Adobe
Adobe® Marketing Cloud
Gigya
GENESIS INTEGRATION GUIDE

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Preface

The Adobe® *Gigya Integration Guide* introduces the Genesis™ integration for Gigya. This integration lets Gigya automatically send data to Adobe SiteCatalyst®, and integrate it with the rest of your Web analytics. After configuring the integration, you can generate reports that include information about how Gigya drives traffic, and ultimately revenue, to your on-line business.

The *Gigya Integration Guide* includes the following sections:

- Integration Overview
- Gigya Integration

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Intended Audience

This document is intended for Information Services professionals and on-line Marketers that are familiar with configuring SiteCatalyst, including SiteCatalyst variables (eVars, events, props). You must also be familiar with Gigya.

Account Support

The Adobe support team is available to help you:

- Answer specific product questions.
- Ensure that you can utilize the provided reports to their maximum capacity.
- Help resolve any technical difficulties.

For information about contacting Account Support, see "Adobe Contact Information" on page v.

Service and Billing Information

Depending on the service level you have purchased, some of the options described in this guide might not be available to you. Because each account is unique, refer to your contract for pricing, due dates, terms, and conditions. If you would like to add to or otherwise change your service level, or if you have questions regarding your current service, please contact your Account Support Manager.

Feedback

Adobe welcomes any suggestions or feedback you might have regarding the contents of this guide. Send comments to your Account Manager.

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Integration Overview

This Adobe® Genesis™ integration combines the power of Gigya's integrated social interactions with the behavioral tracking, targeting and reporting of Adobe Marketing Cloud to create powerful analytics and optimization opportunities for your organization. Understanding the behaviors of site visitors in context of their age, gender and social influence can drive optimizations that lead to greater customer success. Additionally, insights into the social interaction level visitors have with the different content or products on your site can help you understand how to deliver more valuable and engaging experiences.

This overview section contains information for the following topics:

- Key benefits and features
- Before you activate this integration
- Integration procedure and prerequisites

1.1 Key benefits and features

Key Benefits of the Genesis Gigya integration include:

- Simple integration configuration and deployment.
- Reporting of Gigya related dimensions and metrics within the Adobe Marketing Cloud.
- The power to build Adobe Marketing Cloud analytics segments built with Gigya dimensions.

1.2 Before you activate this integration

Before activating this integration, review the following requirements against your deployments of Adobe SiteCatalyst® and your Gigya setup. Additionally, confirm with your Gigya representative that you are configured correctly in their system to enable this integration.

This ensures that the appropriate best practices or pre-requisites are in place prior to activation, which results in a more optimal and successful integration.

Adobe prerequisites

- Adobe SiteCatalyst report suite
- Up to 5 available and active SiteCatalyst custom conversion variables (eVars)
- Up to 4 available and active SiteCatalyst custom events

Details are contained in Preparing for the Genesis Gigya integration.

Adobe pricing considerations

There might be recurring and implementation fees associated with this integration. Please contact your Adobe Account Representative for pricing details. Contact information can be found in "Adobe Contact Information" on page v.

Partner pricing considerations

Gigya has a one-time fee associated with this integration. Please contact sales@gigya-inc.com or your Gigya Client Account Executive to learn more.

1.3 Integration procedure and prerequisites

Before you can configure the integration for your account, review the following information:

