



Adform

ADOBE® ONLINE MARKETING SUITE
Powered by Omniture®

GENESIS INTEGRATION GUIDE

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Preface

The Adobe® Adform Integration Guide introduces the Genesis™ integration for Adform. The Adform integration lets Adform automatically send data to SiteCatalyst® and integrate that data with the rest of your Web analytics. Once configured, you can generate reports that include information about how your Adform ad campaigns drive traffic, and ultimately revenue, to your online business.

The Adform Integration Guide includes the following sections:

- [Integration Overview](#)
- [Adform Integration](#)
- [SiteCatalyst Reports Using Adform Data](#)
- [Reconciling Metric Discrepancies](#)

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Intended Audience

This document is intended for Information Services professionals and online Marketers who are familiar with configuring SiteCatalyst, including SiteCatalyst variables (eVars, events, props). You should also be familiar with the Adform application, configuration, and metrics.

Account Support

ClientCare is available to:

- Answer specific product questions.
- Ensure that you can utilize the reports to their maximum capacity.
- Help resolve any technical difficulties you may have.
- Help you configure your Adform application to work with Genesis and SiteCatalyst
- Help you configure your eVars and events.

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. Additionally, each account has unique billing needs. Please 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 Manager.

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

In today's increasingly complex and competitive online marketplace, online marketers must continually improve their understanding of the online marketing environment and their return on advertising spend. Although advertisers, agencies, and publishers all possess individual tools to help accomplish these objectives, manually aggregating data from disparate data systems and processes can severely hamper the effectiveness of online marketing campaigns, resulting in less-than-optimal campaign performance, data discrepancies, and confusion.

The Adform integration solves this problem by using Adobe® Genesis™ to allow Adform to automatically pass data to SiteCatalyst®.

This overview section includes the following topics:

- [Key Benefits](#)
- [Prerequisites](#)
- [Integration Features](#)
- [SiteCatalyst Integration Variables](#)

1.1 Key Benefits

Key Benefits of the Genesis Adform integration include:

- Optimize Return on Advertising Spend (ROAS) by integrating your ad campaign data with your SiteCatalyst Web analytics data.
- Execute, track and analyze your online ad campaigns.
- Optimize ROAS by combining pre-click and post-click data for a comprehensive view of individual banner ad performance, campaign effectiveness, and onsite behavior.
- Optimize ad serving based on behavioral segments and use view-through and post-impression activity tracking to measure value assistance in branding.
- Understand the ads and offers that drive site success, and map value to specific ad impressions or click-throughs based on multi-session behavior.

1.2 Prerequisites

Before starting the Genesis integration for Adform, do the following:

- Implement SiteCatalyst code on all the pages you want to track, using version H.22 or later of the SiteCatalyst data collection code.
- Know the Network and Advertiser IDs for an Adform account that is part of the Spotlight configuration you want to integrate. The integration automatically imports all of the advertisers that lie within the Spotlight configuration.
- Know your Adform account User Name and Password.
- Associate each Adform campaign to only one SiteCatalyst report suite. Tagging to multiple report suites is not supported with the default Genesis integration for Adform.
- Configure your Adform campaign so that it does not redirect visitors through multiple domains. For example, a campaign should not direct respondents to a micro-site hosted under `www.xyz.com` if the micro-site then

redirects them to another site, www.fgh.com. If the campaign response spans multiple domains, click-through and view-through data can be inflated and misleading.

- Identify a custom variable in SiteCatalyst to hold your campaign information.
- Identify a SiteCatalyst eVar to store Adform view-through information. Use this eVar only for this Adform integration.
- Identify the SiteCatalyst events where you want to store Impressions and Click data. You might want to rename these events appropriately.
- Be prepared to update your data collection code with a new file that will be provided.
- (Optional) Create a special Email account for receiving information and notifications related to the Genesis integration for Adform.

1.3 Integration Features

Once activated, the Genesis Adform integration provides the following metrics for your SiteCatalyst reports:

- View-throughs
- Adform Clicks
- Impressions
- Click-throughs
- Click Cost Rate
- Impressions Total Media Cost
- Clicks Total Media Cost

The Genesis Adform integration automatically generates new campaign IDs and campaign classifications for all your Adform campaigns based on the following structure:

Figure 1.1: Adform Campaign ID Structure and Classification



These IDs serve as a shared key between Genesis and Adform to associate the correct classifications and metrics.

