S901 - A4T decoded: A is for Analytics, T is for Target
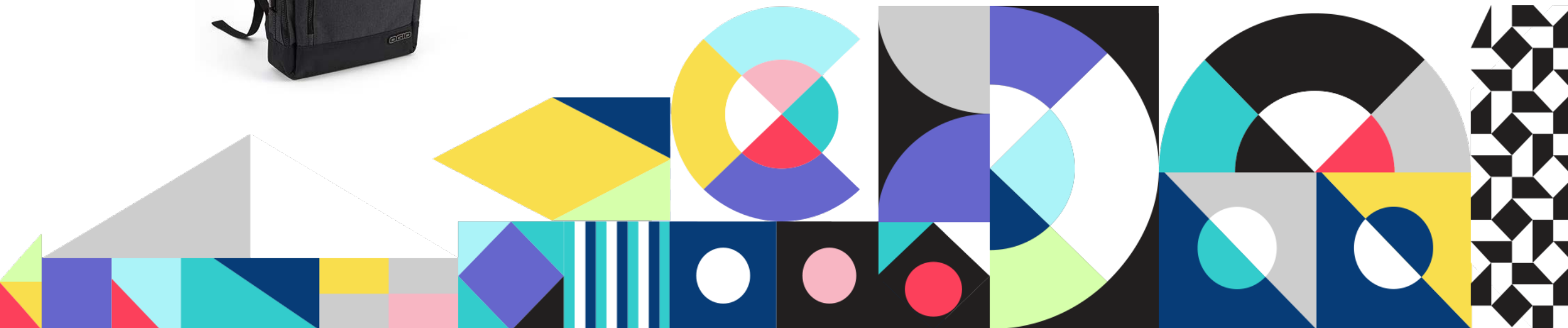
Shruthi Naomi | Technical Support Consultant, Adobe   Matt Ravlich | Digital Analyst, WestJet

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Agenda

✓ Analytics for Target (A4T) Overview

❑ WestJet Decoding A4T - "The Christmas Miracle"

❑ Implementation Steps & Debugging

❑ Understanding the A4T Data

❑ Partial data & FAQ

❑ A4T Product Roadmap

❑ Resources & Q&A

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Analytics for Target

Launch Now.
Learn Later.

1 **Powerful Analytics tool** allowing analysis of Target activity data in Analytics

