

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 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 Edge Network 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

Email: L612+###@ adobeeventlab.com	Password: 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

Note: ### in the examples above should correspond with your seat number in this lab.
On Wednesday all the Seat numbers will be two digits, for example: 01, 23, and 99.
On Thursday, all the seat numbers will be three digits, for example 101, 123, and 199.

Part 1: Migrate Adobe Analytics to Adobe Experience Platform Web SDK

Section Overview: In this section, our first task will be to install and configure the 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 Web SDK.

Exercise 1.1: Login to the Experience Cloud

Step 1: Navigate to 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 Web SDK in your Tags Property

We will use Tags to configure the Web SDK and start the transition from using AppMeasurement to send Analytics requests to using the 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 search bar and a navigation bar with icons for account, notifications, and help. Below the header, a message says "Good afternoon, 222!". A "Quick access" section contains icons for Analytics, Audience Manager, Data Collection (which is highlighted with a red box), Experience Platform, Journey Optimizer, Privacy UI, System Status, and Target. Below this, a section titled "Experience League resources for you" lists four items: "Experience Cloud release notes", "Experience Cloud tutorials", "Experience Cloud integration guide", and "Experience Cloud documentation".

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

The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar has a tree view with "Home" selected, followed by "DATA COLLECTION" which is expanded to show "Tags" (highlighted with a red box), "App Surfaces", "Datastreams", "Event Forwarding", "Monitoring", and "Assurance". Below this is another "DATA MANAGEMENT" section with "Places" and "Schemas". The main content area displays a welcome message: "Welcome to Adobe Experience Platform Data Collection!" It explains that Data Collection provides technologies for collecting event data from client-side sources and sending it to the Adobe Experience Platform Edge Network. An illustration of two people working with puzzle pieces is shown. At the bottom, there are "Dismiss" and "Learn More" buttons, along with a "Getting Started with Data Collection" link and a "Show less" button.

Step 3: 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	222 L612	Mar 15, 2024, 4:03 PM

Step 4: Click Extensions on the left-hand menu

PROPERTY

Tag Properties > L612-222...ty

PROPERTY OVERVIEW

AUTHORING

RULES

DATA ELEMENTS

EXTENSIONS

PUBLISHING

PUBLISHING FLOW

ENVIRONMENTS

HOSTS

MONITORING

AUDIT EVENTS

My Recent Activity

Rule Personalization Request Updated	Mar 15, 2024, 6:21 PM
Action Add Params to Page Load Request on Personalization Request Created	Mar 15, 2024, 6:21 PM
Rule Personalization Request Updated	Mar 15, 2024, 6:21 PM
Action Adobe Target v2 - Fire Page Load Request on Personalization Request Created	Mar 15, 2024, 6:21 PM
Rule Personalization Request Updated	Mar 15, 2024, 6:21 PM
Rule Personalization Request Updated	Mar 15, 2024, 6:21 PM
Action Adobe Target v2 - Load Target on Personalization Request Created	Mar 15, 2024, 6:21 PM
Event Core - Library Loaded (Page Top) on Personalization Request Created	Mar 15, 2024, 6:21 PM
Rule Analytics Page View	

Featured

Meta Pixel

Client-side Events with Adobe Experience Platform Tags Extension

Whats New

See what's new in our latest releases and read some of the newest content from our blogs.

Release Notes | Developer Blog

New to Tags

Learn the ins and outs of Adobe Experience Platform Tags - rules, data elements, extensions and publishing.

Docs | User Forums

Step 5: Next we'll install the 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, a sidebar lists various categories: PROPERTY, AUTHORIZING, RULES, DATA ELEMENTS, EXTENSIONS (which is selected), PUBLISHING, ENVIRONMENTS, HOSTS, MONITORING, and AUDIT EVENTS. The main area is titled 'Tag Properties > L612-222...ty'. At the top right, there are buttons for 'Summit L612 (VA7)', 'Prod', and other settings. Below the title, there are tabs for 'Installed' and 'Catalog', with 'Catalog' being the active tab. A search bar labeled 'Search' is present. The catalog grid displays four items:

- Adobe Analytics** (v1.9.4): Described as an industry-leading solution for understanding customers.
- Adobe Target v2** (v0.20.3): Described as a Launch extension.
- Core** (v3.4.1): Provides default event, condition, and data element types.
- Experience Cloud ID Service** (v5.5.0): Implements the Experience Cloud ID Service for visitor identification.

At the bottom of the screen, there are links for 'Terms of Use' and 'Privacy', and a copyright notice: '© 2024 Adobe. All Rights Reserved.'

Step 6: Enter **Summit** in the search box near the top of the screen. Select the **Adobe Experience Platform Web SDK Extension**.

The screenshot shows the same interface as above, but with a search term 'web sdk' entered in the search bar. The results grid now includes the 'Adobe Experience Platform Web SDK (Summit)' extension, which is highlighted with a red box. The other extensions listed are 'AA via AEP Web SDK' and 'Common Web SDK Plugins'.

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Step 7: 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 Extensions section is currently selected. At the top right, there's a search bar with 'web sdk' typed into it. Below the search bar, there are two main extension cards: 'AA via AEP Web SDK' and 'Adobe Experience Platform Web SDK (Summit)'. The 'Adobe Experience Platform Web SDK (Summit)' card is more prominent, showing its version as 'v2.22.3' and a brief description about streaming data into the platform. To the right of this card, a detailed modal window is open, also titled 'Adobe Experience Platform Web SDK (Summit)'. This modal includes an 'Install' button, which is highlighted with a red box. The overall interface is clean and modern, typical of Adobe's product design.

Step 8: The Adobe Experience Platform Web SDK Extension configuration will appear. Scroll down to the Datastreams configuration section and select the **L612-### Datastream** you just created in **Production Datastream** drop-down.

The screenshot shows the 'Install Extension' dialog box. On the left, there's a sidebar with the same navigation options as the previous interface. The main area is titled 'Install Extension'. Under the 'Datastreams' section, there's a dropdown labeled 'Production Datastream *' which is set to 'L612-222 Datastream'. This selection is highlighted with a red box. Below this, there are sections for 'Staging Datastream' and 'Development Datastream', each with a 'Select a datastream' dropdown. At the bottom of the dialog, there's a 'Privacy' section with a 'Learn more' link. The 'Save' button is located at the top right of the dialog. The overall layout is consistent with the previous screenshot, maintaining the Adobe Experience Platform's visual style.

Step 9: 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)' extension. The 'Personalization' section contains a checkbox for 'Migrate Target from at.js to the Web SDK'. Below it is a 'Prehiding style' section with a code snippet and a 'Copy prehiding snippet to clipboard' button. At the bottom of the 'Personalization' section is another checkbox for 'Enable personalization storage' with a 'Beta' label. The 'Save' button is highlighted with a red box and labeled '3'. A red number '1' is placed near the 'Personalization' section, and a red number '2' is placed near the 'Enable personalization storage' checkbox.

Exercise 1.4: Create a Variable Data Element

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

The screenshot shows the 'Data Elements' section in the left-hand menu of the Adobe Experience Platform Data Collection interface. The 'Data Elements' option is highlighted with a red box. The main area displays several installed extensions: 'Adobe Analytics' (v1.9.4), 'Adobe Experience Platform Web SDK (Summit)' (v2.22.3), 'Adobe Target v2' (v2.20.3), 'Core' (v3.4.1), and 'Experience Cloud ID Service' (v5.5.0). A red number '1' is placed near the 'Data Elements' menu item.

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 Adobe Experience Platform Data Collection interface. On the left, a sidebar lists various categories: PROPERTY, AUTHORIZING, RULES, DATA ELEMENTS (which is selected and highlighted in grey), EXTENSIONS, PUBLISHING, PUBLISHING FLOW, ENVIRONMENTS, HOSTS, MONITORING, and AUDIT EVENTS. The main panel displays 'Tag Properties > L612-222 Property'. Below the header, there's a search bar and a 'Select a working library' dropdown. A large table lists existing data elements: 'Cart Total', 'Page Type', and 'Tags Property Name'. Each row includes columns for NAME, DURATION, MODIFIED BY, LAST MODIFIED, and STATUS. The 'Add Data Element' button in the top right corner is highlighted with a red box.

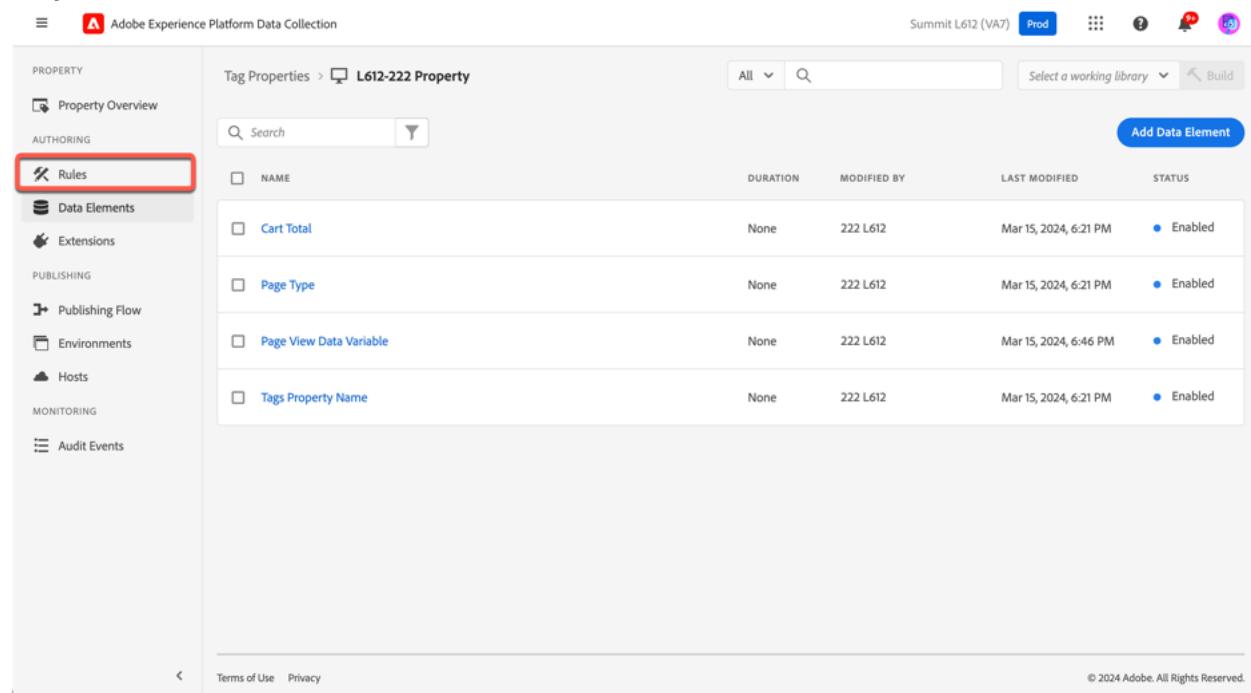
Step 3: Configure your Data Element.

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 box. The left side has a sidebar with the same categories as the previous screenshot. The main area is titled 'Create Data Element' with a 'Name' field containing 'Page View Data Variable' (1). Below it is an 'Extension' dropdown set to 'Adobe Experience Platform Web S...' (2). The 'Data Element Type' dropdown is set to 'Variable' (3). To the right, there's a description of variable data elements and a 'Choose the property you want to populate' section with 'XDM' and 'Data' radio buttons (4). Under 'Solutions', the 'Adobe Analytics' and 'Adobe Target' checkboxes are checked (5). At the bottom right is a 'Save' button (6) which is highlighted with a red box.

Exercise 1.5: Migrate the Analytics Page View rule

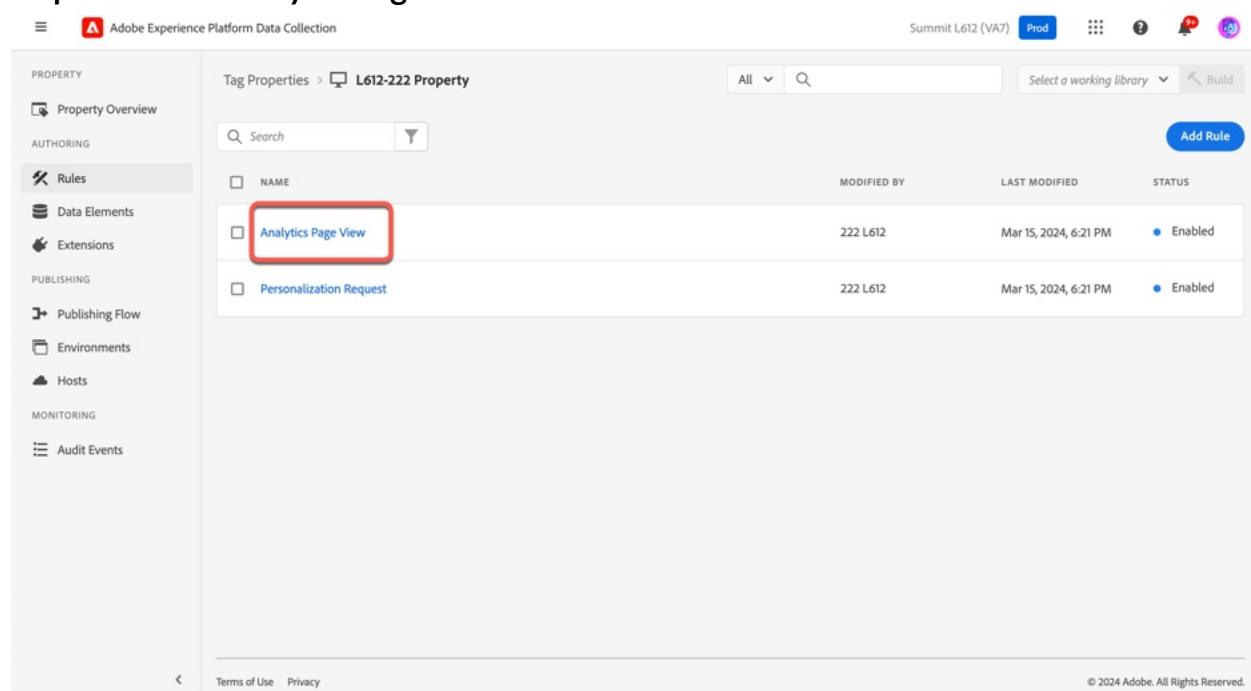
Step 1: Click Rules in the left-hand menu.



The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar has a 'Rules' item highlighted with a red box. The main content area shows a table of rules for the 'L612-222 Property'. The table includes columns for NAME, DURATION, MODIFIED BY, LAST MODIFIED, and STATUS. Four rules are listed: 'Cart Total', 'Page Type', 'Page View Data Variable', and 'Tags Property Name', all of which are enabled.

NAME	DURATION	MODIFIED BY	LAST MODIFIED	STATUS
Cart Total	None	222 L612	Mar 15, 2024, 6:21 PM	Enabled
Page Type	None	222 L612	Mar 15, 2024, 6:21 PM	Enabled
Page View Data Variable	None	222 L612	Mar 15, 2024, 6:46 PM	Enabled
Tags Property Name	None	222 L612	Mar 15, 2024, 6:21 PM	Enabled

Step 2: Click the Analytics Page View rule.



The screenshot shows the same interface as the previous step, but now the 'Analytics Page View' rule is highlighted with a red box. The table in the main content area shows the same four rules, but 'Analytics Page View' is specifically selected.

NAME	MODIFIED BY	LAST MODIFIED	STATUS
Analytics Page View	222 L612	Mar 15, 2024, 6:21 PM	Enabled
Personalization Request	222 L612	Mar 15, 2024, 6:21 PM	Enabled

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

The screenshot shows the 'Edit Rule' screen in the Adobe Experience Platform Data Collection interface. The left sidebar includes sections for PROPERTY, AUTHORIZING, RULES (which is selected), DATA ELEMENTS, EXTENSIONS, PUBLISHING, and MONITORING. The main area is titled 'Edit Rule' with a 'Name' field containing 'Analytics Page View'. Under the 'IF' section, there is an 'EVENTS' section with 'Core - Page Bottom'. The 'THEN' section contains three actions: 'Adobe Analytics - Set Variables', 'WAIT, THEN', 'Adobe Analytics - Send Beacon', 'WAIT, THEN', and 'Adobe Analytics - Clear Variables'. A red box highlights the 'Add' button next to the last 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 'Update variable' action. Step 1 highlights the 'Extension' dropdown set to 'Adobe Experience Platform Web S...'. Step 2 highlights the 'Action Type' dropdown set to 'Update variable'. To the right, the 'Variable Editor' panel shows categories like 'data | object', 'adobe | object' (with 'analytics | object' selected), and 'target | object'. Below this, the 'Adobe Analytics' section allows setting values for 'eVar *', 'Prop *', and 'Event *' using 'Action' and 'Value' dropdowns. A red box highlights the 'Action Type' dropdown.

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 first drop-down
2. Select **Set as** from the middle drop-down
3. Click the storage icon next to the value field.

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' and 'Latest Analytics Page View > Action Configuration'. In the center, there's a 'Variable Editor' section. A tree view on the left shows 'data | object', 'adobe | object', 'analytics | object', and 'target | object'. Below this, under 'Adobe Analytics', there are three sections: 'eVar *' (with 'eVar1' selected), 'Prop *', and 'Event *'. The 'eVar1' section has a dropdown for 'Action' set to 'Set as' and a storage icon (a small square with a dot) highlighted with a red box and the number '3'. The 'Prop *' and 'Event *' sections have their own dropdowns for 'Action' and 'Value'.

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

This screenshot shows the same interface as above, but with a modal dialog titled 'Select Data Element' overlaid. The dialog contains a search bar and a list of data elements. The 'Tags Property Name' option is highlighted with a red box and the number '1'. At the bottom right of the dialog is a 'Select' button, which is also highlighted with a red box and the number '2'.

Step 7: Click **Add another eVar** then follow steps 4 and 5 to assign **Tags Property Name** to prop1. Assign **Page Type** value to eVar2 and prop2.

Variable	Value
eVar1	%Tags Property Name%
eVar2	%Page Type%
prop1	%Tags Property Name%
prop2	%Page Type%

When you've made all the variable assignments, click **Save/Keep Changes**.

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

The screenshot shows the Adobe Experience Platform Data Collection interface, specifically the 'Edit Rule' screen for the 'L612-222 Property'. The left sidebar contains navigation links for PROPERTY, AUTHORIZING, PUBLISHING, MONITORING, and various sub-sections like Rules, Data Elements, and Extensions. The main area is titled 'Edit Rule' with a sub-section 'Name' containing 'Analytics Page View'. Below this is the 'IF' section with the condition 'Core - Page Bottom'. The 'THEN' section is where actions are defined. It currently lists three actions in sequence: 'Adobe Analytics - Set Variables', 'WAIT, THEN', 'Adobe Analytics - Send Beacon', 'WAIT, THEN', and 'Adobe Analytics - Clear Variables'. A fourth action, 'Adobe Experience Platform Web SDK (Summit) - Update variable', is shown below the third one, with a red box highlighting its plus icon to indicate it can be added.

Step 9: Configure the Page View Send Event action.

