Adobe Analytics Phase I

Step 1) Client Connects Adobe Analytics to Hootsuite Impact

When adding Adobe Analytics as a new connection in Impact, users will be prompted to enter their username and secret

This is different from their Adobe username and password.

Before connecting Adobe Analytics to Impact, the user will need to acquire the username and secret from Adobe Analytics. Make sure you follow the steps on the connection page. In addition to this, the user must be an administrator to the account.
Below is a visual walk through:
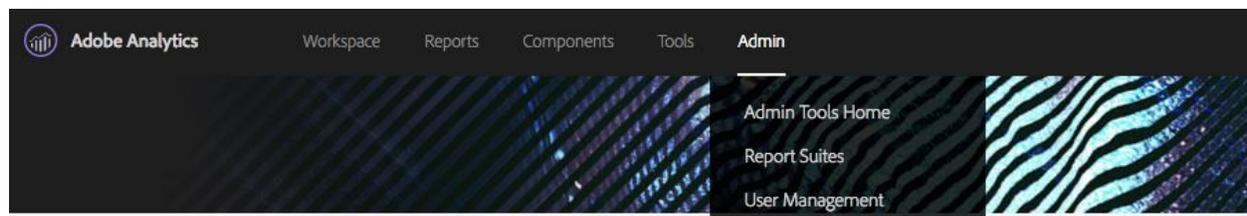
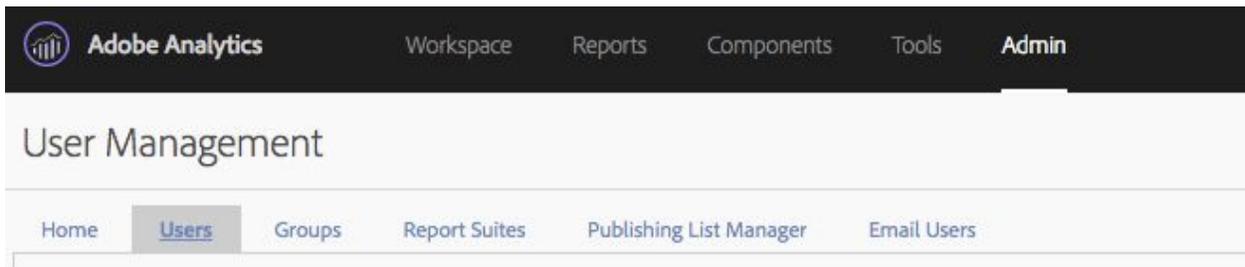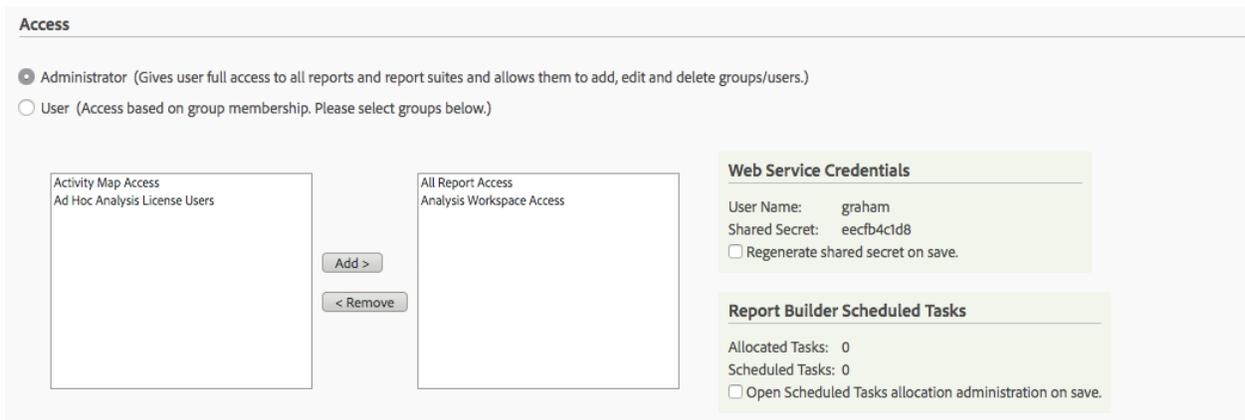When in Adobe Analytics, hovering over the Admin dropdown, click on User Management.

Select the Users tab.

Here you will be presented with a list of users. Either make a new account with admin privileges or choose an existing account to be use to connect Adobe Analytics to Impact.

Locate the "Access" section of the account. The "Web Service Credentials" is what is needed to be used to connect Adobe Analytics to Impact.

Copy the User Name and Share Secret. Use the credentials in Impact to connect Adobe Analytics.

