Turn your insight into action.
Adobe Analytics enables organizations to architect engaging experiences by delivering unique and intelligent audience insights for data-driven decision making.

With the Adobe Analytics Spring 2016 Release, Adobe is delivering more intelligent, automated tools that aid in the discovery and sharing of meaningful audience insights across your organization. The latest advances in Adobe Analytics feature several industry firsts, including a new people metric to understand how many actual people viewed content, purchased a product, came in via various marketing channels, or otherwise interacted with your brand.

Additional analytics innovations in this release, such as Segment IQ, propensity scoring for Live Stream Triggers and Activity Map, are all designed to easily surface hidden customer insights to key stakeholders throughout your organization. These stakeholders can then act upon those insights immediately – often automatically – making Adobe the ideal partner to help you develop a data-driven competency across your organization.
Activity Map

One of the most helpful ways to augment your analysis is to see the data in the context of the pages on your site to understand what page or application elements are providing valuable experiences to customers and prospects. Visual analysis is also a helpful way for business users to easily understand data to make better decisions.

With Activity Map, the next iteration of Clickmap, you can measure traffic, conversion and success metrics, all overlaid on the pages of a site. Some of the great new capabilities in Activity Map are:

- **Segmentation**: view how various segments of visitors are interacting with your site by any behavioral or attribute data that you collect

- **Additional metrics**: use any metric in Activity Map, including the all new people metric and calculated metrics to see downstream impact on revenue or other KPIs

- **Modern browser support**: understand how dynamic, responsive, and single page application content is performing in Chrome, Edge, Safari and Firefox.

- **Pathing overlay**: see pathing on any page to get a quick snapshot of the journeys people take before and after visiting a page

- **Real-time support**: watch how trends impact change on the site in real-time
People Metric

The proliferation of mobile devices used by consumers today has greatly reduced the usefulness of “unique visitors” in analytics tools. Unique visitors represent the number of cookies or apps that are sending data to Adobe Analytics, not the actual number of people. Campaigns that are available across multiple devices will tend to look poorer than campaigns that are targeted at a single platform.

Companies want to understand how many actual people are interacting with their brand so that they can properly measure marketing activities and brand engagement. The reality may be that revenue and engagement per person is better than you think, but you can’t tell unless you have a more accurate count – a people count.

Adobe introduces the people metric, a statistically derived metric, based on anonymous device data from the Adobe Device Co-op. By moving from a visitor-based metric to a people-based metric, brands can now understand true audience sizes, customer retention rates and revenue per person.

Additionally, by utilizing the new Segment IQ capability to compare audience segments, Adobe Analytics users can compare the sizes and differences between any two segments, based on the number of people in each segment. Users will also be able to build segments based on device type, and use Venn diagrams to visually understand the overlap in audience size (based on actual people) for consumers who use one device or another.

The People metric can be used in any calculated metric to create much more meaningful KPIs. For example, use People to define calculated metrics such as time spent per person, revenue per person, forms abandoned per person and so forth.
Segment IQ

Despite having more customer and behavioral data than ever before, marketers and analysts often struggle in identifying the key characteristics of the audience segments that are most important to their business. For example, understanding why one segment converts at a higher rate than another segment is left to educated guessing.

Segment IQ intelligently discovers the differences between your target audience segments through automated analysis of all of your metrics and dimensions. You can now uncover new customer insight that was previously time consuming or impossible to obtain. Segment IQ compares and surfaces the significant behavioral differences between segments, as well as actionable insights to drive your KPIs. With this new capability, marketers and analysts can gain new visibility into which segments are most important to their businesses and why, so they can acquire and convert customers much more efficiently—saving time and budget.

Ultimately, Segment IQ can provide important insight into how you should form your marketing strategy for your most important audience segments. It helps you understand what they are doing differently. It also helps you see what unique characteristics, such as dimensions or demographics, belong to these high-value audience segments to inform the content you use in engaging with them.

Automatically surface statistically significant differences between segments
Adobe Certified Metrics

As content viewers expand their viewing behavior beyond linear TV to the multi-screen experience across a multitude of devices and platforms, programmers need to measure every digital view to gain a complete understanding of their audiences to monetize all advertising opportunities. Furthermore, advertisers want to understand and reach their audiences when and where they are engaged with video content.

Adobe Certified Metrics, built on the Adobe Marketing Cloud platform and powered by Adobe Analytics, are delivered to ratings partners to improve the measurement of digital content consumption by providing the census-level digital data that enables more accurate audience measurement and trusted ratings.

By leveraging Adobe Certified Metrics, our measurement partners, such as comScore and Nielsen, can now provide a complete view of audience engagement across TV and digital to increase ad revenue opportunities across all platforms and devices. Specifically, cable networks, Pay-TV service providers and digital publishers can now accurately and easily measure and monetize their content across every screen, including linear TV, video-on-demand, desktops, smartphones, tablets, game consoles and over-the-top (OTT) connected devices, such as Apple TV, Roku, Chromecast and more.

