Adobe® Marketing Cloud

Qualtrics Data Connector for Adobe Analytics

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Qualtrics Data Connector for Adobe Analytics

This integration combines the customer research capabilities of the Qualtrics Research Suite with the rich data you are collecting within Adobe Analytics to create powerful analytics and optimization opportunities for your organization.

This two-way integration first connects the Qualtrics survey response data with your visitor clickstream data. It then injects relevant behavioral actions and attributes, from Adobe Analytics, back into the Qualtrics survey reporting.

Key Benefits and Features

- Build user segments based on the responses users give to specific survey questions.
- Traffic and conversion reporting based on survey, question and response level detail.
- Uses only 1 ListVar, 1 eVar, and 1 event to integrate unlimited Qualtrics surveys.
- Enhance Qualtrics reporting with up to 5 custom conversion dimensions, 5 custom traffic dimensions, 5 custom success events and more than 20 other standard metrics and dimensions tracked with Adobe Analytics.
- Integrated survey data within Adobe Analytics flows in "live" as surveys are submitted. Exports to Qualtrics occur daily.

Before you Activate this Connector

Adobe Prerequisites

- Must be a current customer of Adobe Analytics.
- Must be an Admin User.
- Must have 1 available and enabled List variable within your report suite.
- Must have 1 available and enabled eVar (or prop) variable within your report suite.
- Must have 1 available custom event within your report suite.

Qualtrics Prerequisites

- Must be a current customer of the Qualtrics Research Suite.
- Must be a user that has been given permissions to enable Adobe Analytics Integration.
- Must be able to generate an Adobe Analytics Token within the **Qualtrics IDs** area of the Research Suite.

Deploying the Integration

Deploying this integration is a simple process that requires the following actions.

Completing the Adobe Integration Wizard

To activate the integration you must complete the Qualtrics integration wizard within the Data Connectors interface

1. Navigate to data connectors and launch the Qualtrics integration wizard. (*Data Connectors Help*).
2. Select the report suite that you want to use for this integration and provide a name.
   Complete the integration wizard, providing the information described in the following steps.
3. **Wizard Step 1**

Email Address	The primary contact email address.
Description	(Optional) Description for this integration setup.
Qualtrics Organization ID	*Looking up your Qualtrics Organization ID*
Adobe SiteCatalyst Token	*Generating your Qualtrics Adobe Analytics Token*

4. **Wizard Step 2 - Variable Mappings**

Qualtrics Response List	Select an available list variable from your report suite. (You may need to enable a new listVar within the Report Suite Manager.)
Qualtrics Response ID	Select an available eVar or prop from your report suite. (You may need to enable a new listVar within the Report Suite Manager.)
Tracking Server	Provide the tracking server (domain) setting that you use to track Adobe Analytics data. Use the `trackingServerSecure` tracking server if it differs from your standard tracking server setting.
Qualtrics Survey Submissions	Select an available event from your report suite (you may need to enable a new event from within the Report Suite Manager).

5. **Wizard Step 3**: Nothing required, informational only.
6. **Wizard Step 4 - Export Settings**

eVar	Select up to five of your eVars to expose for exporting to Qualtrics
Events	Select up to five of your custom events to expose for exporting to Qualtrics
Props	Select up to five of your Props to expose for exporting to Qualtrics
Access Requests	Check the box for any of the standard metrics and dimensions that you wish to export to Qualtrics. The `visitor_id` is required to allow the export to function properly.

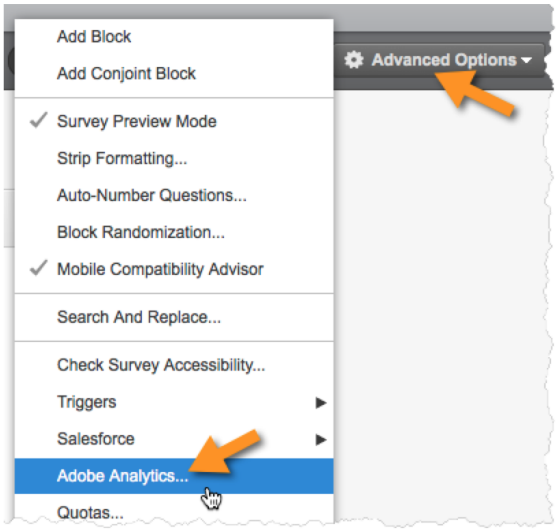
7. **Wizard Step 5**: Review configuration and then click **Activate Now**.

