

Adobe Analytics Priority Data Installation Guide

Overview

Siteimprove has developed an integrated solution (i.e. a connector) to leverage reporting metrics from your Adobe Analytics account. These metrics are retrieved by Siteimprove using the Adobe Analytics APIs. This guide will take you through the required steps to open up Adobe API access for Siteimprove and provide Siteimprove with the necessary authentication information.

*IMPORTANT: only an Adobe user with **System Administrator or Product Administrator** rights will be able to complete the steps in this guide within the Adobe Admin Console and the Adobe IO Console. See details on the roles and rights in [Adobe Admin Guide](#), [Manage Products and Profiles](#) and [Manage developers](#).*

1. AdminConsole: Create a product profile – System or Product Administrator;
2. AdminConsole: Manage configuration for product profile - System or Product Administrator;
3. AdobeIOConsole: Create project – System or Product Administrator, or Developer;
4. AdobeIOConsole: Configure API service for project – System or Product Administrator, or Developer
 - “As an administrator, the Admin Console enables you to create and manage developer accounts. When you add developers to product profiles on the Admin Console, you provide these developers with the access privileges to create integrations (on Adobe I/O). Also, on Adobe I/O, developers can associate the integrations they create with product profiles, but only the product profiles to which the developer has access.”.

The following are the required steps.

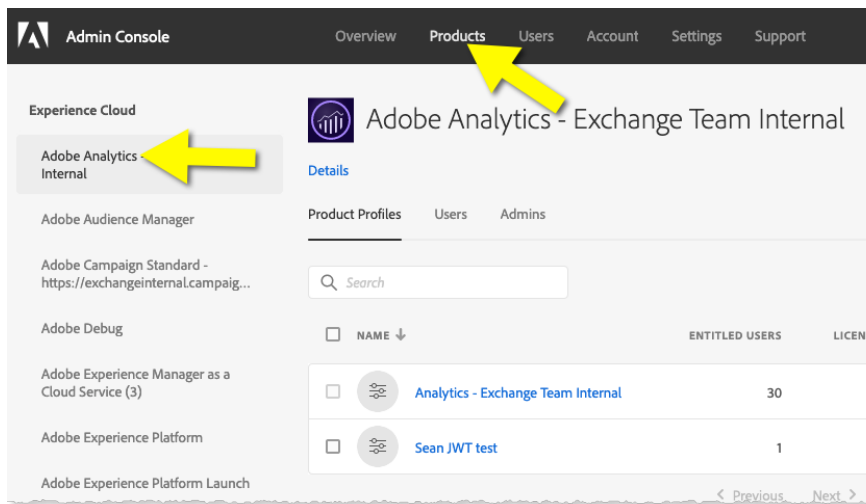
1. Adobe Admin Console: Create a Product Profile to manage Siteimprove’s scope of access for Adobe Analytics.
2. Adobe IO Console: Create an Adobe IO project to allow API authentication.
3. Siteimprove: Enable connection and provide Adobe IO authentication details to Siteimprove.

1. Adobe Admin Console

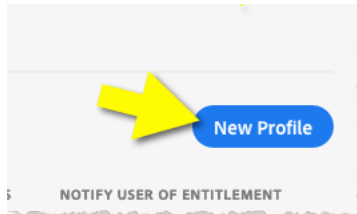
An Adobe System Administrator will create and configure a Product Profile to manage Siteimprove’s access to Adobe Analytics

Create the Product Profile

1. Sign in to <https://adminconsole.adobe.com> and verify that the correct Adobe Organization is selected in the upper right corner
2. Click into the “Products” area and select the Adobe Analytics item in the left menu.



