Adobe Experience Platform

Getting Started Guide

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1. Introduction

This is a quick ready reckoner and a getting started guide for Adobe Experience Platform. This is a re-usable asset from Adobe Summit 2022 session of "Hypercharge Your Marketing Platform with Real-Time Profiles - S830" Presented by Pradeep Subramanian and Brandon Parduhn. For more details, please reach us on sales@nextrow.com or visit https://www.nextrow.com/adobe-experience-platform?cmp=summit2022

Terms, definitions and usage:

Adobe Experience Platform – can also be referred to as Platform, but should not be referred to as the Platform

Adobe Experience Platform Edge Network – Can also be referred to as the Edge Network, it is like a CDN which is used to deliver content closer to your customers and collect analytics data.

Adobe Experience Platform Web SDK – Can also be referred to as AEP Web SDK, this is the Data Collection (Launch) extension most customers will use to deploy and configure Alloy.js on their sites.

Alloy.js – The JavaScript library (open source) customers can deploy to interact/send data with the Adobe Experience Platform Edge Network. When using the Data Collection (Launch) extension to deploy this library, you should use its proper name of Adobe Experience Platform Web SDK.

2. Introduction to Platform

2.1. Introduction to XDM, Schemas and Field Groups

Introduction to XDM

Data storage in Platform is changing from what we're used to in Analytics, Audience Manager and Target. Data will be stored in Schemas, similar to database schemas, and in a format called XDM. Watch the video below to learn more: Watch this video on XDM

Introduction to Schemas

Schemas determine how data is stored in Platform. For AA, AT, and AAM, the way we've looked at data has been flat, free-form, and flexible; perhaps a little too flexible. Schemas provide rules to ensure data is captured in a more relational, structured way. Structuring data we send to the Adobe solutions will simplify the way Adobe products integrate with each other. Integrations what were once difficult to setup and required a great deal of planning become simpler as XDM data structures are utilized. For example, for a commerce site, there's a Field Group called "Product List Items". When properly populated, this Field Group can populate shopping cart activity for Analytics customers. When properly implemented, this Field Group can also be used to drive Target Recommendations with no additional implementation.

One additional benefit for us as consultants, when standard XDM Field Groups are utilized, we won't be required to learn how data is structured for each organization, data should be structured the similarly for all customers who use standard schemas. (Makes it easy while acquisitions and mergers)

Watch this video on creating a Schema

Introduction to Datasets

All data that is successfully ingested into Adobe Experience Platform is persisted within the Data Lake as datasets. A dataset is a storage and management construct for a collection of data, typically a table, that contains a schema (columns) and fields (rows). Datasets also contain metadata that describes various aspects of the data they store. These are derived from the schemas.

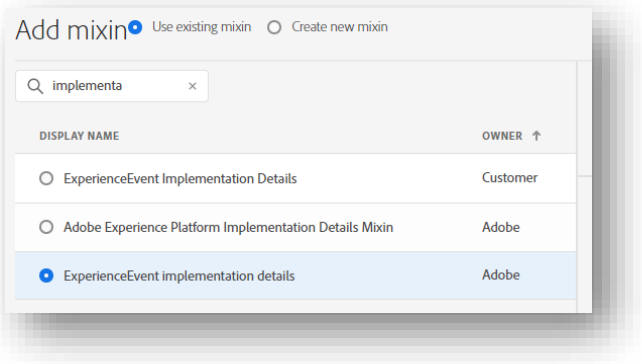
Introduction to Field Groups

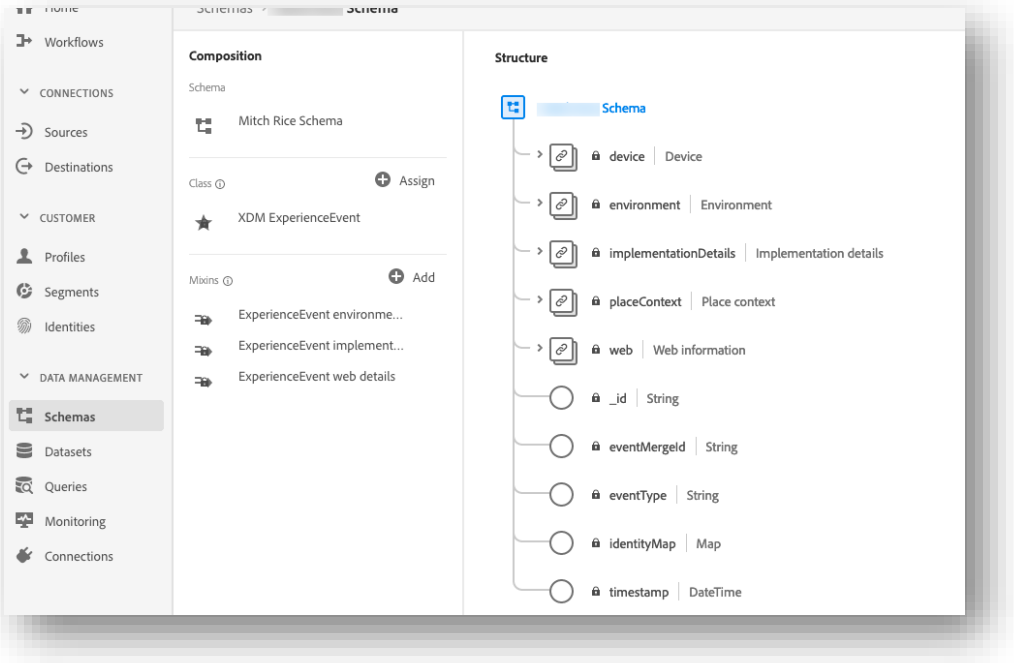
Please watch this video about Field Groups, for now we'll be using default Field Groups. In the future, Field Groups will likely mirror current Analytics solutions like Internal Search, Content Measurement or Lead Tracking.

