



DEVELOPERS LIVE

Adobe Experience Platform SDKs & Launch Server Side

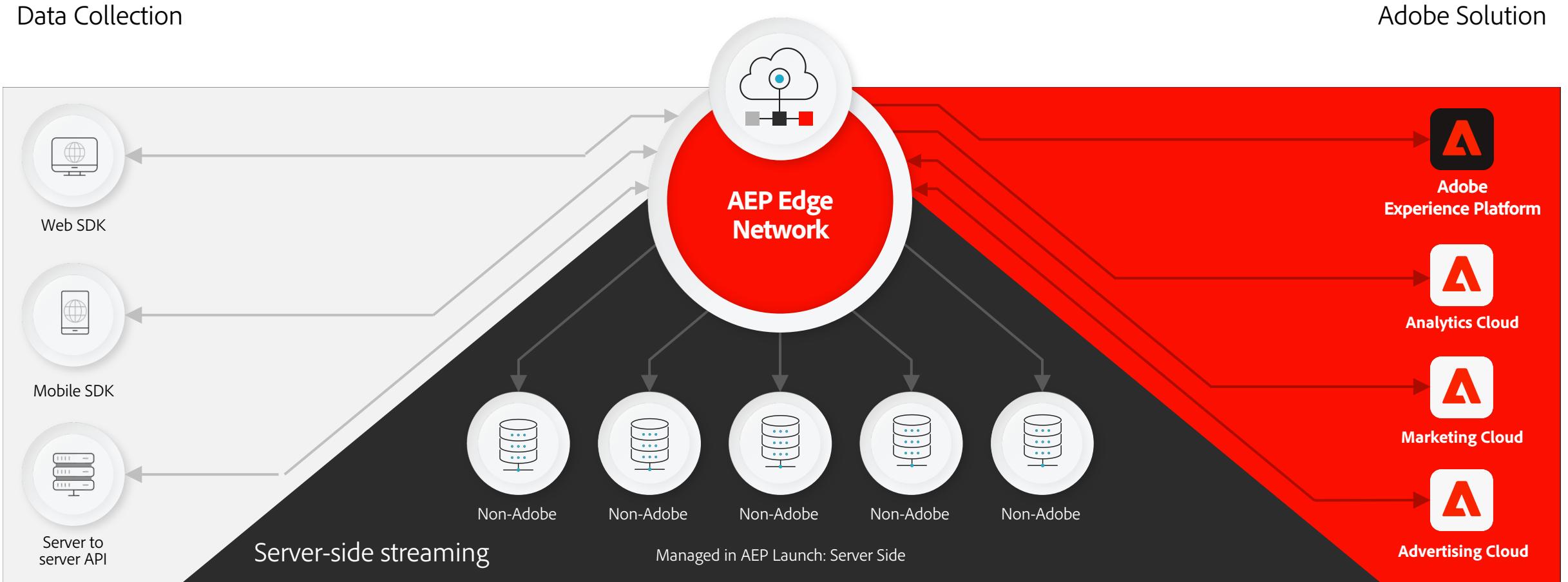
Emilia Dobrin

Aaron Hardy

Rudi Shumpert



Adobe Data Collection



XDM in Adobe Experience Platform

- Provides common structures and definitions for any application to use in order to communicate with services on Adobe Experience Platform.
- By adhering to XDM standards, all customer experience data can be incorporated into a common representation delivering insights in a faster, and in a more integrated way.
- The blueprint for how the data is defined, ingested, and consumed.

The screenshot shows the Adobe Experience Platform Schemas interface. On the left, there is a code editor window displaying the JSON schema for the Loyalty Program. The schema includes fields like \$id, meta:altId, meta:resourceType, version, type, title, description, meta:containerId, meta:abstract, meta:extensible, meta:tenantNamespace, imsOrg, meta:class, and meta:extends. The right side of the interface shows the 'Schemas > Loyalty Program' page. It has sections for 'Composition' (listing the Loyalty Program schema, XDM Individual Profile, and Loyalty Membership Mixin), and 'Structure' (a tree view showing the schema's components: _acpdstt20181003 (Object) with level (String), loyaltyId (String), and points (Long); and _repo (Object) with _id (String) and createdByBatchID (String)).

```
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
{
  "$id": "https://ns.adobe.com/acpdstt20181003/schemas/ed121458657b8888",
  "meta:altId": "_acpdstt20181003.schemas.ed121458657b8888112d665e380800",
  "meta:resourceType": "schemas",
  "version": "1.1",
  "type": "object",
  "title": "Loyalty Program",
  "description": "",
  "meta:containerId": "tenant",
  "meta:abstract": false,
  "meta:extensible": false,
  "meta:tenantNamespace": "_acpdstt20181003",
  "imsOrg": "978A148E5BA1153E0A495C41@AdobeOrg",
  "meta:class": "https://ns.adobe.com/xdm/context/profile",
  "meta:extends": [
    "https://ns.adobe.com/xdm/context/profile",
    "https://ns.adobe.com/xdm/data/record",
    "https://ns.adobe.com/xdm/context/identitymap",
    "https://ns.adobe.com/xdm/common/extensible"
  ]
}
```

Adobe Experience Platform Web SDK

Aaron Hardy



Demo Website

Product

Brown leather shoes ▾

XDM Commerce Example

 Add to cart

 Purchase

XDM Product Review Example

Email Address

demo@example.com

Rating

Great ▾

Comment

The leather is very soft but also seems durable.