Step 2) Client selects Report Suite

Client must select the Report Suite that they want to track. It is a separate auth flow per each Report Suite, so you can only do one at a time.

Step 3) Client Selects Unique Tracking Parameter

Client defines their unique tracking parameter. A unique tracking parameter is required to bring in post level data. If a client's Adobe Analytics is set up "out of the box" where CID is mapped to TrackingCode/Campaign, then no further customization is necessary. Refer to Step 5 to confirm

Please note - we can only support ONE tracking parameter in this field, such as "CID." Clients can currently put in multiple values here (ie. "cid, utm_term, utm_content") but this will prevent our system from reading any data.

**Step 4) Client selects Adobe Metrics**
Client can select up to 20 Adobe Metrics to add in to Impact for tracking. While a client can select any Adobe Metric, Impact will only display correct values for Number type Adobe Metrics.

If the client is using any other Adobe Metric type, do not add them to the Adobe Metric Profile in Step 6. For confirmation, please reach out to the Impact team for an audit of each Adobe Metric type that was added.

Step 5) Confirm Tracking Parameter set up
To confirm, follow these steps:
      a) Download the Adobe Experience Cloud Debugger
      b) In the client's Impact account, go to Browse Content and follow any link in a post that directs to the client's home page
      c) Once on the page, click on the Adobe Experience Cloud Debugger Chrome extension
      d) Click on the Analytics in a new window
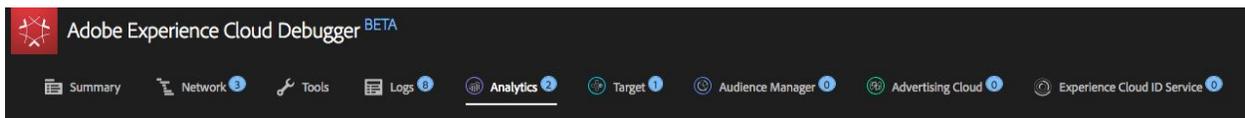
      e) Click on the small arrow to see information about the Adobe Analytics account. We are looking for the term "Campaign" as this will be the "trackingcode" used by the client.

If the unique tracking parameter does not appear in Campaign, confirm if the tracking parameter exist in another eVar. If it exists in another eVar, go to step 5a. If it does not exist, go to step 5b.

Step 5a: Map tracking parameter to eVar
Request that the client work directly with their Adobe Analytics administrator to map the unique tracking parameter to an eVar.

Step 5b: Request eVar is added to the company
Once the mapped eVar is known, reach out to the Impact Team with the company name and eVar #. The Impact team will create a JIRA ticket with development for eVar to be captured for this company.

Step 6: Configure Adobe Analytics in Impact
Create a Metrics Profile for Adobe Analytics with all the Number type Adobe Metrics. On the Connections Page, add this metric profile to each Connection in the Adobe column. Do not add to Instagram as Instagram has no links and therefore no web metrics will ever be associated with it.

Step 7: Confirm data is flowing in on a post level
Double check using the methodology in Step 5 that the eVar that has been set up for the company is returning the unique tracking parameter and confirm in Browse Content that data is populating on a post level in the Intent bucket for a link post.

Step 8: If not data is populating, request the following

Step 1) Find a link in a social network post in Impact that utilizes the unique tracking parameter

Step 2) Reach out to the client with your example link, and request a screenshot of their Adobe Analytics reporting suite where we can see the unique tracking parameter for a specific day, where we can see website visits, page views, etc.

Step 3) Have client also provide us the report suite ID (article: https://webanalyticsfordevelopers.com/2013/05/14/finding-a-report-suite-id/).

Why is this important?

1) With the link from a social network, we can find the post in our database and make sure we extracted the shortened link and then expanded it correctly to get the information.
2) We then can make sure that the right report suite ID is in our system because basically we are doing API calls to that report suite ID with the campaign ID from the link.
3) We can then confirm that on [X] day that we see the same numbers from the screen shot.
4) Then we can debug why our system didn't pick it up.

Adobe Analytics Phase II

Step 1: Confirm Report Suite
Phase II relies on the same auth that was performed in Phase I. If a client wants data fed into a RS that is not already Connected, please repeat steps 1-4. Please note: If a client does not care about post level data for Phase II, steps 5-7 in Phase I are not needed.

