Adobe® Experience Cloud

Marketing Channels

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Getting Started with Marketing Channels

Marketing Channels are commonly used to provide insight on how visitors arrive on your site. You can customize your Marketing Channel Processing Rules based on what channels you want to track, and how you want to track them.

Marketing Channels revolve around *First and Last Touch* metrics, which are components of standard conversion metrics.

Getting Started Tasks

1 Define each channel based on your business requirements.

Defining the channels you use is one of the most important components of Marketing Channels. Defining the channels can require collaboration between several individuals in your organization. Here are a few questions to consider:

- Are you using a paid search?
- Are you using email campaigns? Are you using multiple email campaigns that you would want to track separately?
- Do you have affiliates that direct traffic to your site? Are there affiliates that you want to track individually?
- Are there external campaigns that would be advantageous in tracking separately?
- Do you want to aggregate all social networking sites, or are there any that you want to track individually?
- Are there other channels that might affect conversion that you want to track?

A list of recommended channels can be found in *Frequently asked questions and examples*. Create a list of channels you want to use, so that enabling and defining them is easier when you create channels.

2 Add marketing channels on the **Marketing Channel Manager** page.

After defining what channels to track, you enable them in **Admin** > **Report Suites**.

See *About channels and rules* for important prerequisite and conceptual information.

See *Add marketing channels* for the procedure.

> ***Note:*** *If Marketing Channels have not been previously configured, the automatic setup displays. This setup provides several pre-configured channels that you can customize. Adobe recommends that you use these rules as a template. However, if you already have solid channel definitions, you can skip the automatic setup.*

3 Configure or refine each channels' rules on the **Marketing Channel Processing Rules** page.

After you create channels on the **Marketing Channel Manager** page, you configure the rules so that channels can retrieve and report data.

See *Processing rules for Marketing Channels*.

If channels were created in the automatic setup, the rules in those channels are defined. You can modify them to suit your needs.

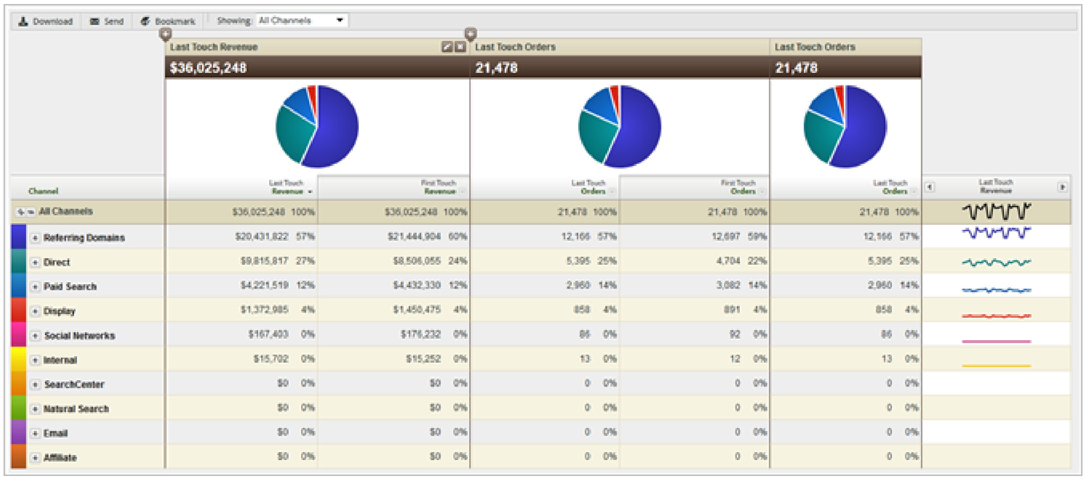
About Marketing Channel reports

Marketing Channel reporting lets you know how much revenue your marketing channels generate. These reports include an overview report of the first and last-touch channel allocation, with critical, standard metrics like revenue, orders, and cost.

You configure channel definition rules in Admin Tools. APIs specific for the channel reports are available. No external implementation changes are necessary to run the **Marketing Channel** report.

- *Example Report*
- *Available Reports*

Example Report



Channel	Last Touch Revenue	First Touch Revenue	Last Touch Orders	First Touch Orders	Last Touch Orders	Last Touch Revenue
All Channels	$36,025,248 100%	$36,025,248 100%	21,478 100%	21,478 100%	21,478 100%	
Referring Domains	$20,431,822 57%	$21,444,904 60%	12,166 57%	12,697 59%	12,166 57%	
Direct	$9,815,817 27%	$8,506,055 24%	5,395 25%	4,704 22%	5,395 25%	
Paid Search	$4,221,519 12%	$4,432,330 12%	2,960 14%	3,082 14%	2,960 14%	
Display	$1,372,985 4%	$1,450,475 4%	858 4%	891 4%	858 4%	
Social Networks	$167,403 0%	$176,232 0%	86 0%	92 0%	86 0%	
Internal	$15,702 0%	$15,252 0%	13 0%	12 0%	13 0%	
SearchCenter	$0 0%	$0 0%	0 0%	0 0%	0 0%	
Natural Search	$0 0%	$0 0%	0 0%	0 0%	0 0%	
Email	$0 0%	$0 0%	0 0%	0 0%	0 0%	
Affiliate	$0 0%	$0 0%	0 0%	0 0%	0 0%	

Channel data is supported in dashboards, APIs, Report Builder (for Excel), Ad Hoc Analysis, Data Warehouse, and Data Extract.

Add (or edit) metrics.

Add a column to the report.

Available Reports

The following **Marketing Channel** reports are available in the Experience Cloud.

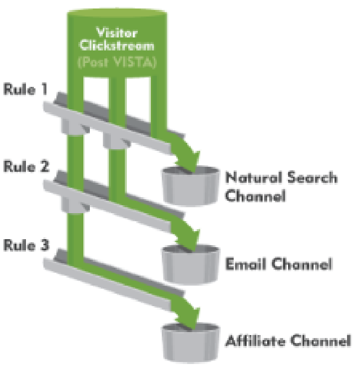
Report	Description
Channel Overview	The overview report is a summary report that displays pie charts and graphs that depict trends over the selected time period. You can add first and last-touch metrics, or create calculated metrics for this report. You can also drill into the first and last-touch channel and detail reports from the overview table. Other Marketing Channel reports provide ways to look deeper into the data summarized on this report. When you expand a channel in the report, you can see breakdown reporting for the channel's values. Channel Values are unclassified values in the channel detail.

Report	Description
First or Last-Touch Channel	Displays metrics showing data about a specific first-touch or last-touch channel. In these reports, you can break down a channel and show the details of each channel.
First or Last-Touch Channel Detail	Displays details such as page names and referrers, which is taken from the channel values you set up in the **Set the channel's value to** option when *configuring rules*. Channel detail reports let you closely examine the channel detail values from the overview report.

About channels and rules

Before channels and channel data can be displayed in the report, create the channels and the underlying rules that process data. You can also create cost and budget amounts for associated channels, and specify how long you want the visitor engagement period to last. You perform report configuration tasks in Admin Tools.

Think of a channel as a container for visits. The rules assign visits to the proper container.



Adobe provides several predefined channels during an *automatic setup* that you can edit to suit your needs.

Note: *Adobe recommends that you set up your report in a report suite that you can use as a template for testing purposes. You can use the template to apply channel and rule sets globally to one or more production report suites.*

See Apply template report suite settings to multiple report suites.

Review the following topics:

- *Prerequisites*
- *Important processing notes*

Prerequisites

If necessary, contact Customer Care to assist you with these prerequisites:

- In the Administration Console (General Account Settings), enable the **Conversion Level** (e-commerce) option for the report suite.

See *General Account Settings* in Analytics help for more information.

- Set up user group access to the **Marketing Channel Report**.

  See *Configure user group access*.

- Ensure that your account manager has enabled **Channel Reports** for your report suite.

Important processing notes

- The system processes the rules in the order you specify, and when a rule is met, the system stops processing the remaining rules.
- Rules can access variables that VISTA has set, but cannot access data that VISTA has deleted.
- Channels store only conversion metrics. Traffic metrics are not available.
- Two marketing channels never receive credit for the same event (such as purchases or clicks). In this way, marketing channels differ from eVars (where two eVars might receive credit for the same event).
- The report can process up to 25 channels at a time.

