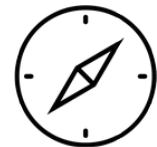
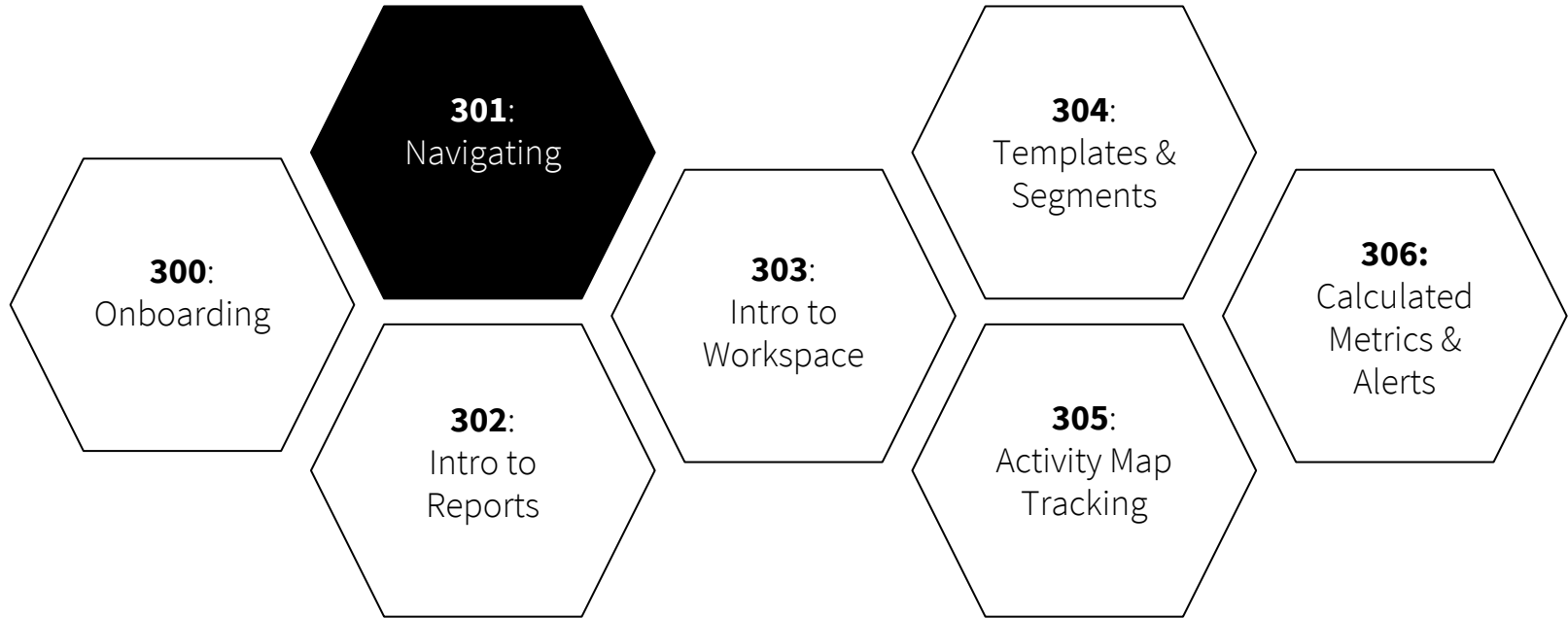


301 - Navigating

Adobe Analytics: Basic Training



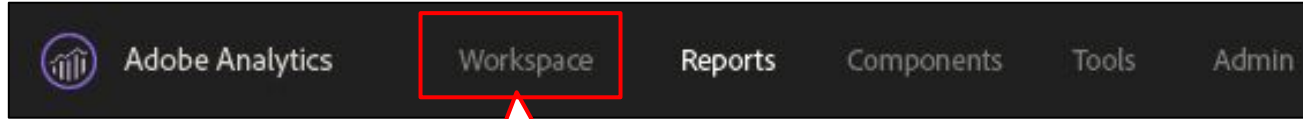
Adobe Analytics: Basic Training



1. Navigating the **menu**
2. Intro to basic **terminology**
3. Getting started: **metrics**
4. Getting started: **dimensions**