Campaign: A collection of ads served to multiple sites that carry common messaging. The Campaign is the basic framework for managing your advertising. Each active campaign has a start date, an end date, and at least one Landing page, Creative, Ad, and Placement.

Ad Name: A commercial message that is delivered to a user. The name of the ad as defined by your organization in the Adform system. For example: *Hybrid Coup Textlink - Build*.

Site Placement Name: A representation in your Adform account of a Web site, portion of a Web site, or group of Web sites where you have purchased ad space.

The other two classifications, Delivery Tool (Adform) and Channel (Banner Ad) have the same values for any Adform campaign.

1.4 SiteCatalyst Integration Variables

The Genesis integration for Adform uses SiteCatalyst variables to track various Adform metrics. After identifying the Event and eVars to use with the Adform integration, use SiteCatalyst's Admin Console to enable them (see "Report Suites" in the [Admin Console User Guide](#)). [Table 1.1](#) describes the SiteCatalyst variables needed for the Adform integration.

Table 1.1: SiteCatalyst Variables for the Adform integration

VARIABLE TYPE*	FRIENDLY NAME	POPULATION METHOD	DESCRIPTION
eVar	Ad Click Throughs	Automatically populated by Genesis.	Tracks Adform click-through data. Click-Throughs are visitors that viewed an ad, clicked on it, and arrived at the associated landing page (conversiontag).
eVar	Ad View Throughs	Automatically populated by Genesis.	Tracks Adform view-through data. View-Throughs are visitors that viewed an ad, did not click, but reached the associated landing page by some other means.
eVar	View Through Timeframes	Automatically populated by Genesis.	Tracks the amount of time between the initial Impression and when the visitor reaches the landing page.
event (Counter)	Click Throughs	Automatically populated by Genesis.	Tracks the number of visitors that viewed an ad, clicked on it, and arrived at the associated landing page (conversion tag).
event (Currency)	Click Cost Rate	Adform data feed.	Tracks the cost per click of each Adform ad.
event (Numeric)	Clicks	Adform data feed.	Tracks the number of times users clicked a specific Adform ad.
event (Numeric)	Impressions	Adform data feed.	Tracks the number of times a specific Adform ad was served (viewed).
event (Currency)	Impressions Total Media Cost	Adform data feed.	Tracks the total media cost accumulated for the client in the current day. The Total Media Cost resets to zero each midnight.
event (Currency)	Clicks Total Media Cost	Adform data feed.	Tracks the total media cost accumulated for the client in the current day. The Total Media Cost resets to zero each midnight.
event (Counter)	View Throughs	Automatically populated by Genesis.	Tracks the number of visitors that viewed an ad, did not click, but reached the associated landing page (conversion tag) by some other means.

*Select an unused eVar variable or Custom Event for each Adform metric. Each event lists the Event type (Numeric, Counter, Currency) to select when enabling the event in SiteCatalyst Admin Console.

Adform Integration



Configuring an Adform integration involves the following tasks:

- [Configuring the Integration](#)
- [Web Site Updates for the Adform Integration](#)

2.1 Configuring the Integration

The Genesis Integration Wizard steps you through the Adform integration.

To configure an Adform integration:

1. Log in to the Online Marketing Suite.
2. On the SiteCatalyst home page, click the Genesis™ icon on the pinwheel  or tool bar .
3. On the Genesis page, select the Report Suite where you want to configure the Adform integration. The Report Suite drop-down list is in the upper-left corner of the Genesis page.
4. Click the **Alphabetical** tab at the top of the **Partner List** on the left side of the Genesis UI, then locate the **Adform** icon.
5. Drag the **Adform** icon to an empty plug-in slot in your SiteCatalyst report suite to launch the Genesis Integration Wizard.



6. On the Adform integration introduction page, review the text, then select the check box to accept the fees associated with the Adform integration, then click **Next**.

This page provides an overview of the integration, along with helpful links for more information. There are both Adobe and Adform fees associated with this integration. Contact your appropriate Sales Representatives for both organizations and make sure you understand the fee structure.

