Data Changes FAQ

Q: Do I have to take any action as part of these changes?
A: No, these changes will automatically be implemented in Adobe Social in the April MR.

Q: Data from one or more of these sources is important to us, will you be adding it back in eventually?
A: We will continue to evaluate based on usage as well as continue to explore alternative firehose options. We will provide an update if/when other options become available.

Q: Is there an alternative option for pulling in or accessing blog, Tumblr, Foursquare and/or Klout data in Adobe Social?
A: No, not at this time. Data collection and firehose accessibility within the social space is constantly evolving and we are evaluating new options to help you quantify your social presence across these platforms. We will provide an update if/when an alternate option is identified.

Q: How will this affect my existing reporting?
A: Given the long text format and easy re-blog action for Tumblr, some Adobe Social customers see a high volume of Tumblr posts in their reports. For these customers, overall mentions volume may drop as Tumblr will no longer be included in new posts collected.

Q: Will my existing rules need to be updated?
A: No. Your existing Listening Rules will remain intact, but any data collection from blogs, Tumblr, Foursquare and Klout will no longer be captured.

Q: What happens to my existing rules that include blogs, Tumblr, Foursquare or Klout?
A: The rules will remain, but blog, Tumblr, Foursquare and Klout posts will no longer be captured. If you edit an existing rule, blogs, Tumblr, Foursquare and Klout will no longer be options in the Rule Builder. For existing rules that leverage Klout score as a limiting filter for Twitter that limiting filter “Klout” will no longer impact the rule, therefore it may result in an increase of mentions of that rule without "Klout" limiting it. It's recommended that users review all rules involving Klout score.

Q: Will this affect Wordpress data?
A: No, Wordpress data is collected separately and will continue to as an available platform in the Rule Builder, within Social Buzz and listening terms reports.

Q: Will more listening capabilities be removed in the future?
A: It's possible. Data collection and fire hose accessibility are constantly evolving within the social space. At this point in time only the mentioned 4 data sources are being removed from Social Buzz due to changes that were introduced by our data provider and low usage rates. We will continue to keep you updated when there are changes and evaluate new options to help you quantify your social presence across platforms.