

Adobe Analytics | Product description



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What is Adobe Analytics?

Adobe Analytics provides reporting, visualizations, and analysis of Customer Data that allows Customers to discover actionable insights.

Products and Services	License Metric	Deployment
Adobe Analytics	Primary Server Call, Secondary Server Call, or both	On-demand Services

Adobe Analytics—Mobile Apps	Primary Mobile Server Call, Secondary Mobile Server Call, or both	On-demand Services
Adobe Analytics Premium—Attribution	Primary Server Call, Secondary Server Call, or both	includes: On-demand Services: Adobe Analytics and Adobe Analytics—Mobile Apps Managed Services: Data Workbench (25% data capacity), including Algorithmic Attribution
Adobe Analytics Premium—Predictive Intelligence	Primary Server Call, Secondary Server Call, or both	includes: On-demand Services: Adobe Analytics, Adobe Analytics—Mobile Apps, Live Stream dashboards, Live Stream triggers, and Contribution Analysis Managed Services: Data Workbench (25% data capacity)
Adobe Analytics Premium—Customer 360	Primary Server Call, Secondary Server Call, or both	includes: On-demand Services: Adobe Analytics, Adobe Analytics—Mobile Apps, and Customer Attributes Managed Services: Data Workbench (25% data capacity)
Adobe Analytics Premium Add-ons	Primary Server Call, Secondary Server Call, or both	On-demand Services: Predictive Intelligence Add-on and Customer 360 Add-on Managed Services: Attribution Add-on
Adobe Analytics Premium—Complete	Primary Server Call, Secondary	includes: On-demand Services: Adobe Analytics, Adobe Analytics—Mobile Apps,

	Server Call, or both	Live Stream dashboards, Live Stream triggers, Live Stream data, Customer Attributes, and Contribution Analysis Managed Services: Data Workbench (including Algorithmic Attribution)
Adobe Analytics Premium—Data Workbench Capacity Pack Add-ons	Primary Server Call, Secondary Server Call, or both	Managed Services
Adobe Analytics—Video Analytics	Primary Stream, Secondary Stream, or both	On-demand Services

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Product limitations

1. Adobe Analytics

Reports and Analytics.

- **Reports.** Each Report may contain up to 500,000 unique values or data elements per month.
- **Multi-Site Roll-up Report Suites.** Multi-Site Roll- up Report Suites may include data from up to 200 Report Suites, updated daily.
- **Props.** This feature is limited to 75 Props per Report Suite.
- **eVars.** This feature is limited to 100 eVars per Report Suite.
- **Events.** This feature is limited to 1,000 Events per Report Suite.
- **Processing Rules.** This feature is limited to 150 Processing Rules per Report Suite.

Ad Hoc Analysis. Each Report may contain up to 500,000 unique values or data elements per month.

- **Report Builder.** This capability is limited to 10 Scheduled Reports run concurrently per login ID.

- **Customer Attributes.** This feature is limited to 3 attributes.
- **Contribution Analysis.** This feature is subject to the following limitations: (i) Contribution Analysis is limited to analysis of 3 dimensions; (ii) Contribution Analysis does not support analysis of calculated metrics; (iii) Contribution Analysis is limited to analysis of the top 50,000 dimension items per dimension of the available 500,000 unique values or data elements per month; and (iv) Only 1 Contribution Analysis may be run per Report Suite per User at a time.

2. Adobe Analytics —Mobile Apps

Adobe Analytics—Mobile Apps is subject to the same product limitations as Adobe Analytics described above.

3. Adobe Analytics Premium —Attribution

Adobe Analytics Premium—Attribution is subject to the product limitations of Adobe Analytics described above (except the enhanced eVar limit which is 250 eVars per Report Suite for this offering). Customer is limited to bringing 25% of their annual Primary Server Call committed volume into Data Workbench at any one time. The default set-up is the last 3 rolling months of volume pertaining to the primary Report Suite; Customer may further customize the dataset by bringing in additional online and offline volumes while holding to the 25% capacity limit, but this customization will require the purchase of additional consulting services.

