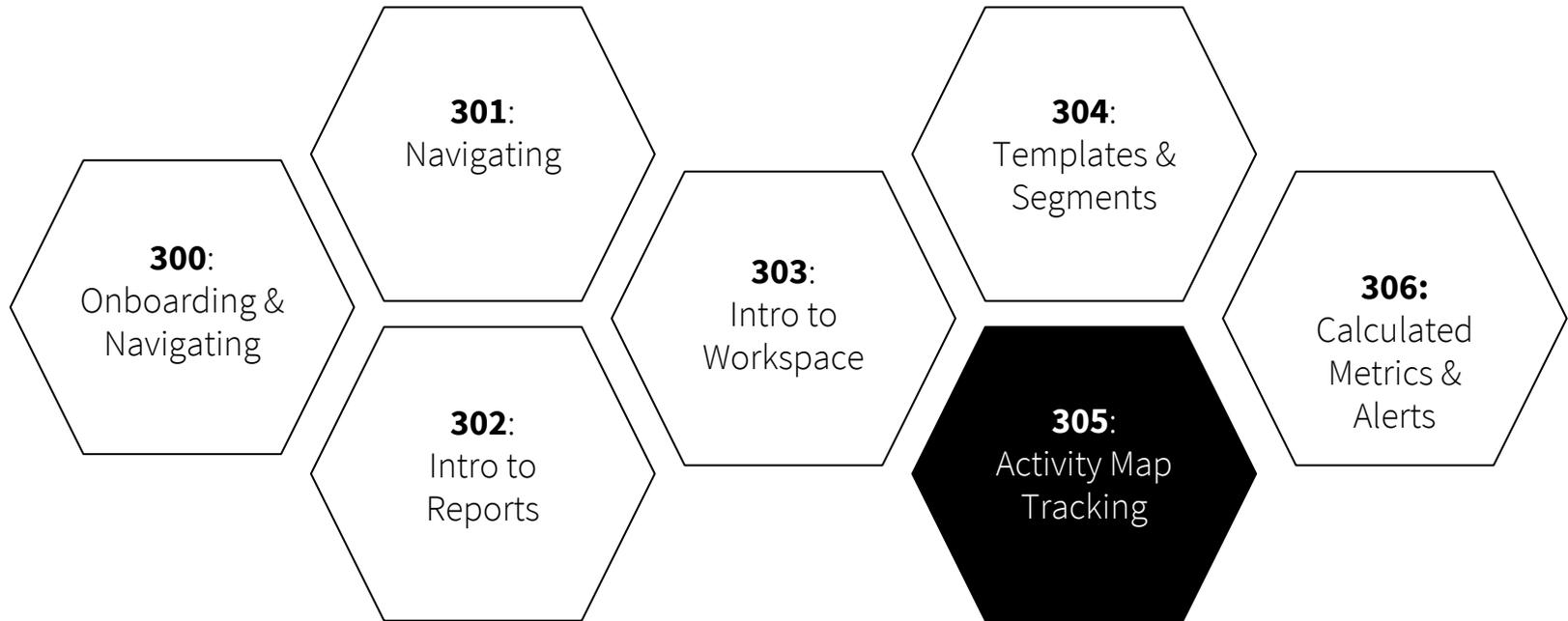


305 - Activity Map Tracking

Adobe Analytics - Basic Training



Adobe Analytics: Basic Training



1. What is **Activity Map**?
2. How do I **install the plugin**?
3. How do I **launch the plugin**?
4. How do I **view link clicks** directly on a page?
5. How do I **navigate** Activity Map?
6. How do I view link clicks **in Reports**?
7. How do I view link clicks **in Workspace**?

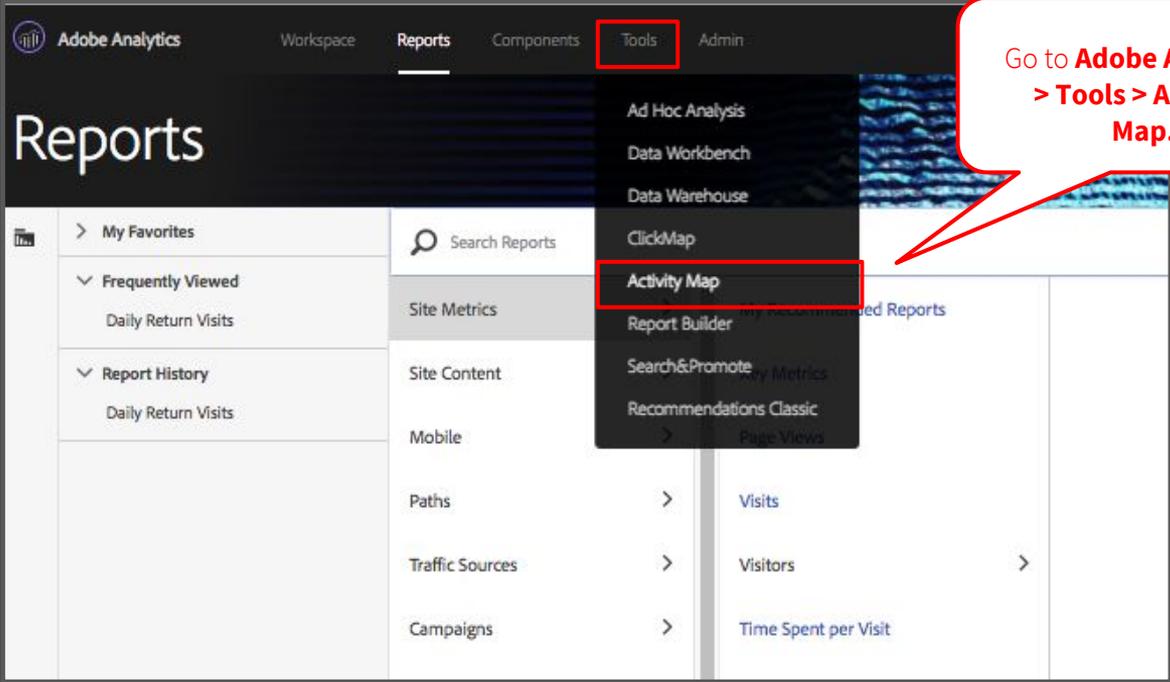


1. What is **Activity Map**?

*Activity Map is an Adobe Analytics application that **ranks link activity** (kind of like a heat-map). It provides information in real-time to monitor audience engagement on your web pages. You can access Activity Map in three places: as a plug-in on a web page, within Adobe Analytics' - Reports, within Adobe Analytics' - Workspace.*