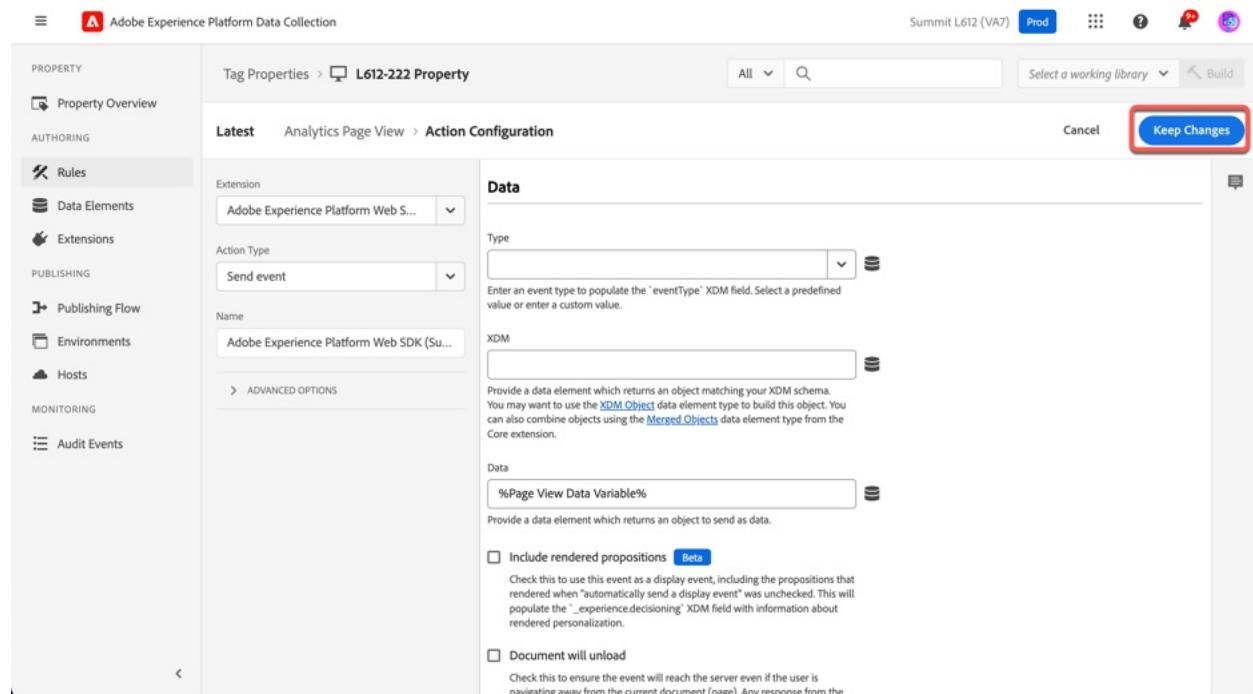
1. Select **Adobe Experience Platform Web SDK** from the Extension drop-down.
2. Select **Send Event** from the Action Type.
3. In the right-hand panel, select the storage icon next to the **Data Object**.

The screenshot shows the 'Action Configuration' screen for an 'Analytics Page View' in 'L612-222 Property'. On the left sidebar, 'Extensions' is selected under 'AUTHORING'. The main panel shows the 'Extension' dropdown set to 'Adobe Experience Platform Web SDK' (Step 1) and the 'Action Type' dropdown set to 'Send event' (Step 2). To the right, there's a 'Data' section with a storage icon (Step 3) and other configuration options like XDM and ADVANCED OPTIONS.

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

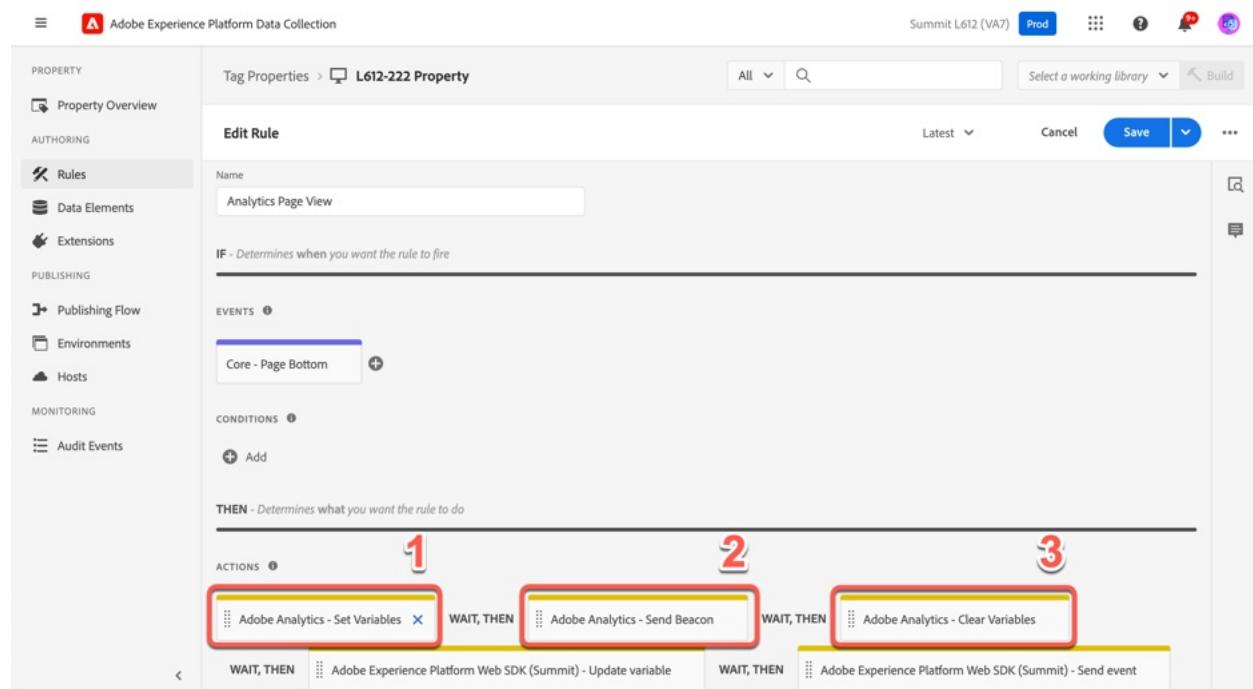
The screenshot shows the 'Select Data Element' dialog box. The 'Page View Data Variable' option is selected and highlighted with a red box (Step 1). At the bottom right of the dialog is a 'Select' button, which is also highlighted with a red box (Step 2).

Step 11: Click Save/Keep Changes



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.



Step 13: When complete, verify you're the two Adobe Experience Platform Web SDK Actions remain and click **Save**

The screenshot shows the 'Edit Rule' screen for the 'Analytics Page View' rule. The left sidebar has 'Rules' selected. The main area shows the rule configuration with a red box highlighting the 'Save' button at the top right.

PROPERTY
Tag Properties > L612-222 Property

AUTHORING
Edit Rule

Rules (highlighted)

EVENTS
Core - Page Bottom

CONDITIONS
Add

ACTIONS
Adobe Experience Platform Web SDK (Summit) - Update variable
WAIT, THEN
Adobe Experience Platform Web SDK (Summit) - Send event

Exercise 1.6 Add Adobe Analytics to your Datastream

Step 1: 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**

The screenshot shows the 'Edit Rule' screen for the 'Analytics Page View' rule. The left sidebar has 'Datastreams' selected, which is highlighted with a red box. A context menu is open over 'Datastreams', with the 'Open Link in New Tab' option highlighted with a red box. Other options in the menu include 'Open Link in New Window', 'Open Link in Incognito Window', 'Open Link as...', 'Save Link As...', 'Copy Link Address', 'Bitwarden', and 'Inspect'.

Step 2: We have pre-created a Datastream for each of you. In the Datastreams UI, search for your Datastream and click it so we can modify it.

1. Search for **L612-<seat number>**.
2. When you have located your Datastream, click on the **Datastream name**.

Friendly Name	Datastream ID	Last Modified By	Last Modified On
L612-222 Datastream	91328171-3de5-4a34-87ad-4e7adc656256	L612+222@adobeeventlab.com	Mar 15, 2024, 6:39 PM

Step 3: 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.

L612-222 Datastream

No services have been added yet

Add Service

L612-222 Datastream

- Edit
- Edit Mapping
- Delete
- Copy Datastream

Datastream ID
91328171-3de5-4a34-87ad-4e7adc656256

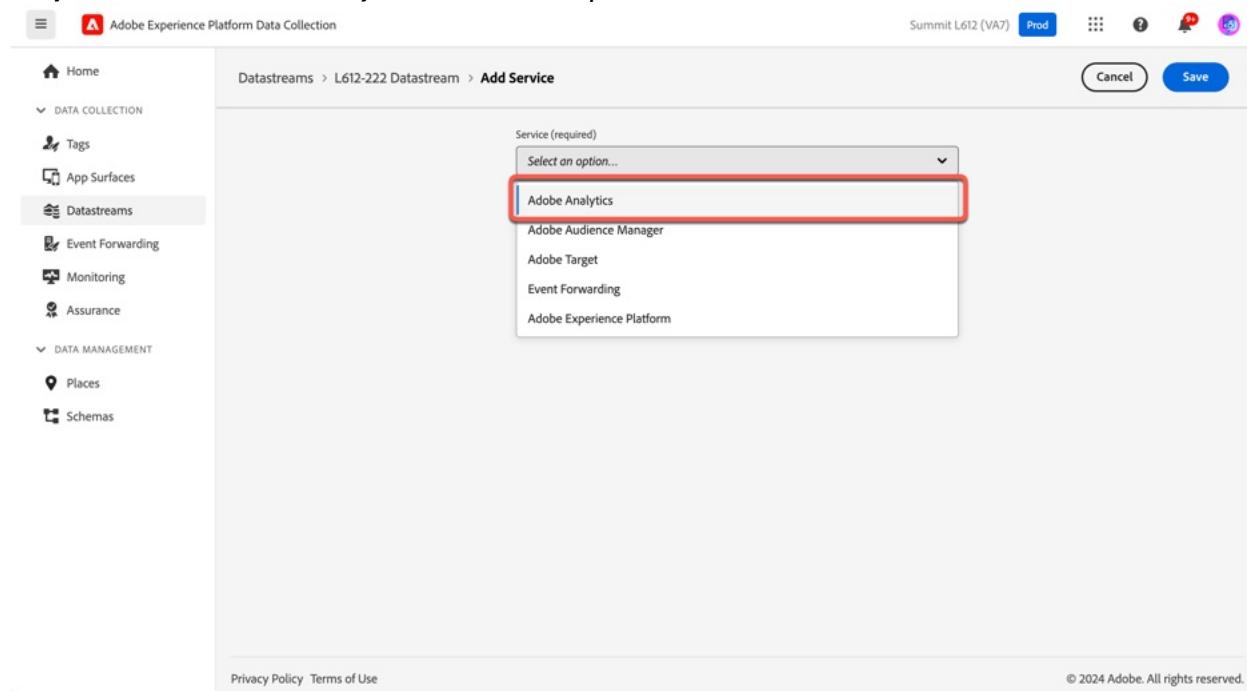
Event Schema
L612 Schema

Created By
L612+222@adobeeventlab.com

Last Modified By
L612+222@adobeeventlab.com

Last Modified On
Mar 15, 2024, 6:39 PM

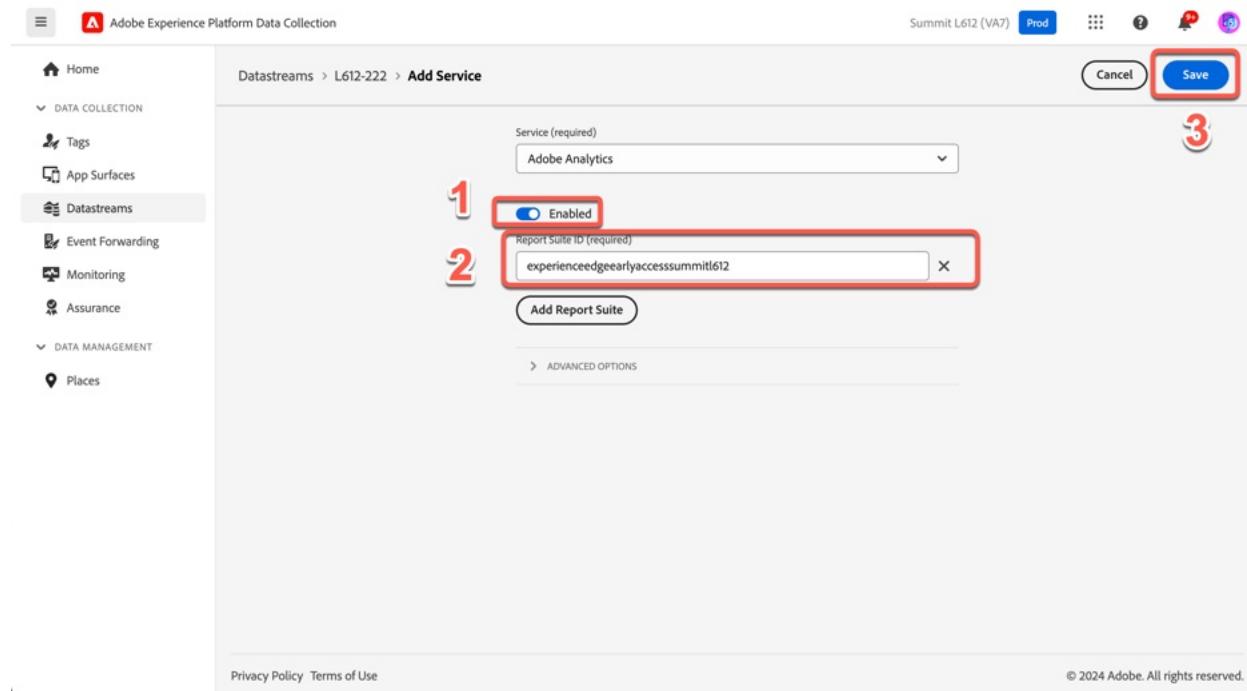
Step 4: Select Adobe Analytics from the drop-down



The screenshot shows the 'Add Service' screen for a Datastream named 'L612-222'. On the left, there's a sidebar with options like Home, Data Collection (Tags, App Surfaces, Datastreams, Event Forwarding, Monitoring, Assurance), and Data Management (Places, Schemas). The 'Datastreams' option is currently selected. The main area has a 'Service (required)' dropdown labeled 'Select an option...'. The 'Adobe Analytics' option is listed and highlighted with a red box. Other options in the dropdown include Adobe Audience Manager, Adobe Target, Event Forwarding, and Adobe Experience Platform. At the bottom right of the screen are 'Cancel' and 'Save' buttons, with 'Save' being highlighted.

Step 5: Enter the following configuration for Adobe Analytics

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



This screenshot shows the 'Add Service' screen for the same 'L612-222' Datastream. The configuration for Adobe Analytics is now complete:

- The 'Enabled' toggle switch is turned on (step 1).
- The 'Report Suite ID (required)' field contains the value 'experienceedgeearlyaccesssummitl612' (step 2).
- The 'Save' button at the top right is highlighted with a red box (step 3).

Other fields visible include 'Advanced Options' and the standard 'Cancel' and 'Save' buttons. The sidebar and overall interface remain the same as in the previous step.

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 6: Switch back to your Tags tab and Click Publishing Flow

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, a sidebar lists categories: PROPERTY, AUTHORIZING, PUBLISHING (with Publishing Flow highlighted by a red box), and MONITORING. The main area displays 'Tag Properties > L612-222 Property'. A table lists two items: 'Analytics Page View' and 'Personalization Request', both marked as Enabled. The interface includes a search bar, filter options, and a toolbar at the top right.

Step 7: We have pre-created a library called V1. Select it by clicking the library name.

The screenshot shows the Adobe Experience Platform Data Collection interface. The sidebar is identical to the previous screenshot. The main area shows the 'Development' environment with a library named 'v1' selected (highlighted by a red box). Other environments shown are 'Submitted', 'Approved', and 'Published'. The interface includes a search bar, filter options, and a toolbar at the top right.

Step 8:

1. Ensure **Development** is selected from the **Environment** drop-down.
2. Click the cube-shaped package icon next 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 sections like Property Overview, Rules, Data Elements, and Publishing Flow (which is currently selected). The main area shows 'Tag Properties > L612-221 Property'. Below that is the 'Edit Library' section where you can change the library name ('v1') and select an environment ('Development (development)'). A red box highlights the environment dropdown, and a red number '1' is placed below it. To the right of the dropdown is a cube-shaped package icon, which is highlighted by a red box and has a red number '2' placed below it. At the bottom, there's a table titled 'RESOURCE CHANGES' showing three items: Rule: Analytics Page View, Rule: Personalization Request, and Data Element: Cart Total. The status for all three items is 'Enabled' with a red 'X' icon.

Step 9: 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.

The screenshot shows the 'Web Install Instructions' dialog box. It contains fields for 'Environment' (set to 'Development') and 'Environment ID' (ENea620358487b47ff38f446ae7469461). There's a checkbox for 'Load Library Asynchronously'. Below that, there are two code snippets: 'Standard' and 'China'. Each snippet has a copy icon to its right, which is highlighted by a red box and has a red number '1' placed next to it. At the bottom, there's a note about validating implementation using the Adobe Experience Cloud Debugger extension, followed by a list of extensions: Chrome Extension and FireFox Extension. The 'Close' button at the bottom right is highlighted by a red box and has a red number '2' placed below it.

Step 10: Click Add All Changed Resources and then click Save & Build to Development.

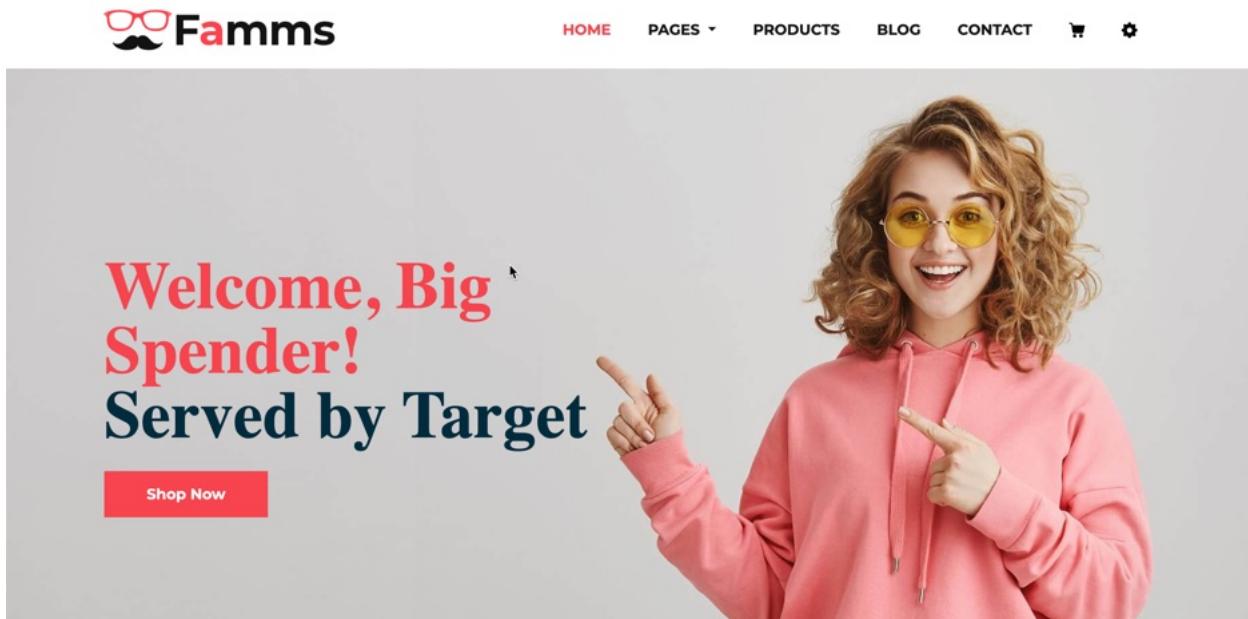
The screenshot shows the 'Edit Library' screen for 'L612-221 Property'. On the left, there's a sidebar with sections like 'PROPERTY', 'AUTHORING', 'PUBLISHING', and 'MONITORING'. The 'PUBLISHING' section is expanded, showing 'Publishing Flow' with 'Environments' and 'Hosts' listed. The main area is titled 'Edit Library' with a 'Name' field set to 'v1' and an 'Environment' dropdown set to 'Development (development)'. At the top right, there are buttons for 'Cancel', 'Save & Build to Development' (which is highlighted with a red box), and 'Build'. Below this is a table titled 'RESOURCES UPSTREAM'. The table has columns: CHANGE, REVISION, MODIFIED BY, LAST MODIFIED, and STATUS. It lists three items: 'Rule: Analytics Page View', 'Rule: Personalization Request', and 'Data Element: Cart Total'. At the bottom of the table, there are buttons for '+ Add a Resource' and '+ Add All Changed Resources' (which is also highlighted with a red box). To the right of the table, there are icons for 'Remove All Resources' and a gear icon.

Step 11: 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**.