To see which Report Suites we have the auth to feed data into, navigate to the client's Impact account under Profiles > Adobe Analytics Export Profiles
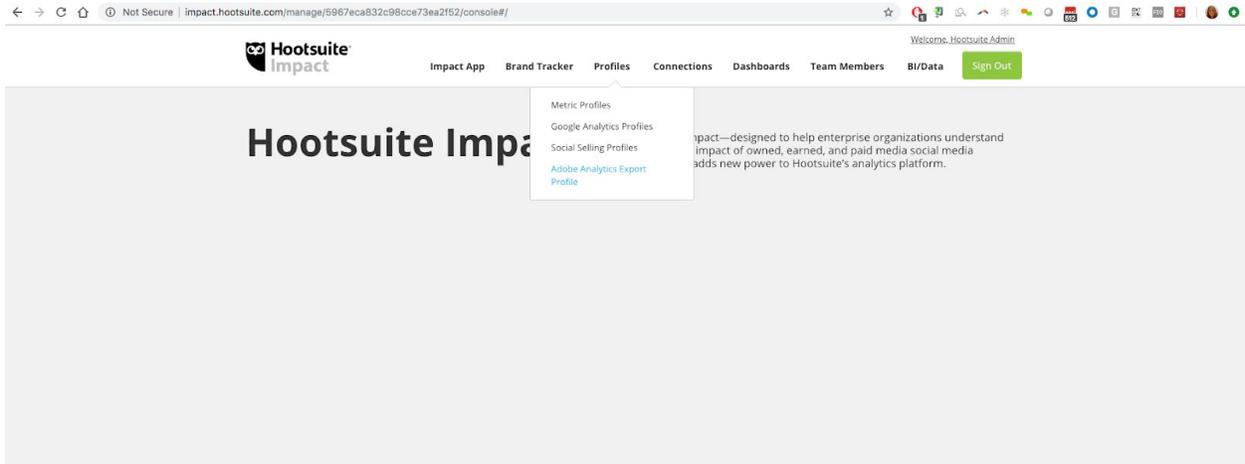
Select the Report Suite for which the client would like to bring in social metrics from Impact. If there are multiple Report Suites, you will need to complete steps 1-9 individually for each Report Suite

Step 2: Reserve 3 eVars
The client should choose three available eVars for the social data to flow into. To do this, they should reserve these eVars for Hootsuite use. You can recommend that they name these eVars "Hootsuite 1," "Hootsuite 2," and "Hootsuite 3." Once we've turned on the integration, we will let them know which eVar corresponds to "Platform," "Content ID" and "Account ID"

Step 3: Define social metrics
Inform the client that we will be sending the following metrics from this list in the Recommend Metrics tab. Best practice is to get these 20 social metrics set up before adding in additional metrics. However, if the client would like to remove any metrics please do that before moving on to Step 4. We cannot remove a metric after it's been set up.

If the client does not have a platform listed in the spreadsheet, just remove that platform and its associated metrics from the overall count.

Please note: All social metrics are both page and post level. The client can toggle between the page and post level data through the "Account ID" and "Content ID" eVars.

Twitter organic metrics are not supported in this integration.

Step 4: Reserve 20 Custom Events
The client should choose 20 Custom Events (or the applicable social metric count). If they'd like, they can name them as "metric 1," metric 2," etc… Once we've turned on the integration, we will let them know which Custom Event corresponds with which social metric.

Step 5: Provision eVars

Navigate to the client's Impact account under Profiles > Adobe Analytics Export Profiles. Select the correct Report Suite and click on "Provision eVars". A dialogue box will open. Click the "+" button beside the eVars that have been reserved for Hootsuite from Step 2. Then Save Settings.
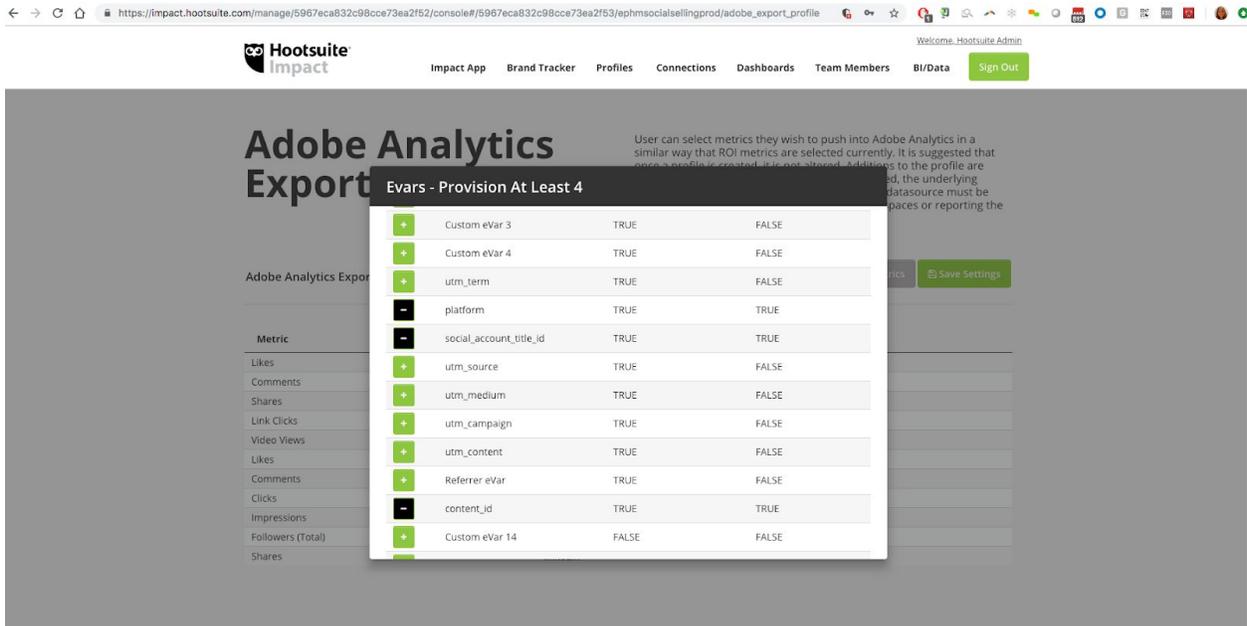
Step 6: Provision Custom Events

