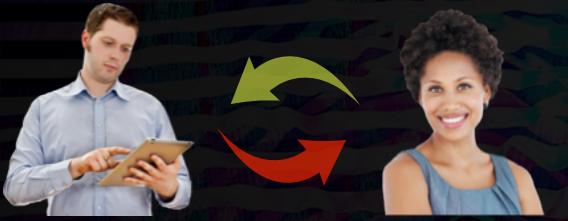


Let's Get On the Same Page About Data



First-party

Data collected directly by the organization.

- Website, mobile web, or mobile app behavior on O&O properties
- CRM/Data Warehouse
- Transaction/POS
- Call Center
- Media Performance



Second-party

A Partner's 1st party data.

- Data shared between a credit card company and a co-brand partner such as an airline
- The airline provides loyalty program data to the credit card company
- The credit card company provides spend pattern data to the airline



Third-party

Aggregated data from other sources and can be purchased.

- Data purchased from providers like Datalogix, Exelate, or Acxiom
- Demographic data
- Spend-pattern data
- Geographic data

With a Data Management Platform (DMP).

1. Data In



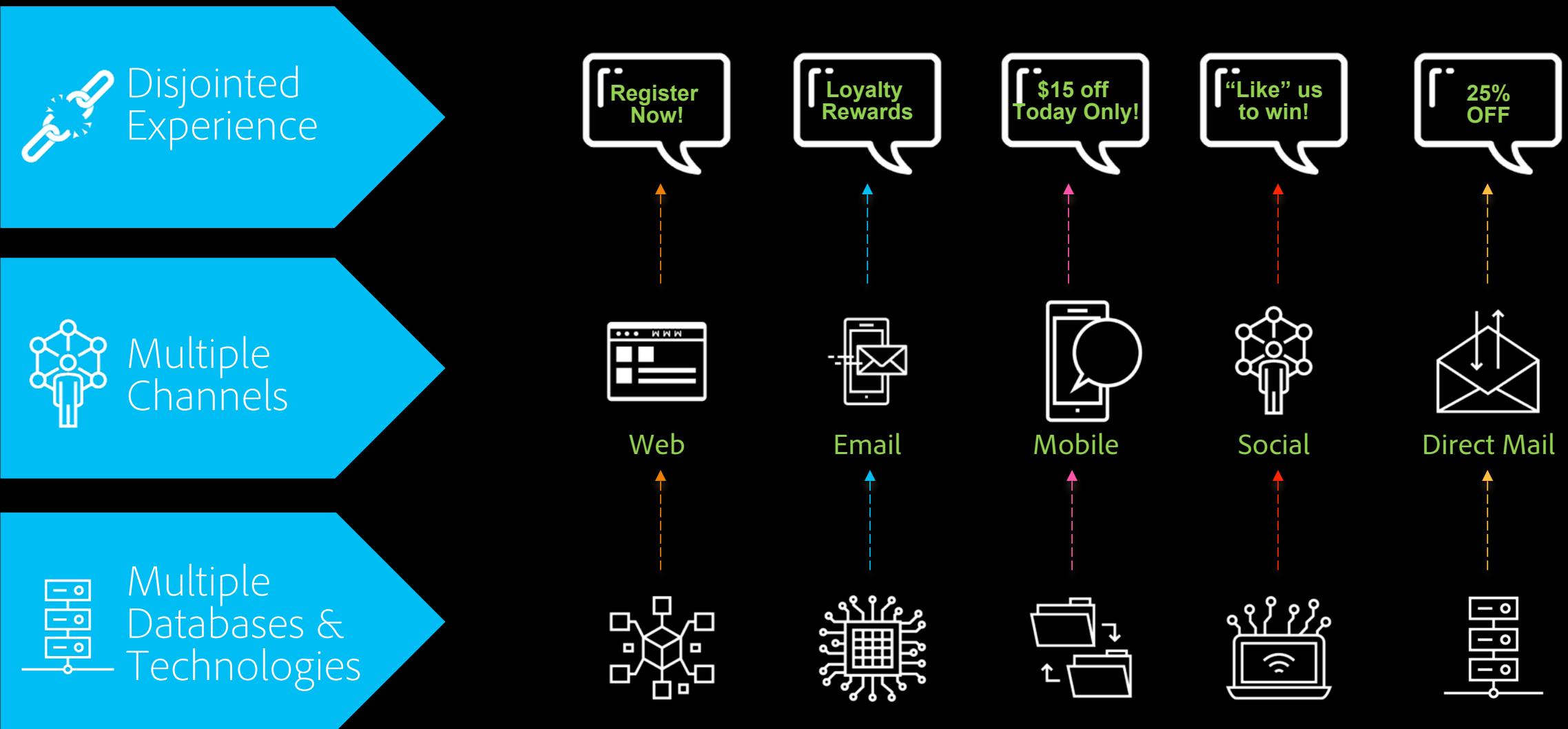
2. Logic, Organization, Segmentation



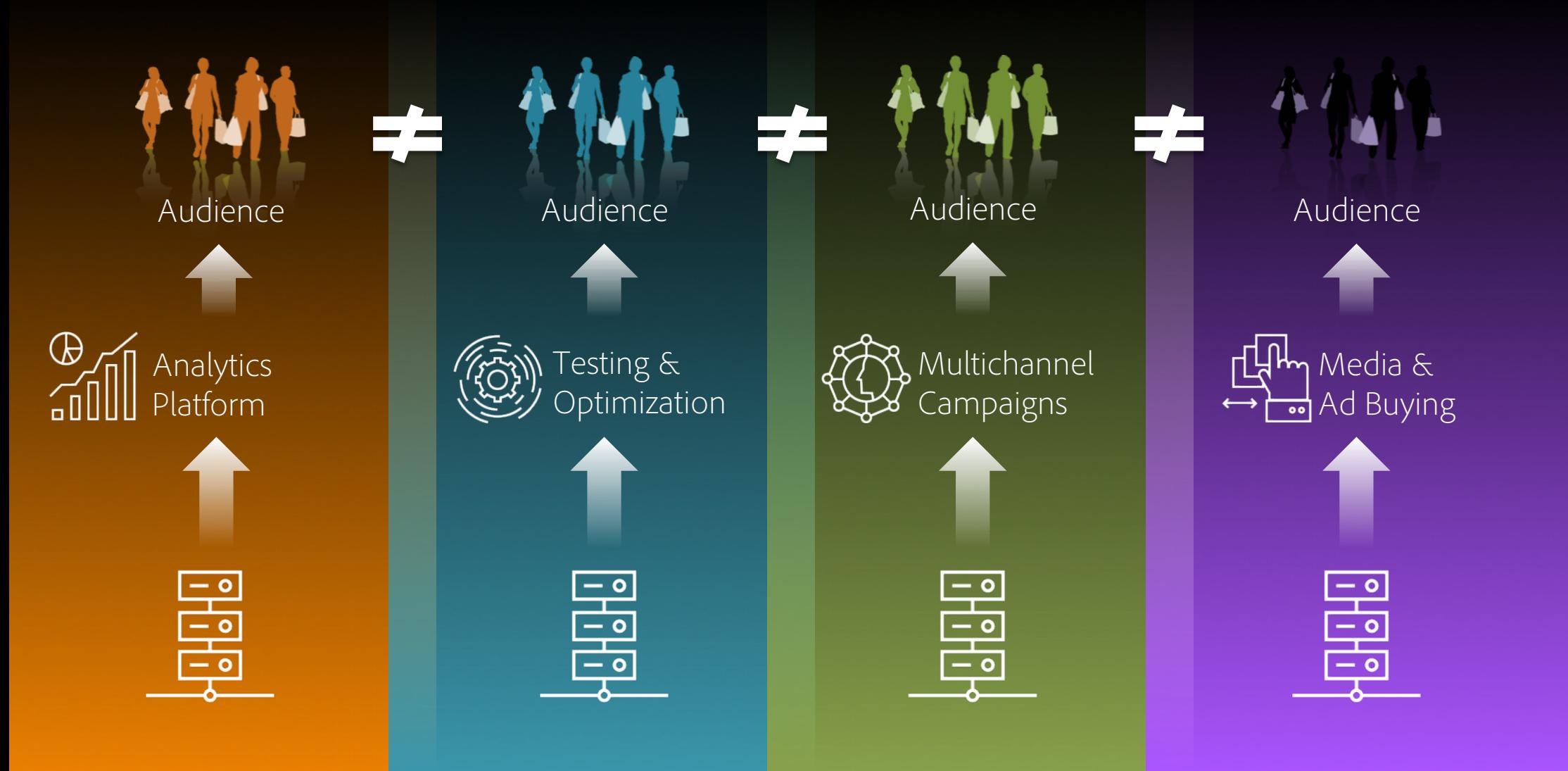
3. Data Out



Data challenge: Fragmented data sources lead to fragmented messages



Audience Challenge: Each system has its own "audience"



Adobe's Data Management Platform

- ✓ Leader in the DMP space noted by a third party (again)
- ✓ Powerful integration and activation with the Adobe Marketing Cloud
- ✓ Manage identity across data points = target people, not screens
- ✓ Create, manage, and syndicated high value audiences across your marketing and adtech platforms



Adobe Audience Manager

Identity Management in AAM

Adobe Audience Manager

Profile Link



Single customer deterministic
device graph

Adobe Audience Manager and LiveRamp

Customer Link



External deterministic
on-boarded device graph

Adobe Marketing Cloud

Device Co-Op



Multi-customer deterministic
device graph



of screen time is
simultaneous use of TV
and a digital device *



of people who start an
activity on one screen finish
on another **



of adults use at least
two screens a day**

*Millward Brown report

**GfK study

Impact of getting identity right

50%

of impressions could
be more efficient
across these journeys

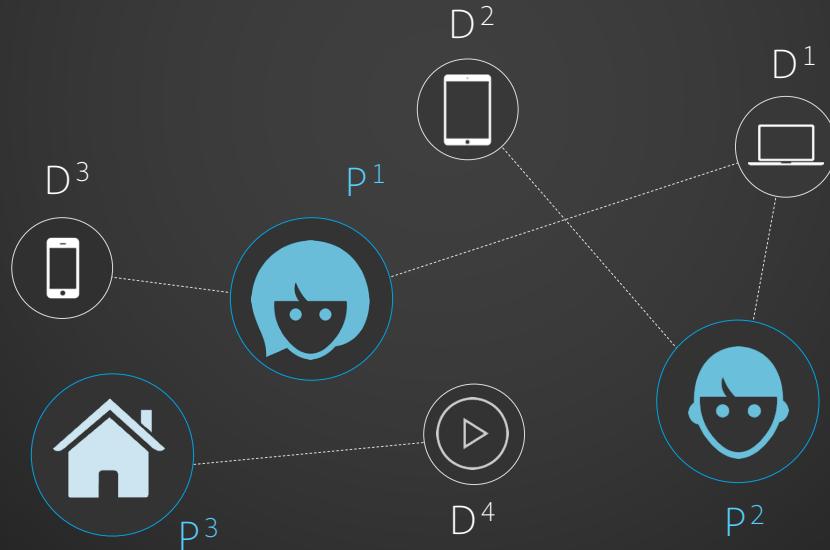
How Adobe views identity

Authenticated Profile

Data tied to known users,
households, or businesses

User Profiles (P^n):

- Customer ID's
- Household ID's
- Business ID's



Anonymous Device Profile

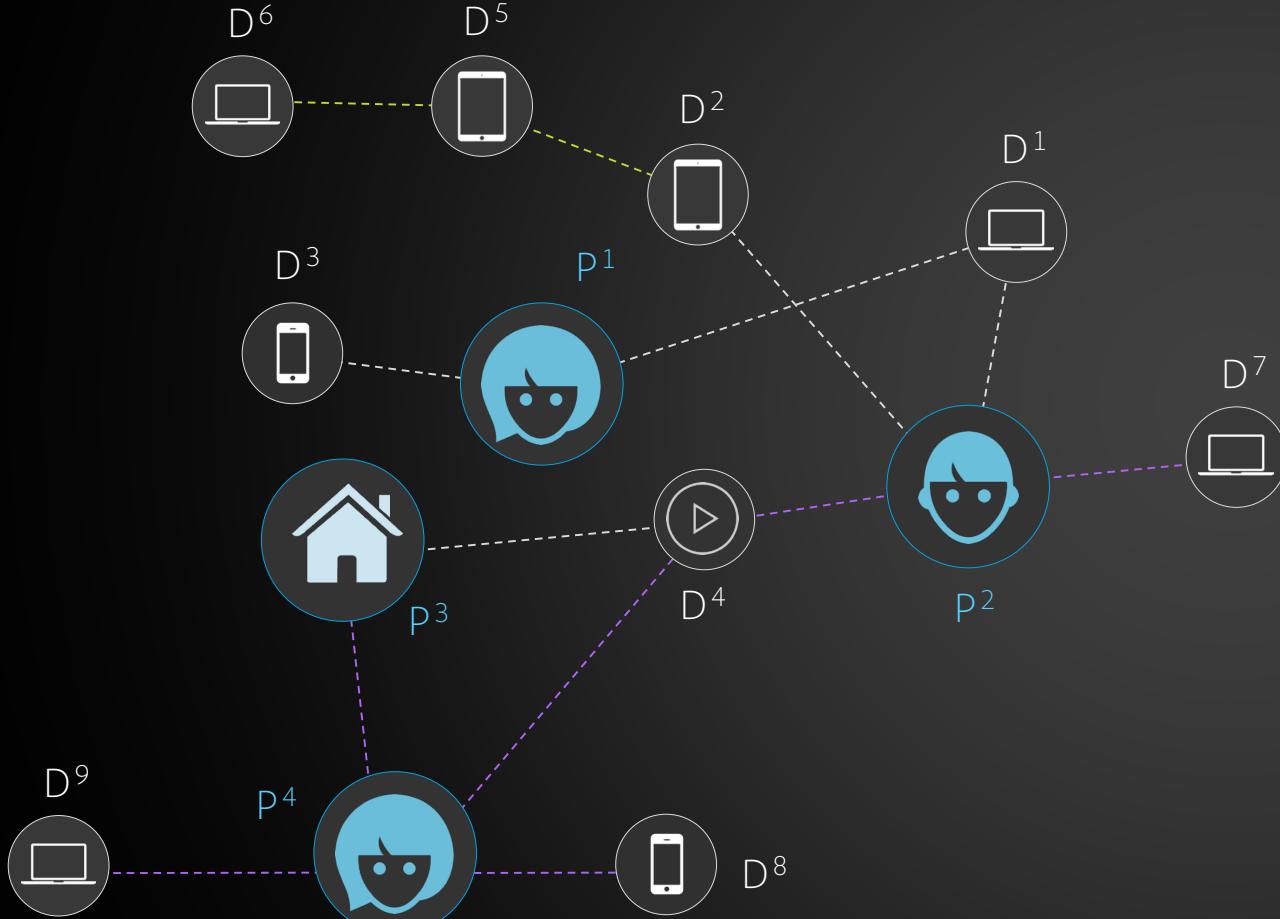
Data collection tied to the device
(anonymous or known)

Device Profiles (D^n):

- Browser ID's
- Mobile Device ID
- Connected Device ID

Devices are linked upon authentication

Understand the methods of linking devices with profiles



Probabilistic

Linking devices based on a probability

Deterministic

Linking devices based on an authentication event

Personalize Across Devices and Screens with Adobe Audience Manager

[Profile Link](#), a set of features in Adobe Audience Manager, enables advertisers, publishers and agencies to combine profiles from authenticated accounts and anonymous devices into a single profile to deepen segmentation and targeting.

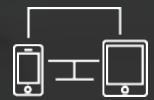
- ✓ Patent pending technology



Features: Profile Merge Rules & Profile Link Device Graph

Measurement & Reach Across Devices

Unified profile across devices



Measure and target people who have authenticated across multiple devices



Measure and target people based on behavior conducted prior to an authentication event



Target cross device profiles on DSPs, Adservers, and onsite personalization tools

Reach People in a Household

Identity profiles within a single shared device



Measure and target individuals within a household



Reach people based on behavior conducted prior to an authentication event



Target individuals or households on DSPs, Adservers, and onsite personalization tools

Authentication + Device: A Potent Combination

No Authenticated Profile

Current Authenticated Profile

Last Authenticated Profile

No Device Profile

Current Device Profile

Profile Merge Device Graph



- Current checking Customer
- Signed up for eBills

Authentication + Device: A Potent Combination

No Authenticated Profile

Current Authenticated Profile

Last Authenticated Profile

No Device Profile

Current Device Profile

Profile Merge Device Graph

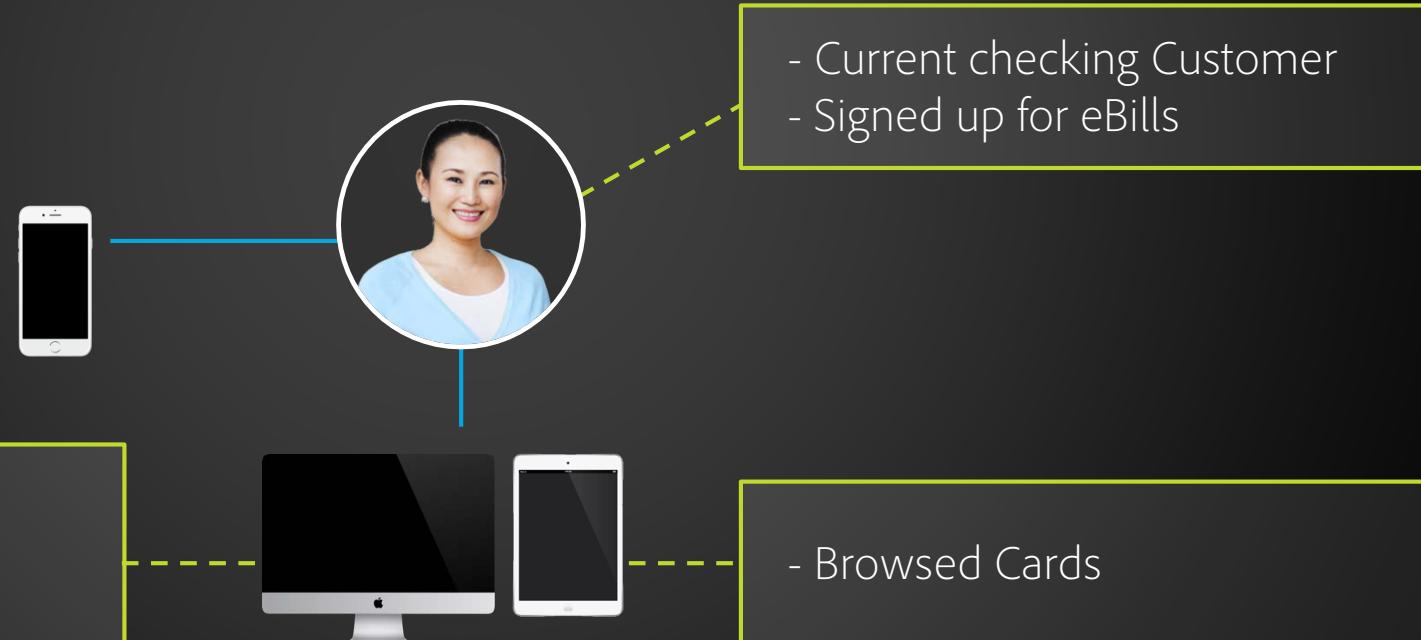


- Current checking Customer
- Signed up for eBills

- Browsed Cards

Authentication + Device: A Potent Combination

No Authenticated Profile	No Device Profile
Current Authenticated Profile	Current Device Profile
Last Authenticated Profile	Profile Merge Device Graph



