



# Adobe<sup>®</sup> Analytics

marketing reports and analytics

QUICK-REFERENCE GUIDE

[Formerly SiteCatalyst]

Shane Closser





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**ADOBE® ANALYTICS QUICK-REFERENCE GUIDE**  
**Market Reports and Analytics (formerly SiteCatalyst®)**

Shane Closser

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*To Mom and Joe, who remain guiding lights in my life;  
to my editor and wife Stacey, who encouraged me to write;  
and to my children Jack and Avery, who fill my days  
with laughter and joy.*

## About the Author



Shane Closser is Vice President and Worldwide Head for the Customer Experience Management (CEM) Practice at Virtusa Corp (NASDAQ:VRTU), a global IT services company that combines innovation, technology leadership and industry solutions to transform the customer experience. He manages over 500 CEM experts worldwide, who develop advanced solutions for Virtusa's media, financial services, insurance and healthcare customers. Closser has managed over 75 programs across Fortune 500 organizations. He is a frequent speaker on CEM strategy, digital marketing, mobile, social and WCM. He is an Adobe-certified trainer, and he has over 15 years of experience leading digital engagements. Connect with him on LinkedIn or via Twitter @srclosser.

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## 4

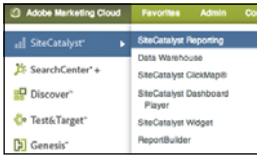
# Reports Overview

This is really where the magic happens in Adobe Analytics. It's where you take data, rules, and website information and display them in a report. This chapter discusses reports—types of reports, sections of a report, and how to configure reports.

Reports are designed to interpret data, but ultimately they're used to summarize trends and offer performance metrics for your website.

# How to Run a Report

- 1 After you've signed on to the Adobe Marketing Cloud, navigate to Adobe Marketing Cloud > SiteCatalyst > SiteCatalyst Reporting.



- 2 Use the Reports list to navigate to Site Content > Pages.

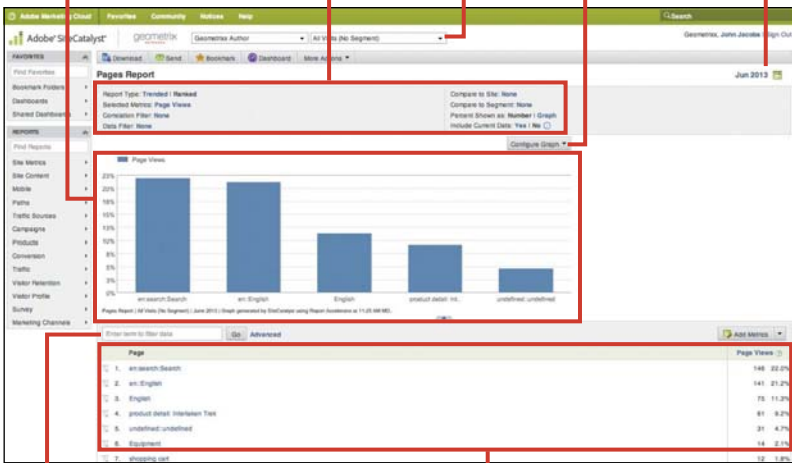
**Report Configuration**—Select the report details relevant to your analysis. The choices will vary based on the report.

**Graph selector**—Depending on the report, you can change how the graph is displayed (Pie, Bubble Plot, Line, Bar, an so on).

**Data displayed as a graph**—Whenever you change the report details, options, or date, the graph will reload with updated information.

**Segment data**

**Edit date range**—Allows you to recreate the report on different date ranges



**Filter**—As long as the report has items in the list, you can filter by any term. You can use partial words and negative matches with the Advanced feature.

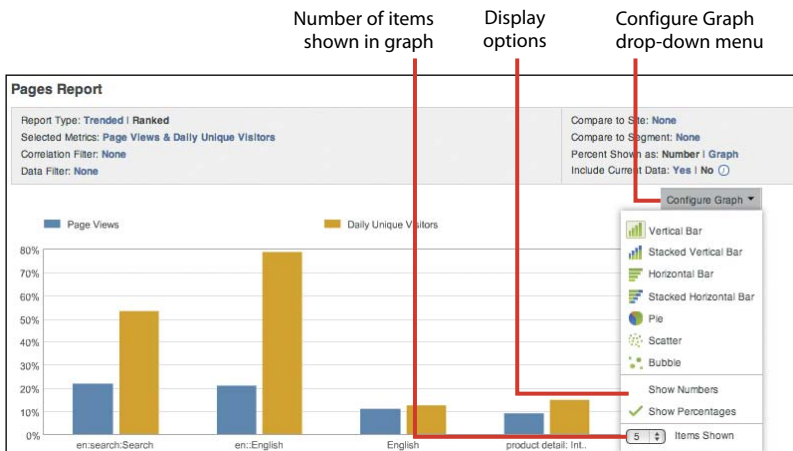
**Report details**—Hard data used to create the graph. Selected metrics and their values will be represented in columns on the right.

