

imagine 2019

Adobe Experience Platform Launch & Magento

Intro to Client-Side Development on the Adobe Experience Platform

Lab Manual

Abstract

Mobile and web marketing technologies are growing by leaps and bounds. Learn how to simplify your use of JavaScript tags, advertising measurement tech, and marketing pixels using brand new tools now available to Magento Enterprise customers through the Adobe acquisition. While the principles we learn can apply to any Tag Management Platform, this lab will use Adobe Launch to install and practice the basics of Tag Management on a sample Magento website.

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Table of Contents

Implementing the Adobe Experience Cloud in Websites with Adobe Experience Platform Launch	3
Lab Overview	3
Prerequisites	3
About Launch	3
About the Lessons	3
Exercise 1: Install the Embed Code.....	4
Login to the Adobe Experience Cloud	4
Prerequisites	4
Go to Launch	4
Go to Magento	5
Exercise 2: Install Analytics.....	7
Go Back to Launch	7
Exercise 3: Create a Data Element	9
Go Back to Launch	9
Exercise 4: Create a Rule to Fire Beacons	10
Go Back to Launch	10
Exercise 5: Publish Your Changes	13
Go Back to Launch	13
Go Back to Magento Store	13
Exercise 6: Publish Your Changes	14
Go Back to Launch	14
Go Back to Magento Admin	17
Go Back to Launch	19
Go Back to Magento Admin	19
Go Back to Magento Storefront	20
Exercise 1: Set up for local development	21
Create your project folder	21
Run the scaffolding tool	21
Run the sandbox tool	21
Run the packager tool	21
Run the uploader tool	21
Appendix.....	22
Implementation Best Practices	22
Resources and Links.....	24

Implementing the Adobe Experience Cloud in Websites with Adobe Experience Platform Launch

Lab Overview

This lab is geared toward those that are interested in the first integration between Magento and Adobe's Marketing and Advertising Products.

Time permitting, by the end of this lab you should be able to:

- Login into the Adobe Experience Cloud
- Become familiar with Adobe.io Developer Portal
- Have an understanding of how Tag Management systems work and how to use them on Magento
- Get started creating extensions for Launch

Prerequisites

Some things you'll need in order to complete this lab.

- A stable test instance of Magento 2.2 or higher
- NPM version 5.2.0 or higher
- Node.js version 10.x.x or higher
- Access and login credentials to Adobe Experience Cloud

Also, it is assumed that you are familiar with front-end development languages like HTML and JavaScript. You do not need to be a master of these languages to complete the lessons, but you will get more out of them if you can comfortably read and understand code.

About Launch

Adobe Experience Platform Launch is the next generation of website tag and mobile SDK management capabilities from Adobe. Launch gives customers a simple way to deploy and manage all of the analytics, marketing, and advertising solutions necessary to power relevant customer experiences. There is no additional charge for Launch. It is available for any Adobe Experience Cloud customer.

About the Lessons

We plan to cover some of the basics of Tag Management and will be using Adobe's Tag Management system, however the principles should apply to any Tag Management system available on the market. We also plan to do a brief overview of Extension Development on Adobe's Tag management Platform and give you the basics to get started building your own Extensions for the product

Exercise 1: Install the Embed Code

Login to the Adobe Experience Cloud

In this exercise, you will create your first Launch property and deploy it to Magento.


A “property” is basically a container that you fill with extensions, rules, data elements, and libraries as you deploy tags to your site.

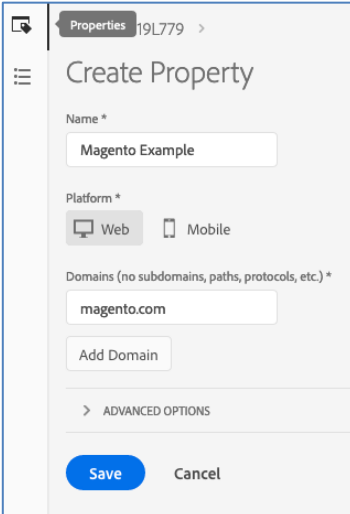
Prerequisites

In order to complete the next few lessons, you must have access to Adobe Experience Cloud and by assigned permissions to Develop, Approve, Publish, Manage Extensions, and Manage Environments in Launch. If you are unable to complete any of these steps because the user interface options are not available to you, reach out to your Experience Cloud Administrator to request access. For more information on Launch permissions, see [the documentation](#).

Go to Launch

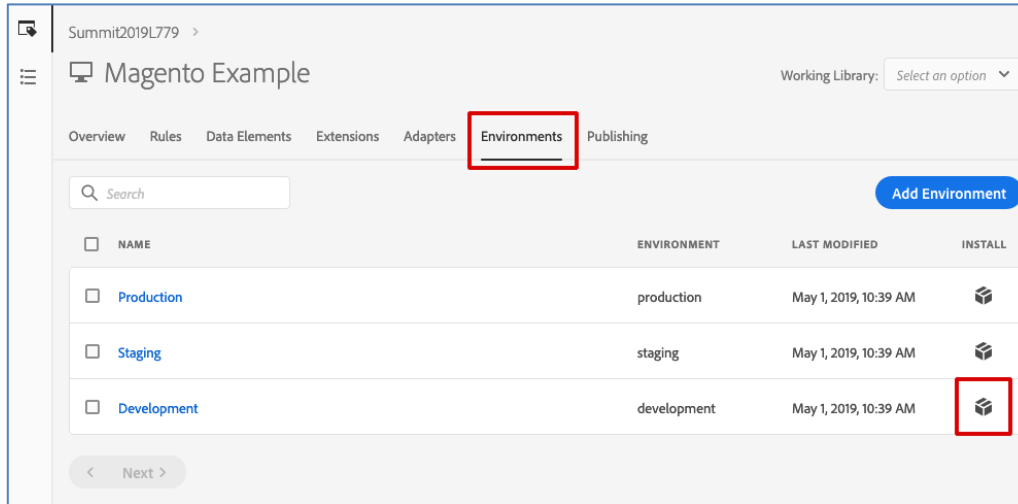
To get to Launch

1. Log into the [Adobe Experience Cloud](#)
2. Click the  icon to open the solution switcher and choose “Activation”
3. Click on the icon to go to “Launch”
4. Give the Property a Name and your domain and hit “Save”



5. Search or click on the newly Created property

6. Navigate to the “Environments” tab



7. Click the “Install Icon to show the JavaScript Embed Code
8. Copy the code snippet

Go to Magento

9. Login to your Magento Admin Console
10. Navigate to “Content” => Design, “Configuration” => Select your Store View and click “Edit”
11. With your correct Theme applied, expand the “HTML Head” section

12. Paste the code snippet into the “Scripts and Sheets” field

Default Store View

HTML Head

Favicon Icon

Maximum file size: 2 MB. Allowed file types: JPG, GIF, PNG, ICO, APNG.
Not all browsers support all these formats!