- Integration details
- Preparing for the Genesis Gigya integration

Integration details

- **Report Suite Specific**: Be advised this integration is report-suite specific. Ensure that you have selected the desired report suite prior to activating the integration. Each Gigya Integration should be associated with only one SiteCatalyst report suite.
- **Authorized Representative**: Be advised that the enablement of this integration might cause your company to incur fees in accordance with your service agreement with Adobe, Inc. or your service agreement with one of Adobe's trusted partners, as applicable. By activating this integration, you hereby represent that you are an authorized representative of your company; and as such, your company agrees to pay the fees, if any, set forth in the service agreement described above.
- **Current Customer of Gigya**: This integration requires you to be a customer of both Adobe and Gigya. If you are not currently a customer of Gigya, and do not have an active deployment of Gigya features to your website, you will not be able to deploy this integration.
- **Gigya iRank**: The Gigya "iRank" value is not passed to Adobe Analytics by default. This value needs to be enabled in your Gigya implementation using the "extraFields" setting. You can find out more by contacting your Gigya representative or at the Gigya Developer Site: http://developers.gigya.com/020_Client_API/010_Socialize/010_Objects/User_object
- **Unavailable Dimensions**: A question mark character might appear in Gigya-related reports within Adobe Analytics. This occurs whenever a dimension is not available through Gigya or through a particular social network. For example, if a user does a Gigya Sign-on using their Twitter account, the age and gender value recorded in Adobe Analytics will contain "?" since Twitter does not explicitly capture a user's age or gender.

Preparing for the Genesis Gigya integration

Before you can configure the integration for your account, you will need to have the following in place:

- Know which email address you want to use to receive notification concerning the integrated operations.
- Activate the custom conversion variables (eVars and events) that you will use for capturing Gigya event data within the Adobe SiteCatalyst. Please see the following table for information on activating eVars and events based on which Gigya features you wish to track.

NOTE: The same Gigya Share Provider eVar is used for the Shares, Comments, and Reactions features. A separate eVar is not required for each feature.

Table 1.1: SiteCatalyst variables by feature for the Gigya integration

GIGYA FEATURE	SITECATALYST EVARS	SITECATALYST EVENTS
Social Sign-Ons	3 eVars • Gigya Sign-on Provider (allocation: Most Recent, expiration: Visit) • Gigya iRank (allocation: Most Recent, expiration: Month) • **Gigya Demographics** (allocation: Most Recent, expiration: Month)	1 event • Gigya Sign-ons (type: Counter)
Shares	1 eVar • Gigya Share Provider (allocation: Most Recent, expiration: Visit)	1 event • Gigya Shares (type: Counter)
Comments	1 eVar • Gigya Share Provider – see "Shares" feature	1 event • Gigya Comments (type: Counter)
Reactions	2 eVars • Gigya Reaction Type (allocation: Most Recent, expiration: Visit) • Gigya Share Provider – see "Shares" feature	1 event • Gigya Reactions (type: Counter)

Gigya Integration

Configuring a Gigya integration involves the following tasks:

- Configuring the Integration
- Deploying the Integration Code

2.1 Configuring the Integration

The Genesis™ Integration Wizard steps you through the Genesis integration for Gigya. Before you begin, ensure you have met the prerequisites as described in "Before you activate this integration" on page 1.

To configure a Gigya integration

1. In Adobe Marketing Cloud, select Genesis™ from the products drop down list .
2. In the left column, click **Add Integration**. and select **By Name** in the **Show** drop down list.
3. Launch the Genesis Integration Wizard by dragging the **Gigya** icon to an empty plug-in slot on your green Digital Marketing Suite square.
4. On the Gigya integration introduction page, select the checkbox to accept the fees associated with the Gigya integration, then click **Next**.
5. In the **Integration Settings** section, select the Report Suite and provide a display name for the integration.
6. Click **Create and Configure this Integration**.
7. On **Step 1, Integration Setting**, configure the following:

FIELD	DESCRIPTION
Email	The email address that receives all notifications related to this integration.
Description (optional)	A description of the organization specific purpose for the integration.
Gigya Features	Check the boxes for each Gigya feature you wish to track. These are features that should already be implemented on your site.

8. On **Step 2, Variable Mappings**, configure the following:

FIELD	DESCRIPTION
Gigya Demographics (eVar)	The age and gender of the visitor. This is only available as visitors Sign-on using certain social networks.
Gigya Sign-on Provider (eVar)	The network provider (i.e. Twitter) used by the visitor during Sign-on.
Gigya iRank (eVar)	Gigya iRank (eVar)
Gigya Share Provider (eVar)	Gigya Share Provider (eVar)
Gigya Reaction Type (eVar)	The type of Reaction selected by the visitor.
Gigya Sign-ons (event)	Captured when a Sign-on has occurred.
Gigya Shares (event)	Captured when a Share has occurred.