Automatic setup

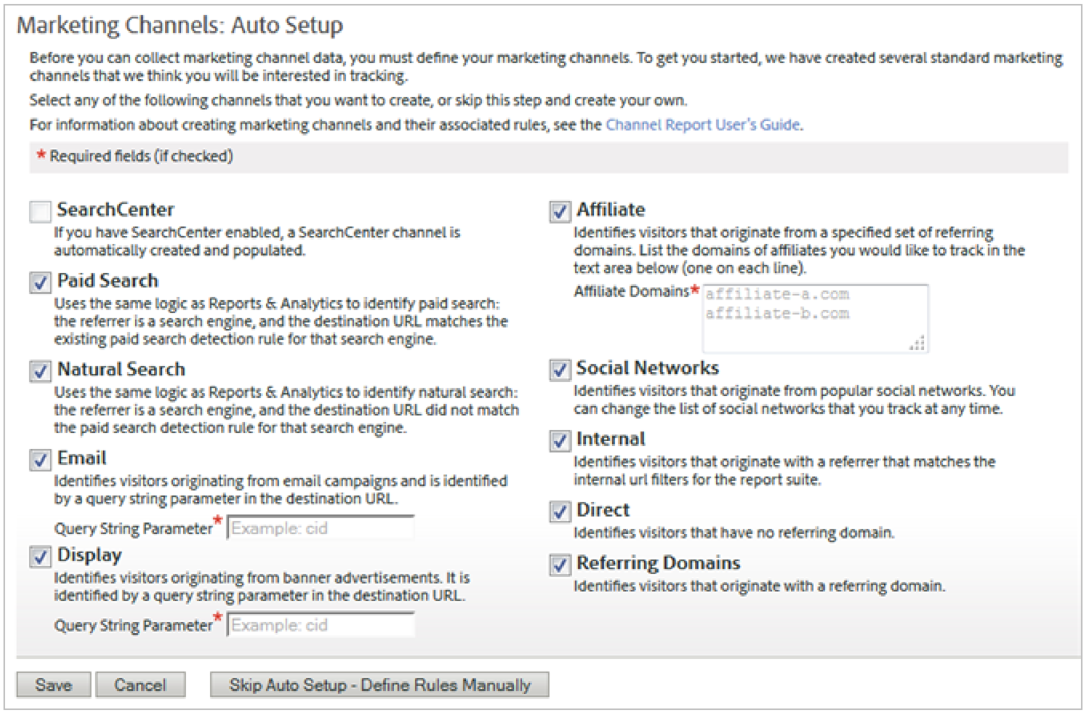
Run the one-time setup for the Marketing Channel report.

The Marketing Channel report comes with a one-time setup page to get you started. It provides several marketing channels that you can use for tracking. You can skip this setup if you feel comfortable creating channels and rules. However, Adobe recommends that you allow the wizard to create the channels for you. The automatic setup lets you see how rules are constructed, or edit them for your own purposes. You can disable or delete the predefined channels at any time.

Run the automatic setup for Marketing Channels

How to run the Marketing Channels automatic setup.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. On the **Report Suite Manager**, select a report suite.
3. Click **Edit Settings** > **Marketing Channels** > **Marketing Channel Manager**.



Note: *The* ***Marketing Channels: Auto Setup*** *page displays automatically when you access channel configuration applications in Admin Tools. (See Manage marketing channels.) This page does not display if your report suite contains one or more marketing channels. You cannot access this page again unless you select another report suite that does not contain marketing channels.*

4. Make sure the channels that you want to create are selected.

   When selected, **Email**, **Display**, and **Affiliate** are required fields.

   See *Manage marketing channels*.

5. Click **Save**.

Manage marketing channels

Add or enable marketing channels in the **Marketing Channel Manager**. For report suites that have no marketing channels, an automatic setup lets you create several channels for you, along with their rules. You can edit predefined channels to suit your needs, or create your own (up to a total of 25).

Here are guidelines for creating channels:

- Plan ahead by making a list of all your channels, so that all of your visitor hits are categorized to the right channel.
- Always include channels for the categories of *Internal* hits and *Direct* hits.

Adding channels to the **Marketing Channels** page is done independently of creating rules on the *Marketing Channel Processing Rules* page. You associate rules with channels when creating the rule.

Add marketing channels

Add marketing channels in the Marketing Channel Manager.

***Note:** You cannot delete a channel. If you do not want to use a channel, you can disable or rename it, and preserve it for later use.*

1. Click **Analytics** > **Admin** > **Report Suites**.
2. On the **Report Suite Manager** page, select a report suite.

   If you select multiple report suites, select a template that copies settings from the template to the selected report suites.

   See *Apply template report suite settings to multiple report suites*.
3. Click **Edit Settings** > **Marketing Channels** > **Marketing Channel Manager**.

   If your report suite does not have channels defined, the *Auto Setup* page displays.
4. On the **Marketing Channel Manager** page, click **Add Channel**.

   This option is not available when 25 channels are defined.
5. Click **Save.**
6. To configure rules for the channel, click **Marketing Channel Processing Rules**.

   See *Create Marketing Channel processing rules*.

Marketing Channel Manager - interface definitions

Field definitions for the **Marketing Channel Manager** page.

Field	Definition
Enabled	Enables or disables this marketing channel.
Channel Name	The friendly name of the marketing channel.
Override Last-Touch Channel	Lets you choose whether to override an existing, persistent last-touch channel with the selected channel. If you select this checkbox, any channel (including Direct and Internal) would override an existing last-touch channel. The result is conversion being attributed to a channel that might not deserve credit. For example, this option can ensure that the Direct channel does not receive credit for conversion if the user had previously been acquired via the Natural Search channel.
Channel Breakdown	Lets you break down a channel by this value. You can add possible channel breakdowns (subchannels) when creating marketing channel classifications.
Type	Specifies how the user came to your site. You can select **Online** or **Offline**. Use Online channels for visitors who come through a search engine or email campaign. Offline channels apply to visitors who found your site through newspaper coupons or magazine advertisements. Offline channels usually include data imported through reporting Data Sources. See *Data Sources*. See *Add offline data*.

Field	**Definition**
Color	The color associated with this marketing channel. This color represents the channel in the **Marketing Channel** report.

Processing rules for Marketing Channels

Marketing Channel processing rules determine if a visitor hit meets the criteria assigned to a channel. The rules process every hit a visitor makes on your site. When a rule does not meet the criteria for a channel, or if rules are not configured correctly, the system assigns the hit to *No Channel Identified*.

Here are important guidelines for creating rules:

- Sort the rules in the order that you want them to be processed.
- At the end of your list, include a catch-all rule, such as Other. This rule identifies external traffic but not internal traffic.

  See *No Channel Identified*.

Note: *Although these rules do not affect reporting outside of marketing channels, they affect marketing channel data collection. Data collected with these rules are 100% permanent, and rules altered after data is collected is not retroactive. It is strongly recommended to review and consider all circumstances before saving* ***Marketing Channel Processing Rules*** *to mitigate data being collected in incorrect channels.*

Prerequisites

- Review the conceptual information in *Getting Started with Marketing Channels* and *About Marketing Channel reports*.
- Create one or more channels so that you can assign rules to them.

  See *Add marketing channels*.

Create Marketing Channel processing rules

Create Marketing Channel processing rules, which determine if a visitor hit meets the criteria assigned to a channel.

This procedure uses an email rule as an example. The example assumes that you have added an email channel to your list of channels on the Marketing Channel Manager page.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. Select a report suite.

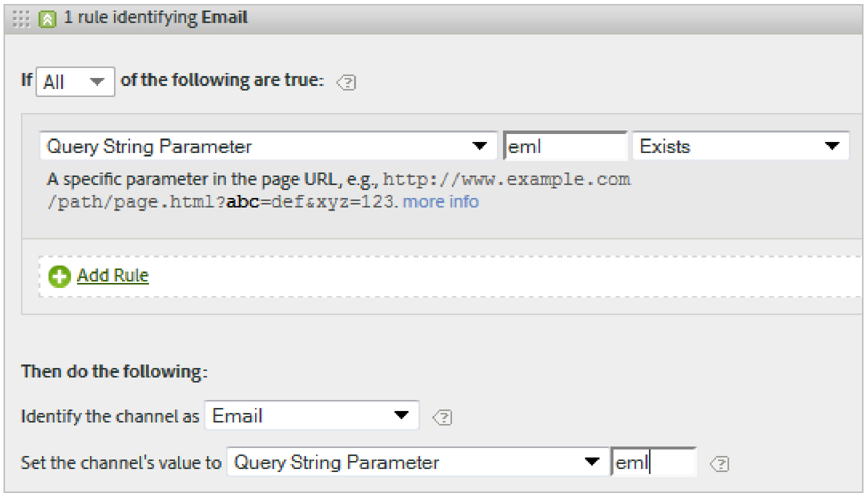
   If your report suite does not have channels defined, the **Marketing Channels: Auto Setup** page displays.

