Adobe® Experience Cloud

Analytics Help and Reference

Contents

Adobe Analytics Help Home....17

Which Adobe Analytics Tool Should I Use?....19

Analytics Product Comparison and Requirements....22

System Requirements....23

Analytics Reporting API Comparison....24

Admin Tools....25

Administration API....25

Activity Map Reporting....25

Adobe Campaign Reporting....25

AEM Assets Reporting....27

ASI Slots....28

Billing....28

Bot Rules....30

Classifications....31

About Classifications....31

Conversion Classifications....36

Traffic Classifications....37

Classification Hierarchies....38

Classifications Importer (Upload)....39

Classification Rule Builder....54

Numeric 2 Classifications....71

Troubleshooting Classifications....78

Co-Branding....78

Code Manager....78

Company Settings....79

Conversion Variables (eVar)....79

Cross Product Login....82
Currency Codes....82
Custom Report Descriptions....88
Customize Calendar....88
Data Sources....89
Default Metrics....90
Exclude By IP Address....90
Feature Access Levels....91
Finding Methods....92
General Account Settings....92
Group Management....94
Hide Report Suites....94
Internal URL Filters....95
Logs....95
Manage P3P Policy....96
Marketing Channels....96
Menu Customizing....97
Metric Visibility....97
Mobile Management....98
Enable Mobile Reporting....98
Paid Search Detection....100
Pending Actions....101
Publishing Lists....101
Publishing Widget....102
Preferences Manager....103
Privacy Settings....103
Processing Rules....103
Configure Processing Rules....106
Dimensions Available to Processing Rules....112
Examples of Processing Rules....115
Processing Rules Tips and Tricks....121
Real-Time Reports Configuration....124

Report Builder Reports....126
Report Suite Manager....126
Individual Report Suite Settings....128
New Report Suite....128
Report Suite Groups....131
Report Suite Templates....131
Rollup and Global Report Suites....140
Save a report suite search....142
Scheduled Reports Queue....142
Security Manager....144
Server-Side Forwarding....145
Requirements for Server-Side Forwarding....147
Server-Side Forwarding Data and Code Reference....147
How to Verify Your Server-Side Forwarding Implementation....151
Server-Side Forwarding FAQ....152
Single Sign-On....154
Simplified Reports Menu....154
Social Management....155
Success Events....155
Configure success events....156
About Changing the Event Type....157
Survey Settings....158
Timestamps Optional....158
Traffic Variable....159
Enable traffic variable reports....159
Traffic....159
Traffic Management....159
Schedule a traffic spike....159
Estimate past server calls and schedule a traffic spike....160
Specify permanent traffic increase....161
Required Lead Time for Traffic Increases....161
Unique Visitor Variable....162
Specify the Unique Visitor variable....162

Use Case - Extracting Visitor IDs....163
User and Product Management....163
Report Suites....165
Users....165
Define User Groups....173
Customize Report Access....175
Email users....187
Video Management....188
Virtual Report Suites Overview....188
Virtual Report Suite Component Curation....190
VRS Support in Mobile Services....193
Context-Aware Sessions....193
Report Time Processing....200
Frequently Asked Question....204
Virtual Report Suites and Global/Multi-Suite Tagging Considerations....206
Virtual Report Suite Workflow....209
Web Services....214

Analytics Data Feed....215
Open the Data Feed Interface....215
Sort Columns....217
Search and Filter....217
Data Feed Status....218
Terminology....218
Best Practices and General Information....218
Data Feed Panel....219
Add a Feed....219
View a Feed's Job History....226
Delete a Feed....226
Copy a Feed....226
Pause a Feed....226
Activate a Feed....227
Edit a Feed....227
Data Feed Jobs....227

Jobs Settings....228
Filter Jobs List....229
Job Status....230
Rerun a Job....230
Data Feed Contents....231
Calculating Metrics....233
Identifying Visitors....236
Data Column Definitions....237
Data Column Reference....238
Page Event Lookup....251
Pre and Post Columns....252
Special Characters....253
Jobs FAQ....255
Troubleshooting Data Feeds....255
Troubleshooting Jobs....257
Data Feed Service History....257

Analytics for Voice - Frequently Asked Questions....262

Data Collection....263
Current Data....264
Data Availability Troubleshooting....266
Data Availability, Security, and Recovery Whitepapers....268
Data Collection in Analytics....269
Data Retention Policy....270
Data Retention FAQ....271
None, Unspecified, Unknown, and Other in reporting....273
Privacy Overview....275
Reporting High Numbers of Unique Values (Low-Traffic)....278
Variables - How They Are Used in Reporting....278

Data Warehouse....286
Add Data Warehouse user group....287

Create a Data Warehouse request....288
Tableau data file....288
Sort by Metric....288
Schedule a recurring request....289
Manage Data Warehouse requests....290
Data Warehouse Best Practices....290

Developer....292

Experience Cloud ID Service....295

Metrics Descriptions....296
Metrics Quick Reference....296
Metric Calculations....299
Average Page Depth....300
Average Time Spent....301
Bounces....301
Bounce Rate....301
Calculated Metrics....301
Campaign-Specific Metrics....302
Cart Additions....302
Cart Open....302
Cart Removals....302
Cart Views....302
Checkouts....303
Click-throughs....303
Custom Metrics....303
Daily Unique Visitors....304
Entries....304
Exits....304
Instances....304
Mobile Views....305

Monthly Unique Visitors....305
New Engagements....305
Occurrences....305
Orders....306
Page Depth....306
Page Events....306
Page View....306
Participation....307
Add Participation Metrics....307
Path Views....308
People....308
Product Views....308
Quarterly Unique Visitors....309
Reloads....309
Revenue....309
Searches....309
Single Access....310
Time Spent....310
Time Spent - Page Calculation Example....316
Time Spent - Site Sections Calculation Example....316
Time Spent - eVar Calculation Example....316
Total....317
Unique Visitors....317
Units....317
Visit....318
Visitors....319
Visitors with Experience Cloud ID....319
Visitor Participation - Ad Hoc Analysis....321
Weekly Unique Visitors....322
Yearly Unique Visitors....323

Report (Dimension) Descriptions....324

Reporting Best Practices and Troubleshooting....324
Account Activity....325
Anomaly Detection....326
Report Categories....326
Ranked Reports....326
Trended Reports....326
Totals....326
Flow....326
Bookend Pattern....327
Bookmark URL Length....327
Bots....327
Breakdown....327
Break Down a Report....327
Add a Correlation Filter....328
Browser....328
Browser Height....329
Browser Types....329
Browser URL Length....330
Browser Width/Height....330
Browser Width/Height compared to Mobile Screen Size....330
Campaigns....330
Campaign Conversion Funnel....331
Category....331
Color Depth....332
Complete Path....332
Connection Type....332
Content Types....332
Conversion....332
Conversion Funnel....333
Conversions and Averages....334
Cross-Sell....334
Custom Events....334

Custom Insight....334
Custom Link....334
Customer Attributes....335
Customer Loyalty....336
Custom....338
Custom Traffic....338
Daily Return Visits....338
Days Before First Purchase....339
Days Since Last Purchase....339
Designated Market Area (DMA)....339
Device Number Transit....339
Device Types....339
Devices....339
Digital Rights Management (DRM)....340
Domains....340
Entries and Exits....340
Exit Links....341
Fallout....341
File Downloads....342
Finding Methods....343
Flow....343
Full Paths....343
GeoSegmentation....343
Map View....345
GeoSegmentation Regions and Postal Code usage by Country....345
Hierarchy....353
Hit Type....353
Image Support....353
Information Services....354
JavaScript Support....354
JavaScript Version....354
Key Metrics....354

Key Visitors....355
Language....355
Links....355
Longest Path....356
Mail URL Length....356
Manufacturer....356
Marketing Channel Overview....356
Marketing Channel Detail - First and Last Touch....357
Mobile....358
Mobile Carrier....361
Monitor Color Depth....361
Most Popular Pages....361
Most Popular Servers....362
Most Popular Site Sections....362
Net Protocols....362
Next Page....362
Next Page Flow....362
Next Section Flow....363
Next Server Flow....363
Operating Systems....363
Operating System Types....364
Orders....365
Original Referring Domains....365
Over Time....365
Social Owned Property....365
Page Depth....368
Page Summary....368
Page Value....369
Page Views....369
Pages....370
Pages Not Found....371
Paid Search Engines....371

Paid Search Keywords....371
PathFinder....371
Path Length....372
Pathing....372
Paths....374
Previous Page....375
Previous Page Flow....376
Previous Section Flow....376
Previous Server Flow....376
Products....376
Products Conversion Funnel....377
Push-To-Talk (PTT)....377
Purchases....377
Real-Time....378
Supported Real-Time Metrics and Dimensions....379
Referrer Type....380
Referrers....381
Referring Domains....382
Return Frequency....383
Return Visits....383
Revenue....384
Screen Height....385
Screen Size....385
Screen Width....385
Search Engines....386
Search Keywords....386
Servers....387
Shopping Cart....387
Single Page Visit....387
Site Analysis....388
Site Content....389
Site Metrics....389

Site Overview....390
Site Sections....390
Site Sections Depth....392
Site Sections Summary....392
Target....392
Targets....392
Target Activities....393
Target Experiences....393
Target Lift and Confidence....393
Technology....395
Time Prior to Event....396
Time Spent on Page....396
Time Spent on Site Section....396
Time Spent per Visit....396
Time Zones....396
Top Level Domains....397
Totals....397
Tracking Codes....397
Traffic....398
Traffic Sources....398
Unique Customers....401
Unique Visitors....401
Units....405
U.S. State....405
Video....406
Video Support....406
Visitor Detail....406
Visit Number....406
Visitor Profile....407
Visitor Retention....407
Visitor Zip and Postal Codes....409

Visitors....409
Visits....410

Terms Used in Analytics....411

Acquisition....411
Activity....411
Allocation....411
Anomaly....411
Breakdown....411
Calculated Metrics....412
Campaign....412
Channel....413
Classification....413
Clickstream Data Feeds....414
Conversion Variable (eVar)....414
Count Repeat Instances....414
Correlation....414
CPM....414
CPMM....414
Creative Element....415
Custom Traffic Variable (s.prop)....415
Current Data....415
Data Connectors....415
Data Sources....415
Decision Tree....415
Deduplication....416
Dimensions....416
Event Serialization....418
Exit Link....418
Experience Cloud....418
Expiration Trigger....418
Gantt View....418

Gauge Reportlet....418
Granularity....418
Hierarchy....419
Hit....419
Hit Depth....419
Hit Depth vs. Visit Depth....420
Image Request....420
Internal Search Term....420
KPI - Key Performance Indicator....421
Lifetime Value....421
List Prop....421
Login Company....421
Metric....421
Multi-Suite Tagging....422
Normalization....422
Original Referring Domains....423
Pathing....423
Persistence....424
Ranked Report....424
Real Time....424
Report....424
Report Suite....425
Segment Container....425
Segmentation....426
Server Call....426
Subrelation....427
Success Event....427
Transaction Unique Customer URL....427
Trended Report....427
Unique Visitors....427
Visit Depth....428
VISTA Rules....428

Documentation Updates.....430

Contact and Legal Information.....433

Adobe Analytics Help Home

This help is intended for users and administrators of Adobe Analytics. You can browse for help on reports, metrics, data collection, and Admin tools.

Release Notes and Documentation Changes

- 
  Note: *As of April 12, 2018, Anomaly Detection and Contribution Analysis have been removed from the Reports & Analytics feature set and are available exclusively in Analysis Workspace.*

- *User ID Migration to the Admin Console*
- *Release Notes*
- *Analytics Product Comparison and Requirements*

  System requirements and a comparison of Analysis Workspace, Reports & Analytics, Ad Hoc Analysis, Report Builder, and Data Workbench.
- *Which Adobe Analytics Tool Should I Use?*

  Use cases for each Adobe Analytics tool.

Have a question? Visit the *Adobe Analytics Community*.

Analytics Videos

- YouTube: *Adobe Analytics Videos*
- *Adobe Video Learning*

Adobe Experience Cloud Product Integrations

- *Overview*
- *Audience Analytics*
- *Adobe Analytics for Target*

Troubleshooting

- *Analytics Frequently Asked Questions (FAQs)*

  Most popular troubleshooting tips.
- *Reporting Best Practices and Troubleshooting*

  Learn about common reasons why reports fail and what you can do to avoid timeouts and failures.

Administration Help

- *Admin Tools*
- *User and Product Management*
- *Classifications*
- *Common Classifications Upload Issues*
- *Data Sources*
- *Data Warehouse*
- *Experience Cloud Core Services*
- *Dynamic Tag Management*
- *Segmentation*

Interface Help

- *Getting Started with Analytics*
- *Analysis Workspace*
- *Reports & Analytics User Help*
- *Ad Hoc Analysis Help*
- *Analytics Segmentation*
- *Report (Dimension) Descriptions*
- *Metrics Descriptions*
- *Data Workbench*
- *Report Builder*
- *Marketing Channels Help*
- *Data Connectors*
- *SiteCatalyst 14*

Experience Cloud Community Resources

- *Adobe Analytics Community*
- *Experience Cloud Release Notes*
- *Product Documentation Home*
- *Developer*
- *Idea Exchange*
- *Adobe Training and Tutorials*
- *Featured Solutions Center*

- *Calculated Metrics*
- *Single Sign-On* (Important information about legacy single sign-on.)

Implementation and Developer

- *Analytics Implementation Home*
- *Experience Cloud ID Service* (visitor ID)
- *JavaScript Implementation*
- *Web and Mobile Measurement Libraries*
- *Debugger Installation*
- *Variables - How They Are Used in Reporting*
- *Clickstream Data Column Reference*
- *Regional Data Collection* (RDC)
- *Developer Documentation*
- *Clickstream Data Feeds*
- *Video Analytics (Heartbeat)*

Which Adobe Analytics Tool Should I Use?

This help page contains recommended use cases for each Adobe Analytics tool. Tools should be considered in the order they are listed. If a certain tool does not meet the need, move to the next one for consideration.

For more on Adobe Analytics Product Comparisons, go *here*.

- *Reporting and Analysis with Analytics Data*
- *Importing Data into Adobe Analytics*
- *Exporting Data from Adobe Analytics*
- *Custom Solutions*

Adobe Analytics Reporting User Interfaces

Analysis Workspace **should be the go-to user interface for all of your reporting and analysis needs. Adobe continues to invest in and release monthly updates to this product. If there is a task you cannot do in Analysis Workspace, consider the other interfaces below.**

Reports & Analytics should be used:

- By beginner users who need access to pre-built reporting that is easier to navigate.
- For accurate counting of A4T Activity Impressions & Conversions.
- To understand Target activity (Analytics for Target/A4T) lift and confidence.
- To access real-time data in the UI.
- To set up Calendar events.
- To set up Targets.
- To view Bot reporting.
- To look at multiple report suites in a single UI dashboard.
- To access unique Video visualizations of Concurrent Viewer, Video Daypart, and Viewer Drop-off.
- To leverage Publishing Lists in scheduled reporting .

Mobile Services UI should be used:

- If a siloed view of Mobile App data is desired.
- To manage the implementation of your mobile app SDK.
- To set up mobile advertising, such as in-app messaging, push messaging, and location targeting.
- If more interactive visualizations are desired for App data (Sunburst).
- To visualize points of interest on a map.
- For Lifetime value metrics.

Ad Hoc Analysis should be used:

- If true table builder functionality is desired. For example, a) Analysis Workspace is not able to support what you need to build, b) you want to be able to control when your table rebuilds, c) you want the table to remember the various breakdown levels you would like applied to all rows, d) you want to order metric rows manually
- To export 50,000 rows of data
- If tab organization of project work is desired.
- To use the Site Analysis report (3D-pathing report).

Data Workbench should be used:

- As the most flexible Analytics tool option (down to visitor-level, hit-level analysis).
- To create a multi-channel dataset of online and offline interactions from CRM to POS to Web.
- For advanced attribution (rules-based & algorithmic models).
- For predictive, statistical modeling (propensity scoring, clustering, correlations, etc.).

- For Latency analysis (time before / since an event).
- For identification and export of complex segments throughout Adobe Experience Cloud.

Importing Data into Adobe Analytics

Classifications should be used:

- When there is metadata you want to associate to a collect value (eVar, prop, marketing channel)
- Options:
  - Rule builder: use when you have predictable formatted-values being collected for a variable, e.g. delimited values. This approach allows you to set up rules once and largely "set-it and forget-it".
  - Browser importer: use when you don't have predictable values, or when you have a finite list of values that requires a one-time update. This approach requires that you do ongoing monitoring of the classifications for new values.

Data Sources should be used:

- When there is offline data you want permanently written into Adobe Analytics
- Options
  - Summary: simple data uploads, by day or limited dimensions
  - Transaction ID: data uploads that connect an online endpoint to offline data, and fully associate imported data to a visitor snapshot captured online (e.g. orders complete online, and get returned offline)
  - Full Processing: time-stamped data sources, processed as if it was a hit collected by Adobe servers. I.e. data gets inserted directly into the visitor journey.

Data Connectors **(formerly known as Genesis)** should be used:

- When you engage with a 3rd-party provider that has built a supported connection with Adobe Analytics. Data Connectors typically incorporate summary-level data into Adobe Analytics permanently and automatically, on a recurring basis.

Data Insertion API should be used:

- When you need to upload data into Adobe Analytics, and cannot use the Adobe AppMeasurement or mobile SDK code.

should be used:

- If you capture enterprise customer data in a customer relationship management (CRM) database and want to upload the data to the Experience Cloud.
- If you want to use CRM data for deeper analysis in Analytics, or as targeting criteria in Adobe Target.

Audience Analytics should be used:

- If you want to incorporate Adobe Audience Manager (AAM) audience data such as demographic information (e.g. gender or income level), psychographic information (e.g. interests and hobbies), CRM data, or ad impression data into any Analytics workflow.
- If you want uploaded CRM data to be time based, because this integration sends new information to Analytics hit by hit.

Exporting Data from Adobe Analytics

Report Builder should be used:

- If the customized layout options of Workspace are limiting (anything is possible in Report Builder, within the limits of Excel).
- To loosely tie in user inputs or offline data sources (impressions, cost) to Adobe data. More permanent solution for tying in data is Data Sources (see Importing Data to Analytics).

- To merge data together from different dimensional reports (e.g. promo impressions report joined with promo click-to-conversion report).
- For cross-report-suite views.
- If automation through scheduling is desired (XLSX, XLSM, CSV, PDF, TXT, XML, MHT).

Data Warehouse should be used:

- To access variables otherwise hidden in the UI – IP address, Experience Cloud ID, Analytics Visitor ID, Page URL)
- To access more granular data than the UI (denormalized table view)
- To download data in a format suitable for a Pivot Table input
- If the client wants to input Adobe data into a 3rd-party data visualization tool (slightly summarized, and not hit-level)
- To access all unique dimension values if you are running into “Low Traffic” in Adobe Analytics

Data Feeds should be used:

- To utilize the most granular data feed we can provide (visitor ID, hit).
- If the client wants Adobe data stored in a client-side database, at the most granular level we can send.
- If the client wants to develop a Business Intelligence (BI) tool or input hit-level Adobe data into a 3rd-party tool.

Reporting APIs should be used when the other visualization options do not meet your needs. The 3 API options include:

- **Fully Processed**: when you want feature-rich data (including visits, visitors, and segments). This is typical Analytics UI summarized data, available within ~30-90 minutes. Can be used through Report Builder.
- **Real-Time**: when you want to view a few metrics and dimensions with seconds of latency. This is limited, partially processed, summarized data that is available within ~30 seconds. Includes unique algorithms of most popular, gainers, and losers. Can be used through Report Builder.
- **Live Stream**: when you want a stream of partially-processed hit-level Analytics data within seconds of collection. This is partially processed data, available within ~30 seconds. Available for Analytics Premium only. Requires some way to visualize the data, typically through an Engineering Services engagement.

Custom Solutions

Engineering Services should be used when:

- The other Adobe tools don’t meet your needs.
- You want a custom experience.
- You want a fully automated solution.
- You want to reach many devices.
- You have multiple data sources.
- You have complex data ETL (Extract-Transform-Load) requirements.
- You want custom branding.
- You want to visualize **Analytics Live Stream**.

Analytics Product Comparison and Requirements

System requirements and a comparison of Analysis Workspace, Reports & Analytics, Ad Hoc Analysis, Report Builder, and Data Workbench

For information on which Adobe Analytics product to use, go *here*.

Product Name & Help Link	*Analysis Workspace*	*Reports & Analytics*	*Ad Hoc Analysis*	*Report Builder*	*Data Warehouse*	*Data Workbench*
Access Method	Browser solution for building robust, custom analysis projects, and democratizing insights.	Browser solution for digital analysis.	Java based tool for advanced digital analysis.	Excel add-in that lets you build customized requests from R&A data, and visualize using Microsoft Excel.	Browser solution that generates reports in `.csv` format. Can generate Tableau format files.	Multi-channel analytics tool for advanced analysis, such as custom attribution modeling, predictive analytics, and 360 customer analysis.
Report Breakdowns	Unlimited	Up to 2 correlations	Unlimited	Up to 2 correlations	Performs fully expanded, unlimited breakdowns, break down by segment.	Unlimited
Segment Comparisons	Unlimited	Up to 2 segments	Unlimited	Unlimited (data request stacking)	1 segment. Supports multiple (stacked) segments.	Unlimited
Row Output Limit	400	200	50,000	50,000	Unlimited	Customizable
Unique Value Limits (within eVar/ prop reports)	500K-2MM	500K-2MM	500K-2MM	500K-2MM	Unlimited	Customizable
Funnel/Pathing	Yes *Fallout* *Flow*	*Yes*	*Yes*	Yes	No	Yes
Advanced Customer Journey Analysis	Planned	No	Yes	No	No	Yes
Cohort Analysis	*Yes*	No	No	No	No	Yes
Advanced Attribution	Limited currently - first/last/linear	Limited - first/last/linear	Limited - first/last/linear	Limited - first/last/linear	Limited - first/last/linear	Yes

Enhanced Visualization Options	*Yes*	No	Yes	Yes	No	Yes
Customizable Layout	*Yes*	Yes - *Dashboards*	No	*Yes*	Sort results by breakdown or by metrics.	Yes
Project Curation (Simplify reports for non-analysts)	*Yes*	No	No	Yes	No	Yes
Project Sharing	*Yes*; all/any users	*Yes*; all/any users	Only with Ad Hoc Analysis users	Yes; all/any users	No	Yes
Scheduled Report Delivery	*Yes*	*Yes*	*Yes*	*Yes*	Yes	Yes
System Requirements	Browser *More...*	Browser *More...*	Java *More...*	Windows, MS Excel *More...*	Browser and program to open `.csv` files like MS Excel. Can generate Tableau format files.	Windows 64 bit, good graphics adapter for OpenGL 3.2 (*More...*)

System Requirements

This topic provides details on the system requirements for each Adobe Analytics user interface.

Experience Cloud Core Services

- Microsoft's latest Internet Explorer. (Microsoft is *ending support* for Internet Explorer 8, 9, and 10. As such, we will not fix issues reported against these specific versions of Internet Explorer.)
- Google Chrome
- Mozilla Firefox
- Apple Safari

Solution and Product Requirements

- *Reports & Analytics* (includes Adobe Social)
- *Report Builder*
- *Ad Hoc Analysis*
- *Data Workbench*
- *Adobe Target*
- *Adobe Audience Manager*

Analytics Reporting API Comparison

A comparison table for Analytics reporting APIs. Links to supporting documentation are provided.

Note: *Regarding latency, Analytics for Target (A4T) combines Analytics and Target data on the same hit for integrated reporting. Because Analytics and Target calls occur at different times, hits are stored before any processing occurs to collect data from both solutions. This process adds* ***an additional 7-10 minutes*** *of latency to all checkpoints.*

API Type	Fully Processed	Real-Time	Livestream	Data Warehouse
Description	Fully-processed, finalized data that is available in all Analytics interfaces.	Partially-processed, limited metrics available within seconds of collection.	Partially-processed hit data available within seconds of collection.	Fully-processed, finalized data that is used for pulling large data exports.
Latency	30-90 Minutes	* Seconds -10 minutes	Seconds -10 minutes	90 minutes +
Processing Completion	Full	Partial	Partial	Full
Reporting Interfaces	Reports & Analytics, Report Builder, API	Real-time report in Reports & Analytics, Report Builder, API	API only	Data Warehouse & API
Data Granularity	Summarized	Summarized	Hit level	Summarized
Visitor Profile Processing	Yes	No	No	Yes
Supports Segments	Yes	No	No	Yes (but only Data Warehouse compatible segments)
Analytics SKU	Standard+	Standard+	Premium Complete or Predictive Intelligence	Standard+
Documentation	*Web Services*	*Real-Time Reports*	*Livestream Overview*	*Data Warehouse*

Related Help

- *Developer Connection* - Analytics, Mobile SDKs, Experience Cloud, and Social developer documentation.
- *Adobe/IO* - A comprehensive source for the technical documentation and tools needed to integrate Adobe technologies into your applications.
- *Data Workbench Query API*

Admin Tools

A help system for administrators using Admin Tools.

Analytics > **Admin**

Important: *Do not to open multiple Admin Console tabs in the same browser. This can lead to you inadvertently saving settings to the wrong report suite. If you need to, for example, compare rule sets and copy them to a new report suite, we suggest that you open a new browser or take a screen shot to compare rule sets.*

The Admin Tools let you configure the following Analytics features:

Administration API

Adobe's Administration API lets you change report suite and user settings without the need to use Admin Tools. This feature is useful if you have a custom reporting interface, letting you make changes to the report suite without having to log in to the interface. There are no limitations to using this API, as compared to Admin Tools. Meaning, if a certain action can be done within Admin Tools, that same action can be done using the Administration API.

For additional information, see *Developer Connection*.

Activity Map Reporting

Administrative steps for enabling Activity Map reporting in Analytics.

Analytics > **Admin** > **Report Suites** > **<select report suite>** > **Edit Settings** > **Activity Map** > **Activity Map Reporting**

Enables Analytics to collect user activity served up from Activity Map (formerly ClickMap). This integration

- Enables reporting in Analytics.
- Adds new reports under **View All Reports** > **Activity Map:**

Report	Description
Activity Map Page	Lists the pages where a link was clicked on.
Activity Map Region	Lists all collected link regions across the whole web site. Note that if a region appears on multiple pages, the metric will be aggregated across all its pages.
Activity Map Links	Lists all collected links across the whole web site.
Activity Map Links & Region	Lists all collected links with their region across the whole web site.

For data to be populated, refer to the *Activity Map documentation* for complete implementation instructions.

Adobe Campaign Reporting

For more information on how to configure this integration, go to the *Adobe Campaign documentation*.

This integration between Adobe Analytics and Adobe Campaign

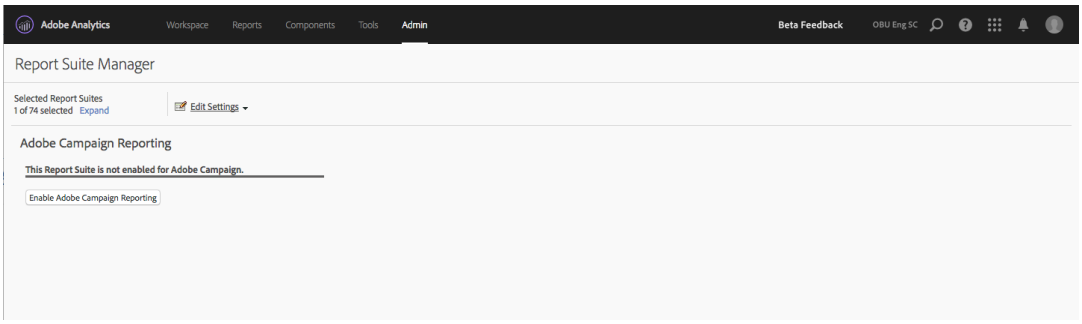
- Lets you share your KPI (Key Performance Indicator) data from Adobe Campaign Standard to Adobe Analytics.

• Enriches tracking formulas with Adobe Analytics parameters.
• Adds a new report under **Analytics** > **Reports** > **Adobe Campaign.**
• Adds 5 new Adobe Campaign classifications.
• Adds 10 new Adobe Campaign metrics.
• Adds 6 new Adobe Campaign dimensions.
• Synchronizes data to Analytics every 15 minutes.

1. Enable Adobe Campaign Reporting

In order to view Campaign data in Analytics, you first have to enable Campaign reporting.

1. Navigate to **Analytics** > **Admin** > **Report Suites** > **<select report suite>** > **Edit Settings** > **Adobe Campaign** > **Adobe Campaign Reporting**.
2. Click **Enable Campaign Reporting**.



2. View Adobe Campaign Reports

The integration between Adobe Campaign Standard and Adobe Analytics adds the following report under **Analytics** > **Reports**

Report	Definition
Adobe Campaign Executed Delivery ID	Shows data imported from Adobe Campaign about emails that were sent from Adobe Campaign.

3. Use Adobe Campaign Classifications

Analytics > **Admin** > **Report Suites** > **<select report suite>** > **Edit Settings** > **Adobe Campaign** > **Adobe Campaign Classifications**

Once your report suite is enabled for Adobe Campaign, the following classifications are available:

• Delivery ID (Internal Delivery Name that you see in Campaign)
• Delivery Label ((Delivery in Campaign – Individual Delivery/Recurring Delivery/Transaction Delivery)
• Campaign ID (Internal Campaign Name that you see in Campaign)
• Campaign Label (Campaign in Adobe Campaign)
• Executed Delivery Label (List of individual executed deliveries)

Adobe Campaign Dimensions and Metrics available in Adobe Analytics

The following **metrics** are available from Campaign in Adobe Analytics report suites:

- Adobe Campaign Sent
- Adobe Campaign Opened
- Adobe Campaign Clicked
- Adobe Campaign Processed
- Adobe Campaign Delivered
- Adobe Campaign Unique Open
- Adobe Campaign Unique Click
- Adobe Campaign Unsubscribed
- Adobe Campaign Total Bounces
- Adobe Campaign Executed Delivery ID Instances

The following **dimensions** are available from Campaign in Adobe Analytics report suites:

Dimension Name	Definition
Campaign ID	ID of all campaigns for which KPI's have been sent during duration
Campaign Label	Labels of Campaign IDs
Delivery ID	ID of all deliveries for which KPI's have been sent during duration. Also includes IDs of master deliveries of recurring delivery and transaction delivery. Example: A recurring delivery DM1 was scheduled and DM2, DM3, DM4 and DM5 were child deliveries of the recurring delivery. The Delivery ID displays results for all deliveries, DM1 through DM5.
Delivery Label	Labels of Delivery IDs
Executed Delivery ID :	IDs of only executed deliveries. No ID of recurring/ transactional master delivery. Example: A recurring delivery DM1 was scheduled and DM2, DM3, DM4 and DM5 were child deliveries of the recurring delivery. Executed Delivery ID displays results for all deliveries starting from DM2 to DM5 - the deliveries which have actually been executed.
Executed Delivery Label	Labels of Executed Delivery IDs

AEM Assets Reporting

Administrative steps for enabling AEM Assets reporting in Analytics.

Analytics > **Admin** > **Report Suites** > **<select report suite>** > **Edit Settings** > **AEM** > **AEM Assets Reporting**

Enables Analytics to collect impressions and clicks on Assets served up from AEM Asset Insights. This integration

- Enables reporting in Analytics.
- Adds new dimensions to the Asset Variables in Analysis Workspace and Ad Hoc Analysis: Asset ID, Asset Source, and Clicked Asset ID
- Adds new dimensions to the Asset Events: Asset Clicks and Asset Impressions

For data to be populated, refer to the *AEM Asset Insights documentation* for complete implementation instructions.

ASI Slots

Advanced Segment Insight (ASI) is a legacy version 14 feature that is replaced by native segmentation and virtual report suites in Adobe Analytics.

Important: *Starting in the fall of 2016, you will no longer be able to create and edit ASI slots and no additional data will be processed into ASI slots. The existing data in ASI slots will remain in place for reporting purposes in the Adobe Analytics/SiteCatalyst user interface according to your data retention policy.*

If you are using ASI slots to grant permissions to specific data, begin evaluating the use of virtual report suites instead, as soon as possible.

Note: *The ASI interface is not available in Reports & Analytics.*

ASI slots no longer process after you upgrade to Analytics version 15 or above. However, most use cases should be resolved through segmentation. Here are a few distinctions to be aware of:

Interface

For more information on the Analytics segment interface, see the *Analytics Segmentation Guide*.

Data Availability

ASI processes from a specified date forward. Creating a segment for historical data is possible but time consuming.

Marketing report segments apply to all data on the new platform, as of your upgrade date. After you create a segment, you can immediately apply it to a report.

Processing vs. Filtering

ASI reprocesses data. This can cause some data discrepancies due to eVar persistence and similar factors. As such, VISTA rules running on the ASI report suite can change the data, rather than just filter out some traffic.

Marketing report segments act as filters at the Visit, Visitor, or Hit level. Rather than re-processing data, the filters remove data that falls outside of the criteria. As such, VISTA rules cannot change the data in a report segment. (If you need to re-process data after upgrading, contact Engineering Services.)

Permissions

With ASI, users can be restricted to see just one or more ASI report suites, if needed.

Segment permissions in marketing reports differ between *Admin-level and non-Admin users*.

Billing

The **Billing** page lets you access billing information, including traffic details for each report suite. Only an authorized administrator has access to this page.

Note: *If access to the billing tab is disabled for your company, contact your Account Manager.*

The traffic overview data from the billing page lets you correlate page view data in reports with billable server calls on your invoice. The **Billing** page lets you do the following:

• Audit your invoice.

• Break down costs by report suite for internal accounting allocations.
• View the distribution of primary and secondary server calls.

The **Billing** page organizes information by month.

To view monthly traffic overview data, locate the month where you want to view traffic data, then click **View**.

The resulting **Monthly Invoice** report includes the following information:

Column	Description
Report Suite	The report suite involved in the data collection activity.
Location	The data center that stores the report suite data: San Jose (California), Dallas (Texas), Pacific Northwest (US), London (UK), or Singapore. In most cases, all company report suites are located in the same data center.
Primary Server Calls	Requests received directly from website visitor browsers or the Data Insertion API. Includes Primary Hits (Page Views), Primary Custom Events, Primary Download Events, and Primary Exit Events.
Secondary Server Calls	Copies of primary server calls created by multi-suite tags or copied/moved by a VISTA rule. If a secondary server call has been moved (not copied) to a different report suite by a VISTA rule, the **Billing** page identifies this transfer with a negative number. In this case, the accumulated secondary calls are deducted from the primary server calls.
Total Server Calls	The combined total of primary and secondary server calls for this report suite at the given location.
Page Views	Page view totals for each report suite. You can confirm page view values in **Site Metrics** > **Page Views**.
Downloads	Download totals for each report suite. You can confirm the download values in **Site Content** > **Links** > **File Downloads**.
Custom Links	Custom link totals for each report suite. You can confirm the custom link values in **Site Content** > **Links** > **Custom Links**.
Exit Links	Exit link totals for each report suite. You can confirm the exit link values in **Site Content** > **Links** > **Exit Links**.

Note: *To obtain a working copy of the **Monthly Invoice** report, copy it onto your clipboard, then paste it into a spreadsheet program such as Microsoft Excel*.*

Reporting Date vs. Processing Date

In the reporting user interface, the data presented is always attached to the **Reporting Date**, which is the timestamp that is attached to the event.

Usage/Billing, on the other hand, always uses the **Processing Date**, or when the data was actually processed in the system. Due to basic latency, data imports, or event time zone differences (everything is processed in Pacific Time) the Reporting Date and Processing Date do not typically match up completely.

Bot Rules

Bot Rules let you remove traffic that is generated by known spiders and bots from your report suite. Removing bot traffic can provide a more accurate measurement of user activity on your website.

After bot rules are defined, all incoming traffic is compared against the defined rules. Traffic that matches any of these rules is not collected in the report suite and is not included in traffic metrics.

To update or upload bot rules, navigate to **Analytics** > **Admin** > **Report Suites**. Select the correct Report Suite, and then go to **Edit Settings** > **General** > **Bot Rules**.

Removing bot traffic typically reduces the volume of traffic and conversion metrics. Many customers find that removing bot traffic results in increased conversion rates and increases in other usability metrics. Before removing bot traffic, communicate with stakeholders to make sure they can make the necessary adjustments to key performance indicators as a result of this change. If possible, it is recommended to first remove bot traffic from a small report suite to estimate the potential impact.

We recommend defining no more than 500 bot rules per report suite. The user interface allows for 500 rules to be manually defined. After this limit is reached, rules must be managed in bulk through the *Import File* and Export Bot Rules options.

Bot traffic data is stored in a separate repository for display in the **Bots** and **Bot Pages** reports.

Rule Type	Description
IAB	Selecting **Include IAB** uses the IAB/ABCe International Spiders & Bots List to remove bot traffic. This list is updated monthly by the IAB. To submit a bot to the IAB list, visit *http://www.iab.net/sites/spiders/form.php*. Adobe is unable to provide the detailed IAB bot list to customers, though you can use the Bots Report to view a list of bots that have accessed your site.
Custom Bot Rules	See *Create a custom bot rule*.

Impact of Bot Rules on Data Collection

Bot Rules are applied to all analytics data. Data removed by Bot Rules is visible only in the Bots and Bot Pages Reports. ASI Slots honor bot rules on historical data if they are enabled at the time of reprocessing.

VISTA rules are applied after Bot Rules (see *Processing Order*).

High-Hit Visit Processing: If more than 100 hits occur in a visit, reporting determines if the time of the visit in seconds is less than or equal to the number of hits in the visit. In this situation, due to the cost of processing long,

intense visits, reporting starts over with a new visit. High-hit visits are typically caused by bot attacks and are not considered normal visitor browsing.

Note: *Hits marked as bots are billed as server calls.*

Impact of IP Obfuscation on Bot Filtering

The IAB bot list is based solely on user agent, so filtering based on that list is not impacted by IP obfuscation settings. For non-IAB bot filtering (custom rules), IP may be part of the filtering criteria. If filtering bots using IP, bot filtering happens after the last octet has been removed if that setting is enabled, but before the other IP obfuscation options, such as deleting the entire IP or replacing it with some unique ID.?

If IP obfuscation is enabled, IP exclusion happens before the IP address is obfuscated, so customers do not need to change anything when they enable IP obfuscation.

If the last octet is removed, that is done before IP filtering. As such, the last octet is replaced with a 0, and IP exclusion rules should be updated to match IP addresses with a zero on the end. Matching * should match 0.

Classifications

Classifications are created by grouping (classifying) granular data from a source report. For example, you might want to analyze display ads, but they are mixed with email, partner, text ad, and social media campaigns. You can create groups so that you can analyze them separately.

Important: *On May 10, 2018, we will begin limiting the functionality of date-enabled and numeric classifications. These classification types will be removed from the Admin and Classification Importer interfaces. From that date on, no new date-enabled and numeric classifications can be added. Existing classifications can still be managed (uploaded to, deleted) through the standard classification workflow, and will continue to be available in reporting.*

Video overview of *Analytics Classifications*.

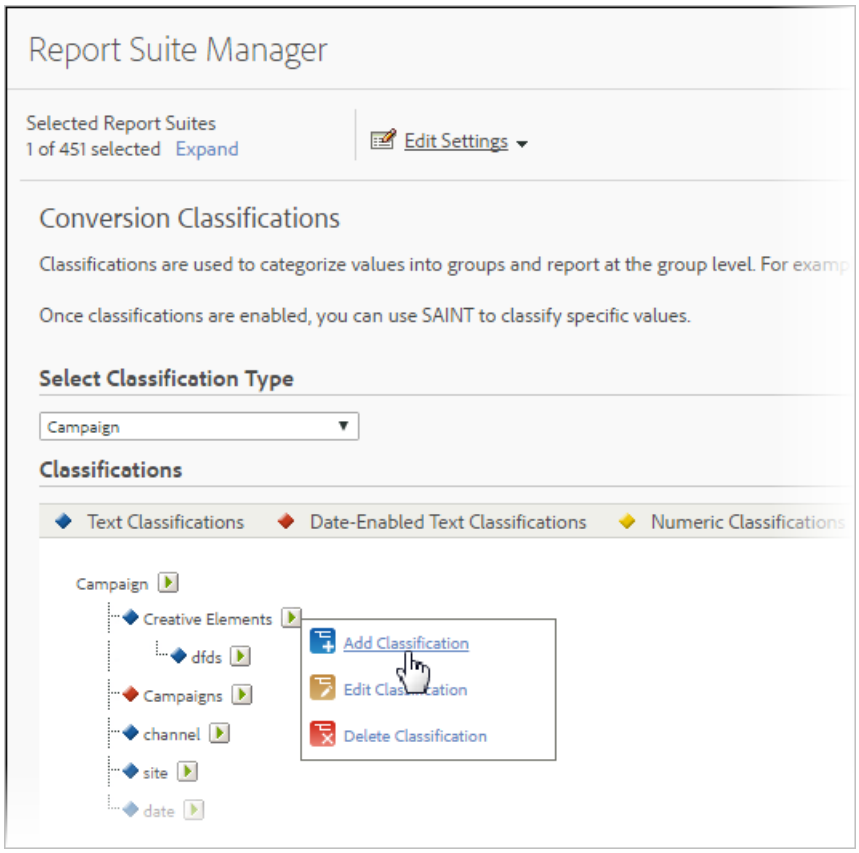
About Classifications

A *classification* is a way of categorizing reporting and analytics variable data, then displaying the data in different ways when you generate reports.

Video overview of *Analytics Classifications*.

Admin > **Report Suites** > **[select report suite]** > **Edit Settings** > **Traffic** or **Conversion** > **Traffic Classification** or **Conversion Classifications**.

When classifying, you are establishing a relationship between the variable and the metadata related to that variable. Classifications are most frequently used in campaigns. Data collected using variables (eVars, props, and events) information can be rolled up by applying metadata to the values collected in the variables.



Note: *In the May 10, 2018, Analytics Maintenance release, we will begin limiting the functionality of date-enabled and numeric classifications. These classification types will be removed from the Admin and Classification Importer interfaces. From that date on, no new date-enabled and numeric classifications can be added. Existing classifications can still be managed (uploaded to, deleted) through the standard classification workflow, and will continue to be available in reporting.*

Once classified, any report that you can generate using the key variable can also be generated using the associated attributes. For example, you can classify **Product IDs** with additional product attributes, such as product name, color, size, description, and SKU. Augmenting reporting and analytics data with additional attributes provides deeper and more complex reporting opportunities.

After creating the classifications, you can leverage the new data attributes throughout Experience Cloud reporting and analytics

Tracking Codes Example

Suppose that instead of viewing campaigns just by the tracking code, you want to see campaign results by Search Engine, Keyword, and Campaign Channel. Rather than devoting conversion variables for each of those, you can create three classifications of the campaign variable to represent Search Engine, Keyword, and Campaign Channel. This strategy allows you to see site success events by all four variables, with no additional tagging.

Reporting and analytics includes pre-defined classifications for the tracking code variable, which offers classification-based reports called Creative Elements and Campaigns. You must manually configure classifications for all other conversion and traffic variables.

See *Traffic Classifications* and *Conversion Classifications*.

The following table describes the different types of classifications that are available, and the variable types that support them. Review the information in *General File Structure* before uploading data files.

TYPE	AVAILABILITY	DESCRIPTION
Text	Conversion and Traffic Variables	Text classifications define a category that lets you group variable data for reporting purposes. For example, if you sell shirts, you might want to categorize shirt sales (conversions) by color, size, and style so you can generate reports that let you see shirt sales organized by these categories.
Date Enabled Text ***Important:*** *From May 10, 2018, on, no new date-enabled classifications can be added.*	Conversion Variables	A date-enabled text classification lets you assign date ranges to a text classification. This is typically used with campaign classifications so that you can take advantage of the Gantt chart view in the **Campaigns** report. You can include the actual campaign dates in the data file that populates the classification data. For more information, see *Date*. Reporting and analytics collects campaign tracking codes even if the campaign end date is already past, but the campaign data collected after the end date of the campaign is not associated with the campaign.
Numeric ***Important:*** *From May 10, 2018, on, no new date-enabled classifications can be added.*	Conversion Variables	Numeric classifications let you apply fixed numeric values to **Conversion** reports. These classifications appear as metrics in reports. When considering whether to add a **Numeric** classification, the numeric value must be fixed and unchanging over time.

Sub-Classifications

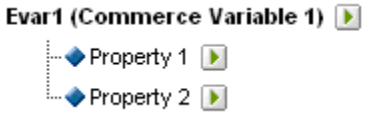
Marketing reports support both single-level and multiple-level classifications models. A classification hierarchy allows you to apply a classification to *a classification*.

Note: *Sub-classification refers to the ability to create classifications of classifications. However, this is not the same as a* ***Classification Hierarchy*** *used to create* ***Hierarchy*** *reports. For more information about Classification hierarchies, see Classification Hierarchies in the Administration Help.*

Single-Level Classifications

Single-level classification is the simplest model for classifying variable data. Single-level classification associates each classification directly to its reporting variable.

For example:



Each classification in this model is independent and corresponds to a new sub-report for the selected reporting variable. Furthermore, each classification constitutes one data column in the data file, with the classification name as the column heading. For example:

KEY	PROPERTY 1	PROPERTY 2
123	ABC	A12B
456	DEF	C3D4

For more information about the data file, see *About Classification Data Files*.

Multiple-Level Classifications

Multiple-level classification lets you create classifications of classifications.

Multiple-level classifications are comprised of parent and child classifications. For example:

Parent classifications: A parent classification is any classification that has an associated child classification. A classification can be both a parent and child classification. The top-level parent classifications correspond to single-level classifications (See *Single-Level Classifications*).

Child classifications: A child classification is any classification that has another classification as its parent instead of the variable. Child classifications provide additional information about their parent classification. For example, a **Campaigns** classification might have a Campaign Owner child classification. **Numeric** classifications also function as metrics in classification reports.

Each classification, either parent or child, constitutes one data column in the data file. The column heading for a child classification using the following naming format:

```
<parent_name>^<child_name>
```

For more information about the data file format, see *About Classification Data Files*.

For example:

KEY	PROPERTY 1	Property 1^Property 1-1	Property 1^Property 1-2	Property 2
123	ABC	Green	Small	A12B
456	DEF	Red	Large	C3D4

Although the file template for a multilevel classification is more complex, the power of multilevel classifications is that separate levels can be uploaded as separate files. This approach can be used to minimize the amount of data that needs to be uploaded periodically (daily, weekly, and so forth) by grouping data into classification levels that change over time versus those that don't.

Note: *If the **Key** column in a data file is blank, Adobe automatically generates unique keys for each data row. To avoid possible file corruption when uploading a data file with second-level or higher-level classification data, populate each row of the **Key** column with an asterisk (*).*

See *Common Classification Upload Issues* for troubleshooting help.

Classifications Example

An example classification mapping the Product ID, as captured in the Products eVar, to other data attributes. These attributes include SKU (key), product name, description, gender, size, and code. Additionally, each code has a child classification with the color name.

Note: *Product classification data is limited to data attributes directly related to the product. The data is not limited to how the products are categorized or sold on the website. Data elements like sale categories, site browse nodes, or sale items are not product classification data. Rather, these elements are captured in report conversion variables.*

When uploading data files for this product classification, you can upload the classification data as a single file or as multiple files (see below). By separating the color code in file 1 and the color name in file 2, the color name data (which may only be a few rows) needs to be updated only when new color codes are created. This eliminates the color name (CODE^COLOR) field from the more frequently updated file 1 and reduces file size and complexity when generating the data file.

Product Classification - Single File

KEY	PRODUCT NAME	PRODUCT DETAILS	GENDER	SIZE	CODE	CODE^COLOR
410390013	Polo-SS	Men's Polo Shirt, Short Sleeve (M,01)	M	M	01	Stone
410390014	Polo-SS	Men's Polo Shirt, Short Sleeve (L,03)	M	L	03	Heather
410390015	Polo-LS	Women's Polo Shirt, Long Sleeve (S,23)	F	S	23	Aqua

Product Classification - Multiple Files (File 1)

KEY	PRODUCT NAME	PRODUCT DETAILS	GENDER	SIZE	CODE
410390013	Polo-SS	Men's Polo Shirt, Short Sleeve (M,01)	M	M	01
410390014	Polo-SS	Men's Polo Shirt, Short Sleeve (L,03)	M	L	03
410390015	Polo-LS	Women's Polo Shirt, Long Sleeve (S,23)	F	S	23

Product Classification - Multiple Files (File 2)

KEY	CODE	CODE^COLOR
*	01	Stone
*	03	Heather
*	23	Aqua

Conversion Classifications

Classifications are used to categorize values into groups and report at the group level. For example, you can classify all Paid Search campaigns into a category like *pop music terms* and report on the success of that category relative to metrics like Instances (click-throughs), and conversion to success events.

Conversion classifications let you classify conversion variables. Once classified, any report that you can generate using the key data can also be generated using the associated data properties.

After enabling classifications, use the *Classification Importer* to assign specific values to the appropriate classification.

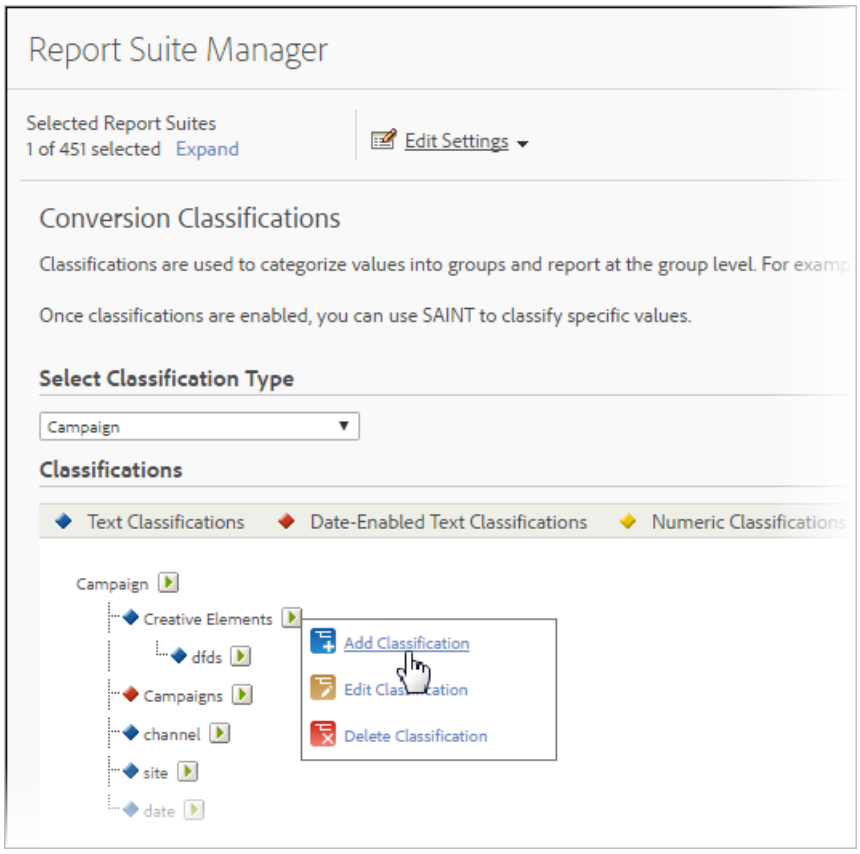
Conversion Classifications Descriptions

Element	Description
Name	The classification name.
Options (Text Only)	Creates a list of classification values available for this classification. Use **Options** with campaign variables to provide users with a list of supported values for the classification in the **Campaign Manager**.

Add conversion classifications

Steps that describe how to add conversion classifications in Admin.

1. Click **Admin** > **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **Conversion** > **Conversion Classifications**.
4. From the **Select Classification Type** drop-down list, select the variable where you want to add a classification.



5. Mouse over the **Edit Classification** icon, then select **Add Classification**.
6. In the **Select Type** field, select the type of classification you want to add to the variable.

   Options include **Text**. For more information on classification types, see *About Classifications*.
7. In the **Text Classifications** dialog box, configure the classification as desired.

   See *Conversion Classifications Descriptions* for information about these elements.
8. Click **Save**.

Delete a conversion classification

Delete a conversion classification when it is no longer needed.

1. Open the Report Suite Manager by clicking **Admin**>**Report Suites** in the Suite header.
2. Select a report suite.
3. Click **Edit Settings** > **Conversion** > **Conversion Classifications**.
4. From the **Select Classification Type** drop-down list, select the variable where you want to delete a classification.
5. Mouse over the **Edit Classification** icon, then select **Delete Classification**.
6. In the Delete Classification dialog box, click **Delete**.

Traffic Classifications

Traffic classifications allow you to classify traffic variables (props). Traffic classifications can use only text classifications.

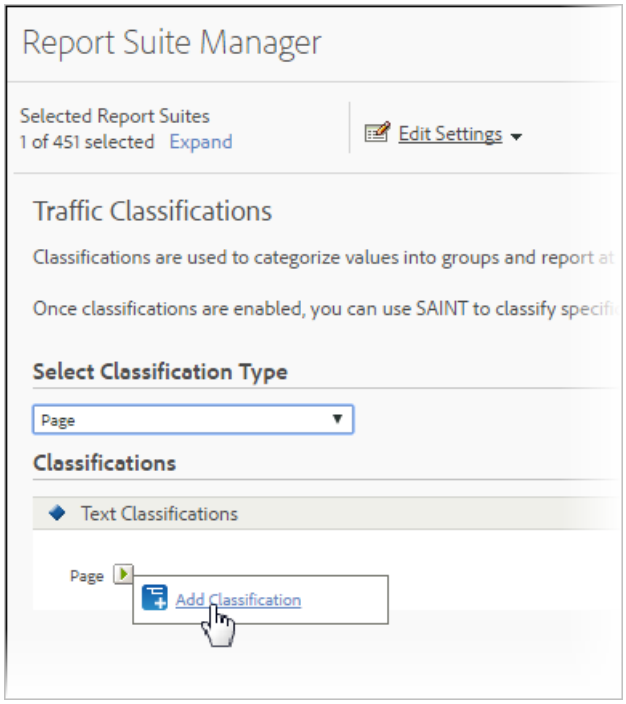
The Traffic Classifications page lets you create classifications for the selected report suites. Once classified, any report that you can generate using the key data can also be generated using the associated attributes.

After enabling classifications, use *Classifications Importer (Upload)* to assign specific values to the appropriate classification.

Add a traffic classification

Steps that describe how to add or edit classifications for the selected report suites.

1. Click **Admin** >**Report Suites** in the Suite header.
2. Select a report suite.
3. In the **Select Classification Type** field, select the variable where you want to add a classification.
4. Click **Edit Settings** > **Traffic** > **Traffic Classifications**.



5. Mouse over the **Edit Classification** icon, then select **Add Classification** or **Edit Classification**.
6. In the **Text Classification** dialog box, configure the classification as desired:

   Name: Specify the classification name.

   Description: Provide a more detailed description.

7. Click **Save**.

Classification Hierarchies

The **Classification Hierarchies** page lets you define classification hierarchies that you can use to create **Hierarchy** reports with the same name.

A **Hierarchy** report lets you drill down into increasingly refined data sets, based on the classification hierarchy, so you can more easily view data relationships.

You can build classification hierarchies for web pages, campaigns, products, or any other report variable. The Hierarchy report displays units, orders, and revenue for each of the variable classifications in the hierarchy.

For example, if a Product hierarchy includes Apparel > Men's Clothing > Shirts > Polo Shirts > XL Polo Shirts, the Hierarchy report displays sales data for the Apparel classification. You can then drill down to see data about Men's Clothing, Shirts, Polo Shirts, and XL Polo Shirts. Classification hierarchies let you quickly identify how each classification in the hierarchy contributes to Apparel performance.

Create the classifications before adding them to a hierarchy.

Create a classification hierarchy

Steps that describe how to create a classification hierarchy.

1. Click **Admin** >**Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **Conversion** > **Classification Hierarchies**.
4. From the **Build Hierarchy For** drop-down list, select the variable where you want to create a classification hierarchy.

   The classifications list automatically displays the classifications available for the selected variable.
5. Drag a classification into the **Drag new hierarchy root here** field to include it in the classification hierarchy.

   Drag classifications into the hierarchy in the order that you want them to appear in the hierarchy. The first classification is the hierarchy root, the second classification is the first subclassification, and so on.
6. Click **Save**.

Classifications Importer (Upload)

Use the importer to upload classifications into reporting and analytics. You can also export the data for updating prior to an import.

Admin > **Classification Importer**

The data that you import using the import tool must be in a specific format. Adobe provides you with the option to download a data template with all the proper header details in a tab-delimited data file. You can add your new data to this template and then import the data file in the browser, using FTP.

Note: *Adobe recommends that you limit the number of import and export columns to 30.*

See *Common Classifications Upload Issues*: Knowledge Base article that describes issues arising from incorrect file formats and file contents.

About Classification Data Files

The importer lets you bulk-upload classifications data to analytics reporting in a file. The import requires a specific file format for successful data uploads.

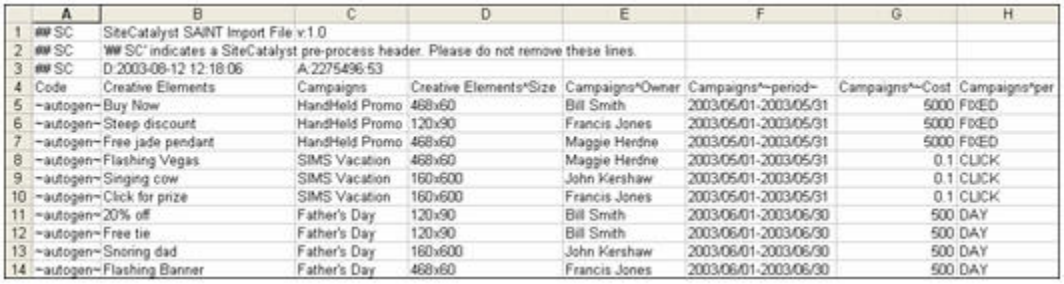
To help you create valid data files, you can download a template file that provides a file structure into which you can paste the classifications data. For more information, see *Classification Template*.

See*General File Structure* for more information about character limits in classifications.

General File Structure

Example of a sample classifications data file and detailed information about its structure.

The following illustration is a sample data file:



	A	B	C	D	E	F	G	H
1	## SC	SiteCatalyst SAINT Import File v:1.0						
2	## SC	## SC' indicates a SiteCatalyst pre-process header. Please do not remove these lines.						
3	## SC	D:2003-08-12 12:18:06	A:2275496:53					
4	Code	Creative Elements	Campaigns	Creative Elements*Size	Campaigns*Owner	Campaigns^~period~	Campaigns^~Cost	Campaigns*per
5	~autogen~	Buy Now	HandHeld Promo	468x60	Bill Smith	2003/05/01-2003/05/31	5000	FIXED
6	~autogen~	Steep discount	HandHeld Promo	120x90	Francis Jones	2003/05/01-2003/05/31	5000	FIXED
7	~autogen~	Free jade pendant	HandHeld Promo	468x60	Maggie Herdne	2003/05/01-2003/05/31	5000	FIXED
8	~autogen~	Flashing Vegas	SIMS Vacation	468x60	Maggie Herdne	2003/05/01-2003/05/31	0.1	CLICK
9	~autogen~	Singing cow	SIMS Vacation	160x600	John Kershaw	2003/05/01-2003/05/31	0.1	CLICK
10	~autogen~	Click for prize	SIMS Vacation	160x600	Francis Jones	2003/05/01-2003/05/31	0.1	CLICK
11	~autogen~	20% off	Father's Day	120x90	Bill Smith	2003/06/01-2003/06/30	500	DAY
12	~autogen~	Free tie	Father's Day	120x90	Bill Smith	2003/06/01-2003/06/30	500	DAY
13	~autogen~	Snoring dad	Father's Day	160x600	John Kershaw	2003/06/01-2003/06/30	500	DAY
14	~autogen~	Flashing Banner	Father's Day	468x60	Francis Jones	2003/06/01-2003/06/30	500	DAY

A data file must adhere to the following structure rules:

- Classifications cannot have a value of 0 (zero).
- Adobe recommends that you limit the number of import and export columns to 30.
- Uploaded files should use UTF-8 without BOM character encoding.
- Special characters, such as a tabs, newlines, and quotes can be embedded within a cell provided the v2.1 file format is specified and the cell is properly *escaped*. Special characters include:

```
\t     tab character
\r     form feed character
\n    newline character
"       double quote
```

  The comma is not a special character.

- Classifications cannot contain a caret (^) since this character is used to denote a sub-classification.
- Use care when using a hyphen. For example, if you use a hyphen (-) in a Social term, Social recognizes the hyphen as a `Not` operator (the minus sign). For example, if you specify *fragrance-free* as a term using the import, Social recognizes the term as fragrance *minus* free and collects posts that mention *fragrance*, but not *free*.
- Character limits are enforced to classify report data.

  For example, if you upload a classifications text file for products (*s.products*) with product names longer than 100 characters (bytes), the products will not display in reporting. Tracking Codes and all custom conversion variables (eVars) allow 255 bytes.

- Tab-delimited data file (create the template file using any spreadsheet application or text editor).
- Either a `.tab` or `.txt` file extension.
- A pound sign (#) identifies the line as a user comment. Adobe ignores any line that begins with #.
- A double-pound sign followed by SC (## SC) identifies the line as a pre-processing header comment used by reporting. Do not delete these lines.
- Classification exports can have duplicate keys due to newline characters in the key. In an FTP or browser export, this can be resolved by turning on quoting for the FTP account. This will place quotes surrounding each key with newline characters.
- Cell C1 in the first line of the import file contains a version identifier that determines how classifications handle the use of quotes throughout the remainder of the file.
  - v2.0 ignores quotes and assumes they are all part of the keys and values specified. For example, consider this value: "This is ""some value""". v2.0 would interpret this literally as: "This is ""some value""".

- v2.1 tells classifications to assume that quotes are part of the file formatting used in Excel files. So v2.1 would format the above example to: This is "some value".
- Problems can arise when v2.1 is specified in the file, but what is actually wanted is v2.0 - namely, when quotes are used in ways that is illegal under Excel formatting. For example, if you have a value: "VP NO REPS" S/l Dress w/ Overlay. With v2.1, this is incorrect formatting (the value should be surrounded by opening and closing quotes and quotes that are part of the actual value should be escaped by quotes) and classifications will not work beyond this point.
- Make sure you do one of the following: change your file format to v2.0 by changing the header (cell C1) in the files you upload, OR properly implement Excel quoting throughout your files.

- The first (non-comment) row of the data file contains the column headings used to identify the classification data in that column. The importer requires a specific format for column headings. For more information, see *Column Heading Format*.
- Immediately following the header row in a data file are the data rows. Each line of data should contain a data field for each column heading.
- The data file supports the following control codes, which Adobe uses to provide structure to the file, and correctly import classifications data:

CONTROL CODE	DESCRIPTION
<New Line>	A new line character is the only supported delimiter between data lines/records in the data file. Typically, you only need to specifically insert these characters when writing a program to automatically generate data files.
~autogen~	Requests that Adobe automatically generate a unique id for this element. In the campaign context, this control value instructs Adobe to assign an identifier to each creative element. See *Key*.
~period~	Designates that the data column represents the date range associated with the item. See *Date*.
Empty field	Represents a NULL value for the current field. Use this if a particular data column does not apply to the current record.
PER Modifiers	Designates that the data column represents a **PER Modifier** field. See *PER Modifier Headings*.

Common classification upload issues

The following points illustrate common issues users find when attempting to upload classification files:

Incorrect file format or extension

Classifications require a specific file type to upload successfully. If saved improperly, it throws an error and doesn't process any rows. The error "First column is required to be the key" is likely due to one of the following:

- Uploading a spreadsheet (.xlsx) instead of a .tab or .txt file: The classification importer does not know how to handle .xls or .xlsx files. When in the Save As dialogue in Excel, set the Save as type toText (Tab delimited) (*.txt) instead of Excel Workbook (*.xlsx). Note: Do not try to change the filename extension when saving the file without changing the Save as type. Doing so can make the attempted filename extension part of the filename. For example, trying to enter fileupload.txt into the filename field while the Save as type is still Excel Workbook creates an Excel Workbook named fileupload.txt.xlsx.
- Changing the filename extension after saving it as a workbook: Attempting to change any .xlsx extension to .tab or .txt generates an invalid workbook. Only use Excel's Save As function or edit classifications in a text editor such as Notepad or *Notepad++*.
- Using uppercase extensions: Uppercase extensions (such as fileupload.TXT) don't work. Rename the file to contain a lowercase extension (fileupload.txt).
- Incorrect encoding on Apple computers: If using Mac OS, save the file as Windows Formatted Text instead of Tab-delimited Text. Mac computers process text files differently than Windows, which causes the classification importer to throw an error.

Invalid file contents

If your upload file is correctly formatted, the uploader attempts to import as many valid rows as possible. Some common issues with classification data are as follows:

- Rows that have already been classified: When attempting to upload rows that have already been classified with the same value, the importer returns rows that had no effect. This outcome is expected, as classifications don't reclassify a key value with the same classification. It is more of a notification than an error. It is not anything to worry about if you do not alter all rows within an export file.
- Missing file header: A classification file without a header doesn't process successfully.
- Header does not match the variable being uploaded: If you download a classification template for the campaign variable and attempt to upload it to a pageName classification, it fails. Only use export files for the specific variables they were exported from.
- Line four within the classification file contains data: If you look at any export file, you notice an empty line between the column labels and data. If this blank row is populated with data, the classification import can sometimes fail.
- A key or classification value contains the value 0: Classifications cannot differentiate the value 0 from a blank cell, so it cannot classify this value. See Using '0' in classifications.
- The classification file contains commas or special characters: See Classify values using commas.
- Extra tabs are in the uploaded file: Sometimes when editing classification files, an extra tab can be accidentally slipped in. Each row requires an identical number of tabs to process correctly. To check for extra tabs within the file, do the following:

1. Open the import file in Notepad and press [Ctrl+A] to select all text.

   Provided each column contains classification data, make sure that there are no extra spaces highlighted after the classification text:

   - This text is what an ideal classification row looks like when highlighted.
   - The empty space after the end of this row would throw an error.

2. Remove any extra tabs at the end of the file and attempt to upload the file again.

- Duplicate key values exist in the file: Each key value can only have one classification per column.

  For example, consider the following invalid classification file:

Key	Friendly name	No of weeks live
July campaign	Internal promotion	3
July campaign	External Ad	4

Key	Friendly name	No of weeks live
August campaign	Affiliate promotion	2

The July Campaign value can only have one friendly name- this classification file would throw an error upon upload.

- Subclassifications exist and are incorrectly configured: If subclassifications exist, check the following:
  - All subclassification values have a parent classification value
  - No two subclassifications reference the same parent classification value

If you still have issues uploading a classification file, have one of your organization's supported users contact Customer Care. The Adobe representative can address the issue and provide assistance.

Column Heading Format

The column headings in a classification data file identify the data values in that column, and indicate how Adobe should process the values in that column.

Note: *Adobe recommends that you limit the number of import and export columns to 30.*

Classification files support the following column headings:

Key

A column heading of **Key** indicates that the column data represents a unique identifier for each data record (row).

Each value must be unique across the entire system. The value in this field corresponds to a value assigned to the Analytics variable in your Web site's JavaScript beacon. Data in this column might include ~autogen~ or any other unique tracking code.

Classification Column Heading

A **Classification** column heading contains the classification name.

For example, reports and analytics automatically include two classifications for **Campaign** variables: **Campaigns** and **Creative Elements**. To add data to the **Campaigns** classification, the column heading in the classification data file would be **Campaigns**.

Note: *The values in the **Classifications** column heading must exactly match the classification's naming convention, or the import fails. For example, if the administrator changes **Campaigns** to **Internal Campaign Names** in the **Campaign Set-up Manager**, the file column heading must change to match.*

Additionally, the data file supports the following additional heading conventions to identify sub-classifications and other specialized data columns:

Sub-Classification Heading
To create a sub-classification column heading, use a caret (^) character to combine the classification name with the sub-classification name.

For example, **Campaigns^Owner** is a column heading for the column containing **Campaign Owner** values. Similarly, **Creative Elements^Size** is a column heading for the column containing the **Size** sub-classification of the **Creative Elements** classification.

Classification Metric Headings
Classification Metrics headings are denoted by using the caret (^) and tilde (~) characters to combine the classification name with the specific classification metric.

For example, **Campaigns^~Cost** refers to the **Cost** metric in the **Campaigns** classification.

PER Modifier Headings

Immediately following a classification metric column, you must have a **PER Modifier** column that indicates the calculation to perform with the value in the classification metric field.

Per Modifier headings are denoted by adding *~per* to the classification metric heading. For example, if the *Metric* heading is *Campaigns^~Cost*, the PER modifier heading is *Campaigns^~Cost~per*. Adobe supports the following *PER Modifier* keywords:

These characters have special meaning in a data file. Where possible, avoid using these words in attribute names and data.

FIXED: Fixed value. Do not perform any scaling.

DAY: Multiply the value by the number of days in the report.

ORDER: Multiply the value by the number of orders for the line item in the report.

CHECKOUT: Multiply the value by the number of checkouts for the line item in the report.

UNIT: Multiply the value by the number of units for the line item in the report.

REVENUE: Multiply the value by the revenue amount for the line item in the report.

SCADD: Multiply the value by the number of times the **Shopping Cart Add** event was called per line item in the report.

SCREMOVE: Multiply the value by the number of times the **Shopping Cart Remove** event was called per line item in the report.

INSTANCE: Multiply the value by the number of instances for the line item in the report.

CLICK: Multiply the value by the number of clicks for the line item in the report.

EVENT: Multiply the value by the number of times the specified custom event occurred per line item of the report.

Example: If Campaign A cost $10,000, the **Campaigns^~Cost** column contains a value of 10000 and the **Campaigns^~Cost~per** column contains **FIXED**. When displaying the Cost for Campaign A in the reports, you will see $10,000 as the fixed cost for Campaign A for the date range.

Example: If Campaign B that costs approximately $2 per click, the **Campaigns^~Cost** column contains 2 and the **Campaigns^~Cost~per** column contains **CLICK**. When displaying the Cost for Campaign B in the reports, Adobe calculates (2 * [number of clicks]) on the fly for the date range of the report. This gives you a total cost calculation based on the number of clicks performed with Campaign B.

Date

If a classification is date-enabled, the data file must include a **Date** column. **Date** headers are denoted by adding ^~period~ to the classification name. For example: Campaigns^~period~.

Important: *As of May 10, 2018, Adobe Analytics no longer supports the creation of date-enabled classifications. You can still use and edit existing ones.*

Campaigns dates are typically ranges (start and end dates) associated with individual campaigns. Dates should appear in YYYY/MM/DD format. For example, 2013/06/15-2013/06/30.

For more information, see *Conversion Classifications*.

Using dates in conjunction with classifications

Classifications can be used to assign date ranges to your campaigns or other conversion classifications, which allows more accurate campaign measurement. After specifying a value's date range, any matching value that occurs outside the date range will not be classified. This is useful for campaign measurement that wishes to utilize the exact dates a campaign was Live, and not all hits matching the campaign itself. In order to successfully classify a value with a date range, the following must be met:

- The classification must be based on a conversion variable.
- The classification used must be set as Date-Enabled or Numeric 2.
- The involved date range must contain a start date and (optionally) an end date.

To classify campaigns based on date range:

1. Login to Reports & Analytics and go to Admin | Classifications.
2. Click the **Browser Export** tab, ensure the settings to your date-enabled classification are correct, then click Export File.
3. Open this file in Microsoft Excel or another spreadsheet editor you are familiar with.
4. One of the columns will end with ^~period~ which is the column to enter the date range in.
5. Under this column, enter each value's date range in the following format:

   `YYYY/MM/DD - YYYY/MM/DD`. Please ensure the following:

   - Leave spaces on both sides of the dash.
   - Use a hyphen (-) to separate ranges, not an en-dash or an em-dash.
   - If the month or day is a single digit, that there is a leading zero.
   - There is a start date range; the end date range is optional.
6. Save the file, and upload it in the Reports & Analytics interface by going to Admin | SAINT Classifications | Import File.

> ***Note:*** *A specific key value cannot have more than one date range.*

Troubleshooting Classifications

Information about how to troubleshoot issues occurring when uploading classifications.

- *Common Classification Upload Issues*: Knowledge Base article that describes issues arising from incorrect file formats and file contents.

Delete classification data

Steps that describe how to delete or remove classification data.

1. Click **Admin** > **Classification Importer**.
2. Click **Browser Export**.
3. Select the report suite and data set you would like to remove classification data from.
4. Adjust any optional settings to filter specific data you're looking for, then click **Export File**.
5. Once the file has been downloaded, open the file and replace any classification values you wish to delete with `~empty~`.

   Alternatively, use `~deletekey~`. This command treats the classification as if it never occurred for the specified key. It completely removes it and any column data from the lookup tables.

   Caveat: You only need one column containing `~deletekey~`. The `~empty~` command works at the cell level (key and column combination), so you need `~empty~` in the classification column you want to remove. However,

`~deletekey~` works at the row level (the key and all associated metadata), so it only needs to appear in one of the columns in the row. This command removes all metadata from the row. Adobe interprets this as though the key was never classified, and displays it in the *None* category.

6. Save the file, and upload it using the **Import File** tab.

   After you upload the file, the system recognizes `~empty~` as a command to delete that classification value.

   Properties of this Command

   - `~empty~` must be lowercase without spaces. The following entries are invalid:
     - `~EMPTY~`
     - `~ empty ~`
     - `~Empty~`
   - You cannot delete values within the key column. This is data passed directly into reporting and is permanent.
   - If you are removing a classification value that has subclassifications, they are also removed. Classifications cannot exist without a key value, and a subclassification's parent is its key value.
   - It is possible to remove subclassification data while leaving its parent classification intact.

Escape classification data

Steps that describe how to escape classification data in the classification file.

1. Ensure that the classification file format is v2.1.

   If v2.1 is enabled, you will see a line similar to:

   ```
   ## SC SiteCatalyst SAINT Import File v:2.1
   ```

   > ***Note:*** *To specify a format of v2.1, enable* ***Quoted Output*** *when exporting the file on the* ***Classification Importer*** *page (****Browser Export*** *or* ***FTP Export****).*

   See *Browser Export*.

2. Surround the field containing special characters in double quotes (").

   A double quote character can appear in an escaped cell by replacing it with two double quote characters (""). For example:

   ```
   My String "of data"
   ```

   Escaped would be:

   ```
   "My String ""of data"""
   ```

Non-Classified Keys

Non-classified keys are grouped together in classification reports as a single line item labeled *None*. It can be useful to rename *None* to something more descriptive.

For example, suppose your tracking codes contain information that delineates the type of mobile campaign the tracking code is associated with. You are using classification (Mobile Campaign Type) to group these tracking codes into categories such as Mobile Web, iOS Application, Android Application, and so on. Some campaigns might not be mobile campaigns and are therefore not classified with a mobile campaign type. All non-classified tracking codes would be grouped under *None* in the **Mobile Campaign Type** report.

Rename the None classification key

Steps that describe how to rename a non-classified key that displays as *none* in reporting.

1. Using the importer, *export* classifications to a local file.
2. Add a row to the file, and type ~none~ in the Key column.
3. In the row you added, type the more descriptive name in the appropriate classification column(s).

   To follow the example in this documentation, you might type "non-mobile campaign" in a column named **Mobile Campaign Name**.

   This entry renames *None* to *non-mobile campaign* in the **Mobile Campaign Type** report.
4. *Import the data* back into the system.

Classification Template

(Optional) Before importing classifications into marketing reports, you can download a template that helps you create a classifications data file. The data file uses your desired classifications as column headings, then organizes the reporting data set under the appropriate classification headings.

Admin > **Classification Importer**.

Element	Description
Select Report Suite	Select the report suite to use in the template. The report suite and data set must match.
Data Set to be Classified	Select the type of data for the data file. The menu includes all reports in your report suites that are configured for classifications.
Export Numeric 2	You can import numeric 2 classifications into the system via the importer. Numeric 2 classifications are useful for variables that change over time for different items, such as cost and budget values for the **Marketing Channel** report. See *Numeric 2 Classifications* for information about uploading data using numeric 2 classifications. ***Note:*** *As of May 10, 2018, no new Numeric classifications can be added. Existing numeric classifications can still be managed (uploaded to, deleted) through the standard classification workflow, and will continue to be available in reporting.*
Encoding	Select the character encoding for the data file. The default encoding format is UTF-8.
Download	Downloads the template file.

The template includes the currently defined classifications (column headings) of a specific data set without including the data associated with each classification.

Note: *The Template method limits your classification data download to a single report suite.*

For more information about the data file structure, see *About Classification Data Files*.

Download a classifications data template (optional)

Steps describing how to download a classifications data template. The template provides the file format you must follow for classifications.

Note: *The Template method limits your data download to a single report suite.*

1. Click **Admin** > **Classification Importer**.
2. On the **Download Template** tab, specify the *data template configuration*.
3. Click **Download**.
4. Save the template file to your local system.

   The template file is a tab-delimited data file (`.tab` filename extension) that most spreadsheet applications support.

Import File

After you have copied the appropriate data into the classifications template file, you can import (upload) into Adobe data collection servers.

Note: *You do not need to download (using the export feature) your existing classification data before uploading new data. You only need to upload a new file containing the new rows of data. This method improves performance.*

See *General File Structure* for important information about the structure and limitations of uploaded files.

See *Common Classification Upload Issues* for troubleshooting help.

Browser Import

You can import (upload) classifications data using the browser. This method limits your classification data upload to a single report suite

Admin > **Classification Importer**

Classifications Browser Import - Field Descriptions

Element	Description
Select Report Suite	The report suite where you want to import the classifications data. The import data file must match the format of the data set in the report suite.
Data Set to be Classified	The data set to receive the classifications. The drop-down list includes all reports in your report suites that are configured for classifications.
Select file to Import	Lets you browse to locate the import data file you want to upload. ***Note:*** *The upload file size limit is 1 MB.*
Overwrite Data on Conflicts	Automatically overwrites existing data that conflicts with the imported data.
Automatically Download Classification File After the Import is Complete	Automatically downloads a tab-delimited file that represents the data set with the newly uploaded classifications data. Adobe automatically generates this file for you if the import creates any unique IDs, or if any errors occur.

Import classifications via the browser

Steps that describe how to upload classification data files via the web browser.

1. Click **Admin** > **Classification Importer**.
2. Click **Import File**.
3. Configure the *Browser Import* fields.
4. Click **Import File**.
5. Watch the status window for processing messages.
6. (Conditional) If you selected **Automatically Download Classification File After Upload is Complete**, specify where you want to store the resulting file when processing completes.

A successful import immediately displays the appropriate changes in an export. However, data changes in reports take up to four hours when using a browser import and up to 24 hours when using an FTP import.

FTP Import

Steps that describe how to upload data files via FTP.

Admin > **Classification Importer**.

The following recommended limits are important:

- Lots of small files will result in slower processing than a few large files. This is due to the amount of queueing and prioritizing required for the smaller jobs.
- Please break large files into 50 MB chunks. This is not required, but is recommended because it gives better visibility into progress on the back end. Also, if errors occur while we are process your job, the job will be restarted; large files result in large amounts of work redone in this scenario.

The initial setup populates the classifications database with a large set of original data, or restructures the classifications, rather than reclassifying a few rows or adding rows.

Following an initial upload in a report suite (for a given variable or report), Adobe recommends uploading only new and updated rows in subsequent imports. Rows that are not being changed should be omitted from future uploads.

Each new key value you upload counts against your uniques for that variable for the month.

If you have exceeded your uniques for the month, you will not see the corresponding classifications data for the uniques exceeded values in reporting. You can see those classifications in either data warehouse or ad hoc analysis.

Note: *The time required to process a classification data file varies on the size of the file and the current number of files already being processed by Adobe's servers. Processing of data files usually takes no longer than 72 hours.*

Before uploading data via FTP, create an FTP account. For more information, see *Create an FTP account*.

Import classifications via FTP

Steps that describe how to use an FTP account to import classifications into Adobe Analytics.

For more information about creating an FTP account, see *Create an FTP account*.

1. Click **Admin** > **Classification Importer**.
2. Click **Import File**, then click **FTP Import**.
3. Next to the FTP account that you want to use, click **View**.
4. Use the FTP access information (Host, Login, Password) to access the FTP server using an FTP client of your choosing.
5. Upload the data file (`.tab` or `.txt`) to the FTP server.
6. After uploading the data file, upload a FIN file that indicates the file is ready to process.

The FIN file is an empty file that has the same name as your data file, with a `.fin` filename extension. For example, if your data file is `classdata1.tab`, the FIN filename is `classdata1.fin`.

At regular intervals, Adobe retrieves uploaded data files that have an associated FIN file. Adobe imports them into the report suites and data sets specified in the FTP account configuration.

Create an FTP account

Before uploading data via FTP, create an FTP account.

See *FTP and sFTP* for additional details on Adobe FTP servers.

1. Click **Admin** > **Classification Importer**.
2. Click **Import File**, then click **FTP Import**.
3. On the **Import File** tab, click **Add New**.
4. Specify the FTP account details:

Element	Description
Name	The FTP account name.
Data Set to be Classified	From the drop-down list, select the data set (marketing report variable) that you want to classify.
Select Report Suites	Select the report suites where you want to classify the selected data set. To select multiple report suites, the classifications for each of the selected report suites must be identical.
Overwrite Data on Conflicts	Select this option to overwrite duplicate data. This option is useful if you are updating existing classifications. If you are adding additional classifications, this option is not recommended.
After Import is Complete	Select this option to automatically export the updated data set to the same FTP account once Specify the email address to receive notifications about this FTP account once the import is complete.
Notification Recipient	Specify the email address to receive notifications about this FTP account.
Authorize	(Required) Authorizes Adobe to automatically import all data files sent to the new FTP account.

5. Click **Save**.

Once created, you can edit or delete FTP accounts by clicking the appropriate link next to the desired FTP account.

Browser Export

The browser export lets you export your classification data to a tab-delimited file.

Admin > **Classification Importer**

The data set file is a tab-delimited data file (`.tab` filename extension) that most spreadsheet applications support.

Note: *A 30-column limit exists for browser exports.*

Browser Export - Field Descriptions

Element	Description
Select Report Suite	Select the report suite from which you want to export the report data.
Data Set to be Classified	From the menu, select the data set (report) that you want to classify.
Select Number of Rows	Specify how many rows of data to export. Select **All** to download all report data (up to 50,000 rows). Select **Limit Data Rows To** if you want to specify a specific number of rows to download. If you want to download more than 50,000 data rows, use the FTP download option (see *Export classifications using FTP*).
Filter by Date Received	(Optional) Filter data by the date it was received. Specify the date range for which you want to download data.

Apply Data Filter	(Optional) Filter the data set by data criteria. You can filter the download to include data rows that include a specific value or data rows with unassigned column (classification) values.
	
	Consider the following issues when applying data filters:
	
	• You can use wild cards when defining the data filter. Use an asterisk (*) to match zero or more characters and a question mark (?) to match exactly one character. Use ?* to match one or more characters.
	• Typically, when applying both types of data filters to a download, only rows that match both rules are downloaded. However, the following exceptions apply:
	  • If **Rows with empty column = All Columns**, then all columns except the column specified in the first rule are checked for emptiness. This exception ensures that the system downloads any row with a column that matches the first rule that also has all other columns empty.
	  • When downloading data rows based on empty columns, all columns except those specified in the first rule are checked for emptiness.
	  • If the same column is specified for both filter rules (it is almost impossible to meet both criteria) then only rows that match the first rule are downloaded.

Date Filter	(Optional) Filter data by campaign data. You can download data only from active campaigns, or you can select campaigns that began (or ended) in a specific date range.
Export Numeric	You can import numeric 2 classifications into the system using the importer. Numeric 2 classifications are useful for variables that change over time for different items, such as cost and budget values for the **Marketing Channel** report. See *Numeric 2 Classifications* for information about uploading data using numeric 2 classifications.

Element	Description
	Note: *As of May 10, 2018, no new Numeric classifications can be added. Existing numeric classifications can still be managed (uploaded to, deleted) through the standard classification workflow, and will continue to be available in reporting.*
Encoding	Select the character encoding for the data file. The default encoding format is either UTF-8 or ISO-8859-1, based on the encoding that was uploaded for the classification. UTF-8 to UTF-16 converts your UTF-8 encoded classifications to UTF-16 encoding. ISO-8859-1 to UTF-16 converts your ISO-8859-1 encoded classifications to UTF-16 encoding. **Note:** *If you select to convert to UTF-16, the source encoding must match the encoding of the original upload or you may get unexpected results. We recommend encoding all uploaded files in UTF-8 without BOM.*
Quote Output	Specifies version 2.1 for the classification file. This setting places quotes around special characters to ensure that exports work in Excel when a line break exists in the eVar values. You can identify whether a classification file is version 2.1 by opening the downloaded file. You will see v2.1 in the header. For example: `## SC SiteCatalyst SAINT Import File v:2.1`

Export classification data using the browser

Steps that describe how to download a data set via a web browser.

1. Click **Admin** > **Classification Importer**.
2. Click **Browser Export**.
3. Specify the *data set details*.
4. Click **Export File**.
5. Save the data set to your local system.

FTP Export

The FTP option provides more flexibility in downloading data sets, including the ability to download data from multiple report suites and to download data set files larger than 50,000 data rows.

Before downloading classification data via FTP, create an FTP account. For more information, see *Create an FTP account*.

Consider the following issues when applying data filters:

- You can use wild cards when defining the data filter. Use an asterisk (*) to match zero or more characters and a question mark (?) to match exactly one character. Use ?* to match one or more characters.

- Typically, when applying both types of data filters to a download, only rows that match both rules are downloaded. However, the following exceptions apply:
  - If **Rows with empty column = All Columns**, then all columns except the column specified in the first rule are checked for emptiness. This exception ensures that the tool downloads any row with a column that matches the first rule that also has all other columns empty.
  - When downloading data rows based on empty columns, all columns except those specified in the first rule are checked for emptiness.
  - If the same column is specified for both filter rules (it is almost impossible to meet both criteria) then only rows that match the first rule are downloaded.
  - A 30 column limit exists for FTP exports.

FTP Export - Field Descriptions

Descriptions of fields and options on the **FTP Export** page in classifications.

Element	Description
Select Report Suite	Select the report suite from which you want to export the report data.
Data Set to be Classified	From the menu, select the data set (report) that you want to classify.
Select Number of Rows	Specify how many rows of data to export. Select **All** to download all report data. Select **Limit Data Rows** to if you want to specify a specific number of rows to download.
Filter by Date Received	(Optional) Filter data by the date it was received. Specify the date range for which you want to download data.
Apply Data Filter	(Optional) Filter the data set by data criteria. You can filter the download to include data rows that include a specific value, or data rows with unassigned column (classification) values.
Date Filter	(Optional) Filter data by campaign data. You can download data only from active campaigns, or select campaigns that begin (or end) in a specific date range.
Export Numeric	You can import numeric 2 classifications into the system. Numeric 2 classifications are useful for variables that change over time for different items, such as cost and budget values for the **Marketing Channel** report. See *Numeric 2 Classifications* for information about uploading data using numeric 2 classifications. ***Note:*** *As of May 10, 2018, no new Numeric classifications can be added. Existing numeric classifications can still be managed (uploaded to, deleted) through the standard classification workflow, and will continue to be available in reporting.*

Element	Description
FTP Account	Specify the FTP server information where you want Adobe to download the data file, including host name and port, path to the destination directory, username, and password.
Notification	Specify the email address to receive notifications about this FTP download.
Encoding	Select the character encoding for the data file. The default encoding format is either UTF-8 or ISO-8859-1, based on the encoding that was uploaded for the classification. UTF-8 to UTF-16 converts your UTF-8 encoded classifications to UTF-16 encoding. ISO-8859-1 to UTF-16 converts your ISO-8859-1 encoded classifications to UTF-16 encoding. ***Note:*** *If you select to convert to UTF-16, the source encoding must match the encoding of the original upload or you may get unexpected results. We recommend encoding all uploaded files in UTF-8 without BOM.*

Export classifications using FTP

Steps that describe how to export (download) classifications from Adobe Analytics using FTP.

Create an FTP account.

1. Click **Admin** > **Classification Importer**.
2. Click **FTP Import**.
3. Configure fields in options on for the *FTP Export*.
4. Click **Export File**.
5. Save the data set to your local system.

Classification Rule Builder

Rather than maintaining and uploading classifications each time your tracking codes change, you can create automatic, rule-based classifications and apply them across multiple report suites. Rules are processed at frequent intervals, depending on your volume of classification related traffic.

Getting Started with Classification Rules

Admin > **Classification Rule Builder**

Here are the high-level steps you take to classification rules:

Step	Where Performed	Description
1 (Prerequisite) *Set up your classification schema*.	**Admin** > **Report Suites** > **Edit Settings** > *<Traffic Classifications or Conversion Classifications>*	Choose a variable and define the classifications to use for that variable. Variables must have at least one classification column created before they are available for use in rules.

Step	Where Performed	Description
		Once classifications are enabled, you can use the importer and the rule builder to classify specific values.
2 *Create a rule set*.	**Admin** > **Classification Rule Builder** > **Add Rule Set**	A rule set is a group of classification rules for a specific variable.
3 Configure Report Suites and Variables.	**Classification Rule Builder** > *<your rule set>*	Apply the rule set to report suites and variables.
4 *Add classification rules to the set*.	**Classification Rule Builder** > *<your rule set>*	Match a condition to a classification, and then specifying the action to take for the rule. Be familiar with the information in *How Rules Are Processed*.
5 *Test a classification rule set*.	**Testing** Page	You will want to test rules for validation by editing them in Draft mode. In Draft mode, rules cannot run. This step is important when using *regular expressions*.
6 *Activate valid rules*.	**Rules** Page	Once rules are valid, activate the rule set. You can overwrite existing keys, if necessary. See *How Rules Are Processed*.
7 (Optional) *Delete unwanted rules*.	**Rules** Page	Delete unwanted rules from a set. ***Note:*** *Deleting rules does not delete classified data uploaded.* See *Delete classification data* if you need to delete classified data.

Note: *Groups with permissions to use the classification import tool can use classification rules. See How Rules Are Processed for important processing information.*

Additional Resources

Blog: For additional information about this feature, see the Digital Marketing Blog - *Rule-based Classifications*.

Video: Visit YouTube for the *Overview of Classifications* video.

Classification Rule Sets

A rule set is a group of classification rules for a specific variable. You apply a variable to the rule set. If you want to create multiple rule sets for one variable, you must apply each rule set to multiple report suites.

Classification Rule Builder Page

Analytics > **Admin** > **Classification Rule Builder**

The following fields and options are available on the **Classifications Rule Builder**.

Element	Description
Add Rule Set	Creates a rule set.
Rules	Displays the number of rules contained in the set.
Status	Displays the activity status of the rule set, such as Draft or Active. Active rules process daily, examining classification data going back typically one month. The rules automatically check for new values and upload the classifications.
Last Changed	Indicates when the rule set was edited.
Duplicate	Duplicates (copies) a rule set, so that you can apply the rule set to another variable, or to the same variable in a different report suite.

Create a classification rule set

Name the classification rule set, apply the variable, and specify overwrite settings.

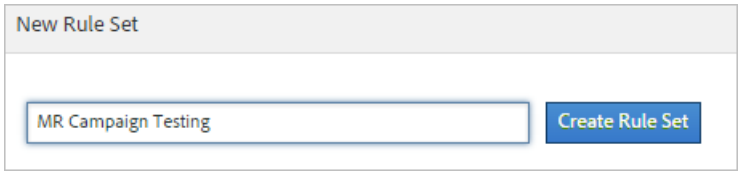
1. (Prerequisite) Define the classification structure in **Admin** > **Report Suites**.

   (See *Classifications* in Admin Tools help on adding classifications.)

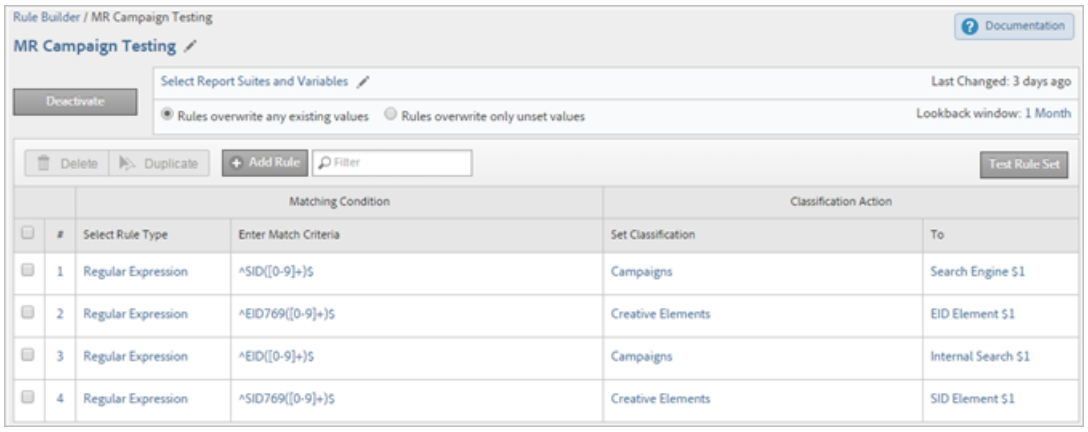
   Variables will display in the **New Rule Set** panel only after they have at least one classification defined for that variable.

   You can create classifications on a variable in **Admin** > **Report Suites** > **Traffic** > **Traffic Classifications** (or **Conversion** > **Conversion Classifications**). Then select the variable, then click **Add Classification**.

2. To create the rule set, click **Admin** > **Classification Rule Builder** > **Add Rule Set**.



3. Name the rule set, then click **Create Rule Set**.
4. Select the rule set for edit.



5. Click **Select Report Suites and Variables**.

   The report suite and variable list is populated with all classified variables available in all the report suites in your log-in company. A single variable in a report suite can belong to only one rule set.

   See *Variable* in the definitions for the *Classification Rule Builder* page for more information.

6. Specify the report suites and variables to use, then click **Save**.
7. Continue by *adding classification rules* to the rule set.

Classification Rules

Classification rules regularly look for unclassified terms. If a rule match is found, the rules add the terms to your classification data tables automatically. You can also use classification rules to overwrite existing keys.

Analytics > **Admin** > **Classification Rule Builder**

The Rule Builder lets you create a *classification rule set*, which is a list of *classification rules*. A rule matches criteria you specify, then performs an action.

Classification rules are convenient for:

- **Email** and **Display ads**: Create classification rules to group individual display ad campaigns so that you can earn how the Display campaigns are performing against email campaigns.
- **Tracking codes**: Create classification rules to categorize key values derived from strings in tracking codes, and match them to specific criteria you define.
- **Search terms**: Use *regular expressions* and wildcards to simplify classifying of search terms. For example if a search term contains *baseball*, you can set a *Sports League* classification to *MLB*.

For example, assume that a tracking code for an email campaign ID is:

`em:Summer:2013:Sale`.

You can set up three rules in a rule set that identify the parts of the string, then classify the values:

#	Select Rule Type	Enter Match Criteria	Set Classification	To
1	Starts With	em:	Channel	Email
2	Ends With	Sale	Type	Sale
3	Contains	2013	Year	2013

How Rules Are Processed

Important information about how classification rules are processed.

- *Important Information about Rules*
- *When Do Rules Not Classify Keys?*
- *About Rule Priority*

Note: *The **Rule Builder** does not support Numeric 2 classifications.*

Important Information about Rules

- Specify *group permissions* for classifications in **Admin Tools**.
- **Regular expressions**: Help is available at: *Regular Expressions in Classification Rules*.
- **Report suites**: You cannot choose a classification until at least one report suite is selected. You cannot apply the report suite until you have created the rule set and assigned a variable.

  When you test the rule set, use keys (the variable being classified) from the report to see how they will be impacted by the rule set. (The *key* is the variable being classified, or the first column in the classification upload table.)
- **Rule priority**: If a key matches multiple rules that set the same classification (in the **Set Classification** column), the last rule that matches the classification is used. See *About Rule Priority*.
- **Limits on number of rules**: No set limit exists for the number of rules you can create. However, a large number of rules may impact browser performance.
- **Processing**: Rules are processed at frequent intervals, depending on your volume of classification related traffic.

  Active rules process every four hours, examining classification data going back typically one month. The rules automatically check for new values and upload the classifications using the importer.
- **Overwriting existing classifications**: See *When Do Rules Not Classify Keys?*

  If necessary, you can *delete or remove* existing classifications, using the importer.

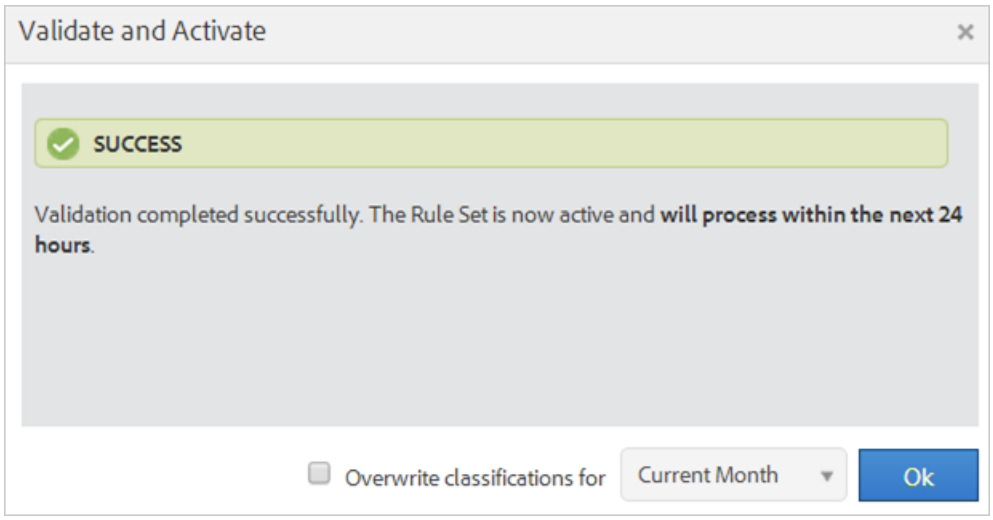
When Do Rules Not Classify Keys?

When you activate rules, you can overwrite existing classifications. In the following situations, a classification rule does not classify a *key* (variable) if:

- The key is already classified and you do not select *Overwrite Classifications*.

  You can overwrite classifications when *adding and activating a rule*, and when activating a data connectors integration. (For data connectors, rules are created by partners in the Dev Center and displayed in the **Classification Rule Builder**.)
- A classified key has not appeared in the data after a time frame specified when overwriting a key, even after you enable *Overwrite Classifications*.
- The key is not classified and the key is never passed into Adobe Analytics after the time frame beginning about one month ago.

Note: *In reports, classifications apply to any time frame specified, whenever a key exists. The date range of a report does not affect reporting.*



Regular Expressions in Classification Rules

Use regular expressions to match consistently formatted string values with a classification. For example, you can create a classification from specific characters in a tracking code. You can match particular characters, words, or patterns of characters.

- *Regular Expression - Tracking Code Example*
- *Regular Expression - Classifying a Specific Character*
- *Regular Expressions - Matching Tracking Codes of Varying Length*
- *Regular Expressions - "Does Not Contain" Example*
- *Regular Expressions - Reference Table*

Note: *As a best practice, regular expressions are best suited for tracking codes that use delimiters.*

Regular Expression - Tracking Code Example

Note: *If the tracking code is URL encoded, it will **not** be classified by the Rules Builder.*

In this example, assume you want to classify the following campaign ID:

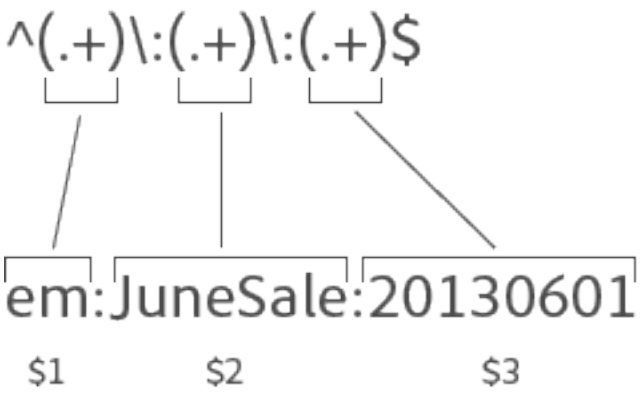
Sample Key: `em:JuneSale:20130601`

The parts of the tracking code you want to classify are:

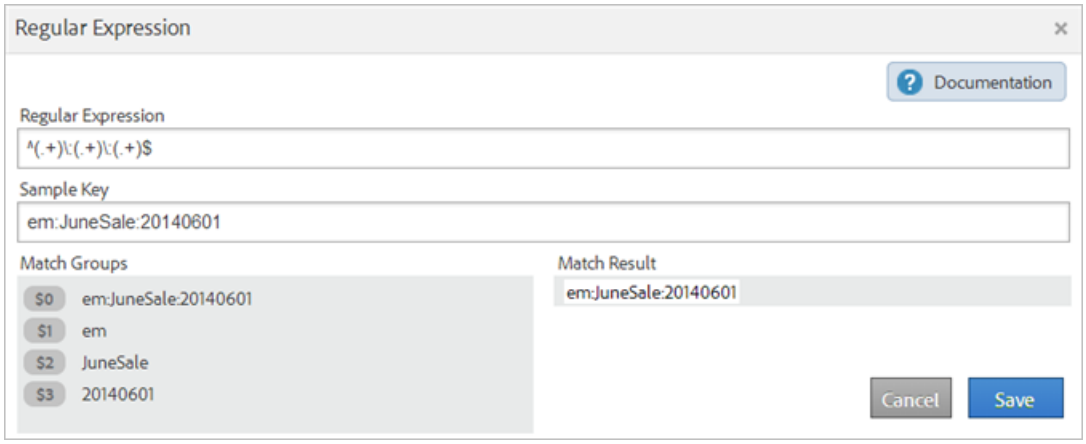
- `em` = email
- `JuneSale` = campaign name
- `20130601` = date

Regular Expression: `^(.+)\:(.+)\:(.+)$`

How the regular expression correlates to the campaign ID:



Match Groups: Shows how the regular expression corresponds to the campaign ID characters, so that you can classify a position in the campaign ID.



This example tells the rule that the campaign date `20140601` is at the third group `(.+)`, identified by `$3`.

Rule Builder

In the **Rule Builder**, configure the rule as follows:

#	Select Rule Type	Enter Match Criteria	Set Classification	To
1	Regular Expression	^(.+)\:(.+)\:(.+)$	Campaign Date	$3

Syntax

Regular Expression	String or Match Result	Corresponding Match Groups
`^(.+)\:(.+)\:(.+)$`	em:JuneSale:20130601	$0: em:JuneSale:20130601 $1: em $2: JuneSale $3: 20130601
Building the syntax	^ = starts the line () = groups characters and lets you extract matching characters in the parentheses.	

Regular Expression	String or Match Result	Corresponding Match Groups
	(.+) = captures one (.) character and (+) any more \ = start of a string. $ = indicates that the preceding character (or character group) is the last in the line.	

