Automating AA Classifications & Customer Attributes via GCP & Python

Sumit Kumar
Shell

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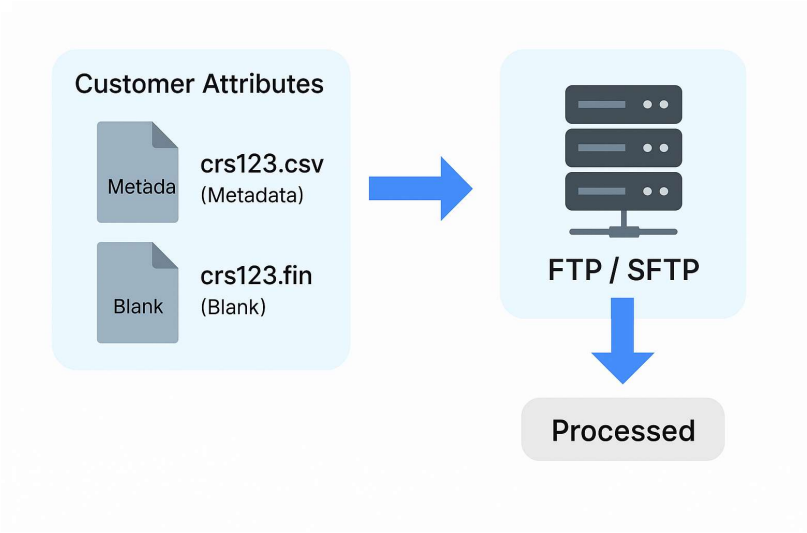
Classification Importer or Customer Attributes



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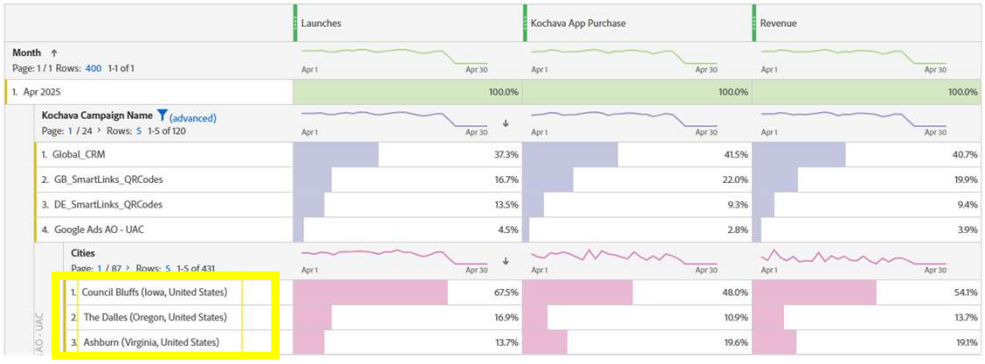
'Cities' Classification in Adobe Analytics

Issue: Default Geo 'City' dimension showed inaccurate data in AA

✓ Solution: Used Kochava device ID to classify city/country data via scheduled reports



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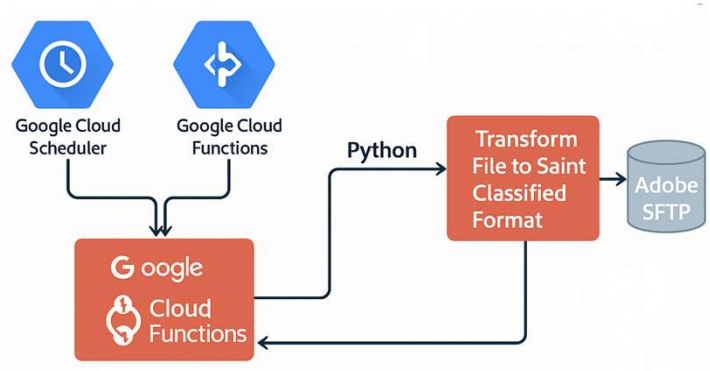
Automating 'City' Saint Classification Uploads

- Used GCP (Cloud Scheduler, Cloud Functions) to automate:
  - Adobe's SFTP file download
  - Transform to .tab/.fin files
  - Upload to Adobe SFTP
- Result: Accurate city campaign insights



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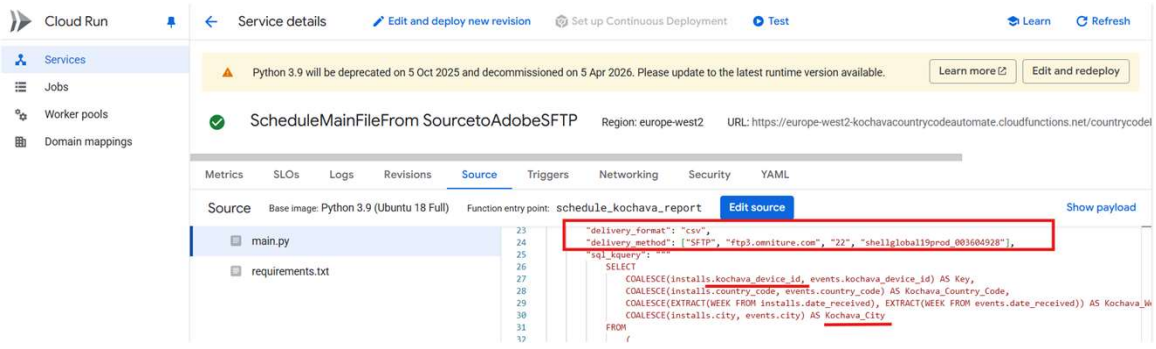
Cloud Function fetches Kochava Device ID & City via API



