Adobe® Experience Cloud

Reports and Analytics Help

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Reports and Analytics Interface Help

Reports & Analytics provides a hosted, subscription-based solution for real-time reporting and analysis.

Here you can find product documentation for the Reports & Analytics interface.

> **Note:** *Anomaly Detection and Contribution Analysis are now available exclusively in Analysis Workspace. As of April, 2018, these features are no longer available in Reports & Analytics.*

New and Popular Topics

- *Frequently Asked Questions*
- *Analysis Workspace*

  Learn about the newest features: Intelligent Alerts, Fallout, Flow, Starter Projects, Custom Histograms.

- *Activity Map*

  Activity Map allows you to view your data directly in the context of your web site.

- *Virtual Report Suites*

  You can restrict data access for users based on specific segments by applying a segment to a report suite and creating a new "virtual" report suite.

- *New Analytics Alert System*
- *Legacy Alerts Migration*
- *SiteCatalyst 14 End Of Life*

Adobe Analytics Help

- *Getting Started with Adobe Analytics*
- *Customizing Reports*
- *Analysis Workspace*
- *Segmentation*
- *Contribution Analysis*
- *Calculated Metrics*
- *Ad Hoc Analysis Help*
- *Report Builder Help*
- *Data Workbench Product Documentation*

Admin, Data Collection, and Implementation Help (Advanced Users)

- *Classifications*

  Help on creating classifications, the bulk importer, and the rule builder.

- *Admin Analytics Help & Reference*

  Reference help for Adobe Analytics administrators.

- *Analytics Implementation*

  Adobe Analytics implementation help.

- *Data Warehouse*

  Help for Data Warehouse users working with unprocessed data.

Experience Cloud Resources

- *Adobe Analytics Community*
- *Experience Cloud Release Notes*
- *Product Documentation Home*
- *Developer*
- *Idea Exchange*
- *Adobe Training and Tutorials*
- *Featured Solutions Center*

Frequently Asked Troubleshooting Questions

Provides answers and troubleshooting suggestions to some of the most frequently asked Analytics questions.

For frequently asked questions about Analytics Implementation, go *here*.

- *Account/Access Issues*
- *Troubleshooting Reports*
- *Configuring Reports*
- *Interpreting Reports*
- *Customizing Reports*
- *Dashboards*
- *Events*
- *Segmentation*
- *Processing Rules*
- *Data Warehouse*
- *Classifications*
- *Data Feeds*

Account/Access Issues

Q: My Analytics/Experience Cloud account has been locked, how do I unlock it?	A: To reactivate the account, contact your organization's Adobe administrator to *unlock the account*.
Q: How do I reset the password for a user?	A: You need to be an Admin user to be able to change passwords. Go to **Admin** > **User Management** > **[Select the User Name]** > **Edit** and enter the new password under **Login**. *More...*
Q: How do I know when a user logged in and what modifications they made?	A: You can access logs from **Admin** > **Logs**. Admin logs let you see changes made by administrators. Usage and Access logs lets you view the account activity. Report Suite change logs lets you see modifications made to the report suites. *More...*

Troubleshooting Reports

Q: Why are reports not showing data even though it's being sent to Adobe Analytics?	A: The most common reason traffic sources reports don't populate data is that the Internal URL Filter List isn't defined. To check which Internal URL Filters have been set up on a report suite, follow the steps below: 1. Go to **Admin** > **Report Suites** and select the report suite from the list of available suites. 2. Go to **Edit Settings** > **General** > **Internal URL Filters**. 3. Remove the rule listing a period (.) as a filter, and add your own site. As your site collects data, there are many external factors that can drastically affect data collection or reporting. *Here* is a list of potential explanations as to why certain variables or overall traffic dramatically increases or decreases.

Q: Why am I unable to see a report/event in the menu?	A: If you cannot see a custom report or event or site section, go to **Admin** > **Report Suites** > **Edit Settings** > **General** > **Customize menus**. Check the 'Toggle Visibility' option for the menu item. Hidden items appear with a gray line pattern in the Menu Customization page. *More...*
Q: Why don't full page names get captured?	A: Many Adobe Analytics reports are based on variables populated by each organization. The limitations for allowable characters in these variables are as follows: • PageName and all custom traffic variables (props): 100 bytes • Tracking Codes and all custom conversion variables (eVars): 255 bytes • URL and Referrer: 255 bytes • Hierarchy variables: 255 bytes total across all levels • Purchase ID: 20 bytes
Q: Why are we experiencing latencies in our report suite?	A: Real-time reporting allows some traffic metrics to be available within minutes, while conversion and other processing-intensive data is usually available within 30-90 minutes. Though the Experience Cloud platform is robust, there are a few situations that may lead to delays in reporting. This delay is referred to as *report suite latency*. Contributing factors to latency are: • Unexpected traffic spike • Normal hardware issues • Abnormal data
Q: Why is the Reports & Analytics Interface slow/lagging/timing out?	The following factors contribute to longer report generation times. Increasing one of these factors might not result in a timeout for that report, but it might delay other reports in the report suite queue and cause a subsequent report to timeout: Report Time Range, Number of metrics, Number of breakdowns, Segment complexity, Number of unique values. *More...*
Q: Why do I see no referrer traffic in reports? How do I filter out internal traffic?	A: Internal URL filters identify the referrers that you consider internal to your site. This means that traffic coming from the web pages internal to your domain will not be counted as referrers. *More...*
Q: Mobile reports - Why is breakdown not available for iPhone device versions?	A: *iOS devices report* their firmware version in their user agent string, not the device version. Therefore, it is difficult to break down iPhones by their corresponding device versions. Because Adobe uses the device's user agent to populate mobile reports, it's currently impossible to obtain screen resolution without additional implementation.

Configuring Reports

Q: Why did some settings not work after copying Report Suite settings?	A: When creating a new report suite based on an existing report suite in the Admin Console, there are several custom settings that are not copied over, as they are generally contract dependent. *More...*

Q: Does changing the Base Currency of a Report Suite affect historical data?	A: Once the report suite has been created, its currency is unalterable unless an Adobe representative alters the report suite's back end settings. If you created a report suite with the incorrect currency code, have one of your organization's supported users contact *Adobe Customer Care*. They will be able to correct the setting.
Q: What is Paid Search detection and how do I configure it?	A: Paid Search Detection differentiates paid from natural searches in the Search Engines and Search Keywords reports. You can specify the search engines where you use paid ads, and specify a character string found in the URL of a visit from a paid ad. *More...*

Interpreting Reports

Q: Why do my line items totals not match the report total?	Sometimes, the sum of line items may be higher than the report total. *More...* Sometimes, the report total may be higher than sum of line items. Here are some potential reasons: • Some reports, especially in previous versions of Adobe Analytics, report total metrics across the entire site as opposed to the specific variable you are looking at. • If you exclude the None line item from reporting, it can make the sum of line items less than the total. • In the context of some pathing reports (such as the Return Frequency report), data is displayed only for users who return for a second visit. The total, however, is site wide.
Q: How do the metrics "page views", "instances", and "occurrences" differ?	A: **Page views** display the number of times a variable was defined or persisted across all s.t() function calls within the given date range. **Instances** show the number of times a given variable was defined in any image request, including s.t() and s.tl() functions. **Occurrences**: This metric is exclusive to Ad Hoc Analysis, which counts the number times a variable was defined or persisted across both s.t() and s.tl() functions. *More...*
Q: What do None, Unspecified, Other, or Unknown line items in reports mean?	• **None**: This breakdown is seen fairly frequently in the Adobe Experience Cloud. There are four main reasons for a None result: a) A conversion event fires without a conversion variable; b) Non-mobile hits in mobile reports; c) Mobile hits in technology reports; or d) Merchandising eVars that do not fire at or before a conversion event. *More...* • **Unspecified**: Similar to "None," this result occurs when the breakdown is unobtainable or otherwise unavailable. This could be due to a) Unclassified data in classification reports; b) Correlation reports where only one variable fired; c) Non-browser hits when viewing Technology reports; or d) Hierarchy reports with different amounts of levels. *More...* • **Other**: Though slightly less common in reporting, "Other" can occur when a) Pages fire outside your internal URL filters, or b) Visitors using an infrequently used browser. *More...*

	• **Unknown**: This can indicate either a) Non-browser hits when viewing Technology reports, or b) You are using segments in which a variable in the rule is disabled. *More...*
Q: Why are the latest versions of Chrome/Firefox/Safari classified under 'unknown' versions?	A: When you view a Browsers report, it might contain a browser with an *unknown version*. Adobe Analytics uses a lookup table to populate the Browsers report. These lookup table entries are version specific. Therefore, when an organization (such as Mozilla) updates their browser, Analytics doesn't recognize the exact version used. When this event occurs, it specifies the general browser followed with an unknown version.
Q: Why is traffic showing up under 'Low Traffic' ?	A: When a report has a large number of unique values, Adobe Analytics reports provide functionality to ensure that the most important values appear in your report. At the beginning of each calendar month, Analytics reports include the first 500,000 values received for any single variable in reports. This includes page names, and other traffic and commerce variables. For example, each unique page name on your site counts toward this total. After 500,000 unique values are received, Analytics reports begin to optimize which values are displayed in reports. When new values are received after this threshold, the system initially groups these values in a single line item in reports titled "(Low-Traffic)". (Note: this line item was previously titled "Uniques Exceeded".) *More...*
Q: What are IAB Bot rules and where can I get a list of those that are being filtered (when enabled on the report suite)?	A: The IAB database in maintained by a third-party vendor with a standardized database that is updated at regular intervals. Once *bot rules* are enabled on the report suite, all the bots maintained by IAB automatically get filtered. The database can be accessed here: *http://www.iab.net/sites/spiders/form.php*.
Q: What are the main differences between a Tracking Codes report and a marketing channel that is configured to capture campaign variable values?	A: There are four main differences: a) Allocation, b) Prior marketing channels bucket data before the given rule, c) Other marketing channels can steal last-touch credit, and d) Expiration differences. *More...*

Customizing Reports

Q: How do I exclude data from a particular IP addresses in my report suite?	A: You can eliminate data from internal website activities, such as site testing and employee usage, from your reports. This feature allows you and your colleagues to visit your site without skewing your traffic data. You may exclude up to 50 different IP addresses. *More...*
Q: Is it possible to delete or hide a report suite?	A: No, it is not possible to delete a Report Suite once it has been created. However, you can hide it if it's no longer required. *More...*

	To hide a Report Suite, go to **Admin**> **Company Settings** and check **Hide** for the report suite. *More...*
Q: Can I configure the number of rows that get downloaded for a report?	A: Due to differences in processing mechanisms and platforms, the various types of downloadable and scheduled reports available in Adobe Analytics have different limitations regarding the *maximum number of rows* they can process in a single request. Here are the limits: • Word, CSV, Excel, HTML and PDF: The same number of rows visible in the report. By default this limit is 50 rows but can increase up to 200. Breakdown reports have a hard limit of 50 rows. • Data Extracts: 50,000 rows • Data Warehouse: Unlimited

Dashboards

Q: How do I push dashboard to multiple users?	A: When you *push dashboards to users*, the dashboards become available in user's Shared Dashboards menu. 1. In the Dashboard Manager, locate the dashboard, then enable **Shared**. 2. Click **Push To Users**. 3. On the **Push Dashboard** page, select the target users or click **Check All**. 4. Click **Save**.
Q: How do I set a dashboard as the default landing page?	A: 1. Log in as the user who created the dashboard. 💡 **Note:** *This user must have administrative privileges.* 2. Navigate to **Favorites** > **Dashboards** > **Manage Dashboards**. 3. Click the icon next to the dashboard that you wish to designate as everyone's default landing page. 4. Check the box that reads **Set as landing page for all users**. 5. Click **OK**.

Events

Q: How does Event Serialization work?	A: Event serialization is the process of implementing measures to prevent duplicate events from entering Analytics reporting. This can commonly occur when a user refreshes the page multiple times, navigates to a certain page multiple times, or saves the web page to their computer (for example, if a customer saves a purchase confirmation page to their computer, every time they view it orders and revenue would be counted again if event serialization was not in place). *More...*

Q: How are eVars populated and allocated?	A: Allocation determines how Analytics assigns credit for a success event if a variable receives multiple values before the event. *More...* Supported values include: • Most Recent: The last eVar value always receives credit for success events until that eVar expires. • Original Value: The first eVar always receives credit for success events until that eVar expires. • Linear: Allocates success events equally across all eVar values. Since Linear allocation accurately distributes values only within a visit, use Linear allocation with an eVar expiration of Visit.

Segmentation

Q: How do I determine which segmentation container I should use?	A: Data captured at each level of the Visitor > Visit > Hit container hierarchy affects how you build your segments. If you take the same segment applied to the same report using the same data set, you will get different values based on the container from which you generate the report. Factors such as container reporting level and persistence of values across hits can mean big changes in your reporting accuracy. *More...*
Q: Why are my segments not compatible in Data Warehouse?	A: You will get an error when you try to save a segment in the Data Warehouse folder where the *segment contains elements not compatible with Data Warehouse*. *More...* To resolve this error, do one of two things: • Save the segment in a different folder. • Remove or change the incompatible portions of the segment.

Processing Rules

Q: Do I require a certification to create/modify Processing Rules?	A: Because Processing Rules permanently affect Analytics data, processing rule users must be well trained to prevent accidental deletion or alteration of data. Therefore, all users (including administrators) must pass the Adobe Processing Rule Certification test to acquire access to create and modify processing rules. *More...*
Q: How do I get authorized access to processing rules after passing the certification test?	A: After you have passed the certification exam, follow these instructions: 1. Share your username and certificate with the supported user in your company. 2. Have your supported user contact Adobe ClientCare with the request. 3. ClientCare will then enable your access to processing rules. *More...*
Q: How do I use Context Data Variables in Processing Rules?	A: The Context Variables list contains all variables that were sent to the report suite in the previous 30 days. If you know the context data variable name but

	have not sent it into the current report suite, you can add a value by typing the variable name and clicking Add variable name context data. *More...*

Data Warehouse

Q: How do I enable Data Warehouse for Users and Report Suites?	A: Enable Data Warehouse access by creating a user group and adding the report suites in the group. *More...*

Classifications

Q: How can I tell if a classifications file has been completely processed/propagated?	A: If processing is not complete, either one of the following messages appear: • The selected report has a classifications import that is processing. • The selected report has classifications data that hasn't propagated to all servers yet. *More...*
Q: Why is classification data not visible in reporting even though it has been sent to FTP?	A: Classification Data takes time to upload to the servers and reflect into Reports & Analytics. The time this takes depends on the number of files uploaded and the size of the files. Data file processing takes about 72 hours. *More...*

Data Feeds

Q: Why are data feeds to FTP failing?	A: In the event of an FTP transfer failure (login denied, lost connection, out of quota, etc), Adobe attempts to automatically connect and send the data up to three separate times. If the failures persist, the feed is marked as failed and an email notification is sent. *More...*
Q: Why are data feeds arriving late?	A: Processing time for any FTP file, whether it is Classifications or Data Sources, is based on the number of files already in the processing queue and the size of your file. *More...*
Q: What are the files and formats associated with data feeds?	A: These are the files found in a data feed delivery: Manifest File, Lookup File, Hit Data File, Delivery Contents. *More...*
Q: How do I interpret pre and post columns?	A: The pre column contains the data as it was sent to data collection. The post column contains the value after processing. *More...*
Q: Where can I find column reference for data feeds?	A: The Table data describing the columns in the data feed contains Columns, Descriptions, and Data Types, as well as Example Lookup for Solution Variables. *More...*
Q: What is the FTP size limit?	A: Data Feed FTP accounts allow 2 GB or 63 files (by default). All other standard FTP accounts are 50MB by default. In cases where clients are using the FTP account for its proper intended use, some users with high traffic amounts can

	quickly fill up these accounts. When an FTP account is full, no additional files can be pushed to them. *More...*
Q: Is sFTP supported for daily data feed delivery?	A: Yes, Data Feeds can be configured for sFTP delivery. *More...*

Getting Started with Reports and Analytics

Before using Reports and Analytics, understand these basic login and setup tasks, and how to access account information.

For advanced users and administrators familiar with the interface, the *Analytics Help Reference* is available.

Adobe Analytics - Key Concepts

This section contains the key concepts for Adobe Analytics, a brief description of the concept, and a specific documentation link with additional detail on the topic.

Analytics Products

For Analytics products and their main use cases, please refer to *Which Adobe Analytics Tool Should I Use*?

Key Terminology

Click *here* for an expanded glossary of Adobe Analytics terms.

Term	Definition	Documentation Link
Report Suite	Most fundamental level of segmentation in Analytics reporting - each report suite refers to a dataset that is considered a single site for reporting needs. Report suites are typically broken down into development/QA (internal testing site) & production (public site). *Virtual reports suites* let you restrict data access for users based on specific segments by applying a segment to a report suite and creating a new view (virtual report suite) based on that combination. Virtual report suites can be accessed just like a base report suite.	*https://marketing.adobe.com/resources/help/en_US/reference/report_suite_glos.html*
Global Report Suite	A view of all properties in one report suite. To create a global suite, multi-suite tagging is implemented, which sends image requests into a 'global' report suite in addition to individual report suites.	Global report suite: *https://marketing.adobe.com/resources/help/en_US/reference/dup_report_suite.html* Multi-suite tagging: *https://marketing.adobe.com/resources/help/en_US/reference/multisuite_tagging.html*
Segmentation	Ability to build, manage, share, and apply powerful, focused audience segments to your Analytics reports. Segments are shared across Analytics products and can be shared across the Experience Cloud.	*https://marketing.adobe.com/resources/help/en_US/analytics/segment/seg_home.html*
Admin Tools	An area of Analytics where Administrators can manage the settings of the tool & variables, and access advanced tool features.	*https://marketing.adobe.com/resources/help/en_US/reference/admin.html*

Key Reports

Report	Description	Documentation Link
Full Dimensions/Reports List	Definition of all dimensions/reports available in Adobe Analytics.	*https://marketing.adobe.com/resources/help/en_US/reference/reports_descriptions.html*
Custom Traffic (Prop)	Used to track page-by-page site traffic activity. Props do not persist between pages. Key applications of traffic variables: • To capture a value which can be associated with Page Views, Visits, Visitors or Instances. • To find the 'most popular' of a specific value. • To see how users are pathing through your site. Examples of traffic variables: Page Name, Site Sections, Browsers.	*https://marketing.adobe.com/resources/help/en_US/reference/traffic_var.html*
Custom Conversion (eVar)	Primarily used to report on conversion events and persist for a period of time that is customized by you. Expiration options include event expiration, visit expiration, or X-day expiration and should be driven by the type of analysis that will be performed on that variable. Key differences between conversion variables & traffic variables: • Custom Traffic Variables tie to traffic metrics, not conversion. They are often used for pathing analysis. • Custom Conversion Variables can be tied to traffic and conversion, and are often used for conversion analysis. Examples of conversion variables: Internal Search Terms, Internal Promotions, External Campaigns (s.campaign).	*https://marketing.adobe.com/resources/help/en_US/reference/conversion_var.html*
Success Events (s.events)	Measure key actions that we want to our visitors to take on our site. There are 3 types of events: Counter, Numeric, and Currency. Events are most useful when added to conversion variable (eVar) reports. The eVar provides the qualitative information about what happened and the Event gives quantitative information about what happened. Key differences between conversion variables & custom events: • Conversion variables tell us who, what, or which affected conversion.	*https://marketing.adobe.com/resources/help/en_US/reference/success_event.html*

Report	Description	Documentation Link
	• Custom events measure how many conversions took place. Examples of conversion events: Orders, Application Starts, Leads, Revenue.	
Site Metrics (Reports & Analytics)	Display quantitative information about your website, such as unique visitors, orders, revenue, etc. Each metric can be placed in other item-based reports.	*https://marketing.adobe.com/resources/help/en_US/reference/reports_site_metrics.html*
Site Content (Reports & Analytics)	Displays information about which pages and areas of your site are most active and which servers are getting the most use.	*https://marketing.adobe.com/resources/help/en_US/reference/reports_site_content.html*
Mobile	Displays information about websites accessed from a mobile device or tablet.	*https://marketing.adobe.com/resources/help/en_US/reference/reports_mobile.html*
Mobile App	Displays basic usage information related to your mobile apps. These reports are available once our SDK is implemented & reporting is turned on. Additionally, Adobe Mobile Services has created a separate mobile app interface that provides more comprehensive app data, enabling you to understand and improve user engagement with your apps. Access the interface at: *https://mobilemarketing.adobe.com*	Adobe Mobile Services: *https://marketing.adobe.com/resources/help/en_US/mobile/*
Path Reports	Displays information about the order in which pages of your website are accessed.	*https://marketing.adobe.com/resources/help/en_US/reference/reports_paths.html*
Products	Identifies how individual products and groups of products (categories) contribute to your various conversion metrics, such as Revenue or Checkouts.	*https://marketing.adobe.com/resources/help/en_US/reference/reports_products.html*
Visitor Retention	Displays information about your customer loyalty, such as how many & how often visitors return to your site.	*https://marketing.adobe.com/resources/help/en_US/reference/reports_visitor_retention.html*
Visitor Profile	Reports that help you see purchasing patterns of customers from various profile categories, including countries, states, ZIP/postal codes and domains.	*https://marketing.adobe.com/resources/help/en_US/reference/reports_visitor_profile.html*
Marketing Channels	Reports that help you learn which external channels drive users to your site and which are most effective at driving conversion. First & Last touch attribution views are provided. This is the preferred external traffic source report in Adobe Analytics (rather than Campaigns or	*https://marketing.adobe.com/resources/help/en_US/mchannel/index.html*

Report	Description	Documentation Link
	Traffic Sources) because it is the most comprehensive look at both paid and organic channels.	
Custom Reports, Report Link, Bookmarks & Dashboards	Methods to save and/or share your work with other in the Analytics interface.	Custom Reports: *https://marketing.adobe.com/resources/help/en_US/reference/reports_custom.html* Report Link: *https://marketing.adobe.com/resources/help/en_US/sc/user/reports_share_link.html* Bookmarks *https://marketing.adobe.com/resources/help/en_US/sc/user/bookmarks.html* Dashboards *https://marketing.adobe.com/resources/help/en_US/sc/user/dashboard.html*

Key Metrics

Metric Name	Definition	Documentation Link
Full Metric List	Definition of all metrics in Adobe Analytics.	*https://marketing.adobe.com/resources/help/en_US/reference/metrics.html*
Unique Visitors	The number of unduplicated visitors to the website over the course of a specified time period.	*https://marketing.adobe.com/resources/help/en_US/reference/metrics_unique_visitors.html*
Visits	A sequence of page views in a sitting. The visit begins when a person first views a page on the site and ends after 30 minutes of inactivity.	*https://marketing.adobe.com/resources/help/en_US/reference/metrics_visits.html*
Page Views	A page view occurs when a visitor views a page on your web site.	*https://marketing.adobe.com/resources/help/en_US/reference/metrics_page_view.html*
Instances	The number of times a variable was defined. Each time Adobe Analytics sees a value within a variable, instances are incremented by one in that respective report.	*https://marketing.adobe.com/resources/help/en_US/reference/metrics_instance.html*
Calculated Metrics	Custom metrics that you can create from existing metrics. For example, if you have the revenue and the number of visits, you can create a custom metric for average revenue per visit or revenue divided by visits (revenue/visits).	*https://marketing.adobe.com/resources/help/en_US/analytics/calcmetrics/*

Import Options

For Import Options, please refer to *Which Adobe Analytics Tool Should I Use*?

Export Options

For Export Options, please refer to *Which Adobe Analytics Tool Should I Use*?

Data Collection and Validation

Method/Resource	Description	Documentation Link
Developer Resources	Documentation that outlines the libraries available to collect Analytics data across all available platforms (web, mobile app, video, flash, etc)	*https://marketing.adobe.com/resources/help/en_US/reference/developer.html*
Implementation Guide	A description of data collection variables and details on implementing data collection code in JavaScript.	*https://marketing.adobe.com/resources/help/en_US/sc/implement/index.html*
App Measurement (s_code)	Global variable management	*https://marketing.adobe.com/resources/help/en_US/sc/implement/appmeasure_mjs.html*
App SDKs	Customized package that includes a pre-populated version of the configuration file for Apps.	iOS: *https://marketing.adobe.com/resources/help/en_US/mobile/ios/?requirements* Android: *https://marketing.adobe.com/resources/help/en_US/mobile/android/requirements.html*
Dynamic Tag Management (DTM)	See *Products*.	
VISTA	A server-side approach to populating report variables. VISTA uses visitor segmentation rules to create real-time segmentation of all online data. These rules enable you to alter or segment data in nearly any way that you choose, without the need for implementing complex logic on your site.	*https://marketing.adobe.com/resources/help/en_US/reference/VISTA.html*
Processing Rules	A way to simplify data collection and manage content as it is sent to reporting through the Admin Tools section. Processing rules help simplify interaction with IT groups and Web developers by providing an interface to set, modify, and copy variables.	*https://marketing.adobe.com/resources/help/en_US/reference/processing_rules.html*
Debugger Options	There are several debuggers & packet sniffers available to help validate your implementation. Our preferred debugger is Charles. Others include Adobe Debugger, HTTPFox, Firebug, Omnibug, Fiddler, and HTTPWatch.	Adobe Debugger: *https://marketing.adobe.com/resources/help/en_US/sc/implement/debugger.html* Charles: *http://www.charlesproxy.com/*

Browser and System Requirements

Browser and system requirements to log in to the Reports & Analytics interface.

