



Adobe® Analytics Data Availability

Learn about Analytics latency and other factors that impact report delivery times.

Adobe Analytics provides several reporting interfaces to help you get the data you need immediately for real-time decision making, while providing fully-processed, finalized data for distributed reports and planning.

Because Analytics data is available incrementally based on the data type and reporting interface, it is important to understand how the following factors relate to data availability.

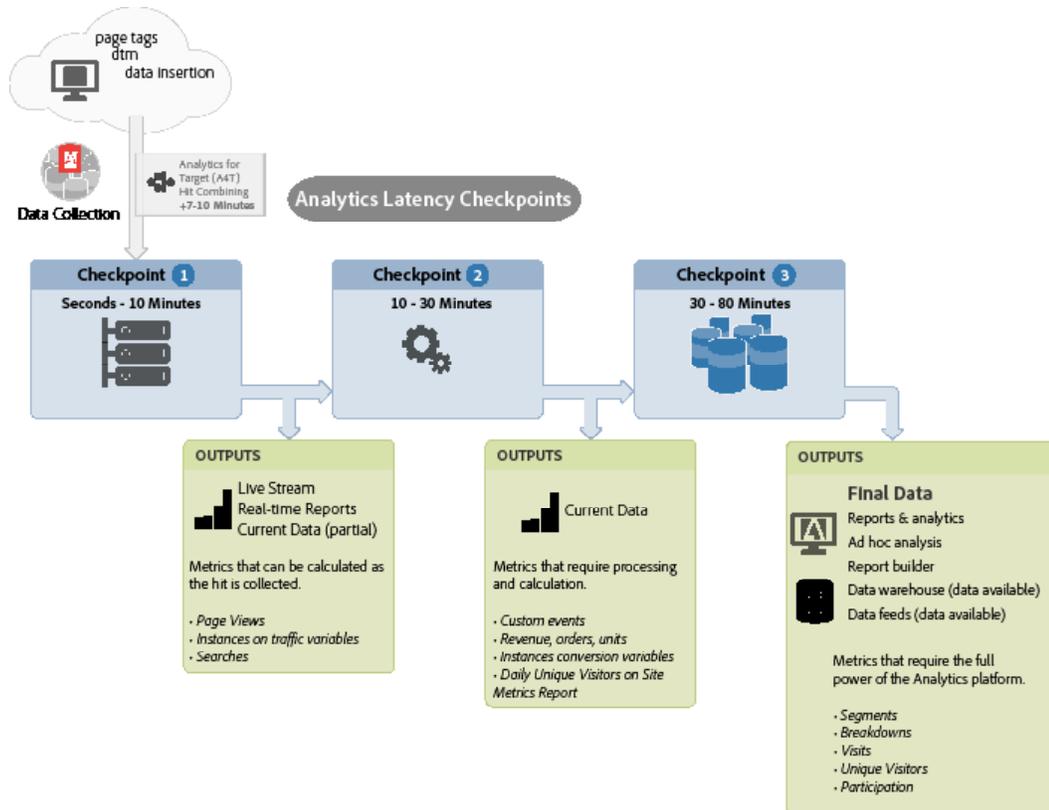
- Analytics latency checkpoints
- Analytics reporting interface
- Report processing, generation, and delivery time

Analytics Latency Checkpoints

Latency refers to the time required to collect, process, transport and store Analytics data. Data is available according to the three latency checkpoints described in the following diagram:

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| Latency | Data Type | *Availability | Description |
|--------------|---|----------------------|--|
| Checkpoint 1 | Hit-level metrics | Seconds - 10 minutes | Metrics that can be calculated as the hit is collected are available first, such as instances on props, and page views. |
| Checkpoint 2 | Processed metrics | 10 - 30 minutes | Metrics that require extra processing take a little longer to display. For example, the event list and products string must be analyzed and broken into individual values to calculate revenue, orders, and units. |
| Checkpoint 3 | <ul style="list-style-type: none"> • Final metrics • Segments • Breakdowns | 30 - 80 minutes | Metrics that are calculated using several hits over a time period take longer to appear in reports. Examples include segmented data and unique visitor counts. |

Analytics Reporting Interfaces

Analytics reporting interfaces provide data with varying checkpoints of latency. For example, data that is displayed in a real-time report appears within a few minutes. Data that is delivered in a data feed is not sent until processing is complete for the time frame being delivered (hourly or daily based on feed configuration).

The following table lists each data output type along with the supported reporting interfaces and latency checkpoints.

| Data Output | Reporting Interfaces | Latency | Description |
|--|--|--|--|
| Live Stream | API | Checkpoint 1 | Analytics live stream provides a stream of partially processed Analytics data. |
| Real-time Reports | <ul style="list-style-type: none"> • Real-time report • API | Checkpoint 1 | Real-time reports let you view orders, revenue, units, custom events, instances, and other metrics with up to three correlated dimensions. |
| Current Data | <ul style="list-style-type: none"> • Reports & analytics • Report builder • API | Checkpoint 1 Checkpoint 2 | Current data lets you view the latest Analytics data before data is fully processed and finalized. |
| Final Data | All Analytics interfaces | Checkpoint 3 | Fully-processed, finalized data is available in all Analytics interfaces. |
| Dashboards built by Adobe Engineering Services | Custom | Checkpoint 1 Checkpoint 2 Checkpoint 3 | Real-time and other dashboards built by Adobe Engineering Services can pull data from any application level associated with its respective latency checkpoint. |

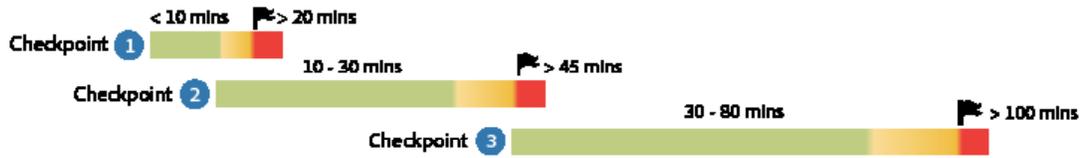
Report Processing and Delivery

Latency determines when data is available, but there are several other factors that can impact when data appears in reports. For example, delays might occur due to network speed, the number of currently running reports for your company, and the overall scope of the report. For example, a report request for 12 months of highly-segmented data takes significantly longer to process than a report request for 1 month of site-wide data.

Tips for minimizing delivery and processing time are available in the [Reporting Best Practices and Troubleshooting](#) help topic.

Summary

Adobe is committed to keep latency within a specific threshold for all customers. The following diagram displays the expected latency ranges for each latency checkpoint:



Note that hits are processed through each checkpoint in order. Therefore, a 10 minute delay for checkpoint 2 causes checkpoint 3 to be an additional 10 minutes latent.

The following table lists each latency checkpoint along with the latency ranges:

| Latency | *Expected Range | High Latency Range |
|--------------|-----------------------|--------------------|
| Checkpoint 1 | Seconds to 10 minutes | *Over 20 minutes |
| Checkpoint 2 | 10 - 30 minutes | *Over 45 minutes |
| Checkpoint 3 | 30 - 80 minutes | *Over 100 minutes |

* Analytics for Target combines Analytics and Target data on the same hit for integrated reporting. Because Analytics and Target calls occur at different times, hits are stored before any processing occurs to collect data from both solutions. This process adds an additional 7-10 minutes of latency to all checkpoints.

For more information

Product details:
<http://www.adobe.com/solutions/digital-analytics.html>



Adobe

Adobe Systems Incorporated
 345 Park Avenue
 San Jose, CA 95110-2704
 USA
www.adobe.com