Enabling the Integration in Qualtrics Research Suite

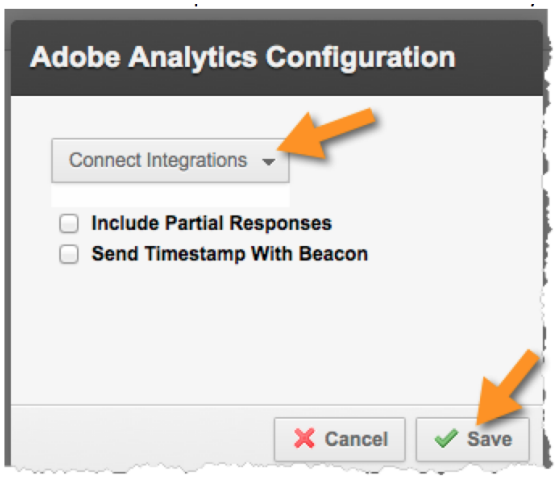
After completing the integration wizard, you must activate the integration for each Qualtrics survey that you want connected.

1. Log in to the Qualtrics Research Suite.

2. On the **My Surveys** tab, click the **Edit** button for the survey that you want to integrate.
3. Click the **Advanced Options** menu and select **Adobe Analytics**. (if you do not see this option, ask your administrator about gaining the permissions required).



4. Select the Adobe Analytics Configuration, then click **Save**. If no configurations are available then you likely have not yet completed the Adobe Integration Wizard.
   a) The **Include Partial Responses** checkbox can be used to indicate that you'd like to capture data into Adobe Analytics after each partial survey screen is completed. If not checked, then data is transferred only for fully completed surveys.
   b) The **Send Timestamp With Beacon** checkbox should be used only when integrating with a Report Suite that is configured to receive time-stamped data (not common).

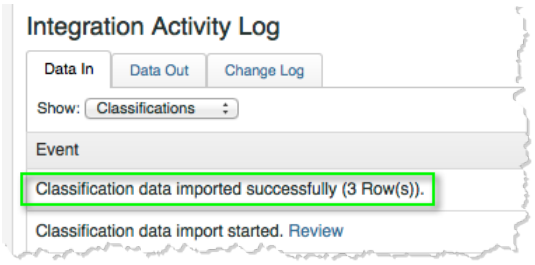


Verifying the Integration

After all deployment steps have been completed you can validate that the integration is successfully transferring data.

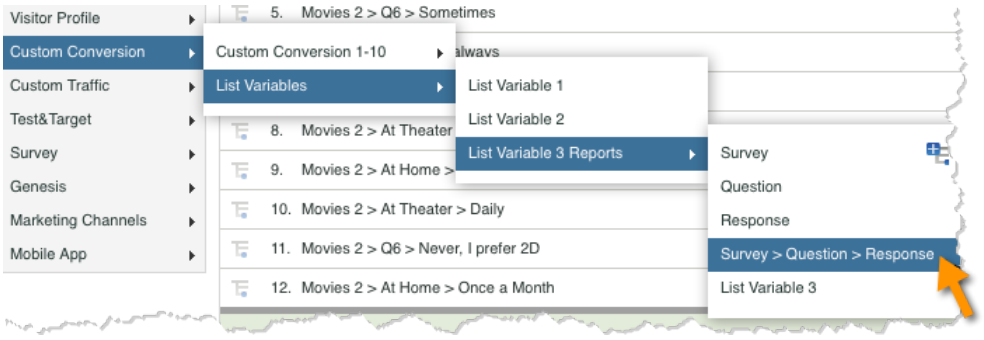
1. **Integration Activity Log**: In the Data Connectors UI, view the **Support** tab on the Qualtrics integration. Under the heading **Integration Activity Log** you should see entries stating successful classification data imported.

