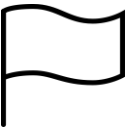
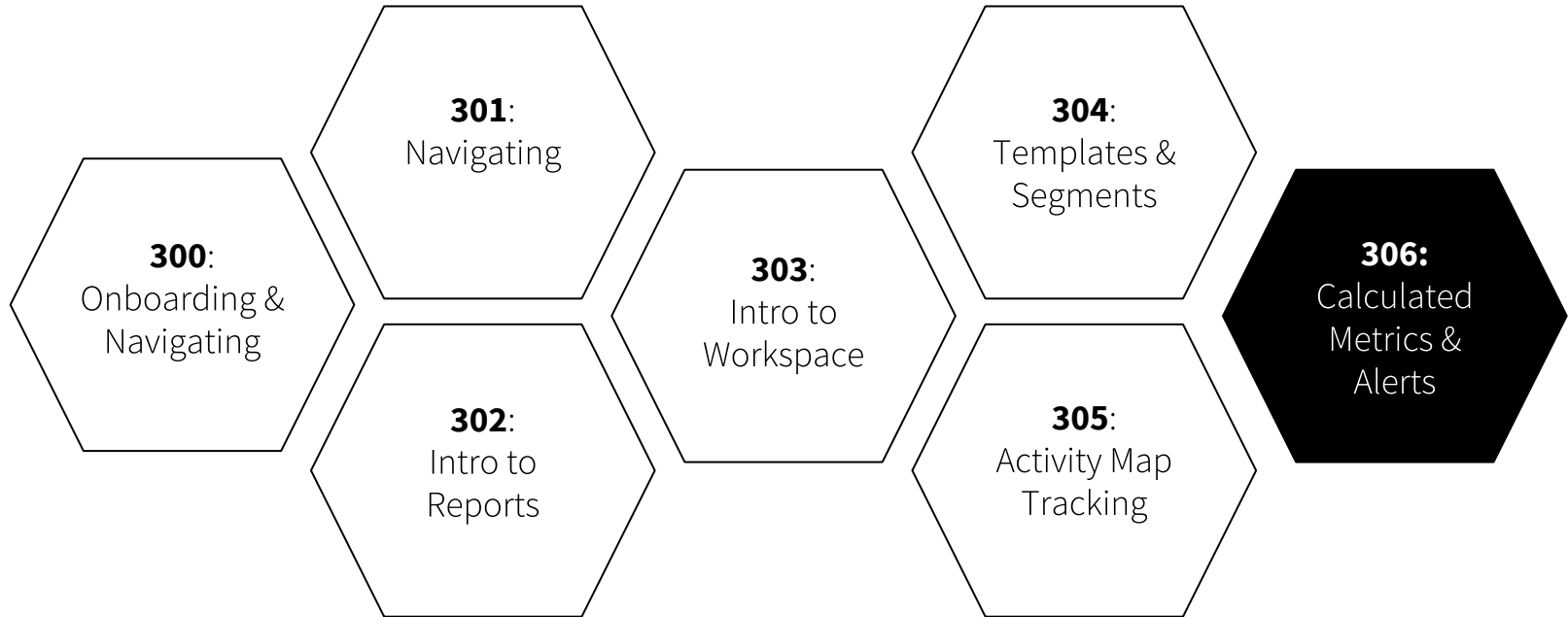


# 306- Calculated Metrics & Alerts

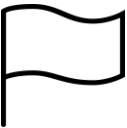
Adobe Analytics - Basic Training



# Adobe Analytics: Basic Training

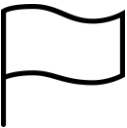


1. What is a **calculated metric**?
2. How to **create a calculated metric**?
3. What is an **alert**?
4. How to set an **alert**?



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

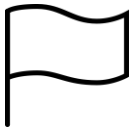
**Calculated metrics** enable you to combine metrics and mathematical operations to create new metrics. These metrics can be added to any **Report** or **Workspace project**. Note: only Admin can create calculated metrics for all users.



