

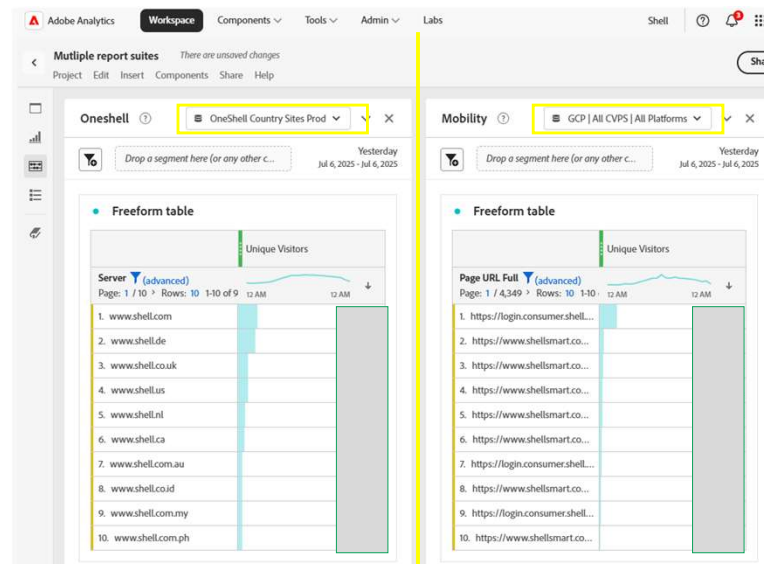


Merging Multiple Report Suites in Customer Journey Analytics (CJA) using ECID as Person ID

Sumit Kumar
Shell

Adobe

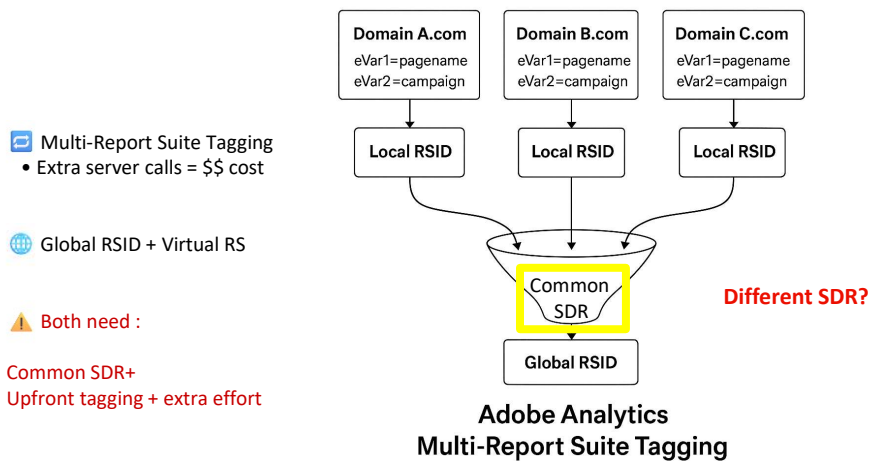
Multiple Report suites in AA : Data Silos



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Way to Combine Multiple Report Suites in AA

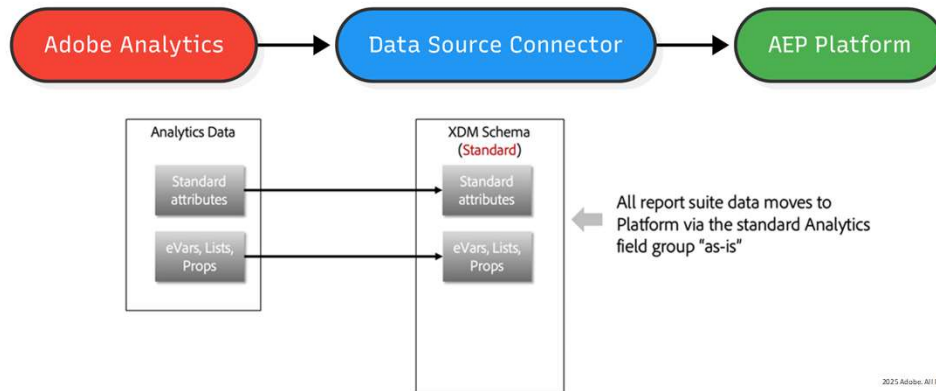


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Analytics Source Connector

- ✓ Fastest method few mins for AA data ingestion to AEP
- ✓ Use Default Schema: standard attributes, eVars, props auto-mapped
- ✓ No need to enable profile



