

DAA OneConference

Eric Matisoff, Senior Evangelist, Adobe

ANALYTICS ROCKETAR

MENTALITY



Analytics



Rockstar 101

Hard Skills

Soft Skills

Presentation Skills

Rockstar Data Challenge

Analytics



Rockstar 101

Lesson 1: Vocab And Training

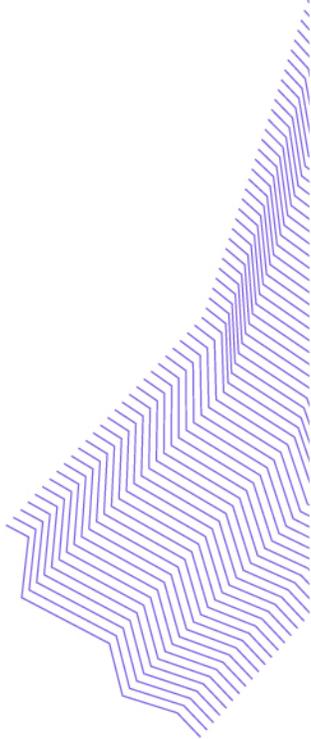
New York, NY **DATE RANGE**

3:59 pm EDT [Print](#)

DAY	DESCRIPTION	HIGH / LOW	PRECIP	WIND	HUMIDITY
TONIGHT AUG 22	Thunderstorms Early	--/67°	40%	NW 11 mph	74%
THU AUG 23	Partly Cloudy	80°/65°	20%	NNW 10 mph	52%
FRI AUG 24	Sunny	83°/66°	0%	SW 6 mph	53%
SAT AUG 25	Partly Cloudy	80°/68°	0%	SSW 10 mph	59%
SUN AUG 26	Mostly Sunny	84°/72°	0%	SSW 10 mph	65%
MON AUG 27	Mostly Sunny	92°/75°	10%	WSW 8 mph	68%
TUE AUG 28	Partly Cloudy	90°/75°	20%	W 8 mph	66%
WED AUG 29	Mostly Sunny	92°/77°	20%	WSW 8 mph	66%
THU AUG 30	Mostly Sunny	90°/74°	10%	W 8 mph	67%
FRI AUG 31	Isolated Thunderstorms	88°/74°	30%	W 6 mph	67%
SAT SEP 1	Scattered Thunderstorms	81°/71°	60%	E 7 mph	76%

DIMENSION

METRICS



Browser: Microsoft

Add Segment

SEGMENTS

DATE RANGE This month
Aug 1 2018 - Aug 31 2018

Freeform Table

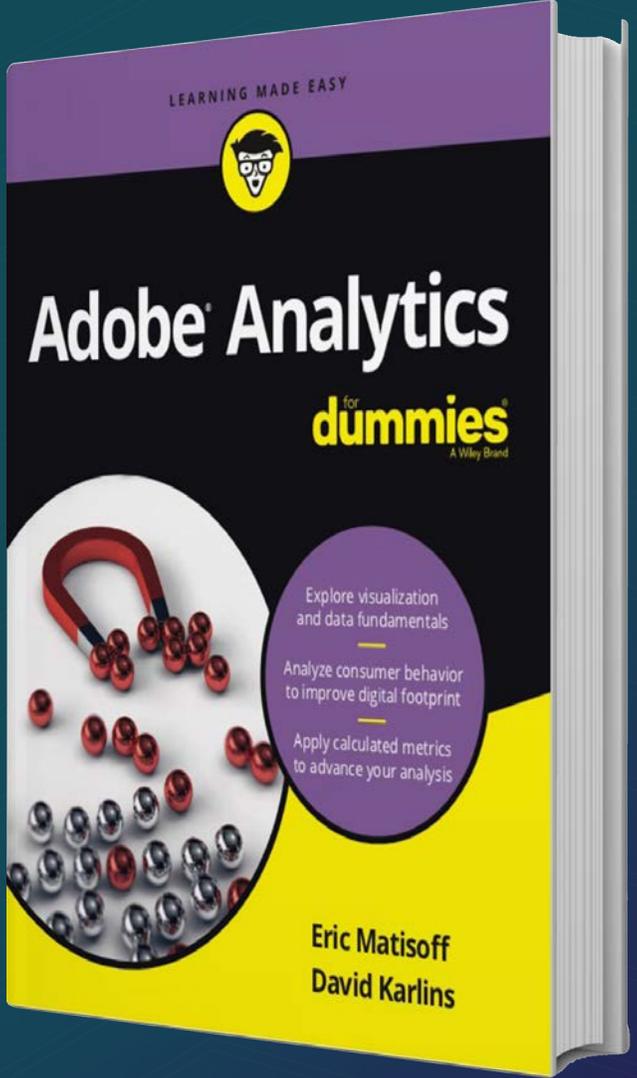
Marketing Channel Page: 1 / 1 Rows: 50 1-11 of 11	Visits		Online Orders		Online Revenue	
	Aug 1	Aug 31	Aug 1	Aug 31	Aug 1	Aug 31
	↓ 97,894		15,486		\$5,266,659	
1. Email	29,109	29.7%	5,255	33.9%	\$1,762,391	33.5%
2. Direct	18,114	18.5%	701	4.5%	\$208,063	4.0%
3. Social Campaigns	9,176	9.4%	1,832	11.8%	\$613,425	11.6%
4. Paid Search	9,074	9.3%	2,012	13.0%	\$699,267	13.3%
5. Display	8,226	8.4%	1,308	8.4%	\$369,181	7.0%
6. Text	5,325	5.4%	871	5.6%	\$294,710	5.6%
7. Print	4,755	4.9%	707	4.6%	\$249,700	4.7%
8. Referring Domains	4,666	4.8%	979	6.3%	\$342,210	6.5%
9. Podcasts	4,544	4.6%	817	5.3%	\$413,766	7.9%
10. Comparison Shopping	3,751	3.8%	753	4.9%	\$209,302	4.0%
11. Social Networks	1,392	1.4%	251	1.6%	\$104,645	2.0%