• Browsers:
  • Preferred: Latest versions of Firefox, Chrome, Safari, or Edge.
  • Latest version of Microsoft Internet Explorer 11

> 💡 **Note:** In January 2016, Adobe ended support for Internet Explorer 9 and 10. You can continue to use
> earlier browser versions, but Adobe will not be testing against earlier versions, and will not fix any issues
> with them. Your browser experience may degrade over time, and you run a security risk by using such a
> browser. Adobe strongly recommends that you upgrade to a supported version.

• Cookies and JavaScript must be enabled.

• 1024 x 768 monitor resolution with 16-bit color depth (or higher).

Logging In to Reports and Analytics

Learn how to log in using a standard login or through single sign-on.

Before accessing the interface, work with your Account Manager or Customer Care to set up your company's account.

Logging In Using a Standard Login

Steps that describe how to log in to Analytics.

After logging in for the first time, change your password. For more information, see *Edit a user's account settings*.

1. On a computer with access to the Internet, start a browser.
2. Go to `https://marketing.adobe.com/`
3. On the **Sign In** page, complete the following information, then click **Sign In**.

   Company: Specify the company ID.

   Username: Specify your account ID.

   Password: Specify your account password.

   Remember Me: Remembers your login settings for future log in attempts. This option makes it possible for
   anyone with access to your computer to access using your account.

4. Select the version of the service to which you want to log in.

   The Experience Cloud automatically logs you out after 30 minutes of inactivity.

Logging In Using Single Sign-On

Steps that describe how to log in using single sign-on.

1. On a computer with access to the Internet, start a browser.
2. Go to `https://marketing.adobe.com/`
3. On the **Sign In** page, click **Single Sign-On**.
4. Complete the following information, then click **Sign In**.

   Company: Specify the company ID.

   Username: Specify your account ID.

   **Password**: Specify your account password.

5. From the Experience Cloud home page, click **Reports & Analytics** .

   The Experience Cloud automatically logs you out after 30 minutes of inactivity.

Run a report

Steps that describe how to generate a report.

1. Log in to **Reports & Analytics**.

   The Reports menu displays, or a *dashboard* displays, if you have set one up.

2. Click **Site Content** > **Pages** (for example).
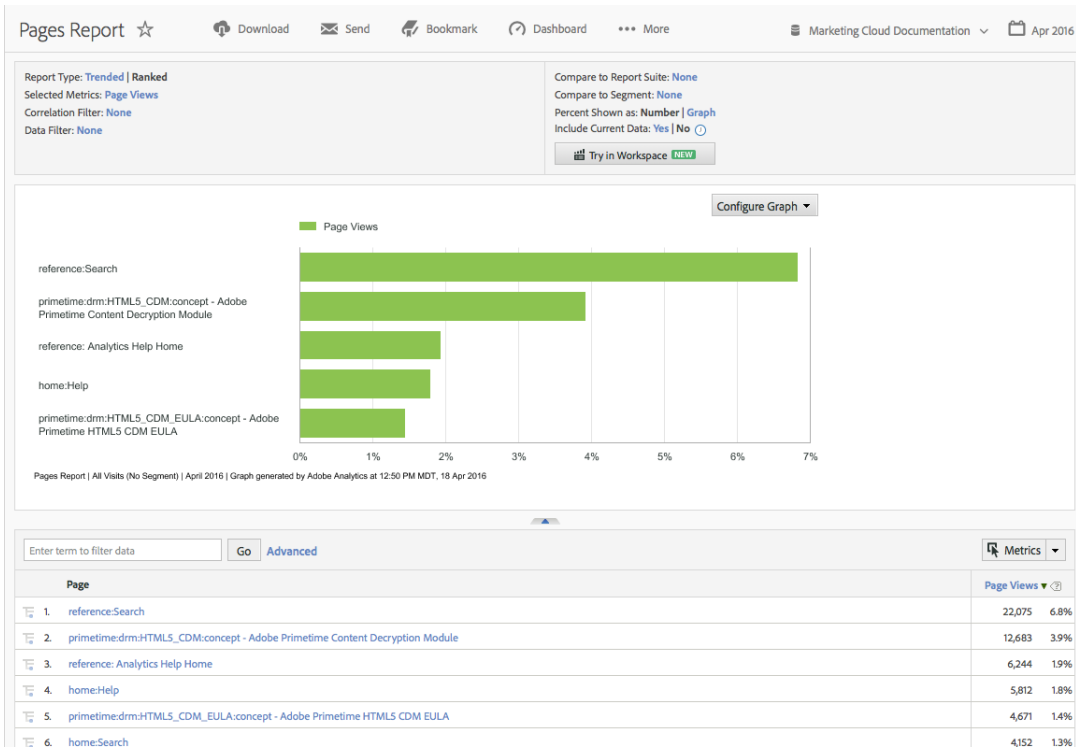
See *Report Features* for information about interface features of a report.

Edit a user's account settings

Information about editing user accounts, resetting user passwords, and editing contact information.

You can view and edit contact information, specify a password, view web services information, and exclude this computer from data collection.

Click the Account icon at the top right, then click the **Account Settings** (wheel) icon next to your login name.

All users have access to the **Account Information** page. The following information is available to view or edit:

Type of Information	Definition
Contact	Specify the following personal information for your account:

Type of Information	Definition
	• First Name (Required) • Last Name (Required) • Title • Email Address (Required) • Phone Number
Login	Displays the account username, and lets you change the account password. See also: *How to reset Reports & Analytics account password*.
Web Service	Displays the web services username and shared secret associated with this account. Use these credentials when accessing Experience Cloud through the web services APIs. For more information, see the *Developer Connection*. **Note:** *This information is displayed only if the account is authorized as a web services user.*
Exclude this Computer	Applies a cookie to the current computer to exclude it from data collection. This is useful if you do not want your on-line activities to affect Page View and Visitor counts in your domain. **Note:** *To use this feature, your browser must have cookies enabled. If you delete cookies on your computer, you must reset the exclusion cookie.*

Change the interface language

Steps that describe how to change the interface language. You can view the Reports and Analytics interface in the language of your choice.

1. Log in.
2. Click the **View In** menu, then click a language:
    - English
    - French
    - Traditional Chinese
    - Simplified Chinese
    - German
    - Japanese
    - Korean
    - Spanish
    - Portuguese

The most up-to-date documentation is typically the English version. You can access the documentation and the Home Page from the Adobe Experience Cloud. (**Help** > **Help Home**.)

Overview of the Reporting Interface

An overview of the Reports & Analytics landing page and a standard report.

Reporting provides insights into your traditional web-based channels as well as evolving channels like mobile, video, and social networking. Some examples of marketing reports include:

- How many people visit your site
- How many of those visitors are unique visitors (counted only once)
- How they came to the site (such as whether they followed a link or came there directly)
- What keywords visitors used to search site content
- How long visitors stayed on a given page or on the entire site
- What links visitors clicked, and when they left the site
- Which marketing channels are most effective at generating revenue or conversion events
- How much time they spent watching a video
- Which browsers and devices they used to visit your site

About Data Collection

Learn about how data is collected for Adobe Analytics.

Every page Adobe tracks has a small snippet of Adobe-authorized JavaScript code. Your account manager provides this code.

At a high level, the data collection process flows as follows:

Visitor Web Server Adobe Data Center Report Suites

1. A visitor visits a web page that contains the data collection code.
2. As the page loads, data collection code sends an image request (called a web beacon) to Adobe data collection servers. The image request contains the data you want to collect about the visitor's interaction with your website.
3. Adobe stores the data in report suites. You can log in to access report suite data and generate reports related to visitor activity on your website.

Data collection is very quick and does not noticeably affect page load times. Collected data includes page views that result from clicking the browser **Reload** or **Back** buttons. The JavaScript code runs even when the page is retrieved from cache.

See *Data Collection in Marketing Reports* in *Analytics Reference Help*.

Reports Menu

An overview of the Reports menu in Reports & Analytics.

The Reports Menu provides:

- Access to the complete set of reports

- Ability to set favorite reports for quick access

- Frequently viewed reports

- Enhanced search
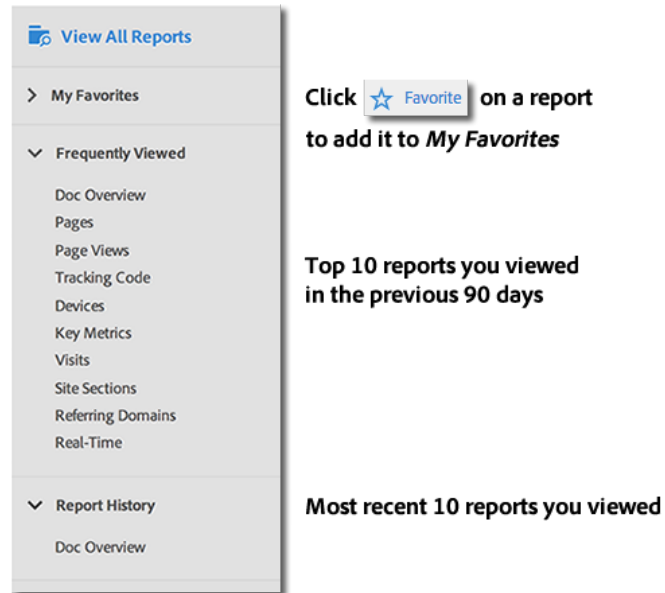
My Favorites, Frequently Viewed, and Report History are all report-suite specific. If you change report suites, all three lists will change.

Reports are navigated using a hierarchical column view. Click **View All Reports**, or press the Forward Slash key (/), and then press the Down Arrow key (?) to quickly display and navigate the menu using the Arrow keys. Press the Escape key to close the menu without changing the current report, or press Enter to load the selected report.
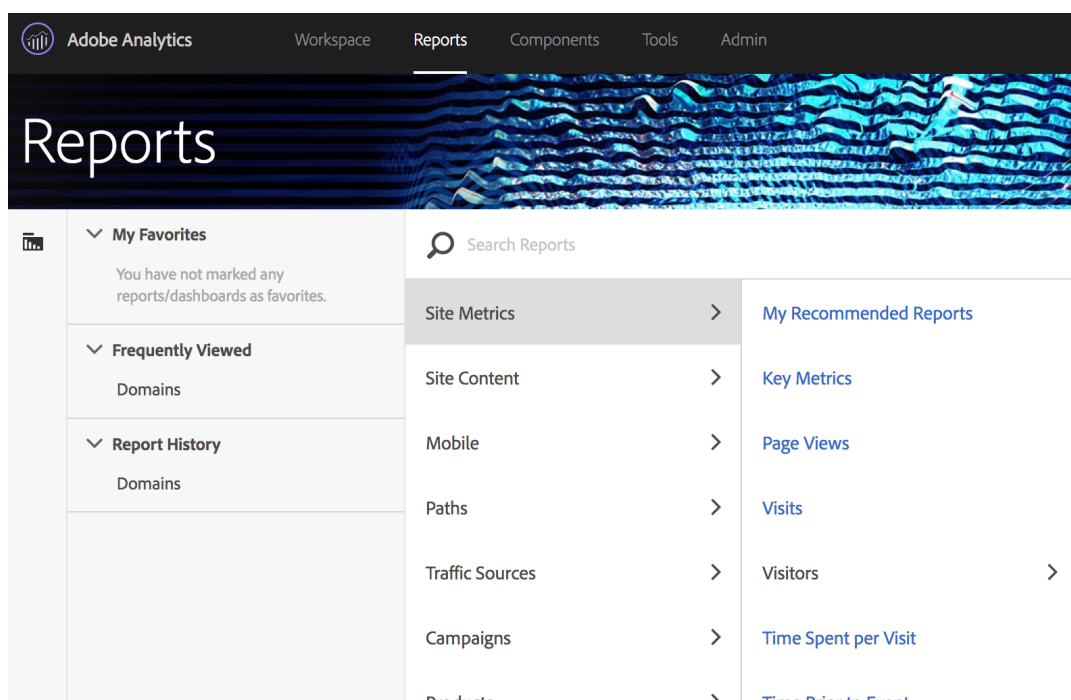
For details on individual reports, see *Report Descriptions*.

Search for Reports

The Reports menu provides an enhanced search experience. Click **View All Reports** , or press the Forward Slash key (/) , and then begin typing to quickly find a report. The report search has been extended to include everything in the Analytics left navigation (Admin, Components, etc).
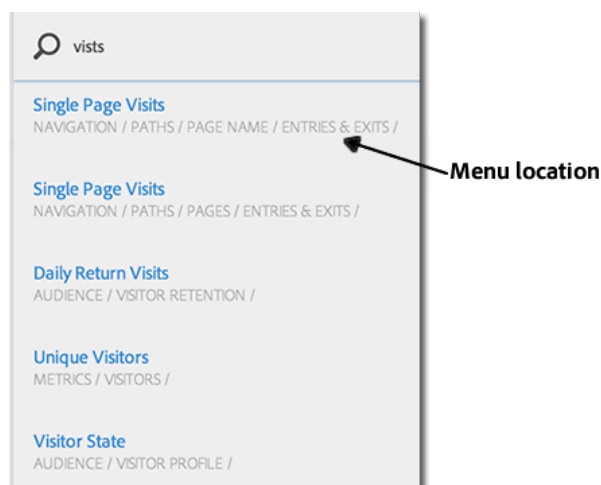
Press the Tab key or the Down Arrow key (?) to navigate through the list of reports. Press the Escape key to close the search without changing the current report, or press Enter to load the selected report.

Note: *You can also search the report list by prop, eVar, and event number. In the search bar, enter the prop, eVar, or event number.*

Navigation Overview

Menu Item	Description
Experience Cloud Solutions Menu ⊞	Clicking this icon expands the Experience Cloud menu to allow you to access other Experience Cloud solutions.
Toggle Reports Menu ▣	Clicking this button expands or collapses the Reports menu so you can to view a report using the entire width of the browser window.
Segments 👥	Brings up the segment rail that lets you add or manage segments. You can also access the *Segment Builder* and *Segment Manager* interfaces from the segment rail.
Metrics ▨	Brings up the metrics rail that lets you add or manage metrics and calculated metrics.
View All Reports	All of your report-suite-specific reports, dashboards, bookmarks, calculated metrics, and targets are contained in the **View All Reports** sections. Click here at any time to navigate through everything that is available to you.
Search Bar within **View All Reports**	Lets you search for the resource you need. It uses so-called "fuzzy" search, so you don't need to enter the exact wording you are looking for. The search results are displayed in a straight list that you can navigate using up, down, and side arrows. Pressing **Enter** on a search result takes you directly to that report.
My Favorites	You can easily retrieve the reports you marked as **Favorited** from this area. On a per-user and per-report-suite basis, it shows ten Favorites and a **More...** link if you have more than ten favorites. Note that you can rename reports but not dashboards in My Favorites. Favorites are similar to bookmarks, but they are not stored in a folder or managed through the *Bookmark Manager* like bookmarks are.
Frequently Viewed	Adobe Analytics keeps track of the ten reports you have run most often during the last 90 days and shows them here, sorted by how frequently you run them. If you have not been in this report suite for more than 90 days, it populates the list with a general list of ten popular reports.
Report History	Here, you find the most recent ten reports or dashboards that you have accessed in the last 90 days. You can easily find your way back to a previous step in your analysis or reporting.
Download	Lets you download the report in PDF, CSV, Excel, and Word formats.
Send	Lets you email the report immediately or schedule the email on a one-time or recurring basis. Format options include PDF, CSV, Excel, HTML, Word, or Mobile (text only).
Bookmark...	Lets you *bookmark* the report.
Dashboard...	Lets you add the report to a *dashboard*.
More...	Lets you perform all or some of the following actions: print it, extract data from it, add an alert to it, create a custom report, copy a graph, link to this report, and open a new window.
Report Suite Selector 🗄	Lets you select *base report suites* or *virtual report suites*.

Menu Item	Description
Calendar 📅	Brings up the *calendar* so you can determine the reporting period.

Customizing the All Reports Menu

Administrators can change the reports contained within the Reports menu. See *Menu Customizing* in Admin Help.

Report Features

An introduction to the features of a report, including the toolbar, calendar, and detail table.

This example shows a **Pages Report**. The configuration options may vary, depending on the report that you run. For example, rather than selecting Trended or Ranked in a **Site Content** report, you might specify the granularity and page name for a **Site Metrics** report.

• *Example Pages Report*
• *Report Toolbar*
• *Report Header & Settings*
• *Calendar*
• *Graph Type*
• *Graph Display*
• *Metrics*
• *Detail Table*

Example Pages Report

An example of a Pages Report (**Reports** > **Site Content** > **Pages Reports** > **Pages**).
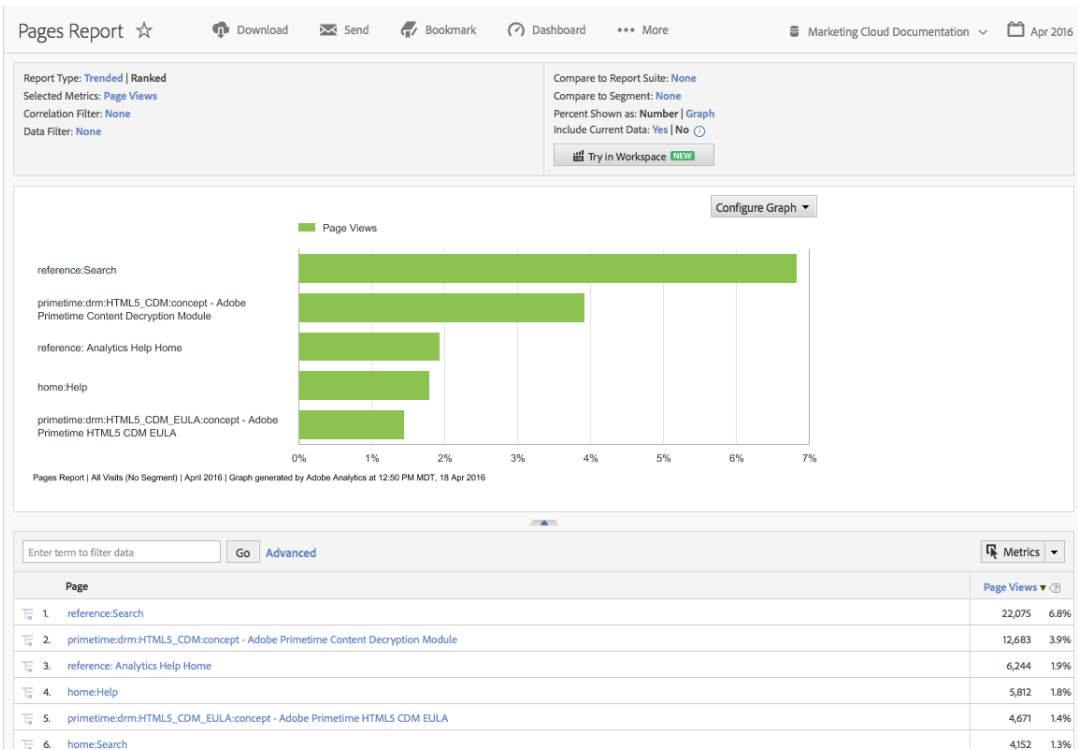
Report Toolbar

Share your report data with the decision makers who can change your site or marketing strategies based on the data. For more information, see a description of the *Reports Menu*.
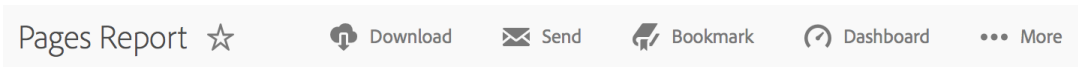
Also refer to *Customizing Reports*.

Report Header & Settings

Displays report settings and lets you configure the report type, select metrics, and more. The available options in this group changes depending on the report you run.
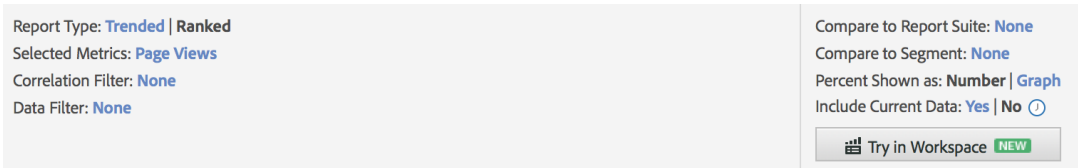
See *Customizing Reports* for more information.

Calendar

Specify the date by clicking the calendar button and selecting a date range. You can also select two time ranges to compare performance.

See *Select a date or date range* and *Compare dates*.

Graph Type

Select the type of graph or chart you want to see.

See *Change report graphs*.

Graph Display

Depending on the type of graph that you have selected, you typically see the top several items from the details list. If your graph is a trended graph showing different time periods, then all of the time periods display
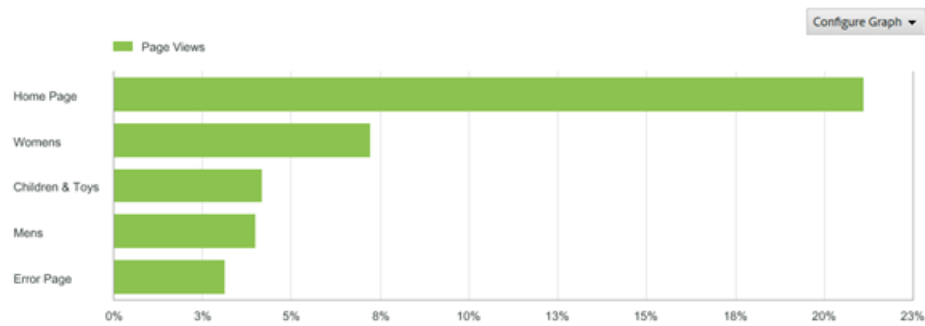
See *Customizing Reports*.

Metrics

Add metrics to your report. Administrators can specify default metrics.

See *Metrics*.

Detail Table

The details are the bulk of the report data. In this case, you have pages listed, and they are being measured by Page Views, which is how many times they were loaded during the period.

In the detail table, you can filter data, create breakdowns, add metrics, and more.

See *Customizing Reports*.

Common Terms

An introduction to commonly used web analytics terms used in marketing reports.

Term	Definition
Report Suite	A report suite defines the complete, independent reporting on a chosen website, set of websites, or subset of website pages. Usually, a report suite is one

Term	Definition
	website, but it can be a global segment where you have combined several sites' numbers to get totals. Also, a report suite can be smaller than a website, if want to run reports for a portion of your site. For example, if logged-in users and non-logged-in users use your site differently, and you have different people looking at the reports for each group, you can categorize report suites based on pages that require authentication and pages that do not. When you log in, you select one report suite to use (except when you use roll-ups that combine report suites).
Metric	Quantitative information about activity on your website, such as Views, Click-throughs, Reloads, Average Time Spent, Date, Units, and so on. For more information, see *Metrics*.
Dimension	Descriptions or characteristics of metric data that can be viewed and compared, such as gender, month, age, loyalty, monitor resolution, and so on.
Report	The basis of marketing report functionality. You can run online reports on all data collected. For more information, see *Report (Dimension) Descriptions* and *Report Types*.
Page View	A single web page that loads in a visitor's browser. A page view is one execution of the JavaScript for that page. The system accurately counts how many times a page is loaded, even if the visitor refreshes the page frequently or uses the **Back** and **Reload** browser buttons. A page view counts the entire page, not individual elements or hits.
Visit	A sequence of page views in a sitting. The visit ends only after 30 minutes of inactivity or after 12 hours of continuous activity. (This time measurement is the web analytics industry standard.) Visits are tracked by cookies. A visit begins when a viewer accesses a page. A visit is sometimes referred to as a *session*, but it is not a browser session. Going to a different site, closing the browser, or even rebooting the computer does not end a visit. If the inactivity time-out occurs while a visitor is reading a page, the visit closes and is processed. A new visit starts when the visitor clicks through to another page. If the date changes during a visit, such as when visiting a site at midnight, the visit is attributed to the day on which the visit began.
Unique Visitor	Unique Visitor reports denote the number of different people who visit your site during a chosen time. There are six different Unique Visitors reports:

Term	Definition
	• Hourly • Daily • Weekly • Monthly • Quarterly • Yearly While one person might visit your site multiple times and views multiple pages during a specified period, the Unique Visitors report records that person as one unique visitor. **Visitor De-Duplication**: Data collection de-duplicates visitors based on the report title, independent of the calendar selection. For example, a visitor that visits four separate days in a reporting week is counted as one in the **Weekly Unique Visitor Report**. In a **Daily Unique Visitors Report** spanning that week, the same visitor is counted four times.
Conversion (Success) Events	Conversion events are the activities on your site that you want people to do (key performance indicators). For an e-commerce site, conversion events might be a detailed product view, a checkout, or a purchase. For a lead generation site, the event might be a form completion. Conversion events are counted on the site and have their own reports that show how many of them happened. These events also become metrics to put in other reports and can show why the conversion events happened, or what contributed to their happening. The exception to the rule of one event becoming one metric is the Purchase event, which spawns three metrics: Revenue, Orders and Units. More conversion metrics exist that are not defined here, but conversion metrics form the foundation of your Web analytics, upon which other metrics and reports are built.
Channel	Defined sections or categories of your site. Web sites that have two main categories, such as *weather* and *news*, have two channels. You can group statistics for all page views that occur within any channel in your site.

