# Data Sources User Guide

# Contents

# Data Sources Help

Adobe Analytics data sources lets you manually import additional online or offline data for reporting.

By integrating offline data, you can leverage data sources to integrate:

- Product Cost
- Call Center Information
- Product Returns
- Leads
- Web Logs
- Traffic Metrics

Data integration helps you understand transactions as a whole. Think of how your customers interact with your site.

1. They first search or get referred from another domain
2. They arrive on your site, browse, and then purchase
3. Some visitors might return the product via phone or in-store

Both the pre-click data (searches prior to last one that drove to your site, impressions, cost, etc) and “after-the-sale” information (returns, call center data) can be integrated.

You can use Data Sources to help understand the pre-click data by importing the data via the search engine or ad network. This will make it possible to calculate ROAS (Return on Ad Spend) by bringing in the cost data and dividing the revenue by the cost (Revenue/Cost). You can also use it to help understand the “after-the-sale” data to get a more accurate ROAS picture by bringing information such as Return Revenue or Return Units.

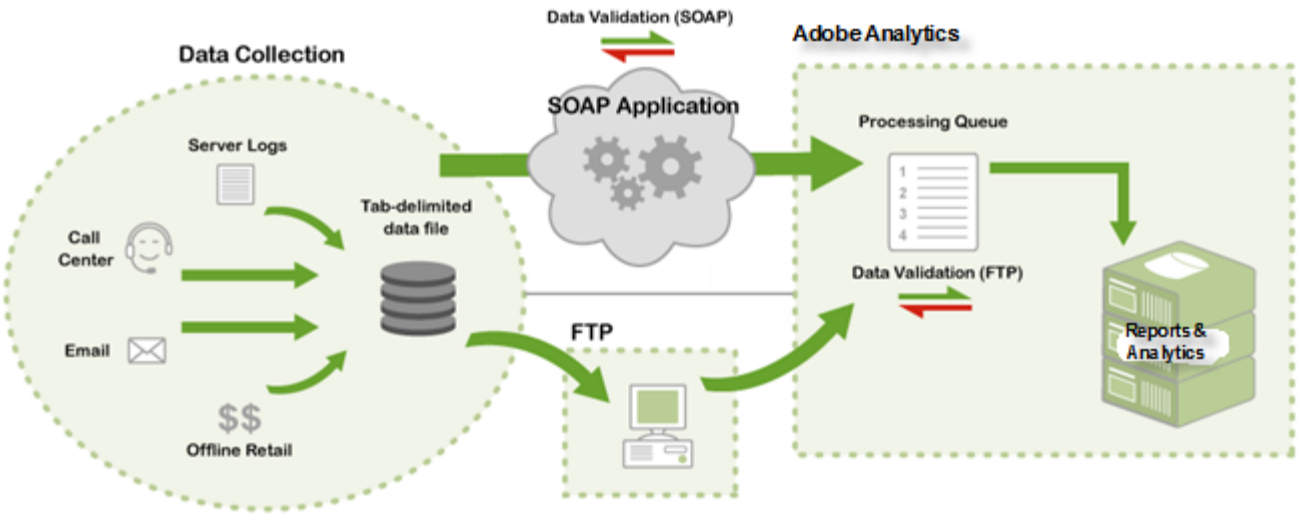
**Important:** For transaction ID data sources to tie offline data to online events, Transaction ID Recording must be enabled by Customer Care. See *Enable Transaction ID Recording* on page 28 for more information.

After import, most Data Sources data is available throughout the Digital Marketing Suite.

## How Data Sources Works

Information about how Adobe provides access to Data Sources.

**Note:** Once submitted via the Data Sources, imported data is indistinguishable from reporting data gathered using other methods (JavaScript beacon, ActionSource, Data Insertion API, etc.). You cannot remove the data once it is imported.




Two methods are available to submit data:


• *FTP* on page 4
• *API* on page 4


### FTP

You can create and manage FTP-based data sources through marketing reports, which uses FTP file transfer to import data files into Data Sources. After creating a data source, Adobe provides you with an FTP location that you can use to upload Data Source files. Once uploaded, Data Sources automatically locates and processes them. Once processed, the data is available for marketing reports.

### API

Adobe offers a Data Sources API that lets you programmatically link your applications into Data Sources. This eliminates the need for an intermediary FTP server, and transfers data via HTTP, SOAP, and REST.

See *Data Sources API Documentation*.

# Requirements and Upload Limits

Information about the requirements for your report suite before using Data Sources.

The following sections list constraints that apply to Data Sources and data imported into marketing reports and analytics.



### Size Limits

- Each FTP account is limited to 50 MB of total data for all files. Processing pauses if the size exceeds 50 MB and does not resume until the total is below 50 MB.

### Dates

- Each calendar day you can upload data for 90 unique dates. If you exceed this limit, the upload will fail with an error message stating that you have ?exceeded the maximum unique days.
- Only data with current or past dates can be imported. Do not attempt to use future dates in your Data Sources data.
- All rows must have a date specified to enable report graphing capabilities. If a row does not include a date, Data Sources generates an error and rejects the file. The date/time format varies by data source type:
  - **Full Processing Data Sources**: Use the ISO 8601 date format of `YYYY-MM-DDThh:mm:ss±UTC_offset` (for example, `2013-09-01T12:00:00-07:00`), or Unix Time Format (the number of seconds elapsed since January 1, 1970).
  - **Standard and Integration Data Sources**: Use the following date format: `MM/DD/YYYY/HH/mm/SS` (for example, `01/01/2013/06/00/00`)

### General

- When you upload a Data Sources file, Data Sources performs basic data validation to make sure the file does not contain formatting errors. If an error is encountered in a file, an email notification is sent and processing stops.
- Data fields cannot contain semi-colons. Data Sources skips records that contain a semi-colon.
- Data from Web Log, Traffic, and some Generic Data Sources groupings are not available in Data Warehouse or Discover. For more information, see *Data Types and Categories* on page 16.
- Data Sources do not support serialized events.