FIELD	DESCRIPTION
Gigya Reactions (event)	Captured when a Reaction has occurred.
Gigya Comments (event)	Captured when a Comment has occurred.

9. On **Step 3, Reports**, check the boxes to indicate which SiteCatalyst Dashboard and/or Bookmarks you wish to be generated for you.

   NOTE: These reports can be edited after you complete the wizard.

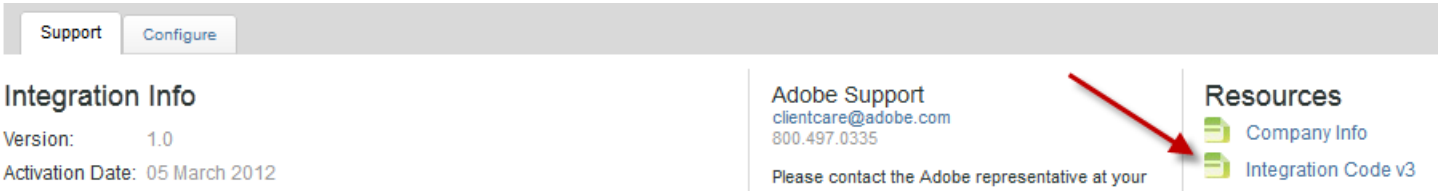
10. On Step 4, Review Summary, carefully review the configuration choices you have made. Once satisfied click **Activate Now**.

    NOTE: pay special attention to how report suite variables may be renamed before continuing. Each SiteCatalyst variable selection includes a field that displays the default name that Genesis assigns to the variable when the integration is complete. You can modify the variable name as desired, or leave the field blank to keep the variable name unchanged (as listed in the variable dropdown list).

See "Deploying the Integration Code" on page 6 to deploy the required updates to your SiteCatalyst implementation.

2.2 Deploying the Integration Code

After you have completed the integration wizard, a resource named **Integration Code v3** displays under the **Support** tab.



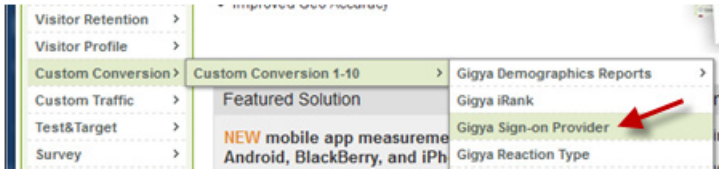
To activate the integration complete the following:

1. Click on the link in the Resources section (see screenshot) to download the Integration Code.
2. If applicable, adjust the integration code for any eVars that are configured with "Page View" expiration (see "Configuring the plug-in code for Page View eVars" on page 13).
3. Paste the contents of the Integration Code into the Plugins area of your SiteCatalyst s_code file (do not paste code inside of the s_doPlugins function definition).
4. Update the newly altered s_code file in your dev/staging environment and verify that there are no script errors. Verify the collection of Gigya dimensions and events (see"Verifying the Integration" on page 6).
5. Update the newly altered s_code file in your production environment.

2.3 Verifying the Integration

You can verify that integration data is successfully flowing to SiteCatalyst by performing the following checks.

1. Use the DigitalPulse debugger to view the data sent to SiteCatalyst as you interact with Gigya site features. (see DigitalPulse Debugger). Verify that values are being transmitted with the eVars/events that you have configured for this integration.
2. View SiteCatalyst reports populated by the Gigya integration. The following steps illustrate how to view the Gigya Sign-on Provider report.
   a. Log in to SiteCatalyst.
   b. From the reporting menu locate the **Gigya Sign-on Provider** report (likely under the **Custom Conversion** menu).



   c. After the report loads verify the following.
      i. The Date Range of the report includes the current day.
      ii. The **Gigya Sign-ons** metric is selected (use the **Add Metrics** feature)

d. The report should look something like the following. If the report shows no valid data please notify your consultant or account representative.

