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.

IMORTANT: 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 <u>Adobe Admin Guide</u>, <u>Manage Products and Profiles</u> and <u>Manage developers</u>.

- 1. AdminConsole: Create a product profile System or Product Administrator;
- 2. AdminConsole: Manage configuration for product profile System or Product Administrator;
- 3. AdobelOConsole: 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 <u>https://adminconsole.adobe.com</u> 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.

Admin Console	Overview Produc	cts Users Account	Settings Suppo	ort
Experience Cloud	Mobe Ar	nalytics - Excha	nge Team Inte	ernal
Adobe Analytics	Details			
Adobe Audience Manager	Product Profiles Users	Admins		
Adobe Campaign Standard - https://exchangeinternal.campaig	Q Search			
Adobe Debug	🗌 NAME 🦆		ENTITLED USERS	LICENS
Adobe Experience Manager as a Cloud Service (3)	Analytics	- Exchange Team Internal	30	
Adobe Experience Platform	🗆 📚 Sean JWT	test	1	
Adobe Experience Platform Launch			< Previous	Next >

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"

	Details Servi	
Profile Name		
SiteImprove connection for Adob	e Analytics	
Display Name		
Name shown to users to recognize t	this product profile.	
Same as Profile Name		
Description		

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

Create a New Profile		
	Details Services	
Services		All on
Experience Cloud users will experience within the Experience Cloud will not	e the best results when all services are enabled. If service work.	s are disabled, many functions
O Triggers		0
Back		Cancet Done

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
 - a. 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.
 - b. Alternatively, if you want just selected reports to be available, cloick the "+" icon next to each report suite that should be accessible to the connector. The report suite will then move to the right panel.

Configure profile				
Report Suites Metrics	O Auto-include: Off			
Dimensions	Available Permission Items (8)		Included Permission Items	
Report Suite Tools	Q Search	🕂 Add all 人	Search	× Remove all
Analytics Tools	Cross-Industry Demo Data	+		
		+		
		+	Included permission show up h	

- 2. Metrics selection
 - a. 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.
 - b. 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*.
 - i. Page Views
 - ii. Visits

Report Suites	O Auto-include: Off		
Dimensions Report Suite Tools	Available Permission Items (1)	Included Permission Items (1)	× Remove all
Analytics Tools	Visits	+ Page Views	×

- 3. Dimensions selection
 - a. 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.
 - b. Alternatively, select the following dimensions by clicking the "+" icon next to each.
 - i. Page
 - ii. Page URL

Report Suites Metrics	Auto-include: Off			
Dimensions Report Suite Tools	Available Permission Items (1) Q page url ×	+ Add all	Included Permissio	on Items (1) 🗙 Remove all
Analytics Tools	Page URL	+	Page	×

- 4. Report Suite Tools selection
 - a. Move to the Report Suite Tools area and select the following tools by clicking on the "+" icon next to each.
 - i. Custom Data Warehouse Report

Report Suites Metrics	Available Permission Items (33) Q Search	+ Add all	Included Permission Items (1) Q. Search	× Remove all
Dimensions Report Suite Tools	Traffic Management (i)	+	Custom Data Warehouse Report 🧿	×
Analytics Tools	Report Suite Mgmt (i)	+		
	Account Summary (i)	+		
	URL Filters (i)	+		

- 5. Analytics Tools selection
 - a. Move to the Analytics Tools area and select the following tools by clicking on the "+" icon next to each.
 - i. Web Service Access

Report Suites	Available Permission Items (34)		Included Permission Items (1)	
Metrics	Q Search	+ Add all	Q Search	× Remove all
Dimensions			1	
Report Suite Tools	Server Call Usage	+	Web Service Access	×
Analytics Tools	Code Manager	+		
	Code Manager - Web Services	+		
	Logs	+		

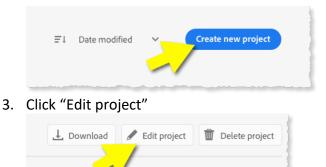
6. Click "Save" to complete the configuration process.

2. Adobe IO Console

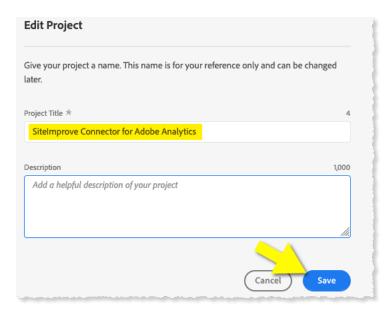
An Adobe System Administrator will create and configure an Adobe IO project to allow API authentication. This IO project will reference the previously created Product Profile.