2. How do I **install** the plug-in?



The screenshot shows the Adobe Analytics interface. The top navigation bar includes 'Workspace', 'Reports', 'Components', 'Tools', and 'Admin'. The 'Tools' menu is open, showing options like 'Ad Hoc Analysis', 'Data Workbench', 'Data Warehouse', 'ClickMap', 'Activity Map', 'Report Builder', 'Search&Promote', and 'Recommendations Classic'. The 'Activity Map' option is highlighted with a red box. A red speech bubble points to the 'Activity Map' option with the text: 'Go to **Adobe Analytics** > **Tools** > **Activity Map**.'

Go to **Adobe Analytics**
> **Tools** > **Activity Map**.



2. How do I **install** the plug-in?

The screenshot shows the Adobe Activity Map download page. At the top, it says "Activity Map" and "See where visitors are interacting with your website!". Below this is a paragraph: "Increase engagement and conversion rates by optimizing your website content, in a visual and intuitive way. Understand where visitors are interacting with your website, where those visitors come from and what they are doing." A red box highlights the "Download Activity Map" button. A callout bubble points to this button with the text: "Click **download** Activity Map. Click Install the Activity Map Plug-in." Below the button is a "Browser Support" dropdown. A blue box titled "App Measurement Requirements" contains the text: "Please note that Activity Map requires Adobe Analytics AppMeasurement code v1.6 or newer to be implemented on your web site, and for Activity Map to be enabled in your on-site implementation. If you're unsure whether your site meets these requirements, please check with your Adobe Analytics administrators." Below this are three sections: "Real-time page analytics", "Customer segmentation", and "Full set of metrics", each with a brief description. A red box highlights the "Download Activity Map" button. A callout bubble points to this button with the text: "Answer **Yes** when the security warning asks you whether you want to download the Activity Map Browser Plug-in." At the bottom right, there is a hand icon pointing to the right.

Activity Map

See where visitors are interacting with your website!

Increase engagement and conversion rates by optimizing your website content, in a visual and intuitive way. Understand where visitors are interacting with your website, where those visitors come from and what they are doing.

Download Activity Map

Browser Support ▾

App Measurement Requirements

Please note that Activity Map requires Adobe Analytics AppMeasurement code v1.6 or newer to be implemented on your web site, and for Activity Map to be enabled in your on-site implementation. If you're unsure whether your site meets these requirements, please check with your Adobe Analytics administrators.

Real-time page analytics
Do you need to make real-time decision on your content? Are you obsessed with improving your website design? Activity Map now offers minute granularity to understand link trends.

Customer segmentation
Do you market to different audiences? What is distracting visitors who reach the shopping cart but do not purchase? With Activity Map, you can create a multi-segment filter.

Full set of metrics
Which links are involved in conversions? How much time are visitors spending on a specific link? Activity Map lets you use all your custom Adobe Analytics metrics.

A new experience in user experience.

Introducing Adobe Experience Orchestration, the first of its kind for marketing and personalizing every touchpoint.

Download the free preview for Mac

Search for: [input] [button]

