Usabilla Live - Adobe Analytics Integration

Usabilla's Adobe Analytics integration allows you to measure Usabilla Live feedback and campaign events within your Adobe Analytics environment. Additionally you can link your feedback form questions and user replies to your metrics.

To enable this integration, follow the following steps:

Step 1: Setting up your Report Suite
Create New Counter Events
Setting up List Variables (Linking Feedback Questions & Answers)

Step 2: Enabling your Adobe Analytics integration

Step 3: Updating your Classification Data
Download Classification File Template
Download Classification File
Import Classification File

Step 1: Setting up your Report Suite

Log in to your Adobe Analytics environment and access the **'Report Suites'** section under **'Admin'**. Select the report suite you want to enable the integration for and choose **'Success Events'** under **'Edit Settings' > 'Conversion'**

Create New Counter Events

On this page, create new *counter* events for any of the following:

Feedback Start	Raised whenever a user clicks on the feedback button and starts the feedback process
Feedback Success	Raised whenever a user successfully completes the feedback process
Campaign Open	Raised whenever a campaign activates got a user
Campaign Feedback	Raised whenever a user starts the feedback process while a *Boost* campaign is active

Campaign Success	Raised whenever a campaign is successful.
	   - For *Boost* and *Recruit* campaigns this means the user clicked the button in the campaign window
	   - For *Survey* campaigns this means the user completed the form

Campaign Close	Raised whenever a user actively closes a campaign without successfully completing it. This is done by either clicking the close button or the cancel link (if it exists).

For example, the image below shows *event6* which will be configured to receive the feedback start event.

The name and description of the event can be anything you want. The names in the table above are the names we use in our integration interface but are not required.

Please note down which event number corresponds to which event as you will need this later.

If you want to access to the questions and answers of your feedback form(s) in Adobe Analytics, you will also need to set up a list variable. If you do not want to do this, please skip to step 2.

Setting up List Variables (Linking Feedback Questions & Answers)

Access the List Variables section of your report suite (**'Edit Settings' > 'Conversion' > 'List Variables'**), enable an unused variable, and give it a name.
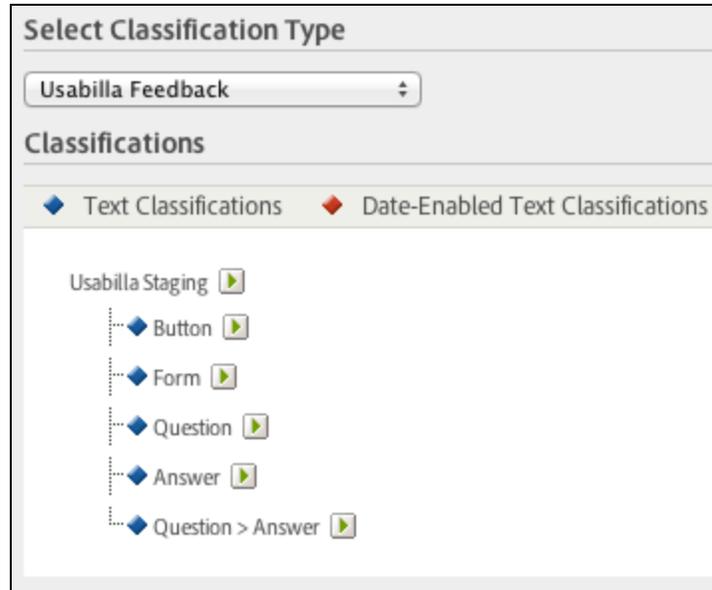

Next, we'll need to set up conversion classifications for this list variable (**'Edit Settings' > 'Conversion' > 'Conversion Classifications'**). Under **"Select Classification Type"** choose the name you just gave to the list variable.

Here you can add classifications. The name of the classifications should correspond to the following field names in your Usabilla Account:

Button	The name of the feedback button
Form	The name of the form. If you have no custom forms or no custom form was used this will contain the 'Default Form' value.
Question	The question text
Answer	The answer text