2 **Reduces Data Discrepancies** by using a common data set

3 **Set up tests** without pre-defining metrics and segments

4 **Simplified implementation** compared to previous integrations

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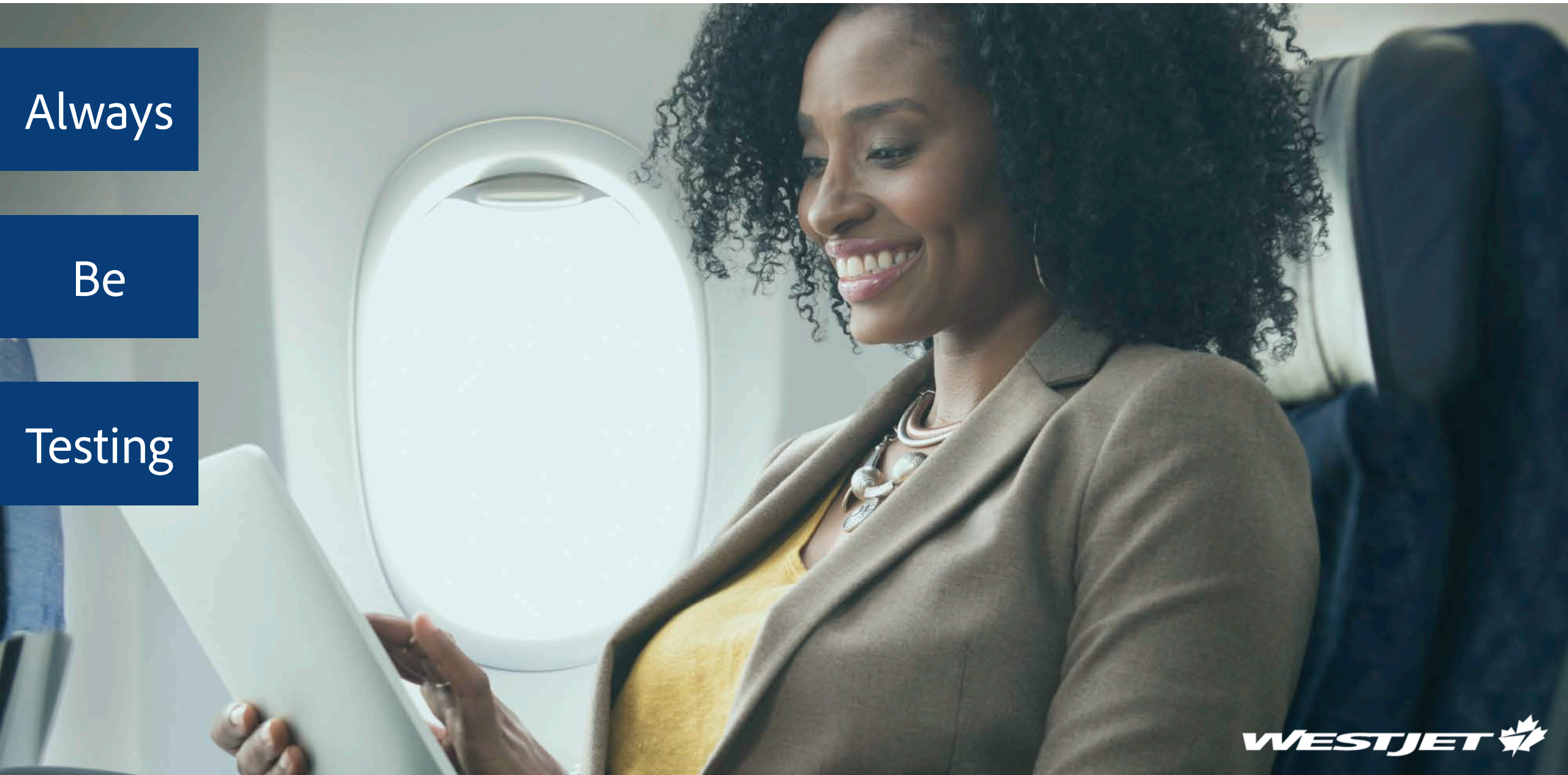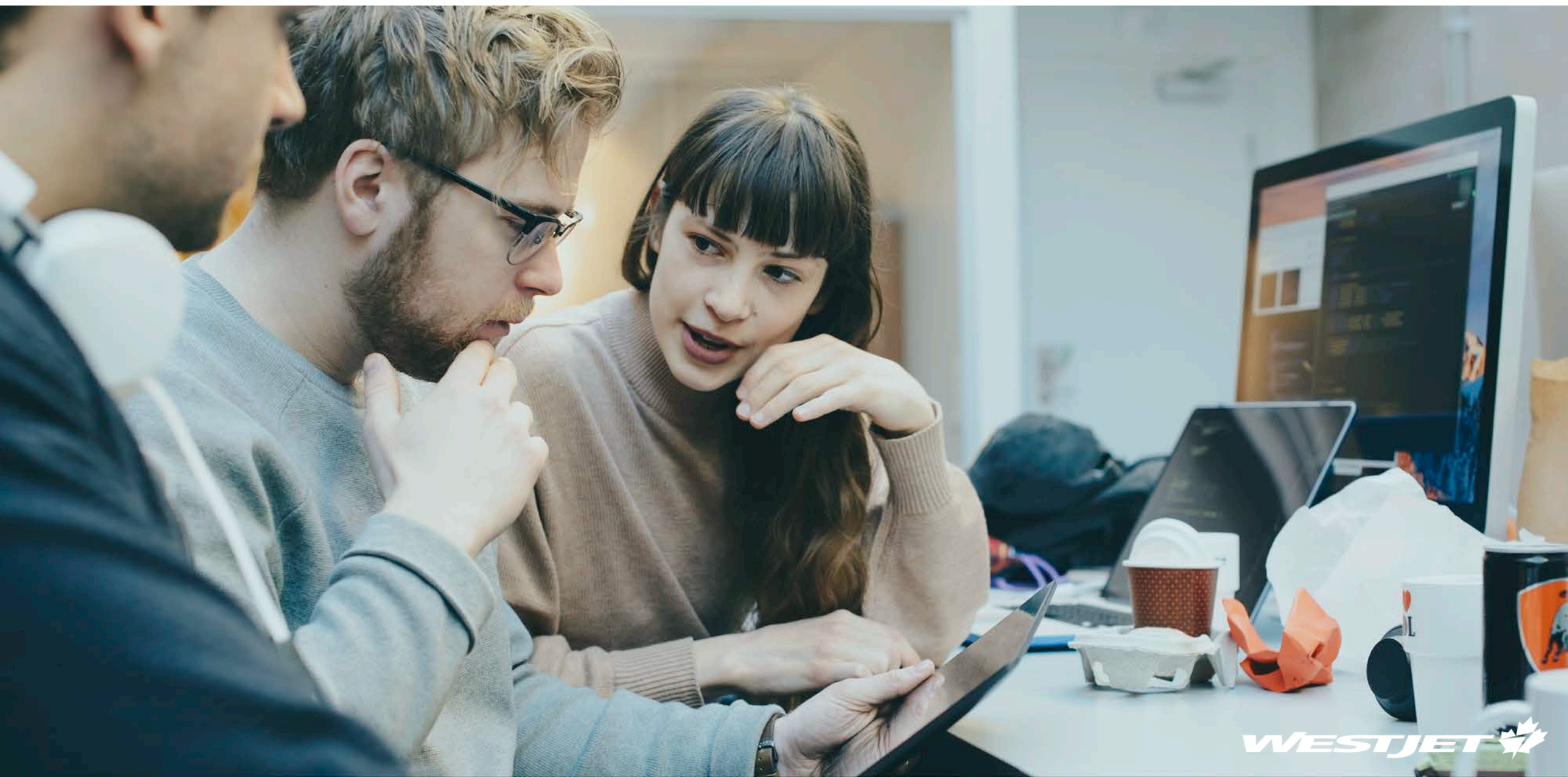
- ❑ A4T Product Roadmap

- ❑ Resources & Q&A

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WestJet - Decoding A4T

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Carte-cadeau

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From
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with the WestJet Plus fare. ▶

Las Vegas, NV

Paris

Departing: Apr 29, 2018 - 5 nights

Total*
$776 CAD   ★★★★☆

Base: $599   Taxes and fees: $177

✈ Flights	✈ Multi-city

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☐ Member Exclusive fares   ☐ Companion voucher

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📍 To:
Las Vegas, NV   ⌄

👥 Adults   Children   Infants
12 years+   2 to 11 years   Under 2 years
1 [−] [+]   0 [−] [+]   0 [−] [+]

📅 Depart: 📅 Return (optional):
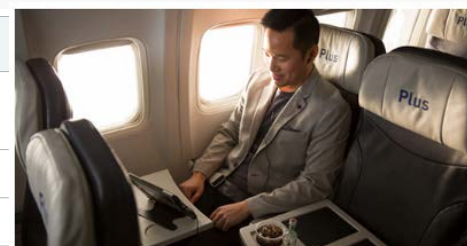Date   Date   ✕

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2017 average seat sale overall lift:

Click through rate (CTR) lift	Shopping conversion lift	Revenue lift
⬆ 27.5%	⬆ 44.5%	⬆ 48.4%

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WestJet Christmas Miracle – Case Study

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≡ Menu   Q Search

≡ Menu   Q Search

WestJet Christmas Miracle :

12 Flights of Christmas

For 12 days, we surprised thousands of guests across our network to spread a

2012 - Christmas flash mob

In 2012, we decided to surprise 166 guests waiting to board a Calgary-Toronto red-eye flight with a little #WestJetChristmas cheer.