The Pages report is used here as an example, as it illustrates the basic features of most reports.

## Graph Options

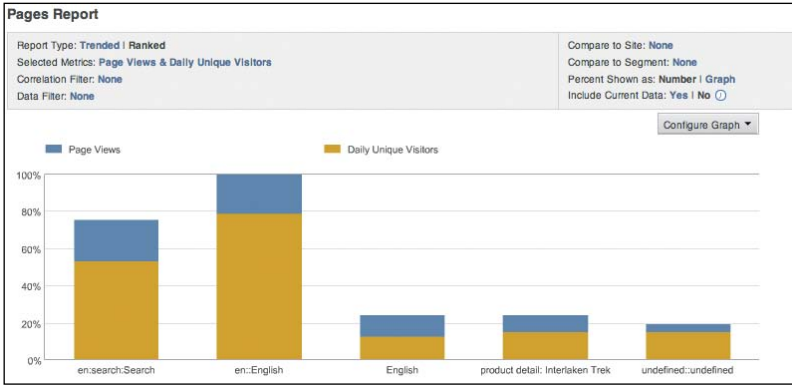
Running a report is just the first step in gathering data for analysis. Next, you'll want to customize the report data. Depending on your report analysis, you'll want to choose a useful graph presentation. There are several graph configurations, and not all of them are available for every report.

- 1 Run the desired report. Click Configure Graph. (This example shows a standard vertical bar graph.)



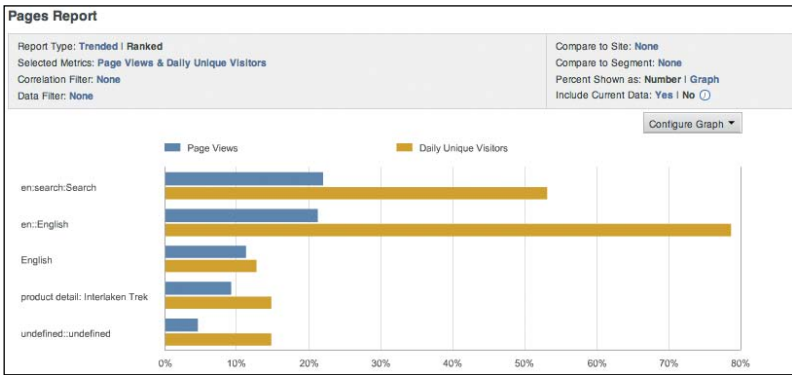
Vertical Bar graph – Pages report

## Stacked Vertical Bar Graph



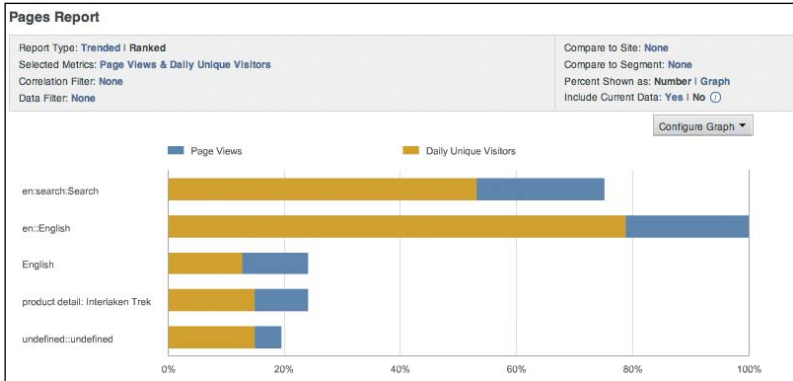
Stacked Vertical Bar graph – Pages report