Only Adobe Analytics accurately measures all video content and ad data on all platforms and devices for deep audience insights, providing Adobe Certified Metrics around key KPIs.
Propensity Scoring for Live Stream Triggers

Traditional email remarketing campaigns often arrive too late, reaching customers after the window of purchase opportunity has closed. Additionally, remarketing campaigns are typically “one-size-fits-all” email blasts instead of personalized communications designed to drive action, such as completing a specific order.

With Propensity Scoring for Live Stream Triggers, a new integration capability with Adobe Campaign, organizations can calculate how likely it is for particular visitors to return to the site and trigger a remarketing activity to re-engage them based on defined criteria. For example, by utilizing the real-time data delivery capability of Live Stream, a retailer can immediately identify visitors that are not likely to return to the site. As soon as a cart abandonment is detected, Adobe Analytics can trigger a communication event, which can be personalized, controlled and sequenced in Adobe Campaign. This capability dramatically reduces the time it takes to re-engage with customers with a low likelihood of returning, and does it automatically, reducing the time burden on your marketing teams.

Populate email templates with known site activity, such as products viewed or added to cart.

Define a set of conditions, which—when met—cause a programmatic “trigger” event to be sent through the Live Stream Trigger API.
Audience Sharing with Adobe Marketing Cloud

Any Adobe Marketing Cloud audience can now be brought into Adobe Analytics, including audiences from Adobe Audience Manager.

Adobe Audience Manager is a powerful data management platform that enables users to build unique audience profiles from first, second and third party data. For advertisers, these audience profiles help define the most valuable segments to use across any digital channel. 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.

For example, users can create Adobe Analytics segments based on gender or income level (demographics) or interests and hobbies (psychographic). 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. Best of all, this integration happens in real-time, ensuring that you have your total addressable audience ready to work within Adobe Analytics.
Support for Facebook Instant Articles & Google AMP

Adobe has partnered with Facebook and Google to support the measurement of Instant Articles and Accelerated Mobile Pages (AMP) to help solve the problems that are adversely affecting the mobile web experience—namely the slow speed at which content loads and understanding audience engagement with mobile content. Both Instant Articles and AMP will enable content to load instantaneously and provide a better mobile web experience for all.

Adobe Analytics can measure the reach and impact of Instant Articles and AMP experiences for publishers, while providing blazing fast speed for the mobile web user experience. Some great news is that in both cases, publishers have the option to reference the existing JavaScript tagging framework already in use, which simplifies the implementation process and avoids building analytics support from scratch. For publishers, Adobe Analytics has become a fundamental part of understanding audiences, creating loyal viewers, and monetizing content, and Adobe is committed to making sure that publishers have access to the best data possible. A better mobile user experience means more browsing and content discovery for users, and quality revenue streams for publishers. Additionally, Adobe Analytics will enable publishers to link up Instant Articles and AMPs with their existing web data for deeper cross-channel audience understanding, and integrate this insight directly with the rest of Adobe Marketing Cloud for content and advertising optimization.

Adobe Analytics customers interested in getting started with tagging either Facebook Instant Articles or Google AMP can find Instructions on the Adobe Analytics Blog.
Virtual Report Suites

Virtual report suites gives you the ability to define permissions so that groups of users can only see a specified subset of data. With this capability, organizations can improve privacy and access controls for data management and end users can have a relevant, personalized analytics experience.

Smart Feature Selecting for Propensity Scoring

Smart Feature Selecting for Propensity Scoring, located within the data workbench capability of Adobe Analytics Premium, greatly reduces the analyst workload and lessens the need for deep domain expertise in order to create effective propensity models. This new feature automatically sources the best metric inputs or removes poor inputs before building a propensity model.
Adobe Analytics

What’s New in Analytics: Fall 2015

Adobe Analytics powers customer intelligence across the enterprise, facilitating self-service data discovery for users of all skill levels.

The latest advances in Adobe Analytics have made actionable customer insights accessible to any user in a data-driven organization, enabling businesses to provide a more personalized and optimized customer journey. With the Analysis Workspace, Adobe has democratized analytics in a way that enables the whole enterprise to explore data intuitively, providing workspaces for role-based users to surface insights at the speed of thought – anywhere. Adobe has also standardized the measurement of video and video ad consumption across devices and provided a way for organizations to automate and streamline the sharing of video data as video playback occurs, safely and securely, to gain more insight into their audiences.
Analysis Workspace

The new Analysis Workspace in Adobe Analytics gives everyone in your organization the power to use analytics to do their job better.

