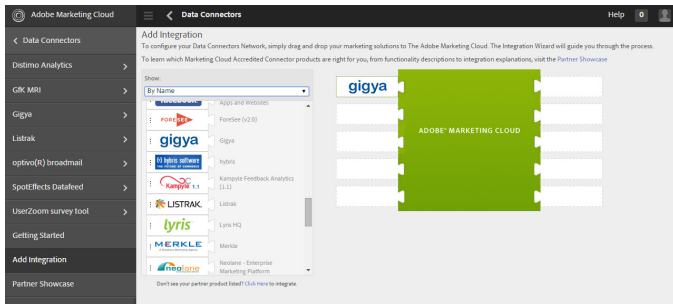


Adobe Analytics Integration

Overview

Gigya has integrated with Adobe Analytics (formerly Omniture, SiteCatalyst and Genesis) to automatically send data that can be integrated with the rest of your web analytics. After configuring the integration, you can generate reports that include information about how Gigya drives traffic, and ultimately revenue, to your on-line business.

This integration combines the power of Gigya's integrated social interactions with the behavioral tracking, targeting and reporting of Adobe Marketing Cloud to create powerful analytics and optimization opportunities for your organization. Understanding the behaviors of site visitors in context of their age, gender and social influence can drive optimizations that lead to greater customer success. Additionally, insights into the social interaction level visitors have with the different content or products on your site can help you understand how to deliver more valuable and engaging experiences.



This guide provides all the information needed to integrate Gigya social interactions with Adobe Analytics, however, if you want more information please contact your Gigya Client Services Manager.

Key Benefits and Features

Key Benefits of the Adobe Analytics Gigya integration include:

- Simple integration configuration and deployment.
- Reporting of Gigya related dimensions and metrics within the Adobe Marketing Cloud.
- The power to build Adobe Marketing Cloud analytics segments built with Gigya dimensions.



Before You Activate this Integration

Before activating this integration, review the following requirements against your deployments of Adobe Analytics and your Gigya setup. Additionally, confirm with your Gigya representative that you are configured correctly in their system to enable this integration.

This ensures that the appropriate best practices or pre-requisites are in place prior to activation, which results in a more optimal and successful integration.

Adobe Prerequisites

- Adobe Analytics report suite
- Up to 5 available and active custom conversion variables (eVars)
- Up to 4 available and active custom events

Details are contained in [Preparing for the Adobe Analytics/Gigya Integration](#).

Adobe Pricing Considerations

There might be recurring and implementation fees associated with this integration. Please contact your Adobe Account Representative for pricing details.

Partner Pricing Considerations

Gigya has a one-time fee associated with this integration. Please contact sales@gigya-inc.com or your Gigya Client Account Executive to learn more.

Integration Procedure and Prerequisites

Before you can configure the integration for your account, review the following information:

- Integration Details
- Preparing for the Adobe Analytics/Gigya integration

Integration Details

- **Report Suite Specific:** Be advised this integration is report-suite specific. Ensure that you have selected the desired report suite prior to activating the integration. Each Gigya Integration should be associated with only one Adobe Analytics report suite.
- **Authorized Representative:** Be advised that the enablement of this integration might cause your company to incur fees in accordance with your service agreement with Adobe, Inc. or your service agreement with one of Adobe's trusted partners, as applicable. By activating this integration, you hereby represent that you are an authorized representative of your company; and as such, your company agrees to pay the fees, if any, set forth in the service agreement described above.
- **Current Customer of Gigya:** This integration requires you to be a customer of both Adobe and Gigya. If you are not currently a customer of Gigya, and do not have an active deployment of Gigya features to your website, you will



not be able to deploy this integration.

- **Gigya iRank:** The Gigya "iRank" value is not passed to Adobe Analytics by default. This value needs to be enabled in your Gigya implementation using the "extraFields" setting. You can find out more by contacting your Gigya representative or at the Gigya Developer Site: http://developers.gigya.com/020_Client_API/010_Socialize/010_Objects/User_object
- **Unavailable Dimensions:** A question mark character might appear in Gigya-related reports within Adobe Analytics. This occurs whenever a dimension is not available through Gigya or through a particular social network. For example, if a user does a Gigya Sign-on using their Twitter account, the age and gender value recorded in Adobe Analytics will contain "?" since Twitter does not explicitly capture a user's age or gender.

Preparing for the Adobe Analytics/Gigya Integration

Before you can configure the integration for your account, you will need to have the following in place:

- Know which email address you want to use to receive notification concerning the integrated operations.
- Activate the custom conversion variables (eVars and events) that you will use for capturing Gigya event data within Adobe Analytics. Please see the following table for information on activating eVars and events based on which Gigya features you wish to track.
Note: The same Gigya Share Provider eVar is used for the Shares, Comments, and Reactions features. A separate eVar is not required for each feature.

