

# **Adobe Summit**

## **LAB WORKBOOK**

**Lab 612: Become an Expert in  
Adobe Experience Platform  
Data Collection in 60 Minutes**

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## Terminology

**Dataset** - All data that is successfully ingested into Adobe Experience Platform is persisted within the AEP Data Lake as datasets. A dataset is a storage and management construct for a collection of data, typically a table, that contains a schema (columns) and fields (rows). Datasets also contain metadata that describes various aspects of the data they store.

**Datastream** - A datastream represents the server-side configuration when implementing the Adobe Experience Platform Web and Mobile SDKs along with the AEP Server-to-server API.

**Event Forwarding** - Event forwarding in Adobe Experience Platform allows you to send collected event data to one or more destinations for server-side processing and can even enrich events with additional data from multiple sources.

**Schema** – Schemas describe the structure of data stored in a Platform Dataset in a consistent and reusable way. By defining data consistently across systems, it becomes easier to retain meaning and therefore gain value from data.

**Tags** - Formerly Adobe Launch, Tags is Adobe's Tag Management tool. Tags gives customers a simple way to deploy and manage the analytics, marketing, and advertising tags necessary to power relevant customer experiences for both Web and Mobile.

## Reference Values for the Lab

<b>Email:</b> L612+###@adobeeventlab.com	<b>Password:</b> Adobe2024!
Analytics Report Suite	experienceedgeearlyaccesssummitl612
Dataset	L612-### Dataset
Datastream	L612-### Datastream
Tags Property	L612-### Property
Target Property Token	715cf795-ce15-b3ee-6208-f8df1058c8e8
XDM Schema	L612 Schema

### in the examples above should correspond with your seat number in this lab. For example: 001, 023, 115

## Part 1: Migrate Adobe Analytics to AEP Web SDK

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**Section Overview:** In this section, our first task will be to install and configure the AEP Web SDK in our Tags property. We'll then create a new Data Element, include it in our sendEvent Rule and then configure Adobe Analytics for our Datastream. We will finish the section by looking at our updated implementation that send data to Analytics using the AEP Web SDK.

### **Exercise 1.1: Login to the Experience Cloud**

**Step 1:** Navigate to [experience.adobe.com](https://experience.adobe.com)

**Step 2:** Enter the email address: **L612+###@adobeeventlab.com**

**Step 3:** Select **Company or School Account**

**Step 4:** Enter the password: **Adobe2024!**

**Step 5:** If required, click **Not Now** for any prompts about adding backup phone numbers or email addresses.

**Step 6:** If required, click **Ask me later** on the personalization modal that appears.

## **Exercise 1.2: Configure the AEP Web SDK in your Tags Property**

We will use Tags to configure the AEP Web SDK and start the transition from using AppMeasurement to send Analytics requests to using the AEP Web SDK.

### **Step 1:** On the Experience Cloud landing page, navigate to **Data Collection**

The screenshot shows the Adobe Experience Cloud landing page. At the top, there is a banner for "Adobe Summit" with the text "Save your seat for the best experience. Session scheduling is live. Secure your spot in the most popular sessions and labs." Below the banner, there is a "Quick access" section with several icons: Analytics, Audience Manager, Data Collection (which is highlighted with a red box), Experience Platform, Journey Optimizer, Privacy UI, System Status, and Target. The "Data Collection" icon is located in the center of the row.

### **Step 2:** Select **Tags** in the left-hand menu

The screenshot shows the "Adobe Experience Platform Data Collection" page. On the left, there is a navigation sidebar with "DATA COLLECTION" expanded, showing "Tags" selected (highlighted with a red box). Other options in the sidebar include "App Surfaces", "Datastreams", "Event Forwarding", "Monitoring", "Assurance", "DATA MANAGEMENT", and "Places". The main content area displays a welcome message: "Good morning, 222! Welcome to Adobe Experience Platform Data Collection! Data Collection provides a suite of technologies that allow you to collect event data from client-side sources and send it to the Adobe Experience Platform Edge Network where it can be enriched, transformed, and distributed to Adobe or non-Adobe destinations server-side in seconds! To access Data Collection features your org administrator may need to [grant permissions](#) in the Admin Console." Below this, there is a "Getting Started with Data Collection" section with three cards: "Start Collecting Web Data", "Start Collecting Mobile Data", and "Send Conversion Data to Mats".

**Step 2:** You'll be taken to the Tags landing page. Search for your Tags Property by searching for **L612-<Seat Number>**. When you have located your Tags Property, click the name.

Tag Properties

NAME	PLATFORM	MODIFIED BY	LAST MODIFIED
L612-222 Property	Web	Mitch Rice	Feb 28, 2024, 9:05 PM

**Step 3:** Click **Extensions** on the left-hand menu

Tag Properties > L612-222 Property

PROPERTY

AUTHORIZING

PUBLISHING

MONITORING

Extensions

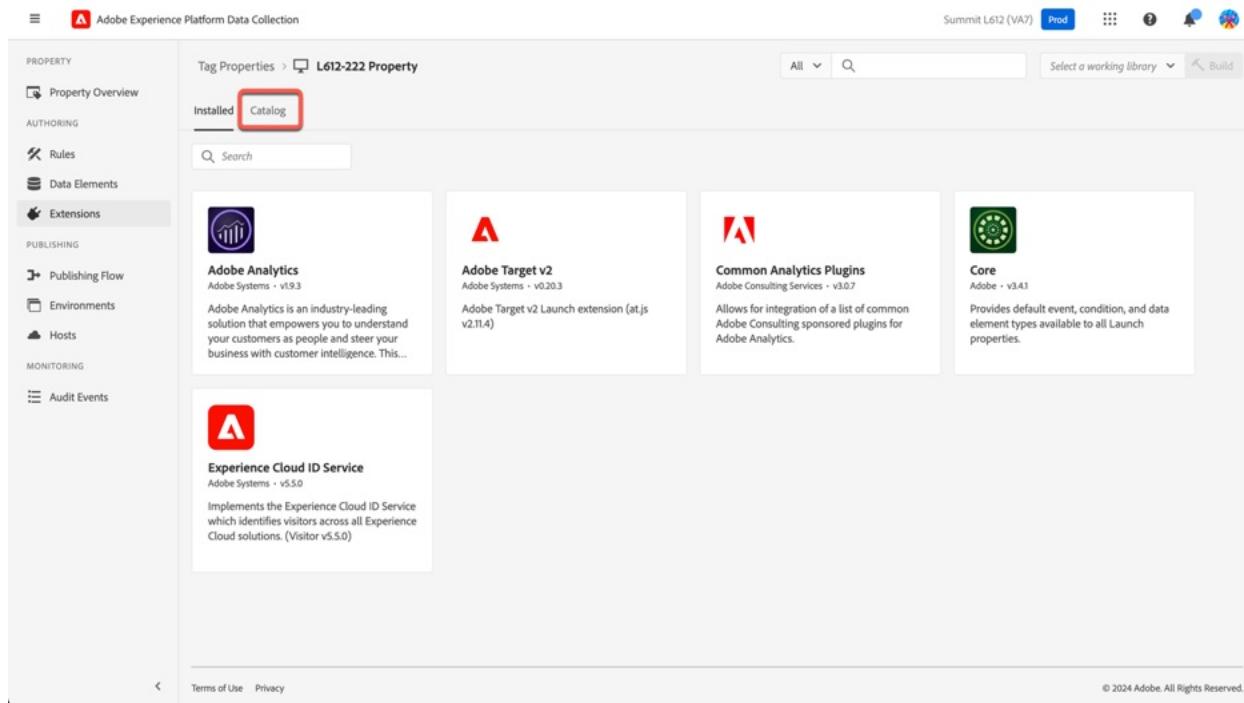
My Recent Activity

Featured

Whats New

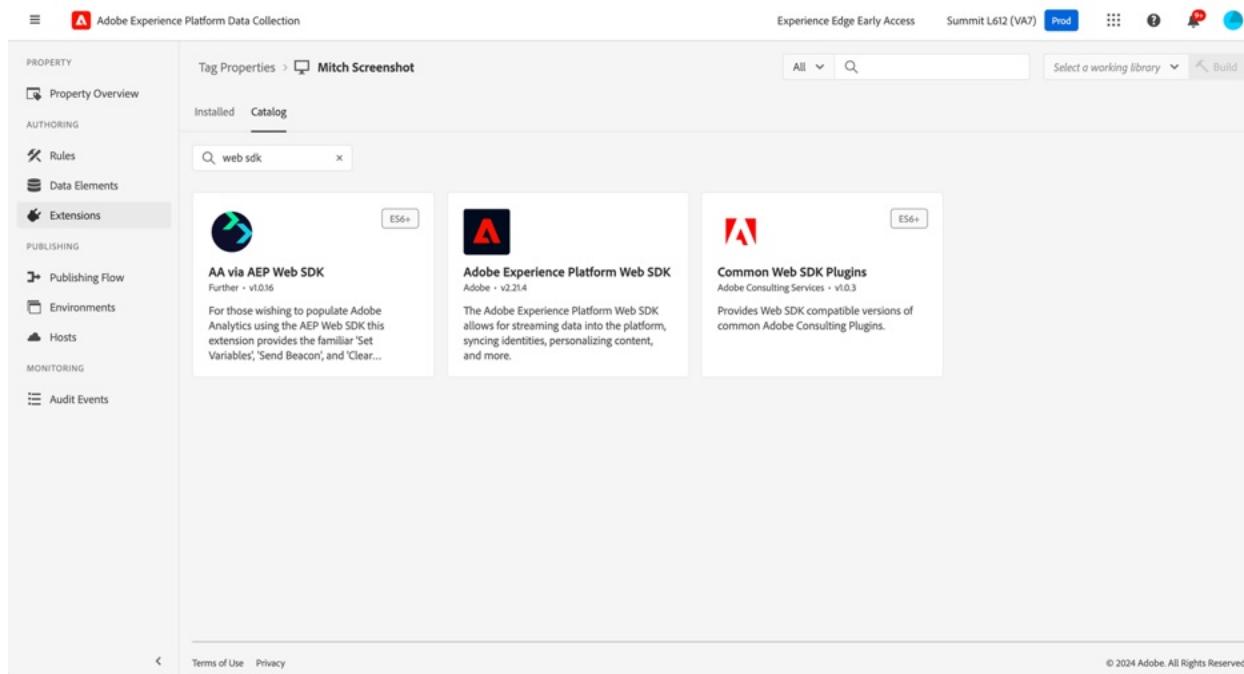
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**Step 4:** Next we'll install the AEP Web SDK. Click the **Catalog** tab near the top of the page.



The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with various navigation options like Property Overview, Rules, Data Elements, and Extensions. The main area is titled 'Tag Properties > L612-222 Property'. At the top of this area, there are tabs for 'Installed' and 'Catalog', with 'Catalog' being highlighted and enclosed in a red box. Below the tabs is a search bar with the placeholder 'Q, Search'. There are four extension cards displayed: 'Adobe Analytics' (v1.9.3), 'Adobe Target v2' (v0.20.3), 'Common Analytics Plugins' (v3.0.7), and 'Core' (v3.4.1). Each card has a brief description and a link to its details. At the bottom of the main area, there are links for 'Terms of Use' and 'Privacy', and a copyright notice: '© 2024 Adobe. All Rights Reserved.'

**Step 5:** Enter **Web SDK** in the search box near the top of the screen. Select the **Adobe Experience Platform Web SDK Extension**.



This screenshot shows the same interface as above, but with a search term 'web sdk' entered into the search bar at the top of the main content area. The search results show three extensions: 'AA via AEP Web SDK' (Further - v1.0.16), 'Adobe Experience Platform Web SDK' (Adobe - v0.21.4), and 'Common Web SDK Plugins' (Adobe Consulting Services - v1.0.3). Each result has a brief description and a link to its details. The copyright notice at the bottom is also present.

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**Step 6:** Click **Install** in the menu that appears on the right-hand side of the screen.

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with various navigation options like Property Overview, Rules, Data Elements, and Extensions. The main area is titled 'Tag Properties > Mitch Screenshot' and has tabs for 'Installed' and 'Catalog'. A search bar at the top right shows 'web sdk'. In the catalog, there are three items: 'AA via AEP Web SDK', 'Adobe Experience Platform Web SDK', and 'Common Web SDK Plugins'. The 'Adobe Experience Platform Web SDK' item is highlighted with a blue border. To its right, a modal window titled 'Adobe Experience Platform Web SDK' shows the version 'v2.21.4' and an 'Install' button, which is also highlighted with a red box. The bottom right corner of the modal contains the text 'Description' and 'The Adobe Experience Platform Web SDK allows for streaming data into the platform, syncing identities, personalizing content, and more.' with a 'Learn More' link.

**Step 7:** The AEP Web SDK Extension configuration will appear. Scroll down to the Datastreams configuration section and select the **L612-### Datastream** you just created Production Datastream drop-down.

This screenshot shows the 'Install Extension' dialog for the 'L612-222 Property'. The left sidebar is identical to the previous screenshot. The main area is titled 'Install Extension' and has sections for 'Datastreams', 'Staging Datastream', and 'Development Datastream'. Under 'Datastreams', there's a dropdown labeled 'Production Datastream \*' containing 'L612-222 Datastream', which is also highlighted with a red box. Below it, there's a note: 'Choose the datastream for the production environment.' Under 'Staging Datastream', there's a dropdown labeled 'Select a datastream' with a note: 'Choose the datastream for the staging environment.' Under 'Development Datastream', there's a dropdown labeled 'Select a datastream' with a note: 'Choose the datastream for the development environment.' At the bottom, there's a 'Privacy' section with a note: 'Default consent (not persisted to user's profile)' and two radio button options: 'In - Collect events that occur before the user provides consent preferences.' and 'Out - Deny events that occur before the user provides consent preferences.' The top right of the dialog has buttons for 'Save' (highlighted with a blue box) and 'Cancel'.

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## Step 8: Configure Personalization and save

1. Scroll down to the **Personalization** section. Select the **Migrate Target from at.js to the Web SDK** checkbox
2. Select the **Enable personalization storage** checkbox
3. Click **Save**

The screenshot shows the 'Install Extension' dialog for the 'Adobe Experience Platform Web SDK (Summit)'. On the left, there's a sidebar with various options like Property Overview, Rules, Data Elements, and Extensions. The 'Extensions' option is selected. In the main area, there's a large 'A' logo for the extension. Below it, the extension name is 'Adobe Experience Platform Web SDK (Summit)' and the version is 'Adobe - v2.22.2'. A note says: 'The Adobe Experience Platform Web SDK allows for streaming data into the platform, syncing identities, personalizing content, and more.' Under the 'Personalization' heading, there are two checkboxes: 'Migrate Target from at.js to the Web SDK' (which is checked and highlighted with a red box, labeled 1) and 'Enable personalization storage' (which is also checked and highlighted with a red box, labeled 2). At the bottom right of the dialog, there's a 'Save' button (highlighted with a red box and labeled 3).

## Exercise 1.4: Create a Variable Data Element

### Step 1: Click Data Elements in the left-hand menu.

The screenshot shows the 'Tag Properties' interface for 'L612-222 Property'. The left sidebar has a 'Data Elements' option highlighted with a red box. The main area shows a catalog of installed extensions. There are four items listed:

- Adobe Analytics**: Adobe Systems - v19.4. Description: 'Adobe Analytics is an industry-leading solution that empowers you to understand your customers as people and steer your business with customer intelligence. This...'
- Adobe Experience Platform Web SDK (Summit)**: Adobe - v2.22.2. Description: 'The Adobe Experience Platform Web SDK allows for streaming data into the platform, syncing identities, personalizing content.'
- Adobe Target v2**: Adobe Systems - v0.20.3. Description: 'Adobe Target v2 Launch extension (at.js v2.11.4)'
- Core**: Adobe - v3.41. Description: 'Provides default event, condition, and data element types available to all Launch properties.'

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**Step 2:** You'll be taken to the data elements landing page where you'll see several pre-existing data elements. We need to create a new data element to facilitate the migration. Click **Add Data Element**.

The screenshot shows the 'Tag Properties' interface for 'L612-222 Property'. On the left, a sidebar lists categories like 'Property Overview', 'Rules', 'Data Elements' (which is selected and highlighted in grey), 'Extensions', 'Publishing Flow', 'Environments', 'Hosts', and 'Monitoring'. The main panel displays a table of existing data elements, including 'Cart Total', 'Page Type', and 'Tags Property Name'. At the top right, there are buttons for 'Summit L612 (VA7)', 'Prod', 'Build', and other workspace management options. A prominent red box highlights the 'Add Data Element' button in the top right corner of the main content area.

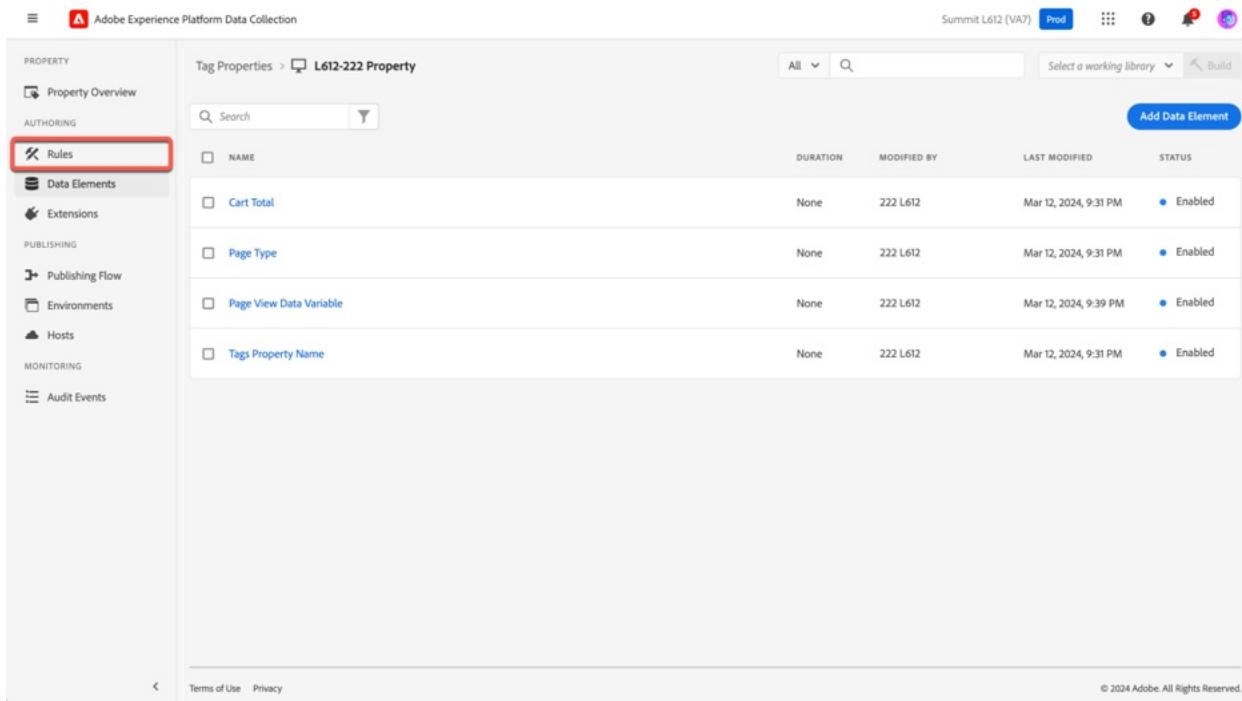
**Step 3:** Configure your Data Element.

1. Name your data element **Page View Data Variable**
2. Select **Adobe Experience Experience Platform Web SDK** from the Extension drop-down.
3. Select **Variable** from the **Data Element Type** drop-down.
4. In the right-hand panel, select the **Data** radio button.
5. Check the **Adobe Analytics** and **Adobe Target** boxes under Solutions.
6. Click **Save**.

The screenshot shows the 'Create Data Element' dialog for 'L612-216 Property'. The 'Create Data Element' tab is active. The 'Name' field (1) contains 'Page View Data Variable'. The 'Extension' dropdown (2) is set to 'Adobe Experience Platform Web SDK (Summit)'. The 'Data Element Type' dropdown (3) is set to 'Variable'. In the right panel, the 'Choose the property you want to populate' section has the 'Data' radio button selected (4). Under 'Solutions', the 'Adobe Analytics' and 'Adobe Target' checkboxes are checked (5). The 'Save' button (6) is highlighted with a red box at the top right of the dialog. The sidebar on the left is identical to the one in the previous screenshot.

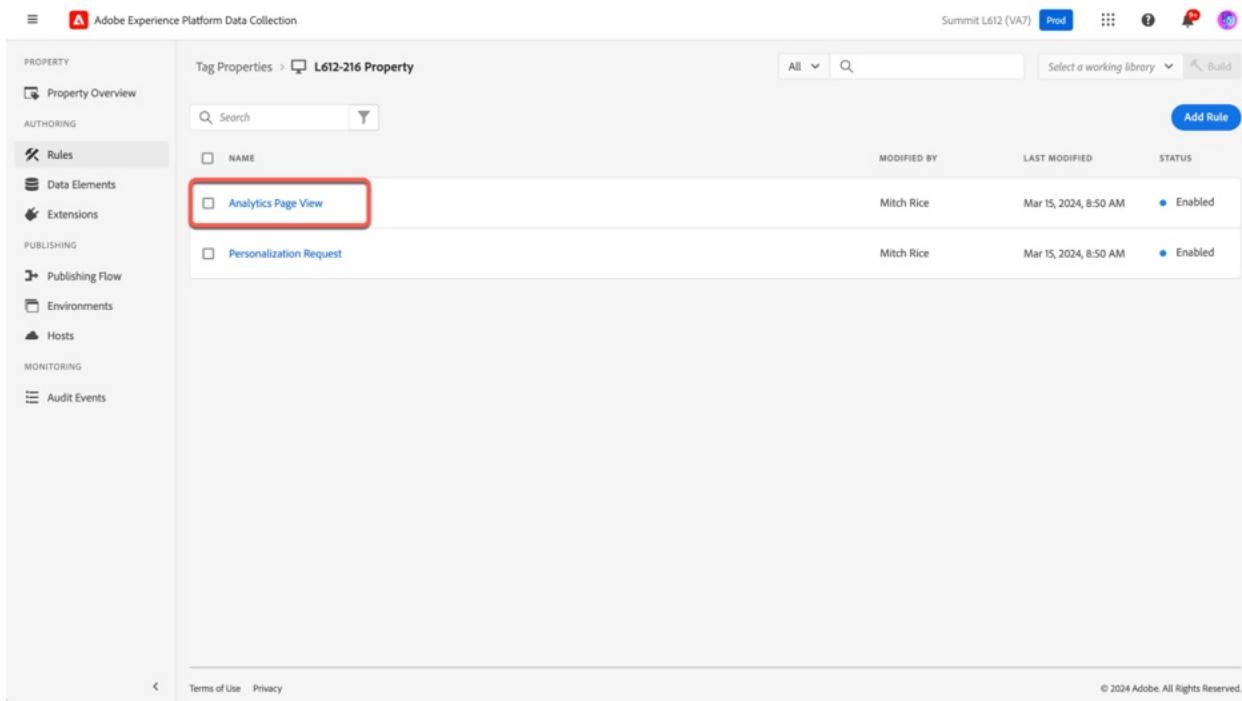
## Exercise 1.5: Migrate the Analytics Page View rule

**Step 1:** Click Rules in the left-hand menu.



The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, a sidebar lists categories: PROPERTY, AUTHORIZING, PUBLISHING, MONITORING, and MONITORING. Under AUTHORIZING, 'Rules' is selected and highlighted with a red box. The main content area shows 'Tag Properties > L612-222 Property'. A search bar and filter icon are at the top. Below is a table with columns: NAME, DURATION, MODIFIED BY, LAST MODIFIED, and STATUS. Four rules are listed: 'Cart Total' (None, 222 L612, Mar 12, 2024, 9:31 PM, Enabled), 'Page Type' (None, 222 L612, Mar 12, 2024, 9:31 PM, Enabled), 'Page View Data Variable' (None, 222 L612, Mar 12, 2024, 9:39 PM, Enabled), and 'Tags Property Name' (None, 222 L612, Mar 12, 2024, 9:31 PM, Enabled). A blue 'Add Data Element' button is in the top right of the table area. The bottom of the screen includes links for Terms of Use, Privacy, and © 2024 Adobe. All Rights Reserved.

