If you’re already using Adobe Analytics, getting on the path to a comprehensive digital foundation may be easier than you think.

I’m Krishna Selvaraj, technical marketing engineer for Adobe Experience Cloud, and I have some suggestions for how you can build the digital foundation you’ll need for your experience business.

All marketers face the challenge of truly understanding their customers—it’s the first step in being able to deliver the experiences that will attract them to your brand and build their loyalty over time. But you also need a way to act on that information and serve up the experiences your customers expect. For a digital marketer like you, meeting these two requirements—knowing your audience and then delivering what they want—can build the customer relationships you need to boost your sales and other success metrics.

If you’re already using Adobe Analytics, you know it’s a powerful tool to explore data in ways that are most relevant to your business needs. Integrating Adobe Experience Manager (AEM) with Adobe Analytics helps you build on the data you have to deliver the relevant, timely experiences you know your customers want. This is an excellent first step in building a unified digital foundation that helps you create, manage, analyze, and optimize everything your business needs to deliver amazing customer experiences.

Start building your digital foundation by integrating Adobe Experience Manager and Adobe Analytics.

OPTION 1: Directly integrate Analytics with AEM.

Build on your Analytics foundation by adding AEM.

OPTION 2: Integrate AEM and Analytics with Dynamic Tag Management.

Build more capabilities with AEM integrations.
Power your digital foundation with Adobe Experience Manager.

AEM is a powerful content management system (CMS) you’ll want to use to help you deliver personalized experiences—at scale. With AEM, you’ll have content libraries and tools to build and manage personalized digital experiences on any channel or device. When you implement AEM, determine up front what your implementation strategy will be and how quickly you’ll complete it.

Integrating AEM components—such as web page elements—with Analytics lets you gather information about how your customers interact with those components. For example, when a customer clicks a link, the AEM component sends that information to Analytics and you can view an updated report. When you combine the power of AEM with your Analytics data, you create a catalyst to produce and optimize personalized experiences across channels.

You can approach your integration of AEM and Analytics in a few different ways, depending on your needs and organizational structure. Read on to discover how to make the two work seamlessly together, as well as when a direct integration or using Dynamic Tag Management (DTM) works best.

OPTION 1: Directly integrate Adobe Analytics with Adobe Experience Manager.

Not only do you need Analytics information to build personalized web pages, but you also need the ability to track the web data from your AEM pages to optimize those experiences. If your content authors are also the people who are making campaign decisions, then integrating Analytics directly with AEM gives them a simple user interface to see specific Analytics data right in AEM. With easy access to that web data, they can make quick adjustments to optimize the performance of different web pages.

Use the following steps to create an Adobe Analytics Cloud Services configuration, create an Adobe Analytics framework, and associate your web page with the Adobe Analytics framework.

1. **Configure Adobe Analytics.**
   With information about your Adobe Analytics account, you can configure it to connect with AEM. Create an Adobe Analytics configuration for each account you use. You can integrate Analytics within AEM using cloud services.

2. **Create frameworks in Adobe Analytics.**
   Use a framework to configure how your website data populates your Adobe Analytics reports. Frameworks are associated with an Adobe Analytics configuration. You can create multiple frameworks for each configuration. AEM provides a simple and user-friendly interface for content authors to drag and drop CQ variables and map them to Analytics variables without having to rework any code. This reduces the time required to go live with changes.

Figure 1: Create an Adobe Analytics configuration for each account you use.
3. **Associate an Analytics framework with web pages.**

When you associate a web page with a framework, the framework performs tracking for that page and the descendants of that page. When a customer lands on an AEM page with an Analytics framework, visitor information, along with client data, is sent to Analytics for tracking and reporting. At the same time AEM pulls page tracking information from Analytics and displays it on the website columns under Column View or Insights View, thereby helping content authors keep track of page performance and impressions. In this way, AEM and Analytics exchange information with two-way communication.

**OPTION 2: Integrate AEM and Analytics with Dynamic Tag Management.**

Marketers often have a variety of digital marketing tools that interact with their site. If this is your situation, you know that configuring and managing scripts on each web page for each solution can be challenging. Dynamic Tag Management (DTM) is provided as a free service with any Adobe Experience Cloud solution and lets you quickly and easily manage tags from third-party marketing tools—and collect and distribute data across digital marketing systems.

Complete the following steps to configure a DTM cloud service account with AEM and determine which data from your AEM pages needs to be collected and sent to Adobe Analytics.

1. **Configure DTM cloud services.**

   Create a cloud configuration so that the Adobe AEM instance can authenticate with DTM and interact with your web property. DTM is provided as a free service if you have a valid license to any of the Experience Cloud solutions.
2. **Create a web property.**
A web property is a library of rules and one embed code. A web property can apply to any grouping of one or more domains and subdomains. You can manage and track these assets similarly. For example, suppose that you have multiple websites based on one template, and you want to track the same assets on all of them. You can apply one web property to multiple domains. Creating a web property requires the following data:

1. **Name:** name of your property
2. **URL:** base URL of your property
3. **List of all the domains being tracked:** you can add or delete domains depending on if you want visitor data to persist between domains.

3. **Add Analytics to your web property.**
You can deploy Analytics with DTM by creating the Analytics tool and configuring the page code either automatically or manually. The automatic method is recommended for most users and enables automatic synchronization of Analytics report suites via an Experience Cloud login or Web Services ID, and also manages the AppMeasurement code. After the accounts are connected, DTM pulls the Analytics report suite IDs and names into the tool configuration interface, allowing for increased speed in tool deployment with less possibility for user errors.

4. **Create a data element.**
Data elements are the building blocks for rules. Data elements let you create a data dictionary or map of commonly used items on a page (query strings, URLs, or cookie values), regardless of where they originate for any object that is contained on your site. Use data elements to build a data layer for Analytics and other data collection tools. Data can then be pulled from AEM pages using JS object, CSS selector, cookies, URL parameters, or custom scripts.

5. **Define DTM rules.**
DTM is a rules-based system. It looks for user interaction and associated data. When the criteria outlined in your rules are met, the rule triggers the tool, script, or HTML code you identified. You can decide on the type of rule (page load, event base, direct call, or default), and for each rule you can associate the tools that need to be invoked. For example, in the case of a page load, you can create a rule that collects user information from the AEM page with the help of data elements, and map it to the Analytics variable. So each time a user loads a page DTM makes API calls to Analytics with the respective Analytics variable.
Build more capabilities with AEM integrations.

If you’re familiar with the power of Adobe Analytics, adding AEM to your portfolio and integrating the two solutions will multiply your capacity as an experience business. You’ll have the insights you need about what your customers are doing and what they want, as well as a way to act on those insights.

But the benefits don’t stop there. With Analytics and AEM as your foundation, you can easily incorporate additional capabilities into your solution. For example, Adobe Target lets you build audiences and identify the best content for each audience through easily executable tests. AEM can import audiences from Target so they can be used right within AEM to personalize pages. You can also integrate AEM with Adobe Campaign to simply drag and drop the same components you would use on a web page into a campaign element, like a newsletter.

Adding AEM to Analytics as a core digital marketing solution gives you the opportunity to integrate additional tools. These two powerful solutions, when combined, provide the basis for the digital foundation you need to deliver personalized experiences across channels at scale.

Get more information and step-by-step guides on how to integrate Adobe solutions for your digital foundation.

For more information, visit
https://helpx.adobe.com/marketing-cloud/how-to/digital-foundation.html

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