



# Integrating Adobe Analytics with Conductor

## Technical Information

Before beginning this integration, review the following information and prerequisites for your Adobe Analytics and Conductor instances.

### Adobe Prerequisites

To implement this integration, you must have the following:

- Adobe Analytics
- Adobe Data Warehouse

### Please note the following before you begin:

Because much of this configuration occurs in your organization's Adobe Data Warehouse instance, your team is responsible for creating these .csv files and for ensuring they are sent to Conductor at the specified weekly and monthly times.

### Information Security

Conductor does not collect personally identifiable information (PII) through the Adobe Analytics integration. You can learn more about Conductor's information security practices in this article.

### Process

This integration uses .csv files you configure Adobe Data Warehouse to send automatically to a SFTP server. After completing these instructions, you will have the following two (2) reports created for the integration, from which Conductor generates all of its content reports:

- One (1) page-level report sent weekly.
- One (1) page-level report sent monthly.

Once configured, Adobe Data Warehouse will automatically send these two files at regular intervals for Conductor to receive and create reports in the Conductor platform.



## Integration strategy

Depending on the way your organization reports on your web analytics with your Adobe instance, you might have to carefully plan how and why you choose to configure your integration or integrations.

For example, because of the way the Conductor platform reports data, each of these integrations must be configured for a single domain–search engine combination. If you have multiple domains in a Report Suite or multiple report suites to integrate, you'll need to carefully consider how to integrate those domains.

If your organization needs to create many integrations with Conductor to accommodate your organization's integration strategy, contact Conductor Customer Support before beginning. We'll want to work together to confirm the best way to accommodate your setup.

## How to set it up

### Get your Alias and Username

To create an integration, you'll need two required, unique identifiers from Conductor. Note that these integrations cannot be configured without these identifiers, and that Conductor must generate them for you.

#### Alias

The Alias is simply a unique identifier Conductor will generate specifically for your organization to use for configuring a new integration. Note that if you plan on creating multiple integrations, you may need multiple Aliases for each integration you plan to configure, depending on your Adobe configuration.

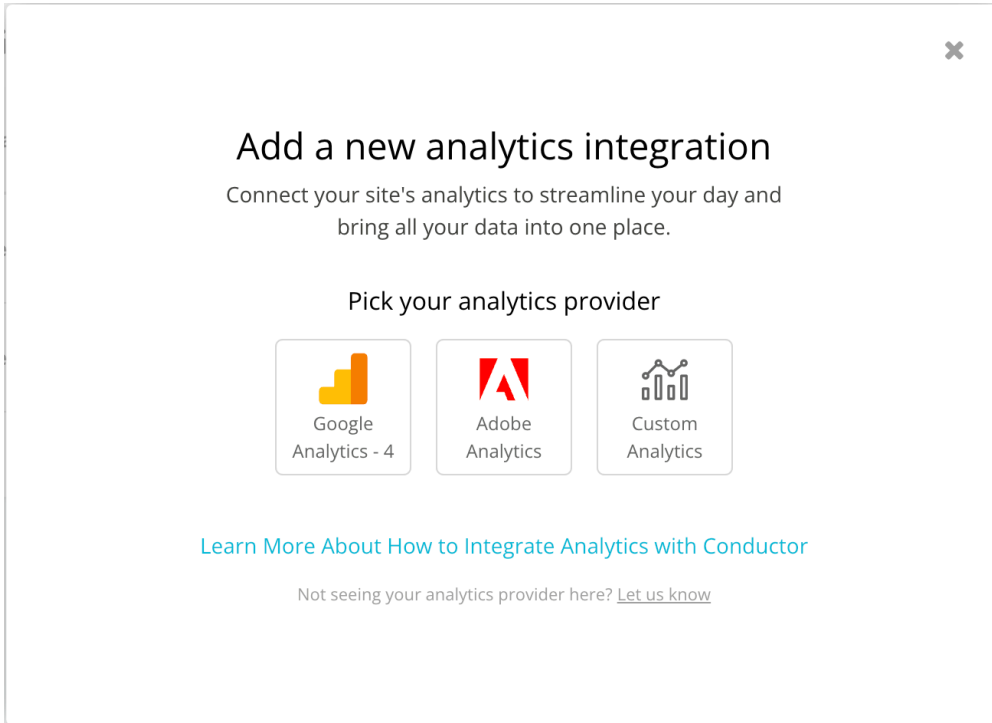
#### Username

The Username is a unique username to you when configuring the SFTP integration. Your organization needs only one Username. You can use it for any integrations you need to configure.

To get your Alias (or Aliases) and your Username:

1. Follow the path **Settings > Web Analytics** in Conductor.
2. Click **Add a New Integration**.

3. From the form, select **Adobe Analytics**.



×

### Add a new analytics integration

Connect your site's analytics to streamline your day and bring all your data into one place.