 Submit Review

Demo Schema

Composition

Schema

Experience Edge Demo - Dev Conf

Class ⓘ + Assign

- 🔒 XDM ExperienceEvent

Mixins ⓘ + Add

- Product Review
- 🔒 Environment Details
- 🔒 Commerce Details
- 🔒 AEP Web SDK ExperienceEvent Mixin

Relationships

None

Required fields

- 🔒 _acopprod3.reviewerId
- 🔒 _acopprod3.productSku
- 🔒 _acopprod3.rating
- 🔒 timestamp
- 🔒 _id

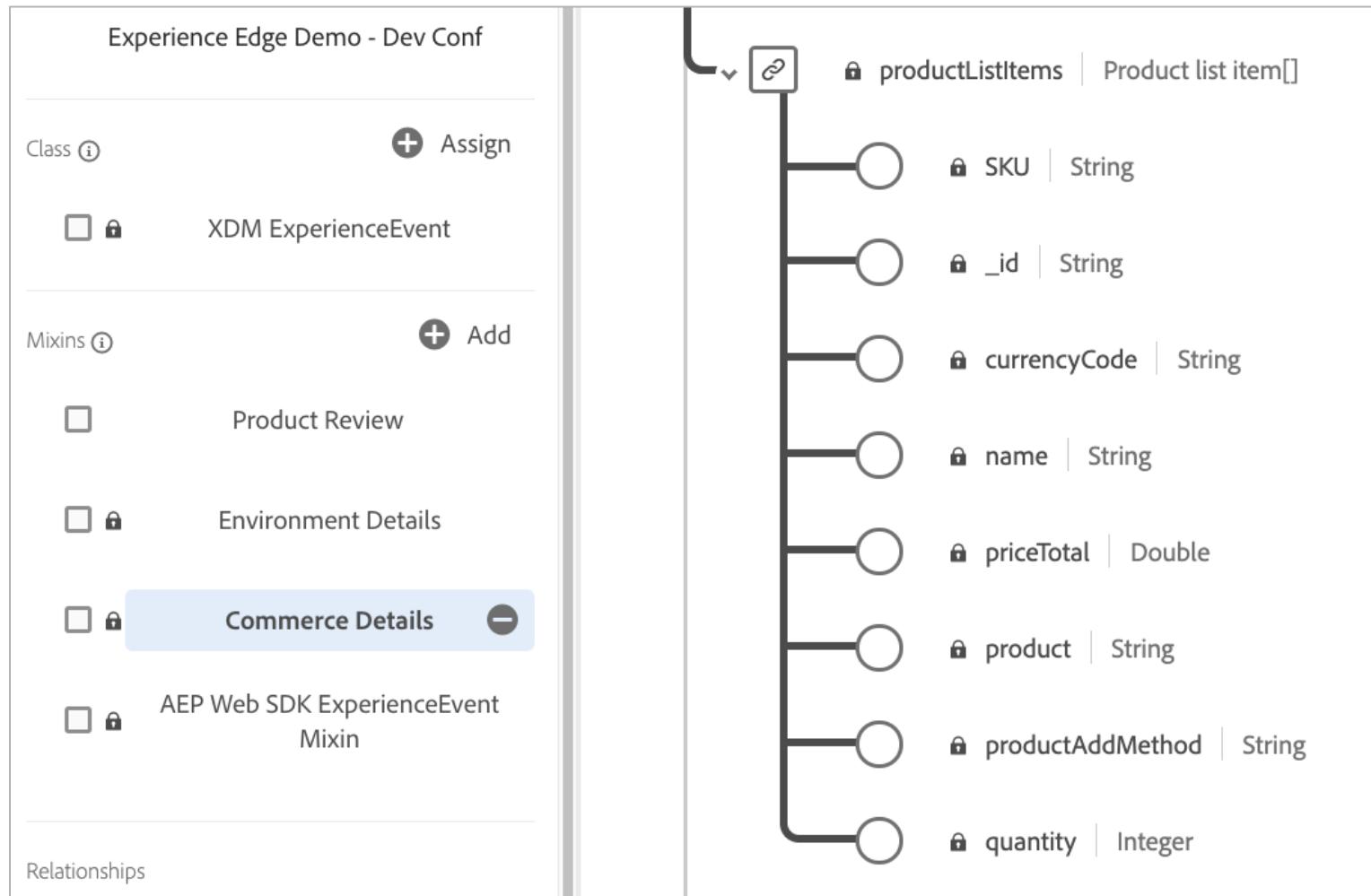
Structure

Search schema

Experience Edge Demo - Dev Conf

- ↳ 🔒 _acopprod3 | Object
- ↳ 🔒 commerce | Commerce
- ↳ 🔒 device | Device
- ↳ 🔒 environment | Environment
- ↳ 🔒 implementationDetails | Implementation details
- ↳ 🔒 placeContext | Place context
- ↳ 🔒 productListItems | Product list item[]
- ↳ 🔒 userActivityRegion | Object
- ↳ 🔒 web | Web information
- ↳ 🔓 _id | String
- ↳ 🔓 eventMergeld | String
- ↳ 🔓 eventType | String
- ↳ 🔓 identityMap | Map
- ↳ 🔓 timestamp | DateTime

Demo Schema



Demo Schema

Composition

Schema
Experience Edge Demo - Dev Conf

Class ⓘ + Assign

XDM ExperienceEvent

Mixins ⓘ + Add

Product Review

Environment Details

Commerce Details -

AEP Web SDK ExperienceEvent Mixin

Relationships
None

Required fields
`_acopprod3.reviewerd`
`_acopprod3.productSku`

Structure

- > commerce | Commerce
- > cartAbandons | Measure
- > checkouts | Measure
- > inStorePurchase | Measure
- > order | Order
- > productListAdds | Measure
- > productListOpens | Measure
- > productListRemovals | Measure
- > productListReopens | Measure
- > productListViews | Measure
- > productViews | Measure
- > purchases | Measure
- > saveForLaters | Measure

Demo Schema

Composition

Schema

Experience Edge Demo - Dev Conf

Class ⓘ + Assign

XDM ExperienceEvent

Mixins ⓘ + Add

Product Review -

Environment Details

Commerce Details

AEP Web SDK ExperienceEvent Mixin

Relationships

None

Required fields

Structure

Search schema

Experience Edge Demo - Dev Conf +

_acopprod3 | Object

productSku | String

rating | Integer

reviewText | String

reviewerId | String

commerce | Commerce +

cartAbandons | Measure +

checkouts | Measure +

inStorePurchase | Measure +

order | Order +

Edge Configuration

Adobe Analytics

Report Suite ID (required)
acopprod3xdmcommonmobileweb

+ Add Report Suite

Adobe Audience Manager

Adobe Experience Platform

Sandbox (required)
Prod

Event Dataset (required)
Experience Edge Demo - Dev Conf

Profile Dataset
Select Profile Dataset

Adobe Target

Launch Server Side

Property ID (required)
Experience Edge Demo - Dev Conf

Environment ID (required)
Development

Launch - AEP Web SDK Extension Configuration

The screenshot shows the configuration interface for the AEP Web SDK Extension. On the left, there's a sidebar with the Adobe logo and the text "AEP Web SDK Adobe v2.3.0". Below that is a descriptive text block: "The Adobe Experience Platform Web SDK allows for streaming data into the platform, syncing identities, personalizing content, and more." The main panel is titled "ALLOY" and contains the following fields:

- Name**: alloy (with a restore to default button)
- IMS Organization ID**: FAF554945B90342F0A495E2C@AdobeOrg (with a restore to default button)
- Edge Domain**: edge.adobedc.net (with a restore to default button)

Below this is a section titled "Edge Configurations" with a "Learn more" link. It includes a radio button group between "Choose from list" (selected) and "Enter values". A dropdown menu for "Edge Configuration" shows "Experience Edge Demo - Dev Conf". Further down are sections for "Production Environment", "Staging Environment", and "Development Environment", each with a single input field set to "Production Environment", "Staging Environment", and "Development Environment" respectively.