See *Metrics* and *Report Descriptions* for more information.

Adobe Analytics for iOS

An introduction to the iPad application.

You can use Analytics for iOS any time or anywhere to view, present, or e-mail real-time trend data.
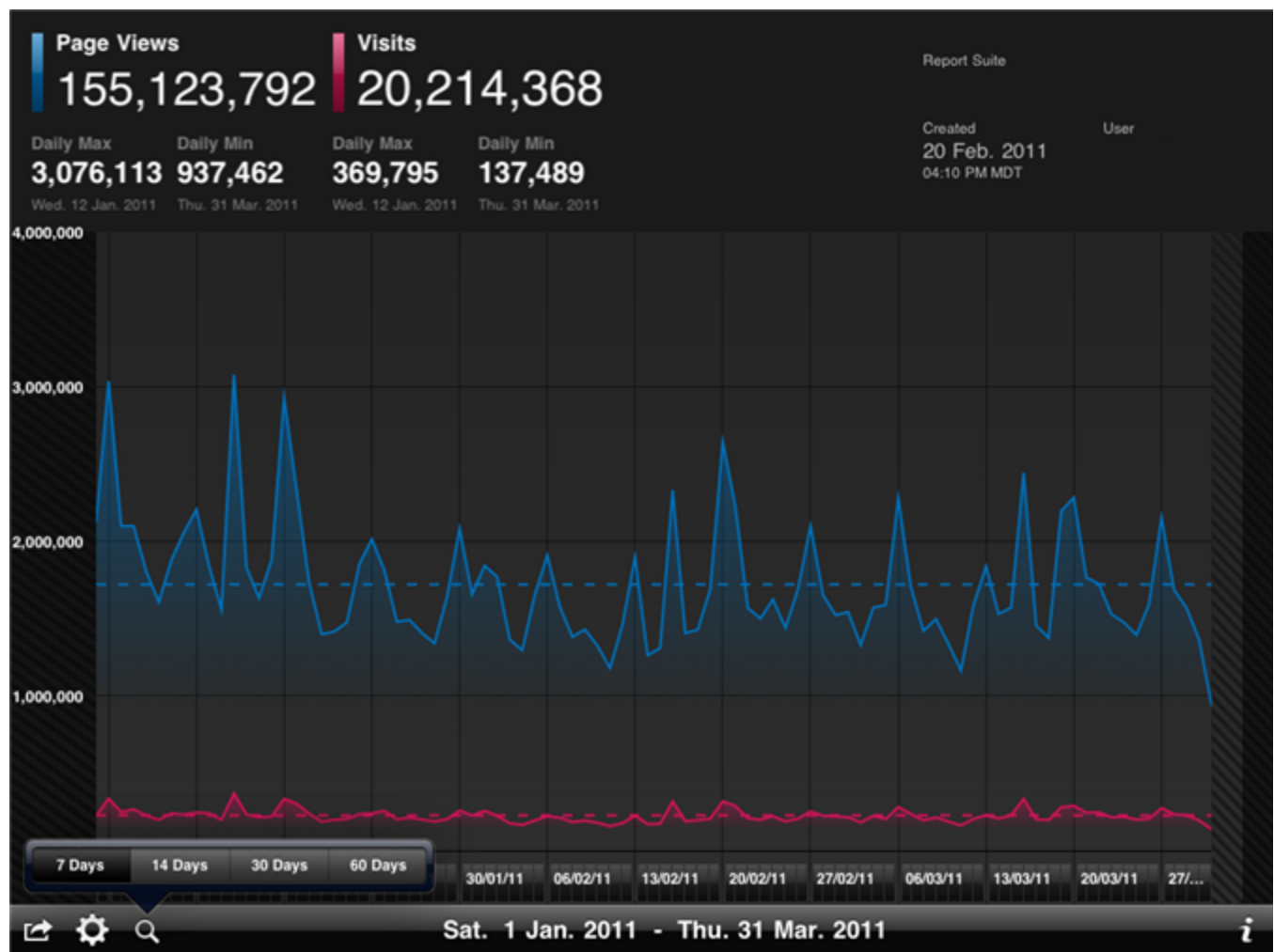
You can view trend data by day, week, or month, or up to 90 days. The clear, simple-to-use interface lets you quickly access and present trend data reports of up to three metrics.

Download Adobe Analytics for iOS from the App Store. If your iPad requires a newer version of the iOS, you can use iTunes to download the update. Always use the latest version of iTunes for best results.

Report Types

Information about the basic report types, including Traffic, Conversion, and Paths.

Report Type	Description
Traffic	Traffic reports give you in-depth insight into how visitors interact with your website, and your customized traffic statistics. See *Traffic Reports*.
Conversion	Displays information about success indicators that you define. When you initially acquire licenses, you have an option to define metrics that indicate or give additional insight into successful sales or content deliveries. Reports here show numbers for these metrics. Examples include payment types, shipping costs, and online coupons used. See *Conversion Reports*.
Paths	Paths reports, such as Fallout and PathFinder, let you track and record entire browsing paths of visitors and customers. You can view your site traffic as it flows from one page or item to the next, discover new patterns and popular paths, or search out the specific paths that your visitors take. See *Paths Reports*.

See *Report Features* for information about interface features.

See *Report Descriptions* in *Analytics Reference Help* for descriptions.

Run a ranked report

In a ranked report, the table shows the rankings of the report pages in relation to the metric, according to number or percentage. Ranked reports can display multiple metrics in a report.

1. Generate a report, such as a **Pages Report** (**Reports** > **Site Content** > **Pages**).
2. In the report header, click **Ranked.**
3. To rank the report, click a column heading in the table.

   Ranked reports can have up to 200 items listed in the table (such as products, categories, web pages, and so on) and ten metrics (revenue, orders, views, and so on).

Run a trended report

Trended reports display metrics over time. You use this report type when you want to see how a segment performs from one time period to the next.

Most Conversion and Traffic reports have a Trended view available. Using the **Calendar**, you can show improvement for any time period breakdowns, including days of a month, weeks of a year, weeks of a quarter, months of a year,

and so on. Trended reports show trends for a single metric (revenue, orders, views, and so on) for up to five items (such as products, categories, web pages, and so on).

To run a trended report

1. Run a conversion or traffic report, such as **Reports** > **Site Content** > **Pages**.
2. Under **Report Type**, click **Trended.**

Run a Conversion Funnel report

Conversion Funnel reports display the percentage of visitors who progressed through a set of events in order to perform a desired action. For example, you can see how many visitors progressed from visiting your web page, through adding items to a cart, and then to purchasing an item. This report also shows the number who fell out along the way.

To run this report, select a report, such as a Pages report (**Reports** > **Campaigns** > **Tracking Code** > **Campaign Conversion Funnel**).

See *Conversion Reports* for a description.

Run a Fallout report

The **Fallout Report** shows the number of visitors who visited a pre-specified sequence of pages. It also shows conversion and fallout rates between each step.

Check out the new *Fallout Analysis* panel in Analysis Workspace!

1. In **Adobe Analytics**, click **Reports** > **Paths** > **Pages** > **Fallout**.
2. On the **Fallout Report** page, click **Launch the Fallout Report Builder**.

3. On the **Define Checkpoints** page, specify the checkpoints that you want to use for the report.
4. Click **Run Report**.
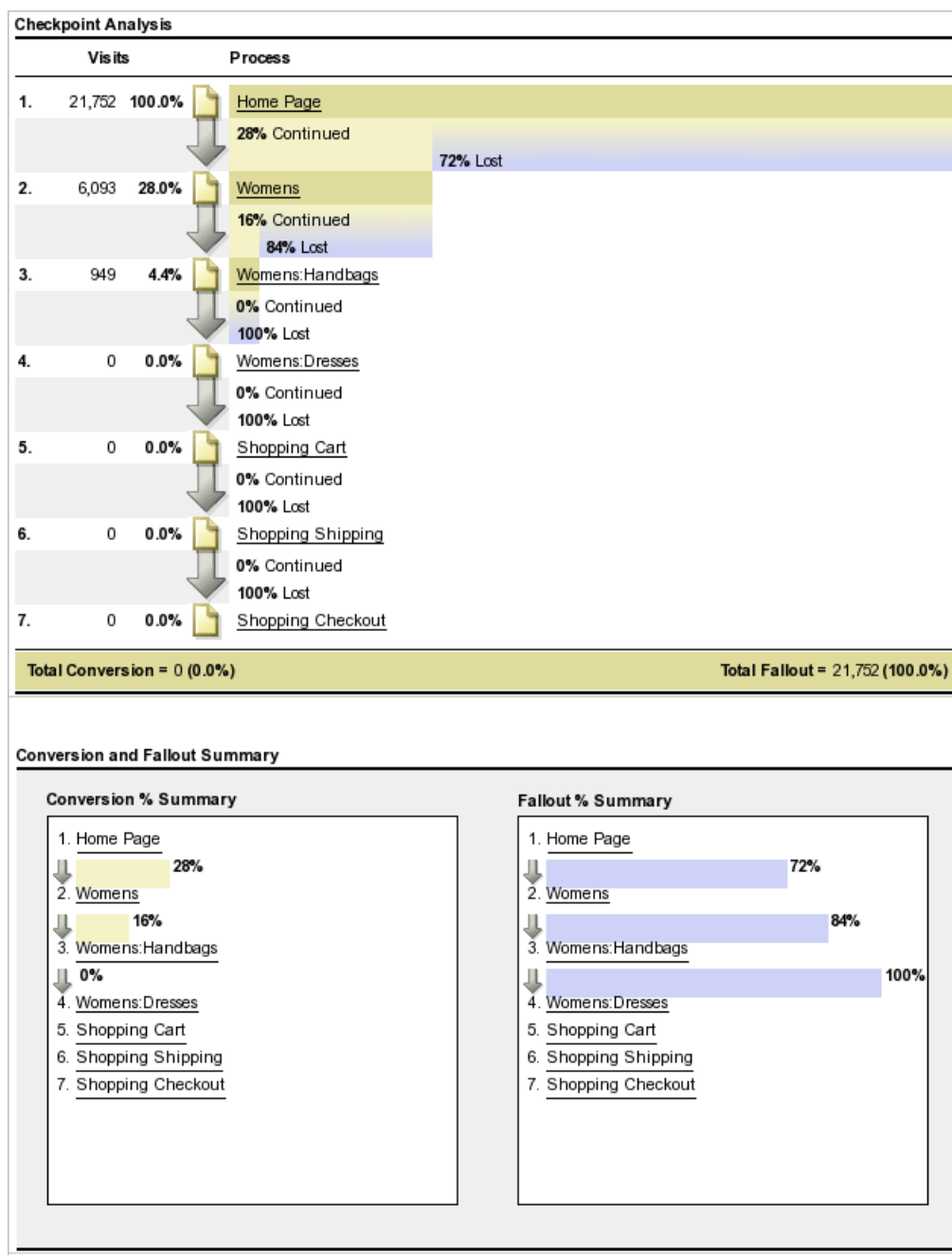
Run a Page Flow report

Page Flow reports show the order in which your visitors access pages and navigate through your site. This report helps answer

Check out the new *Flow visualization* in Analysis Workspace!

Run a *Paths* report.

For example, click **Reports** > **Paths** > **Pages** > **Next Page Flow**.
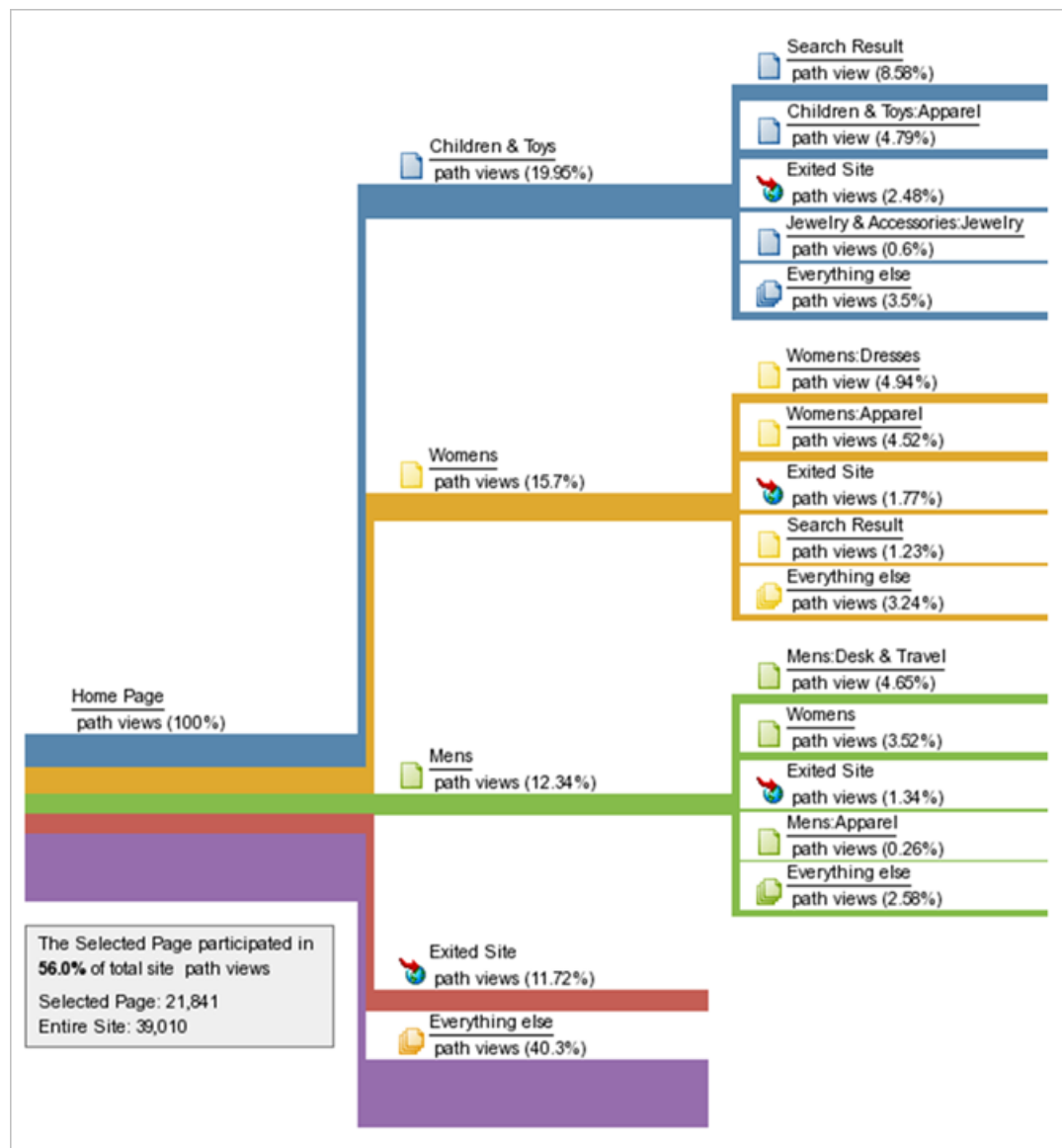
You read this report from left to right, beginning with the selected page. The pages that were viewed after the selected page are illustrated as a branch extending to the right.

The percentage that each subsequent page was viewed is displayed beside the name of the page. The width of the line connected to each next-page depicts this relative percentage.

Path Views: Indicates the number of times a page was viewed, when constrained to the displayed paths.

For example, the Privacy Policy page could have 10,000 total page views, but only 500 of those page views occurred immediately following the Home Page. Thus, the term path view is used.

The relative percentage is depicted by the relative width of the line. By default, this report displays five 2nd-level branches and five 3rd-level branches. You can expand the number of branches to view up to ten 2nd-level branches and five 3rd-level branches. Doing so increases the height of the report and most likely requires scrolling to view the entire graph.

Run a Funnel report

You can select success events and add them to a **Purchase Conversion Funnel** report or a **Product Conversion Funnel** report.

Click **Reports** > **Products** > *Products Conversion Funnel*.

Run a marketing channel report

Marketing Channel reporting provides an overview report of the first and last-touch channel allocation, with standard reporting metrics like revenue, orders, and cost. These reports enable you to analyze how much revenue each channel generates.

See the *Marketing Channel* help system for more information.

Run an Anomaly Detection report

Anomaly Detection and Contribution Analysis are now available exclusively in Analysis Workspace. As of April, 2018, these features are no longer available in Reports & Analytics.

Setting up Anomaly Detection

Anomaly Detection and Contribution Analysis are now available exclusively in Analysis Workspace. As of April, 2018, these features are no longer available in Reports & Analytics.

Run a Real-Time report

Describes how to view and interpret real-time reports.

Reports > Site Metrics > Real-Time.

Real-Time reporting offers two main reports - an overview report and a detail report. They each consist of a number of reportlets.

For information on configuring real-time reports, see the *Analytics Reference Guide*.

1. Take a look at the **Overview** report and its components:
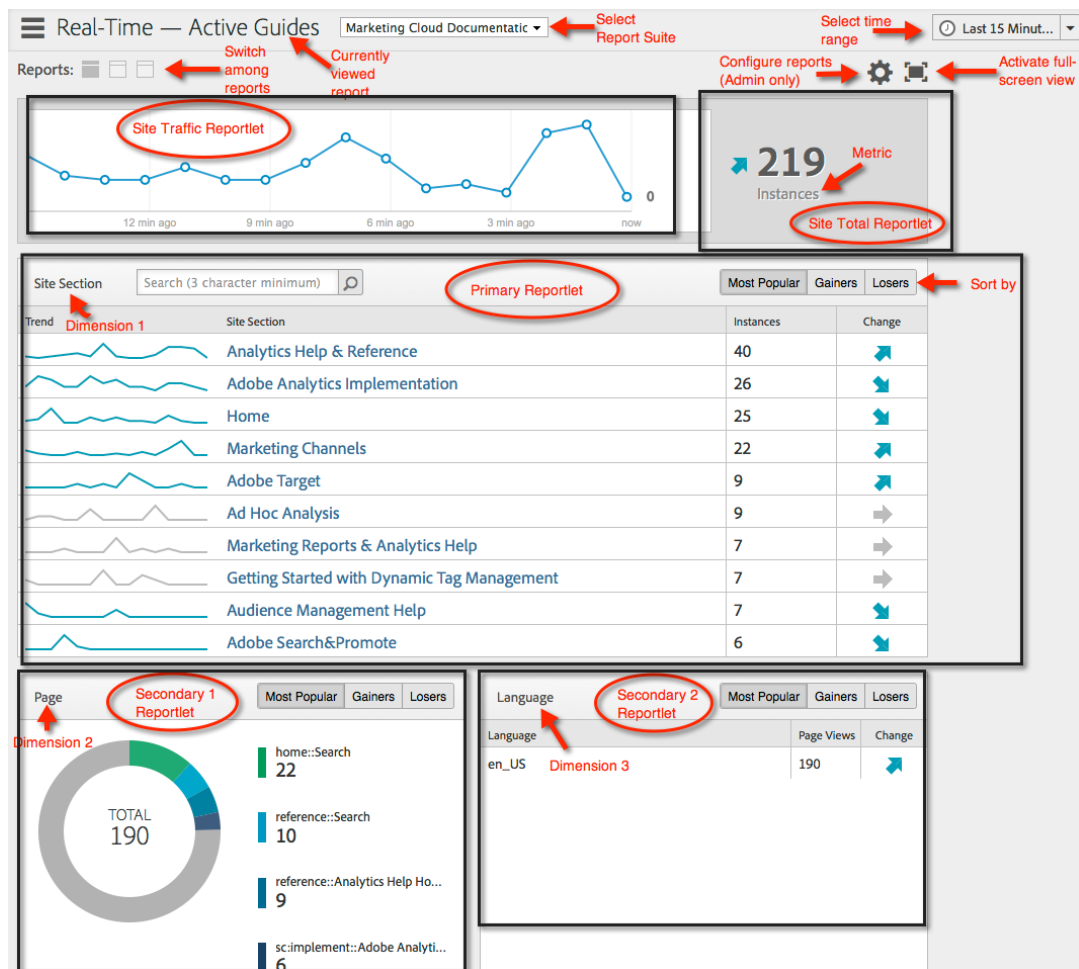
UI Component	Description
Select Report Suite	Shows the report suite that this real-time report covers. To change the report suite, see *Real-Time Reports Configuration*.
Switch among reports	Lets you switch among the reports you have set up (maximum of 3.)
Select time range	Lets you choose the overall time range to be used by all reportlets in the report.
Configure reports	This gear icon link is visible only if you have Admin rights. Clicking it takes you to the Report Suite Manager under **Admin Tools** > **Report Suites** > **Edit Settings** > **Real-Time**.
Full-screen view	The full-screen view icon is visible only if your monitor has a specific aspect ratio (either 16:9 or 16:10) AND if your browser supports it. Note that you cannot interact with the screen while it is in full-screen mode (press **Esc** to exit). Full-screen mode does not time out.
Site Traffic Reportlet	The blue trend line data shows the traffic total for the overall site. The X axis uses literal labels (15 minutes ago, 10 minutes ago) except for the current value, which is shown as a real-time expression.

UI Component	Description
Site Total Reportlet	Presents a count of the Site Total for the real-time report's selected metric for the last N minutes. "N" is configurable through the Time Range selector.
	The arrow color and direction are based on the following algorithm:
	• Significant Gain (Up arrow): > 100%
	• Gain (Up Right arrow): between 5 % and 100%
	• Flat (Right arrow): between 5% and -5%
	• Loss (Down Right arrow): between -5% and -100%
	• Significant Loss (Down arrow): < -100%
	If the site total is reported in "instances", these instances reflect the dimension in the primary reportlet. If an instance-specific name exists (such as "Page Views",) the site total reports that name.
Primary Reportlet	Report for the Real-Time report's primary dimension and for its metric. Presents a trend line for that element for the selected time range. The metric total represents the sum for the full trend line. The arrow indicates if the item is strongly gaining, gaining, flat, losing or strongly losing.
Search Dialog	The search impacts all reportlets. Search persists as you view the report.
Sort by... Most Popular/Gainers/ Losers	You can toggle to sort by **Most Popular** (default), **Gainers** (dimensions showing the most growth), and **Losers** (dimensions that are on a downward trajectory.)
	Here is the formula that is used to determine gainers or losers: Real-Time looks at the earliest sample and the next-to-latest sample and does a simple "% change" calculation. So if "Last 15 minutes" is selected, and n represents the current minute, n-1 is compared to n-15. Real-Time does not currently do any weighting. The current minute is ignored because it is not complete and would likely produce a false % change.
	This formula is consistent across all metrics used in the real-time report.
Secondary 1 Reportlet	Presents Real-Time Reports for the second provisioned report's dimension and for the metric.
	The secondary 1 reportlet shows the top 4 categories; the 5th one is an aggregation of all remaining values. For each category, the total raw view of that category is provided. In addition, the total for all categories is shown in the center.
	Hovering on a section highlights the associated category, and displays the category trend line below the donut.
	Hovering on a line item highlights the line item plus the associated section and displays the category trend line below the donut.
Secondary 2 Reportlet	Presents Real-Time Reports for the third provisioned report's dimension and for the metric. Hovering on top of the item label slides the label to the right and reveals a trend line for the hovered item.

