



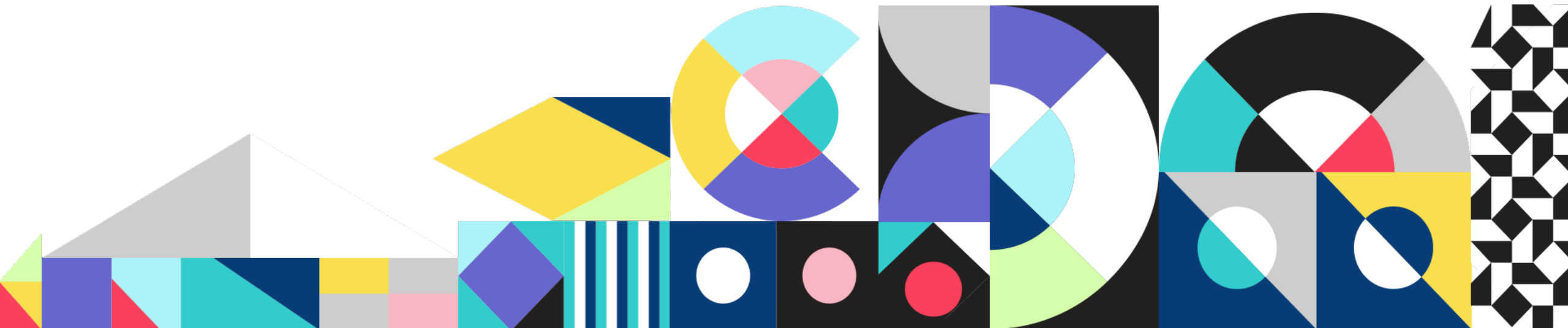
Show me the data! Getting data out of Adobe Analytics

Matt Kohl & Aaron Hadley, Customer Care

The background of the slide is a complex, colorful collage of various geometric shapes, patterns, and textures. In the center, the word "SUMMIT" is rendered in large, white, 3D block letters. The collage includes elements like a red and black striped cylinder, a blue and white checkered pattern, a blue and white wavy pattern, and various colored triangles, squares, and circles. The overall aesthetic is modern and abstract.

SUMMIT

adobe.com/go/summit2018-s904



Customer Care Experience and Perspective

~20%

EXPORT RELATED CASES

1

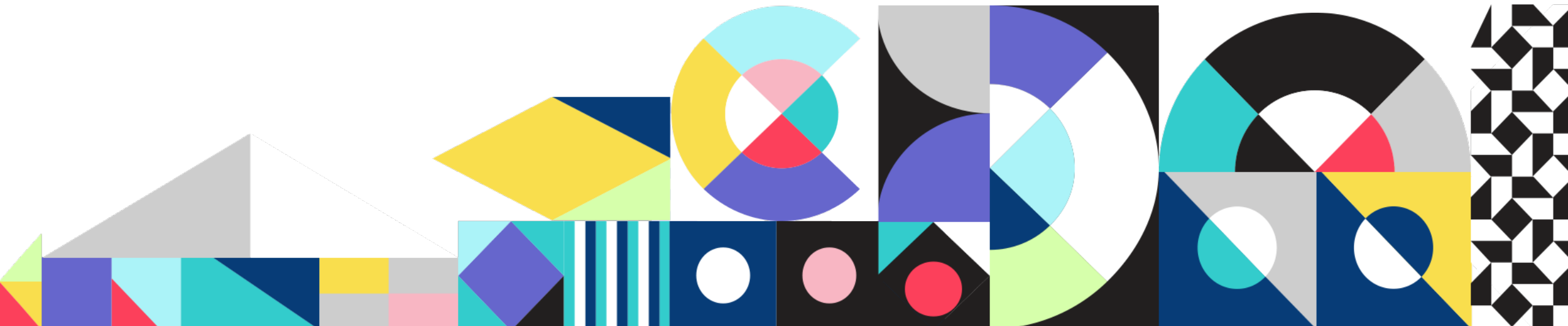
What options do I have to export data?

2

Which option should I use?

3

What are the common questions and issues?

