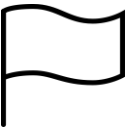# 306- Calculated Metrics & Alerts
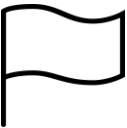
Adobe Analytics - Basic Training

Adobe Analytics: Basic Training

300: Onboarding & Navigating

301: Navigating

302: Intro to Reports

303: Intro to Workspace

304: Templates & Segments

**305**: Activity Map Tracking

306: Calculated Metrics & Alerts
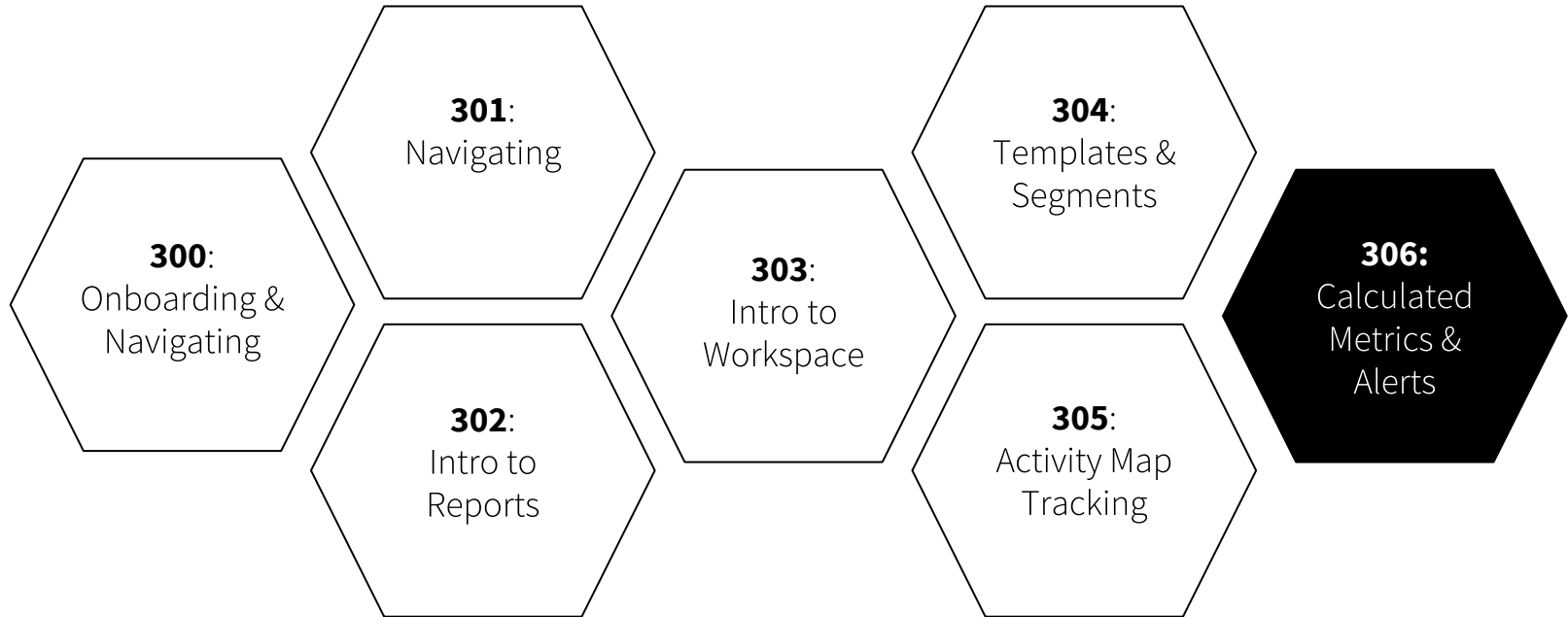
1. What is a **calculated metric?**