**Step 2:** Click the Analytics Page View rule.



The screenshot shows the Adobe Experience Platform Data Collection interface. The sidebar is identical to the previous screenshot. The main content area shows 'Tag Properties > L612-216 Property'. The 'Rules' section is highlighted with a red box. A table lists two rules: 'Analytics Page View' (None, Mitch Rice, Mar 15, 2024, 8:50 AM, Enabled) and 'Personalization Request' (None, Mitch Rice, Mar 15, 2024, 8:50 AM, Enabled). A blue 'Add Rule' button is in the top right of the table area. The bottom of the screen includes links for Terms of Use, Privacy, and © 2024 Adobe. All Rights Reserved.

### Step 3: Click the plus button to add an action.

The screenshot shows the 'Edit Rule' screen for the 'Analytics Page View' rule. The left sidebar includes sections for Property Overview, Rules, Data Elements, Extensions, Publishing Flow, Environments, Hosts, Monitoring, and Audit Events. The main area shows the rule structure:

- IF**: Core - Page Bottom
- CONDITIONS**: Add
- THEN**: Adobe Analytics - Set Variables, WAIT, THEN, Adobe Analytics - Send Beacon, WAIT, THEN, Adobe Analytics - Clear Variables

A red box highlights the 'Add' button next to the 'Adobe Analytics - Set Variables' action.

### Step 4: Configure the Page View Update Variable action

1. Select **Adobe Experience Platform Web SDK** from the Extension drop-down.
2. Select **Update Variable** from the Action Type drop-down.

The screenshot shows the 'Action Configuration' screen for the 'Analytics Page View' rule. The left sidebar is identical to the previous screenshot. The main area shows the configuration for the selected action:

1. Extension: Adobe Experience Platform Web SDK (Summit)
2. Action Type: Update variable

The 'Variable Editor' section shows a list of available variables:

- data | object
- \_\_adobe | object
- analytics | object
- target | object

Instructions for building the object schema are provided:

- An empty circle indicates no attributes have been populated.
- A partially filled in circle indicates some of the attributes have been populated.
- A full circle indicates all of the attributes have been populated.

\* Fields that may be auto-populated when this data element is passed to the XDM option of the Send event action have this icon. Hovering over the icon shows a popup explaining when the field will be auto-populated.

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**Step 5:** In the right-hand panel, select the **Analytics** object, we'll assign the **Tags Property Name** data element to **eVar 1**.

1. Select **eVar 1** from the drop-down in the eVar section.
2. Click the storage icon next to the value field.

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, the navigation sidebar includes sections like PROPERTY, AUTHORIZING, RULES, DATA ELEMENTS, EXTENSIONS, PUBLISHING, PUBLISHING FLOW, ENVIRONMENTS, HOSTS, MONITORING, and AUDIT EVENTS. The main panel is titled 'Tag Properties > L612-222 Property' under 'Latest Analytics Page View > Action Configuration'. In the 'Action Type' dropdown, 'Update variable' is selected. The 'Name' field contains 'Adobe Experience Platform Web SDK (Summit) - Update variable'. The 'Variable Editor' section shows a tree structure: 'data > \_\_adobe > analytics'. Under 'analytics', the 'Provide individual attributes' radio button is selected. Below it, there is an 'eVar' dropdown menu with 'eVar1' highlighted (marked with a red box labeled '1'). To the right of the dropdown is a 'Value' field containing '%Page Type%'. A storage icon (marked with a red box labeled '2') is located to the right of the value field. The top right of the screen shows 'Summit L612 (VA7)', 'Prod', and other interface icons.

**Step 6:** Select the **Tags Property Name** from the Data Element selector. Click **Select**.

This screenshot shows the 'Select Data Element' dialog box overlaid on the main interface. The dialog has a search bar at the top and a list of data elements below. The 'Tags Property Name' option is highlighted with a red box labeled '1'. At the bottom right of the dialog is a 'Select' button, which is also highlighted with a red box labeled '2'. The background of the main interface shows the same configuration as the previous step, with the 'eVar1' dropdown set to 'eVar1' and the 'Value' field set to '%Page Type%'. The top right of the screen shows 'Summit L612 (VA7)', 'Prod', and other interface icons.

**Step 7:** Click **Add another eVar** then follow steps 4 and 5 to assign the Page Type value to eVar2, prop1 and prop2.

Variable	Value
eVar2	%Page Type%
prop1	%Tags Property Name%
prop2	%Page Type%

When you've completed those variable assignments, select the **Provide entire object** radio button. This view maintains the variable assignments you made using the UI. This UI was created to allow developers to quickly make a several variable assignments without just a few clicks. Click the **Provide individual attributes** radio button to go back to the original view.

Click **Save/Keep Changes**.

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with categories like PROPERTY, AUTHORIZING, PUBLISHING, MONITORING, and AUDIT EVENTS. The main area is titled 'Tag Properties > L612-222 Property' under 'Latest Analytics Page View > Action Configuration'. In the center, there's a 'Variable Editor' section. It shows a tree structure: 'data | object' has a child 'adobe | object', which has a child 'analytics | object', and a child 'target | object'. Below this, it says 'data > \_\_adobe > analytics'. Under 'analytics', there are two radio buttons: 'Provide individual attributes' (selected) and 'Provide entire object'. Below these are two sections: 'eVar' and 'Prop'. The 'eVar' section contains two entries: 'eVar1' with value '%Tags Property Name%' and 'eVar2' with value '%Page Type%'. There's also a 'Add another eVar' button. The 'Prop' section contains two entries: 'prop1' with value '%Tags Property Name%' and 'prop2' with value '%Page Type%'. At the top right of the editor, there are 'Cancel' and 'Keep Changes' buttons. The overall interface is light gray with blue highlights for selected items.

**Step 8:** Click the **plus button** to add another action.

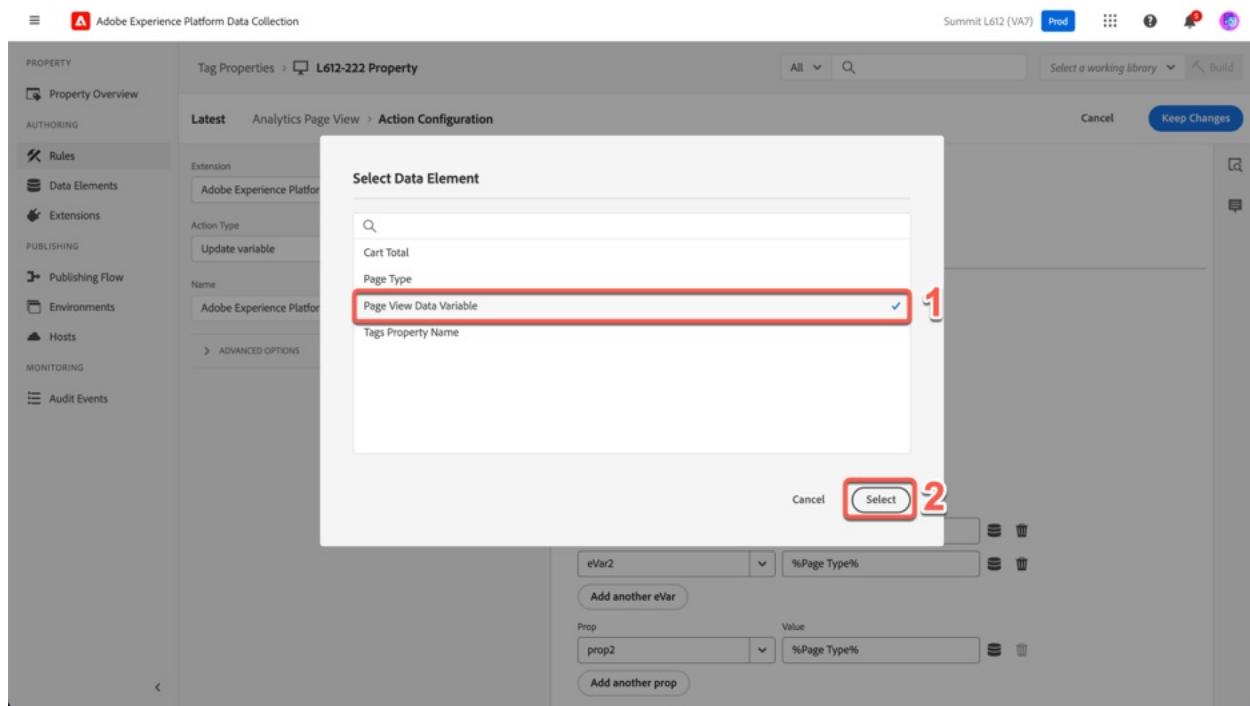
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### Step 9: Configure the Page View Send Event action.

1. Select **Adobe Experience Platform Web SDK** from the Extension drop-down.
2. Select **Send Event** from the Action Type.
3. In the right-hand panel, select the storage icon next to the **Data Object**.

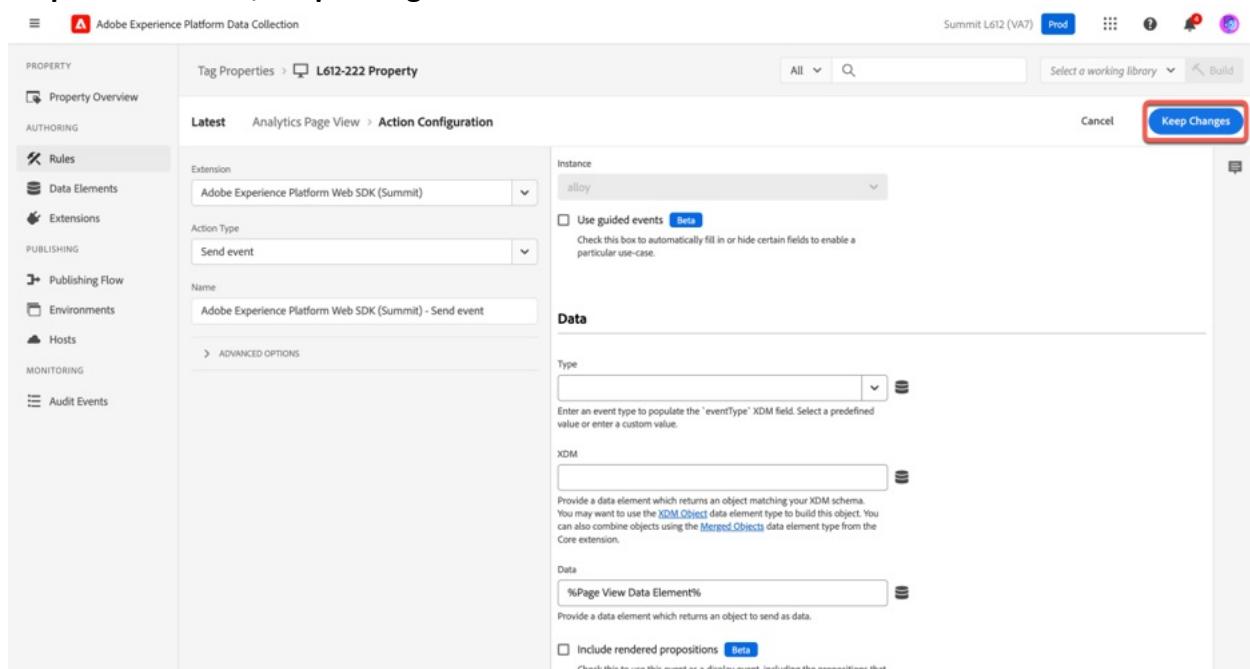
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## Step 10: Select the Page View Data Variable and then click the Select button.



The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with various navigation options like Property Overview, Rules, Data Elements, Extensions, Publishing Flow, Environments, Hosts, and Monitoring. The main area is titled 'Tag Properties > L612-222 Property > Analytics Page View > Action Configuration'. A modal window titled 'Select Data Element' is open, showing a search bar and a list of items. The item 'Page View Data Variable' is highlighted with a red box and has a checkmark next to it. Below the list are two rows of configuration fields: 'eVar2' and '%Page Type%', and 'prop2' and '%Page Type%'. At the bottom right of the modal is a 'Select' button, which is also highlighted with a red box and a number '2'. The top right of the main interface has buttons for 'Cancel', 'Keep Changes', and 'Build'.

## Step 11: Click Save/Keep Changes



This screenshot shows the 'Action Configuration' screen for the 'Analytics Page View' tag. The sidebar on the left is identical to the previous screenshot. The main area shows the configuration for an 'Send event' action. Under the 'Data' section, there's a 'Type' field containing '%Page View Data Element%' and an 'XDM' field below it. At the top right of the configuration area is a 'Keep Changes' button, which is highlighted with a red box and a number '2'.

## Step 12: Delete the unneeded Analytics Actions

1. Hover over **Adobe Analytics – Set Variables** and click the X that appears.
2. Hover over **Adobe Analytics – Send Beacon** and click the X that appears.
3. Hover over **Adobe Analytics – Clear Variables** and click the X that appears.

The screenshot shows the 'Edit Rule' interface for a 'Analytics Page View' rule. The 'THEN' section contains the following sequence of actions:

- Action 1: 'Adobe Analytics - Set Variables'
- Action 2: 'WAIT, THEN'
- Action 3: 'Adobe Analytics - Send Beacon'
- Action 4: 'WAIT, THEN'
- Action 5: 'Adobe Analytics - Clear Variables'

The first three actions (1, 2, and 3) are highlighted with red boxes and numbered 1, 2, and 3 respectively, indicating they are the ones to be deleted.

## Step 13: When complete, verify your action looks like the image below and click Save

The screenshot shows the 'Edit Rule' interface for a 'Analytics Page View' rule. The 'THEN' section now contains the following simplified sequence of actions:

- Action 1: 'Adobe Experience Platform Web SDK (Summit) - Update variable'
- Action 2: 'WAIT, THEN'
- Action 3: 'Adobe Experience Platform Web SDK (Summit) - Send event'

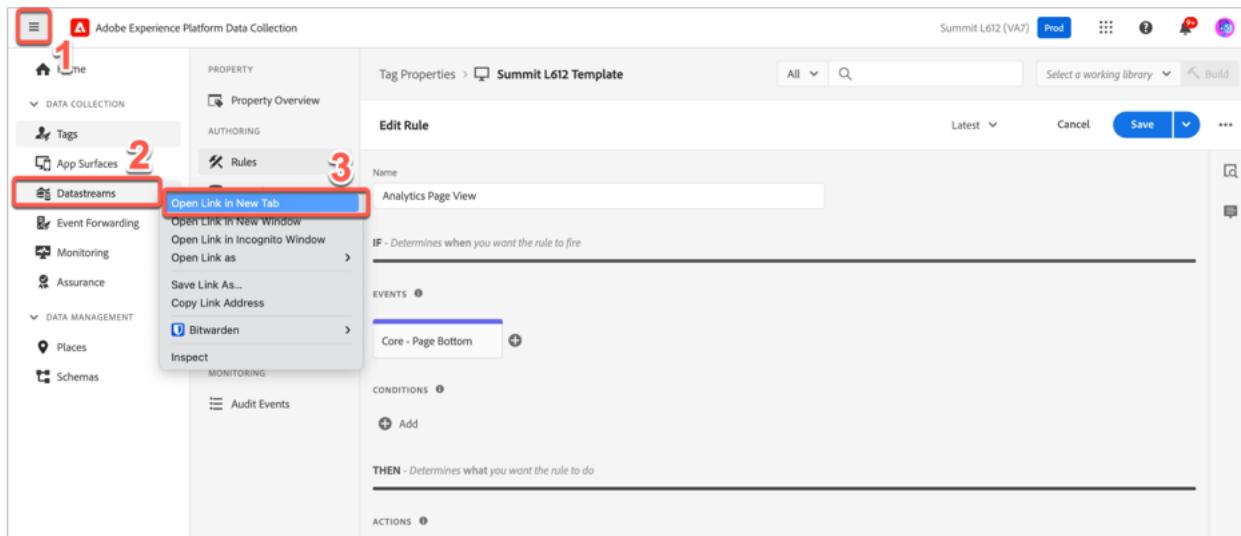
The 'Save' button is highlighted with a red box.

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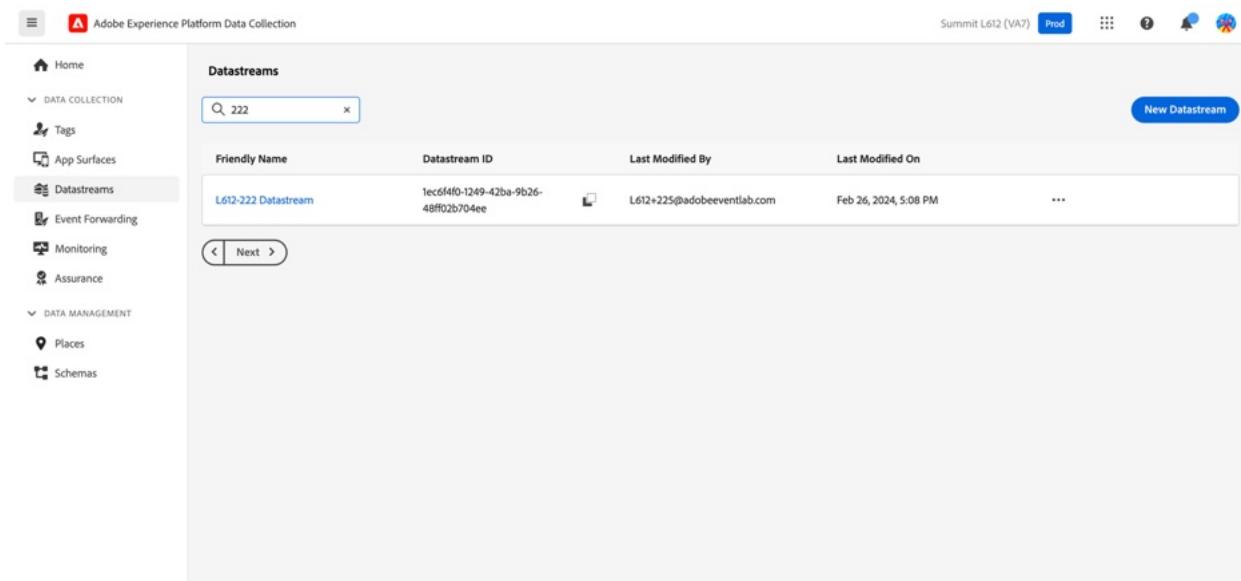
## Exercise 1.6 Adobe Analytics to your Datastream

### **Step1:** Open Datastreams in a new Browser Tab

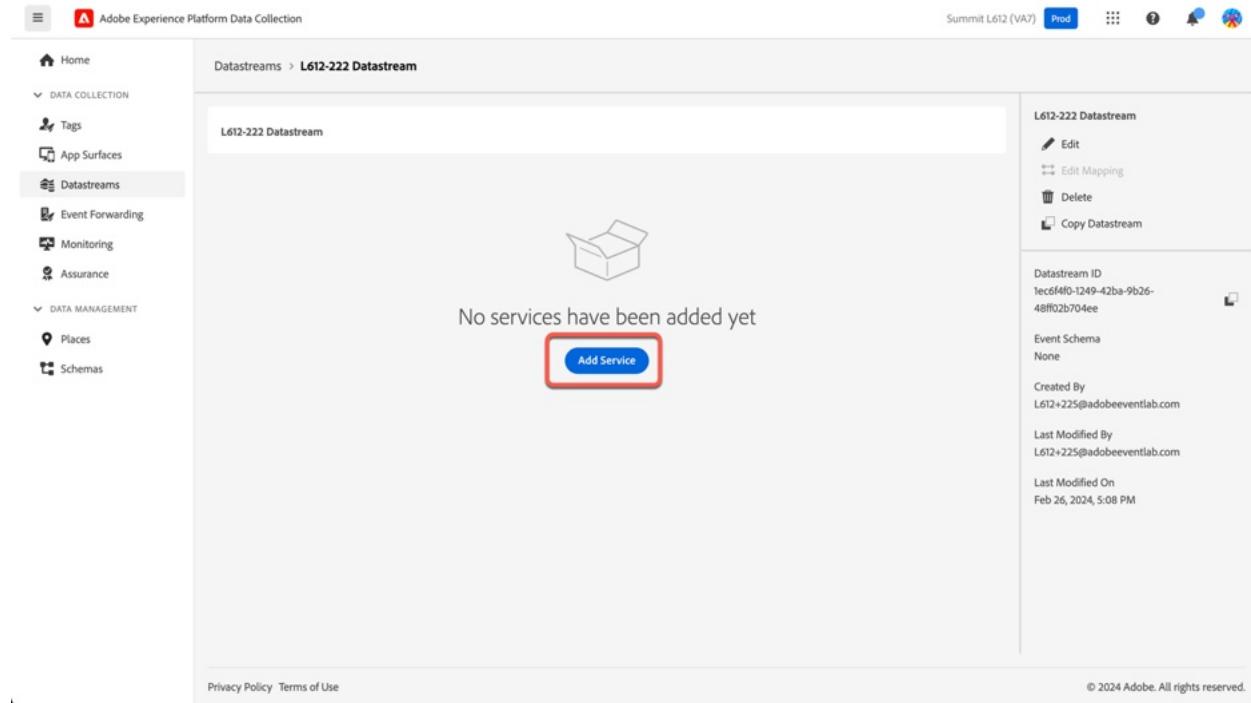
1. Click the **hamburger menu** in the upper left-hand corner
2. Right-click **Datastreams** in the left-hand menu
3. Select **Open Link in New Tab**



**Step 3:** We have pre-created a Datastream for each of you. In the Datastreams UI, search for your Datastream by searching for **L612-<seat number>**. When you have located your Datastream, click on the Datastream name.

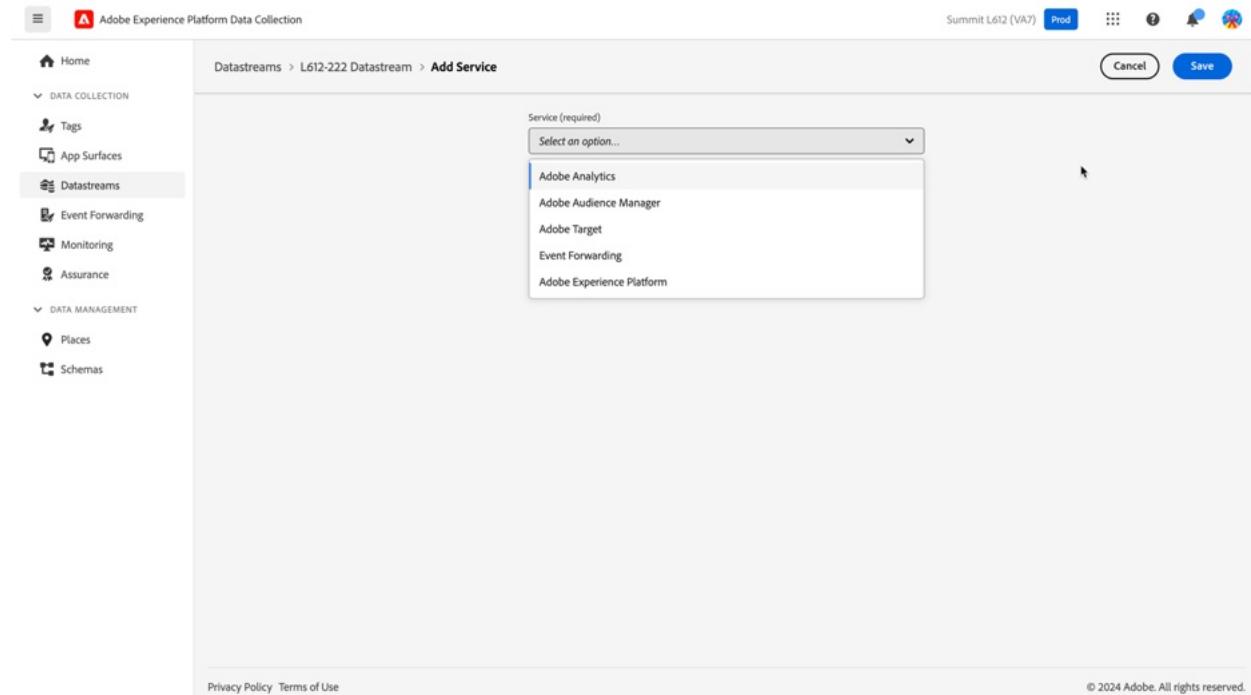


**Step 4:** When you click on the Datastream name, you will be presented with an empty Datastream configuration. First, we're going to add **Adobe Analytics** to the Datastream. To do this, click the **Add Service** button.



