301 - Navigating

Adobe Analytics: Basic Training
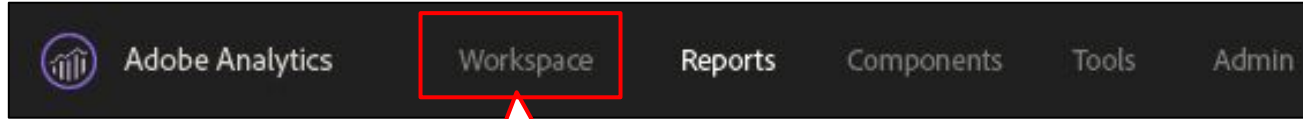
Adobe Analytics: Basic Training

300:
Onboarding

301:
Navigating

302:
Intro to
Reports

303:
Intro to
Workspace

304:
Templates &
Segments

305:
Activity Map
Tracking

306:
Calculated
Metrics &
Alerts
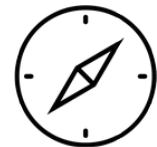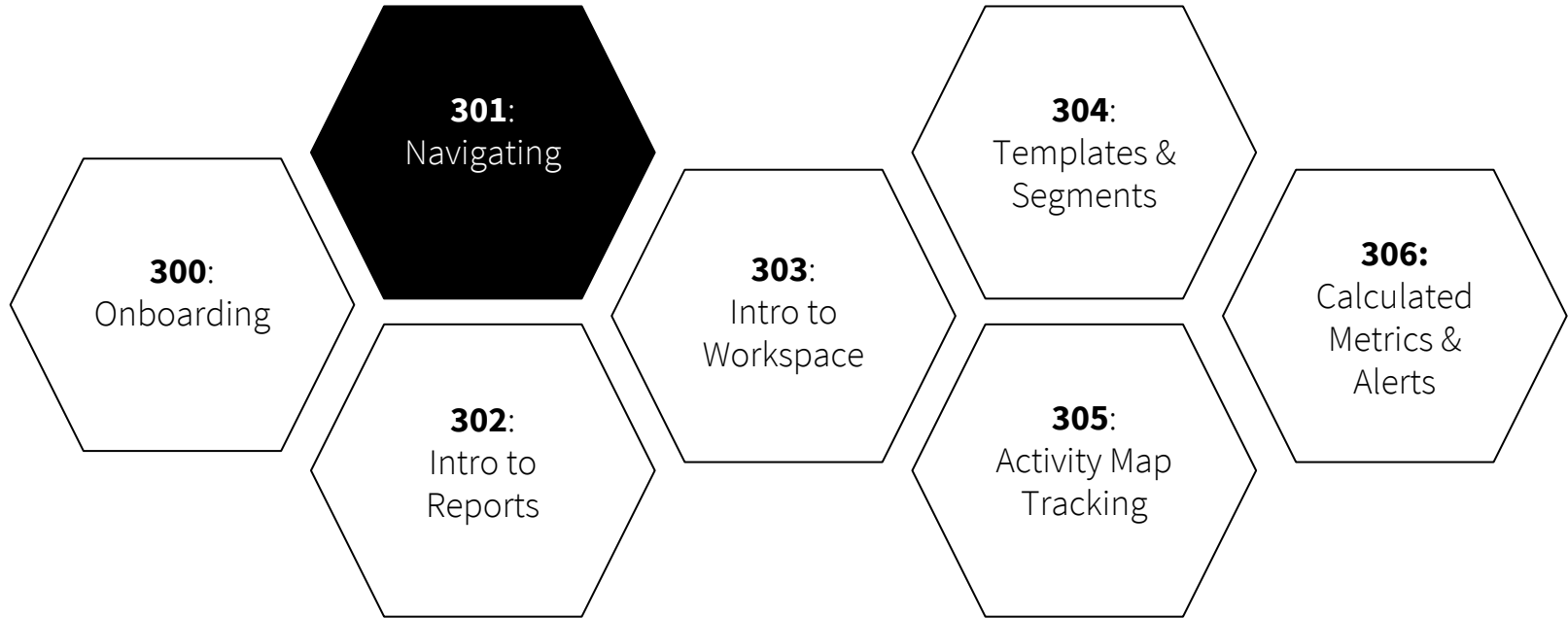
1. Navigating the **menu**

