

DAA OneConference

Eric Matisoff, Senior Evangelist, Adobe

ANALYTICS
ROCKSTAR

MENTALITY



Analytics



Rockstar 101

Hard Skills

Soft Skills

Presentation Skills

Rockstar Data Challenge

Analytics



Rockstar 101

Lesson 1: Vocab And Training

83°

New York, NY

<

Browser: Microsoft

Add Segment

SEGMENTS

DATE RANGE

This month
Aug 1 2018 - Aug 31 2018

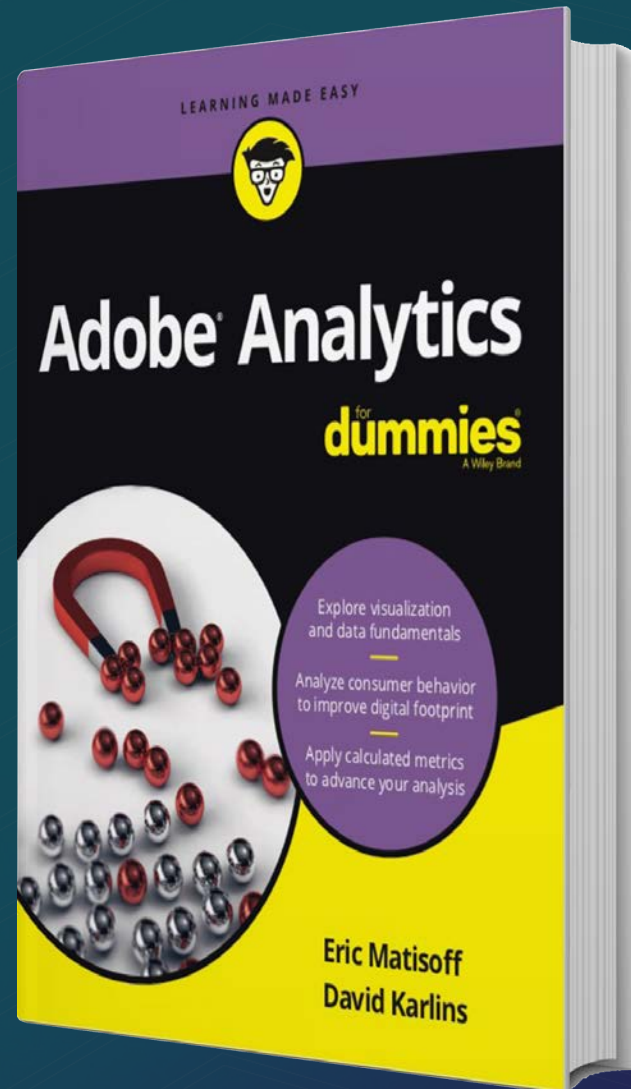
Freeform Table

		Visits		Online Orders		Online Revenue	
Marketing Channel Page: 1 / 1 Rows: 50 1-11 of 11		Aug 1	Aug 31	Aug 1	Aug 31	Aug 1	Aug 31
		↓ 97,894		15,486		\$5,266,659	
1. Email	DIMENSION		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%