2. How to **create a calculated metric?**

3. What is an **alert?**

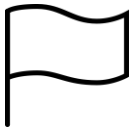4. How to set an **alert?**

1. What is a **calculated metric?**

Calculated metrics *enable you to combine metrics and mathematical operations to create new metrics. These metrics can be added to any* ***Report*** *or* ***Workspace project****. Note: only Admin can create calculated metrics for all users.*
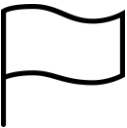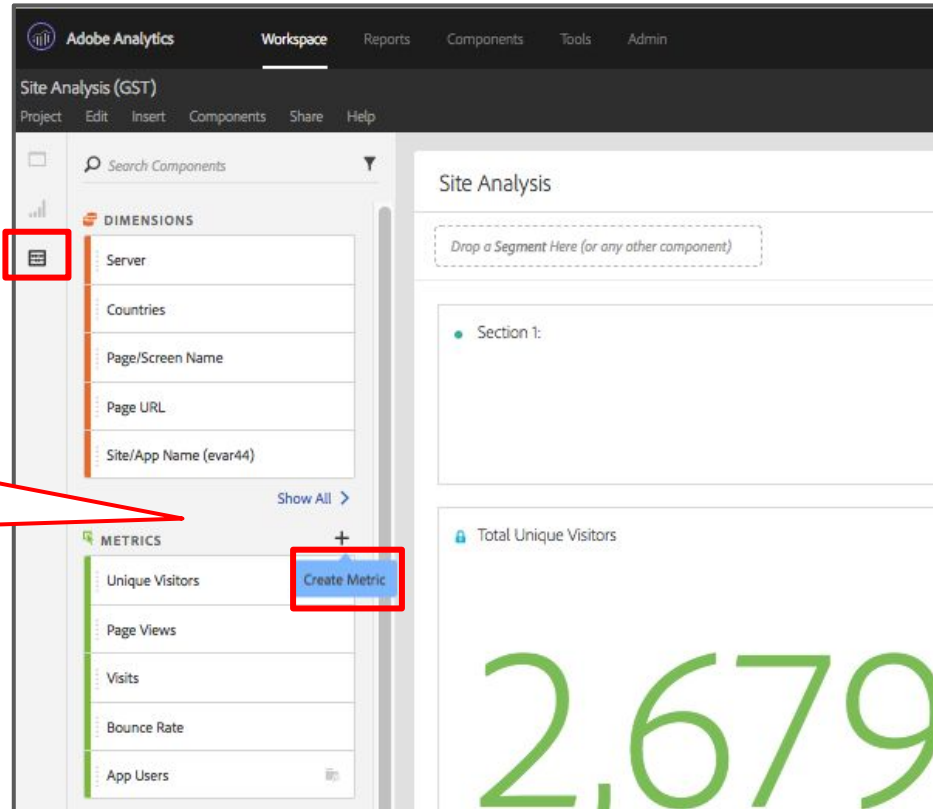
1. What is a **calculated metric?**

For example, you could add these calculated metrics:

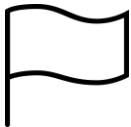| Name	Formula	Metric Type	Description
Page Views per Visit	Page Views/Visits	Numeric	When applied at a site level: shows the average number of pages per visit. When applied in the Most Popular Pages report: shows the average number of times a specific page was viewed per visit.
Average Order Value	Revenue/Orders	Currency	Shows average revenue per order.
Revenue per Visit	Revenue/Visit	Currency	Shows average revenue per visit.
Click Thru Rate (CTR)	Clicks/Impressions	Numeric	Measure the ratio of clicks to impressions of an online ad or email marketing campaign
Profit	Revenue - Cost	Currency	Shows the revenue of a campaign minus the cost.
Profit per Impression (PPI)	(Revenue - Cost)/Impression	Currency	Shows how much revenue was being generated every time an ad displayed, balanced with cost.
Return on Ad Spend (ROAS)	Sales amount/ad spend	Currency	(ROI) Represents the dollars earned per dollars spent on the corresponding advertising.

2. How to **create a calculated metric?**

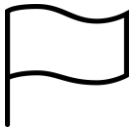In Analysis Workspace, open a project and scroll down to Metrics. Click **+** > **Create Metric**

2. How to **create a calculated metric?**

Give the metric a **title** and **description**.

Choose a **format** (decimal, time, percent and currency).

Calculated Metric Builder

Search Components

DIMENSIONS
Server
Countries
Page/Screen Name
Page URL

Show All >

METRICS
Page views / user
Unique Visitors
Page Views
Visits
Bounce Rate

Show All >

TITLE
Page views / user

DESCRIPTION
The number of page views per user

FORMAT
Decimal

Decimal
Time
Percent
Currency

DECIMAL PLACES
— 0 +

SHOW UPWARD TREND AS
Good (Green)

Preview

DEFINITION

Drag & drop Metric(s), Dimension(s), Segment(s), and/or Function(s) here.

2. How to **create a calculated metric?**

Click save.

Drag & drop the metrics that you'd like to use into the container. You can also use static numbers.

'Divided by' is the default **operator**, plus there are the +, -, and x operators.

2. How to **create a calculated metric?**

Your metric should now appear in the list of **'Metrics'** in Workspace.

When you **hover over a metric**, you can the **Info icon** to the right of it. Clicking this icon tells you how it is calculated.

2. How to **create a calculated metric?**

Your metric should now appear in the list of **'Metrics'** in Workspace.

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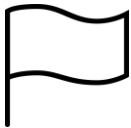
3. What is an **alert?**

An alert *is a notification that 'alerts' you when data deviates from what is expected.*

