

# **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+###@ <a href="mailto:adobeeventlab.com">adobeeventlab.com</a>	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](https://experience.adobe.com)

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

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

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

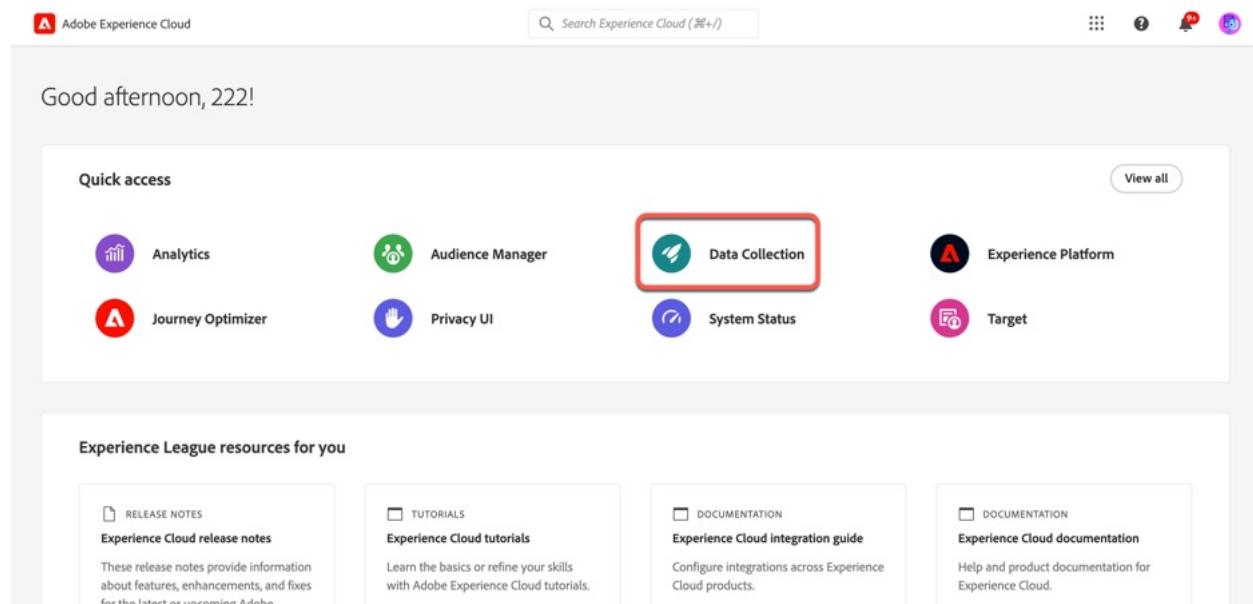
**Step 5:** If required, click **Not Now** for any prompts about adding backup phone numbers or email addresses.

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

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

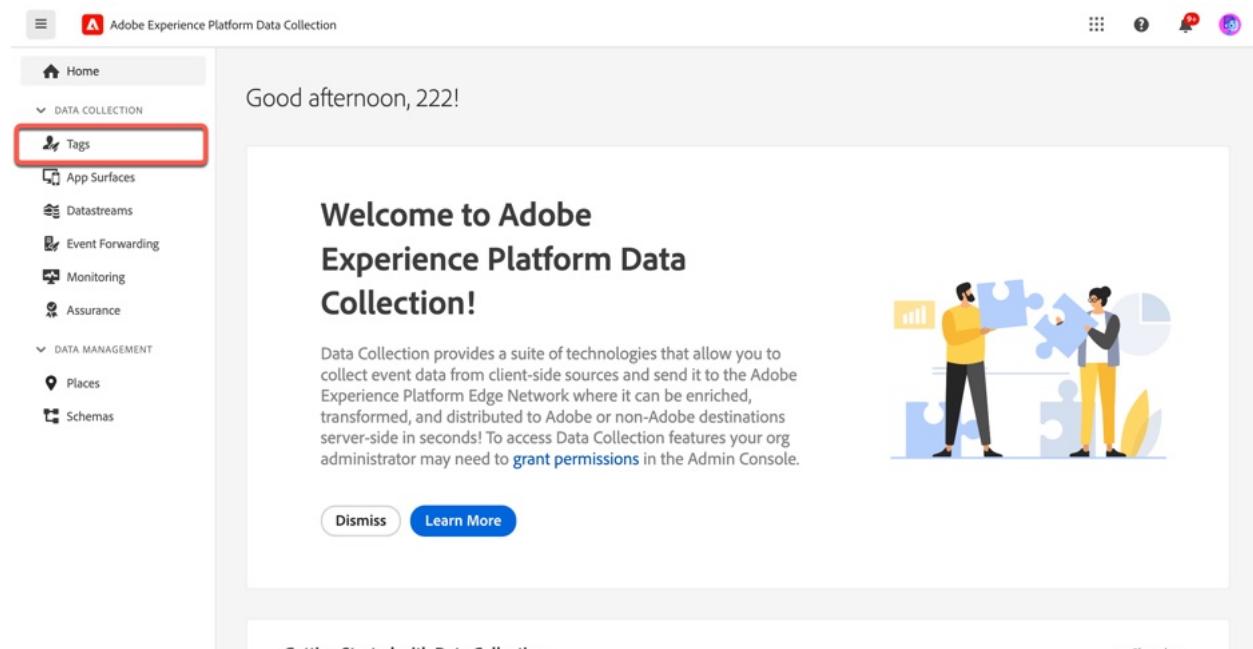
We will use Tags to configure the Web SDK and start the transition from using AppMeasurement to send Analytics requests to using the Web SDK.

**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 labeled "Search Experience Cloud (⌘+/)" and several user icons. 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" features four cards: "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" page. The left sidebar has a tree view with "Home" selected, followed by "DATA COLLECTION" which is expanded to show "Tags" (also highlighted with a red box), "App Surfaces", "Datastreams", "Event Forwarding", "Monitoring", and "Assurance". Below this, "DATA MANAGEMENT" is collapsed, showing "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 links to "Getting Started with Data Collection" and "Show less".

**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.

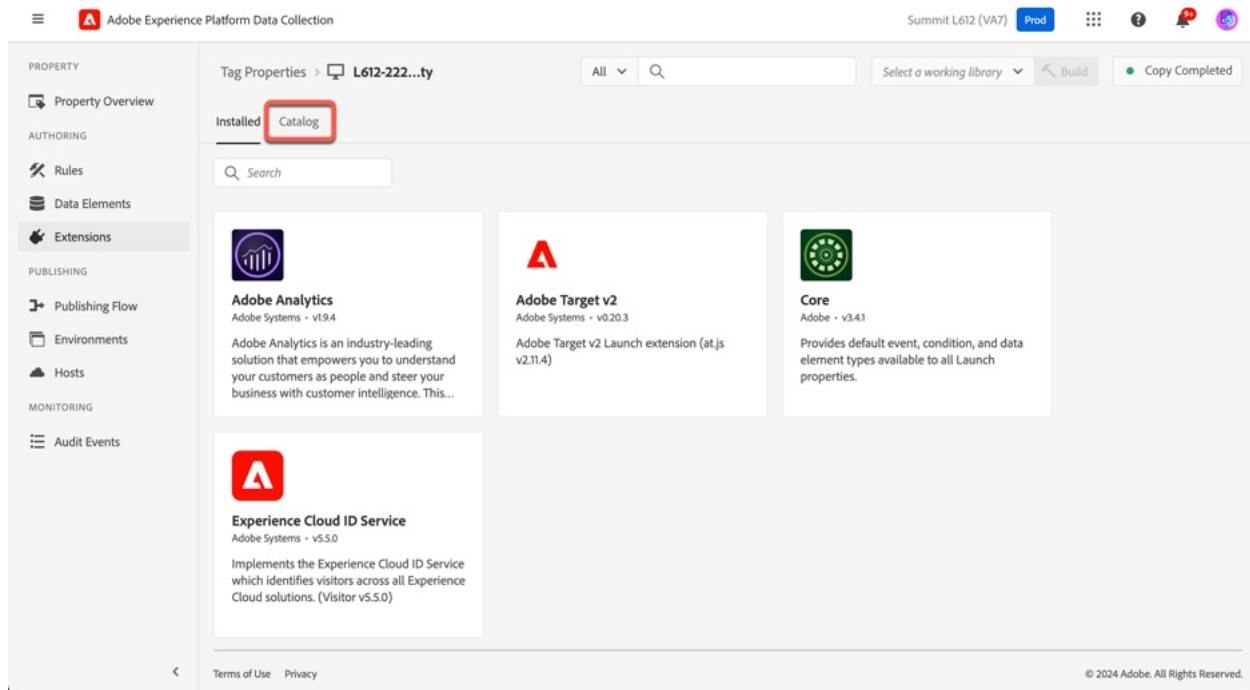
The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a navigation menu with sections like Home, DATA COLLECTION (Tags selected), DATA MANAGEMENT (Places, Schemas), and others. The main area is titled 'Tag Properties' and shows a search result for 'l612-222'. A table displays the properties of this tag, including its name, platform, modifier, and last modified date. The 'L612-222 Property' row is highlighted with a red box.

