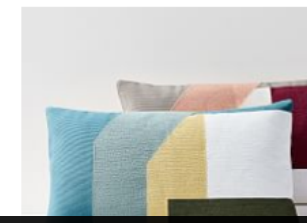
Item Total

**Special \$25**

### Abstract Blossom Brocade Pillow Cover

**\$39****Special \$29**

### Crewel Colorblock Splice Pillow Covers

**\$39****Special \$29**

Corded Geo Block

What products were  
purchased together?



s.products = ;Pillow Insert;2;10, ;Blue Pillowcase;1;36, ;Silver Pillowcase;1;39.99





## Cross Sell Report ☆



Download



Send



Bookmark



Dashboard

... More



Cross-Industry Demo Data ▾



Mar 2019

Report Type: **Trended** | RankedSelected Metrics: **Online Revenue, Visits**Broken Down by: **Cross Sell**Data Filter: **None**Compare to Report Suite: **None**Compare to Segment: **None**Selected Products: **All Products**Item Filter: **None**Percent Shown as: **Number** | GraphInclude Current Data: **Yes** | No ⓘ

Try in Workspace

NEW

Go

Advanced



Metrics ▾

## Products by Cross Sell

## 1. prd1023

Online Revenue ▾ ⓘ

Visits ⓘ

\$2,735,811

1,970

1. prd1049

\$21,514 0.8%

12 0.6%

2. prd1102

\$20,231 0.7%

8 0.4%

3. prd1009

\$19,785 0.7%

30 1.5%

4. prd1024

\$19,039 0.7%

20 1.0%

5. prd1035

\$17,816 0.7%

22 1.1%

Show all for prd1023...

## 2. prd1050

\$1,707,418

2,124

1. prd1023

\$18,158 1.1%

4 0.2%

2. prd1191

\$16,960 1.0%

6 0.3%

3. prd1106

\$16,657 1.0%

12 0.6%

4. prd1025

\$15,766 0.9%

5 0.2%

Cross-sell reporting in Reports & Analytics, while out-of-the-box, is very rigid











# 1

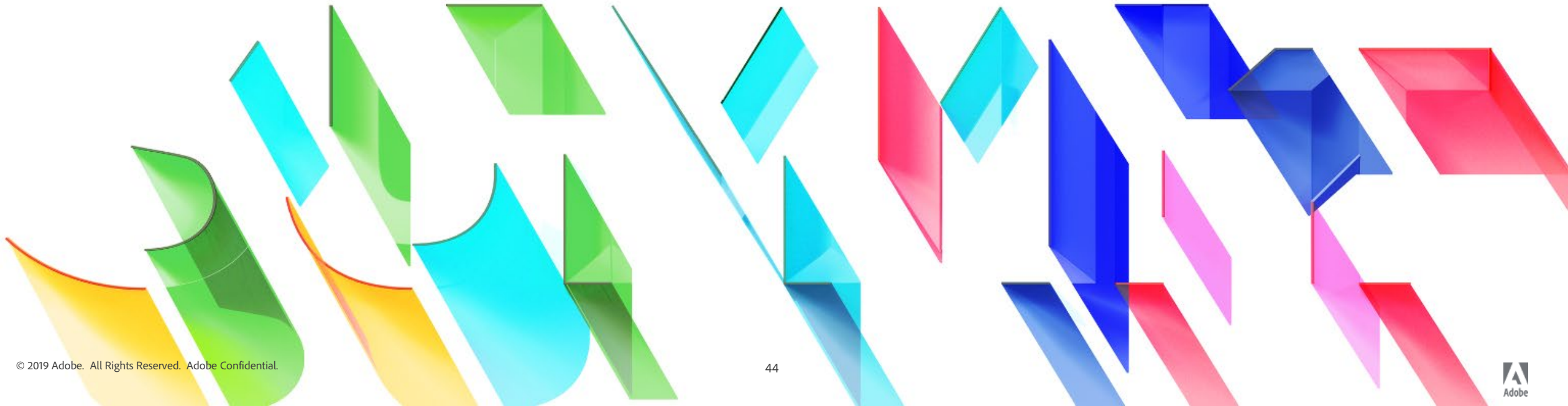
Apply this analysis to any multi-valued dimension,  
not just products

# 2

Use dropdown filters to  
analyze the relationships  
of items in a string

# 3

Apply insights in your  
product and marketing  
strategies



TIP 1 2 3 4 5 6 7 8

# Swing the Ball with Attribution IQ

CAPABILITIES USED

Attribution IQ, Calculated Metrics, Functions







... a Custom 0/100/0 Model to measure Assist Rate



Search Components



DIMENSIONS

- Product
- Marketing Channel
- Page
- Marketing Channel
- Campaign Vendor

Show All >

METRICS

- Acquisition Rate
- Online Orders
- Visits
- Occurrences
- Unique Visitors

Show All >

SEGMENTS

- Product = 1
- Updated Category Pages
- Diamond Customers
- Product > 2
- Product > 1

Show All >

TITLE \*

Assist Rate

DESCRIPTION

Enter a description for this calculated metric

FORMAT

Percent

DECIMAL PLACES

-

0

+

SHOW UPWARD TREND AS

Good (Green)

TAGS

Add Tags

SUMMARY

Online Orders ÷ Online Orders

DEFINITION \*

Online Orders (Custom (0/100/0) | Visitor)

÷

Online Orders (Participation | Visitor)

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

Preview

Assist Rate

100%

December 2018

March 2019

Product Compatibility ?

Current Data

Fully Processed Data

Owner: Jen Lasser  
Last Modified: Mar 20 2019



Search Components



DIMENSIONS

- Product
- Marketing Channel
- Page
- Marketing Channel
- Campaign Vendor

Show All >

METRICS

- Acquisition Rate
- Online Orders
- Visits
- Occurrences
- Unique Visitors

Show All >

SEGMENTS

- Product = 1
- Updated Category Pages
- Diamond Customers
- Product > 2
- Product > 1

Show All >

TITLE \*

Closure Rate

DESCRIPTION

Enter a description for this calculated metric

FORMAT

Percent

DECIMAL PLACES

-

0

+

SHOW UPWARD TREND AS

Good (Green)

TAGS

Add Tags

SUMMARY

Online Orders

÷

Online Orders

DEFINITION \*

Online Orders (Last Touch | Visitor)

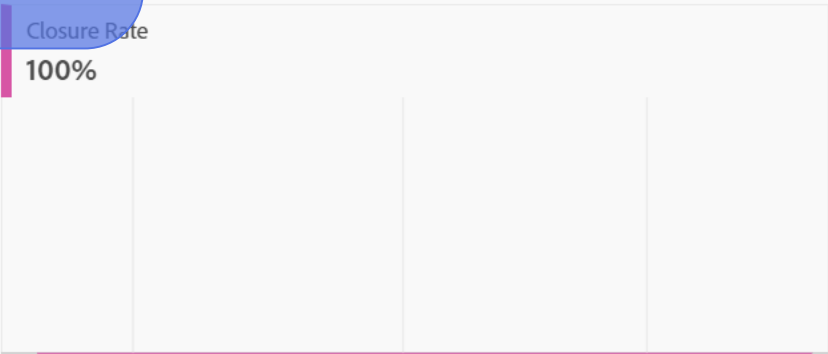
÷

Online Orders (Participation | Visitor)

