Analytics: exclude specific customers from live data Closed - Not enough votes

- Chantalle de Heer
- **Forum name:** #Verbetervoorstellen

It's possible to exclude 'test data' in analytics, but we do a lot of 'live' testing in campaigns. It would be great if there was a way to exclude certain customers, based on e-mailadress/external id from all analytics data (including the Analytics Events API). This way we can do live tests even after the campaign has gone live (including when making changes in a live campaign), without messing up the e-mail results.

I'd want to request the same for checkpoints as well. The checkpoints should exclude the same customers as well when 'exclude test data' is selected. We should still be able to test a campaign checkpoint.

Extra feature: would be great if we can also select 'only show test data' in analytics dashboards. So we can switch data views: show all data (live + test), exclude test data (live), show test data only (test).

Comment (1)

Deployteq - Suzanne Martens
2 years ago

To keep our feature request list relevant and organized, this topic has been closed because it has been open for more than 6 months and has not received more than 3 votes in that time.