Default Page Title

Page Title Prefix

Page Title Suffix

Default Meta Description

Default Meta Keywords

Scripts and Style Sheets [Use Default Value](#)

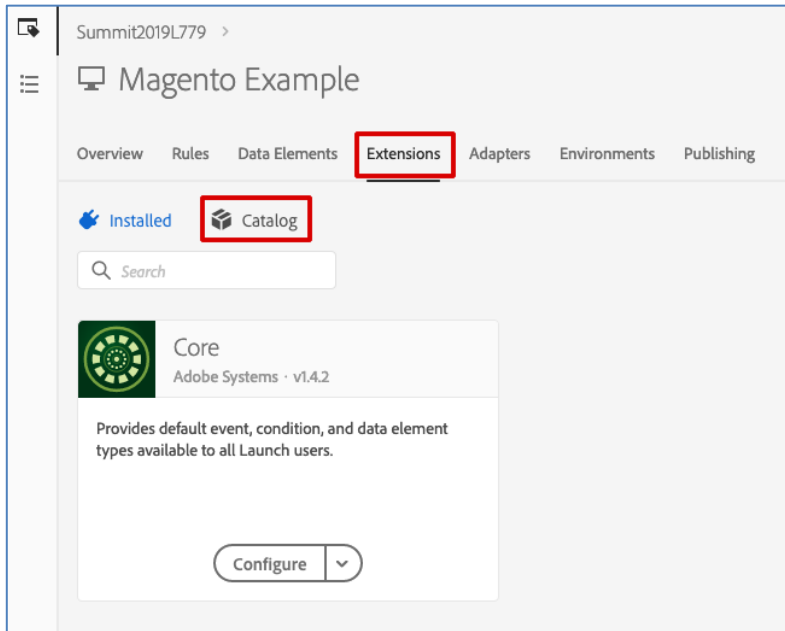
This will be included before head closing tag in page HTML.

13. Clear or flush your Magento cache if necessary and confirm the Storefront now has the new code snippet.
NOTE: the URL in the embed code does not yet have a file to be downloaded. This will be covered later in the lab.

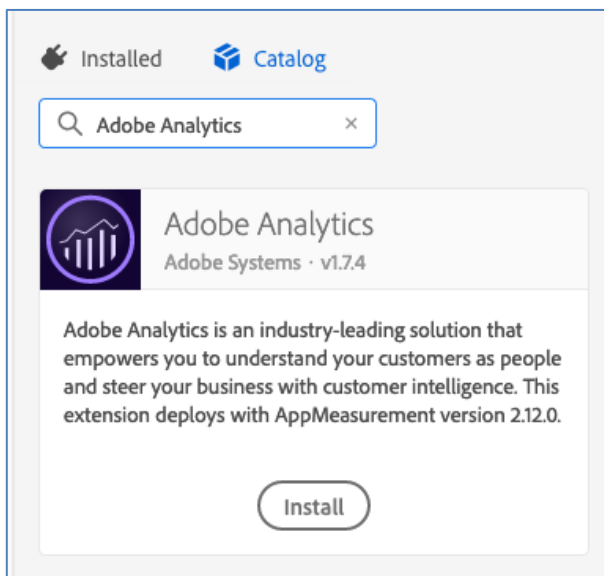
Exercise 2: Install Analytics

Go Back to Launch

1. Navigate back to Launch (shortcut: <https://launch.adobe.com/>)
2. Navigate to the “Extensions” tab
3. Click on the “Catalog” button

