

Data upload to Adobe Analytics Classification

Implementation Guide

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# **Introduction**

The document is intended to guide the generation and onboarding of CRM data feed onto Adobe Analytics into classification Variables, as outlined below.

## High-Level Process

1. Extract required offline data from database into a tab/txt file
2. Create required classifications in Adobe Analytics to receive the offline data
3. Download the classification template from Adobe Analytics and use it to add Data against each attribute
4. Convert tab/txt file into AA ingestible feed
5. Upload the feed in given ftp location
6. Confirm successful feed upload from Adobe Support team
7. Wait for 48 hours before data reflects in Adobe Analytics Classification Reports

## Pre-requisites

Prior to uploading required data into Adobe Analytics, following items should be taken care of.

* Data feed columns/attributes must be finalized by business (DM Ops)
* Classifications must be created for conversion variable “v42” in Adobe Analytics
* Classifications should be equal to the number of the Column headers present in the file
* FTP location should be correct

# **Current Data Feed Setup.**

There is an automated data feed upload setup in place which uploads hashed Email Ids and corresponding CRM attributes to Adobe Analytics on daily basis.

Below are the current set of attributes being uploaded:

|  |  |
| --- | --- |
| **S No.** | **Attribute** |
| 1 | Key Job Role |
| 2 | Title |
| 3 | Persona |
| 4 | Product Interest |
| 5 | Employee Count |
| 6 | Job Role Mod |
| 7 | Account Site Type |
| 8 | Department |
| 9 | Functional Area |
| 10 | Decision Role |
| 11 | Responsibility cluster |

The attributes highlighted here are not receiving data from upload. These uploads are coming in from Eloqua and the highlighted attributes don’t have values in Eloqua, but they exist as classification variable for evar42 in Adobe Analytics.

The new upload will come in from ATLAS, and we will have data coming in for all the mentioned attributes.

## **New Feed structure**.

From the above mentioned existing attributes, Persona is being deprecated and replaced by **Populations**. We’ll have a new attribute Populations. The list of all attributes is shared with the business and attributes can be added to the Feed as per the need.



## **File Format**

Below are the Do’s & Don’ts while creating a File for Adobe Analytics Classification Upload:

**Do’s**

* The file should be saved as .tab/.txt format. Adobe recommends saving it in .tab format.
* Use the classification Template of the variable and upload the data rows against it only. If the classification template and variable names don’t match, then the import fails.
  1. The template can be downloaded from Adobe Analytics, Admin > Classification Importer.
  2. Select Download Template.
  3. Select the respective Report Suite, Classification variable for which the import is intended.
  4. Select the encoding format and download the file.
* Classifications cannot have a value of 0 (zero).
* Adobe recommends that you limit the number of import and export columns to 30.
* Uploaded files should use UTF-8 without BOM character encoding.
* Special characters, such as a tabs, newlines, and quotes can be embedded within a cell provided the v2.1 file format is specified, and the cell is properly escaped.
* Classifications headers cannot contain a caret (^) since this character is used to denote a sub-classification.
* The data file is “Tab” delimited.
* A pound sign (#) identifies the line as a user comment. Adobe ignores any line that begins with #.
* A double-pound sign followed by SC (## SC) identifies the line as a pre-processing header comment used by reporting. Do not delete these lines
* The first (non-comment) row of the data file contains the column headings used to identify the classification data in that column.
* Immediately following the header row in a data file are the data rows. Each line of data should contain a data field for each column heading delimited by “Tab”.
* The data file supports the following control codes, which Adobe uses to provide structure to the file, and correctly import classifications data:
  + **New Line**: A new line character is the only supported delimiter between data lines/records in the data file.

**Don’ts**

* The classification importer in Adobe Analytics doesn’t support .xls or .csv sheets.
* Uppercase extensions (such as fileupload.TXT) are not supported.
* If using Mac OS, save the file as Windows Formatted Text instead of Tab-delimited Text. Mac computers process text files differently than Windows, which causes the classification importer to throw an error.
* A classification file without a header doesn't process successfully.
* Carefully check for the extra Tabs in the File for each row of Data.
* Duplicate Columns throws error while importing.
* Sample File is attached below:



# **Import Classifications Via FTP.**

Steps for uploading classification Data Feed into respective Adobe Analytics Variable using FTP location are mentioned below:

1. Click Admin > Classification Importer.
2. Click Import File, then click FTP Import.
3. Next to the FTP account that you want to use, click View.
4. Use the FTP access information (Host, Login, Password) to access the FTP server using an FTP client of your choosing.
5. Upload the data file (.tab or .txt) to the FTP server.
6. After uploading the data file, upload a FIN file that indicates the file is ready to process.
7. The FIN file is an empty file that has the same name as your data file, with a .fin filename extension. For example, if your data file is classdata1.tab, the FIN filename is classdata1.fin.
8. Adobe takes up to 48 hours to ingest the upload and reflect it into classification reports.

Below is the FTP information for evar42 classification uploads:

**FTP:** ftp.omniture.com

**Login:** vmwareglobal\_02689388

**Password:** jTdqDn2G

# **Appendix**

1. <https://marketing.adobe.com/resources/help/en_US/reference/t_upload_a_saint_data_file_via_ftp.html>
2. <https://marketing.adobe.com/resources/help/en_US/reference/c_general_file_structure.html>