

Oracle Responsys

Integrating Oracle Responsys with
Adobe Analytics

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Integration Summary

You can use Connect to automate bidirectional data exchange between Oracle Responsys and Adobe Analytics. This integration automatically synchronizes Oracle Responsys marketing data with Adobe Analytics data for closed-loop marketing to the right audience with maximum effectiveness.

With this unique integration solution, marketers can easily and effectively target customers who purchased, browsed, or abandoned on their website, delivering individualized marketing messages, and providing holistic cross-channel reporting and analysis. Furthermore, user-specific email marketing metrics from Oracle Responsys campaigns are easily exported to Adobe Analytics for analysis and reporting along with the user's Web metrics.

To use the Adobe Analytics data for email campaigns, the detailed data about user's web activities are regularly imported into Oracle Responsys and then automatically aggregated and summarized to provide three recency attributes, i.e., last purchase date, last browse date, and last abandon date. Any of these three recency attributes could in turn be used for targeting and segmentation as well as controlling the flow of a marketing program or interaction flow. Furthermore, to analyze combined email and web campaign attributes in Adobe Analytics, a user can schedule regular export of the Oracle Responsys email campaign attributes to the Adobe Analytics environment.

Using the Adobe Analytics integration solution allows you to

- dramatically increase marketing ROI by improving the timing and relevance of marketing campaigns;
- re-engage and re-target visitors and customers using dynamic segments based on website behavior;
- simplify your marketing team's workflow by consolidating email marketing and analytics data for reporting; and,
- easily quantify the effectiveness of email campaigns by conversion and contribution to revenue and site success

Configuration Requirements

In order to use the Oracle Responsys integration with Adobe Analytics, first you must activate this integration through the specific process provided by Adobe Analytics and Oracle Responsys. For more information about activating the Oracle Responsys integration with Adobe Analytics, please contact your Oracle Responsys and Adobe Analytics support representatives.

After the integration is set up, the Account Administrator must specify the time and frequency of import and export jobs. To do this, select the **Manage Adobe Analytics Integration** link in the **Global Settings** section of the Account Management page. On this page, the Administrator can also add a Report Suite and Integration Number.

Setting Up Import and Export Jobs

You use Connect to configure the flow of data between Adobe Analytics and Oracle Responsys.

To set up an import and/or export job for Adobe Analytics:

1. Click **Data** on the side navigation bar, and select **Connect**.
2. Choose an option:
 - If you are using Classic Connect, on the All Jobs tab, click **Create Job** and select either **Import From Adobe Analytics** or **Export To Adobe Analytics**.
 - If you are using Connect, click Create Job and select **Import From Adobe Analytics** or **Export To Adobe Analytics**.
3. Select the **Report Suite/Integration Number** and then click **Test Configuration**. If no options are available, see Configuration Requirements above.
4. If the test succeeds, complete the rest of the Connect wizard.

Note: You must resolve all errors before you can activate the job.

Import Job: Remarketing Data

For an Import job, the **Remarketing Data** step configures the data to import and where to add the data.

The screenshot shows the 'Remarketing Data' configuration step in a wizard. At the top, there is a progress bar with three steps: 'Configuration' (1), 'Remarketing Data' (2, currently active), and 'Notification' (3). Below the progress bar, the 'Remarketing Data' section is titled. Under 'Omniture Genesis Import Settings', there is a checkbox for 'Create recency data for targeting'. Below this checkbox are two dropdown menus: 'Select list:' and 'Select merge column:'. The 'Frequency' is set to 'Daily'. Under 'Omniture-Genesis segments', there are three checkboxes: 'Browse', 'Abandon', and 'Purchase'. At the bottom, there is a dropdown menu for 'Purge event records that are older than:' set to '90 days'. At the very bottom, there is a small text field: 'Add to supplemental table: Omniture_RemarketingSegments_partner-responsys-B-b2e'.

- **Create Recency Data for Targeting:** If you choose to automatically create recency data for targeting, you must select the list of recipients and one of their attributes to be used to link with the generated recency data.

- **Adobe Analytics segments:** You can select three daily behavioral events for data: Browse, Abandon and Purchase.
- **Purge event records that are older than:** Choose how long you want to retain event records. The presets range from 15 days to 365 days.

Export Job: Campaign Metrics and Attributes

For an export job, you export campaign metrics from Oracle Responsys to Adobe Analytics. You can also choose to export campaign attributes from Oracle Responsys.

Omniture Campaign Attributes	Interact Campaign Attributes
Campaigns	Campaign Name
Message Name	Subject
Channel	Email
	Select field
	Select field
Creative Elements	Select field

- **Campaign Metrics:** Choose the source of tracking codes you use for your Adobe Analytics configuration and select the campaigns to be included in the metrics export.
- **Campaign Attributes:** Optionally, you can choose to export campaign attributes. If you choose to do this, you must map the Adobe Analytics attributes to the Oracle Responsys attributes. Adobe Analytics expects the following four field names:
 - Message Name
 - Campaign Code
 - Marketing Program
 - Marketing Strategy

Filter Attributes

After establishing the Adobe Analytics integration, Oracle Responsys retrieves Web events from Adobe Analytics and processes the data daily to be made available for use in filter expressions for targeting.