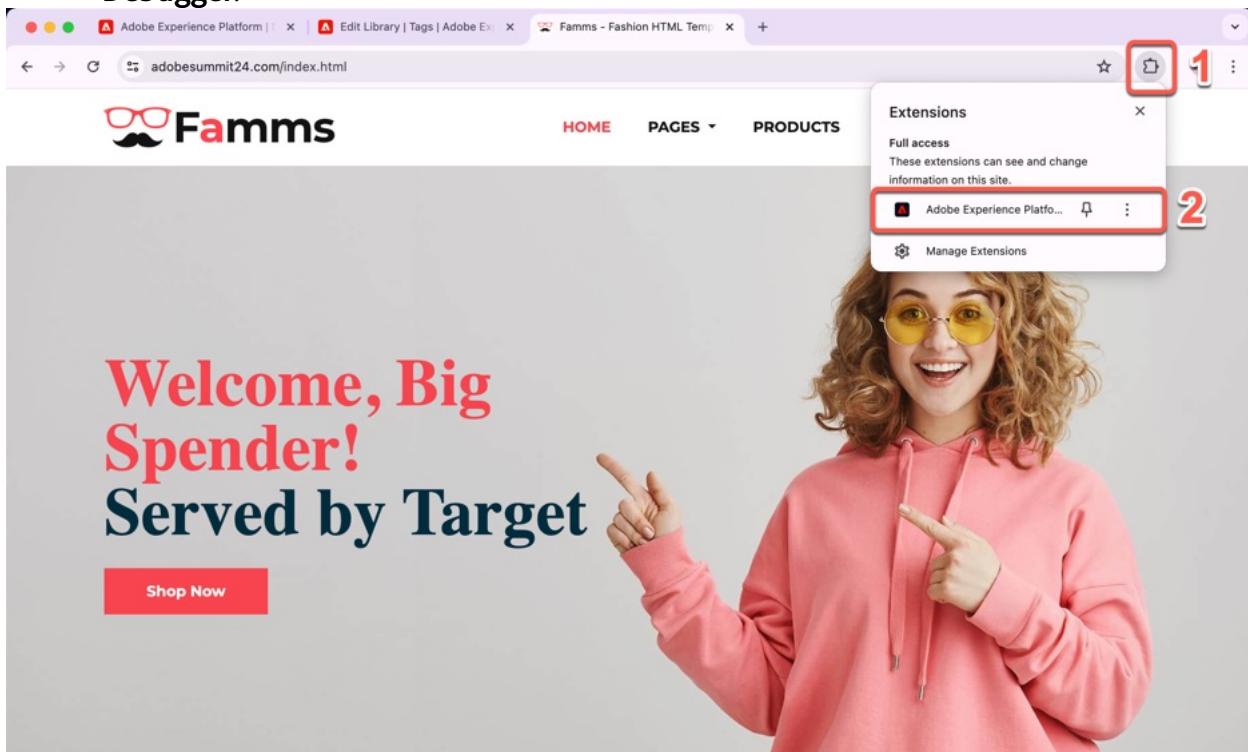
The screenshot shows a website for 'Famms'. At the top, there's a header with a logo featuring glasses and a mustache, followed by the word 'Famms'. Below the header, there are navigation links: HOME, PAGES, PRODUCTS, BLOG, and CONTACT. To the right of these links is a shopping cart icon and a gear icon (which is highlighted with a red box). The main content area features a large image of a woman with curly hair and yellow sunglasses, pointing upwards with both hands. To her left, there's a promotional text: 'Sale 20% Off On Everything' and a 'Shop Now' button. Above the main content, there's a box labeled 'Adobe Tags Library' containing the embed code: <script src="https://assets.adobedtm.com/22bf1a13013f/af8b0c15e5e5/launch-71eb7cb6af7-development.min.js" async></script>. There are 'Reset' and 'Save and reload' buttons below the embed code (the 'Save and reload' button is highlighted with a red box).

Step 12: 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.



Step 13: In Chrome

1. Click the Extension puzzle piece in the upper right-hand corner.
2. From the drop-down menu that appears, select the **Adobe Experience Platform Debugger**.



Step 14: The debugger will appear. Refresh the demo website and review the **Summary** tab in the debugger. You'll notice that **Adobe Experience Platform Web SDK**, **Adobe Analytics**, **Adobe Target**, **Tags** and the **Experience Cloud ID Service** are all enabled on the site.

The screenshot shows the Adobe Experience Platform Debugger interface with the 'Summary' tab selected. The left sidebar lists solutions like Experience Platform Web SDK, Analytics, Target, Audience Manager, Experience Platform Tags, Dynamic Tag Management, and Experience Cloud ID. The main content area displays service status for several components:

- Adobe Experience Platform Web SDK:** Library Version 2.19.2, Namespace alloy, Datastream ID 8c80ded9-577b-41ea-a6fa-5d86bd24f8d9, Edge Domain edge.adobedc.net, IMS Organization ID 53A16ACB5CC1D3760A495C99@AdobeOrg.
- Adobe Analytics:** Report Suite(s) experienceedgeearlyaccesssummitl612, Version AppMeasurement 2.26.0, Visitor Version Visitor, Page Name None, Modules ActivityMap.
- Adobe Target:** Client Code experienceedgeearlya, Version at.js 2.11.4, Global Request Name None.
- Adobe Audience Manager - Not Found:** (This section is collapsed).
- Adobe Experience Platform Tags:** Connected to Famms - Fashion HTML Template.

At the bottom, there are links for Terms of Use, Privacy Policy, and About, along with version information v1.5.4 and a copyright notice for 2024 Adobe.

Step 15: Select the **Network** tab in the left-hand menu and notice that every page load results in requests being made to Tags, Adobe Target, and the Experience Platform Web SDK.

The screenshot shows the Adobe Experience Platform Debugger interface with the 'Network' tab selected from the left sidebar. The main content area displays a table of network requests:

Solution	Experience Platform Web SDK	Target	Experience Platform Tags
Page Title	Famms - Fashion HTML Template	Famms - Fashion HTML Template	Famms - Fashion HTML Template
Page URL	https://adobesummit24.com/index.html	https://adobesummit24.com/index.html	https://adobesummit24.com/index.html
URL	https://edge.adobedc.net/ee/or2/vt/interact...	https://experienceedgeearlya.tt.omtrdc.net/...	https://assets.adobedtm.com/22bf1a3013ff...
Method	POST	POST	GET
Query String	?configId=91328f71-3de5-4a34-87ad-4e7ad...	?client=experienceedgeearly&sessionId=3...	
POST Body	{"meta": {"configOverrides": {}}, "target": {"mig...}}	{"requestId": "6e8f93e08bd4d4f833adfe0c..."}	
Pathname	/ee/or2/vt/interact	/rest/vt/delivery	/22bf1a3013ff/cd98a4c055bc/launch-78ca66...
Hostname	edge.adobedc.net	experienceedgeearlya.tt.omtrdc.net	assets.adobedtm.com
Domain	adobedc.net	omtrdc.net	adobedtm.com
Timestamp	Mar 16, 2024, 7:34:32 pm	Mar 16, 2024, 7:34:32 pm	Mar 16, 2024, 7:34:32 pm
Time Since Page Load	781ms	778ms	293ms
Initiator	https://adobesummit24.com	https://adobesummit24.com	https://adobesummit24.com
clientCode		experienceedgeearlya	
requestType		delivery	
Audience Manager Blob		6GlynrClPuiQxYzrsz_pkqfLG9yMXBpb22X5...	
Audience Manager Location Hint		9	
Browser Height		756	
Browser Time Offset		-360	
Browser Width		1352	
clientCode		experienceedgeearlya	

At the bottom, there are links for Terms of Use, Privacy Policy, and About, along with version information v1.5.4 and a copyright notice for 2024 Adobe.

Section Recap

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

- Installed and configured the Adobe Experience Platform Web SDK extension
- Created a Data Element using the latest version of the Variable data element that supports both Experience Data Model (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 Web SDK, the new version of the Web SDK and the Edge Network will accept formats that have always been used by Adobe Analytics. In essence, you can bring your current implementation to the Web SDK.

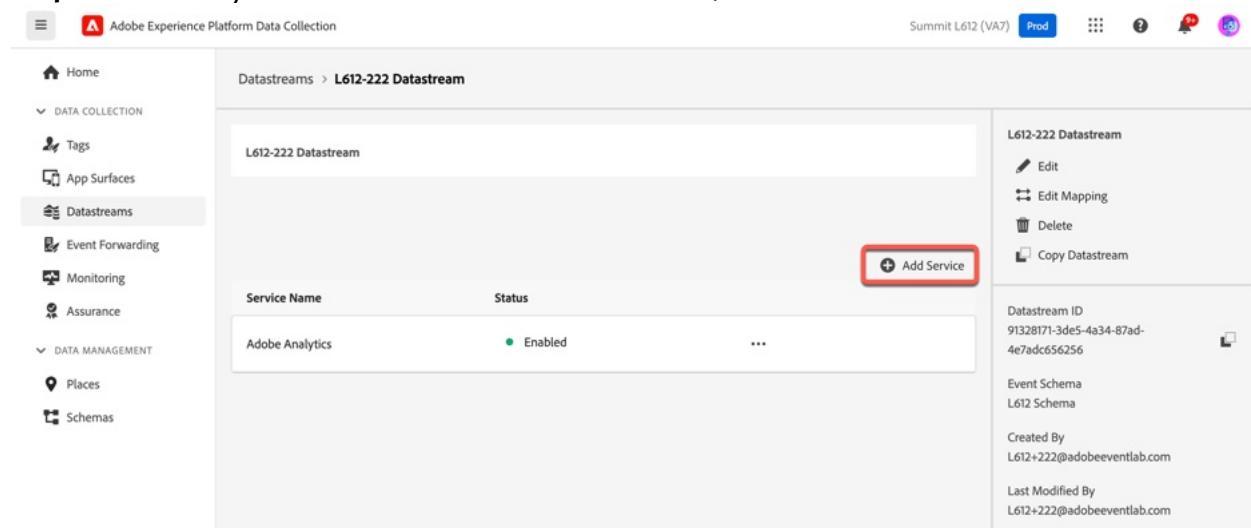
Although, we'll be disabling Analytics rules right away during this Lab, most customers leave them enabled for several months to ensure data is consistent as they transition from Adobe Analytics to Customer Journey Analytics.

Part 2: Migrate Adobe Target to the Adobe Experience Platform 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 Web SDK settings to ensure it automatically renders activities created with the Target Visual Experience Composer.

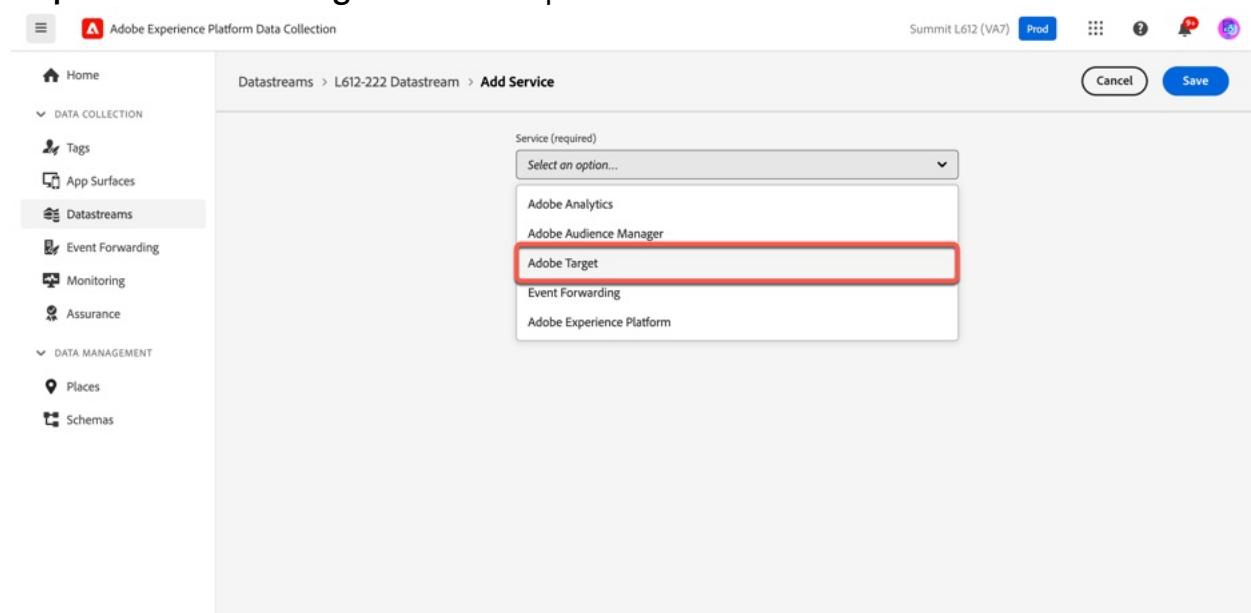
Exercise 2.1: Add Adobe Target to your Datastream

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 navigation links: Home, DATA COLLECTION (Tags, App Surfaces, Datastreams, Event Forwarding, Monitoring, Assurance), and DATA MANAGEMENT (Places, Schemas). The 'Datastreams' link is currently selected. The main content area is titled 'Datastreams > L612-222 Datastream'. It shows a table with one row: 'Service Name' (Adobe Analytics) and 'Status' (Enabled). To the right of the table is a vertical sidebar with options: Edit, Edit Mapping, Delete, and Copy Datastream. At the bottom of this sidebar, it says 'Datastream ID: 91328171-3de5-4a34-87ad-4e7adc656256', 'Event Schema: L612 Schema', 'Created By: L612+222@adobeeventlab.com', and 'Last Modified By: L612+222@adobeeventlab.com'. The top right of the screen shows 'Summit L612 (VA7) Prod' and some status icons.

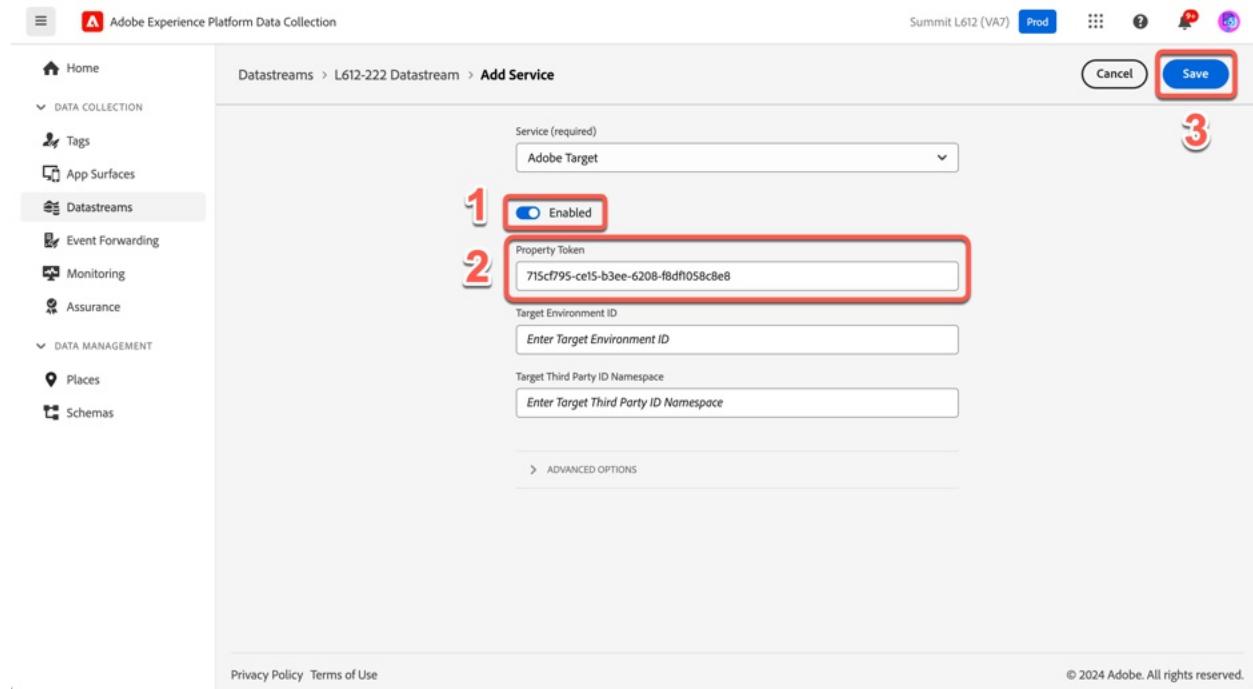
Step 2: Select **Adobe Target** from the dropdown menu.



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 it is a 'Service (required)' dropdown menu with the placeholder 'Select an option...'. The menu list includes 'Adobe Analytics', 'Adobe Audience Manager', 'Adobe Target' (which is highlighted with a red box), 'Event Forwarding', and 'Adobe Experience Platform'. At the bottom right of the dialog are 'Cancel' and 'Save' buttons.

Step 3: Configure the Target Service

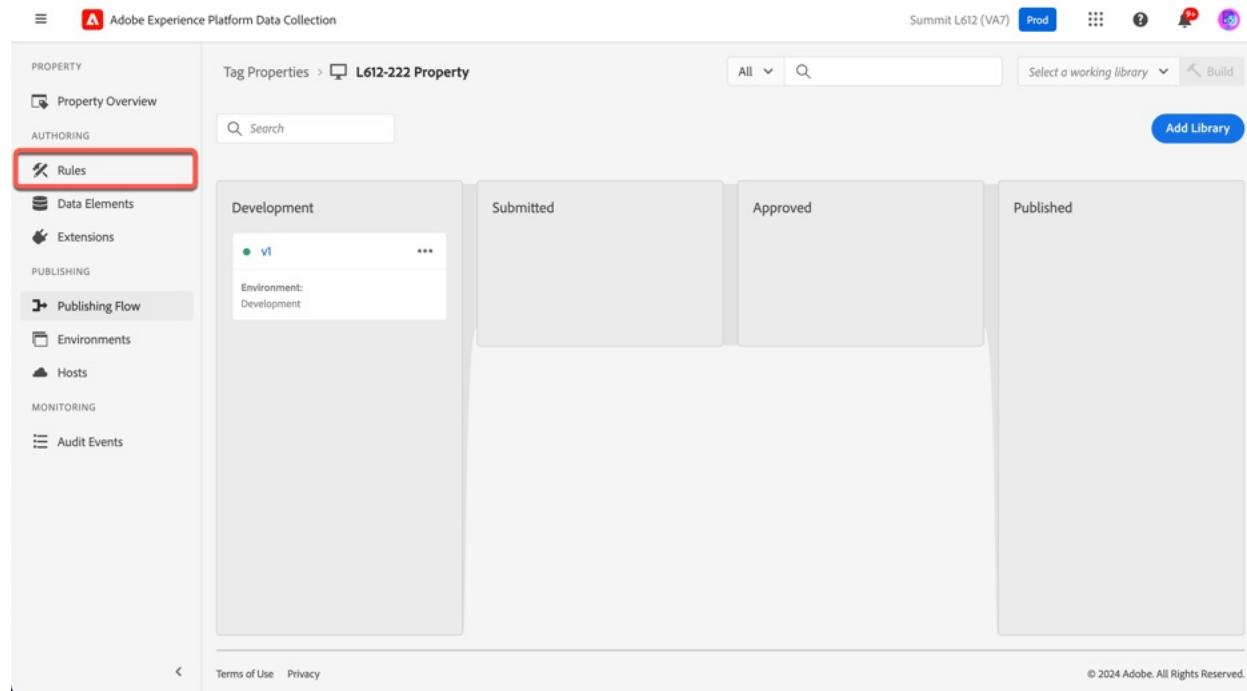
1. Make sure the **Enabled** toggle is turned on.
2. Copy **715cf795-ce15-b3ee-6208-f8df1058c8e8** to the **Property Token** field.
3. Click **Save**.



