Module 1 – Business Analysis: Expert Developer Exam Toolkit

This toolkit is specifically designed for individuals aspiring to take the Expert Developer Exam. It consists of six modules, with a recommended pace of studying one module per week to adhere to the schedule. The technical aspects of applications are covered through videos, where further knowledge can be gained from the Experience League. To get a better understanding of the content and anticipate the learning journey, visit the Get prep page.

Module 1 focuses on Business Analysis and includes three sections:

Section 1.1 Analytics Tech Notes

This section provides valuable information on topics not limited to a specific analytics tool or component.

Adobe Analytics is a powerful web analytics solution enabling businesses to measure, analyze, and optimize their digital marketing activities. Operating as a cloud-based platform, it delivers real-time insights into website and mobile app performance, customer behavior, and marketing campaign effectiveness.

The platform uses various data sources such as web and mobile app data, third-party data, offline data, and CRM data to provide a holistic view of customer interactions across multiple channels. Key features of Adobe Analytics include:

- Real-time data: Offering real-time insights into customer behavior, businesses can quickly respond to changes in customer preferences and market trends.
- Segmentation: Businesses can segment their customer base based on demographics, behavior, location, and other factors, allowing for personalized marketing campaigns and identifying opportunities.
- Data visualization: Adobe Analytics offers data visualization tools like charts and graphs in Analysis Workspace and Analytics dashboards, making it easier to interpret complex data sets and identify trends.
- Advanced analytics: The platform provides advanced capabilities such as predictive analytics, machine learning, and AI-powered insights, enabling businesses to discover hidden patterns and gain a deeper understanding of customer behavior.
- Attribution: Adobe Analytics includes attribution modeling tools, helping businesses comprehend the impact of marketing campaigns across different channels and touchpoints to optimize marketing spend and improve ROI.
- Reporting: Offering various reporting options like scheduled reports, ad hoc reports, and customizable dashboards, businesses can share insights with stakeholders and collaborate on data-driven decision making.

In conclusion, Adobe Analytics is a robust web analytics solution empowering businesses with the necessary tools to measure, analyze, and optimize their digital marketing activities. With its

real-time data, advanced analytics, and attribution modeling, businesses can make data-driven decisions that drive digital transformation and improve ROI.

- Analytics tech notes
- Adobe Analytics for Google Analytics users
- Analyze data impacted by events
- Client hints
- Cookies
- Data retention
- Exclude data
- IPs and domains used by Adobe Analytics
- Improved IP-to-geolocation mapping
- Latency
- Low-traffic value
- Migrate Mobile Services processing rules to Adobe Analytics
- Multi-currency support
- Privacy overview
- Processing order
- Progressive web apps
- Redirects and aliases
- Regional Data Collection
- Security resources
- Terms used (glossary)
- Timestamps Optional
- Troubleshoot logging in
- Troubleshoot getting logged out
- Unspecified, other, and unknown
- Visitor migration
- VISTA rules

Section 1.2: Setting Analytics and Experience Cloud IDs

The Experience Cloud Identity Service replaces the previous methods of Analytics visitor identification. After implementing the ID service, it operates before AppMeasurement, ensuring the retrieval of Experience Cloud and Analytics IDs before AppMeasurement loads.

During AppMeasurement loading, the Experience Cloud and Analytics IDs are requested from the ID service and sent to data collection with each server call. The ID service determines the visitor ID and passes it to AppMeasurement, making it essential to include and implement the ID service on each page before the AppMeasurement JavaScript file.

Changes to the Analytics ID process:

The primary change when transitioning to the Experience Cloud ID service involves setting the ID cookie using JavaScript instead of the HTTP header returned from the data collection web server. To better comprehend this shift, let's explore the two methods for setting cookies:

HTTP Header: Cookies are set in a browser through HTTP responses from a web server. This is how the s_vi cookie, which identifies Analytics visitors, is traditionally set. Once a cookie is established, it accompanies all subsequent HTTP requests to that server. When a request is sent to the Adobe data collection server, it checks for the presence of the s_vi cookie in the header. If the cookie is found, it is used to identify the visitor. If not, the server generates a unique Experience Cloud ID, sets it as a cookie in the HTTP response header, and sends it back with the request. The cookie is then stored in the browser and sent back to the data collection server during subsequent visits, ensuring the visitor's identification across multiple visits.