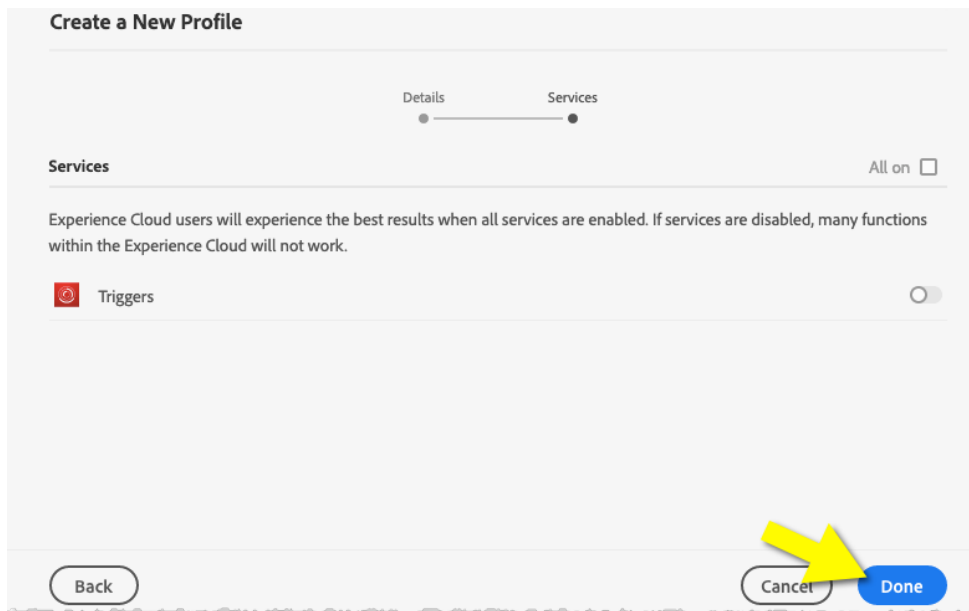
3. Click the blue “New Profile” button on the right side



4. Type the following Name for the Product Profile -- **Siteimprove connection for Adobe Analytics**
5. Provide a Description (optional) then click “Next”

The screenshot shows the 'Create a New Profile' form. The form has two tabs: 'Details' (selected) and 'Services'. The 'Profile Name' field is filled with 'Siteimprove connection for Adobe Analytics'. The 'Display Name' section has a checkbox labeled 'Same as Profile Name' which is checked. The 'Description' field is empty with the placeholder text 'Enter description here'. At the bottom right, there are 'Cancel' and 'Next' buttons, with a yellow arrow pointing to the 'Next' button.

6. Click “Done” on the following screen to complete the Product Profile.

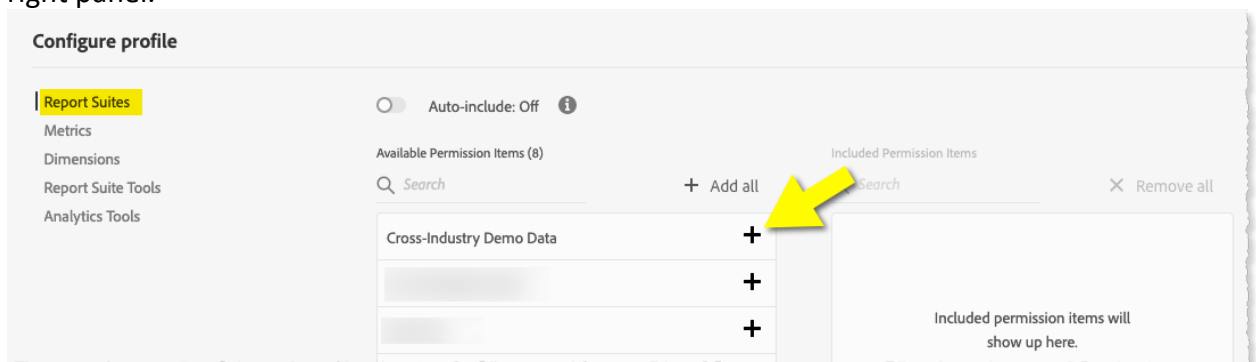


Configure the Product Profile

After clicking “Done” to create the Product Profile, you will be automatically launched into the configuration UI.

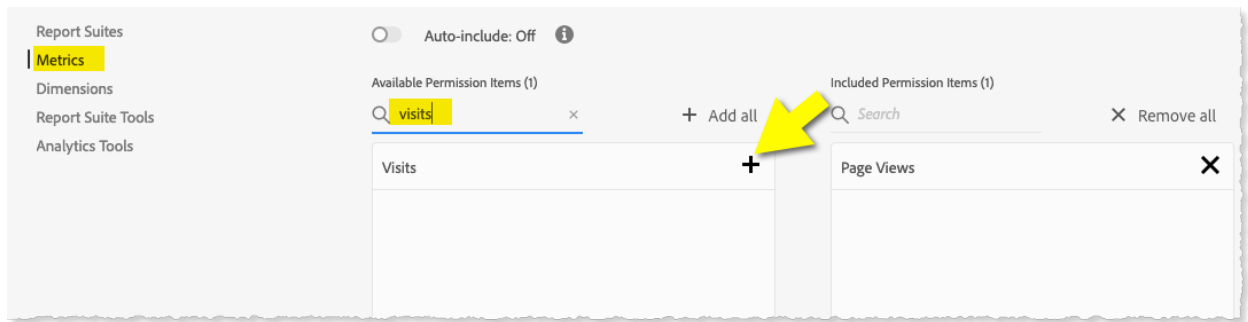
1. Report Suite selection

- Click “Auto Include” toggle which will turn it “On”. Note: doing this will also include any report suites created in the future to automatically be accessible to this connector. We recommend this option as it will provide maximum flexibility on any future features and data included in the integration.
- Alternatively, if you want just selected reports to be available, click the “+” icon next to each report suite that should be accessible to the connector. The report suite will then move to the right panel.