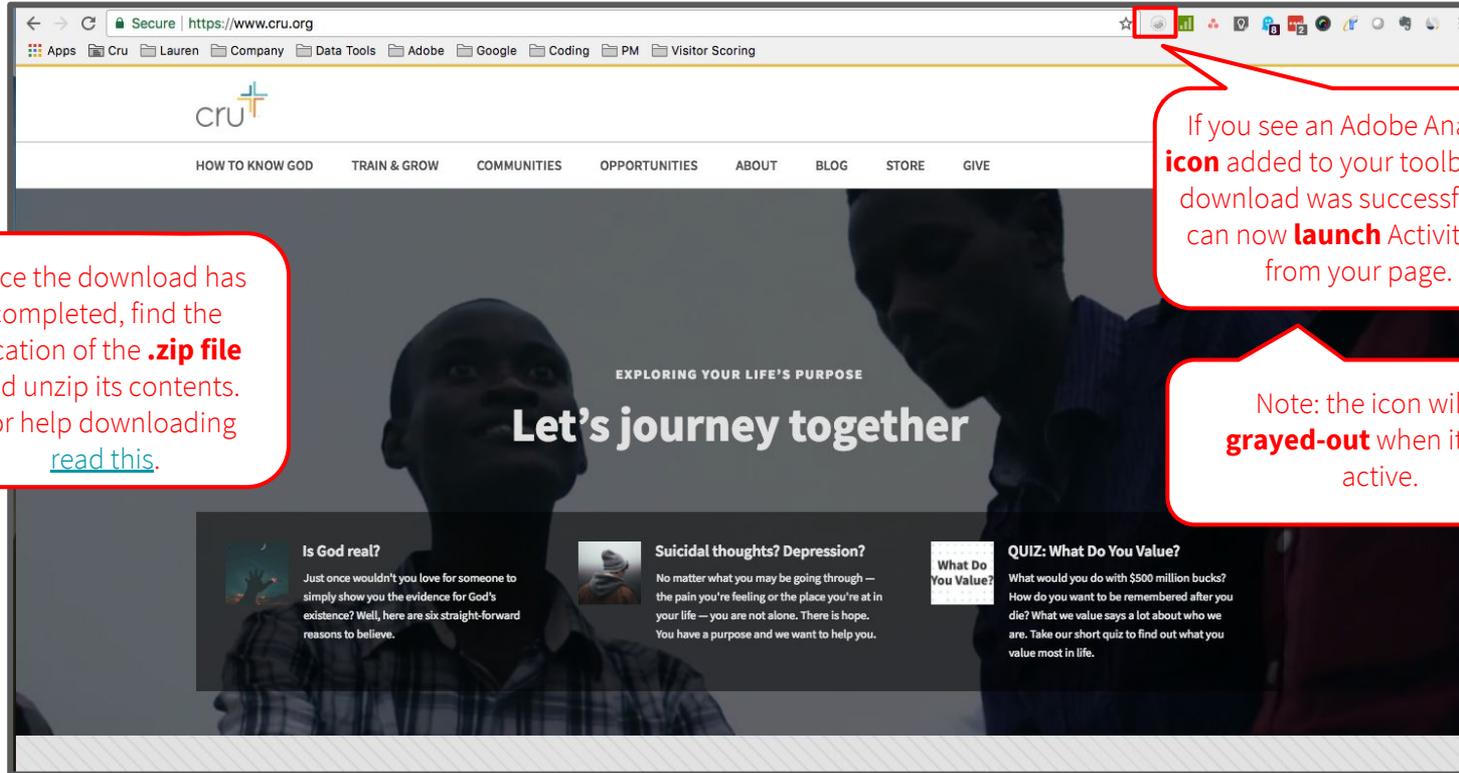
Download the free preview for Mac

Download the free preview for Mac

Download the free preview for Mac



2. How do I **install** the plug-in?



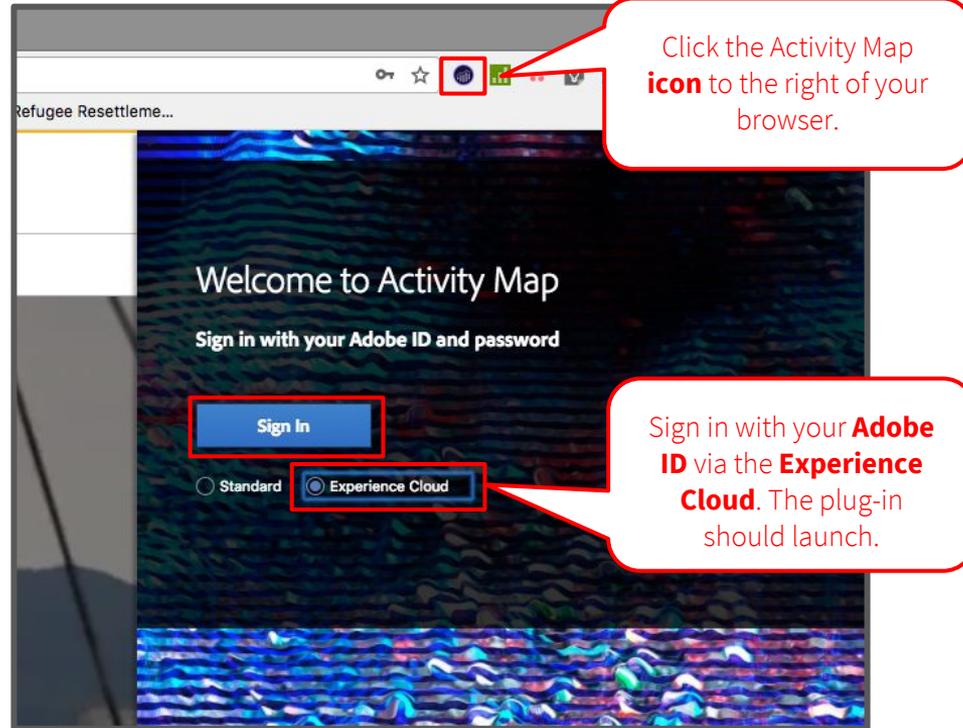
Once the download has completed, find the location of the **.zip file** and unzip its contents. For help downloading [read this](#).

If you see an Adobe Analytics **icon** added to your toolbar, your download was successful. You can now **launch** Activity Map from your page.

Note: the icon will be **grayed-out** when it is not active.



3. How do I **launch** the plugin?



The image shows a browser window displaying the Activity Map sign-in page. The browser's address bar shows "Refugee Resettleme...". The page content includes the heading "Welcome to Activity Map" and the instruction "Sign in with your Adobe ID and password". There are two radio buttons for authentication: "Standard" and "Experience Cloud". A blue "Sign In" button is positioned above the radio buttons. Red callout boxes with white text provide instructions: one points to the Activity Map icon in the browser's toolbar, and another points to the "Experience Cloud" radio button.

Click the Activity Map **icon** to the right of your browser.