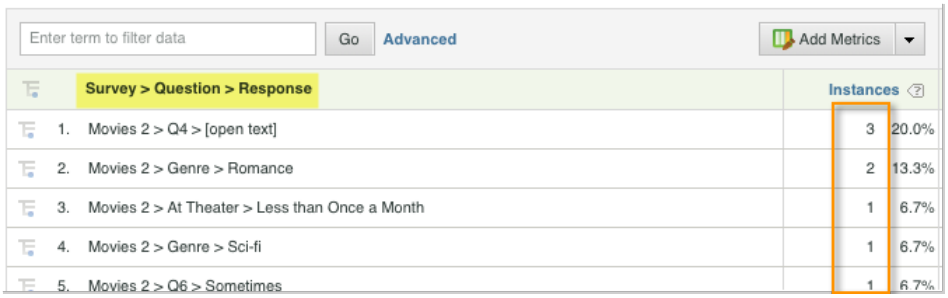
Note: *These entries should appear within 1 hour of successful deployment.*



2. **Reporting Data**: View your Qualtrics survey reports with the marketing reports and analytics UI by navigating the Qualtrics survey reporting (under **List Variables**).

Note: *This data should appear within 24-48 hours of successful deployment assuming that the integrated survey is actively receiving responses.*





Using the Integration

After the deployment is complete, you can begin using the additional capabilities that this integration provides.

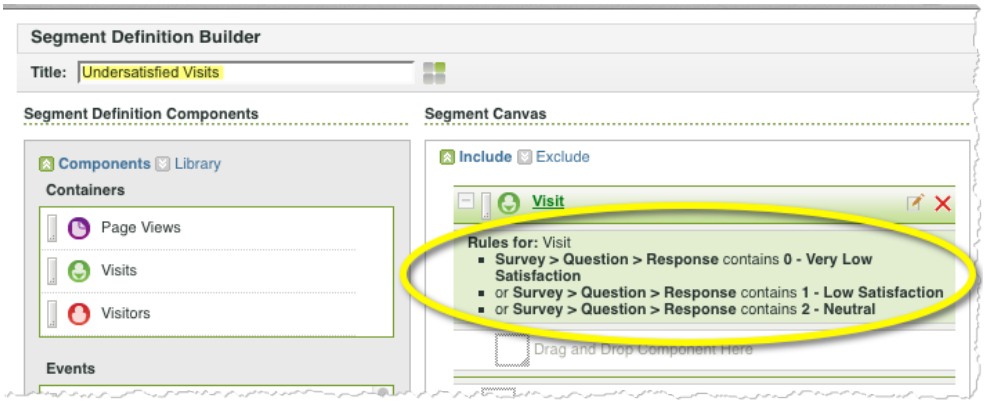
Note: *It can take 24-48 hours to begin seeing Qualtrics response data within your Adobe Analytics reporting.*