2.2. Create a Schema

1. In the Platform interface, click **Schemas** in the menu on the left
2. Click **Create Schema** in the Upper right corner of the screen
3. Give your schema a name you'll remember. Probably something with your name in it.
4. Assign your schema a class: XDM Experience Event (for capturing events data like page view etc)
5. Create a schema with the following Field Groups, make sure the schemas you choose have Adobe listed as the owner, not customer (screenshot below):
    - ExperienceEvent Implementation Details
    - ExperienceEvent Environment Details
    - ExperienceEvent Web Details

Note: Be sure to select the Adobe owned version of the Field Group:





6. Save your schema

2.3. Build A Dataset

1. Select **Datasets** from the menu on the left
2. Click the **Create Dataset** button in the upper right-hand corner
3. Click **Create Dataset from Schema**
4. Select the Schema you created in the previous step > Click **Next**
5. Give your Dataset a Name and Brief Description – again, your name is probably helpful in creating something you'll remember. > Click **Finish**

2.4. Create a Data Stream for your property in Data Collection

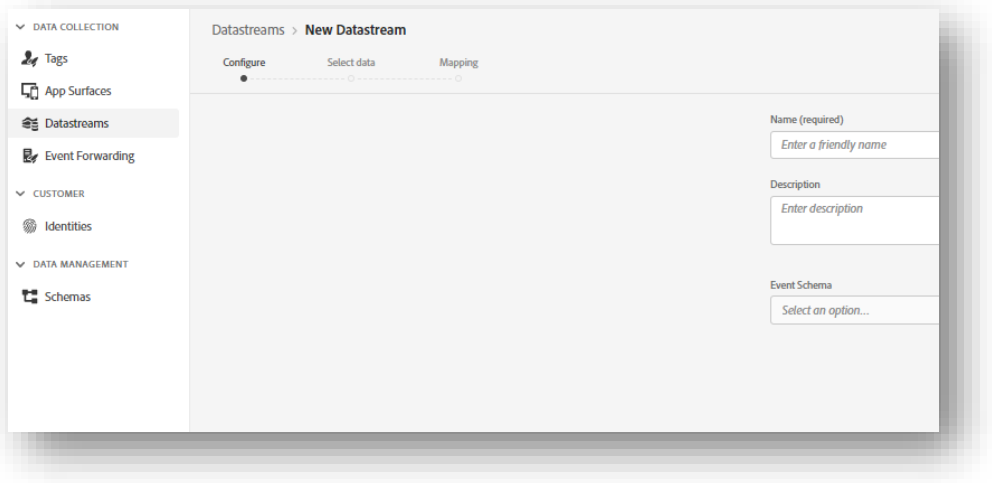
Next we're going to create an (Data Stream) Edge Configuration. This configuration will generate a Configuration ID. This ID will be added to the AEP Web SDK configuration in Launch and will be used to route data appropriately when it hits the Experience Edge.

1. Navigate to Data Collection (launch.adobe.com)

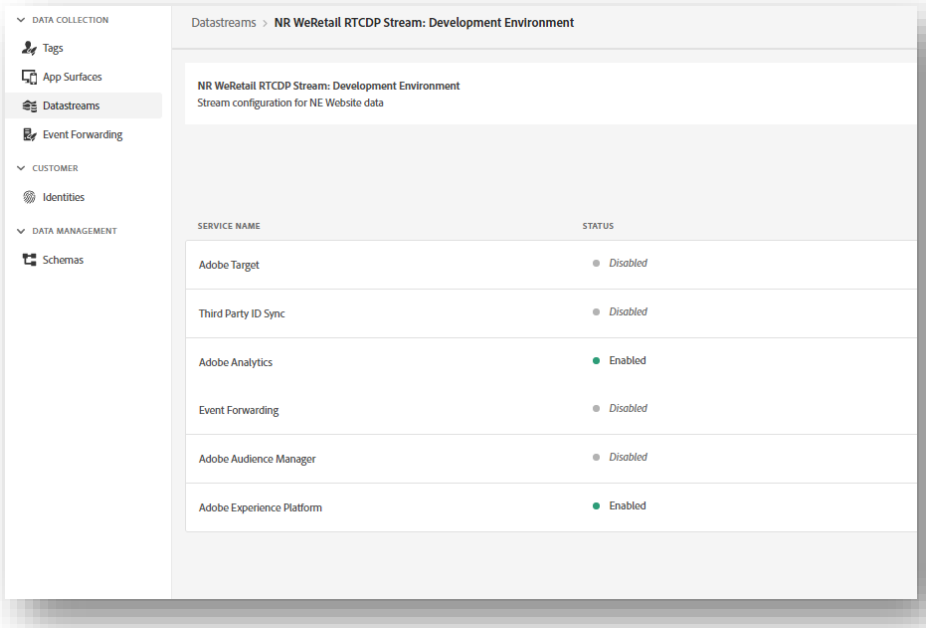
2. Select the Data Streams icon from the left-hand rail

