

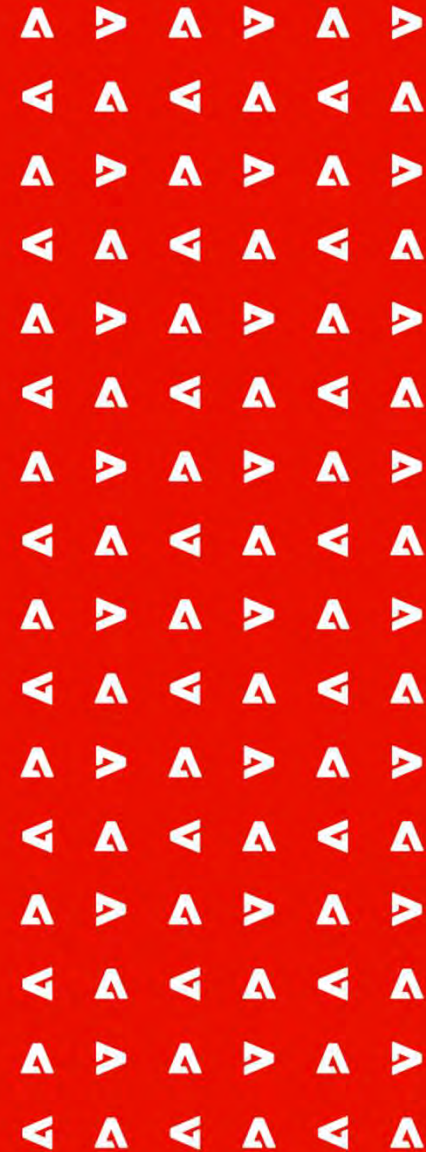


at&t



Customer Journey Analytics Hands-on Lab - Day 1

February 27, 2024



Adobe Hands-on Labs

Interactive Customer Journey Analytics workshop for up to 25 attendees showcasing an Adobe product allowing customers hands-on access to the technology.



Customer Journey Analytics Hands-on Lab

Overview

Remote session designed to give your team hands-on experience in Customer Journey Analytics and its services through a series of easy-to-follow use cases.

High-level Agenda

Day 1

- Experience Platform Overview
- Experience Data Model (XDM)
- Data Ingestion
- Governance
- Data Distiller
- APIs

Day 2

- CJA Overview
- Connections & Data Views
- Analysis Workspace
- Attribution IQ
- Audience Publishing
- Adobe Product Analytics

Audience

- Marketers
- IT / Tech Owners
- Data Architects / Engineers

Activities

- Guided hands-on exercises
- UI walkthroughs
- Q & A with Experts

Deliverables

- Adobe demo instance for the hands-on lab
- Step by step instructions for lab exercises and session recording

Note: Access to Adobe instance only during HOL session.

Day 1 Agenda

*IT / Data Architects /
Tech Owners: Focus
on AEP Technical
Foundations & Data
Governance*



Topic	Description	Time	Experience
Introductions & User Access	Team & customer intros + ensure all users have access to AEP sandbox	15 mins	
Data Collection in AEP	Introduction to data ingestion methodologies within AEP	15 mins	Talk track and UI walkthrough • Source connectors • Batch & streaming options
XDM Semantics	Understanding the Experience Data Model (XDM)	60 mins	Talk track and hands-on exercise • Creating schemas, field groups, datasets • Batch data ingestion
Break		15 mins	
Data Governance	Understanding data labeling and policies, privacy & consent, user access & sandbox management	30 mins	Talk track and hands-on exercise • Creating data labels • Creating policies
Data Distiller	Query Service in AEP	15 mins	Talk track and UI walkthrough
Break		10 mins	
APIs	Overview of APIs	10 mins	Talk track & demonstration • Create data inlet & stream CRM data to profile
Q&A and Day 1 Wrap Up		15 mins	

Today's Presenters:



Brian Collery
Practice Lead
Technical Validation



Eli Stevens
Practice Lead
Technical Validation

Lab Access



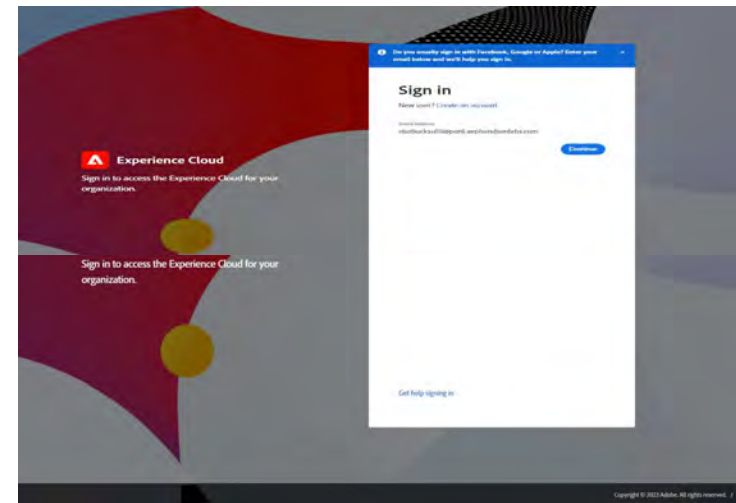
IMPORTANT: Start in a new Incognito / Private Browser



GOOGLE / WIRED

Lab Access

- Log in to Adobe Experience Cloud
 - <https://experience.adobe.com/>
 - Email address: **attcjaholu##@pot5.aephandsonlabs.com**
 - Password: **ATTCJA\$Feb2024**



HOL Login Assignments for Active Participants

#	Name	Login	Password
1	Kirsten Leong	attcjaholu01@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
2	Brock Boyd	attcjaholu02@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
3	George Hoffman	attcjaholu03@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
4	Fletcher Whiting	attcjaholu04@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
5	Sambit Sourav	attcjaholu05@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
6	Blake Hollingsworth	attcjaholu06@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
7	Pinak Bhende	attcjaholu07@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
8	Rockel Williams	attcjaholu08@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
9	Ken McWilliams	attcjaholu09@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
10	Redhwan Ahmed	attcjaholu10@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
11	Mikayla Vogt	attcjaholu11@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
12	Danny Black	attcjaholu12@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
13	Neil Jackson	attcjaholu13@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
14	Jonathan Cromer	attcjaholu14@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
15	Mark Pursley	attcjaholu15@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
16	Bradley Green	attcjaholu16@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
17	Jody Leblanc	attcjaholu17@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
18	Bobby Taylor	attcjaholu18@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
19	Hong Li	attcjaholu19@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
20	Sandhya Ganta	attcjaholu20@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
21	Amit Mitter	attcjaholu21@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
22	Open	attcjaholu22@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
23	Open	attcjaholu23@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
24	Open	attcjaholu24@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
25	Open	attcjaholu25@pot5.aephandsonlabs.com	ATTCJA\$Feb2024

Reminders as we get started

- This lab is conducted in a demo environment using customized machine generated data that attempts to mimic user behavior
 - Lab participants will all access to the same sandbox
 - Data used for reporting originates from small datasets
 - It will not contain data representative of a full-scale production system

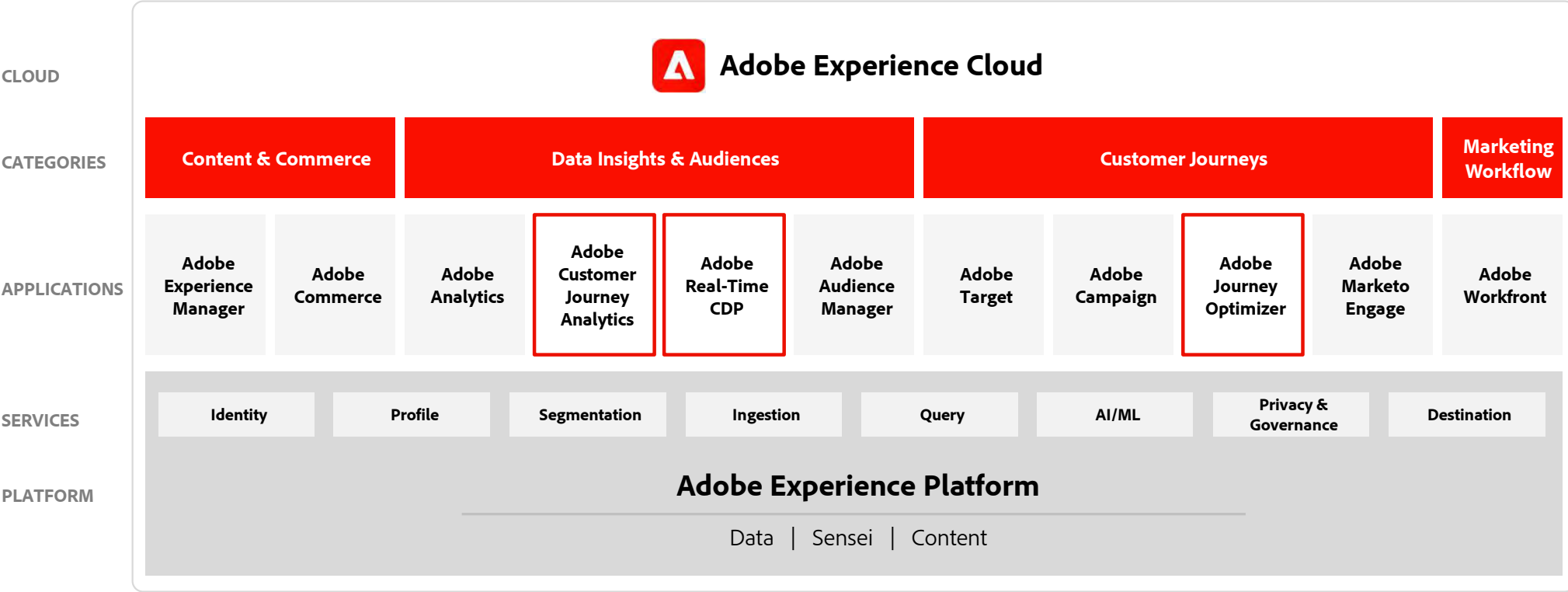


Adobe Experience Platform Overview

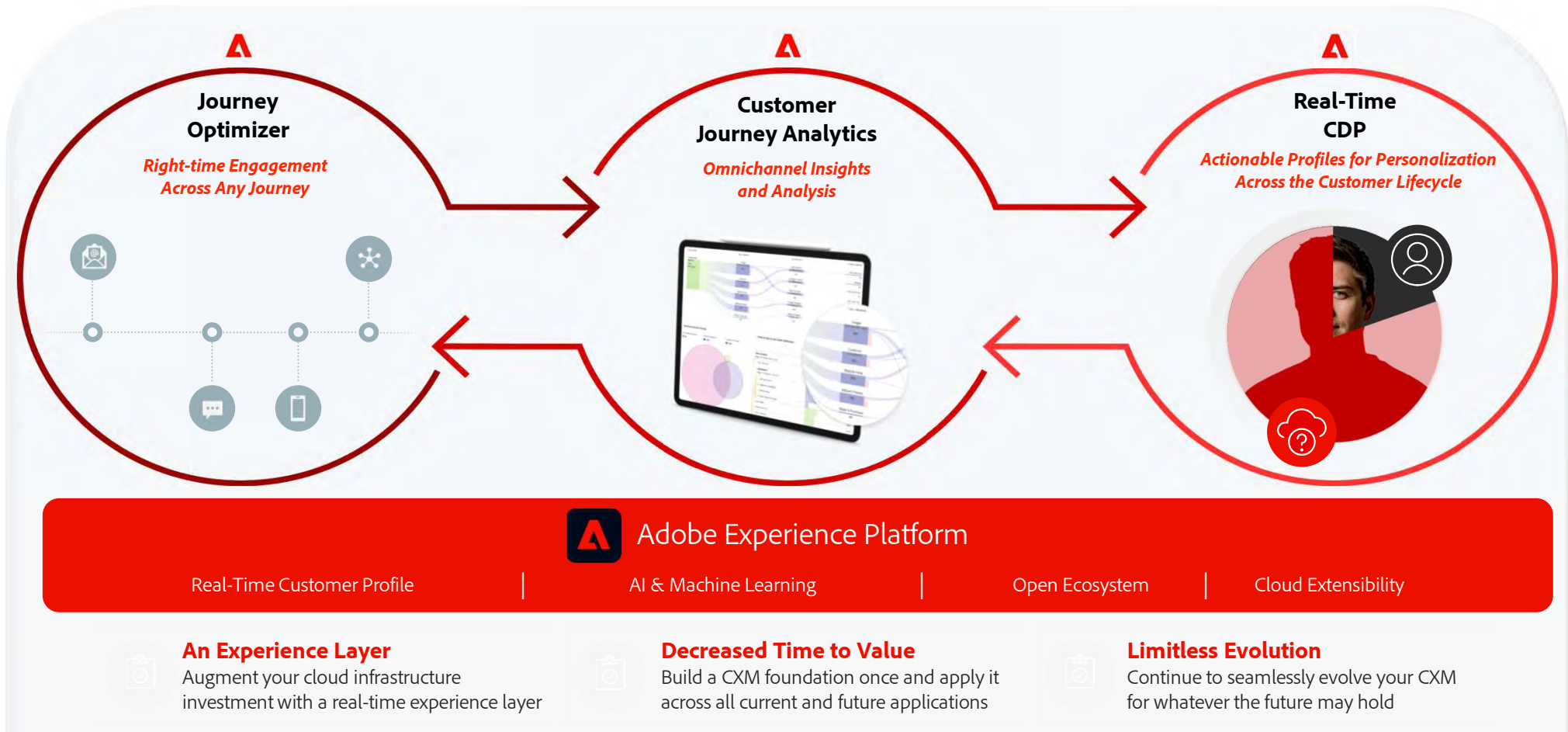


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Experience Platform Overview



Personalized Insights & Engagement, Powered by Adobe Experience Platform



Lab Personas



Steve

As a **data architect**, Steve is responsible for defining data schemas, setting up the application to capture events, and data maintenance.



Rishi

Rishi is a **data steward** who ensures compliance of data usage in segments and activation and compliance of data access through policies.



Jaelyn

Jaelyn, as an **analyst**, is tasked with answering business questions using data. She generates regularly scheduled reports and ad hoc analysis to provide data driven insights and new segments and cohorts.



Marsha

As a **marketer**, Marsha is responsible for activating campaigns across digital marketing channels, marketing content, and reporting for all marketing programs for her organization. Marsha also works with channel owners to coordinate journeys.

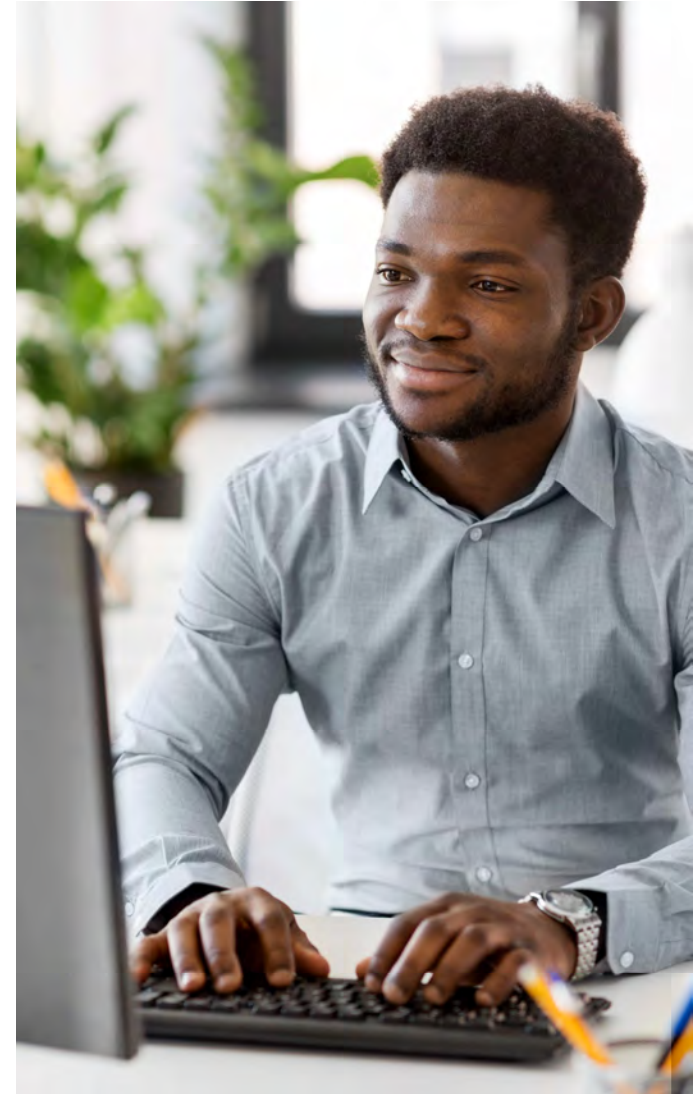
Data Collection



Setting up for success:

Data Collection

- As a data architect, Steve is tasked with ingesting relevant customer profile data to support upcoming digital marketing campaigns across web and email
- Some key responsibilities of Steve:
 1. Identify data sources and fields specific to use case/s
 2. Design necessary schema/s
 3. Create necessary dataset/s
 4. Ingest data



Data Collection & Ingestion

Data Sources

Behavioral



- Adobe Analytics
- Adobe Target
- AEM

Sales & Commerce



- Purchases
- Reservations
- Subscriptions

CRM



- Customer Contacts
- Accounts
- Loyalty

ERP



- Sales & Account Data
- Product Data
- Business Data

Enterprise Data Lake



- Enterprise Data Warehousing
- ETL - Data Integration
- Product/IoT Data

Customer Insights / ML



- Models & Propensities
- Derived Attributes
- Enriched Data

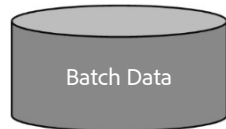
Data Ingest



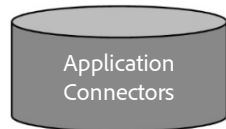
- Adobe Analytics
- Azure Event Hub
- AWS Kinesis



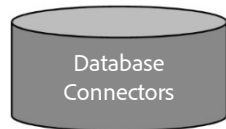
- Streaming Ingestion API
- Segmentation API



- POS System
- Loyalty System
- Inventory Management System



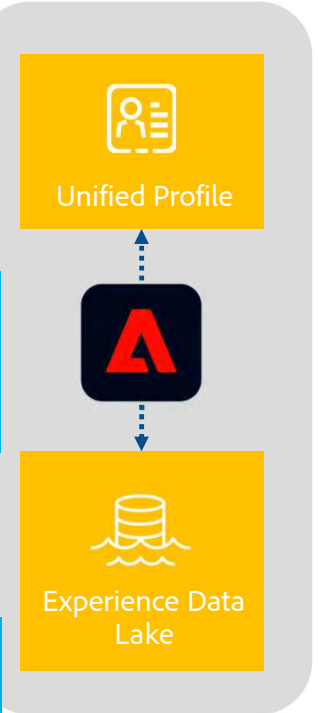
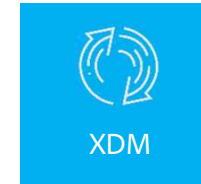
- Amazon S3
- Google Cloud Storage
- Microsoft Dynamics 365



- AWS Redshift
- Snowflake
- Google BigQuery



AEP



Open and Extensible Data Ingestion

Easily configurable integrations allowing customers to ingest data from a range of applications including cloud storage, advertising, sales, and CRM.

