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

Sumit Kumar
Shell

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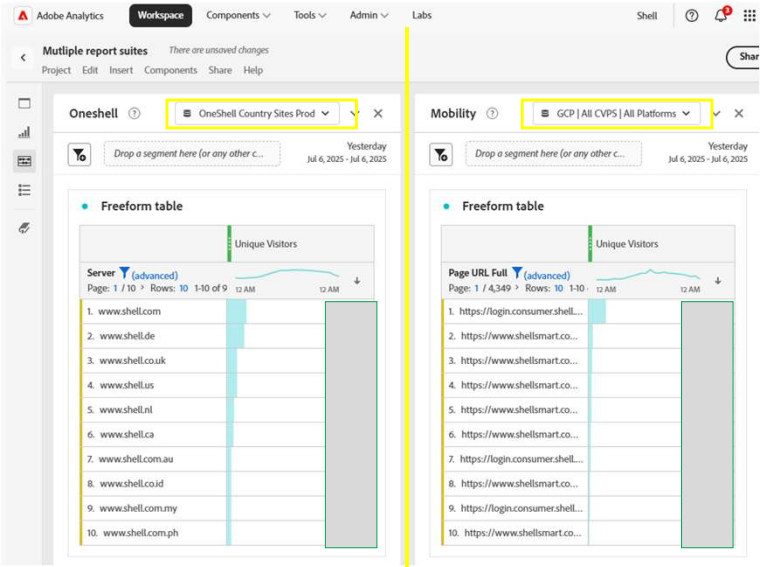
Multiple Report suites in AA : Data Silos



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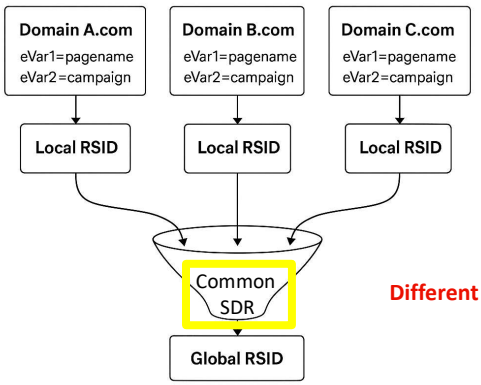
Way to Combine Multiple Report Suites in AA

🔁 Multi-Report Suite Tagging
- Extra server calls = $$ cost

🌐 Global RSID + Virtual RS

⚠️ Both need :

Common SDR+
Upfront tagging + extra effort



Different SDR?

Adobe Analytics Multi-Report Suite Tagging

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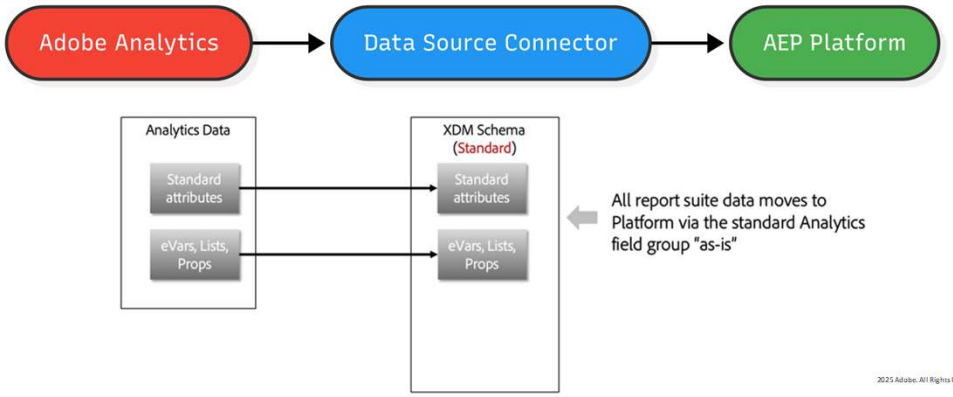
Analytics Source Connector

