HOW IT WORKS:
When adding Adobe Analytics as a new connection in Impact, users will be prompted to enter their username and secret.

This is different from their Adobe username and password.

Prerequisites to connecting Adobe Analytics in Impact
Before connecting Adobe Analytics to Impact, the user will need to acquire the username and secret from Adobe Analytics. Make sure you follow the steps on the on the connection page. In addition to this, the user must be an administrator to the account.

Below is a visual walk through:

When in Adobe Analytics, hovering over the Admin dropdown, click on User Management.
Select the Users tab.

Here you will be presented with a list of users. Either make a new account with admin privileges or choose an existing account to be used to connect Adobe Analytics to Impact.

Locate the “Access” section of the account. The “Web Service Credentials” is what is needed to be used to connect Adobe Analytics to Impact.

Copy the User Name and Share Secret. Use the credentials in Impact to connect Adobe Analytics.