



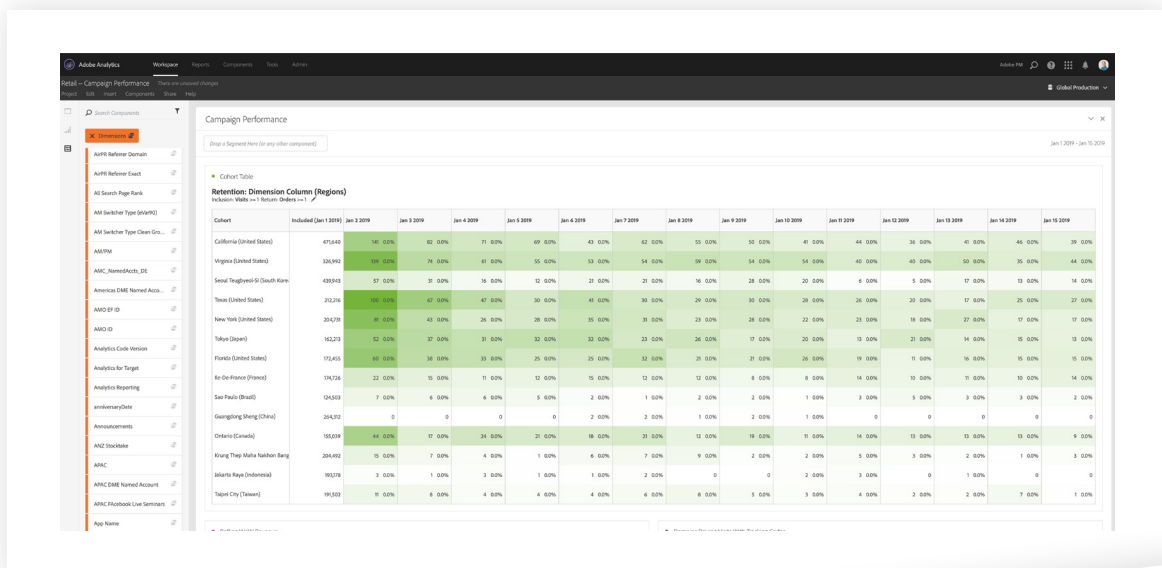
# What's New in Analytics

## Spring 2019

With the Adobe Analytics Spring 2019 Release, we've continued to expand and enhance your view of your customers and their journeys across any means they engage with your brand. New features and capabilities have made it easier to put every journey into its proper context, whether it occurs via a mobile app, website, call center or across devices. And, we've enabled you to refine and deepen your discovery of critical business insights, uncovering previously unseen patterns of behavior among high-value groups of customers.

## Enhanced Cohort Analysis

With the introduction of Cohort Analysis, Adobe Analytics made it possible for you to see patterns across the life-cycle of customer groups, answering critical business questions with just a couple of clicks. In early 2019, a new and significantly enhanced version of Cohort Analysis was introduced within Analysis Workspace allowing for much more fine-tuned control over the cohorts you are building. Included with this new version are the following features and enhancements:





### Additional Metrics & Segments

To enable deeper and more sophisticated analysis, you can now include up to 3 metrics and up to 10 segments to define inclusion and return criteria for cohort tables.



### Retention Tables

A retention cohort measures how well your visitor cohorts return to your experience over time. Each cell in the report table shows the number and percentage of visitors in the cohort who completed the included action during a defined time period.



### Churn Tables

A churn cohort is the inverse of a retention table and shows the visitors who fell out or never met the return criteria for your cohort over time.



### Rolling Calculations

Previously, Cohort Table calculations could only be made based upon the inclusion metric. Today, Rolling Calculations enable increased flexibility by allowing you to calculate retention or churn progressively based on each previous time period.



### Latency Tables

The introduction of Latency Tables allows for effective pre/post analysis. It measures the time that has elapsed before and after the inclusion event occurred.



### Custom Dimension Cohorts

Going beyond time-based cohorts and create cohorts based on a dimension such as marketing channel, campaign, product, page or region. Use any dimension in Adobe Analytics to show how retention changes based on these values.