7. On each page of the Genesis Integration Wizard, provide the required information, as described in the following table:

WIZARD PAGE #	FIELD	DESCRIPTION
1	Integration Name	Specify the integration name that Genesis displays in the report suite's Active Integration List.
1	Integration Email Address	Specify the email address that receives all notifications related to this integration, then click Next .
2	Username	Specify the Adform account username to use with this integration. Note: The Genesis integration for Adform does not support subnetwork log-ins because they do not provide access to the information needed for the integration.
2	Password	Specify the Adform account password.
2	Advertiser ID	Specify the Adform advertiser ID, then click Next . Genesis uses this ID to identify the Adform account to track.
3	Ad Click Throughs	Specify the SiteCatalyst eVar that receives Adform Ad Click-Through data. The Ad Click-Throughs event lets you track the number of visitors that viewed an ad, clicked on it, and arrived at the associated landing page (conversion tag).
3	Ad View-Throughs	Specify the SiteCatalyst eVar that receives Adform View-Through data. The View Through variable helps you see how view-throughs affect conversion rates on your site. Genesis adds the same Adform-related classifications to this eVar as it does to the Adform Ad Variable.
3	View Through Timeframes	Specify the SiteCatalyst eVar that receives Adform View-Through-Timeframe data, then click Next . The View-Through Timeframes variable helps you see the amount of time between the initial impression and when the visitor reaches the landing page on your Web site.
4	Click Cost Rate	Specify the SiteCatalyst event that stores Adform click-cost-rate data. The Click-Cost-Rate event lets you see the cost per click of each Adform ad.
4	Click Throughs	Specify the SiteCatalyst event that stores Adform Click-Through data. The Click-Throughs event lets you track the number of visitors that viewed an ad, clicked on it, and arrived at the associated landing page (conversion tag).

WIZARD PAGE #	FIELD	DESCRIPTION
4	Clicks	Specify the SiteCatalyst event that stores Adform Clicks data. Clicks indicates the number of times visitors clicked on the ad as measured by Adform's redirect. The Clicks metric correlates with the SiteCatalyst Click-throughs metric. Note: Adform Clicks and SiteCatalyst Click-throughs might not match exactly due to differences in the way data is collected. For more information, see "Reconciling Metric Discrepancies" on page 11 .
4	Clicks Total Media Cost	Specify the SiteCatalyst event that tracks the total media cost accumulated for the clicks during the current day. The Clicks Total Media Cost resets to zero each midnight.
4	Impressions	Specify the SiteCatalyst event that stores Adform Impressions metric data. Impressions indicates the number of times the ad was served.
4	Impressions Total Media Cost	Specify the SiteCatalyst event that tracks the total media cost accumulated for the client's impressions during the current day. The Impressions Total Media Cost resets to zero each midnight. Impressions indicates the number of times the ad was served.
4	View Throughs	Specify the SiteCatalyst event that stores Adform View-Through data, then click Next . Use the View-Throughs event with the View-Through Variable to see which campaigns didn't influence a direct click-through, but may have played a role in driving traffic to the site at some subsequent time. Genesis renames the selected Custom Event to "View Throughs."

8. On the Map Adform Calculated Metrics page, select names for the SiteCatalyst calculated metrics or use the names provided in the following text boxes:
 - Click Rate
 - Click Through Rate
 - View Through Rate
 - Total Media Cost
 - CPC
 - CPM
9. On the Integration Summary page, verify the Adform integration parameters, then click **Save**.
10. Click **Finish** to complete the integration.
IMPORTANT: SiteCatalyst does not save the integration settings until you click **Finish**.

2.2 Web Site Updates for the Adform Integration

After Genesis has configured your SiteCatalyst report suite for the Adform integration, you must do the following to configure your Web site and Adform environment to support the integration:

- [Verify Cookie Space on the Domain](#)
- [Update Your Web site's Data Collection Code](#)

- [Confirming a Successful Adform Integration](#)

Verify Cookie Space on the Domain

The Genesis integration for Adform requires you to set a cookie on the domain of the page. Although it is rare, some domains have reached the maximum cookie capacity for some Web browsers. To avoid affecting a visitor's browsing experience on your Web site, consult with your network operations, development team, or engineering group to verify that adding another cookie to the domain of the pages used for the Adform integration will not affect the user experience. You will also need to select a name for the cookie.

Update Your Web site's Data Collection Code

To enable the Adform integration on your Web site, you must update your JavaScript data collection code.

The Adform integration leverages the Adobe Online Marketing Suite Integrate Module, which adds functionality to your core JavaScript data collection code (`s_code.js`). After you complete the Adform Integration Wizard, this code is emailed to you using the address you specified in the Wizard. Contact your Implementation Consultant, or Account Manager, to get a copy of the Integrate Module.