First, you can dramatically speed up the analysis process and answer questions almost as quickly as you can ask them by building completely flexible views of your data and use multiple tools to shape it – all in real-time. As your questions change, this space evolves with you, so that it becomes a tool that you can use again and again to be more effective with your marketing.

Second, you can now "curate" the data elements and tools for non-analysts to easily self-serve and discover relevant insights. Similar to an art museum with thousands of pieces in their archive, organizations have thousands of data dimensions and metrics to choose from. Curation presents the right data elements to other users based on their role. It’s just like a museum curator putting the most pertinent pieces out for display. This process means that each person in your organization can confidently use data to be more effective in driving the business.

With Analysis Workspace and shared analysis in Adobe Analytics, you always have the data that you need in a consumable, flexible environment that encourages discovery and exploration —whether you’re a data scientist or a data novice.

Drag-and-drop any number of data tables, visualizations, and components (dimensions, metrics, segments, and granularities) to a project.

Instantly create breakdowns, segments, and custom date ranges.
Cohort Analysis

Adobe Analytics now makes it easier to understand customer engagement with your brand. Cohort analysis empowers you to compare groups of people who share a common characteristic over time. You can group users based on the day, week, or month when they performed a certain activity, such as first purchase, sign-up date, product order, etc. You can then track those discrete groups over coming days, weeks, or months to see how they continue to engage, or churn. Analyzing how cohorts behave across time periods can indicate if the quality of the average customer or content viewer is increasing or decreasing.

A cohort report returns visitors. Each data cell shows the raw number of visitors in the cohort who did the action during that time period. You can measure the retention of new and acquired users with side-by-side segmentation and comparison.

With cohort analysis you can:

- **Launch** campaigns designed to spur a desired action
- **Shift** marketing budget at the right time in the customer lifecycle
- **Recognize** when to end a trial or an offer
- **Gain** ideas for A/B testing in areas such as pricing, upgrade path, and so on
- **View** a Cohort Analysis report within a curated workspace
Federated Analytics

With federated analytics, Adobe is providing a way for organizations to automate and streamline the sharing of video data in real-time, safely and securely, to gain more insight into their audiences.

Many publishers and advertisers need to share data to facilitate programming and media decisions; however, data is typically sent via email, usually in spreadsheets, with metrics that are not standardized between organizations.

Federated analytics solves these latency and data standardization issues, and facilitates the discovery of new insights through data sharing. This feature enables standardized cross-platform sharing of video data, governed by specified rules that determine what data to share and where to send it.

The “sharer” is able to control the data, down to an individual video level, that will be shared during each video playback. The “receiver” can specify where the data should be sent (a specified report suite), based on defined triggers. For instance, providers of syndicated content will able to get real-time data from wherever their content is played, as the playback is happening. Additionally, sites that own the customer experience can prescribe what data they want to share.

Key Benefits:

**Standardization.** Video and video ad metrics will be measured and reported the same way across your own sites and apps, as well as any syndication partners

**Control.** “Sharers” can govern what data to share down to the granularity of a single video. “Receivers” can specify what report suite will ingest the data

**Real-time.** Data will flow into your specified report suite(s) as the playback occurs on your syndication partners’ sites and apps

**Ease.** Federated analytics can be enabled by simply specifying your tracking server

Data starts flowing and is federated only after both parties agree on the contract
OTT Analytics

On-demand content viewing is continuing to explode. The growth of broadband content delivery to TV screens via Over-the-Top (OTT) devices such as Apple TV, Chromecast and Roku is quickly outpacing all other channels – showing that TV is still the preferred screen for viewing long-form programming.

Adobe Analytics now provides standardized measurement of both video and apps for the following Over-the-Top (OTT) IP connected devices: Roku, Apple TV, Chromecast and Xbox One, with many more to come. By measuring these OTT devices, Adobe Analytics customers will get a more complete view of content engagement and how this industry trend is driving viewer behavior. Ultimately, accurate measurement across all devices increases opportunities for ad monetization.

Standardization:
Adobe Analytics provides the same video and ad metrics measured and available on OTT devices as desktop and mobile

Mobile app measurement:
The Adobe Marketing Cloud mobile SDK captures lifecycle metrics on OTT apps and can instrument multiple mobile solutions – such as analytics, testing, targeting and campaign execution – all in a single SDK.
Quality of Experience (QoE) Metrics

Nothing turns viewers away from watching content and advertising online like poor quality of experience (QoE). Studies have shown that buffering issues and slow initial playback lead directly to viewer drop-off and a decline in engagement. Thus, considering and responding to QoE insights can lead to higher viewer engagement.

Adobe Video Analytics now makes it possible to collect, via solution variables, many QoE metrics—like buffering, bitrates, errors, etc. (provided the video player makes them available). You can now see how video quality impacts engagement, time spent, ad impressions and videos viewed. Additionally, as part of Adobe Analytics, you can consider your video data in context of all your other data sources for a better understanding of cross-channel engagement.