DIMENSION

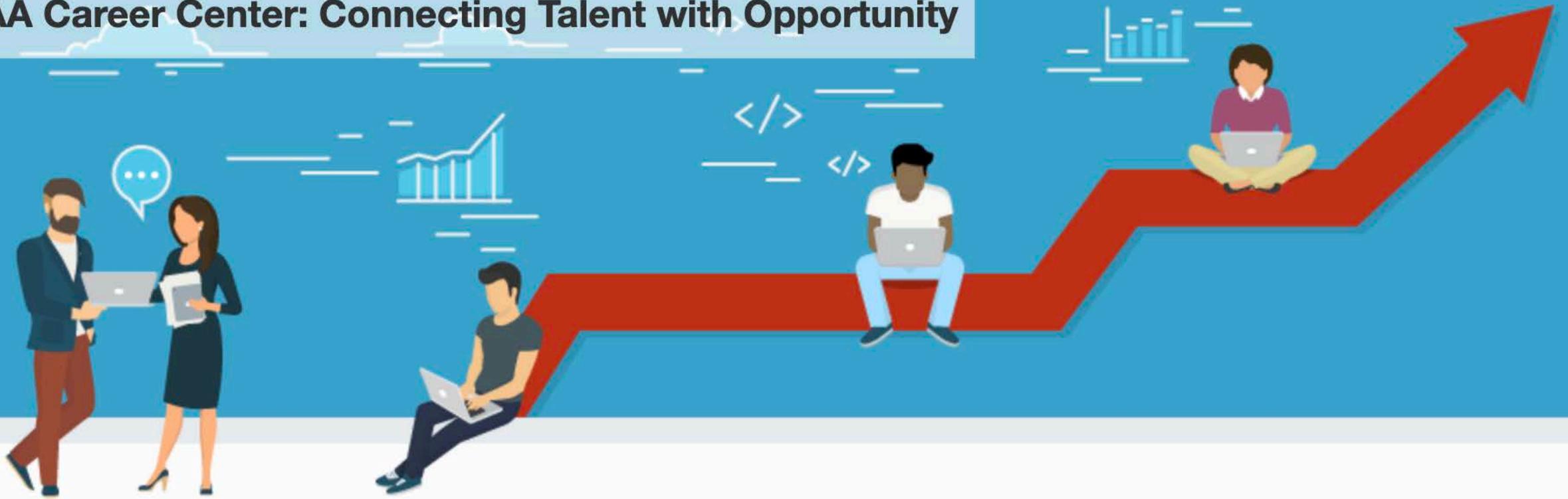
METRICS

Take The Reins





DAA Career Center: Connecting Talent with Opportunity



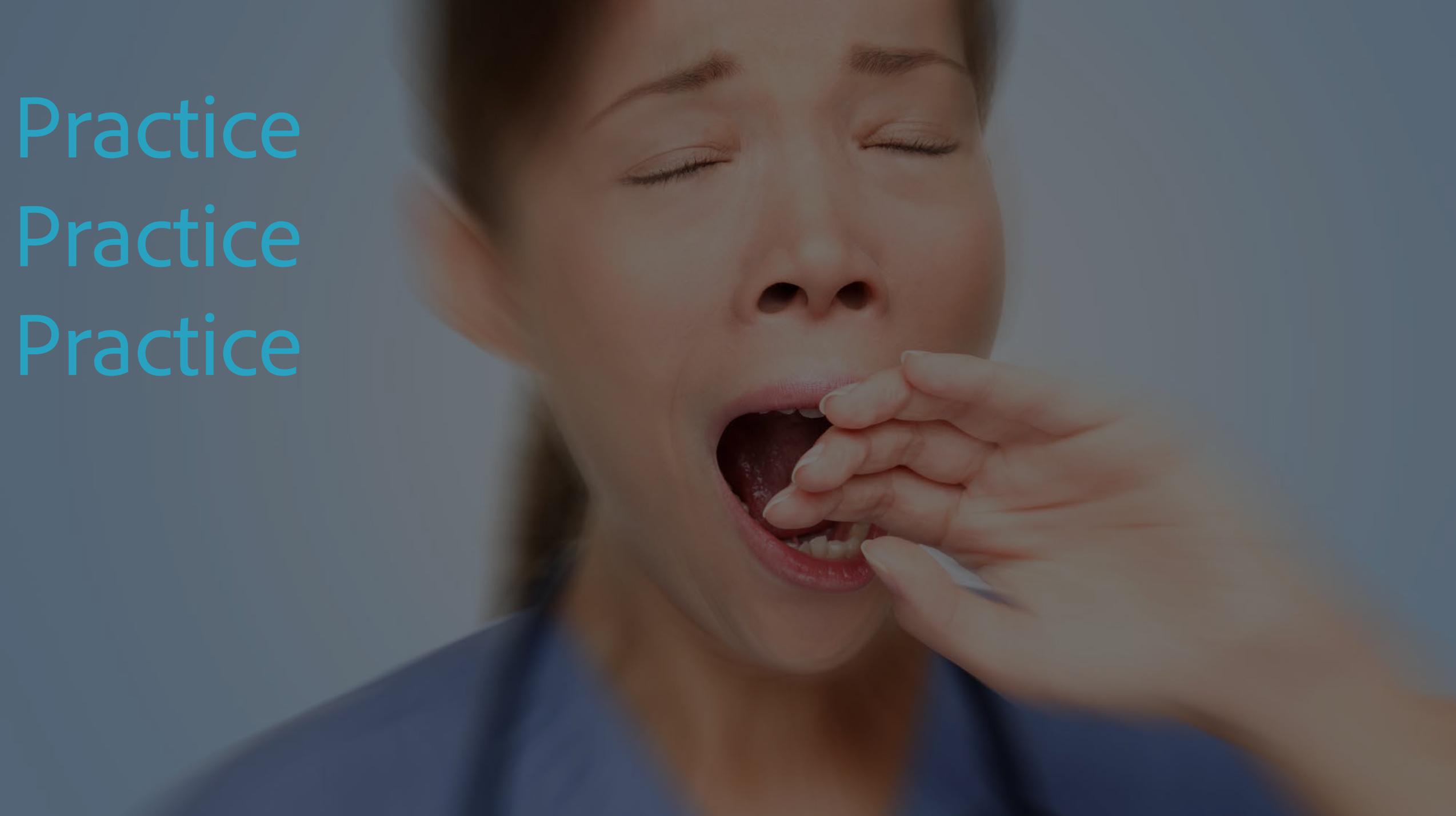
Search Jobs 🔍

 Send me new jobs for this search

Let's
Talk
Data



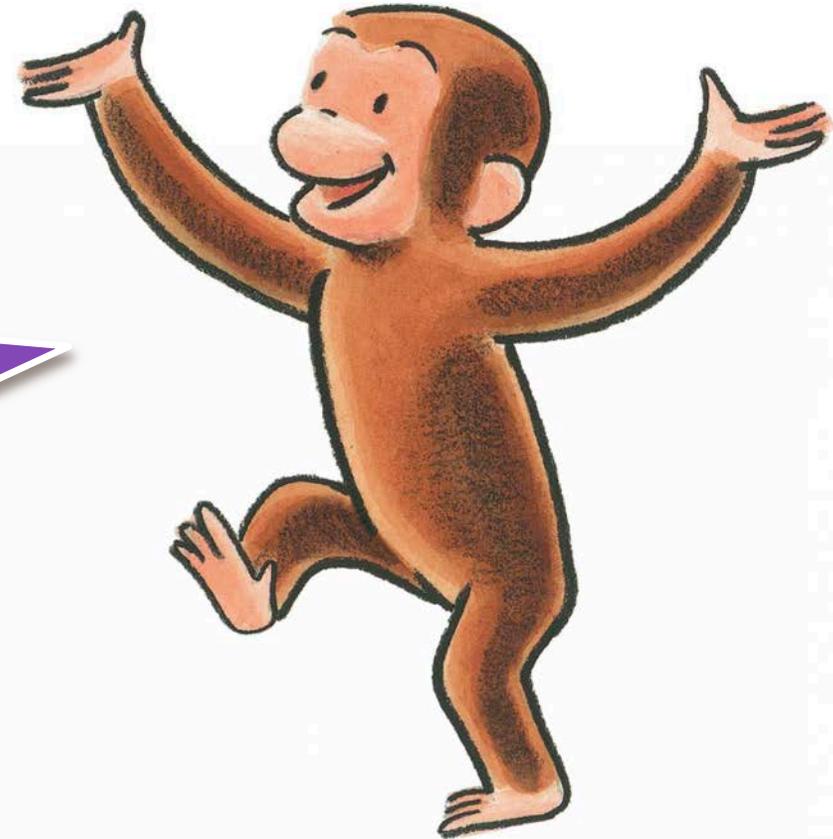
Practice
Practice
Practice



Tell me more about analytics,
sounds fun!

For learning analytics, what
podcasts, blogs, or books do you
recommend?

During an interview: tell me about
your KPIs.



Analytics



Rockstar 101

Lesson 1: Vocab And Training

Lesson 2: Share, Share, Share

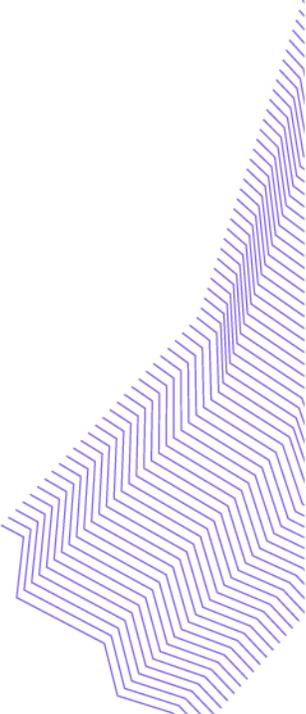


Business Requirement	Friendly Variable Name	Technical Variable Name	Timing (when is it called)	TMS Rule Info	Unique Notes
To properly count all potential analytics rockstars	Potential Rockstars	eVar Key 1	Once per visitor per 2 analytics blog post views	Page rule: 2 blog posts	Cookie-based
...

Problem

- Metrics That Matter
- Key Segments
- Monthly Updates





Business Requirement	Friendly Variable Name	Technical Variable Name	Timing (when is it called)	TMS Rule Info	Unique Notes