You can add these fields in any order you'd like. It's also possible to add a classification containing multiple fields by creating a classification containing all the fields' names separated by a '>'. *eg. if you want a classification containing both the question and the answer add a classification called 'Question > Answer'.*
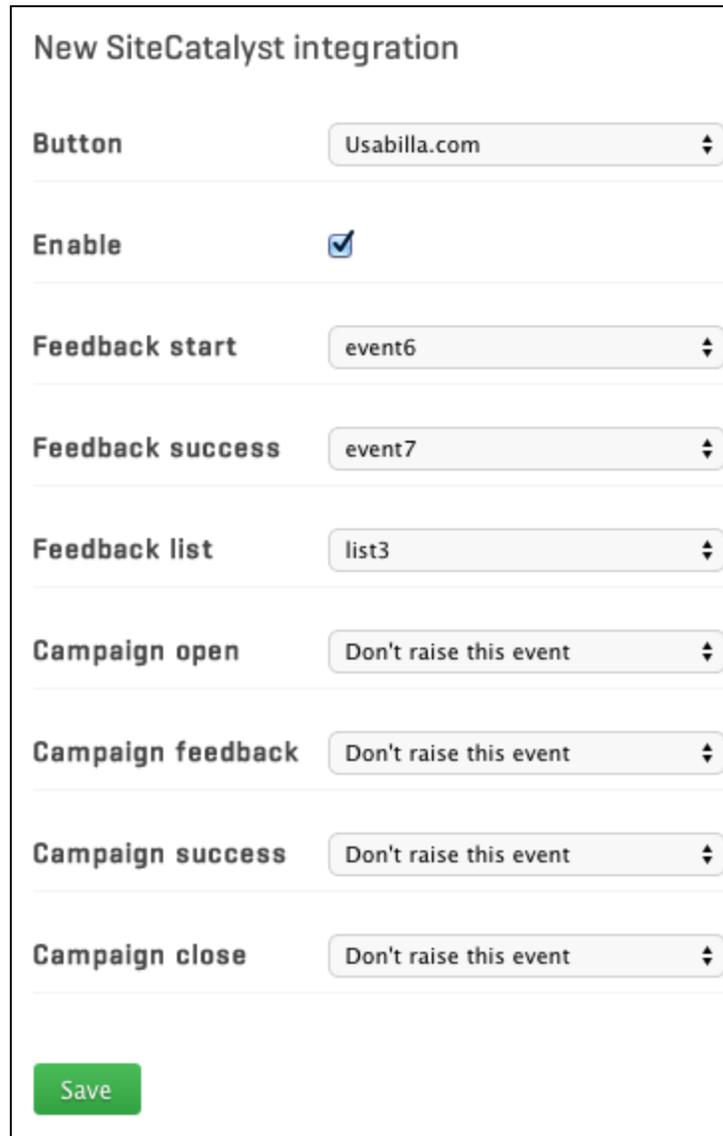

Finally, we need to set up a classification hierarchy (**'Edit Settings' > 'Conversion' > 'Classification Hierarchies'**). Here you can define how the different classifications 'drill down' into one another.

Again select the name of the list variable you created in the drop down and create your desired hierarchy by dragging and dropping the different classifications.
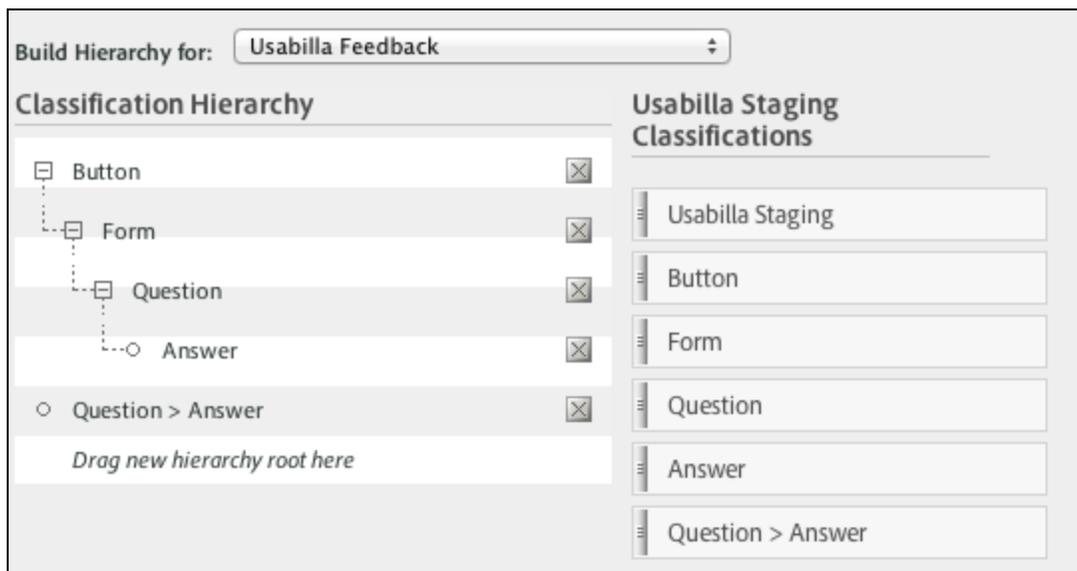
Step 2: Enabling your Adobe Analytics integration

To enable the integration, log in to your Usabilla account, select the **'Account Settings'** option from the menu in the top right and select the **'Live integrations'** tab. Click on the Adobe Analytics logo to begin configuring your integration.