Step 1 : Analytics Data Source Connector



AA connector

Adobe Experience Platform | Search Experience Cloud (Ctrl+/) | Shell | Prod | Prod (NLD2) | ? | [Cancel] [Next]

Workflows > Analytics source add data

Select data | Mapping | Dataflow detail | Review

☒ Report suite
☐ Classifications

REPORT SUITE NAME	REPORT SUITE ID	REGIONS
<input type="radio"/> Go Plus website	shellgoplus	United Kingdom

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Default Schema

Adobe Experience Platform | Search Experience Cloud (Ctrl+/) | Shell | Prod | Prod (NLD2) | ? | [Cancel] [Back] [Next]

Workflows > Analytics source add data

Select data | Mapping | Dataflow detail | Review

Target schema

☒ Default schema ☐ Custom schema

Platform creates the schema and the corresponding dataset to map all standard fields from the selected Adobe Analytics Report Suite. No customized mapping is supported.

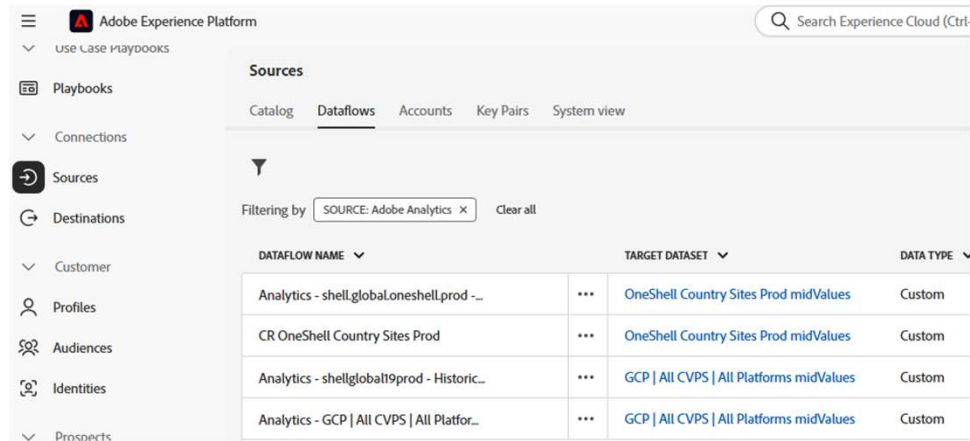
Profile dataset ☐ *

☐ Enable data to Profile service

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Dataflows automatically created



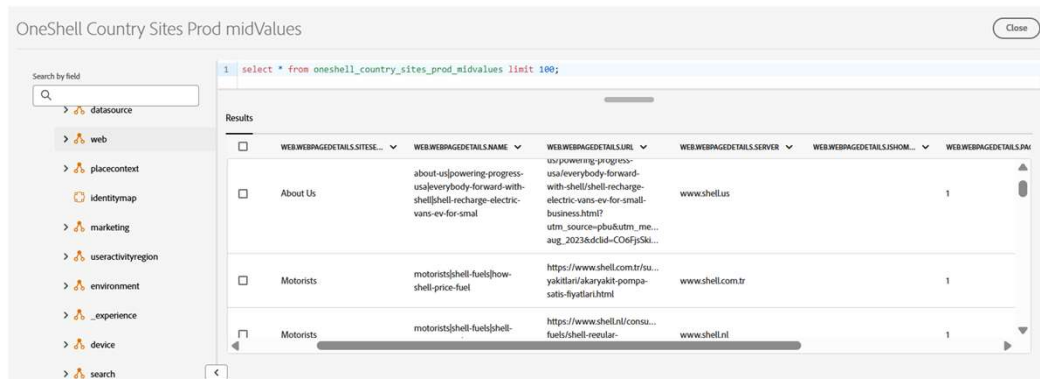
The screenshot shows the Adobe Experience Platform interface. On the left is a navigation menu with options like Playbooks, Connections, Sources, Destinations, Customer, Profiles, Audiences, Identities, and Prospects. The main panel is titled 'Sources' and has tabs for Catalog, Dataflows, Accounts, Key Pairs, and System view. The 'Dataflows' tab is active, showing a table of dataflows. A filter 'SOURCE: Adobe Analytics' is applied. The table has columns for Dataflow Name, Target Dataset, and Data Type.