To properly count all potential analytics rockstars	Potential Rockstars	eVar Key 1	Once per visitor per 2+ analytics blog post views	Page Rule: 2 blog posts	Cookie-based
...



Business Requirement	Friendly Variable Name	Timing (when is it called)	Key Segments	Use When Analyzing...	Quirks	Sample Definition
To properly count all potential analytics rockstars	Potential Rockstars	Once per visitor per 2+ analytics blog post views	Identified Rockstars	Success of analytics content, slide downloads	This segment will not overlap with first time visitors	2+ visits who have read at least 1 analytics article/visit
...	Potential Rockstars	

TITLE *

Potential Rockstars

DESCRIPTION

Called: Once per visitor per 2+ analytics blog post views.
But: Does not overlap with first time visitors.



Potential Rockstars (viewed rockstar pages)

Save

Cancel

Preview

- Demographics
- Technology
- Behavior
- Date of First Session
- Traffic Sources
- Advanced
- Conditions** 1
- Sequences

Conditions

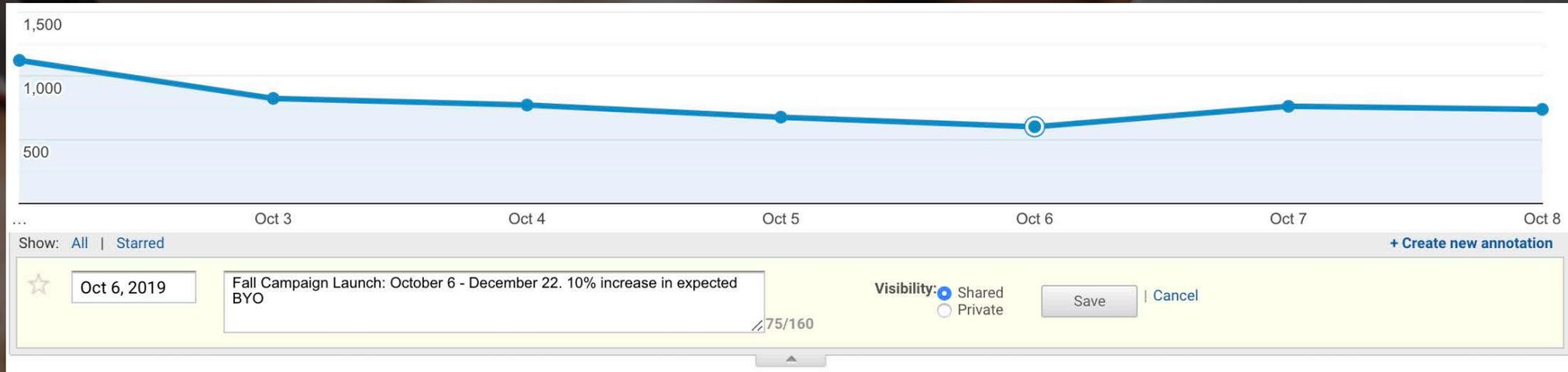
Segment your users and/or their sessions according to single or multi-session