Pick your analytics provider

Google Analytics - 4

Adobe Analytics

Custom Analytics

[Learn More About How to Integrate Analytics with Conductor](#)

Not seeing your analytics provider here? [Let us know](#)

4. Click **Generate your Alias and Username**. The new integration configuration form appears, and your **Alias** and **Username** appear at the top. *Tip: copy your **Alias** and **Username** to a text editor file or keep this window open in your browser when you move onto your Adobe configuration described below.*
5. Complete the following fields in the integration configuration screen:
  - a. Add an **Integration Display Name**.
  - b. Choose one or more **Related Search Engines** to associate your data with.
  - c. Click **Save and Complete**.

**Integration Display Name**

This label helps you identify the integration in Conductor.

**Related Search Engine**

Select a search engine ^ Google (US / English) X

1 selected [Select all](#) | [Deselect all](#)

**Available**

- Google (Canada / English)
- Google (United Kingdom / English)
- Google (Australia / English)
- Google (US / English)
- Google (India / English)

analytics data.

on, the metrics you provide will appear here.

**Metrics** ^ **Display Name**  
Customize what this metric is called in reports

All Visits

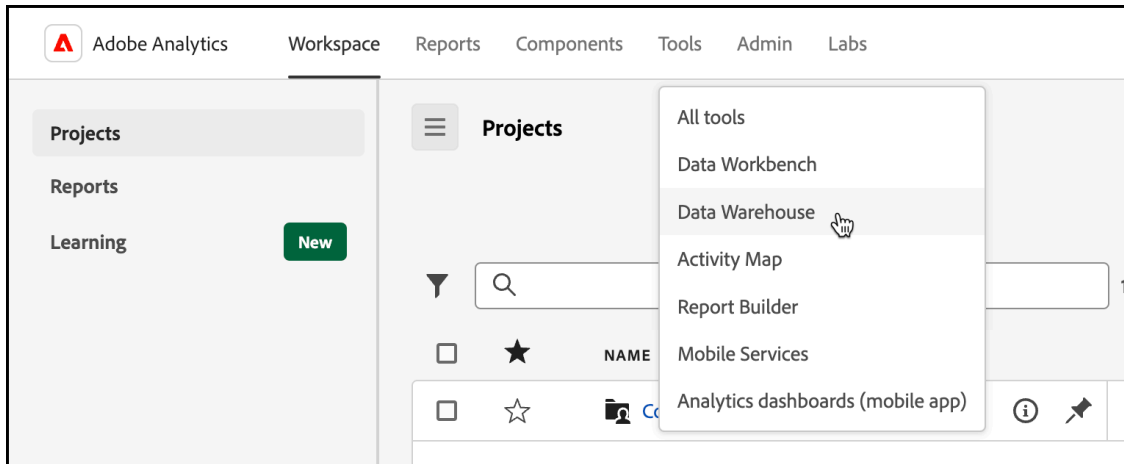
[Save and Complete](#) [Cancel](#)

## Configure Your First Request in Data Warehouse (Weekly Report)

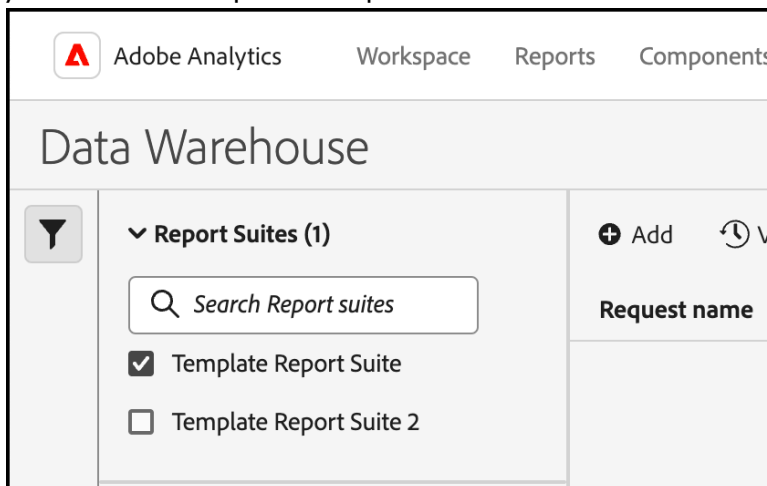
Now you're ready to create your new integration in Data Warehouse. Again, you'll perform these steps for each Adobe Report Suite you plan on integrating.

You'll create two new requests, which will become the reports you send to Conductor. First, you'll build the weekly page-level report, and then duplicate and modify it to create the monthly report. Then, you'll repeat this process for any remaining Report Suite Integrations.

