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About the Adobe data actions integration

The Adobe data actions integration uses custom actions to act on data in Adobe applications like Adobe Experience Platform.

Overview

The Adobe data actions integration allows you to create custom actions that you can use throughout Genesys Cloud to act on data in Adobe. You can use these data actions to make routing decisions within your interaction flow in Architect, to present information to your agents in Scripts, or to act on data in other ways. Currently, the integration supports Adobe Experience Platform.

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Get started

Review the requirements. After you add the integration, create a custom action.

- [Requirements](#)
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Security

You can use several mechanisms to further secure your web service endpoints when you use data actions. These mechanisms help ensure that only data actions and no unrelated parties communicate with your endpoints.

- [Security for data actions](#)

Troubleshoot

Browse information about common issues. Test data actions for help debugging issues.

- [Troubleshoot](#)
- [Test data actions](#)

Solutions, best practices, and business scenarios

Learn about solutions and best practices that enable Genesys Cloud customers to make the most of Adobe Experience Platform and Genesys Cloud features.

- [Profile lookup with Adobe Experience Platform](#)

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