   See *Run the automatic setup for Marketing Channels*.

3. Click **Edit Settings** > **Marketing Channels** > **Marketing Channel Processing Rules**.

4. From the **Add New Rule Set** menu, select **Email**.

Here you are not selecting your channel, but a template that populates the rule with a few of the necessary parameters.



Use Boolean logic (if / then statements) to configure a rule. For example, in an email channel rule, provide the settings or information emphasized in the following rule statement:

"If **All** or **Any** of the following are true: **Query String Parameter**<*value*>**exists**...

"Then identify the channel as **Email**...

"Then set the channel's value to **Query String Parameter**<*value*>."

In this example, *<value>* is the query string parameter that you use for your email campaign, such as *eml*.

5. To continue creating rules, click **Add Rule**.
6. To prioritize rules, drag-and-drop them to the desired position.
7. Click **Save.**

Marketing Channel processing rules - definitions

This reference table defines the fields, options, and hit attributes you can select on the Marketing Channel Processing Rules page.

Term	Definition
All	Activates this channel only when all of the rules in the numbered rule are true.
Any	Activates this channel when any of the rules in the rule set are true. This option is available only if more than one rule exists in the numbered rule.
AMO ID	The primary tracking code used by the Advertising Cloud and Advertising Analytics integrations. When one of these integrations is enabled, then the tracking code prefix can be used to identify Advertising Cloud specific channels. Use "AMO ID" starts with "AL" for Search, "AC" for Display, or "AO" for Social.

Term	Definition
	When the AMO ID is used in marketing channels the click/cost/impression metrics can be attributed to the correct channel (when not configured, these metrics will go to Direct or None).
AMO ED ID	The secondary tracking code used by Advertising Cloud. The main purpose of this tracking code is to serve as the key for sending data back to Ad Cloud. It can however also be used to identify display ClickThroughs vs. display ViewThroughs if you desire to see these as two separate marketing channels. This can be done by setting the marketing channel logic for "AMO EF ID" ends with ":d" for Display ClickThroughs or "AMO EF ID" ends with ":i" for Display ViewThroughs. If you do not desire to split Display into two channels, then use the AMO ID dimension instead.
Conversion Variables	Consists of eVars that are enabled for this report suite, and applies only when these variables are set via the Adobe code on the page. See the *Implementation Guide*.
Exists	Several selections are available, including: • **Does Not Exist**: Specifies that the hit attribute does not exist on the request. For example, in a referring domain, if the user types a URL or clicks a bookmark, the referring domain attribute does not exist. • **Is Empty**: Specifies that a hit attribute exists, usually an eVar or query string parameter, but there is no value associated with the hit attribute. • **Does Not Contain**: Lets you specify, for example, that a referring domain does not contain a specific value (as opposed to using the selection *Contains*.
Identify the channel as	Associates the rule with a marketing channel that you added to the **Marketing Channel Manager** page. See *Add marketing channels*.
Matches Paid Search Detection Rules	A paid search detected by Adobe. Paid searches are when companies pay a fee for the search engine to list their site. Paid searches usually appear at the top or the right side of the search results.
Matches Natural Search Detection Rules	A non-paid search detected by Adobe reporting.
Referrer Matches Internal URL Filters	A visit whose page URL matches an internal URL filter, as defined for the report suite in Admin Tools.
Referrer Does Not Match Internal URL Filters	The referring URL does not match an internal URL filter, as defined for the report suite in Admin Tools. You can use this setting with *Page URL* and *Exists* to set up a catch-all rule, so that no visits land in the *No Channel Identified* section of the report.

Term	Definition
Ignore hits matching internal URL filters	(For referrers) Tracks only hits coming from externally referred sites. Typically, leave this setting enabled unless you want to include internal traffic.
Is First Page of Visit	The first page of a visit detected by Adobe reporting.
Page	The page name of a web page on your site that is tagged using Adobe's web beacon. This value is equivalent to *s.pageName*. Examples include *Home Page* and *About Us*.
Page Domain	The domain of the page on which the visitor lands, such as `products.example.co.uk`.
Page Domain and Path	The domain and path, such as `products.example.co.uk/mens/pants/overview.html`.
Page Root Domain (TLD+1)	The root domain of the page on which the visitor lands, such as `example.co.uk`.
Page URL	The URL of a web page on your site.
Referring Domain	The domain your visitors came from before they visited your site, for example, referrers coming from `abcsite.com` versus `xyzsite.com`.
Query String Parameter	If a page URL on your site looks like `http://example.com/?page=12345&cat=1`, then page and cat are both query string parameters. (See `http://en.wikipedia.org/wiki/Query_string`.) You can specify only one query string parameter per rule set. To add additional query string parameters, use **ANY** as your operator, then add new query string parameters to the rule.
Referrer	The web page location (full URL) your visitors were at before coming to your site. A referrer exists outside your defined domain.

Referring Domain and Path	A concatenation of the Referring Domain and URL path. Examples include:
	`www.example.com/products/id/12345`
	`ad.example.com/foo`

Referring Parameter	A query string parameter on the referrer URL. For example, if your visitors come from `example.com/?page=12345&cat=1`, then page and cat are the referring parameters.
Referring Root Domain	The root domain of the referrer. A referrer exists outside of your defined domain.

Term	Definition
Search Engine	A search engine like Google or Yahoo! that brought visitors to your site.
Search Keywords	A word used to perform a search using a search engine.

Search Engine + Keywords	A concatenation of the Search Keyword and Search Engine to uniquely identify the search engine. For example, if you search for the word computer, the search engine and keyword are identified as follows:
	`Search Tracking Code =`
	`        "<search_type>:<search engine>:<search keyword>" where`
	`        search_type = "n" or "p", search_engine = "Google", and`
	`search_keyword =`
	`        "computer"`
	Note: n = natural; p = paid

Set the channel's value to	In addition to knowing which marketing channel brings a visitor to your site, you can know which banner ad, search keyword, or email campaign within the channel is getting credit for a visitor’s site activity. This ID is a channel value that is stored along with the channel. Often this value is a campaign ID embedded in the landing page or the referring URL; in other cases it is the search engine and search keyword combination, or the referring URL that most correctly identifies the visitor from a particular channel.

Frequently asked questions and examples

Read about best practices and examples of how to populate various rules you can set up for your marketing channels.

- *Frequently asked questions*
- *No Channel Identified*
- *Paid Search*
- *Natural Search*
- *Affiliates*
- *Social Networks*
- *Display*
- *Internal*
- *Email*
- *Direct*

See *Create Marketing Channel processing rules* for definitions of fields displayed on the **Marketing Channel Processing Rules** page.

Frequently asked questions

Every implementation of marketing channel processing rules can differ, depending on your tracking codes. Configuring rules that provide results you are looking for can require some creative thinking to solve problems.

Question: My tracking codes do not follow a pattern, and I have thousands that must be specified for my Affiliates channel.

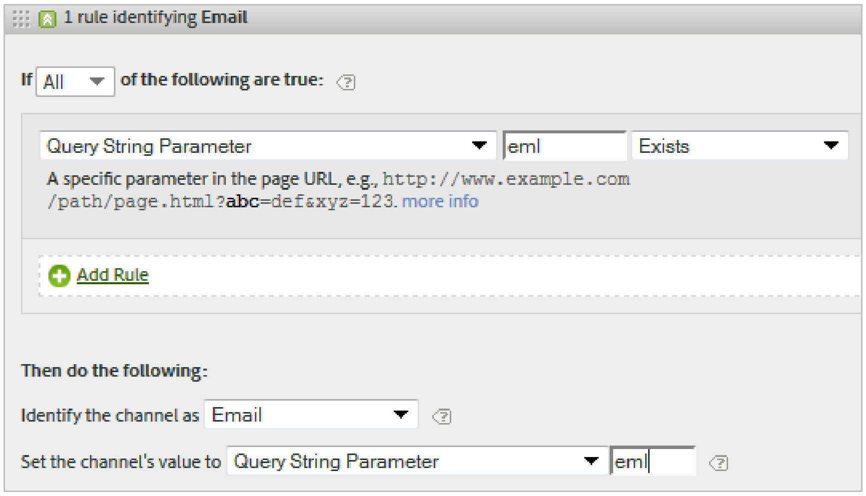
- Use the process of elimination. If your Email and Affiliates channels use the same query string parameter, but you have only a few email tracking codes, you can specify the email tracking codes in a rule set defining email. Then, you classify all other tracking codes with *affiliates.*
- In your email system, add a query string parameter to all landing page URLs, such as *&ch=eml*. Create a rule set detecting whether the ch query parameter equals *eml*. If it does not contain *eml*, then it is an affiliate.