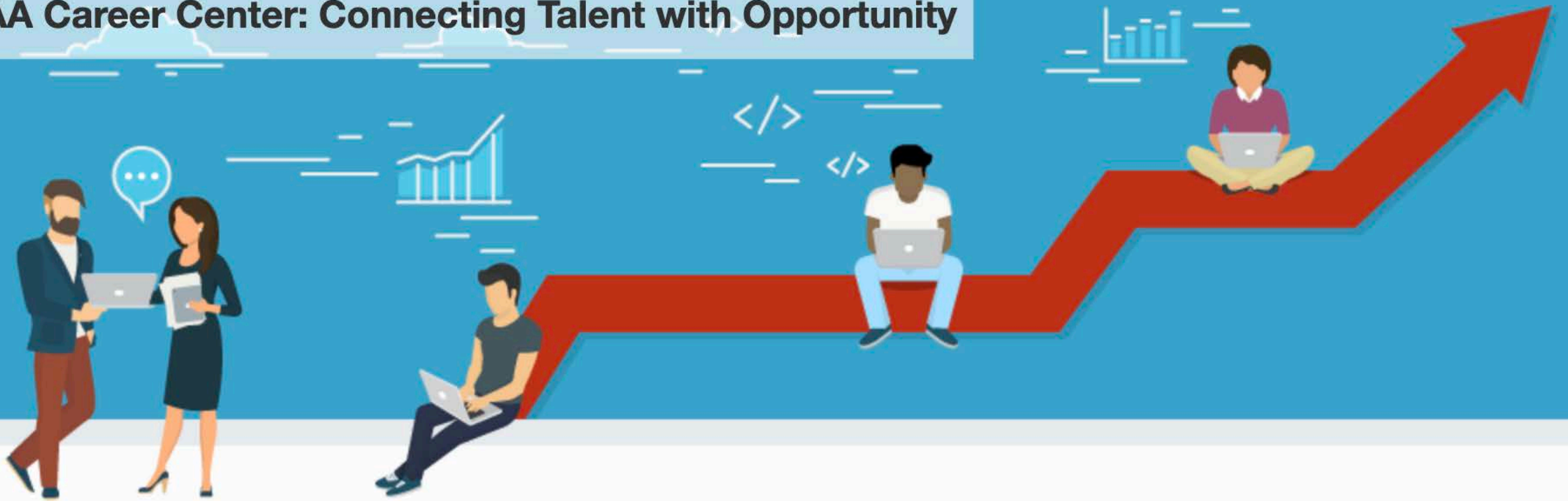
METRICS

Take The Reins





DAA Career Center: Connecting Talent with Opportunity



Keyword or Job Title

📍 Location

Search Jobs 🔍

☐

Send me new jobs for this search

your@email.com

Let's
Talk
Data



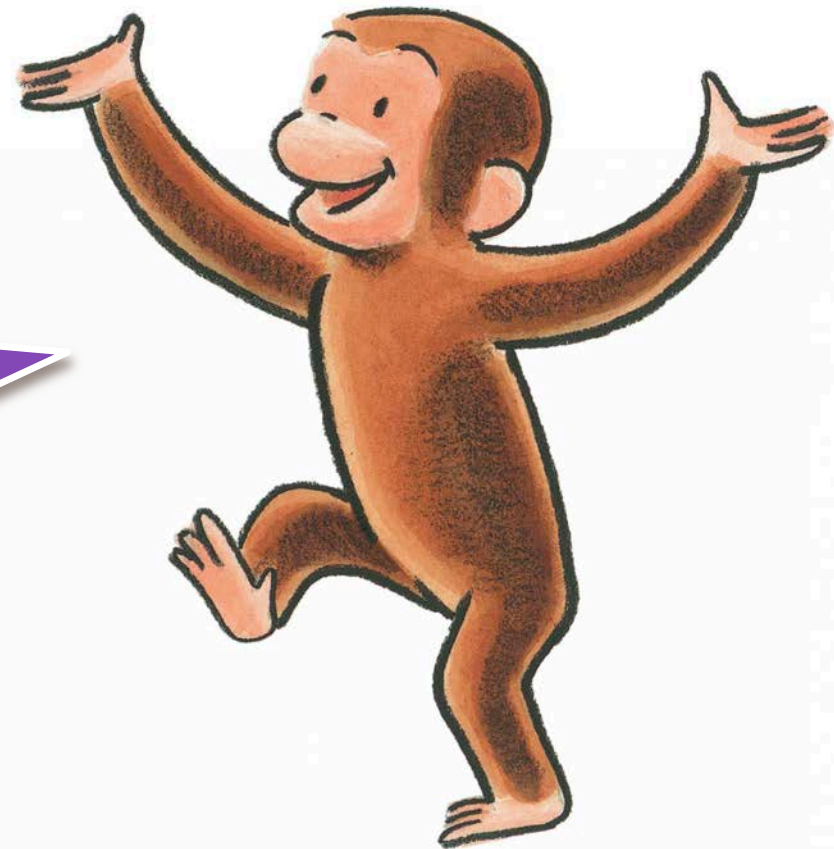
Practice
Practice
Practice



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 posts 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