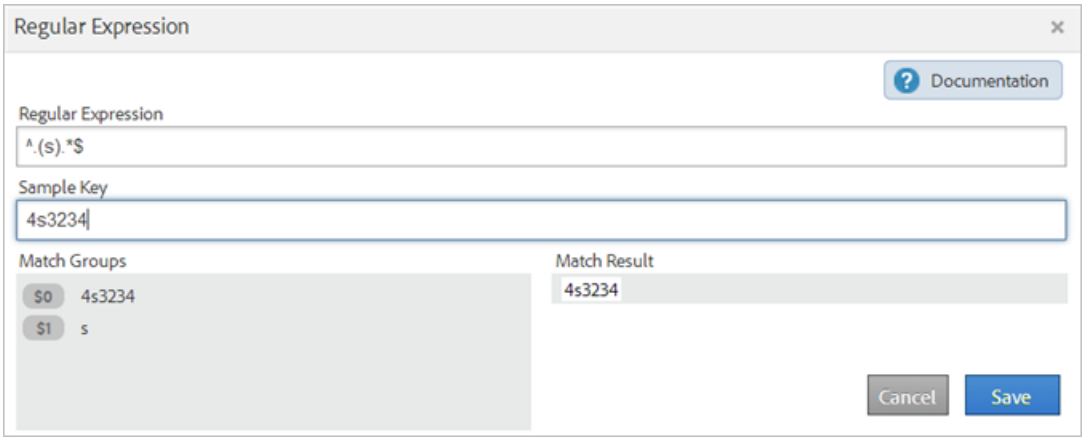
See *Regular Expressions - Reference Table* for information about what the characters in a regular expression mean.

Regular Expression - Classifying a Specific Character

One way to use a regular expression is to classify a specific character in a string of characters. For example, assume that the following tracking code contains two important characters:

Sample Key: **4s**3234

- **4** = brand name
- **s** = identifies a search engine, such as Google



Rule Builder

In the **Rule Builder**, configure the rule as follows:

#	Select Rule Type	Enter Match Criteria	Set Classification	To
	Regular Expression	^.(s).*$	Brand and Engine	$0 (Captures the first two characters for brand name and search engine.)
	Regular Expression	^.(s).*$	Search Engine	$1 (Captures the second character for Google.)

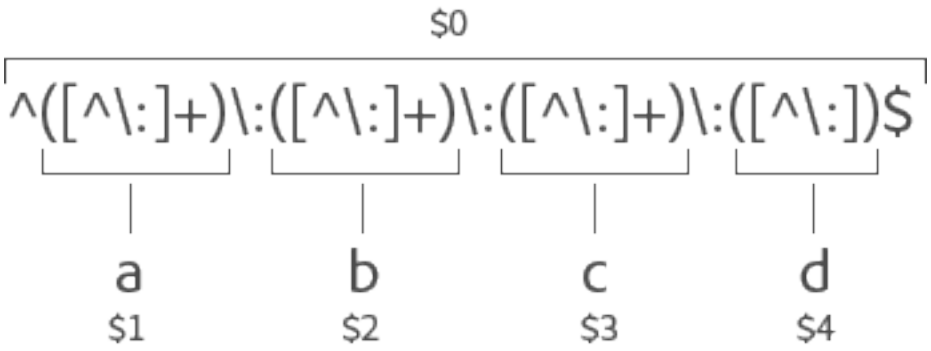
Regular Expressions - Matching Tracking Codes of Varying Length

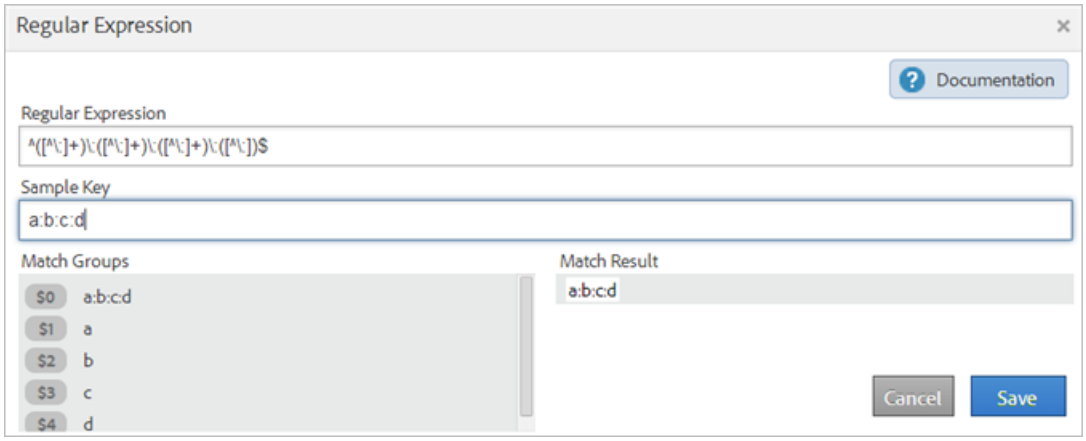
This example shows how to identify specific characters between colon delimiters when you have tracking codes of varying lengths. Adobe recommends using one regular expression for each tracking code.

Sample Keys:

- `a:b`
- `a:b:c`
- `a:b:c:d`

Syntax





Rule Builder

In the **Rule Builder**, configure the rule as follows:

#	Select Rule Type	Enter Match Criteria	Set Classification	To
	Regular Expression For match string **a**:b	`^([^\:]+)\:([^\:]+)$`	a	$1
	Regular Expression For match string a:**b**	`^([^\:]+)\:([^\:]+)$`	b	$2
	Regular Expression For match string **a**:b:c	`^([^\:]+)\:([^\:]+)\:([^\:]+)$`	a	$1
	Regular Expression For match string a:**b**:c	`^([^\:]+)\:([^\:]+)\:([^\:]+)$`	b	$2

#	Select Rule Type	Enter Match Criteria	Set Classification	To
	Regular Expression For match string a:b:**c**	^([^\:]+)\:([^\:]+)\:([^\:]+)$	c	$3
	Regular Expression For match string a:b:c:**d**	^([^\:]+)\:([^\:]+)\:([^\:]+)\:([^\:])$	d	$4

Regular Expressions - "Does Not Contain" Example

This example provides a regular expression that matches any string that does not contain specific characters, in this case `13`.

Regular expression:

```
^(?!.*13.*).*$
```

Test strings:

```
a:b:
a:b:1313
c:d:xoxo
c:d:yoyo
```

Match results:

```
a:b:
c:d:xoxo
c:d:yoyo
```

In this result, `a:b:1313` does not indicate a match.

Regular Expressions - Reference Table

(?ms)	Makes the entire regular expression match against a multi-line input, allowing the . wildcard to match any newline characters
(?i)	Makes the entire regular expression case insensitive
[abc]	A single character of: a, b or c
[^abc]	Any single character except: a, b, or c
[a-z]	Any single character in the range a-z
[a-zA-Z]	Any single character in the range a-z or A-Z
^	Start of line (matches the beginning of the line)
$	Match the end of the line (or before newline at the end)
\A	Start of string
\z	End of string
.	Match any character (except a new line)
\s	Any whitespace character
\S	Any non-whitespace character

\d	Any digit
\D	Any non-digit
\w	Any word character (letter, number, underscore)
\W	Any non-word character
\b	Any word boundary
(...)	Capture everything enclosed
(a|b)	a or b
a?	Zero or one of a
a*	Zero or more of a
a+	One or more of a
a{3}	Exactly 3 of a
a{3,}	3 or more of a
a{3,6}	Between 3 and 6 of a

A good resource for testing regular expression validity is http://rubular.com/.

About Rule Priority

If a key is matched to multiple rules, and it sets the same classification column shown in the **Set Classification** column, the last rule is used. As such, you might want to rank the most important last in your rule set.

If you create multiple rules that do not share the same classification, processing order does not matter.

What follows a search-term rule example that classifies search types for an athlete:

Rule Number	Rule Type	Match	Set Classification	To
1	Contains	Cowboys	Search Type	Team
2	Contains	Fantasy	Search Type	Fantasy
3	Contains	Romo	Search Type	Player

If a user searches for *Cowboys fantasy Tony Romo*, the term *Player* is classified, because it matches the last given classification shown in the Set Classification column.

Similarly, suppose you set up two rules in a set for the following search terms:

Rule Number	Rule Type	Match	Set Classification	To
1	Contains	Cowboys	City	Dallas
2	Contains	Broncos	City	Denver

A user searches for *Cowboys vs. Broncos*. If the rule builder finds a conflict in rule matching, the classification for the second rule (Denver) applies to this search.

Add a classification rule to a rule set

Steps that describe how to add or edit a classification rule.

Add rules by matching a condition to a classification, and specifying the action.

Note: *In this procedure, you must apply the rules to one or more report suites. The recommended number of rules per rule set is between 500 and 1000, although there are no limits. If you have over 100 rules, consider simplifying your rule set by using sub-classifications.*

1. *Create a classification rule set*.
2. On the rule set page, click **Add Rule**.

3. Next to **Report Suites**, click **Add Suites** to specify one or more report suites to assign to this rule set.

   The **Select Report Suites** page displays.

   Note: *Report suites display on this page only when the following conditions are met:*

   - *The report suites have at least one classification defined for that variable in **Admin Tools**.*

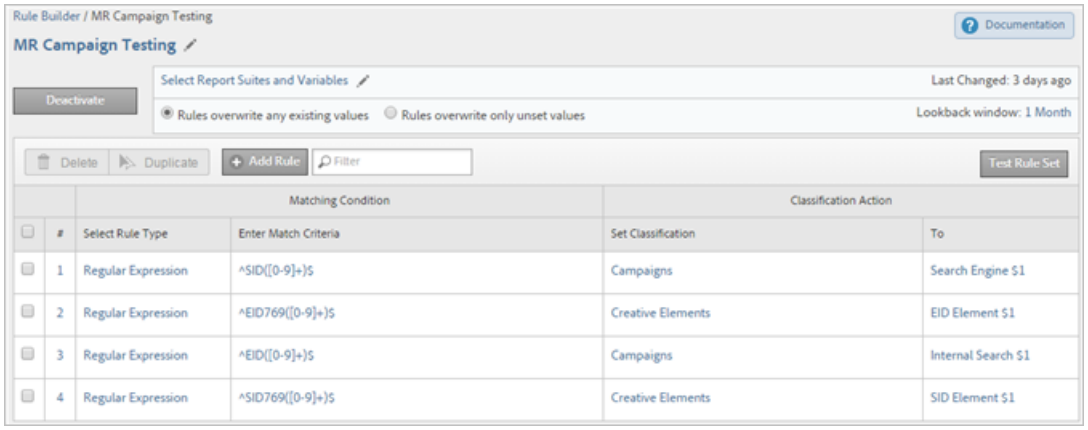
     (See Variable in Classification Rule Sets for an explanation about this prerequisite.)

   - *You selected the report suite on the **Available Report Suites** page, which displays after you click Add Rule Set to create the rule set.*

4. Specify whether to overwrite existing values:

Option	Description
Rules overwrite any existing values	(Default setting) Always overwrite existing classification keys, including classifications uploaded via the importer (SAINT).
Rules overwrite only unset values	Only fill in blank (unset) cells. Existing classifications will not be changed.

5. *Define the rule or rules*.



For examples of building rules, see *Classification Rule Builder* and *Regular Expressions in Classification Rules*.

Note: *If a key matches multiple rules that set the same classification (in the Set Classification column), the last rule that matches the classification is used. See About Rule Priority for more information about sorting rules.*

6. *Test your rule set*.
7. After testing, click **Active** to validate and activate the rule.

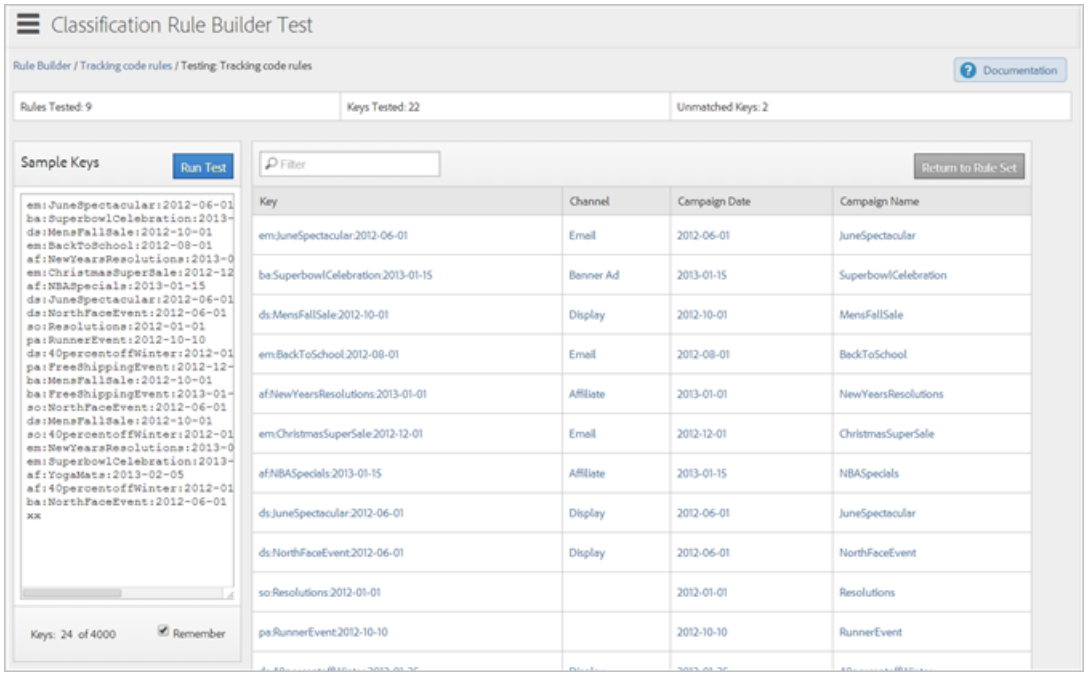
   Activating a rule automatically builds the file and uploads it for you.

   Field definitions: See *Classification Rule Builder* for complete definitions of interface options on this page.

Test a classification rule set

Steps that describe how to test a classification rule or rule set. Running a test checks all the rules in a set.

1. *Create a classification rule set*.
2. On the **Classification Rule Builder**, click the rule set name.
3. Ensure that the rule set is associated with a report suite.
4. On the rule editor, click **Test Rule Set**.



5. Type or paste test keys in the **Sample Keys** field.

   Sample keys include:

   • Tracking codes
   • Search keywords or phrases

   See *Regular Expressions in Classification Rules* for information about testing regular expressions.

6. Click **Run Test**.

   Rules that match are displayed in the **Results** table.

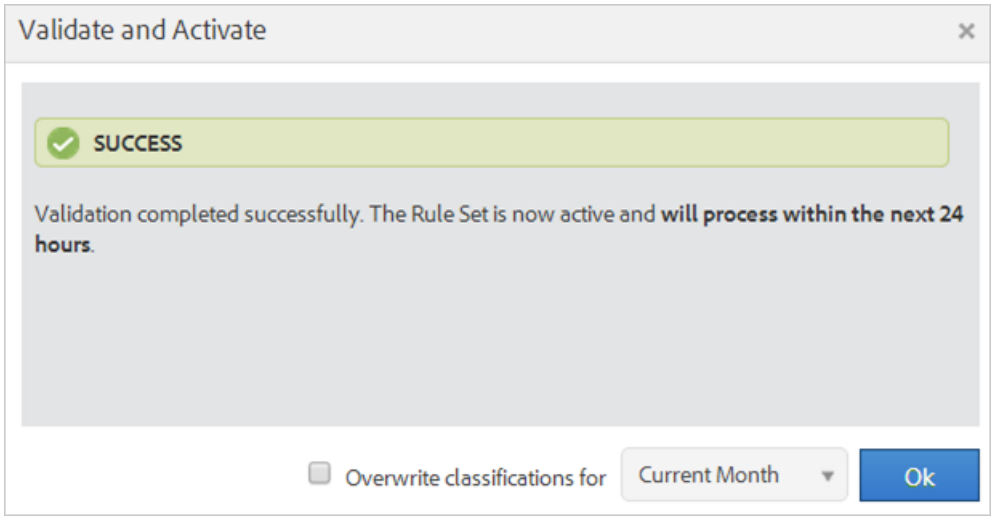
7. (Optional) Click **Activate** to activate the rule, and to overwrite existing classifications.

   See *How Rules Are Processed* for more information about using rules to overwrite existing classifications.

Validate and activate classification rules

Steps that describe how to validate and activate classification rules.

1. *Create a classification rule set*, then *add classification rules* to the set.
2. On the rule editor, click **Activate**.



3. (Optional) To overwrite classifications, enable **Overwrite classifications for**<*selection*>.

   This option lets you overwrite existing classifications for affected keys.

   See *Rules Page* for a definition of this option.

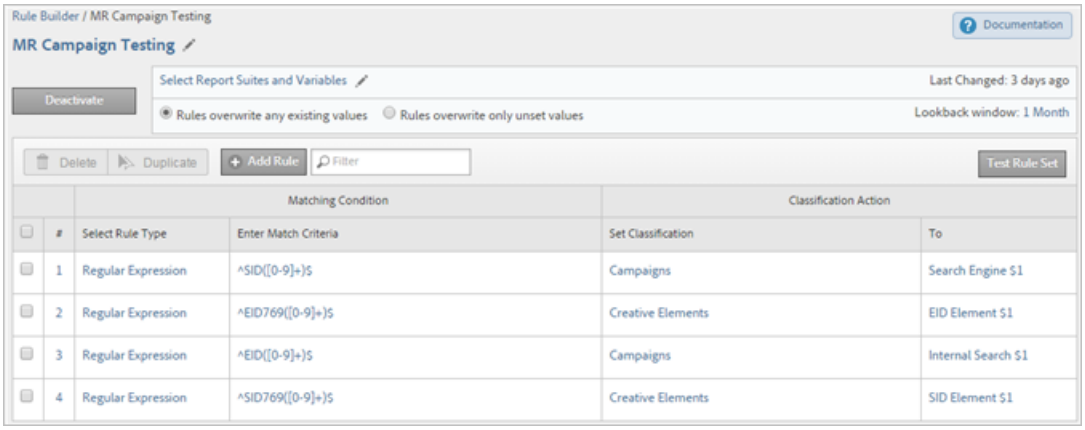
Classification Rules - Definitions

Definitions of interface elements on the pages in the Classification Rule Builder.

- *Rules Page*
- *Regular Expression Page*
- *Testing Page*

Rules Page

This page displays the rules in a rule set.



Definitions

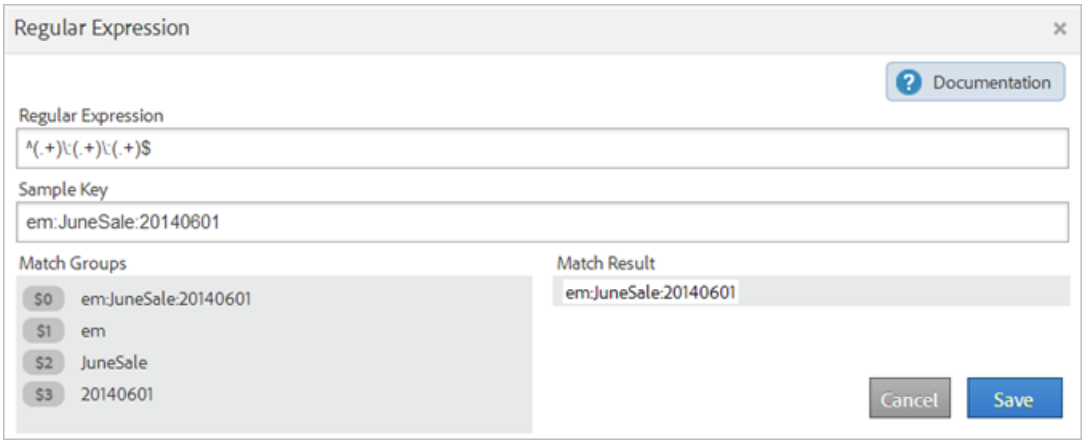
Element	Description
Select Report Suites and Variables	**Report Suite** The report suites to which the rule set applies. **Variable** You can apply only one variable when creating a classification rule set. If you want to create multiple rule sets for one variable, you must apply each rule set to multiple report suites. ***Note:*** *You can use only the variables you have access to in your report suites. Variables will display in the* ***New Rule Set*** *panel only after they have at least one classification defined for that variable.* For example, to make *Pages* available as a variable to the rule set, ensure that the report suite has *traffic classifications* implemented for *Page*. You can create classifications on a variable in **Admin** > **Report Suites** > **Traffic** > **Traffic Classifications** (or **Conversion** > **Conversion Classifications**). Then select the variable, then click **Add Classification**. See *Traffic Classifications* and *Conversion Classifications* in Admin Help.
Activate	Validates and activates a rule. Active rules process daily, examining classification data going back typically one month. The rules automatically check for new values and upload the classifications.
Deactivate	Deactivates the rules so that you can edit and test them.
Configure Report Suites and Variables	Displays the **Available Report Suites** page, where you can select one or more available report suites to use for all your rule sets. (This page also displays when you first run the **Classification Rule Builder**.) This feature is intended to help reduce report suite load time, in the event that you have hundreds of available report suites.

Element	Description
	The report suites you select here are made available at the rule level, when you click **Add Suites** when *creating a rule.*. ***Note:*** *A report suite becomes available only when the report suites have at least one classification defined for the variable in* ***Admin Tools****.* *(See Variable in Classification Rule Sets for an explanation about this prerequisite.)*
Rules overwrite any existing values	(Default setting) Always overwrite existing classification keys, including classifications uploaded via the importer (SAINT).
Rules overwrite only unset values	Only fill in blank (unset) cells. Existing classifications will not be changed.
Lookback window	When you activate and validate rules, you can specify whether the rules should overwrite existing classifications for affected keys. (Only classified keys that have been previously passed into Adobe Analytics within the time period you specify are affected.) If you to not specify a *lookback window*, the rules look back roughly one month (depending on current day of the month.) Existing classifications are never overwritten unless you enable this option. **Dev Center**: Partners can create classification rules in the **Dev Center**. These rules are deployed when the customer activates an integration. In the **Dev Center**, the **Overwrite Since** option lets the partner specify whether the customer can determine the overwrite value when activating or editing an integration. See *How Rules Are Processed* for more information about rule processing.
Add Rule	Lets you add rules to the rule set. ***Note:*** *If a value is matched twice or more in a set of rules, the system uses the last rule to classify the value.*
Draft	Lets you specify that a rule is in draft mode. Draft status lets you test the rule before running it.
Duplicate	Duplicates (copies) a rule set, so that you can apply the rule set to another variable, or to the same variable in a different report suite.
Test Rule Set	Lets you test the validity of a rule set.
Matching Condition	Specifies the conditions you want that for the rule.
Classification Action	Specifies the action to take when the Matching Condition occurs.

Element	Description
	For example, you set a Campaign Name to $2, which identifies position 2 in a tracking code as the Campaign Name.
#	The rule number. See *How Rules Are Processed* for more information.
Select Rule Type	Each rule set applies to a specific variable. Valid selections are: • Starts With • Ends With • Contains • *Regular Expression*
Enter Match Criteria	The text pattern you are looking for in a key. These criteria can be search terms, characters, or regular expression.
Set Classification	The classification column you want to set if the match criteria are met.
To	The value you want to specify for the selected classification column if the match criteria is met.
Filter	Lets you search for rules.

Regular Expression Page

You can edit regular expressions on the **Regular Expression** page.



Definitions

Element	Description
Sample Key	The test string to use. For example, you can create a classification from specific characters in a tracking code. You can match particular characters, words, or patterns of characters.
Match Groups	Shows how the regular expression corresponds to the campaign ID characters, so that you can classify a position in the campaign ID.
Match Result	Displays the parts of a string that successfully match the regular expression.

See *Regular Expressions in Classification Rules*.

Testing Page

This page lets you test rules in a set.

Definitions

Element	Description
Run Test	When you test the rule set, use keys from the report to see how they will be impacted by the rule set.
Filter	Filters the values in the **Results** panel.

Numeric 2 Classifications

Numeric 2 classifications provide custom, flexible metrics that you can import into the Adobe Experience Cloud via the importer.

Important: *As of May 10, 2018, no new Numeric classifications can be added. Existing numeric classifications can still be managed (uploaded to, deleted) through the standard classification workflow, and will continue to be available in reporting.*

A common way to use numeric 2 classifications is for numeric variables that change over time for different items, such as the cost of goods sold. In admin, you can create classifications on the **Conversion Classification** page, and then use the importer to export a file, make edits, and then import the file back in to Adobe. After importing the data, you can use the numeric classifications when creating calculated metrics.

Important: *Analysis Workspace and Ad Hoc Analysis do not support Numeric 2 classifications.*

The following table illustrates the differences among classification types:

FEATURE	TEXT	NUMERIC 1.0	NUMERIC 2.0
Displays as a report	Yes	No	No
Can be used as a metric	No	Yes	Yes
Can be created on the base report	Yes	No	Yes
Calculated based on events	No	Yes	Yes
Multiple rows per key	No	No	Yes
Can have different values for different time periods	No	No	Yes
Can be used in calculated metrics	No	Yes	Yes

Create Numeric 2 Classifications

You create numeric 2 classifications the same way you create other classifications. You can add numeric 2 classifications only to conversion or channel variables.

Note: *As of May 10, 2018, no new Numeric classifications can be added. Existing numeric classifications can still be managed (uploaded to, deleted) through the standard classification workflow, and will continue to be available in reporting.*

1. Click **Admin** > **Report Suites**.
2. Select the report suite, then click **Edit Settings** > **Conversion** > **Conversion Classifications**.
3. Click the **Add Classification** icon ().
4. Fill in the fields:

   Select Type: Select **Numeric 2**.

   Name: Specify a name for the classification.

   Numeric: Select whether this classification is **Percent (%)** or **Currency ($)**.
5. Click **Save**.

Import Numeric 2 Classifications

The import and export file includes six columns for each numeric 2 classification.

Note: *As of May 10, 2018, no new Numeric classifications can be added. Existing numeric classifications can still be managed (uploaded to, deleted) through the standard classification workflow, and will continue to be available in reporting.*

The following definitions assume that your numeric 2 classification name is MyCost.

~MyCost: A descriptive name for the row.

~MyCost^~id~: The ID for editing an existing row. When you add a new row, this should be blank. An ID is automatically assigned when you export from the Classification Manager.

~MyCost^~value~: The value for the row. If the rate column is fixed, then this is a flat value distributed over the whole period. If the rate column is an event, then this is the multiplier for that event. This entry should not contain commas.

~MyCost^~period~: The period of time to which this row corresponds. This must include a beginning and ending date, separated by a dash. The dash must be enclosed in spaces. The definition should be formatted as follows:

YYYY/MM/DD - YYYY/MM/DD

~MyCost^~rate~: The event to multiply by the **Value** column. Valid values are:

- fixed - used to indicate that value is a flat value to be spread over the period.
- revenue
- order
- unit
- scopen
- scviews
- instance
- click
- checkout
- scadd

• scremove
• event 1
• event 2
• etc

~MyCost^~hinge~: The event to use to distribute the value during a breakdown. This value is often the same as **~MyCost^~rate~**, unless you are using **fixed**. The valid values for this column are identical to that of **~MyCost^~rate~**, with the addition of **none**.

Examples

Examples to provide guidance for importing numeric 2 classifications.

Example 1: Rate

Example showing two classifications, a text classification named MyText, and a numeric 2 classification named MyCost.

In this case, you created the classification on the **Classification Conversion** manager and want to import the January values:

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_jan_var		.2
Product2	Text2	Cost2_jan_var		.3

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/01/01 - 2010/01/31	revenue	revenue
2010/01/01 - 2010/01/31	revenue	revenue

In January, Product1 had a cost of 20% of its revenue (shown in ~MyCost^~value~) and Product2 had a cost of 30% of its revenue. Because you are importing a new row, ~MyCost^~id~ is blank.

Result

An example of output from the report is shown here:

Period: Jan 2010

Report: Products

Products	Revenue	MyCost
Product1	$10,000.23	$2000.05
Product2	$9,000.04	$2700.01

Example 2: Rate

Expanding on the previous example (Example 1: Rate), the customer exports the data from January and adds the data for February.

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_jan_var	1	.2

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product2	Text2	Cost2_jan_var	2	.3
Product1	Text1	Cost1_feb_var		.15
Product2	Text2	Cost2_feb_var		.25

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/01/01 - 2010/01/31	revenue	revenue
2010/01/01 - 2010/01/31	revenue	revenue
2010/02/01 - 2010/02/28	revenue	revenue
2010/02/01 - 2010/02/28	revenue	revenue

In February, the user's cost for Product1 went down to 15% of the revenue, and Product2 went down to 25% of its revenue.

Result

An example of output from the report is shown here:

Period: Jan 2010

Report: Products

Products	Revenue	MyCost
Product1	$10,000.23	$2000.05
Product2	$9,000.04	$2700.01

Period: Feb 2010

Report: Products

Products	Revenue	MyCost
Product1	$15,500.75	$2325.11
Product2	$12,300.52	$3075.13

Period: Jan 1, 2010 - Feb 28, 2010

Report: Products

Products	Revenue	MyCost
Product1	$25,500.98	$4325.16
Product2	$21,300.56	$5,775.14

Example 3: Fixed

For March, you do not see per-unit cost data, but you do know that you had a total of $3000 in costs for Product1 for the whole month of March.

You would therefore import the following data:

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_mar_fixed		3000.00
Product2	Text2	Cost2_jan_fixed		2000.00

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/03/01 - 2010/03/31	fixed	none
2010/03/01 - 2010/03/31	fixed	none

Result

An example of output from the report is shown here:

Period: Mar 2010

Report: Products

Products	Revenue	MyCost
Product1	$11,023.75	$3000.00
Product2	$8,000.12	$2000.00

Example 4: (Advanced) Multiple Row per Time Period

Numeric 2 classifications provide multiple rows per time period to reflect multiple costs. Every item can have as many rows of costs for any arbitrary time periods that the report calls for.

In this example, you add a $500 shipping charge to Product1 for January, and a $600 shipping charge to February.

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_jan_var	1	.2
Product1	Text1	Cost2_jan_fixed		500
Product1	Text1	Cost1_feb_var	2	.15
Product1	Text1	Cost2_feb_fixed		600

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/01/01 - 2010/01/31	revenue	revenue
2010/01/01 - 2010/01/31	fixed	none
2010/02/01 - 2010/01/31	revenue	revenue
2010/02/01 - 2010/01/31	fixed	none

The rows that were previously imported have an ID, which indicates that they are not new costs.

Result

An example of output from the report is shown here:

Period: Jan 2010

Report: Products

Products	Revenue	MyCost
Product1	$10,000.23	$2500.05

Advanced Usage: Hinge Examples

The **hinge** field determines how the value is distributed when the report is broken down. The most common use of **hinge** is if the rate is fixed, and you want to determine which event should determine the distribution of the value. **Hinge** can also be used with the rate in various ways.

Note: *This feature is for advanced users to approximate values. The resulting information should not be treated as exact values.*

Example 6: Identical Rate/Hinge

The **hinge** determines how the value is distributed during a breakdown. Normally, this means that the rate and hinge fields are the same.

The following illustrates this example:

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_mar_var		1

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/03/01 - 2010/03/31	order	order

Result

An example of output from the report is shown here:

Period: Mar 2010

Report: Products by Page

Products by Page	Orders	MyCost
Product1	1000	$1000.00
Home Page	600	$600
Shopping Cart	400	$400

Example 5: Fixed/No Hinge

Going back to the information from example 3, we'll first show what happens during a breakdown when there's no **hinge** value set.

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_mar_fixed		3000.00
Product2	Text2	Cost2_mar_fixed		2000.00

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/03/01 - 2010/03/31	fixed	none
2010/03/01 - 2010/03/31	fixed	none

Result

An example of output from the report is shown here:

Period: Mar 2010

Report: Products by Page

Products by Page	Orders	MyCost
Product1	1000	$3000.00
Home Page	600	0
Shopping Cart	400	0

Example 7: Fixed/Hinge

Instead of putting none as the value of **hinge**, you can distribute the value by orders when breaking down products.

In this case, you would import the following data:

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_mar_fixed		3000.00
Product2	Text2	Cost2_mar_fixed		2000.00

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/03/01 - 2010/03/31	fixed	revenue
2010/03/01 - 2010/03/31	fixed	revenue

Result

An example of output from the report is shown here:

Period: Mar 2010

Report: Products by Page

Products by Page	Orders	MyCost
Product1	1000	$3000.00
Home Page	600	$1800.00
Shopping Cart	400	$1200.00

Example 7 Continued: Different Rate/Hinge
Now, instead of using a rate of fixed or having the **hinge** and rate the same, you can set the values to be different. For example, assume that the cost was based on the number of orders, but you want to distribute it during a breakdown by revenue.

In this case, you import the following file data:

Key	MyText	~MyCost	~MyCost^~id~	~MyCost^~value~
Product1	Text1	Cost1_mar_fixed		3

~MyCost^~period~	~MyCost^~rate~	~MyCost^~hinge~
2010/03/01 - 2010/03/31	order	revenue

Result

An example of output from the report is shown here:

Period: Mar 2010

Report: Products by Page

Products by Page	Orders	MyCost
Product1	1000	$3000.00
Home Page	600	$1,000.00
Shopping Cart	400	$2,000.00

Troubleshooting Classifications

Resources to help you troubleshoot issues with the importer.

- *None, Unspecified, Unknown, and Other in reporting*
- *Common Classification Upload Issues*
- *Delete classification data*

Co-Branding

The **Manage Co-Branding Image** page lets you display your company logo in downloaded reports.

Analytics > **Admin** > **Company Settings** > **Co-Brand the Adobe Experience Cloud**

Use the following image guidelines for the best results:

- For best results in PDF output, upload a 417x125 pixel image.

Code Manager

Code manager lets you download data collection code for web and mobile platforms.

Analytics > **Admin** > **Code Manager**.

After you download the library, you must configure the code to send data to the correct tracking server and report suite. Additional implementation resources are available at *Developer & Implementation*.

Code Manager Page Descriptions

Column	Description
Name	The name matches the platform where you want to enable data collection. Native libraries are provided for each platform listed in this column.

Column	Description
Type	Type of applications that can be measured using each library.
Version	List the latest version of the library. Click the version number to view the *release history*.
Documentation	View the library reference documentation.

Company Settings

The **Company Settings** page lets you configure settings that apply to all report suites managed by your organization.

Analytics > **Admin** > **Company Settings**

- *Security Manager*
- *Web Services*
- *Report Builder Reports*
- *Manage P3P Policy*
- *Single Sign-On*
- *Pending Actions*
- *Co-Brand the Adobe Experience Cloud*
- *View Feature Access Levels*
- *Cross Product Login*

Conversion Variables (eVar)

The *Custom Insight Conversion Variable* (or eVar) is placed in the Adobe code on selected web pages of your site. Its primary purpose is to segment conversion success metrics in custom marketing reports. An eVar can be visit-based and function similarly to cookies. Values passed into eVar variables follow the user for a predetermined period of time.

When an eVar is set to a value for a visitor, Adobe automatically remembers that value until it expires. Any success events that a visitor encounters while the eVar value is active are counted toward the eVar value.

eVars are best used to measure cause and effect, such as:

- Which internal campaigns influenced revenue
- Which banner ads ultimately resulted in a registration
- The number of times an internal search was used before making an order

If traffic measurement or pathing is desired, using traffic variables is recommended.

Note: *Only a single value can be stored in an eVar in an image request. If multiple values are desired in an eVar value, we recommend that you implement List variables (list vars).*

Conversion Variables - Descriptions

Descriptions of fields used when *editing conversion variables*.

Element	Description
Name	The friendly name of the conversion variable. This name is how the eVar is referred to in general reporting, and will be the name of the report in the left-hand menu.
Type (eVar only)	The type of variable value: **Text String:** Captures text values used on your site. This is the most common type of eVar, and the default setting. It acts similar to other variables, where the value within it is a static text string. If you are tracking things such as internal campaigns or internal search keywords, this is the recommended setting. **Counter:** Counts the number of times an action occurs before the success event. For example, if you use an eVar to track internal searches on your site, set this value to **Text String** to track the use of search terms. Set this value to **Counter** to count the number of searches made, regardless of search terms used. For example, you can use a counter eVar to track the number of times someone used your internal search before making a purchase.
Allocation	Determines how Analytics assigns credit for a success event if a variable receives multiple values before the event. Supported values include: **Most Recent:** The last eVar value always receives credit for success events until that eVar expires. **Original Value:** The first eVar always receives credit for success events until that eVar expires. **Linear:** Allocates success events equally across all eVar values. Since Linear allocation accurately distributes values only within a visit, use Linear allocation with an eVar expiration of Visit. ***Note:*** *Switching allocation to or from Linear prevents historical data from displaying. Mixing allocation types in the reporting interface can lead to misstated data in reports. For example, Linear allocation might divide revenue across a number of different eVar values. After changing back to Most Recent allocation, 100% of that revenue would be associated with the most recent single value. This association can lead to incorrect conclusions by users.* To avoid the likelihood of confusion in reporting, Analytics makes the historical data unavailable to the interface. It can be viewed if you decide to change the given eVar back to the initial allocation setting, although you should not change eVar allocation settings simply to access the historical data. Adobe recommends

Element	Description
	using a new eVar when new allocation settings are desired for data already being recorded, rather than changing allocation settings on an eVar that already has a significant amount of historical data built up.
Expire After	Specifies a time period, or event, after which the eVar value expires (no longer receives credit for success events). If a success event occurs after eVar expiration, the None value receives credit for the event (no eVar was active). If you select an event as an expiration value, the variable expires only if the event occurs. If the event does not occur, the variable never expires. The available expiration options can be classified under four main categories: • **At a page view or visit level.** Conversion events beyond the page view or visit do not associate with the eVar. • **Based on a time period, such as day, week, month, or year.** Conversion events beyond the specified time period do not associate with the eVar. The expiration period starts when the variable is set. eVars expire based on the time they were set, to the second (minute, hour, day, month, etc): • MINUTE=60 seconds • HOUR=3600 seconds (60 minutes) • DAY=86400 seconds (24 hours) • WEEK=604800 seconds (7 days) • MONTH=2678400 seconds (31 days) • QUARTER=8035200 seconds (93 days - 3 months of 31 days) • YEAR=31536000 seconds (365 days) If a visit starts at 7:00 AM on Monday and an eVar is set within that visit at 7:15 AM, expiration is as shown below: • Day expiration: eVar expires at 7:15 AM on Tuesday. • Week expiration: eVar expires on the following Monday at 7:15 AM. • Month expiration: eVar expires 31 days from Monday at 7:15 AM. • **Specific conversion events.** Any other conversion events that fire after the specific event designated associate with the eVar. • **Never.** As long as the *visitorID* cookie is intact, any amount of time can pass between eVar and event.
Status (eVar only)	Defines the eVar status: **Disabled:** Disables the eVar. Removes the eVar from the conversion variable list. **No Subrelations:** Prevents you from breaking down the eVar with a subrelation. **Basic Subrelations:** Lets you break down an eVar by any report with full subrelations (for example, Products or Campaign).
Reset	Resets any existing value in the eVar.

Element	Description
	Use this setting when repurposing an eVar so you do mix an old value into a new report. Resetting does not erase historical data.
Merchandising (eVar only)	Merchandising variables can follow one of two syntaxes: **Products Syntax:** Associates the eVar value to a product. ***Note:*** *If Products Syntax is selected, the Merchandising Binding Event section is disabled and not selectable for edit. For this syntax, Binding Events are not applicable.* **Conversion Variable Syntax:** Associates the eVar with a product only if a Binding Event occurs. In this case, you select the events that act as Binding Events. Changing this setting without updating your JavaScript code accordingly causes lost data. See *Merchandising Variables*.
Merchandising Binding Event (eVar only)	If Merchandising is set to **Conversion Variable Syntax**, the selected events bind the current eVar value with a product. To use a Binding Event, set **Allocation to Most Recent**. If **Allocation is Original Value**, the first eVar product binding remains until the eVar expires.

Cross Product Login

The **Cross Product Login** tab is available only if you have an active Search&Promote, Target account.

1. **Analytics** > **Admin** > **Company Settings**
2. Click the **Cross Product Login** tab.
3. Enable the product, then click **Save**.

Currency Codes

Currency codes used in the Experience Cloud.

USD	United States Dollars
AED	United Arab Emirates Dirhams
AFA	Afghanistan Afghanis
ALL	Albania Leke
AMD	Armenia Drams
ANG	Netherlands Antilles Guilders
AOA	Angola Kwanza

ARS	Argentina Pesos
AUD	Australia Dollars
AWG	Aruba Guilders
AZM	Azerbaijan Manats
BAM	Bosnia and Herzegovina Convertible Marka
BBD	Barbados Dollars
BDT	Bangladesh Taka
BGN	Bulgaria Leva
BHD	Bahrain Dinars
BIF	Burundi Francs
BMD	Bermuda Dollars
BND	Brunei Dollars
BOB	Bolivia Bolivianos
BRL	Brazil Reais
BSD	Bahamas Dollars
BTN	Bhutan Ngultrum
BWP	Botswana Pulas
BYR	Belarus Rubles
BZD	Belize Dollars
CAD	Canada Dollars
CDF	Congo/Kinshasa Francs
CHF	Switzerland Francs
CLP	Chile Pesos
CNY	China Yuan Renminbi
COP	Colombia Pesos
CRC	Costa Rica Colones
CSD	Serbia Dinars
CUP	Cuba Pesos
CVE	Cape Verde Escudos
CYP	Cyprus Pounds
CZK	Czech Republic Koruny
DJF	Djibouti Francs
DKK	Denmark Kroner
DOP	Dominican Republic Pesos
DZD	Algeria Dinars

EEK	Estonia Krooni
EGP	Egypt Pounds
ERN	Eritrea Nakfa
ETB	Ethiopia Birr
EUR	Euro
FJD	Fiji Dollars
FKP	Falkland Islands Pounds
GBP	United Kingdom Pounds
GEL	Georgia Lari
GGP	Guernsey Pounds
GHC	Ghana Cedis
GIP	Gibraltar Pounds
GMD	Gambia Dalasi
GNF	Guinea Francs
GTQ	Guatemala Quetzales
GYD	Guyana Dollars
HKD	Hong Kong Dollars
HNL	Honduras Lempiras
HRK	Croatia Kuna
HTG	Haiti Gourdes
HUF	Hungary Forint
IDR	Indonesia Rupiahs
ILS	Israel New Shekels
IMP	Isle of Man Pounds
INR	India Rupees
IQD	Iraq Dinars
IRR	Iran Rials
ISK	Iceland Kronur
JEP	Jersey Pounds
JMD	Jamaica Dollars
JOD	Jordan Dinars
JPY	Japan Yen
KES	Kenya Shillings
KGS	Kyrgyzstan Soms
KHR	Cambodia Riels

KMF	Comoros Francs
KPW	North Korea Won
KRW	South Korea Won
KWD	Kuwait Dinars
KYD	Cayman Islands Dollars
KZT	Kazakhstan Tenge
LAK	Laos Kips
LBP	Lebanon Pounds
LKR	Sri Lanka Rupees
LRD	Liberia Dollars
LSL	Lesotho Maloti
LTL	Lithuania Litai
LVL	Latvia Lati
LYD	Libya Dinars
MAD	Morocco Dirhams
MDL	Moldova Lei
MGA	Madagascar Ariary
MKD	Macedonia Denars
MMK	Myanmar Kyats
MNT	Mongolia Tugriks
MOP	Macau Patacas
MRO	Mauritania Ouguiyas
MTL	Malta Liri
MUR	Mauritius Rupees
MVR	Maldives Rufiyaa
MWK	Malawi Kwachas
MXN	Mexico Pesos
MYR	Malaysia Ringgits
MZM	Mozambique Meticais
NAD	Namibia Dollars
NGN	Nigeria Nairas
NIO	Nicaragua Cordobas
NOK	Norway Kroner
NPR	Nepal Rupees
NZD	New Zealand Dollars

OMR	Oman Rials
PAB	Panama Balboas
PEN	Peru Nuevos Soles
PGK	Papua New Guinea Kina
PHP	Philippines Pesos
PKR	Pakistan Rupees
PLN	Poland Zlotych
PYG	Paraguay Guarani
QAR	Qatar Riyals
ROL	Romania Lei
RUR	Russia Rubles
RWF	Rwanda Francs
SAR	Saudi Arabia Riyals
SBD	Solomon Islands Dollars
SCR	Seychelles Rupees
SDD	Sudan Dinars
SEK	Sweden Kronor
SGD	Singapore Dollars
SHP	Saint Helena Pounds
SIT	Slovenia Tolars
SKK	Slovakia Koruny
SLL	Sierra Leone Leones
SOS	Somalia Shillings
SPL	Seborga Luigini
SRG	Suriname Guilders
STD	São Tomé and Principe Dobras
SVC	El Salvador Colones
SYP	Syria Pounds
SZL	Swaziland Emalangeni
THB	Thailand Baht
TJS	Tajikistan Somoni
TMM	Turkmenistan Manats
TND	Tunisia Dinars
TOP	Tonga Pa'anga
TRL	Turkey Liras

TTD	Trinidad and Tobago Dollars
TVD	Tuvalu Dollars
TWD	Taiwan New Dollars
TZS	Tanzania Shillings
UAH	Ukraine Hryvnia
UGX	Uganda Shillings
UYU	Uruguay Pesos
UZS	Uzbekistan Sums
VEB	Venezuela Bolivares
VND	Vietnam Dong
VUV	Vanuatu Vatu
WST	Samoa Tala
XAF	Central African CFA franc
XAG	Silver Ounces
XAU	Gold Ounces
XCD	East Caribbean Dollars
XDR	International Monetary Fund Special Drawing Rights
XOF	Communaut inanci Africaine Francs BCEAO
XPD	Palladium Ounces
XPF	Comptoirs Fran s du Pacifique Francs
XPT	Platinum Ounces
YER	Yemen Rials
ZAR	South Africa Rand
ZMK	Zambia Kwacha
ZWD	Zimbabwe Dollars
SRD	Suriname Dollars
CUC	Cuba Convertible Pesos
TRY	Turkey Lira
RUB	Russia Rubles
RON	Romania New Lei
AFN	Afghanistan Afghanis
AZN	Azerbaijan New Manats
MZN	Mozambique Meticais
GHS	Ghana Cedis
RSD	Serbia Dinars

SDG	Sudan Pounds
VEF	Venezuela Bolivares Fuertes
TMT	Turkmenistan New Manats

Custom Report Descriptions

You can provide custom report descriptions for eVars, props, classifications and events. The descriptions are visible to all of your end users.

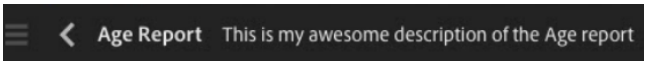
Analytics > **Admin** > **Report Suites** > **Edit Settings** > ***variable***

Note: *Adding descriptions is available for most traditional classifications, but not currently for mobile classifications.*

1. Provide a description for the report. The maximum number of characters is 255.
2. Click **Save**.

The description is visible in two places:

• In the title bar for that report:



• As a tool tip when you hover over the report in the left navigation:

Customize Calendar

Calendar options in other than the Gregorian model. Options include the 4-4-5, 4-5-4, and 5-4-4 calendar models, all of which are used as standards for the retail industry. Additionally, reporting offers an option for a completely customizable calendar that you can set up yourself.

Admin > **Report Suites** > **[select report suite]** > **Edit Settings** > **General** > **Customize Calendar**

: Changing the calendar changes the way data is processed (i.e. the definition of weekly and monthly unique visitors). When a calendar's definition of weeks and months changes, historical data is not altered.

You can use the calendar to define the first day of the week and year, or use a different retail calendar style. The calendar formats are used to for various purposes, including sales comparison and forecast standardization, payroll cost analysis, or physical inventory count regulation. For example, the retail industry uses the 4-5-4 accounting calendar to support selling season's particular to the retail industry. Each of the calendar formats is described below.

Customize Calendar Descriptions

Calendar	Description
Gregorian Calendar	Uses the traditional calendar format (January through December, with 30 or 31 days and a variable number of weeks in each month).
Modified Gregorian Calendar	Uses the Traditional Gregorian Calendar but enables you to select the first month of the year and first day of the week.
4-5-4 Retail Calendar	Breaks down each month by the number of weeks in the month. Meaning, January has four weeks, and so on. The National Retail Federation uses the 4-5-4 calendar format.
Custom Calendar	Offers three formats based on the number of weeks in each month. The number of weeks in each month depends on the selected first day of the year. A year has 52 weeks. Divide that into 4 quarters and you get 13 weeks per quarter. But there are 3 months in a quarter. 13 is not divisible by three so you end up putting the extra week into one of the months so that it's always consistent. 5/4/4 means the 1st month of the quarter has the extra week. 4/5/4 means the 2nd month has the extra week, etc. In the 5-4-4 calendar, the 53rd week is added onto the last quarter of the year. • **4-5-4**:January has four weeks, February has five weeks, March has four weeks, and so on. • **4-4-5**: January has four weeks, February has four weeks, March has five weeks, and so on. • **5-4-4**: January has five weeks, February has four weeks, March has four weeks, and so on. ***Note:*** *This calendar option is supported across all Adobe Analytics tools (Analysis Workspace, Reports & Analytics, Report Builder, Activity Map, Ad Hoc Analysis) except for Data Warehouse, which does not support custom calendars.*

Data Sources

The Data Sources feature allows you to import data to Analytics from offline sources. Once imported, this data can be treated and handled similarly to data that was collected natively.

Use Data Sources to:

- Integrate offline data with data collected from your web site.
- Collect data from web servers, call centers, or other systems. Then import it into the Experience Cloud to see conversion from all avenues of your organization.
- Optimize keyword bid management based on offline lead fulfillment through SearchCenter.

When Data Sources is activated on a report suite, an FTP location is provided so you can upload files to be integrated into reporting. Once uploaded, Adobe servers automatically process the data and integrate it into your report suite.

See *Data Sources Help*.

Default Metrics

Reports & Analytics displays a default set of metrics in all conversion reports, unless a user selects a custom set of metrics. The selected metrics display for all users of the associated report suite. You can update only one report suite's default metrics at a time. These settings do not guarantee the order in which the default metrics are displayed.

Exclude By IP Address

You can exclude data from specific IP addresses, such as internal website activities, site testing and employee usage, from your reports. Excluding data improves report accuracy by excluding IP address data. Additionally, you can remove data from denial of service or other malicious events that can skew report data. You can configure exclusion or by using your firewall.

Analytics > **Admin** > **Exclude by IP**

- *Exclude By Cookie*
- *Exclude by IP Address*
- *Exclude by Firewall*

Exclude By Cookie

Lets you exclude this computer from being tracked in your account. If you choose to exclude your computer, any data generated from your computer is not counted.

This feature allows you and your colleagues to visit your site without skewing your traffic data. You may want to use this feature if you do not have a static IP address (such as having a dial-up Internet connection through a service provider) and would like to exclude yourself from your account data.

Element	Description
Add CNAME	Generates an opt-out link you can use to exclude your domain. For assistance, please contact your company's Supported Users. Your traffic can be excluded from reporting in your report suites by visiting your company's opt-out page and choosing to exclude your browser from measurement. If your implementation is using third party cookies, your opt-out page is *here*.

Note: *Exclusion by computer works only if:*

- *You access your web site from the same work station.*
- *Your cookies are enabled in the browser you are using.*
- *Your cookies are not deleted. If cookies are deleted, you must exclude yourself again.*

Exclude by IP Address

An IP address is an Internet address. All Internet users are assigned numerical IP addresses (typically through Internet service providers) that effectively act as electronic identifiers.

Page views are counted and unique page visitors are identified through IP addresses. By excluding IP addresses from being counted, you can prevent Adobe from tracking frequent visitors. This feature can allow you and your colleagues to visit your site without skewing your traffic data. You may exclude up to 50 different IP addresses.

You can use wildcard indicators (*) to exclude a range of addresses. For example, `0.0.*.0` would exclude all IP addresses between `0.0.0.0` and `0.0.255.0`. You may exclude up to 50 different IP addresses.

Exclude by Firewall

You can also block data collection from specific IP addresses via a firewall.

See the *IP Addresses Used in the Experience Cloud* article.

Impact of IP Obfuscation

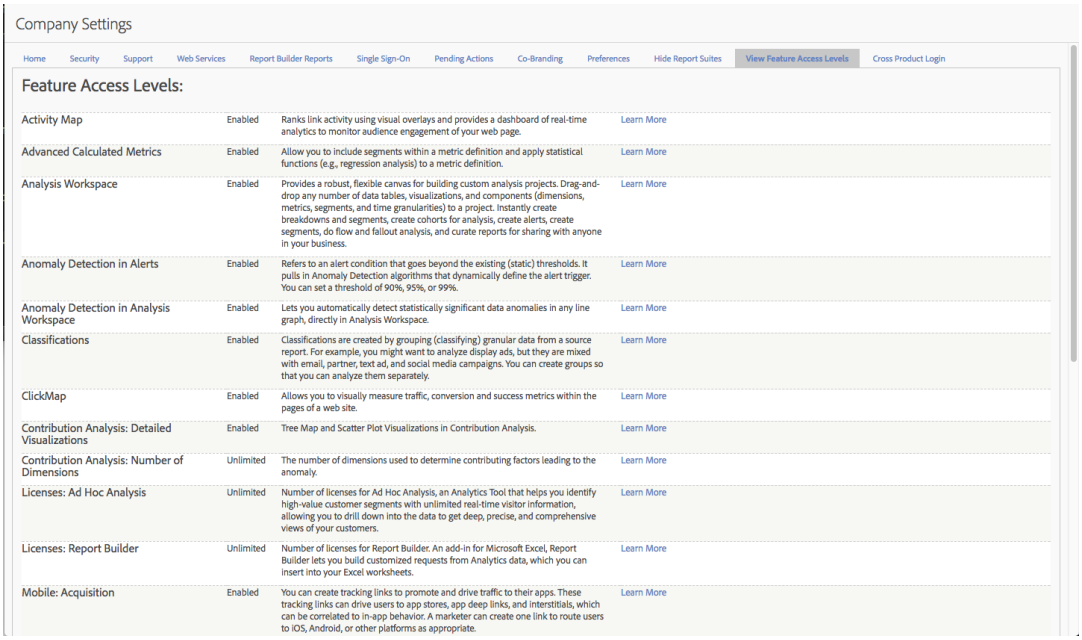
If IP obfuscation is enabled, IP exclusion happens before the IP address is obfuscated, so customers don''t need to change anything when they enable IP obfuscation.

If the last octet is removed, that is done before IP filtering. As such, the last octet is replaced with a 0, and IP exclusion rules should be updated to match IP addresses with a zero on the end. Matching * should match 0.

Feature Access Levels

Admin > **Company Settings** > **View Feature Access Levels**

This group of settings allows you to view the level of access to Adobe Analytics features that your company is entitled to. Some features are only available with more advanced product SKUs such as *Adobe Analytics Ultimate*.



Finding Methods

The Finding Methods page identifies how various finding methods reports receive credit for conversion success events on your site. For example, if a search engine refers a visitor to your site who makes a purchase, Finding Methods specify how the search engine receives credit for the referral.

Analytics > **Admin** > **Report Suites** > **Edit Settings** > **Conversion** > **Finding Methods**.

Finding Methods Descriptions

Element	Description
Name	The finding method you want to modify
Allocation	Specifies how to apply credit for a referral. Supported allocation options include: **Most Recent (Last):** Gives all credit to the last referrer (default). **Original Value:** Gives all credit to the first referrer. **Linear:** Divides credit among all referrers equally.
Expire After	• **Visit:** After a specified period of inactivity; usually about 30 minutes. • **Page View:** As soon as any page on your site opens. • **Minute:** After 1 minute of inactivity. • **Purchase:** At the time of purchase. • **Product View:** When a visitor views a product web page. • **Cart Open:** When a visitor opens a new online shopping cart. • **Cart Checkout:** When a visitor checks out using an online shopping cart. • **Cart Add:** When a visitor adds a product to an online shopping cart. • **Cart Remove:** When a visitor removes a product from an online shopping cart. • **Cart Open:** When a visitor views the contents of an online shopping cart.

Note: *All Finding Methods expire when the visit ends. If you choose to Expire After a different event (for example, Cart Checkout), the Finding Method expires when Cart Checkout occurs during the visit. If a Cart Checkout does not occur during the visit, the Finding Method still expires when the visit ends.*

General Account Settings

Field descriptions for report suite **General Account Settings** in Admin.

Analytics > **Admin** > **Report Suites** > **Edit Settings** > **General** > **General Account Settings**

These settings contain editing options for basic report suite functionality, such as name and time zone.

Option	Description
Site Title	Identifies your site. Give each report suite a unique site title.
Base URL	Specifies the report suite's main website. The Base URL does not affect referrer filtering. Use *internal URL filters* instead.

Option	Description
Time Zone	Determines the date and time associated with your report data. Changing the time zone for a live report suite creates either a spike or gap in report data. To minimize the impact, Adobe recommends changing time zones during non-peak hours to avoid skewing data. For example, if you change the report suite time zone from Central to Pacific at 3:00pm, the report suite's current time becomes 1:00pm. Because reporting has already collected data for the 1:00 hour, reports show a traffic spike between 1:00pm and 3:00pm. Alternatively, if you change the report suite time zone from Central to Eastern at 3:00pm, the report suite's current time becomes 4:00pm. Reports display no data between 3:00pm and 4:00pm on the day of the time change.
Conversion Level	Enables or disables e-commerce variables such as eVars and campaigns. Use the **Enabled, no Shopping Cart** option to hide all shopping cart reports if you don't have a shopping cart on your site.
Default Page	If your **Most Popular Pages Report** contains URLs rather than page names, this setting prevents multiple URLs from representing the same page. For example, the URLs `http://mysite.com` and `http://mysite.com/index.html` are typically the same page. You can remove default filenames so that these two URLs would both show up as `http://mysite.com`. If left blank, the following filenames are removed from the URLs: `index.htm`, `index.html`, `index.cgi`, `index.asp`, `default.htm`, `default.html`, `default.cgi`, `default.asp`, `home.htm`, `home.html`, `home.cgi`, and `home.asp`. To disable stripping of filenames altogether, enter a value that is never present in your URLs.
Replace the last octet of IP addresses with 0	Removing the last octet is done before IP filtering. As such, the last octet is replaced with a 0, and IP exclusion rules should be updated to match IP addresses with a zero on the end. Matching * should match 0. Checking this option means that the IP address is altered before it is processed. For example, the IP address 134.123.567.780 gets changed to 134.123.567.0. Geosegmentation data will not be quite as exact as when the whole IP address is used, but the effect should be minimal. Both Bot rules and VISTA rules are affected because the entire IP address is unavailable to them. In addition, any processing rules that are IP based, including marketing channel rules and report suite processing rules, are affected by this setting.
IP Obfuscation	Turns IP addresses into non-recognizable strings, essentially removing them from Adobe data stores. When IP Obfuscation is enabled, the original IP addresses are permanently lost.

Option	Description
	Note: *The IP addresses are obfuscated everywhere in Analytics, including Data Warehouse. However, the IP setting in Target is controlled separately, so this setting has no impact on Target.* If IP obfuscation is enabled, IP exclusion happens before the IP address is obfuscated, so customers don''t need to change anything when they enable IP obfuscation. Checking **Disabled** leaves the IP address in the data. Checking **Obfuscate IP address** changes the IP to a hashed value (e.g., 234abc6493872038). Checking **Remove IP address** replaces the IP address with x.x.x.x in the data, after geo-lookup. This setting is enabled by default for all customers with a report suite set in EMEA. ***Note:*** *This setting might require changes to custom bot rules orIP exclusions.*
Geography Reporting	Enables **Visitor** > **GeoSegmentation** reports.
Transaction ID Storage	Enables you to use *Transaction ID* data sources.
Activate Ad Hoc Analysis	Indicates whether the report suite in question shows up as an available report suite in Ad Hoc Analysis. Use this setting to limit which report suites show up as an option for Ad Hoc Analysis. For example, you can disable Ad Hoc Analysis for development and QA report suites.
Enable Data Warehouse	Enables Data Warehouse UI under **Tools** > **Data Warehouse**.

Group Management

A group is a collection of users that you want to give a common set of access and permissions. For example, if you have 50 marketing report users, but only 20 need access to ad hoc analysis, you can create a group for those 20 users.

See in *User Management* for configuration information.

Hide Report Suites

Lets you hide report suites in the Adobe Analytics user interface.

If you do not want a report suite to be available to you and your users any more, you can hide it from view. Possible reasons why you may want to hide a report suite include implementation changes or someone mistakenly creating a report suite.

Hiding a report suite prevents it from being shown in the report suite selector drop-down menu, the Admin Tools, or anywhere else that report suites are shown. It makes the report suite's data inaccessible via the Adobe Analytics interfaces until the report suite is unhidden.

Important: *Data that is sent to a hidden report suite from your site continues to be collected, processes, and billed. In other words, a report suite is never fully deleted.*

To hide the report suite, go to **Analytics** > **Admin** > **Company Settings** > **Hide Report Suites**. Check the **Hidden** checkbox to the left of the report suite name.

To unhide the report suite, uncheck the **Hidden** checkbox.

To view only hidden report suites, under **Company Settings**, select **View** > **Only Hidden Report Suites**.

To view only visible report suites, under **Company Settings**, select **View** > **Only Visible Report Suites**.

The default is **View** > **All**.

Internal URL Filters

Internal URL filters identify the referrers that you consider internal to your site. They help traffic sources reports populate data and help filter internal traffic.

A referrer, or referring page, is typically the page from which a visitor entered your site. To avoid skewing data, you can filter out internal referrers. Reports exclude filtered referrers from the *Referrers Report*, the *Referring Domains Report*, and other Finding Methods reports.

The most common reason traffic sources reports don't populate data is that the Internal URL Filter List isn't defined. To check which Internal URL Filters have been set up on a report suite, follow these steps. To avoid this, remove the rule listing a period (.) as a filter, and add your own site.

The reason why a period is the default internal URL filter is to allow data to be collected in the Pages report. If hits do not match internal URL filters, all pages come up as Other. A period is always somewhere in the URL, which guarantees the Pages report is populated.

Logs

Log files to help you see when users log in, their usage, access, report suites, and Admin changes.

Analytics > **Admin** > **Logs**

Admin Log

The admin log reports all changes made by administrators in admin tools. The log provides a gateway to user-defined reports from any of the three logs. You can search for events matching your selected criteria over a specified date range.

Usage and Access Log

The **Usage and Access Log** lets you evaluate report usage at the user account level. For example, it tracks open, create, update, unshare and delete actions in Analysis Workspace. This allows for better visibility into who is using Workspace, and how often.

Element	Description
Date Range	Specify a date range filter. You can enter a date manually in the format YYYY-MM-DD or click the Calendar icon to select a date.
Login	Filter the log by user name.
IP	Filter the log by an IP address.
Report Suite	Filter the log by a specific report suite ID.
Event Type	Filter the log by an event type. Select an event type from the drop-down list.
Event	Filter the log by a word or phrase in the event description.
Download Report	Exports the contents of the **Usage & Access Log** to a tab-delimited file.

Report Suite Change Log

The Report Suite Change log displays changes made to your report suites outside of Admin.

Tools that can modify a report suite from outside the **Admin Tools** include:

- Classifications uploads made in a web browser (Classifications uploads made via FTP are not included in the change log)
- Changes made in earlier versions.
- Changes made by an account representative or Customer Care using internal tools

Element	Description
Date Range	Specify a date range filter. You can enter a date manually in the format YYYY-MM-DD or click the Calendar icon to select a date.
Company	Filter the log by company name.
Login	Filter the log by user name.
IP	Filter the log by an IP address.
Event	Filter the log by a word or phrase in the event description.
Download Report	Exports the contents of the **Usage & Access Log** to a tab-delimited file.

Manage P3P Policy

The Manage P3P Policy page was used to upload your organization's P3P policy.

Important: *Adobe Analytics removed the ability to upload a P3P policy in April 2017.*

Marketing Channels

Marketing Channels are commonly used to provide insight on how visitors arrive on your site. You can create and customize **Marketing Channel Processing Rules** based on what channels you want to track, and how you want to track them.

Analytics > **Admin** > **Report Suites** > **Edit Settings** > **Marketing Channels**.

See *Marketing Channels*.

Menu Customizing

This feature lets you customize the report menus that a user sees in Reports & Analytics. You can show or hide reports, as well as move them in different folders across all users. This feature is especially useful if your organization only uses certain reports and does not wish to clutter your left hand menu with unused or irrelevant data.

The menu changes apply to all users who access the report suite. However, users can restore a menu's default configuration while using the report suite.

Note: *Any change in menu structure does not affect Report Builder and Ad Hoc Analysis. Renaming a report will, however, be reflected in both tools.*

Menu Customization Descriptions

Calendar	Description
New Folder	Adds a new folder above the currently selected item. Note that you must add at least one report to a folder before the folder is visible.
Rename	Lets you change the name of the currently selected item.
Default Name	Restores the default name of the currently selected item.
Toggle Visibility	Hides (displays) the currently selected item. Hidden items appear with a gray line pattern in the Menu Customization page.
Delete	Removes the currently selected item from the menu.
Restore Defaults	Restores the menu to its original state.

Metric Visibility

You can hide standard (built-in) metrics, custom events, and built-in events in the Menu, Metric Selectors, Calculated Metric Builder, and Segment Builder.

1. Navigate to **Analytics** > **Admin > Report Suites** > **Edit Settings** > **Conversion** > **Success Events**. *More...*
2. Set the Visibility column to either **Visible Everywhere**, **Builders**, or **Hidden Everywhere**.

This setting does not impact the data collection for that metric; it affects only its visibility in the user interface. This is how the settings affect the visibility of the metrics in the user interface:

Setting	Visible in	Not visible in
Visible Everywhere	• Reports & Analytics (menu and metrics selector) • Analysis Workspace • Segment Builder	N/A

Setting	Visible in	Not visible in
	• Calculated Metric Builder	
Builders	• Segment Builder • Calculated Metric Builder	• Reports & Analytics (menu and metrics selector) • Analysis Workspace
Hidden Everywhere	N/A	• Reports & Analytics (menu and metrics selector) • Analysis Workspace • Segment Builder • Calculated Metric Builder

Mobile Management

Enabling mobile management activates the mobile solution variables that capture lifecyle and other metrics from mobile applications.

See *Mobile App Development & AppMeasurement Libraries* for details on capturing lifecycle metrics in your mobile app.

This integration between Adobe Analytics and Mobile Services

- Lets you share your KPI (Key Performance Indicator) data from Mobile Services to Adobe Analytics.
- Lets you enable location tracking.
- Adds new reports under Analytics > Reports > Mobile App.
- Adds 25 new Adobe Mobile classifications.
- Adds 5 new Adobe Mobile metrics.
- Adds new Adobe Mobile dimensions.
- Synchronizes data to Analytics every 15 minutes

Enable Mobile Reporting

Analytics > **Admin** > **Report Suites** > **Edit Settings** > **Mobile Management** > **Mobile Application Reporting**.

1. Enable App Reports

Enable App Reports v3.0 to measure the following metrics:

- **Acquisition** - track referring URLs for app download campaigns.
- **Lifecycle** - foundation level of reporting provided by measurement sent on each app launch.
- **App Actions** - reports and pathing based on in-app actions.
- **Lifetime Value** - understand how users accrue value over time using app KPIs (such as purchases, ad views, video completes, social shares, photo uploads).
- **Timed Events** - measure the amount of time that elapses (in-app & total time) between key app actions (such as time before first purchase).

2. Enable Location Tracking

Enabling Location Tracking lets you:

- Track latitude and longitude data and report on it in Analysis Workspace and Mobile Services.
- Identify, create and visualize specific Points of Interest (POIs) within Mobile Services. POIs must be defined in the mobile SDK configuration file.
- Track bluetooth beacons (UUID, major, minor, and proximity).

3. (Optional) Enable/Disable Legacy Reporting and Attribution for Background Hits

Enabled background hits (hits generated when the app is in the background) means that they treated as regular foreground hits. They now show up in regular reporting and this also affects attribution. This configuration is usually only desirable to maintain consistency with legacy implementations.

Instead, we recommend that you “include background hits” in a *virtual report suite*. This allows you to see the hits but they will not affect visit and visitor counts adversely.

Enable Mobile Classifications

Mobile classifications are enabled after you enable **Mobile Management** > **Mobile Application Reporting**.

Classifications are used to categorize values into groups and report at the group level. For example, you can classify all Paid Search campaigns into a category like "pop music terms" and report on the success of that category relative to metrics like Instances (a.k.a. Click-throughs), and conversion to success events.

Classification	Definition
First Launch Date	Date of first launch after installation or re-installation. `MM/DD/YYYY`
App ID	Stores the Application name and version in the following format: `[AppName] [BundleVersion]` For example, `myapp 1.1`.
Launch Number	Number of times the application was launched or brought out of the background.
Days Since First Use	Number of days since first run.
Days Since Last Use	Number of days since last use.
Hour of Day	Measures the hour the app was launched and uses the 24-hour numerical format. Used for time parting to determine peak usage times.
Day of Week	Number of the week day the app was launched.
Device Name	Stores the device name. Comma-separated two-digit string that identifies the device. The first number typically represents the device generation, and the second number typically versions different members of the device family.

Classification	Definition
Operating System Version	OS version.
Resolution	Width x Height in actual pixels.
Lifetime value (eVar)	Populated by `trackLifetimeValue` methods.
Acquisition Source	
Acquisition Medium	
Acquisition Term	
Acquisition Content	
Acquisition Name	
Location (Down to 10 km)	Populated by `trackLocation` methods.
Location (Down to 100 m)	Populated by `trackLocation` methods.
Location (down to 1 m)	Populated by `trackLocation` methods.
Point of Interest Name	Populated by `trackLocation` methods when device is in a defined POI.
Distance to Point of Interest Center	Populated by `trackLocation` methods when device is in a defined POI.
In-App Message ID	
In-App Message Online	
Push Opt-In	
Payload ID	

Paid Search Detection

Paid Search Detection differentiates *paid* from *natural* searches in the **Search Engines** and **Search Keywords** reports. You can specify the search engines where you use paid ads, and specify a character string found in the URL of a visit from a paid ad.

Paid Search Detection - Descriptions

The following table describes the fields and options you use to *configure paid search detection*.

Elements	Description
Search Engine	Select a search engine from the drop-down list. You specify the engine if you use different query string parameters for different search engines. Usually, the value **Any** is sufficient.
Query string	Specifies a case-sensitive rule set to either contain or not contain a specific value. This value should be the query string parameter, omitting the ?. ***Note:*** *Paid Search Detection is case sensitive. For example, a rule that specifies PID as a query string parameter does not display pid in reporting. If your organization uses mixed cases, place the exact values as separate rules, so all desired query string parameters can be caught.*

Pending Actions

The Manage Pending Actions page lets you view a list of pending actions in your Analytics environment. A pending action is any system change that requires approval from Adobe before implementation.

Analytics > **Admin** > **Company Settings** > **Pending Actions**

Pending Actions displays requests that are not immediately applied to your report suites. These requests typically require additional action from Adobe. For example, a request for a 20-item correlation or a large increase in traffic might require additional hardware. Assigning these requests a status of pending lets Adobe prepare for the requested change to prevent disruption to your data collection process.

Publishing Lists

Publishing lists provide an easy way to send various reports specific to different groups of your organization without creating several separate scheduled reports. Publishing lists are useful if you have location-specific report suites and would like to provide each respective department a copy of a specific dashboard. Alternatively, you can use publishing lists to send data to many people without having to separately type in their email addresses, if you work with a single report suite.

Multiple publishing lists can be specified when scheduling a report.

Publishing List Manager Descriptions

Element	Description
Search for	Lets you filter the table to search for a publishing list.
Report Suites to Include	Overrides the report suite for a scheduled report or all reportlets in a dashboard. Though there is no technical limit on the number of separate report suite entries, it is recommended to limit it to approximately 50. There is no established limit on the number of emails that can be included.

Element	Description
E-mail Addresses	A comma-delimited list of all emails that will receive the report with the new report suite. Click **Click to Edit** to specify the Email addresses to receive. Enter each Email address, separating multiple Email addresses with a semi-colon (;). Press <Enter> when finished entering Email addresses. The Email Count field displays the number of Email addresses currently associated with the report suite entry.
Duplicate	Creates a copy of the publishing list.

Publishing Widget

A Publishing Widget is a container that lets you embed marketing reports (bookmarks and dashboards) on a web page. People in your organization who do not have access to marketing reports can view pertinent data.

For example, you could provide a dashboard so company executives can view the number of page visitors, the number of unique page visitors, and so on.

: No authentication is required to view data published through the Publishing Widget. Because of this, you should consider published data to be no more secure than data sent to an email group or list server. Use the widget only in compliance with your organization's security standards, existing contractual requirements, and applicable law. The Publishing Widget provides the ability to restrict, by IP address or domain path, where you can publish data. However, these mechanisms are intended solely to prevent unintended data distribution, and are not an effective way to secure access to data distributed through the Publishing Widget.

Adobe assumes no responsibility or liability for data exposed through the Publishing Widget.

Because Publishing Widget can potentially drive high traffic volumes, Adobe reserves the right, at its sole discretion, to disable a company's Publishing widgets for improper use or excessive traffic that is causing an impact to overall performance.

Troubleshooting - Publishing Widget Cache

The first time any user sees the deployed publishing widget, the widget runs the report. After the report is run, the results are added to a cache and are valid for 1 hour. Any subsequent user who views the publishing widget within the next hour will see the cached version (it will return instantly). After an hour has passed, any subsequent user who views the publishing widget will force it to run the report again, and then these results are cached, and so on. That way, the data is guaranteed to be at most one hour old.

If you see data differences between the Publishing Widget and the reporting interface, you might need to clear the Publishing Widget cache.

1. Click in the Publishing Widget (so that the widget has focus).
2. Click **Save** on the widget.
3. Re-run the widget. (Preview mode does not use the widget's cache.)

Note: *Publishing Widgets show only the first column of data in a report.*

Publishing Widgets Descriptions

Element	Description
Name	The name for the widget.
Description	(Optional) Specify a description for the widget.
Report	From the top Report drop-down list, select a folder or a dashboard. From the bottom Report drop-down list, select a reportlet or bookmark. These reports do not require visitor authentication. When a visitor loads a web page that includes a Publishing Widget, the widget automatically displays the associated report using current reporting data. Changes to a Publishing Widget, such as changing the associated report, automatically updates the report output for all web pages that use that widget, without you having to redeploy the web pages.
Destination	Specify the destination for the widget. Destinations must be in a valid URL format, including the `http://` or `https://` prefix. Publishing widget Destinations are inclusive, meaning that the Publishing widget functions on all URLs that include the specified Destination. For example, a Destination of `http://www.corp1.com/sales/` allows Publishing widgets on all Web pages at or below the sales page on the `www.corp1.com` Web site.

Preferences Manager

The **Preferences Manager** page lets you configure how to render Excel and comma-separated value (CSV) report output.

Analytics > **Admin** > **Company Settings** > **Preferences**

- Use deprecated date format for CSV (Aug 30, 2013)
- Use ISO 8601 date format for CSV (2013-08-30)

Privacy Settings

You can enable privacy settings for browser cookies.

See *Enable privacy settings for browser cookies* in the cookies white paper.

Processing Rules

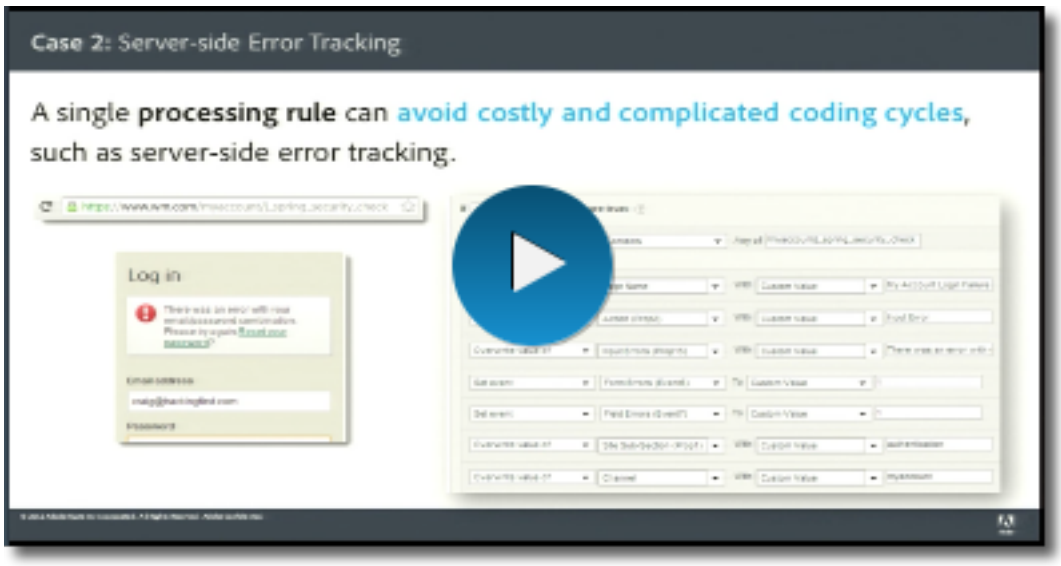
Processing rules simplify data collection and manage content as it is sent to reporting.

Processing rules help simplify interaction with IT groups and Web developers by providing an interface to:

- Set an event on the product overview page
- Populate campaign with a query string parameter
- Concatenate category and page name in a prop for easier reporting
- Copy an eVar into a prop to see paths
- Clean up misspelled site sections

• Pull internal search terms or a campaign ID from the query string into an eVar

Processing Rules Overview



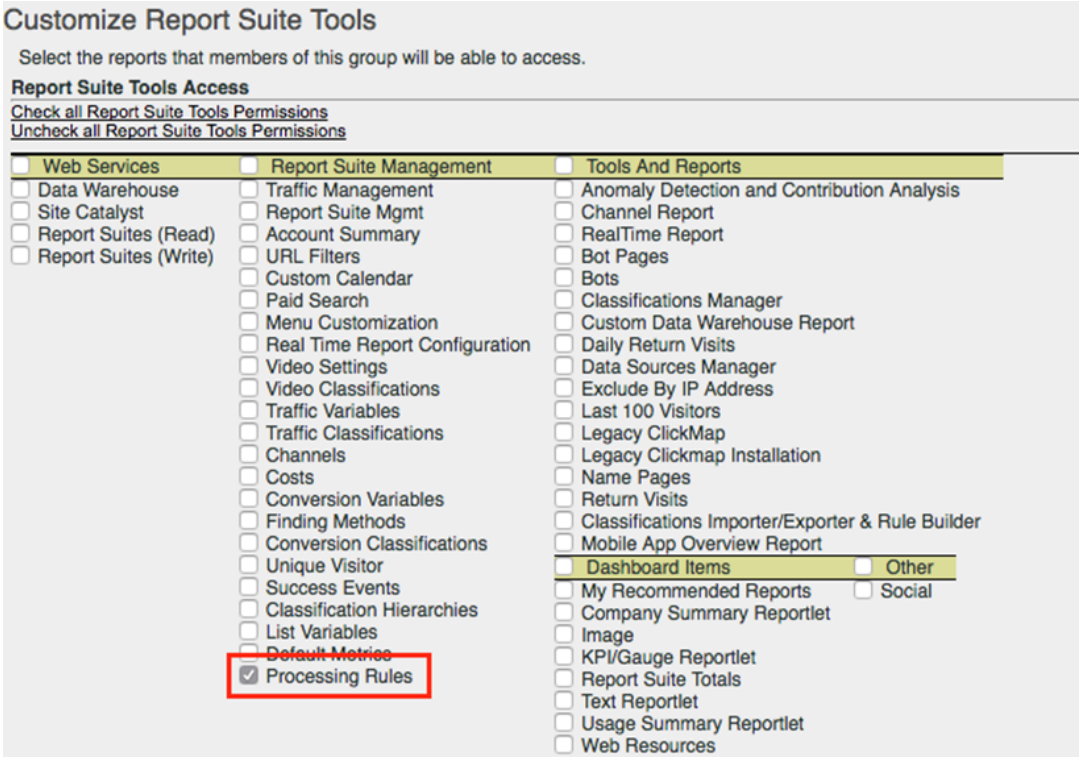
Watch the Processing Rules overview and training from Adobe Summit to learn why you should be using processing rules.

Get Authorized to Use Processing Rules

Prior to April 20, 2017, all users (including administrators) had to pass an exam and be granted authorization to use processing rules by Adobe Customer Care.

Now, administrators have rights to use processing rules **by default**. The exam is no longer necessary. Administrators can also grant these rights to non-administrators through the Admin Tools interface. Here's how:

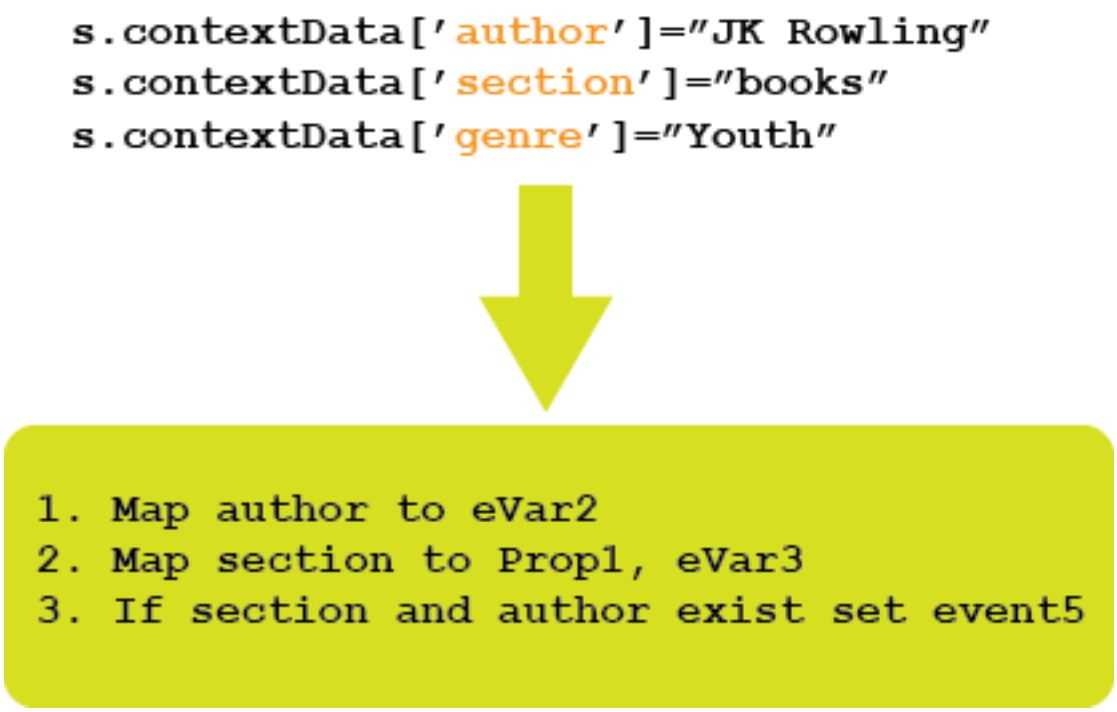
1. If you have not already done so, *create a group* that includes only those non-admins that should have authorization to use processing rules.
2. *Add the non-administrator/s to that group*.
3. Then go to **Analytics** > **Admin** > **User Management** > **Groups** > **[group name]** > **Edit** > **Report Access** > **Report Suite Tools** > **Customize** > **Report Suite Management**.
4. Check the box next to **Processing Rules** and click **OK**.



Important: *Because processing rules permanently affect Analytics data, we strongly recommend that processing rules administrators receive certification training in Adobe Analytics, and be familiar with all sources of data for your report suites (standard web sites, mobile sites, mobile apps, Data Insertion API, and so on). Knowledge of the context data variables and standard variables populated in various platforms will help prevent accidental deletion or alteration of data.*

Use Context Data to Simplify Data Collection

Context data variables are a new type of variable that are available only to processing rules. To use context data variables, key/value data pairs are sent in by your implementation, and processing rules are used to capture these values in standard Analytics variables. This frees programmers from understanding exactly which prop and/or eVar should contain which value.



See *Context Data Variables* in Implementation Help.

Use Processing Rules to Transform Hit Data and Trigger Events

Processing rules can monitor incoming values to transform common typos and set events based on reported data. Props can be copied to eVars. Values can be concatenated for reports, and events can be set.

Using Context Data Variables in Reporting

Once context data variables are defined within your implementation, they must be copied to variables such as eVars to be used in reporting.

For more information, go *here* and *here*.

Configure Processing Rules

This section contains details on creating, restoring, and copying processing rules.

How Processing Rules Work

Processing rules let you make changes to data based on defined conditions. When attributes or values match defined conditions, values can be set and deleted, and events can be set.

Processing rules are applied to data as it is collected, and rules are applied to all data that comes through the AppMeasurement libraries and through the Data Insertion API. Processing rules also apply to the full and log data sources. These sources contain data that represents a *hit* or an action that a user takes. Processing rules do not apply to other data sources.

- *Important Concepts*
- *Processing Rule Conditions*
- *Processing Rule Actions*

Important Concepts

The following table contains key concepts you need to understand when using processing rules:

Concept	Details
Rules apply to a single report suite.	*Copy processing rules to another report suite*
Processing rules are applied in the order listed.	If an action changes a value, subsequent conditions use the new value.
Processing rules are applied immediately to the report suite after they are saved.	Changes from processing rules should be visible in your report suite within minutes of saving. When testing processing rules, we recommend configuring *Real-Time* in your test report suite so you can quickly see the results of a processing rule.
Processing rules are the only way to access to context data variables.	*Copy a Context Data Variable to an eVar*
Processing rules are applied before VISTA rules and Marketing Channel rules.	*Processing Order*
Hits cannot be excluded.	You can use VISTA rules to exclude hits.
The product string, referrer, and user agent cannot be changed.	Referrer and user agent are read-only. The product string is not available.
Mobile device attributes and classifications are not available.	The mobile device lookup occurs before processing rules, but attributes are not available in processing rules.
Query string parameters cannot be read beyond the first 255 characters of a URL if you are running JavaScript AppMeasurement H.25.2 or earlier. JavaScript AppMeasurement H.25.3 (released January 2013) and later provide the full URL including all query string parameters to processing rules.	Upgrade to H.25.3 or later, or read query string parameters from long URLs client-side and store values in Context Data variables.
Query string values must be encoded in Unicode or UTF-8 to be read by processing rules.	This might affect multibyte characters that are passed using query strings.
You are limited to 150 rules with 30 conditions each for each report suite.	Processing rule limits are per report suite, not per company.

Concept	Details
Processing rules must be set up to retrieve context data variables before data is sent.	Processing rules are applied as server calls are sent. Values stored in context data variables are discarded if they are not copied using processing rules.
Value comparisons in the UI are case insensitive.	*Cleaning up Values in a Report*.
Context data variable names can contain only alphanumeric characters, underscores and dots. Any additional characters are stripped out.	For example, The context data variable `login_page-home` automatically becomes `login_pagehome`. All data sent to the `login_page-home` variable is allocated under `login_pagehome`. Context data variables that contain unsupported characters cannot be added in the Processing Rules interface.
Caret (^) is a special character in the processing rules system.	To match a single caret character, use two caret characters (^^).

Processing Rule Conditions

Conditions check page variables for a matching value or if a value is present. Multiple conditions can be added and you can select if all conditions must be matched.

You can create a rule with no conditions to always execute defined actions.

Variables are not automatically checked for values before actions occur. For example, Prop1 contains a value of "something", and eVar1 is empty. If you set Prop1 to equal eVar1 both values will be empty. If you need to avoid this add a condition to check for the presence of a value.

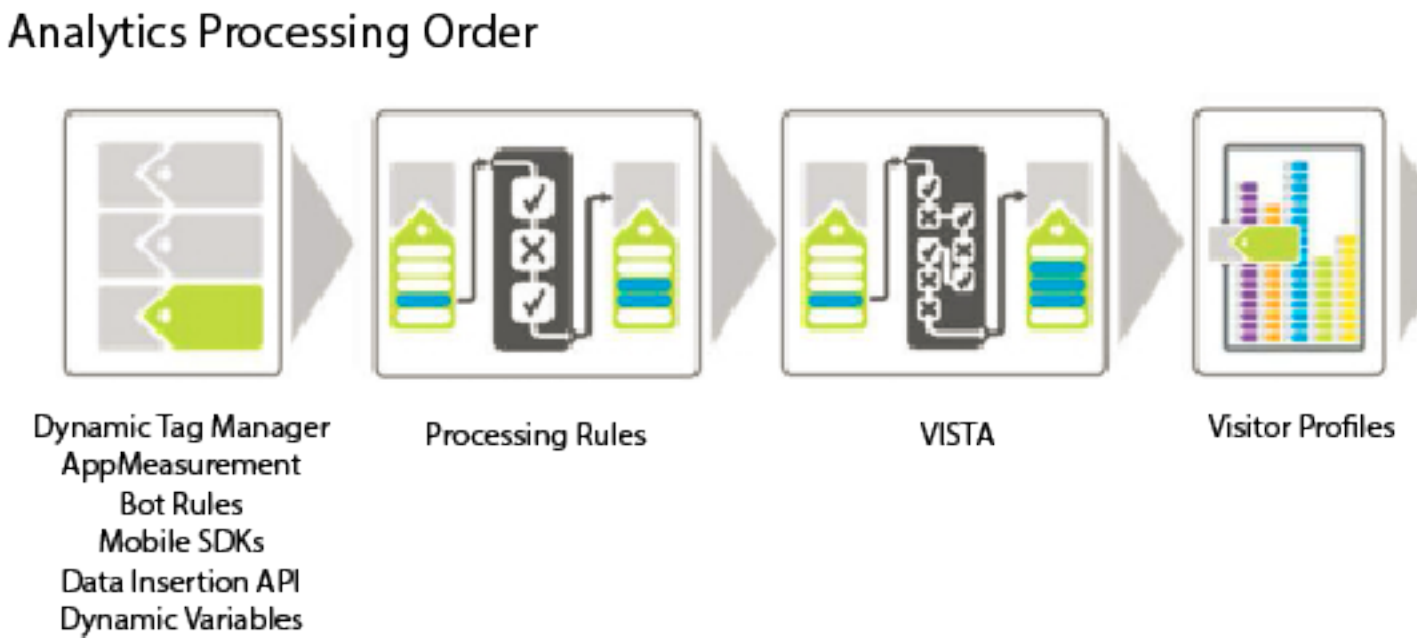
Processing Rule Actions

Actions set page variables, delete page variables, or trigger events. Actions can also concatenate values to display in a report.

For example, you might want to display `category:product` by concatenating two variables.

Processing Order

To effectively use processing rules it is essential to understand when they are applied during data collection.



The following tables list the data that is typically available before and after processing rules are applied:

Table 1: Before Processing Rules

Dimension	Description
Dynamic variable lookup	Variables are populated dynamically by pulling information from HTTP headers or other variables. For example, s.eVar5="D=c1" will put the value of prop1 into eVar5.
AppMeasurement	Functions and plugins used in AppMeasurement are executed in the browser or client application.
Dynamic Tag Management	Rules defined in Dynamic Tag Management are executed as defined.
Bot rules	*Bot rules* let you remove traffic that is generated by known spiders and bots from your report suite.

Table 2: After Processing Rules

Dimension	Description
Data added by VISTA	Processing rules are applied before VISTA.

Dimension	Description
Visit page number	As a general rule, processing rules are aware of the data that is contained in the current hit only. Visit page number is compiled after processing rules are applied.
Clean URL is added as page name if it is not set	After processing rules and VISTA are applied, the clean URL is added as the page name if there is no page name set. Since this occurs after processing rules are applied, we recommend adding a condition to check if the page name is blank. If you run the **Site Content** > **Pages Report** and you see `http://` values for page names, it is likely the page name is blank and the URL is being used. You can set up a condition to test for a blank page name, or to test to see if the page name or the page URL contains a specific value. The page name can then be set as needed.
Marketing Channel Processing Rules	You can use processing rules to prepare data for processing by *Marketing Channel Processing Rules*.
GEO lookup	This includes the Visitor State and Visitor ZIP/Postal code values.
eVars persistence	eVars that were contained in a previous hit are not persisted to each hit during rule processing. Only eVars that are set on the current hit being processed are available.

How Processing Rules are Applied when Copying Hits using VISTA

If you have a VISTA rule configured to copy hits to another report suite, the hits are sent though any processing rules defined on the other report suite.

If you have processing rules defined on the original report suite, these may or may not be applied based on how the VISTA rule was configured by Engineering Services. To find out, you can ask your implementation specialist if the VISTA rule copies the "pre" or the "post" values to the additional report suite. If the "pre" value is copied, processing rules defined on the original report suite are not applied. If the "post" value is copied, processing rules are applied before the hit is copied.

Create processing rules

Processing rules are set on report suites.

1. Click **Analytics** > **Admin** >**Report Suites**.
2. Select a Report Suite.
3. Click **Edit Settings** > **General** > **Processing Rules**.
4. On the **Processing Rules** page, click **Add Rule**.
5. Click **Add Condition** and then select when the rule applies.

If you add more than one condition, click the **All** drop down box to select which conditions must match for the rule to apply. If you do not add any conditions, the defined action is always executed.

6. Click **Add Action** and then select the action you want performed when the conditions match.
7. Add an note that contains details on the rule and then click **Save**.

   If you have multiple rules drag and drop them on the page to change the processing order.

   See *Examples of Processing Rules* for information about the kinds of rules you can create.

View active processing rules

Active processing rules are viewed in admin.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **General** > **Processing Rules**.
4. All active Processing Rules for the Report Suite are listed.
   View processing rule history

View processing rule history

Changes to processing rules can be viewed in History.

1. Click **Analytics** > **Admin** >**Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **General** > **Processing Rules**.
4. On the **Processing Rules** page, click the **View History** tab.

Restore processing rules

Processing rules can be restored from history.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **General** > **Processing Rules**.
4. On the **Processing Rules** page, click the **View History** tab.
5. Select the last known working rule set, and click **Copy to Current Ruleset**.
6. Click **Save**.

Copy processing rules to another report suite

Steps that describe how to copy processing rules from one report suite and replace or append these rules to another report suite.

1. Click **Analytics** > **Admin** >**Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **General** > **Processing Rules**.
4. On the **Processing Rules** page, click the **Copy Processing Rules** tab.
5. Select one or more destination report suites to receive the rules from the current report suite.
6. Select to **Replace all processing rules** or to **Append specific processing rules**, and then click **Copy.**

Dimensions Available to Processing Rules

The dimensions that you can read and write (unless otherwise noted) using processing rules.

Custom Values & Context Data

Value	Description
Custom Value	Custom text or values typed directly in the action of a processing rule. These values are available in subsequent conditions and rules.
Concatenated Value	Values created by combining two values. For example, category and page name might be combined to create a subcategory. These values are available in subsequent conditions and rules.
Modified Values	If a variable value is changed using processing rules, the changed value is used in subsequent conditions and rules.
Context Data Variables	Named variables that are sent with a hit. ***Note:*** *Any data contained in a Context Data Variable must be copied to a reporting variable to appear in a report. Context Data Variables are not viewable in any reporting interface, including ClickStream Data Feeds.* *Copy a Context Data Variable to an eVar* *Set an Event Using a Context Data Variable* *Context Data Variables*

Traffic Variables

Variable	Description
prop 1-75	`prop1 - prop75`
Hierarchy 1-5	`hier1 - hier5`
Site Section	`s.channel`
Server	`s.server`

Hit Attributes

Attribute	Description
Report Suite ID (read-only)	The report suite the processing rule is executed on, which may not be the original report suite specified in AppMeasurement.

Attribute	Description
Page Name	`s.pageName` ***Note:*** *A page view is counted on all hits where page name is not empty. When a link is tracked, the data collection server removes the page name from the hit so that page views are not counted. If you re-insert a page name into these calls using processing rules, a page view will be counted. We recommend checking to make sure that page name is already set before you modify the page name.*
Page URL	`s.pageURL` or the current page URL if `s.pageURL` is not specified.
Query String Parameter	The value of a specified query string parameter in the current URL, or null if no parameter exists. For the URL **http://www.example.com/a.html?cid=ad1&node=4**, the value of Query String Parameter `cid` is **ad1**, and the value of Query String Parameter `node` is **4**. If you are running JavaScript AppMeasurement H.25.2 or earlier, the page URL might be truncated after 255 characters. JavaScript AppMeasurement H.25.3 (released January 2013) and later provide the full URL to processing rules.
Page Path	The path of the page URL. The path of the URL **http://www.example.com/news/a.html?cid=ad1** is `news/a.html`.
Page Domain	The full hostname, specified in the URL. http://`en.main.example.co.uk`/index.jsp?q=value
Page Root Domain	The last two sections of the hostname of the page. http://en.main.example.`co.uk`/index.jsp?q=value
Page Query String	The full query string of the URL. http://en.main.example.co.uk/index.jsp?`q=value`
Referrer* (read-only)	HTTP referrer.
Referring Query String Parameter (read-only)	The value of a specified query string parameter in the referring URL, or null if no parameter exists. For the URL **http://www.example.com/a.html?cid=ad1&node=4**, the value of Query String Parameter `cid` is **ad1**, and the value of Query String Parameter `node` is **4**. If you are running JavaScript AppMeasurement H.25.2 or earlier, the page URL might be truncated after 255 characters. JavaScript

Attribute	Description
	AppMeasurement H.25.3 (released January 2013) and later provide the full URL to processing rules.
Referring Domain (read-only)	The full hostname of the referrer. http://`en.main.example.co.uk`/index.jsp?q=value
Referring Root Domain (read-only)	The last two sections of the hostname of the referrer. http://en.main.example.`co.uk`/index.jsp?q=value
Referring Query String (read-only)	Query string parameters contained in the referring URL. http://en.main.example.co.uk/index.jsp?`q=value`
IP Address (read-only)	IP address as reported by the browser.
User Agent (read-only)	User agent as reported by the browser.
AppMeasurement Code Version (read-only)	The version of the appMeasurement library used to make the request. When using image beacons, you can populate this with a custom value that is read using processing rules. This value appears at the following location in the URL: http://server.net/b/ss/report-suite-ID/1/`CODEVERSION`/...

Conversion Variables

Variable	Description
eVar 1-N	`evar1` - `evarN`
Campaign Tracking Code	`s.campaign`
Currency Code	`s.currencyCode`
List Variables1-3	`s.list1` - `s.list3`
Purchase ID	`s.purchaseID`
Transaction ID	`s.transactionID`
Visitor State	`s.state`
Visitor Zip/Postal Code	`s.zip`

Success Events

Processing rules can set events but cannot read them as conditions.

Event	Description
Event 1-1000 (For SiteCatalyst 15 customers, Event 1-100.)	`event1` - `event1000`
purchase, scView, scAdd, and other cart events	Predefined events.

Examples of Processing Rules

Common uses cases for processing rules.

Populate a Campaign ID from a Query String Parameter

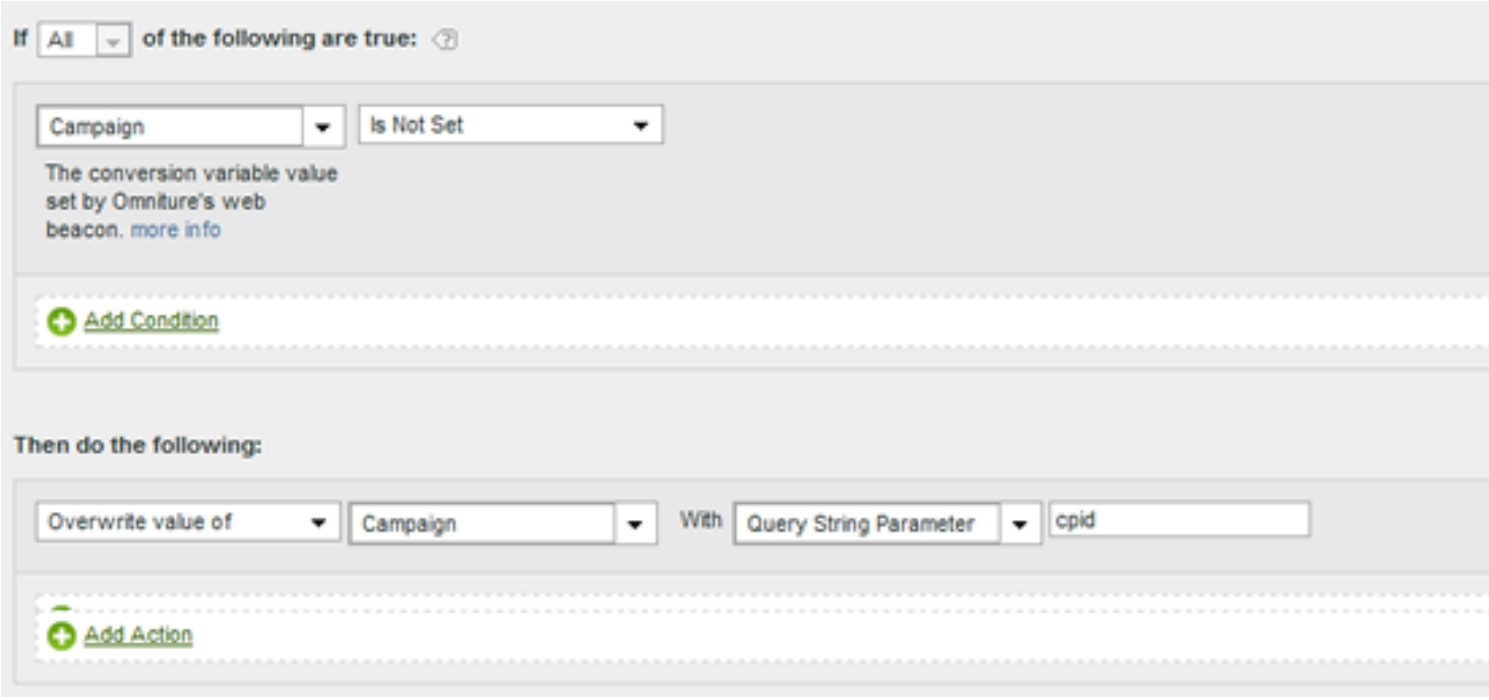
You can populate a variable using a query string parameter.

In most cases you use a plugin to populate variables from the query string. If a typo or similar issue prevents the value from being populated, you can populate the variable using processing rules.

You should always check to see if a value is empty or contains the expected value before you overwrite it.