Filter Sessions ▾ Include ▾

Page ▾ contains ▾ rockstar

+ Add Filter

Take Notes And Share Them

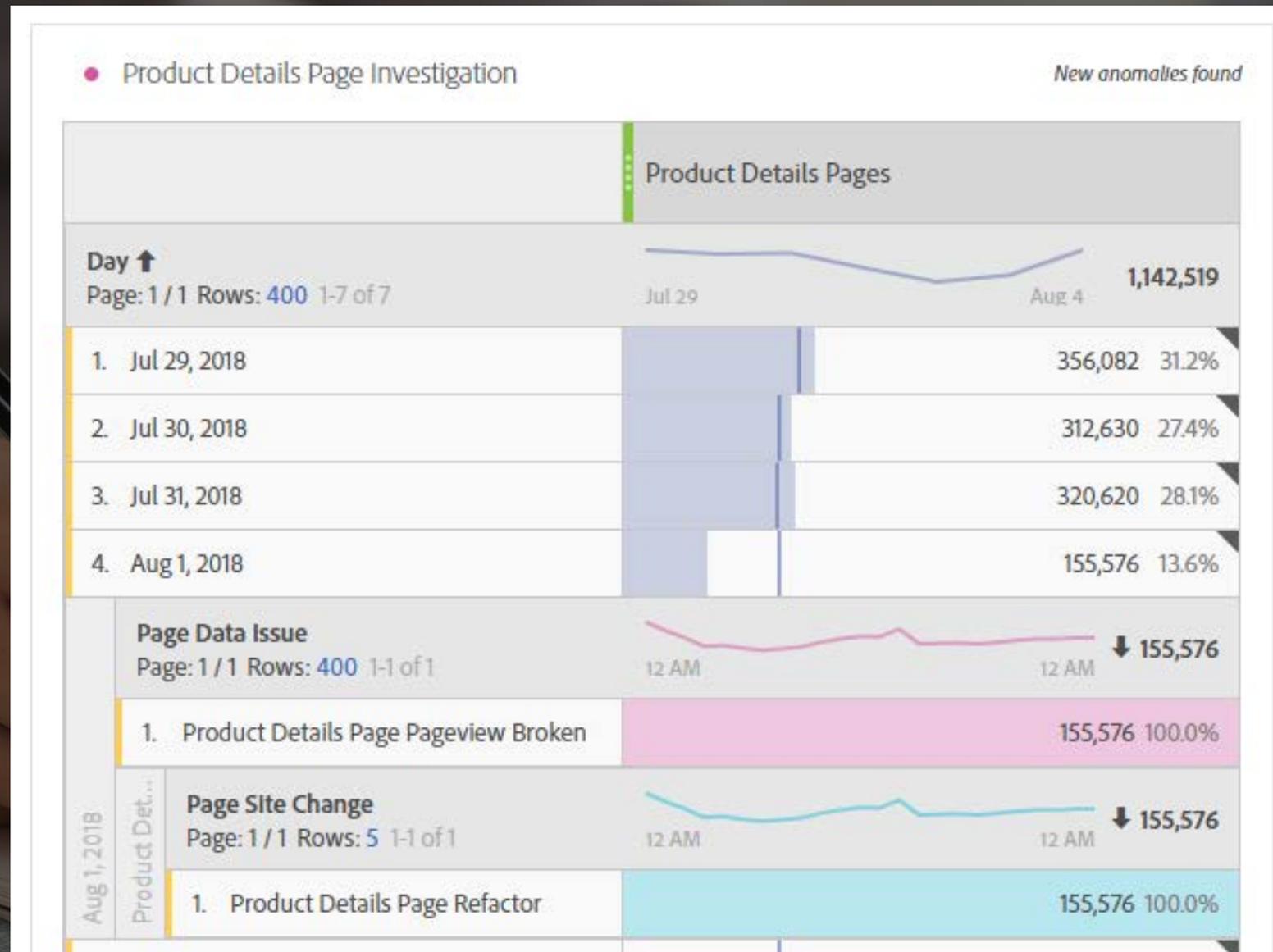




ALEX VANKIRK
NET-CONVERSION

AUDREY SALERNO
CARS.COM

Take Notes And Share Them



Please
Be
Consistent!



Analytics



Rockstar 101

Lesson 1: Vocab And Training

Lesson 2: Share, Share, Share

Lesson 3: Great Presentations





Office Space © Fox



1

Analytics Terminology

- Metrics
- Dimensions
- Segments
- Analytics Refresher Sessions

2

Your Organization's Data

- Objectives And KPIs
- Data Dictionary
- Data Anomalies And Annotations

3

Your Analytics Product

- UI Overview
- Answers To Common Questions
- Report Customizations

Let
Them
Drive



Teach
Tag
Inspection



Cheatography

Basic Parameters

- AQB Analytics Querystring Begin (signifies end of the query params, always first, always = 1)
- AQE Analytics Querystring End (signifies end of the query params, always last, always = 1)
- Browser Height (viewport)
- Browser Width (viewport)

FREE Adobe Analytics Workshop

If you would like an in depth analysis of your Adobe Analytics installation and reporting the why not sign up for a **FREE Adobe Analytics Workshop with DMPG**. This will allow us to analyse your installation and reporting and answer any questions you have about Adobe Analytics. It's completely free with no obligation to purchase anything.