## Server Call Usage Dashboard & Alerts

Server Calls are the unit of currency for Adobe Analytics. When you purchase Adobe Analytics, you are entitled to a certain number of Server Calls as dictated by your contract. Server Call Usage provides you with a transparent view of primary and secondary server call usage against your commitment and will proactively alert you when you are approaching your total commitment. The dashboard also allows you to analyze where your server calls are being used. This enables you to identify and fix uncontrolled implementations or scale back in places where large volumes of less-valuable data are being collected.

## API 2.0

The Adobe Analytics APIs are a collection of APIs that power Adobe Analytics products like Analysis Workspace. The APIs allow for the creation of data rich user interfaces that you can use to manipulate and integrate data. You can also create reports to explore, get insights, or answer important questions about your data.

## New Features in Analysis Workspace

Analysis Workspace already provides a robust, flexible canvas for creating impactful analytics projects. New capabilities focus on making projects easier to build, more visually intuitive, and augment access to critical data to enhance the depth and utility of insights. These features include:



### Panel Drop-downs

When creating a project, Analysis Workspace now allows you to add multiple components to a panel as a drop-down. These drop-downs act as filters, activated when a user selects any one of the included components. This enables you to consolidate panels and enable deeper analysis for projects shared with others. Panels also support multiple dropdowns on the same panel.



### Color Palettes

When building projects, you can change the color palette used for visualizations within Analytics Workspace. You can choose an existing color palette or create your own to match the colors of your brand.



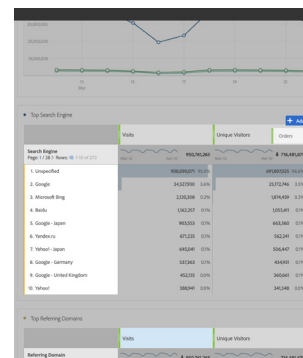
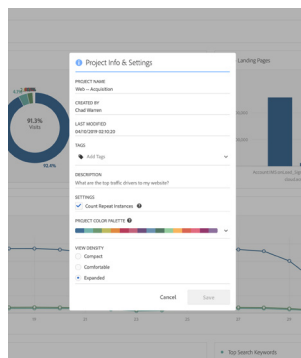
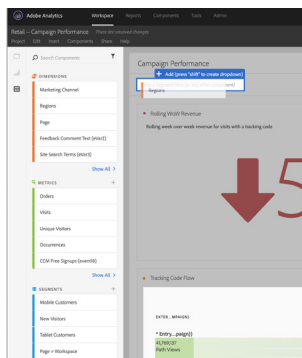
### Auto Tracking Mode for Advertising Analytics

Auto Tracking Mode enables automated tracking of search engine data by your Adobe Analytics implementation, simplifying the process of augmenting Adobe Analytics data with search engine data.



### Drop Zone Guides

Drop Zone Guides help you be more effective using Analytics Workspace by describing what each drag-and-drop action will do.



## China Enhancements

Due to unique regulations governing foreign Internet traffic in the People's Republic of China, companies doing business in China but located outside the country typically experience some degree of data latency and loss. To increase performance for companies doing business in China, Adobe has introduced Regional Data Collection (RDC) in mainland China. This will enable customers within China to send data directly to a Data Collection Center (DCC) within China, instead of other locations globally. This improves page load times and data accuracy over sending the data to DCCs outside of China. Regardless of where your digital property is hosted, or which language it uses, your users in China will experience improvements if you are using the RDC in China.

## Java 11 Compatibility for Ad Hoc Analysis

On August 6, 2018, Adobe announced plans to end-of-life Ad Hoc Analysis as Ad Hoc Analysis functionality and capabilities are being moved to Analysis Workspace. However, Adobe will not set a date for end-of-life to Ad Hoc Analysis until workflow parity has been reached in Analysis Workspace. Continued support for Ad Hoc Analysis now includes compatibility for Java 11. Additionally, throughout 2019 Adobe will continue the process of moving Ad Hoc Analysis functionality to Analysis Workspace.

## Technology Previews

Adobe Analytics customers can now get early access to cutting edge analysis tools and help shape the future of Adobe Analytics. Participating customers will be able to new prototypes as they become available, then provide direct feedback to Adobe development teams.