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



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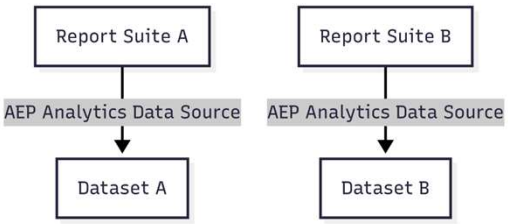
Step 1 : Analytics Data Source Connector



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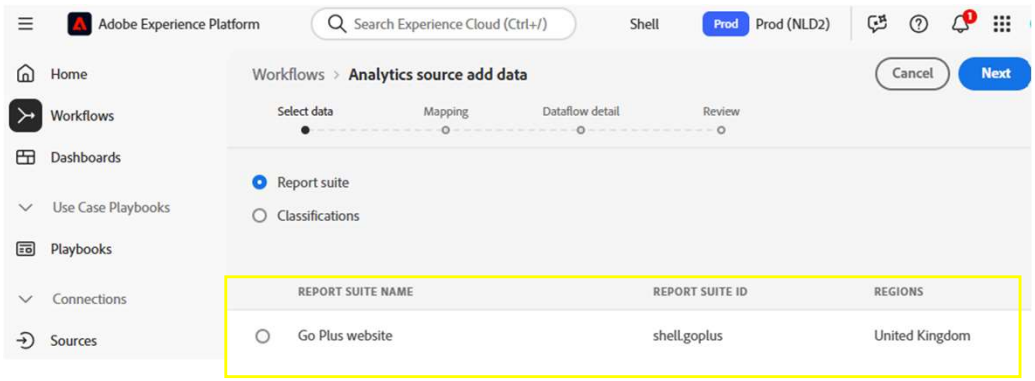
AA connector



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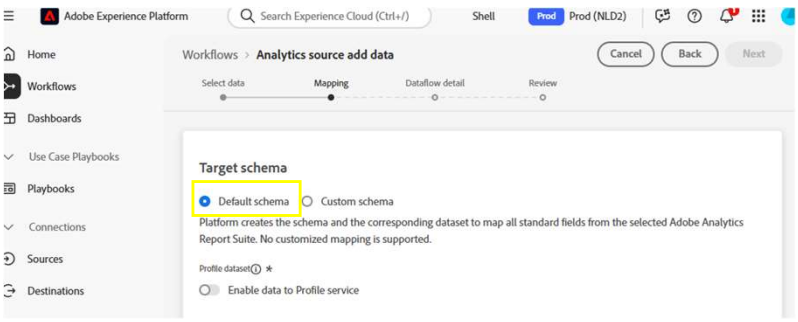
Default Schema



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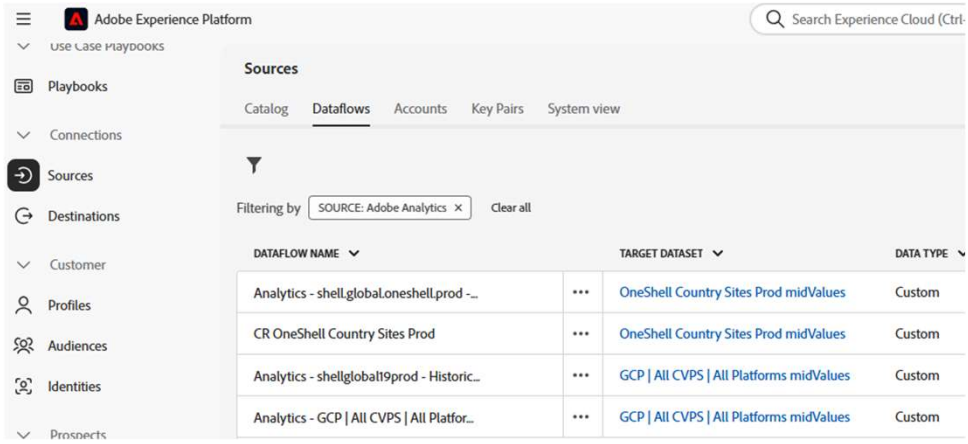
Dataflows automatically created