The Adform Integrate code uses the Adform Integrate Settings to link your Adform environment to your Adobe data collection process. Insert this code as-is into the main body of your `s_code.js` file immediately following the Configuration block. Do not put it in a function or evaluate it using `eval()`.

```
/*
 *
 * Main Plug-in code (should be in Plug-ins section)
 *
 *****/

/*
 * Partner Plugin: AdForm Check 0.1
 */

s.maxDelay=750
s.loadModule("Integrate")
s.Integrate.onLoad=function(s,m){
s.Integrate.add("ADFORM")

s.Integrate.ADFORM.adVar="eVar1"

s.Integrate.ADFORM.get("http://track.adform.net/adfjson/
omniture.ashx?netID=OmnitureTest&gvar=[VAR]")

s.Integrate.ADFORM.setVars=function(s,p){
  var
    at=p.lastImpTime,
    al=p.lastImpSId,
```

```
a2=p.lastImpPIId,  
a3=p.lastImpId,  
bt=p.lastClkTime,  
b1=p.lastClkSId,  
b2=p.lastClkPIId,  
b3=p.lastClkId;  
  
if(( (at&&a1&&a2&&a3) || (bt&&b1&&b2&&b3) ) &&!p.errorCode) s[p.adVar]="ADFORM:"+ (at?at:0)  
+": "+ (a1?a1:0) +": "+ (a2?a2:0) +": "+ (a3?a3:0) +": "+ (bt?bt:0) +": "+ (b1?b1:0) +": "+ (b2?b2:0)  
+": "+ (b3?b3:0)  
}  
}
```

Confirming a Successful Adform Integration

Once you have made all the necessary Web site updates, you can use a network traffic viewer, such as Charles* or Firebug*, to confirm that Adform is communicating with Adobe collection servers. Once you have deployed the Adform-enabled `s_code.js` file, use the network traffic viewer to view the requests between Adform and Adobe data collection servers, looking for the following:

- A request to Adform's `Track.Adform.net` service. This service can respond with either:
 - A 302 redirect to another location, which in turn responds with a 200 OK response and a JSON-encoded result string containing the collected visitor data.
 - A 200 OK and JSON-encoded result string containing the collected visitor data.
- A request to Adobe data collection servers that contains the parameter `vX`, where X is your Click-Through eVar number. This parameter value takes the form: `Adform-XXXX-XXXX-XXXX-XXXX-XXXX-XXXX-XXXX-XXXX-XXXX`

SiteCatalyst Reports Using Adform Data

Once Adform and Adobe® collection servers can communicate, you can generate SiteCatalyst® reports that include Adform data. Pre-packaged Adform reports include the following:

Channel: Displays data comparing Banner ads against other on-line ad options, such as Paid Search and Email.

Delivery Tool: Displays data comparing Adform advertisers against other on-line ad services.



Site Name: Displays data comparing Web sites where Adform banner ads appeared.

Page Name: Displays data comparing individual Web pages where Adform banner ads appeared.

Ad Name: Displays data comparing specific Adform banner ads.

Campaigns: Displays data comparing different Adform ad campaigns.