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

... and a Last Touch Model to measure Closure Rate

Preview



December 2018 March 2019

Owner: Jen Lasser  
Last Modified: Mar 20 2019

Product Compatibility ?  
Current Data  
Fully Processed Data

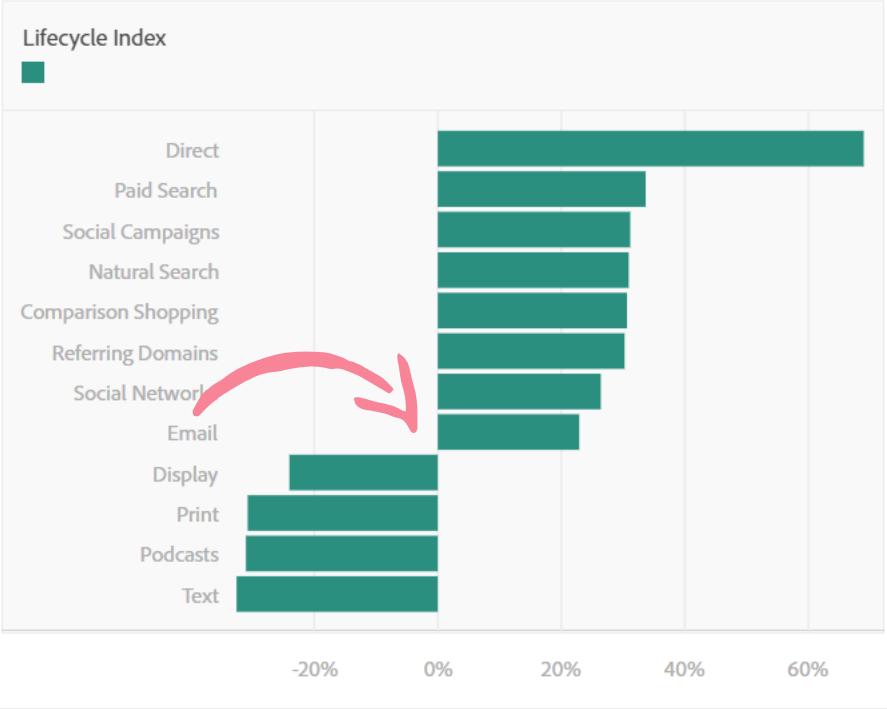


Channel Analysis

	Visits		Online Orders		Acquisition Rate		Assist Rate		Closure Rate		Lifecycle Index	
Marketing Channel												
Page: 1 / 1 Rows: 50	1-12 of 12	Jan	238,194	Jan	114,252	Jan	100%	Jan	100%	Jan	100%	Jan
1. Direct	17,934	7.5%	9,076	7.9%	100%		31%		31%		69%	
2. Paid Search	22,364	9.4%	2,749	2.4%	49%		29%		16%		34%	
3. Social Campaigns	17,183	7.2%	2,244	2.0%	47%		29%		16%		31%	
4. Natural Search	3,427	1.4%	410	0.4%	45%		29%		14%		31%	
5. Comparison Shopping	8,129	3.4%	1,043	0.9%	46%		27%		15%		31%	
6. Referring Domains	5,876	2.5%	811	0.7%	46%		27%		16%		30%	
7. Social Networks	2,116	0.9%	279	0.2%	42%		28%		15%		26%	
8. Email	49,791	20.9%	5,602	4.9%	39%		40%		16%		23%	
9. Display	46,747	19.6%	32,731	28.6%	38%		35%		62%		-24%	
10. Print	20,120	8.4%	18,482	16.2%	29%		29%		60%		-31%	
11. Podcasts	19,882	8.3%	18,214	15.9%	29%		30%		60%		-31%	
12. Text	24,625	10.3%	22,611	19.8%	29%		31%		62%		-33%	

By Lifecycle Index

+ index indicate a channel is more likely to acquire customers.  
- index indicate a channel is more likely to close customers.

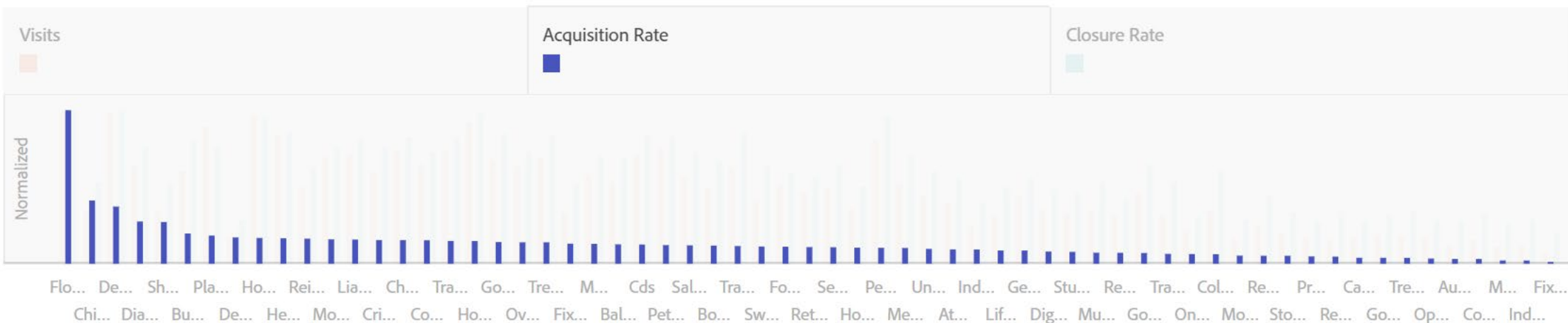


When visualized, Lifecycle Index highlights acquiring vs closing channels



Don't stop at Marketing Channels  
- apply to any dimension!

### Product Distribution by Acquisition Rate



### Product Analysis

	Visits	Acquisition Rate	Closure Rate
Product (Finance) ▾(advanced) Page: 1 / 1 Rows: 100 1-63 of 63	Jan 1 Feb 28 606,552	Jan 1 Feb 28 100%	Jan 1 Feb 28 100%
1. Flood Insurance	21,718 3.6%	13%	15%
2. Child Plan	7,516 1.2%	5%	8%
3. Debit Card	21,493 3.5%	5%	15%
4. Diamond Card	13,884 2.3%	4%	11%
5. Shares	7,421 1.2%	3%	8%





z-score



Functions fx

Advanced Functions

Z-Score

SUMMARY

fx Z-Score ( metric Online Orders ÷ Online Orders include\_zeros false )

DEFINITION \*

Z-SCORE (metric, include\_zeros) ⓘ

metric

Online Orders (First Touch | Visitor)

÷

Online Orders (Participation | Visitor)

include\_zeros

☐

BONUS TIP: Use Z-score to relate data to averages



BONUS TIP: Use Z-score to  
relate data to averages

### Product Distribution by Acquisition Rate



### Product Analysis

	Visits	Acquisition Rate	Closure Rate	Acquisition Rate Z-Score
Product (Finance) ▾(advanced) Page: 1 / 1 Rows: 100 1-63 of 63	Jan 1 Feb 28 606,552	Jan 1 Feb 28 100%	Jan 1 Feb 28 100%	Jan 1 Feb 28 10.7
1. Flood Insurance	21,718 3.6%	13%	15%	1.1 10.3%
2. Child Plan	7,516 1.2%	5%	8%	0.3 2.6%
3. Debit Card	21,493 3.5%	5%	15%	0.2 2.0%
4. Diamond Card	13,884 2.3%	4%	11%	0.1 0.8%
5. Shares	7,421 1.2%	3%	8%	0.1 0.7%