DATAFLOW NAME	TARGET DATASET	DATA TYPE
Analytics - shell.globaloneshell.prod - ...	OneShell Country Sites Prod midValues	Custom
CR OneShell Country Sites Prod	OneShell Country Sites Prod midValues	Custom
Analytics - shellglobal19prod - Historic...	GCP All CVPS All Platforms midValues	Custom
Analytics - GCP All CVPS All Platfor...	GCP All CVPS All Platforms midValues	Custom

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'DataSet with suffix midValues' automatically created –each RSIDs



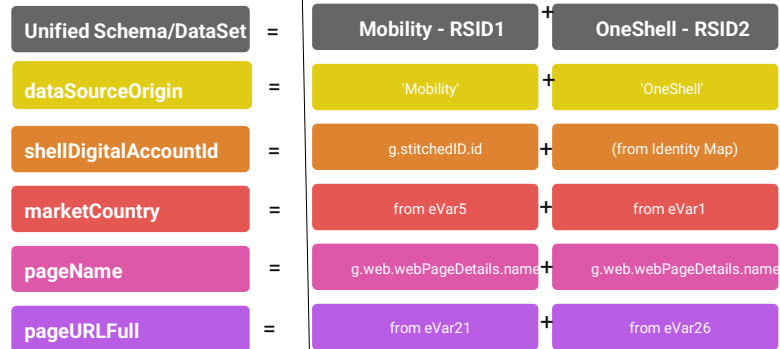
The screenshot shows a query result in the Adobe Experience Platform. The query is 'select * from oneshell_country_sites_prod_midvalues limit 100;'. The results are displayed in a table with columns: WEBPAGEDETAILS.SITESE..., WEBPAGEDETAILS.NAME, WEBPAGEDETAILS.URL, WEBPAGEDETAILS.SERVER, WEBPAGEDETAILS.ISHOM..., and WEBPAGEDETAILS.PA... The results show three rows of data.

WEBPAGEDETAILS.SITESE...	WEBPAGEDETAILS.NAME	WEBPAGEDETAILS.URL	WEBPAGEDETAILS.SERVER	WEBPAGEDETAILS.ISHOM...	WEBPAGEDETAILS.PA...
About Us	about us powering-progress-usa/everybody-forward-with-shell shell-recharge-electric-vans-ev-for-smal	un powering-progress-usa/everybody-forward-with-shell shell-recharge-electric-vans-ev-for-smal-business.html?utm_source=pbu&utm_me...aug_2023&dcid=CO6F5Ski...	www.shell.us	1	
Motorists	motorists shell-fuels how-shell-price-fuel	https://www.shell.com.tr/bu...yakitlari akaryakit-pompa-satis-fiyatlari.html	www.shell.com.tr	1	
Motorists	motorists shell-fuels shell-	https://www.shell.nl/consa...fuels shell-regular-	www.shell.nl	1	

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Create Unified Schema (SDR) / DataSet



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Created single Unified Schema and Dataset

The screenshot displays the Adobe Experience Platform interface for creating a Unified Schema and Dataset. The main panel shows the 'Unified Analytics Data' schema structure, which is a composition of various fields. The 'Field properties' panel on the right shows the configuration for the 'ECD' field, including its name, type, and identity settings. The 'Shell Unified Analytics Data - PoC' panel on the right shows the dataset configuration, including the dataset ID, table name, profile, schema, and source.