Launch Rule

Name
Add to Cart

IF - Determines when you want the rule to fire

EVENTS ⓘ

Core - Click +

CONDITIONS ⓘ

+ Add

THEN - Determines what you want the rule to do

ACTIONS ⓘ

AEP Web SDK - Send Event +

Launch Send Event Action

Extension

Action Type

Name

Instance

Type (optional)

XDM Data

Merge ID (optional)

Dataset ID (optional)

Render visual personalization decisions

Decision Scopes (optional) Enter values Data Element

Demo Website

Product

Brown leather shoes ▾

XDM Commerce Example

 Add to cart

 Purchase

XDM Product Review Example

Email Address

demo@example.com

Rating

Great ▾

Comment

The leather is very soft but also seems durable.

 Submit Review

Add to Cart Event

```
▼ events: [{xdm: {eventType: "commerce.productListAdds",...}, query: {...}}]
  ▼ 0: {xdm: {eventType: "commerce.productListAdds",...}, query: {...}}
    ► query: {...}
    ▼ xdm: {eventType: "commerce.productListAdds",...}
      ► commerce: {productListAdds: {value: 1}}
      ► device: {screenHeight: 1600, screenWidth: 2560, screenOrientation: "landscape", userAgent: "Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/88.0.4324.150 Safari/537.36", ...}
      ► environment: {type: "browser", browserDetails: {viewportWidth: 2048, viewpo...
        ► eventType: "commerce.productListAdds"
      ► implementationDetails: {name: "https://ns.adobe.com/experience/alloy/reacto...
      ► placeContext: {localTime: "2021-02-05T11:54:41.608-07:00", localTimezoneOff...
      ▼ productListItems: [{quantity: 1, currencyCode: "USD", SKU: "SHOES456", name: ...
        ▼ 0: {quantity: 1, currencyCode: "USD", SKU: "SHOES456", name: "Brown leather ...
          ► SKU: "SHOES456"
          ► currencyCode: "USD"
          ► name: "Brown leather shoes"
          ► priceTotal: 52.81
          ► quantity: 1
          ► timestamp: "2021-02-05T18:54:41.608Z"
        ► web: {webPageDetails: {URL: "https://aaronius.github.io/demo/"}, webReferre...
```

Purchase Event

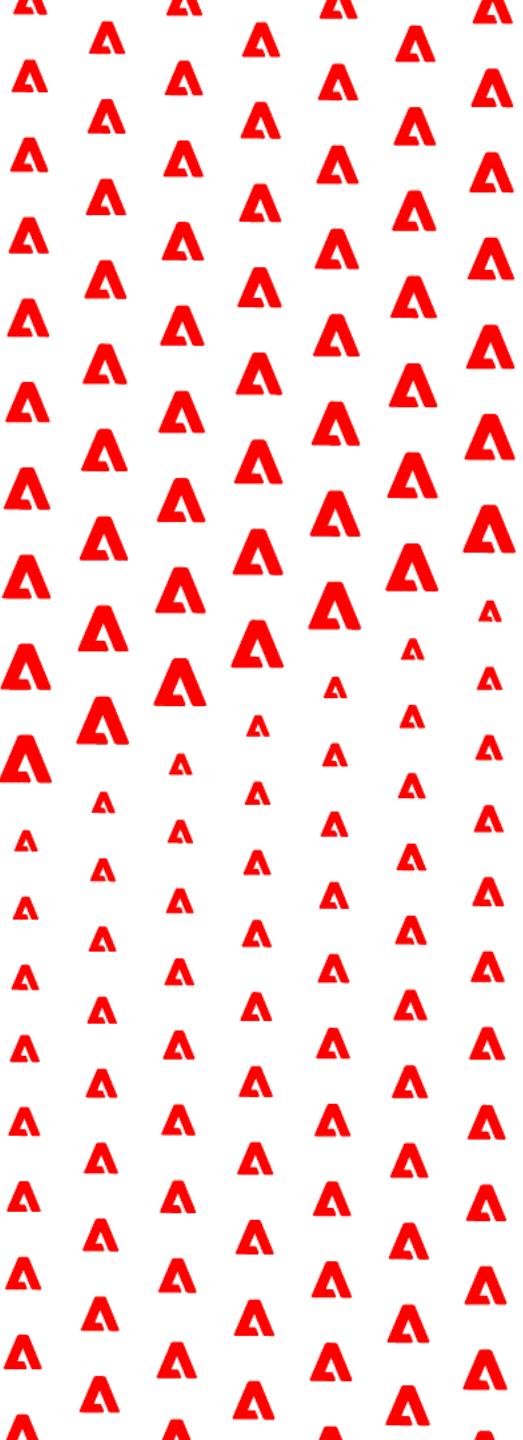
```
▼ events: [{xdm: {eventType: "commerce.purchases",...}}]
  ▼ 0: {xdm: {eventType: "commerce.purchases",...}}
    ▼ xdm: {eventType: "commerce.purchases",...}
      ▼ commerce: {order: {currencyCode: "USD", priceTotal: 52.81,...}, purchases: {value: 1}}
        ▼ order: {currencyCode: "USD", priceTotal: 52.81,...}
          currencyCode: "USD"
        ▶ payments: [{paymentAmount: 52.81, paymentType: "Credit Card"}]
          priceTotal: 52.81
        ▶ purchases: {value: 1}
        ▶ device: {screenHeight: 1600, screenWidth: 2560, screenOrientation: "landscape"}
        ▶ environment: {type: "browser", browserDetails: {viewportWidth: 2048, viewportHeight: 1198}}
          eventType: "commerce.purchases"
        ▶ implementationDetails: {name: "https://ns.adobe.com/experience/alloy/reactor", version: "2.0.0-RC.10.0.0-20210205T1222Z-0700", type: "ImplementationDetails", value: "implementationDetails"}
        ▶ placeContext: {localTime: "2021-02-05T12:02:12.227-07:00", localTimezoneOffset: 420}
      ▼ productListItems: [{quantity: 1, currencyCode: "USD", SKU: "SHOES456", name: "Brown leather shoes", priceTotal: 52.81}]
        ▼ 0: {quantity: 1, currencyCode: "USD", SKU: "SHOES456", name: "Brown leather shoes", priceTotal: 52.81}
          SKU: "SHOES456"
          currencyCode: "USD"
          name: "Brown leather shoes"
          priceTotal: 52.81
          quantity: 1
          timestamp: "2021-02-05T19:02:12.227Z"
        ▶ web: {webPageDetails: {URL: "https://aaronius.github.io/demo/"}, webReferrer: {URL: ""}}
```