Gigya Feature	Adobe Analytics eVars
Social Sign-Ons	3 eVars <ul style="list-style-type: none">• Gigya Sign-on Provider (allocation: Most Recent, expiration: Visit)• Gigya iRank (allocation: Most Recent, expiration: Month)• Gigya Demographics (allocation: Most Recent, expiration: Month)
Shares*	1 eVar <ul style="list-style-type: none">• Gigya Share Provider (allocation: Most Recent, expiration: Visit)



Gigya Feature	Adobe Analytics eVars
Comments	1 eVar <ul style="list-style-type: none"> • Gigya Share Provider – see “Shares” feature
Reactions	2 eVars <ul style="list-style-type: none"> • Gigya Reaction Type (allocation: • Most Recent, expiration: Visit) • Gigya Share Provider – see “Shares” feature

* **Note:** Adobe Analytics integration is not complete for Shares. [Sharing via Email](#) and [Share Bar Plugin](#) are not supported.

Setting up the Gigya Integration

Setting up the integration between Gigya and Adobe Analytics involves the following tasks:

- [Configuring the Integration](#)
- [Deploying the Integration Code](#)

Configuring the Integration

The Adobe Analytics Integration Wizard steps you through the Adobe Analytics integration for Gigya. Before you begin, ensure you have met the prerequisites as described in “Before you activate this integration”.

To configure a Gigya integration

1. In Adobe Marketing Cloud, select Adobe Analytics from the products drop down list.
2. In the left column, click **Add Integration**. and select **By Name** in the **Show** drop down list.
3. Launch the Adobe Analytics Integration Wizard by dragging the **Gigya** icon to an empty plug-in slot on your green Digital Marketing Suite square.



4. On the Gigya integration introduction page, select the checkbox to accept the fees associated with the Gigya integration, then click **Next**.
5. In the **Integration Settings** section, select the Report Suite and provide a display name for the integration.
6. Click **Create and Configure this Integration**.
7. On **Step 1, Integration Setting**, configure the following

Field	Description
Email	The email address that receives all notifications related to this integration.
Description (optional)	A description of the organization specific purpose for the integration.
Gigya Features	Check the boxes for each Gigya feature you wish to track. These are features that s

8. On **Step 2, Variable Mappings**, configure the following:

Field	Description
Gigya Demographics (eVar)	The age and gender of the visitor. This is only available as visitors Sign-on using certain
Gigya Sign-on Provider (eVar)	The network provider (i.e. Twitter) used by the visitor during Sign-on.
Gigya iRank (eVar)	Gigya iRank (eVar)
Gigya Share Provider (eVar)	Gigya Share Provider (eVar)
Gigya Reaction Type (eVar)	The type of Reaction selected by the visitor.
Gigya Sign-ons (event)	Captured when a Sign-on has occurred.
Gigya Shares (event)	Captured when a Share has occurred.
Gigya Reactions (event)	Captured when a Reaction has occurred.
Gigya Comments (event)	Captured when a Comment has occurred.



9. On **Step 3, Reports**, check the boxes to indicate which Adobe Analytics Dashboard and/or Bookmarks you wish to be generated for you.

Note: These reports can be edited after you complete the wizard.

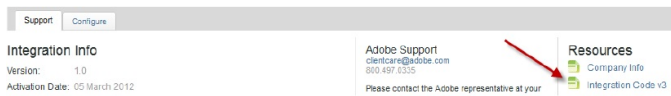
10. On Step 4, Review Summary, carefully review the configuration choices you have made. Once satisfied click **Activate Now**.

Note: Pay special attention to how report suite variables may be renamed before continuing. Each Adobe Analytics variable selection includes a field that displays the default name that Adobe Analytics assigns to the variable when the integration is complete. You can modify the variable name as desired, or leave the field blank to keep the variable name unchanged (as listed in the variable dropdown list).

See **Deploying the Integration Code** in the next section to deploy the required updates to your Adobe Analytics implementation.

Deploying the Integration Code

After you have completed the integration wizard, a resource named **Integration Code v3** displays under the **Support** tab.