The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a navigation sidebar with sections like Home, DATA COLLECTION (Tags, App Surfaces, Datastreams, Event Forwarding, Monitoring, Assurance), and DATA MANAGEMENT (Places, Schemas). The 'Datastreams' section is currently selected. In the center, under 'Datastreams > L612-222 Datastream', it says 'No services have been added yet' and features a large 'Add Service' button. To the right, there's a detailed view of the Datastream configuration, including its ID (L612-222 Datastream, 1ec6f4fd-1249-42ba-9b26-48ff02b704ee), event schema (None), and creation details (Created By: L612+225@adobeeventlab.com, Last Modified By: L612+225@adobeeventlab.com, Last Modified On: Feb 26, 2024, 5:08 PM). At the bottom, there are links for Privacy Policy and Terms of Use, and a copyright notice for © 2024 Adobe. All rights reserved.

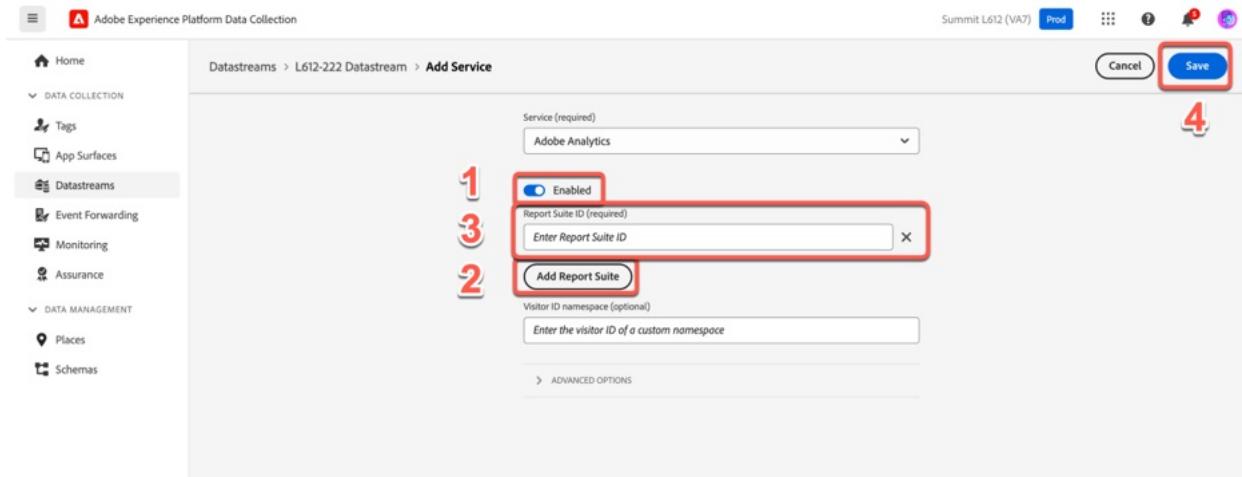
**Step 5:** Select **Adobe Analytics** from the drop-down



The screenshot shows the 'Add Service' dialog box. The left sidebar is identical to the previous screenshot. The main area shows a dropdown menu labeled 'Service (required)' with the following options: 'Select an option...', 'Adobe Analytics', 'Adobe Audience Manager', 'Adobe Target', 'Event Forwarding', and 'Adobe Experience Platform'. 'Adobe Analytics' is currently selected. At the top right of the dialog box are 'Cancel' and 'Save' buttons. At the bottom, there are links for Privacy Policy and Terms of Use, and a copyright notice for © 2024 Adobe. All rights reserved.

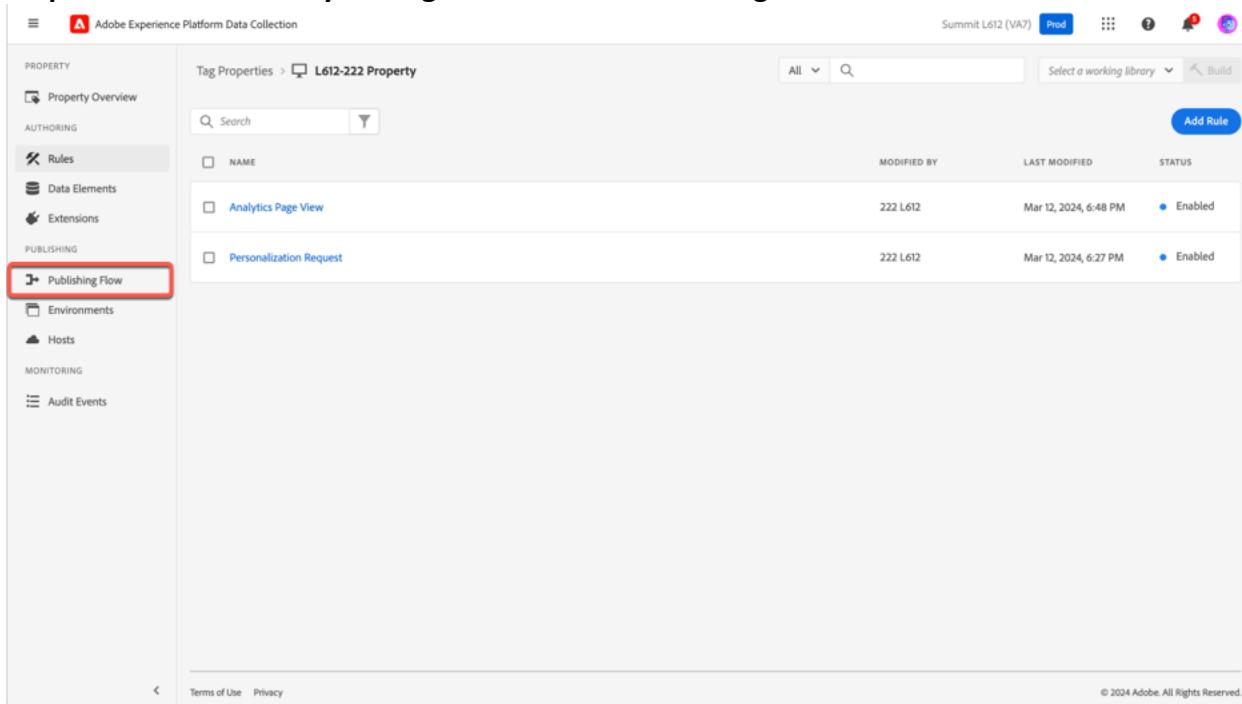
## Step 6: Enter the following configuration for Adobe Analytics

1. Make sure the **Enabled** toggle is turned on.
2. Click the **Add Report Suite** button
3. Enter the Report Suite ID **experienceedgeearlyaccesssummitl612**.
4. Click **Save**. You'll be taken back to the main Datastreams configuration screen.



That's the only server-side configuration that's required to enable Adobe Analytics in your Datastream. After you save, each incoming request to the Edge Network will be routed to the report suite we specified above.

## Step 14: Switch back to your Tags tab and Click Publishing Flow



## Step 15: Click Add Library

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with sections like PROPERTY, AUTHORIZING, PUBLISHING, and MONITORING. Under PUBLISHING, 'Publishing Flow' is selected, showing 'Environments' and 'Hosts'. The main area is titled 'Tag Properties > L612-222 Property'. It has tabs for 'Development', 'Submitted', 'Approved', and 'Published'. At the top right, there are buttons for 'Select a working library' (Prod), 'Build', and 'Add Library' (which is highlighted with a red box). Below the tabs is a search bar and a 'Search' button. The bottom of the screen includes links for 'Terms of Use' and 'Privacy'.

## Step 16:

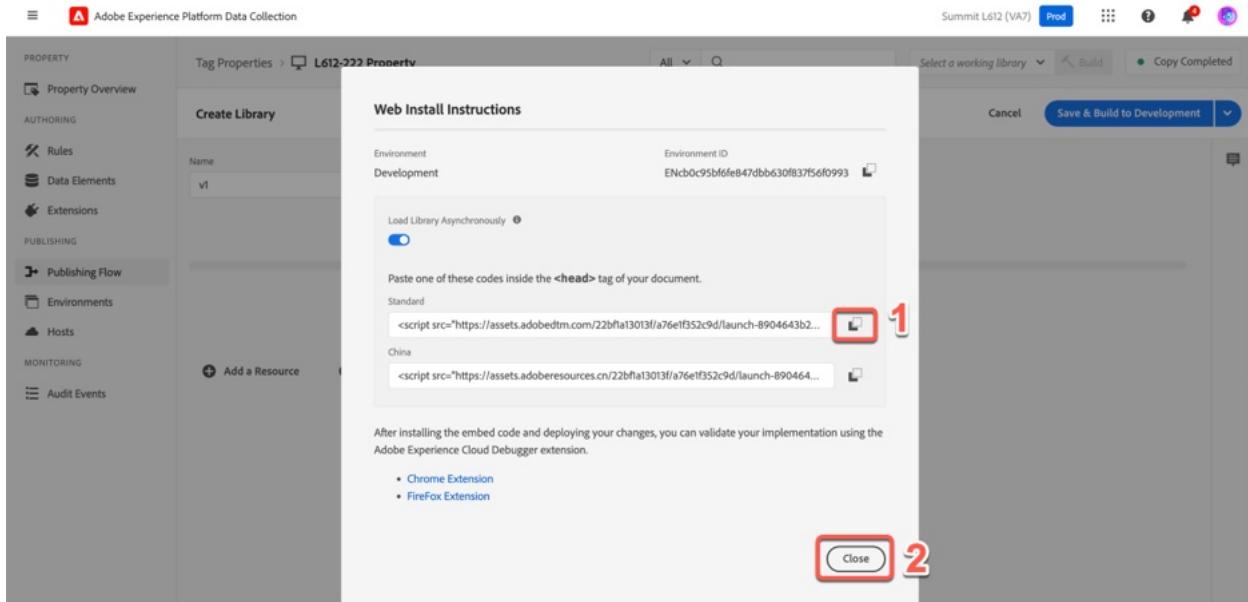
1. Give your library a **name** of v1.
2. Select **Development** from the **Environment** drop-down.
3. Click the cube-shaped package icon next to Development.

This screenshot shows the 'Create Library' dialog within the Adobe Experience Platform Data Collection interface. The 'Name' field is filled with 'v1' (step 1). The 'Environment' dropdown is set to 'Development (development)' (step 2). A red box highlights the cube-shaped package icon next to the environment dropdown. Step numbers 1, 2, and 3 are overlaid on the interface. The dialog also includes a 'Cancel' button, a 'Save & Build to Development' button (which is green and indicates success), and a 'Copy Completed' button. Below the dialog, there are sections for 'RESOURCES UPSTREAM' and 'RESOURCE CHANGES', both of which show 'No changes'.

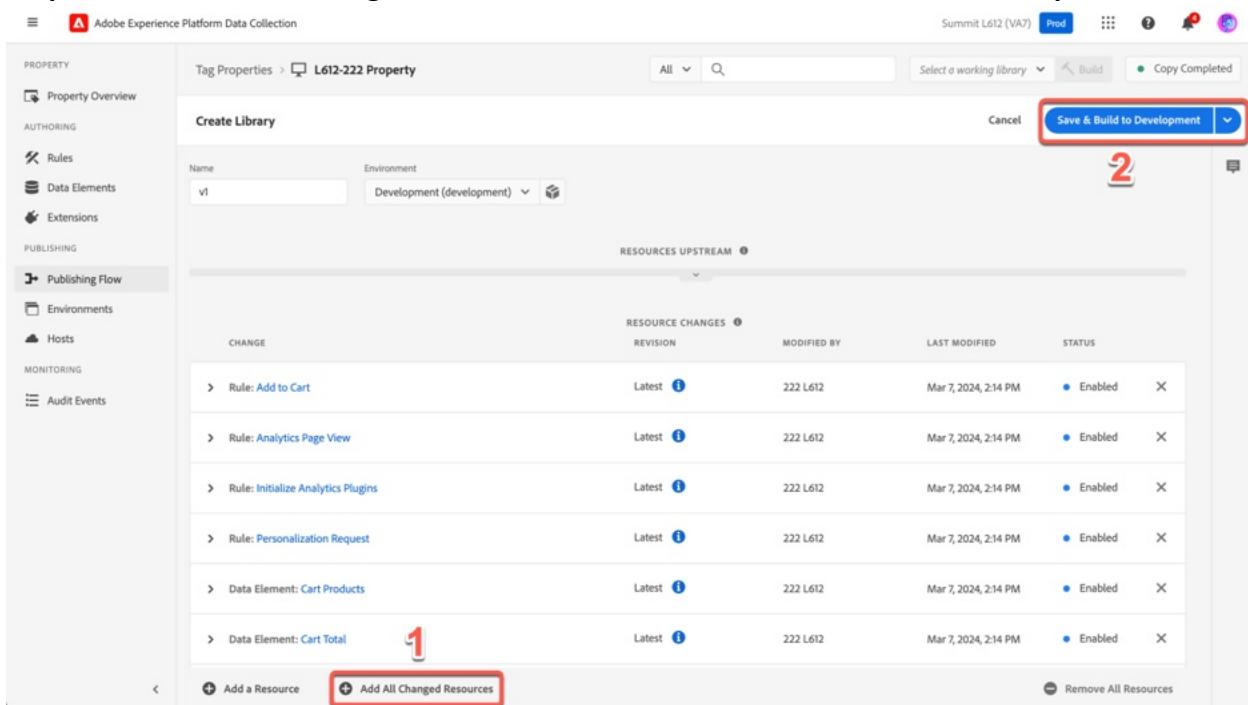
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**Step 17:** When you click the cube-shaped package icon, the following screen will appear.

1. Click the **Copy** icon to the right of the Standard embed code to copy the embed code URL.
2. Click the **Close** button.

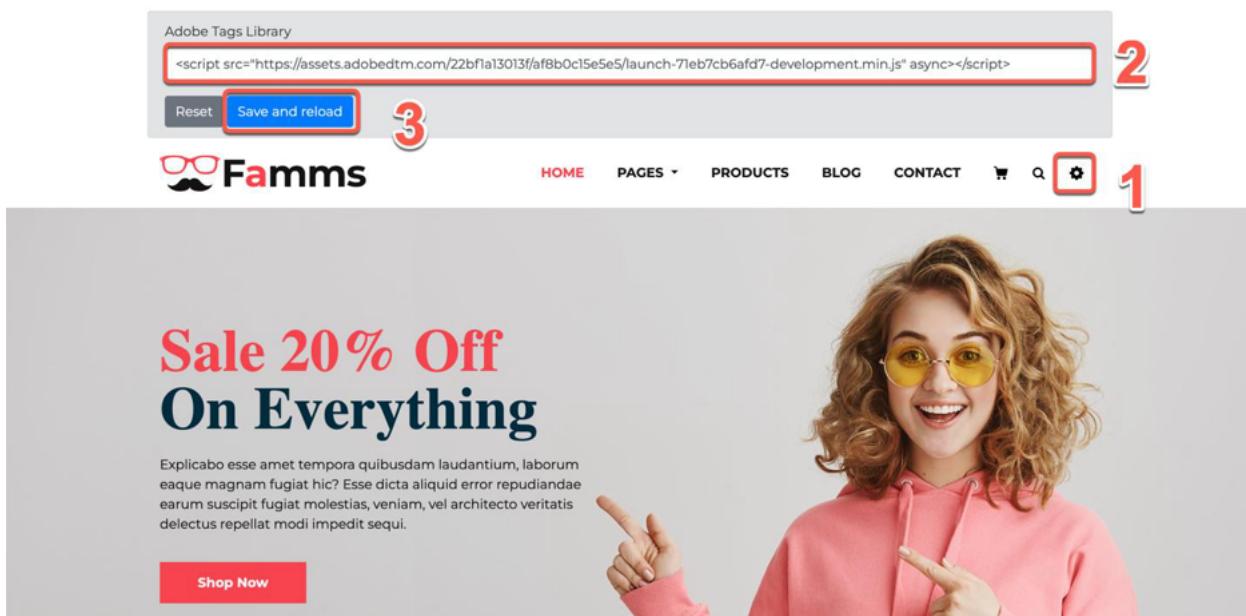


**Step 18:** Click **Add All Changed Resources** and then click **Save & Build to Development**.

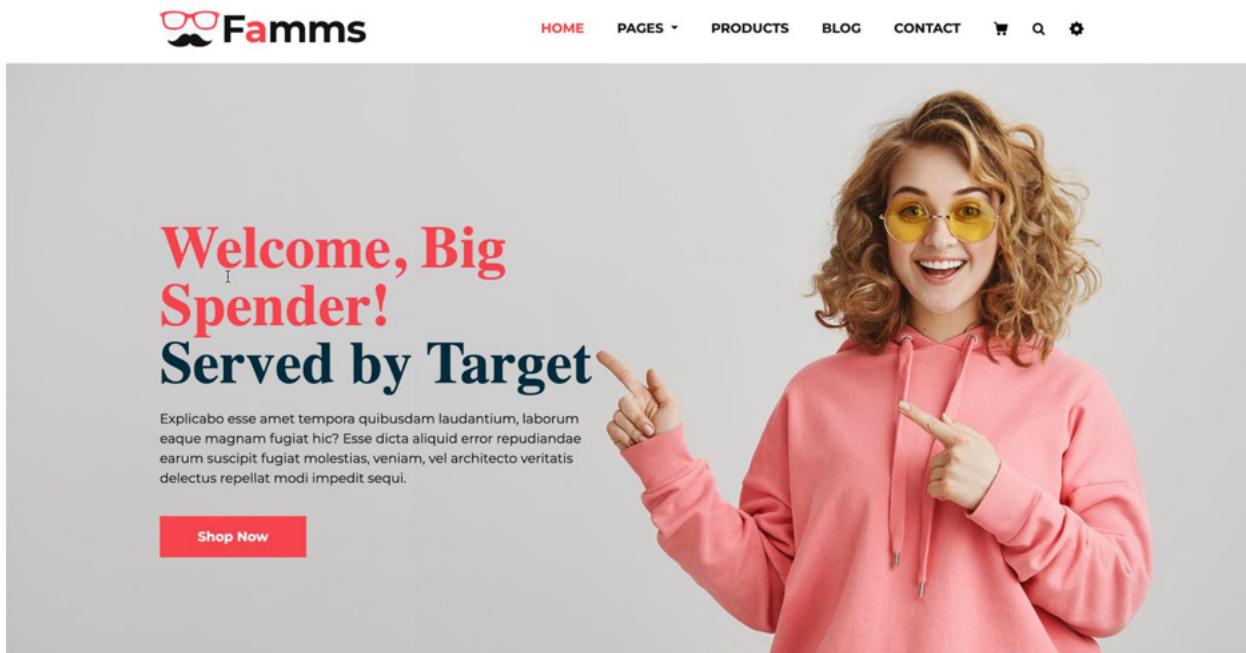


**Step 19:** Open a new browser tab and navigate to <https://adobesummit24.com/>

1. Click the **gear** in the upper right-hand corner
2. Paste the Tags embed code you just copied.
3. Click **Save and Reload**.



**Step 20:** Before you start adding items to your cart, navigate to your cart and make sure it's empty. Navigate to the Products section of the site. Add \$100 or more to your cart and come back to the homepage. The homepage should change to look like the one below.



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## Section Recap

In this section we've completed the following to enable us to send data to Adobe Analytics using the AEP Web SDK:

- Installed and configured the AEP Web SDK
- Created Data Elements using the latest version of the Variable data element that supports both XDM and Data
- Migrated an Analytics page load rule
- Added Adobe Analytics to our Datastream

Unlike previous implementations that required XDM to send data to the Analytics using the AEP Web SDK, the new version of the AEP Web SDK and the Edge Network will accept formats that have always been used by Adobe Analytics and Adobe Target. In essence, you can bring your current implementation to the Web SDK.

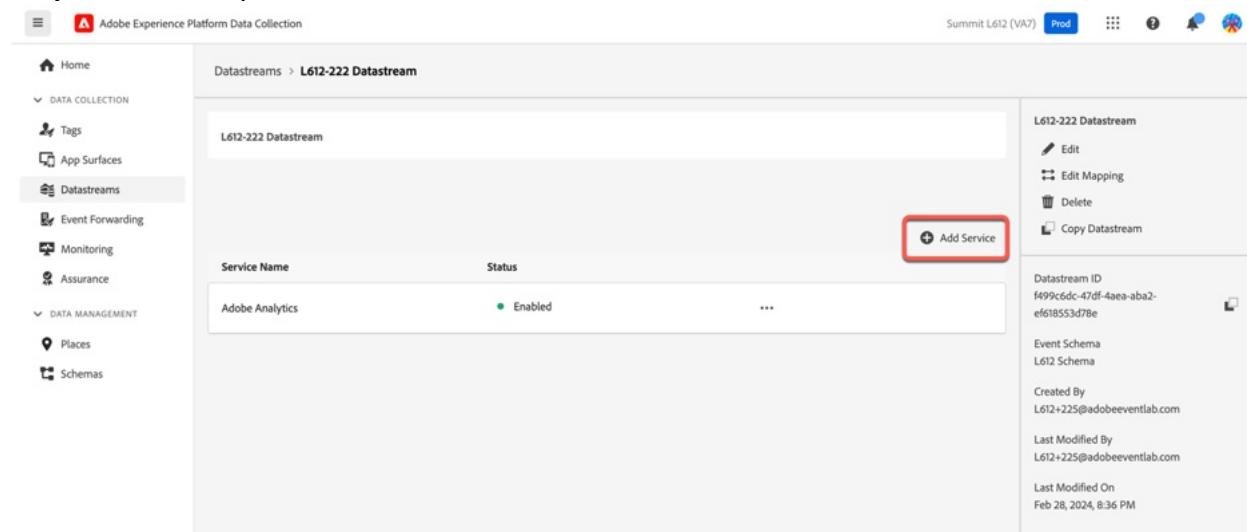
Although, we'll be disabling Analytics rules right away during this Lab, we've seen customers leave them enabled for several months to ensure data is consistent as they transition from Adobe Analytics to Customer Journey Analytics.

## Part 2: Migrate Adobe Target to the AEP Web SDK

**Section Overview:** In this section, we'll be adding Adobe Target to our Datastream configuration and altering our existing page view request to include Target parameters that are used for Target audience qualification. We'll also make a minor change to the AEP Web SDK settings to ensure it automatically renders activities created with the Target Visual Experience Composer.

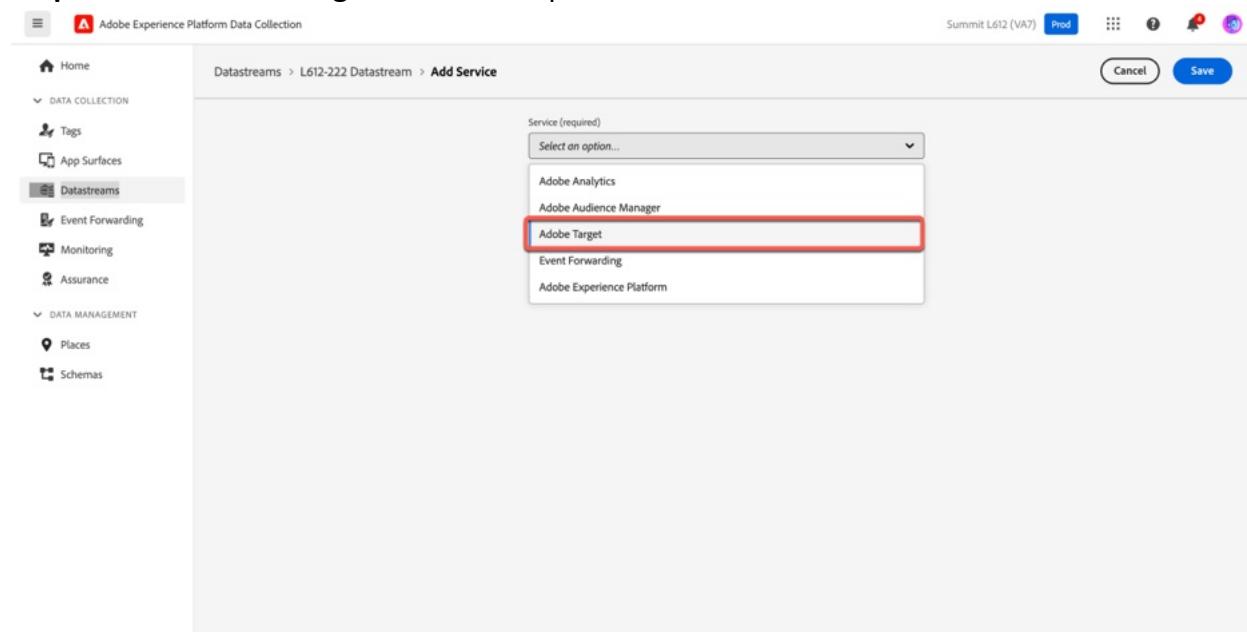
### Exercise 2.1: Add Adobe Target to your Datastream

**Step 1:** Switch to your Datastreams tab. In Datastreams, click **Add Service**



The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with categories like Home, DATA COLLECTION (Tags, App Surfaces, Datastreams, Event Forwarding, Monitoring, Assurance), and DATA MANAGEMENT (Places, Schemas). The 'Datastreams' section is currently selected. In the main area, it says 'Datastreams > L612-222 Datastream'. Below that is a table with one row: 'Service Name' (Service Analytics) and 'Status' (Enabled). To the right of the table is a vertical sidebar with options like Edit, Edit Mapping, Delete, and Copy Datastream. At the bottom of the sidebar, there's some metadata: Datastream ID (f499c6dc-47df-4aea-aba2-e161b553d78e), Event Schema (L612 Schema), Created By (L612+225@adobeeventlab.com), Last Modified By (L612+225@adobeeventlab.com), Last Modified On (Feb 28, 2024, 8:36 PM). The 'Add Service' button is highlighted with a red box.

