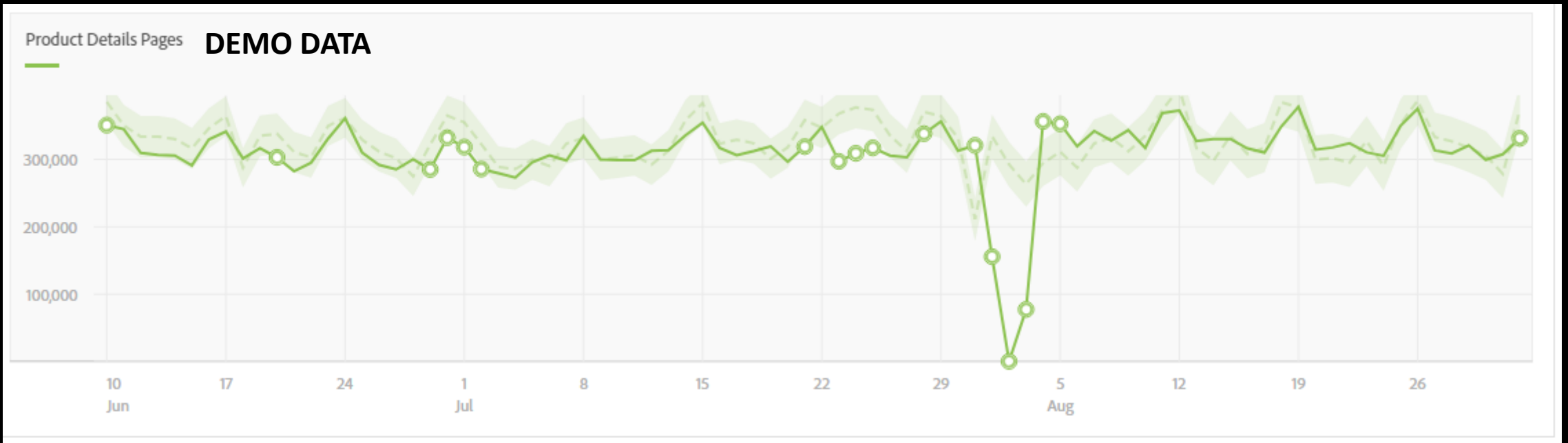**Tip 2:**

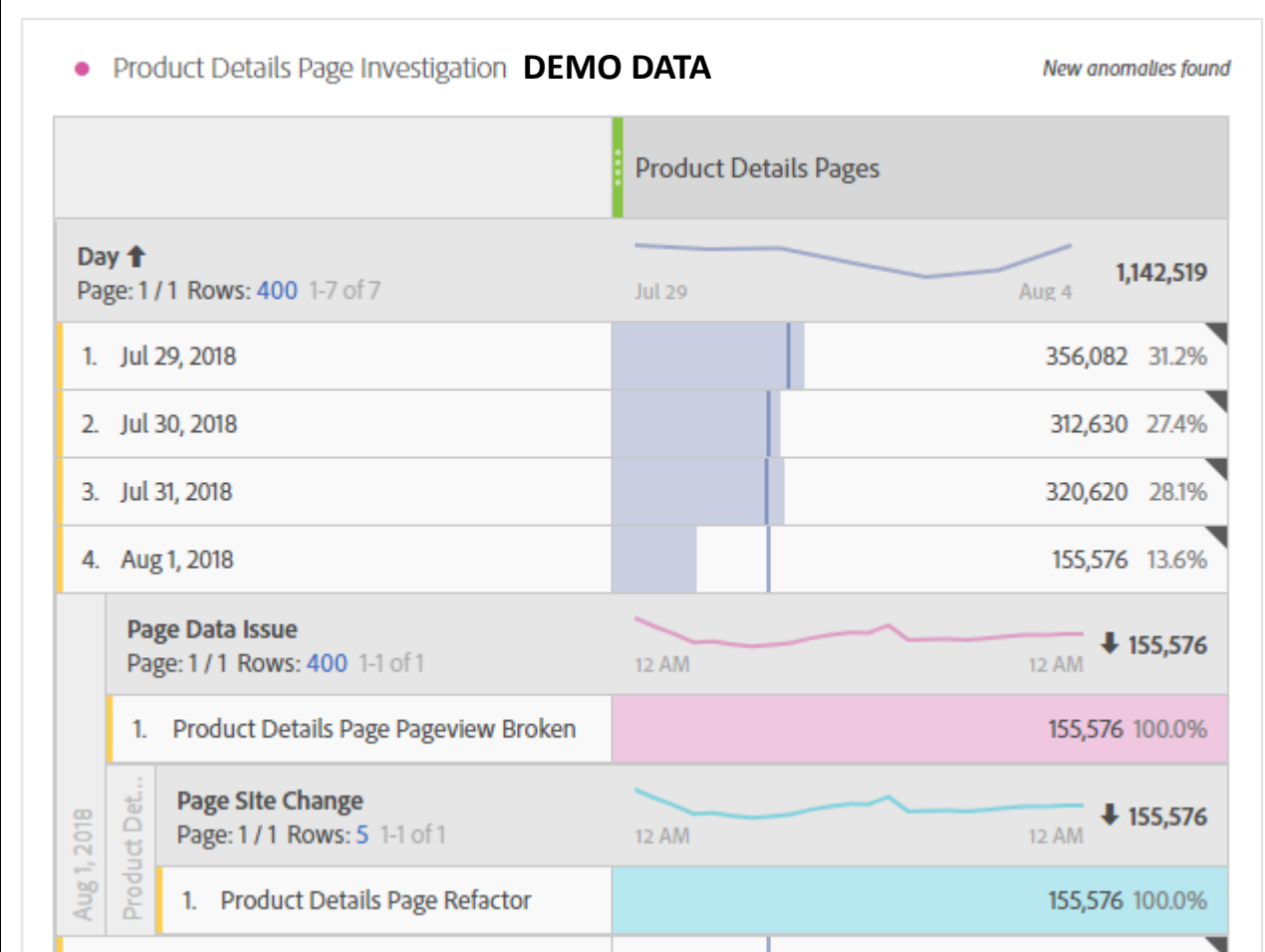# Log Data Issues & Site Changes in Adobe Analytics