Rule Set	Value
Condition	Campaign is Not Set
Action	Overwrite value of Campaign to Query String Parameter cpid

For example:

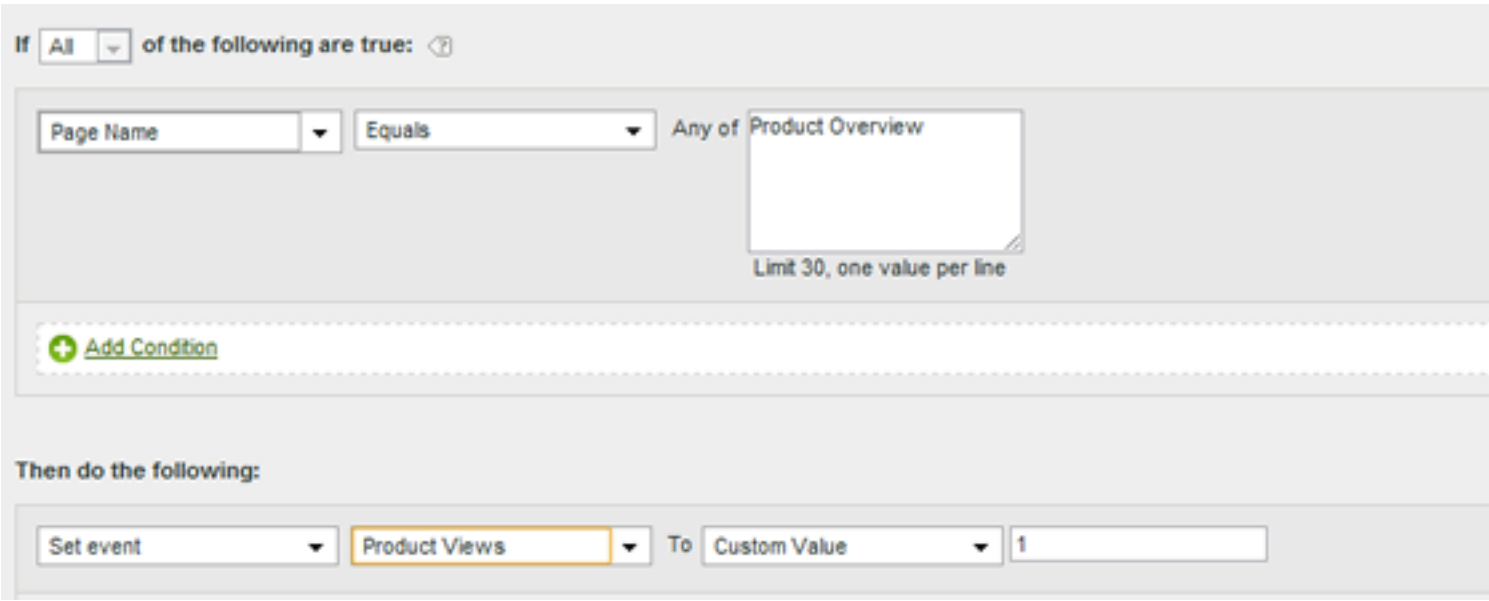


Setting the Product View Event from the Product Overview Page

Events can be set based on page values or based on specific values in a variable.

Rule Set	Value
Condition	If the Page Name Equals Product Overview
Action	Set Event Product Views Event To Custom Value 1

For example:

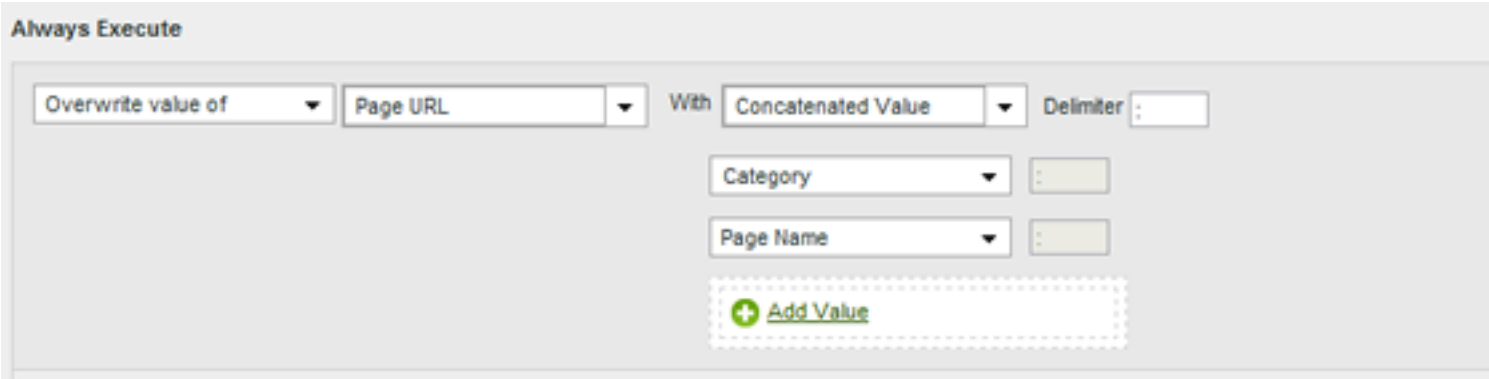


Adding a Subcategory by Concatenating the Category and Page Name

You can use the concatenate option to populate values by combining other values.

Rule Set	Value
Condition	None (always execute)
Action	Overwrite Value of Subcategory to Concatenated Value Category Page Name

For example:



Determining a Path by Copying an eVar Value to a Prop

You can copy the value of an eVar to a prop to enable pathing.

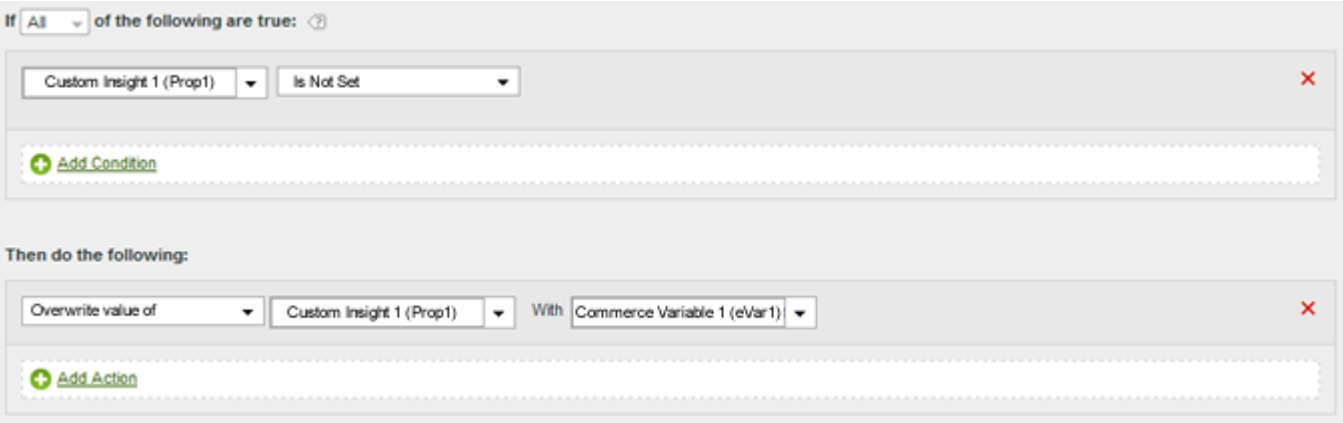
When setting values, the variable on the left receives the value (even if it is empty) from the variable on the right.

Rule Set	Value
Condition	None (always execute)
Action	Overwrite Value of Prop1 with eVar1

You can modify this rule to set the value of Prop1 only if it does not already contain a value, similar to the following:

Rule Set	Value
Condition	If Prop1 Is Not Set
Action	Overwrite Value of Prop1 with eVar1

For example:



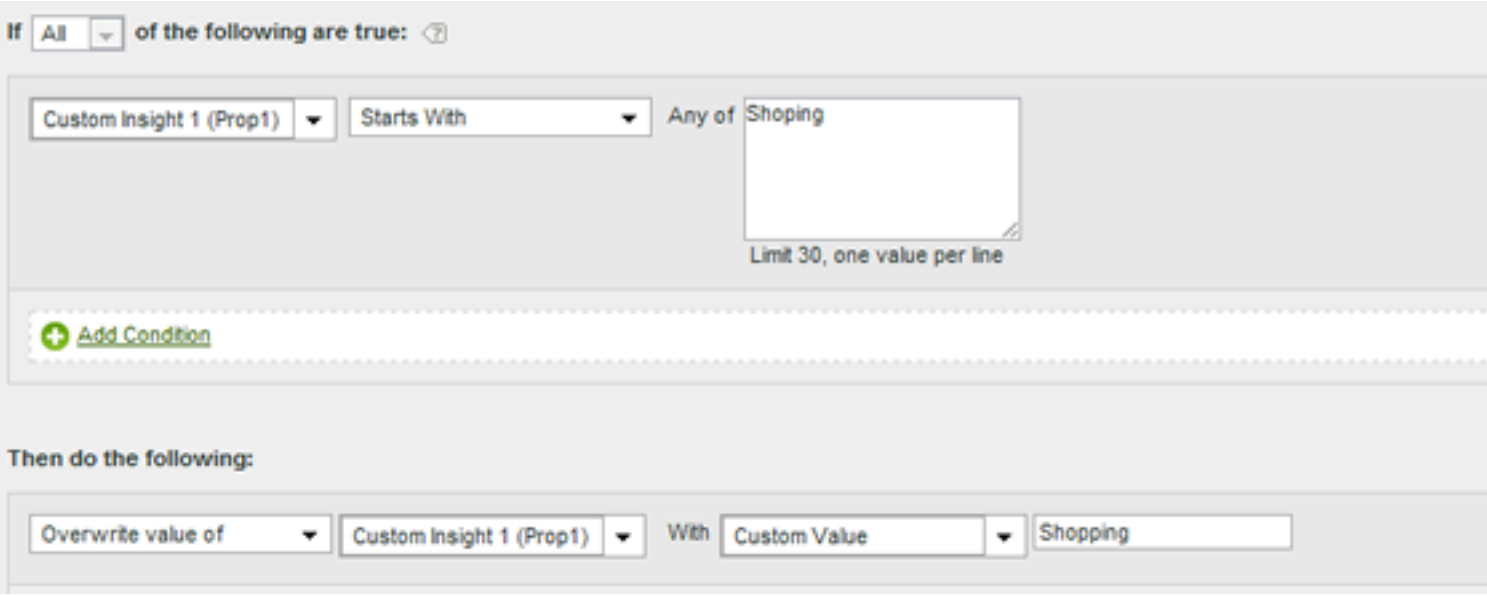
Cleaning up Values in a Report

You can match values against common misspellings and update them to display correctly in reports.

To make sure you do not inadvertently match other values, use the most restrictive matching option available. You can run a report on the variable (prop1 in the example below) and search for the terms you select to replace to make sure it doesn't match unintended values. String comparisons are case-insensitive.

Rule Set	Value
Condition	If prop1 Starts With Shopping
Action	Overwrite value of prop1 to Custom Value Shopping

For example:



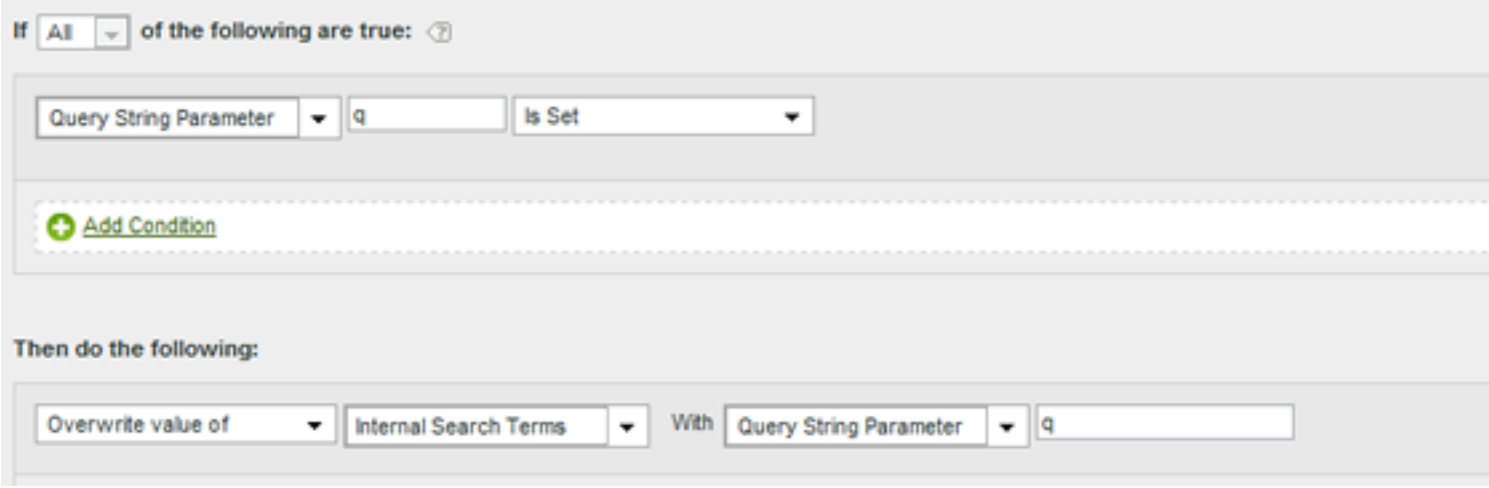
Populating Internal Search Terms using a Query String Parameter

If you use a common variable, such as q, to populate search terms, you can use processing rules to populate the Internal Search Terms eVar with these values.

Query string values must be encoded in Unicode or UTF-8 to be read by processing rules.

Rule Set	Value
Condition	If Query String Parameter q Is Set
Action	Overwrite value of Internal Search Terms to Query String Parameter q

For example:



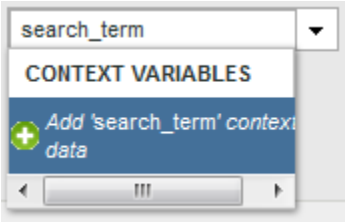
Copy a Context Data Variable to an eVar

Processing rules are used to move values from Context Data variables to props and eVars.

Context data variables are specified in AppMeasurement in the following format:

```
s.contextData['search_term']
```

The **Context Variables** list contains all variables that were sent to the report suite in the previous 30 days. If you know the context data variable name but have not sent it into the current report suite, you can add a value by typing the variable name and clicking **Add variable name context data**:



The following rule definition populates an eVar on every hit that contains a specific context data variable:

Rule Set	Value
Condition	If 'search_term' context data is set
Action	Overwrite value of eVar3 to 'search_term'

For example:

See *Context Data Variables* in Implementation Help.

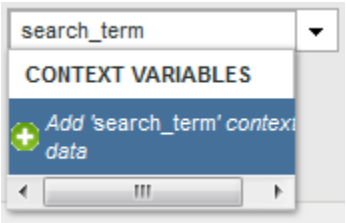
Set an Event Using a Context Data Variable

Processing rules can trigger events based on Context Data variables.

Context data variables are specified in AppMeasurement in the following format:

```
s.contextData['search_term']
```

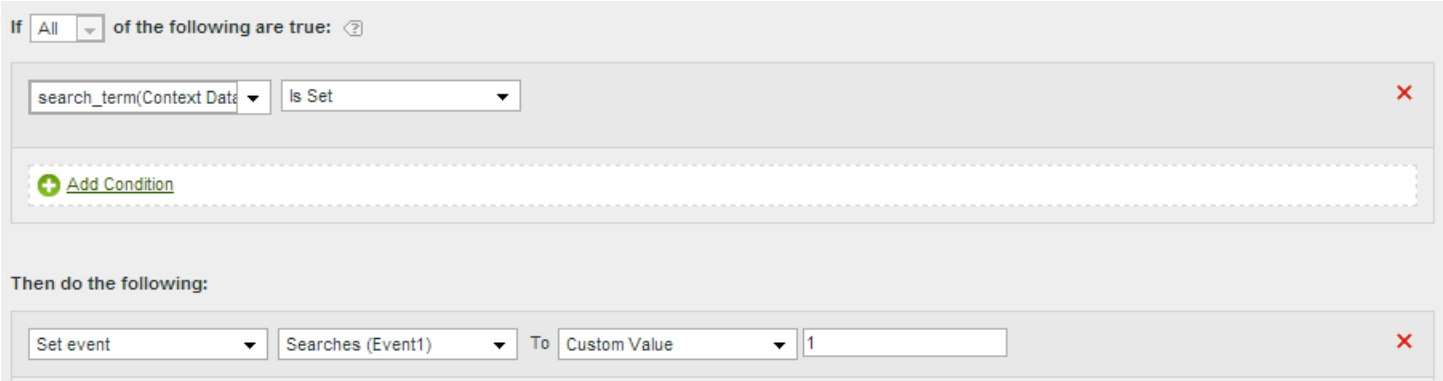
The **Context Variables** list contains all variables that were sent to the report suite in the previous 30 days. If you know the context data variable name but have not sent it into the current report suite, you can add a value by typing the variable name and clicking **Add variable name context data**:



The following rule definition expands on the *Copy a Context Data Variable to an eVar* rule to also set an event on every hit that contains a specific context data variable:

Rule Set	Value
Condition	If 'search_term' context data is set
Action	Set event 'searches'

For example:

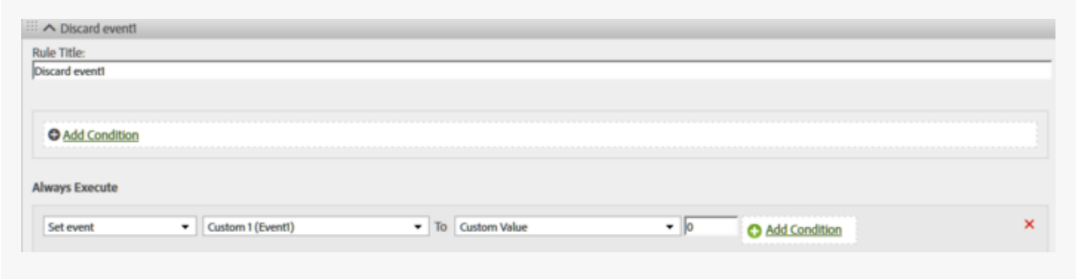


See *Context Data Variables* in Implementation Help.

Remove an Event from a Hit

Shows how to remove/discard an event from a hit using Processing Rule, without implementing a change on the page.

Configure a Processing Rule to set the event to custom value = 0, as shown in the image below:



Processing Rules Tips and Tricks

This section contains guidelines for testing processing rules and a list of common mistakes to avoid.

- *Testing Processing Rules*
- *Check for Empty Values*
- *Avoid Overwriting Values*
- *Encode Search Terms to UTF-8 or Unicode*
- *Starts With, Contains, and Ends With*

Testing Processing Rules

This section contains some guidelines to help test processing rules before they are deployed to production.

Testing Rules That Read Search Terms

For any criteria based on a search, such as if prop1 contains “news,” go to the prop 1 report and search for “news” and see if there are any matches you were not expecting.

Testing Rules that Read Variables

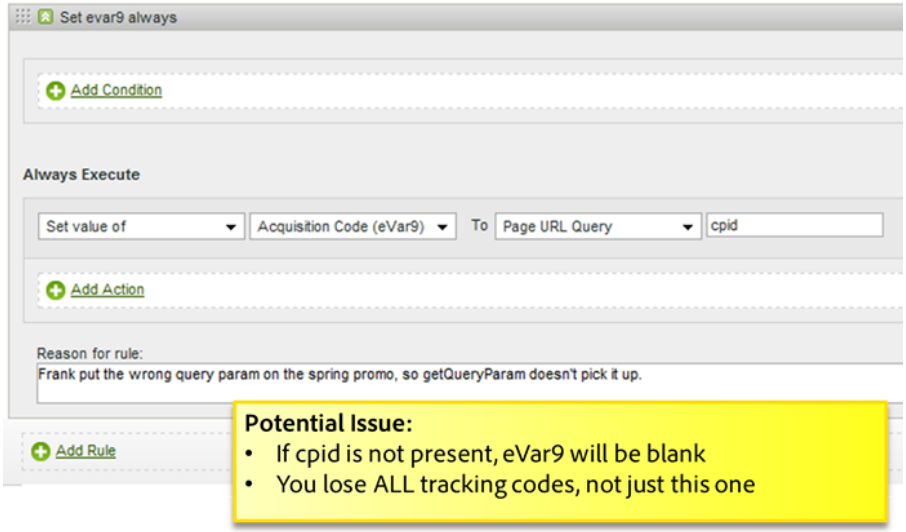
Create a blank HTML page on your desktop, include the s_code from your site, and set the s_account variable to a dev report suite. If your rules are based on referrer, referring domain, and so on, take some sample URLs from the live referrers report, set the `s.referrer` variable with one of those values and load the page. Likewise, if the rule is based on the page URL value, you can set `s.pageURL`. This same process can be used for any variables.

Using a Dev Report Suite

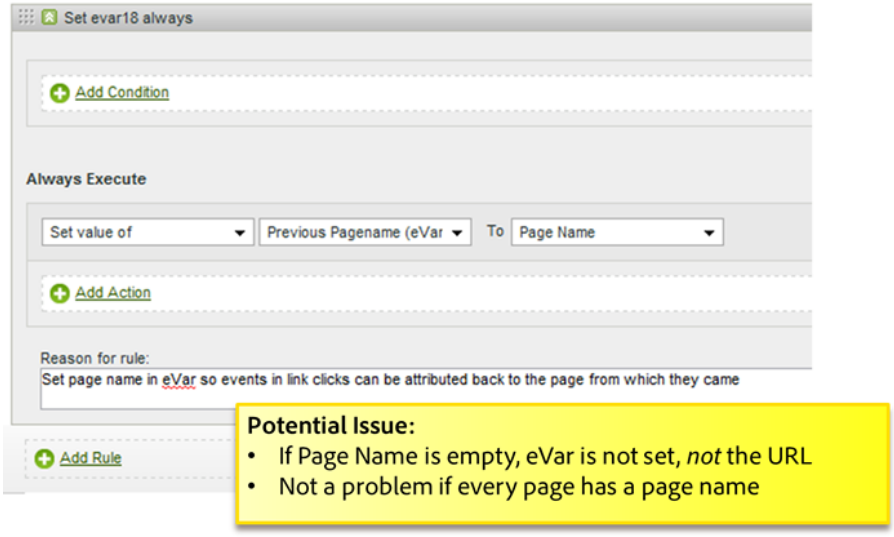
We recommend configuring processing rules on a dev report suite to make sure they're working correctly. If possible, we recommend copying the rules to a small production report suite before broad deployment.

Check for Empty Values

When you create a rule, consider the case when a value is empty. If you do not add a condition that checks for an empty value you can unintentionally overwrite variables with empty values.



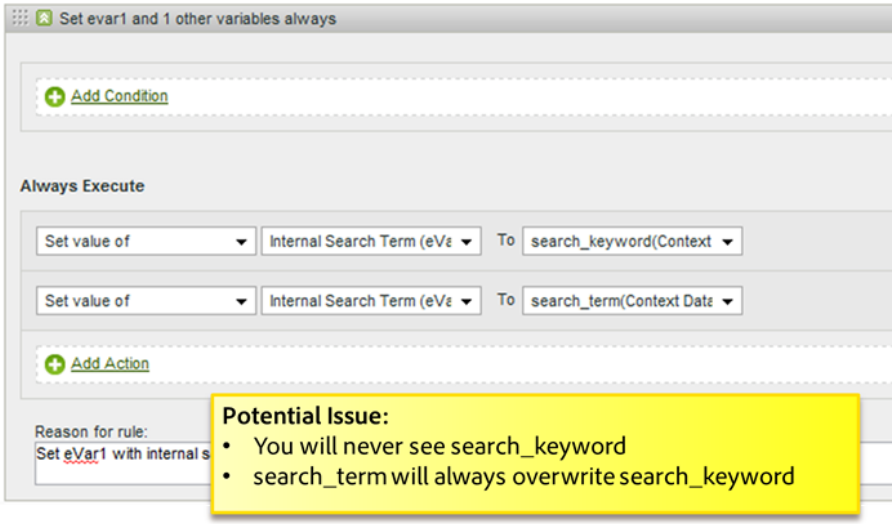
It is also important to consider the processing order. In the following example, it appears that the Previous Pagename custom evar will be set to the URL if the Page Name is not present. However, the URL is placed into the page name after processing rules are applied, so in this case, the Page Name is empty if it is not set on the page.



Avoid Overwriting Values

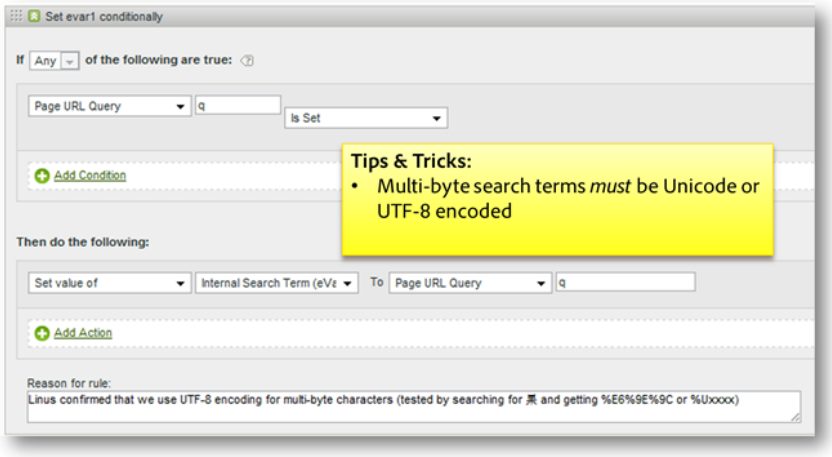
In the following example, two context data variables are used on the site to capture search terms: search_keyword and search_term. However, based on the configuration, the search_keyword value is always overwritten, even if search_term is empty.

This rule should be reconfigured to test each context data variable for a value before populating the Internal Search Term, and optionally, concatenating the two values if there is a use case for keeping them both.



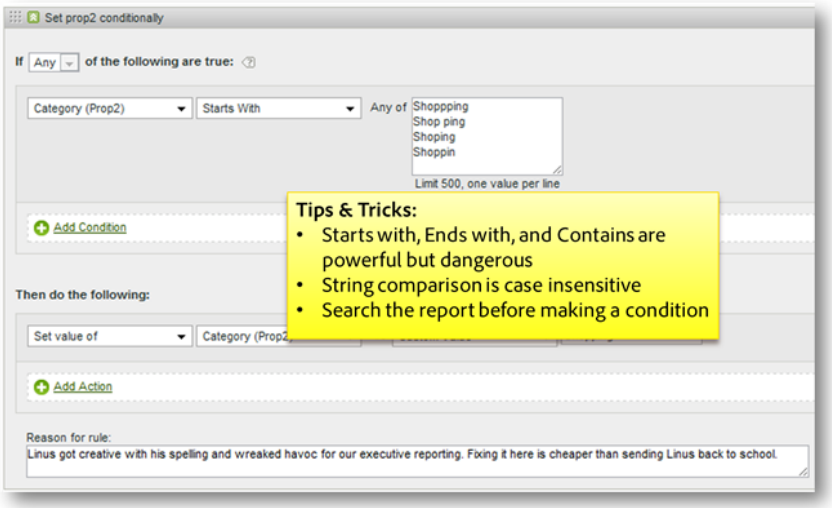
Encode Search Terms to UTF-8 or Unicode

Search terms pulled from a query string must be encoded correctly or they won't be matched by processing rules.



Starts With, Contains, and Ends With

Select the correct matching condition to find the most restrictive condition that matches correctly. You can search for values in a report before creating a rule to make sure there are no unintended matches. For example, you should search the Prop2 report to find all locations where this condition matches before enabling this rule.



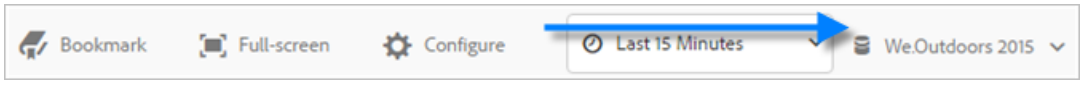
Real-Time Reports Configuration

Administrative steps for setting up Real-Time reports.

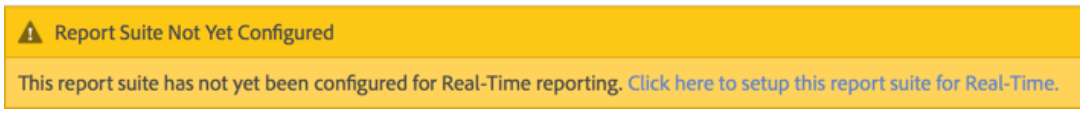
Setting up real-time reports within Reports & Analytics consists of selecting the report suite and configuring up to 3 reports for it.

1. Select the report suite for which you want to enable real-time reports.

   Navigate to **Analytics** > **Reports** > **View All Reports > Site Metrics** > **Real-Time** and select the report suite from the drop-down at the top:



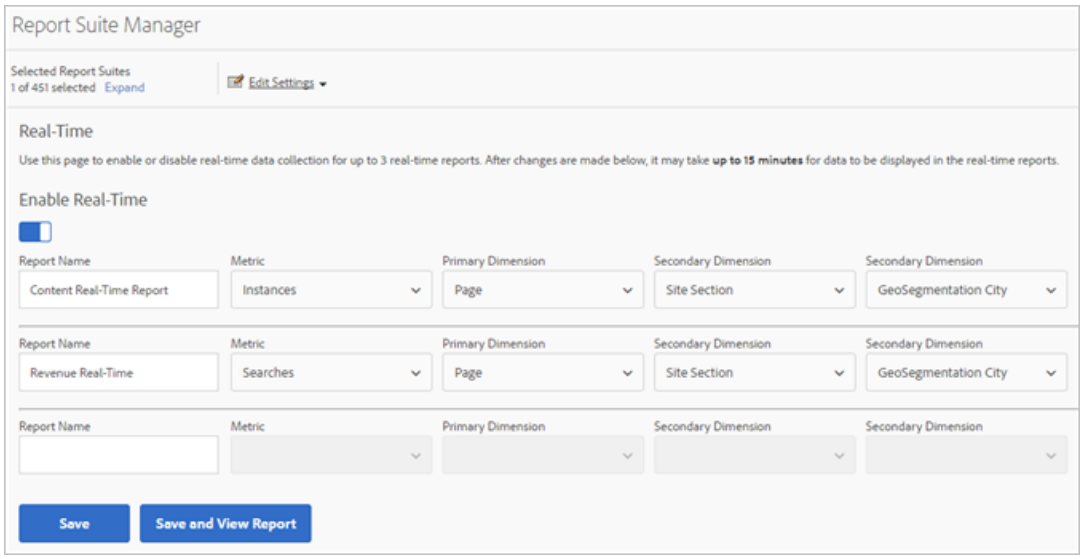
   If you try to view real-time reports for a report suite that has not been set up for real-time reporting, a message displays that enables you to set up the report suite.



2. Click **Configure** (gear icon) to run the **Report Suite Manager**.

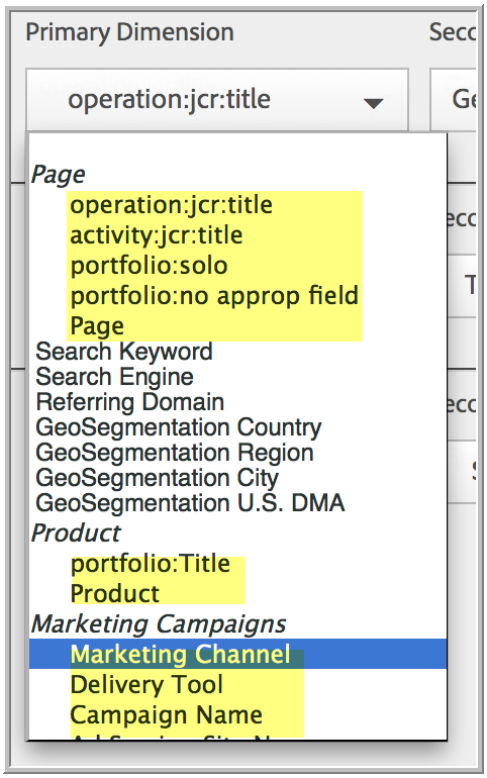
   (Also available under **Analytics** > **Admin > Report Suites** > **Edit Settings** > **Real-Time**.)

3. Turn on the **Enable Real-Time** setting.
4. Set up real-time data collection for up to three reports, with one metric and three dimensions or classifications per report.



For information on supported real-time metrics and dimensions, see *Supported Real-Time Metrics and Dimensions*.

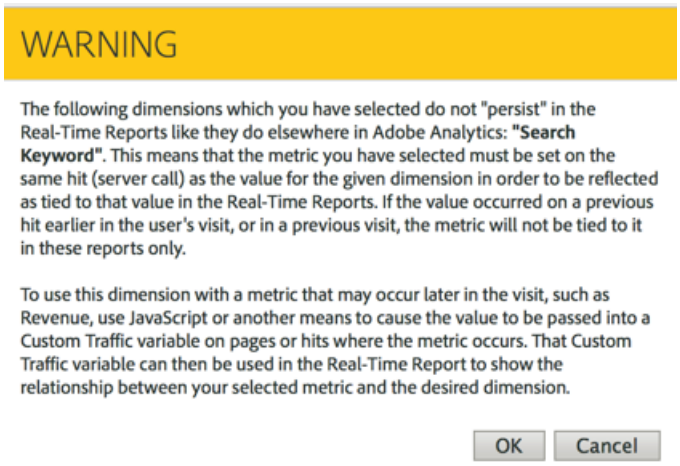
If you have created classifications, they appear indented under the dimension for which they are defined:



Note: *For a single Real-Time report, we do not currently support enabling duplicate dimensions, even if a different classification is selected for each dimension.*

For more information about classifications, see *About Classifications*.

Note: *Some dimensions, such as "Search Keyword" or "Product", do not persist in Real-Time like they do elsewhere in Adobe Analytics. When you select a non-persistent metric, this warning appears:*



5. Click **Save** or **Save and View Report**.

   After this initial report setup, it can take up to 20 minutes for the data to begin streaming. From then on, data is immediately available. For information on viewing Real-Time reports, see *Run a Real-Time Report*.

6. By default, all users have access to Real-Time reports.

Report Builder Reports

Manage license assigned to report builder users.

Every report builder license assigned to a user is automatically allocated ten scheduled tasks. This number of tasks can be adjusted and reallocated. Scheduled tasks cannot exceed the number of available tasks for each user. Any over-scheduled tasks do not run.

You can grant report builder access to any Analytics user by adding them to the report builder access group (**Analytics** > **Admin** > **User Management** > **Groups**).

The **Scheduled Task Usage** information table displays all users with report builder access privileges.

See .

Report Suite Manager

A report suite defines the complete, independent reporting on a chosen website, set of websites, or subset of web pages. Usually, a report suite is one website, but it can be a global segment where you have combined several sites' numbers to get totals. When you log in to any Adobe Analytics solution, you select one report suite to use (except when you use roll-ups that combine report suites). Also, a report suite can be smaller than a website, if you want to run reports for a portion of your site. Analytics solutions aggregate and report on these data stores. The admin **Report Suite Manager** lets you define the rules that govern how data is processed in a report suite.

Analytics > **Admin** > **Report Suites**

Note: *Virtual Report Suites are managed via* ***Analytics*** > ***Components*** > ***Virtual Report Suites****. Please refer to the Virtual Report Suite documentation.*

Report Suite Manager Descriptions

The following table describes elements on the **Report Suite Manager** page.

Element	Description
Select Report Suite	The **Report Suite Manager** highlights a selected report suite. You can select multiple report suites with **Ctrl+click** or **Shift+click**. A selected report suite remains selected until you select another report suite.
Download	Generates an Excel spreadsheet of all settings for the currently selected report suites.
Search	Lets you locate a specific report suite in the Report Suite List. The search tool includes both basic name-based search and an advanced search page for in-depth searches.
Groups	Lets you organize your report suites into custom groups. You can quickly access multiple report suites that share similar settings or that you commonly edit together.
Saved Searches	A dynamic group that uses the **Advanced Search** feature to define a set of criteria that determines its members. As you add or modify report suites in the **Report Suite Manager**, the **Saved Search** automatically adds those report suites that match its criteria.
Rollups	A rollup is single report suite that combines the tracking data of several other report suites. See *Rollup and Global Report Suites*.
Edit Settings	When you edit a report suite, the edits are applied to all selected report suites.
Create New	See *New Report Suite*.
Customize Columns	Lets you choose columns to add to the **Report Suite Manager**.
Report Suite ID	See *New Report Suite*.
Site Title	Identifies report suites in Admin Tools, and in the report suite drop-down list in the marketing report header. See *New Report Suite*.
Base URL	Defines the base domain for the report suite. See *New Report Suite*.

Individual Report Suite Settings

The **Individual Report Suite Settings** let you change the default settings of your report suites. Tools include a way to remove records for unwanted or obsolete pages, set default metrics, and configure report suite segments.

To access **Individual Report Suite Settings**:

1. Click **Admin**, then click **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **Individual Report Suite Settings** > <*selection*>.

Download report suite settings

Steps that describe how to generate an Excel spreadsheet containing all the settings for the selected report suite.

1. Click **Admin** > **Report Suites**.
2. Select a report suite from the **Report Suite** table.
3. Click **Download**.
   You can open the spreadsheet file directly, or save it for viewing.

New Report Suite

You can create a new report suite by selecting a pre-defined template, or by using one of your existing report suites to serve as a model.

Descriptions of the elements used when *creating a report suite*.

Note: *The Virtual Report Suite documentation shows you how to create virtual report suites.*

Element	Description
Report Suite ID	Specifies a unique ID that can contain only alphanumeric characters. This ID cannot be changed after it is created. Adobe sets the required ID prefix and it cannot be changed, either. When creating multiple report suites, ensure that the naming convention you use guarantees unique report suite IDs.
Site Title	Identifies the report suite in **Admin Tools**. This title is also used in the **Report Suite** drop-down list in the suite header.
Time Zone	Schedules events and time stamp data.
Base URL	(Optional) Defines the base domain for the report suite. This URL functions as an internal URL filter if you do not explicitly define internal URL filters for the report suite.
Default Page	(Optional) Strips occurrences of the **Default Page** value from URLs it encounters. If your **Most Popular Pages**

Element	Description
	report contains URLs rather than page names, this setting prevents multiple URLs for the same web page. For example, the URLs `http://mysite.com` and `http://mysite.com/index.html` are typically the same page. You can remove extraneous filenames so that both these URLs show up as `http://mysite.com` in your reports. If you do not set this value, Analytics automatically removes the following filenames from URLs: `index.htm`, `index.html`, `index.cgi`, `index.asp`, `default.htm`, `default.html`, `default.cgi`, `default.asp`, `home.htm`, `home.html`, `home.cgi`, and `home.asp`. To disable filename stripping, specify a Default Page value that never occurs in your URLs.
Go Live Date	Informs Adobe of the date that you expect this report suite to become active. If your deployment schedule changes, provide an updated traffic estimate using the **Permanent Expected Traffic** tool in *Traffic Management*.
Estimated Page Views Per Day	Identifies the estimated number of page views you expect this report suite to support in a day. Large traffic volumes require a longer approval process. To avoid processing delays, be as accurate as possible with this estimate.
Base Currency	Specifies the default currency used to store all monetary data. Analytics reporting converts transactions in other currencies to the base currency, using the current conversion rate at the time it receives the data. Analytics reporting uses the *currencyCode* JavaScript variable to identify the currency of a given transaction.
Disable Multi-byte Character Support	Disables multibyte character support for the report suite. If you disable multibyte character support, the system assumes that data is in ISO-8859-1 format. Web pages must specify their character set in the *charSet* JavaScript variable. Multibyte character support stores characters in the report suite using UTF-8. Upon receipt, the system converts data from your web page's character set to the UTF-8 character set, so you can use any language in your marketing reports. Contact your Account Manager or Customer Care to change the multibyte character support for an existing report suite.

Element	Description
Activate Ad Hoc Analysis for this suite	Enables viewing this report suite when you perform ad hoc analysis.

Create a report suite

Steps that describe how to create a report suite, and to copy a report suite's settings to a new one.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. Select a report suite.
3. Click **Create New** > **Report Suite**.
4. To copy a report suite's settings, in the template list, select either a predefined template or an existing report suite to use as a *template*.

   Note: *Only settings can be copied, not the data. If Customer Care is copying the settings over, you will need to provide a written confirmation to the disclaimer provided by Customer care about the risks involved. See Settings not copied from a source report suite for more information.*

5. Fill in the fields described in *New Report Suite*.
6. Click **Create Report Suite**.

Settings not copied from a source report suite

If you copied settings from an existing report suite, a system message identifies any settings not copied to the new report suite.

The following settings are not copied from template or duplicated report suites:

Setting	How to change the setting
Classification data (classification structure is copied)	*Classifications Importer (Upload) documentation*
Enable Transaction ID Recording	1. **Analytics** > **Admin** > **Report Suites**, then select a report suite. 2. Click **Edit Settings** > **General** > **General Account Settings** 3. Check box and select setting on **Transaction ID Storage**
Hierarchy	Contact Adobe Customer Care
Menu customizations	1. **Analytics** > **Admin** > **Report Suites**, then select a report suite. 2. Click **Edit Settings** > **General** > **Customer Menus**
Pathing on variables	1. **Analytics** > **Admin** > **Report Suites**, then select a report suite. 2. Click **Edit Settings** > **Traffic** > **Traffic Variables** 3. Check box and select setting on **Pathing Reports**
Unique Events Manager	1. **Analytics** > **Admin** > **Report Suites**, then select a report suite. 2. Click **Edit Settings** > **Conversion** > **Success Events**

Setting	How to change the setting
	3. Check box and select setting on **Unique Event Recording**
Visitor Clickmap Manager	*Upgrade to Activity Map*
VISTA rules	Contact your Customer Success Manager to get in touch with Engineering Services.

Report Suite Groups

In the **Report Suite Manager**, you can organize your report suites into custom groups. Groups let you quickly access multiple report suites that share similar settings or that you commonly edit together.

Create a report suite group

Steps that describe how to create a report suite group.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. In the **Report Suite Groups** area, select a report suite.
3. Type a name for the report suite group.
4. Drag report suites from the **Report Suite List** to the **Drag Report Suites Here** area.

   Click `Ctrl+click` and `Shift+click` to select multiple report suites and drag them to the group.

Report Suite Templates

Report Suite templates configure the most common settings for several types of report suites.

To save time when creating a new report suite, you can select a template that is similar the report suite configuration you have designed. Selecting a report suite template does not limit your implementation in any way. Any configuration made by a report suite template can be changed after the report suite is created.

Aggregator Portal

Defines common settings for a website that aggregates content, such as a news portal.

Conversion Variables	Type	Subrelations	Allocation	Expiration	`s_code` variable
Internal Campaign	String	Basic	Most Recent (Last)	Visit	`evar1`
Internal Search Terms	String	Basic	Most Recent (Last)	Visit	`evar2`
Referral Category	String	Basic	Most Recent (Last)	Visit	`evar3`

Success Events	Type	`s_code` variable
Sign-in	Counter (no subrelations)	`event1`
Referral View	Counter (no subrelations)	`event2`
Referral Clicks	Counter (no subrelations)	`event3`

Custom Insight Variables	s_code variable
Traffic Property 1 - 5	prop1, prop2, prop3, prop4, prop5

The following table contains a list of the standard commerce events. Initial configuration for these events is identical in all report suite templates. Events with an s_code variable of N/A do not need to be set, they are provided automatically.

Standard Commerce Events	Type	s_code variable
Revenue	Counter	purchase
Orders	Counter	purchase
Units	Counter	purchase
Carts	Counter	scOpen
Cart Views	Counter	scView
Instances	Counter	N/A
Checkouts	Counter	scCheckout
Cart Additions	Counter	scAdd
Cart Removals	Counter	scRemove
Visits	Counter (no subrelations)	N/A
Page Views	Counter (no subrelations)	N/A
Daily Unique Visitors	Counter (no subrelations)	N/A
Unique Visitors	Counter (no subrelations)	N/A

Commerce

Defines common settings for an e-commerce website.

Conversion Variables	Type	Subrelations	Allocation	Expiration	s_code variable
Internal Promotions	String	Basic	Most Recent (Last)	Visit	evar1
Internal Search Terms	String	Basic	Most Recent (Last)	Visit	evar2
Merchandising Category	String	Basic	Most Recent (Last)	Visit	evar3
Commerce Variable 4	String	Basic	Most Recent (Last)	Visit	evar4
Commerce Variable 5	String	Basic	Most Recent (Last)	Visit	evar5

Success Events	Type	s_code variable
Registrations	Counter (no subrelations)	event1
Custom Events 1-5	Counter (no subrelations)	event1, event2, event3, event4, event5

Custom Insight Variables	s_code variable
Traffic Property 1 - 5	prop1, prop2, prop3, prop4, prop5

The following table contains a list of the standard commerce events. Initial configuration for these events is identical in all report suite templates. Events with an s_code variable of N/A do not need to be set, they are provided automatically.

Standard Commerce Events	Type	s_code variable
Revenue	Counter	purchase
Orders	Counter	purchase
Units	Counter	purchase
Carts	Counter	scOpen
Cart Views	Counter	scView
Instances	Counter	N/A
Checkouts	Counter	scCheckout
Cart Additions	Counter	scAdd
Cart Removals	Counter	scRemove
Visits	Counter (no subrelations)	N/A
Page Views	Counter (no subrelations)	N/A
Daily Unique Visitors	Counter (no subrelations)	N/A
Unique Visitors	Counter (no subrelations)	N/A

Content and Media

Defines common settings for a website that develops original content and displays articles and videos.

Conversion Variables	Type	Subrelations	Allocation	Expiration	s_code variable
Internal Campaign	String	Basic	Most Recent (Last)	Visit	evar1
Internal Search Terms	String	Basic	Most Recent (Last)	Visit	evar2
Commerce Variable 3	String	Basic	Most Recent (Last)	Visit	evar3
Commerce Variable 4	String	Basic	Most Recent (Last)	Visit	evar4

Success Events	Type	s_code variable
Registrations	Counter (no subrelations)	event1
Email Registrations	Counter (no subrelations)	event2
Subscriptions	Counter (no subrelations)	event3
Page Views	Counter (no subrelations)	event4
Ad Impressions	Counter (no subrelations)	event5
Ad Clicks	Counter (no subrelations)	event6

Custom Insight Variables	s_code variable
Traffic Property 1 - 5	prop1, prop2, prop3, prop4, prop5

The following table contains a list of the standard commerce events. Initial configuration for these events is identical in all report suite templates. Events with an s_code variable of N/A do not need to be set, they are provided automatically.

Standard Commerce Events	Type	s_code variable
Revenue	Counter	purchase
Orders	Counter	purchase
Units	Counter	purchase
Carts	Counter	scOpen
Cart Views	Counter	scView
Instances	Counter	N/A
Checkouts	Counter	scCheckout
Cart Additions	Counter	scAdd
Cart Removals	Counter	scRemove
Visits	Counter (no subrelations)	N/A
Page Views	Counter (no subrelations)	N/A
Daily Unique Visitors	Counter (no subrelations)	N/A
Unique Visitors	Counter (no subrelations)	N/A

Default Template

Configures several common variables and success events for a typical website.

Conversion Variables	Type	Subrelations	Allocation	Expiration	s_code variable
Internal Campaign	String	Basic	Most Recent (Last)	Visit	evar1

Conversion Variables	Type	Subrelations	Allocation	Expiration	s_code variable
Internal Search Terms	String	Basic	Most Recent (Last)	Visit	evar2
Commerce Variable 3	String	Basic	Most Recent (Last)	Visit	evar3
Commerce Variable 4	String	Basic	Most Recent (Last)	Visit	evar4

Success Events	Type	s_code variable
Registrations	Counter (no subrelations)	event1
Email Registrations	Counter (no subrelations)	event2
Subscriptions	Counter (no subrelations)	event3
Page Views	Counter (no subrelations)	event4
Ad Impressions	Counter (no subrelations)	event5
Ad Clicks	Counter (no subrelations)	event6

Custom Insight Variables	s_code variable
Traffic Property 1 - 5	prop1, prop2, prop3, prop4, prop5

The following table contains a list of the standard commerce events. Initial configuration for these events is identical in all report suite templates. Events with an s_code variable of N/A do not need to be set, they are provided automatically.

Standard Commerce Events	Type	s_code variable
Revenue	Counter	purchase
Orders	Counter	purchase
Units	Counter	purchase
Carts	Counter	scOpen
Cart Views	Counter	scView
Instances	Counter	N/A
Checkouts	Counter	scCheckout
Cart Additions	Counter	scAdd
Cart Removals	Counter	scRemove
Visits	Counter (no subrelations)	N/A
Page Views	Counter (no subrelations)	N/A
Daily Unique Visitors	Counter (no subrelations)	N/A

Standard Commerce Events	Type	s_code variable
Unique Visitors	Counter (no subrelations)	N/A

Financial Services

Defines common settings for banks and other institutions that provide access to online services.

Conversion Variables (eVars)	Type	Subrelations	Allocation	Expiration	s_code variable
Internal Promotion	String	Basic	Most Recent (Last)	Visit	`evar1`
Internal Search Terms	String	Basic	Most Recent (Last)	Visit	`evar2`
Self-Service Event Type	String	Basic	Most Recent (Last)	Visit	`evar3`

No success events are configured by this report suite template.

Custom Insight Variables	s_code variable
Secure / Non-Secure	`prop1`
Traffic Property 2 - 5	`prop2, prop3, prop4, prop5`

The following table contains a list of the standard commerce events. Initial configuration for these events is identical in all report suite templates. Events with an s_code variable of N/A do not need to be set, they are provided automatically.

Standard Commerce Events	Type	s_code variable
Revenue	Counter	`purchase`
Orders	Counter	`purchase`
Units	Counter	`purchase`
Carts	Counter	`scOpen`
Cart Views	Counter	`scView`
Instances	Counter	N/A
Checkouts	Counter	`scCheckout`
Cart Additions	Counter	`scAdd`
Cart Removals	Counter	`scRemove`
Visits	Counter (no subrelations)	N/A
Page Views	Counter (no subrelations)	N/A
Daily Unique Visitors	Counter (no subrelations)	N/A

Standard Commerce Events	Type	s_code variable
Unique Visitors	Counter (no subrelations)	N/A

Job Portal

Defines common settings for a job portal or career search website.

Conversion Variables	Type	Subrelations	Allocation	Expiration	s_code variable
Internal Promotion	String	Basic	Most Recent (Last)	Visit	`evar1`
Internal Search Terms	String	Basic	Most Recent (Last)	Visit	`evar2`
Self-Service Event Type	String	Basic	Most Recent (Last)	Visit	`evar3`

No success events are configured by this report suite template.

Custom Insight Variables	s_code variable
Secure / Non-Secure	`prop1`
Traffic Property 2 - 5	`prop2, prop3, prop4, prop5`

The following table contains a list of the standard commerce events. Initial configuration for these events is identical in all report suite templates. Events with an s_code variable of N/A do not need to be set, they are provided automatically.

Standard Commerce Events	Type	s_code variable
Revenue	Counter	`purchase`
Orders	Counter	`purchase`
Units	Counter	`purchase`
Carts	Counter	`scOpen`
Cart Views	Counter	`scView`
Instances	Counter	N/A
Checkouts	Counter	`scCheckout`
Cart Additions	Counter	`scAdd`
Cart Removals	Counter	`scRemove`
Visits	Counter (no subrelations)	N/A
Page Views	Counter (no subrelations)	N/A
Daily Unique Visitors	Counter (no subrelations)	N/A

Standard Commerce Events	Type	s_code variable
Unique Visitors	Counter (no subrelations)	N/A

Lead Generation

Defines common settings for a website that provides information about services and products that are typically sold through further engagement.

Conversion Variables	Type	Subrelations	Allocation	Expiration	s_code variable
Internal Promotion	String	Basic	Most Recent (Last)	Visit	`evar1`
Internal Search Terms	String	Basic	Most Recent (Last)	Visit	`evar2`
Self-Service Event Type	String	Basic	Most Recent (Last)	Visit	`evar3`

No success events are configured by this report suite template.

Custom Insight Variables	s_code variable
Secure / Non-Secure	`prop1`
Traffic Property 2 - 5	`prop2, prop3, prop4, prop5`

The following table contains a list of the standard commerce events. Initial configuration for these events is identical in all report suite templates. Events with an s_code variable of N/A do not need to be set, they are provided automatically.

Standard Commerce Events	Type	s_code variable
Revenue	Counter	`purchase`
Orders	Counter	`purchase`
Units	Counter	`purchase`
Carts	Counter	`scOpen`
Cart Views	Counter	`scView`
Instances	Counter	N/A
Checkouts	Counter	`scCheckout`
Cart Additions	Counter	`scAdd`
Cart Removals	Counter	`scRemove`
Visits	Counter (no subrelations)	N/A
Page Views	Counter (no subrelations)	N/A
Daily Unique Visitors	Counter (no subrelations)	N/A

Standard Commerce Events	Type	s_code variable
Unique Visitors	Counter (no subrelations)	N/A

Support Media

Provides common settings for a website that provides product support articles and videos.

Conversion Variables	Type	Subrelations	Allocation	Expiration	s_code variable
Internal Promotion	String	Basic	Most Recent (Last)	Visit	`evar1`
Internal Search Terms	String	Basic	Most Recent (Last)	Visit	`evar2`
Self-Service Event Type	String	Basic	Most Recent (Last)	Visit	`evar3`

No success events are configured by this report suite template.

Custom Insight Variables	s_code variable
Secure / Non-Secure	`prop1`
Traffic Property 2 - 5	`prop2, prop3, prop4, prop5`

The following table contains a list of the standard commerce events. Initial configuration for these events is identical in all report suite templates. Events with an s_code variable of N/A do not need to be set, they are provided automatically.

Standard Commerce Events	Type	s_code variable
Revenue	Counter	`purchase`
Orders	Counter	`purchase`
Units	Counter	`purchase`
Carts	Counter	`scOpen`
Cart Views	Counter	`scView`
Instances	Counter	N/A
Checkouts	Counter	`scCheckout`
Cart Additions	Counter	`scAdd`
Cart Removals	Counter	`scRemove`
Visits	Counter (no subrelations)	N/A
Page Views	Counter (no subrelations)	N/A
Daily Unique Visitors	Counter (no subrelations)	N/A

Standard Commerce Events	Type	s_code variable
Unique Visitors	Counter (no subrelations)	N/A

Rollup and Global Report Suites

Rollup report suites aggregate data from multiple child report suites and display them in a summarized data set.

Not to be mistaken with global report suites, rollups provide a convenient place to see summed totals such as Page Views, Revenue, or Technology metrics. Rollups are frequently used because they do not require additional implementation.

- *Definitions of Report Suite Types*
- *Rollup vs. Global Report Suites*
- *Which Report Suite Type Do I Want to Implement?*

Definitions of Report Suite Types

Global report suite: Implementation is altered to send image requests across domains into a single global report suite, in addition to individual report suites.

Rollup report suite: Created in Admin Tools. Takes the sum of each metric at the end of every day.

- Rollups are free to use and do not increment any server calls.
- Rollups provide total data, but do not report individual values in reports. For example, eVar1 values are not included, but its aggregate total can be.
- Data is not deduplicated when combining data across report suites. A single user can touch three different report suites in a single day, and would appear as three daily unique visitors in the rollup.
- Rollup aggregation happens on a nightly basis.
- When adding a report suite to an existing rollup, historical data is not included in the rollup.
- Rollup report suites have limited reporting capabilities. For example, unique visitor counts are added across report suites. If the same person visits two separate report suites, a rollup lists that person as two visitors, whereas a standard global report suite shows one visitor.
- All child report suites must have data in them in order for a rollup to function. If new report suites are included in a rollup, make sure to send at least one page view to those report suites.
- Rollup report suites are limited to a maximum of 40 child report suites.
- Rollup report suites are limited to a maximum of 100 events.
- Data contained in Rollup report suites does not support subrelations, segments, or any metrics that were introduced in marketing reports.
- The Pages report is not available in rollup report suites. It is replaced by the Most Popular Sites report, which reports on metrics at the child-suite level.

Rollup vs. Global Report Suites

Server calls: Global report suites increment secondary server calls, while rollups do not make any server calls whatsoever.

Implementation changes: Rollups do not require any implementation changes, while global report suites require an additional report suite ID be placed in the s_code.js file.

Duplication: Global report suites deduplicate unique visitors, while rollups do not. For example, if a user visits three of your domains in the same day, rollups would count three daily unique visitors. Global report suites would record one unique visitor.

Time frame: Rollups are only processed at midnight each night, while global report suites report data with standard latency.

Breadth: Global report suites can attribute credit to conversion variables between report suites, as well as provide pathing across report suites. Rollups have no way to communicate between report suites.

Historical data: Rollups can aggregate historical data, while global report suites only report data from the point they were implemented.

Reports: Global report suites provide additional information on ALL reports implemented; rollups provide aggregate data on only high-level reports.

Supported products: Rollups are not supported in data warehouse or ad hoc analysis. Marketing reports are limited to 40 child report suites. Global report suites can be used across all products, and can have an unlimited number of child report suites.

Which Report Suite Type Do I Want to Implement?

When choosing whether to use rollups or global report suites, consider the following:

- Is the number of server calls critical to my organization? If keeping server calls limited is important, consider using rollups. Global report suites almost double the number of server calls made.
- Does reporting a high-level total of traffic across all suites suffice? If deduplicated visitors are a requirement, consider implementing a global report suite.
- Are pathing and conversion/success events across domains important? If cross-site campaigns are heavily used, consider implementing a global report suite.
- Is viewing total site data time-sensitive? Individual report suites still report near real time. If seeing report suite totals the next day is adequate, rollups are recommended.
- Is there a large amount of actionable historical data? Global report suites cannot report retroactively - rollups are recommended if historical data is important.
- Is data warehouse and ad hoc analysis essential to supplement reporting? If so, a global report suite is recommended.

Neither choice affects individual report suites. Carefully consider the pros and cons before determining which your organization prefers.

Create a rollup report suite

Steps that describe how to create a rollup report suite.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. In **Report Suite Groups**, click **Add** next to the **Rollups** heading.
3. In the **Create a New Rollup** dialog box, provide the following information:

   Report Suite ID: The rollup's report suite ID.

   Report Suite Title: The report suite title that appears in the Site menu.

   Time Zone: The time zone where data is reported.
4. Click **Create Rollup**.

Save a report suite search

Steps that describe how to define a set of criteria that determines the members of a report suite search.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. In Report Suite Groups, click **Add** (next to the **Saved Searches** heading.
3. In the **Name Search** field, type the name of the new saved search.
4. Define the search criteria, then click **Save Search**.

Scheduled Reports Queue

Lets Admin-level users see and manage scheduled reports across the organization.

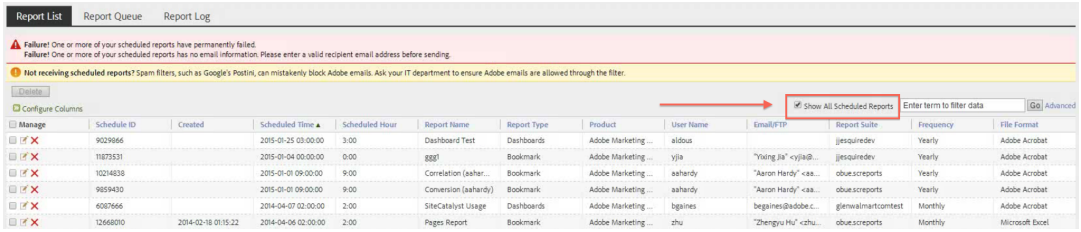
Analytics > **Components** > **Scheduled Reports**

Admin-level capabilities in the Scheduled Reports Manager include:

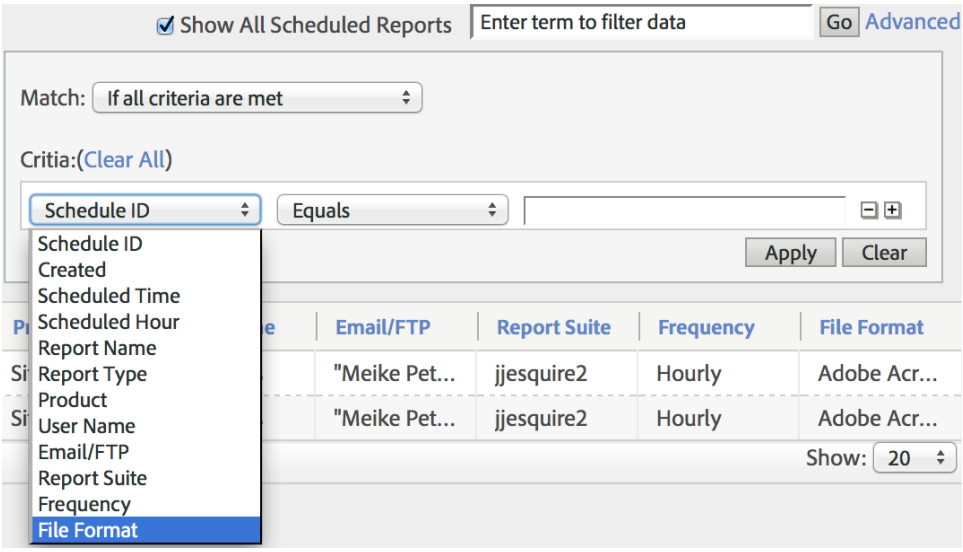
• The option to *Show all Scheduled Reports* in your organization.
• *Advanced Filtering Capabilities* across your organization.
• The new *Report Queue* tab that lists all reports that are queued for execution on reporting servers.
• Exposing the *Schedule ID* in the Report Queue interface.

Show all Scheduled Reports
On the **Report List** tab, you can **Show All Scheduled Reports** in your organization, in addition to the ones you personally scheduled.

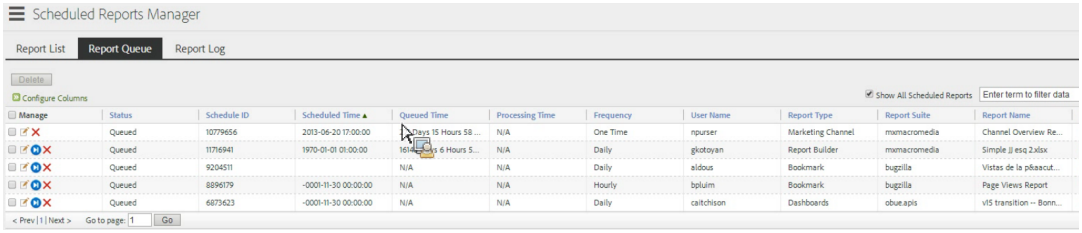
Note: *The **Report Name** column displays the name of the report which is being scheduled and the **File Name** column displays any custom file name set by you in Advanced Delivery Options. As a result, if you schedule multiple reports of the same report type and you specify customized names for each, the Scheduled Reports Manager would display multiple entries with the same Report Name but with different file names. This is because the back end report being scheduled is same, so the Report Name column would have the same report names for all but customized file names (as set).*



Advanced Filtering Capabilities
For example, if you wanted to filter on all reports that are scheduled hourly, you would specify **Frequency equals Hourly** in the **Advanced** filter and click **Apply**:

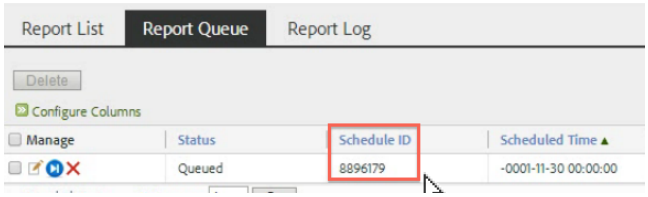


Report Queue
This queue lets you manage and potentially delete any scheduled reports that are "clogging up" the queue. (Typically, reports time out after 4 hours.)



The Report Queue also gives you the ability to "Skip a scheduled report once". Just click the blue icon in the **Manage** column.

Schedule ID
Having the **Schedule ID** exposed in the Report Queue interface helps when you need to contact Adobe Client Care for resolution of a scheduled reports issue.



Security Manager

Enables you to control access to reporting data. Options include strong passwords, password expiration, IP login restrictions, and email domain restrictions.

Analytics > **Admin** > **Company Settings** > **Security**

Element	Description
Require Strong Passwords	Forces users to create more secure passwords that adhere to the following rules: • Must be at least eight characters in length. • Has at least one symbol/number character between the first and last characters. • Has at least one alpha character. • Cannot be found in a dictionary or contain words from a dictionary (English). • May not include any three (3) consecutive characters from the login username. • Must be different than the previous 10 passwords. ***Note:*** *This feature is enforced on new passwords going forward. It does not check existing passwords, or force users to change existing passwords. For this reason, consider enabling password expiration to force users to change their passwords and adhere to the strong password rules.*
Password Expiration	Forces users to regularly change their user account password. You can specify the interval at which you want passwords to expire, and force passwords to expire immediately.
Enforce IP Login Restrictions	Limits report access to specific IP addresses or IP address ranges. You can add up to 100 entries in the IP Address Filter list, and each entry can be a specific address or a range of addresses. **Enforce IP Login Restrictions** is not enforced until there is at least one entry in the IP Address Filter list. **Accepted IP Address**: To specify an IP address range, enclose the range in brackets (for example, `192.168.10.[20-240]`). You can also use wildcards (*) to specify any number from 0 to 255 (for example, `192.168.[10-14].*`) Failed logins are logged and viewable from the *Usage and Access Log*.

Element	Description
Enforce Email Domain Restrictions	Filters the email addresses and domains where Analytics sends bookmarks, downloadable reports, and alerts. The email filter list supports up to 100 entries, and each entry can be an email address or an entire email domain. If a scheduled report has an unapproved email destination, Analytics sends an email notification of the problem, and a link to unschedule the report. **Enforce Email Domain Restrictions** is not enforced until there is at least one entry in the **Accepted Email Domain Filter** list. **Accepted Email Address and Domains**: To specify an IP address range, enclose the range in brackets (for example, `192.168.10.[20-240]`). You can also use wildcards (*) to specify any number from 0 to 255 (for example, `192.168.[10-14].*`)
Password Recovery Notification	Notifies the specified administrators when a user attempts to reset a user account password. **Available Admins**: Displays all administrators. You can Ctrl+click and Shift+click to select multiple administrators. **Email Members**: Displays the currently defined email group.

Server-Side Forwarding

Server-side forwarding is designed for customers who want to share data from Analytics to other Experience Cloud Solutions in real time. When enabled, server-side forwarding also allows Analytics to push data to other Experience Cloud solutions and for those solutions to push data to Analytics during the data collection process.

Server-side forwarding improves upon data collection because it:

- Reduces calls from the page. With server-side forwarding, Audience Manager customers no longer need to use DIL for data collection because it is being forwarded from Analytics. Removing DIL means eliminating a "/event" call. Fewer calls helps improve page load times, which makes for a better customer experience on your site.
- Lets you take advantage of data sharing among Experience Cloud solutions.
- Conforms with our best practices for Audience Manager code implementation and deployment.

Tip: *Current Audience Manager customers who use Analytics should migrate to server-side forwarding. New Adobe Analytics and Audience Manager customers should implement server-side forwarding (instead of DIL) as the default data collection and transfer method.*

To understand where your organization is in terms of implementing server-side forwarding, go through these validation steps:

Step #	Task Description	Notes
1	Verify whether Experience Cloud ID (MID)service is implemented, by inspecting the *Analytics tracking request*.	On the **Request** tab, verify that a MID value is being set. This tells you that Experience Cloud ID service is implemented correctly, which is a pre-requisite for server-side forwarding. • If you see a MID value, continue to step 2. • If you do not see a MID value, *implement Experience Cloud ID Service* before proceeding to step 2.

2	Verify whether you already have a version of server-side forwarding implemented, by *inspecting the Analytics tracking request*.	In the “Response” tab, check that the response contains Audience Manager data. If you see:
		• A **JSON response from Audience Manager that includes items such as “postbacks” or “dcs_region”**: you have some form of server-side forwarding already enabled. Continue to step 3.
		• The **“status":"SUCCESS”**: you have the Audience Management Module implemented, but do not have server side forwarding properly configured. Continue to step 3.
		• A **2 x 2 image**: you do not have server-side forwarding or the Audience Management Module implemented. To correct this:
		  • **AAM Customers with DIL**: coordinate the following 2 items in close conjunction:
		  1. Remove the DIL code and install the *Audience Management Module* page code.
		  2. Enable server-side forwarding in the Analytics Admin UI as described in step 3. Enabling this setting before removing DIL code will duplicate data and create additional billed server calls to Audience Manager.
		  • **New AAM customers** - install the *Audience Management Module* page code and continue to step 3. Data will not be sent to Audience Manager until server-side forwarding is turned on in step 3.

3	Verify whether you have server-side forwarding implemented at the report-suite level, rather than the legacy tracking server approach.	Server-side forwarding at the report-suite level is recommended over the legacy tracking server approach because you can control at a finer level what data gets shared from Analytics. It is also a pre-requisite for this Audience Analytics integration. Go to **Analytics** > **Admin** > **Report Suites** > **(select report suites)** > **Edit Settings** > **General** > **Server Side Forwarding**. If the checkbox is: • **Inactive** (You are unable to make a selection or the menu does not exist): you do not have the selected report suites mapped to your IMS Org. Make sure that your applicable report suites are mapped to the proper IMS Org using the *Report Suite Mapping UI*. • **Disabled**: You do not have the new server-side forwarding turned on. Read the content on the page and then proceed with enabling the feature. • **Enabled**: You are provisioned for new server-side forwarding. You are also able to set up this Audience Analytics integration.

Note: *Data will not appear in other Experience Cloud solutions, such as Audience Manager or Audiences, until all 3 steps are complete. Once enabled, it will take several hours for these settings to take effect.*

Requirements for Server-Side Forwarding

You must meet these Experience Cloud solution, service, and code requirements to implement server-side forwarding. These requirements also include instructions on how to check for code versions and where to get the latest code libraries.

Requirement Type	Description
Solution Requirements	Server-side forwarding works with *Analytics* and *Audience Manager* and/or *Audiences*.
Service Requirements	Server-side forwarding requires the *Experience Cloud ID service*. The Experience Cloud ID service provides a universal ID that identifies site visitors across all the solutions in the Experience Cloud. You need to implement the ID service before server-side forwarding will work.
Code Versions	Server-side forwarding requires version 1.5 (or newer) of the code libraries listed below. As a best practice, we recommending using the latest versions rather than these required minimums. • `AppMeasurement.js` • `AppMeasurement_Module_AudienceManagement.js` • `VistorAPI.js` **Determine Your Code Library Version** Any tool that monitors the HTTP requests made by a browser can show you the version number for your AppMeasurement and Visitor API code. The `AppMeasurement_Module_AudienceManagement.js` does not contain or return a version ID. The following examples show you what the version IDs for look like for `AppMeasurement.js` and `VisitorAPI.js` code. • `AppMeasurement.js`: The *Adobe Debugger* returns the AppMeasurement version like this: `Version of Code | JS-1.5.1`. Other tools may use a different label, but the value always follows the pattern `JS-X.X.X`, where `X` is a version number. • `VisitorAPI.js`: Look for the `d_visid_ver` parameter. It will show you the Visitor ID service like this: `d_visid_ver: 1.5.5`. Visitor API code older than version 1.5.2 did not include a version number. You're probably using an older code library (and need to upgrade) if your monitoring results do not return a version number.

Server-Side Forwarding Data and Code Reference

A comprehensive list and descriptions of the configuration variables, HTTP headers, and data signals in server-side forwarding calls.

Contents:

Configuration Variables
HTTP Headers
Customer-Defined Signals

Configuration Variables

Parameters prefixed with `d_` identify special, system-level key-value pairs used by our *data collection servers* (DCS). See also *Supported Attributes for DCS API calls*.

Parameter	Description
`d_rs`	(Gets set with legacy/tracking-server-based server-side forwarding) Set to the report suites passed in with the hit to Analytics.
`d_dst_filter`	(Gets set with report-suite-based server-side forwarding) Set to the report suite IDs passed in with the hit to Analytics.
`d_dst`	Set `d_dst=1` if the request to Analytics is expecting content about the destination to be sent back to the client.
`d_mid`	The Experience Cloud ID passed in to Analytics. See *Cookies and the Experience Cloud ID Service*.

HTTP Headers

These headers are fields contain information like requests for data and responses in an HTTP call.

HTTP Header	Description
`Host`	This is set to the client's specific data collection host name specified in the Analytics host config file. It appears as *`host name`*`.demdex.net`. See .
`User-Agent`	Set to the User-Agent header passed in to Analytics.
`X-Original-User-Agent`	Only set if an alternate user agent was specified by one of these headers: • `X-Device-User-Agent\` • `X-Original-User-Agent\` • `X-OperaMini-Phone-UA\` • `X-Skyfire-Phone\` • `X-Bolt-Phone-UA\`
`X-Forwarded-For`	Set to the IP address of the requesting client. Analytics will have already parsed the incoming `X-Forwarded-For` header and determined the correct IP address to use.

HTTP Header	Description
`Accept-Language`	Set to the `Accept-Language` header passed in to Analytics.
`Referer`	Set to the page URL passed in to Analytics or gathered from the `Referer` header passed in to Analytics.

Customer-Defined Signals

Parameters prefixed with `c_` identify customer-defined variables. See also .

Signal	Description
`c_browserWidth` and `c_browserHeight`	Browser window width and height.
`c_campaign`	Set by `s.campaign`.
`c_channel`	Set by `s.channel`.
`c_clientDateTime`	Timestamp formatted as *`dd/mm/yyy hh:mm:ss`* `W TZ`. `TZ` is in minutes and matches the return of the `Date.getTimezoneOffset` method.
`c_colorDepth`	Specified as 16- or 32-bit color.
`c_connectionType`	Specifies connection type. Options include: • `modem` • `lan`
`c_contextData.*`	Examples: • AppMeasurement: `s.contextData["category"] = "news";` • Signal: `c_contextData.category=news`
`c_cookiesEnabled`	Specifies if cookies can be enabled. Options include: • `yes` • `no` • `unknown`
`c_currencyCode`	Type of currency used for the transaction.
`c_evar#`	Custom evars
`c_events`	Set by `s.events`.

Signal	Description
c_hier#	Custom hierarchy variables.
c_javaEnabled	Specifies if Java can be enabled. Options include: • yes • no • unknown
c_javaScriptVersion	Version of JavaScript supported by a browser.
c_latitude	Numeric latitude
c_linkClick	Options include: • custom • download • exit
c_linkCustomName	The custom name (if any) provided for the link.
c_linkDownloadURL	The URL of download links.
c_linkExitURL	The exit link URL.
c_list#	Custom list variables.
c_longitude	Numeric longitude.
c_mediaPlayerType	For media stream tracking requests. Options include: • other • primetime
c_pageName	The page name (if set).
c_pageURL	The address of the page in the address bar of the browser.
c_products	The product string (set by s.products).
c_prop	Custom props.
c_purchaseID	A unique ID for the purchase.

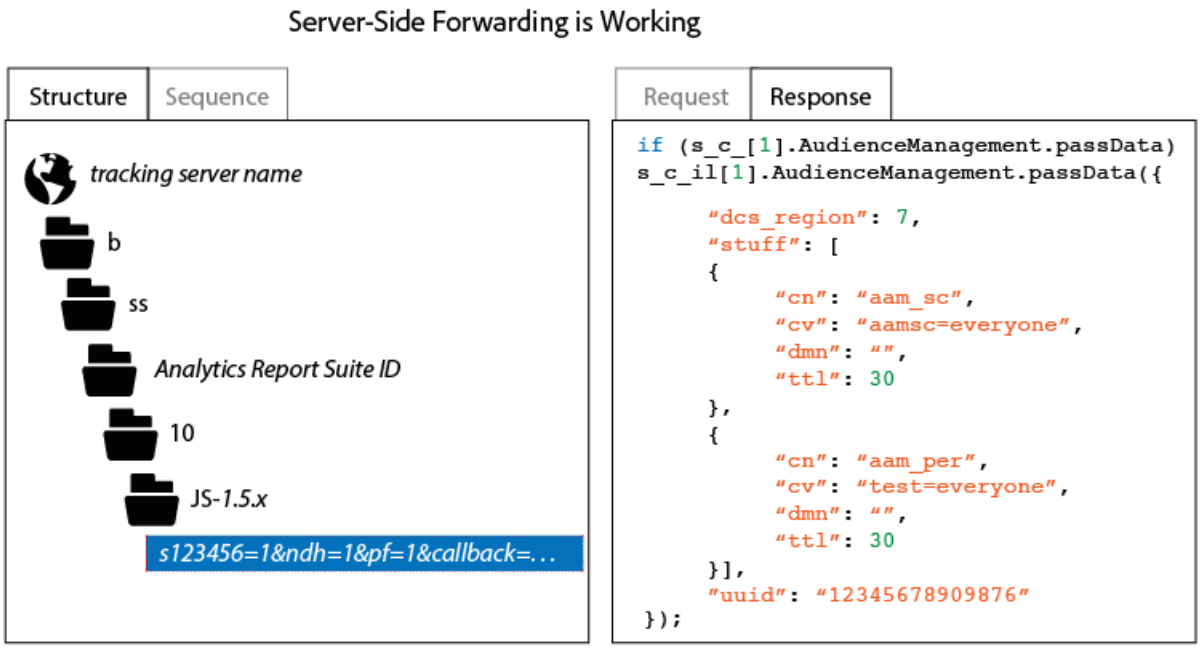
Signal	Description
`c_referrer`	The page prior to the current page.
`c_screenResolution`	Screen width and height (in pixels).
`c_server`	Web server name (set by `s.server`).
`c_state`	Geographic region (set by `s.state`).
`c_timezone`	Time offset (in hours).
`c_transactionID`	A unique ID for a transaction.
`c_zip`	Postal code (set by `s.zip`).

How to Verify Your Server-Side Forwarding Implementation

To verify that Server-side forwarding is properly enabled, you'll need to inspect the HTTP response from the Analytics tracking request. This can be done using a browser's developer tools or by using a proxying tool such as the Charles Web Debugger. The following instructions illustrate what indicators must be present to ensure server-side forwarding is properly enabled.

To check the status of server-side forwarding:

1. Load a test page that contains updated AppMeasurement code.
2. In your browser's debugging tools or using your proxy software, inspect the HTTP response from Analytics' tracking request (you can easily filter this by selecting any path containing "b/ss").
3. Inspect the HTTP response. If the response contains Audience Manager data (as illustrated below), then server-side forwarding is working.



: If the response contains the key value pair `"status":"SUCCESS"` or a 2 x 2 image, then server-side forwarding *is not* configured correctly. Please ensure that the Experience Cloud ID Service is properly deployed, you've deployed the App Measurement module, that the applicable report suite has been mapped to the correct IMS Org, and that server-side forwarding has been enabled in the Analytics admin console.

Server-Side Forwarding FAQ

Frequently asked questions about features, functionality, and issues related to server-side forwarding.

Contents:

Tracking Servers
Tagging and Reporting

Tracking Servers

Question	Answer
Q: What if I'm currently using the legacy, tracking server based server side forwarding?	The legacy tracking server based server side forwarding method will continue to forward data from Analytics to Audience Manager, however if you wish to send Audience Manager segments into Analytics, the new report suite based server side forwarding is required. Additionally, there is no harm in enabling a report suite for server side forwarding on top of your tracking server configuration - the new report suite server-side forwarding setting will be used whenever there is a conflict.
Q: Should I migrate my legacy tracking server based server side forwarding to the new report suite based server side forwarding?	We will continue to support the tracking server based server side forwarding for the foreseeable future, however if you want to take advantage of the integration from Audience Manager to Analytics (segment sharing to Analytics), then you'll need to enable the new report suite based server side

Question	Answer
	forwarding for all applicable report suites. There is no urgent reason to disable the legacy tracking server based server side forwarding however.

Tagging and Reporting

Question	Answer
Q: What if I have multi-suite tagging on my site? Will server-side forwarding double my server calls to Audience Manager?	No, a hit that is forwarded from Analytics to Audience Manager will only be forwarded once to Audience Manager regardless of the number of report suites in the hit. If you have corresponding data sources in Audience Manager for each of the report suites in the hit, each will be populated appropriately from that single hit. Keep in mind however, that if you currently use client-side data collection (DIL) and you enable server-side forwarding without installing the Audience Management Module, you will double your server calls to Audience Manager regardless of the number of report suites you have in your Analytics hit.
Q: What if I have multi-suite tagged report suites that are mapped to separate IMS Orgs?	You should never send data from a single Analytics hit to two report suites that belong to separate IMS Orgs, but if this does occur, we will only forward the hit to the IMS Org matching the Experience Cloud ID Service setup on the page.
Q: What if I have multi-suite tagging and only one of my report suites is mapped to my IMS Org and the other is not?	We will forward the hit to the corresponding data collection server for the IMS Org on your mapped report suite, however since the non-mapped report suite will not have an associated data source in Audience Manager, no data will be recorded for the un-mapped report suite in Audience Manager.
Q: What if I have a report suite that is mapped to multiple IMS Orgs?	Analytics will consider this report suite as unmapped and will not allow server side forwarding to be enabled for this report suite. Contact customer care to resolve this mapping issue.
Q: Will the report suite based server side forwarding method be slower than the tracking server based server side forwarding?	No, the response time will be the same.
Q: What if we have two IMS Orgs (or AAM instances) and want to share data between both IMS Orgs? Can I server side forward a single Analytics hit to multiple IMS Orgs?	No. If you need to share data collected under one IMS Org to another IMS Org, we recommend sending any applicable audiences from one Audience Manager instance to another using the audience marketplace.

Question	Answer
Q: Will server-side forwarding result in any additional billing in Audience Manager or Analytics?	In Analytics, no additional billing will occur. In Audience Manager, forwarded hits are treated like any other hits and are billed. This is why it is important not to have DIL and server-side forwarding enabled at the same time, which could cause double-billing as well as data duplication.

Single Sign-On

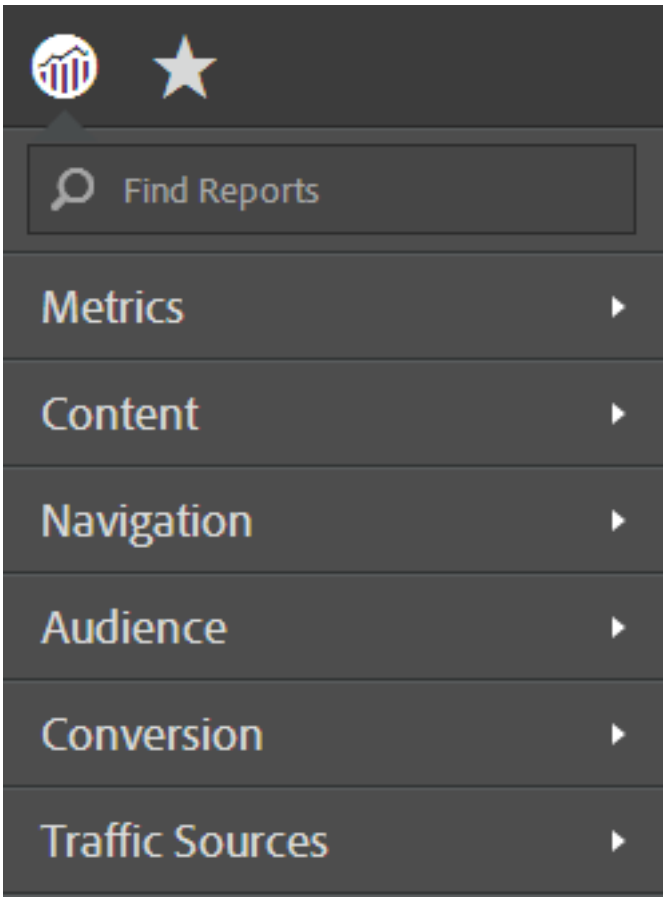
Single sign-on in the Adobe Experience Cloud is implemented through the Admin Console.

See *Administration User Guide* in for help.

Simplified Reports Menu

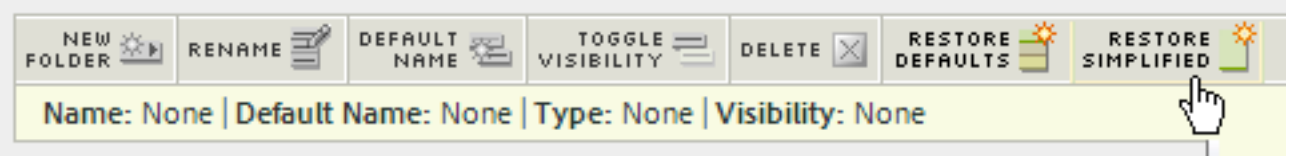
Steps to implement the simplified reports menu in marketing reports and analytics.

The simplified Adobe Reports & Analytics menu lets you choose to apply an alternate and simplified menu with restructured folders underneath. The simplified menu displays these options by default:



Note: *Be aware that applying the simplified menu removes all customization you may have made to the default menu structure. It also implements the simplified menu structure for all marketing reports and analytics users in your organization. Think carefully about the ramifications (such as training developed around your existing menu structure) before implementing this new menu, as you cannot revert to any customization in your existing menu structure.*

1. Navigate to **Analytics** > **Admin** > **Report Suites** to open the Report Suite Manager.
2. Select the report suite for which you want to implement the simplified menu structure.
3. Go to **Edit settings** > **General** > **Customize Menus**.
4. Click **Restore Simplified** to implement the simplified menu structure.



5. To go back to the (non-customized) default menu, click **Restore Defaults**.

Social Management

If you have Adobe Social enabled, this option allows you to classify Social variables.

Analytics > **Admin** > **Report Suites** > **Edit Settings** > **Social Management** > **Social Classifications.**

Success Events

Success events are actions that can be tracked. You determine what a success event is. For example, if a visitor purchases an item, the purchase event could be considered the success event.

There are many kinds of success events, depending on your web site type. Several examples include:

• **Retail**: Product view, checkout, purchase
• **Media**: Subscription, contest sign-up, page view, video view
• **Finance**: Application submission, login, self-service tools usage
• **Travel**: Booking (purchase), internal campaign (click-through), search (pricing itinerary)
• **Telecommunications**: Purchase, leads, self-service tools usage
• **High Tech**: White-paper download, RFP, form completion, support requests
• **Automotive**: Lead submission, request a quote, brochure download

The *s.events* variable defines a success event.

Success Events Page - Descriptions

Analytics > **Admin** > **Report Suites** > **Edit Settings** > **Conversion** > **Success Events**

The Success Events page lets you configure the Event variables used on your site. You can add up to 1,000 success events. Events 81-1,000 only work if on H22 code or higher.

Element	Description
Event	The original name of the event.
Name	Give meaningful names to success events used on your site. For example, if event1 is used to track registrations, change the name here so that event1 will be represented as the "Registrations" metric in all Conversion reports.
Type	The selected **Type** determines whether the event is a counter (standard), numeric, or currency event. Numeric and currency events allow you to increment metrics by more than one. Counter events are used to record an event in time, whereas currency events record a decimal number, like tax or shipping. The value passed into currency events is converted from the page currency to the report suite's base currency upon receipt. For details on using currency events, contact an Adobe representative. Numeric events are used to report on non-currency numbers, such as the number of coupons used in an order. Currency events are used to track tax and shipping charges. Events used in the Standard type of Data Sources must be numeric or currency events.
Polarity	Metric polarity allows you to indicate whether Adobe Analytics should consider it good or bad if a given custom event (metric) goes up. It will allow Adobe Analytics to show directional indicators (arrows) for various metrics to add context (for example, week over week comparisons. Examples: if "Bugs Submitted" goes up week over week, should Adobe Analytics consider that good, or bad? An increase in Email Registrations is probably good. But an increase in Form Submission Errors is probably bad.
Description	A brief description of the event's purpose and usage.
Unique Event Recording	See *Event Serialization*.
Participation	See *Metrics Participation*.
Warning (currency event)	When changing event types to or from a currency event, a message is displayed stating that historical data is not available in reporting. Different event types use separate data tables, and cannot be used simultaneously. Some historical data can be restored if the user reverts the event type. However, any data collected after the initial change is not available. Use caution when changing an event type.

Configure success events

Steps that describe how to configure success events.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **Conversion** > **Success Events**.

4. In the **Name** column, select the checkbox next each item to enable editing, then specify the desired name.
5. In the **Type** column, select the checkbox next each item to enable the drop-down list, then select the desired type.

   Note: *Before you change an event type, see About Changing the Event Type.*

   See *Success Events Page - Descriptions* for information about these elements.
6. In the **Polarity** column, specify whether an upward trend for this metric is good or bad.
7. In the **Visibility** column, you can hide standard (built-in) metrics, custom events, and built-in events in the Menu, Metric Selectors, Calculated Metrics Builder, and the Segment Builder.
   This setting does not impact the data collection for that metric or event; it affects only its visibility in the user interface. *More...*
8. Provide a description.
9. Check whether to always record the event.
10. Enable or disable *participation metrics*.

    Note: *You can enable participation for up to 100 custom events. Beyond that, you can create participation metrics in the Calculated Metrics builder.*

11. Click **Save**.

About Changing the Event Type

Describes the consequences of changing an event type after data has been collected.

Version 14 Report Suites

If you change an event from counter, numeric, or currency to another type, any data captured as the previous type is hidden until the type is changed back. Version 14 event data is displayed only when the current event type matches the captured event type.

Any data sent while the event is set to another type is lost permanently.

Version 15 Report Suites with Historical Version 14 Data

In version 15, you can change an event from counter, numeric, or currency to another type without losing access to previously captured data. However, if you change an event type, any historical version 14 data that was captured as the previous type is hidden until the type is changed back.

For these report suites, do not change an event type unless you understand that you will lose access to historical version 14 data for that event. The historical version 14 event data is displayed only when the current event type matches the captured event type.

Version 15 Report Suites

In version 15, you can change an event from counter, numeric, or currency to another type without losing access to previously captured data.

Survey Settings

You can specify whether a user group has access to Survey management or reporting. Users with the proper permission can generate reports on data collected from Survey. For example, you can run reports to see which surveys are associated with generating revenue, or you can see the performance of each survey compared to other surveys. You can see which surveys users are completing and which questions and responses are generating revenue.

To access **Survey Settings**:

1. Click **Analytics** > **Admin** > **Report Suites**, then select a report suite.
2. Click **Edit Settings** > **Survey Settings** > <*selection*>.

Timestamps Optional

Combine both timestamped and non-timestamped data into a single report suite.

Timestamps Optional lets you:

- Mix timestamped and non-timestamped data in the same global report suite.
- Send timestamped data from a mobile app to a global report suite.
- Upgrade apps to use offline tracking without having to create a new report suite.

See *Using Timestamps Optional* for best practices when using timestamps in your report suite.

Important: *If you are using Timestamps Optional, then do not set s.visitorID on data that is already timestamped. This can lead to out-of-order data and negatively impact time calculations (such as time spent values), attribution (eVar persistence), visit number/visit counts, and pathing reports.*

Note: *Timestamp-enabled session data is kept for up to 92 days.*

New Report Suites

- If created from a template, a new report suite defaults to Timestamps Optional.

  (You can create a new report suite from a template at **Admin > Report Suites > Create New > Report Suite**.)

- If copied from an existing report suite, then the new report suite inherits the timestamp setting from the original, including:

  - **Timestamps not allowed** (setting s.visitorID supported)
  - **Timestamps required** (setting s.visitorID not supported)
  - **Timestamps optional** (setting s.visitorID supported but not on timestamped hits)

To change existing report suites to Timestamps Optional

1. Go to **Admin > Report Suites > Edit Settings > General > Timestamp Configuration**.
2. Select the **Convert selected report suites to Timestamps Optional** box.

This will change your report suite to Timestamps Optional.

Note: *If a report suite was set to* ***Timestamps Optional****, to change this to any other setting, please contact Adobe Client Care.*

Traffic Variable

Custom Insight Traffic Variable (or prop) enables you to correlate custom data with specific traffic-related events. The prop variables are embedded in the implementation code on each page of your website.

Use the **Traffic Variables** page to enable, disable, or rename traffic variable reports. Once disabled, the report for a traffic variable does not appear in the user interface.

Enable traffic variable reports

Steps that describe how to add and enable traffic variable reports.

1. Click **Analytics** > **Admin** > **Report Suites**, then select a report suite.
2. Click **Edit Settings** > **Traffic** > **Traffic Variables**.
3. Click **Add New**, then name the report.
4. Click **Enable**, then click **Save**.

Traffic

The **Traffic Management** page lets you specify expected traffic volume changes. These settings let Adobe allocate the appropriate resources to ensure that your traffic can be tracked and processed in a timely manner.

To access traffic settings:

1. Click **Analytics** > **Admin** > **Report Suites**, then select a report suite.
2. Click **Edit Settings** > **Traffic** > <*selection*>.

See *Traffic Classifications*.

Traffic Management

The Traffic Management page lets you specify expected traffic volume changes. These settings let Adobe allocate the appropriate resources to ensure that your traffic can be tracked and processed in a timely manner.

To access **Traffic Management**:

1. Click **Analytics** > **Admin** > **Report Suites**, then select a report suite.
2. Click **Edit Settings** > **Traffic Management** > <*selection*>.

Schedule a traffic spike

The Schedule Spike section lets you alert Adobe of temporary traffic spikes so that appropriate resources can be allocated to handle them.

Please read the information about *Required Lead Time for Traffic Increases* before you schedule a traffic spike.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **Traffic Management** > **Schedule Spike**.
4. In the **Spike Start Date** field, specify the date when you expect the traffic spike to start.
5. In the **Spike End Date** field, specify the date when you expect the traffic spike to end.
6. In the **Expected Daily Page Views During Spike** field, specify the total expected daily page views during the traffic spike period, then click **Submit**.

   Make sure to specify the total expected page views, not just the additional page views.

   Note: *To schedule a traffic spike, include a phone number in your user contact information so that Adobe can contact you with questions, if needed.*

Estimate past server calls and schedule a traffic spike

You can get, say, last year's daily server call average during a specific time frame, plus an expected increase in server call volume for this year. You can then schedule a traffic spike based on this multiplication factor.

1. Log in to Analytics as an Admin and go to **Admin** > **Traffic Management**.
2. Click **Expand** to expanding the report suite list and click **Select Report Suites** to select multiple report suites.
3. Click **Schedule Spikes**.
4. Under **Past Server Calls**, select a start and end date for the selected report suites.

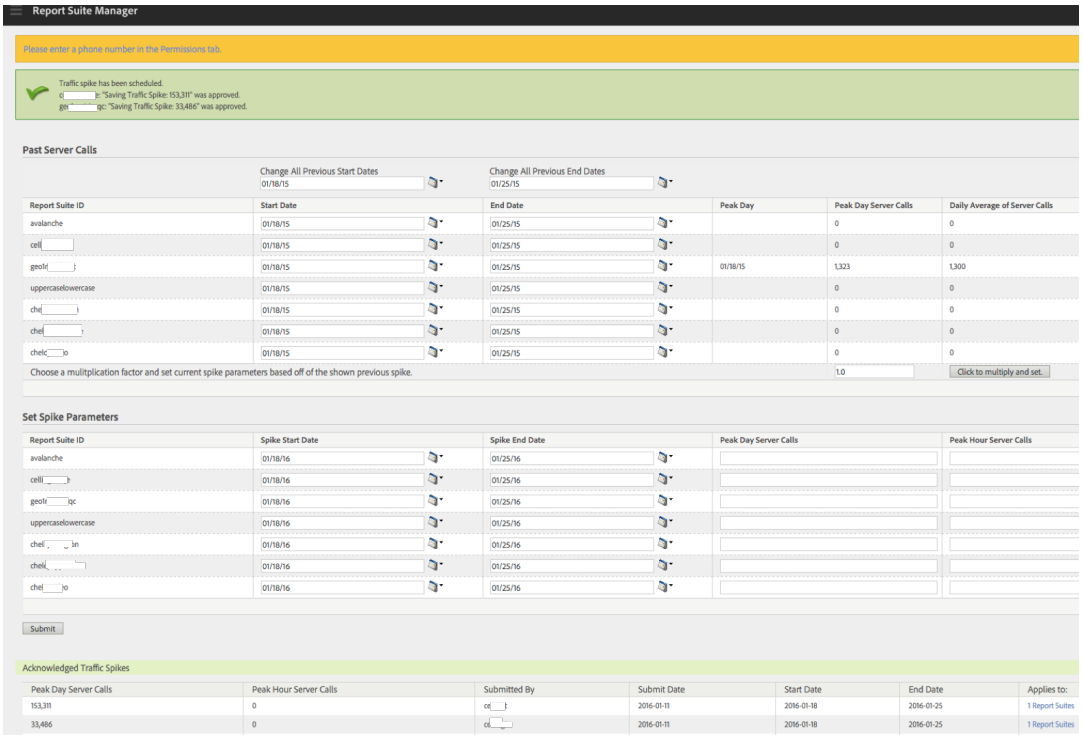
   The amount for Peak Day, Peak Day Server Calls and Daily Average of Server Calls is generated.

5. Input a value for the multiplication factor and click **Click to multiply and set**.

   The value for each of the columns is multiplied for each report suite.

6. Under **Set Spike Parameters**, submit the spike parameters for the selected report suites.

   The spike is now scheduled for each selected report suite.



Specify permanent traffic increase

The Permanent Traffic sections lets you change expected traffic levels so Adobe can reassign resources to handle the new traffic level.

Please read the information about *Required Lead Time for Traffic Increases* before you specify a permanent traffic increase.

1. Open the Report Suite Manager by clicking **Analytics** > **Admin** > **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **Traffic Management** > **Permanent Traffic**.
4. In the **New Expected Daily Page Views** field, specify the total expected daily page views for the new traffic level.

   Make sure to specify the total expected page views, not just the additional page views.
5. In the **Effective Date** field, specify the date when you expect the new traffic level to start, then click **Submit**.

> ***Note:*** *To schedule a permanent traffic increase, include a phone number in your user contact information so that Adobe can contact you with questions, if needed.*

Required Lead Time for Traffic Increases

Adobe requires advance notice for new account setups, traffic spikes and traffic increases. Hardware must be allocated in advance to minimize latency and possible adverse impacts to the overall system.

Allocation of hardware is driven by alerts submitted through the reports & analytics user interface. **Unfortunately, Adobe is not able to accommodate "placeholder" traffic change requests. Unless otherwise indicated, please**

adhere to the suggested lead time as closely as possible, including not sending an alert too early. (See *Schedule a traffic spike* or *Specify permanent traffic increase*).

Use the following guidelines to determine how far in advance you must submit a traffic alert:

Hardware Allocation Lead Times

DAILY Traffic Estimates (Hits)	Lead Time Needed (January – October)	Lead Time Needed (November – December)
Up to 1,000,000	No lead time needed	No lead time needed
1,000,000 – 5,000,000	Two BUSINESS days	All traffic increases targeted for November-December should be submitted by September 15th. This is to allow time to purchase capacity if necessary to accommodate holiday traffic.
5,000,000 – 10,000,000	One calendar week	
10,000,000 – 25,000,000	Two calendar weeks	
Above 25,000,000	One or more months	

Other things to consider:

- If you have several report suites starting up or increasing that add up to the numbers listed above, the lead time applies as a sum of the traffic expected for each of them.
- Have the following information available to submit a traffic change:
  - Report suite ID
  - Estimated hits per day
  - Go-live date
- Client Alerts are also needed when traffic decreases are or a report suite is deprecated.

Hardware De-Allocation Due to Unrealized Traffic

Hardware for new accounts, traffic spikes and traffic increases will be de-allocated if the projected traffic in the client alert does not materialize within 4 weeks of the “Go live date”. If the traffic is still anticipated, a new client alert must be generated as a traffic increase.

Unique Visitor Variable

Designates an eVar to contain your unique visitor identifier. This variable lets you report on customer activity using your own unique identifier.

Specify the Unique Visitor variable

Steps that describe how to designate which eVar contains your visitor identifier.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. Select a report suite.
3. Click **Edit Settings** > **Conversion** > **Unique Visitor Variable**.
4. Select the **Available eVars** checkbox to enable the drop-down list.
5. Select an eVar from the drop-down list, then click **Save**.

Use Case - Extracting Visitor IDs

Data Warehouse provides a feature that allows you to extract a list of visitor IDs. These IDs are not cookie IDs, but IDs that you capture in one of your conversion variables. Although there are other ways to get at this information, the following example is a shortcut to generating a Data Warehouse request.

For example, assume that your business sends marketing e-mails to customers and prospects. Each of these e-mail recipients has a unique ID in your e-mail system (such as *EMAIL Contact ID*). You set up your e-mails so that when contacts receive an e-mail and click one of its links, the visitor arrives at your website with a campaign ID and a unique EMAIL Contact ID. For example, your e-mail link may resolve to:

```
http://www.test.com/?cid=springmailblast&mid=1363660158
```

Setting these in conversion variables (eVars) allows you to see how each e-mail performed (through the campaign ID) and how often each e-mail recipient visited the site (through the EMAIL Contact ID).

Assume you are capturing these IDs. Most marketers want to segment their website behavior and then see if they can re-market to those who meet certain criteria. For example, you may want to send a re-marketing e-mail to all e-mail recipients who came to your site from the e-mail and viewed (or completed) a website form. To do this, find a way to identify the EMAIL Contact IDs of those completing the specific form.

One way to do this is to use a Conversion Subrelation report to break down the Form ID eVar value by the EMAIL Contact ID eVar. However, a pre-built feature is available to do this using Data Warehouse. This feature allows you to tell which eVar stores your Unique User IDs (EMAIL Contact ID in this case) and allows you to easily extract those IDs using data warehouse. By using this feature, you can automatically create a data warehouse request that pulls the Unique Visitor IDs for which you are interested.

User and Product Management

Manage Analytics users, groups, and products in the Admin Console.

Important: *User and product management is moving to the Admin Console. Adobe will notify you when it is your time to migrate users. After all customers have migrated, help content for* ***Analytics*** > ***Admin Tools*** > ***User Management*** *will be retired.*

Help Resources for Admin Console Administrators

Task or Resource	Description
Migrate Analytics user IDs to the Admin Console	Adobe is assisting Analytics administrators to migrate user IDs to the Adobe Admin Console. This effort will occur in waves. When it is your turn to migrate your users, Adobe will notify Analytics administrators via email with instructions. At that time, a *migration tool* will be available in Analytics User Management to simplify this task. ***Important:*** *On the day of your users' migration, your former permission groups are automatically copied to the Admin Console. You will no longer be able to invite new users or create new groups in Analytics Admin Tools. Review the FAQ and help in Analytics User Migration to the Admin Console*

Task or Resource	Description
	for information about how to prepare for the migration and about administrative features that are affected.
Launch the Admin Console	After your user accounts are migrated, you can manage users and products across all solutions in the Admin Console Navigate to: *http://adminconsole.adobe.com/enterprise/*. For help, see *Manage Experience Cloud users and products* for updates to Experience Cloud user and product management in the Admin Console.

User Management Descriptions

The following table describes elements on the **Users** tab in **User Management**.

Element	Description
Number of User Logins available	The maximum number of user accounts you can create for this company. If necessary, you can contact your Account Representative or Customer Care to increase this number at no charge.
Number of User Logins in use	The number of user accounts currently in use for this company.
Number of User Logins Remaining	The difference between the user account maximum and the number of existing user accounts.
Add New User	Lets you add a user account to the company. This link is available only if the Number of User Logins Remaining is greater than 0. See *Users*.
Download Report	Exports the contents of the **Users** table to a tab-delimited file.
Login	The user name. You can click the user name to edit the user account properties. See *Users*.
First Name	The user's first (given) name.
Last Name	The user's surname (family name).
Title	The user's job title.
Admin	Specifies if the user account has administrative privileges.
Last Login	Displays a timestamp of the last login for this user account.
Create Time	Shows the date and time when the login account was created.
Expires	Displays the account expiration account, if applicable.
Manage	Provides links for user account management.
Edit	Edit user account settings.