WestJet Christmas Miracle:

12 Flights of Christmas

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Technical Prerequisites

Libraries required for A4T:

- Experience Cloud ID Service: v1.8.0+

- Adobe Target: at.js v0.9.1+ or mbox.js v61+

- Adobe Analytics: v1.7.0+

Libraries required for Redirect Offers using A4T:

- Experience Cloud ID Service: v2.3.0+

- Adobe Target: at.js v0.9.6+

- Adobe Analytics: v2.1.0+

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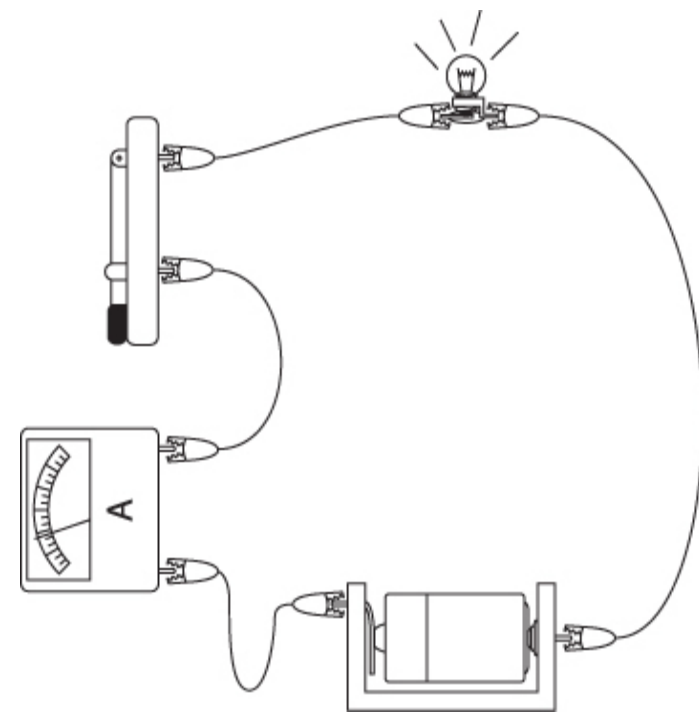
Implementation journey

1	2	3	4	5	6	7
Request to be provisioned for A4T	Setup User Permissions	Implement Visitor ID service	Update Analytics Libraries	Update Target Libraries	Validate A4T Setup	Enable Analytics as a reporting source for Target

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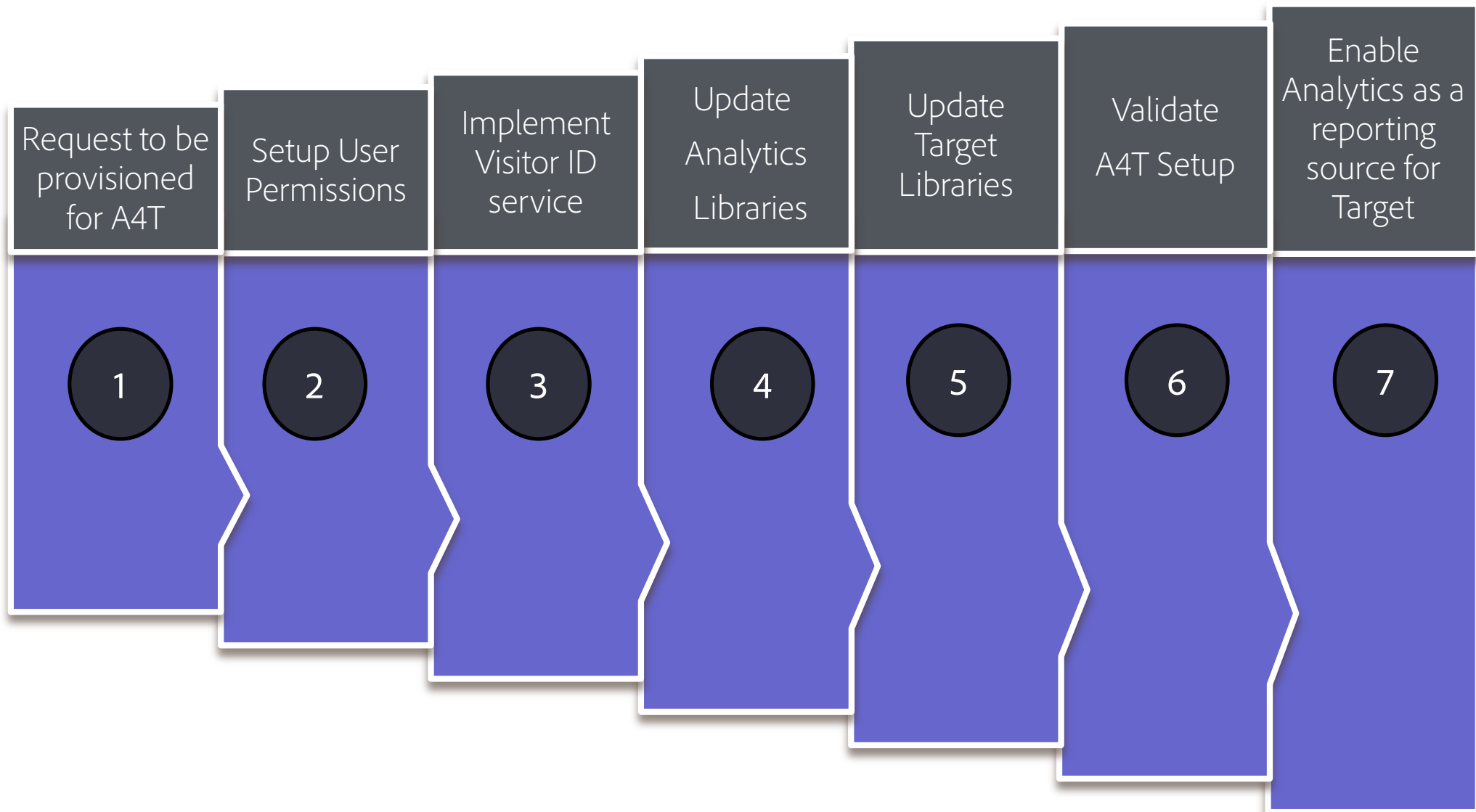
Request provisioning for A4T

