Customer Journey Analytics Guardrails

This document provides static and soft limits for various components of Customer Journey Analytics. For performance guardrails, scoping parameters and entitlements, see the Product Description for Customer Journey Analytics or the Product Description for Adobe Analytics Add-on: Customer Journey Analytics.

Static and soft limits can be seen as guardrails, thresholds that provide guidance for data and system usage, performance optimization, and avoidance of errors or unexpected results in Customer Journey Analytics.

Some of the features and their associated value for the static and soft limits are dependent on the Customer Journey Analytics package you are entitled to.

> [!NOTE]
>
> The values outlined in this document are subject to change based on continuing improvements in the product. Please check back regularly for updates. If you are interested in learning about custom limits, please contact your customer care representative.

Ad Hoc SQL Queries

Name	Value	Description	PD?
Try again timeout	90	Maximum number of seconds before reporting engine responds back that the request takes too long to return results (possibly due to other simultaneous other requests); it is possible to request again.	
Don't try again timeout	600	Maximum nunber of seconds before Ad Hoc SQL queries will time out. Otherwise stated, maximum number of seconds before reporting engines reports back that the request takes too long to return results and should not be tried again as the request will never return results.	✔
Metrics	150	Maximum number of metrics in a request.	
Interactive Query Output Rows	50,000	Default number of rows returned unless specified otherwise.	

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Analysis Workspace projects

Name	Value	Description	PD?
Visible rows per table	400	Maximum number of visible rows in any freeform table in your Analysis Workspace project.	✔

Name	Value	Description	PD?
Exportable rows per table	50,000	Maximum number of rows you can export per single dimension.	✔
Panels per project	15	Maximum number of panels per project.	✔
Visualizations per panel	25	Maximum number of visualizations per panel.	✔

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Attribution AI

Name	Value	Description	PD?
Attribution AI models	35	Maximum number of Attribution AI Model per year to analyze the impact of up to an average of 60 independent touchpoints on a specified conversion event.	✔
Region based iterations	10	Maximum number of region-based iterations of each Attribution AI model.	✔
Export Insights batches	12	Maximum number of export batches times the number of authorized Attribution AI Insights per year.	✔

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Audiences

Name	Value	Description	PD?
Audience filters	20	Maximum number of filters per audience.	✔
Number of audience identities	20,000,000	Maximum number of identities per audience.	✔
Audience refresh frequency	4	Maximum frequency in hours an audience may be refreshed.	✔
Audience refresh lookback window	90	Maximum number of days for refresh lookback window.	✔

Name	Value	Description	PD?
Refreshing audience expiration date	13	Maximum number of months audience will cease to refresh from the date of creation. Customers have the ability to extend this for an additional 13 months (contact your customer care representative).	✔
Number of refreshing audiences	75, 100, 150	Maximum number of refreshing audiences, depending on the package. A refreshing audience is an audience updating itself based on where new profiles qualifying for the filter are added and existing profiles that do not longer qualify for the filter are removed.	✔

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See also Experience Platform Real-time Customer Data Platform guardrails.

Automated dataset expiration

Name	Value	Description	PD?
Work orders	20	Maximum number of automated dataset expiration work orders.	✔

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Connections, Data views, Projects

Name	Value	Description	PD?
Projects	2,000	Maximum number of projects for an organization.	
Data views	2,000	Maximum number of data views for an organization.	
Data views	50	Maximum number of data views for a connection	
Datasets	100	Maximum number of datasets per connection.	
Connections	1000	Maximum number of connections for an organization.	
Connection Title	500	Maximum number of characters for a connection title.	
Annotation Title	100	Maximum number of characters for an annotation title.	
Annotation Description	250	Maximum number of characters for an annotation description.	
Schema fields	10	Maximum number of schema fields (not including standard fields) when defining rules for a derived field.	

Name	Value	Description	PD?
Lookup / Profile fields	3	Maximum number of lookup or profile schema fields within the maximum number of schema fields (not including standard fields) when defining rules for a derived field.	
Derived Fields	100	Maximum number of derived fields per connection.	