Element	Description
	See *Users*.
Delete	Delete the user account.
Transfer	Assign the privileges (permissions and resource access) of one user account to another. See *Transfer user account items*.
Login as this user	Allows admins to impersonate and log in as a non-admin account. Admin accounts cannot be impersonated.

Report Suites

The **Report Suites** page lets you view and configure company report suites.

Analytics manages report suite access through group membership. For first-time setup, create the needed groups (assigning report suites to each group), then assign user accounts to the appropriate *groups*.

Assign user groups to a report suite

Steps that describe how to assign user groups to a report suite.

1. Click **Analytics** > **Admin** > **User Management**.
2. Click **Report Suites**.
3. Select a report suite.
4. Under **Report Suite Permissions Management** page, select the groups to assign to the report suite:

   Available Groups: Displays all currently defined groups. Select the desired groups, then click **Add**. The assigned groups appear in the Group Containing field (on the right).

   Group Containing: Displays all groups currently assigned to the report suite. To remove a group, select it, then click **Remove**.
5. Click **Save Changes**.

Users

Manage report users and groups on the **User Management** page lets you manage users and groups, and control access to reports, tools and report suites.

Analytics > **Admin** > **User Management** > **Edit Users**

User Account Descriptions

Current Password

Feature	Description
Current Password	Administrators who want to add a user account, or edit an existing one, must enter his or her administrative password in this field.

Contact Information

Element	Description
First Name	The user's given name.
Last Name	The user's surname.
Title	(Optional) The user's job title.
Phone Number	(Optional) The user's business phone number.
Email Address	The user's business email address.

Default Dashboards

Creates a default dashboard for a specified report suite.

Login

Element	Description
User Name	The username used to log in. This entry cannot be longer than 40 characters. Names longer than this limit are truncated.
Set Password	The default account password.
Confirm Password	The default account password.
Require user to change password	(Optional) When selected, the user must change his or her password at the next login.
Login Valid From	(Optional) The dates during which a temporary account is valid.

Access

Element	Description
Administrator	Grants the user permissions to all company reports, sites and pages in analytics reports, as well as the ability to add, edit or delete other users.
User	Grants the user only the selected group permissions. Select the desired groups in the **Available Groups** field (on the left), then click **Add**. The assigned groups appear in the **Assigned Groups** field (on the right). For information about creating and managing groups, see *Groups*.

Welcome Email

Element	Description
Send Welcome Email	Instructs the system to automatically send a message to the user's Email address with information about the new account.

Element	Description
Custom Message	Adds additional content to the welcome message. The custom message field supports HTML, but you cannot include attachments.
Preview Email	Displays the Welcome email in a separate browser window.
Set as default Welcome Message	Modifies the default Welcome message to include the custom content specified in the Custom Message pane.

User and Group Permissions Changes

Recent (2016) enhancements to Analytics user management and group permissions.

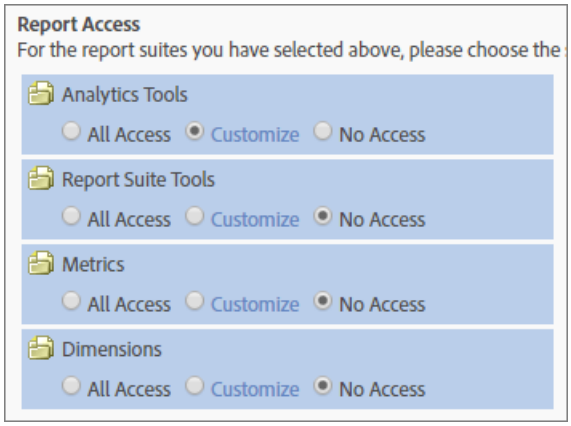
- *What Changed?*
- *Frequently Asked Questions about Permission Changes*
- *Permissioning Quick Reference*

What Changed?

Admin > **User Management** > **Groups**

Note: *Due to the high number of possible permission combinations available, we cannot provide documentation describing all of the API methods that can be used in every permission combination. Generally, non-administrators who are granted Web Services access will have only Read access to API methods. They will not have Write access to methods.*

Because the API and interface use the same permissioning system, whatever permissions a particular non-administrator has been granted by an administrator in the interface (Adobe Admin Console), will be the same permissions that user has in the API.

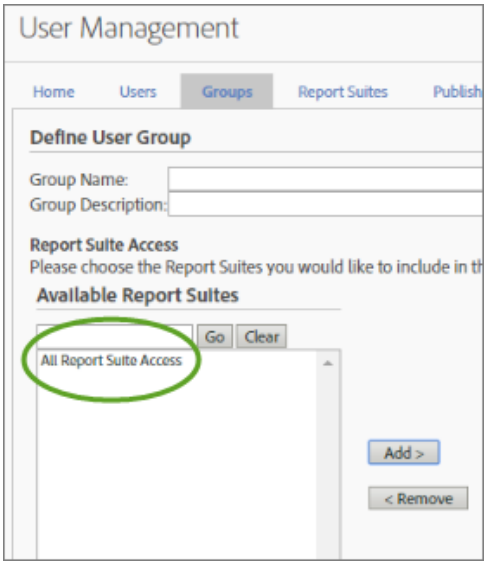
Enhancement	Description
Changes to the **Report Access** (Customize Groups)	**Add New Group** > **Report Access** The **Report Access** section on the **Define User Group** page has been streamlined to four categories, which enable you to customize permissions at a granular level.  Items previously in

Enhancement	Description
	• *Analytics Tools*: Enable user permissions for General items (billing, logs, etc.), Company Management, Tools, Web Service Access, Report Builder, and Data Connectors integration. **Note:** Company settings from the Customize Admin Console category have been moved to Analytics Tools. • *Report Suite Tools*: Enable user permissions for Web Services, Report Suite Management, Tools and Reports, and Dashboard Items. • *Metrics*: Enable permissions for traffic, conversion, custom events, solution events, content aware, and so on. • *Dimensions*: Customize user access at a granular level, including eVars, traffic reports, solution reports, and pathing reports. For example, you can create a group with access to multiple Analytics tools (**Analysis Workspace**, **Reports & Analytics**, and **Report Builder**), with permission to specific metrics and dimensions (including eVars), and capabilities like segment or calculated metrics creation.
Changes to Predefined Groups	**Administrator access:** Predefined groups are no longer required for administrators. Administrators now have access to all items (tools, metrics, dimensions), as well as Web Service access, Report Builder, Activity Map, and Ad Hoc Analysis. Going forward, the purpose of groups is to grant or restrict access to non-administrative users. **Custom groups:** Custom groups have replaced predefined groups. Existing predefined groups will be migrated to custom groups, using the same group name. Any custom groups that you have created, including their settings, will be preserved. However, you will notice that the location of settings will have moved. For example, Company settings (in Customize Admin Console) are now in *Customize Analytics Tools*. Users belonging to *All Report Access* have been migrated to a custom group with access to: • All Dimensions • All Metrics • All Report Suites • Channel Report Permission • Anomaly Detection Report Permission • Real-Time Report Permission • Analysis Workspace Access Permission Administrators can delete custom groups and create their own, as all settings that were previously available in predefined groups are available for customization under the **Report Access** settings in *Define User Groups*.
Dimension-Level Permissions	You can customize permissions to include or exclude access to dimensions (in addition to metrics).

Enhancement	Description
	• All current dimensions and metrics within custom groups have been automatically migrated to the new categories. If an existing group has metrics enabled, it will be given all newly permissionable dimensions (eVars and content aware) and metrics by default. • Classifications Importer (formerly, SAINT) permissions: Access to classifications is determined by access to the *variable* on which the classification is based. See *Customize Dimension Permissions*.
Enterprise Dashboard	Recommended only for new customers or customers with companies *provisioned in the Experience Cloud*. A migration for existing Analytics customers to the Experience Cloud identity management system is planned. More information is available in .

Frequently Asked Questions about Permission Changes

Here is important new information about new and planned updates and how they affect your administrative environment.

Question	Answer
What permissions changes came in the **July 2016** release?	**All Report Suite Access** When adding report suites to include in a group, you can specify **All Report Suite Access**. This setting applies group permissions to all current and future report suites. To enable this feature, navigate to **User Management** > **Groups** > **Add New User Group**, then select **All Report Suite Access**. 

Question	Answer
Should I use the Enterprise Dashboard to manage users, or the existing Analytics User Management?	Changes made in Analytics > Admin > User Management are not reflected in the Enterprise Dashboard. Therefore, only new customers who already use the Enterprise Dashboard for user and group management should continue doing so. A migration for existing Analytics group management to the Enterprise Dashboard is planned.
What Permissions changes were made in the **October 2016** release?	The following enhancements to the current **Admin Tools** interface are available: • Permission changes as described in *User and Group Permissions Changes*. • Removed *defunct traffic reports* that were no longer in the menu. • SAINT classifications permissions: Access to SAINT classifications will be determined by access to the variable the classification is for.
Is there anything I need to do to migrate users?	No, all permissions migrations will happen transparently. • All current traffic reports in a Custom Group will automatically be migrated to the new Dimension Category. • If a Custom Group has any metrics already enabled, it will automatically be given all newly permissionable dimensions (eVars and Solution variables). • A custom group with at least one metric will automatically be granted access to all eVars and other content-aware dimensions **except** the newly available traffic dimensions (formerly traffic reports). • Every predefined group will be changed into a permission. These new permissions will be added to a new **Analytics Tools** category. • Every Custom Group with any metrics will have all Analytics Solution events added as new metrics. • Every user that used to be in All Report Access will be added to the new custom group. All Report Access will no longer exist.
What will not change?	Visitor Attributes will continue to be non-permissioned.

Permissioning Quick Reference

The following table lists tasks and where they can take place (depending on a company's status).

Note: *A migrated user and Experience Cloud user refer to users who have accepted an email invitation to join the Experience Cloud. If the email invitation is not accepted, users are still Analytics users and cannot be managed in the Enterprise Dashboard. (The exception is if the migration is using enterprise or federated IDs. In this case, the user is migrated when the administrator migrates users on a user-by-user basis.)*

Task	Non-Migrating Login Company	Currently Migrating Company	Finished Migrating Login Company
Create a user	Enterprise Dashboard (creating a user and adding him or her to	*Enterprise Dashboard*	*Enterprise Dashboard*

Task	Non-Migrating Login Company	Currently Migrating Company	Finished Migrating Login Company
	an Analytics *product configuration* also creates the user account in Analytics). *Admin Tools*		
Edit a user	*Admin Tools*	*Enterprise Dashboard* Admin Tools - Editing in the Admin Tools for migrated users is limited to API-key management, and deleting / transferring assets.	*Enterprise Dashboard* Admin Tools - Editing is limited to API-key management, and deleting /transferring assets.
Delete a user	Enterprise Dashboard - For Experience Cloud users Admin Tools - for all users, but for Experience Cloud users, only deletes the mapped Analytics user, not the Experience Cloud account.	Enterprise Dashboard - For Migrated Users. Admin Tools - For Analytics-only Users.	Enterprise Dashboard Admin Tools - After deleting a Experience Cloud user, or un-linking their account in Enterprise Dashboard, you can delete the Analytics login from Admin Tools.
Log in to Analytics	**Experience Cloud:** `marketing.adobe.com`. Only available for Experience Cloud users. **Analytics (legacy):** `sc.omniture.com`. For Analytics only users, and for Experience Cloud users with their Analytics credentials	`marketing.adobe.com` - only available for Experience Cloud users. `sc.omniture.com` - For analytics only users, and for Experience Cloud users with their Analytics credentials. During migration, admins can turn off `omniture.com` login ability for specific users.	Enterprise Dashboard
Create a group	Enterprise Dashboard - When a group is created in Enterprise Dashboard, a mapped group in Analytics will appear in the Admin Tools, but this mapped group cannot have its name changed from Admin Tools, or be deleted from Admin Tools.	Enterprise Dashboard (*create product configuration*)	Enterprise Dashboard (*create product configuration*)

Task	Non-Migrating Login Company	Currently Migrating Company	Finished Migrating Login Company
	Admin Tools.		
Edit users in a group	Enterprise Dashboard - Only for Experience Cloud users Admin Tools - both Analytics-only users, and Experience Cloud user membership to groups can be edited from Admin Tools. However, if a Experience Cloud user is part of a group in Enterprise Dashboard, they cannot be removed from the group in Admin Tools.	Enterprise Dashboard - Experience Cloud users only Admin Tools - Analytics-only logins can still be added to/removed from groups in Admin Tools.	Enterprise Dashboard
Edit permissions for a group	Enterprise Dashboard - You can edit groups created in Enterprise Dashboard. Admin Tools - You can edit permissions for any group.	Enterprise Dashboard	Enterprise Dashboard
Delete group	Enterprise Dashboard - You can delete only groups created in Enterprise Dashboard. Admin Tools - You can delete only groups created from Admin Tools.	Enterprise Dashboard	Enterprise Dashboard
Change admin status for user	Enterprise Dashboard - Only for Experience Cloud users. Admin Tools	Enterprise Dashboard - Only for Experience Cloud users. Admin Tools - Only for Analytics users.	Enterprise Dashboard

Add a user account

Steps that describe how to add a user account.

1. **Analytics** > **Admin** > **User Management**.
2. Click **Add New User**.
3. Complete the fields specified in *User Account Descriptions*.

Transfer user account items

Steps that describe how to assign user account items (dashboards, calculated metrics, calendar events, alerts, bookmarks, segments, Analysis Workspace projects, and scheduled projects) from one user account to that of another user.

1. Click **Analytics** > **Admin** > **User Management**.
2. Click **Edit Users**.
3. Click **Transfer** in the row of the user account you want to transfer.
4. On the **Transfer** page, select the user account that is to receive this user's account items.
5. Select the account items to transfer, then click **Transfer**.
6. Click **OK** to confirm that you want to transfer the selected account resources.

   The receiving user receives all rights for the selected account resources owned by the original user, except for rights to scheduled reports.

> ***Note:*** *Ad Hoc Analysis resources cannot be transferred. If your organization uses multiple login companies, you cannot transfer anything between login companies.*

Add a user to a group

Steps that describe how to add a user to a group.

1. Click **Analytics** > **Admin** > **User Management**.
2. Click **Users**.
3. In the **Manage** column, click **Edit**.
4. Under **Access**, assign group membership by clicking a group in the left list and then clicking **Add**.
5. Click **Save Changes**.

Manage Ad Hoc Analysis users

Steps that describe how to add, edit, or delete ad hoc analysis users.

1. Click **Analytics** > **Admin** > **User Management**.
2. Click **Manage Ad Hoc Analysis Users**.

   If your company has purchased Ad Hoc Analysis licenses, the **Ad Hoc Analysis License Users** group appears in the **Group Name** column. The number of available licenses for user logins is also shown.
3. Select the users you want to add to the group, then click **Add**.
4. Click **Save Group**.

Define User Groups

Descriptions of elements on the **Define User Group** page.

Admin > **User Management** > **Groups** > **Add New User Group**

Element	Description
Group Name	The group name.

Element	Description
Group Description	A description of the group's purpose, such as the type of permissions it grants.
Report Suite Access	
• Available Report Suites	Displays all the report suites to which this group has access. Select the desired report suites, then click **Add**. The assigned report suites appear in the **Report Suites Included in Group**. **All Report Suite Access**: When adding report suites to include in a group, you can specify **All Report Suite Access**. This setting applies group permissions to all current and future report suites.
• Report Suites Included in Group	Displays all report suites currently assigned to the group. To remove a report suite, select it, then click **Remove**.
Report Access	
• All Access	Group members have access to all items in the report group.
• Customize	Group members can access a subset of the reports in the report group. Click **Customize** to open a page where you can select the specific reports in the report group that group members can access. • *Analytics Tools*: Enable user permissions for General items (billing, logs, etc.), Company Management, Tools, Web Service Access, Report Builder, and Data Connectors integration. • *Report Suite Tools*: Enable user permissions for API Access, Report Suite Management, Tools and Reports, and Dashboard Items. • *Metrics*: Enable permissions for traffic, conversion, custom events, solution events, content aware, and so on. • *Dimensions*: Customize user access at a granular level, including eVars, traffic reports, solution reports, and pathing reports.
• No Access	Group members cannot access reports in the report group.
All Report Suites	
• TagManager (All Access, Customize, No Access)	Permissions are supported for customers who have active TagManager containers. Not available for new users. Adobe recommends *Dynamic Tag Management* for deployment.
Assign User Logins	
• Available Users	Displays all currently defined user accounts. Select the desired user accounts, then click **Add**. The assigned user accounts appear in the **Group Members** field.

Element	Description
• Group Members	Displays all user accounts currently assigned as group members. To remove a user account, select it, then click **Remove**.

Add a user group

Steps that describe how to add a user group.

1. Click **Analytics** > **Admin** > **User Management**.
2. Click **Add New User Group**, then complete the fields and options described in *Define User Groups*.

   Quick links:

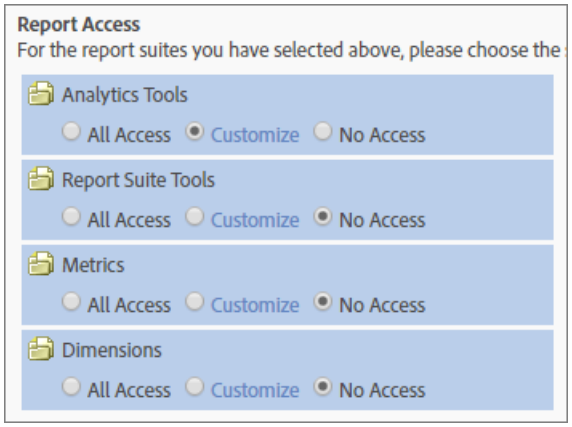
   - *Analytics Tools*: Enable user permissions for General items (billing, logs, etc.), Company Management, Tools, Web Service Access, Report Builder, and Data Connectors integration.
   - *Report Suite Tools*: Enable user permissions for API Access, Report Suite Management, Tools and Reports, and Dashboard Items.
   - *Metrics*: Enable permissions for traffic, conversion, custom events, solution events, content aware, and so on.
   - *Dimensions*: Customize user access at a granular level, including eVars, traffic reports, solution reports, and pathing reports.
3. Click **Save Group** to create the group and return to the **Groups** page.

Customize Report Access

Customize group permission to Analytics tools, report suite tools, metrics, and dimensions.

Add New Group > **Report Access**

The **Report Access** section on the **Define User Group** page provides access categories that enable you to customize permissions at a granular level.



For example, you can create a group with access to multiple Analytics tools (**Analysis Workspace**, **Reports & Analytics**, and **Report Builder**), with permission to specific metrics and dimensions (including eVars), and capabilities like segment or calculated metrics creation.

What You Should Know about Permissions

Item	Description
Administrator access / predefined groups	Predefined groups are no longer required for administrators. Administrators now have access to all items (tools, metrics, dimensions), as well as Web Service access, Report Builder, Activity Map, and Ad Hoc Analysis. The purpose of groups is to grant or restrict access to non-administrative users.
Custom groups	Custom groups have replaced predefined groups. Existing predefined groups will be migrated to custom groups, using the same group name. Any custom groups that you have created, including their settings, will be preserved. However, you will notice that the location of settings will have moved. For example, Company settings (in Customize Admin Console) are now in *Customize Analytics Tools*. Users belonging to *All Report Access* have been migrated to a custom group with access to: • All Dimensions • All Metrics • All Report Suites • Channel Report • Anomaly Detection • Real-Time Report • Analysis Workspace Access Administrators can delete custom groups and create their own, as all settings that were previously available in predefined groups are available for customization under the **Report Access** settings in *Define User Groups*.
Dimension-Level Permissions	You can customize permissions to include or exclude access to dimensions (in addition to metrics). • All current dimensions and metrics within custom groups have been automatically migrated to the new categories. If an existing group has metrics enabled, it will be given all newly permissionable dimensions (eVars and content aware) and metrics by default. • Classifications Importer (formerly, SAINT) permissions: Access to classifications is determined by access to the *variable* on which the classification is based. See *Customize Dimension Permissions*.
Adobe Admin Console	Recommended only for new customers or customers with companies *provisioned in the Experience Cloud*. A migration for existing Analytics customers to the Experience Cloud identity management system is planned. More information is available in .

Item	Description
Content Aware	Content Aware includes variables that let you manage the permissions on metrics related to Experience Cloud solution integrations. You can manage permissions on Social, Mobile, or any other data that was inserted through a Experience Cloud integration. These will be enabled by default.
Defunct permissions / reports	These defunct reports will be removed: • Monthly Summary • Visitor Home Page • Netscape Plugins • Key Visitors • Pages Viewed By Key Visitors • Visitor Snapshot • DRM • Net Protocols • Java Version • Bookmark URL Length • Device Number Transmit • PTT • Decoration Mail Support • Information • Information Service These reports: • Can still be accessed by Bookmarks. • Are not included in new Dimensions permission category. • Can no longer have their permissions edited. • Will retain access for custom groups with current access.

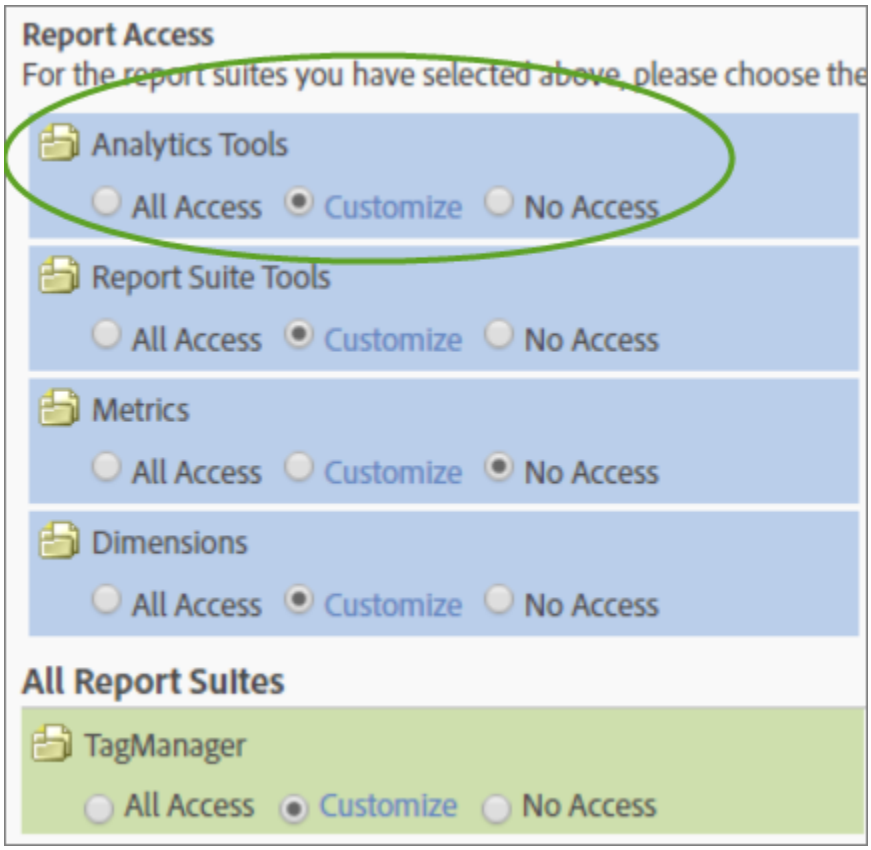
Customize Analytics Tools Permissions

Enable user permissions for General items (billing, logs, etc.), Company Management, Tools, Web Service Access, Report Builder, and Data Connectors integration.

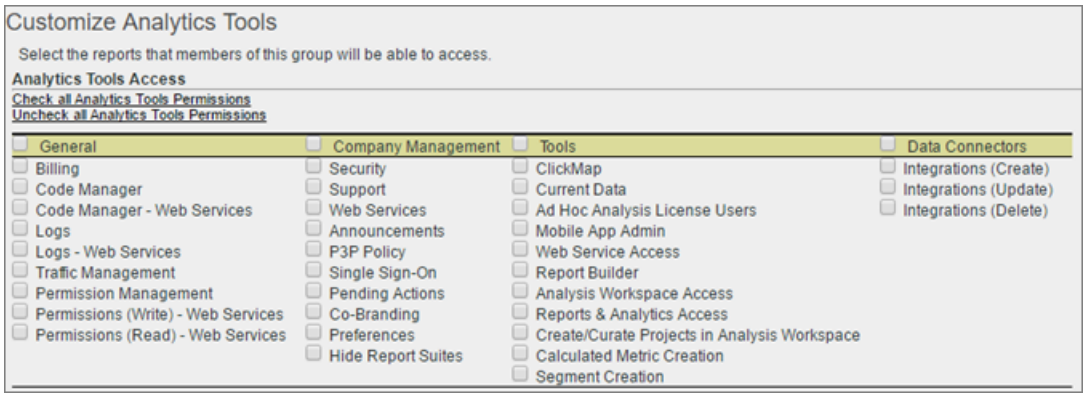
User Management > **Groups** > **Report Access** > **Analytics Tools** > **Customize**

Note: *The Fall 2016 release (October 20) brought changes to group management. See User and Group Permissions Changes for a summary of changes.*

Report Access - Analytics Tools



Click **Customize** to select items to which this group will have access.



Field Descriptions

The settings on this page pertain to the report suites selected on the **Define User Groups** page.

Element	Description
General	
Billing	Enables access to billing information, including traffic details for each report suite.
Code Manager	Enables permission to download data collection code for web and mobile platforms.

Element	Description
Code Manager - Web Services	Allows a non-administrative user to access the Code Manager through Web Services.
Logs	Enables permission to log files, which help you see when users log in, their usage, access, report suites, and Admin changes.
Logs - Web Services	Allows a non-administrative user to access the Admin Tools logs through Web Services.
Traffic Management	Traffic Management page lets you specify expected traffic volume changes.
Permission Management	Grants non-admin users access to the User Management pages in Admin Tools. These users have Read permissions but do not have Write permissions.
Permissions (Write) - Web Services	Grants non-administrative users read and write permission settings under User Management in Web Services. This setting refers specifically to the indicated permissions actions in the Admin API.
Permissions (Read) - Web Services	Allows a non-administrative user to view permission settings under User Management in Web Services. This setting refers specifically to the indicated permissions actions in the Admin API.
Company Management	
Security	Grants permission to the **Security Manager** page to control access to reporting data. Options include strong passwords, password expiration, IP login restrictions, and email domain restrictions.
Support Information	Grants permission to the **Support Information** in **Company Settings**.
Web Services	Allows access to the Web Services page in the Admin Tools interface (**Company Settings** > **Web Services**). The Web Services API provides programmatic access to Adobe Analytics services that let you duplicate and augment functionality available through the user interface.
Announcements	Version 14 only.
P3P Policy	Grants permission to upload your organizations P3P policy.
Single Sign-On (Legacy)	Grants access to the single sign-on page in Admin Tools.

Element	Description
	Note: Single sign-on in the Adobe Experience Cloud is implemented using *account linking* between the Experience Cloud and solutions.
Pending Actions	Grants permission to manage pending actions in **Company Settings**.
Co-Branding	Grants permission to co-brand Analytics.
Preferences	Grants permission to the **Preference Manager**.
Hide Report Suites	Grants permission to hide report suites in the Adobe Analytics user interface.
Tools	
These settings grant access to Analytics tools (interfaces and applications) and advanced capabilities like segmentation and calculated metrics.	
ClickMap	Displays **ClickMap** in the **Tools** menu in the header. (**Note:** Adobe recommends using *Activity Map*.)
Current Data	Grants permission to use the Current Data feature in reporting.
Ad Hoc Analysis License Users	Grants permission to access **Ad Hoc Analysis**.
Mobile App Admin	Grants access to acquisition links and in-app messages in Mobile Services.
Web Service Access	Enables Web Services access for non-administrators. Generates Web Service credentials.
Report Builder	Grants members of this group access to **Report Builder** licenses.
Analysis Workspace Access	Grants users access to Analysis Workspace, the recommended reporting interface for Adobe Analytics.
Reports & Analytics Access	Grants users access to **Reports & Analytics**.
Create / Curate Projects in Analysis Workspace	Grants users permission to create and curate projects in **Analysis Workspace**.
Calculated Metric Creation	Grants users permission to create calculated metrics.
Segment Creation	Grants users permission to create segments.
Data Connectors	

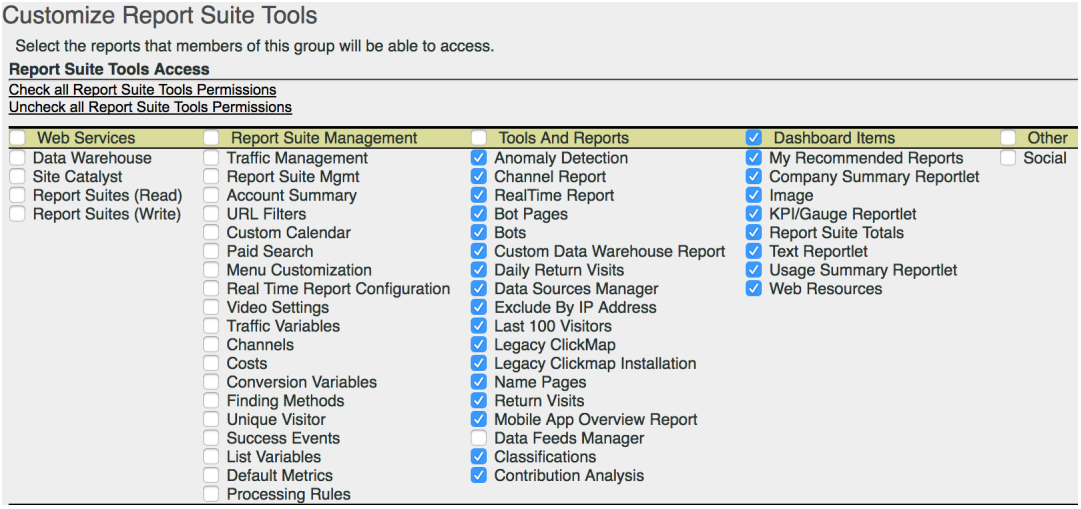
Element	Description
Integrations (Create, Update, or Delete)	Grants permission to create, update, and delete *Data Connector* integrations.

Customize Report Suite Tools

Enable user permissions for API Access, Report Suite Management, Tools and Reports, and Dashboard Items.

User Management > **Groups** > **Report Access** > **Report Suite Tools** > **Customize**

The **Customize Report Suite Tools** page grants members of a group access to the following items.



Field Descriptions

The settings on this page pertain to the report suites selected on the **Define User Groups** page.

Element	Description
Web Services	
These settings enable users to make calls to the Data Warehouse method and pull report suite settings.	
Data Warehouse	Allows a non-admin user to make calls using the **Data Warehouse** methods via the Web Aervices API. *Data Warehouse - Developer Documentation* *Data Warehouse - Product Documentation*
Site Catalyst	
Report Suites (Read)	Allows a non-admin user to use the report suite methods in the API.

Element	Description
Report Suites (Write)	Allows a non-admin user to use the report suite methods in the API.
Report Suite Management	
These settings grant access to the menu items in **Admin** > **Report Suites** > **Edit Settings** (*Report Suite Manager*).	
Traffic Management	Grants permission to Traffic Management.
Report Suite Management	Grants permission to manage report suites.
Account Summary	Grants permission to edit account settings for a report suite.
URL Filters	Grants permission to Internal URL Filters in report suites. Internal URL Filters are used to determine which referrers, or referring pages, are internal to your site.
Custom Calendar	Grants permission to edit custom calendar.
Paid Search	Paid Search Detection differentiates paid from natural searches in the **Search Engines** and **Search Keywords** reports.
Menu Customization	Customize the report menus that a user sees in Reports & Analytics.
Real-Time Report Configuration	Permissions to set up real-time reports Analytics.
Video Settings	Permissions to designate a set of Custom Conversion Variables (eVars) and Custom Events for use in tracking and reporting on video.
Video Classifications	Permission to designate a set of Custom Conversion Variables (eVars) and Custom Events for use in tracking and reporting on video.
Traffic Variables	Permission to correlate custom data with specific traffic-related events.
Traffic Classifications	Consolidated into Classifications (under Tools and Reports).
Channels	Grants permission to **Marketing Channel** settings in **Report Suite Manager** > **Edit Settings** > **Marketing Channels**.
Costs	Enables permission to **Marketing Channels** > **Marketing Channel Costs** in the **Report Suite Manager**.
Conversion Variables	The Custom Insight Conversion Variable (or eVar) is placed in the Adobe code on selected web pages of your site. Its primary purpose is to segment conversion success metrics in custom marketing reports.

Element	Description
Finding Methods	Lets you identify how various finding methods reports receive credit for conversion success events on your site.
Conversion Classifications	Consolidated into Classifications (under Tools and Reports).
Unique Visitor	Grants permission to specify the Unique Visitor variable.
Success Events	Actions that can be tracked, such as product view, checkout, and purchase.
Classification Hierarchies	Consolidated into Classifications (under Tools and Reports).
List Variables	Also known as List Var. Similar to how List Props function, List Vars allow multiple values within the same image request.
Default Metrics	Reports & Analytics displays a default set of metrics in all conversion reports, unless a user selects a custom set of metrics. The selected metrics display for all users of the associated report suite.
Processing Rules	Grants access to Processing Rules, which simplify data collection and manage content as it is sent to reports.
Tools and Reports	
Anomaly Detection	Grants permission to **Anomaly Detection**, which provides a statistical method to determine how a given metric has changed in relation to previous data.
Channel Report	Grants permission to **Marketing Channel** reports, found in **Reports** > **Marketing Channel Reports**.
Real-Time Report	Grants access to the **Real-Time** Report.
Bot Pages	Bot Rules let you remove traffic that is generated by known spiders and bots from your report suite. Removing bot traffic can provide a more accurate measurement of user activity on your website.
Bots	Bot Rules let you remove traffic that is generated by known spiders and bots from your report suite. Removing bot traffic can provide a more accurate measurement of user activity on your website.
Classifications Manager	(Legacy, for version 13.) Classifications are created by grouping (classifying) granular data from a source report.

Element	Description
Custom Data Warehouse Report	Data warehouse refers to the copy of raw, unprocessed data for storage and custom reports, which you can run by filtering the data. You can request reports to display advanced data relationships from raw data based on your unique questions.
Daily Return Visits	(Legacy) Report that displays the number of visitors to your website more than once on a given day. A day is defined as the last 24-hour period.
Data Sources Manager	The Data Sources feature allows you to import data to Analytics from offline sources.
Exclude By IP Address	You can exclude data from specific IP addresses, such as internal website activities, site testing and employee usage, from your reports.
Last 100 Visitors	(Legacy) Displays the IP address and domain of the last 100 visitors to your site.
Legacy ClickMap	Grants access to the menu for the legacy ClickMap overlay tool.
Legacy Clickmap Installation	Grants installation rights to the legacy ClickMap tool.
Name Pages	Allows you to give friendlier page names for use in all page and path reports.
Return Visits	A report showing the number of visits where visit number is greater than 1. The Return Visits Report includes non-cookied visitors.
Classifications Importer / Exporter and *Rule Builder*	Consolidated into Classifications (see below).
Data Feeds Manager	Grants rights to the *Analytics Data Feed*.
Classifications	Combines the following permissions that existed prior to September 2017: 'Traffic Classifications', 'Video Classifications', 'Conversion Classifications', 'Classification Hierarchies', 'Classifications Manager' and 'Classifications Importer/Exporter & Rule Builder'. ***Note:*** *With this permission, users edit classifications for all report suites, not just the selected one/s.*
Contribution Analysis	Grants rights to use Contribution Analysis in Analysis Workspace.
Dashboard Items	
The settings in Dashboard Items enables access to the following *reportlets* in Reports & Analytics:	

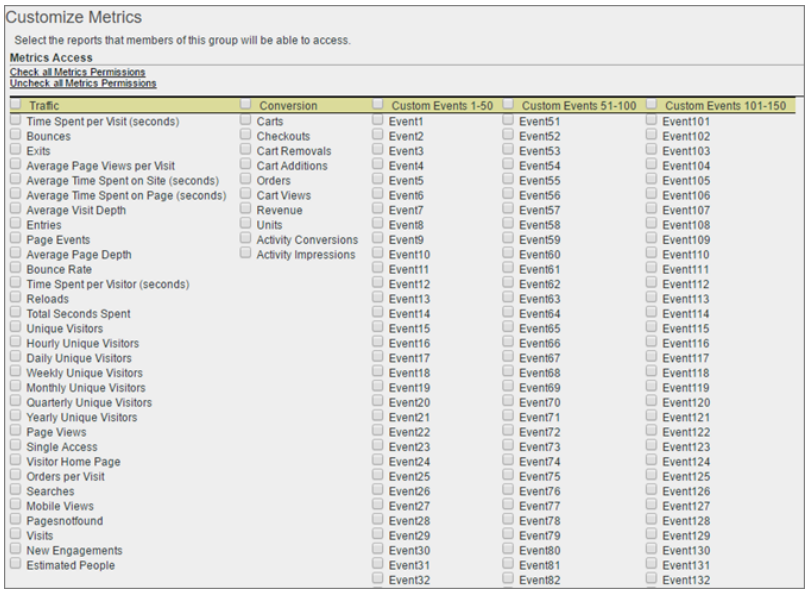
Element	Description
• My Recommended Reports • Company Summary Reportlet • Image • KPI/Gauge Reportlet • Report Suite Totals • Text Reportlet • Usage Summary Reportlet • Web Resources	
Other	
Social	Controls access to the **Social Management** menu in the **Report Suite Manager**.

Customize Metric Permissions

Enable permissions for traffic metrics, conversion metrics, custom events, solution events, and content aware.

User Management > **Groups** > **Report Access** > **Metrics** > **Customize**

The settings on the Customize Metrics page apply to the report suites selected on the **Define User Groups** page.



Solution Events

In addition to *Custom Events*, this category includes Analytics solution events, including Experience Manager (AEM), Media Optimizer (AMO), Mobile, Video, and Social.). Every custom group with any metrics will have all Analytics solution events added as new metrics.

You can set permissions to Custom Events and Analytics solution events (AEM, AMO, Mobile, Video, and Social).

Every custom group with any metrics will have all Analytics Solution events added as new metrics.

See *Metric Descriptions* for information about metrics used in Analytics.

Content Aware

Content Aware includes variables that let you manage the permissions on metrics related to Experience Cloud solution integrations. You can manage permissions on Social, Mobile, or any other data that was inserted through a Experience Cloud integration. These will be enabled by default.

Customize Dimension Permissions

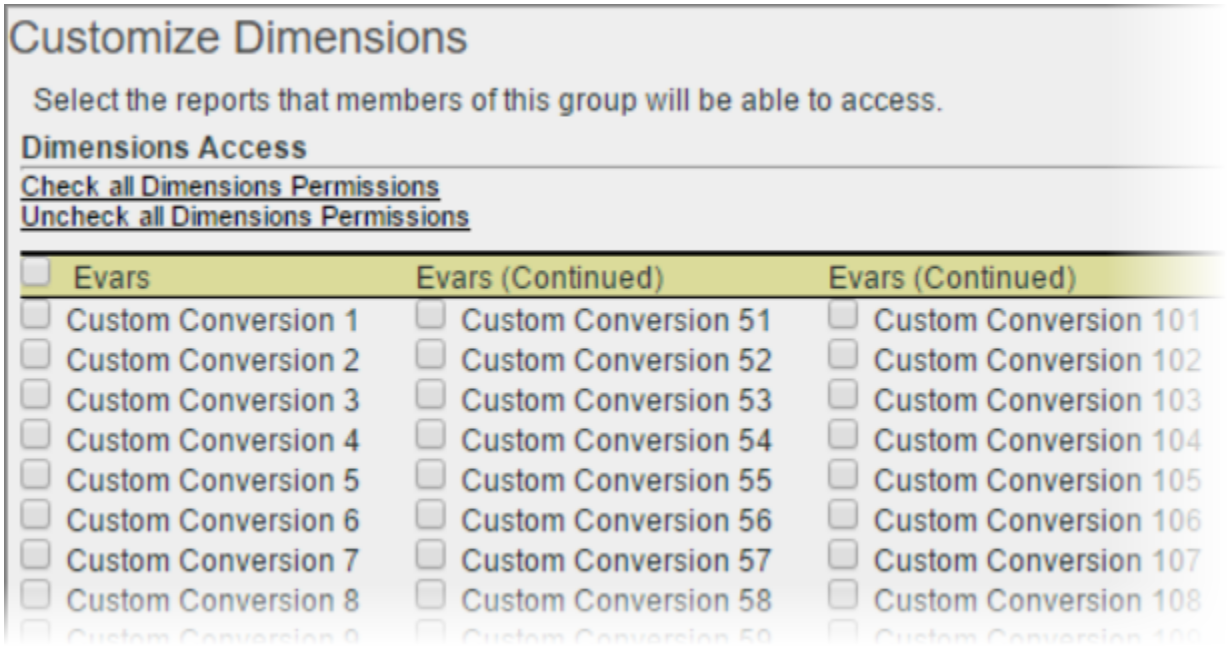
Customize user access at a granular level, including eVars, traffic reports, solution reports, and pathing reports.

User Management > **Groups** > **Report Access** > **Dimensions** > **Customize**

Important: *Some dimensions are not permissionable at this time. These dimensions are: Mobile Bookmark Length; Mobile Device Number; Mobile DRM; Mobile Information Services; Mobile Java VM; Mobile Mail Decoration; Mobile Net Protocols; Mobile OS; Mobile push to talk.*

These dimensions are available for all users, regardless of other permissions.

The settings on this page pertain to the report suites selected on the **Define User Groups** page.



Understand the following information about the Dimension category for permissions.

- eVars 1-250 are individually permissioned.
- All traffic reports are dimensions.
- Video & Mobile reports are dimensions, as well as other Analytics solutions reports (Experience Manager, Media Optimizer, Social, and do on.)
- Pathing reports are available if a user has access to the parent dimension.
- All current dimensions and metrics within custom groups have been automatically migrated to the new categories. If an existing group has metrics enabled, it will be given all newly permissionable dimensions (eVars and content aware) and metrics by default.
- Classifications Importer (formerly, SAINT) permissions: Access to classifications is determined by access to the *variable* on which the classification is based.

For more information, see *Frequently Asked Questions about Permission Changes*.

Customize Dimensions

The following items are dimensions that you can permission.

Element	Descriptions
eVars	eVars 1-250 are individually permissioned. eVars are custom conversion variables that you use to segment conversion success metrics in custom reports.
Props	Props are custom traffic variables. See *Traffic props and conversion eVars* in Analytics Implementation.
Hierarchy	The hierarchy (hierN) variable determines the location of a page in your site's hierarchy or page structure.
Listvar	Similar to how List Props function, list variables allow multiple values within the same image request.
Standard	Refers to standard *dimensions* in Analytics.
AEM	Adobe Experience Manager
AMO	Adobe Media Optimizer
Activity Map	Activity Map reporting dimensions: Activity Map Page; Activity Map Link; Activity Map Region; Activity Map Link By Region; Activity Map XY
Mobile	Adobe Mobile Services
Comscore	Partner integrations.
Nielsen	Partner integrations.
Social	Not used.

Email users

Steps that describe how to send an email message to all users in your company.

1. Click **Analytics** > **Admin** > **User Management**.
2. Click **Email Users**.
3. Select the **Administrators Only** check box to restrict email to administrators only.

   By default, messages are sent to all users within your company.
4. Complete the following fields:

From: This field is automatically populated with your email address.

Subject: Specify the text that will appear in the email message's subject line.

Body: Type the text that will appear in the email message's body.

5. Click **Send Message Now**.

Video Management

You can designate a set of Custom Conversion Variables (eVars) and Custom Events for use in tracking and reporting on video.

Analytics > **Admin** > **Report Suites** > **Edit Settings** > **Video Management**.

See *Measuring Video in Analytics*.

Virtual Report Suites Overview

Virtual report suites segment your Adobe Analytics data so you can control access to each segment.

Many customers have data flowing into a global report suite, but also have data flowing into smaller report suites. They set a variable to multiple report suites, and send their data to more than one report suite. This is referred to as *multisuite tagging*, or *base/parent report suites*.

For example, all data might be collected in one report suite, but then you can set up secondary report suites so other people in your company have access to part of the data, but not all of it. Data might be divided by region. You might have different websites for different countries. Other examples might be specific brands that belong to a larger company, but that each have their own marketing teams.

A *virtual report suite* (VRS) allows you to reproduce this branching concept, using segments instead of multiple report suites. Data is sent to one report suite, then is divided according to segments. Using the multiple brands example, you might set a prop for the brand that an item belongs to. Using segments, you can report on the items assigned to each prop. Each of these segments becomes its own view, effectively creating a new report suite. You don't send data specifically to that segment, only to the global report suite, but it functions in your reports as if it were a different report suite.

A virtual report suite inherits most of the service levels of the base report suite, such as eVar settings, Processing Rules, Classifications, etc. The following settings are NOT inherited:

• Report suite ID (RSID)
• Report suite name
• Permission groups (virtual report suites can be assigned to their own permission groups)

Benefits of Virtual Report Suites

Customers pay for secondary server calls, so eliminating these calls can result in significant savings. A virtual report suite is also completely retroactive. If the global report suite already contains data, the relevant data is automatically included in a new virtual report suite. A new secondary report suite would only begin collecting data after it is created, so it would not include any historical data. When you implement Analytics, you only need to send data to one report suite, rather than having to create implementations for the global report suite and each secondary report suite.

Virtual report suites help:

- Simplify implementation by allowing you to use a single Report Suite ID (RSID) across all sites/domains. Having all data in a single report suite enables customer analytics as we move toward the next generation of Adobe Analytics.
- Business users in your organization always see only the data segments that are relevant to them.
- Improve security by allowing Admin users to control data access more easily and more granularly after implementation.
- Provide the ability to participate in Device Co-op
- People metric
- A single-customer view of data (in the future)
- The ability to create unlimited virtual report suites to segment out data

Limitations of Virtual Report Suites

Virtual report suites have the following limitations:

- Any limitations of segments apply to virtual report suites

  A virtual report suite is nothing more than a segment applied to a report suite. Because each report suite has its own data warehouse and its own data feed, using multiple report suites results in some benefits that segments do not provide.
- Real-time report
- Settings and variable names can't be customized like in a full report suite

Virtual Report Suites vs. Multisuite Tagging

Capability	Virtual Report Suite	Multisuite Tagging
Offers real-time or "Current Data" reporting	No	Yes
Works in all Analytics Tools (Analysis Workspace, Report Builder, Ad Hoc Analysis, etc.)	Yes  ***Note:*** *You can edit and identify them as virtual report suites only in Reports & Analytics. However, you can select them in report suite drop-downs in the other tools.*	Yes
Can upload data to it (via classifications, data feeds, etc.)	No	Yes
Supports creation of DL Reports, bookmarks, dashboards, targets, alerts, segments, calculated metrics...	Yes	Yes

Capability	Virtual Report Suite	Multisuite Tagging
Can be individually added to Permissions Groups	Yes	Yes
Can use Admin functions to modify individual settings on this report suite (Admin > Report Suites)	No (Settings are inherited from parent)	Yes

Combining Virtual Report Suites and Multisuite Tagging

In some cases, there are benefits to using both virtual report suites and multisuite tagging.

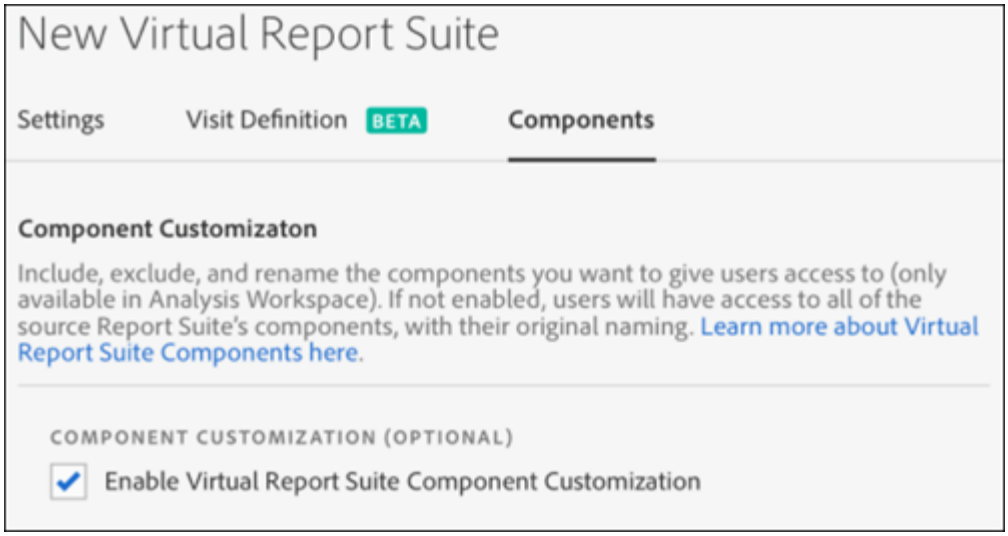
For example, a retailer might use a report suite for each brand, and virtual report suites for each brand to break data out by region. Similarly, an athletic organization might use a report suite for each team, then virtual report suites to divide fans in the team's region from those outside the region.

Virtual Report Suite Component Curation

Virtual report suites can be curated to include and exclude components.in Analysis Workspace.

To enable component curation,

1. Go to **Analytics** > **Components** > **Virtual Report Suites** > **Create new virtual report suite**.
2. After defining the **Settings**, click the **Components** tab.
3. Select the checkbox **Enable Virtual Report Suite Component Customization**:



Note: *If component customization is enabled, the virtual report suite is accessible only in Analysis Workspace and is not accessible in the following:*

- Reports & Analytics
- Ad Hoc Analysis
- Data Warehouse

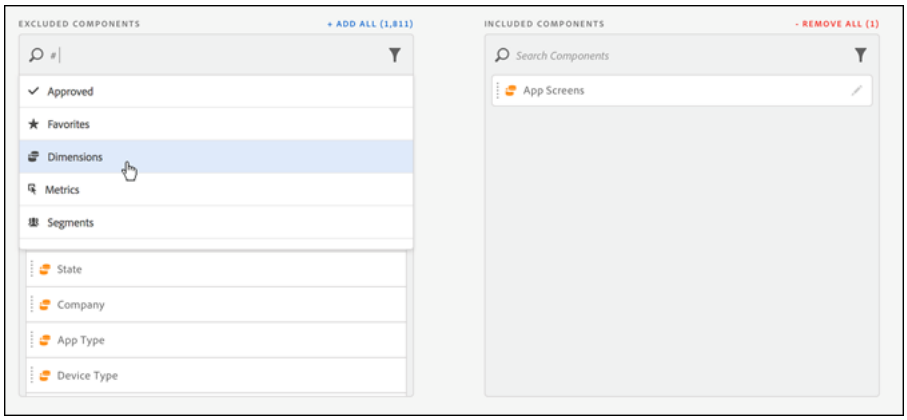
- Report Builder
- The Reporting API

Once checked, you can add the components you'd like to be included in the virtual report suite by dragging the applicable components from the "excluded" column to the "included" column. The components that can included and excluded are:

- Dimensions
- Metrics
- Segments

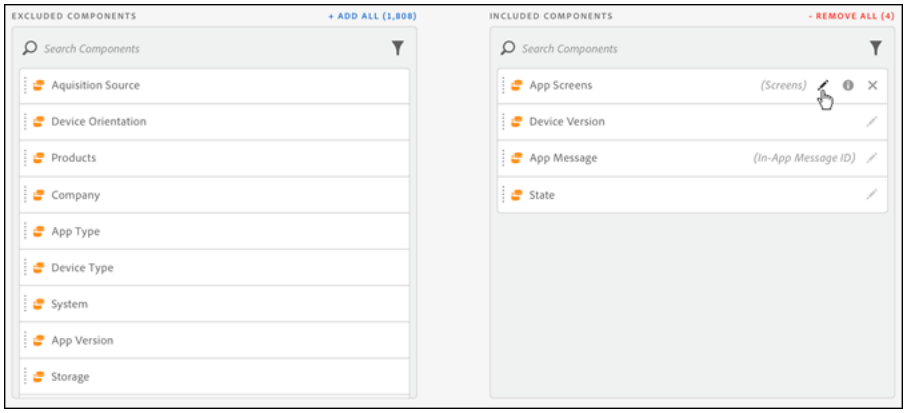
Note: *There is no need to share curated components (segments, calculated metrics, date ranges). They will always be visible in Analysis Workspace if they are curated for the virtual report suite, even if they are not shared.*

4. Additionally, you can filter or search the components and add the entire filtered selection to the included column by clicking **Add All**.

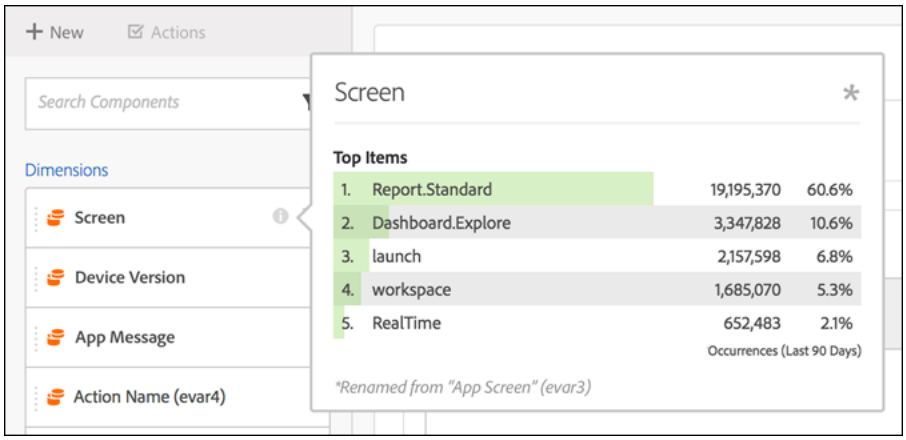


Renaming Components

You can change the display names of included components specific to the virtual report suite. For example, if you want to include Page Name in the virtual report suite, but want to rename it to a more mobile friendly context, you can change it to App Screens. The new name is displayed in Analysis Workspace whenever this virtual report suite is used.

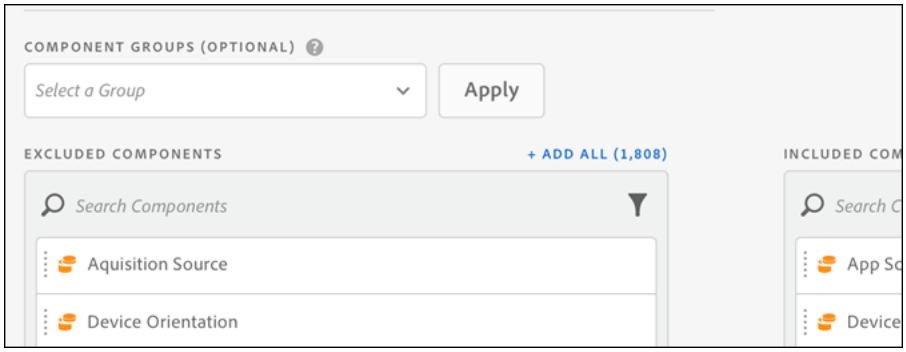


In Analysis Workspace, click the information icon for any included component to reveal the original name of the renamed component:



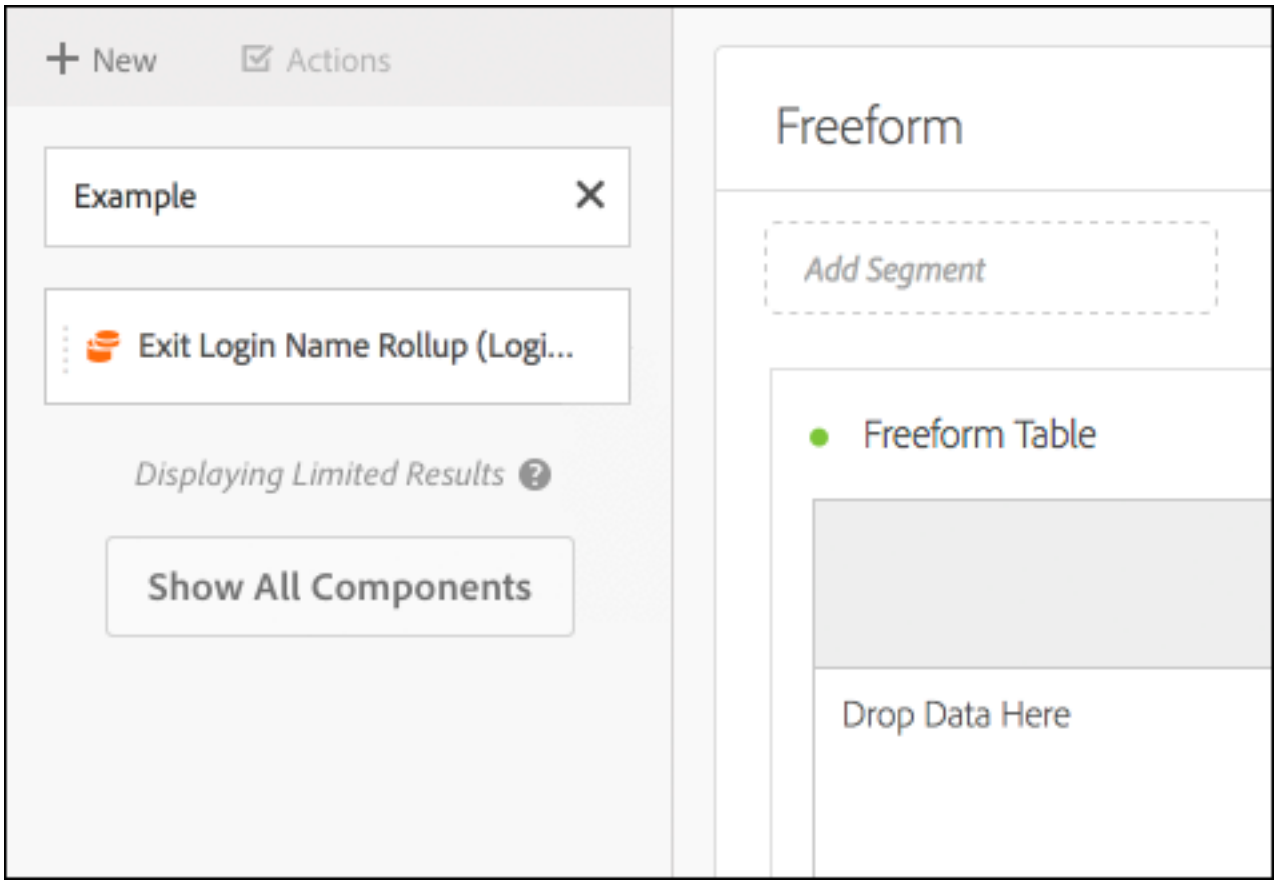
Component Groups

Use component groups to make bulk component additions to your virtual report suite. For example, if you'd like to import a default set of components specific to mobile app analysis, select the mobile app group. A corresponding set of dimensions and metrics (already renamed) are automatically added to the virtual report suite Included list.



Workspace Behavior

To allow anyone to access components from the base report suite that were not included in the original virtual report suite definition when using a virtual report suite with excluded components, click **Show All Components**. This makes the full list of components visible.



VRS Support in Mobile Services

The Adobe Mobile Services UI combines mobile app data from your Adobe Analytics report suites with the ability to send push notifications and generate in-app messages.

Adobe Mobile Services supports virtual report suites. However, if you plan to create a virtual report suite with multiple apps and you plan to perform a messaging activity, you must specify the individual App-ID as a parameter. If you are creating a Push Message, the App-ID needs to be one of the parameters of the segment you are using. If you are creating an In-App Message, the App-ID needs to be one of the parameters of the Traits you establish for the message. If this is not done, the message will be sent/triggered to all users across all apps who meet the segment/trigger criteria.

For more details, see *Virtual Report Suites* in the Adobe Mobile Services documentation.

Context-Aware Sessions

Context-Aware Sessions in virtual report suites change how Adobe Analytics calculates mobile visits. This article describes the processing implications of background hits and app launch events (both set by the mobile SDK) to how mobile visits are defined.

You can define a visit any way you want without altering the underlying data, to match the way your visitors interact with your mobile apps.

Customer Perspective URL Parameter

The Adobe Analytics data collection process allows you to set a query string parameter specifying the customer perspective (denoted as the "cp" query string parameter). This field specifies the state of the end user's digital application. This helps you know whether a hit was generated while a mobile app was in a background state.

Background Hit Processing

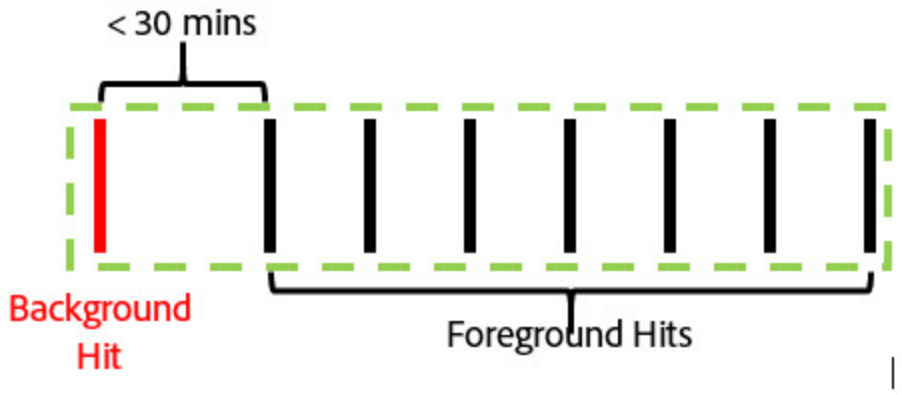
A background hit is a type of hit sent to Analytics from the Adobe Mobile SDK version 4.13.6 and above when the app makes a tracking request while in a background state. Typical examples of this include:

• Data sent during a geo fence crossing
• A push notification interaction

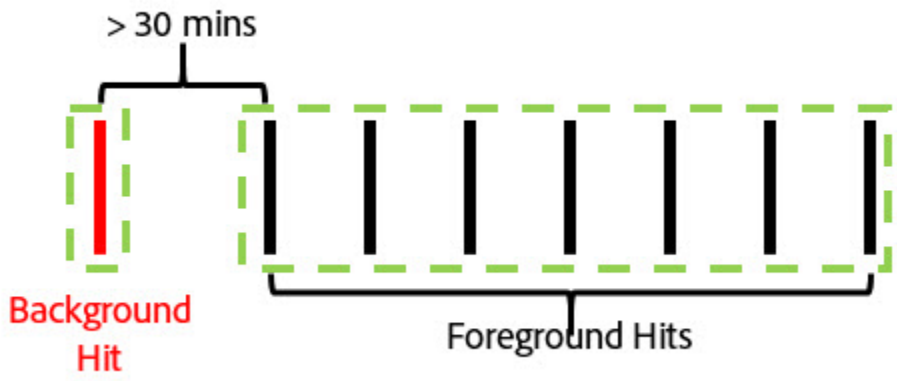
The following examples outline the logic used in determining when a visit starts and ends for any visitor when the "Prevent Background Hits from starting a new Visit" setting is or is not enabled for a virtual report suite.

If "Prevent Background Hits from starting a new Visit" is not enabled:

If this feature is not enabled for a virtual report suite, background hits are treated the same as any other hit, meaning they start new visits and act just the same as foreground hits. For example, if a background hit occurs less than 30 minutes (the standard session timeout for a report suite) before a set of foreground hits, the background hit is part of the session.



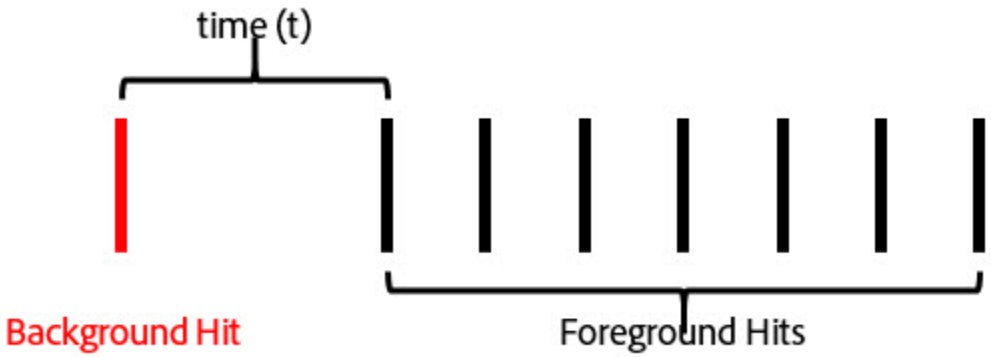
If the background hit occurs more than 30 minutes prior to any foreground hits, the background hit creates its own visit, for a total visit count of 2.



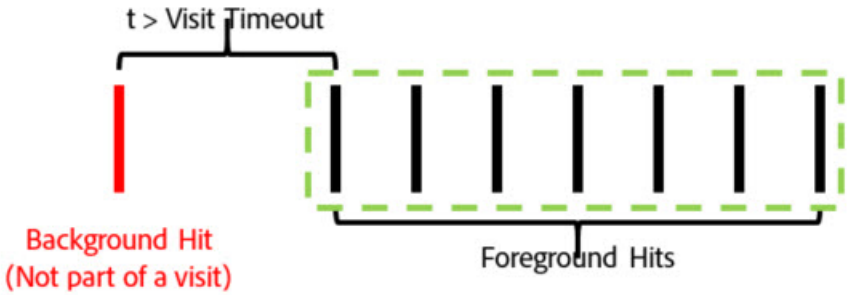
If "Prevent Background Hits from starting a new Visit" is enabled:

The following examples illustrate the behavior of background hits when this feature is enabled.

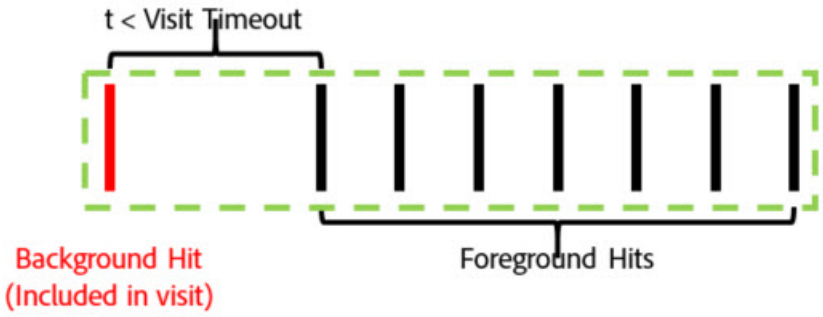
Example 1: A background hit occurs some time period (t) prior to a series of foreground hits.



In this example, if *t* is greater than the virtual report suite's configured visit timeout, then the background hit is excluded from the visit formed by the foreground hits. For example, if the virtual report suite visit timeout was set to 15 minutes, and *t* was 20 minutes, the visit formed by this series of hits (shown by the green outline) would exclude the background hit. This means that any eVars set with a "visit" expiration on the background hit would **not** persist into the following visit, and a visit segment container would only include the foreground hits inside the green outline.



Conversely, if *t* is less than the virtual report suite's configured visit timeout, the background hit is included as part of the visit as if it were a foreground hit (shown by the green outline):

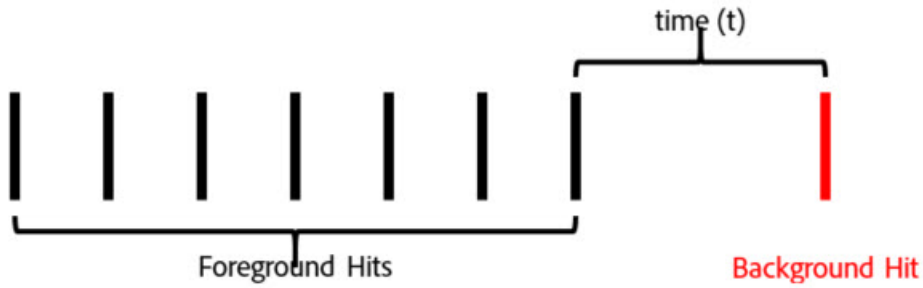


This means that:

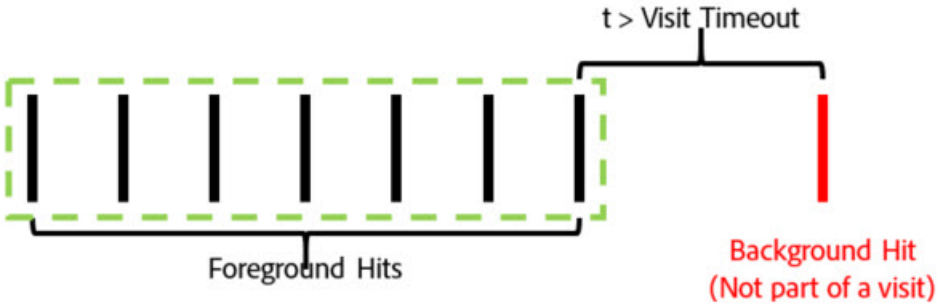
• Any eVars set with "visit" expiration on the background hit persist their values onto the other hits in this visit.
• Any values set in the background hit are included in the visit level segment container logic evaluation.

In both cases, the total visit count would be 1.

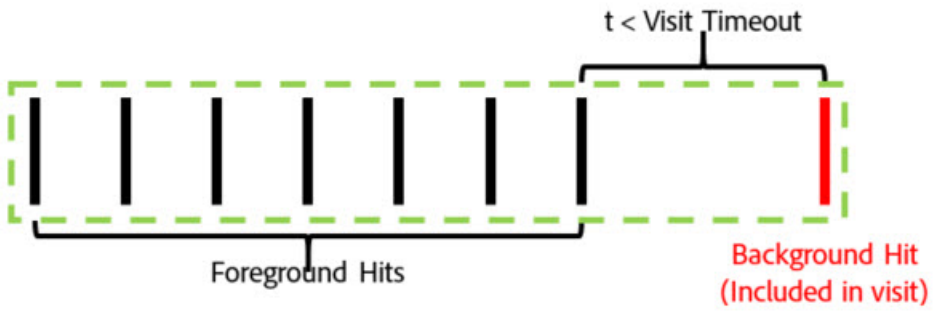
Example 2: If a background hit occurs after a series of foreground hits, the behavior is similar:



If the background hit occurs after the virtual report suite's configured timeout, the background hit is not part of a session (outlined in green):



Likewise, if the time period *t* was less than the virtual report suite's configured timeout, the background hit is included in the visit formed by the previous foreground hits:

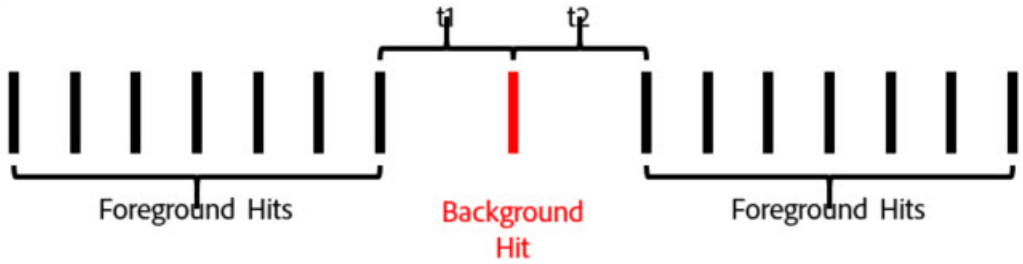


This means that:

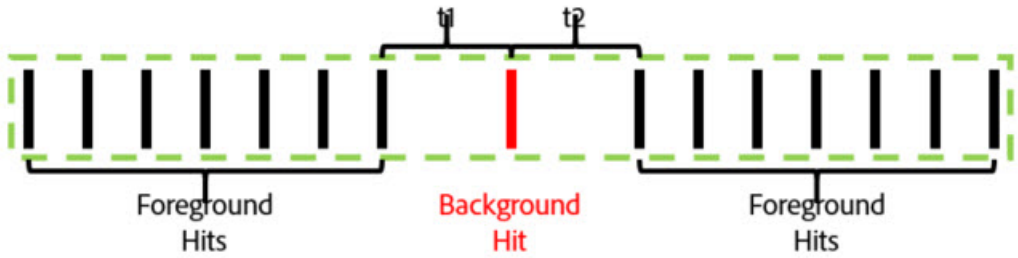
- Any eVars set with "visit" expiration on the previous foreground hits persist their values onto the background hit in this visit.
- Any values set in the background hit are included in the visit level segment container logic evaluation.

As before, the total visit count in either case would be 1.

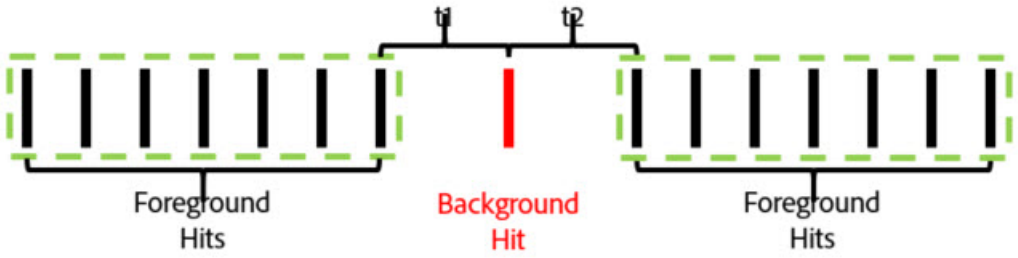
Example 3: In some circumstances, a background hit can cause what were two separate visits to be combined into a single visit. In the following scenario, a background hit is preceded and followed by a series of foreground hits:



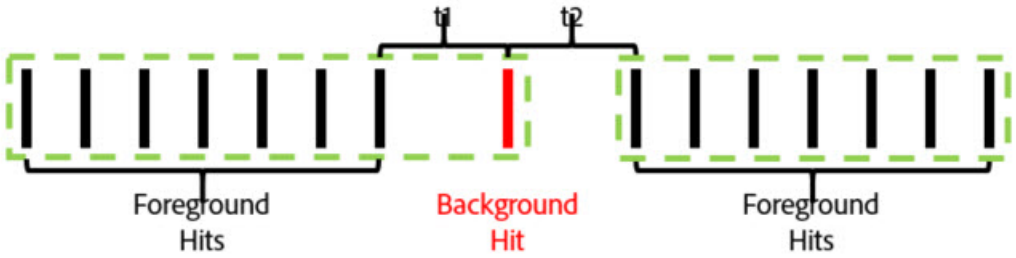
If, in this example, *t1* and *t2* are both less than the virtual report suite configured visit timeout, all of these hits would be combined into a single visit, even if *t1* and *t2* together are greater than the visit timeout:



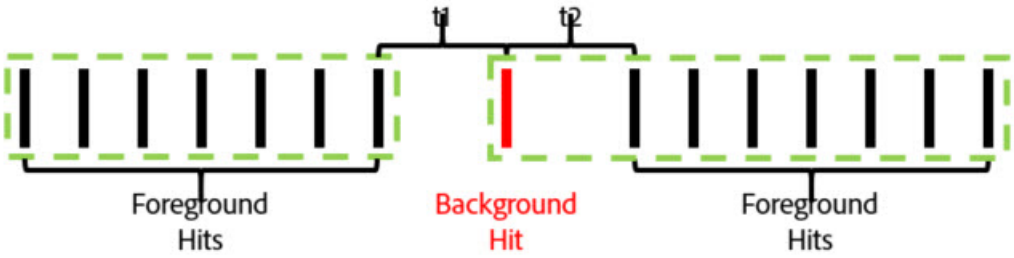
If, however, *t1* and *t2* are greater than the virtual report suite configured timeout, these hits would be separated into two distinct visits:



Likewise (as in our previous examples), if *t1* is less than the timeout and *t2* is less than the timeout the background hit would be included in the first visit:



If *t1* is greater than the timeout and *t2* is less than the timeout, then the background hit would be included in the second visit:

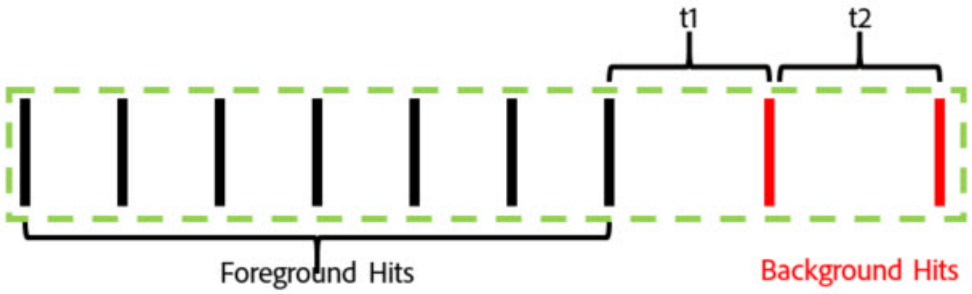


Example 4: In scenarios where a series of background hits occur within the virtual report suite visit timeout period, the hits form an invisible "background visit" that does not count toward the visit count and is not accessible using a visit segmentation container.

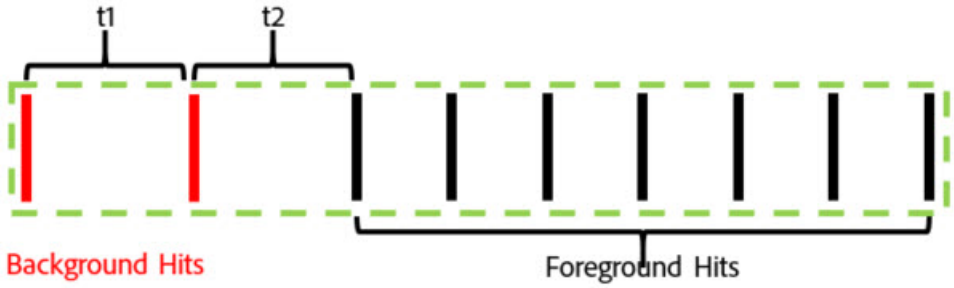
Even though this is not considered a visit, any eVars set that have visit expiration persist their values to the other the background hits in this "background visit".

Example 5: For scenarios where multiple background hits occur in succession following a series of foreground hits, it's possible (depending on the timeout setting) that the background hits keep a visit alive longer than the visit timeout

period. For example, if *t1* and *t2* together were greater than the virtual report suite visit timeout but individually less than the timeout, the visit would still extend to include both background hits:



Likewise, if a series of background hits happen prior to a series of foreground events, similar behavior occurs:



Background hits behave in this manner in order to preserve any attribution effects from eVars or other variables set during background hits. This allows downstream foreground conversion events to be attributed to actions taken while an app was in the background state. It also allows a visit segment container to include background hits that resulted in a downstream foreground session which is useful for measuring push message effectiveness.

Visit Metric Behavior

The visit count is based solely on the count of visits that include at least one foreground hit. This means that any orphaned background hits or "background visits" do not count towards the Visit metric.

Time Spent Per Visit Metric Behavior

Time spent is still calculated in an analogous way to how it is without background hits using the time between hits. Although, if a visit includes background hits (because they occurred close enough to foreground hits), those hits are included in the time spent per visit calculation as if they were a foreground hit.

Background Hit Processing Settings

Because background hit processing is only available to virtual report suites using Report Time Processing, Adobe Analytics supports two ways of processing background hits in order to preserve the visit counts in the base report suite which does not use Report Time Processing. To access this setting navigate to the Adobe Analytics Admin Console, go the settings of the applicable base report suite, then navigate to "Mobile Management" menu, then to the "Mobile Application Reporting" sub menu.

1. "Legacy Processing On": This is the default setting for all report suites. Leaving legacy processing on processes background hits as normal hits in our processing pipeline as far as the non-Report Time Attribution base report

suite is concerned. This means that any background hits that appear in the base report suite increment visits as a normal hit. If you do not want background hits to appear in your base report suite, change this setting to "Off".

2. "Legacy Processing Off": With legacy processing for background hits off, any background hits sent to the base report suite are ignored by the base Report Suite and are only accessible when a virtual report suite created on this base report suite is configured to use Report Time Processing. This means that any data captured by background hits sent to this base report suite only appear in a Report Time Processing enabled virtual report suite.

   This setting is intended for customers that wish to take advantage of the new background hit processing without altering the visit counts of their base report suite.

In either case, background hits are billed at the same cost as any other hit sent to Analytics.

Starting New Visits Upon Each App Launch

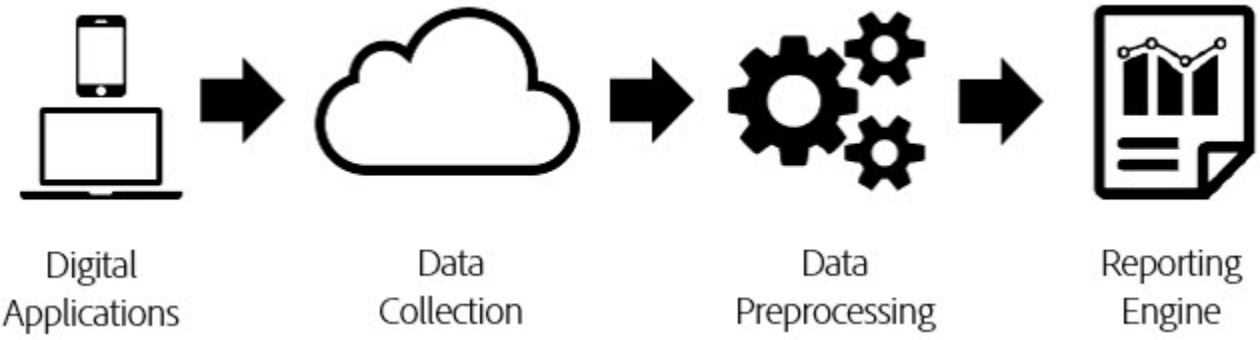
In addition to the background hit processing, virtual report suites can force a new visit to start whenever the mobile SDK sends an app launch event. With this setting enabled, any time an App Launch event is sent from the SDK, it forces a new visit to start regardless of whether an open visit has reached its timeout . The hit containing the app launch event is included as the first hit in the next visit, and increments the visit count and creates a distinct visit container for segmentation.

Report Time Processing

Report Time Processing is a virtual report suite setting that allows data to be processed in a non-destructive, retroactive fashion.

Note: *Report Time Processing is available only for Analysis Workspace.*

Report Time Processing only affects the data in the virtual report suite and does not impact any data or data collection in the base report suite. The difference between Report Time Processing and traditional Analytics processing is best understood using the following diagram:



During Analytics data processing, data flows through the data collection pipeline and into a preprocessing step, which prepares data for reporting. This preprocessing step applies visit expiration logic and eVar persistence logic (among other things) to the data as it is collected. The primary disadvantage of this preprocessing model is that it requires any configuration be done in advance before data is collected. This means that any changes to preprocessing settings apply only to new data from that time forward. This is problematic if data arrives out of order or if settings were misconfigured.

Report Time Processing is a fundamentally different way of processing Analytics data for reporting. Instead of predetermining processing logic before data is collected, Analytics ignores the data set during the preprocessing step and applies this logic each time a report is run:

This processing architecture allows for far more flexible reporting options. For example, you can change the visit timeout period to any length of time you want in a non-destructive way and those changes are reflected in your eVar persistence and segment containers retroactively as if you had applied those settings before the data was collected. Additionally, you can create any number of virtual report suites, each with different Report Time Processing options based on the same base report suite, without altering any of the data in the base report suite.

Report Time Processing also allows Analytics to prevent background hits from starting new visits and allows the *mobile SDK* to tell reporting to start a new visit whenever an App Launch event is triggered.

The following configuration options are currently available to virtual report suites with Report Time Processing enabled:

Setting	Description
Visit Timeout	The visit timeout setting defines the amount of inactivity a unique visitor must have before a new visit is automatically started. It defaults to 30 minutes. For example, if you set the visit timeout to 15 minutes, a new visit grouping is created for each sequence of hits collected, separated by 15 minutes of inactivity. This setting impacts not only your visit counts, but also how visit segment containers are evaluated, and the visit expiration logic for any eVars expiring on visit. Decreasing the visit timeout will likely increase the total number of visits in your reporting, while increasing the visit timeout will likely decrease the total number of visits in your reporting.
Mobile App Visit Settings	For report suites containing data generated by mobile apps via the *Adobe Mobile SDKs*, additional visit settings are available. These settings are non-destructive and only affect hits that have been collected via the Mobile SDKs. These settings have no impact to data collected outside of the Mobile SDK.
Prevent Background Hits from starting a new Visit	Background hits are collected by the Mobile SDKs when the app is in a background state.
Start a New Visit upon each App Launch	In addition to the visit timeout, you can force a visit to begin whenever an App Launch event has been recorded from the Mobile SDKs regardless of the inactivity

Setting	Description
	window. This setting affects the visit metric and the visit segment container, as well as visit expiration logic on eVars.
Start New Visit with Event	A new session starts when an event is fired, regardless of whether a session has timed out. The newly created session includes the event that started it. Additionally, you can use multiple events to start a session and a new session fires if any of those events are observed in the data. This setting will impact your visit count, the visit segmentation container, and the visit expiration logic on eVars.

Report Time Processing does not support all metrics and dimensions available in traditional Analytics reporting. Virtual report suites utilizing Report Time Processing are only accessible in Analysis Workspace and will not be accessible in Reports & Analytics, Ad Hoc Analysis, Data Warehouse, Report Builder, Data Feeds, or the reporting API.

In addition, Report Time Processing only processes data that comes from within the reporting date range (referred to as "date windowing" below). This means that eVar values set to "never expire" for a visitor prior to the reporting date range do not persist into the reporting windows and do not appear in reports. This also means that customer loyalty measurements are based exclusively on the data present in the reporting date range and not on the entire history prior to the reporting date range.

Below is a list of metrics and dimensions that are not currently supported when using Report Time Processing :

Metric/Dimension Name	Report Time Processing Notes
Analytics for Target	Currently unsupported. Future support is planned.
AMO reserved metrics/dimensions	Currently unsupported. Future support is planned.
Single Access Metric	Unsupported now and in the future.
List Vars	Currently unsupported. Future support is planned.
Counter eVars	Unsupported now and in the future.
Marketing Channels Variables	Currently unsupported. Future support is planned.
Days Since Last Purchase Dimension	Due to the nature of Report Time Processing date windowing, this dimension is not supported.
Days Before First Purchase Dimension	Due to the nature of Report Time Processing date windowing, this dimension is not supported.

Metric/Dimension Name	Report Time Processing Notes
Return Frequency Dimension	Due to the nature of Report Time Processing date windowing, this dimension is not supported. An alternative approach using a visit count metric in a segment is possible, or using the visit metric in a histogram report.
Days Since Last Visit Dimension	Due to the nature of Report Time Processing date windowing, this dimension is not supported.
Entry Page Original Dimension	Due to the nature of Report Time Processing date windowing, this dimension is not supported.
Linear Allocation eVars	Currently unsupported. Future support is planned.
Original Referring Domain Dimension	Currently unsupported. Future support is planned.
Visit Number	Due to the nature of Report Time Processing date windowing, this metric is not supported. To report on the number of new vs repeat visitors in mobile apps, you can use a calculated metric including visitors/visits with the App Install metric to identify new visitors or visits.
Transaction ID Data Sources	Currently unsupported. Future support is planned.

Below is a list of dimensions and metrics that are impacted depending on the Report Time Processing settings selected:

Metric/Dimension Name	Report Time Processing Notes
Unique Visitors Metric	If "Prevent Background Hits from starting a New Visit" is enabled, Unique Visitors does not include Visitors who had only background hits in the reporting date range.
Visits	Visits reflects whatever settings the virtual report suite has configured, which may be different from the base report suite.
Serialized Events with Event IDs	Events that use Event Serialization with an event ID are only deduplicated for events that occur within the reporting date range for a visitor rather than across all dates or visitors globally due to Report Time Processing date windowing.
Purchases/Revenue/Orders/Units	When the purchase ID is used, these metrics are only deduplicated for duplicate purchase IDs that occur within the reporting date range for a visitor rather than across all date or visitors globally due to Report Time Processing date windowing.

Metric/Dimension Name	Report Time Processing Notes
Bounces/Bounce Rate	If "Prevent Background Hits from starting a New Visit" is enabled, background hits that are not followed by a foreground hit are not considered a bounce and do not contribute to the bounce rate. See *Context-Aware Sessions* for more details.
Timespent Seconds Per Visit	If "Prevent Background Hits from starting a New Visit" is enabled, only visits that include foreground hits contribute to this metric. See *Context-Aware Sessions* for more details.
Timespent Per Visit	If "Prevent Background Hits from starting a New Visit" is enabled, only visits that include foreground hits contribute to this metric. See *Context-Aware Sessions* for more details.
Entries	If "Prevent Background Hits from starting a New Visit" is enabled, only entries from visits that contain a foreground hit are considered. See *Context-Aware Sessions* for more details.
Non-merchandising eVars/reserved eVars	Values set in an eVar persist only if the value was set within the reporting date range due to Report Time Processing date windowing. In addition, time-based expirations might expire an hour early or an hour late if the persistence spans a daylight savings time change.
Merchandising eVars/reserved eVars	See above. In addition, for conversion syntax, where the binding is set to "any event," "any hit" is used instead.
Entry and Exit Dimensions	If "Prevent Background Hits from starting a New Visit" is enabled, only entries and exits from visits with foreground hits appear in this dimension. See *Context-Aware Sessions* for more details.
Hit Type	This dimension specifies whether a hit is foreground or background.

Frequently Asked Question

Tips and Best Practices for new users of virtual report suites.

Question	Answer
Should I consolidate my implementation from multiple report suites into a single "global" report suite and then use virtual report suites to expose different segments of data to my users?	Maybe. Here are some circumstances under which you should **consider continuing with individual report suites**: • If you have variables/dimensions with a large number of unique values, consolidating into a single report suite may cause you to exceed monthly unique value limits in this global suite, leading to truncation ("Low Traffic" as a line item in reports).

Question	Answer
	• If you require real-time or "Current Data" reporting for individual segments (e.g. brands, business units, etc.) of your data. • If your various report suites each have unique requirements for tracking (i.e., if they use Adobe Analytics variables and events very differently), note that consolidating to a global report suite will not grant you additional variables or events for tracking.
Which settings on virtual report suites are inherited from the parent report suite?	A virtual report suite (VRS) inherits most of the service levels of the parent report suite, such as eVar settings, Processing Rules, Classifications, etc. The following settings are **NOT** inherited: • Report suite ID • Report suite name • Permission groups (virtual report suites can be assigned to their own permission groups) ***Note:*** *This does not include most user-created entities like Bookmarks, Dashboards, Scheduled Reports, etc.; these items are not inherited from the parent and can be created and used against the VRS specifically (more detail in the next question).*
How does working with a virtual report suite differ from working with a base report suite in the Analytics UI?	Once created, a virtual report suite is treated just like a base report suite throughout the UI and is generally supported for most extended features. For example: • Virtual report suites show up in the Report Suite selector and can be selected individually just like any other base report suite. • DL Reports, Bookmarks, Dashboards, Targets, Alerts, Segments, Calculated Metrics, etc. can all be created against a virtual report suite and behave independently of the parent. • Virtual report suites can be individually added to Permissions Groups just like any other report suite. • Segments can still be applied when running reports in the context of a VRS; they will automatically be stacked with the virtual report suite's segment(s) when the report data is being retrieved.
How are virtual report suites treated in the Admin Console and Admin API? Can I save features against them like base report suites?	No, virtual report suites are **not supported for most Admin features**. As mentioned above, a VRS inherits most service levels and features from the parent (for example, eVar settings, Processing Rules, Classifications, etc.), so to make a changes to these inherited settings on a VRS, you must alter the parent report suite. As a result, virtual report suites are shown in the UI **only here**: • The Virtual Report Suite Manager, where you create and edit VRSs. (**Analytics** > **Components** > **Virtual Report Suites**) • The User Management interface, where you edit custom permissions groups. This allows VRS accounts to be added to a permissions group and could be used to create a group that only has access to virtual report suites (if the Admin wanted to deny access to the parent and only allow users access to specific segments).

Question	Answer
	(**Admin** > **User Management**) ***Note:*** *When you use the Web Services API and attempt to save Feature settings against a VRS, an exception will be thrown. Features can only be set against a base report suite.*
Are virtual report suites supported in the SiteCatalyst 14 UI?	No, we do not expose virtual report suites in SiteCatalyst 14. They will not show up for selection in the Report Suite Selector and cannot be selected. We do, however, expose virtual report suites in the SiteCatalyst 14 Admin Console UI when editing a group. In this particular case virtual report suites need to be represented so they aren't accidentally removed from an already-existing group that may already have access to one/many virtual report suites.
I checked "start new visit on launch." Why do I see visits still much higher than launches?	When the **start new visit on launch** option is checked, the timeout still applies. So, if a user is using the an app for ten minutes with a one minute break in between each action, a new visit starts on launch, then nine additional visits are created when the visit times out. To keep launches and visits as close as possible when **using the start new visit on launch** option, you should use a timeout that is longer than the session timeout set in the SDK .
I set "start new visit on launch" and set a longer timeout than my SDK. Why are my launches still much lower than visits?	If the timeout is higher than the value set in the SDK, it is very likely that your app is sending in hits while in the background and these hits are registering as new visits. Check for this by using the hit type dimension on the parent report suite to see if there are any background hits. ***Note:*** *Background and foreground hits are only differentiated in version 4.13.6 and higher of the SDK. If you are on a lower version, all hits show as foreground. If you are on the correct version of the SDK, you should enabled the* ***Prevent background hits from starting a new visit*** *setting.* ***Note:*** *If you have disabled legacy processing for background hits in the admin console, they will not show up in the parent report suite but will appear in the virtual report suite.*
What version of the SDK do I need to have to track background hits?	You must be on version 4.13.6 or higher of the SDK.

Virtual Report Suites and Global/Multi-Suite Tagging Considerations

Virtual report suites can be used to replace multi-suite tagging. For example, instead of sending data to two separate report suites, you could send data to one and use virtual report suites to limit how much data users have access to. However, access to data is only one of the reasons that separate report suites can be beneficial. Carefully consider the following use cases before making implementation changes with regard to virtual report suites.

Important: *After you have read through the considerations below and have decided to remove secondary server calls and use virtual report suites instead, here is what you need to do:*

1. *Create virtual report suites to match the data in your secondary/child report suites.*
   - *Use the virtual report suites to test against your secondary report suites to make sure the data looks good.*
   - *Adjust the segments that the virtual report suites are based on, as necessary.*
   - *As a best practice, use segment stacking wherever possible so you can edit a segment in one location and have it apply to all virtual report suites that use that segment. For example, if I want to build one VRS for "mobile users from Europe," and another one for "mobile users from Asia," create one segment for mobile users and then separate segments for European and Asian users. This way, if you want to update the definition of your "mobile users" segment, you can do so in a single segment without needing to update each virtual report suite segment individually.*
   - *If you are looking for mutually exclusive data sets in your virtual report suites (for example, you want to see "Domain A" and "Domain B" as separate report suites, and you do not want any of Domain A's traffic in Domain B's report suite, use a "hit" container for your segments.*
2. *After you confirm that the virtual report suites you created are set up correctly and will meet your team's needs, remove the secondary report suite IDs from your implementation. Leave only your global/parent report suite IDs to collect data from your sites and apps.*

   If you are unable to edit your implementation, work with your Adobe account team. They can explore options for preventing your secondary server calls from being processed by Adobe Analytics.

The following considerations apply ONLY to cases where you are considering changing your implementation to remove child report suites and rely solely on virtual report suites to control views into data for end users. None of the following considerations apply to normal use of virtual report suites as a way to segment existing report suites and make that data available to users (without dramatically altering your underlying implementation).

Users at your company need to be able to share segments to the Experience Cloud for targeting from virtual report suites.

Use case: Users have access to virtual report suites only, but you want them to be able to create and share segments from Adobe Analytics to Adobe Experience Cloud for targeting in Adobe Target.

- Sharing segments to Adobe Experience Cloud is not supported for virtual report suites.
- Users who need to be able to share a segment to Experience Cloud must have access to the global/parent report suite.

You don't need real-time (or "Current Data") reporting at the virtual report suite level.

- The real-time report is not supported in virtual report suites, because the data is segmented.
- The same is true of the "Current Data" setting.

Use case: You are setting up virtual report suites for each of your properties, but each property has a newsroom that relies on the real-time report. You should use secondary server calls.

You do not exceed unique value limits in your "base" (parent) report suites.

Or: You do not care if your users see "Low Traffic" in their virtual report suites.

Use case: You have millions of page names in your global report suite, and you want to be sure that you see every single unique page name in your child suites. You should use secondary server calls.

You do not need different variable definitions and mappings for each individual "child" report suite.

- For example, you do not get a separate bank of eVars for each virtual report suite; each one uses the same eVar naming and definition as the base report suite.
- The same applies to Marketing Channels.

Use case: The first 50 eVars in your global suite are common to all of your different brands that roll up into it, but the next 50 are unique and different to each brand. You should use secondary server calls.

The segments you are going to use with virtual report suites do not divide the data in ways that may confuse your users.

Remember that a virtual report suite is just a segment applied to a report suite; all nuances in segmented data apply.

Use case 1: Your virtual report suite is based on a segment defined as "all shopping cart hits". Running pathing reports would show shopping cart pages as the start of the visit, since all hits prior to the shopping cart are excluded. You may want to use secondary server calls, depending on your needs.

Use case 2: You have five sites. Your users want to see Visit Number data on a per-site basis, meaning that they want to see the number of first visits, second visits, etc. at a site level.

With a global suite, visit number is typically aggregated across all sites (Visit #1 can be to SiteA, Visit #2 can be to SiteB, and so on). When using a Virtual Report Suite to segment by site (for example, All SiteB visits), the visit number corresponds to the selected site. In the example just given, a virtual report suite for all SiteB visits would show zero for Visit #1, because Visit #1 happened on SiteA. If this is concerning, you should use secondary server calls.

You have no problem with Adobe Analytics converting various currencies at report run time.

- Virtual report suites do not convert revenue from one currency to another like regular report suites do.
- Adobe Analytics does allow you to convert currency when running reports but the exchange rate is based on the current day, even for historical data.

Use case: You do business in several countries and each country wants to view historical revenue data in their own currency with an accurate historical exchange rate. You should use secondary server calls.

Your company's usage of Adobe Analytics for querying is not extreme.

- Running tens of thousands of data queries (reports, Report Builder data blocks, API calls, etc.) against a single report suite concurrently can impact performance.
- Using separate report suite allows you to parallelize your queries.
- This also applies to classifications uploads, which can take longer on a single massive report suite.

Use case: You have a thousand Report Builder dashboards, each with 50 data blocks, that are scheduled to run at the same time every Monday morning. You should use secondary server calls.

You are okay with getting a single Data Feed that includes all of your data.

- You cannot do Data Feeds for virtual report suites.

Use case: You want to push a Data Feed for Brand A to that team every night for them to use, without having to first segment/ETL a global Data Feed for all of your brands in order to get their data and send it over to them. You should use secondary server calls.

You are using an Exchange (data connectors) integration that only allows one partner account per report suite, and you have multiple partner accounts that you want to integrate.

- For example, you can only have one DFA account integrated per report suite.
- You cannot set up Exchange integrations on a per-virtual-report-suite basis.
- Check with the specific Exchange integrations that you want before you consolidate down to a single parent report suite.

Use case: Each of your regional teams has its own DFA account and wants to integrate pre-click display ad data into their report suites. You should use secondary server calls.

Other consideration: Localization in different report suites (e.g., each language referring to the same product differently)

- In the global suite, these localized product names, page names, and so on are mixed in their respective reports.
- If you segment properly by language or geo, the virtual report suites should only contain the correct localized values.

Other consideration: Multiple visitor counting methodologies (FPC vs. third-party)

- Consolidating down to a global report suite means that all of your properties should use the same visitor counting methodology (first-party cookies, third-party cookies, Experience Cloud ID, and so on).
- Continue to use separate report suites for each brand or property if you cannot ensure that all properties can rely on the same methodology.

Virtual Report Suite Workflow

An overview of the steps required to plan an implement virtual report suites.

Step #	Task Description	Notes
	Plan your virtual report suite strategy.	Familiarize yourself with *Global/Multi-Suite Tagging considerations* and the FAQs as you decide on your strategy.
	*Create a virtual report suite* by applying one or more segments to a parent report suite.	Virtual report suites are created in the Virtual Report Suite Manager (**Components** > **Virtual Report Suites**). Once created, a virtual report suite is treated just like a base report suite throughout the UI and is generally supported for most extended features. For example, virtual report suites show up in the Report Suite selectors and can be selected individually just like any other report suite. Click the Info icon next to the report suite name to *view information about it*.

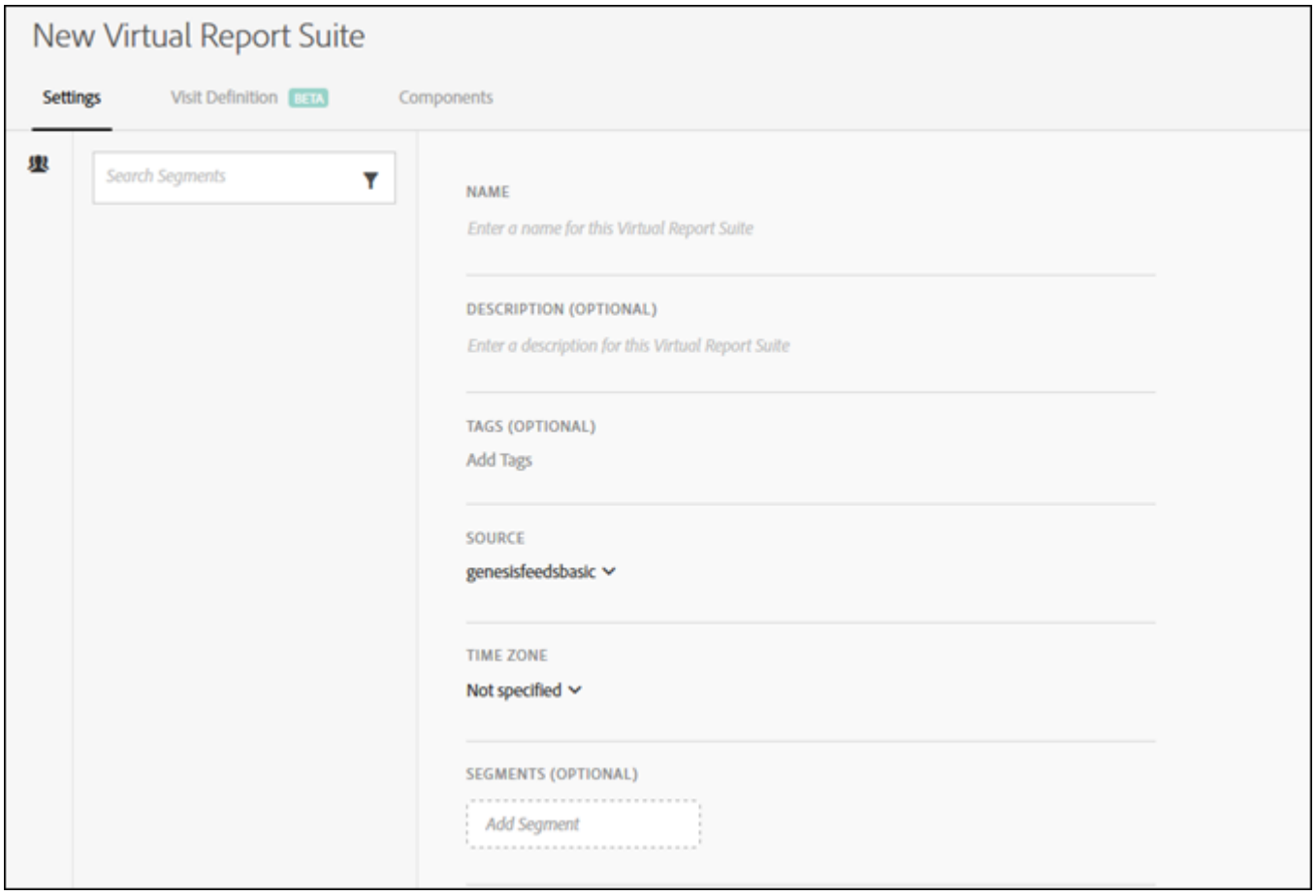
Step #	Task Description	Notes
3	Set up *Group permissions* for it.	You add group permissions as part of the creating a virtual report suite. You can edit group permissions in two ways: • Edit the virtual report suite in the Virtual Report Suite Manager. • Go to **Admin** > **User Management** > **Groups**, then select the group that has permissions to the virtual report suite and click **Edit**.
4	Bring up a report and select a virtual report suite to provide a segmented view of the data.	
5	*Manage* the virtual report suite.	The Virtual Report Suite Manager lets you edit, add, tag, delete, rename, approve, copy, export, and filter virtual report suites. It is not visible to non-Admin users.