By bringing QoE data into Adobe Analytics, Adobe is filling an existing blind spot for many marketing teams to increase viewer engagement.

Important note: Your video player has to make QoE data available in order for Adobe to capture it via the SDK.
Push Messaging

Adobe Analytics for Mobile Apps now provides a great new capability to keep your app users engaged - the ability to send personalized push messages to cohorts and rich user segments!

Push notifications are messages that appear to your users that have opted in to receive notifications when they are not actively using your app, usually to alert users of new updates, offers, and reminders. With this new capability, you can create, test, manage, and report on push messages in a single, streamlined workflow.

You also have complete scheduling flexibility and can deliver one-time or recurring messages based on user actions, user traits, or location. Adobe Analytics – Mobile Apps also provides pre-built templates for multiple message types and the ability to preview what your messages actually look like on various mobile devices – all in a single UI.

Push messaging is vital to a successful mobile strategy, but without great analytics you could be doing more harm than good engaging with your customers. That’s why push messaging from Adobe is fully integrated into Adobe Analytics – Mobile Apps, enabling you to track the right metrics for success and discover what messaging content your app users find compelling.

Marketers can evaluate the effectiveness of messages in driving user engagement and conversion.

Step 1
Quickly build your messages

Step 2
Decide which of your users should get which messages based on traits, actions and schedule to provide truly personalized messaging.

Step 3
Write your message

Step 4
Schedule and send your message
Acquisition Tracking Enhancements Beta (Adobe Analytics – Mobile Apps)

You can now more accurately and easily track acquisition campaign downloads and post download activity with callbacks to 3rd parties for attribution or success events.

Additionally, dynamic URL’s can now be built on the fly in a URL builder. You no longer need to pre-create them or save them in the UI before leveraging them in a campaign. Data can also be appended to the end of the URL (e.g. affiliate traffic), and Adobe Analytics will pass it in as context data that can be reported on.

Changes to the "searches" metric

The "searches" metric now includes data generated on linkTrack hits, increasing the accuracy of the searches metric. Any hit type (page view, video view, link click, etc.) can now increment the searches metric as long as it is the first hit of the visit.

NOTE: This update will change how the searches metric is calculated moving forward.

Combine time-stamped & non time-stamped data

You can now combine "time-stamped" mobile data with "non time-stamped" live data from a browser in a single report suite. This update will enable you to add support for offline data to mobile apps without having to change report suites, removing the frustration of losing data by incorrectly configuring mobile app data as time-stamped or non time-stamped.
Adobe Analytics powers customer intelligence for the enterprise as the underlying analytics engine for Adobe Marketing Cloud.

Adobe builds on its industry-leading analytics solution with the Adobe Analytics Spring 2015 release. First, we developed a ground-breaking contribution analysis toolset to save you days and even weeks in understanding anomalies. Next, we empowered marketers to discover new customer segments, behaviors and other insights with our customer attributes feature that consumes enterprise customer attributes such as loyalty program data, CRM data and call center data. We also bolstered our mobile analytics offering with custom cohorts and push notifications. In addition, we enhanced Report Builder to be more robust than ever in scheduling reports. Finally, we accelerated user optimization cycles faster with build-your-own customized analysis within Freeform Analysis.
**Contribution Analysis**

Contribution Analysis intelligently identifies “causes” or contributing factors for changes in trended data and anomalies.

Digital analysts spend countless hours searching for explanations to changes in metrics. They have had to carry out this time-consuming analysis on their own, importing large amounts of data into their organization’s own data warehouses. Until now.

Contribution Analysis scans all variables (conversion, traffic and OOTB) to explain changes in metrics and identify what contributes most to an anomaly. Contribution analysis automates hundreds of reports comparing and contrasting results to deliver statistically-relevant conclusions about correlation and causation.

Contribution analysis also automatically curates actionable customer segments for you based on its conclusions for you to immediate take action on them.

Contribution analysis is truly a Big Data learning engine, transforming the analyst into a data scientist—with time to spare.

**Watch the demo ›**

Uncover a statistically significant anomaly tied to a metric with Contribution Analysis. Simply click “Analyze” and the advanced toolset intelligently identifies possible “causes” (or contribution factors) that help to explain changes in trended data and anomalies.
Customer Attributes (Enterprise Data)

Customer Attributes enables marketers and analysts to combine descriptive data with online behavioral data to augment customer analysis.

Adobe Analytics already collects rich data about what visitors do on a web site or in an application and how they engage with online campaigns. But characteristic data is often siloed in external systems, like CRM.

Customer attributes enables users to pipe in data from a CRM system or any other source of online or offline enterprise data as an added analysis dimension (e.g. loyalty program levels). Users can upload customer attributes to the Marketing Cloud and apply them in Adobe Analytics reports and segments to share across the Marketing Cloud (such as for testing and personalization purposes).