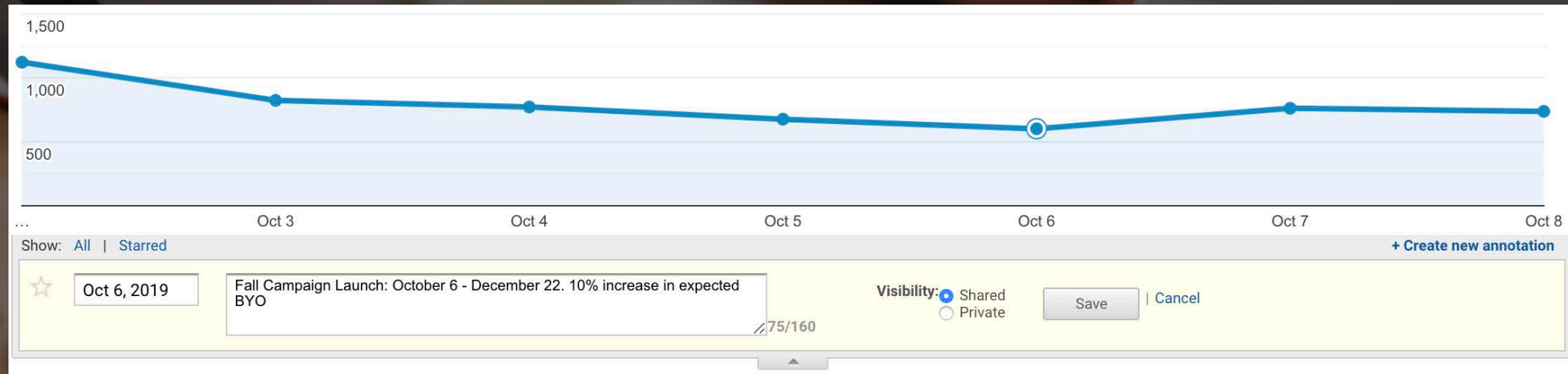
Page

contains

rockstar

+ Add Filter

Take Notes And Share Them



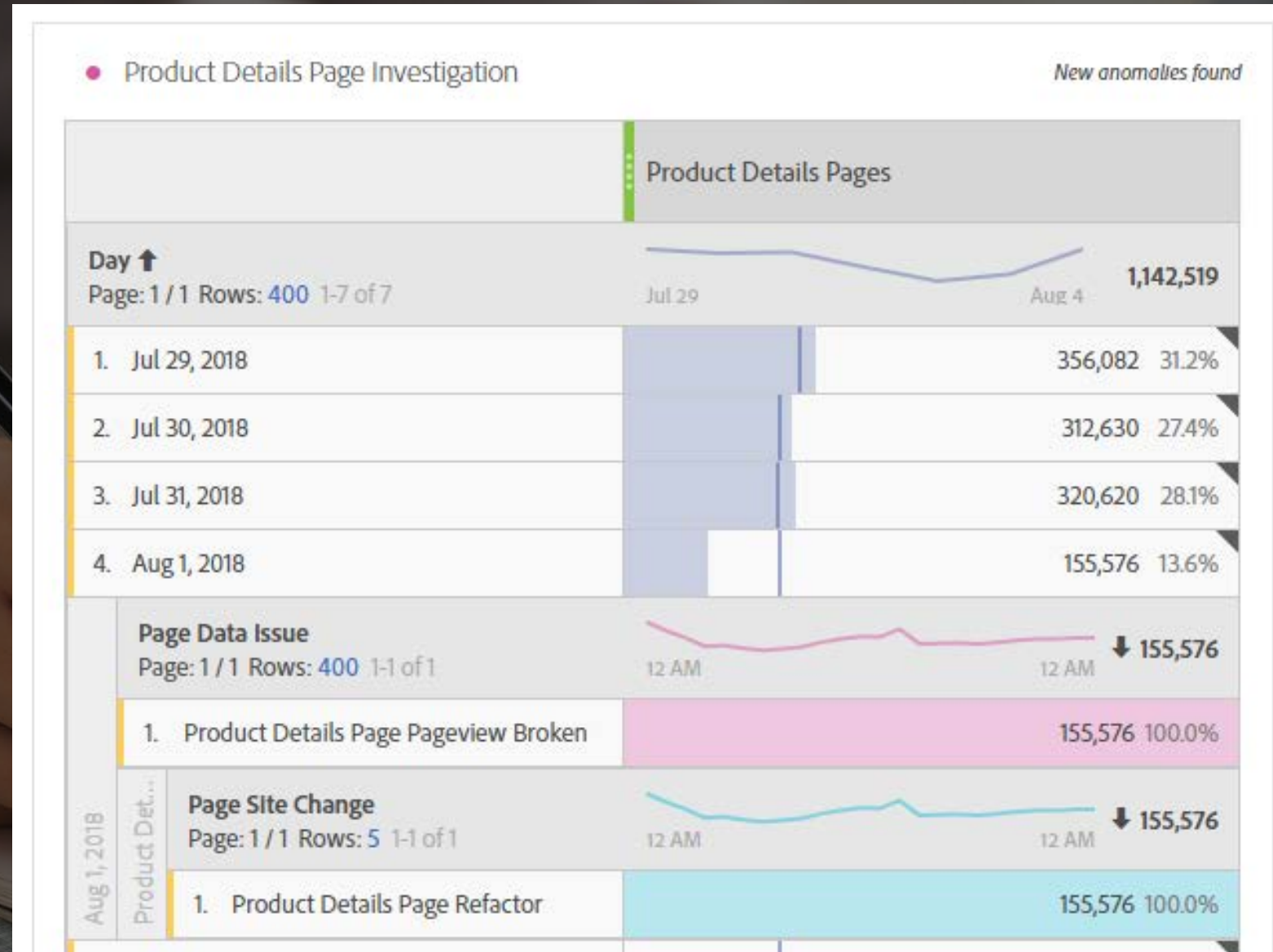


ALEX VANKIRK
NET-CONVERSION



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)
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

1..CN 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)