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

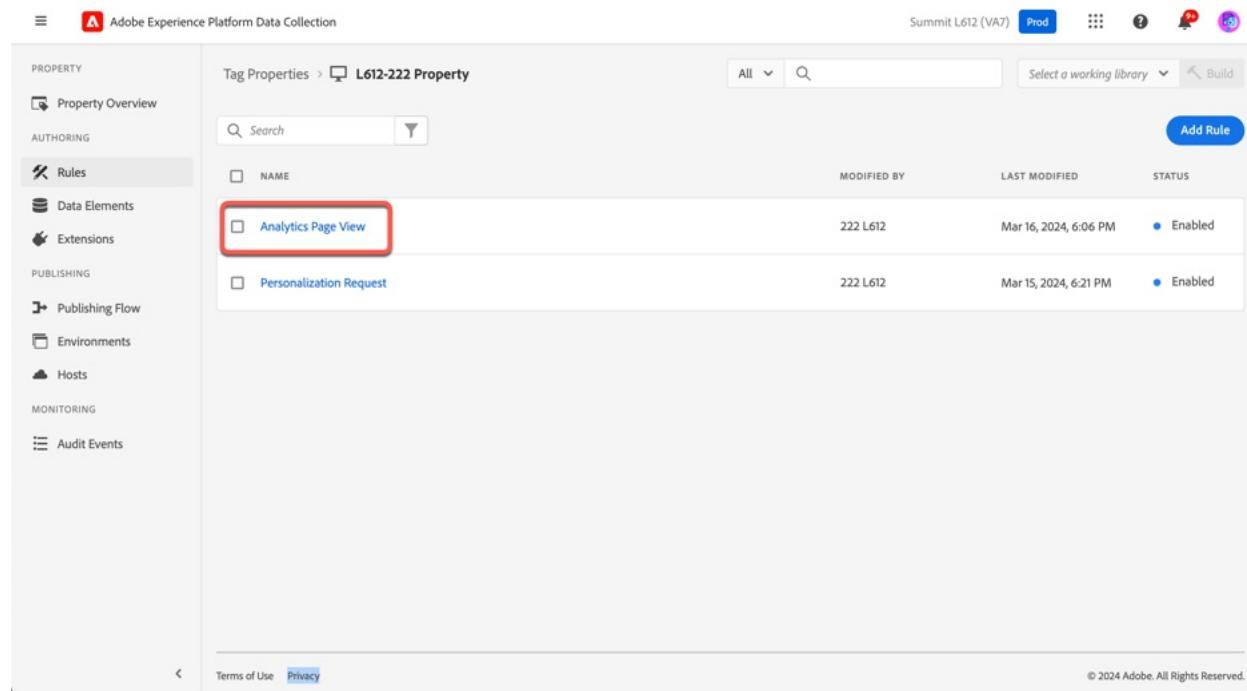
Exercise 2.2: Update the Web SDK to send requests to Target

Step 1: Switch back to your Tags tab. Click **Rules** in the left-hand menu.



The screenshot shows the Adobe Experience Platform Data Collection interface. The top navigation bar includes the platform logo, 'Adobe Experience Platform Data Collection', a workspace dropdown ('Summit L612 (VA7) Prod'), and various status indicators. The left sidebar contains sections for PROPERTY, AUTHORIZING, PUBLISHING, MONITORING, and AUDIT EVENTS. Under AUTHORIZING, the 'Rules' link is highlighted with a red box. The main content area displays 'Tag Properties > L612-222 Property'. It features a search bar and a 'Select a working library' dropdown. Below these are four status cards: 'Development' (status: Submitted), 'Submitted', 'Approved', and 'Published'. At the bottom of the page are links for 'Terms of Use' and 'Privacy', and a copyright notice: '© 2024 Adobe. All Rights Reserved.'

Step 2: Select the Analytics Page View rule.



This screenshot shows the same interface as the previous one, but the 'Rules' section in the sidebar is now selected. The main content area displays a list of rules under 'Tag Properties > L612-222 Property'. The rules are listed in a table with columns for NAME, MODIFIED BY, LAST MODIFIED, and STATUS. Two rules are shown: 'Analytics Page View' (modified by '222 L612' on 'Mar 16, 2024, 6:06 PM', status 'Enabled') and 'Personalization Request' (modified by '222 L612' on 'Mar 15, 2024, 6:21 PM', status 'Enabled'). A red box highlights the 'Analytics Page View' rule. The bottom of the page includes 'Terms of Use' and 'Privacy' links, and the copyright notice: '© 2024 Adobe. All Rights Reserved.'

Step 3: Select Adobe Experience Platform Web SDK – Update Variable

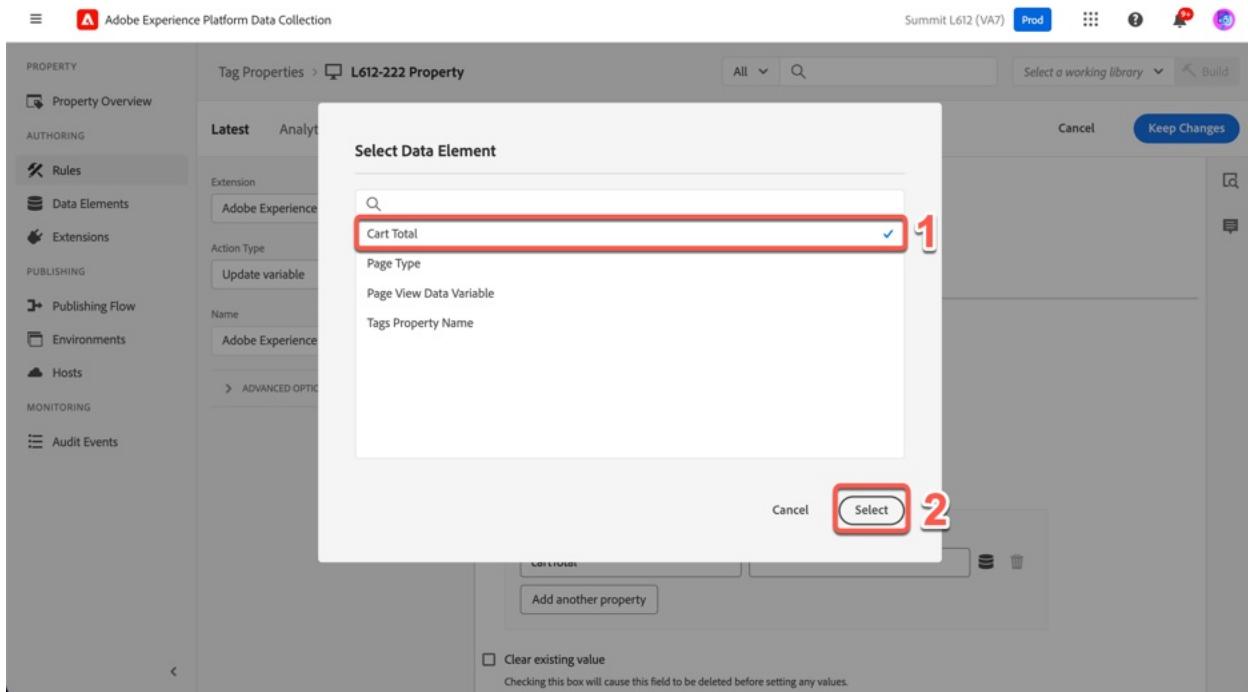
The screenshot shows the 'Edit Rule' screen for the 'Analytics Page View' rule. The left sidebar includes sections for PROPERTY, AUTHORIZING, RULES (selected), DATA ELEMENTS, EXTENSIONS, PUBLISHING, MONITORING, and AUDIT EVENTS. The main area has tabs for 'IF' (selected) and 'THEN'. Under 'IF', there is an 'EVENTS' section with 'Core - Page Bottom' selected. Under 'THEN', there is an 'ACTIONS' section containing two items: 'Adobe Experience Platform Web SDK (Summit) - Update variable' (highlighted with a red box) and 'WAIT, THEN' followed by 'Adobe Experience Platform Web SDK (Summit) - Send event'.

Step 4: Update the Adobe Experience Platform Web SDK – Update Variable action

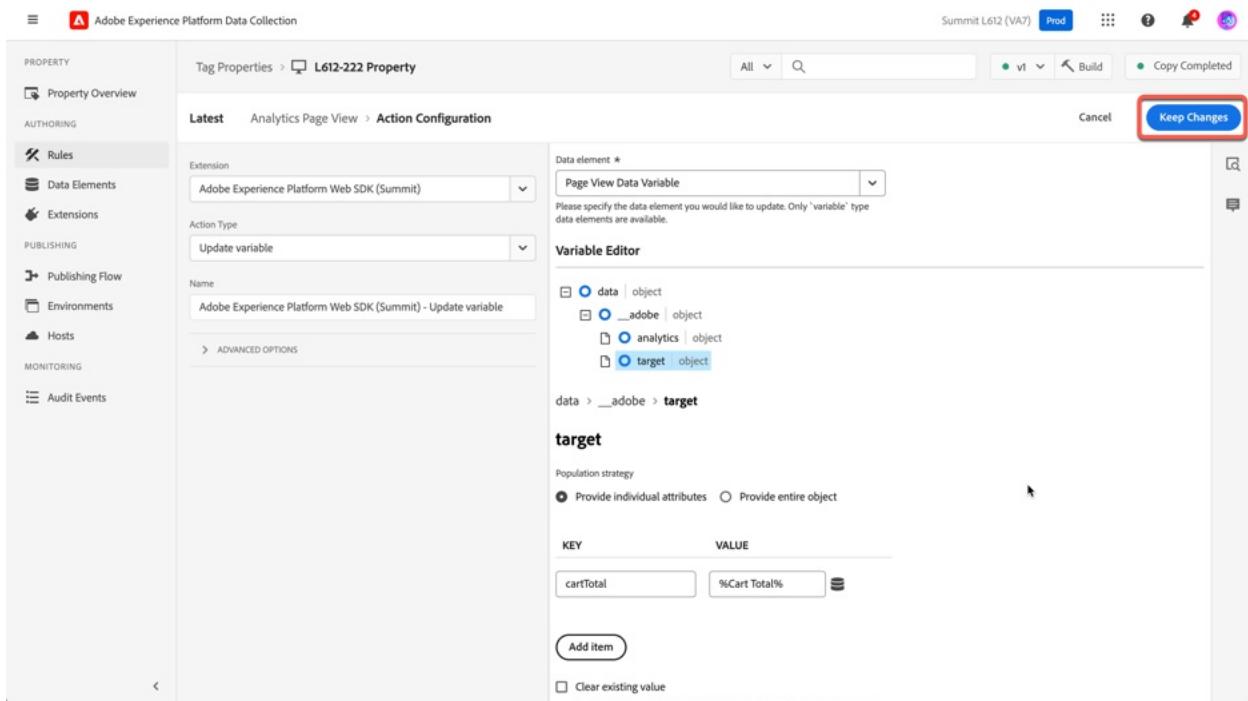
1. Select the **Target** object in the right-hand panel.
2. Type **cartTotal** in the empty key field.
3. Click the storage icon next to the empty value field.

The screenshot shows the 'Action Configuration' screen for the 'Update variable' action. The left sidebar includes sections for PROPERTY, AUTHORIZING, RULES (selected), DATA ELEMENTS, EXTENSIONS, PUBLISHING, MONITORING, and AUDIT EVENTS. The main area shows 'Extension' set to 'Adobe Experience Platform Web S...' and 'Action Type' set to 'Update variable'. In the 'Variable Editor' section, under 'Data element *', 'Page View Data Variable' is selected. The 'Variable Editor' tree shows 'data | object' expanded, with 'target | object' highlighted with a red box and labeled '1'. Below it, 'Adobe Target' is expanded, showing 'Provide individual attributes' (radio button selected) and 'Provide JSON or Data Element' (radio button unselected). A table for setting properties is shown, with the 'Key' field containing 'cartTotal' highlighted with a red box and labeled '2', and the 'Value' field empty with a storage icon highlighted with a red box and labeled '3'. At the bottom, there is a 'Clear existing value' checkbox.

Step 5: Select Cart Total from the Data Element selector. Then click Select.



Step 6: Click Keep Changes.



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Step 7: Click Adobe Experience Platform Web SDK – Send Event

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 has tabs for 'Edit Rule', 'Conditions', and 'Actions'. Under 'Events', there is one item: 'Core - Page Bottom'. Under 'Actions', there are two items: 'Adobe Experience Platform Web SDK (Summit) - Update variable' and 'Adobe Experience Platform Web SDK (Summit) - Send event'. The 'Send event' action is highlighted with a red box.

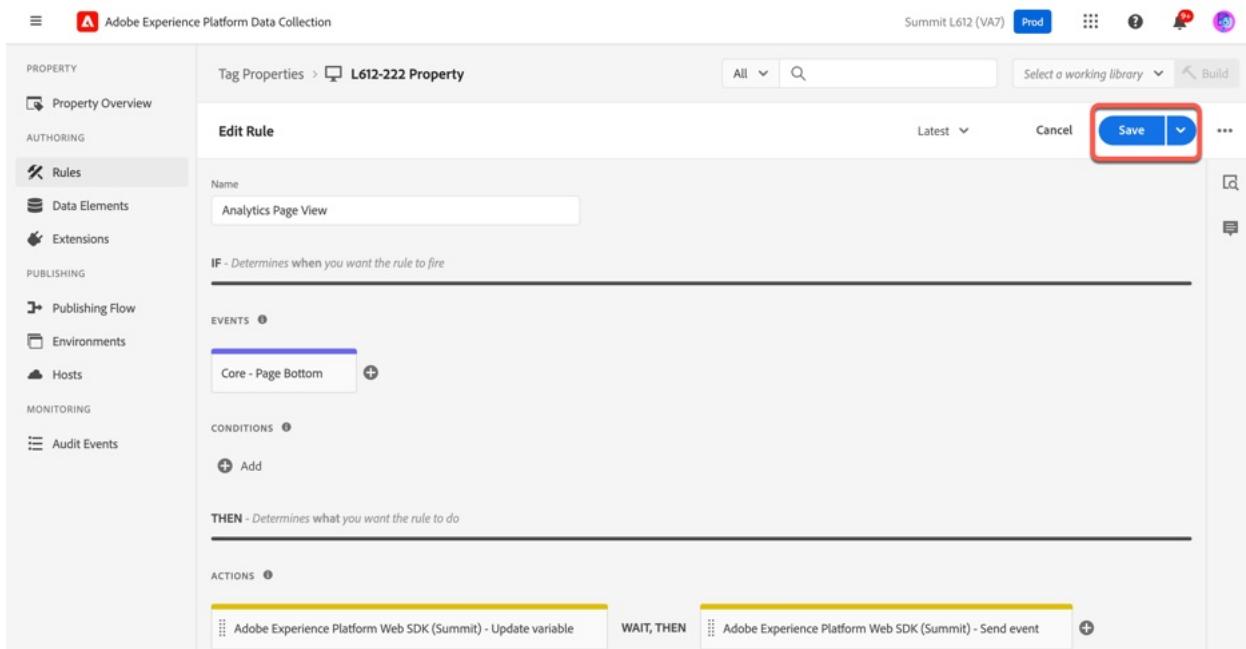
Step 8: Configure the Send Event to automatically render visual personalization decisions

1. Scroll down to the **Personalization** section in the right-hand pane
2. Check the box that says **Render visual Personalization decisions**
3. Select **Save/Keep Changes**.

The screenshot shows the 'Action Configuration' 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 'Scopes' and 'Surfaces' sections with 'Manually enter' options selected. In the 'Advanced Options' section, the 'Render visual personalization decisions' checkbox is checked and highlighted with a red box and a red number 2. The 'Keep Changes' button is also highlighted with a red box and a red number 3.

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

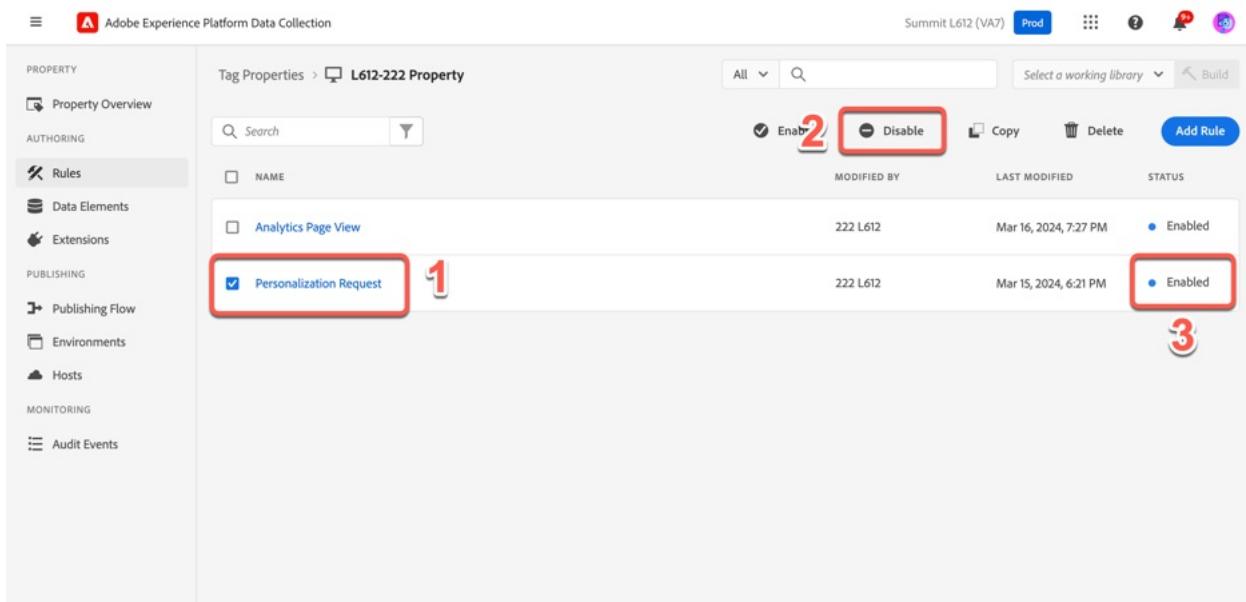
Step 9: Click Save



The screenshot shows the 'Edit Rule' interface for the 'Analytics Page View' rule. The left sidebar includes options like Property Overview, Rules (selected), Data Elements, Extensions, Publishing Flow, Environments, Hosts, Monitoring, and Audit Events. The main area has sections for Name (Analytics Page View), IF (Core - Page Bottom), EVENTS (Core - Page Bottom), CONDITIONS (Add), THEN (Actions: Update variable, Send event), and ACTIONS (Wait, Then). The 'Save' button at the top right is highlighted with a red box.

Step 10: 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 **OK**.
3. After a few moments, verify your rule has been disabled.



The screenshot shows the 'Rules' list for the 'L612-222 Property'. The left sidebar shows the same navigation as the previous screenshot. The main area lists rules with columns for NAME, MODIFIED BY, LAST MODIFIED, and STATUS. The 'Personalization Request' rule (marked with a red box and labeled '1') has its status changed from 'Enabled' (blue dot) to 'Disabled' (red dot). The 'Enable' and 'Disable' buttons are also highlighted with red boxes. Other rules listed include 'Analytics Page View' (status: Enabled) and '222 L612' (status: Enabled).

Exercise 2.3: Disable Tags Extensions and Publish a New Library

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

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with various menu items: Property Overview, Authoring, Rules, Data Elements, **Extensions** (which is highlighted with a red box), Publishing, Publishing Flow, Environments, Hosts, Monitoring, and Audit Events. The main area is titled 'Tag Properties > L612-222 Property'. It shows a table with two rows: 'Analytics Page View' (Enabled) and 'Personalization Request' (Disabled). At the top right, there are buttons for Enable, Disable, Copy, Delete, and Add Rule.

Step 2: Disable Tags extensions that are no longer used

1. Select the **Adobe Analytics** extension.
2. Click the **Disable** button on the right-hand menu. A confirmation box will appear, click **OK**.
3. Disable **Adobe Target v2** and **Experience Cloud ID Service** by following the same steps.

The screenshot shows the Adobe Experience Platform Data Collection interface with the 'Installed' catalog selected. In the center, there are three extension cards: 'Adobe Analytics' (v1.9.4), 'Adobe Experience Platform Web SDK (Summit)' (v2.22.2), and 'Adobe Target v2' (v0.20.3). The 'Adobe Analytics' card is highlighted with a red box and has a red number '1' above it. To its right, a detailed view of the 'Adobe Analytics' extension is shown, including its description, configuration options (Configure, Disable, Copy, etc.), and a 'Learn More' link. A red box highlights the 'Disable' button, and a red number '2' is placed above it. The 'Adobe Target v2' extension also has a 'Disable' button highlighted with a red box.

