



# Audrey Salerno

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Site Analytics



A photograph of a band performing on a stage. The scene is dimly lit, with several spotlights from a rig above casting beams of light in various colors (purple, blue, green, yellow) onto the performers. The band members are silhouetted against the stage floor. The text is overlaid in the center of the image.

**Tip 1:**  
**Calculate How Many \_\_\_\_\_  
Before a Visitor's First \_\_\_\_\_ ?**

# Business Problem

The ask:

*How many \_\_\_\_\_ before a visitor's first \_\_\_\_\_?*

**Example:** How many product details pages viewed before a visitor first contacts a seller?

**Stakeholders want to know how long it takes visitors to do things!**

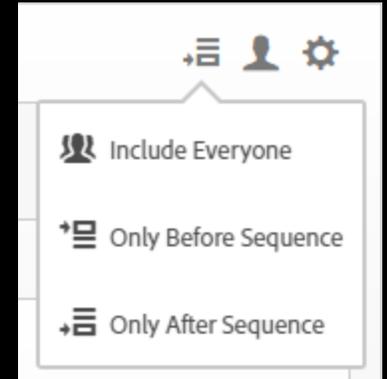
*\*\*Note: Make sure the "how many \_\_\_\_\_" you're asking about can't be 0 for a visitor*

# Resolution

With some careful use of advanced segmentation and calculated metrics, we can craft a metric that will give us the average \_\_\_\_ before a visitor's first \_\_\_\_.

- Manipulate the “Only Before/After Sequence” feature of sequential segmentation using Exclude to segment hits before the first occurrence of an event.

# Understand “Only Before/After Sequence” Segmentation

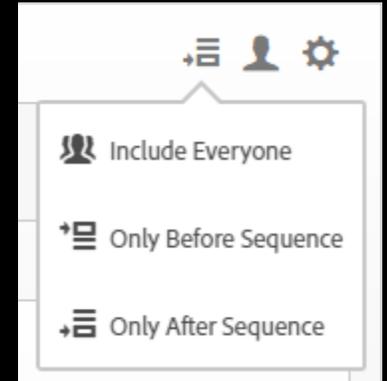


Example: Sequence B THEN D:

Example	A	B	C	B	C	D	B	C	D	B	C	D	E
Include Everyone	A	B	C	B	C	D	B	C	D	B	C	D	E
Only Before Sequence	A	B	C	B	C	D	B	C	D	B			
Only After Sequence						D	B	C	D	B	C	D	E

To answer “How many B before the first D”, we need to first segment activity before the first D.

# Understand “Only Before/After Sequence” Segmentation

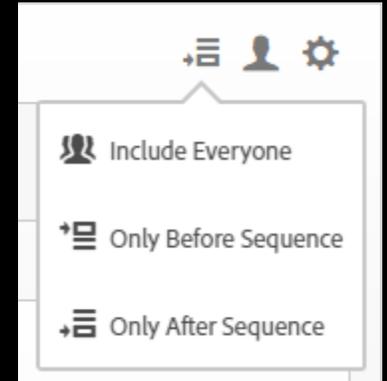


Example: Sequence B THEN D:

Example	A	B	C	B	C	D	B	C	D	B	C	D	E
Include Everyone	A	B	C	B	C	D	B	C	D	B	C	D	E
Only Before Sequence	A	B	C	B	C	D	B	C	D	B			
Only After Sequence						D	B	C	D	B	C	D	E

But the “Only Before Sequence” option in sequential segmentation is misleading. It captures hits before the LAST occurrence of a sequence, plus the initial step of the last sequence occurrence.

# Understand “Only Before/After Sequence” Segmentation



Example: Sequence B THEN D:

Example	A	B	C	B	C	D	B	C	D	B	C	D	E
Include Everyone	A	B	C	B	C	D	B	C	D	B	C	D	E
Only Before Sequence	A	B	C	B	C	D	B	C	D	B			
Only After Sequence						D	B	C	D	B	C	D	E

Looking closely “Only After Sequence” captures the **opposite** of what we are looking for – All activity after and including the first D.

