Splunking Adobe Omniture

An absolute must for true multi-channel,
real-time marketing intelligence

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Agenda

An overview of what is to come

- ▶ About Arcogent Inc.
- ▶ Web and Behavior Analytics
- ▶ Omniture: In a nutshell
- ▶ Splunking Omniture Data
- ▶ Iguana Omniture App for Splunk
- ▶ Use Case
- ▶ Looking beyond Omniture
- ▶ Key Takeaways

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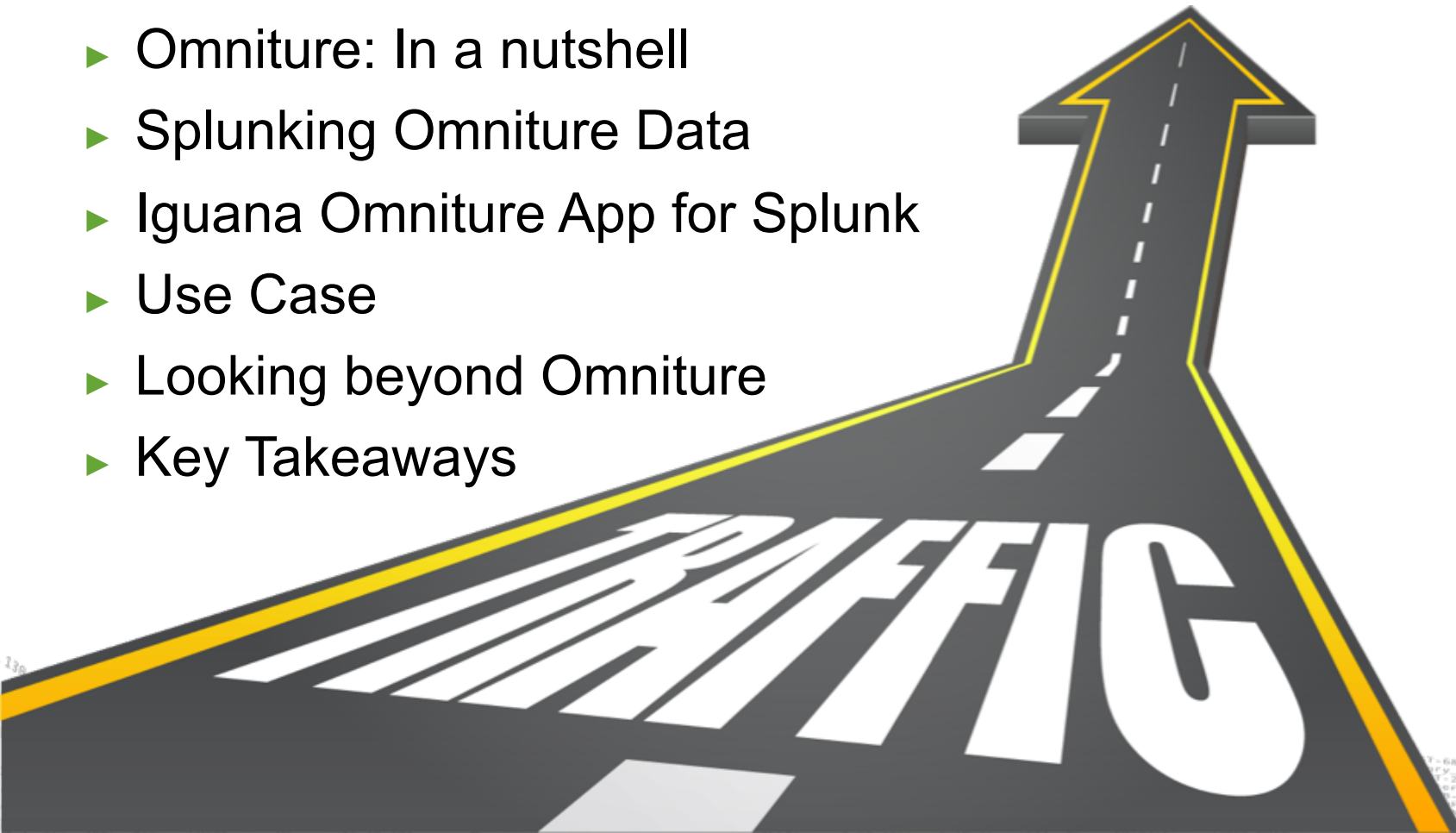
Arcogent Inc.