3. Click the New Edge Configuration button in the upper-right hand corner

4. Give your Configuration a Name and Description, select the event datasets (optional) and click Save and Add Mapping

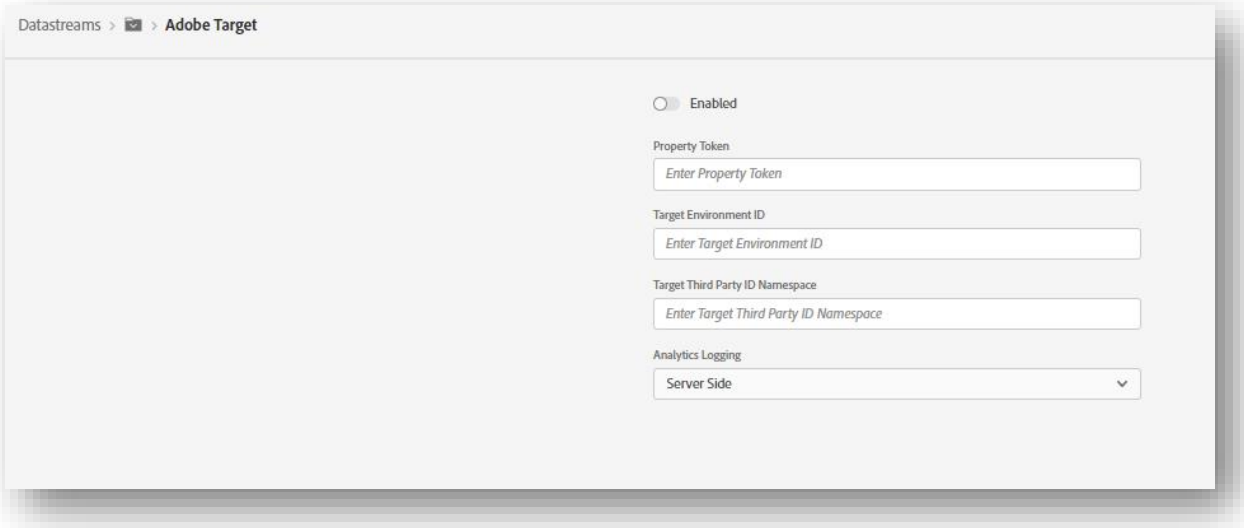


5. Select the service name Adobe Experience Platform section to add AEP related details

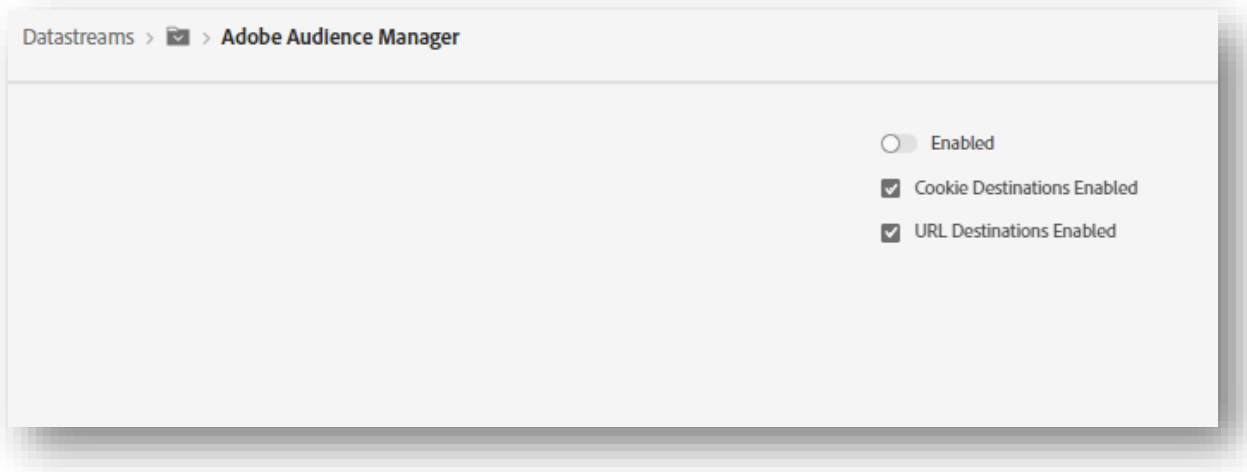


Select the event dataset. Profile dataset is optional. Select other options if needed.

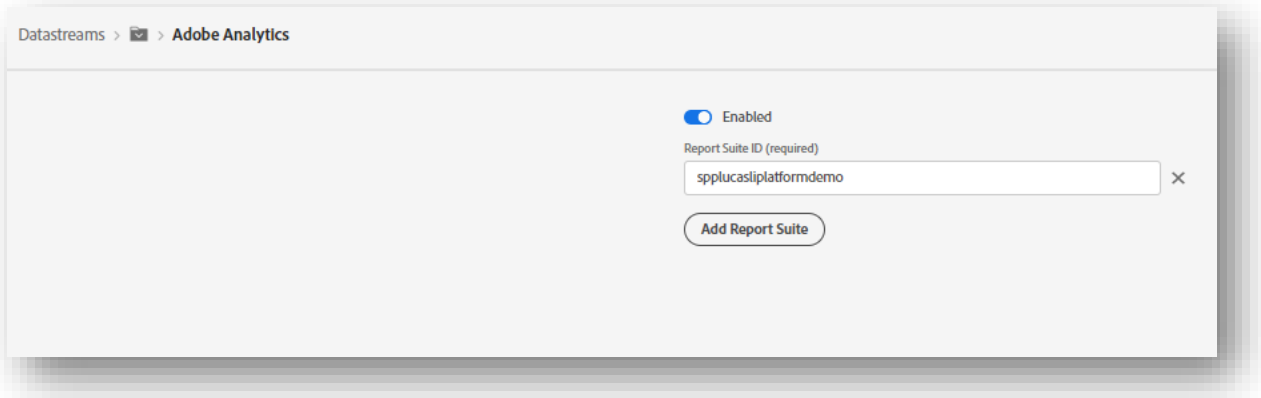
6. Click the toggle switch to turn enable the Target section of the configuration. Add the details and click Save.