Creating Virtual Report Suites

Before you start creating virtual report suites, here are a few things to keep in mind.

- Non-Admin users cannot see the Virtual Report Suite Manager.
- Virtual report suites cannot be shared. "Sharing" is done via groups/permissions.
- In the Virtual Report Suite Manager, you can see only your own virtual report suites. You have to click “show all” to see everyone else’s.

1. Navigate to **Components** > **Virtual Report Suites**.
2. Click **Add +**.



3. Fill in the fields:

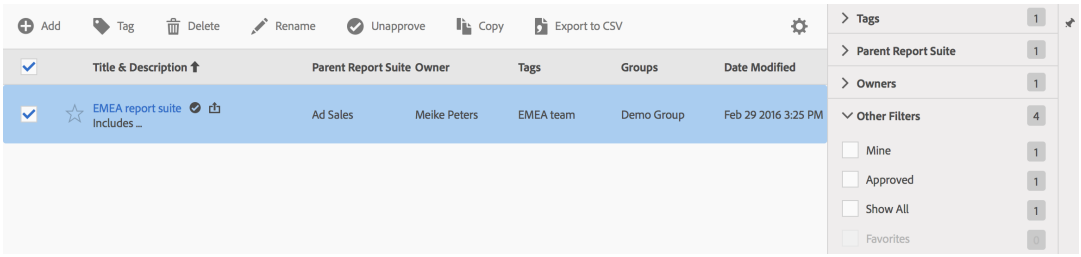
Element	Description
Name	The name of the virtual report suite is not inherited from the parent report suite and should be distinct.
Description	Add a good description for the benefit of your business users.
Tags	You can add tags to organize your report suites.
Groups	Select the permission groups that you want to have access to this VRS. (You can also manage group permissions from **Admin** > **User Management** > **Groups**.)
Parent Report Suite	The report suite from which this virtual report suite inherits the following settings. Most service levels and features (for example, eVar settings, Processing Rules, Classifications, and so on) are inherited. To make a changes to these inherited settings on a VRS, you must edit the parent report suite (**Admin** > **Report Suites**).
Time zone	Choosing a time zone is optional.

Element	Description
	If you choose a time zone, it is saved along with the VRS. If you do not choose one, the time zone of the parent report suite is used. When editing a VRS, the time zone saved with the VRS appears in the drop-down selector. If the VRS was created before time zone support was added, the parent report suite's time zone is shown in the drop-down selector.
Segments	You can add just one segment or you can *stack segments*. ***Note:*** *When stacking two segments, they are joined by an AND statement. This cannot be changed to an OR statement.* When you try to delete or modify a segment that is currently used in a virtual report suite, a warning displays.

Managing Virtual Report Suites

The Virtual Report Suite Manager lets Administrators edit, add, tag, delete, rename, approve, copy, export, and filter virtual report suites. It is not visible to non-Admin users.

Analytics > **Components** > **Virtual Report Suites**



Note: *In the Virtual Report Suite Manager, you can see only your own virtual report suites. You have to click* ***Show All*** *to see everyone else's.*

Task	Description
Add	Takes you to the virtual report suite builder where you can create new virtual report suites.
Tag	All users can create tags for segments and apply one or more tags to a segment. However, you can see tags only for those segments that you own. What kinds of tags should you create? Here are some suggestions for useful tags: • Tags based on team names, such as Social Marketing, Mobile Marketing • Project tags (analysis tags), such as Entry-page analysis • Category tags: Men's; geography • Workflow tags: Curated for (a specific business unit); Approved

<table>
<tr><th>Task</th><th>Description</th></tr>
<tr><td>Delete</td><td>If you delete a virtual report suite, scheduled reports and dashboards that have this virtual report suite applied continue to work normally. The report or dashboard continues to use the deleted virtual report suite until you re-save the scheduled report.

Scheduled reports do not update when you edit a virtual report suite with the same name. For example: Suppose you have two virtual report suites with the same name and different parent report suites:

<table><tr><th>Virtual Report Suite Name</th><th>Parent Report Suite</th></tr><tr><td>EMEA First-Time Visitors</td><td>mainprod</td></tr><tr><td>EMEA First-Time Visitors</td><td>maindev</td></tr></table>
You have a bookmark that references the virtual report suite for the mainprod report suite. Then you delete that virtual report suite because it’s a duplicate. The bookmark continues to run, referencing the definition of the deleted VRS. If you change the definition for the remaining VRS, the VRS applied to the bookmark does not change. It uses the old definition. To fix this, update the bookmark to reference the new definition. If you are unsure whether a bookmark, dashboard or scheduled report is using a deleted VRS, you could change the name of the remaining VRS so it’s more clear whether the bookmark is using the remaining VRS.</td></tr>
<tr><td>Rename</td><td>Everywhere the virtual report suite is displayed, like in the report suite selector, it shows the new name.</td></tr>
<tr><td>Approve/Unapprove</td><td>Approve virtual report suites to make them "official" or "canonical." You can reverse the process by unapproving.</td></tr>
<tr><td>Copy</td><td>Creates a distinct copy with its own new report suite ID, but with the same name and definition.</td></tr>
<tr><td>Export to CSV</td><td>Export the virtual report suite definition to a .csv file.</td></tr>
<tr><td>Filter</td><td>Filter by tags, parent report suite, owners, and other filters (Show All, Mine, Favorites, and Approved).</td></tr>
</table>

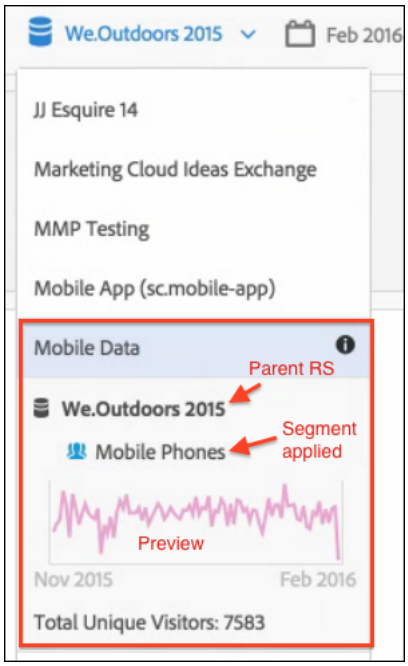
Viewing Virtual Report Suite Information

Click the i (Info) icon next to the report suite name to get info about it.

In the Report Suite Selector

Clicking the Info icon next to the virtual report suite in the Report Suite selector provides this information:

- The name of the parent report suite.
- The name of any segments applied to it.
- A simple preview of the report suite with the applied segment.
- Total Unique Visitor count.



Web Services

The Web Services APIs provide programmatic access to marketing reports and other Suite services that let you duplicate and augment functionality available through the Analytics interface.

Analytics > **Admin** > **Company Settings** > **Web Services**

Element	Description
Manage Web Services	In User Management > *Groups* you can update the Web Service Access group to include those users that need access to the Web Services APIs. **WSDL**: Download the Web Services API WSDL for Web services developers. *Developer Connection*: Visit the Developer Connection, which provides documentation, sample code, and forums related to the Web Services APIs. Click Web Services APIs Overview for more information.
Filtering Options	When using SOAP, if your XML parser has trouble with illegal or invalid characters in responses to Web Services API calls, select one or both of the following options to have Analytics automatically filter the response output. Typically, this is an issue only with double-byte languages (Japanese, Chinese, Korean).
API Access Information	View Web Services access information by user. This table includes the Web Services Username and Shared Secret, which users must use as part of the authentication process when making Web Services calls.
Token Usage	View information about the number of Web Services tokens used by your company during the current calendar month.

Analytics Data Feed

Data that is collected from web sites, mobile apps, or is uploaded using web service APIs or data sources, is processed and stored in Adobe's Data Warehouse. This raw clickstream data forms the data set that is used by Adobe Analytics.

As a service, Adobe can deliver this raw data to the customer in a batched manner on a recurring daily or hourly delivery schedule. This service is called "Analytics Data Feed." Each data feed comprises the raw data for a single report suite.

Note: *Historically, Data Feed administrators had to rely on Adobe Customer Care to get a status update on their Data Feed jobs. This is no longer the case. The Data Feed user interface is now available to all Adobe Analytics administrators.*

Use the Analytics Data Feed interface to:

- Configure and manage data feed requests
- Change existing data feeds
- Check whether all data feed jobs have been properly delivered
- Monitor status of all data feed jobs
- Rerun data feed jobs

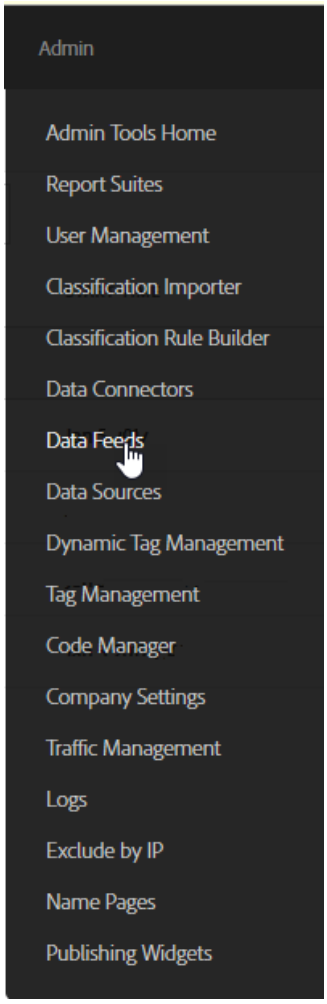
The following video shows how to create and manage your own Data Feeds within Adobe Analytics.

YouTube Video: https://www.youtube.com/watch?v=m_fb--gNtR4

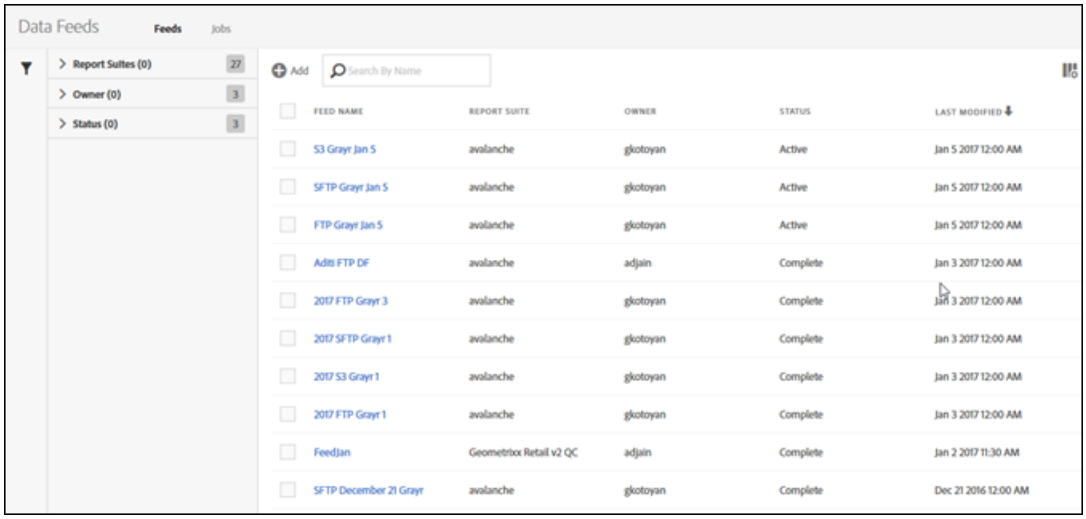
Open the Data Feed Interface

The Data Feed user interface is accessible from the Reports& Analytics Admin tab.

1. Open the Admin tab.
2. Select **Data Feeds**.



The Data Feed landing page lists all the feeds currently defined for your company, for all report suites accessible by the admin user.



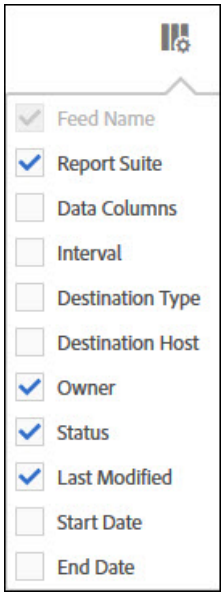
If no feeds have been set up, the page shows a **Create New Data Feed** button.

To view your *jobs*, click **Jobs**. To return to the feeds view, click **Feeds**.

Sort Columns

You can determine which columns are available and sort them according to your needs.

1. To determine which columns are visible, click the **Columns Configuration** button.



2. To sort a column, click the column header.

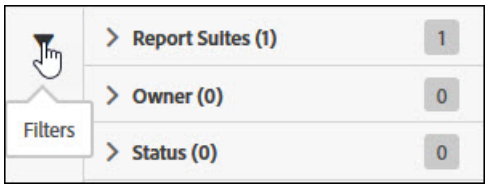
   Alphabetical columns are sorted in alphabetical order. Click the header to sort by reverse alphabetical order.

   Numeric columns are sorted numerically. Click the header to toggle between low-to-high and high-to-low sorting.

Search and Filter

Searching and filtering help you locate a feed in the list.

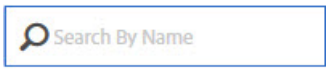
1. Click or hover over the Filter icon to view the filtering options.



   There are three available filtering options:

   • Report suite
   • Owner
   • Status

2. Enter a search term to search the feeds list.



You can combine filtering and searching to help you find your feeds. Combined filters are joined by an AND operator.

Data Feed Status

Feeds can be shown with any of several status labels.

Status	Description
Active	The feed is operational.
Approval Pending	In some circumstances, a feed might need to be approved by Adobe before it can start generating a job. In that case, this status is applied to the feed.
Deleted	The feed has been deleted.
Complete	The feed has run all its job. A completed feed can be edited, put on hold, and cancelled.
Pending	The feed has been created but is not yet active. This is a short transitional state that might not appear in the Feeds list.
Inactive	An inactive state is equivalent to a Paused or Hold state. Once the feed is reactivated, it will resume delivering the jobs from the moment it stopped.

Terminology

It is important to understand key terms when using the Analytics Data Feed interface.

In this guide, most terms are defined in context. However, understanding the following terms will help you as you read this documentation.

Data Feed (capitalized): The Adobe Data Feed service and its interface.

data feed (lowercase): A defined set of parameters and values used to collect a set of data.

job: An instance of the data feed that runs and results in the delivery of one or more files containing the data.

Best Practices and General Information

Following are some best practices for data feed processing and delivery. You should:

- Expect data feeds to be delivered within 12 hours after the end of a given time period 95% of the time.

  For example, if you have an hourly feed, the data feed request for the 3 a.m. to 4 a.m. hour should be delivered by 4 p.m. 95% of the time. Data feeds for report suites with high traffic volume can take longer to process and deliver, particularly if they are configured as daily feeds rather than hourly feeds.
- Ensure that you *communicate any anticipated traffic spikes* ahead of time. Any upstream latency has a direct impact on how quickly the data feed process can get started.
- Ensure that you have ample room on your FTP site. Clean it out on a regular basis so that you don’t inadvertently run out of disk space.
- When changing FTP credentials, please ensure that the credentials are current in Adobe's data feed system.
- Use hourly delivery if possible. It makes the files smaller and faster to produce/transmit.
- Consider using “multiple-file” delivery (typically done with large daily feeds.) Multiple-file delivery breaks the single monolithic file into smaller files and delivers them all at the same time. Again, smaller files make it faster to create, zip/unzip, and transmit the data.

- If you are using sFTP as the delivery method, do not read and do not delete files with a ".part" suffix. The ".part" suffix indicates the file is partially transferred, it is not complete. Once the file has been transferred, the file will be renamed without the ".part" suffix.
- Build your ETL process with the assumption that, occasionally, a file may be transferred more than once. Otherwise, you may end up with duplicate data.
- Exporting *Activity Map* data (contextData) via Analytics Data Feed is not supported.

Data Feed Panel

You can perform a variety of actions on a data feed.

In the Data Feed interface, when you select the check box next to one or more feeds, the available actions display as a collections of buttons above the list.

To edit a feed, click the feed name in the list.

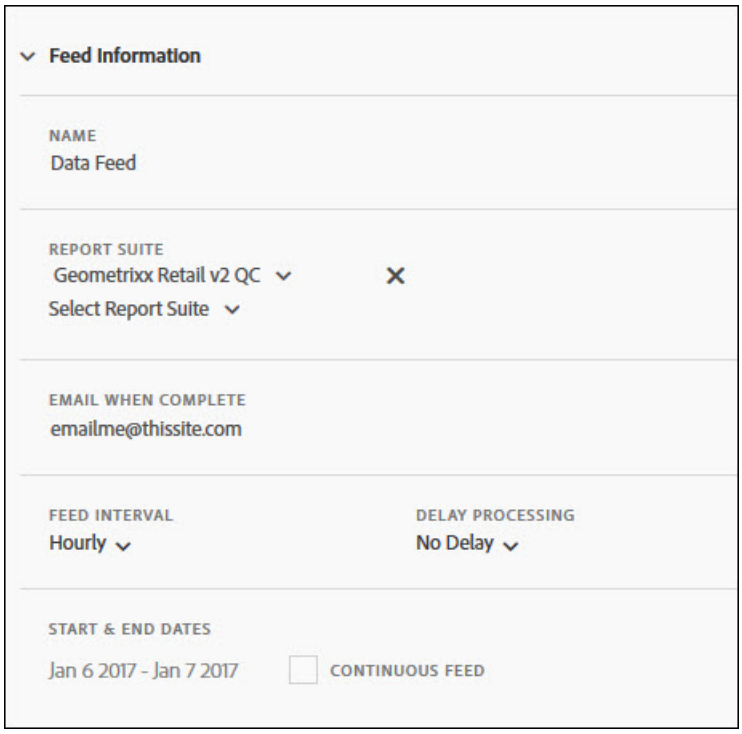
Add a Feed

Create a new feed.

1. Click the **Add** button in the Feed action bar, or click the **Create New Data Feed** button if you do not have any defined feeds.
2. Enter your *feed information*.
3. Enter the*feed destination* information.
4. Define the*data columns*.
5. Click **Save**.

Feed Information

Use the Feed Information section to name the feed, specify the report suite to run the feed against, determine the feed recurrence, and specify when the feed starts and ends.



Field	Description
Name (Required)	Enter a feed name. The name must be unique within the selected report suite, and can be up to 255 characters in length.
Report Suite (Required)	Specify the report suites for the feed query. At least one report suite needs to be selected. You cannot list the same report suite twice. All report suites available to the logged in user are available. The virtual report suite is excluded, but the ASI report suite can be included.
Email When Complete (Required)	Specify the email recipient who will receive feed delivery updates. This field cannot be empty. It must contain a properly formatted email address.
Feed Interval (Required)	Specify the scheduling recurrence. ***Note:*** *Due to the potential size of data feed zip files, make sure your ETL process uses a 64-bit zip utility.*
Delay Processing (Optional)	Specify the delay to apply to each scheduling instance.
Start and End Date (Required)	Schedule the dates when the feed will start and end.

Field	Description
Continuous Feed (Optional)	• Start Date: defaults to today's date • End Date: defaults to tomorrow's date • If Continues Feed is selected, the start date can be up to 32 days in the past. • If the start and end dates are specified, the date period can be up to 32 days (difference between start and end date) but the start date cannot be further than 90 days in the past.

Feed Destination

The Feed Destination section defines how the feed is distributed.

There are four distribution channels:

• FTP
• SFTP
• Amazon S3
• Azure Blob

FTP

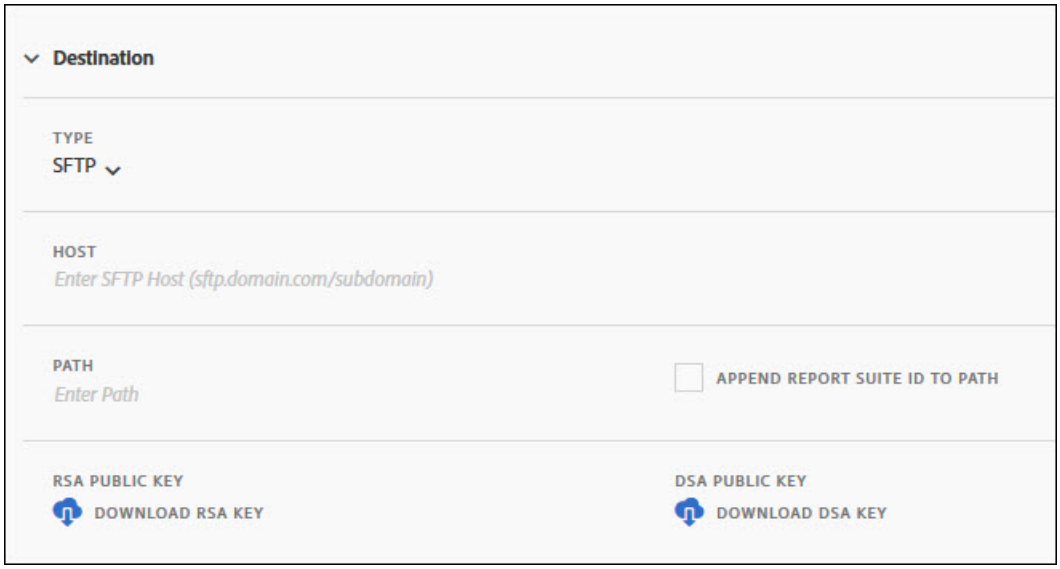
Data feed data can be delivered to an Adobe or customer hosted FTP location.

If you select to have data uploaded to your FTP server, you must provide Adobe with the appropriate username, password, and upload path. You must implement your own process to manage disk space on the server, as Adobe does not delete any data from the server.

SFTP

Data feed data can be delivered to an Adobe or customer hosted sFTP location.

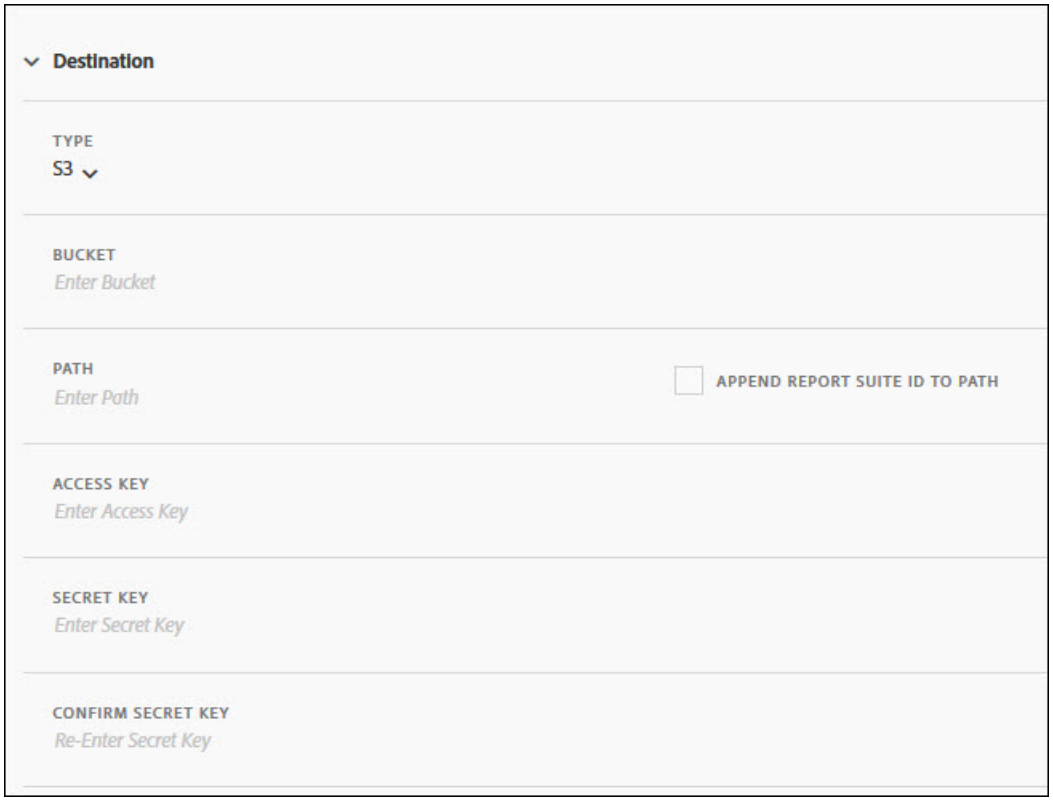
If you select to have data uploaded to your FTP server, you must provide Adobe with the appropriate username and upload path. You must implement your own process to manage disk space on the server, as Adobe does not delete any data from the server.



Amazon S3

You can upload your files to an Amazon S3 bucket. Amazon automatically encrypts the data at rest (on the Amazon servers). When you download the data, it gets decrypted automatically.

If you select to have data uploaded via Amazon S3, you must provide a Bucket name, an Access Key ID, a Secret Key and a folder name.



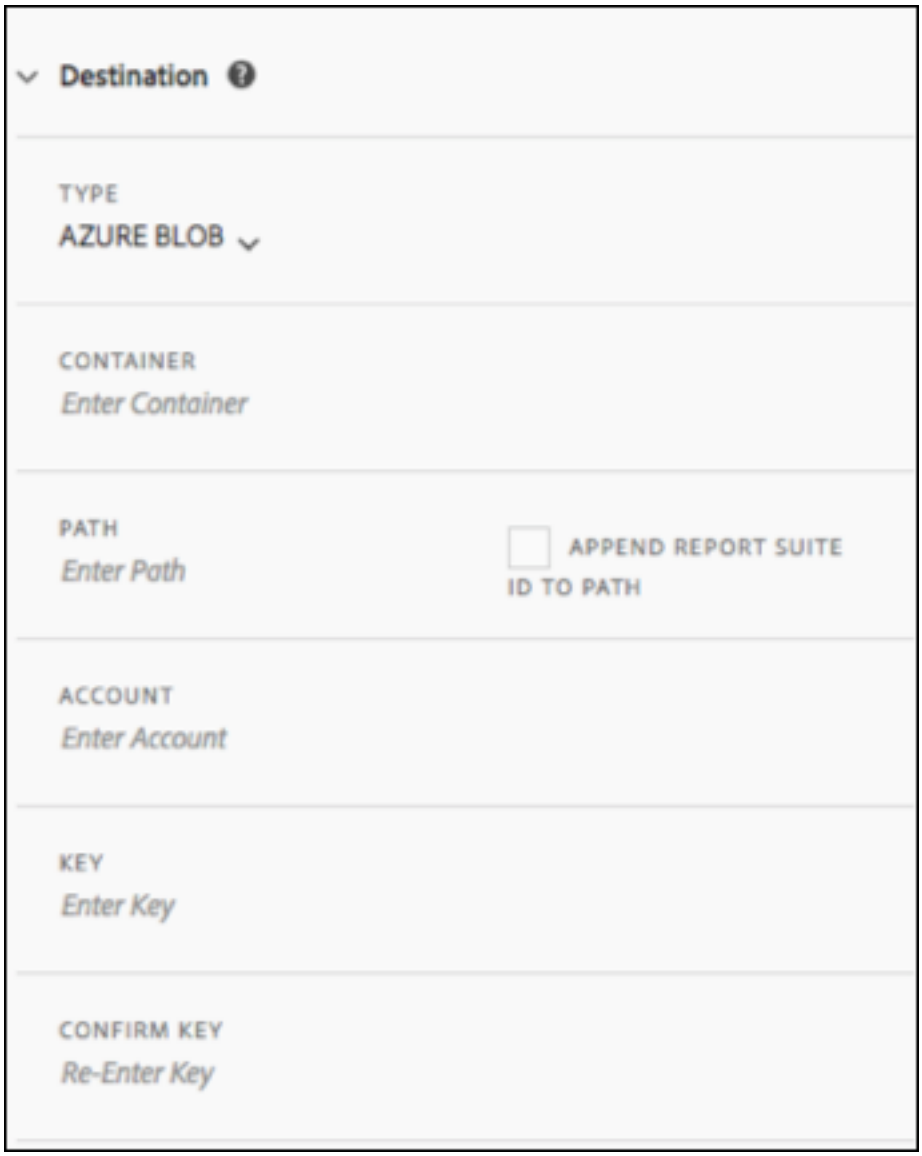
Data Feeds communicates to the following 11 standard AWS regions (using the appropriate signature algorithm where necessary):

- us-east-1
- us-west-1
- us-west-2
- ap-south-1
- ap-northeast-2
- ap-southeast-1
- ap-southeast-2
- ap-northeast-1
- eu-central-1
- eu-west-1
- sa-east-1

We currently do not support the Beijing, China AWS region (cn-north-1).

Azure Blob

You can upload your files to an Azure Blob.



Fields

The following table shows all options for all distribution channels. The available options depend on the selected distribution channel.

Field	Description
Access Key	Enter the Amazon S3 access key.
Bucket	Enter the Amazon S3 Bucket location. This value should match the proper S3 bucket format. (See *http://docs.aws.amazon.com/awscloudtrail/latest/userguide/cloudtrail-s3-bucket-naming-requirements.html*.) ***Note:*** *See BucketOwnerFullControl setting for Amazon S3 data feeds, below, for details about the Amazon S3 settings.*

Field	Description
Container	Enter the Azure Blob container name.
Host	Specify the FTP or SFTP host location. This value must comply to the proper ftp/sftp format, `ftp.domain.com/subdomain` or `sftp.domain.com/subdomain`. The standard ports 21 and 22 for FTP and sFTP are required.
Password Confirm Password	Enter the FTP password. Reenter to confirm
Path	Select the path to the host or bucket. This path must exist prior to feed creation. ***Note:*** *See BucketOwnerFullControl setting for Amazon S3 data feeds, below, for details about the Amazon S3 settings.*
Account	Enter the Azure storage account.
Public Key	Provide the SFTP public key. You must download the public key to set up the SFTP repository. ***Note:*** *Downloading the public key is not required to create the feed.* You can use a public key that has already been downloaded when creating a previous feed. For more information, see *https://marketing.adobe.com/resources/help/en_US/whitepapers/ftp/ftp_sftp_dw.html*.
Key Confirm Key	Enter your storage access key. Re-enter to confirm. ***Note:*** *See https://docs.microsoft.com/en-us/azure/storage/common/storage-create-storage-account#vie for accessing access keys.*
Secret Key Confirm Secret Key	Enter the Amazon S3 secret key. Reenter to confirm.
Type	Select the destination type. • FTP (default) • AmazonS3

Field	Description
	• SFTP • Azure Blob After you select the destination type, the list of fields changes to reflect the available options for the selected destination.
Username	Enter the FTP username.

View a Feed's Job History

By default, the job history for the last 30 days is reported for all report suites.

1. Select one or more feeds.
2. Click **Job History**.

   The Jobs page opens and displays the history for the selected feeds.

Delete a Feed

Deleting a feed removes it from the Feed list.

1. Select one or more feeds.
2. Click **Delete**.

Copy a Feed

You can create a copy of a feed.

Note the following about the new copy of the feed:

- The name of the copy has the word "copy" appended to it.
- The destination path and any credentials (user name, password) are not copied and must be entered for the new feed.

1. Select a feed.

   The Copy option is only available when a single feed is selected.
2. Click **Copy**.

Pause a Feed

You can pause an active feed.

When you pause a feed, current jobs will finish processing and no new jobs will be started. The Feed Status is changed to "Inactive."

1. Select one or more feeds.
2. Click **Pause**.

For information about activating a paused feed, see *Activate a Feed*.

Activate a Feed

You can activate a paused or inactive feed.

Activating a feed restarts processing from the moment it was paused. For example, if a daily feed was paused for 20 days, it resumes delivering the feeds from 20 days ago and forward.

1. Select one or more paused or inactive feeds.
2. Click **Activate**.

Edit a Feed

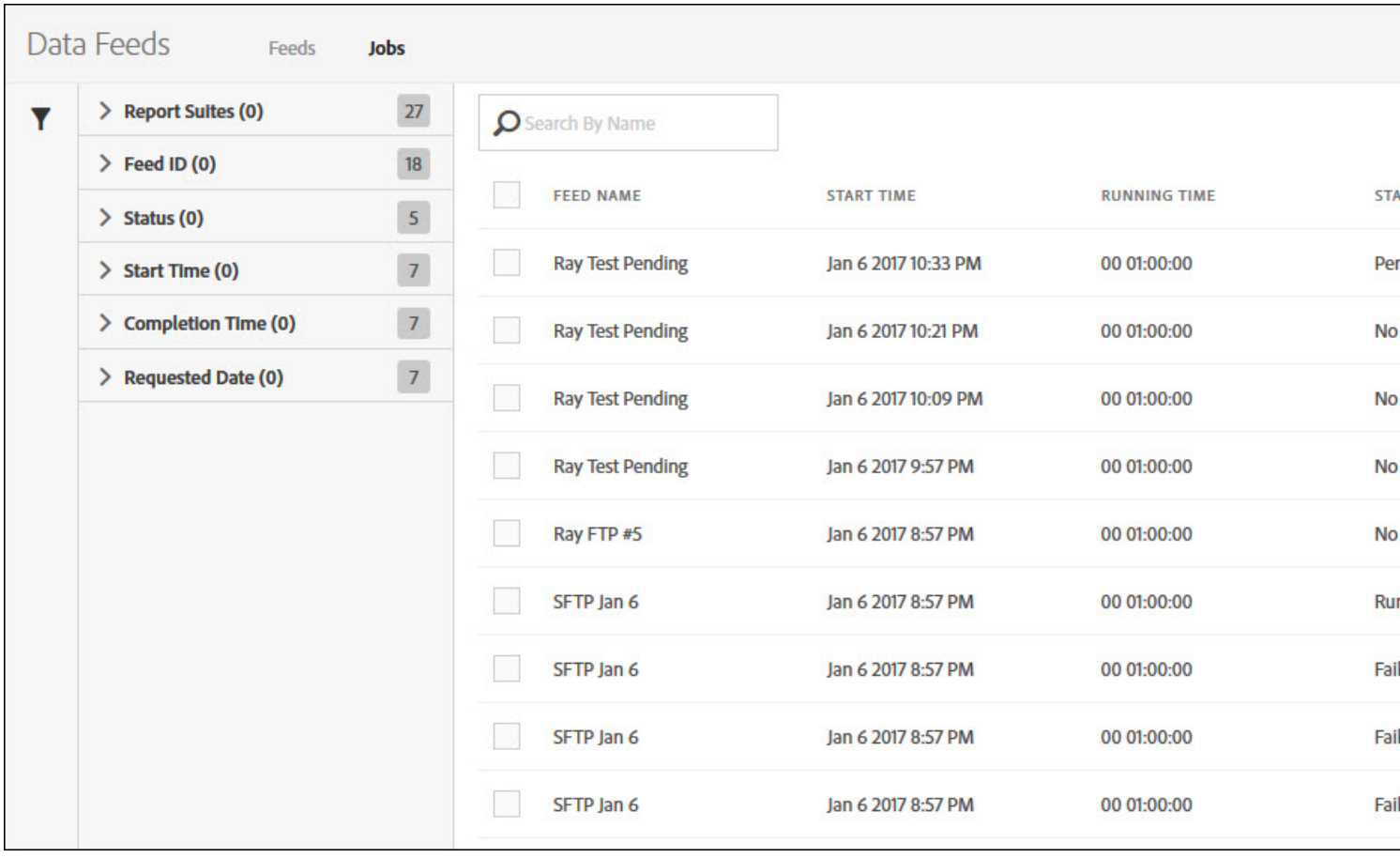
You can edit some of the fields for a feed.

1. Click on a feed name.
2. Edit the details for that feed.

Data Feed Jobs

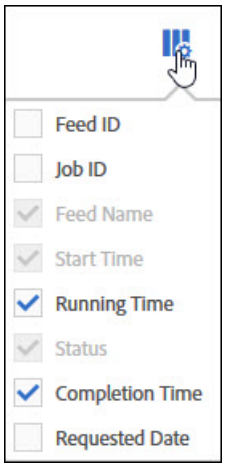
Use the Jobs tab to view job histories and perform job management tasks.

The Jobs list provides information such as job status, when jobs start and when they are completed, how long the job took to run, and so on.



Click on column headings to toggle the order in which the jobs are displayed.

To set the information you want to display in the Jobs list, click the Settings icon and select the desired column names.



Feed Name, Start Time, and Status are required columns and cannot be removed from the Jobs list.

Column	Description
Feed ID	Unique identifier for the feed.
Job ID	Unique identifier for the job.
Feed Name	Name of the feed.
Start Time	Start name for the job, shown in your time zone.
Running Time	The amount of time needed for the job to run. Shown as dd hh:mm:ss.
Status	The current *status* of the job.
Completion Time	The time when the job finished running. Shown in your time zone.
Requested Date	Data stamp for the data contained in the job.

Jobs Settings

When you set up a feed, Some settings determine how often jobs are processed.

Use the following settings to configure job processing times. These settings are set at the feed level, not the job level.

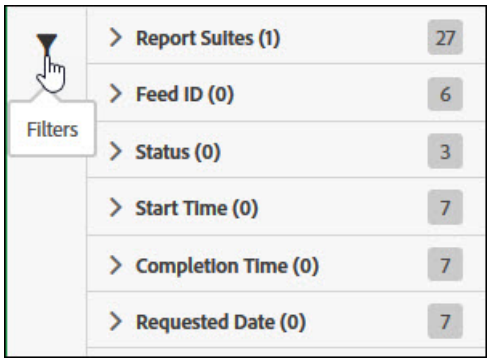
Setting	Description
Daily	Data for each day is delivered in a single zipped file. This file has a 2GB size limit. If the file is larger than 2GB of uncompressed data, additional files are created. You receive a single delivery of all files for each day. Each file is named with the following format: `reportsuite-date.tar`

Setting	Description
Hourly (Default)	Data for each hour is delivered in a single zipped file that contains all data received during that hour. You receive 24 separate deliveries for each day, with each file delivered after the data for that hour is processed. The term “hourly” describes the time frame of the data that is sent with each individual data export, and not the time frame in which the delivery occurs. Hourly data feeds are processed and delivered in a best-effort fashion. For hourly data feeds the expectation is that 95% of the time the feed will deliver within 12 hours of the close of that hour’s worth of data. Data feeds for report suites with high traffic volume may take longer to process and deliver. Receiving an hourly data feed is different then receiving daily feed with multiple file delivery. When receiving hourly data feeds the data for each day is split into 24 files based on the data collected during that hour, and each file is delivered as soon as it is available. A daily feed that is delivered in multiple files is delivered once per day after the previous day's data is processed, and is spilt into 2GB increments based on the amount of data collected. Each file is named with the following format: `reportsuite-date-hour.tar` See *Jobs FAQ* for more information about factors that can impact hourly feeds.
Data Backfills for Hourly Data Feeds	If you request data for earlier dates when setting up a new hourly data feed, data for dates more than 60 days ago might be delivered in daily format instead of hourly. In this case, you will not receive 24 separate deliveries for these days, instead, you will receive a single delivery with a midnight timestamp that contains all of the data for that day. If you are requesting this type of backfill, Make sure your ETL is configured to process daily deliveries.

Filter Jobs List

Searching and filtering help you locate a job in the list.

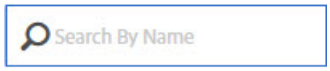
1. Click or hover over the Filter icon to view the filtering options.



There are several available filtering options:

- Report suite
- Feed ID
- Status
- Start Time
- Completion Time
- Requested Date

2. Enter a search term to search the Jobs list.



You can combine filtering and searching to help you find your jobs. Multiple filters and search terms are joined with an AND operation.

Job Status

Jobs can be shown with any of several status labels.

Status	Description
Waiting for Data	The job is operational and data is being collected.
Failed	A problem has occurred. See *Troubleshooting Jobs*.
Ready	The job is ready to run.
Processing	The job is creating the data files and preparing to send them.
Complete	The job has created and sent its files.
Waiting for Export	The data for that time period has not yet been packaged, cataloged, and copied to the storage servers by the export system.
No Data	There is no data in the Data Warehouse that applies to the feed.

Rerun a Job

You can rerun one or more jobs from the Jobs list.

1. Select one or more jobs that you want to rerun.
2. Click **Rerun Job**.

The rerun process depends on the current job status:

Status	Filename Cached on Server	Process
Completed	Yes	File is resent.
Completed	No	Job is reprocessed then resent.
Failed	No	Job is reprocessed then resent.

Status	Filename Cached on Server	Process
Other Status	N/A	Not supported.

Data Feed Contents

This section describes the files found in a data feed delivery.

Manifest File

The manifest file contains the following details about each file that is part of the uploaded data set:

- file name
- file size
- MD5 hash
- number of records contained in the file

The manifest file follows the same format as a Java JAR manifest file.

The manifest file is always delivered last as a separate `.txt` file, so that its existence indicates that the complete data set for that request period has already been delivered. Manifest files are named according to the following:

```
<report_suite_id>_YYYY_MM_DD.txt
```

A typical manifest file contains data similar to the following:

```
Datafeed-Manifest-Version: 1.0
 Lookup-Files: 1
 Data-Files: 1
 Total-Records: 611

 Lookup-File: bugzilla_2012-09-09-lookup_data.tar.gz
 MD5-Digest: af6de42d8b945d4ec1cf28360085308
 File-Size: 63750

 Data-File: 01-bugzilla_2012-09-09.tsv.gz
 MD5-Digest: 9c70bf783cb3d0095a4836904b72c991
 File-Size: 122534
 Record-Count: 611
```

Every manifest file contains a header, indicating the total number of lookup files, data files, and total number of records in all data files. This header is followed by multiple sections containing information for each file included in the data feed delivery.

Some feeds are configured to receive a `rsid_YYYY-MM-DD.fin` file instead of a `.txt` manifest. The `.fin` indicates that the upload is complete, but it contains no metadata about the upload.

Lookup Files

Lookup files do not contain hit data, these are supplemental files that provide the column headers for the hit data, and lookup files to translate the IDs found in the data feed to actual values. For example, a value of "497" in the browser column indicates that the hit came from "Microsoft Internet Explorer 8".

Note that the `column_headers.tsv` and `event_list.tsv` are specific to the data feed and report suite. Other files, such as `browser.tsv`, are generic.

The lookup files are delivered together in a compressed zip named according to the following:

```
<report_suite_id>_<YYYY-mm-dd>-<HHMMSS>-lookup_data.<compression_suffix>
```

- `column_headers.tsv` (customized for this data feed)
- `browser.tsv`
- `browser_type.tsv`
- `color_depth.tsv`
- `connection_type.tsv`
- `country.tsv`
- `javascript_version.tsv`
- `languages.tsv`
- `operating_systems.tsv`
- `plugins.tsv`
- `resolution.tsv`
- `referrer_type.tsv`
- `search_engines.tsv`
- `event_lookup.tsv` (customized for this data feed)

For hourly delivery, lookup files are delivered only with the data for the first hour of each day.

Hit Data Files

Hit data is provided in a `hit_data.tsv` file. The amount of data in this file is determined by the delivery format (hourly or daily, and single or multiple files). This file contains only hit data. The column headers are delivered separately with the lookup files. Each row in this file contains a single server call.

Delivery Contents

Note: *The files are encoded using ISO-8859-1.*

The actual files delivered by Adobe vary based on the type of data feed that you have configured. Find the configuration that matches your data feed in the following table for a description of the delivered files.

The time (HHMMSS) indicated in a file name always indicates the beginning of the date range for the data in the file, regardless of when the file was produced or uploaded.

Delivery Format	Description
Daily, single file	After data is collected for a day, you will receive a delivery that contains the following: • a single compressed data file. • A manifest file. The data file is delivered with the following name: `<report_suite>_<YYYY-mm-dd>.<compression_suffix>` Where `<compression_suffix>` is either `tar.gz` or `zip`. When extracted, the data file contains a single `hit_data.tsv` file with all data for that day, as well as the compressed lookup files described above. The hit data file size varies greatly depending on the number of variables actively used and amount of traffic on the report suite. However, on average, a row of data is approximately 500B

Delivery Format	Description
	(compressed) or 2KB (uncompressed). Multiplying this by the number of server calls can provide a rough estimate on how large a data feed file will be.
Daily, multiple file	After data is collected for a day, you will receive a delivery that contains the following: • One or more compressed data files, broken into 2 GB chunks. • A manifest file. Each data file is delivered with the following name: `<index>-<report_suite>_<YYYY-mm-dd>.<compression_suffix>` Where `<index>` is an incrementing file index from *1* to *n*, given *n* files, and `<compression_suffix>` is either `tar.gz` or `zip`. When extracted, each data file contains a single `hit_data.tsv` that contains approximately 2 GB of uncompressed data, as well as the compressed lookup files described above.
Hourly, single file	After data is collected for an hour, you will receive a delivery that contains the following: • a single data file. • A manifest file. The data file is delivered with the following name: `<report_suite>_<YYYY-mm-dd>-<HHMMSS>.<compression_suffix>` Where `<compression_suffix>` is either `tar.gz` or `zip`. When extracted, the data file contains a single `hit_data.tsv` file with all data for that hour. The compressed lookup files described above are delivered only with the data for the first hour of each day.
Hourly, multiple file	After data is collected for an hour, you will receive a delivery that contains the following: • One or more compressed data files, broken into 2 GB chunks. • A manifest file. Each data file is delivered with the following name: `<index>-<report_suite>_<YYYY-mm-dd>-<HHMMSS>.tsv.<compression_suffix>` Where `<index>` is an incrementing file index from *1* to *n*, given *n* files, and `<compression_suffix>` is either `gz` or `zip` When extracted, each data file contains a single `hit_data.tsv` that contains approximately 2 GB of uncompressed data. The compressed lookup files described above are delivered only with the data for the first hour of each day.

Calculating Metrics

Describes how to calculate common metrics using data feeds.

Pre vs. Post column

Bots

Bots are excluded from data feeds according to the *bot rules* defined for your report suite.

Date filtering

Include rows from the date range you want included by filtering the `date_time` field. The `date_time` field is human readable (for example, `YYYY-MM-DD HH:MM:SS`) and is adjusted to the time zone of the report suite. For example, `date_time starts with "2013-12"` includes hits from December 2013.

Event string

The event string in `event_list` and `post_event_list` contains a comma-delimited list of events, which may have a value and/or a unique ID. We recommend doing all processing on the `post_event_list` because it is de-duplicated and has already applied logic to remove duplicate events with the same ID (see *Event Serialization*).

For event ID to name mapping, see the event lookup delivered with your data feed.

For more information on events, see *Events*.

Formulas for common metrics

The following table contains instructions to calculate several common metrics.

Metric	How to calculate
Page Views	Page views can be calculated by counting when there is either a value in `post_pagename` or `post_page_url`. You can use similar logic to count custom links: • `post_page_event = 100` to count custom links. • `post_page_event = 101` to count download links. • `post_page_event = 102` to count exit links.
Visits	1. Exclude all rows where `exclude_hit > 0`. 2. Exclude all rows with `hit_source = 5,7,8,9`. 5, 8, and 9 are summary rows uploaded using data sources. 7 represents transaction ID data source uploads that should not be included in visit and visitor counts. See . 3. Combine `post_visid_high`, `post_visid_low`, `visit_num`, and `visit_start_time_gmt`*. Count unique number of combinations. *In rare circumstances, internet irregularities, system irregularities, or the use of custom visitor IDs can result in duplicate `visit_num` values for the same visitor ID that are not the same *visit*. To avoid resulting issues, also include `visit_start_time_gmt` when counting visits.
Visitors	1. Exclude all rows where `exclude_hit > 0`. 2. Exclude all rows with `hit_source = 5,7,8,9`. 5, 8, and 9 are summary rows uploaded using data sources. 7 represents transaction ID data source uploads that should not be included in visit and visitor counts. See 3. Combine `post_visid_high` with `post_visid_low`. Count unique number of combinations.

Metric	How to calculate
Event instances	When an event is set on a hit, `post_event_list` contains the event. The `post_event_list` is de-duplicated and is recommended to determine event instances. For example: `post_event_list = 1,200` Indicates an instance of `purchase` and `event1`. 1. Exclude all rows where `exclude_hit > 0`. 2. Exclude all rows with `hit_source = 5,8,9`. These are summary rows uploaded using data sources. See . 3. Count the number of times the event lookup value appears in `post_event_list`.
eVar instances	When an eVar is set on a hit, `event_list` contains an instance of that eVar. For example: `post_event_list = 100,101,106` Indicates an instance of `eVar1`, `eVar2`, and `eVar7`. This means that a value for these three eVars was set on the hit. To calculate instances for eVars, use the same logic explained in *Event instances* above, but count the number of times the eVar lookup appears in the `post_event_list`.

Time Spent	To calculate time spent, you must group hits by visit, then order them according to the hit number within the visit.
	
	1. Exclude all rows where `exclude_hit > 0`.
	2. Group hits for a visit by concatenating `visid_high`, `visid_low`, and `visit_num`.
	3. Order hits for each visit by `visit_page_num`.
	4. Using *page_event*, filter the types of hits you want.
	5. Find hits where the value you want to track time spent is set. For example:
	`hit 1: post_prop1=red`
	`hit 2: post_prop1=blue`
	6. Subtract the `post_cust_hit_time` for hit 1 from the `post_cust_hit_time` for hit 2 to determine the seconds between these two hits. The result is the time spent for `post_prop1=red`. If this results in a negative number, it indicates that the hit was received out-of-order and the calculation should be discarded.
	
	This logic can be extended to calculate time spent for other values. When calculating time spent, Analytics calculates time spent based on the time the value was set in a `track` (`page_event=0`) or `trackLink` (`page_event=10|11|12`) call, to the time of the next page view (`track` call).
	
	When reporting time spent for a specific period, marketing reports & analytics and ad hoc analysis evaluate hits beyond the reporting period to determine time spent for values within the reporting period, except when the start and/or end date of the time period is on a monthly boundary. Due to the complexity of these calculations, it might be difficult to match the time spent metrics exactly. Data warehouse does not evaluate hits beyond the reporting period.

Metric	How to calculate
Revenue, orders, units	Currency conversion is applied to the `post_product_list` according to the settings for the report suite, so using that column is recommended. 1. Exclude all rows where `exclude_hit > 0`. 2. Exclude all rows with `hit_source = 5,8,9`. 5-9 represent summary rows uploaded using data sources. See . 3. Ignore purchase data for rows where `duplicate_purchase = 1`. This flag indicates that the purchase is a duplicate (meaning that a hit with the same `purchaseID` was already recorded). 4. The `post_product_list` uses the same syntax as *s.products*, so you can parse this string to calculate metrics. For example: `;Cross Trainers;1;69.95,;Athletic Socks;10;29.99` By parsing this string, you can determine that 1 pair of cross trainers were purchased for $69.95, and that total revenue from this purchase was $99.94. ***Note:*** *Analytics allows currency events that contain product revenue to be passed in through the events string, so you might need to account for revenue that is not in the products string. See Numeric/Currency Events in s.events.*

Identifying Visitors

Analytics provides several mechanisms by which visitors can be identified (listed in *Identifying Visitors*). Regardless of the method used to identify a visitor, in data feeds the final visitor ID used by Analytics is split across the `post_visid_high` and `post_visid_low` columns, even when using the Experience Cloud ID service.

To identify unique visitors:

1. Exclude all rows where `exclude_hit > 0`.
2. Exclude all rows with `hit_source = 5,7,8,9`. 5, 8, and 9 are summary rows uploaded using data sources. 7 represents transaction ID data source uploads that should not be included in visit and visitor counts. See
3. Combine `post_visid_high` with `post_visid_low`. All hits across all dates that contain this combination of `post_visid_high` and `post_visid_low` can be considered as coming from same visitor.

If you would like to determine which mechanism was used to determine the visitor ID value (for example, to calculate cookie acceptance), the `post_visid_type` contains a lookup key that indicates which ID method was used. The lookup keys are listed along with the visitor ID mechanisms in the *table below*.

Experience Cloud ID

The Experience Cloud ID is reported in a separate column, `mcvisid`. Because this ID is reported in its own column, it can be unclear if Analytics is using this ID or a different ID to identify a visitor.

If the Experience Cloud ID was used to identify the visitor, the ID will be contained in the `post_visid_high` and `post_visid_low` columns and the `post_visid_type` will be set to 5. When calculating metrics, you should use the value from the `post_visid_high` and `post_visid_low` columns since these columns will always contain the final visitor ID.

Tip: When using the Adobe Analytics visitor ID as a key for other systems, always use `post_visid_high` and `post_visid_low`. These fields are the only visitor ID fields guaranteed to have a value with every row in the data feed.

Analytics Visitor IDs

There are several ways a visitor can be identified in Analytics (listed in the following table in order of preference):

Order Used	Query Parameter (collection method)	post_visid_type column value	Present When
1	*vid (s.visitorID)*	0	s.visitorID is set.
2	*aid (s_vi cookie)*	3	Visitor had an existing s_vi cookie before you deployed the Visitor ID service, or you have a Visitor ID *grace period* configured.
3	*mid (AMCV_ cookie set by Experience Cloud ID service)*	5	Visitor's browser accepts cookies (first-party), and the Experience Cloud ID service is deployed.
4	*fid (fallback cookie on H.25.3 or newer, or AppMeasurement for JavaScript)*	4	Visitor's browser accepts cookies (first-party).
5	*HTTP Mobile Subscriber header*	2	Device is recognized as a mobile device.
6	*IP Address, User Agent, Gateway IP Address*	1	Visitor's browser does not accept cookies.

In many scenarios you might see 2 or 3 different IDs on a call, but Analytics will use the first ID present from that list as the official visitor ID, and split that value across the `post_visid_high` and `post_visid_low` columns. For example, if you are setting a custom visitor ID (included in the "vid" query parameter), that ID will be used before other IDs that might be present on that same hit.

Data Column Definitions

Use this section to select which data columns to include in the feed and how the feed data should be processed and packaged before delivery.

- *Data Column Options*
- *Specify Columns*
- *Download CSV*

Data Column Options

The Data Column Definition section includes the following options:

Option	Description
Remove Escaped Characters	Select whether to remove escaped characters from the feed content.
Include Data Manifest	Select whether to include a data manifest at the beginning of each delivered feed.

Option	Description
Compression Format	Select the compression format for the generated feed.
Packaging Type	Specify how the feed is sent.

Specify Columns

Select the desired columns from the Available list, then click **Add** to include the selected columns.

The Data Column Definitions section contains the following elements:

Field	Description
Select Column Templates	Choose from the list of predefined Data Columns definitions. After you select a column definition template, the "Included Columns" list contains columns from the selected template.
Available Columns List	Choose from the list of all possible Dimension and Metrics IDs that can be included in a data feed.
Included Columns	Choose from the list of columns included in the data feed. The Delete icon appears when hovering above an included column. Drag and drop to move columns up and down in the Included Columns list.

Download CSV

The Download CSV option lets you download the current Data Column Definition.

Note: *This option is available only after at least one column is added to the Included Column list.*

Data Column Reference

Table data describing the columns in the data feed.

Note: *For any given column (for instance, one that is defined as 255 characters), a data feed may send additional characters due to the addition of characters escaping values in a string.*

Columns, Descriptions, and Data Types

Note: *Most columns contain a similar column with a prefix of* `post_`*. Post columns contain values after server-side logic, processing rules, and VISTA rules. Adobe recommends using post columns in most cases.*

Column name	Column description	Data type
accept_language	Lists all accepted languages, as indicated in the Accept-Language HTTP header in an image request.	varchar(20)
aemassetid	A multi-value variable corresponding to Asset ID's (GUID's) of a set of Adobe Experience Manager Assets. Increments Impression Events.	text
aemassetsource	Identifies the source of the asset event. Used in Adobe Experience Manager.	varchar(255)
aemclickedassetid	Asset ID of an Adobe Experience Manager asset. Increments Click Events.	varchar(255)
browser	Numeric ID of the browser. References the browser.tsv lookup table.	smallint(5) unsigned
browser_height	Height in pixels of the browser window.	smallint(5) unsigned
browser_width	Width in pixels of the browser window.	smallint(5) unsigned
c_color	Bit depth of the color palette. Used as part of calculating the Color Depth dimension. Uses the JavaScript function screen.colorDepth().	varchar(20)
campaign	Variable used in the Tracking Code dimension.	varchar(255)
carrier	Adobe Advertising Cloud integration variable. Specifies the mobile carrier. References the carrier lookup table.	varchar(100)
channel	Variable used in the Site Sections dimension.	varchar(100)
click_action	No longer used. Address of linked clicked in the legacy Clickmap tool.	varchar(100)
click_action_type	No longer used. Link type of the legacy Clickmap tool. 0: HREF URL 1: Custom ID 2: JavaScript onClick event 3: Form element	tinyint(3) unsigned
click_context	No longer used. Page name where the link click occurred. Part of the legacy Clickmap tool.	varchar(255)
click_context_type	No longer used. Indicates if click_context had a page name or defaulted to page URL. 0: Page URL 1: Page Name	tinyint(3) unsigned

Column name	Column description	Data type
click_sourceid	No longer used. Numeric ID for the location on the page of the clicked link. Part of the legacy Clickmap tool.	int(10) unsigned
click_tag	No longer used. Type of HTML element that was clicked.	varchar(10)
code_ver	AppMeasurement Library version used to compile and send the image request.	varchar(16)
color	Color depth ID based on the value of the c_color column. References the color_depth.tsv lookup table.	smallint(5) unsigned
connection_type	Numeric ID representing the connection type. Variable used in the Connection Type dimension. References the connection_type.tsv lookup table.	tinyint(3) unsigned
cookies	Variable used in the Cookie Support dimension. Y: Enabled N: Disabled U: Unknown	char(1)
country	Numeric ID representing the country the hit came from. Adobe partners with Digital Envoy to match IP address to country. Uses country.tsv lookup.	smallint(5) unsigned
ct_connect_type	Related to the connection_type column. Most common values are LAN/Wifi, Mobile Carrier, and Modem.	varchar(20)
curr_factor	Determines the currency decimal place, and is used for currency conversion. For example, USD uses two decimal places, so this column value would be 2.	tinyint(4)
curr_rate	The exchange rate when the transaction occurred. Adobe partners with XE to determine the current day's exchange rate.	decimal(24,12)
currency	The currency code that was used during the transaction.	varchar(8)
cust_hit_time_gmt	Timestamp-enabled report suites only. The timestamp sent with the hit, based in Unix time.	int
cust_visid	If a custom visitor ID is set, it is populated in this column.	varchar(255)
daily_visitor	Flag to determine if the hit is a new daily visitor.	tinyint(3) unsigned
date_time	The time of the hit in readable format, based on the report suite's time zone.	datetime()
domain	Variable used in the Domain dimension. Based on the user's internet service provider (ISP).	varchar(100)

Column name	Column description	Data type
duplicate_events	Lists each event that was counted as a duplicate.	varchar(255)
duplicate_purchase	Flag indicating that the purchase event for this hit should be ignored because it is a duplicate.	tinyint(3) unsigned
duplicated_from	Only used in report suites containing hit copy VISTA rules. Indicates which report suite the hit was copied from.	varchar(40)
ef_id	The ef_id used in Adobe Advertising Cloud integrations.	varchar(255)
evar1-evar250	Custom variables 1-250. Each organization uses eVars differently. The best place for more information on how your organization populates respective eVars would be a solution design document specific to your organization.	varchar(255)
event_list	Comma-separated list of numeric IDs representing events triggered on the hit. Includes both default events and custom events 1-1000. Uses event.tsv lookup.	text
exclude_hit	Flag indicating the hit is excluded from reporting. The column visit_num is not incremented for excluded hits. 1,3: Exclusion based on user agent 2,4: Exclusion based on IP address 5: Hit did not have a value for page_url, pagename, page_event, or event_list 6: JavaScript escape value found in hit 7,8: Account-specific exclusion (such as in a VISTA rule) 9: Unused 10: Invalid currency code 11: Hit missing a timestamp on a timestamp-only report suite	tinyint(3) unsigned
first_hit_page_url	The very first URL of the visitor.	varchar(255)
first_hit_pagename	Variable used in the Entry Page Original dimension. The original entry page name of the visitor.	varchar(100)
first_hit_ref_domain	Variable used in the Original Referring Domain dimension. Based on first_hit_referrer. The very first referring domain of the visitor.	varchar(255)
first_hit_ref_type	Numeric ID representing the referrer type of the very first referrer of the visitor. Uses referrer_type.tsv lookup.	tinyint(3) unsigned

Column name	Column description	Data type
first_hit_referrer	The very first referring URL of the visitor.	varchar(255)
first_hit_time_gmt	Timestamp of the very first hit of the visitor in Unix time.	int(11)
geo_city	Name of the city the hit came from, based on IP. Adobe partners with Digital Envoy to match IP address to city.	varchar(32)
geo_country	Abbreviation of the country the hit came from, based on IP. Adobe partners with Digital Envoy to match IP address to country.	varchar(4)
geo_dma	Numeric ID of the demographic area the hit came from, based on IP. Adobe partners with Digital Envoy to match IP address to demographic area.	smallint(5) unsigned
geo_region	Name of the state or region the hit came from, based on IP. Adobe partners with Digital Envoy to match IP address to state/region.	varchar(32)
geo_zip	The zip code the came came from, based on IP. Adobe partners with Digital Envoy to match IP address to zip code.	varchar(16)
hier1-hier5	Used by hierarchy variables. Contains a delimited list of values. The delimiter is chosen under report suite settings.	varchar(255)
hit_source	Indicates what source the hit came from. 1: Standard image request without timestamp 2: Standard image request with timestamp 3: Live data source upload with timestamps 4: Not used 5: Generic data source upload 6: Full processing data source upload 7: TransactionID data source upload 8: No longer used; Previous versions of Adobe Advertising Cloud data sources 9: No longer used; Adobe Social summary metrics	tinyint
hit_time_gmt	The timestamp of the hit based in Unix time.	int(11)
hitid_high	Used in combination with hitid_low to uniquely identify a hit.	bigint(20) unsigned
hitid_low	Used in combination with hitid_high to uniquely identify a hit.	bigint(20) unsigned
homepage	No longer used. Indicated if the current URL is the browser's homepage.	char(1)

Column name	Column description	Data type
hourly_visitor	Flag to determine if the hit is a new hourly visitor.	tinyint(3) unsigned
ip	IP Address, based on the HTTP header of the image request.	varchar(20)
ip2	Not used. Backend reference variable for report suites containing VISTA rules based on IP address.	char(20)
j_jscript	Version of JavaScript supported by the browser.	varchar(5)
java_enabled	Flag indicating whether Java is enabled. Y: Enabled N: Disabled U: Unknown	char(1)
javascript	Lookup ID of JavaScript version, based on j_jscript. Uses lookup table.	tinyint(3) unsigned
language	Numeric ID of language. Uses languages.tsv lookup table.	smallint(5) unsigned
last_hit_time_gmt	Timestamp (in Unix time) of the prior hit. Used to calculate the Days Since Last Visit dimension.	int(11)
last_purchase_num	Variable used in the Customer Loyalty dimension. Indicates the number of previous purchases the visitor has made. 0: No prior purchases (not a customer) 1: 1 prior purchase (new customer) 2: 2 prior purchases (return customer) 3: 3 or more prior purchases (loyal customer)	int(10) unsigned
last_purchase_time_gmt	Used in the Days Since Last Purchase dimension. Timestamp (in Unix time) of the last purchase made. For first-time purchases and visitors that have not made a purchase before, this value is 0.	int(11)
mc_audiences	List of Audience Manager segment IDs that the visitor belongs to.	text
mcvisid	Experience Cloud Visitor ID. 128-bit number consisting of two concatenated 64-bit numbers padded to 19 digits.	varchar(255)
mobile_id	If the visitor is using a mobile device, the numeric ID of the device.	int(15)
mobileaction	Mobile action. Automatically passed in when trackAction is called in the Mobile Services SDK. Allows for automatic action pathing in the app.	varchar(255)

Column name	Column description	Data type
mobileappid	Mobile app ID. Stores the application name and version in the following format: [AppName] [BundleVersion]	varchar(255)
mobilecampaigncontent	The name or ID of the content that displayed the link. Populated by Mobile App Acquisition.	-
mobilecampaignmedium	Marketing medium, such as banner or email. Populated by Mobile App Acquisition.	-
mobilecampaignname	Name of the campaign, also stored in the campaign variable. Populated by Mobile App Acquisition.	-
mobilecampaignsource	Original referrer, such as newsletter or social media network. Populated by Mobile App Acquisition.	-
mobilecampaignterm	Paid keywords or other terms you want to track with this acquisition. Populated by Mobile App Acquisition.	-
mobiledayofweek	Number of the weekday that the app was launched on.	-
mobiledayssincefirstuse	Number of days since the app was run for the first time.	-
mobiledayssincelastuse	Number of days since the app was last run.	-
mobiledevice	Mobile device name. On iOS, it is stored as a comma-separated 2-digit string. The first number represents the device generation, and the second number represents the device family.	-
mobilehourofday	Defines the hour of the day the app was launched. Follows 24-hour numerical format.	-
mobileinstalldate	Mobile install date. Provides the date of the first time a user opens the mobile app.	-
mobileinstalls	Also known as first launches. Triggered at the first run after installation or re-installation.	-
mobilelaunchnumber	Increments by one each time the mobile app is launched.	-
mobileltv	Populated by trackLifetimeValue methods.	-
mobilemessageid	Mobile message ID	-
mobilemessageonline	Mobile message online	-
mobileosversion	Mobile operating system version	-
mobileprevsessionlength	Total Session Length. Reports the number of seconds that a previous application session lasted based on how long the application was open and in the foreground.	-
mobilepushoptin	Indicates if a user has opted in for push messaging on the mobile app	-

Column name	Column description	Data type
mobilepushpayloadid	Identifier for a push message that has been clicked through by the user	-
mobileresolution	Resolution of the mobile device. Width x height in pixels.	-
mobileupgrades	Reports the number of app upgrades. Triggers at the first run after upgrade or anytime the version number changes.	-
monthly_visitor	Flag indicating the visitor is unique to the current month.	tinyint(3) unsigned
mvvar1-3	List variable values. Contains a delimited list of custom values depending on implementation.	text
namespace	Not used. Part of a scrapped feature many years ago.	varchar(50)
new_visit	Flag that determines if the current hit is a new visit. Set by Adobe servers after 30 minutes of visit inactivity.	tinyint(3) unsigned
os	Numeric ID representing the operating system of the visitor. Based on the user_agent column. Uses os lookup.	smallint(5) unsigned
p_plugins	No longer used. List of plugins available to the browser. Used the JavaScript function navigator.plugins().	text
page_event	The type of hit that is sent in the image request (standard hit, download link, custom link, exit link).	tinyint(3) unsigned
page_event_var1	Only used in link tracking image requests. The URL of the download link, exit link, or custom link clicked.	varchar(255)
page_event_var2	Only used in link tracking image requests. The custom name (if specified) of the link.	varchar(100)
page_event_var3	No longer used. Contained Survey and Media module data. Populated legacy video reports in previous versions of Adobe Analytics.	text
page_type	Used to populate the Pages Not Found dimension, used exclusively for 404 pages. This variable should either be empty or contain "ErrorPage".	varchar(20)
page_url	The URL of the hit. Not used in link tracking image requests.	varchar(255)
pagename	Used to populate the Pages dimension. If the pagename variable is empty, Analytics uses page_url instead.	varchar(100)
paid_search	Flag that is set if the hit matches paid search detection.	tinyint(3) unsigned
partner_plugins	Not used. Part of a scrapped feature many years ago.	varchar(255)

Column name	Column description	Data type
persistent_cookie	Used by the Persistent Cookie Support dimension. Indicates if the visitor supports cookies that are not discarded after each hit.	char(1)
plugins	No longer used. List of numeric ID's that correspond to plugins available within the browser. Uses plugins.tsv lookup.	varchar(180)
pointofinterest	Mobile services Point of interest	-
pointofinterestdistance	Mobile services Point of interest distance	-
post_ columns	Contains the value ultimately used in reports. Each post column is populated after server-side logic, processing rules, and VISTA rules. Adobe recommends using post columns in most cases.	See respective non-post column
prev_page	Not used. Adobe proprietary identifier of the previous page.	int(10) unsigned
product_list	Product list as passed in through the products variable. Products are delimited by commas while individual product properties are delimited by semicolons.	text
product_merchandising	Not used. Use product_list instead.	None
prop1-prop75	Custom traffic variables 1-75.	varchar(100)
purchaseid	Unique identifier for a purchase, as set using the s_purchaseID variable. Used by the duplicate_purchase column.	varchar(20)
quarterly_visitor	Flag to determine if the hit is a new quarterly visitor.	tinyint(3) unsigned
ref_domain	Based on the referrer column. The referring domain of the hit.	varchar(100)
ref_type	A numeric ID representing the type of referral for the hit. 1: Inside your site 2: Other web sites 3: Search engines 4: Hard drive 5: USENET 6: Typed/Bookmarked (no referrer) 7: Email 8: No JavaScript 9: Social Networks	tinyint(3) unsigned
referrer	Page URL of the previous page.	varchar(255)

Column name	Column description	Data type
resolution	Numeric ID representing the resolution of the monitor. Populates the Monitor Resolution dimension. Uses resolution.tsv lookup table.	smallint(5) unsigned
s_kwcid	Used in Adobe Advertising Cloud integrations.	varchar(255)
s_resolution	Raw screen resolution value. Gathered using the JavaScript function screen.width x screen.height.	varchar(20)
sampled_hit	No longer used. Was formerly used for sampling in Ad Hoc Analysis.	char(1)
search_engine	Numeric ID representing the Search Engine that referred the visitor to your site. Uses search_engines.tsv lookup.	smallint(5) unsigned
search_page_num	Used by the All Search Page Rank dimension. Indicates which page of search results your site appeared on before the user clicked through to your site.	smallint(5) unsigned
secondary_hit	Flag that tracks secondary hits. Normally originates from multi-suite tagging and VISTA rules that copy hits.	tinyint(3) unsigned
service	Not used. Use page_event instead.	char(2)
socialaccountandappids	No longer used. Social account and app ID's	-
socialassettrackingcode	No longer used. Social campaign variable	-
socialauthor	No longer used. Social Authors variable	-
socialaveragesentiment	No longer used. Social average sentiment	-
socialcontentprovider	No longer used. Social Platforms/Properties	-
socialfbstories	No longer used. Facebook interactions	-
socialfbstorytellers	No longer used. People talking about this	-
socialinteractioncount	No longer used. Social interaction count	-
socialinteractiontype	No longer used. Social interaction type	-
sociallanguage	No longer used. Social language	-
sociallatlong	No longer used. Social Latitude/Longitude	-
sociallikeadds	No longer used. Social Like adds	-
sociallink	No longer used. Social links	-
socialmentions	No longer used. Social mentions	-
socialowneddefinitioninsighttype	No longer used. Social owned definition insight type	-
socialowneddefinitioninsightvalue	No longer used. Social owned definition insight value	-
socialowneddefinitionmetric	No longer used. Social owned definition metric	-
socialowneddefinitionpropertyvspost	No longer used. Social owned definition property vs. post	-

Column name	Column description	Data type
socialownedpostids	No longer used. Social owned post ID's	-
socialownedpropertyid	No longer used. Social owned property ID	-
socialownedpropertyname	No longer used. Social owned property name	-
socialownedpropertypropertyvsapp	No longer used. Social owned property vs app	-
socialpageviews	No longer used. Social property views	-
socialpostviews	No longer used. Social post views	-
socialproperty	No longer used. Social property	-
socialpubcomments	No longer used. Social public comments	-
socialpubposts	No longer used. Social public posts	-
socialpubrecommends	No longer used. Social public recommends	-
socialpubsubscribers	No longer used. Social public subscribers	-
socialterm	No longer used. Hashed value of the social listening query	-
socialtermslist	No longer used. Social list of terms	-
socialtotalsentiment	No longer used. Social total sentiment	-
sourceid	Not used. Adobe proprietary column info	int
state	State variable.	varchar(50)
stats_server	Not of use. Adobe internal server that processed the hit.	varchar(30)
t_time_info	Local time for the visitor. Format is as follows: M/D/YYYY HH:MM:SS Month (0-11, 0=January) Timezone offset (in minutes)	varchar(100)
tnt	Used in Adobe Target integrations.	text
tnt_action	Used in Adobe Target integrations.	text
tnt_post_vista	No longer used. Use post_tnt instead.	text
transactionid	A unique identifier where various data points can be uploaded later via data sources.	varchar(100)
truncated_hit	A flag indicating that the image request was truncated. Indicates that a partial hit was received. Y: Hit was truncated; partial hit received N: Hit was not truncated; full hit received	char(1)

Column name	Column description	Data type
ua_color	No longer used. Formerly used as a fallback for color depth.	varchar(20)
ua_os	No longer used. Formerly used as a fallback for operating system.	varchar(80)
ua_pixels	No longer used. Formerly used as a fallback for browser height and width.	varchar(20)
user_agent	User agent string sent in the HTTP header of the image request.	text
user_hash	Not of use. Hash on the report suite ID. Use username instead.	int(10) unsigned
user_server	Variable used in the Server dimension.	varchar(100)
userid	Not of use. The numeric ID for the report suite ID. Use username instead.	int(10) unsigned
username	The report suite ID for the hit.	varchar(40)
va_closer_detail	Variable used in the Last Touch Detail dimension.	varchar(255)
va_closer_id	Numeric ID that identifies the Last Touch Channel dimension. Lookup for this ID can be found in the Marketing Channel Manager.	tinyint unsigned
va_finder_detail	Variable used in the First Touch Detail dimension.	varchar(255)
va_finder_id	Numeric ID that identifies the First Touch Channel dimension. Lookup for this ID can be found in the Marketing Channel Manager.	tinyint unsigned
va_instance_event	Flag to identify Marketing Channel instances. Used by the Marketing Channel Last Touch Instances metric.	tinyint unsigned
va_new_engagement	Flag to identify Marketing Channel new engagements. Used by the New Engagements metric.	tinyint unsigned
video	Video name	-
videoad	Video Ad name	-
videoadinpod	Video Ad in pod position	-
videoadlength	Video Ad length	-
videoadname	Video Ad name	-
videoadplayername	Video Ad player name	-
videoadpod	Video Ad pod	-
videochannel	Video Channel	-
videochapter	Video Chapter name	-
videocontenttype	Video Content type. Set to 'Video' automatically for all video views	-
videolength	Video length	-

Column name	Column description	Data type
videoname	Video name	-
videopath	Video path	-
videoplayername	Video player name	-
videoqoebitrateaverageevar	Video quality average bit rate	-
videoqoebitratechangecountevar	Video quality change count	-
videoqoebuffercountevar	Video quality buffer count	-
videoqoebuffertimeevar	Video quality buff time	-
videoqoedroppedframecountevar	Video quality dropped frame count	-
videoqoeerrorcountevar	Video quality error count	-
videoqoetimetostartevar	Video quality time to start	-
videosegment	Video segment	-
visid_high	Used in combination with visid_low to uniquely identify a visit.	bigint(20) unsigned
visid_low	Used in combination with visid_high to uniquely identify a visit.	bigint(20) unsigned
visid_new	Flag to identify if the hit contains a newly generated visitor ID.	char(1)
visid_timestamp	If visitor ID was newly generated, provides the timestamp (in Unix time) of when the visitor ID was generated.	int(11)
visid_type	Numeric ID representing what method was used to identify the visitor. 0: Custom visitorID 1: IP and user agent fallback 2: HTTP Mobile Subscriber Header 3: Legacy cookie value (s_vi) 4: Fallback cookie value (s_fid) 5: Experience Cloud ID Service	tinyint(3) unsigned
visit_keywords	Variable used in the Search Keyword dimension.	varchar(255)
visit_num	Variable used in the Visit Number dimension. Starts at 1, and increments each time a new visit starts per visitor.	int(10) unsigned
visit_page_num	Variable used in the Hit Depth dimension. Increases by 1 for each hit the user generates. Resets each visit.	int(10) unsigned
visit_ref_domain	Based on the visit_referrer column. The first referring domain of the visit.	varchar(100)

Column name	Column description	Data type
visit_ref_type	Numeric ID representing the referrer type of the first referrer of the visit. Uses the referrer_type.tsv lookup table.	tinyint(3) unsigned
visit_referrer	The first referrer of the visit.	varchar(255)
visit_search_engine	Numeric ID of the first search engine of the visit. Uses the search_engines.tsv lookup table.	smallint(5) unsigned
visit_start_page_url	The first URL of the visit.	varchar(255)
visit_start_pagename	The first Page Name of the visit.	varchar(100)
visit_start_time_gmt	Timestamp (in Unix time) of the first hit of the visit.	int(11)
weekly_visitor	Flag to determine if the hit is a new weekly visitor.	tinyint(3) unsigned
yearly_visitor	Flag to determine if the hit is a new yearly visitor.	tinyint(3) unsigned
zip	Used to populate the Zip Code dimension.	varchar(50)

Page Event Lookup

Lookup table to determine the type of a hit based on the page_event value.

Hit type	page_event value	post_page_event value
Page views	same as post	0 for all page views (`s.t()` calls) 0 for `trackState` calls from the mobile SDKs.
Link tracking	10 for "other link" 10 for `trackAction` and lifecycle calls from the Mobile SDKs. 11 for "download link" 12 for "external or exit link"	100 for "other link" 100 for `trackAction` and lifecycle calls from the Mobile SDKs. 101 for "download link" 102 for "external or exit link"
Milestone Video	31 – Media start event 32 – Media update only event (doesn’t perform any eVar or any other variable processing) 33 – Media + other variable update event (includes eVar and other variable processing)	76 - Media start event 77 - Media update only event (doesn't perform any eVar or any other variable processing) 78 - Media + other variable update event (includes eVar and other variable processing)
Heartbeat Video	same as post	50 = (non-Primetime) Media Stream Start 51 = (non-Primetime) Media Stream Close (Complete/Finish) 52 = (non-Primetime) Media Stream Scrubbing

Hit type	page_event value	post_page_event value
		53 = (non-Primetime) Media Stream Keep Alive (internal only, will not appear in data feed) 54 = (non-Primetime) Media Stream Ad Start 55 = (non-Primetime) Media Stream Ad Close (Complete/Finish) 56 = (non-Primetime) Media Stream Ad Scrubbing 60 = Primetime Media Stream Start 61 = Primetime Media Stream Close (Complete/Finish) 62 = Primetime Media Stream Scrubbing 63 = Primetime Media Stream Keep Alive (internal only, will not appear in data feed) 64 = Primetime Media Stream Ad Start 65 = Primetime Media Stream Ad Close (Complete/Finish) 66 = Primetime Media Stream Ad Scrubbing
Survey	40	80
Analytics for Target	70 - Indicates a hit that includes Target Activity data. This is 70 for hits that are and are not associated with an Analytics call.	

Pre and Post Columns

The pre column contains the data as it was sent to data collection. The post column contains the value after processing.

For example, variable persistence, processing rules, VISTA rules, and currency conversion might change the final value recorded for a variable that appears in the post column. For most calculations you want to use the post column unless you are applying custom business logic (for example, applying a custom formula to determine attribution).

If a column does not contain a pre or a post version (for example, `visit_num`), then the column can be considered a post column. Columns prefixed with "`pre_`" typically contain data that was populated by Adobe and not sent by your implementation. For example, `pre_browser` is populated by Adobe, but `evar1` is populated by your implementation. Both of these columns have a "`post_`" column (`post_browser`, `post_evar1`), which contains the value used by reporting.

Case Sensitivity in Values

Most Analytics variables are considered as case-insensitive for reporting purposes, meaning different case variations are considered to be the same value ("snow", "Snow", "SNOW", and "sNow" are all considered to be the same value). However, for display purposes, case sensitivity is preserved since most customers prefer to be able to send in mixed case characters to display in reports.

When processing the data feed, you can lowercase values for comparison purposes, though you'll likely want to preserve case for display purposes.

If you see different case variations of the same value between the pre and post columns (for example, "snow" in the pre column, and "Snow" in the post column), it indicates that you are passing in both uppercase and lowercase versions of the same value across your site. The case variation in the post column was previously passed in and is stored in the virtual cookie, or was processed around the same time for that report suite. For example:

Hit 1: s.list1="Tabby,Persian,Siamese";

Hit 2: s.list1="tabby,persian,siamese";

When hit 2 is reported in the data feed, the pre column will contain the exact casing passed in (tabby,persian,siamese), but the value from hit 1 is likely persisted for that visit and will be reported in the post column (which will be Tabby,Persian,Siamese) since hit 1 and 2 contain the exact same value when a case-insensitive comparison is performed.

Special Characters

Information about special characters used in the data feed.

- *Special characters in the hit_data file*
- *Special characters in multi-valued variables (events_list, products_list, mvvars)*
- *Sample workflow*

Special characters in the hit_data file

The following characters have a special meaning in the hit_data file:

Character	Meaning	Description
`\t` (tab character)	End of column	Marks the end of a data field.
`\n` (newline character)	End of row	Marks the end of a data row.
`\` (backslash character)	Escape character	Escapes tab, newline, and backslash when the character was part of the value sent during data collection.

When any of the special characters are preceded by a backslash, they represent a literal character.

Character	Meaning	Description
`\\t`	Tab	Literal tab character. This character was part of the value sent in during data collection.
`\\n`	Newline	Literal newline. This character was part of the value sent in during data collection.
`\\`	Backslash	Literal backslash character. This character was part of the value sent in during data collection.

Special characters in multi-valued variables (events_list, products_list, mvvars)

The following characters have a special meaning in multi-valued variables:

Character	Meaning	Description
, (comma character)	End of value	Separates product strings, event IDs, or other values in multi-valued variables.
; (semicolon character)	End of sub-value within an individual product value	Separates values associated with an individual product in the `product_list`.
= (equals character)	Value assignment	Assigns a value to an event in the `event_list`.

When any of the special characters are preceded by a caret, they represent a literal character.

Character	Meaning	Description
^,	Comma	Literal comma character. This character was part of the value sent in during data collection.
^;	Semicolon	Literal semicolon character. This character was part of the value sent in during data collection.
^=	Equals	Literal equals character. This character was part of the value sent in during data collection.
^^	Caret	Literal caret character. This character was part of the value sent in during data collection.

Sample workflow

If some of the columns in your data feed contain user-submitted data, you should check for special characters before separating the data by column or row using `split` or `readLine`, or similar.

Consider the following data:

Browser Width	Browser Height	eVar1	prop1
1680	1050	search\nstring	en
800	600	search\tstring	en

During export, the newline and tab characters in the eVar1 values are escaped. The data feed for these rows appears as follows:

```
1680\t1050\tsearch\\nstring\ten\n
800\t600\tsearch\\tstring\ten\n
```

Calling `readLine()` on the first row returns the following partial string:

```
800\t600\tsearch\
```

Calling `split("\t")` on the second row returns the following string array:

```
800
600
search\
string
en
```

To avoid this, use a solution similar to the following:

1. Starting at the beginning of the file, read until you locate a tab, newline, backslash or caret character.
2. Perform an action based on the special character encountered:
   - Tab - insert the string up that point into a data store cell and continue.
   - Newline - complete the data store row.
   - Backslash - read the next character, insert the appropriate string literal, and continue.
   - Caret - read the next character, insert the appropriate string literal, and continue.

Jobs FAQ

What factors can affect the delivery time of an hourly data feed?

There are several factors that can impact the delivery time of an hourly data feed, including:

- Report suite latency (i.e. unannounced spike in traffic)
- Upstream processing
- Peek and non-peak hours
- Internet connection speeds

Troubleshooting Data Feeds

This section contains information about common issues.

Error When Saving Feed

Data feed file names are made up of the report suite ID and the date. Any two feeds that are configured for the same RSID and date(s) will have the same file name. If those feeds are delivered to the same location, one file would overwrite the other. To prevent a file overwrite, you cannot create a feed that has the potential to overwrite an existing feed in the same location.

Trying to create a feed when another exists with the same file name results in the following message:

ERROR Saving Feed failed. Feed already exists using the same delivery settings. Billing Name <*name*>, Delivery Path <*path*>, Report Suite: <*report suite*>, Hostname: <*host*>, User Name <*name*>

If you receive this error, consider the following workarounds:

- Change the delivery path
- Change the dates if possible
- Change the report suite if possible

BucketOwnerFullControl setting for Amazon S3 data feeds

The common use case for Amazon S3 is that the Amazon Web Services (AWS) account owner creates a bucket, then creates a user that has permission to create objects in that bucket, and then provides credentials for that user.

In this case, the objects of a user belongs to the same account, and the account owner implicitly has full control of the object (read, delete, etc). This is similar to how FTP delivery works.

AWS also makes it possible for a user to create objects in a bucket that belong to a completely different user account. For example, if two AWS users, userA and userB, do not belong to the same AWS account but want to create objects in other buckets. If userA creates a bucket, say bucketA, he or she can create a bucket policy that explicitly allows userB to create objects in bucketA even though the user doesn't own the bucket. This can be advantageous because it doesn't require that userA and userB to exchange credentials. Instead, userB provides userA with their account number, and userA creates a bucket policy that essentially says "let userB create objects in bucketA".

BucketOwnerFullControl provides cross-account rights to create objects in other buckets. If userB uploads an object to userA's bucket, userB still "owns" that object, and by default, userA is not granted any permissions to that object even though userA owns the bucket—objects do not inherit permissions from the parent bucket. UserB must explicitly grant userA permissions because userB is still the object's owner. For this cross-account upload, AWS provides a BucketOwnerFullControl ACL by specifying that the use of this ACL by the bucket owner (userA) and is granted full permissions to the object (read, write, delete, etc), even though the object is "owned" by userB.

Transfer Failures

In the event of an FTP transfer failure (login denied, lost connection, out of quota, etc), Adobe attempts to automatically connect and send the data up to three separate times. If the failures persist, the feed is marked as failed and an email notification is sent.

In case of a transfer failure, you can *rerun a job* until it succeeds.

Resend Options

Once you have verified/corrected the delivery issue, just use *rerun the job* to get the files.

Daylight Savings impact on Hourly Data Feeds

For certain time zones the time will change twice a year due to daylight saving time (DST) definitions. Data feeds honor the time zone for which the report suite is configured. If the time zone for the report suite is one that does not use DST, file delivery will continue normally like any other day. If the time zone of the report suite is one that does use DST, file delivery will be altered for the hour in which the time change occurs (usually 2:00 am).

When making STD -> DST time transitions (“Spring Forward”), the customer will only get 23 files. The hour that is skipped in the DST transition is simply omitted. For example, if the transition occurs at 2 AM, they’ll get a file for the 1:00 hour, and will get a file for the 3:00 hour. There will be no 2:00 file, since at 2:00 STD, it becomes 3:00 DST.

When making DST -> STD transitions, (“Fall Back”), the customer will get 24 files. However, the hour of transition will actually include 2 hours’ worth of data. For example, if the transition occurs at 2:00 am, the file for 1:00 will be delayed by one hour, but will contain data for two hours. It will contain data from 1:00 DST to 2:00 STD (which would have been 3:00 DST). The next file will begin at 2:00 STD.

No Data for a Time Period

You can optionally configure a data feed to deliver a manifest file if no data is collected for a specific period. If you enable this option, you'll receive a manifest file similar to the following:

```
Datafeed-Manifest-Version: 1.0
 Lookup-Files: 0
 Data-Files: 0
 Total-Records: 0
```

No Domain Info for Domain Reporting

Some mobile carriers (such as T-Mobile and O1) are no longer providing domain info for reverse-DNS lookups. Therefore, that data is not available for domain reporting.

Data Processing Overview

Before processing hourly or daily data, data feeds waits until all the hits that entered data collection within the timeframe (day or hour) have been written out to data warehouse. After that occurs, data feeds collects the data with timestamps that fall within the timeframe, compresses it, and sends it via FTP. For hourly feeds, files are typically written out to data warehouse within 15-30 min after the hour, but there is no set time period. If there was no data with timestamps that fall within the timeframe, then the process tries again the next timeframe. The current data feed process uses the `date_time` field to determine which hits belong to the hour. This field is based on the time zone of the report suite.

Troubleshooting Jobs

If an error occurs, an error is reported in the Job Status column.

The errors and possible causes are listed below:

Error	Possible Causes
FTP Chdir Error	• Network or destination server failure • Read/write permission issue
FTP Connect Error	• Authentication problem • Network or destination server failure • Read/write permission issue
FTP Error	• Disk full or disk quota exceeded • Network or destination server failure • Read/write permission issue • Authentication problem
FTP Login Error	• Authentication problem • Network or destination server failure
FTP Put Error	• Disk full or disk quota exceeded • Network or destination server failure • Read/write permission issue

Data Feed Service History

Cumulative release notes for Clickstream data feeds.

January 19, 2017 - New User Interface and Service Name

There is now a user interface for data feeds and job management. Until now, Data Feed administrators had to rely on Adobe Customer Care to get a status update on their Data Feed jobs. This is no longer the case. The Data Feed user interface is now available to all Adobe Analytics administrators.

With this release, the name of the service has changed from Clickstream Data Feeds to Analytics Data Feed.

Clickstream Data Feeds History

The following sections contain legacy history information from the Clickstream Data Feeds service.

Data Feed Column Expansion

The following data feed column sizes will increase in a future release:

- geo_zip field - column size will increase from 16 to 50 bytes
- geo_region field - column size will increase from 32 to 255 bytes
- geo_city field - column size will increase from 32 to 255 bytes

New OS Types Lookup File

Clickstream data feed customers that are currently receiving the `os` column will automatically receive an additional lookup file for OS types starting June 19, 2014.

Mobile Carrier Column Now Available

Mobile carrier data is now available in clickstream data feeds (this data is currently displayed on the Visitor Profile > Technology > Mobile Carrier report in marketing reports & analytics). Contact customer care to have this column added.

Data Feed Column Expansion

Adobe is currently evaluating an increase to the size of many data feed fields. Before these field sizes are increased, you need to expand the data fields in your ETL system to accommodate these new sizes. You also need to expand the fields used to store lookup file keys, as these are increasing in size as well. Note that the column expansions that were previously scheduled for April 2014 have been postponed, and an announcement will be included in the release notes when these expansions are rescheduled.

Note: *You can download a sample data feed with expanded columns and lookup files to test your ETL process. We recommend all customers test processing of this sample feed to prepare for the upcoming expansion.*

Lookup file key expansion

The column used to store each lookup file key value should be expanded to store a 32-bit unsigned integer.

Note that additional lookup files could be added to the data feed when additional columns added, If possible your ETL system should be designed to accommodate the addition of new lookup files without impacting processing.

String expansion

Expand the following columns to store a 255 character string:

`ip2`	`click_tag`	`click_action`
`page_event_var2`	`post_page_event_var2`	`pagename`

post_pagename	post_pagename_no_url	channel
post_channel	user_server	t_time_info
post_t_time_info	domain	first_hit_pagename
visit_start_pagename	transactionid	post_transactionid
prop1-75	post_prop1-75	ref_domain
code_ver	geo_zip	plugins
accept_language	c_color	ct_connect_type
ip	page_type	post_ page_type
purchaseid	post_purchaseid	s_resolution
ua_color	ua_pixels	visit_keywords
post_keywords	stats_server	geo_city
geo_region	j_jscript	state
post_state	zip	post_zip
namespace	currency	post_currency
ua_os		

Integer expansion

Expand the following columns to store a 32-bit unsigned integer:

browser_height	browser_width	search_engine
post_browser_height	post_browser_width	browser (Feb 20, 2014)
color	country	language
os (Feb 20, 2014)	resolution	visit_search_engine
geo_dma	post_search_engine	search_page_num

October 17, 2013

Social, Mobile, and Video solution variables are now available

You can now receive solution variables in data feeds, which currently includes Social, Mobile, and Video metrics.

To update your data feed definition to add solution variables, contact Customer Care.

Event lookup file now included in data feed download

Starting October 17, 2013, an additional event lookup file will be added to all data feeds. Your ETL might require a modification to consider this file.

This new lookup file provides a map for all events, including shopping cart events, instance events, custom events, mobile-specific events, social-specific events, and so on. Be aware that the map for Mobile, Social, and Video solution event numbers are different for each report suite. The event lookup file delivered with each report suite should be considered specific to that report suite.

May 23, 2013

Hourly Data Feeds

Hourly data feeds provide customers raw Analytics data in hourly increments instead of the normal daily increments. By splitting the data into hourly increments, the data can be delivered in a more timely manner with less peak load on both origination and destination servers. See *Feed Information*.

February 14, 2013

Format of post_product_list column when events are present but product is empty

In `post_product_list`, If events are contained on the event list for a given hit but there is no product in the product list, the `post_product_list` contains four semicolons:

```
;;;;
```

or in rare cases as semicolon, semicolon, zero, semicolon, zero, semicolon:

```
;;0;0;
```

If you are performing a check for an empty product list you should update your ETL to handle both formats.

January 22, 2013

Expansion of page_url and page_event_var1 Columns

These columns were expanded to store URLs that are longer that 255 characters. This change enables you to receive the entire URL of each page and tracked link, which might contain long query strings or other values that were previously truncated at 255 characters.

After this change, the *page_url* and *page_event_var1* length will increase from 255 bytes to 64 kilobytes. Update any applications or scripts that you are using to process the data feed to use a 64Kb variable to store these strings. If you are storing the data feed in a database, make sure that the *page_url* and *page_event_var1* columns are large enough to contain a string up to 64Kb. Alternatively, if your systems require the truncated versions of these columns, please make certain your ETL handles truncation appropriately.

This change does not impact the *post_page_url* or *post_page_event_var1* columns, which remain at 255 characters.

June 21, 2012

- You may now opt to receive clickstream data feed data as a once-daily package of multiple files rather than a single large monolithic file. The multiple file package is particularly useful for report suites with very high traffic volumes and has several advantages:
  - Improved delivery consistency, especially during days with traffic spikes.
  - Better parallel data processing. Using the multiple file package can significantly reduce the time required to compress and extract large data sets.
- The following additional optional columns are now available for inclusion in your data feed. In order to maintain compatibility with your current ETL processes, existing data feeds will not be altered unless requested to Customer Care through your Supported User.
  - post_event_list

    post_ page_event

    post_page_event_var1

    post_page_event_var2

post_ page_type

post_page_url

post_pagename

post_pagename_no_url

post_product_list

post_channel

post_mvvar1 – post_mvvar3

post_purchaseid

post_referrer

post_state

post_hier1-post_hier5

post_currency

post_partner_plugins

visit_keywords

post_transactionid

post_page_event_var3

va_instance_event

va_new_engagement

post_prop1-post_prop75

tnt_post_vista

Analytics for Voice - Frequently Asked Questions

Question	Answer
Is this capability offered today?	Yes, this capability is supported today by the core Adobe Analytics SKUs.
Is it a new product SKU? How does the billing work?	Customers will need to plan for additional server calls. This is not offered as a discrete SKU currently. There is no additional price for the additional (voice) server call volume. These server calls will be treated as regular web server calls.
Which platforms would this be compatible with?	Platforms supported: Amazon Alexa; Google Assistant; Microsoft Cortana; Apple Siri
Is there other device ID or features that might be important to collect/consider? (For example, can the data distinguish between the Echo Dot and Echo Show -- Echo with screen?)	Most platforms do not actually publish device information that tracks unique features like a screen. However, you might have device capabilities like screen or camera to identify and distinguish between devices with capabilities like video and voice.
Are we using reserved variables (revars), or anything we can roll up or aggregate?	We are using most of the mobile app reserved variables (revars) such as launches, app ID, and so on.
Will this work with chatbots as well?	Yes.
Is voice analytics integrated with other Adobe solutions like Adobe Target and Adobe Audience Manager?	The integration work is currently in progress. The Analytics data can already enable some high level A/B testing vi Adobe Target. More advanced capabilities are under development.
How do you identify visitors?	We use the visitor ID provided by the platform.
Do I create a new report suite?	The recommendation is to put the data into the same global report suite and then create a virtual report suite off the different app IDs. However, there might be certain cases pertaining to your organization that might require you to create a new report suite for it.

Data Collection

Topics intended for users looking for information about data collection and related content.

Document	Description
Data Collection in Analytics	Adobe has created multiple ways to send data into Analytics. These methods include tracking information in real-time from web sites, emails, campaigns, web-based kiosks, mobile devices, client-server applications, and most applications that can access the Internet.
Data Retention Policy	Data collected by Adobe Analytics Data Retention Policy Adobe customers is retained for a specific period of time. This period is referred to as the default data retention period. An option is provided to extend the default data retention period for an additional fee.
Current Data	The Include Current Data option lets you view the latest Analytics data, often before data is fully processed and finalized. Current data displays most metrics within minutes, providing actionable data for quick decision making.
Reporting High Numbers of Unique Values (Low-Traffic)	When a report has a large number of unique values, Analytics reports provide functionality to ensure that the most important values appear in your report.
Cookies Used in the Experience Cloud	Cookies are provided to maintain information during and sometimes between visits to a website. Cookies enable devices to be uniquely differentiated from other browsers who view the site.
First-Party Cookies	Analytics uses cookies to provide information on variables and components that do not persist between image requests and browser sessions. These harmless cookies originate from a domain hosted by Adobe, known as third-party cookies.
Multi-Currency Support	List of stages where a target currency code must be defined for multi-currency support to work.
Data Availability, Security, and Recovery Whitepapers	Whitepapers that describe how Adobe ensures data availability and security.
Analytics Request Performance	How Analytics data collection performance is measured.
Multibyte Character Sets	Analytics allows data to be captured and reported in multiple languages, which allows international sites to be easily tagged with Analytics code, and generate reports that reflect the site content as displayed to the user. A single report suite can be used to collect and report data in multiple languages.

Document	Description
None, Unspecified, Unknown, and Other in reporting	Various reports in the Adobe Experience Cloud can show *None*, *Unspecified*, *Other*, or *Unknown*, depending on the specific report viewed. Learn about why each report can have one of these line items.
Privacy Overview	Overview of what data Adobe Analytics collects and other privacy considerations.
Regional Data Collection	Learn about regional data collection (RDC) and how to transition from traditional Adobe data collection to RDC.
Analytics Data Retention Policy FAQ	Answers to frequently asked questions about Adobe's data retention policy for Analytics.
Using FTP and sFTP	Learn how to use FTP and SFTP to transfer files between computers and servers.
Variables - How They Are Used in Reporting	Descriptions of variables and how each is used in reporting.

Current Data

The Include Current Data option in reports & analytics lets you view the latest Analytics data, often before data is fully processed and finalized. Current data displays most metrics within minutes, providing actionable data for quick decision making.

Current Data is enabled by default on all reports that support it. When enabled, metrics appear in reports in one of three time frames, as explained in *Typical Current Data Latency*. If you would rather view all metrics after the data is fully processed, you can disable Current Data by removing users from the Current Data Users group.

Keep the following in mind as you view current data:

- Applying a segment to a report turns the current data view off. Segments are applied to finalized data.
- Classifications are not applied to current data.
- Correlation, subrelation, and pathing reports do not provide current data. When you run these reports, the current data toggle is disabled.
- Metrics introduced in v15, such as Total Time Spent and Bounces, do not provide current data.

Typical Current Data Latency

Metrics appear in one of the following three time frames. Click the clock icon next to the Include Current Data toggle to see the actual latency value for each metric on a report.

Time Frame	Metrics
under 10 minutes	• Instances on props • Page views on pages • searches

Time Frame	Metrics
Between 10 and 35 minutes	• Custom events • Revenue, orders, units • Instances and click-throughs on conversion variables • Daily Unique Visitors on Site Metrics Report
Between 45 and 120 minutes	• Visits • Unique Visitors • Participation

Because some of the data that is displayed on the current data view has not been fully processed, you will see a slight difference between values reported on the current data view and the finalized view. On trended reports, the data difference is typically within 1%.

If you experience latency that is consistently outside of this range, see *Data Availability Troubleshooting*.

Data Latency and Time-Stamped Hits

Data is time stamped when offline data is enabled in the mobile SDK (default setting) or anytime a report suite is *configured to accept time-stamped data*. Data collected offline on mobile devices may be sent hours or weeks after the date when it happened. These hits may be queued within the Analytics platform for minutes or hours longer than hits without time stamps:

- For time-stamped data sent in very near current time, the probable delay is 10-15 minutes.
- For time-stamped data sent in from yesterday, the probable delay is about 2 hours.
- For time-stamped data sent in that is older than yesterday, every day adds about 1 hour of delay, up to 15 days ago, when the delay stops going up.

Data Latency as a Result of A4T Configuration

After the A4T integration is enabled in Adobe Target, you will experience an additional 5-10 minutes of latency in Adobe Analytics. This latency increase allows data from Analytics and Target to be stored on the same hit, allowing you to break down tests by page and site section.

This increase is reflected in all Adobe Analytics services and tools, including the live stream and real-time reporting, and applies in the following scenarios:

- For live stream, real-time reports & API requests, and current data for traffic variables, only hits with a supplemental data ID are delayed.
- For current data on conversion metrics, finalized data, and data feeds, all hits are delayed an additional 5-7 minutes.

Be aware that the latency increase starts after you implement the Experience Cloud ID service, even if you have not fully implemented this integration.

Calculated Metrics

Since calculated metrics can be created using metrics that have different latency, some recent values might be calculated using incomplete data in the current data view. For example, let's say you created a "Page Views per Visit" calculated metric with the following formula:

```
Page Views/Visits
```

Since Page Views typically appear within 10 minutes, and Visits typically appear within 2 hours, calculated metrics within this latency window are calculated using incomplete metrics. If you post a new page that gets 4000 hits from 4000 different visits over a 2 hour time frame, the latency difference between these metrics can cause incomplete calculations for the latest hour or two:

Time Frame	Page Views (10 min latency)	Visits (90 minute latency)	Page Views Per Visit
past 30 minutes	700 page views	0 visits	0
past 1 hour	1600 page views	0 visits	0
past 2 hours	1900 page views	1000 visits	1.9
2 or more hours ago (finalized data)	4000 page views	4000 visits	1

This is most visible when reporting on new values, or on very short time frames. When you are reporting over longer periods, the latency differences that occur in the last few hours of reporting are unlikely to have any noticeable impact on calculated metrics.