## Horizontal Bar Graph



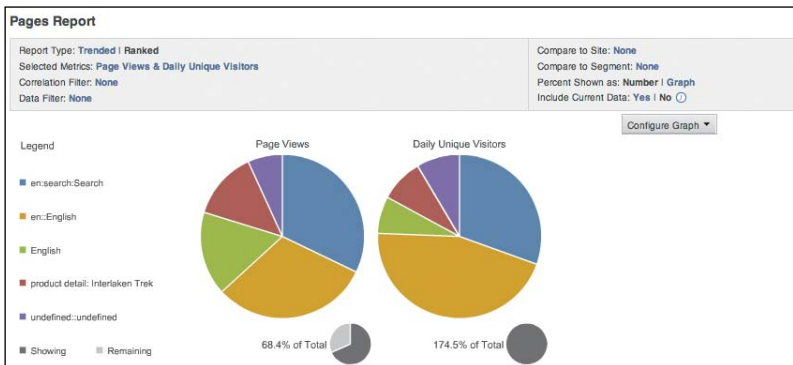
Horizontal Bar graph – Pages report

## Stacked Horizontal Bar Graph



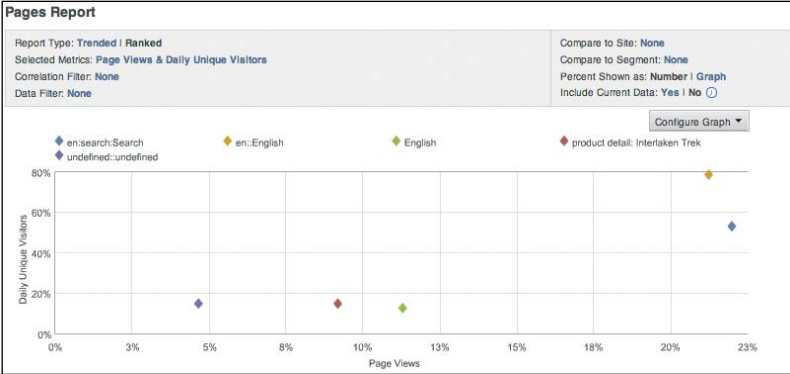
Stacked Horizontal Bar graph – Pages report