# An Unexpected Solution



Example: Sequence B THEN D:

Example	A	B	C	B	C	D	B	C	D	B	C	D	E
Include Everyone	A	B	C	B	C	D	B	C	D	B	C	D	E
Only Before Sequence	A	B	C	B	C	D	B	C	D	B			
Only After Sequence						D	B	C	D	B	C	D	E
Exclude Only After Sequence	A	B	C	B	C								

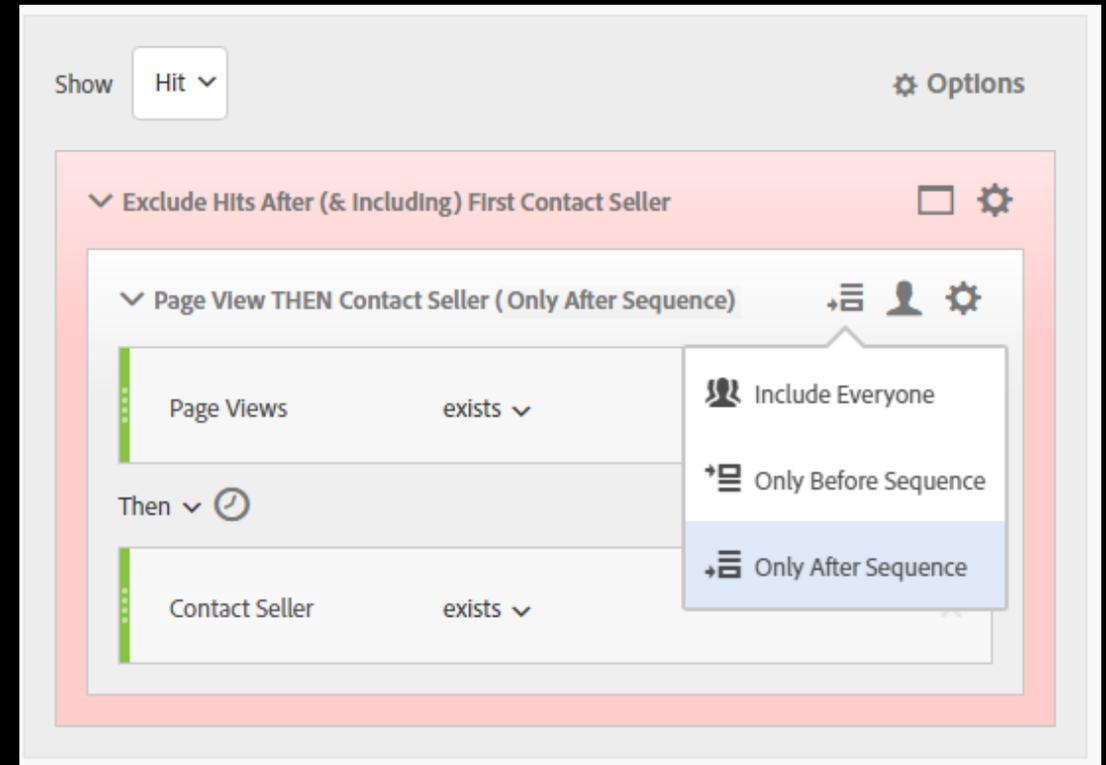
Using Exclude, Only After Sequence, and some nested segment containers, we can segment exactly what we are looking for: the activity before the first D

# Solution – Step 1

## Create A “Hits Before Contact Seller” Segment

1. Create a Hit segment with Visitor container
  - Page Views exists Then Contact Seller exists
  - Enable “Only After Sequence”
2. Nest the “Only After Sequence” container inside a Hit container and enable Exclude
  - Nesting the “Only After Sequence” visitor container inside a hit returns only the hits after and including the first Contact Seller.
  - Enabling “Exclude” then returns the opposite – ***only the hits before the first Contact Seller***