**Step 4:** Click Extensions on the left-hand menu

The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar has a 'PROPERTY' section with 'Property Overview' selected, and an 'AUTHORING' section where 'Extensions' is highlighted with a red box. The main content area shows 'Property Info' (Library Pending approval: None, Production last published at: Never, Production last build by: Never, Extension updates available: None) and 'My Recent Activity' (a list of recent events like Rule Personalization Request Updated, Action Add Params to Page Load Request on Personalization Request Created, etc.). To the right is a 'Featured' sidebar with a 'Meta Pixel' card and a 'Whats New' section.

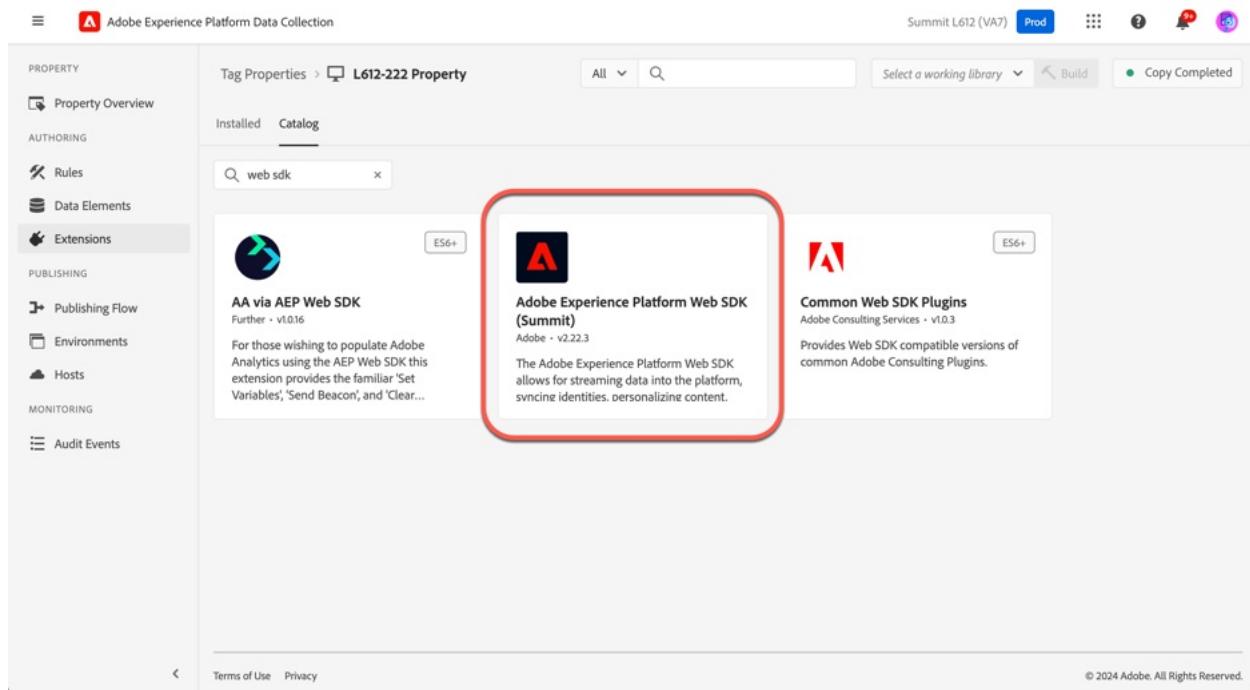
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**Step 5:** Next we'll install the Web SDK. Click the **Catalog** tab near the top of the page.



The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with various navigation options like Property Overview, Rules, Data Elements, Extensions (which is currently selected), Publishing Flow, Environments, Hosts, Monitoring, and Audit Events. The main area is titled 'Tag Properties > L612-222...ty'. At the top right, there are tabs for 'Installed' and 'Catalog', with 'Catalog' being the active tab. Below the tabs is a search bar with the placeholder 'Search'. There are four extension cards displayed: 'Adobe Analytics' (v1.9.4), 'Adobe Target v2' (v0.20.3), 'Core' (v3.41), and 'Experience Cloud ID Service' (v5.5.0). 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 **Web SDK** in the search box near the top of the screen. Select the **Adobe Experience Platform Web SDK Extension**.



This screenshot shows the same interface as above, but with a search term 'web sdk' entered into the search bar. The results show three extensions: 'AA via AEP Web SDK' (v1.0.16), 'Adobe Experience Platform Web SDK (Summit)' (v2.22.3, highlighted with a red box), and 'Common Web SDK Plugins' (v1.0.3). The 'Adobe Experience Platform Web SDK (Summit)' card provides a brief description: 'The Adobe Experience Platform Web SDK allows for streaming data into the platform, syncing identities, personalizing content.' 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 7:** Click **Install** in the menu that appears on the right-hand side of the screen.

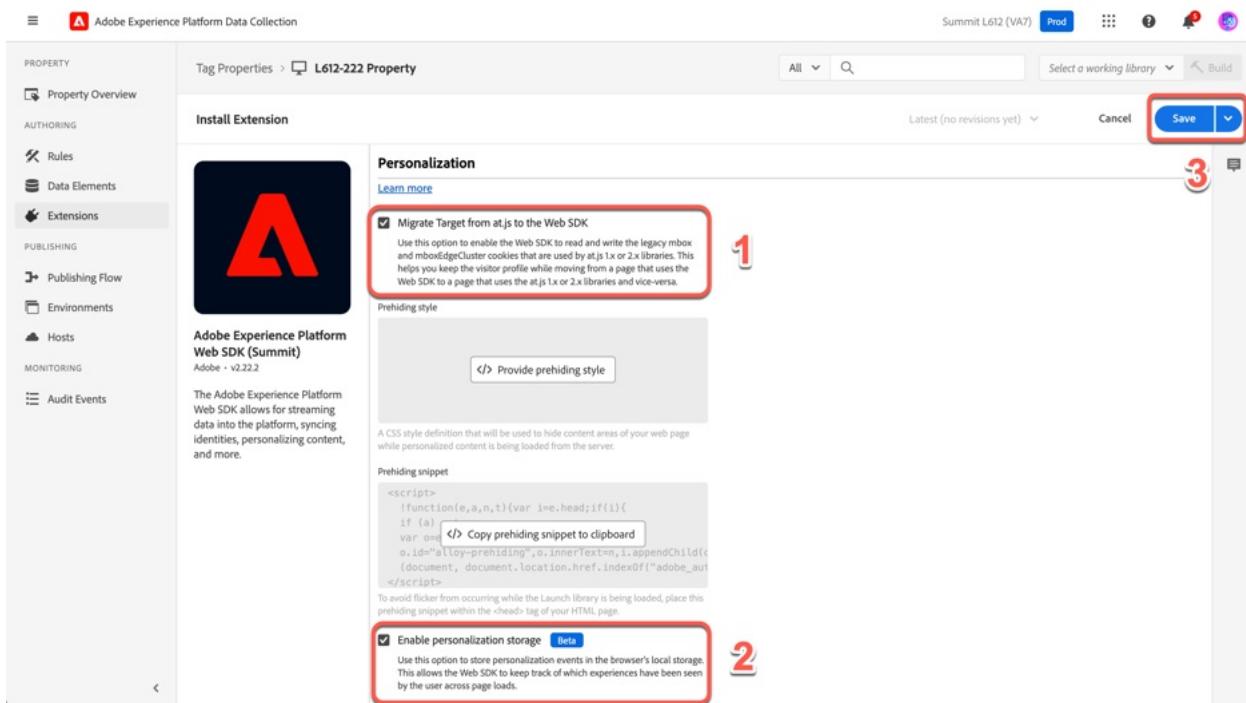
The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with various options like Property Overview, Rules, Data Elements, Extensions (which is selected), Publishing, etc. The main area shows 'Tag Properties > L612-222 Property'. A search bar at the top has 'web sdk' typed into it. Below the search bar, there are two tabs: 'Installed' and 'Catalog'. Under 'Installed', there's a card for 'AA via AEP Web SDK' and another for 'Adobe Experience Platform Web SDK (Summit)'. The 'Adobe Experience Platform Web SDK (Summit)' card is highlighted with a red box around its 'Install' button. To the right of these cards, there's a detailed description of the extension. At the bottom of the page, there are links for 'Terms of Use' and 'Privacy'.

**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.

This screenshot shows the 'Install Extension' dialog box. It has a header with 'Summit L612 (VA7) Prod' and a 'Save' button. The main area is titled 'Install Extension' and contains a 'Datastreams' section. Under 'Datastreams', there's a 'Production Datastream' dropdown which has 'L612-222 Datastream' selected. 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.