Overview

About Arcogent

Data analytics company with a better approach and philosophy

- ▶ Our values
  - We are in to partner with our clients
  - SW/SS licensing and compliance go-to source
  - Focused on applying the:
    - Most cost effective approach and addressing our clients goals
    - Fully accredited and certified professional service team

Value Added Reseller, Professional Services, Technology Alliance Partner

- ▶ Founded in 2008
- ▶ Run by analytics & security professionals with decades of experience
- ▶ Released Chameleon DataStage for Splunk on Splunkbase

Web and Behavior Analytics

Overview

Comparison
Web and Behavior Analytics

What is Web Analytics?

Collection

Analysis

Measurement

Reporting

Web Analytics

What is Behavior Analytics?

Geolocation
Where did the user come from?

Demographic
Who is the user?

Search
What is the user looking for?

Outcome
What is the success/failure rate of the user?

Omniture: In a Nutshell

Overview

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Omniture: In a Nutshell
"The" ClickStream Data

► Raw data is collected from websites, mobile applications, video, etc.

► Follow a standard predefined format

► Stored in Adobe Marketing Cloud

► Customer driven

• Custom configured variables

  • Personalization

  • Behavioral Patterns

  • Campaign Targeting

  • Marketing Intelligence

► Used by Fortune 500 companies

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Omniture: In a Nutshell
Data Complexities

- ► **Multi-scheduled report suites**
- ► **Dynamic lookup**
- ► **Inconsistent data**
  - • spans multiple lines
  - • complex event processing
- ► **Varying formats for real time and batch**

Omniture: In a Nutshell
Solutions

		Pros	Cons
DL	Data Lake	▶ Umbrella of web activity ▶ Ease of machine learning ▶ SQL semantics	▶ Manual custom coding ▶ Difficulty with dynamic data ▶ Lack of visualizations
DW & BI	Data Warehouse & Business Intelligence	▶ SQL based ▶ Abundance of available programmers ▶ Separate BI for visualizations	▶ Rigid schema definitions ▶ No real-time insights ▶ Lack of data science ▶ Complex entity relationship mapping
AA	Adobe Analytics	▶ Parent of Omniture ▶ Adobe ecosystem ▶ Out of the box metrics	▶ Limited data science capabilities (as of yet) ▶ Lack of insights on raw data ▶ Silo based

NO OPERATIONAL ANALYTICS

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Omniture: In a Nutshell
Limitations

- ▶ Data science
- ▶ Correlation with other data sources
- ▶ Lack of Operational Intelligence mapping
- ▶ Difference in real-time vs batch processing
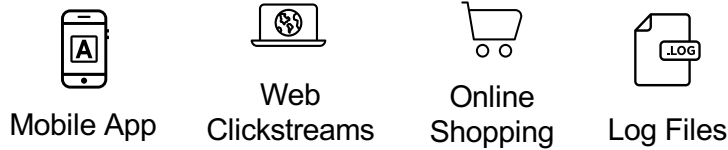- ▶ Security
- ▶ Scalability
- ▶ Expensive!

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Splunking Omniture Data

Overview

Splunking Omniture Data

Why?

Marketing Intelligence

Operational Intelligence

Business Analytics

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Iguana Omniture App for Splunk