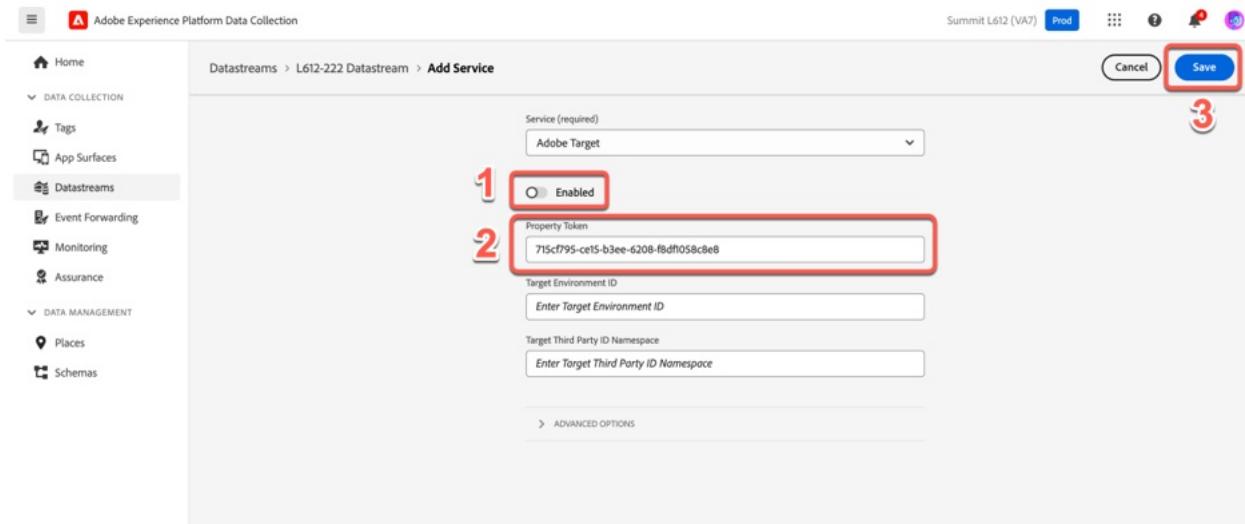
**Step 2:** Select **Adobe Target** from the dropdown menu.



The screenshot shows the 'Add Service' dialog box. The left sidebar is identical to the previous screenshot. The main area has a title 'Datastreams > L612-222 Datastream > Add Service'. Below that is a dropdown menu labeled 'Service (required)' with the placeholder 'Select an option...'. The menu lists several services: Adobe Analytics, Adobe Audience Manager, **Adobe Target**, Event Forwarding, and Adobe Experience Platform. The 'Adobe Target' option is highlighted with a red box.

### Step 3: Configure the Target Service

1. Make sure the **Enabled** toggle is turned on.
2. Copy **715cf795-ce15-b3ee-6208-f8df1058c8e8** to the **Property Token** field.
3. Click **Save**.



This is the only configuration required for the Edge Network to start sending data to Adobe Target.

### Exercise 2.2: Update the AEP Web SDK to send requests to Target

**Step 1:** Switch back to your Tags tab. Click **Rules** in the left-hand menu. Then click the **Analytics Page View** rule.

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, a sidebar lists categories: PROPERTY, AUTHORIZING, PUBLISHING, MONITORING, and AUDIT EVENTS. Under AUTHORIZING, the 'Rules' option is selected and highlighted with a red box. The main area is titled 'Tag Properties > L612-222 Property'. It contains a search bar and a table with two rows. The first row, 'Analytics Page View', is also highlighted with a red box. The second row is 'Personalization Request'. The table includes columns for NAME, MODIFIED BY, LAST MODIFIED, and STATUS.

NAME	MODIFIED BY	LAST MODIFIED	STATUS
Analytics Page View	222 L612	Mar 12, 2024, 7:00 PM	Enabled
Personalization Request	222 L612	Mar 12, 2024, 6:27 PM	Enabled

## Step 2: Select Adobe Experience Platform Web SDK – Update Variable

The screenshot shows the 'Edit Rule' dialog for the 'Analytics Page View' rule. The 'Name' field is set to 'Analytics Page View'. The 'IF' section is labeled 'Determines when you want the rule to fire' and contains the event 'Core - Page Bottom'. The 'THEN' section is labeled 'Determines what you want the rule to do' and contains two actions: 'Adobe Experience Platform Web SDK (Summit) - Update variable' and 'WAIT, THEN Adobe Experience Platform Web SDK (Summit) - Send event'. The 'Update variable' action is highlighted with a red box.

## Step 3: Update the Adobe Experience Platform Web SDK – Update Variable action

1. Select the **Target** object in the right-hand panel.
2. Type **cartTotal** in the empty key field.
3. Click the storage icon next to the empty value field.

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The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with various navigation options like Property Overview, Rules, Data Elements, Extensions, Publishing Flow, Environments, Hosts, Monitoring, and Audit Events. The main area is titled 'Tag Properties > L612-222 Property' under 'Latest Analytics Page View > Action Configuration'. In the 'Action Type' section, 'Update variable' is selected. The 'Data element' dropdown is set to 'Page View Data Variable'. Below it, the 'Variable Editor' shows a tree structure: 'data > \_\_adobe > target'. Under 'target', there's a 'KEY' column with 'cartTotal' and a 'VALUE' column with an empty input field. A red box highlights the 'cartTotal' key. At the bottom of the editor, there's a 'Select' button.

#### Step 4: Select Cart Total from the Data Element selector. Then click Select.

This screenshot shows the 'Select Data Element' modal overlaid on the main configuration screen. The modal has a search bar at the top containing 'Cart Total', which is also highlighted with a red box. Below the search bar are three options: 'Page Type', 'Page View Data Variable', and 'Tags Property Name'. At the bottom right of the modal is a 'Select' button, which is also highlighted with a red box.

## Step 5: Click Keep Changes.

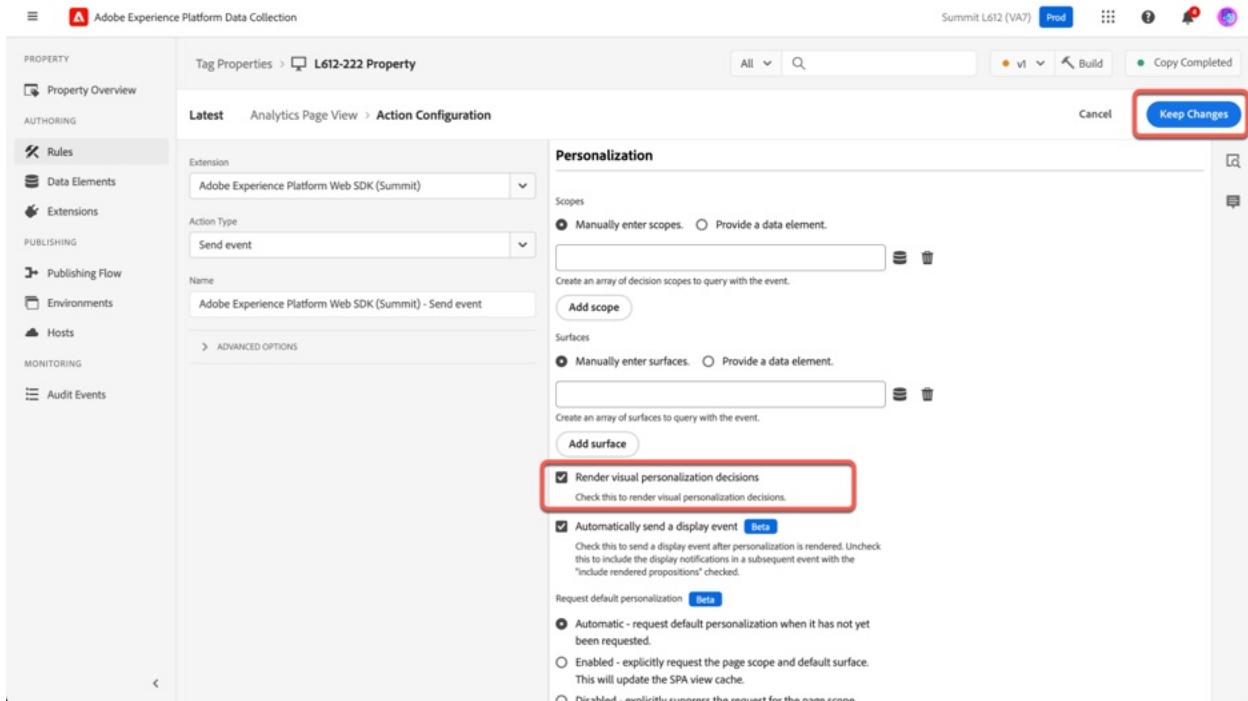
The screenshot shows the 'Action Configuration' screen for the 'Analytics Page View' rule. On the left sidebar, 'Rules' is selected under 'AUTHORING'. In the main area, 'Extension' is set to 'Adobe Experience Platform Web SDK (Summit)' and 'Action Type' is 'Update variable'. The 'Name' field contains 'Adobe Experience Platform Web SDK (Summit) - Update variable'. The 'Variable Editor' section shows a key-value pair: 'cartTotal' with value '%Cart Total%'. At the top right, there are 'Cancel' and 'Keep Changes' buttons, with 'Keep Changes' being highlighted with a red box. The status bar at the bottom indicates 'v1' and 'Build'.

## Step 6: Click Adobe Experience Platform Web SDK – Send Event

The screenshot shows the 'Edit Rule' screen for the 'Analytics Page View' rule. The 'Name' is 'Analytics Page View'. Under 'EVENTS', 'Core - Page Bottom' is selected. Under 'ACTIONS', 'Adobe Experience Platform Web SDK (Summit) - Send event' is selected and highlighted with a red box. Other actions listed include 'Adobe Experience Platform Web SDK (Summit) - Update variable'. The status bar at the bottom indicates 'v1' and 'Build'.

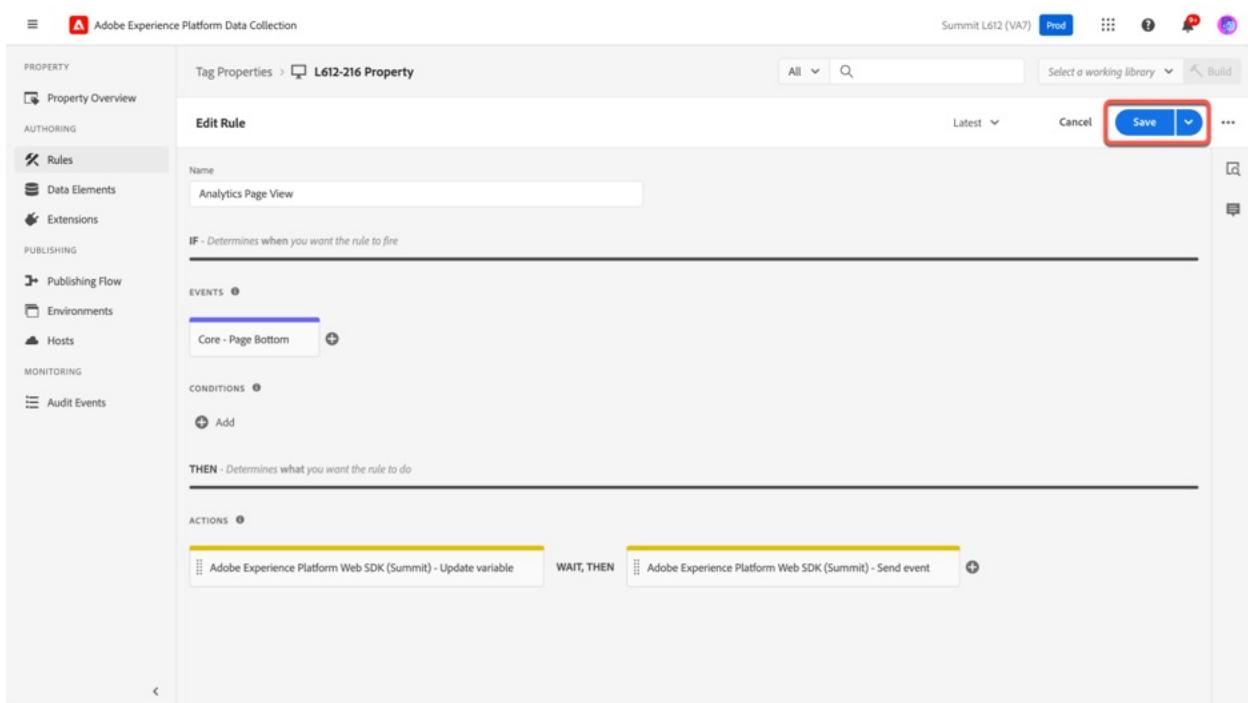
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**Step 7:** In the right-hand panel, scroll down to the **Personalization** section and check the box that says **Render visual Personalization decisions**. Then click **Save/Keep Changes**.



Enabling this setting will instruct the AEP Web SDK to render activities created using the Target Visual Experience Composer.

**Step 8:** Click **Save**



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**Step 9:** Disable the old Target Personalization rule.

1. Select the checkbox next to the **Personalization Request** rule.
2. Click **Disable**. If a confirmation box appears, click **Add to Library and Build**.
3. After a few moments, verify your rule has been disabled.

NAME	MODIFIED BY	LAST MODIFIED	STATUS
Analytics Page View	222 L612	Mar 12, 2024, 7:08 PM	Enabled
Personalization Request	222 L612	Mar 12, 2024, 7:08 PM	Disabled

### Exercise 2.3: Disable Tags Extensions and Publish a New Library

**Step 1:** Click **Extensions** in the left-hand menu.

NAME	MODIFIED BY	LAST MODIFIED	STATUS
Analytics Page View	222 L612	Mar 12, 2024, 7:08 PM	Enabled
Personalization Request	222 L612	Mar 12, 2024, 7:08 PM	Disabled

**Step 2:** Disable Tags extensions that are no longer used

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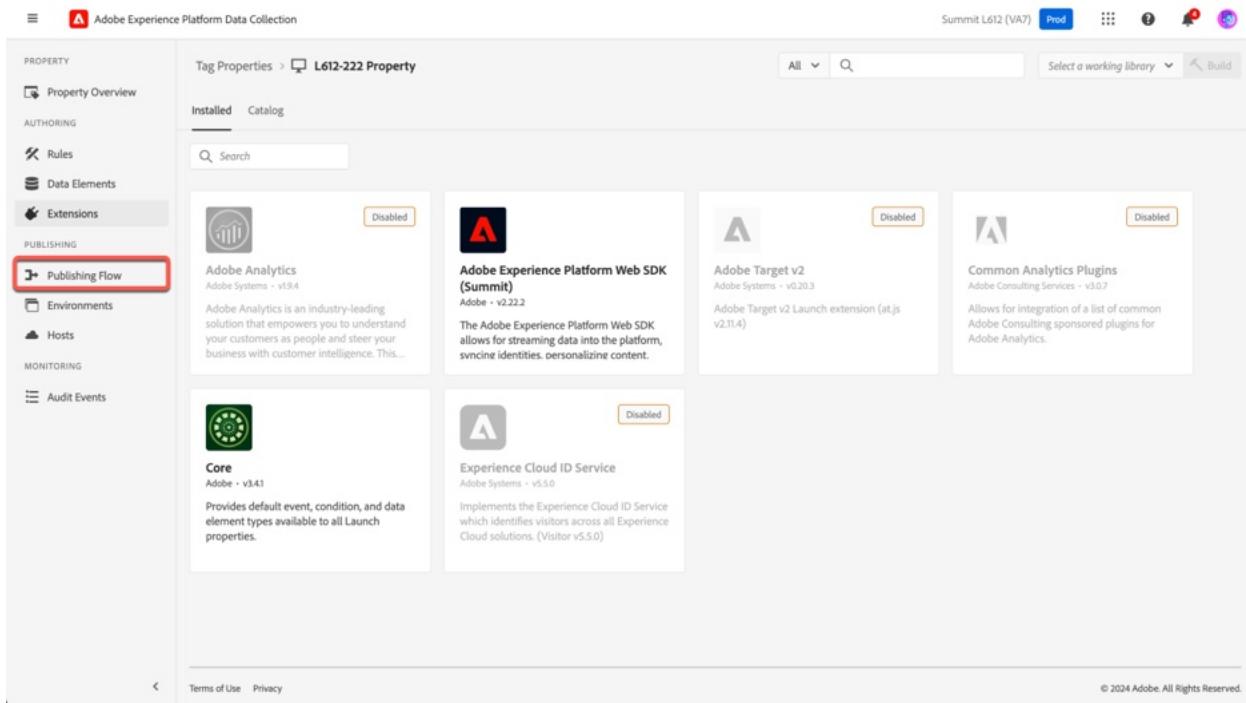
1. Select the **Adobe Analytics** extension.
2. Click the **Disable** button on the right-hand menu. Click **OK** on the window appears.
3. Disable **Adobe Target v2** and **Experience Cloud ID Service**.

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, a sidebar lists various sections like Property Overview, Rules, Data Elements, and Extensions. Under Extensions, the 'Adobe Analytics' item is highlighted and has a red box around it with the number '1'. In the main content area, there's a 'Catalog' tab with a search bar. A card for 'Adobe Analytics' is selected, showing its details: 'Adobe Systems - v1.9.4'. Below it is another card for 'Experience Cloud ID Service'. On the right, a modal window for 'Adobe Analytics' is open, showing its details and a 'Configure' and 'Disable' button. The 'Disable' button is highlighted with a red box and the number '2'.

**Step 3:** When complete, your extension configuration should look like this:

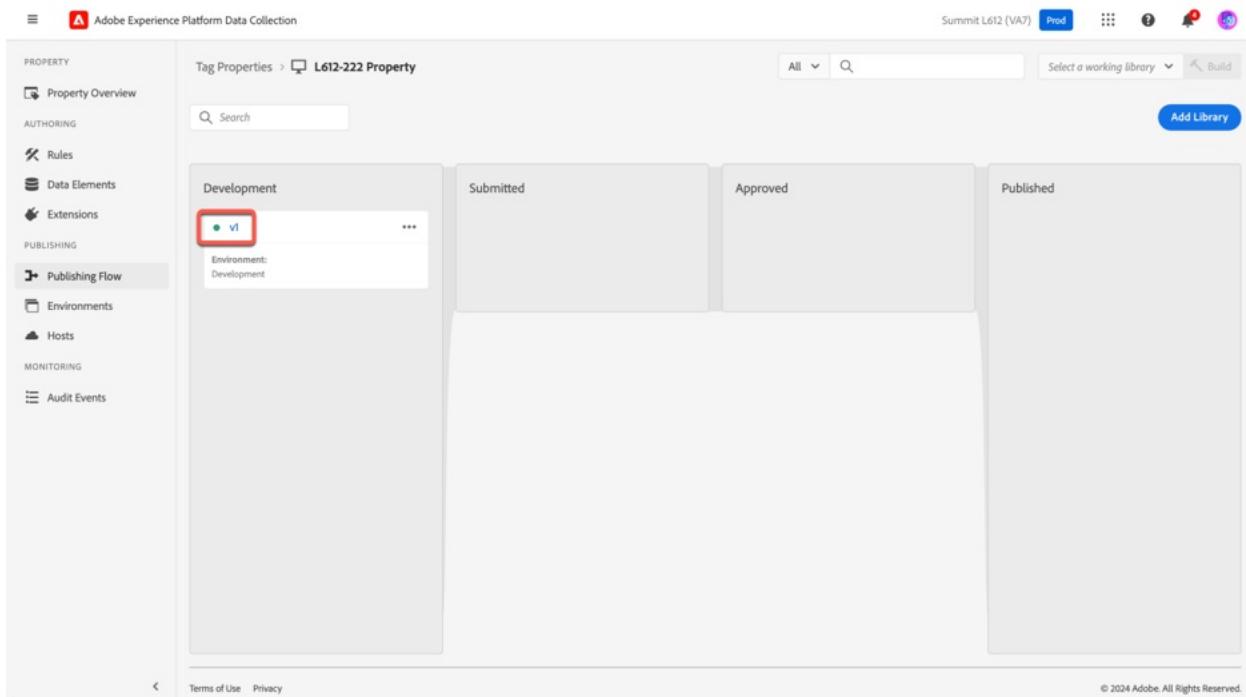
This screenshot shows the same interface after the steps have been completed. The 'Adobe Analytics' extension is now marked as 'Disabled' with a small orange box. The 'Adobe Target v2' and 'Experience Cloud ID Service' extensions are also marked as 'Disabled' with small orange boxes. The modal window for 'Adobe Analytics' is no longer visible.

## Step 4: Click Publishing Flow in the left-hand menu.



The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar has a 'PUBLISHING' section with 'Publishing Flow' highlighted by a red box. The main area is titled 'Tag Properties > L612-222 Property'. It shows a catalog of installed extensions, including 'Adobe Analytics', 'Adobe Experience Platform Web SDK (Summit)', 'Adobe Target v2', 'Common Analytics Plugins', 'Core', and 'Experience Cloud ID Service'. Each extension card includes a thumbnail, name, version, and a 'Disabled' status indicator. A search bar and filter buttons ('All', 'Q') are at the top right. The bottom right corner shows a copyright notice: '© 2024 Adobe. All Rights Reserved.'

## Step 5: Click on the library name.



The screenshot shows the same interface as above, but now the 'Development' tab is selected. Inside the 'Development' tab, the library 'v1' is highlighted with a red box. The other tabs visible are 'Submitted', 'Approved', and 'Published'. The bottom right corner shows a copyright notice: '© 2024 Adobe. All Rights Reserved.'

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## Step 6: Click Add All Changed Resources, then click Save & Build to Development

The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar has 'Publishing Flow' selected. The main area is titled 'Tag Properties > L612-222 Property'. It lists various resources with their status (Enabled or Disabled) and revision history. At the bottom, there are buttons for 'Add a Resource', 'Add All Changed Resources', and 'Remove All Resources'.

**Step 7:** Visit the [home](#) page on the demo site. Refresh the site. You should still see the *Welcome, Big Spender* served by Target. However, if you open the AEP Debugger, you'll see that the Target requests are all gone and have been replaced by the requests made by the AEP Web SDK.

The screenshot shows the Famms website homepage. The header includes the 'Famms' logo with a mustache icon. The main content features a large image of a smiling woman wearing yellow sunglasses and a pink hoodie, pointing towards the text. The text on the page reads 'Welcome, Big Spender!' in red and 'Served by Target' in blue. Below the text is a paragraph of Latin placeholder text: 'Explicabo esse amet tempora quibusdam laudantium, laborum queaque magnam fugiat hic? Esse dicta aliquid error repudiandae earum suscipit fugiat molestias, veniam, vel architecto veritatis delectus repellat modi impedit sequi.' At the bottom left is a red 'Shop Now' button.

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## Section Recap

In this section we added Adobe Target to our Datastream and added some Target parameters our Page View rule. These changes along with a minor settings update has allowed us to fully move from the Target extension to the AEP Web SDK.

It's important to note that as long as you pass your Target Parameters, Profile Parameters and Entity Parameters as part of the the `data__adobe.target` object, no modifications to Target activities or audiences will be necessary.