## Step 9: Configure Personalization and save

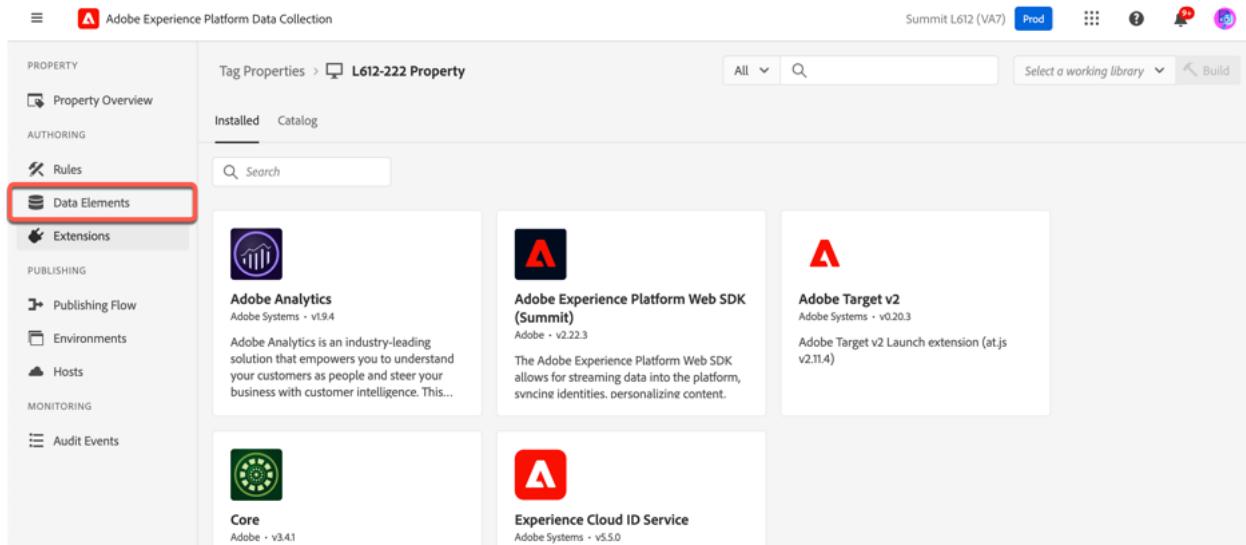
1. Scroll down to the **Personalization** section. Select the **Migrate Target from at.js to the Web SDK** checkbox
2. Select the **Enable personalization storage** checkbox
3. Click **Save**



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, there's a 'Prehiding style' section with a code editor containing a snippet. At the bottom of the 'Personalization' section, there's another checkbox for 'Enable personalization storage' with a 'Beta' label. The 'Save' button in the top right corner is circled in red.

## 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' (v0.20.3), 'Core' (v3.4.1), and 'Experience Cloud ID Service' (v5.5.0). The 'Installed' tab is selected, and the 'Catalog' tab is visible above it.

**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 are search and filter fields, followed by a table listing three existing data elements: 'Cart Total', 'Page Type', and 'Tags Property Name'. 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**.

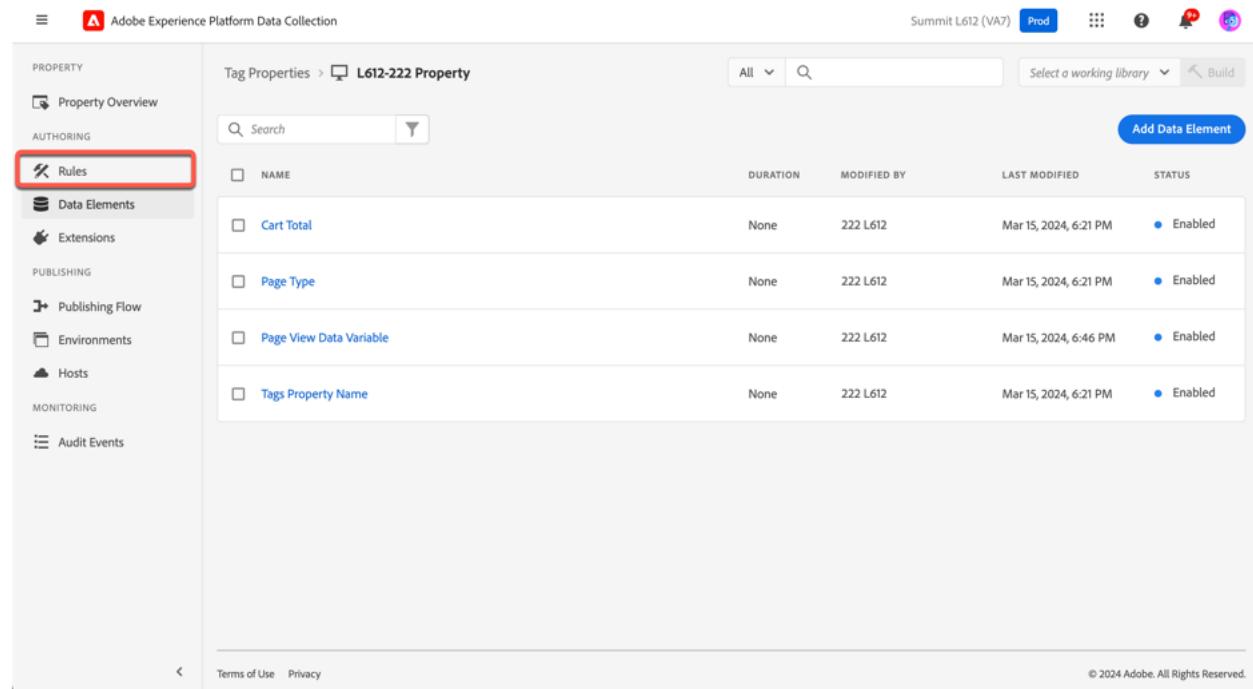
The screenshot shows the 'Create Data Element' dialog box. The left sidebar is identical to the previous screenshot. The main area has a title 'Create Data Element' and a 'Cancel' button. On the right is a 'Save' button, which is highlighted with a red box and has a red number '6' above it. The dialog contains several fields and options:
 

- Name:** 'Page View Data Variable' (highlighted with a red box and labeled '1').
- Extension:** 'Adobe Experience Platform Web S...' (highlighted with a red box and labeled '2').
- Data Element Type:** 'Variable' (highlighted with a red box and labeled '3').
- Solutions:** A section with two checked checkboxes: 'Adobe Analytics' and 'Adobe Target' (highlighted with a red box and labeled '5').
- Storage Duration:** 'None' (highlighted with a red box and labeled '6').

 A large explanatory text block is present between the extension and data type fields, and a 'Choose the property you want to populate' section is visible below the storage duration.

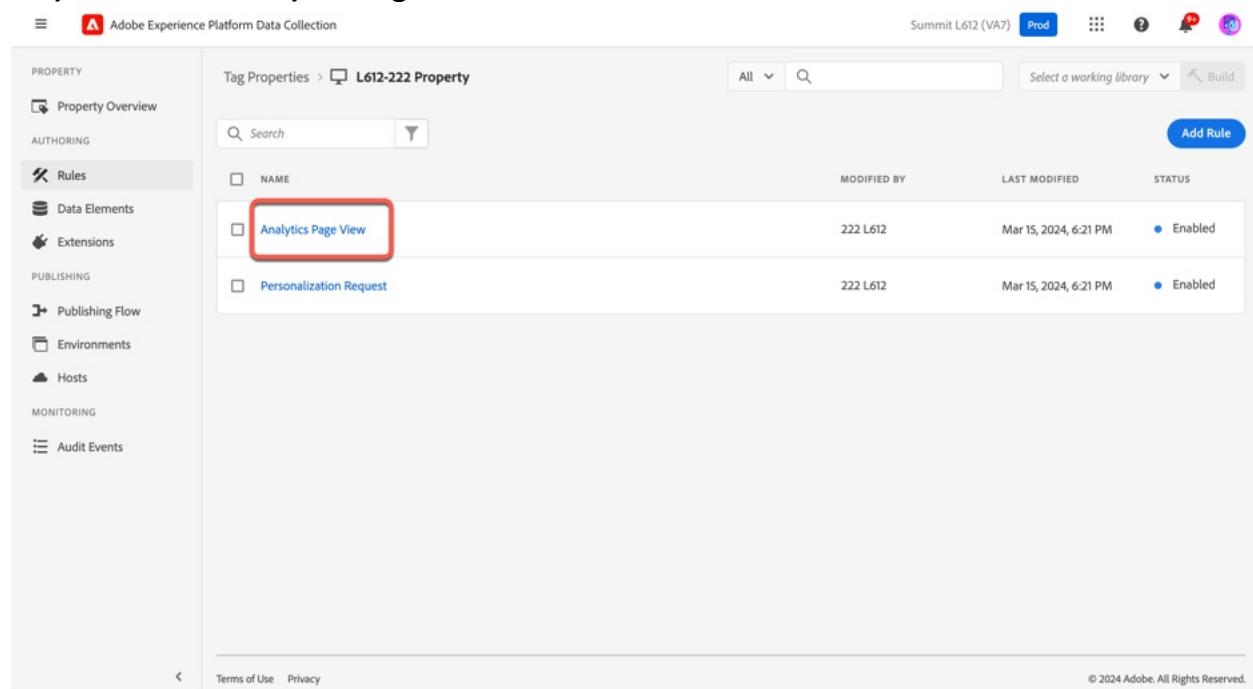
## Exercise 1.5: Migrate the Analytics Page View rule

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



The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, a sidebar lists various categories: PROPERTY, AUTHORIZING, PUBLISHING, MONITORING, and AUDIT EVENTS. Under AUTHORIZING, the 'Rules' option is selected and highlighted with a red box. The main content area is titled 'Tag Properties > L612-222 Property'. It contains a search bar and a table with columns: NAME, DURATION, MODIFIED BY, LAST MODIFIED, and STATUS. The table lists four rules: 'Cart Total', 'Page Type', 'Page View Data Variable', and 'Tags Property Name', all of which are enabled.