2. Intro to basic **terminology**

3. Getting started: **metrics**

4. Getting started: **dimensions**
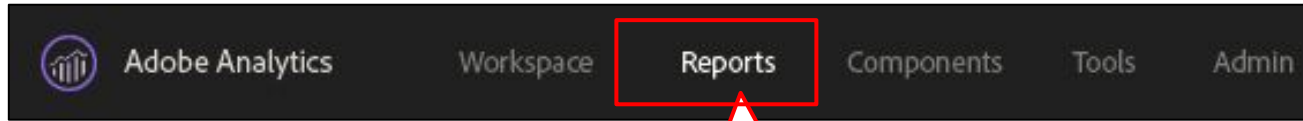
1. Navigating the menu - **Workspace**

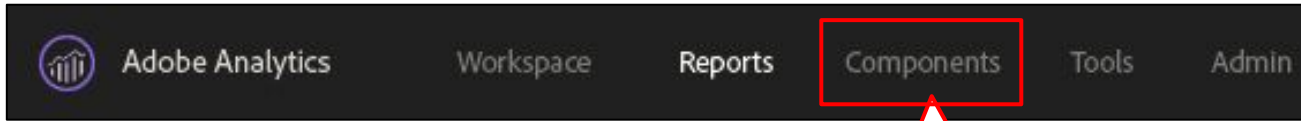Opens Analysis Workspace for creating Analytics projects.
(covered in AA training 303)

1. Navigating the menu - **Reports**

Adobe Analytics   Workspace   Reports   Components   Tools   Admin

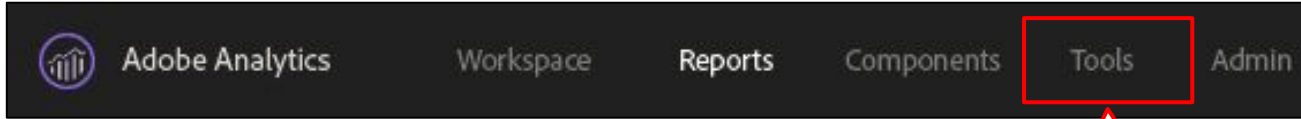Opens Reports & Analytics, where you can run pre-built reports. (covered in AA training 302)

1. Navigating the menu - **Components**

Opens Analytics features like Segments (covered in AA training 304) and Calculated Metrics (covered in AA training 306).
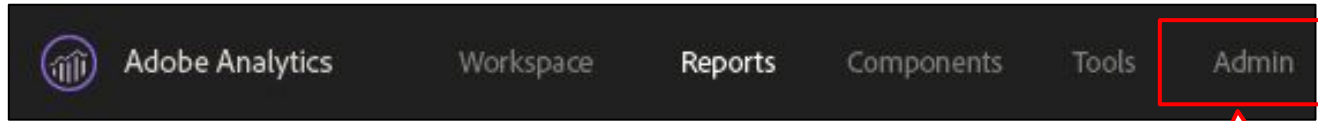
1. Navigating the menu - **Tools**

Provides access to advanced Adobe Analytics tools. (You should not need to use this).

1. Navigating the menu - **Admin**

Opens Admin Tools for Analytics Administrators (You should not need to use this).

2. Intro to basic terminology

- **Project -** A report in Analysis Workspace.

- **Date Range** - The date range of a specific project (e.g. past 30 days).

- **Report Suite** - The website, or group of sites, used for reporting.

- **Metrics** - Quantitative data used in reporting (e.g. # of unique visitors).

- **Dimensions** - Groupings of non-numeric data used in reporting (e.g. page name).

- **Segment** - A filter that can be applied to your website data (e.g. audience segments).

Project

A report in Analysis Workspace.