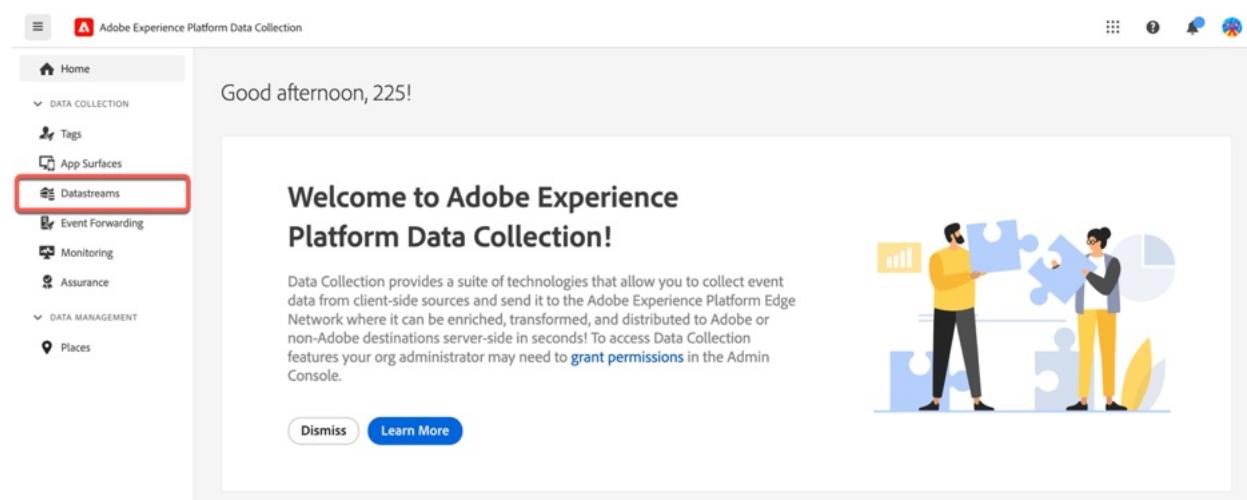
If you look at your debugger, you'll see that only the AEP Web SDK is now the only library that is sending requests. We have fully moved our Analytics and Target implementations to the AEP Web SDK and have haven't mentioned XDM yet. That's about to change though!

## Part 3: Map Incoming Data fields to XDM and enable an In-App Message

**Section Overview:** In this section, we'll be using Data Prep for Data Collection to map values from our incoming data layer to XDM. We'll do some simple mappings that don't require any transformation as well as some that will leverage new functions that we've recently added to Data Prep that will greatly simplify the transition to the Platform solutions.

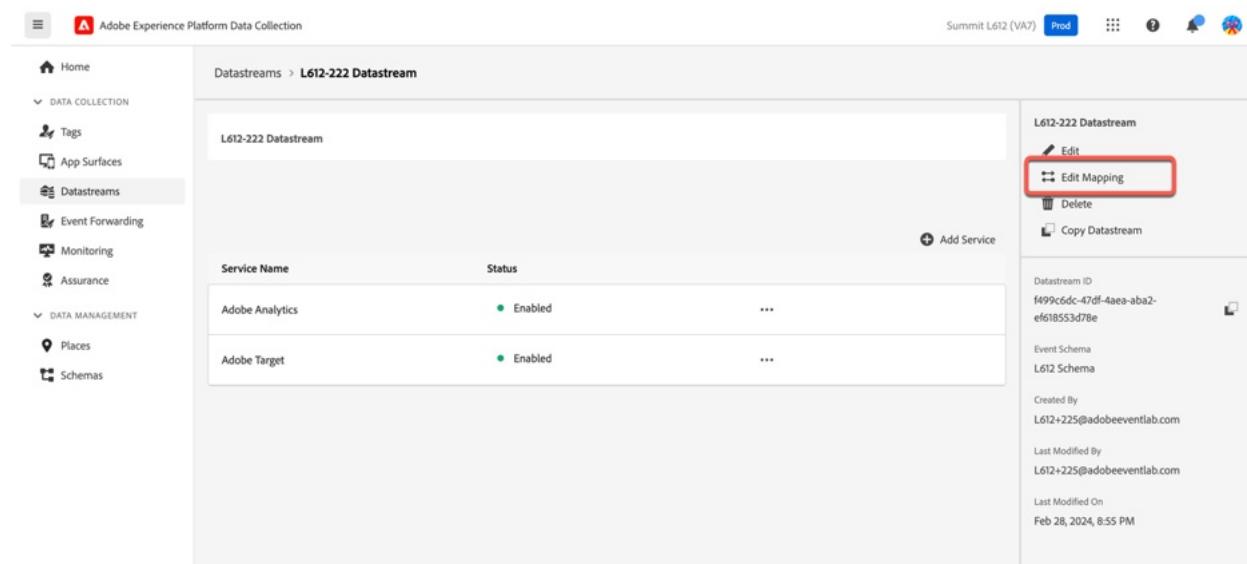
### Exercise 3.1: Add a simple mapping

**Step 1:** Go back to your **Datostreams** tab.



The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a navigation sidebar with options like Home, DATA COLLECTION (with Tags, App Surfaces, and Datostreams), and DATA MANAGEMENT (with Event Forwarding, Monitoring, Assurance, Places, and Schemas). The 'Datostreams' option is highlighted with a red box. The main content area has a greeting 'Good afternoon, 225!' and a large banner with the text 'Welcome to Adobe Experience Platform Data Collection!'. Below the banner, it says 'Data Collection provides a suite of technologies that allow you to collect event data from client-side sources and send it to the Adobe Experience Platform Edge Network where it can be enriched, transformed, and distributed to Adobe or non-Adobe destinations server-side in seconds! To access Data Collection features your org administrator may need to [grant permissions](#) in the Admin Console.' There are 'Dismiss' and 'Learn More' buttons at the bottom of the banner. On the right side of the banner, there's an illustration of two people working together with puzzle pieces.

**Step 2:** Click **Edit Mapping** in the right-hand menu



The screenshot shows the 'L612-222 Datastream' page. The left sidebar is identical to the previous screenshot. The main area shows a table of services connected to the datastream, with 'Adobe Analytics' and 'Adobe Target' both listed as 'Enabled'. On the far right, a context menu is open for the datastream, with the 'Edit Mapping' option highlighted with a red box. The menu also includes 'Delete', 'Copy Datastream', and other options. Below the menu, there's detailed information about the datastream, including its ID, event schema, creation details, and last modified date.

**Step 3:** Navigate to [this URL](#), copy the JSON code located there, and paste it into the text box on the left-hand side of the page that says **Paste JSON here...** When the right-hand side of the screen is populated as shown in the screenshot below, click the **Next** button.

The screenshot shows the 'Datastreams' section of the Adobe Experience Platform Data Collection interface. On the left, a sidebar lists categories like Home, DATA COLLECTION, and DATA MANAGEMENT. The main area is titled 'Datastreams > L612-222 Datastream'. A progress bar at the top indicates 'Configure' (step 1), 'Select data' (step 2), and 'Mapping' (step 3). In the 'Define incoming data' section, there's a 'Upload JSON' button and a code editor containing the following JSON:

```
{
  "data": {
    "__adobe": {
      "analytics": {
        "eVar1": "L612-##",
        "products": "Washing Machines;1234;1600;event3=200;eVar1=ADBE Washing Machine 2000",
        "events": {
          "event1;event2=2;event3;12345;event4=5;2345"
        },
        "target": {
          "cartTotal": "125.99"
        }
      }
    }
}
```

To the right, a 'Preview sample data:' section displays a hierarchical schema tree:

```

  Untitled schema
  └── data | Object
      └── __adobe | Object
          └── analytics | Object
              ├── eVar1 | String
              ├── events | String
              └── products | String
          └── target | Object
              └── cartTotal | String

```

A blue 'Next' button is highlighted with a red box in the top right corner.

**Step 4:** You'll be taken to the Data Prep for Data Collection UI. By default, timestamp and `_id` will always be mapped. **Do not alter either of these mappings.**

Data Prep is used to map incoming Data Layers and data objects to XDM. Because our goal in this section is to start sending data to the Platform apps, we're going to map a few values from our data object to XDM. To get started click **Add new mapping**.

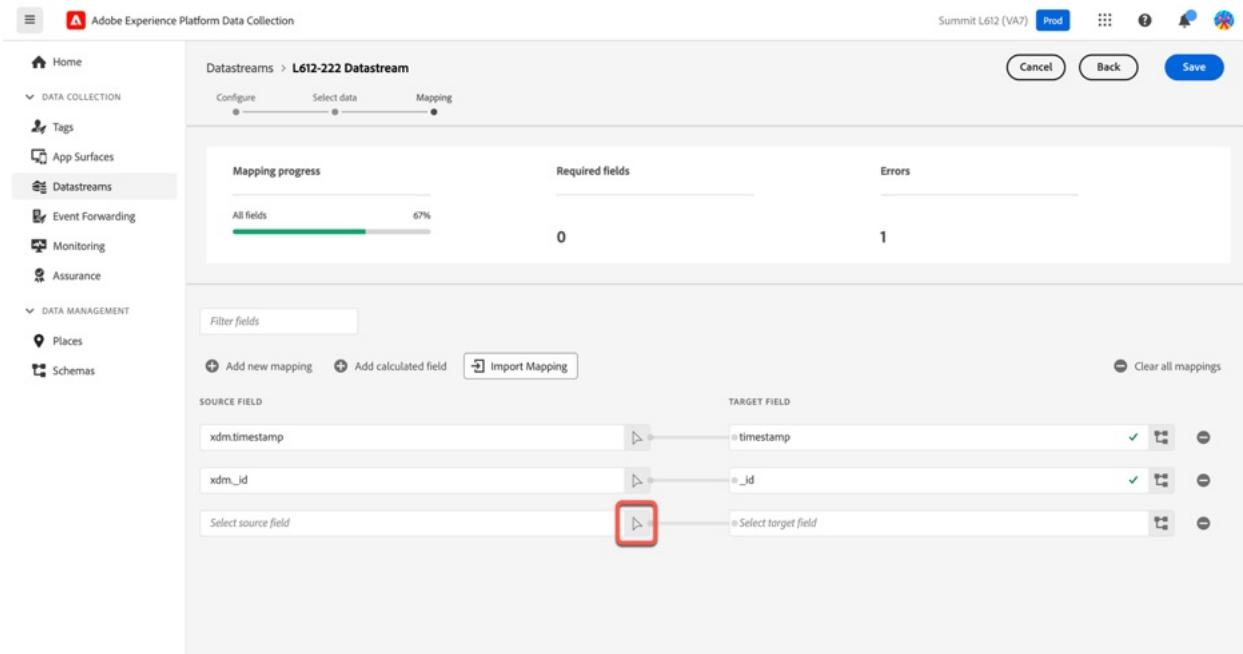
The screenshot shows the 'Datastreams > L612-222 Datastream' page in the Data Prep interface. The 'Mapping' step is selected. The 'Mapping progress' section shows 'All fields' at 50%. The 'Required fields' and 'Errors' sections both show 0. Below, a 'Filter fields' input and 'Add new mapping' button (highlighted with a red box) are visible. The 'SOURCE FIELD' and 'TARGET FIELD' sections show two mappings:

- xdm.timestamp → \$timestamp
- xdm\_id → \$id

A 'Clear all mappings' link is also present.

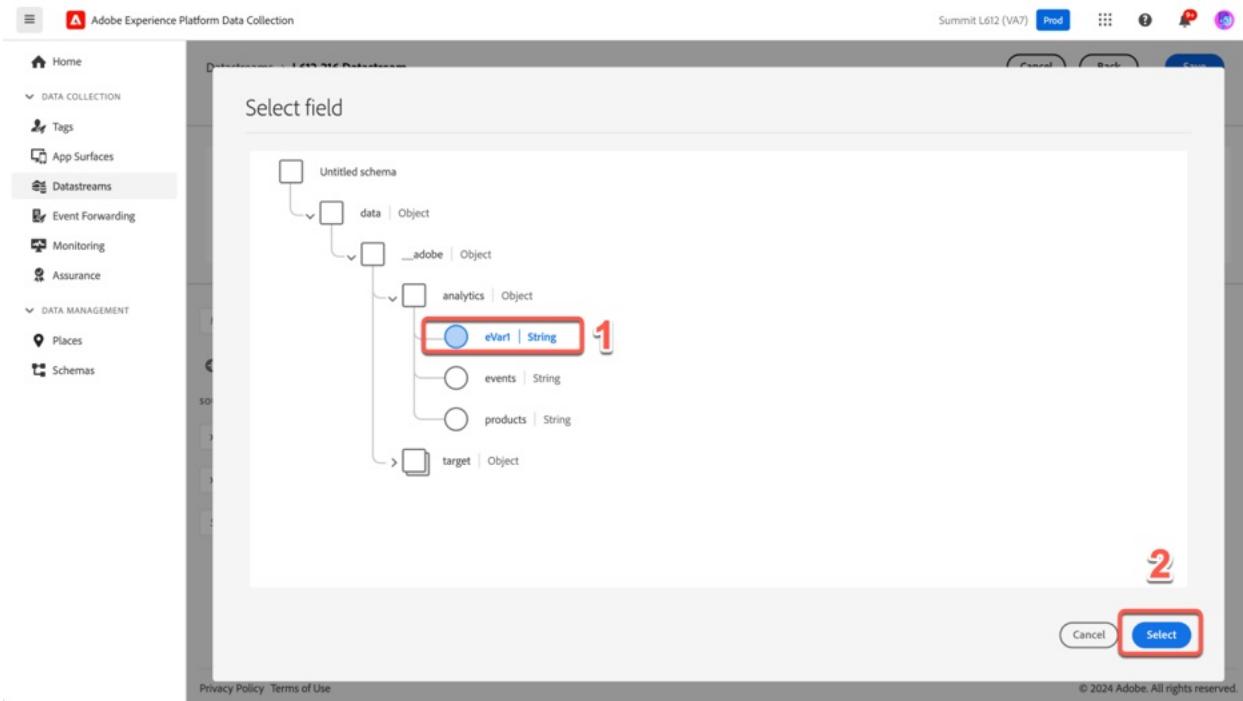
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**Step 5:** A new row will be added to the mapping. Click the arrow next to the field that says **Select source field**



The screenshot shows the 'Datastreams > L612-222 Datastream' screen in the Adobe Experience Platform Data Collection. The left sidebar has 'Datastreams' selected. The main area shows 'Mapping progress' at 67%, 'Required fields' (0), and 'Errors' (1). Below this is a 'SOURCE FIELD' section with three items: 'xdm.timestamp', 'xdm\_id', and 'Select source field'. The 'Select source field' item has a red box around its right-pointing arrow, indicating it needs to be clicked.

**Step 6:** Expand the tree and select **eVar1**. Click the **Select** button in the bottom right.



The screenshot shows the 'Select field' dialog box. The tree view shows 'Untitled schema' with branches for 'data' (Object), 'adobe' (Object), 'analytics' (Object), 'events' (String), 'products' (String), and 'target' (Object). The 'eVar1' node under 'analytics' is highlighted with a red box and labeled with a '1'. In the bottom right corner of the dialog, there is a 'Select' button, which is also highlighted with a red box and labeled with a '2'.

**Step 7:** Click the mapping icon to the right of the field that says **Select target field**

The screenshot shows the 'Datastreams > L612-216 Datastream' page in the Adobe Experience Platform Data Collection interface. The 'Mapping' tab is selected. The 'Mapping progress' bar shows 50% completion. The 'Required fields' section indicates 0 required fields, while the 'Errors' section shows 1 error. In the 'SOURCE FIELD' column, three fields are listed: 'xdm.timestamp', 'xdm\_id', and 'data\_\_adobe.analytics.eVar'. The 'TARGET FIELD' column shows corresponding fields: 'timestamp', '\_id', and 'Select target field'. A red box highlights the 'Select target field' dropdown for the 'data\_\_adobe.analytics.eVar' row.

**Step 8:** Navigate to **web.\_atag.seatNumber** and select it. Click the **Select** button.

The screenshot shows the 'Select field' dialog box, which is part of the mapping process. The dialog lists various nested objects and their fields. Under the 'web' object, there is a '.\_atag' object containing a 'seatNumber' field. This 'seatNumber' field is highlighted with a red box. At the bottom right of the dialog, there are 'Cancel' and 'Select' buttons.

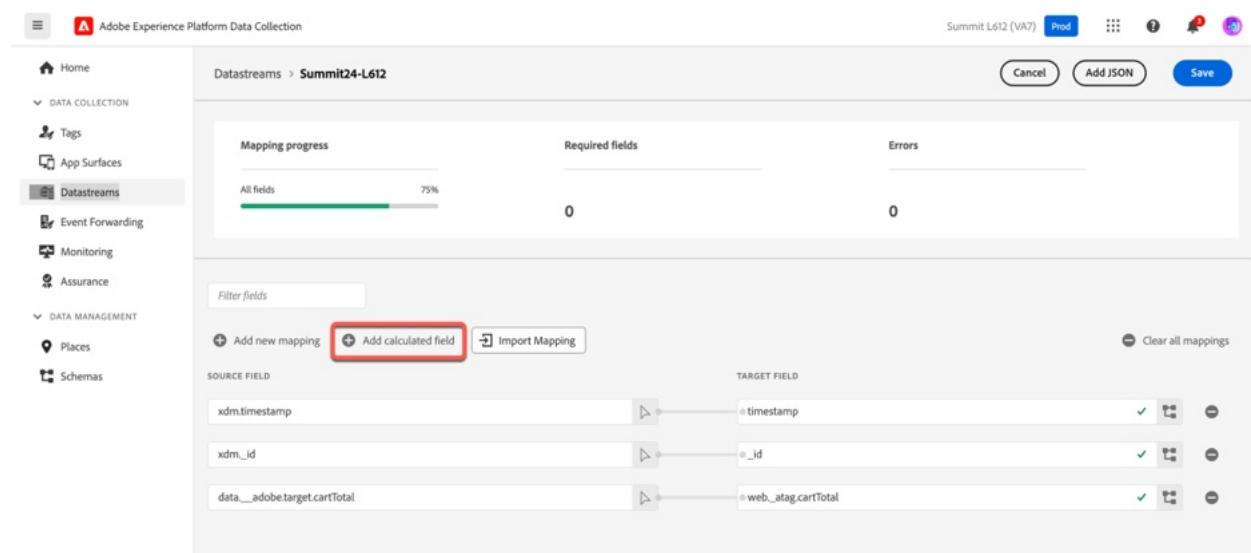
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## **Exercise 3.2: Use New Analytics Functions to extract an event from the Events string (Optional)**

One of the most difficult things about migrating from Analytics to CJA has been extracting events from the Analytics Events string and values contained within the Products variable. The 8 new functions we've created were created to simplify the process of mapping from the Events String and Products Variable.

In this example, we'll extract a specific event from the events string.

**Step 1:** On the mapping screen, click the **Add Calculated Field** button.

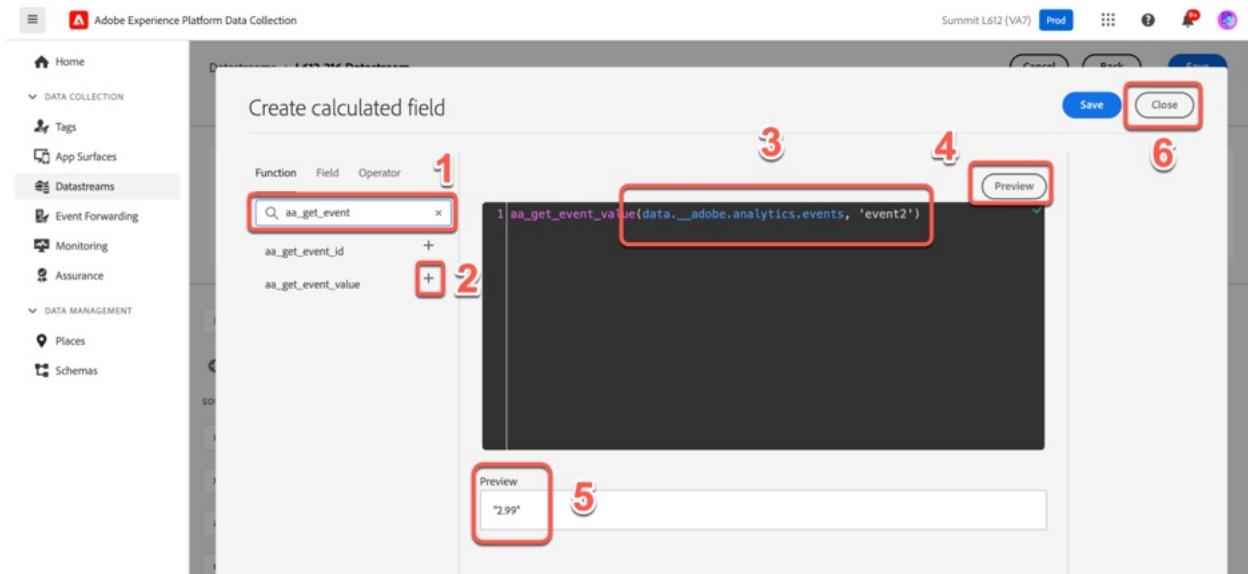


The screenshot shows the 'Datastreams' section of the Adobe Experience Platform Data Collection interface. The left sidebar includes 'Home', 'Tags', 'App Surfaces', 'Datastreams' (which is selected and highlighted in grey), 'Event Forwarding', 'Monitoring', and 'Assurance'. Under 'DATA MANAGEMENT', there are 'Places' and 'Schemas'. The main area displays a 'Mapping progress' bar at 75%, 'Required fields' (0), and 'Errors' (0). A 'Filter fields' input field is present. Below these are three buttons: 'Add new mapping' (with a plus icon), 'Add calculated field' (with a plus icon and a red rectangular highlight), and 'Import Mapping' (with a minus icon). The 'TARGET FIELD' section contains three mappings: 'xdm.timestamp' maps to 'timestamp', 'xdm\_id' maps to '\_id', and 'data\_\_adobe.target.cartTotal' maps to 'web\_atag.cartTotal'. Each mapping has a green checkmark and edit/cancel icons.

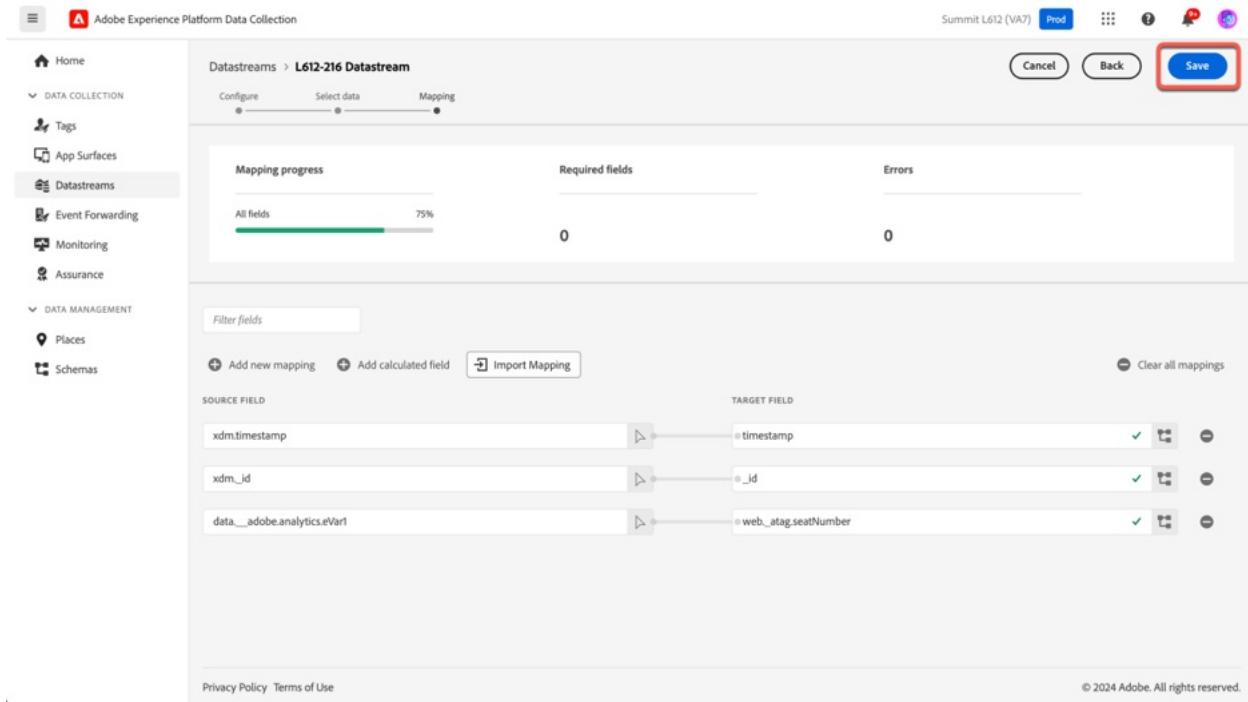
**Step 2:** Extract event2 from the events string

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1. Search for `aa_get_event` on the left-hand search box.
2. Click the **plus button** to add the `aa_get_event_value` function to the code box.
3. In the parenthesis, add copy and paste the following text: `data.__adobe.analytics.events, 'event2'`
4. Click the **Preview** button.
5. The value of “2” from the events string will be displayed in the preview box.
6. We’re not going to save this event, so click the close button when complete.