Navigate to the client's Impact account under Profiles > Adobe Analytics Export Profiles. Select the correct Report Suite and click on "Provision Events". A dialogue box will open. Click the "+" button beside the Custom Events that have been reserved for Hootsuite from Step 4. Then Save Settings.

Step 7: Add Metrics

Navigate to the client's Impact account under Profiles > Adobe Analytics Export Profiles. Select the correct Report Suite and click on "Add Metrics". A dialogue box will open. Click the "+" button beside the social metrics from that have been reserved for Hootsuite from Step 3. Then Save Settings.

Step 8: Add Report Suite to export: Connection

On the Connections Page, add the Adobe Export Profile for all social networks they would like this enabled on.
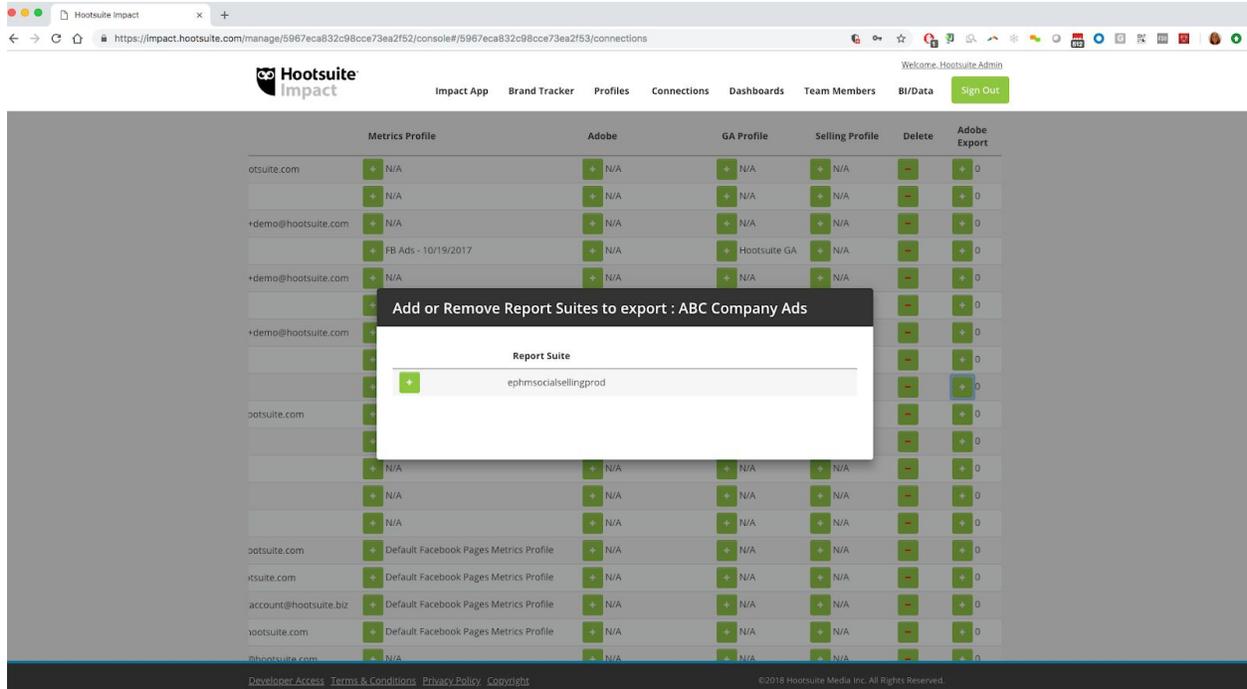
Step 9: Client confirmation
Confirm with client that all Impact social data is feeding into their Report Suite as expected.