

# Adobe Marketing Cloud

## Dynamic Tag Management and Marketing Cloud ID Tool

### Customized Settings

**INTERNAL DISTRIBUTION ONLY**

#### Introduction

The first version of the Dynamic Tag Management (DTM) Marketing Cloud ID tool (MCID) contains a restricted number of optional settings in the DTM UI. Manipulating any MCID settings in addition to those provided in the UI requires a minor modification to one of the DTM custom code sections. This document contains the basic procedure required to modify these additional MCID settings.

#### Procedural Overview

The essential steps to add an MCID custom setting to DTM are as follows:

1. Verify that a DTM MCID tool has been correctly configured for the applicable DTM web property
2. Create a DTM Target tool for the web property if one does not yet exist
3. Verify that the Target tool synchronous checkbox is enabled
4. Add the additional MCID settings at the top of the custom code section in the Target tool
5. Test, approve, and publish the modifications

Once the custom settings are available then they will be applied to the active Visitor object and made available to the individual configured solutions.

#### Disclaimer

This solution is only a stop-gap until the DTM MCID tool UI is extended to allow for the management of additional custom settings. It is important to note that the DTM product roadmap includes sequencing features that will render this intermediate solution obsolete. When the sequencing features are released in the future then any implementation that uses this solution will need to be updated. Additionally, it is important to note that the execution of the Target custom code is currently being evaluated prior to any top of page rules, so it is loading sequentially prior to any rule evaluations.







## Procedural Details

1. **Verify that a DTM MCID tool has been correctly configured for the applicable DTM web property**

This is an essential step that ensures the loading of the visitorAPI.js code and the calling of Visitor.getInstance() method.

- a. Navigate to the “Overview” tab in DTM and check to see if a “Marketing Cloud ID Service” tool exists in the tool list.

Installed Tools Add a Tool Add a Tag

Tool Name	Production	Staging	Activation	Status
 AAM Adobe AudienceManager			Inactive	✓ ⚙
 Adobe Analytics Adobe Analytics	prod-test	stage-test	Active	✓ ⚙
 Adobe Target Adobe Target			Active	✓ ⚙
 Marketing Cloud ID Service Marketing Cloud ID Service			Active	✓ ⚙

- b. Click on the tool gear icon to access the MCID settings
- c. Verify that at a minimum the “Marketing Cloud Organization ID” and “Analytics Tracking Server” are configured correctly

### Marketing Cloud ID Service Settings

Marketing Cloud Organization ID ?

**General**

Analytics Tracking Server ?

Marketing Cloud Server ?

Library Version

1.3 (Most Recent) ▾

Tracking Server Secure ?

Marketing Cloud Server Secure ?

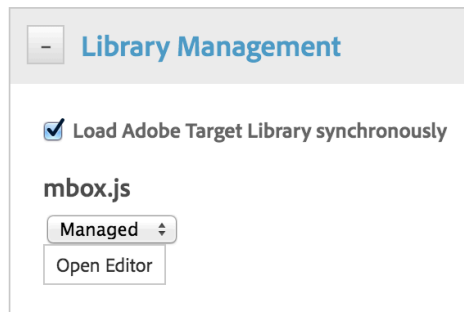
- d. If an MCID tool does not yet exist then create one by clicking on the “Add Tool” button on the overview tab



**2. Create a DTM Target tool for the web property if one does not yet exist**

- a. Click on the "Add Tool" button on the overview tab
- b. Select the "Adobe Target" tool option
- c. Assign a tool name and select the "manual" configuration option if prompted in the UI
- d. If a Target tool already exists then proceed to step 3

**3. Verify that the Target tool synchronous checkbox is enabled**



**4. Add the additional MCID settings at the top of the custom code section in the Target tool**

- a. In DTM the Visitor object is accessed through the use of DTM object syntax. For example, `_satellite.getVisitorId()` retrieves the Visitor object using `_satellite` methodology. Individual Visitor object methods can be referenced by extending the `_satellite.getVisitorId()` reference to include the Visitor methods. To access `Visitor.setCustomerIds()` in DTM use `_satellite.getVisitorId().setCustomerIds()`. This format can be used for any custom Visitor settings.
- b. At the top of the editor enter the additional MCID settings using DTM custom code syntax. For example, setting customer IDs could be done like this,

```
_satellite.getVisitorId().setCustomerIDs({  
  "crm_id":"1234567890",  
  "support_chat_id":"1234-5678-90123-456-78901234567"  
})
```

**5. Test, approve, and publish the modifications**