2. Click a list item in the Primary Reportlet to launch the **Details** view for that list item:
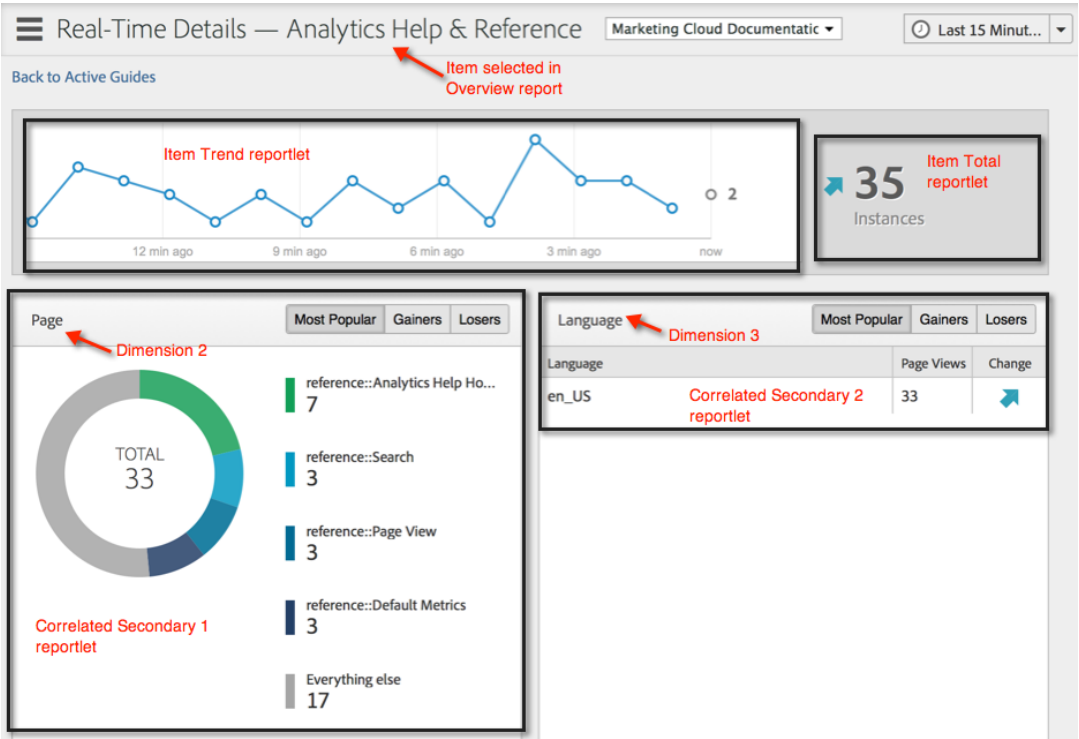
UI Component	Description
Item Trend Reportlet	Presents the trend line of the item that was selected in the Overview Report for the last N minutes. N is configurable through the Time Range selector.
Item Total Reportlet	Presents a total metric count for the item that was selected in the Overview Report for the last N minutes. N is configurable through the Time Range selector.
Correlated Secondary 1 Reportlet	This reportlet is very similar to the Secondary 1 Reportlet. The only difference is the data source used to populate this report: in this example, it shows the correlation (or breakdown) between a specific page (the one you selected in the primary reportlet of the Overview report) and the instances viewed.
Correlated Secondary 2 Reportlet	This reportlet is very similar to the Secondary 2 Reportlet. The only difference is the data source used to populate this report: in this example, it shows the correlation (or breakdown) between a specific page (the one you selected in the primary reportlet of the Overview report) and the language dimension.

Customizing Reports

After running a report, you can customize the report to view and analyze the data according to your needs. You can filter report data, change how data is presented graphically, change date granularity, and so on.

Create a custom report

Steps that describe how to save a report's current configuration as a new custom report for all users to see.

Only administrators can create a custom report. When you create a custom report, it is added to the main reporting menu next to the report on which it is based.

To create a custom report

1. Run a report and configure it as necessary.
2. Click **More** > **Create Custom Report**.
3. Name the report, then click **Save.**
   Ensure that you do not duplicate an existing report name.

Change report graphs

Steps that describe how to customize the graph so that it is most useful for the intended audience.

The type of graphs available depend on the type of report you run. For example, Trend Line graphs are useful for trended reports, but you can also use a Vertical Bar graph with trend lines that clearly illustrate trends over days, weeks, months, and so on. Alternatively, you can choose a Pie chart to illustrate percentages for the pages viewed.

To change a report graph

1. Run a report.
2. Click **Configure Graph**.
3. Select a graph type.

   Trend Line: Trend lines show daily trends for the report metrics and are useful for trending one metric over time per line.
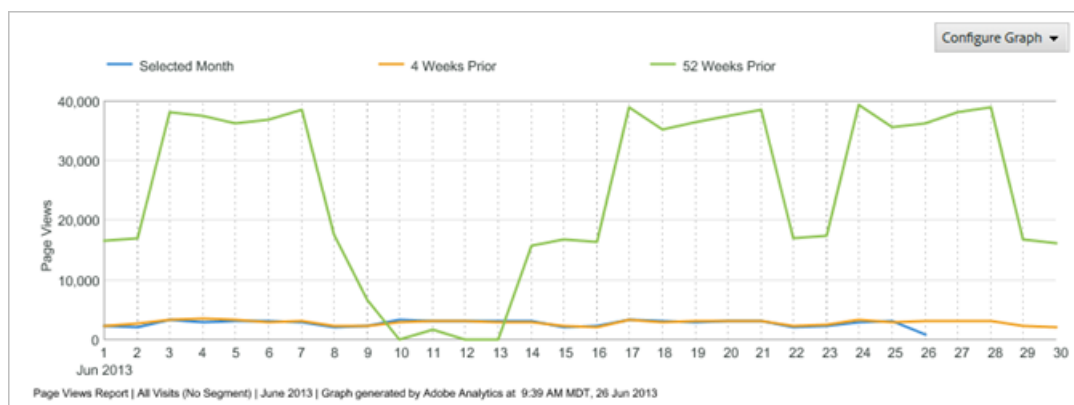
   Smooth Line: You use this graph type with the **Video Detail Report**. It shows the numbers or percentages of views for specific segments of a video. A rise in views for a specific segment of the video indicates that viewers rewound and viewed that section of the video multiple times. If using percentages, the percentage shown in the

graph is a percentage of all segments viewed, not a percentage of viewers who saw the segment. For example, in the graph the sum of all the report segments is 39. The number of views for the 0 to 10-seconds segment is 10. Therefore, the percentage of views for this segment is approximately 26 percent.
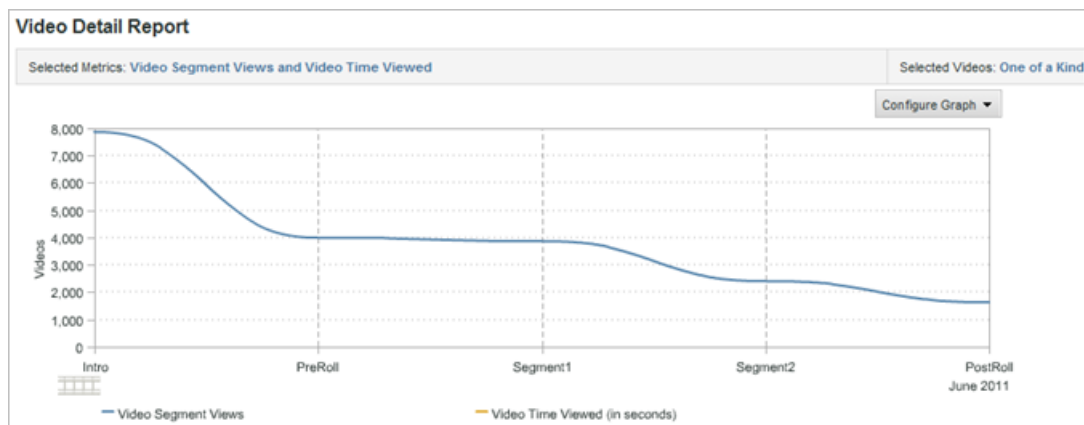
Area: The Area graph is similar to the Trend Line graph but fills in the area below the lines. You must be viewing a trended report to display the Area graph.
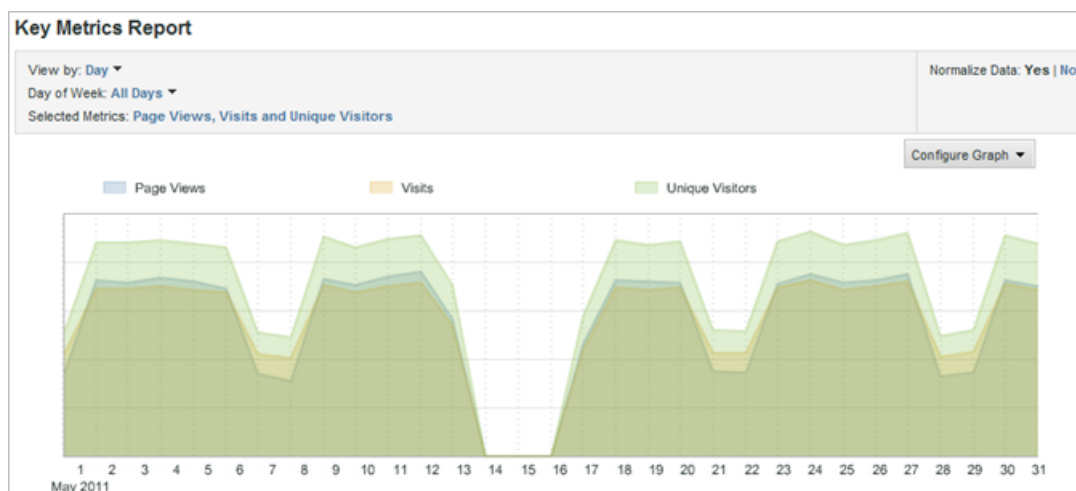
Stacked Area: Stacked Area charts are useful when trending a number of products or campaigns over time. For example, if you trend the top five products showing revenue, you can quickly see how much total revenue those products bring in over time. You can refine the view by using a search filter to include or exclude specific products.
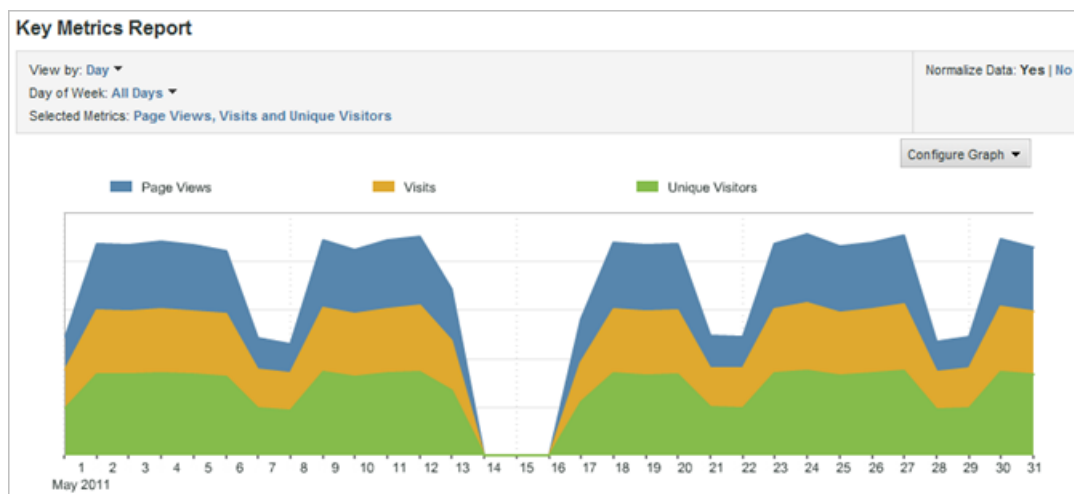
Vertical Bar: The Vertical Bar chart shows relative percentages for the report metrics.
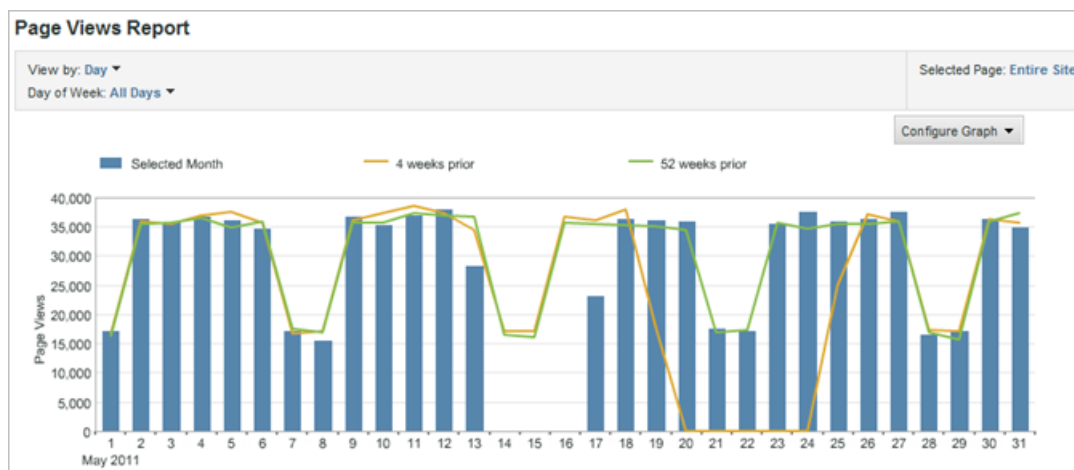
Stacked Vertical Bar: By stacking similar items you can get a quick view of the total influence of an item. For example, in a **Campaign Report**, you can stack similar success metrics and see which campaign is generating the most total success. Stacking makes it easier to find campaigns that are not the top performers in one metric but are top performers in a combination of metrics.
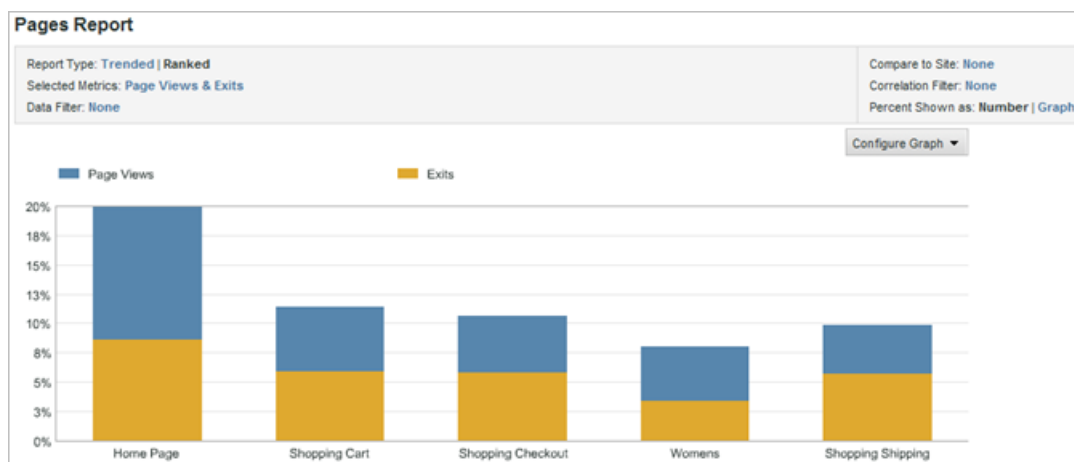
Horizontal Bar: The Horizontal Bar chart is similar to the Vertical Bar chart, but the columns are horizontal.
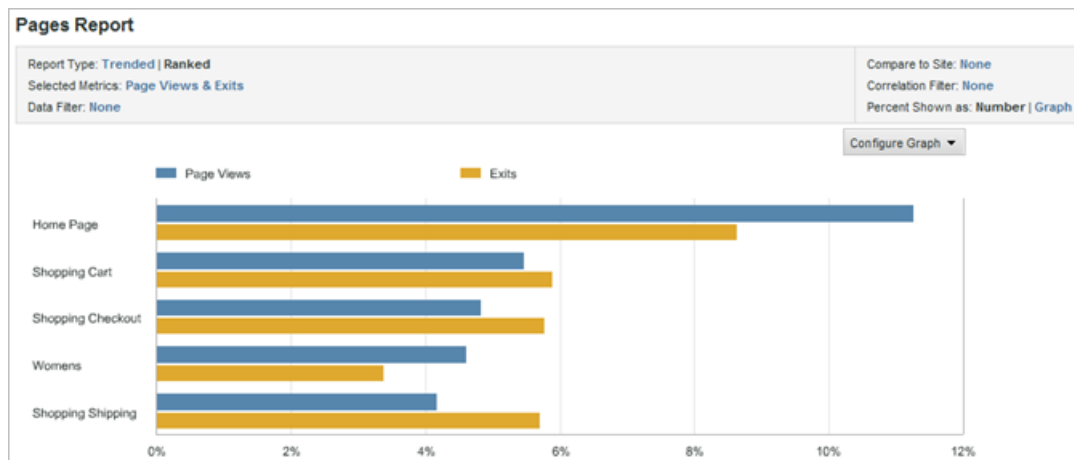
Stacked Horizontal Bar: The Stacked Horizontal Bar chart is similar to the Vertical Bar chart, but the columns are horizontal.
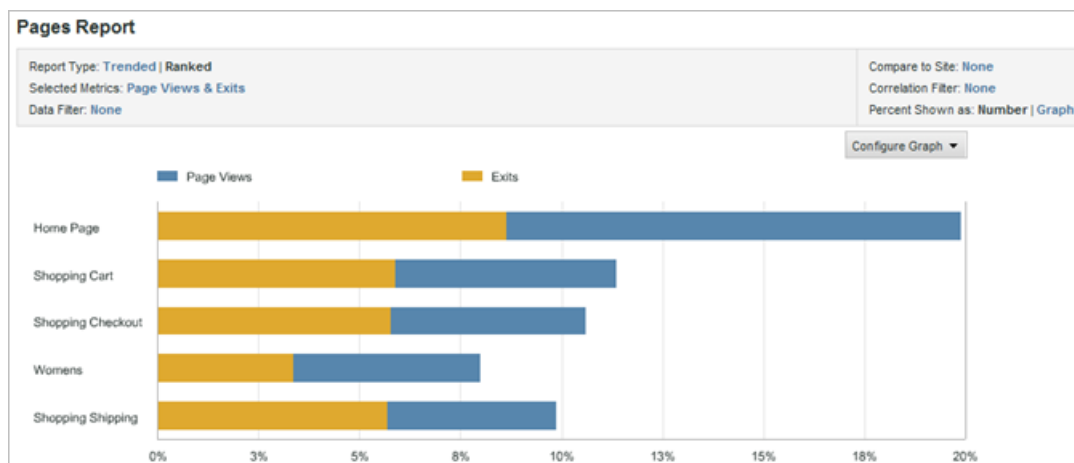
Pie: The Pie chart shows the top metric value percentages in relation to each other, and shows the percentage of the selected metrics in relation to the whole. You can display the Pie chart for ranked reports.
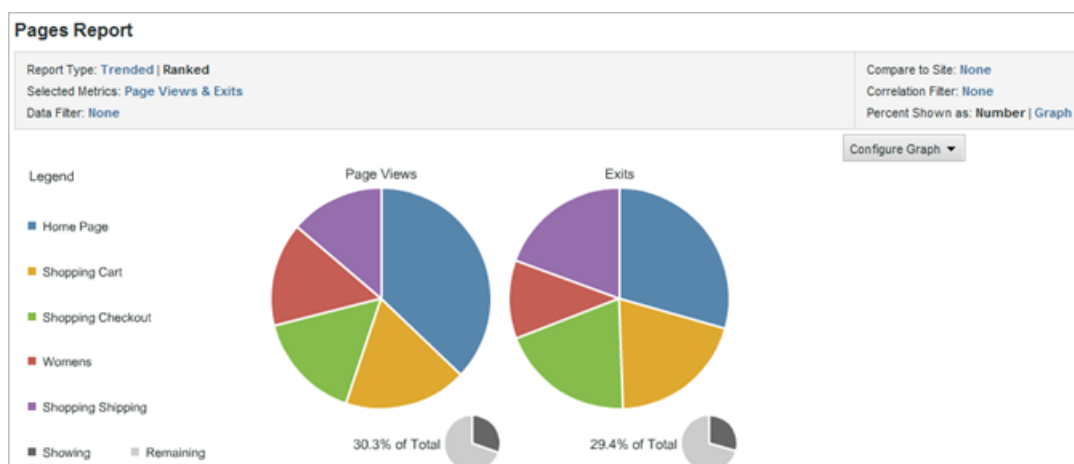
Scatter: The Scatter graph shows a scatter display of the metrics you select in relation to each other. Scatter graphs let you visualize data in two dimensions, so that you can identify which items are outliers.
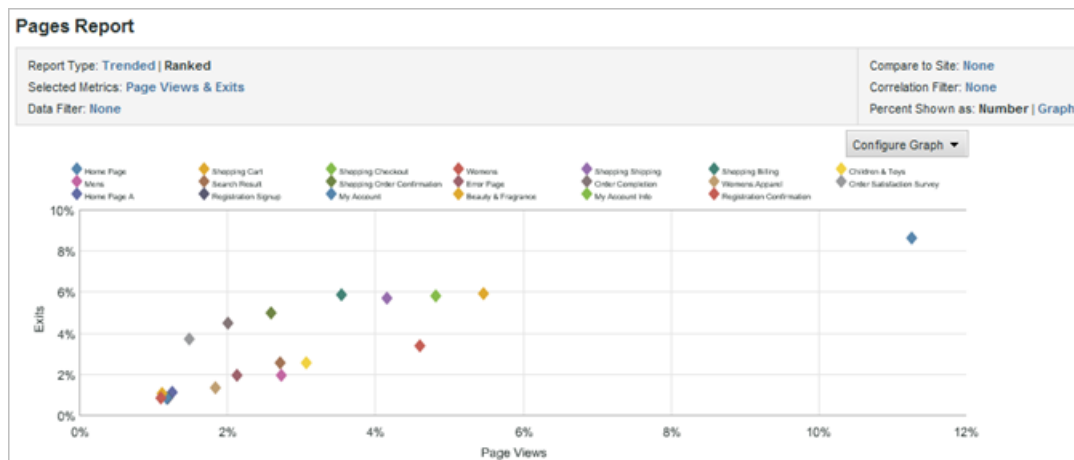
Bubble: The Bubble graph shows a bubble display of the metrics you select in relation to each other. The location of the bubbles shows the relationships between the metrics on the horizontal and vertical axis, while the size of the bubble portrays the main report metric. Bubble graphs let you visualize data in two dimensions, so that you can identify which items are outliers.

Select a date or date range

Steps that describe hot to use choose the time periods for your report data.

You can select specific days, weeks, months, or years. You can also run comparison reports.

When you open a dashboard with reportlets that have different date ranges, you can choose a new date range in the calendar. The changes apply to all reportlets in the dashboard.

To select a date range

1. Run a report.
2. Click the calendar icon on the top right.
3. Select a date.
   You can:

   • View days, months, or year periods (up to three).

- Drag your cursor across dates to select a range.
- Enter dates manually.
- Click a month name to select a month.
- Click **Select Preset** to select a preset date.
- Compare dates. (See *Compare dates*.)

4. Click **Run Report**.

Breakdowns

Use breakdowns when you want to know more about how a report item or segment relates to other reports. This is often called "breaking down" a report by another report.

An example is a breakdown of a custom traffic report called Age Group, in which you have gathered site visitors' ages from a survey. This report allows you to see which age group is responsible for the most traffic on your site. However, if you have gone to the trouble of capturing something like the age of a visitor, you might want to know about more than just page views. You can generate a breakdown report about which search engine they use, what keywords they use, or where they are located geographically. You are correlating the age group and the search engine.

If you break down a report by *Referrer Type*, you might see a data point for *Inside Your Site*. This value indicates a referrer page that is on the Internal URL Filters list. See *Internal URL Filters* in the Admin Reference.

You can break down any Analytics variable (eVar or prop) by any other variable. The **Breakdown By** menu in the report table matches the standard Analytics reporting menu, keeping selections consistent

Run a breakdown report

Steps that describe how to run a breakdown report.

1. Open report, such as **Analytics** > **Reports** > **Site Content** > **Pages**.
2. In the report table, click the **Breakdown By** icon.
   If the **Breakdown By** icon is not visible, the feature is either not available or not enabled.
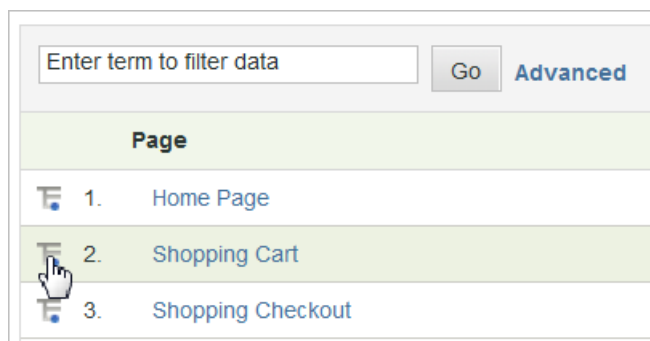
The **Breakdown By** menu displays all available breakdown options available for the current report.

