Adobe® Digital Publishing Suite, Analytics Service

Optimize editorial and advertising content for greater business impact

The research firm International Data Corporation (IDC) expects more than 62 million tablet computers to ship in 2011, an increase of 247% from the 18 million units shipped in 2010[*][†]—not a bad growth curve for a segment that didn't exist two years ago.

Since the first Apple iPad shipped in April 2010, the tablet has given birth to a new paradigm for digital content distribution—and not just for magazine and newspaper publishers. Digital publications of all shapes and sizes, including custom periodicals, merchandising applications, marketing collateral, and even in-house training materials, stand to benefit from the portability, functionality, and interactivity enabled by tablet devices. As the market matures, new entrants such as the Amazon Kindle Fire and the Barnes & Noble Nook Tablet are expected to drive down prices and pave the path toward a mass market for tablet computers.

As traditional media companies and business publishers navigate the uncharted territory of tablet-based digital publication design and delivery, they will rely heavily on analytics to guide them. The good news is that publishers no longer have to rely solely on market research, focus groups, online surveys, and other traditional measurement techniques. These techniques can be costly, and the scope and timeliness of their insights into how reader interact with publications are limited.

The Adobe Digital Publishing Suite Analytics Service removes these limitations by providing publishers with timely, actionable intelligence about how their audience is consuming digital content. These insights help publishers develop a better understanding of the type of content that drives positive business outcomes. The Analytics Service is part of Adobe Digital Publishing Suite, a set of hosted services and viewer technology that enables publishers to create, distribute, monetize, and analyze rich digital content on tablet devices.

Business benefits

The DPS Analytics Service provides more visibility into how users interact with digital content. Analyses are more frequent, timelier, and provide a greater level of detail than traditional measurement techniques. The payoff—businesses can make more informed decisions about their digital publishing initiatives, delivering greater return on investment (ROI).

Media companies, including magazine publishers developing tablet applications, can use these insights to improve the user experience in their digital editions for both editorial and advertising content. Better insights into editorial engagement allows publishers to fine-tune the content experience they provide to users—for example, by selecting editorial themes and interactivity types that demonstrably resonate with a publisher's audience. Similarly, better insights into how users are interacting with advertisements helps publishers identify the most engaging ad formats and placements—and establish premium pricing for those units.

For business publishers, the DPS Analytics Service enables marketing teams to perform in-depth analyses of how users are interacting with content in a digital catalog, product brochure, or training material. These types of actionable analytics can help publishers increase brand engagement and drive interaction with products and services.

The DPS Analytics Service helps marketing teams optimize the design and packaging of their corporate magazines, annual reports, merchandising applications, and other digital content. Because of the personalized nature of tablet devices, marketers can use analytics to customize and measure campaigns for select target audiences, both internal and external, to improve the effectiveness of corporate communications and branding programs.

In a merchandising application, marketers can measure how consumers interact with products featured in a contextual setting—for example, a couch positioned in a living room or an evening gown worn in a social setting—and determine which editorial treatments are most likely to drive a sale. The ability to tie exposure and awareness directly with sales or other conversions is the ultimate ROI metric for brands.

Key features

The Adobe Digital Publishing Suite Analytics Service provides several important features for publishers who use either the Professional or Enterprise Editions of Adobe Digital Publishing Suite, including:

· Out-of-the-box reports tailored to digital publishers

· Foundation-level analytics for measuring application usage, issue purchasing, and content usage including interactive overlays and top ads

· Automatic, preconfigured measurement of reader interactions with digital publications, without manual tagging of content

· Offline data collection to help ensure that all activities are measured, even if the user's device is not connected to the Internet; the data is stored on the device and uploaded when the user reconnects

	Professional and Enterprise Editions
Automatic measurement without manual tagging of content	●
Standard base-level analytics reporting	●
Advanced reporting and analysis in Adobe SiteCatalyst®	● (Requires SiteCatalyst subscription)

Standard base-level analytics reporting

Tight integration with Adobe Digital Marketing Suite software in both Professional and Enterprise Editions of Adobe Digital Publishing Suite enables publishers to track base-level metrics via preconfigured branded applications. As soon as an application created with Adobe Digital Publishing Suite is accessed by a reader, the analytics function will begin collecting data immediately through the Content Viewer—without manual tagging of content.

