



Making Confident Decisions Quickly: Analysis Workspace Tips & Tricks

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ANALYSTS



NEW USERS



EXECUTIVES



Jen Lasser
Senior Product Manager
Adobe Analytics



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LET THE SHOW BEGIN!



Analyze more data on a single screen with view density



Mix & match dynamic & static columns in crosstab tables



Find highly engaged visitors with Distinct Count segments



Summary

fx Approximate Count Distinct (Customer ID)

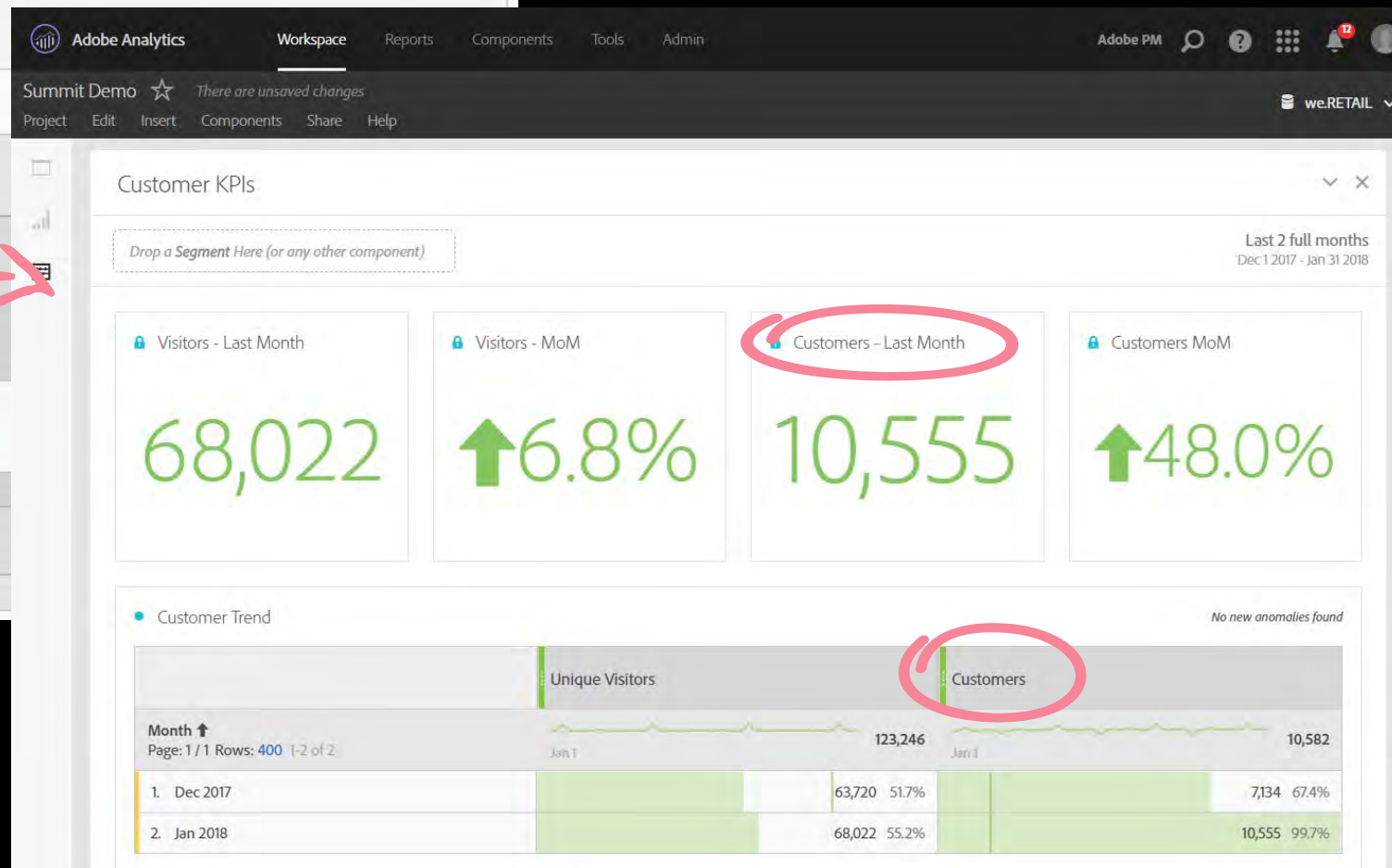
Definition

APPROXIMATE COUNT DISTINCT (dimension) ⓘ

dimension

Customer ID

- Metric Builder -



- Used in tables & visualizations -

Find highly engaged visitors with Distinct Count segments

COMING
SOON!