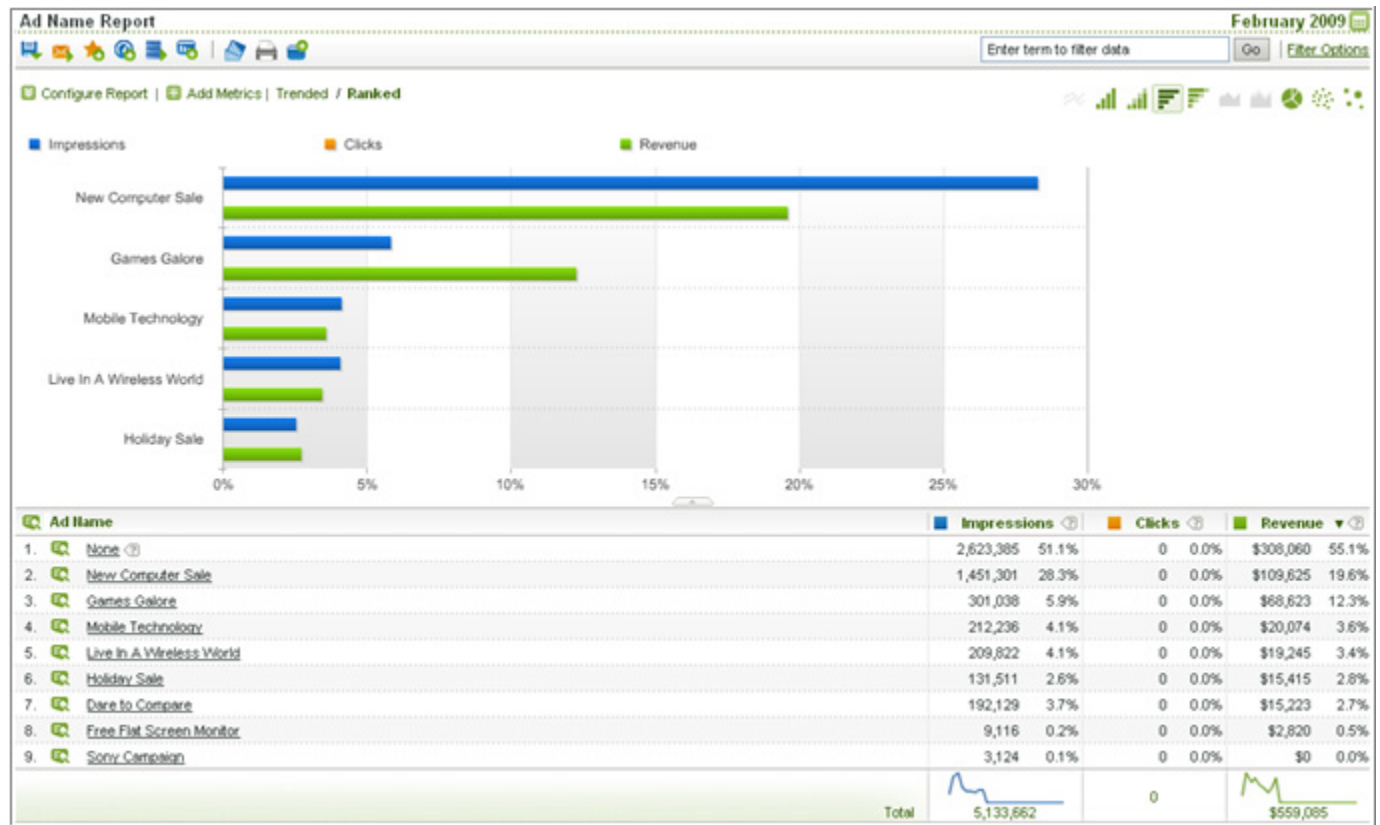
To generate an Adform report

1. Log into the Online Marketing Suite.
2. On the SiteCatalyst home page, click the SiteCatalyst pinwheel icon  or tool bar icon .
Make sure you have selected the report suite where you installed the Adform integration. The report suite dropdown list is in the upper-left corner.
3. In the left-side navigation, select the Conversion variable that captures the Adform click-through data, then select the desired Adform report.
4. Above the report graph, click **Add Metrics**.
This opens the Metric Selector dialog box.
5. Drag the **Impressions** and **Clicks** metrics from the Available Metrics list (on the left) to the Report Data Columns Canvas (on the right), then click **OK**.
Drop both metrics so they appear above the Revenue metric in the data columns list.

The resulting report displays Impressions, Clicks, and Revenue data so you can see how your Adform services translate into bottom-line revenue.

For example, an Adform Ad Name report displays the impressions, clicks, and revenue data directly attributable to specific banner ads in your current Adform ad campaign (see [Figure 3.1](#)).

Figure 3.1: Sample Adform Ad Name Report



This report has the following important features:

- The report header, labeled Adform_Ad Name Report, displays the report time period (February 2009), and indicates that this is a Ranked report using a Horizontal Bar format.
- The Graph itself displays three metrics (Impressions, Clicks, and Revenue) for each Adform Ad in the report.
- The graph displays data for each metric as a percentage of the metric total, rather than using the actual numbers for each metric. You can change this in the **Configure Report** dialog box.
- Below the graph, the Adform_Ad Name report lists the report details for each of the Adform Ads, and displays both numeric and percentage data for the Ad performance.
- Select a specific Adform Ad Name to open a menu of options for getting more information about that particular Adform ad.
- Each metric column includes a color key that corresponds to the metric's assigned color in the graph.
- The report is ordered by the Revenue metric with highest revenue Ad at the top. You can change the report ordering clicking on a different column (metric) label.