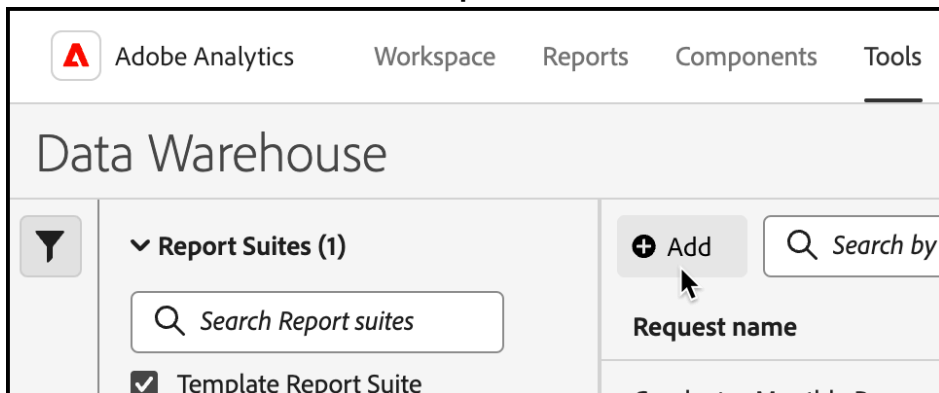
1. In **Adobe Analytics**, follow the path **Tools > Data Warehouse**.



2. In the upper-left, select and verify the Adobe **Report Suite** you want to use for this integration. Remember, if you have multiple Report Suites to integrate, you'll need to repeat this process for each.



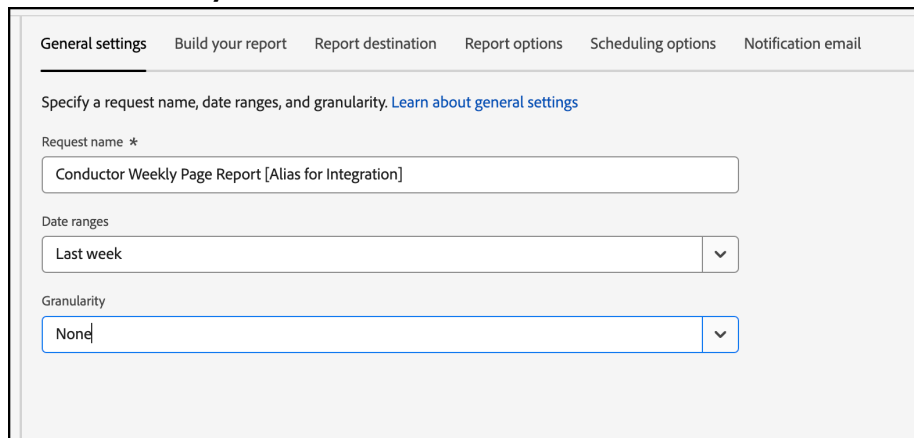
3. Click **Add to create the new request**.



4. Go to the **General settings** tab.
5. Complete the **General settings** tab as follows:

- **Request Name**

This can be anything, but you'll want to make the request identifiable. Consider using a name like "Conductor Weekly Report". However, if you are creating multiple requests for each Report Suite you are migrating, you'll want to make each request identifiable. Consider using a name like "Conductor Weekly Report – [Alias for integration]". This allows you to have an identifier unique to your integration for each request to distinguish your requests for one integration from another.
- **Date Ranges and Granularity**
  - If you report your weeks on a Sunday through Saturday cadence, select the **Last Week** option from the **Date Ranges** menu and from the **Granularity** menu, select **Weekly**.
  - If you report your weeks on a Monday through Sunday cadence, select the **Last Week** option from the **Date Ranges** menu and from the **Granularity** menu, select **None**.



The screenshot shows the 'General settings' tab of a report configuration interface. At the top, there are navigation tabs: 'General settings', 'Build your report', 'Report destination', 'Report options', 'Scheduling options', and 'Notification email'. Below the tabs, there is a heading: 'Specify a request name, date ranges, and granularity. [Learn about general settings](#)'. The form contains three main sections: 1. 'Request name \*' with a text input field containing 'Conductor Weekly Page Report [Alias for Integration]'. 2. 'Date ranges' with a dropdown menu set to 'Last week'. 3. 'Granularity' with a dropdown menu set to 'None'.