Base analytics are accessible through the Adobe Digital Publishing Suite dashboard.
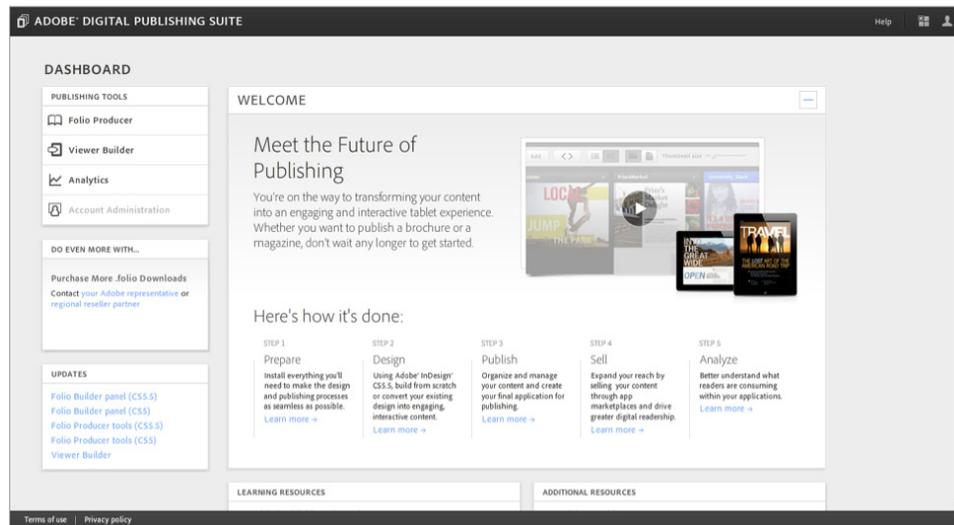
Access base analytics through the Adobe Digital Publishing Suite dashboard.

Preconfigured standard reports include the following:

- **Applications**: Reports in this category contain quantitative information about the digital publication, such as the number of times the application was installed or launched. Use these metrics to identify the number of times the application has been installed and used at least once, which underscores actual use.

  - **Installs**: Measures the number of applications initialized after successful installation.

  - **Launches**: Measures the total number of times each application is initialized. Compares Installs to Launches to determine actual use after the initial download.

- **Folios**: Reports in this category display information about visitor activity at the folio level of digital content, including:

  - **All Downloads**: Identifies total Folio Downloads, Download Errors, and Canceled Downloads for each folio title (such as, Adobe Magazine—November 2011), over a given date range.

  - **Individual Downloads**: Measures Folio Downloads, Download Errors, and Canceled Downloads per day for a single specific folio title, and charts trends over a given date range.

  - **All Purchases**: Reveals Purchase Starts and completed purchases for each folio title (such as, Adobe Magazine—November 2011), over a given date range.