Gigya Sign-on Provider	Gigya Sign-ons	
1. twitter	15	32.6%
2. facebook	15	32.6%
3. linkedIn	7	15.2%
4. google	6	13.0%
5. MSN	3	6.5%
Total	46	

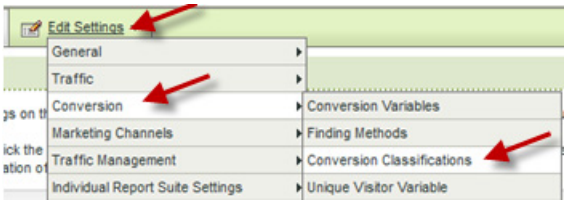
Keep the following in mind as you verify the integration:

- **Gigya iRank**: The Gigya "iRank" value is not passed to Adobe Analytics by default. This value needs to be enabled in your Gigya implementation using the "extraFields" setting. You can find out more by contacting your Gigya representative or at the Gigya Developer Site: http://developers.gigya.com/020_Client_API/010_Socialize/010_Objects/User_object
- **Unavailable Dimensions**: A question mark character might appear in Gigya-related reports within Adobe Analytics. This occurs whenever a dimension is not available through Gigya or through a particular social network. For example, if a user does a Gigya Sign-on using their Twitter account, the age and gender value recorded in Adobe Analytics will contain "?" since Twitter does not explicitly capture a user's age or gender.

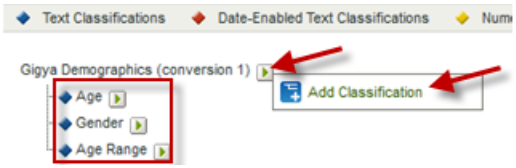
Adding Demographics Reports Using SAINT

By applying SAINT classifications to your Gigya Demographics reporting, you can create additional reports that may be more digestible and actionable. To do this you must follow these steps.

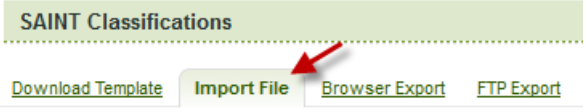
1. Add the classifications using the Admin Console.
   a. Once signed in to SiteCatalyst, go to the Report Suite Manager within the Admin Console (**Admin** > **Report Suites**).
   b. Select the report suite that you have integrated with Gigya.
   c. Select **Conversion Classifications** from the **Edit Settings** menu.



   d. Choose the Gigya Demographics report from the drop down menu.
   e. Add the following 3 as **Text** classifications.
      i. Age
      ii. Gender
      iii. Age Range



2. Save the pre-build classifications file to your computer.
   a. Go to the Genesis from the **Adobe Marketing Cloud** menu.
   b. Select your Gigya integration.
   c. Select the **Support** tab.
   d. Click to download the resource titled **Demographics Classification File** – save this to your computer.
3. Upload the pre-built classifications file using the SAINT interface.
   a. Go to **SAINT Classifications** from the **Admin** menu.
   b. Select the **Import File** tab.



   c. Select the report suite that you have integrated with Gigya.
   d. Select the **Gigya Demographics** report.
   e. Browse to the locally saved classifications file (see previous step).

f. Click the **Import File** button.

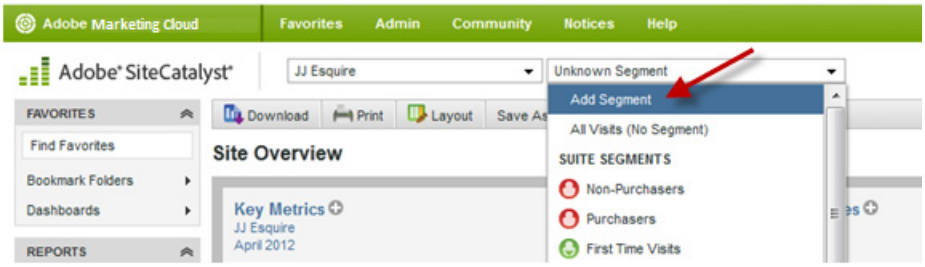
4. Verify your work.
   a. In SiteCatalyst, navigate to your **Gigya Demographics** report (likely under the **Custom Conversion** menus)
   b. Notice the three new options in the sub-menu named **Age**, **Gender** and **Age Range**
   c. Click the **Age Range** item to load the **Age Range** report.
   d. Notice that the report is now visualized with age ranges as the breakdown.