Authentication + Device: A Potent Combination

No Authenticated Profile

Current Authenticated Profile

Last Authenticated Profile

No Device Profile

Current Device Profile

Profile Merge Device Graph

- iPhone
- Does not have app installed



- Current checking Customer
- Signed up for eBills

- 2nd Party data:
Airlines Rewards Status,
Business Traveler



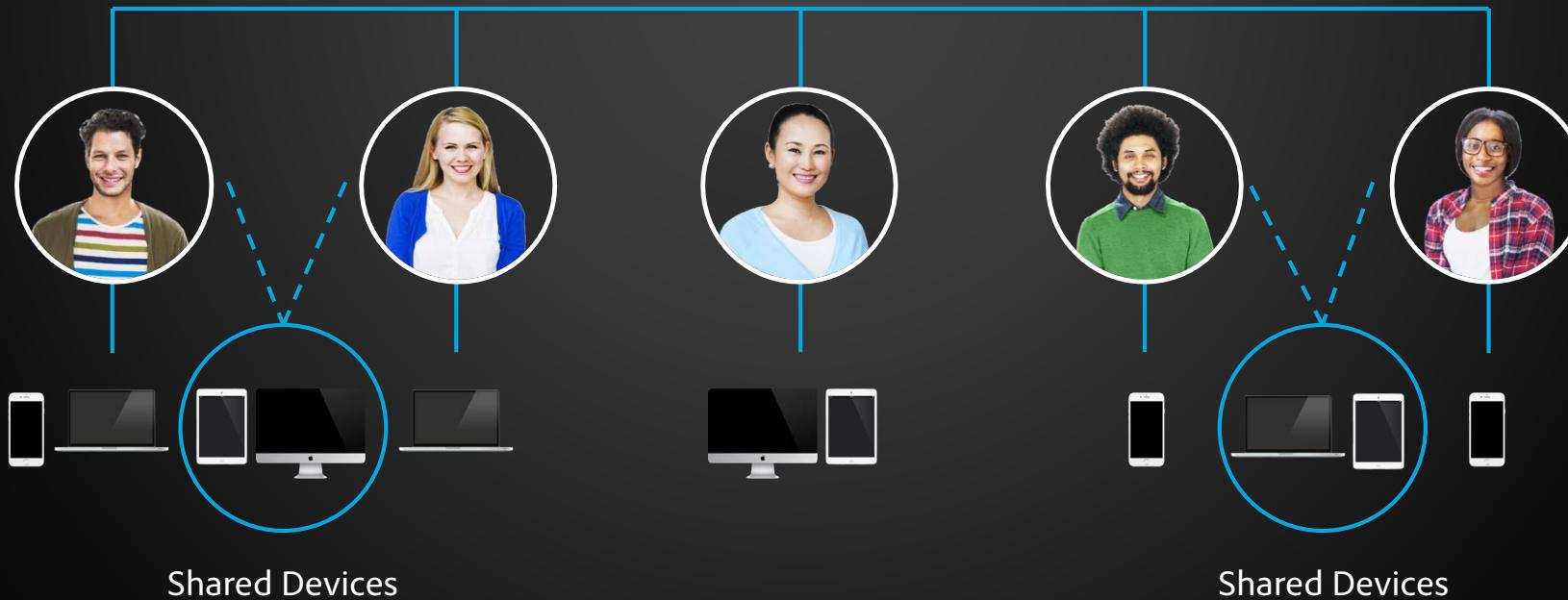
- Browsed Cards

Authentication + Device: A Potent Combination

HOME GROUP

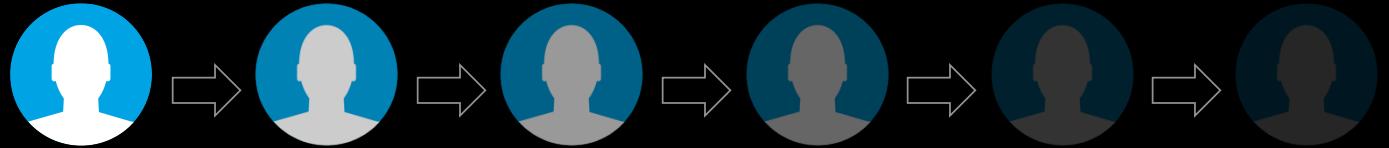


HOUSEHOLD PROFILES



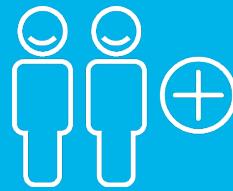
What does this enable?

Unified user profiles and audiences drives more accurate targeting, including suppressing unqualified prospects or recent converters



S E E K

A V O I D



Customer Acquisition



Customer Retention



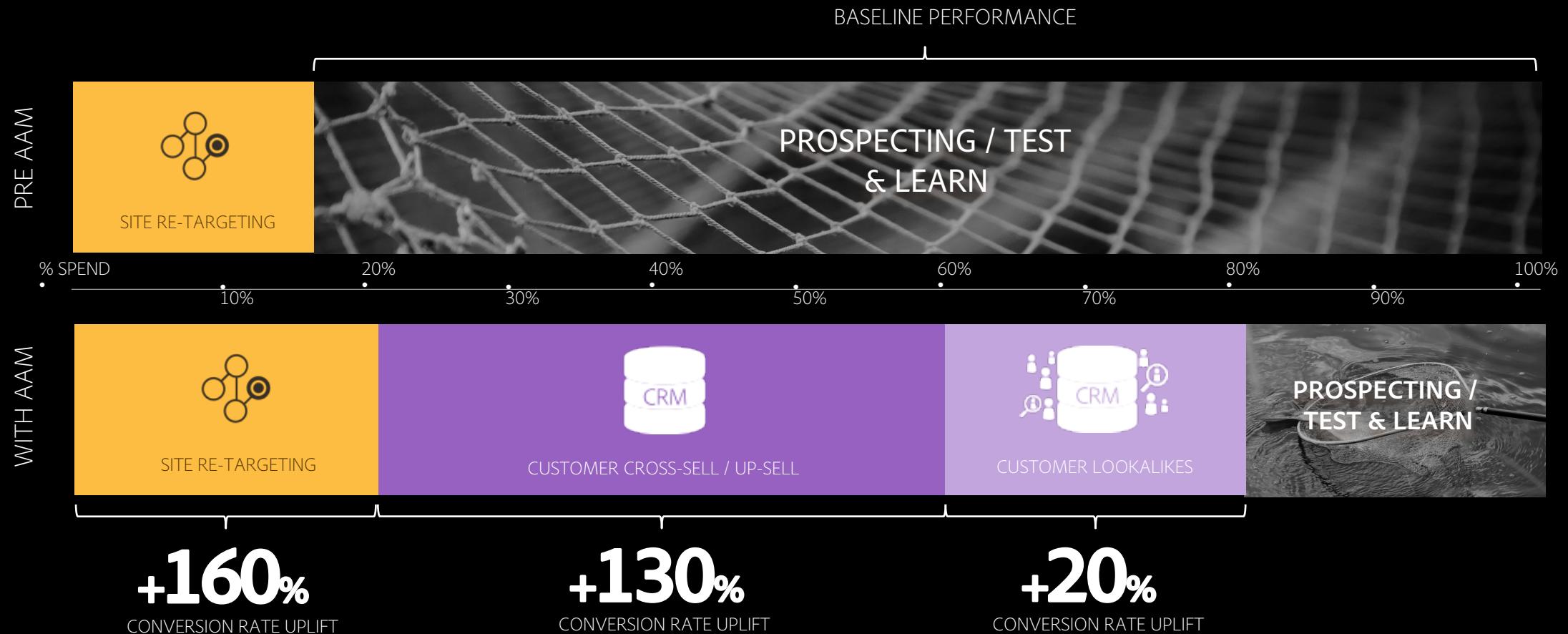
Campaign Suppression

- Product & Funnel based site re-targeting
- Cross-sell targeting (rules-based & algorithmic)
- 2nd & 3rd Party data integrations

- CRM data inclusion Lifecycle targeting
- Survey/NPS targeting

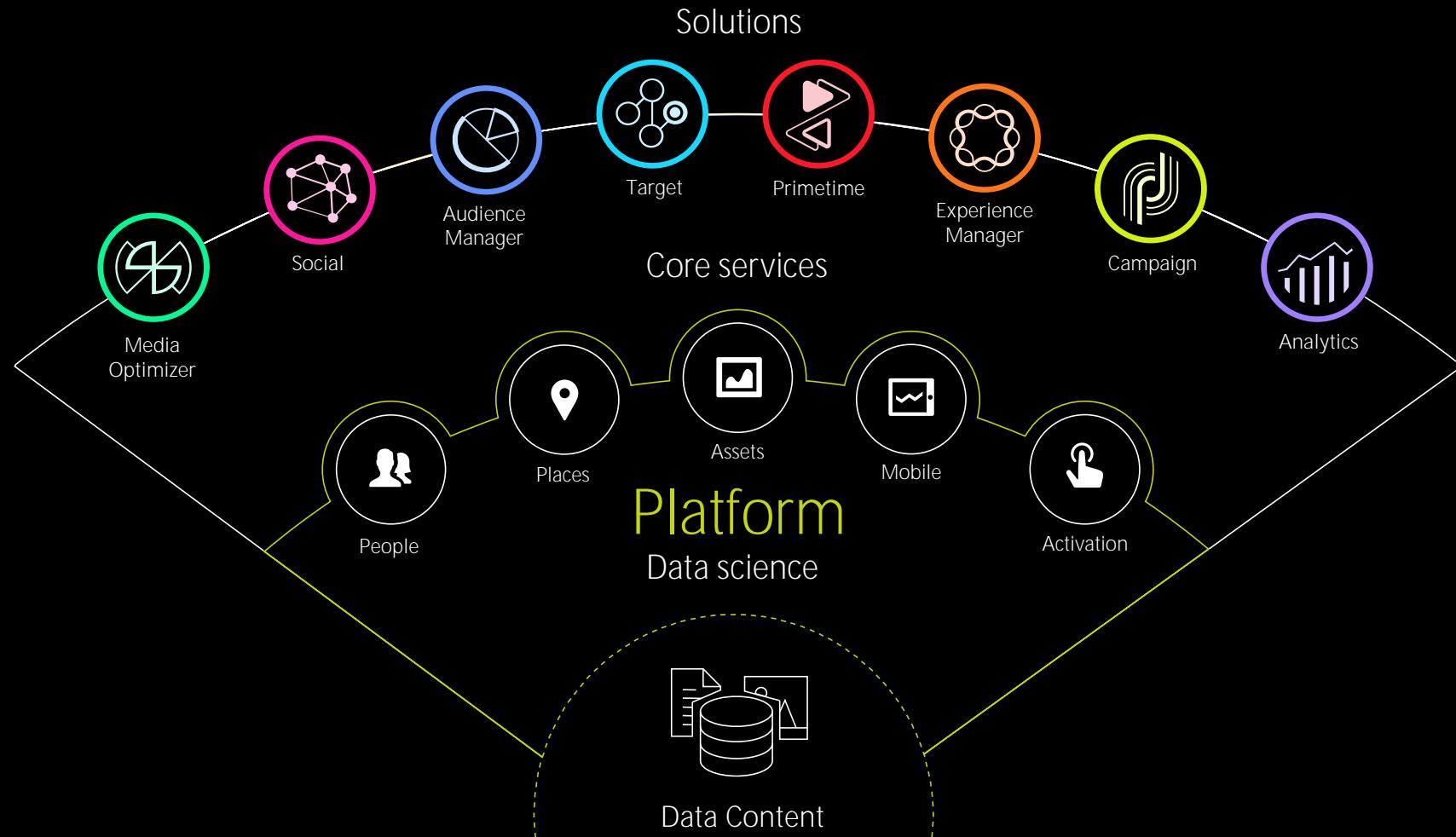
- Exclusion segments
- Global frequency capping
- Lifecycle exclusion (claimants)

Results: Advertising Performance Case Study

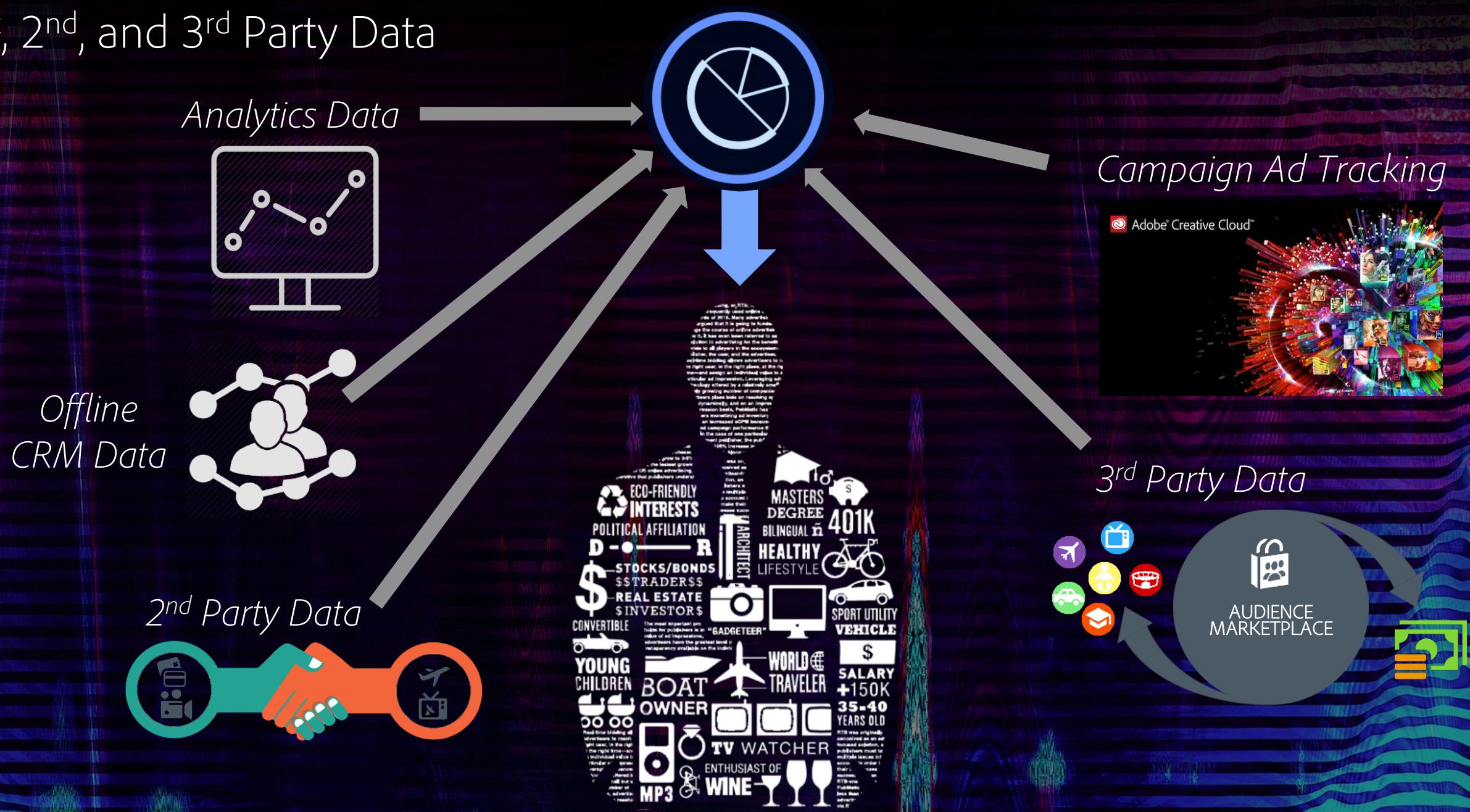


More high performing, data-driven targeting. **Less** test & learn, un-targeted prospecting

Customer Attributes in the People Core Service



1st, 2nd, and 3rd Party Data



Customer Attributes



Customer Attributes

1 UPLOAD to the "People" area of the Marketing Cloud

Edit Customer Record Source

Title: Salesforce Dev

Description: Salesforce test

Customer Source ID: (Input field)

HQCRS

File Upload

File Name	Row	A	B	C	D	E	F	G	H	I	J	K	L	Actions
All Data	1	Customer ID	Gender	Age	Region	Postal Cod	Country	Touch Freq	Customer Account	T	Next Best	Credit Card	Checking	
All Data	2	6896229538	Male	25	South	73211	US	High	Personal	Home Eqn	Student	0	0	
All Data	3	1478061685	Male	71	South	73558	US	High	Business	Credit Can	None	1	1	
All Data	4	5117029233	Female	69	South	72461	US	High	Silver	Personal	Credit Can	Travel Can	1	
All Data	5	6356090108	Female	54	South	65284	US	High	Personal	Credit Can	None	0	0	
All Data	6	8935058817	Female	56	South	70768	US	High	Personal	IRA	None	0	0	
All Data	7	7087913803	Male	32	South	32100	US	High	Silver	Personal	Mortgage	Travel Can	0	
All Data	8	5942123454	Female	61	South	62384	US	High	Silver	Personal	Credit Can	Travel Can	0	
All Data	9	7700068280	Female	43	South	70006	US	High	Business	Student	LC	Travel Can	0	
Solution	10	8690415127	Female	54	South	62797	US	High	Silver	Business	Home Eqn	Preferred	0	
Analytics	11	9399774794	Female	20	South	30799	US	High	Silver	Personal	Credit Card	None	1	
Analytics	12	7243886990	Male	62	South	64389	US	High	Business	Home Eqn	Travel Can	0	0	
Analytics	13	8752826877	Male	74	South	34680	US	High	Silver	Personal	Credit Can	None	0	
Analytics - Development	14	4345625692	Female	50	South	71334	US	High	Personal	Credit Can	None	1	1	
Analytics - Development	15	5148663210	Male	45	South	34646	US	High	Personal	Credit Can	None	1	1	
Analytics	16	6886676525	Female	23	South	70055	US	High	Personal	IRA	None	0	0	
Analytics	17	2931857004	Female	27	South	60342	US	High	Personal	IRA	None	0	0	

FSI CRS Attributes

Active Inactive

2 VALIDATE schema and subscribe to 3 attributes in Analytics

Edit Schema

Schema

Attribute	Type	Display Name	Description
gender	string	gender	gender
age	integer	age	age
lifetime_value	number	lifetime_value	lifetime_value
propensity_to_purchase	number	Report Sales	purchase
member	string	Add Report Sales	Geometrix AAT
loyalty_level	string	Attributes	

Add Attribute

Attribute	Display Name	Description
gender	Gender	Customer gender
age	Age	Customer age in years
lifetime_value	Lifetime Value	Customer lifetime value

Customer Attributes

3 CREATE custom reports, segments, and metrics

The screenshot shows the Adobe Analytics interface. On the left, a sidebar lists various categories like Campaigns, Site Metrics, and Visitor Profile. Under Visitor Profile, 'Customer Attributes' is selected, which is further expanded to show 'age', 'gender', 'lifetime_value', 'loyalty_level', 'member', and 'propensity_to_purchase'. In the main area, there's a table titled 'Campaigns' with columns 'Unique Visitors' and 'Count of member'. A modal window titled 'Define New Calculated Metric' is open, prompting the user to enter a name ('Average Age'), type ('Numerical'), and formula ('age'). Below the formula input, there's a note: 'What is a "Report Metric" Metric? What is a "Total" Metric?'.

4 ANALYZE behavioral patterns and share segments

The screenshot shows the Segment Builder interface. On the left, a sidebar lists segments like 'Custom Link', 'Customer Value', 'Customer Loyalty', etc. The main area shows a segment named 'Travel Card Prospects' with the description 'Visitors who couldn't complete the travel card application online.' The 'Definitions' section shows three conditions: 'Form Errors (prop3) equals Invalid Frequent Traveler Account', 'Customer Value equals Gold', and 'Customer Value equals Silver'. The right side of the interface includes a circular progress bar and navigation links for 'Reports & Analytics', 'Ad Hoc Analysis', and 'Data Warehouse'.