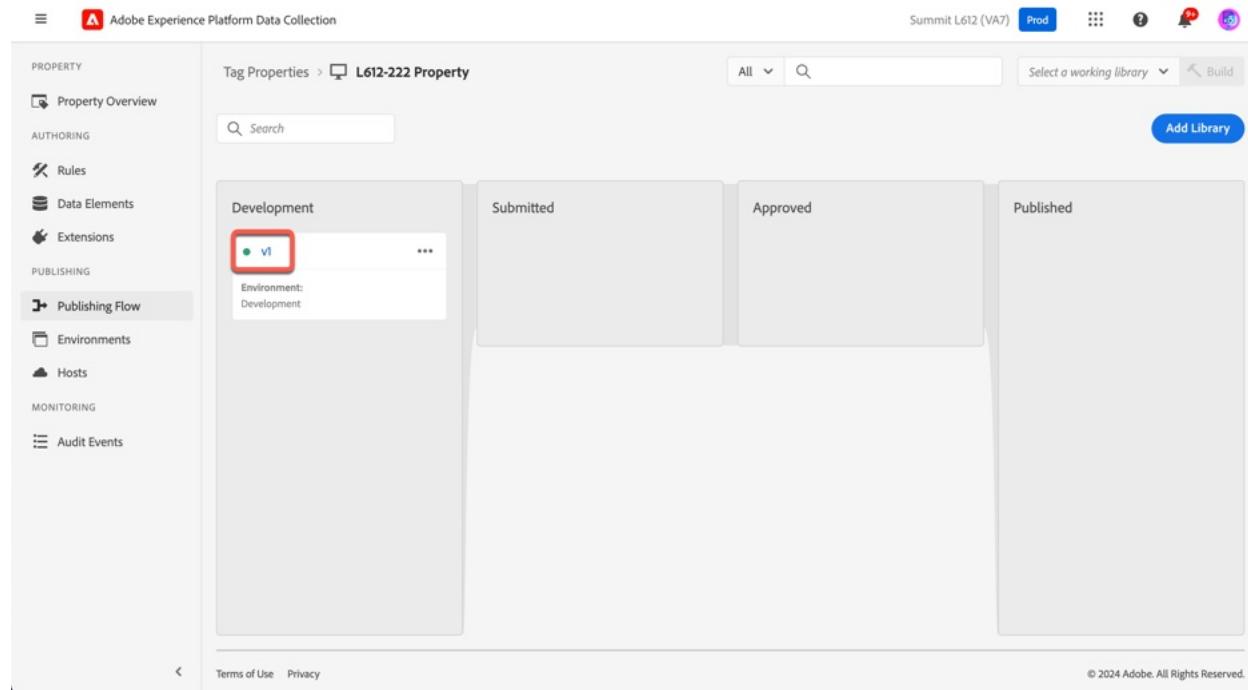
Step 3: When complete, your extension configuration should look like this:

The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar has a 'PROPERTY' section with 'Extensions' selected. The main area is titled 'Tag Properties > L612-222 Property' and shows the 'Installed' tab selected. It lists several extensions: 'Adobe Analytics' (disabled), 'Adobe Experience Platform Web SDK (Summit)' (disabled), 'Adobe Target v2' (disabled), 'Core' (disabled), and 'Experience Cloud ID Service' (disabled). The bottom of the screen includes 'Terms of Use' and 'Privacy' links, and a copyright notice: '© 2024 Adobe. All Rights Reserved.'

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

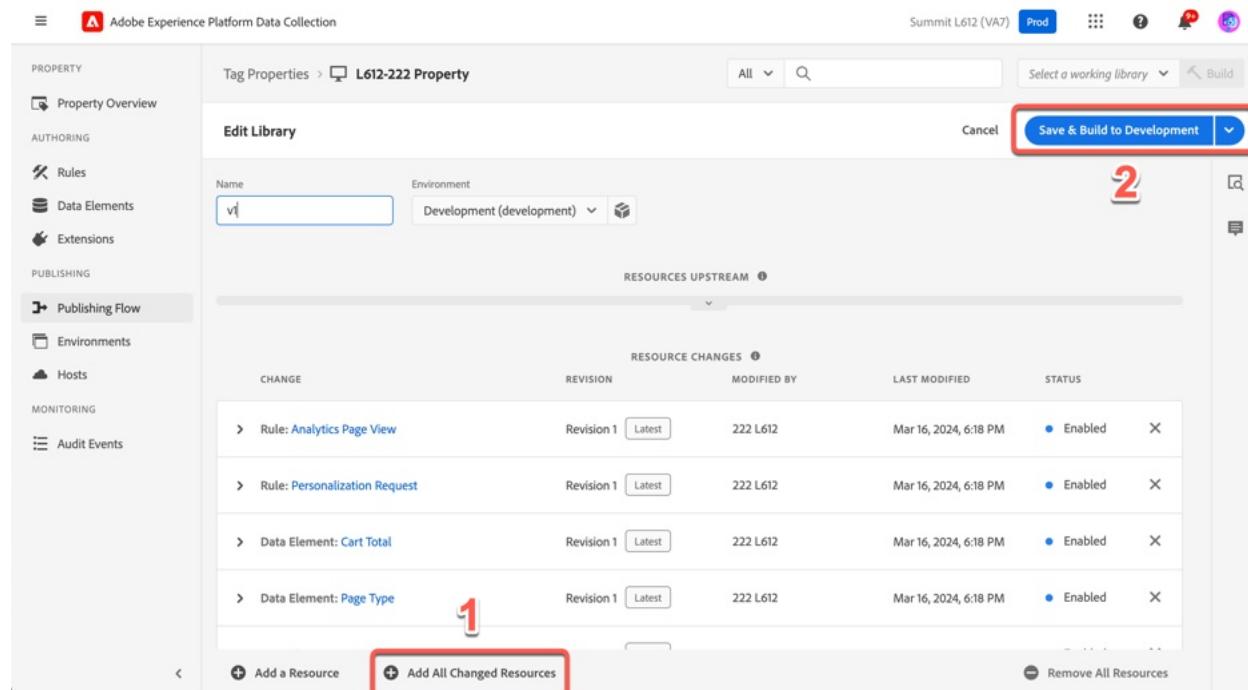
This screenshot is identical to the one above, but the 'Publishing Flow' option in the left sidebar is highlighted with a red box. The rest of the interface and extension list are the same as in Step 3.

Step 5: Click on the library name.



The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with sections like PROPERTY, AUTHORIZING, RULES, DATA ELEMENTS, EXTENSIONS, PUBLISHING (which is expanded to show PUBLISHING FLOW), ENVIRONMENTS, HOSTS, MONITORING, and AUDIT EVENTS. The main area is titled 'Tag Properties > L612-222 Property'. It shows a 'Development' environment with a card for 'v1' (highlighted with a red box). Below it are cards for 'Submitted', 'Approved', and 'Published'. At the bottom, there are links for 'Terms of Use' and 'Privacy', and a copyright notice: '© 2024 Adobe. All Rights Reserved.'

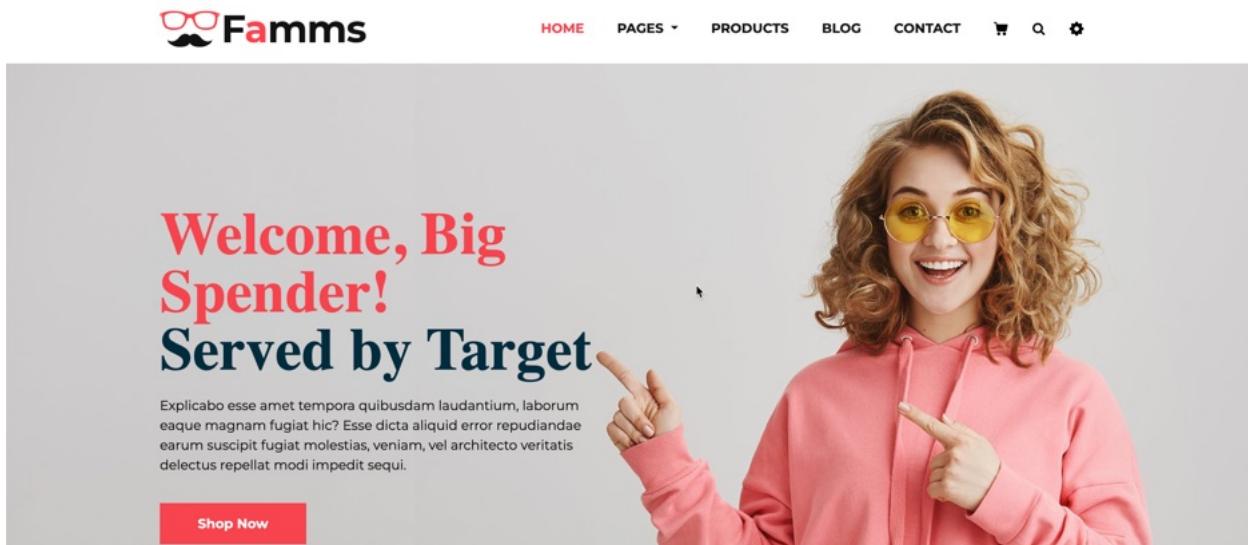
Step 6: Click Add All Changed Resources, then click Save & Build to Development



The screenshot shows the 'Edit Library' screen for the 'L612-222 Property'. The sidebar on the left is identical to the previous screenshot. The main area has a 'Name' field with 'v1' and an 'Environment' dropdown set to 'Development (development)'. Below this is a table titled 'RESOURCE CHANGES' with columns: CHANGE, REVISION, MODIFIED BY, LAST MODIFIED, and STATUS. There are four rows in the table. At the bottom, there are buttons for '+ Add a Resource', '+ Add All Changed Resources' (highlighted with a red box), and 'Remove All Resources'. A red box highlights the 'Save & Build to Development' button at the top right. A red number '1' is placed near the 'Add All Changed Resources' button, and a red number '2' is placed near the 'Save & Build to Development' button.

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Step 7: Wait for your library to finish building. 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 Adobe Experience Platform Debugger, you'll see that the Target requests are all gone and have been replaced by the requests made by the Web SDK.



Step 8: Switch back to the Adobe Experience Platform Debugger. If you closed it last time, you can open it again, by clicking the puzzle piece in the upper-right hand corner of the browser.

Step 9: Clear the events from the previous page load and refresh. Because we disabled the Target extension, this time you should only see the Tags and Experience Platform Web SDK requests.

Adobe Experience Platform Debugger

Send Feedback

Sign In

Summary

Network

All Experience Platform Tags Experience Platform Web SDK

SOLUTIONS

- Experience Platform Web SDK
- Analytics
- Target
- Audience Manager
- Experience Platform Tags
- Dynamic Tag Management
- Experience Cloud ID

TOOLS

- Logs
- Network
- Events
- Auditor
- Settings

Solution	Experience Platform Web SDK	Experience Platform Web SDK	Experience Platform Tags
Page Title	Famms - Fashion HTML Template	Famms - Fashion HTML Template	Famms - Fashion HTML Template
Page URL	https://adobesummit24.com/index.html#	https://adobesummit24.com/index.html#	https://adobesummit24.com/index.html#
URL	https://edge.adobedc.net/ee/or/2/vl/interact	https://edge.adobedc.net/ee/or/2/vl/interact	https://assets.adobedtm.com/22bfa13013f...
Method	POST	POST	GET
Query String	?configId=8c80ded9-577b-41ea-a6fa-5d86b...	?configId=8c80ded9-577b-41ea-a6fa-5d86b...	
POST Body	{"meta": {"configOverrides": {}}, "target": {"migr...}	{"meta": {"configOverrides": {}}, "target": {"migr...}	
Pathname	/ee/or/2/vl/interact	/ee/or/2/vl/interact	/22bfa13013f/b84e8bd1d5f/launch-dc1d4...
Hostname	edge.adobedc.net	edge.adobedc.net	assets.adobedtm.com
Domain	adobedc.net	adobedc.net	adobedtm.com
Timestamp	Mar 19, 2024, 11:06:04 am	Mar 19, 2024, 11:06:04 am	Mar 19, 2024, 11:06:04 am
Time Since Page Load	436ms	338ms	282ms
Initiator	https://adobesummit24.com	https://adobesummit24.com	https://adobesummit24.com
configId	8c80ded9-577b-41ea-a6fa-5d86bd24fb9	8c80ded9-577b-41ea-a6fa-5d86bd24fb9	
events	[{"xdm": {"experience": {"deciding": {"pro...}}	[{"query": {"personalization": {"schemas": "ht...}}	
meta	{"configOverrides": {}}, "target": {"migration": "tr...	{"configOverrides": {}}, "target": {"migration": "tr...	
query	{"identity": {"fetch": [{"ECID": "123"}]}}	{"identity": {"fetch": [{"ECID": "123"}]}}	
requestId	9c651b58-5466-40bf-b682-83822e2e2273	ca1f93b-e665-436d-b072-870d1d92a201	

Connected to Famms - Fashion HTML Template

Clear Events Download

Lock

Section Recap

In this section we added Adobe Target to our Datastream and added some Target parameters to our Page View rule. These changes along with a minor settings update has allowed us to fully move from the Target extension to the 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 Web SDK is now the only library that is sending requests. We have fully moved our Analytics and Target implementations to the 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: In your Datastreams tab, click **Edit Mapping** in the right-hand menu

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with various navigation options like Home, DATA COLLECTION (Tags, App Surfaces, Datastreams, Event Forwarding, Monitoring, Assurance), and DATA MANAGEMENT (Places, Schemas). The main area is titled 'Datastreams > L612-222 Datastream'. It displays two service entries: 'Adobe Analytics' (Enabled) and 'Adobe Target' (Enabled). On the right, there's a context menu for the datastream with options: Edit (highlighted with a red box), Edit Mapping (also highlighted with a red box), Delete, Copy Datastream, Datastream ID (91328171-3de5-4a34-87ad-4e7adc656256), Event Schema (L612 Schema), and Created By. The 'Edit Mapping' button is located in the top right of the context menu.

Step 2: 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...** After the right-hand side of the screen has populated as shown in the screenshot below, click the **Next** button.

This screenshot shows the 'Edit Mapping' step in the Datastream configuration. The left panel contains a JSON structure under 'Upload 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"
      }
    }
  }
}
```

The right panel shows a 'Preview sample data:' section with a tree diagram of the mapped schema:

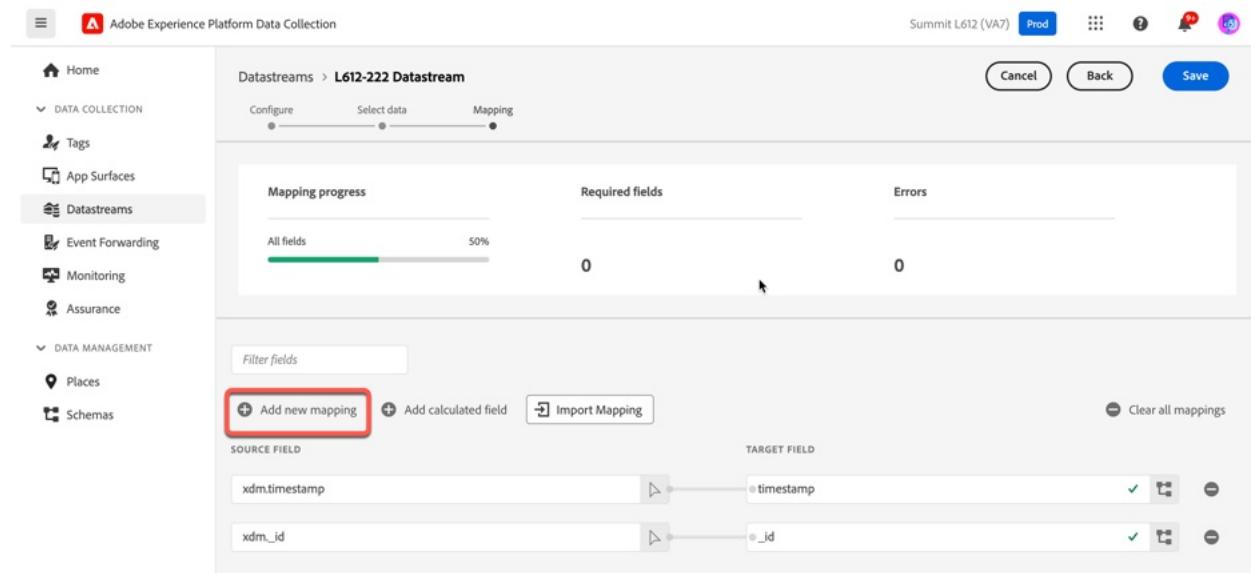
```

