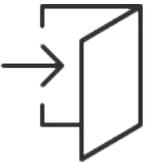
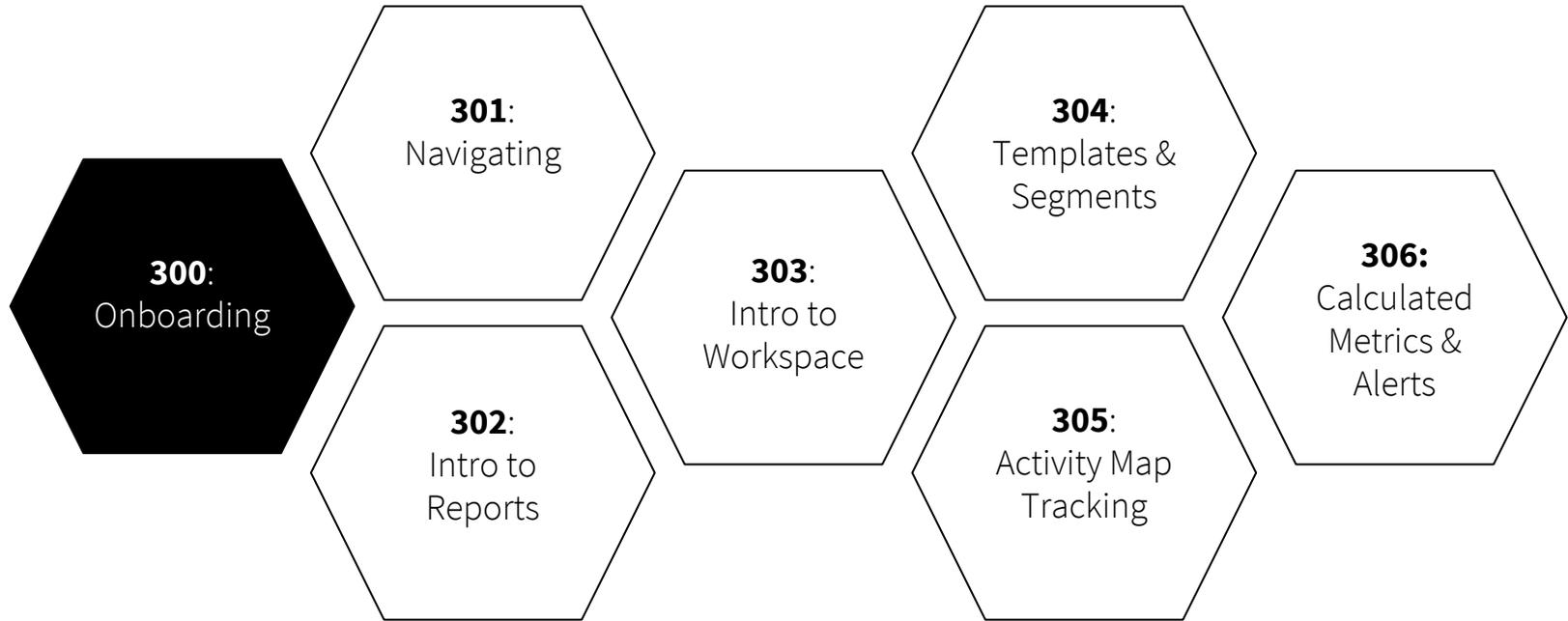


# 300 - Onboarding

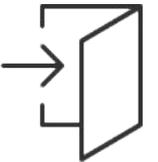
Adobe Analytics: Basic Training



# Adobe Analytics: Basic Training



1. How to **set up your account**
2. How to **sign in**
3. How to **set your landing page**



# 1. How to **set up your account**

Welcome to Adobe Analytics. Inbox x

**Adobe Systems Incorporated** <message@adobe.com>  
to me ▾

 Adobe Experience Cloud 

**Lauren, you now have access to Adobe Analytics.**

Your administrator at cru has given you access to Adobe Analytics.