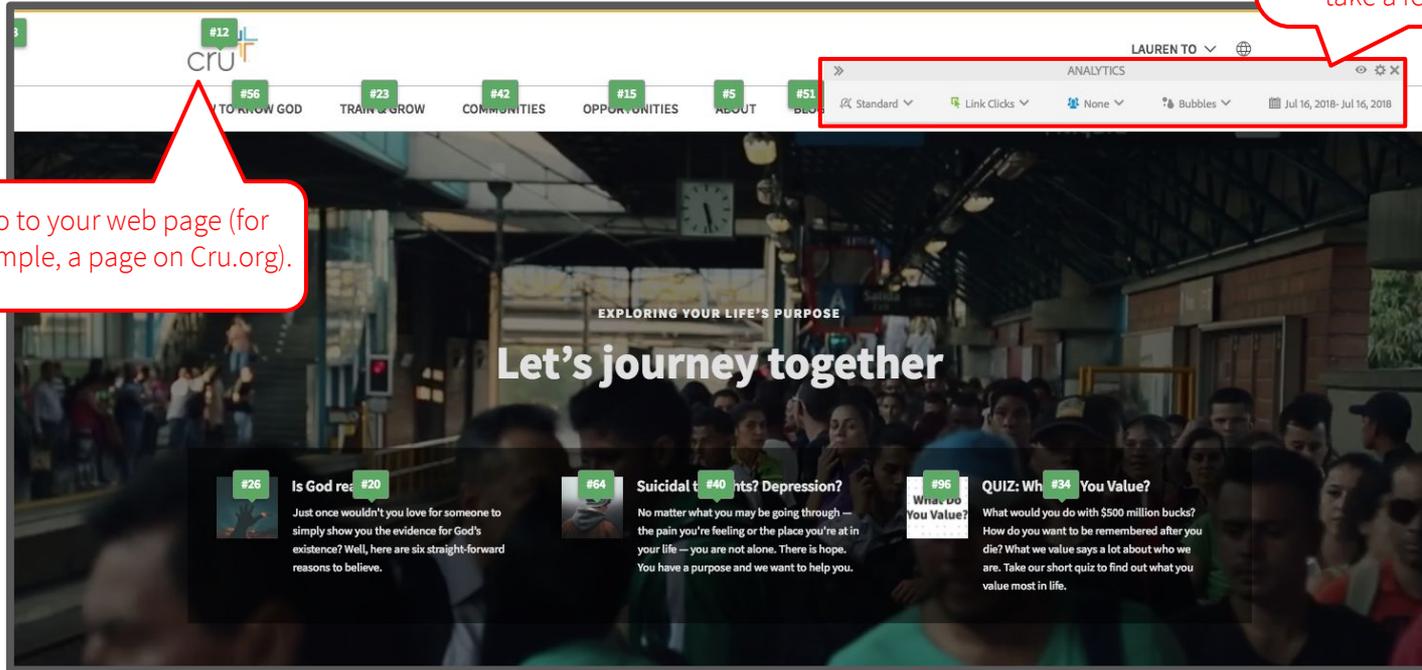
Sign in with your **Adobe ID** via the **Experience Cloud**. The plug-in should launch.



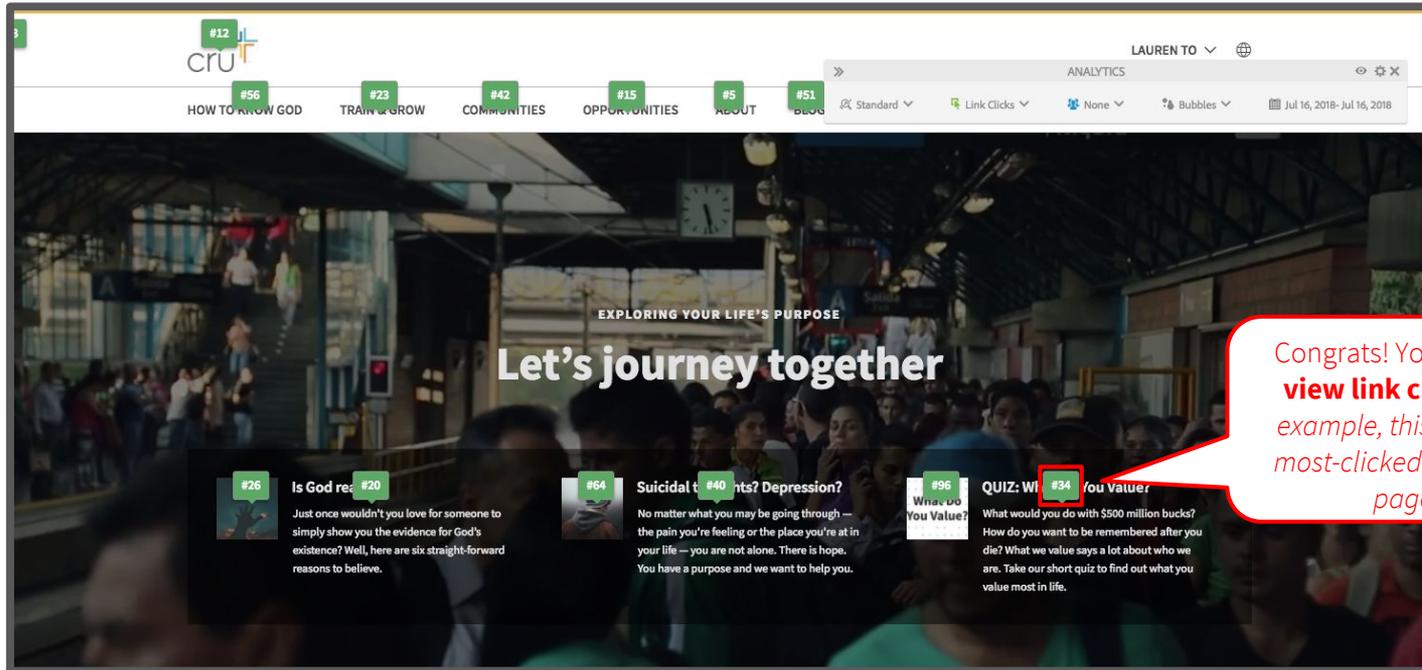
3. How do I **launch** the plugin?

When the plug-in launches from your browser, the **Activity Map tool bar** should appear. This may take a few minutes.

Go to your web page (for example, a page on Cru.org).