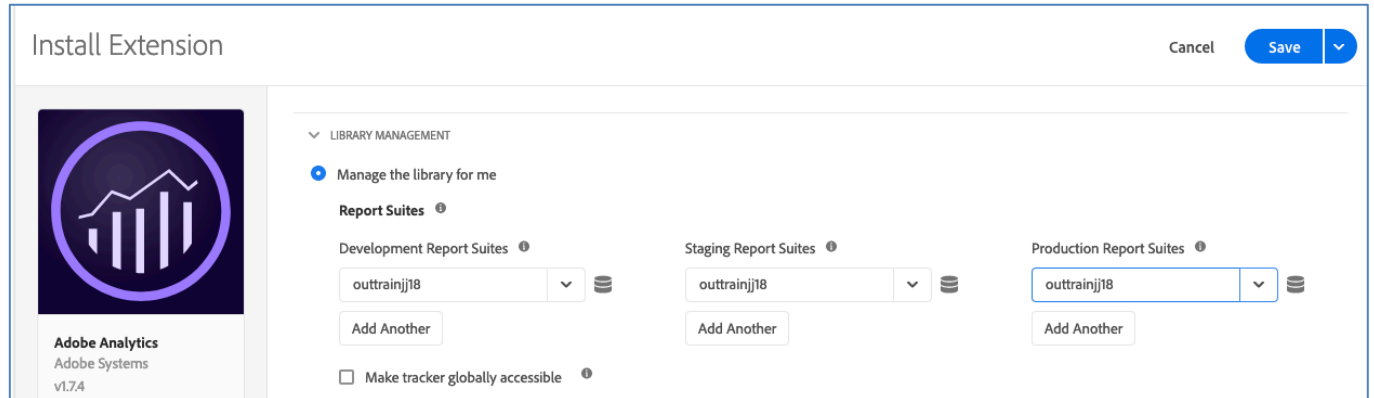


4. Search or locate the “Adobe Analytics Extension”

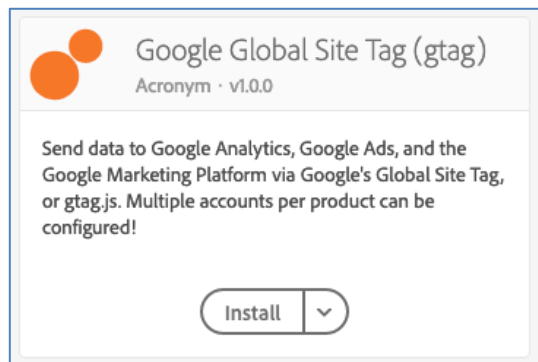


5. Click “Install”

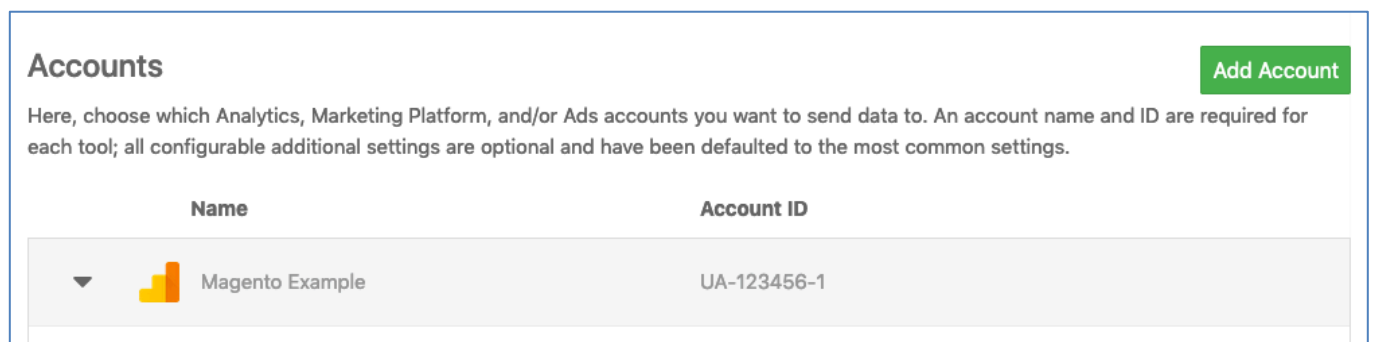
- In the “Report Suite” sections enter the following string for all 3 development, staging, and production:
outrainjj18



- Click ‘Save’
- Navigate back to the “Catalog” and this time search for “Google” You will notice there are multiple Google Extensions
- Click “Install” on the one labeled “Google Global Site Tag”



- Click “Add Account” to add your Google Analytics Account

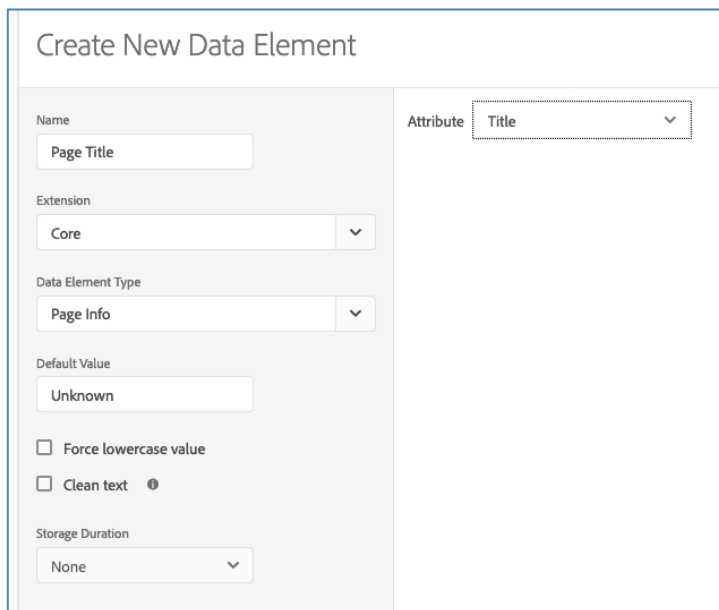


- Click Save

Exercise 3: Create a Data Element

Go Back to Launch

1. Navigate back to Launch and select the “Data Elements”
2. Create a New Data Element
3. Give it a name like “Page Title”
4. Leave the Extension as “Core”
5. From the drop-down labeled “Data Element Type” Select “Page Info
6. Enter a default value of “Unknown”
7. From the drop-down labeled ‘Attribute” select the option “Title”
8. Click the “Rules” tab and then click the button to “Create New Rule”
9. Give the Rule a name like “Page Load Tracking”



The screenshot shows the 'Create New Data Element' form in Google Analytics. The form is divided into two main sections. The left section contains the following fields and options:

- Name:** A text input field containing 'Page Title'.
- Extension:** A dropdown menu with 'Core' selected.
- Data Element Type:** A dropdown menu with 'Page Info' selected.
- Default Value:** A text input field containing 'Unknown'.
- Force lowercase value:** An unchecked checkbox.
- Clean text:** An unchecked checkbox with an information icon.
- Storage Duration:** A dropdown menu with 'None' selected.

The right section contains the **Attribute** dropdown menu, which has 'Title' selected.

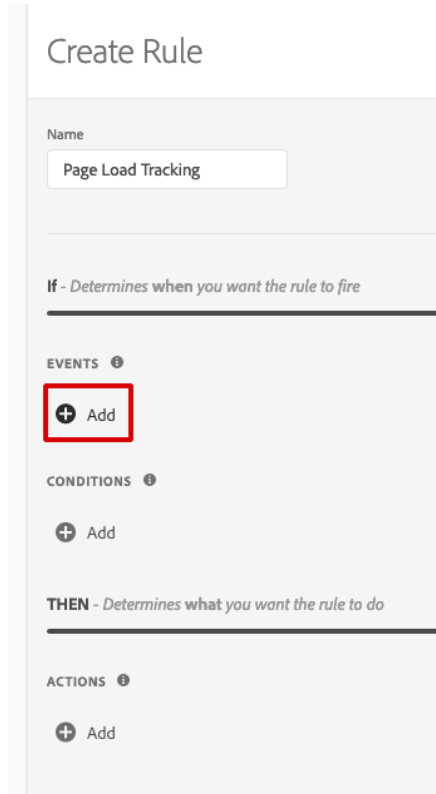
10. Click “Save”

