

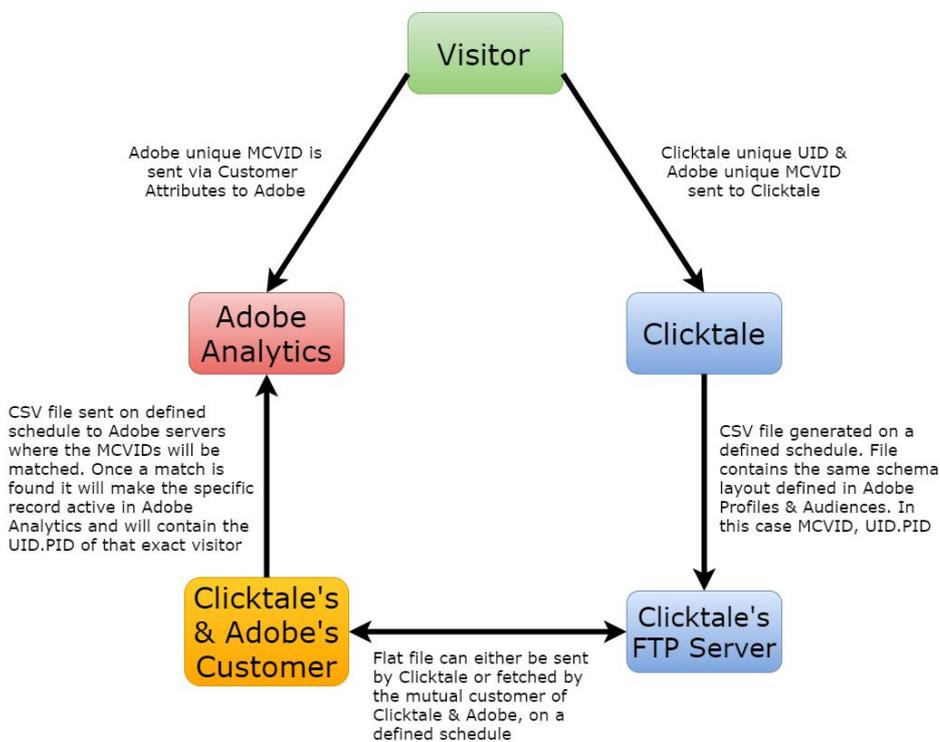
Adobe Analytics Integration – Customer Attributes Solution

This document explains the architecture of the Clicktale / Adobe Integration based on customer attributes and provides step-by-step details on how to setup the integration.

Overview

The integration with Adobe Analytics relies on pairing data sent as a customer attribute to Adobe and tagged in Clicktale.

The flow of data can be seen below:



Pre-requisites

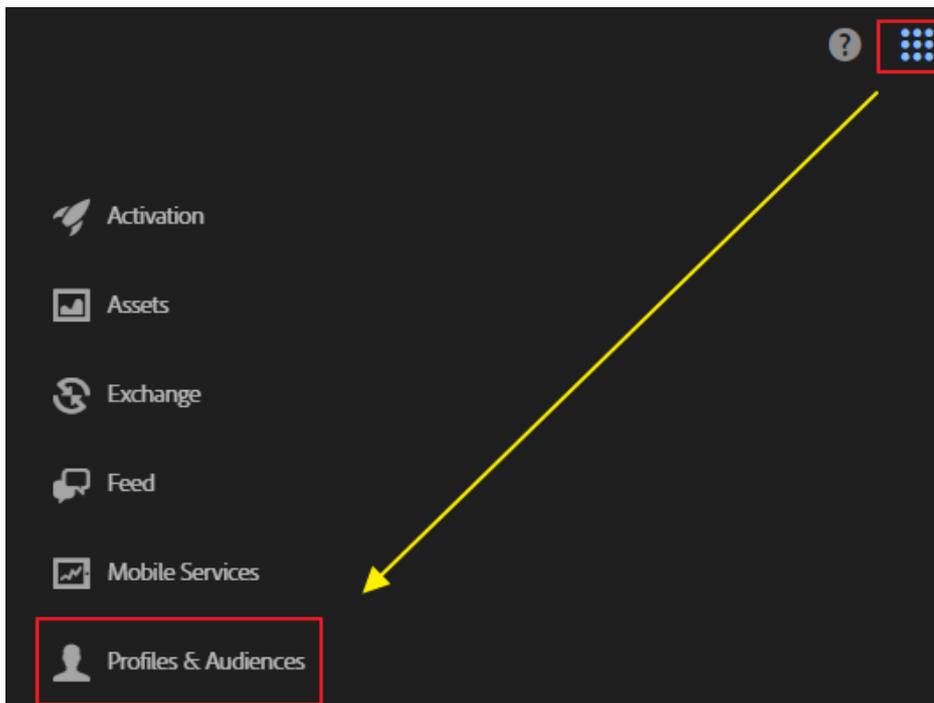
The following assumptions apply:

1. Adobe Marketing Cloud ID Service needs to be enabled whether using Legacy (scode) or AMC.
If using Legacy (scode) then the s.visitor.getMarketingCloudVisitorID and s.visitor.setCustomerIDs object and functions need to exist.
(s object could also be s_code)
2. If you are already using the customer attributes solution:
 1. Make sure you can allocate one for the Clicktale data.
 2. Share your current schema with Clicktale in order to allow for a smooth integration.
3. The example below assumes no other customer attributes are in use.

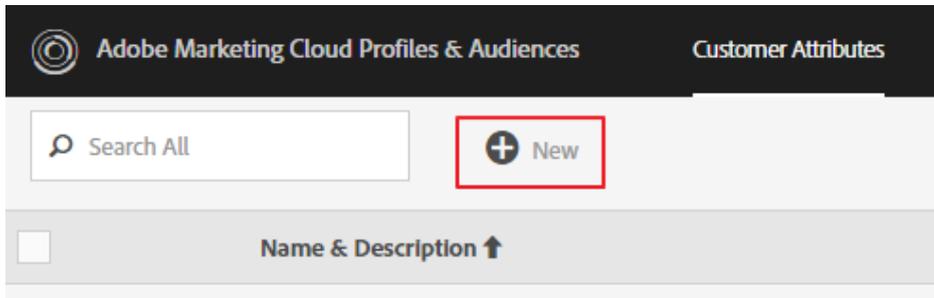
Step-by-step guide

Follow the steps below to enable the integration:

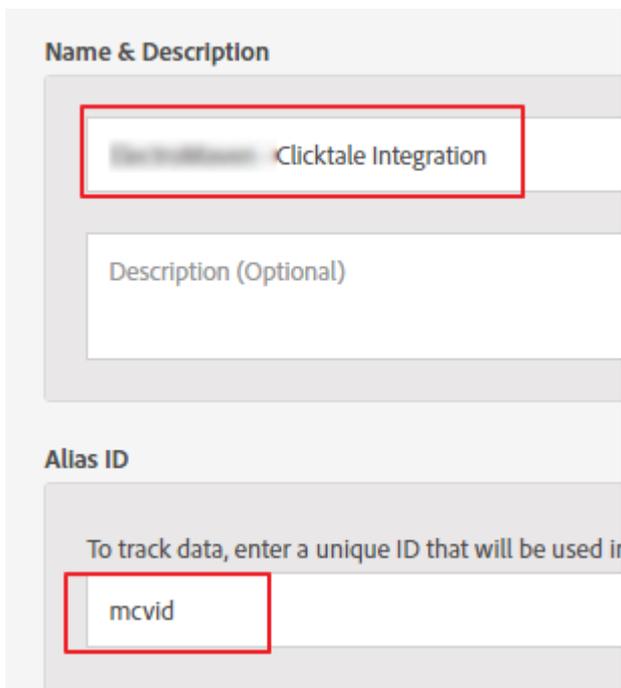
1. Set up the Customer Attribute:
 - a) Go to the top right menu and select "Profiles & Audiences":



- b) You should now be in the "Customer Attributes" section of Adobe Marketing Cloud. Click "New":



- c) Insert the friendly "Name" and also "Description" if you like. Insert "mcvid" as the Alias ID. If you are using a different unique ID already, then use that one instead and provide the name to Clicktale:

A screenshot of the 'Name & Description' form in Adobe Marketing Cloud. The form is divided into two main sections. The first section, titled 'Name & Description', contains a text input field with the value 'Clicktale Integration' and a larger text area labeled 'Description (Optional)'. The second section, titled 'Alias ID', contains a text input field with the value 'mcvid'. Both the 'Clicktale Integration' and 'mcvid' input fields are highlighted with red rectangular boxes.