Your household devices

Average Devices: **8**

Minimum Device Total: **4**

Maximum Devices: **>20**



The challenges

- No single source of truth
- Different levels matter
 - Individual
 - Household
- Inherent tensions
 - Companies – want a conversation with customers & prospects
 - People – have legitimate needs for privacy, safety and control
- Depends on use case
 - Onsite vs. offsite
 - Authenticated vs. anonymous browsing
 - Sensitivity of context, product, offer
 - Privacy policy, legal & regulatory environment

Built In Privacy Controls

Device profiles contain only anonymous activity



Authenticated profiles contain authenticated activity only, using a masked identifier



Co-op Person / Household IDs are randomly generated & anonymous



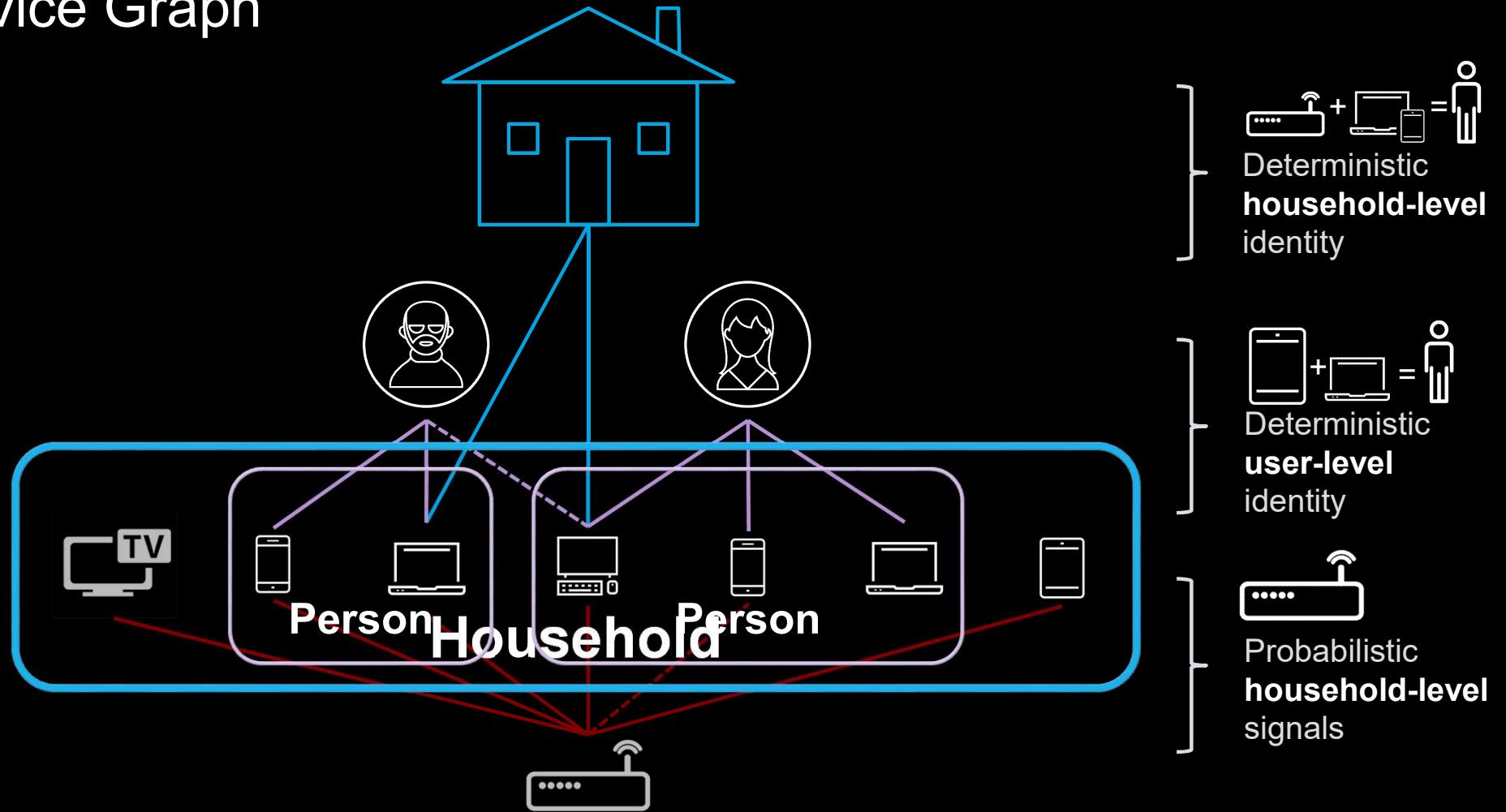
Controls on data export and combining back to PII



Inputs

- Single customer authenticated data
 - Customer authentications
 - Email marketing
- Adobe Marketing Cloud Device Co-op
 - Accuracy + Scale
 - Individual + Household
- Liveramp Customer Link integration
 - Deterministic only
 - Individual + Household
 - Adobe is facilitator
- More integrations planned
- Use one, use them all

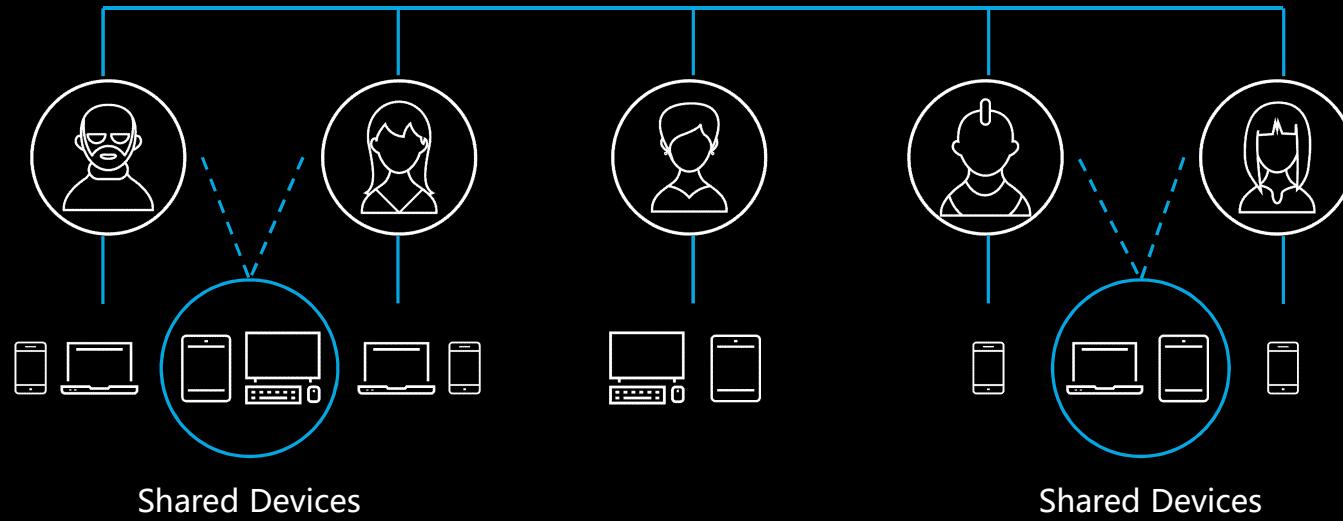
Device Graph



HOME GROUP



HOUSEHOLD PROFILES



Create a Profile Merge Rule

Basic Information

Profile Merge Rule Name

Offsite Prospecting + Retargeting with Last Authenticated CRM

Description

Set as default [?](#)

Note: affects new segments only

Data Export Controls

Segments using this rule cannot be ...

- linked to personally identifiable information
- used for onsite ad targeting
- used for offsite ad targeting
- used for onsite personalization

Profile Merge Rule Setup

Select the authenticated and device level options you wish to use for segmentation

Authenticated Options [?](#)

- No Authenticated Profile
- Current Authenticated Profiles
- Last Authenticated Profiles

Authenticated Profile Options [?](#)

Select the Cross Device Data Sources to use as the Authenticated Profiles for this rule

- CRM On-boarded Data
- Email List Registrations
- Loyalty Rewards Program

Device Options [?](#)

- No Device Profile
- Current Device Profile
- Profile Link Device Graph
- Adobe Device Graph - Person
- Adobe Device Graph - Household
- LiveRamp Customer Link Graph - Person
- LiveRamp Customer Link Graph - Household

Data Export Controls

Segments using this rule cannot be ...

- linked to personally identifiable information
- used for onsite ad targeting
- used for offsite ad targeting
- used for onsite personalization

Profile Merge Rule Setup

Select the authenticated and device level options you wish to use for segmentation

Authenticated Options ?

- No Authenticated Profile
- Current Authenticated Profiles
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Authenticated Profile Options ?

Select the Cross Device Data Sources to use as the Authenticated Profiles for this rule

- CRM On-boarded Data
- Email List Registrations
- Loyalty Rewards Program



Device Options ?

- No Device Profile
- Current Device Profile
- Profile Link Device Graph
- Adobe Device Graph - Person
- Adobe Device Graph - Household
- LiveRamp Customer Link Graph - Person
- LiveRamp Customer Link Graph - Household

Profile Merge Rule Benefit ?

CRM On-boarded Data

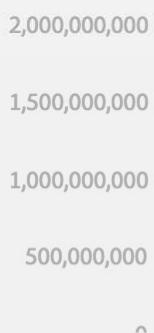
Email List Registrations

Loyalty Rewards Program

Adobe Device Graph - Person

Total Devices

- CRM On-boarded Data (21.7M)
- Device Graph Benefit (1.2B)



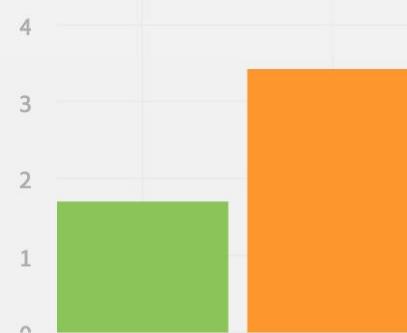
Total People

- CRM On-boarded Data (6.2M)
- Device Graph Benefit (350M)



Average devices per Person

- CRM On-boarded Data (1.7)
- Device Graph Benefit (3.42)



Authenticated Activity



Cross application data sources are shown for the last 60 days. Device Graph Benefit data is shown as of last calculation.