If you have calculated metrics that might be impacted by these differences, either turn current data off, or add the metrics used in the calculation directly to the report so you can see the latency values for each metric.

Downloaded Reports

When you download a report with the current data view enabled, the report is queued, generated, and then returned to the browser. If additional metrics are reported while the report is generating, these metrics appear in the report. This might lead to the downloaded report being slightly more up-to-date.

Control User Access to Current Data

The Include Current Data option is displayed for all members of the **Current Data Users** group. All users are added to this group by default.

Data Availability Troubleshooting

The following information may help troubleshoot report suite latency issues in Analytics data.

- *Understanding Data Batching*
- *What Contributes to Latency?*
- *Ways to Mitigate or Prevent Latency*
- *What to do about Latency*
- *Data Latency as a Result of A4T Configuration*

Note: *If you experience a latency spike within 3 months of your v15 upgrade, you might be experiencing transitional latency. Typically, the likelihood of a latency spike is reduced three months after upgrading from version 14 to 15.*

Understanding Data Batching

To understand if data is latent, it is important to understand how Analytics processes data.

Each data collection server captures and processes raw analytics data, and then uploads batched data on an hourly basis for reporting. The transfer process typically takes 30 minutes, so normal latency for traffic that occurs directly

after the previous upload process completes is around 90 minutes (60 minutes until the next batch upload occurs, then 30 minutes for file transfer and display). For traffic that occurs directly before an upload, data latency could drop to 30 minutes (0 minutes until the next batch upload occurs, then 30 minutes for file transfer and display).

If needed, *Customer Care* can enable 30 minute batched data uploads (instead of hourly) for your top report suites.

You can typically expect to see complete data in reports 2 hours after the data is collected.

What Contributes to Latency?

Latency does not affect data collection, and its severity (how current the data is) and length (the time it takes to resolve) can vary greatly. However, it is usually limited to a single report suite.

Latency is caused by one of following general categories:

- Unexpected traffic spike: This occurs when more data is sent to a report suite than was contractually committed or expected. It is the most common cause of latency.
- Normal hardware issues: We employ best-in-class strategies for data center management and monitoring, data redundancy, and hardware reliability. Hardware is updated on a regular basis and in conjunction with published maintenance windows. Emergency maintenance of failing hardware may require a necessary and temporary halt in data processing (not in data collection) as replacement hardware is brought online. This temporary halt in processing can result in noticeable latency.
- Abnormal data: Unnatural data patterns, such as unusually long visits caused by a bot or spider, can temporarily increase certain processing loads that result in latency.

For more information on report suite latency, see *this Knowledge Base article*.

Ways to Mitigate or Prevent Latency

Several strategies exist to prevent latency or decrease recovery time when it occurs:

- Notify Adobe of expected traffic spikes: While it is impossible to anticipate every traffic spike to your site, there may be cases where you are expecting to receive a significant increase in traffic (such as during a particularly successful holiday period or shortly after a large campaign push). In these cases, Adobe provides a way for your organization to inform us of expected traffic increases so that we can allocate additional processing resources to your report suite.
- Consider processing load when activating new features: Some features are more processing intensive than others. The more features enabled on a report suite, the more difficult it is to recover from latency. When enabling features on a report suite, keep in mind the following features that increase the amount of data to process:
  - Implementing many success events on the same page
  - More than 5 events with participation enabled
  - Commerce Visits and Visitors
  - Complex VISTA rules
  - More than 20 values in the products variable
  - Event serialization
- Enable IAB Bot filtering: *Bot filtering* can greatly reduce latency if your report suite is frequented by bots or spiders. It is recommended to use the IAB bot list, as it is updated and maintained by the *Interactive Advertising Bureau*. Additionally a user can customize their own bot rules to complement those from the IAB.

What to do about Latency

In cases where latency occurs, rest assured we pro-actively monitor our processing pipeline and will do everything we can to return processing time back to normal as quickly as possible. Many latency issues are resolved within hours. If you are concerned with a specific report suite, one of your organization's supported users can contact

Customer Care with the report suite ID that is experiencing latency. The Adobe representative can validate the latency and inform you as the issue improves and is resolved.

Data Latency as a Result of A4T Configuration

After the A4T integration is enabled in Adobe Target, you will experience an additional 5-10 minutes of latency in Adobe Analytics. This latency increase allows data from Analytics and Target to be stored on the same hit, allowing you to break down tests by page and site section.

This increase is reflected in all Adobe Analytics services and tools, including the live stream and real-time reporting, and applies in the following scenarios:

- For live stream, real-time reports & API requests, and current data for traffic variables, only hits with a supplemental data ID are delayed.
- For current data on conversion metrics, finalized data, and data feeds, all hits are delayed an additional 5-7 minutes.

Be aware that the latency increase starts after you implement the Experience Cloud ID service, even if you have not fully implemented this integration.

Data Availability, Security, and Recovery Whitepapers

Whitepapers that describe how Adobe ensures data availability and security.

See *Security Resources* for the latest information on Analytics security.

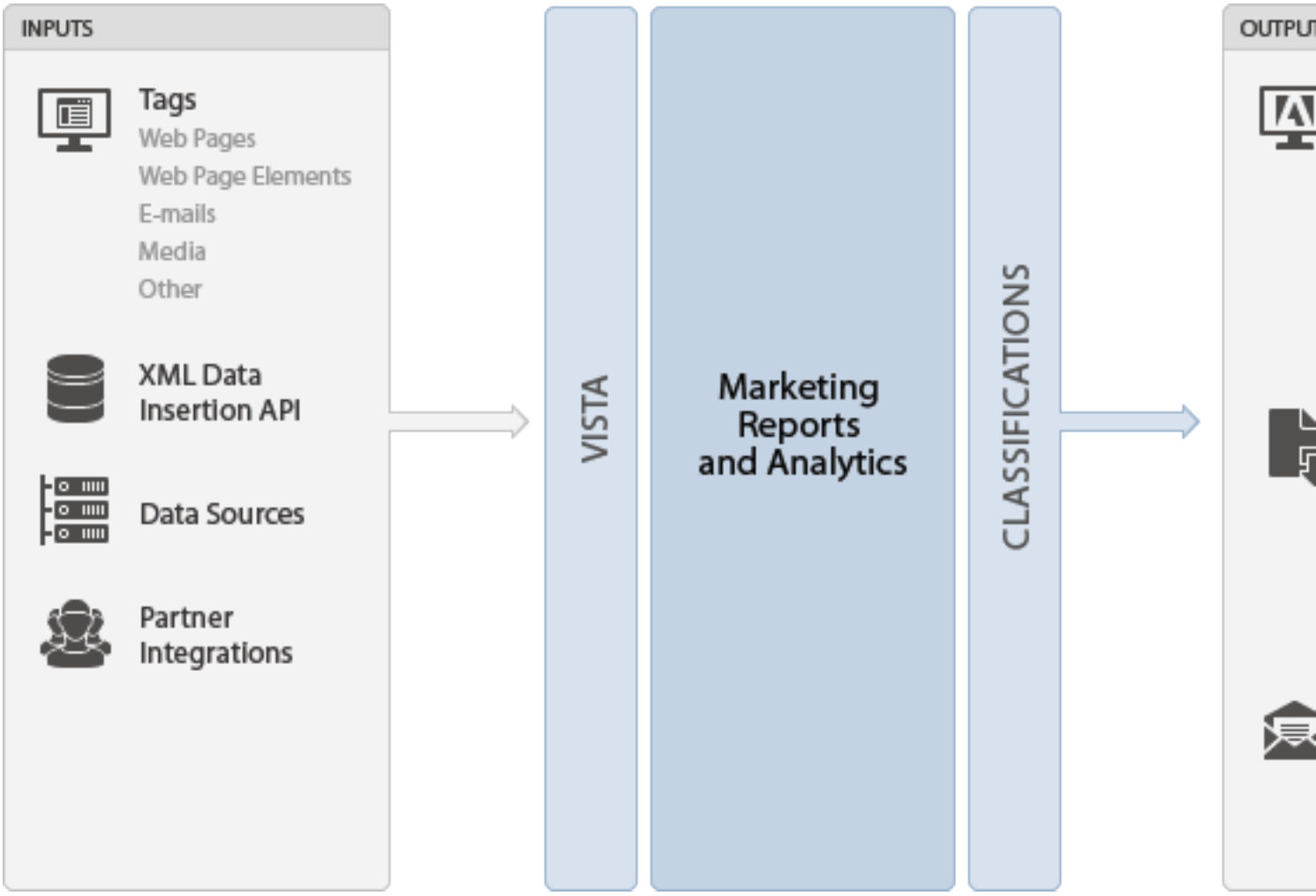
Whitepaper	Description
Analytics Data Availability and Latency Factors	Analytics latency and other factors that impact report delivery times.
Adobe Analytics Availability and Reliability	Adobe Analytics is the performance and availability leader in the Analytics space as measured by Keynote Systems, Inc.. Adobe''s unparalleled performance is due in large part to its multi-tiered, fully redundant architecture that encompasses both the network as well as the application. This framework of servers tolerates failures and transparently routes data around trouble spots.
Adobe Analytics Disaster Recovery	In the event that one of our data collection environments are unavailable due to an event, whether a problem at the facility, a local situation, or a regional disaster, this whitepaper describes the process that will be followed to allow for continuation of data collection, and ensure an effective and accurate recovery.
Adobe Analytics Security and Availability of Client Data	The availability, integrity and confidentiality of client data are of paramount importance to Adobe. To ensure the security of client data, Adobe has identified the organizational, network, hosting facility, corporate office, and employee processes as the areas in which to focus security efforts. This white paper describes the proactive approach and procedures followed to maximize the security of each area.

Whitepaper	Description
Adobe Analytics Data Center Monitoring	The Adobe Technical Operations (TechOps) team has built a highly customized monitoring and notification system to proactively and reactively determine the health of Adobe's systems.

Data Collection in Analytics

Adobe has created multiple ways to send data into Analytics. These methods include tracking information in real-time from web sites, emails, campaigns, web-based kiosks, mobile devices, client-server applications, and most applications that can access the Internet.

These methods include reporting on information from offline systems via the Data Sources and partner integration platform.



- *Input Options*
- *Output Options*
- *Third-Party Integrations*

Input Options

For a list of input options, see *Which Adobe Tool Should I Use?*

Output Options

For a list of output options, see *Which Adobe Tool Should I Use?*

Third-Party Integrations

If you're considering integrating third-party applications with reporting, Adobe's data connectors platform represents a streamlined way of importing and exporting data out of Analytics. The various pre-built integrations (email, survey, ad serving, and social media) simplify the process of importing data from other marketing applications and also give you control over what report data is shared with third-party vendors. Data connectors leverage all of the aforementioned input and output mechanisms to automate the process of capturing and sharing data with other systems.

Data Retention Policy

Data collected by Adobe Analytics Data Retention Policy Adobe customers is retained for a specific period of time. This period is referred to as the default data retention period. An option is provided to extend the default data retention period for an additional fee.

This policy applies to data that is available in the Adobe Analytics reporting interfaces, including but not limited to Reports & Analytics, Ad Hoc Analysis, Data Warehouse, Report Builder, and the Web services APIs.

Data Retention Window

The data retention policy defines a rolling data retention window in which complete data can be viewed and reported. The data retention window is determined as follows:

start date = current date - data retention period

end date = current date

Data is included in the data retention window if the timestamp of the data is between the start date and end date. The timestamp is defined as the date of the transaction represented by the data, which may or may not match the date that the data was received by Adobe.

Default Data Retention Period

By default, data is retained for 25 months after the timestamp of the data.

Reducing or Extending the Default Data Retention Period

A customer can reduce or extend the default data retention period by contacting his or her account manager. While there is no charge for reducing the default data retention period, extending data retention beyond the default retention period of 25 months requires the purchase of extensions (available as an additional SKU). Extensions are available in increments of 1 (one) additional year, up to a maximum of 8 (eight) years.

Each extension increases the amount of full historical data that is retained by 12 months beyond the default data retention period. A one-year extension provides 37 months of full historical data, an additional one-year extension provides 49 months, and so on, for a maximum total retention period of 10 years 1 month (25 months plus up to 8 years extension).

Extensions need to be purchased only to retain data that is older than the default data retention period. For example, if you are targeting 4 years of data retention, you would purchase a one-year extension 25 months after the oldest data was collected, then an additional one-year extension of 37 months after the oldest data was collected.

Data Retention Period

The data retention period is the default data retention period plus any extensions. For example, if you have purchased a single one-year extension, your data retention period is 37 months (25 months provided by the default data retention period + 12 months extension).

Data Deletion

Adobe retains the right to delete data for dates beyond the data retention period as defined in this document with no option for recovery.

Reporting functionality beyond the data retention period

No reporting functionality is available beyond the data retention period. You must ensure that all data that you want to retain is part of the default retention period, or is included as a result of an extension.

Data Retention FAQ

Answers to frequently asked questions about Adobe's data retention policy for Adobe Analytics.

Background

The European Union’s General Data Protection Regulation (GDPR), which applies as from May 25, 2018, provides that Adobe, in its role as your data processor, must take appropriate measures to assist its customers in fulfilling access, deletion, and other requests from individuals. Applying appropriate, secure, and timely deletion policies is an important part of complying with this obligation.

GDPR applies to all customers that market to or process information of EU citizens. Therefore, GDPR is a worldwide regulatory change.

As a result, Adobe would like to work with you to implement a data retention policy before GDPR takes effect on May 25, 2018.

Going forward, Adobe will begin applying data retention as currently specified in customer contracts for Adobe Analytics, unless other arrangements are made. Most Adobe Analytics contracts state that Adobe may delete data after 25 months.

Analytics Data Retention - Frequently Asked Questions

Question	Answer
How does setting my data retention benefit my company?	By setting your data retention period, this helps you, our customer and the data controller, prepare for regulatory requirements worldwide (specifically, in Europe, some Latin America countries, and most APAC countries) that require companies to keep data only as long as necessary to perform a service.

Question	Answer
What is the most common contracted data retention period?	Most contracts state, by default, that Adobe has the right to delete data after 25 months. When this data retention policy is in place, Adobe deletes Adobe Analytics data older than 25 months, based on the timestamp of the data.
How do I decide on my data retention?	Your company, as the data controller, should identify stakeholders (such as your marketing, analytics, and privacy teams) within your organization responsible for making decisions about data retention. Your organization is in the best position to know the appropriate period for which Adobe Analytics data should be retained.
How do I enroll in data retention?	Contact your Customer Success Manager to set your data retention and learn your options.
What Is the data retention window?	The data retention policy defines a rolling data retention window in which complete data can be viewed and reported. The data retention window is determined as follows: `start date` = current date - data retention period `end date` = current date Data is included in the data retention window if the timestamp of the data is between the start date and end date. The timestamp is defined as the date of the transaction represented by the data, which may or may not match the date that the data was received by Adobe.
Can my company request that data be deleted sooner than 25 months?	Yes, though your contract should be updated to define the specific terms that are agreed upon.
Can my company extend their retention settings beyond 25 months?	Before May 25, 2018, customers are eligible for up to 1 additional year of data retention for free for a total of 37 months of data retention. These customers will retain a 37 month rolling data retention period at no additional charge as long as they remain an Adobe Analytics customer. They can extend data retention beyond 37 months by purchasing an extension. After May 25, 2018 the retention period can be extended beyond 25 months in increments of one year by purchasing an extension(s).
Can I request a copy of my data prior to it being deleted?	Yes, if requested, Adobe will provide a historical data dump of the raw, hit-level data that is stored in data warehouse. The method for delivering this data will vary based on data size. Costs may vary.

Question	Answer
How do I request a copy of my data?	Contact Customer Care and be ready to provide the following information about the data you want to export: 1. Report Suite Names 2. Date Range 3. Feed Interval (Hourly/Daily) 4. Column Preset (All columns / Selected columns) 5. Destination Server details (S3/ FTP/ SFTP/Azure) 6. Destination Server details (S3/ FTP/ SFTP/Azure) 7. Any customization required like File rename/ encryptions 8. Remove Escaped Characters [CR/LF/Tab] - (True/False) After providing the above information, your Adobe representative will let you know the cost of exporting the data.
When will Adobe start deleting my data?	Contact your Customer Success Manager for the specific time frame your data is scheduled to be deleted. Once a customer contacts Customer Care and enrolls in data retention, their data will be deleted on a rolling monthly basis.
How often will my data be deleted?	After data retention is applied, data will be deleted immediately on a recurring monthly basis.
What should I do if my decision process is taking longer than expected?	Contact Customer Care to set your policy on hold. This will let Adobe Analytics know that you need more time to work on finalizing a decision.

None, Unspecified, Unknown, and Other in reporting

Various reports in the Adobe Experience Cloud can show None, Unspecified, Other, or Unknown, depending on the specific report viewed. Generally, this breakdown means that the variable was not defined or otherwise unavailable. The following provides a comprehensive list of how each report can have one of these line items.

"None" in reporting

This breakdown is one of the most common seen in the Adobe Experience Cloud. Some explanations why these values appear in reporting:

- **A conversion event fires without a conversion variable:** For example, a user comes to your site and makes a purchase without firing eVar1. If you view orders in the eVar1 report, there is no value to attribute this order to. Therefore, it is automatically attributed to "None." To resolve this issue in future reports, always define a conversion variable before a conversion event.
- **Non-mobile hits in mobile reports:** Any non-mobile hits in mobile reports are listed as 'None'.
- **Mobile hits in technology reports:** Similarly to non-mobile hits in mobile reports, mobile hits in all Visitor Profile | Technology reports are listed as 'none'. The mobile technology reports and Visitor profile technology reports are mutually exclusive.

- **Merchandising eVars that do not fire at or before a conversion event:** Similar to events firing without eVars, it is possible to see None in a Merchandising eVar report when that variable is not defined before a success event. Furthermore, you can see more than 100% of a conversion event attributed to "None" if a user purchases multiple products at once.

"Unspecified" in reporting

Similar to "None," this result occurs when the breakdown is unobtainable or otherwise unavailable:

- **Unclassified data in classification reports:** When viewing classification data, any value that doesn't have data associated with that particular classification returns "Unspecified." To resolve this issue, create a classification export file and classify the appropriate columns.
- **Correlation reports where only one variable fired:** Correlation reports must account for every instance of that particular variable value. For example, if you tried breaking down prop1 by prop2 and these two variables don't fire in the same image request, you see a correlation report with a breakdown of "Unspecified." To remove unspecified from correlation reports, it's necessary to define all correlated traffic variables with a value on the same image request. In many situations, this expectation is unrealistic. Therefore, this line item can be ignored as long as the user is aware that it means that the first variable was defined without the second.
- **Non-browser hits when viewing Technology reports:** Adobe Analytics is heavily dependent on Javascript functions to retrieve Visitor Profile information. Unknown browser sources where JavaScript is not available contributes to this line item (for example, an executable program or a user-created browser). These Technology reports show unspecified to indicate that this information was unable to be gathered. "Unspecified" can also occur if your implementation code is placed into the <head> tags of your web page. Adobe highly recommends that you don't use the <head> tags, as it affects many aspects of reporting. Placing your implementation within the <body> tags resolves this issue.
- **Hierarchy reports with different amounts of levels:** Similar to correlations, hierarchies must account for all page views across all levels. For example, you have one page with a hierarchy two levels deep and another three levels deep. Viewing the level-three hierarchy report in marketing reports & analytics shows "unspecified" to account for the page with only two levels. It is not advisable to attempt to remove "Unspecified" from hierarchy reports. Doing so requires that every page on your site the same number of levels. Since this practice essentially defeats the purpose of implementing hierarchies in the first place, Adobe recommends that you ignore these breakdowns in reporting.

"Other" in reporting

Though slightly less common in reporting, "Other" can occur under several circumstances:

- **Pages fire outside your internal URL filter**s: When viewing the Pages report, this issue happens when image request URLs do not match your internal URL filters for the report suite. This measure is taken to help guard against data fraud, such as if another organization steals your source code and implements it on their own site. To correct this issue, ensure that all URLs your code is implemented on matches the internal URL filters set up within the Admin Console.
- **Visitors using an infrequently used browser:** In the Browser Types report, "Other" appears as a breakdown if visitors are using a browser that is not a popular browser type. There are many organizations that produce browsers. So, to prevent the report from being muddled with too much information, all browsers that larger organizations didn't create are bucketed into "Other."

"Unknown" in reporting

"Unknown" can occur under several circumstances:

- **Non-browser hits when viewing Technology reports:** Similar to Unspecified, if the javascript function was unable to fire, "Unknown" is shown in reporting.
- **Using segments in which a variable in the rule is disabled:** To properly segment, make sure that variables specified in a segment are enabled. Failure to do so lists the segment as 'Unknown'.

Filtering these values in reporting

Under most circumstances, it is safe to ignore these line items. However, if you want to remove them, you can filter them out or remove the value from the graph.

Create a search filter

1. Navigate to the desired report, and then click **Advanced** next to the data filter.
2. Create the logic **Does not contain**, followed by the value that you want to exclude (None, Unspecified, Other, or Unknown).
3. Click **Search**.

Some backend data variables use the value `::unspecified::` in reporting, though it is not shown in the interface. If a search filter fails to exclude data, try using this value (including the colons) or another value listed above such as 'None' or 'Unknown'.

Exclude from reporting graphs

1. Navigate to **Components** > **Report Settings**.
2. Deselect **Show 'None,' 'Unspecified' and 'Typed/Bookmarked' data in report graphs**.
3. Click **Save**.

If you see one of these values that is not explained in any of the above scenarios, ask an *Adobe expert in the community*.

Privacy Overview

Overview of what data Adobe Analytics collects and other privacy considerations.

Data Collection Breakdown

Adobe Analytics collects the following data:

Type of Data	Does Adobe Analytics collect this data?
URLs of Web Pages within Customer Site	Yes
Name of Web Page	Yes
Time spent on Page	Yes
Time of Day	Yes
URLs of Web Pages on Unaffiliated Sites	**No**
Cookie IDs (randomly generated)	Yes
URL of page that user was on before visiting customer page	Yes
Search query when consumer clicks on link to customer page	Yes
Browser Type	Yes
Device Type	Yes
Operating System	Yes
ISP/Connection Speed	Yes
Display Settings (such as screen size and resolution)	Yes

Type of Data	Does Adobe Analytics collect this data?
IP Address (used to approximate location)	Yes*
Information consumers provide in forms on customer site	Yes
Information consumers provide in forms on social sites	**No**
Whether consumer clicked on ad	Yes
Whether consumer clicked on link, image or text on site	Yes
Whether consumer downloaded a file, image, etc.	Yes
Items consumer purchased	Yes
Items left in shopping cart	Yes
Social Network Information (including photos, user ID, age, gender, location)	**No**
Personal Information that user provides outside of our services	Yes
Ad campaign success rates	Yes
Product info, such as colors, prices, styles, photos	Yes

*Unless the Adobe customer chooses to remove the IP.

Other Privacy Considerations

Region/Country	Consideration
Global	Adobe strongly suggests customers refrain from passing personally identifiable information (PII) to Adobe, especially in situations where the PII is not necessary for Analytics.
Global	Users need to be provided with notice and choice when profiling. This is required by law in Canada, Australia, the European Union (opt-in for some countries) and many countries in Latin America and Asia-Pacific.
Global	If using first-party cookies, Analytics opt-out is unique to a customer; you cannot rely on an opt-out on Adobe.com.
Global	First-party analytics are not within scope of the Self-Regulatory Program for Online Behavioral Advertising (“AdChoices”).
Global	Cross-device data should not be merged unless tied to an identifier provided by the customer (such as hashed user name).
Global	There are likely restrictions placed upon the customer from combining ad impression information to PII.
Europe	Most countries in the European Union do not consider analytics cookies strictly necessary.
Europe	Adobe has enabled the setting IP-Obfuscation: Enabled - IP Removed (x.x.x.x) by default for all customers with a report suite set in EMEA. With this setting, the IP address will be completely replaced with the value (x.x.x.x) after geolookup and is no longer available as a data point. This basic replacement method cannot be reverse-engineered back to a unique, specific IP Address. Neither the customer nor Adobe can access the IP address; it is irreversibly anonymized. For more information about other IP obfuscation settings, refer to *https://marketing.adobe.com/resources/help/en_US/reference/index.html#General_Account_Settings*

Region/Country	Consideration
Global	A customer can set the cookie lifetime variable in the JavaScript measurement code to a value of „none,“ „session“ or another specified value measured in seconds.
Europe	Adobe has developed a new “privacy by design” setting that can now be enabled by Adobe ClientCare for Adobe Analytics (formerly SiteCatalyst) release versions 14.9 and 15.4. When this new setting is enabled, the last octet (the last portion) of the IP address is immediately replaced with the value 0 once the IP address is collected by Adobe. This anonymization is performed prior to any processing of the IP address, including prior to both an optional geo-lookup and ISP-lookup of the IP address.
Germany	If customers do not already have a Data Processing Agreement for Adobe Analytics in place with Adobe, they should contact their Adobe Account Manager or Customer Success Manager, who will work with the Adobe Legal Department to get the DPA in place. Adobe has prepared a Data Processing Agreement (Vertrag fuer Auftragsdatenverarbeitung – ADV) for Analytics that has been reviewed and approved by the Bavarian Data Protection Authority (Bayerisches Landesamt fuer Datenschutzaufsicht – BayLDA). The ADV is available in German and English.

EMEA Data Center Locations

The following EMEA data centers currently host Adobe Analytics data:

Adobe Name	Address	Facility Type (Operator)	Solution Components Supported	Certifications
AMS1	Luttenbergweg 4 Amsterdam 1101 EC The Netherlands	Colocation Facility (Equinix)	Multichannel Analytics, Digital Analytics	ISO9001:2008 ISO14001:2004 OHSAS18001:2007 ISO27001:2005 ISO50001:2011 PCI-DSS *Equinix*
LON5	3 Centro Boundary Way Hemel Hempstead HP2 7SU UK	Colocation Facility (Gyron)	Multichannel Analytics, Digital Analytics	SSAE 16

Reporting High Numbers of Unique Values (Low-Traffic)

When a report has a large number of unique values, marketing reports provide functionality to ensure that the most important values appear in your report.

At the beginning of each calendar month, Analytics reports include the first 500,000 values received for any single variable in reports. This includes page names, and other traffic and commerce variables. For example, each unique page name on your site counts toward this total.

After 500,000 unique values are received, Analytics reports begin to optimize which values are displayed in reports. When new values are received after this threshold, the system initially groups these values in a single line item in reports titled "(Low-Traffic)". (note: this line item was previously titled "Uniques Exceeded".)

If one of these values begins to receive significant traffic, the value is reported as a separate line item along with the first 500,000 values for the remainder of the month (the first 500,000 values are always reported separately regardless of traffic).

If a variable value receives enough traffic so that it's no longer listed as (Low-Traffic), the first values bucketed in this line item don't move to its respective line item. Those first 10-100 instances stay under (Low-Traffic).

If the number of unique values exceed 1 million in a single month, a second threshold is applied which requires more traffic before a value is reported as a separate line item. For example, a new page that starts to receive 100 hits per day will be reported as a separate line item, but a new page that receives fewer than 10 hits might not.

Threshold limits are 500,000 and 1 million unique values by default. All values, including each unique value in "(low-traffic)", are available in DataWarehouse reports.

If you have a custom unique value limit, the following applies:

- If you have a uniques limit set to less than 500,000, your limit is used for both the lower and upper thresholds.
- If you have a uniques limit set between 500,000 and 1,000,000 today, your limit is used for the lower threshold and 1,000,000 for the upper threshold.
- If you have a uniques limit set above 1,000,000 today, your limit is used for both the lower and upper thresholds.

Segments

Low-traffic values are always included in data warehouse segments, but are not included in ad hoc analysis or marketing reports & analytics segments.

If a value receives enough traffic to appear in reports, values received from that time until the end of the month appear in ad hoc analysis and marketing reports & analytics segments. For example, if a value is low-traffic on Monday but is in reports on Tuesday, the segment will only include the Tuesday data.

Classifications

Low-traffic values cannot be classified. If a value receives enough traffic to appear in reports, it can be classified from that point until the end of the month.

Variables - How They Are Used in Reporting

Descriptions of variables and how each is used in reporting.

- *Variables*

- *Configuration Variables*
- *Automatic Variables*
- *Direct Variables*

Variables

Marketing report variables are usually populated in the HTML code, on each page or template of the site. Additionally, plug-ins and global code may be added to the `.js` file that also populates the variables, or overrides the values set in the HTML pages. The variables that are populated include the following.

NOTE: * Denotes a conversion variable. These variables require that the conversion module be enabled.

Implementation Variable	Description	Reports Populated
pageName	The name of the page. Uniquely identifies the page and URL in plain English. For example: `"homepage"`	*Pages* *Paths*
channel	The section of the site, or channel. For example: `"electronics"`, `"news"`	*Site Sections*
contextData	Available with version 15 and *processing rules*. *contextData* variables require no knowledge of the various types of variables Analytics offers (props, eVars, etc). An analyst can request a variable name be implemented, and apply processing rules to assign that context data to a variable.	None. Context Data must be mapped to variables for reporting.
server	The server name or vanity domain to be tracked.	*Servers*
propN (prop1 - prop75)	Custom values. The specific meaning of each variable is defined uniquely for each web site.	Multiple
hierN (hier1 - hier5)	Hierarchy variables, used to record visits and visitors for a hierarchically structured site.	*Hierarchy*
*campaign**	Tracks advertising or email click-throughs to the site. Campaigns are also correlated to many values	*Tracking Codes*

	throughout the system, such as to conversion and custom events, referring domains, and search engines.	
eVarN (eVar1 - eVar75*)	Custom variables that are tracked and correlated to any events. The specific meaning of each variable is defined uniquely for each web site. *s.eVar* values are stored and correlated to events that happen afterward.	Multiple
*products**	List of products, used in conjunction with the *s.events* variable	All Product reports
*events**	The list of events that occurred on the current page. Examples include: *scOpen*, *scAdd*, *scCheckout*, *prodView*, purchase, or any custom event from event1 to event20.	All Event reports
*purchaseID**	Up to 20 character code to uniquely identify the purchase, in conjunction with the purchase event	*Revenue*
*state**	State name or ID, to be used on the order confirmation (Thank You) page, in conjunction with the purchase event	*U.S. State*
*zip**	Zip code, to be used on the order confirmation (Thank You) page, in conjunction with the purchase or other event	*Visitor Zip and Postal Codes*
linkName	Optionally used to identify the name of a link when sending in custom, download, or exit link data.	*File Downloads* *Custom Link* *Exit Links*
linkType	Used to identify the type of link: Custom, Download, or Exit	*File Downloads* *Custom Link* *Exit Links*
List Props	List variables are a delimited list of values that are passed into a variable,	Multiple

	and then reported as individual line items for reporting.	
List Variable (list var)	Similar to how List Props function, List Vars allow multiple values within the same image request. Version 15 only.	Multiple
s_objectID	A ClickMap variable used to uniquely identify links on a page	ClickMap
pageType	Used on *404-Page Not Found* error pages	*Pages Not Found*
pageURL	Optionally used to override the URL of the page as recorded in Analyitcs	*Pages* *Paths*
referrer	Optionally used to override a page's referrer as recorded in Analyitcs	*Finding Methods*
transactionID	Integration Data Sources utilize a transaction ID to tie offline data to an online transaction (like a lead or purchase generated online)	N/A
visitorID	Visitors may be identified by the visitorID variable, or by IP address/User Agent	N/A

Configuration Variables

Configuration variables, which control data collection, are contained in the `.js` file, but they are not considered data collection elements. Configuration variables are not included in marketing reports, but they may affect the data, or the appearance of the reports. Configuration variables include the following.

Implementation Variable	Description	Reports Populated
s_account	Report suite IDs. The account(s) that the page view is reported in.	N/A
charSet	The character set used on the page. The default is assumed to be ISO-8859-1. A list of available character sets is available from Adobe.	N/A

currencyCode	The currency code used in the *s.products* and *s.events* variables. The default is assumed to be USD (U.S. dollars). A list of supported currency codes is available from Adobe.	*Revenue* All conversion reports showing revenue or monetary values
cookieDomainPeriods	The number of sections in a domain on which the visitor ID cookie is set.	Affects multiple reports as it controls how the visitor ID is stored and handled.
fpCookieDomainPeriods	The number of sections in a domain on which cookies are set by the JavaScript file. This overrides the value of *cookieDomainPeriods* for JavaScript cookies.	N/A
cookieLifetime	Establishes the lifetime of the visitor cookie (s.vixxxx). Configuration of this variable is completed by Adobe and should not be modified by clients.	See *Implementing First-Party Cookies*
doPlugins	The function that should be called before data is sent to Analytics.	The doPlugins variable is a reference to the `s_doPlugins` function, and allows the `s_doPlugins` function to be called at the appropriate location within the JavaScript file.
dynamicAccountSelection	Set to `"true"` if `"s.dynamicAccountList"` contains a list of domain/report suite ID pairs to be used to dynamically select the report suite ID based on domain, host, or directory name.	N/A
dynamicAccountList	A list of domains and which report suite ID should be used for each (such as `"abc.com=reportabc"`).	N/A
dynamicAccountMatch	The section of the URL that all filters in *dynamicAccountList* are applied to	N/A
trackDownloadLinks	Set to `"true"` to track clicks on links that have extension names listed in *s.linkDownloadFileTypes*.	N/A
trackExternalLinks	Set to `"true"` to track clicks on links that are external. External links are domains not listed in *s.linkInternalFilters*.	N/A

trackInlineStats	Set to `"true"` to capture data for ClickMap reporting.	ClickMap
linkDownloadFileTypes	The list of download file types.	*File Downloads*
linkInternalFilters	Determines which links on your site are exit links, which is any link that takes a visitor away from your site. It is a comma-separated list of filters that represent the links that are part of the site.	*Exit Links*
linkExternalFilters	The list of all domains which should be considered external. This is used to *limit* the number of external links that will be used, not to specify specific links as external.	*Exit Links*
linkLeaveQueryString	Whether or not the query string of exit links and download links should be included for tracking purposes.	*File Downloads* *Exit Links*
linkTrackVars	The variables that should be sent on custom links, download links, and external links. By default, this variable is set to "None" so that variables set on the page are not recounted by link clicks.	Any
linkTrackEvents	The events to be sent on custom links, download links, and external links. By default, this variable is set to "None" that variables set on the page are not recounted by link clicks.	Conversion
usePlugins	If set to `"true"`, *s_doPlugins()* will be called by the `.JS` code prior to creating the image request.	N/A

Automatic Variables

Automatic variables are obtained by the `.JS` code either automatically, or they are populated in the `.JS` file as a result of the control variables explained above. The names of these variables are defined only within the query string of the image request. There is no equivalent HTML-based variable. The automatic variables include the following.

Automatic Variable	Description
r (Referring URL)	The referring URL as defined by the browser. This value includes all query string parameters for the referring URL, including search strings and other information.
g (Current URL)	The current page's URL. This value may include all query string parameters, depending upon the account settings and configuration.

ClickMap data (various)	Various information about the page ID, link clicked, including destination URL, link number, etc.
t	The time and date that the event request occurred, in local time.
v	Whether Java is enabled (Y/N).
j	The version of JavaScript supported by the browser.
bw, bh	The width and height of the browser window.
s	The width and height of the screen (the physical monitor).
c	Monitor depth (number of available colors).
ct	Connection type, including LAN, modem, etc.
p	Netscape plug-ins (if running Netscape, the list of plug-ins installed in the browser)
k	Cookies enabled (whether or not cookies are enabled in the browser based on a test cookie)
hp	Whether the current page is set as the browser's Home page

Direct Variables

Direct variables are those set directly by the browser in the HTTP header of the image request sent to Analytics. These variables are set in each request that is made for any content on the Internet and include some of the most basic user information. The variables are reported directly or indirectly in a number of marketing reports. Direct variables include the following.

Direct Variable	**Description**
IP address	The IP address is the Internet Protocol address of the user's browser or machine. That IP addresses may be pooled among multiple users, and that a single user may also use more than one IP address from page to page. The user's IP address is resolved to geographic location based on data provided by Digital Envoy through a partnership with Adobe.
domain	The domain from which the user is requesting data. In many cases, this is a company or an Internet Service Provider (ISP) such as AOL.
user agent string	The user agent string indicates the browser and version, and the Operating System used. In some cases, it may also contain major plug-in or customization features (i.e., .NET).

	The **Browser**, **Browser Version**, and **Operating System** reports are based on the user agent string.
language	The preferred language setting of the browser.
cookies	The names and values of all cookies that have been set.

Data Warehouse

Data warehouse refers to the copy of Analytics data for storage and custom reports, which you can run by filtering the data. You can request reports to display advanced data relationships from raw data based on your unique questions. Data warehouse reports are emailed or sent via FTP, and may take up to 72 hours to process. Processing time depends on the complexity of the query and the amount of data requested.

Adobe enables Data Warehouse for administrator-level users only, for specific report suites. (It can be enabled for global and child report suites, but not for rollup report suites.) The administrator can create a group that has access to Data Warehouse, and then associate non-administrator level users to that group.

Data Warehouse automatically zips any file that exceeds 1 MB in size. The maximum email attachment size is 10 MB.

Data Warehouse can process an unlimited number of rows in a single request for individual scheduled and downloaded reports.

Note: *Data Warehouse reports the first value encountered in the reporting period. (Prior to October, 2015, it reported versions of case-insensitive variables that were not encountered in the data at all.)*

Data Warehouse Requests Descriptions

This table describes the fields and options on the **Data Warehouse Request** tab.

Element	Description
Request Name	Identifies the request.
Reporting Date	The date and granularity of the request. • **Custom**: A date range you configure in the calendar. • **Preset**: A preset range. The preset range is relative to the report date. • **Granularity**: The time granularity. Valid values are None, Hour, Day, Week, Month, Quarter, and Year. Data Warehouse reporting on virtual report suites supports the alternative time zone configured on the virtual report suite.
Available Segments	Lets you select the part of the visitor population you want to examine and generate complex segments. You can load pre-configured segments, create new segments, and store segment components in a library to use in building additional segments. You can now stack segments. When selecting multiple segments, the preview area, the Request Manager, and the Request Detail popup show a comma-separated list of names (e.g., Segment1, Segment2). See *Segmentation* for more information. ***Note:*** *You cannot include both a segment filter and a breakdown on the same segment, in the same Data Warehouse report. Doing so will result in an error.*

Element	Description
Breakdowns	Lets you categorize data using breakdowns. Segments and breakdowns differ in that a segment filters data out of a data set, while a breakdown compartmentalizes data across all valid values for the breakdown. You can also break down a report by one or more segments. However, you cannot include both a segment filter and a breakdown on the same segment, in the same Data Warehouse report. Doing so will result in an error. For example, use segments to remove a gender from the data set, and use a breakdown to see data separated by gender. When a Data Warehouse request is submitted with multiple multi-value dimensions (e.g., various Mobile Reports), an exponential number of rows can be generated from a single hit. The number of rows that can be output from a single hit is capped at 100 (previously 1,000).
Metrics	Lets you add *metrics* on which you want to report.
Metrics Sort	Provides ranked breakdown reports, sorted by descending metric value, similar to what is displayed in the Reports & Analytics user interface, Data Workbench, etc. *More...*
Schedule Delivery	Lets you schedule requests for automatic delivery at selected intervals, or as a one-time report. If you use the default format, the report arrives in an email as a .csv file. To add the date range, include %R in the filename. This value represents the date values requested in the report. For example, if you request data from May 1, 2013 through May 7, 2013, the %R shows a filename including the date range of 20130501 - 20130507.

Add Data Warehouse user group

Steps that describe how administrators can enable Data Warehouse reporting access to a group of users.

1. Click **Analytics** > **Admin** > **User Management**.
2. Click **Edit Groups**.
3. Click **Add New User Group**.
4. In the **Define User Group** section, type a name in the Group Name field. provide the following group information:

   For example, `Data Warehouse Access`.
5. Type a description in the **Group Description** field.
6. In the **Report Suite Access** section, select the report suites that you want group members to be able to access.
7. Under **Tools**, enable **All Tools**.

   Alternatively, click **Customize**, then enable **Custom Data Warehouse Report**.
8. Under **Assign User Logins**, add the desired user logins.
9. Click **Save Group**.

The next time the users added to this group log in, they will see the Data Warehouse option added to the **Reports & Analytics** menu.

Note: *In case of conflicting permissions (such as a user assigned to two groups, one of which denies access to a feature and the other grants that same access), the system restricts permission. Users who belong to groups that deny data warehouse access may need to be removed from those groups.*

Create a Data Warehouse request

Steps that describe how to create a Data Warehouse request.

1. Navigate to **Analytics** > **Tools** > **Data Warehouse**.
2. On the **Data Warehouse Request** tab, configure the options described in *Data Warehouse Requests Descriptions*
3. Click **Request this Report**.

Tableau data file

Data warehouse can deliver reports in Tableau Data Extract (TDE) file format that let you visualize data and layer in additional data from outside Adobe Analytics. You can email this information, or FTP this information to an FTP site.

Schedule Tableau Format Export (TDE)

You can create a Tableau extract if you need recurring reports that you want to run as dashboards in Tableau.

See *Tableau and Adobe Analytics* for more information.

1. On the Data Warehouse Request tab, set up your report definition, then go to **Schedule Delivery** > **Advanced Delivery Options** .
2. On the **Advanced Delivery Options** page, under **Report Format**, select **Tableau Format (TDE)**.
3. Choose whether or not to send this report as a compressed file or not.
4. Send the report via email or FTP.

Send Tableau File via FTP

If you have a Tableau Server, you can send the data warehouse data in TDE format to an FTP server. From there, you can create a script through which the Tableau Server can pick it up. All Tableau desktop users can view this data.

1. Go to **Schedule Delivery** > **Advanced Delivery Options** .
2. Under **Report Destination**, select **FTP**.
3. Fill in the **Host**, **Directory**, **Username**, and **Password**.
   The default port number is 21.
4. Click **Send**.

Sort by Metric

Provides ranked breakdown reports in Data Warehouse, sorted by descending metric value.

Sorting by metric makes Data Warehouse reports easier for you to interpret, and makes these reports easier to compare with other Analytics breakdown reporting views.

The following shows how enabling the "Metrics Sort" option will reorder rows in a Data Warehouse report.

There are four possible ways that Data Warehouse reports may be organized with "Metrics Sort", based on how date granularity, reporting dimensions, or metrics are configured, and whether "Max rows" is set:

- **Layout 1**: Line items are sorted in dictionary order (default). If "Max rows" is set, only the first N rows are provided in the report.
- **Layout 2**: Data Warehouse applies a metric sort over all rows in the report. Ties in the first metric value are broken by the 2nd metric, and then the 3rd, and so on. When all metrics are tied, the standard dictionary ordering of breakdown line items is applied.
- **Layout 3**: As Layout 2, with only the top N rows (i.e., the number set in "max rows") being output in the report.
- **Layout 4**: As Layout 2, with the exception that line items for each date granularity period are grouped together and sorted within that respective time range.

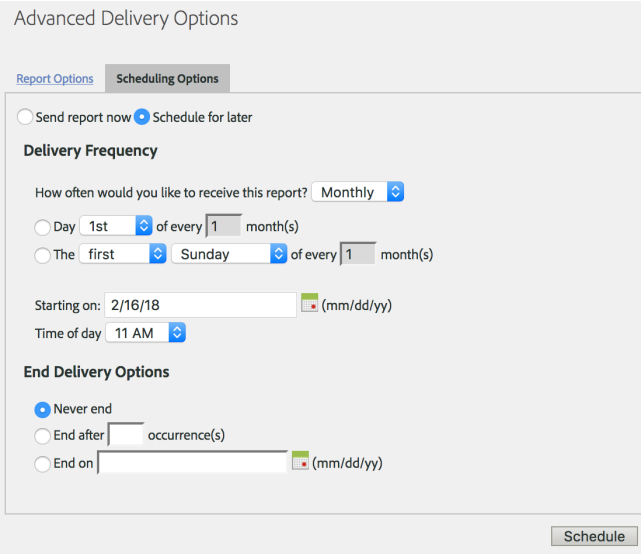
Please reference the "Report layout" column in this table to determine how "Metrics Sort" interacts with other Data Warehouse reporting options.

Sort by Metric?	Has Metrics?	Has Breakdowns?	Date Granularity?	Max rows set?	Report Layout
No	Yes or No	Yes or No	Yes or No	Yes or No	1
Yes	No	Yes or No	Yes or No	Yes or No	1
Yes	Yes	No	No	N/A	1
Yes	Yes	No	Yes or No	No	1
Yes	Yes	Yes	No	No	2
Yes	Yes	No	Yes	Yes	3
Yes	Yes	Yes	Yes or No	Yes	3
Yes	Yes	Yes	Yes	No	4

Schedule a recurring request

To schedule Data Warehouse requests for Daily/Monthly/Yearly, make sure *Preset *is correctly selected

1. Under **Reporting Date**, select **Preset**.
2. Under **Schedule Delivery**, click **Advanced Delivery Options**.
3. Go to the Scheduling Options tab and select **Schedule for later**.
4. Select your desired settings for **Delivery Frequency** and **End Delivery Options**.



5. Click **Schedule**.

Manage Data Warehouse requests

The Request Manager lets you view, duplicate, and re-prioritize requests.

In Data Warehouse, select the **Request Manager** tab.

Working in this tab lets you

- View recent report requests by report name, segment applied, requestor, request date and status.
- Duplicate requests. Click **Duplicate** next to the request.

Note: *This action duplicates only the request, not the schedule or the delivery details.*

- Search for reports by report name or by the login name of the requestor.
- Re-prioritize reports by dragging and dropping them to a new location within the queue.
- To see when a request started processing, click on a scheduled request ID and examine the pop-up that opens.

Note: *To cancel a Data Warehouse request, follow these steps.*

Data Warehouse Best Practices

Data warehouse provides a flexible interface to run custom reports. Following these guidelines can help reduce the time it takes to retrieve data.

Guideline	Description
Run Page Views, Visits, Visitors, and other standard reports in Version 15	Before creating a Data warehouse report, see if the information you are looking for is already available in reports. If so, the report will be delivered

Guideline	Description
	much faster due to the pre-processing performed by reports and analytics for common metrics.
Understand the amount of data you are requesting	A multi-year report on a large report suite can contain tens of billions of data rows. Processing and evaluating this data can take days, or even weeks. Evaluate how the report is being used to determine if some of the multi-year data is available, or if you can break the report into multiple requests.
Match the report period to the granularity	Reporting granularity requires additional processing time. If you are reporting monthly granularity for an entire year, your reports process much faster if you submit a report request for each month.
Report on completed data ranges	Data warehouse reports are generated when the date range requested is complete. For example, if you request a report for the current week on Wednesday, the report isn't generated until Sunday of the following week.
Generate pathing reports in data warehouse	Pathing metrics (entries, exits, bounces, etc) are not available in data warehouse.
Virtual report suites	Data Warehouse reporting on virtual report suites supports the alternative time zone configured on the virtual report suite.

Developer

Developer and implementation documentation for Adobe Analytics.

The following table outlines the libraries available to collect Analytics data across all available platforms. For more information, see *Data Collection in Analytics*.

Platform	Data Collection Options	How to Download
Web Browser	All Experience Cloud customers have access to *dynamic tag management*, which is the standard for deploying JavaScript and HTML page tags for all solutions to your website. Other ways of implementing JavaScript and HTML measurement are described in the *Analytics Implementation Guide*.	**JavaScript**: *Log in to Analytics* > Admin > Code Manager.
Web Server	You can use native PHP and Java libraries on your web server to send analytics data. The Data Insertion API lets you send XML data directly to the data collection server using HTTP POST and GET, and Data Sources lets you send delimited hit data to an FTP server where it is imported directly to Analytics. • *PHP AppMeasurement* • *Java AppMeasurement* • *Data Insertion API* • *Data Sources*	**PHP**: *Log in to Analytics* > Admin > Code Manager. **Java**: *Log in to Analytics* > Admin > Code Manager. **Data Insertion API**: No download, data is sent using web services API. **Data Sources**: No download, data is uploaded using FTP or web services API.
Mobile Device	***Important:*** *As of April 30, 2017, Adobe Bloodhound has been sunset. Starting on May 1, 2017, no additional enhancements and no additional Engineering or Adobe Expert Care support will be provided.* Native libraries are provided for iOS, Android, Windows Phone 8, Blackberry, Symbian, and others. • *Bloodhound 2.2 for Windows* • *Bloodhound 3.x for Mac* • *Unity Plug-in for iOS and Android 4.x SDK* • *Windows Visual Studio Extensions for Experience Cloud Solutions 4.x SDK* • *Xamarin Components for Experience Cloud Solutions 4.x SDK* • *iOS SDK 4.x for Experience Cloud Solutions* • *Android SDK 4.x for Experience Cloud Solutions* • *Windows 8.1 Universal App Store*	Configure your app in Adobe Mobile services so you can download a customized package that includes a pre-populated version of the configuration file. *iOS instructions* | *Android instructions*

Platform	Data Collection Options	How to Download
	• *BlackBerry 10 SDK 4.x for Experience Cloud Solutions*	
Flash	Flash apps using ActionScript can be measured on the desktop and on the web. *Flash, Flex, and OSMF AppMeasurement*	**Flash/Flex/OSMF**: *Log in to Analytics* > Admin > Code Manager.
Desktop	• *Windows 8.1 Universal App Store* • *OS X AppMeasurement 3.x* • *Java AppMeasurement* • *Silverlight, .NET, XBOX, and Windows Phone 7 AppMeasurement*	**4.x Windows 8.1 Universal App Store**: Configure your app in Adobe Mobile services so you can download a customized package that includes a pre-populated version of the configuration file. **3.x Windows 8**: See *Measuring and Optimizing Mobile Applications* on Developer Connection for download links. Make sure you log in to see the downloads. **3.x OS X**: See *Measuring and Optimizing Mobile Applications* on Developer Connection for download links. Make sure you log in to see the downloads. **Java**: *Log in to Analytics* > Admin > Code Manager. **Silverlight, .NET, XBOX**: *Log in to Analytics* > Admin > Code Manager.
Image Tags	You can insert image tags directly into HTML content when using a library is not possible. • *Implementing Analytics without JavaScript*	No additional code required.
Video	Video measurement across all platforms is available in the following guides: • *Heartbeat video measurement* (latest version) • *Milestone video measurement*	**Heartbeat Video**: See *Video Heartbeat Developer Guide* and follow the instructions for your platform. **Milestone Video**: See *Measuring Video for Developers* and follow the instructions for your platform.

Release Notes

Release notes for all libraries are available at *AppMeasurement and Mobile Release History*.

Analytics REST and SOAP Web Services

Additional developer documentation is available on *Developer Connection*.

- *Getting Started*
- *API Documentation Home*

API	Description
Reporting API	Run custom reports on your Analytics data.
Admin API	Manage report suites, permissions, and company settings.
Classifications API	Import and export your classification data
Data Feeds API	Retrieve configuration details and the status of data feed processing.
Data Insertion API	Import data into Analytics without JavaScript beacons.
Data Sources API	Import data from external sources to enhance Analytics reporting.
Data Warehouse API	Request reports that display advanced data relationships.
Data Workbench Query API	Access processed results of a dataset.
Segments API	Create, get, and delete segments.
Analytics Livestream	Provides a live stream of partially-processed Analytics data.

Experience Cloud ID Service

(Formerly visitorID or Visitor ID service.) The Experience Cloud ID Service provides a universal, persistent ID that identifies your visitors across all the solutions in the Experience Cloud. It can replace ID generation code for services such as Analytics, Audience Manager, Target, video heartbeat, and other Experience Cloud solutions or features.

Adobe recommends using Dynamic Tag Management to deploy the Experience Cloud ID service.

ID service help is available *here*.

Metrics Descriptions

Metrics show quantitative information about visitor activity, such as Views, Click-Throughs, Reloads, Average Time spent, Units, Orders, and Revenue. Along with dimensions, they are the foundation of reports and help you view and understand data relationships. They let you perform side-by-side comparisons of different data sets about your website.

Metrics and associated data are displayed in the columns of reports. Broad categories of metrics include:

Traffic metrics: These show data about the volume of visitors.

Conversion metrics: These show data about success events, such as purchases, downloads, or any other action that you want users to take on your website.

Calculated **metrics**: These are metrics you create by combining metrics.

Video **metrics**: Marketing reports provide support for tracking a number of video metrics, including total views, time spent, and completion rates.

Social **metrics**: These help you measure your brand's presence on the social web. Social metrics work with Analytics standard metrics. By combining these with calculated metrics, you can view a report that shows how often a product is mentioned, gauge product sentiment, and see how Social metrics correlate with Analytics key performance indicators.

For more information on how you can **hide metrics** in some user interfaces, go *here*.

Metrics Quick Reference

Lists the standard metrics in Adobe Analytics.

Note: *Any metric (event) not listed below is a custom metric (event).*

Metric Name	Description
Average Page Depth	Displays on average how far within a visit each value was fired. This metric is valuable in determining how far within a visit your audience reaches a given page or prop value. Average Page Depth is available on any variable with pathing enabled.
Average Time Spent on Page	Represents the average time spent on a page within a visit.
Average Time Spent on Site	Represents the average time spent on a site within a visit.
Bounce rate	Shows the percentage of visits that contain a single hit. Bounce rate uses the Bounces metric and is calculated as: Bounces divided by Entries.
Bounces	A visit that consists of a single server call. For example, a single page visit is a bounce if a visitor does not interact with the page in a way that sends data to Adobe, such as clicking a link or a video start. If more than a single hit is received in a visit, a Bounce is not counted.
Campaign Click-throughs	Click-throughs represent the number of times that a tracking code for a given campaign was passed into reporting. When a visitor clicks on an affiliate link that has been tagged with one of these tracking codes, the visitor is taken to your landing page and the tracking code is captured in s.campaign. That data is sent into reporting and a click-through is recorded.

Metric Name	Description
Cart Additions	The number of times an item was added to a shopping cart. This value comes from the scAdd event.
Cart Open	The number of times a customer opened a shopping cart by adding the first item. Occurs the first time an item is added to the shopping cart. This value comes from the scOpen event.
Cart Removals	The number of times an item was removed from a shopping cart. This value comes from the scRemove event.
Carts	The number of times a new shopping cart was opened or initialized.
Cart Views	The number of times the contents of the shopping cart are viewed by the customer.
Checkouts	An event that occurs when customers arrive at the checkout stage of a purchase. The checkout stage usually occurs just before a purchase is finalized, and usually involves the customer entering personal information (such as their shipping and billing information). You have control over the events on your site that qualify as checkouts. This value comes from the scCheckout event.
Click-throughs	Click-throughs represent the number of times that a tracking code for a given campaign was passed into reporting. When a visitor clicks on an affiliate link that has been tagged with one of these tracking codes, the visitor is taken to your landing page and the tracking code is captured in *s.campaign*. That data is sent into reporting and a click-through is recorded.
Customer (New, Return, Loyal)	Categories of the Customer Loyalty report: New Customer: Customer with 0 purchases. Return Customer: Customer with 1 purchase. Loyal Customer: Customer with more than 1 purchase.
Daily Return Visits	Displays the number of visitors to your website more than once on a given day. A day is defined as the last 24-hour period.
Entries	Entries represents the number of times a given value is captured as the first value in a visit. Entries can occur only once per visit. However, it is not necessarily the first hit if the variable is not defined.
Exits	The number of times a given value is captured as the last value in a visit. Exits can occur only once per visit.
Instances	The number of times that a value was set for a variable. Instances are counted for all hit types, but are not counted when a value is recorded for a variable on a subsequent hit due to persistence.
Lifetime	The total amount of a given success metric for a single user. For example, the total number of lifetime visits for a user.
Mobile Views	The number of times a page is viewed or a dimension is set when accessed via a mobile device. Ad hoc analysis only. Instead of using the mobile views metric, we recommend applying the "Visits from Mobile Devices" segment.
New Engagements	New Engagements is a Marketing Channel reporting metric that counts new visitors that come as a result of a channel. This metric also counts visitors who have not been to your site in the last 30 days. A New Engagement is an eVar set at the beginning of each visit (original allocation). First-touch channels can also be New Engagements, depending on visitor engagement expiration setting.

Metric Name	Description
Occurrences	The number of times a specific value is captured, plus the number of page views for which the given value persisted. In other words, Occurrences are the sum of page views and page events. Occurrences are available only in ad hoc analysis.
Orders	The number of orders made on your website during the selected time period. You can break down individual time periods by other metrics to show the items (such as products or campaigns) that contributed to the most orders during that time frame.
Page Depth	The average number of clicks it takes users to get to a certain page in the website.
Page Events	Page events consist of image request data from non-standard image requests. Sources of non-standard image requests are download links, exit links, and custom link tracking.
Page Views	A Page View is counted for each server call that is sent. This metric represents total instances of Page View. TrackLink calls are not counted as page views and do not increment the Page Views metric.
Path Views	The Path Views metric is based on pathing data, which is tracked for all users who accept persistent cookies. The term Path View is used to indicate the number of times a page was viewed, given the constraints of the displayed path(s). This metric reports the number of page views for the given page that occurred within the selected path. This metric is available on the Paths report. Path Views shows you how many times a particular sequence of pages were viewed.
Product Views	Instance of the Product View being set. Occurs when the product detail page is viewed. This value comes from the prodView event.
Reloads	Counted when the same page name is loaded twice in a row. This typically indicates that the page was refreshed. Note that visiting the same page twice in the same visit does not count as a reload unless both visits occurred in-a-row.
Return Visits	Shows the number of visits where visit number is greater than 1. Return Visits includes non-cookied visitors.
Revenue	Revenue is captured on the purchase event, and is defined as the total dollar amount for the sum of the order for each product. This value comes from the purchase event.
Searches	Searches is not a default metric - it is always a custom metric. It's the recommended default metric for search engines and keywords. This metric represents instances of a click-through, and shows the page that is associated with a specific engine or keyword. Searches metric data can be reported retroactively to the beginning of the data set.
Single Access	Single Access is defined by the number of visits to your site that contained a single unique Page Name value. If a user comes to your site and clicks a tracked link, triggers an event (such as a video view), or reloads the page, the visit is still considered a Single Access visit. As long as value for the pageName variable does not change, any number of requests can be sent and the visit is still considered a Single Access.
Time Spent	Metrics that report on the amount of time visitors spend on a page, site, or per visit.

Metric Name	Description
Total	Total metrics report the value of all report line items for a reported period. If a filter is currently selected, the total might represent the filtered total instead of the report suite total. If no filter is selected total represents the report suite total.
Unique Customer	(Hourly, Daily, Weekly, Monthly, Quarterly, Yearly) A Unique Customer is counted once for that time frame but cannot be counted again, no matter how many times the visitor returns to make a purchase. A Unique Visitor is counted once for the first visit in a specified period and not counted again until the period expires. After the period expires, the Unique Visitor is counted again. Unique Customers are always counted as Unique Visitors because they must visit the site in order to make the purchase.
Unique Visitors	Shows the total number of unique visitors for the reporting period (can be configured to daily, weekly, monthly, quarterly, yearly).
Units	The total units that were ordered for the selected time period. Because you have many units purchased per order, Units is a vital metric that reveals general inventory movement.
Visitors	The number of unique visitors to your site for a selected hour, day, week, month, quarter, or year.
Visits	A sequence of page views in a sitting. The visits metric is commonly used in reports that display the number of user sessions within the selected time period. The visit metric is always associated with a time period, so you know whether to count a new visit if the same visitor returns to your site.

Metric Calculations

Metrics are calculated using *standard*, *participation*, *recent*, and *linear* allocation methods. Each method calculates values differently based on formulas.

Metric Calculation	Description
Original	Full credit is given to the first variable value associated with the success event.
Recent	Full credit is given to the last variable value associated with the success event.
Linear	When linear allocation is selected, success events are evenly divided across all variable values seen in the visit. For numeric and currency events such as *Revenue*, the monetary amount is divided. For counter events such as *Orders*, a fraction of the event is awarded to each variable value in the visit. These fractions in reporting are summed, then rounded to the nearest integer in reporting. For example, in a visit where four pages are visited prior to a success event, each page would receive credit for 25% of the event. If, in the same visit, *campaign* had two values, each campaign value would receive 50% of the credit for the event.

Metric Calculation	Description
Participation	Assigns full credit to each variable value that contributed to a success event within a visit. This calculation can also apply across visitor sessions, if you use cross-visit participation metrics. See *Participation* for more information.

Example - Metric Calculation

Assume your site has an internal search that is tracked using a conversion variable (eVar). The visitor performs several internal searches before making a $100 purchase:

Pet > *Feline* > *Cat* > *Kitten* > $100 purchase

In reporting, credit allocation is as follows:

eVar Value	First	Last	Linear	Participation
Pet	$100	$0	$25	$100
Feline	$0	$0	$25	$100
Cat	$0	$0	$25	$100
Kitten	$0	$100	$25	$100

Average Page Depth

Displays on average how far within a visit each value was fired. This metric is valuable in determining how far within a visit your audience reaches a given page or prop value. **Average Page Depth** is available on any variable with **pathing** enabled.

For example, if a visit contains the following path: Page A > Page B > Page C > Page D > Page E > Page F, the depth is an index of where the page is. For example, "Page A" has a depth of 0, while "Page F." has a depth of five. The average is based on a combination of all visits. A page depth with a value of less than one (such as 0.9) is the mean value of all pages visited prior to the page in question.

Page Depth helps you understand where a given page typically falls in a user path, regardless of previous or next pages in this path. As such, it helps to provide insight into how the page fits into the overall picture of the user's experience on your site. This insight can be best seen on a **Pages** report.

Uses	Description
Traffic	The calculation of page events and pages viewed divided by visits, showing the average click number of a page. Consider the same visit path: A > B > B > C > D > B The click number is calculated for every page and page event, including reloads when "Count Repeat Instances" option is enabled (this is on by default in Ad hoc

Uses	Description
	analysis, and is always on in Marketing Reports and Analytics). In this visit, page A receives the click number of 0. For page B, the click numbers would be 1, 2, and 5. The calculation for the average would be [(1+2+5) / 3] for a 2.67 Average Page Depth for page B. When the "Count Repeat Instances" option is disabled, page B receives 1 and 4. The second will not be counted. The calculation would be [(1+4) / 2 = 2.5].
Conversion	N/A

Average Time Spent

See *Time Spent* for information about this metric series.

Bounces

A visit that consists of a single server call. For example, a single page visit is a bounce if a visitor does not interact with the page in a way that sends data to Adobe, such as clicking a link or a video start. If more than a single hit is received in a visit, a Bounce is not counted.

Bounce Rate

Shows the percentage of visits that contain a single hit.

Bounce rate uses the *Bounces* metric and is calculated as:

```
Bounces divided by Entries
```

Bounce Rate does not include visits where multiple actions occurred on a single page. For example, a visit with a video view on a single page is a Single Access but not a Bounce.

Note: *Existing implementations can sometimes contain a calculated metric that differs from the Analytics default metric. Check the calculated metric definition to make sure there are no differences.*

See this *Knowledgebase article* for more information.

Calculated Metrics

Calculated metrics enable you to combine metrics to create mathematical operations that are used as new metrics. These metrics can be created for a report to which you add metrics. Administrators can create calculated metrics for all users of a report suite.

For more information on changes to the way calculated metrics are created and managed across Adobe Analytics, refer to the *Calculated Metrics Guide*.

Campaign-Specific Metrics

Campaign-specific metrics are fixed numeric values associated with a campaign, such as the hard cost for a campaign.

Cart Additions

The number of times an item was added to a shopping cart. This value comes from the `scAdd` event.

Uses	Description
Traffic	N/A
Conversion	Instance of the **cart add** event being set. Occurs when an item is added to the shopping cart.
Ad hoc analysis	Instance of the **cart add** event being set. Occurs when an item is added to the shopping cart.

Cart Open

The number of times a customer opened a shopping cart by adding the first item. Occurs the first time an item is added to the shopping cart. This value comes from the `scOpen` event.

Uses	Description
Traffic	N/A
Conversion	Instance of the **Cart Open** event being set. Occurs when a new shopping cart is created.
Ad Hoc Analysis	Instance of the **Cart Open** event being set. Occurs when a new shopping cart is created.

Cart Removals

Number of times an item was removed from a shopping cart. This value comes from the `scRemove` event.

Uses	Description
Traffic	N/A
Conversion	Instance of the **Cart Remove** event being set. Occurs when a product is removed from the shopping cart.
Ad Hoc Analysis	Instance of the **Cart Remove** event being set. Occurs when a product is removed from the shopping cart.

Cart Views

Event in which the contents of the shopping cart are viewed by the customer.

Uses	Description
Trafffic	N/A
Conversion	Instance of the **cart view** event being set. Occurs when the items in a shopping cart are viewed.
Ad Hoc Analysis	Instance of the **cart view** event being set. Occurs when the items in a shopping cart are viewed.

Checkouts

An event that occurs when customers arrive at the checkout stage of a purchase. The checkout stage usually occurs just before a purchase is finalized, and usually involves the customer entering personal information (such as their shipping and billing information). You have control over the events on your site that qualify as checkouts. This value comes from the `scCheckout` event.

Uses	Description
Traffic	N/A
Conversion	An event where customers arrived at the checkout stage of a purchase. Though the checkout stage usually occurs just before a purchase is finalized, and usually involves the customer entering personal information (such as their shipping and billing information), you have complete control over which events on your site qualify as **checkouts**.
Ad Hoc Analysis	An event where customers arrived at the checkout stage of a purchase. Though the checkout stage usually occurs just before a purchase is finalized, and usually involves the customer entering personal information (such as their shipping and billing information), you have complete control over which events on your site qualify as **checkouts**.

Click-throughs

Click-throughs represent a) campaign instances, and b) marketing channel instances.

a) Campaign instances reflect the number of times that a tracking code for a given campaign was passed into reporting. When a visitor clicks on an affiliate link that has been tagged with one of these tracking codes, the visitor is taken to your landing page and the tracking code is captured in *s.campaign*. That data is sent into reporting and a click-through is recorded.

b) In the context of marketing channels, click-throughs are the number of times a hit was bucketed into a marketing channel.

Click-through rate is the way to measure a web advertisement's effectiveness. The click-through rate occurs when a user follows a hyperlink (usually a web advertisement).

Click-throughs in data warehouse are called "campaign views."

Custom Metrics

Custom metrics let you track additional success metrics on your site.

Custom metrics are captured using the *events* variable, and are available as one of two types:

- Events that count the number of times something occurs. Ad displays, checkouts, and similar events are tracked using this type of event.
- Events that store values that are often used for additional calculation. These events store numerical values, such as currency, that can be used to perform calculations in your report. For example, you might store the shipping cost for the purchase in a custom event. This lets you compare the amount collected for shipping with the actual cost paid to your shipping provider.

Daily Unique Visitors

The number of unduplicated (counted only once) visitors to your website over the course of a single day. The visit for the **Daily Unique Visitor** ends at midnight for the time zone selected in the report suite.

Uses	Description
Traffic	Unique visitor that accesses your site for a single day. Multiple visits in one day count for a one daily unique visitor.
Conversion	Supports only **Daily Unique Visitors**. Same definition as traffic, except only counted if there is a conversion-related event.
Ad Hoc Analysis	Unique visitor that accesses your site for a single day. Multiple visits in one day count for a one **Daily Unique Visitor**.

See *Unique Visitors*.

Entries

Entries represents the number of times a given value is captured as the first value in a visit. *Entries* can occur only once per visit. However, it is not necessarily the first hit if the variable is not defined.

Entry pages have a visit breakdown scope, meaning they persist across all hits for a visit. See *Breakdown and segmentation containers* for more information.

Exits

The number of times a given value is captured as the last value in a visit. *Exits* can occur only once per visit.

Exit pages have a visit breakdown scope, meaning they persist across all hits for a visit. See *Breakdown and segmentation containers* for more information.

When applied to a dimension, Exits are counted on the last value of a visit, which may happen on any hit during the visit. If there is no value on the last hit, the Exit is attributed to the most recent value.

If an exit occurs outside the reporting range for a visit inside the reporting range, it will be included as long as it is not along a month boundary (inside the dataset).

Instances

The number of times that a value was set for a variable.

Instances are counted for all hit types, but are not counted when a value is recorded for a variable on a subsequent hit due to persistence.

For example, if a user arrives on your site via `example.com`, the first image request on your site contains the referrer of `example.com`. When this value is set, one Instance is attributed to `example.com` even though this referrer is recorded for all pages viewed during that visit.

Instances for conversion variables in data warehouse were added mid-2011, allowing data warehouse requests to treat a specific conversion variable instance as a metric. These metrics are not available for reporting prior to the time they were introduced.

Mobile Views

The number of times a page is viewed or a dimension is set when accessed via a mobile device. Ad hoc analysis only.

Note: *This report was decommissioned with the maintenance release of September 21, 2017 and is no longer expected to return data or be available in reporting.*

Instead of the mobile views metric, we recommend applying the "Visits from Mobile Devices" segment.

Monthly Unique Visitors

The number of unduplicated (counted only once) visitors to your website over the course of a single month.

Uses	Description
Traffic	Unique visitor that accesses your site for a single month. Multiple visits in one month count for a one **Monthly Unique Visitor**.
Conversion	N/A
Ad Hoc Analysis	Unique visitor that accesses your site for a single month. Multiple visits in one month count for a one **Monthly Unique Visitor**.

See *Unique Visitors*.

New Engagements

New Engagements is a Marketing Channel reporting metric that indicates a first-touch channel has been newly set for a visitor. This can occur the first time a visitor visits the site or when the visitor returns to the site after a previous first-touch channel has expired. (Marketing Channel expiration can be set as desired by the report suite by adjusting the Visitor Engagement Expiration in Admin Tools. If not set for the report suite, the expiration defaults to 30 days since the visitor's last visit or hit of the visitor.)

Marketing Channels Help

Occurrences

The number of times a specific value is captured, plus the number of page views for which the given value persisted. In other words, Occurrences are sum of page views and page events. Occurrences are available in Analysis Workspace and in Ad Hoc Analysis.

Comparing Instances and Occurrences

Two metrics that appear to be similar are listed:

Instances: The number of times that a value was set for a variable.

Occurrences: The total number of times a value was set or persisted.

Situation	Description
Occurrences higher than Instances	This is to be expected for conversion variables, as occurrences also includes the number of times the variable was defined (instances).
Instances higher than Occurrences	This is not possible in reporting, as all instances are recorded as occurrences as well.
Instances equal to Occurrences	This is most common for traffic variables, as by nature they do not persist beyond the image request.

Orders

The number of orders made on your website during the selected time period. You can break down individual time periods by other metrics to show the items (such as products or campaigns) that contributed to the most orders during that time frame.

Uses	Description
Traffic	N/A
Conversion	*Order* is the number of times the purchase event is set.
Ad Hoc Analysis	*Order* is the number of times the purchase event is set.

Page Depth

The average number of clicks it takes users to get to a certain page in the website.

Page Events

Page events consist of image request data from non-standard image requests. Sources of non-standard image requests are download links, exit links, and custom link tracking.

Page View

A **Page View** is counted for each server call that is sent. This metric represents total instances of **Page View**. **TrackLink** calls are not counted as page views and do not increment the **Page Views** metric.

A useful way to use the Page View metric is to run a **Paths** > **Pages** > **Entry Pages** report, sort by it, and see which entry pages drive the most page views.

Uses	Description
Traffic	A page view occurs when a visitor accesses a page on your website.

Uses	Description
Conversion	A page view occurs when a visitor accesses a page on your website.
Ad Hoc Analysis	A page view occurs when a visitor accesses a page on your website.

See *Page Views*.

Participation

Participation metrics assign full credit from success events to all values of an eVar that were passed during a visit. Participation metrics are useful to determine which pages, campaigns, or other custom variable values are contributing most to the success of your site. Participation is visit based. All eVar values in a visit prior to and including the hit when an event occurs receive participation credit regardless of the expiration setting.

See *Visitor Participation - Ad Hoc Analysis* for more information about how ad hoc analysis uses participation.

Participation metrics have two settings per conversion event:

- **Disabled**: The default state of each conversion event. Participation data will not be gathered for this event.
- **Enabled**: Participation data is collected for this event.

> ***Note:*** *You can enable participation for up to 100 custom events. Beyond that, you can create participation metrics in the Calculated Metrics builder.*

Once enabled, participation metrics are automatically available in all conversion reports. However, participation metrics also can be viewed in specific traffic reports at your request. You can optionally request participation metrics be available in certain custom traffic reports.

Revenue Participation Example

Assume the following sequence:

1. A user navigates to your site and searches for "shoes".
2. The user then searches for "tennis shoes".
3. The user clicks a links to the product page, adds the item to the cart, and makes a $120 purchase.

When displaying Revenue in the Internal Search Terms Report, you would see the following based on the selected allocation:

- **First**: "shoes" would get credit for the $120. "tennis shoes" would get $0.
- **Last**: "tennis shoes" would get credit for the $120. "shoes" would get $0.
- **Linear**: Each campaign would get $60 credit.

  Participation is similar to linear allocation, except full credit is given to all values. If you use Revenue (Participation) as the metric, allocation is disregarded. Revenue (Participation) in this example would report $120 for both search terms.

Add Participation Metrics

Steps that describe how to add participation metrics.

Participation has to be *enabled* for events (1-100) in the Admin Tools before you can add them to a report.

You can also create participation metrics in the *Calculated Metrics* builder.

1. Log in and navigate to any conversion report or traffic report on which you requested participation metrics.
2. Click **Add Metrics**.
3. Under the **Metric Type** menu, select **Participation**.
4. Drag the desired participation metrics to the columns canvas, then click **OK**.

   The resulting report displays participation metrics with a percentage and a number in parenthesis.

   • **Percentage**: The proportion of conversion events in which each value participated.
   • **Number in parenthesis**: The actual number of times this value participated prior to the conversion event.

Path Views

The **Path Views** metric is based on pathing data, which is tracked for all users who accept persistent cookies.

The term **Path View** is used to indicate the number of times a page was viewed, given the constraints of the displayed path(s). This metric reports the number of page views for the given page that occurred within the selected path. This metric is available on the **Paths** report. **Path Views** shows you how many times a particular sequence of pages were viewed.

Uses	Description
Traffic	Not an entire visit length. Usually a collection of paths, each of which is usually 3-4 pages long. Shows the frequency of visits on that particular path.
Conversion	N/A
Ad Hoc Analysis	Not an entire visit length. Usually a collection of paths, each of which is usually 3-4 pages long. Shows the frequency of visits on that particular path.

People

The People metric is an Adobe Analytics reporting metric that helps you attribute devices to people.

It provides a people-based view of marketing, letting you measure visitors' activity across all of their devices. Think of it as a de-duplicated version of Unique Visitors, and you can use the People metric for analysis where you previously used Unique Visitors.

More information on the People metric is available in the *Adobe Experience Cloud Device Co-op* documentation.

Product Views

Instance of the **Product View** being set. Occurs when the product detail page is viewed. This value comes from the **prodView** event.)

Uses	Description
Traffic	N/A
Conversion	Instance of the **Product View** being set. Occurs when the **Product Detail** page is viewed.

Uses	Description
Ad Hoc Analysis	Instance of the **Product View** being set. Occurs when the **Product Detail** page is viewed.

Quarterly Unique Visitors

Uses	Description
Traffic	Unique visitor that accesses your site for a single quarter. Multiple visits in one quarter count for a one **Quarterly Unique Visitor**.
Conversion	N/A
Ad Hoc Analysis	Unique visitor that accesses your site for a single quarter. Multiple visits in one quarter count for a one **Quarterly Unique Visitor**.

Reloads

Counted when the same page name is loaded twice in-a-row. This typically indicates that the page was refreshed.

Note that visiting the same page twice in the same visit does not count as a reload unless both visits occurred in-a-row.

Revenue

Revenue is captured on the **purchase** event, and is defined as the total dollar amount for the sum of the order for each product. This value comes from the **purchase** event.

Uses	Description
Traffic	N/A
Conversion	Revenue is captured on the **purchase** event, and is defined as the total dollar amount for the sum of the order and each product.
Ad Hoc Analysis	Revenue is captured on the **purchase** event, and is defined as the total dollar amount for the sum of the order and each product.

Searches

The recommended default metric for search engines and keywords. This metric represents instances of a click-through, and shows the page that is associated with a specific engine or keyword. Searches metric data can be reported retroactively to the beginning of the data set.

The Searches metric now includes data generated on linkTrack hits. Any hit type (page view, video view, link click, etc.) can now increment the Searches metric. This increases the accuracy of the searches metric, but also changes how the metric is calculated. Ad Hoc Analysis and Reports & Analytics now calculate this metric in the same way.

Single Access

Single Access is defined by the number of visits to your site that contained a single unique **Page Name** value. If a user comes to your site and clicks a tracked link, triggers an event (such as a **video view**), or reloads the page, the visit is still considered a **Single Access** visit. As long as value for the **pageName** variable does not change, any number of requests can be sent and the visit is still considered a **Single Access**.

Uses	Description
Traffic	The number of times a page or value is captured as the only value. For example, page A is the only page visited, and then the visitor left your site.
Conversion	Single access is not a conversion metric.
Ad Hoc Analysis	Like traffic, **Single Page Visits** is the number of times a single page or value is captured as the only value in a visit. This metric is equivalent to both **Single Access** AND **Bounces** in Reports & Analytics, depending on whether **Count Repeat Instances** is set to Yes or No. This setting also affects pathing reports like Flows, Next Page, Fallout, etc.

Time Spent

Adobe Analytics offers various Time Spent metrics and dimensions. Find out what they are and how they are calculated.

- *Time Spent Metrics*
- *Time Spent Dimensions*
- *How Time Spent is Calculated*
- *FAQs about Time Spent*
- *Calculation Examples*

Time Spent Metrics

This table lists the various Time Spent metrics, their definition, and where in Adobe Analytics you can use them.

Metric	Definition	Available in
Total seconds spent	Represents the total amount of time visitors interact with a specific dimension item. Includes the instance of a value and persistence across all subsequent hits. In the case of props, time spent is counted across subsequent link events as well.	Analysis Workspace Reports & Analytics Report Builder (called ‘total time spent’) Data Warehouse
Time spent per visit (Seconds)	*Total seconds spent / (visit-bounces)*	Analysis Workspace

Metric	Definition	Available in
	Represents the average amount of time visitors interact with a specific dimension item during each visit.	Reports & Analytics
Time spent per visitor (Seconds)	*Total seconds spent / (unique visitor - bounce unique visitors)* Represents the average amount of time visitors interact with a specific dimension item across the visitor's lifetime (length of their cookie).	Analysis Workspace Reports & Analytics
Average time spent on site (Seconds)	Represents the total amount of time visitors interact with a specific dimension item, per sequence with a dimension item. It is not just limited to "site" averages as the name suggests. See How Time Spent is Calculated section for more information on sequences. ***Note:*** *This metric will very likely differ from Time Spent per Visit at a dimension item level due to the differences in the denominator in the calculation.*	Analysis Workspace Reports & Analytics (shown in minutes) Report Builder (shown in minutes)
Average time spent on page	**Deprecated metric.** We recommend that you use 'Average time spent on site' if average time for a dimension item is needed.	Report Builder (when a dimension is in the request)
Total session length (Also known as: Previous session length)	Mobile App SDK only. Determined the next time the app is launched, for the previous session. Calculated in seconds, this metric does not count when the app is in the background, only when in use. This is a session-level metric. For example: You install app ABC and launch and use it for 2 minutes and then close the app. No data is sent about it this session time. The next time you launch it, Total Session	Analysis Workspace Reports & Analytics Report Builder Mobile Services UI

Metric	Definition	Available in
	Length will be sent with a value of 120.	
Average session length (mobile)	Total Session Length / (Launches – First Launches) Mobile App SDK only. This is a session-level metric.	Report Builder Mobile Services UI

Time Spent Dimensions

This table lists the various Time Spent dimensions, their definition, and where in Adobe Analytics you can use them.

Dimension	Definition	Available in
Time spent per visit - granular	The total time spent during the visit truncated to the nearest second, and applied to every hit that was part of the visit. This a visit-level dimension.	Analysis Workspace
Time spent per visit - bucketed	The granular dimension bucketed into 9 different ranges. This is a visit-level dimension. Ranges include: • Less than 1 minute • 1-5 minutes • 5-10 minutes • 10-30 minutes • 30-60 minutes • 1-2 hours • 2-5 hours • 5-10 hours • 10-15 hours ***Note:*** *No buckets higher than this exist, because a visit expires after 12 hours of activity.*	Analysis Workspace Reports & Analytics Report Builder
Time spent on page - granular	The total time spent on each hit, truncated to the nearest second. It is a hit-level dimension and includes both page views and link events. It is not just limited to the “page” dimension, as the name suggests.	Analysis Workspace

Dimension	Definition	Available in
Time spent on page - bucketed	The granular dimension bucketed into 10 different ranges; however, the bucketed dimension only counts page views (and excludes link events). This is a hit-level dimension. Ranges include: • less than 15 seconds • 15 to 29 seconds • 30 to 59 seconds • 1 to 3 minutes • 3 to 5 minutes • 5 to 10 minutes • 10 to 15 minutes • 15 to 20 minutes • 20 to 30 minutes • more than 30 minutes	Analysis Workspace Reports & Analytics

How Time Spent is Calculated

Adobe Analytics uses explicit values (including link events and video views) to calculate **Time Spent**.

Note: *Without link events like **Video Views** or **Exit Links**, time spent on the last hit of a visit cannot be known. Additionally, for similar reasons, **Bounce Visits** (i.e. **Visits** with a single hit) will not have a **Time Spent** associated.*

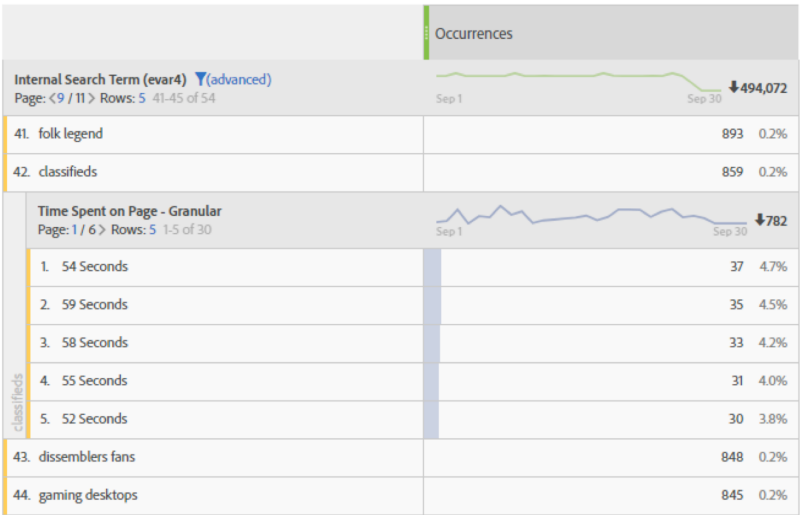
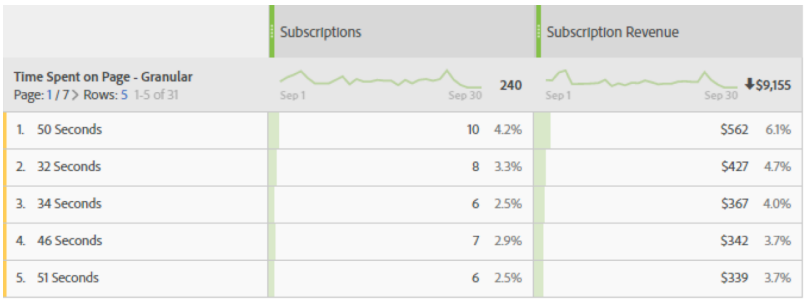
The **numerator** in all time spent calculations is "Total seconds spent".

The **denominator** is not available as a separate metric in Analytics. For hit-level time spent metrics, the denominator is sequences. A sequence is a consecutive set of hits where a given variable contains the same value (whether by being set, spread forward, or persisted). "Spread forward" refers to the persistence of props between page views (i.e. across subsequent link events), for the purpose of calculating time spent.

- For example, in the case of **Page Name** or other dimensions at the hit level, the denominator is essentially **Instances** or **Page Views**, but with reloads and unset values (e.g. link events) counted as a single interaction (a sequence).
- **Bounce** and **Exit** hits are also removed from the denominator because time spent cannot be known.

FAQs about Time Spent

Question	Answer
Can all Time Spent metrics be applied to any dimension?	These Time Spent metrics can be applied to any dimension: • Total seconds spent • Time spent per visit (Seconds) • Time spent per visitor (Seconds) • Average time spent on site (Seconds)

Question	Answer
Which time spent dimension is best used in breakdowns with other dimensions?	The “Time Spent on Page – granular” dimension is a hit-level dimension. Breaking this down by another dimension will tell you the seconds that a hit lasted where the breakdown dimension was also present. In the example below, the search term “classifieds” is associated with hit times of 54 seconds, 59 seconds, etc, perhaps indicating that visitors are spending time reading content returned for that search term. 
What metric is appropriate against the dimension of “Time Spent on Page – granular”?	Any metric. The dimension shows the time spent on the exact hit where the event occurred. Higher time spent means a visitor stayed longer on a page (hit) where the event occurred. 
How does **Average Time Spent on Site** differ from **Time Spent per Visit**?	The difference is the denominator in the metric: • **Average Time Spent on Site** uses the sequences that include a dimension item. • **Time Spent per Visit** uses the visit count

Question	Answer
	As a result, these metrics may yield similar results at a visit level, but will be different at a hit level.

Calculation Examples

Assume the following set of server calls are for a single visitor within a single visit:

Visit hit #	1	2	3	4	5	6	7
Visit elapsed time (sec)	0	30	80	180	190	230	290
Seconds spent	30	50	100	10	40	60	-
Hit type	Page	Link	Page	Page	Page	Page	Page
Page Name	Home	-	Product	Home	Home (reload)	Cart	Order Confirmation

Table 3: Prop Example:

Visit hit #	1	2	3	4	5	6	7
prop1	A (set)	A (spread forward)	(not set)	B set)	B (set)	A (set)	C (set)
prop1 seconds spent	30	50	-	10	40	60	-

Table 4: eVar Example:

Visit hit #	1	2	3	4	5	6	7
eVar1	Red (set)	Red (persisted)	(expired)	Blue (set)	Blue (set)	Blue (persisted)	Red (set)
eVar seconds spent	30	50	-	10	40	60	-

Based on the table above, Time Spent metrics are calculated as follows:

prop1	Total Seconds Spent	Time Spent Per Visit	Time Spent Per Visitor	Count of Sequences	Average Time Spent on Site
A	30+50+60=140	140/1=140	140/1=140	2	140/2=70
B	10+40=50	50/1=50	50/1=50	1	50/1=50
C	0	0	0	0	0
Unattributed time	100	-	-	-	-

eVar1	Total Seconds Spent	Time Spent Per Visit	Time Spent Per Visitor	Count of Sequences	Average Time Spent on Site
Red	30+50=80	80/1=80	80/1=80	1	80/1=80
Blue	10+40+60=110	110/1=110	110/1=110	1	110/1=110
Unattributed time	100	-	-	-	-

For Time Spent dimensions, the following rows will appear in the associated reports:

- Time spent per visit (granular): 290
- Time spent on page (granular): 10, 30, 40, 50, 60, 100

Some additional notes in support of the example:

- All Time Spent calculations are based on the visit elapsed time which starts at zero on the first hit of the visit.
- “Seconds Spent” is the difference between the timestamp of the current hit and the timestamp of the next hit. As a result, the last hit of the visit (and bounces) have no time spent.
- A “sequence” is a consecutive set of hits where a given variable contains the same value (whether by being set, spread forward, or persisted). For example, prop1 “A” has two sequences: hits 1 & 2 and hit 6. Values on the last hit of the visit do not start a new sequence because the last hit has no time spent. Average time spent on site uses sequences in the denominator.
  - For the purposes of Time Spent only, props are “spread forward” from page hits to subsequent link hits as shown above for prop1 on hit 2. This allows the value that was set for prop1 on hit 1 (“A”) to accumulate time spent on hit 2.
  - eVars accumulate Time Spent on any hit where the eVar is set or persisted. eVar persistence is defined by the eVar settings in Analytics Admin.

Time Spent - Page Calculation Example

Note: *Please refer to Time Spent for a calculation example.*

Time Spent - Site Sections Calculation Example

Note: *Please refer to Time Spent for a calculation example.*

Time Spent - eVar Calculation Example

Note: *Please refer to Time Spent for a calculation example.*

Total

The value of all report line items for a reported period. If a filter is currently selected, the total might represent the filtered total instead of the report suite total. If no filter is selected total represents the report suite total.

Uses	Description
Traffic	The value of all report line items for a reported period.
Conversion	The value of all report line items for a reported period.
Ad Hoc Analysis	N/A

Unique Visitors

In version 14, a unique visitor refers to a visitor who visits a site for the first time within a specified time period. For example, the unique visitor can visit a site ten times in a week, but if the time period is week, a single unique visitor is counted only once for that week. After that week is ended, that unique visitor can be counted again for a different time period.

Differences between version 14 and 15

version 14 does not remove duplicate **Visits** and **Unique Visitors** metrics from classifications-based reports. For example, if two video clips shared the same classification, a single visitor that viewed both clips generated two **Visits** and **Unique Visitors** in the classification-based report.

Version 15 removes duplicate **Visits** and **Unique Visitors** from the classification-based report. This is a more accurate measure of **Visits** and **Visitors**, but typically results in a decrease in your **Visits** and **Unique Visitors** metrics for classification-based reports, when compared to data collected prior to upgrade.

Uses	Description
Traffic	A visitor is a person that comes to your website. Does not require a persistent cookie.
Conversion	A visitor is a person that comes to your website. Is counted when a conversion-related event or action occurs.
Ad Hoc Analysis	A visitor is a person that comes to your website. Does not require a persistent cookie.

See *Unique Visitors*.

Units

The total units that were ordered for the selected time period. Because you have many units purchased per order, **Units** is a vital metric that reveals general inventory movement.

Uses	Description
Traffic	Units is a definition of the product, and is set on the **purchase** event. It is the number of items purchased for a product, or the sum of total items for all products.

Uses	Description
Conversion	Units is a definition of the product, and is set on the **purchase** event. It is the number of items purchased for a product, or the sum of total items for all products.
Ad Hoc Analysis	Units is a definition of the product, and is set on the **purchase** event. It is the number of items purchased for a product, or the sum of total items for all products.

Visit

A sequence of page views in a sitting. The visits metric is commonly used in reports that display the number of user sessions within the selected time period.

Note: *For information about how visits and mobile app launches are calculated, see Compare Visits and Mobile App Launches in the Knowledge Base.*

The visit metric is always associated with a time period, so you know whether to count a new visit if the same visitor returns to your site. A session starts when the user first arrives on your site, and ends under one of the following scenarios:

- **30 minutes of inactivity:** Almost all sessions end in this manner. If more than 30 minutes has lapsed between image requests, a new visit begins.
- **12 hours of consistent activity:** If a user fires images requests without a 30+ minute gap for 12 hours, a new visit automatically starts.
- **2500 hits:** If a user generates a large number of hits without starting a new session, a new visit is counted after 2500 image requests.
- **100 hits in 100 seconds**: If a visit consists of more than 100 hits that occur in fewer than 100 seconds, the visit automatically ends. This behavior typically indicates bot activity, and this limitation is enforced to prevent these processing-intensive visits from increasing latency and increasing the time it takes to generate reports.

Note: *The definition of a visit can be shortened for a report suite if specifically requested, but it cannot be lengthened. Have one of your organization's supported users contact Customer Care to request this change.*

The following scenarios do not start a new visit:

- The user closing the tab, reopening it, and navigating back to your site within 30 minutes. The user can also close his browser or reboot the computer and still be counted as a single visit (given the visitor returns to your site within the 30-minute time period).
- Users browsing your site in multiple tabs. Though multi-tabbed browsing does not increment visits or visitors, using a separate browser does. This is because the different tabs reference the same cookies, while separate browsers do not.

A visit does not necessarily coincide with a browser session. For example, if a visitor closes the browser, reopens the browser, and comes to your site five minutes later, it is recognized as a continuation of the same visit. This also means that if a visitor remains on one page for 35 minutes, the visit will have closed and processed, and a new visit will start if they click through to another page.

When a visit ends, all variables with a visit expiration are expired and no longer persist. The visit number metric will be incremented on the next visit for this visitor.

Note: *If you are using Analytics as the reporting source for Adobe Target, refer to Minimizing Inflated Visit and Visitor Counts in A4T in the Target documentation.*

For more information, refer to *Identifying Unique Visitors* in the Adobe Analytics Implementation guide.

Time Periods

A visit is reported in each time period in which activity occurred. For example, suppose that a visit begins at 11:45 p.m. on December 1st, and continues until 12:30 a.m. on December 2nd. The visit is counted on December 1st and December 2. This reporting applies to other time periods, including weekly, monthly, quarterly, and yearly.

Visitors

The number of unique visitors to your site for a selected hour, day, week, month, quarter, or year.

Uses	Description
Traffic	A visitor is a person that comes to your website. Does not require a persistent cookie.
Conversion	A visitor is a person that comes to your website. Is counted when a conversion-related event or action occurs.
Ad hoc analysis	A visitor is a person that comes to your website. Does not require a persistent cookie.

Note: *If you are using Analytics as the reporting source for Adobe Target, refer to Minimizing Inflated Visit and Visitor Counts in A4T in the Target documentation.*

Refer to *Identifying Unique Visitors* in the Adobe Analytics Implementation guide for more information.

Visitors with Experience Cloud ID

Available in Analysis Workspace and the Segment Builder.

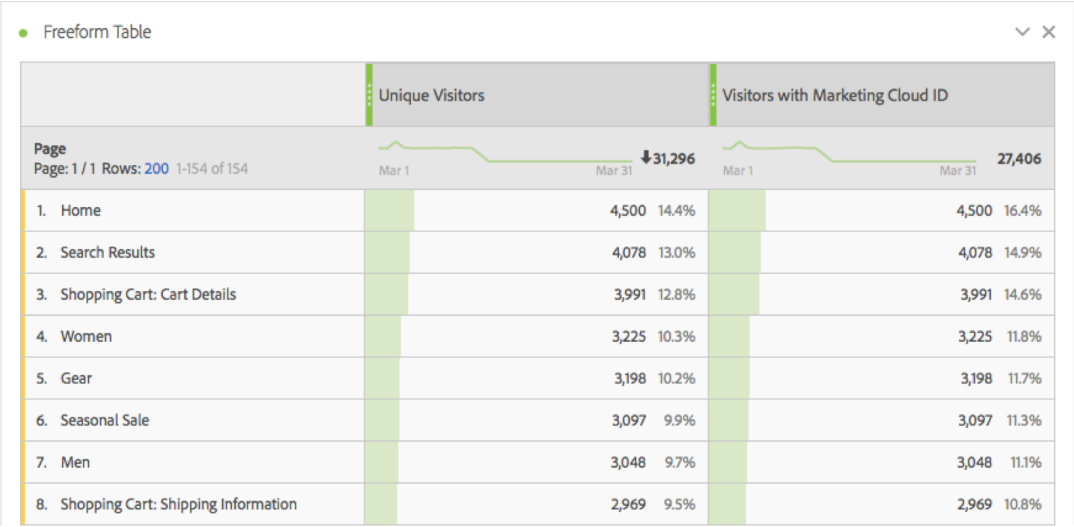
Shows the number of visitors that have a Experience Cloud ID. You can understand which pages have the Experience Cloud ID service deployed, and you can understand how many visitors can be shared with other Experience Cloud solutions. You can also use this metric in segments that are shared to the Experience Cloud.

Important: *For this metric to appear, you have to have the Experience Cloud ID service running for the report suite.*

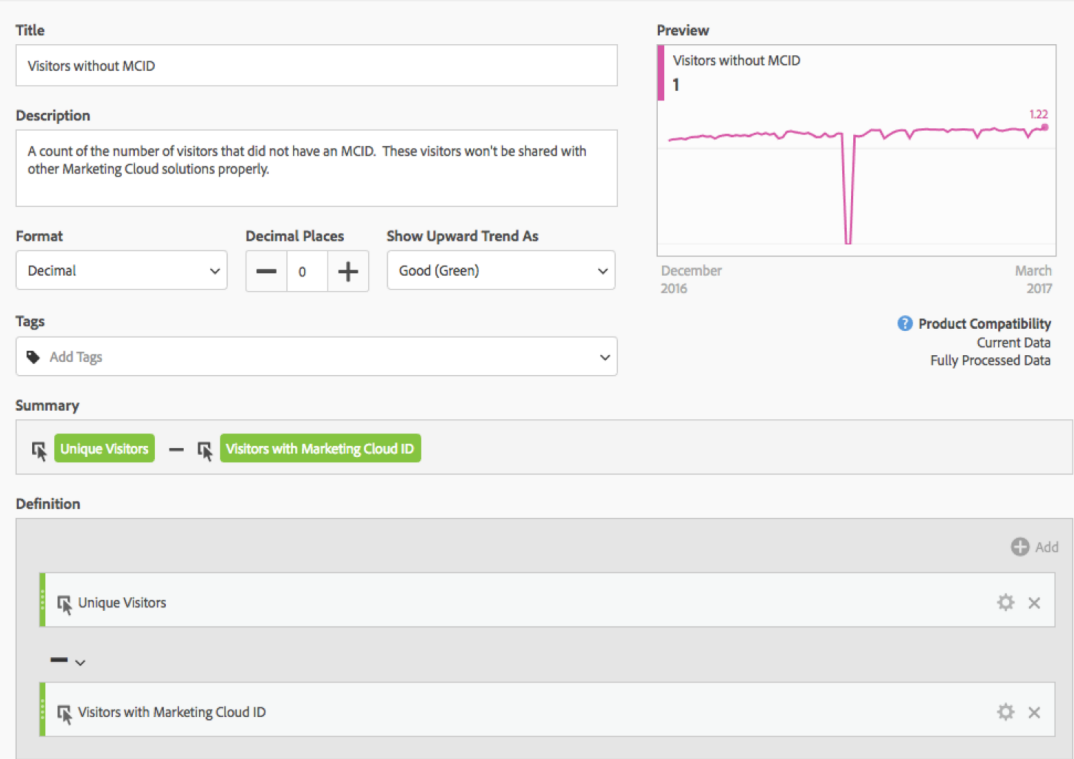
Debug your Experience Cloud ID Setup

The **Visitors with Experience Cloud ID** metric is a useful metric in Adobe Analytics intended to help you find and debug your **Experience Cloud ID Service** setup. The metric is a count of the number of visitors in a report suite that have been assigned a Experience Cloud ID from the Experience Cloud ID Service. This metric can be very useful in diagnosing why certain Experience Cloud integrations may not be sharing as many visitors as expected, or identifying areas of your site that may not have MCID deployed yet.

To use the Visitors with Experience Cloud ID metric, simply drag it in to any report as a metric, such as this **Pages** report:



In this example, notice that each page has the same number of Unique Visitors as Visitors with a Experience Cloud ID. However, the total number of Unique Visitors is greater than the total number of Visitors with Experience Cloud ID. To find the pages that are not setting the MCID for all visitors, *create a calculated metric* with this definition:



By adding the calculated metric to the report, you can sort the Pages report so that the pages with the highest number of visitors without an MCID are surfaced:

Freeform Table

Page Page: 1 / 1 Rows: 200 1-154 of 154	Unique Visitors Mar 1 – Mar 31 31,296	Visitors with Marketing Cloud ID Mar 1 – Mar 31 27,406	Visitors without MCID Mar 1 – Mar 31 ⬇3,890
1. Product Quick Views	3,890 12.4%	0 0.0%	3,890 100.0%
2. Department	4,684 15.0%	4,684 17.1%	0 0.0%
3. Product Details	4,514 14.4%	4,514 16.5%	0 0.0%
4. Home	4,500 14.4%	4,500 16.4%	0 0.0%

Now you can quickly see that the “Product Quick Views” pages are not properly implemented with the Experience Cloud ID Service and should be updated as soon as possible. A similar report can be constructed around any type of dimension such as browser type, site section, or content types.

Once you’ve identified pages that have visitors without an MCID, you should be able to take that back to your implementation team so that they can fix those pages.

In some cases, you may find that a small number of MCIDs are not set for some visitors even though the MCID Service has been implemented on the page. In those cases, this is most likely due to a common misconfiguration of the Analytics JavaScript or DTM configuration in which the AppMeasurement function is called before providing a report suite. To avoid this, make sure you *insert core AppMeasurement code* properly.

Be aware that any segments based on the “Product Quick Views” page (as shown above) that you share with the Experience Cloud will likely have a very low match rate with other Experience Cloud solutions. To check the MCID coverage for any segment, you can construct a report like this:

Freeform Table

Metrics Page: 1 / 1 Rows: 50 1-2 of 2	Segment 1 Mar 1 – Mar 31 ⬇6,045	Segment 2 Mar 1 – Mar 31 9,394
1. Unique Visitors	3,859 63.8%	4,697 50.0%
2. Visitors with Marketing Cloud ID	2,186 36.2%	4,697 50.0%

From this table, which compares the number of Unique Visitors to the Visitors with a Experience Cloud ID, it’s easy to see that “Segment 1” does not have 100% MCID coverage, whereas “Segment 2” does. This means that if I were to share Segment 1 with the Experience Cloud, only 2,186 of the total 3,859 visitors would be eligible for sharing.

Visitor Participation - Ad Hoc Analysis

Visitor Participation is a metric series that lets you view participation across visitor sessions in marketing channels, campaigns, revenue, and so on. For example, purchase and revenue credit can be attributed back to other marketing touch-points that occurred before the visit in which the order took place. Ad hoc analysis provides visitor participation across visits.

Revenue (Participation): Spreads conversion credit across all of the pages in a single visit that led to the conversion, up to the conversion page.

Revenue (Visitor Participation): Spreads conversion credit across all the pages and across visits, based on a time frame you specify.

Example - Cross-Visit Revenue Participation

A visitor has two visits to your site. The conversion event occurs during the second visit, on Page D, for $60 of revenue:

In reporting, the conversion allocation is as follows:

- **Revenue**: Allocated to the page.
- **Revenue (Participation)**: Allocated to the second visit.
- **Revenue (Visitor Participation)**: Allocated across both visits.

Page	Revenue	Revenue (Participation)	Revenue (Visitor Participation)
A	0	$60	$60
B	0	$60	$60
C	0	0	$60
D	$60	$60	$60

Weekly Unique Visitors

A unique visitor refers to an individual who has visited a site the first time within a certain time period. For example, the unique visitor could have visited a site 10 times in a week, but if the time period specifies unique visitors for that week, a single unique visitor will only be counted once for that week. Once that week is over, that unique visitor can be counted again for a new specified time period.

Uses	Description
Traffic	Unique visitor that accesses your site for a single week. Multiple visits in one week count for a one **Weekly Unique Visitor**.
Conversion	N/A
Ad Hoc Analysis	Unique visitor that accesses your site for a single week. Multiple visits in one week count for a one **Weekly Unique Visitor**.