## Pie Graph



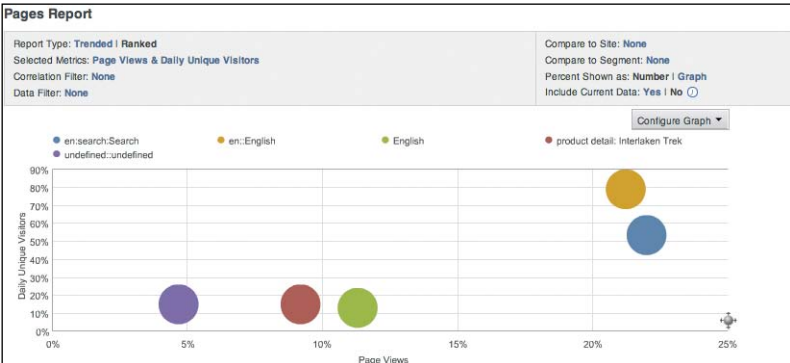
Pie graph – Pages report

## Scatter Graph



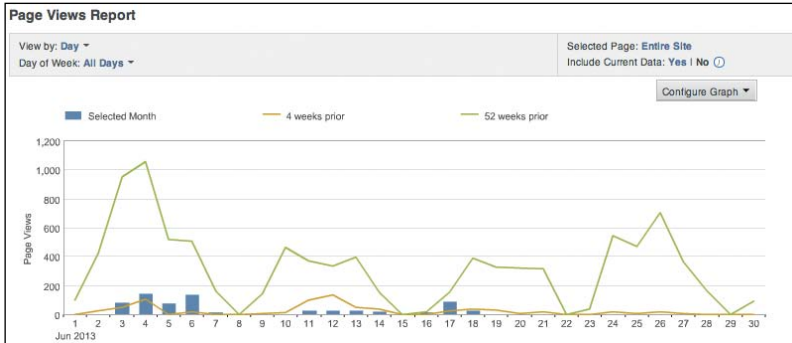
Scatter graph – Pages report

## Bubble Graph



Bubble graph – Pages report

## Trend Line Graph



Trend Line graph – Page Views report

## Area Graph



Area graph – Page Views report

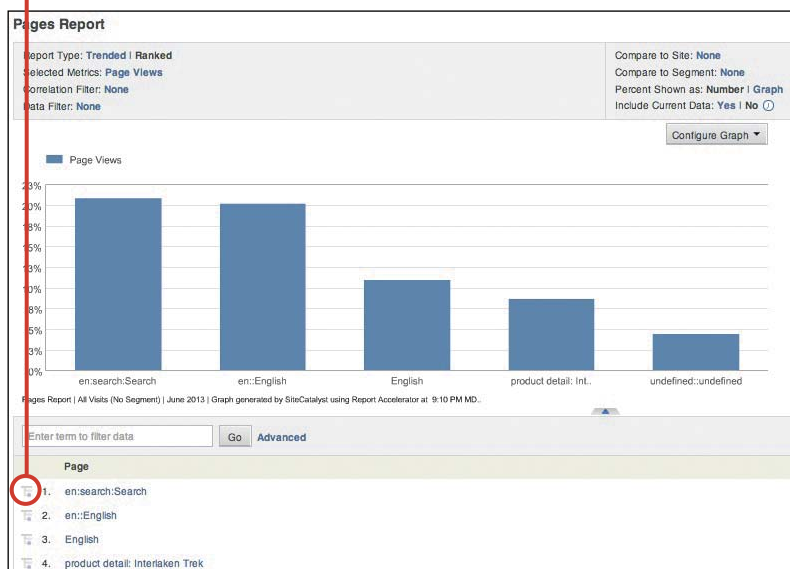


## Report Breakdowns

A report breakdown is a type of segmentation that allows you to see how two or more reports relate to each other. They provide context around the metrics in Adobe Analytics.

Report breakdowns give you a further way to drill down on a report. For example, if you are viewing the Pages report, you can see the most popular pages by page views. However, you may want more information about these pages, so you break down the report by Time Spent per Visit metric, which allows you to see different intervals of time that visitors spent on a specific webpage, such as the home page.

Click the Breakdown icon to break down this report by another.



Pages report [Site Content > Pages]

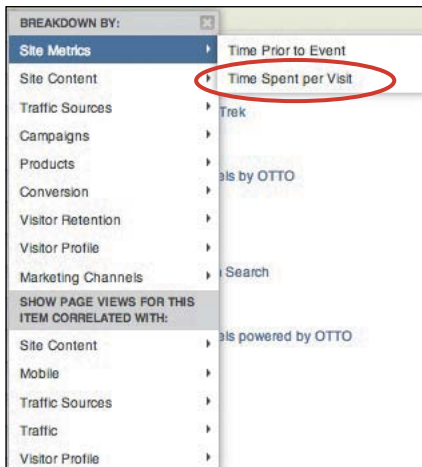
## How to Break Down a Report

- 1 Navigate to the report you want to break down. Scroll down to the details section and click the Breakdown icon. (The Pages report is used here as an example.)



Breakdown icon

- 2 Select report from Breakdown list.

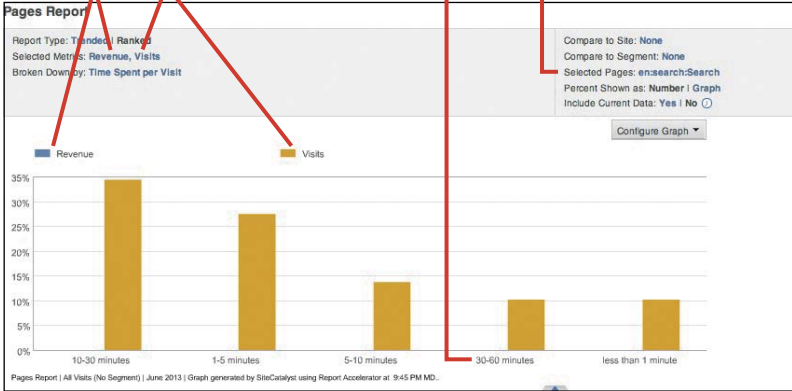


### 3 Analyze data.

Displays time intervals that visitors interacted with the webpage. In this example 35% of the page traffic viewed this webpage for 10 to 30 minutes.

Different metrics can be selected to see correlations between time spent on the webpage and its relation to other metrics.