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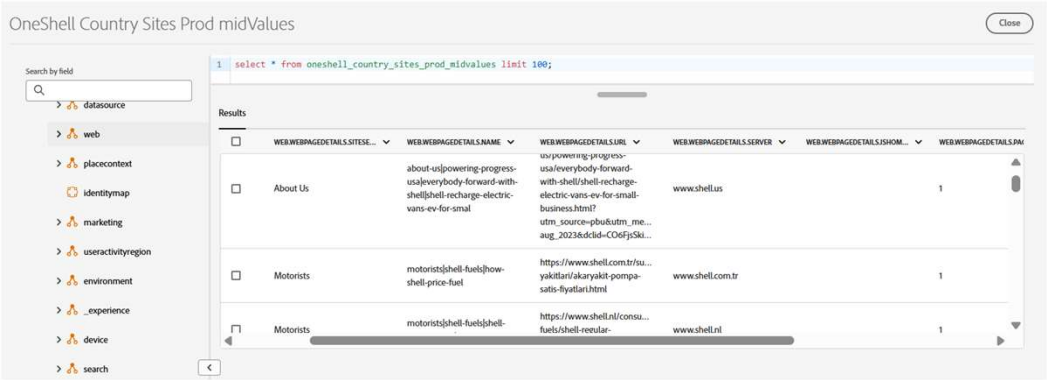
‘DataSet with suffix midValues’ automatically created –each RSIDs



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Create Unified Schema (SDR) / DataSet

Unified Schema/DataSet	=	Mobility - RSID1	+	OneShell - RSID2
dataSourceOrigin	=	'Mobility'	+	'OneShell'
shellDigitalAccountId	=	g.stitchedID.id	+	(from Identity Map)
marketCountry	=	from eVar5	+	from eVar1
pageName	=	g.web.webPageDetails.name	+	g.web.webPageDetails.name
pageURLFull	=	from eVar21	+	from eVar26

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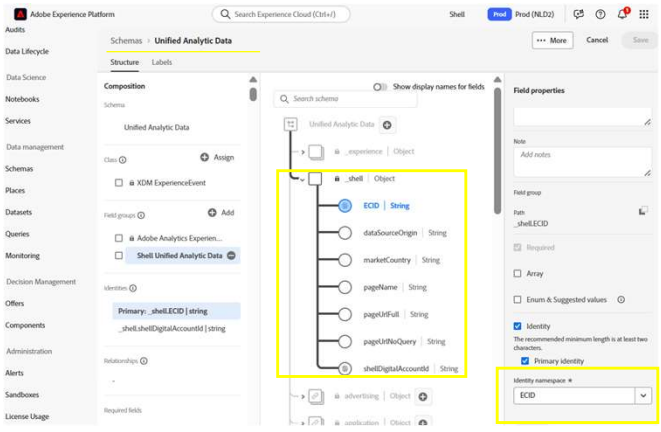
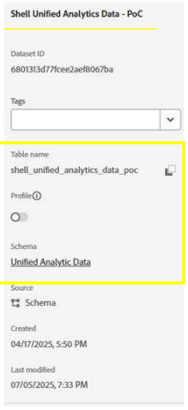
Created single Unified Schema and Dataset





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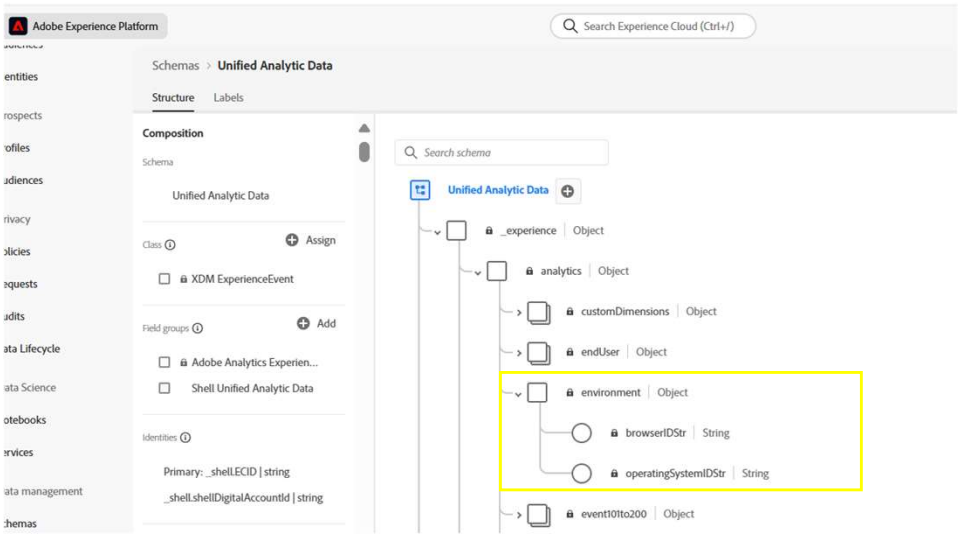
Environment OOB- browser / OS