[SEE APPENDIX ABOUT DATA LAYERS & BEST PRACTICES]

Exercise 4: Create a Rule to Fire Beacons

Go Back to Launch

1. Navigate back to Launch (shortcut: <https://launch.adobe.com/>)
2. Click the “Rules” tab and then click the button to “Create New Rule”
3. Give the Rule a name like “Page Load Tracking”
4. Under the “IF” section add a new Event to trigger this rule



Create Rule

Name

Page Load Tracking

If - Determines when you want the rule to fire

EVENTS ⓘ

+ Add


CONDITIONS ⓘ

+ Add

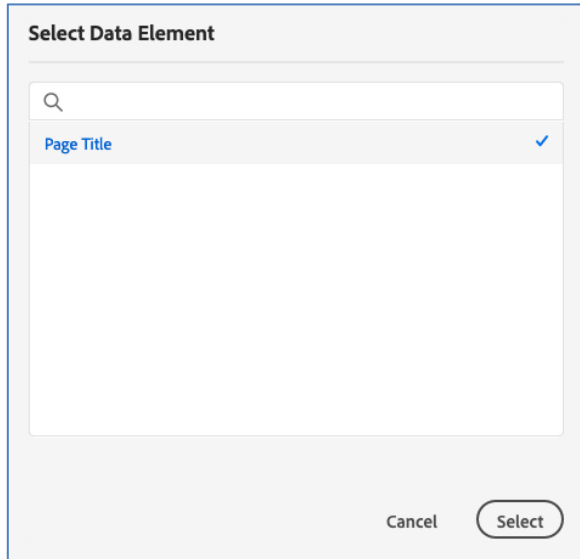
THEN - Determines what you want the rule to do

ACTIONS ⓘ

+ Add

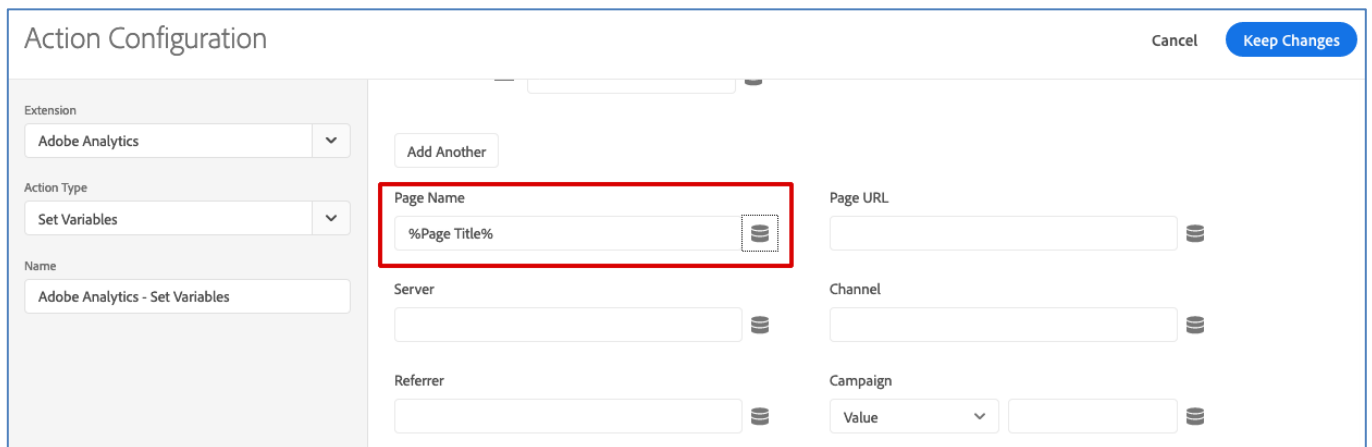
5. Leave the “Extension” as Core but for the “Event Type” on the left select “Library Loaded (Page Top)”
6. Click “Keep Changes”
7. Click to add an “Action” under the ‘Then’ section
8. From the Extension drop-down choose “Adobe Analytics”
9. In the Action Type choose “Set Variable”
10. Scroll down to the field labeled “Page Name” and click the DB icon  to set the value

11. Choose the Data Element you created in the previous exercise





The "Select Data Element" dialog box is shown. It has a search bar at the top with a magnifying glass icon. Below the search bar, the text "Page Title" is displayed with a blue checkmark to its right. At the bottom of the dialog, there are two buttons: "Cancel" and "Select".



12. Click "Select" and then "Keep Changes"



The "Action Configuration" dialog box is shown. It has a "Cancel" button and a "Keep Changes" button in the top right corner. On the left, there are three sections: "Extension" with a dropdown menu set to "Adobe Analytics", "Action Type" with a dropdown menu set to "Set Variables", and "Name" with a text field containing "Adobe Analytics - Set Variables". In the center, there is a red-bordered box containing the "Page Name" field, which has the value "%Page Title%" and a database icon to its right. Below this, there are fields for "Server", "Referrer", "Page URL", "Channel", and "Campaign". Each of these fields has a database icon to its right. The "Campaign" field has a "Value" dropdown menu next to it.



13. Now add a new action to send the beacon. Click the  to add an additional action to the rule.
14. Again Select "Adobe Analytics" as the Extension
15. Choose "Send Beacon" as the action type and leave the default settings and click save.
16. Add yet another action to the rule by again clicking the plus sign.
17. This time choose "Google Global Site Tag" as the Extension and choose "Send a page view"
18. Enter the variable name of "page_title" and once again click the Data Element Viewer to set the value to the Data Element we created.


