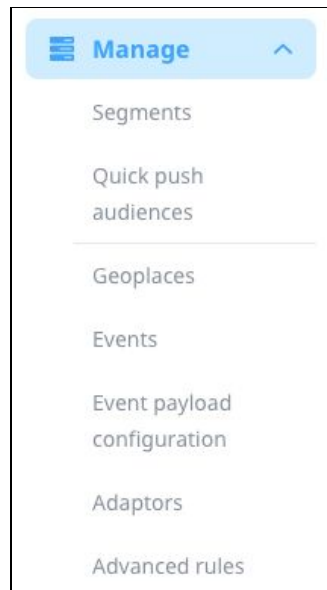


Adobe Analytics Installation

Activate Adobe Analytics Adaptor

1. Go to Manage > Adaptors.



2. Select Adobe Analytics.



4. Enter the Report Suite ID. The Report Suite ID can be found or created in the Adobe Marketing Cloud Menu; Analytics > Admin > Report Suites.
5. Enter the Data Center URL. Your Report Suite resides on a single data center so the correct Data Center URL is needed. In most cases `http://[NAMESPACE].[TRACKING SERVER]/b/ss//6` is sufficient. Please contact Adobe Client Care to provide the domain name of the Adobe data collection servers where your Report Suite is located.

For more information about determining your domain see the Adobe documentation:


Using Data Insertion API for Adobe Analytics:

<https://helpx.adobe.com/analytics/kb/data-insertion-api-post-method-adobe-analytics.html>

Data Insertion Process:

https://github.com/AdobeDocs/analytics-1.4-apis/blob/master/docs/data-insertion-api/overview/c_data_insertion_process.md


6. Select Save.




Adobe Analytics

Adobe Analytics helps you uncover business opportunities and successes by turning customer interactions into actionable insights.

[Documentation Link](#) [Website Link](#)

Report Suite ID* 

Data Center URL* 

Double check your configuration params! The Adobe Analytics API does not allow us to detect invalid params. All tracking calls with invalid params may be lost without providing any error messages.

Supported Actions

Clear Tracking Variables
Clears the following tracking variables for the user: props, eVars, hier, list, events, eventList, products, productList, channel, purchaseID, transactionID, state, zip, campaign.

Generic Tracking Call
Submit generic tracking data to Adobe Analytics.

Page View Track
Submit (user) interaction to Adobe Analytics.

Track Commerce or Custom Event
Track product views, cart events, checkouts, and purchases in Adobe Analytics.

Save
Deactivate

7. Adobe Analytics is now available on the Advanced Rules page.

