

# Adobe Analytics, your engine for GetFeedback optimization

## Integrate GetFeedback and Adobe Analytics

To understand how respondents interact with your forms and how you can improve them.



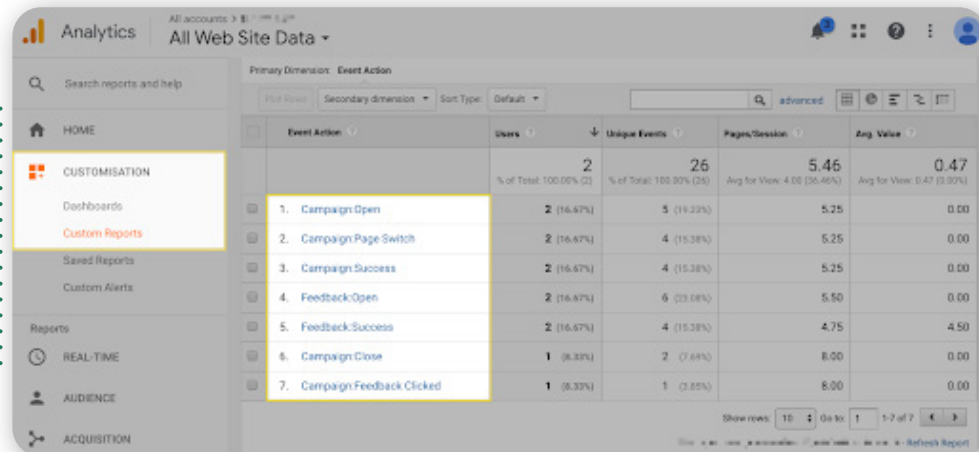
Track the success of your digital feedback forms and campaigns.

How many people click on your feedback buttons?  
How many then complete a feedback form?

Adobe Analytics lets you see how people interact with your online surveys and feedback campaigns, so you can evaluate their performance, make adjustments, and find success.

# Get easy access to metrics

Keep track of how many people start and complete your feedback forms and **measure the success of your GetFeedback campaigns**-all within a familiar Adobe Analytics environment.



You can get a complete picture of any feedback campaign by tracking these counter events:

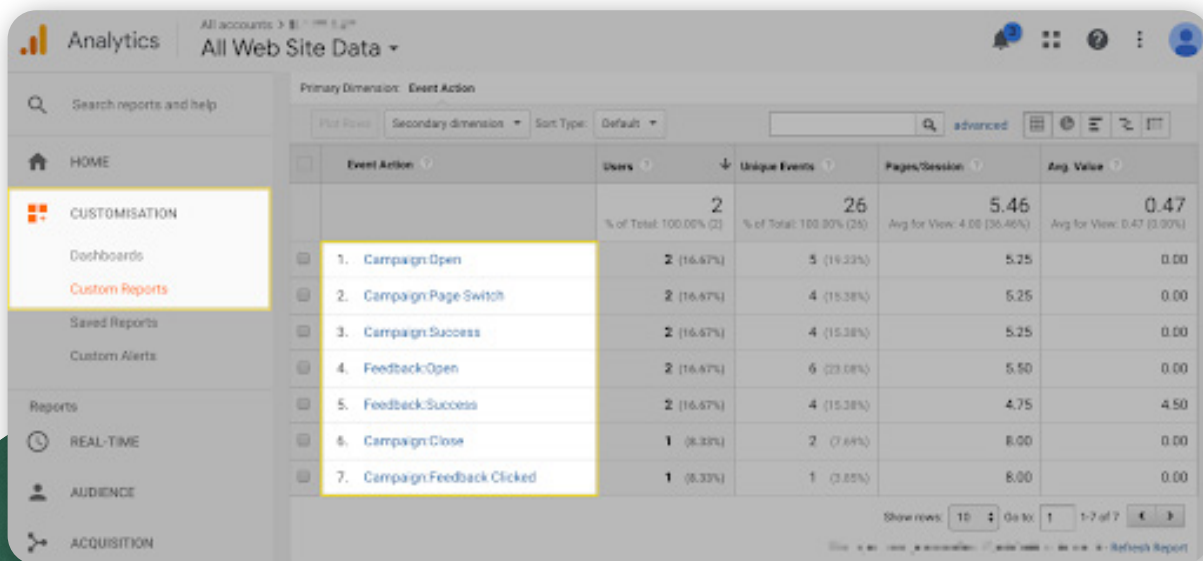
Event	Description
Feedback: Start	Someone clicks your feedback button.
Feedback: Success	Someone completes the feedback process.
Campaign: Open	A campaign activates for a user.
Campaign: Feedback	Someone starts the feedback process when a boost campaign is active.
Campaign: Success	<ul style="list-style-type: none"><li>Someone clicked the button in a Boost or Recruit campaign window.</li><li>Someone completed a Full-Screen Survey or Slide-Out campaign form.</li></ul>
Campaign: Close	Someone closed a campaign window or clicked <b>Cancel</b> without reaching success.