# 1

Find the right model with  
the Attribution IQ panel

# 2

Layer in attribution  
throughout your analysis  
with Calculated Metrics

# 3

Easily visualize an average  
with the Z-score function



TIP 1 2 3 4 5 6 7 8

# Visualize Your Active Roster with the Analytics Health Dashboard

## CAPABILITIES USED

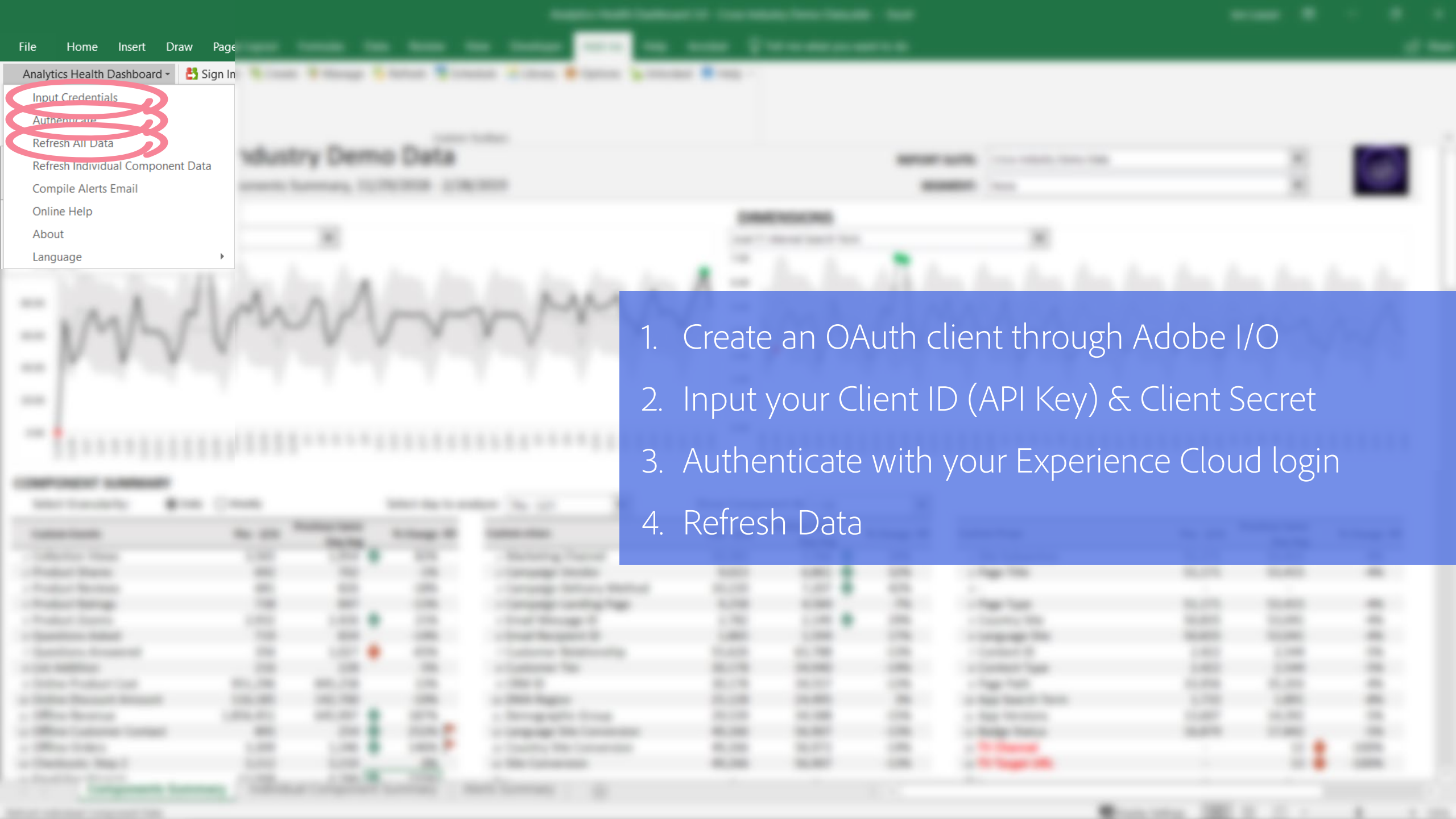
Analytics Health Dashboard, Analytics 2.0 API, Anomaly Detection







The *Analytics Health Dashboard* provides a comprehensive view of all data collected in Adobe Analytics, benchmarked against prior performance. A summary of anomalies is generated to quickly analyze & then take action.



1. Create an OAuth client through Adobe I/O
2. Input your Client ID (API Key) & Client Secret
3. Authenticate with your Experience Cloud login
4. Refresh Data

Quickly see how all your eVars, props and events are tracking

## Adobe PM - Cross-Industry Demo Data

Analytics Health Dashboard - Components Summary, 11/29/2018 - 2/28/2019

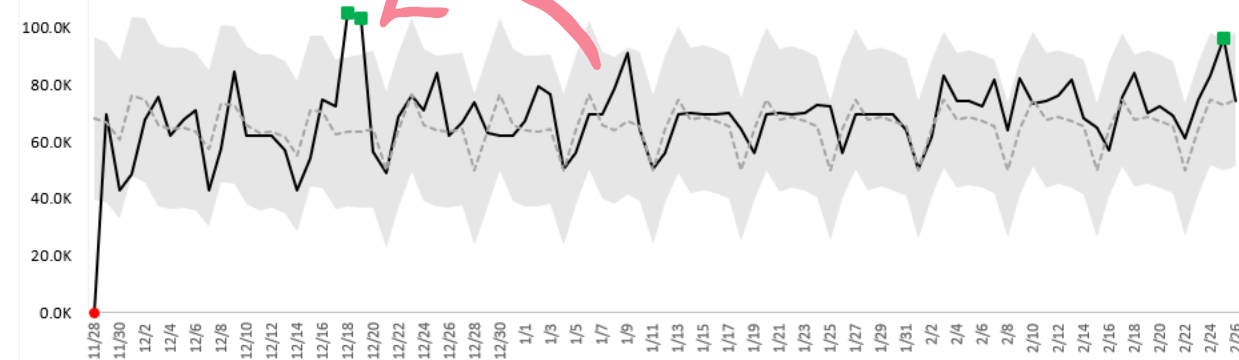
REPORT SITE: Cross-Industry Demo Data

SEGMENT: None



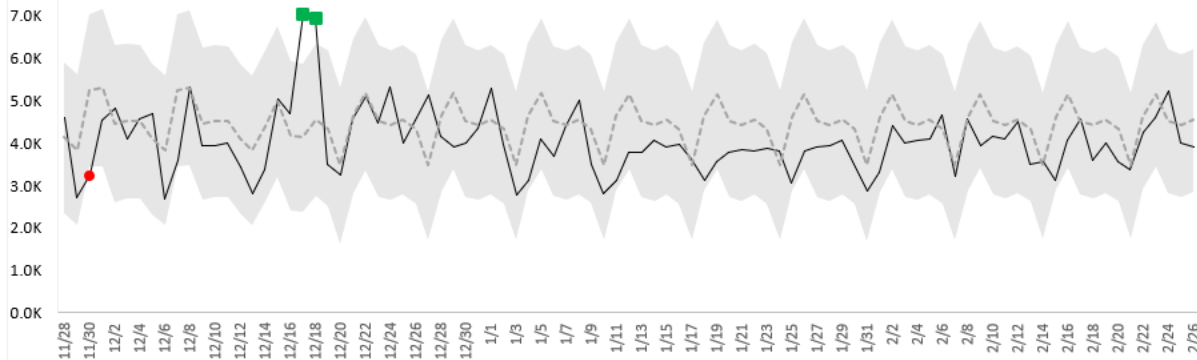
### METRICS

occurrences: Occurrences



### DIMENSIONS

evr17: Internal Search Term



### COMPONENT SUMMARY

Select Granularity: ☒ Daily ☐ Weekly

Select day to analyze: Thu - 2/21

Show Component #s 1-100

Custom Events	Thu - 2/21	Previous Same Day Avg	% Change AD
1 Collection Views	3,565	1,954	82%
2 Product Shares	692	702	-1%
3 Product Reviews	681	826	-18%
4 Product Ratings	738	847	-13%
5 Product Zooms	2,932	2,426	21%
6 Questions Asked	719	834	-14%
7 Questions Answered	356	1,027	-65%
8 List Addition	216	228	-5%
9 Online Product Cost	951,296	845,258	13%
10 Online Discount Amount	116,185	142,701	-19%
11 Offline Revenue	1,856,451	641,997	187%
12 Offline Customer Contact	895	254	252%
13 Offline Orders	3,309	1,346	146%
14 Checkouts: Step 2	3,212	3,210	0%
15 Email Enrollments	12,008	1,700	150%

Custom eVars	Thu - 2/21	Previous Same Day Avg	% Change AD
1 Marketing Channel	10,383	7,766	34%
2 Campaign Vendor	9,023	6,861	32%
3 Campaign Delivery Method	10,220	7,207	42%
4 Campaign Landing Page	4,258	4,584	-7%
5 Email Message ID	2,782	2,149	29%
6 Email Recipient ID	1,865	1,594	17%
7 Customer Relationship	55,626	63,788	-13%
8 Customer Tier	30,178	34,940	-14%
9 CRM ID	30,178	34,557	-13%
10 DMA Region	25,128	24,495	3%
11 Demographic Group	29,539	34,588	-15%
12 Language Site Conversion	49,266	56,907	-13%
13 Country Site Conversion	49,266	56,972	-14%
14 Site Conversion	49,266	56,907	-13%

Custom Props	Thu - 2/21	Previous Same Day Avg	% Change AD
1 Site Subsection	51,171	53,415	-4%
2 Page Title	51,171	53,415	-4%
3 -	-	-	-
4 Page Type	51,171	53,415	-4%
5 Country Site	50,835	53,041	-4%
6 Language Site	50,835	53,041	-4%
7 Content ID	2,422	2,544	-5%
8 Content Type	2,422	2,544	-5%
9 Page Path	33,956	35,203	-4%
10 App Search Term	1,733	1,891	-8%
11 App Versions	13,607	14,392	-5%
12 Badge Status	16,879	17,842	-5%
13 TV Channel	-	13	-100%
14 TV Target URL	-	13	-100%