Put data perspective with time comparisons (and save them)...



... or compare to rolling averages



... or create target benchmarks!



Expand beyond last touch with in-workflow attribution options



Analyze visitor retention or churn with enhanced Cohort Tables



Adobe Analytics Beta

Workspace

Reports

Components

Tools

Admin

Beta Feedback

Adobe PM



Cross-Industry Demo Data

Cohort Analysis *There are unsaved changes*

Project Edit Insert Components Share Help

Cohort Table

Retention: Dimension Column (Marketing Channel)

Inclusion: Online Orders >= 1 Return: Visits >= 1

Cohort	Included (Jan ...	Jan 4 2019	Jan 5 2019	Jan 6 2019	Jan 7 2019	Jan 8 2019	Jan 9 2019	Jan 10 2019	Jan 11 2019	Jan 12 2019	Jan 13 2019	Jan 14 2019
Email	492	46 9.3%	53 10.8%	43 8.7%	43 8.7%	48 9.8%	38 7.7%	38 7.7%	20 4.1%	9 1.8%	6 1.2%	14 2.8%
Display	729	101 13.9%	69 9.5%	80 11.0%	74 10.2%	84 11.5%	68 9.3%	55 7.5%	30 4.1%	22 3.0%	28 3.8%	20 3.4%
Unspecified	276	15 5.4%	13 4.7%	17 6.2%	8 2.9%	10 3.6%	8 2.9%	5 1.8%	2 0.7%	2 0.7%	2 0.7%	1 0.4%
text	304	28 9.2%	22 7.2%	21 6.9%	23 7.6%	18 5.9%	22 7.2%	23 7.6%	9 3.0%	8 2.6%	5 1.6%	3 1.0%
Podcast	237	22 9.3%	12 5.1%	15 6.3%	13 5.5%	13 5.5%	15 6.3%	15 6.3%	3 1.3%	3 1.3%	3 1.3%	5 2.1%
Paid Search	525	41 7.8%	36 6.9%	34 6.5%	38 7.2%	28 5.3%	42 8.0%	26 5.0%	12 2.3%	9 1.7%	11 2.1%	8 1.5%
Print	43	0	0	1 2.3%	0	1 2.3%	0	0	0	1 2.3%	0	1 2.3%
Social Campaigns	416	24 5.8%	17 4.1%	27 6.5%	19 4.6%	20 4.8%	18 4.3%	18 4.3%	7 1.7%	3 0.7%	6 1.4%	1 0.2%
Comparison Shopp	144	5 3.5%	3 2.1%	2 1.4%	4 2.8%	2 1.4%	4 2.8%	3 2.1%	1 0.7%	1 0.7%	4 2.8%	1 0.7%
Natural Search	159	10 6.3%	6 3.8%	7 4.4%	5 3.1%	4 2.5%	5 3.1%	4 2.5%	4 2.5%	1 0.6%	2 1.3%	2 1.3%

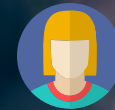
- 2 Types: Retention or Churn
- Individually inclusion & return segments
- Additional settings:
 - Latency analysis
 - Custom cohort dimension rows
 - Rolling calculation

Calculate time between events with Cohort Analysis





NEW USERS



1

Adobe Products

- Workspace Project building
- Drag & Drop
- Segment building
- Changing date ranges

2

Adobe Terminology

- Dimensions
- Metrics
- Segments
- eVars vs Props
- Report Suites

3

Your Organization's Terminology

- Are we capturing this site interaction?
- Which metrics matter most?
- How do I measure traffic sources to the site?
- What data is captured in eVars 1-250?