### *Hits before a visitor first contacts seller*



*\*to be used with segments on next slide*

# Solution – Step 2

The “hits before first success” segment needs to be used with two additional segments:

## New Visitors

- Only include new visitors so all activity prior to the success event is captured

## Contact Seller Visitors

- Only include visitors who had the success event Contact Seller from the end of our sequence

### *New Visitors*

The screenshot shows a configuration interface for the 'New Visitors' segment. At the top left, there is a 'Show' button and a dropdown menu set to 'Visitor'. At the top right, there is a gear icon labeled 'Options'. Below this, a search bar contains the text 'Visit Number' followed by a dropdown menu set to 'equals'. To the right of the search bar is a numeric input field with a minus sign, the number '1', a plus sign, and a close button (X).

### *Contact Seller Visitors*

The screenshot shows a configuration interface for the 'Contact Seller Visitors' segment. At the top left, there is a 'Show' button and a dropdown menu set to 'Visitor'. At the top right, there is a gear icon labeled 'Options'. Below this, a search bar contains the text 'Contact Seller' followed by a dropdown menu set to 'exists'. To the right of the search bar is a close button (X).

# Solution – Step 3

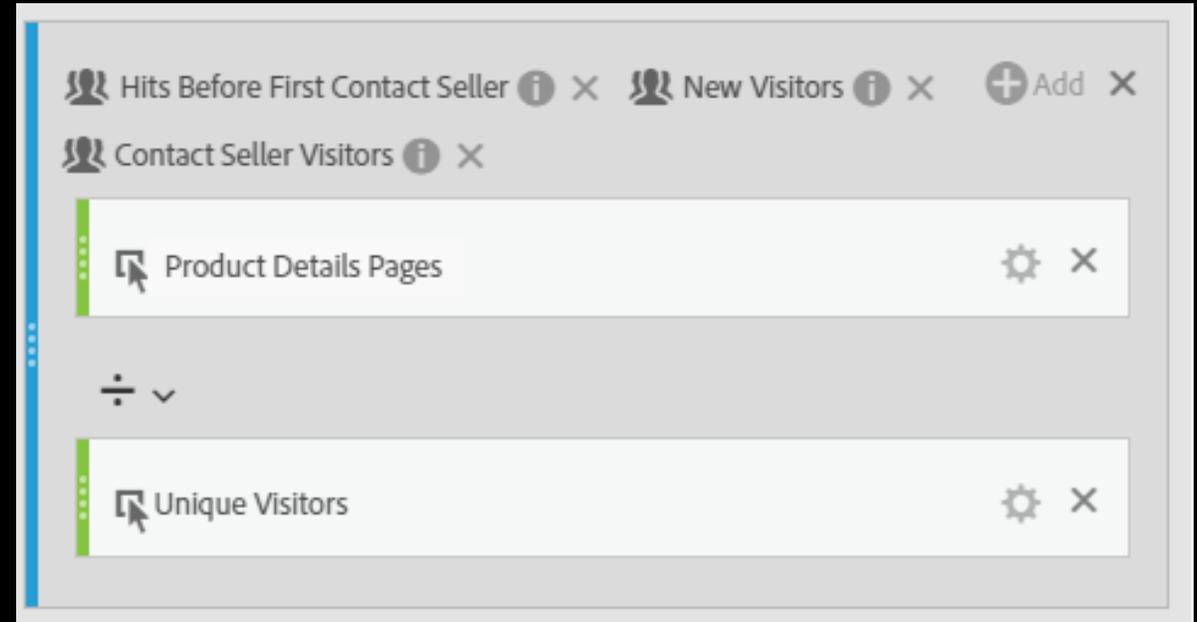
## Create Calculated Metric

### 1. Add the three segments

- Hits Before First Contact Seller
- New Visitors
- Contact Seller Visitors

### 2. Calculate Product Details Pages ÷ Unique Visitors

**= Average PDPs Per New Visitor  
Before First Contact Seller**