Date Range

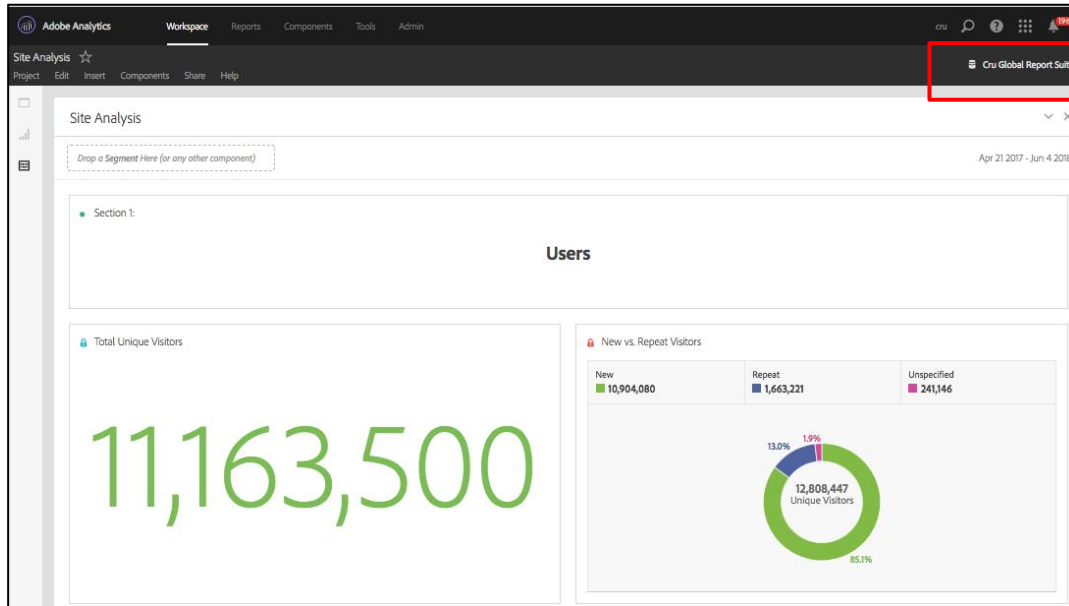The date range of a specific project.

Simply click to modify the data range.

You can select dates on the calendar, or choose a preset. Then click Apply.

Report Suite

Term used for a single website, or group of websites, which you can select for reporting.

Shows the report suite.

A benefit of using Adobe Analytics is the ability to use Cru's 'Global Report Suite'. The Global Report Suite compiles data across all sites within Adobe Analytics.

Metrics

Quantitative information about visitor activity, such as Views, Average Time spent, etc. Metrics are the foundation of reports.

You can also create your own metrics (covered in AA training 306).

Click to view Metrics in Workspace.

Shows key 'out of the box' metrics.

Dimensions

Groupings of metric data that can be viewed, broken down and compared in a report. Dimensions allow you to analyze and compare nearly anything.

Segments

A filter that can be applied to website data such as audience segments.

You can also create your own segments (covered in AA training 304).

Click to view Segments in Workspace.

Shows available segments. (For more information, see AA training 304).

3. Getting started: **types of metrics**

Traffic Metrics
Shows data about page views, visits and unique visitors.

Conversion Metrics
Shows data about success events or actions that you want users to take on your website.

Video Metrics
Shows data about video metrics, including total views, time spent, and completion rates.

3. Getting started: **frequently used metrics**

Metric	Definitions
Page View	A Page View is counted for each server call that is sent. This metric represents total instances of Page View.
Instances	The number of times that a value was set for a variable. Instances are counted for all hit types, but are not counted when a value is recorded for a variable on a subsequent hit due to persistence.
Entries	Entries represents the number of times a given value is captured as the first value in a visit.
Visits	A sequence of page views in a sitting. The visits metric is commonly used in reports that display the number of user sessions within the selected time period.
Orders	The number of orders made on your website during the selected time period.
Unique Visitors	A person that comes to your website within a specified time period.
Bounces	A visit that consists of a single server call. For example, a single page visit is a bounce if a visitor does not interact with the page in a way that sends data to Adobe, such as clicking a link or a video start. If more than a single hit is received in a visit, a Bounce is not counted.
Time Spent	The sequence calculation, and metrics that report on the amount of time visitors spend on a page, site, or per visit. (Total Time Spent; Time Spent per Visit; Time Spent per Visitor).
Revenue	Revenue is captured on the purchase event, and is defined as the total dollar amount for the sum of the order for each product. This value comes from the purchase event.

4. Getting started: **frequently used dimensions**

Countries
Language (browser)
Entry page
Exit page
Page/Screen Name
Page URL
Server
Devices
Browser Type
Referrer Type
Campaigns

Complete!

Questions?

dps-growthsolutions@cru.org

Next Module: Intro to Reports >>