Video Transcript: Adobe Analytics Connector Demo

[Link to video]

Hello everyone, this is Vasanthi. I'm a Senior Product Manager on Data Cloud connectivity team. Today I'll demo Adobe Analytics connector for Data Cloud. I'll walk you through the connector setup and also, show you a data stream, a sample data stream to demonstrate how you can bring in Adobe Analytics data into Data Cloud.

So before we begin, if you're curious about what data can be brought in from Adobe Analytics Connector, you can check out our help documentation. It is in developer.salesforce.com. And if you go into Adobe Analytics Connector, there is a section about Adobe Analytics connected objects, so you can browse through the objects that are being brought in from the connector. And then you can click on any of these objects to see what fields can be brought in in the description of those fields. This is something very informative and useful, but I just wanted to make, just want to let you guys know that this is only a sample or representative list of objects that can be. because some of these connectors work on Dynamic APIs and the APIs keep changing. Let's say the source stop supporting certain objects, then how they show up or how they function in Data Cloud might vary. So this is only a representative set of data.

And then, so let's go on to the demo right now. So the first thing that needs to be done is, log into your Data Cloud org, go to Data Cloud Setup. And then in Data Cloud Setup, go to feature manager to enable connectors. I already have it enabled here and then…you go to Other Connectors and then you can start looking for the connector of your choice. So I click on new and then I click on Adobe Analytics.

So to connect to Adobe Analytics source, these are all the credentials required. So let's see how we can acquire those. So the first thing you need to do is, actually you go to your developer console and then you should start by creating a new project. So you create a new project and then you need to add an API, so you need Adobe Analytics API and then click Server to Server authentication, and then Oauth server to server. And then you need to enable analytics product profile. So I already have a project created. So I'll show you guys that.

So I have the Adobe Analytics API and then in the credentials Oauth server to server, you can look for my client ID and client secret here. These are the required scopes. We will need all of this information while creating a named credentials. So please keep this information handy.

And then to get, global company ID and report with ID you need to, go in…. You need to go to your experience.adobe.com the thing that follows after, so is the global company ID. So in my case, sales F7 is the global company ID and then and if you go into your admin, or admin, you can see report with access. If you click on that and then this is your reports suite ID. In my case, it says for TPP 123. So that will be your report suite ID.

And then now let's start configuring the named credentials. So to configure named credentials, you'll need to do a bunch of steps. So for that, first, you need to go to your Setup. I already have it open, and then, type Named Credentials. So you click on Named Credentials, you need to start from right to left. So the first thing you need to do is external auth identity provider. I, you can start by clicking new and then give it a name, a label. You need to select Oauth 2.0 and the authentication flow as Browser Flow. And then you need to type in the client ID and client secret which we, which we saw here. So in this case, this will be my client ID and then if I click on retrive client secret, it will show me a client secret. And that's what I would type here and authorization, authorize endpoint URL and token endpoint, a URL standard to Adobe and you need to type that in. I already have one created, so I'll just show that for reference.

So I gave this name, label, Oauth 2.o as authentication protocol, authorization code, browser flow as authentication flow type and then client ID, client secret. And this is my authorized endpoint URL, and this is my token endpoint URL. If you're not sure what to give, please take a screenshot of this and note this down.

So we are done with external auth identity provider and we're done with this step, the right most step, and then we need to create external credentials. So again, I already have one created, but otherwise, all you need to do is click **New** here and can begin that process. So I'll show you what I've done here. So you just give it a label, name. Select oAuth 2.0 as authentication protocol and then client credentials with client secret flow as authentication flow type and then need to give a bunch of scopes here. I will paste that in the video. So if you want open ID, Adobe ID, read, organizations, additional info or job, the function. Additional info or projected product context. These, these are the required scopes and then you give an identity provider URL and then click **save**.

Once you click **save**, there's an extra step that you need to do here. You need to configure the principal. So I already have one created, so I'll show you that. you give it a name and a sequence number and the client ID and client secret that we used here, will be used here. And then you, and then you click **save**. So we're done with external credentials.

Next credential step is done and then the next step is named credentials. So you just click new, give it a label name, URL, and then you choose the external credentials that we just created, and then click save. I have one created already. So I, this is the URL I gave. And then there's no credential I created and then I click save.

So we're done with the named credentials, but there's one more step that needs to be done here in, external credentials. So as you can see here, my status says configured. So because it's already configured, there's, there's not an option to configure it again, but if you have newly created, you should configure it also.

Also there's an extra step that needs to be done. So you need to go to permissions. So again, in, in Setup, just click on Setup, and then Permission Sets. So I have one permission set already created, but otherwise you just click on new, give it a label, give it an API name and then fix it. That's it. It's very simple, but there are a couple of things you need to do here.

So I click on Adobe Analytic permission set, the one which I just created, and then you go to external credential principal access. So here you click on Edit. Remember the principal that we created in the external credential step here, this principal, a principal 3. So this A principal is what will appear on the left side and then you need to add to the right, basically enable this external principal for this permission set, and then you need to go to Manage Assignments and then give your user, select your user as add assignments. Yeah, that's it. And then click **save**. So the permission set is all done now, now we, we're done with all the required setup.

So, and then I come to my connection. I already have a connection established, so I'll show that.

So as you can see here, I gave my global company ID as salesf7 and report suite ID as SalesforceTPP123, and then the Adobe Analytics name credentials that we created.

I just tested the connection and then it was established. I click on **save** and we should be good. As you can see here, this connection is active.

Let's create a new data stream, so I take new, choose the connector. Choose a connector, it's selected my connection, and then I choose an object of interest. In in this case, I'm choosing calcualted metrics. And then select the required fields and selecting all the fields. And then you can select a record modified field. This is mostly when you select incremental refresh instead of full refresh, and then you select your schedule for frequency. I'm selecting a daily frequency and then this is the time I want my data stream to be refreshed and then I hit **deploy**.

So the data stream is deployed. It will take some time for it to get processed and become active. In the meanwhile, I can show another data stream that I've created using Adobe Analytics connector users. So as you can see, this has been successful and a couple of records were were brought in. We can even look at this data stream in Data Explorer. So I say data lake object and I'm gonna look…then look for this, this data stream. So you can see it has my email ID, my first name, and a couple of other folks that are users of the Adobe andtic platform. You can also edit columns because there is a limit on how many columns could be displayed, but a total of 19 columns were were being brought in from this object so you can edit and select columns to see what you're interested in seeing.

Yeah, there's one more thing I want to talk about before I wrap up the demo. We have seen a lot of customers, reports saying when they click on data streams and when they click on New, they're not able to see the objects, the objects show as 0 for them. So one thing to note here is

we need a permission called Workspace Project Access permission, in the Analytics Tool to be able to see that. So how can you add that? Go to your admin console, and then click on products and services, click on Adobe Analytics. in here, you select the product profile which is your Salesforce TPP in my case, and go to permissions. In the Analytics Tools, you click on edit and make sure this is added in your permissions. Yeah, please be aware of this.