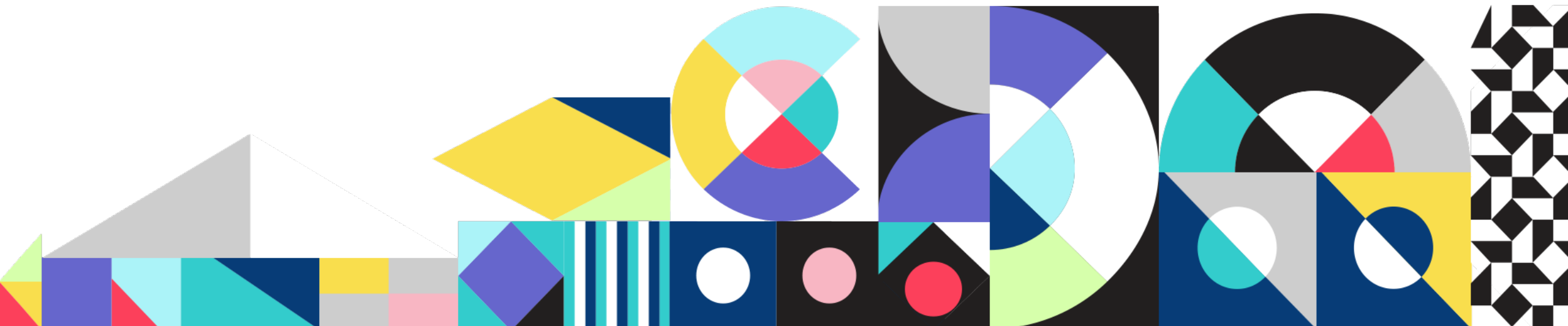


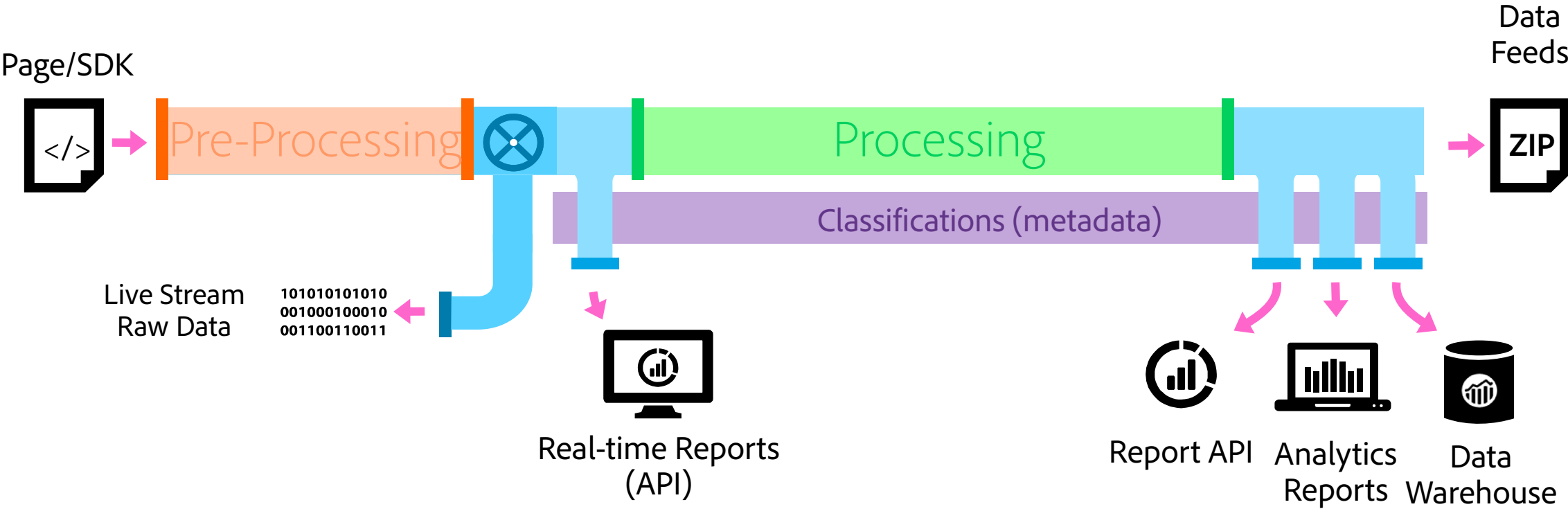
1 | Evaluating Export Options

2 | Data Feeds & Live Stream

3 | Adobe Report Builder & Reporting API

4 | Q&A



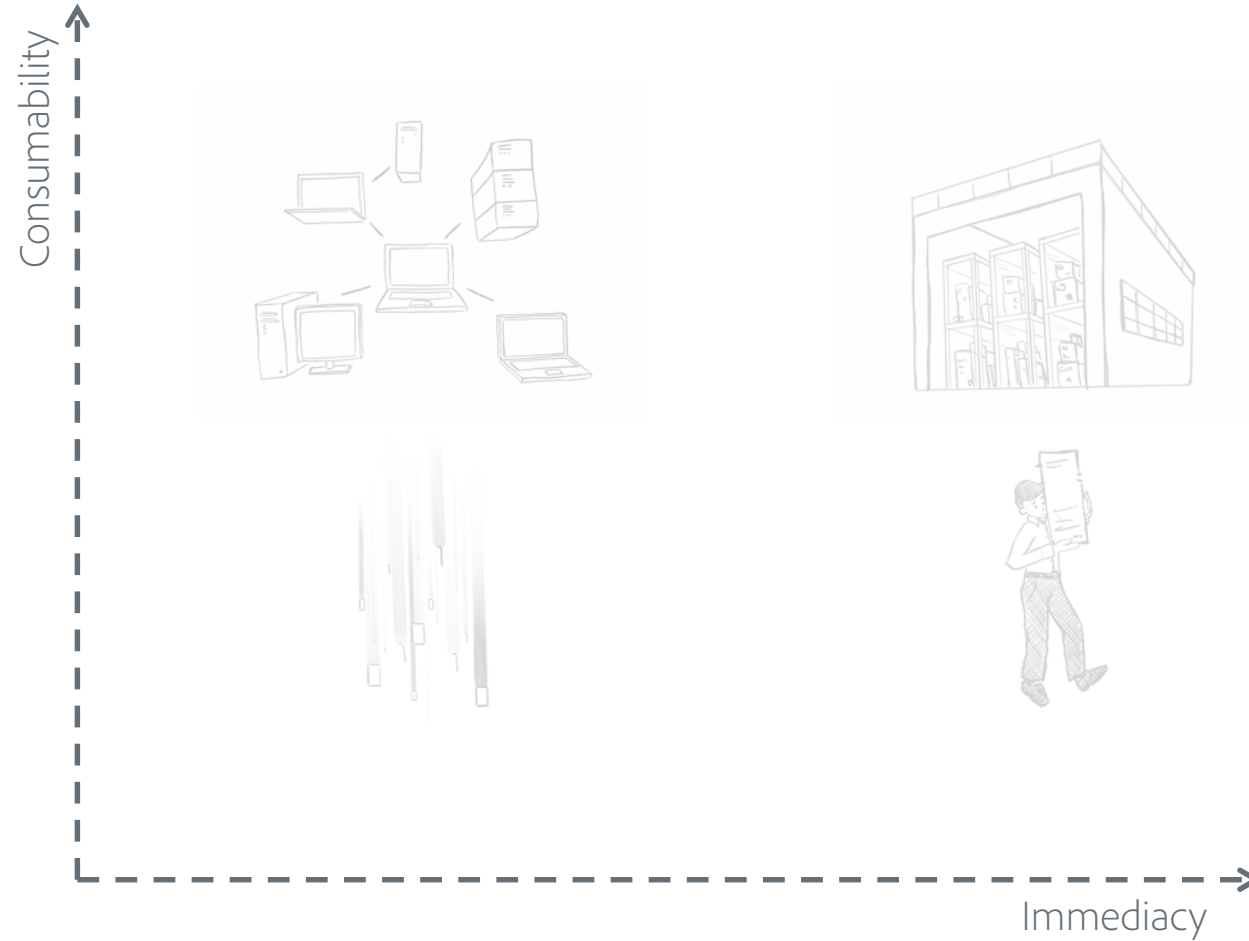


The longer you wait for data to be processed, the more context rich it becomes

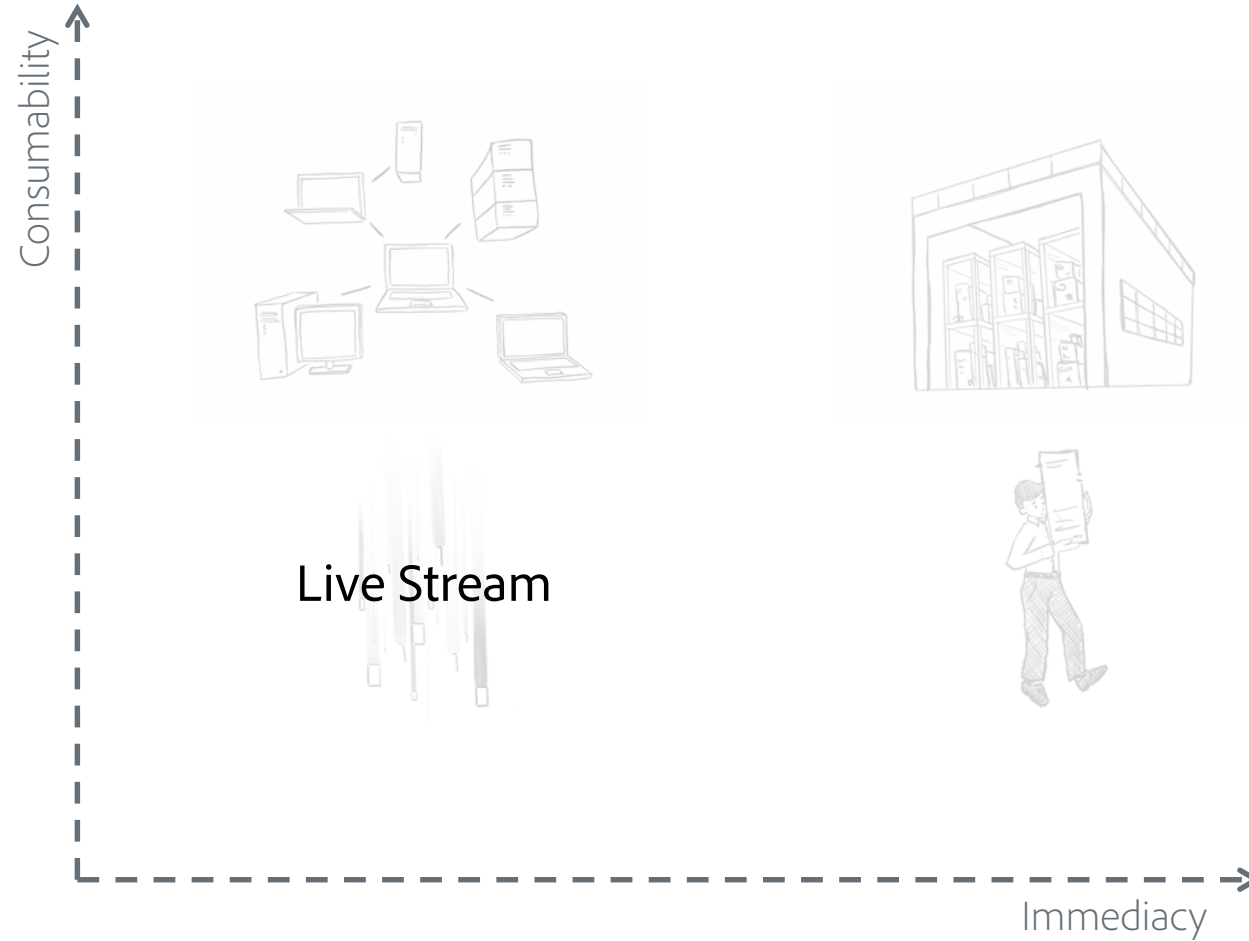
Immediacy / i' mēdēəsē / The quality of bringing one into direct and instant involvement with something, giving rise to a sense of urgency or excitement

Consumability / kən'soōm'ə'bilədē / Possession of the means or skill to use or ingest

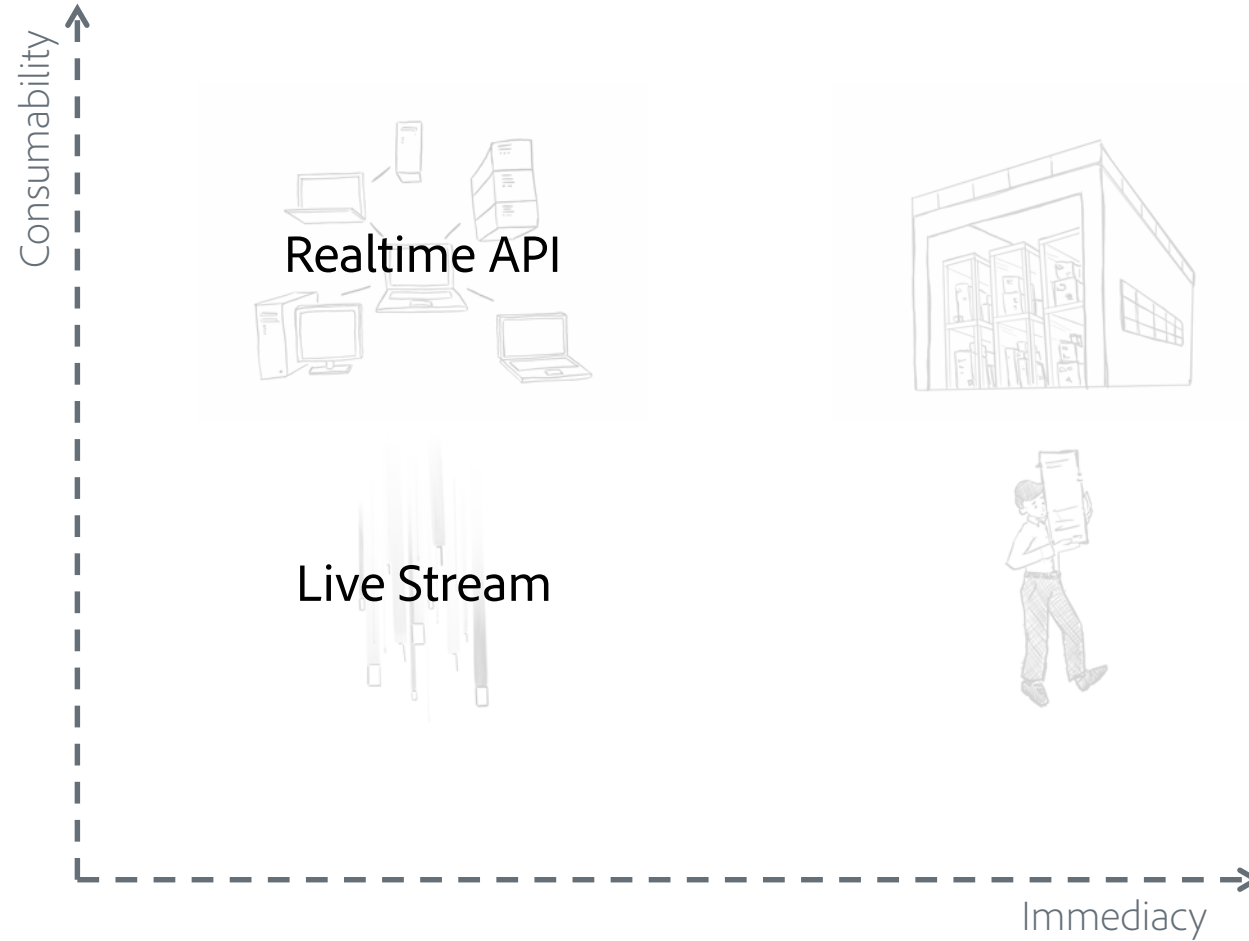
Evaluating Options / Architecture **Questions** Definitions

