Adobe Analytics powers customer intelligence across the enterprise, facilitating self-service data discovery for users of all skill levels.

The latest advances in Adobe Analytics have made actionable customer insights accessible to any user in a data-driven organization, enabling businesses to provide a more personalized and optimized customer journey. With the Analysis Workspace, Adobe has democratized analytics in a way that enables the whole enterprise to explore data intuitively, providing workspaces for role-based users to surface insights at the speed of thought – anywhere. Adobe has also standardized the measurement of video and video ad consumption across devices and provided a way for organizations to automate and streamline the sharing of video data as video playback occurs, safely and securely, to gain more insight into their audiences.
Analysis Workspace

The new Analysis Workspace in Adobe Analytics gives everyone in your organization the power to use analytics to do their job better.

First, you can dramatically speed up the analysis process and answer questions almost as quickly as you can ask them by building completely flexible views of your data and use multiple tools to shape it – all in real-time. As your questions change, this space evolves with you, so that it becomes a tool that you can use again and again to be more effective with your marketing.

Second, you can now "curate" the data elements and tools for non-analysts to easily self-serve and discover relevant insights. Similar to an art museum with thousands of pieces in their archive, organizations have thousands of data dimensions and metrics to choose from. Curation presents the right data elements to other users based on their role. It’s just like a museum curator putting the most pertinent pieces out for display. This process means that each person in your organization can confidently use data to be more effective in driving the business.

With Analysis Workspace and shared analysis in Adobe Analytics, you always have the data that you need in a consumable, flexible environment that encourages discovery and exploration —whether you’re a data scientist or a data novice.
Cohort Analysis

Adobe Analytics now makes it easier to understand customer engagement with your brand. Cohort analysis empowers you to compare groups of people who share a common characteristic over time. You can group users based on the day, week, or month when they performed a certain activity, such as first purchase, sign-up date, product order, etc. You can then track those discrete groups over coming days, weeks, or months to see how they continue to engage, or churn. Analyzing how cohorts behave across time periods can indicate if the quality of the average customer or content viewer is increasing or decreasing.

With cohort analysis you can:

- **Launch** campaigns designed to spur a desired action
- **Shift** marketing budget at the right time in the customer lifecycle
- **Recognize** when to end a trial or an offer
- **Gain** ideas for A/B testing in areas such as pricing, upgrade path, and so on
- **View** a Cohort Analysis report within a curated workspace

A cohort report returns visitors. Each data cell shows the raw number of visitors in the cohort who did the action during that time period. You can measure the retention of new and acquired users with side-by-side segmentation and comparison.
Federated Analytics

With federated analytics, Adobe is providing a way for organizations to automate and streamline the sharing of video data in real-time, safely and securely, to gain more insight into their audiences.

Many publishers and advertisers need to share data to facilitate programming and media decisions; however, data is typically sent via email, usually in spreadsheets, with metrics that are not standardized between organizations.

Federated analytics solves these latency and data standardization issues, and facilitates the discovery of new insights through data sharing. This feature enables standardized cross-platform sharing of video data, governed by specified rules that determine what data to share and where to send it.

The “sharer” is able to control the data, down to an individual video level, that will be shared during each video playback. The “receiver” can specify where the data should be sent (a specified report suite), based on defined triggers. For instance, providers of syndicated content will be able to get real-time data from wherever their content is played, as the playback is happening. Additionally, sites that own the customer experience can prescribe what data they want to share.

Key Benefits:

**Standardization.** Video and video ad metrics will be measured and reported the same way across your own sites and apps, as well as any syndication partners.

**Control.** “Sharers” can govern what data to share down to the granularity of a single video. “Receivers” can specify what report suite will ingest the data.

**Real-time.** Data will flow into your specified report suite(s) as the playback occurs on your syndication partners’ sites and apps.

**Ease.** Federated analytics can be enabled by simply specifying your tracking server.

Data starts flowing and is federated only after both parties agree on the contract.
OTT Analytics

On-demand content viewing is continuing to explode. The growth of broadband content delivery to TV screens via Over-the-Top (OTT) devices such as Apple TV, Chromecast and Roku is quickly outpacing all other channels – showing that TV is still the preferred screen for viewing long-form programming.

Adobe Analytics now provides standardized measurement of both video and apps for the following Over-the-Top (OTT) IP connected devices: Roku, Apple TV, Chromecast and Xbox One, with many more to come. By measuring these OTT devices, Adobe Analytics customers will get a more complete view of content engagement and how this industry trend is driving viewer behavior. Ultimately, accurate measurement across all devices increases opportunities for ad monetization.