7. Click the toggle switch to turn enable the Audience Manager section of the configuration. Click the Check Mark to enable Cookie Destinations. If you're familiar with and would like to Test URL Destinations as well, feel free to enable and test those as well.



8. Click the toggle switch to enable the **Analytics** section of the configuration. Add your Report Suite ID.



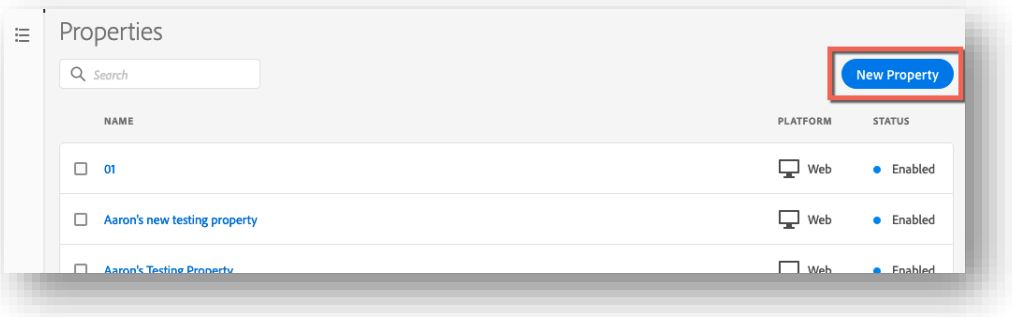
9. When you're done, click the **Save** button at the top right of the page.

10. Once Saved, click the name of your configuration, you'll see three environments with three different configuration IDs. You should use this in Data Collection (Launch) extensions to configure Web SDK.