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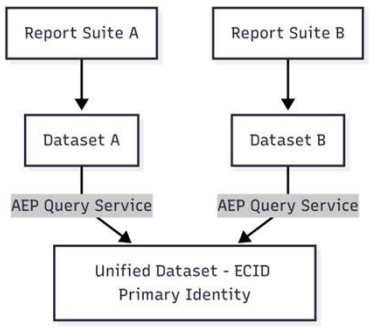
Step 2 : AEP Query Service



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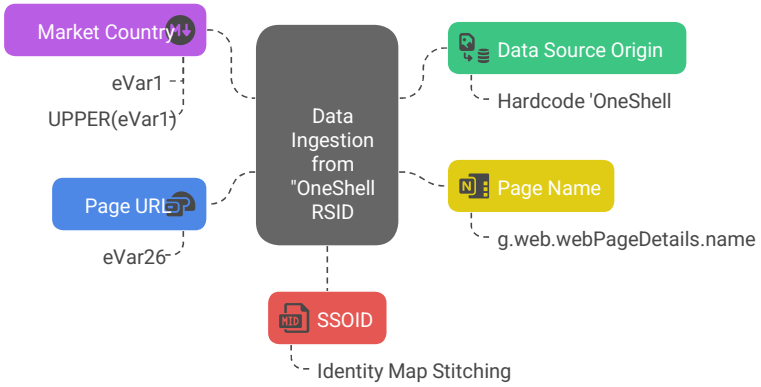
Unifying Data from "OneShell“ RSID1 to Unified dataset



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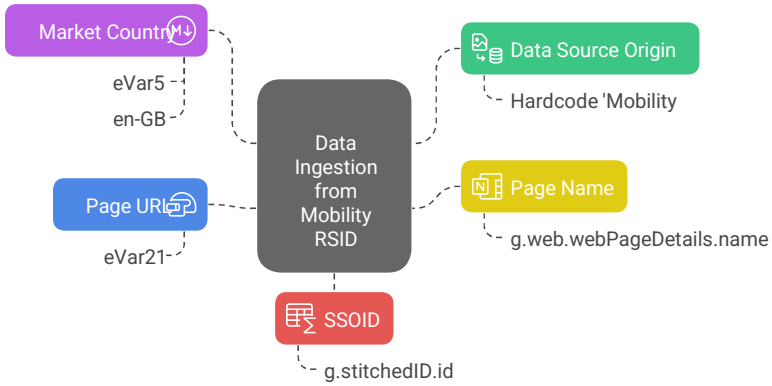
Unifying Data from “Mobility“ RSID2 to Unified dataset



