This webpage is a guide on how to set up Adobe Target in the Adobe Experience Platform Web SDK. Adobe Target is a tool that allows marketers to personalize content and design of their website to enhance customer experiences.
The page provides a step-by-step guide on how to set up Adobe Target. It starts with an introduction to Adobe Target, followed by the prerequisites needed for the setup. The prerequisites include having access to Adobe Experience Platform, having a working web property in Adobe Experience Platform Launch, and having access to Adobe Target.
The guide then provides detailed steps on how to configure Adobe Target in the Datastream, how to add the Target action to a rule in the Data Collection client, and how to validate the setup.
The page also provides links to other related topics and resources for further reading and understanding. It is a comprehensive guide for anyone looking to implement Adobe Target in their web application.