#### Step 5: Click **Save** to save the new eVar1 to seatNumber mapping

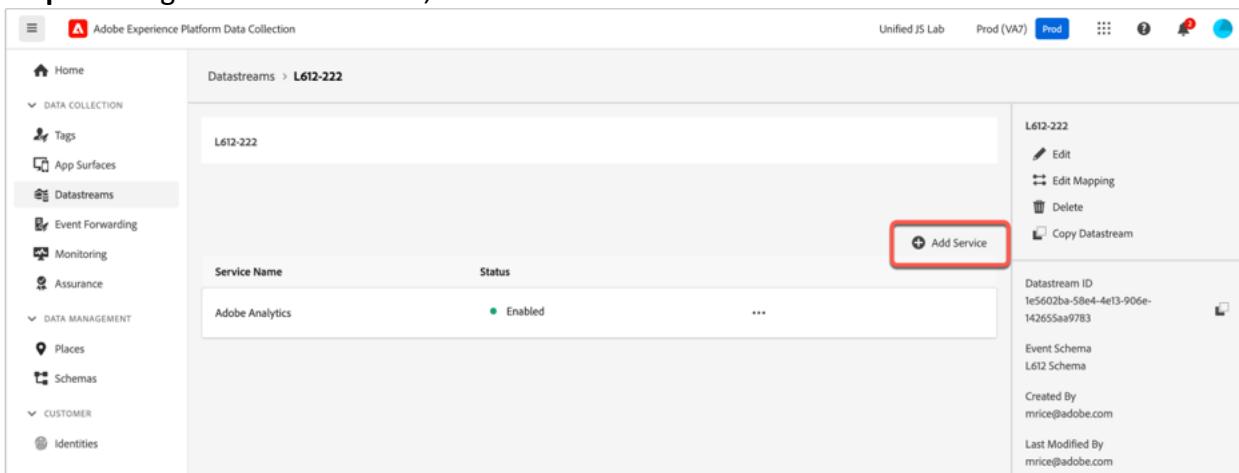


### **Exercise 3.3: Configure your Datastream to Send Data to Platform**

With some XDM mappings in place, we're ready to start sending data to Platform. As we discussed during the presentation, XDM is the foundation for all data sent to the Experience Platform solutions, like Real-time CDP, Customer Journey Analytics and Adobe Journey Optimizer.

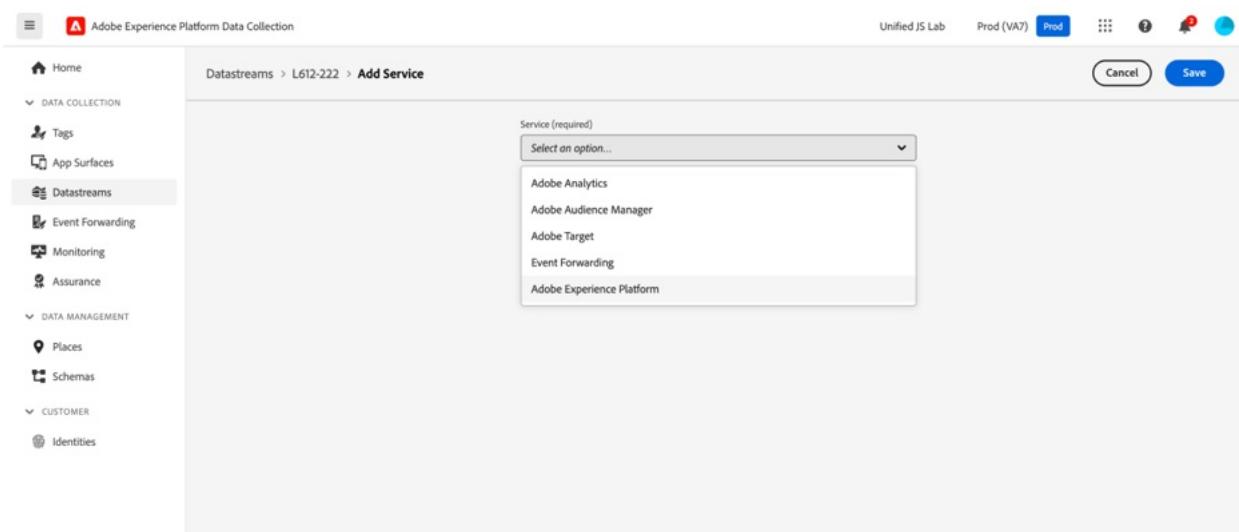
Creating an XDM schema is typically the first step when getting started with Edge Data Collection. For this lab, we have created one XDM schema for everyone to use. The name of the schema is **L612 Schema**; it has already been specified in your Datastream configuration. We've also created a dataset beforehand as well; it's called **L612 Dataset**, but we need to configure it as part of the Adobe Experience Platform Service configuration in Datastreams.

#### **Step 1: Navigate to Datastreams, click Add Service**



The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with navigation links: Home, DATA COLLECTION (Tags, App Surfaces, Datastreams, Event Forwarding, Monitoring, Assurance), DATA MANAGEMENT (Places, Schemas), and CUSTOMER (Identities). The 'Datastreams' link under 'DATA COLLECTION' is currently selected. In the main content area, the path 'Datastreams > L612-222' is displayed. Below this, a table lists a single service: 'Adobe Analytics' with status 'Enabled'. To the right of the table is a context menu with options: Edit, Edit Mapping, Delete, and Copy Datastream. At the bottom of the page, details about the Datastream are shown: ID (L612-222), Event Schema (L612 Schema), Created By (mrice@adobe.com), and Last Modified By (mrice@adobe.com). A large red box highlights the 'Add Service' button located at the top right of the main content area.

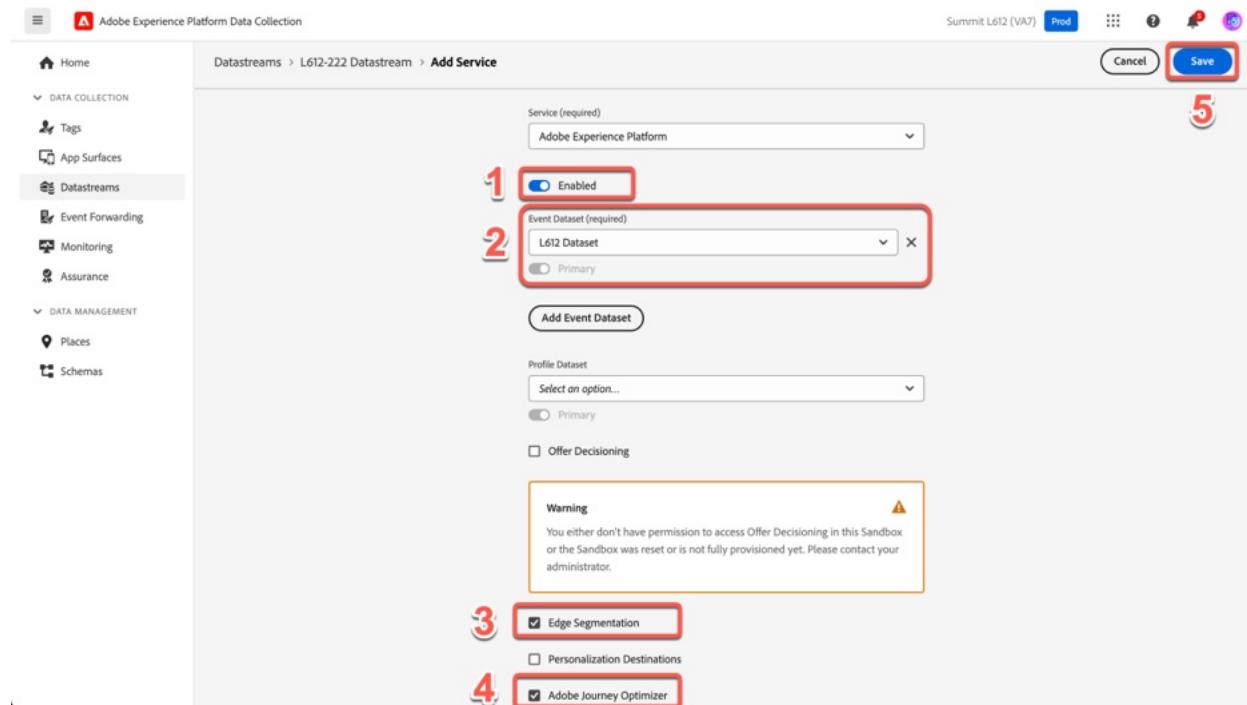
#### **Step 2: Select Adobe Experience Platform from the dropdown menu.**



The screenshot shows the 'Add Service' dialog box. The left sidebar is identical to the previous screenshot. The main area shows the path 'Datastreams > L612-222 > Add Service'. A dropdown menu titled 'Service (required)' is open, displaying a list of services: 'Select an option...', 'Adobe Analytics', 'Adobe Audience Manager', 'Adobe Target', 'Event Forwarding', and 'Adobe Experience Platform'. The 'Adobe Experience Platform' option is at the bottom of the list. At the top right of the dialog box are 'Cancel' and 'Save' buttons. A large red box highlights the 'Select an option...' dropdown menu.

### Step 3: Configure the Adobe Experience Platform service

1. Make sure the **Enabled** toggle is turned on.
2. Select **L612 Dataset** from the **Event Dataset** drop-down menu.
3. Select the **Edge Segmentation** checkbox
4. Select the **Adobe Journey Optimizer** checkbox
5. Scroll up and click **Save**.



### Exercise 3.4: Update the Analytics Page View Rule to include In-app qualification

In-App Messaging is a feature that allows for Personalization rules to be evaluated in the browser in real-time without having to wait for the Edge Network to return a response. In the next section, we'll configure a variable that will be evaluated by this client-side rules engine to determine if the In-App message should be shown.

Refer to [this document](#) to learn more about In-App messages in AJO

**Step 1:** Go back to your Tags browser tab. Click on **Rules** in the left-hand menu. Then, click on the **Analytics Page View** rule.

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, a sidebar lists various categories: PROPERTY, AUTHORIZING, RULES (which is selected and highlighted in grey), PUBLISHING, MONITORING, and AUDIT EVENTS. The main area is titled "Tag Properties > L612-216 Property". It displays a table of rules:

NAME	MODIFIED BY	LAST MODIFIED	STATUS
Analytics Page View	222 L612	Mar 15, 2024, 11:18 AM	Enabled
Personalization Request	222 L612	Mar 15, 2024, 11:19 AM	Disabled

A red box highlights the "Analytics Page View" row. At the top right of the main area, there are buttons for "Add Rule", "Select a working library", and "Build". The bottom of the screen includes links for "Terms of Use" and "Privacy", and a copyright notice: "© 2024 Adobe. All Rights Reserved."

**Step 2:** Click the **Adobe Experience Platform Web SDK – Send Event** rule.

The screenshot shows the "Edit Rule" configuration for the "Analytics Page View" rule. The left sidebar is identical to the previous screenshot. The main area is titled "Edit Rule" under "Tag Properties > L612-222 Property".

The configuration consists of several sections:

- IF - Determines when you want the rule to fire:** A dropdown menu is set to "Core - Page Bottom".
- CONDITIONS:** A section with a "+ Add" button.
- THEN - Determines what you want the rule to do:** This section contains two actions:
  - "ACTIONS": "Adobe Experience Platform Web SDK (Summit) - Update variable"
  - "WAIT, THEN": "Adobe Experience Platform Web SDK (Summit) - Send event"A red box highlights the "Send event" action.

At the top right, there are buttons for "Save to Library" (with a "Copy Completed" status indicator) and "Cancel".

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**Step 3:** Scroll down to the **Personalization** section, specifically to the **Decision Context** portion that has a Beta label.

1. In the **Key** field, type **cartTotal**.
2. Click the storage icon next to the value field and select **Cart Total** from the popup.
3. Click **Save/Keep Changes**

The screenshot shows the 'Action Configuration' screen for the 'L612-216 Property'. On the left, there's a sidebar with options like 'PROPERTY', 'AUTHORING', 'Rules' (which is selected), 'Data Elements', 'Extensions', 'PUBLISHING', 'Publishing Flow', 'Environments', 'Hosts', 'MONITORING', and 'Audit Events'. The main area shows 'Extension: Adobe Experience Platform Web SDK (Summit)', 'Action Type: Send event', and 'Name: Adobe Experience Platform Web SDK (Summit) - Send event'. Under 'Decision context', there are three radio buttons: 'Automatic - request default personalization when it has not yet been requested.' (selected), 'Enabled - explicitly request the page scope and default surface. This will update the SPA view cache.', and 'Disabled - explicitly suppress the request for the page scope and default surface.'. Below this, there's a section for 'Key \*' with an input field containing 'cartTotal' (Step 1 highlighted with a red box) and a note 'Enter the context key.', and another for 'Value' with an input field containing '%Cart Total%' (Step 2 highlighted with a red box) and a note 'Enter the context value.'. At the bottom right, there's a 'Keep Changes' button (Step 3 highlighted with a red box).

**Step 4: Click Save to Library**

The screenshot shows the 'Edit Rule' screen for the 'L612-222 Property'. On the left, there's a sidebar with options like 'PROPERTY', 'AUTHORING', 'Rules' (which is selected), 'Data Elements', 'Extensions', 'PUBLISHING', 'Publishing Flow', 'Environments', 'Hosts', 'MONITORING', and 'Audit Events'. The main area shows 'Name: Analytics Page View'. Under 'IF - Determines when you want the rule to fire', there's a 'EVENTS' section with 'Core - Page Bottom'. Under 'THEN - Determines what you want the rule to do', there's an 'ACTIONS' section with 'Adobe Experience Platform Web SDK (Summit) - Update variable' and 'WAIT, THEN' followed by 'Adobe Experience Platform Web SDK (Summit) - Send event'. At the bottom right, there's a 'Save to Library' button (Step 4 highlighted with a red box).

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## Step 5: Click Publishing Flow

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, a sidebar menu includes sections like Property Overview, Rules, Data Elements, Extensions, Environments, Hosts, Audit Events, and Publishing. The Publishing section is expanded, and its sub-section 'Publishing Flow' is highlighted with a red box. The main content area is titled 'Tag Properties > L612-222 Property'. It displays a table of publishing rules:

NAME	MODIFIED BY	LAST MODIFIED	STATUS
Add to Cart	222 L612	Mar 6, 2024, 6:26 PM	Enabled
Analytics Page View Rule	222 L612	Mar 6, 2024, 2:48 PM	Enabled
Initialize Analytics Plugins	222 L612	Mar 6, 2024, 5:39 PM	Enabled
Personalization Request	222 L612	Mar 6, 2024, 1:29 PM	Enabled

## Step 6: Click the Library name.

The screenshot shows the Adobe Experience Platform Data Collection interface. The sidebar menu is identical to the previous screenshot. The main content area is titled 'Tag Properties > L612-222 Property'. It displays a grid of four status boxes:

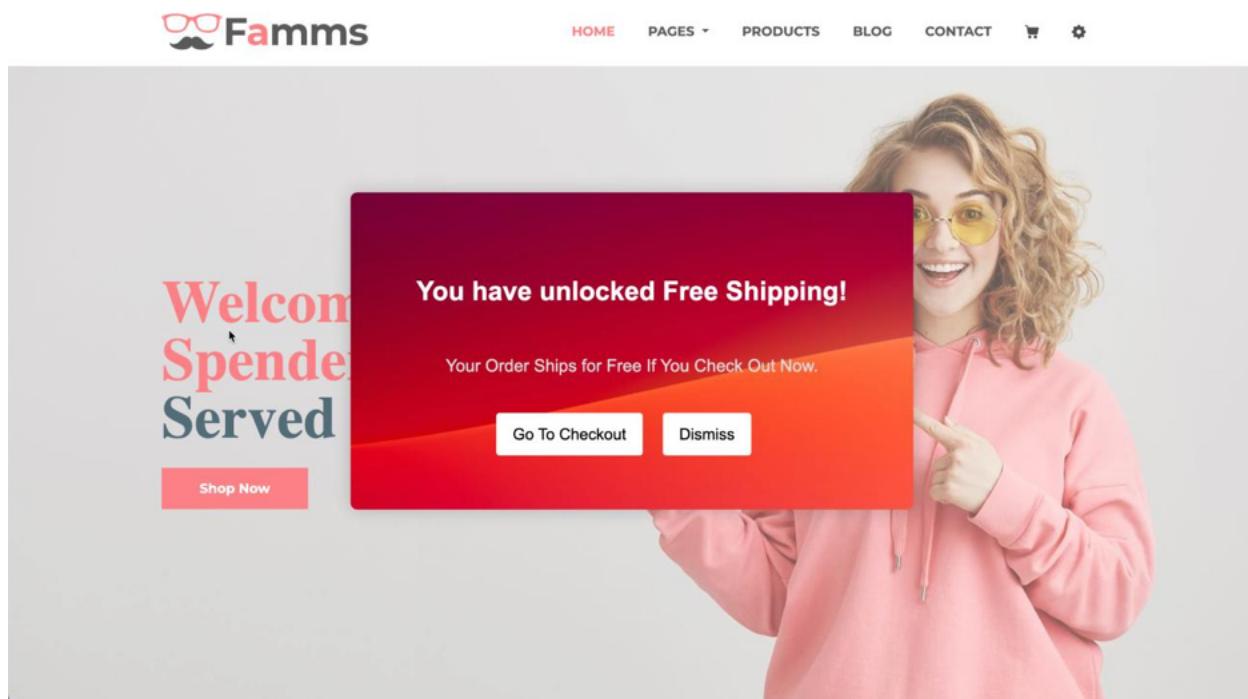
Development	Submitted	Approved	Published
 Environment: Development			

The 'Development' box contains a red box around the 'v1' status icon. At the bottom of the page, there are links for 'Terms of Use' and 'Privacy'.

## Step 7: Click Add All Changed Resources, then Save & Build to Development

The screenshot shows the 'Edit Library' screen in the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with categories like Property Overview, Rules, Data Elements, Extensions, Publishing Flow, Environments, Hosts, Monitoring, and Audit Events. The main area shows a table titled 'RESOURCE CHANGES' with columns for CHANGE, REVISION, MODIFIED BY, LAST MODIFIED, and STATUS. The table lists several changes made to resources like rules and data elements. At the bottom of the table, there are buttons for 'Add a Resource', 'Add All Changed Resources' (which is highlighted with a red box), and 'Remove All Resources'. The top right corner shows a status bar with 'Summit L612 (VA7) Prod' and a 'Build' button.

**Step 8:** Wait 20-30 seconds. Navigate back to the [homepage](#), you'll see a Free Shipping offer delivered by AJO's In-app Messaging feature.



## Section Recap

**Congratulations! You just setup an Adobe Journey Optimizer In-App Message, but more importantly, you successfully migrated to the AEP Web SDK in 60 minutes!**

In the process, you were able to convert your JavaScript libraries to the AEP Web SDK using your existing implementation.

Using Data Prep for Data Collection, we were able to map our existing data to XDM and send it to Customer Journey Analytics.

As a bonus, we also enabled the Beta In-App Messaging feature powered by Adobe Journey Optimizer.

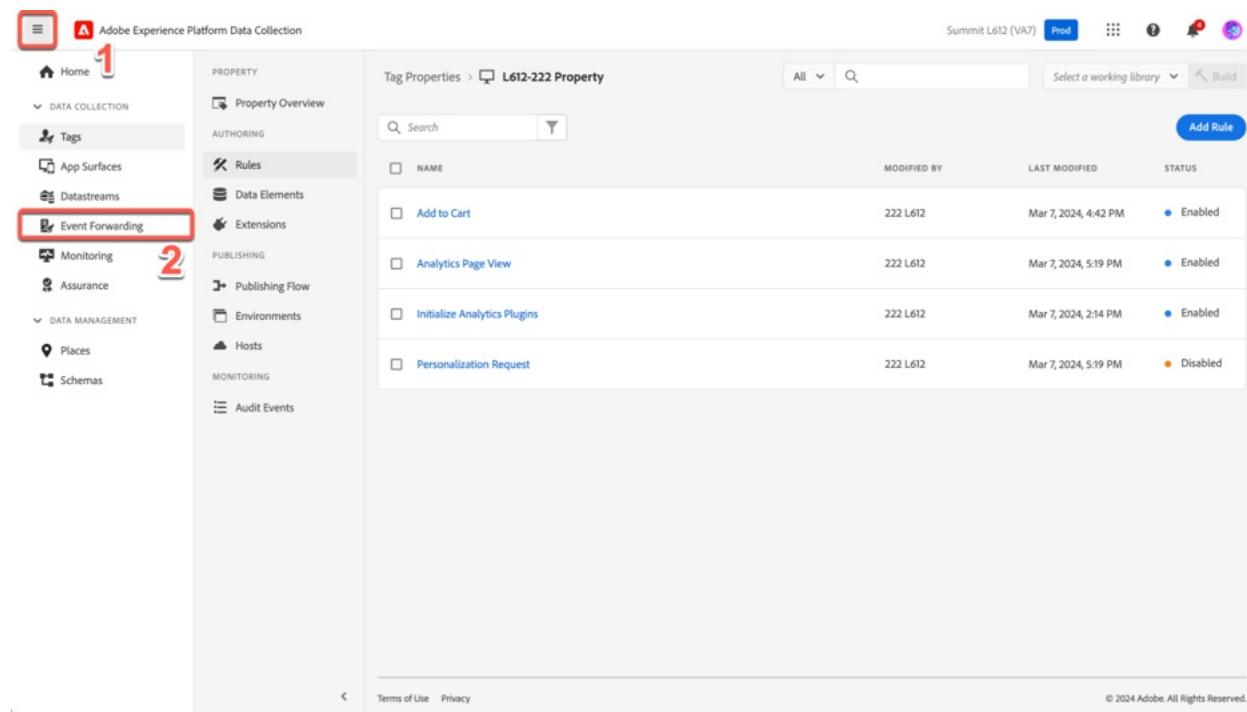
# Bonus Activity: Use Event Forwarding to send to 3<sup>rd</sup> Party Destinations

**Section Overview:** Event Forwarding, also known as Real-time CDP Connections, is a powerful feature exclusive to the AEP Edge Network that allows you to forward data to 3rd party endpoints in real-time. You can create conditions when Event Forwarding happens which makes this the perfect solution to migrate all your 3<sup>rd</sup> party pixels to server-side conversion APIs.

## Bonus Exercise 1.1: Configure and Event Forwarding Property, Data Element and Rule

**Step 1:** In your Tags tab, navigate to **Event Forwarding**

1. Click the hamburger menu in the upper left-hand corner.
2. Click **Event Forwarding** in the left-hand menu.



The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with a 'Tags' icon highlighted with a red box and labeled '1'. Below it, 'Event Forwarding' is also highlighted with a red box and labeled '2'. The main content area is titled 'Tag Properties > L612-222 Property'. It shows a table of event forwarding rules:

NAME	MODIFIED BY	LAST MODIFIED	STATUS
Add to Cart	222 L612	Mar 7, 2024, 4:42 PM	Enabled
Analytics Page View	222 L612	Mar 7, 2024, 5:19 PM	Enabled
Initialize Analytics Plugins	222 L612	Mar 7, 2024, 2:14 PM	Enabled
Personalization Request	222 L612	Mar 7, 2024, 5:19 PM	Disabled

## Step 2: Click New Property.

The screenshot shows the 'Event Forwarding Properties' page. On the left, there's a sidebar with categories like Home, DATA COLLECTION (Tags, App Surfaces, Datastreams, Event Forwarding), and DATA MANAGEMENT (Places, Schemas). The main area lists properties with columns for Name, Platform, Modified By, and Last Modified. A red box highlights the 'New Property' button at the top right of the table header.

NAME	PLATFORM	MODIFIED BY	LAST MODIFIED
_0jeffhickenexample.com - Event Forwarding	Edge	jeff hicken	Mar 9, 2023, 3:26 PM
4.25 Jon Test	Edge	Jon Viray	Apr 25, 2022, 11:42 AM
_aa0_testjhickenexample.com - Event Forwarding	Edge	jeff hicken	Mar 30, 2023, 2:29 PM
abc.com - Event Forwarding	Edge	Harinath Kopeti	Jun 1, 2023, 8:58 AM
acme.com - Event Forwarding	Edge	Hervinder Bhandal	Mar 28, 2023, 11:20 AM
adobe123.com - Event Forwarding	Edge	Travis Jordan	Feb 7, 2024, 11:46 AM
adobe2.com - Event Forwarding	Edge	Travis Jordan	Mar 8, 2023, 9:13 PM
Adobe APAC - Seunghwan - Test	Edge	Seunghwan Roh	Sep 5, 2022, 2:23 AM
adobe.com - Event Forwarding	Edge	Travis Jordan	Mar 8, 2023, 9:09 PM
agaber AEPCollection Demo 2	Edge	Alex Gaber	Feb 10, 2022, 9:32 AM

## Step 3: Create a new Event Forwarding property

1. Give your property a name **L612-### Event Forwarding**. Where ### is your seat number.
2. Click **Save**.

The screenshot shows the 'Create Property' dialog. It has a 'Name' field (step 1) containing 'L612-222 Event Forwarding', a 'Platform' dropdown set to 'Edge' (step 2), and a 'Save' button highlighted with a red box. There's also a 'Cancel' button.