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

```

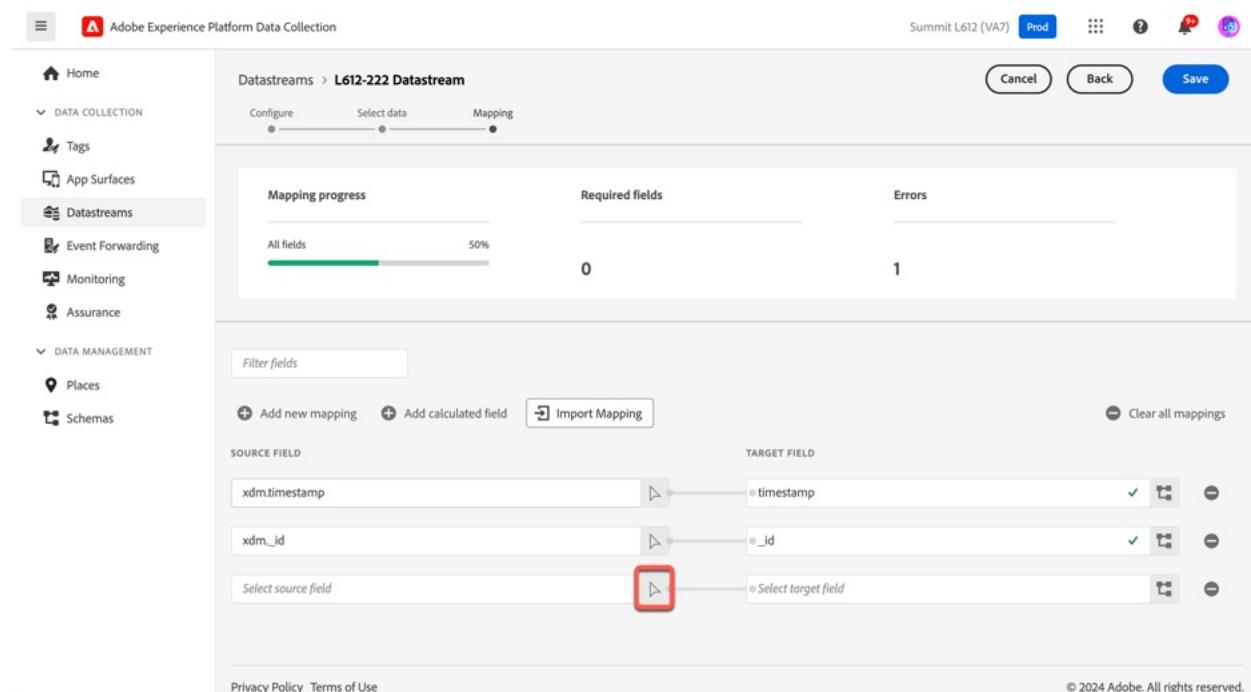
Step 3: You'll be taken to the Data Prep for Data Collection UI. By default, timestamp and _id will always be mapped. **Do not alter either of these mappings.**

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**.



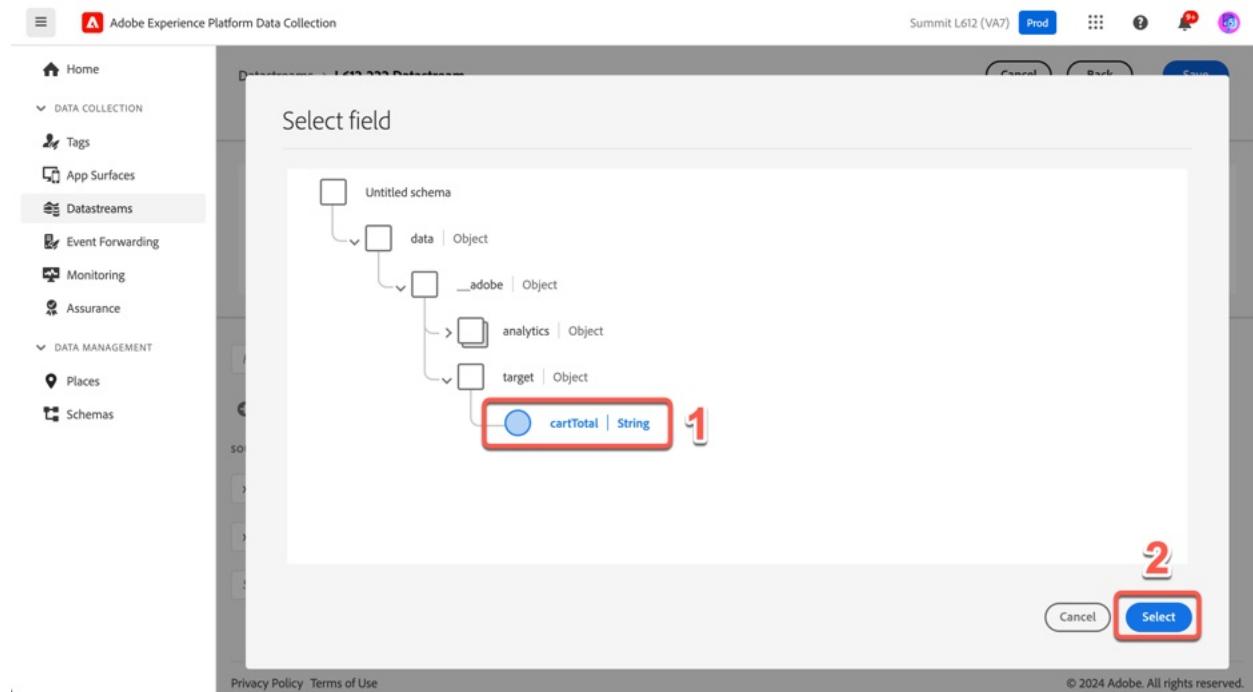
The screenshot shows the Datastreams interface for the 'L612-222 Datastream'. The left sidebar has 'Datastreams' selected under 'DATA COLLECTION'. The main area shows the 'Mapping' tab with a progress bar at 50%, 0 required fields, and 0 errors. A 'Filter fields' input is present. Below it are buttons for 'Add new mapping' (highlighted with a red box), 'Add calculated field', 'Import Mapping', and 'Clear all mappings'. The 'SOURCE FIELD' and 'TARGET FIELD' sections show mappings for 'xdm.timestamp' to 'timestamp' and 'xdm_id' to '_id', both with green checkmarks.

Step 4: A new row will be added to the mapping. Click the arrow next to the field that says **Select source field**

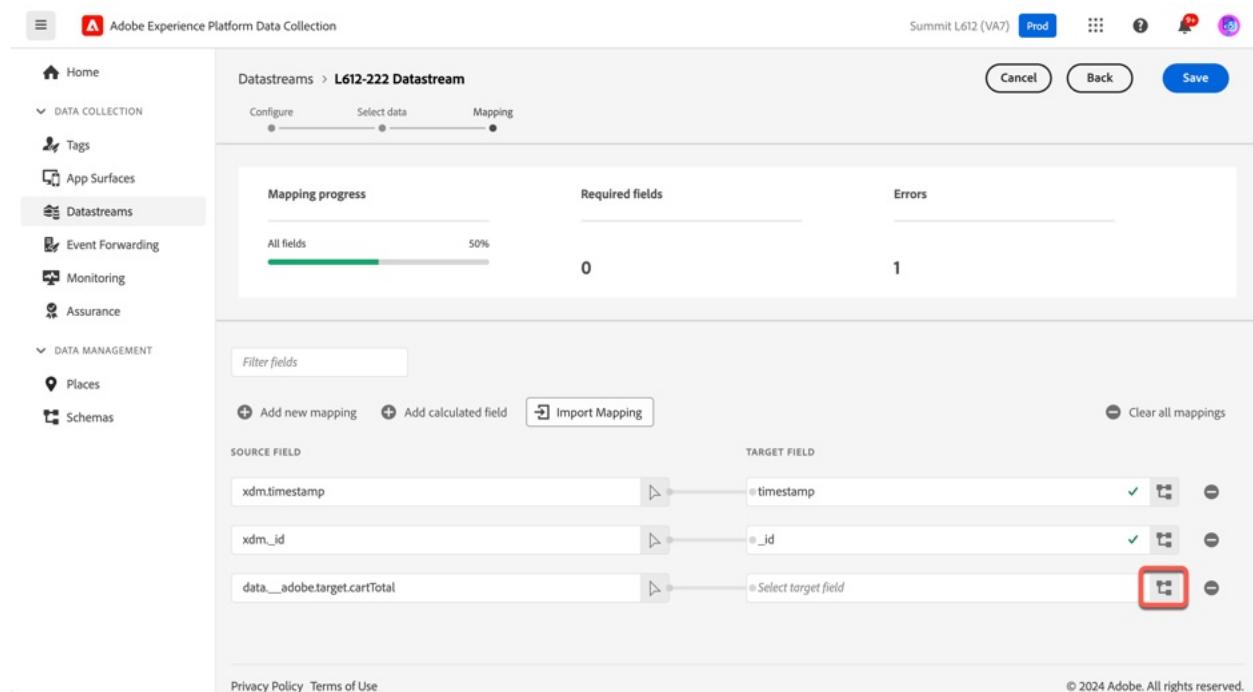


The screenshot shows the same Datastreams interface after adding a new mapping row. The 'Select source field' dropdown in the new row is highlighted with a red box. The rest of the interface remains the same, showing the initial mappings and the updated mapping count.

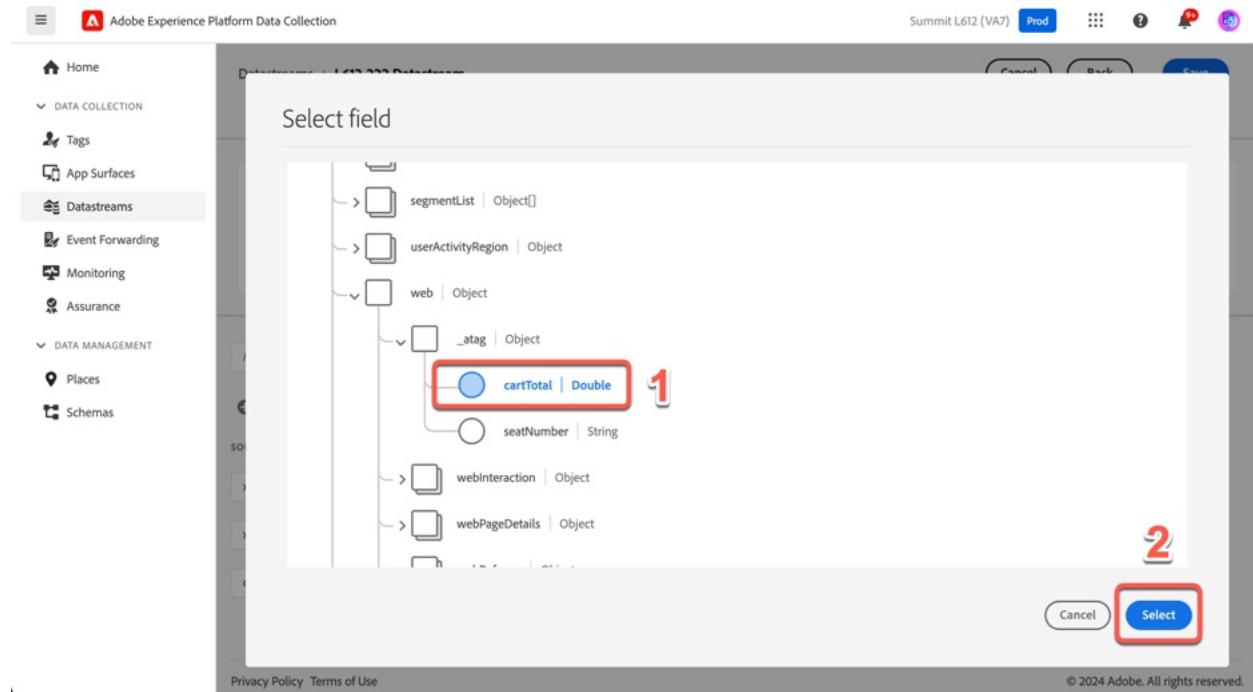
Step 5: Expand the tree including the **target** node and select **cartTotal**. Click the **Select** button in the bottom right.



Step 6: Click the mapping icon to the right of the field that says **Select target field**



Step 7: Navigate to `web._atag.cartTotal` and select it. Click the **Select** button.



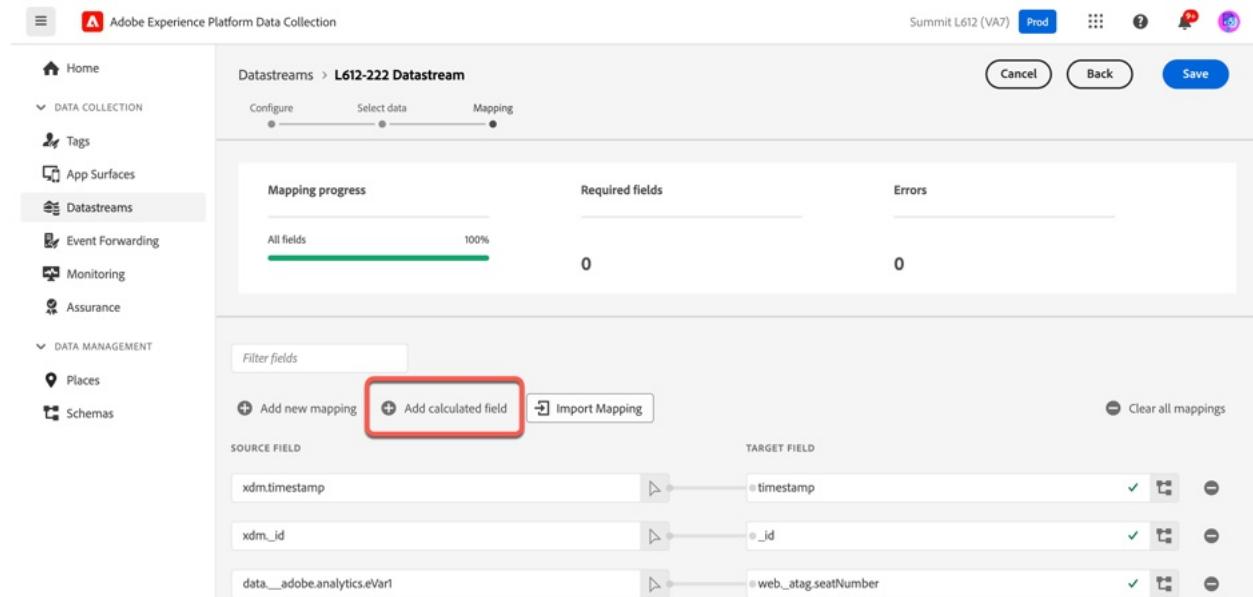
Step 8: Follow the same process as above to map `data.__adobe.analytics.eVar1` in the incoming data object to `web._atag.seatNumber` in the XDM schema.

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 Customer Journey Analytics 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.

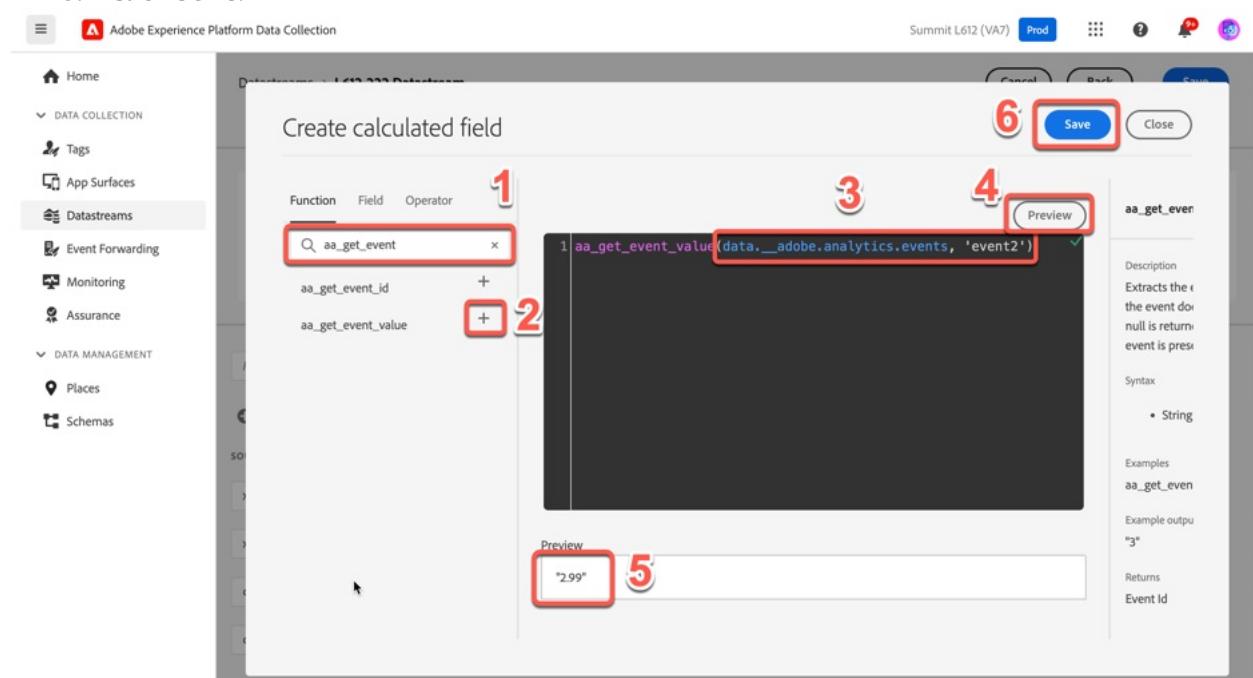
Step 1: On the mapping screen, click the Add Calculated Field button.



The screenshot shows the 'Datastreams > L612-222 Datastream' screen. The left sidebar includes 'Home', 'DATA COLLECTION' (Tags, App Surfaces, Datastreams, Event Forwarding), 'DATA MANAGEMENT' (Places, Schemas), and 'Monitoring', 'Assurance'. The main area shows 'Mapping progress' at 100%, 'Required fields' at 0, and 'Errors' at 0. Below this, there's a 'Filter fields' input and three mapping rows: 'xdm.timestamp' to 'timestamp', 'xdm_id' to '_id', and 'data__adobe.analytics.eVar1' to 'web_atag.seatNumber'. At the bottom, buttons include '+ Add new mapping', '+ Add calculated field' (highlighted with a red box), 'Import Mapping', and 'Clear all mappings'.

Step 2: Extract event2 from the events string

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 "2.99" from the events string will be displayed in the preview box.
6. Click **Save**.



The screenshot shows the 'Create calculated field' dialog. The left sidebar is identical to the previous screenshot. The main area has tabs for 'Function', 'Field', and 'Operator'. The 'Function' tab is selected, showing a search bar with 'aa_get_event' (highlighted with a red box) and a list of functions: 'aa_get_event_id' and 'aa_get_event_value'. A '+' button is highlighted with a red box. To the right, the code editor contains the expression '1 aa_get_event_value(data.__adobe.analytics.events, 'event2')' (highlighted with a red box). A 'Preview' button is highlighted with a red box. On the right side, a tooltip for 'aa_get_event' provides details: 'Description: Extracts the event object from the event object or null if no event is present', 'Syntax: String', 'Examples: aa_get_event', 'Example output: "3"', 'Returns: Event Id'. Below the code editor, a 'Preview' window shows the value '2.99' (highlighted with a red box).

Step 3: Click the mapping icon to the right of the field that says **Select target field**.

The screenshot shows the 'Mapping' tab in the Adobe Experience Platform Data Collection interface. On the left sidebar, 'Datastreams' is selected under 'DATA COLLECTION'. The main area displays a mapping progress bar at 100% completion, with 0 required fields and 1 error. Below this, a table lists source fields and their corresponding target fields. One target field, 'Select target field', is highlighted with a red box and has its mapping icon also highlighted with a red box.

Step 4: Navigate to `web._webPageDetails.pageViews.value` and select it. Click the **Select** button.

The screenshot shows the 'Select field' dialog box. The path 'web._webPageDetails.pageViews.value' is highlighted with a red box labeled '1'. At the bottom right of the dialog, the 'Select' button is highlighted with a red box labeled '2'.

Step 5: Click Save.

The screenshot shows the 'Datastreams' configuration page for the 'L612-222 Datastream'. On the left sidebar, 'Datastreams' is selected under 'DATA COLLECTION'. The main area displays the 'Mapping' progress, which is at 100% completion with 0 required fields and 0 errors. Below this, a mapping table lists five source fields and their corresponding target fields. The 'Save' button in the top right corner is highlighted with a red box.

SOURCE FIELD	TARGET FIELD
xdm.timestamp	timestamp
xdm._id	_id
aa_get_event_value(data__adobe.analytics.events, 'event2')	web.webPageDetails.pageViews.value
data__adobe.analytics.eVar1	web_atag.seatNumber
data__adobe.target.cartTotal	web_atag.cartTotal

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

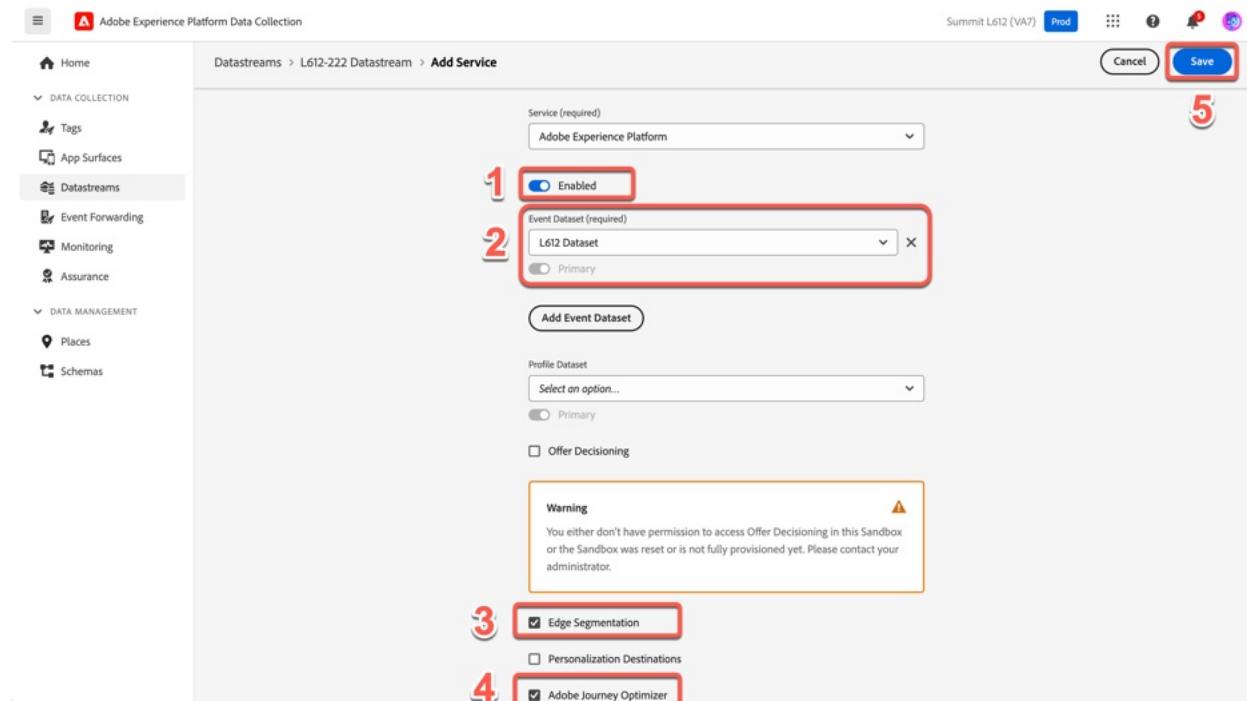
The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, a sidebar menu includes Home, DATA COLLECTION (Tags, App Surfaces, Datastreams, Event Forwarding, Monitoring, Assurance), and DATA MANAGEMENT (Places, Schemas). The 'Datastreams' option under DATA COLLECTION is selected and highlighted in grey. The main content area is titled 'Datastreams > L612-222 Datastream'. It displays the 'L612-222 Datastream' configuration page. A table lists services: 'Adobe Analytics' (Enabled) and 'Adobe Target' (Enabled). To the right of the table is a vertical sidebar with options: Edit, Edit Mapping, Delete, and Copy Datastream. At the bottom right of the main area is a red box highlighting the '+ Add Service' button. The right sidebar contains details about the datastream, such as ID (91328171-3de5-4a34-87ad-4e7ddc656256), Event Schema (L612 Schema), Created By (L612+222@adobeeventlab.com), Last Modified By (L612+222@adobeeventlab.com), and Last Modified On (Mar 16, 2024, 8:24 PM). The footer includes links for Privacy Policy and Terms of Use, and a copyright notice for © 2024 Adobe.

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 dialog title is 'Datastreams > L612-222 Datastream > Add Service'. It features a dropdown menu labeled 'Service (required)' with the placeholder 'Select an option...'. Below the dropdown is a list of service names: 'Adobe Analytics', 'Adobe Audience Manager', 'Adobe Target', 'Event Forwarding', and 'Adobe Experience Platform'. The 'Adobe Experience Platform' option is highlighted with a red box. At the top right of the dialog are 'Cancel' and 'Save' buttons. The footer includes links for Privacy Policy and Terms of Use, and a copyright notice for © 2024 Adobe.

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 Journey Optimizer

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 menu includes options like PROPERTY, AUTHORIZING, PUBLISHING, MONITORING, and AUDIT EVENTS. The AUTHORIZING section is expanded, showing RULES, DATA ELEMENTS, and EXTENSIONS. Under RULES, 'Analytics Page View' is highlighted with a red box. The main panel displays a table of rules with columns for NAME, MODIFIED BY, LAST MODIFIED, and STATUS. The 'Analytics Page View' rule is listed with '222 L612' as the modified by user, 'Mar 16, 2024, 6:06 PM' as the last modified date, and 'Enabled' status. A blue 'Add Rule' button is visible at the top right of the main panel.

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

The screenshot shows the 'Edit Rule' screen for the 'Analytics Page View' rule. The left sidebar is identical to the previous screenshot. The main area has a title 'Edit Rule' with a 'Save' button. The rule is named 'Analytics Page View'. The 'IF' section is collapsed. The 'EVENTS' section contains a single event 'Core - Page Bottom'. The 'CONDITIONS' section has an 'Add' button. The 'THEN' section is collapsed. The 'ACTIONS' section contains two actions: 'Adobe Experience Platform Web SDK (Summit) - Update variable' and 'WAIT, THEN' followed by 'Adobe Experience Platform Web SDK (Summit) - Send event'. The 'Send event' action is highlighted with a red box.

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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.

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 AUTHORIZING section is expanded, showing Rules, Data Elements, Extensions, Publishing Flow, Environments, Hosts, and Audit Events. The main area is titled 'Tag Properties > L612-222 Property' and shows 'Action Configuration'. It includes fields for Extension (set to 'Adobe Experience Platform Web S...'), Action Type (set to 'Send event'), and Name (set to 'Adobe Experience Platform Web SDK (Su...)'). Below these are sections for 'Decision context' (set to 'Beta') and 'Datastream configuration overrides'. A modal window is open over the main content, titled 'Select Data Element'. It contains a search bar with 'Cart Total' typed into it, and a list of results: 'Cart Total' (selected), 'Page Type', 'Page View Data Variable', and 'Tags Property Name'. At the bottom of the modal are 'Cancel' and 'Select' buttons, with the 'Select' button highlighted by a red box and the number '2'. The main content area also has a red box around the 'Key' input field containing 'cartTotal' and the number '1'.

Step 4: Select **Cart Total** from the from the Data Element selector.

This screenshot is similar to the previous one but focuses on the 'Select Data Element' modal. The modal is centered over the main interface, which shows the same 'Tag Properties > L612-222 Property' screen with the 'Action Configuration' tab selected. The 'Select Data Element' modal has a search bar with 'Cart Total' and a list of results: 'Cart Total' (selected), 'Page Type', 'Page View Data Variable', and 'Tags Property Name'. The 'Select' button at the bottom right of the modal is highlighted with a red box and the number '2'. The main interface background is dimmed.