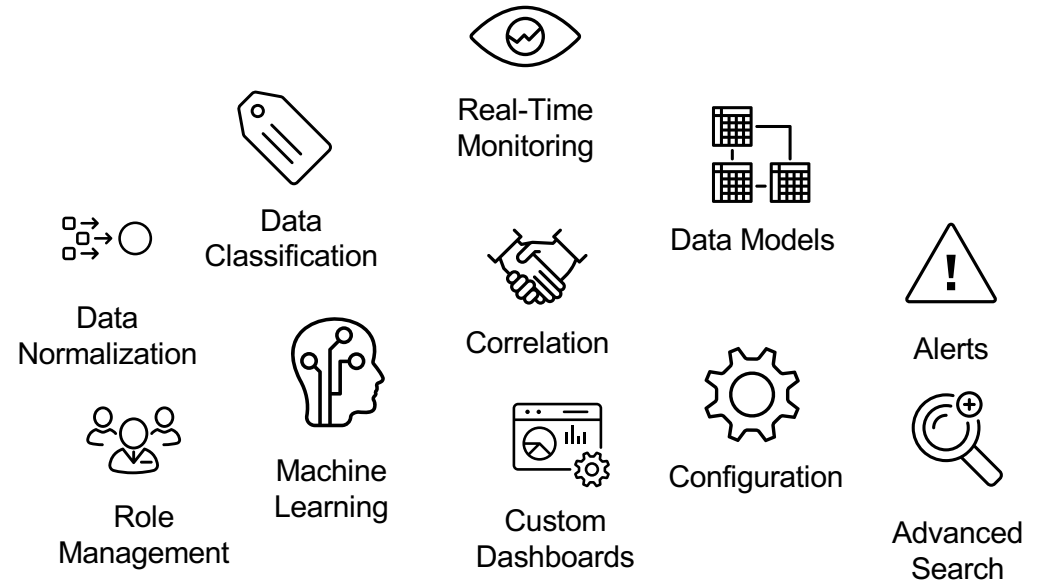Splunk Application for Web Analytics

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Iguana Omniture App for Splunk
Overview

► Data Ingestion from across all web and mobile based systems which utilizes Omniture for their marketing analysis.
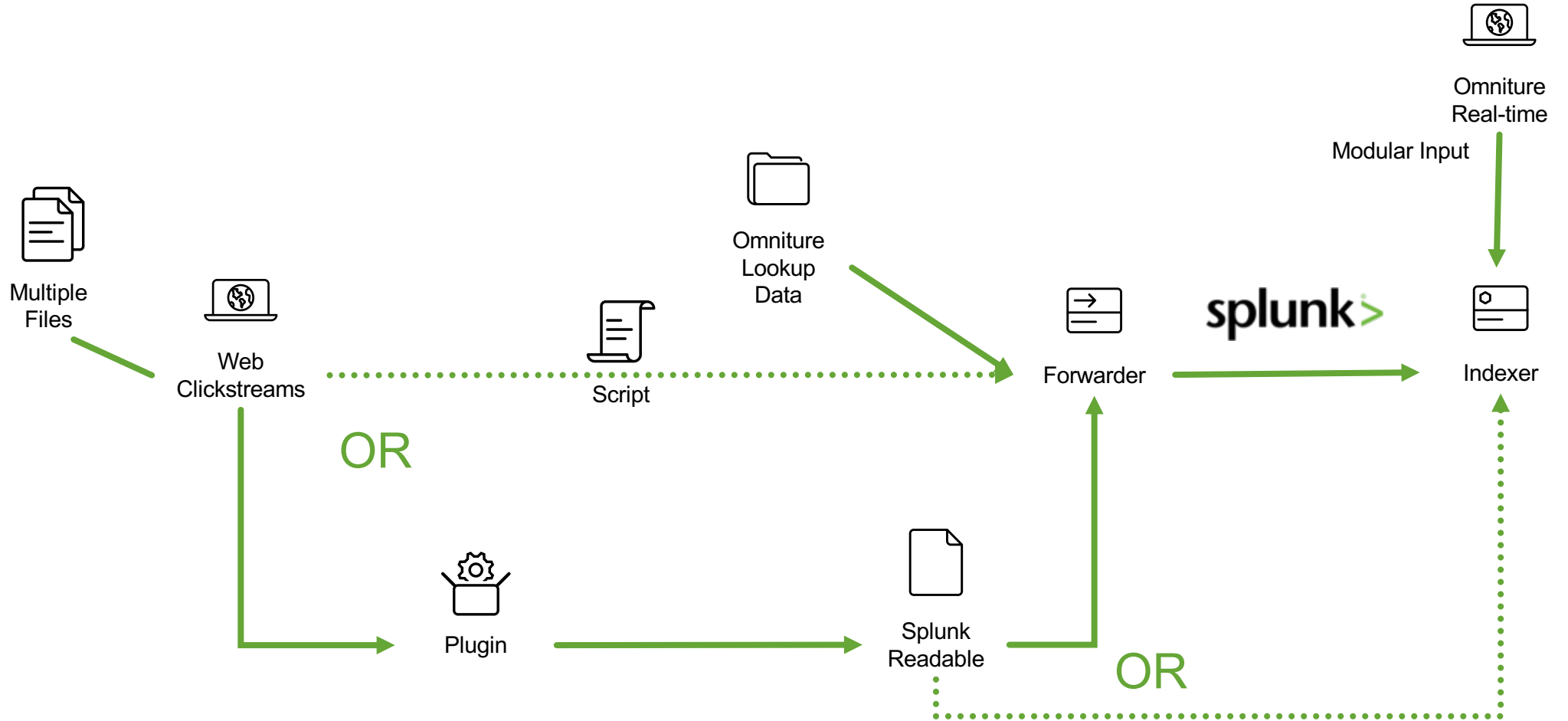
Mobile App   Web Clickstreams   Online Shopping   Log Files