Create the Project

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

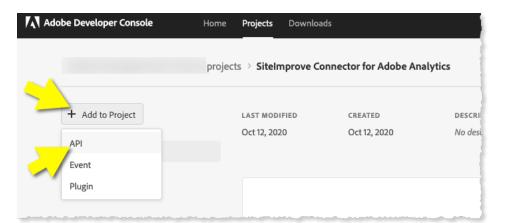


4. Give the project a new Title – *Siteimprove connector for Adobe Analytics* ...then click "Save"



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.

🗳 Add an API		×
Add a REST API to your project to access Adobe Note that many services are only available throu contact your Adobe sales representative.		list and customize. believe you should have access to a disabled service, please
Filter by product		
Creative Cloud Adobe Sensei Doc	rument Cloud Experience Cloud Add	obe Experience Adobe Services Platform
View by Available to you		
Content and Commerce Al	Adobe Analytics	Smart Content
Content and Commerce AI is a set of AI services with which enterprises c	The Adobe Analytics APIs are a collection of APIs that power Adobe. <u>View docs</u>	 <u>View docs</u>
Privacy Service API	Asset Compute	Cloud Manager
		Next

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

🗳 Configure A	PI	×
~ арі	Choose type of authentication you need	
Adobe Analytics View Docs	A Service Account integration allows your application to call Adobe services on behalf of the application itself, or on behalf of an enterprise organization. For this type of integration, you will create a JSON Web Token (JWT) that encapsulates your credentials, and begin each API session by exchanging the JWT for an access token. Learn more SERVER-TO-SERVER AUTHENTICATION Service Account (JWT) A Service Account integration allows your application to call Adobe services on behalf of the application itself, or on behalf of an enterprise organization. Learn more	
Return to Browse		Next

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

🐓 Configure AF	2	×
✓ API	Create a new service account (JWT) credential	
Adobe Analytics View Docs	A service account integration lets your application call Adobe services on its own behalf, or on the behalf of an enterprise organization. For this type of integration, you'll create a JSON Web Token (JWT) that includes your credentials. You'll begin each session by exchanging the JWT for an access token. Learn more	
	 OPTION 1 Generate a key pair Adobe Developer Console will generate a public/private key pair for you. This private key pair is not stored here, but it will automatically be downloaded to your device. 	
Return to Browse	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.

0 / II	tion to call Adobe services on behalf of the applicatio n, you will create a JSON Web Token (JWT) that enco for an access token. Learn more	
ф , ,	w contains all your app settings, along with the only co make sure to securely store the downloaded file.	i
vice Account(JWT) d*CREDENTIAL		
vice Account(JWT) ^{of} CREDENTIAL	EXPIRATION \downarrow	

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

Configure API			^	
~ арі	Select product profiles			
Adobe Analytics	Your integration's service account will gain access to granular features through the product profiles selected here.			
View Docs		PRODUCT PROFILE \downarrow		
✓ Credentials		SiteImprove connection for Adobe Analytics		
Service Account (JWT) 1 PUBLIC KEY(S)				
✓ Product Profiles				
SiteImprove connection for Adobe Analytics				
Return to Browse		Back Save configur	red API	

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*



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

Priority data providers			
	Integrations Mappings		
Integrations			
Provider	Description		Options
O Site improve Crawl data with essential metrics that help you to prioritize work and make data-dre decisions with impact. Includes page views.		Connected Gemeente Den Haag	Disconnect
Adobe Analytics	Connect your Adobe Analytics account to see page views. You can use this data to prioritize tasks and make the optimizations that have the most impact.	Not connected	Connect
Google Analytics	Connect your Google Analytics account to see page views. You can use this data to prioritize tasks and make the optimizations that have the most impact.	Not connected	Connect

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

Connect to Adobe Analytics			
Step 1 Connect the Siteimprove App to your Adobe account in Adobe Experi integration guide explains how to get set up as well as how to create Secret, Technical Account ID and Organization ID.	5		
Step 2 Client ID ⑦ Enter Client ID 图	3		
Client Secret ⑦ Enter Client Secret ④			
Technical Account ID ⑦ Enter Technical Accoun			
Organization ID Enter organization ID			
Private key ⑦ Choose file No file chosen	Cancel Connect		

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			
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 ⑦	34ec	ŝ	
Client Secret ⑦	•••••		
Technical Account ID ⑦	A14		
Organization ID ⑦	6DDI		
Step 3 Private key 🔊	Choose file private.key Cancel Conn	ect	

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	3			
Connected				
You can now map Adobe Analytics accoun	ts			
Can	Cel Go to mappings			