### Multi-Byte Support

Data Sources supports multi-byte encoding. Data Sources attempts to detect the format of the incoming Data Sources file, and when necessary, converts it to a supported format. The following table lists common character formats and their support status.

| Character Format | Support |
| --- | --- |
| UTF-8 | Supported. The report suite used with Data Sources must have multi-byte character support enabled.<br>See *New Report Suite* in Help |
| UTF-8 with Byte Order Mark (EF BB BF) | Supported. This format is non-standard, though many Windows applications save in this format.<br>For example, WordPad saves in this format if you pick "UTF-8". |
| ISO-8859-1 (aka Latin-1 or Windows-1252) | Supported. Microsoft Excel saves in this format when you pick a "tab delimited" export. The Report suite must be using the ISO-8859-1 locale. |
| UTF-16 Little-endian, with Byte Order Mark (FF FE) | Converted to ISO-8859-1 or UTF-8, as determined by your report suite configuration. Microsoft Excel saves in this format when you pick a unicode export. |
| UTF-16 Big-endian, with Byte Order Mark (EF FF) | Converted to ISO-8859-1 or UTF-8, as determined by your report suite configuration. |
| UTF-16 with no byte-order mark | Not supported. |

If you submit a UTF-8 or ISO-8859-1 file and your report suite is not configured to support it, one of the following happens:

- The error is detected during conversion, in which case you receive a message like "Found bad character in file at position 18 while converting from UTF-8 to ISO-8859-1".
- The file is processed with no errors, but you see garbled data in the report.

### Uploading Web Log Files

- The most useful reports for viewing Web Log data are traffic reports, such as page views.
- Page names are displayed as the entire URL, including the query-string.
- Each file request appears as a separate page view, including style sheets and image files.
- If you append information to the URL, files might be recorded as separate pages. For example, marketing reports record the following URLs as two separate pages:

```
/jokes/misc/snail_joke.html?userid=12345
/jokes/misc/snail_joke.html?userid=98765
```

# Data Sources Processing Time

Data processing time varies according to the following guidelines:

- Data for the Current Day: Processing completes approximately 1 hour 30 minutes after the data upload.
- Data for the Previous Day: Processing completes approximately 2 hours after the data upload.

Each additional day in the upload adds approximately 1 hour to the processing time, up to a maximum of 17 hours.

For example, if you upload data for the previous day, the data will be visible in Analytics in approximately 2 hours. If you upload data for the previous month, the data will be visible in Analytics in approximately 17 hours.

# Preparing to Use Data Sources

Steps you can take to prepare to use data sources



### Identify and Name the Metrics

It is important to understand the metrics or measurements that are contained in your data sources, such as *Off-line Sales Revenue by Product*, *Returns by Product*, or *Ad Impressions by Campaign*. These are the names that you can associate with report metrics (events, props, and eVars).

After you determine the appropriate metric-to-event mappings for the Data Sources data, rename the events with descriptive names appropriate for the associated Data Sources metric.

See *Success Events* in Admin Tools Help.

**Note:** Adobe strongly recommends using new, empty events with Data Sources data, but in rare cases it might make sense to use a pre-existing event.

### Identify the Data Dimensions

Identify and gather the data (reports) that you want to use to breakdown the metrics imported through Data Sources. This data is known as *data dimensions*.

For example, if a Data Sources metric measures ad impressions, your data dimension is likely the campaign tracking code. If you are measuring off-line sales, you might want to use product code (or SKU) as your data dimension.

You can define multiple data dimensions to a metric, but each metric must provide a relevant value, or combination of values, for each associated data dimension. For example, if you import an Off-line Sales metric and associate it with *Product* and *Partner* data dimensions, the Off-line Sales metric must be relevant for each combination of product and partner (for example, Total Revenue).

**Note:** It is possible to import Total metrics that cannot be broken down by any data dimension.

After you define the data dimensions to use with a data source, integrate the dimensions data into marketing reports by mapping it to a variable. Use either standard reports (for example, Product, Tracking Code, Search Keyword) or Conversion Traffic variables (eVars).

When using eVars, you can use either existing eVars or new eVars as data dimensions. After selecting an eVar to receive a data dimension from Data Sources, make sure you name them appropriately.

See *Success Events* in Analytics Help.

### Campaign Tracking Code

In addition to importing success events, you can optionally import associated eVar values. For example, if you track online activity with a Campaign Tracking Code, and have Campaign Tracking Codes for the offline metrics,

you can import the metrics with Campaign Tracking Codes. This approach allows you to view both online and offline metrics in Campaign reports.

If you do not import Data Sources metrics with an associated eVar value, you cannot view Data Source metrics broken down by eVars. Rather, you can only see Total metrics.

### Transaction ID

The Transaction ID is used to connect an online event to an offline event.

### Identify a Valid Date Range for Data Source Data

After you define your Data Sources metrics (Custom Events) and data dimensions (eVars), review the date range of the Data Source data that you want to import. You cannot import Data Sources that fall outside the range of your existing reporting data.

For example, you cannot import Data Source data from before you implemented on-line data tracking. Data Sources data should be broken down by day.

# Data Sources Manager

Create, manage, and view the use of data sources in a report suite.

**Analytics** > **Admin** > **Data Sources**.



### Create Tab

The **Create** tab lets you configure a new data source for the currently selected report suite. When you activate a data source, the **Data Sources Wizard** guides you through the process of creating a Data Sources template, and creates an FTP location for uploading data.

The selection you make on the Create tab determines the initial fields in the template that is created. See *Generating an Import File Template* on page 12.