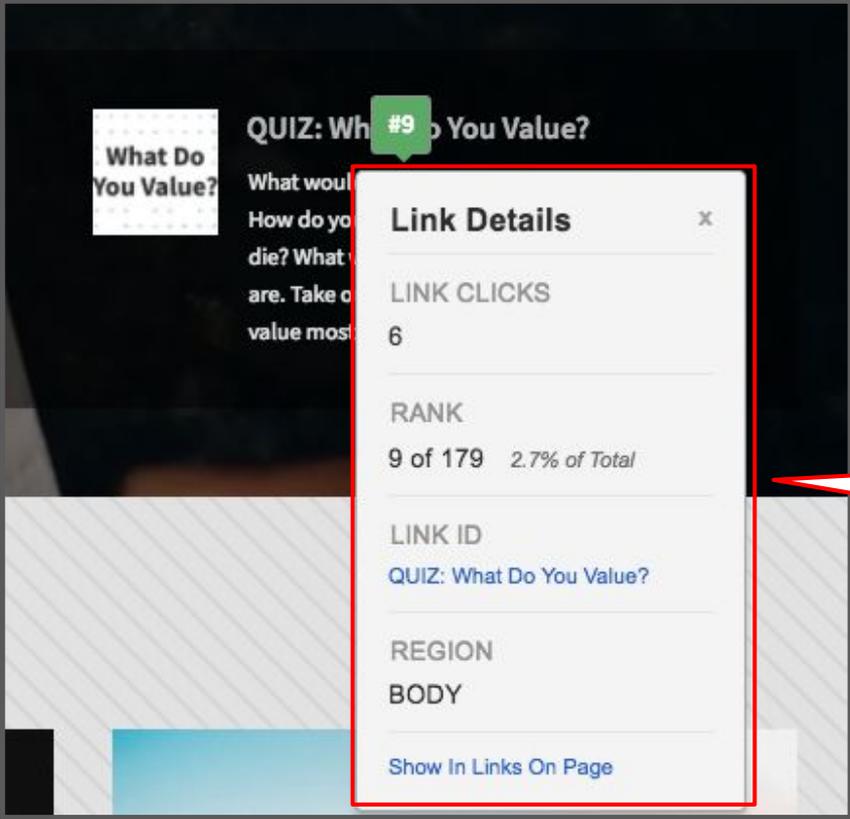
4. How do I **view link clicks** directly on a page?



The screenshot shows a website with a navigation bar at the top. The navigation bar includes the 'cru' logo and several menu items, each with a green badge indicating a count: '#12' for the logo, '#56' for 'HOW TO KNOW GOD', '#23' for 'TRAIN & GROW', '#42' for 'COMMUNITIES', '#15' for 'OPPORTUNITIES', '#5' for 'ABOUT', and '#51' for 'BLOG'. A browser window is overlaid on the right side of the page, displaying the 'ANALYTICS' section. The browser window shows a dropdown menu for 'Link Clicks' and a date range of 'Jul 16, 2018 - Jul 16, 2018'. The main content area of the website features a large image of a crowd of people with the text 'EXPLORING YOUR LIFE'S PURPOSE' and 'Let's journey together'. Below this, there are three article cards. The first card is titled '#26 Is God real?' and has a badge of '#20'. The second card is titled '#64 Suicidal thoughts? Depression?' and has a badge of '#40'. The third card is titled '#96 QUIZ: What do you value?' and has a badge of '#34'. A red speech bubble points to the '#34' badge, containing the text: 'Congrats! You can now view link clicks. (For example, this is the #34 most-clicked link on the page.)'



4. How do I **view link clicks** directly on a page?



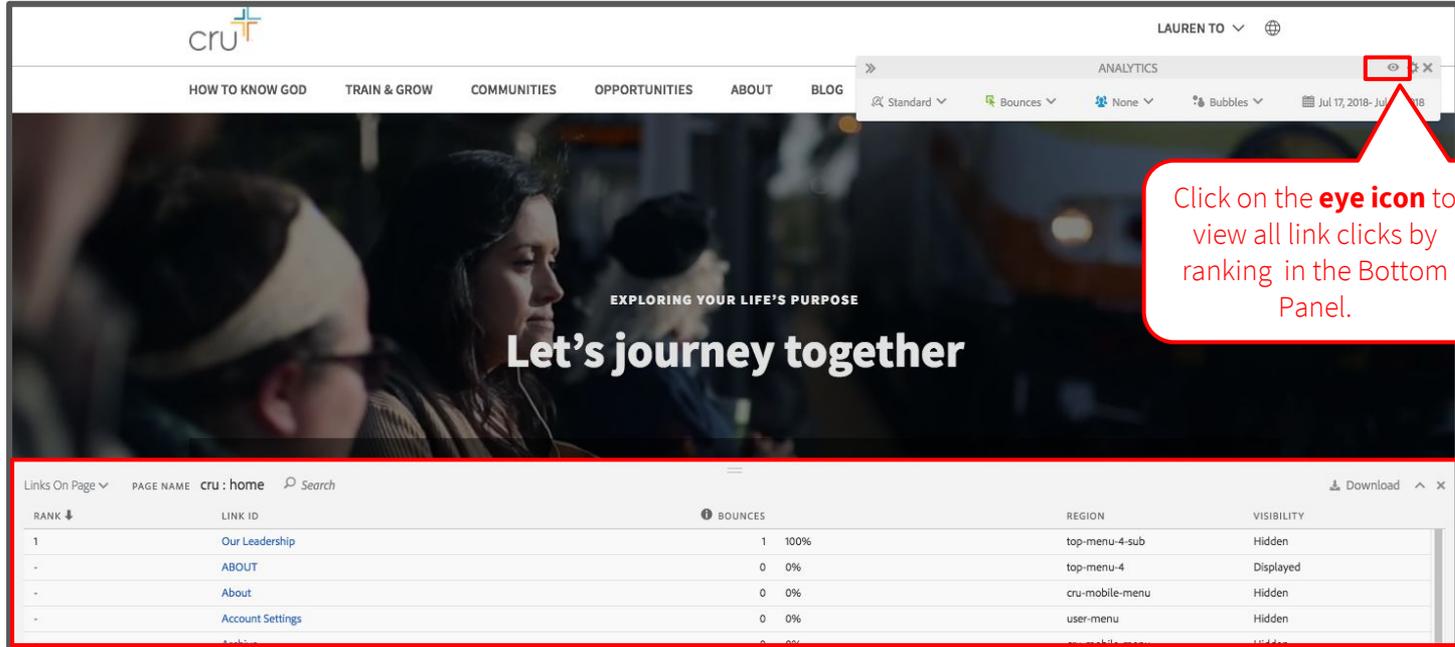
The screenshot shows a quiz titled "QUIZ: What Do You Value?" with a "#9" badge. A white overlay box titled "What Do You Value?" is visible. A red-bordered "Link Details" overlay is positioned over the page, displaying the following information:

- LINK CLICKS**: 6
- RANK**: 9 of 179 (2.7% of Total)
- LINK ID**: QUIZ: What Do You Value?
- REGION**: BODY
- [Show In Links On Page](#)

Additional link details can be accessed by **clicking** on each link overlay.