Centralize data ingestion from disparate sources with prebuilt connectors.

SOURCES CATALOG

Choose from dozens of sources connectors including advertising, cloud storage, CRM, databases, and marketing automation tools.

REAL-TIME STREAMING & BATCH DATA COLLECTION

Stream data in real time to and from Adobe and non-Adobe client- and server-side devices for faster insights, quicker time-to-market, and more timely responses to customer engagement.

USER INTERFACE & APIs

Configure new sources directly in the UI or leverage RESTful APIs and SDKs to build bespoke connections

Sources Viewer

Sources

Catalog Accounts Dataflows System View

☒ All sources

☐ My sources

CATEGORIES

Adobe applications

Advertising

Cloud storage

CRM

Customer success

Databases

eCommerce

Search



Google Cloud Storage

Configure



Google PubSub

Configure



Oracle Object Storage

Configure



SFTP

Configure



Out of the Box
Connections



Catalog
View



Data Flows



Monitoring

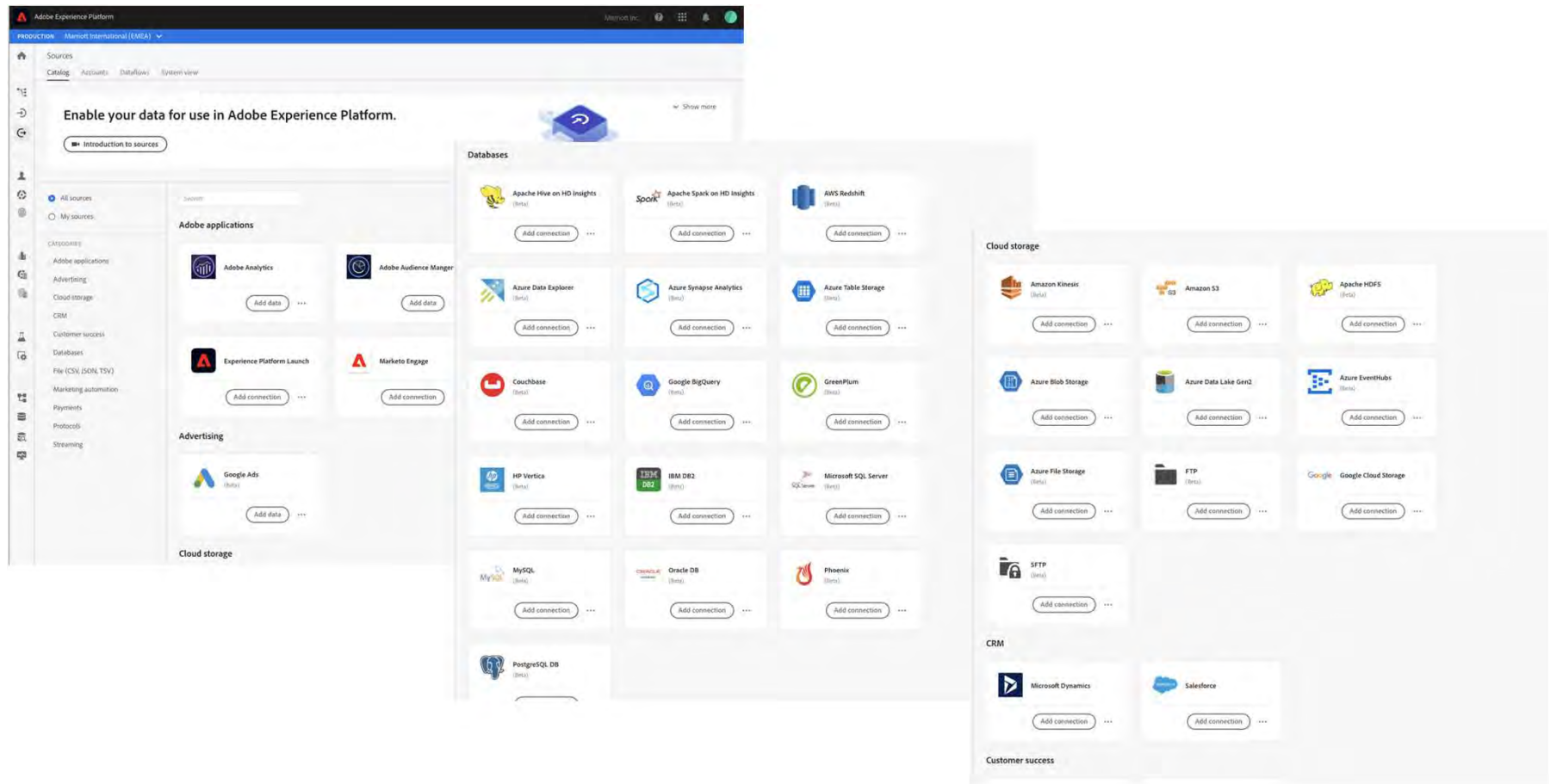


Run Notifications



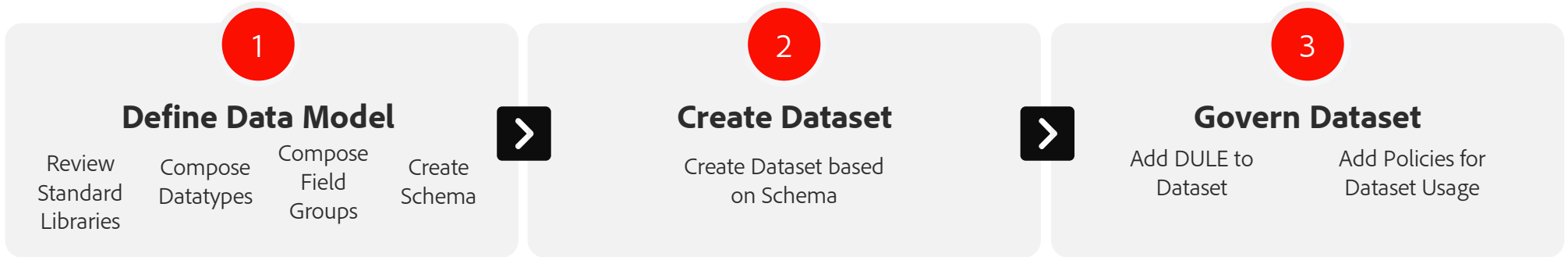
API Accessible

Browse Sources Catalog in the UI

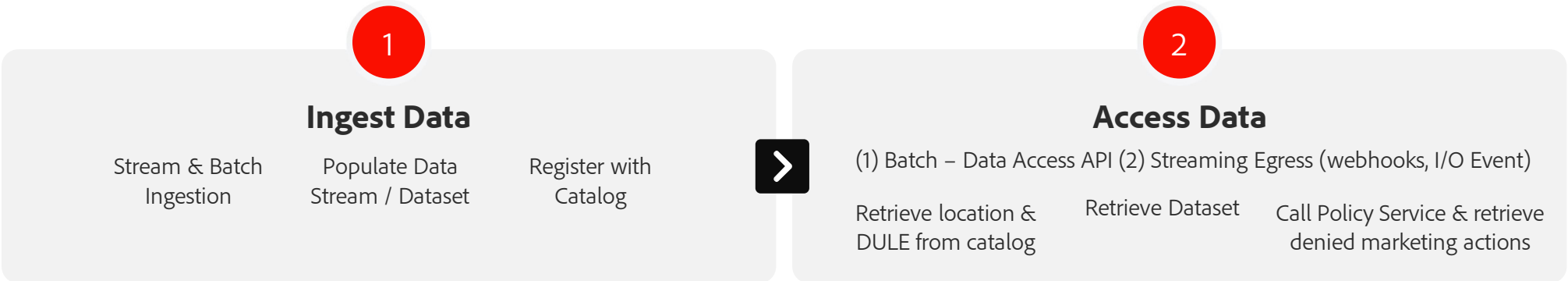


Data Ingestion Workflow

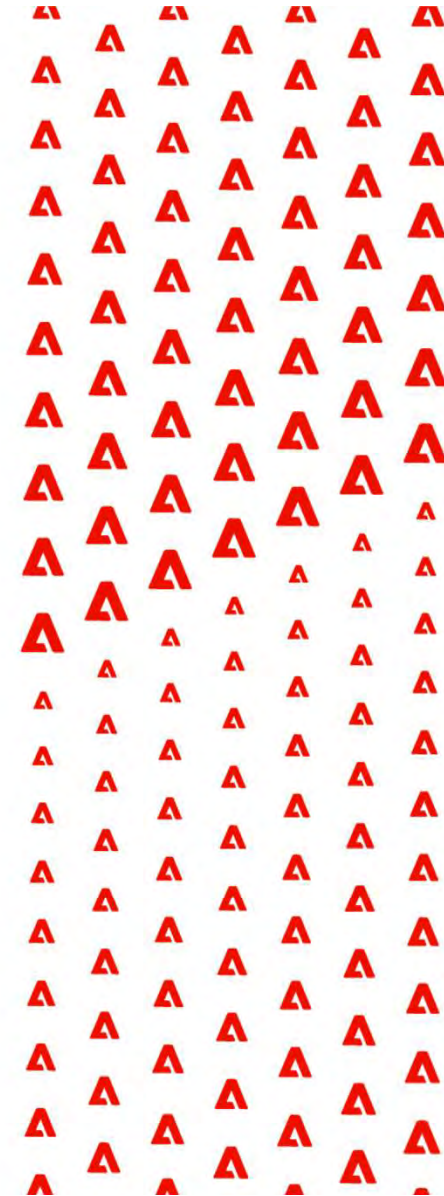
Design-Time (Experience Platform)



Run-Time (Experience Platform)



Define the Data Model Schemas



Schemas

Before data can be ingested into Platform, a schema must be created

A schema describes the data's structure and provide constraints to the type of data that can be contained with each field

A schema defines how data is to be represented and validated

- It is a blueprint for how data is defined, ingested and consumed in Adobe Experience Platform.

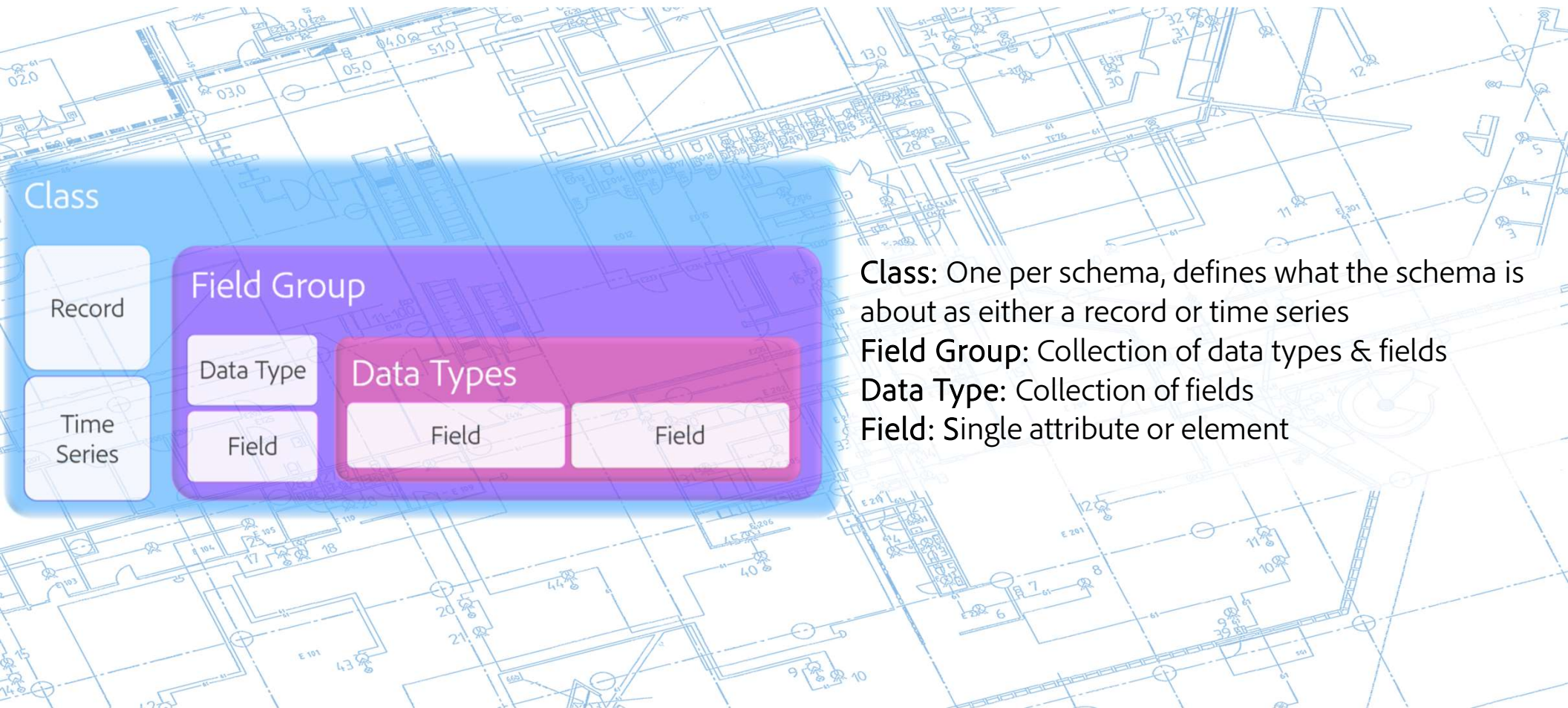


XDM | Experience Data Model

- XDM is the foundational JSON framework used to provide common structures and definitions to siloed data
 - Standardize the structure of data in a consistent and reusable way
 - Harmonize data across channels
 - Publicly documented specification in Adobe Experience League



Schema Building Blocks



Class: One per schema, defines what the schema is about as either a record or time series

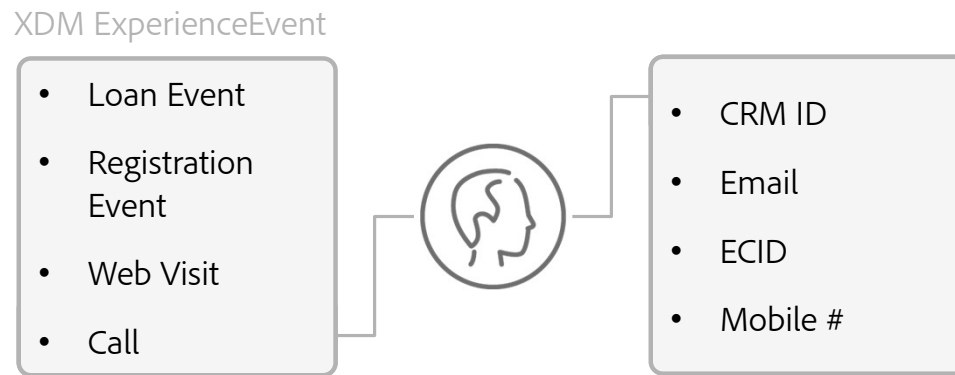
Field Group: Collection of data types & fields

Data Type: Collection of fields

Field: Single attribute or element

Schemas | Class | XDM ExperienceEvent

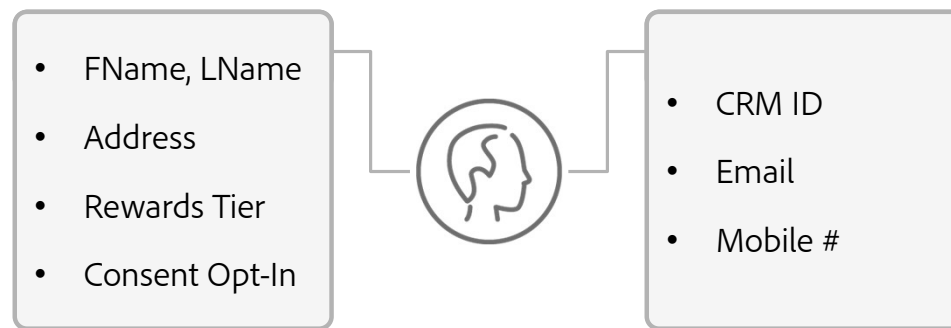
XDM ExperienceEvent class is used to capture behavioral data, including timestamp and customer identity.



