

SUMMIT

THE DIGITAL MARKETING CONFERENCE

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Test Drive the Analytics APIs - L732

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SUMMIT

THE DIGITAL MARKETING CONFERENCE

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Adobe Marketing Cloud

SOLUTIONS



MEDIA
OPTIMIZER



CAMPAIGN



SOCIAL



EXPERIENCE
MANAGER



TARGET



ANALYTICS



PRIMETIME



AUDIENCE
MANAGER

CORE SERVICES



PROFILES &
AUDIENCES



ASSETS



ACTIVATION



MOBILE



EXCHANGE



COLLABORATION



USER
MANAGEMENT &
ADMINISTRATION

PLATFORM



Data & Content

First things first...

Let's make an API call!

Do [Exercise 1](#) in the lab guide.

URL

An “endpoint” is... a URL which is used to access the API

```
https://api.omniture.com/admin/1.4/rest/?method=Company.GetReportSuites
```

api.omniture.com – the server, will forward to whichever data center has your data

method – not true REST, these are RPC or remote procedure calls

Company – the method “category” or “object”

GetReportSuites – the method “action”

2 flavors and both are “user” based...

Legacy – is based on WSSE (username, timestamp, nonce)

OAuth 2 – token based with several supported workflows

See <https://marketing.adobe.com/developer/documentation/authentication-1/c-authentication-1>

WSSE – a SOAP extension to provide security

Passed in the header with 4 parts.

X-WSSE: UsernameToken **Username**="api_labs:Demo Inc",
PasswordDigest="dHnyK6mN+bkSn1S+zqVUvnDZdwE=",
Nonce="ZDY0NzAwYjA4ZTk5MjQwNWI10WEzNzQ2", **Created**="2015-01-19T21:17:46Z"

Note: Each call is authenticated separately – no two authentication headers can be the same!

How do I get credentials?

The screenshot shows the Adobe Analytics Admin interface. On the left, a sidebar lists 'Admin Tools Home', 'Report Suites', 'User Management' (which has a pink arrow pointing to it), 'Classification Importer', 'Classification Rule Builder', and 'Data Sources'. The main area is titled 'Access' and contains two radio button options: 'Administrator' (selected) and 'User'. Below these are two boxes: 'Excel License Users' (containing 'New Marketing Cloud Users') and 'Web Service Access' (containing 'Current Data Users' and 'All Report Access'). Between the boxes are 'Add >' and '< Remove' buttons. To the right is a 'Web Service Credentials' section with a pink border, containing fields for 'User Name' (api_labs:Demo Inc), 'Shared Secret' (5b7b3a606e039b3de324aa8825db5), and a checkbox for 'Regenerate shared secret on save'. A second pink arrow points to the 'Web Service Access' box.

< Admin

Admin Tools Home

Report Suites

User Management

Classification Importer

Classification Rule Builder

Data Sources

Access

Administrator (Gives user full access to all reports and report suites and allows them to add, edit and delete groups/users.)

User (Access based on group membership. Please select groups below.)

Excel License Users
New Marketing Cloud Users

Add >

< Remove

Web Service Access
Current Data Users
All Report Access

Web Service Credentials

User Name: api_labs:Demo Inc

Shared Secret: 5b7b3a606e039b3de324aa8825db5

Regenerate shared secret on save.

Note: The api grants you the same permissions as the UI – all based on your specific User

OAuth 2 - modern API authentication used by Google / Facebook / etc.

Get a token then pass the token on each API call.

Authorization: Bearer 1411748383352-5beb1c09-7ca0-4206-b94d-e3b5002d623f

Note: The same token can be used for multiple API calls -- until it expires

How do I get a token?

4 workflows are supported.

1. Client Credentials Grant – typical developer use, most common use case
2. User Agent Grant – 3-legged for mobile apps, the end-user will authenticate (not developer)
3. Web Server Grant – 3-legged for web apps, the end-user will authenticate (not developer)
4. Service Account (JWT) Grant – great for server-to-server communication without transferring sensitive information

How do I get credentials?