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



This screenshot shows the same interface as the previous one, but the 'Analytics Page View' rule has been selected. It is highlighted with a red box in the list. The other rules ('Cart Total', 'Page Type', and 'Page View Data Variable') are still visible below it.

### 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 options like 'PROPERTY', 'AUTHORING' (with 'Rules' selected), 'PUBLISHING', 'MONITORING', and 'Audit Events'. The main area has tabs for 'Tag Properties' and 'L612-222 Property'. Under 'Edit Rule', there's a 'Name' field set to 'Analytics Page View'. The 'IF' section is labeled 'Determines when you want the rule to fire'. The 'EVENTS' section contains a single event 'Core - Page Bottom'. The 'CONDITIONS' section has an 'Add' button. The 'THEN' section is labeled 'Determines what you want the rule to do'. The 'ACTIONS' section contains three actions: 'Adobe Analytics - Set Variables', 'WAIT, THEN', 'Adobe Analytics - Send Beacon', 'WAIT, THEN', and 'Adobe Analytics - Clear Variables'. The 'Adobe Analytics - Clear Variables' action is circled in red with a yellow border.

### 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 'Latest' configuration for 'Analytics Page View'. Step 1 highlights the 'Extension' dropdown, which is set to 'Adobe Experience Platform Web S...'. Step 2 highlights the 'Action Type' dropdown, which is set to 'Update variable'. To the right is the 'Variable Editor' panel, which lists 'data | object' and 'adobe | object' categories, with 'analytics | object' selected. Below this is the 'Adobe Analytics' section, which includes options for 'Provide individual attributes' (selected) or 'Provide JSON or Data Element', and sections for 'eVar', 'Prop', and 'Event' configuration.

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

1. Select **eVar 1** from the 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'. The 'Variable Editor' section is open, showing a tree view of objects: data (object), \_\_adobe (object), analytics (object), and target (object). Below this, the 'Adobe Analytics' section has two radio buttons: 'Provide individual attributes' (selected) and 'Provide JSON or Data Element'. A row contains 'eVar \*' (with a dropdown menu containing 'eVar1'), 'Action' (set to 'Set as'), and 'Value' (a field with a storage icon). A red box labeled '1' highlights the 'eVar1' dropdown, '2' highlights the 'Set as' action, and '3' highlights the storage icon. There are also sections for 'Prop \*', 'Event \*', and event details.

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

This screenshot shows the 'Select Data Element' dialog box overlaid on the main interface. The dialog has a search bar at the top and a list of items: Cart Total, Page Type, Page View Data Variable (which is selected and highlighted with a red box labeled '1'), and Tags Property Name. At the bottom of the dialog is a 'Select' button, which is also highlighted with a red box labeled '2'. The background interface is identical to the one in the previous screenshot, showing the 'Variable Editor' and 'Action Configuration' sections.

**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. On the left, there's a sidebar with categories: PROPERTY, AUTHORIZING, PUBLISHING, MONITORING. Under AUTHORIZING, 'Rules' is selected. The main area is titled 'Edit Rule' for 'L612-222 Property'. It has sections for 'Name' (Analytics Page View), 'IF - Determines when you want the rule to fire' (Core - Page Bottom), 'EVENTS' (Core - Page Bottom), 'CONDITIONS' (Add), 'THEN - Determines what you want the rule to do', and 'ACTIONS' (Actions tab). Under ACTIONS, there are three actions in sequence: 'Adobe Analytics - Set Variables', 'WAIT, THEN', 'Adobe Analytics - Send Beacon', 'WAIT, THEN', and 'Adobe Analytics - Clear Variables'. Below these, there's another 'WAIT, THEN' step followed by 'Adobe Experience Platform Web SDK (Summit) - Update variable'. A red box highlights the plus sign icon next to the 'Update variable' action, indicating where to click to add another action.

## 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 a 'Page View' tag. On the left sidebar, 'Rules' is selected under 'AUTHORING'. The main area 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. It lists several options: 'Cart Total', 'Page Type', 'Page View Data Variable' (which is highlighted with a red box and has a checkmark), and 'Tags Property Name'. At the bottom right of the dialog is a 'Select' button, which is also highlighted with a red box and has a red number '2' above it. The background shows the same 'Action Configuration' screen as the previous step.

## Step 11: Click Save/Keep Changes

The screenshot shows the 'Action Configuration' screen for a rule named 'Analytics Page View'. The left sidebar lists various categories like PROPERTY, AUTHORIZING, PUBLISHING, MONITORING, and Audit Events. The main panel shows the configuration for an 'Extension' (Adobe Experience Platform Web SDK) with an 'Action Type' of 'Send event'. The 'Name' is set to 'Adobe Experience Platform Web SDK (Sum...'. The 'Data' section includes fields for 'Type' (set to 'Event') and 'Name' (set to '%Page View Data Variable%'). There are also sections for 'ADVANCED OPTIONS' and checkboxes for 'Include rendered propositions' and 'Document will unload'. The top right features a 'Cancel' button and a prominent blue 'Keep Changes' button, which is highlighted with a red box.

## Step 12: Delete the unneeded Analytics Actions

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

The screenshot shows the 'Edit Rule' screen for 'Analytics Page View'. The left sidebar is identical to the previous screenshot. The main panel shows the rule's configuration. The 'IF' condition is set to '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'. The first action is highlighted with a red box and labeled '1'. The second action is highlighted with a red box and labeled '2'. The third action is highlighted with a red box and labeled '3'. The top right features a 'Save' button and a '...' button, both of which are highlighted with red boxes.

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**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 'Analytics Page View'. The left sidebar has 'Rules' selected. The main area shows the rule configuration with 'Core - Page Bottom' as the event. Under 'Actions', there are two items: 'Adobe Experience Platform Web SDK (Summit) - Update variable' and 'WAIT, THEN Adobe Experience Platform Web SDK (Summit) - Send event'. The 'Save' button at the top right is highlighted with a red box.

## 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 'Analytics Page View'. The left sidebar has 'Datastreams' selected. A context menu is open over 'Datastreams', with the option 'Open Link in New Tab' highlighted with a red box. The main area shows the rule configuration with 'Core - Page Bottom' as the event. Under 'Actions', there are two items: 'Adobe Experience Platform Web SDK (Summit) - Update variable' and 'WAIT, THEN Adobe Experience Platform Web SDK (Summit) - Send event'. The 'Save' button at the top right is highlighted with a red box.

**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-e7adc656256	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-e7adc656256