By combining online behavior with customer attributes, analysts can now uncover new customer segments, behaviors and other insights to optimize their campaigns.

Watch the demo ›

Marketers and Analysts will be able to combine online behavioral data with CRM data that describes the individuals using the web site or app.
Industry-Leading and New Mobile App Analytics Capabilities

Adobe Mobile App Analytics now makes it easier to understand customer engagement with your mobile apps over time!

Cohort analysis empowers you to compare your first-time users with your repeat visitors to tailor apps to their distinct wants and needs. You can measure the retention of new and acquired users with side-by-side segmentation and comparison. The new cohort enhancements can also inform which mobile app features lead to repeated launches and in-app conversions, and which do not.
Freeform Analysis (Beta)

Freeform Analysis is a new workspace that enables anyone to create custom analysis projects out of component parts (dimensions, segments, date ranges, metrics) in real-time, all in an intuitive visual way.

Freeform Analysis dramatically speeds up the analysis process and lets you answer questions almost as quickly as you can ask them. Freeform Analysis democratizes insights in a way that allows the whole enterprise to explore data intuitively. Adobe Analytics is not just sending out dashboards – it is providing workspaces for non-analysts (everyone) to work with data in a safe way – surfaceinsights at the speed of thought – anywhere.

Freeform Analysis is in public beta and currently available to all admin accounts in Adobe Analytics Standard or Adobe Analytics Premium.

Get more information on our blog >

The flexible table schema adjusts for unlimited comparisons and breakdowns.
Publish Predictive Attributes to Adobe Marketing Cloud

Analysts can now easily publish predictive customer insights from the data workbench feature in Adobe Analytics Premium to the profiles and audiences core service in Adobe Marketing Cloud. These forward-looking insights enrich an organization’s understanding of visitor engagement, in daily reports and through segments published to the rest of the marketing cloud.

Features like correlation analysis, audience clustering and propensity scoring enable analysts to use powerful algorithms in an easy, marketing-centric workflow to leverage the power of big data. Go beyond traditional segmenting to source attributes that can be applied to actionable audience clusters targeting groups such as those most likely to convert.

By creating this tighter integration between data workbench and reports & analytics, a wider range of marketers and analysts can now take advantage of the powerful statistical and predictive insights in their normal daily workflow.

Use the advanced statistical analysis available in data workbench to source out new attributes that you can then send and take action with in Adobe Marketing Cloud.

Use these new insights in your daily reports within reports and analytics. Here you can see our newly discovered attributes applied to segments in a revenue report in the new tool: analyst workspace.
New Calculated Metric Builder

Say goodbye to spending lengthy time periods in your implementation to get a new metric. With the new calculated metric builder users can create new metrics on-the-fly, that apply historically, without updating their implementation!

This significant update to the calculated metrics capability in Adobe Analytics also enables advanced users to segment, share and curate metrics to remove the clutter for business users. Customers will also be able to compare segments more easily and do basic statistical analysis.

These new metrics can be applied anywhere in Reports & Analytics, Free Form Analysis and Ad Hoc Analysis.

Watch the demo ›

The new Metric selector makes it easy to find metrics all from a single place.

The new Metric builder lets you build very advanced metrics that can include both segments and statistical functions.
Report Builder Support

Report Builder is integral to the work you do in Adobe Analytics, and we have made Report Builder more reliable, especially around scheduled reports.

One of the major Report Builder themes in 2015 is Enterprise Readiness. To that end, we have enhanced the tool in a few key ways to make it more robust for you. We shored up the Report Builder scheduling process against transient errors, such as Web service unavailability or servers running out of memory. In addition, we included safety scheduling to prevent users from accidentally submitting workbooks with a high probability of error.

Personalized Site Overview Dashboards

Enjoy a more personalized landing experience in Reports & Analytics with a dashboard dynamically based on your most viewed reports.

The current Site Overview dashboard features six default reportlets that are sometimes irrelevant to Reports & Analytics users. However, the updated and standardized Site Overview dashboard will show Key Metrics and the five metrics you most frequently view.

Additional eVARS, Events, and Processing Rules

We heard your feedback loud and clear. Customers want to track additional information, but they have sometimes been limited by variables.

Now, Adobe Analytics customers can access 100 total eVARS and 1000 events. Adobe Analytics Premium customers can access 250 total eVARS (plus the 1000 events). Additionally, customers can also access up to 150 processing rules.

Push Calendar Events

Improve the context available on reports by creating a calendar event and then pushing it directly to other users so that it appears on their graphs without them needing to do anything.

Access Control Group Management in Data Workbench.

Client administrators can now self-manage the access control group assignments in Data Workbench, reducing dependency on Customer Care.