pidc

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

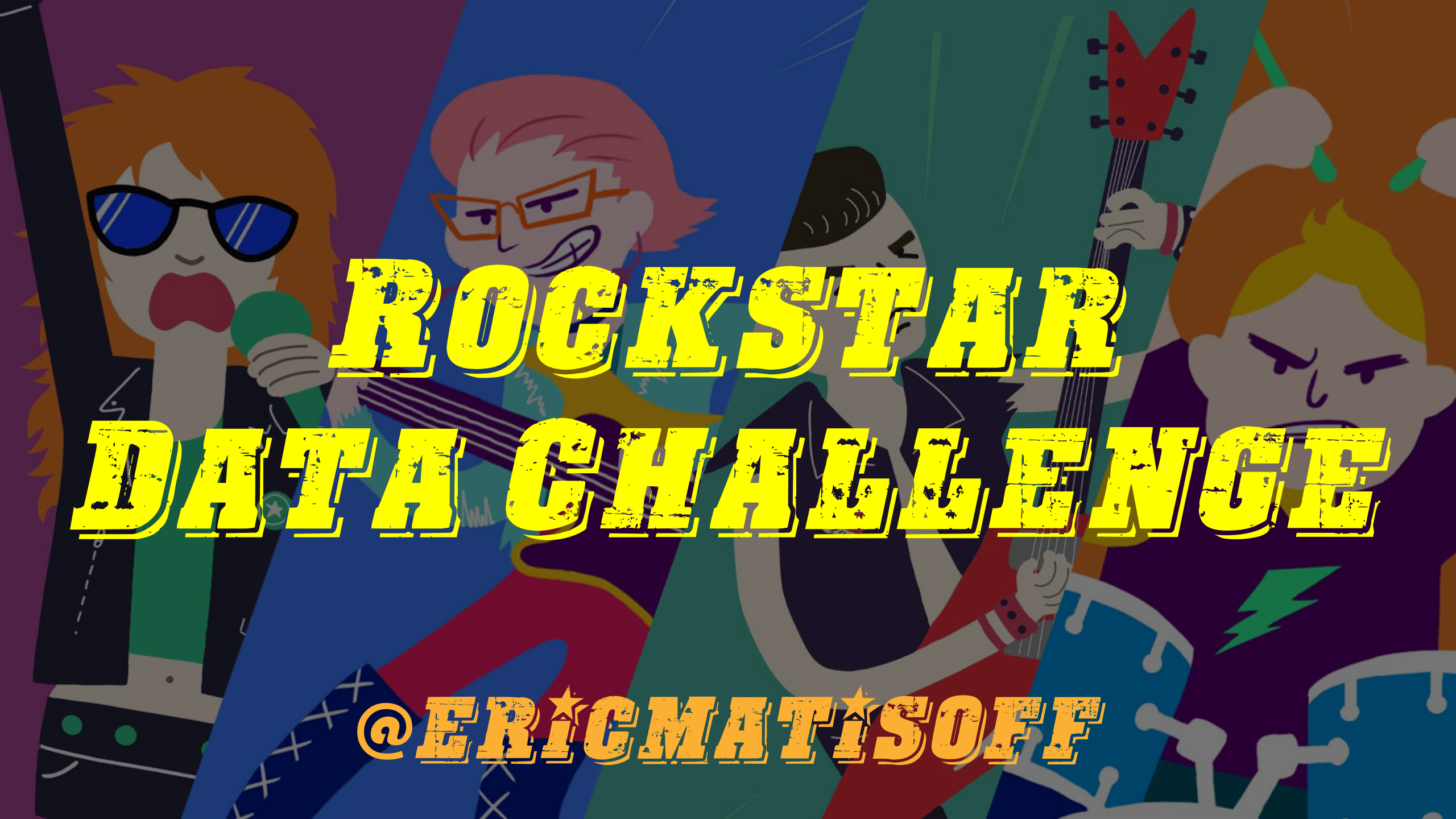
Lesson 4: Ensuring Attendance



PROLET MITEVA
AUTODESK







ROCKSTAR DATA CHALLENGE

@ERICMATISOFF

Search...



