

Setting Up Automated Adobe Analytics Reports

Introduction

At Zemanta, our objective is to drive quality traffic to your site's content that meets or exceeds your campaign KPIs. Reliable data is key to any traffic acquisition campaign, and being able to analyze your campaign's post-click performance is vital for the success of your campaign.

This tutorial shows how you can setup Adobe Analytics traffic analysis report that will be imported back to our system as an additional signal for our traffic performance optimisation process. As a result of this you will also be able to review campaign performance metrics in our Zemanta ONE dashboard.

Prerequisites

- Your website uses Adobe Analytics to monitor and analyze traffic
- You have Adobe Analytics account

Steps to create an automated daily traffic performance report

1. Log in to your Adobe Analytics account and click on View All Reports --> Campaigns --> Tracking Code --> Tracking Code to get the default "Tracking Code Report".
2. In the top right corner click the Calendar icon expand Select Preset and set the date range to Yesterday then click Run Report.
3. On the right side above the data click Add Metrics button

In the Metric Selector remove any by default set metric (on the right side) by double clicking on it. On the left side from the available metrics choose (by double clicking on them):

- Visits
- Unique Visitors
- Bounces
- Entries
- Pageviews
- Total Seconds Spent

When finished click OK.

4. In the search box on the left side above the data, search for CSY — (this will filter the traffic being displayed in AA to all user visits that Zemanta drove to your site):

5. From the above menu click Send icon. A submenu will show up — click Advanced Delivery Options.

A window will appear for you to schedule an automated email report:

1.) REPORT OPTIONS

In the Report Format choose Excel

In the Report Contents change the number of rows in the table to 5000

In the Report Destination make sure you email the report to
petra.prusnik@zemanta.com with the Subject: Tracking Code for <your site>
and go to tab Scheduling Options

2.) SCHEDULING OPTIONS

Tick the Schedule for later and leave everything set to their default settings.

Click Schedule button.

6. No more steps, you are all set!

Zemanta's campaign management team will analyze this data to make optimisations to your campaign.

FAQ

Under what conditions am I sharing my data with Zemanta?

Zemanta will use this data to plan the execution of your campaign and improve the overall performance of Zemanta systems. This data will never be shared with any third parties.