

Integrating Adobe Analytics

Adobe Analytics is a comprehensive online marketing and web analytics suite. The SDK-to-SDK integration between Adjust and Adobe enables you to push install and reattribution data into your Adobe setup. Adjust sends this data to the Adobe SDK by utilizing delegate callbacks with attached attribution data.

Adobe Analytics SDK API integration

Before you configure your Adobe Analytics setup, you must first implement a small code snippet into your app in order to fully integrate the Adjust and Adobe SDKs.

You can check out our SDK readmes for [iOS](#) and [Android](#) for the relevant snippets and information on how to set up the SDK to feed your data into the Adobe Analytics suite.

Configure your Adobe Analytics setup

In order to pipe your Adjust data into your Adobe setup, you must properly configure your Adobe Analytics dashboard (instructions below).


Setup instructions for activating the Data Connector

- 1 In the Data Connector UI, select **Add Integration**.
- 2 From integrations list, drag-and-drop the **Adjust** widget to the Adobe Marketing Cloud Connector.
This launches the Adjust integration wizard.
- 3 Accept the Terms & Conditions, then choose the report suite where Adjust data should flow. This should be the same as the report suite for your mobile app. You can add any name for this integration.
- 4 Map the available eVars from the drop-down list into which Adjust data should flow. You can rename the variable if needed.
- 5 Review the variable mappings and other parameters. Select **Activate Now** to activate the integration. Once activated, the data connector automatically creates the required processing rules.
- 6 If you have multiple apps, repeat these steps for each report suite where the integration is required.

2 Add Integration

Browse the Partner Showcase to learn which Experience Cloud Accredited Connector products are right for you. [Help & Documentation](#)

Show Alphabetical

**Adjust**
Adobe Marketing Cloud Exchange listing for Adjust

[Code snippet for Android](#)
[Code snippet for iOS](#)
[Integration Guide](#)

[Activate](#)

3 Adjust Data Connectors Integration

Instructions

This integration helps you capture Mobile Ad attribution data from Adjust right into your Analytics data. In order to achieve that, make sure you have implemented the code snippet for your [iOS](#) and/or [Android](#) App.

This integration wizard will help you map appropriate variables to Adjust data metrics. Please make sure you have identified or reserved those custom variables in advance.

Please refer the [Adjust Integration Guide](#) for more details

Terms and Conditions

By activating this integration, I understand my company will incur fees in accordance with its service agreement with Adobe Systems Incorporated or its service agreement with one of Adobe's trusted partners, as applicable. By activating this integration, I hereby represent that my company has a service agreement in place with respect to this integration and that I am an authorized representative of my company; and as such, my company agrees to pay the fees set forth in the service agreement.

I accept these terms and conditions *

Integration Settings

Which Report Suite do you want to apply this integration to? *

Mobile App Demo Data

What name would you like Data Connectors to display for this integration? *


Adjust Integration Demo

[Create and Configure This Integration](#)

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Adobe Analytics Workspace Reports Components Tools Admin Labs

Data Connectors

 2 Integrations

Viewing: Adjust Integration Demo (Mobile App Demo Data)

Support Configure

1 Integration Settings 2 Variable Mappings 3 Review Summary

eVars

Please use the fields below to map the integration settings to your report suite eVars

Metric	SiteCatalyst eVar	Rename the chosen SiteCatalyst metric
Ad Group [Adjust] <small>Ad Group name received from Adjust</small>	Marketing Channel (eVar 1)	Ad Group [Adjust] <input type="checkbox"/>
Campaign [Adjust] <small>Campaign name received from Adjust</small>	Campaign Vendor (eVar 2)	Mobile Ad Campaigns <input checked="" type="checkbox"/>
Creative [Adjust] <small>Creative Name received from Adjust</small>	Campaign Delivery (eVar 3)	Creative [Adjust] <input type="checkbox"/>
Network [Adjust] <small>Network name received from Adjust</small>	Campaign Landing Page (eVar 4)	Network [Adjust] <input type="checkbox"/>

[Save and Continue to Next Step](#) [Save and Finish Later](#) [Cancel and Delete](#)

Data Connectors

Viewing: Adjust Integration Demo (Mobile App Demo Data) ⓘ

Support Configure



General Settings

Parameter	Value
Report Suite	ageo101exchangeappidexchpartneradjust
Name	Adjust Integration Demo
Description	
Email	

eVars

Variable	Mapping	Will Rename As
Ad Group [Adjust]	Marketing Channel (eVar 1)	
Campaign [Adjust]	Campaign Vendor (eVar 2)	Mobile Ad Campaigns
Creative [Adjust]	Campaign Delivery (eVar 3)	
Network [Adjust]	Campaign Landing Page (eVar 4)	

Data Collection Rules

Processing rules will be created for data collection.

Activate Now Cancel and Delete