6. Go to the **Build your report** tab and select the following segments, metrics, and dimensions as follows:
  - **Segments**

If you want to segment the data sent to Conductor, you can choose a segment here.
  - **Metrics**

From the Metrics menu, select the following metrics, in order:

    - *Visits - All Visitors*
    - *Page Views*
    - *Visits*
  - **Metrics, continued**

Select any other metrics that you want to integrate into Conductor. In total, you can select up to 10 metrics to integrate into Conductor. These can be selected in any order.
  - **Dimensions**

Select the following reporting dimensions, in order:

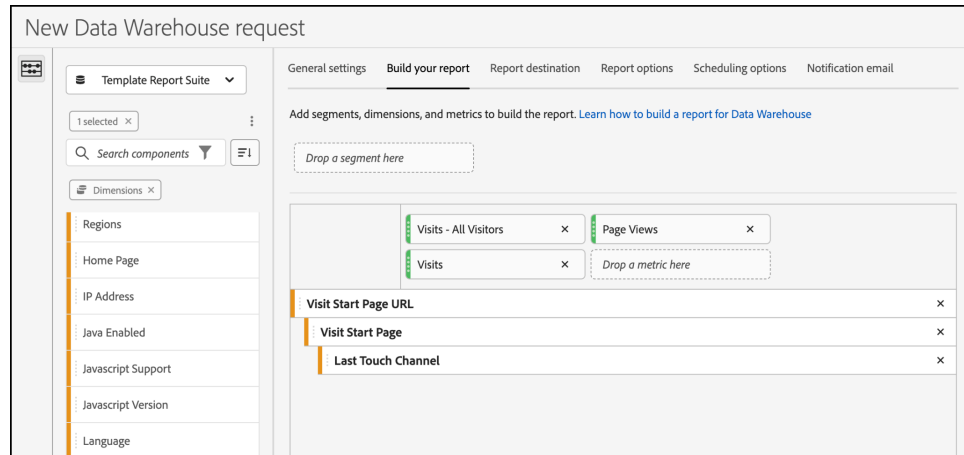


- Either *Page URL* or *Visit Start Page URL*:
  - Choosing *Page URL* means you'll be reporting on pages rolled up to their base URL—any URLs with query parameters, fragments (URLs with hashes), etc. are aggregated and reported on as one page. For most organizations, this is preferable because it simplifies their reporting to only one page. However, choosing Page URL means that when Conductor reports SERP data to the page—such as the keywords that rank for the page—it will do so only for the keywords that rank for the base URL. If other iterations of the URL happen to rank in search, that SERP data will not be included with the SERP data associated with the base URL.
  - Choosing *Visit Start Page URL* means you'll be reporting on each iteration of a URL—URLs with query parameters, fragments (URLs with hashes), etc. will each receive its own row. Because this means reporting on a give page is disaggregated, most organizations do not choose this option. However, unlike the Page URL option, all iterations of the base URL with query parameters, fragments, etc. that rank in search will have SERP data associated with them in Conductor. If your site drives significant traffic to parameterized pages through organic search, you might consider this option to take advantage of this SERP data in Conductor.
- *Visit Start Page*

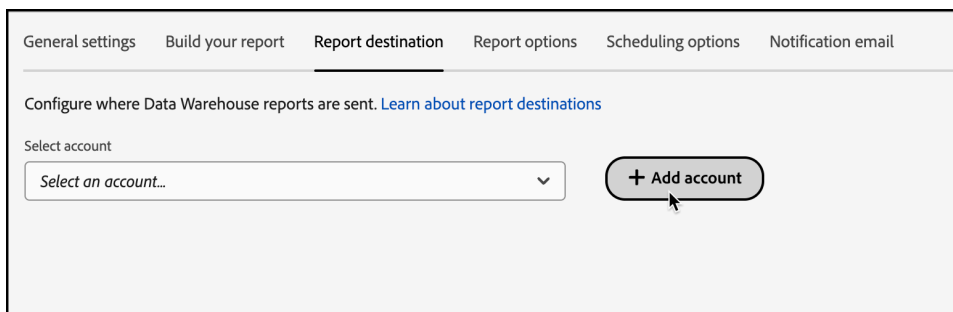
This item is optional—most Conductor customers do **not** choose to break down their data by Visit Start Page, and Conductor does not recommend this for your integration. Choose this option only if your organization wants to breakdown your data by Visit Start Page. If you choose not to breakdown by Visit Start Page, do not select this option.

Note that if you **do** choose this option it must be chosen in this order.

- *Last Touch Channel*



7. Go to the **Report destination** tab.
8. Click **Add account**.



9. From the **Account type** menu, select **SFTP**.
10. Add a name and description in the **Account name** and **Account description** fields. These will help you identify the destination in the future.
11. In the **Hostname** field, enter either of the following strings (do not include the quotation marks):
  - "adobe.conductor.com" for non-EU data residency
  - "adobe.eu.conductor.com" for EU data residency
12. In the **Username** field, enter the Username your organization received from Conductor earlier in this guide.



