

Integrating Extole with Adobe Analytics

Overview

The Extole platform easily integrates with Adobe Analytics, passing campaign and event data directly into your Analytics reporting suite. All Extole customers can view complete referral program metrics directly in the Extole platform, but customers who use Adobe Analytics can also view this data side-by-side with data from their other marketing programs for in-depth, multi-channel analysis.

When you integrate Extole with Adobe Analytics, you can answer questions like:

- How does my referral campaign compare to other acquisition campaigns?
- How does site activity differ between referral campaign traffic and other channels?
- What is the lifetime value of customers acquired from referral campaigns?
- How do my referral promotions perform compared to other promotions?

Tracking Your Referral Program in Adobe Analytics

CAMPAIGN TRACKING

Much like other acquisition channels (such as Paid Search, Display, and email), you can use Adobe Analytics to track site visitors acquired by individual referral campaigns. More specifically, if you run an “always-on” campaign as well as other seasonal or targeted referral campaigns, Extole can easily pass campaign identifiers to Adobe Analytics. These identifiers indicate which campaign drove a visitor to your site.

In Extole, each referral campaign has a “friend redirect URL” that determines where to drive referral traffic from share links. To track a campaign in Adobe Analytics, a campaign-specific identifier should be added to the “friend redirect URL” as a query string parameter to identify in Adobe Analytics which referral campaign drove each visitor to your site.

As an example, if an Extole referral campaign has the following “friend redirect URL”:

<http://www.mySite.com/>

A campaign identifier for this campaign should be added to the query string, using a parameter and value already defined in Adobe Analytics for the campaign. In this example, we are using the parameter “cid” as the campaign identifier, which we’re assuming is preconfigured in the Adobe Analytics code:

```
http://www.mySite.com/?cid=112233
```

If you are going to use a different query string parameter that has not previously been identified in your Adobe Analytics implementation, your team can leverage the ‘getQueryParam’ plugin to extract and set the campaign identifier:

```
s.campaign=s.getQueryParam('cid');
```

Alternatively, if your page code is configured to detect a visitor’s campaign, it can be passed directly into the campaign field within the page’s Adobe Analytics code:

```
s.campaign='112233';
```

Some of the questions you’ll be able to answer after you’ve configured your Adobe Analytics integration to detect and capture referral campaign identifiers are:

- What percentage of customer acquisition comes through my referral program?
- How do my referral campaigns perform compared to those of my other channels?
- How much revenue does my referral program generate?
- Where can I improve my conversion funnel for my referral traffic to maximize revenue?
- What products are the most impacted by referral traffic?

Customer Insights

USING CONVERSION VARIABLES (EVARS)

With Adobe Analytics, its easy to set a variable for traffic in your referral campaigns that tracks activity across your site and the impact on other marketing campaigns and initiatives.

Conversion Variables (or eVars) can be used to track specific details about your referral campaign and funnel. More specifically, you can set an eVar to identify customers (advocates) or new prospects (friends) that were driven to your site from a referral campaign share link. By setting an eVar in each of these instances, you will be able to understand how these individuals interact with your site well

beyond their participation in your referral campaign.

Examples of the insights you'll be able to view are:

- What percentage of my site visitors click on referral campaign calls-to-action?
- What is the average order value of customers who advocate?
- What is the average lifetime value of customers acquired through referral campaigns?
- How many site visits or conversions does your program drive per advocate?
- Do referral campaigns perform differently by geography or demographic?
- What types of products do referred customers purchase most frequently?

Setting an eVar to track referral traffic typically follows the same procedure you've already set up for your site. Extole can set an eVar on your behalf when a customer advocates via your share experience. Simply provide Extole with the specific eVar and the value to identify a customer as an advocate when they share with their friends (e.g. eVar71='customer_advocate'). Extole will leverage our inbound integration to set the appropriate eVar values for both the advocate's share event and the friend's landing event.

Similarly, you can set an eVar for site visitors who were acquired via a referral campaign. This lets you track down-funnel activity, future site visits, and conversion activity. Below is an example of Adobe Analytics tracking code that Extole would trigger when an advocate shares with their friends:

```
s.eVar33 = 'customer_referral';  
s.t());
```

Since eVars are remembered by Adobe Analytics, a visitor will be counted against any success event that they encounter while the eVar is active. For example, you can track how frequently referred friends visit a site before purchase, or how many conversions an advocate drives on average.

USING TRACKING VARIABLES (SPROPS)

Much like eVars, you can also set custom property values (sProps) to build custom reports within Adobe's Traffic Module, such as pathing or correlation reports. An sProp value can be set either by Extole's integration with your site or by your page code using a query string parameter passed in the "friend redirect URL":

```
http://www.mySite.com/?cid=112233&prop=ref  
s.prop88 = s.getQueryParam('prop');  
s.t();
```

By setting a sProp for referral traffic, you'll be able to analyze the activity of these visitors across the multiple pathing reports that Adobe offers, and identify opportunities for improvement. For example, you will be able to see if an unusually high percentage of referral traffic navigates to one portion of your site or product category.

Some examples of the insights you'll be able to extract from a pathing analysis on your referral traffic are:

- What pages and products is your referral traffic visiting on your site?
- Where is the largest fallout point in your funnel for referral traffic?
- How does visit length and frequency for referral traffic compare to other channels?
- What percentage of referral traffic enters the purchase funnel?

Integration Steps

Each Adobe Analytics implementation is unique and ripe with opportunities for in-depth integration with Extole. To get started, we recommend the following integration steps to build a solid foundation for tracking your Extole-powered referral campaigns in Adobe Analytics:

DEFINE CAMPAIGN IDENTIFIER

Whether a campaign parameter is already defined (such as "cid") or needs to be identified, you should provide this value to your Extole Client Services team so that it can be tracked next to other campaigns in your Adobe Analytics reporting.

CONFIGURE REFERRAL CAMPAIGNS

Whether you'll be using the name of each campaign as defined by your team, you need to configure an identifier and name in your Adobe Analytics reporting suite so that referral data is reported correctly.

DEFINE YOUR CONVERSION VARIABLES

Adobe Analytics offers 75 different eVars to marketers. Set aside two different eVars to identify your customers who advocate and visitors who were driven to your site by a referral campaign. Let your Extole Client Services team know which eVars you have chosen to identify your site visitors, and we will set these eVars at the appropriate point in the referral funnel.

DEFINE YOUR TRAFFIC VARIABLES

Similar to eVars, you can leverage one or more of the 75 different sProps available to monitor site visit activity or referral campaign traffic. Simply let your Extole Client Services team know which sProps you have chosen and we will set these values at the appropriate point in the referral funnel.

About Extole

Extole helps marketers acquire customers at scale by rewarding existing customers. With Extole, marketers can create a complete, efficient, and reliable acquisition channel by encouraging their customers to share their brand, products, or content.



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