Adobe Analytics

What’s New in Analytics: Spring 2015

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

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.

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.

Filter by any variable or metric, including Lifecycle metrics.

Compare segments side-by-side.
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 – surfacing insights 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.

The flexible table schema adjusts for unlimited comparisons and breakdowns.
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

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).