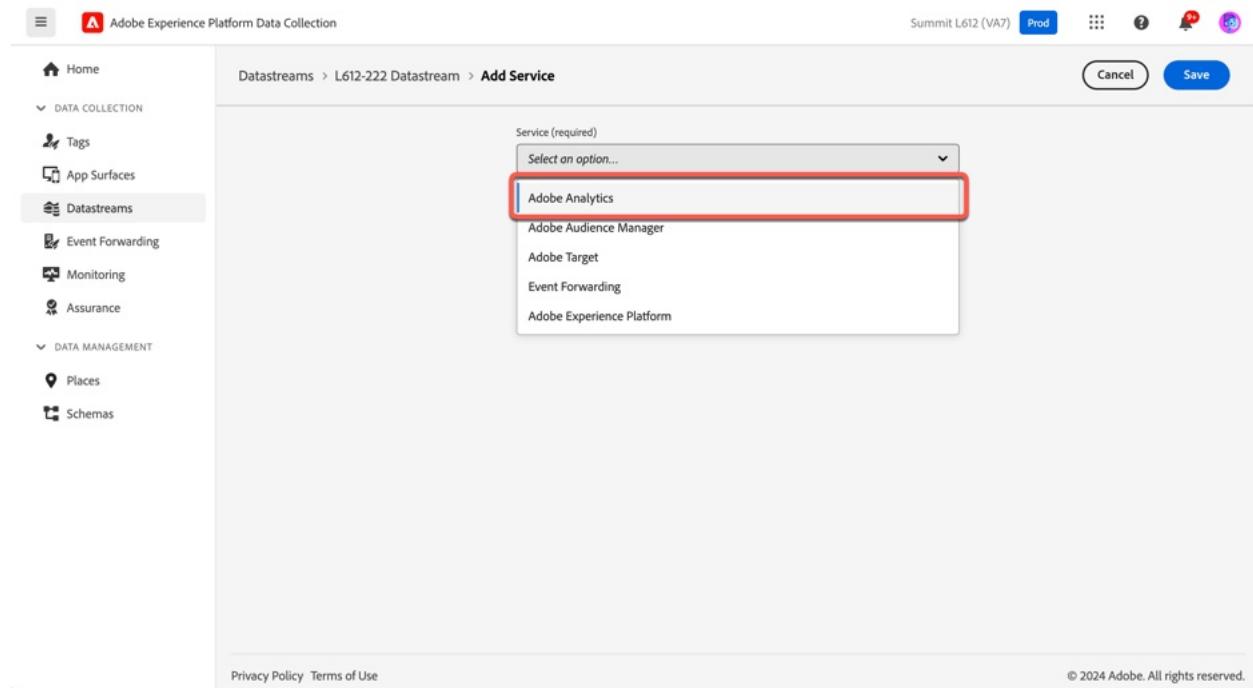
Event Schema  
L612 Schema

Created By  
L612+222@adobeeventlab.com

Last Modified By  
L612+222@adobeeventlab.com

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

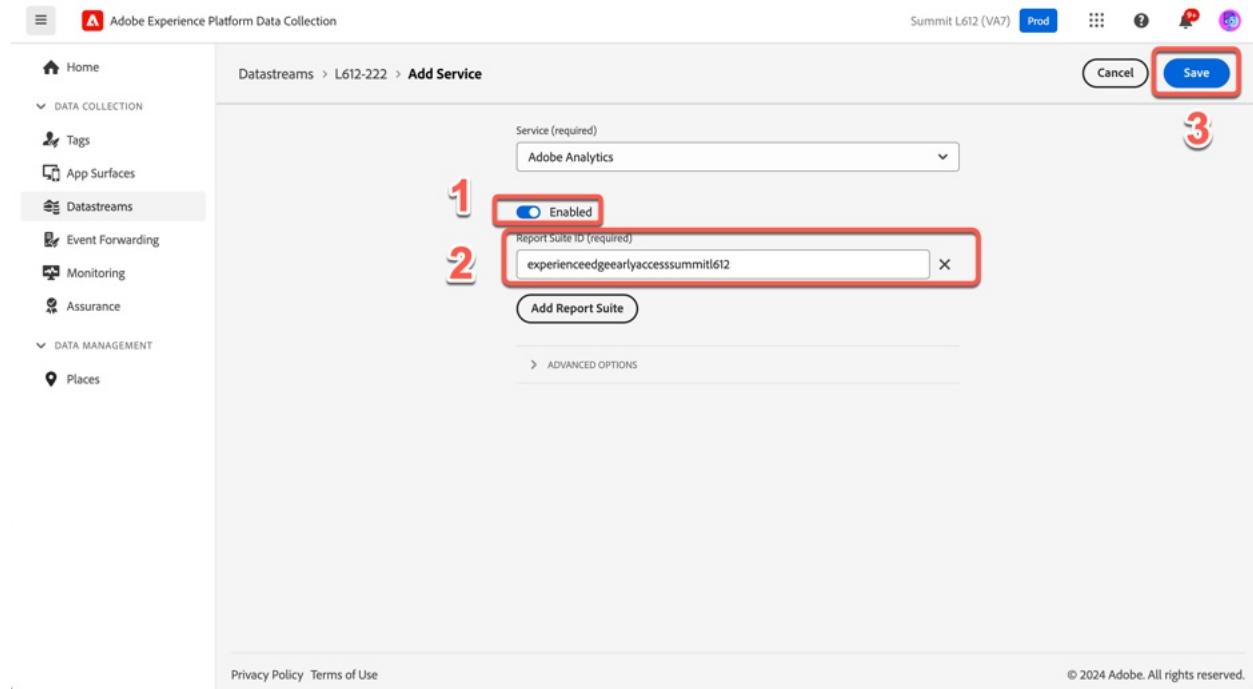
#### Step 4: Select Adobe Analytics from the drop-down



The screenshot shows the 'Add Service' screen for a Datastream named 'L612-222'. On the left, there's a sidebar with categories 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 menu with options: 'Select an option...', 'Adobe Analytics' (which is highlighted with a red box), 'Adobe Audience Manager', 'Adobe Target', 'Event Forwarding', and 'Adobe Experience Platform'. At the bottom, there are links for Privacy Policy and Terms of Use, and a copyright notice for 2024 Adobe.

#### 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 same 'Add Service' screen as the previous one, but with configuration details filled in. The 'Service (required)' dropdown is set to 'Adobe Analytics'. The 'Enabled' toggle switch (labeled 1) is turned on. The 'Report Suite ID (required)' input field (labeled 2) contains the value 'experienceedgeearlyaccesssummitl612'. The 'Save' button (labeled 3) is highlighted with a red box. The rest of the interface is identical to the first screenshot.

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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

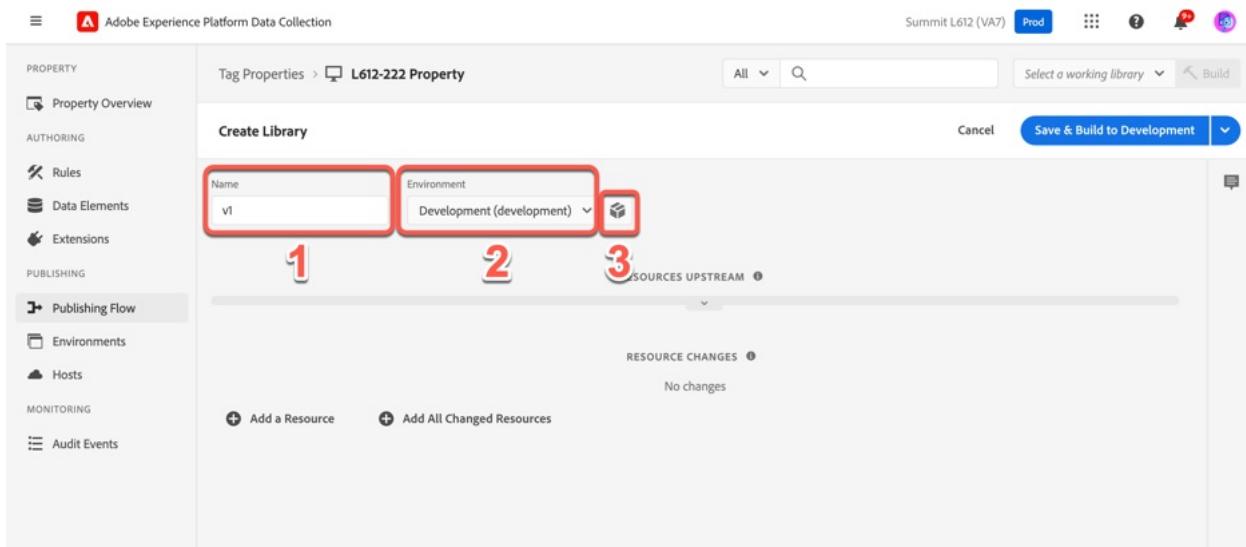
The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, a sidebar lists categories: PROPERTY, AUTHORIZING, PUBLISHING (with Publishing Flow highlighted by a red box), and MONITORING. The main area displays 'Tag Properties > L612-222 Property'. A search bar and filter buttons ('All', 'Search') are at the top. A 'Select a working library' dropdown and a 'Build' button are on the right. The central table lists two items: 'Analytics Page View' and 'Personalization Request', both marked as 'Enabled'. The table columns are 'NAME', 'MODIFIED BY', 'LAST MODIFIED', and 'STATUS'.

## Step 7: Click Add Library

The screenshot shows the same interface as the previous step, but the 'Add Library' button in the top right corner is now highlighted with a red box. The rest of the interface remains the same, showing the Publishing Flow tab selected and the list of publishing flows.

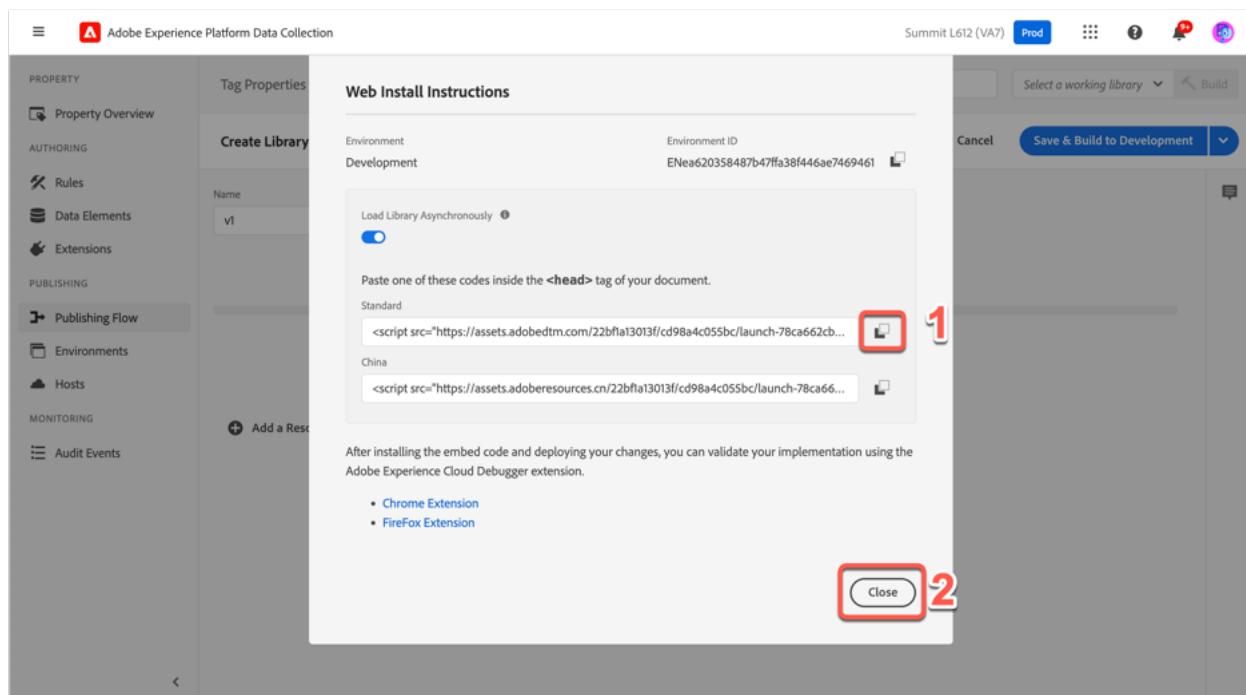
## Step 8:

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

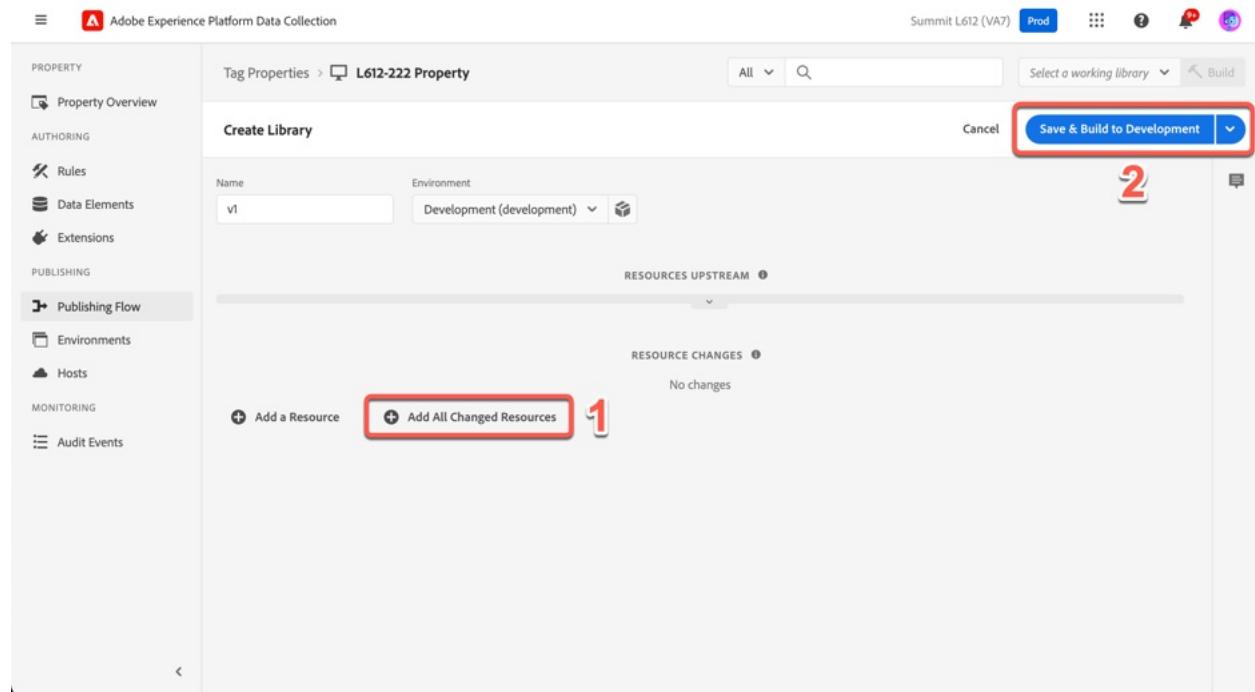


## Step 9: When you click the cube-shaped package icon, the following screen will appear.

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



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

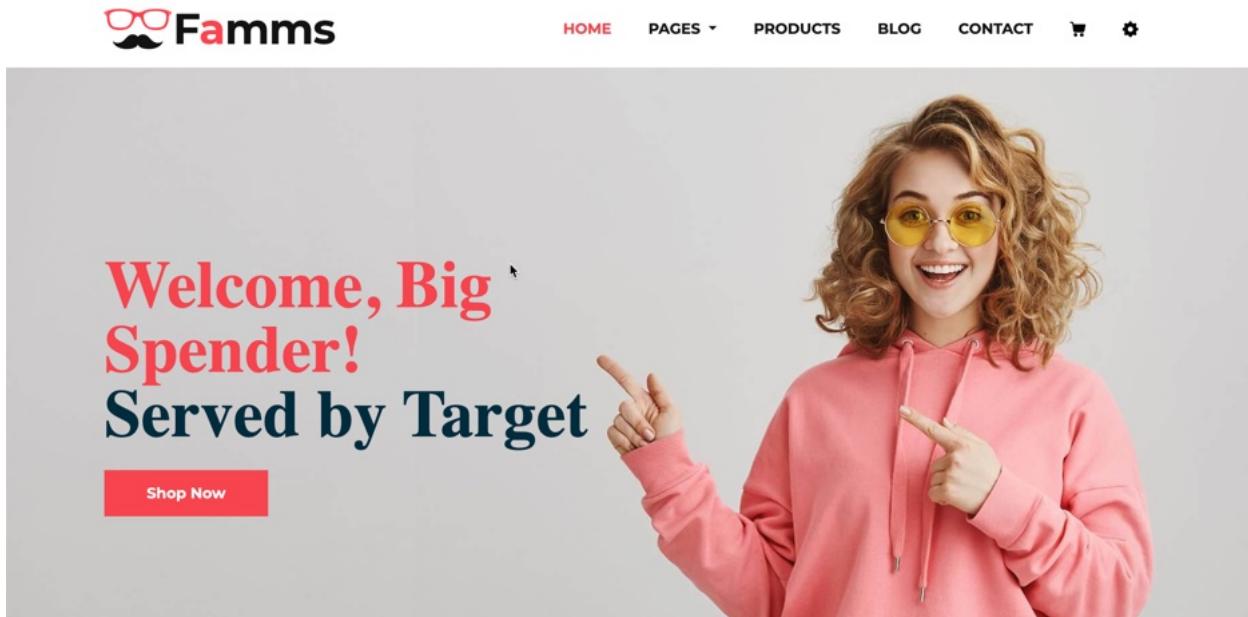


**Step 11: Open a new browser tab and navigate to <https://adobesummit24.com/>**

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

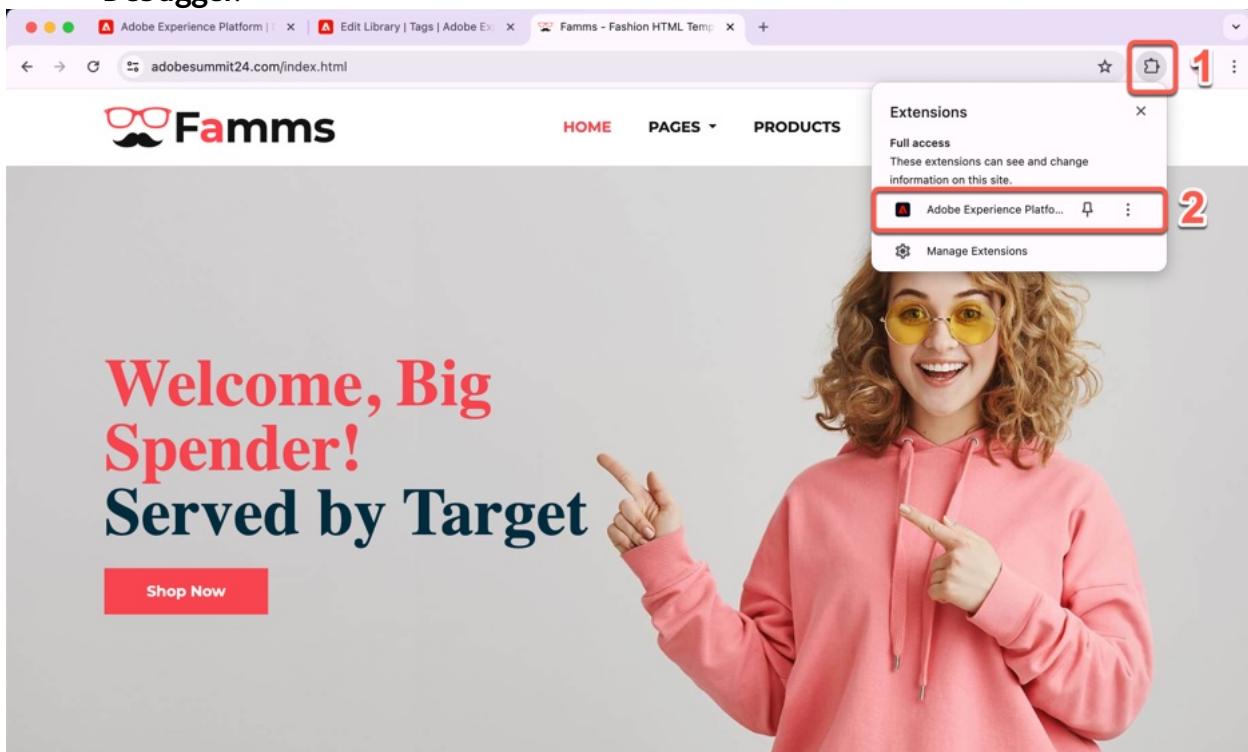
The screenshot shows a website for 'Famms'. At the top, there's a 'Adobe Tags Library' section with an input field containing a script tag. The script tag is highlighted with a red box labeled '2'. Below the input field are 'Reset' and 'Save and reload' buttons, both highlighted with a red box labeled '3'. The website's header features a logo with glasses and a mustache, followed by the word 'Famms'. To the right of the logo are navigation links: HOME, PAGES, PRODUCTS, BLOG, CONTACT, and a shopping cart icon. A gear icon, which is highlighted with a red box labeled '1', is also part of the header. The main content area of the website features a woman in a pink hoodie pointing upwards, with text overlaying the image: 'Sale 20% Off On Everything' and a 'Shop Now' button.