13. Click **Add account**.

### Add new account

Account type

SFTP

Account name \*

Example Account Name

Account description \*

Example Account Description

Hostname \* Port \*

adobe.conductor.com 22

Username \*

[your\_conductor\_username]

Use temporary file extension during upload ⓘ

#### Public keys

[Download RSA key](#) [Download DSA key](#)

Cancel **+ Add account**

14. Click **Add location**.

Configure where Data Warehouse reports are sent. [Learn about report destinations](#)

Select account

Example Account Name

**+ Add account**

Select location

Select a location...

**+ Add location**

There are no locations configured. Select "Add location" to create one.

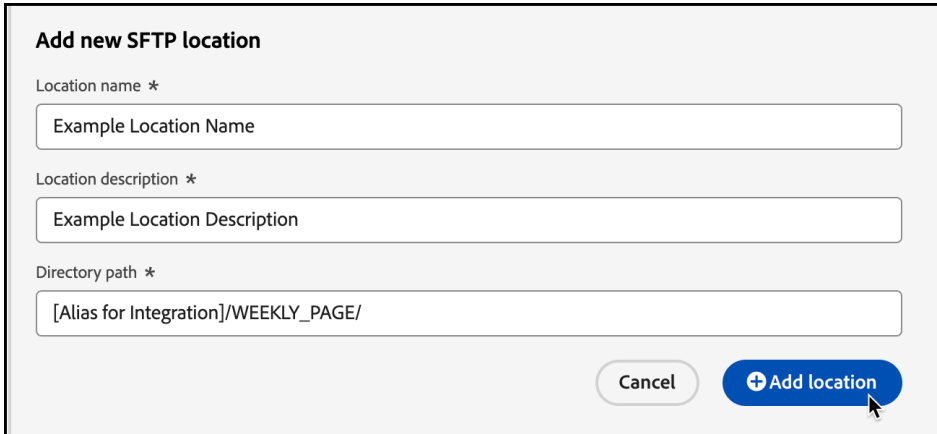
15. Add a **name** and **description** in the **Location name** and **Location description** fields. These will help you identify the destination in the future. *Note that this is especially important when you are creating multiple integrations with Conductor. Each location you add is tied to the specific web property and search engine you are integrating (represented by the Alias you generated earlier in these instructions). A distinct location name that includes the web property and search engine will help you tell these multiple integrations apart.*

16. In the **Directory path** field:

- Delete the forward slash in the field, if one appeared by default.

- Enter the path using the Alias your organization received from Conductor earlier in this guide. The format should be:  
*[Alias for integration]/WEEKLY\_PAGE/*

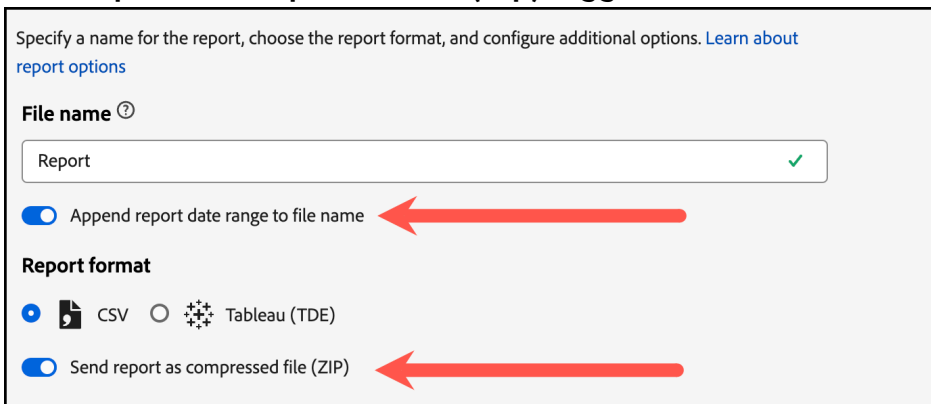
17. Click **Add location**.



18. Go to the **Report options** tab.

19. Leave the **File Name** field unchanged and select the **Append report date range to file name** toggle.

20. In the **Report format** section, ensure that **CSV** is selected, and then enable the **Send report as compressed file (.zip)** toggle.



21. Leave the **Report contents** and **Additional options** sections unchanged. Failure to leave these unchanged may result in integration failures.