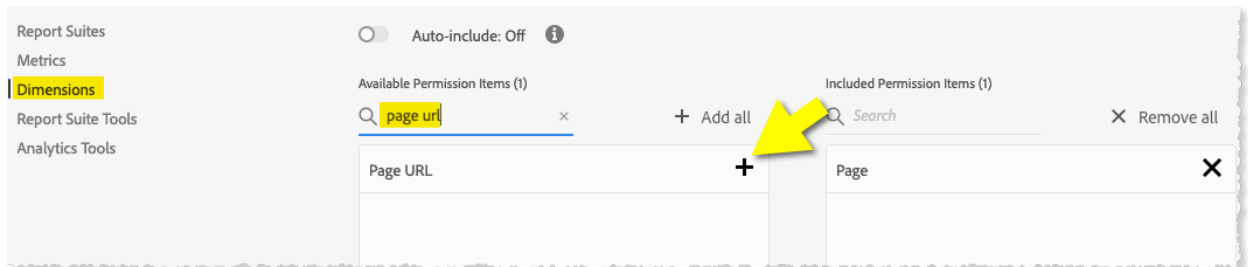
2. Metrics selection

- Move to the Metrics area and click “Auto Include” toggle which will turn it “On”. Note: doing this will also include any metrics created in the future to automatically be accessible to this connector. We recommend this option as it will provide maximum flexibility on any future features and data included in the integration.
- Otherwise, to make just specific metrics available, select the following metrics by clicking on the “+” icon next to each. *Tip: use the search feature to quickly find your target metrics.*
 - Page Views
 - Visits



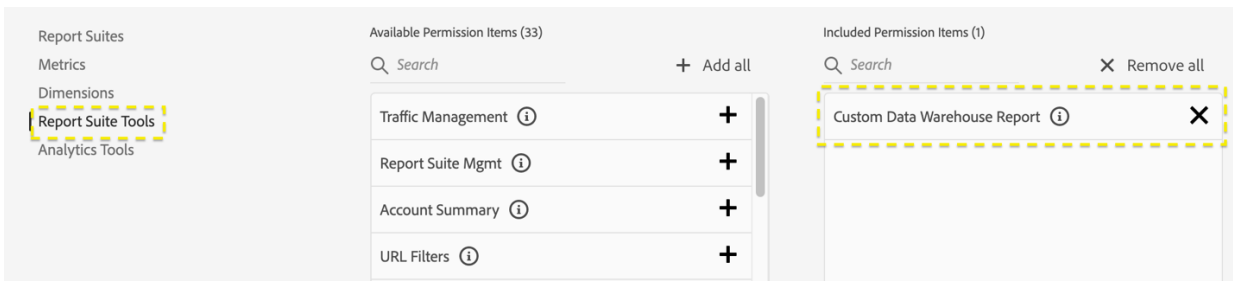
3. Dimensions selection

- Move to the Dimensions area and click “Auto Include” toggle which will turn it “On”. Note: doing this will also include any dimensions created in the future to automatically be accessible to this connector. We recommend this option as it will provide maximum flexibility on any future features and data included in the integration.
- Alternatively, select the following dimensions by clicking the “+” icon next to each.
 - Page
 - Page URL



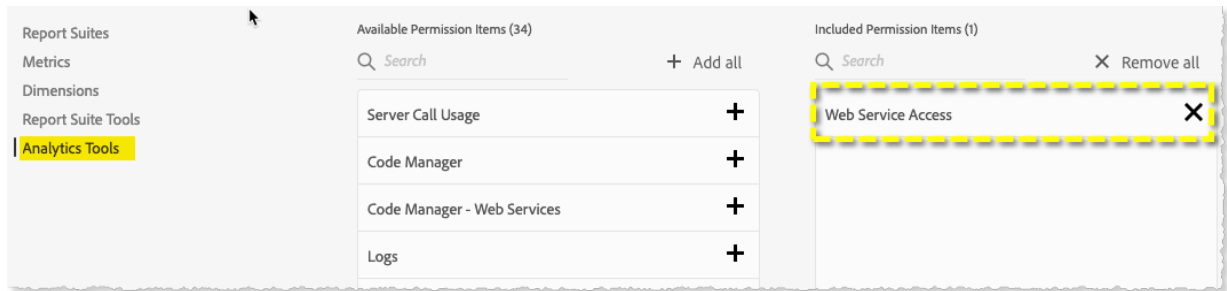
4. Report Suite Tools selection

- Move to the Report Suite Tools area and select the following tools by clicking on the “+” icon next to each.
 - Custom Data Warehouse Report