Unified Analytics Data - Composition

- Unified Analytics Data
 - dataSourceOrigin: String
 - marketCountry: String
 - pageName: String
 - pageURLFull: String
 - pageURLQuery: String
 - shellDigitalAccountID: String

Field properties (ECD)

- Name: ECD
- Type: String
- Field group: _shell.ECD
- Required: ☐
- Array: ☐
- Enum & Suggested values: ☐
- Identity: ☒
 - Primary identity: ☒
- Identity name: ECD

Shell Unified Analytics Data - PoC

- Dataset ID: 6801313d77f0ce2ae8067ba
- Tags:
- Table name: shell_unified_analytics_data_poc
- Profile:
- Schema: Unified Analytics Data
- Source: Schema
- Created: 04/17/2025, 5:50 PM
- Last modified: 07/05/2025, 7:33 PM

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Environment OOB- browser / OS

Adobe Experience Platform

Search Experience Cloud (Ctrl+I)

Schemas > Unified Analytic Data

Structure Labels

Composition

Schema

Unified Analytic Data

Class Assign

☐ XDM ExperienceEvent

Field groups Add

☐ Adobe Analytics Experien...

☐ Shell Unified Analytic Data

Identities

Primary: _shellECID | string

_shellDigitalAccountID | string

Unified Analytic Data

Search schema

_experience | Object

analytics | Object

customDimensions | Object

endUser | Object

environment | Object

browserIDStr | String

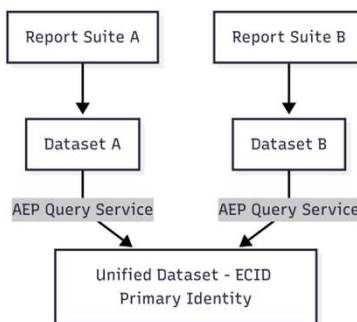
operatingSystemIDStr | String

event10to200 | Object

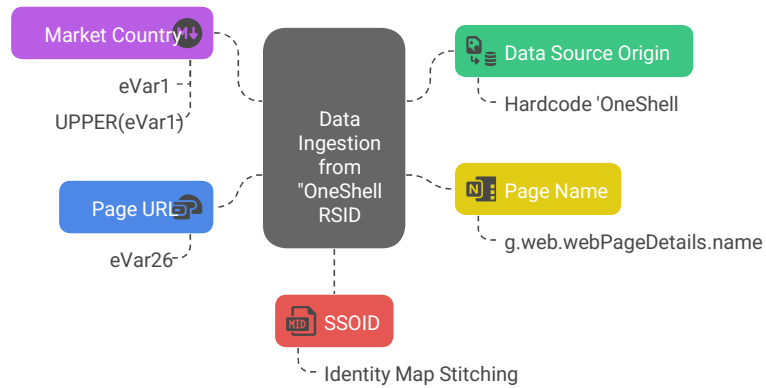
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Step 2 : AEP Query Service



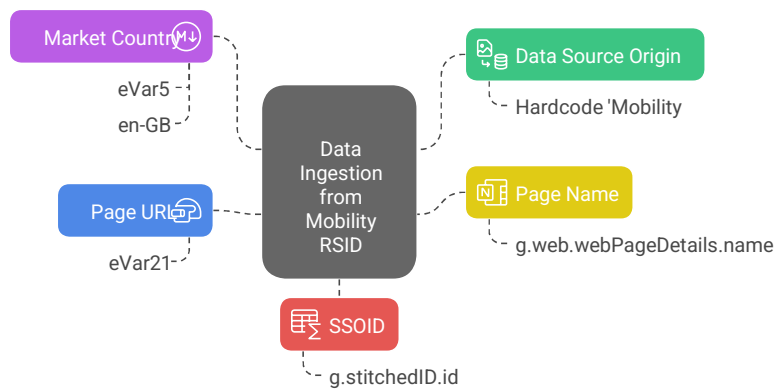
Unifying Data from "OneShell" RSID1 to Unified dataset



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Unifying Data from "Mobility" RSID2 to Unified dataset



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Query Service: Loads into the unified Table