*Avg PDPs per Visitor Before First Contact Seller  
(New Visitor)*

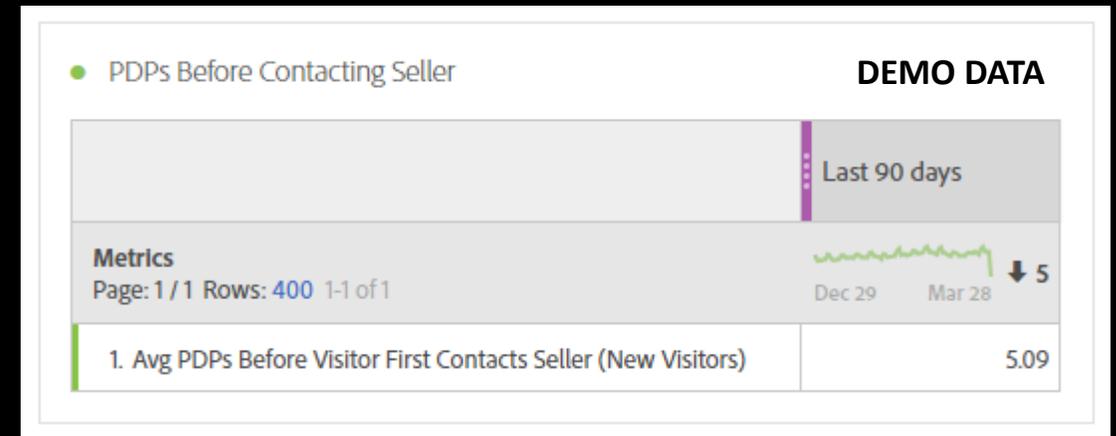
## Solution – Step 4

**Q: How many average Product Details Pages does a visitor see before contacting their first seller?**

### Build Report

- Pay attention to date range for new visitor engagement

**A: New visitors in the last 90 days viewed an average of 5 PDPs before first contacting seller.**



## Key Takeaway

# Understand how long it takes users to reach their first success event

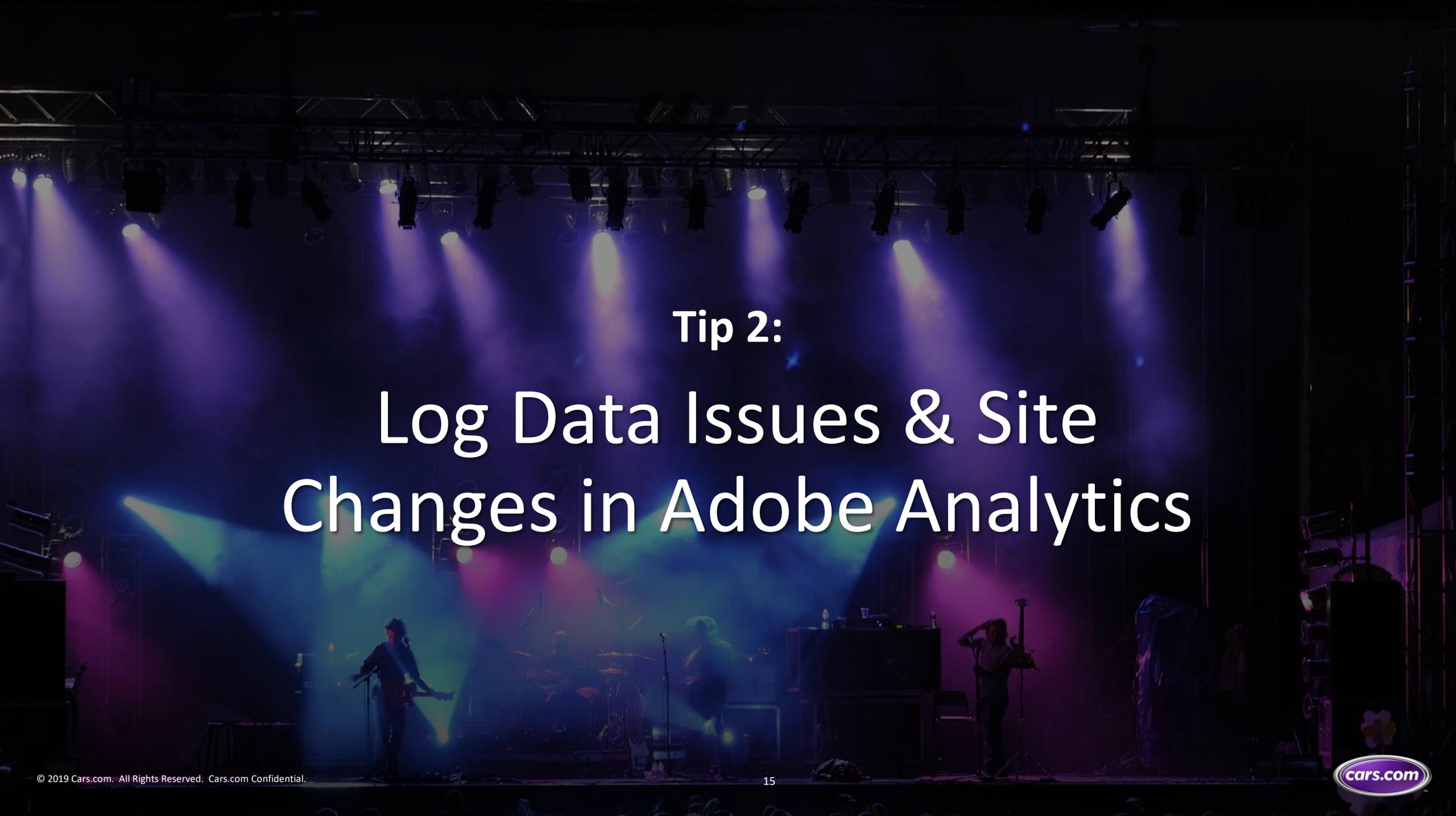
Analyze average consumption of various key pages or actions before a chosen success event.

And finally manipulate those “Before/After Sequence” parameters to segment data in a meaningful way!

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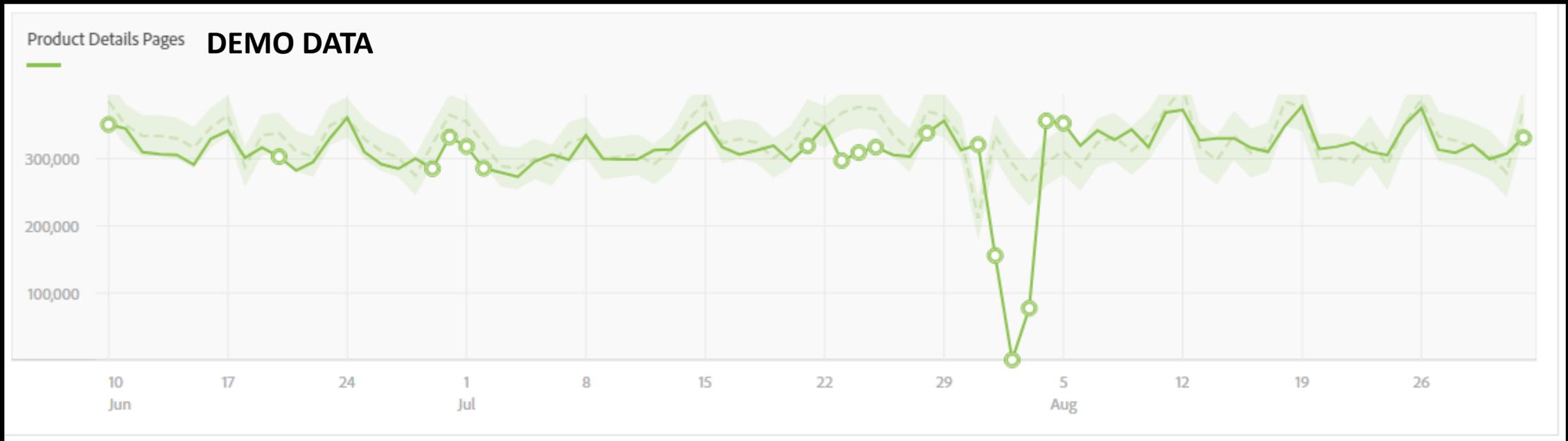
@audreysalerno