4. Adobe Analytics Premium —Predictive Intelligence

Adobe Analytics Premium—Predictive Intelligence is subject to the product limitations of Adobe Analytics described above (except the enhanced eVar limit which is 250 eVars per Report Suite for this offering) in addition to the product limitations described below. Customer is limited to bringing 25% of their annual Primary Server Call committed volume into Data Workbench at any one time. The default set-up is the last 3 rolling months of volume pertaining to the primary Report Suite; Customer may further customize the dataset by bringing in additional online and offline volumes while holding to the 25% capacity limit, but this customization will require the purchase of additional consulting services.

- **Contribution Analysis.** This feature is subject to the following limitations: (i) Contribution Analysis does not support analysis of calculated metrics; (ii) Contribution Analysis is limited to analysis of the top 50,000 dimension items per dimension of the available 500,000 unique values or data elements per month; and (iii) Only 1 Contribution Analysis may be run per Report Suite per User at a time.

5. Adobe Analytics Premium—Customer 360

Adobe Analytics Premium—Customer 360 is subject to the product limitations of Adobe Analytics described above (except the enhanced eVar limit which is 250 eVars per Report Suite for this offering) in addition to the product limitations described below. Customer is limited to bringing 25% of their annual Primary Server Call committed volume into Data Workbench at any one time. The default set-up is the last 3 rolling months of volume pertaining to the primary Report Suite; Customer may further customize the dataset by bringing in additional online and offline volumes while holding to the 25% capacity limit, but this customization will require the purchase or additional consulting services.

- **Customer Attributes.** This feature is limited to 200 attributes per Report Suite.

6. Adobe Analytics Premium Add-ons

- **Adobe Analytics Premium Add-on—Attribution.** This add-on may only be added to the Adobe Analytics Premium - Predictive Intelligence or the Adobe Analytics Premium - Customer 360 offerings above.
- **Adobe Analytics Premium Add-on—Predictive Intelligence.** The add-on may only be added to the Adobe Analytics, Adobe Analytics - Mobile Apps, Adobe Analytics Premium - Attribution, or the Adobe Analytics Premium - Customer 360 offerings above. The Contribution Analysis feature is subject to the following limitations: (i) Contribution Analysis does not support analysis of calculated metrics; (ii) Contribution Analysis is limited to analysis of the top 50,000 dimension items per dimension of the available 500,000 unique values or data elements per month; and (iii) Only 1 Contribution Analysis may be run per Report Suite per User at a time.
- **Adobe Analytics Premium Add-on—Customer 360.** This add-on may only be added to the Adobe Analytics, Adobe Analytics - Mobile Apps, Adobe Analytics Premium - Attribution, or the Adobe Analytics Premium- Predictive Intelligence offerings above. The Customer Attributes feature is limited to 200 attributes per Report Suite.

7. Adobe Analytics Premium —Complete

The product limitations set forth within Adobe Analytics apply to Adobe Analytics Premium—Complete (except the enhanced eVar limit which is 250 eVars per Report Suite for this offering) in addition to the following product limitations.

Data Workbench. The Data Workbench capability included as part of Adobe Analytics Premium—Complete provides 100% Data Workbench capacity which enables Customer to bring 100% of their annual Primary Server Call committed volume into Data Workbench at any one time. The

default set-up is the last 12 rolling months of volume pertaining to the primary Report Suite; Customer may further customize the dataset by bringing in additional online and offline volumes while holding to the 100% capacity limit, but this customization will require the purchase of additional consulting services.

- **Decision Trees.** Each decision tree may only contain up to 14 inputs at a time.
- **Propensity Scoring.** This feature is subject to the following limitation: up to 50 inputs at a time.

Customer Attributes. This feature is limited to 200 attributes per Report Suite.

Contribution Analysis. This feature is subject to the following limitations: (i) Contribution Analysis does not support analysis of calculated metrics; (ii) Contribution Analysis is limited to analysis of the top 50,000 dimension items per dimension of the available 500,000 unique values or data elements per month; and (iii) Only 1 Contribution Analysis may be run per Report Suite per User at a time.