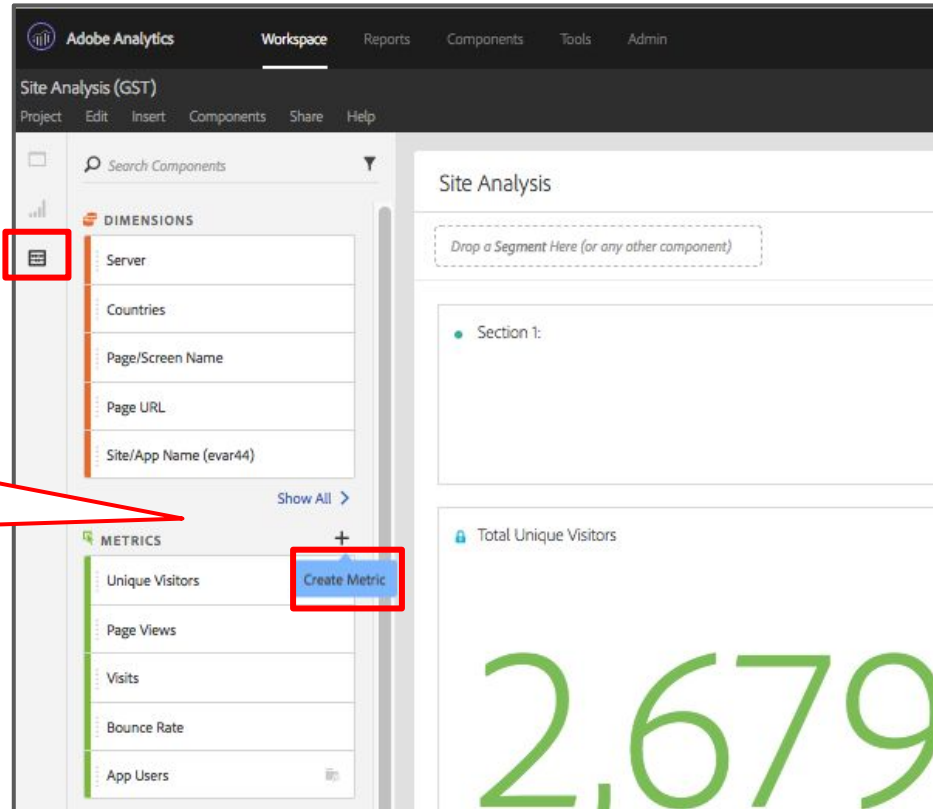
# 1. What is a **calculated metric**?

*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.

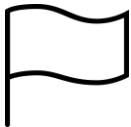


## 2. How to **create a calculated metric**?



The screenshot displays the Adobe Analytics Workspace interface for a project named 'Site Analysis (GST)'. The top navigation bar includes 'Workspace', 'Reports', 'Components', 'Tools', and 'Admin'. Below this, a secondary menu shows 'Project', 'Edit', 'Insert', 'Components', 'Share', and 'Help'. The left sidebar contains a 'Search Components' field and a 'DIMENSIONS' list with items: Server, Countries, Page/Screen Name, Page URL, and Site/App Name (evar44). Below the dimensions is a 'Show All >' link. The 'METRICS' section is visible at the bottom of the sidebar, listing Unique Visitors, Page Views, Visits, Bounce Rate, and App Users. A blue '+ Create Metric' button is highlighted with a red box. The main content area on the right shows a 'Site Analysis' dashboard with a 'Drop a Segment Here (or any other component)' placeholder, a 'Section 1:' heading, and a large green number '2,679' representing 'Total Unique Visitors'.

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

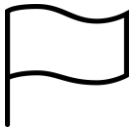


## 2. How to **create a calculated metric**?

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

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

The screenshot displays the 'Calculated Metric Builder' interface. On the left, there are two panels: 'DIMENSIONS' and 'METRICS'. The 'DIMENSIONS' panel lists 'Server', 'Countries', 'Page/Screen Name', and 'Page URL'. The 'METRICS' panel lists 'Page views / user', 'Unique Visitors', 'Page Views', 'Visits', and 'Bounce Rate'. The main configuration area is divided into several sections: 'TITLE' (set to 'Page views / user'), 'DESCRIPTION' (set to 'The number of page views per user'), 'FORMAT' (a dropdown menu with 'Decimal' selected), 'DECIMAL PLACES' (set to 0), and 'SHOW UPWARD TREND AS' (set to 'Good (Green)'). A 'Preview' section is visible on the right. At the bottom, there is a 'DEFINITION' section with a placeholder text: 'Drag & drop Metric(s), Dimension(s), Segment(s), and/or Function(s) here.'