- d) You will now need to set the schema of this Customer Attribute.
To do so you will need to create a CSV flat file with 2 column names and some random data separated by commas:
The headers need to be: **mcvid** (or whatever ID name you used above) and **ClicktaleID**. Set it like this below:

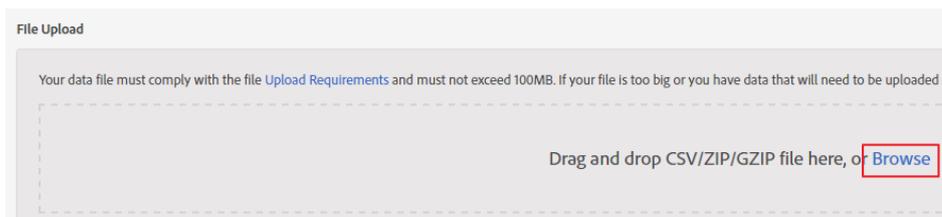
```
1 mcvid,ClicktaleID
2 56048996369950253682586442642095202792,1076304496009490.452
```

You can copy this example into a CSV file:

mcvid,ClicktaleID
56048996369950253682586442642095202792,1076304496009490.452

The format of the Clicktale numbers are UID.PID

- e) Once you have the file ready then click on the "Browse" link in the File Upload section:

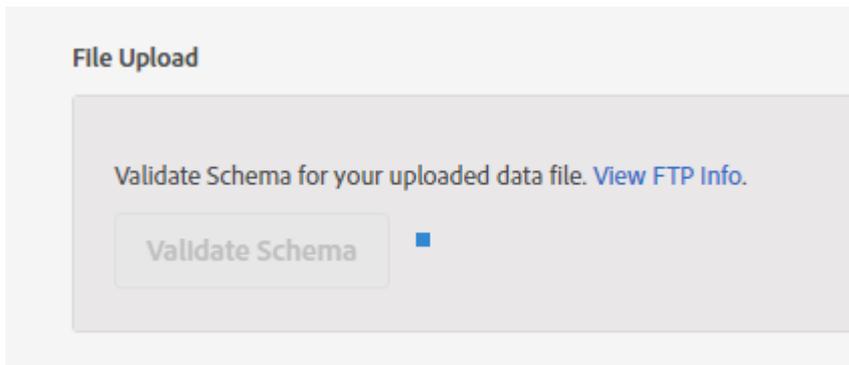


File Upload

Your data file must comply with the file [Upload Requirements](#) and must not exceed 100MB. If your file is too big or you have data that will need to be uploaded c

Drag and drop CSV/ZIP/GZIP file here, or [Browse](#)

- f) Select the file and once submitted it will upload and validate:



File Upload

Validate Schema for your uploaded data file. [View FTP Info.](#)

Validate Schema

- g) It will then show you a confirmation of the schema. You can either edit or just press "Save":



Attribute	Type	Display Name	Description
ClicktaleID	string	ClicktaleID	ClicktaleID



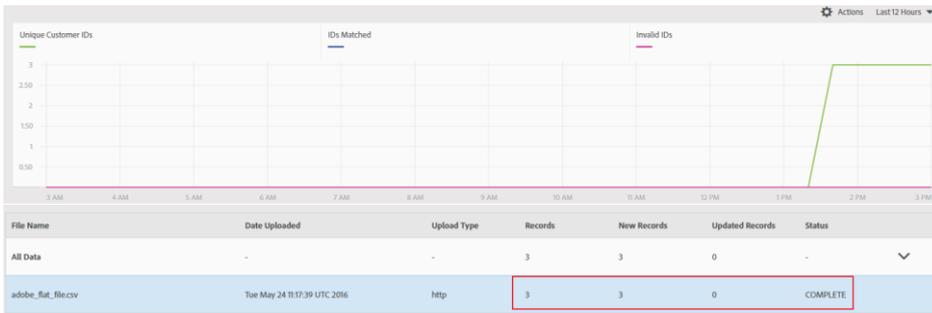
h) It will then process the file you uploaded and show different statuses here:

File Upload

No data available to show the chart for this attribute source. Please check the status of the uploaded file, and retry when the processing is complete.