Components Summary

Individual Component Summary

Alerts Summary



60

AutoSave Off

P37

## Deep-dive into a single dimension

## Adobe PM - Cross-Industry Demo Data

Analytics Health Dashboard - Individual Component Summary, 11/29/2018 - 2/28/2019

SEGMENT:None



## DIMENSION

evar17: Internal Search Term

## METRIC

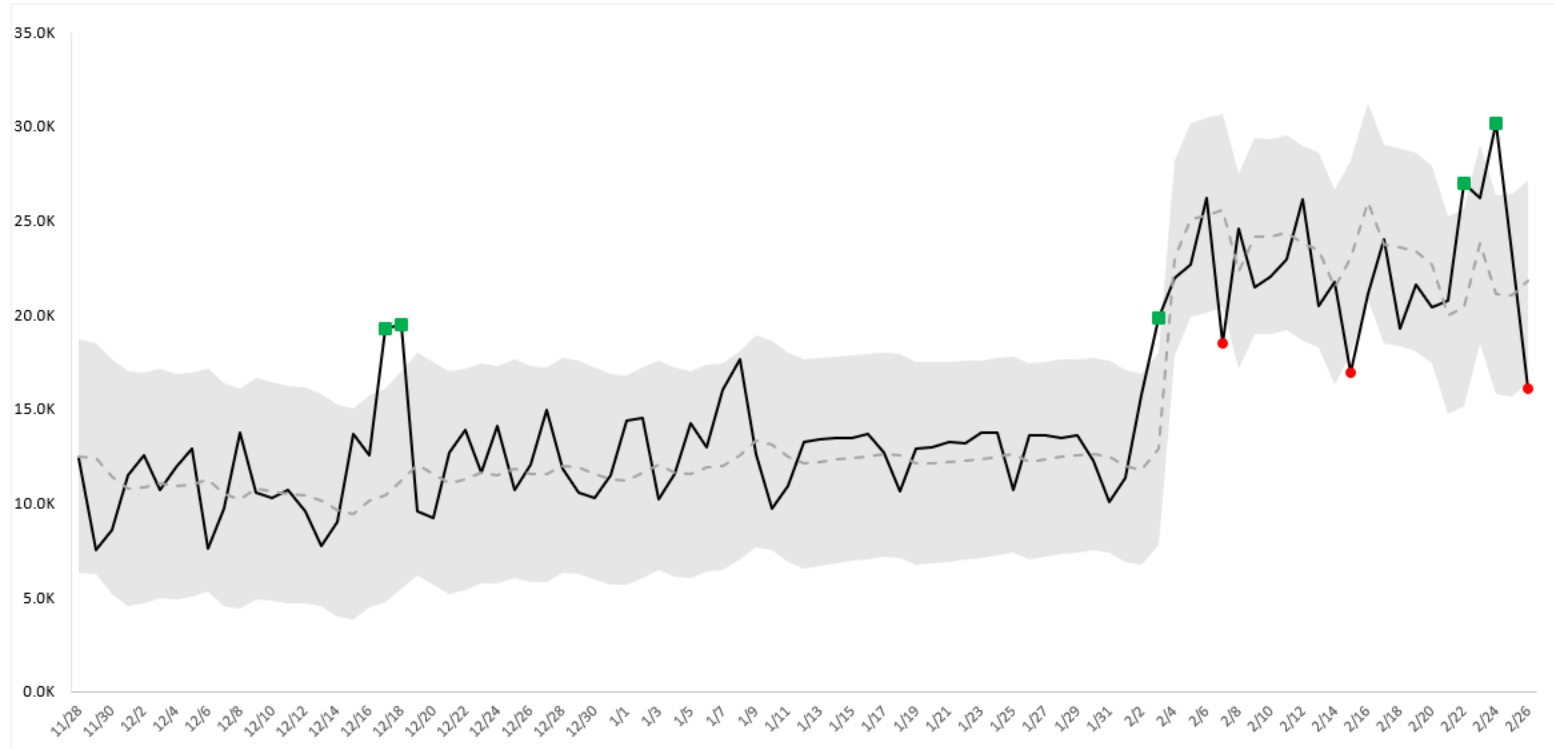
occurrences: Occurrences

Total Dimension Items, Yesterday: 194  
Total Dimension Items, previous 90 days: 307  
Anomalies Above Expected, last 91 days: 5  
Anomalies Below Expected, last 91 days: 3

## Top 100 evar17: Internal Search Term Values by Occurrences

Wed - 2/27

-	1	Unspecified	58,426
12	2	isterm99	318
20	3	isterm26	308
1	4	isterm2	308
5	5	isterm45	297
-2	6	isterm1	273
	7	isterm64	269
9	8	isterm48	265
-2	9	isterm35	258
-2	10	isterm100	254
-2	11	isterm27	252
1	12	isterm75	245
36	13	isterm40	238
-3	14	isterm97	233
7	15	isterm80	232
14	16	isterm4	229
34	17	isterm78	220
20	18	isterm93	217
7	19	isterm18	217
49	20	isterm57	212
-6	21	isterm52	211
-19	22	isterm3	209
18	23	isterm61	202
1	24	isterm9	198



## BROWSER ANALYSIS

## Top 10 evar17: Internal Search Term Values by occurrences: Occurrences

	Google	Microsoft	Apple	Mozilla	Other
1 Unspecified	6,362	22,690	10,281	10,102	-
2 isterm2	27	186	17	75	-
3 isterm406	22	-	-	-	-
4 isterm13	21	79	3	48	-
5 isterm69	19	111	10	52	-

Components Summary

Individual Component Summary

Alerts Summary

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Analytics Health Dashboard ▾

Sign In

Create

Manage

Refresh

Schedule

Library

Options

Unlocked

Help ▾

Input Credentials

Authenticate

Refresh All Data

Refresh Individual Component Data

Compile Alerts Email

Online Help

About

Language

 View all anomalies & compile  
an email summary

## Industry Demo Data

Summary, 11/29/2018 - 2/28/2019

SEGMENT:None



You a list of all metrics and variables that have exceeded the expected data thresholds. Please contact your Analytics administrator if you have

Component	Component ID	Expected Data	Actual Data	Difference
Offline Orders	event13	3,324	3,199	-4%
Emails Sent	event16	66,209	83,735	↓ 26%
Emails Received	event17	51,237	66,808	↓ 30%
Emails Clicked	event19	11,356	21,557	↓ 90%
Email Unsubscribes	event20	10,327	10,210	-1%
Mailers Sent	event22	12,846	15,676	↓ 22%
Display Impressions	event23	57,129	53,495	-6%
Podcast Impressions	event77	433,792	299,652	↑ -30.9%
Text Failed	event83	2,526	2,286	-9.5%
Text Unsubscribed	event84	849	762	-10.3%
Recommended	event95	20,724	50,327	↓ 142.8%
Offline Units	event106	6,883	5,723	-16.9%
Text Subscriptions	event110	6,236	4,490	↑ -28.0%
Email Unique Open	event113	31,267	32,694	4.6%
POS Orders	event121	2,572	1,898	↑ -26.2%
POS Units	event122	2,920	3,461	18.5%
IVR Orders	event123	716	645	-9.9%
AMO Clicks	event130	422	1,436	↓ 239.9%
AMO Impressions	event131	2,147	14,398	↓ 570.5%
Application Completed	event137	39	12	↑ -69.2%
Total Revenue	event138	27,190	3,126,181	↓ 11397.6%
Total Units	event139	2,719	8,665	↓ 218.7%
Total Orders	event140	2,719	5,520	↓ 103.0%
Total Product Cost	event141	27,190	1,179,046	↓ 4236.3%
Total Discount	event142	2,719	139,808	↓ 5041.9%
Bounces	bounces	8,629	9,306	7.8%
Time Spent per Visit (seconds)	timespentvisit	764	634	-17.0%
Time Spent per Visitor (seconds)	timespentvisitor	994	708	↑ -28.7%
Upgrades	mobileupgrades	93	355	↓ 279.9%
Custom Link	customlink	4,484	8,598	↓ 91.8%
Action Time In App	mobileactioninapptime	118	477	↓ 303.3%

Components Summary

Individual Component Summary

Alerts Summary



62





FileMessageInsertOptionsFormat TextReviewHelpAdobe PDFTell me what you want to do

CutCopyFormat PainterClipboard

Calibri (Bc11A A

B I U

Address BookCheck Names

Attach File

Attach Item

Follow Up

High Importance

Low Importance

Signature

Templates

To...