**Step 4:** You'll be taken back to the main property listing page for Event Forwarding. Search your seat number and click on the **Event Forwarding** property you just created.

NAME	PLATFORM	MODIFIED BY	LAST MODIFIED
MitchL612	Edge	Mitch Rice	Mar 4, 2024, 9:40 PM
Summit24-L612	Edge	Joe Khoury	Feb 28, 2024, 1:07 PM

## Step 5: Navigate to Extensions

## Step 6: Click the Catalog tab near the top of the page.

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with various navigation options like Property Overview, Rules, Data Elements, and Extensions. The 'Extensions' option is currently selected. In the main area, under 'Event Forwarding Properties > L612-222 Event Forwarding', the 'Catalog' tab is highlighted with a red box. Below it, there's a search bar and a grid of extension cards. One card for 'Adobe Cloud Connector' is highlighted with a red box. At the bottom right of the interface, there's a copyright notice: '© 2024 Adobe. All Rights Reserved.'

## Step 7: Install the Adobe Cloud Connector Extension

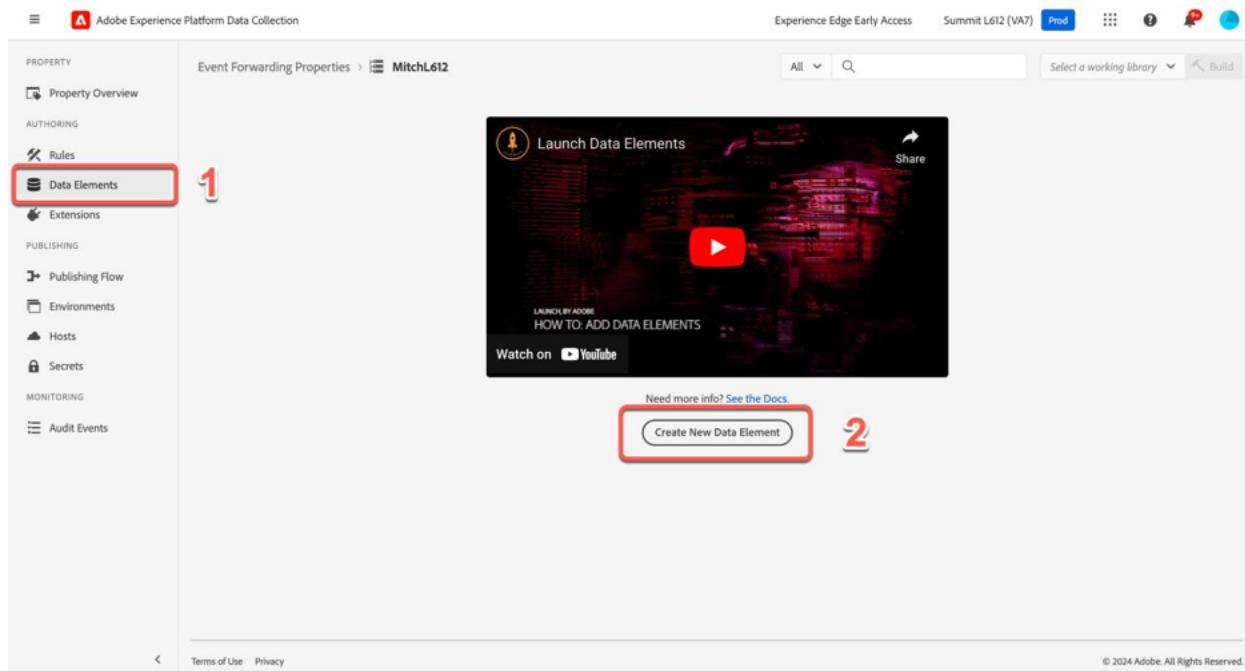
1. Click the **Adobe Cloud Connector** extension.
2. Click the **Install** button on the right-hand menu.

This screenshot continues from Step 7. The 'Adobe Cloud Connector' extension card is now highlighted with a red box. To its right, a detailed view of the extension is shown in a modal window. This modal has a red box around the 'Install' button. The modal also contains the extension's name, 'Adobe Systems · v1.0.2', a 'Download Source' button, and a brief description: 'Extension that allows users to send data to 3rd party external sources.'

## Step 8: Add a new Data Element

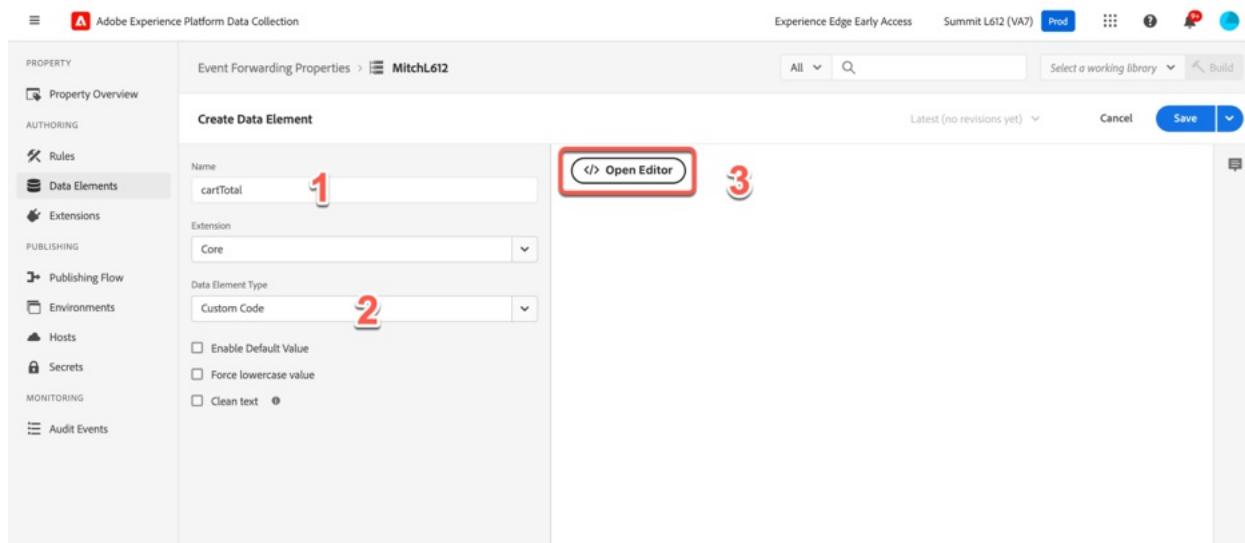
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1. Click **Data Elements** in the left-hand menu.
2. Click **Create New Data Element**.



### Step 9: Configure your Data Element

1. Give your Data Element a name of **cartTotal**
2. Select **Custom Code** from the **Data Element Type** dropdown.
3. Click **Open Editor**.

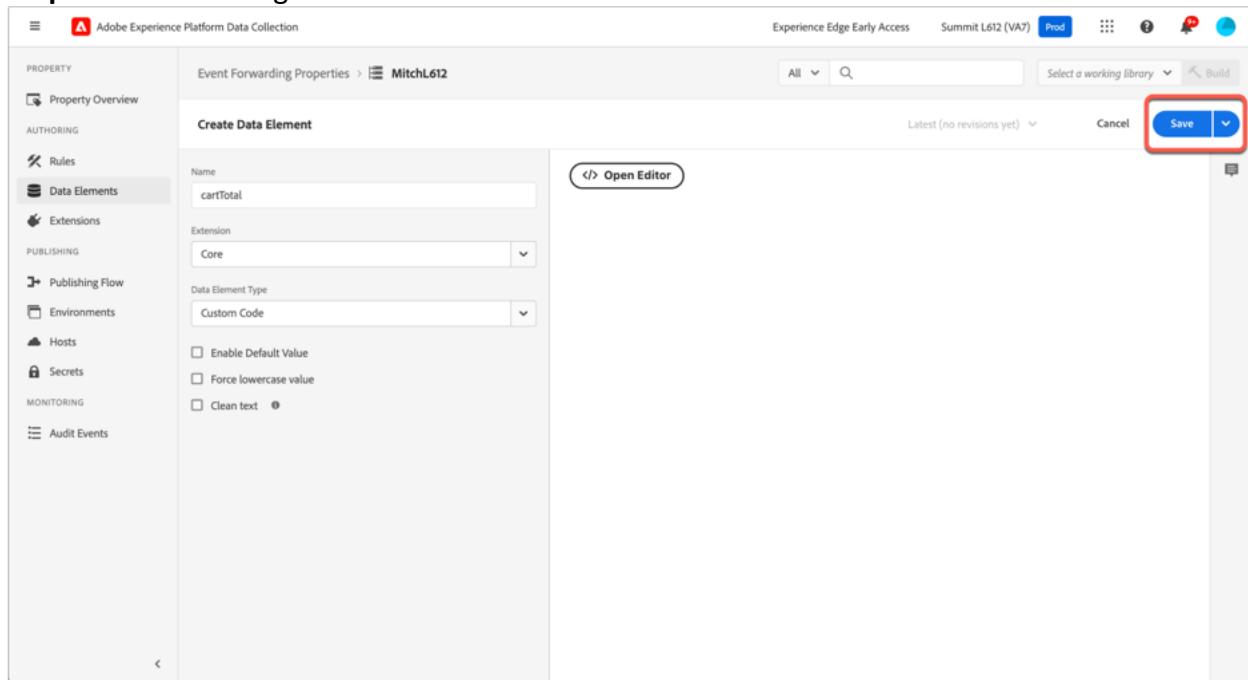


## Step 10: Add the following code to the Editor and then click Save

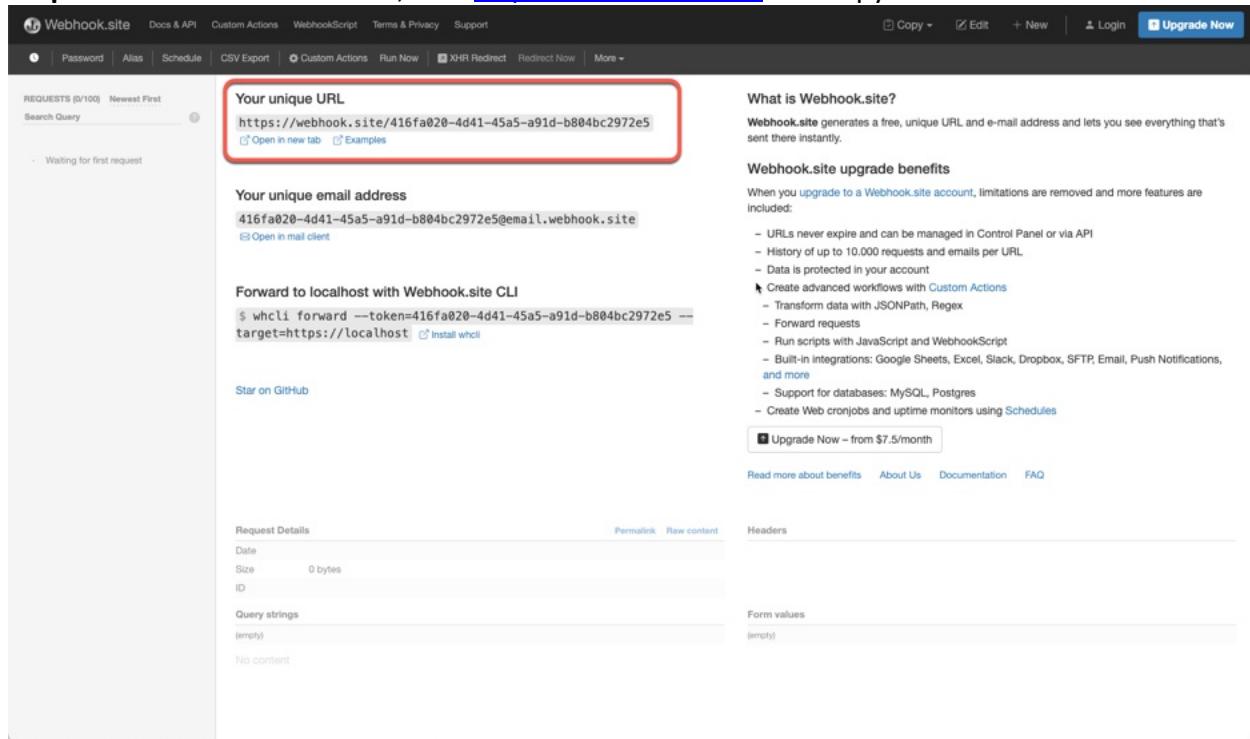
```
let cartTotal = 0;  
if (arc.event.xdm.web._atag) {  
    cartTotal = arc.event.xdm.web._atag.cartTotal || 0;  
}  
return cartTotal;
```



## Step 11: Click Save again.

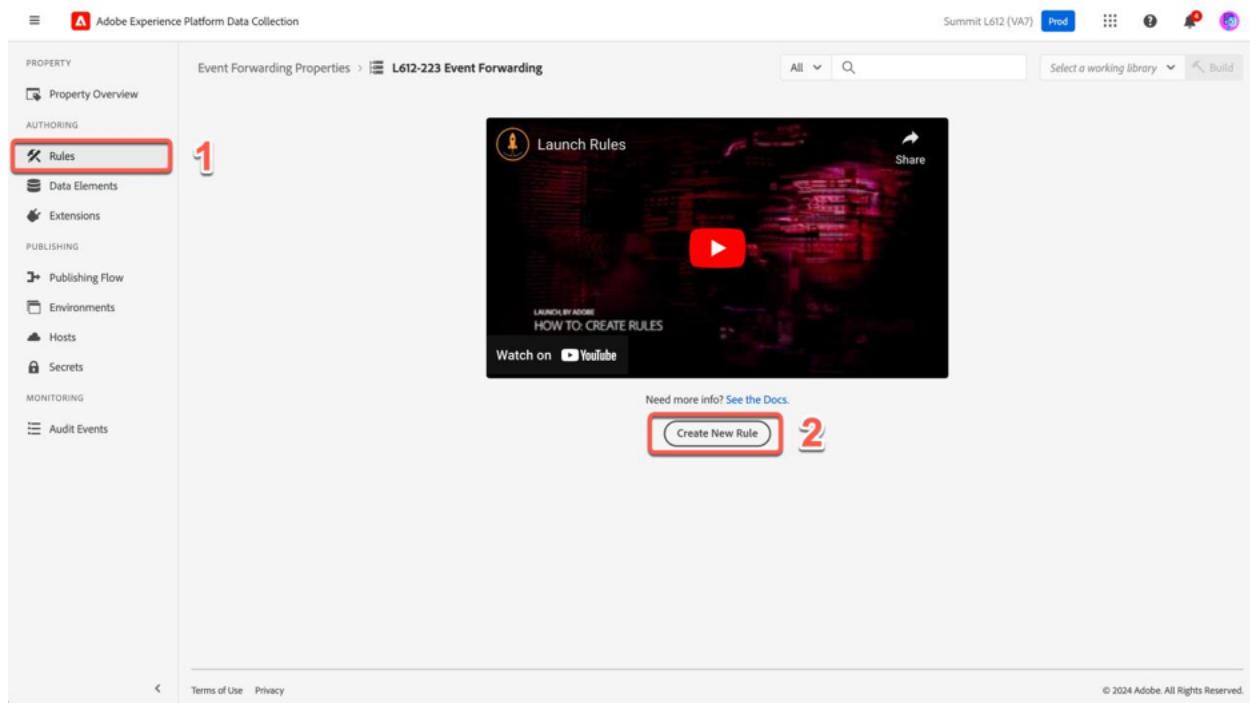


**Step 12:** In a new browser tab, visit <https://webhook.site/> and copy the website URL.



The screenshot shows the Webhook.site control panel. At the top, there's a navigation bar with links like 'Docs & API', 'Custom Actions', 'WebhookScript', 'Terms & Privacy', and 'Support'. On the right, there are buttons for 'Copy', 'Edit', '+ New', 'Login', and 'Upgrade Now'. Below the navigation, there's a search bar and a list of 'REQUESTS (0/100) Newest First'. A message says 'Waiting for first request'. The main area has three sections: 'Your unique URL' with the value '<https://webhook.site/416fa020-4d41-45a5-a91d-b804bc2972e5>' (this part is highlighted with a red box), 'Your unique email address' with the value '416fa020-4d41-45a5-a91d-b804bc2972e5@email.webhook.site', and 'Forward to localhost with Webhook.site CLI' with a command line example. At the bottom, there's a 'Request Details' section with tabs for 'Data', 'Size' (0 bytes), 'ID', 'Query strings' (empty), and 'Form values' (empty). There's also a note about 'No content'.

**Step 13:** Back in the Tags tab, click **Rules** on the left-hand menu, then click **Create New Rule**.



The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with categories: PROPERTY (Property Overview), AUTHORIZING (Rules, Data Elements, Extensions), PUBLISHING (Publishing Flow, Environments, Hosts, Secrets), MONITORING (Audit Events). The 'Rules' item is highlighted with a red box and has a red number '1' next to it. The main content area shows 'Event Forwarding Properties > L612-223 Event Forwarding'. It features a video player with the title 'Launch Rules' and 'LAUNCH BY ADobe HOW TO: CREATE RULES'. Below the video, there's a 'Watch on YouTube' button. To the right of the video, there's a 'Create New Rule' button highlighted with a red box and a red number '2'. At the bottom, there's a note 'Need more info? See the Docs.' and a copyright notice '© 2024 Adobe. All Rights Reserved.'

## Step 14: Name the rule **Send Request to Webhook**, then click **Add** under Conditions

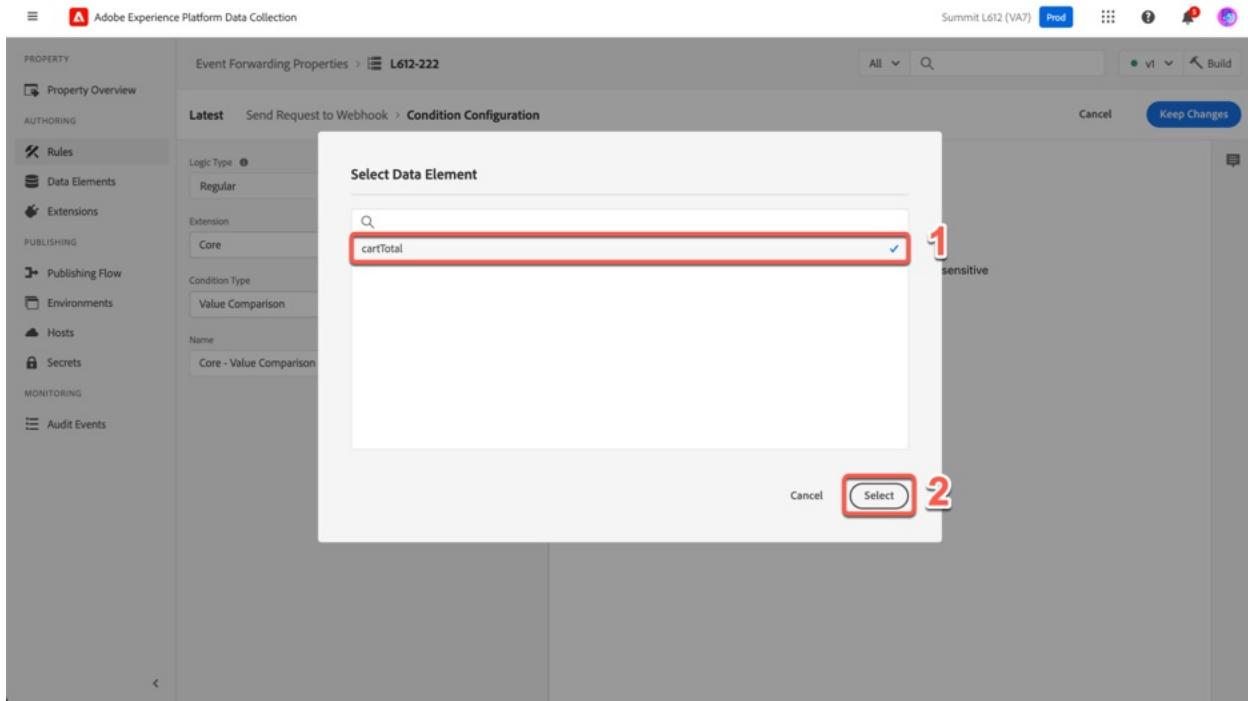
The screenshot shows the 'Create Rule' screen in the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with navigation links like Property Overview, Rules, Data Elements, Extensions, Publishing Flow, Environments, Hosts, Secrets, Monitoring, and Audit Events. The main area has tabs for 'PROPERTY' (selected), 'AUTHORING' (selected), and 'PUBLISHING'. Under 'AUTHORING', the 'Rules' tab is selected, and a sub-section titled 'Create Rule' is shown. In this section, the 'Name' field contains 'Send Request to Webhook' (marked with a red box and number 1). Below it is a 'IF - Determines when you want the rule to fire' section. Under 'CONDITIONS', there's a 'Add' button (marked with a red box and number 2). Below 'CONDITIONS' is a 'THEN - Determines what you want the rule to do' section, and under 'ACTIONS', there's another 'Add' button.

## Step 15: Configure your condition

1. Select **Value Comparison** from the Condition Type drop-down
2. Click the storage icon next to **Left Operand (required)**

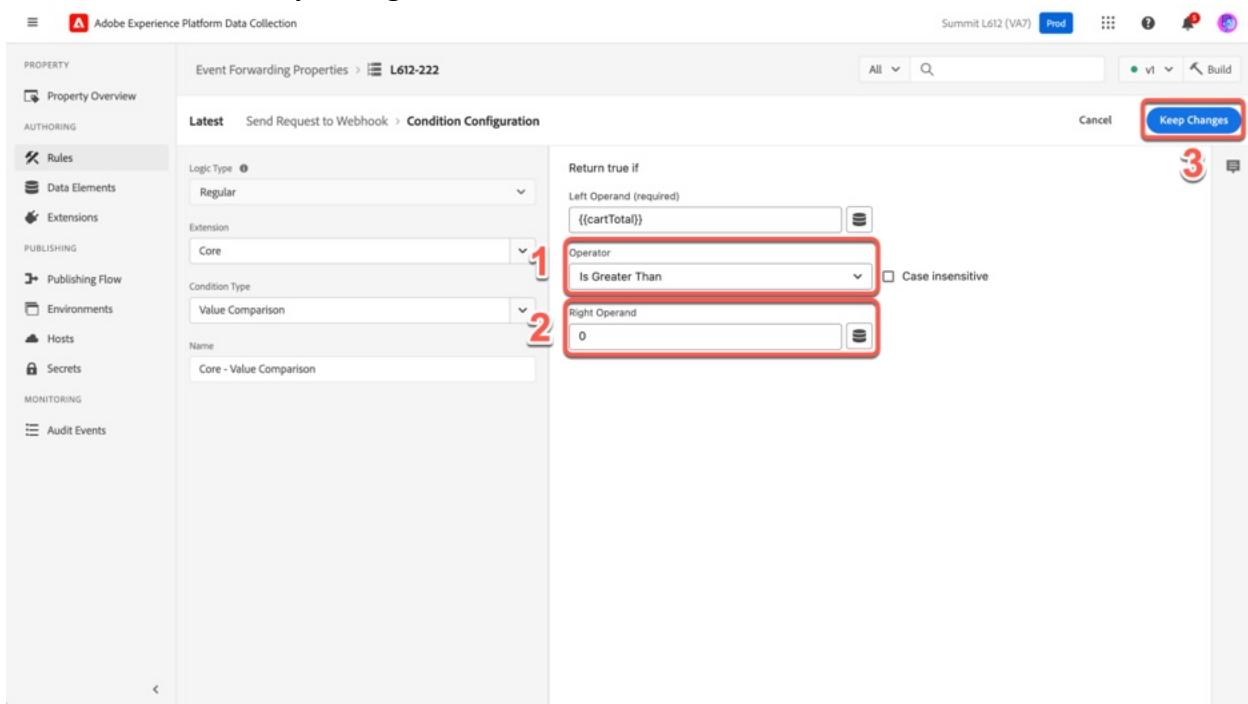
The screenshot shows the 'Condition Configuration' screen for the 'Send Request to Webhook' rule. The left sidebar is identical to the previous screenshot. The main area shows the 'Latest' configuration for the rule. Under 'CONDITIONS', the 'Condition Type' dropdown is highlighted with a red box and number 1, showing 'Value Comparison'. To its right, the 'Return true if' section includes fields for 'Left Operand (required)' (with a storage icon marked with a red box and number 2), 'Operator' (set to 'Equals'), and 'Right Operand'. There's also a 'Case insensitive' checkbox. Below this, there's a 'Name' field containing 'Core - Value Comparison'.