Query 1: Ingesting "Mobility" Data

```
-- Load into the unified table
INSERT INTO shell_unified_analytics_data_poc
SELECT
  struct(
    -- 1. Hardcode the data source
    'Mobility' as dataSourceOrigin,

    -- 2. Standardize market from eVar5
    IF (UPPER(eVar5) LIKE '%GB%',
      'en-GB', ...) as marketCountry,

    -- 3. Map page name
    g.web.webPageDetails.name as pageName,

    -- 4. Map the full page URL from eVar21
    eVar21 as pageUrlFull,

    -- 5. Map the stitched SSOID
    g.stitchedID.id as shellDigitalAccountId
  ) as _shell,
  ...
FROM stitched_gcp_all_cvps... g;
```

Query 2: Ingesting "OneShell" Data

```
-- Load into the same unified table
INSERT INTO shell_unified_analytics_data_poc
SELECT
  struct(
    -- 1. Hardcode the data source
    'OneShell' as dataSourceOrigin,

    -- 2. Standardize market from eVar1
    IF (UPPER(eVar1) LIKE '%GB%',
      'en-GB', ...) as marketCountry,

    -- 3. Map page name
    g.web.webPageDetails.name as pageName,

    -- 4. Map the full page URL from eVar26
    eVar26 as pageUrlFull,

    -- 5. SSOID is mapped via Identity Map
    ) as _shell,
  ...
FROM oneshell_country_sites... g;
```

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AEP query service- each RSID

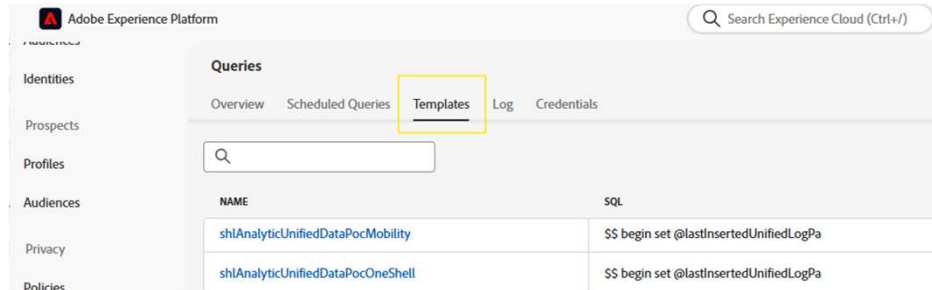
The screenshot shows the Adobe Experience Platform Query Editor interface. The query is titled "shAnalyticsUnifiedDataPocOneShell". The query text is as follows:

```
1 $$ begin
2
3 set @lastInsertedUnifiedLogParentId = select lastSnapshotId from checkpointlog where processName = 'shAnalyticsUnifiedDataPocOneShell' and processStatus =
4 'SUCCESSFUL' order by processTimestamp desc limit 1;
5 set @lastInsertedParentId = select a.snapshot_id from (select history_meta('oneshell_country_sites_prod_midvalues') ) a where a.is_current;
6
7 insert into shell_unified_analytics_data_poc
8 select
9   g.device as device
10  ,g.userId as userId
11  ,g.environment as environment
12  ,g.marketing as marketing
13  ,g.placeContext as placeContext
14  ,g.search as search
15  ,g.web as web
16  ,struct(
17    g_experience.analytics.environment as environment
18  ) as analytics
19  ) as _experience
20  ,struct(
21    'OneShell' as dataSourceOrigin
22    , element_at(g.IdentityMap['ECID'], 1) as ECID
23  ) as _shell
24
25 and (UPPER(g_experience.analytics.customDimensions.eVars.eVar1) like '%GB%' or
26      UPPER(g_experience.analytics.customDimensions.eVars.eVar1) like '%US%' or
27      UPPER(g_experience.analytics.customDimensions.eVars.eVar1) like '%UK%' or
28      element_at(g_experience.analytics.customDimensions.eVars.eVar1, 1) is not null);
29
30 insert into checkpointlog
31 select 'shAnalyticsUnifiedDataPocOneShell' as processName, 'SUCCESSFUL' as processStatus, cast(
32   @lastInsertedParentId as string) as lastSnapshotId, now() as processTimestamp;
33
34 exception
35 when other then select 'error';
36
37 end;
```