 Magento Example



▼ Custom Data Fields

Below you can map any additional fields (e.g. page title, path, custom dimensions etc.) that will be included with future page views and events, unless overwritten elsewhere. [Learn more.](#)

<input type="text" value="page_title"/> 	<input type="text" value="%Page Title%"/> 
---	---

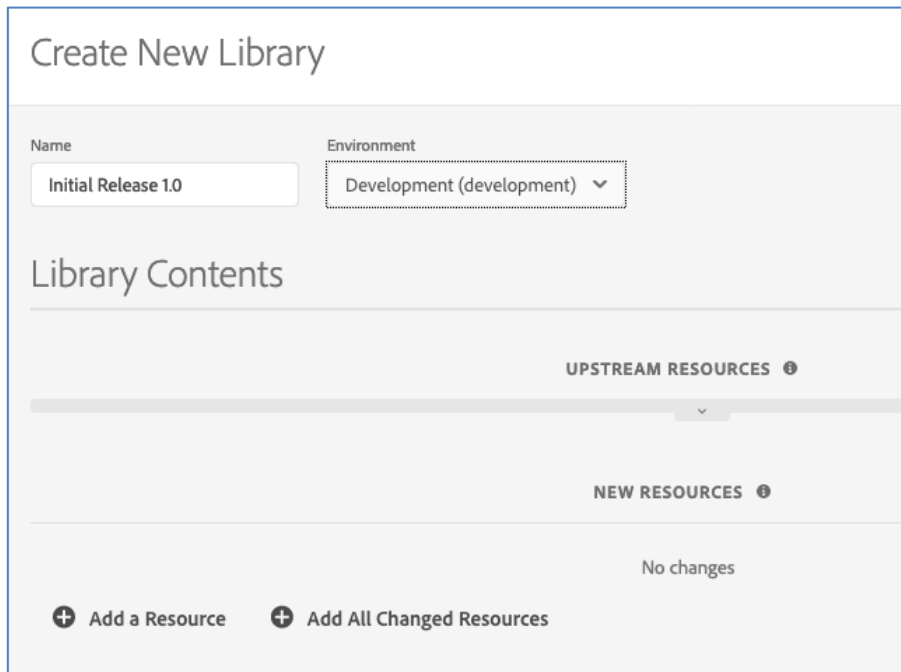
 New Field

19. Click “Keep Changes”
20. Click “Save” to save this new rule.

Exercise 5: Publish Your Changes

Go Back to Launch

1. Navigate back to Launch and click on the “Publishing” tab
2. Click “Add New Library” button
3. Give the library a name similar to what you might put for a GitHub release tag like “Initial Release 1.0”
4. Select the “Development” environment
5. Click the button at the bottom called: “Add All Changed Resources”



Create New Library

Name: Initial Release 1.0

Environment: Development (development) ▼

Library Contents

UPSTREAM RESOURCES ⓘ

NEW RESOURCES ⓘ

No changes

+ Add a Resource + Add All Changed Resources

6. Click the blue button called “Save and Build for Development”
7. When the icon turns “Green” the Library has been built and deployed to Akamai’s global CDN in your development environment.

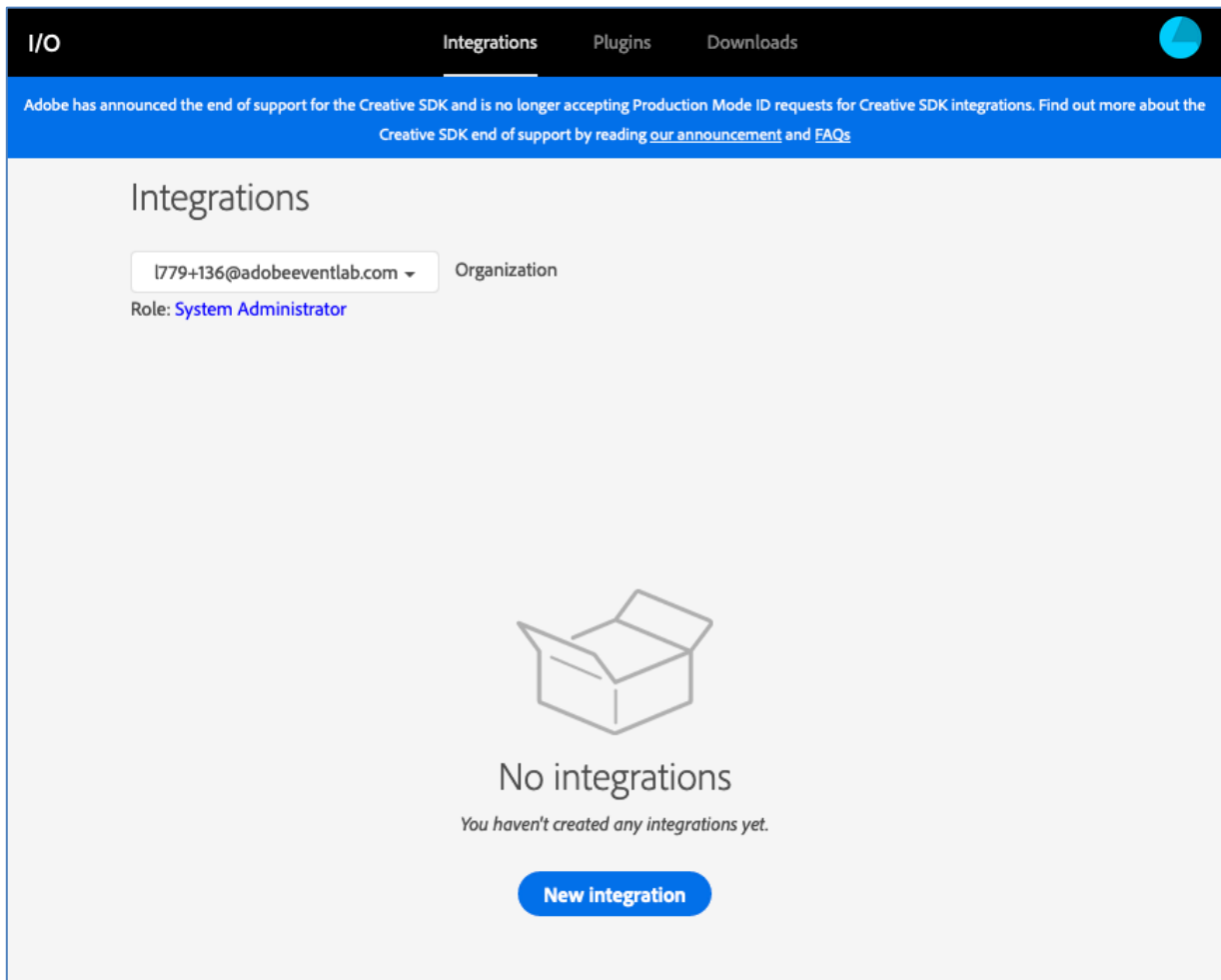
Go Back to Magento Store

8. Navigate to the Magento Store Front and use the Browser Developer Tools/Console to confirm the beacon calls being sent.