► Integrating marketing and operational intelligence in one.

Real-Time Monitoring
Data Classification
Data Models
Data Normalization
Correlation
Alerts
Role Management
Machine Learning
Custom Dashboards
Configuration
Advanced Search

Index(es)

Plugin

Raw Omniture Data

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Iguana Omniture App for Splunk
Architecture

Multiple Files

Web Clickstreams

Omniture Lookup Data

Script

Forwarder

Omniture Real-time

Modular Input

Indexer

OR

Plugin

Splunk Readable

OR

130.60.4 - - [07/Jan 18:10:57:153] "GET /category.screen?category_id=GIFTS&JSESSIONID=SD1SL4FF10ADFF10 HTTP 1.1" 404 720 "http://buttercup-shopping.com/category.screen?category_id=GIFTS&...
128.241.220.82 - - [07/Jan 18:10:57:123] "GET /product.screen?product_id=FL-DSH-01&JSESSIONID=SD5SL7FF6ADFF9 HTTP 1.1" 404 3322 "http://buttercup-shopping.com/cart.do?action=purchase&itemId=EST-26&product...

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Iguana Omniture App for Splunk

Architecture

Iguana Omniture App for Splunk

Data*

► Tags for data normalization

► Transaction for correlation of data

► Datasets for analysis using pivots

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Iguana Omniture App for Splunk
Monitoring/Alerts

- ▶ Anomaly Detection
- ▶ Bot Infiltration
- ▶ Click Rates
- ▶ Traffic Spikes
- ▶ Conversion Rates
- ▶ Memory Usage
- ▶ Frequently Used Keywords
- ▶ Campaign Marketing

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Searches, reports, an

App context   Iguana Omniture App for Sp

☐ Show only objects created in this app

New

Showing 1-11 of 11 items

Search name ⬍

Anomaly Detection | Daily
Anomaly Detection | Hourly
Article Views | Last 10 minutes
Bot Infiltration
Click Rates | Last 10 minutes
Conversion Rate Ratio
Memory Usage
Most Frequently Used Keywords
Number of Visits | Last 10 minutes
System Malfunction
Traffic Spikes

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Alert Actions
Review and manage available alert actions