Review Event

```
▼ events: [{xdm: {eventType: "product.review",...}}]  
  ▼ 0: {xdm: {eventType: "product.review",...}}  
    ▼ xdm: {eventType: "product.review",...}  
      ► device: {screenHeight: 1600, screenWidth: 2560, screenOrientation: "landscape",...}  
      ► environment: {type: "browser", browserDetails: {viewportWidth: 2048, viewportHeight: 1600,...},...}  
      ► eventType: "product.review"  
      ► implementationDetails: {name: "https://ns.adobe.com/experience/alloy/reactor", version: "1.0",...}  
      ► placeContext: {localTime: "2021-02-05T12:05:47.122-07:00", localTimezoneOffset: -18000,...}  
      ► timestamp: "2021-02-05T19:05:47.122Z"  
      ► web: {webPageDetails: {URL: "https://aaronius.github.io/demo/"}, webReferer: "https://aaronius.github.io/demo/"}  
    ▼ _acopprod3: {productSku: "SH0ES456", reviewerId: "demo@example.com", rating: 4, reviewText: "The leather is very soft but also seems durable.", reviewerId: "demo@example.com"}  
      ► productSku: "SH0ES456"  
      ► rating: 4  
      ► reviewText: "The leather is very soft but also seems durable."  
      ► reviewerId: "demo@example.com"
```

Adobe Experience Platform Mobile SDK

Emilia Dobrin



Launch – AEP Edge Network Extension Configuration



Adobe Experience Platfo...
Adobe Systems
v1.0.2

The Adobe Experience Platform Edge Network mobile extension allows for sending XDM formatted data to Adobe Experience Platform and Adobe Experience Cloud solutions, by leveraging Experience...

Edge Configuration

Edge Configuration (required) i

Experience Edge Demo - Dev Conf

Production Environment i

Production Environment

Staging Environment i

Staging Environment

Development Environment i

Development Environment

See Adobe Experience Platform Edge Network mobile extension documentation for more [details](#).

Include AEP Edge Network to your mobile application dependencies

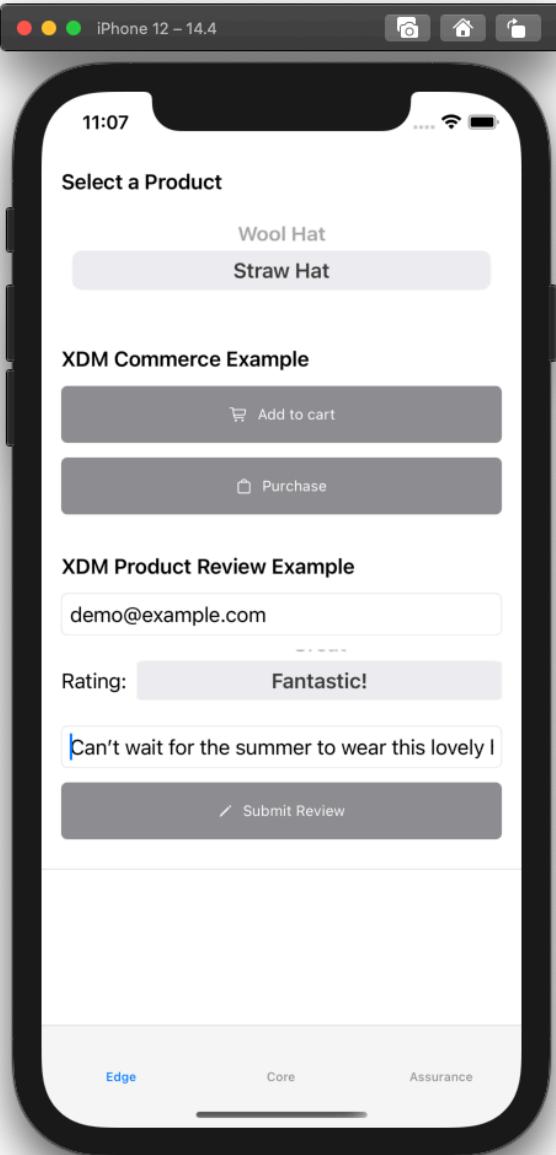
iOS - Cocoapods

```
1 use_frameworks!
2 target 'YourTargetApp' do
3     pod 'AEPCore'
4     pod 'AEPLifecycle'
5     pod 'AEPIidentity'
6     pod 'AEPSignal'
7     pod 'AEPEdge'
8 end
```

Android - Gradle

```
1 implementation 'com.adobe.marketing.mobile: sdk-core: 1.+'
2 implementation 'com.adobe.marketing.mobile: edge: 1.+'
```

Demo Mobile Application



CommerceSchema object

```
import Foundation
import AEPEdge

public struct CommerceSchema : XDMSchema {
    public let schemaVersion = "1.0"
    public let schemaIdentifier = ""
    public let datasetIdentifier = ""

    public init() {}

    public var commerce: Commerce?
    public var eventMergeId: String?
    public var eventType: String?
    public var identityMap: IdentityMap?
    public var productListItems: Array<ProductListItemsItem?>?
    public var timestamp: Date?

    enum CodingKeys: String, CodingKey {
        case commerce = "commerce"
        case eventMergeId = "eventMergeId"
        case eventType = "eventType"
        case identityMap = "identityMap"
        case productListItems = "productListItems"
        case timestamp = "timestamp"
    }
}

extension CommerceSchema {
    public func encode(to encoder: Encoder) throws {
        var container = encoder.container(keyedBy: CodingKeys.self)
        if let unwrapped = commerce { try container.encode(unwrapped, forKey: .commerce) }
        if let unwrapped = eventMergeId { try container.encode(unwrapped, forKey: .eventMergeId) }
        if let unwrapped = eventType { try container.encode(unwrapped, forKey: .eventType) }
        if let unwrapped = identityMap { try container.encode(unwrapped, forKey: .identityMap) }
        if let unwrapped = productListItems { try container.encode(unwrapped, forKey: .productListItems) }
        if let unwrapped = XDMFormatters.dateToISO8601String(from: timestamp) { try container.encode(unwrapped, forKey: .timestamp) }
    }
}
```