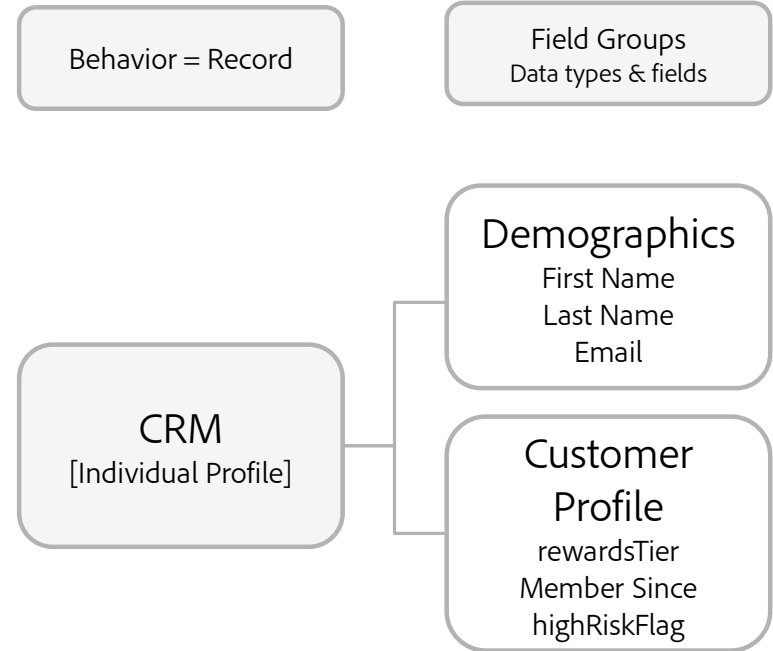
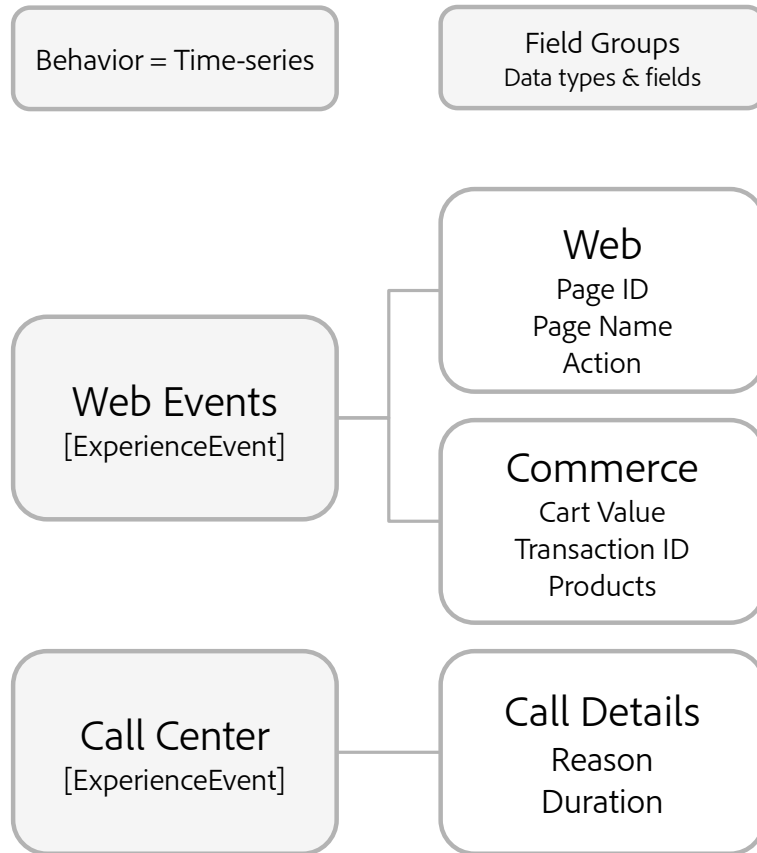
Schemas | Class | XDM Individual Profile

XDM Individual Profile class forms a singular representation of the attributes of a customer.

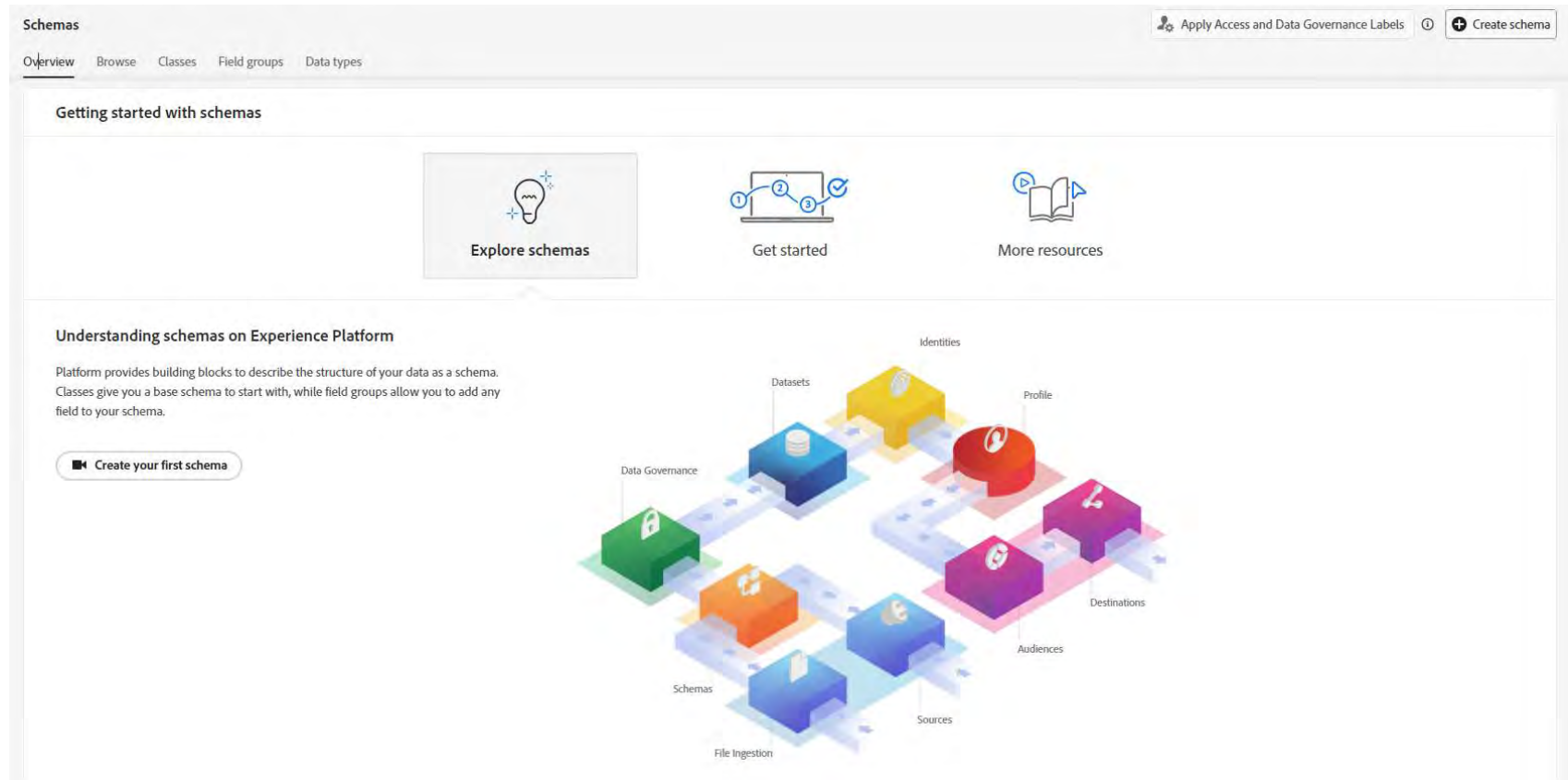
XDM Individual Profile



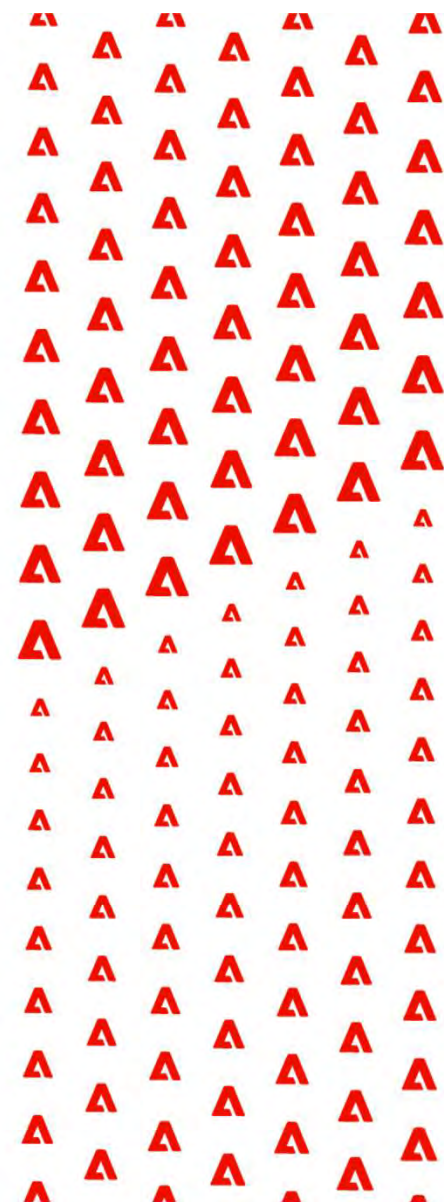
Schemas | Examples



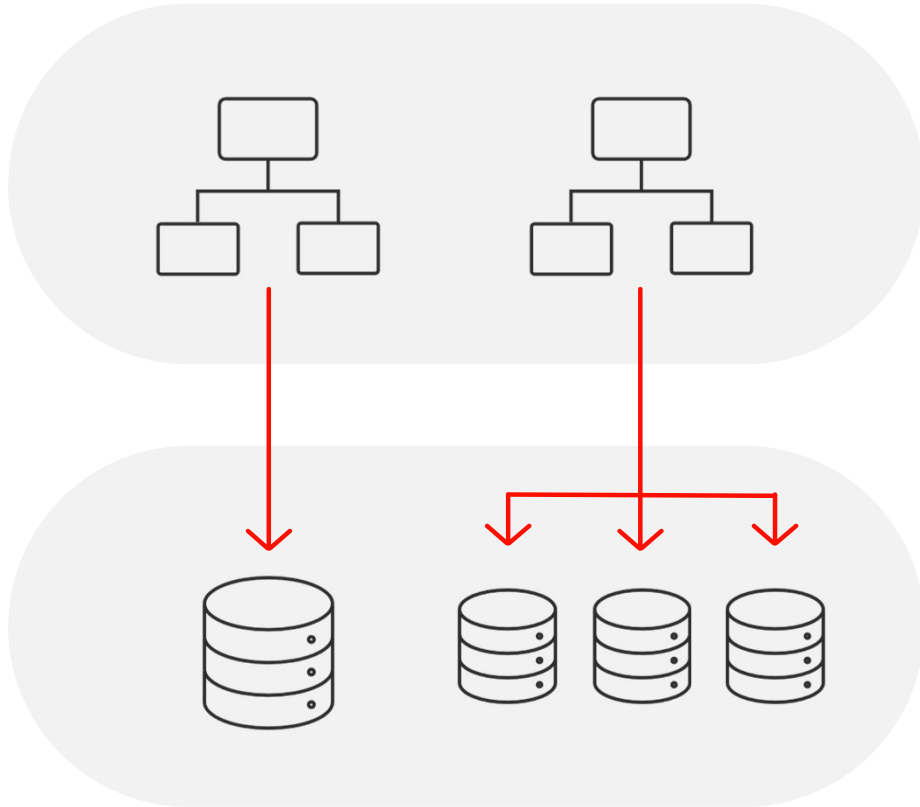
Browse Schemas User Interface



Create the Dataset



Datasets vs. Schemas



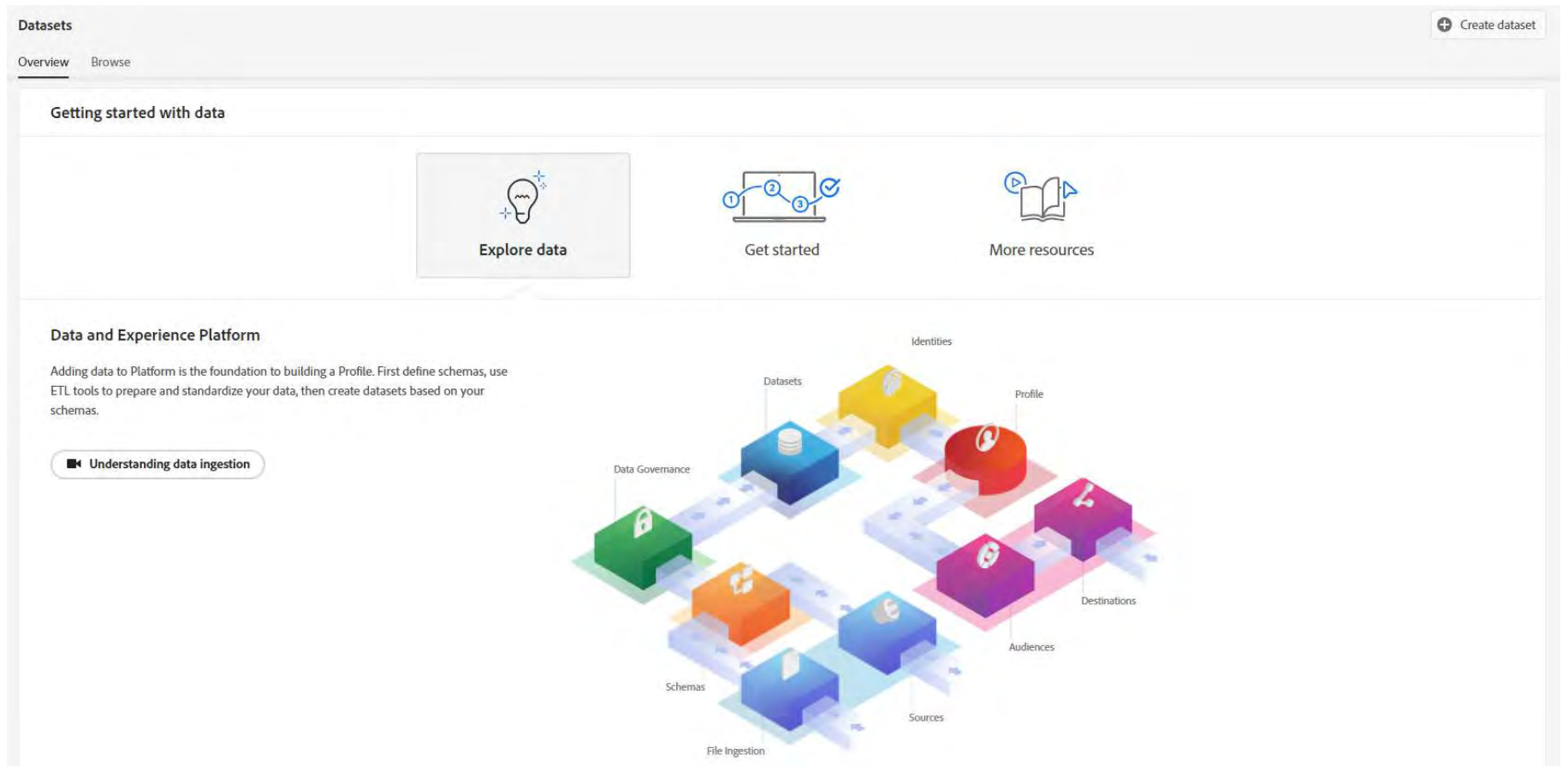
Schema

A set of definitions that describe the blueprint of the data, including data types, validations, and relationships