Exercise 6: Publish Your Changes

Go Back to Launch

1. Navigate to <https://www.adobe.io/>
2. Click the button to the Developer Console
3. Click the link to go to the “Integrations” and then the button to create a new integration




4. Choose “Access an API”

5. Choose “Experience Platform Launch API” and click “Continue”


Create a new integration

Select the Adobe service you wish to integrate with.


Summit2019L779 ▾

**Adobe Experience Platform**


- ☐ Experience Platform API
- ☒ Experience Platform Launch API

**Adobe Sensei**


- ☐ Content AI (Beta)
- ☐ Visual search by Typekit

**Adobe Services**


- ☐ I/O Events
- ☐ I/O Management API
- ☐ User Management API

**Creative Cloud**

- ☐ Adobe Stock
- ☐ Creative SDK
- ☐ Dimension Services
- ☐ Dimension Services - Creative Cloud Automation Services
- ☐ Lightroom / Camera Raw API
- ☐ Lightroom / Camera Raw API - Creative Cloud Automation Services
- ☐ Photoshop API
- ☐ Photoshop API - Creative Cloud Automation Services
- ☐ Task Queue Manager
- ☐ Typekit Platform

**Document Cloud**

- ☐ PDF Services

**Experience Cloud**

- ☐ Adobe Analytics
- ☐ Adobe Campaign
- ☐ Adobe Target
- ☐ Automated Forms Conversion
- ☐ Cloud Manager
- ☐ GDPR API
- ☐ Journeys
- ☐ Places
- ☐ Smart Content

6. Open a Terminal Window
7. Navigate to where you want to store your key and execute the following command:

```
openssl req -x509 -sha256 -nodes -days 365 -newkey rsa:2048 -keyout private.key -out adobe-io-public.crt
```
8. Complete all of the terminal prompts

9. Upload your CRT file to the Adobe.io console

Create a new integration

Integration Details

Name


Magento Lab Demo


6 to 25 characters

Description

Magento Lab Demo

6 to 1000 characters


Public keys certificates 



Drag and drop your file or
[Select a File](#) from your computer


You can add 1 more file(s)


Certificates


Name	Size	Actions
adobe-io-public.crt	0.001 MB	 Remove


Experience Platform Launch API Configuration


Select a role for Experience Platform Launch API


 Admin ☒

 IT Admin

 Developer

 Approver

 Publisher

 Extension Developer

10. Select “Admin” as the permission group or role to assign to this integration

11. Select the “Launch Lab User” user product profile to give this integration access to.

- Click “Create Integration” and “Continue to Integration”

Magento Lab Demo

[Overview](#) [Insights](#) [Services](#) [Events](#) [JWT](#) [Delete](#)

Client Credentials

API Key (Client ID)
4abba9633cf240f2951676c21850a985 [Copy](#)

Technical account ID
486A0FAF5CC9FE960A495FE9@techacct.adobe.com [Copy](#)

Technical account email
b7e6946a-f88c-4d79-bd04-046444eb5811@techacct.adobe.com [Copy](#)

Organization ID
22540A235C3737470A495ECC@AdobeOrg [Copy](#)

Client secret
[Retrieve Client Secret](#)

Integration Details

Name

6 to 25 characters

Description

6 to 1000 characters

[Update](#)

Public keys

FINGERPRINT	EXPIRY DATE	
9c8c803f7a772233db8e3d93a3b770afb68c88e	Apr 30, 2020	Delete

[Add a public key](#)

Details

Integration type Service Account	Created on May 1, 2019
Last updated on May 1, 2019	

Go Back to Magento Admin

- Leave this window open and launch a new browser tab
- Navigate the new tab to the Magento Admin and login
- Navigate to “Stores” => “Configuration”
- See that the “Adobe Experience Platform” Extension for Magento is installed. Select it to show the configuration
- Paste the details from the Adobe.io Console Window into the configuration fields in Magento
- For the JWT Token field, navigate in Adobe.IO to the tab labeled “JWT”
- In the bottom field, you need to paste in the contents of your PRIVATE key that we generated in terminal in the previous steps

Generate your JWT

JWT payload

```

1 {
2   "exp": 1556828191,
3   "iss": "22540A235C3737470A495ECC@AdobeOrg",
4   "sub": "486A0FAF5CC9FE960A495FE9@techacct.adobe.com",
5   "https://ims-na1.adobelogin.com/s/ent_reactor_admin_sdk": true,
6   "aud": "https://ims-na1.adobelogin.com/c/4abba9633cf240f2951676c21850a985"
7 }

```

Paste private key

```

NNFIYs7C/Z325qFa3vHRRK48R1zudyL68UPw5QuhUTK+OCNBWwW388NtX+LHa4FY
vYr9pwaXDtlmfjxZsfCDBHijMvmGxglHZSsRbri9ExM2MAatT6MUND722OWifo9
fhNHYO7sYCE=
-----END CERTIFICATE-----

```

Generate JWT

- Click “Generate JWT” button
- Paste the token back in the Magento Admin Console

?
Save Config

API Credentials

Adobe Org ID

22540A235C3737470A495ECC@AdobeOrg

The Adobe Org ID associated with the Adobe I/O Integration.

Client ID

4abba9633cf240f2951676c21850a985

The client ID (API Key) associated with the Adobe I/O Integration.

Client Secret

.....

The client secret associated with the Adobe I/O Integration.

JWT (JSON Web Token)

BnrQy_YZYvuoAGfCX18XfKAMLYK4Cjd_pryVfgMT2mKHFCUhh1ZMYR8zztjgV1oYEEWVpEyeF8mipWOYf71dj_Vz9J99tEk7ZvPlnClzX4n7TVzVFlim_zZF_AL1XfQPZ0yajGj_lhWHKtzWBgb2wvyrx886CTK_y1du_OZg8fSC6ZX7FLa8-0cBxuHH9QTlwBEEBKw

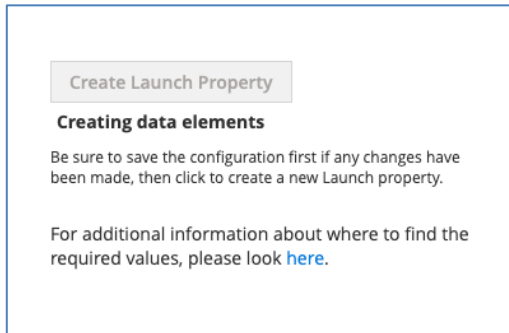
The JWT associated with the Adobe I/O Integration.