PERSON MERGE PROFILE



Segment
Boat Loan
Prospect

AUTHENTICATED PROFILE

Listed Coastal Cruiser
Sailboat for Sale



Viewed > 5
Large Cruisers

DEVICE PROFILES



Nearing
Retirement Age



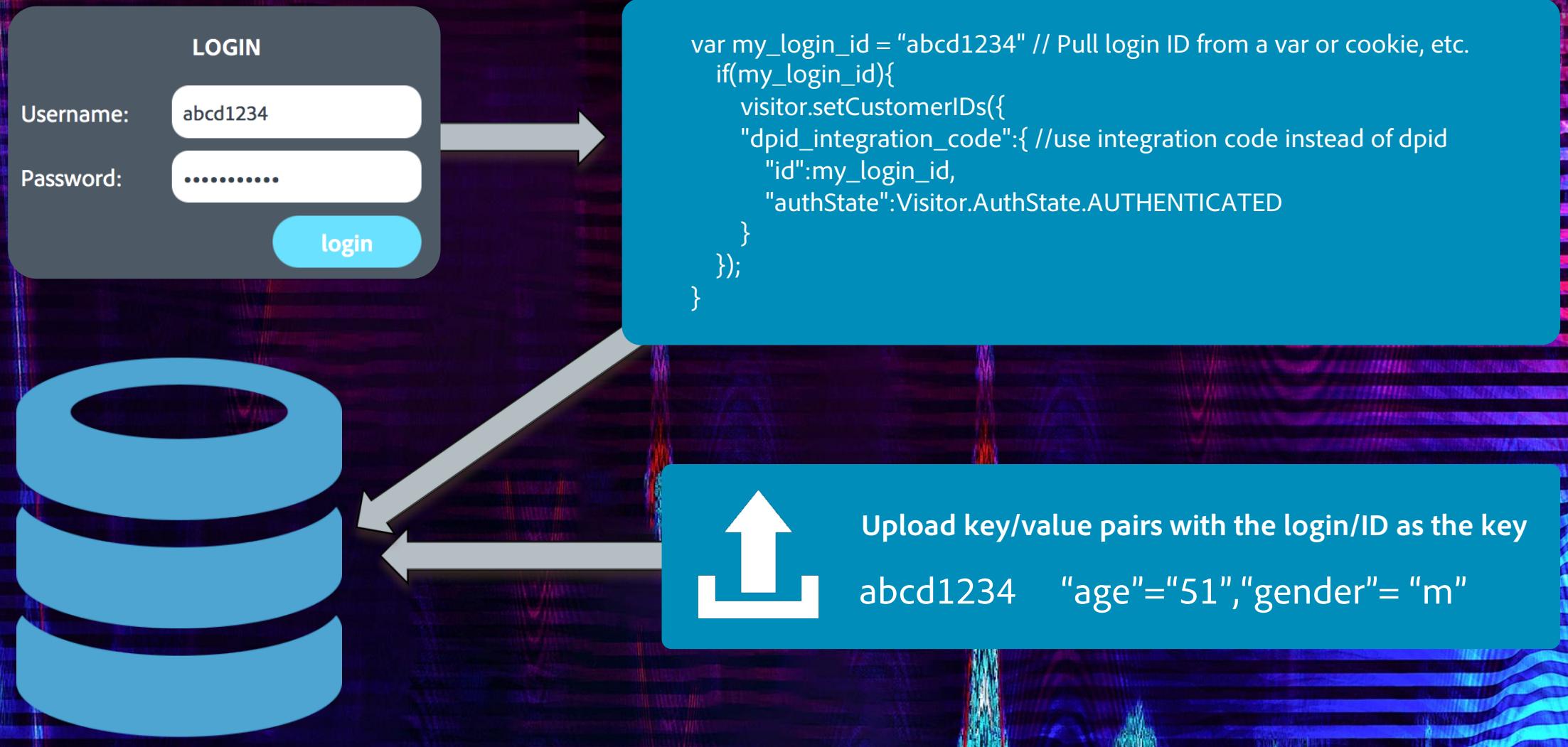
Household
Income > \$300K



Frequent
Traveler

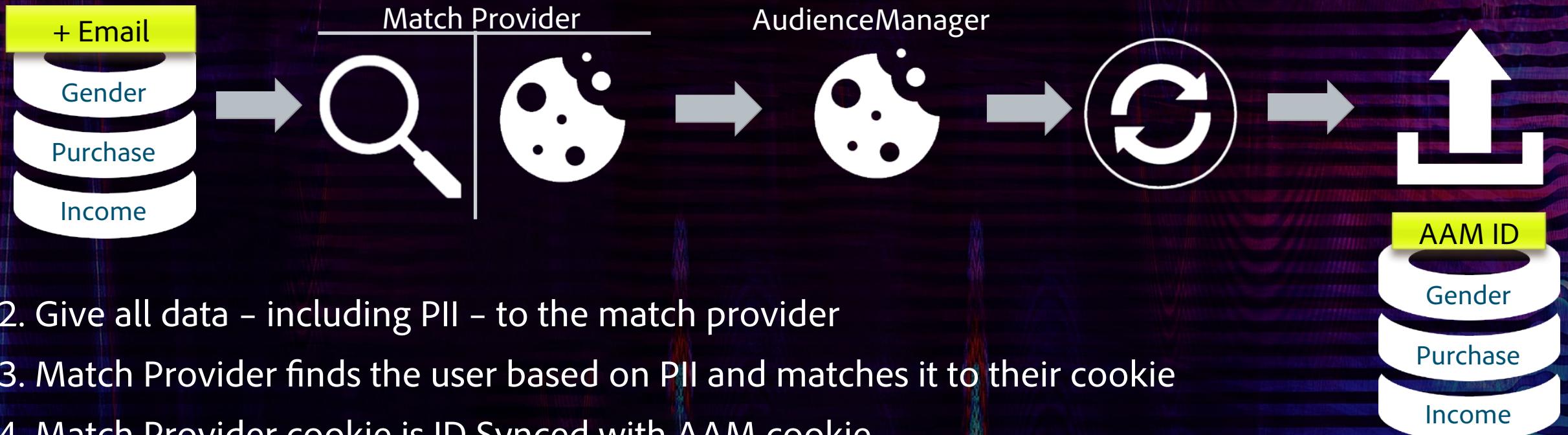
Traits

Using CRM data when your visitors log in



Using CRM data when your visitors don't log in

1. Engage with a “Match Provider” partner



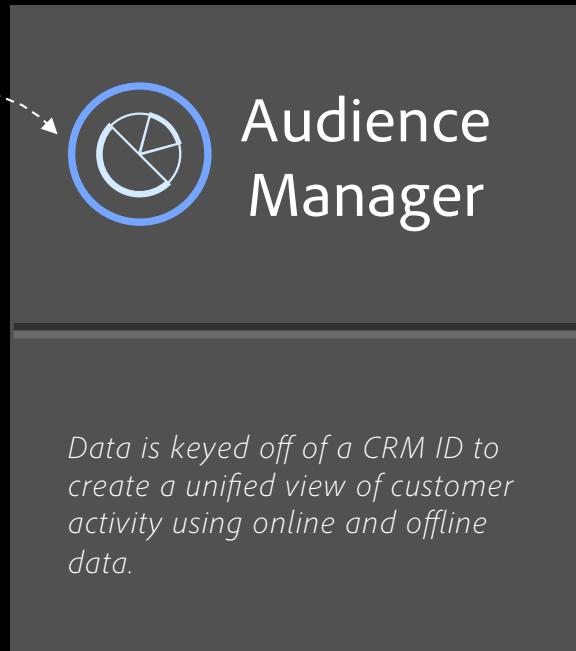
Using CRM: A Real-World Example

A Video Publisher Leverages AAM to Drive Higher Engagement and Higher Sales

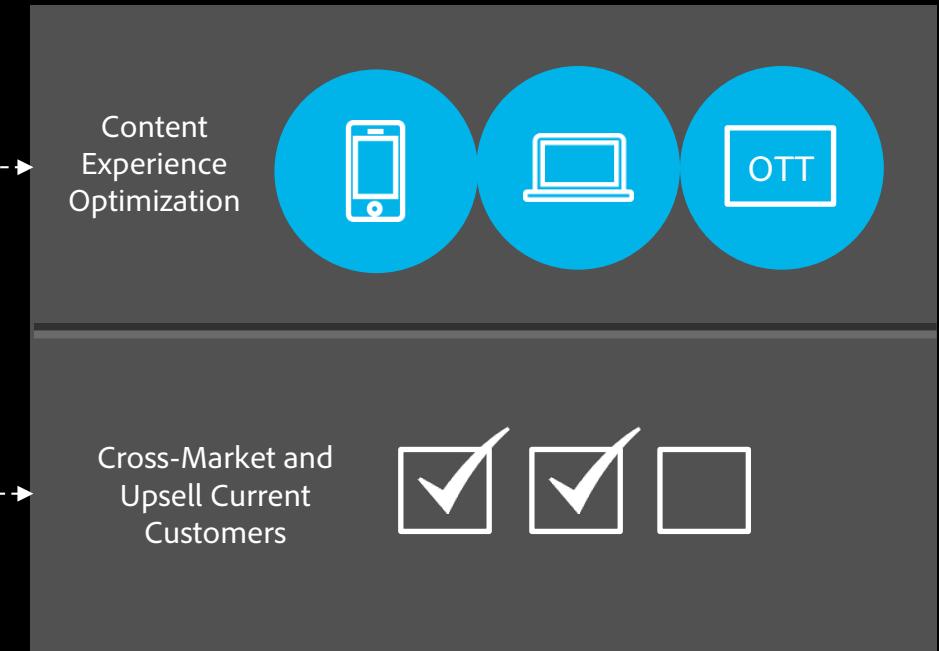
1 Onboarding & Ingestion



2 Unification & Distribution



3 Experience and Conversion Optimization



RESULTS: Up to 31% Lift in Customer Engagement

Activation Across the Digital Ecosystem



Activate Your Audience Segments

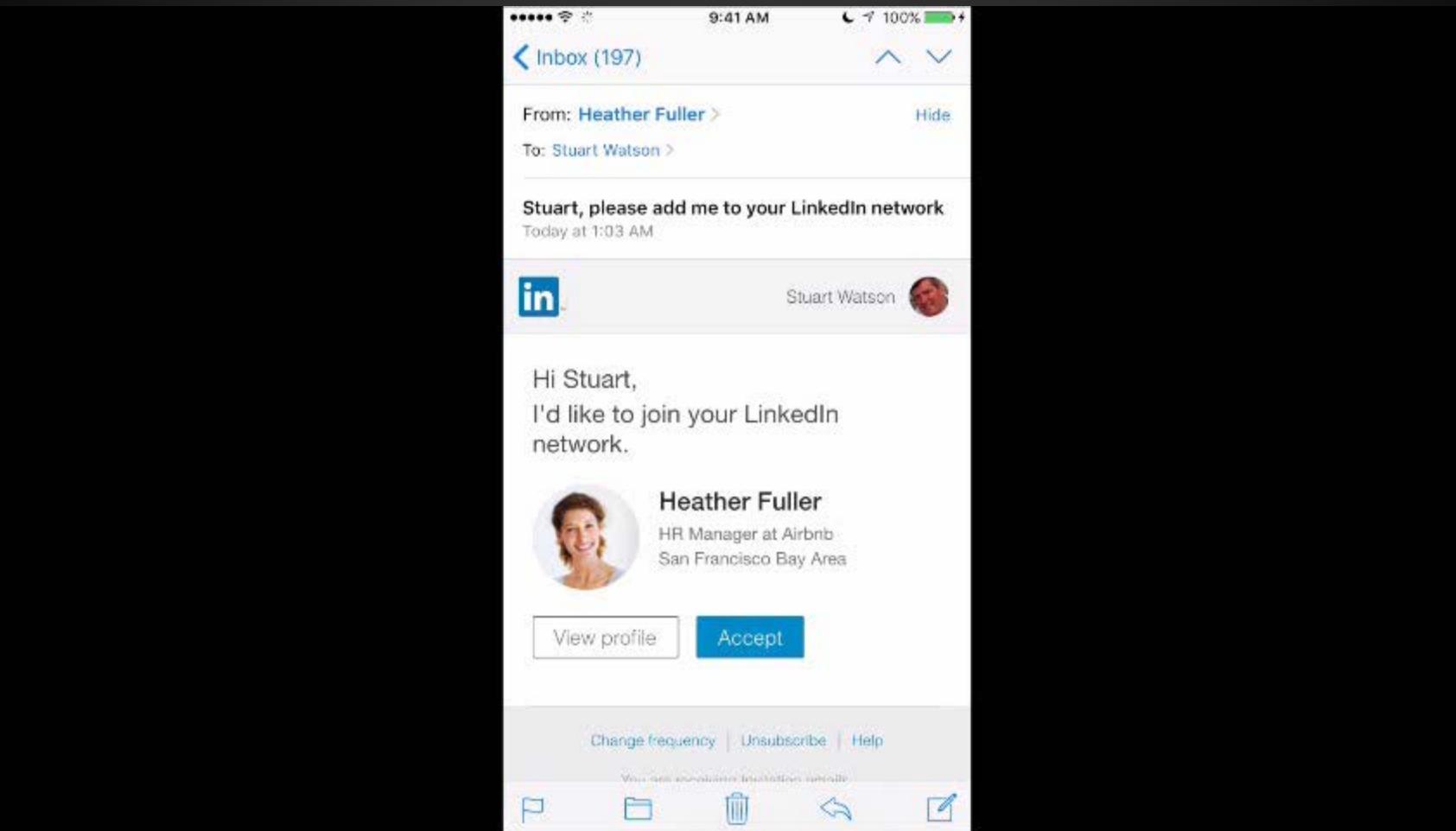
Onsite Personalization

DSPs, SSPs, & Ad Servers

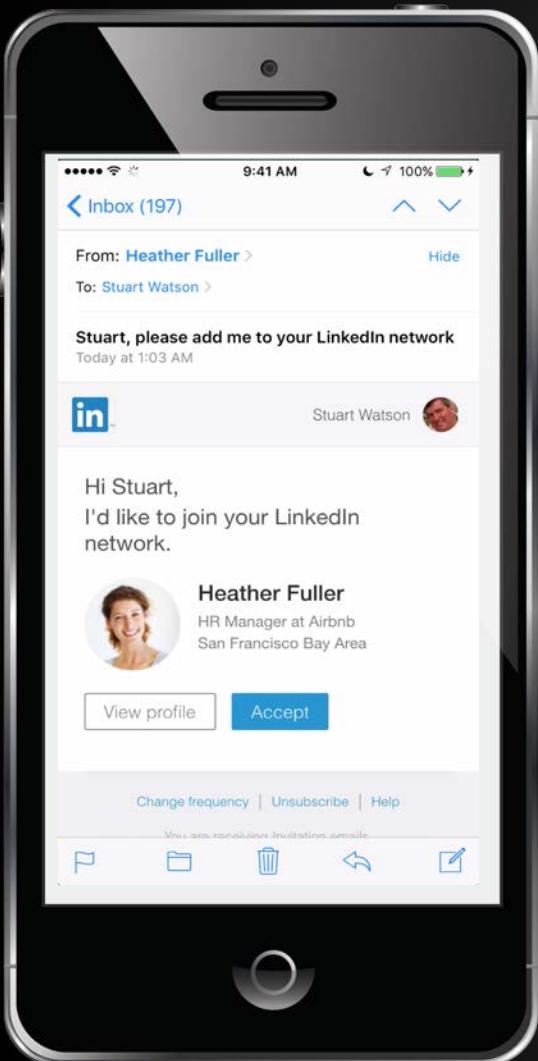
Forecasting & Attribution

Mobile, Social, Video

What opportunities existing to build a relationship



Outbound Email



Code Examples:

publisher.demdex.com/?event&d_sid=XX&d_dpid=YY&d_dpuuid=ZZ

XX – Trait ID

YY – Data Source ID ZZ – Customer ID

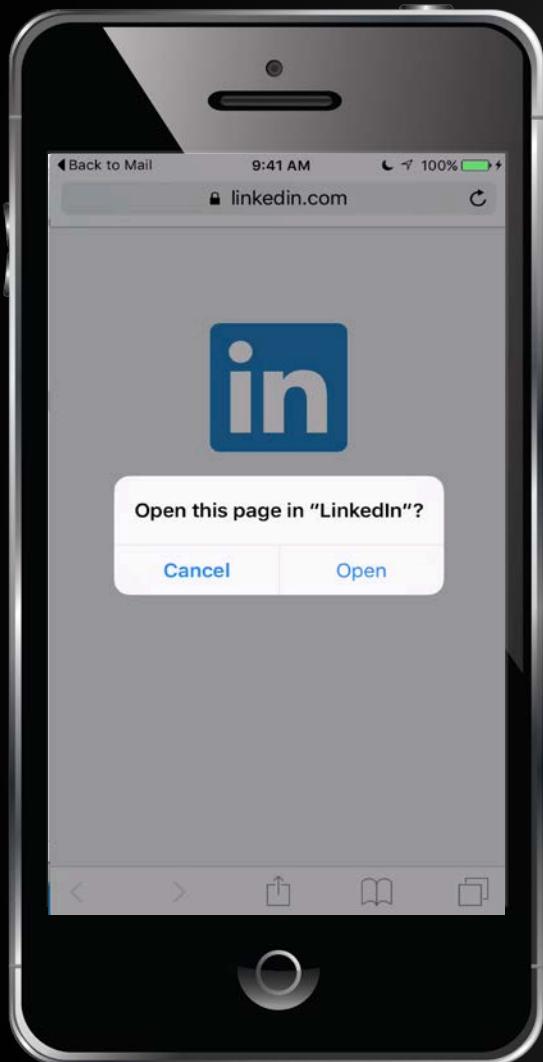
Benefits:

- Expands natural matching beyond website and on-boarders.
- Adds more devices to the Profile Graph.

Cons

- Mobile environment... No cookies but never fear...

Click-Redirect... Opportunity Knocks



Code Examples:

`publisher.demdex.com/?event&d_event=click&d_sid=XX&d_dpid=YY&d_dpuuid=ZZ&d_rd=http://www.publisher.com/AA`

- XX – Trait ID YY – Data Source ZZ – Customer ID

WAIT! It's almost identical! And a click redirect is 1st party even in Safari!

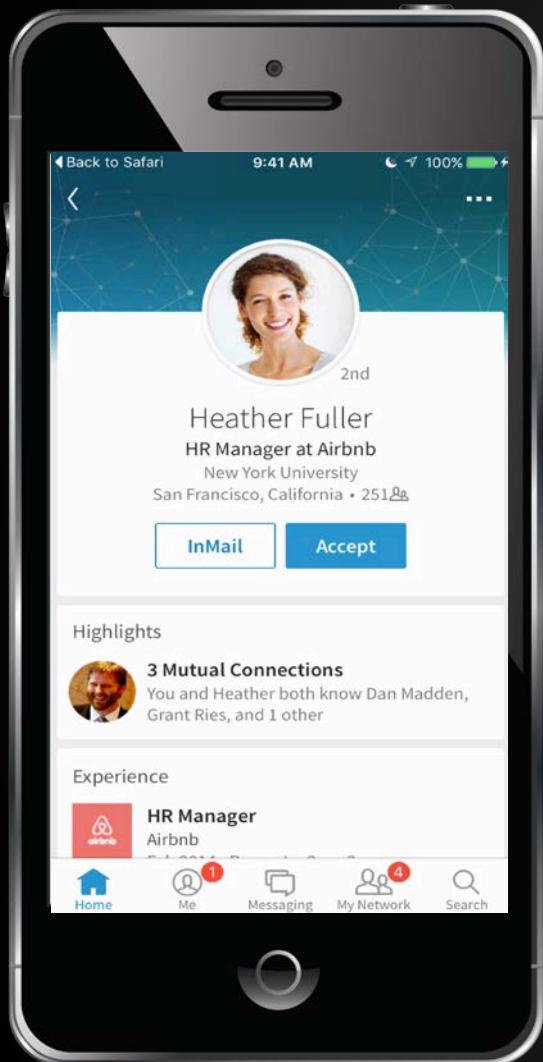
Benefits:

- Solves Safari, mobile and desktop, browser identity.
- Better consumer experience and control.
- Expands devices in Profile Graph.

Cons:

- Not easy to set up in ESP templates but doable.

Finally... Connected to the App



Benefits:

- Connect mobile web to the app
 - Next mobile web visit... don't offer the app!!
- Add another device to the Profile Graph
 - Beneficial if the customer has not logged into the app!!

Cons

- Can't think of any. You guys?

Post-Data Collection Affected

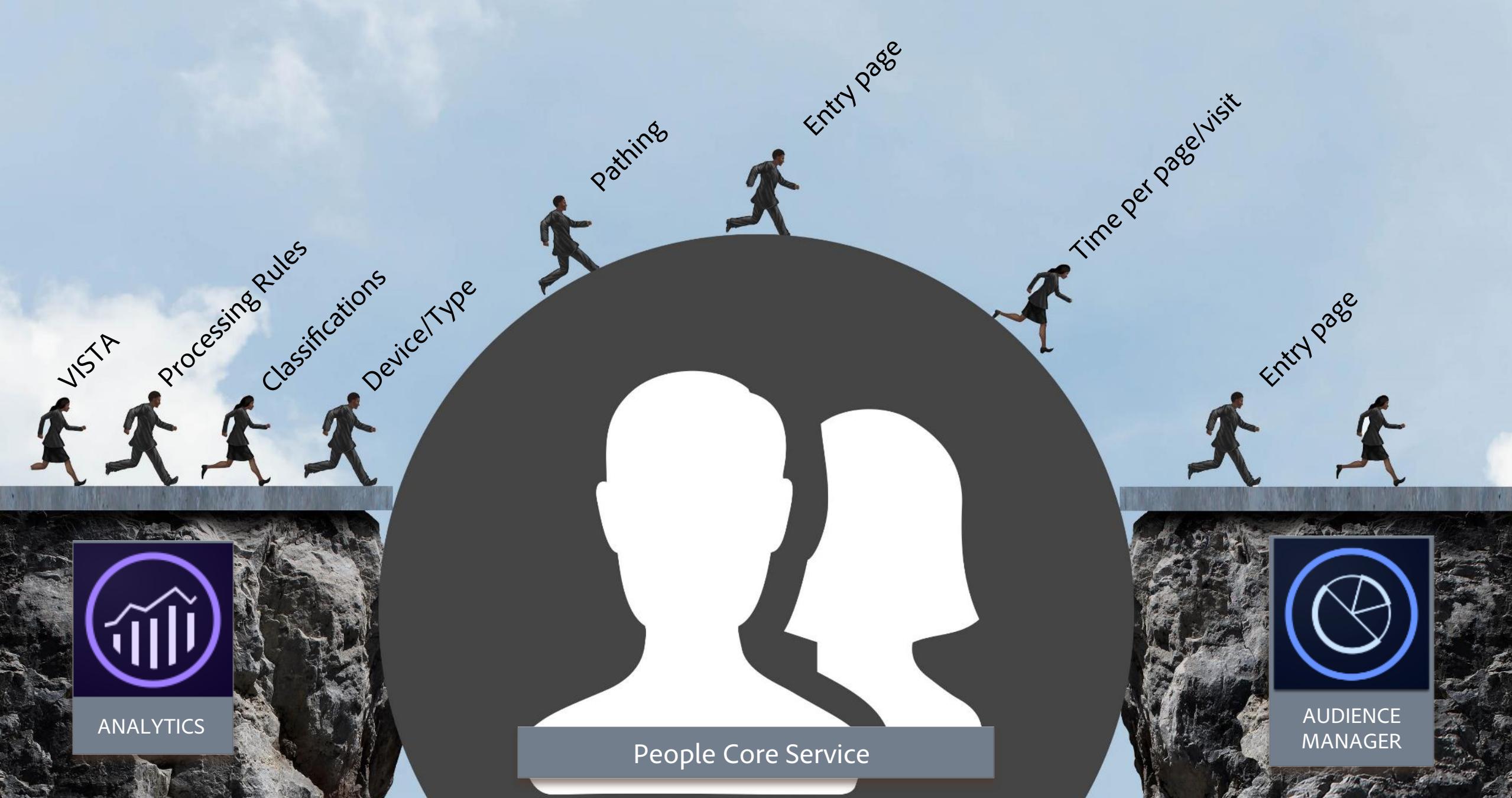
- VISTA / Processing Rules
- Classifications
- Device/Type

Visit-Based Segments

- Time per page/visit
- Pathing
- Entry page

Historical data





Audience Sharing from Analytics to AAM

Hide Components

Domoore Sandbox Test 1 ▾

Owner: Doug Moore
Last Modified: Feb 26, 2016

Page Views: 0 of 0 (0%)
Visits: 0 of 0 (0%)
Unique Visitors: 0 of 0 (0%)
* Last 90 days

Product Compatibility ? Reports & Analytics
Ad Hoc Analysis Data Warehouse

Title: 30 Min Per Visit

Description: Spent at least 30 minutes in one visit

Tags: Add Tags

Definitions: Show Visit

Time Spent per Visit - Granular is greater than or equal to 30

Make this a Marketing Cloud audience (for Domoore Sandbox Test 1)

Select the window for audience creation: Last 90 days

Save Save As Delete Cancel

Audience Sharing from Analytics to AAM

Shows up immediately in AudienceManager - Traits:

The screenshot shows the Adobe AudienceManager interface for Trait Storage. On the left, a sidebar lists trait categories: All Traits, 3rd-Party Data, Analytics Traits (which is expanded to show AGS010Template and ags010test1), and Audience Traits. The main area displays a table of traits. One trait, '30 Min Per Visit' (Trait ID: 3411135), is highlighted with a red box. Its details are shown in a modal window titled '30 Min Per Visit'. The modal contains sections for 'Basic Information' and 'Trait Expression'. The 'Basic Information' section shows the trait ID, description ('Spent at least 30 minutes in one visit'), data source ('Report Suite - ags010test1'), event type, integration code, stored in location ('ags010test1'), data category, and comments. The 'Trait Expression' section contains the expression 'segid == "s300001907_56d0dbd0e4b07c4696b7fdb"'. The 'Type' column in the table also has a red box around 'Onboarded'. A red arrow points from the 'Data Source' column in the table to the 'Data Category' field in the modal's 'Basic Information' section. A large red box encloses the entire modal window and its associated table row.

Trait Storage	Trait ID	Name	Description	Type	Data Source
All Traits 3rd-Party Data Analytics Traits AGS010Template ags010test1 Audience Traits	3411135	30 Min Per Visit	Spent at least 30 minutes in one visit	Onboarded	Report Suite - ags010test1

30 Min Per Visit

Basic Information

Trait ID: 3411135

Description: Spent at least 30 minutes in one visit

Data Source: Report Suite - ags010test1

Event Type:

Integration Code: s300001907_56d0dbd0e4b07c4696b7fdb

Stored In: ags010test1

Data Category:

Comments:

Trait Expression

```
segid == "s300001907_56d0dbd0e4b07c4696b7fdb"
```

NOT Immediately actionable:
Onboarded visitor IDs will be
available in 12-36 hours for
activation / sending to a
destination

Audience Sharing from Analytics to AAM

Shows up immediately in AudienceManager - Segments:

Segment Storage

⌚

- All Segments
 - Analytics Segments
 - AGS010Template
 - ags010test1

	Segment ID	Name
	3411136	30 Min Per Visit

30 Min Per Visit ?

Basic Information

Segment ID:	3411136
Legacy ID:	546551
Name:	30 Min Per Visit
Description:	Spent at least 30 minutes in one visit
Integration Code:	s300001907_56d0dbd0e4b07c4696b7fedb
Data Source:	Report Suite - ags010test1
Profile Merge Rule:	Current Device
Stored In:	/All Segments/Analytics Segments/ags010test1
Status:	Active
Real-time Segment Population:	7 Days: 0 30 Days: 0 60 Days: 0
Total Segment Population:	7 Days: 0 30 Days: 0 60 Days: 0

Segment Rules

30 Min Per Visit

Nuts and Bolts of the Integration

- 2 eVars
 - EFID = serialize clicks
 - SKWCID = unique ad/keyword combination

- 5 events
 - Impressions
 - Clicks
 - Cost
 - Position
 - Quality Score



Raw Tracking Codes

A screenshot of a search results page from a search engine. The search bar at the top contains the query "mediterranean cruises". Below the search bar are five category buttons: Web (highlighted in red), Images, Video, Local, and Maps. A dropdown menu for "Anytime" is visible. The results section starts with an "Ads" header. The first result is a link to "Mediterranean Cruises - Save 82% on Mediterranean cruises." from "mediterraneancruises.com". Below the link, it says "Save 82% on Mediterranean cruises. Book soon for biggest savings!" and lists several cruise lines: Princess Mediterranean Cruises, Royal Caribbean Med. Cruises, Norwegian Mediterranean Cruises, Celebrity Mediterranean Cruises, Holland America Med. Cruises, and Crystal Mediterranean Cruises. The second result is a link to "Mediterranean Cruises" from "mediterranean.cruisesonly.com". It mentions "Up to \$500 Free Spend or \$750 Cash Back. No Deposit Req'd. 2 Days Left" and lists links for "Celebrity Cruise Deals", "Norwegian Cruise Deals", and "Royal Caribbean Deals".

http://www.carnival.com/?CID=Psearch_A_B_HONEY_1241236&SE=Bing&KW=all_inclusive_honeymoon_cruise&CM=General_Non_Brand_Life_Style_Cruise&AG=Honeymoon_Cruise&_vsrefdom=nonbrand&gclid=CIce6NDYusMCFYuafgodxC0AOW&gclsrc=ds

SAINT Classifications

Data Warehouse Request

Request Name: SAINT Portfolio Classification

Reporting Date

Select either a custom or preset date range. The preset range is relative to the date the report is generated. Also choose the level of granularity desired for the report.

Custom: 02/01/16 To: 03/01/16

Preset: Last 30 days

Granularity: None

Build Report

Select items contained in the menus below by using the check box or dragging them to the headers in the preview below. The preview shows a visual depiction of the report you've defined.