Use **adobe.com/go/audiences** to request provisioning

Prerequisites:
➢ Regional Data Collection (RDC)
➢ Experience Cloud ID Service
➢ imsOrgID: *65XXXX751123ABCD49XXXXX@AdobeOrg*

1

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Setup user permissions

2

Adobe Experience Cloud
Your Analytics and Target user accounts must be linked to your Adobe ID

Adobe Target
Editor or Approver access

Adobe Analytics
➢ Analytics report suite(s) access
➢ Web Services Access

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Implement the Experience Cloud ID service

3

Implement the ID service and ensure that VisitorAPI.js **(v1.8.0+)** is the first tag and is deployed before all other Experience Cloud products

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Implement or migrate to the required version of appMeasurement.js (v1.7.0+)

Update Analytics Libraries

4

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Update Target Libraries

5

Include at.js **(v0.9.1+)** or mbox.js **(v61+)** below VisitorAPI.js by adding the src path in the <head> tag on each page

It is essential that **VisitorAPI.js is loaded before at.js or mbox.js**

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Validate A4T Setup

6

Load your pages after you have updated the JavaScript libraries to confirm that the **Supplemental Data Id(SDID)** is set in both calls

Target SDID = Analytics SDID

The matching of these values is required in order for A4T to function correctly

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Enable Analytics as a reporting source for Target

7

In Target, click **Setup** > **Preferences** and choose either **Select per activity** or **Adobe Analytics** to enable the options

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Validating the A4T Implementation

The order of JavaScript libraries on a domain must be:
1. Experience Cloud ID Service
2. Adobe Target
3. Adobe Analytics

- Target and Analytics hits are stitched together using the Supplemental Data ID/SDID and the Experience Cloud ID/MCGVID as seen below.

Target Call

```
mboxMCGVID: 39627670115308676493012080239454719832
mboxAAMB: RKhpRz8krg2tLO6pguXWp5o1kAcUniQYPHaMWWgdJ3xzPWQmdj0y
mboxMCAVID:
mboxMCGLH: 6
mboxMCSDID: 6DA320018AED3958-30A775267482281C
```

Analytics Call

```
▼ Query String Parameters    view source    view URL encoded
    AQB: 1
    ndh: 1
    pf: 1
    t: 4/0/2018 10:10:1 4 0
    sdid: 6DA320018AED3958-30A775267482281C
    mid: 39627670115308676493012080239454719832
    aamlh: 6
```

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Trouble shooting with the Experience Cloud Debugger

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Target Reporting

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ATS - Christmas Miracle Layout - Adobe Summit ☆   Download   Send   Bookmark   Dashboard   ••• More   WestJet Global ⌄   09 Mar 18 - 06 Apr 18

Selected Activity: ATS - Christmas Miracle Layout - Adobe Summit   Normalizing Metric: Visitors ▼
Report Type: Trended | Ranked | Lift and Confidence   Control Experience: Experience A
Selected Metrics: Page Views, Unique Visitors, Page Views / Unique Visitors, Lift, Confidence   Rate Shown as: Number | Percent
Broken Down by: None   Compare to Report Suite: None
Data Filter: None   Compare to Segment: None
        Percent Shown as: Number | Graph
        Include Current Data: Yes | No ⓘ

Configure Graph ⌄

■ Page Views

ATS - Christmas Miracle Layout - Adobe Summit | All Visits (No Segment) | Fri. 9 Mar. 2018 - Fri. 6 Apr. 2018 | Graph generated by Adobe Analytics at 9:51 AM MDT, 26 Mar 2018

Enter term to filter data   Go   Advanced   Metrics ▾

ATS - Christmas Miracle Layout - Adobe Summit	Page Views		Unique Visitors		Page Views / Unique Visitors	Lift	Confidence
1. Experience B	145	77.5%	39	79.6%	371.79%	15.08%	20.39%
2. Experience A [Control]	42	22.5%	13	26.5%	323.08%	0.00%	0.00%
TOTAL	187		49		381.63%	n/a	n/a

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● WestJet Christmas Miracle A/B Test

	Unique Visitors
Activity (Analytics for Target) Page: 1 / 1 Rows: 50 1-1 of 1	Mar 1 ↓26
1. ATS - Christmas Miracle Layout - Adobe Summit	26 100.0%
Experience (Analytics for Target) Page: 1 / 1 Rows: 10 1-2 of 2	Mar 1 ↓26
1. Experience B	22 84.6%
Time Spent per Visit - Bucketed ↑ Page: 1 / 2 › Rows: 5 1-5 of 6	Mar 1 22
1. less than 1 minute	5 22.7%
2. 1 to 5 minutes	2 9.1%
3. 5 to 10 minutes	1 4.5%
4. 10 to 30 minutes	5 22.7%
5. 30 to 60 minutes	1 4.5%
2. Experience A	7 26.9%
Time Spent per Visit - Bucketed ↑ Page: 1 / 1 Rows: 5 1-4 of 4	Mar 1 7
1. less than 1 minute	2 28.6%
2. 1 to 5 minutes	1 14.3%
3. 5 to 10 minutes	1 14.3%
4. 10 to 30 minutes	1 14.3%

