To set up Adobe Target with Platform Web SDK, you need to meet the following prerequisites:
1. \*\*Adobe Experience Platform Data Collection\*\*: You need to have access to Adobe Experience Platform Data Collection (formerly known as Launch) by Adobe. This is where you will configure the Web SDK extension.
2. \*\*At.js 2.x\*\*: You should have at.js 2.x implemented on your website. The Web SDK uses the same backend services as at.js 2.x.
3. \*\*Adobe Experience Platform Web SDK\*\*: You need to have the Web SDK installed on your website. The Web SDK is a client-side JavaScript library that allows you to interact with Adobe Experience Platform.
4. \*\*Adobe Target\*\*: You need to have an Adobe Target account. This is where you will create and manage your personalization activities.
5. \*\*Adobe Experience Platform\*\*: You need to have access to Adobe Experience Platform. This is where you will manage your customer data and profiles.
6. \*\*Adobe Experience Platform Identity Service\*\*: You need to have the Experience Cloud Identity Service implemented on your website. This service allows Adobe solutions to identify your website visitors consistently across all the different Adobe solutions.
7. \*\*Adobe Experience Platform Edge Network\*\*: You need to have access to the Adobe Experience Platform Edge Network. This is the network that the Web SDK uses to send data to Adobe Experience Platform.
8. \*\*Adobe Experience Platform Datastreams\*\*: You need to have a datastream configured in the Data Collection UI. The datastream is what connects your website to the Adobe Experience Platform Edge Network.