To activate the integration complete the following:

1. Click on the link in the Resources section (see screenshot) to download the Integration Code.
2. If applicable, adjust the integration code for any eVars that are configured with “Page View” expiration (see [Configuring the plug-in code for Page View eVars](#)).
3. Paste the contents of the Integration Code into the Plugins area of your Adobe Analytics s_code file (do not paste code inside of the s_doPlugins function definition).
4. Update the newly altered s_code file in your dev/staging environment and verify that there are no script errors. Verify the collection of Gigya dimensions and events (see [Verifying the Integration](#)).
5. Update the newly altered s_code file in your production environment.

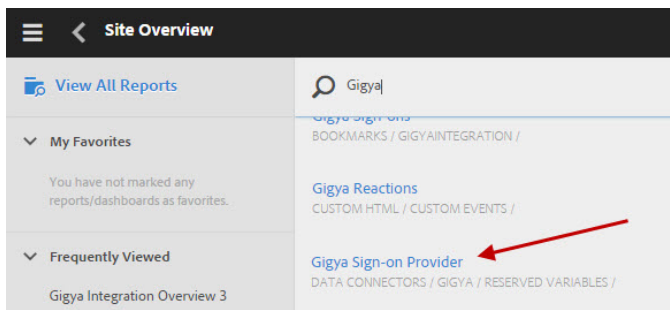
Verifying the Integration

You can verify that integration data is successfully flowing to Adobe Analytics by performing the following checks.

1. Use the DigitalPulse debugger to view the data sent to Adobe Analytics as you interact with Gigya site features. (see [DigitalPulse Debugger](#)). Verify that values are being transmitted with the eVars/events that you have configured for this integration.
2. View Adobe Analytics reports populated by the Gigya integration. The following steps illustrate how to view the Gigya Sign-on Provider report.
 - Log in to Adobe Analytics.



- From the reporting menu locate the **Gigya Sign-on Provider** report. The easiest way to do this is to use the Report search tool.



- After the report loads, verify the following:
 - The Date Range of the report includes the current day.
 - The Gigya Sign-ons metric is selected (use the Add Metrics feature)
- The report should look something like the following. If the report shows no valid data please notify your consultant or account representative.

Gigya Sign-on Provider		Gigya Sign-ons	
1.	twitter	15	32.6%
2.	facebook	15	32.6%
3.	linkedin	7	15.2%
4.	google	6	13.0%
5.	MSN	3	6.5%
Total		46	

Keep the following in mind as you verify the integration:

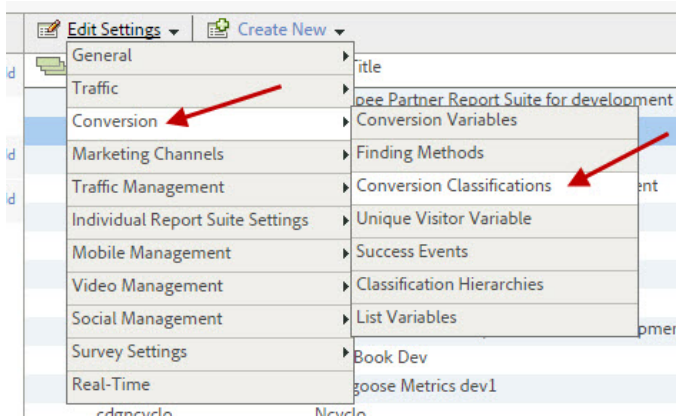
- **Gigya iRank:** The Gigya "iRank" value is not passed to Adobe Analytics by default. This value needs to be enabled in your Gigya implementation using the "extraFields" setting. You can find out more by contacting your Gigya representative or at the Gigya Developer Site: http://developers.gigya.com/020_Client_API/010_Socialize/010_Objects/User_object
- **Unavailable Dimensions:** A question mark character might appear in Gigya-related reports within Adobe Analytics. This occurs whenever a dimension is not available through Gigya or through a particular social network. For example, if a user does a Gigya Sign-on using their Twitter account, the age and gender value recorded in Adobe Analytics will contain "?" since Twitter does not explicitly capture a user's age or gender.

Adding Demographics Reports Using SAINT

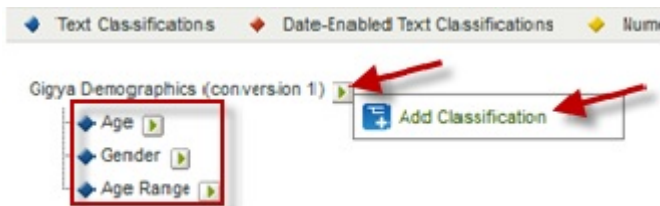
By applying SAINT classifications to your Gigya Demographics reporting, you can create additional reports that may be more digestible and actionable. To do this you must follow these steps.