Subrelations

Full subrelations are enabled on all conversion reports, so you can break down any eVar by another eVar. The **Breakdown By** menu in the report table matches the standard Analytics reporting menu, keeping selections consistent
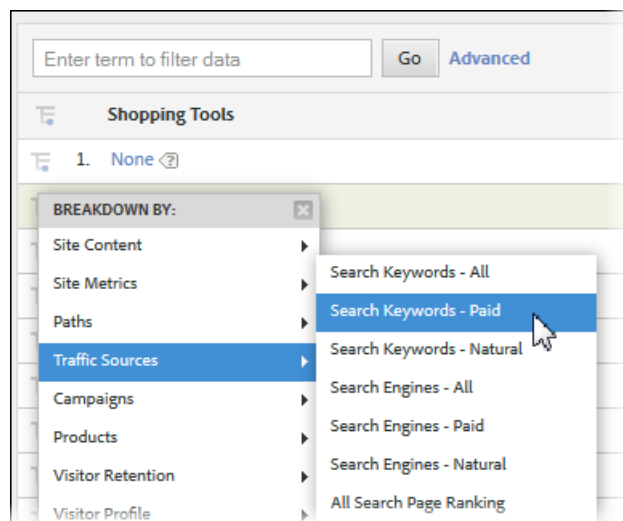
How Subrelations Work

To help illustrate how subrelations work, consider the following example:

1. A user comes to your site via Campaign_A and arrives on the home page.
2. The user searches for 'cats', and is shown the search results. eVar1 keeps track of internal search terms.
3. The user subscribes to a mailing list, which is tracked using event1.
4. A different user comes to your site also via Campaign_A and arrives on your home page.
5. This user searches for 'kittens', and is shown search results (eVar1), and also subscribes to the mailing list (event1).

If you pulled a Tracking code report, you would see the following:

Tracking Code	Sign-ups
1. Campaign_A	2

If you pulled an eVar1 report, you would see the following:

Custom Conversion 1	Sign-ups
1. cats	1
2. kittens	1

If you subrelated the Campaign report by eVar1, you would get the following:

Tracking Code by Custom Conversion 1	Sign-ups
⊤₁. Campaign_A	2
1. cats	1
2. kittens	1

If you subrelated the eVar1 report by Campaigns, you would get the following:

Custom Conversion 1 by Tracking Code	Sign-ups
⊤₁. cats	1
1. Campaign_A	1
⊤₂. kittens	1
1. Campaign_A	1

Due to the persistent nature of conversion variables, there are two data columns used to store eVar values; the value that is fired, and the value that persists. If we were to look at a raw data export for this example, it would look like this (simplified for this example):

vis_id	page	campaign	post_campaign	evar1	post_evar1	events
1	Home Page	Campaign_A	Campaign-A			
1	Search Results		Campaign_A	cats	cats	
1	Subscribe_Confirm		Campaign_A		cats	event1
2	Home Page	Campaign_A	Campaign_A			
2	Search Results		Campaign_A	kittens	kittens	
2	Subscribe_Confirm		Campaign_A		kittens	event1

Our backend works by allowing post_campaign and post_evar1 to persist the values defined in campaign and evar1. Subrelation reports specifically only look at the hits containing success events (rows highlighted in light yellow). They then populate the subrelation reports based on the persisted values (in this case post_campaign and post_evar1, cells highlighted in bright yellow).
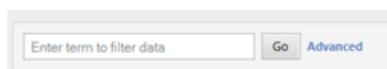
In essence, subrelations follow these steps to populate your report:

• Isolate the image requests containing the success event(s) you are viewing in the report.
• Return the persisted values from each conversion variable used in the subrelation.
• Organize the values based on the order of subrelation. If a variable does not have a persisted value (such as if an eVar was never defined or expired), it will be bucketed under 'None'.

Filtering Report Data

Filters allow you to narrow the report to include or exclude line items that match a filter.

Simple Filter

The simple filter appears on most reports to let you quickly find specific line items. Simple filters do not use any special characters, so `-`, `"`, `'`, `+` and other special characters match the literal value in the report. You can find line items that contain multiple terms using a space.

For example:
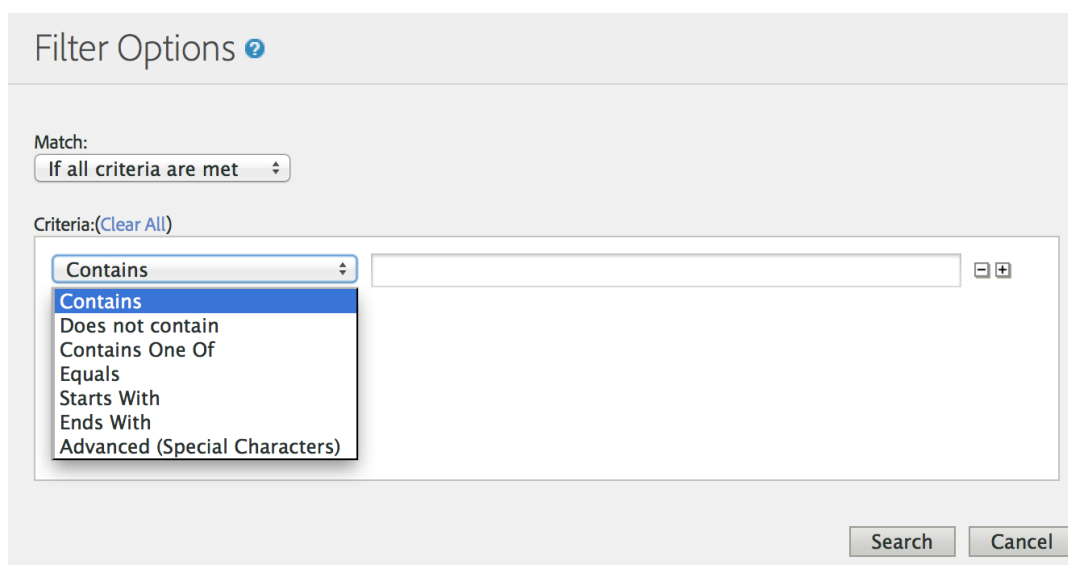
```
help search
```

Matches the following pages:

`help:Search`
`help:Paid Search Detection`
`help:Configure paid search detection`
`help:Search Keywords Report`
`help:Internal Search Term`

Advanced Filters

Advanced filters let you control the scope of your search using a collection of filters. You can select to match all filters, or any filters.

Contains

Matches if the term is found anywhere in the line item. This operates the same as the simple filter.

💡 **Note:** *Spaces cannot be used in filters, because spaces are delimiters in searches*

Does not contain

Matches if the term is not found anywhere in the line item. You can filter "unspecified", "none", "keyword unavailable" and other *special values* from reports using does not contain.

Does not contain	`none`

For a more exact filter, you can use an Advanced (Special Characters) filter:

Advanced (Special Character)	`-^none$`
Advanced (Special Character)	`-"keyword unavailable"`

For example, the following line item is filtered by the "Does not contain" criteria, but is not filtered by the "Advanced (Special Character)" criteria:

```
help:Rename the None classification key
```

Contains One Of

Matches if any terms, separated by spaces, are found in the line item. The following filter shows all pages that contain "mens" or "sale":

Contains One Of	`mens sale`

Matches the following pages:

`Womens`
`Mens`
`Mens:Desk & Travel`
`Jewelry & Accessories:Accessories:Hats:Mens`
`Sale & Values`

Equals

Matches if the entire line item, including spaces and other characters, match the specified phrase.

Equals	`mens:desk & travel`

`Mens:Desk & Travel`

Starts With

Matches if the line item, including spaces and other characters, starts with the specified phrase.

Starts With	`mens`

Matches the following pages:

Mens
Mens:Desk & Travel
Mens:Apparel
Mens Perfume Spray
Mens Hemp/Bamboo Flip Flops

Ends With

Matches if the line item, including spaces and other characters, ends with the specified phrase.

Ends With	jean

Matches the following pages:

Bell Bottom Jean
Velvet Dream Skinny Leg Jean
Dark Slimmer Jean
Bling Belt High Waist Jean
Ocean Blue Jean

Advanced (Special Character)

Advanced let you perform wildcard and other complex searches.

Advanced (Special Character)	Description
" "	Match **exact phrase**.
*	**Wild card**, greedy matching. For example, `r*p` matches "Registration Signup".
^	**Starts with**. Do not include a space between the special character and the search phrase.
$	**Ends with**. Do not include a space between the special character and the search phrase.
-	**Not**. Do not include a space between the special character and the search phrase.
|	**Or** 💡 **Note:** *you must include a space on each side of the pipe character, " | ".*

Create report-specific filters

Steps that describe how to create filters for reports.

Certain reports contain a filter that is specific to that report. For example, a **Purchase Conversion Funnel Report** lets you filter by web pages. A **Geosegmentation Report** lets you filter by geographical region. Additional reports have other filters specific to those reports.

When you access these filters, you can see report metrics for the items specified in the list.

To create report-specific filters

1. Generate a report, such as a **Purchase Report** (**Site Metrics** > **Purchases** > **Purchase Conversion Funnel**).
2. In the report header, click the **Filter** link.
3. On the **Filter Selector** page, click **Apply a Filter**, then select a filter type.
4. To search for an item, type a character string in the **Search** field.
5. Click **OK**.

Add a correlation filter

Steps that describe how to add a correlation filter.

Certain reports let you add custom correlation filters. For example, if you are viewing the **Pages Report** for a report suite that has Site Sections correlated with a Women's page, you can create a filter rule that generates a report showing the most popular pages when Site Sections = Women.

You can filter the data shown in a correlation report using any available correlation. The example here shows how you add a search engine correlation filter.

To add a correlation filter

1. Run a report that supports correlations. (See *Run a breakdown report*.)
2. In the report header, click the **Correlation Filter** link.
3. Under **Filter Rule Creator**, select a category to correlate with an item.
4. Click **OK.**

Compare dates

Steps that describe how you can use the calendar to run date comparisons between ranked reports.

You cannot compare dates between trended reports.

> **Note:** *If you want to perform a date comparison on key metrics in a dashboard, you can pull the data into Report Builder using two separate requests. You then use custom formulas in Excel to analyze the difference between the two.*

To compare dates between ranked reports in Reports & analytics:

1. Run a report.
2. Click the calendar at the top right.
3. Click **Compare Dates**.
4. Select the dates you want to use.
5. Click **Run Report**.

Display a percent as a graph

Steps that describe how to specify whether to display the percent in a report table as a graph.

This visualization is available also in dashboard reportlets.

1. Run a report that supports percentages, such as a **Pages Report**.
2. Click **Percent Shown As: Graph**.

Normalize report data

Steps that describe how to normalize report data.

After you run a report with compared dates, or for A/B comparisons, you can normalize the data to show the percent of change between the reports. The secondary data set is adjusted to compensate for differences in the number of selected days, or for different volumes of traffic.

To normalize report data

1. Run a report that supports date comparisons.
2. Click **Compare Dates**, then specify your date comparison.
3. Click **Run Report**.
4. Click **Normalize Data: Yes**.

Select a page for a report

Steps that describe how to select a specific page from the pages of your website for a report.

1. Generate a report, such as a **Page Views Report** (**Reports** > **Site Metrics** > **Page Views**).
2. Click the **Selected Page** link.
3. On **Choose Page**, select the pages you want to display.
4. Locate the page.
5. Click **OK.**

Compare report suites

Steps that describe how to display reports from two report suites in the same report.

In addition to the graphical display, the table of the report gives you a percentage comparison. The following reports can be run with comparisons:

• Site Content

• Mobile

• Traffic Sources

• Campaigns

• Products

- Visitor Retention

- Visitor Profile

- Custom Conversion

- Custom Traffic

- Target

- Survey

To compare report suites

1. Generate a report that allows you to compare reports.
2. Click the **Compare to Site** link.
3. Locate the report suite.
4. Click **OK.**

Specify report granularity

Steps that describe how to view report totals on an hourly, daily, weekly, monthly, quarterly, or yearly basis.

The report's time period determines which granularity options are available. For example, you can select only **Hourly** if you have a one or two day time frame selected. You can select only **Yearly** granularity if you have more than one year selected.

To specify report granularity

1. Generate a trended report, such as **Site Content** > **Pages.**
2. Click the **View by** link, then click a granularity.

Run a day-of-week report

Steps that describe how to run reports on a specific day of the week, such as over each Monday in a given date range.

This feature applies only to trended reports filtered with a date range of Week or Day.

1. Run a trended report over a specified date range.
2. Click the **Day of Week** link, then click a day.

'Try in Workspace' button

Clicking the **Try In Workspace** button at the top of a report will load the same report in Analysis Workspace.

Most reports in Reports & Analytics now include a "Try in Workspace" button to allow you to reproduce the current view in Analysis Workspace for further customization.

Currently, the button is only available if your username has full rights to Analysis Workspace.

For more information on all the ways you can customize your report, see the *Analysis Workspace* guide.

Analytics Segmentation

Segments are custom subsets of data, or data filtered by rules that you create. Segments are based on hits, visits, and visitors.

For in-depth information on Adobe Analytics Segmentation, please refer to the *Segmentation Guide*.

Bookmark Manager

Bookmarks give you access to the reports that you use the most. The bookmarks you create are added to the **Experience Cloud** and are available in integrated capabilities like data connectors.

Create a bookmark

This procedure describes how to create a bookmark.

Run a report, then click **Bookmark.**.

Element	Description
Name	A user friendly name for this bookmark.
Add to	Specifies the folder in which you want to place the bookmark.
Make Public	Makes this bookmark available for users with access to the report suite.
Display report upon login	Displays the report when you log in.

Manage bookmarks

After you create report bookmarks, you can manage them in the **Bookmark Manager**. You can edit, delete, and organize your bookmarks and folders from a central location.

Analytics > **Components** > **Bookmarks**.

My Bookmarks

Element	Description
	Creates a bookmark folder. Select the bookmark before clicking this option. You cannot create subfolders.
	Deletes a bookmark folder. Select the bookmark before clicking this option.
	Sorts a bookmark folder.
	Lets you edit a bookmark. You can rename the bookmark and specify the bookmark folder in which you want the report to display. You can also specify whether you want the bookmark to display at login.
	Deletes a bookmark.
	Lets you know that this bookmark is scheduled for delivery. Click this option to configure the schedule, using **Advanced Delivery Options**.

Public Bookmarks

Element	Description
Make Public	Specifies that the bookmark is public. These bookmarks appear as a shared bookmark in **Public Bookmarks**.
Copy Me	Makes a copy of the bookmarks and places it in a default folder in the **Bookmarks** column.
On Menu	Places the bookmarked report on the marketing report menu on the landing page.
Info/Edit	Edits the bookmark name.
Make Private	Makes a public bookmark private.

Dashboards and Reportlets

A dashboard is a collection of thumbnail reports called *reportlets.* A dashboard is most useful when it contains related reportlets that give you complete overviews of certain aspects of your site, such as finding methods, visitor profiles, and so on.

You can add most marketing reports to a dashboard, including graphically intense reports like the **Fallout Report**, **Conversion Funnel Report**, and the **Pathfinder Report**.

You can also set a dashboard as your landing page, share dashboards with other users, and schedule them for delivery. If you do not set a dashboard (or a bookmark) as a landing page, the **My Recommended Reports** dashboard displays. **My Recommended Reports** shows the **Key Metrics** report plus your five most frequently viewed reports. It is dynamic and based on the actual reports that you view the most.

Be aware that some frequently viewed reports cannot be dashboarded and will not show up. These include:

• Anomaly Detection reports
• Contribution Analysis reports
• Fallout reports
• Pathfinder reports
• Real-time reports
• Other dashboards

> **Note:** The **Site Overview** dashboard is no longer listed in Reports & Analytics. However, there are still a couple of circumstances where you will see some or all of its reportlets.
>
> • *If you have, say, only three frequently viewed reports, Reports & Analytics will take two reports from the Site Overview dashboard to complete the **My Recommended Reports** dashboard.*
> • *Brand new report suites will also initially still feature the Site Overview reportlets, until they gets replaced by your frequently viewed reports. Even so, the dashboard will now be called **My Recommended Reports**.*

In addition to the dashboards you create, the following prepackaged dashboards are included for each user:

Dashboard	Description
Components > **Dashboards** > **Shared Dashboards** > **Local Sites**	This customizable dashboard provides you a way to drop reportlets into the template provided.
Components > **Dashboards** > **Shared Dashboards** > **Site Operations Dashboard**	This dashboard provides you an overview of key metrics related to your website operations. Reports on this dashboard include: • Exit Pages • Most Popular Pages • Most Popular Site Sections • KPI/Gauge Reportlet • Text Reportlet • Company Summary Reportlet

Use the **Dashboard Manager** to edit and manage dashboards, and enable them for DirectAccess.

See *Dashboard Manager*.

Create a dashboard

Steps that describe how to create a dashboard.

Before adding a report (as a reportlet) to a dashboard, define the dashboard's layout.

1. Go to **Analytics** > **Components** > **Manage Dashboards**.
2. Click **Add Dashboard**.
3. Type a name for the dashboard.
4. Click **3 x 2** or **2 x 2** to specify how many reportlets you want on the dashboard page.
5. Configure the dashboard page layout:

   - **Add Page**: Adds a blank page to the dashboard, on which you can drag content to create reportlets.

   - **Paper**: Lets you specify a paper size, such as landscape, portrait, and A4.

   - **Find Content**: Lets you search for content in the **Add Content** and **Dashboard Contents** menus.

6. Add available content to the dashboard by dragging items to the reportlet canvas.
   See *Create a reportlet* and *Add content to a dashboard*.

7. Click **Save.**

   Saving a dashboard makes it available in the **Dashboard** menu. The new dashboard is also available in the **Dashboard Manager** (**Favorites** > **Dashboards** > **Manager**), where you can edit, organize, share, schedule, archive dashboards, and more. (See *Dashboard Manager*.)

8. (Optional) To set the dashboard as your landing page, click **More Options** > **Set as Landing Page**.

Create a reportlet

Steps that describe how to create a reportlet. Once you create a reportlet, it is available to display in a dashboard.

1. Run a report.
2. Click **Dashboard.**
3. On the **Add Reportlet** page, name the report, then select a dashboard from **Place in Dashboard**.
4. (Optional) Configure the date range.

   - **Rolling**: Changes the date as time passes, according to the time span (daily, monthly, and so on). For example, if today is January 17, you might set the dates for January 15 - 16. Then if you select **Rolling**, on January 27 the reportlet displays data for January 25 - 26.

   - **Fixed**: Prevents the date from moving forward as time passes.

5. (Optional) Override the publishing distribution list.

   Publishing List Override: If you enable this option, the report suite referenced in this reportlet is always used when distributed to a publishing list. If you disable this option, the report suite identified in the publishing list replaces the report suite in this reportlet.

6. Click **Create New**.

   The reportlet is added to the **Dashboard Contents** menu in the dashboard editor.

Add content to a dashboard

Steps that describe how to add content from other dashboards and shared dashboards. You can also add content from custom and external sources, such as text and images.

1. Open a dashboard, then click **Layout**.
2. Click **Add Content**, then drag items to the dashboard.

   The **Add Content** menu displays reportlet content from other dashboards, legacy dashboards, and shared dashboards.

   💡 **Note:** *The current limit to the number of pages in a dashboard is 30.*

Content Menu	Description
Custom Reportlets	Data Content:
	• **Company Summary**: Displays page views for multiple report suites and metrics that you select.
	• **Metric Gauge**: Displays a gauge that tells you where your metrics figures are in relation to the thresholds you specify.
	You can select a metric, graph type, color range, and threshold values. If the count of the metric rises above the **Greater Than** threshold, the gauge indicates this in the reportlet, using the color above the **Greater Than** field. If the count of the metric is below the **Less Than** threshold, the gauge indicates this in the reportlet, using the color above the **Less Than** field. The values you specify in these fields is the countable value of the metric, such as number of page views, dollar amounts, cart views, and so on. (Do not use special characters.)
	• **Report Suite Summary**: Displays a selected metric and its total or high and low values for a report suite.
	• **Usage Summary**: Shows data on interface access by people in your organization. This reportlet can show data by username access, report access, or report suite access.
	You can create the following **User Content** reportlets by providing URLs. If an image or other resource URL does not begin with `https://`, Internet Explorer users might see a warning about mixed content. You can disable the warning for mixed content in your browser security settings.
	User Content:
	• **External Report**: Lets you add an external report in `.xml` and `.csv` formats.
	• **HTML**: Lets you add a custom HTML reportlet. The URL must use `HTTP` or `HTTPS`. Otherwise, you see a `Specified URL could not be retrieved` error. In the document's content, all tags with attributes using the `data:` and `javascript:` protocols are removed. Scripts, frames, applets, event handlers, flash, and other embedded objects are removed. If resources are specified using non `HTTPS`, IE users are issued a warning about mixed content.

Content Menu	Description
	• **Image**: Lets you create a dashboard from an image URL. If the URL uses the `HTTP` protocol, Internet Explorer issues a mixed content warning. Using a URL with `HTTPS` removes the warning. All other protocols issue a `Specified URL could not be retrieved` error. • **RSS**: Lets you add an RSS web feed. Must be `HTTP` or `HTTPS`. Otherwise, you see a `Specified URL could not be retrieved` error. • **Text**: Lets you use XHTML code to create your own data. Use `HTTP` or `HTTPS` for a URL. Images used in the text reportlet content that have the `HTTP` protocol result in IE users receiving a warning about mixed content. Images included using other protocols do not display in the reportlet.
My Dashboards	Lists your upgraded dashboards from which you can move content to the new dashboard.
Legacy Dashboards	Lists your shared dashboards from which you can move content to the new dashboard.
Shared Dashboards	Lists legacy dashboards from which you can move content to the new dashboard. Legacy dashboards are useful if you want to preserve dashboard formatting from previous versions.
Dashboard Contents	Displays items you already added to the dashboard.

3. Click **Save.**

Edit dashboard and reportlet data

You can change data settings at the dashboard or reportlet level. For example, you can change the report suite, locking the report suite, changing dates, applying segments, and so on. You can also personalize a dashboard by inserting your company's confidentiality statement, and include HTML, XML, Web API, and CSV data in customized reportlets.

To edit dashboard and reportlet data

1. Click **Components** > **Dashboards** > *dashboard name* to open a dashboard.
2. Click **Layout**.

To	Do this
Change a dashboard's report suite	Click the menu in the Experience Cloud header, then select a report suite.
Change a reportlet's report suite	In the reportlet, click the report suite name, then select a report suite from the **Report Suite** menu. .

To	Do this
Apply a segment to a dashboard	In the Experience Cloud header, click **Show Segments**, then select a segment.
Apply a segment to a reportlet	In the dashboard, click **Layout** to edit a dashboard.
	In the reportlet, click the report suite name, then select a value from the **Segment** field and click **Update.**
Lock a report suite (prevents changing the report suite in a reportlet)	In the reportlet, click the report suite name, then enable **Lock Report Suite**. Click **Update.**
Change a reporting date	For a dashboard, click the calendar. (All the reportlets in the dashboard reflect the change.)
	For a reportlet, click the date link, then configure the calendar.
Name a dashboard	Open a dashboard, then click **More** > **Rename**.
View a dashboard archive	Click **More** > **View Archive**.
Set the dashboard as a landing page	In a dashboard, click **More** > **Set As Landing Page**.
Download a dashboard	In a dashboard, click **More** > **Download**.
Print a dashboard	In a dashboard, click **More** > **Print**.
Save a dashboard	In a dashboard, click **Save As**, then specify a name.

Co-brand a dashboard

Steps that describe how to upload an image to display in a dashboard.

1. **Analytics** > **Admin** > **Company Settings**.
2. On the **Company Settings** page, click **Co-Brand the Adobe Experience Cloud**.
3. Click **Enable Co-Branding**.
4. Browse to upload the image, then click **Save.**

   For best results when viewing the image in a browser, upload a 100px by 30px image. For best results in PDF output, upload a 417px by 125px (300 dpi) image. Oversized images are shrunk to size, while preserving aspect ratio.

Use segments with dashboards

Dashboards, like most reports in Adobe Analytics, can utilize segments to retrieve desired data.

Segments can be applied on two levels: to an entire dashboard or on a specific reportlet.

- **Reportlet level**: Click **Layout**, then the report suite of the reportlet you want to segment. A modal window appears that lets you add or change what segment(s) the reportlet uses.
- **Dashboard level**: Click the Segment icon in the left navigation, check the segment(s) you want to use, and click Apply. The selected segments override and replace any reportlet-level segments.

Dashboard Manager

Use the Dashboard Manager to copy, share, archive, and schedule dashboards for delivery.

Click **Analytics** > **Components** > **Dashboards**.

Dashboard Manager Descriptions

Element	Description
Dashboard Player	SiteCatalyst 14 servers will no longer respond to Dashboard Player data requests. Any dashboards currently being displayed in Dashboard Player can be accessed in the standard Reports & Analytics interface or recreated as a Real-Time Dashboard. Real-Time dashboards are specifically designed for continual display and include a full-screen mode to allow you to display on TVs or other large screen devices. User action required: You need to discontinue use of Dashboard Player.
Shared	Shows whether the dashboard is shared. See *Share a dashboard*
Scheduled	Lets you schedule the dashboard for delivery. See *Schedule a dashboard for delivery*.
View Archive	Lets you view the dashboard archive.
Push to Users	Lets you share a dashboard. See *Share a dashboard*
Manage	Lets you edit, copy, and delete a dashboard.

Manage shared dashboards

Steps that describe how use the shared dashboard management options.