Workspace Visualizations

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A/B Test Example

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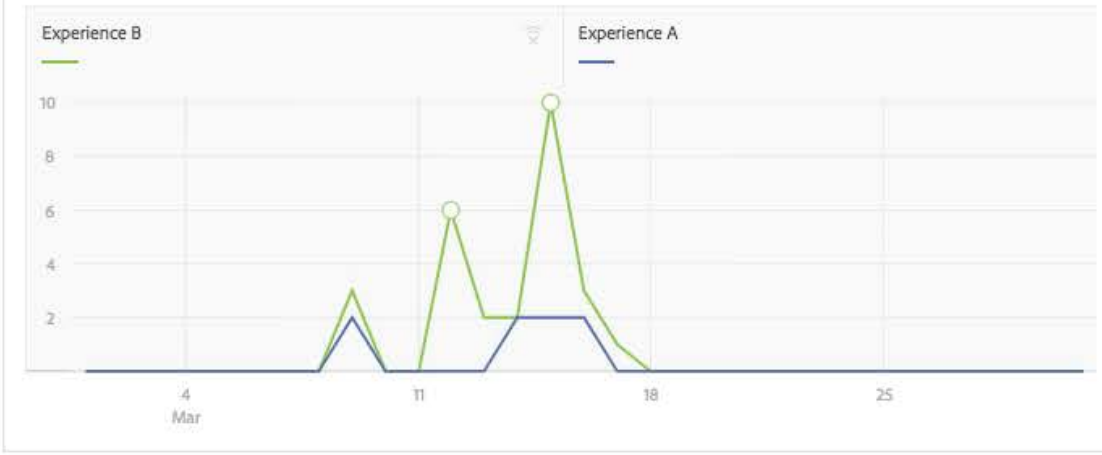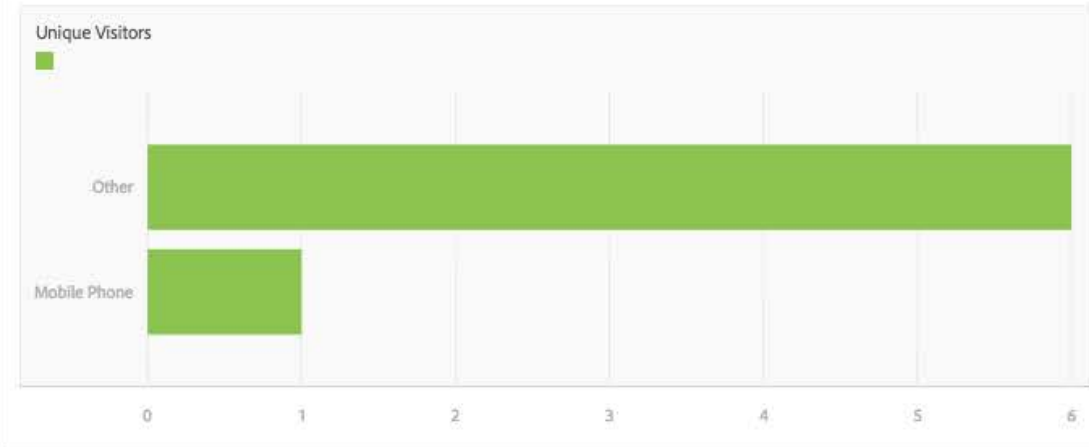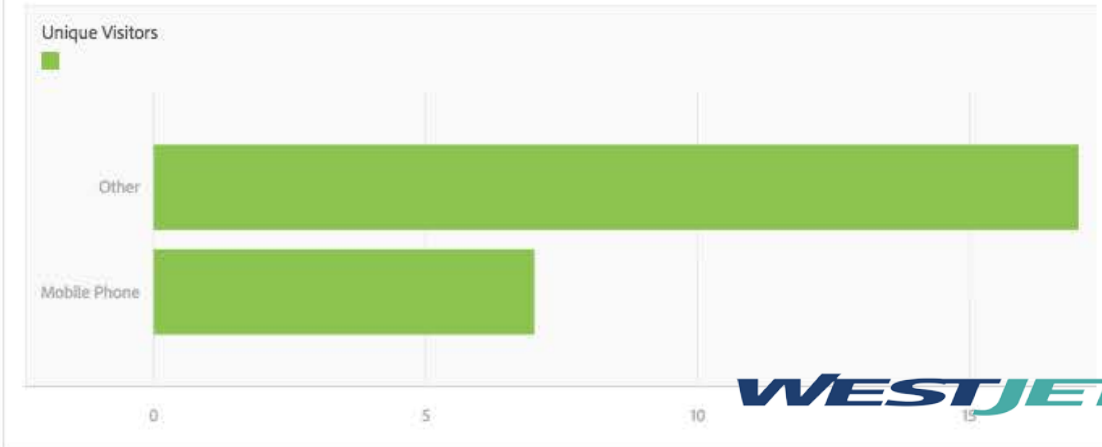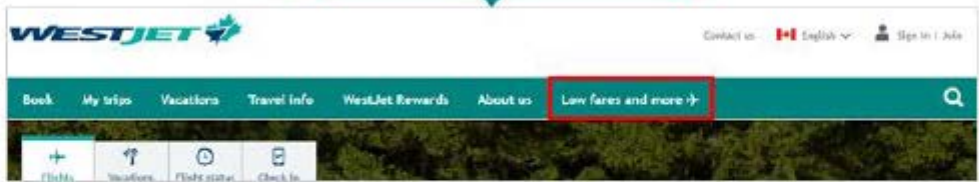
Book   My trips   Vacations   Travel info   WestJet Rewards   About us   Low fares   Search

WestJet Christmas Miracle :
12 Flights of Christmas

For 12 days, we surprised thousands of guests across our network to spread a little WestJet Christmas cheer. Our WestJetters and special guests brought them to life, but the vision came straight from the minds of those who know the magic of Christmas best – children.

