With the Adobe Analytics Spring 2018 Release, customer experience data from a variety of engagement points – including search advertising, streaming audio, mobile, call center and in-store – can now be dynamically rendered and analyzed at run-time.

Additionally, new attribution modeling and data science capabilities available in this release enable modern intelligence teams to understand the relationship a particular engagement point has to the larger customer journey, providing predictable confidence in the execution of their marketing programs. Analysis Workspace usability and visualization enhancements make it even easier for users in various roles to self-serve and discover new insights through free-form analysis.
For advertisers, being able to tie downstream revenue and customer loyalty metrics to their paid search campaigns has been a difficult task. The ability to breakdown and analyze offsite advertising intent with onsite engagement and conversion activity can help advertisers understand the customer journey beyond the acquisition stage and focus budget efficiently, where it is needed the most.

With the release of Advertising Analytics, Adobe Analytics customers can now automatically ingest paid search data from Google AdWords, Microsoft Bing and Yahoo Gemini into Adobe Analytics for analysis with simple drag-and-drop workflows inside of Analysis Workspace. Ad impressions, clicks, and more can now be tied to digital behavior. Additionally, Adobe Analytics provides the ability to do breakdowns on the data to understand what is really driving success for a certain campaign, rather than leaving it as aggregate data.

Advertising Analytics utilizes pre-built Advertising Cloud integrations to pass data accurately from search engines to Adobe Analytics. No additional cost or implementation work is required. Simply connect your login credentials for search accounts via the Admin console under the Advertising Analytics Menu. Once that’s done, ad data will show up directly in Adobe Analytics, as new metrics that are already allocated and automatically classified.

Adobe Analytics provides the following (5) metrics out-of-the-box from the ad networks: impressions, clicks, cost, position, quality; plus (2) default calculated metrics: average position and quality score. In addition, date, Skwid tracking code and currency code are passed into Adobe Analytics.
Classification Hierarchy

Advertising Platform
- Account
  - Campaign

Ad Group
- Keyword
  - Match
  - Type
  - AD
    - Ad title
    - Ad description
    - Ad destination URL
    - Ad display URL

- Ad type
- Placement
- Network
- Product Target

Key Benefits

Integrated
- Identify audiences driving performance and share Adobe Analytics segments in a single click for personalization, messaging, look-a likes, and reach.

Actionable
- Change the emphasis in your call to action, value proposition, and cross-sell merchandizing, by improving relevancy between the ad shown vs. what visitors actually engaged with on the site.

Consistent
- A single source of truth with a unified definition of conversions, de-duplicated perspective on attribution, and a reliable definition of audiences.

Traceable
- Establish the familiar context of account, campaign, ad group, and keyword instead of settling for aggregated channel averages or unintelligible raw tracking codes.

Relevant
- Compare year-over-year traffic and conversions that are recent and relevant in order to ensure your campaign planning is on track.

Complete
- Maintain total keyword transparency instead of 90% “keyword unavailable” from search encryption.

Available as plug-and-play integration with no additional implementation in Adobe Analytics Select, Prime and Ultimate.
To help organizations understand the impact of marketing efforts across the customer journey, Adobe Analytics is introducing rules-based attribution models in Analysis Workspace.

With Attribution IQ, its rules-based models let you go further in marketing analysis by letting you explore the reasons why certain campaigns were more impactful, and how the combination of different campaigns led to success. Attribution IQ enables you to better understand the positioning of different marketing touches as well as timing the right engagement. For example, banner ads may only be useful if it is the first time someone has seen an offer or a product. Or you may find they are only useful if they come within 2 days of getting an email, after 2 days it is a waste of time.

Attribution IQ joins traditional rules-based marketing attribution with comprehensive customer analytics to provide a holistic understanding of how each interaction is driving business success. You do not have to settle with only understanding how top of the funnel marketing decisions impact bottom of the funnel sales without any understanding of the interactions in between. Adobe Analytics applies attribution to each interaction along the customer journey leading towards conversion.