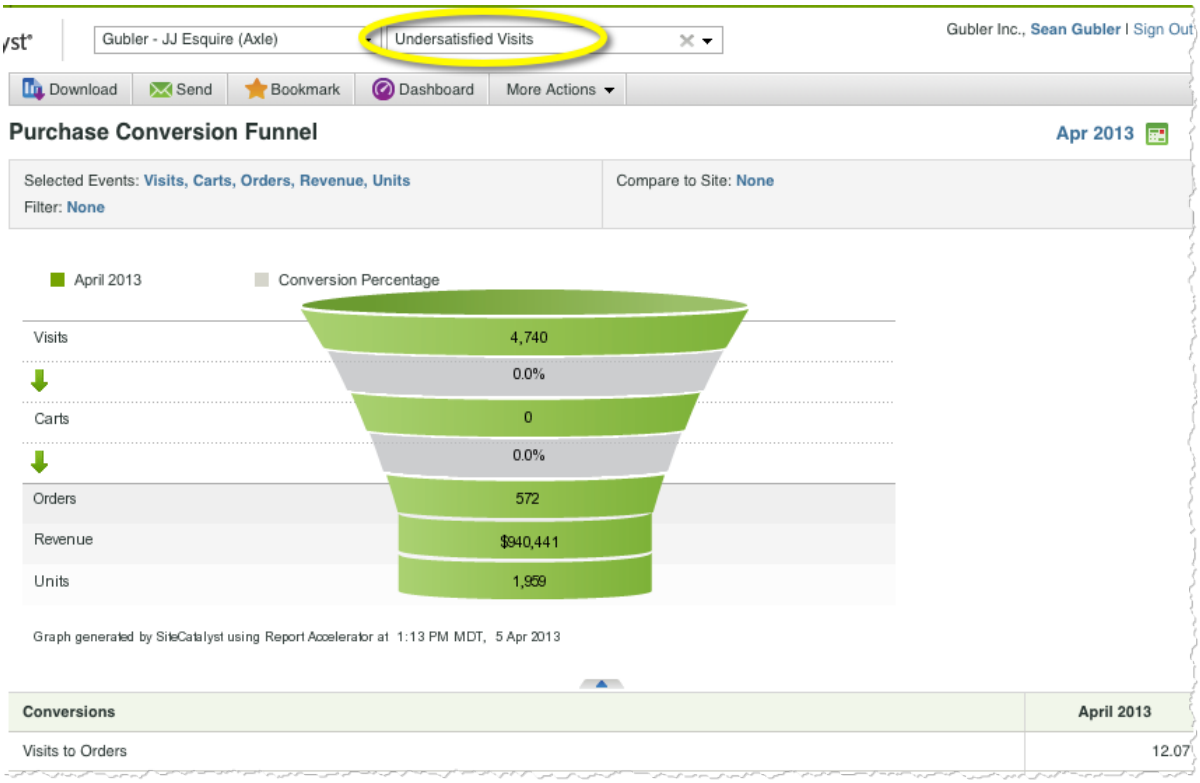
The following are actions to take to get value from this integration from within Adobe Analytics.

1. Create a Segment using survey response data (see *Create a segment*).
2. Apply the Segment to key reports.

Example

the following shows how an analyst might define an Adobe Analytics Segment using survey response data. This case assumes a survey question like "How satisfied were you with your visit today?" Using this question we can create a segment to identify "Undersatisfied" visitors. Such a segment could be used to drill into any Adobe Analytics reports - such as the Purchase Conversion Funnel, as shown below.

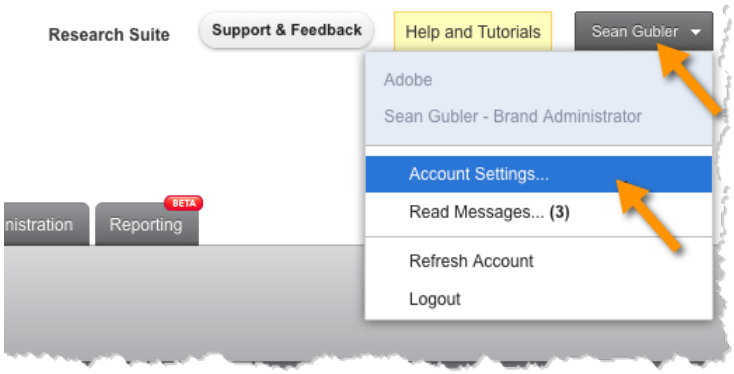



Gubler - JJ Esquire (Axle)
Undersatisfied Visits
Gubler Inc., Sean Gubler | Sign Out
Download
Send
Bookmark
Dashboard
More Actions
Purchase Conversion Funnel
Apr 2013
Selected Events: Visits, Carts, Orders, Revenue, Units
Filter: None
Compare to Site: None
April 2013
Conversion Percentage
Visits
4,740
0.0%
Carts
0
0.0%
Orders
572
Revenue
$940,441
Units
1,959
Graph generated by SiteCatalyst using Report Accelerator at 1:13 PM MDT, 5 Apr 2013
Conversions
April 2013
Visits to Orders
12.07