  - **Individual Purchases**: Identifies Purchase Starts and Completed Purchases per day for a single specific folio title, and charts trends over a given date range.
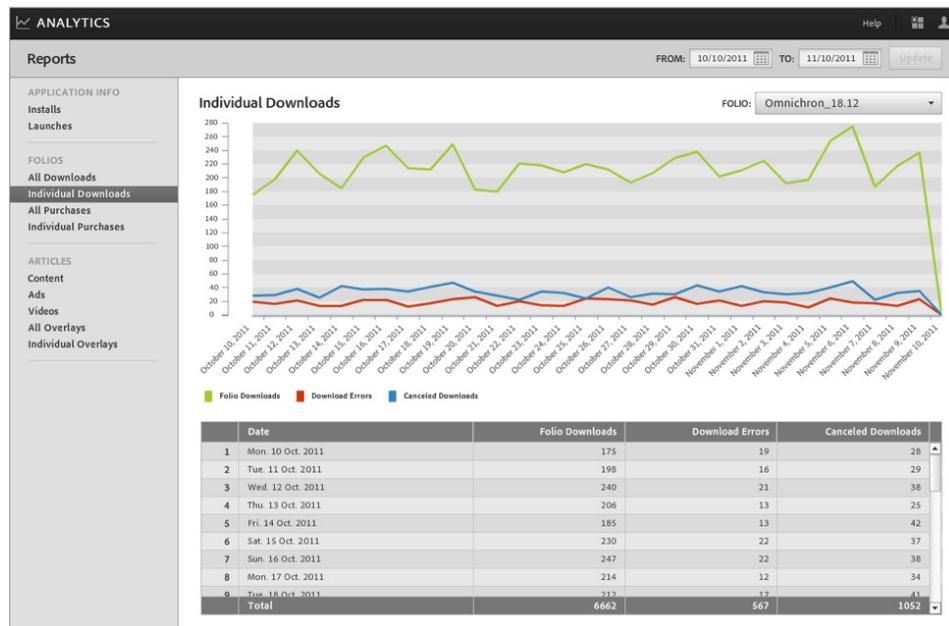

The Individual Downloads report measures Folio Downloads, Download Errors, and Canceled Downloads per day for a single specific folio title, and charts trends over a given date range.

- **Articles**: Reports in this category provide insight into the consumption of individual pieces of content within the digital publication. They allow users to view article names and analyze performance by applying conversion metrics.

  - **Content**: Identifies the number of times each article is viewed in a single specific folio, reporting by article title for a specific date range.
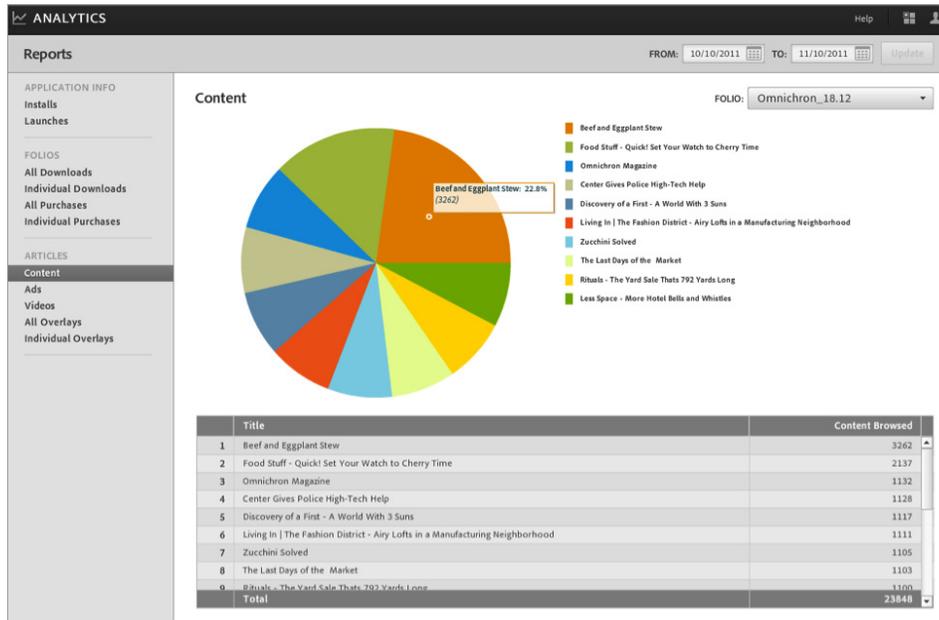

The Content report identifies the number of times each article is viewed in a single specific folio.