Add to Cart Event

```
    ••••• // Creates and sends an add to cart commerce event to the Adobe Experience Edge Network.•
    •func sendAddToCartXDMEvent() {•
    •    ••••• // Get the selected ProductItem from the picker•
    •    let productItem = products[productIndex]•
    •    •••••
    •    ••••• // Create list with the purchased items•
    •    var product1 = ProductListItemsItem()•
    •    product1.name = productItem.name•
    •    product1.priceTotal = productItem.price•
    •    product1.SKU = productItem.sku•
    •    product1.quantity = 1•
    •    product1.currencyCode = productItem.currencyCode•
    •    •••••
    •    let productListItems: [ProductListItemsItem] = [product1]•
    •    var productAdd = ProductListAdds()•
    •    productAdd.value = 1•
    •    ••••• // Create Commerce object and add ProductListAdds details•
    •    var commerce = Commerce()•
    •    commerce.productListAdds = productAdd•
    •    •••••
    •    // Compose the XDM Schema object and set the event name•
    •    var xdmData = CommerceSchema()•
    •    xdmData.eventType = "commerce.productListAdds"•
    •    xdmData.commerce = commerce•
    •    xdmData.productListItems = productListItems•
    •    ••••• // Create an Experience Event with the built schema and send it using the AEP Edge extension•
    •    let event = ExperienceEvent(xdm: xdmData)•
    •    Edge.sendEvent(experienceEvent: event)•
    •}
```

Purchase Event

```
/// Creates and sends a cart purchase event to the Adobe Experience Edge Network.
func sendPurchaseXDMEvent() {
    // Get the selected ProductItem from the picker
    let productItem = products[productIndex]

    // Create list with the purchased items
    var product1 = ProductListItemsItem()
    product1.name = productItem.name
    product1.priceTotal = productItem.price
    product1.SKU = productItem.sku
    product1.quantity = 1
    product1.currencyCode = productItem.currencyCode

    let purchasedItems: [ProductListItemsItem] = [product1]
    let orderTotal: Double = computeOrderTotal(purchasedItems: purchasedItems)
    // Create PaymentItem which details the method of payment
    var paymentsItem = PaymentsItem()
    paymentsItem.paymentAmount = orderTotal
    paymentsItem.paymentType = "Credit card"

    // Set the Order information and create Purchases action
    var order = Order()
    order.priceTotal = orderTotal
    order.payments = [paymentsItem]
    order.currencyCode = "USD"
    var purchases = Purchases()
    purchases.value = 1

    // Create Commerce object and add Purchases action and Order details
    var commerce = Commerce()
    commerce.order = order
    commerce.purchases = purchases

    // Compose the XDM Schema object and set the event name
    var xdmData = CommerceSchema()
    xdmData.eventType = "commerce.purchases"
    xdmData.commerce = commerce
    xdmData.productListItems = purchasedItems

    // Create an Experience Event with the built schema and send it using the Platform extension
    let event = ExperienceEvent(xdm: xdmData)
    Edge.sendEvent(experienceEvent: event)
}
```

Review Event

```
    /// Build a review event using a standard Dictionary datatype and send to the Adobe Experience Edge Network.
    func sendProductReviewXDMEEvent() {
        var xdmData : [String: Any] = [:]
        xdmData[TENANT_ID] = ["productSku": products[productIndex].sku,
                             "rating": reviewRating,
                             "reviewText": reviewText,
                             "reviewerId": reviewerEmail]
        xdmData["eventType"] = "product.review"

        let experienceEvent = ExperienceEvent(xdm: xdmData)
        Edge.sendEvent(experienceEvent: experienceEvent)
    }
```

Data received in Adobe Experience Platform

Adobe Experience Platform

PRODUCTION Prod (VA7) ▾

Home Workflows CONNECTIONS Sources CUSTOMER Profiles Segments Identities PRIVACY Policies Requests DATA MANAGEMENT Schemas Datasets Queries Monitoring Connections ADMINISTRATION Sandboxes

Datasets > Experience Edge Demo - Dev Conf

Dataset activity Data governance

Total records 110 Ingested records February 4, 2021 - February 7, 2021 19 Ingested batches Today 5 Ingested batches February 4, 2021 - February 7, 2021 3

Size of data 228.86 KB Failed batches Today 0 Failed batches February 4, 2021 - February 7, 2021 0

Ingested records

The first chart shows 19 ingested batches and 0 failed batches. The second chart shows 5 ingested batches and 0 failed batches.

Legend: Ingested batches (blue), Failed batches (red)

BATCH ID	INGESTED	RECORDS INGESTED	RECORDS FAILED	NEW PROFILE FRAGMENTS	EXISTING PROFILE FRAGMENTS	STATUS
01EY085YAELYB6NKWVA9FK2NVC	2/7/2021, 11:20 PM	2	0	-	-	Success
01EY07A2X1YGQYJ03P3TENSP4Q	2/7/2021, 11:04 PM	1	0	-	-	Success
01EY06F14450PCHDCBM5MGV3G9	2/7/2021, 10:50 PM	6	0	-	-	Success