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Data transfer limits

Name	Value	Description	PD?
Fields	10,000	Maximum number of properties or fields per row in a dataset.	
Unique strings	10,000,000	Maximum number of unique keys per lookup dataset.	✔
Rows	1,000,000	Maximum number of rows per unique person ID within a connection.	✔
Row size	2	Average size in kilobytes per row of data ingested into Customer Journey Analytics (soft limit). A static limit is determined by guardrails for data ingestion in Experience Platform.	✔

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See also Experience Platform Guardrails for Data Ingestion.

Data landing zone

Name	Value	Description	PD?
Data landing zone per sandbox	1	Maximum number of data landing zones per sandbox.	✔
Data storage	7	Maximum number of days data will be stored at data landing zone before being deleted.	✔

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Field based stitching

Name	Value	Description	PD?
Stitched datasets	10	Maximum number of stitched datasets per customer, dependent on the package.	✔
Backfill data	60	Maximum number of days of backfill data, dependend on the package.	

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Filters and calculated metrics

Name	Value	Description	PD?
Containers per filter	50	Maximum number of containers in a filter.	✔
Metrics per calculated metric	25	Maximum number of metrics in a calculated metric.	✔
Metrics and dimensions per filter	25	Maximum number of unque metrics and dimensions in a filter.	✔
Nested containers per filter	10	Maximum number of nested containers in a filter.	✔
Rules per filter	100	Maximum nunber of rules per filter.	✔
String compares per dimension per filter	100	Maximum number of strings comparisons per dimension per filter.	✔
Calculated metrics	6,000	Maximum number of calculated metrics for an organization.	
Filters	50,000	Maximum number of filters you can define for an organization.	

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Mobile application

Name	Value	Description	PD?
Tiles	16	Maximum number of tiles per scorecard.	
Filters	10	Maximum number of filters per scorecard.	
Dimensions	10	Maximum number of dimensions per scorecard.	

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Report Builder

Name	Value	Description	PD?
Workbook file size	5	Maximum file size in MB of a scheduled workbook.	
Data blocks	1000	Maximum number of data blocks per workbook.	
Metrics	20	Maximum number of metrics per data block.	
Date range span	13	Maximum number of months a date range can span per data block.	
Rows	50,000	Maximum number of rows per data block.	

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Full table export

Name	Value	Description	PD?
Rows per report	3,000,0000 – 150,000,000	Maximum number of reporting rows per report, dependent on the package.	
Breakdowns per table	5	Maximum number of breakdowns per table.	
Metrics per table	5	Maximum number of metrics per table.	
Schedule frequency	1	Exports can be scheduled once (1) a day or on a longer schedule (for example: once every 2 days, or weekly).	

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Latencies

> [!NOTE]
>
> Processing times below are guardrails, not contractual service level agreements (SLAs). Latency will vary depending on customer configuration, data volumes, and consumer applications. Real processing times will often be faster. Refer to your Customer Journey Analytics contract for your specific contractual terms and SLAs. See Experience Platform Guardrails for Data Ingestion for more information.

Data flow	Expected latency
Adobe Analytics to Adobe Analytics source connector (A4T enabled)	< 30 minutes
Adobe Analytics source connector to Real-time Customer Profile (A4T not enabled)	< 2 minutes
Adobe Analytics source connector to Real-time Customer Profile (A4T enabled)	< 30 minutes
Data ingestion into Data Lake from Edge Network or streaming ingestion	< 60 minutes
Data ingestion into Data Lake from Adobe Analytics source connector	< 90 minutes
Data ingestion into Customer Journey Analytics from Data Lake	< 90 minutes
Adobe Analytics source connector backfill of less than 10 billion event (maximum of 13 months of historical data)	< 4 weeks

Data flow	Expected latency
Audience publishing to Real-time Customer Profile, including automatic creation of the streaming segment, and allowing the segment to be ready to receive the data.	≈ 60 minutes
Refresh frequency for audiences	One-time refresh: latency of less than 5 minutes. Refresh every 4 hours, daily, weekly, monthly (latency goes hand in hand with the refresh rate)

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