Custom Params

- sProp1 to sPropN - custom metrics
- Channel (or section)
- Comma separated

eCommerce

- products the Products string (see note below)
- purchaseID Purchase ID (transaction ID)
- state the STATE of the purchaser
- zip the ZIP of the purchaser
- cc Currency Code

products is a comma delimited list of semi-colon delimited strings! in the format [category];[sku];[qty];[unit price];[incrementor events];[merchandising],[category],[sku2]...etc

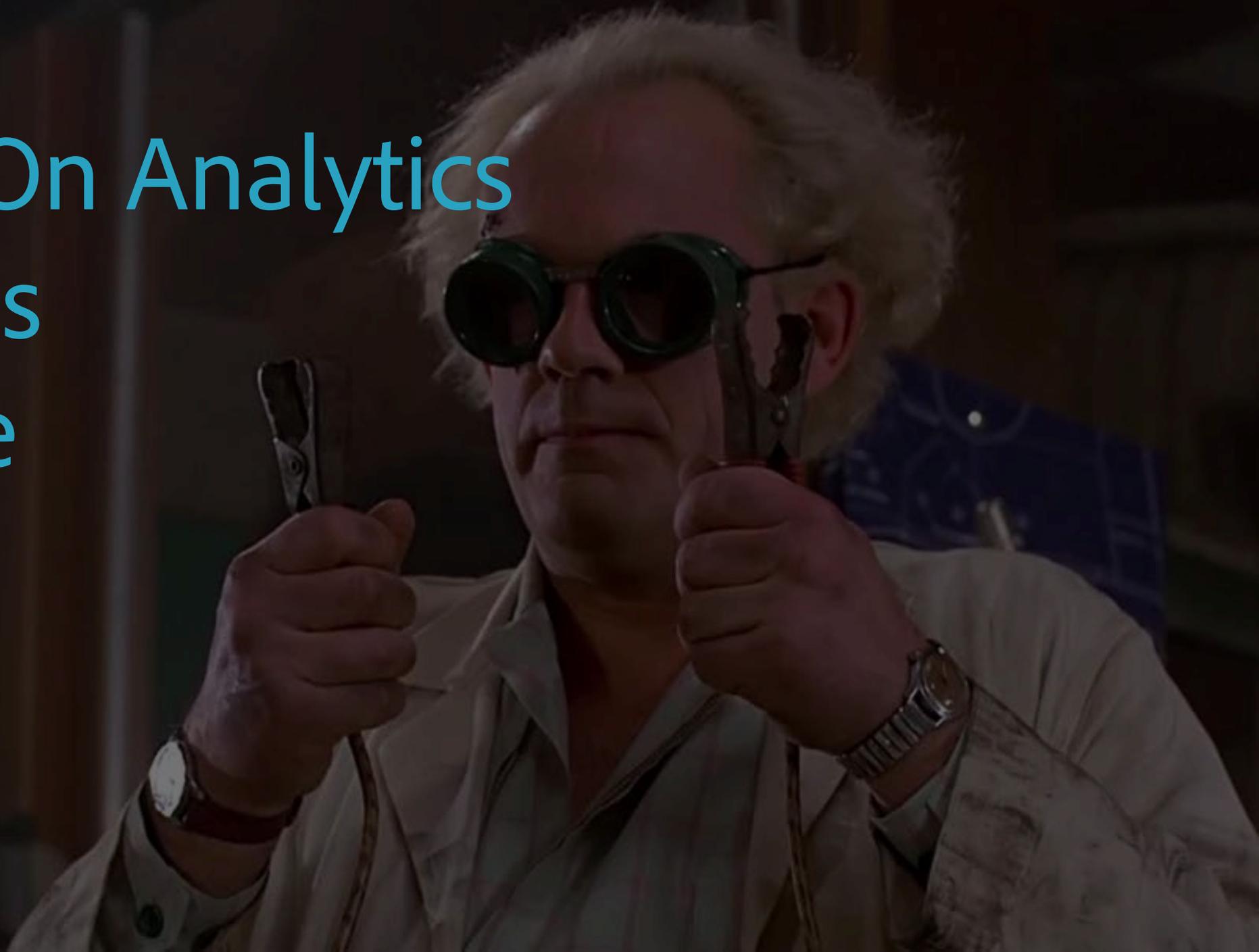
ClickMap Parameters

- pid Page Identifier (ClickMap only)
- pidt Page Identifier Type (ClickMap only)
- pidi Page Identifier (ClickMap only)
- pidi Page Identifier (ClickMap only)

Adobe Analytics (Omniture SiteCatalyst) Parameters Cheat Sheet
by Tom Marianczak (dmpg_tom) via cheatography.com/18888/cs/2047/