Question: Referring domains contain more data than I expect.

- Referring domains might be too high in the processing rule list. It should be one of the last (or the last) rule sets, because processing order is important.

Question: I've created a rule that matches a query string parameter and it's not working.

- Make sure that the parameter name is specified in the query string parameter fields (typically an alphanumeric value). Also, make sure that the parameter value is specified after the operator, as shown in the following example of an email rule.



Question: Why is all of my last-touch traffic is attributed to an internal domain?

• You have a rule that matches internal traffic. Keep in mind that these rules process for every hit that a visitor makes on your site, not only the first visit. If you have a rule like *Page URL exists* without other criteria, that channel is matched on each successive hit on your site, because a page URL always exists.

Question: How do I debug traffic displaying in No Channel Identified on the report?

• Rules process in order. If no specific criteria has matched, hits fall into one of three categories:

1. No referrer (a direct visit).
2. Internal referrer, on the first page of a visit.
3. A processing glitch on the page.

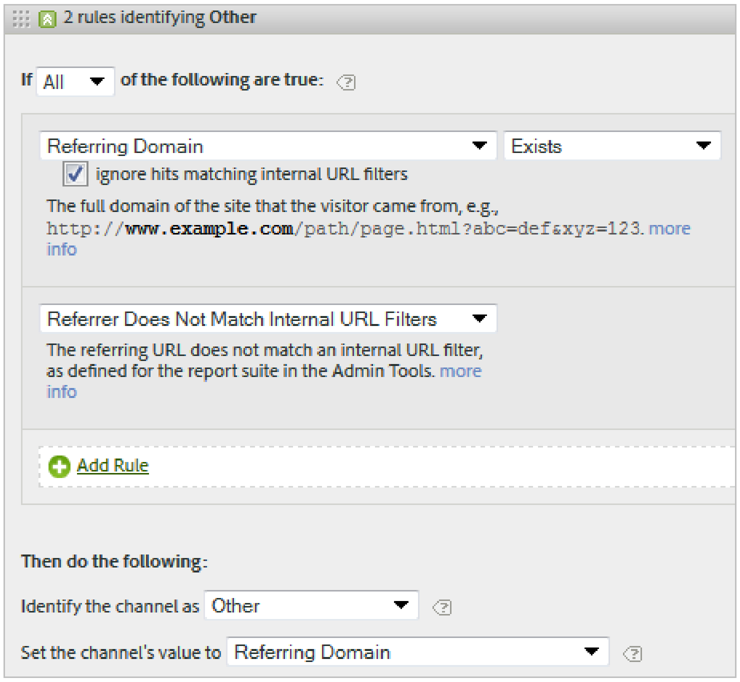
Make sure that you have a channel for these three possibilities. For example, create rules that say:

1. **Referrer** and **Does Not Exist** and **Is First Page of Visit**. (See *Direct*.)
2. **Referrer Matches Internal URL Filters** and **Is First page of Visit**. (See *Internal*.)
3. **Referrer** and **Exists** and **Referrer Does Not Match Internal URL Filters**.

Lastly, create an *Other* channel that captures the remaining hits, as described in *No Channel Identified*.

No Channel Identified

When your rules do not capture data, or if rules are not configured correctly, the report displays the data in the **No Channel Identified** row on the report. You can create a rule set called *Other*, for example, at the end of your processing order, that also identifies internal traffic.



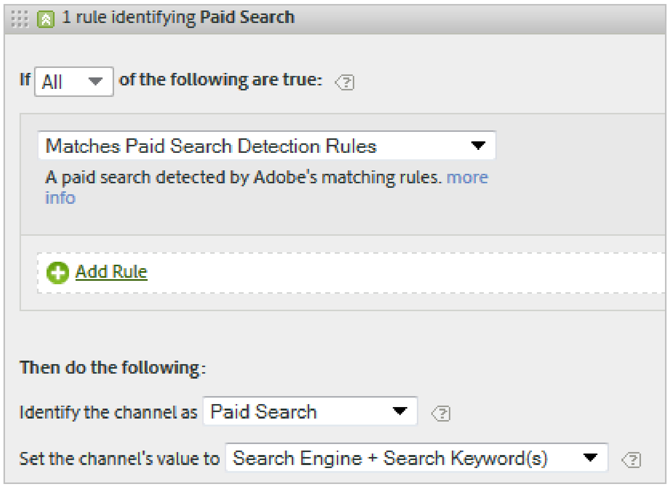
This kind of rule serves as a catch-all to ensure that channel traffic always matches external traffic, and typically does not end up in **No Channel Identified**. Be careful not to create a rule that also identifies internal traffic. Setting the channel's value to **Referring Domain** or to **Page URL** are the most common, useful ways to create an effective Other rule.

> ***Note:*** *There might be still some channel traffic that can fall into the No Channel Identified category. For example: A visitor comes to the site and bookmarks a page and in the same visit comes back the page via the bookmark. Since this is not the first page of the visit, it will go neither in the Direct channel nor in the Other channel because there is no referring domain.*

Paid Search

A paid search is a word or phrase that you pay a search engine for placement in search results. To match paid search detection rules, the marketing channel uses settings configured on the **Paid Search Detection** page. (**Admin** > **Report Suites** > **Edit Settings** > **General** > **Paid Search Detection**). The destination URL matches the existing paid search detection rule for that search engine.

For the marketing channel rule, the **Paid Search** settings are as follows:



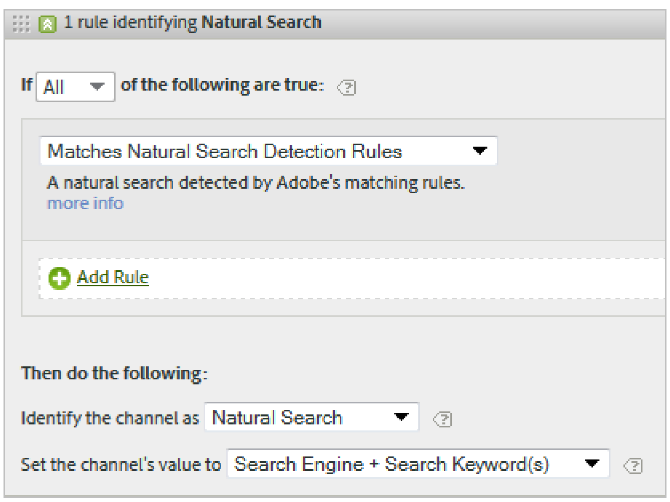
See *Paid Search Detection* in Admin for more information.

Natural Search

A natural search occurs when visitors find your website through a Web search, where the search engine ranked your site without you paying for the listing. You can control the destination URL the search engine uses to link to your site. This URL allows Analytics to identify whether a search is natural.

There is no natural search detection in Analytics. After you set up Paid Search Detection, the system knows that if a search referrer was not a paid search referrer, it must be a natural search referrer. For a natural search, the destination URL does not match the existing paid search detection rule for that search engine.