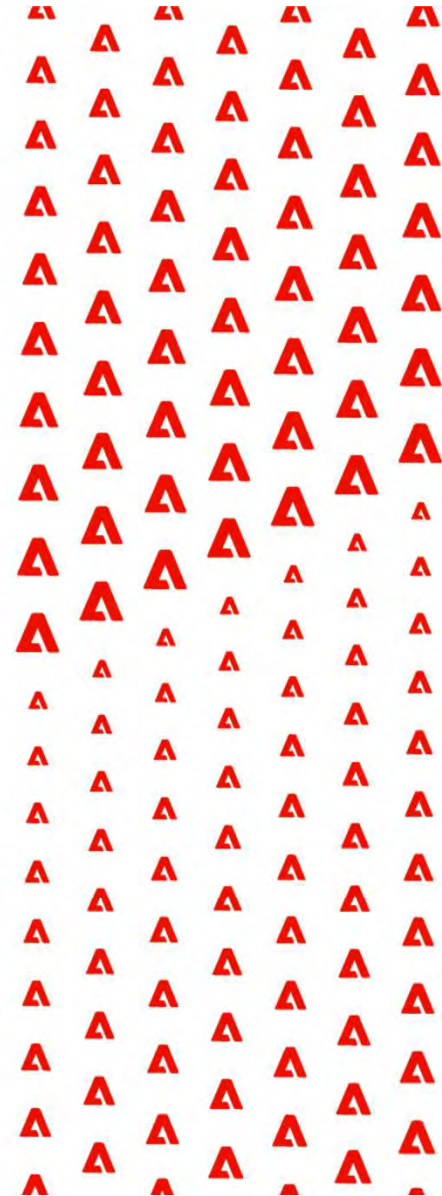
Dataset

An observable collection of data defined by a schema

Browse Datasets User Interface



Ingest Data



Data Ingestion Monitoring Tools

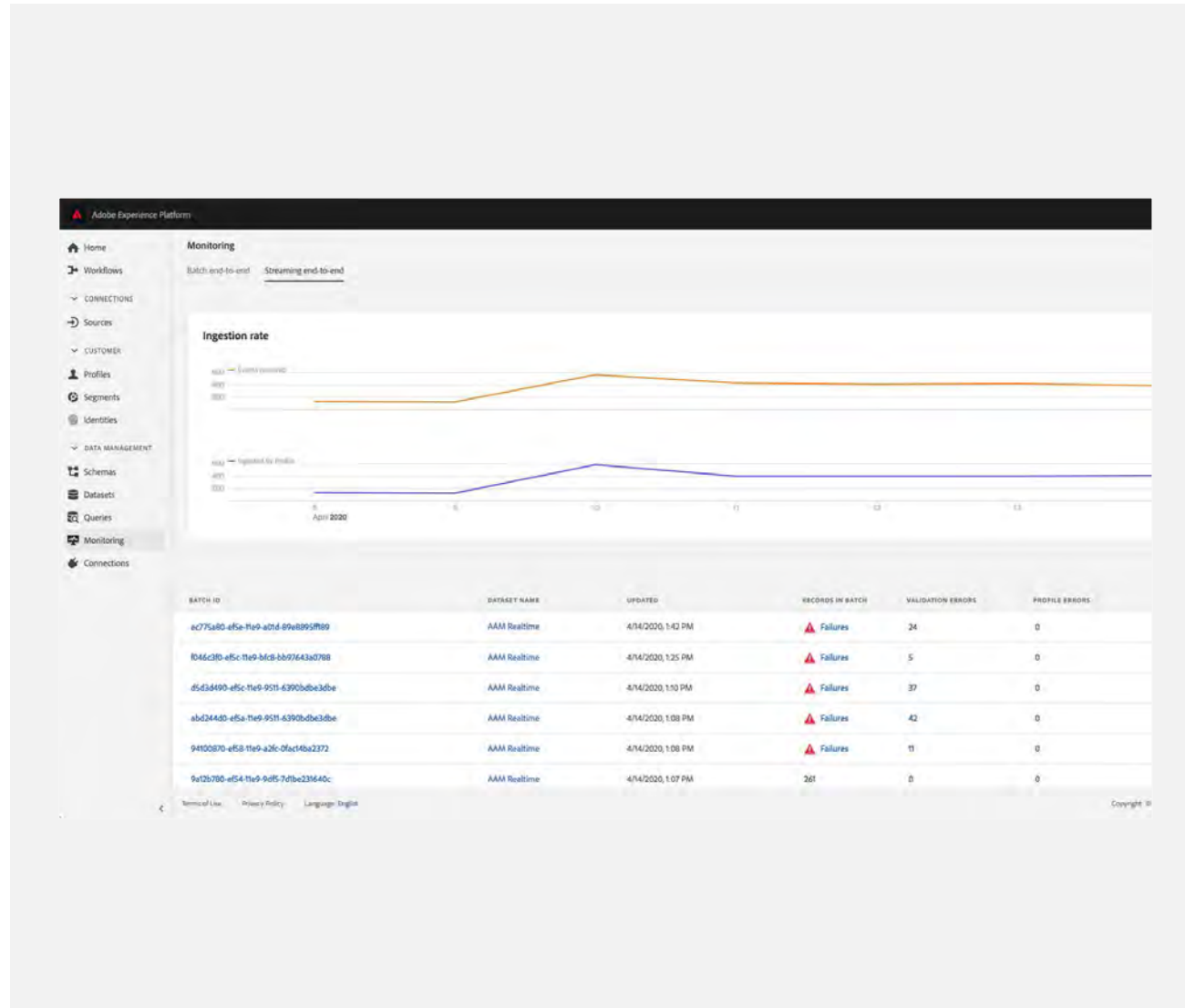


See all streaming & batch in a single UI



End-to-end monitoring

- Volume
- Ingestion status



Error Diagnostics

Provides detailed diagnostics about the errors in the batch

FAILURES



Unreadable files/ Invalid schema

- No Partial ingestion – full batch failure
- Failure reason attached on batch - No diagnostics file generated.



Unreadable records

- Eg: Missing quotes in json record.
- Other valid records in batch can be ingested
- Error diagnostics file generated for unreadable records



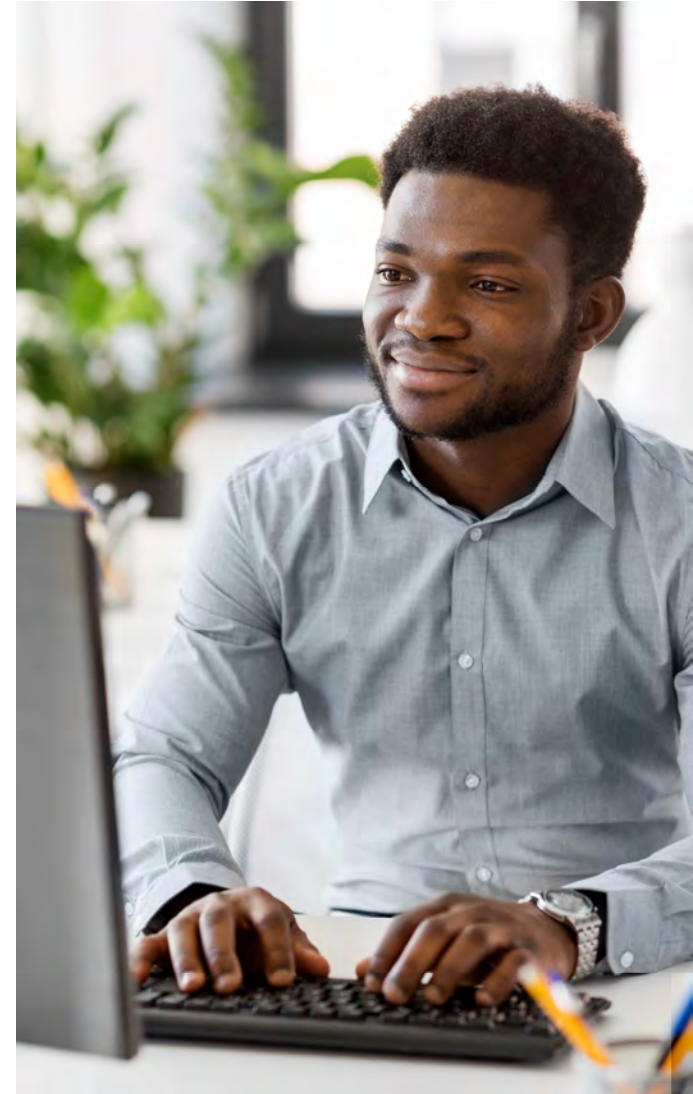
Record validation errors

- Eg: Required field absent, Conversion to XDM failure
- Other valid records in batch can be ingested
- Error diagnostics file generated for validation failed records

Putting it into practice:

Data Ingestion

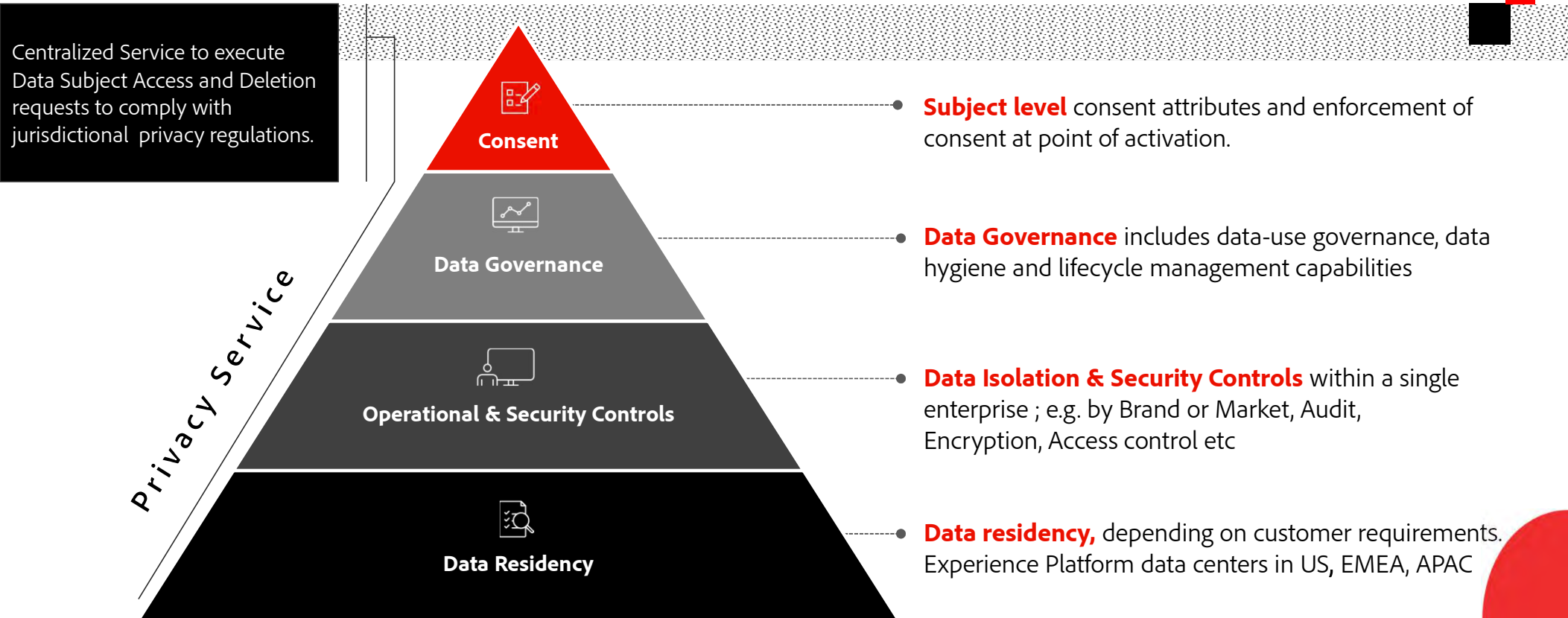
- As a data architect, Steve is tasked with ingesting relevant customer profile data to include data from a merging loyalty program to support upcoming digital marketing campaigns across web and email
- Overview of what we are doing:
 1. Design an Individual Profile schema
 2. Create a corresponding dataset
 3. Ingest data



Governance



Adobe's Development Approach to Privacy, Security and Governance



Setting up for success:

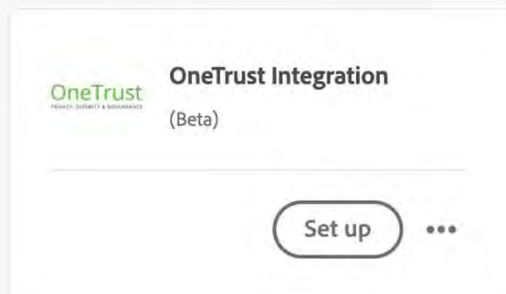
Governance

- As the data steward, Rishi wants to
 - Ensure that the data coming into Experience Platform is governed
 - Honor policies of customer data protection
 - Collaborate with IT and Marketing teams to communicate required guardrails
- In this section, we will:
 - Define a data usage policy
 - Enforce restriction of a policy violation in the audience mapping workflow

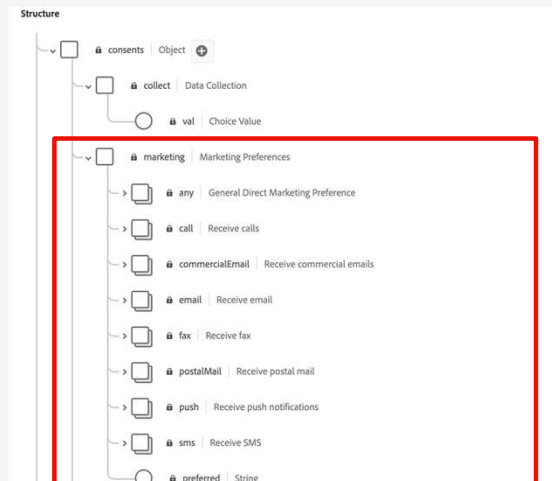


Foundational Consent Enforcement in Experience Platform

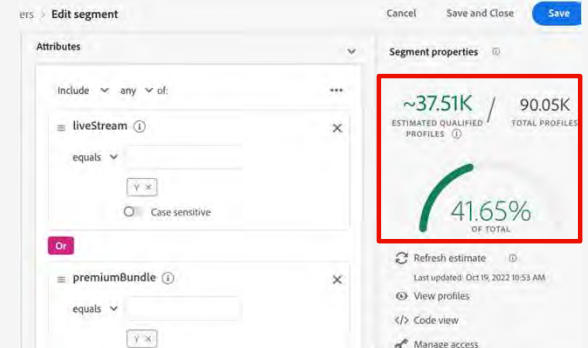
Consent & Preferences



Integrate a CMP to capture consent or preferences and ingest into Adobe Experience Platform



Use the Consent and Preferences Field Group to collect attributes



Manually add consent attributes to the segment definition to include or exclude profiles based on consent

Data Governance Policies



Access Policies

Who can access and do what with
which category of data?