Experience Edge Demo - Dev Conf

Name Experience Edge Demo - Dev Conf

Description

Dataset ID datasetIdexample

Table name experience_edge_demo_dev_conf

Profile

Schema Experience Edge Demo - Dev Conf

Source Schema

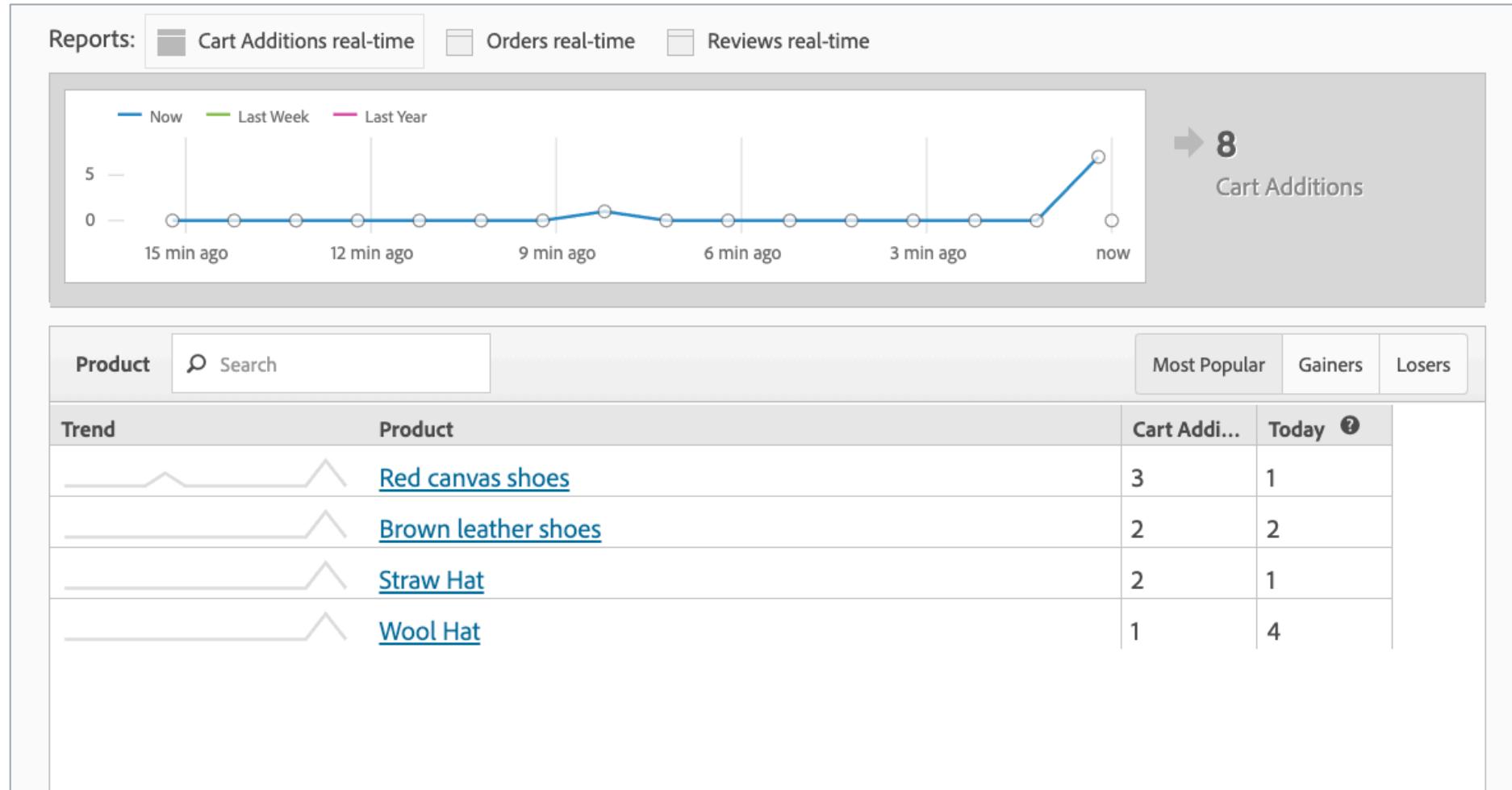
Created 2/1/2021, 6:26 PM

Last modified 2/7/2021, 10:39 PM

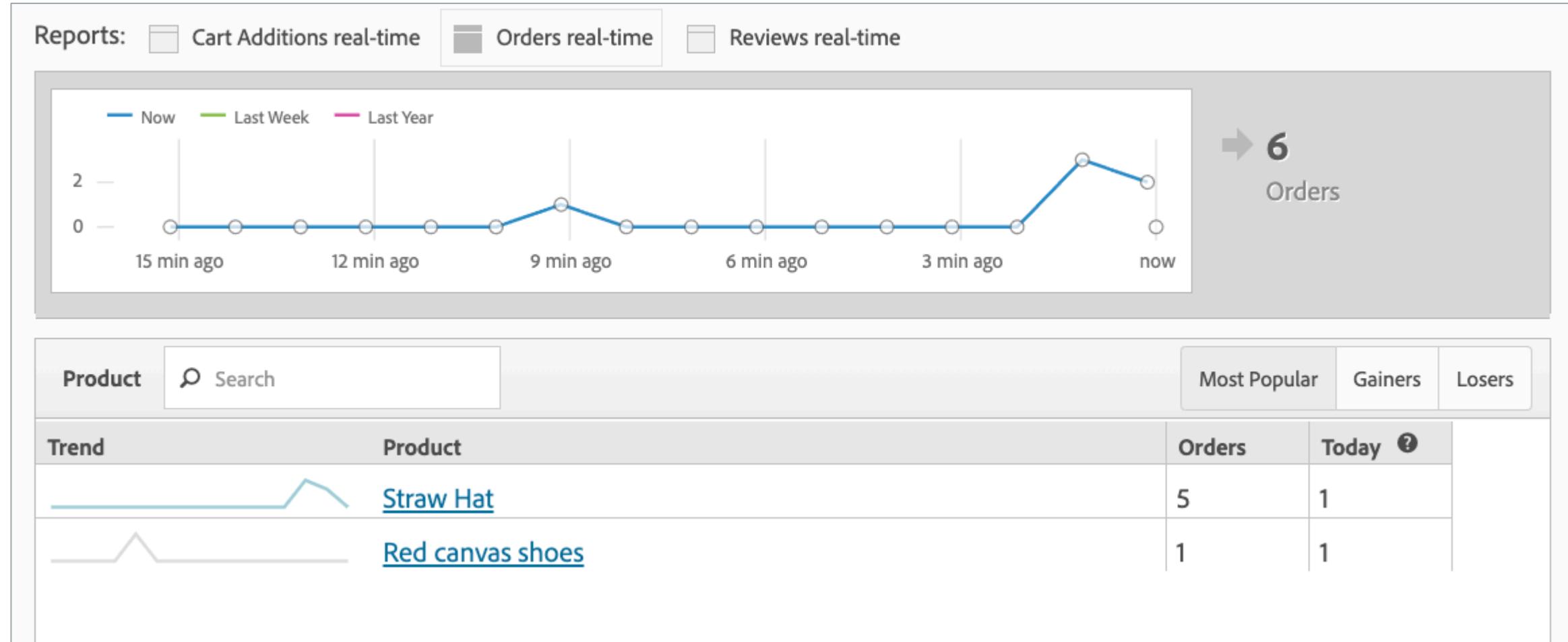
ADD DATA Choose files

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Data received in Adobe Analytics