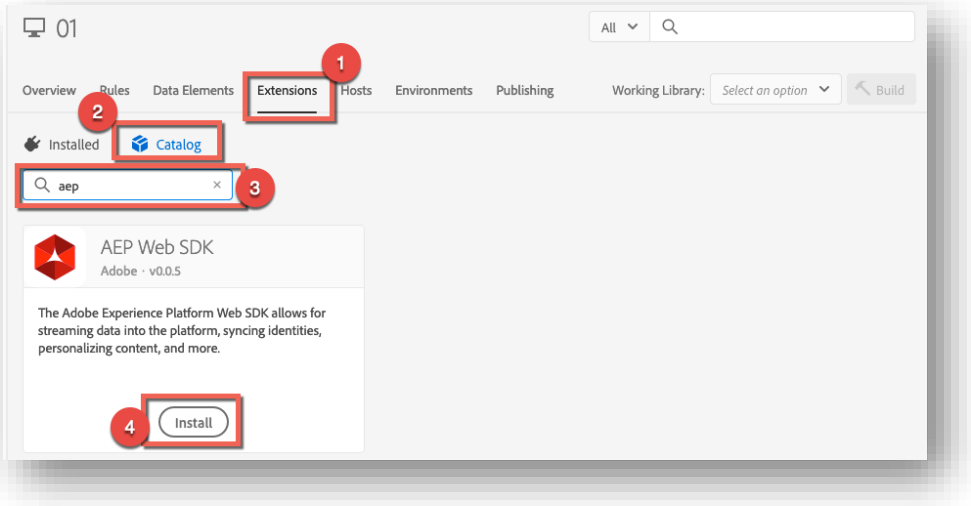
3. Use Web SDK

3.1. Install the Web SDK

1. Create new Launch Property:

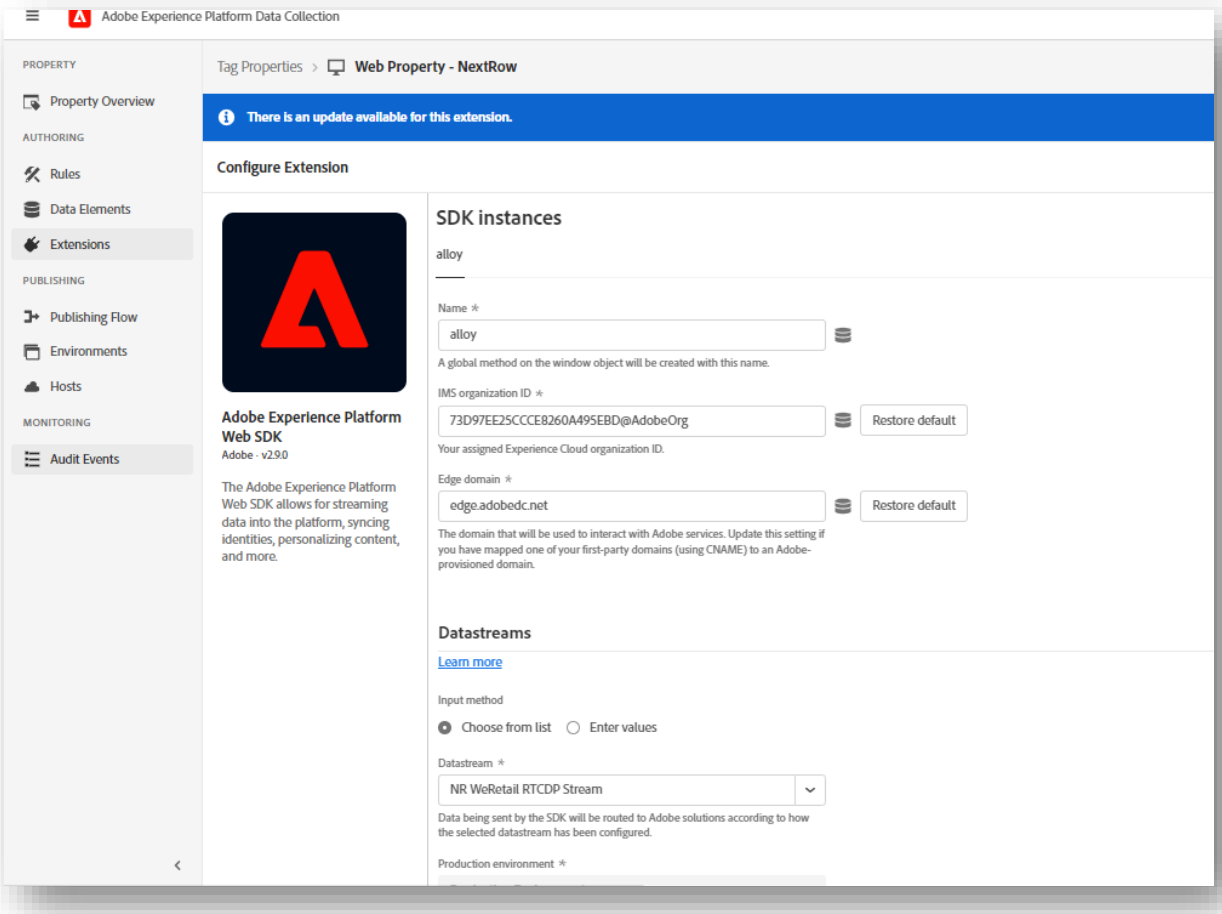


2. Install AEP Web SDK in Adobe Launch:



Next, we'll configure the Web SDK. You'll need the Configuration ID you created in the previous section.

1. Select or manually enter the configuration ID (Data Stream instance)



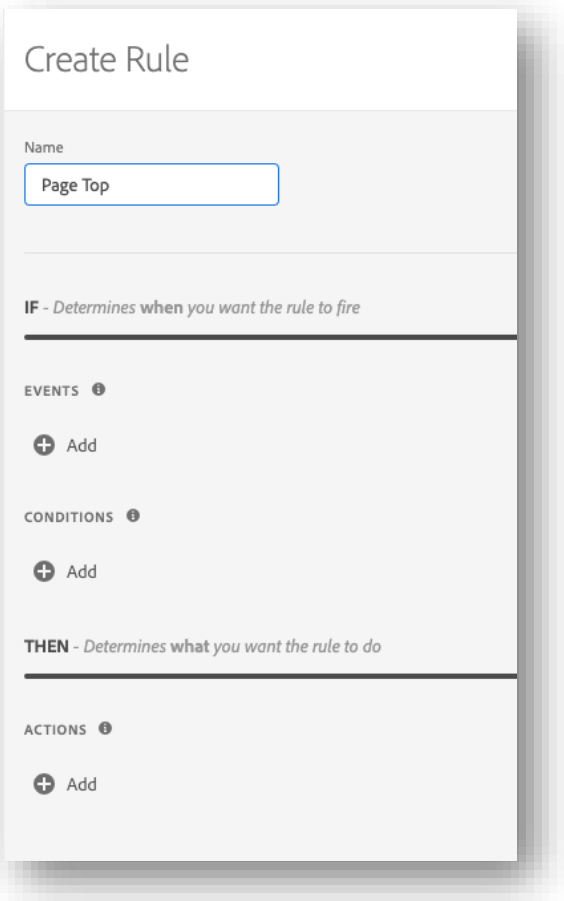
Use the following options to configure the AEP Web SDK:

Name: Stick with alloy for now
Config ID: Configuration ID from previous assignment
IMS Organization ID: Your Adobe Org ID
Edge Domain: edge.adobedc.net

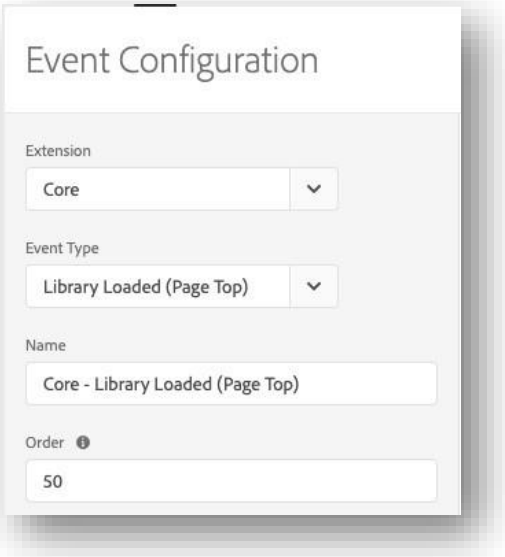
For the rest of the options, use the default settings.