Attribution IQ provides pre-built attribution panels in Analysis Workspace, where models and look back windows can be applied on the fly. Additionally, any metric can be applied to multiple attribution models and attributed to any dimension, and all models can utilize Sensei-powered capabilities such as Virtual Analyst to identify anomalies and contributing factors.
Evaluate marketing touches with (9) pre-built models in Analysis Workspace and gain new perspective on the relationships between marketing interactions and conversion.

Key Benefits

Unlimited attribution model comparison:
compare as many models as you want, all on the fly

No implementation changes:
With report time processing and context-aware sessions, customer journey context can be built in and applied at run-time

Attribution beyond paid media
Any dimension, metric, channel or event can be applied to the models (e.g. internal search), not just paid marketing campaigns.

Visualize the journey
explore key marketing sequences leading to conversion with advanced fallout and flow visualizations

Find statistical anomalies:
spot anomalies in channel and campaign performance, be alerted when performance drops or goes up

Breakdown attribution by segments:
Easily compare the performance of your marketing channels across any important segment (e.g. New vs. Repeat customers, Product X vs. Product Y, Loyalty level or CLV)

Available in Adobe Analytics Foundation, Select, Prime and Ultimate
Adobe Analytics for Streaming Audio

Audio publishers that produce original content struggle with the ability to grow their businesses and prove their customers listening experiences are captivating them enough to stay engaged, and wanting to come back for more. In order to stay relevant and on-trend, these publishers must prove continually prove the worth of the content to keep the ad dollars and sponsorships coming in.

Adobe Analytics for Streaming Audio is a new Adobe Analytics Add-on that enables media publishers to measure streaming audio events for both content and ads, so they can make better recommendations and programming decisions. Publishers can evaluate their audio streaming in 10s granularity with heartbeat measurement to evaluate audio specific metrics and dimensions with real-time analysis and custom events. This ensures that the specific needs and intricacies of the various types of audio experiences, whether it be listening to a station, starting a new audiobook, or downloading a podcast are being addressed.

New templates in Analysis Workspace provide starting points for analysis, as well as immediate insight into audio data.
Podcasts:
Track podcast downloads and delivery to capture new listeners and their listening habits

Music:
Monitor streaming audio and playlists to understand user preferences of artists, tracks, or genres

Books:
Capture digital books that are listened to on various devices, to determine popular authors & books

Key Benefits

What’s trending now
Only Adobe offers historical trending, same day concurrent listeners, conditional formatting, and customizable charts to see your audio high and low performers and to segment the data into custom segments (e.g. listened for > 3 hours).

Quality of Experience:
Only Adobe combines analytics data and customer journey data with quality of service measures such as stall events, error events, bitrate changes, average buffer duration and more. Measure audio streams by player, device, and OS to identify issues and deliver a truly engaging audio stream every time.

Actionable notifications:
Only Adobe provides advanced anomaly detection and machine learning through its unique Adobe Sensei offering, to evaluate trends in historical data and to pinpoint peaks and dips in delivery. These anomalies can be alerted against and can be drilled into further through contribution analysis, a distinct offering and feature benefit of Adobe Analytics.
In this release, Adobe Analytics has introduced several new features to enhance the usability of Analysis Workspace, including the ability to transfer Ad hoc Analysis projects into Analysis Workspace. Adobe is making it easier for users in various roles to self-serve and discover new insights through free-form analysis and visualization.

**Ad hoc Analysis project converter:** enables clients to transfer historical work done in Ad hoc projects to Analysis Workspace with the click of a button.

**Tips of the Day:** Tips will generate on a regular basis and will (along with a short video) display in the bottom right corner of the interface. They are meant to familiarize you with Analysis Workspace features. You can dismiss Tips by clicking the X close to the tip or disable them by clicking Help > Disable Tip of the Day.

**Header text wrapping:** You can now wrap the header text in Freeform tables to make headers more readable and tables more shareable. We have added Wrap Header Text in Column settings. This option is especially useful for pdf rendering and for metrics with long names.