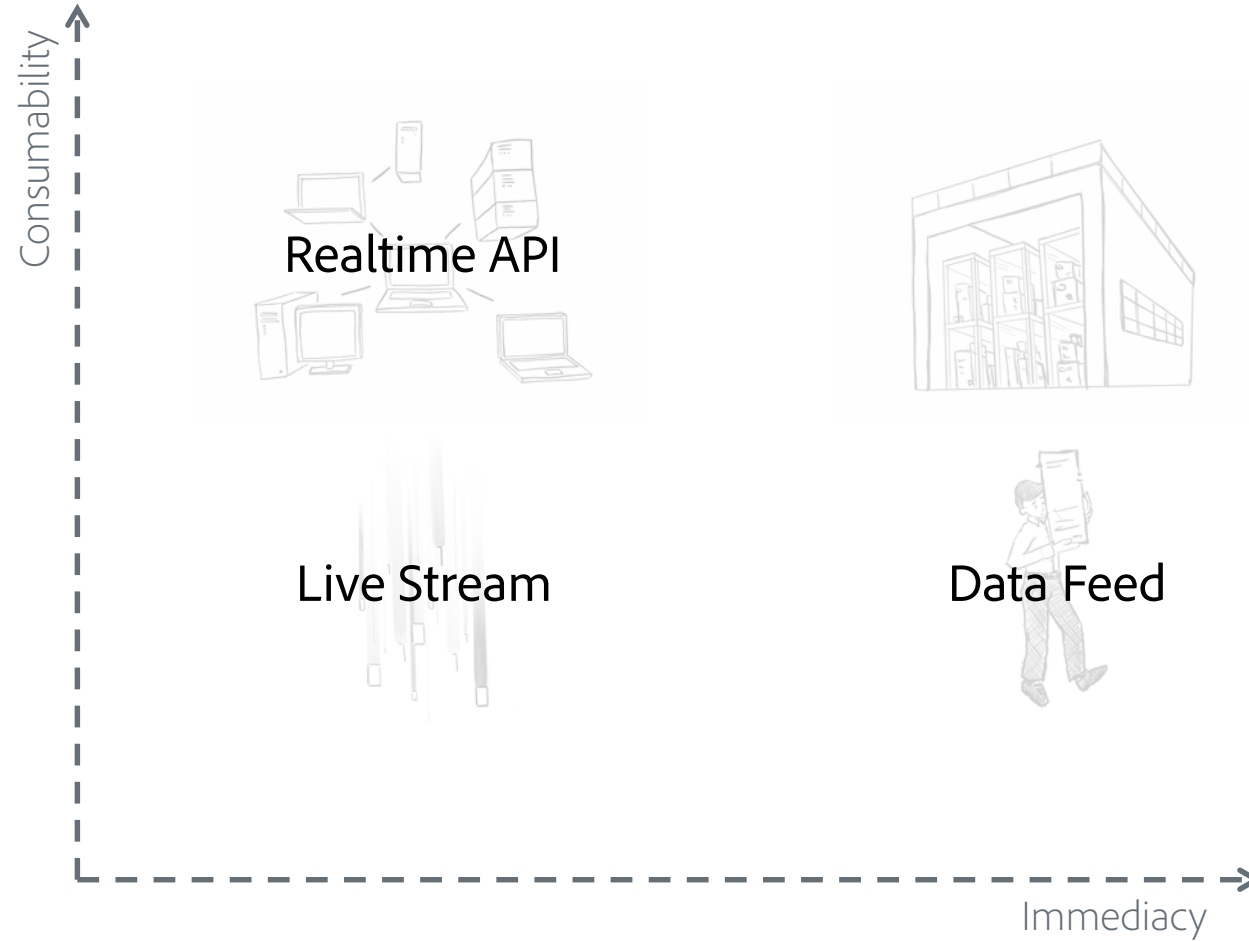


Evaluating Options / Architecture **Questions** Definitions

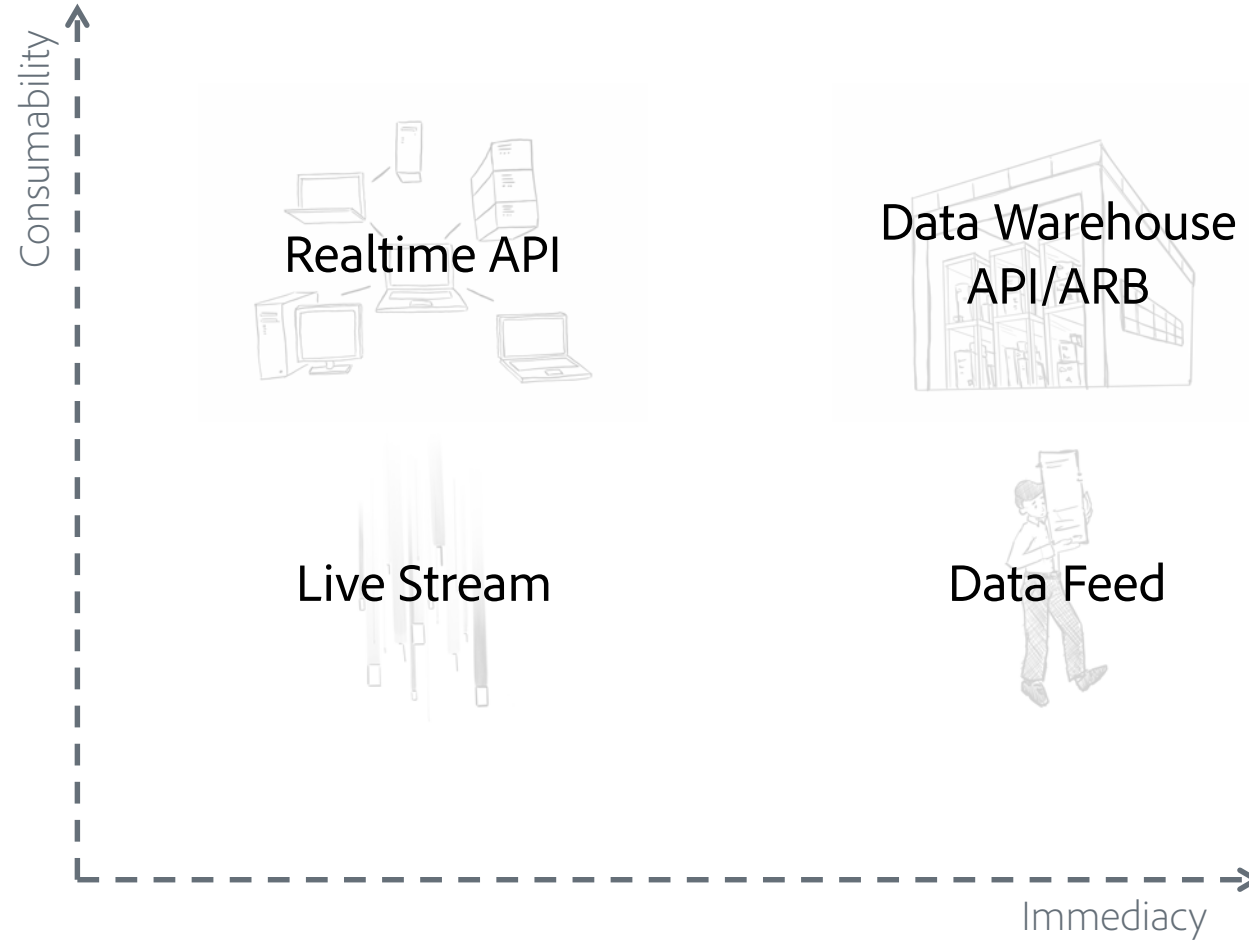


Evaluating Options / Architecture **Questions** Definitions





Evaluating Options / Architecture **Questions** Definitions



Live Stream

A stream of partially-processed Analytics data within seconds of collection

Good:

- Quick Marketing Response
- Monitoring traffic in near real time

Not as good:

- Historical Exports
- Populating BI Systems



Reporting API

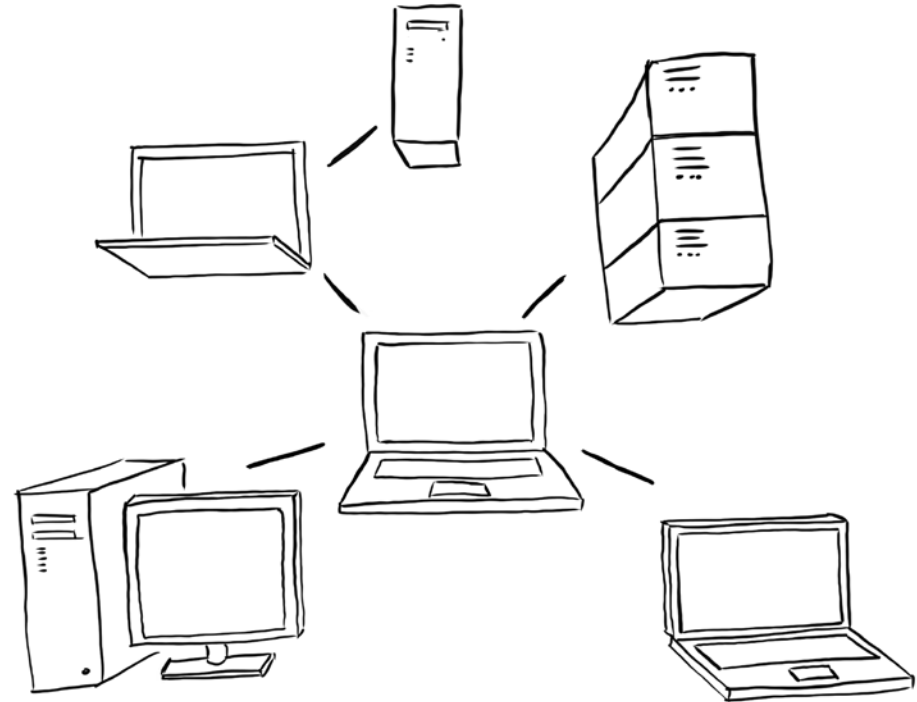
Programmatic access to UI reports, including Real-time, standard, and Data Warehouse

Good:

- Frequent/Repeated Requests
- Dashboards

Not as good:

- Bulk data exports
- Historical backfills



Data Feed

Batched delivery of raw, clickstream data.