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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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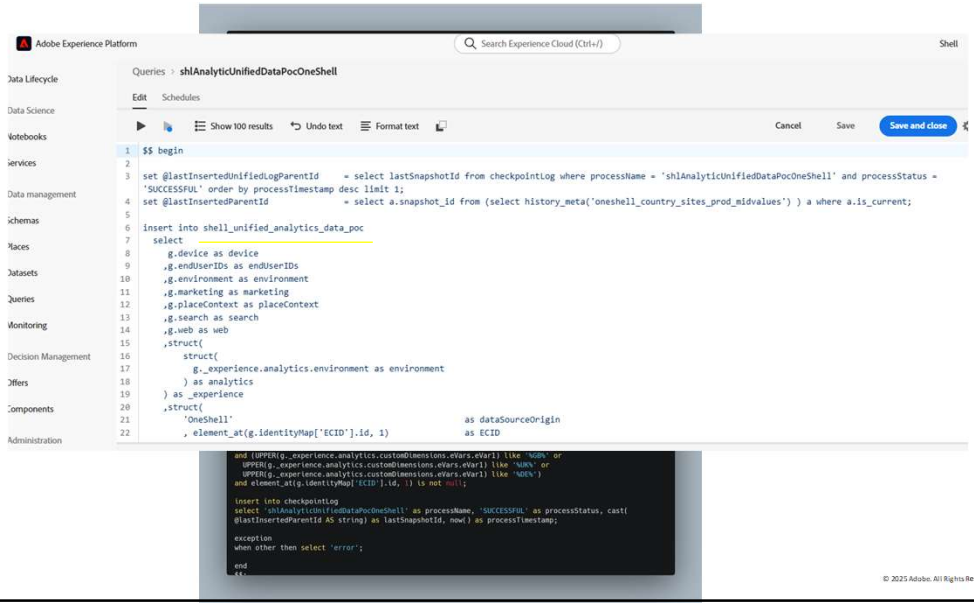
AEP query service- each RSID



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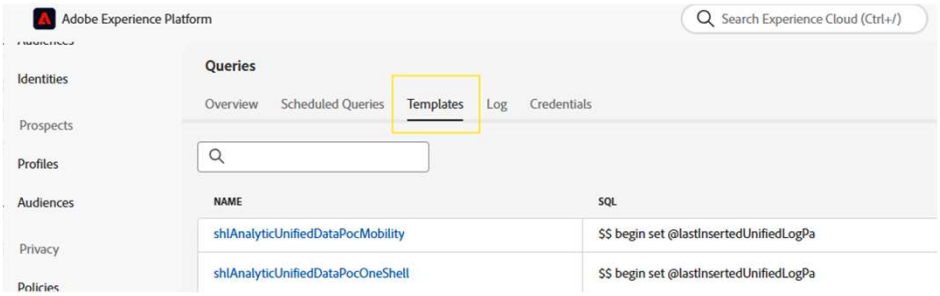
Query Service (ETL) reusable template Scalable



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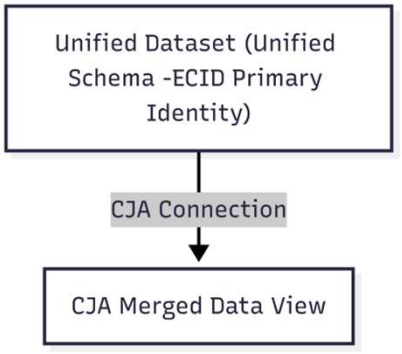
Step 3 : CJA Connection



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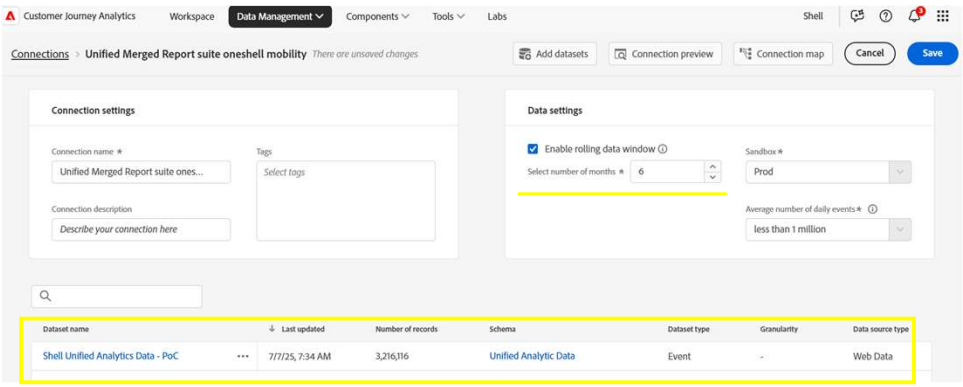
CJA Connection – Unified DataSet