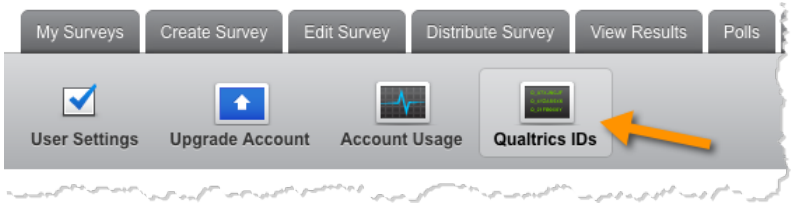
Looking up your Qualtrics Organization ID

The Organization ID is required to complete the integration wizard. To find this ID you must do the following.

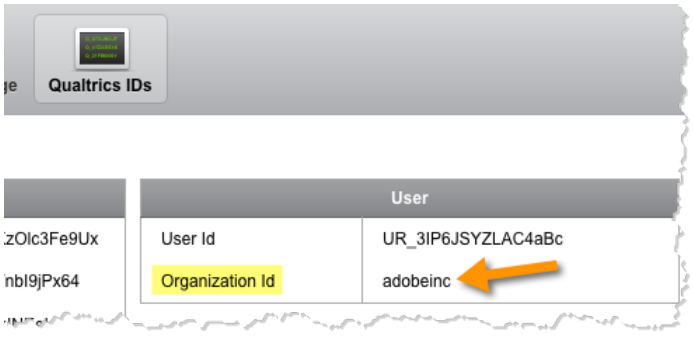
1. Log in to the Qualtrics Research Suite.
2. Click **Account Settings** on your user menu.



3. Click on **Qualtrics IDs**.



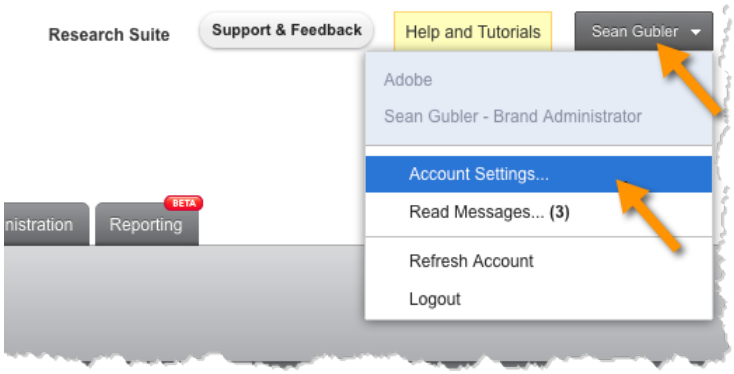
4. Find and save the **Organization Id** in the **User** section.



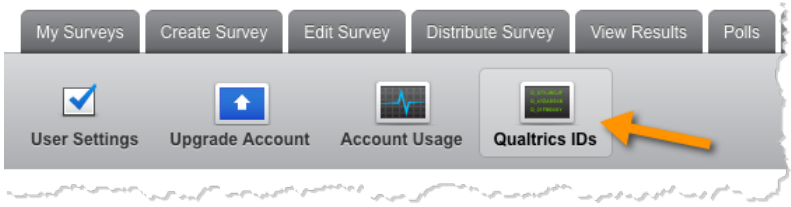
Generating your Qualtrics Adobe Analytics Token

A token is required to complete the integration wizard. To find this ID, complete the following.

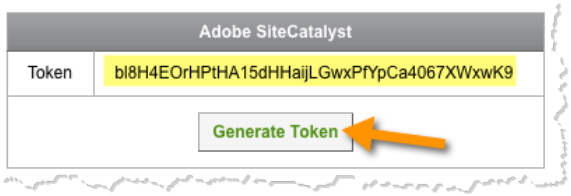
1. Log in to the Qualtrics Research Suite.
2. Click **Account Settings** on your user menu.



3. Click **Qualtrics IDs**.



4. Click **Generate Token** within the **Adobe SiteCatalyst** section and save the token.



Note: *If you do not see the option to generate an Adobe Analytics Token, please contact your Qualtrics account administrator to enable the appropriate permissions for your account.*