## Step 16: Select Cart Total from the Data Element Selector



## Step 17: Finish configuring your condition

1. Select **Is Greater Than** from the Operator drop-down
2. Enter **0** (zero) in the Right Operand field
3. Click **Save/Keep Changes**



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## Step 18: Click the plus button to add a new Action

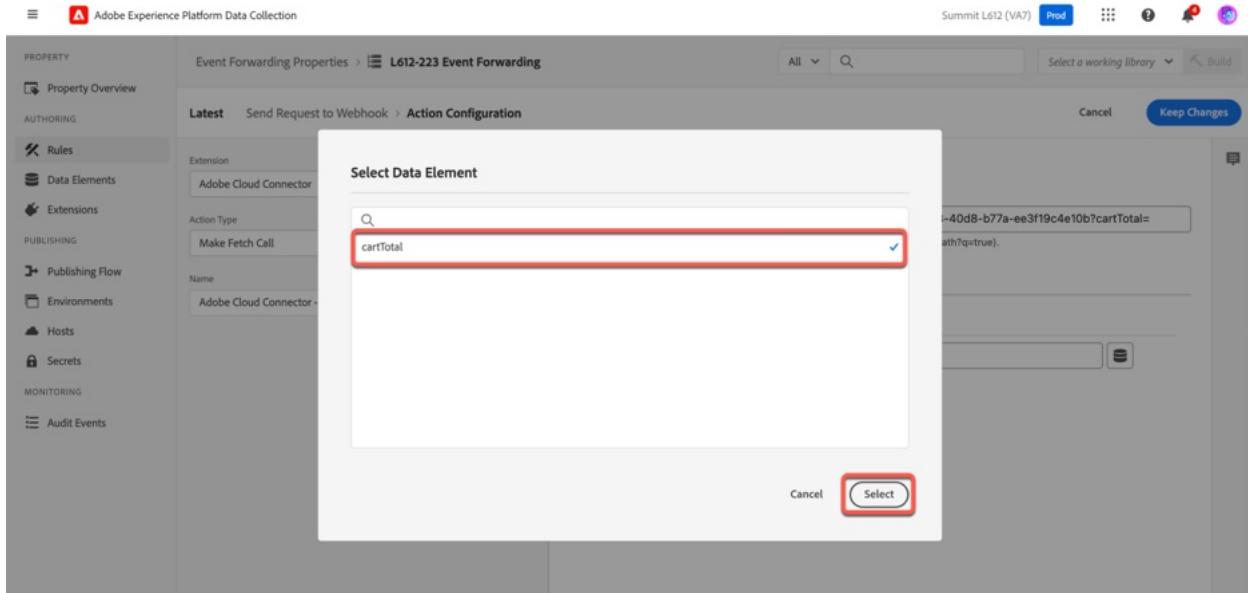
The screenshot shows the 'Create Rule' screen in the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with options like Property Overview, Rules (which is selected), Data Elements, Extensions, Publishing Flow, Environments, Hosts, Secrets, Monitoring, and Audit Events. The main area has tabs for 'Event Forwarding Properties' and 'L612-222'. Under 'Create Rule', there's a 'Name' field with 'Send Request to Webhook' entered. Below it, there's an 'IF - Determines when you want the rule to fire' section and a 'CONDITIONS' section with a 'Core - Value Comparison' step. The 'THEN - Determines what you want the rule to do' section is currently empty. The 'ACTIONS' section at the bottom is highlighted with a red box around the '+ Add' button.

## Step 19: Configure the Send Request to Webhook rule.

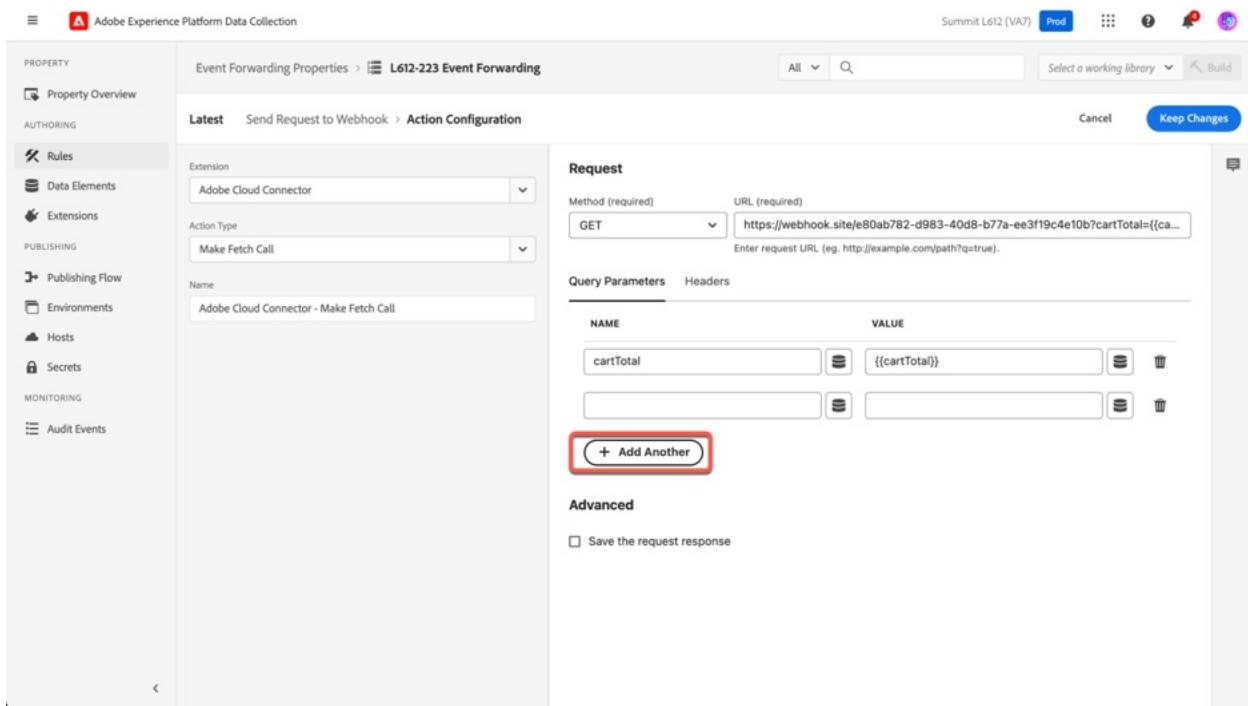
1. Select **Adobe Cloud Connector** from the Extension drop-down.
2. Select **Make Fetch Call** from the Action Type drop-down.
3. Paste the Webhook URL.
4. Type **cartTotal** in the Name field.
5. Click the storage icon next to the empty value field.

The screenshot shows the 'Action Configuration' screen for the 'Send Request to Webhook' rule. The left sidebar shows 'Event Forwarding Properties' and 'L612-223 Event Forwarding'. The main area shows the 'Latest' configuration for the 'Send Request to Webhook' rule. Step 1 highlights the 'Extension' dropdown set to 'Adobe Cloud Connector'. Step 2 highlights the 'Action Type' dropdown set to 'Make Fetch Call'. Step 3 highlights the 'URL (required)' field containing 'https://webhook.site/e80ab782-d983-40d8-b77a-ee3f19c4e10b?cartTotal=' with a note below it: 'Enter request URL (eg. http://example.com/path?q=true)'. Step 4 highlights the 'Name' field set to 'cartTotal'. Step 5 highlights the 'Value' field, which is empty and has a storage icon next to it. Other sections visible include 'Request' (Method: GET, Headers), 'Query Parameters' (NAME: cartTotal, VALUE: ), and 'Advanced' (Save the request response checkbox).

**Step 20:** Select **cartTotal** from the Select Data Element box. Click **Select**.



**Step 21:** Click **Add Another**.



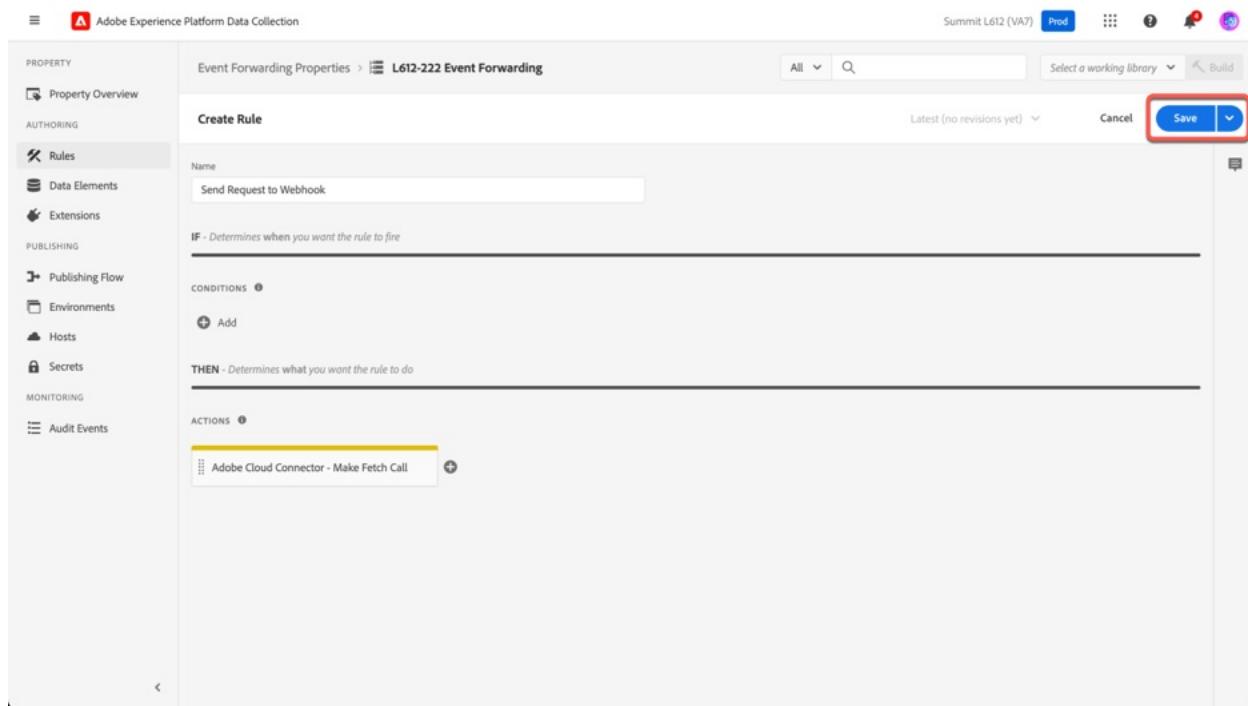
**Step 22:** Enter **seatNumber** in the Name field. Enter your seat number in the Value field.

The screenshot shows the 'Event Forwarding Properties' screen for 'MitchL612'. A 'Send Request to Webhook' action is selected. In the 'Action Configuration' panel, the 'Extension' is set to 'Adobe Cloud Connector' and the 'Action Type' is 'Make Fetch Call'. The 'Name' field contains 'Adobe Cloud Connector - Make Fetch Call'. The 'Request' section shows a GET request to 'https://webhook.site/416fa020-4d41-45a5-a91d-b804bc2972e5?cartTotal={{(ca...'. The 'Query Parameters' table has two entries: 'cartTotal' with value '{{(cartTotal)}}' and 'seatNumber' with value '222'. The 'Advanced' section has an unchecked checkbox for 'Save the request response'. The top right of the configuration panel includes 'Cancel', 'Keep Changes' (which is blue), and other UI elements.

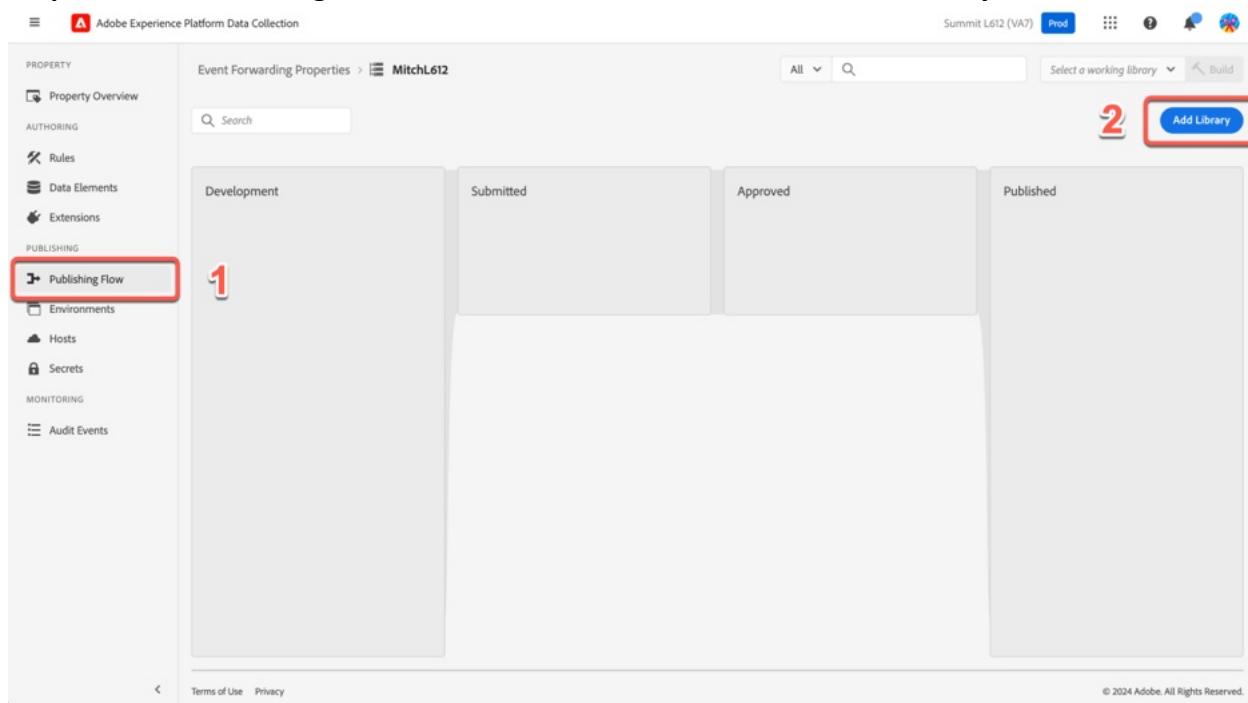
**Step 23:** Click **Keep Changes/Save**

This screenshot is identical to the previous one, showing the 'Event Forwarding Properties' screen for 'L612-222 Event Forwarding'. It displays the same 'Send Request to Webhook' action configuration. The 'Keep Changes' button at the top right is highlighted with a red box. All other elements, including the request details and the 'Advanced' settings, are the same as in the previous step.

## Step 24: Click Save.

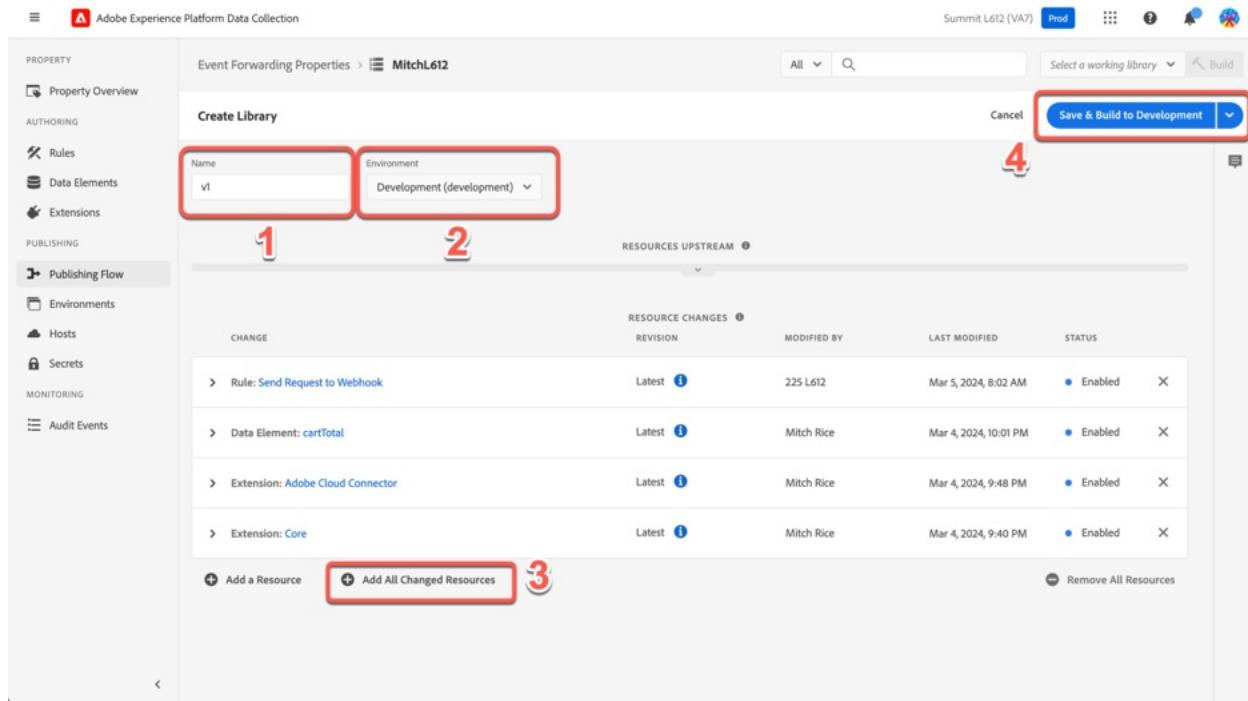


## Step 25: Click Publishing Flow in the left-hand menu. Then click Add Library.



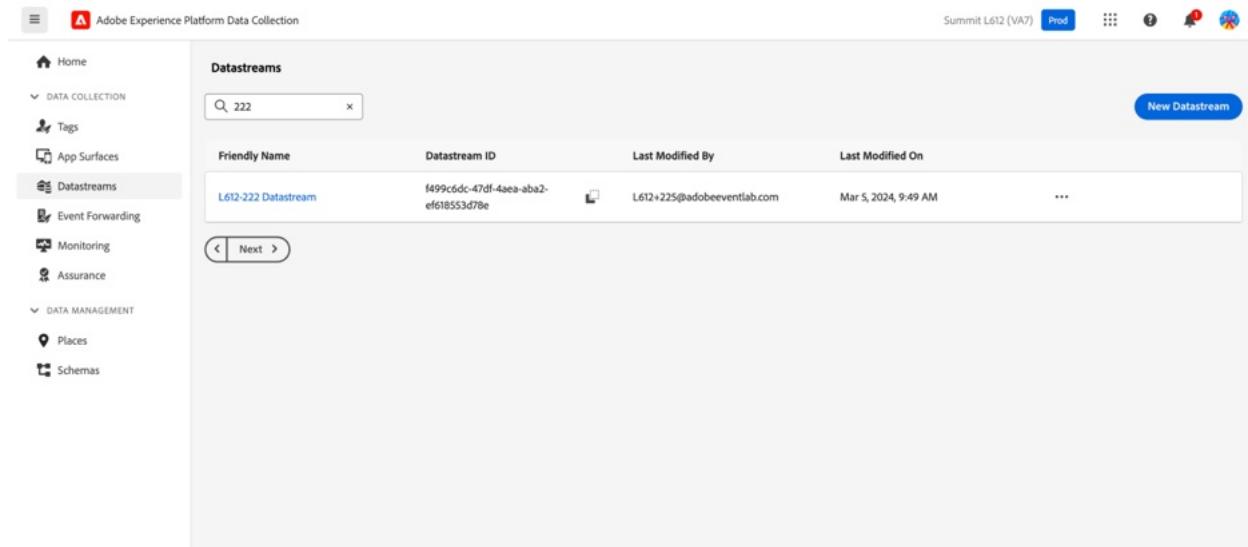
## Step 26: Create an Event Forwarding Library

1. Enter a **name** of v1 for your library.
2. Select **Development** from the Environment drop-down.
3. Click **Add All Changed Resources**
4. Click **Save and Build to Development**



## Bonus Exercise 1.2: Configure Event Forwarding in your Datastream

**Step 1:** Go back to your **Datastreams** tab. If you're not still on your main Datastream configuration page, search your seat number and then select your Datastream.



## Step 2: On the Datastream configuration page, click Add Service

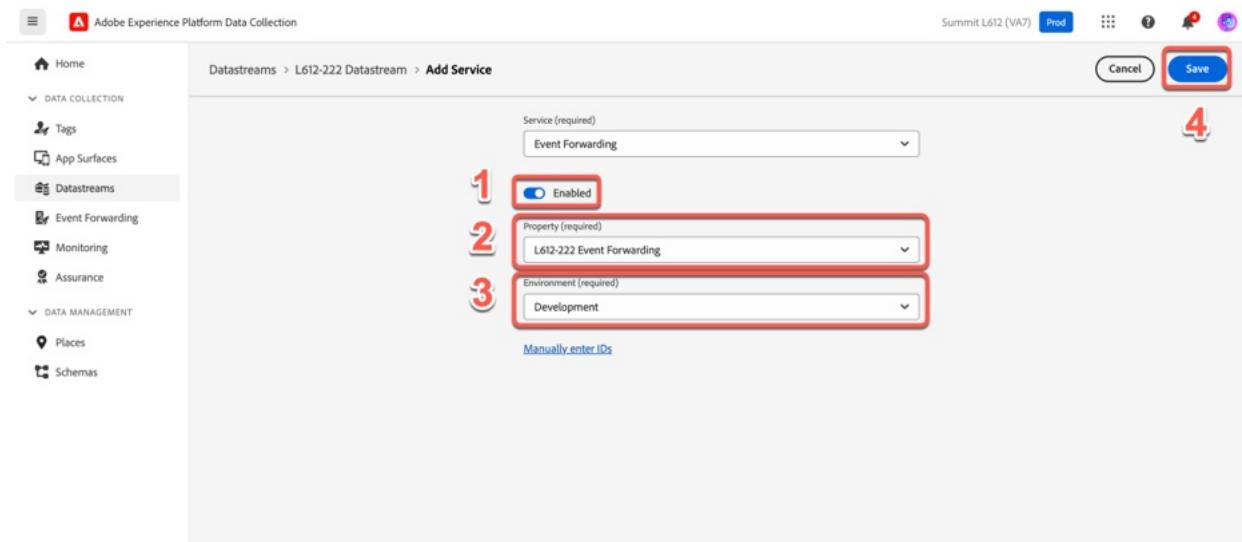
The screenshot shows the Datastreams configuration page for a datastream named 'Mitch Test'. The left sidebar includes sections for Home, DATA COLLECTION (Tags, App Surfaces, Datastreams, Event Forwarding, Monitoring, Assurance), and DATA MANAGEMENT (Places, Schemas). The main content area displays the datastream details and a table of services. The table has columns for Service Name and Status. Two services are listed: 'Adobe Analytics' (Enabled) and 'Adobe Target' (Enabled). To the right of the table is a sidebar with various details about the datastream, including its ID, schema, and creation/modification history. At the bottom right of the main content area is a red box highlighting the 'Add Service' button.

## Step 3: Select Event Forwarding from the Service drop-down menu

The screenshot shows the 'Add Service' dialog box within the Datastream configuration page. The left sidebar is identical to the previous screenshot. The main content area is a dialog box with a title 'Datastreams > L612-222 Datastream > Add Service'. It contains a 'Service (required)' dropdown menu. The menu lists several options: 'Select an option...', 'Adobe Analytics', 'Adobe Audience Manager', 'Adobe Target', 'Event Forwarding' (which is highlighted with a red box), and 'Adobe Experience Platform'. At the bottom right of the dialog box are 'Cancel' and 'Save' buttons.

#### Step 4: Configure Event Forwarding in your Datastream

1. Ensure the Enabled toggle is turned on.
2. Select the Event forwarding property you just created in the
3. Select **Development** from the Environment drop-down.
4. Click Save



**Step 5:** Wait 20-30 seconds for the Datastreams update to propagate to the Edge.

**Step 6:** Visit the [demo website's home page](#) to trigger a Web SDK page load event.

**Step 7:** Go back to the Webhook website to see your events being forwarded. Refresh the demo page a few times to see how quickly messages are forwarded to the Webhook.