  - **Ads**: Measures the number of times each advertisement is viewed in a single specific folio, reporting by advertisement title for a specific date range.
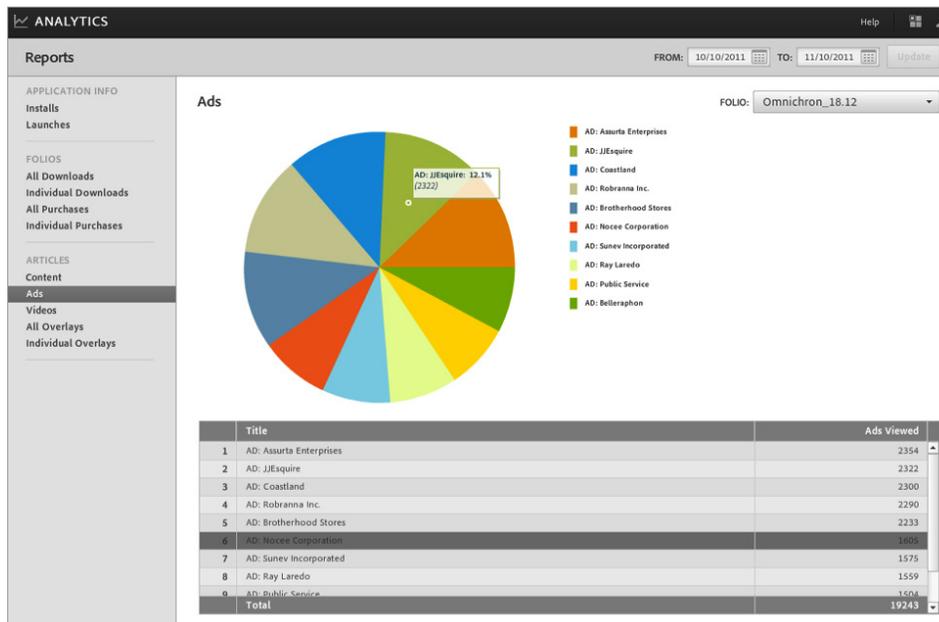
The Ads report measures the number times each advertisement is viewed in a single specific folio.

- **Videos**: Records the number of times each video is played in a single specific folio, reporting by video title for a specific date range.

- **All Overlays**: Reveals the number of times each overlay type (video, audio, slideshows, hyperlinks, 360-degree animations, and so on) is viewed across all folios, and charts trends over a given date range.
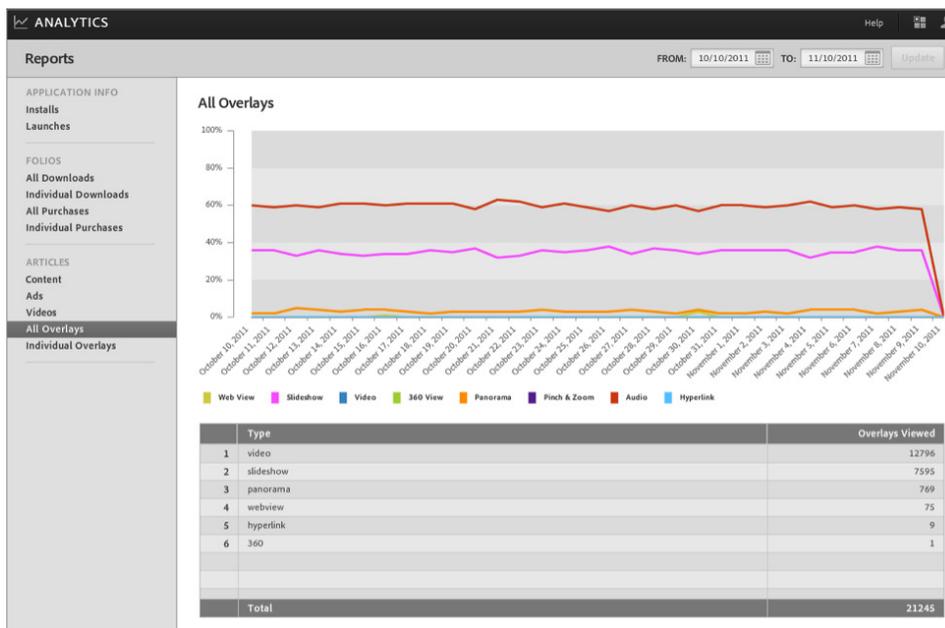
The All Overlays report reveals the number of times each overlay type is viewed across all folios.