Good:

- Bulk Exports
- Integrating into other data sets
- Custom processing (attribution)
- Validation/Troubleshooting

Not as good:

- Dashboards



Data Warehouse

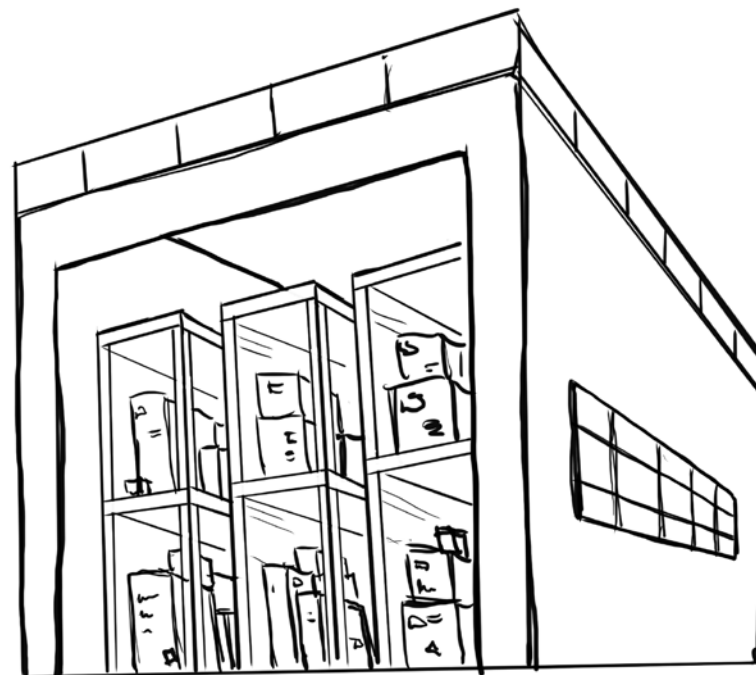
Reports that display advanced data relationships from raw granular-level data.

Good:

- No “Uniques” Limitations
- Multiple Breakdowns
- Large Data Sets (Reports)

Not as good:

- Speed
- Segment/Calculated Metrics Compatibility



Report Builder

Excel-Based add-on that integrates Adobe Analytics data directly into workbooks via the reporting API

Good:

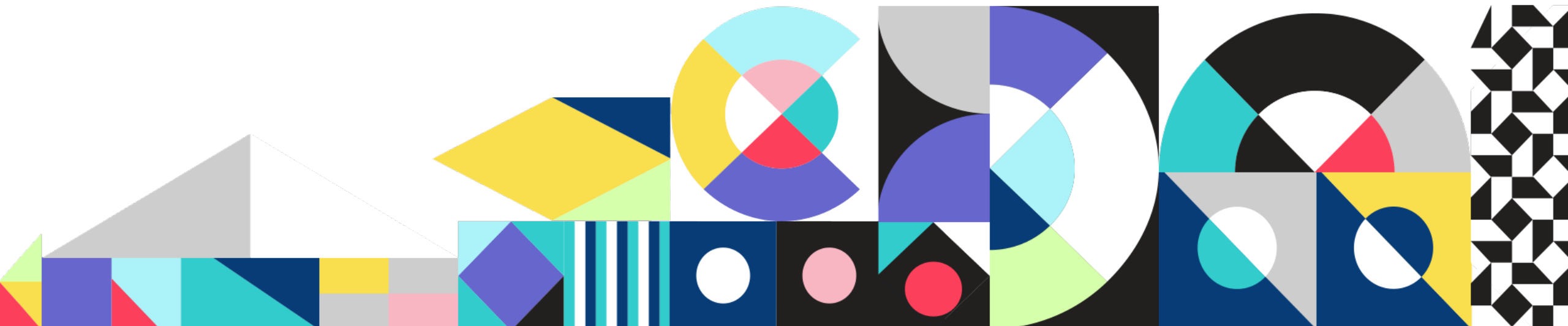
- Scheduled Updates
- Dashboards
- Broad User Base/Ease of use

Not as good:

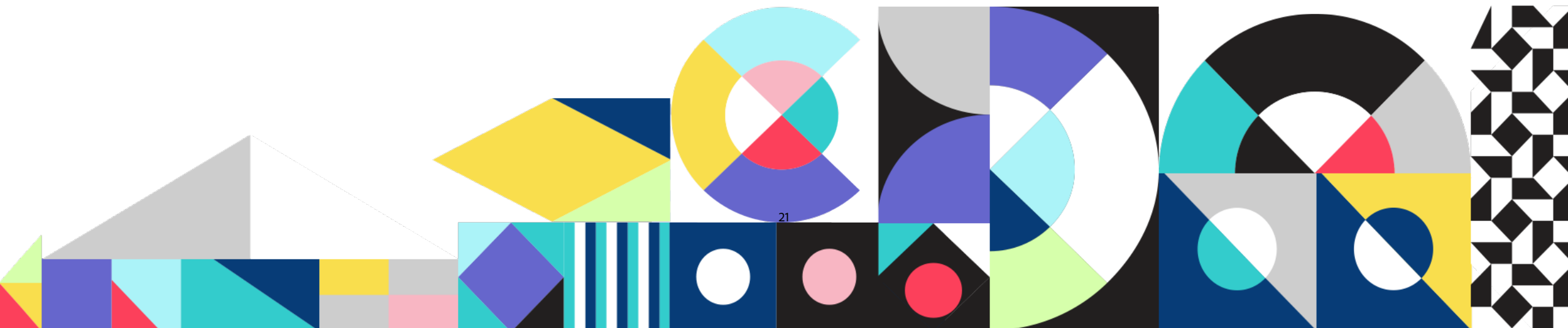
- Bulk data exports
- Historical backfills



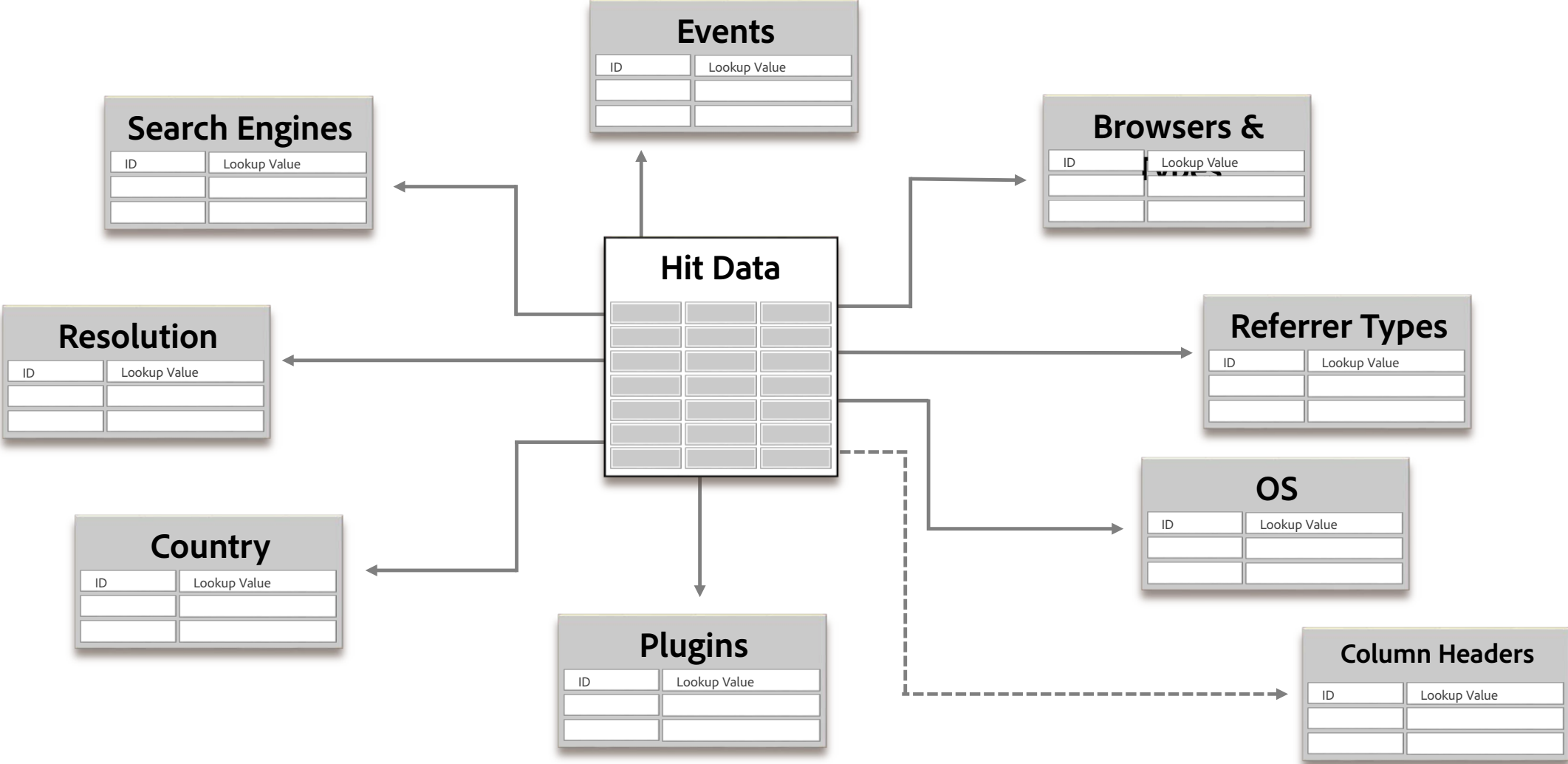
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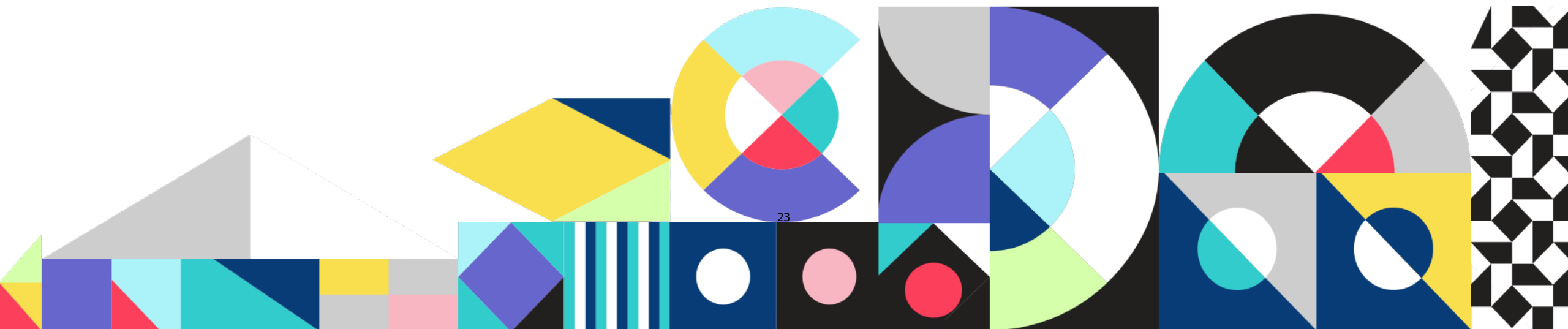
DATA FEED