22. Go to the Scheduling options tab, select Schedule for later and configure the fields as follows:

- If you report your weeks on a Sunday through Saturday cadence:
  - **Report frequency:** *Weekly*
  - **[Frequency] recurrence - every [X] week(s):** *1*
  - **Day of the week:** *Sunday*
  - **Starting on:** *[The next corresponding Sunday]*
  - **Time of day:** *2 AM*

- **End Delivery Options:** *Never end*

Send report now  
 Schedule for later

**Delivery frequency**

Report frequency

Weekly recurrence - every 1 week(s)

Day of the week

Starting on

Time of day

**End delivery options**

End on date  
 Occurrences limit  
 Never end

- If you report your weeks on a Monday through Sunday cadence:
  - **Report frequency:** *Weekly*
  - **[Frequency] recurrence - every [X] week(s):** *1*
  - **Day of the week:** *Monday*
  - **Starting on:** *[The next corresponding Monday]*
  - **Time of day:** *2 AM*
  - **End Delivery Options:** *Never end*

23. Go to the **Notification email** tab.

24. In the **Send notification email to** field, enter an email to which a notification will be sent every time the report is successfully delivered or fails for any reason. Confirm this email address is where you want these notifications to be sent.

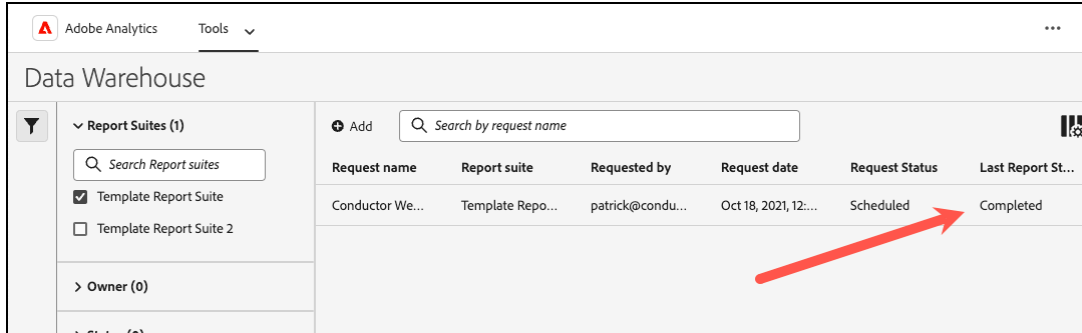
25. Click **Save request**.

Your Conductor Weekly Report is now configured. You can check its status in the Data Warehouse home.

For example, you can see whether the report was listed as:

- “Completed” when it successfully reached SFTP service.

- “Error” when it failed to send the request. In this case the issue might be in incorrect parameters or destination connectivity.



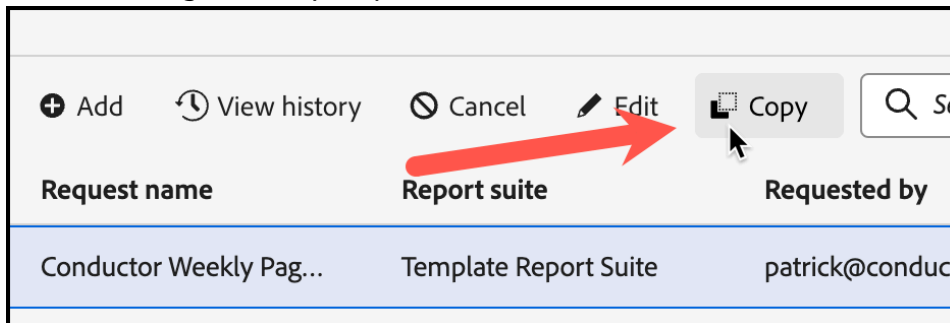
Request name	Report suite	Requested by	Request date	Request Status	Last Report St...
Conductor We...	Template Repo...	patrick@condu...	Oct 18, 2021, 12:...	Scheduled	Completed

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## Configure Your Second Request in Data Warehouse (Monthly Report)

To create your second Data Warehouse Request, you'll duplicate your Weekly Page Report, and then make adjustments to accommodate the specific needs of the remaining Request. To do so:

1. Go to **Data Warehouse** home.
2. Select your Conductor Weekly Page Report in the table and click **Copy** to create the remaining Monthly request.



Request name	Report suite	Requested by
Conductor Weekly Pag...	Template Report Suite	patrick@conduct

3. Make the changes associated with the second request listed in the table below.
4. Click **Save Request**.

Use this table to configure your remaining request. The table indicates the fields that require updates for the second Request. Fields not indicated in the table can remain as they are. Use the instructions above for reference.