5. Analytics Tools selection

- Move to the Analytics Tools area and select the following tools by clicking on the “+” icon next to each.
 - Web Service Access



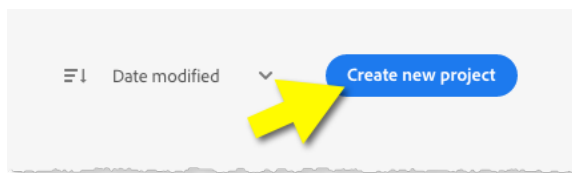
6. Click “Save” to complete the configuration process.

2. Adobe IO Console

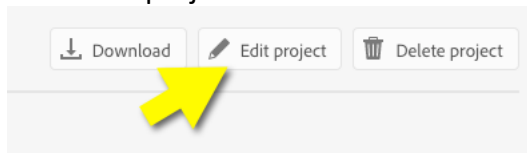
An Adobe System Administrator will create and configure an Adobe IO project to allow API authentication. This IO project will reference the previously created Product Profile.

Create the Project

1. Sign in to <https://console.adobe.io> and verify that the correct Adobe Organization is selected in the upper right corner
2. Click “Create new project”



3. Click “Edit project”



4. Give the project a new Title – **Siteimprove connector for Adobe Analytics** ...then click “Save”

Edit Project

Give your project a name. This name is for your reference only and can be changed later.