8. Adobe Analytics Premium —Data Workbench Capacity Pack Add-ons

Adobe Analytics Premium Add-on— +25% Data Workbench Capacity Pack. This add-on may only be added to the Adobe Analytics Premium—Attribution, the Adobe Analytics Premium—Predictive Intelligence, or the Adobe Analytics Premium—Customer 360 offerings above. This capability increases the amount of data Customer can bring into Data Workbench at any one time by an additional 25% of their annual Primary Server Call committed volume. The default set-up is for an additional 3 rolling months of volume pertaining to the primary Report Suite; Customer may further customize the dataset by bringing in additional online and offline volumes while holding to the 25% capacity limit, but this customization will require the purchase of additional consulting services.

Adobe Analytics Premium Add-on— +100% Data Workbench Capacity Pack. This add-on may only be added to the Adobe Analytics Premium—Complete offering above. This capability allows Customer to have the same tools available in Data Workbench, but increases the amount of data Customer can bring into Data Workbench at any one time by an additional 100% of their annual Primary Server Call committed volume. The default set-up is for an additional 12 rolling months of volume pertaining to the primary Report Suite; Customer may further customize the dataset by bringing in additional online and offline volumes while holding to the 100% capacity limit, but this customization will require the purchase of additional consulting services.

Adobe Analytics Premium Add-on— +200% Data Workbench Capacity Pack. This add-on may only be added to the Adobe Analytics

Premium—Complete offering above. This capability allows Customer to have the same tools available in Data Workbench, but increases the amount of data Customer can bring into Data Workbench at any one time by an additional 200% of their annual Primary Server Call committed volume. The default set-up is for an additional 24 rolling months of volume pertaining to the primary Report Suite; Customer may further customize the dataset by bringing in additional online and offline volumes while holding to the 200% capacity limit, but this customization will require the purchase of additional consulting services.

9. Adobe Analytics —Video Analytics

Adobe Analytics—Video Analytics is subject to the same product limitations as Adobe Analytics described above.

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Definitions

Primary Mobile Server Call means each screen view, track call, or other event on the Customer Site(s) to the extent that Customer tags, allows to be tagged, or causes to be tagged such screen views, track call, or other events for purposes of accessing and using Adobe Analytics—Mobile Apps. Each tagged screen view, track call, or other event will be counted as one Primary Mobile Server Call. Each row of data imported from offline sources will be counted as one Primary Mobile Server Call.

Primary Server Call means each page view, exit link, download, customer link, or other event on the Customer Site(s) to the extent that Customer tags, allows to be tagged, or causes to be tagged such page views, exit links, downloads, custom links, and other events for purposes of accessing and using Adobe Analytics. Each tagged page view, exit link, campaign container request, download, custom link, or other event will be counted as one Primary Server Call. Each row of data imported from offline sources will be counted as one Primary Server Call.

Primary Stream means each Stream to the extent that Customer tags, allows to be tagged, or causes to be tagged such Stream.

Report Suite is a repository of Customer Data within the Adobe Analytics platform pertaining to a specific source of traffic that has been identified by Customer.

Secondary Mobile Server Call means each duplicate screen view, track call, or other event on the Customer Site(s) to the extent that Customer enables multi-suite tagging or real-time segmentation of Customer Data using VISTA rules (Visitor Identification, Segmentation, and Transformation Architecture) on such Customer Site(s).

Secondary Server Call means each duplicate page view, exit link, download, custom link, or other event on the Customer Site(s) to the extent that Customer enables multi-suite tagging or real-time segmentation of Customer Data using VISTA rules (Visitor Identification, Segmentation, and Transformation Architecture) on such Customer Site(s).

Secondary Stream means each duplicate Stream to the extent Customer enables multi-suite tagging or real-time segmentation of Customer Data using VISTA rules (Visitor Identification, Segmentation, and Transformation Architecture) on such Customer Site(s).

Stream means each single video playback (including ads) on Customer Site(s) through a 30 minute interval, or if video is completed or abandoned in less than 30 minutes, the shorter interval.



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