### Manage Tab

| Option | Description |
|---|---|
| Restart Processing | Restarts data source processing that previously stopped due to errors or warnings. Processing continues until the next error is encountered. Data Sources halts processing of a Data Sources file only when you select **Stop Processing on Errors**. |
| Complete Processing | Instructs Data Sources to close any open visits in the file and finish processing of the Data Sources file as if it is complete. This is useful when you have visits that span multiple Data Sources files. This applies only to *Full Processing* on page 24. |
| Deactivate | Deactivating a Data Source will delete it. If any files on the server have begun to process, that processing will continue until complete. Files that have not yet begun processing will not be processed. |
| Stop processing on errors/warnings | Instructs the Data Sources Processing Engine to stop processing when it encounters an error. The data source does not resume processing until you select Restart Processing. The Stop processing on warnings option applies only to *Full Processing* on page 24.<br>When Data Sources encounters a file error, it notifies you of the error. The system moves the Data Sources file with the error into a folder called `files_with_errors` on the FTP server. After you have resolved the problem, resubmit the Data Sources file for processing. |
| Configure | Lets you modify the data source template, or other settings specific to this data source. |
| FTP Info | Displays the FTP information for this data source. Use this information to access the data source template, and send Data Source data. |
| File Name | The name of the file uploaded |
| Status | The current status of the file. Possible status values include the following: |

| Option | Description |
| --- | --- |
| | • In Queue (step 1 of 3): The file exists, but has not begun processing. If the file doesn't appear within 30 minutes, check that the associated `.fin` file is present<br>• Preparing (step 2 of 3): The file is being checked for errors or warnings<br>• Processing (step 3 of 3): The file is being processed<br>• Failed: The file was not processed due to errors<br>• Success: The file was completely processed |

### File Log Tab

The file log includes a search feature that lets you search for information by Data Source Name, Data Source Type, file name, date received, or status.

# Data Sources Template

Information about the Data Sources template, which provides a data framework suitable for submitting a specific set of external data to Data Sources.

The template file generated by this Wizard is designed to get you started with the import. You are not limited to the columns defined in the template. You can add any additional columns as needed, as long as the metric or definition is supported for the selected data processing type.

You can view the supported metrics and dimensions for each type in the following sections:

- *Web Log* on page 19
- *Traffic* on page 20 (no longer supported)
- *Conversion* on page 20
- *Transaction ID* on page 21
- *Visitor ID* on page 23
- *Full Processing* on page 24

For example, for a Visitor ID data type, you can add a column for any metric or dimensions listed in *Visitor ID* on page 23.

Once created, you can download the template, input your data into the template, then upload the data to the Data Sources FTP site. Once processed by the Data Sources server, the imported data is available for use in your marketing reports.

The Data Source template is a `.txt` file that you can open with any text editor. However, it is easiest to work with the template using Microsoft Excel or another spreadsheet application. The template content varies based on your selections in the **Data Source Activation Wizard**.

See *Import File Reference* on page 13 for additional details.

## Generating an Import File Template

The import template file is designed to get you started with the import.

You are not limited to the columns defined in the template. You can add any additional columns as needed, as long as the metric or definition is supported for the selected data processing type. You can view the supported metrics and dimensions for each type in the following sections: *Web Log* on page 19, *Traffic* on page 20, *Conversion* on page 20, *Transaction ID* on page 21, *Visitor ID* on page 23, *Full Processing* on page 24). For example, for a traffic data type, you can add a column for any metric or dimensions listed in *Traffic* on page 20.

Once created, you can download the template, input your data into the template, then upload the data to the Data Sources FTP site. Once processed by the Data Sources server, the imported data is available for use in your SiteCatalyst reports.

The Data Source template is a .txt file that you can open with any text editor. However, it is easiest to work with the template using Microsoft Excel or another spreadsheet application. The template content varies based on your selections in the Data Source Activation Wizard.

See *Import File Reference* on page 13 for additional details.

1. Log in to Marketing Reports & Analytics.
2. In the Suite header, select **Admin Tools** > **Data Sources**.

3. On the **Data Sources Create** tab, select a template category and type.
4. Review the Activation Instructions/Information, then click **Activate**.
5. Select template generation options in the Data Source Activation Wizard.

| Wizard Page | Field | Description |
|---|---|---|
| 1 | Name | The template name that SiteCatalyst displays in The Data Sources Manager. |
| 1 | Email | The email address that receives all notifications related to the use of this Data Source template. |
| 1 | Associated Fees Checkbox | Select the check box to indicate your acceptance of the fees associated with using this Data Source template. |
| 2 | Choose Metrics | Select the metrics to import using this Data Source. SiteCatalyst recommends certain metrics based on the Data Source Category and Type selected in Step 3.<br>To specify a different metric, type its name in a blank field, then select the check box to enable the metric. |
| 3 | Map Metrics | Select a SiteCatalyst Event to receive each imported metric selected in Wizard page 2.<br>These should be new, unassigned Events that you have previously assigned names that correspond to the imported metric data they will receive through Data Sources.<br>If an eVar, Product, or Tracking Code variable is a destination variable, and the uploaded values match existing captured values, the uploaded events essentially add metrics to existing values. For example, you might create an “Offline Orders” metric with a Products data dimension that already has Product Views, Checkouts, and Orders as existing metrics. |
| 4 | Choose Data Dimensions | Select the data dimensions to breakdown the imported metrics from this Data Source. SiteCatalyst recommends certain data dimensions based on the Data Source Type selected in Step 3.<br>To specify a different data dimension, type its name in a blank field, then select the check box to enable the data dimension. |
| 5 | Map Data Dimensions | Select a standard report or eVar to receive each imported data dimension selected in Wizard page 4. |

6. After the template is generated, copy data into the appropriate columns of the Data Source template, making sure to adhere to the data format required for that data column.
7. Save the Data Sources file using a naming convention of your choice. Adobe recommends using a consistent naming convention for all Data Sources files. Use a common file extension such as .txt or .tsv (or don’t use any extension).

## Import File Reference

Information about the Data Source .txt template.

Use the Data Sources Wizard to generate an import template. The Data Sources import file includes the following data:

- A pound symbol (#) identifies that row as a comment.
- You can add additional comments to the file, as needed.
- A comment that lists the template file title.
- A comment that lists the external metric and data dimension names specified in the **Data Source Activation Wizard**.

Column headings are used to identify the data in each column of the Data Source file. There are three types of column headings:

**Date**: (Required) A time stamp for each data row in the file.

**Variables**: The names of the reporting variables mapped to the data source's data dimensions.

**Events**: The names of the events mapped to the data source's metrics.

Use the Data Source template to create a Data Sources file that contains data that you want to upload. When creating a Data Sources file, remember the following:

- Effectively, each row in the Data Sources file contains one data record, where each record is made up of a series of tab-separated fields. The column headers in the Data Source template define the order of these fields. For example:

```
#Sample data file for mycorp_report_suite
#Imported data for ad impressions applied to Event 6
Date     Tracking Code      Event 6
1/1/2009     NYT8453A      8754
1/1/2009     WSJ4453B      9492
1/1/2009     BHG44563      10553
1/2/2009     NYT8453A      6452
1/2/2009     WSJ4453B      7237
1/2/2009     BHG44563      9031
```

- If you upload multiple data files, Data Sources loads them in alphabetical order. Files that need to be in processed chronologically must be named such that their alphabetical order corresponds to their chronological order. For example:

```
log_2009-01-01_13:00.txt
log_2009-01-01_13:15.txt
log_2009-01-01_13:30.txt
```

- To speed processing of your Data Sources file, Adobe recommends aggregating event (metric) data into a single row per date.