Business Problem

Metrics drop (or increase) due to a data issue or new release:

What happened on August 1st?

Resolution

Need to see logs of data issues and site changes in Workspace

Resolution

Use classifications to log data issues and site changes in Adobe Analytics and see them in Analysis Workspace

All we need:

- An eVar (preferably logged using DTM)

- SAINT Classifications

Capabilities

We can log data issues and changes at the following levels:

- Date

- Date|Page Name

- Date|Page Name|Custom Link

Let's focus on the Date|Page Name level for this example
(I can share how to do all three with one eVar another day!)

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Solution – Step 1

Capture date|pageName in an eVar

1. Configure an eVar "date|pageName" to expire at the Hit

2. Create a DTM data element to capture the date|pageName value using the code below
   - Gets the current date and converts it to a chosen time zone (our report suite is in CST)
   - Concatenates the date and current pageName into the format YYYY-MM-DD|pageName

3. Map the data element to your eVar to log on <u>all page views</u>

JS for Date|pageName

```
d = new Date();
utc = d.getTime() + (d.getTimezoneOffset() * 60000);
nd = new Date(utc + (3600000*(-6)));
return nd.getFullYear()+'-'+(nd.getMonth()+1).toString().padStart(2,'0')+
'-'+nd.getDate().toString().padStart(2,'0')+'|'+_satellite.getVar('pageName');
```

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Solution – Step 2

Configure eVar Classifications

Set up the following Conversion Classifications:

- Page Data Issue
    to log data issues on a page

- Page Site Change
    to log changes/releases on a page

*You can add other columns for more details as long as the total length of the
  variable plus classifications is less than the 255 limit*

Solution – Step 3

Upload (and Keep Updating) SAINT Classifications

Fill in the data issues and/or site changes for a given date|pagename

Example: Product Details Pageview Broke on Aug 1 after a refactor and was fixed Aug 3

## SC	SiteCatalyst SAINT Import File	v:2.1
## SC	'## SC' indicates a SiteCatalyst pre-process header. Please do not remove these lines.	
## SC	D:2018-08-01 11:58:23	A:2697134:279
Key	Page Data Issue	Page Site Change
2018-08-01|Product Details Page	Product Details Page Pageview Broken	Product Details Page Refactor
2018-08-02|Product Details Page	Product Details Page Pageview Broken	Product Details Page Refactor
2018-08-03|Product Details Page	Product Details Page Pageview Broken	Product Details Page Refactor