**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. On the left, there's a sidebar with 'SOLUTIONS' and 'TOOLS' sections. Under 'SOLUTIONS', 'Experience Platform Web SDK' is highlighted. Under 'TOOLS', 'Logs', 'Network', 'Events', 'Auditor', and 'Settings' are listed. The main content area displays several service status cards:

- 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, Page Load Event 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 a 'Lock' icon and copyright information: v1.5.4 © 2024 Adobe. All rights reserved.

**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. The left sidebar has the 'Network' tab highlighted. 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/v1/interact...	https://experienceedgeearlyat.ttmrtdc.net/...	https://assets.adobedtm.com/22bf1a3013ff...
Method	POST	POST	GET
Query String	?configId=91328171-3de5-4a34-87ad-4e7ad...	?client=experienceedgeearlya&sessionId=3...	
POST Body	{"meta": {"configOverrides": {}}, "target": {"mig...}}	{"requestId": "6ebf93e08bd4d4833a0fde0c..."}	
Pathname	/ee/or2/v1/interact	/rest/v1/delivery	/22bf1a3013ffcd98a4c055bc/launch-78ca66...
Hostname	edge.adobedc.net	experienceedgeearlyat.ttmrtdc.net	assets.adobedtm.com
Domain	adobedc.net	omrtdc.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		6GlymclPuiQxYzrsz_pkqfLG9yMXBpb2zX5...	
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 a 'Lock' icon and copyright information: v1.5.4 © 2024 Adobe. All rights reserved.

## 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.

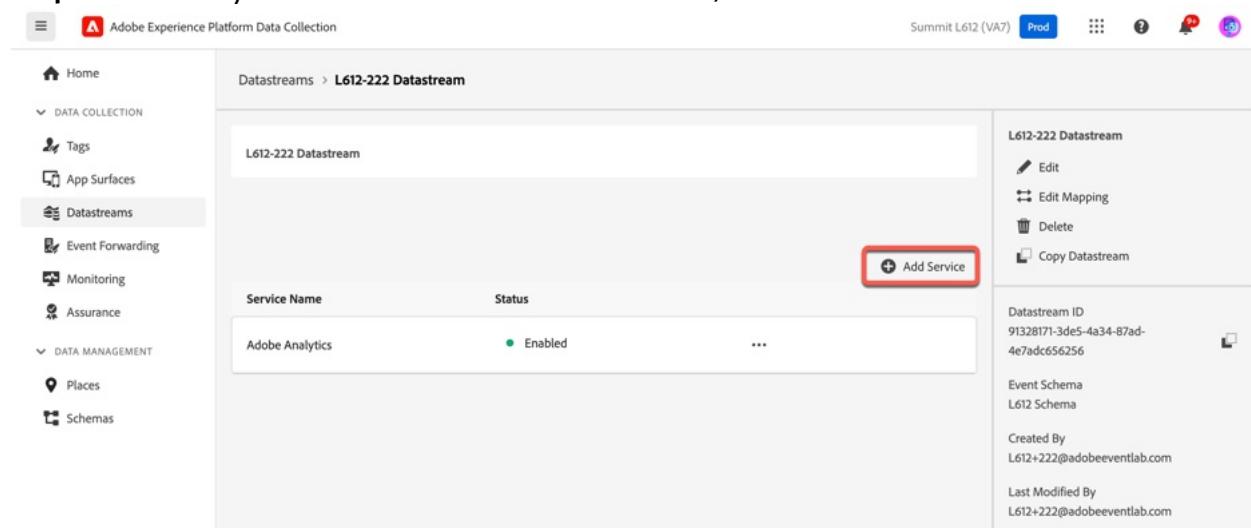
Although, we'll be disabling Analytics rules right away during this Lab, most customers leave them enabled for several months to ensure data is consistent as they transition from Adobe Analytics to Customer Journey Analytics.

## 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.

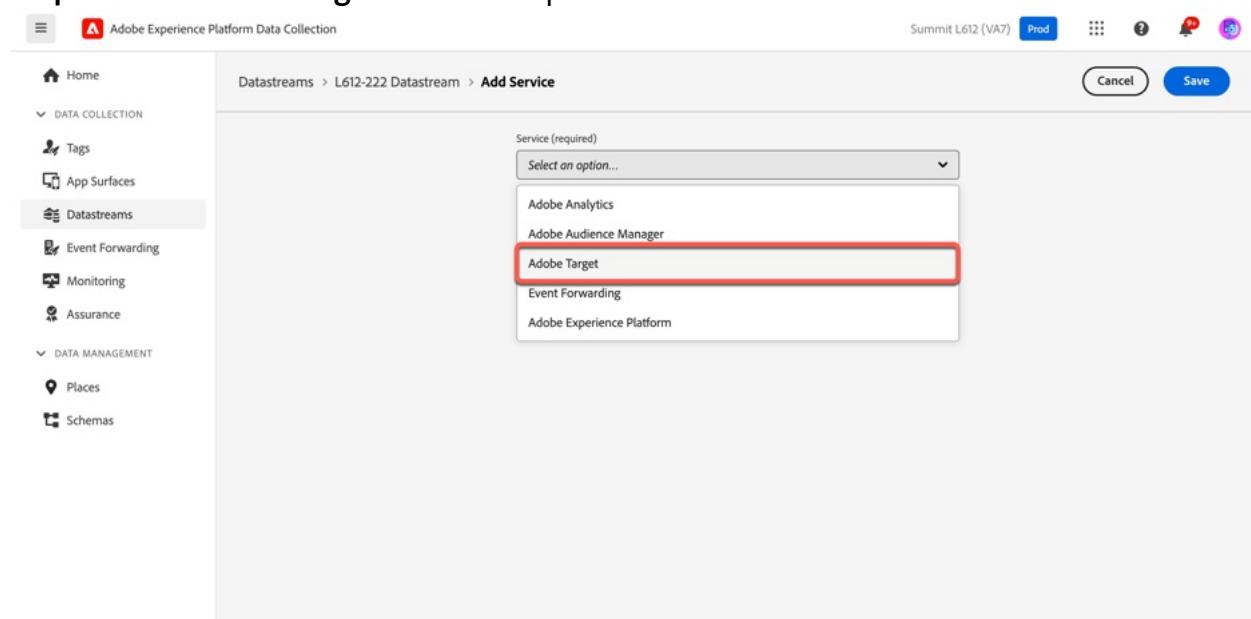
### Exercise 2.1: Add Adobe Target to your Datastream

**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 navigation sidebar with sections like Home, DATA COLLECTION (Tags, App Surfaces, Datastreams, Event Forwarding, Monitoring, Assurance), and DATA MANAGEMENT (Places, Schemas). The 'Datastreams' section is currently selected. In the main area, it shows 'L612-222 Datastream'. Below that, a table lists services: 'Service Name' (Adobe Analytics) and 'Status' (Enabled). To the right of the table is a vertical panel for 'L612-222 Datastream' with options like Edit, Edit Mapping, Delete, and Copy Datastream. At the bottom of this panel, it shows the 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). A prominent red box highlights the 'Add Service' button at the top right of the main content area.

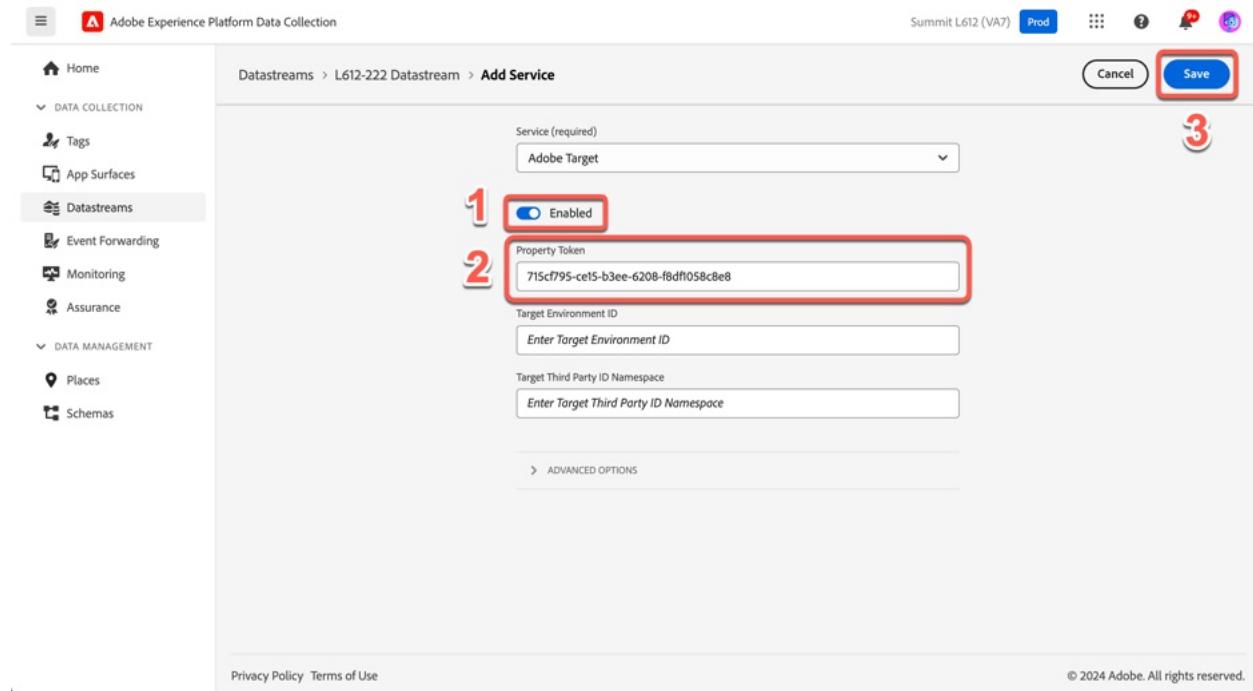
**Step 2:** Select **Adobe Target** from the dropdown menu.