**Adobe Analytics** is the leading customer intelligence solution for marketing. With this access, you will be able to learn about your customers, your marketing, and your content better than ever before and make confident data-informed decisions.

To access **Adobe Analytics** and log in to **Adobe Experience Cloud**, use button below.

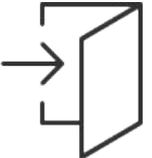
[Get Started](#)

Once you have logged in using the button below and set up your account, you can build rich analysis projects, access and create dashboards, ask and answer questions in our online community, watch training videos to get familiar with all the capabilities of **Adobe Analytics**, and much more.

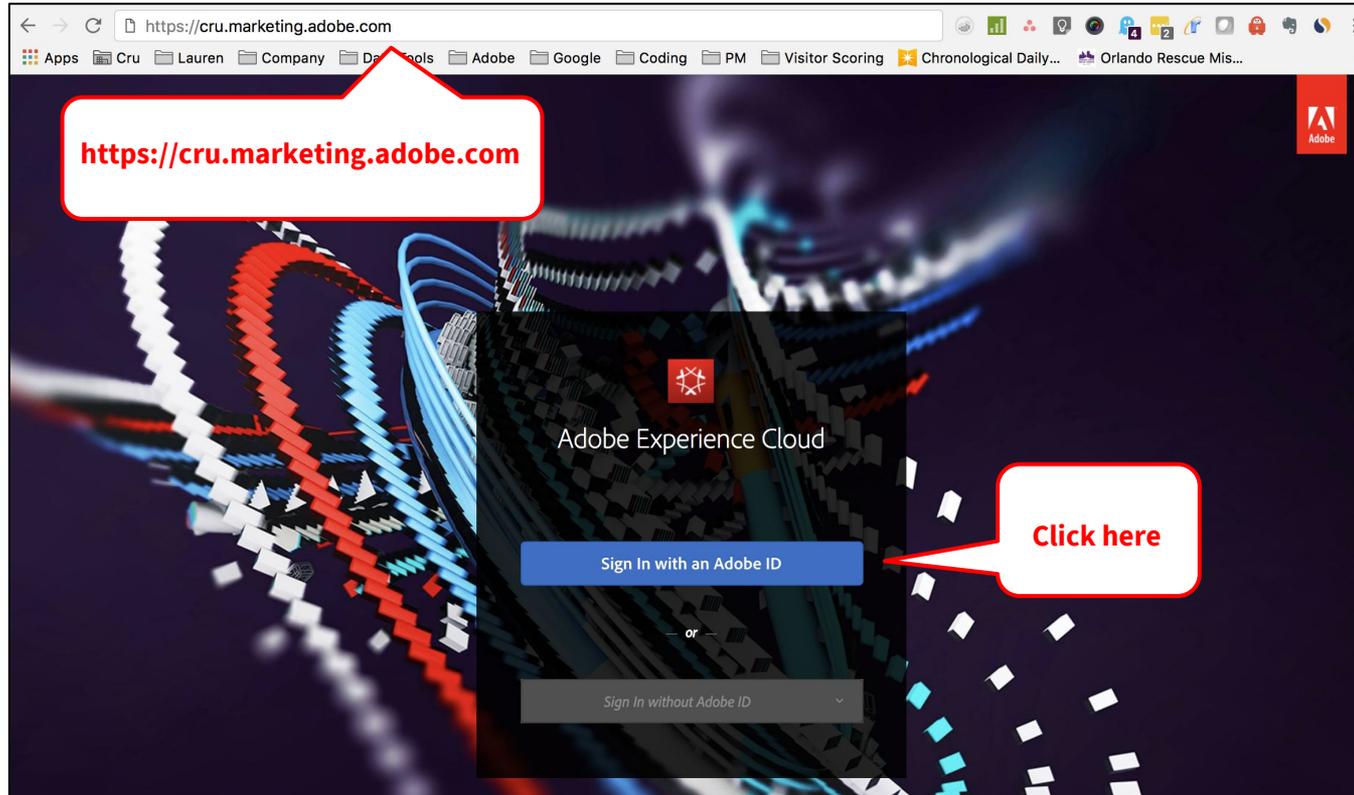
If you have questions about access to **Adobe Analytics**, contact your administrator or your **Adobe** account team for more information.