Yearly Unique Visitors

Uses	Description
Traffic	Unique visitor that accesses your site for a single year. Multiple visits in one year count for a one **Yearly Unique Visitor**.
Conversion	N/A
Ad Hoc Analysis	Unique visitor that accesses your site for a single year. Multiple visits in one year count for a one **Yearly Unique Visitor**.

Report (Dimension) Descriptions

Definitions of the pre-defined reports available in Reports & Analytics, and of dimensions available on other Analytics tools, such as Analysis Workspace .

Analytics Tool	How to view reports/dimensions
Reports & Analytics	**Analytics** > **Reports** > **View All Reports**
Analysis Workspace	**Analytics** > **Workspace** > **[select or create project]** > **Component icon (in the left rail)** View and add dimensions from the Dimensions list.
Report Builder	**Analytics** > **Tools** > **Report Builder** Request Wizard Step 1: List of standard reports Request Wizard Step 2: List of dimensions
Ad Hoc Analysis	**Analytics** > **Tools** > **Ad Hoc Analysis** View and add available dimension in the Dimension pane.
Data Warehouse	**Analytics** > **Tools** > **Date Warehouse** On the **Data Warehouse Request** tab, under **Items** > **Breakdowns**, see a list of dimensions you can add.
Data Workbench	*Extended dimensions*

Reporting Best Practices and Troubleshooting

Adobe Analytics provides a flexible reporting interface that lets you generate a variety of complex reports. While most reports generate very quickly, you might encounter reports that timeout or fail to generate successfully. To help avoid report generation failures, this section explains many factors that impact report generation speed. Understanding this information can help you structure reports so they are more likely to generate successfully.

Note that these recommendations apply to reports & analytics, ad hoc analysis, and report builder. They do not apply to data warehouse, which provides a separate list of *best practices*. An additional set of *best practices* is available for the Adobe Analytics Reporting API.

Report Timeouts and Request Queue

Timeouts

A single report is broken into multiple requests (one per breakdown), and each request is subject to an individual timeout. Scheduled reports are granted longer timeout periods and are more likely to succeed than reports that are generated directly in a user interface.

Report Suite Queue

Each report suite maintains a separate queue of requests. If many reports are requested simultaneously, even from separate users, a small number of reports are generated simultaneously. As reports complete, remaining reports

are generated in the order in which they were received. As a result, if a large number of complex reports are already in the report suite queue, a report that typically generates quickly might time out.

Factors that Affect Report Speed

The following factors contribute to longer report generation times. Increasing one of these factors might not result in a timeout for that report, but it might delay other reports in the report suite queue and cause a subsequent report to timeout.

Report Time Range

The largest factor that affects report generation time is the number of months requested. Reducing the number of months from three to one decreases generation time significantly, but reducing the time range from one month to one week does not have a large impact on report generation time.

Number of metrics

As the number of metrics increases, the report run time increases. Removing metrics often improves report generation time.

Number of breakdowns

Within a report, each breakdown represents a separate request. While individual requests may complete quickly, running thousands of breakdowns in a single report can significantly slow down report generation time and affect the report suite queue.

Segment complexity

Segments that consider many dimensions or have many (24+) rules increase the processing impact and increase the report generation time.

Number of unique values

Reports that contain hundreds of thousands of unique values generate more slowly than reports that contain fewer unique values, even if the segment or filter reduces the number of values that ultimately appear in a report. For example, a report that displays search terms typically generates more slowly than other reports, even if a filter is applied to show only search terms that contain a specific value.

Other Reporting Options

In addition to reducing the time range, number of metrics, and number of breakdowns in a report, the following guidelines help increase reliability of report delivery:

- Use Data Warehouse to request reports that contain many breakdowns or metrics. Data Warehouse is designed to generate these types of reports.
- Schedule reports to run during non-peak hours. This increases the likelihood of a report returning because the request queue for a report suite is more likely to be empty during those times.
- Report Builder can be used to break reports into smaller time ranges and requests that contain fewer metrics. You can then use native Excel functionality to merge data from various requests into a single report.

Account Activity

Provides summary data on report suite traffic.

The Account Activity Report will be replaced by the Server Call Usage feature in the Adobe Analytics Summer 2018 Release. The Account Activity Report will be permanently removed on August 9, 2018. To view summary data about report suite traffic after August 9, 2018, use the Server Call Usage feature.

Anomaly Detection

Anomaly Detection provides a statistical method to determine how a given metric has changed in relation to previous data.

As of April 12, 2018, the Anomaly Detection feature has been removed from Reports & Analytics and is available exclusively in *Analysis Workspace*.

Report Categories

Descriptions of report categories used in the Experience Cloud.

Ranked Reports

Displays a table with ranked items, using numbers and percentages in metrics. For example, a **Pages Report** ranks the pages on your site based on traffic, and the detail table shows percentages and numbers for metrics like Page Views and Revenue. A horizontal bar chart is the default graph type. Graphs display a color for each metric. Ranked reports can display multiple metrics in a report.

Ranked graphs default to five items, but you can graph up to thirty items in the chart options.

Trended Reports

Lets you examine how conversions and events trend over a selected time granularity (Hour, Day, Week, Month, Quarter, or Year) during a reporting period.

In the graph, the vertical axis displays the tracked items. The horizontal axis displays the time granularity. In the table, you can trend from a specific cell, and launch a full report from the cell. The date or time used is based the cell's value.

You can also select multiple cells and launch a trended report, based on a selected granularity. When you trend from multiple cells, the report columns display data for the entire reporting period.

A **Products Report** is an example of a trended report. You can see how much revenue a product made during the selected period. If your reporting period is a week, you can see how much revenue that product generated for each day of the time period, you can show a trend graph for a specific product on that day, or open a separate trended report for the selection.

Totals

An executive-level report that shows bottom-line figures. It contains data for total revenue, page views, and orders. You can segment the report and add additional metrics to view additional data.

Flow

Flow shows the most common paths users take across pages, site sections, and servers.

Next Flow

The Next Flow report group has three reports: Next Page Flow, Next Section Flow, and Next Server Flow. The reports in this group show you the most common pages, site sections, and servers that a visitor accessed after accessing the page, site section, or server you specify. These reports show you the most common paths taken through your website.

Previous Flow

Previous Flow reports are similar to Next Flow reports, except rather than seeing where visitors went after a selected page, you see where visitors were before visiting a specified page. The controls for using the report are identical to the controls for the Next Flow reports.

For information on how Flow works in **Analysis Workspace**, see *Customer Journey - Flow*.

Bookend Pattern

Lets you analyze what happens before and after a selected page.

Bookmark URL Length

Groups mobile devices based on the maximum supported length, in characters, of a bookmark URL.

Bots

Displays which spiders and bots have visited your site during a given time period. Traffic that is identified as being generated by a bot (based on bot rules you set up) is not sent to your report suite. Rather, it is collected separately. The report displays the pages that these agents have visited.

Bots are filtered based on the user agent or IP address. We provide the option to use the IAB/ABCe International Spiders & Bots List to filter bot traffic.

Breakdown

When a certain segment on which you are reporting is important, you might want to know more about it and how it relates to other reports. This is often called *breaking down* a report by another report. A breakdown is the action of integrating two or more Analytics variables.

An example of a breakdown report is a breakdown of a custom traffic report called Age Group, in which you have gathered site visitors' ages from a survey. This report allows you to see which age group is responsible for the most traffic on your site. However, if you have gone to the trouble of capturing something like the age of a visitor, you might want to know about more than just page views. You can generate a breakdown report about which search engine they use, what keywords they use, or where they are located geographically. You are correlating the age group and the search engine.

By default, there are no breakdowns when you first implement Analytics.

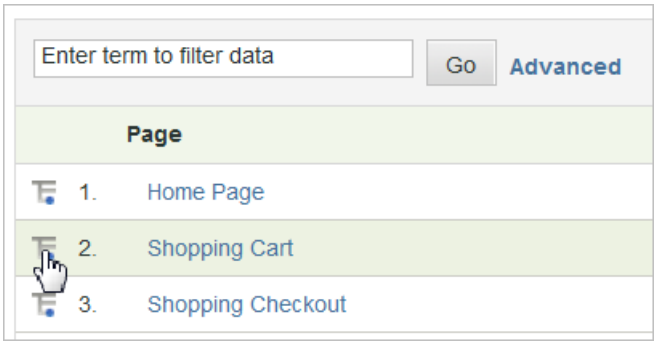
Break Down a Report

Steps that describe how to do breakdowns in Reports & Analytics.

1. Run a report that supports breakdowns, such as **Analytics** > **Reports** > **Site Content** > **Pages**.

2. In the report table, click the **Breakdown By** icon.

   If the **Breakdown By** icon is not visible, the feature is either not available or not enabled.



   The **Breakdown By** menu displays all available breakdown options available for the current report.

Add a Correlation Filter

Certain reports let you add custom correlation filters. For example, if you are viewing the **Pages Report** for a report suite that has Site Sections correlated with a Women's page, you can create a filter rule that generates a report showing the most popular pages when *Site Sections = Women*.

You can filter the data shown in a correlation report using any available correlation. The example here shows how you add a search engine correlation filter.

To add a correlation filter

1. Run a report that supports correlations.
2. In the report header, click the **Correlation Filter** link.
3. Under **Filter Rule Creator**, select a category to correlate with an item.
4. Click **OK.**

Browser

Lists the browser versions used to visit your site as identified by the user agent string.

For example:

Google Chrome 30.0
Mozilla Firefox 25.0
Google Chrome 31.0
Mozilla Firefox 24.0
Microsoft Internet Explorer 8
Microsoft Internet Explorer 9
Microsoft Internet Explorer 10
Safari 7.0
Safari 6.0.5

Safari 6.1
Mozilla Firefox 23.0
Google Chrome 29.0
Mozilla Firefox 17.0
Mozilla Firefox 22.0
Google Chrome 28.0
Mozilla Firefox 21.0
Microsoft Internet Explorer 11
Google Chrome 27.0
Mozilla Firefox 20.0

The Browsers report might contain a browser with an unknown version.

Adobe Analytics uses a lookup table to populate the browsers report. These lookup table entries are version-specific. Therefore, when an organization (such as Mozilla) updates their browser, Analytics doesn't recognize the exact version used. When this event occurs, it specifies the general browser followed with an unknown version. For more information, see *this Knowledge Base article*.

Changes

Date	Change
November 18, 2013	Mobile web browsers were added to the Browsers Report. Before this date, mobile web browsers were reported as "None". After this date, "None" was replaced with specific versions of mobile browsers.

Browser Height

Refers to the vertical distance of the data in the browser window only. The toolbars, menus, buttons, and so forth, are all excluded as part of the browser height dimension.

Adobe Analytics uses the browser height and width only from the first hit of a visit. The rest of the hits do not get the attribution for the same visit.

For more information, see *Browser Width/Height*.

Browser Types

Refers to the type of browser being used by the visitor, such as Internet Explorer, Mozilla Firefox, Google Chrome, and so forth.

Browser types that are not yet identified appear as "unspecified".

For example:

Google
Mozilla

Microsoft
Apple
Opera
Unspecified
BlackBerry
UC Web
Other
Nokia

Changes

Date	Change
November 18, 2013	Mobile web browsers were added to the Browser Types Report. Before this date, mobile web browsers were not included on this report.

Browser URL Length

Groups mobile devices based on the maximum supported length, in characters, of a Web browser URL.

Browser Width/Height

Metrics that refer to the horizontal/vertical distance of the data in the browser window only. More specifically, the browser

Adobe Analytics uses the browser height and width only from the first hit of a visit. The rest of the hits do not get the attribution for the same visit.

Browser Width/Height compared to Mobile Screen Size

The browser width/height dimensions capture similar but distinct values when compared with *mobile screen size*.

For example, when you break down browser width or height by mobile resolution, you need to be aware of these distinctions:

- The Mobile Device Resolutions are the physical values associated with the device. For example, under Mobile Device Resolutions the Galaxy S8 would appear as 2,960 x 1,440. The Mobile Device Resolution is retrieved from a 3rd-party service after the device is identified.
- By contrast, under the Browser Height and Width values, you see the CSS (logical) values of 740 x 360. The Browser values rely on the Javascript/CSS data.
- For a brief discussion, see *this thread*.

Campaigns

Displays information about the effectiveness of your advertising efforts. You can see which types advertising efforts give you the most traffic and which of your employees is responsible for driving those efforts.

These reports are usually customized and thus different for every analyst.

Related Reports

Campaign Conversion Funnel

Tracking Codes

Creative Element

Campaign Conversion Funnel

Displays averages for metrics in the Campaigns reporting group. Default metrics are Click-throughs, Total Sales, Orders, and Revenue.

Campaigns > **Campaign Conversion Funnel**

The top of a funnel graphic displays conversion data. The bottom displays statistics for all events in the top area, based on Orders and up to two other metrics, Revenue and Units.

Keep in mind the following information when interpreting conversion funnel data:

- Statistics for current time periods might not be completed when you view data, which can affect trends from a previous day to the current one.
- When no filter is applied to the funnel, the Visits metric represents conversion visits, or visits during which the campaign variable, any eVar variable, or a success event was fired. Visits during which none of these properties were passed into reports are not included in this total.
- When a filter is applied to the funnel, the Visits metric represents instances (or click-throughs). This value is the total number of times that the given variable was populated by users on your site, excluding those instances that do not meet the filter requirements. A single visit can involve multiple instances.
- It is possible for deeper levels on the funnel to report higher numbers than shallower levels. For example, you might see more orders than click-throughs, or more checkouts than product views. There are a number of reasons why this situation occurs:
  - You have more orders than click-throughs if the Tracking Code variable is set to a long cookie expiration (for example, a month), and users perform only one click-through but return several times and place orders during the period, before the Tracking Code value expires.
  - You have more checkouts than product views if the user is able to skip the product view page (as in the case of an upsell page), or if the user is able to save his shopping cart and return later to complete the order. If the product view occurs before the date range selected and the checkout occurs afterwards, you will see one checkout and zero product views. If you notice such a discrepancy, it does not indicate a problem with reporting or even an implementation error. Rather, you can use this data to understand how users are interacting with your site, even if it does not fit the funnel in the way that you expect.

Category

Shows how various product categories affect your site's success metrics.

Color Depth

Groups mobile device hits by the number of colors supported. The report/dimension shows the total number of visitors to your site who used a mobile device, and breaks them into groups based on the number of colors configured in their mobile devices. For example, if your visitor's mobile phone supports 24 colors, then the report increments the line item corresponding to 24 colors.

Complete Path

Set of pathing reports that let you view such metrics as path length, longest path, full path, and so forth.

Connection Type

Displays metrics for Internet connection speed, for example, modem, LAN, mobile traffic, and so forth.

Content Types

Displays metric data for content types, including video, product, articles, and so on.

Conversion

Provides comprehensive, accurate, and detailed analysis of customer activity. Metrics such as campaign management, sales cycle, customer fallout, and customer conversion let you measure e-commerce transactions, sources of sales, advertising effectiveness, customer loyalty, and more.

For example, if you want to see what type of internal campaigns on your home page might result in purchases, you first must capture the internal tracking codes and set persistence to a period of one visit for the *s.eVar* that captures internal campaigns. When a success event is completed (like purchase), the credit for that success is given to any Conversion Variables that are persistent on the visitor, such as Internal Campaign ID. By running the **Internal Campaign Report**, you can see which campaign generated the most onsite conversion.

Some out-of-the-box reports contain both Traffic and Conversion metrics (such as the **Search Engine** reports). However, **Traffic** and **Conversion** reports are unique to your organization and are displayed in the **Traffic** and **Conversion** menus.

Report Properties

- **Custom Conversion** reports are based on eVars (conversion variables).
- Conversion variables can persist beyond the page view and be associated with metrics within its specified expiration.
- The reports' default metrics are revenue. To change default metrics, see *Selecting Default Report Metrics*.
- View these reports in both trended and ranked formats.
- You can use Classifications in these reports, to rename and consolidate line items.
- These reports can be broken down by the following if basic subrelations are enabled:
  - Campaigns and Products, with all related classifications
  - Customer Loyalty
  - All fully-subrelated eVars
- Additional reports are available to break down when full subrelations are enabled:

- Time Spent per Visit
- Pages and Site Sections, with all related classifications
- Entry Pages
- Almost all Traffic Sources reports
- Visit Number
- Many Visitor Profile and Technology reports
- All other eVars
- Marketing Channels First and Last Touch

- The following events can be used as metrics:
  - Instances, the number of times the eVar was defined
  - All standard eCommerce metrics: Revenue, Orders, Units, Carts, Cart Views, Checkouts, Cart Additions, Cart Removals.
  - All custom events: Events 1-80, and Events 81-100 if on H22 code or higher
  - Visits and Visitors: Available depending on organization and report suite. Contact your Account Manager for additional details
- The location of each **Custom Conversion** report varies depending on the eVar's numeric assigned value. Generally, they can be found under the **Custom Conversion** folder (provided the menu is not customized).

Conversion Funnel

Conversion ratios usually measure conversion between the starting, ending, and milestone events or points of a conversion process. After you code the success events onto your site, the report creates the ratios between these different success events and show them in a **Conversion Funnel Report**.

The following funnel reports available:

- **Purchase Conversion Funnel**: Shows Visits (Report-Specific), Carts, Orders, Units, and Revenue.
- **Cart Conversion Funnel**: Displays Visits (Report-Specific), Carts, Checkouts, Orders, and Revenue.
- **Custom Event Funnel**: Displays custom events on your site. It shows custom events 1-5 by default.
- **Campaign Conversion Funnel**: Shows Click-Throughs, Checkouts, Orders, and Revenue.

This report is also customizable so that you can add Custom Conversion Events to the Conversion Funnel to see if visitors to your site make it from one step to the next. Success events are good candidates for this type of analysis if they almost always occur in a specific order. For example, on a retail site, success events generally occur in this order:

1. Product Views

2. Cart Additions

3. Checkouts

4. Purchases

The report table shows statistics for average sales per click-through, and average units sold per click-through. You can add metrics and custom events from other reporting groups to these reports. These funnels have many similarities but are based on different variables and events. You can use these reports to see what percentages and general trends of users fire specific events you specify. You can see where users are not following through to events, which provides insight to that specific point in the conversion process.

Note: *Instances in the context of these reports equates to the total number of visits where an eVar or event was defined.*

Conversions and Averages

Displays revenue based on specified events, and shows drop-out average from event to event.

Cross-Sell

Displays the relationship between products in the same product string. For example, if a visitor purchased Item A, what other products were also in the cart at the time of purchase.

Custom Events

The conversion actions on your site that you want visitors to complete. These actions might be a registration, a subscription, a lead form completion, a chat initiation, a purchase, a booking, or a finished survey.

Because each report suite differs, this set of reports is used differently for each client. A Custom Event report can be used as a counter that shows the number of times an event occurs. For example, if **event1** is set to count the number of times a document is downloaded, then the Custom Event report for Event 1 shows the total number of times the event (or download) occurs. You can have multiple custom event reports.

Custom Insight

The set of reports that are related to the group of custom traffic variables (prop variables). Each prop report is a separate custom insight report.

Custom Link

Displays the links visitors to your site prefer. For example, the home page for your site likely has multiple links that display the same page. Perhaps there is both a graphic and text link that both link to the same page. This report shows what percentage of visitors used the graphic link versus the text link.

The specific links that you would like to be tracked must be modified with special tags, see *Link Tracking*.

You can use the **Custom Links Report** to:

- Optimize your site design by knowing which types of links your visitors prefer
- Validate the need for redundant links to single pages

Mobile SDK Link Names

The *mobile SDKs* use custom links to track actions and lifecycle metrics. In report suites that are used to measure mobile apps, you might see the following link names set by the SDK:

ADBINTERNAL:Lifecycle	Sent by the lifecycle call in the 4.x SDKs.
AMACTION:[action name]	Sent by the trackAction() method in the 4.x SDKs, where action name is the name set when the method was called.
ADMS BP Event	Sent by the lifecycle call in the 3.x SDKs.

Customer Attributes

An Analytics FAQ for customer attributes, and how to run the Customer Attributes report.

Reports> Visitor Profile > **Customer Attributes**

If you capture enterprise customer data in a customer relationship management (CRM) database, you can upload the data into a customer attribute data source in the Experience Cloud. After the data is uploaded, you can run the Customer Attributes report in Reports & Analytics.

- *Customer Attributes and Reporting Metrics in Analytics*
- *FAQ - Customer Attributes in Analytics*

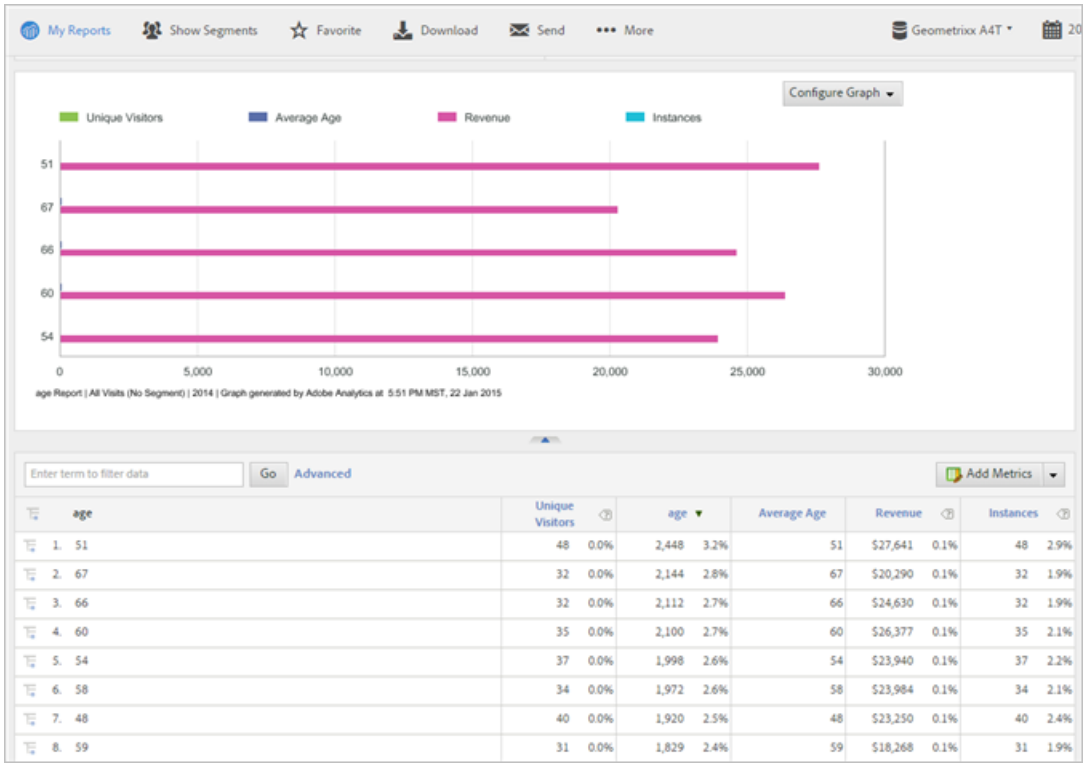
See *Customer Attributes* in Experience Cloud help for information about uploading customer attribute data.

Customer Attributes and Reporting Metrics in Analytics

After you upload customer attributes and validate the schema (in the Experience Cloud), the system creates metrics based on the friendly names (like *age* or *gender*) that you map to the attribute strings and integers. These metrics appear in **Visitor Profile** > **Customer Attributes** reports.

For example:

Visitor Profile > **Customer Attributes** > **Age**



Example - Age Metrics

If you specify a string as *age*, the system creates the following metrics and dimensions:

- Age dimension: Lets you run a report based on the Age attribute.
- Age metric: A metric you can add to a report, such as a Unique Visitors report.

• Count of Age metric: Lets you understand, for example, if visitors specified an *age* value on a form.

Because metrics are sums in a report table, you should *create a calculated metric* that tells you the average age. The formula for this metric is `Age / Count of Age`.

FAQ - Customer Attributes in Analytics

Question	Answer
Why is it preferable to use the Experience Cloud ID service to set the Customer ID instead of populating the Customer ID in a prop or eVar?	Using the Experience Cloud ID service offers a number of benefits: • If you do not set the Customer ID with the Experience Cloud ID service, the customer records are available only to Adobe Analytics. If you want to use the customer records for real-time targeting, you must use the Experience Cloud ID service. • Using the Experience Cloud ID service to set the Customer ID reduces the time it takes to synchronize IDs with the Experience Cloud. If you put the Customer ID in a prop or eVar, the Customer IDs are sent to the Experience Cloud via back-end server synchronization that occurs in batches. The Experience Cloud ID service synchronizes the Customer ID with the Experience Cloud immediately. • Using the Experience Cloud ID service instead of a prop or eVar frees up that prop or eVar for other uses.
If I am already storing a customer ID in a prop or eVar, why would I use this new functionality instead of classifying my prop or eVar with CRM attributes?	Props and eVars are subject to Uniques Exceeded limitations. Using this functionality you can bring in attribute data for an unlimited number of customer IDs. Also, using the prop/eVar approach limits the CRM information to Analytics.
How will my CRM attributes appear in Adobe Analytics?	CRM attributes will be manifest in Analysis Workspace, Reports & Analytics, Ad Hoc Analysis, the reporting API, and Report Builder. Text attributes will appear as reports/dimensions. Numeric attributes will appear as both dimensions and metrics.
Will the CRM data be available in Data Warehouse and in Data Feeds?	The CRM data is not currently available in Data Warehouse or Analytics Data Feed.

Customer Loyalty

Customer Loyalty reveals purchasing patterns of customers.

The report displays purchasing patterns of customers based on four categories of loyalty:

• Not a Customer
• New Customer
• Return Customer
• Loyal Customer

Although non-purchase metrics are viewable in this report (such as custom events, shopping cart events, and so on), the categories are always based on the number of orders placed. For example, a visitor might add a custom event named Internal Searches to the report. The **Return Customer** line item would show the number of internal

searches performed by visitors who have made two purchases previously, not the number of visitors who have made two internal searches.

Customer Loyalty Processing

The following tables define how Analysis Workspace, Reports & Analytics, Ad Hoc Analysis and Data Warehouse currently process Customer Loyalty:

	After May 19, 2016	**Between April 21 and May 19, 2016** **(not applicable to Data Warehouse)**	**Before April 21, 2016**
Not a Customer	Visitors who have never purchased	Visitors who made 0 purchases until the end of a visit.	Not available.
New Customer	Visitors who made a single purchase	Visitors who made 1 purchase until the end of that visit. (If a purchase happened, the customer status was updated on the next visit after that purchase.)	Visitors who made 0 purchases until the end of that visit.
Return Customer	Visitors who made 2 purchases	Visitors who made 2 purchases until the end of the visit where they made 2nd purchase. (If a purchase happened, the customer status was updated on the next visit after that purchase.)	Visitors who made 1 purchase until the end of the visit where they made that purchase. (If a purchase happened, the customer status was updated on the next visit after that purchase.)
Loyal Customer	Visitors who made 3+ purchases	Visitors who made 3+ purchases until the end of the visit where they made most recent purchase. (If a purchase happened, the customer status was updated on the next visit after that purchase.)	Visitors who made 2+ purchases until the end of the visit where they made most recent purchase. (If a purchase happened, the customer status was updated on the next visit after that purchase.)

version 14 Customer Loyalty (Current)	
New Customer	1 visit and 1 purchase
Return Customer	More than 1 visit and 2 purchases
Loyal Customer	More than 1 visit and 3+ purchases

The loyalty state changes immediately following the purchase event within the same visit. For example, a New Customer (1 purchase) makes a purchase and then registers for a newsletter after that purchase within the same visit. The newsletter registration event is considered a Return Customer interaction, because the visitor's customer loyalty state changed immediately after the purchase occurred.

Custom

Administrators can configure a report with specific metrics and a specific date range, and then save it to the report menus for everyone to use.

Custom reports can bring increased value to you as an analyst. If you see reports in your SiteCatalyst interface that don't match someone else's (such as in Training), your administrator may have set up some of these custom reports.

Additionally, you can save reports that are important to you. These reports are called bookmarks. You can also put several reports onto one canvas to get a quick look at your most important reports. These are called dashboards and are also user-specific. The interface displays a bar above the graph listing your bookmarks and dashboards.

See *Bookmarks* and *Dashboards and Reportlets* for more information.

Custom Traffic

Custom Traffic reports allow each organization to report on additional dimensions that are not implemented by default. Custom Traffic reports can be used in several ways, most commonly to measure traffic and pathing.

Properties of Custom Traffic Reports

- Custom Traffic reports are based solely off of *props* (traffic variables).
- The reports' default metric is page views (or instances in version 15). Version 14 page views and version 15 instances are identical, in that they count the total number of times that variable was defined. Version 15 page views only count the number of *s.t()* image requests (excluding *s.tl()* requests).
- Pathing can be enabled if it is included in your organization's contract and is requested by a supported user. When pathing is enabled for a traffic variable, the following metrics are available:
- • Average Page Depth
  - Average Time Spent
  - Entries
  - Exits
  - Reloads
  - Single Access
  - Visits
- You can use participation metrics in traffic reports. This usage must be requested and included in your organization's contract.
- These reports can be viewed in both trended and ranked formats.
- Search filters can be used to locate specific line items.
- Classifications can be used in these reports, allowing you to rename and consolidate line items.
- Correlations can be enabled for any of these reports, allowing you to see relationships between other traffic variables.
- The location of each Custom Traffic report varies depending on the prop's numeric assigned value. Generally they can be found under **Traffic** or **Custom Traffic** folder).

Daily Return Visits

Displays the number of visitors to your website more than once on a given day. A day is defined as the last 24-hour period.

Days Before First Purchase

Displays the number of days that pass between the first time customers visit your site and when they finally make a purchase.

For example, if a visitor purchases one day after first visiting, then any visit or event will display on the *1 day* line item in the report, for the remainder of the visitor's cookie life.

Days Since Last Purchase

Displays the most common number of days that pass between customers' repeat purchases and allows you to view the time periods that contributed most to your site's key success metrics, such as revenue and orders.

Designated Market Area (DMA)

Segregates the United States into marketing areas. Internet Service Providers (ISPs) in each market area supply the American Registry of Internet Names (ARIN) with the IP addresses they use. Adobe partners with Digital Envoy to receive geo-segmentation data that matches the IP address a website visitor uses with the geographic city, state, zip code, and DMA for that IP address.

Device Number Transit

Groups mobile devices based on whether Device Number Transmit is supported. Also includes an Unknown group for those devices where Device Number Transmit support cannot be determined.

Device Types

Groups mobile devices into mobile phones, tablets, e-readers, gaming consoles, televisions, set-top boxes, media players and other high-level categories to let you see the distribution between mobile device types.

This dimension is also useful to define segments for phone and tablet users by segmenting where Mobile Device Type equals "device type".

Dynamic Device Data

This report uses dynamic device data that is continually being updated as new devices are released and identified. For example, a new tablet that is released during the current month might be misidentified since it doesn't yet exist in the device database. When the device database is updated with the new device, any changes as a result are applied to all reporting dates. Therefore, you might see slight variations on this report for historical dates over time. As a general rule, the most current report will have the most accurate data for any reporting period.

The data for this report is populated using the visitor's user agent string.

Devices

Displays a detailed list of the mobile devices used to access your site.

Non-mobile traffic is listed on this report so you can quickly compare the percentage of traffic from mobile and non-mobile devices.

You can use this dimension to create segments for mobile and non-mobile traffic by including hits where Mobile Device exists (all mobile traffic) or does not exist (all non-mobile traffic).

Dynamic Device Data

This report uses dynamic device data that is continually being updated as new devices are released and identified. For example, a new tablet that is released during the current month might be misidentified since it doesn't yet exist in the device database. When the device database is updated with the new device, any changes as a result are applied to all reporting dates. Therefore, you might see slight variations on this report for historical dates over time. As a general rule, the most current report will have the most accurate data for any reporting period.

Digital Rights Management (DRM)

Groups mobile devices based on the type of Digital Rights Management (DRM) they support. DRM groups include *Forward Lock*, *Combined Delivery*, *Separate Delivery*, and *Unknown*.

Domains

The Domains report/dimension lists the organizations and Internet service providers your visitors use to browse your site. Examples of these organizations include comcast.com, verizon.com, and aol.com. These companies offer services that users subscribe to so they can access the Internet. It is part of Visitor Profile reporting.

By contrast, the *Referring Domains* report/dimension shows the domains that referred visitors to your site. Use it to determine which external sites contribute the most to traffic and conversion metrics. It is part of Traffic Sources reporting.

You cannot compare these two reports in any way, because they report separate and exclusive data.

Entries and Exits

The Entry Page report shows you, by percentage and by total visits, which pages on your site are the first ones seen by new visits.

You can view:

- **Entry Pages** (or sections): Displays, by percentage and by total visits, which pages on your site are the first pages seen by a new visit. You can use this report to identify which of your web pages are the most frequent points of entry, optimize the primary entry points on your site, and drive entry traffic to your key messages.

  A useful way to use the Page View metric is to run a **Paths** > **Pages** > **Pages Entry** report, sort by it, and see which entry pages drive the most page views.
- **Original Entry Pages**: Shows the first page viewed for first-time visitors to your site. Each user is counted only once unless they delete their cookies or are not being tracked with cookies.
- **Single Page Visits**: Shows pages that are most often both the entry and exit pages for visitor browsing sessions.
- **Exit Pages**: Displays, by percentage and by total visits, the pages on your site that were the last pages visitors viewed before leaving your site. Exit pages have a visit breakdown scope, meaning they persist across all hits for a visit.

Metrics on an Entry Pages Report

- **Entries**: same as instances or occurrences, how many times the specified page is the entry page for a visit.
- **Visits**: how many visits was this page the entry page, this metric should equal entries.
- **Exits**: Number of times an Exit occurred where the Entry page was the one specified. If you want to see the number of times the entry page was also the exit page, use the Bounces metric instead of exits.

Segmentation in an Entry Pages Report

Running an **Entry Pages Report** only reports on entry pages, even if you apply segment to a non-entry page.

For example, assume a visit sequence is as follows:

`Page A > Page B > Page C`

If Page B and Page C are used in a segment, only Page A is reported in an **Entry Pages Report**, because Page A is the entry page.

Exit Links

Shows the most common links people are clicking on that lead to places outside your site. These links typically point to partner or affiliate sites. However, they can be any location where you have implemented an external link. You can use this report to view the most popular affiliate links, or to assist in validating the number of referrals that your partners' state you provide.

There are several requirements that must be met in order for this page to populate correctly:

- If using manual custom link tracking, an *s.tl()* request must be fired with the middle parameter set to *e*.
- If using automatic custom link tracking, all requirements must be met:
- • *s.trackExternalLinks* must be set to *true*.
  - The link the user clicked on must not match any values within the *s.linkInternalFilters* variable.
  - If *s.linkInternalFilters* is implemented, the external link must match at least one of the values set in this variable.
- If any of the above requirements are not met, the hit will not populate this report.
-
- As with all custom link tracking hits, the *s.pageName* variable is stripped from the image request to prevent page-view inflation.
- You can view this report in trended and ranked formats.
- This report can use a search filter to locate specific line items.
- You can create *correlations* with any other traffic variable via Admin Tools.
- *Instances* are the only metrics available by default within this report, counting the number of times the exit link fired.
- Daily, weekly, monthly and quarterly visitors can be enabled for this report. However, only an Adobe representative can enable these, at an additional cost. Enabling unique visitors for any custom link tracking variables greatly increases latency for the report suite.

Fallout

Shows where visitors leave (fallout) and continue through (fallthrough) a pre-specified sequence of pages. It displays conversion and fallout rates between each step. For example, you can track a visitor's fallout points during a buying process. You select a beginning point and a conclusion point, and add intermediate points to create a website navigation path.

This report is useful to analyze:

- Conversion rates through specific processes on your site (such as a purchase or registration process).
- General, wider-scope traffic flows: Of the people who saw the home page, this flow shows how many went on to perform a search, and then how many of them eventually went on to look at a specific item.
- Correlations between events on your site. Correlations show what percentage of people who looked at your privacy policy went on to purchase a product.

Analysis Workspace

See *Customer Journey - Fallout*.

Reports and Analytics

See *Running a Fallout Report* in Help for configuration information.

Ad Hoc Analysis

Analyze fallout data at the Visit or Visitor level. You can also see a trended path that shows you a graph of your fallout over a specific period. You can set single or groups of pages as the report checkpoints, or add any dimension or metric in any combination or sequence. You can also use categories that you configure in marketing reports as checkpoints in this report.

See *Fallout Report* in Help for configuration information.

File Downloads

File Downloads helps you understand how often your visitors download files from your site. Examples of file downloads may be word processor documents, spreadsheets, audio files, movie files, user manuals, and so on. This includes both files being saved and opened directly from the browser, as well as files saved to the user's computer. The report shows the name of the file being downloaded, including the complete URL required to access the file.

Navigation

Reports > **Site Content** > **Links** > **File Downloads**

If this report is not available in the default location, please check with your administrators, who may have changed the default menu structure to better serve your organization's unique needs.

Use this report to:

- Determine the files that are downloaded most frequently from your site.
- Understand if certain files are downloaded more often during specific time periods.
- Validate that all formats for a given document are required.

  For example, perhaps you are currently translating your user manuals into twelve languages and making them available via your Web site. With file download reporting, you can know how often each user manual version is downloaded and can assess the value of continuing to translate the user manual into all twelve languages.

Troubleshooting

Marketing reports capture information on files downloaded from any page of your site that contains JavaScript code. However, certain variables must be present and set correctly so that file download information can be reported. If this report is not displaying data, or does not show the expected values, follow the steps below to validate your implementation.

1. On your site, locate the global JavaScript file. This is frequently named `s_code.js`, but may have been renamed. If it has been renamed, you can search the JavaScript files on your site for the value *s_account*, which is a part of the JavaScript code.
2. In the file, locate the *s.trackDownloadLinks* variable. Ensure that it is set to *true*
3. Locate the *s.linkDownloadFileTypes* variable. Ensure that all of the desired file extensions are present in this list. If necessary, add missing extensions like `.zip`, `.pdf`, and so on.)

If these variables appear to be configured correctly, but the **File Downloads Report** still is not receiving data, your organization's supported users should contact Customer Care.

Finding Methods

Shows what receives credit for conversion success events. For example, if a search engine refers a visitor to your site who makes a purchase, Finding Methods specifies how the search engine receives credit for the referral.

See *Finding Methods* for configuration information.

Flow

Flow shows the most common paths users take across pages, site sections, and servers.

Next Flow

The Next Flow report group has three reports: Next Page Flow, Next Section Flow, and Next Server Flow. The reports in this group show you the most common pages, site sections, and servers that a visitor accessed after accessing the page, site section, or server you specify. These reports show you the most common paths taken through your website.

Previous Flow

Previous Flow reports are similar to Next Flow reports, except rather than seeing where visitors went after a selected page, you see where visitors were before visiting a specified page. The controls for using the report are identical to the controls for the Next Flow reports.

For information on how Flow works in **Analysis Workspace**, see *Customer Journey - Flow*.

Full Paths

Displays the entire visit path through a web site that visitors most commonly take.

The full paths report is limited to a visit depth of 8 pages. A visitor journey longer than that will not be recorded.

GeoSegmentation

Displays data about visitor location. GeoSegmentation reports include Countries, Regions, Cities, U.S. States, and U.S. DMA (digital marketing area). GeoSegmentation reports are enabled for all customers.

All metrics that are available to you elsewhere in Reports & Analytics are automatically included in the Countries, Regions, Cities, U.S. States, and DMA reports: conversion and visit-based metrics as well as calculated metrics. For more information, see this Adobe *blog* post.

Report	Description
Countries	The largest geographic division. In addition to the standard Ranked and Trended views available on most reports, there is also a *Map view* that color-codes the countries according to their relative contribution to your total traffic.
Regions	A geographic area that is smaller than a country but larger than a city. In some countries, a region is a state, province, or prefecture. In other areas, it is a constituent country, department, or metropolitan region. To the right of each region shown, the country of the region is also shown in parentheses. In the table detail, click Run a Cities Report for this Region (the magnifying glass) to run a report that shows how the cities in a selected region performed compared to other cities in the region. See *GeoSegmentation Regions and Postal Code usage by Country* to see which countries use regions.
Cities	The smallest geographic division.
U.S. States	A heat map showing visitors to each state of the United States.
U.S. DMA	(Digital marketing area) Media market divisions for radio and television throughout the United States. You can filter the report to show only marketing areas within a particular state. This data is provided via a partnership between Adobe and Nielsen Media Research, Inc. ***Note:*** *The Unspecified entry in the U.S. DMA report indicates visitors that could not be associated with a specific DMA.*
Report Accuracy	Adobe has partnered with Digital Envoy, a leading provider of IP intelligence and authentication solutions, to offer GeoSegmentation, a geographical measurement capability based on end users' IP addresses. While accuracy based on individual data sets may vary, generally Digital Envoy offers over 99% accuracy at the country level, over 97% accuracy at the region level, and over 90% accuracy at the city level. ***Note:*** *These numbers assume that the setting to remove the last octet of the IP address is NOT enabled.* IP addresses are mapped to postal codes, and each city is defined by the postal codes that the “local authority” defines as part of that city. For example, Berlin’s suburbs are not included in the definition of Berlin, but each town/city is listed separately, assuming the IP addresses can be mapped accurately to a postal code in one of those towns. Some factors which may influence GeoSegmentation data include: • IP addresses that represent corporate proxies. These can appear as traffic coming through the user's corporate network, which may actually be a different location if the user is working remotely.

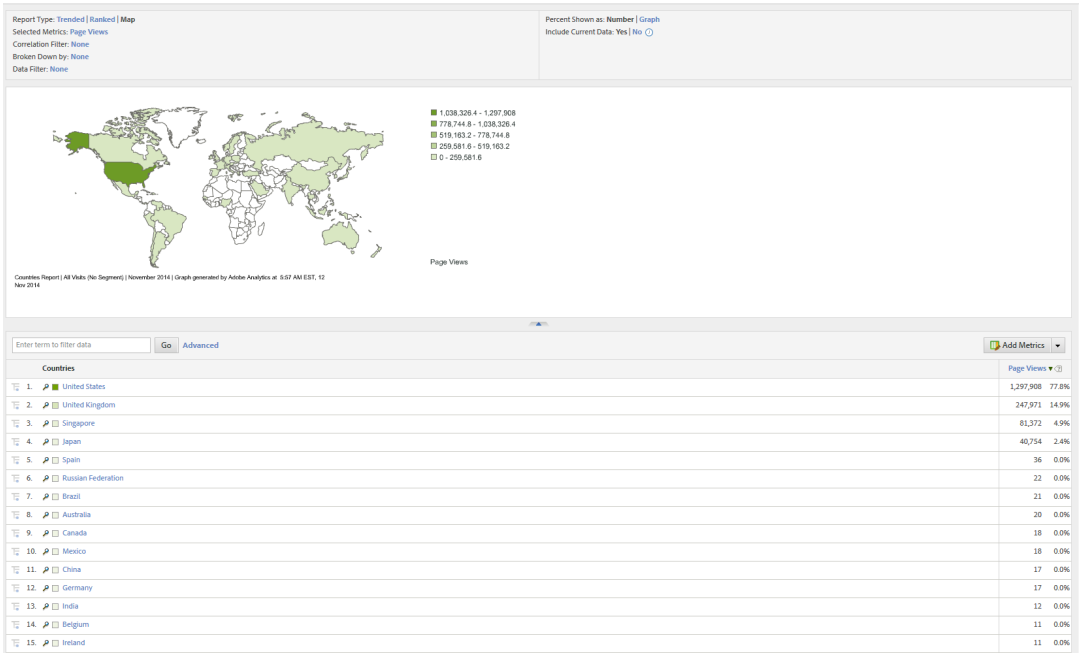
Report	Description
	• Mobile IP addresses. Mobile IP targeting works at varying levels depending on the location and the network. A number of carriers backhaul IP traffic through centralized or regional POPs. • IP addresses belonging to users of satellite ISPs. Identifying the specific location of these users is difficult, as they usually appear to come from the location of the uplink. • Military and government IPs. This often represents personnel traveling around the globe and entering through their home location, rather than the base or office where they are currently stationed. • Our GeoSegmentation/IP data is provided by a 3rd-party vendor and is updated regularly based on information provided by ISPs and other network sources. IP lookups are inherently volatile, because they are bought and sold frequently all over the world.

Map View

The Map report type is available in addition to the Trended and Ranked report types. The Map view color codes countries according to their relative contribution to your highest-value line item.

The legend, visible to the right of the Map view, specifies ranges which are calculated in increments of 5th's of your top line item (first 1/5th, second 1/5th, etc). The darker the color, the greater the number of daily unique visitors from that country that are visiting your site.

Only one metric is used when you are in the Map view (more are available in the ranked/trended view).



GeoSegmentation Regions and Postal Code usage by Country

The following table lists whether the country has regions or postal codes, which indicates whether we will populate the regions or zip codes report.

Yes indicates that the report is populated for that country, No means the report is not populated.

Country Name	Has Regions	Uses Postal Codes
unknown	No	Yes
aruba	No	No
afghanistan	Yes	Yes
angola	Yes	No
anguilla	No	Yes
aland islands	No	Yes
albania	Yes	Yes
andorra	Yes	Yes
netherlands antilles	No	No
united arab emirates	Yes	No
argentina	Yes	Yes
armenia	Yes	Yes
asia (unknown country)	No	Yes
american samoa	No	Yes
antarctica	No	Yes
french southern territories	No	Yes
antigua and barbuda	Yes	No
australia	Yes	Yes
austria	Yes	Yes
azerbaijan	Yes	Yes
burundi	Yes	No
belgium	Yes	Yes
benin	Yes	No
bonaire/sint eustatius/saba	Yes	Yes
burkina faso	Yes	No
bangladesh	Yes	Yes
bulgaria	Yes	Yes
bahrain	Yes	No
bahamas	Yes	No
bosnia and herzegowina	Yes	Yes
saint barthelemy	No	Yes
belarus	Yes	Yes
belize	Yes	No

bermuda	No	Yes
bolivia	Yes	No
brazil	Yes	Yes
barbados	Yes	Yes
brunei darussalam	Yes	Yes
bhutan	Yes	No
bouvet island	No	Yes
botswana	Yes	No
central african republic	Yes	No
canada	Yes	Yes
cocos (keeling) islands	No	Yes
switzerland	Yes	Yes
chile	Yes	Yes
china	Yes	Yes
cote d ivoire	Yes	No
cameroon	Yes	No
congo the democratic rep of	Yes	No
congo	Yes	No
cook islands	No	No
colombia	Yes	No
comoros	Yes	No
cape verde	Yes	Yes
costa rica	Yes	Yes
cuba	Yes	Yes
curacao	No	Yes
christmas island	No	Yes
cayman islands	No	Yes
cyprus	Yes	Yes
czech republic	Yes	Yes
germany	Yes	Yes
djibouti	Yes	No
dominica	Yes	No
denmark	Yes	Yes
dominican republic	Yes	Yes
algeria	Yes	Yes

ecuador	Yes	Yes
egypt	Yes	Yes
eritrea	Yes	No
western sahara	No	Yes
spain	Yes	Yes
estonia	Yes	Yes
ethiopia	Yes	No
europe (unknown country)	No	Yes
finland	Yes	Yes
fiji	Yes	No
falkland islands (malvinas)	No	Yes
france	Yes	Yes
faroe islands	No	Yes
micronesia	Yes	Yes
gabon	Yes	No
united kingdom	Yes	Yes
georgia	Yes	Yes
guernsey	No	Yes
ghana	Yes	No
gibraltar	No	Yes
guinea	Yes	No
guadeloupe	No	Yes
gambia	Yes	No
guinea-bissau	Yes	Yes
equatorial guinea	Yes	No
greece	Yes	Yes
grenada	Yes	No
greenland	Yes	Yes
guatemala	Yes	Yes
french guiana	No	Yes
guam	No	Yes
guyana	Yes	No
hong kong	No	No
heard and mc donald islands	No	Yes
honduras	Yes	No

croatia	Yes	Yes
haiti	Yes	Yes
hungary	Yes	Yes
indonesia	Yes	Yes
isle of man	No	Yes
india	Yes	Yes
british indian ocean territory	No	Yes
ireland	Yes	Yes
iran (islamic republic of)	Yes	Yes
iraq	Yes	Yes
iceland	Yes	Yes
israel	Yes	Yes
italy	Yes	Yes
jamaica	Yes	Yes
jersey	No	Yes
jordan	Yes	Yes
japan	Yes	Yes
kazakhstan	Yes	Yes
kenya	Yes	No
kyrgyzstan	Yes	Yes
cambodia	Yes	Yes
kiribati	No	Yes
saint kitts and nevis	Yes	Yes
korea south	Yes	Yes
kuwait	Yes	Yes
lao peoples democratic republic	Yes	Yes
lebanon	Yes	Yes
liberia	Yes	Yes
libyan arab jamahiriya	Yes	No
saint lucia	Yes	Yes
liechtenstein	Yes	Yes
sri lanka	Yes	Yes
lesotho	Yes	Yes
lithuania	Yes	Yes
luxembourg	Yes	Yes

latvia	Yes	Yes
macau	No	No
saint martin	No	Yes
morocco	Yes	Yes
monaco	Yes	Yes
moldova	Yes	Yes
madagascar	Yes	Yes
maldives	Yes	Yes
mexico	Yes	Yes
marshall islands	Yes	Yes
macedonia	Yes	Yes
mali	Yes	Yes
malta	Yes	Yes
myanmar	Yes	Yes
montenegro	Yes	No
mongolia	Yes	Yes
northern mariana islands	No	Yes
mozambique	Yes	Yes
mauritania	Yes	No
montserrat	No	Yes
martinique	No	Yes
mauritius	Yes	No
malawi	Yes	No
malaysia	Yes	Yes
mayotte	No	Yes
namibia	Yes	No
new caledonia	No	Yes
niger	Yes	No
norfolk island	No	Yes
nigeria	Yes	Yes
nicaragua	Yes	Yes
niue	No	No
netherlands	Yes	Yes
norway	Yes	Yes
nepal	Yes	Yes

nauru	Yes	No
new zealand	Yes	Yes
oman	Yes	Yes
pakistan	Yes	Yes
panama	Yes	No
pitcairn	No	Yes
peru	Yes	Yes
philippines	Yes	Yes
palau	Yes	Yes
papua new guinea	Yes	Yes
poland	Yes	Yes
puerto rico	No	Yes
korea north	Yes	No
portugal	Yes	Yes
paraguay	Yes	Yes
palestinian territories	Yes	Yes
french polynesia	No	Yes
qatar	Yes	No
reunion	No	Yes
romania	Yes	Yes
russian federation	Yes	Yes
rwanda	Yes	No
saudi arabia	Yes	Yes
sudan	Yes	Yes
senegal	Yes	No
singapore	Yes	Yes
south georgia / south sandwich isl	No	Yes
st. helena	Yes	Yes
svalbard and jan mayen islands	No	Yes
solomon islands	Yes	Yes
sierra leone	Yes	No
el salvador	Yes	No
san marino	Yes	Yes
somalia	Yes	No
st. pierre and miquelon	No	Yes

serbia	Yes	Yes
south sudan	Yes	Yes
sao tome and principe	Yes	No
suriname	Yes	No
slovakia (slovak republic)	Yes	Yes
slovenia	Yes	Yes
sweden	Yes	Yes
swaziland	Yes	Yes
sint maarten	No	Yes
seychelles	Yes	No
syrian arab republic	Yes	No
turks and caicos islands	No	Yes
chad	Yes	No
togo	Yes	No
thailand	Yes	Yes
tajikistan	Yes	Yes
tokelau	No	Yes
turkmenistan	Yes	Yes
timor-leste	Yes	Yes
tonga	Yes	No
trinidad and tobago	Yes	No
tunisia	Yes	Yes
turkey	Yes	Yes
tuvalu	Yes	No
taiwan	Yes	Yes
tanzania	Yes	No
uganda	Yes	No
ukraine	Yes	Yes
us minor outlying islands	Yes	Yes
uruguay	Yes	Yes
united states	Yes	Yes
uzbekistan	Yes	Yes
holy see (vatican city state)	No	Yes
saint vincent and the grenadines	Yes	Yes
venezuela	Yes	Yes

british virgin islands	No	Yes
us virgin islands	No	Yes
viet nam	Yes	Yes
vanuatu	Yes	No
wallis and futuna islands	No	Yes
samoa	Yes	No
yemen	Yes	No
south africa	Yes	Yes
zambia	Yes	No
zimbabwe	Yes	No

Hierarchy

Displays the hierarchical layout of the pages on your website and displays those pages in order based on how they are configured in the *hierN* variable. This report is populated using proper variable configuration that you set for each page that you want to take part in the hierarchy. This report lets you see selected metrics (such as Unique Visitors) for the hierarchy.

By specifying the hierarchy depth (the default is 10 levels), you can view the overall hierarchy, as well as the position and data for specific pages in the selected hierarchy. You can specify names for your hierarchies and, depending on the service level you have purchased, view hierarchies according to Page Views, Visits, or Visitors.

To improve consistency throughout Analytics, the Hierarchy Views metric is being renamed to Page Views, and an Instances metric is now available in the Hierarchy report.

Before August 2015, the Hierarchy Views metric was equivalent to Instances. From 20 August 2015 to 15 October 2015, the Hierarchy Views metric was equivalent to Page Views as a result of a change in the system. Removing the Hierarchy Views metric entirely will ensure that you have a better understanding of the data it represents, because you will be able to use either Page Views or Instances explicitly.

Hit Type

The Hit Type dimension signifies whether an app was in the foreground or in the background when the hit was collected.

This dimension is collected automatically by the SDK. It is supported in versions 4.13.6 and higher of the SDK.

If “Disable Legacy Reporting and Attribution for Background Hits” is checked, then background hits will show up only in *Virtual Report suites*.

Image Support

Groups mobile devices based on the types of images they support. For example, if a visitor's phone that supports `.jpg` images, accesses a site, the Image Support report is incremented by at least one. If the phone supports more than one image format, then a visit to a site might result in multiple increments for that visit. In other words, if your

phone supports `.jpg`, `.png`, and `.gif` formats, then each of those groups in the report is incremented. As such, the sum of the groups might be greater than the total shown at the bottom of the report.

Information Services

Groups mobile devices based on the news services (Channel I/B, EZ News Flash, W+INFO, and so on.) that they support. When a visitor uses a mobile device with news service support to access your site, the Information Services report increments by at least one. If the phone supports multiple news services, each of those groups in the report increments. Because of this, the sum of the groups might be greater than the total shown at the bottom of the report.

JavaScript Support

Shows metrics based on whether the device has JavaScript enabled, disabled, or whether it is counted as "unidentified".

Note: *In early November 2016, we plan to remove the restriction where JavaScript is always listed as disabled / unidentified for Mobile devices.*

The JavaScript report correspond to the column javascript in the raw data.

javascript is a visit-level field, so it persists the value from the first hit in the visit. The column javascript is based on the first value present in the j_jscript column (like a visit_referrer will only persist the first referrer of the visit).

j_jscript is populated from the parameter j from the Adobe Analytics image request.

Here is an example:

Hit	j_jscript	javascript
1		0
2	1.6	0
3	1.6	0

As a result, it does not matter if you had a javascript version specified at some point in the visit - it will always be displayed as not Javascript because the first hit did not contain any value for j_jscript.

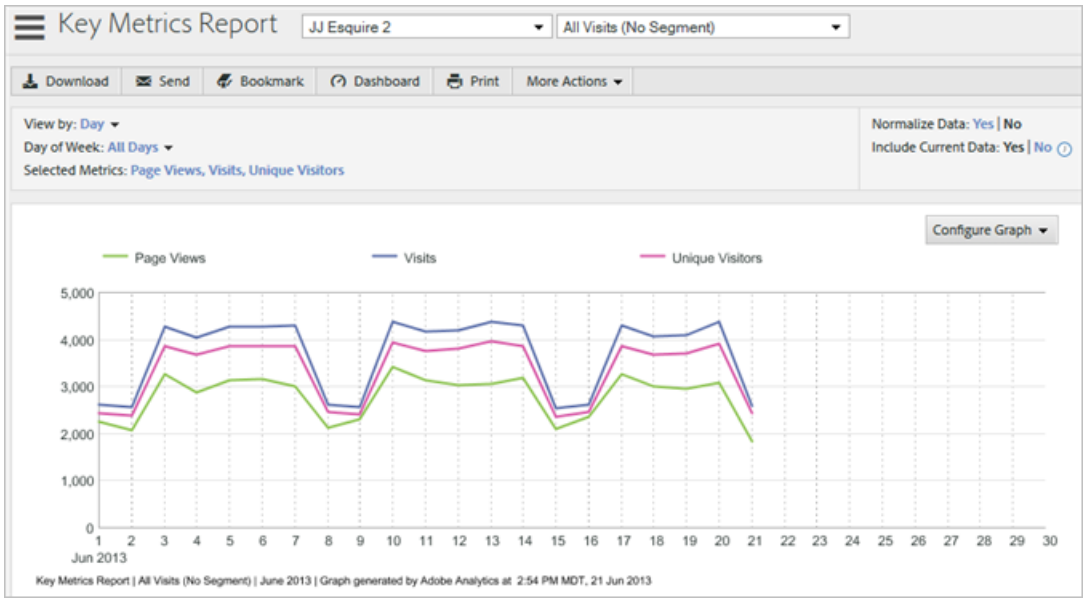
JavaScript Version

Groups mobile devices based on the Java version that they support. The JavaScript Version report identifies the Java version by the Java Specification Request (JSR) supported by the device.

You can find out more about a given JSR at the *Java Community Process* website.

Key Metrics

The **Key Metrics Report** lets you compare metrics to see whether they trend together. For example, as your page views increase, does your visitor count increase?



Key Visitors

Allows you to single out and monitor up to five different visitor groups that visit your web site. Key visitors are defined by the name or IP address of the groups you want to track.

Language

Captures the language setting in the visitor's browser, letting you see the revenue and unique visitors related to the language setting. When you know the effect that preferred languages have on your site's success metrics, you can decide how to present your site in other languages. For example, if you notice that a large number of German-speaking customers generate shopping cart activity on your site, you can translate your site into that language and implement a marketing campaign to drive traffic to your German site.

Visitor Profile > **Languages**

We populate this report based on the accept-language portion of the http header request. The language-accept HTTP header is configured as part of each browser's language preference settings:

http://www.w3.org/International/questions/qa-lang-priorities.en.php

If a browser does not have a language specified, or if the browser returns a language ID=0, the report will show "Unspecified" in the graph. Browser support for this setting can affect the number of "Unspecified" returns.

Some line items in this report include regions. These are region subtags.

Note: *The Hourly time granularity is not supported.*

Links

Shows you the links that visitors click when on your website, including links clicked to leave your site, or download links.

- **Exit Links**: Displays links that the user clicked to leave your website. These links include links to partner or affiliate websites.
- **File Downloads**: Displays the files that have been downloaded from your website. These files can be any type of file you want to track, including user manuals, presentations, audio, or video files. This report requires that link tracking code is installed on the site that you are tracking. See the Implementation Guide for more information.
- **Custom Links**: Shows you the links your site visitors prefer, helping you understand the navigation patterns within your site. For example, the Home page for your site likely has multiple links that access the same page. Perhaps there is graphic and text link that both link to the same page. This report shows what percentage of visitors use the graphic link versus the text link. Custom links are specific to your website. The specific links that you want to track must be modified with special tags. For assistance, contact Customer Care.

Longest Path

Displays the longest paths taken by visitors to your site during the current time period. You can view the complete path, including each page visited from beginning to end, for the longest paths.

Mail URL Length

Groups mobile devices based on the maximum supported length, in characters, of an Email URL.

Manufacturer

Groups mobile device hits to your site by mobile device manufacturer. Displays the type of manufacturer, number of views for each manufacturer, and the corresponding percentages.

Marketing Channel Overview

The **Marketing Channel Overview Report** is designed to provide high-level insight on which methods customers get to your site are most effective. Use this report to allocate success metrics and revenue to various channels. You can also see the specific campaigns or keywords within each channel that are most successful. It contains its own unique and intuitive interface, allowing you to view both first and last touch metrics at the same time.

General Properties

- This report is solely dependent upon the Marketing Channel *processing rules*. Changing these rules change how data in this report is calculated.
- The order of processing rules is crucial to how Marketing Channels work. Each hit checks criteria at the top of your processing rules first, then filters down from there.
- This report is made up of two breakdowns: the channels themselves, and their channel details. Clicking the '+' button next to each channel reveals its details.
- Only four metrics can be added to each column. However, you are not limited to the number of columns you can use.
- A small trend line can be seen at the end of the last column. This trend line can cycle between active metrics.
- In addition to various channels collected by standard methods, you can use offline data sources.
- *Classifications* can be used, allowing you to rename and consolidate line items.
- The following metrics can be used in this report (depending on organization and report suite settings):

- **Click-throughs**: the number of times the *s.campaign* variable is defined.
- *New Engagements*: the number of visitors who have received a new First Touch Channel.
- All standard eCommerce metrics: Revenue, Orders, Units, Carts, Cart Views, Checkouts, Cart Additions, Cart Removals.
- All custom events: Events 1-80, and Events 81-100 if on H22 code or higher.
- **Visits** and **Visitors**: requires Commerce Visits and Visitors, which is dependent on organization and report suite. Contact your Account Manager for additional details.
- **Budget** and **Cost**: metrics specific to Marketing Channels. See *Costs and Budgets*.

Product-Specific Properties

Version 14 and 15

This report can be accessed by going to **Marketing Channels** > **Channel Overview Report** (provided the menu is not customized).

Segmentation is not available in this report. Use the **First- or Last-Touch Channel** or **First- or Last-Touch Details** reports instead.

Ad Hoc Analysis

Though the **Marketing Channel Overview Report** is not available, Marketing Channel reports can be accessed with metrics using different allocation. This allows you to effectively recreate a very similar report.

This report can leverage multiple advanced segments.

Marketing Channel Detail - First and Last Touch

These reports provide insight on the specific campaigns or keywords are most effective on your site. You can use this report to allocate success metrics and revenue to various channel details, without regard to the overall channel they are in. For example, you can see how a certain Paid Search Keyword is comparing against a certain email campaign. As opposed to the **Marketing Channel Overview Report**, this report resembles a standard marketing report.

Report Properties

- This report runs on rules defined in marketing channels. See *Channels and Rules*.

  Specifically, the report uses the **Set the channel's value to** part of each rule. Changing these rules or the how the channel's value is set changes how data in this report is calculated. See the Marketing Channel processing rules *FAQ*for more information.
- Differences between *First* and *Last Touch* can be located in *About Marketing Channel Reports*.
- The order of processing rules is crucial to how Marketing Channels work. Each hit checks criteria at the top of your processing rules first, then filters down from there.
- This report can be viewed in trended and ranked formats.
- This report can use a search filter to locate specific line items.
- In addition to various channels collected by standard methods, *offline data sources* can be used.
- You can use *Classifications* in this report, allowing you to rename and consolidate line items. Details specific to Marketing Channels can be found *here*.
- This report can be broken down by all other Marketing Channel reports.
- You can enable additional breakdowns for this report using custom subrelations. For additional information, please have one of your organization's supported users contact Customer Care to request specific variables be enabled.
- The following metrics can be used in this report (depending on organization and report suite settings):
- • Click-throughs: the number of times the *s.campaign* variable is defined.

- New Engagements: the number of visitors who have received a new First Touch Channel.
- All standard eCommerce metrics: Revenue, Orders, Units, Carts, Cart Views, Checkouts, Cart Additions, Cart Removals.
- All custom events: Events 1-80, and Events 81-100 if on H22 code or higher.
- Visits and Visitors: availability is dependent on organization and report suite. Contact your Account Manager for additional details.

See *Metrics* in **Marketing Channel** Help.

Note: ***Marketing Channel*** *reporting is not available in version 13.5.*

Mobile

Displays information about web sites access from a mobile device. Mobile reports improve visitor identification by collecting data about mobile devices used to view your site. Mobile reports can identify a device's manufacturer and capabilities, such as screen sizes, video, audio, and cookie support, and other metrics. Mobile reports are available for all report suites.

Note: *The Mobile Reports display mobile web traffic only. Mobile app data collected using the native iOS, Android, and other SDKs appear in the Mobile App Reports, and are displayed only when enabled in Admin Tools.*

The following mobile reports are available:

Report	Description
Devices	Displays the number of visitors that accessed your site using mobile devices, such as devices running the iOS or Android. This report can help you understand the impact of mobile initiatives so you can plan accordingly. You can use this report to: • Develop strategies that address mobile users • Identify your audience's preferences • Track the emergence of wireless and mobile users
Manufacturer	Groups mobile device hits to your site by mobile device manufacturer. The report displays the type of manufacturer, number of views for each manufacturer, and the corresponding percentages.
Screen Size	Groups mobile device hits to your site by the screen size of the device. The report shows each screen size, the number of visitors to your site that used each screen size, and each screen size as a percentage of the total views. The Screen Size report shows both the height and width of the screen size as compared to the Screen Height report and Screen Width report. The mobile screen size report is currently static per device. Regardless of screen orientation, each device has a fixed screen resolution in the report. You can see this by breaking down Screen Size by Mobile Device.

Report	Description
	 
Screen Height	Displays the screen height for various mobile devices and the number of views for each screen height. You can also view the **Screen Size** report to see both the screen height and width.
Screen Width	Displays the screen width for various mobile devices and the number of views for each screen width. You can also view the **Screen Size** report to see both the screen height and width.
Cookie Support	Groups mobile device hits by whether they support cookies or not. Visitors are divided into groups the support cookies and groups that do not. The type of mobile device is identified in the user agent string. Adobe maintains a list of mobile devices that are known to support cookies. If the mobile device listed in the user agent string is also listed in Adobe's list of mobile devices, then the *Supported* line item in the **Cookie Support** report is incremented. Otherwise, the *Not Supported* line item in the report is incremented.
Image Support	Groups mobile devices based on the types of images they support. For example, if a visitor's phone that supports `.jpeg` images, accesses a site, the **Image Support** report is incremented by at least one. If the phone supports more than one image format, then a visit to a site might result in multiple increments for that visit. In other words, if your phone supports `.jpeg`, `.png`, and `.gif` formats, then each of those groups in the report is incremented. As such, the sum of the groups might be greater than the total shown at the bottom of the report.
Color Depth	Groups mobile device hits by the number of colors supported. The report shows the total number of visitors to your site who used a mobile device, and breaks them into groups based on the number of colors configured in their mobile devices. For example, if your visitor's mobile phone supports 24 colors, then the report increments the line item corresponding to 24 colors.

Report	Description
Audio Support	Groups mobile devices based on the types of audio formats they support. For example, if a visitor's phone supports the `.mp3` format, the Audio Support report increments by at least one. If the phone supports more than one image format, a visit to a site might result in increments for each supported audio type. In other words, if a phone supports `.mp3`, `.aac`, and `.amr` formats, then each of those groups in the report is incremented. As such, the sum of the groups might be greater than the total shown at the bottom of the report.
Video Support	Groups mobile devices based on the types of video formats they support. For example, if a visitor's mobile device supports `.mp4`, the Video Support report increments by at least one when it accesses your site. If the phone supports multiple image formats (such as `.mp4` and `.wmv`), each of those groups in the report is incremented. Because of this, the sum of the groups might be greater than the total shown at the bottom of the report.
DRM	Groups mobile devices based on the type of Digital Rights Management (DRM) they support. DRM groups include *Forward Lock*, *Combined Delivery*, *Separate Delivery*, and *Unknown.*
Net Protocols	Groups mobile devices based on the network protocols (GPRS, CSD, EDGE, HSCSD, and so on) that they support. The report also includes an Unknown group for unidentified network protocols. When a visitor uses a mobile device to access your site, the Net Protocols report increments by at least one. If the phone supports multiple network protocols then each of those groups in the report increments. Because of this, the sum of the groups might be greater than the total shown at the bottom of the report.
Operating System (deprecated)	Groups mobile devices based on the mobile operating system running on the device. Mobile operating systems include Windows, RIM, iOS, Symbian, and so forth. The report also includes an Unknown group for unidentified mobile operating systems. ***Note:*** *This report was deprecated when the Technology > Operating Systems report was updated to include all operating systems, including mobile. You can create a segment where "mobile device" exists and apply it to the Technology > Operating Systems report to view only mobile operating systems.*
Java Version	Groups mobile devices based on the Java version that they support. The Java Version report identifies the Java version by the Java Specification Request (JSR) supported by the device. The report also includes an Unknown group for unidentified mobile operating systems. You can find out more about a given JSR at the *Java Community Process* website.
Bookmark URL Length	Groups mobile devices based on the maximum supported length, in characters, of a bookmark URL.

Report	Description
Mail URL Length	Groups mobile devices based on the maximum supported length, in characters, of an Email URL.
Browser URL Length	Groups mobile devices based on the maximum supported length, in characters, of a Web browser URL.
Device Number Transit (ON/OFF)	Groups mobile devices based on whether Device Number Transmit is supported. The report also includes an Unknown group for those devices where Device Number Transmit support cannot be determined.
PTT	Groups mobile devices based on whether the device supports Push To Talk (PTT). The report also includes an *Unknown* group for those devices where PTT support cannot be determined.
Decoration Mail Support	Groups mobile devices based on whether the device supports DecoMail, which allows a user to decorate their mail with graphics and animations. The report also includes an *Unknown* group for those devices where Decoration Mail support cannot be determined.
Information Services	Groups mobile devices based on the news services (Channel I/B, EZ News Flash, W+INFO, and so on.) that they support. When a visitor uses a mobile device with news service support to access your site, the **Information Services** report increments by at least one. If the phone supports multiple news services, each of those groups in the report increments. Because of this, the sum of the groups might be greater than the total shown at the bottom of the report.

Mobile Carrier

Shows the wireless service provider (Verizon, AT&T, Sprint, and so on) used by site and app visitors. View this report at Visitor Profile > Technology.

Monitor Color Depth

Displays data about color-depth that visitors to your web site have their computers set to. Color Depth refers to the number of colors that can be displayed on the screen.

Most Popular Pages

Displays all of the pages of your web site that are being tracked, and tells you which pages are being visited the most.

Most Popular Servers

Displays all of the servers of your web site that are being tracked, and tells you which servers are being accessed the most.

Most Popular Site Sections

Displays all the site sections of your web site that are being tracked, and tells you which site sections are being visited the most.

Net Protocols

Groups mobile devices based on the network protocols (GPRS, CSD, EDGE, HSCSD, and so on) that they support. The report also includes an Unknown group for unidentified network protocols.

When a visitor uses a mobile device to access your site, the Net Protocols report increments by at least one. If the phone supports multiple network protocols then each of those groups in the report increments. Because of this, the sum of the groups might be greater than the total shown at the bottom of the report.

Next Page

Provides detailed site path analysis by showing you the pages that visitors viewed after seeing a selected page on your site. For example, when selecting and reporting on your entire site, the report shows the top ten landing pages, with the five most popular next pages listed under each landing page. This data can help you understand which content and features most often compel your visitors to move through your site.

Next Page Flow

Displays path views, or the number of times and percentages that a page was viewed within the constraints of the paths. For example, a Privacy Policy page might have 10,000 total page views, but only 500 of those page views occurred immediately before a Home Page. In this case, you would see 500 path views. You can view the report at the visit or visitor level. Percentages for each page are displayed beside the name of the page. The width of a line connected to a page depicts the relative percentage of visits.

By default, this report displays the top 10 pages that users went to following the page you select. You can click on any underlined page to further expand the graph. There is no limit to the number of pages you can have on the graph, and you can hover over a page to see visit and revenue data for the page.

Use this report to:

- Understand what steps are taken most frequently after viewing a selected page.
- Optimize your site path design to funnel your traffic to a desired goal page.
- Identify where visitors are going instead of your desired goal pages.

Product Specific Information

Product	Description
Reports & Analytics	Click **Graphical** to see two levels of the most popular pages that your visitors view after the selected page. The report also highlights when visitors exit your site. Click **Tabular** to see the next pages in a list similar to the *Next Page Report*. However, it also allows lets you drill into each *Next Page* to view the next pages in each two-page flow. Reports & Analytics uses path views.
Ad Hoc Analysis	Click on any underlined page to further expand the graph. There is no limit to the number of pages you can have on the graph, and you can hover over a page to see visit and revenue data for the page. Ad Hoc Analysis uses page views (or whatever other metric you use).

Next Section Flow

Next Section Flow is similar to the Next Page Flow. It displays data for Site Sections (groups of related web pages). If a page is contained in more than one site section, it displays data for all site sections.

For example, an online retailer might have site sections for its products and site sections for product brands. In this case, a product web page can fall under multiple sight sections. Though a product page has only been viewed once, Next Section Flow shows a page view for each sight section associated with the page.

Next Server Flow

Displays the navigation data between servers on your site. When you select a server name from your site, Next Server Flow shows you the number of visitors who navigated from that server to each of the other servers on your site within a single visit or across visits.

For example, if you have specific data on different servers or have mirrored data on separate servers, it shows you the path between servers that the users hit. This is also true of domains within your website. For example, you can see how many users went from a `www.mysite.com` to `info.mysite.com` or `sales.mysite.com`.

Operating Systems

Groups web traffic by the operating system used by the client.

Mobile and desktop operating systems appear on this report. For example:

Windows 7
OS X 10.8

OS X 10.7
Mobile iOS 7.0.4
Windows 8
Linux
Windows Vista
Windows Server 2003 and XP x64 Edition
Android 4.0.4
Mobile iOS 7.0.3

Dynamic Device Data

This report uses dynamic device data that is continually being updated as new devices are released and identified. For example, a new tablet that is released during the current month might be misidentified since it doesn't yet exist in the device database. When the device database is updated with the new device, any changes as a result are applied to all reporting dates. Therefore, you might see slight variations on this report for historical dates over time. As a general rule, the most current report will have the most accurate data for any reporting period.

Changes

Date	Change
April 17, 2014	Macintosh was separated into specific OS versions on this report. These OSs now report as [major version].[minor version].[update], for example: 10.9.2. **Before April 17** • All Apple Macintosh computers are reported as Macintosh. **After April 17** • OS X 10 = version 0S X 10.0 -10.7 • OS X 10.8 • OS X 10.9 • Macintosh no longer appears in reports after April 17
November 18, 2013	Mobile operating systems were added to the Operating Systems Report. Before this date, mobile operating systems were reported as "Not Specified". After this date, "Not Specified" was replaced with specific versions of mobile operating systems.

Operating System Types

Rolls up the specific versions from the Operating Systems report in the Operating Systems Report into major operating system types for simplified reporting and segmentation.

For example:

Microsoft Windows
Apple Macintosh
Apple iOS

Google Android
GNU/Linux

Dynamic Device Data

This report uses dynamic device data that is continually being updated as new devices are released and identified. For example, a new tablet that is released during the current month might be misidentified since it doesn't yet exist in the device database. When the device database is updated with the new device, any changes as a result are applied to all reporting dates. Therefore, you might see slight variations on this report for historical dates over time. As a general rule, the most current report will have the most accurate data for any reporting period.

Orders

Displays the number of orders made on your web site during the selected time period. You can break down individual time periods by other metrics to show the items (such as products or campaigns) that contributed to the most orders during that time frame.

Original Referring Domains

Displays the original referrers that produced the customers on your site. Because customers can visit your site multiple times and have a different referrer for each visit, Original Referring Domains shows how they were referred the first time they arrived at your site. This dimension references referrers only by their base domain (`aol.com`, `yahoo.com`, and so on).

You can view the number of visitors generated by an original referrer or discover how much revenue each original referrer was responsible for producing. Referrer reports can be populated each time a visitor comes to your site, even if the visitor comes to the site multiple times during a session (before the visit expires.)

Over Time

Used in the Purchases, Shopping Cart and Custom Events reporting sections. Similar to Page Views, each they display data for one Success Metric over a specific time period, such as a day, week, month, etc.

Social Owned Property

Displays detailed metric breakdowns for social properties and the posts on those properties.

These reports include:

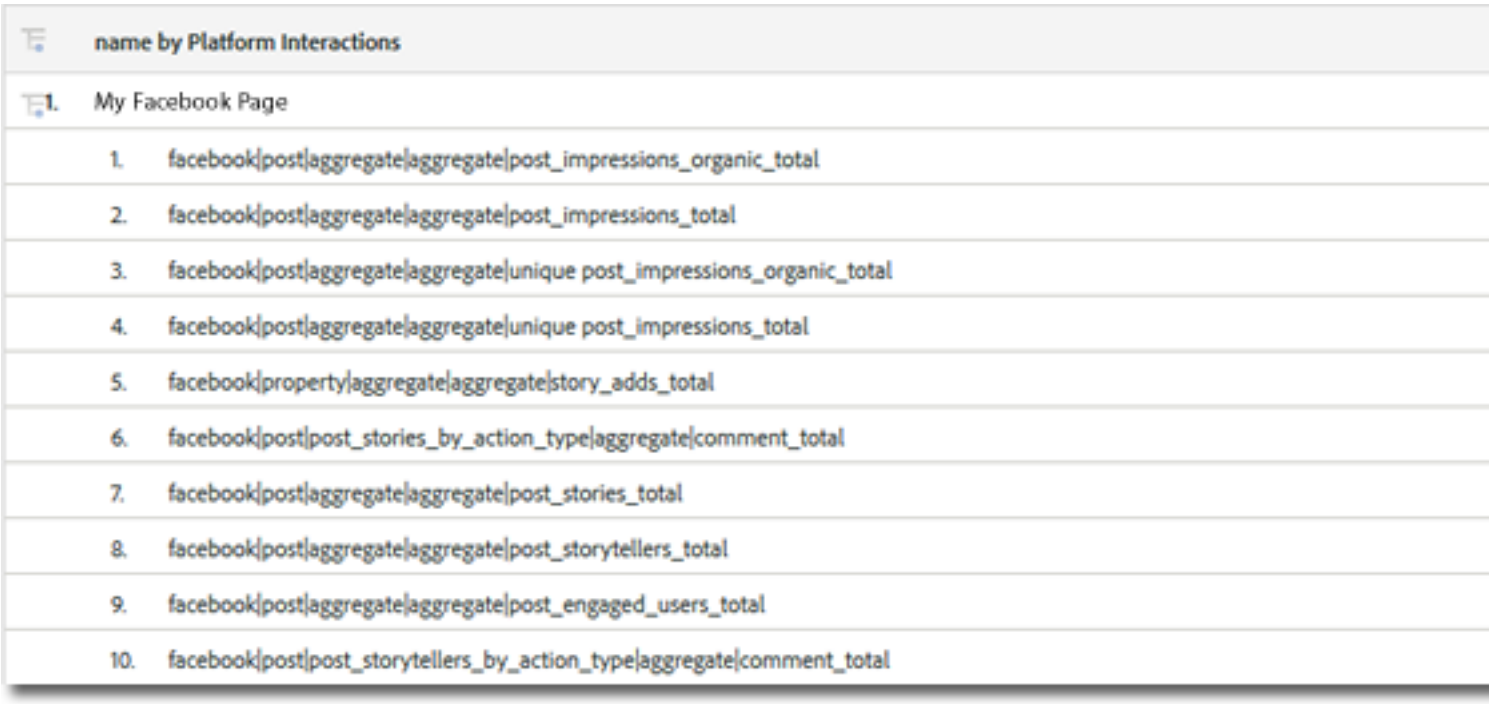
- **Social > Owned Social Account and App Ids Report**
- **Social > Platform Interactions Report**

Using these reports, you can view a large number of metric breakdowns that are provided by the social platform, such as:

- Number of people in Denmark who like your page
- Number of comments on a specific post from 31-year-old males

Due to the large number of breakdowns available for the metrics provided by each social platform, metrics on these reports are combined into a single line item along with the specific breakdown. To use these reports, it is critical that you understand the data in *Platform Interactions*.

For example, interactions for a Facebook page might appear similar to the following:



Platform Interactions

Metrics for platform interactions are displayed along with any applied breakdowns in the following format:

```
platform | property vs post | insight type | insight value | metric
```

Field	Description
platform	Social platform that provided the metric.
property_vs_post	Scope of the metric, either "property" or "post". Indicates if the metric applies to properties (such as a Facebook page or Twitter account), or to posts on those properties.
insight_type	Insight type used to breakdown the metric. See *Insight Breakdowns*.
insight_value	Insight value used as a filter for the metric breakdown. See *Insight Breakdowns*.
metric	The metric that is represented by **Owned Social Interactions** on the report.

Insight Breakdowns

Each metric is displayed with one of the following breakdown levels pre-applied:

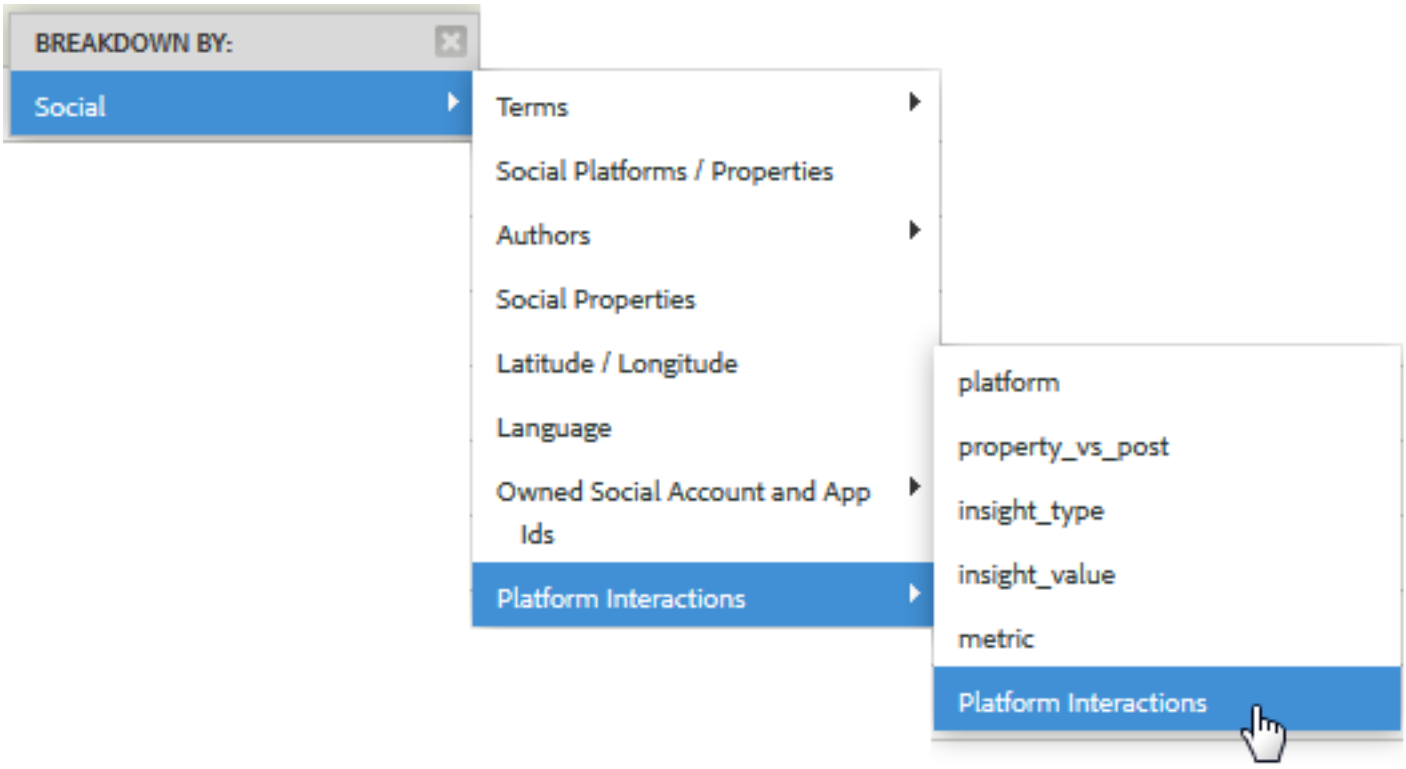
insight type | insight value	Description
`aggregate|aggregate`	Metric total with no breakdown. For example: `facebook|property|aggregate|aggregate|net likes` Shows total likes.

insight type | insight value	Description
`insight|aggregate`	Metric total for a specific insight. For example: `facebook|post|post_storytellers_by_action_type|aggregate|like_total` Shows total likes by all storytellers (Facebook defines storytellers as people who share stories about your page, such as liking, commenting, or posting to your page's wall.)
`insight|value`	Metric total for a specific insight filtered by a specific insight value. For example: `facebook|post|gender|m|net_comments` Shows total comments from males.

Platform Interactions represent aggregated totals for posts or pages from all owned properties on the specified platform. These metrics are most useful when used to breakdown another report, as described in *Report Descriptions*.

Report Descriptions

Owned property metrics are typically viewed by breaking down a line item on the **Owned Social Account and App Ids > Name Report** by the **Platform Interactions Report**:



This breakdown lets you view interactions for a specific page.

Property and Post Reports

Report	Description
id	All unique property or post identifiers across all owned properties.
Property vs app	All ids and names across all owned properties.
name	All property and post names across all owned properties.
Owned Social account and app Ids	Unclassified value that displays **id | property vs app | name** as a single line item.

Social Interactions Reports

Report	Description
platform	All social networks where you have owned properties. Breaking down platform by Owned Social Account and App Ids > name shows you all properties owned on a social platform.
Property vs post	Total number of properties (such as a Facebook pages or Twitter accounts), and posts (such as tweets) across all owned properties.
Insight type	All Insight types across all owned properties.
Insight value	All insight values across all owned properties.
Metric	All metrics reported across all owned properties.
Platform Interactions	Unclassified value that displays **platform | property vs post | insight type | insight value | metric** as a single line item.

Notes

- To view additional breakdowns beyond the single level provided by marketing reports & analytics, create a segment to filter for a specific property name or post ID, or use report builder or ad hoc analytics to apply additional breakdowns.
- **Owned Social Interactions** is the only metric with data for the **Owned Social Account and App Ids Report** and the **Platform Interactions Report**. The data represented by this metric varies based on the line item in the report.
- **Owned Social Account and App Ids Report** and the **Platform Interactions Report** can be broken down only by each other. You cannot break down these reports using any other reports.

Page Depth

Determines the average number of clicks it takes users to get to a certain page in the website.

Page Summary

Collects and organizes page-specific information about a single page and presents it in a single report. Can be used to understand how visitors are getting to a certain page, and whether they proceed further through your site or exit.

In addition to Entry and Exit Points, additional details are aggregated from other reports for the selected page:

- Total Page Views during this reporting period: Found in the Pages report.
- Percentage of all page views: Found in the Pages report as the percentage to the right of the line item.
- Visits where this was an Entry page: Found in the Entry Pages report for the page in question.
- Visits where this was an Exit page: Found in the Exit Pages report for the page in question.
- Average number of Clicks to Page: Found in the Clicks to Page report. It is calculated by dividing the total number of clicks to the page by visits.
- Time Spent on Page for this page: Found in the Pages report using the Time Spent metric.
- Number of Reloads: Found in the Reloads report.
- Pages (revenue) Found in the Pages report using Revenue as a metric.

Page Value

Displays how much certain pages participated in generating revenue. For events, the **Page Value Report** uses allocation metrics.

Page Views

A trended report that displays the number of times your website pages were viewed for the selected time period (hour, day, week, month, quarter, or year). This report allows you to track page views for each page on your site, as well as an aggregate of page views for your entire site.

A *page view* is a request for a full page document rather than an element of a page, such as an image or video. For example, if a single visitor views 15 pages during a visit, 15 page views are counted. If a visitor views the same page three times during a visit, three page views are counted.

Report Properties

- This report references the number of times the *s.t()* function has been called on your site.
- Custom *link tracking* calls (such as custom links, file downloads, and exit links) use the `s.tl()` function and are not counted in this report.
- Because image requests are sent when the user refreshes the page or clicks the back button, this report also includes these actions.
- Hourly breakdowns are based on the report suite's time zone.
- This report does not contain line items. As such, the report can be viewed only in trended format.
- Granularity of hour, day, week, month, quarter, and year can be applied. That granularity is available depending on the reporting date range.

Product-Specific Information

Reports & Analytics	**Site Content** > **Page Views** This report can use segments.
Ad hoc analysis	• Breaks down each item in this report by all other reports and variables, allowing you to see breakdowns by any granularity. • You can use all conversion and traffic metrics in this report, as well as different allocation for all conversion metrics. • This report can use multiple highly advanced segments.

Pages

Ranks the pages on your site based on the pages that receive the most traffic. If your business question deals with quantitative data for pages, you can use this report to answer that question, by adding the right metrics.

Allocation, Expiration, and Special Values

Note that in Reports & Analytics, metrics on the Pages Report use linear allocation. For example, revenue is split between all pages viewed before a purchase event. This can cause confusion for some metrics that you might expect to occur only on one page, such as a shopping cart addition.

	Reports & Analytics	**Ad Hoc Analysis**	**Data Warehouse**	**Analysis Workspace**
Metric Allocation	Linear	Allocation is specific to each dimension. The default is Last Touch allocation, but the 'pagename' dimension is an exception. If you apply a custom event to 'pagename', it will be Exact Hit allocation.	Values set on the same page view	Values set on the same page view
Values Expire After	Page view	Page view	Page view	Page view
Value Limits	First 500k unique per month + new values with traffic	First 500k unique per month + new values with traffic	None	First 500k unique per month + new values with traffic
Special values	(low-traffic) represents values past the first 500k that haven't received enough traffic to be reported.	(low-traffic) represents values past the first 500k that haven't received enough traffic to be reported.	none	(low-traffic) represents values past the first 500k that haven't received enough traffic to be reported.

In Reports & Analytics, if you apply any custom event as metric in a Pages report, linear allocation applies.

This means that even if the event was sent with an s.tl() call, it will get the linear allocation of any previous s.t() call. Example:

Page Name	**Page_event**	**Events**
Page1	**s.t()**	
Page1	s.tl()	Event1
Page1	s.tl()	Event1
Page1	s.tl()	Event1

Page Name	Page_event	Events
Page2	**s.t()**	
Page2	**s.t()**	
Page2	s.tl()	Event1

For this scenario, we will obtain the following allocation in the Pages report:

Pages	Pageviews	Event 1
Page 1	1	1+1+1+1/3 = 3.33
Page 2	2	2/3 = 0.67

Even if the event is sent on an s.tl call, the page viewed prior to the event that was sent (s.t() call) will get partial credit.

Notes

• If no page name exists, the URL is used.
• If you have a hit with no page name, page URL, or event list (no commerce event), the hit is excluded.
• Breakdowns on pages show all pages that had a value persisted.

Pages Not Found

Helps you identify pages that contain broken links and to measure traffic to pages that do not exist. These pages are commonly referred to as 404 Pages. You can use this report to see where visitors are accessing these broken pages, as well as how often.

Properties

• This report references data directly from the *pageType* variable implemented on your website.
• This report can be viewed in both trended and ranked formats.
• Clicking the magnifying glass icon shows you the top referrers to that specific page.

Paid Search Engines

Displays which search engines visitors use for paid searches.

Paid Search Keywords

Displays a breakdown of each paid search keyword that is used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click the magnifying glass next to a search keyword to see the search results for your site.

PathFinder

The goal of the PathFinder report is to help you further dissect your full paths into fragments, yielding the precise patterns that are instrumental to optimizing your site.

The power of this report is in the Filter wizard that allows you to specify selection criteria that will be used to generate the report. Using the Filter capability, you can analyze the path fragments, querying for ones that begin with a certain page, end with a certain page, or even ones that begin with one page and end with another.

Path Length

Displays, by percentage and by total count, the depth of each visit to your site. In other words, the report indicates how many pages the average visitor to your site views before leaving.

Custom links (s.tl calls) do not add to the path length for pages. However, they do count in path length for props (traffic variables.)

Multiple instances of the same value (reloads) do not increase path length. Examples:

Page A > **Page B** > **Custom link** > **Page B** = Path length of 2. (Notice that the custom link and the reload of page B do not count toward the path length.)

Prop A > **Custom Link pass Prop B** > **Prop C** = Path length of 3. (Notice that the custom link for Prop B does count toward the path length.)

Pathing

A group of reports based on path analysis. Technically, *pathing* means to move from one page name to another (from one value to another).

Use *Analysis Workspace Flow* for more flexible pathing options.

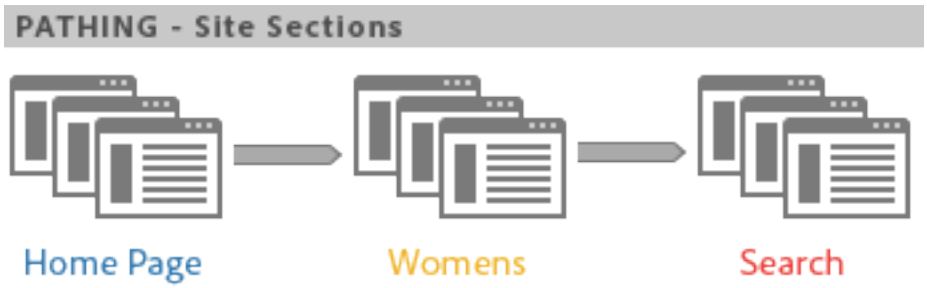
Note: *To enable pathing, go to* ***Admin > Report Suites > Edit Settings > Traffic > Traffic Variables****. To enable pathing on the Site Section and Server reports, contact Customer Care.*

If you need to know the order in which values are collected, then you need to enable pathing for the variable collecting those values. Pathing is enabled by default for pages. Pathing is not enabled for any props by default, because it is only appropriate in certain cases. Contact Customer Care to enable pathing on a prop.

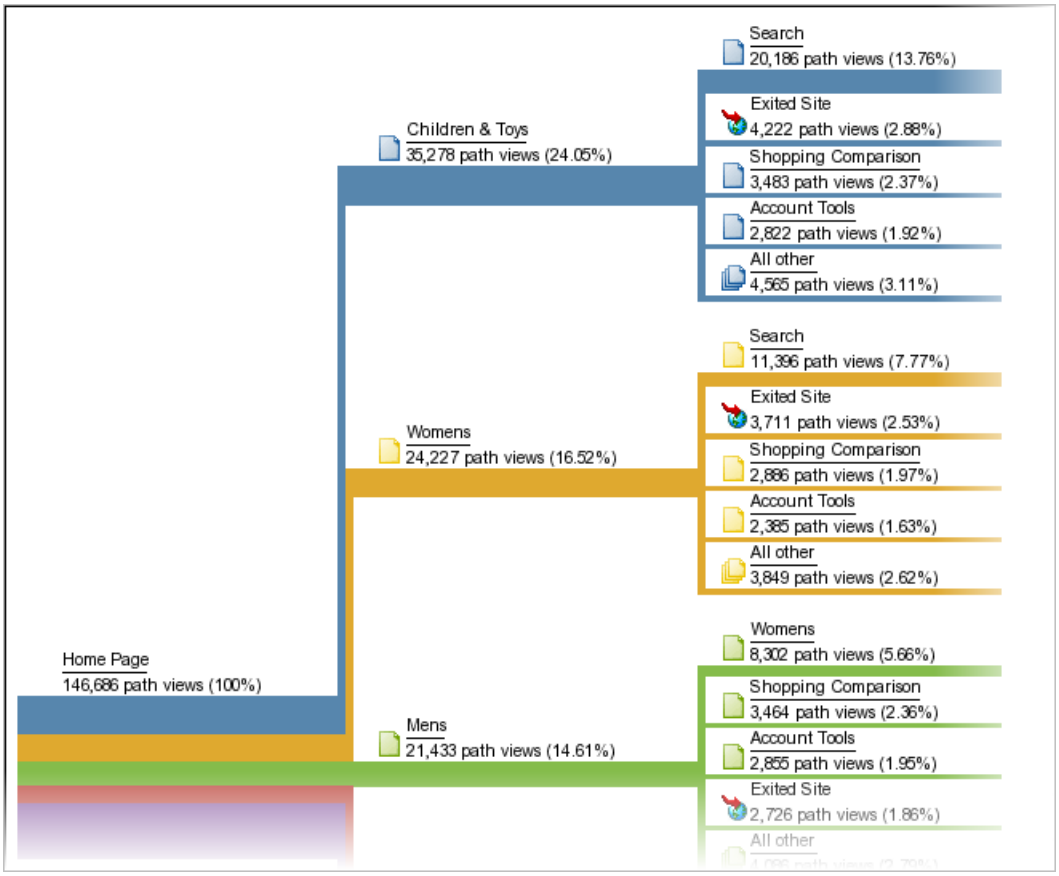
Note: *In Ad Hoc Analysis, when you enable classifications on a prop, pathing metrics become available for all the classifications set up for the enabled prop.*

Example - Pathing on Site Sections

Enabling pathing for the *s.channel* variable allows you to track how site visitors move between Site Sections (as the value changes).



Pathing is then available in various paths reports, such as **Next Site Section Flow**, which displays how visitors move through page groups, or sections of your site.



Example - Pathing on Searches

This same concept of going from one value to another value applies to other traffic variables as well, including *s.props*. For example, if you enable pathing for your Internal Search Term *s.prop*, you could see the path visitors take through search terms.

Example - Pathing per Login Status

You might want to know how people path through your site based on a visitor's log-in status. To see this information you would not look at the pathing reports for login status, because they would show you how visitors changed values in that report, or how visitors might have changed from logged-in to logged-out. Instead, concatenate the segment value with the *s.pageName* variable, and then path that resultant variable. Here is sample code for page pathing per member status:

```
s.pageName=“Home Page”;
s.prop18=“Gold”; // Member Status
s.prop19=s.prop18 + “:” + s.pageName;
```

Then, enable pathing for *s.prop19* to see how members path through pages.

Note: *If you perform ad hoc analysis, you can segment page paths without the need to concatenate segment values, and apply any segment to pathing reports.*

Paths

Displays information about the order in which pages of your website are accessed. You can gather information about where a visitor goes before and after any page visited on your site.

Paths reports include standard in-depth and optional advanced analysis reports that reveal the click-stream of pages viewed. You can uncover full paths, longest paths, and most popular paths; explain page flow, fallout, and dropout graphically; show new and changing patterns over time; and analyze entry and exit paths.

Next Page Flow or **Next Site Flow**: Displays a two-level-deep branching graphic of a selected page (or section, department, and so on), that your visitors view after moving away from the selected page. Use this report to analyze and identify the steps your visitors take most often after viewing a selected page. You can:

- Understand what steps are taken most frequently after viewing a selected page.
- Optimize your site path design to funnel your traffic to a desired goal page.
- Identify where visitors are going instead of your desired goal pages.

Next Page (or next categories): Provides detailed site path analysis by showing you the pages on your site that visitors viewed after seeing a selected page. For example, when selecting and reporting on your entire site, the report shows you the top ten landing pages, with the five most popular next pages listed below each landing page. This data can help you understand which content, features, and other data, most often compel your visitors to move through your site

Previous Page Flow (or other previous categories flow): Displays two levels of the most popular pages that your visitors view before the selected page. The report also highlights when visitors enter your site.

Previous Page (or other previous categories): Provides detailed site path analysis by showing you the pages on your site that visitors viewed before seeing a selected page on your site.

Fallout: Displays the visit attrition and conversion rates between each checkpoint you define. Steps are arranged top-to- bottom, with raw numbers and percentages shown on the left, and conversion and fall-out percentages on the right.

See *Fallout*.

PathFinder: Lets you further dissect your full paths into fragments, yielding the precise patterns that are instrumental to optimizing your site. The Pathfinder wizard lets you specify selection criteria that is used to generate the report, so that you can analyze the path fragments and query for ones that begin with a certain page, end with a certain page, or even ones that begin with one page and end with another.

Path Length: Shows how deep visitors browse into your site (both by percentage and by total count). In other words, the report indicates how many pages the average visitor to your site views before leaving.

Page Analysis: Contains a subset of reports that let you analyze the following:

- **Page Summary / Site Category Summary**: Tells you everything you need to know about the page report. It collects and organizes page-specific information about a single page and presents it in a single report.
- **Reloads**: Shows the number of times individual pages were reloaded by visitors.
- **Time Spent on Page / Site Category**: Displays the length of time that visitors browse individual pages in your site. The time spent is divided into ten categories: less than 15 seconds, 15-30 seconds, 30-60 seconds, 1-3 minutes, 3-5 minutes, 5-10 minutes, 10-15 minutes, 15-20 minutes, 20-30 minutes and greater than 30 minutes.
- **Clicks to Page**: Identifies the number of clicks visitors used to access each page in your site. Depth for a page is measured by counting the number of pages viewed before it.

Entries & Exits: The Entry Page report shows you, by percentage and by total visits, which pages on your site are the first ones seen by new visitors. You can view:

- **Entry Pages** (or sections): Displays, by percentage and by total visits, which pages on your site are the first pages seen by a new visitor. You can use this report to identify which of your web pages are the most frequent points of entry, optimize the primary entry points on your site, and drive entry traffic to your key messages.
- **Original Entry Pages**: Shows the first page viewed for first-time visitors to your site. Each user is counted only once unless they delete their cookies or are not being tracked with cookies.
- **Single Page Visits**: Shows pages that are most often both the entry and exit pages for visitor browsing sessions.
- **Exit Pages**: Displays, by percentage and by total visits, the pages on your site that were the last pages visitors viewed before leaving your site.

Previous Page

A path report that provides detailed site path analysis by showing you the pages on your site that visitors viewed prior to seeing a selected page on your site.

For example, you may want to know from where the people that viewed Home Page came. In the table, you can do a search for *Home Page* or scroll until you find it listed in bold. The pages that were viewed before *Home Page* are listed underneath.

Product	Description
Reports & Analytics	**Paths** > **Pages** > **Previous Page** Shows where visitors to each page come from. For example if you have a Features page, this report shows the top five pages your visitors came from to get to your Features page. This report: • Identifies the route a visitor takes when entering a page on your site. • Lets you determine which pages feed visitors to important pages on your site. • Lets you analyze a sign-up page, for example, to understand which of your site pages is most effectively driving your visitors to subscribe to your services.
Ad Hoc Analysis	A Flow report. You can specify the direction in the interface, and run the report at across visits or at the visit level.

Previous Page Flow

The Previous Page Flow report shows multiple levels of the most popular pages that your visitors view before the selected page. The report also highlights pages from which visitors enter your site.

Previous Section Flow

The Previous Section Flow report is similar to the Previous Page Flow report. It displays data for Site Sections (groups of related web pages). If a page is contained in more than one site section, then the report displays data for all site sections.

For example, an online retailer might have site sections for its products and site sections for product brands. In this case, a product web page can fall under multiple sight sections. Though a product page has only been viewed once, the Previous Section Flow report shows a page view for each sight section associated with the page.

Previous Server Flow

This report shows you navigation data between servers on your site. When you select a server name from your site, the report shows you the number of visitors who navigated to that server from each of the other servers on your site within a single visit or across visits.

For example, if you have specific data on different servers or have mirrored data on separate servers, the report shows you the path between servers that the users hit. This is also true of domains within your website. For example, you can see how many users went from a `www.mysite.com` to `info.mysite.com` or `sales.mysite.com`.

Products

Identifies how individual products and groups of products (categories) contribute to your various conversion metrics, such as Revenue or Checkouts.