4. How do I **view link clicks** directly on a page?

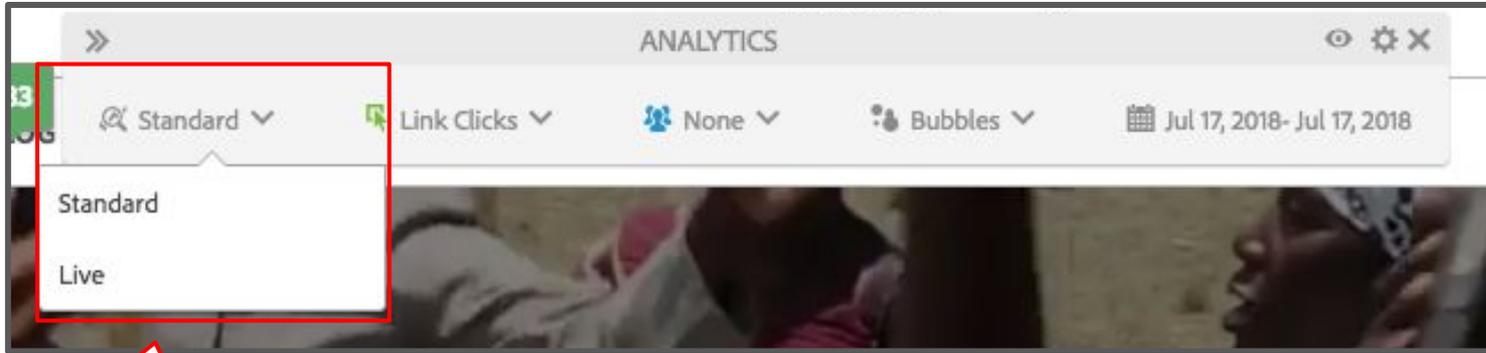


The screenshot shows a web analytics interface for the 'cru' website. The top navigation bar includes 'HOW TO KNOW GOD', 'TRAIN & GROW', 'COMMUNITIES', 'OPPORTUNITIES', 'ABOUT', and 'BLOG'. The main content area features a large image with the text 'EXPLORING YOUR LIFE'S PURPOSE' and 'Let's journey together'. The bottom panel displays a table of link clicks on the page.

RANK ↓	LINK ID	BOUNCES	REGION	VISIBILITY
1	Our Leadership	1 100%	top-menu-4-sub	Hidden
-	ABOUT	0 0%	top-menu-4	Displayed
-	About	0 0%	cru-mobile-menu	Hidden
-	Account Settings	0 0%	user-menu	Hidden



5. How do I **navigate** Activity Map?

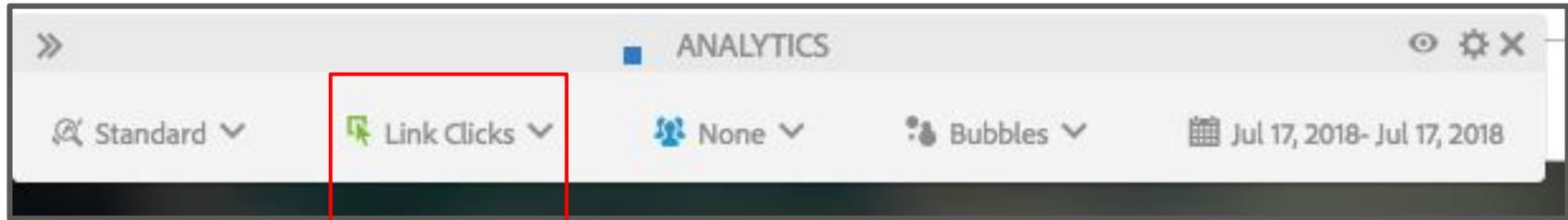


The Activity Map toolbar allows you to modify settings. Choose between **Standard or Live** view.

Note: Specific segments cannot be tracked in Live view.



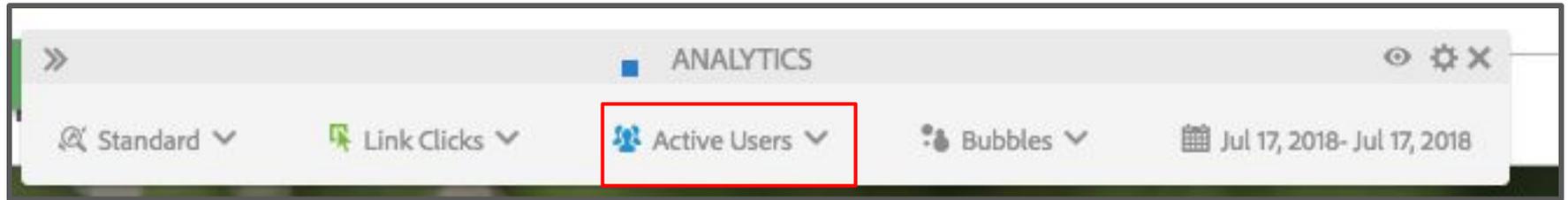
5. How do I **navigate** Activity Map?



Select a metric. 'Link clicks' defaults, but you can also choose a metric like 'bounces'.