**Look for this email in your inbox.**

**Click here. Follow the prompts to set up your account.**



## 2. How to **sign in**



The image shows a browser window displaying the Adobe Experience Cloud sign-in page. The browser's address bar shows the URL `https://cru.marketing.adobe.com`. A red callout bubble points to this URL. The page features the Adobe Experience Cloud logo and the text "Adobe Experience Cloud". Below the logo, there is a blue button labeled "Sign In with an Adobe ID" and a grey button labeled "Sign in without Adobe ID". A red callout bubble points to the "Sign In with an Adobe ID" button with the text "Click here". The background of the page is a dark, abstract 3D visualization with glowing lines and shapes.

`https://cru.marketing.adobe.com`

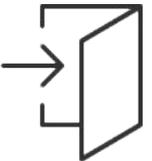
Adobe Experience Cloud

Sign In with an Adobe ID

or

Sign in without Adobe ID

Click here



## 2. How to **sign in**

Adobe ID

Sign in to continue

 Adobe Experience Cloud

Stay signed in [Forgot password?](#)

**Sign in**

Not a member yet? [Get an Adobe ID](#)

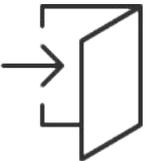
Want to use your company or school account?  
[Sign in with an Enterprise ID](#)

Or sign in with

 Facebook  Google

**Sign in with email &  
password (Adobe ID)  
OR ...**

**Sign in with  
Facebook /  
Google**



## 2. How to **sign in**

The screenshot shows the Adobe Experience Cloud dashboard for user Lauren. The top navigation bar includes 'Adobe Experience Cloud', 'Profile & Password', 'Preferences', and 'Administration'. A user profile icon and a notification bell with '190' are on the right. A red box highlights a grid icon in the top right, with a callout: 'Click here to access tools in the Experience Cloud (e.g. Analytics)'. A red callout on the left says 'Welcome to Adobe Experience Cloud!'. The main content area features four cards: 'Admin Console basics' (Experience Cloud Essentials, Take Me There), 'Set up identity' (Authentication, Learn More), 'User Management' (Account Set Up, Learn More), and 'System Status' (Dashboard, Take Me There). Below are two sections: 'Your Support Contacts' (listing Adobe Customer Care) and 'Administration Quick Access' (listing Adobe Admin Console, Approved Creative Cloud Collaborators, and GDPR UI).

Welcome, Lauren

Get started with the Experience Cloud

**Welcome to Adobe Experience Cloud!**

**Click here to access tools in the Experience Cloud (e.g. Analytics).**

**Admin Console basics**  
Experience Cloud Essentials  
[Take Me There](#)

**Set up identity**  
Authentication  
[Learn More](#)

**User Management**  
Account Set Up  
[Learn More](#)

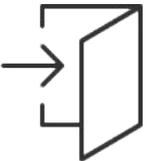
**System Status**  
Dashboard  
[Take Me There](#)