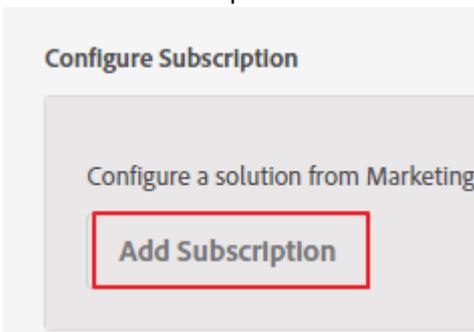
File Name	Date Uploaded	Upload Type	Records	New Records	Updated Records	Status
All Data	-	-	0	0	0	-
adobe_fat_file.csv	Tue May 24 11:17:30 UTC 2016	http	0	0	0	LOADING

i) Once completed, it will show "Complete" and display this:



2. The next step is to add a subscription of the customer attribute to an Adobe solution

a) Press "Add Subscription":



- b) From the drop down menu select "Analytics".
Select your "Report Suite" from the drop down.
Select the "ClicktaleID" option from the Attribute drop down.

Solution

Select the solution you would like to have this data sent to and made available.

Analytics

Report Suites

Include the report suites that you want to receive this data.

Add Report Suite

Clicktale

Attributes

Add Attribute

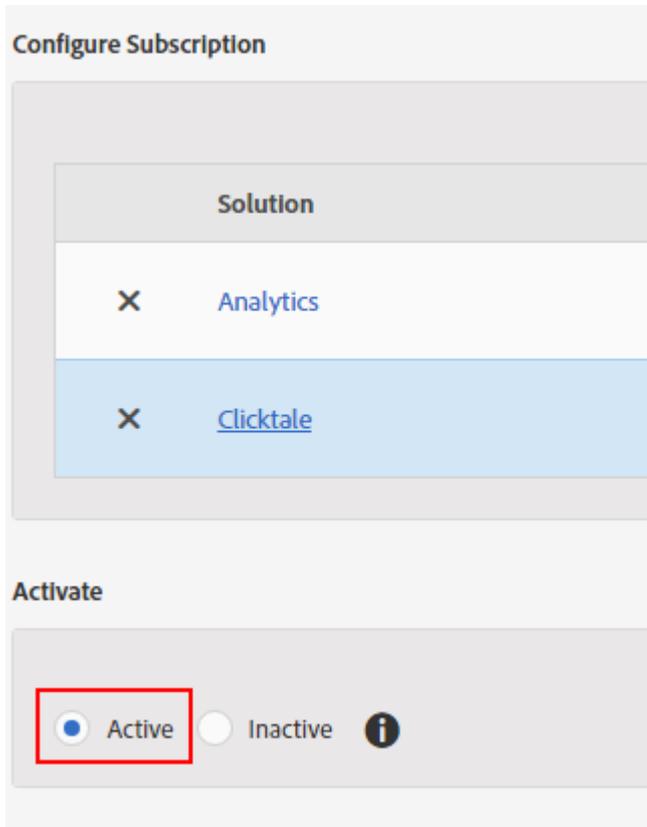
Attribute
ClicktaleID

- c) Press "Save":

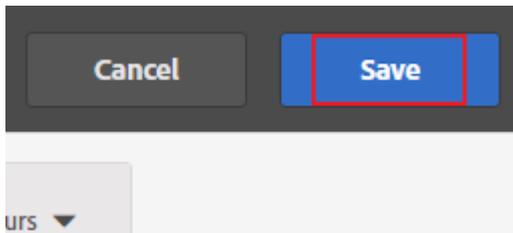
Cancel Save



d) Next set this to "Active":



e) Once you are finished press "Save" on the top right:



3. Next you will setup your designated FTP account to upload data files. These settings will be used later when you define the Data Connector.