1. Go to **Analytics** > **Components** > **Dashboards**.

2. Under **Shared Dashboards**, locate the shared dashboard (or legacy dashboard) you want to manage and choose one or more of the following options:

Option	Description
View Archive	Lets you view the report archive for the shared dashboard, if an archive exists.
Dashboard Player	SiteCatalyst 14 servers will no longer respond to Dashboard Player data requests. Any dashboards currently being displayed in Dashboard Player can be accessed in the standard Reports & Analytics interface or recreated as a Real-Time Dashboard. Real-Time dashboards are specifically designed for continual display and include a full-screen mode to allow you to display on TVs or other large screen devices.
	User action required: You need to discontinue use of Dashboard Player.
Copy Me	Adds a copy to your list of dashboards, using the same name as the original. However, you cannot see any updates/changes made by the dashboard's owner. Copying a legacy dashboard opens a blank dashboard, in which you can add legacy content.
	⚠️ *Important: If shared users of your dashboard cannot see changes you made in the dashboard, check your Dashboard Manager to see if the users have chosen the* ***Copy Me*** *option. If they did, they cannot see the updates/changes made by you. To see all the changes/updates, shared users need to select the* ***On Menu*** *option in the Dashboard Manager.*
On Menu	Lets you see changes/updates made by the dashboard owner.
Unshare	Removes the dashboard from your list of shared dashboards.

Migrate a legacy dashboard

Existing legacy dashboards will continue to be run and you can still edit, download, and schedule them; however, you can no longer create new legacy dashboards. You are strongly encouraged to upgrade existing legacy dashboards to the newer dashboard format.

💡 *Note: Moving forward, consider using Analysis Workspace projects and their ability to be downloaded and scheduled.*

When you copy the legacy dashboard, the system opens the legacy dashboard for edit, where you can add legacy content or new content. When you copy a legacy dashboard, the original is preserved in the list of legacy dashboards.

💡 *Note: Adding legacy content to a dashboard creates a dashboard based on the latest dashboard functionality. However, the legacy reportlet might contain data that is based on the previous data platform.*

To migrate a version 14.x legacy dashboard

1. Click **Analytics** > **Components** > **Manage Dashboards**.
2. In the **Manage** column, under **Legacy Dashboards**, click **Copy to New Dashboard**.

   The copied dashboard opens in the dashboard layout editor.

   See *Edit dashboard and reportlet data*.

Share a dashboard

Steps that describe how an administrator can share (or push) a dashboard to multiple users. When you push dashboards to users, the dashboards become available in user's **Shared Dashboards** menu.

1. In the **Dashboard Manager**, locate the dashboard, then enable **Shared**.
2. Click **Push To Users**.
3. On the **Push Dashboard** page, select the target users or click **Check All**.
4. Click **Save**.

If shared users of your dashboard cannot see changes you made in the dashboard, check your Dashboard Manager to see if the users have chosen the **Copy Me** option. If they did, they cannot see the updates/changes made by you. To see all the changes/updates, shared users need to select the **On Menu** option in the Dashboard Manager.

Schedule a dashboard for delivery

In the **Dashboard Manager**, you can see whether a dashboard is scheduled for delivery, and edit the schedule. The dashboard delivery options are identical to the report delivery options.

1. Open a dashboard.
2. Click **More** > **Send**.

   See *Report Schedule and Distribution* for more information.

Archive a dashboard

Steps that describe how to archive any sent dashboard as a PDF file. The system stores the archived file for two years, or until you reach a maximum limit of 4 GB of archived reports, whichever comes first.

1. Open a dashboard.
2. Click **More** > **Send**.
3. In the **Email Report** group, enable **Archive**.
4. Specify delivery options, then click **Send**.

   You can view archived dashboards in the Dashboard Manager. Alternatively, open a dashboard and click **More** > **View Archive**.

Data Extract

Data extracts let you choose the parameters you will view on both the X- and Y-axes of the report, as well as the item by which the report is filtered.

For example, you could place products along the left side of the report, dates across the top, and a metric as the overall data filter. The Data Extracts are delivered reports, and are only available in CSV format.

Data Extracts can process a maximum number of 50,000 rows in a single request.

Extract data from a report

Steps that describe how to extract data from a report and send it via email.

1. Run a report, then click **More** > **Extract Data**.
2. Follow the steps in the Data Extract wizard.

Metrics

Metrics are the foundation of reports and help you view and understand data relationships and enable side-by-side comparisons of different data sets about your website. Metrics are quantitative information about visitor activity, such as views, click-throughs, reloads, average time spent, units, orders, revenue, and so on.

Metrics and associated data are displayed in the columns of reports. Traffic metrics show data about the volume of visitors. Conversion metrics show data about success events, such as purchases, downloads, or any other action that you want users to take on your website.

Calculated metrics are created by combining metrics.

For definitions, see *Metrics* in *Analytics Reference Help*.

Select default report metrics

Steps that describe how to select default metrics at the report level.

1. Run a report.
2. Add the metrics that you would like to save as the default metrics.
3. Click the **Add Metrics** drop-down list, then select **Set as Default**.
   The selected metrics are saved as the defaults for this report.

The following information applies to default metrics:

- Default metrics apply across all user accounts, but is per report and report suite. For example, all users viewing a specific report in the same report suite display the metrics set using the preceding procedure.
- If you move between reports, the metrics displayed in the most recently viewed report persist. To display default metrics in that new report, click the **Add Metrics** drop-down list, then click **Show Defaults**.
- Clicking **Clear Defaults** removes the default metrics for that report and reverts them to the original default metrics for that report (**Page Views** for props, and whatever you have set in Admin Tools for eVars).

For definitions, see *Metrics* in *Analytics Reference Help*.

Targets

Targets let you measure your website performance and track progress against target goals. For example, you might want to increase the number of visitors that come from a geographic region, the revenue per order, or the number of hits that come from a specific referrer.

When you create targets, you select which attribute metrics or eVars you want to measure or you can choose to measure your entire site against your selected metric.

For example, you can measure the number of unique visitors to your website, and use it as a target. In this case, choose the entire website. However, if you want to target the number of unique visitors to your website from Chicago, you can specify that eVar rather than look at your entire site.

Target Field Descriptions

Analytics > **Components** > **Targets**.

Descriptions of the fields and options on the **Add/Edit Target** page.

Element	Description
Target Name	Provide a target name, which is displayed on the **Target Manager** page.
Apply To	Lets you apply the target to the entire site or to a selected attribute or eVar.
Select Item	Displays the selection form for the selected attribute or eVar, so that you can perform an Advanced search for related items. For example, if you select the eVar **Countries**, the item list lets you specify which country. If you select the eVar **Products**, the item list lets you specify which product. Custom insight variables are also listed in the menu. If you have a custom insight variable set up to measure visitor age ranges, then the item list displays the ranges of the ages, such as 18-24, 25-35, and so on.
Metric	Lets you apply the target to a metric. This menu displays only those metrics that apply to a given eVar. For example, if you select **Products** as the eVar, a metric such as **Page Exits** does not apply to it. The **Page Exits** metric can apply to a web page eVar.
Period	Lets you define the **Date Range** and **Granularity** settings of the target. Depending on your date range specifications, some granularity options do not apply. When typing values for your metrics, type a value for each granularity setting. For example, if your date range is the month of February, and your granularity selection is weekly, type a value for each week of the month of February. Target reports display for each granularity setting.
Values	Lets you specify target values for the time period and the selected metric. This value are the target numbers that you are attempting to reach. For example, if the target were based on revenue, and you were aiming for $10,000 of revenue for a given month, you would enter 10000 in the value field for the month.

Add a Target

Steps that describe how to add a target.

1. Click **Analytics** > **Components** > **Targets**.

2. On the **Target Manager** page, click **Add New**.

3. Configure the options described in *Target Field Descriptions*.

4. Click **OK**.

Edit a Target

1. Click **Analytics** > **Components** > **Targets**.

2. In the **Manage** column, click the **Edit** icon.

3. Configure the options described in *Target Field Descriptions*.

4. Click **OK**.

Alerts

A new Alerts system, called Intelligent Alerts, is being introduced to Adobe Analytics in October 2016.

As the new alert system for all of Adobe Analytics, Intelligent Alerts let you create and manage alerts in Analysis Workspace, complete with alert preview and rule contribution. You can

- Build alerts based on anomalies (90%, 95%, or 99% thresholds; % change; above/below).
- Preview how often an alert will trigger.
- Send alerts by e-mail or SMS with links to auto-generated Analysis Workspace projects.
- Create "stacked" alerts that capture multiple metrics in a single alert.

You can access this new Alerts system from **More** > **Alerts** in any report in Reports & Analytics.

For more information, go to the Analysis Workspace documentation on *Intelligent Alerts*.

Add an Alert

Steps that describe how to add an alert in Adobe Analytics.

The new Alert Builder is part of Analysis Workspace. However, you can still access it from within reports in Reports & Analytics:

1. In Reports & Analytics, open the report where you want to set an alert.
2. Click **More** > **Add Alert**.
3. This will take you to the *new Alert Builder*.

View or Edit Existing Alerts

Go to **Analytics** > **Components** > **Alerts**. This takes you to the new *Alert Manager*.

Legacy Alerts Migration

Several features of existing Analytics alerts will not be included in the new Alert Manager, which will be released (as part of Analysis Workspace) in the Fall of 2016. The following table lists the deprecated alert features and some alert features that will be migrated to the new Alert Manager in a different form.

Legacy Alerts Feature	Description	Deprecated or migrated?
Totals (All Items)	Create alerts on all items of a dimension report.	In some cases, whether you create an alert on all items of a dimension report or whether you set up the alert on just the aggregated metric by itself (not applied to a dimension), the same result occurs. For example, let's say you create a monthly All Items alert on the "Revenue" metric. You would get the same result from just running the Revenue report and setting up a monthly alert on it.

Legacy Alerts Feature	Description	Deprecated or migrated?
		In this situation, the legacy Totals (All Items) alert will no longer be available and will be migrated to the latter, simpler version.
Top 1000 Items	Create alerts for the top 1000 items in a report.	No longer available in the new Alert Manager.
Time-based Unique Visitors Alerts (Daily, Weekly, Monthly, etc. Unique Visitors)	Create alerts for hourly, daily, weekly, and monthly unique visitors reports.	In the new Alert Manager, certain time-based Unique Visitor alerts will no longer be supported. For example, where you could previously set a weekly alert for Daily Unique Visitors, you will be able to set a daily, weekly, etc. alert on the Unique Visitors metric going forth. (Analysis Workspace supports a Unique Visitors metric, but not Daily/Weekly/Monthly/etc. Unique Visitors metrics.)
Search	Create alerts for a dimension report with a search applied. Only applies to "Totals" ("All Items") or "Top 1000 Items".	No longer available in the new Alert Manager.
Reports specific to Reports & Analytics	Create alerts for several reports that exist in Reports & Analytics and do not correspond to an Analysis Workspace report, such as • JavaScript • Path Length • Bots • Timezones • Top Level Domains	No longer available in the new Alert Manager.
Alerts with an ASI slot as the report suite	You can no longer *create or edit ASI slots* and they are not available for use in Analysis Workspace. Hence, they are not supported by the new alerts.	Not available in the new Alert Manager.
Alerts using participation metrics	*Participation metrics* are available in Reports & Analytics, but aren't currently available in the new alerts system in Analysis Workspace.	Not available in the new Alert Manager.

Legacy Alerts Feature	Description	Deprecated or migrated?
Monthly alerts for custom calendar report suites	This only affects customers with alerts set up for report suites that have *custom month start dates* (National Retail Federation/NRF and Custom Calendar types). It does not affect alerts on Gregorian or Modified Gregorian calendar report suites. Previously these alerts were sent on the first day of the Gregorian month (e.g. January 1st, February 1st etc). This will not work with the new Anomaly Detection feature of alerts, which takes previous months' data into account when detecting anomalies. In the future, we will add support to our scheduling system for custom calendars so that both Alerts and Scheduled Projects can be scheduled to send on the first day of the custom calendar month instead of just the first day of the Gregorian month.	Not yet available in the new Alert Manager.
Alerts that haven't run since September 2015.	There are several reasons why alerts would not have run since September 2015, including: • You clicked "Disable" on the alert in the Alert Manager. • The alert is running into errors and never completes successfully.	These alerts will not be migrated to the new system.
Alerts that were marked as "disabled"	There is currently no way to disable/re-enable alerts in the new user interface, though there are plans to add this functionality.	These alerts will not be migrated to the new system.

Calendar Events

Steps to add calendar events, and to manage shared events.

> 💡 **Note:** *To ensure optimal reporting performance, the 20 most recent calendar events will be displayed on trended and overtime graphs.*

For reports trended over time, you can graphically display events and see whether campaigns or other events have affected your site traffic, revenue, or any other metric. The process of setting up a calendar event involves naming the event, setting the dates, adding notes, and setting an icon. For example, if you use Social, you can create a calendar event to show that there was a correlation between an increase in site traffic and the mention of a product by a celebrity using Twitter.

To add a calendar event

1. Click **Analytics** > **Components** > **Calendar Events**.
2. Click **Add New**.
   a) Under **Title**, name the calendar event.
   b) Specify the **Event Date**.
   c) Choose the **Report Suite** to which this event applies.
   d) (Optional) Add any **Note Text** for this event.
   e) Select a display icon and color.
   f) Click **Save**.
3. (Optional) Calendar events are user specific unless shared. To share this event, select **Share**.
4. (Optional) Push the calendar event to users. Calendar Events that have been marked as Shared now have an option to be "pushed" to other users. Pushing a Calendar Event will cause it to show up on the recipient users' trended and overtime graphs.
   a) Click **Push To Users**.
   b) **Check All** or check the box next to the user name/s.
   c) Click **Save**.
   This makes Calendar Events much more usable. Analysts now have the ability to force an overlay onto their users' reports to provide more context.

To manage shared calendar events

1. Click **Analytics** > **Components** > **Calendar Events**.
2. Under Shared Calendar Events, specify one of these options:

Option	Description
Copy Me	Adds a copy to your list of events, using the same name as the original. However, you cannot see any updates/changes made by the event's owner.
On Report	Lets you see changes/updates made by the event owner.
Unshare	Removes this event from your list of shared events.

Report Schedule and Distribution

Information about scheduling, downloading and distributing reports.

When you schedule a report for delivery in an Adobe Analytics application, you can use the Scheduling and Distribution tools to view what files have been automatically sent and modify or terminate the deliveries.

Due to differences in processing mechanisms and platforms, the various types of downloadable and scheduled reports available in Adobe Analytics have different limitations regarding the maximum number of rows they can process in a single request. Here are the limits of each:

- Word, CSV, Excel, HTML and PDF: The same number of rows visible in the report. By default this limit is 50 rows but can increase up to 200. Breakdown reports have a hard limit of 50 rows.
- Data Extracts: 50,000 rows
- Data Warehouse: Unlimited

Note that these limitations are for individual scheduled and downloaded reports; dashboards are limited to the amount of space available within a reportlet.

Send a report

Steps that describe how to download and email reports in a variety of formats, and schedule a report for delivery.

1. Run a report, then click **More** > **Send**.
2. Specify delivery options:

Option	Description
Format	Select PDF or HTML.
Send To	Provide an email address to receive the report.
Subject	Subject of the email.
Scheduling	Select to send the report immediately or at a different interval.

3. Click **Advanced Delivery Options** to specify a delivery schedule.

Option	Description
Report File Name	Specifies the name of the report. The default format is `<report name> for <suite> - <report date range>`. To specify a custom name, select **Custom**.
Report Format	Lets you specify PDF, CSV, Excel, HTML, Word, or Mobile formats for delivery. If you select CSV, you can also specify the encoding for CSV: • **Shift-JIS**: Japanese character encoding. • **EUC-JP**: Extended Unix Code, primarily for Japanese, Korean, and simplified Chinese.

Option	Description
Report Contents	**Number of rows in the table**: Specifies the number of rows you want visible in the table of the report you are sending.
	Language for header and footer: Specifies the language of the header and footer.
	Comments: Specifies the text that appears at the beginning of the report.
Send Digital Signature File	When you request a report, such as a bookmarked report or data warehouse requests, you can request a data signature. Adobe's digital signature doesn't restrict who has access to the data, but the purpose of the Digital Signature File (.sig) is to verify the validity of the delivered report file. Using the digital signature, report recipients can verify that the file came from Adobe and has not been altered.
Report Destination	**Email**: Lets you configure email address settings, the subject line, and notes.
	FTP: Lets you configure FTP settings, including the Host, Port, Directory, Username, and Password.

4. Click **Scheduling Options**.

Option	Description
Send Report Now	Sends the report immediately.
Schedule for Later	Displays options to specify a time frame and delivery options.
Report Time Frame	**Fixed**: Prevents the date from advancing as time passes.
	Rolling: Allows the date to advance as time passes. Some considerations:
	• If you select rolling for both the start and end dates, and you select a daily report for the previous day, you receive an email each day with a report for the previous day.
	• If you select fixed for the starting day, and rolling for the end day, you receive on the first day a report for the previous day. The second day you receive a report for the previous two days, and on the third day you receive a report for the previous three days, and so on.
	• If you select fixed for both the beginning and ending dates, each day you receive an identical report for the days that you specified.
	• You cannot select a rolling start and a fixed finish date.
Delivery Frequency	**Hourly**: Delivers the email every hour, every other hour, or any other interval of hours.
	Daily: Sends the email every day, every other day, every third day, or any other interval of days. You can also have it sent every weekday.
	Weekly: Sends the email every week, other week, every third week, or any other interval of weeks. You can also specify which day of the week it is sent.

Option	Description
	Monthly: Specifies the interval in numbers of months, and you can also select the day of the month on which it is sent, or the day of the week in a specific week of the month.
	Yearly: Specifies the day of the year on which the report is sent, or you can send on a specific day of the week in any week of the year.
	Time of Day: Applies to the time zone attached to the selected report suite.
End Delivery Options	**Never end**: Specifies no end.
	End after <value> occurrences: Specifies the number of occurrences before ending delivery.
	End on: Lets you specify a specific date.
	If you want to process the data on the same date as the report data, the report contains only data that has been put in the database at the time the report is sent. Because complete processing for a day can take up to 24 hours, complete data might not be available at the time the report is sent. For complete data, always set the processing time for 24 hours after the end of the reporting period.

Print a report

Steps that describe how to print a report.

1. Run a report.
2. Click **More** > **Print**.

Download a report using basic options

Download detailed information about a specific report in PDF, CSV, Excel, or Raw Data Export formats.

1. In **Analytics** > **Reports**, select a report to view.
2. Click **Download**.
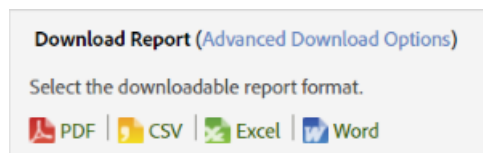
3. Select the desired format for the report:

- **PDF**: Specifies that the report will be downloaded in Adobe PDF, which lets you share the report with others, regardless of which computer system the recipient is running.

- **CSV**: Specifies that the report will be downloaded in `.csv` (comma-separated values format).

- **Excel**: Specifies that the report will be downloaded in Microsoft Excel format, which lets you share the report with other who can open it in a spreadsheet program.

- **Word**: Specifies that the report will be downloaded in Microsoft Word format.

> **Note:** If you use one of the raw export formats to download a report and the page name is blank, Adobe Analytics likely has not had enough time to process the data. Download the report at a later time.

Manage scheduled reports

Information about managing scheduled reports.

In the **Schedule Reports Manager**, you can edit and delete recurring report deliveries. You can create delivery schedules that send your reports via email or FTP to a specified address. You can configure these schedules to automatically send the reports at specified intervals for a duration of time or indefinitely, or stop the delivery of a recurring report.

The **Schedule Report Manager** shows the items that a specific user has created. If the user account is disabled in the application, all scheduled deliveries stop.

To access the manager, click **Analytics** > **Components** > **Scheduled Reports**.

Share a report link

Steps that describe how to share a report by generating a report link (URL) to send to another user.

When the recipient clicks the link, the system requests login credentials (company name, user name, and password). After logging in, the recipient is shown the report generated by the original user. Standard permission restrictions apply.

To share a report link

1. Run a report.
2. Click **More** > **Link to This Report**.

Unsubscribe from scheduled reports

You can unsubscribe from scheduled reports. You will no longer receive the report even if your user name is re-added to the scheduled report.

> **Important:** In order for you to again receive the report, a new schedule needs to be created.

To unsubscribe from a scheduled report:

1. Bring up the email with the link to the report from which you want to unsubscribe.

2. Click the **click here** link next to **To cancel automatic delivery of this report**.

3. Confirm that you want to cancel the report delivery.

> 💡 **Note:** *This workflow is the same whether you are the report scheduler or the report recipient.*

Unsubscribing from a report does not cancel the scheduled report.

To cancel a scheduled report, navigate to the Schedule Manager and click on the red X next to the report name. *More...*

Report Display Settings

Settings that define how all reports appear.

Analytics > **Components** > **Report Settings**

Element	Description
General Settings	
Include related metrics section	Related metrics are closely related to the report you are currently viewing (for example, the top five pages in the page views report).
Show internet average in details section	Expresses the average value for a given statistic, taken across several thousand business websites. When enabled, this section appears as a separate column in the report summary and report details sections. This feature is used only by the traffic reports in the technology group, as well as the search engines, languages, and domains reports.
Show Adobe's default menu structure	Ignores the settings in the Admin Tools, where administrators customize report menus to fit user preferences, returning the report menu to default settings.
Force column widths when displaying reports	Forces report column widths to an aesthetically pleasing consistency. This setting is useful when more than three metrics are displayed.
Graphs and Charts	
Highlight weekends on trending graphs	Vertically highlights the weekend dates of trended report graphs. Trended reports can be much easier to evaluate when the weekends are identified.
Include forecast in graph and summary	Estimates how much a particular statistic will occur in the future. The forecast appears in the report summary section when enabled.
Include Calendar Events in Reports	Tracks site performance relative to specific events. When enabled, these events appear on your reports.
Use Flash graphs	Enables Flash graphs in your reports. Flash graphs provide sharper, more interactive images for reports, but do not allow you to easily copy or save the images. For quick image copying or saving functionality, disable this option (images will be in `.gif` format). If you deselect this option, the copy graph button does not appear in the report toolbar.
Show "All Others" data in selected graphs	Displays all others below the top five grouped in a single object. (Bar charts show the top five web pages or other data within your report.)
Show "None", "Unspecified" and "Typed/Bookmarked" data in report graphs	Shows metrics where no value received credit for the metric specified.

Element	Description
Show sparklines on ranked reports	Displays a sparkline in the totals field of ranked reports. This provides a quick view of the overall trend without generating a separate report.
Acceleration	
Enable Report Accelerator to view reports more quickly	Enables the report accelerator, which uses a time- based algorithm to cache recently requested reports and examines only the most frequently occurring unique items, resulting in even faster delivery of reports. By caching requested reports for 15 minutes, the report accelerator can retrieve those reports for subsequent requests almost instantaneously. This setting is helpful when browsing back and forth, printing reports, or for frequent access to the same reports. When disabled, the system regenerates reports each time they are requested.
Enable Dashboard Accelerator and display available cached versions	Enables the dashboard accelerator, which stores a cached version of your dashboard for subsequent viewing. By caching a view of your dashboard for 24 hours, the dashboard accelerator is able to retrieve that view almost instantaneously because the intensive database querying and processing is done ahead of time. If the available cached version is more than 24 hours old, a new dashboard is generated and a new, cached version created. Likewise, a new, cached version is created whenever you update the dashboard (or any reportlet displayed on the dashboard). The cache is user-based. Other users viewing a shared dashboard see a version based on their own use of dashboard accelerator and updating of the dashboard.
Enable network acceleration for improved report performance	Speeds delivery of the data to your location by optimizing the path between the Adobe infrastructure and your environment.
Language/Currency/Encoding	**Thousands Separator**: Select a separator for every *thousands* (decimal or comma). Many countries use a decimal to separate the thousands number. (This separator is applied to all numbers throughout the system, not just currency.) **Use the report suite's default currency**: Specifies whether to use the report suite's default currency. **Currency**: The currency to which you want to convert your data. When a value is selected in this setting, the data stored in the database is not affected, but is shown as a converted value based on the current day's currency conversion rate. When currency options are not configured (set to the defaults) no currency conversion takes place, and all values are stored and displayed in U.S. dollars (USD). To convert the currency when the data is processed (before it is displayed), contact your account manager. **Scheduled Report Encoding**: SHIFT-JIS for Japanese character encoding. EUC-JP for extended Unix Code, primarily for Japanese, Korean, and simplified Chinese. **CSV Separator Character**: The character you want to use to separate CSV values.

Navigation Menu

Maps the default menu options to their location in the simplified menu.

If you are used to the default menu, the following table makes it easier for you to find the menu options in the simplified menu.

