

Monetate Analytics Cloud Overview

You must have a Snowflake account to use Monetate Analytics Cloud. Contact your dedicated Customer Success Manager (CSM) if you want to add this feature to your contract.

The Monetate Analytics Cloud data-sharing feature gives you direct access to the same raw data that Monetate uses to calculate in-platform analytics so that you can dissect it yourself to uncover new insights into your customers and your business.

This feature plugs directly into your existing data warehouse and has no access point or user interface in the Monetate platform. To set it up, your dedicated Monetate team works with your engineering team to integrate your Snowflake account with Analytics Cloud through the Snowflake Marketplace.

Available Data

The data that you can access with this feature falls into two main categories: experience configuration data, and session and interaction data. The data is updated every 24 hours.

Experience Configuration Data

The experience configuration data available through Monetate Analytics Cloud describes the structure and settings of your testing and personalization efforts that you've deployed to your site using Monetate. You can use this data to analyze all aspects of your company's personalization strategy, from the overall experience design to the specific variants shown to customers.

The data in this category includes the following:

- **Experience metadata** – Basic information about an experience that includes its name, type, status, and timing
- **Experience tags** – Any [labels](#) applied to an experience that can be used to quickly identify various aspects of its configuration and to organize and sort experiences
- **Splits** – The divisions of site traffic that qualified for the experience that are then assigned to variants of the experience
- **Variants** – The different [versions of the WHAT action\(s\)](#) shown to customers who qualified for the experience and who were divided into splits
- **Page events** – The interactions customers have with your site that are related to the experience

Experience configuration data provides a foundation for you to understand how your company's personalization strategy is implemented and organized.

Session and Interaction Data

The data in this category describes customer behavior and their interactions with your experiences. This information is essential for measuring how effective your company's personalization efforts are throughout the customer journey.

Session and interaction data includes the following:

- **Sessions** – Core information about the customer, including device and browser used to view your site, location, and time
- **Distinct page type** – The type of page on your site that the customer viewed, as passed to Monetate using the [setPageType](#) method in Monetate JavaScript API implementations or the [monetate:context:PageView](#) model in requests to the Engine API
- **First offer** – The variant assignment for each session and the timestamp when that session first qualified for each variant
- **Page events** – Details about when a customer triggered specific page events in a session
- **Purchase information** – Details about a completed transaction that includes the unique purchase ID, the currency used, along with the product ID, SKU, and price of each product purchased and the number of products purchased

Use this data to track the complete customer journey from the point when a customer was first exposed to an experience all the way to conversion, which then allows you to directly attribute business results to specific personalization efforts.

Refer to [Analytics Data Dictionary](#) for the database tables available via Monetate Analytics Cloud.