filter

Alert action ⬍

Log Event
Send log event to Splunk receiver endpoint

Run a script
Invoke a custom script

Send email
Send an email notification to specified recipients

Webhook
Generic HTTP POST to a specified URL

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Iguana Omniture App for Splunk
Metrics
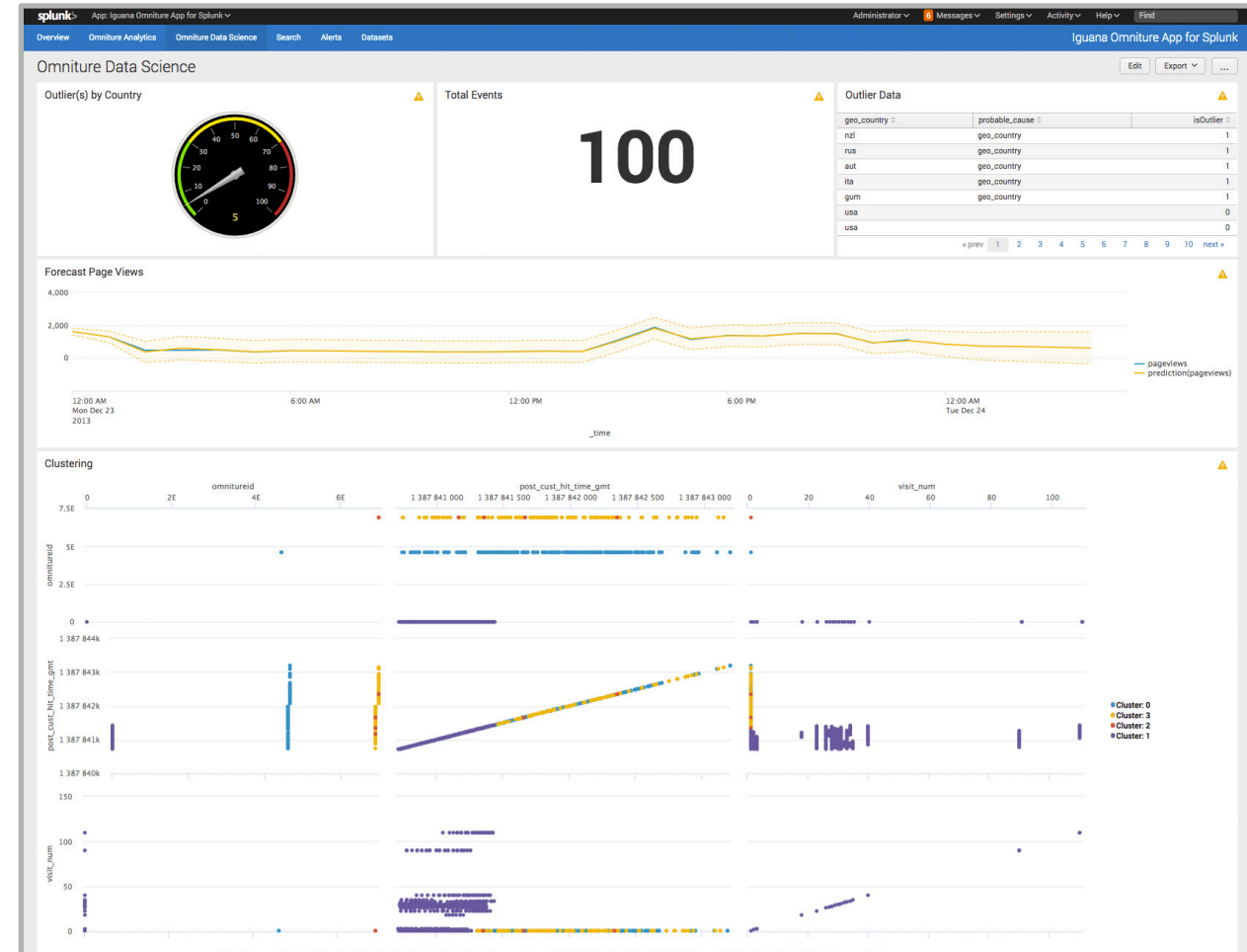