**Your Support Contacts** < 1 of 1 >

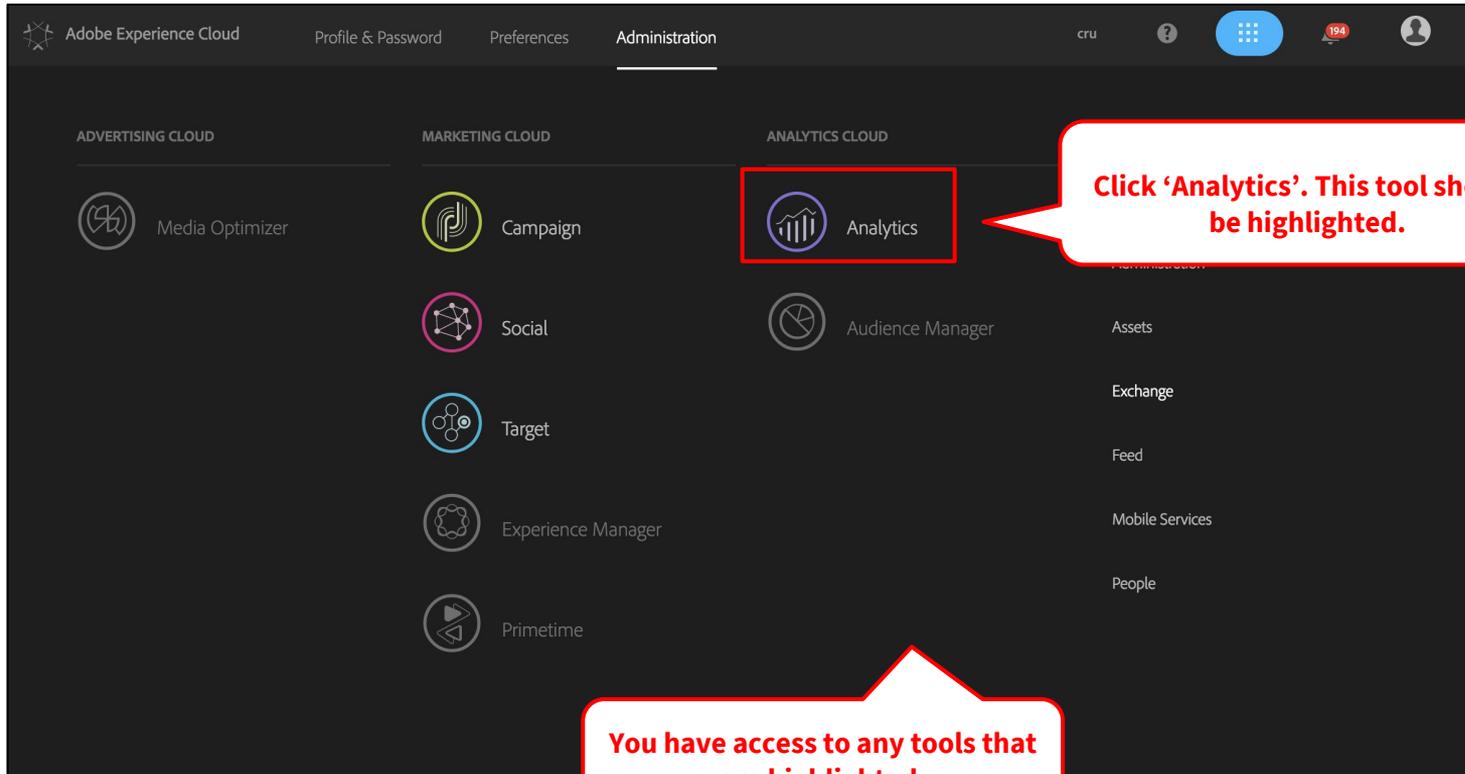
| NAME  | CONTACT INFORMATION    |
|---|------------------------|
| Adobe Customer Care<br>EXPERIENCE CLOUD SUPPORT | customercare@adobe.com |

**Administration Quick Access** < 1 of 1 >

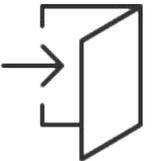
| RESOURCE                                | LINK  |
|---|---|
| Adobe Admin Console ⓘ                   | <a href="#">Launch Admin Console</a>        |
| Approved Creative Cloud Collaborators ⓘ | <a href="#">Manage Creative Cloud Users</a> |
| GDPR UI ⓘ                               | <a href="#">Give Access to the GDPR UI</a>  |