You can also see contextual information about each event, like survey questions and responses, by setting up a list variable that pulls GetFeedback data into Adobe Analytics for easy visibility.

# Run better campaigns

Segment results to examine the way respondents interact with buttons, forms, and individual questions.

This data helps you drill into the specifics of why some forms land better than others, so you can optimize your campaigns to collect more complete responses from more people.



The screenshot shows the 'Analytics' dashboard for 'All Web Site Data'. The primary dimension is 'Event Action'. The table lists seven event actions with their respective metrics: Users, Unique Events, Pages/Session, and Avg. Value. The 'Custom Reports' menu item is highlighted in the left sidebar.

Event Action	Users	Unique Events	Pages/Session	Avg. Value
1. Campaign Open	2 (16.67%)	5 (19.23%)	5.25	0.00
2. Campaign Page Switch	2 (16.67%)	4 (15.38%)	5.25	0.00
3. Campaign Success	2 (16.67%)	4 (15.38%)	5.25	0.00
4. Feedback Open	2 (16.67%)	6 (23.08%)	5.50	0.00
5. Feedback Success	2 (16.67%)	4 (15.38%)	4.75	4.50
6. Campaign Close	1 (8.33%)	2 (7.69%)	6.00	0.00
7. Campaign Feedback Clicked	1 (8.33%)	1 (3.85%)	6.00	0.00

Here's how CX and web teams can use this integration to run better feedback campaigns:



## CX

Create custom reports to show exactly how your users interact with GetFeedback



## Web

Create custom reports to show exactly how your users interact with GetFeedback

# Let's set it up...

**Ready to get insights into your web forms?** Start by creating new counter events for the metrics you want to watch in your Adobe Analytics report suite. To track a specific button, form, or question, you'll also need to navigate to:

Edit Settings > Conversion > List Variables

to set up and classify these list variables. For help setting up metrics and variables, see [this setup guide](#).

To enable the platform integration, you'll need to log into your GetFeedback account, select the **Account Settings** option from the menu in the top right and navigate to the **Integrations** tab. Click on the Adobe Analytics logo to begin configuring the integration.

## You'll also need to import your classification data from GetFeedback to Adobe Analytics

1. In Adobe Analytics, click **Admin > Classification Importer > Download Template**.
2. Select your report suite and list variable to download the template.
3. In GetFeedback, navigate to **Websites > Setup** and choose a button.
4. In the **Installation Instructions**, upload the template from Adobe Analytics.
5. Click **Download classification file** to download the new classification file.
6. Back in Adobe Analytics, go to **Admin > Classification Importer > Import File**.
7. Select your report suite, list variable, and the file from GetFeedback for upload.
8. Click **Import File**.

**Together, GetFeedback and Adobe Analytics make it easy to track the performance of your feedback campaigns and make precision changes based on easy-to-access web analytics.**

Curious to learn more? [Contact us](#) to get informed.