Location in Default Menu		Location in Simplified Menu
Site Metrics		
	Site Overview	Metrics > Site Overview
	Key Metrics	Metrics > Key Metrics
	Page Views	Metrics > Page Views
	Visits	Metrics > Visits
	Visitors	Metrics > Visitors
	Time Spent per Visit	Metrics > Time Spent per Visit
	Time Prior to Event	Conversion > Time Prior to Event
	Purchases	Metrics > Purchases
	Shopping Cart	Metrics > Shopping Cart
	Custom Events	Metrics > Custom Events
	Bots	Audience > Bots
	Anomaly Detection	Metrics > Anomaly Detection
	Real-Time	Metrics > Real-Time
Site Content		
	Pages	Content > Pages
	Site Sections	Content > Site Sections
	Servers	Content > Servers
	Links	Navigation > Custom Links; Navigation > Exit Links; Navigation > ClickMap; Navigation > File Downloads
	Pages Not Found	Navigation > Pages Not Found
Mobile		
	Devices	Audience > Mobile > Devices
	Device Type	Audience > Mobile > Device Type
	Manufacturer	Audience > Mobile > Manufacturer

Location in Default Menu		Location in Simplified Menu
	Screen Size	Audience > Mobile > Screen Size
	Screen Height	Audience > Mobile > Screen Height
	Screen Width	Audience > Mobile > Screen Width
	Cookie Support	Audience > Mobile > Cookie Support
	Image Support	Audience > Mobile > Image Support
	Color Depth	Audience > Mobile > Color Depth
	Audio Support	Audience > Mobile > Audio Support
	Video Support	Audience > Mobile > Video Support
	Operating System	Audience > Mobile > Operating System
Paths		
	Pages	Navigation > Paths > Pages
	Internal Search Terms	Navigation > Paths > Internal Search Terms
Traffic Sources		
	Search Keyword - All	Traffic Sources > Search Keyword - All
	Search Keyword - Paid	Traffic Sources > Search Keyword - Paid
	Search Keyword - Natural	Traffic Sources > Search Keyword - Natural
	Search Engines - All	Traffic Sources > Search Engines - All
	Search Engines - Paid	Traffic Sources > Search Engines - Paid
	Search Engines - Natural	Traffic Sources > Search Engines - Natural
	All Search Page Ranking	Traffic Sources > All Search Page Ranking
	Referring Domains	Traffic Sources > Referring Domains
	Original Referring Domains	Traffic Sources > Original Referring Domains
	Referrers	Traffic Sources > Referrers
	Referrer Types	Traffic Sources > Referrer Types
Campaigns		

Location in Default Menu	Location in Simplified Menu	
	Campaign Conversion Funnel	Traffic Sources > Campaigns > Campaign Conversion Funnel
	Tracking Code	Traffic Sources > Campaigns > Tracking Code
Products		
	Products Conversion Funnel	Conversion > Products > Products Conversion Funnel
	Products	Conversion > Products > Products
	Cross Sell	Conversion > Products > Cross Sell
	Categories	Conversion > Products > Categories
Visitor Retention		
	Return Frequency	Audience > Visitor Retention > Return Frequency
	Return Visits	Audience > Visitor Retention > Return Visits
	Daily Return Visits	Audience > Visitor Retention > Daily Return Visits
	Visit Number	Audience > Visitor Retention > Visit Number
	Sales Cycle	Audience > Visitor Retention > Sales Cycle
Visitor Profile		
	GeoSegmentation	Audience > Visitor Profile > GeoSegmentation
	Languages	Audience > Visitor Profile > Languages
	Time Zones	Audience > Visitor Profile > Time Zones
	Domains	Audience > Visitor Profile > Domains
	Top Level Domains	Audience > Visitor Profile > Top Level Domains
	Technology	Audience > Visitor Profile > Technology
	Visitor State	Audience > Visitor Profile > Visitor State
	Visitor ZIP/Postal Code	Audience > Visitor Profile > Visitor ZIP/Postal Code
Custom Conversion		
	Custom Conversion 1-10	Conversion > Custom Conversion > Custom Conversion 1-10
	Custom Conversion 11-20	Conversion > Custom Conversion > Custom Conversion 11-20

Location in Default Menu		Location in Simplified Menu
Custom Traffic		
	Custom Traffic 1-10	Content > Custom Traffic > Custom Traffic 1-10
Test&Target		Conversion > Test&Target
Survey		Audience > Survey
Marketing Channels		
	Channel Overview Report	Traffic Sources > Marketing Channels > Channel Overview Report
	First Touch Channel	Traffic Sources > Marketing Channels > First Touch Channel
	First Touch Channel Detail	Traffic Sources > Marketing Channels > First Touch Channel Detail
	Last Touch Channel	Traffic Sources > Marketing Channels > Last Touch Channel
	Last Touch Channel Detail	Traffic Sources > Marketing Channels > Last Touch Channel Detail
Mobile App		
	Mobile App Overview	Content > Mobile App > Mobile App Overview
	Lifecycle Reports	Content > Mobile App > Lifecycle Reports
Custom Reports		
	Custom reports show up only of you have any set up.	Custom Reports

ClickMap

ClickMap is a plug-in for Internet Explorer and Firefox, and a module of Reports & Analytics.

> 💡 **Note:** *Please refer to the Activity Map documentation for information on the next generation of visitor activity and link tracking, including plug-in support for all major browsers, improved data collection/accuracy, support for modern web technologies (responsive design, dynamic content, etc.), segmentation support, full metrics support, integrated pathing data, and real-time click data.*

ClickMap allows Reports & Analytics clients to visually measure traffic, conversion and success metrics within the pages of a web site. You can browse your site and see graphical information about how visitors are interacting with your content - superimposed over the pages of the site. Links on the page are highlighted. The greater the intensity of the color, the more frequently the item is clicked on. These metrics are overlaid on top of the page's links as a kind of 'heat map' to answer critical questions, including the following:

- What is the value of an individual page?
- What is the value of an individual element on a page?
- What is the most valuable 'digital real estate' on a page?

What do the "Loc #" and "Link Type" in the ClickMap report represent? The "Loc #" and "Link Type" data points help ClickMap identify the exact link on the page so that it can associate clicks to it correctly.

Location is determined by the document.all() method in IE browsers. Every element on the page has a location number in the DOM (Document Object Model); document.all() returns the entire DOM, and the Adobe Analytics JavaScript code can then find the specific location of the element that was clicked. In any browser other than IE (Firefox, Safari, etc.), this value defaults to 0 because these browsers do not support the document.all() method in JavaScript.

The Link Type data is determined by the type of tag that was clicked (e.g. anchor, image, Flash, area, button, etc.).

Install ClickMap

Prerequisites and steps to install the ClickMap plug-in (formerly known as Visitor Click Map).

- You must be logged in to your system with Administrator permissions.
- You must have administrative permissions within Reports & Analytics or belong to a group that has been granted ClickMap access.
- You must be logged in to Adobe Analytics.
- Minimum system requirements:

  - Windows XP, Windows Vista, or Windows 7.
  - OS X 10.3 or later

- Minimum browser requirements:

  - Microsoft Internet Explorer 6.0 or later.
  - Firefox 3.0 or later

- Adobe Analytics code requirements:

  - Adobe Analytics tracking code version G or later. For assistance, please contact your company's supported users.

1. Navigate to **Adobe Experience Cloud** > **Analytics** > **Tools** > **ClickMap**.
2. Click **Install Now**.
3. Click **Yes** when asked if you want to install the ClickMap plug-in.

4. After the installation has completed, reboot your machine.
5. You can verify that the plugin was successfully installed by doing the following:
    a) **Internet Explorer**: Ensure that the ActiveX plug-ins are enabled by going to **Tools** > **Internet Options** > **Programs** > **Manage add-ons**.
    b) **Firefox**: Ensure that the add-on is enabled by going to **Tools** > **Add-0ns** > **Extension** tab.

Getting started with ClickMap

Most default implementations already have everything you require to begin using ClickMap.

How do I begin using ClickMap?

In order to successfully collect data, the following must be present:

- s.trackInlineStats must be set to `true` within your core JavaScript file (s_code.js).
- The Page ID (ClickMap) and Object ID (ClickMap) variables must be present within a given image request after you click on at least one link. These variables are also known as the pid and oid variables. Generally, if s.trackInlineStats is set to true, these will automatically populate and can be seen in our DigitalPulse Debugger.

Once Visitor Click Map is installed, log in with your Adobe Analytics credentials and browse to the page on which you'd like to view the heatmap.

What are some common best practices and pitfalls to be aware of?

- Implementing the s_objectID variable on each link will greatly increase your accuracy for ClickMap. Sometimes dynamic links or even links in different browsers report to Reports & Analytics differently, and therefore receives a different Object ID.
- URLs that appear to be similar may be different according to Adobe Analytics. For example, mysite.com and www.mysite.com can be recorded as different pages in Click Map. Again, using the s_objectID variable is the best way to ensure links are accurately recorded, even across browsers.

Data Warehouse Requests

Data Warehouse refers to the copy of raw, unprocessed data for storage and custom reports, which you can run by filtering the data. You can request reports to display advanced data relationships from raw data based on your unique questions. Unlike most reports, which are displayed in the reporting interface, data warehouse reports are emailed or sent via FTP, and may take up to 72 hours to process. Processing time depends on the complexity of the query and the amount of data requested.

See *Data Warehouse* in the **Analytics Reference** for more help.

SiteCatalyst 14 (Legacy)

In the fall of 2016, SiteCatalyst 14 was end-of-lifed (discontinued). This means that all access to the SiteCatalyst 14 user interface and several related features was removed. Here is a list of affected components, along with required user actions and suggestions on how to move forward with alternatives.

The following components stopped working on the end-of-life (EOL) date.

EOL Component	Description and User Action	Alternative
SiteCatalyst 14 Login Options	The SiteCatalyst 14 and SeachCenter login options no longer appear in the login options drop-down. (Since only one option will be left, we will completely remove the version selector from the login page.) **User action required**: You must log in to Adobe Analytics/SiteCatalyst 15 or log in via the Experience Cloud.	• *Adobe Analytics/SiteCatalyst 15 Login* • *Experience Cloud login*
Legacy (pre-SiteCatalyst 14.6)Dashboards	⚠ **Important:** *This change impacts only Legacy Dashboards that were created using the old dashboard UI (pre-SC 14.6). You will still be able to create, edit, and use dashboards created using the *newer dashboard system* introduced in 2009.* Existing legacy dashboards can continue to be run and you can still edit, download, and schedule them; however, you can no longer create legacy SiteCatalyst 14 dashboards. All legacy Dashboard reports have been updated to the new Adobe Analytics templates, which are mostly cosmetic changes. **User action required**: You are strongly encouraged to *upgrade existing legacy dashboards* to the newer dashboard format.	*Analysis Workspace projects* (and their ability to be downloaded and scheduled)
Dashboard Player	SiteCatalyst 14 servers no longer respond to Dashboard Player data requests. Any dashboards currently being displayed in Dashboard Player can be accessed in the standard Reports & Analytics interface or recreated as a Real-Time Dashboard. Real-Time dashboards are specifically designed for continual display and include a full-screen mode to allow you to display on TVs or other large-screen devices. **User action required**: You need to discontinue use of Dashboard Player.	• *Real-time reports* • Browser plug-ins to rotate web pages
Direct Access	SiteCatalyst 14 servers no longer respond to Direct Access data requests.	N/A

EOL Component	Description and User Action	Alternative
	User action required: You need to discontinue use of Direct Access.	
ASI Slots	You can no longer create and edit ASI slots and no additional data will be processed into ASI slots. The existing data in ASI slots remain in place for reporting purposes in the Adobe Analytics/SiteCatalyst user interface according to your data retention policy. **User action required:** If you are using ASI slots to grant permissions to specific data, start using virtual report suites instead.	*Virtual Report Suites*
ExcelClient	All ExcelClient features are implemented in Adobe Report Builder. This includes the ability to invoke plugin functionality through Microsoft Excel formulas or macros and the ability to schedule workbooks that include macros. Backward compatibility is fully supported: all ExcelClient workbooks can be opened in Report Builder. **User action required**: *Convert your ExcelClient workbooks to ReportBuilder workbooks*.	*Adobe Report Builder*
Web Services API 1.2	API servers no longer respond to version 1.2 API requests. Any API requests made to the *https://api.omniture.com/admin/1.2* endpoint will return a 410 error. Customers had until the end-of-life date to upgrade from the version 1.2 API to the version 1.4 API to prevent an outage in their API applications. **User action required**: Use *Web Services API* 1.4.	*Web Services API 1.4*
Web Services API 1.3	Analytics APIs version 1.3 has been officially deprecated as of September 15, 2016. See the *API Support Policy* page for more information.	*Web Services API 1.4*
SiteCatalyst 14 Bookmarks	Bookmarks created in SiteCatalyst 14 will continue to be available in Adobe Analytics/SiteCatalyst 15. All legacy Bookmark reports have been updated to the new Analytics templates, which are mostly cosmetic changes. **No user action is required**	*Adobe Analytics/SiteCatalyst 15 Bookmarks*

EOL Component	Description and User Action	Alternative
SiteCatalyst 14 Alerts	Alerts created in SiteCatalyst 14 continue to function and are editable in Adobe Analytics/SiteCatalyst 15. **No user action is required**.	*Adobe Analytics/SiteCatalyst 15 Alerts*
SiteCatalyst 14 Notes	Notes on reports in SiteCatalyst 14 continue to be available in Adobe Analytics/SiteCatalyst 15. **No user action is required**.	Adobe Analytics/SiteCatalyst 15 Notes
SiteCatalyst 14 Calendar Events	SiteCatalyst 14 calendar events appear correctly in Adobe Analytics/SiteCatalyst 15. **No user action is required**.	*Adobe Analytics/SiteCatalyst 15 Calendar Events*
SiteCatalyst 14 Targets	Targets created in SiteCatalyst 14 appear correctly in Adobe Analytics/SiteCatalyst 15. **No user action is required**.	*Adobe Analytics/SiteCatalyst 15 Targets*
SiteCatalyst 14 Data Warehouse requests	Data Warehouse requests created in SiteCatalyst 14 are accessible in Adobe Analytics/SiteCatalyst 15 and should continue to function correctly. **No user action is required**.	*Adobe Analytics/SiteCatalyst 15 Data Warehouse requests*
SiteCatalyst 14 Downloadable and Scheduled reports	Scheduled reports created in SiteCatalyst 14 are accessible in Adobe Analytics/SiteCatalyst 15 and should continue to function correctly. All pre-existing v14 scheduled reports have been migrated to the v15 scheduling system. This means that the format of all v14 reports will change slightly to the v15 format. This was necessary to keep them running when our v14 scheduling system was end-of-life'd. **No user action is required**.	*Adobe Analytics/SiteCatalyst 15 Scheduled Reports*
Changes to SiteCatalyst 14 Metrics	• The metric "Visits (Report-Specific)" isl now labeled "Instances". Data should remain unchanged. This mostly affects pathing and funnel reports. • On all traffic reports (mostly props and technology reports) the metric "Page Views" is now labeled "Instances" (data unchanged). • The SiteCatalyst 14 metric "Visitors" has been re-labeled as "Daily Unique Visitors". This mostly affects Commerce reports.	

Data Processing Differences Between SiteCatalyst 14 and Adobe Analytics/SiteCatalyst 15

Adobe Analytics includes several changes to processing and website metric calculation.

These changes result in more accurate reporting, which results in sudden changes to report data (particularly for **Trended** reports). Because of these changes, it might not be practical to view data trends that span the upgrade to Adobe Analytics/SiteCatalyst 15.

SiteCatalyst 14 relied on pre-processing mechanisms that summarized, aggregated, and categorized data into pre-defined reporting buckets. The Adobe Analytics/SiteCatalyst 15 data processing platform:

1. Stores raw data rather than summarizing data into pre-defined categories.
2. Uses massively parallel processing to collect and prepare data for timely report generation.
3. Supports custom data segmentation because raw data is available.
4. Makes **Page Views**, **Visits**, and **Unique Visitors** metrics accessible from any report, except correlation and a handful of other reports.

Unavailable Reports

The following reports are unavailable in Adobe Analytics/SiteCatalyst 15:

Report Name	Location
Longest Paths	Paths > Pages
Visitor Home Page	Visitor Profile
Netscape Plug-Ins	Visitor Profile > Technology
Visitor Details	Visitor Profile > Visitor Details
Path > Page Analysis > Page Depth	

Current Data

The Include Current Data option on reports lets you view the latest Analytics data, often before data is fully processed and finalized. Current data displays most metrics within minutes, providing actionable data for quick decision making.
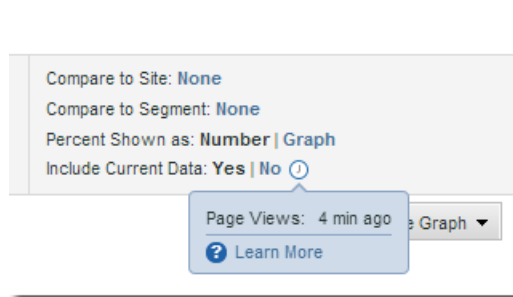
Fully-processed, finalized data is typically available 45 to 120 minutes after receipt.

The Include Current Data option is enabled by default for all users after you migrate. For more details, see *Include Current Data and Data Latency*.

Visits Metric Includes Non-cookie Visitors

To calculate the **Visits** metric, SiteCatalyst 14 reported only on visitors who accepted a tracking cookie.

To calculate the **Visits** metric, SiteCatalyst 14 reported only on visitors who accepted a tracking cookie. Adobe Analytics/SiteCatalyst 15 more accurately measures **Visits** by including visitors who do not accept a tracking cookie. As a result, the **Visits** metric in most cases reports a larger value when compared to previous SiteCatalyst versions under the same circumstances.

This change affects any report that uses the **Visits** metric, including **Path** reports and calculated metrics. Calculated metric values can increase or decrease, depending on whether **Visits** is the denominator or numerator in the calculation. For example, in an **Orders / Visit** calculation the value is likely to decrease. In **Visits / Visitor**, the value is likely to increase.

To see the percentage of users who do not accept persistent cookies:

1. Click **Site Metrics** > **Visitors** > **Unique Visitors**.
2. Click **Filter: Persistent Cookies**.
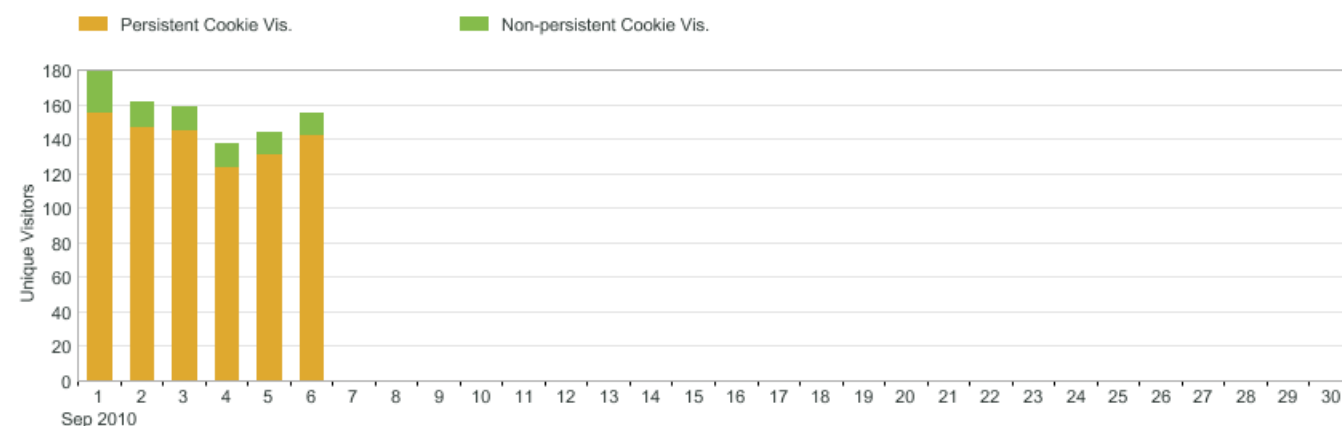
Unique Visitors Report | All Visits (No Segment) | September 2010 | Graph generated by SiteCatalyst using Report Accelerator at 4:41 PM MDT, 7 Sep 2010

The non-persistent cookie visitors are added to the results. You can download the report to CSV or Excel and divide the non-persistent cookie visitors by total visitors. This represents the percent by which the visits increase after you upgrade to Adobe Analytics/SiteCatalyst 15. This increase ranges from 0.2% (for report suites fed entirely by first-party cookies) to 11-14% for report suites entirely on third-party cookies.

Updated Visits Metric for Typed/Bookmarked in Referring Domains Report

If you had Visits enabled for conversion metrics in SiteCatalyst 14, you will notice a change to the **Visit** count on this report after upgrading to Adobe Analytics/SiteCatalyst 15.

In SiteCatalyst 14, a **Typed/Bookmarked** visit was counted anytime there was a server call with no referrer specified, regardless of where the server call occurred during the visit. In SiteCatalyst 14, a **Typed/Bookmarked** instance was counted only when the visit starts with a server call with no referrer specified.

Since the referrer can often be empty mid-visit due to actions such as Flash navigation and redirects, the instances and visits metric typically did not match in SiteCatalyst 14.

Adobe Analytics/SiteCatalyst 15 was improved to count **Typed/Bookmarked** only when a visit starts with a server call with no referrer specified.

With this change, in Adobe Analytics/SiteCatalyst 15 **Instances of Typed/Bookmarked** should match **Visits**, whereas, in SiteCatalyst 14, **Instances** were typically lower than **Visits**.

Updated Time Spent Calculation

In SiteCatalyst 14, if a visitor spent 00:01:15 on a Web page, the reported **Time Spent on Page** metric would be 00:02:00.

Adobe Analytics/SiteCatalyst 15 uses explicit values (including link events and video views) to calculate **Time Spent**. For more information, see *Time Spent*.

Remove Duplicate Visitors and Unique Visits

Previously, SiteCatalyst did not remove duplicate **Visits** and **Unique Visitors** metrics from classifications-based reports.

For example, if two video clips shared the same classification, a single visitor that viewed both clips generated two **Visits** and **Unique Visitors** in the classification-based report.

Adobe Analytics/SiteCatalyst 15 removes duplicate **Visits** and **Unique Visitors** from the classification-based report. This is a more accurate measure of **Visits** and **Visitors**, but typically results in a decrease in your **Visits** and **Unique Visitors** metrics for classification-based reports, when compared to data collected prior to upgrade.

Remove Duplicates from Merchandising eVars

Previously, SiteCatalyst did not remove duplicate metrics for merchandising eVars.

For example, if two products share the same merchandising eVar value, a visitor that purchases both products in the same conversion event generated two **Orders** on the merchandising eVar.

Adobe Analytics/SiteCatalyst 15 removes duplicate metrics for merchandising eVars by counting multi-product orders using a single merchandising eVar as a single **Order**. The result is a more accurate measure of orders associated with a particular merchandising eVar, but typically results in a drop in the **Orders** metric when compared to previous SiteCatalyst versions under the same circumstances.

ASI and SiteCatalyst Segmentation Differences

ASI slots no longer process after you upgrade.

Most use cases should be resolved through SiteCatalyst segmentation. Here are a few distinctions to be aware of:

• Data Availability

  ASI processes from a specified date forward. Creating a segment for historical data is possible but time consuming.

  Adobe Analytics/SiteCatalyst 15 segments apply to all data on the new platform, as of your upgrade date. After you create a segment, you can immediately apply it in a report.

• Processing vs. Filtering

  ASI reprocesses data. This can cause some data discrepancies due to eVar persistence and similar factors. As such, VISTA rules running on the **ASI** report suite can change the data, rather than just filter out some traffic.

Adobe Analytics/SiteCatalyst 15 segments act as filters at the **Visit**, **Visitor**, or **Hit** level. Rather than re-processing data, the filters remove data that falls outside of the criteria. As such, **VISTA** rules cannot change the data in a Adobe Analytics/SiteCatalyst 15 segment. (If you need to re-process data after moving to Adobe Analytics/SiteCatalyst 15, contact Engineering Services.)

• Permissions

With **ASI**, users can be restricted to see just one or more **ASI** report suites, if needed.

Segments in Adobe Analytics/SiteCatalyst 15 do not allow any permissions by segment. A user can only see a segment if they have permission to see the report suite to which the segment applies.

Conversion Reports - Counting Visits and Daily Unique Visitors

All visits are counted in conversion reports, regardless of whether the visitor triggered a conversion event. In SiteCatalyst 14, **Visits** and **Daily Unique Visitors** metrics on conversion reports are limited to visits in which a conversion event (eVar instance or custom event) occurred.

Improved Reporting Limits for Monthly Unique Values

When a report has a large number of unique values, you can ensure that the most important values appear in your report.

For more information on this topic, see *Reporting High Numbers of Unique Values (Low-Traffic)*.

How Mobile Traffic Displays in Technology Reports

Adobe Analytics/SiteCatalyst 15 includes mobile devices in all technology reports, but differentiates mobile technology from non-mobile technology.