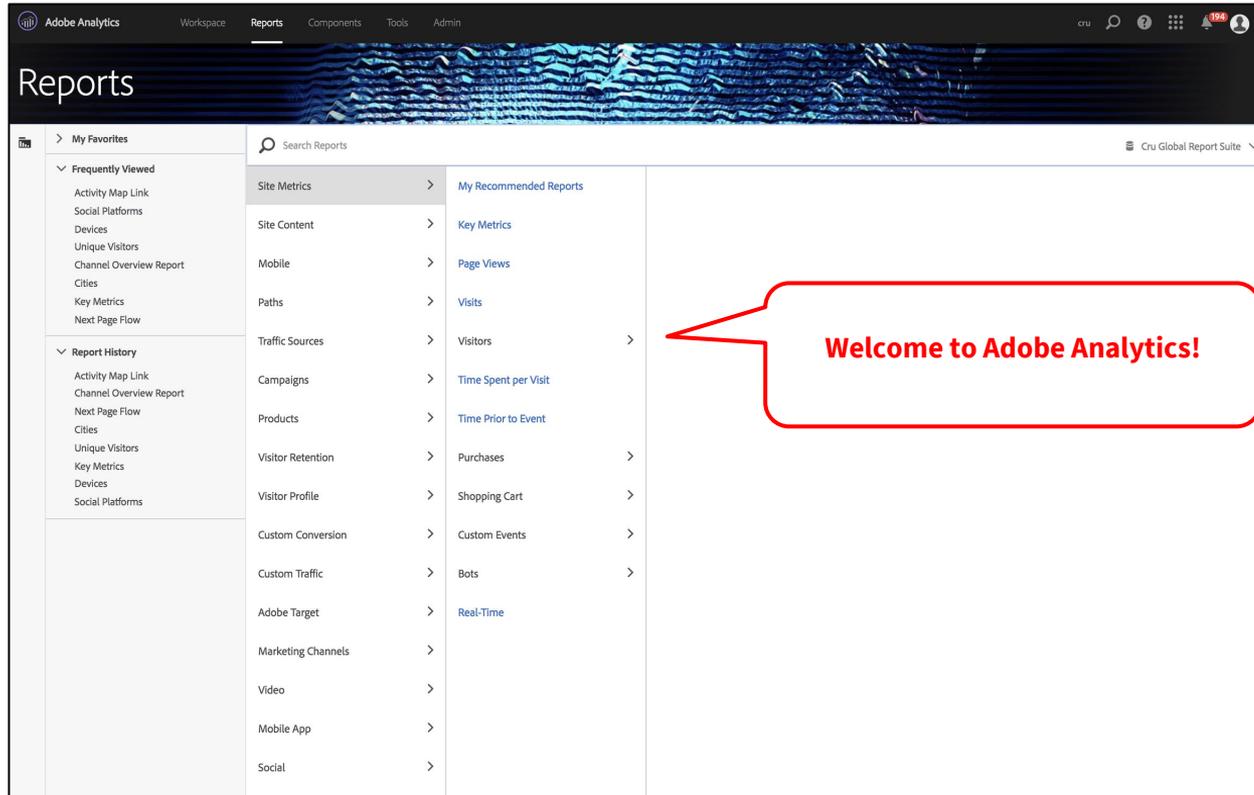
## 2. How to **sign in**



The screenshot shows the Adobe Experience Cloud Administration interface. The top navigation bar includes the Adobe Experience Cloud logo, 'Profile & Password', 'Preferences', and 'Administration' (which is underlined). On the right side of the top bar, there is a user profile icon, a help icon, and a notification bell with '194' alerts. The main content area is divided into three columns: 'ADVERTISING CLOUD', 'MARKETING CLOUD', and 'ANALYTICS CLOUD'. Under 'ADVERTISING CLOUD', there is 'Media Optimizer'. Under 'MARKETING CLOUD', there are 'Campaign', 'Social', 'Target', 'Experience Manager', and 'Primetime'. Under 'ANALYTICS CLOUD', there is 'Audience Manager'. A red box highlights the 'Analytics' icon in the 'ANALYTICS CLOUD' column. A red callout bubble points to this icon with the text: 'Click 'Analytics'. This tool should be highlighted.' Another red callout bubble at the bottom center of the dashboard says: 'You have access to any tools that are highlighted.'

