

Adobe Analytics (SiteCatalyst)

Integration Guide



INTRODUCTION

This document describes the onboarding approach associated with onboarding a customer onto the Marin Search Marketer application and Adobe Analytics.

About the Adobe Analytics Integration:

Adobe Analytics is a web analytics solution that is used to track user engagement & actions across a web property. Marin Software can accept a daily feed from Analytics to populate SEM performance data within the Marin platform.

This document outlines:

- URL Requirements for Marin Software Tracking
- Conversion Type requirements for Marin Tracking
- How to configure Adobe Analytics *eVar* for Marin Tracking
- How to configure Adobe Analytics report to be sent to Marin FTP
- QA steps for ensuring successful integration

Integration Scope and Caveats:

The following should be taken into consideration before beginning a *Analytics* integration:

- The client must have the ability to make changes to the *Analytics* master JS file (“s_code.js”).
- The client may need to set up a new Custom Ecommerce Variable (“eVar”) to pass the Marin keyword-level tracking information into Marin Software.
- Client must be willing to edit keyword and creative URLs with a 100+ character tracking query string for all search accounts.
- Customer will need access or resource to configure *Analytics* profile.
- Customer will use *Analytics* Date of Conversion attribution.

CLIENT CONFIGURATION SETTINGS

Adobe Analytics Configuration

To import conversions from Adobe Analytics you will need to set up a new Adobe Analytics Custom Ecommerce Variable (or eVar) across the client website and parse off of the “*mkwid*” or other specified tracking variable. Once configured, you will need to setup an automated Adobe Analytics Conversion metric report to be sent to Marin daily via FTP delivery.

The following steps are required to integrate Adobe Analytics conversion metrics into Marin:

1. Configure an eVar custom variable in Adobe Analytics called ***mkwid***
2. Deploy the new eVar custom variable into the Adobe Analytics “s_code.js” JavaScript

3. Configure Adobe Analytics for automated report delivery

Please visit the below link for a step by step explanation of how to configure the Analytics *Evar*:

Adobe Analytics eVar Configuration Guide:

https://docs.google.com/document/d/1BRDw7qu_oGBkXuoPINgggSXXkq05n6qrCtczBwCB4A7k/edit?usp=sharing

URL TEMPLATE STRUCTURE

In order for Marin to attribute conversions/revenue, tracking templates must be set with the following recommended settings. Note that product id can be left out if you do not have shopping campaigns. Marin recommends using account level tracking templates, but clients can elect to place templates at any level.

Google		URL Builder	
Tracking Templates			
Level	Settings		
Account	Redirect Settings	OFF	
	Landing Page	{ purl }&mkwid={ifsearch:s}{ifcontent:c}{_mkwid}_pcrid_{creative}_pkw_{keyword}_pmt_{matchtype}_pdv_{device}_slid_{_slid}_product_{product_id}_pgrid_{adgroupid}_ptaid_{targetid}_	
Google Custom Parameters			
Level	Name	Value (2048 max chars)	
Keyword, Product Group and/or Placement	{_mkwid}	[uniq_id]	
Sitelink	{_slid}	[uniq_id]	
Bing		URL Builder	
Tracking Templates			
Level	Settings		
Account	Redirect Settings	OFF	
	Landing Page	{ purl }&mkwid={_mkwid}_pcrid_{adid}_pkw_{keyword}_pmt_{bidmatchtype}_pdv_{device}_slid_{_slid}_product_{productid}_pgrid_{adgroupid}_ptaid_{targetid}_	
Bing Custom Parameters			
Level	Name	Value (2048 max chars)	
Keyword, Product Group and/or Placement	{_mkwid}	[uniq_id]	
Sitelink	{_slid}	[uniq_id]	

Yahoo Gemini		Created under Generic URL Builder Settings	
Levels	Settings		
Account	Redirect Settings	Off	
	URL Parameters Name	Required Params	

URL Parameters Value	mkwid={ifsearch:s}{ifcontent:c}[uniq_id]_pcrid_{creative}_pkw_{keyword}_pmt_{bidmatchtype}_pdv_{device}_
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- Gemini keyword URLs are tagged via Auto Correct. This process involves stripping your URLs in Gemini leaving the base landing page and syncing to Marin. This will allow Auto Correct to re-apply tracking and sync it back to Gemini. Creatives have full bi-directional sync.

The following settings will be enabled in Marin’s URL Builder:

Auto URL Correction Settings	
Auto URL Correction	On

The following table illustrates the values that will be substituted using when using Marin variable insertion.

