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Site Analytics
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:

<table>
<thead>
<tr>
<th>Example</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Include Everyone</td>
<td>A</td>
<td>B</td>
<td>C</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>E</td>
</tr>
<tr>
<td>Only Before Sequence</td>
<td>A</td>
<td>B</td>
<td>C</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>B</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Only After Sequence</td>
<td>A</td>
<td>B</td>
<td>C</td>
<td>B</td>
<td>C</td>
<td></td>
<td></td>
<td>D</td>
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<td>D</td>
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<td>E</td>
</tr>
</tbody>
</table>

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:

<table>
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<th>A</th>
<th>B</th>
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<td>D</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>E</td>
</tr>
<tr>
<td>Only After Sequence</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>D</td>
<td>B</td>
<td>C</td>
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</tbody>
</table>

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:

<table>
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<th>C</th>
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<td>D</td>
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<td>C</td>
<td>D</td>
<td>E</td>
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<td>Only Before Sequence</td>
<td>A</td>
<td>B</td>
<td>C</td>
<td>B</td>
<td>C</td>
<td>D</td>
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<td></td>
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<tr>
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<td></td>
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<td></td>
<td></td>
<td>D</td>
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<td>C</td>
<td>D</td>
<td>B</td>
<td>C</td>
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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:

<table>
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<tr>
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<th>A</th>
<th>B</th>
<th>C</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>B</th>
<th>C</th>
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<td>B</td>
<td>C</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>E</td>
</tr>
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<td>Only Before Sequence</td>
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<td>C</td>
<td>B</td>
<td>C</td>
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<td>B</td>
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<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>B</td>
<td>C</td>
<td>D</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>E</td>
</tr>
<tr>
<td>Exclude Only After Sequence</td>
<td>A</td>
<td>B</td>
<td>C</td>
<td>B</td>
<td>C</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

*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
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

   \[ \text{Avg PDPs per Visitor Before First Contact Seller (New Visitor)} = \text{Average PDPs Per New Visitor Before First Contact Seller} \]
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!
Audrey Salerno

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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\textsuperscript{st}?
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|pageTitle in an eVar**

1. Configure an eVar “date|pageTitle” to expire at the Hit
2. Create a DTM data element to capture the date|pageTitle 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 pageTitle into the format YYYY-MM-DD|pageTitle
3. Map the data element to your eVar to log on all page views

```javascript
JS for Date|pageTitle
```
```javascript
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('pageTitle');
```
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

*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

<table>
<thead>
<tr>
<th>Key</th>
<th>Page Site Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018-08-01</td>
<td>Product Details Page Refactor</td>
</tr>
<tr>
<td>2018-08-02</td>
<td>Product Details Page Refactor</td>
</tr>
<tr>
<td>2018-08-03</td>
<td>Product Details Page Refactor</td>
</tr>
</tbody>
</table>

*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!