DAVID BERGER
TIAA

Search Terms

Of Results

Next Action Taken



Search Terms

Of Results

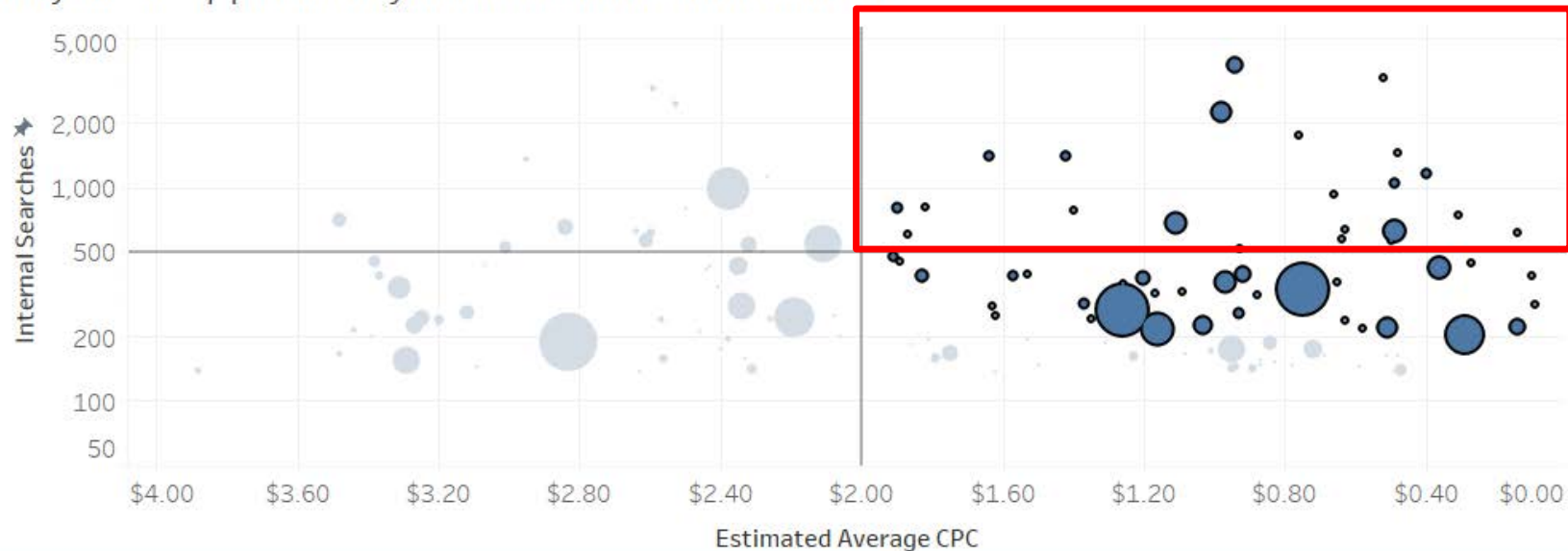
Paid Search Keyword Tool:

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

The background of the image is a miniature construction site. It features a small house with a grey brick exterior and a wooden roof frame. Several tiny figures of construction workers are visible: one on the roof, one on a scaffolding, and others on the ground. The ground is covered with architectural blueprints showing various measurements and drawings. There are also small construction materials like bricks and a wheelbarrow. The overall scene is a detailed model of a building under construction.

How many before a visitor's first ?

Visits
Help Searches
Product Views
Articles Read

Registration
800-Help Calls
Add To Cart
Comment



Rob Adams
Grainger

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		

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		

May 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	

June 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						

July 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			

August 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

September 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				

October 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			

November 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

December 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				



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%

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

9.8%



URS BOLLER
RAIFFEISEN SWITZERLAND

Freeform Table

Online Revenue		
Hour of Day ↑		\$41,300,388
Page: 1 / 1 Rows: 50 1-24 of 24	Oct 1	Oct 31 out of \$41,300,388
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%

Drop a Segment Here (or any other component)