  For example, if your Data Sources file maps ad impression data to Event 6, create a single data row that includes the total number of ad impressions for each day, rather than creating a separate data row entry for each ad impression that occurred on a particular day.

- If you need to upload data from dates prior your report suite's creation date, contact your Account Manager to change the oldest date for which you can run reports.

**.FIN file**

When you have finished filling out your Data Source file, you can FTP it into marketing reports. However, an additional file is needed in order for your data to be processed. You will need to upload an empty text file with the same name of your data file, but with a `.fin` extension.

For example, if you upload a (tab-delimited) data file called `myproductdata.txt`, you would also be required to upload an empty text file called `myproductdata.fin`. Without the `.fin` file, data would never be processed.

# Uploading a Data Sources File

Steps that describe how to upload a data sources file.

After you have prepared a Data Sources data file, submit it to Data Sources for processing. Adobe maintains several Data Sources FTP servers where you can upload Data Sources files. Remember the following about the Data Sources FTP servers:

- Select FTP Info next to the Data Source entry in the **Data Sources Manage** tab to see the FTP Host, Login, and Password information for the data source's FTP account. Anyone with access to this information can upload data into your report suite.
- For security purposes, FTP accounts are closed after 30 days of inactivity.
- FTP accounts are data source-specific. You cannot use one FTP account to upload Data Sources files to multiple data sources.

**To upload a data sources file**

1. Use an FTP client to send the data to your Data Sources FTP site.

   (Available in the FTP Info link in the Data Sources Manager).

2. Upload a `.fin` file to notify Adobe that the Data Sources file upload is complete.

   The `.fin` file must have the exact same name as the Data Sources file, except for the file extension. Adobe does not queue the Data Sources file for processing until you upload the `.fin` file.

   Do not upload the file until all Data Sources files have finished uploading. Otherwise, Data Sources might attempt to process an incomplete file.

3. Watch for any messages during the Data Sources file processing.

   Data Sources Manager displays any errors that occur during the file processing.

# Data Types and Categories

Data source categories identify different data source types that provide similar functionality.

Categories provide a way to group data sources from a user's perspective. When creating a data source through the Data Sources UI, first select a data source category, then a specific data source type. Each category contains types of data sources that support similar types of data. Data Sources has the following data source categories:



### Web Site Usage

| Data Source | Processing Type | Description |
|---|---|---|
| Web Server Log Files | *Web Log* on page 19 | Most Web servers generate log files that record every page served. Using this data source, you can process the log files from most Web server data and add this data to your reports. |
| Media Optimizer Bulk Upload | *Conversion* on page 20 | Provides manual and excel-automated bulk uploads in Media Optimizer. |
| Site-level Traffic Data Source | *Traffic* on page 20 | Imports Traffic data for your entire Web site. For example, Page Views. |
| Breakdown Traffic Data Source | *Traffic* on page 20 | Imports Traffic data broken down by another Web site variable. For example, Page Views by Product. |

### Ad Campaigns

| Data Source | Processing Type | Description |
|---|---|---|
| Generic Ad Server | *Conversion* on page 20 | Lets you integrate impressions and other top-line metrics about your ad serving activities from your ad server into marketing reports. This is the generic ad server data source and should be used if your specific ad server is not supported. |
| Generic Email Campaign Server | *Conversion* on page 20 | Lets you integrate metrics from your email campaign server into marketing reports. |

| Data Source | Processing Type | Description |
|---|---|---|
| | | Commonly incorporated metrics include the number of messages sent, messages delivered and messages read. This is the generic email campaign data source and should be used if your specific email campaign server is not supported. |
| Generic Pay-Per-Click Service | *Conversion* on page 20 | Lets you import data about your pay-per-click performance including impressions, clicks, and costs.<br>This is the generic pay-per-click data source and should be used if your specific pay-per-click service is not supported. |

### Customer Relationship Management (CRM)

| Data Source | Processing Type | Description |
|---|---|---|
| Generic Call Center | *Conversion* on page 20 | Lets you integrate information about your call center into marketing reports. Metrics more commonly imported include the number of calls, time on the phone, the agent, and total sales.<br>This data source is the generic call center data source and should be used if your specific call center software is not supported. |
| Generic Customer Support Application | *Conversion* on page 20 | Lets you integrate information from your customer support software into marketing reports. It includes metrics such as the number of new incidents, number of incidents resolved, and the time spent resolving incidents.<br>This is the generic customer support data source and should be used if your specific customer service application is not supported. |

### Customer Satisfaction

| Data Source | Processing Type | Description |
|---|---|---|
| Generic Survey Data | *Conversion* on page 20 | Lets you integrate survey results from a third-party tool into marketing reports, and show how satisfied customers are by their interactions with your site. |

| Data Source | Processing Type | Description |
|---|---|---|
| | | This is the generic survey data source and should be used if your specific survey data service is not supported. |

### Site Performance

| Data Source | Processing Type | Description |
|---|---|---|
| Generic Site Download Speed | *Conversion* on page 20 | Lets you integrate data from an application or service that tracks the speed of your downloads with your data.<br>This is the generic download speed data source and should be used if your specific download speed software or service is not supported. |

### Generic

| Data Source | Processing Type | Description |
|---|---|---|
| Generic Data Source (Summary Data Only) | *Conversion* on page 20 | Use this data source when there is no closer match to the type of data you want to import into marketing reports and analytics. |
| Generic Data Source (Full Processing) | *Full Processing* on page 24 | Lets you import log file data. This data is processed as if it were received by data collection servers at the time specified (each hit receives a timestamp). |
| Generic Data Source (Transaction ID) | *Transaction ID* on page 21<br>*Visitor ID* on page 23 | Lets you tie any offline event to an online event. The transaction ID acts as a key between the offline and online events. |