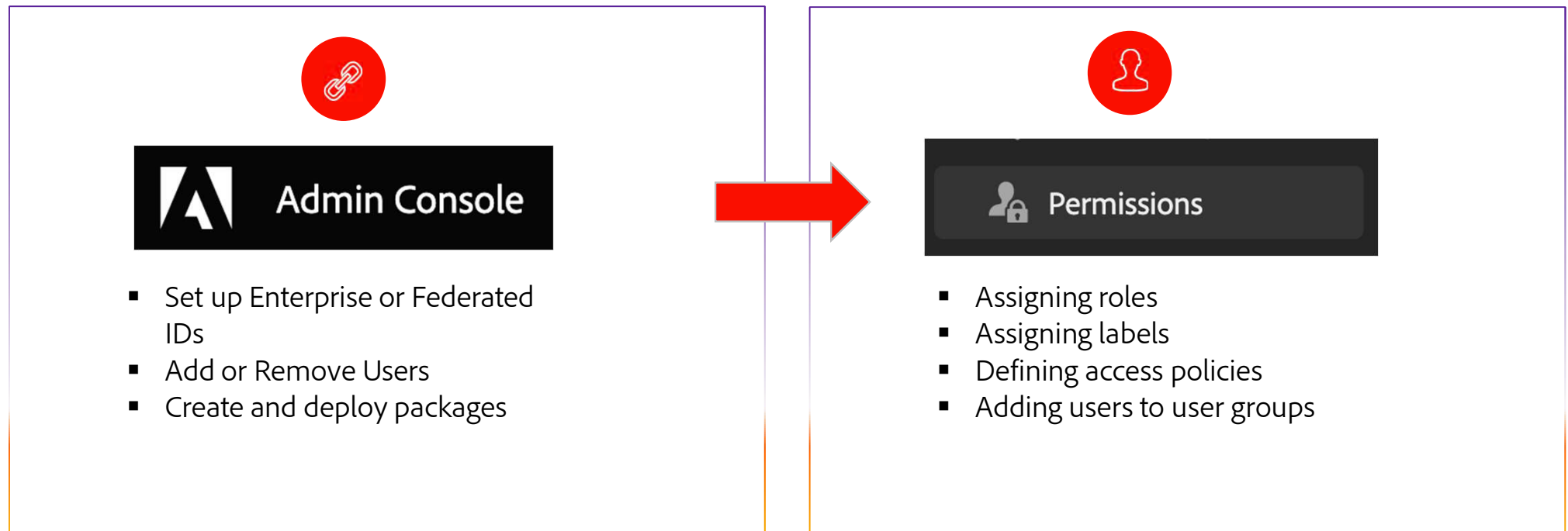


Usage Policies

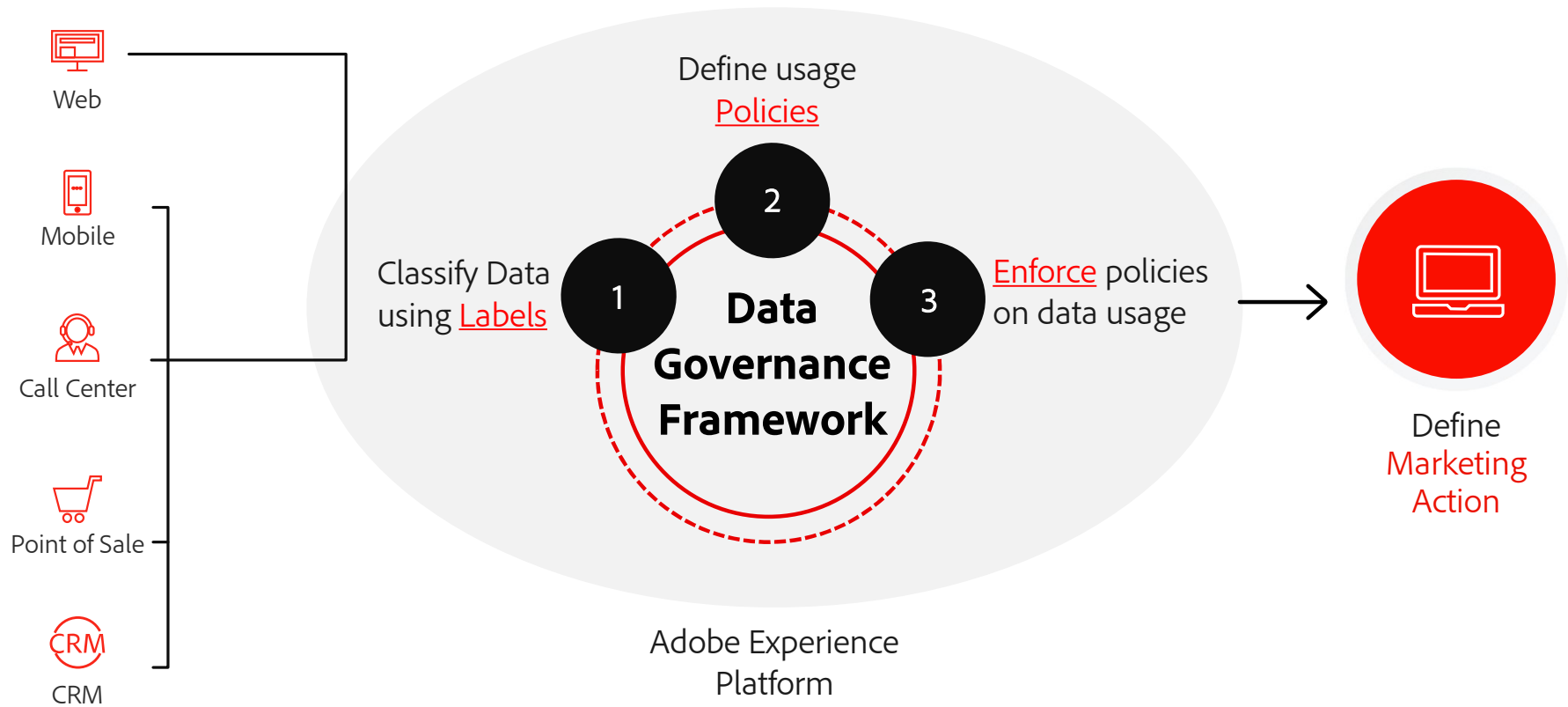
Describe what types of actions are NOT
allowed based on the classification of
data

Governance | Access Control

With Administrator privileges, an end user can manage product-level access control in the **Adobe Admin Console**. **Product Profiles** are added to **Users** in the Admin Console and **Permissions** are granted in the **Permissions UI**.

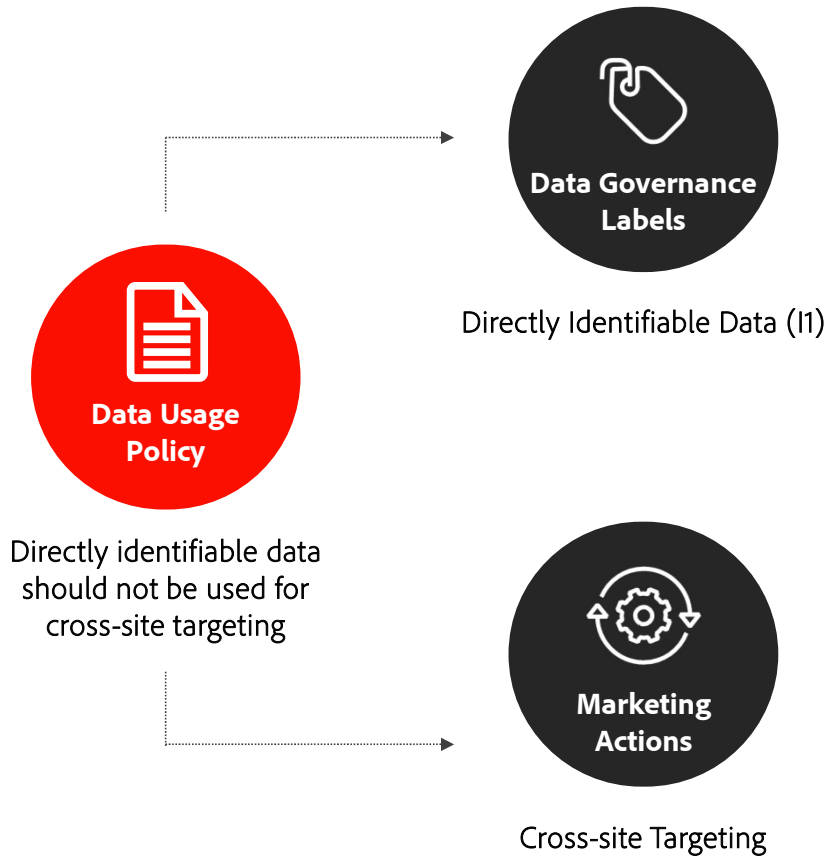


Framework to govern data usage on Adobe Experience Platform



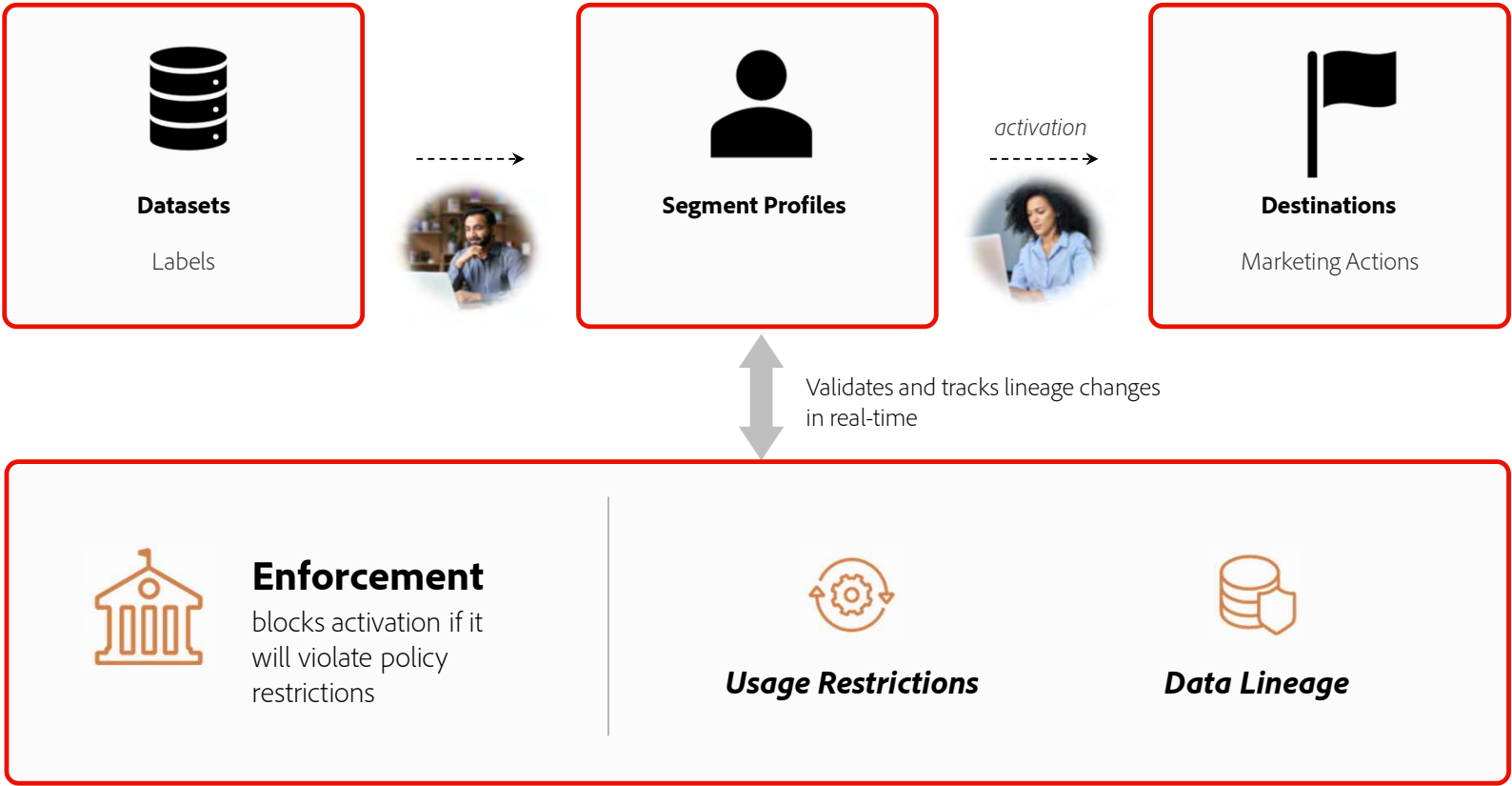
Define data usage policies

policy definition example



A **data usage policy** describes what data usage **actions** are NOT allowed based on the **classification** of data

Automated enforcement of restrictions on Activation



Automated Data Usage Policy Enforcement *Key Feature Highlights*

- Lineage context on what policies are violated and why
- Granularity allows using policy compliant attributes
- Proactively blocks policy violating changes on activated data

The screenshot displays a user interface for handling a data governance policy violation. At the top, a header reads "Data governance policy violation detected" with a "Close" button on the right. Below the header, a section prompts the user to "Select a policy to view details and data lineage for the policy violation." A dropdown menu shows "Restrict fitness data usage" as the selected policy. To the right, a "Violation summary" box explains that the policy restricts data access based on specific conditions: "Dataset contains ANY of the labels S3" and "Destination contains ANY of the marketing actions Social Media Retargeting". It also lists the "Action attempted" as "Activate destination Facebook" and provides a "Possible resolution" with four bullet points: "Modify segment attributes or merge policy", "Remove segment included in a destination", "Remove datasets from merge policy", and "Check dataset governance label". Below the summary, the "Data Lineage" section features a "Filter" icon and a "List view" toggle. The lineage diagram itself is a horizontal bar showing the flow from "Health Activity Event Data" (a Dataset) through a "Dataset Precedence" (Merge policy) to a "Customers with Recent..." (Segment), which finally leads to "Facebook" (a Destination). A legend at the bottom identifies the colors for each component: Dataset (blue), Merge policy (orange), Segment (pink), and Destination (yellow).

Governance | Sandboxes

1

An Experience Platform instance provides multiple production sandbox and multiple development sandboxes

2

All content and actions taken within a sandbox are confined to only that sandbox and do not affect any other sandboxes.

3

The development sandboxes allow you to test features, run experiments, make custom configurations.

4

A reset function is made available to wipe out the sandbox' data and metadata.

Development sandboxes cannot be converted to production sandboxes.

PRODUCTION Prod (VA7)

Q Search sandbox

DEVELOPMENT sandbox1 (VA7)
DEVELOPMENT sandbox10 (VA7)
DEVELOPMENT sandbox11 (VA7)
DEVELOPMENT sandbox12 (VA7)
DEVELOPMENT sandbox13 (VA7)
DEVELOPMENT sandbox14 (VA7)
DEVELOPMENT sandbox15 (VA7)
DEVELOPMENT sandbox16 (VA7)
DEVELOPMENT sandbox17 (VA7)
DEVELOPMENT sandbox18 (VA7)
DEVELOPMENT sandbox19 (VA7)
DEVELOPMENT sandbox2 (VA7)
DEVELOPMENT sandbox20 (VA7)
DEVELOPMENT sandbox21 (VA7)
DEVELOPMENT sandbox22 (VA7)
DEVELOPMENT sandbox23 (VA7)
DEVELOPMENT sandbox3 (VA7)
DEVELOPMENT sandbox4 (VA7)

Welcome Michele Hajala

Datasets	Profiles	Segments	Destinations
62	9,874,300	24	3
Total number of datasets	Audience size	Total number of segments	Total number of destinations

Recent datasets

- BR_Namespace_Destination
- Profile Export For Destination - Merge Policy - 7583d147-1b55-443f-a99d-d1333...
- Journey Step Profile Events
- Journey Step Events
- Journeys

Recent sources

- Amazon S3
- Adobe Audience Manager
- Adobe Analytics

```
curl -X POST \
  https://platform.adobe.io/data/foundation/sandbox-management/sandboxes \
  -H 'Authorization: Bearer {ACCESS_TOKEN}' \
  -H 'x-api-key: {API_KEY}' \
  -H 'x-gw-ims-org-id: {IMS_ORG}' \
  -H 'x-sandbox-name: {SANDBOX_NAME}' \
  -H 'Content-Type: application/json' \
  -d '{
    "name": "dev-3",
    "title": "Development 3",
    "type": "development"
  }'
```

Putting it into practice:

Data Governance

- As the data steward, Rishi wants to
 - Ensure that the data coming into Experience Platform is governed
 - Honor policies of customer data protection
 - Collaborate with IT and Marketing teams to communicate required guardrails
- Overview of what we are doing:
 1. Apply I1 label to a schema field to identify directly identifiable data
 2. Create and enable usage policy
 3. Apply marketing action to destination
 4. Attempt to map a segment with directly identifiable data to the destination



Scale data governance practices and honor consumer privacy across businesses & channels

How it works: Market responsibly by deploying data labeling and policy enforcement framework

Policy Creation & Enforcement

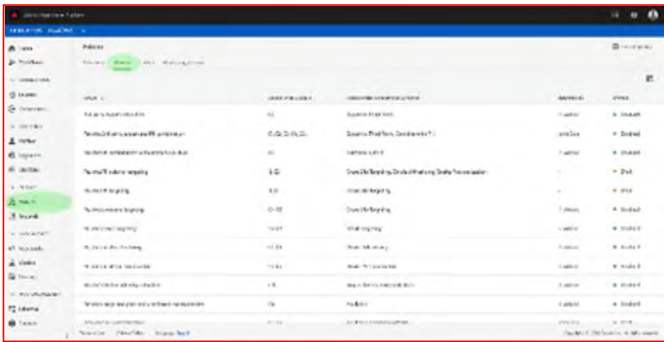
Predefined data usage labels

Contractual

Identity

Sensitive

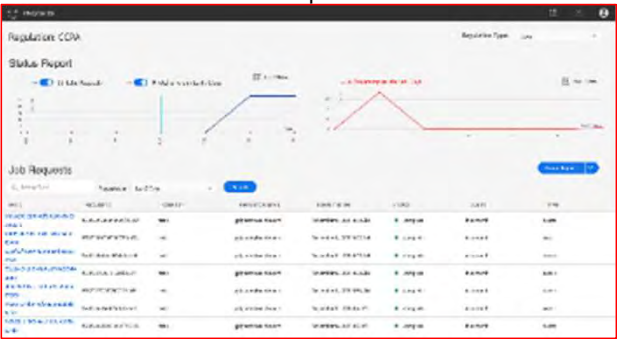
Policy creation & enforcement



Policy Name	Policy Type	Policy Status	Policy Description	Policy Owner	Policy Created
Policy 1	Contractual	Active	Policy 1 Description	Owner 1	Created 1
Policy 2	Identity	Active	Policy 2 Description	Owner 2	Created 2
Policy 3	Sensitive	Active	Policy 3 Description	Owner 3	Created 3

Privacy

Honor Organizational Policies and Consumer Requests



Challenge

- Enforce privacy, data governance, and industry policies across the enterprise.
- Enable teams to market responsibly while honoring consumer permissions.



Approach

- Create, manage and enforce data usage policies with labeling, cataloging and out-of-the-box templates.
- Leverage APIs and user interface to manage customer data requests across privacy regulations.



Impact

- Reduction in manual effort to fulfill consumer privacy related requests.
- Eliminate risk of activation of consumer data that could violate internal and external directives.