Available Segments

- Non-Mobile Traffic
- Online Ads
- Paid Search
- Paid Search
- Product Purchase (test)
- Product, Search, Compare
- Return Visit
- Search (Paid + Organic)

[Manage Segments](#)

Items

Breakdowns

Standard **Custom** **Segments**

- campaign (search)
 - Campaign (Search) (First Touch Channel Detail)
 - Campaign (Search) (Last Touch Channel Detail)

Report Preview

Site: CDW Global Prod
 Date: 02/01/16 - 03/01/16
 Segment: Paid Search

Last Touch Channel Detail	Campaign (Search) (Last Touch Channel Detail)	Visits	Re
Last Touch Channel Detail	Campaign (Search)	XXXXXX	XX
Last Touch Channel Detail	Campaign (Search)	XXXXXX	XX
Last Touch Channel Detail	Campaign (Search)	XXXXXX	XX
Last Touch Channel Detail	Campaign (Search)	XXXXXX	XX

2. Revenue

	12,233	\$139,346
/ page	1	1 / 1
	12,233	\$139,346
	66	\$40,249
	54	\$0
	53	\$0
	46	\$0
	45	\$23,038
	43	\$0
	42	\$0
	42	\$0
	40	\$0
	36	\$0
	32	\$0
	29	\$0
	27	\$0
	25	\$0
	25	\$0
	25	\$0
	21	\$275
	21	\$142
	21	\$0
	21	\$0
	20	\$0
	20	\$0
	20	\$0
	20	\$0

SAINT Classifications

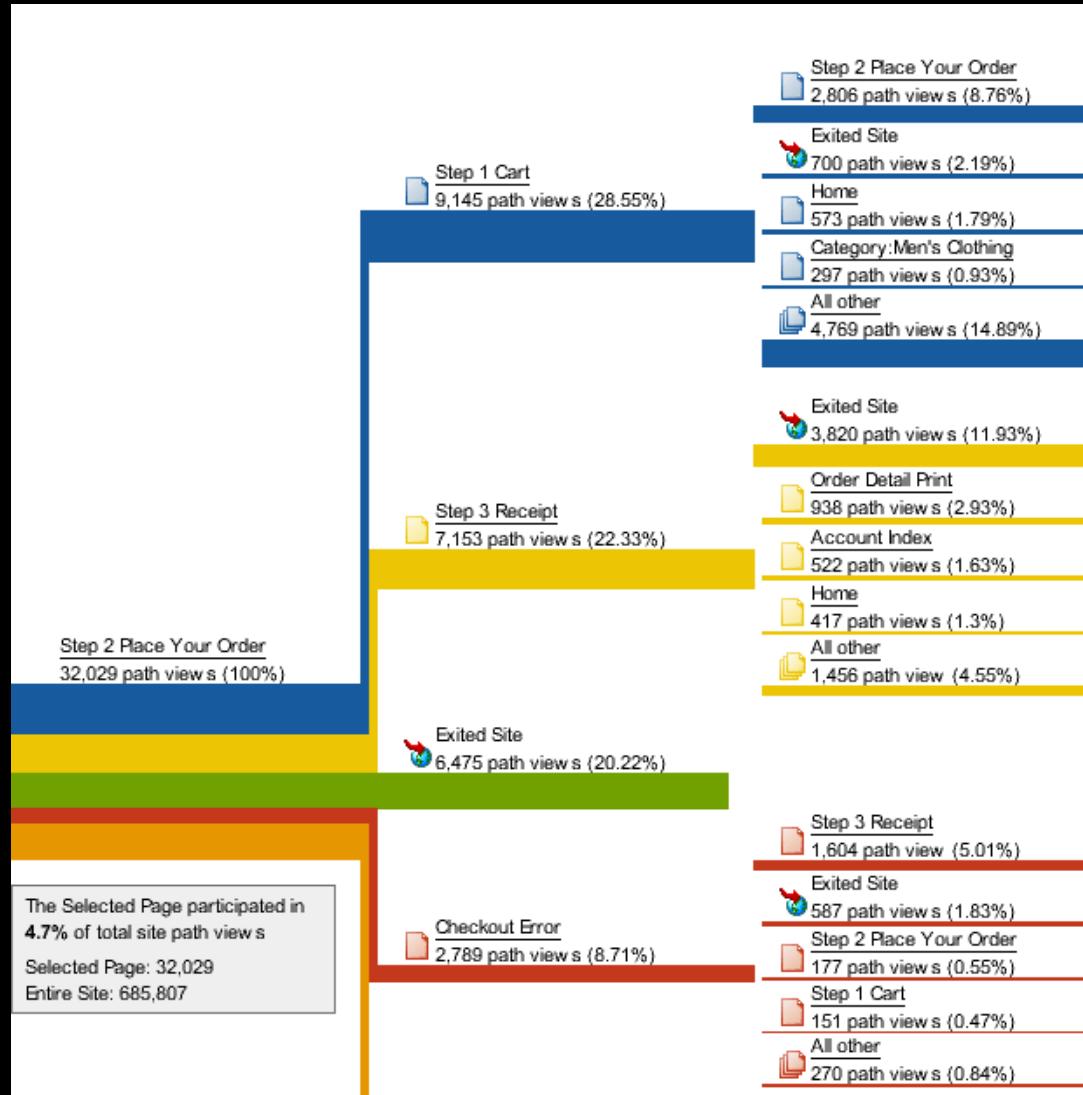
SiteCatalyst SAINT Import File					
A	B	C	D	E	F
1 ## SC	SiteCatalyst SAINT Import File	v:2.0			
2 ## SC	'## SC' indicates a SiteCatalyst pre-process header. Please do not remove these lines.				
3 ## SC	D:2015-03-05 14:47:59	A:2729848:150			
4 Key	Keyword	Match Type	Ad Group	Campaign	Account
5 TC-13364-5246-b-348	Tommy Hillman women's long tee	Broad	MSN Women's Apparel Tops	Bing Women's Apparel	Microsoft Bing - Bi
6 TC-13365-7097-S-419	skull jewelry	Exact	Yahoo Jewelry & Accessories	Yahoo Jewelry & Accessories	Yahoo - Yahoo
7 TC 13010 diamond%20engagement%20rings%	diamond engagement rings wholes	Phrase	Google Diamond Jewelry	Google Jewelry & Accessories	Google - Google - J
8 TC 13010 black%20pleated%20cotton%20pant:	black pleated cotton pants	Phrase	G - Mens Apparel Black Dress Pants Ger	Google Men's Apparel	Google - Google - J
9 TC-13364-5116-b-347	El Mac women's long sleeve shirts	Broad	MSN Women's Apparel Tops	Bing Women's Apparel	Microsoft Bing - Bi
10 TC 13010 mens%20sweater S 2985703848	mens sweater	Phrase	G - Mens Apparel Sweaters Generic	Google Men's Apparel	Google - Google - J
11 TC-13364-6299-b-389	armora cotton cargo pants	Broad	MSN Men's Armora Casual Pants	Bing Men's Casual Pants	Microsoft Bing - Bi
12 TC 13010 women%27s%20blue%20jeans S	women's blue jeans	Phrase	Google Women's Apparel Denim	Google Women's Apparel	Google - Google - J
13 TC-13365-8071-S-475	LA to New York women's black tee	Exact	Yahoo Women's Apparel Tops	Yahoo Women's Apparel	Yahoo - Yahoo
14 TC 13010 pendant%20jewelry S 3024377388	pendant jewelry	Phrase	Google Jewelry & Accessories	Google Jewelry & Accessories	Google - Google - J
15 TC-13365-7061-S-419	cufflinks	Exact	Yahoo Jewelry & Accessories	Yahoo Jewelry & Accessories	Yahoo - Yahoo
16 TC-13365-7990-S-472	Fuel pullovers	Exact	Yahoo Men's Apparel Tops Casual Fuel	Yahoo Men's Apparel	Yahoo - Yahoo
17 TC 13010 gold%20diamond%20ring S 30243	gold diamond ring	Phrase	Google Diamond Jewelry	Google Jewelry & Accessories	Google - Google - J
18 TC-13364-5387-b-347	Avery Taylor women's long sleeve c	Broad	MSN Women's Apparel Tops	Bing Women's Apparel	Microsoft Bing - Bi
19 TC-13365-7601-S-442	citizens mens relaxed boot cut	Exact	Yahoo Men's Citizens Jeans	Yahoo Men's Denim	Yahoo - Yahoo
20 TC-13364-5849-b-383	racei mens boot cut jeans	Broad	MSN Men's Racei Jeans	Bing Men's Denim	Microsoft Bing - Bi
21 TC-13364-5841-b-383	racei straight leg boot cut	Broad	MSN Men's Racei Jeans	Bing Men's Denim	Microsoft Bing - Bi
22 TC 13010 Ireland%20Couture%20black%20pleat	Ireland Couture black pleated cotto	Phrase	G - Mens Apparel Dress Pants Ireland C	Google Men's Apparel	Google - Google - J
23 TC 13010 racei%20boot%20cut S 302437513	racei boot cut	Phrase	Google Men's Racei Jeans	Google Men's Denim	Google - Google - J
24 TC-13365-8021-S-473	Citizens women s jeans	Exact	Yahoo Women's Apparel Denim	Yahoo Women's Apparel	Yahoo - Yahoo
25 TC-13364-6150-b-387	custom rings	Broad	MSN Diamond Jewelry	Bing Jewelry & Accessories	Microsoft Bing - Bi

Volume vs. Efficiency

	 Channel	 Revenue	
1.	 <u>None</u> 	\$2,681,328	40.2%
2.	 <u>Paid Search</u>	\$1,322,696	19.8%
3.	 <u>Shopping Search</u>	\$1,164,559	17.5%
4.	 <u>Vendor Links</u>	\$660,488	9.9%
5.	 <u>Email</u>	\$630,435	9.5%
6.	 <u>Affiliate</u>	\$158,054	2.4%
7.	 <u>ODAT ADS</u>	\$27,754	0.4%
8.	 <u>New Media</u>	\$22,618	0.3%
9.	 <u>Affiliates</u>	\$1,516	0.0%
Total		\$6,667,721	

	 Campaign	 ROAS	
	 1. Yahoo - L	20,703%	
	 2. Google - D	11,944%	
	 3. MSN - Sec	9,954%	
	 4. Yahoo - D	7,324%	
	 5. Unspecified	4,645%	
	 6. MSN - 686	4,226%	
	 7. Google - S	3,937%	
	 8. MSN - Nide	3,488%	
	 9. Yahoo - A	2,801%	
	 10. Yahoo - I	2,743%	

Pathing & Fallout Bottlenecks



Cart from Dogfunk.com - Windows Internet Explorer
http://www.dogfunk.com/dogfunk/cart/add.html

DOGFUNK.COM

SEARCH GO

HOME | VIEW CART | MY ACCOUNT | HELP

SHOPPING CART

CONTINUE SHOPPING Shopping Cart Checkout Receipt CONTINUE CHECKOUT

Qty.	Item Description	Each	Total
1	Volcom Hallstead Bomber Jacket - Men's Black, XL - Item VLC1307 Inventory Available: 3	\$6.95	\$52.22

SEE YOUR TOTAL COST (OPTIONAL)
Enter ZIP Code > UPDATE

Your order qualifies for FREE shipping! Select the Economy (7-14 Days) shipping option below. Please enter a valid 5-digit U.S. ZIP code.

For International Shipping rates, click "Proceed to Checkout" and enter country information.

Subtotal: \$52.22
Tax: \$0.00
Shipping: \$0.00
Total: \$52.22

* This order qualifies for free shipping!

CONTINUE SHOPPING CONTINUE CHECKOUT

DC Willis Sock Black/White, 10-13 Inventory Available: 25 Oakley Leather Skull Belt Sheet Metal, XL - Item OAK0589 Inventory Available: 3 Nitro Team Art Attack Snowboard 157 cm, Wide - Item NTR0046 Inventory Available: 1 Reef Dram Sandal - Men's Black, 12.0 - Item REF0075 Inventory Available: 2

INFO / BUY INFO / BUY INFO / BUY INFO / BUY

Keep Shopping in: Home | Men's Clothing | Street Jackets | Volcom

Funnel Averages

Custom Toolbar

A26

Sign In Create Manage Refresh Format Schedule Library Options Help

Composed To Date: 10 - Mar 12

Channel	Visits	Revs	Rev %	Devs	Visits	Avg	Revenue	%
Search Engine	3,678,542	\$1,624,398	4%	10,231	10,231	35.79	\$160,374,752	100%
Referrals	13,021,260	\$1,161,205	8%	15,162	15,162	87.25	\$76,738,791	100%
Email Direct	8,374,180	\$1,029,965	12%	29,585	29,585	8.94	\$34,600,886	100%
Cat	8,765,435	\$1,020,971	11%	33,731	33,731	4.32	\$30,518,682	100%
Affiliates	4,220,720	\$1,022,290	6%	26,595	26,595	3.85	\$24,220,265	100%
Banner	12,802,160	\$1,020,652	8%	75,000	75,000	13.27	\$74,220,265	100%
Social	5,840,223	\$1,020,051	9%	28,721	28,721	19.85	\$54,573	100%
Display	6,621,370	\$1,020,234	7%	30,624	30,624	7.17	\$21,641,180	100%
Total	\$88,665,888	21,490	88,665,888	\$10,81	\$88,665,888			

Pie Metric: Visits

Bar Metric: Conv. Rate

Notes / Insights / Analysis

At the start date and end date in the top-left corner of column C (access more than half of the data), one previous range for the data metrics in the bottom table will result in an error. However, all of the data in the chart below will still be accurate.

The data passed into the channel summary is currently trended by weekly granular, but it could potentially include daily data, just keep it consistent either way.

The efficiency metrics are calculated through forward-looking metrics enabled on the channel: revs/visits. All you need to do is sum the total conversion volumes.

For example, the top-left corner of column C (access more than half of the data), one previous range for the data metrics in the bottom table will result in an error. However, all of the data in the chart below will still be accurate.

Once a data range is set, any changes to the bottom range can be taken to consider the same range of data as directly previous.

These are used to assess the overall funnel metrics. These current ranges allow the user to immediately see start and end data in the top-left to immediately update all trends and charts on the channel summary page.

The paid search summary looks much the same as organic vs. direct vs. referrer traffic, but on granular trends, but you can enter any range for the current or previous. (Forward, Backward, etc.)

Conversion Rate

Order Conversion

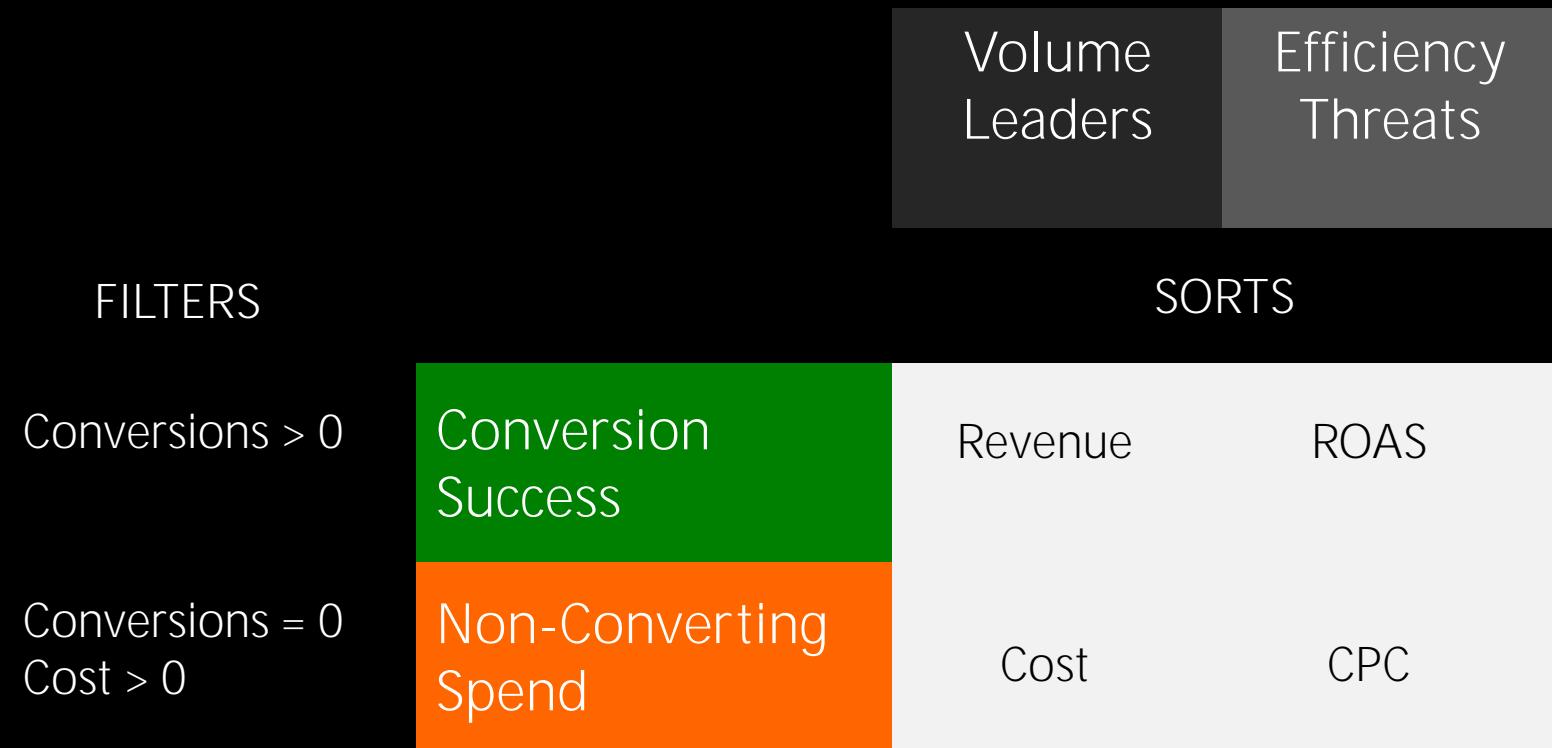
Revenue

Conversion Rate

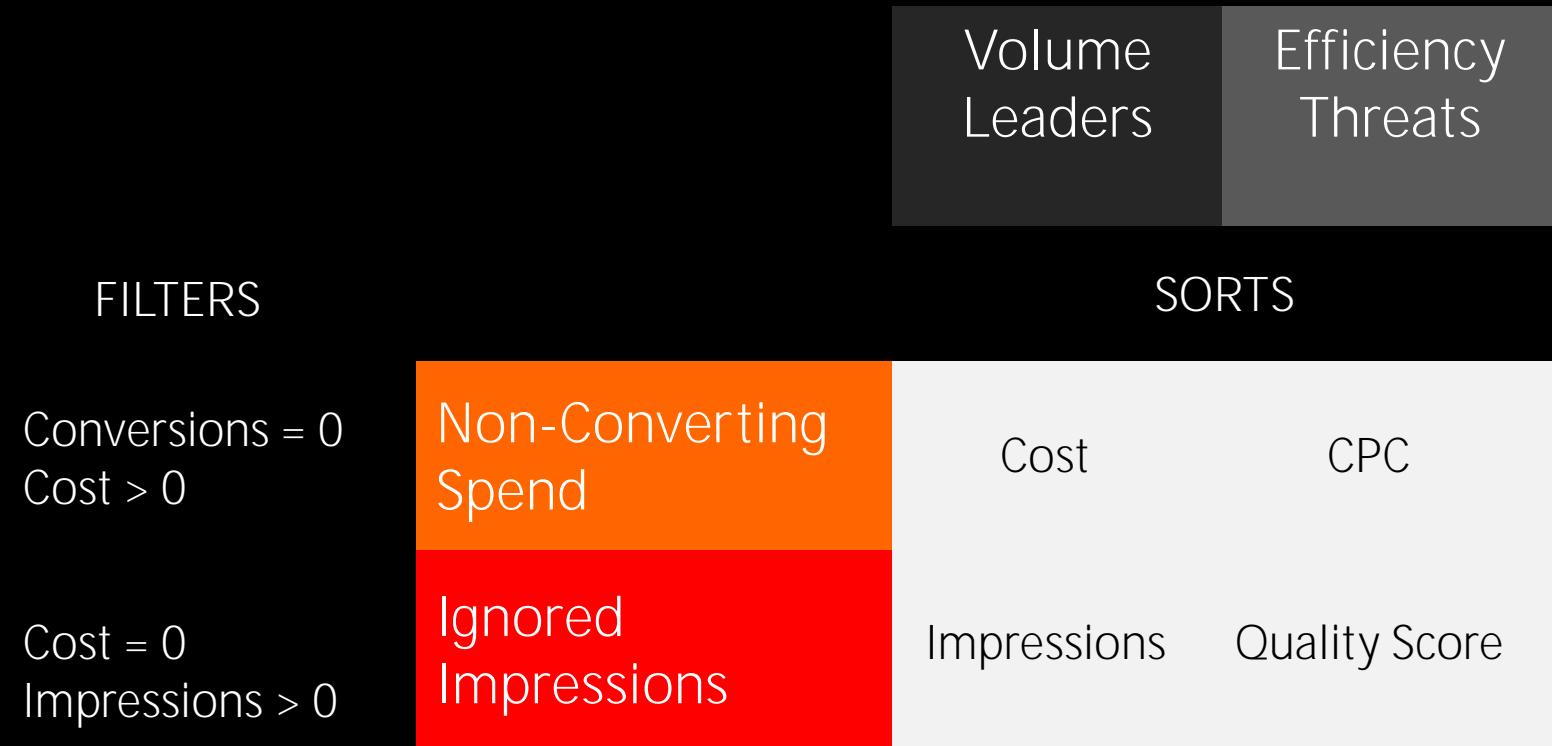
Order Conversion

Revenue

Performance Segmentation



Performance Segmentation



< Components

Manage Segments

Manage Calculated Metrics

Manage Date Ranges

Manage Projects

Manage Bookmarks

Manage Dashboards

Manage Targets

Alerts

Calendar Events

Scheduled Reports

Archived Reports

Report Settings



Hide Components

Global Production

Summary

$$fx \text{ if } (\text{logical_test} (\text{AMO/Search Clicks (event45)} \leq 0) \text{ value_if_true } \text{ AMO/Search Impressions (event42)} \text{ value_if_false } 0)$$

Definition

IF (logical_test, value_if_true, value_if_false) ⓘ

logical_test

LESS THAN OR EQUAL (metric_X, metric_Y) ~ "Metric 1 <= Metric 2" ⓘ

metric_X

AMO/Search Clicks (event45)

metric_Y

0

value_if_true

AMO/Search Impressions (event42)

value_if_false

0

Create New Project
 Open Existing Project
 Save Project
 Save Project As
 Curate Components
 Share
 Favorite
 Download as CSV
 More
 Clear

Revenue Volume Leaders

Revenue (Gross Merchandise)

Orders

Revenue Efficiency Threats

Revenue with 2 Decimal Points

Orders

Revenue Volume Leaders

Make sure these top revenue products have their own dedicated single keyword ad groups with aggressive bids. Potentially consider creating dedicated landing pages or at least emphasis on the home page.