### Online Purchases

| Data Source | Processing Type | Description |
|---|---|---|
| Product Returns | *Conversion* on page 20 | Lets you import product return data to associate with a purchase ID so you can identify search engines, keywords, campaigns and other attributes that are more likely to generate returns. |
| Product Cost | *Conversion* on page 20 | Lets you provide the actual cost of products purchased and shipped from your Web site by associating cost or profit with individual |

| Data Source | Processing Type | Description |
|---|---|---|
| | | products so you can accurately report on the most profitable campaigns, keywords and internal promotions for your Web site. |
| Order Status | *Conversion* on page 20 | Lets you use metrics to identify the status of every order made, including orders canceled, shipped, completed, or deemed fraudulent.<br>Order status reporting can identify which acquisition methods generate the highest order completion rate. |

### Leads and Quotes

| Data Source | Processing Type | Description |
|---|---|---|
| Lead Generation | *Conversion* on page 20 | Lets you upload information about the results of the leads for every lead generated on your Web site, including actual revenue generated.<br>After revenue is accurately attributed to lead IDs, you can identify your most profitable campaigns and promotions. |
| Online Quote | *Conversion* on page 20 | Lets you upload information about the results of the leads for every lead generated on your Web site, including actual revenue generated.<br>After revenue is accurately attributed to lead IDs, you can identify your most profitable campaigns and promotions. |
| Call Center Data | *Conversion* on page 20 | Lets you upload call center transactions so you can identify the tactics (campaigns, promotions, and so on.) that lead customers to pick up the phone. |

## Web Log

Web Log data sources let you import standard web server log files.

The following common web server log types are supported:

| Column Name | Description |
|---|---|
| NCSA Common Log | Apache Default |
| NCSA Extended (Combined) | Apache |

| Column Name | Description |
|---|---|
| W3C Extended Log | Used by IIS 4.0 and later |
| Microsoft IIS Log | Used by IIS 3.0 and earlier |

The primary log file fields that Data Sources processes include IP Address, Date/Time of the request, and the URL. In a few cases, such as the NCSA Extended format, Data Sources also processes the Referrer and the User Agent fields.

You can view web log data using standard marketing reports for Page Views, Visits, and Visitors. Because report metrics are primarily based on cookies, and web server logs are based on the IP address, Adobe recommends importing the web server logs into a separate report suite specifically for that purpose.

For more information about your web server log files, consult your web server documentation.

## Traffic

The Traffic Data source has been deprecated and no longer works.

## Conversion

Data Sources supports the following conversion data dimensions and metrics for data types that are processed as conversion.

### Conversion Dimensions and Metrics

If you specify a View event, you must also specify the corresponding data dimension (eVar). For example, if you include eVar2 views, then you must list eVar2 with a value. The number of custom events and eVar views supported by a report suite is contract-dependent, and varies between companies.

**Conversion Dimensions**

| Column Name | Description |
|---|---|
| Tracking Code | Tracking code name. |
| Date | Use the following date format: `MM/DD/YYYY/HH/mm/SS` (for example, `01/01/2015/06/00/00`) |
| Category | Category name.<br>If you specify a category, then you must also select a product. |
| Channel | Channel name. |
| eVar*n* | eVar*n* name. Valid values for *n* are whole number 1 - 75. |
| Product | Product name. |

| Column Name | Description |
|---|---|
| State | State name. |
| Zip | Zip name. |

**Conversion Metrics**

| Column Name | Description |
|---|---|
| Clickthroughs | Number of tracking code views. |
| Cart Adds | Number of cart additions. |
| Cart Opens | Number of cart opens. |
| Cart Removes | Number of cart removals. |
| Cart Views | Number of cart views. |
| Checkouts | Number of checkouts. |
| Event *n* | Number of times event *n* occurred. Valid values for *n* are whole number 1 - 100.<br>If you specify a View event, you must also specify the corresponding data dimension (eVar). For example, if you include eVar2 views, then you must list eVar2 with a value. |
| eVar*n* Views | Number of times eVar *n* was viewed. Valid values for *n* are whole number 1 - 75. |
| Price | Product price. |
| Orders | Number of orders placed. |
| Product Views | Number of product views. |
| Quantity | Number of units sold. |

## Transaction ID

Transaction IDs can be integrated by selecting the Generic (Transaction ID) category.

See *Transaction and Customer Integration* on page 28.

Data uploaded with *transactionID* automatically associates with the same marketing channel that processed the original server call that contained the *transactionID*.

**Transaction ID Dimensions**

| Column Name | Description |
|---|---|
| Transaction ID | (**Required**) Unique value that represents an online transaction that resulted in offline activity. |
| Date | Use the following date format: `MM/DD/YYYY/HH/mm/SS` (for example, `01/01/2015/06/00/00`) |
| Tracking Code | Tracking code name. |
| Category | Category name.<br>If you specify a category, then you must also select a product. |
| Channel | Channel name. |
| eVar*n* | eVar*n* name. Valid values for *n* are whole number 1 - 250. |
| Product | Product name. |
| State | State name. |
| Zip | Zip name. |

### Transaction ID Metrics

| Column Name | Description |
|---|---|
| Clickthroughs | Number of tracking code views. |
| Cart Adds | Number of cart additions. |
| Cart Opens | Number of cart opens. |
| Cart Removes | Number of cart removals. |
| Cart Views | Number of cart views. |
| Checkouts | Number of checkouts. |
| Event *n* | Number of times event *n* occurred. Valid values for *n* are whole number 1 - 1000.<br>If you specify a View event, you must also specify the corresponding data dimension (eVar). For example, if you include eVar2 views, then you must list eVar2 with a value. |
| eVar*n* Views | Number of times eVar *n* was viewed. Valid values for *n* are whole number 1 - 250. |
| Price | Product price. |
| Orders | Number of orders placed. |
| Product Views | Number of product views. |
| Quantity | Number of units sold. |

## Visitor ID

Visitor IDs can be integrated by selecting the Generic (Transaction ID) category.

See *Transaction and Customer Integration* on page 28.