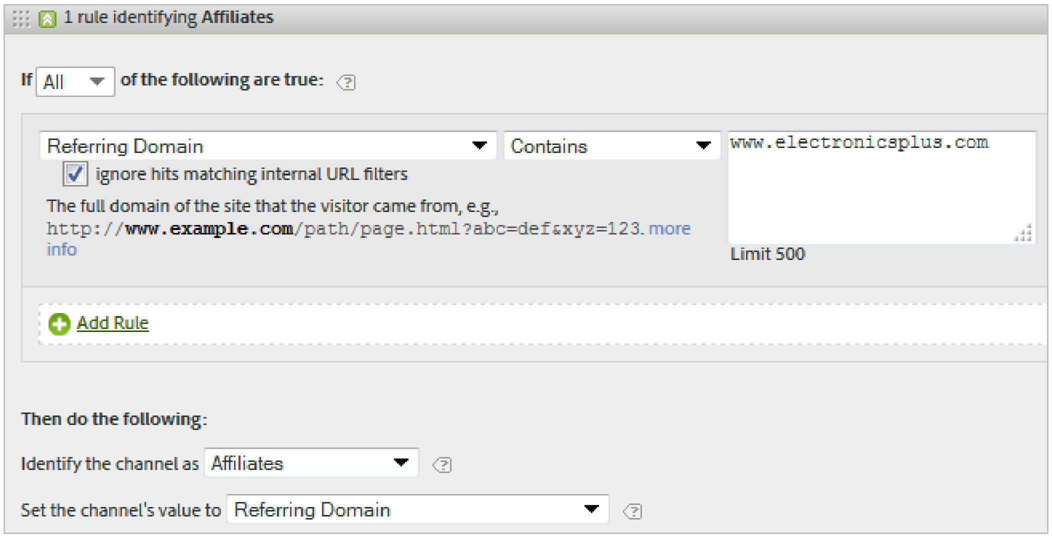
For the marketing channel rule, the Natural Search settings are as follows:



See *Paid Search Detection* in the Admin for more information.

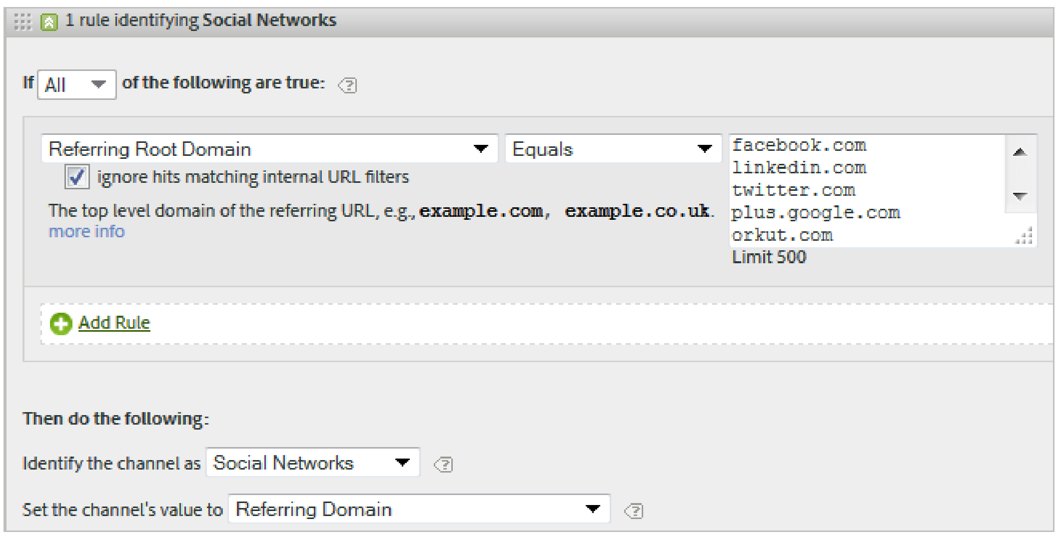
Affiliates

An affiliate rule identifies visitors that originate from a specified set of referring domains. In the rule, you list the domains of affiliates you would like to track, as follows:



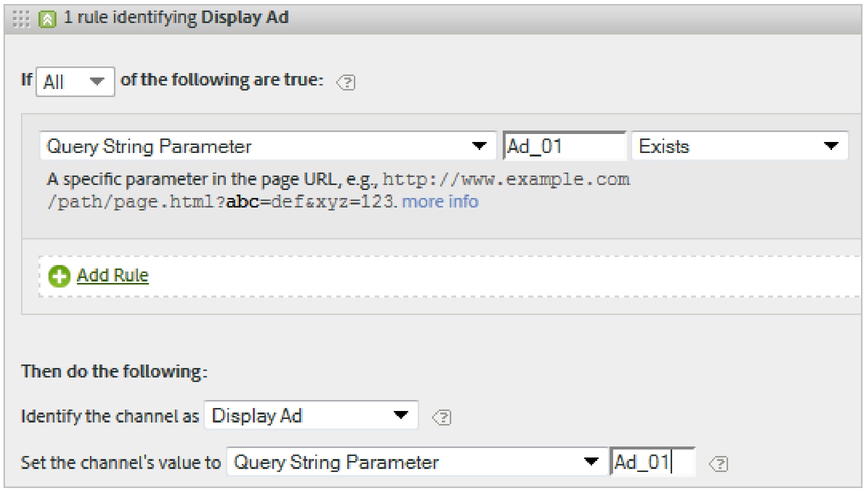
Social Networks

This rule identifies visitors that originate from a social network, such as Facebook*. The settings can be as follows:



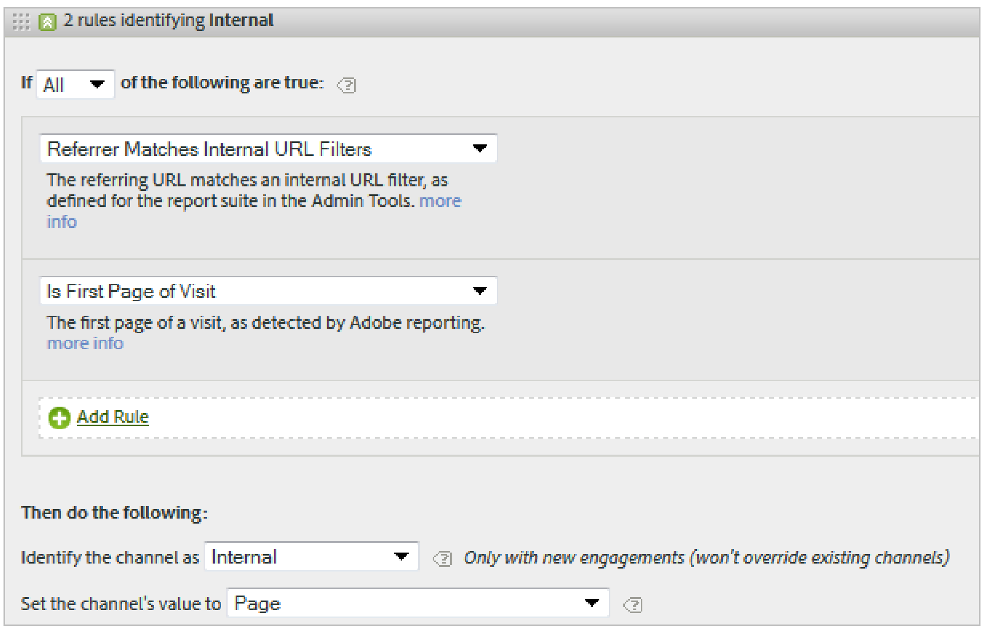
Display

This rule identifies visitors originating from banner advertisements. It is identified by a query string parameter in the destination URL, in this case *Ad_01*.



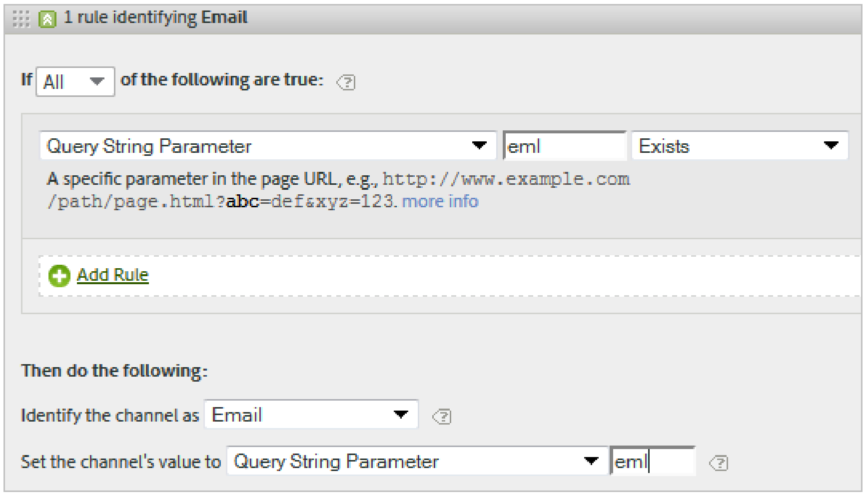
Internal

This rule identifies visitors that originate with a referrer that matches the internal URL filters for the report suite.