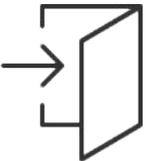


## 2. How to **sign in**



The screenshot shows the Adobe Analytics Reports interface. The top navigation bar includes 'Adobe Analytics', 'Workspace', 'Reports', 'Components', 'Tools', and 'Admin'. The main header is 'Reports'. On the left, there are sections for 'My Favorites', 'Frequently Viewed', and 'Report History'. The main content area is a grid of report categories and sub-reports. A red callout box with the text 'Welcome to Adobe Analytics!' is overlaid on the right side of the dashboard.

| Category           | Sub-Category | Report Name            |
|--------------------|--------------|------------------------|
| Site Metrics       |              | My Recommended Reports |
| Site Content       |              | Key Metrics            |
| Mobile             |              | Page Views             |
| Paths              |              | Visits                 |
| Traffic Sources    |              | Visitors               |
| Campaigns          |              | Time Spent per Visit   |
| Products           |              | Time Prior to Event    |
| Visitor Retention  |              | Purchases              |
| Visitor Profile    |              | Shopping Cart          |
| Custom Conversion  |              | Custom Events          |
| Custom Traffic     |              | Bots                   |
| Adobe Target       |              | Real-Time              |
| Marketing Channels |              |                        |
| Video              |              |                        |
| Mobile App         |              |                        |
| Social             |              |                        |

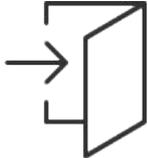


### 3. How to **set your landing page**

Click profile icon

The screenshot shows the Adobe Analytics Reports interface. The top navigation bar includes 'Adobe Analytics', 'Workspace', 'Reports', 'Components', 'Tools', and 'Admin'. On the right side of the navigation bar, there are icons for search, help, a grid, a notification bell with '15 4', and a profile icon. A red callout box points to the profile icon with the text 'Click profile icon'. Below the navigation bar, the main content area is titled 'Reports' and features a search bar labeled 'Search Reports'. On the left, there is a sidebar with 'My Favorites' and 'Report History' sections. The main content area displays a list of report categories such as 'Site Metrics', 'Site Content', 'Mobile', 'Paths', 'Traffic Sources', 'Campaigns', and 'Products', each with a right-pointing arrow. To the right of this list, there are links for 'My Recommended Reports', 'Key Metrics', 'Page Views', 'Visits', 'Visitors', 'Time Spent per Visit', and 'Time Prior to Event'. In the top right corner of the main content area, there is a user profile card for 'Lauren To' with the email 'cru'. The card includes a profile picture icon, the name 'Lauren To', the email 'cru', and two buttons: 'Edit Profile' and 'Sign Out'. A red callout box points to the 'Edit Profile' button with the text 'Click 'Edit Profile''. At the bottom right of the page, there is a simple line-art icon of a door with an arrow pointing towards it.

Click 'Edit Profile'



### 3. How to **set your landing page**

Adobe Experience Cloud Profile & Password Preferences Administration cru ? 194

**Personal Details**

Name: Lauren To

Email Address: lauren.to@cru.org

Title: null

Phone Number: (XXX) XXX-XXXX

Language: English

**Default Organization & Landing Page**

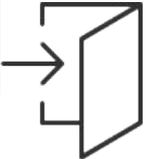
Organization: cru Set as Default

Landing Page: Automatic

Coach Marks:

**Edit Personal Information** **Save Changes**

**Click drop down and select 'Analytics'**



### 3. How to **set your landing page**

✔ Default Landing Page set successfully.

**Personal Details**

Name

Email Address

Title

Phone Number

Language

[Edit Personal Information](#)

**Default Organization & Landing Page**

Organization   Set as Default

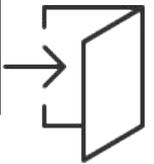
Landing Page

Coach Marks

[Save Changes](#)

**When you sign in again, you will now go directly to Analytics. Yay!**

**Click to save.**



# Complete!

**Questions?**

[dps-growtholutions@cru.org](mailto:dps-growtholutions@cru.org)

## Next Module: Navigating >>