Encourage users to learn from in-product tips



Project Edit Insert Components Share Help

Search Components

DIMENSIONS

Page

Campaign Delivery Method

Marketing Channel

Campaign Vendor

Campaign Landing Page

Show All >

METRICS

Visits

Online Orders

Occurrences

Unique Visitors

Product Shares

Show All >

SEGMENTS

Tablet Customers

Mobile Customers

All Visits

Page = Workspace

New Visitors

Product Performance

Last 30 days
Jan 1 2019 - Jan 30 2019

Drop a Segment Here (or any other component)

Rolling Week over Week Revenue

↓ 9.3%

Online Revenue : Last 7 days

Revenue Trend

No anomalies found

Online Revenue

\$2M
\$2M
\$1M
\$500K

6 Jan 13

Fallout of Product View, Add to Cart, Purchase

All Visits
129,152

All Visits
100.0%

Tip: Create Custom Date Ranges

Create & save meaningful date ranges for your organization using the Date Range builder. E.g. run dates for a specific campaign.

Learn More

Emphasize project organization best practices



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Teach users to lean-on drop zone guides



Adobe Analytics

Workspace

Reports

Components

Tools

Admin

Adobe PM

New Project

There are unsaved changes

Project

Edit

Insert

Components

Share

Help

Analytics SPA

Search Components

DIMENSIONS

Mobile Device

Login User

Page

Regions

Browser Type

Show All

METRICS

Visits

Unused

Page Views

Unused

Unique Visitors

Freeform

Drop a Segment Here (or any other component)

This month

Aug 1 2018 - Aug 31 2018

Freeform Table

+ Add

Unique Visitors

Visits

+ Add (Metric Overlap)

Mobile Device

Page: 1 / 1 Rows: 400 1-132 of 132

1. Unspecified

133,769 98.8%

593,436 99.1%

2. Apple iPhone

1,106 0.8%

3,122 0.5%

Regions

Page: 1 / 18 Rows: 10 1-10 of 17

Breakdown

1. Tokyo (Japan)

87 7.9%

258 8.3%

2. New York (United States)

70 6.3%

160 5.1%

3. California (United States)

65 5.9%

164 5.3%

4. Madrid (Spain)

45 4.1%

189 6.1%

5. Massachusetts (United States)

33 3.0%

96 3.1%

Help users master setting the right date range



Connect the dots with the Experience Cloud Debugger



Add business value context with component descriptions



Organize related components using tags



Add analysis context within viz (or panel) titles & descriptions





Grab their attention with on-brand colors



Provide the full picture with 100% options



Apply conditional formatting to show changes, simply



Enable safe interactivity with dropdown filters



A brown rabbit is peeking out from the top of a blue cylindrical object, which sits on a red, draped pedestal. The background is dark with wisps of smoke or mist. A semi-transparent dark blue banner is overlaid across the middle of the image, containing white text.

ALL GOOD THINGS MUST
COME TO AN END!





ANALYSTS

- View density
- Dynamic columns
- Date comparisons
- Advanced calculated metrics
- Attribution IQ
- NEW Cohort Analysis

★ SNEAK: Advanced query builder



NEW USERS

- In-product tips
- Project & component organization
- Drop-zone guides
- Date range management
- Experience Cloud debugger
- Descriptive context throughout

★ SNEAK: Read-only + Editors

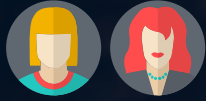


EXECUTIVES

- Custom color palettes
- 100% view options
- Conditional formatting
- Dropdown filters

★ SNEAK: Multiple report suites

Recommended Sessions



[L752] Start Your Engines: Let Analysis Workspace Drive Your Business

Wednesday 8:00am
Presenter: Kaela Cusack



[S130] 2019 Resolution: Cut Down on Fatty Clicks

Wednesday 8:30am
Presenter: Jordan Ison



[S117] Hitting a Trick Shot: Our Latest & Greatest Adobe Analytics Tips

Wednesday 2:00pm
Presenters: Ben Gaines, Jen Lasser



Resources for the road!



adobe.ly/aaworkspacetips



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

Q & A

Jen Lasser

Twitter: @jenlasser

LinkedIn: /jenlasser

Brad Millett

Twitter: @BradLMillett

LinkedIn: /bradmillett



adobe.ly/aaworkspacetips





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