Classify Data

Types of governance labels



Contract Labels

Categorize data that has contractual obligation



Identity Labels

Categorize data that can identify or contact a specific person



Sensitive Labels

Categorize data related to sensitive data such as geographic data



Custom Labels

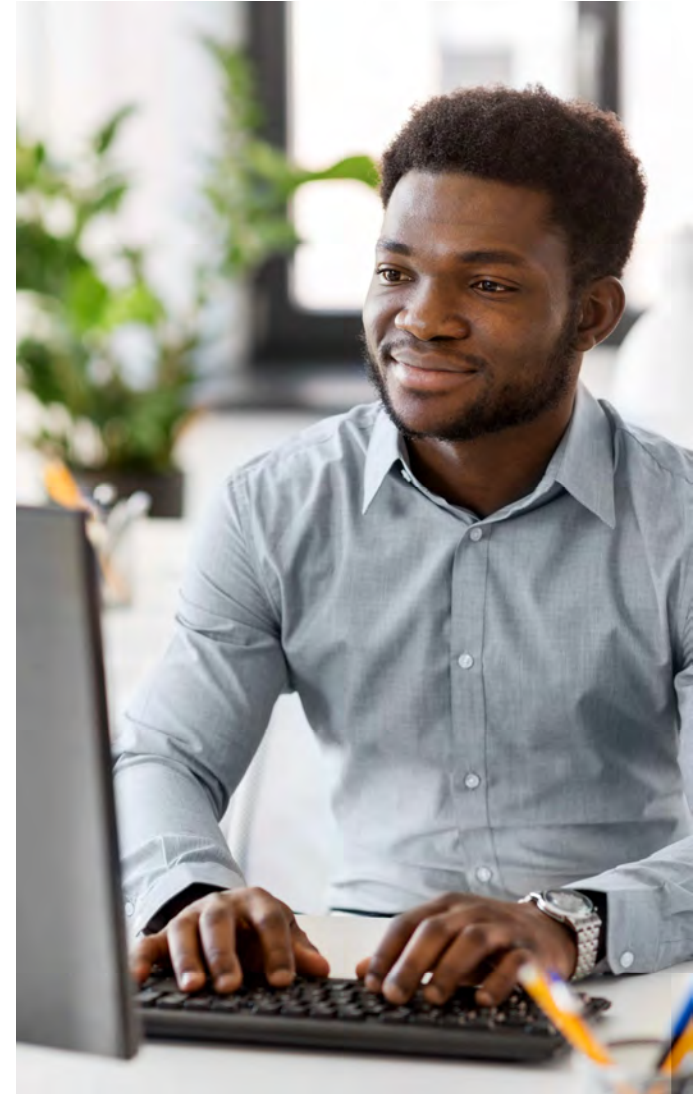
Categorize data based on your business and industry needs

Data Distiller

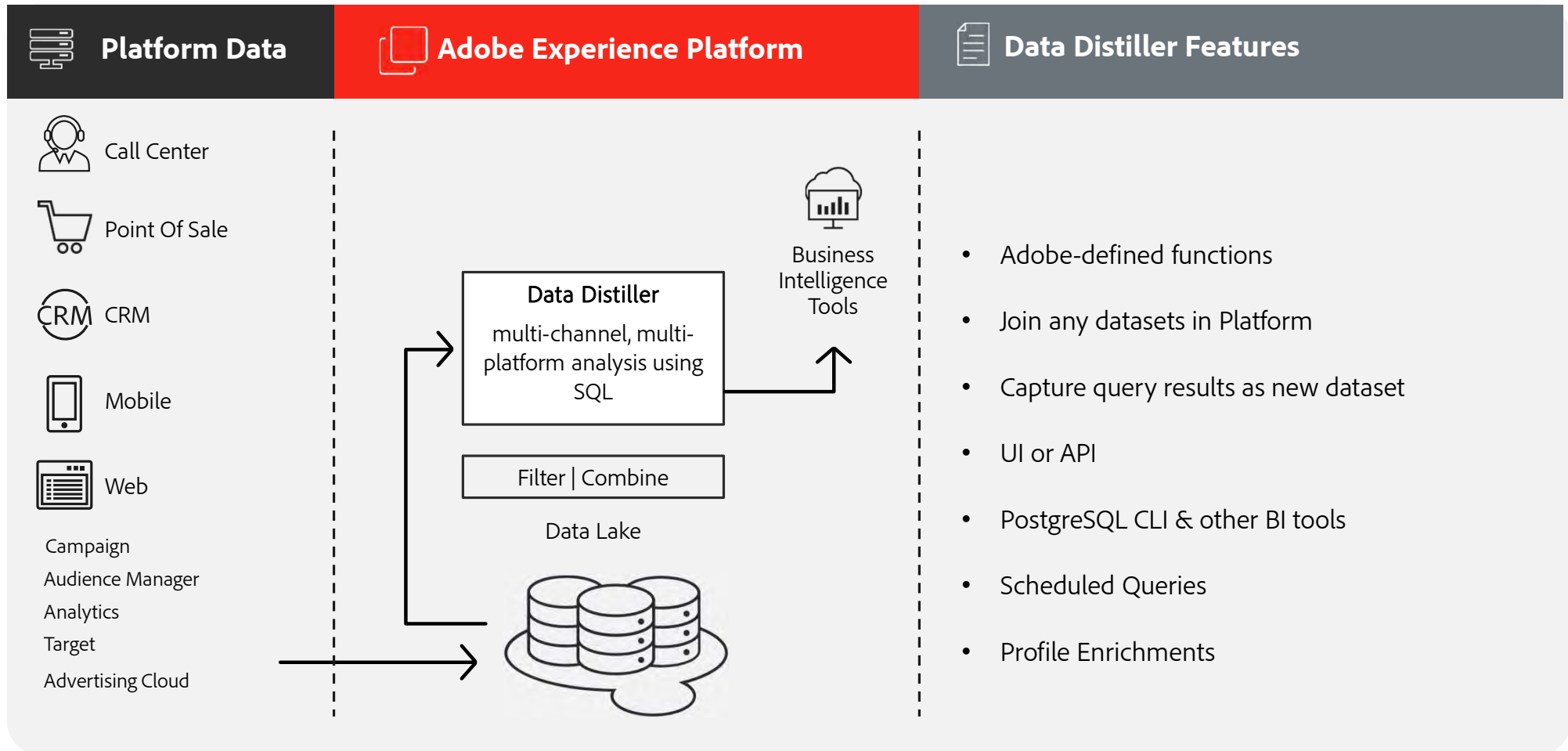


Setting up for success: Data Prep

- As a data architect, Steve is tasked with making sure that the data has been properly cleaned, shaped, enriched, or transformed for use by others.
- Some key responsibilities of Steve:
 1. Identify what data needs to be cleaned and transformed
 2. Design necessary schema/s and dataset/s
 3. Create any required queries
 4. Validate data before use in prod



Adobe Experience Platform Data Distiller Overview

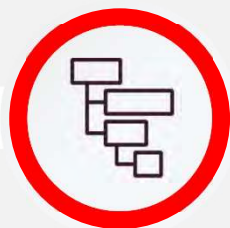


Use Case Categories



Clean

- Filter, Standardize and Normalize data based on user defined rules



Shape

- Reshape ingested data sets based on join, lookup or transpose logic
- Shaping data going into identity graph



Manipulate

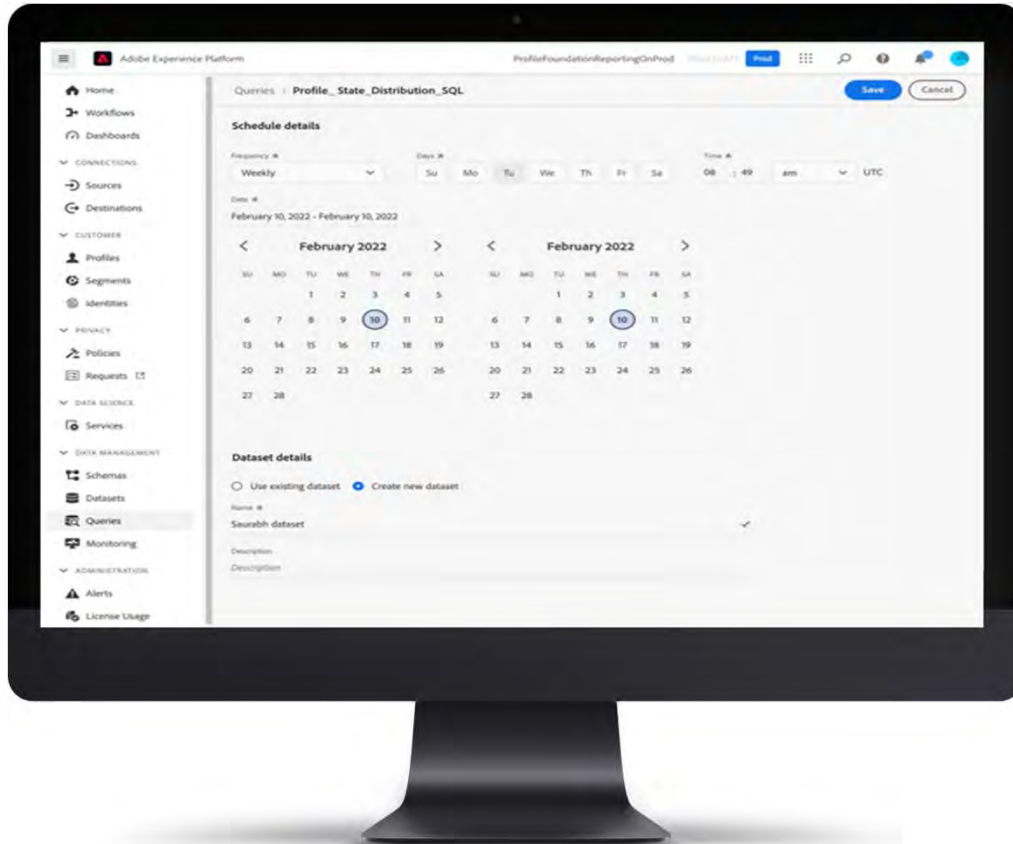
- Perform data aggregation, and window operations for BI reporting and audience/campaign activation use cases



Enrich

- Derive key additional attributes for downstream audience/campaign activation or analysis use cases e.g. brand/product affinity, LTV, etc

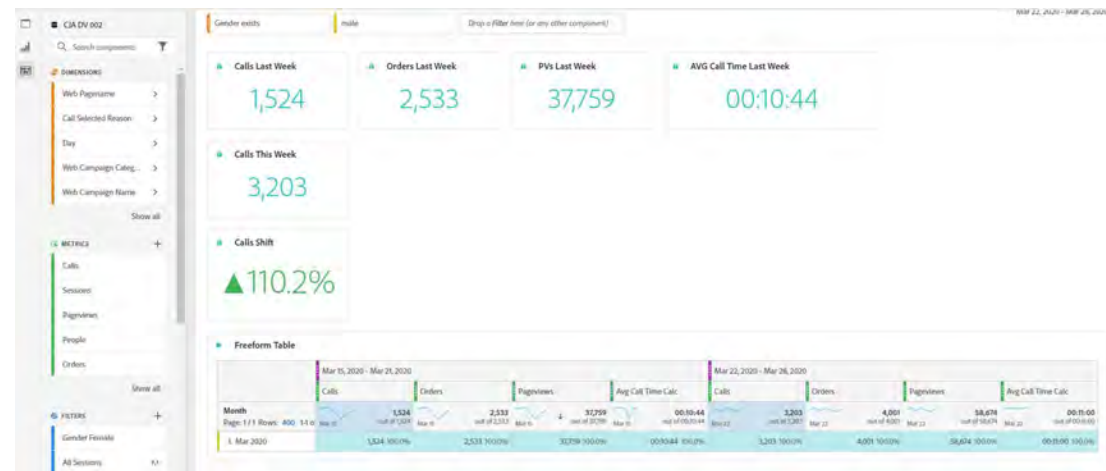
Data Distiller Capabilities



- Powerful SQL Based data processing engine**
 - Scalable compute infrastructure
 - SQL Functionality focused on customer experience use cases
 - Standard spark functions
 - SQL Adobe-Defined Functions for time series manipulations such as pathing, window functions
 - Templates
 - Anonymous Block
 - Snapshot Incremental Processing
 - Sampling
- Operationalization of data processing workflows**
 - Easy automation and scheduling,
 - Monitoring and Alerting
 - License Usage Monitoring
- Integration workflows for delivering extended insights**
 - BI Connectivity
 - Extend RTCDP/AJO reporting data models
 - 3rd Party Clients

Data Distiller | Key Use Cases

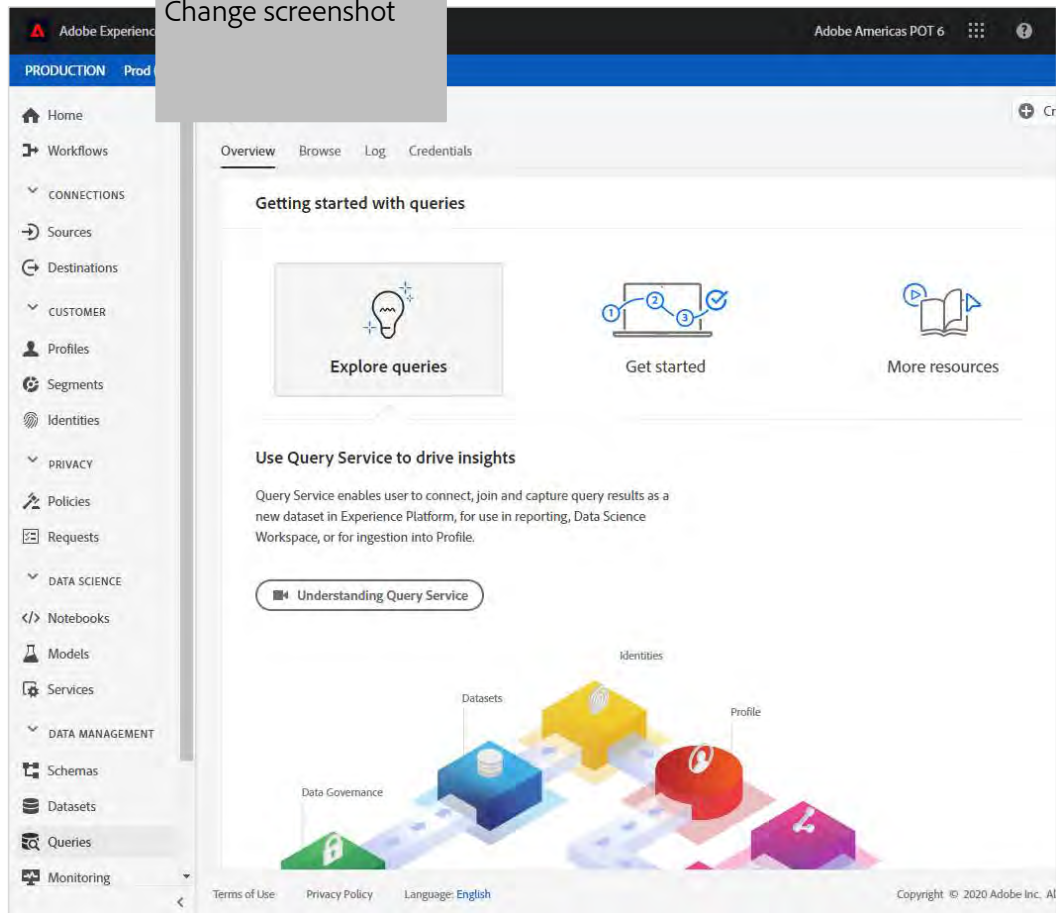
- Join Experience Event datasets with other customer data to create reporting or BI inputs
- Customer Journey reporting and insights across channels, devices and environments
- Better understanding of omni-channel attribution
- Unify datasets under a single Identity for Intelligent Services
- Data collection debugging



Data Distiller | Explore UI

- Environment DEVELOPMENT Sandbox##
- Review Queries UI components
 - Browse | Log | Credentials
- Query demonstration
 - Run sample query in PSQL

Change screenshot



APIs



APIs

- Adobe Experience Platform is built on open APIs.
- Multiple endpoints to list (GET), lookup (GET), edit (PUT and/or PATCH), and delete (DELETE)
- API key required as header in all API requests
- Access tokens required in the Authorization header of all API calls
- API Documentation
- Postman collections

The screenshot shows the Adobe I/O API Reference page for the Access Control API. The page is titled "Access Control API 1.0" and includes a description of the API's purpose: "Access Control in Adobe Experience Platform allows IMS Organization administration to assign roles and permissions for various Platform capabilities. The Access Control API provides a public endpoint to retrieve effective policies for a user on given resources within a specified sandbox. All other access control capabilities are provided through the Adobe Admin Console." It also provides related documentation links, API paths (e.g., PLATFORM Gateway URL: https://platform.adobe.io), and required headers (Authorization, x-gw-ims-org-id, x-api-key). A sidebar on the left lists other APIs available in the Adobe Experience Platform.

Adobe I/O

APIs Authentication Open Source Blog Console

ADOBE EXPERIENCE PLATFORM Overview Documentation Tutorials API Reference Release Notes Glossary

Access Control API 1.0

Access Control in Adobe Experience Platform allows IMS Organization administration to assign roles and permissions for various Platform capabilities. The Access Control API provides a public endpoint to retrieve effective policies for a user on given resources within a specified sandbox. All other access control capabilities are provided through the [Adobe Admin Console](#).
Related documentation:

- [Access Control documentation](#)

API paths:

- PLATFORM Gateway URL: <https://platform.adobe.io>
- Base path for this API: `/data/foundation/access-control`
- Example of a complete path for making a call to `/acl/effective-policies`:
<https://platform.adobe.io/data/foundation/access-control/acl/effective-policies>

Required headers:

- All service calls require the headers `Authorization`, `x-gw-ims-org-id`, and `x-api-key`. For more information on how to obtain these values, see the [authentication tutorial](#).
- All resources in Experience Platform are isolated to specific virtual sandboxes. All requests to Platform APIs require the header `x-sandbox-name` whose value is the all-lowercase name of the sandbox the operation will take place in (for example, "prod"). See the [sandboxes overview](#) for more information.
- All requests with a payload in the request body (such as POST, PUT, and PATCH calls) must include the header `Content-Type` with a value of `application/json`.

