

# InMoment Adobe Analytics Installation Instructions

Note: You **must** work directly with your InMoment Customer Success Manager (CSM) to complete the installation and configuration of this integration.

The InMoment Adobe Analytics Data Integration will enable the capture of InMoment Voice of Customer data into your Adobe Analytics report suite to be used for better targeting and personalization.

The integration does not make any calls to the Web Services APIs. This is a one-way integration that pushes data into Adobe Analytics. No authentication credentials are passed along to InMoment.

By default, the integration includes six Customer Experience metrics:

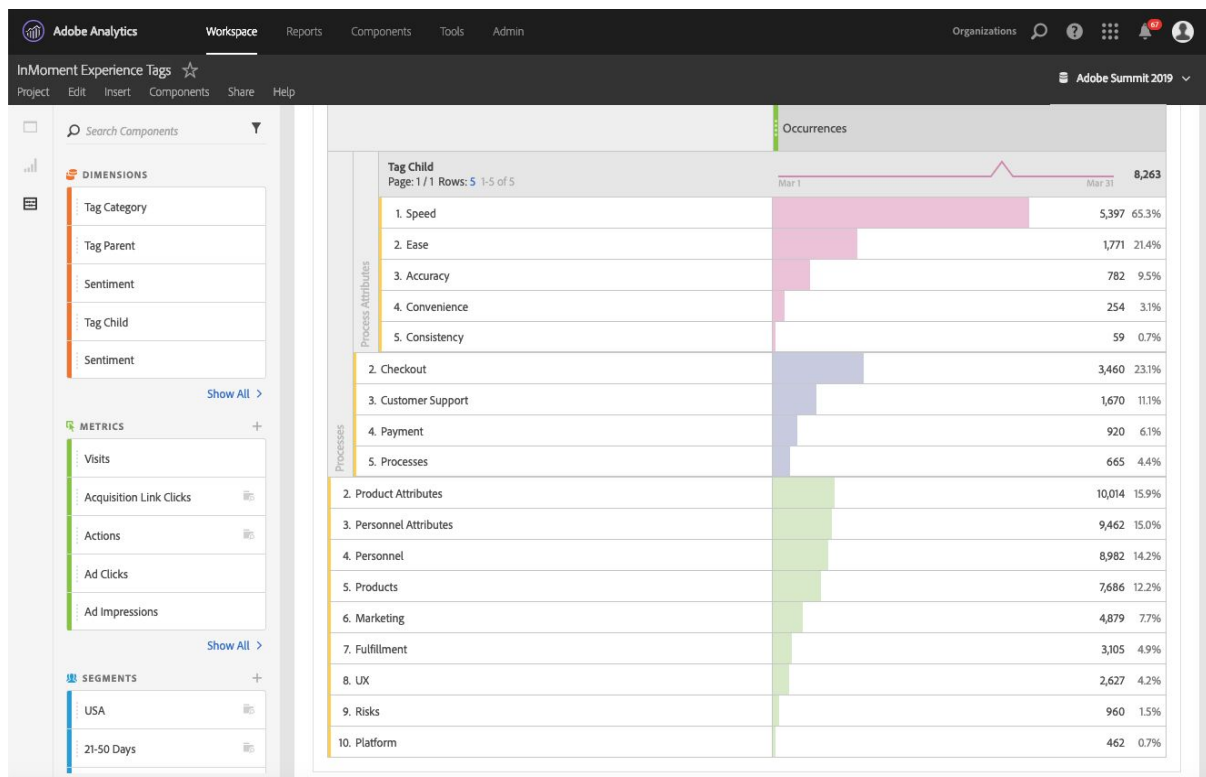
- *Score*: Net Promoter Score (NPS), Overall Satisfaction (OSAT), or other score-related metrics
- *Sentiment*: Positive, Negative, or Neutral classification of VoC data
- *Tag Category*: Highest level of Text Analytics categorization
- *Tag Parent*: Text Analytics categorization of specific topic or theme
- *Tag Child*: Text analytics sub-category related to the Tag Parent
- *Comments*: The customer response text associated with a feedback experience

## Example of Tag hierarchy

*Tag Category: Processes*

*Tag Parent: Process Attributes*

*Tag Child: Speed, Ease, Accuracy, Convenience, Consistency*



## Prerequisites

### InMoment Account

- An active InMoment account
- Your InMoment Organization ID
- Your Survey IDs to push into Adobe Analytics
- A contract which includes the Adobe Analytics integration (please contact your CSM or sales representative if you would like to add this integration to your current agreement)