	Revenue (Gr)	Orders	AOV
style:vendor:product name (Product) ▼ (advanced) Page: 1 / 272 > Rows: 25 1-25 of 6,789	\$63,720,416	509,042	\$125.18
1. 129	\$968,950	11,819	\$81.98
2. 130	\$628,912	5,987	\$105.05
3. 177!	\$607,785	8,411	\$72.26
4. 724	\$373,277	8,203	\$45.50
5. 177!	\$334,048	3,526	\$94.74

Revenue Efficiency Threats

Watch out for unprofitable conversions where shipping and COGS could result in lost profit. Discourage orders that only include these low value accessories or at least suppress them outside of basic upsell.

	Revenue with	Orders	AOV
style:vendor:product name (Product) ▼ (advanced) Page: 1 / 272 > Rows: 25 1-25 of 6,789	\$63,720,416.02	509,042	\$125.18
1. 892	\$0.97	1	\$0.97
2. 677	\$0.97	1	\$0.97
3. 163!	\$1.97	1	\$1.97
4. 628	\$1.97	1	\$1.97
5. 677	\$1.97	1	\$1.97

Dimensions

- AB Test #2 (v36) (evar36)
- Channel (Tracking Code)
- Department (merch) (Prod...)
- Mobile Device Type
- AB Test #6 (v41) (evar41)

Metrics

- Visits
- Revenue (Gross Merchandi...)
- Orders
- Page Views
- Cart Additions

Segments

- Mobile Visits
- Non-mobile Visits
- Return Visitors
- First Time Visitors
- channel equals natural sea...

New

type # to add filters & tags
 Create New Project
 Open Existing Project
 Save Project
 Save Project As
 Curate Components
 Share
 Favorite
 Download as CSV
 More
 Clear All

Cart Volume Leaders

Product	Orderless Cart Adds	Product Views
Product A	350	2,200
Product B	250	1,800
Product C	200	1,500
Product D	150	1,200
Product E	100	800
Product F	50	500
Product G	30	300
Product H	20	200
Product I	10	100
Product J	5	50

Cart Efficiency Threats

Product	Orderless Cart Adds	Product Views
Product A	3	4,500
Product B	2	3,000
Product C	1	1,500
Product D	1	1,000
Product E	0.5	2,000
Product F	0.5	4,000
Product G	0.5	6,000
Product H	0.2	2,500
Product I	0.1	1,200
Product J	0.1	7,000

Cart Volume Leaders

Much like the order efficiency segment in the upper-right, focus re-marketing efforts here. But only after confidence has been established that the price and shipping cost will result in an easy sale.

Rank	Product Name	Orderless Cart Adds	Product Views	Conv. Rate
1	Product A	944	21,140,974	15.33%
2	Product B	669	356	8.84%
3	Product C	1114	32	14.75%
4	Product D	565	18	18.84%
5	Product E	474	13	2.45%
6	Product F	349	11	449

Cart Efficiency Threats

These products are very interesting to potential customers, but Gap must find the purchase consideration obstacle. Put yourself in the customer's shoes to determine whether price or some other factor is preventing cart additions.

Rank	Product Name	Orderless Cart Adds	Product Views	Conv. Rate
1	Product A	349	21,140,974	0.02%
2	Product B	940	6,159	0.02%
3	Product C	934	4,167	0.03%
4	Product D	942	7,673	0.04%
5	Product E	926	2,707	0.04%
6	Product F	7,653	3	0.04%

Dimensions
Metrics
Segments

AB Test #2 (v36) (evar36)
Visits
Mobile Visits

Channel (Tracking Code)
Revenue (Gross Merchandi...
Non-mobile Visits

Department (merch) (Prod...
Orders
Return Visitors

Mobile Device Type
Page Views
First Time Visitors

AB Test #6 (v41) (evar41)
Cart Additions

New
New
New

type # to add filters & tags

Dimensions

- AB Test #2 (v36) (evar36)
- Channel (Tracking Code)
- Department (merch) (Prod...)
- Mobile Device Type
- AB Test #6 (v41) (evar41)

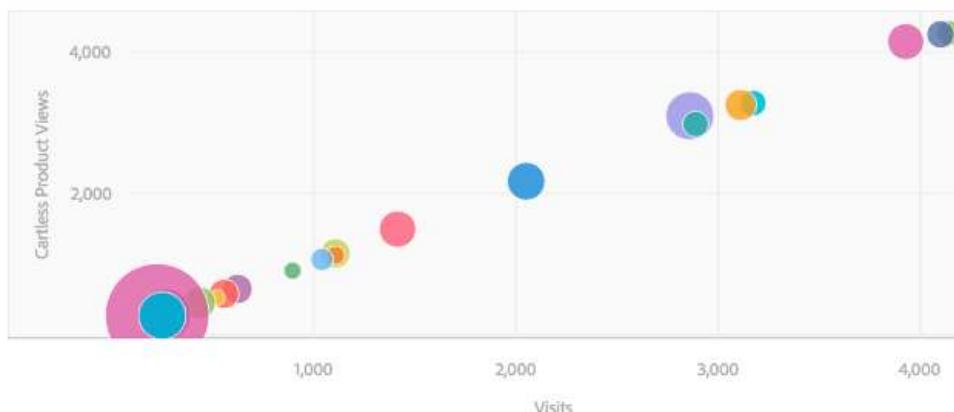
Metrics

- Visits
- Revenue (Gross Merchandi...)
- Orders
- Page Views
- Cart Additions

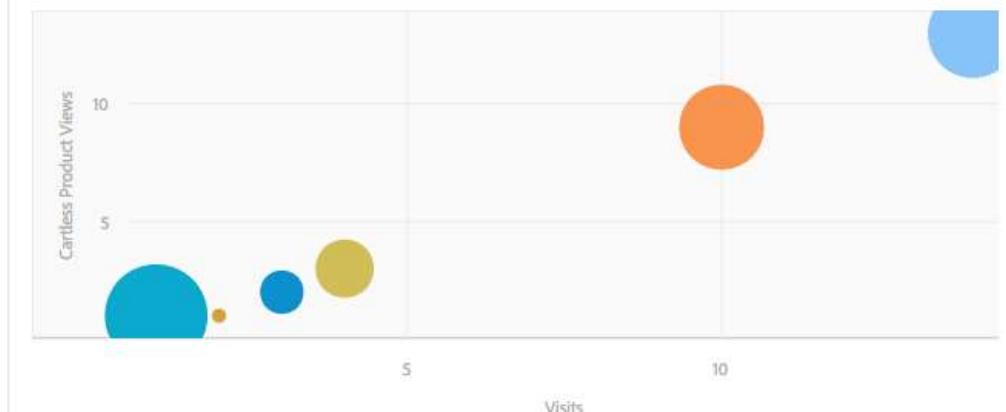
Segments

- Mobile Visits
- Non-mobile Visits
- Return Visitors
- First Time Visitors
- channel equals natural sea...

• Product View Volume Leaders



• Product View Efficiency Threats



• Product View Volume Leaders

Much like the cart efficiency segment in the upper-left, focus on reviewing the product page experience here. Quantify the revenue opportunity by dividing the cartless product views by the average cart to view conv. rate

	Cartless Product Views	Visits	Conv. Rate
style:vendor:product name (Product) ▼ (advanced)			
Page: 1 / 471 > Rows: 25 1-25 of 11,757	Feb 28 Apr 2 ↓ 0	21,596,531	Feb 28
1. 960	4,267	4,145	102.94%
2. 106	4,247	4,101	103.56%
3. 945	4,145	3,929	105.50%
4. 682	3,275	3,174	103.18%
5. 421	3,249	3,112	104.40%

• Product View Efficiency Threats

Bottlenecks appear to be less of a problem towards the top of the funnel where many landing pages jump straight to product details pages. The few visits that do not result in a product view should be checked for broken search results.

	Cartless Product View	Visits	Conv. Rate (Prod View/Vi...)
style:vendor:product name (Product) ▼ (advanced)			
Page: 1 / 471 > Rows: 25 1-25 of 11,757	Feb 28 Apr 2 ↑ 0	1,596,531	Feb 28 Apr 2
1. 958	1	2	50.00%
2. 576	1	2	50.00%
3. 988	1	2	50.00%
4. 218	1	2	50.00%
5. 225	1	2	50.00%

Advertising Insights



Adobe Media Optimizer

Search

Display

Social

adobe_systems



Advertising Insights

Select Analysis

Report History

Run Now

Settings

Description



Day of week spend

Calculates optimal spend distribution by day of week. Use to determine DOW targets.



Match Type

Shows spend and revenue distribution across match types over the last 30 days



Campaign Caps

Checks if spend on a Media Optimizer portfolio is limited by campaign budgets and recommends adjustments to settings



Portfolio Pre/Post

Compares portfolio performance during two time periods



Quality Score

Provides Quality Score trends over the last 90 days. Run time varies from 1 to 20 minutes depending on keyword count.



Mobile Optimization

Checks device performance and evaluates the current settings of mobile-specific optimization features

Analyzes a portfolio's impression-weighted Quality Score trend over the last 90 days, providing a current snapshot and highlighting changes in average Quality Score.

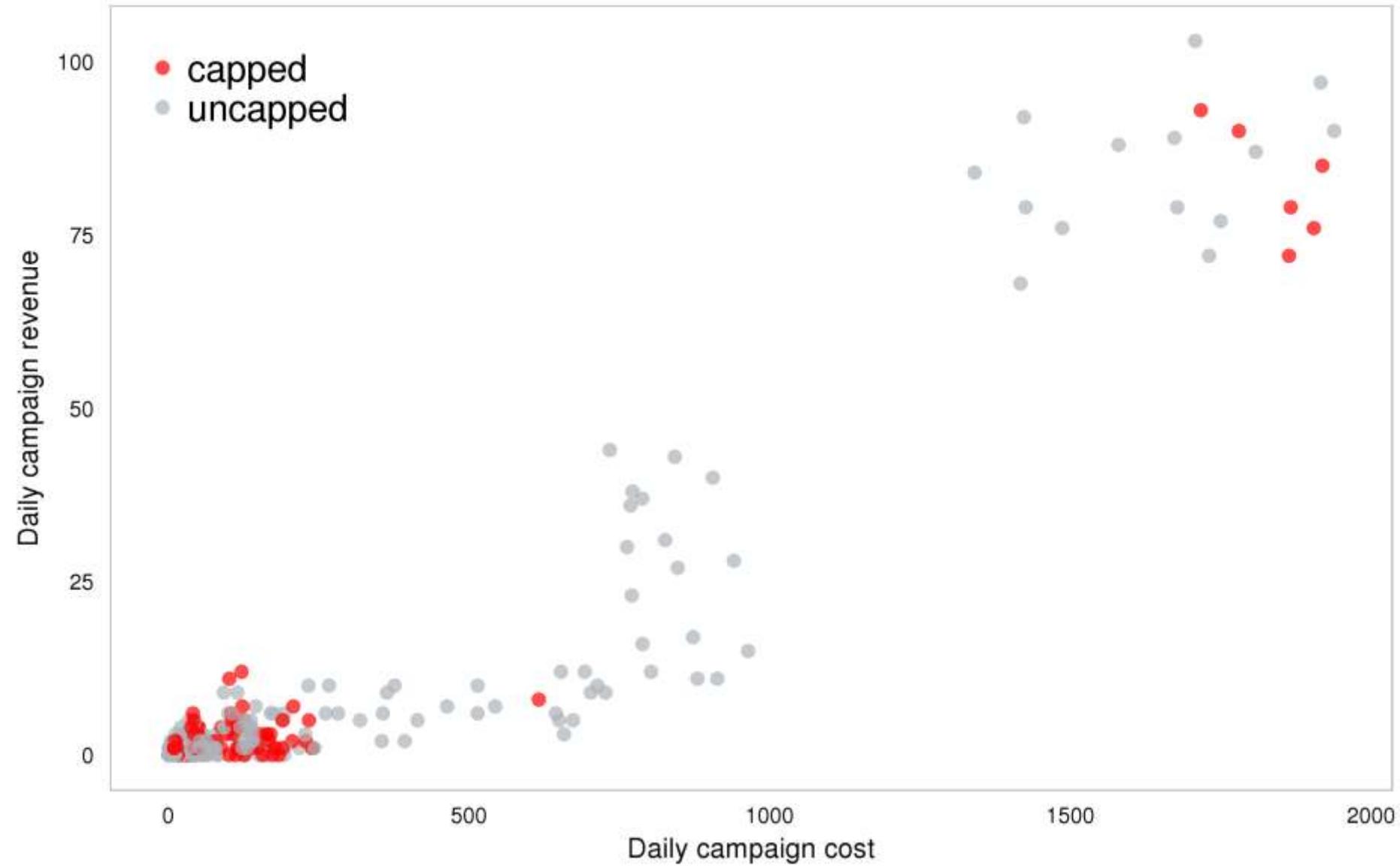
This analysis can be used to discuss the overall health of an account in terms of Quality Score and potential effects on average Cost-per-Clicks.

Day of Week



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Flat	2500	2500	2500	2500	2500	2500	2500
Current	2500	2500	2500	2500	2500	2500	2500
Optimal	2564	2408	2564	2720	3032	2096	2252

Budget Caps

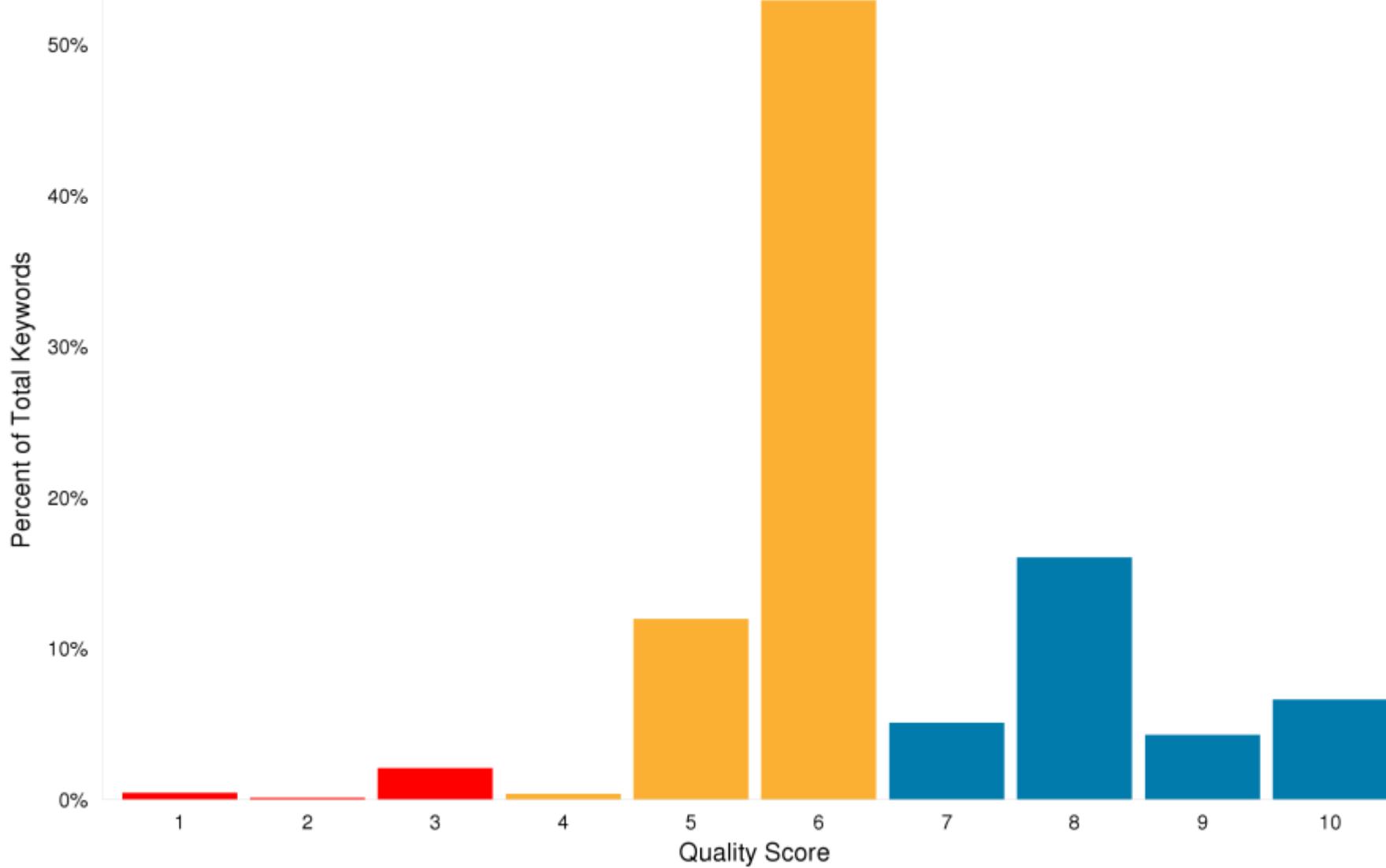


Relevant portfolio settings

Spend Multiple: Predicted campaign spend variance allowed to give head room for cost