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

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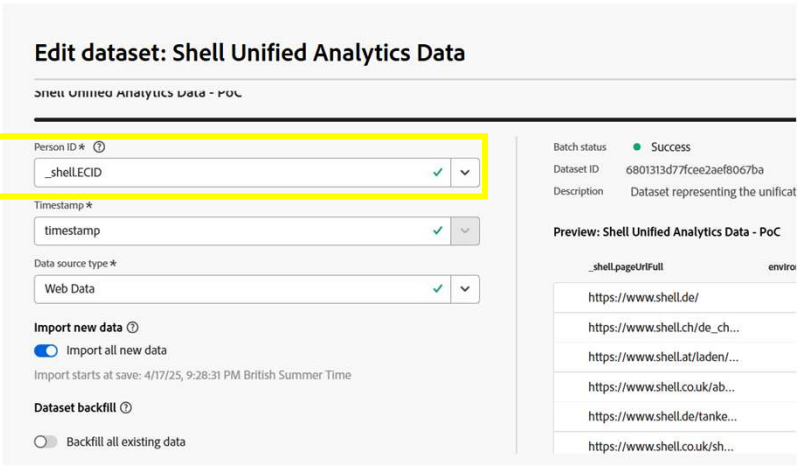
Person ID- ECID



using the field "*_shell.ECID*" as a "*PersonID*".

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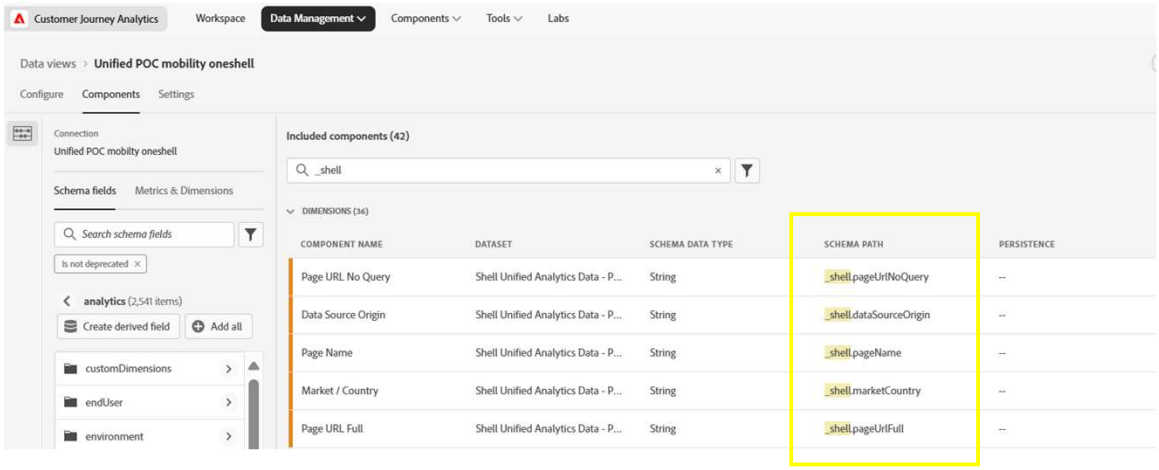
Data View CJA components – common fields



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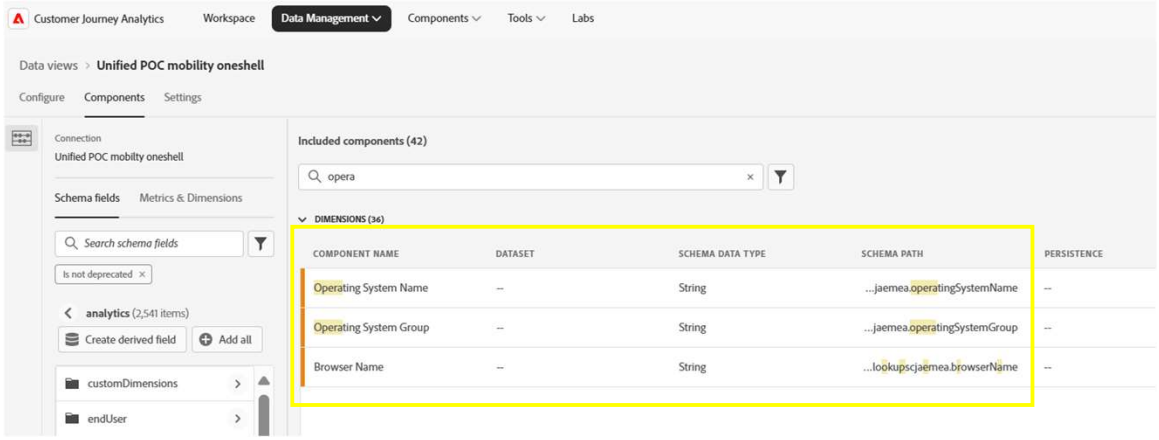
Data View CJA components – Lookup OS, browser