**(Do not include the brackets in the values you enter. They appear here only to distinguish the variables you need to enter in the fields.)**



Location	Field	Change to...
General settings	<i>Request name</i>	“Conductor Monthly Page Report - [Alias for integration]” or similar
	<i>Date ranges</i>	Last Month
	<i>Granularity</i>	Monthly
Report destination	<i>Add location &gt; Directory path</i>	[Alias for integration]/MONTHLY_PAGE/
Scheduling options	<i>Monthly recurrence - every [x] month</i>	1
	<i>Day of the month</i>	1

## Repeat for Each Report Suite You Are Integrating

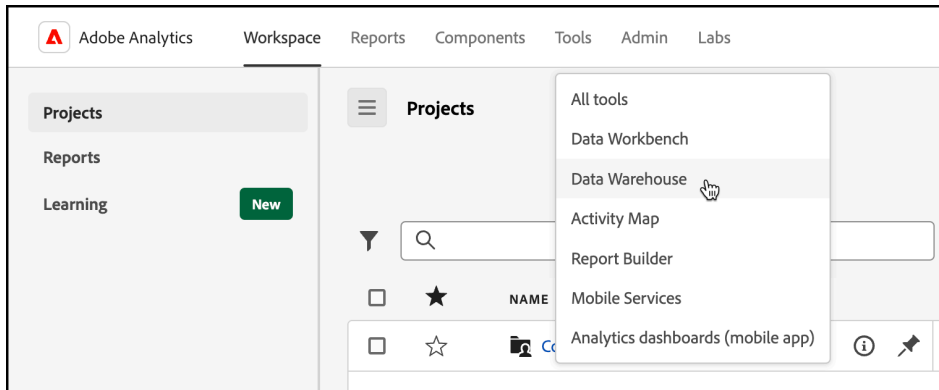
If you need to integrate more than one Report Suite, complete the instructions above for each Report Suite you need to integrate with Conductor.

## Updating integrations from Adobe's legacy UI

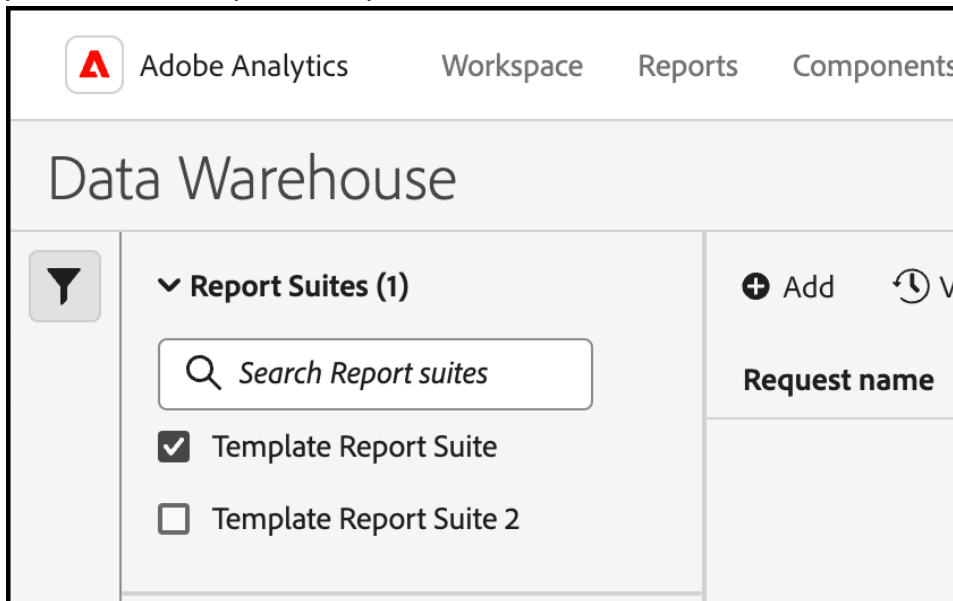
In November of 2023, Adobe updated their UI in Data Warehouse. Previously created requests in Adobe continue to be sent successfully to Conductor without incident. However, were you to update previously created requests (for example, to change your selected metrics), you do need to update some information in the existing request to be compatible going forward in the new UI.

To update your requests:

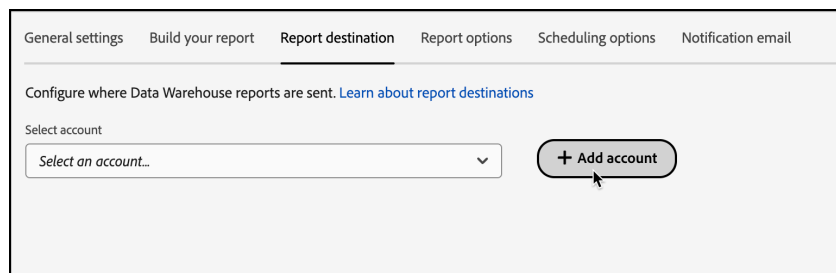
1. In **Adobe Analytics**, follow the path **Tools > Data Warehouse**.