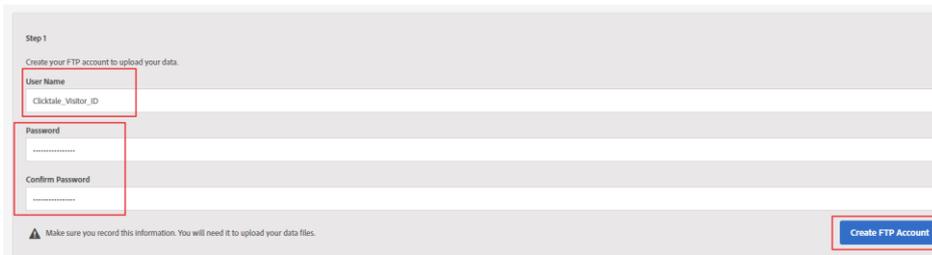
a) Go back into the Schema and in the "File Upload" section click on "Actions" then "FTP Setup":



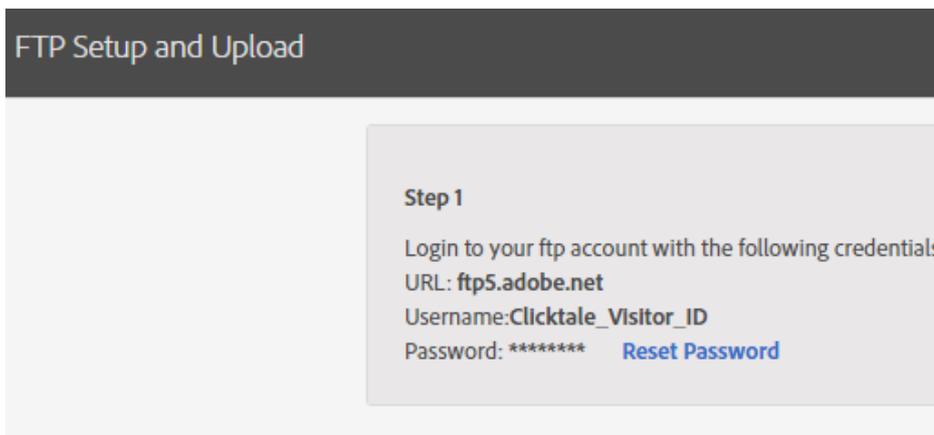
- b) It should have created a username for you automatically but you can change it if you like.

If the username assigned or updated by you is longer than 36 characters, the folder name on the FTP server will only include the first 36 characters of it.

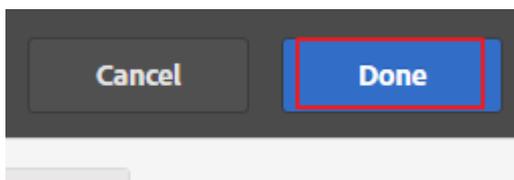
You will need to manually create a password for the FTP server.
Then click "Create FTP Account":



- c) When completed it will show you the details:



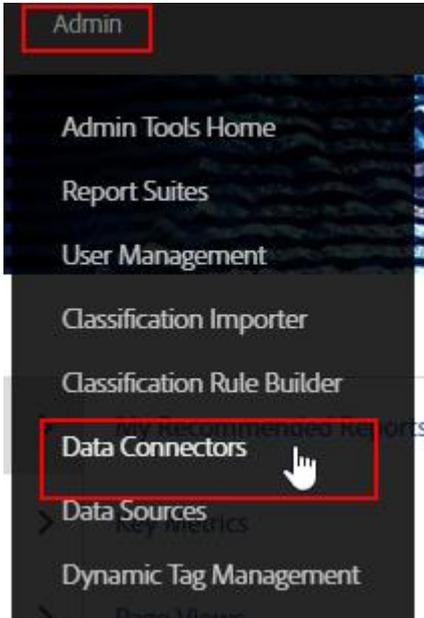
- d) Press Done when finished:



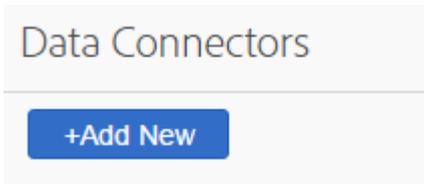
4. Next you will setup your data connector for the integration.