Report	Description
Products Conversion Funnel	Shows averages for the Product Views, Cart Additions, Orders, Units, and Revenue metrics. It also shows key conversions between important data in each reporting group and standard conversion metrics (Orders, Units, and Revenue). The top (overview) of the funnel provides a visual summary of conversion data. The funnel section shows statistics for all events in the overview section based on Orders and up to two other metrics, such as Revenue and Units. To add metrics and custom events from other reporting groups, click a **Selected Events** link in the report header. Because the current time periods are not yet completed when you view data, this report can indicate a downward trend from the previous to the current time period. For example, there can be fewer visits today than yesterday, but only because the rest of the time period's statistics have yet to occur.

Report	Description
Products	Identifies how individual products and groups of products (categories) contribute to your various conversion metrics, such as Revenue or Checkouts.
Cross Sell	A Cross Sell Report that is broken down by Cross Sell shows sales relationships between products. It answers the question, "If visitors purchased Item A, what else did they purchase in the same order?"
Categories	Shows how various product categories affect your site's success metrics.

Products Conversion Funnel

Shows averages for the Product Views, Cart Additions, Orders, Revenue, and Units metrics. It also shows key conversions between important data in each reporting group and standard conversion metrics (Orders, Units, and Revenue). The top (overview) of the funnel provides a visual summary of conversion data. The funnel section shows statistics for all events in the overview section based on Orders and up to two other metrics, such as Revenue and Units.

To add metrics and custom events from other reporting groups, click a **Selected Events** link in the report header.

Because the current time periods are not yet completed when you view data, this report can indicate a downward trend from the previous to the current time period. For example, there can be fewer visits today than yesterday, but only because the rest of the time period's statistics have yet to occur.

Push-To-Talk (PTT)

Groups mobile devices based on whether the device supports Push To Talk (PTT). The report also includes an *Unknown* group for those devices where PTT support cannot be determined.

Purchases

Displays summary data for Revenue, Orders, and Units. You can also view the Purchase Conversion Funnel report.

- **Revenue**: Lets you view gross profits for selected time periods. Examples could include revenue during the month of March, purchases made last week, or revenue for today.
- **Orders**: Shows the number of orders made on your website during the specified time period. Orders can have multiple products in them.
- **Units**: Shows the total units that were ordered for the specified time period.
- **Purchase Conversion Funnel**: Ideal for showing conversion events on your site if they occur in a specific order, such as in a retail setting. A *funnel report* shows you the conversion metrics for each step of the conversion process as well as Orders, Revue, and Units.

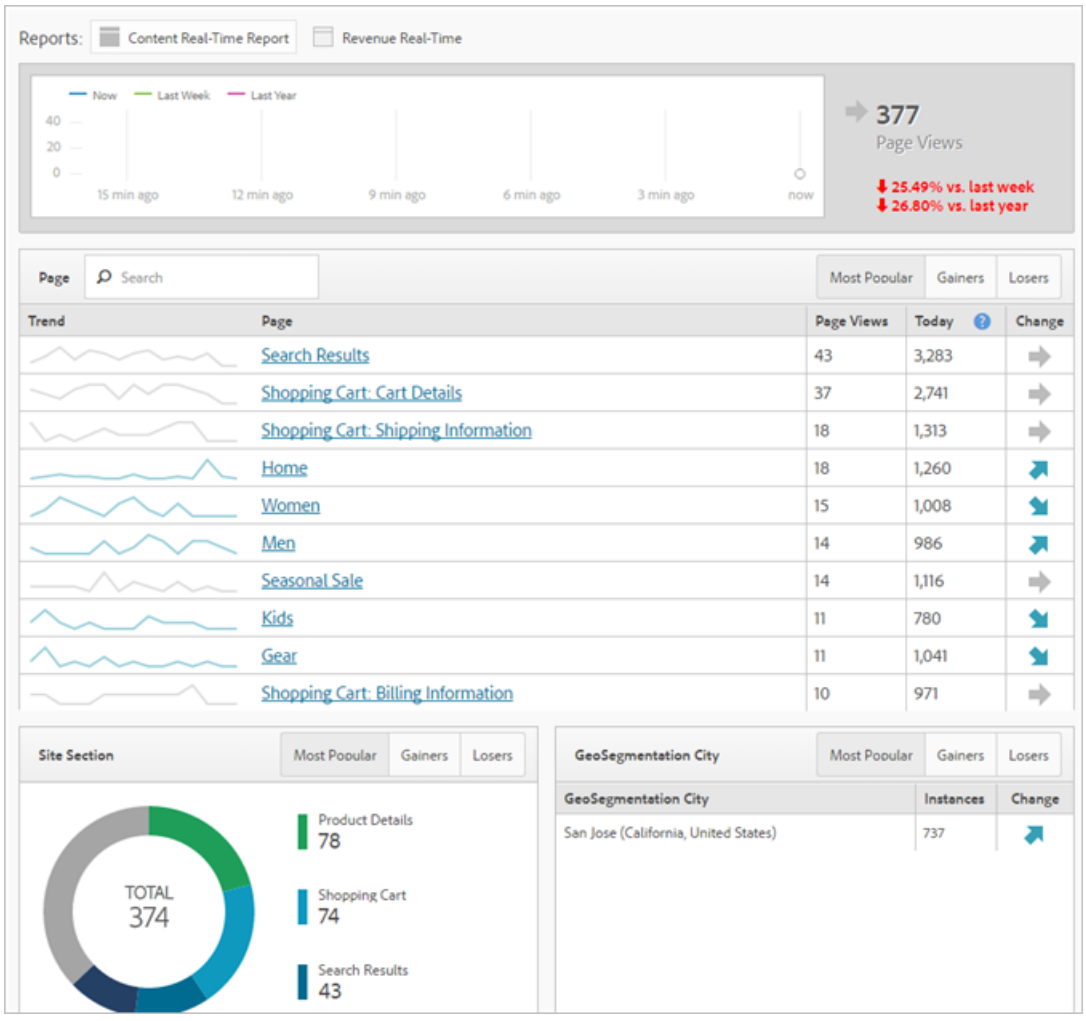
Real-Time

Displays web page traffic and ranks page views in real time. Provides actionable data to base your business decisions on.

Note: *The Real-Time Report requires no additional implementation or tagging. It leverages your existing implementation of Adobe Analytics. To configure real-time reports, see Real-Time Reports Configuration.*

Site Metrics > **Real-Time**

Real-Time answers the following questions: What is trending on my site, and why? It allows you as a marketer to quickly respond to and actively manage the performance of your marketing content and campaigns. The real-time data reported is less than two minutes latent and auto-updates on a minute-by-minute basis.



The dashboard includes Adobe Analytics high-frequency metrics and site analytics to visually report traffic and page view trending of dynamic news and retail web sites. Real-Time understands trends in your data from minute to minute, within seconds of collection. It collects and streams data into an auto-updating UI, using real-time correlation and tracking of content and some conversion.

Two of the most prevalent usage scenarios include publishers who would like to promote/demote stories as user activity changes, and marketers who would like to track the launch of a new product line.

As an Administrator, you can

- Create up to 3 real-time reports per report suite, using existing dimensions or classifications and metrics. Use the secondary dimensions to correlate with (or break down) the primary one.
- Add 3 dimensions (or classifications) per report (one primary and two secondary), in addition to 1 site-wide metric.
- Use any custom event, shopping cart event, or instance.
- View up to 2 hours of historical real-time data and modify this setting:
  - Last 15 minutes: 1-minute granularity
  - Last 30 minutes: 1-minute granularity
  - Last 1 hour: 2-minute granularity
  - Last 2 hours: 4-minute granularity
- Compare, for example, last week's values to last year's values (as well as to the total of today.)

Keep in mind that eVars (conversion metrics) are not supported, since there is no concept of persistence. While you can select conversion metrics, they only work if they are set on the same page as the dimension(s). For more information, see the warning message captured in *Real-Time Reports Configuration*.

Setting up and viewing Real-Time reports is restricted to Admins or any user in the "All Report Access" and "Advanced Reporting" permission groups . However, Real-Time does respect permissions. If, for example, you do not have rights to see revenue, you won't be able to view a real-time report that includes revenue data.

Data Latency as a Result of A4T Configuration

After the A4T integration is enabled in Adobe Target, you will experience an additional 5-10 minutes of latency in Adobe Analytics. This latency increase allows data from Analytics and Target to be stored on the same hit, allowing you to break down tests by page and site section.

This increase is reflected in all Adobe Analytics services and tools, including the live stream and real-time reporting, and applies in the following scenarios:

- For live stream, real-time reports & API requests, and current data for traffic variables, only hits with a supplemental data ID are delayed.
- For current data on conversion metrics, finalized data, and data feeds, all hits are delayed an additional 5-7 minutes.

Be aware that the latency increase starts after you implement the Experience Cloud ID service, even if you have not fully implemented this integration.

Supported Real-Time Metrics and Dimensions

Lists metrics and dimensions supported by Real-Time reports. Classifications are also supported, if you have defined them.

Supported Metrics

- Revenue
- Orders
- Units
- Carts
- Cart Views
- Checkouts

• Cart Additions
• Cart Removals
• Instances
• Custom events 1-100 (if enabled in the report suite)

Supported Dimensions

• Page
• Search Keyword
• Search Engine
• Referring Domain
• Geosegmentation Country
• Geosegmentation Region
• Geosegmentation City
• Geosegmentation U.S. DMA
• Product
• Server
• Site Section
• Tracking Code
• Custom Link
• File Download
• Exit Link
• Custom Insight variables (props) 1-75 (if enabled in the report suite)

Referrer Type

By tracking and recording the visitors'' referring sites for each visit, you can determine how visitors found out about your site for each visit.

The list below defines the various types of referrers:

Other websites: referrers are recorded when visitors click a link located on a page on another website (not defined as part of your site) and arrive at your website.

Search engines: Search engine referrers are recorded when visitors use a search engine to access your site. The referring value must be considered by Adobe to be a search engine, and cannot be a subdomain that is not considered a search engine (e.g. `mail.yahoo.com` is not a search engine since this domain is used for email).

Social networks: The referring value must be considered by Adobe to be a social network. See *List of social networks*.

Email: A referring domain is considered as an email referring domain when visitors click an emailed message link containing the protocol `imap://` or `mail://` and arrive at your site. For example, anything coming from `http://mail.yahoo.com` is not counted as an email referrer because the protocol is `http://`. Emails from Outlook are reported in the Typed/Bookmarked line, while any referrer with an HTTP protocol where the domain is a known search engine is reported in the Search Engine line.

Typed/Bookmarked: referrers are recorded when visitors type your site's URL directly into their browser, or if they access your site by selecting bookmarks. Mobile devices report a referrer type of *typed/bookmarked* if there is no referrer on the first hit of the visit.

Inside Your Site: These items are URLs that are tagged by the internal URL filters. These items are not counted as *referrer instances* but can be seen when reporting on other metrics.

Referrer Types by Interface

	Marketing reports & analytics (SiteCatalyst)	Ad hoc analytics	Data warehouse
Reported referrer types	• Other websites • Search engines • Social • Typed/Bookmarked This report displays only two predefined metrics: Instances and Unique Visitors.	• Other websites • Search engines • Social • Typed/Bookmarked	• Other websites • Search engines • Social • Typed/Bookmarked • Inside your site

Notes

- The referrer, referrer type, and referring domain are set on the first hit of the visit, or during a visit when the referrer is external (for example, if a visitor leaves your site, uses a search engine, then returns to your site before the first visit expires). These values are set at the same time and persist across the visit.
- Not all referrer types are listed on this report. This means that site wide Visits don't match visits on this report.

Report History

Date	Change
1/16/2014	Data warehouse was updated to match the logic used by marketing reports & analytics. Before this date, referrer type did not persist across the visit.

Referrers

Displays the domain or URL where your visitors came from before they arrived at your site, the methods visitors use to find your website, and the number of visits to your site that came from these referring locations.

For example, if a visitor clicks a link from Site A and arrives at your site, Site A is the referrer if it is not defined as part of your domain. During implementation, your implementation consultant can help you to define the domains and URLs that are part of your website. (This change can be done after implementation.)

Domains or URLs that are not part of those defined domains and URLs are considered referrers. For example, web page A and web page B are added to the internal URL filter, but web page C is not. In this case, web page C is considered a referrer.

Allocation, Expiration, and Special Values

	Marketing reports & analytics (SiteCatalyst)	Ad hoc analytics	Data warehouse
Metric Allocation	Most Recent	Most Recent	Most Recent
Values Expire After	Visit	Visit	Visit

	Marketing reports & analytics (SiteCatalyst)	Ad hoc analytics	Data warehouse
Value Limits	No limits (might change in a future release)	No limits (might change in a future release)	none
Special values	"None": site wide totals that did not have a referrer during the visit.	"None": site wide totals that did not have a referrer during the visit.	Empty - equivalent of "None", site wide totals that did not have a referrer during the visit.

Notes

- The referrer, referrer type, and referring domain are set on the first hit of the visit, or during a visit when the referrer is external (for example, if a visitor leaves your site, uses a search engine, then returns to your site before the first visit expires). These values are set at the same time and persist across the visit.
- Internal URLs are filtered. Only referrers that do not match the internal URL filters are in this report.
- The corresponding metric is called Referrer Instance in ad hoc analysis.
- Typed/Bookmarked values are not included on Referrers Report. This means that site wide Visits don't match visits on this report.

Report History

Date	Change
1/16/2014	Data warehouse was updated to match the logic used by marketing reports & analytics. Before this date, search keywords did not persist across the visit.
6/19/2012	Before July 2012, "None" includes all mobile traffic, Typed/Bookmarked, and visits with no JavaScript. After July 2012, "None" includes only hits with no JavaScript on the first page of visit.

Referring Domains

Shows the domains that referred the customers that most impacted your site's success metrics. Referrers fall into two main categories: *Domains* and *URLs*. Domains refer to the domain name, and appear as the base domain without the query string or subdirectories attached. URLs include the base domain name, as well as any query strings or subdirectories.

Allocation, Expiration, and Special Values

	Reports & Analytics	Ad Hoc Analysis	Data Warehouse
Metric Allocation	Most Recent	Most Recent (can be changed to linear using the linear version of a metic)	Most Recent
Values Expire After	Visit - can be shortened but not lengthened	Visit	Visit
Value Limits	None	None	None

	Reports & Analytics	Ad Hoc Analysis	Data Warehouse
Special values	" Typed/Bookmarked": visits with no referring domain.	" Typed/Bookmarked": visits with no referring domain.	" Typed/Bookmarked": visits with no referring domain.

Notes

- The referrer, referrer type, and referring domain are set on the first hit of the visit, or during a visit when the referrer is external (for example, if a visitor leaves your site, uses a search engine, then returns to your site before the first visit expires). These values are set at the same time and persist across the visit.
- The Typed/bookmarked line item does not include other referrer types such as no Javascript or inside your site. Therefore the line items won't match the total because of these omissions.
- Before July 2012, mobile traffic did not appear in this report.

Return Frequency

Shows the length of time that passes between visits from returning visitors, and the number of visits that fall into each time length category. Use the report to see the average amount of time that repeat visitors go without visiting your site, and the trends in repeat customers.

Use this information to market effectively to visitors who have gone a certain period of time without visiting your site.

You can:

- Identify the number of return visitors and the frequency of their return visits.
- Evaluate your website's appeal and relevance to visitors over time.
- Know how sticky your site is to visitors and how often they feel compelled to return for further interaction or updates.
- Identify the impact of your website's content and promotions on your visitors.

By default, this report has the following time lengths:

- Less than one day
- One to three days
- Three to seven days
- Seven to fourteen days
- Fourteen days to one month
- Longer than one month

Notes

- This report does not record any first-time visitors, as there is no prior visit to compare against.
- The date range in this report uses the time in which the visit occurred. For example, a visitor comes to your site in April, then comes back twice in the same day in October. Pulling a Return Frequency report for the month of October would show one visit under “longer than 1 month”, and one visit under "less than 1 day".

Return Visits

Shows the number of visits where visit number is greater than 1 and includes non-cookied visitors.

Revenue

Measures the amount of income generated through all of your products over a specific time period.

Use Revenue to view the general success and trend of your site. You can also use it to single out periods where your site was particularly successful, to find the source, and use that for future campaigns.

General Properties of Report

- There are requirements that must be met in order for this report to successfully collect data. The following must occur within the same image request:
  - A **purchase** event must fire in the `s.events` variable.
  - The `products` variable must be defined with a number in the price field.
  - For example, this would pass $35.99 into the revenue report:

```
s.products="Mens;Shoes;1;35.99"
```

```
s.events="purchase"
```

- When more than one product is present in the **s.products** variable, all count towards the revenue report. For example, `s.products="Mens;Socks;1;4.50,Womens;Socks;1;4.50"` would pass $9 in revenue to reporting.

Note: *Revenue is not multiplied if quantity is increased in a single product. For example,* `s.products="Womens;Socks;5;4.50"` *does not pass $22.50 into reporting, it passes $4.50. Make sure your implementation passes the total revenue for the quantity listed* `(s.products="Womens;Socks;5;22.50")`*.*

- **Revenue** rounds the total amount for a time period to the nearest currency value. It does not round each individual product or hit.
- Because Analytics round each day to the nearest whole currency, comparing the sum of each day to the monthly total is off by a very small amount. This is because the monthly total is not the sum of each rounded day, it is the absolute sum rounded to the nearest whole currency.
- You can create a report that does not round revenue to the nearest whole currency by using a *calculated metric*.
- Unless using the `purchaseID` variable, users refreshing the page may inflate revenue as it sends this data to Adobe multiple times.
- Hourly breakdowns are based on the report suite's time zone.
- This report does not contain line items. It can only be viewed in trended format.
- Granularity of hour, day, week, month, quarter, and year can be applied. These granularities are available depending on the reporting date range.
- This report can be broken down by the following reports (depending on organization and report suite settings):
  - **Time Spent per Visit** report.
  - **Pages and Site Sections** report.
  - **Videos** report.
  - **Page Depth and Entry Pages** report.
  - Most **Traffic Sources**reports, including **Search Keywords**, **Search Engines**, and **Referring Domains** reports.
  - **Tracking Code** report and all associated classifications reports.
  - **Products variable** report and all associated classifications reports. Also **Categories** reports.
  - Almost all **Visitor Profile** reports, excluding **GeoSegmentation** reports.
  - All **Custom Conversion** variables reports with basic subrelations.
- Breakdowns are not available by hour.

Product-Specific Properties

Version 13.5

- This report can be accessed by going to **Conversion** > **Purchases** > **Revenue**.
- **Traffic Sources** breakdowns can be found under **Finding Methods**.

version 14

- This report can be accessed by going to **Site Metrics** > **Purchases** > **Revenue**.
- In addition to all previously listed breakdowns, **First and Last Touch Marketing Channel** breakdowns are available.

Version 15

- This report can also be accessed by going to **Site Metrics** > **Purchases** > **Revenue**.
- In addition to the previously mentioned breakdowns, **List** variables and the current **Video** variables can be used.
- This report can utilize segments.

Ad Hoc Analysis

- You can break down each item in this report by all other reports and variables, allowing you to see breakdowns by any granularity that you'd like.
- You can use all **conversion** and **traffic** metrics alongside **Revenue**. You can use different allocation for all **conversion** metrics.
- This report can utilize multiple highly advanced segments.

If this report is not available in the specified location, check with your administrator. They may have changed the default name or menu structure to better serve your organization's unique needs.

Screen Height

Shows the screen height for various mobile devices and the number of views for each screen height. You can also view the Screen Size to see both the screen height and width.

Screen Size

Groups mobile device hits to your site by the screen size of the device. Shows each screen size, the number of visitors to your site that used each screen size, and each screen size as a percentage of the total views. Screen Size shows both the height and width of the screen size as compared to Screen Height and Screen Width.

The reported screen size does not indicate the orientation of the device. Regardless of screen orientation, each device has a fixed screen resolution in the report. This size is based on research that determines which orientation is more likely. This means you might see sizes such as 768x1024 and 1024x768 in the same report with each size representing one or more different devices.

Screen Width

Shows the screen width for various mobile devices and the number of views for each screen width. You can also view Screen Size to see both the screen height and width.

Search Engines

Displays which search engines visitors use for All, Paid, and Natural searches.

Search Engines - All: Displays which search engines that people are using to find your web page. The graph shows you the percentage breakdown of the search engines that are used to find your site.

Search Engines - Paid: Displays which paid-keyword search engines that people are using to find your web page. The graph shows you the percentage breakdown of the search engines that are used to find your site.

Search Engines - Natural: Displays which natural-keyword search engines people are using to find your web page. The graph shows you the percentage breakdown of the search engines that are used to find your site.

Search Keywords

Displays a breakdown of search keywords.

Search Keywords - All: Displays a breakdown of each search keyword that has been used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click the magnifying glass next to a search keyword to see the search results for your site.

Search Keywords - Paid: Displays a breakdown of each paid search keyword that is used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click the magnifying glass next to a search keyword to see the search results for your site.

Search Keywords - Natural: Displays a breakdown of each natural search keyword that is used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click the magnifying glass next to a search keyword to see the search results for your site.

Important: *For paid and natural search, search engines stopped providing (in most cases) the search keywords as part of the referrer. As a result, Adobe always classifies the Google (or Bing, or Yahoo) domain as search. Based on the format and contents of the referrer (even without the keywords), Adobe can determine often that it was the result of a search, so the search is counted with the Keywords Unavailable.* More...

Allocation, Expiration, and Special Values

	Analysis Workspace **Reports & Analytics**	**Ad Hoc Analysis**	**Data Warehouse**
Metric Allocation	Original Value (default) Can be changed to linear.	Most Recent (can be changed to linear using the linear version of a metic)	Original Value (default)
Values Expire After	Visit – can be shortened but not lengthened	Visit	Visit
Value Limits	No limits (might change in a future release)	No limits (might change in a future release)	none

	Analysis Workspace Reports & Analytics	Ad Hoc Analysis	Data Warehouse
Special values	"None": site wide totals that did not have a keyword during the visit. "Keyword Unavailable" is searches where the keyword was removed from the search and is not sent to data collection. This typically occurs when a customer is signed in to a Google account. Applies to paid and natural.	(low-traffic) represents values past the first 500k that haven't received enough traffic to be reported.	Empty - equivalent of "None", site wide totals that did not have a keyword during the visit. "Keyword Unavailable" is searches where the keyword was removed from the search and is not sent to data collection. This typically occurs when a customer is signed in to a Google account. Applies to paid and natural.

Report History

Date	Change
1/16/2014	Data warehouse was updated to match the logic used by marketing reports & analytics. Before this date, search keywords did not persist across the visit.

Servers

Lets you group pages that are hosted by a particular server. Lists all of the servers of your website, and tells you which servers are being accessed the most. For example, if you have a website that is hosted on two different servers, you might want to see if one server is serving more impressions than the other server.

Shopping Cart

Displays the number of shopping carts that are opened during the specified time period. You can run reports to analyze cart views, additions, removals, and checkouts. A shopping cart is usually opened when a customer selects an item for purchase, but can occur without an item as well.

You can use **Shopping Cart** to:

- Determine patterns, highs, or lows in the number of carts opened on your site.
- Examine specific time periods learn more information about the metrics that specifically contributed to the opening of the cart.

Single Page Visit

Not to be mistaken with the **Single Page Visits** metric in Ad Hoc Analysis, the **Single Page Visits** report shows the pages your website visitors enter and exit, without taking steps to view any other pages.

This report is most commonly used in the context of the **Pages** report, however it can also be viewed in all traffic variables with **pathing** enabled. You can use this report to identify entry pages that are least likely to compel a visitor to explore your site further, or to determine how many visits consist of a single page. This information lets you optimize content to reduce exits on those pages.

Properties of Report

- An identical report can be retrieved by pulling a **Pages** report, using **Single Access** as a metric.
- A single page visit is considered a visit containing one unique value, not a single image request.
  - In the context of a *pages report*, only one unique page can fire within the visit.
  - In the context of a *site sections report*, a single unique site section fires within the visit.
  - In the context of a *traffic variable*, a visit populates this report if a single unique value is fired.
- Single page visits can consist of many image requests, as long as the variable in context of the report contains a single unique value. As soon as a second unique value is populated, the visit is no longer considered a single page visit.
- This is considered a type of pathing report. By default, the **Pages** variable has pathing enabled. However, any traffic variable has this capability as well. Enabling pathing on additional traffic variables is dependent on your contract. Contact your organization's Account Manager for details.
- This report can use a search filter to locate specific line items.
- This report can be viewed in both *trended* and *ranked* formats.
- No breakdowns are available in this report.
- The only metric available within this report is **Visits**.

Site Analysis

An Ad Hoc Analysis report. Site Analysis displays how visitors move through specified pages and events. For example, you can see the flow of traffic between pages, the affinity between products and marketing channels, and how campaigns and channels flow to product orders. You can drag pages, dimension items (and lists), and metric events. Each cylinder represents one or more dimension items (pages) or an event. Arrows represent the flow between the cylinder values. Metrics are assigned to cylinder positions (X and Y), cylinder width, cylinder height, and color. The position, size, and color changes depending on the metric values.

Drag items from tool panes to add them to the graph or the dimensions field.

Right-click cylinders to edit or remove them.

Table 5: Options

Option	Description
Show Site Analysis At (Visit or Visitor)	Lets you switch between **Visit** and **Visitor** to analyze visitor pathing. These settings help you understand visitor engagement at the visitor level, across visits. Site Analysis, Flow, and Fallout reports are enabled for visitor pathing. Changing this setting reruns the report, constraining the data to the selection.
Add Checkpoint	Displays the **Checkpoint Editor**, from which you can select dimensions or events to add to the display.
Replace Chart	Replaces the Site Analysis chart with the checkpoints you add to the editor.

Option	Description
Fit to Screen	Restores a chart's original view.
Aerial View	Provides a top-down view of the chart.
Toggle Grid	Toggles the grid on or off.
Dimension	The item on which you are reporting. Drag the item from Dimensions

Table 6: Right-Click Options

Option	Description
Edit	Lets you add or remove pages to a cylinder.
Remove	Lets you remove a cylinder.
Reports	Lets you launch another report from the cylinder.
Save Chart As	Lets you save the chart as a `.png` or `.jpg`. If you change the chart controls (graph angle, size) before saving, the changes are preserved in the output.
Copy Chart to Clipboard	Copies the chart for pasting into another application. If you change the chart controls (graph angle, size) before saving, the changes are preserved in the output.

Site Content

Displays information about which pages and areas of your site are most active and which servers are getting the most use.

Site Content Reports

- *Pages*
- *Site Sections*
- *Hierarchy*
- *Servers*
- *Links*
- *Pages Not Found*

Site Metrics

Site Metrics reports display quantitative information about your website. For example, they show how many times visitors looked at pages, the numbers of purchases made from specific pages, the time spent on pages, revenue, and similar quantitative data. Each of these reports is a metric that you can place in other item-based reports.

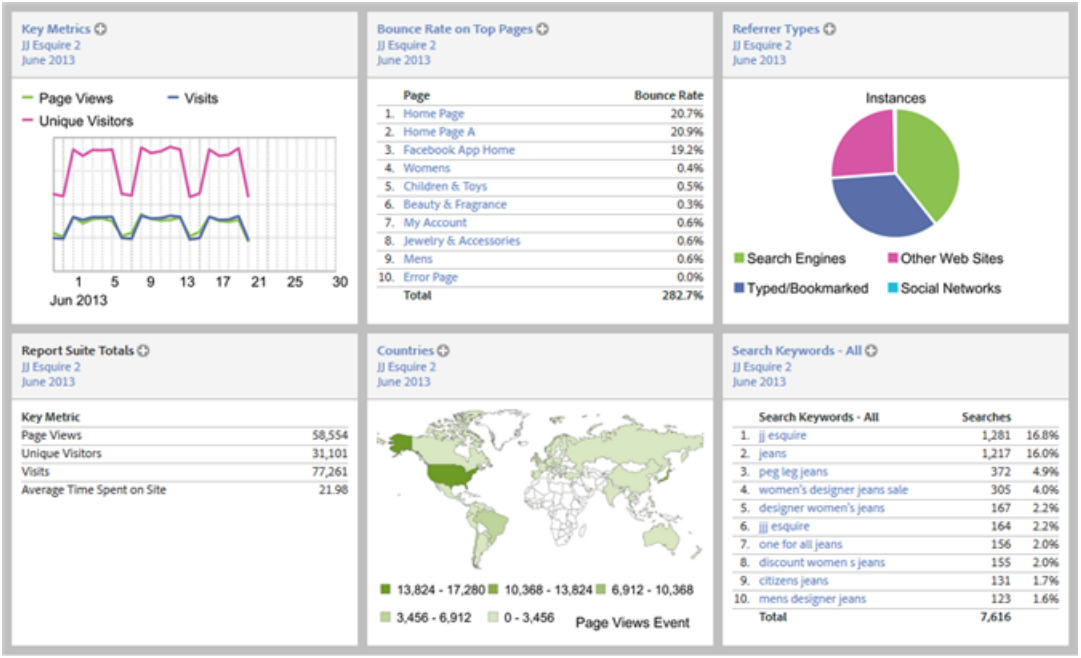
Metric reports are *trended* over time. Meaning, you can apply time and day-of-week granularity to these reports.

- *Site Overview*
- *Key Metrics*
- *Page Views*
- *Visits*
- *Visitors*
- *Time Spent per Visit*
- *Time Prior to Event*
- *Purchases*
- *Shopping Cart*
- *Custom Events*
- *Bots*

For descriptions of all metrics, see *Metrics Descriptions*.

Site Overview

The **Site Metrics** > **Site Overview** report displays at login and lets you immediately view and interact with relevant data. You can edit the layout, save it as a dashboard, and drill into the data for deeper analysis.



Click **Layout** in the toolbar to customize this report and save it as a dashboard.

If you designate a dashboard to display as the landing page, this report does not display automatically.

Site Sections

Shows the areas of your site that are accessed most by your visitors. Site Sections can include groups of products, similar to categories, which you define. For example, you might have a Cameras group of pages, a Computers group, and so on. Data for the Conversion Site Sections Report is imported from the Site Section Report in the Traffic group, which receives its information from the *channel* variable in the tracking code. You can use this report to identify the greatest impact on site statistics from items in varying site sections.

- This report references data directly from the *s.channel* variable implemented on your website.
- This report can be viewed in both trended and ranked formats.
- This report can use a search filter to locate specific line items.
- Classifications can be used in this report, allowing you to rename and consolidate line items.
- Correlations can be created with any other traffic variable via Admin Tools.
- This report can utilize the following metrics:
  - **Pageviews**: the number of times the *pageName* variable or URL was defined (set as the default metric)
  - **All pathing metrics**: Visits, Average Page Depth, Average Time Spent on Page, Entries, Exits, Reloads, and Single Access
  - Depending on your organization's and report suite settings: Daily, Weekly, Monthly and Quarterly Unique Visitors can be enabled on this report.
  - **All standard eCommerce metrics**: Revenue, Orders, Units, Carts, Cart Views, Checkouts, Cart Additions, and Cart Removals
  - **All custom events**: Events 1-80, and Events 81-100 if on H22 code or higher.

All conversion events in the **Site Sections Report** use last allocation. You will see conversion divided across pages that do not contain success events within your implementation. This is different than the *Pages Report*, which uses linear allocation.

Product Specific Information

Interface	Description
Reports & Analytics	**Site Content** > **Site Sections** In addition to correlations, this report can utilize the following breakdowns: • • Any classified reports based on this report • **Tracking Codes Report** • **Products** and **Categories** reports • **Customer Loyalty Report** • Any fully-subrelated conversion variables • **Marketing Channels First and Last Touch** • **Target** > **Campaigns** report (if enabled) • Time Spent per visit • SiteSections • Entry Pages • Most Traffic Sources reports • Visit Number • Many Visitor Profile Reports • All conversion variables and list variables • Visits as well as Daily, Weekly, Monthly, Quarterly, and Arbitrary Unique Visitors are available. This report can utilize segments.
Ad Hoc Analysis	• Ad Hoc Analysis can break down the Site Sections report by essentially all other reports within the marketing report interface. • In addition to all previously mentioned events, can utilize all conversion and traffic metrics, as well as use different allocation for all conversion metrics. • This report can utilize multiple highly advanced segments.

Site Sections Depth

Available if pathing is enabled. *Clicks to page* indicate the number of page views that preceded the visitor's first page view within the given site section.

Site Sections Summary

A summary report for site sections that displays previous-page entry points, next-page exit points, and information about instances (called page views in this interface), site sections depth, time spent on site sections, and so on.

Again, the Page Views shown under **Details** should be interpreted as Instances:

Details	
Total Site Sections Views during this reporting period	17,964 Page Views

Target

View and segment your Adobe Target traffic data in a report.

Examples include:

• Measuring the success of Adobe Target campaigns through your KPIs.

• Breaking down Target campaign and recipe data with conversion variables.

• Breaking down other reports with Target campaign and recipe traffic data.

By leveraging data in Analytics reports, you can drill into your Target recipes using *subrelations* and detect high performing segments that are ideal for future tests and potentially targeted campaigns. The report displays Analytics conversion data rather than conversion data from Target.

See the *Target* help system for more information.

Targets

Targets reports let you measure your website performance and track progress against target goals. For example, you might want to increase the number of visitors that come from a geographic region, the revenue per order, or the number of hits that come from a specific referrer.

Note: *These reports should not be confused with the Adobe Target report.*

To access your Targets reports, go to **Analytics** > **Reports** > **Targets** > **[your target name]**

When you *create targets*, you select which attribute metrics or eVars you want to measure or you can choose to measure your entire site against your selected metric.

The report shows the cumulative total of the metric you specified and the difference between that total and the target you set when you configured the report.

You can also manage your targets under **Analytics** > **Components** > **Targets**.

Target Activities

Shows the list of activities (campaigns) you have configured in Target. Requires that the Analytics for Target integration be enabled.

Target Experiences

Shows the list of experiences (recipes) you have configured in Target. Requires that the Analytics for Target integration be enabled.

An experience, sometimes called a recipe, defines the content that displays in an mbox in Adobe Target.

Target Lift and Confidence

Lets you assess the success of campaigns in Adobe Analytics in the same way you have done in Target Classic in the past.

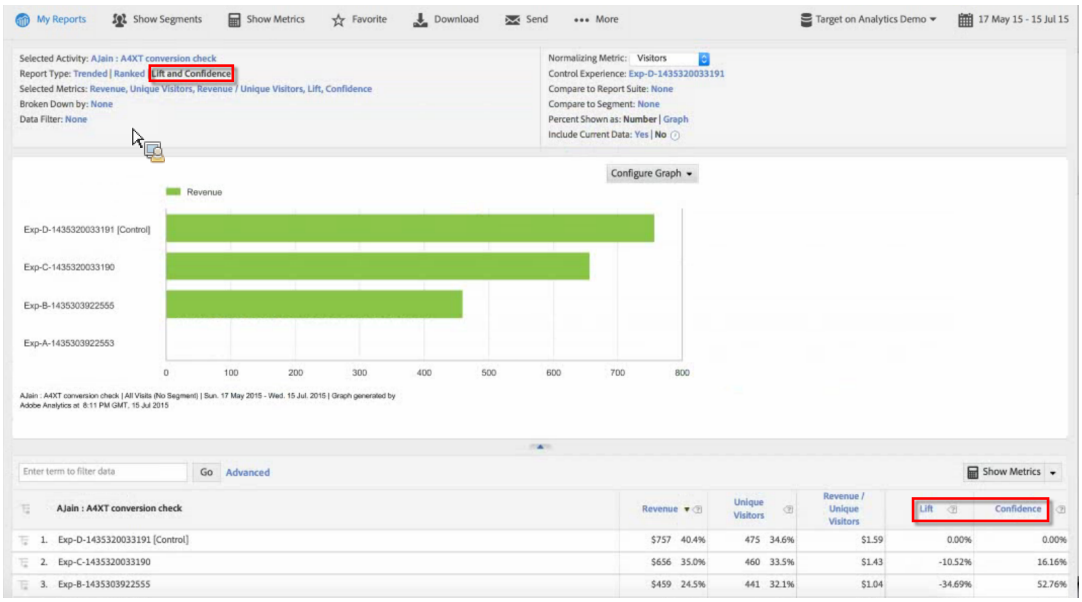
Analytics > **Reports** > **View All Reports** > **Adobe Target** > **Analytics for Target** > **Target Activities**.

The Adobe Target documentation contains more information on *Lift* and *Confidence*.

To calculate Lift and Confidence:

1. In the **Target Activities** report, click on an activity to bring up its details.
2. Under Report Type, select **Lift and Confidence**.
3. Click **Show Metrics** to add one metric. You cannot add more than one metric for this type of report, since it is best practice to evaluate a test by only one metric. More metrics would only add noise and reduce the signal of the test.
4. (Optional) Under **Normalizing Metric**, select one of the following: Visitors, Visits, or Impressions. Most of the time, this will be the default, Visitors.
5. The report will add these metrics, including the ratio between metric and normalizing metric.

Report Settings



Setting	Description
Selected Activity	The Target activity that you are currently viewing and calculating lift and confidence for.
Report Type	This is where you select Lift and Confidence - they will appear as metrics in the report results below.
Selected Metrics	Shows the metric you selected (in the example above, Revenue), the normalizing metric (Unique Visitors), the ratio between those 2 metrics, and then the Lift and Confidence calculations in comparison to the Control Experience.
Broken Down by	You can further break down the report by other reports.
Data Filter	Lets you apply specific filters to this report.
Normalizing Metric	You can normalize using Visits, Visitors, or Impressions. The normalizing metric becomes the denominator of the lift calculation. It also affects how the data is aggregated before the confidence calculation is applied.
Control Experience	The Target experience to which you are comparing and for which you are calculating lift.
Compare to Report Suite	Lets you choose other report suites to compare to.
Compare to Segment	Lets you choose segments to compare to.
Percent Shown as Number/Graph	Shows the Lift and Confidence percent as a number or a graph.
Include Current Data	The Include Current Data option in Reports & Analytics lets you view the latest Analytics data, often before data is fully processed and finalized. Current data displays most metrics within minutes, providing actionable data for quick decision making.

Technology

These reports display information about browsers, operating systems, monitor resolutions, and so on, that visitors use.

Report	Description
Browsers	Identifies the types and versions of browsers that visitors use. This data gives you an understanding of your audience's Web sophistication level and can justify optimizing your site for particular browser features. You can use this report to design pages to meet your visitors' needs, identify audience preferences, and test pages in popular browsers.
Browser Types	Classifies the browsers visiting your site into their major families, such as Microsoft and Google. For example, a **Browsers Report** that shows 100 daily unique visitors using Microsoft Explorer 8.0 and 200 using Microsoft Explorer 6.0, would 300 visitors using Microsoft in the **Browser Types Report**.
Browser Width	Displays the most common widths of the browsers (in pixels) your visitors use to view your site.
Browser Height	Displays the most common heights of the browsers (in pixels) your visitors use to view your site.
Operating Systems	Displays the operating systems visitors use.
Monitor Color Depths	Displays your visitors' most popular color-depth settings as configured on their computer. Color-depth refers to the number of colors that can be displayed on the screen.
Monitor Resolutions	Displays the screen resolutions visitors most commonly use, as configured on their computers.
Java	Displays the percentage of visitors that use Java.
JavaScript	Displays the percentage of visitors that have JavaScript turned on or off.
JavaScript Version	Displays the versions of JavaScript your visitors' browsers use while viewing your site.
Cookies	Displays the percentage of your visitors that prefer to use cookies while browsing.
Connection Types	Displays the percentage of visitors that use high-speed Internet connections versus slower dial-up connections.

Report	Description
Mobile Carrier	This report shows the wireless service provider (Verizon, AT&T, Sprint, and so on) used by site and app visitors.

Time Prior to Event

Displays the amount of time that passes before a selected conversion event occurs in a visit. You can see the time difference between an image request that starts a visit and an image request that fires the specific conversion event. This report is useful to determine the amount of time people are taking from arriving on your site to hitting a success event, such as a form submission or placing an order.

In ad hoc analysis, this report is found under **Paths** > **General** > **Time Prior to Event**.

In marketing reports, it is found under **Site Metrics** > **Time Prior to Event**.

Time Spent on Page

Displays the amount of time visitors spend on the page

See *Time Spent* for more information.

Time Spent on Site Section

See *Time Spent* for more information.

Time Spent per Visit

Note: *See Time Spent for calculation examples.*

Time Zones

Displays the time zones from which your visitors are coming. The graph shows a map of the world. If you received visitors from a particular time zone, a colored column appears in that time zone, reflecting the number of visitors you received in the given time period. All time zones are present in Greenwich Mean Time (GMT), which is the international time standard.

You can use this dimension to:

- See what part of the world generates most of your traffic
- Know which time zones are giving you the most traffic. This will help you accommodate or customize your content for those areas

If this report is not available in the default location, please check with your administrator, who may have changed the default menu structure.

How Roll-up Report Suites Display Time Zones

Roll-up report suites roll up data for child report suites with different time zones. The roll-up report suite is set for a single time zone, and transposes the relative corresponding time zones for each child report suite. For example, if the roll-up report suite shows 7:00 p.m., and three child report suites were included, each set to Eastern Standard Time (EST), Mountain Standard Time (MST), and Pacific Standard Time (PST), the roll-up would show page views that occurred at 7:00 p.m. in the respective time zones.

Top Level Domains

Displays how customers from different countries impacted your success metrics. This dimension identifies world regions that visitors come from based on their originating domain extension.

The originating domain refers to the domain through which the user is browsing the web (meaning, the ISP), rather than the referring domain that brought the user to your site. Domains ending in Commercial (.com), Network (.net), Education (.edu), Government (.gov) and Organization (.org) are usually based in the United States, and are listed separately from the rest of the countries.

All other countries have specific domain extensions, such as Brazil (.br) and the United Kingdom (.gb). Marketing reports recognize all country extensions. You can use this report to help you to tailor content on your site to people from the countries that generate the majority of your revenue and to decide if you need to create different instances of your entire site.

Totals

An executive-level report that shows bottom-line figures. It contains data for total revenue, page views, and orders. You can segment the report and add additional metrics to view additional data.

Tracking Codes

Measures how various advertising tracking codes affect different conversion events on your site. This report can be used to measure what specific campaigns are performing better for different success events, or to see how campaigns are helping or hindering your site's initiatives, such as which campaigns are generating the most revenue.

General Properties

- This report references data directly from the *s.campaign* variable implemented on your website.
- The variable this report is based on is a *conversion variable*. Meaning, it can persist beyond the page view and associate itself with metrics within its specified expiration.
- The report's default metric is Revenue. You can change this default value in the **Report Suite Manager** in **Admin Tools**. (**Edit Settings** > **Individual Report Settings** > **Default Metrics**.)
- This report can be viewed in both trended and ranked formats.
- This report can use a search filter to locate specific line items.
- The **Campaigns** and **Creative Elements** reports are classifications based on this report, and are automatically created with each report suite.
- SAINT Classifications can be used in this report, allowing you to rename and consolidate line items.
- You can break down this report by the following reports (depending on organization and report suite settings):
  - Time Spent per Visit
  - Pages and Site Sections reports, with all related classifications
  - Page Depth, Entry Pages and Original Entry Pages
  - Most traffic sources reports
  - Visit Number and Customer Loyalty

- Many Visitor Profile and Technology reports, excluding GeoSegmentation
- All custom conversion variables

- The following metrics can be utilized in this report (depending on organization and report suite settings):
  - Click-throughs: the number of times the *s.campaign* variable is defined
  - All standard eCommerce metrics: Revenue, Orders, Units, Carts, Cart Views, Checkouts, Cart Additions, Cart Removals.
  - All custom events: Events 1-80, and Events 81-100 if on H22 code or higher
  - Visits and Visitors: availability is dependent on organization and report suite. Contact your Account Manager for additional information.

Reports & Analytics Properties

- Click **Conversion** > **Campaigns** > **Tracking Code** to locate this report, unless the menu is customized.
- This report can also be broken down by all *List Variables*.
- Page Views, Visits, and Unique Visitors are available as metrics.
- This report can make use of segments.

Ad Hoc Analysis Properties

- In addition to most out-of-the-box conversion variables, you can break down the Tracking Code report by all other reports within the reporting interface.
- In addition to eCommerce and custom events, you can use all conversion and traffic metrics, as well as use different allocation for all conversion metrics.
- This report can use advanced segments.

Traffic

Traffic reports give you in-depth insight into how visitors interact with your website.

Traffic reports let you:

- Analyze critical aspects of visitor behavior.
- Monitor and understand traffic patterns.
- Determine popular site content.
- Segment visitors by any measurable criteria.

Some out-of-the-box reports contain both Traffic and Conversion metrics (such as the **Search Engine** reports). However, **Traffic** and **Conversion** reports are unique to your organization and are displayed in the **Traffic** and **Conversion** menus.

Common Persistence

In Traffic Sources, all report values persist and receive credit until they are overwritten or until the visit ends, whichever comes first. Previously, only Keywords and Referring Domains persisted. For example, if a visitor performs a Google search for *DVD*, which brings them to your site for a $100 purchase, the report allocates $100 credit to the keyword *DVD* and also to the Google search engine. This functionality is unalterable, regardless of admin settings.

Traffic Sources

Displays information about the places on the Web that drive traffic to your site. You can see which search engines and web sites outside your domain send visitors to you.

The reports in this menu fall into three basic categories:

• Search engines

• Search keywords

• Referrers and referring domains

Report	Description
Search Keywords - All	Displays a breakdown of each search keyword that has been used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click the magnifying glass next to a search keyword to see the search results for your site.
Search Keywords - Paid	Displays a breakdown of each paid search keyword that is used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click the magnifying glass next to a search keyword to see the search results for your site.
Search Keywords - Natural	Displays a breakdown of each natural search keyword that is used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click the magnifying glass next to a search keyword to see the search results for your site.
Search Engines - All	Displays which search engines that people are using to find your web page. The graph shows you the percentage breakdown of the search engines that are used to find your site.
Search Engines - Paid	Displays which paid-keyword search engines that people are using to find your web page. The graph shows you the percentage breakdown of the search engines that are used to find your site.
Search Engines - Natural	Displays which natural-keyword search engines people are using to find your web page. The graph shows you the percentage breakdown of the search engines that are used to find your site.
All Search Page Rankings	Displays the rank of your site from among all listings for your visitor's searches, including paid and natural search page ranking data. For example, a user who comes to your site from a search engine might have seen you on the third of one hundred pages of results. This can help you quickly see and optimize search engine efforts. Data for this report can be viewed for all but the **Hourly** time period.
Referring Domains	Shows the domains that referred the customers that most impacted your site's success metrics. Referrers fall into two main categories: Domains and URLs. Domains refer to the domain name, and appear as the base domain without the query string

Report	Description
	or subdirectories attached. URLs include the base domain name, as well as any query strings or subdirectories.
Original Referring Domains	Displays the original referrers that produced the customers on your site. Customers can visit your site multiple times, and have a different referrer for each visit. This report is useful to see how visitors were referred the first time they arrived at your site. This can help you see if they continued to use the same referrer, and view patterns in how customers are referred to your site. You can view the number of visitors generated by an original referrer or discover how much revenue each original referrer was responsible for producing. **Referrer** reports can be populated each time a visitor comes to your site, even if the visitor comes to the site multiple times during a session (before the visit expires.)
Referrers	Displays the domain or URL where your visitors came from before they arrived at your site, the methods visitors use to find your website, and the number of visits to your site that came from these referring locations. For example, if a visitor clicks a link from Site A and arrives at your site, Site A is the referrer if it is not defined as part of your domain. During implementation, your implementation consultant can help you to define the domains and URLs that are part of your website (this can also be done after implementation.) Any domains or URLs that are not part of those defined domains and URLs are considered referrers. For example, if web page A and web page B are added to the internal URL filter, but web page C is not, then web page C is considered a referrer. See *Internal URL Filters* ***Note:*** *Analytics records a referring domain as an email when visitors click an emailed message link containing the protocol* `imap://` *or* `mail://` *and arrive at your site.* For example, anything coming from `http://mail.yahoo.com` is not counted as an email referrer because the protocol is `http://`. Emails from Outlook are reported in the **Typed/ Bookmarked** line. Any referrer with an HTTP protocol where the domain is a known search engine is reported in the **Search Engine** line.
Referrer Types	By tracking and recording the visitors' referring sites for each visit, you can determine how visitors found out about your site for each visit. The list below defines the various types of referrers. • Hard drive referrers are recorded when visitors click a link in an HTML document located on their own hard drive and arrive at your site as a result. • Other website referrers are recorded when visitors click a link located on a page on another website (not defined as part of your site) and arrive at your website. • Search engine referrers are recorded when visitors use a search engine to access your site.

Report	Description
	• Typed / Bookmarked referrers are recorded when visitors type your site's URL directly into their browser, or if they access your site by selecting bookmarks.

Unique Customers

A Unique Visitor who makes a purchase. A Unique Customer is counted once for that time frame but cannot be counted again, no matter how many times the visitor returns to make a purchase. A Unique Visitor is counted once for the first visit in a specified period and not counted again until the period expires. After the period expires, the Unique Visitor is counted again. Unique Customers are always counted as Unique Visitors because they must visit the site in order to make the purchase.

Period-based Unique Customers (Hourly, Daily, Weekly, and so on) reports are also available, similarly to period-based Unique Visitors reports.

Unique Visitors

Shows you the number of unique visitors who accessed your site. Each visitor is counted once, regardless of how many times the person visits your website.

Sample Data

Refer to the following table for examples on this page. The same visitor is represented here:

Date	1/1/2017	1/1/2017	1/2/2017	1/2/2017	1/2/2017	1/3/2017	1/4/2017
Page	A	C	A	B	C	D	E
eVar	T, U	V	W		X, Y	Z	Z

Unique Visitors Report - Trended Metric

Unique Visitors reports in Version 15 behave similarly in ad hoc analysis. For each hit where the visit occurs, the visitor is counted on that hit. Each page receives credit having the visitor on that page.

Page	Unique Visitors
A	1
B	1
C	1
D	1
E	1
Total	1

Also, each date receives credit for having that visitor on that date.

Date	Unique Visitors
January 1	1
January 2	1
January 3	1
January 4	1
Total	1

Unique Visitors Report Broken Down by *Page*.

You can select a page for **Unique Visitors Report**. In the following report, the visitor visits page A on these dates:

Date	Unique Visitors
January 1	1
January 2	1
January 3	0
January 4	0
Total	1

Period-Based Unique Visitors (Trended)

You can run Hourly, Daily, Weekly, Monthly, Quarterly, and Yearly **Unique Visitors Reports** (trended).

Period-based unique visitors are counted only on the first visit during the specified period. For example, Hourly Unique Visitors are counted for the first visit during the specified hour. Daily Unique Visitors are counted for the first visit on the specified day.

Date	Weekly Unique Visitors
January 1	1
January 2	0
January 3	0
January 4	0

Date	Weekly Unique Visitors
Total	1

The following report would display for Daily Unique Visitors.

Date	Daily Unique Visitors
January 1	1
January 2	1
January 3	1
January 4	1
Total	4

The metric totals can change based on the date range of the report. Marketing reports start counting time-based Unique Visitors from the beginning of the date range. For example, if the date range is January 2 through January 3, the following results would be shown for Weekly Unique Visitors:

Date	Weekly Unique Visitors
January 2	1
January 3	0
Total	1

Note: *version 14 would not use a date range to determine the line item that receives credit. Version 14 would process this scenario from the beginning of the period.*

Segmentation

You can use segmentation to change the date range to include later dates instead of earlier dates. For example, assume that the date range is still January 2 through January 3 (as shown in the preceding table). If you apply a segment where Page = C, January 2 would not pass the segment, and the first hit of the Weekly Unique Visitor would be on January 3. If instead you applied a segment where Page = D, then both January 2 and January 3 would be excluded. No results would be shown for the Weekly Unique Visitor and they would be excluded from the total.

Period-Based Unique Visitors Reports

These reports use a particular page, prop, and attribute (example: where Page = A).

Suppose that you trend a **Pages Report** with a period-based Unique Visitor metric. If there is a breakdown or variable selected for period-based Unique Visitors reports, marketing reports count all unique instances of the visitor and attribute pair. For the visitor's first hit, this processing is no different from the preceding examples. For subsequent hits, these reports include hits that the reports above do not, if the page is different.

For Weekly Unique Visitors where Page = A, marketing reports exclude January 2 from the totals. This exclusion occurs because marketing reports already counted the Weekly Unique Visitor on January 1. Here is a weekly unique visitors report where Page = A:

Date	Weekly Unique Visitors
January 1	1
January 2	0
January 3	0
January 4	0
Total	1

For weekly unique visitors where Page = B, the only date that it occurs on is January 2, as shown here:

Date	Visits - Weekly Unique Visitors
January 1	0
January 2	1
January 3	0
January 4	0
Total	1

Period-Based Unique Visitor Metrics on Non-Trended Reports

You can add period-based Unique Visitor metrics to non-trended reports, such as a Weekly Unique Visitors metric on a **Pages Report**.

Page	Date of Visit	Visits - Weekly Unique Visitor
A	January 1	1
B	January 2	1
C	January 3	1
D	January 4	1
E	January 5	1

Page	Date of Visit	Visits - Weekly Unique Visitor
Total		1

A Daily Unique Visitors metric on a **Pages Report** would show:

Page	Date of Visit	Visits
A	January 1	2
B	January 2	2
C	January 3	1
D	January 4	1
Total		4 Daily Unique Visitors

To break down one attribute by another (such as *page* by *eVar*), Analytics allocates a period-based Unique Visitor for each unique instance of the period and page (or the attribute being correlated).

If you break down Page A by eVars T, U, January 2 is excluded because Page A was viewed on January 1. The following results would display for Weekly Unique Visitors:

eVar	Weekly Unique Visitors
T	1
U	1
Total	1

Persistent Cookies

Persistent cookies stay on a visitor's computer between visits so that Adobe can identify visitors in subsequent visits. To see the percentage of users who do and do not accept persistent cookies, select **Filter** > **Persistent Cookies**.

The graph as well as the details view below show both persistent-cookie visitors and non-persistent-cookie visitors. Most often, the number of non-persistent-cookie visitors is negligible.

Units

Shows the total units that were ordered for the selected time period. Because you can have many units purchased per order, Units is a vital metric that reveals general inventory movement.

U.S. State

Uses geosegmentation to report on the U.S. state of a visitor.

Video

Displays information about your online media access statistics. Reports display data on video and other media access.

Reports	Description
Video Overview	Displays several aggregate measurements to quickly monitor that video is performing as expected. Graphs let you identify videos that have unusually high views, completion rates, or time viewed. The Top 100 Videos list lets you quickly track the top viewed videos on your site.
Videos	Displays common metrics to view how individual videos are performing on your site.
Video Detail	Displays detailed information about video segment views, average completion, and fall out for a single video.
Video Events and Variables	Additional video metrics include video pathing, segment views, and other custom variables you associate with video. These metrics are viewable in **Video** > **Additional Video Metrics**.

See *Measuring Video in Analytics*.

Video Support

Groups mobile devices based on the types of video formats they support. For example, if a visitor's mobile device supports `.mp4`, the Video Support report increments by at least one when it accesses your site. If the phone supports multiple image formats (such as `.mp4` and `.wmv`), each of those groups in the report is incremented. Because of this, the sum of the groups might be greater than the total shown at the bottom of the report.

Visitor Detail

Displays visitor information for the last visitors to your site. Each visitor is defined by IP address. Information collected for each visitor is presented in an easy to read table with detail for five visitors listed on each page.

Visit Number

Helps you gauge visitor loyalty by tracking the number of times each visitor visits your site. During your selected time period, you can see whether more of the visits were from visitors that came to your site for the first time or the 20th time.

The visit number is based on the lifetime of the visitor, not the selected date range.

Visitor Profile

Reports that help you see purchasing patterns of customers from various profile categories, including countries, states, ZIP/postal codes and domains.

Reports	Description
Languages	Displays your visitors' preferred languages, captures the default browser language, and displays the languages that visitors use most often on your site.
Domains	Lists the organizations and ISPs your visitors use to access your site. This report differs from the **Full Domains** report in that the **Full Domains** report registers the full ISP domain, whereas this report lists the secondary domain. ***Note:*** *Some mobile carriers (such as T-Mobile and O1) are no longer providing domain info for reverse-DNS lookups. Data from those carriers is not available for domain reporting.*
Top Level Domains	Identifies world regions that visitors come from based on their originating domain extension, and shows how many visitors come from these countries. Domains ending in Commercial (.com), Network (.net), Education (.edu), Government (.gov) and Organization (.org) are usually based in the United States, and are listed separately from the rest of the domains.
Visitor ZIP/Postal Code	Displays the zip and postal codes that produced the customers that had the greatest effect on purchase success metrics.

GeoSegmentation

Technology

Visitor Retention

Displays information about your customer loyalty. You can see how many and how often visitors return to your site. Reports in this category display information about customer loyalty. You can see how many and how often visitors return to your site.

Report	Description
Return Frequency	Shows the number of visitors who returned to your site within one of the following categories (representing the time lapse between visits): less than 1 day, 1-3 days, 3-7 days, 8-14 days, 14 days to 1 month and longer than 1 month.
Return Visits	Shows how many individuals have visited more than once after Analytics began tracking your site.

Report	Description
Daily Return Visits	Displays the number of visitors who visited your site more than once on a given day. A day is defined as the last 24-hour period.
Visit Number	Displays the visit number for each visitor that comes to your site.
Customer Loyalty	Displays purchasing patterns of customers within three categories of loyalty (new, return, and loyal.) The **Customer Loyalty** report shows how much new, returning, and loyal customers contribute to the standard success metrics.
Days Before First Purchase	Displays the number of days that pass between the first time customers visit your site and when they make a purchase.
Days Since Last Purchase	Displays the most common number of days that pass between customers' repeat purchases, and allows you to view the time periods that contributed most to your site's key success metrics, such as Revenue and Orders.
Daily Unique Customer	Identifies the number of different people that make purchases from your site during one day. A daily unique customer is one who makes a purchase from your site for the first time within one day (from 12:01 a.m. to 12:00 a.m.). While one person may make a purchase from your site multiple times during a day, the **Daily Unique Customers** report records that person as one unique visitor, so you can tell how many individual people purchase from your site during the day.
Weekly Unique Customer	Identifies the number of different people that make purchases from your site during one week. A weekly unique customer is defined as person who makes a purchase from your site for the first time within one week. While one person may make a purchase from your site multiple times during a week, the **Weekly Unique Customers** report records that person as one unique visitor, so you can tell how many individual people purchase from your site during the week.
Monthly Unique Customers	Identifies the number of different people that make purchases from your site during one month. A monthly unique customer is a person who makes a purchase from your site for the first time within one month. While one person may make a purchase from your site multiple times during a month, the **Monthly Unique Customers** report records that person as one unique visitor, so you can tell how many individual people purchase from your site during the month.
Quarterly Unique Customers	Identifies the number of different people that make purchases from your site during one quarter. A quarterly unique customer is a person who makes a purchase from your site for the first time within one quarter.

Report	Description
	While one person may make a purchase from your site multiple times during a quarter, the **Quarterly Unique Customers** report records that person as one unique visitor, so you can tell how many individual people purchase from to your site during the quarter.
Yearly Unique Customers	Identifies the number of different people that make purchases from your site during one year. A yearly unique customer is a person who makes a purchase from your site for the first time within one year. While one person may make a purchase from your site multiple times during a year, the **Yearly Unique Customers** report records that person as one unique visitor, so you can tell how many individual people purchase from to your site during the year.

Visitor Zip and Postal Codes

Shows the zip and postal codes that produced the customers that had the greatest effect on success metrics. The information for this report is typically obtained during the purchase process, when you know the ZIP or postal code from which the purchase is being made. You can use this report to determine the success of a localized advertising campaign down to a specific town or city.

This report is populated in one of two ways:

- Populating the `s.zip` variable in your Analytics Implementation
- We updated the Visitor Zip/Postal Codes dimension to bring it in line with other geo variables so that the first value of a hit receives credit for that hit.

  For example, if you run a Cities report and break it down by Visitor Zip/Postal Codes, only the first value for each hit is shown in the breakdown.
- Configuring automatic zip population based on geoSegmentation data. You can configure zip to be populated only when s.zip is not set. To enable, have a supported user *contact Customer Care*.

See *GeoSegmentation Regions and Postal Code usage by Country* to find out which countries use postal codes.

Visitors

Shows the number of unique visitors to your site for a selected hour, day, week, month, quarter, or year. A unique visitor is counted only one time for the selected time frame. Visitors that return to your site are not counted as unique users again until the time frame has passed.

The total value displayed at the bottom of the table is the sum all of the visits for the specified time period and does not always reflect the number of unique visitors. For example, if you run a **Daily Unique Visitors Report** with a time frame of several days, the total can include repeat visitors, because the same visitor might return on the next day and be counted again. However, if you run a **Monthly Unique Visitors Report**, the value in the Totals column accurately reflects how many unique visitors came during the month.

Marketing reports de-duplicate visitors based on the report title, independent of the calendar selection. For example, a visitor that visits four separate days in a reporting week is counted once in the Weekly Unique Visitor Report. In a Daily Unique Visitors Report spanning that week, the same visitor is counted four times. Therefore, the total value

displayed at the bottom of the report table is the sum all of the visits for the specified time period and does not always reflect the number of unique visitors.

Visits

Displays the number of visits made to your entire website during a specified time period.

Report Properties

- A visit is defined as a sequence of consecutive page views without a 30 minute break, or continuous activity for 12 hours.
- After a visit expires, a new visit is started on any subsequent image request.
- A visitor typically contains at least one (but probably more than one) visit.
- The beginning of a visit is the first image request coming from a new visitor, or after an existing user's visit has expired. This can be identified as the Entry Page.
- The end of a visit is the last image request before a visit expires. This can be identified as the Exit Page.

  See *Entries and Exits*.

- Hourly breakdowns are based on the report suite's time zone.
- This report does not contain line items. You view it only in the trended format.
- Granularity of hour, day, week, month, quarter, and year can be applied. These granularity settings are available depending on the reporting date range.

See *Visit Metric* for more information about how the Experience Cloud processes this metric.

Product Specific Report Information

Product	Navigation
Reports & Analytics	**Site Metrics** > **Visits** You can run a **Visits Report** on a selected page. Visits spanning across midnight are counted on both the day the visit started and ended. However, the total for the given date range is de-duplicated.
Ad Hoc Analysis	**Reports** > **Site Metrics** > **Visits** • You can break down each item in this report by almost all other reports and variables, allowing you to see breakdowns by any granularity. • Visits spanning across midnight are counted on both the day the visit started and ended. However, the total for the given date range is deduplicated. • You can use all conversion and traffic metrics in this report, as well as use different allocation for all conversion metrics. • This report can use multiple highly advanced segments.

Terms Used in Analytics

Definitions of the terms used in the Experience Cloud.

Acquisition

The attraction, enticement, gain, or addition of new visitors to your web site. You can create a calculated metric to determine the cost required to acquire each new visitor.

Activity

Marketing activity as part of a campaign. In Adobe Target, activity is your means of controlling what content to show to whom, and when to show it.

Allocation

Conversion variables (eVars) allow Adobe Analytics to attribute success events to specific variable values. Sometimes, variables encounter more than one value before hitting a success event. For these cases, allocation determines which variable value gets credit for the event.

- **Original Value (First)**: The first value seen gets full credit, no matter what subsequent values for that variable are.
- **Most Recent (Last)**: The last seen value gets full credit for the success event, no matter what variables were fired before it.
- **Linear**: All variable values within the visit of the success event receive equal divided credit. If the success event was a currency amount, the currency is split. If it is a counter event, each conversion variable value receives a fraction of the single instance. These fractions are summed then rounded in reporting.

Allocation in Ad Hoc Analysis

Ad Hoc Analysis has the unique ability to report different allocations for conversion variables: the default allocation, last allocation, and linear allocation. If Ad Hoc Analysis is your organization's primary reporting tool, having all conversion variables set to first allocation gives you all available allocation values.

Allocation in Data Warehouse

Data Warehouse uses the same allocation settings as reports & analytics.

Anomaly

An anomaly is detected using statistical modeling to automatically find unexpected trends in your data. The model analyzes metrics and determines a lower bound, upper bound, and expected range of values. When an unexpected spike or drop occurs, the system alerts you to the anomaly in the report.

Breakdown

Breakdowns let you break down Analytics variables into more specific data. For example, you can break down the visitor age group report/dimension by the type of search engine the visitors use.

Note: *Breakdowns were previously divided into subrelations (conversion reports broken down by conversions report) and correlations (traffic reports broken down by traffic reports.) These limitations are no longer in place. You can break down conversion variables (eVars) by traffic variables (props) and vice versa.*

Tool	Link
Analysis Workspace	*Break down dimensions and dimension items*
Ad Hoc Analysis	*Break Down Table Data*
Marketing Reports & Analytics	*Breakdown*

Calculated Metrics

Calculated metrics enable you to combine metrics to create mathematical operations that are used as new metrics. These metrics can be created for a report to which you add metrics. Administrators can create calculated metrics for all users of a report suite.

For more information on changes to the way calculated metrics are created and managed across Adobe Analytics, refer to the *Calculated Metrics Guide*.

Campaign

Campaigns are defined and used in various ways in Experience Cloud products.

Product	Description
Experience Cloud	Campaigns determine what content is displayed to whom (audience), where (locations), and when.
Reports and Analytics	A campaign is a marketing effort used to bring visitors to a specific website. Also, a campaign is a product feature or advertised product concept. If a campaign option were advertising a credit card, the campaign would be a series of creative elements (creatives) advertising the interest rate. A second campaign would be a series of creatives to advertise any value added services that come with the card. See *Campaigns*. See *campaign* in the Implementation Guide.
Target	A campaign, also known in Target as *Activity*, is your means of controlling what content to show to whom, and when to show it. There are several types of campaigns, including: • Multivariate test • A/B tests • Optimizing campaigns • 1:1 campaigns • Display ad campaigns • Landing page campaign

Product	Description
	• Monitoring campaigns See *Campaigns* in Target help.

Channel

Generally, a channel is a section (or category) of your site. For example, a web site might have two channels, one for Weather and one for News.

Product-Specific Information

Channel may have subtle varying definitions in Experience Cloud products.

Product	Description
s.channel variable	Identifies a section of your site. It groups similar traffic-related content, such as pages or site sections, in your reporting implementation. You can use a channel to report visits, visitors, and so on. Page names show the lowest level of granularity while the channel variable shows high-level page groups. See *channel*.
Reports and analytics	Refers to channels as sections and categories of your site. You can group statistics for all page views that occur within any channel.
Marketing channel	Can be an email campaign, display ad, social network, referring domain, or a paid or natural search. See *Marketing Channel Help*.

Classification

Classifications are created by grouping (classifying) granular data from a source report. For example, you might want to analyze display ads, but they are mixed with email, partner, text ad, and social media campaigns. You can create groups so that you can analyze them separately.

There are three types of *classifications* for marketing reporting and analytics:

- **Campaign classifications**: Campaign classifications are defined as elements that will not vary within the campaign, such as campaign name and owner.
- **Creative elements classification**: These vary between placements or instances of the campaign, and include characteristics such as media type, headline, keyword, and media vendor.
- **Metric-specific classifications**: These are fixed numeric values associated with a campaign, such as the hard cost for a campaign. Additionally, you can classify prop and eVar variables.

Clickstream Data Feeds

Raw clickstream data that is collected from web sites, mobile apps, or is uploaded using web service APIs or data sources, is processed and stored in Adobe's data warehouse. This raw clickstream data forms the data set that is used by Adobe Analytics.

As a service, Adobe can deliver this raw data to the customer in a batched manner on a recurring daily or hourly delivery schedule. This service is called the "raw clickstream data feed", or just "data feed." Each data feed comprises the clickstream data for a single report suite.

Conversion Variable (eVar)

The Custom Insight Conversion Variable (eVar) is placed in the Adobe code on selected web pages of your site. Its primary purpose is to segment conversion success metrics in custom marketing reports. eVar variables can be visit-based and can function similarly to cookies on the site. Values passed into eVar variables follow the user for a predetermined period of time, based on configurations made on the **Settings** tab.

Count Repeat Instances

Specifies in ad hoc analysis whether instances are counted in reports. Meaning, if you have multiple sequential values for the same variable you can count them either as one or multiple instances of the variable.

For example, you might see repeat page reloads, which are the number of times that pages on your website are reloaded or refreshed during a single visit. This option lets you specify whether multiple hits on the same page are counted as one, or as multiple page views.

The metric **Single Page Visits** is equivalent to both **Single Access** AND **Bounces** in Reports & Analytics, depending on whether **Count Repeat Instances** is set to Yes or No.

See *Settings Tab - Descriptions* in Ad Hoc Analysis Help.

Correlation

See *Breakdowns*.

CPM

Cost per Thousand. Pertains to instances in which the code on the client's web page generates a server call to Adobe, for example, an image request.

CPMM

Cost per Million. Pertains to instances in which the code on the client's web page generates a server call to Adobe, for example, an image request.

Creative Element

Creative elements are characteristics that vary between placements or instances of the campaign, and include characteristics such as media type, headline, keyword, and media vendor.

Custom Traffic Variable (s.prop)

Custom traffic variables, also called props (s.prop) or property variables, are counters that count the number of times each value is sent into Analytics.

Props also let you correlate custom data with specific traffic-related events. These variables are embedded in the Analytics code on each page of your website. Through s.prop variables, Analytics lets you create custom reports, unique to your organization, industry, and business objectives.

For example, if you are an automobile manufacturer, you may be interested in seeing "Most Popular Car Model" to complement your "Pages" report. You can accomplish this by allocating one of your traffic properties to represent car model. Then implement your code to pass in car model on the appropriate pages.

Note: *Analytics supports up to 75 s.prop variables.*

You can enable and name these variables in Admin Tools under **Analytics** > **Admin** > **Report Suites** > **Edit Settings** > **Traffic** > **Traffic Variables**.

Current Data

The **Include Current Data** option on reports lets you view the latest Analytics data, often before data is fully processed and finalized. Current data displays most metrics within minutes, providing actionable data for quick decision making. Current Data is enabled by default on all reports that support it.

Data Connectors

Adobe Data Connectors provide a complete development ecosystem to help Data Connectors partners integrate their products and services into the Adobe Experience Cloud.

Adobe provides a well-defined *process* for creating a Data Connectors integration.

Data Sources

You can use Analytics to create and manage FTP-based Data Sources, which leverages FTP file transfer to import offline or historical data into the Experience Cloud. After creating a Data Sources instance, the tool provides an FTP location that you can use to upload Data Sources files. Once uploaded, Data Sources automatically locates and processes them. After the files are processed, the data is available for Analytics reporting.

Decision Tree

In data workbench, decision trees are a predictive analytics visualization used to evaluate visitor characteristics and relationships. The Decision Tree Builder generates a decision tree visualization based on a specified positive case and a set of inputs.

A *Decision Tree* is a binary classifier with a set of rules (or filters) identifying visitors who satisfy specific rules based on a positive case. A decision tree sets rules to classify visitors who satisfy (or do not satisfy) this positive case. These rules generate a tree map to provide a level of confidence to meet these positive case results.

Deduplication

The removing of duplicate events and visits from reporting.

For an example, see *Compare sum of line items to report total*.

Dimensions

Descriptions or characteristics of metric data that can be viewed, broken down, and compared in a report. They are non-numeric values and dates that correlate, sub-relate, or are a classification of the original report type metric.

Examples of dimensions include:

- Page, page names
- Products
- Gender
- Month
- Age
- Day, week, month, etc.
- Loyalty
- Monitor resolution
- Custom eVars and s.prop values

Analysis Workspace/Ad Hoc Analysis

When performing analysis in Analysis Workspace or Ad Hoc Analysis, you can base reports on any dimension item. You can break down dimensions by other dimensions to analyse and compare nearly anything. For example, you can view trends across other continuous dimensions like Page Depth. Then you could visualize a metric like Revenue Participation to see how revenue is influenced as a visitor travels deeper into your site.

In the **Dimensions** pane, you can search for dimensions and drag them to the **Freeform Table** (Analysis Workspace) or the **Table Builder** or the report table in Ad Hoc Analysis.

Data Workbench

In the data workbench, dimensions are set of elements, all of which are of a similar type from the user's perspective. The elements define a set of categories into which data can be grouped. For example, the elements Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, and Sunday make up a Weekday dimension.

The following dimension types exist:

Countable: A dimension type in which the number of elements in the dimension can be counted by the system. Countable dimensions must be derived from other Countable dimensions. Countable dimensions can be parents of other dimensions or children of other countable dimensions.

Examples: Visitor, Session, Page View, Booking, and Order.

Simple: A dimension that has a one-to-many relationship with a parent countable dimension. A simple dimension can be thought of as representing a property of elements of its parent dimension.

Example: Visitor Referrer is a simple dimension with a parent of the Visitor dimension. Each Visitor can have only one Visitor Referrer (their first HTTP referrer), but many Visitors might have the same Visitor Referrer. Therefore the Visitor Referrer is one-to-many with the Visitor dimension.

Numeric: A dimension that has ordered, numerical values and a one-to-many relationship with a parent countable dimension. A numeric dimension can be thought of as representing a numeric property of elements of its parent dimension. Numeric dimensions are often used to define sum metrics.

Example: The numeric dimension Session Revenue defines the revenue, in dollars, for each Session. Each Session has a single amount of revenue, but any number of Sessions might have the same revenue, so Session Revenue is one-to-many with Session. A metric revenue might be defined as `sum(Session_Revenue, Session)`, giving the total amount of revenue for the selected Sessions.

Many-to-Many: A dimension that has a many-to-many relationship with a parent countable dimension. A many-to-many dimension can be thought of as representing a set of values for each element of its parent dimension. A many-to-many dimension is equivalent to an (anonymous) countable dimension with its parent and a Simple dimension with a parent of the anonymous countable dimension.

Example: The many-to-many dimension Search Phrase has a parent of Session. Each Session can use zero or more Search Phrases, and a Search Phrase can be used in any number of Sessions.

Denormal: A dimension that has a one-to-one relationship with a parent Countable dimension. The element names of the denormal dimension can carry information about the corresponding elements of the parent dimension. A denormal dimension can be thought of as storing an arbitrary string value for each element of the parent. Denormal dimensions can be used with the data workbench server's segment export capability to output details about a subset or segment of a countable dimension. In addition, denormal dimensions can be referenced in metric formulas and worksheet visualizations and can be used (with certain restrictions) to define filters.

Example: The denormal dimension EMail Address has a parent of Visitor. Each Visitor has an EMail Address, and each element of the EMail Address dimension is associated with a single Visitor. Even if two visitors have the same e-mail address, their addresses will be different elements of the EMail Address dimension. A Segment Export can reference the EMail Address dimension to output the EMail Address of each visitor in a Segment.

Time: A dimension that enables you to create a set of periodic or absolute local time dimensions (such as Day, Day of Week, Hour, Hour of Day, and so on) based on a timestamp field that you specify. When defining time dimensions, you also can choose a day other than Monday to be used as the start of a week by specifying the Week Start Day parameter.

Example: The time dimension Session Time has parent of Session. Therefore, the dimension defines a set of time dimensions (Day, Day of Week, Hour, Hour of Day, Month, and Week) whose elements correspond to the times at which visitors' sessions on the site began.

Derived: Derived dimensions, rather than being defined in the dataset configuration based on the data being processed, are defined in the profile based on other dimensions or metrics. Many derived dimensions are created automatically to drive different types of visualizations. For example, when a user builds a site or process map, the data workbench server silently creates a Prefix dimension. Others, such as the reporting time dimensions, are defined by files in the Dimensions directory of a profile.

See the *Data Workbench Metrics, Dimensions, and Filters* guide for more information.

Event Serialization

The process of implementing measures to prevent duplicate events from entering Analytics reporting. Duplicate events can occur when a user refreshes a page multiple times, navigates to a certain page multiple times, or saves the web page to their machine (i.e. some users may save the purchase confirmation page to their computer). Every time they viewed the page, orders and revenue would be counted again if event serialization was not in place.

Exit Link

Any link that takes a visitor away from your site.

Related definitions:

Exit Page: The page that contains the exit link.

Exit Point: The page from which a visitor leaves your site.

Exit Site Sections: The site section from which a visitor leaves your site.

Experience Cloud

The Experience Cloud is an integrated family of digital marketing solutions, as well as an intuitive interface for new resources and capabilities, called core services, for your business. Solutions include: Adobe Analytics, Adobe Audience Manager, Adobe Campaign, Adobe Experience Manager, Adobe Media Optimizer, Adobe Primetime, and Adobe Target.

Expiration Trigger

Sets the lifetime of a variable value by letting you tell the system when to expire the variable’s value. Expiration triggers can be dates, time periods, or conversion events. It's the event or action that occurs that expires the value of a variable. A campaign variable could be set to expire on purchase. An internal search term can be set to expire with a visit.

Gantt View

The Gantt view provides a quick view of when your site campaigns began and when they ended, and how they affected your site's success metrics. You can see the day each campaign began as well as the day the campaign ended.

Gauge Reportlet

Gauge reportlets show the performance of a specific metric according to a custom-defined scale. You have the option to select a dial, bar, or bulb visualization type, set the scale (thresholds) you wish to use, and define other report details.

Granularity

The level of period-based detail at which you are viewing your report data. Granularity can be daily, weekly, monthly, and so on.

Learn how to *specify report granularity* in marketing reports.

Hierarchy

The hierarchy variable is used to determine the location of a page in your site's hierarchy or page structure. Hierarchies reflect the natural organization of the site. The hierarchy variable is most useful for sites that have many levels in the site structure. For example, a media site may have four levels to the Sports section: Sports, Local Sports, Baseball, Red Sox. If someone visits the Baseball page, then Sports, Local Sports and Baseball reflect that visit.

Hit

A single image request to Adobe servers, generated when a user requests a resource on a website. A request can result in an error or a successful transmission of any data type. Each Track and Track Link call generates a hit.

About Hits and Visitor Data

When a user first visits your site, Adobe servers place a cookie containing a *visitor ID* value on the user's computer. Each image request that a user sends into Adobe's servers passes this visitor ID value back to Adobe. Because this value stays the same from hit to hit and from visit to visit (unless the user clears cookies), a series of hits containing the same visitor ID values can be construed to be a single visitor.

Using the time stamps of the hits recorded from each user, analytics can determine when the user made the first image request, and also when the user's inactivity on your site reached 30 minutes, which ends the visit. This process allows Adobe's servers to determine how many visits have been made by a single visitor ID value. The timestamp of each hit also allows reports to sequentialize the hits within a visit, making pathing data possible in reports.

Hit Depth

The depth of the page in a Visit to which customers to your site browse. Let's say a customer views Page A, B and then C in a single visit. Pages A, B, and C have a hit depth of 1, 2, and 3, respectively.

Example:

Suppose, in a visit, you visited 9 pages : A -> B -> C -> D -> E -> F -> G -> A -> D - visit ends.

The Hit Depth (not to be confused with the *Visit Depth*) would be as follows for these pages:

- A: 1
- B: 2
- C: 3
- D: 4
- E: 5
- F: 6
- G: 7
- A: 8
- D: 9

So, Hit Depth shows the depth of the corresponding hit; it will increment gradually until the visit ends.

Additionally,

- the average Hit Depth of A would be (1+8)/2 = 4.5
- the average Hit Depth of D would be (4+9)/2 = 6.5

Hit Depth vs. Visit Depth

There is a difference in how hit depth and visit depth are calculated, which you need to consider when selecting which one to use.

- HIT depth considers ALL hit types.
- VISIT depth increases if:
  - The hit is a page view.
  - The pagename is not the same as the previous pagename.

Suppose you have a following sequence:

Page A >> Page B >> Page A >> Custom Link 1 >> Custom Link 2 >> Page C >> Custom Link 3 (with Add to Cart event) >> Page C

Sequence	Hit Depth	Hits contributing to Visit Depth
Page A	1	Yes
Page B	2	Yes
Page A	3	Yes
Custom Link 1	4	-
Custom Link 2	5	-
Page C	6	Yes
Custom Link 3 (with Add-to-cart event)	7	-
Page C	8	-

Note that in this example:

- The Visit Depth is 4.
- The add-to-cart event is shown on the custom link, which is usually the case. Adding to a cart does not lead to a page load, and hence it is not a page view.
- The last page is the same as the one previous to it (Page C), and so does NOT count towards the visit depth.

Image Request

An image request is used to send data to Adobe data collection servers. It is also known as a web beacon and is a transparent graphic image no larger than 1x1 pixel. It is placed on a web site or in an email to track visitor behavior. Data collection parameters are attached to the source of the image and read by the data collection server.

Internal Search Term

Search terms typed when visitors are on your website.

KPI - Key Performance Indicator

Key performance indicators simplify web analysis data reporting so that only relevant information is presented in an easily-understood and actionable format.

Lifetime Value

The total amount of a given success metric for a single user, for example, the total number of lifetime visits for a user.

List Prop

A list prop is a traffic variable that can accept multiple values at once. A delimited list of values is passed into the variable, then reported as individual line items. List props are most commonly implemented on pages that contain user-selectable values, such as listed items with check boxes or radio buttons. They are useful in any circumstance where you want to define multiple values in a variable without sending multiple image requests.

Login Company

A login company is a collection of report suites used by your organization. Some organizations have multiple login companies that apply to different parts of the organization. This is especially useful for large organizations that deal with different business units where many report suites are not applicable to others in the company.

Refer to *this article* to find out more about setting up multiple login companies.

Metric

Metrics are quantitative information about visitor activity, such as Views, Click-Throughs, Reloads, Average Time spent, Units, Orders, and Revenue. They are the foundation of reports and help you view and understand data relationships. They let you perform side-by-side comparisons of different data sets about your website.

Metrics and associated data are displayed in the columns of reports. Broad categories of metrics include:

Traffic metrics: These show data about the volume of visitors.

Conversion metrics: These show data about success events, such as purchases, downloads, or any other action that you want users to take on your website.

Calculated metrics: These are metrics you create by combining metrics. For example, you can create a metric that subtracts the Keyword Cost and the Cost of Goods from Revenue. This calculated metric lets you see the net revenue. You could then divide this value by Total Orders to see the average net revenue per order.

Video metrics: Marketing reports provide support for tracking a number of video metrics, including total views, time spent, and completion rates.

Social metrics: These help you measure your brand's presence on the social web. Social metrics work with Analytics standard metrics. By combining these with calculated metrics, you can view a report that shows how often a product is mentioned, gauge product sentiment, and see how Social metrics correlate with Analytics key performance indicators.

Multi-Suite Tagging

The ability to send data to multiple report suites using a single image request.

If you have several web entities, a Global Report Suite can give you global totals for Traffic and Conversion Metrics and event Paths. To capture multiple Report Suites, set the multiple IDs into the *s_account* variable delimited by commas.

When you use multi-suite tagging or roll-up functionality to create a global report suite, you need to create a page naming strategy that works within a global report suite. Within a multi-suite environment, Adobe recommends that you add a brand and/or region identifier to each page name. This identifier will be most important in the global report suite because without it you cannot discern which pages belong to which web sites. To keep page names concise, consider using recognizable acronyms for each regional or brand-specific site:

```
“US:Home page”, “UK:Home page”, “FR:Home page”
“JJ Clothiers:Home page”, “JJ Travel:Home page”, “JJ Finance:Home page”
```

Examples

H Code:

If you want to call two report suites in the `s_code.js` file, you could use the following example:

```
s var_account="rsid1,rsid2"
```

AppMeasurement:

```
s.account="rsid1,rsid2"
```

Normalization

Normalization shows the percent of change between comparison reports, which is useful when date ranges have a different number of days, or different volumes of traffic. Normalization takes all metrics and forces them to equal proportions, raising or lowering individual line items according to their normalized total. Normalizing lets you match trends when one date is much higher or lower than the other.

For example, if one month has three more days than another, the three-day difference might cause a significant discrepancy in a monthly A/B comparison. When you normalize the data, Analytics forces the totals of each report match, and increases or decreases the values of one column to adjust for the different number of days. Normalization is available in reports with date comparisons, or the **Key Metrics** reports.

How Normalization is Calculated

Normalization is calculated by:

1. Comparing report totals and calculating the proportion of data.

Pages	September Page Views	October Page Views
Page A	350	400
Page B	200	375
Page C	25	75

Pages	September Page Views	October Page Views
Total	575	850

Data normalization takes the totals of the two metrics (575 and 850) and determines their ratio:

575 / 850 = .676

2. Multiplying each line item by the report total proportion (using the previous report, with normalizing enabled):

Pages	September Page Views	October Page Views
Page A	350	237
Page B	200	135
Page C	25	17
Total	575	575

Each line item in October was multiplied by .676 (as shown above). The table now reflects the same approximate amount of September's data, allowing you to compare the two date ranges more effectively.

Data normalization applies differently if the compare dates were in opposite order, such as 850 / 575 = 1.48. Meaning, September's data would inflate itself proportionately to match closer to October's data.

See *Normalizing Report Data* in Help.

Original Referring Domains

Displays the original referrers that produced the customers on your site. Because customers can visit your site multiple times and have a different referrer for each visit, Original Referring Domains shows how they were referred the first time they arrived at your site. This dimension references referrers only by their base domain (`aol.com`, `yahoo.com`, and so on).

You can view the number of visitors generated by an original referrer or discover how much revenue each original referrer was responsible for producing. Referrer reports can be populated each time a visitor comes to your site, even if the visitor comes to the site multiple times during a session (before the visit expires.)

Pathing

Pathing is defined as the path that users take through your site. For example, a visitor went to page A, then page B, then page C.

If you need to know the order in which values are collected, then you need to enable pathing for the variable collecting those values. Pathing is enabled by default at the page level. Pathing is not enabled for any custom traffic variables (props) by default, because it is only appropriate in certain cases.

Note: *To enable pathing, go to* ***Admin > Report Suites > Edit Settings > Traffic > Traffic Variables****. To enable pathing on the Site Section and Server reports, contact Customer Care.*

Note: In Ad Hoc Analysis, when you enable classifications on a prop, pathing metrics become available for all the classifications set up for the enabled prop.

Persistence

Persistence refers to the ability of conversion variables to retain their value from one page to the next. You can choose how long a conversion variable retains its value, whether for a specified duration of time, or until a specific success event takes place. Traffic variables are not persistent.

Ranked Report

Displays a table with ranked items, using numbers and percentages in metrics. For example, a Pages Report ranks the pages on your site based on traffic, and the detail table shows percentages and numbers for metrics like Page Views and Revenue. A horizontal bar chart is the default graph type. Graphs display a color for each metric. Ranked reports can display multiple metrics in a report.

Ranked graphs default to five items, but you can graph up to thirty items in the chart options.

Real Time

Real-time reports display web page traffic and rank page views in real time, so that you can more quickly understand what is trending on your site.

For real-time reporting, Analytics uses high-frequency metrics and site analytics to visually report traffic and page view trending of dynamic news and retail web sites. Real-time understands trends in your data from minute to minute, within seconds of collection. It collects and streams data to the interface, using real-time correlation and tracking of content and some conversion.

Data Latency as a Result of A4T Configuration

After the A4T integration is enabled in Adobe Target, you will experience an additional 5-10 minutes of latency in Adobe Analytics. This latency increase allows data from Analytics and Target to be stored on the same hit, allowing you to break down tests by page and site section.

This increase is reflected in all Adobe Analytics services and tools, including the live stream and real-time reporting, and applies in the following scenarios:

- For live stream, real-time reports & API requests, and current data for traffic variables, only hits with a supplemental data ID are delayed.
- For current data on conversion metrics, finalized data, and data feeds, all hits are delayed an additional 5-7 minutes.

Be aware that the latency increase starts after you implement the Experience Cloud ID service, even if you have not fully implemented this integration.

Report

Standard reports display data for website and visitor activity, traffic patterns, referral data, advertising campaigns, visitor retention, product data, and more. You can run reports and then access tools to configure segments, metrics, and report comparisons.

You can gather custom data to create reports specific to your website. For example, if you have a search feature on your website, you can track the search terms submitted and create a report that shows these terms and the results of the searches.

The standard report set covers topics common to every website. Reports include (but are not limited to):

- Website data
- Visitor data
- Traffic patterns
- Referral data
- Advertising campaigns
- Visitor retention
- Product information

Analytics categorizes reports based on the following types:

- **Summary Reports** include reports such as the Totals Report, which shows data designed for quick overviews. These are intended for executives who want a general overview of the data.
- **Conversion Reports** provide comprehensive, accurate, and detailed analysis of customer activity. Metrics such as campaign management, sales cycle, customer fallout, and customer conversion let you measure e-commerce transactions, sources of sales, advertising effectiveness, customer loyalty, and more.
- **Traffic reports** give you in-depth insight into how visitors interact with your website. They let you analyze critical aspects of visitor behavior, monitor and understand traffic patterns, determine popular site content, and segment visitors by any measurable criteria.

Report Suite

A report suite defines the complete, independent reporting on a chosen website, set of websites, or subset of web pages. Usually, a report suite is one website, but it can be a global segment where you have combined several sites' numbers to get totals. When you log in to the Reports & Analytics, Ad Hoc Analysis, and Report Builder, you select one report suite to use (except when you use roll-ups that combine report suites).

A report suite can be smaller than a website, if want to run reports for a portion of your site. Analytics solutions aggregate and report on these data stores. **Analytics** > **Admin** > **Report Suites** (Report Suite Manager) lets you define the rules that govern how data is processed in a report suite.

Global report suite: Your implementation is altered to send image requests across domains into a single global report suite in addition to individual report suites.

Rollup report suite: Created in the Admin Tools. Takes the sum of each metric at the end of every day.

See *Rollup and Global Report Suites* for information about the differences between these report suite types.

Virtual Report Suites are created in **Components** > **Virtual Report Suites**. They allow the analyst to restrict data access for users based on specific segments by applying a segment to a report suite and creating a new view (Virtual Report Suite) based on that combination. *More...*

Segment Container

The Segment Builder utilizes a container architecture that lets you determine what to include in a segment. The Visitor container is the outermost container and includes overarching data specific to the visitor across visits and page views. A nested Visit container lets you set rules to break down the visitor's data based on visits, and a nested Hit container lets you break down visitor information based on individual page views. Each container lets you report across a visitor's history, interactions broken down by visits, or break down individual hits.

Refer to the *Segmentation Guide* for more information.

Segmentation

Segments are custom subsets of data, or data filtered by rules that you create. Segments are based on hits, visits, and visitors. For example, you can run a **Pages Report** and then apply a **Visitors from Mobile Devices** segment.

Unified Analytics segmentation lets you build, manage, share, and apply powerful, focused audience segments to your reports using Analytics capabilities, the Adobe Experience Cloud, Adobe Target, and other integrated Adobe products.

Analytics segmentation includes the *Segment Builder* to construct segments and run a pre-test, and the *Segment Manager* to collect, tag, approve, set security, and share segments across your organization.

Target

Target uses segment filters, which are groups of visitors who share a specific characteristic or set of characteristics. For example, visitors who arrive at your page from a certain search engine might be one segment. Other segments might be based on gender, age, location, registration status, purchase history, or just about any other detail you can collect about your visitors. Use segment filters to divide visitor traffic, and compare experience performance for each traffic segment.

See *Segment Filters* in Help.

Data Workbench

You can create a segment of the elements of any countable dimension and then output data for that segment on a batch or ongoing real-time basis into a tab-delimited file. Each time that you export a segment, you output metric or dimension data for all of the dimension elements included in that segment. You can control how the output data is formatted so that other systems can easily load the data.

See *Configuring Interface and Analysis Features* in Data Workbench help.

Audience Management

A segment (or audience) defines a set of users who share similar attributes. In audience management, segments help you classify people into related subgroups based on server-side rules you create in **Segment Builder**.

For example, segment rules can evaluate people based on customer type (casual browser vs. serious purchaser), geography, demographics, and many other characteristics. Segmentation is useful when you need to target products and services to specific groups with similar interests and behavior.

Server Call

A server call, also known as a "hit" or an "image request", is an instance in which data is sent to Adobe servers to process. The most common type of server call is a page view. A page view is where a visitor views a page on your website and a server call is generated to Adobe, where information is collected, processed, and then included in your report metrics. There are other types of server calls, including exit links and file downloads, where data is sent to Adobe to process, but is not recorded as a new page view. Even "excluded" page views (excluded from your reports by an IP address range you configure, for example) are server calls because they are received and processed by Adobe but never show up in your reports.

Subrelation

See *Breakdown*.

Success Event

Success events are actions that can be tracked. You determine what a success event is. For example, if a visitor purchases an item, the purchase event could be considered the success event. Other examples include media subscriptions, self-service tool usage, searches, downloads, checkouts, etc.

Transaction Unique Customer URL

Any process set by the web site owner that begins with an order variable and ends with a success variable. This could mean a product purchase, newsletter sign-up or e-mail request for information after going through a preset process. A unique customer is registered when a person makes a purchase from your site for the first time within a specified period of time. In other words, while one person may buy from your site three times, this person would be recorded as one unique customer. You can tell exactly how many individual people are purchasing from your site.

There are five different time frames marketing reports use to define unique customers: daily, weekly, monthly, quarterly and yearly. A daily unique customer may purchase from your site twice on February 7th, and then again on February 8th. This customer registers as two daily unique customers, because only the first purchase on the 7th and the purchase on the 8th would count as unique purchases for their respective days. This same standard determines monthly and yearly unique customers for their respective time frames. It can be helpful to ask the following question to see how reports determine who is a unique customer: "How many different people purchased from my site during this time period?"

The sum of all daily unique customers is not equal to the total monthly unique customers for that month. This is because a customer who purchases twice in a given month counts as two daily unique customers: one for each day they purchased, but only as a single monthly unique customer. The same relationship is true for monthly unique customers and yearly unique customers.

The method used to give an address to documents and other resources on the web. The first part of a URL indicates what protocol to use. The second part specifies the IP address or the domain name where the resource is located. For example, the first section of `http://www.adobe.com` specifies that the web page should be fetched using the HTTP protocol. The second section directs the main page in the Adobe domain to be retrieved.

Trended Report

A report view that lets you view trends over a given time period, so that you can identify data patterns.

For example, looking at a trended Products report shows you how many page views each featured product has garnered over the specified time period. (You can change the granularity and the reporting period at any time.)

Unique Visitors

Unique visitors represent the number of de-duplicated (counted only once) visitors to your website over the course of a specified time period. A unique visitor is determined with cookies. Unique visitors are calculated based on the selected reporting period. Any visitor during that reporting period will be counted only once.

See *Unique Visitors* in *Metrics.*

Visit Depth

The depth to which customers to your site browse. For example, if a customer views three pages on your site before making a purchase, that visit depth would be three.

Note: *For a comparison of Hit Depth and Visit Depth, see the Hit Depth Entry.*

Example:

Suppose, in a visit, you visited 9 pages : A -> B -> C -> D -> E -> F -> G -> A -> D - visit ends.

The Visit Depth (not to be confused with the Hit Depth) would be as follows for these pages:

- A: 9
- B: 9
- C: 9
- D: 9
- E: 9
- F: 9
- G: 9
- A: 9
- D: 9

So, Visit Depth shows the depth until when the user ends the visit, in this case page 9.

VISTA Rules

Visitor Identification, Segmentation and Transformation Architecture (VISTA) is a server-side approach to populating report variables. VISTA uses visitor segmentation rules to create real-time segmentation of all online data. These rules enable you to alter or segment data in nearly any way that you choose, without the need for implementing complex logic on your site. An unlimited number of visitor segmentation rules can be defined with VISTA.

For example, suppose you want to segment traffic where `eVar1 = "News"` to Report Suite A, and send all other traffic to Report Suite B. VISTA can perform this logic automatically for all server calls received.

VISTA processing occurs after data is collected but before it displays in marketing reports, data warehouse, ASI, or ad hoc analysis. Server-side data manipulation is done as the data comes in through the image request.

Note: *VISTA rules are not retroactive in marketing reports and cannot reprocess historical data to apply logic to existing reports. However, you can apply VISTA rules to ASI slots so that this logic is applied to key segments. ASI also allows you to apply segments to historical data, so in effect it is possible to use ASI to apply VISTA rules to historical data.*

VISTA rules can act on data in the HTTP header as well as any data element sent in the code. Your implementation consultant works with you to define VISTA rules and to create a specification from which the rule is programmed and tested.

VISTA Uses

VISTA can be used to perform the following.

- Segment data into separate report suites by domain names, URL patterns, or directories.

- Segment data based on user-related data, such as the value of a cookie (if the cookie value is passed in a variable), IP address, operating system, browser type or version, or the value of any variable populated via implementation.
- Separate or copy data into multiple report suites.
- Use JavaScript variable values as a lookup value in a database (referred to as a *database VISTA rule*) to dynamically apply changes to data based on values passed into Analytics.

Implementing server-side VISTA rules within the reporting architecture is perfect for websites that cannot implement complex logic within their own web architectures. VISTA rules are programmed and stored in one central location, so updates can be made quickly and easily. This is perfect for large, distributed sites and companies with various subsidiary divisions where rolling out site changes and new processing rules is often laborious and time-consuming.

Common VISTA Rules

- **Grabber**: VISTA grabs a value from the URL, the HTTP header or a variable, and sets it into another variable or manipulates it and sets it into a variable.
- **Exploder**: VISTA takes an incoming value from a variable, and breaks it out into several different variables. This rule is helpful when you have a long string of concatenated values that you want to push into different reports.
- **Concatenator**: VISTA takes any number of values from variables, the URL, or the HTTP header and concatenates them into one variable. This rule is helpful when the separate variables are dynamic and could come into reports in many different combinations.
- **Traffic Cop**: Acting as a filter, VISTA looks for specific values in the HTTP header, variables, or URL and segments that data. You can use Traffic Cop to allow only certain values into a report, to watch for IP ranges, or watch for specific page names and then populate appropriate events.
- **Database Lookup**: Securely push values into props, eVars, and metrics into events through a lookup of proprietary data on your servers, such as Cost of Goods Sold.

Deploying and updating VISTA rules is done by Adobe's Engineering Services, which works with you to understand your business needs and to craft a rule that addresses these needs. Adobe charges an additional fee to implement VISTA rules. To discuss the many possibilities that VISTA offers, contact your Adobe Account Manager.

Documentation Updates

Information about noteworthy updates to Analytics Reference help.

Date	Location	Description
May 1, 2018	*Data Retention Policy*	Moved the Data Retention white paper and FAQ from Whitepapers to the Analytics product documentation.
January 2017	*User Management*	Manage user access to Experience Cloud solutions and products in the Admin Console.
October 2017	*Virtual Report Suites*	• VRS Context-Aware Sessions: Report Time Processing • VRS Context-Aware Sessions: Component Curation
August 2017	Analytics User Migration to the Admin Console	What you need to know about the Analytics user ID migration to the Admin Console in the Adobe Experience Cloud.
April 20, 2017	*People*	Added People metric entry.
February 14, 2017	*Data Feed*	Added new documentation to for the Data Feed (replaces Clickstream Data Feed) in the February 16, 2017 release.
January 19, 2017	*Visitors with Experience Cloud ID*	Added a new metric that shows the number of visitors with a Experience Cloud ID.
January 10, 2017	*Which Adobe Analytics Tool Should I Use?*	Contains recommended use cases for each Adobe Analytics tool. Tools should be considered in the order they are listed. If a certain tool does not meet the need, move to the next one for consideration.
January 6, 2017	*New Engagements*	Updated the definition of the New Engagements metric.
October 20, 2016	*What's new in Analysis Workspace*	Important updates to group permission management for the Fall 2016 release. New features for Analytics released October 20, 2016.
June 28, 2016	*Regular Expressions in Classification Rules*	Added case sensitivity information to the reference table for regular expressions in classifications.

Date	Location	Description
May 5, 2016	*Getting Started with Analytics*	Added information helpful for new users and administrators of Analytics.
4/21/2016	*Virtual Report Suites* *ActivityMap Reporting* *AEM Assets Reporting* Updated screenshots and navigation paths to reflect recent Experience Cloud navigation changes.	Added information about creating and managing virtual report suites. Added administrative steps for enabling Activity Map reporting in Analytics. Added administrative steps for enabling AEM Assets reporting in Analytics.
02/17/2016	*Analytics Product Comparison and Requirements*	Added table showing product comparisons.
08/27/2015	*Time Spent*	Added information about the numerator and denominator for time-spent calculation.
03/20/2015	Updated .	Added information about the Mobile App Admin group and Group Management in Experience Cloud.
02/19/2015	*Classification Rule Sets*	Added feature information about how classification rules can now overwrite existing classification values.
09/04/2014	*Column Heading Format*	Added a recommendation of 30 column limit for imports and exports of classification files.
07/29/2014	Added links to the article *None, Unspecified, Unknown, and Other in reporting*.	Various reports in the Adobe Experience Cloud can show None, Unspecified, Other, or Unknown, depending on the specific report viewed. Generally, this breakdown means that the variable was not defined or otherwise unavailable. To increase access to the article, links were added to *Classifications Troubleshooting* and *Data Collection* sections.
04/30/2014	*Reporting Best Practices and Troubleshooting*	Learn about common reasons why reports fail and what you can do to avoid timeouts and failures.
03/14/2014	*Classification Rule Sets*	Added information about the **Select Available Report Suites** feature.

Date	Location	Description
		This button displays the **Available Report Suites** page, where you can select one or more available report suites to use for all your rule sets. (This page also displays when you first run the **Classification Rule Builder**.) This feature is intended to help reduce report suite load time, in the event that you have hundreds of available report suites.
02/26/2014	*General File Structure* *Escape classification data*	Added special character info here (near the top of the bullet list). Added steps describing how to escape data in classifications.
02/20/2014	*Processing Rules*	Processing rules have been enhanced with the following new features: • Max rules increased from 50 to 100 for each report suite. UI enhancements were also made to improve performance when displaying large numbers of rules. • "Else" condition support for rules lets you take action when a condition is not met. • When copying rules between report suites, you can now append rules to the target report suite rather than overwriting all rules. • When setting an event value with context data, empty context data variables no longer increment events.
02/07/2014	*Classification Rule Builder*	• Updated screen shots, various edits. • Removed information about 24 hour rule processing. Processing occurs at four-hour intervals. • Clarified prerequisite of classifying variables in Admin Tools before they can be available on the **New Rule Set** page.

Contact and Legal Information

Information to help you contact Adobe and to understand the legal issues concerning your use of this product and documentation.

Help & Technical Support

The Adobe Experience Cloud Customer Care team is here to assist you and provides a number of mechanisms by which they can be engaged:

- *Check the Experience Cloud help pages for advice, tips, and FAQs*
- *Ask us a quick question on Twitter @AdobeExpCare*
- *Log an incident in our customer portal*
- *Contact the Customer Care team directly*
- *Check availability and status of Experience Cloud Solutions*

Service, Capability & Billing

Dependent on your solution configuration, some options described in this documentation might not be available to you. As each account is unique, please refer to your contract for pricing, due dates, terms, and conditions. If you would like to add to or otherwise change your service level, or if you have questions regarding your current service, please contact your Account Manager.

Feedback

We welcome any suggestions or feedback regarding this solution. Enhancement ideas and suggestions *can be added to our Customer Idea Exchange*.

Legal