Project Title * 4

Siteimprove Connector for Adobe Analytics

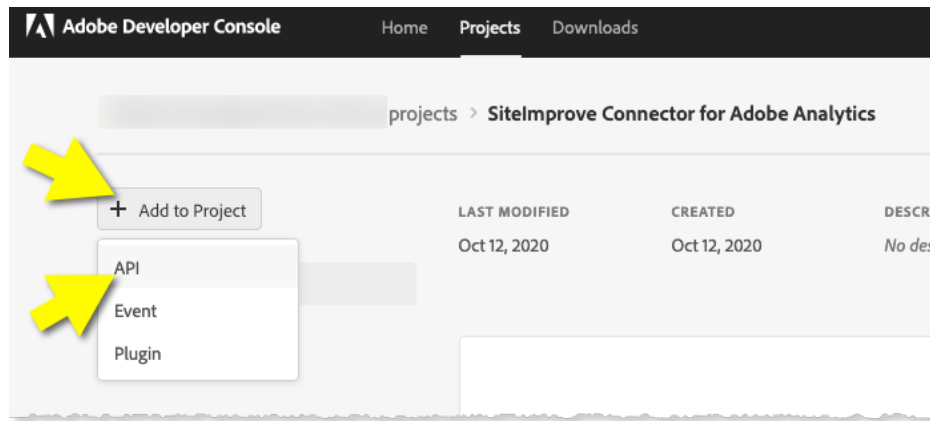
Description 1,000

Add a helpful description of your project

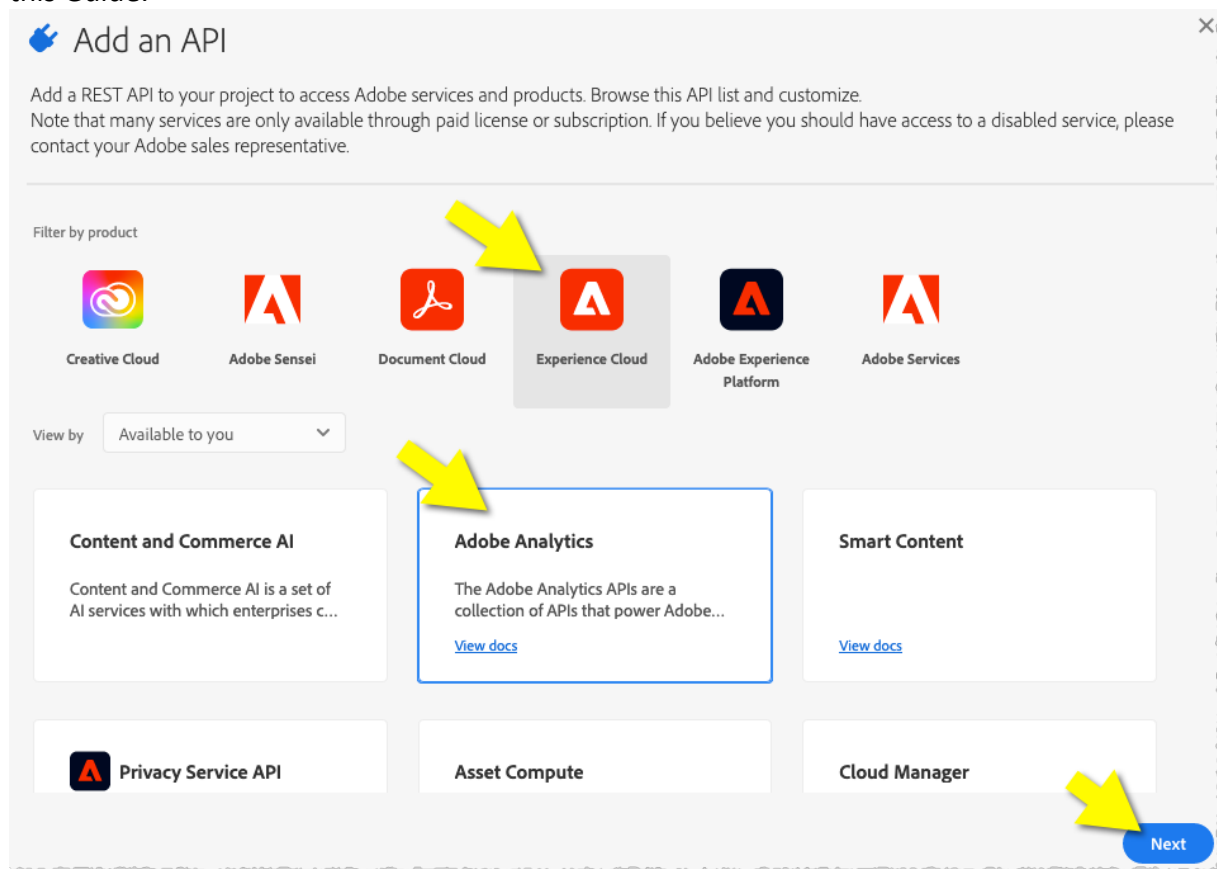
Cancel Save

Configure the API Service

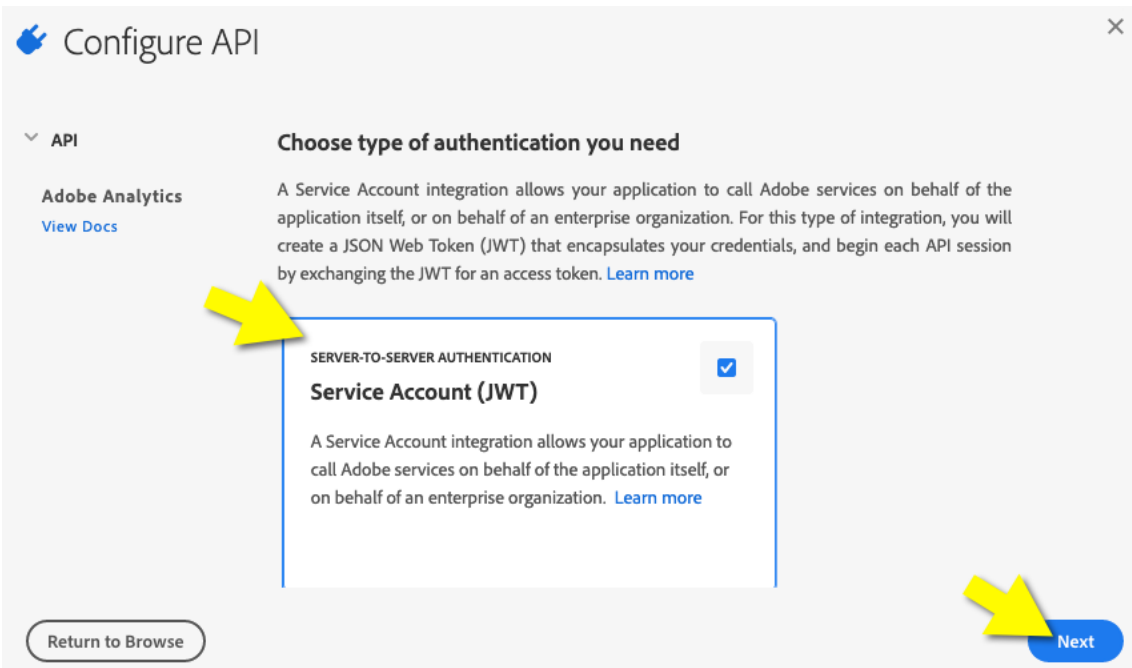
1. Click “Add to project” then choose “API”