Removing users who have blocked all cookies in their browser

Many companies are facing increasing pressure to implement stricter privacy controls on the data they collect. This feature allows Adobe Analytics customers to respect a user’s intention to stop processing for profiling purposes and more easily conform to privacy laws in their area.

By enabling this feature, data collected from desktop browsers where the user has set its browser to block all cookies will be excluded from Analytics reports.
Adobe Analytics

What’s New in Analytics: Fall 2014

Understand the impact of your marketing efforts with algorithmic attribution and engage your mobile customers with in-app messaging from Adobe Analytics

Adobe continues to improve its industry-leading analytics solution with the Adobe Analytics Fall 2014 release. First, we looked at our navigation experience and re-imagined it based on the feedback we heard from you. Then we added new mobile analytics enhancements, such as in-app messaging, focus on providing better tools to understand and reach your mobile user with personalized messaging. Adobe Analytics Premium customers are now better able to drive intelligent decisions on their marketing investments with easy-to-use algorithmic attribution. In addition, there are several new analytics capabilities and updates to many of the favorite features in data workbench.
Navigation Re-imagined

We heard your feedback loud and clear. Because navigation is so central to the work you do in Adobe Analytics, we completely re-imagined the navigation experience to make it easier to access the information you find essential to your daily work.

To make it easier to access your most used features we have created a My Favorites lists, a frequently viewed list and a report history. Keyboard-sensitive navigation lets you easily maneuver the menus with the arrow keys and navigation hot-keys automatically expands the navigation and puts the cursor in the search box whenever a user types "/".

Lastly, we enhanced our search to make it less strict on spelling as well as display report details and breadcrumbs in search results—not just report names. This helps whenever a report name is used in categories, like “fallout” reports.

Get more information on our blog ›

Left rail navigation
Quickly access the reports you use the most, such as favorites and frequently viewed

Bookmark reports
Put reports that you want to access quickly right there at the top level for easy retrieval no matter where you are in the tool.

Adobe Analytics Fall 2014 Release Notes
In-App Messaging

Adobe Mobile App Analytics now gets you closer to your mobile users! You can create, manage, and report on in-app messages, which are delivered to users in real-time, based on their actions, user traits, or location. Adobe Mobile App Analytics also provides pre-built templates for multiple message types including full-screen banners, alerts, and local notifications. The messages are delivered to the app without any app updates needed or app submissions to the app store.

Quickly build your messages

Decide which of your users should get which messages based on traits, actions, schedule etc. to provide truly personalized messaging.

Real-time reporting

Marketers can evaluate the effectiveness of messages in driving user engagement and conversion.
Algorithmic Attribution

One of our customers’ top priorities has been the ability to quantify the impact of their marketing spend beyond last click. Last release we provided pre-built workspaces for you to gain insights faster with the option of using seven different rules-based models.

Algorithmic attribution uses advanced statistics and machine learning to objectively determine the fractional impact of each marketing touch along a customer’s journey towards conversion – leading to a better understanding of marketing campaign effectiveness.

Using this best-fit, econometric model gives analysts a simple way to see which marketing touches were most impactful by analyzing incremental lift. The rules-based models then let you explore reasons why certain campaigns were more impactful and how the combination of different campaigns led to success.

Understand Campaign Effectiveness

Algorithmic Attribution helps you measure the effectiveness of programs you are currently running, inform your budgeting decisions and answer non-revenue related questions, such as: Viewing which web page drives the most customer phone calls?
Chord Visualization

The chord visualization is another addition to the analyst toolkit, giving analysts a more visual way to explore the strength of relationships. It displays the correlation between different elements and gives analysts an alternative, faster way to visualize relationships than a correlation matrix.

Regression Analysis & Trend Lines

The new trend lines can be overlaid on graphs to present a visual and easy way to interpret the data. The regression analysis on the graph visualization allows analysts to perform what-if scenarios (e.g. If visits increase to a certain level, what impact will this have on revenue?).
Latency Table

One of our most powerful tools just got even better, by allowing more in depth, cohort analysis. The latency table measures the period around a target event and all surrounding activity to give you insight into what activities customers perform before and after an event like a purchase.

The latency table can now be based upon measurements other than days, such as visits. Instead of thinking of a customer’s journey strictly by time, we can understand it by actions. Customers typically continue where they left off in the previous visit, regardless of whether the visit was yesterday or a week ago. This brings your analysis and insights much closer to how the customer sees their experience with your business.

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</tr>
</tbody>
</table>

Clustering

For customers on large environments the option of using K-means++ clustering will produce faster results as well as an alternative method for balancing the audience sizes of each cluster.
Segment Export

Continuing our effort to make it easier to export data into systems such as Excel and R, there is an option for a new header along with CSV and TSV formats.