The screenshot shows the 'Developer Connection' section of the Adobe Marketing Cloud interface. A purple arrow points from the 'Developer Tools' link in the sidebar to the 'Applications' link, which is also highlighted with a purple box. Another purple arrow points to the 'Applications' link itself. The main content area displays the details for the 'Summit Lab 732' application, which is identified as a 'Marketing Cloud Application'. The application's configuration includes:

Application ID	23bfea7923-summit-lab-732
Application Secret	54c2a4937f607624e261
Type	Client Credentials

The 'Application Name' field is set to 'Summit Lab 732'.

<https://marketing.adobe.com/developer/applications> - this only works with Users linked to Marketing Cloud

What can I do with the Analytics APIs?



Data Insertion
LiveStream
Data Workbench

Use cases...

1. **New user creation** – automated creation of Adobe Analytics user when a new LDAP user is added
2. **Report Suite auditing** – make sure all variables (eVars, props, etc.) are configured consistently across report suites

Do **Exercise 2** in the lab guide.

Use cases...

1. Automated Segment Creation
2. Getting a list of Segments – populate a pick list for a custom reporting application

Do **Exercise 3** in the lab guide.

Use cases...

1. Custom Dashboards or Visualizations
2. Internal reporting systems / BI systems

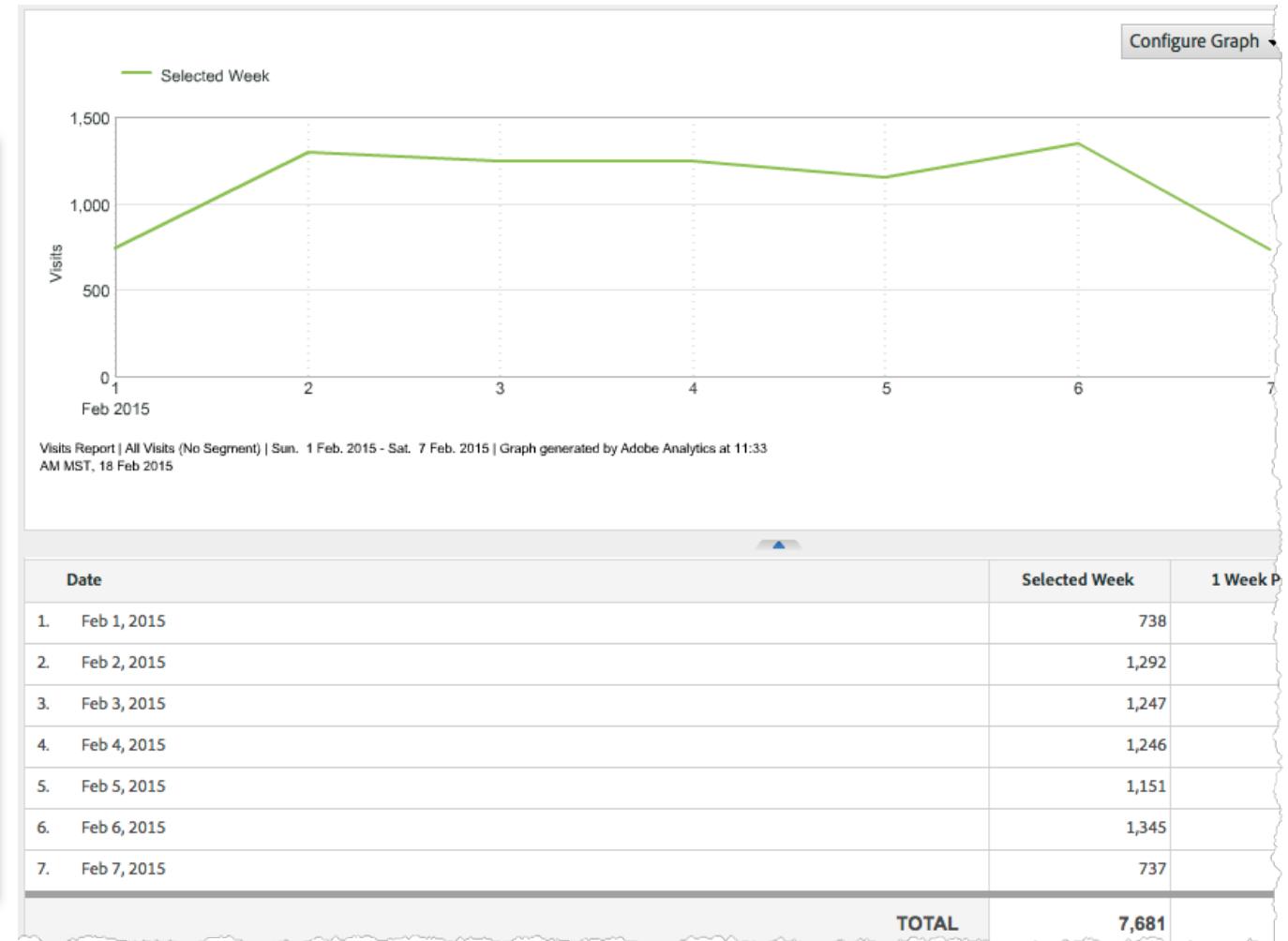
Reporting - Workflow

Step	Method	Request	Response
1. Queue the report description	Report.Queue	{ "reportDescription":{ "reportSuiteID":"my_rsid", "dateFrom":"2014-01-01", "dateTo":"2014-12-31", "metrics": [... }	{ "reportID":379243241 }
2. Check the queue (<i>optional</i>)	Report.GetQueue	<i>none</i>	[{ "reportID":"379243241", "type":"universal", "queueTime":"2015-02-18 ...", "status":"running", ... }]
3. Get the report	Report.Get	{ "reportID":379243241 }	{ "report":{ "type":"overtime", ... }