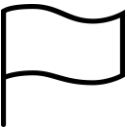
## 2. How to **create a calculated metric**?

Click save.

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

The screenshot shows the 'Calculated Metric Builder' interface. On the left, a list of metrics is displayed, with 'Unique Visitors' highlighted. The main area shows the configuration for the metric 'Page views / user'. The title is 'Page views / user' and the description is 'The number of page views per user'. The format is set to 'Decimal' with 0 decimal places. The 'SHOW UPWARD TREND AS' is set to 'Good (Green)'. The summary shows 'Page Views' divided by 'Unique Visitors'. The definition shows 'Page Views' divided by 'Unique Visitors'. A preview chart shows the metric value over time, with a peak of 3.5 in April 2018. The 'Save' button is highlighted in red.

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



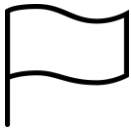


## 2. How to **create a calculated metric**?

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

The screenshot shows the Adobe Analytics Workspace interface. On the left, the 'DIMENSIONS' list includes Server, Countries, Page/Screen Name, Page URL, and Site/App Name (evar44). Below it, the 'METRICS' list includes 'Page views / user' (highlighted with a red box), Unique Visitors, Page Views, Visits, and Bounce Rate. A tooltip for 'Page views / user' is displayed, showing the definition 'The number of page views per user' and the components 'Page Views' and 'Unique Visitors'. The main workspace area shows a chart with a large green number '2,079,0'.

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

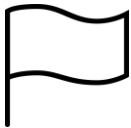


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The screenshot shows the Adobe Analytics Workspace interface. On the left, the 'DIMENSIONS' list includes Server, Countries, Page/Screen Name, Page URL, and Site/App Name (evar44). Below it, the 'METRICS' list includes Page views / user (highlighted with a red box), Unique Visitors, Page Views, Visits, and Bounce Rate. A tooltip for 'Page views / user' is open, showing the description 'The number of page views per user' and the calculation formula:  $\frac{\text{Page Views}}{\text{Unique Visitors}}$ . A bar chart below the tooltip shows data for Apr 2018 and Jul 2018. A large green number '2,079,0' is overlaid on the chart area.

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



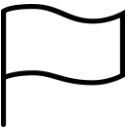
### 3. What is an **alert**?

**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),

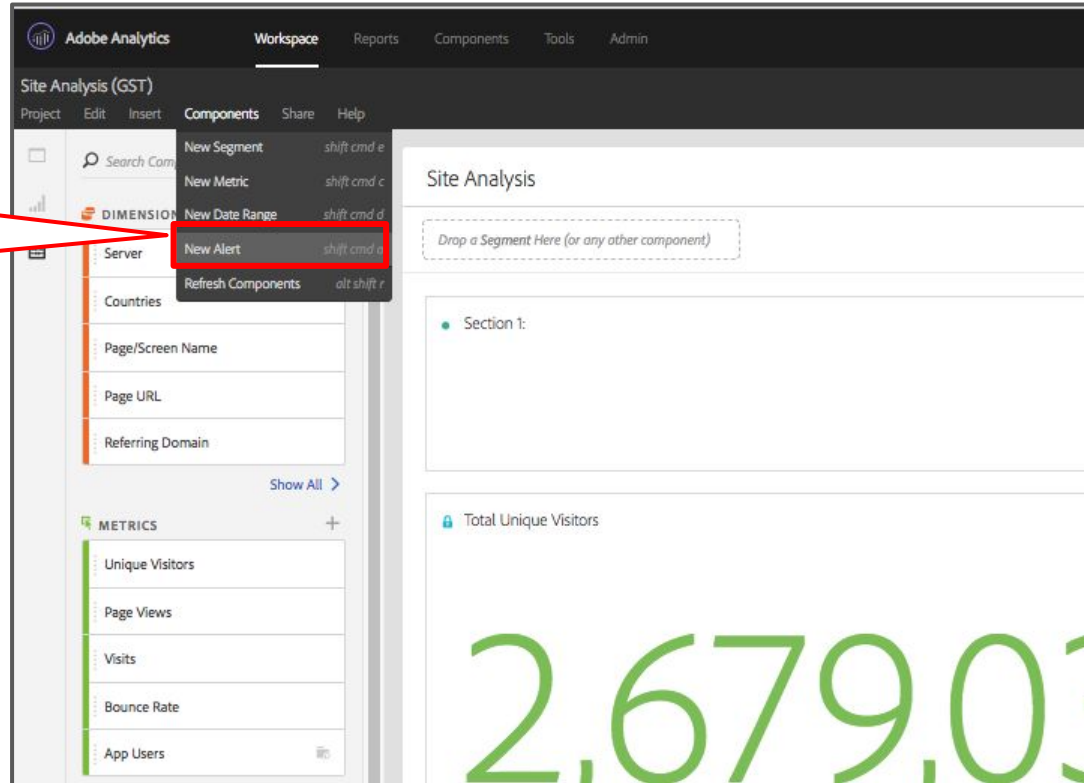
**warning** level (a situation that you should take care of) or **urgent** level (issues to