You need to be an Administrator in Adobe Analytics to complete this section

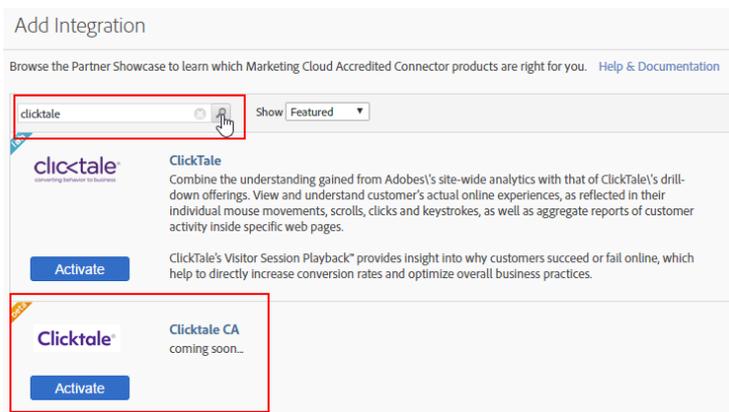
a) Click on "Admin → Data Connectors":



b) Select "Add New" and search for "Clicktale"



Make sure to select "Clicktale CA" and click on "Activate"



- c) Accept the Terms and conditions, select the Report Suite to associate it to and name the Data Connector (all fields are mandatory); then click on "Create and Configure This Integration":

Clicktale CA Data Connectors Integration

Clicktale® Version 2.0

Thanks for choosing Clicktale CA!

Instructions

coming soon...

Terms and Conditions

By activating this integration, I understand my company will incur fees in accordance with its service agreement with Adobe Systems Incorporated or its service agreement with one of Adobe's trusted partners, as applicable. By activating this integration, I hereby represent that my company has a service agreement in place with respect to this integration and that I am an authorized representative of my company; and as such, my company agrees to pay the fees set forth in the service agreement.

I accept these terms and conditions *

Integration Settings

Which Report Suite do you want to apply this integration to? *

Clicktale

What name would you like Data Connectors to display for this integration? *

Clicktale

Create and Configure This Integration

- d) Fill in the FTP details from section 4c. in the Integration settings step of the configuration, then click "Save and Continue to Next Step":



Viewing: Clicktale (Clicktale) ⓘ

Support Configure

1
Integration Settings

General Settings

These settings apply to the overall Integration

Report Suite

Name *

Email *

Description

Custom Values

Please declare the following values to continue with this integration

Customer Attributes FTP Hostname *

Customer Attributes FTP Username *

Customer Attributes FTP Password *

Step 1
Login to your ftp account with the
URL: **ftp5.adobe.net**
Username: **Clicktale_Visitor_ID**
Password: ********* [Reset Passw](#)

Save and Continue to Next Step Save and Finish Later Cancel and Delete

- e) Next, make sure you check both check-boxes - this will allow Clicktale to fetch segments from Adobe, then click "Save and Continue to Next Step":

API Access Requests

Choose from the list of access requests to grant access to the following actions

- Allow Clicktale to access your segment data.
- Allow Clicktale to access your report.

Save and Continue to Next Step Save and Finish Later Cancel and Delete

- f) Review your settings and click on "Activate Now" and "Activate" on the pop up that will open to complete the process.



5. Once the above steps are completed, please provide the following details to Clicktale:
 - a) The unique customer identifier from your schema that you set in your Customer Attributes. (mcvid is default)
 - b) The report suite ID that you associated to the data connector.
6. Clicktale will then validate it can obtain the segments and upload the parsed files to your allocated FTP.
7. We will then add the required code into your config and confirm it's release.
8. We will test this and provide feedback accordingly.