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Query Service (ETL) reusable template Scalable



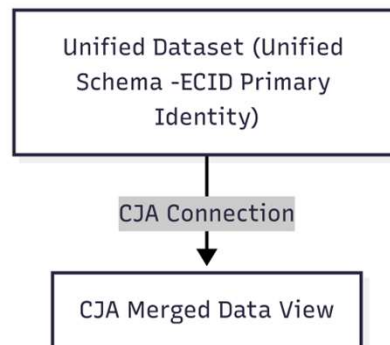
The screenshot shows the Adobe Experience Platform interface. On the left is a navigation menu with items: Identities, Prospects, Profiles, Audiences, Privacy, and Policies. The main area is titled 'Queries' and has tabs for 'Overview', 'Scheduled Queries', 'Templates' (which is highlighted with a yellow box), 'Log', and 'Credentials'. Below the tabs is a search bar. A table lists query templates with columns 'NAME' and 'SQL'.

NAME	SQL
shlAnalyticUnifiedDataPocMobility	\$\$ begin set @lastInsertedUnifiedLogPa
shlAnalyticUnifiedDataPocOneShell	\$\$ begin set @lastInsertedUnifiedLogPa

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Step 3 : CJA Connection



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CJA Connection – Unified DataSet

Customer Journey Analytics Workspace **Data Management** Components Tools Labs Shell

Connections > Unified Merged Report suite oneshell mobility There are unsaved changes

Add datasets Connection preview Connection map Cancel Save

Connection settings

Connection name * Unified Merged Report suite ones...

Tags Select tags

Connection description Describe your connection here

Data settings

☒ Enable rolling data window ⓘ

Select number of months * 6

Sanitize * Prod

Average number of daily events * ⓘ less than 1 million

Dataset name	Last updated	Number of records	Schema	Dataset type	Granularity	Data source type
Shell Unified Analytics Data - PoC	7/7/25, 7:34 AM	3,216,316	Unified Analytic Data	Event	-	Web Data

- Enable - 6 months of data
- A single dataset is included in the connection “Shell Unified Analytics Data - PoC”

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Person ID- ECID

Edit dataset: Shell Unified Analytics Data

Shell Unified Analytics Data - PoC

Person ID * ⓘ

_shell.ECID ✓

Timestamp *

timestamp ✓

Data source type *

Web Data ✓

Import new data ⓘ

☒ Import all new data

Import starts at save: 4/17/25, 9:28:31 PM British Summer Time

Dataset backfill ⓘ

☐ Backfill all existing data

Batch status Success

Dataset ID 6801313d77fcee2ae8067ba

Description Dataset representing the unificat

Preview: Shell Unified Analytics Data - PoC

_shell.pageUrlFull enviro

https://www.shell.de/

https://www.shell.ch/de_ch...

https://www.shell.at/laden/...

https://www.shell.co.uk/ab...

https://www.shell.de/tanke...

https://www.shell.co.uk/sh...

using the field “_shell.ECID” as a “PersonID”.

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Data View CJA components – common fields

Customer Journey Analytics Workspace **Data Management** Components Tools Labs

Data views > Unified POC mobility oneshell

Configure Components Settings

Connection
Unified POC mobility oneshell

Schema fields Metrics & Dimensions

Search schema fields

Is not deprecated

< analytics (2,541 items)

Create derived field Add all

customDimensions

endUser

environment

Included components (42)

Search: _shell

DIMENSIONS (34)

COMPONENT NAME	DATASET	SCHEMA DATA TYPE	SCHEMA PATH	PERSISTENCE
Page URL No Query	Shell Unified Analytics Data - P...	String	...shell.pageUrlNoQuery	--
Data Source Origin	Shell Unified Analytics Data - P...	String	...shell.dataSourceOrigin	--
Page Name	Shell Unified Analytics Data - P...	String	...shell.pageName	--
Market / Country	Shell Unified Analytics Data - P...	String	...shell.marketCountry	--
Page URL Full	Shell Unified Analytics Data - P...	String	...shell.pageUrlFull	--