*Alerts can be **info** level (non-critical information that you may want to be aware of),*
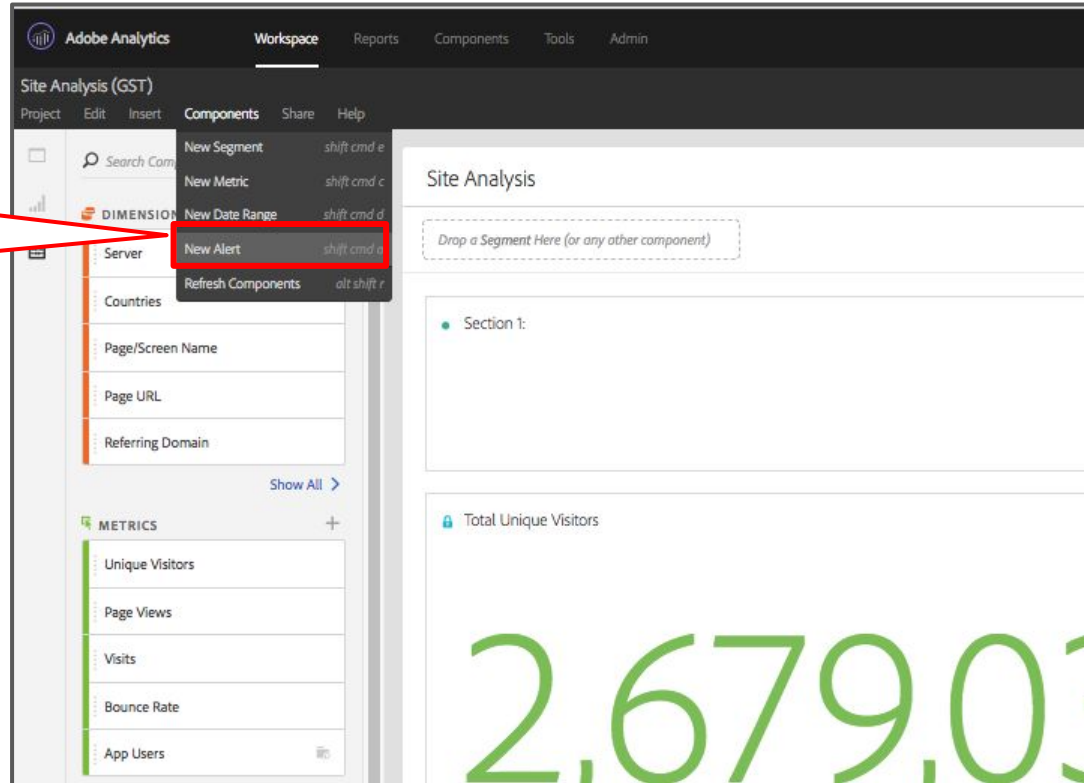
***warning** level (a situation that you should take care of) or **urgent** level (issues to*

*take care of immediately). You can create alerts in Reports or in Adobe **Workspace**.*
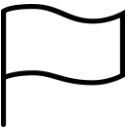
4. How to set an **alert?**

In Adobe Workspace go to **Components** > New **Alert**
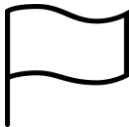
4. How to set an **alert?**

Give the metric a **title** and **description**. Select **how often** the alert should trigger (e.g. daily, weekly, monthly). Select a **recipient** to share the alert with. You can enter a raw email address or phone number here.
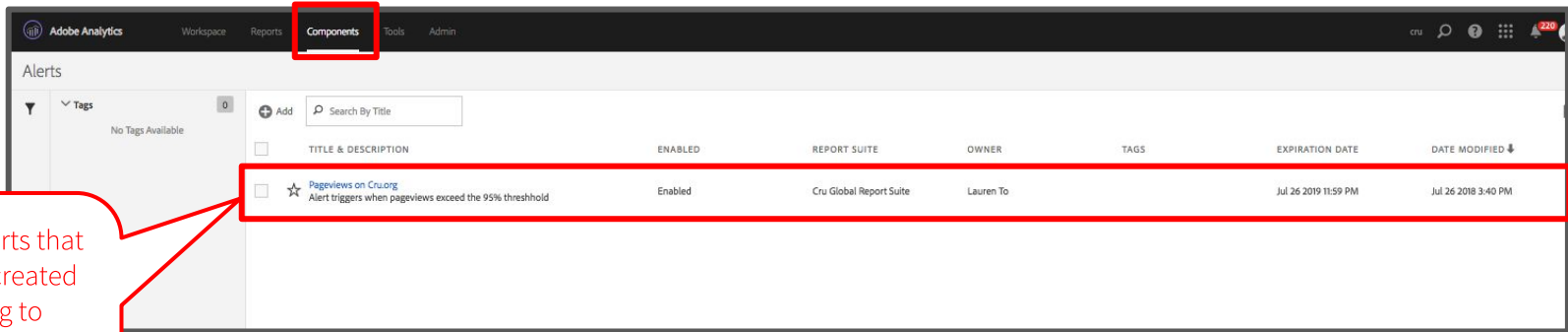
4. How to set an **alert?**

View a **preview** of the alert here.

Select a metric, such a *pageviews*, for the **trigger**. You can also select a **filter** such as *server*, so that the alert will only trigger for a specific website.

Click **Save**.

4. How to set an **alert?**

View all alerts that you have created by going to **Components** > **Alerts** in the top navigation.

4. How to set an **alert?**

In Freeform Tables, you can now create in-context alerts by **right-clicking a table row** and selecting **Create Alert** from Selection.
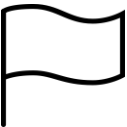
4. How to set an **alert?**

This instantly **pre-populates** the Alert Builder to create an alert with the correct metric/s and filter/s.

Congrats! You made it to the end, Adobe Pro.