

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".

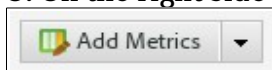
 View All Reports	 Search Reports		
▼ My Favorites Tracking Report Test	Site Metrics >	Campaign Conversion Funnel	Creative Elements
	Site Content >	Tracking Code >	Campaigns
▼ Frequently Viewed Tracking Code Campaigns Device Type Visits Entry Pages Original Entry Pages Tracking Report Test Page Summary	Mobile >		Channel
	Paths >		Email Campaigns
	Traffic Sources >		Email Type
	Campaigns >		Tracking Code
	Products >		
	Visitor Retention >		
	Visitor Profile >		
▼ Report History Tracking Code Tracking Report Test Visits			

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 **z1** (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**.

My Reports Show Segments Favorite Download Send More

Email Report (Advanced Delivery Options)
Select the format you would like your report to arrive in.
☐ PDF ☐ CSV ☒ Excel ☐ HTML ☐ Word ☐ Mobile
Send To:
Subject:
Scheduling:

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** email the report to omniture-reports@mailapi.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.

Report Options **Scheduling Options**

Report file name:

Report Format
☐ PDF ☐ CSV ☒ Excel ☐ HTML ☐ Word ☐ Mobile
☐ Include the HTML version of the report
☐ Send report as a compressed file (.zip)

Report Contents
Number of rows in the table:
Language for header and footer:
Comments: (will appear in the beginning of the report)

Additional Documents
☐ Send Digital Signature file

Report Destination
☒ Email ☐ FTP
Email this report
To:
☐ Hide the unsubscribe link in email
From:
Subject:
Notes:

Report Options **Scheduling Options**

☐ Send report now ☒ Schedule for later

Report Time Frame
Would you like to fix the start or end date for this report?
Rolling date options: () - ()

Delivery Frequency
How often would you like to receive this report?
☒ Every day(s)
☐ Every weekday (Mon. - Fri.)

Starting on: (mm/dd/yy)
Time of day:

End Delivery Options
☒ Never end
☐ End after occurrence(s)
☐ End on (mm/dd/yy)

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 its overall performance. This data will not be used in any other products that Zemanta offers and will never be shared with any third parties.