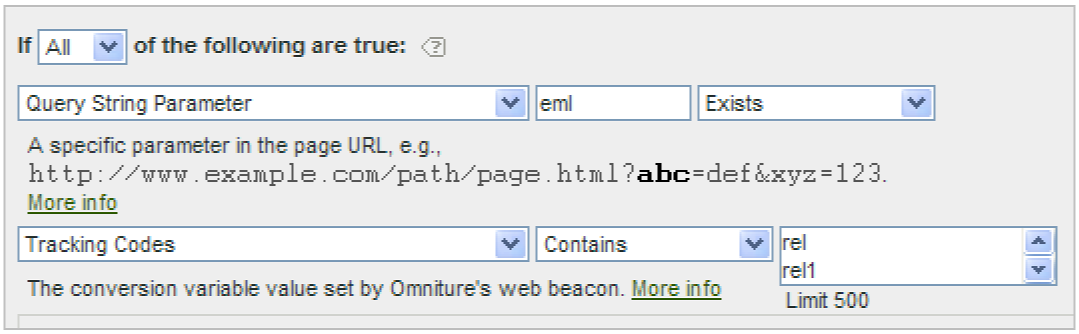


Email

To set up this rule, you provide the query string parameter for your email campaign. In this example, the parameter is *eml*:

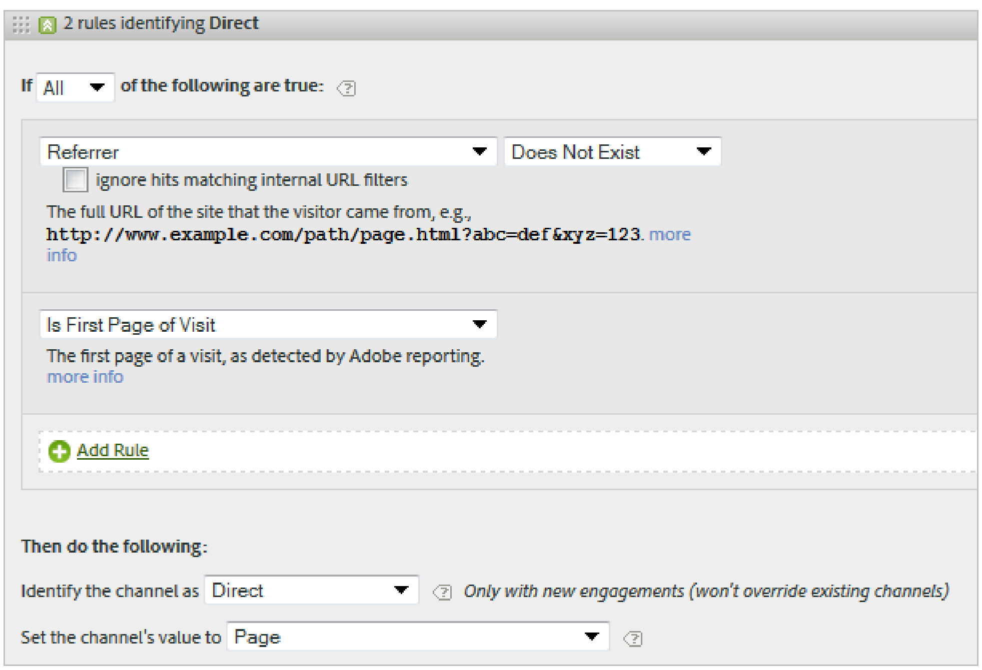


If your rule contains Tracking Codes, enter one value per line, as shown here:



Direct

This rule identifies visitors that have no referring domain. This rule includes visitors that come to your site directly, such as from a Favorites link or by pasting a link in their browser.



Apply template report suite settings to multiple report suites

How to use a master report suite as a template for testing your marketing channel configuration. To save time, you can apply this template to one or more production report suites in a mass update. You perform this task for channels and rule sets separately.

Note: *Apply channels from a template before you apply rule sets. Your channels must be the same across all report suites when performing this procedure.*

To apply template report suite settings to multiple report suites

1. Ensure that the Marketing Channel Report is enabled for selected report suites. Your Account manager performs this step.
2. Click **Analytics** > **Admin** > **Report Suites**.
3. On the **Report Suite Manager** page, select the template report suite, as well as one or more target report suites.
4. Click **Edit Settings** > **Marketing Channels** > **Marketing Channel Manager**.
5. On the **Select Master Report Suites** page, select a template report suite.
6. Click **Save All**.
7. Apply rules from a template to multiple report suites:
   a) Return to the **Report Suite Manager** page.
   b) Select the template report suite, as well as one or more target report suites.
   c) Click **Edit Settings** > **Marketing Channels** > **Marketing Channel Processing Rules**.
   d) Click **Save**.

      If the Save button is disabled in this step, enable it by expanding one of the rules.

Classifications in Marketing Channels

Use classifications to categorize values into related groups and to report at the group level. For example, you can classify all Paid Search campaigns into a category like Video Cards. Then you can report on the success of that category relative to metrics like Instances (or click-throughs).

Classifications that you add in this procedure display in the **Marketing Channel Overview** report as **Channel Values**. Channel Values are unclassified values in the channel detail.

Note: *Ensure that you are familiar with creating classifications in Classifications in Analytics Reference help.*

Important: *The Marketing Channels classification reports behave a little differently than standard classifications: when you create classifications for either first touch or last touch reports, they are automatically applied to both. You cannot classify one without classifying the other.*

Marketing Channel Classifications - Definitions

Term	Definition
Text Classifications	Specifies the type of classification category that lets you group variable data for reporting purposes.
Name	The name of the classification. The classification you add appears as the **Channel Breakdown** option in the **Marketing Channel Manager**.
Options	The name of the classification. The classification you add appears as the **Channel Breakdown** option in the **Marketing Channel Manager**.

Create marketing channel classifications

Create classifications for the **Marketing Channel** report.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. In the **Report Suite Manager**, click **Edit Settings** > **Marketing Channels** > **Marketing Channel Classification**.
3. On the *Marketing Channel Classifications* page, specify the classification type.
4. Under **Classifications**, click **Add Classification** (or edit an existing one).

Visitor engagement expiration

Learn how to specify visitor engagement expiration in Marketing Channels.

Visitor engagement is how much time you want to allow for the visitor's previous activity on your site to be attributed to the first touch channel.

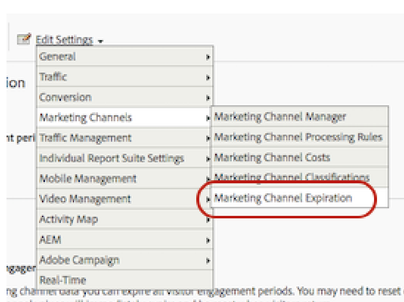
For example, visitors often click through a Paid Search campaign and add products to a cart, but they end the session before the conversion event. If the visitor returns later to make a purchase, you can specify whether their previous and current activity counts as one engagement. The default expiration setting is 30 days.

Field	Definition
Days of Inactivity	The number of days that must pass before a visitor's first-touch engagement expires. The default value is 30.
Never	The visitor's engagement period does not expire.
Channel Reset	Expires all visitor engagement periods. If you have need to reset all marketing channel data you can expire all visitor engagement periods. You may need to reset data if your processing rules were previously configured incorrectly. All first and last touch channel values will immediately expire and be reset when visitors return.

Specify visitor engagement expiration

Specify the visitor engagement expiration.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. In the **Report Suite Manager**, click **Edit Settings** > **Marketing Channels** > **Marketing Channel Expiration**.



3. Configure the visitor engagement expiration fields.
4. Click **Save.**

Metrics used in Marketing Channel reports

How to use metrics in Marketing Channel reports.

: Add (or edit) metrics.

: Add a column to the report.

- *First and last-touch metrics*
- *New Engagements*
- *Click-through*
- *Add metrics to a Marketing Channel report*

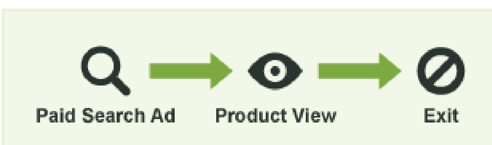
First and last-touch metrics

First-touch and last-touch are channel attributes that let you see how many new engagements (or metric data like product views, revenue, and orders) result from a visitor's activity in the channel.