Cc...

Send

SubjectAnalytics Health Dashboard - Alerts Summary, 11/29/2018 - 2/28/2019

Distribute to anyone who needs to be in the implementation-know

# Adobe PM - Cross-Industry Demo Data

Analytics Health Dashboard - Alerts Summary, 11/29/2018 - 2/28/2019

SEGMENT:None

This email has been compiled to provide you a list of all metrics and variables that have exceeded the expected data thresholds. Please contact your Analytics administrator if you have questions or concerns.

Component	Component ID	Expected Data	Actual Data	Difference
Offline Orders	event13	3,324	3,199	-4%
Emails Sent	event16	66,209	83,735	↓26%
Emails Received	event17	51,237	66,808	↓30%
Emails Clicked	event19	11,356	21,557	↓90%
Email Unsubscribes	event20	10,327	10,210	-1%
Mailers Sent	event22	12,846	15,676	↓22%
Display Impressions	event23	57,129	53,495	-6%
Podcast Impressions	event77	433,792	299,652	↑-30.9%
Text Failed	event83	2,526	2,286	-9.5%
Text Unsubscribed	event84	849	762	-10.3%
Recommended	event95	20,724	50,327	↓142.8%
Offline Units	event106	6,883	5,723	-16.9%
Text Subscriptions	event110	6,236	4,490	↑-28.0%
Email Unique Open	event113	31,267	32,694	4.6%
POS Orders	event121	2,572	1,898	↑-26.2%
POS Units	event122	2,920	3,461	18.5%
IVR Orders	event123	716	645	-9.9%
AMO Clicks	event130	422	1,436	↓239.9%
AMO Impressions	event131	2,147	14,398	↓570.5%

# 1

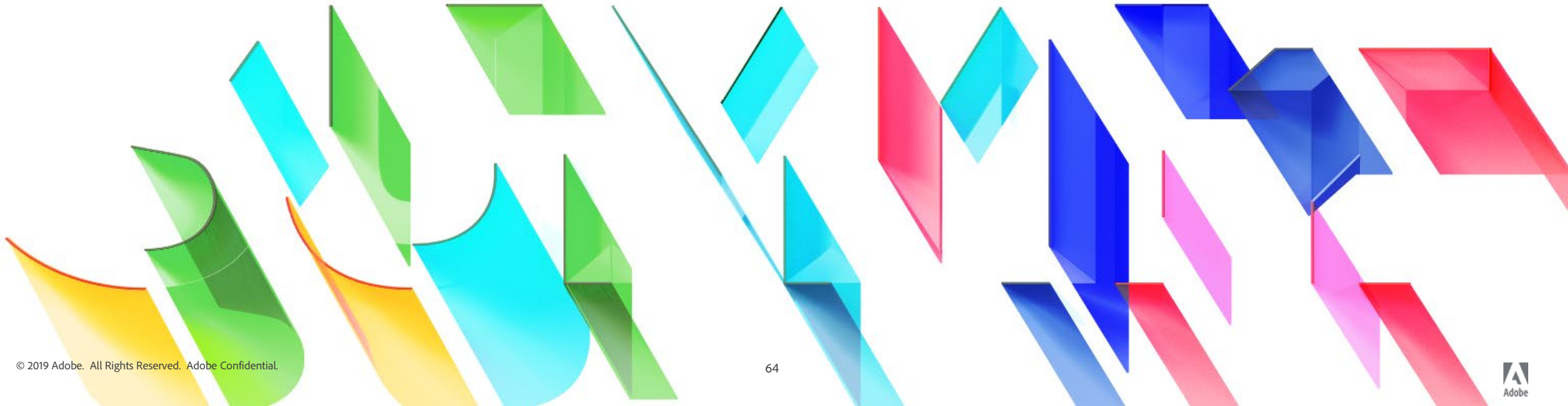
Get a comprehensive  
view of all your collected  
data

# 2

Make sure you are  
collecting the right data in  
dimensions

# 3

Quickly see all anomalies  
in a single view, and take  
action



TIP 1 2 3 4 5 6 7 8

# Go From Rookie to Veteran with Enhanced Cohorts

## CAPABILITIES USED

Cohort Tables, Inclusion/Exclusion Segments,  
Latency Tables, Custom Cohort Dimensions



Search Visualizations

## VISUALIZATIONS

Freeform Table



Cohort Table NEW



Fallout



Flow



Map



Area



Area Stacked



Bar



Bar Stacked



Bullet



Donut



Histogram



Horizontal Bar



Horizontal Bar Stacked



Line



## Panel



Drop a Segment Here (or any other component)

This month  
Feb 1 2019 - Feb 28 2019

Start analyzing with one of these visualization options



Freeform Table



Fallout



Flow



Cohort Table NEW



Histogram




Venn



Map



Make this my default state for new projects

 Search Components

DIMENSIONS

Page

Product

Marketing Channel

Campaign Vendor

Campaign Landing Page

Show All >

METRICS

Visits

Online Orders

Occurrences

Unique Visitors

Online Revenue

Show All >

SEGMENTS

Updated Category Pages

Mobile Customers

All Visits

Page = Workspace

Inclusion Criteria ?

SEGMENTS (OPTIONAL)

Drop a Segment here

Updated Category Pages

INCLUSION CRITERIA

Visits

>=

1

And

Drop a Metric here

GRANULARITY

Week

TYPE

Retention

Churn

SETTINGS

Rolling Calculation

Advanced

Latency Table

Custom Dimension Cohort

Reset

Build

Return Criteria ?

SEGMENTS (OPTIONAL)

Drop a Segment here

RETURN CRITERIA

Online Orders

>=

1

And

Drop a Metric here

Define your inclusion and return criteria

### Inclusion Criteria

SEGMENTS (OPTIONAL)

Updated Category Pages

Drop a Segment here

INCLUSION CRITERIA

Visits

>=

1

And

Drop a Metric here

### Return Criteria

SEGMENTS (OPTIONAL)

Drop a Segment here

RETURN CRITERIA

Online Orders

>=

1

And

Drop a Metric here

GRANULARITY

Week

TYPE

☒ Retention

☐ Churn

SETTINGS

☐ Rolling Calculation

☒ Advanced

☒ Latency Table

☐ Custom Dimension Cohort

Reset

Build



Choose Latency Table,  
then build





Cohort Table

Retention: Latency Table

Inclusion: Visits >= 1, Updated Category Pages Return: Online Orders >= 1

Remember – you can create segments on-the-fly!