3.2. Create Rules using the Web SDK

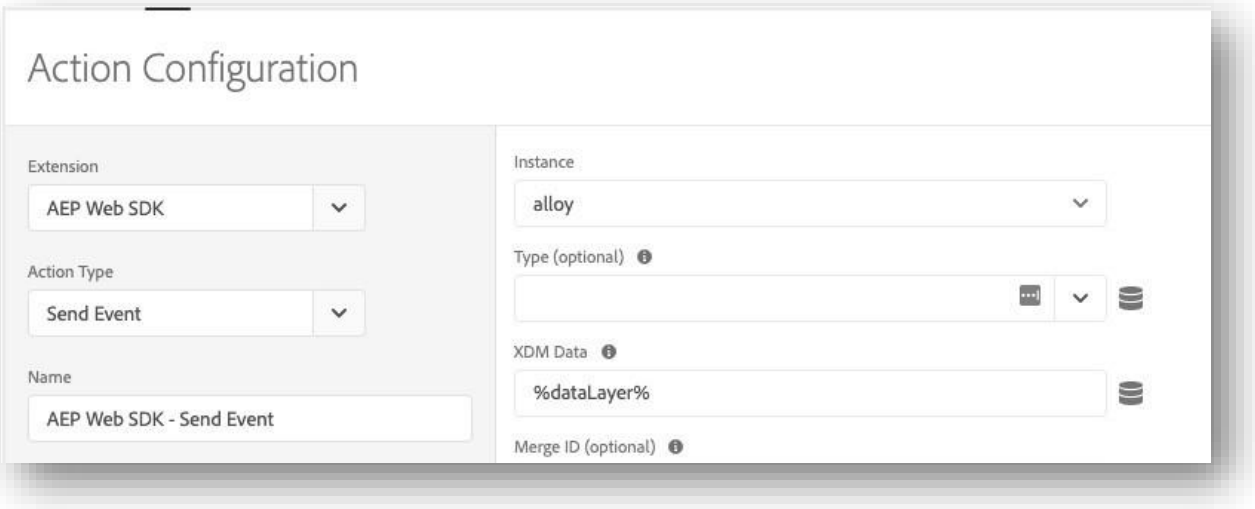
1. Create a Rule, to get started give it a name:



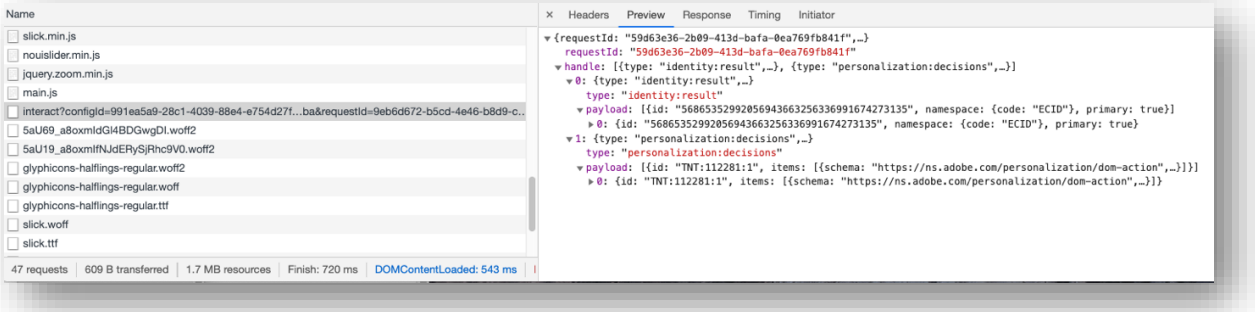
2. Configure your Event. Set your rule to fire when the Library is Loaded (Page Top):



3. Configure your Action. If you have a data layer object (in XDM format), you should pass it with this call.



4. Now, let's check the browser console to ensure the *interact* call is present. The calls in the Network Console can be found by searching using the words interact, collect or the adobedc.net



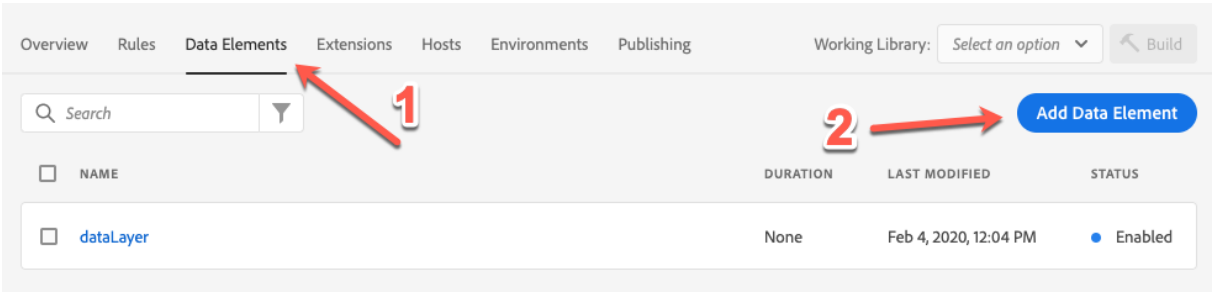
If you navigate to "Headers" and you expand the events>xdm portion of the request, you'll be able to see the data layer (XDM) alongside key value pairs collected and sent by the alloy.js library. You can also use the Adobe Experience Platform debugger.