### Visitor ID Dimensions

| Column Name | Description |
|---|---|
| Visitor ID | (**Required**) Unique value that represents a customer in both the online and offline systems. |
| Date | Use the following date format: `MM/DD/YYYY/hh/mm/ss` (for example, `07/14/2017/06/00/00`) |
| Tracking Code | Tracking code name. |
| Category | Category name.<br>If you specify a category, then you must also select a product. |
| Channel | Channel name. |
| eVar*n* | eVar*n* name. Valid values for *n* are whole number 1 - 75. |
| Product | Product name. |
| State | State name. |
| Zip | Zip name. |

### Visitor ID Metrics

| Column Name | Description |
|---|---|
| Clickthroughs | Number of tracking code views. |
| Cart Adds | Number of cart additions. |
| Cart Opens | Number of cart opens. |
| Cart Removes | Number of cart removals. |
| Cart Views | Number of cart views. |
| Checkouts | Number of checkouts. |
| Event *n* | Number of times event *n* occurred. Valid values for *n* are whole number 1 - 100.<br>If you specify a View event, you must also specify the corresponding data dimension (eVar). For example, if you include eVar2 views, then you must list eVar2 with a value. |
| eVar*n* Views | Number of times eVar *n* was viewed. Valid values for *n* are whole number 1 - 75. |

| Column Name | Description |
|---|---|
| Price | Product price. |
| Orders | Number of orders placed. |
| Product Views | Number of product views. |
| Quantity | Number of units sold. |

# Full Processing

Data Sources supports the following variables when processing data as a standard server call (Generic > Full Processing).

Full Processing data sources data is processed as if it were received by Adobe servers at the time specified (each hit contains a timestamp).



## Visitor Profile

Full processing data sources data is processed using separate visitor profiles, so even if the visitor ID in uploaded data matches data collected using JavaScript or other AppMeasurement library, the visitor profiles are not connected from an eVar allocation perspective.

For example, a user with a visitor ID of "user@example.com" visits your site from a marketing campaign named "Spring Sale", which is stored in the campaign variable. If you later upload a transaction using the same visitor ID, the "Spring Sale" campaign does not receive credit for any revenue or success events uploaded using full processing data sources.

## Column Reference

| JavaScript Variable | Full Processing Column Variable | Description |
|---|---|---|
| campaign | campaign | Conversion campaign tracking code. |
| channel | channel | Channel string (for example, Sports Section). |
| currencyCode | currencyCode<br>  **Note:** This variable is also supported by Standard data sources as `currency code`. | Revenue currency code (for example, USD). |
| timestamp | date | Use the ISO 8601 date format of `YYYY-MM-DDThh:mm:ss±UTC_offset` (for example, `2013-09-01T12:00:00-07:00`), |

| JavaScript Variable | Full Processing Column Variable | Description |
|---|---|---|
| | | or Unix Time Format (the number of seconds elapsed since January 1, 1970). |
| eVar*N* | eVar*N*, i.e. <eVar2>…</eVar2> | Conversion eVar name. You can have up to 75 eVars (*eVar1* - *eVar75*).<br>You can specify the eVar name (eVar12) or a friendly name (Ad Campaign 3). |
| events | events | Events string, formatted using the same syntax as the *s.events* variable.<br>For example:<br>`scAdd,event1,event7` |
| hier*N* | hier*N*, i.e. <hier2>…</hier2> | Hierarchy name. You can have up to 5 hierarchies (*hier1* - *hier5*).<br>You can specify the default hierarchy name (*hier2*) or a friendly name (*Yankees*). |
| linkName | linkName | Name of link. |
| linkType | linkType | Type of link. Supported values include:<br>• **d**: Download link<br>• **e**: Exit link<br>• **o**: Custom link. |
| linkURL | linkURL | HREF of link. |
| pageName | pageName | Page Name |
| pageType | pageType | Page Type ("Error Page"). |
| pageURL | pageURL | Page URL (for example, `http://www.mysite.com/index.html`). |
| products | products | Product list (for example, `"Sports;Ball;1;5.95"`). |
| prop1 – prop75 | prop*N*, i.e. <prop2>…</prop2> | Property# string (for example, *Sports Section*). |
| purchaseID | purchaseID | Purchase ID number. |
| s_account | reportSuiteID | Report suite ID(s) to which to attribute the hit. |
| server | server | Server string. |
| state | state | Conversion state string. |

| JavaScript Variable | Full Processing Column Variable | Description |
|---|---|---|
| zip | zip | Conversion zip code. |

The following table contains traffic variables that are populated automatically when using the JavaScript libraries. These properties do not have associated variables but can be imported using data sources.

| Full Processing Column Variable | Description |
|---|---|
| browserHeight | Browser height in pixels (for example, 768). |
| browserWidth | Browser width in pixels (for example 1024). |
| charSet | The supported cahracter set for your Web site. For example, UTF-8, ISO-8859-1, and so forth.<br>See the *Multi-Byte Character Sets* (Internationalization) whitepaper for a complete list. |
| clickAction | Object identifier for visitor click map (oid) |
| clickActionType | Object identifier type for visitor click map (oidt) |
| clickContext | Page identifier for visitor click map (pid) |
| clickContextType | Page identifier type for visitor click map (pidt) |
| clickSourceID | Source index for visitor click map (oi) |
| clickTag | Object tag name for visitor click map (ot) |
| colorDepth | Monitor color depth in bits (for example, 24). |
| connectionType | Visitor's connection type (*lan* or *modem*). |
| cookiesEnabled | Y or N for if the visitor supports first party session cookies. |
| currencyCode | The default currency code used on your Web site.<br>For example, USD=U.S. dollars, EUR = Euros, JPY = Japanese Yen, etc. |
| homePage | Y or N -- is the current page the visitor's homepage. |
| javaEnabled | Y or N -- does the visitor have Java enabled. |
| javaScriptVersion | JavaScript version (for example, 1.3). |
| plugins | Semicolon separated list of browser plug-in names. |
| propN | Property values for your properties. |

| Full Processing Column Variable | Description |
| --- | --- |
| referrer | URL for page referrer. |
| resolution | Monitor resolution (for example, 1024x768). |
| scXmlVer | Marketing reports XML request version number (for example, 1.0). |
| timezone | Visitor's time zone offset from GMT in hours (for example, -8). |
| visitorID | Visitor ID number. |

# Transaction and Customer Integration

Data sources provides two additional ways to integrate events that occur offline to your online data.