ACCESS CONTROL POLICIES

Wrap Up and Q&A



Day 1 Summary

1

Data Foundations

- Data Sources
- Experience Data Model (XDM)
- Data Model
- Data Ingestion
- Monitoring

2

Data Governance

- Data Governance Framework
- Usage Policies
- Access Policies
- Customer Data Protection

3

Data Distiller

- Powerful SQL Based data processing engine
- Clean, Shape, Manipulate, Enrich

4

APIs

- AEP is developed with an "API first" philosophy
- Create, Read, Update, Delete

Lab Personas



Steve

As a **data architect**, Steve is responsible for defining data schemas, setting up the application to capture events, and data maintenance.



Rishi

Rishi is a **data steward** who ensures compliance of data usage in segments and activation and compliance of data access through policies.



Jaelyn

Jaelyn, as an **analyst**, is tasked with answering business questions using data. She generates regularly scheduled reports and ad hoc analysis to provide data driven insights and new segments and cohorts.



Marsha

As a **marketer**, Marsha is responsible for activating campaigns across digital marketing channels, marketing content, and reporting for all marketing programs for her organization. Marsha also works with channel owners to coordinate journeys.

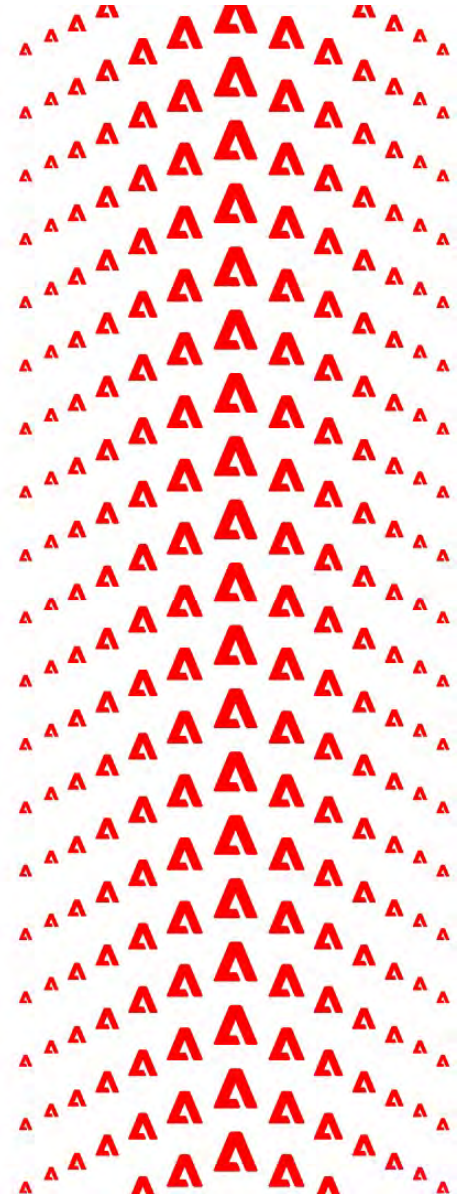
Day 2 Agenda

*Analysts: Focus on
Customer Journey
Analytics & Reporting
for Online & Offline
Channels*



Topic	Description	Time	Experience
Intros, Access, Day 1 Recap		15 mins	
CJA Setup	Understanding Customer Journey Analytics setup	40 mins	Talk track and UI walkthrough • Connections • Data Views
Analysis Workspace Overview	Step by step how-to	30 mins	Talk track and hands-on exercise • Project creation • Visualizations & components
Break		15 mins	
Filters & Metrics	Working with filters and metrics	30 mins	Talk track and hands-on exercise • Filters • Basic & cross-channel metrics
Attribution IQ	Working with Attribution IQ	15 mins	Talk track and hands-on exercise • Non-default attribution model
Cross-Channel Pathing	Understanding pathing in CJA	15 mins	Talk track and hands-on exercise • Flow & fallout visualization • Cohort tables & sequential filters
Break		10 mins	
Audience Publishing	Creating/publishing audiences from CJA	15 mins	Talk track and hands-on exercise • Create an audience from a visualization • Review publishing process in CJA
Adobe Product Analytics	Reviewing Product Analytics	30 mins	Talk track and demo • Guided Analysis overview • User Growth • Usage Trends • Funnel Friction
Q&A + Wrap-up		15 mins	

Questions?



AT&T: Adobe Experience Platform

- Customer Journey Analytics

Hands-on Lab (CJA HOL)



<https://bit.ly/ATTCJAHOL>

See you tomorrow!



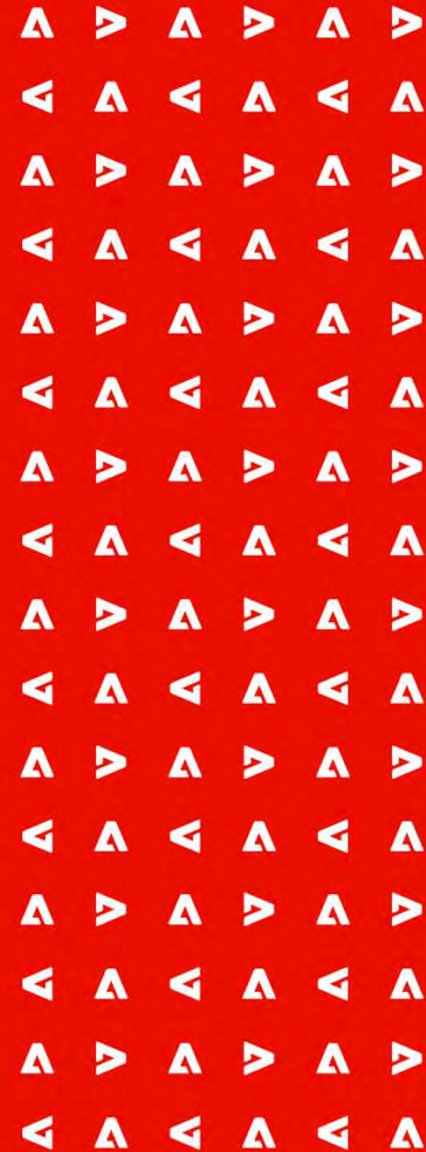


at&t



Customer Journey Analytics Hands-on Lab - Day 2

February 28, 2024



Day 1 Recap

1

Data Foundations

- Data Sources
- Experience Data Model (XDM)
- Data Model
- Data Ingestion
- Monitoring

2

Data Governance

- Data Governance Framework
- Usage Policies
- Access Policies
- Customer Data Protection

3

Data Distiller

- Powerful SQL Based data processing engine
- Clean, Shape, Manipulate, Enrich

4

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- AEP is developed with an "API first" philosophy
- Create, Read, Update, Delete

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Data Architect

Steve is responsible for defining data schemas, setting up the application to capture events, and data maintenance.



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Data Steward

Rishi ensures compliance of data usage in segments and activation and compliance of data access through policies.



Jaelyn

Data Analyst

Jaelyn is tasked with answering business questions using data. She generates regularly scheduled reports and ad hoc analysis to provide data driven insights and new segments and cohorts.



Marsha

Digital Marketer

Marsha is responsible for activating campaigns across digital marketing channels, marketing content, and reporting for all marketing programs. She also works with channel owners to coordinate journeys.

Day 2 Agenda

*Analysts: Focus on
Customer Journey
Analytics & Reporting
for Online & Offline
Channels*



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Lab Access



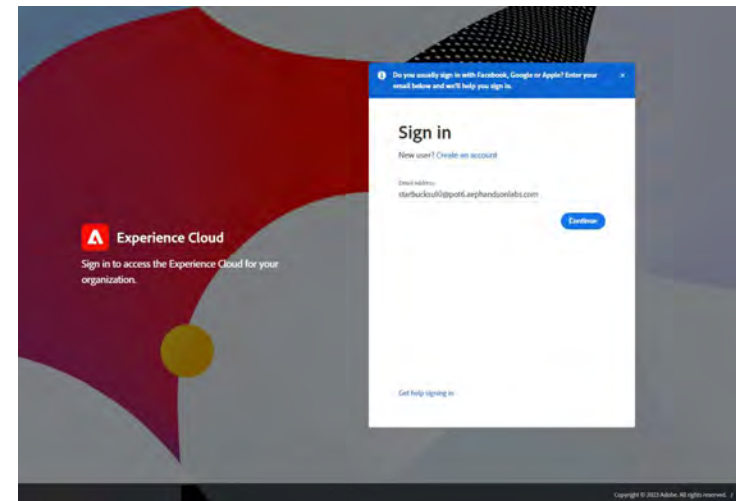
IMPORTANT: Start in a new Incognito / Private Browser



GOOGLE / WIRED

Lab Access

- Log in to Adobe Experience Cloud
 - <https://experience.adobe.com/>
 - Email address: **attcjaholu##@pot5.aephandsonlabs.com**
 - Password: **ATTCJA\$Feb2024**



HOL Login Assignments for Active Participants

#	Name	Login	Password
1	Kirsten Leong	attcjaholu01@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
2	Brock Boyd	attcjaholu02@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
3	George Hoffman	attcjaholu03@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
4	Fletcher Whiting	attcjaholu04@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
5	Sambit Sourav	attcjaholu05@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
6	Blake Hollingsworth	attcjaholu06@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
7	Pinak Bhende	attcjaholu07@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
8	Rockel Williams	attcjaholu08@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
9	Ken McWilliams	attcjaholu09@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
10	Redhwan Ahmed	attcjaholu10@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
11	Mikayla Vogt	attcjaholu11@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
12	Danny Black	attcjaholu12@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
13	Neil Jackson	attcjaholu13@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
14	Jonathan Cromer	attcjaholu14@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
15	Mark Pursley	attcjaholu15@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
16	Bradley Green	attcjaholu16@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
17	Jody Leblanc	attcjaholu17@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
18	Bobby Taylor	attcjaholu18@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
19	Hong Li	attcjaholu19@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
20	Sandhya Ganta	attcjaholu20@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
21	Open	attcjaholu21@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
22	Open	attcjaholu22@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
23	Open	attcjaholu23@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
24	Open	attcjaholu24@pot5.aephandsonlabs.com	ATTCJA\$Feb2024
25	Open	attcjaholu25@pot5.aephandsonlabs.com	ATTCJA\$Feb2024

Customer Journey Analytics



Setting up for success:

Customer Journey Analytics

- As a data analyst, Jaelyn is tasked with joining different data sources together and developing dashboards to gather insights to performance and business outcomes.
- Some key responsibilities of Jaelyn:
 1. Understand customer journey insights
 2. Use Customer Journey Analytics to create dashboards for marketing and business teams
 3. Join multiple data sources including online, offline, profile, and event data to gain insights about customers



Customer Data exists across a variety of online and offline data sources



Customer Journey Analytics enables a full view of the customer journey



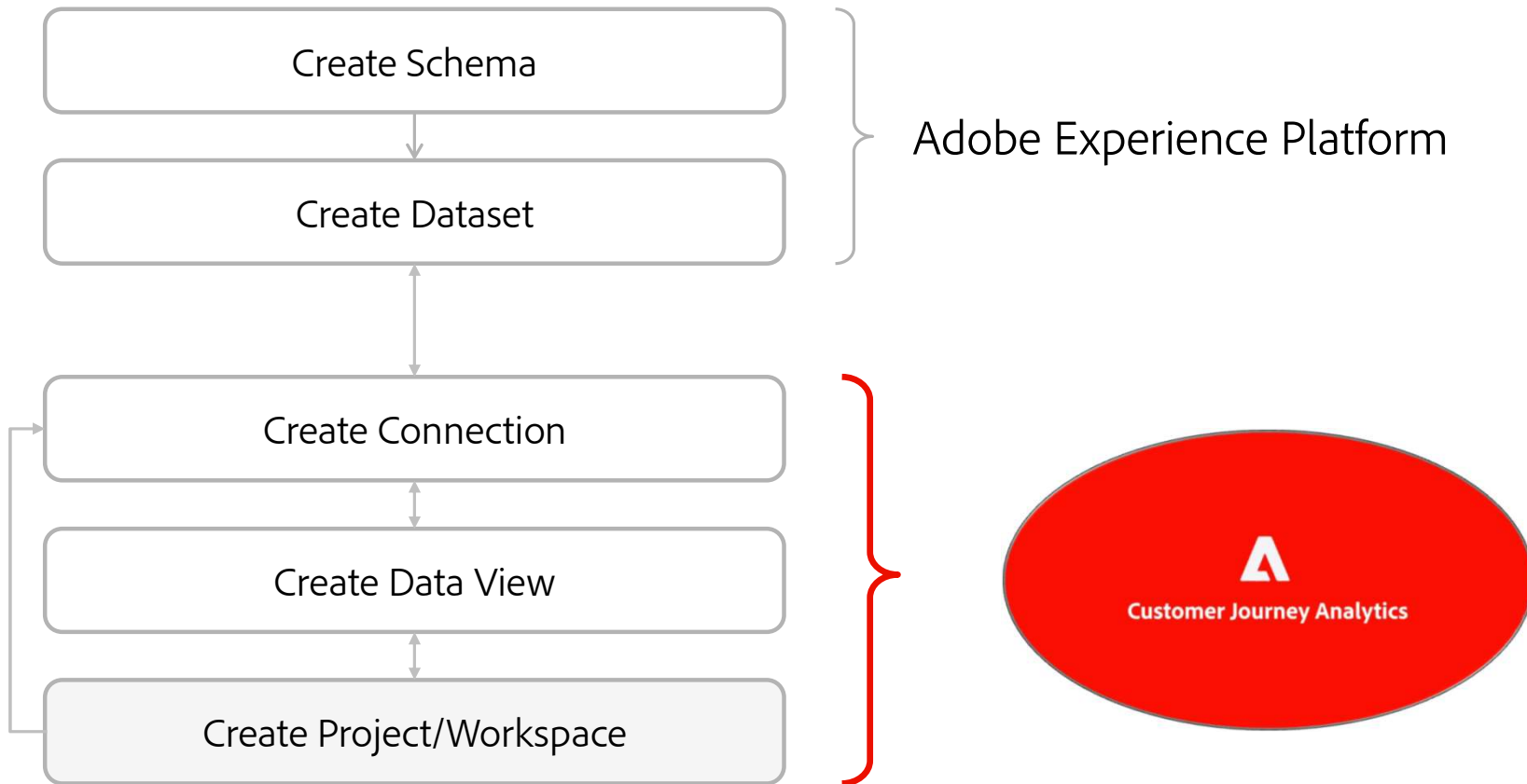
Customer Journey Analytics

Customer Journey Analytics combines data from disparate channels into a journey centric view that empowers Analysts and Marketers to quickly find answers to critical business questions.

How Customer Journey Analytics works



Customer Journey Analytics | Setup



Connecting Data Sources in CJA Connections

Add datasets

1 Select datasets 2 Datasets settings

2 selected Cancel Next

Clear all Hide selected

Call Center Dataset EVENT

CRM Profile Dataset PROFILE

DATASET	DATASET TYPE	NUMBER OF RECOR...	SCHEMA	LAST BATCH	DATASET ID
☒ Call Center Dataset	Event	-	Event Schema 1	Success	63e6d5c5b513c9bd0d71a2
☐ CJA Audiences Profile Dataset	Profile	0	CJA Audiences Profile Schema d4b2...	-	63f638c0d2a6731bd052d4db
☒ CRM Profile Dataset	Profile	-	CRM Retail Profile Schema	Loading	63e6d60556e4771bd01a08bd
☐ CRM Profile Dataset	Profile	-	CRM Profile Schema	Loading	63e997a4875d21bd06d6d91b
☐ Decision Object Repository - Activities	Lookup	-	Activity	-	63e6d373a4c4741bd09994f
☐ Decision Object Repository - Fallbac...	Lookup	-	Fallback Offer	-	63e6d373e8dee11bd03236e
☐ Decision Object Repository - Person...	Lookup	-	Personalized Offer	-	63e6d36f9719c1bd043f85
☐ Decision Object Repository - Placem...	Lookup	-	Placement	-	63e6d36fe723421bd072fcd
☐ Gentry dataset V2	Event	0	L701 Seat #Gentry Orders Schema	Success	63f9bd25d47281bd13659f
☐ Journey Step Events	Event	-	Journey Step Event schema for jour...	-	63e6d3c18de791bd0d0e370
☐ Increment	Increment	-	Incremental schema with, big company, Etl...	-	63e6d3c18de791bd0d0e370

Connections Summit 2023 [Don't Delete]

All datasets All datasets February 06, 2023 - February 13, 2023

Records of event data available Last Updated N/A

Total cumulative records available for reporting: 6,500

Metrics Feb. 06 - Feb. 13, 2023

Records added: 6,500 Records skipped: 4,580 Records deleted: 0 Batches added: 5

Records added Feb. 06 - Feb. 13, 2023

Thousand

Feb. 06

Records skipped Feb. 06 - Feb. 13, 2023

Thousand

Feb. 06

Records deleted Feb. 06 - Feb. 13, 2023

Thousand

Feb. 06

Search dataset name or ID

Feb. 06 - Feb. 13, 2023

Summit 2023 [Don't Delete]

Refresh

Delete

Create data view

Connection name: Summit 2023 [Don't Delete]

Connection description: -

Sandbox: Sandbox23

Connection ID: 74f5f5e8-85d3-4304-982b-967781ed5c38

Data views using connection

- Summit 2023 - Please Copy
- Summit 2023 - L701 LAB
- Summit 2023 - L701 LAB
- Summit 2023 - L704 LAB
- Summit 2023 - L702 LAB
- Summit 2023 - L702 LAB (Backup)

Connections in Customer Journey Analytics can seamlessly connect multiple online and offline data sources

- Connect online and offline data sources to have clear insights of a customer's journey
- Connect multiple Adobe Analytics Report Suites to a single Workspace in CJA
- Enrich customer journey data by joining event data with profile data.