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Data View CJA components – Lookup OS, browser

Customer Journey Analytics Workspace **Data Management** Components Tools Labs

Data views > Unified POC mobility oneshell

Configure Components Settings

Connection
Unified POC mobility oneshell

Schema fields Metrics & Dimensions

Search schema fields

Is not deprecated

< analytics (2,541 items)

Create derived field Add all

customDimensions

endUser

Included components (42)

Search: opera

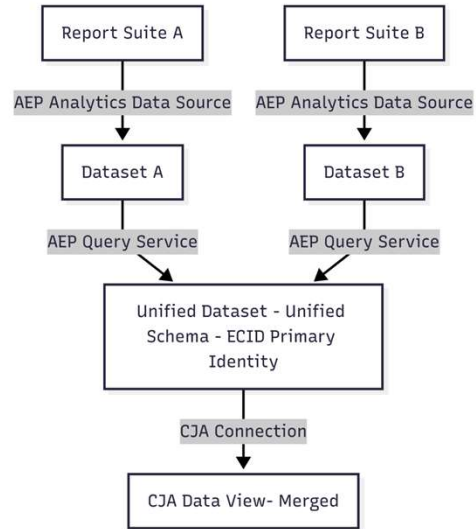
DIMENSIONS (34)

COMPONENT NAME	DATASET	SCHEMA DATA TYPE	SCHEMA PATH	PERSISTENCE
Operating System Name	--	String	...jaemea.operatingSystemName	--
Operating System Group	--	String	...jaemea.operatingSystemGroup	--
Browser Name	--	String	...lookupsjaemea.browserName	--

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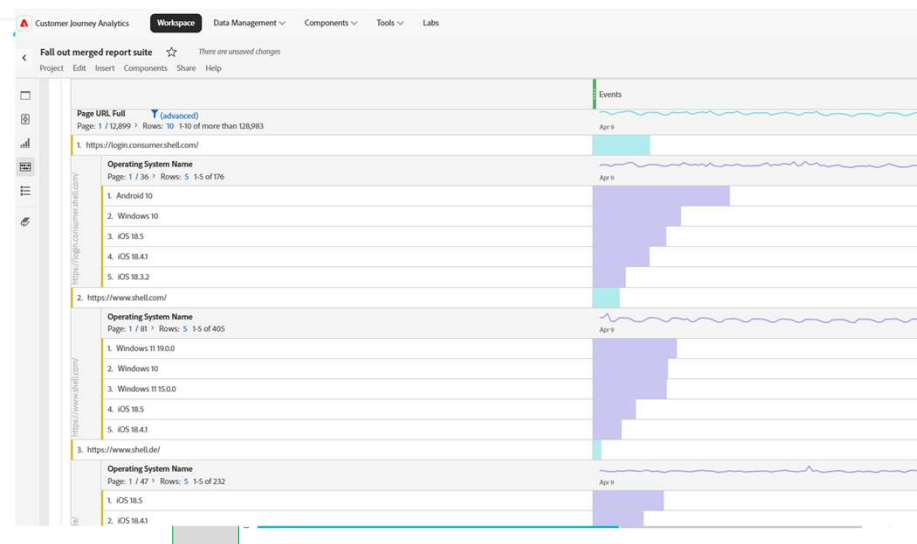
3 Steps: Unifying Multiple Report Suites Using CJA



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CJA- Merged report suites -across domain



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Summary - Merged Multiple Report Suites into One Unified Data View Using CJA

🏠 Different SDR?

- Mapped to a Unified Schema+Dataset
- Common fields extracted (page, device, market etc.)



ECID = Person ID

- identity stitching across all RS



Unified View in CJA

- Customer view OverLap, attribution



No tagging changes.
Fully post-implementation

Report Suites

Report Suite A
(Marketing Site)
eVar1 = Campaign

Report Suite B
(App)
eVar17 = Campaign

Report Suite C
(Support Portal)
eVar24 = Campaign

CJA Stitching
Layer
Schema mapping via
Connection + Data View
ECID as PersonID



Unified Workspace in CJA

- Pathing across channels
- Attribution analysis

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