Data Feed



Columns



Visitor Identification

Date_time	Visid_high	Visid_low	Post_visid_high	Post_visid_low	Visid_type	Visit_num	Visit_page_num	Campaign	Post_campaign
2018-02-16 16:30:58	226543	452347	226543	452347	3	4	1	PS_123	PS_123
2018-02-16 16:31:58	226543	452347	226543	452347	3	4	2		PS_123
2018-02-16 16:33:23	226543	452347	226543	452347	3	4	3		PS_123
2018-02-16 17:33:26	226543	452347	226543	452347	3	5	1		PS_123
2018-02-16 17:34:02	226543	452347	226543	452347	3	5	2		PS_123
2018-02-16 17:34:06	226543	452347	226543	452347	3	5	3		PS_123
2018-02-16 17:34:38	226543	452347	226543	452347	3	5	4		PS_123

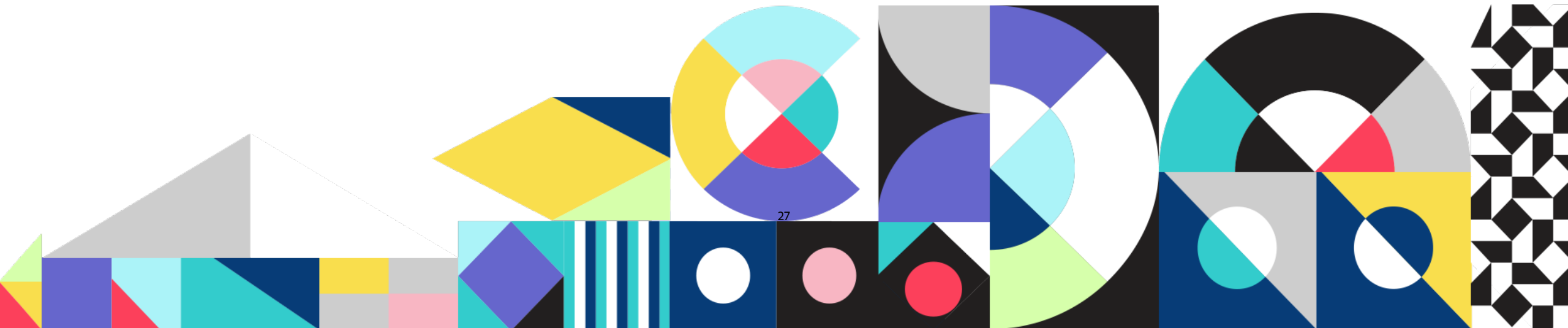
Event Types

Date_time	Code_ver	pagename	page_event	Page_event_var1	Page_event_var2	Exclude_hit
2018-02-16 16:30:13	H.25.4	Mysite.com/Home	0			0
2018-02-16 16:30:35	H.25.4	Mysite.com/Home	0			4
2018-02-16 16:30:51	JS-1.8.1	Mysite.com/productInfo	10	mycustomlink.com	My Custom Link	0
2018-02-16 16:31:18	H.25.4	Mysite.com/Home	0			7
2018-02-16 16:31:28	JS-1.8.1	Mysite.com/productInfo	12	notmysite.com	Other Website	0
2018-02-16 16:31:56	JS-1.8.1	Mysite.com/productInfo	0			0
2018-02-16 16:32:22	H.25.4	Mysite.com/productDwnld	11	mydownloadlink.com	My Download Link	0

Orders

Date_time	Purchaseid	Product_list	Post_event_list	Duplicate_purchase
3/21/2018 13:41	WJY123	;Shiny Shoes;1;100.00;202=10.00	1,201,202=10	0
3/21/2018 15:21	WKB456	;Comfy Socks;10;15.00;202=5.00	1,201,202=5	0
3/21/2018 16:11	WKQ789	;Nice Shirt;1;25.00;202=5.00	1,201,202=5	0
3/21/2018 16:11	WKQ789	;Nice Shirt;1;25.00;202=5.00		1

Configurations



Remove Escape Characters

date_time	visit_num	Visit_page_num	pagename	page_url
3/21/2018 13:41:12	1	1	Home	www.mysite.com
3/21/2018 15:21:34	2	1	Home	www.mysite.com
3/21/2018 16:11:25	3	1	Product	www.mysite.com/p...
3/21/2018 16:11:43	3	2	Category	www.mysite.com/c...

Remove Escape Characters

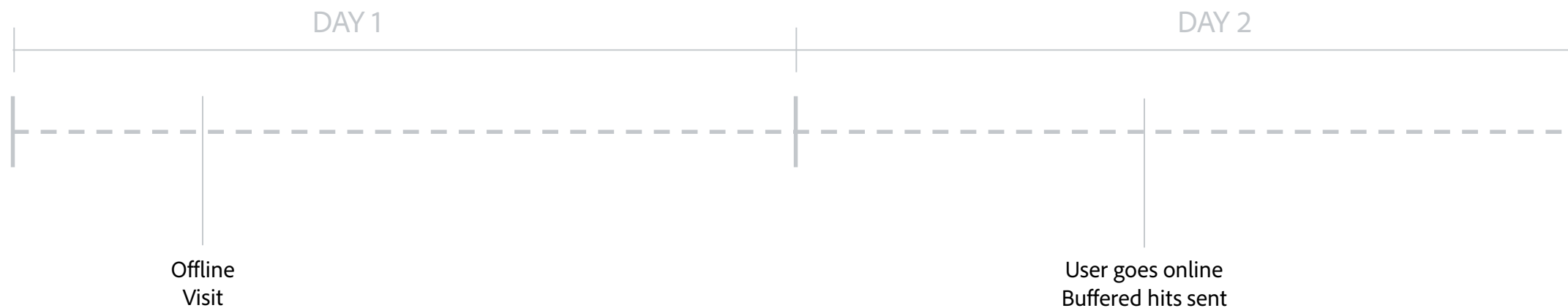
date_time	visit_num	Visit_page_r	page_url
3/21/2018 13:41:12	1	1	www.mysite.com
3/21/2018 15:21:34	2	1	Home
3/21/2018 16:11:25	3	1	Product
3/21/2018 16:11:43	3	2	Category

TAB

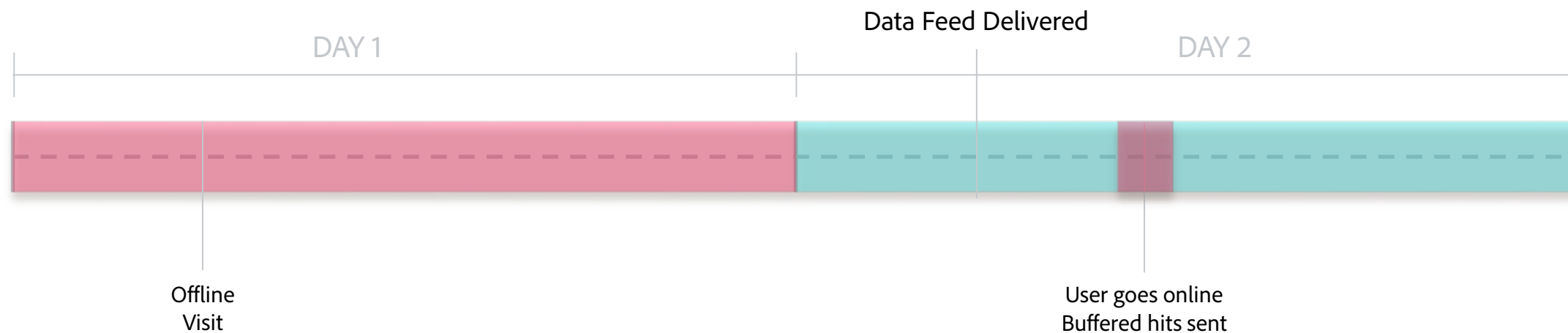
NEWLINE

date_time	visit_num	Visit_page_num	pagename	page_url
3/21/2018 13:41:12	1	1	Home	www.mysite.com
3/21/2018 15:21:34	2	1	Home	
3/21/2018 16:11:25	3	1		
Product	www.mysite.com/p...			
3/21/2018 16:11:	3	2	Category	www.mysite.com/c...

Late Arriving Hits



Late Arriving Hits



File Intervals



File Intervals

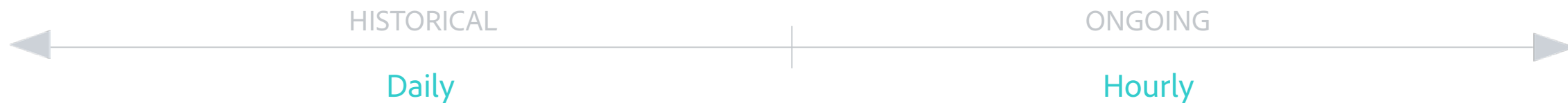


File Intervals



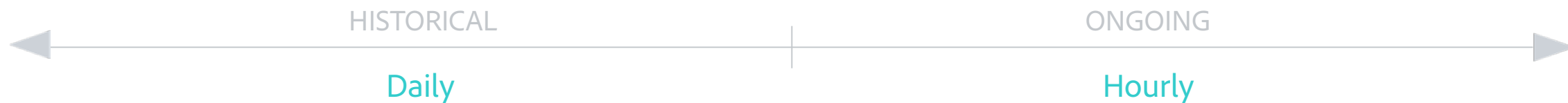
✓ File Consolidation

File Intervals



- ✓ File Consolidation
- ✓ Backfill Hardware

File Intervals



- ✓ File Consolidation
- ✓ Backfill Hardware

- ✓ Faster Processing

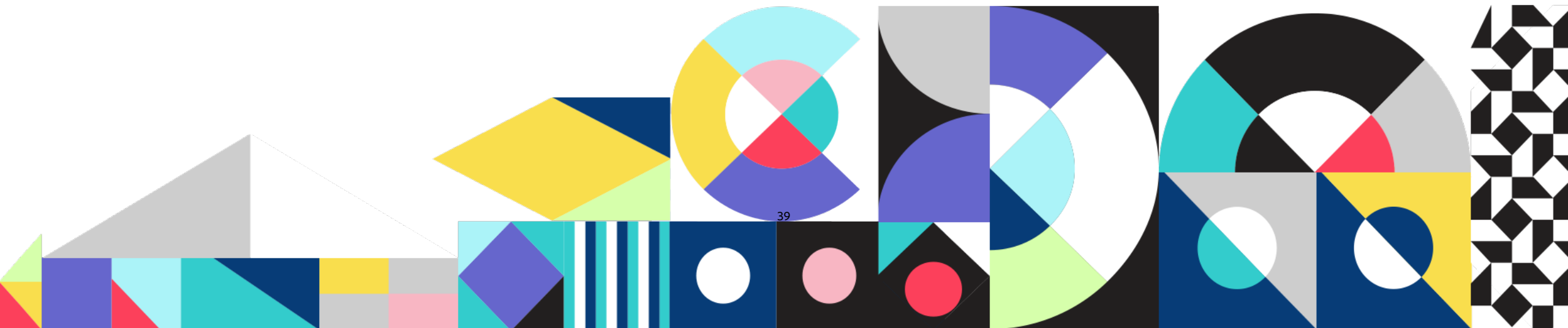
File Intervals



- ✓ File Consolidation
- ✓ Backfill Hardware

- ✓ Faster Processing
- ✓ Quicker Recovery

Delivery



FTP



Size:

Static (small)

Setup:



Issues:

Capacity related failures

sFTP
(customer)



Size:

Static (varies)

Setup:



Issues:

Limited Support

- Key Exchange
- One-Step Authentication

IP Restrictions

Concurrent Connections

S3/
Blob



Size:

Dynamic

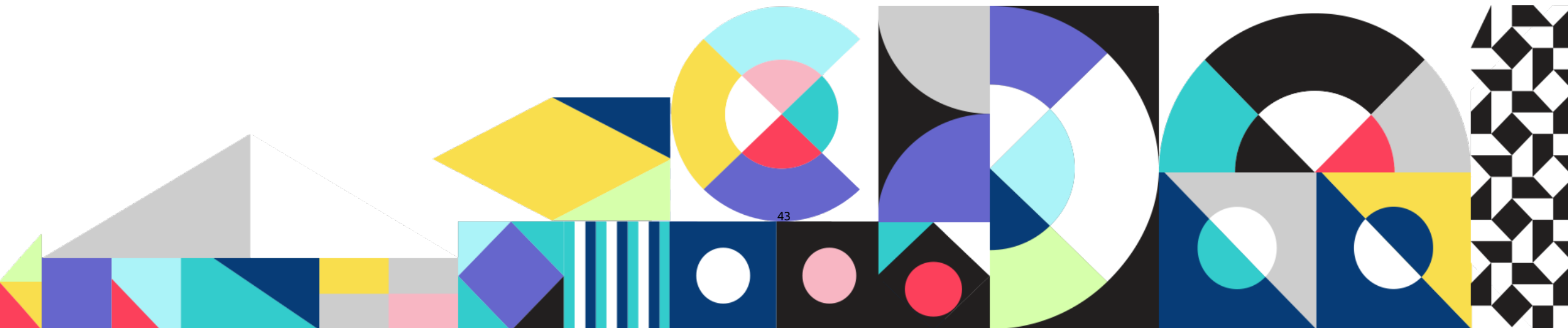
Setup:



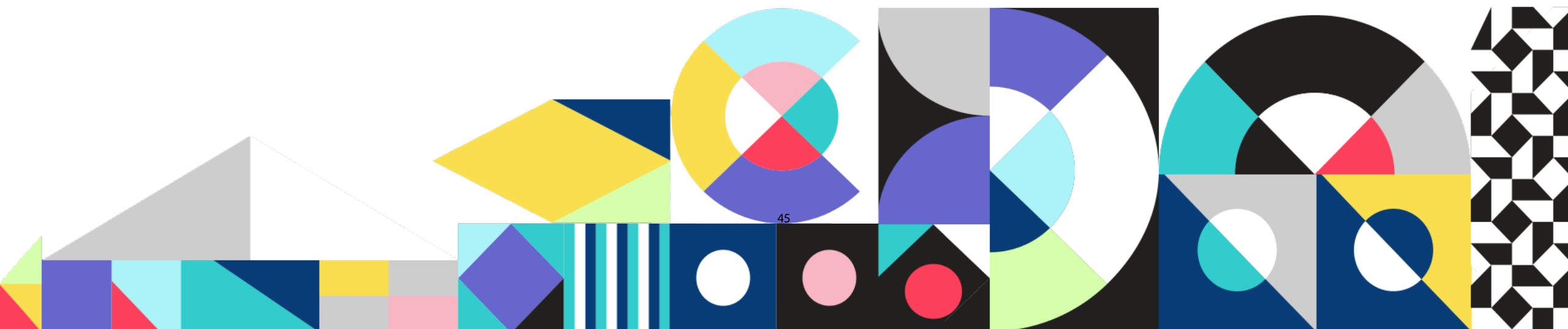
Issues:

Region Support
(China) – S3

User Interface



LIVE STREAM



1

PRE-REQUISITES

Solution Access

Adobe ID

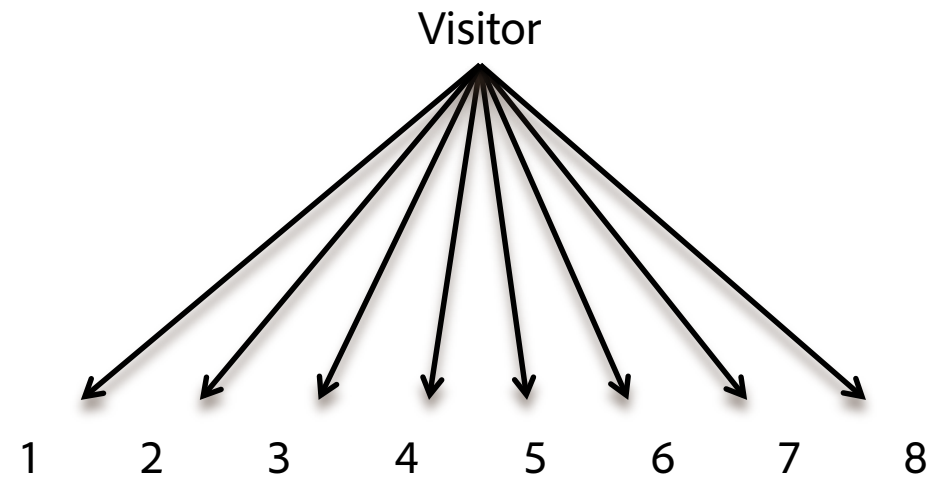
2

SETUP

Create Application
Create Stream

8

Concurrent Connections












Get Token:

```
curl -i -v "https://api.omniture.com/token" -u '[Application ID]:[Application Secret]' -d "grant_type=client_credentials"
```

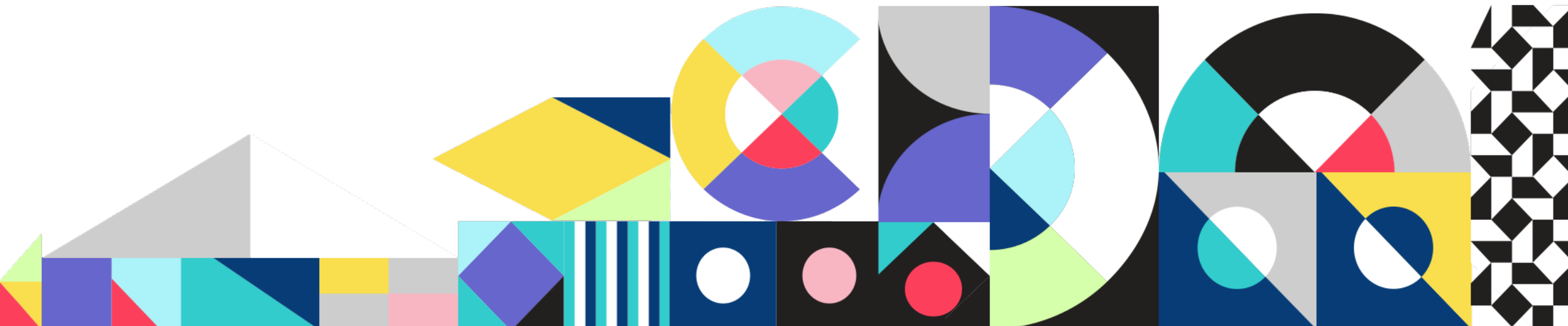


Connect to Stream:

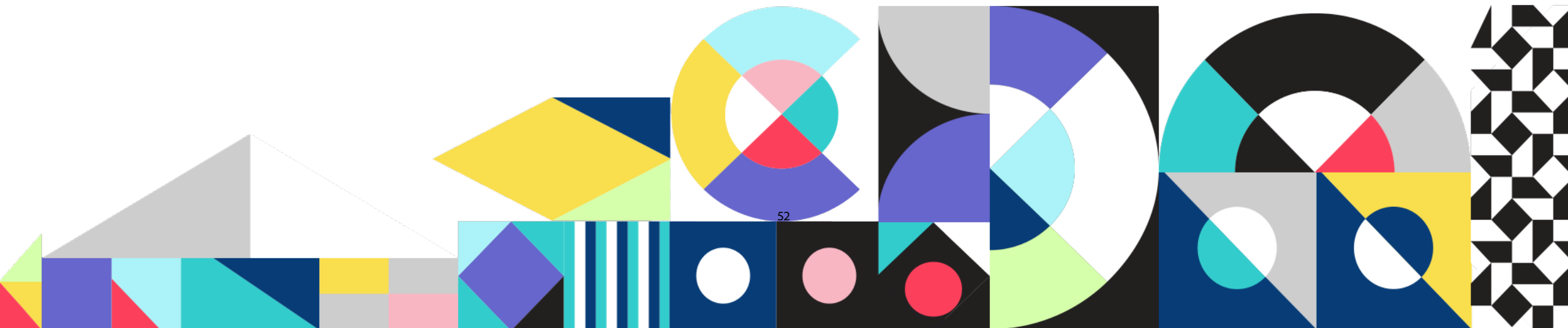
```
curl "[insert stream url here]" --header "Authorization: Bearer [paste token here]" --compressed
```

		Live Stream	Data Feeds
	Data	<i>Individual Hits</i>	<i>Large Data Files</i>
	Time	<i>Seconds*</i>	<i>Hours</i>
	Format	<i>JSON</i>	<i>TAB</i>
	Delivery	<i>Constantly Pushed</i>	<i>Scheduled Push</i>
	Columns	<i>300+</i>	<i>900+</i>
	Filter	<i>Row & Column Filter</i>	<i>Column Filter</i>
	Processed	<i>Partially Processed</i>	<i>Fully Processed</i>
	Frequency	<i>Real-Time or Hit Smoothing</i>	<i>Hourly or Daily</i>
	Failover	<i>Re-Connect: 5 Minute Buffer</i>	<i>Re-Request Data File</i>

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Getting Started



Permissions

- Web Services Access Group

The screenshot displays the Adobe Analytics User Management interface. The 'Admin' sidebar on the right contains a list of administrative tools, with 'User Management (Legacy)' highlighted. The main content area is titled 'User Management' and features a 'Users' tab. Below the tab, there are sections for 'Contact Information', 'Login', and 'Access'. The 'Contact Information' section includes fields for First Name, Last Name, Title, Phone Number, and E-mail Address. The 'Login' section includes fields for User Name, Linked Email, Linked Name, Linked Org, and Linked IMS ID. The 'Access' section includes a 'Web Service Credentials' box with fields for User Name and Shared Secret, and a checkbox for 'Regenerate shared secret on save'.