- **Individual Overlays**: Reveals the number of times each overlay type (video, audio, slideshows, hyperlinks, 360-degree animations, and so on) is viewed across for a single specific folio for a specific date range.

Publishers can use these reports to understand how users are browsing, viewing, and interacting with specific content assets within a publication.

The preconfigured reports found in Adobe Digital Publishing Suite give publishers a base level of insight into how people are interacting with their publication. A business publisher with a merchandising application, for example, can gain insights into which content formats or combination of assets influence a consumer to interact with featured products in the publication and consequently increase a consumer's likelihood to purchase.

For traditional media publishers, these metrics provide valuable insights into which types of editorial content are the most engaging or, for the sales team, which advertisements are most effective.

Advanced reporting and analysis in Adobe SiteCatalyst

Through tight integration with the Adobe Digital Marketing Suite, publishers can access deeper level of insights around audience and brand engagement, digital readership, and the business value of their publications.

Publishers with an Adobe SiteCatalyst subscription can access digital publishing data directly in SiteCatalyst for advanced analysis, leveraging the full suite of SiteCatalyst report categories. No additional tagging of content is required. Adobe Digital Publishing Suite specific reports available from within SiteCatalyst include:

- **App Metrics**: These reports provide quantitative information about the digital publication, such as how many times the application was installed and started. Reports in this category include:

  - **App Version**: Identifies the version and operating system of the Content Viewer build, and compares it with reported events (App Installation, Issue Purchase Completed, Content Views, Overlay Start, and others). This report can identify download/usage trends specific to the version of the Content Viewer.

  - **App Installed**: Reveals the number of applications initialized after successful installation. Use this report to understand if users download and start an application, as opposed to only downloading it.

- **App Startups**: Measures the total number of times each application is initialized. Compare App Installed to App Startups to determine actual use after the initial download.

- **Visits**: Determines the number of visits to the application over a specific time period.

- **Visitors**: Measures unique visitors to the application for a selected time unit (hour, day, week, month, year) over an arbitrary time period.

- **Time Spent per Visit**: Measures the length and time visitors spend in the application during each visit, broken out by time segment (for example, 30K visitors spent 15 to 20 minutes, 20K visitors spent 20 to 30 minutes, and so on) or calculated as an average metric (for example, 22 minutes). Additionally, time spent per folio, article, and overlay type is available through the Page Analysis report in the Paths category (see Paths bullet).
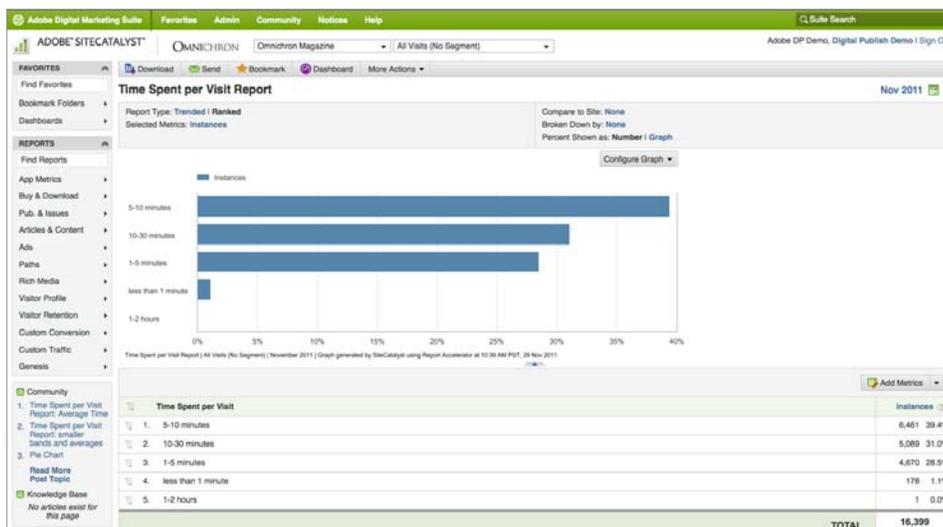
The Time Spent per Visit Report shows time spent per folio, article, and overlay type.