### Adobe Analytics Account

- An active Adobe Analytics account
- Your Adobe Report Suite ID

### Setup Instructions

1. Confirm that all prerequisites, including an active contract that includes the Adobe Analytics integration, have been completed.
2. Create or enable the following six standard Conversion variables (eVars) within Adobe Analytics. Each variable should be configured as a “Text string” with Allocation set to “First” and Expire after “Hit”.
  - a. *Score*
  - b. *Sentiment*
  - c. *Tag Category*
  - d. *Tag Parent*
  - e. *Tag Child*
  - f. *Comments*
3. Contact your InMoment Customer Success Manager. You will need to:
  - a. provide your Organization ID, associated Survey IDs, and the names of the six standard eVars listed above
  - b. request that API access is enabled
  - c. request InMoment enables the Adobe Analytics integration within the InMoment app

### Notes

Only the six standard eVars variables are required, but we also recommend that you store the data in Traffic variables as props in the platform so they can be used in real-time reporting and display.

Conversion variables for Industry, Source, Emotion and Theme in the diagram above are optional.

*For additional information about the Adobe Analytics integration, please contact your InMoment Customer Success Manager.*

## Screenshots

Each variable should be configured as a “Text string” with Allocation set to “First” and Expire after “Hit”.

The screenshot shows the Adobe Analytics Report Suite Manager interface. The main section is titled "Conversion Variables". Below the title, there is a warning: "Use caution when changing any settings on this page because doing so will affect data processing and cannot be retroactively undone." Below the warning, there is a search bar and a "Go" button. A table lists 10 conversion variables. Each variable has a checkbox, a name, an allocation method, an expiration method, a type, and a status.

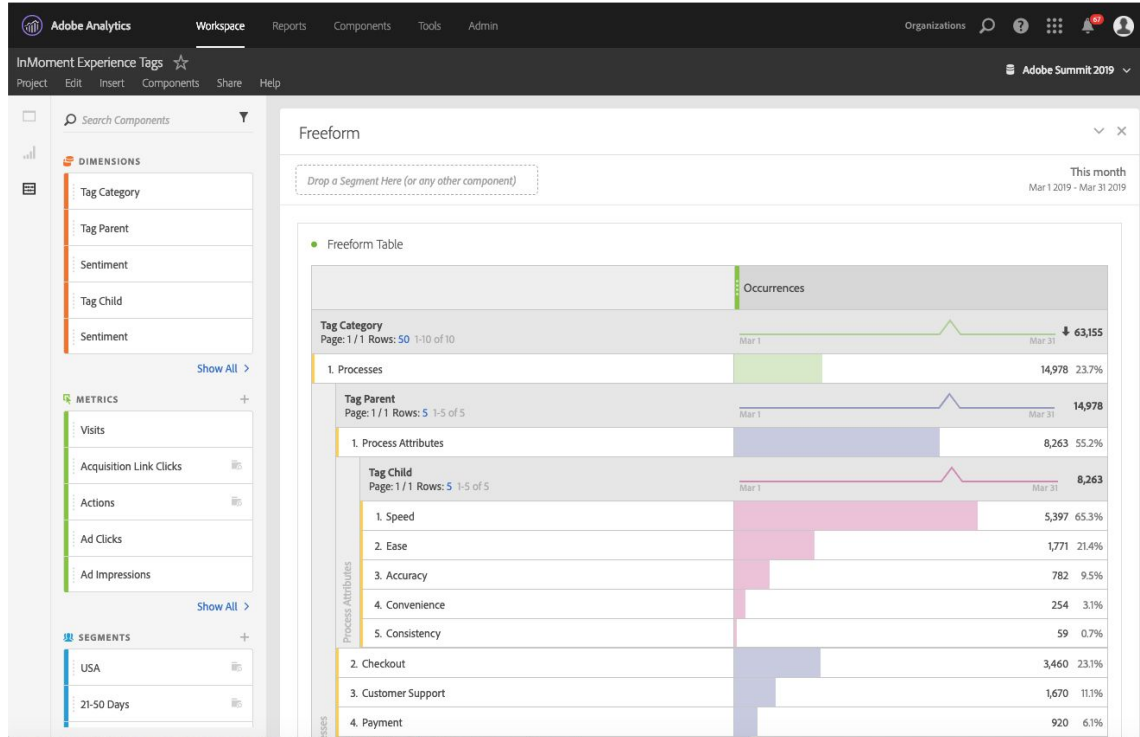
Property #	Name	Allocation	Expire After	Type	Status
1	Score	Original Value (First)	Hit	Text String	Enabled
2	Sentiment	Original Value (First)	Hit	Text String	Enabled
3	Tag Category	Original Value (First)	Hit	Text String	Enabled
4	Tag Parent	Original Value (First)	Hit	Text String	Enabled
5	Tag Child	Original Value (First)	Hit	Text String	Enabled
6	Comment	Original Value (First)	Hit	Text String	Enabled
7	Industry	Original Value (First)	Hit	Text String	Enabled
8	Source	Original Value (First)	Hit	Text String	Enabled
9	Emotion	Original Value (First)	Hit	Text String	Enabled
10	Theme	Original Value (First)	Hit	Text String	Enabled

Traffic variables for Industry, Source, Emotion and Theme in the diagram above are optional.