**Custom templates:** build your own templates & save them so other users can start from more relative data. Non-admins can create (save-as) and edit Workspace project templates, provided they have been granted the Create/Curate Projects in Analysis Workspace permission (Admin > User Management > Groups > Edit All Report Access > Customize Analytics Tools > Create/Curate Projects in Analysis Workspace).

**Copy/paste visualizations:** You can now right-click and copy a visualization or panel, and then paste (insert) that copied element into another place within the project, or into a different project. You can use this capability to create building blocks (predefined visualizations/panels) that can be copied into other projects to get started more quickly, with data specific to your business.

**Segment templates and calculates metrics templates:** The left rail now shows segment templates and calculated metrics templates.

**Ability to scroll while dragging components:** You can now scroll up and down while dragging components to a new location.

**Additional information on anomalies:** When hovering over an anomaly in a line chart, the information now shows the date and the raw value of the anomaly.

**Stacked 100% graphs:** A new visualization setting on area stacked/bar stacked/horizontal bar stacked visualizations turns the chart into a 100% stacked visualization.

**New row setting:** The new Calculate percentage by row setting forces the Freeform table to calculate the cell percentages across the row as opposed to down the column. This is especially useful for trending percentages. It is turned on by default when using the Visualize icon.

**Custom calendar enhancement:** We added support for custom calendars in the segment builder when using time dimensions as rules.

**New & Improved heat map:** The heat map in the Map visualization was updated with new visual and performance improvements.

**Right-click to create metric from selection:** You can now wrap the header text in Freeform tables to make headers more readable and tables more shareable. We have added Wrap Header Text in Column settings. This option is especially useful for pdf rendering and for metrics with long names.

**Map visualization enhancements:** To be able to show period-over-period (such as year-over-year) comparisons in the Map visualization, we have added these enhancements:

- The Map visualization can now show negative numbers. For example, if you are plotting a year-over-year metric, the map can show -33% over New York.
- With metrics that are of type "percent", clustering averages the percentages together.
- Added a new color scheme: Positive/Negative (green/red).

**Additional freeform table filtering options:** Contains all terms, Contains any term, Contains the phrase, Does not contain any term, Does not contain the phrase, Equals, Does no equal, Starts with, Ends with.
In October 2017, Adobe Analytics introduced 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.

Now, with event-driven Context-aware sessions, you can dynamically trigger a session through any combination of events and apply the view retroactively. Through virtual report suites, you can now define a visit any way you want, such as setting a custom timeout, preventing background hits from starting a new visit, or even starting a visit with the app launch event.

By "rendering" a user's session at report time, Context-aware sessions eliminate the need to make costly implementation changes. Context-aware sessions give end users powerful new data flexibility to meet the needs of their organization more quickly. By enabling businesses to define what the beginning and end of an experience is, Adobe Analytics can help provide more precise analysis of multi-channel customer journeys.

More efficiently manage apps in Adobe Mobile Services by creating & managing them on Adobe Analytics virtual report suites

In the “Visit Definition” tab of VRS builder, add a setting "Start New Visit With Event" to allow for any combination of events to start a new visit. Add a draggable stack of metrics to the visit definition tab.
Media publishers that have not been able to fully measure their video views, either due to SDK restrictions or lack of SDK support, will now be able to apply the Media Collection API for full video measurement and analysis.

The new Media Collection API, which replaces the legacy Video Analytics Collection API, offers our video analytics clients new levels of granular measurement to draw insights that better accomplish their holistic campaign goals by capturing the full customer journey across any device. This will enable users to have transparency against all of the devices that their viewers view videos on, including devices like VR headsets, gaming consoles, and more.