Miracles of Christmas past

2016 – Fort McMurray Strong

Book   My trips   Vacations   Travel info   WestJet Rewards   About us   Low fares   Search

2012 - Christmas flash mob

In 2012, we decided to surprise 166 guests waiting to board a Calgary-Toronto red-eye flight with a little #WestJetChristmas cheer.

WestJet Christmas Miracle :
12 Flights of Christmas

For 12 days, we surprised thousands of guests across our network to spread a little WestJet Christmas cheer. Our WestJetters and special guests brought them to life, but the vision came straight from the minds of those who know the magic of Christmas best – children.

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And the winner is...

Grinch vs Happy Elf Rate | Experience A

31.0%

Grinch vs. Happy Elf | Exp. A : Mar 2018

Grinch vs Happy Elf Rate | Experience B

26.9%

Grinch vs. Happy Elf | Exp. B : Mar 2018

Lift %

0.05%

Grinch vs. Happy Elf | Lift % : Mar 2018

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A4T Lessons Learned

➤ Ensure your A4T setup is the latest and greatest

➤ A combination of tools works best

  ➤ Workspace for deeper analysis

  ➤ Target or Analytics for overview, lift, and confidence levels

➤ Solve problems (Never give up/be creative)

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Always

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Testing

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A4T Data Collection and Reporting Process - Standard

Target Edge Servers

If AA SDID = T SDID:
Add Activity and Experience data to Analytics hit

Cache
Processing Rules
Vista Rules, etc..

(Analytics Backend)

Mod Stats

SAINT Classification File

Analytics Interface

Target Standard Interface

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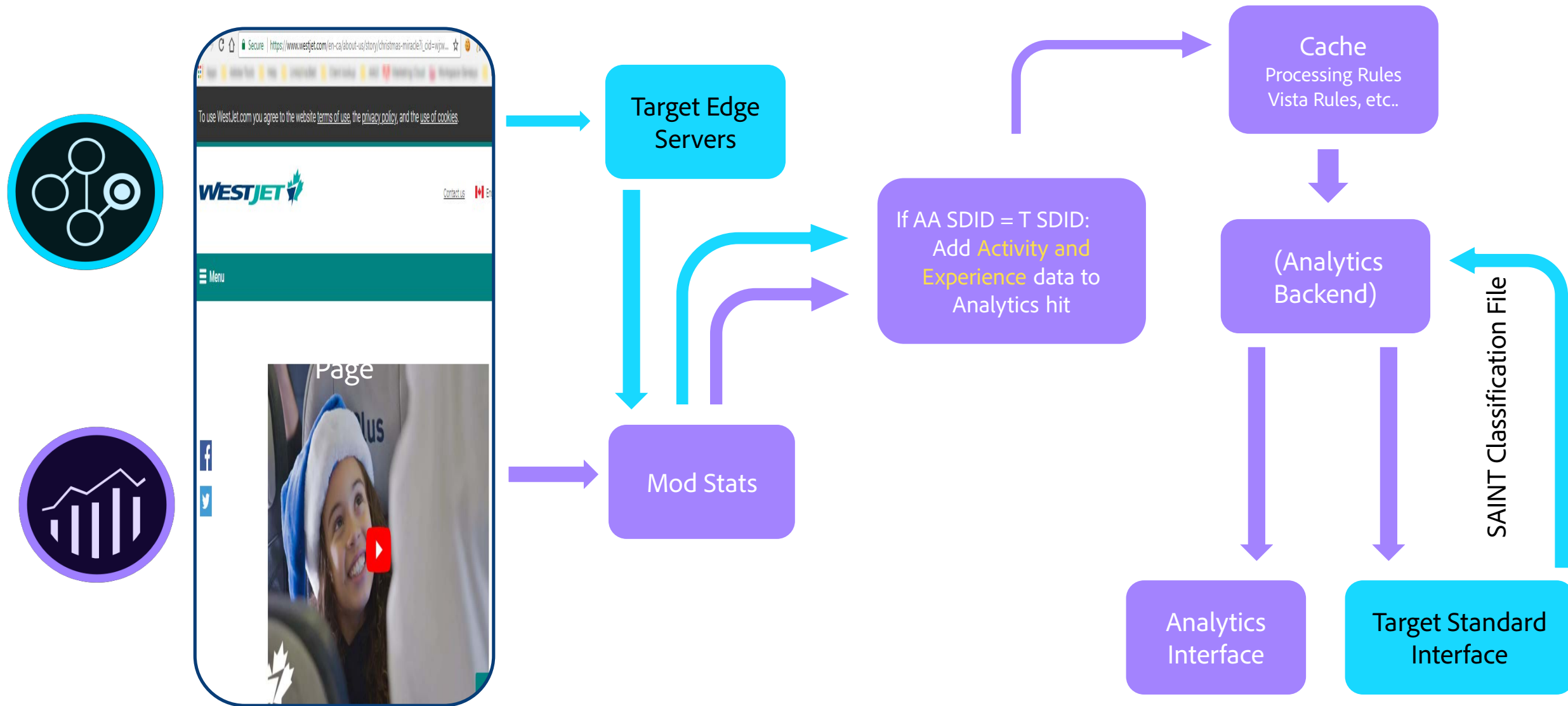
A4T Data Collection and Reporting Process – Unstitched/Partial Hits

Target Edge Servers

Cache
Processing Rules
Vista Rules, etc..

If AA SDID != T SDID (or no AA hit) Send Activity and Experience data to Analytics as special A4T only hit (unstitched hits)

(Analytics Backend)

Mod Stats

Examples:
- Single page visits where Target fires (top) but Analytics does not (bottom)

- Single Page Apps where Target changes content, but no Analytics hit is fired

SAINT Classification File

Analytics Interface

Target Standard Interface

What contributes to Partial Data?