However, certain browsers, like Apple Safari, do not accept third-party cookies – those set in the browser from domains other than the current website. Safari also blocks cookies on third-party domains if the visitor hasn't visited that domain before. For instance, if you are on mysite.com, and your data collection server is mysite.omtrdc.net, the cookie returned in the HTTP header from mysite.omtrdc.net may be rejected by the browser.

To overcome this, many customers implement CNAME records for their data collection servers, forming a part of a [first-party cookie implementation](#) strategy. By configuring a CNAME record to map a hostname on the customer's domain to the data collection server (e.g., mapping metrics.mysite.com to mysite.omtrdc.net), the Experience Cloud ID cookie is stored since the data collection domain now matches the website's domain. This enhances the likelihood of the ID service cookie being stored. Nevertheless, this approach introduces some overhead due to the need to configure CNAME records and maintain SSL certificates for the data collection servers.

JavaScript: JavaScript enables the reading and writing of cookies set in the first-party domain (the domain of the current website). The Experience Cloud ID service uses JavaScript to set the AMCV_###@AdobeOrg cookie, which contains all visitor IDs. This eliminates the necessity for the tracking server's domain to match the website's domain for the visitor ID cookie to be stored. In most cases, this method is preferred for setting the ID service cookie as it eliminates the overhead associated with CNAME records and SSL certificates.

Custom Analytics IDs:

Using s.visitorID to set a custom customer ID for Analytics identification might hinder certain integrations. Integrations involving the ID Service for exporting or importing Analytics data, such as shared audiences, Analytics for Target (A4T), and Customer Attributes, will not function properly when s.visitorID is used for visitor identification.

Analytics Visitor ID Order:

After deploying the visitor ID service, Analytics identifies visitors in the following order of preference:

1. **[s.visitorID](#) (vid):** If s.visitorID is set, it takes precedence as the visitor ID.
2. **[s_vi cookie](#) (aid):** If a visitor had an existing s_vi cookie before implementing the Experience Cloud ID service or during a [grace period](#), it is used.

3. **AMCV_ cookie (mid):** If the visitor's browser accepts first-party cookies, the Experience Cloud ID service sets the AMCV_ cookie for identification.
4. **Fallback cookie (fid):** This legacy identifier is used when the browser does not accept third-party cookies, and the Analytics tracking server is set as a third-party tracking server. However, if the ID service is implemented, the fid is unnecessary due to the presence of the first-party, AMCV cookie.
5. IP Address, User Agent, Gateway IP Address: In cases where the visitor's browser does not accept cookies, these attributes are used for identification.

In Analytics calls, multiple IDs might be present, but the first ID from the above list is considered the official Experience Cloud ID. For instance, if a custom visitor ID (vid query parameter) is set, it takes priority over other IDs present on the same hit.

Section 1.3 Analytics Videos and Tutorials: Empower Your Business with Adobe Analytics

Discover the full potential of Adobe Analytics through these insightful tutorials. Whether you are an administrator, data analyst, marketer, developer, or architect, these resources are designed to help you unlock the benefits of Analytics for your business.

To get started on your learning journey:

- Check out the "What's New" section for the latest updates and features.
- Explore our "Staff Picks" to find some of our favorite content.
- Navigate through topics and subtopics using the left-side menu for comprehensive content coverage.
- If you already know what you want to learn, use the search field at the top of the page for quick access.

Learning Resources:

- Analytics tutorials
- Introduction to Analytics
- Analysis Workspace
- Administration
- Implementation
- Components
- Additional Tools
- Exporting
- Integrations
- Data Science
- Vertical-Specific
- Media Analytics
- Mobile App Analytics
- APIs
- Analysis Use Cases