**Tip 2:**  
**Log Data Issues & Site  
Changes in Adobe Analytics**

# Business Problem

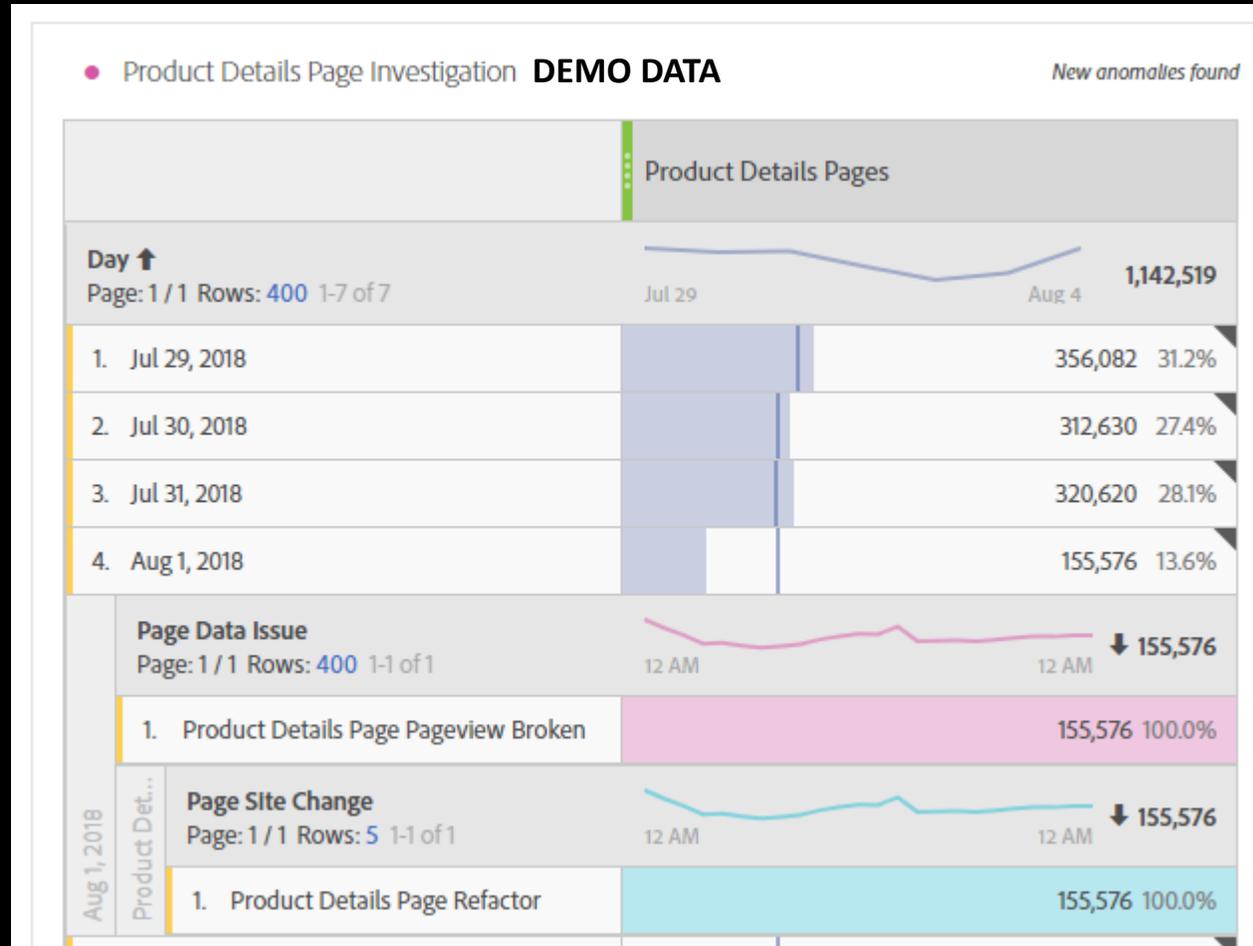
Metrics drop (or increase) due to a data issue or new release:



What happened on August 1<sup>st</sup>?

# Resolution

## Need to see logs of data issues and site changes in Workspace



# Resolution

## Use classifications to log data issues and site changes in Adobe Analytics and see them in Analysis Workspace

### All we need:

- An eVar (preferably logged using DTM)
- SAINT Classifications

# Capabilities

We can log data issues and changes at the following levels:

- Date
- Date | Page Name
- Date | Page Name | Custom Link

Let's focus on the Date | Page Name level for this example  
(I can share how to do all three with one eVar another day!)

# Solution – Step 1

## Capture date | pageName in an eVar

1. Configure an eVar “date | pageName” to expire at the Hit
2. Create a DTM data element to capture the date | pageName value using the code below
  - Gets the current date and converts it to a chosen time zone (our report suite is in CST)
  - Concatenates the date and current pageName into the format **YYYY-MM-DD | pageName**
3. Map the data element to your eVar to log on all page views

### *JS for Date | pageName*

```
d = new Date();
utc = d.getTime() + (d.getTimezoneOffset() * 60000);
nd = new Date(utc + (3600000*(-6)));
return nd.getFullYear()+'-'+(nd.getMonth()+1).toString().padStart(2,'0')+
'-'+nd.getDate().toString().padStart(2,'0')+'|'+_satellite.getVar('pageName');
```

# Solution – Step 2

## Configure eVar Classifications

Set up the following Conversion Classifications:

- Page Data Issue  
to log data issues on a page
- Page Site Change  
to log changes/releases on a page

Select Classification Type

Date|Pagename v80 (conversion 80) ▼

Classifications

◆ Text Classifications    ◆ Date-Enabled Text Classifications

Date|Pagename v80 (conversion 80) ▶

- ◆ Page Data Issue ▶
- ◆ Page Site Change ▶

*\*You can add other columns for more details as long as the total length of the variable plus classifications is less than the 255 limit*

# Solution – Step 3

## Upload (and Keep Updating) SAINT Classifications

Fill in the data issues and/or site changes for a given date | pagename

**Example:** Product Details Pageview Broke on Aug 1 after a refactor and was fixed Aug 3

## SC	SiteCatalyst SAINT Import File	v:2.1
## SC	'## SC' indicates a SiteCatalyst pre-process header. Please do not remove these lines.	
## SC	D:2018-08-01 11:58:23	A:2697134:279
Key	Page Data Issue	Page Site Change
2018-08-01   Product Details Page	Product Details Page Pageview Broken	Product Details Page Refactor
2018-08-02   Product Details Page	Product Details Page Pageview Broken	Product Details Page Refactor
2018-08-03   Product Details Page	Product Details Page Pageview Broken	Product Details Page Refactor