3.3. Use the Data Layer to XDM Mapper

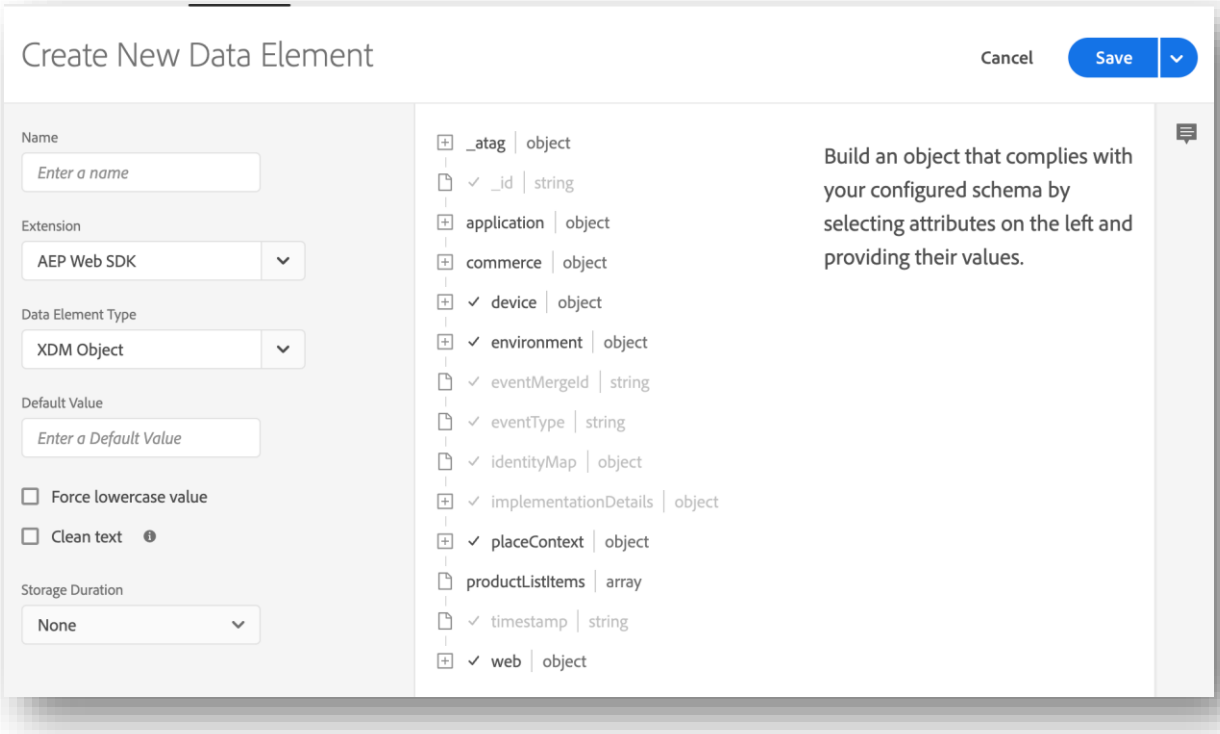
Adobe has created a Data Layer to XDM mapper in Launch. This mapper allows data layer data to be sent to Platform without the strict requirement that the structure of the data layer match the structure of the Schema. This tool will be key in allowing customers with existing data layers migrate to the Web SDK.

To use the Data Layer to XDM mapper:

1. Select **Data Elements** in the Launch property, then select the **Add Data Element** button.



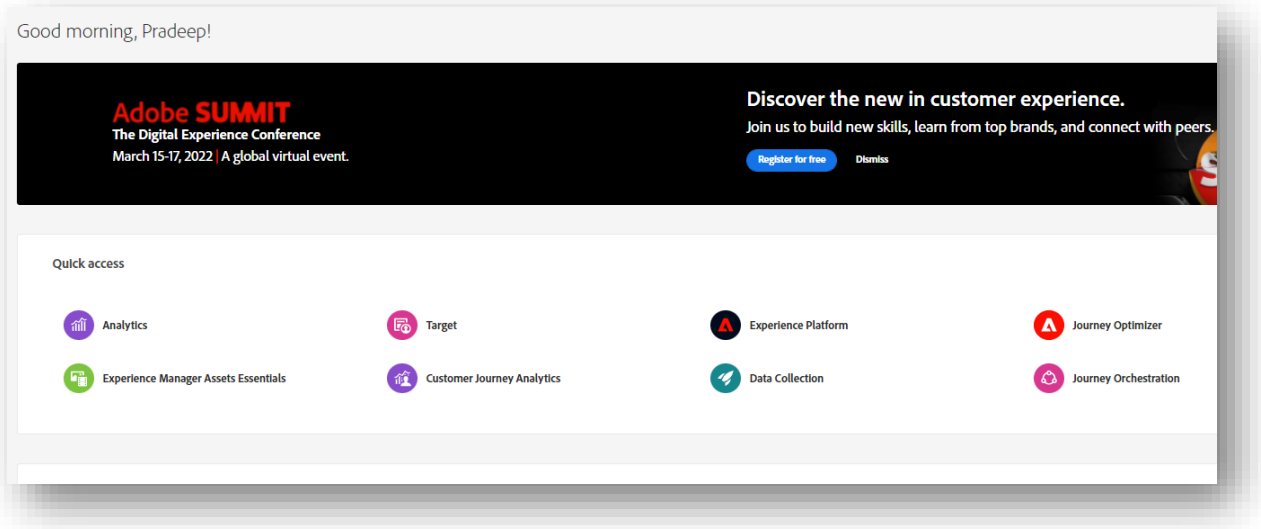
2. Under Extension, select **AEP Web SDK**, then select **XDM Object** as the data type. Selecting those two values will load the Schema you configured previously. Now may now select individual elements from the schema and map them to values from your data layer.



