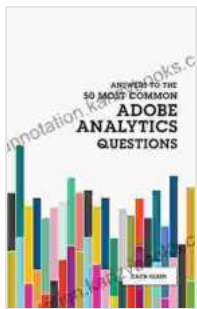


# Answers to the 50 Most Common Adobe Analytics Questions

Adobe Analytics is a powerful web analytics platform that can provide businesses with valuable insights into their website traffic and user behavior. However, getting started with Adobe Analytics can be a daunting task, especially for those who are new to web analytics.



## Answers To The 50 Most Common Adobe Analytics Questions by Zach Olsen

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To help make the process easier, we've compiled a list of the 50 most common Adobe Analytics questions, along with their answers.

## Implementation

### 1. How do I implement Adobe Analytics on my website?

There are two ways to implement Adobe Analytics on your website: using the JavaScript tag or the Adobe Experience Platform Launch

extension. The JavaScript tag is the more traditional method, while the Launch extension is a newer, more user-friendly option.

## 2. **What is the JavaScript tag?**

The JavaScript tag is a piece of code that you add to your website's HTML code. This code loads the Adobe Analytics tracking library onto your website and allows it to collect data.

## 3. **What is the Adobe Experience Platform Launch extension?**

The Adobe Experience Platform Launch extension is a browser extension that allows you to manage all of your Adobe Experience Cloud tags, including Adobe Analytics, in one place. This extension makes it easy to add, remove, and update tags without having to edit your website's code.

## 4. **Which implementation method should I use?**

If you are comfortable editing your website's code, then you can use the JavaScript tag. However, if you prefer a more user-friendly option, then you should use the Adobe Experience Platform Launch extension.

## 5. **How do I track page views in Adobe Analytics?**

To track page views in Adobe Analytics, you need to add the following code to your website's HTML code, just before the closing tag:

```
<script> s.t(); </script>
```

## **Data Collection**

## 6. **What data does Adobe Analytics collect?**

Adobe Analytics collects a wide range of data, including website traffic data, user behavior data, and conversion data. This data can be used to track website performance, identify user trends, and measure the effectiveness of marketing campaigns.

## 7. **How does Adobe Analytics collect data?**

Adobe Analytics collects data using a variety of methods, including cookies, JavaScript tags, and server-side tracking. Cookies are small files that are stored on a user's computer and contain information about their browsing history. JavaScript tags are pieces of code that are added to a website's HTML code and collect data about user behavior. Server-side tracking is a method of collecting data that is stored on a web server.

## 8. **Can I control what data Adobe Analytics collects?**

Yes, you can control what data Adobe Analytics collects by configuring your tracking settings. You can choose to collect all data, only certain types of data, or no data at all.

## 9. **How do I set up custom events in Adobe Analytics?**

To set up custom events in Adobe Analytics, you need to use the Events workspace. This workspace allows you to create and manage custom events, which are specific actions that you want to track on your website.

## 10. **How do I track clicks on a button in Adobe Analytics?**

To track clicks on a button in Adobe Analytics, you need to add the following code to the button's HTML code:

```
<button onclick="s.tl(this, 'o', 'Button Click');">Click  
Me</button>
```

## **Analysis**

## 11. **How do I create a report in Adobe Analytics?**

To create a report in Adobe Analytics, you need to use the Reports workspace. This workspace allows you to create and manage custom reports, which are visualizations of your data.

## 12. **What types of reports can I create in Adobe Analytics?**

You can create a wide range of reports in Adobe Analytics, including traffic reports, user behavior reports, and conversion reports. These reports can be used to track website performance, identify user trends, and measure the effectiveness of marketing campaigns.

## 13. **How do I segment my data in Adobe Analytics?**

To segment your data in Adobe Analytics, you need to use the Segmentation workspace. This workspace allows you to create and manage segments, which are groups of users that share common characteristics.

## 14. **What are some common segmentation methods in Adobe Analytics?**

Some common segmentation methods in Adobe Analytics include:

- Demographic segmentation
  - Geographic segmentation
  - Behavioral segmentation
  - Conversion segmentation
- **How do I create a custom calculation in Adobe Analytics?**

To create a custom calculation in Adobe Analytics, you need to use the Calculations workspace. This workspace allows you to create and manage custom calculations, which are mathematical expressions that can be used to derive new insights from your data.

## **Reporting**

### 16. **How do I schedule a report in Adobe Analytics?**

To schedule a report in Adobe Analytics, you need to use the Scheduling workspace. This workspace allows you to create and manage scheduled reports, which are reports that are automatically sent to you on a regular basis.

### 17. **How do I share a report in Adobe Analytics?**

To share a report in Adobe Analytics, you need to use the Sharing workspace. This workspace allows you to create and manage shared

reports, which are reports that can be accessed by other users.

## 18. **How do I export a report in Adobe Analytics?**

To export a report in Adobe Analytics, you need to use the Export workspace. This workspace allows you to export reports to a variety of formats, including PDF, Excel, and CSV.

## 19. **What are some tips for creating effective Adobe Analytics reports?**

Here are some tips for creating effective Adobe Analytics reports:

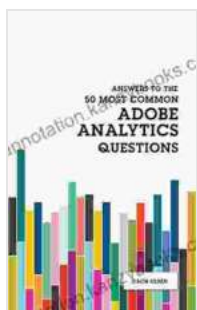
- Define your audience
  - Choose the right metrics
  - Use clear and concise visuals
  - Tell a story with your data
- **How can I improve my Adobe Analytics reporting skills?**

There are a number of ways to improve your Adobe Analytics reporting skills, including:

- Take training courses
- Read articles and blog posts
- Attend webinars and conferences
- Practice regularly

Adobe Analytics is a powerful tool that can provide businesses with valuable insights into their website traffic and user behavior. By understanding the answers to the 50 most common Adobe Analytics questions, you can get started with using this tool and start making better use of your data.

If you have any additional questions about Adobe Analytics, please don't hesitate to contact us.



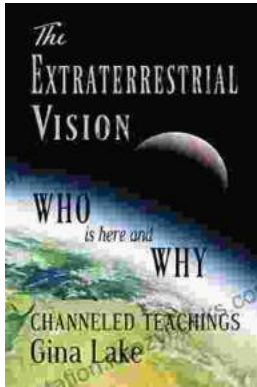
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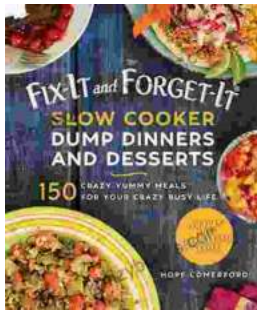
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