

Enhance your ability to link and extend your customer profiles across devices.

5 tips and tricks for maximizing the value of the Co-op Graph.

Adobe Experience Platform Identity Service helps you deliver more consistent experiences by linking the devices your prospects and customers use during their customer journey.



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Erin Davis is a Product Manager for Adobe Experience Platform Identity Service. She has significant experience with Co-op Graph value realization, digital marketing strategies, cross-solution integration and architecture. Erin brings her experience in these areas—combined with her Adobe Experience Cloud product expertise—to the development of identity services.

With the benefit of her real-world insight, we've curated the following tips and tricks to help you enhance, streamline, and simplify your Adobe Experience Platform Identity Service implementations.

Tip 1: A clean implementation results in more accurately stitched people clusters.

To get the most out of the Co-op Graph, it's helpful to understand a little about the inputs Identity Service relies on to create people clusters. First, Identity Service uses both deterministic and probabilistic data to link the activity of unique visitors across their different devices. Second, Identity Service algorithms look for the presence of cross-device identifiers, originating from Experience Cloud ID (ECID) calls, often called ID syncs. These cross-device identifiers are your hashed customer IDs and are essential to building an accurate graph. The more frequently these cross-device signals are detected from a common visitor, the more likely the graph algorithms will link the devices, compressing your unique visitor count to give you a more accurate account of your actual unique visitors.

Send cross-device identifiers for all of your applicable properties. Our customers with high numbers of cross-device customer IDs usually enjoy higher compression rates. Also make sure the hash methods being used are consistent across all collection points and properties, so the identifiers are recognized as one anonymous person and correctly linked. For mobile app traffic, set up your mobile app SDK to include your hashed customer ID and the device advertising IDs (IDFA, GAID).

Taking these steps to make sure your web pages and mobile apps are implemented correctly can help increase the accuracy of your identity graph and improve your marketing.

Identity Service looks for these identifier types when stitching together device activity:

- **Cookie IDs** – Adobe Experience Cloud IDs (ECIDs) and other universally unique identifiers (UUIDs).
- **Hashed customer IDs** – Hashed identifiers collected through `setCustomerID()` configuration in ECID or `demdex cid_ic` parameters in Audience Manager calls.
- **Mobile IDs** – Identifier for Advertising (IDFA) for Apple devices and Google Advertiser Identification (GAID) for Android devices.
- **Probabilistic identifiers** – This includes IP addresses and other data read from http headers.

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Coinciding with Tip 1, you need to make sure Identity Service can collect the appropriate data signals from your mobile app traffic. Since mobile apps don't use cookies, you need to set up your mobile app SDK to include the cross-device data source and to use ECID services to send the Device Name for mobile ID collection.

[Learn how to set this up >](#)

Helpful hint: An example of how to set customer IDs can be found in the [Adobe Experience Platform Identity Service documentation](#).

Important to remember: Adobe takes privacy seriously. That's why when taking advantage of Identity Service, all of your cross-device data sources must be hashed.

Helpful hint: Device Name is one of the lifecycle metrics that can be automatically measured by the Adobe Experience Platform mobile library and sent to different Adobe Experience Cloud solutions. More information on these metrics can be found in the Lifecycle Metrics section of the documentation for [iOS SDK methods](#) and [Android SDK methods](#).

Tip 2: Move to a global report suite.

Years ago, the best practice might have been to create individual reports in different report suites for your different channels. That is no longer the case. So you can get a clearer understanding of your cross-device traffic, you need to be able to see all that traffic in one place. For this reason, we recommend using global reports.

Learn more about [Report Suites](#) and [Setting up Global Report Suites](#) >

Tip 3: Use the People Template to quickly make the most of the People Metric.

The People metric in Adobe Analytics reporting helps you link devices to people, so you can measure visitors' activity across all of their devices. It's like a de-duplicated version of the Unique Visitors metric. The People template in Adobe Analytics leverages the People metric to give you a dashboard in the Analysis Workspace that lets you easily perform people-related analysis. For example, you can compare the People and Unique Visitors metrics side by side, see your compression rate, the total number of different device types your customers use, and more. To use the People Template, from within Analysis Workspace, click "Create New Project." From the "All Templates" tab, select the "People Template" and click "Create".

[Learn more](#) >

Tip 4: Familiarize yourself with your graph metrics.

Knowing the amount of data Identity Service will make available in regard to your customers puts you in a better position to act on that data. One of the best ways to do this is to familiarize yourself with the different aspects of your identity graph. For a Co-Op Graph customer with Audience Manager, you can do this by viewing the reports associated with Co-Op Graph profile merge rules you've created. Profile merge rules give you control over the Identity Service data sets that you'll use for segmentation and targeting customers across multiple devices.

You can view your profile merge rules from within the Audience Manager UI on the "Profile Merge Rules" page under the "Audience Data" tab. To view trend graphs or side-by-side bar graphs of your profile merge rules, select the rule you want, and then choose a report from the list provided.

[Learn more](#) >

Tip 5: Show the value of your Identity Service Co-op Graph.

As with any technology implementation, you'll want to be able to understand the value Identity Service can bring to your business. With an Audience Manager and Adobe Analytics integration, you can track the potential lift your identity graph is giving your campaigns. First, set up duplicate segments in Audience Manager; one using the Identity Service Co-op Graph and the other using current device only. Then, to see the value Identity Service provides, you can compare and measure those segments side-by-side while your campaign executes. First, in Analytics, search for and display the desired audience name dimension in a workspace project. Then, filter the audience name by the co-op segment and duplicate current device test segment. Add any conversion metrics you're tracking to the report. That will allow you to see the increase in 1st party devices and downstream conversion you're able to successfully reach using Identity Service versus what your reach would be without Identity Service.

[View demo](#) >

Helpful hint: When you use multi-suite tagging to create a global report suite, you need to create a page naming strategy that works within a global report suite. This reference in the Adobe Analytics documentation can be helpful in understanding [Multi-Suite Tagging](#).

Good to know: In addition to Analysis Workspace, you can use the People Metric in Ad Hoc Analysis, Report Builder, and via the API. The Adobe Experience Platform documentation gives more information on how to take advantage of the [People Metric](#).

Good to know: You can learn more about the relationship between identity graphs and profile merge rules in the [FAQ](#).

Important to remember: To take advantage of Tip 5, the [Adobe Audience Analytics integration](#) must be enabled.

Check out our additional resources to help change the way you work.

Visit adobe.com or our [Learn & Support](#) page to learn more about how to use helpful features within Adobe Experience Manager. You can also access tailored learning paths, community forums, and feature request forms in the Adobe Experience Manager section of [Experience League](#).