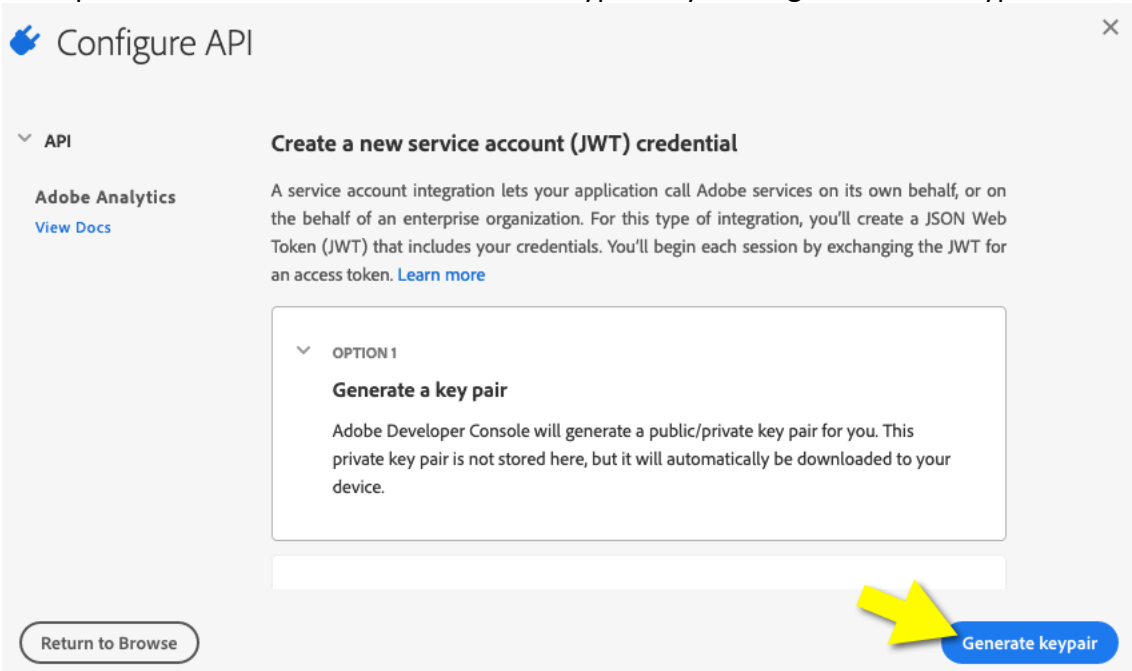
2. Click the “Experience Cloud” filter, then click on “Adobe Analytics”, then click “Next”. If you do not see Adobe Analytics available here, make sure you have all the correct rights as listed in the beginning of this Guide.



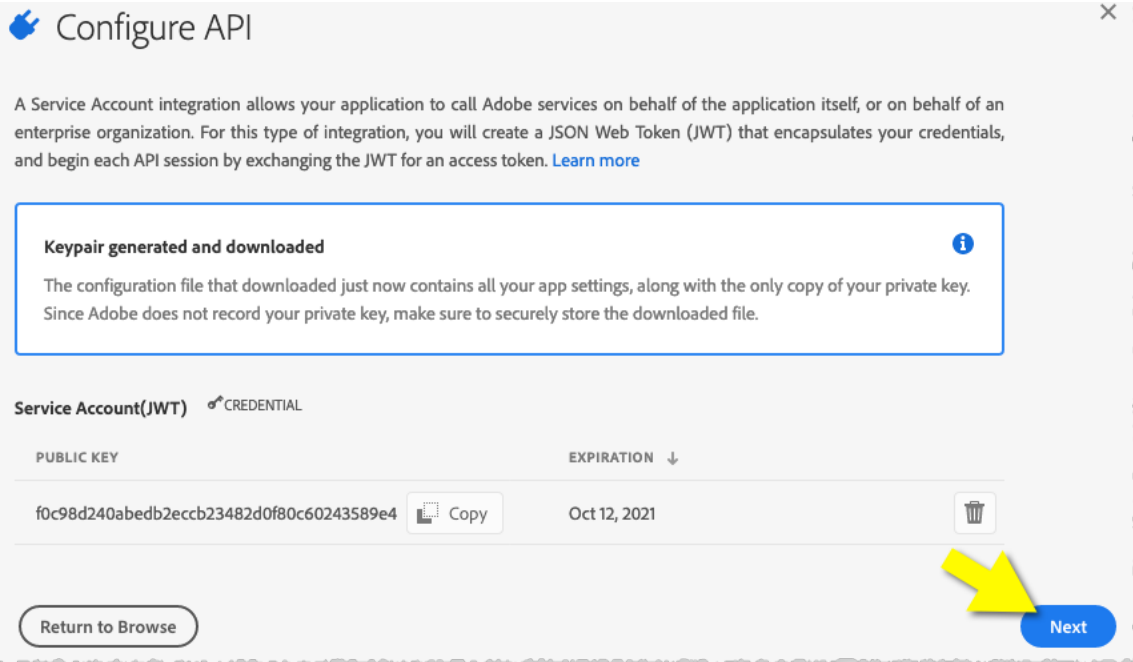
3. Click the “Service Account (JWT)” option, then click “Next”