Report Requests

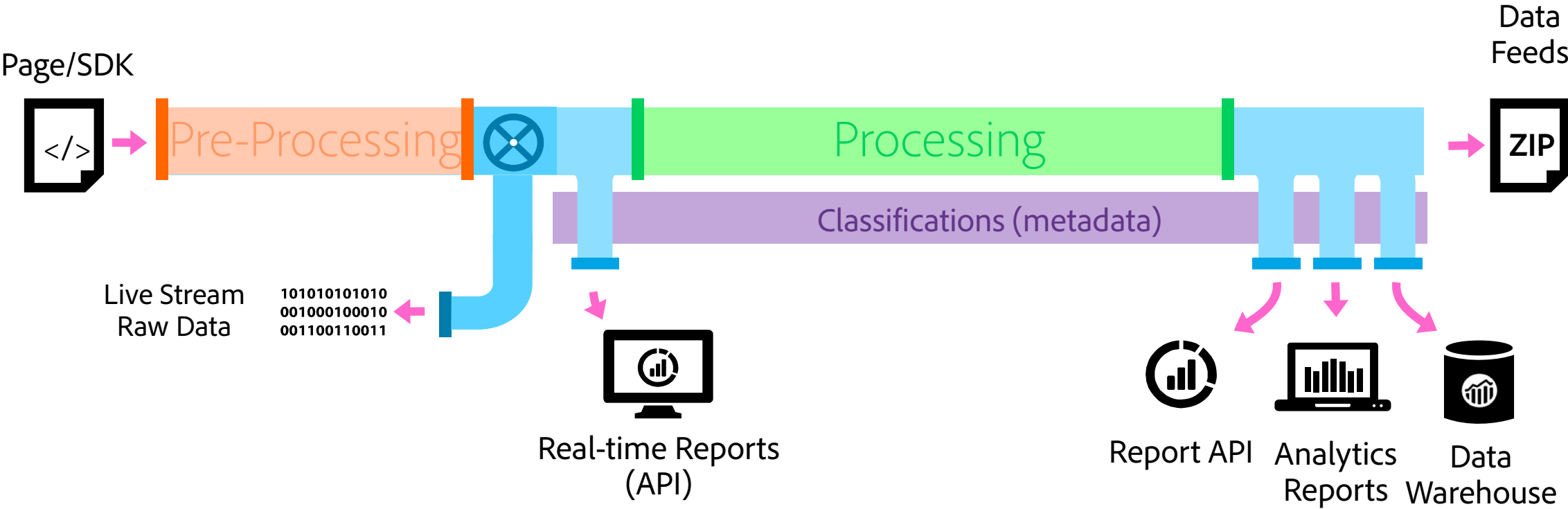
- `Report.queue`
- `Report.get`

```
"reportDescription":{
  "reportSuiteID":"myrsid",
  "dateFrom":"2018-02-14",
  "dateTo":"2018-02-24",
  "metrics":[
    {
      "id":"pageviews"
    }
  ],
  "elements":[
    {
      "id":"page"
    }
  ]
}
```

Report Requests

- Report.queue
- Report.get

```
"period": "Wed. 14 Feb. 2018 - Sat. 24 Feb. 2018",
"metrics": [
  {
    "id": "pageviews",
    "name": "Page Views",
    "type": "number",
    "decimals": 0,
    "latency": 433,
    "current": false
  }
],
"data": [
  // Results Displayed Here
]
]
```





Real-time Reports

"source": "realtime"



Analytics Reports

"source": ""



Data Warehouse

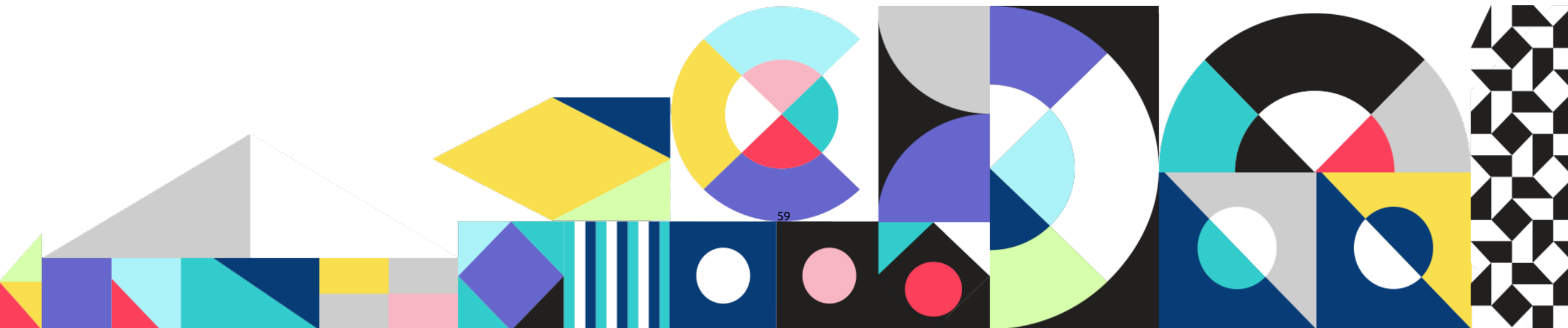
"source": "warehouse"