4. Validate Data in Platform

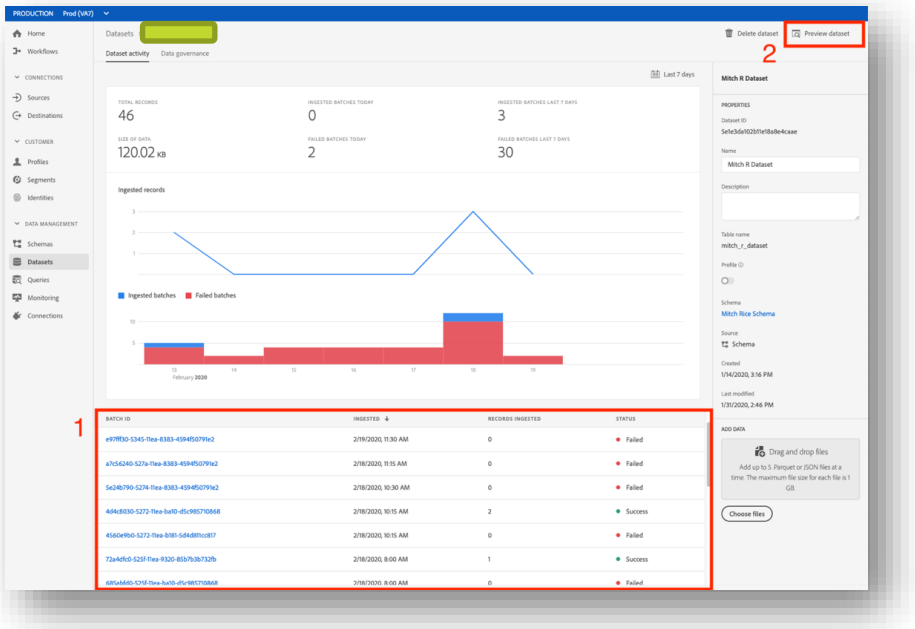
With your site currently sending hits to the Edge Network and onto Platform, you should now be able to see it as it populates.

1. Select the "Experience Platform" section on home page and select the right sandbox

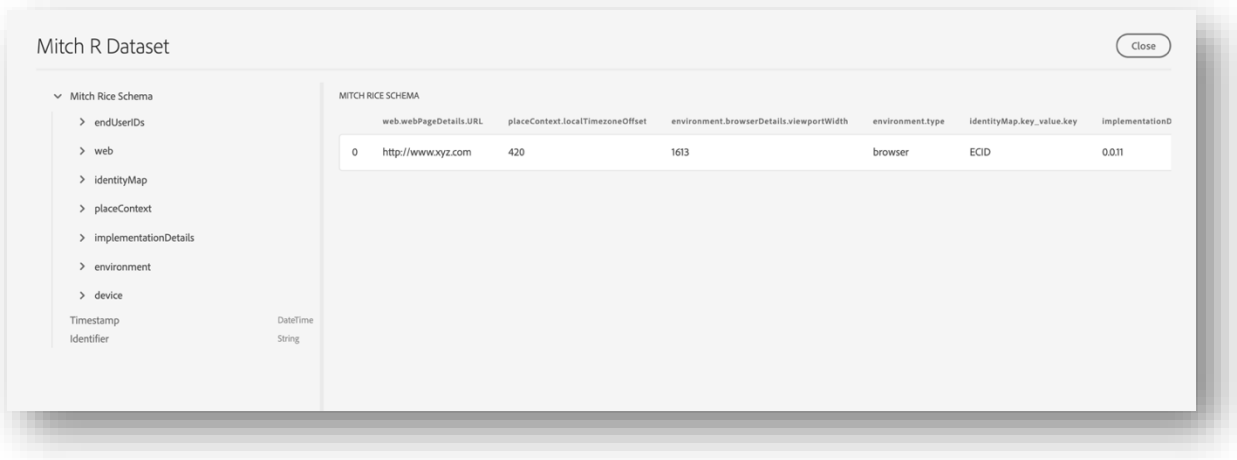


2. Click Datasets in the left-hand menu and navigate to the dataset created earlier

In the lower part of the screen, you'll the status of the most recent calls sent to Adobe Experience Platform. New batches are ingested every 15 minutes. If you don't see your most recently sent data, make sure you're checking at one of the quarter-hourly intervals. If your data is failing, you can also click on the batch ID to see the failure reason. The most frequent reason for data failure is that data is not mapped correctly to the Schema structure.



Click Preview Dataset to view data that has been sent to Platform. Here you should see your data in its raw format, similar to what you would see in a data feed or Analytics debug log.



You can narrow down the visible data by selecting individual elements in the left-hand rail.