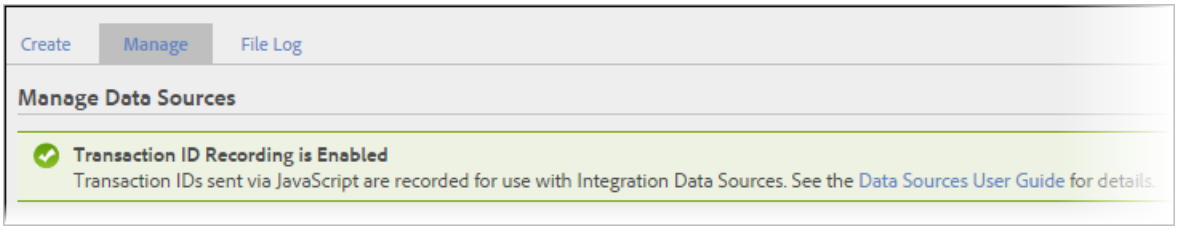
These integrations associate offline data with a specific online transaction or with an online visitor.

### Enable Transaction ID Recording

The Transaction ID can be enabled/disabled from the UI, without the involvement of ClientCare:

Go to **Admin** > **Report Suites** > **[Select Report Suite]** > **Edit Settings** > **General** > **General Account Settings**.

To see if Transaction ID Recording is enabled, navigate to **Analytics** > **Admin** > **Data Sources**.




The **Manage** tab displays the status of Transaction ID Recording.

### Customer Integration

Customer IDs are used to specify a customer's offline activity and tie it to online activity. These should be used when:

• A customer ID is populated in the *visitorID* variable.
• There is no designated point where customer activity moves offline, such as a lead submission or purchase.

To configure this type of data source, see *Visitor ID* on page 23

### Transaction Integration

Transaction IDs are used to record the state of a visitor at a point in time. These should be used when there is a point in time when customers typically move their experience from online to offline, such as:

• Submits a lead for a salesman to contact the customer.
• Makes an online purchase, which might be later returned in store.
• Purchases a product for which they might later call for support.

The customer is often anonymous when they move from online to offline.

Transaction ID events are not included in Visit Participation metrics (those shown in marketing reports), but they are included in Visitor Participation metrics (available only in ad hoc analysis).

The is because the transaction ID data is not associated with a visit (because the offline event is usually not part of the online event), but it is associated with the visitor.

See *Transaction ID* on page 21.

## Transaction ID and Visitor Profiles

This section contains important information regarding the data from the visitor profile that is used when uploading data using a transaction ID.

### Transaction ID

When a transaction ID is recorded, a "snapshot" of the current visitor profile is saved and associated with the transaction ID. This "snapshot" contains all variable values that are currently set for the visitor, including persisting variables (such as eVars and campaigns). Values in this snapshot receive attribution for success events, purchase events, and revenue later uploaded using this same transaction ID.

After the visitor profile "snapshot" is created, it is not updated when the current visitor profile changes (due to online behavior), it is updated only with data that is uploaded using transaction ID data sources. If you set the same transaction ID value on multiple pages during the same visit, the data source upload that takes place later will be tied to the "snapshot" that was created the first time the ID was set.

**Multiple Uploads**

Multiple rows of data can be uploaded to the same transaction ID throughout the transaction ID expiration window (see below).

**Variable Expiration**

Variable expiration is not considered for the purposes of transaction IDs, because the associated visitor profile data is intended to reflect the visitor state at the time of the transaction. For example, if eVar1 is configured to expire after visit, the value in the visitor profile "snapshot" receives credit even if the value has expired or has been replaced in the current visitor profile when transaction ID data is uploaded.

**Products**

Product information (from `s.products`) is not contained in the visitor profile "snapshot," so you must upload any associated product data in the data source file along with the transaction ID. Note that you can specify only one product per row, so you might need to upload multiple rows with the same transaction ID to include all products.

**Uploaded eVar Persistence**

eVars uploaded using transaction ID data sources are added to the visitor profile "snapshot", they are not added to the current visitor profile or virtual cookie. This means that online behavior that happens after the upload is not credited to uploaded eVars, since these values are not part of the current visitor profile.

**Transaction ID Expiration Window**

The visitor profile "snapshot" associated with a transaction ID is eligible for deletion after 90 days, though the actual deletion schedule varies. If required, you can contact Adobe Customer Care to have the expiration window extended. If a row is uploaded after the transaction ID expiration window, the data in the row is recorded, but none of the data in the visitor profile "snapshot" will be credited if the profile has been deleted.

### Breakdowns and Segmentation Using Transaction IDs

eVars uploaded using data sources can be used to breakdown eVars that are contained in the "snapshot" of the visitor profile. Since this data is separate from the current visitor profile, you cannot breakdown by other eVars that might have been set before or after the transaction ID was set but are not part of the "snapshot."

There are a few ways to view associated visitor data that might not be available in a breakdown. In data warehouse reports, you can view transaction ID data with a visitor ID that matches the other hits from the visitor. While

these transaction ID rows are excluded when counting visits/visitors per day, they are used in calculating most metrics and in segments.

As a result, you can build a segment of visitors who perform some offline event that was uploaded using transaction ID data sources. That will return everything the visitor did before and after the transaction ID event.

Likewise, visitor participation allows you to see how transaction ID props and eVars preceded an online event, or how online props and eVars preceded a transaction ID event.

# Data Sources FAQ

This topic provides answers to common questions.

### How can we tie offline data to online events?

For transaction ID data sources to tie offline data to online events, you must enable Transaction ID Recording. See *Enable Transaction ID Recording* on page 28 for more information.

### How much does it cost to use the Data Source feature?

Data Sources does not carry any additional fees beyond the standard server call. Server call charges apply only to full-processing data source types, where individual hits are sent in as rows of data. Traffic and aggregate level data sources do not incur additional costs.

### How do I include comments in Data Sources files?

Each row in a Data Sources file that begins with a pound sign (#) is treated as a comment.

### Do I have to include a date column in my spreadsheet data?

Yes. Because many marketing reports are keyed from the date column, Data Sources requires a date column.