Sample Requests

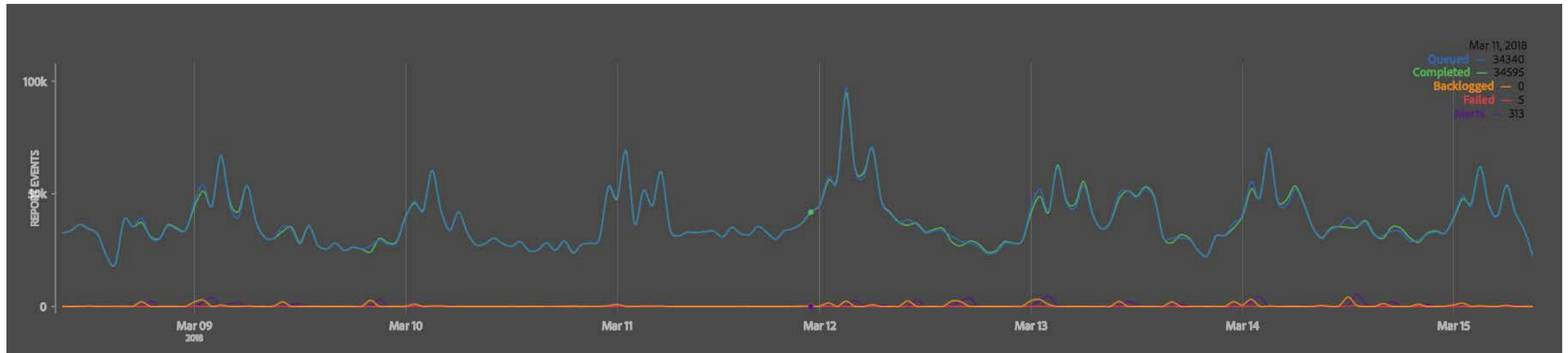
API Explorer

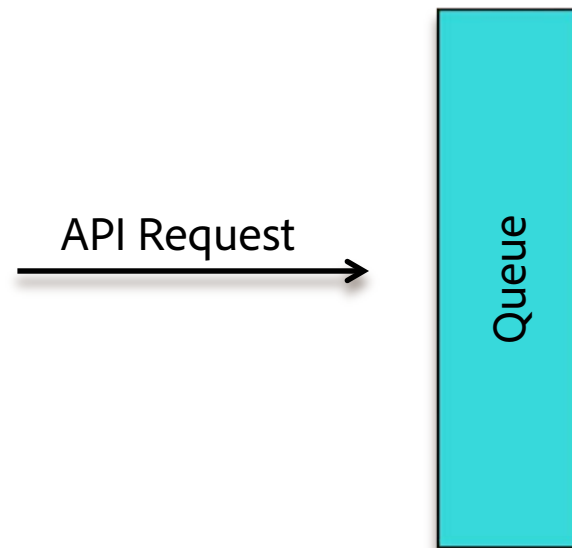
Report Builder

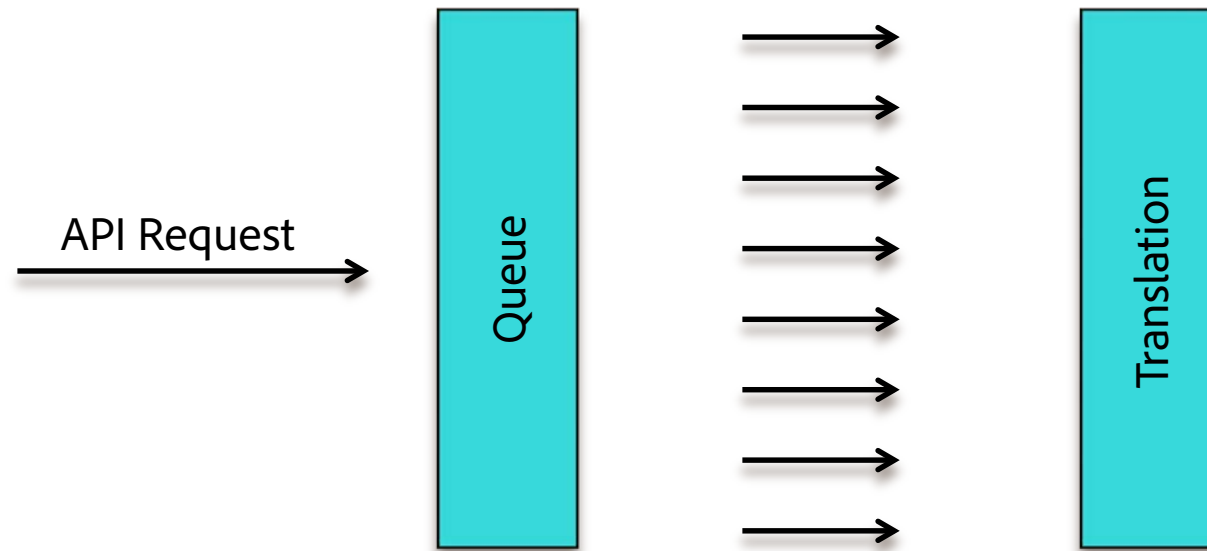
Queue Management

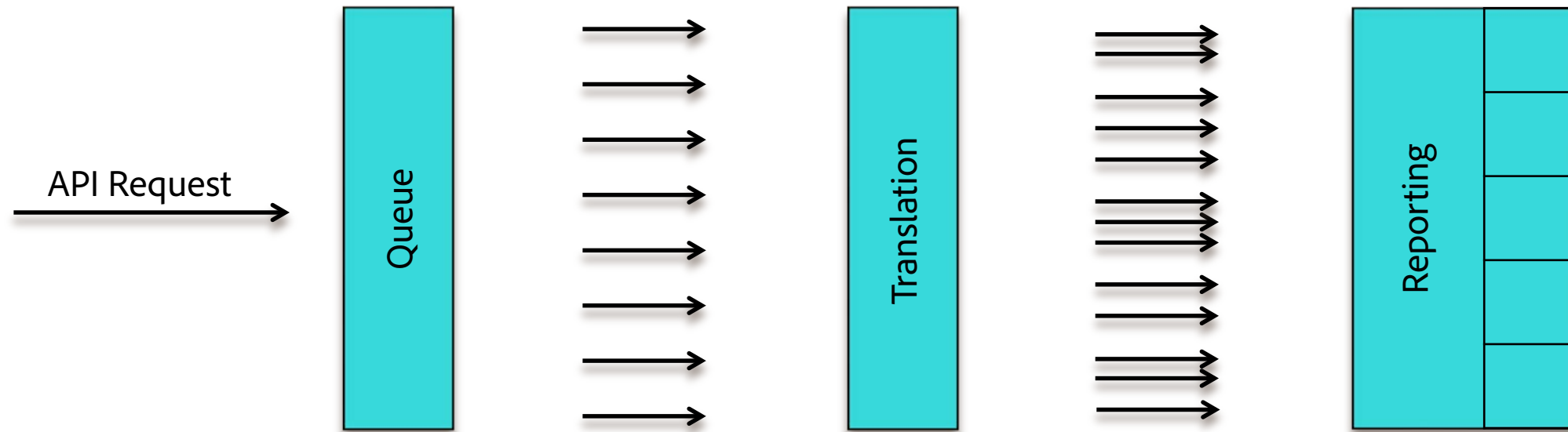


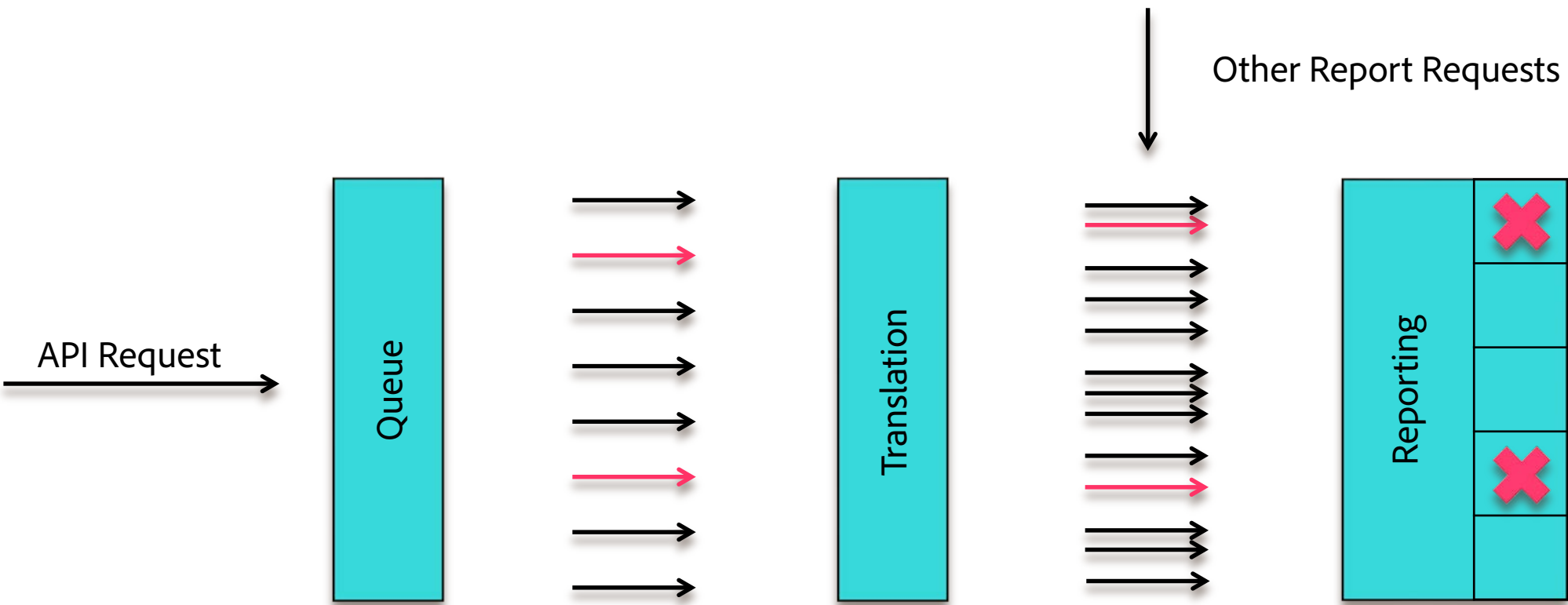
Report API / Getting Started Queue Management











Smaller requests are better

- 8 requests with 1 metric vs. 1 request with 8 metrics

Repeated Historical Data

- Daily requests for last 3-months of data

Classifications are heavy

- Use non-classification dimensions when possible

Breakdowns

- Least Cardinality goes first

Excessive Requests

- Exponential Back-Off – Report.Get

1

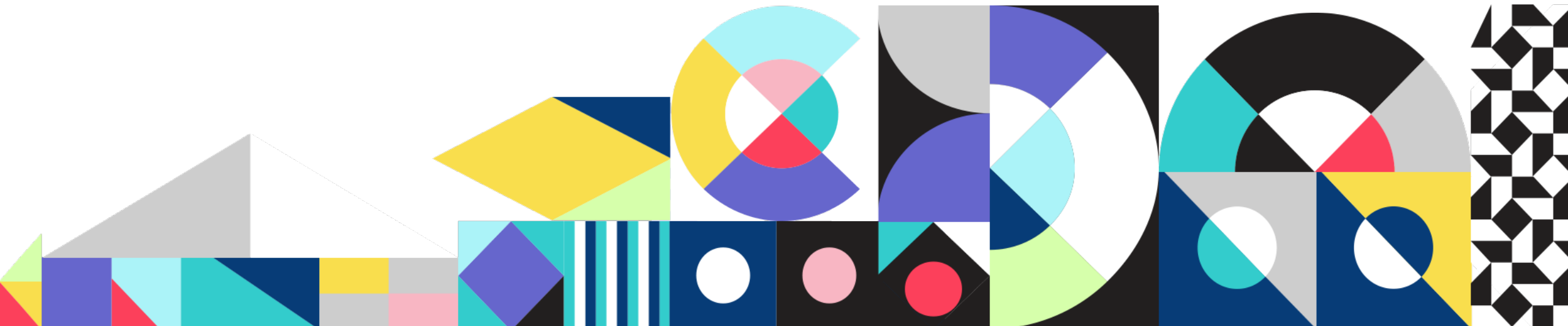
What options do I have to export data?

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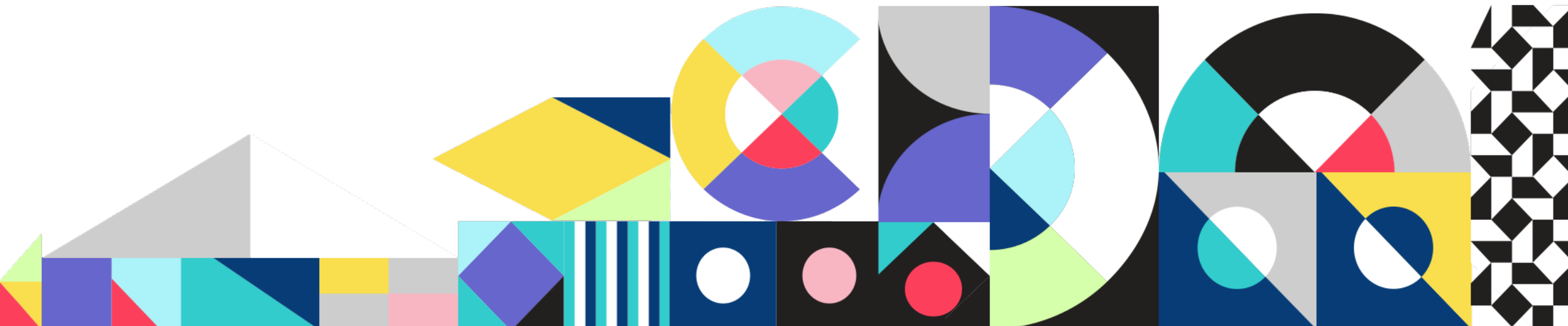
Which option should I use?

3

What are the common questions and issues?



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Take the Survey to win!

(Survey section of the mobile app)

SESSION PRIZE

one per session



STARBUCKSCARD

\$10 Starbucks
Card

DAY 1



Bash
Experience

DAY 2



Signed football
helmet

DAY 3



Amazon Echo Show
& Cloud Cam Bundle

The background is a dense, colorful collage of various geometric shapes including squares, triangles, circles, and polygons. The colors are primarily blue, teal, yellow, red, and grey, with some black and white elements. The shapes are arranged in a way that creates a sense of depth and movement, with some elements appearing to be layered on top of others. The overall effect is a vibrant, modern, and abstract composition.

SUMMIT

ADOBE SUMMIT | MARCH 25-29, LAS VEGAS



Adobe

MAKE IT AN EXPERIENCE