2. In the upper-left, select and verify the Adobe **Report Suite** you want to use for this integration. Remember, if you have multiple Report Suites to integrate, you'll need to repeat this process for each.



3. For each existing Conductor request:
  - a. Select the request in the table and click **Edit**.
  - b. Go to the **Report destination** tab.
  - c. Click **Add account**.



- d. From the **Account type** menu, select **SFTP**.



- e. Add a **name** and **description** in the **Account name** and **Account description** fields. These will help you identify the destination in the future.
- f. In the **Hostname** field, enter either of the following strings (do not include the quotation marks):
  - "adobe.conductor.com" for non-EU data residency
  - "adobe.eu.conductor.com/" for EU data residency
- g. In the **Username** field, enter the Username your organization received from Conductor earlier in this guide.

**Add new account**

Account type  
SFTP

Account name \*  
Example Account Name

Account description \*  
Example Account Description

Hostname \*  
adobe.conductor.com

Port \*  
22

Username \*  
[your\_conductor\_username]

Use temporary file extension during upload ?

**Public keys**

[Download RSA key](#)   [Download DSA key](#)

Cancel   **+ Add account**

- h. Click **Add account**.
- i. Click **Add location**.

Configure where Data Warehouse reports are sent. [Learn about report destinations](#)

Select account  
Example Account Name   **+ Add account**

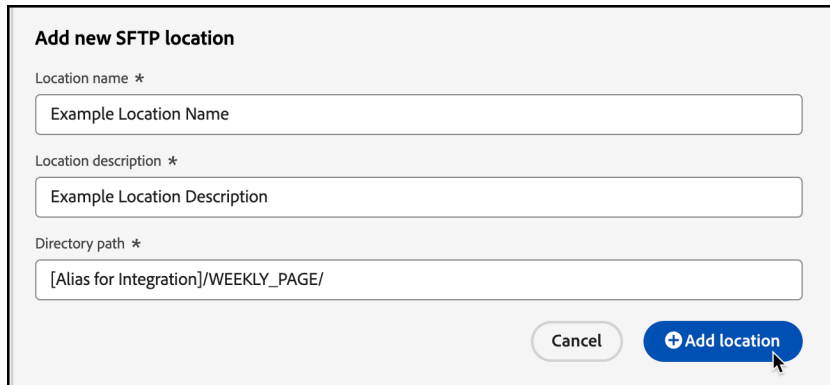
Select location  
Select a location...   **+ Add location**

There are no locations configured. Select "Add location" to create one.

- j. Add a **name** and **description** in the **Location name** and **Location description** fields. These will help you identify the destination in the future. *Note that this is especially important when you are updating multiple integrations with Conductor. Each location you add is tied to the specific web property and search engine you are integrating (represented*

by the Alias you use with these integrations). A distinct location name that includes the web property and search engine will help you tell these multiple integrations apart.

- k. In the **Directory path** field:
  - Delete the forward slash in the field, if one appeared by default.
  - Enter the path using the Alias your organization received from Conductor earlier in this guide. The format should be:  
*[Alias for integration]/WEEKLY\_PAGE/*
- l. Click **Add location**.



**Add new SFTP location**

Location name \*

Example Location Name

Location description \*

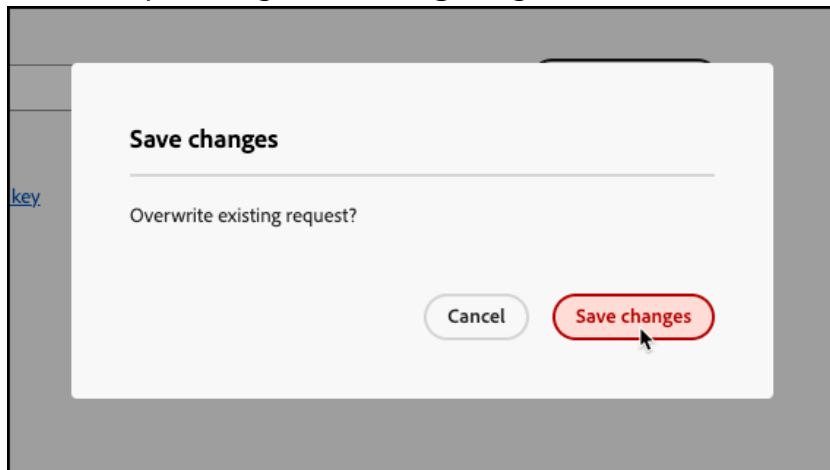
Example Location Description

Directory path \*

[Alias for Integration]/WEEKLY\_PAGE/

Cancel Add location

- m. Click **Save changes**.
- n. Confirm by clicking **Save changes** again.



**Save changes**

Overwrite existing request?

Cancel Save changes