Select the events and list variables you configured in <u>Step 1</u> and click the **Save** button. If you have configured the list variable continue onto <u>Step 3</u>, otherwise you are finished with the setup process.

Step 3: Updating your Classification Data

Download Classification File Template

We will need to upload the configuration data of your feedback forms to Adobe Analytics. To do this, head to the **'Classification Importer'** of the **'Admin'** section. Choose the **'Download Template'** tab, and select your report suite and list variable from the dropdowns to download the template.
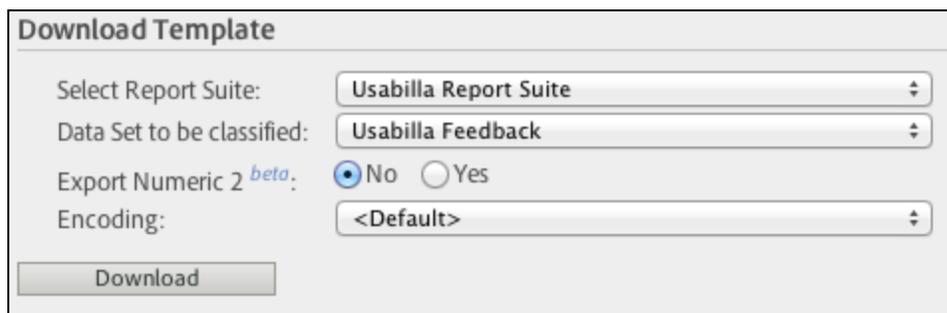
Please note where the downloaded file is stored.

Now log in to your Usabilla account, click the '**Setup**' tab in the **'Live for Websites'** section and click on the name of the button you've enabled the integration for. You'll be taken to the **'Installation Instructions'** page for this button.
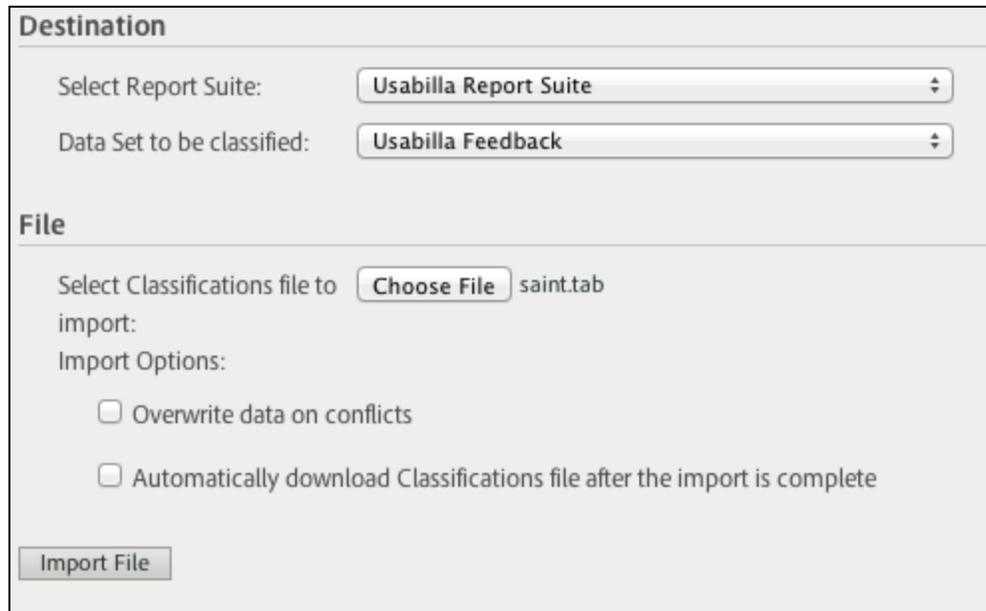
Download Classification File

At the bottom of the screen a new Adobe Analytics integration section should be visible. If it isn't, ensure the integration is enabled for this button in the **'Account Settings'** section of the website (Step 2).

You should now see an option to upload a file. Choose the template you downloaded earlier and click the **'Download classification file'** option.

Import Classification File

Back in the Adobe Analytics environment in the **'Classification Importer section'** click on the **'Import file'** tab and again choose your report suite and the name of your previously selected list variable. Now select the file you just downloaded from the Usabilla website for upload and click **'Import file'**.

You are now finished setting up the classifications. However, any time you update the feedback form or any custom form you will need to repeat step 3 so the results in Adobe Analytics will remain accurate.

Congratulations, your Adobe Analytics integration should now be up and running!

If you have any issues or queries integrating Adobe Analytics to your Usabilla account, don't hesitate to contact us at [*support@usabilla.com*](mailto:support@usabilla.com)*.*