Step 5: Select Keep Changes

The screenshot shows the 'Action Configuration' dialog box within the 'Tag Properties' interface. The left sidebar lists various categories like PROPERTY, AUTHORIZING, PUBLISHING, etc. The main area shows an 'Extension' set to 'Adobe Experience Platform Web S...', an 'Action Type' of 'Send event', and a 'Name' of 'Adobe Experience Platform Web SDK (Sum...'. Below this is an 'ADVANCED OPTIONS' section. A large central panel contains a 'Decision context' section with a 'Beta' button, a radio button for 'Manually enter decision context.', and a checkbox for 'Provide a data element.' There is also a 'Key' field containing 'cartTotal' and a 'Value' field containing '%Cart Total%'. Buttons for 'Add context item' and 'Remove context item' are present. At the bottom, there's a section for 'Datastream configuration overrides' with links to 'Learn more' and 'Development', 'Staging', 'Production' environments. The top right of the dialog has 'Cancel' and 'Keep Changes' buttons, with 'Keep Changes' being highlighted by a red box.

Step 6: Click Save

The screenshot shows the 'Edit Rule' dialog box. The left sidebar is identical to the previous screen. The main area starts with a 'Name' field containing 'Analytics Page View'. Below it is an 'IF' section with the note 'Determines when you want the rule to fire'. Under 'EVENTS', there is a single item 'Core - Page Bottom'. Following this are 'CONDITIONS' and 'THEN' sections. The 'THEN' section includes an 'ACTIONS' section with two items: 'Adobe Experience Platform Web SDK (Summit) - Update variable' and 'WAIT, THEN' followed by 'Adobe Experience Platform Web SDK (Summit) - Send event'. The top right of the dialog has 'Latest', 'Cancel', and 'Save' buttons, with 'Save' being highlighted by a red box.

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Step 7: Click Publishing Flow

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, a sidebar menu includes sections like PROPERTY, AUTHORIZING, PUBLISHING (with Publishing Flow highlighted and boxed in red), and MONITORING. The main content area is titled "Tag Properties > L612-222 Property". It displays a table of publishing rules:

NAME	MODIFIED BY	LAST MODIFIED	STATUS
Analytics Page View	222 L612	Mar 16, 2024, 8:35 PM	Enabled
Personalization Request	222 L612	Mar 16, 2024, 7:28 PM	Disabled

At the bottom right of the main area, there are buttons for "Select a working library", "Build", and "Add Rule". The footer includes links for Terms of Use and Privacy.

Step 8: Click the Library name.

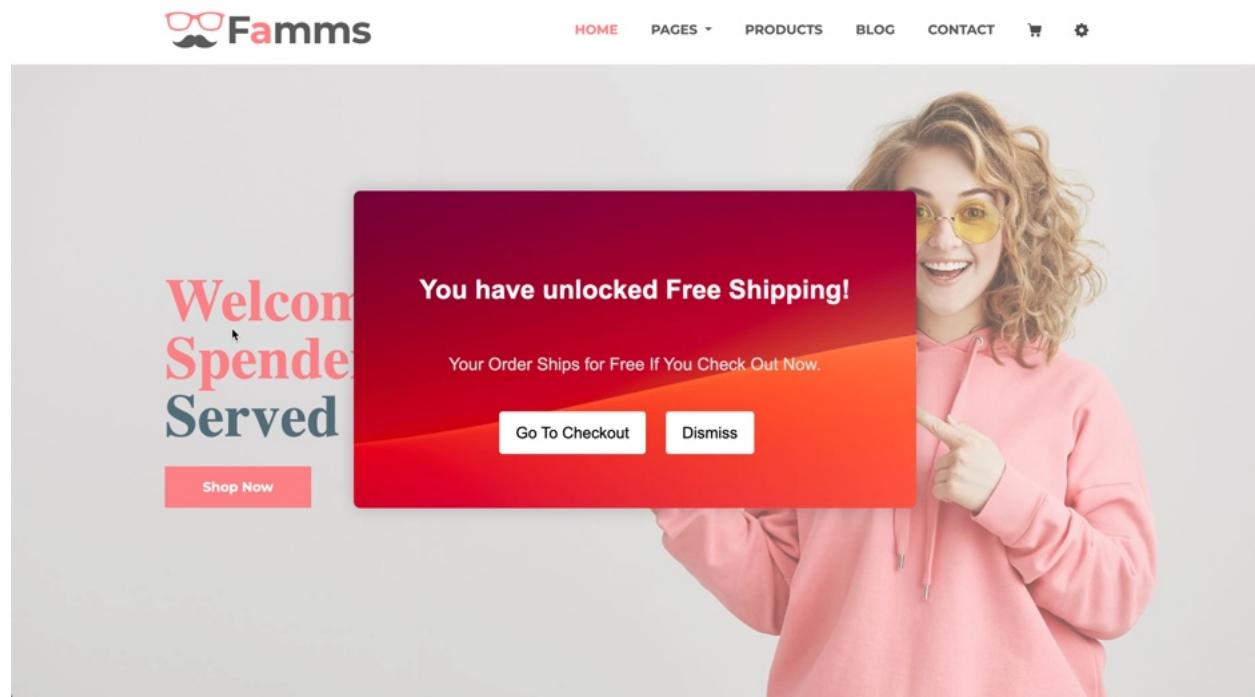
The screenshot shows the same interface as Step 7, but the "Development" tab in the Publishing Flow section is highlighted and has a red box around it. This tab contains a library named "v1". The other tabs shown are "Submitted", "Approved", and "Published". The footer includes links for Terms of Use and Privacy.

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Step 9: 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. The left sidebar includes sections for PROPERTY, AUTHORIZING, PUBLISHING, and MONITORING. The main area displays 'Tag Properties > L612-222 Property'. The 'Edit Library' form has a 'Name' field set to 'v1' and an 'Environment' dropdown set to 'Development (development)'. At the top right, there is a 'Save & Build to Development' button, which is highlighted with a red box. Below it, a table titled 'RESOURCES UPSTREAM' lists four resource changes, each with a status indicator (blue dot for Enabled, orange dot for Disabled). At the bottom of the table, there are buttons for '+ Add a Resource' and '+ Add All Changed Resources', with the latter also highlighted with a red box.

Step 10: Wait 20-30 seconds. Navigate back to the [homepage](#), you'll see a Free Shipping offer delivered by Journey Optimizer'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 Web SDK in 60 minutes!

In the process, you were able to convert your JavaScript libraries to the 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 the Platform based applications.

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 3rd Party Destinations

Section Overview: Event Forwarding is a powerful feature exclusive to the 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 3rd 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 hamburger menu icon (1) and a list of categories: Home, DATA COLLECTION (Tags, App Surfaces, Datastreams, Event Forwarding (highlighted with a red box and labeled 2), Monitoring, Assurance), DATA MANAGEMENT (Places, Schemas), and MONITORING (Audit Events). The main 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 'DATA COLLECTION' and 'DATA MANAGEMENT' sections. The 'Event Forwarding' item under 'DATA COLLECTION' is selected. The main area lists various properties with columns for NAME, PLATFORM, MODIFIED BY, and LAST MODIFIED. A red box highlights the 'New Property' button in the top right corner of the list area.

NAME	PLATFORM	MODIFIED BY	LAST MODIFIED
_jeffhickenexample.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_testjhenexample.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 fields for 'Name' (with a red box highlighting it), 'Platform' (set to 'Edge'), and 'ADVANCED OPTIONS'. At the bottom are 'Save' and 'Cancel' buttons, with the 'Save' button highlighted by a red box.

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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.

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 - which is selected and highlighted in grey), DATA MANAGEMENT (Places, Schemas), and CUSTOMER (Identities). The main content area is titled "Event Forwarding Properties". A search bar at the top has "L612" typed into it. Below the search bar is a table with columns: NAME, PLATFORM, MODIFIED BY, and LAST MODIFIED. Two entries are listed:

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

At the bottom of the page, there are links for Terms of Use and Privacy, and a copyright notice: © 2024 Adobe. All Rights Reserved.

Step 5: Navigate to Extensions

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with navigation links: PROPERTY (Property Overview, which is selected and highlighted in grey), AUTHORIZING (Rules, Data Elements, Extensions - which is highlighted with a red box), PUBLISHING (Publishing Flow, Environments, Hosts, Secrets), MONITORING (Audit Events). The main content area is titled "Event Forwarding Properties > MitchL612". It shows "Property Info" and "My Recent Activity". In "Property Info", there's a note about library pending approval and production last published at Never. In "My Recent Activity", there are two entries for "Extension Core" created on Mar 4, 2024, 9:40 PM. On the right, there's a "Featured" section with a "Meta Conversions API" card and a "Whats New" section with a note about the latest releases and links to Release Notes and Developer Blog. At the bottom, there are links for Terms of Use and Privacy, and a copyright notice: © 2024 Adobe. All Rights Reserved.

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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, Extensions, Publishing, Environments, Hosts, Secrets, Monitoring, and Audit Events. The main area is titled "Event Forwarding Properties > L612-222 Event Forwarding". At the top of this area, there are tabs for "Installed" and "Catalog", with "Catalog" being the active tab and highlighted with a red box. Below the tabs is a search bar. The main content area displays a grid of extension cards. The first card, "Adobe Cloud Connector", has its "Install" button highlighted with a red box. Other cards include AWS, Braze, Cloud Connector for Google Analytics 4, Core, Epsilon, Google Ads Enhanced Conversions, Google Cloud Platform, LinkedIn, Mailchimp, and Meta Conversions API Extension. Each card provides a brief description and a version number.

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 is similar to the previous one but focuses on the "Adobe Cloud Connector" extension. The "Catalog" tab is still selected. The "Adobe Cloud Connector" card is now highlighted with a large red box. To its right, a detailed view panel is open, also labeled "Adobe Cloud Connector". Inside this panel, the "Install" button is highlighted with a red box and has a red number "2" above it. A red number "1" is placed above the extension card itself. The rest of the interface and extension grid are visible but less prominent.

Step 8: Add a new Data Element

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

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, a sidebar menu is open with several options: PROPERTY, AUTHORIZING, PUBLISHING, MONITORING. Under AUTHORIZING, the 'Data Elements' option is highlighted with a red box and the number '1'. To its right is a large central panel titled 'Launch Data Elements' with a video thumbnail. Below the video, there's a button labeled 'Create New Data Element' which is also highlighted with a red box and the number '2'. At the bottom of the central panel, it says 'Need more info? See the Docs.'

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**.

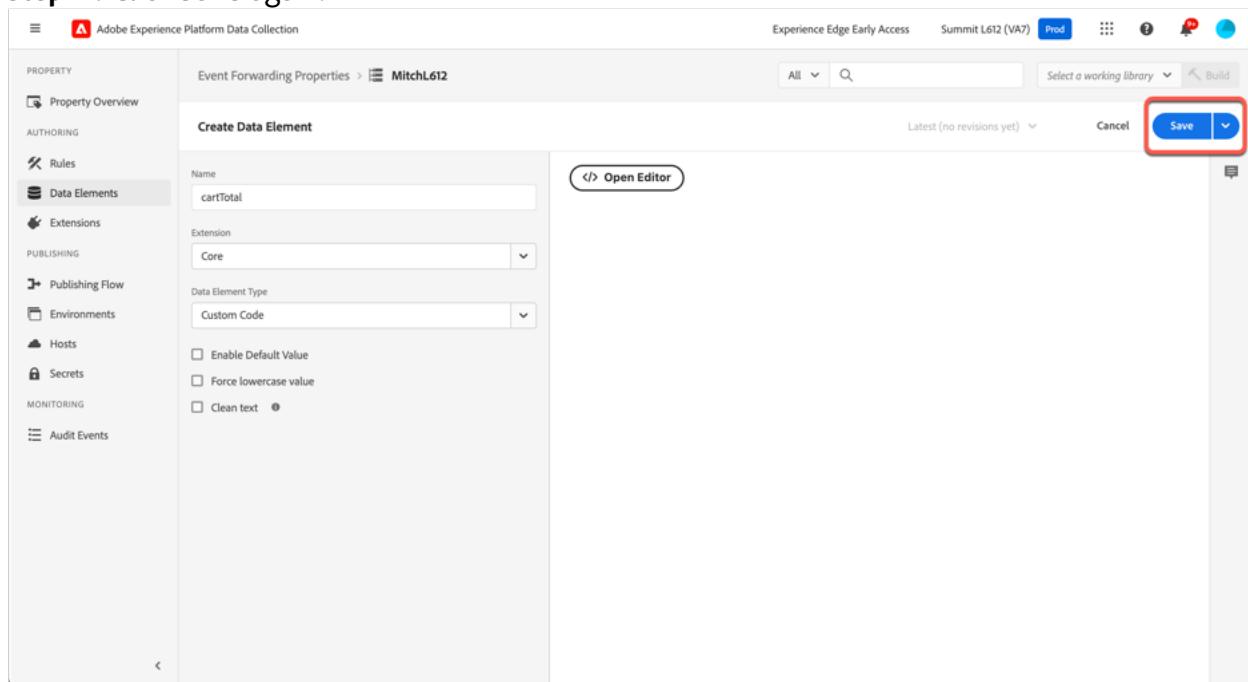
The screenshot shows the 'Create Data Element' dialog box. On the left, the sidebar menu shows 'Data Elements' selected. In the main area, there are fields for 'Name' (containing 'cartTotal' with a red box and number '1'), 'Extension' (set to 'Core'), and 'Data Element Type' (set to 'Custom Code' with a red box and number '2'). Below these are three checkboxes: 'Enable Default Value', 'Force lowercase value', and 'Clean text'. At the bottom right of the dialog is a button labeled '(> Open Editor)' which is highlighted with a red box and the number '3'.

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 main interface of webhook.site. At the top, there's a navigation bar with links for 'Docs & API', 'Custom Actions', 'WebhookScript', 'Terms & Privacy', and 'Support'. On the right side of the header, there are buttons for 'Copy', 'Edit', '+ New', 'Login', and 'Upgrade Now'.

The main content area has a heading 'Your unique URL' with a red box around it. Below it is the URL: <https://webhook.site/416fa020-4d41-45a5-a91d-b804bc2972e5>. There are two small links below: 'Open in new tab' and 'Examples'.

Below this, there's a section for 'Your unique email address' with the email: 416fa020-4d41-45a5-a91d-b804bc2972e5@email.webhook.site, with 'Open in mail client' and 'Star on GitHub' buttons.