### Can I store data in existing variables that I'm already using?

Adobe recommends you select new, unused variables to import data using Data Sources. If you are uncertain about the configuration of your data file, or want to better understand the risks of re-using variables, contact Customer Care.

### Can I delete data that was imported using Data Sources?

No. Data uploaded into reports using Data Sources cannot be removed, even by Adobe technicians, once it has been imported. It is inserted into your existing data permanently, and becomes indistinguishable from your data entered through traditional data collection means (i.e. JavaScript, ActionSource, Data Insertion API, etc.). Therefore, Adobe strongly recommends uploading Data Sources data into a test report suite before uploading into a production suite.

### How much data can I import at a time?

Processing pauses if the size exceeds 50 MB and does not resume until the total is below 50 MB. To limit delays in generating reports, do not upload more than 90 days of data per day.

### When I import data through Data Sources, is the existing data overwritten?

Data Sources data never overwrite existing report data. Instead, data uploaded using Data Sources is added to the existing data.

### When I upload my data via Data Sources, why don't I get my metrics as well?

When you upload Data Sources data, you are uploading the metrics that will be available in the report interface.

For example, if you are uploading Call Center Revenue for products you sell on your site, you can have that Call Center Revenue in the same report as Online Revenue. However, you will not be able to use it in conjunction

with Visits, because you didn't upload the number of Visits with it. Adobe can only report on the metrics and elements that you uploaded through Data Sources (in addition to the regular marketing report metrics).

### What happens if I pass negative values into reporting through Data Sources?

The value is decreased accordingly.

### What is the difference between a Traffic and a Conversion (Generic) Data Source?

The Traffic Data Source uploads much faster since it merely updates the summary values into the appropriate tables. The Generic Data Source with conversion data (events etc.) creates a hit for every value in the column to be processed.

Sample file:

| Date | Event15 |
|---|---|
| 01/01/2013 | 553 |

The example above creates 553 hits to be processed in the cache system.

### Does Data Sources take subrelations, correlations, and pathing into account?

Since the Data Source process ("for Generic DS, non-Traffic") builds individual hits that are processed by cache, the subrelation process is used, but not the correlation process. Pathing has the potential to be processed, but each hit would be its own visit, so no pathing is generated. Pathing data is generated for Web log imports.

### Are the file extensions case-sensitive for a Data Source upload or a classification file?

If the extensions of a Data Source upload file or a classification file are capitalized, the files will not be processed. Data Source upload file extensions must be lowercase. For example, `file.TXT` and `file.FIN` will not be processed. Similarly, `.TAB` and `.FIN` will not be processed. However, `.txt` and `.fin` are processed.

### Can I add additional events to the generated template or am I limited to three?

You can add in as many events as you like. However, the wizard allows for only three events only. Once the template file is created you can add in more events as needed.

### What happens to a Data Source file where one or more of the records do not have the same number of columns as the header record?

If you have a Data Source file where one or more of the records do not have the same number of columns as the header record, the following will occur.

- An email is sent to the creator of the data source, notifying them of an error.
- The file is not processed due to column mismatch.

### Is Data Sources information rolled up?

Data Sources information can be rolled up; however, Adobe Customer Care must reprocess the rollup from the historical date to include the historical data. For example, if the current date is 31 October 2015 and you upload data for 1-15 August 2015 using Data Sources, the rollup must be set to reprocess beginning with 1 August 2015, so that the newly imported data is included.

Also note that data should never be uploaded directly into a rollup report suite using Data Sources. If you need this data included in a rollup, it should be imported into a standard report suite, also called a *child suite* to the rollup. Contact Adobe Customer Care for more information.

### Why does the Page Views Report not show any Data Sources data for a single day, but it shows the correct data for a week?

Data Sources does not report data on an hourly basis. When you try to run a report for a particular day, the data can be broken down only by the hour so nothing shows in the report. You can see data only when it is broken down by a level of granularity of daily or higher, which can be accomplished by running a weekly or a monthly report.

### How are Unique Visitors calculated in a web server log Data Source upload?

The number of Unique Visitors in a web-server log is calculated as the different distinct combinations of *IP Address* and *User Agent* in the Web log. Each unique combination of these two items is calculated as a Unique Visitor. If the **User Agent** column is blank (or not included in the web log) then we are unable to identify Unique Visitor counts, and the entire upload will count as just one Unique Visitor (even if there are multiple IP addresses).

### In Data Sources, how can I tell which login belongs to which report suite?

In Data Sources, the report suite ID is the first part of the login appended by a random number that identifies the specific data source that was set up. For example, `RSID-drmossdev5` `Login-drmossdev5_0001343430`.

### How does version 15 and segmentation impact data sources?

In version 15, Data Sources behave differently based on the source type:

- Full processing, web log, and transaction ID data sources appear as normal. When segments are applied, the data is filtered according to the segment rules.
- Standard or conversion data sources (ad campaigns, CRM, customer satisfaction, site performance, generic summary data, online purchases, leads and quotes, and offline channel data) appear in version 15. However, because those data sources are not tied to visits or visitors, they are filtered out when segments are applied.

### Are metrics that are imported using a transaction ID available in Clickstream data feeds and data warehouse?

The data feed contains any transaction ID metrics that have been received. However, if you upload transaction ID data for a date in the past, the only way to get that data is to download the data feed again for that day.

### Are eVars that are currently persisting in the Visitor Profile allocated to metrics uploaded using data sources?

No for full processing, yes for transaction ID. Full processing data sources are processed using separate visitor profiles, so even if the visitor IDs match, they won't be tied to together from an eVar allocation perspective. Transaction ID data sources are tied to the main visitor profile, so persisting eVars are allocated to events uploaded using transaction ID.

### Do eVars uploaded using data sources persist to later online behavior?

No. eVars uploaded via Transaction ID data sources will only read from the stored profile info, not update the profile.

### Is data from the Technology Reports saved in the Visitor Profile snapshot?

No. eVars are the only variables that are saved in the snapshot of the visitor profile.

# 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 @AdobeMktgCare*
- *Log an incident in our customer portal*
- *Contact the Customer Care team directly*
- *Check availability and status of Marketing 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 Adobe Analytics *can be added to our Customer Idea Exchange*.

### Legal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