➢ Misaligned Report Suite IDs

➢ Slow Pages

➢ Page Errors

➢ Redirect Offer(s) in Target Activity

➢ Old Versions of the Libraries

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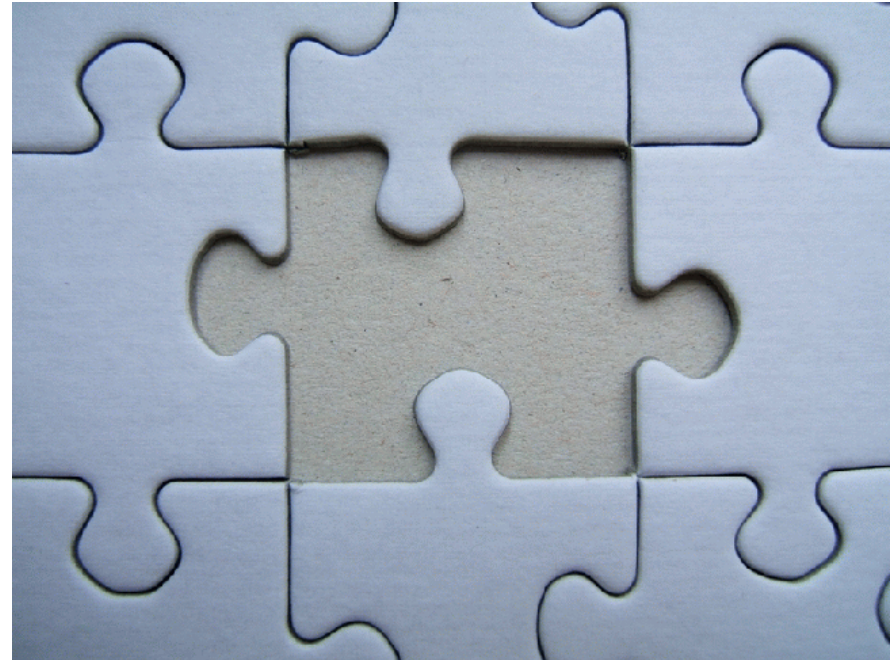
Discrepancies when comparing A4T data with Analytics data

Examples of Technical Variances

➢ **Cookies and Javascript** need to be enabled

➢ Differences in **first and third party cookies**

➢ **Location of tags** on pages

➢ **Leakage** when visitors exit the page before it fully loads

➢ Differences in **Time zone and Devices** considerations

Examples of Business Variances

➢ Differences between **visitor and visit metrics**

➢ Use of **global mbox vs regional mboxes**

➢ Activity **Priorities**

➢ **Targeting** Conditions

➢ Differences between **how Analytics and Target count Conversions**

NOTE: As long as the differences and trends remain consistent, the data remains valuable and useful.

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Delays to keep in mind

Classification can take as many as **24 hours** to process from the first save of the activity.

The data collected in that first 24 hours is still **accurate and is assigned to the right experience**.

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Permissions issues
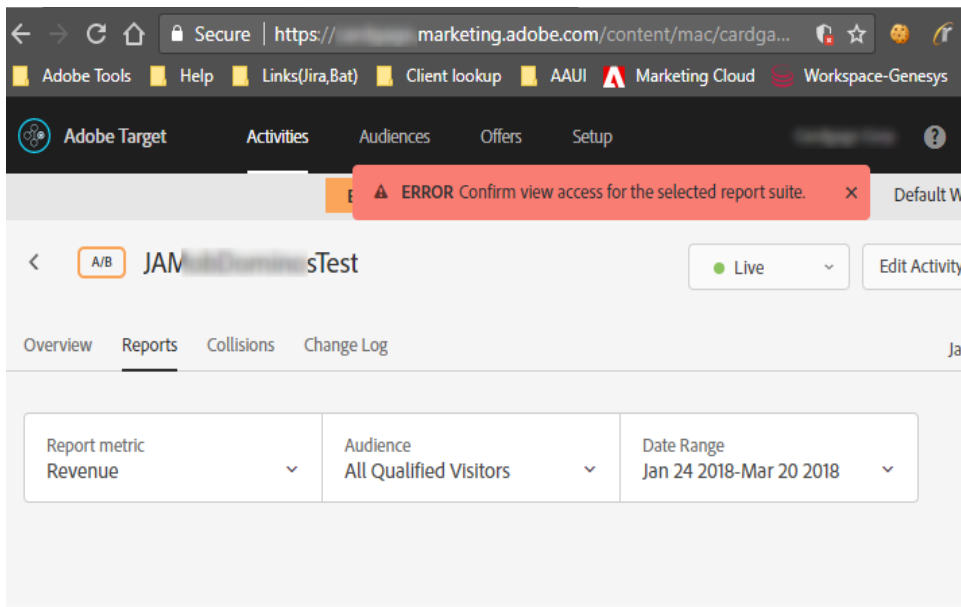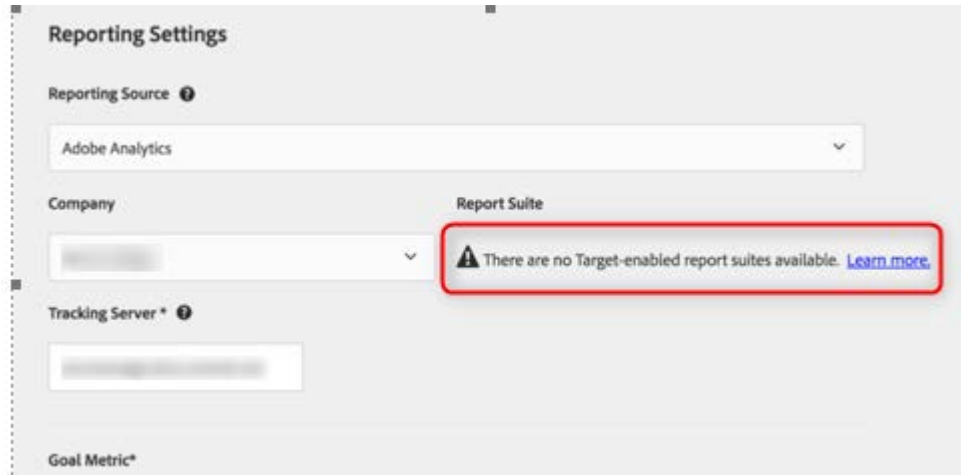
Ensure that the user has the right

permissions in Analytics

➤ Access to the report suite

➤ Web service access

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- ❑ Resources & Q&A

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A4T : The Road ahead…

Features:

- ❑ Support multiple Analytics report suites and multiple login companies per activity

- ❑ Lift and Confidence in Analysis Workspace

- ❑ Support for premium activities like Auto-allocate, Auto-target & Automated personalization

Bug fixes:

- ❑ Address potential race condition on redirects with at.js

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Summary

✓ Overview on what is Analytics for Target (A4T) and how it can be implemented

✓ Sneak peek at how WestJet are using A4T to drive their optimization efforts

✓ Take away some tips on debugging and commonly encountered issues
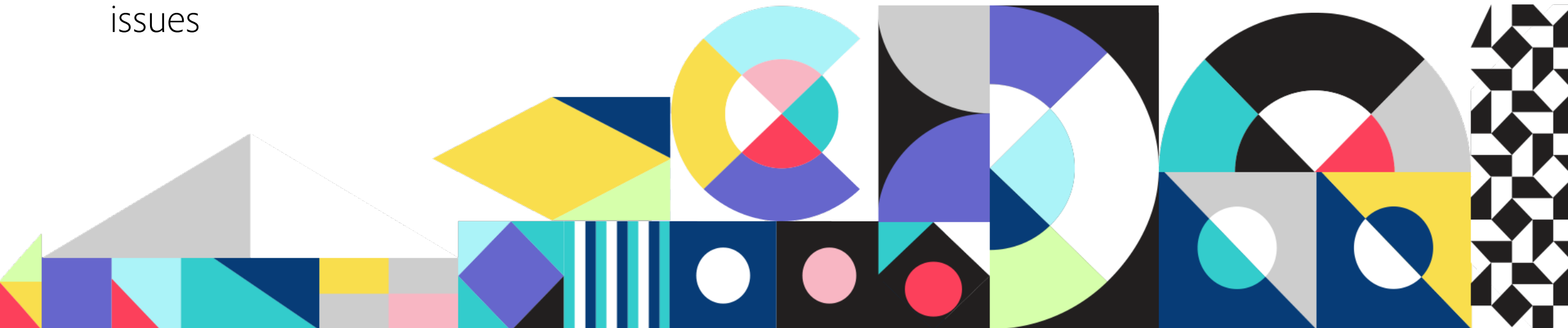
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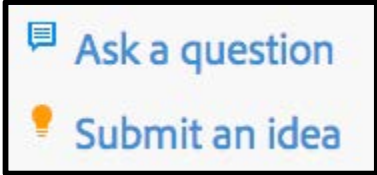# Resources

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	March 19	Yesterday	Today	Scheduled
Adobe Analytics	●	●	●	Maintenance on 03/21/2018
Adobe Audience Manager	●	●	●	Maintenance on 03/22/2018
Adobe Campaign	●	●	●	Maintenance on 03/22/2018
Adobe Connect	●	●	●	
Adobe Experience Manager	●	●	●	Maintenance on 03/22/2018
Adobe Media Optimizer	●	●	●	Maintenance on 03/22/2018
Adobe Primetime	●	●	●	Maintenance on 03/22/2018
Adobe Social	●	●	●	
Adobe Target	●	●	●	Maintenance on 03/22/2018
Cross-Cloud Capabilities	●	●	●	Maintenance on 03/22/2018

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Q & A

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Jordan G Davis

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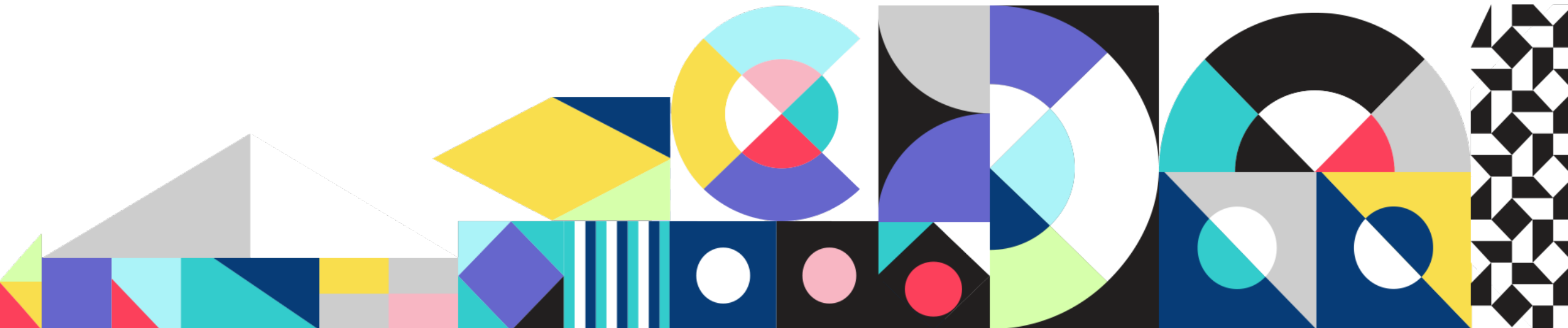
Take the Survey to win!

(Survey section of the mobile app)

SESSION PRIZE
one per session

STARBUCKS CARD

$10 Starbucks Card

DAY 1

Bash Experience

DAY 2

Signed football helmet

DAY 3

Amazon Echo Show & Cloud Cam Bundle

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Documentation Links

- <u>Link</u> to download the Experience Cloud Debugger

- Analytics for Target Documentation

    - <u>Overview</u>

    - <u>Implementation Steps</u>

    - <u>Partial Data and what it means</u>

    - <u>A4T FAQ</u>

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