Launch Configuration

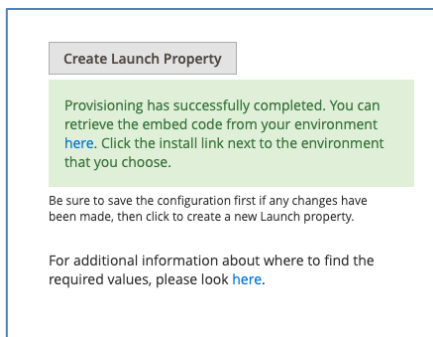
Adobe Analytics Configuration

- Click “Save Config”


23. Expand the “Launch Configuration” and the Analytics Configuration Sections
24. Give the Property a Name like “Luma Store”
25. Enter the same Analytics report suite ID we used in the previous exercise: **outrainjj18**
26. Click “Save Config”
27. Click on the left side to go to “Launch Provisioning”
28. Click the “Create Launch Property” button. You will see it is using the APIs to setup and provision an installation of Adobe tools



29. If everything worked, you should get a success message



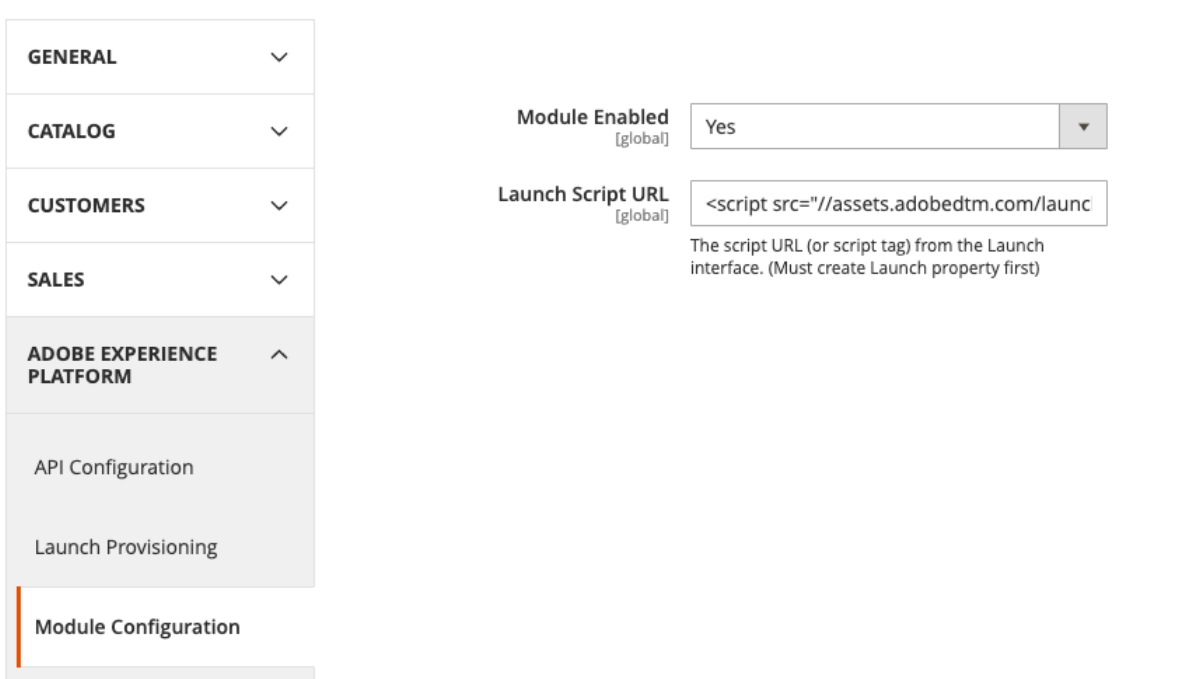
Go Back to Launch

30. Navigate back to the Launch UI and search for the new property you just provisioned
31. Click through and see all the entries that were setup and created for you.
32. Click on the “Environment” tab and click the install icon  for the “Development” environment.
33. Copy the code snippet from this new property

Go Back to Magento Admin

34. Click on the “Module Configuration” option in the left-hand navigation

35. Paste the code snippet in the field labeled “Launch Script URL” and enable the module.



The screenshot displays the Adobe Experience Platform configuration interface. On the left is a sidebar with a menu containing the following items: GENERAL, CATALOG, CUSTOMERS, SALES, ADOBE EXPERIENCE PLATFORM (which is expanded to show sub-items: API Configuration, Launch Provisioning, and Module Configuration), and a red vertical bar at the bottom. The main content area on the right is titled 'Module Configuration' and contains two settings: 'Module Enabled' with a dropdown menu set to 'Yes', and 'Launch Script URL' with a text input field containing the code snippet '<script src="//assets.adobedtm.com/launc'. Below the input field is a descriptive note: 'The script URL (or script tag) from the Launch interface. (Must create Launch property first)'.

GENERAL	▼
CATALOG	▼
CUSTOMERS	▼
SALES	▼
ADOBE EXPERIENCE PLATFORM	^
API Configuration	
Launch Provisioning	
Module Configuration	

Module Enabled [global] Yes ▼

Launch Script URL [global] <script src="//assets.adobedtm.com/launc

The script URL (or script tag) from the Launch interface. (Must create Launch property first)

36. Navigate back to “Content” => “Design Configuration” and edit your store front theme
37. Delete the embed code we placed previously in an earlier exercise. (We do not want two installations on the same site)
38. Clear the Magento Cache

Go Back to Magento Storefront

39. Refresh the page and confirm you are seeing network calls to Adobe Analytics

Get started with extension development

Exercise 1: Set up for local development

Create your project folder

1. Create a folder on your computer from your Terminal or file manager
2. From your Terminal (command line prompt) change directories to the project folder (i.e.: `cd /my-project`)