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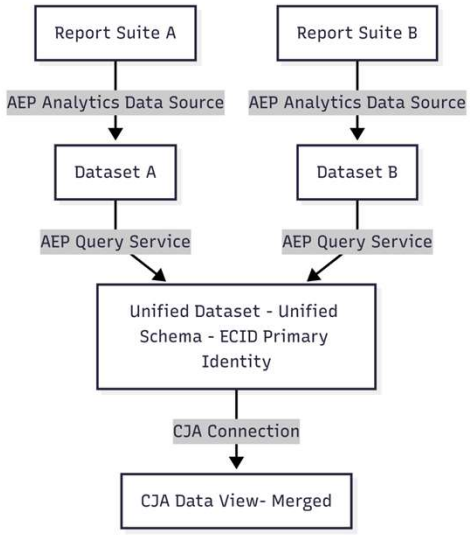
3 Steps: Unifying Multiple Report Suites Using CJA



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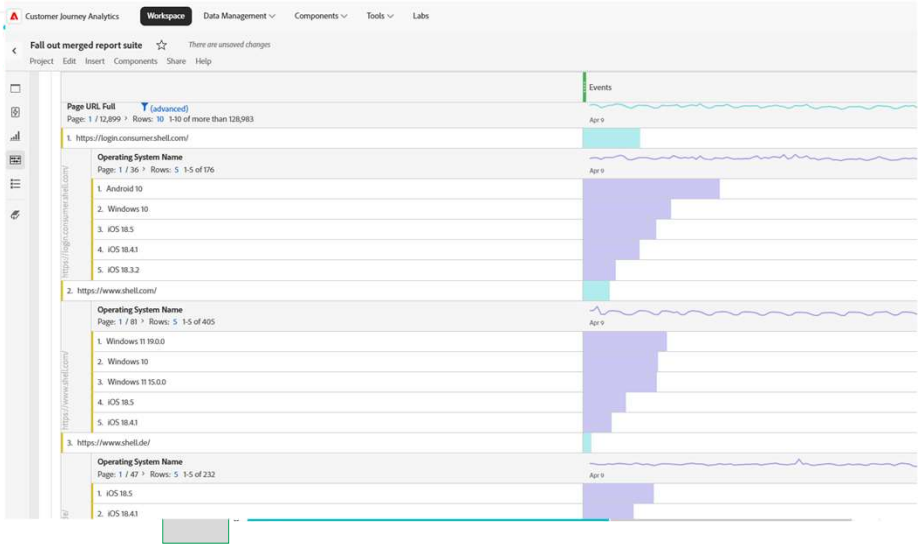
CJA- Merged report suites -across domain



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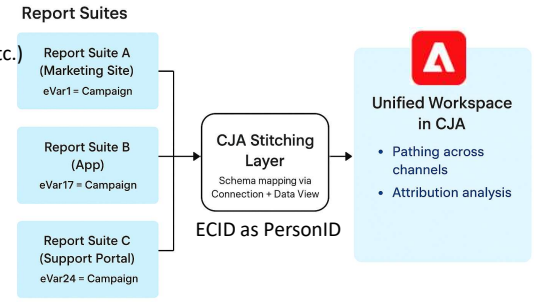
Summary - Merged Multiple Report Suites into One Unified Data View Using CJA

🎛️ 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



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