Building SiteCatalyst Segments

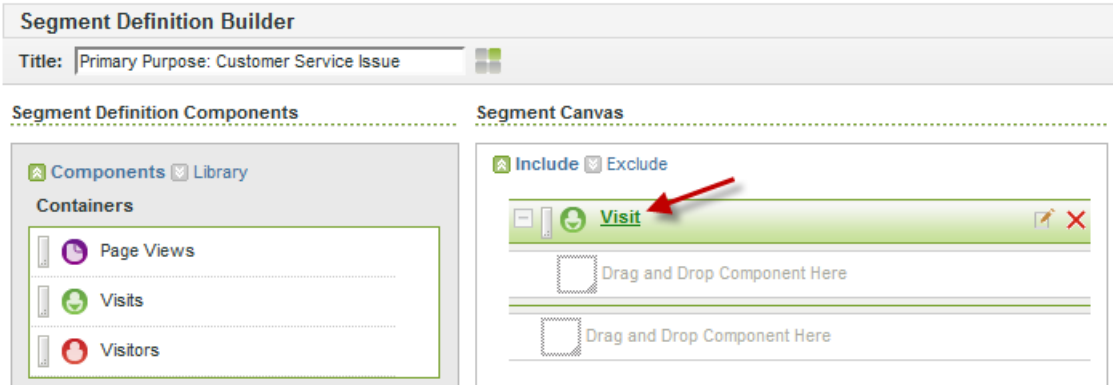
One powerful way of using the integrated Gigya data within Adobe Marketing Cloud is to create segments using the Gigya dimensions. The following will illustrate an example.

To build this segment complete the following:

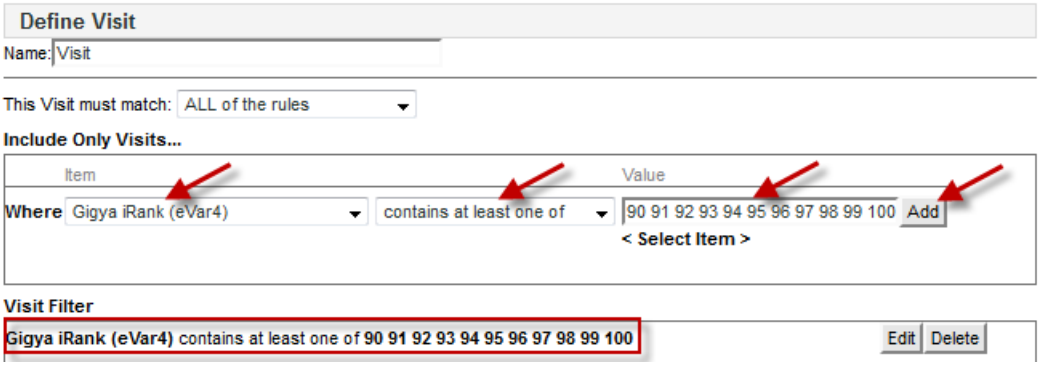
1. Open the Segment Definition Builder tool. In SiteCatalyst (v15 or greater) this is done by clicking on the **Add Segment** item in the segmentation menu.



2. Give the segment a title, in this example - **Most Influential Visitors (Gigya iRank)**
3. Drag the **Visits** container from the components panel (left side) and drop it on the Include canvas (right side).
4. Click on **Visit** to open up the **Define Visit** window.