Further down, there's a section for 'Forward to localhost with Webhook.site CLI' containing a command line snippet: `$ whcli forward --token=416fa020-4d41-45a5-a91d-b804bc2972e5 --target=https://localhost`. It also includes an 'Install whcli' link.

At the bottom of the page, there's a 'Request Details' section with tabs for 'Permalink', 'Raw content', and 'Headers'. It shows details like Date, Size (0 bytes), ID, Query strings (empty), and Form values (empty). A note says 'No content'.

On the right side of the page, there's a sidebar with the heading 'What is Webhook.site?' and a brief description: 'Webhook.site generates a free, unique URL and e-mail address and lets you see everything that's sent there instantly.' Below this is a section titled 'Webhook.site upgrade benefits' with a list of features and a 'Upgrade Now - from \$7.5/month' button.

At the very bottom, there are links for 'Read more about benefits', 'About Us', 'Documentation', and 'FAQ'.

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

The screenshot shows the 'Event Forwarding Properties' screen in Adobe Experience Platform Data Collection. The left sidebar has a tree view with nodes like 'Property Overview', 'Data Elements', 'Extensions', 'Publishing Flow', 'Environments', 'Hosts', 'Secrets', 'Audit Events', and 'Launch Rules'. The 'Launch Rules' node is highlighted with a red box and a number '1'.

The main content area shows the 'L612-223 Event Forwarding' properties. There are buttons for 'All', 'Search', 'Select a working library', and 'Build'. Below these are sections for 'Event Forwarding Properties' and 'Event Forwarding Rules'.

A large video player in the center displays a YouTube video titled 'LAUNCH BY ADOBE HOW TO: CREATE RULES'. It includes a 'Watch on YouTube' button and a 'Share' button.

At the bottom of the page, there's a 'Create New Rule' button with a red box and a number '2'.

At the very bottom, there are links for 'Need more info? See the Docs.', 'Terms of Use', 'Privacy', and '© 2024 Adobe. All Rights Reserved.'

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

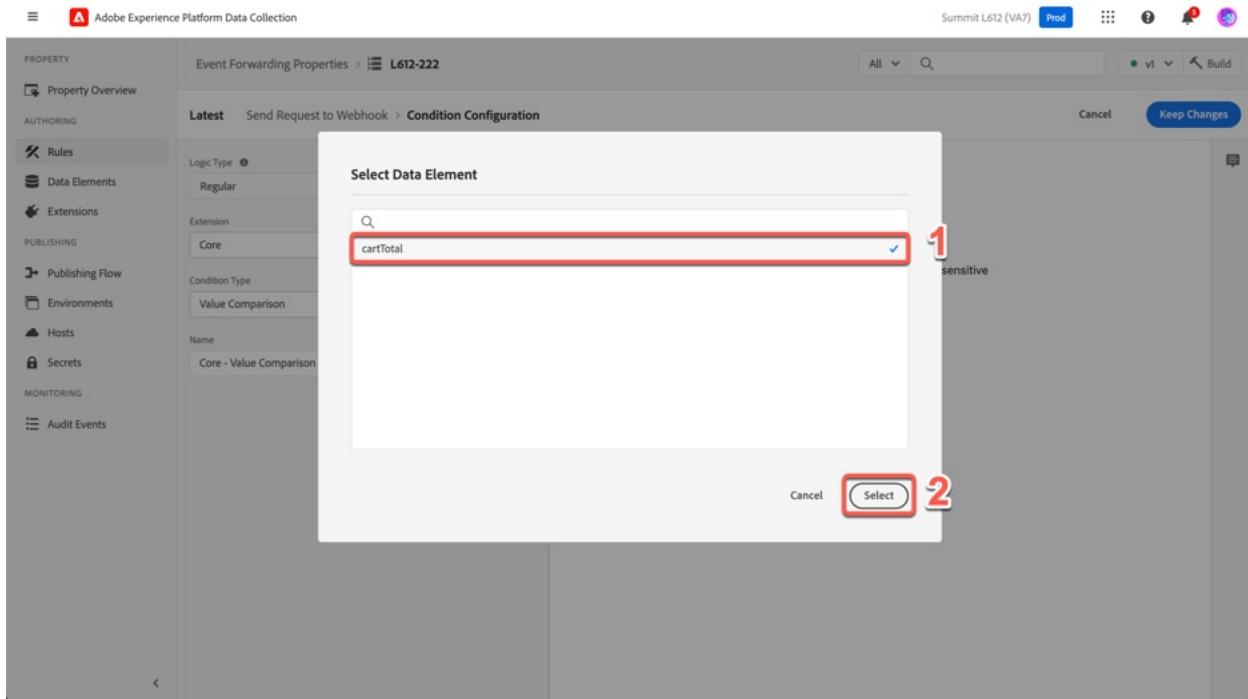
The screenshot shows the 'Create Rule' screen in the Adobe Experience Platform Data Collection interface. On the left, a sidebar lists various authoring categories: Property Overview, Rules (selected), Data Elements, Extensions, Publishing Flow, Environments, Hosts, Secrets, Monitoring, and Audit Events. The main area is titled 'Create Rule' and has a 'Name' field containing 'Send Request to Webhook' (marked with a red box and number 1). Below it is a section labeled 'IF - Determines when you want the rule to fire'. Under 'CONDITIONS', there is an 'Add' button (marked with a red box and number 2). A 'THEN - Determines what you want the rule to do' section follows, which is currently empty. At the bottom, an 'ACTIONS' section also has an '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)**

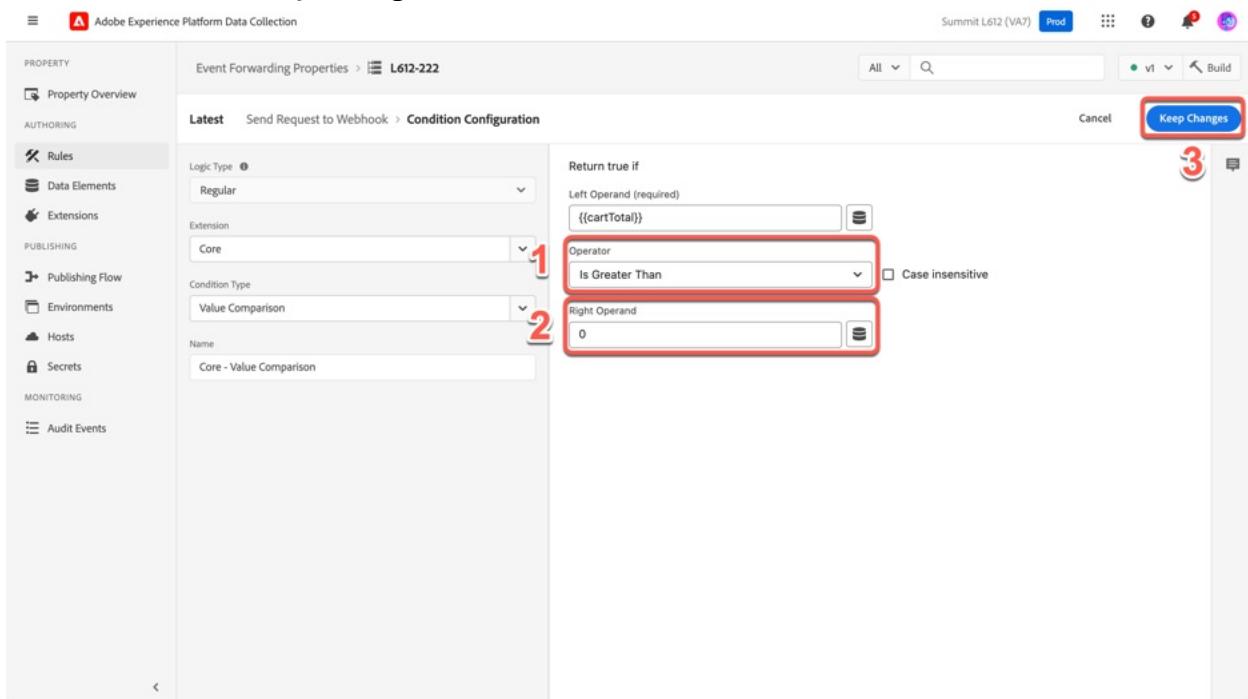
The screenshot shows the 'Condition Configuration' screen for the 'Send Request to Webhook' rule. The left sidebar shows the rule's properties and the current step: 'Latest Send Request to Webhook > Condition Configuration'. The main panel has two sections: 'Logic Type' (set to 'Regular') and 'Condition Type' (set to 'Value Comparison', marked with a red box and number 1). To the right, the configuration details are shown: 'Return true if', 'Left Operand (required)' (with a storage icon marked with a red box and number 2), 'Operator' (set to 'Equals'), and 'Right Operand'. There is also a 'Case insensitive' checkbox. A 'Keep Changes' button is visible at the top right.

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**



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

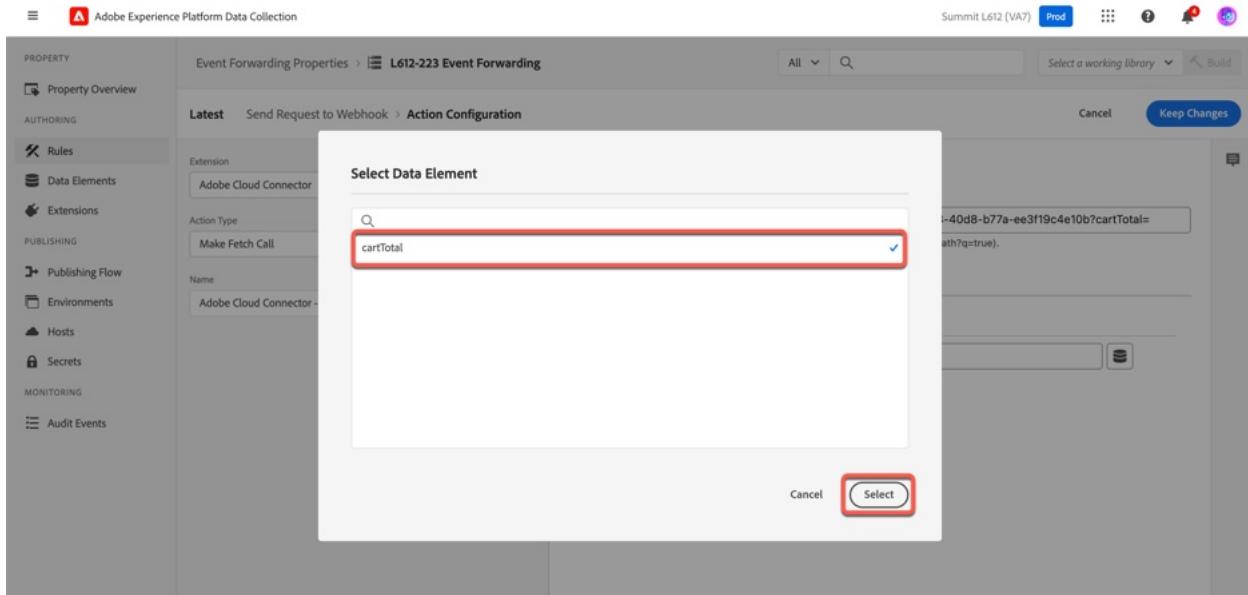
The screenshot shows the 'Create Rule' screen in the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with options like Property Overview, Rules, Data Elements, Extensions, Publishing Flow, Environments, Hosts, Secrets, Monitoring, and Audit Events. The main area has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

Step 19: Configure the Send Request to Webhook rule.

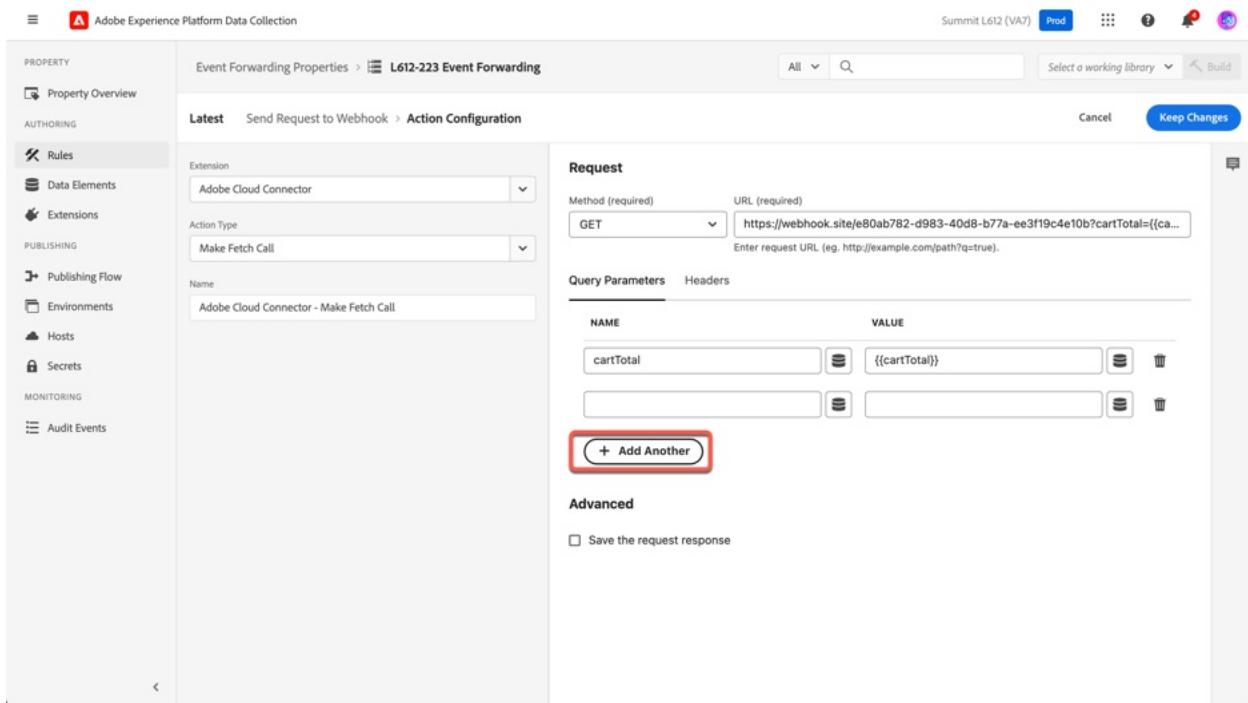
1. Select **Adobe Cloud Connector** from the Extension drop-down.
2. Select **Make Fetch Call** from the Action Type drop-down.
3. Paste the Webhook URL.
4. Type **cartTotal** in the Name field.
5. Click the storage icon next to the empty value field.

The screenshot shows the 'Action Configuration' screen for the 'Send Request to Webhook' rule. The left sidebar includes options for Property Overview, Rules, Data Elements, Extensions, Publishing Flow, Environments, Hosts, Secrets, Monitoring, and Audit Events. The main area shows the rule configuration with sections for 'Request' (Method: GET, URL: https://webhook.site/e80ab782-d983-40d8-b77a-ee3f19c4e10b?cartTotal=), 'Query Parameters' (Name: cartTotal, Value:), and 'Advanced' (Save the request response). Red numbers 1 through 5 are overlaid on the interface to indicate specific configuration steps: 1 points to the 'Extension' dropdown, 2 points to the 'Action Type' dropdown, 3 points to the 'URL' input field, 4 points to the 'Name' input field, and 5 points to the 'Value' input field.

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 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 is titled "Event Forwarding Properties > MitchL612". Under "Latest", it says "Send Request to Webhook > Action Configuration". The "Action Type" is set to "Make Fetch Call". The "Name" field contains "Adobe Cloud Connector - Make Fetch Call". In the "Request" section, the "Method" is "GET" and the "URL" is "https://webhook.site/416fa020-4d41-45a5-a91d-b804bc2972e5?cartTotal={{(ca...}}. The "Query Parameters" table has two rows: "cartTotal" with value "{{cartTotal}}", and "seatNumber" with value "222". There's a "Keep Changes" button at the top right of the configuration panel.

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

This screenshot is identical to the previous one, showing the "Action Configuration" screen for a "Make Fetch Call" action. The "Keep Changes" button is highlighted with a red box. The rest of the interface, including the sidebar, action details, and request configuration, remains the same.

Step 24: Click Save.

The screenshot shows the 'Event Forwarding Properties' section with the path 'L612-222 Event Forwarding'. A 'Create Rule' dialog is open, titled 'Send Request to Webhook'. The 'Name' field contains 'Send Request to Webhook'. The 'IF - Determines when you want the rule to fire' section is collapsed. The 'CONDITIONS' section has an 'Add' button. The 'THEN - Determines what you want the rule to do' section is collapsed. The 'ACTIONS' section contains a single item: 'Adobe Cloud Connector - Make Fetch Call'. In the top right corner of the dialog, there are 'Cancel' and 'Save' buttons, with 'Save' being highlighted by a red box.

Step 25: Click Publishing Flow in the left-hand menu. Then click Add Library. The Event Forwarding library is separate from the Tags library we've been using until now.

The screenshot shows the 'Event Forwarding Properties' section with the path 'MitchL612'. On the left, the 'PUBLISHING' menu is expanded, with 'Publishing Flow' highlighted by a red box and a red number '1' below it. At the top right, there is a search bar and a 'Select a working library' dropdown. Below the search bar, there are four status cards: 'Development' (empty), 'Submitted' (empty), 'Approved' (empty), and 'Published' (empty). In the top right corner of the main area, there is a '2' inside a red box next to a 'Add Library' button.

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**

The screenshot shows the 'Event Forwarding Properties' screen for 'MitchL612'. On the left, a sidebar lists various sections like Property Overview, Rules, Data Elements, and Publishing Flow. The main area is titled 'Create Library' with fields for 'Name' (v1) and 'Environment' (Development). A red box labeled '1' highlights the 'Name' field, and another red box labeled '2' highlights the 'Environment' dropdown. To the right, a large red box labeled '4' surrounds the 'Save & Build to Development' button. Below the library creation form, there's a table titled 'RESOURCES UPSTREAM' showing resource changes, with a red box labeled '3' highlighting the '+ Add All Changed Resources' button at the bottom.

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.

The screenshot shows the 'Datastreams' tab in the Adobe Experience Platform Data Collection interface. The left sidebar includes options like Home, Data Collection (Tags, App Surfaces, Datastreams, Event Forwarding), and Data Management (Places, Schemas). The main area displays a table of datastreams. A search bar at the top shows '222'. The table columns are 'Friendly Name', 'Datastream ID', 'Last Modified By', and 'Last Modified On'. One row is visible: 'L612-222 Datastream' with ID 'f499c6dc-47df-4aea-aba2-ef61b553d78e', modified by 'L612+225@adobeeventlab.com' on 'Mar 5, 2024, 9:49 AM'. Navigation buttons 'Next' and 'Previous' are at the bottom of the table.

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

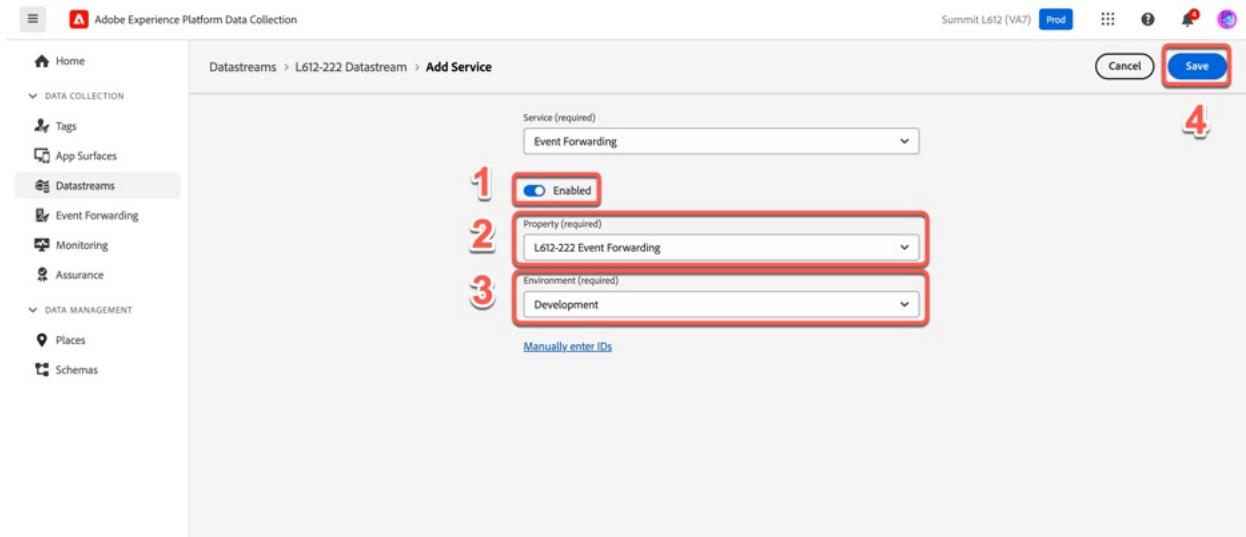
The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with navigation options like Home, Tags, App Surfaces, Datastreams (which is selected), Event Forwarding, Monitoring, Assurance, Places, and Schemas. The main area is titled 'Datastreams > Mitch Test' and shows a table of services. The table has columns for 'Service Name' and 'Status'. It lists 'Adobe Analytics' and 'Adobe Target', both marked as 'Enabled'. To the right of the table is a sidebar with details about the Datastream, including its ID (691c6278-dee5-49fc-9867-5de90009bad0), event schema (L612 Schema), and creation information. At the bottom right of the main 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. The left sidebar is identical to the previous screenshot. The main area has a title 'Datastreams > L612-222 Datastream > Add Service'. Below it is a dropdown menu labeled 'Service (required)' with a placeholder 'Select an option...'. A list of services is shown, including 'Adobe Analytics', 'Adobe Audience Manager', 'Adobe Target', and 'Event Forwarding'. The 'Event Forwarding' option is highlighted with a red box. At the top right of the dialog box are 'Cancel' and 'Save' buttons. The bottom of the dialog box includes standard links for Privacy Policy and Terms of Use, and a copyright notice for Adobe.

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.