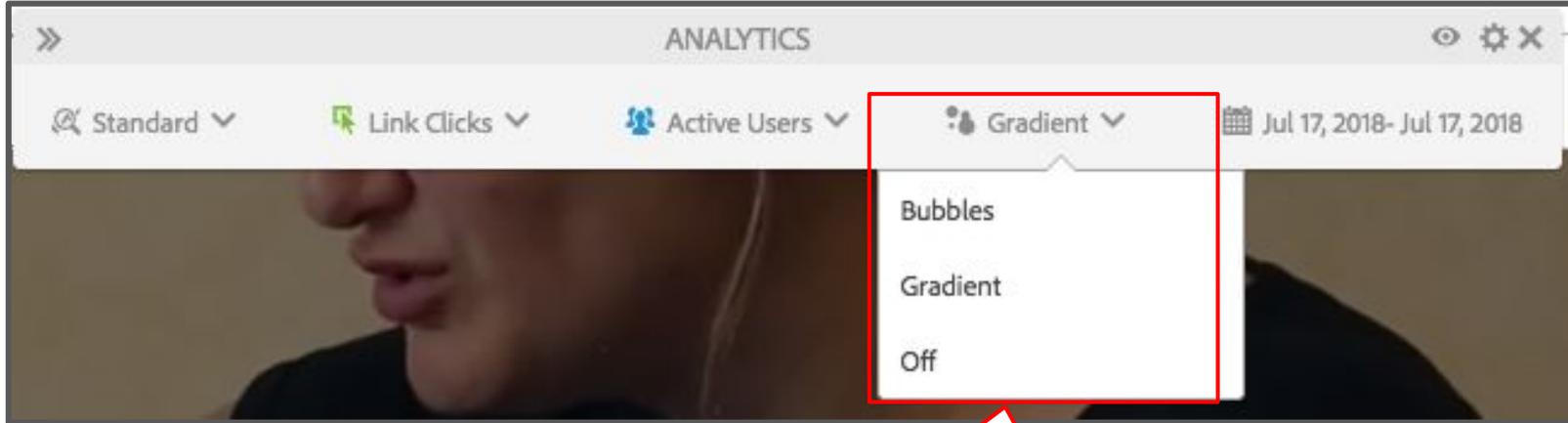
5. How do I **navigate** Activity Map?



Select an audience. 'None' defaults and reports on all visitors. However you can also choose a specific segments such as 'Active Users'.



5. How do I **navigate** Activity Map?



Select a visualization. 'Bubbles' defaults. However you can also choose Gradient.



5. How do I **navigate** Activity Map?

Standard Link Clicks Active Users Gradient 2018-07-17 2018-07-17

Start End

July 2018 July 2018

SU	MO	TU	WE	TH	FR	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Selected Days: 1

Presets
None

Cancel Save

Select a timeframe to view data during that period. You can also select from a preset below. Click **Save**.



5. How do I **navigate** Activity Map?

ANALYTICS

Standard Link Clicks Active Users Gradient

2018-07-17 2018-07-17

Start End

July 2018 July 2018

SU	MO	TU	WE	TH	FR	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Selected Days: 1

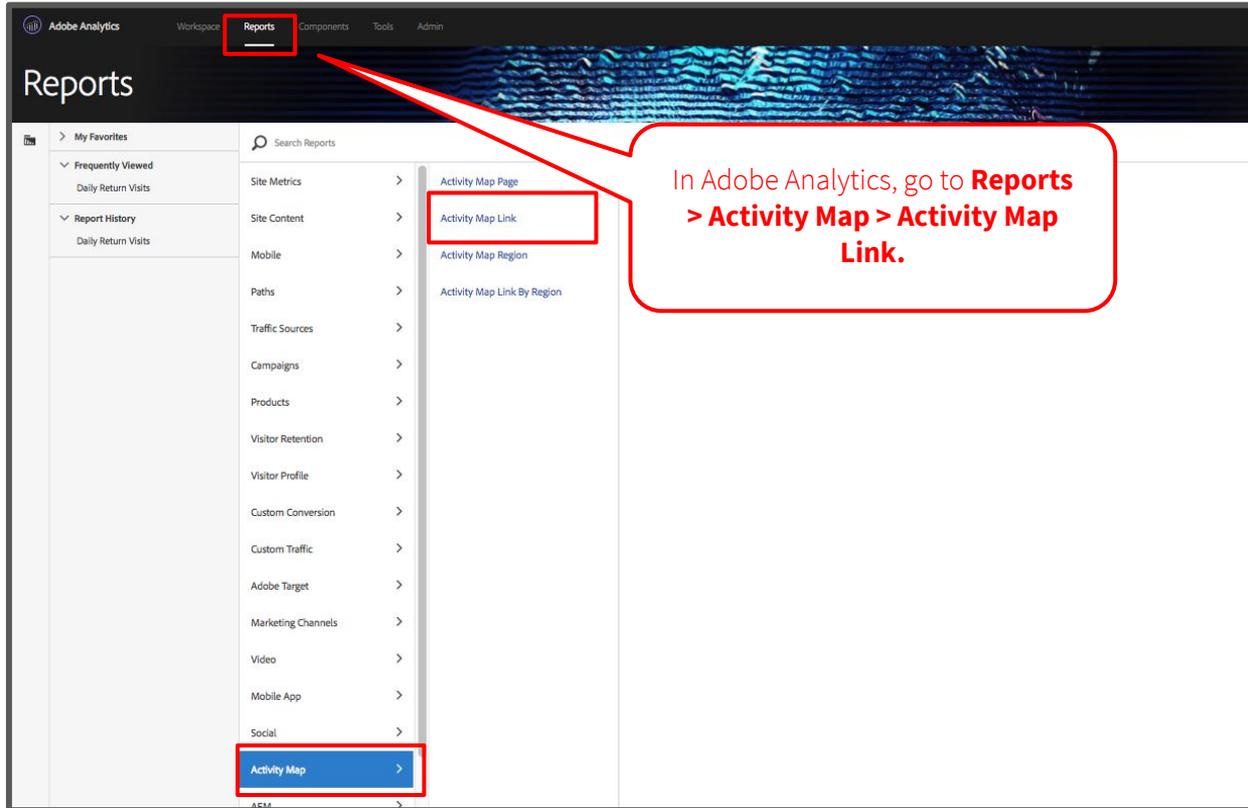
Presets: None

Cancel Save

Select a timeframe to view data during that period. You can also select from a preset below. Click **Save**.