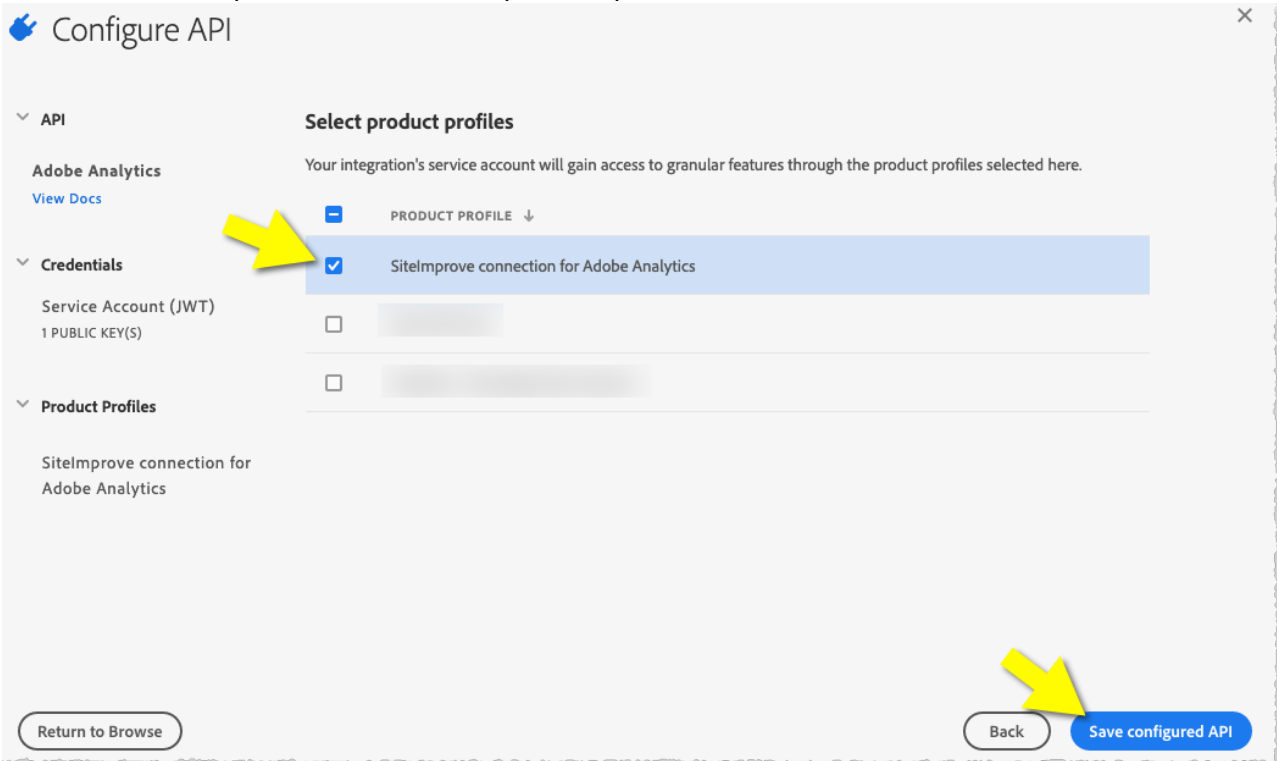
4. Use option #1 to have Adobe “Generate a keypair” by clicking “Generate keypair”



5. A keypair will be generated. Choose to save the keys (zip file) to a known folder on your local machine. This will usually be your Downloads folder by default.
6. Click “Next” to advance.