Data received in Adobe Analytics



Data received in Adobe Analytics

Reports: Cart Additions real-time Orders real-time Reviews real-time

Now Last Week Last Year

2
1
0

15 min ago 12 min ago 9 min ago 6 min ago 3 min ago now

3 Product review

Product Review text	Search	Most Popular	Gainers	Losers
Trend	Product Review text	Product r...	Today	?
	<u>Can't wait for the summer to wear this lovely hat!</u>	1	0	
	<u>The leather is so soft!</u>	1	0	
	<u>Lovely shoes</u>	1	0	

Edge Configuration - Launch Server-Side

The screenshot shows the configuration interface for Adobe Edge. It includes sections for Adobe Analytics, Adobe Audience Manager, Adobe Experience Platform, Adobe Target, and Launch Server Side. The Launch Server Side section is highlighted with a red box.

Adobe Analytics (Enabled): Report Suite ID (required) acopprod3xdmcommonmobileweb, +Add Report Suite

Adobe Audience Manager (Disabled)

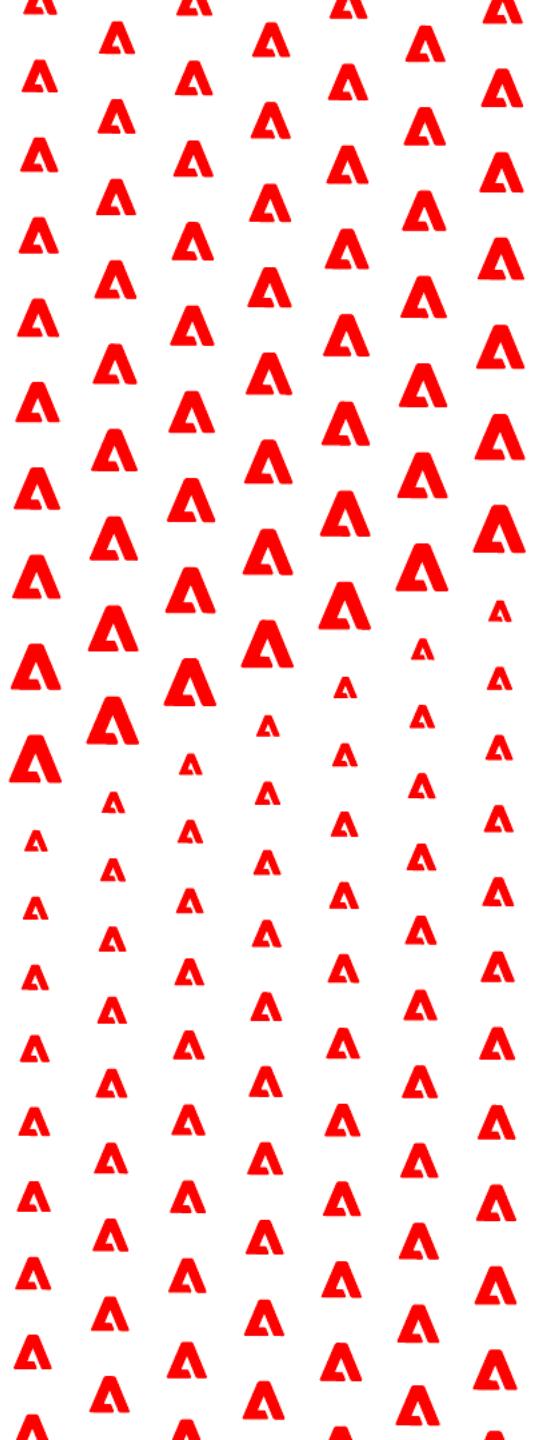
Adobe Experience Platform (Enabled): Sandbox (required) Prod, Event Dataset (required) Experience Edge Demo - Dev Conf, Profile Dataset Select Profile Dataset

Adobe Target (Disabled)

Launch Server Side (Enabled): Property ID (required) Experience Edge Demo - Dev Conf, Environment ID (required) Development

Adobe Experience Platform Launch Server Side

Rudi Shumpert



Adobe Experience Platform Launch Server Side

Edit Data Element Latest ▾

Name	Path (required)
eventType	arc.event.xdm.eventT...
Extension	
Core	
Data Element Type	
Path	

Adobe Experience Platform Launch Server Side

Installed Catalog

 Search

 Adobe Cloud Connector Adobe Systems · v1.0.0	 Core Adobe · v1.0.2
Server side extension that allows users to send data to 3rd party external sources.	Provides default condition and data element types available to all Launch properties.
Configure ▾	Configure ▾

Adobe Experience Platform Launch Server Side

Latest eventType product.review -> collect product feedback to webhook > Action Configuration

Cancel

Keep Changes

Extension

Adobe Cloud Connector

Action Type

Make Fetch Call

Name

Send productSku and reviewText to Webhook

Request

Method (required) POST URL (required) https://webhook.site/e030f262-ba41-493f-9e27-38009f8b2cd6?productsku={{productSKU}}&re...