Transformation Performance Improvement

We have identified ways to improve the processing time during the transformation stage, resulting in up to 50% improvement. This allows analysts to run queries on the full dataset even faster after new data is loaded into the system.

Get more information about this release ›
What’s New in Analytics: Spring 2014

Get Ready to Drive Intelligent Customer Interactions.

Adobe is extending its lead in enterprise analytics. The new innovations in Adobe Analytics enable marketers and data analysts to better leverage powerful insights across their marketing channels and their organizations. Adobe customers can now drastically reduce time spent on analytical processes and overhead, by accelerating analysis time and removing workflow and collaboration friction points.

The Spring 2014 Release of Adobe Analytics helps you quickly discover and market to high-value audiences through live stream (a real-time event firehose), unified segment builder (a new, simplified segmentation user experience), rich contextual visualizations (including decision trees and density visualizations) and flexible out-of-the-box attribution models.
Live Stream (real-time event firehose)

We have extended our real-time data capabilities to give you access to the Live Stream of digital marketing data that flows from your digital assets and campaign activities in order to rapidly respond to events of interest.

This data is highly granular and is surfaced within seconds of collection. The Adobe Analytics live stream also allows real-time correlation of trend data with causal factors, with access to all custom and standard variables (over 300 variables per hit) with no site re-tagging required.

Organizations are utilizing the live stream to power programs such as in-session retargeting and real-time monitoring and alerting of any events of interest.
Unified Segment Builder

Adobe Analytics has a brand new segment builder available directly within the web UI that helps you discover and analyze audiences more precisely and quickly than ever before. With this new segment builder you can easily drag and drop dimensions, events, and even other segments (segment stacking) to create the perfect segment definition that you are looking for.

Now that you can create segments as building blocks, you can iteratively ask questions and get answers without having to build a complex segment each time.

The segment builder is fully integrated with all of the Adobe Analytics capabilities and the Marketing Cloud.
AUDIENCE ANALYTICS

Segment Management

True enterprise-grade segment management is now available in Adobe Analytics! You can create, edit, delete, tag, share and approve segments. We even include the ability to perform actions on multiple segments at one time for some significant time-savings.

All segments are cross-report suite so there is no need to build the same segment multiple times across all your properties – just once and you’re done. Also, you can now share segments with other users at the individual, group, or organization level so every user has access to the segments they need. Users can also publish segments to the Marketing Cloud for Analytics powered targeting, and mark segments as favorites.

You can now cater a list of segments to specific sets of users based on their role.

Admin users can share segments with individuals, user groups, or all users in your organization.

Non-admins can share with other individuals.

This way, you can navigate tagging represents a streamlined organization of segments to make sure that users aren’t overwhelmed (putting your segments in groups that are not mutually exclusive). A way to navigate without having to remember the segment (like folders).
AUDIENCE ANALYTICS

Add descriptions for dimensions and metrics

We’ve included the ability to add a short description for all custom dimensions and metrics (props/eVars/events). These dimensions are then displayed contextually in the web UI to help all users understand what they are looking at. This is particularly helpful for non-analysts who will now have a better understanding of the reports that they are using.

Import dashboards and bookmarks into report builder

For report builder we’ve not only added all of the segmentation improvements mentioned above, but also many additional features for Excel users.

First, you now have the ability to import bookmarks and dashboard reportlets created in Reports & Analytics, as well as create Pathing and Fallout requests. This provides a more seamless workflow and integration point between Adobe Analytics on the web and analysis you are doing in Excel.

Macro Support in report builder

Second, we’ve added interactive controls for dates and segments, as well as support for macros to make scheduled workbooks even more powerful. You can also lock down workbooks to prevent recipients from editing your requests, allowing analysts to create more functional and interactive workbooks for user consumption while maintaining integrity in workbook configuration.

Finally, you can choose to work offline and pause requests to work more efficiently.
**AUDIENCE ANALYTICS**

**New OS Types Report**

This report rolls up the items in the existing “Operating Systems” reports into higher-level categories for simplified reporting.

![Operating System Types Report](image)

**Analytics for Target**

You can now build segments in Adobe Analytics to help you analyze your Adobe Target activities and campaigns, then leverage those same segments within Adobe Target for reporting on things like lift and confidence around your tests. This means that you no longer need to pre-build segments in Target prior to running a test or creating an activity.

All of your traffic, conversion, and pathing metrics from Adobe Analytics are also available within Adobe Target, in addition to the standard campaign entry and campaign exit metrics, to provide better analysis of the downstream impact of an activity. This is done using a new integration between Analytics and Target so that you no longer need to rely on a JavaScript plug-in to manage the integration in your code.