take care of immediately). You can create alerts in Reports or in Adobe **Workspace**.

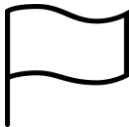


## 4. How to set an **alert?**

In Adobe Workspace go to **Components** > New **Alert**



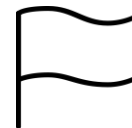
The screenshot displays the Adobe Analytics Workspace interface for a project named 'Site Analysis (GST)'. The 'Components' menu is open, showing options: 'New Segment' (shift cmd e), 'New Metric' (shift cmd c), 'New Date Range' (shift cmd d), 'New Alert' (shift cmd a), and 'Refresh Components' (alt shift r). The 'New Alert' option is highlighted with a red box. The main workspace area shows a 'Site Analysis' dashboard with a large green number '2,679,03' at the bottom, representing 'Total Unique Visitors'.



## 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.

The screenshot shows the 'Edit Alert' configuration page in Adobe Analytics. A red box highlights the 'TITLE' and 'DESCRIPTION (OPTIONAL)' fields. The 'TITLE' field contains 'Pageviews on Cru.org' and the 'DESCRIPTION' field contains 'Alert triggers when pageviews exceed the 95% threshold'. Below this, the 'TIME GRANULARITY' is set to 'Daily' and the 'RECIPIENTS' field contains 'Lauren To'. The 'EXPIRATION DATE' is set to 'Jul 26 2019'. The 'SEND AN ALERT WHEN' section shows a rule: 'ANY OF THESE METRICS TRIGGER' (Page Views, anomaly exists, 95% threshold) and 'WITH ALL OF THESE FILTERS' (Server, equals, www.cru.org). A 'PREVIEW' section on the right shows a timeline with a single green dot at 'Today', indicating the alert would have triggered 1 time over the last 30 days. The interface includes a sidebar with 'DIMENSIONS', 'METRICS', and 'SEGMENTS' lists, and a bottom navigation bar with 'Save', 'Save As', and 'Cancel' buttons.



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

Adobe Analytics Workspace Reports Components Tools Admin

Search Components

**EDIT ALERT**

Cr Global Report Suite

**TITLE**  
Pageviews on Cru.org

**DESCRIPTION (OPTIONAL)**  
Alert triggers when pageviews exceed the 95% threshold

**TIME GRANULARITY**  
Daily

**RECIPIENTS**  
Lauren To

**EXPIRATION DATE**  
Jul 26 2019

**SEND AN ALERT WHEN**

ANY OF THESE METRICS TRIGGER

Page Views anomaly exists 95% threshold

WITH ALL OF THESE FILTERS

Server equals www.cru.org

Save Save As Cancel

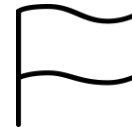
View a **preview** of the alert here.

This alert would have triggered **1** time over the last 30 days.

