Video Analytics

**Video** content analysis (also **video** content **analytics**, VCA) is the capability of automatically analyzing **video** to detect and determine temporal and spatial events.

**Intelligent video** is digital **video** technology integrated with analytical software. **Video analytics** software may run on a networked device, such as a sophisticated IP camera, in an embedded system or on a computer computing device. Applications of **intelligent video** systems include: Tracking a moving target.

Adobe Analytics for Video (also referred to as Video Analytics) is an add-on to the base Analytics offering that provides clients with robust video measurement for content, audio and advertisements. Video Analytics (VA) provides many benefits to customers to allow for real-time monitoring, detailed analysis, actionable insights and monetization opportunities.

Custom Links

Displays the links visitors to your site prefer. For example, the home page for your site likely has multiple links that display the same page. Perhaps there is both a graphic and text link that both link to the same page. This report shows what percentage of visitors used the graphic link versus the text link.

The specific links that you would like to be tracked must be modified with special tags, see [Link Tracking](http://marketing.adobe.com/resources/help/en_US/sc/implement/?f=c_linktracking).

You can use the Custom Links Report to:

* Optimize your site design by knowing which types of links your visitors prefer
* Validate the need for redundant links to single pages

1. s.tl(this,linkType,linkName, variableOverrides, doneAction)

linkType has three possible values, depending on the type of link that you want to capture. If the link is not a download or an exit link, you should choose the Custom links option.

| **Type** | **linkType value** |
| --- | --- |
| File Downloads | 'd' |
| Exit Links | 'e' |
| Custom Links | 'o' |

**04-10-2018**

**Data Elements:**

## **Using a data element to capture internal search term**

Most internal search mechanisms use query strings to utilize keyword data. Creating a data element based on this query string and assigning the data element to an eVar allows it to be used in reporting.

1. While in the DTM property overview page, click the Rules tab
2. On the left, click Data Elements.
3. Create a Data Element, give it a name (for example, Internal Search), and set the type to URL Parameter.
4. In another tab, open your site and perform an internal search using any unique keyword. On the resulting page, note what query string parameter is used. For example, with example.com?q=kittens, q is the query string parameter and the search keyword is kittens.
5. Back in DTM, place the query string parameter in the Parameter Name field. Most implementations use q as their search keyword query string parameter.
6. Adobe recommends forcing lowercase value and scrubbing whitespace, as that helps lower unique search values that are otherwise identical.
7. Remember the value for page view, as eVars persist the search keyword server-side.
8. Click Save Data Element.

## **Assigning the data element to an eVar**

Once the data element has been created, the next step is to assign the value to an eVar for use in reporting.

1. On the overview tab in DTM, click the gear icon next to the Adobe Analytics tool.
2. Click the Global Variables accordion.
3. Click the Evar name dropdown, and select the eVar you'd like to use for internal search.
4. In the text field below the dropdown, type the name of the data element inside percent signs. For example, %Internal Search%. The text field autocompletes recognized data elements.
5. Click Save eVar.

## **Validating and publishing the implementation**

The staging environment updates as changes are saved. Use a browser plugin like DTM switch or Tagtician to set your own computer to use your DTM property's staging environment.

1. Go to your website, and use your site's internal search.
2. On the search results page, open your browser's console. Most major browsers use F12 as the keyboard shortcut.
3. Use DTM's console command to validate the keyword is correctly collected within the data element. For example, \_satellite.getVar("Internal Search"). The browser's response shows your search keyword.
4. Validate the keyword is correctly assigned to the eVar by opening the Adobe debugger.
5. Once validated, approve the changes and publish the changes to prod.
6. Log in to Adobe Analytics, and go to Admin > Report Suites.
7. Click on the report suite for your site, and go to Edit Settings > Conversion > Conversion variables.
8. Make sure the eVar used is enabled, and that it is named properly. The default allocation of last and default expiration of visit is typical for internal search, but can be customized.
9. If changes were made, click Save.

## **Viewing an internal search term report in Analysis Workspace**

Now that your organization's implementation has been updated to accommodate internal search, Adobe Analytics can now report on that dimension.

1. Log in to Adobe Analytics and go to Analysis Workspace.
2. Open a new project, which provides you with a freeform table
3. Under Dimensions, drag the internal search eVar from the list to the freeform table.
4. If the variable has had time to collect data, the top keywords appear in the table. You can drag the metric Visits to replace the default metric Occurrences to deduplicate hits.
5. Segments and calculated metrics can be used to gain more insight for reporting.

Context Data Variables

Context data variables let you define custom variables on each page that can be read by processing rules.

Instead of explicitly assigning values to props and eVars in your code, you can send data in context data variables that are mapped using processing rules. Processing rules provide a powerful graphical interface to make changes to data as it is received. Based on the values sent in context data, you can set events, copy values to eVars and props, and execute additional conditional statements.

# Hit Type

The Hit Type dimension signifies whether an app was in the foreground or in the background when the hit was collected.

This dimension is collected automatically by the SDK. It is supported in versions 4.13.6 and higher of the SDK.

If “Disable Legacy Reporting and Attribution for Background Hits” is checked, then background hits will show up only in [Virtual Report suites](https://marketing.adobe.com/resources/help/en_US/reference/vrs-mobile-visit-processing.html#concept_EC51308E4FD14E149F1B5D63C0AB34BD).

# Color Depth

Groups mobile device, hits by the number of colors supported. The report/dimension shows the total number of visitors to your site who used a mobile device, and breaks them into groups based on the number of colors configured in their mobile devices. For example, if your visitor’s mobile phone supports 24 colors, then the report increments the line item corresponding to 24 colors.