Selected Pages—  
Displays the webpage name selected for the breakdown

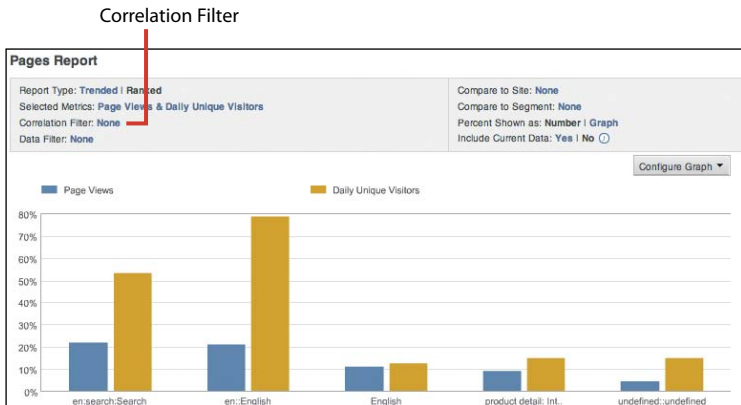


Pages report broken into Time Spent Per Visit

## How to Add a Correlation Filter

A correlation filter is another way to break down a report.

- 1 Navigate to the report you'd like to filter. (In this example, the Pages report is used.) Select Correlation Filter.



**Correlation Filter**

Filter the data shown in your report by any available correlations. From the pull-down menu, select the desired correlation category. Then click "Select Item" to choose a particular item for that category. Once the item has been selected, the new rule is automatically added to the correlation filter. You may delete any rule by clicking the  button.

**Filter Rule Creator**

Report on data where  =   
 < Select Category >      < Select Item >

**Correlation Filter**

None Selected

OK Cancel

- 2 Click OK to reload the report.

**TIP** ▶ If the Correlation Filter option is not visible, the feature is either not enabled or not available for that report.

## How to Use Segments Within a Report

To create custom subsets of data, use the segmentation feature in Adobe Analytics. Segments can be based on pages, visits, and visitors, and can be applied to reports, reportlets, dashboards, and bookmarks. Here are some examples of how segments can be used:

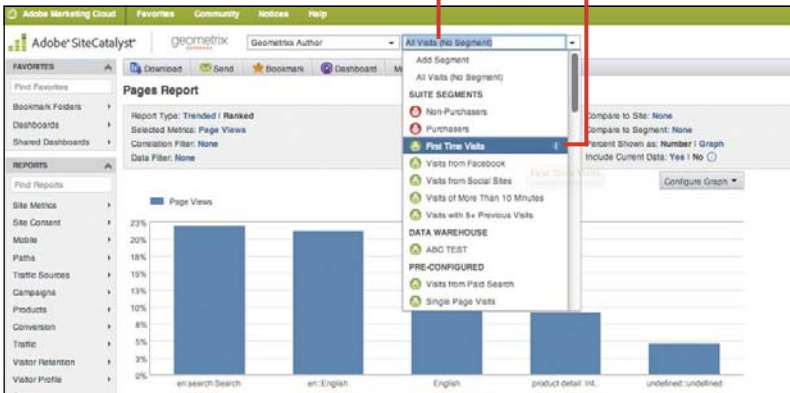
- How many visitors to your website originated from Facebook
- Which campaign delivered the most first-time visitors in the last month
- The amount of revenue derived from repeat customers during the last quarter

- 1 Run the desired report. Click the desired segment from the report page.

The report reloads with the segment applied.

Segment drop-down menu—  
Displays which segment is  
currently applied to the report.

Segment information icon—  
If you have permission to edit  
the segment, the edit and delete  
icons will also appear here.



Adding a segment to a report

See Chapter 12 for more information on custom segmentation.

## Miscellaneous Custom Report Options

**Table 4.1** Miscellaneous Custom Report Options

NAME	ACTION	DESCRIPTION
<b>Copy Report Graph</b>	Copy a report to use it as a graph in a presentation or document.	More Actions > Copy Graph
<b>Create Custom Report (Admin only)</b>	Copy the report configuration to use at a later time.	More Actions > Create Custom Report
<b>Compare Dates</b>	Compare two separate date ranges on ranked reports.	Run Report; click Calendar and select Compare Dates; select dates and click Run Report.
<b>Normalize Report Data</b>	Display the percent of change between two reports.	Select Yes on the Normalize Data option.
<b>Compare Report Suites</b>	Display data from two separate suites in one report.	Run Report; click Compare to Site link, select report suite, and click OK.

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