- **Buy & Download**: These reports provide information about visitor activity at the issue or folio level of the digital content. Reports in this category include:

  - **Custom Events Funnel**: Identifies user progression and dropoff through key conversion events (for example, App Installs > Issue Purchase Starts > Issues Purchased).

  - **Issue Purchase Started**: Measures when a user clicks the Buy button from the Library or when the user buys a subscription.

  - **Issues Purchased**: Records when a user completes a folio or subscription purchase process successfully. For Issue Purchase Started and Issues Purchased, the Analytics Service records the purchase category (subscription, single-folio purchase, free download, or direct entitlement download), along with product ID, and purchase channel (for example, Apple App Store). Additionally, Issues Purchased identifies the number of folios purchased/downloaded and the purchase price.

  - **Issue Download Started**: Measures each instance a user starts the folio download process, either after a successful purchase, or after clicking Download in a case where the item is already purchased.

  - **Issues Downloaded**: Identifies when a user completes a successful download of a folio.

  - **Issue Download Errors**: Records when either a folio download or application installation fails, due to network connectivity issues or corrupted assets.

  - **Issue Download Cancels**: Records when a user cancels folio download or application installation is manually cancelled.

- **Publication & Issues**: Reports in this category provide insight into the use of the application used to view the digital publication.

  - **Publication ID**: Identifies the overall publication (application) name (such as "Adobe Magazine") and allows comparison with reported events (App Installation, Issue Purchase Completed, Content Views, Overlay Start, and others).

  - **Issue Name**: Records reported events (App Installation, Issue Purchase Completed, Content Views, Overlay Start, and others) at the folio level, for example, "Adobe Magazine—November 2011."

  - **Fulfillment ID**: Identifies the unique version ID that is used for fulfillment and distribution of each folio. This can be used to report on traffic and conversion metrics when there is more than more version of a folio, for example, "5fa2acb3-5383-44b1-8013-8261a19b84fe."

- **Articles & Content**: Reports in this category provide insight into the consumption of content within the digital publication. By applying conversion metrics, publishers can analyze the performance of individual content and overlays. Metrics include:

  - **Article Title (Stack) and Article & Ads (Stack)**: Identifies the title of the article or advertisement viewed and allows comparison with content views or reported events. "Stack" refers to all the screens that comprise an article.
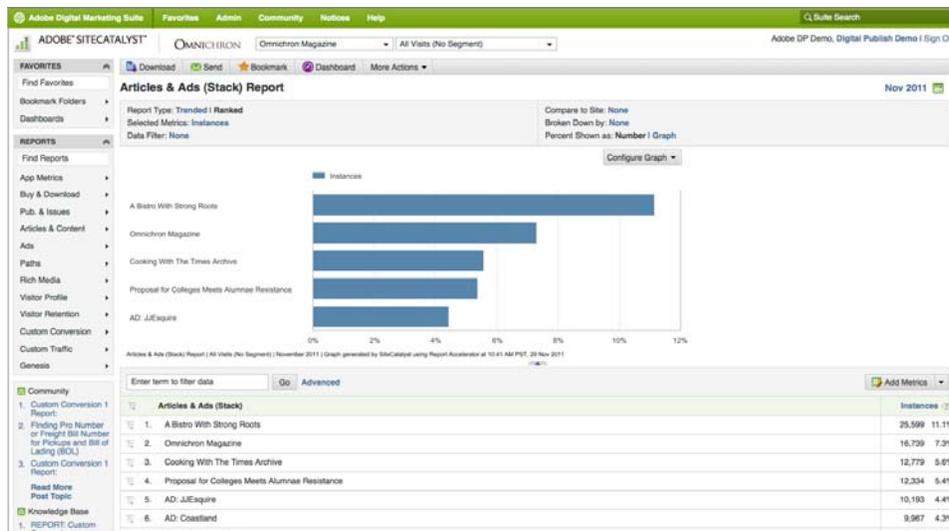
The Articles & Ads (Stack) report identifies the title of the article or advertisement viewed and allows comparison with content views or reported events.