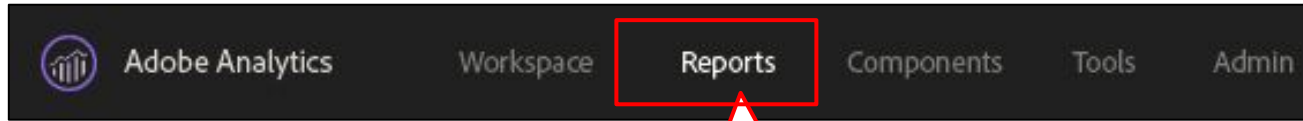
1. Navigating the menu - **Workspace**



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



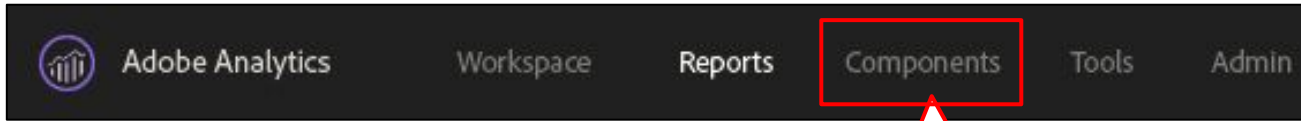
1. Navigating the menu - **Reports**



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



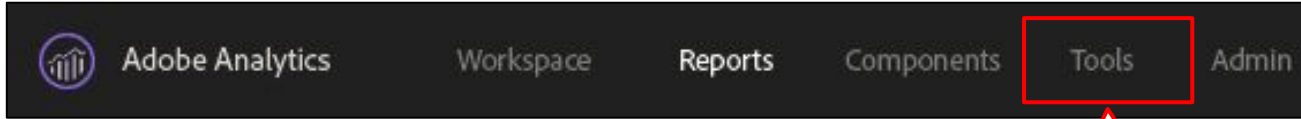
1. Navigating the menu - **Components**



Opens Analytics features like Segments (covered in AA training 304) **and Calculated Metrics** (covered in AA training 306).



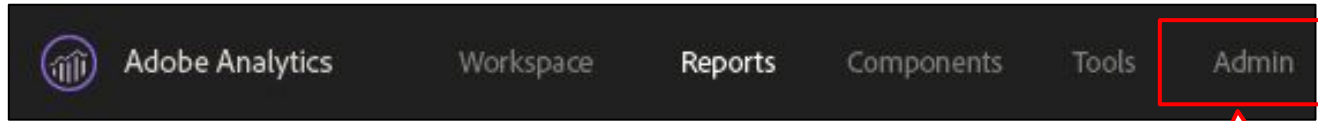
1. Navigating the menu - **Tools**



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.

[Create New Project](#)

[Manage Projects](#) | [Set as Landing Page](#) | [View Tutorials](#)

Name 	Created By	Tags	Last Modified 
Unique Visitor Breakdown by Page - E.Europe	Lauren To	Regions	June 5 2018 3:38 PM
Browser Report	Lauren To		June 5 2018 3:38 PM
Site Analysis (Global)		Conference	June 5 2018 3:37 PM
Global Impact	Brenton Colton		June 5 2018 8:46 AM

Click to create a new project in Workspace.

List of your existing projects in Workspace.

Shows projects that have been shared with you.

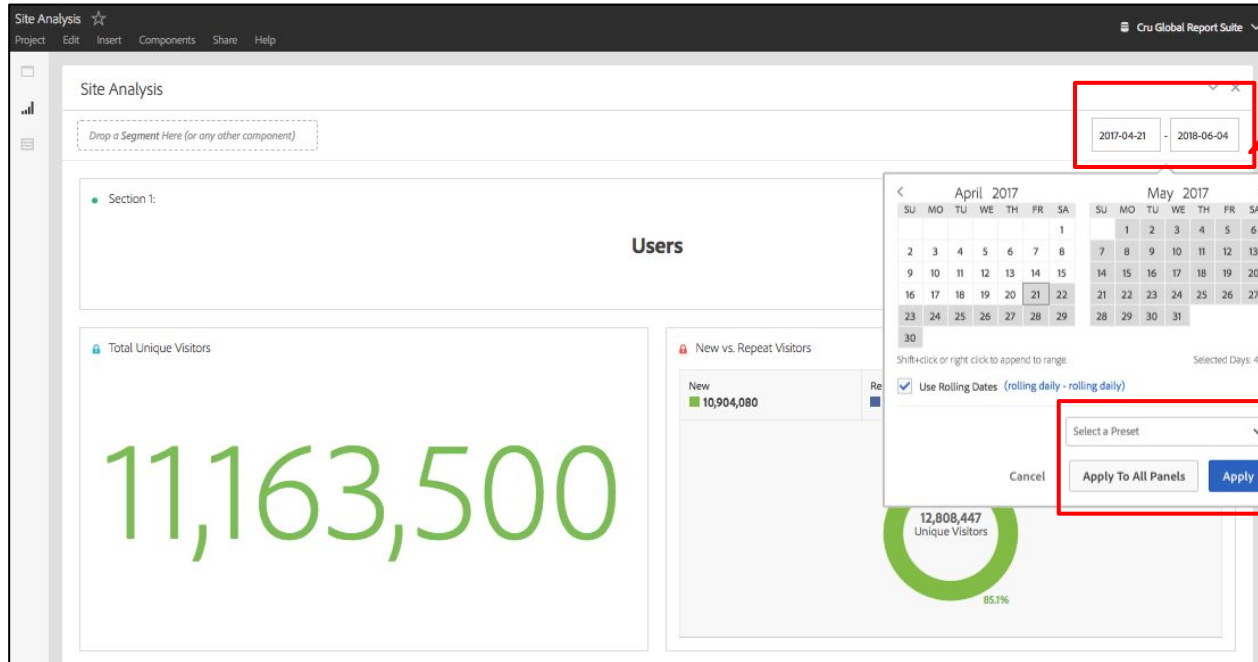
View who created the project.