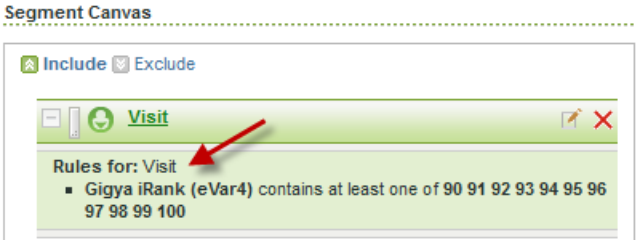


5. In the **Include Only Visits...** section, add a rule by selecting **Gigya iRank** in the first menu, **contains at least one of** in the second menu and then typing the value "`90 91 92 93 94 95 96 97 98 99 100`" in the text field. Then click **Add**.



6. Click **OK** to close the **Define Visit** window.

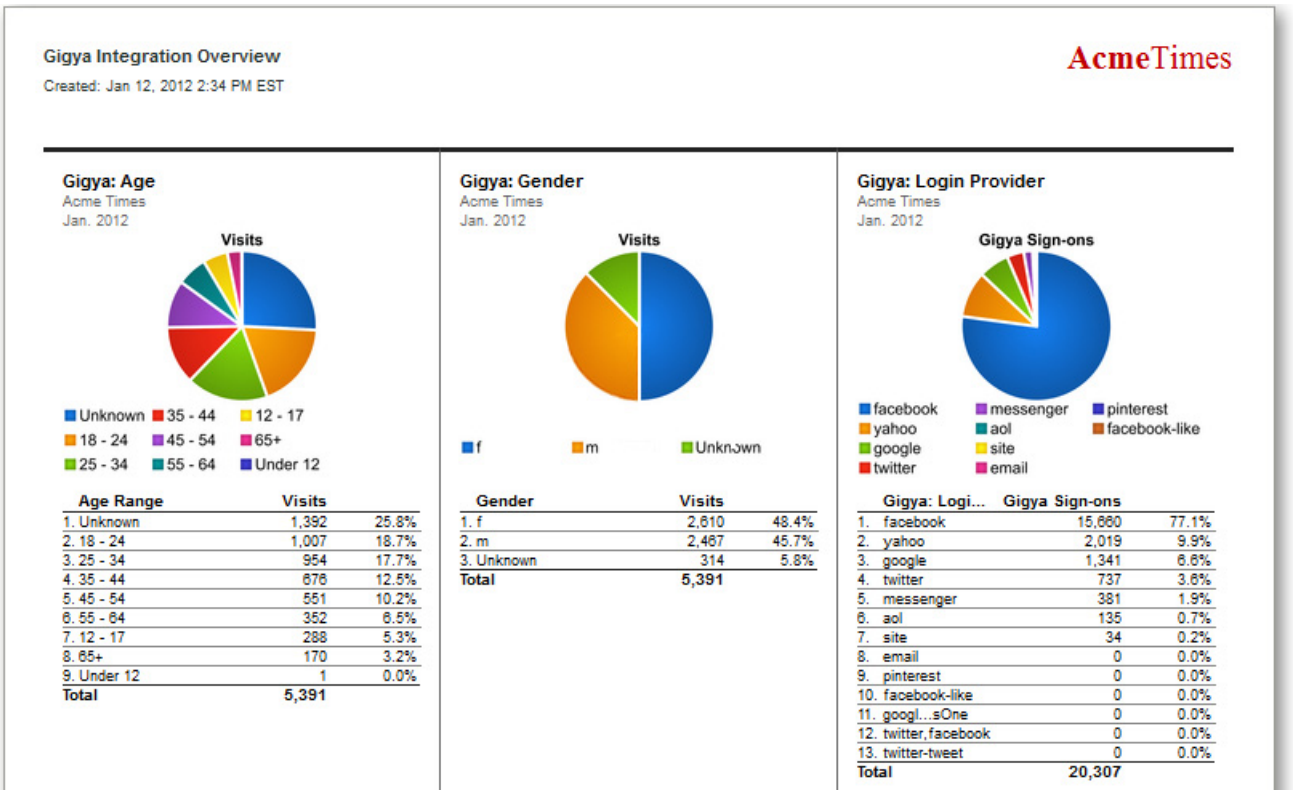
7. Verify that the Rules look correct in the Segment Canvas, then click **Save**.