Queue the report description

Method=Report.Queue

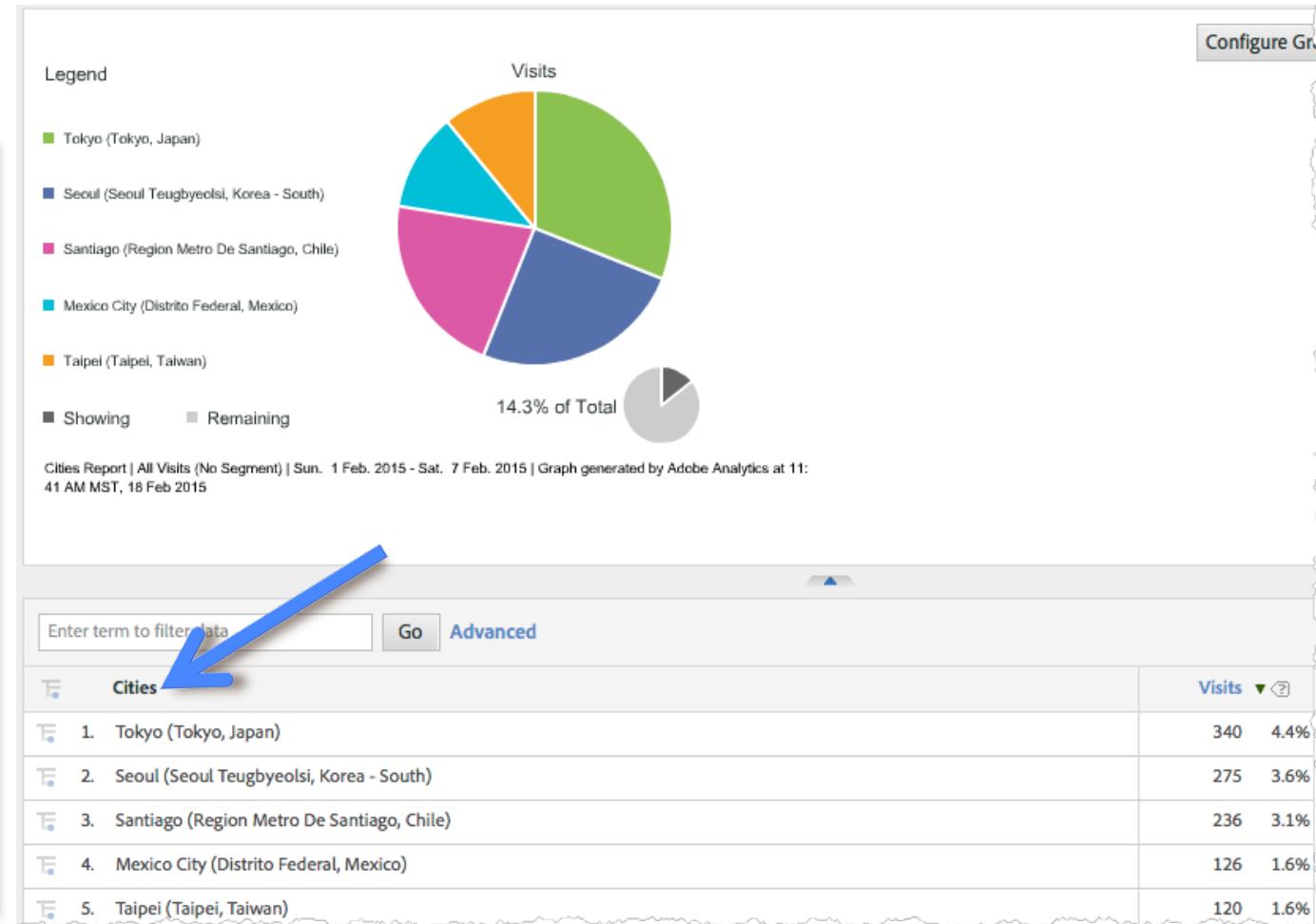
```
{  
  "reportDescription": {  
    "reportSuiteID": "my_reportsuite_id",  
    "dateFrom": "2015-02-01",  
    "dateTo": "2015-02-07",  
    "dateGranularity": "day",  
    "metrics": [  
      { "id": "visits" }  
    ]  
  }  
}
```



Queue the report description

Method=Report.Queue

```
{  
  "reportDescription": {  
    "reportSuiteID": "my_reportsuite_id",  
    "dateFrom": "2015-02-01",  
    "dateTo": "2015-02-07",  
    "metrics": [  
      { "id": "visits" }  
    ],  
    "elements": [  
      { "id": "geoCity" }  
    ]  
  }  
}
```