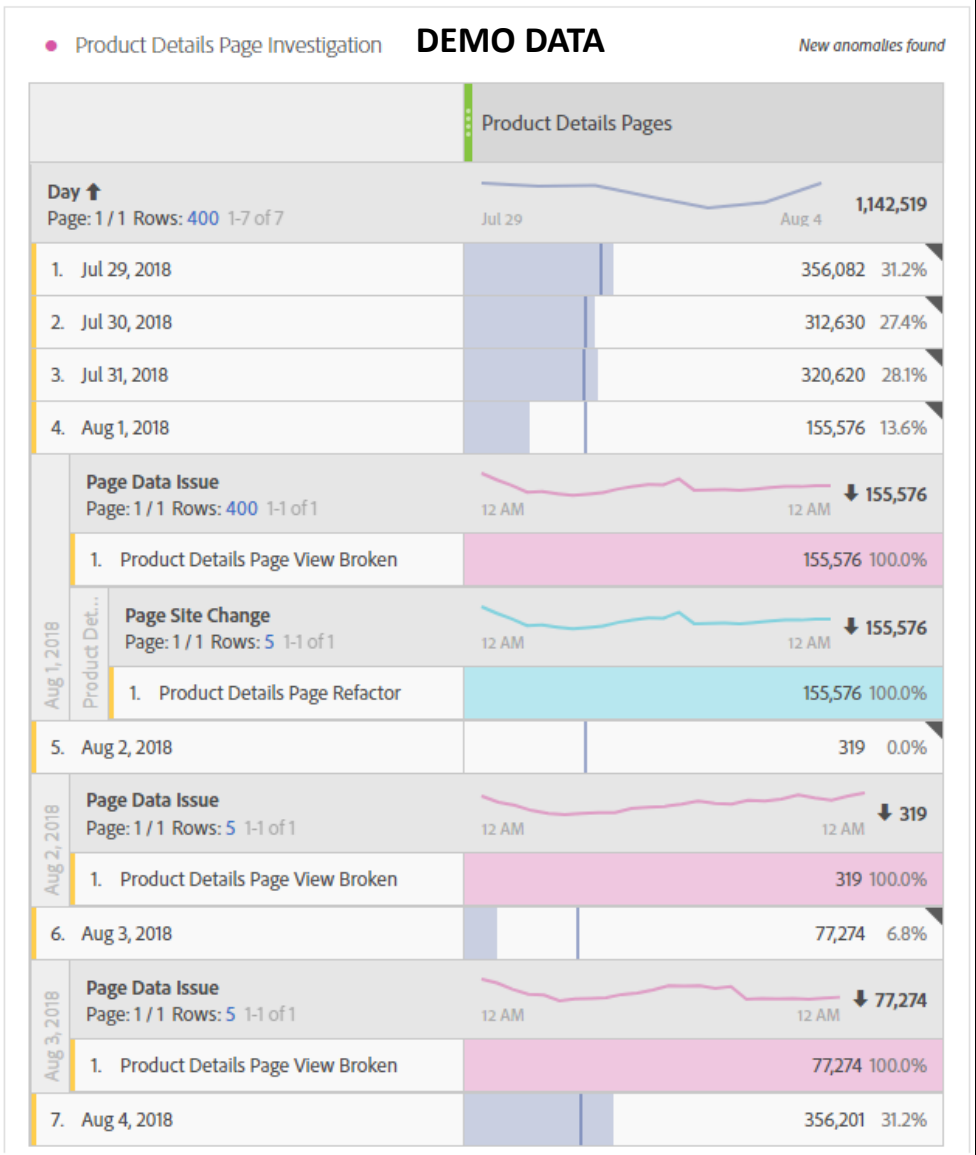*Make sure to watch the 255 Character limit across each Key + Classifications*

Since SAINT Classifications are "retroactive", you can go back and fill in issues as you find them (as long as the eVar has been logging)

Solution – Step 4

Use in Reports

Next time you can't remember what caused a dip or spike on a page, pull in the Page Data Issue and/or Page Site Change dimensions!

If you keep your naming of issues consistent, you can also make a report of a given issue broken down by all the days it was a problem.

Key Takeaway

No more asking "What happened on that day??"

Keep track of data issues and site changes within
Adobe Analytics & see them in Analysis Workspace!

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