► Real-Time Insights

► Page Views

► Visitors

► Unique Visits

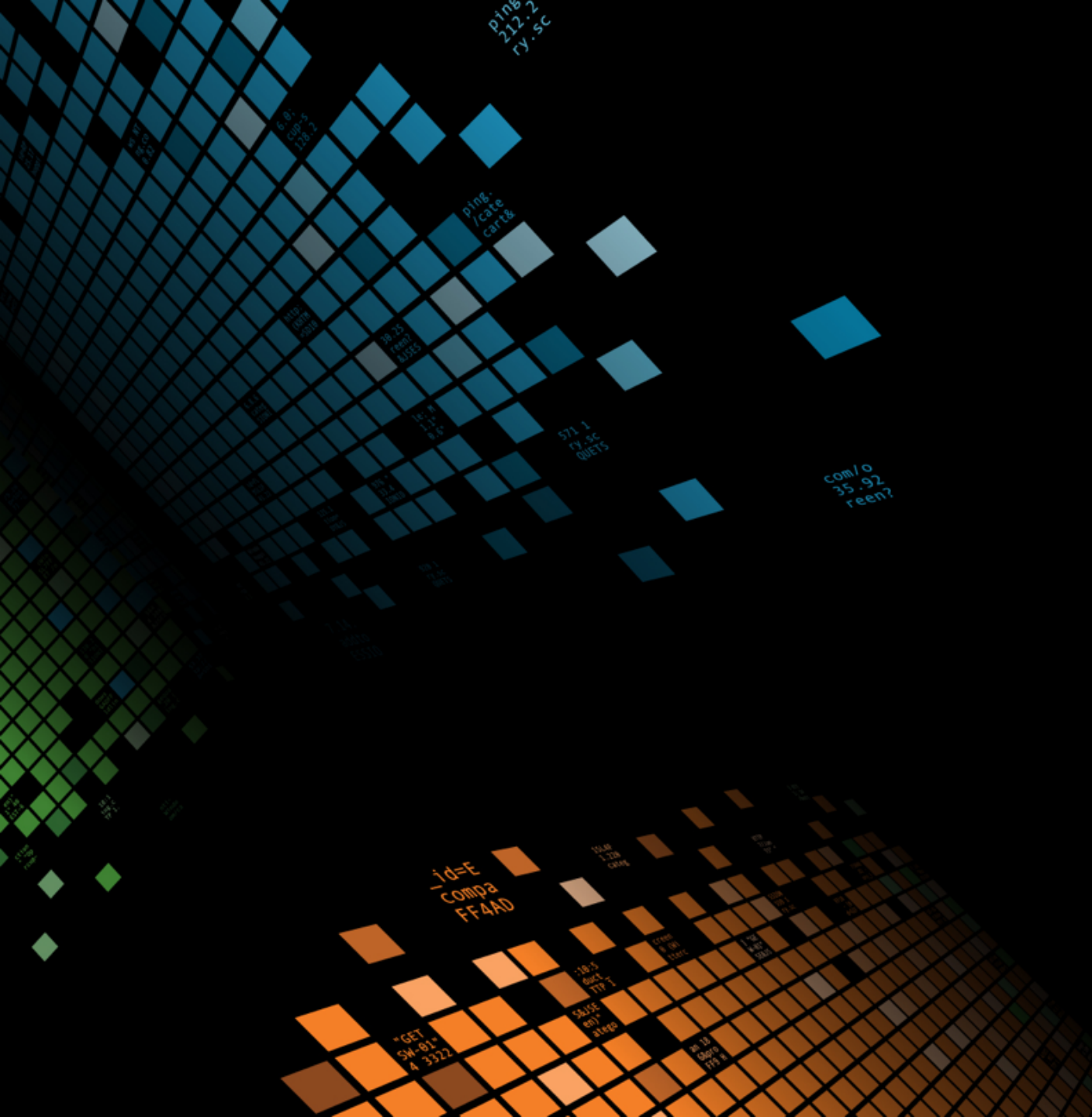► Geographical Data

► Top Visited Pages

► Time Analysis

► ....

Iguana Omniture App for Splunk

Data Science

► "Unify statistics, data analysis and their related methods" (Wikipedia)

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Iguana Omniture App for Splunk

Role Management

Use Case

Ingesting Omniture for Media Industry

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Use Case

Ingesting Omniture in the Media Industry

Personalization Engine

Operational Insights

Faster & Efficient Marketing

Corresponding Journalism

Looking Beyond Omniture

Moving forward to see what is yet to come

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Looking Beyond Omniture

Moving forward to see what is yet to come

Key Takeaways

Splunking ClickStream

1. Marketing and Operational Intelligence all under one umbrella

2. Data discovery and exploration

3. Data science and correlation at ease

4. Breaking silos

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Thank You

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