Insertion Variable	Function
{_mkwid}	Custom parameter that applies an 8 character unique alpha-numeric ID used for keywords and product groups
{creative}	Publishers external creative ID
{keyword}	Keyword name
{matchtype}/{bidmatchtype}	Inserts the publisher specific match type values
{device}	Inserts the device being used. C for computer, M for mobile or T for Tablet.
{_slid}	Custom parameter ID for sitelink level tracking
{product_id}/{productid}	Used for sku level attribution on product groups.
{adgroupid}	Inserts the external group id for more accurate revenue attribution
{targetid}	Used for Audience level tracking

ID PARSER SETTINGS

The following settings under keyword ID parsing will need to be configured in the Marin application:

Parameter Type	Parameter Name	Stop Character
Tracking ID	mkwid	_
Sitelink	slid	_
Creative ID	pcrid	_
Keyword Text	pkw	_
Match Type	pmt	_
Device Type	pdv	_
Product ID	product	_

CONVERSION TYPES

The customer must specify the conversion types they wish to bring into Marin from Adobe. The following considerations need to be taken into account when choosing conversion types to bring into Marin Software.

Instructions for procuring Conversion Types from *Analytics*:

If you have multiple conversion types setup in Marin, ensure that these conversion types have been added to the Analytics report as **metrics**. For example, if you have “Newsletter Subscriptions” and “Catalog Requests” setup as Conversion Types in Marin, be sure to include these as conversion metrics in your Analytics report.

Conversion Type Considerations:

1. What is the Conversion Type Name?
2. What does the Conversion Represent?
3. Will you be optimizing/bidding on this conversion?

Conversion Type	Conversion Type ID (case sensitive)	Date of Click/Conv	One/Many Per Click	Add Conv. to Total	Add Rev. to Total
Format: <i>[Name] ([Integration])</i>	<i>Lead</i>	<i>both</i>	<i>many</i>	<i>no</i>	<i>no</i>
Ex: <i>Purchase (Analytics)</i>	<i>purchase</i>	<i>both</i>	<i>one</i>	<i>yes</i>	<i>yes</i>

INTEGRATION REQUIREMENTS

The following are technical specifications and considerations for implementing this integration.

Feed FTP Credentials

FTP Address	integration.marinsoftware.com
Login	ftp.adobeanalytics@[clientname].marinsoftware.com
Password	{TBD}
Directory	./{tracker-ID}/revenue-adobeanalytics/

File & Delivery Specifications

File Name Format	bulkrevenue_{vendor}_{customer}_{YYYYMMDD}.csv <i>Note that the date can either be inserted as a separate column in your Adobe file or set within the filename.</i>
Example	<i>bulkrevenue_marinsoftware_cid1243_20130116.csv</i>
File Format	Comma-separated
Delivery Interval	Daily
Delivery Time Zone	Select 3am of MCA time zone (preferred time)

Data & Processing Specifications

Upload Mode	Overwrite
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Data Lifespan in File	Daily – after 1am (will contain 24hrs 1am to 1am)
Attribution Date	Date of conversion
Attribution Lookback	30 day (This is the typical cookie length. Choose a length of time which will capture at least 90% of your orders.)
Attribution Model	Last Click Attribution (Recommended but others may be applicable)

Field Specifications

The feed file will have the following Headers and Columns:

Header:	Date	Marin eVar	Conversion Name (E.g. Sale)	Revenue Name (E.g. Sale Rev)
Description :	Click OR Conv Date	MKWID parameter containing all the parameters from the tracking template	Conv. Count for the conversion	Revenue amount for the conversion
Data Type:	YYYY-MM-DD	String	Integer	Float
Sample:	2018-01-16	s12345678_pcrd_987654321_pkw_cars_pmt_b_pdv_c_sli_d_22334455_product_55667788_pgrid_33332222_ptaid_99887766_	3	21.99

Note that Marin supports functionality for decimal values using a period or comma for revenue.

CHECKLIST

Step	Task	Owner	Dependencies
1	Marin Account is setup and configured	Marin / Client	
2	Marin Connect mapping location is created and FTP/Email credentials are sent to client	Marin	
3	Define the Conversion Events to be tracked in Analytics	Client	
4	Configure conversion types in Marin	Marin/ Client	3
5	Configure Analytics eVar	Client	
6	URL Builder is set and Templates are synced	Marin / Client	
7	Client is submitting Analytics report to Marin Connect location in required format (.csv or .txt)	Marin / Client	1, 2, 3, 4, 5, 6
8	Custom mapping is setup correctly and conversions/revenue are attributing	Marin / Client	7
9	Sign off from Client, upon approval of data validation	Marin	8
10	Transition Client to their Client Services Team	Marin	9

QA AND TROUBLESHOOTING

The following are instructions for QA and Diagnosing issues.

- Once the integration is complete, if for any reason the Adobe file sent to Marin changes in any way (new columns, column changes), you will need to let your account manager know as the mapping may need to be updated by Marin's Professional Services team or the file may fail.
- Marin Software is not responsible for retrieving non-delivered reports. The client will need to send again if reports do not come in.