

The SundaySky & Adobe Analytics Solution Overview



Summary

With the Adobe Analytics (AA) and SundaySky integration, video player events, and analytics data feed directly into Adobe Analytics. In 2020, viewer behavior data from Adobe Analytics will also flow straight to SundaySky. This unification provides you with a 360° view of your customer.

Benefits

Derive behavioral & cross-campaign insights

Through a unified Adobe Analytics and SundaySky ID, you can find meaningful segments and customer attributes that respond better to video messaging. Analyze how viewers compare to non-viewers across performance tactic.

Optimize viewer journey & video content

Understand when, where, and how video viewers prefer to engage. You can choose to feed insight signals to SundaySky to optimize dynamic video content.

Measure business impact

Quantify the influence of each video view for long-term business KPIs (e.g., what did the user do in the days and weeks following the view).

Reduce IT & analytics time investment

Decrease time spent on internal and SundaySky data consolidation. With the SundaySky and AA integration there's no need for periodic reconciliation efforts to reduce data mismatch.

Automate & scale

View insights that are actionable across other Adobe products and existing analytics integrations like AEM, AAM, AdCloud.

A/B test for success

Assess which video variations, touchpoints and placements lead to maximum business impact.

Integration Options



Option 1 : Adobe launch

Quickly deploy via a single rule within Adobe Launch to send video events to Adobe Analytics without touching your pages' code.

No web development resource needed.



The pre-configured code package:

- ✓ Includes an easy on and off to customize what events you want to track.
- ✓ Tracks seven video events (player loaded, video started, scene name, quartile % progress, complete view, CTA display, CTA click).
- ✓ To report on video events, you can configure mapping (set up the eVar to report the events).

Option 2 : Connector JavaScript code

SundaySky provides a pre-configured code package to add to your AA enabled pages for tracking video events with Adobe Analytics. Simply add the connector code and configure relevant fields.

Requires minimum development from the brand's IT team.