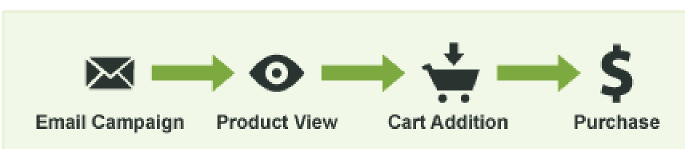
When a success event occurs, Analytics looks at the entire visitor's activity and history (back to the *visitor's engagement expiration*). It notes the first channel the user came through, as well as the most recent channel. It then gives credit of the success event to each appropriate channel.

Example

Suppose that you set up two marketing channels: Paid Search, and Email Campaign.



Paid Search is an ad for a product. It catches a visitor's interest and generates a product view but fails to result in a conversion event.



A month later you run an email campaign for the same product. It results in a $100 purchase (or other desired conversion event).

In the Marketing Channel Report, the result can be displayed as follows:

Channel	Last Touch Revenue	Last Touch Orders	First Touch Revenue	First Touch Orders
Paid Search	0	0	100	1
Email Campaign	100	1	0	0

The Paid Search channel is credited for $100 as the first-touch channel for revenue, with 1 first-touch order. The Email Campaign channel is credited for $100 as the last-touch revenue channel (the channel the user last touched before the conversion event), and with 1 last-touch order. In other words, a primary purpose of the report is to see how the breakdown of revenue across first touch channels differs from the breakdown of revenue across last touch channels.

Every success event instance will have exactly one First Touch channel and exactly one Last Touch channel. This means that if you add up a given metric column for any success event, it will always exactly equal the total for the same time period. This total will also exactly equal the total number of events in the appropriate **Site Metrics** > **Custom Events** report. Non-success event metrics, such as visits and visitors, will not match up 1 to 1, as multiple channels can fire in the same visit.

Note: *This report uses the first-touch or last-touch version of each metric. Thus, the data shown in a **Marketing Channel** report might not match the data shown in other reports.*

Metric definitions

Metric	Definition
First-touch channel	The first marketing channel to engage a visitor. Technically, the first-touch channel is an eVar with original expiration.
First-touch visitor	In channel reporting, a first-touch visitor is a Daily Unique Visitor that originated from a channel. The visitor's engagement is stored for the duration of the engagement period with the site, which can last many visits.
Last-touch channel	The conversion channel, meaning, the last marketing channel to engage the visitor and result in a conversion. Only one channel is set as the first touch channel. The last touch channel can change with every return visit to the site. Every visit has a first-touch and last-touch channel, but the value of the first-touch channel never changes with subsequent visits.

New Engagements

New Engagements is a Marketing Channel reporting metric that indicates a first-touch channel has been newly set for a visitor. This can occur the first time a visitor visits the site or when the visitor returns to the site after a previous first-touch channel has expired. (Marketing Channel expiration can be set as desired by the report suite by adjusting the Visitor Engagement Expiration in Admin Tools. If not set for the report suite, the expiration defaults to 30 days since the visitor's last visit or hit of the visitor.)

Click-through

A click-through is an instance on the last-touch channel. It is an eVar with the most recent allocation.

For example, assume that a visitor comes to your website once a day, with each visit originating from a different marketing channel:

- Day 1: Paid Search
- Day 2: Display
- Day 3: Natural Search
- Day 4: Display

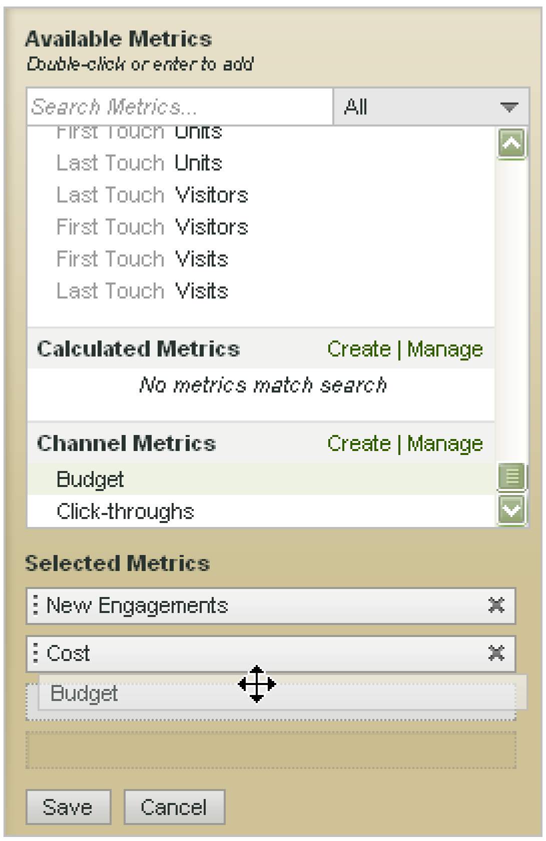
• Day 5: Paid Search
• Day 6: Display
• Day 7: Natural Search

The First-Touch Channel report would show 1 new engagement for Paid Search. Each other channel would show 0 new engagements. The Last-Touch Channel report would show 2 click-throughs for Paid Search; 3 for Display; and 2 for Natural Search.

Add metrics to a Marketing Channel report

Add metrics to the Marketing Channel report. You can add up to four metrics to each column in the report, and as many columns as you want.

1. Open the **Marketing Channel Report**.
2. Click Add Metrics.
3. Under **Available Metrics**, drag-and-drop metrics from the **Available Metrics** section to the **Selected Metrics** section.



4. To create calculated metrics, scroll to **Calculated Metrics**, then click **Create**.
5. Click **Save.**

Calculated metrics used Marketing Channel reports

Add calculated metrics to Marketing Channel reports in Analytics.

Calculated metrics created in reports and analytics are available in the **Marketing Channel** report, with first-touch and last-touch equivalents. For example, if you have created a calculated metric called Revenue per Order, that metric is available on the Marketing Channel report as *First Touch Revenue per Order* and *Last Touch Revenue per Order*.

You can create calculated metrics directly from the **Marketing Channel Report**. Calculated metrics allow you to make useful comparisons between first-touch and last-touch channel metrics. For example, you can display the difference between first and last touch revenue.

Add calculated metrics to a Marketing Channel report

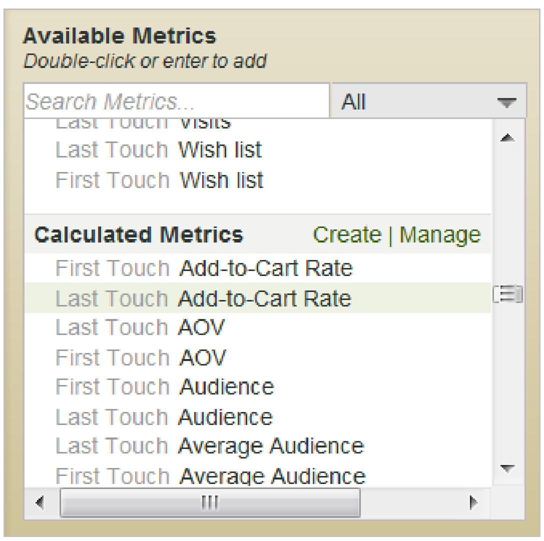
Add a calculated metric from the Marketing Channel Overview Report. You can add up to four metrics to the report.

1. Open a **Marketing Channel Overview Report**.

   See *Run Marketing Channel reports*.

2. In the report, click **Edit.**

   Note: *If you are viewing a **First Touch** or **Last Touch** detail report, click **Add Metrics** to select a metric. (See Metrics in Marketing Reports and Analytics Help.)*

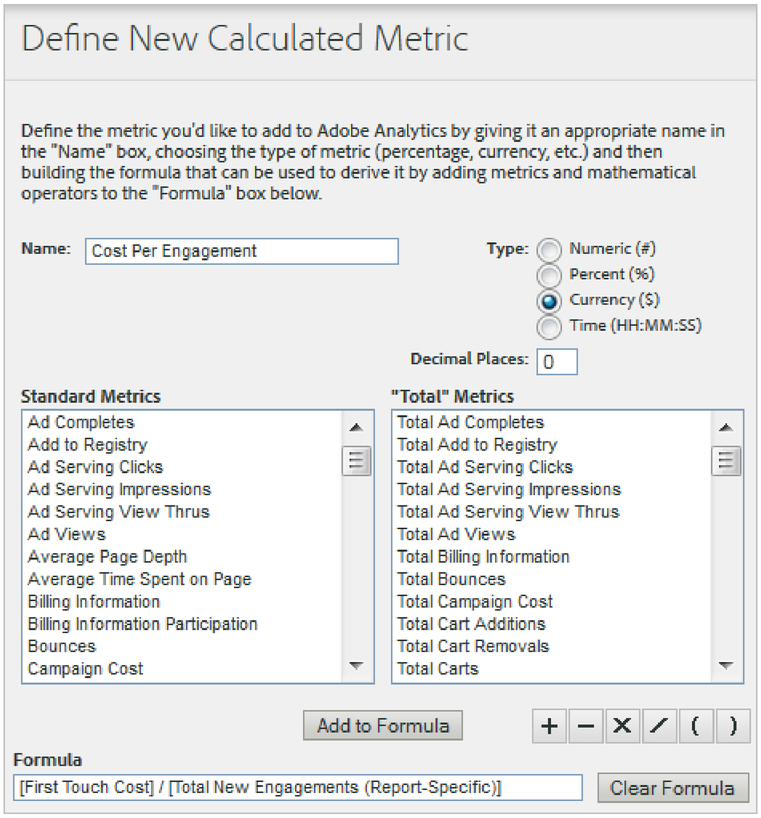
3. Scroll to **Calculated Metrics**, then double-click a calculated metric.