Multiple Status 1.5
Status too low

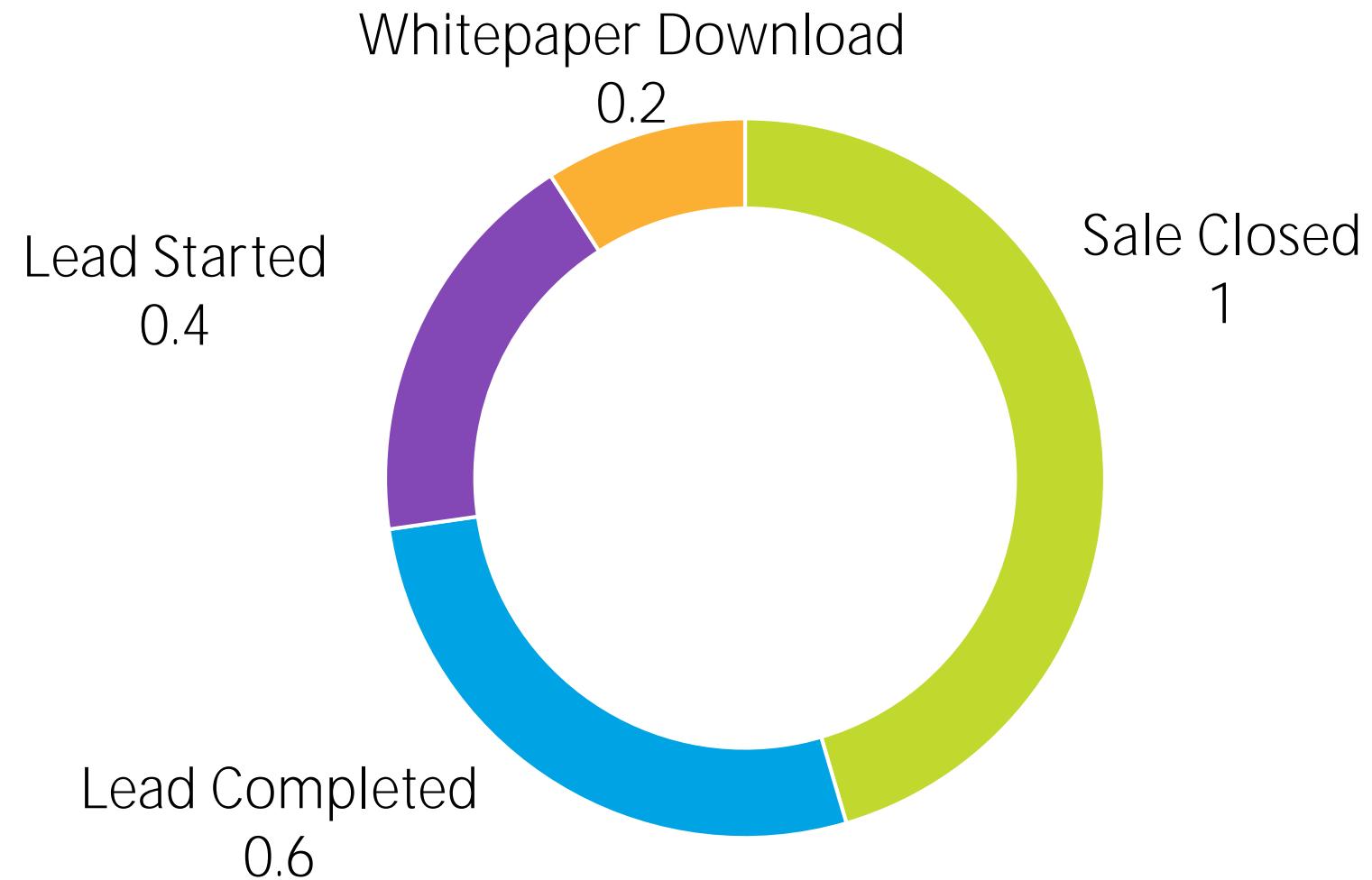
Quality Score Counts



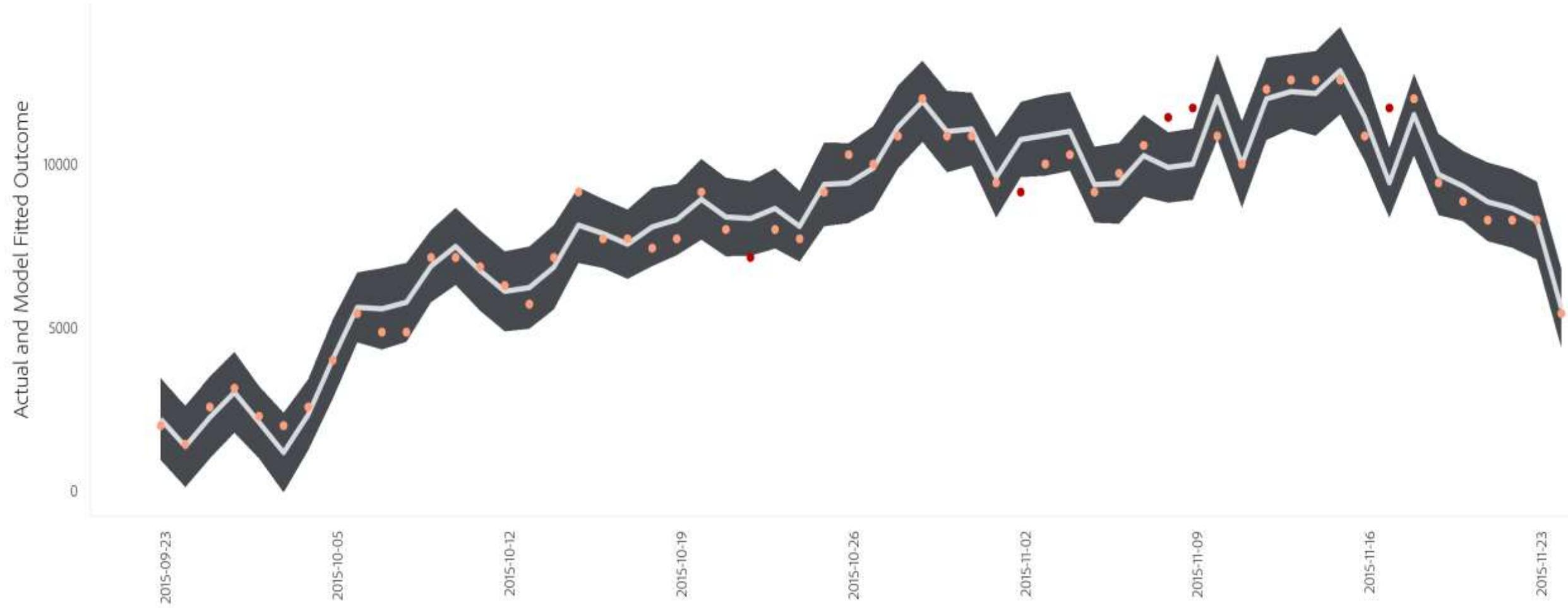
Quality Score Tiers	Keyword Count
Good	731
Average	1489
Poor	61

In the last 30 days,
32.0% of keywords
had a Quality score in
the 7 to 10 range

Portfolio Objective Weights

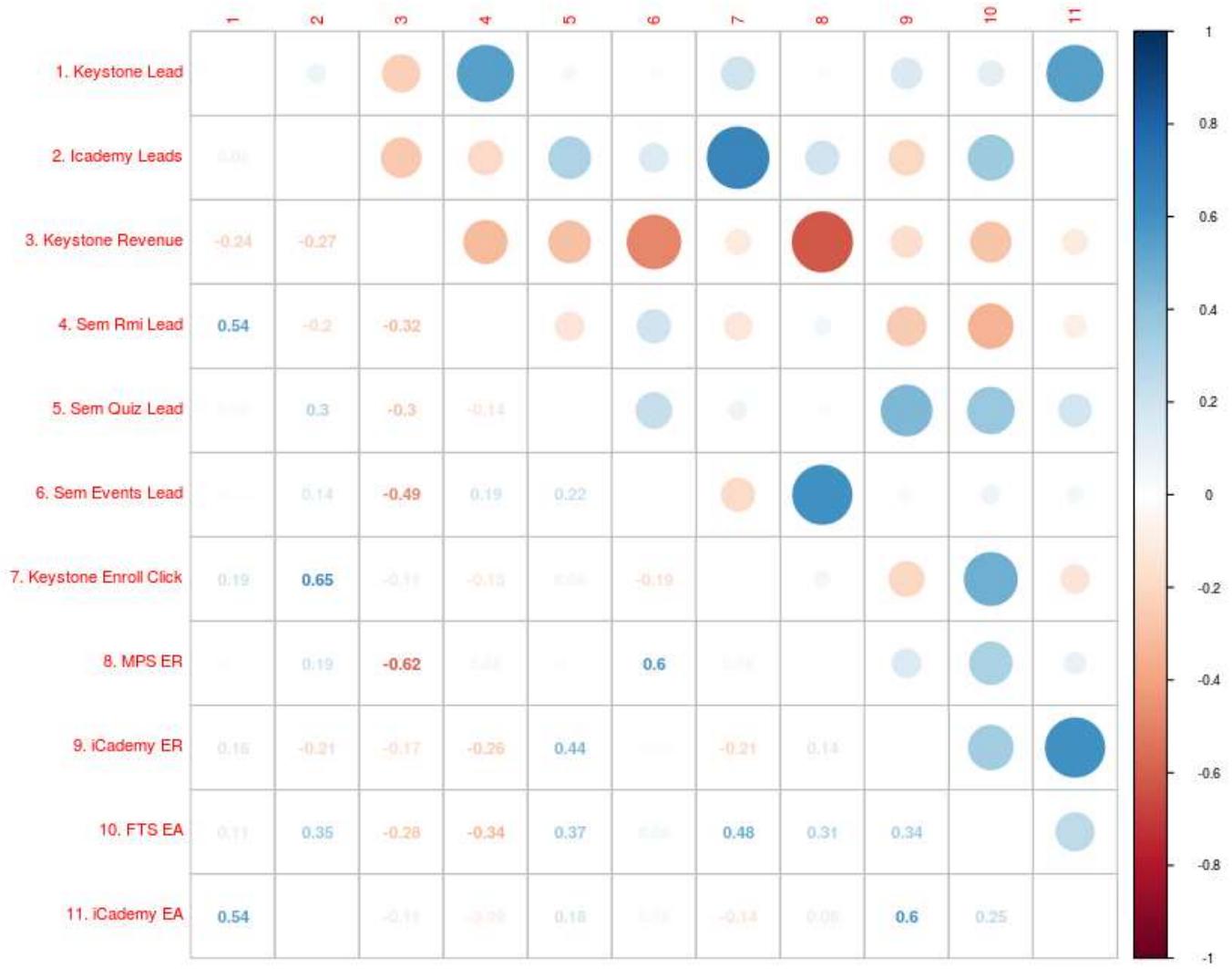


Prediction Accuracy



Correlation between Predictors

Properties considered	25
Properties removed	21
No early signal	0
Do conversion data	11
Redundant data	10
Low correlation	0
Included in final model	4



Cart vs Partner

	A	B	C	D	E	F	G	H
1	Portfolio	Cost	Cart Order	Cart Revenue	Cart ROI	Partner Orders	Partner Revenue	Partner ROI
2	Campaign A	\$ 37,124	473	\$ 530,773	\$ 13.30	1,072	\$ 1,566,824	\$ 41.21

5	Campaign	AMO Impressions	AMO Clicks	AMO Cost	Visits	Orders	Revenue
17	Partner A PLA	734858	9113	17930	11453	341	379938.75
31	Partner A	719587	5186	6016	4896	53	28979.57
34	Partner A EPN	205766	5000	10656	3494	12	42196.31
44	Partner A SKU	32904	3424	2522	5551	67	79658.85

5	Brand Description	Item Type Description	Orders	Revenue
6	Partner A	Printing & Document Scanning (P)	1440	815349.17
7	Partner A	Notebook/Mobile Devices (L)	522	737984.91
8	Partner A	Video-Projection-Pro Audio (V)	366	193628.35
9	Partner A	Desktop Computers (C)	307	437474.96
10	Partner A	Services (Partner Delivered) (Q)	178	68779.71
11	Partner A	Memory/System Components (U)	119	89845.23
12	Partner A	Accessories (A)	108	12245.14

Cart vs Partner

Date	Total Revenue by Partner Portfolios	Revenue for Partner's Intended Products	Revenue from Other Partners' Products
2014-Q2	\$32.7 M	\$6.3 M (19%)	\$26.4 M (81%)
2014-Q3	\$43.2 M	\$8.1 M (19%)	\$35.1 M (81%)
2014-Q4	\$35.7 M	\$5.3 M (15%)	\$30.4 M (85%)
2015-Q1	\$30.7 M	\$4.8 M (16%)	\$25.9 M (84%)
2015-Q2	\$39.8 M	\$6.9 M (17%)	\$32.9 M (83%)
2015-Q3	\$31.9 M	\$5. M (16%)	\$26.9 M (84%)
2015-Q4 ¹	\$17.7 M	\$2.7 M (16%)	\$14.9 M (84%)
Total	\$231.6 M	\$39.1 M (17%)	\$192.5 M (83%)

¹ Through Nov-15

Adobe revenue
driven by Adobe

Adobe revenue
driven by Other

Why didn't we hit our number last month?

The screenshot shows a complex reporting interface with multiple tabs and filters. The main focus is a comparison between Jan 2016 and Feb 2016 revenue across different campaign levels and specific keywords.

Jan 2016 and **Feb 2016** are selected in the top left. The top right shows the date range **1/1/16 - 2/29/16**.

Table Builder: The interface includes a **Table Builder** section with filters for **Campaign (Search) (Last Touch Channel Detail)** and **Keyword (AMO ID)**.

Revenue Comparison: The table compares **1. Revenue** for Jan 2016 (\$1,673,074) and Feb 2016 (\$1,520,162).

Category Breakdown: The data is broken down by category, including **1. Printing & Document Scanning (P)**, **2. Inkjet & Laser Printers**, and **3. Printer LaserJet**.

Specific Keyword Analysis: A detailed view of the **Printer LaserJet** category is shown, comparing **1. +L** and **2. +P** keywords.

Category	Keyword	Jan 2016 Revenue	Feb 2016 Revenue
Printer LaserJet	1. +L	\$18,934	\$0
	2. +P	\$1,272	\$0
Total		\$43,227	\$16,735
Total		\$882,887	\$516,940
1. Jan 2016			
2. Feb 2016			
19. Other (Do Not Use)			
20. Services (CDW De			
21. None			
22. Telephony (T)			

Segments 19

[Add | Manage](#)[My Reports](#)[Hide Segments](#)[Favorite](#)[Bookmark](#)[Edit Metrics](#)[CDW Global Prod](#)[Show Analysis Queue](#)

Contribution Analysis - Revenue on March 1, 2016

Help 0



Search Segments

(Only) CDW Global

[My Reports](#)[Favorite](#)[Bookmark](#)[Create Segment](#)[Hide Selected](#)[CDW Global Prod](#)[Show Analysis Queue](#)

Advanced Selection

[By Favorites](#)

Paid Search

[Recently Viewed](#)[Last Touch Channel](#)[Recommended Reports](#)[Pages](#)[Campaign \(Search\)](#)

Natural Search

[Campaign](#)[DialogTech \(v70\)](#)

New Visits

[Adobe Summit](#)[Customer Loyalty](#)

Adobe CCT

[Anomaly Detection](#)[Referring Domains](#)

Adobe Acrobat

[Report History](#)[Anomaly Detection](#)

Return Visit

[Recommended Reports](#)[Adobe Summit](#)[Adobe Natural Search Breakdown](#)

Search (Paid + O

[Last Touch Channel](#)[Campaign](#)[Pages](#)

Product, Search

[Partner](#)[Customer Loyalty](#)

Selected Segments

[Channel Overview Report](#)

Natural Search

[Apply](#)

Revenue on March 1, 2016

[Create Segment](#)

Natural Search

Contribution Summary

Top Items

- 1. Product: 3201878
- 2. Product: 3301847
- 3. Product: 3301857
- 4. Product: 3961998
- 5. Product: 2999434

Contribution Score

Revenue

Visitors

1.00

95,569 (6%)

7 (< 1%)

0.83

66,590 (5%)

2 (< 1%)

0.79

60,523 (4%)

2 (< 1%)

0.72

50,700 (3%)

4 (< 1%)

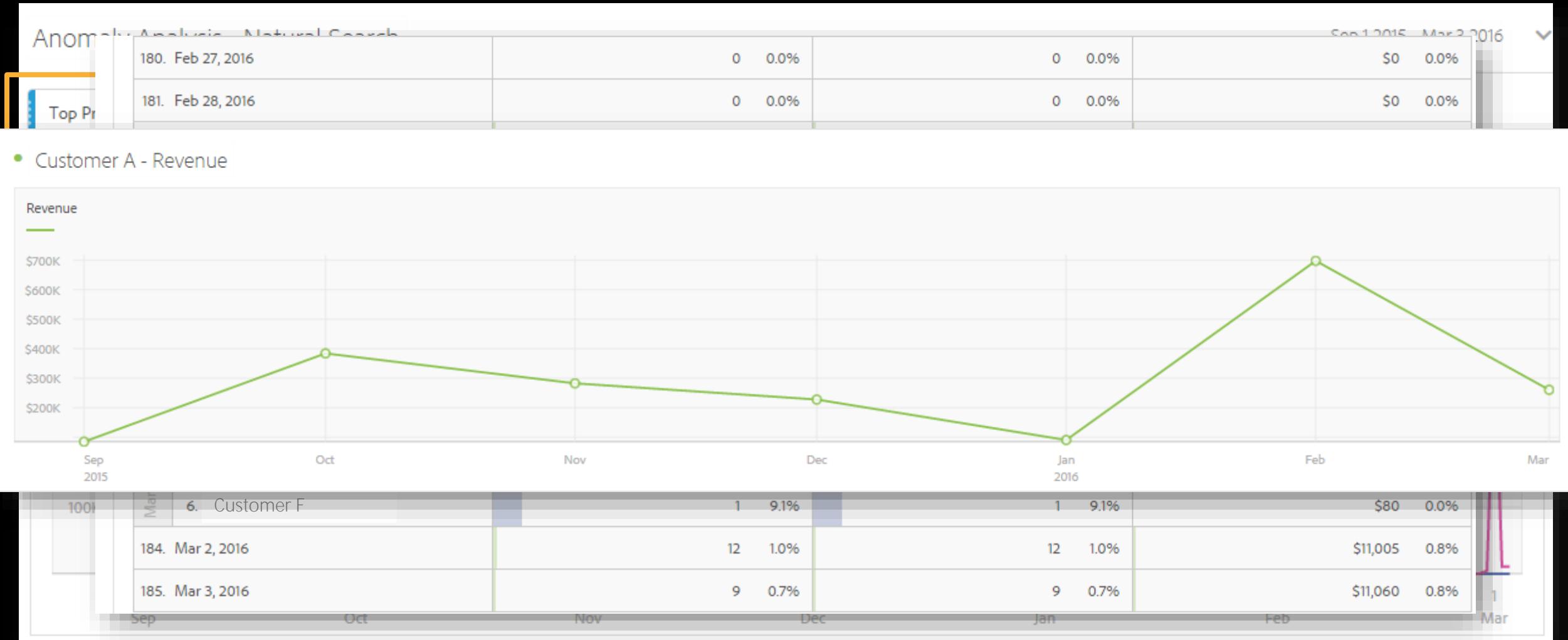
0.53

27,120 (2%)

1 (< 1%)



Anomaly deep-dive in Analytics Workspace



Customer Segments to RLSA

Paid Search New remarketing list 9/1/15 - 2/29/16

Who to add to

Create a list of people who have recently visited your site, used your mobile app, or interacted with your ads. [Learn more](#)

Remarketing list name: Large (500+)

Who to add to your list: Visitors of a page

Matches any of these conditions:

segment contains Large (500+)

+ New condition

AND

+ New set

About 3500 to 4000 list members

[See examples](#)

Hide advanced options

Include past users who match these rules

Membership duration: 90 days

Description: Corporate > Large (500+)