This month
Oct 1 2019 - Oct 31 2019

DAY OF WEEK

Freeform Table

Online Revenue

Monday

Tuesday

Wednesday

Thursday

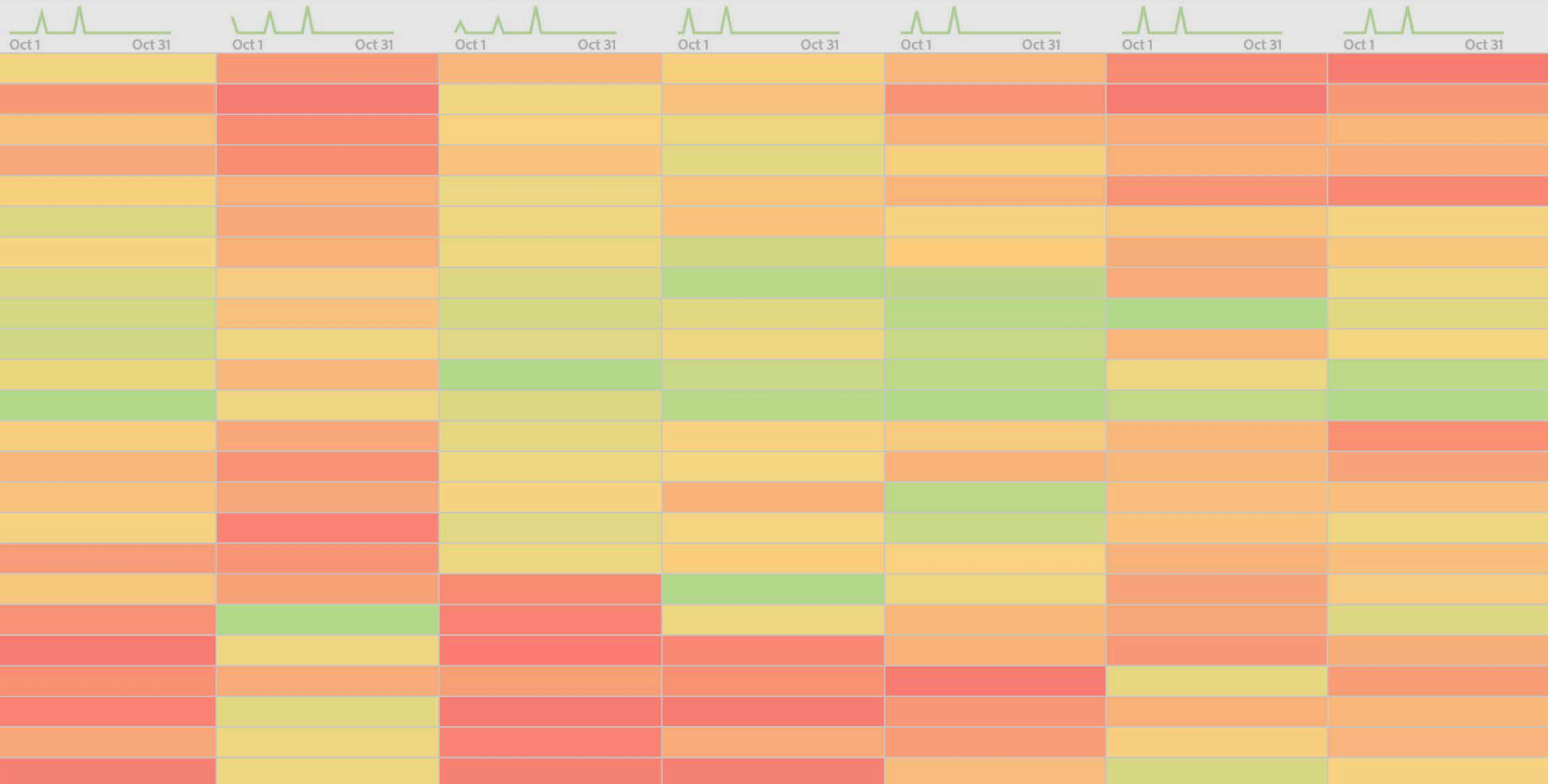
Friday

Saturday

Sunday

Hour of Day ↑

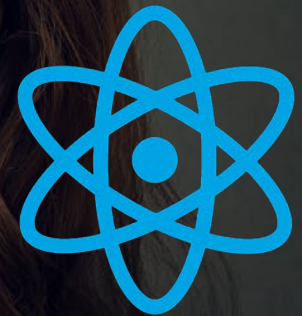
Page: 1 / 1 Rows: 50 1-24 of 2



1. 12:00 AM
2. 1:00 AM
3. 2:00 AM
4. 3:00 AM
5. 4:00 AM
6. 5:00 AM
7. 6:00 AM
8. 7:00 AM
9. 8:00 AM
10. 9:00 AM
11. 10:00 AM
12. 11:00 AM
13. 12:00 PM
14. 1:00 PM
15. 2:00 PM
16. 3:00 PM
17. 4:00 PM
18. 5:00 PM
19. 6:00 PM
20. 7:00 PM
21. 8:00 PM
22. 9:00 PM
23. 10:00 PM
24. 11:00 PM

FORMATTING

ANALYTICS ROCKSTAR MENTALITY



adobe.ly/mentality