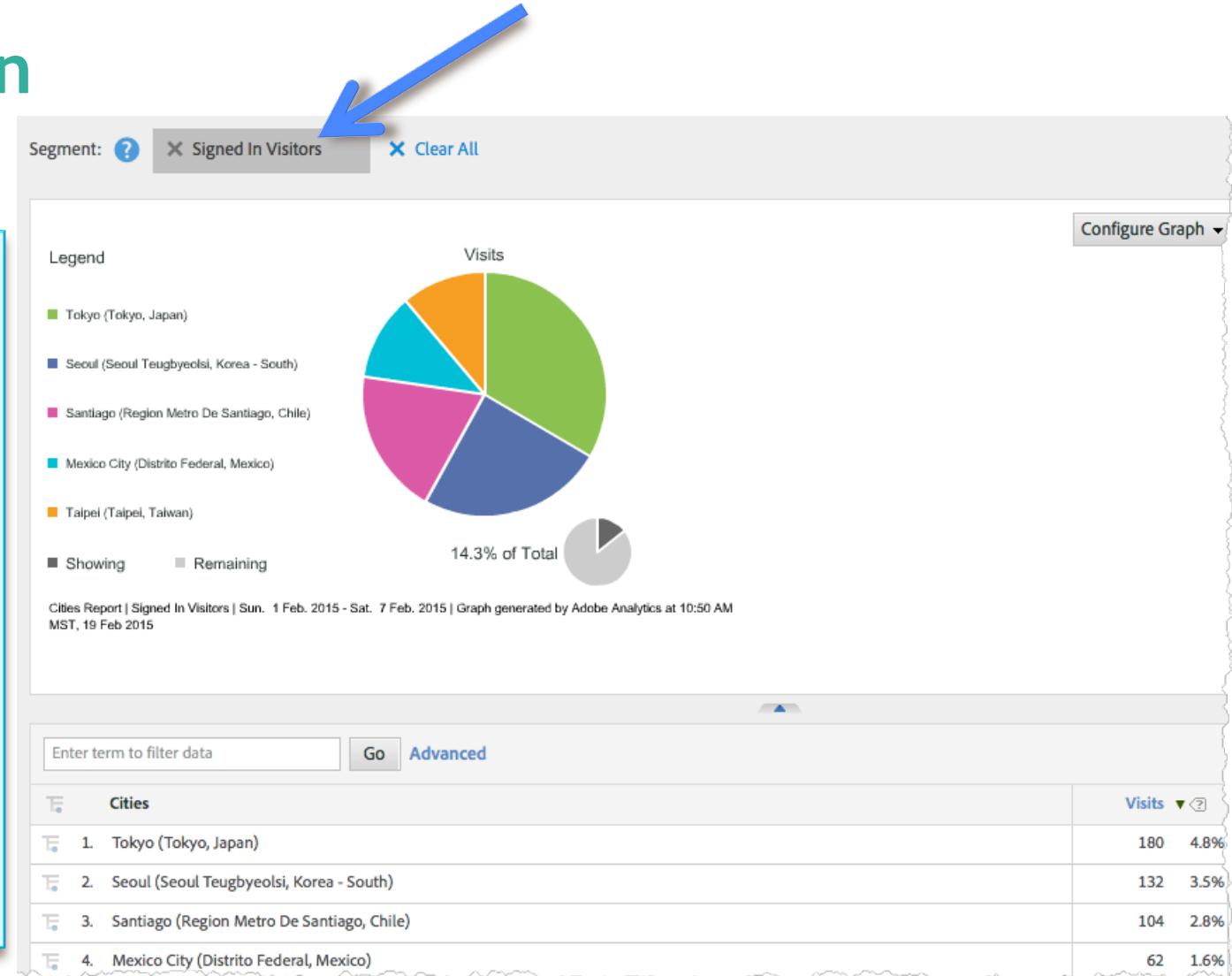


Reporting - Queue the Report Description

Queue the report description

Method=Report.Queue

```
{  
  "reportDescription": {  
    "reportSuiteID": "my_reportsuite_id",  
    "dateFrom": "2015-02-01",  
    "dateTo": "2015-02-07",  
    "metrics": [  
      { "id": "visits" }  
    ],  
    "elements": [  
      { "id": "geoCity" }  
    ],  
    "segments": [  
      { "id": "54dd25d5e4b05c80944cd79f" }  
    ]  
  }  
}
```



Reporting

Do **Exercise 4** in the lab guide.

Break

Let's take a **Break** !!!

Use cases...

1. Sending sensitive or critical data - ex. Purchase data
2. Tracking offline activities
3. Tracking not standard devices - ATMs, Set-top boxes, Gaming consoles, etc.

Do **Exercise 5** in the lab guide.

Use cases...

1. Custom visualizations needing real-time data – Real time reporting API is also an option
2. Alerts / notifications – Fraudulent order detection

Do **Exercise 6** in the lab guide.

Take the Survey to WIN!