6. How do I view link clicks **in Reports?**



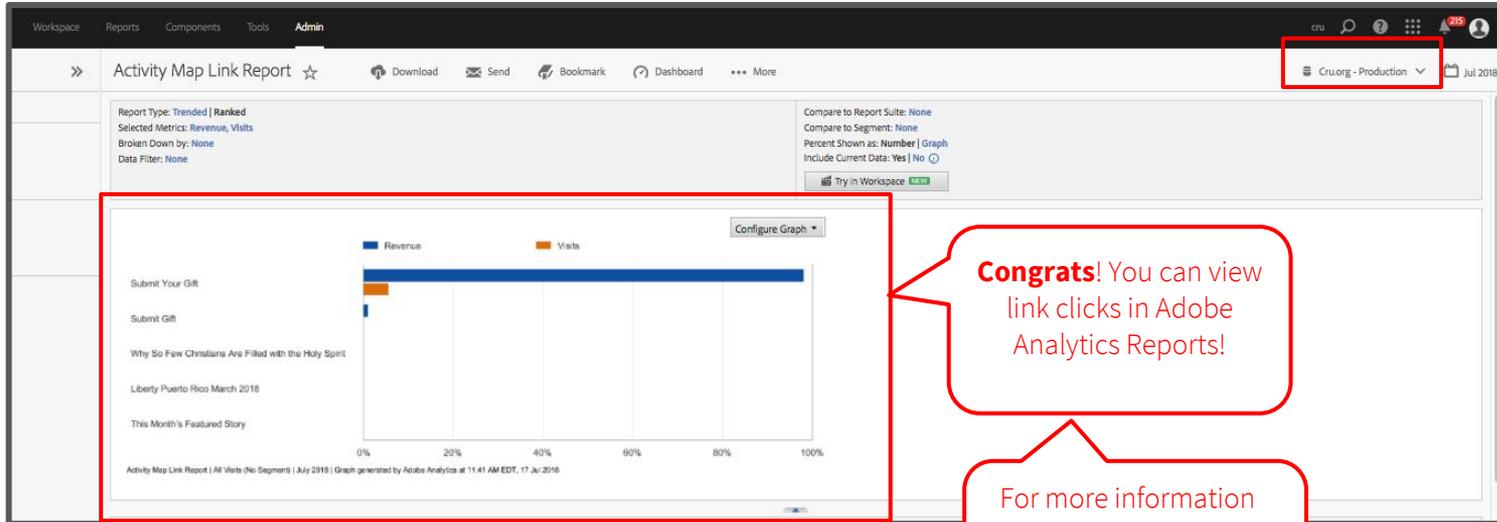
The screenshot shows the Adobe Analytics interface. At the top, the 'Reports' tab is highlighted with a red box. A red arrow points from this box to a callout box containing the text: 'In Adobe Analytics, go to **Reports > Activity Map > Activity Map Link.**'

On the left sidebar, the 'Activity Map' option at the bottom is highlighted with a red box. In the main content area, the 'Activity Map Link' option is also highlighted with a red box.

Navigation path: **Reports > Activity Map > Activity Map Link.**



6. How do I view link clicks **in Reports?**



Congrats! You can view link clicks in Adobe Analytics Reports!

For more information on using reports, view **302: Intro to Reports** training



6. How do I view link clicks **in Workspace?**

Within a Workspace project, click Components and then search for Activity Map Link.

Drag the Activity Map dimension into the table. Then drag the Activity Map Link Instances metric into the table.

Activity Map Link
Page: 1 / 10,608 > Rows: 10 of 106,072

	Jun 1	Jun 30
1. Sign in	63,175	2.8%
2. Save	55,353	2.4%
3. Search	53,826	2.4%
4. Next	41,095	1.8%
5. Contacts	38,294	1.7%
6. CONTINUE	34,618	1.5%



6. How do I view link clicks **in Workspace?**

You can also use the **Site Analysis (GST)** template in Workspace. The Activity Map Link metric is built into the template.

Top Links, Videos & Downloads

Top Links (Activity Map plugin)

Activity Map Link Instances

Activity Map Link
Page: 1 / 10,608 > Rows: 10 1-10 of 106,072

Rank	Link	Clicks	Percentage
1.	Sign In	63,175	2.8%
2.	Save	55,353	2.4%
3.	Search	53,826	2.4%
4.	Next	41,095	1.8%
5.	Contacts	38,294	1.7%
6.	CONTINUE	34,618	1.5%



6. How do I view link clicks **in Workspace?**

The screenshot displays the Adobe Analytics Workspace interface. The main report area is titled "Top Links, Videos & Downloads" and shows a table of "Top Links (Activity Map plugin)". The table lists the top 6 links with their respective counts and percentages. A red box highlights the table area. A red speech bubble points to the top of the report area, and another red speech bubble points to the table.

Congrats! You can view link clicks in Adobe Analytics Workspace!

Rank	Link	Count	Percentage
1.	Sign In	63,175	2.8%
2.	Save	55,353	2.4%
3.	Search	53,826	2.4%
4.	Next	41,095	1.8%
5.	Contacts	38,294	1.7%
6.	CONTINUE	34,618	1.5%

For more information on using Workspace, view **303: Intro to Workspace** training



Complete!

Questions?

dps-growtholutions@cru.org

Adobe Analytics: Basic Training