7. Select the “Siteimprove connection...” product profile, then click “Save...”



8. Click on “Service Account (JWT)” in left menu. You will see the authentication details to provide to Siteimprove. *Tip: use the “Copy” button to easily copy/paste into the Siteimprove UI*

+ Add to Project

Project overview

Insights

CREDENTIALS

Service Account (JWT)

APIS

Adobe Analytics

Credential detailsGenerate JWT

CLIENT ID

1043e01f614e4aeCopy

CLIENT SECRET

b84a74ed-b8d1--Copy

TECHNICAL ACCOUNT ID

8F61571D5F84I@techacct.adobe.comCopy

TECHNICAL ACCOUNT EMAIL

7ae555d3-6d54-4a8d-a446-795fa191cbd7@techacct.adobe.comCopy

ORGANIZATION ID

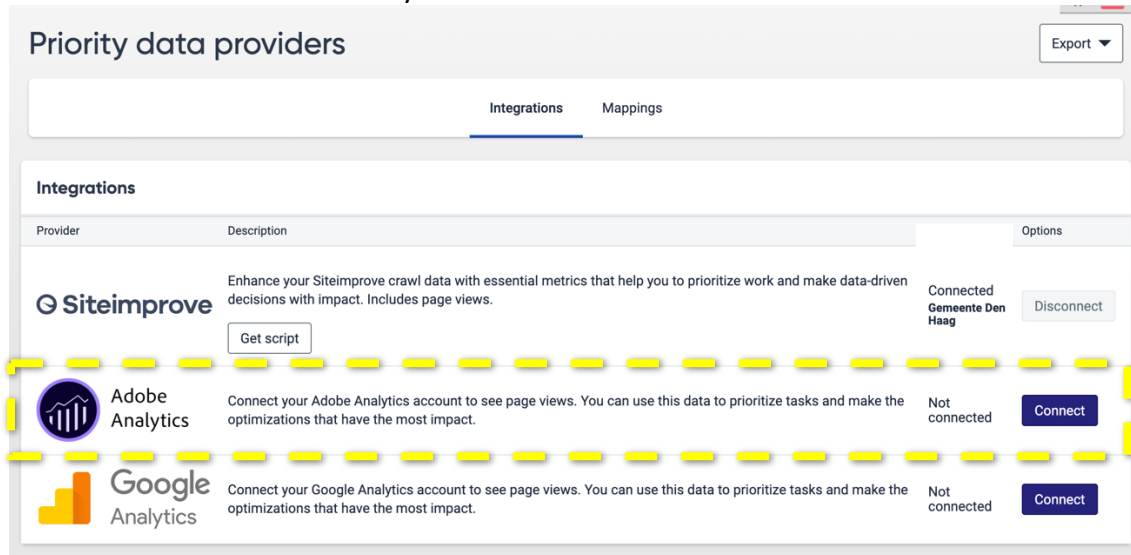
860762C25B@AdobeOrgCopy

9. The contents of the private.key file that was previously downloaded will also need to be provided to Siteimprove (in addition to the above items)

3. Siteimprove Connection Settings

Enable the connection within Siteimprove by providing the Adobe authentication details.

1. Sign in at <https://id.Siteimprove.com/Account/Login>
2. Navigate to Settings -> Content -> Priority data providers
3. Click “Connect” in Adobe Analytics line



4. Place the credentials you obtained from Adobe into the designated fields.



5. Upload the private key file you downloaded from Adobe into Step 3 (you will need to unarchive the downloaded file first) and press Connect.

Connect to Adobe Analytics

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Step 1

Connect the Siteimprove App to your Adobe account in Adobe Experience Manager. The integration guide explains how to get set up as well as how to create a Client ID, Client Secret, Technical Account ID and Organization ID.

Adobe Analytics integration guide

Step 2

Client ID ⓘ

34ec

Client Secret ⓘ

.....

Technical Account ID ⓘ

A14{

Organization ID ⓘ

6DDI

Step 3

Private key ⓘ

Choose file

private.key


Cancel

Connect

6. If the credentials are correct, you will receive a success message and after mapping the sites you want to see the data for, you should start to see the data in the platform within a few hours. If it takes longer than 24 hours, please reach out to technical support.

Connected

×

 Adobe Analytics

Connected

You can now map Adobe Analytics accounts

Cancel

Go to mappings