Reconciling Metric Discrepancies

Occasionally, some metrics might not fall within an acceptable difference when comparing Adobe metrics to Adform metrics. Below is a list of metric definitions and possible reasons for variances. This section includes the following topics:

- [Metric Definitions](#)
- [Possible Reasons for Discrepancies](#)

A.1 Metric Definitions

Adobe uses the following terms when talking about metrics related to the Adform integration:

Impressions: Impressions refer to the number of times an ad was viewed. Impressions are reported on an ad-by-ad basis, but can also be aggregated into ad groups or other multi-ad groupings. The impressions metric in SiteCatalyst is imported from Adform via a nightly data sources import.

Clicks: Clicks refer to the number of times an ad was clicked, as report by Adform. Clicks are registered on the Adform redirect page prior to the visitor landing on the customer's website. Like impressions, the clicks metric in SiteCatalyst is imported from Adform via a nightly data sources import.

Click-Throughs: Click-Throughs refer to the number of times an ad was clicked, as reported by SiteCatalyst. Click-throughs are registered once per campaign, per visit and are counted when VISTA populates the campaign variable with the Adform campaign ID.

View-Throughs: View-Throughs refer to the number of times a visitor came to the customer's Web site after viewing an ad, but having NOT clicked the ad. The visitor must come to the site within the view-through window, which by default, is set to 30 days. The impression must have happened more recently than the last click, and more than 5 minutes must have elapsed since the last click. View-throughs are registered once per campaign, per visit and are counted when VISTA populates the view-through eVar with the Adform campaign ID, and the view-through event is set.

A.2 Possible Reasons for Discrepancies

1. Why might impressions, as reported in Adform, be higher than impressions, as reported in SiteCatalyst?
 - Adform sends data to Adobe data collection servers in a nightly batch, so impression data in SiteCatalyst can be up to 2 days behind the Adform reports.
 - Adobe classifies imported Adform tracking codes into various levels of aggregations (campaign name, type, domain, etc.) To ensure the most accurate comparison, examine raw campaign IDs as opposed to any level of aggregation. If tracking code impressions match between the two systems, then investigate the nightly SAINT classification process.
2. Why might Adform Clicks be higher than SiteCatalyst Click-throughs?
 - Adform records a click before the visitor lands on the customer website. SiteCatalyst records Click-Throughs after the landing page loads and executes the Adobe JavaScript beacon.
 - When a visitor arrives on the landing page, Adobe Javascript requests the visitor's information from Adform's `Track.Adform.net` service. The `s.maxDelay` parameter determines how long the JavaScript waits for the data. If `s.maxDelay` is too high, visitors can leave the site before Adobe collects the hit data; meaning that

no click data is recorded. If `s.maxDelay` is set too low, the visitor's Internet connection cannot retrieve the data in time; meaning that the hit is sent to Adobe without Adform click information.

- SiteCatalyst attempts to identify and remove duplicate Click-throughs so they are counted only once per campaign per visit. Adform counts visitors who click "Back" and pass through the ad redirect multiple times as additional Clicks, while SiteCatalyst does not count these as multiple Click-throughs.
- Adform metrics do not rely on JavaScript enabled, while SiteCatalyst does. Because of this, there might be some cases where Adform records a hit when SiteCatalyst does not.

3. Why might Adform Post-impression activities be higher than SiteCatalyst View-throughs?

- SiteCatalyst attempts to identify and remove duplicate view-throughs so they are counted only once per campaign per visit. Adform counts visitors who click "Back" to the landing page as additional Post-impression activities, while SiteCatalyst does not count these as multiple View-throughs.
- Adform metrics do not rely on JavaScript enabled, while SiteCatalyst does. Because of this, there might be some cases where Adform records a hit when SiteCatalyst does not.
- Adform counts Post-impression activities when using tags, which can be placed on the client Web site. SiteCatalyst counts View-throughs after the JavaScript beacon (image request) executes. Code placement on the Web page can determine if an aborted page load counts as a Post-impression activity or a View-through.

4. What if discrepancies are far outside an acceptable range and the possible reasons above do not apply?

Consult your Integration Consultant, or ClientCare, to document the discrepancies and report them to the Genesis™ engineering team. To expedite your request, have 2 - 3 days of data comparing the metrics in question (at a campaign code level). In your request, identify all actions you have already taken to reconcile the discrepancy.