("surveys" section of mobile app)



\$10
Gift Card

Every Session



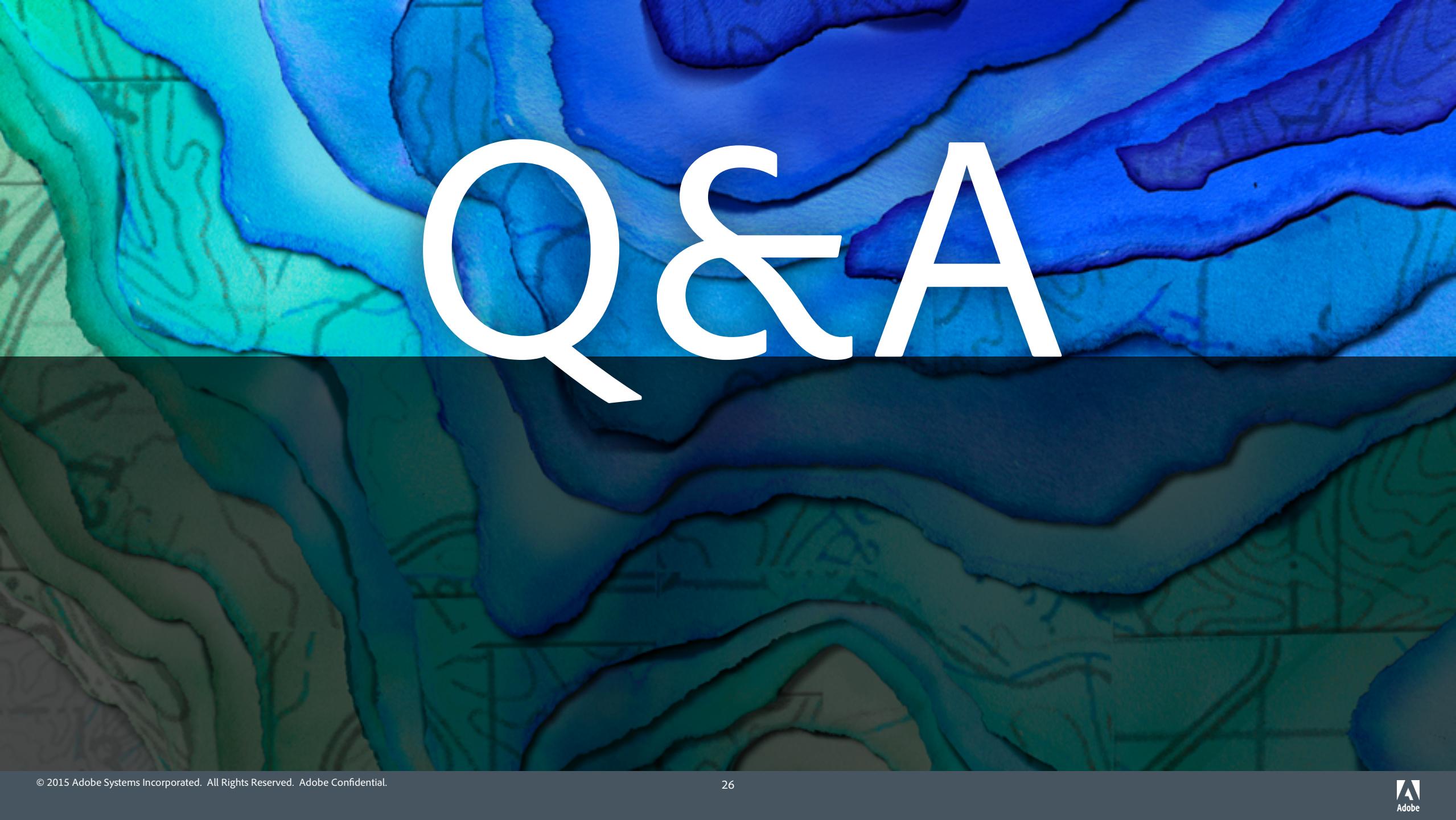
SKI
Swag

Thursday



Full CC
1 year Free

This session!



Q&A