Shows when the project was last modified.



Date Range

The date range of a specific project.



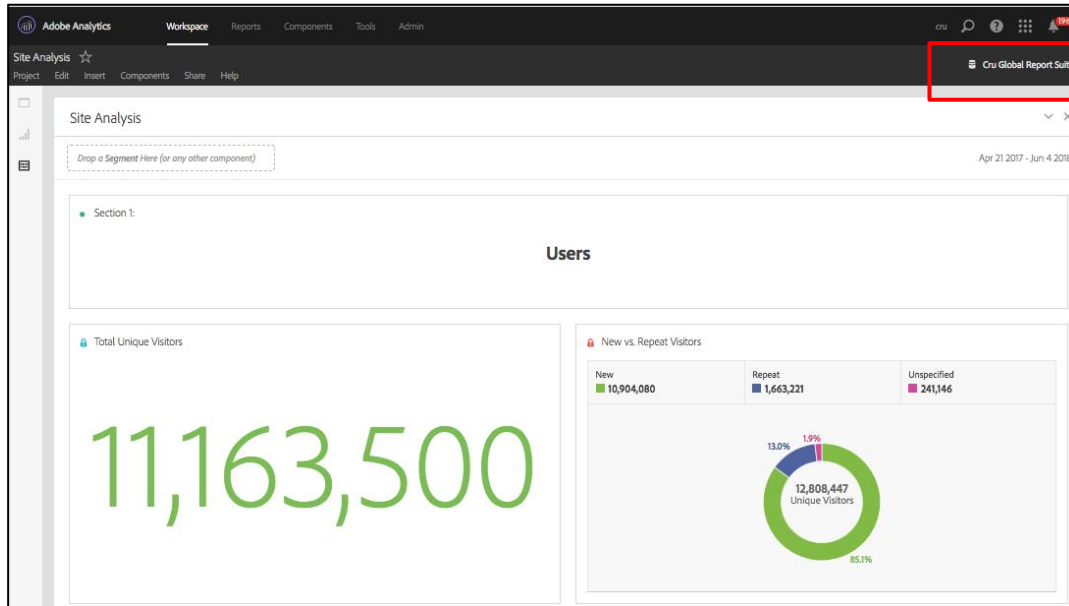
Simply click to modify the data range.

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.

Shows key 'out of the box' metrics.

The screenshot displays the Site Analysis workspace interface. At the top, there is a navigation bar with 'Project', 'Edit', 'Insert', and 'Component' menus. Below this is a '+ New' button and an 'Actions' menu. A search bar for components is visible. The main area is divided into three sections: DIMENSIONS, METRICS, and SEGMENTS. The DIMENSIONS section lists Language, Server, Page/Screen Name, Countries, and Referrer Type. The METRICS section lists Unique Visitors, Page Views, Visits, Download Link Instances, and Time Spent per Visitor (seconds). The SEGMENTS section lists NAME, PACT, Russia, South Asia, and South East Asia. On the right side, there is a large green number '11,171' representing Total Unique Visitors. Below this, there is a section for Countries with a sub-section for Unique Visitors. A red callout box points to the '+ New' button with the text: 'You can also create your own metrics (covered in AA training 306)'. Another red callout box points to the DIMENSIONS section with the text: 'Click to view Metrics in Workspace'. A third red callout box points to the METRICS section with the text: '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.

The screenshot shows the Site Analysis interface. A red callout bubble points to a menu icon in the top left, with the text "Click to view Metrics in Workspace." Another red callout bubble points to the "DIMENSIONS" list, with the text "Shows key 'out of the box' dimensions." The "DIMENSIONS" list includes Language, Server, Page/Screen Name, Countries, and Referrer Type. Below it is the "METRICS" section with Unique Visitors, Page Views, Visits, Download Link Instances, and Time Spent per Visitor (seconds). The "SEGMENTS" section includes NAME, PACT, Russia, South Asia, and South East Asia. On the right, a large green number "11,171" is displayed under "Total Unique Visitors". A compass icon is in the bottom right corner.

Click to view Metrics in Workspace.

Shows key 'out of the box' dimensions.

Site Analysis

Search Components

Drop a Segment Here (or any other component)

Section 1:

Total Unique Visitors

11,171

Countries

Unique Visitors

Segments

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

The screenshot shows the Site Analysis workspace interface. At the top, there is a menu with 'Project', 'Edit', 'Insert', and 'Component'. Below this is a '+ New' button and an 'Actions' button. A search bar for components is visible. The main workspace is divided into several sections: 'DIMENSIONS' (Language, Server, Page/Screen Name, Countries, Referrer Type), 'METRICS' (Unique Visitors, Page Views, Visits, Download Link Instances, Time Spent per Visitor (seconds)), and 'SEGMENTS' (NAME, PACT, Russia, South Asia, South East Asia). On the right, there is a large green number '11,171' representing 'Total Unique Visitors' and a 'Countries' section with a 'Unique Visitors' bar chart. A compass icon is located in the bottom right corner.

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-growtholutions@cru.org

Next Module: Intro to Reports >>