Data Views

Create different data views for the same connection, with very different sets of components.

- Admin Permissions to Access
- Make Dimensions and Metrics Available
- Modify Dimensions (Substrings)
- Modify Metrics (Include Exclude)
- (AA Equivalent): Virtual Report Suite

The screenshot shows the Adobe Customer Journey Analytics interface for a specific data view (DV 001). The top navigation bar includes 'Customer Journey Analytics', 'Projects', 'Connections', 'Data views' (selected), 'Components', 'Tools', and 'Labs'. A 'Provide feedback' button is in the top right. Below the navigation, the interface is divided into three main sections: 'Configure', 'Components' (selected), and 'Settings'. The 'Components' section shows a list of 'Included components (228)' with a search bar. Below this, there are two expandable sections: 'METRICS (47)' and 'DIMENSIONS (181)'. Each section contains a table of components with columns for 'COMPONENT NAME', 'DATASET', 'SCHEMA DATA TYPE', 'SCHEMA PATH', and 'ATTRIBUTION' (or 'PERSISTENCE' for dimensions). The 'METRICS' table lists components like 'Longitude', 'Latitude', 'Calls', and 'call_enoth'. The 'DIMENSIONS' table lists components like 'Status', 'CRMIDCom...', 'Validity', and 'Call ID'. At the bottom, there are links for 'Help', 'Terms of Use', 'Privacy policy', and 'Language: English', along with a copyright notice '© 2022 Adobe. All Rights Reserved'.

COMPONENT NAME	DATASET	SCHEMA DATA TYPE	SCHEMA PATH	ATTRIBUTION
Longitude	Reduced W...	Double	...a.longitude	--
Latitude	Reduced W...	Double	...ma.latitude	--
Calls	Call Center ...	Integer	...ails.callFlag	--
call_enoth	Call Center	Integer	...call_enoth	--

COMPONENT NAME	DATASET	SCHEMA DATA TYPE	SCHEMA PATH	PERSISTENCE
Status	CRM Profile...	String	...Email.status	--
CRMIDCom...	CRM Profile...	String	...MIDCombo	--
Validity	CRM Profile...	String	...onevalidity	--
Call ID	Call Center	String	...tails.callID	--

Data Prep In CJA With Data Views

The screenshot shows the Adobe Customer Journey Analytics (CJA) interface for 'Retail DV'. The 'Data views' section is active, displaying a list of included components (141). The components are categorized into Metrics (38) and Dimensions (103). The Metrics table lists components like 'Channel Purchases', 'Revenue', 'commerce.checkouts.value', and 'commerce.productListAddsv...'. The Dimensions table lists components like 'Cookie Support', 'Screen Height', 'Time Spent per Session', and 'callAgentID'. A right-hand panel shows configuration options for 'Channel Purchases', including 'Remove', 'Duplicate', 'Schema path', 'event type', 'Data Usage Labels', 'Hide component in reporting', 'Format', 'Include/Exclude values', 'Case sensitive', 'Match', 'Criteria', 'Add rule', 'Metric deduplication', and 'Attribution'.

COMPONENT NAME	DATASET	SCHEMA DATA TYPE	SCHEMA PATH	ATTRIBUTION
Channel Purchases	POS Dataset, Mobile Event D...	String	eventType	—
Revenue	POS Dataset, Mobile Event D...	Double	productListItem.priceTotal	—
commerce.checkouts.value	POS Dataset, Mobile Event D...	Double	commerce.checkouts.value	—
commerce.productListAddsv...	POS Dataset, Mobile Event D...	Double	...merce.productListAddsv...	—

COMPONENT NAME	DATASET	SCHEMA DATA TYPE	SCHEMA PATH	PERSISTENCE
Cookie Support	—	String	...ballookupsca.cookieSupport	—
Screen Height	—	String	...globallookupsca.screenHeight	—
Time Spent per Session	n/a	n/a	n/a	n/a
callAgentID	POS Dataset, Mobile Event D...	String	...e.callCenterAgent.callAgentID	—

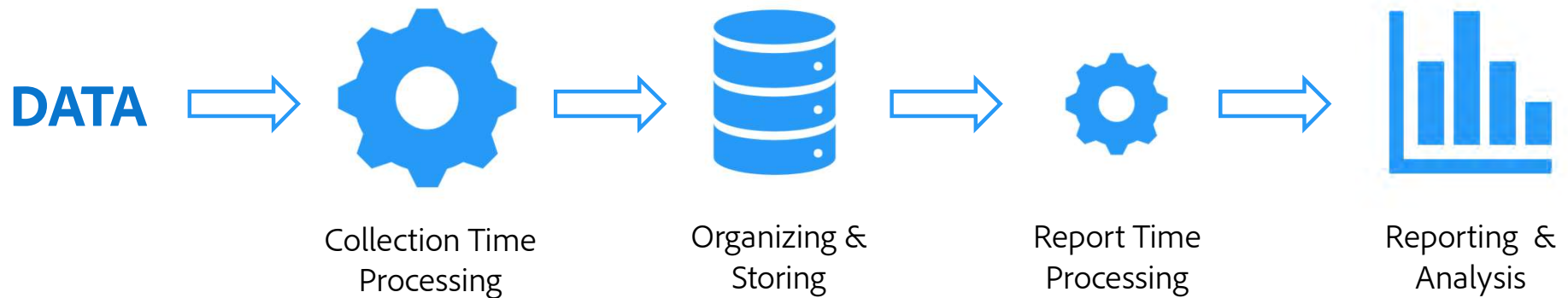
Make immediate changes to data within Customer Journey Analytics without needing to make changes to schemas

- Create multiple dimensions or metrics from a single component
- Define default attribution models on individual metrics
- Format metrics and dimensions within a data view
- Create friendly names or hide components in Analysis Workspace

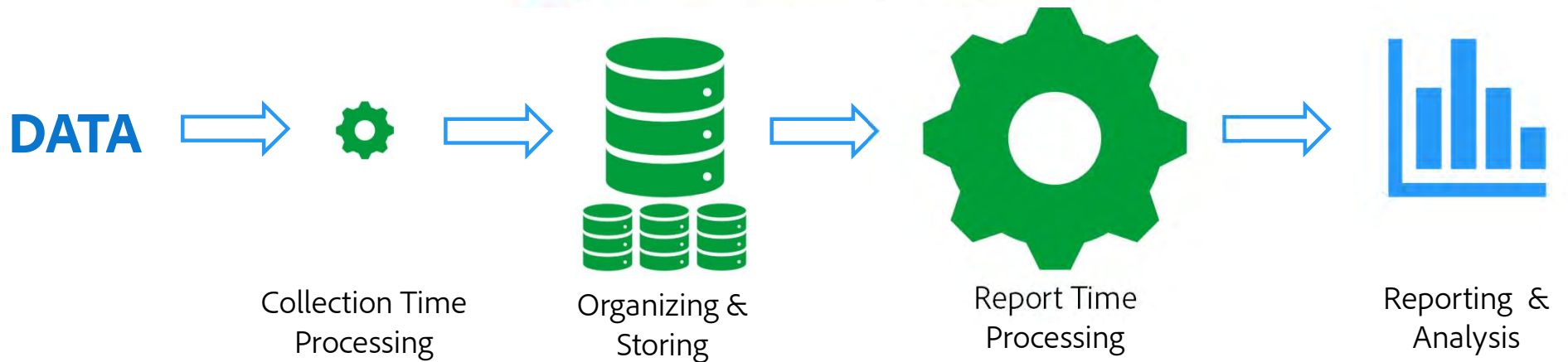
Analysis Workspace



Traditional Digital Analytics Tools



Customer Journey Analytics



Putting it into practice:

Customer Journey Analytics

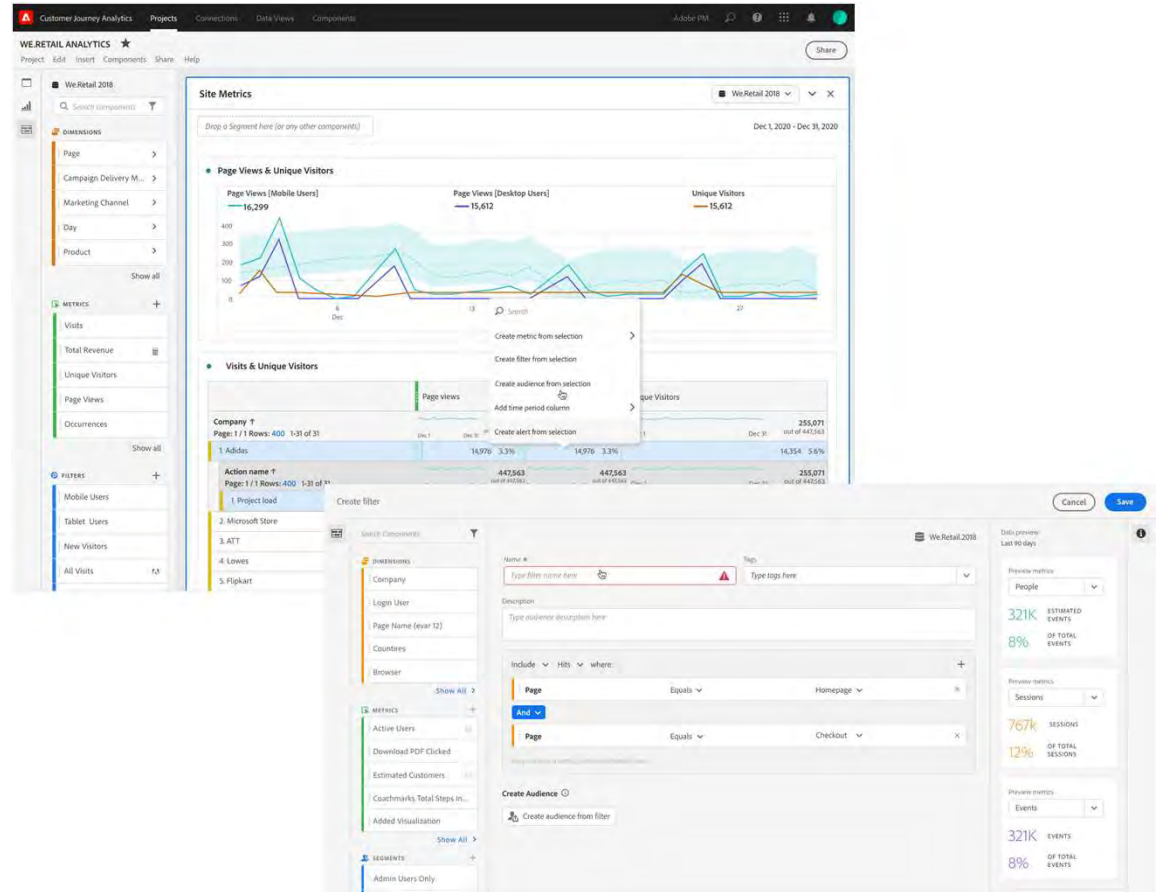
- Jaelyn is tasked with **Reporting on Offline & Online Data**, as well as **Discovering Insights** from the various data sets of data brought into Customer Journey Analytics.
- Jaelyn's Tasks:
 - Reports on customer journeys
 - Discovers journey pain points
- Exercises today:
 - Combine Offline & Online Data
 - Create Customer Journeys
 - Publish Audiences



Audience Publishing in Customer Journey Analytics

Audience Publishing seamlessly shares audiences derived from omni-channel insights for activation and orchestration

- Create audiences based on specific actions and dimensions using multiple filters simultaneously
- Publish “one time” or “refreshing” audiences with minimal latency – just minutes
- Enrich Real-Time Customer Profiles with attributes derived from event-based data for activation with Real-Time CDP
- Use the audiences for journeys in Adobe Journey Optimizer or export to a 3rd-party through an Experience Platform destination



Product Analytics

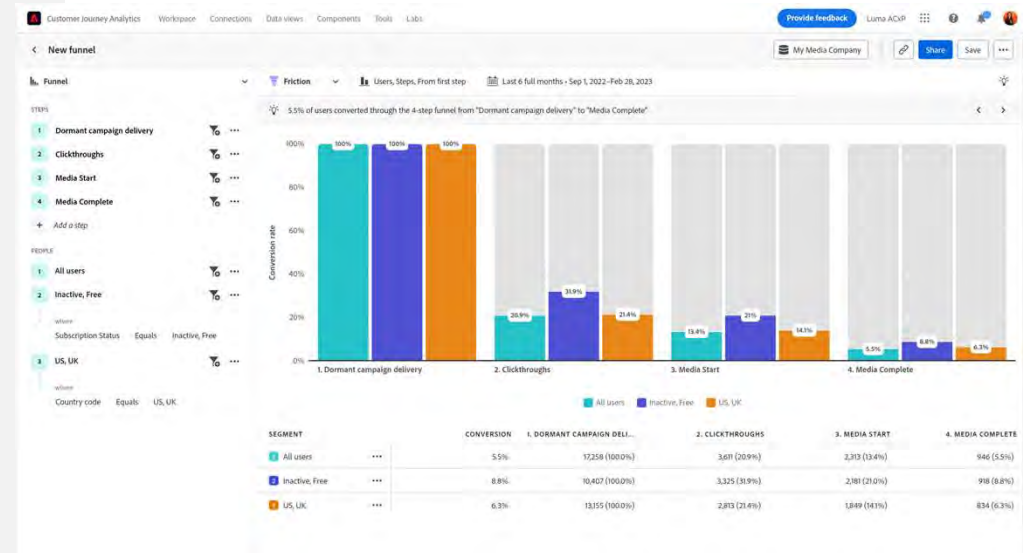


Insights into the customer experience with Product Analytics

New guided analyses enable product teams to self-serve answers to questions in seconds

- Understand patterns in user engagement over time
- Analyze the growth of user base
- Identify areas of friction across a sequence of steps
- Measure the impact of feature releases
- Discover meaningful segments to engage and nurture throughout their lifelong journey with the product
- Open in Analysis Workspace for deeper analysis and collaboration with analysts
- And much more!

Optional



Create Insights from Chaos

- Make sense of the Data
- Identifying the customer signals that matter the most
- Identify the friction points that are detrimental to CX
- Ability to take action/activate against the insights



Channel Analysis



Web Data



Mobile Data



Usage Data



Contact Center Data



Kiosk Data



Unified View of the Data



Reduce Siloed Journey Insights

Wrap Up and Q&A



Day 2 Summary

1

Customer Journey Analytics

- Combines data from disparate channels into a journey centric view
- Single view of the customer

2

Connections & Data Views

- Joins datasets
- Unlimited Dimensions and Metrics
- Non-destructive data manipulation at report runtime

3

Analysis Workspace

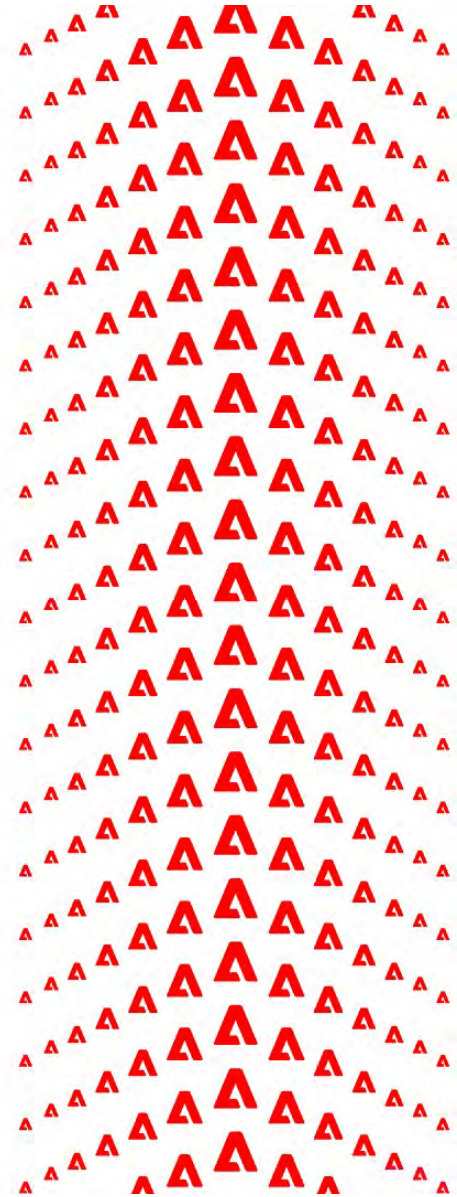
- Intuitive UI with minimal learning curve
- Curate dashboard to the exact level of use
- Audience Publishing to act on insights

4

Product Analytics

- Guide Analysis
- Self-service
- Quick insights that product teams need

Questions?



AT&T: Adobe Experience Platform

- Customer Journey Analytics

Hands-on Lab (CJA HOL)



<https://bit.ly/ATTCJAHOL>