Cohort	-6 Weeks	-5 Weeks	-4 Weeks	-3 Weeks	-2 Weeks	-1 Weeks	Included 0 Weeks	+1 Weeks	+2 Weeks	+3 Weeks	+4 Weeks	+5 Weeks	+6 Weeks
Dec 16 - Dec 22	13 0.4%	22 0.7%	23 0.8%	27 0.9%	36 1.2%	77 2.6%	3,006	181 6.0%	135 4.5%	87 2.9%	56 1.9%	54 1.8%	43 1.4%
Dec 23 - Dec 29	17 0.6%	14 0.5%	20 0.8%	28 1.1%	36 1.4%	74 2.8%	2,650	208 7.8%	146 5.5%	92 3.5%	42 1.6%	54 2.0%	36 1.4%
Dec 30 - Jan 5	19 0.6%	20 0.7%	23 0.7%	40 1.3%	42 1.4%	53 1.7%	3,006	181 6.0%	135 4.5%	87 2.9%	56 1.9%	54 1.8%	43 1.4%
Jan 6 - Jan 12	20 0.6%	28 0.9%	29 0.9%	58 1.8%	44 1.4%	70 2.2%	3,006	181 6.0%	135 4.5%	87 2.9%	56 1.9%	54 1.8%	43 1.4%
Jan 13 - Jan 19	23 0.7%	20 0.6%	31 0.9%	27 0.8%	48 1.4%	86 2.6%	3,006	181 6.0%	135 4.5%	87 2.9%	56 1.9%	54 1.8%	43 1.4%
Jan 20 - Jan 26	16 0.5%	31 1.0%	16 0.5%	30 0.9%	45 1.4%	86 2.7%	3,006	181 6.0%	135 4.5%	87 2.9%	56 1.9%	54 1.8%	43 1.4%
Jan 27 - Feb 2	15 0.4%	21 0.6%	32 1.0%	32 1.0%	42 1.3%	98 2.9%	3,006	181 6.0%	135 4.5%	87 2.9%	56 1.9%	54 1.8%	43 1.4%
Feb 3 - Feb 9	15 0.4%	19 0.5%	31 0.9%	39 1.1%	54 1.5%	81 2.3%	3,006	181 6.0%	135 4.5%	87 2.9%	56 1.9%	54 1.8%	43 1.4%
Feb 10 - Feb 16	18 0.5%	20 0.6%	29 0.9%	29 0.9%	40 1.2%	88 2.7%	3,006	181 6.0%	135 4.5%	87 2.9%	56 1.9%	54 1.8%	43 1.4%
Feb 17 - Feb 23	15 0.4%	30 0.9%	25 0.7%	33 1.0%	33 1.0%	79 2.3%	3,006	181 6.0%	135 4.5%	87 2.9%	56 1.9%	54 1.8%	43 1.4%
Feb 24 - Mar 2	25 0.7%	20 0.6%	19 0.6%	30 0.9%	44 1.3%	79 2.3%	3,006	181 6.0%	135 4.5%	87 2.9%	56 1.9%	54 1.8%	43 1.4%
Mar 3 - Mar 9	15 0.5%	24 0.7%	22 0.7%	16 0.5%	45 1.4%	83 2.6%	3,006	181 6.0%	135 4.5%	87 2.9%	56 1.9%	54 1.8%	43 1.4%

Create Segment From Cell

Copy To Clipboard





TITLE \*  
(((Visits exists AND (Week = Dec 23, 2018 AND (Page = (category 1 OR category 2 OR category 3 OR category 4 OR category 5)))) AND ((Online Or

DESCRIPTION  
*Enter a description for this segment*

TAGS  
 Add Tags

DEFINITION \*

Show Visitor ▾

Options



▽ ((Visits exists AND (Week = Dec 23 2018 AND (Page = (category 1 OR category 2 OR category 3 OR category 4 OR category 5)))) AND ((Online Orders exists AND Week = Jan 6 2019))



> (Visits exists AND (Week = Dec 23 2018 AND (Page = (category 1 OR category 2 OR category 3 OR category 4 OR category 5))))

*Inclusion criteria*



And ▾



> (Online Orders exists AND Week = Jan 6 2019)

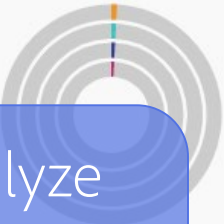
*Return criteria*



☐ Make this an Experience Cloud audience (for Cross-Industry Demo Data) ?

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

Save the segment to analyze  
this group of visitors elsewhere



Unique Visitors	146 of 14,257,427	0%
Visits	3,037 of 131,412,490	0%
Page Views	28,686 of 795,696,042	0%
Visitors with Experience Cloud ID	146 of 13,921,414	0%

\* Last 90 days

Product Compatibility ?  
Analysis Workspace  
Reports & Analytics  
Ad Hoc Analysis

### Inclusion Criteria ?

#### SEGMENTS (OPTIONAL)

Updated Category Pages

Drop a Segment here

#### INCLUSION CRITERIA

Visits

>=

1

And

Drop a Metric here

#### GRANULARITY

Week

#### TYPE

☒ Retention ?

☐ Churn ?

### Return Criteria ?

#### SEGMENTS (OPTIONAL)

Drop a Segment here

#### RETURN CRITERIA

Online Orders

>=

1

And

Drop a Metric here

#### SETTINGS

☐ Rolling Calculation ?

☒ Advanced

☐ Latency Table ?

☒ Custom Dimension Cohort ?

Marketing Channel

Reset

Build

Cohort Table

Retention: Dimension Column (Marketing Channel)  
Inclusion: Visits >= 1, Updated Category Pages Return: Online Orders >= 1

Cohort	Included (De...	Dec 23 2018	Dec 30 2018	Jan 6 2019	Jan 13 2019	Jan 20 2019	Jan 27 2019	Feb 3 2019	Feb 10 2019	Feb 17 2019	Feb 24 2019	Mar 3 2019
Email	5,460	380 7.0%	208 3.8%	1 0.0%	1 0.0%	0	1 0.0%	0	0	0	0	0
Display	1,520	140 9.2%	57 3.8%	1 0.1%	1 0.1%	0	1 0.1%	0	0	0	0	0
Paid Search	1,927	164 8.5%	112 5.8%	1 0.1%	1 0.1%	0	1 0.1%	0	0	0	0	0
Text	814	78 9.6%	35 4.3%	1 0.1%	1 0.1%	0	1 0.1%	0	0	0	0	1 0.1%
Direct	613	33 5.4%	6 1.0%	0	0	0	0	0	0	0	0	0
Social Campaigns	1,269	118 9.3%	64 5.0%	1 0.1%	1 0.1%	0	1 0.1%	0	0	0	0	0
Referring Domains	874	60 6.9%	34 3.9%	1 0.1%	1 0.1%	0	1 0.1%	0	0	0	0	0
Comparison Shopping	844	68 8.1%	44 5.2%	1 0.1%	1 0.1%	0	1 0.1%	0	0	0	0	1 0.1%
Print	773	58 7.5%	36 4.7%	1 0.1%	1 0.1%	0	1 0.1%	0	0	0	0	0
Podcasts	787	71 9.0%	26 3.3%	0	0	0	0	0	0	0	0	0
Social Networks	205	21 10.2%	13 6.3%	1 0.5%	1 0.5%	0	1 0.5%	0	0	0	0	0

Rather than cohorts based on time, visitors are grouped by your selected dimension



