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
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?

- **Search**
  What is the user looking for?

- **Demographic**
  Who is the user?

- **Outcome**
  What is the success/failure rate of the user?
Omniture: In a Nutshell
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
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

<table>
<thead>
<tr>
<th></th>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DL</strong></td>
<td>Umbrella of web activity</td>
<td>Manual custom coding</td>
</tr>
<tr>
<td></td>
<td>Ease of machine learning</td>
<td>Difficulty with dynamic data</td>
</tr>
<tr>
<td></td>
<td>SQL semantics</td>
<td>Lack of visualizations</td>
</tr>
</tbody>
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| **DW & BI** | SQL based | Rigid schema definitions | Abundance of available programmers | No real-time insights |
|             |           |                            | Separate BI for visualizations    | Lack of data science |
|             |           |                            |                                  | Complex entity relationship mapping |

| **AA** | Parent of Omniture | Limited data science capabilities (as of yet) |
|        | Adobe ecosystem    | Lack of insights on raw data |
|        | Out of the box metrics | Silo based |

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**NO OPERATIONAL ANALYTICS**

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**Data Lake**

**Data Warehouse & Business Intelligence**

**Adobe Analytics**
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!
Splunking Omniture Data

Overview
Splunking Omniture Data

Why?

Marketing Intelligence  Operational Intelligence  Business Analytics
Iguana Omniture App for Splunk

Overview

- Data Ingestion from across all web and mobile based systems which utilizes Omniture for their marketing analysis.

- Integrating marketing and operational intelligence in one.
Iguana Omniture App for Splunk

Architecture

- Multiple Files
- Web Clickstreams
  - Plugin
  - Script
  - Omniture Lookup Data
- Forwarder
- Splunk Readable
- Indexer

OR

Modular Input

Omniture Real-time
Iguana Omniture App for Splunk
Architecture

Search Head → KV Store

RAW + Lookup → Data Model

Alert

Product Analytics/Custom Dashboard
Iguana Omniture App for Splunk

- Tags for data normalization
- Transaction for correlation of data
- Datasets for analysis using pivots
Iguana Omniture App for Splunk
Monitoring/Alerts

- Anomaly Detection
- Bot Infiltration
- Click Rates
- Traffic Spikes
- Conversion Rates
- Memory Usage
- Frequently Used Keywords
- Campaign Marketing
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)
Iguana Omniture App for Splunk
Role Management

Data Engineer

Data Scientist

Newsroom

DevOps

Marketing
Use Case

Ingesting Omniture for Media Industry
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
Looking Beyond Omniture
Moving forward to see what is yet to come
1. Marketing and Operational Intelligence all under one umbrella
2. Data discovery and exploration
3. Data science and correlation at ease
4. Breaking silos
Thank You

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