Optional

+ Rule

Membership count: 8,158,363

Total cost: \$1,606,203

1-8 of 8

\$1,606,203

\$1,227,895

\$511,996

\$390,264

\$315,087

\$10,548

\$79,974

\$92,231

\$52,496

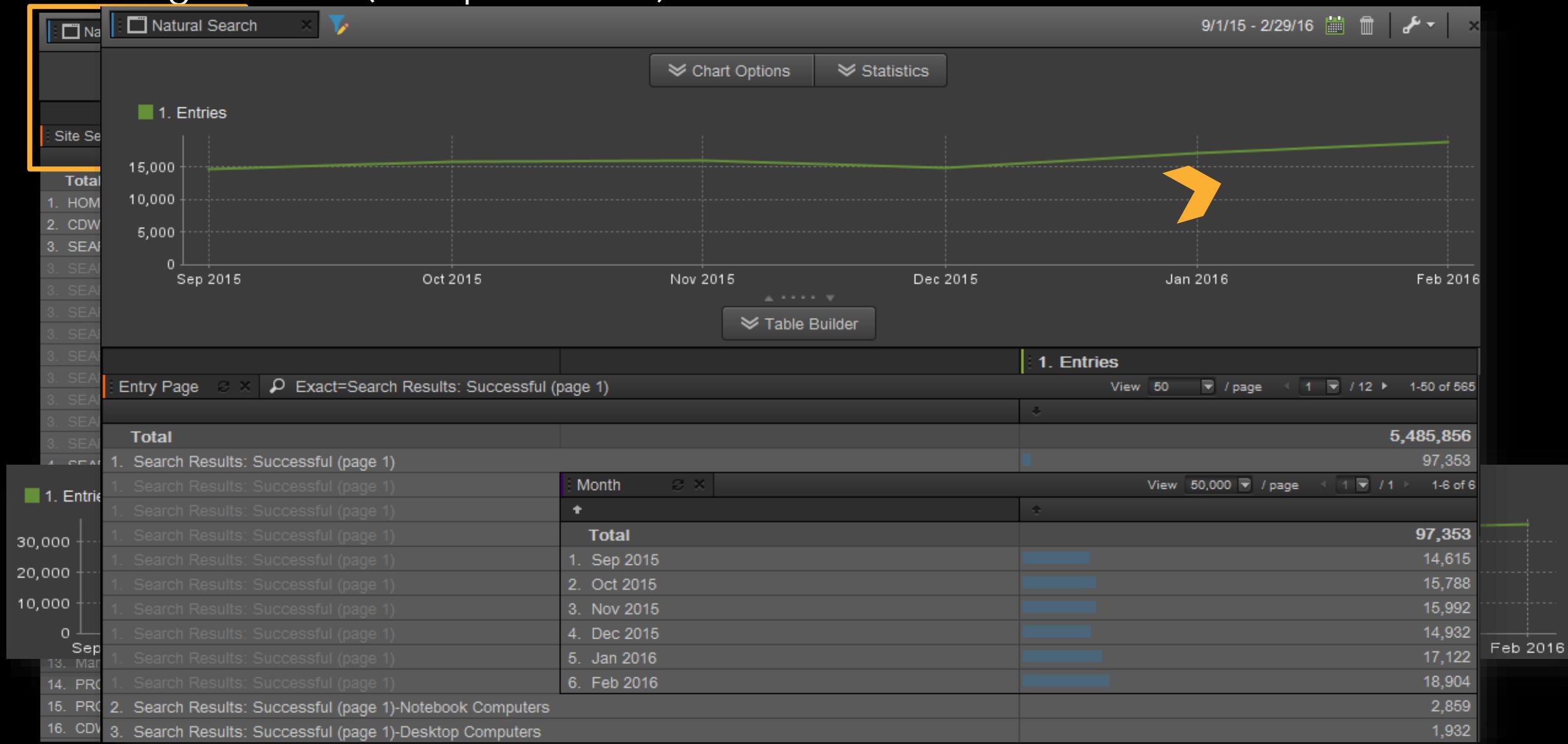
\$67,452

\$62,195

\$15,924

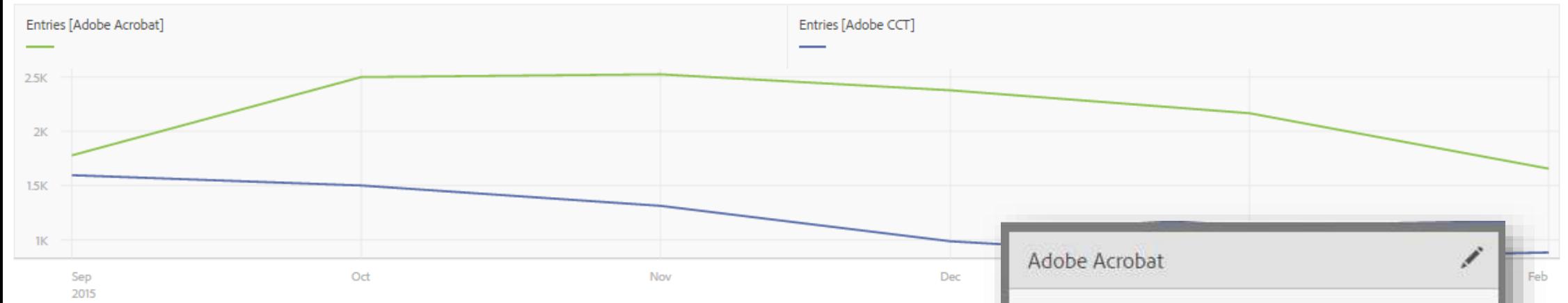
\$8,035

Solving for the (not provided) conundrum

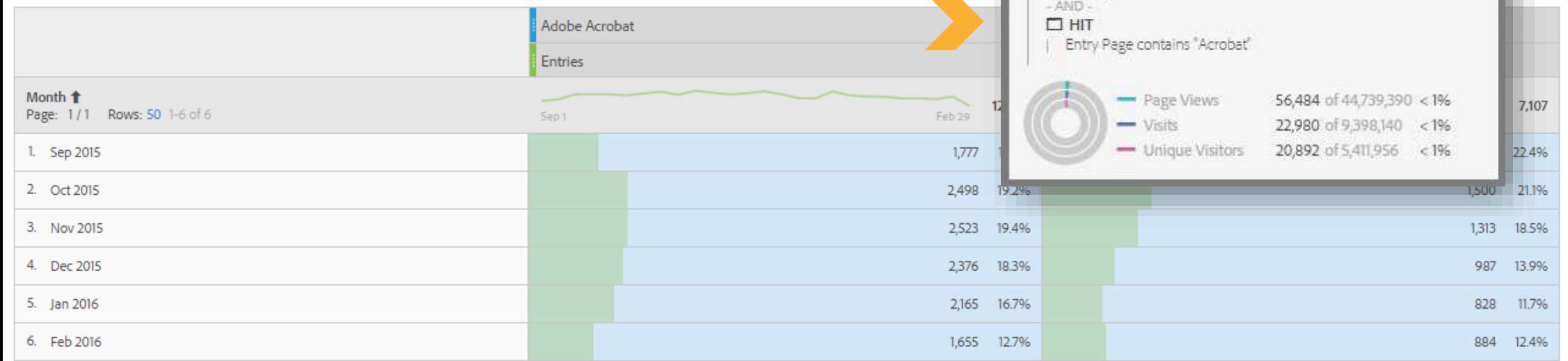


Solving for the (not provided) conundrum

Acrobat vs. CCT



Natural Search Entries - Adobe

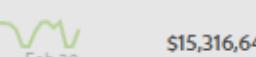


Customer loyalty by Marketing Channel

- Customer Loyalty by Channel (Orders)

	Direct	Natural Search	Paid Search	Email	Referring Domains
	Orders	Orders	Orders	Orders	Orders
Customer Loyalty Page: 1 / 1 Rows: 50 1-3 of 3	 47,748	 19,135	 17,850	 34,990	 5,304
1. Loyal Customers	22,178 46.4%	13,474 70.4%	12,465 69.8%	25,560 73.0%	3,972 74.9%
2. New Customers	21,151 44.3%	4,374 22.9%	4,281 24.0%	7,247 20.7%	1,056 19.9%
3. Return Customers	4,419 9.3%	1,287 6.7%	1,104 6.2%	2,183 6.2%	276 5.2%

- Customer Loyalty by Channel (Revenue)

	Direct	Natural Search	Paid Search	Email	Referring Domains
	Revenue	Revenue	Revenue	Revenue	Revenue
Customer Loyalty Page: 1 / 1 Rows: 50 1-3 of 3	 ↓ \$48,790,929	 \$18,326,980	 \$15,316,643	 \$43,176,543	 \$5,534,364
1. Loyal Customers	\$25,239,995 51.7%	\$13,882,945 75.8%	\$12,035,360 78.6%	\$30,640,038 71.0%	\$4,209,148 76.1%
2. New Customers	\$18,962,269 38.9%	\$3,245,345 17.7%	\$2,466,089 16.1%	\$9,245,423 21.4%	\$976,293 17.6%
3. Return Customers	\$4,588,665 9.4%	\$1,198,690 6.5%	\$815,194 5.3%	\$3,291,083 7.6%	\$348,923 6.3%

Using visit numbers to create new/returning visit %

Definition

new visits % metric

New Visits i + Add X

Visits + Add X

÷ ▾

Visits + Add X

Definition

return visits % metric

Return Visit i + Add X

Visits + Add X

÷ ▾

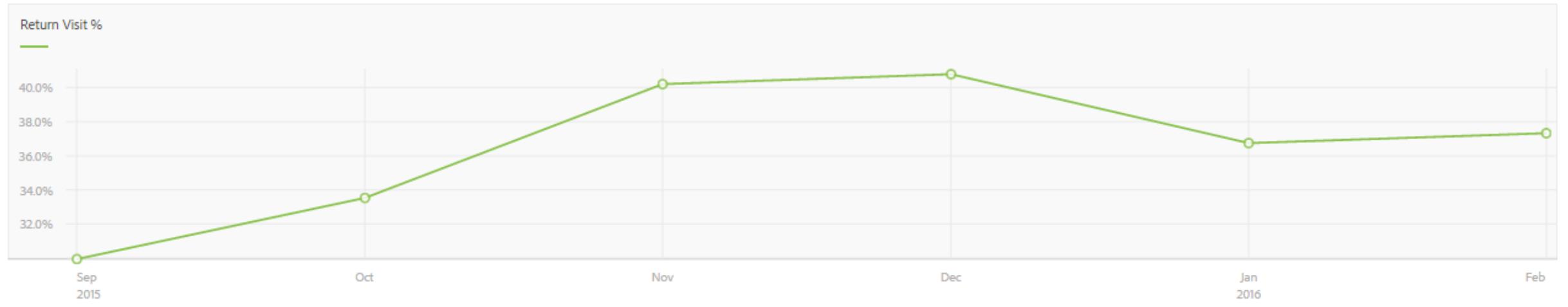
Visits + Add X

Using visit numbers to create new/returning visit % (cont.)

- New Visit % - Paid Search



- Return Visit % - Paid Search



Engagement Metrics

Edit Objective - Engagement

X

Objectives

Engagement Copy Objective

Change Objective Name

Engagement

Click Value ?

0.0001

Property	Weight
Call Duration	10
Calls	20
Downloads (AA)	4
Form Complete (AA)	200
Total Time Spent (AA)	0.005
Video Starts (AA)	0.1

Add Multiple Properties

8.5%

234.105 Weight

85.4%

Call Tracking in AMO

Include All Properties Exclude All Properties

Name

- Bounce_2894354
- Count of Calls
- Visits_2894354
- Visits_2894355
- Visits_2894358
- Visits_2894359
- Visits_2894362
- Visits_2894363
- call duration
- chat
- custom_event_10_2894354
- custom_event_11_2894354
- custom_event_13_2894354
- custom_event_17_2894354

Edit Objective - Engagement

Objectives

Engagement Copy Objective

Change Objective Name

Engagement

Click Value ?

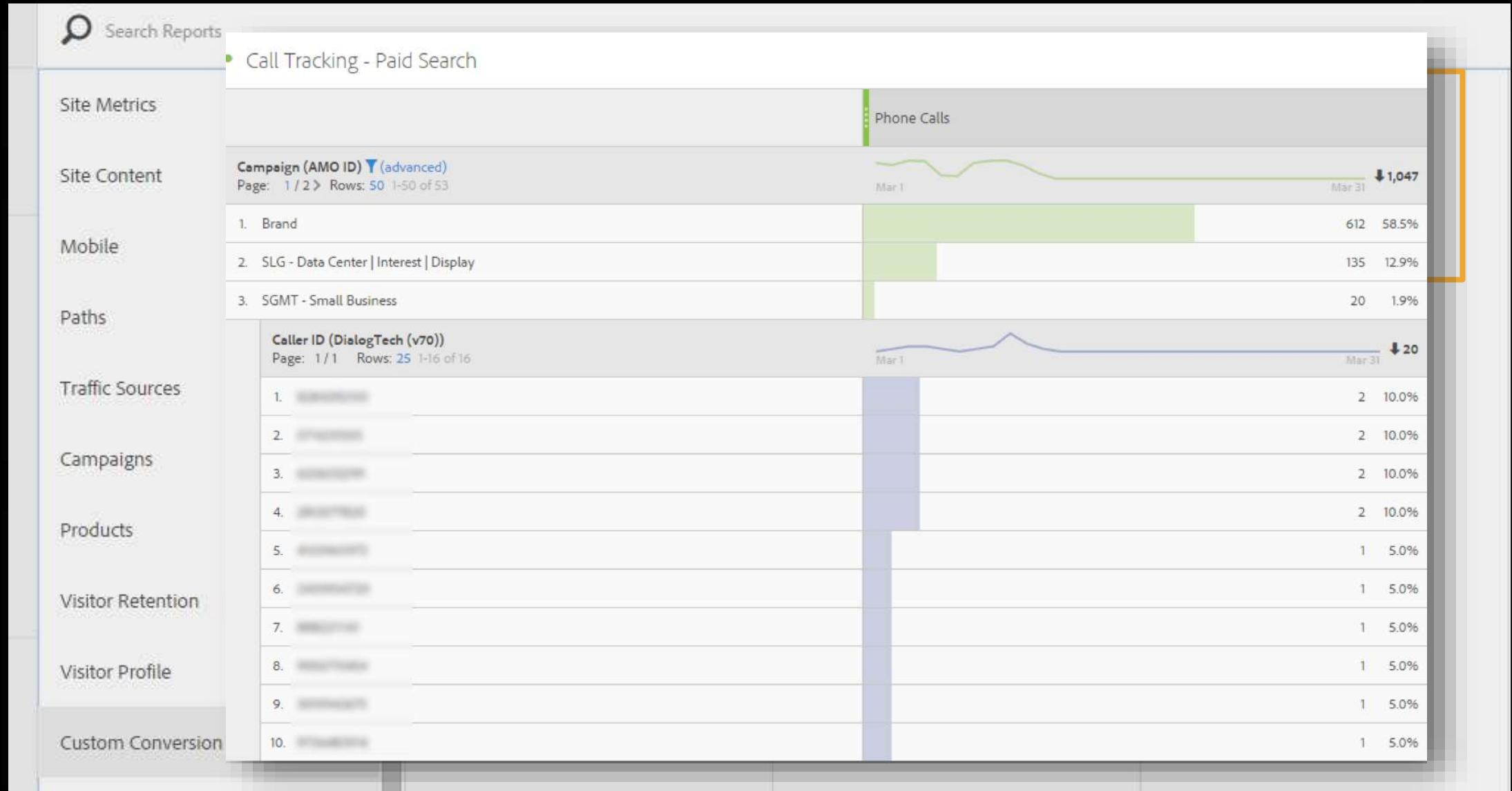
0.0001

Property	Weight
Call Duration	10
Calls	20
Downloads (AA)	4
Form Complete (AA)	200
Total Time Spent (AA)	0.005
Video Starts (AA)	0.1

Add Multiple Properties

Export as X

Call Tracking in Analytics



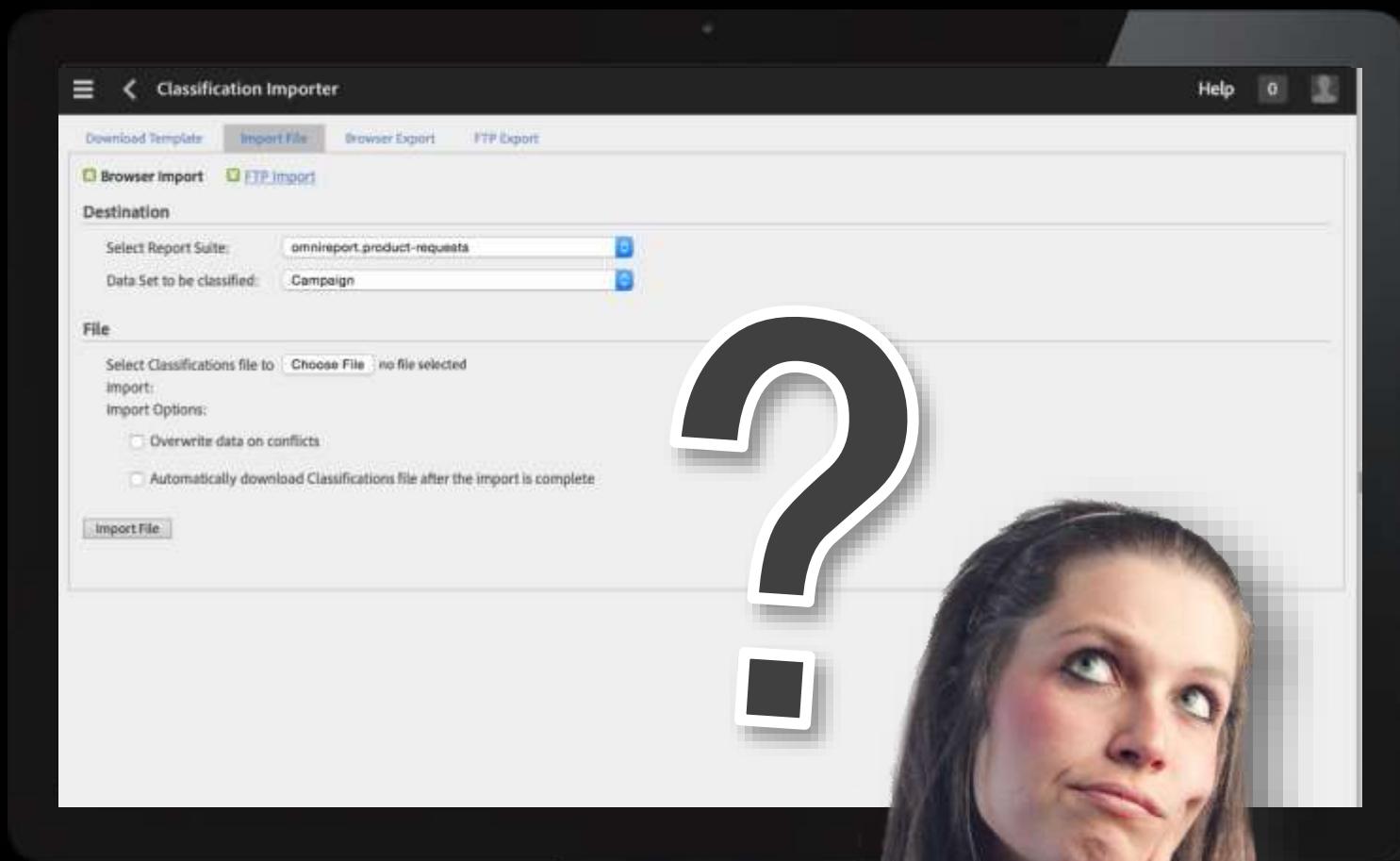
Are These Classifications?

Similarities

- Applies forward & back

Differences

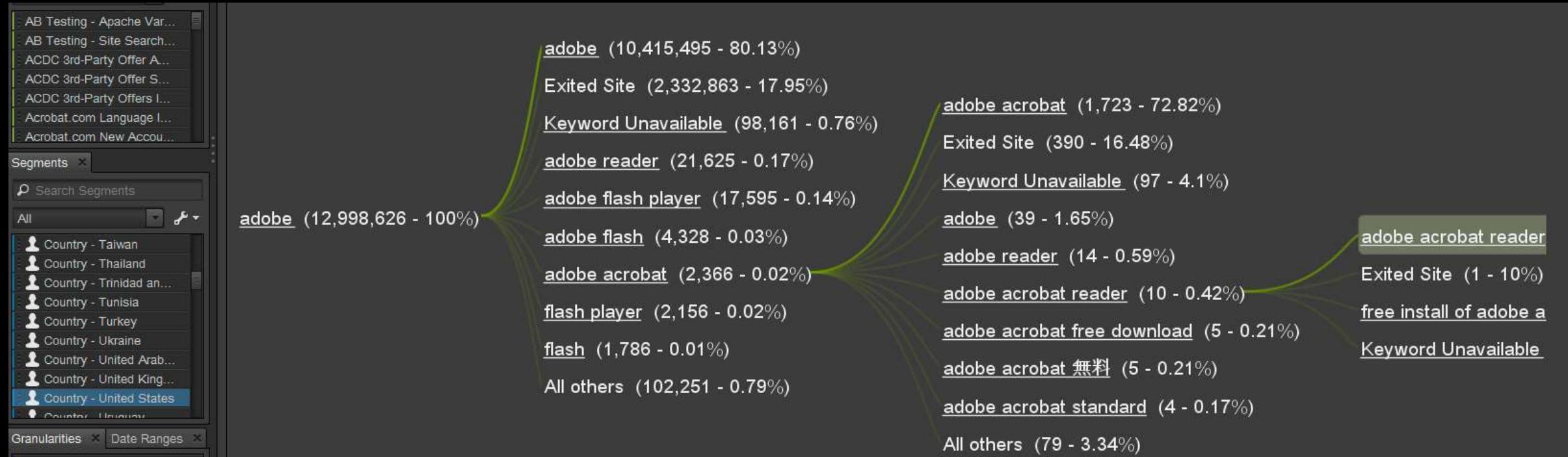
- Attached to the visitor
- Entire life of the cookie
- Not limited by "uniques"
- Available to all solutions



Comparisons of Different Models

Model	Pros	Cons
Participation	Fair to all	Doesn't distinguish touch roles
First	Focuses on triggers	Overvalues awareness
Last	Focuses on closure	Overvalues low funnel & brand
Linear	Fair to all	Doesn't distinguish values
SPC / U Shaped	Weights both ends	Requires expertise and can run into user bias
Adjacency / Decaying	Weights the latest	Less specific in how values are assigned
Latency	Weights for recency	Time may not be a factor based on business
Algorithmic	Statistics eliminate bias	No control over assignment of values

Reporting Flexibility



1st Event	2nd Event	3rd Event	4th Event	Path Size	Conversions	% of Total Conversions	Latency (First To Convers Laten)
search click				1	2,542	55.78%	0.20
search click				1	374	8.21%	0.01
search click	search click			2	370	8.12%	4.68
display click				1	186	4.08%	0.02
display impression	search click			2	140	3.07%	5.34
search click	social click	search click		3	81	1.78%	9.43
search click	social click			2	67	1.47%	1.60
display impression	display impression	search click		3	54	1.18%	5.78

Algorithmic Attribution

Visitors	263,316
Orders	1,908


[Go](#) | [Reset](#) ▾ | [Inputs](#) ▾ | [Options](#) ▾ | [Export](#) ▾

Local Model Complete

Success Metric

Orders

Revenue Metric (Optional)

Revenue

Touch Metric

Hits

Channels

Affiliate

Display

Email

Paid Search

Social

Orders Attribution (%) by Channel



Revenue Attribution (%) by Channel



Attribution Marketing Channel	Page Views
Paid Search	281,826
Affiliate	239,594
Display	172,269
Email	144,070
Social	87,983

Campaign	Visits
em:100	5,192
em:101	1,300
em:102	1,256
em:103	66
em:104	2,232
em:105	2,314
em:106	1,078
em:107	1,303
em:108	965
em:109	2,186
em:110	283

Email Program	Visits	Hits
New Clothing	3,598	28,524
Racket Sports	2,186	17,372
Safety First	4,695	36,913
Summer Beach	6,448	51,328

Site Section	Visits
Home	190,132
Search Results	140,215
Product Details	112,851
Equipment	111,679
Unlimited Blog	103,296
Men	78,550
Women	74,882
Product List	41,387
Seasonal	39,403
Search Results No Results	34,155
Store Locator	28,519
Account Registration	17,207
Email Opt-In	17,160

Going Beyond Attribution with Adobe Analytics

Maturity Level

Attribution

Rules, Fractional,
Marginal, Algorithmic

Anomalies

Detection &
Contribution

Correlations

Causes & Statistics

Clustering

Sequential Segments
& Propensity Scoring

Allocation

Budget, Time, Focus