- Measure video on any device: Utilize the Media Collection API across any device that does not currently have SDK support, including gaming consoles and VR devices.
- Granular measurement: The API is built to provide a streamlined, efficient measurement mechanism to achieve the same granular results and metrics available via the SDK.
- Holistic Audience Measurement: The API provides the granular, standardized metrics that clients have come to love through their heartbeat SDK collection. Now they have the ability to easily combine those metrics to see the full customer journey.
5 things to know:

1. All the metrics and dimensions are collected and reported in the same way regardless of the tracking solution.
2. All Video Analytics flows and integrations are supported for the API solutions.
3. The same heartbeat video stream is the measurement unit for billing.
4. There are no changes to your Analytics implementation, all video data will feed into the same report suites.
5. All new features and metrics will be developed for the SDK and API tracking methods.

Additional Benefits:

- **Agnostic**: Collect and report media consumption as a player and platform agnostic solution.
- **Integrated**: Audience Manager data sharing and Experience Cloud Visitor ID integration.
- **Transferable**: Full support for Federated Analytics data sharing flows.
- **Consistent**: All media metrics and dimensions are collected and reported in the same way.
- **Granular**: Support for 70+ metrics and dimensions around main content, ads, quality and standard metadata.
Integrate Adobe Analytics data directly into Microsoft Power BI dashboards. This connector gives customers more ways to democratize data, and bring together Adobe data with other non-Adobe data sources more easily and flexibly than ever before.

The Adobe Analytics Connector is available as a native data connector in the Power BI desktop experience. When launched, you can authenticate using your existing Adobe ID. You can then access an easy-to-use navigator to the report suite data elements and build data requests.

Once the connection has been successfully established, you can preview and select multiple dimensions and measures within the Navigator dialog to create a single tabular output. As part of this selection, you can also provide any necessary input parameters for the selected items.

After selecting the desired information, you can decide to directly load your query into Power BI Desktop or perform any additional data transformations and filters.

**Key Benefits:**

- Direct query of Adobe data from Microsoft Power BI
- View alongside other sources of data within Power BI
- Build customized dashboards
- Bring Adobe Analytics data to a broader set of users across the enterprise
- Enables self-service data access

Instructions on how to install and use the connector can be found on the Microsoft Power BI blog.
On May 25, 2018, the General Data Protection Regulation (GDPR) will go into effect. GDPR is the European Union’s new privacy law that harmonizes and modernizes data protection requirements. The new rules have a broad definition of personal data and they have a wide reach, affecting any company that markets products and services to individuals in the EU. As your trusted data processor, we’re committed to compliance and to helping you on your GDPR compliance journey.

Adobe has a long-standing practice of incorporating privacy practices in the design and development of our products also known as “Privacy by Design,” and GDPR is no exception. Adobe has provided solution-level functionality to better support organizations as they prepare for GDPR. For instance, Adobe Analytics customers will have certified security controls for Adobe Analytics.

As part of Adobe’s GDPR readiness, the Adobe Analytics team has enhanced services and processes as necessary to support access and delete requests from Data Subjects (your consumers), privacy settings to operationalize data governance, and flexible data retention periods.

Adobe has provided a comprehensive set of resources to help you meet GDPR requirements:

- **Experience Cloud Central Privacy Service** orchestrates requests across all Adobe products via a single UI and/or external API
- **Analytics Privacy Settings** provide data labeling for identity, sensitivity, GDPR request inclusion, and contractual governance
- **Rights to data access, data delete, opt-out tracking**
- **History**: request logs and audit trails

Adobe Analytics and General Data Protection Regulation (GDPR)

- Experience Cloud Central Privacy Service orchestrates requests across all Adobe products via a single UI and/or external API
- Analytics Privacy Settings provide data labeling for identity, sensitivity, GDPR request inclusion, and contractual governance
- Rights to data access, data delete, opt-out tracking
- History: request logs and audit trails

Adobe has provided a comprehensive set of resources to help you meet GDPR requirements:

- GDPR Common terms
- Adobe Analytics & GDPR Overview
- Adobe Analytics and GDPR help docs
- GDPR and Your Business
- Data Governance & GDPR
- Important Updates to Help you become GDPR-ready
- Adobe Experience Cloud & GDPR
- Adobe Experience Cloud GDPR Care Package
- Data Retention FAQs