Analytics On Analytics
Take Notes
Evangelize



Analytics



Rockstar 101

Lesson 1: Vocab And Training

Lesson 2: Share, Share, Share

Lesson 3: Great Presentations

Lesson 4: Ensuring Attendance



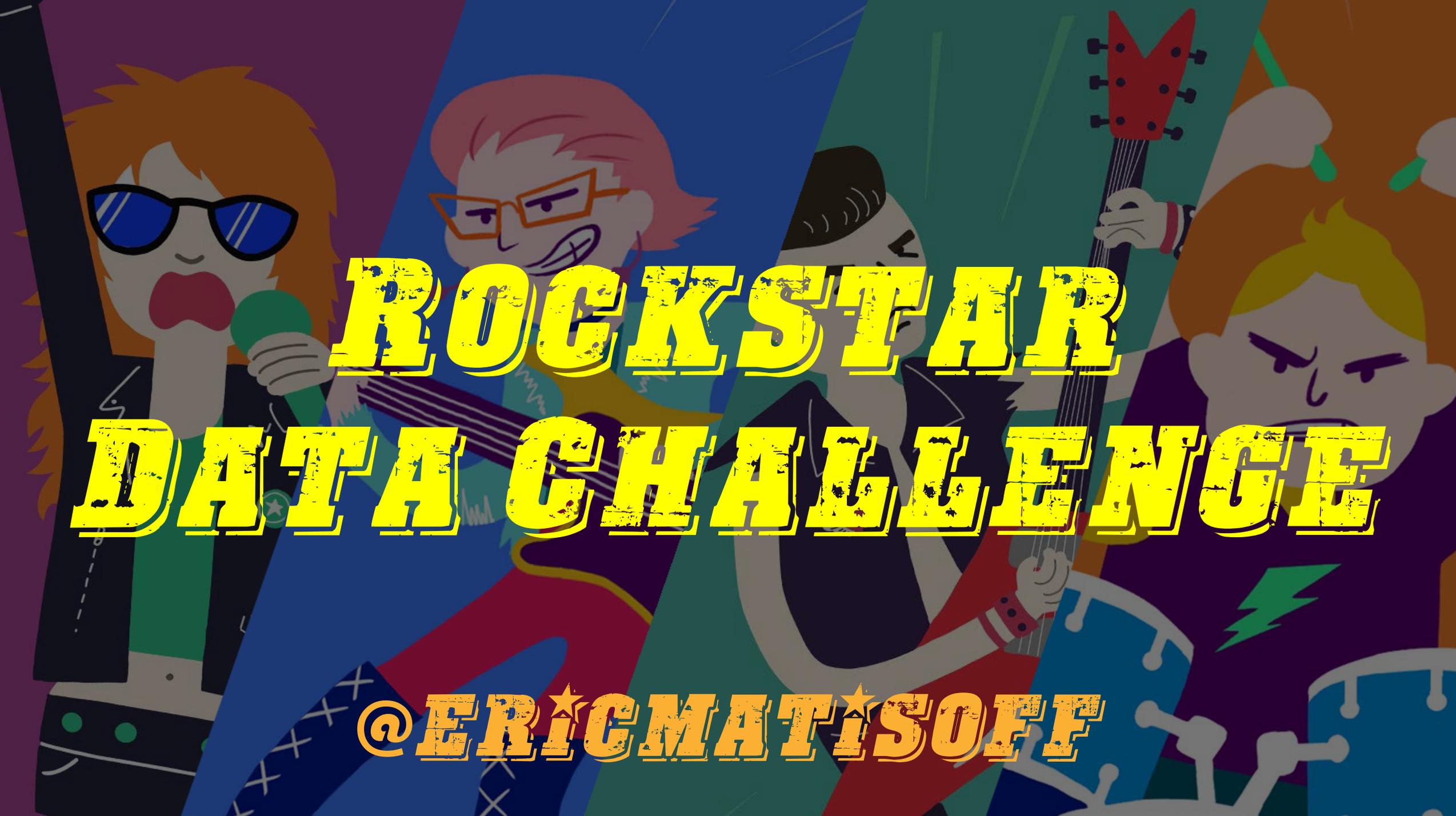
PROLET MITEVA
AUTODESK





Apple Dave's
Orchards

DAVE'S
STORE

A vibrant, stylized illustration of a rock band performing. On the left, a singer with long blonde hair, sunglasses, and a red bowtie holds a green microphone. In the center, a guitarist with red hair and orange glasses plays a blue electric guitar. On the right, a bassist with a black topknot plays a red bass guitar, and a drummer with blonde hair and a purple shirt is partially visible. The background is a collage of colorful geometric shapes and patterns. The text 'ROCKSTAR DATA CHALLENGE' is written in a bold, yellow, distressed font across the middle.

**ROCKSTAR
DATA CHALLENGE**

@ERICMATISOFF

Search...



DAVID BERGER
TIAA



Search Terms

Of Results

Next Action Taken



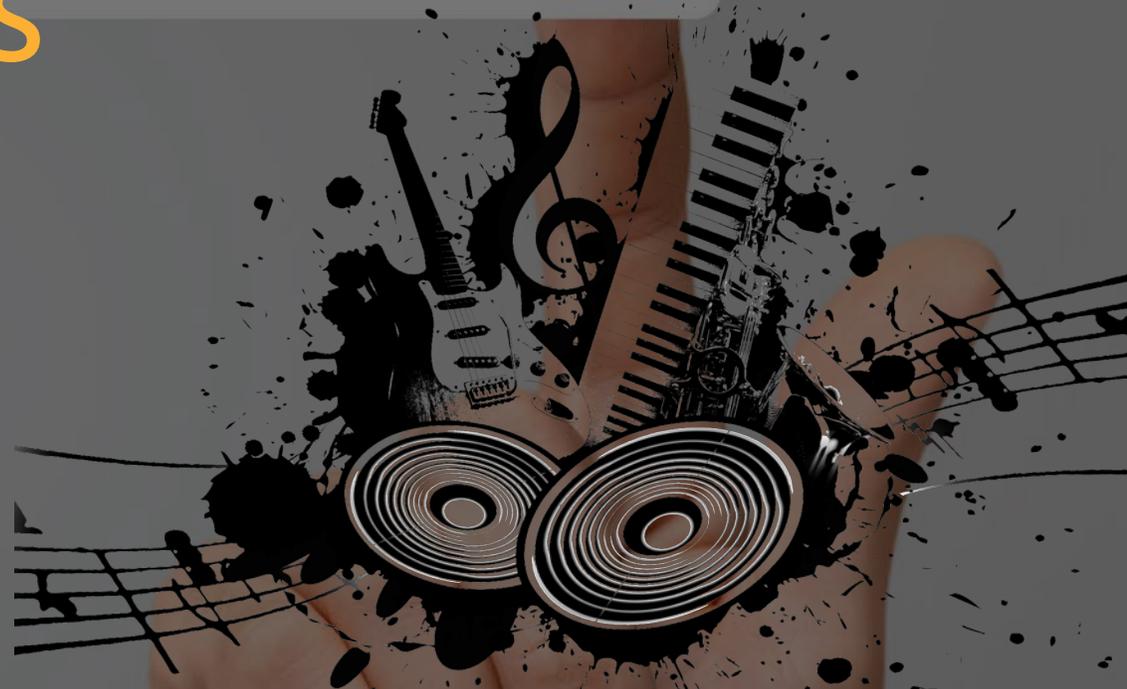
Search Terms

Of Results

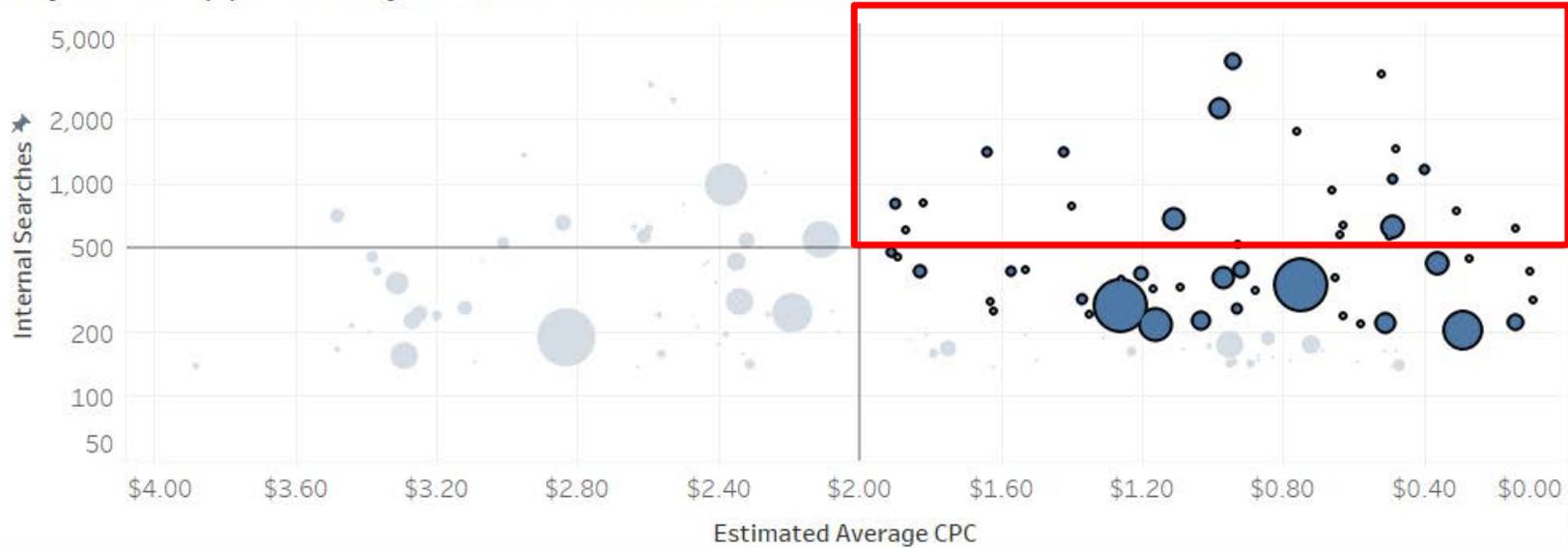
Paid Search Keyword Tool:

Estimated Impressions

Estimated Cost



Keyword Opportunity Based on Internal Searches

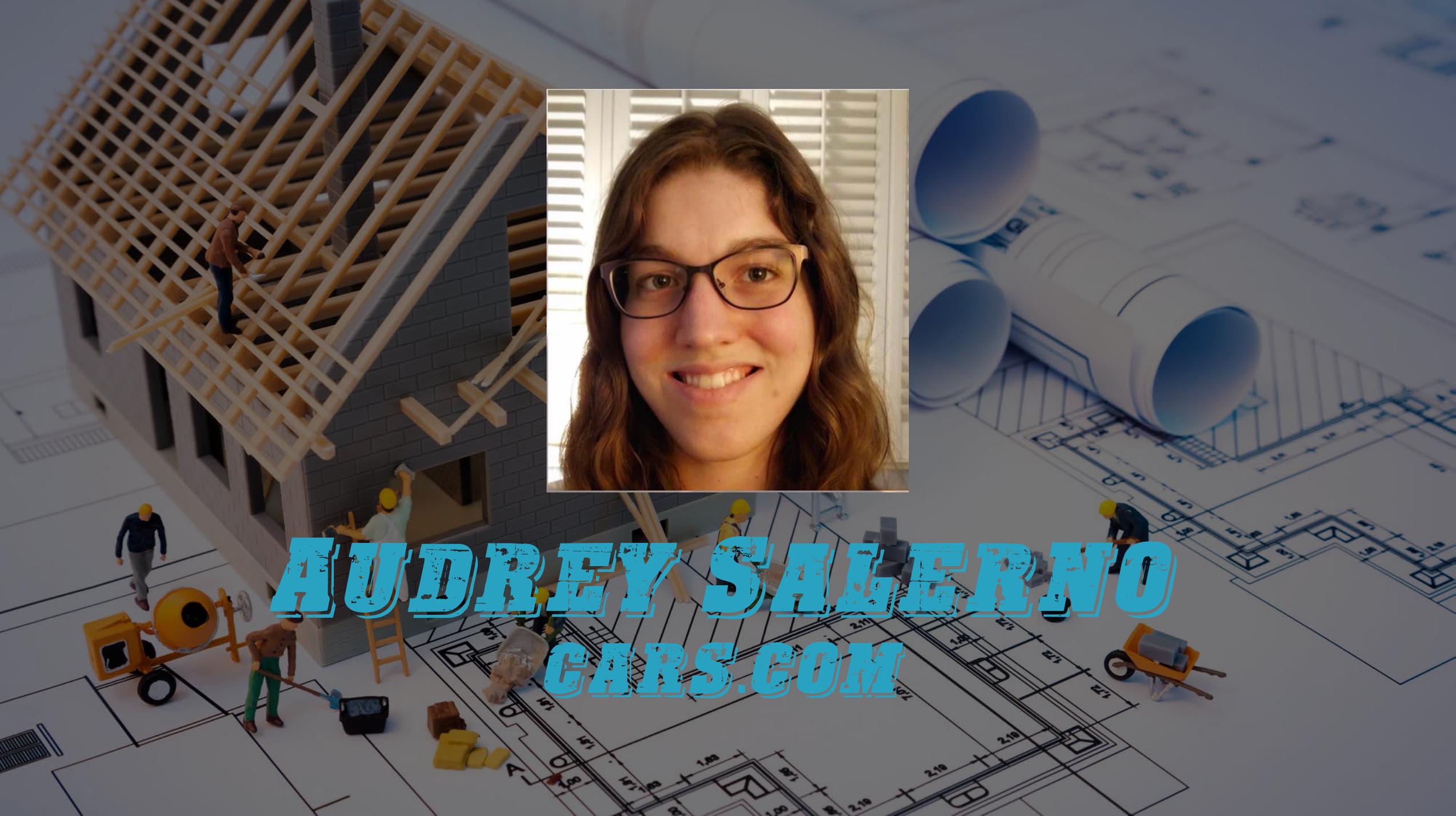


Keyword Detail

Internal Search Term (c8)	Avg. Monthly Searches (exact ..	Internal Searches	Estimated Impressions	Estimated Average CPC	Competition
forms	100K - 1M	3,772	12,494	\$0.94	0
spousal waiver form	10 - 100	3,266	82	\$0.52	0
name change	10K - 100K	2,271	26,499	\$0.98	0
withdraw funds	100 - 1K	1,774	653	\$0.76	0
withdraw	10K - 100K	1,473	122	\$0.48	0
beneficiary	100K - 1M	1,419	2,082	\$1.64	0
rmd	10K - 100K	1,417	1,593	\$1.42	0
change password	100K - 1M	1,162	1,552	\$0.40	0
fees	100K - 1M	1,054	1,388	\$0.49	0
statements	10K - 100K	943	82	\$0.66	0
hardship withdrawal	1K - 10K	815	531	\$1.82	0
tax forms	10K - 100K	814	4,491	\$1.90	0



AUDREY SALERNO
CARS.COM



How many ___ before a visitor's first ___?