Standardization:
Adobe Analytics provides the same video and ad metrics measured and available on OTT devices as desktop and mobile

Mobile app measurement:
The Adobe Marketing Cloud mobile SDK captures lifecycle metrics on OTT apps and can instrument multiple mobile solutions – such as analytics, testing, targeting and campaign execution – all in a single SDK.
Quality of Experience (QoE) Metrics

Nothing turns viewers away from watching content and advertising online like poor quality of experience (QoE). Studies have shown that buffering issues and slow initial playback lead directly to viewer drop-off and a decline in engagement. Thus, considering and responding to QoE insights can lead to higher viewer engagement.

Adobe Video Analytics now makes it possible to collect, via solution variables, many QoE metrics—like buffering, bitrates, errors, etc. (provided the video player makes them available). You can now see how video quality impacts engagement, time spent, ad impressions and videos viewed. Additionally, as part of Adobe Analytics, you can consider your video data in context of all your other data sources for a better understanding of cross-channel engagement.

By bringing QoE data into Adobe Analytics, Adobe is filling an existing blind spot for many marketing teams to increase viewer engagement.

*Important note:* Your video player has to make QoE data available in order for Adobe to capture it via the SDK.
Push Messaging

Adobe Analytics for Mobile Apps now provides a great new capability to keep your app users engaged - the ability to send personalized push messages to cohorts and rich user segments!

Push notifications are messages that appear to your users that have opted in to receive notifications when they are not actively using your app, usually to alert users of new updates, offers, and reminders. With this new capability, you can create, test, manage, and report on push messages in a single, streamlined workflow.

You also have complete scheduling flexibility and can deliver one-time or recurring messages based on user actions, user traits, or location. Adobe Analytics – Mobile Apps also provides pre-built templates for multiple message types and the ability to preview what your messages actually look like on various mobile devices – all in a single UI.

Push messaging is vital to a successful mobile strategy, but without great analytics you could be doing more harm than good engaging with your customers. That’s why push messaging from Adobe is fully integrated into Adobe Analytics – Mobile Apps, enabling you to track the right metrics for success and discover what messaging content your app users find compelling.

Marketers can evaluate the effectiveness of messages in driving user engagement and conversion.

Step 1
Quickly build your messages

Step 2
Decide which of your users should get which messages based on traits, actions and schedule to provide truly personalized messaging.

Step 3
Write your message

Step 4
Schedule and send your message
Acquisition Tracking Enhancements Beta (Adobe Analytics – Mobile Apps)

You can now more accurately and easily track acquisition campaign downloads and post download activity with callbacks to 3rd parties for attribution or success events.

Additionally, dynamic URL’s can now be built on the fly in a URL builder. You no longer need to pre-create them or save them in the UI before leveraging them in a campaign. Data can also be appended to the end of the URL (e.g. affiliate traffic), and Adobe Analytics will pass it in as context data that can be reported on.

Changes to the "searches" metric

The "searches" metric now includes data generated on linkTrack hits, increasing the accuracy of the searches metric. Any hit type (page view, video view, link click, etc.) can now increment the searches metric as long as it is the first hit of the visit.

NOTE: This update will change how the searches metric is calculated moving forward.

Combine time-stamped & non time-stamped data

You can now combine "time-stamped" mobile data with "non time-stamped" live data from a browser in a single report suite. This update will enable you to add support for offline data to mobile apps without having to change report suites, removing the frustration of losing data by incorrectly configuring mobile app data as time-stamped or non time-stamped.
Nielsen Digital Content Ratings, powered by Adobe

In order to make digital advertising more effective in the media and entertainment industry, there is a vital need for cross-device, census-based content and audience measurement. Until now, no such solution existed - leaving many frustrated with the lack of optimization that mis-aligned analytics and ratings data currently provide.

Adobe and Nielsen have partnered to solve this urgent need with an industry-first solution: Nielsen Digital Content Ratings (DCR), powered by Adobe. DCR provides the most comprehensive audience and content measurement system available across connected screens – measuring content consumption on digital devices in a consistent way with television.

This alliance combines Adobe’s leadership in digital marketing, analytics, video delivery and monetization with Nielsen’s leadership in content and ad measurement. DCR delivers analytics and currency-grade content metrics that enable smarter media planning, buying and selling decisions. Customers will have comparable metrics to measure audiences accurately and consistently across every major IP device, including desktops, smartphones, tablets, game consoles and over-the-top boxes.

**Key Benefits:**

- **Accurate audience and content measurement** through census-based data collection and robust demographic information for enhanced media planning.
- **Faster time-to-market for cross-platform deployments** for customers looking to certify audiences and content on every screen.
- **Data actionability** for publishers to turn audience insights into business results and advertising revenue.

Customers will need a DCR license purchased through Nielsen.
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