



## AEP & RTCDP

### Module 1: Introduction to Adobe Experience Platform

- Introduction
  - <https://experienceleague.adobe.com/en/docs/experience-platform/landing/home>
  - <https://experienceleague.adobe.com/en/docs/experience-platform/rtcdp/intro/rtcdp-intro/overview>
- Experience Platform: Features and Benefits
  - <https://business.adobe.com/products/experience-platform/features.html>
- Experience Platform: Architecture
  - <https://experienceleague.adobe.com/en/docs/platform-learn/tutorials/intro-to-platform/basic-architecture>
  - <https://experienceleague.adobe.com/en/docs/blueprints-learn/architecture/architecture-overview/platform-applications>
  - <https://experienceleague.adobe.com/en/docs/blueprints-learn/architecture/architecture-overview/platform-data-flow>
- Adobe Experience Platform and Adobe Cloud Applications Integration
  - <https://experienceleague.adobe.com/en/docs/blueprints-learn/architecture/architecture-overview/experience-cloud>
- Application Services Powered by Experience Platform: An Overview
  - <https://experienceleague.adobe.com/en/docs/experience-platform/landing/ecosystem/application-services>
- Exercise: Navigate through the Experience Platform UI

### Module 2: Managing Data in Adobe Experience Platform

- Introduction
- Data Ingestion Pipeline in Experience Platform
  - <https://experienceleague.adobe.com/en/docs/blueprints-learn/architecture/data-ingestion/ingestion>
- Data Ingestion Methods in Experience Platform
  - <https://experienceleague.adobe.com/en/docs/experience-platform/ingestion/home>
- XDM: An Overview
  - <https://experienceleague.adobe.com/en/docs/experience-platform/xdm/schema/composition>

- <https://experienceleague.adobe.com/en/docs/experience-platform/xdm/ui/resources/schemas>
- Data Governance and Privacy Service in Experience Platform
  - <https://experienceleague.adobe.com/en/docs/experience-platform/data-governance/home>
  - <https://experienceleague.adobe.com/en/docs/experience-platform/data-governance/e2e>
- Exercise: Verify data ingestion from a website using Platform WebSDK/APIs (Only Examples) into Experience Platform
  - *To be Covered in Module 3 in complete details.*
- Exercise: Ingest data by using a CSV file mapped to the XDM schema.
  - <https://experienceleague.adobe.com/en/docs/experience-platform/ingestion/tutorials/map-csv/existing-schema>
- Exercise: Apply data governance to a dataset.
  - <https://experienceleague.adobe.com/en/docs/experience-platform/data-governance/e2e#migrate-labels>

## Module 3: Managing Real-Time Customer Profiles in Adobe Experience Platform (10 Hours)

- Introduction
- Basics of Data Ingestion:
  - Step1: Create Schema (Record or Event)
  - Step2: Create a Dataset using the Schema
  - Step 3: Create a HTTP API connector for Record Data/Create a DataStream for the Time-series
  - Step4: Configure the HTTP API connector or DataStream to ingest data to selected Dataset.
  - Step5: Create a Project under developer.adobe.com to get the credentials to use EDGE APIs.
- Real-Time Customer Profile: An Overview
  - <https://experienceleague.adobe.com/en/docs/experience-platform/profile/home>
- Identity Graph and identity Service
  - <https://experienceleague.adobe.com/en/docs/platform-learn/tutorials/identities/understanding-identity-and-identity-graphs>
  - <https://experienceleague.adobe.com/en/docs/experience-platform/identity/home>
- Data ingestion via Edge APIs and WebSDK (Only Examples not Implementation)
  - <https://experienceleague.adobe.com/en/docs/analytics-platform/using/cja-data-ingestion/ingest-use-guides/edge-network/aepwebsdk> (WebSDK)

- <https://experienceleague.adobe.com/en/docs/analytics-platform/using/cja-data-ingestion/ingest-use-guides/edge-network/serverapi> (EdgeAPIs)
- <https://experienceleague.adobe.com/en/docs/experience-platform/edge-network-server-api/data-collection/interactive-data-collection> (EDGE API sample call)
- Data Ingestion via Streaming service
  - <https://experienceleague.adobe.com/en/docs/experience-platform/ingestion/streaming/overview>
  - <https://developer.adobe.com/experience-platform-apis/references/streaming-ingestion/>
- Data ingestion via Source Connectors
  - <https://experienceleague.adobe.com/en/docs/experience-platform/sources/home>
- Data Ingestion limitations and use cases for different ingestion methods
  - <https://experienceleague.adobe.com/en/docs/experience-platform/ingestion/home> (Overview)
  - <https://experienceleague.adobe.com/en/docs/experience-platform/ingestion/guardrails> (Guardrails for Data Ingestion)