Run the scaffolding tool

3. From your Terminal, run `npx @adobe/reactor-scaffold`
4. Follow the prompts and answer the questions as-needed for your extension project. For details on each part of an extension project, please see the [extension developer documentation](#) and the sample extensions in the *Developer Resources and Links* under [Resources and Links](#)
5. Add any code to your views or library modules required for your extension to function

Run the sandbox tool

6. To test your extension views or library modules locally, we provide the sandbox utility. To run the sandbox, run `npx @adobe/reactor-sandbox`
7. For help running and configuring the sandbox, see Developer Resources and Links or the [sandbox page](#) on npm

Run the packager tool

8. After your extension is functioning as-expected in your local sandbox, you can prepare your extension package for uploading to our system. Using the packager tool, simply run `npx @adobe/reactor-packager` from the root of your project folder

Run the uploader tool

9. **NOTE:** there are some permission settings in your Experience Cloud account, and an integration through Adobe I/O that are required before uploading to our system. You can learn more about those steps in the developer docs [here](#).
10. After those permissions and your integration are set up, use the uploader tool with `npx @adobe/reactor-uploader`. For more detail on usage and options, see the [uploader page](#) on npm.

Appendix

Implementation Best Practices

Let's take a moment to review some of the Launch implementation best practices which are demonstrated in the sample page:

- **Data Layer:**
 - We *strongly* recommend creating a digital data layer on your site containing all of the attributes needed to populate variables in Analytics, Target, and other marketing solutions. This sample page only contains a very simple data layer, but a real data layer might contain many more details about the page, the visitor, their shopping cart details, etc. For more info on data layers, please see [Customer Experience Digital Data Layer 1.0](#)
 - Define your data layer before the Launch embed code, in order to maximize what you can do in Target, Customer Attributes, and Analytics.
- **JavaScript helper libraries:** If you already have a library like JQuery implemented in the <head> of your pages, load it before Launch in order to leverage its syntax in Launch and Target
- **HTML5 doctype:** The HTML5 doctype is required by Target
- **preconnect and dns-prefetch:** Use preconnect and dns-prefetch to improve the page load time. See also: <https://w3c.github.io/resource-hints/>
- **pre-hiding snippet for asynchronous Target implementations:** You will learn more about this in the Target lesson, but when Target is deployed via asynchronous Launch embed codes, you should hardcode a pre-hiding snippet on your pages before the Launch embed codes in order to manage content flicker

Here is a summary what these best practices look like in the suggested order. Note that there are some placeholders for account specific details:

```
<!doctype html>
<html lang="en">
<head>
  <title>Basic Demo</title>
  <!--Preconnect and DNS-Prefetch to improve page load time. REPLACE "techmarketingdemos" WITH YOUR OWN AAM PARTNER ID, TARGET CLIENT CODE, AND ANALYTICS TRACKING SERVER-->
  <link rel="preconnect" href="//dpm.demdex.net">
  <link rel="preconnect" href="//fast.techmarketingdemos.demdex.net">
  <link rel="preconnect" href="//techmarketingdemos.demdex.net">
  <link rel="preconnect" href="//cm.everesttech.net">
  <link rel="preconnect" href="//techmarketingdemos.tt.omtrdc.net">
  <link rel="preconnect" href="//techmarketingdemos.sc.omtrdc.net">
  <link rel="dns-prefetch" href="//dpm.demdex.net">
  <link rel="dns-prefetch" href="//fast.techmarketingdemos.demdex.net">
  <link rel="dns-prefetch" href="//techmarketingdemos.demdex.net">
  <link rel="dns-prefetch" href="//cm.everesttech.net">
  <link rel="dns-prefetch" href="//techmarketingdemos.tt.omtrdc.net">
```

```

<link rel="dns-prefetch" href="//techmarketingdemos.sc.omtrdc.net">
<!--/Preconnect and DNS-Prefetch-->
<!--Data Layer to enable rich data collection and targeting-->
<script>
var digitalData = {
  "page": {
    "pageInfo" : {
      "pageName": "Home"
    }
  }
};
</script>
<!--/Data Layer-->
<!--jQuery or other helper Libraries-->
<script src="https://code.jquery.com/jquery-3.3.1.min.js"></script>
<!--jQuery-->
<!--prehiding snippet for Adobe Target with asynchronous Launch deployment-->
<script>
  (function(g,b,d,f){(function(a,c,d){if(a){var e=b.createElement("style");e.i
d=c;e.innerHTML=d;a.appendChild(e)}})(b.getElementsByTagName("head")[0],"at-body-sty
le",d);setTimeout(function(){var a=b.getElementsByTagName("head")[0];if(a){var c=b.g
etElementById("at-body-style");c&&a.removeChild(c)}},f)})(window,document,"body {opa
city: 0 !important}",3E3);
</script>
<!--/prehiding snippet for Adobe Target with asynchronous Launch deployment-->
<!--Launch Header Embed Code: REPLACE LINE 39 WITH THE INSTALL CODE FROM YOUR OW
N DEVELOPMENT ENVIRONMENT-->
<script src="//assets.adobedtm.com/launch-EN93497c30fdf0424eb678d5f4ffac66dc.min
.js" async></script>
<!--/Launch Header Embed Code-->
</head>
<body>
  <h1>Launch by Adobe: Basic Demo</h1>
  <p>This is a very simple page to demonstrate basic concepts of Launch by Adobe</
p>
</body>
</html>

```

Resources and Links

Resource	URL
Adobe Experience Cloud Login	https://experiencecloud.adobe.com/
Adobe Launch Login	https://launch.adobe.com/
Adobe Launch User Documentation	https://docs.adobelaunch.com/
Adobe Launch Developer Docs	https://developer.adobelaunch.com/
Adobe Launch User Forums	https://forums.adobe.com/community/experience-cloud/platform/launch
Adobe Debugger	http://bit.ly/AdobeDebugger
Magento Extension Project	https://github.com/magento/aep-launch
Online Version of this Guide	https://github.com/Adobe-Marketing-Cloud-Activation/ImagineLab2019/blob/master/Manual/LabManual.pdf
Developer Links and Resources	https://github.com/Adobe-Marketing-Cloud-Activation/ImagineLab2019/tree/master/Gist/developer-links.md