Part of the benefit of this integration is that test and activity data will match between reporting in Adobe Target and reporting in Adobe Analytics, resolving the discrepancies that users have experienced between these tools in the past and making you more confident in the results that you report out to your organization.
Decision Trees

This is a new visualization tool that evaluates audience characteristics and engagement in a tree-like graph to express potential relationships to particular outcomes. For instance, marketers can predict the most likely decisions a customer will make and attempt to influence whether customers will buy a product or service, watch a video, or perform another action.

Traits such as geography, gender and purchase history, among others, are factored into predicting a customer’s digital journey. The digital journeys of customer segments can be modeled using predictive rules to form a visual “tree” that is easily understood by users—allowing them to personalize offers in real time to maximize marketing success.

A decision tree shows possible paths of a specific outcome based on different customer characteristics and interactions. For example, this shows a path a customer takes to placing an order based on activities such as page views, duration, etc.

Users can analyze the different paths by comparing different branches of the tree. The branches ending with a green circle are a positive case (in this case orders placed.)

On the left side of this workspace you can see the different characteristic of this customer segment and the percentage likelihood that a customer matching these characteristics would complete an order.
ADVANCED ANALYTICS CAPABILITIES

Density Visualization

With Density Visualization, you can select a dimension and pick a metric to display the top elements by metric size in an area graph. Elements will be organized from top left to bottom right from biggest to smallest letting you see the relative size comparison of the elements you are visualizing. This visualization type supports trend and comparison analysis.

Finders

Finders are a new set of visualizations that organize and make accessible all the dimensions, metrics, and filters available for analysis. You can drag the items directly into a current visualization or open a new visualization directly from the Finder. With Finders, items necessary to perform analysis will be more readily available and easier to track down for users. You’ll spend less time searching through menus and more time performing and exploring the analysis.

Standard report types

Additional options under the “new” workspace menu include preformatted report templates based on common reports interacted within the reports and analytics interface. These reports can provide initial starting points for reporting or analysis to help the customer find immediate value and ease them into the new experience.
3D Scatterplot

The 3D scatter plot lets analysts spatially understand how different metrics and attributes relate to one another and quickly visualize how they are correlated. With the recently released audience clustering capabilities, 3D scatter plots allow analysts to spatially compare how their audience clusters relate to one another.

Rules-based Attribution Modeling

Adobe is now providing out-of-the-box rules-based attribution modeling to quickly expose the most impactful marketing channels and customer journeys.

You will be able to evaluate your marketing touches with several pre-built models and gain new perspective on the relationships between marketing interactions and conversion. You can now dynamically explore the impact of different weighting allocations to help you identify the full impact of marketing channels across the customer journey.

Seven flexible attribution models are now available out-of-the-box:
- first-click, last-click, even allocation, starter-player-closer (SPC), adjacency, latency and pathing.

ADVANCED ANALYTICS CAPABILITIES
Mobile app acquisition analytics

We can now integrate pre-download activity with app usage data to get an accurate picture of campaigns for mobile apps. This means you can now tie mobile app downloads to a campaign and attribute that campaign to a broad set of user behaviors after the app is downloaded, providing deep insights into the lifetime value of users.

With Apple iBeacon support, marketers and analysts can now utilize iBeacon analytics to understand how individuals are interacting with brands in physical spaces through mobile devices.

Adobe Analytics powers interactive iBeacon experiences to personalize content or offers that are sent to mobile app users in real time, to influence a behavior or purchase. You can also understand real-time foot traffic to visualize how customers move through store departments, trade show floors or other venues.

iBeacon analytics

Measure personalized experiences, content or offers pushed to mobile device users based on proximity to iBeacon indoor positioning system. Recognize the impact of iBeacon-driven interactions on purchases and assess usage and effectiveness.
Special Attention Items


For more information about this release: microsite.omniture.com/t2/help/en_US/beta/analytics/

IE8 will no longer be a supported browser for Adobe Analytics. This means the following:

- New features in Adobe Analytics will no longer be tested in IE8 after April 17, 2014
- Bugs that are deemed IE8 only will not be addressed or fixed after April 17, 2014

Why is support ending?

Two primary considerations:

- First, to provide our customers with the most advanced reporting and analytics capabilities possible requires modern browser technology. Rich, interactive visualizations and recent feature releases such as the new real-time report and anomaly detection utilize scalable vector graphics (SVG), which IE8 does not provide.

- Second, Microsoft is ending Windows XP support, and thus support for IE8, on April 8, 2014. Per Microsoft, there will be “no new security updates, non-security hotfixes, free or paid assisted support options or online technical content updates.” Continued use of IE8 is a security concern and Adobe’s policy is to discontinue support for browsers whenever the browser publisher does.

What course of action is available?

- Upgrade your browser to IE9 (Note: IE9 or higher will not run on Windows XP. If you currently use Windows XP, you will need to use the following option)

- Use / install a browser that supports scalable vector graphics (SVG). The previous six versions of Firefox, Safari, Chrome, and Opera all support SVG.