Adobe Analytics is further advancing its vision to close the insights-to-action gap for the modern intelligence team by empowering users at every skill level to instantly create data-driven value.

With the Adobe Analytics Fall 2017 Release, Adobe is breaking down data boundaries to empower modern intelligence teams with new insights designed for customer activation. The latest advances in Adobe Analytics feature several industry firsts, such as Audience Analytics – the first productized integration between a DMP and analytics engine. Adobe Analytics is also introducing the industry’s first context-driven session reporting capability for flexible, non-destructive multi-channel customer journey analytics.

Additionally, Adobe has listened to its customers closely and is subsequently delivering new workflow and visualization enhancements to Analysis Workspace that enable the modern intelligence team to glean unprecedented business insights, easily and intuitively.
Audience Analytics

The richer and more complete a customer profile is, the more opportunities your organization has to identify and target high value customers with compelling, personalized experiences. With Audience Analytics, any Adobe Audience Manager segment can now be brought into Adobe Analytics in real-time, meaning 2nd and 3rd party data can now be utilized for dimensional analysis in Adobe Analytics. These new dimensions can be utilized throughout Adobe Analytics for segmentation, as well as funnel and flow visualizations.

This new integration natively integrates Adobe Analytics and Adobe Audience Manager within the Analytics Cloud, and completes the data handoff between the two products with the first productized integration between a data management platform and an analytics engine in the market. Joint solution customers can now leverage Analytics reports to adjust segment composition, media execution and content decisioning.

For example, users can create Adobe Analytics segments based on gender, income level, interests and hobbies. Additionally, advertisers can now report on ad impression data, gaining new understanding about how many ads visitors saw before coming to a site or app. By combining 3rd party advertising, demographic and psychographic data with 1st party data within Adobe Analytics, you can enhance audience discovery and gain insights for improved content and advertising personalization.

- **Comprehensive**: All AAM segments are shared by default, fully enriching customer profiles in Analytics.
- **Easy**: Solution admins can enable the integration through the UI, with minimal code changes required. Server-side integration allows for same-page visibility and single tag implementation.
- **Privacy first**: Only segments that adhere to Audience Manager data export controls are shared.

1. Enable report suite server-side forwarding in Analytics
2. In Audience Manager, configure the Analytics destination
3. In Analytics, use “Audiences ID” and “Audiences Name” dimensions in any Analytics feature, e.g. Tables, Flow, Segment Compare, etc.
Context-Aware Sessions

While reaching customers has never been easier, understanding customer engagement has never been more complex due to device and channel fragmentation. For example, the average mobile session is approximately five minutes, over four times less than a typical desktop browsing session. A voice interaction with an intelligent assistant could be mere seconds with a single question. We now operate in a world where flexibility is needed for proper session measurement.

To meet this need, Adobe Analytics is introducing Context-Aware Sessions, a new capability that enables you to non-destructively redefine what a visit is without having to make any implementation code changes or alter the data in any way. Through virtual report suites, you can now define a visit any way you want – setting a custom timeout, preventing background hits from starting a new visit, or even starting a visit with the app launch event.

Context-Aware Sessions enables an organization to define what a session means and apply it retroactively. By rendering a user’s session at report time, Context-Aware Sessions eliminates the need to make costly implementation changes and gives end users powerful new data flexibility to meet the needs of their organization more quickly.

• Mobile First: Enables mobile teams to customize user sessions around geofencing and push messaging.
• Non-destructive: Never alters any of the data – enables users to customize a session for any type of customer journey.
• No Implementation Changes: Try any new session logic without changes to your app or site implementation.

How Does it Work?

- Create a new Virtual Report Suite
- Go to the "Visit Definition" tab and enable Report Time Processing
- Configure the "Visit" settings to best reflect your customer journey paradigm.
- The new visit settings apply retroactively to eVars, segments, and visit counts without altering the data.
Analysis Workspace Enhancements

Organizations are increasingly pushing every team member to become more data-driven in their decision-making. Analysis Workspace has enabled analytics - not just data - to be democratized through self-service capabilities, free-form analysis and curated environments that can support the dynamic nature of today’s customer intelligence needs.

Adobe Analytics is introducing several workflow enhancements to Analysis Workspace, as well as new visualizations and templates.

- Map visualization: With this interactive visualization you can dynamically view location data such as IP address or latitude and longitude in context via clusters or heat maps, enabling you to easily view customer interactions in context of their location.
- Zero state improvements: Feature awareness improvements have been made in the starting state of freeform tables, such as introducing visualization options upfront to give users an easier way to get started, making Analysis Workspace more intuitive for novice users.

These enhancements are designed to appeal to the most novice user while still serving the needs of the most advanced analysts.

Additional Updates:

- Adding event# to left rail event names
- Default sorting reserved dimensions in logical order
- Option to disallow anomaly detection from rescaling a chart
- Relative Intra-links on Project copy/save-as
- Left Rail Style changes
- Granularity selector for trended visualizations
- Mobile messaging project templates

Easily zoom in and out of various hierarchy levels to see clusters of users across regions.
Component Curation

Similar to project curation in Analysis Workspace, you can now limit the components available within a virtual report suite to create a more approachable data set for any level of business user. You can also rename components so that they resonate more with the end business user consuming the data, for example "visitors" can be called "users" in a mobile focused virtual report suite.

Tokens for Contribution Analysis

All customers with Contribution Analysis entitlements can now run full Contribution Analysis utilizing all dimensional data a limited number of times per month in Analysis Workspace. This removes the three-dimension limit for several users. The number of runs per company is limited by monthly tokens, granted based on your version of Adobe Analytics.

Adobe Analytics Packages with Token Entitlements

<table>
<thead>
<tr>
<th>Prime</th>
<th>Ultimate</th>
<th>Predictive Workbench Add-on</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 tokens/month</td>
<td>20 tokens/month</td>
<td>Unlimited tokens</td>
</tr>
</tbody>
</table>

Legacy Adobe Analytics Packages with Token Entitlements

<table>
<thead>
<tr>
<th>Standard / OD</th>
<th>Premium C360 or Attribution</th>
<th>Premium Complete</th>
<th>Premium Predictive Intelligence</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 tokens/month</td>
<td>2 tokens/month</td>
<td>Unlimited tokens</td>
<td>Unlimited tokens</td>
</tr>
</tbody>
</table>

Important note: Your access to Contribution Analysis in Reports & Analytics does not change, this is an Analysis Workspace update only. Please contact your Account Manager with any questions.