*\*Make sure to watch the 255 Character limit across each Key + Classifications*

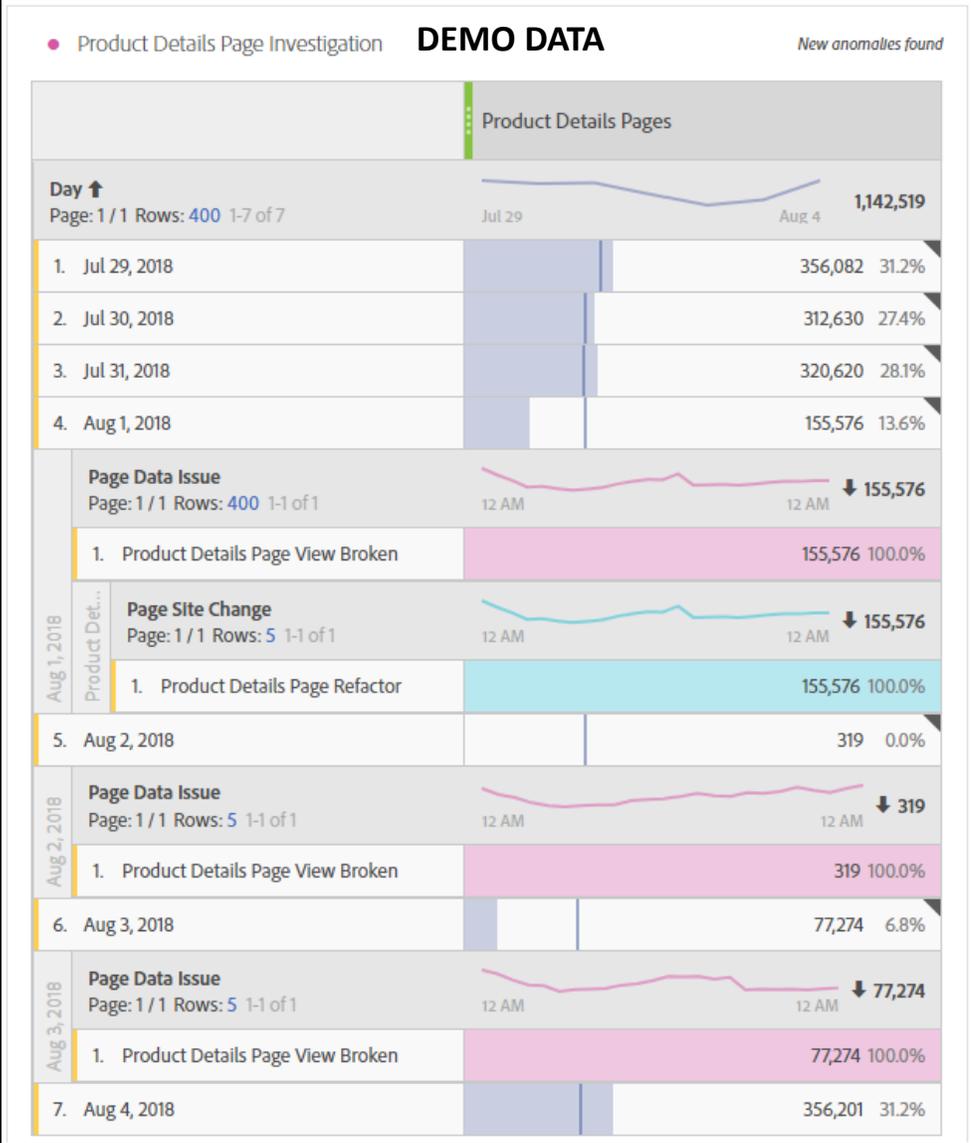
**Since SAINT Classifications are “retroactive”, you can go back and fill in issues as you find them (as long as the eVar has been logging)**

# Solution – Step 4

## Use in Reports

Next time you can't remember what caused a dip or spike on a page, pull in the Page Data Issue and/or Page Site Change dimensions!

If you keep your naming of issues consistent, you can also make a report of a given issue broken down by all the days it was a problem.



## Key Takeaway

No more asking “What happened on that day??”

Keep track of data issues and site changes within  
Adobe Analytics & see them in Analysis Workspace!

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