1. Add the classifications using the Admin Console.
 - Once signed in to Adobe Analytics, go to the Report Suite Manager within the Admin Console (**Admin > Report Suites**).
 - Select the report suite that you have integrated with Gigya.
 - Select **Conversion Classifications** from the **Edit Settings** menu.





- Choose the Gigya Demographics report from the drop down menu.
- Add the following 3 as **Text** classifications.
 - Age
 - Gender
 - Age Range



- Save the pre-build classifications file to your computer.
 - Go to Adobe Analytics from the **Adobe Marketing Cloud** menu.
 - Select your Gigya integration.
 - Select the **Support** tab.
 - Click to download the resource titled **Demographics Classification File** – save this to your computer.
- Upload the pre-built classifications file using the SAINT interface.
 - Go to **SAINT Classifications** from the **Admin** menu.
 - Select the **Import File** tab.



- Select the report suite that you have integrated with Gigya.
- Select the **Gigya Demographics** report.
- Browse to the locally saved classifications file (see previous step).
- Click the **Import File** button.
- Verify your work.



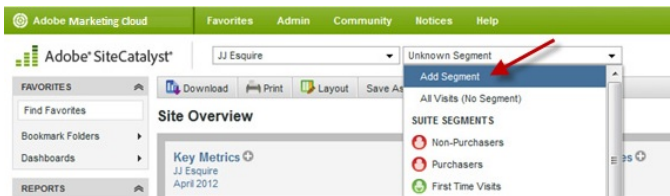
- In Adobe Analytics, navigate to your **Gigya Demographics** report (likely under the **Custom Conversion** menus)
- Notice the three new options in the sub-menu named **Age**, **Gender** and **Age Range**
- Click the **Age Range** item to load the **Age Range** report.
- Notice that the report is now visualized with age ranges as the breakdown.

Building Adobe Analytics Segments

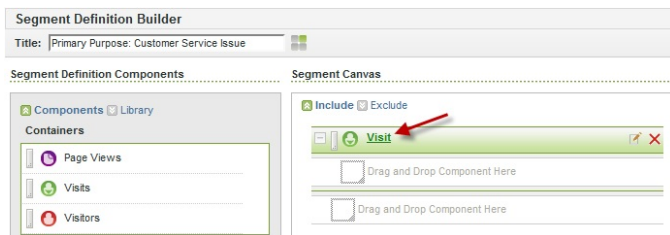
One powerful way of using the integrated Gigya data within Adobe Marketing Cloud is to create segments using the Gigya dimensions. The following will illustrate an example.

To build this segment complete the following:

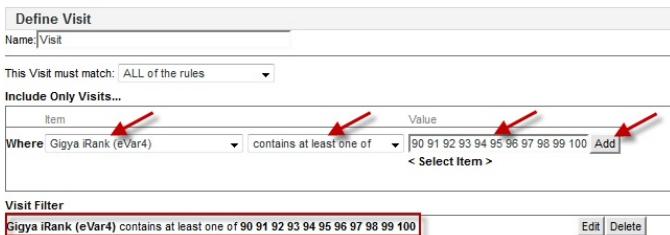
1. Open the Segment Definition Builder tool. In Adobe Analytics (v15 or greater) this is done by clicking on the **Add Segment** item in the segmentation menu.



2. Give the segment a title, in this example - **Most Influential Visitors (Gigya iRank)**
3. Drag the **Visits** container from the components panel (left side) and drop it on the Include canvas (right side).
4. Click on **Visit** to open up the **Define Visit** window.



5. In the **Include Only Visits...** section, add a rule by selecting **Gigya iRank** in the first menu, **contains at least one of** in the second menu and then typing the value "90 91 92 93 94 95 96 97 98 99 100" in the text field. Then click **Add**.



6. Click **OK** to close the **Define Visit** window.
7. Verify that the Rules look correct in the Segment Canvas, then click **Save**.



Segment Canvas

Include Exclude

Visit

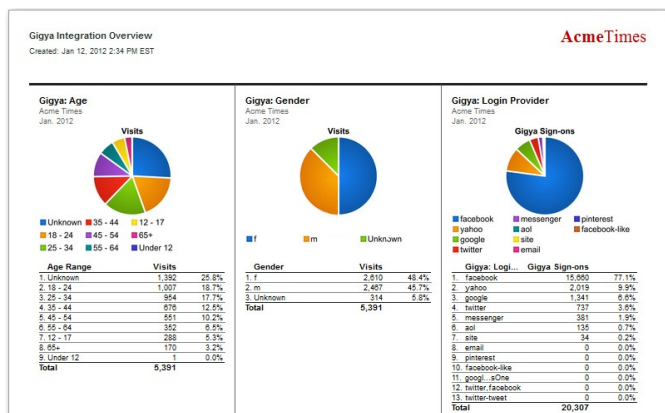
Rules for: Visit

- Gigya iRank (eVar4) contains at least one of 90 91 92 93 94 95 96 97 98 99 100

Sample Integration Reports

The following are few examples of the many new reports made possible through this integration.