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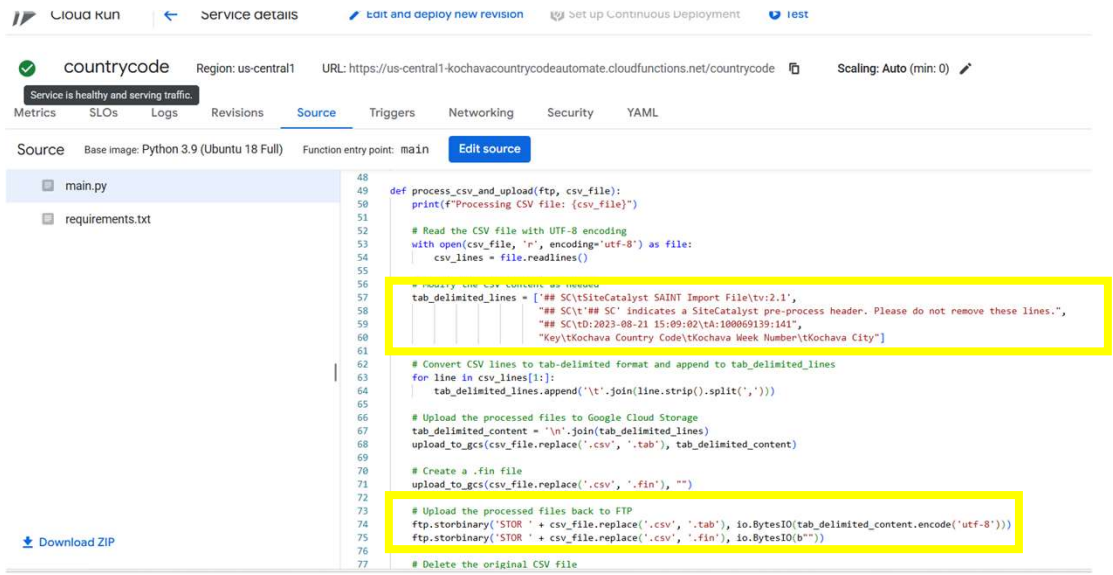
Automating 'City' Saint Classification : Transform data to .tab & .fin format



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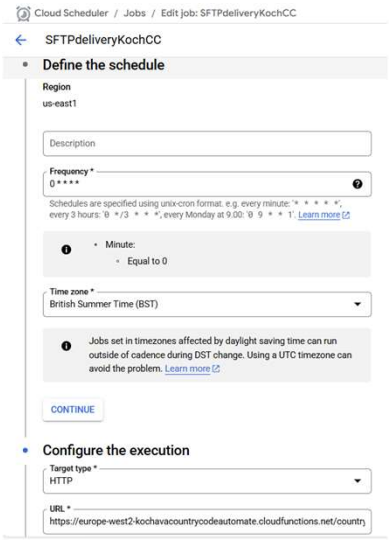
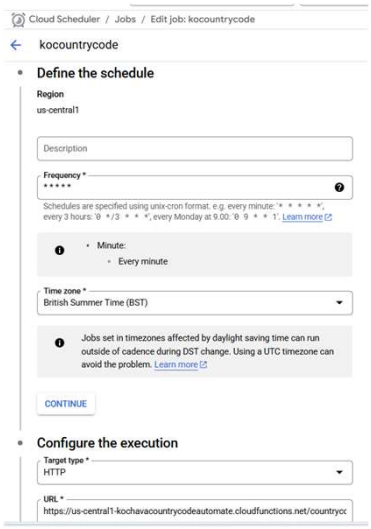
Cloud Scheduler automates periodic runs





