Adobe Target is a tool used for A/B testing, personalization, multivariate testing, and behavioral targeting. It is part of the Adobe Experience Cloud suite of solutions.
In the context of the Adobe Experience Platform Web SDK, Adobe Target is one of the services that can be integrated with the SDK. The Web SDK is a client-side JavaScript library that allows you to interact with multiple Adobe Experience Cloud solutions from a single codebase.
Here are the steps to implement Adobe Target in Web SDK:
1. \*\*Install the Web SDK\*\*: You can add the Web SDK to your website by including the following script in your HTML:
```html
<script src="https://cdn1.adoberesources.net/adobe/alloy/prod/latest/alloy.js" async></script>
```
2. \*\*Configure the SDK\*\*: You need to initialize the SDK with your organization ID, the ID of the datastream you want to use, and any other configuration options. Here's an example:
```javascript
alloy("configure", {
"edgeConfigId": "your-edge-config-id",
"orgId": "your-org-id@AdobeOrg",
"debugEnabled": false
});
```
3. \*\*Implement Adobe Target\*\*: To use Adobe Target, you need to include it in the `xdm` object in your `sendEvent` command. Here's an example:
```javascript
alloy("sendEvent", {
"xdm": {
"web": {
"webPageDetails": {
"URL": "https://www.example.com/"
}
},
"commerce": {
"productViews": [{
"value": 1.0,
"product": {
"SKU": "ABC"
}
}]
}
},
"data": {
"alloy\_debug": {
"mboxTrace": true
}
}
});
```
4. \*\*Test your implementation\*\*: You can use the Adobe Experience Cloud Debugger to verify that your implementation is working correctly.
Remember to replace `"your-edge-config-id"` and `"your-org-id@AdobeOrg"` with your actual edge configuration ID and organization ID.
Please note that the above code snippets are just examples. The actual implementation may vary depending on your specific requirements and the structure of your website.