Breakdown site traffic and conversion by demographics and social network affiliation:



Compare how products or content is shared as a percentage of total views:

Products	Shares per View	Gigya Shares	Product Views
1. Product A	5.627%	12,024	206,335
2. Product B	2.029%	5,859	288,697
3. Product C	0.281%	5,256	1,869,659
4. Product D	0.454%	3,434	755,696
5. Product E	0.228%	3,359	1,474,076
6. Product F	6.449%	3,047	47,246
7. Product G	2.375%	2,341	98,550

Configuring the plug-in code for Page View eVars

It is possible that one or more of the eVars in your report suite are set to expire on "Page View". If this is the case, you need to make an adjustment for these eVars within the Gigya integration plug-in code. In the following example, it is assumed that eVar1 and eVar25 are set with "Page View" expiration. To adjust the Gigya plug-in to work properly for these eVars, perform the following task.

1. Open up the Gigya plug-in code with a text editor.
2. Locate the first instance of the **mapVars** setting.



3. Wrap the **Page View** eVars in double quotes and insert them into the comma separated list for the **mapVars** setting.

Below is an example of a **profile.likes** data file showing the JSON content after it has been "flattened".

```
/*
 * Partner Plugin: Gigya v3 (BEGIN)
 */
var gigya_adobe_conf = {
  linkName: 'Gigya Action',
  eventMap: [
    {
      gigEvent: "login",
      omtrEvents:["event6"],
      mapVars: ["eVar6=user.loginProvider", "eVar8=getAge()", "eVar8=getGender()",
        "eVar7=getRanking()", "eVar1", "eVar25"]
    },
    {
      gigEvent: "sendDone",
      omtrEvents:["event7"],
      mapVars: ["eVar9=providers", "products"]
    },
    ...
  ]
}
```

4. Repeat this step above by inserting the **Page View** eVars into the remaining 3 **mapVars** lists. Below is an example of a **profile.likes** data file showing the JSON content after it has been "flattened".

```
/*
 * Partner Plugin: Gigya v3 (BEGIN)
 */
var gigya_adobe_conf = {
  linkName: 'Gigya Action',
  eventMap: [
    {
      gigEvent: "login",
      omtrEvents:["event6"],
      mapVars: ["eVar6=user.loginProvider", "eVar8=getAge()", "eVar8=getGender()",
        "eVar7=getRanking()", "eVar1", "eVar25"]
    },
    {
      gigEvent: "sendDone",
      omtrEvents:["event7"],
      mapVars: ["eVar9=providers", "products", "eVar1", "eVar25"]
    },
    {
      gigEvent: "commentSubmitted--DISABLED",
      omtrEvents:[""],
      mapVars: ["eVar9=providers", "products", "eVar1", "eVar25"]
    },
  ]
}
```



```
{
  gigEvent: "reasonClicked--DISABLED",
  omtrEvents:[""],
  mapVars: ["reaction.ID", "products", "eVar1", "eVar25"]
},
...

```

Tracking Social Events

Gigya's [JavaScript API](#) fires events to which you can catch and pass on to Adobe Analytics. Please refer to the [Events](#) guide, which shows how to handle events generated by Gigya.

How to Track User Login Events

Gigya generates the following global events: [onLogin](#), [onLogout](#), [onConnectionAdded](#), and [onConnectionRemoved](#). When working with Adobe Analytics, use [Custom Link Tracking](#) to track social events. To do so, first register to the Gigya event that you would like to track. In the event handler method apply the [Custom Link Tracking](#) code to report the event to Adobe Analytics. See the following code example:

```
// Register to Gigya's onLogin event
gigya.socialize.addEventHandlers({
  onLogin: trackLoginEvent // call trackLoginEvent when Social Login finishes successfully
});

// trackLoginEvent - event handler
function trackLoginEvent(event) {
  var action = event.eventName + ": " + event.provider;

  // Report the event to Adobe Analytics - the "Custom Link Tracking" code:

  s.linkTrackVars="eVarN,events";
  s.linkTrackEvents="eventN";
  s.events="eventN";
  s.eVarN=action;
  s.tl(this,'o', action);
}
```

You may track additional events according to support provided by Adobe Analytics.

For additional code samples showing generic event tracking, please refer to [Tracking Social Events](#).