Sample Integration Reports

The following are few examples of the many new reports made possible through this integration.

Breakdown site traffic and conversion by demographics and social network affiliation:



Gigya Integration Overview
Created: Jan 12, 2012 2:34 PM EST

AcmeTimes

Gigya: Age
Acme Times
Jan. 2012

Visits

Unknown 35 - 44 12 - 17
18 - 24 45 - 54 65+
25 - 34 55 - 64 Under 12

Age Range	Visits	
1. Unknown	1,392	25.8%
2. 18 - 24	1,007	18.7%
3. 25 - 34	954	17.7%
4. 35 - 44	676	12.5%
5. 45 - 54	551	10.2%
6. 55 - 64	352	6.5%
7. 12 - 17	288	5.3%
8. 65+	170	3.2%
9. Under 12	1	0.0%
Total	5,391	

Gigya: Gender
Acme Times
Jan. 2012

Visits

f m Unknown

Gender	Visits	
1. f	2,610	48.4%
2. m	2,467	45.7%
3. Unknown	314	5.8%
Total	5,391	

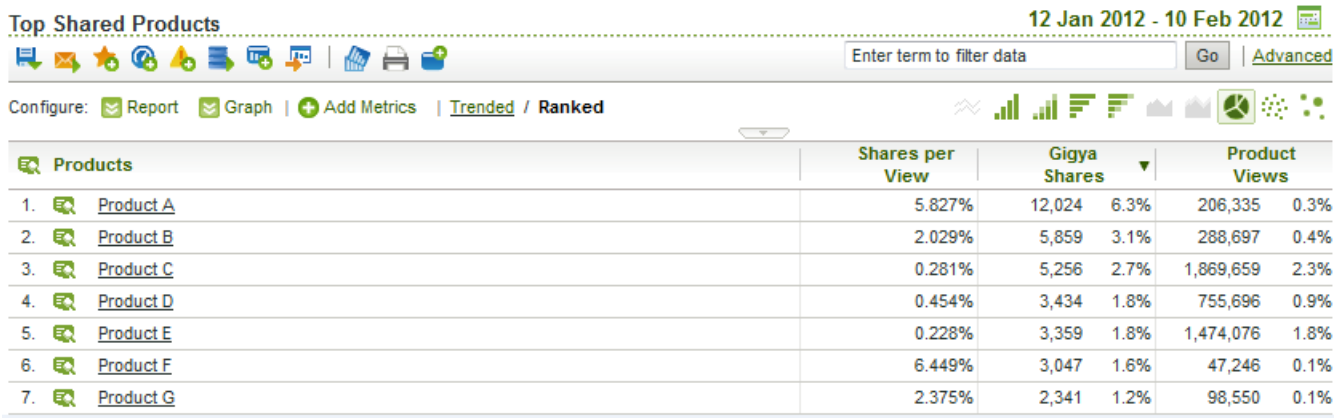
Gigya: Login Provider
Acme Times
Jan. 2012

Gigya Sign-ons

facebook messenger pinterest
yahoo aol facebook-like
google site
twitter email

Gigya: Logi...	Gigya Sign-ons	
1. facebook	15,660	77.1%
2. yahoo	2,019	9.9%
3. google	1,341	6.6%
4. twitter	737	3.6%
5. messenger	381	1.9%
6. aol	135	0.7%
7. site	34	0.2%
8. email	0	0.0%
9. pinterest	0	0.0%
10. facebook-like	0	0.0%
11. googl...sOne	0	0.0%
12. twitter,facebook	0	0.0%
13. twitter-tweet	0	0.0%
Total	20,307	

Compare how products or content is shared as a percentage of total views:



Top Shared Products — 12 Jan 2012 - 10 Feb 2012

Enter term to filter data | Go | Advanced

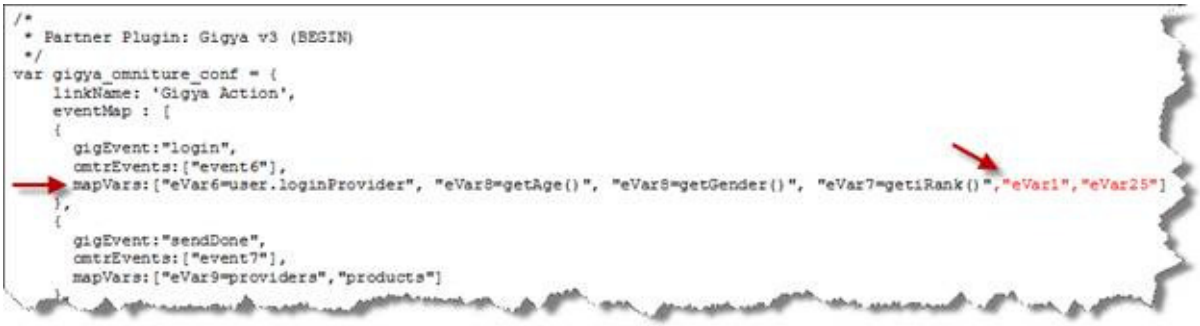
Configure: Report | Graph | Add Metrics | Trended / Ranked

	Products	Shares per View	Gigya Shares		Product Views	
1.	Product A	5.827%	12,024	6.3%	206,335	0.3%
2.	Product B	2.029%	5,859	3.1%	288,697	0.4%
3.	Product C	0.281%	5,256	2.7%	1,869,659	2.3%
4.	Product D	0.454%	3,434	1.8%	755,696	0.9%
5.	Product E	0.228%	3,359	1.8%	1,474,076	1.8%
6.	Product F	6.449%	3,047	1.6%	47,246	0.1%
7.	Product G	2.375%	2,341	1.2%	98,550	0.1%

Configuring the plug-in code for Page View eVars

It is possible that one or more of the eVars in your report suite are set to expire on "Page View". If this is the case, you need to make an adjustment for these eVars within the Gigya integration plug-in code. In the following example, it is assumed that eVar1 and eVar25 are set with "Page View" expiration. To adjust the Gigya plug-in to work properly for these eVars, perform the following task.

1. Open up the Gigya plug-in code with a text editor.
2. Locate the first instance of the **mapVars** setting.
3. Wrap the **Page View** eVars in double quotes and insert them into the comma separated list for the **mapVars** setting.



```
/*
 * Partner Plugin: Gigya v3 (BEGIN)
 */
var gigya_omniture_conf = {
    linkName: 'Gigya Action',
    eventMap : [
    {
      gigEvent:"login",
      cmtrEvents:["event6"],
      mapVars:["eVar6=user.loginProvider", "eVar8=getAge()", "eVar8=getGender()", "eVar7=getiRank()","eVar1","eVar25"]
    },
    {
      gigEvent:"sendDone",
      cmtrEvents:["event7"],
      mapVars:["eVar9=providers","products"]
```

4. Repeat this step above by inserting the **Page View** eVars into the remaining 3 **mapVars** lists.

```
/*
 * Partner Plugin: Gigya v3 (BEGIN)
 */
var gigya_omniture_conf = {
    linkName: 'Gigya Action',
    eventMap : [
    {
      gigEvent:"login",
      cmtrEvents:["event6"],
      mapVars:["eVar6=user.loginProvider", "eVar8=getAge()", "eVar
    },
    {
      gigEvent:"sendDone",
      cmtrEvents:["event7"],
      mapVars:["eVar9=providers","products","eVar1","eVar25"]
    },
    {
      gigEvent:"commentSubmitted--DISABLED",
      cmtrEvents:[""],
      mapVars:["eVar9=providerPostIDs","products","eVar1","eVar25"]
    },
    {
      gigEvent:"reactionClicked--DISABLED",
      cmtrEvents:[""],
      mapVars:["=reaction.ID","products","eVar1","eVar25"]
    }
  ],
```