Visits
Help Searches
Product Views
Articles Read

Registration
800-Help Calls
Add To Cart
Comment



21

January 2019

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



18

February 2019

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		



March 2019

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

	Revenue
Jan 2019	850
Feb 2019	800

18

-5.9%

January 2019

February 2019

March 2019

	Revenue	Business Days	\$/day
Jan 2019	850	21	\$ 40.48
Feb 2019	800	18	\$ 44.44

9.8%



URS BOLLER
RAIFFEISEN SWITZERLAND

Drop a Segment Here (or any other component)

Freeform Table

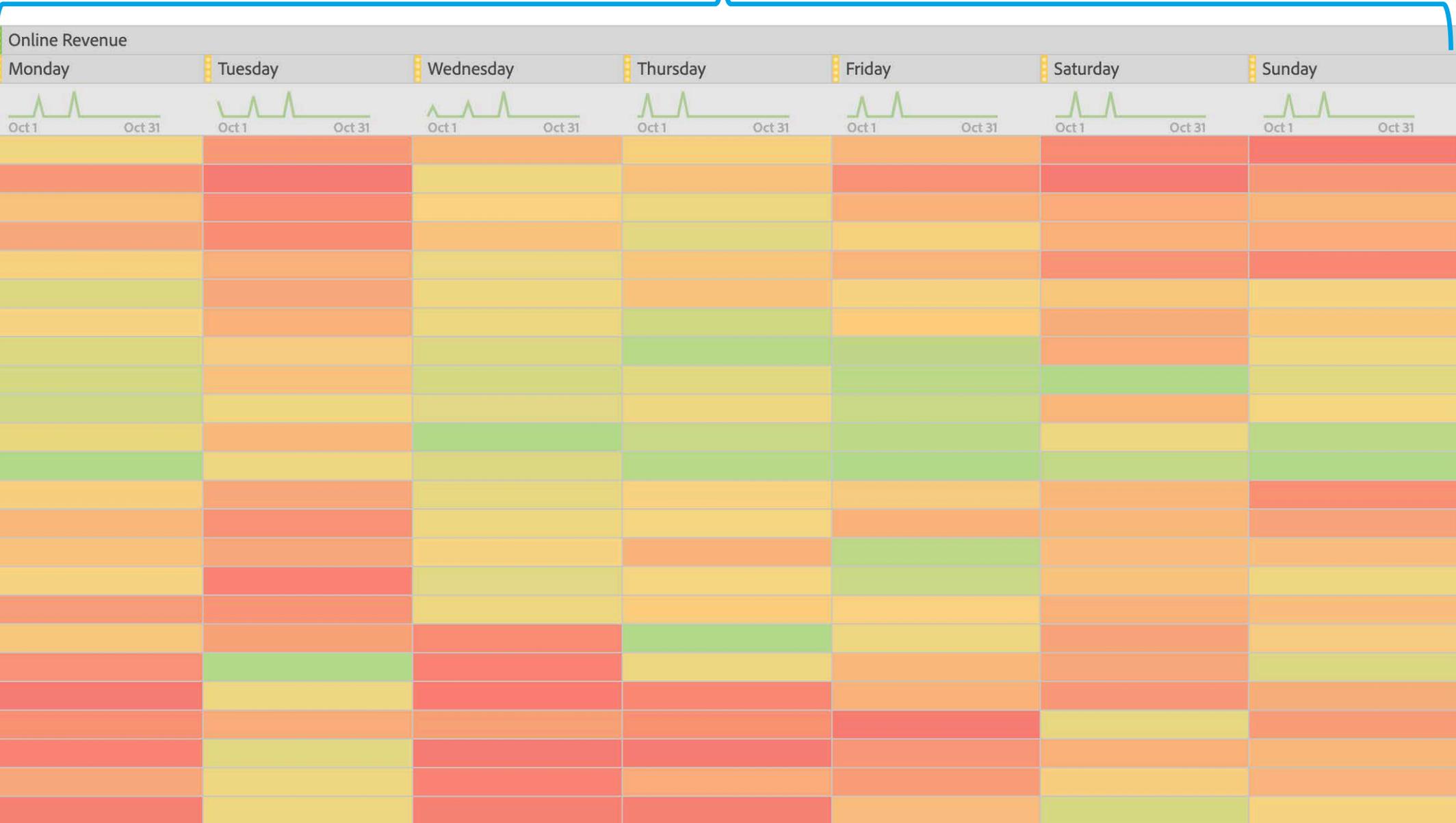
Hour of Day ↑		Online Revenue	
Page: 1 / 1 Rows: 50 1-24 of 24		Oct 1	Oct 31
1. 12:00 AM			\$1,445,123 3.5%
2. 1:00 AM			\$1,421,239 3.4%
3. 2:00 AM			\$1,602,406 3.9%
4. 3:00 AM			\$1,554,489 3.8%
5. 4:00 AM			\$1,678,654 4.1%
6. 5:00 AM			\$1,839,314 4.5%
7. 6:00 AM			\$1,859,107 4.5%
8. 7:00 AM			\$2,135,420 5.2%
9. 8:00 AM			\$2,309,171 5.6%
10. 9:00 AM			\$2,113,109 5.1%
11. 10:00 AM			\$2,410,507 5.8%
12. 11:00 AM			\$2,485,549 6.0%
13. 12:00 PM			\$1,752,630 4.2%
14. 1:00 PM			\$1,662,401 4.0%
15. 2:00 PM			\$1,740,738 4.2%
16. 3:00 PM			\$1,871,675 4.5%
17. 4:00 PM			\$1,651,394 4.0%
18. 5:00 PM			\$1,500,608 3.6%
19. 6:00 PM			\$1,632,890 4.0%
20. 7:00 PM			\$1,225,057 3.0%
21. 8:00 PM			\$1,323,944 3.2%
22. 9:00 PM			\$1,266,467 3.1%
23. 10:00 PM			\$1,402,956 3.4%
24. 11:00 PM			\$1,415,540 3.4%

\$41,300,388
out of \$41,300,388

Drop a Segment Here (or any other component)

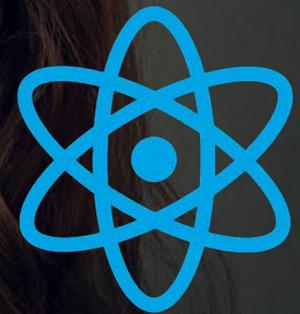
DAY OF WEEK

Freeform Table



CONVERTING TO FORMATS

ANALYTICS ROCKSTAR MENTALITY



adobe.ly/mentality