   If the calculated metric does not exist, click **Create** to define the metric here. For an example, see *Calculated Metric Example* after this procedure. Also, see *Creating Calculated Metrics* in *Marketing Reports and Analytics Help* for more information.

4. Click **Save.**

Calculated Metric Example

The following example shows a calculated metric formula that divides *First-Touch Costs* by *Total New Engagements*.



If you are familiar with importing classifications, you can add numeric classifications and upload them via the Classifications Importer for use as cost and budget metrics.

See *Classifications* help.

Costs and budgets

Learn how to assign cost and budget amounts to channels.

Cost represents what you spend on the channel. Budget represents the amount available to spend.

A useful way to view your ROI is to create a calculated metric that shows revenue minus costs. Or create one that shows the total cost along with a breakdown of cost per new engagement. For example, you can run a **First-Touch Channel** report showing new engagements. Then add a First-Touch Cost metric that shows you the cost per new engagement, by creating a calculated metric.

See *Calculated metrics used Marketing Channel reports*.

You can assign costs and budgets only to channels. All costs are given a time range over which they apply in reporting. When costs are associated with a channel directly, an allocation metric is chosen to show how costs break down across campaigns within a channel.

After you add cost and budget items, you can export the table data to a CSV file. You can also import a CSV file to the Marketing Channel Costs page.

Note: *If you are familiar with importing classifications, you can add Numeric 2 classifications and upload them for use as cost and budget metrics. See Numeric 2 Classifications.*

Add cost and budget items

Add cost and budget items to Marketing Channels.

1. Click **Analytics** > **Admin** > **Report Suites**.
2. On the **Report Suite Manager** page, select a report suite.
3. Click **Edit Settings** > **Marketing Channels** > **Marketing Channel Costs**.
4. On the **Marketing Channel Costs** page, click **Add Cost Item** or **Add Budget Item**.
5. Click **Save.**

   To continue adding cost items, click **Save and Add Another**.
6. (Optional) To export or import CSV files, access the **Marketing Channel Costs** page, click **Export File** or **Import File**, then follow the prompts.

Marketing Channel costs - definitions

Field definitions for Marketing Channel Costs or Budgets.

Field	Definition
Name	The name of the cost or budget item. (This value is the **Key** value if you are using SAINT.)
Channel	The channel to which you want to associate this amount. Specify whether the cost or budget applies to a First Touch channel or Last Touch channel. Think

Field	Definition
	of a first-touch cost amount as a one-time new engagement. A last-touch cost amount is for click-throughs.
Date Range	The time that you want to use for this amount.
Type	The type of cost or budget, either a Rate or a One-Time Cost. The Rate specifies an ongoing cost, such as an amount per click. A One-Time Cost lets you specify a Distribute By amount. For example, if you distribute the cost by clicks, the affiliate with 60% of the total clicks is attributed 60% of the total cost. The **Distributed by** value is the metric used when you are breaking down numeric classifications.
Export File	Lets you export the table data to a CSV file.
Import File	Lets you import a CSV file to the **Marketing Channel Costs** page.

Add offline data

Add offline data to Marketing Channel reports.

Online Channels let you categorize data for visitors who come through sources like a search engine, Internet ad, referring domain, or email campaign. Offline Channels apply to visitors who found your site through television ads, newspapers, or magazine advertisements.

Integrate data sources into Marketing Channel reports

If you want to integrate *data sourced data* into Marketing Channel reports, keep in mind the following:

- Any standard hits passed in to analytics reports with a *transactionID* are processed through marketing channel processing rules as normal.
- Any `transactionID` data sources passed into analytics are automatically associate with the same marketing channel on which the standard hit was processed.
- Any other data sourced data does not go through marketing channel processing rules.

See *Data Sources* help for more information about Data Sources.

To classify offline channel data, activate the data in Data Sources, then download and edit the template.

See "Working with Data Sources" in the *Data Sources User Guide*.

To add offline data

1. Click **Admin** > **Data Sources**.
2. On the Data Sources page, click **Create.**
3. Under **1. Select Category**, select **Offline Channel Data**.
4. Under **2. Select Type**, select **Offline Channel Data**.
5. Click **Activate.**
6. Map offline metrics to reporting metrics by following the prompts on the Data Source Activation Wizard.
7. Download and edit the template file in an editor, such as Excel.

   See "Creating a Data Sources File" in the *Data Sources User Guide*.
8. Upload the file as described in "Uploading a Data Sources File" in the *Data Sources User Guide*.

Report Access

Describes how to run the Marketing Channel report, grant limited admin user rights, and user group permissions to report.

To view the Marketing Channel report, grant the user group appropriate permissions. Adobe's Experience Cloud's permission system is group-based, meaning that a user's group determines access to reports.

Configure user group access

Configure user group access to Marketing Channels.

1. Click **Analytics** > **Admin** > **User Management**.
2. Click **Groups** from the **User Management** home page.

   See *User Management* in the *Admin Help*.
3. Click a custom group name, or click **Add New User Group** to create a user group.
4. Under Report Access, enable **All Access** or **No Access**.

There is currently no predefined user group for Marketing Channels. Instead, an Admin-level user must create a custom user group that has access to **Advanced Reporting** > **Customize** > **Marketing Channel Reports**.

Field	Definition
All Access	Grants this user group access to the **Marketing Channel Report**.
No Access	Prevents this user group from accessing the **Marketing Channel Report**.

Grant limited administrative rights

Create a group that grants limited administrative rights to users of the **Marketing Channel** report, and then assign users to that group. For example, you might want to create a group that lets non-administrative users enter costs or budget amounts.

1. Click **Admin** > **Admin** > **User Management**.
2. Click **Groups.**
3. Click a custom group name, or click **Add New User Group** to create a user group.

   See *User Management* in the *Admin Help*.
4. Under Report Access, locate Admin, then click **Customize.**
5. Enable the **Channels** and **Costs.**
6. Click **OK**, then click **Save.**

Field definitions for Define User Groups in Admin Tools:

Field	Definition
Channels	Grants users access to the Marketing Channel setup features, except for costs and budgets.
Costs	Grants access to cost and budget setup features in Marketing Channels.

Run Marketing Channel reports

How to run the **Marketing Channel Report**.

1. Log in to the Reports & Analytics.
2. Select the appropriate report suite.
3. Under **Reports**, click **Marketing Channels**.

Contact and Legal Information

Information to help you contact Adobe and to understand the legal issues concerning your use of this product and documentation.

Help & Technical Support

The Adobe Experience Cloud Customer Care team is here to assist you and provides a number of mechanisms by which they can be engaged:

- *Check the Experience Cloud help pages for advice, tips, and FAQs*
- *Ask us a quick question on Twitter @AdobeExpCare*
- *Log an incident in our customer portal*
- *Contact the Customer Care team directly*
- *Check availability and status of Experience Cloud Solutions*

Service, Capability & Billing

Dependent on your solution configuration, some options described in this documentation might not be available to you. As each account is unique, please refer to your contract for pricing, due dates, terms, and conditions. If you would like to add to or otherwise change your service level, or if you have questions regarding your current service, please contact your Account Manager.

Feedback

We welcome any suggestions or feedback regarding this solution. Enhancement ideas and suggestions for the Analytics suite *can be added to our Customer Idea Exchange*.

Legal

Terms of Use | *Privacy Center*