# 1

Segment inclusion &  
return criteria, separately

# 2

Use Latency Tables to see  
behavior before/after an  
inflection point

# 3

Apply a custom cohort  
dimension to replace  
time-based cohort rows





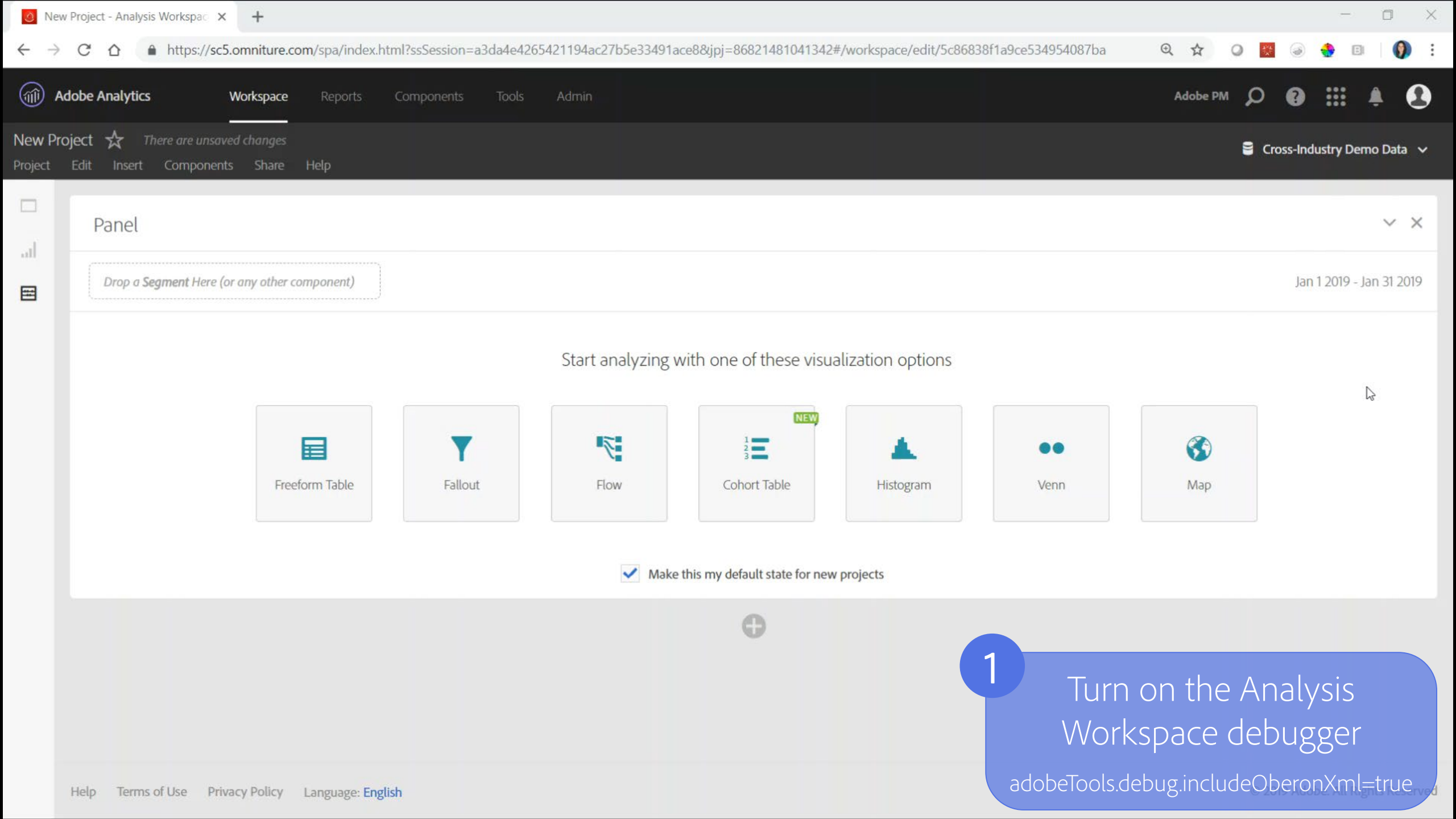
TIP 1 2 3 4 5 6 7 8

# Become an All-Star with the Analytics 2.0 API

## CAPABILITIES USED

Analytics 2.0 API, Workspace Debugger,  
Swagger UI

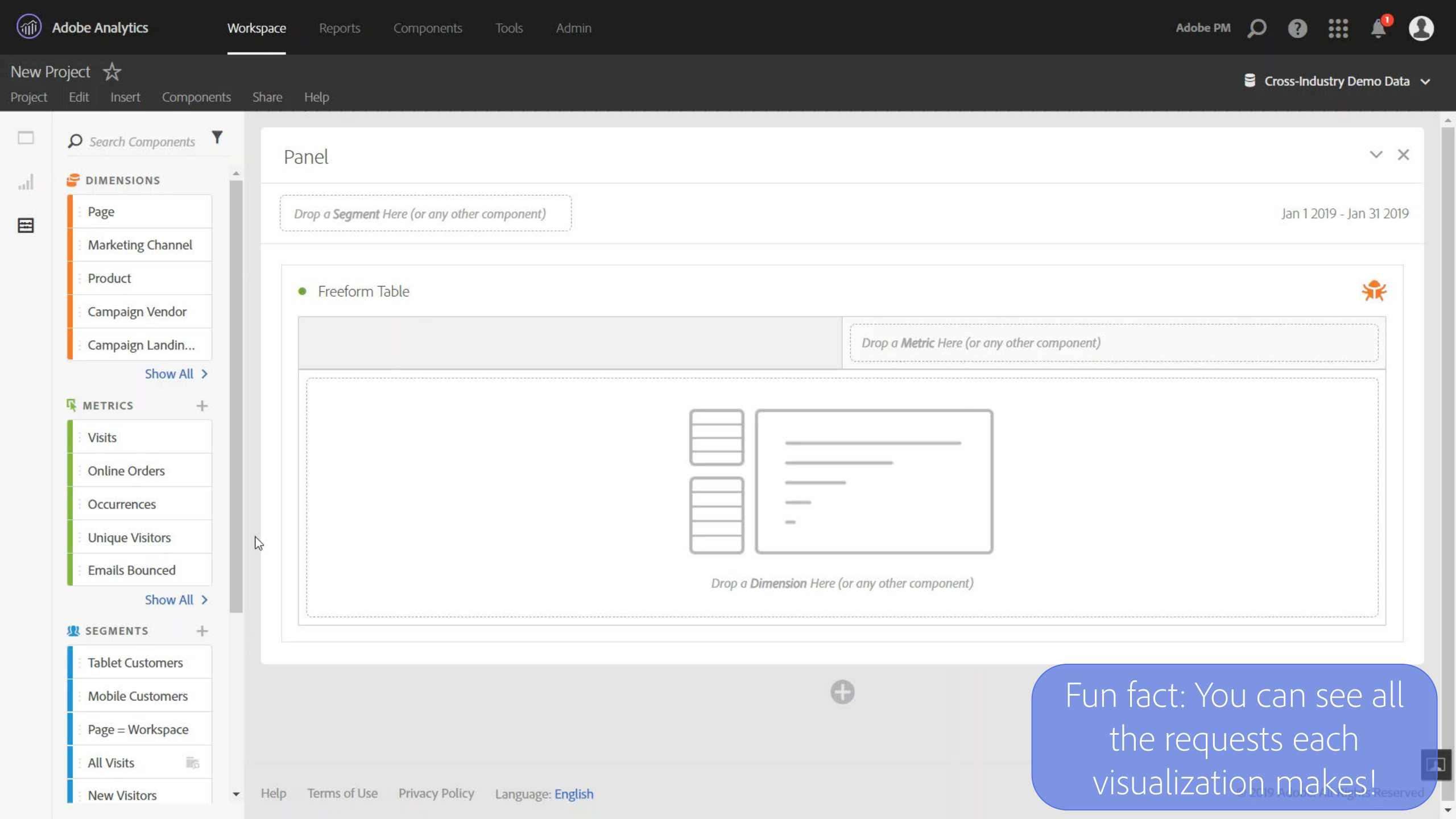
The ***Analytics 2.0 API*** brings the same kind of flexible queries used in Analysis Workspace to the API, including significant query speed enhancements, unlimited breakdowns, and data science features such as Anomaly detection and Attribution IQ.



1

Turn on the Analysis  
Workspace debugger

adobeTools.debug.includeOberonXml=true



Search Components

DIMENSIONS

- Page
- Marketing Channel
- Product
- Campaign Vendor
- Campaign Landin...

Show All

METRICS

- Visits
- Online Orders
- Occurrences
- Unique Visitors
- Emails Bounced

Show All

SEGMENTS

- Tablet Customers
- Mobile Customers
- Page = Workspace
- All Visits
- New Visitors

Panel

Drop a Segment Here (or any other component)

Jan 1 2019 - Jan 31 2019

Freeform Table

Drop a Metric Here (or any other component)

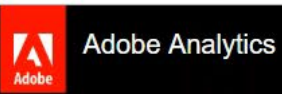


Drop a Dimension Here (or any other component)

Fun fact: You can see all the requests each visualization makes!







# Adobe Analytics APIs

v1 - Build: 2018-10-15T17:20:11Z

[ Base URL: analytics.adobe.io/ ]  
[./swagger.json](#)

The endpoints described here are routed through Adobe.io. In order to use these endpoints you must create an oAuth client that is subscribed to access the Adobe Analytics Reporting API.

- calculatedmetrics >
- collections >
- dateranges >
- dimensions >
- metrics >
- reports >
- segments >
- users >

3

Test API methods in the Swagger UI >

dimensions

metrics

reports

POST

/reports Runs a report for the request in the post body

See the [Reporting User Guide](#) for details.

