



Data Changes FAQ

Q: What is changing?

A: Due to changes being made by our data providers, we will no longer be providing Wordpress and Disqus data effective December 1st, 2016. Rules that include these two networks will continue to function, but will no longer collect data from Wordpress and Disqus. Historical data for both will remain in reports and Social Buzz filters. At this point there is no scheduled implementation of a workaround to provide this data. We will provide an update if/when an alternate option is identified.

Q: Do I have to take any action as part of these changes?

A: No, these changes will automatically be implemented in Adobe Social effective December 1st, 2016.

Q: Wordpress and/or Disqus data is important to us, will you be adding it back in eventually?

A: We are exploring alternative options for gaining access to this data and will provide an update if/when this becomes available.

Q: Is there an alternative option for pulling in or accessing Wordpress and/or Disqus data in Adobe Social?

A: Data collection and firehose accessibility within the social space is constantly evolving and we are evaluating new options to help you quantify your social presence across these platforms. We will provide an update if/when an alternate option is identified.

Q: How will this affect my existing reporting?

A: After the data sources are removed, you will no longer be able to retrieve mentions from Wordpress and Disqus. This does not affect mentions previously captured from these networks.

Q: Will my existing rules need to be updated?

A: No. Existing rules can remain the same. Only rules with Wordpress and Disqus will no longer capture mentions from those two networks.

Q: Does this mean listening overall will be removed eventually?

A: Wordpress and Disqus data is being removed from Social Buzz due to changes that were introduced by our data provider. Data collection and firehose accessibility is constantly evolving within the social space and we will continue to evaluate new options to help you quantify your social presence across platforms.

Q: What is Adobe Social's plan for Social Listening in 2017?

A: Social listening in particular is a mature space with many highly qualified, specialized vendors supporting customers looking for this particular tool set. Adobe Social is strategically focused on delivering improved content and data workflows for the social marketer. Our product will continue to support moderation and engagement of social feeds for keyword and hashtag based content in real-time feeds for monitoring a subject, brand or events. For deeper listening analysis of key topics or brands to inform market research, competitive analysis, brand health, etc. we are planning to collaborate with best-in-class partners to extend these capabilities rather than build directly into the Adobe Social toolset. More information on this will be provided as available.