INTEGRATING DECIBEL INSIGHT WITH ADOBE ANALYTICS

STEP BY STEP GUIDE
INTRODUCTION

The following pages contain important information to help you make the most out of your integration between Decibel Insight and Adobe Analytics.

This document will help you configure your Decibel Insight and Adobe Analytics accounts by taking you through each stage of the integration process.

When the integration is live, you will be able to learn in granular detail how your Adobe audience segments behave on your website. Watch individual session replays, check the performance of your forms, and view aggregated heatmaps, all based on your Adobe segments – our integration will provide you with insightful data to enrich the information provided by both platforms.
SETUP

1. Log in to Adobe Analytics and Decibel Insight

2. You will need to activate the integration in Adobe Analytics by going to Admin and then Data Connectors, such as in the image below.

3. You will now need to search for Decibel Insight in the Integrations list and click the blue Activate button.
4. You will now be presented with the following which will enable you to activate the integration and the relevant eVar for the integration. You will need to tick **I accept these terms and conditions**, select the relevant **Report Suite** that you want to apply the integration to, along with adding a name for the **Data Connector**.

5. Select the relevant eVar that you want to use for the integration from the **SiteCatalyst eVar** dropdown, while you can also add a name to the eVar which is optional. Click **Save and Continue** to Next Step before clicking **Activate Now** on the Review Summary.
6. The next step is to configure the relevant permissions. Click **Admin** and then **User Management**.

7. From here, click the **Edit Users** button under Users.
8. The following page will show the Users belonging to the account. You will need to select the user that you want to use and click the **Edit** button next to that user.

9. In the users account, you need to ensure that they are either an **Administrator** or at least have **Web Service Access** listed in the right hand column above. You will need to add the Web Service Credentials (User Name and Shared Secret) to Decibel Insight.

10. In Decibel Insight, navigate to Settings > Integrations > Analytics > Adobe Analytics. Click the checkbox to tick **“Adobe Analytics Integration Enabled”** before entering the **User Name** and **Secret** in the boxes below. Then click **Check Details** to validate that the Username and Secret is correct.

### Adobe Analytics

- **Adobe Analytics Integration Enabled**
- **Username**
  - exampleusername:Example Company
- **Secret**
  - examplesecret123456
- **Check details**
11. You will now be presented with further options such as in the image below. Having verified the Username and Secret credentials, Decibel Insight will now load the list of report suites belonging to these, and you can select the one that you want to use from the **Report Suite** dropdown, before selecting the **Custom variable** that you want to use to pass the data through, which is the eVar that you will have previously created.

You will now need to select your **Request Type** from one of the following:

- **Legacy** - Sends an API request with each Page View
- **Default (Selected by default)** - Sends an API request with each Session
- **Manual** - This allows the implementation of custom API calls e.g. using the Adobe Integrate Module via DTM.
SETUP

**Tracking Object or a Function** (only available if selecting the Legacy or Default Request Type) defines the global variable or function that returns the tracking object from Adobe Analytics. If this is left empty, the default ‘s’ object will be used, which is the default configuration for Adobe Analytics, and unless you have changed this when implementing Adobe Analytics, this will be the object that is used on your website. Use with caution.

**Tracking Function Parameters** (only available if selecting the Legacy or Default Request Type) are the parameters passed to the Tracking Suite function, however if your implementation uses an object, then this should be left empty. An example of a parameter would be ‘*someRSID*’.

The **Use Shared Segments** option should be ticked if you want to pull through Segments that have been shared with the relevant User or Report Suite.

The **Hide Segments by Default** option allows newly imported Segments to be hidden by default, which can then be selectively enabled to integrate data between Adobe Analytics and Decibel Insight. This is recommended for Adobe Analytics configurations with large numbers of segments.

If you have multiple domains under the property that you are configuring the implementation for, you can select which of these domains to enable or disable for the integration.

The integration page will also show you the current status of the integration and the segment data being collected. Decibel Insight runs nightly checks for Adobe Analytics integration data, so upon enabling the integration, you will need to wait up to 24 hours for your segments and relevant data to come through.

You can use the **Force Segment Data Fetch** button to force Decibel Insight to fetch the segment data, however the time it takes for this to complete will depend on the speed at which Adobe processes this fetch.
12. Once happy with your integration, click **Save**

Once the implementation has been setup, you can begin to use your Segments in Decibel Insight.

**Viewing Decibel Insight Session Replays from Adobe Analytics**

To view Decibel Insight Session Replays from within Adobe Analytics, simply create a report that includes the same Custom Variable (eVar) that you used to set up the integration between Adobe Analytics and Decibel Insight. You will need to have the Decibel Insight Heatmap Helper Extension installed, and once it is, you will be able to see that all of the Session IDs become links which, when clicked, will take you to the relevant Session Replay for that session.
Decibel Insight reveals exactly how users behave on websites and apps, making it easy for enterprise businesses to quantify and improve the customer experience across every digital touchpoint.

Powered by machine learning, our award-winning technology processes hundreds of revolutionary behavioral metrics – from mouse movements and device rotations, to pop-ups and errors – capturing an accurate picture of every user’s on-page experience.

The world’s largest brands – including Lego, General Motors, British Airways, and AllState Insurance – use Decibel Insight to pinpoint opportunities to improve the customer experience and collaborate across their organisations to put the customer first.

For more information, visit www.decibelinsight.com