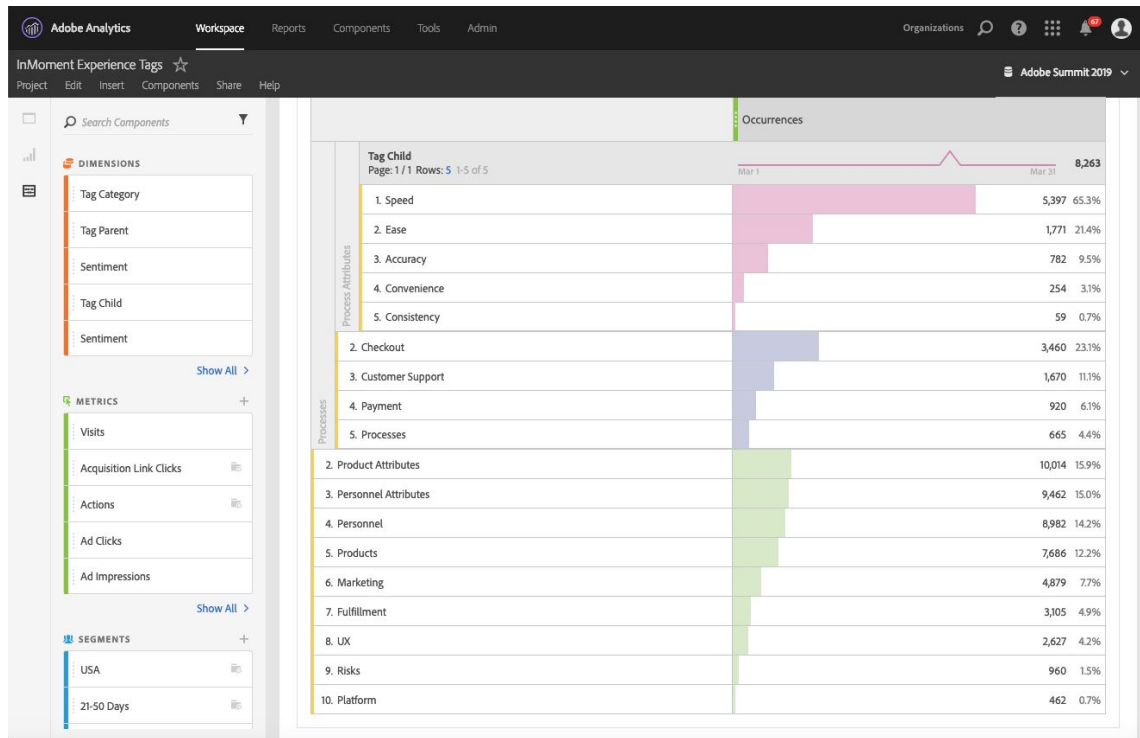
The screenshot shows the Adobe Analytics Report Suite Manager interface. The main section is titled "Traffic Variables". Below the title, there is a warning: "Use this page to enable, disable, or rename traffic variable reports. Once disabled, the report for a traffic variable does not appear in the Reports & Analytics user interface. List Delimiters can only be one character and cannot be zero or a space." Below the warning, there is a table with 10 rows. Each row has a checkbox, a name, an enabled status, a description, list support, display participation metrics, and path reports.

Property #	Name	Enabled	Description	List Support	Display Participation Metrics	Path Reports
1	Score	Enabled		Disabled	Disabled	Disabled
2	Sentiment	Enabled		Disabled	Disabled	Disabled
3	Tag Category	Enabled		Disabled	Disabled	Disabled
4	Tag Parent	Enabled		Disabled	Disabled	Disabled
5	Tag Child	Enabled		Disabled	Disabled	Disabled
6	Comment	Enabled		Disabled	Disabled	Disabled
7	Industry	Enabled		Disabled	Disabled	Disabled
8	Source	Enabled		Disabled	Disabled	Disabled
9	Emotion	Enabled		Disabled	Disabled	Disabled
10	Theme	Enabled		Disabled	Disabled	Disabled

Each of the six Customer Experience Variables can be used to create reports and segments for targeting and personalization in Adobe Analysis Workspace.



Multiple layers of tag categorization can be viewed within Analysis Workspace.



Customer Experience variables can be segmented down to the comment level.