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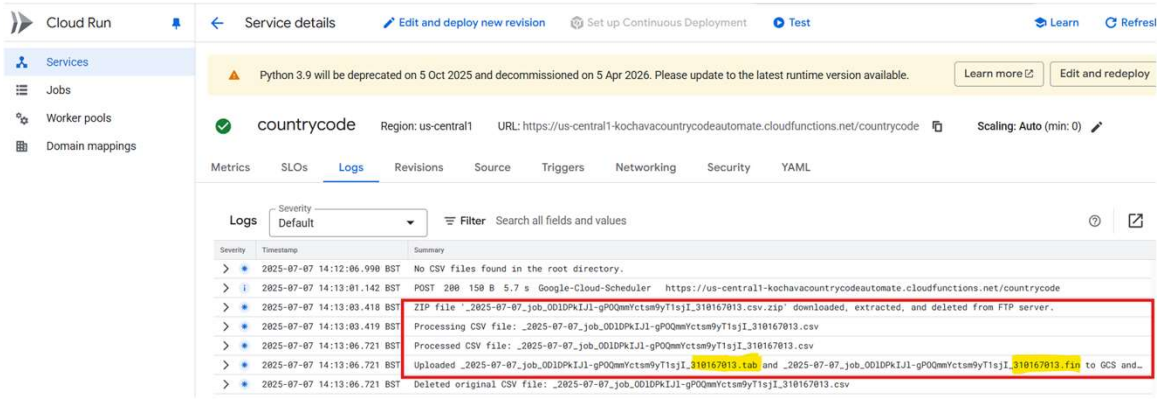
Validation Print Logs- Python



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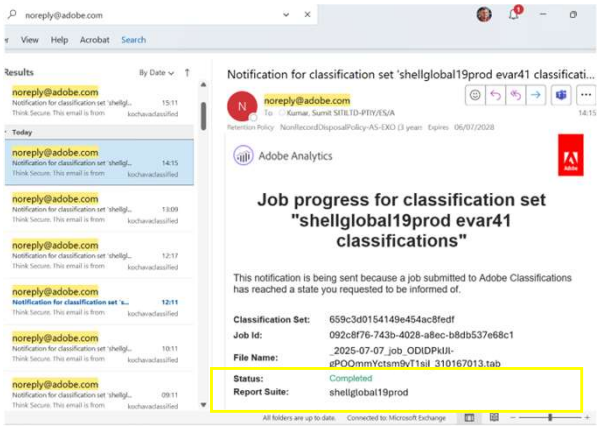
Validation File uploaded : Success

SFTP



Email

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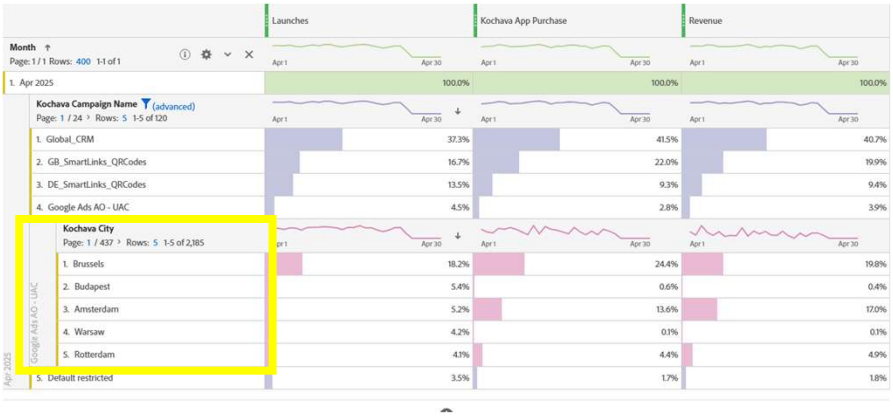
Fixed 'Market' in AA: Saint Classification Automation



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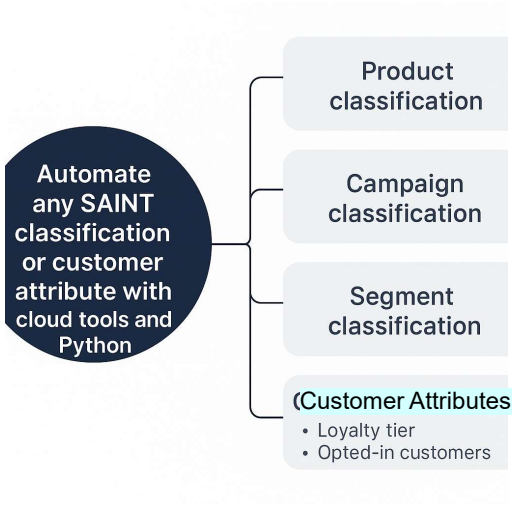
Summary: Automating Adobe Analytics Saint Classifications



⚡ End-to-end automation for classifications:

🛠️ Cloud Functions +Python: Upload metadata, transform data

🗓️ Cloud Scheduler: Schedule classification uploads

🚀 Adobe SFTP Integration: Auto upload .tab & .fin files

🎯 Result: No manual effort, faster insights, scalable process

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Bonus Tip: Update 100s of Launch Rules with Reactor API

🖱️ Browser Extension
• One click to update multiple rules
• Change conditions & actions across environments
• Simplifies bulk edits in Adobe Launch

🔗 Adobe Launch Reactor API
• REST API for Adobe Launch
• Fetch, update & publish rules programmatically
• Ideal for managing 100s of rules efficiently

⚡ **One Click → Update 100s of Rules Instantly**

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Thank you

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