For example, if you run a **Browsers** report (**Visitor Profile** > **Technology** > **Browser**) and apply a **Visits from Mobile Device** segment, the data displays under None in the report table. This functionality also applies to mobile reports that are broken down by **Browser**. In the affected reports, you might see an increase of visitors that do not accept cookies or JavaScript because visitors are using mobile devices.

Non-Mobile Traffic in the Devices Report

Page Views and other metrics that do not come from a mobile device are included on the Mobile > Devices report under a "Non Mobile" line item.
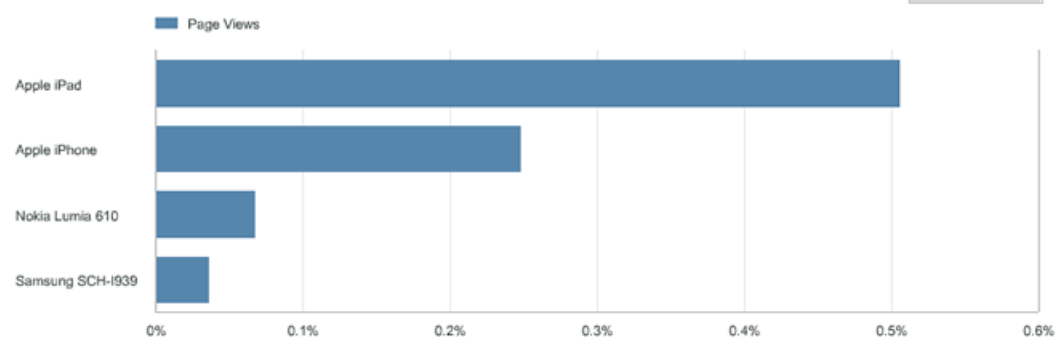
Devices Report | All Visits (No Segment) | March 2013 | Graph generated by SiteCatalyst using Report Accelerator at 4:33 PM..

Historical Data and Rollup Report Suites

Adobe Analytics/SiteCatalyst 15 features, like segmentation, full subrelations, and reporting on new metrics are not applicable to data collected before your upgrade date.

Rollup report suites are provided in Adobe Analytics/SiteCatalyst 15 with some limitations outlined in *Rollup Report Suites*.

Instances Metric on Merchandising eVars

The **Instances** metric on eVars configured as **Merchandising** eVars is de-duplicated, and is counted only when reported with an event. This causes some metric differences between SiteCatalyst 14.

Instances on standard eVars function as expected.

Category Section of the Product String

If you provided a category section in your product string, version 14 made a 1:1 association between the product and category.

For example:

```
s.products=category;product;quantity;price;...
```

In Version 14, the first category associated with a product in a calendar month would be tied to that product for the entire month.

Adobe Analytics/SiteCatalyst 15 allows multiple categories per product. If you have products in multiple categories in the product string, you might see different values in the category report than you did before.

Reports and Analytics Release History

> **Note:** *Please refer to the Experience Cloud Release Notes.*

SiteCatalyst 14 Release History

The complete SiteCatalyst 14 release history.

- *SiteCatalyst 14.9 Maintenance Release - October 17 2013*
- *SiteCatalyst 14.9 Maintenance Release - June 20 2013*
- *SiteCatalyst 14.9 Maintenance Release - May 23 2013*
- *SiteCatalyst 14.9 Maintenance Release - April 18 2013*
- *SiteCatalyst 14.9 Maintenance Release - March 21 2013*
- *SiteCatalyst 14.9 Maintenance Release - February 21 2013*
- *SiteCatalyst 14.9 Maintenance Release - February 21 2013*
- *SiteCatalyst 14.9 Maintenance Release - January 31 2013*
- *SiteCatalyst 14.9 Maintenance Release - November 8 2012*
- *SiteCatalyst 14.9 Maintenance Release - October 22 2012*
- *SiteCatalyst 14.9 Maintenance Release - October 22 2012*
- *SiteCatalyst 14.9 Maintenance Release - August 16 2012*
- *SiteCatalyst 14.9 Maintenance Release - August 16 2012*
- *SiteCatalyst 14.9 Maintenance Release - July 19 2012*
- *SiteCatalyst 14.9 Maintenance Release - June 21 2012*
- *SiteCatalyst 14.9 Maintenance Release - May 31 2012*
- *SiteCatalyst 14.9 Maintenance Release - April 26 2012*
- *SiteCatalyst 14.9 Maintenance Release - March 29 2012*
- *SiteCatalyst 14.9 Maintenance Release - February 23 2012*
- *SiteCatalyst 14.9 Maintenance Release - January 19 2012*
- *SiteCatalyst 14.9 Maintenance Release - November 3 2011*
- *SiteCatalyst 14.9 Maintenance Release - October 7 2011*
- *SiteCatalyst 14.9 Maintenance Release - September 2011*
- *SiteCatalyst 14.9 Maintenance Release - August 2011*
- *SiteCatalyst 14.9 Maintenance Release - July 14 2011*
- *SiteCatalyst 14.9 Maintenance Release - June 2 2011*

SiteCatalyst 14.9 Maintenance Release - October 17 2013

The SiteCatalyst 14.9 maintenance release (10/17/2013) includes the following change:

- This fix affects customers who have enabled ASI slots in more than one report suite in SiteCatalyst 14. Fixed an issue that prevented customers from seeing segments defined in a report suite different from the currently selected report suite. Part of the information displayed was related to the current report suite (availability of evars, traffic props, etc.). The fix re-generates the information for the report suite that the selected segment belongs to.

SiteCatalyst 14.9 Maintenance Release - June 20 2013

The SiteCatalyst 14.9 maintenance release (06/20/2013) includes the following change:

- The **Keyword Unavailable ASI** segment definition was not displayed in SiteCatalyst 14.

SiteCatalyst 14.9 Maintenance Release - May 23 2013

The SiteCatalyst 14.9 maintenance release (05/23/2013) includes the following changes:

Fixes

• On the **Site Sections Report**, you can now compare dates using the Entries metric. Previously, data was not displayed if this metric was compared between dates.
• Fixed an issue that caused a calculated metric's statistics for a specific date to display different values when users alter the date range using the calendar.
• Fixed an issue that caused duplicate key values when using SAINT import due to case-sensitivity issues.
• Fixed an issue that prevented certain users from being able to access scheduled reports.
• Fixed an issue that caused missing data when breaking down reports by Device Type.
• Fixed an issue that caused email messages to be delivered without the scheduled report attached.
• Fixed an issue that prevented delivery of certain scheduled reports. These reports were delivered according to schedule before the April 2013 MR.
• Fixed user interface issues when using DataWarehouse on Google Chrome.
• Fixed **Publishing List Manager** to appropriately handle multiple email addresses when using multiple report suites.
• Fixed an issue that prevented users from using the **Customize Menu** option on Microsoft Internet Explorer 9.

SiteCatalyst 14.9 Maintenance Release - April 18 2013

The SiteCatalyst 14.9 maintenance release (04/18/2013) includes the following changes:

Fixes

• Optimized the ClickMap reports to load faster.
• Fixed performance issues when loading large numbers of segments that caused the **Segment Definition Builder** to load slowly.
• Several Windows Phone devices were not being displayed as Windows devices on the **Mobile Operating Systems Report**.
• When monthly trending was selected on a rollup report, Video Views were incorrectly aggregated under an incorrect date that was before the reporting period.
• Fixed an issue that caused customers with special characters in the report suite name to display an error when accessing Admin Console.
• Fixed an issue that prevented certain line items from displaying in data extract filters when trying to select specific items.
• Fixed an issue with date formats in scheduled and downloaded reports in non-English languages.
• Fixed an issue that caused display issues in the **Report Suite** settings within the Admin Console for users with limited admin permissions.
• Fixed an issue with conversion permissions with events higher than 75.
• Fixed an issue that let customers add more users than available licenses to the **ReportBuilder** user group.
• Fixed a formatting issue in downloaded PDF reports from dashboards with text reportlets that included the HTML List tag.

SiteCatalyst 14.9 Maintenance Release - March 21 2013

The SiteCatalyst 14.9 maintenance release (03/21/2013) includes the following changes:

• The **Metric Selector** on the **Report Suite Totals Report** now displays only calculated metrics that are supported on that report (overtime metrics).
• Fixed an issue when downloading CSV reports that caused column headers to be blank.
• Fixed an issue that caused the date to shift one day forward on dashboards and reportlets.
• Fixed an issue that prevented Test&Target campaigns from displaying in SiteCatalyst.
• Fixed an issue that prevented users from editing conversion variables using the Admin Console.

- Fixed an issue that prevented users from editing or removing members from a user group that contains a large number of members.
- Fixed an issue that prevented user groups with long names from displaying in the Admin Console. A validation mechanism is now in place to prevent users from creating user groups longer than 255 bytes.
- March 11th 2am data was missing (it appeared as 3am data) on trended reports (Page Views and Events) with hourly granularity for report suites that aren't configured for daylight savings time.

SiteCatalyst 14.9 Maintenance Release - February 21 2013

The SiteCatalyst 14.9 maintenance release (02/21/2013) includes the following changes:

- Added mobile devices with unknown carriers to an Unknown row to the **Mobile Carriers Report**, and updated the visits total to include all visits. This fixes discrepancies between the total visits on the **Mobile Carriers Report** and the total mobile visits on the **Connections Type Report**.
- Fixed a processing issue in VISTA upload script that caused files to indicate they were processed successfully but showed 0 rows processed.
- Fixed report graphs that prevented normalized numbers from correctly displaying.
- Dashboard column headers now display appropriate time periods when comparing dates.
- Fixed an issue that infrequently prevented users from updating reportlets in dashboards.
- The **Data Extract** and ExcelClient**Referring Domains Report** now only include Typed/Bookmarked traffic if specifically requested.
- The **Unspecified** line item in the **Mobile Devices Report** can be filtered in ReportBuilder and ExcelClient.
- Fixed an issue in **Geo Location Reports** that caused the U.S. state of Connecticut to be improperly classified as Australian Capital Territory. This caused reports to not return data for Connecticut, and to return extra data for the Australian Capital Territory.

SiteCatalyst 14.9 Maintenance Release - January 31 2013

The SiteCatalyst 14.9 maintenance release (01/17/2013) includes the following improvements:

- The **Compare Dates** feature did not work on **Mobile** breakdown reports.
- When editing conversion variable expiration settings with multiple reports suite selected, variables with custom expiration lengths displayed "Day" instead of the custom length. These variables now display the custom expiration length.

SiteCatalyst 14.9 Maintenance Release - November 8 2012

The SiteCatalyst 14.9 maintenance release (11/08/2012) includes the following improvements:

- Added line items 1680 x 1050, 1366 x 768, and 920 x 1080 to the **Monitor Resolution Report**.

SiteCatalyst 14.9 Maintenance Release - October 22 2012

The SiteCatalyst 14.9 maintenance release (10/18/12) includes the following enhancements and fixes:

Fixes

- If a dashboard is taking a long time to download, a message now displays that lets you select to email the dashboard.

SiteCatalyst 14.9 Maintenance Release - September 13 2012

The SiteCatalyst 14.9 maintenance release (09/13/12) includes the following enhancements and fixes:

Fixes:

- Removed an internal check that prevented traffic and commerce metrics from being added in separate columns in DataExtracts and ExcelClient.

- Fixed an issue that caused DataExtracts on the **Search Keywords - All Report** to return only line items with more than 5 instances.

SiteCatalyst 14.9 Maintenance Release - August 16 2012

The SiteCatalyst 14.9 maintenance release (08/16/12) includes the following enhancements and fixes:

Fixes:

- Fixed an issue that caused data to not appear on some pages of a multi-page **ClickMap Report**.
- Fixed an issue that prevented the **Mobile OS Report** from being broken by other reports.
- Fixed an issue in Data Extracts**Advanced Delivery Options** that caused the current month to be selected even when a different month is selected.
- Fixed an issue when the SiteCatalyst widget was configured with a **Fallout** chart that caused the image to not initially appear when the widget is first loaded.

SiteCatalyst 14.9 Maintenance Release - July 19 2012

The SiteCatalyst 14.9 maintenance release (07/19/12) includes the following enhancements and fixes:

Mobile Carrier Report

This report shows the wireless service provider (Verizon, AT&T, Sprint, and so on) used by site and app visitors. View this report at **Visitor Profile** > **Technology**.

Updated Connection Types Report

The **Connection Types** Report was enhanced to include mobile traffic.

Fixes:

- Fixed an issue that caused the 4 week trend line to disappear when changing the month on a custom calendar.
- Fixed an issue that caused an error when a filter was applied on the **Usage and Access Logs** page in Admin Console.
- Fixed an issue that caused the **Products Funnel Report** to not retain applied filters when sending a link to a generated report.
- Fixed an issue that caused the total values instead of the filtered values to appear when applying an advanced filter to **Pathing**, **Traffic Sources**, and **Campaigns** reports.
- Fixed an issue that caused some lines to not appear when the dashboard that contains an eVar broken down by another variable is exported in HTML format.
- Fixed an issue that caused the total value displayed on a SAINT report when a filter is applied to show the total of the items on the page instead of the filtered total.
- Fixed an issue that prevented some shared dashboards from being edited even when the correct permissions are assigned.
- Fixed an issue on PDF exports of Date Compare reports that caused the date to appear in the column header instead of the metric name.
- Fixed an issue that prevented a calendar event from displaying in graphs on Internet Explorer 8.
- Fixed the way Average Time Spent is calculated when crossing the v15 upgrade date. The Average Time Spent now displays a weighted average of the pre-upgrade value and the post-upgrade value instead of the sum of the two values.
- Fixed an issue that caused values for some large numbers to be returned as negative numbers in ranked reports in ExcelClient, ReportBuilder, and in the `Report.GetRankedReport` API.

SiteCatalyst 14.9 Maintenance Release - June 21 2012

The SiteCatalyst 14.9 maintenance release (06/21/12) includes the following enhancements and fixes:

- Fixed an issue that cause some numeric classifications to display as 0 on reports with multiple metrics.
- Fixed an issue that cause shared calendar event names to display incorrectly for some multibyte languages.
- Fixed an issue in **Data Extract** that prevented selecting Referring Domains when Specific was selected.
- Fixed an issue that caused commerce breakdowns to erroneously appear on prop reports. These breakdowns no longer appear.
- Fixed an issue in trended reports that might prevent selecting pages other than the default top 5 pages.
- Classifications on all Conversion Funnels (Cart Conversion Funnel, Purchase Conversion Funnel, Custom Events Funnel, Campaign Conversion Funnel, Products Conversion Funnel, etc.) Report filter now have the parent variable appended in parentheses to make it easier to differentiate between classifications. .
- Fixed an issue that caused custom Marketing Channel Processing Rules that define SearchCenter to be locked. After this fix only the default SearchCenter rule is locked.
- Fixed an issue in group management in Admin Console that caused removing a single group member to remove all members after locating the user though search.

SiteCatalyst 14.9 Maintenance Release - May 31 2012

The SiteCatalyst 14.9 maintenance release (05/31/12) includes the following enhancements and fixes:

- Added a new calendar preset of Last 13 Months.
- Fixed an issue that prevented non-admins from viewing some pathing reports when they were granted permissions.
- Updated dashboard and PDF rendering in v14 so that large values would no longer be truncated using scientific notation.
- Fixed an issue that caused the wrong Custom Insight variable to be displayed in the **Videos** menu of SiteCatalyst. The displayed variable now matches the variable selected in Edit Settings > Video Management > Video Reporting.
- **Names on Shared Calendar Events** are now truncated if they if it exceed 50 bytes, and a warning is displayed if the event name exceeds this limit. This fix prevents these names from displaying incorrectly after creation. If you have encountered this issue for an existing event, you need to update the name.
- Fixed an error that prevented some pages from being removed using the Remove Pages feature in Admin Console.
- Optimized downloading of Excel report suites to prevent timeouts.

SiteCatalyst 14.9 Maintenance Release - April 26 2012

The SiteCatalyst 14.9 maintenance release (04/26/2012) includes the following enhancements and fixes:

- The change described in the SiteCatalyst 15 new features section, *Improved Reporting Reporting Limits for Monthly Unique Values*, also applies to SiteCatalyst 14.
- Fixed an issue that prevented sorting by change when using the compare dates feature.

SiteCatalyst 14.9 Maintenance Release - March 29 2012

The SiteCatalyst 14.9 maintenance release (03/29/2012) includes the following enhancements and fixes:

- Fixed an issue that prevented some non-admin users that belong to custom groups to see an error when trying to access the **Exclude by IP** page.

SiteCatalyst 14.9 Maintenance Release - February 23 2012

The SiteCatalyst 14.9 maintenance release (02/23/12) includes the following enhancements and fixes:

- Fixed an issue that caused the trend line in the **Unique Visitor Report** to display incorrectly.
- Fixed an issue in Admin Console that prevented calculated metrics that combine total visits or total visitors with commerce metrics from being created or edited.
- Fixed an issue that prevented data extracts from completing successfully if the report name or variable contains an apostrophe.
- When filtering report data, "-none" filters line items that match "none" and "unspecified", as well as the translated equivalent to "none" and "unspecified". The translated equivalent to "none" and "unspecified" filter only line items

that match the translated string. This change resolved an issue where translated equivalents could not be used to filter these items.

SiteCatalyst 14.9 Maintenance Release - January 19 2012

The SiteCatalyst 14.9 maintenance release (01/19/12) includes the following fixes:

- Fixed an issue where orders added to merchandising eVars were not being de-duplicated properly. The calculation now matches SiteCatalyst 15.
- Fixed an issue that prevented some **SearchCenter** reports from being sent via email.
- Fixed an issue that caused some calculated metrics that contain Visits or Visitors from being displayed in the drop down on the **Pages Report**.
- Fixed an issue that prevented email delivery of some **ReportBuilder** and **ExcelClient** reports from being generated from large publishing lists.
- Fixed an issue that caused some legacy dashboard reports to be sent using email when FTP was selected.
- Updated the SAINT log to show the default variable name in parenthesis in the log file.
- Fixed the **Quarterly Unique Customers Report** to display the correct data.
- Fixed an issue that prevented participation metrics from displaying on the **Keyword Paid Report**.
- Fixed an issue using report suites names that contain multi-byte characters in SiteCatalystVisualize. The latest version is available in the iTunes App Store.

SiteCatalyst 14.9 Maintenance Release - November 3 2011

Keyword Reporting Change

The line item *Keyword Unavailable* will begin displaying in all applications that run Keyword reports, including:

- **Search Keywords - Natural**
- **Search Keywords - All**
- **Search Keywords** (DataWarehouse)
- **Marketing Channel** Detail Reports (**First Touch** and **Last Touch**)
- **Organic to Paid Keyword** (SearchCenter)

SiteCatalyst 14.9 Maintenance Release - October 7 2011

The following fixes and features apply to this maintenance release:

- **Device Type Report** : Quickly view details about the mobile phones, tablets, eReaders, and gaming consoles that access your site.
- Fixed an issue that caused a SAINT export file to return an export file for each report suite. SAINT now returns one export file per import.
- Added functionality to allow newline characters in SAINT export files. This is enabled by selecting the **Encoding** checkbox on the **Browser Export** page.
- Fixed an issue that caused custom reports to stop working after the user session ended.
- The "none" category was renamed to "non-mobile" on **Mobile Reports**.
- Fixed an issue that caused 0 to be returned for lifetime metrics on the **Marketing Channel Report**.
- Fixed an issue in ReportBuilder that caused a pages subrelation breakdown by a commerce variable to return no data.
- Fixed the currency sign in downloadable and scheduled reports to match the currency selected for the report suite.
- Updated the Saint API to correctly handle report suites with uppercase characters. These reports suites were returning an access denied message for some calls.

SiteCatalyst 14.9 Maintenance Release - September 2011

- Fixed an issue that caused Report API requests to fail or to not return results.

- Fixed an issue that caused the Report API to return an "Invalid Element" error when requesting classifications for some elements.
- Fixed an issue that prevented Daily Unique Visitors from displaying on CustomTraffic variables when the name contains a hyphen.
- Fixed an issue that caused the time zone offset for the report suite to not apply if you schedule a bookmark to be sent via email.
- Fixed an issue that prevented roll-up report suites from displaying the Daily and Monthly Unique Visitors as individual line items.
- Fixed an issue that prevented traffic-only report suites from viewing the **Natural Search Engines** and **Paid Search Engines** reports.
- Updated the **Pages Report** to display Visits as an available metric when breaking down by an eCommerce variable.
- Fixed an issue that prevented results from being found when applying advanced filters to the **Customer Loyalty Report** broken down by the **Search Engine Natural Report**.
- Fixed an issue in ReportBuilder that caused an error while trending large numbers of items (20+).

SiteCatalyst 14.9 Maintenance Release - August 2011

- In SAINT Classifications, we added the ability to use the pound sign (#) as the first character of a key after the header row. This change prevents the text after the pound sign from being commented out of the report.
- Fixed an issue where trended **Previous Page** and **Next Page** path reports were not displaying data.
- Fixed an issue in ReportBuilder, where breakdowns by a classification were working intermittently.

SiteCatalyst 14.9 Maintenance Release - July 14 2011

- Reverted changes to Single Sign-On v.1 made in the last maintenance release, which prevented clients from logging in.
- Fixed an issue causing the SAINT export to fail for specific clients using a high volume of classifications.
- Updated the lookup table to properly locate Newfoundland as a region.
- Fixed a JavaScript error in ExcelClient, specific to Internet Explorer 9.
- ClickMap is now compatible with Firefox 5.

SiteCatalyst 14.9 Maintenance Release - June 2 2011

- Fixed header display issues between SiteCatalyst versions 14 and 15 when launching Genesis.
- In the CSV file format, we fixed an issue causing a character display problem for dates with commas, where the character separator was not properly escaped. Additionally, you can specify a different character separator for CSV files in **Favorites** > **Report Settings**.
- Fixed the product links in Search&Promote, which were directing to SiteCatalyst instead of specific products.
- Fixed a case sensitivity issue in Classifications on specific report suite IDs.
- In Video reporting, fixed the formatting for time periods greater than 24 hours.
- Fixed an issue preventing the ability to override a bookmark.
- Fixed an Event Type filtering issue in the Usage and Access Logs.
- Fixed an issue on Previous and Next Page Flow reports that were displaying boxes in Excel, rather than Japanese characters.
- Fixed a Custom Calendar validation issue occurring when moving to a Custom Calendar. The error message was displaying "The Calendar Type -1 is not a valid option." The Custom Calendar is now properly saved.
- Fixed bookmarked subrelation reports that were not rendering properly in PDF.
- Fixed an issue in certain Visits reportlets, which were returning no data when data was available. This fix ensures that the granularity is valid before running the report.

DataWarehouse

- Enabled improved Data Warehouse VISTA processing for most report suites. This change makes Data Warehouse reports using VISTA run much faster. In addition, the change provides better data consistency and enables SiteCatalyst 15 processing rules to be reflected in DataWarehouse reports.
- Added support for the following segment operators:

  - Starts with
  - Does not start with
  - Ends with
  - Does not end with

- Added support for list prop reporting.
- Added support for prop51-prop75 and eVar51-eVar75 to ASI.
- Fixed an issue where visit-based segments on merchandising eVars were not working.
- Fixed an issue where multiple breakdowns from the same List Var (including Survey and T&T) were not working properly.
- Fixed an issue where running a report using any of the new props and eVars (51-75) on a date range prior to when those props and eVars were available would return unpredictable results.
- Fixed an issue where certain conditions could cause DataWarehouse jobs to fail.

SiteCatalyst 14.9 Maintenance Release - May 5 2011

- Fixed an issue preventing a new bookmark or dashboard from displaying properly on the Publishing toolbar.
- Fixed an issue preventing authentication to Discover when launching it from a report.
- Fixed an issue causing bookmarks to be duplicated rather than overwritten when you save over the original bookmark.
- Improved performance of SAINT page loading when a report suite has a large number of classifications.
- Fixed a permission issue where a Compare to Site reportlet that was pulled from a shared dashboard displayed restricted site information.
- Fixed multibyte character issue in the Update message when editing full report from a dashboard.
- Fixed issue causing legacy dashboards to fail in Excel if a platform mismatch existed.
- Fixed a dashboard PDF download issue occurring for dashboards that contain a Page Summary reportlet.
- In the Referring Domains report, on the Referring Domains Details (displays after you click the magnifying glass) that shows the referrers were returning zeros, because the wrong metric ID was being used.
- Fixed garbled string issue in the language selector in the Advanced Download Options.
- Added a page title to the Account Activity report.
- The Custom Pathing menu was not showing up properly in the Menu Customization page in the Admin Console
- Fixed a text wrap issue in the left navigation menu, if custom names included underscores with no breaks.
- Widened the calendar cells for the Year view to make better use of white space.
- Fixed the Search field to remember search criteria after clicking outside the Search field.
- Fixed an Admin Console (report suite manager) issue causing an error occurring when downloading multiple report suites in Excel format.

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