The attributes are the following Web Recency Attributes:

- Last abandoned date
- Last browsed date
- Last purchased date

Here is a filter that uses both an Adobe Analytics web event and an email recency attribute:

The screenshot displays the Oracle Responsys Filter Designer interface. On the left, a tree view shows the following categories and attributes:

- Profile Attributes
- Email Recency Attributes
- Email Interaction Attributes
- Web Recency Attributes
 - Last abandoned date
 - Last conversion date
 - Last modified date
- Partner Data
 - Last abandoned date
 - Last browsed date
 - Last purchased date

The main workspace shows a filter rule configuration:

- A container labeled "Profile Attributes" contains the instruction: "Drag rules into this enclosure to group them together logically."
- An "AND" connector is present.
- A container labeled "Recency, Interaction, and Import Attributes" contains two rules:
 - Rule 1: "Last abandoned date" is Equal to [] Days in the past []
 - Rule 2: "Last conversion date" is Equal to [] Days in the past []
- Another "AND" connector is present between the two rules.

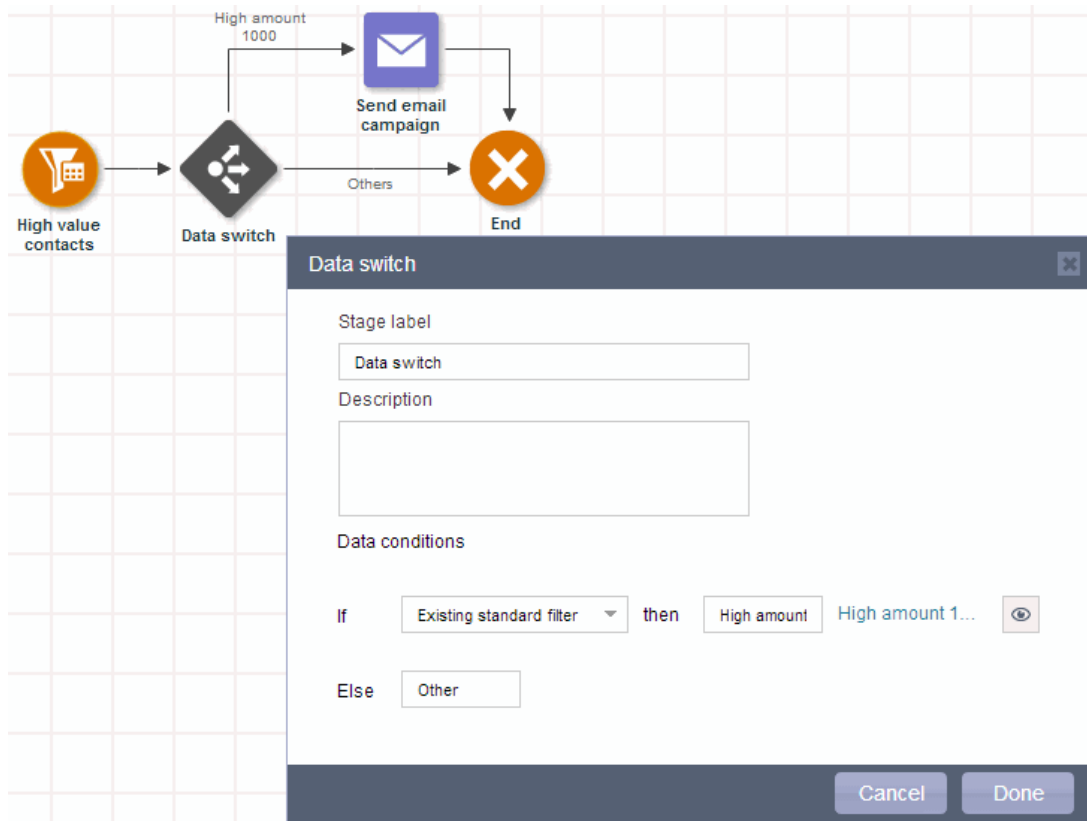
Using Web Analytics Attributes for Targeting and Segmentation

After the Adobe Analytics data is successfully imported into Oracle Responsys and if you selected the option to create recency data for targeting, the user Web event data is automatically aggregated and summarized to be used for targeting. In the Filter Designer, the **Last abandoned date**, **Last browsed date** and **Last purchased date** Web Recency Attributes correspond to the aggregated/summarized Adobe Analytics web analytics data. You can use any of these three attributes as selection criteria for targeting and segmentation, along with the users' email attributes.

Using Web Analytics Attributes in Program Scheduling Filters

Leveraging the summarized web behavior attributes in Program is an easy and efficient way to create a post-purchase, abandon cart, browse/affinity program to target "in market" consumers with highly relevant messages. You can use web behavior attributes in a Scheduled Filter to begin the execution of a program to the audience you'd like to reach. Additionally, as shown in the following illustration, a data switch element can

include web behavior attributes along with email behavior attributes to determine the execution flow of a marketing campaign.



Clarifications and Known Limitations

- The “Last Purchased Date” attribute in Filter Designer is based only on Web behavioral data provided by Adobe Analytics. This attribute does not include Last Purchases data collected by Oracle Responsys conversion tracking or from other Web Analytics data sources.
- Cumulative Purchase, Purchases and Conversions are based on conversion data captured by Oracle Responsys’ conversion tracking and not Adobe Analytics web behavior events. To make things clearer, you can mouse-over the attribute in Filter Designer. If an attribute is populated by Adobe Analytics data, “Partner Data” will appear.
- A new Adobe Analytics aggregation job does not retroactively apply to historical data that were already stored in the Oracle Responsys database. In other words, computed Recency data for targeting is based on the most recent job's data, and first run *will not* perform historic aggregation of the existing data.