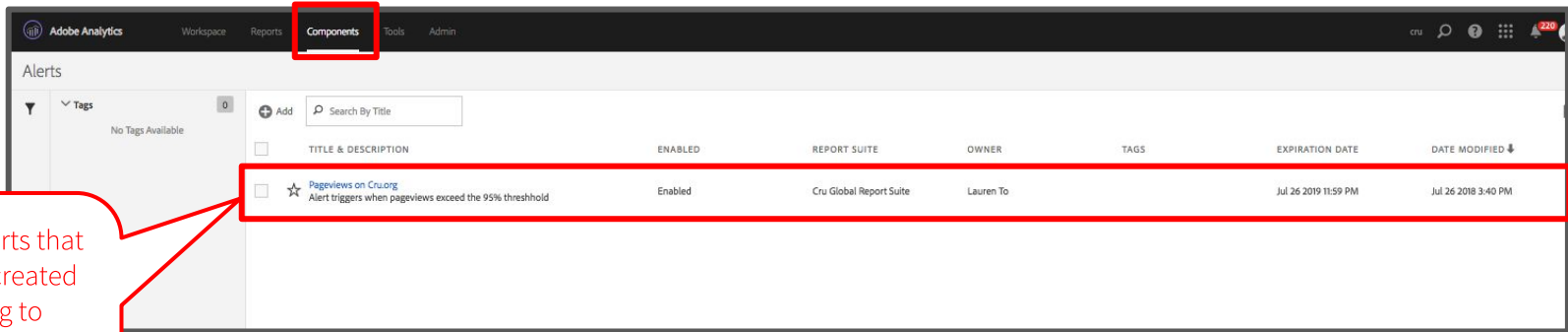
30 days ago 15 days ago Today

Select a metric, such as *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**?



The screenshot shows the Adobe Analytics interface. The top navigation bar includes 'Workspace', 'Reports', 'Components', 'Tools', and 'Admin'. The 'Components' tab is highlighted with a red box. Below the navigation, the 'Alerts' section is visible. On the left, there is a 'Tags' filter with 'No Tags Available'. A search bar labeled 'Search By Title' is present. A table of alerts is displayed with the following columns: 'TITLE & DESCRIPTION', 'ENABLED', 'REPORT SUITE', 'OWNER', 'TAGS', 'EXPIRATION DATE', and 'DATE MODIFIED'. One alert is listed: 'Pageviews on Cru.org' with a description 'Alert triggers when pageviews exceed the 95% threshold'. This alert is marked as 'Enabled' and is associated with the 'Cru Global Report Suite' and owner 'Lauren To'. The expiration date is 'Jul 26 2019 11:59 PM' and the date modified is 'Jul 26 2018 3:40 PM'. A red box highlights the entire table area.

TITLE & DESCRIPTION	ENABLED	REPORT SUITE	OWNER	TAGS	EXPIRATION DATE	DATE MODIFIED
★ Pageviews on Cru.org Alert triggers when pageviews exceed the 95% threshold	Enabled	Cru Global Report Suite	Lauren To		Jul 26 2019 11:59 PM	Jul 26 2018 3:40 PM

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.

The screenshot displays a dashboard with a donut chart at the top center showing a total of 166,752. The chart is divided into five segments with the following percentages: 33.0% (blue), 27.3% (green), 18.1% (purple), 9.9% (orange), and 5.3% (yellow). Below the chart is a 'Freeform Table' with a search bar and a context menu. The table has a header row 'Occurrences' and a data row '1. Android Browser 4.0'. The context menu is open over the first data row, with 'Create Alert From Selection' highlighted in red. A red arrow points from the text 'Right-click the freeform table row' to the table row.

Occurrences	
1. Android Browser 4.0	402,242 63.4%
2. Mobile Safari 5.1	159,282 25.1%
3. Safari	42,022 6.6%



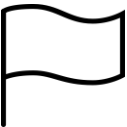


## 4. How to set an **alert?**

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

The screenshot displays the Alert Builder interface with the following configuration:

- ALERT NAME:** Enter a name for this alert
- TIME GRANULARITY:** Hourly
- RECIPIENTS:** Enter names, emails, or mobile...
- EXPIRATION DATE:** 2017-08-09
- SEND AN ALERT WHEN:**
  - ANY OF THESE METRICS TRIGGER:**
    - Metric: Occurrences
    - Operator: anomaly exceeds
    - Threshold: 90% threshold
  - WITH THESE FILTERS:**
    - Filter: Browser
    - Operator: equals
    - Status: Loading...



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