- **Page Number (Stack)**: Identifies content views or other reported events by the position of the stack in the folio (for example, 1, 2, 3). Each stack advance constitutes a new "page" when scrolling horizontally.

- **Sub-Page Number (Screen)**: Records content views or other reported events by sub-pages. Each sub-page constitutes a screen viewed when scrolling vertically in a page (stack).

- **Content Views**: Counts the total number of times all customers viewed ads and articles, and allows visualization for a selected time period (hour, day, week, month, year).

- **Content Browsed**: Counts the number of times all customers bring ads or articles into the center of the Content Viewer while in the zoomed-out Content Browse mode (using the horizontal scrubber).

- **Event Type**: Records instances of reported events (App Installation, Issue Purchase Completed, Content Views, Overlay Start, and others) to allow side-by-side comparison of events.

- **Overlay Type**: Reports on each overlay type (for example, video, slideshow, panorama, web view) and its performance within the application.

- **Overlay ID**: Records the name or ID (for example, "video_2314.mp4") of the interactive overlay in the Content Viewer and reports on its performance.

- **Orientation**: Identifies the display mode (portrait, portrait upside down, landscape left, landscape right) recorded.
- **Online Status**: Reports on the device network connectivity state for a reported event (App Installation, Issue Purchase Completed, Content Views, Overlay Start, and others)—for example, Online or Offline.

- **Ads**: Reports in this category provide insight into a user's interactions with ads associated with the digital publication. Metrics include:
  - **Ad title**: Identifies the title of the advertisement viewed and allows comparison with content views or reported events.
  - **Ad views**: Counts the total number of times all customers viewed ads, and allows visualization for a selected time period (hour, day, week, month, year). Time spent per article is available through the Page Analysis report in the Paths category (see Paths bullet).

- **Paths**: These reports provide insight how users navigate within the digital publishing application. Metrics include:
  - **Next Content in Flow**: The most frequent path a user takes after reaching a piece of content.
  - **Next Content**: The next content asset viewed most frequently after reaching a piece of content.
  - **Previous Content in Flow**: The most frequent navigation that precedes reaching a piece of content.
  - **Previous Content**: The content viewed most frequently before reaching a selected piece of content.
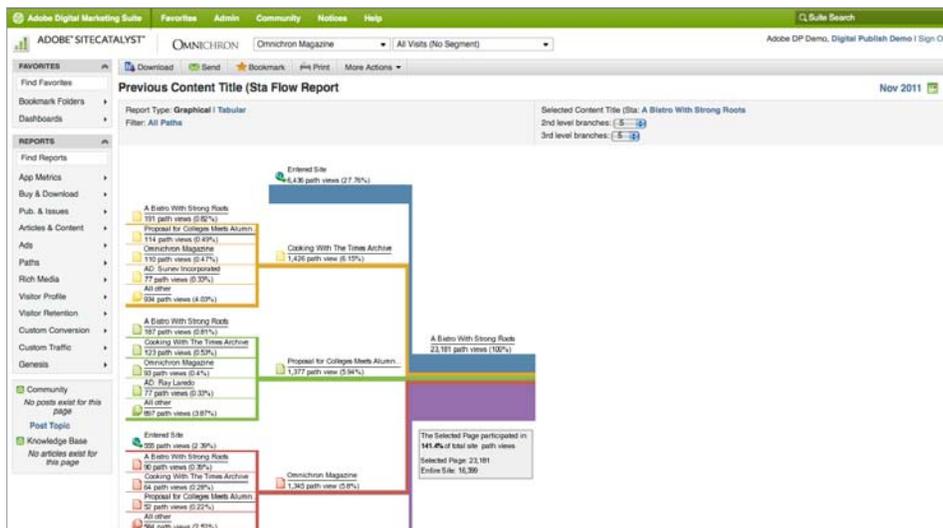
The Previous Content Title report shows the content viewed most frequently before accessing a selected piece of content.