Parameters

Cancel

Name

Description

body

(body)

Edit Value | Model

```
{
  "rsid": "string",
  "dimension": "string",
  "locale": {
    "language": "string",
    "script": "string",
    "country": "string",
    "variant": "string",
    "extensionKeys": [
      "string"
    ],
    "unicodeLocaleAttributes": [
      "string"
    ],
    "unicodeLocaleKeys": [
      "string"
    ],
    "iso3Language": "string",
    "iso3Country": "string",
    "displayLanguage": "string",
    "iso3Script": "string"
  }
}
```

Cancel

Parameter content type

application/json

4

Paste in the JSON from  
the debugger & execute

# 1

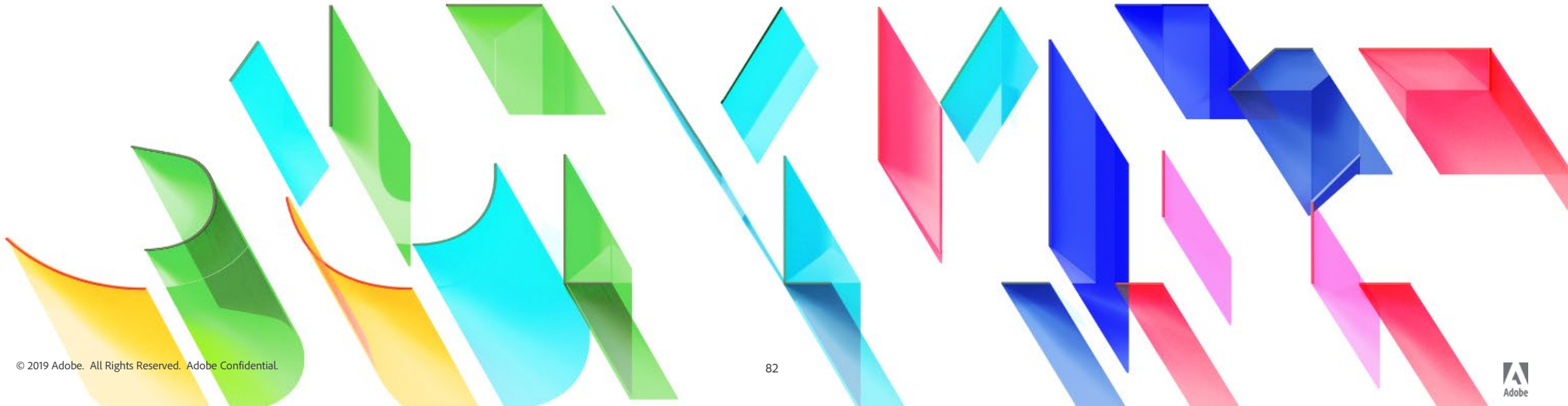
Run fast, flexible, and intelligent queries that match Analysis Workspace

# 2

Use the Workspace debugger to build queries for you

# 3

Test queries easily with the Swagger UI







# CHAMPIONS OF ADOBE ANALYTICS





Dropdown  
Filters



Analytics on  
Analytics



Internal Traffic  
Plugin



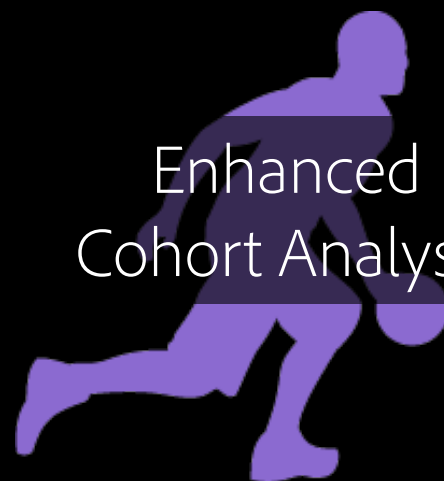
Cross-Sell  
Analysis



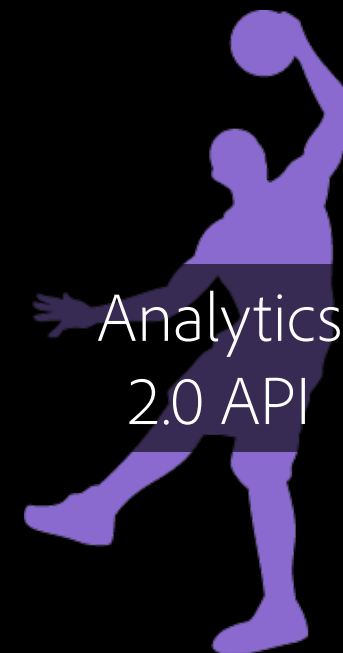
Attribution  
IQ



Analytics Health  
Dashboard



Enhanced  
Cohort Analysis



Analytics  
2.0 API

# Resources for the road!



[adobe.ly/aatips](https://adobe.ly/aatips)



[adobe.ly/aaresources](https://adobe.ly/aaresources)



# Take the Survey for a chance to win!

(Survey section of the mobile app)



**\$10** Starbucks Card



Day 1  
Bash  
Experience

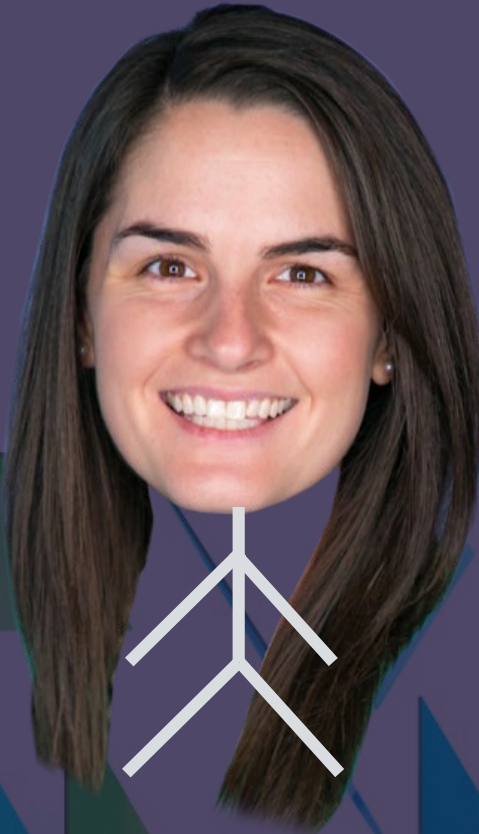


Day 2  
Signed Sports  
Memorabilia



Day 3  
Bose  
Home Speaker

# Back by popular demand: Win a PM intern for a day!



- We come to your office
- We get you coffee
- We do analytics workshops, discuss product feedback, etc.
- We buy you lunch

# Back by popular demand: Win a PM intern for a day!



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# Q & A

Ben Gaines

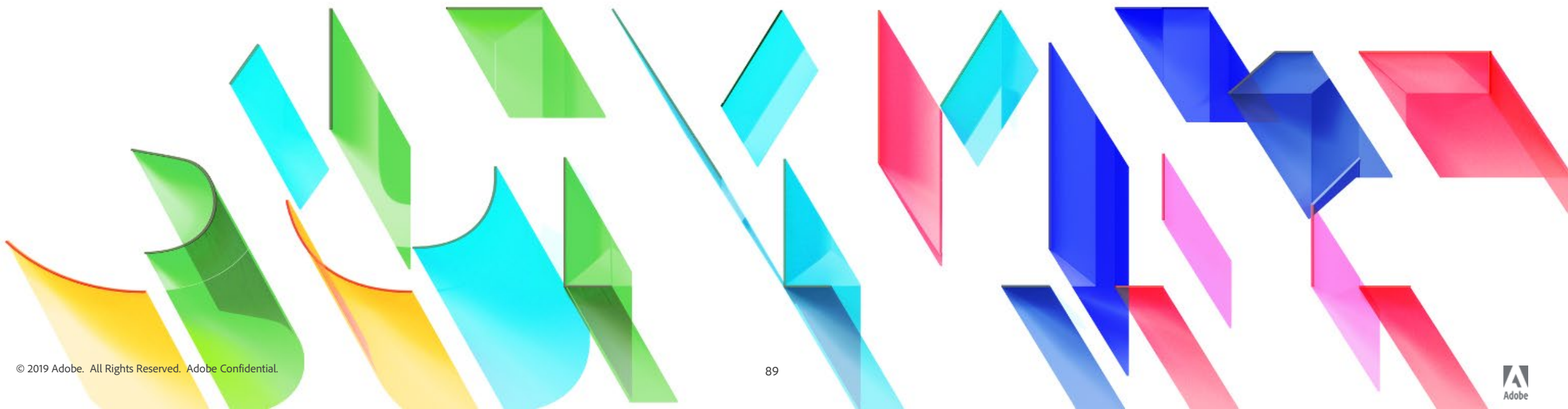
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Jen Lasser

Twitter: @jenlasser  
LinkedIn: /jenlasser



[adobe.ly/aatips](https://adobe.ly/aatips)





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