Query Params Headers Body

Query Params

KEY	VALUE
productsku	{{productSKU}}
reviewtext	{{reviewText}}

+ Add Another

Advanced

Save the request response

Adobe Experience Platform Launch Server Side

Webhook.site Docs & API Custom Actions WebhookScript Terms & Privacy Support ★ Upgrade Copy Edit

Password Alias Schedule CSV Export Custom Actions Settings... Run Now XHR Redirect Settings... Redirect Now CORS Headers Auto Navigate Hide Details More ▾

REQUESTS (68/500) Newest First

POST #53a35 108.162.245.7
02/09/2021 1:23:21 AM

POST #bc4ed 108.162.245.125
02/09/2021 1:22:33 AM

POST #1a3d3 108.162.245.91
02/09/2021 1:01:40 AM

POST #a0671 108.162.245.125
02/09/2021 1:00:44 AM

POST #82c79 108.162.245.97
02/09/2021 1:00:11 AM

POST #fef79 108.162.245.147
02/09/2021 12:39:54 AM

POST #df95a 162.158.107.170
02/09/2021 12:38:27 AM

POST #52b5f 162.158.107.170
02/09/2021 12:09:39 AM

POST #98250 108.162.245.27
02/09/2021 12:08:50 AM

POST #a224e 108.162.245.37

Request Details

POST https://webhook.site/e030f262-ba41-493f-9e27-38009f8b2cd6?productsku=HAT089&reviewtext=Lovely%20hat%20for%20this%20demo%21

Host 108.162.245.7 whois
Date 02/09/2021 1:23:21 AM (9 hours ago)
Size 57 bytes
ID 53a353a6-cadd-4764-a40f-719504ae9ed6

Files

Headers

connection	close
cf-request-id	08270e848500003a14e1020000000001
cf-connecting-ip	2a06:98c0:3600::103
cf-worker	production-faf554945b90342f0a495e2c.reactorstrea
x-stack-id	production
x-request-id	95F77A87-E965-4BF0-83F8-E6730D2F067B
x-property-id	PR43559c971ee54a9aa025d6838518a20f
x-organization-id	FAF554945B90342F0A495E2C@AdobeOrg
x-konduktor-received-at	2021-02-09T06:23:21.164Z
x-konduktor-dispatched-at	2021-02-09T06:23:21.165Z
x-environment-id	ENF3c5f22123de498585f3673a5daba9a1
cdn-loop	cloudflare; subreqs=1
cf-ew-via	15
content-type	text/plain; charset=UTF-8
cf-visitor	{"scheme":"https"}
content-length	57
cf-ray	61eb804da4e23a14-SEA
accept-encoding	gzip
host	webhook.site

Query strings

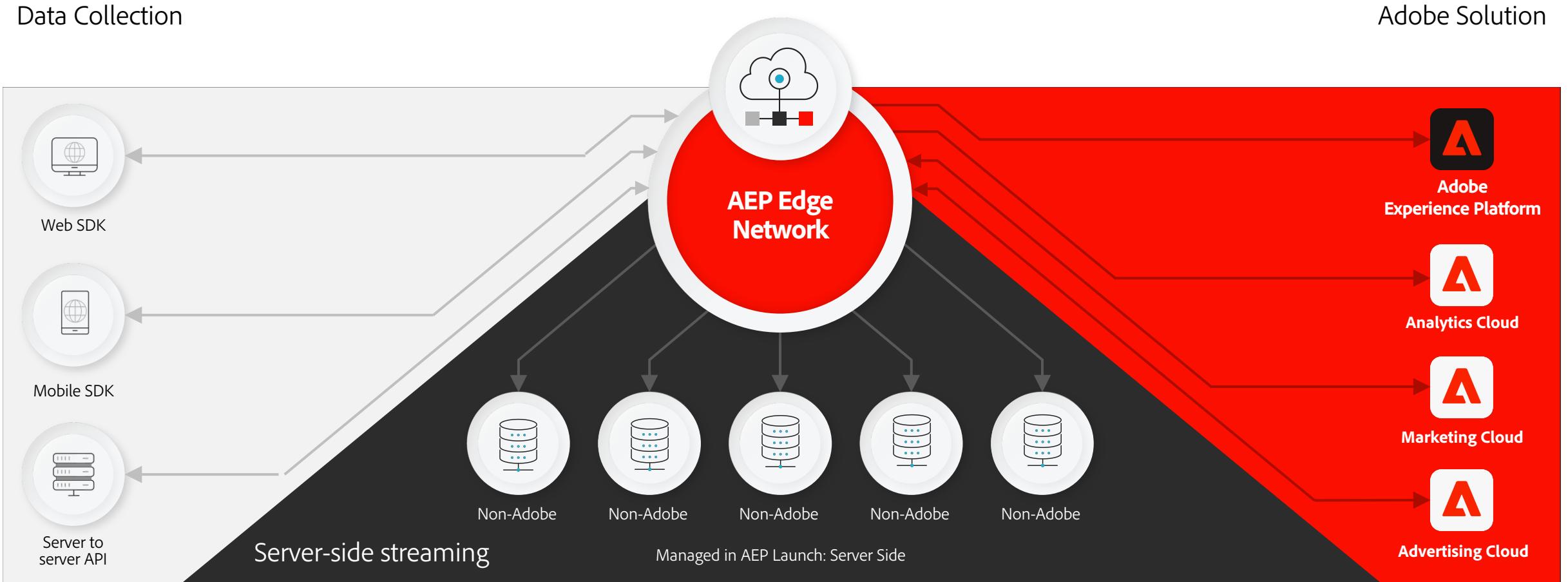
productsku	HAT089
reviewtext	Lovely hat for this demo!

Raw Content

```
{  
  "SKU": "HAT089",  
  "reviewText": "Lovely hat for this demo!"  
}
```

Format JS

Adobe Data Collection



AEP SDK's Feed the Adobe Experience Platform

Data Ingestion

- Using schemas to layout and validate the data



Catalog

- Dataset repository, Batches, Streams
- Representation of the logical data in AEP, tying a data set to a schema
- Library of Schemas

Segmentation

- Audience creation
- Enables personalization & activation

Real-time Customer Profile

- Creating a merged customer view based on multiple data fragments

References

XDM

- <https://experienceleague.adobe.com/docs/experience-platform/xdm/>

Adobe Experience Platform Launch Server Side

- <https://experienceleague.adobe.com/docs/launch/using/server-side-info/server-side-overview.html?lang=en#server-side-info>

Adobe Experience Platform Web SDK

- Documentation: <https://docs.adobe.com/content/help/en/experience-platform/edge/home.html>
- Source Code: <https://github.com/adobe/alloy/>

Adobe Experience Platform Edge Network Mobile SDK

- Documentation: <https://aep-sdks.gitbook.io/docs/v/AEP-Edge-Docs/>
- iOS SDK source code: <https://github.com/adobe/aepsdk-edge-ios>
- Swift sample app: <https://github.com/adobe/aepsdk-sample-app-ios/tree/main/Swift>
- Android sample app: <https://github.com/adobe/aepsdk-sample-app-android>