#### Sample Experience Event API Call when Identity is set within the schema:

```
curl --location 'https://edge.adobedc.net/ee/v2/interact?dataStreamId=338bbb96-c129-414f-9725-41808c822313'\
--header 'x-gw-ims-org-id: 86707EAF5E578E210A495EC0@AdobeOrg' \
--header 'x-api-key: 37f3281d3ca845abb2dd1f70b4bd38fc' \
--header 'Content-Type: application/json' \
--data '{
  "event": {
    "xdm": {
      "_adlsplatformus": {
        "login_session_id": "12131",
        "login_session_name": "test Session1",
        "pokhraj_event_emp_id": "5555566",
        "pokhraj_event_emp_name": "Ashish - FPID",
        "wellnessProgram": {
          "programDate": "2018-01-12",
          "programId": "33",
          "programName": "test",
          "registeredDate": "2018-01-12"
        }
      }
    },
    "_id": "46546131843523234asd8464",
    "eventMergeld": "",
    "eventType": "PageView",
    "identityMap": {
```

```

        "FPID": [
          {
            "id": "406d25e0-30df-47f6-9ddc-1ea281637e71",
            "authenticatedState": "ambiguous",
            "primary": true
          }
        ],
        "producedBy": "self",
        "timestamp": "2024-11-14T20:20:39+00:00"
      }
    },
    "query": {
      "identity": {
        "fetch": [
          "ECID"
        ]
      }
    }
  }
}'

```

### Sample Experience Event API CURL for Identity Map:

```

curl --location 'https://edge.adobedc.net/ee/v2/interact?dataStreamId=338bbb96-c129-414f-9725-41808c822313' \
--header 'x-gw-ims-org-id: 86707EAF5E578E210A495EC0@AdobeOrg' \
--header 'x-api-key: 37f3281d3ca845abb2dd1f70b4bd38fc' \
--header 'Content-Type: application/json' \
--data '{
  "event": {
    "xdm": {
      "_adlsplatformus": {
        "login_session_id": "12131",
        "login_session_name": "test Session1",
        "pokhraj_event_emp_id": "555566",
        "pokhraj_event_emp_name": "Ashish - FPID",
        "wellnessProgram": {
          "programDate": "2018-01-12",
          "programId": "33",
          "programName": "test",
          "registeredDate": "2018-01-12"
        }
      }
    },
    "_id": "4654613184352311234asd8464",
    "eventMergeld": ""
  }
}'

```

```
"eventType": "PageView",
"identityMap": {
  "FPID": [
    {
      "id": "406d25e0-30df-47f6-9ddc-1ea281637e72",
      "authenticatedState": "ambiguous",
      "primary": true
    }
  ],
  "crmId": [
    {
      "authenticatedState": "ambiguous",
      "id": "88888888888",
      "primary": false
    }
  ]
},
"producedBy": "self",
"timestamp": "2024-11-14T20:20:39+00:00"
}
},
"query": {
  "identity": {
    "fetch": [
      "ECID"
    ]
  }
}
}'
```

### Adobe Experience Platform All Postman Sample:

<https://github.com/adobe/experience-platform-postman-samples>

- Event Forwarding
  - <https://experienceleague.adobe.com/en/docs/experience-platform/tags/event-forwarding/overview>
  -
- Audience Dashboard
  - <https://experienceleague.adobe.com/en/docs/experience-platform/dashboards/guides/audiences>
  - <https://experienceleague.adobe.com/en/docs/experience-platform/segmentation/ui/audience-portal>

- <https://experienceleague.adobe.com/en/docs/platform-learn/tutorials/audiences/create-audiences>
  - <https://experienceleague.adobe.com/en/docs/experience-platform/segmentation/ui/audience-composition>
  -
- Segmentation Service – Edge, Streaming and Batch
  - <https://experienceleague.adobe.com/en/docs/experience-platform/segmentation/home>
  -
- Destinations