

Google Analytics to Adobe Analytics Migration Planning



Agenda



- 1** Key Considerations and Best Practices
- 2** Analytics Strategy
- 3** Design and Architect
- 4** Develop, Quality Assurance and Go Live



Key Considerations and Best Practices



Document Requirements and Catalog Current Implementation

Historical Data & Data Governance Measures

Marketing Campaign Tracking & Attribution Models

Reassess Current Data, Reporting & Dashboarding Needs

Integrated Tools

Instrumentation of Best Practices

Design and Develop

Test and Validate

Training & Knowledge Transfer

Usage and Sustainability

Review tracking code, analytics variables, tag management, opportunities for cleanup, marketing pixels and document as needed.

Plans for accessing historical data. Migrating dashboards, segments, reporting configurations. Plan for data governance measures towards analytics maturity, privacy/GDPR.

Understand the marketing attribution models and plan for a clean migration strategy for campaigns.

Re-assess your organization's initiatives, KPIs(Key Performance Indicators) and reporting needs.

Each analytics platform has toolsets that it integrates with most effectively. Consider migrating additional marketing and optimization tools when you switch.

Best Practices – Data Layer, Tagging Optimization.

Architect solutions and prepare a solid migration plan with backout plans as needed.

Quality Assurance Test Plans and validation.

Training up analysts, report builders, and dashboard end-users.

Periodically re-assess the analytics implementation for improvements and/or change in objectives.

Analytics Strategy



Document Requirements and Catalog Current Implementation

- Review the current documentations for tag implementation and audit the website. As required, document all tagging functionalities, KPI's, reporting, tools and external integrations.

Historical Data and Data Governance Measures

- Review on the usage of historical data, migrating dashboards, segments, reporting configurations.
- Plan for data governance measures towards analytics maturity, privacy/GDPR.

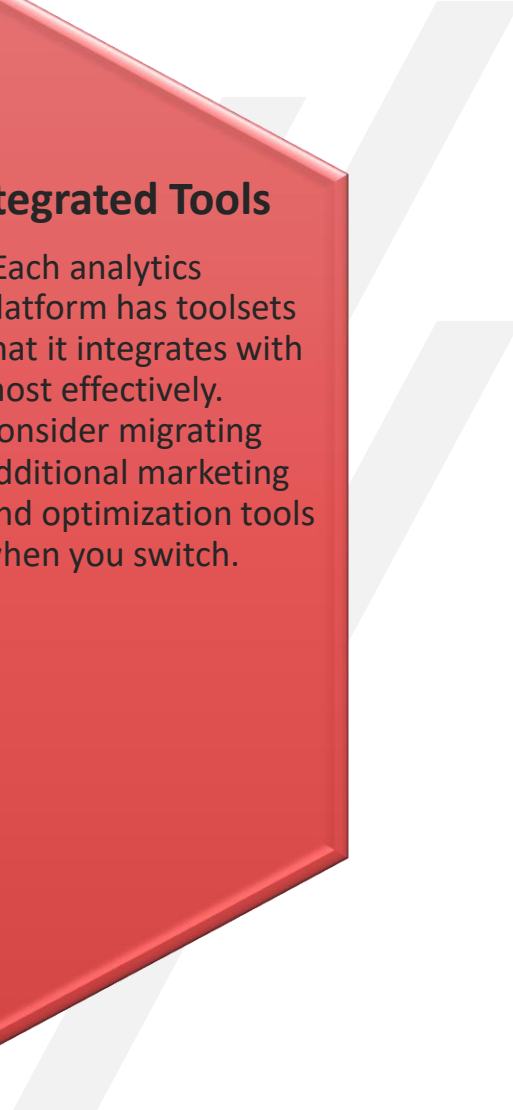
Re-assess your organization's initiatives, KPIs and reporting needs

- Along with reviewing current functionalities, it's the best time to re-assess your organization's initiatives, KPIs and reporting needs.

Marketing Campaign Tracking & Attribution Models

- Understand the marketing attribution models and plan for a clean migration strategy for campaigns.
- Understand the similarities and differences on these models.

Integrated Tools

- Each analytics platform has toolsets that it integrates with most effectively. Consider migrating additional marketing and optimization tools when you switch.
- 

Design and Architect



Adobe Analytics Design Documentation

- Build analytics design documentation such as Solution Design Reference(SDR), KPI Handbook, Google Analytics to Adobe Analytics variables mapping, marketing channel models and other related documentations

Tagging Guide

- Build the tagging guide with instructions for website development team to implement tag management code snippet, data layer and events architecture.

Reporting and Insights Design

- Prepare the KPI's, reporting hierarchy and reporting setup(users, admin configurations etc.).
- Historical data usage plans.

Marketing Tags, Other products management and design

- Design and document the marketing tags and other products usage and integrations.

Backout plan

- Architect the measures on backing out in case of unexpected incidents.

Develop, Quality Assurance and Go Live



Develop

- Guide the website development team to implement the functionalities in tagging guide.
- Implement analytics tags using tag management systems and unit testing.
- Prepare analytics quality assurance test plans.

Quality Assurance

- Functional testing of tags.
- Data dashboards for QA as well as for go live.
- Functional testing of website.

Go Live

- Publish the tags and website changes to production website.
- Post production tags and functionality testing.

Training and Knowledge Transfer

- Training up analysts, report builders, and dashboard end-users.
- Build dashboards and assist with data analysis and insights.

Usage and Sustainability

- Periodically re-assess the analytics implementation for improvements and/or change in objectives.