

# ADOBE ANALYTICS Implementation Playbook

A Practical Training Guide for Business,  
Analytics & Technical Teams





# It's great to see you here!

Welcome to the **Adobe Analytics Implementation Playbook**. This guide is designed to help you align business needs, technical setups, and governance in your Adobe Analytics implementation. Whether you're a business stakeholder, analyst, or developer, you'll find practical steps to:

- Document and prioritise business requirements.
- Manage variables effectively with a Solution Design Reference (SDR).
- Map and maintain your digital properties.
- Apply governance to keep your analytics clean and reliable.

By the end, you'll have a structured approach to ensure Adobe Analytics delivers insights that drive smarter business decisions.

## Arnik Jain



# Business Requirements: HOW

Once you've agreed on what a Business Requirements Document (BRD) is and why it matters, the next step is to put it into action.

Follow this process to build and maintain your BRD:

## **1. Gather Input from Stakeholders**

- Business teams define KPIs and reporting needs.
- Technical teams validate feasibility and highlight complexity.

## **2. Write Requirements Clearly**

Capture each requirement in plain language:

- "How many internal searches are completed on our site?"
- "Which banner drives the highest engagement?"

## **3. Categorise**

Group requirements into themes such as:

- Search
- Internal Promotions
- Campaigns
- Checkout Journey

## **4. Map to Adobe Analytics Variables**

Decide if an eVar, prop, event, or a combination is best for tracking.

## **5. Track Status**

Use an "Implementation Status" column to record whether a requirement is:

- Planned
- In Progress
- Live

# The Variable Map (SDR): WHAT & WHY

The Solution Design Reference (SDR) also called the Variable Map is your tagging blueprint.

It documents every variable in your Adobe Analytics implementation, including:

- eVars (custom dimensions)
- Props (traffic variables)
- Events (success metrics)
- List variables
- Adobe's out-of-the-box dimensions (page, product, geo, etc.)

## **Why It Matters**

- Onboarding → New team members or business users can self-serve, understanding what's available without digging into backend code.
- Governance → Prevents duplication, ensures consistency, and keeps your implementation clean.
- Technical Reference → Developers and admins can see which variables are free, in use, or being phased out.

*Think of the SDR as your “single source of truth” for tracking. Without it, analytics quickly becomes messy, confusing, and unreliable.*

# The Variable Map (SDR): HOW

Building a strong SDR means documenting every variable with clarity and consistency.

## Here's how to do it:

### 1. List All Variables

Include Adobe's standard dimensions (page, product, geo) and all custom ones: eVars, props, events, list variables.

### 2. Capture Key Details

For each variable, document:

- Name → Clear and business-friendly
- Description → What it tracks (match the Admin UI)
- Code → Where the value comes from (data layer, Launch rule, processing rule, etc.)
- Classifications → Any classification reports applied
- Solution Scope → Which properties/report suites it applies to
- Configuration → Settings like expiration, allocation, merchandising (for eVars)

| DIMENSIONS                      |                                                                                                                                                                                                                                                                                     |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Page                            |                                                                                                                                                                                                                                                                                     |
| Page name without country (v59) |                                                                                                                                                                                                                                                                                     |
| Norton Sites (v41)              |                                                                                                                                                                                                                                                                                     |
| Page URL Simplified (v96)       | <div><b>Page URL Simplified (v96) (evar96)</b></div> <div><b>Description</b><br/>Page URL of the browser without parameters - everything is stripped off after the ?, and including the ?. v91 tracks the Page URL WITH query parameters included</div> <div><b>Top items</b></div> |

# The Variable Map (SDR): HOW

## 3. Manage Free & Junk Variables

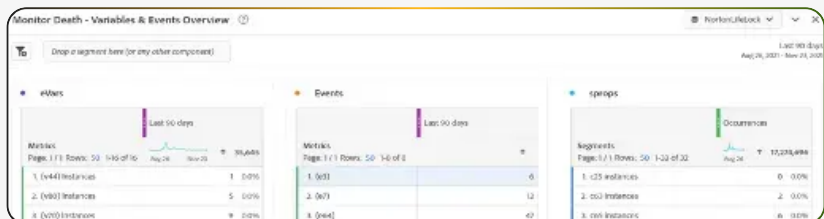
- Mark unused variables as “Free” (not in use for 90+ days)
- Mark messy or soon-to-be-deleted ones as “Being Deleted”
- Hide junk by renaming in the interface (e.g. “(v6)”) and clearing its description

## 4. Track Clean-Up in Workspace

Create an Admin-only Workspace project with tables for:

- eVars (instances)
- Props (HIT segments like “prop5 exists”)
- Events (occurrences)
- Monitor for 90 days → mark variables as Free when clean.

*Assign clear ownership of the SDR. When one person is accountable, the document stays reliable and up to date.*



# Digital Properties: WHAT & WHY

A Properties Document lists every digital property in your ecosystem like websites, apps, and tools and shows whether Adobe Analytics tracking is in place.

It should serve as a central, living reference for both business and technical teams.

## Why It Matters

- Clarity → Provides a complete view of your customer journey across digital touchpoints.
- Coverage → Highlights where tagging is missing or inconsistent.
- Planning → Informs decisions about cross-domain tracking, global report suites, or visitor ID stitching.

*Your analytics team often understands the digital landscape better than any other group. A well-maintained Properties Document becomes a trusted reference across the organisation.*



# Digital Properties: HOW

Building and maintaining a Properties Document is straightforward, but it requires discipline.

## **Follow these steps:**

### 1. Identify an Owner

Assign one person or team to govern updates and keep the document accurate.

### 2. List Each Property

Capture every digital touchpoint even those not yet tagged with Adobe Analytics. Include:

- Property Name (domain, sub-domain, or app name)
- Link/URL (where available)
- Owner & Contacts (the business/tech leads responsible)
- Tag Method (Launch, JS files, AEP, or other implementation approach)

### 3. Keep It Simple

Avoid overloading the document with technical details. The goal is a clear, easy-to-read inventory that anyone in the organisation can reference.

*Pro Tip: By documenting untagged properties too, you'll expose opportunities to expand tracking and build a fuller view of the user journey.*



# Governance & Best Practices

A successful Adobe Analytics implementation doesn't end at launch it requires ongoing governance.

## Ownership & Updates

- Assign clear ownership for the BRD, SDR, and Properties docs.
- Update them whenever tagging or reporting changes are introduced.

## Clean-Up Cycles

- Audit variables regularly to manage “Free” and “Being Deleted” dimensions.
- Keep Workspace admin projects active to track usage and confirm when variables are safe to reuse.

## Do's

-  Tie every metric to a business decision
-  Use the SDR to prevent duplication
-  Train business users to self-serve documentation

## Don'ts

-  Track everything “just in case”
-  Leave junk variables visible to end users
-  Let documents become stale or siloed

*Strong governance ensures your analytics remains accurate, scalable, and trusted across the business.*

# Need help implementing this playbook in your organisation?

Get in touch for training, support, or custom  
implementation guidance.



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