- **Fallout**: Visit attrition and conversion rates between each predefined checkpoint.
- **Full Paths**: The most popular paths visitors take throughout a publication.
- **Pathfinder**: Used to further dissect full paths into fragments, yielding more precise navigation patterns.
- **Path Length**: How deep visitors browse into a digital publication.
- **Page Analysis**: A subset of reports for analyzing page reports, reloads, depth, time spent per article, and clicks used to access each page in the publication.
- **Entries & Exits**: The first and last content viewed by users, by percentage and total visits.

- **Rich Media**: These reports enable analysis of overlay, audio, and video use. Metrics include:

  - **Overlay/Audio/Video Starts**: The number of times a customer clicks or autostarts an overlay.

  - **Overlay/Audio/Video Stops**: The number of times a customer stops, closes, or navigates away from an overlay. Rich media metrics, which can be tracked by article by issue, or across issues, provide insight into the effectiveness of individual rich media assets as well as what represents the proper amount of audio, video, or other interactivity in a given issue.

- **Visitor Profile**: These reports display information about digital publication users, including location (geo-segmentation) and operating system, among others.

- **Visitor Retention**: An important metric for gauging customer loyalty, these reports include data on return frequency, return visits, and number of return visits.

To associate analytics data from a digital publishing application to the correct SiteCatalyst account, customers need to log in to the Adobe Digital Publishing Suite dashboard and access the Account Administration page. From there, administrators can identify the SiteCatalyst account to which the data should be associated, and then send a request to Adobe ClientCare to generate a SiteCatalyst report for the digital publishing data.

Administrators can use the Account Administration page to identify the SiteCatalyst account to which the data should be associated, and then send a request to Adobe ClientCare to generate a SiteCatalyst report.

The rich trove of analytics available to customers with a SiteCatalyst account helps publishers take much of the guesswork out of content development by helping them make informed decisions for selecting, designing, and producing content. Analytics data also helps publishers better understand the purchase conversion process. For example, examining a funnel that starts with application installs, progresses through free downloads of sample content, and ends with in-application purchases of content can provide key insights into the best ways to fine-tune the content and user experience to maximize user conversion—and drive revenues. Additionally, with the ability to access digital publishing data directly in SiteCatalyst, publishers can perform advanced analysis to determine which reading elements have greatest influence on the experience.

Keep in mind that a best practice for any application or digital publication from which data is collected needs to include a privacy policy that clearly defines what type of information is being collected, how it will be used, and who has access to it. Additionally, unlike other analytics solutions, companies using SiteCatalyst own the analytics data collected from apps produced using Adobe Digital Publishing Suite. This helps to ensure that publishers can maintain control of the data on how users interact with their content and applications.

Summary

Tablet computers represent a new reading experience for users, one that is markedly different from reading a print magazine or catalog, or browsing the Internet. The nonlinear flow of a digital publication requires publishers to redefine the makeup of a digital magazine, tweaking everything from navigation (to accommodate a touch-screen interface) to the placement and performance of interactive elements including audio, video, and animations.

The good news is that digital publications give publishers access to a detailed set of behavioral data that they can use to create highly engaging content and build business cases for innovative approaches to content delivery. The Adobe Digital Publishing Suite Analytics Service enables publishers to perform in-depth analyses of how users are browsing, interacting with, and sharing content in a digital publication. Traditional media and business publishers alike can leverage these types of actionable insights to move readers down the conversation funnel and drive revenue growth and other positive business outcomes.

For more information
Solution details: *www.adobe.com/products/digitalpublishingsuite*