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

PROPERTY

Tag Properties > L612-222 Property

SEARCH

Rules (selected)

Development

v1

Environment: Development

Submitted

Approved

Published

Add Library

PUBLISHING

Publishing Flow

Environments

Hosts

MONITORING

Audit Events

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

PROPERTY

Tag Properties > L612-222 Property

SEARCH

NAME

MODIFIED BY

LAST MODIFIED

STATUS

Add Rule

Analytics Page View (selected)

Personalization Request

222 L612 Mar 16, 2024, 6:06 PM Enabled

222 L612 Mar 15, 2024, 6:21 PM Enabled

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

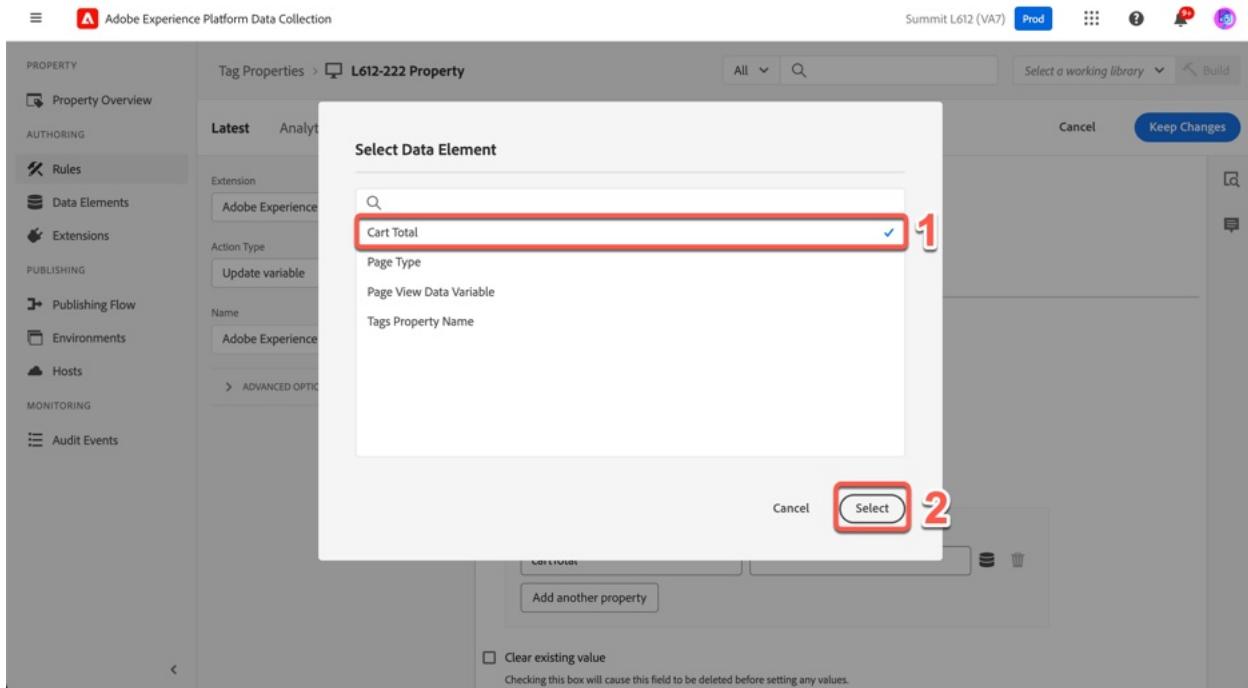
The screenshot shows the 'Edit Rule' screen for the 'Analytics Page View' rule. The left sidebar includes sections for Property, Authoring, Rules, Data Elements, Extensions, Publishing, Environments, Hosts, Monitoring, and Audit Events. The main area has tabs for 'IF' (selected), 'EVENTS', 'CONDITIONS', and 'THEN'. Under 'THEN', there are two actions: 'Adobe Experience Platform Web SDK (Summit) - Update variable' and 'Adobe Experience Platform Web SDK (Summit) - Send event'. The 'Update variable' action is highlighted with a red box.

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

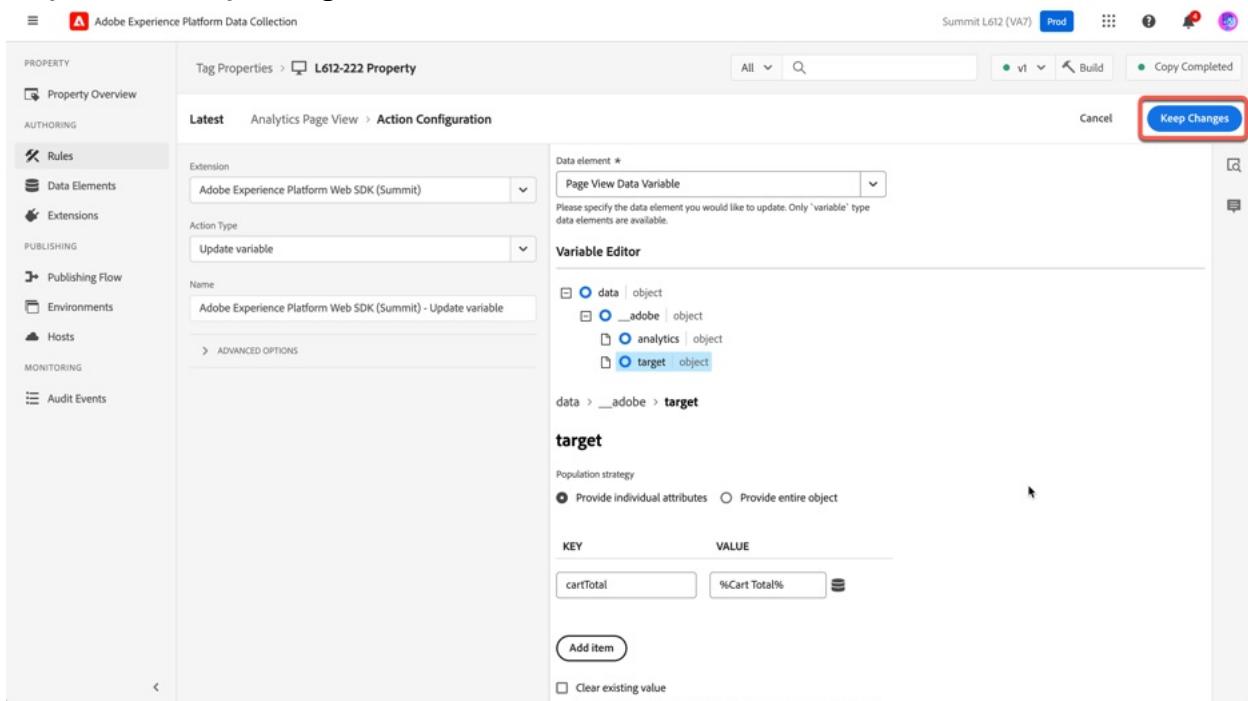
1. Select the **Target** object in the right-hand panel.
2. Type **cartTotal** in the empty key field.
3. Click the storage icon next to the empty value field.

The screenshot shows the 'Action Configuration' screen for the 'Update variable' action. The left sidebar includes sections for Property, Authoring, Rules, Data Elements, Extensions, Publishing, Environments, Hosts, Monitoring, and Audit Events. The main area shows the 'Extension' set to 'Adobe Experience Platform Web S...' and the 'Action Type' set to 'Update variable'. The 'Name' field contains 'Adobe Experience Platform Web SDK (Su...'. The 'Variable Editor' panel shows a tree structure with 'data' selected, leading to 'target' (marked with a red box labeled '1'). Below it is the 'Adobe Target' section. A table for setting properties is shown, with the 'Key' field containing 'cartTotal' (marked with a red box labeled '2') and the 'Value' field empty (marked with a red box labeled '3').

## 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 Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with navigation links: PROPERTY, AUTHORING (selected), Rules, Data Elements, Extensions, PUBLISHING, Publishing Flow, Environments, Hosts, MONITORING, and Audit Events. The main area is titled 'Tag Properties > L612-222 Property' and 'Edit Rule'. 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 '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

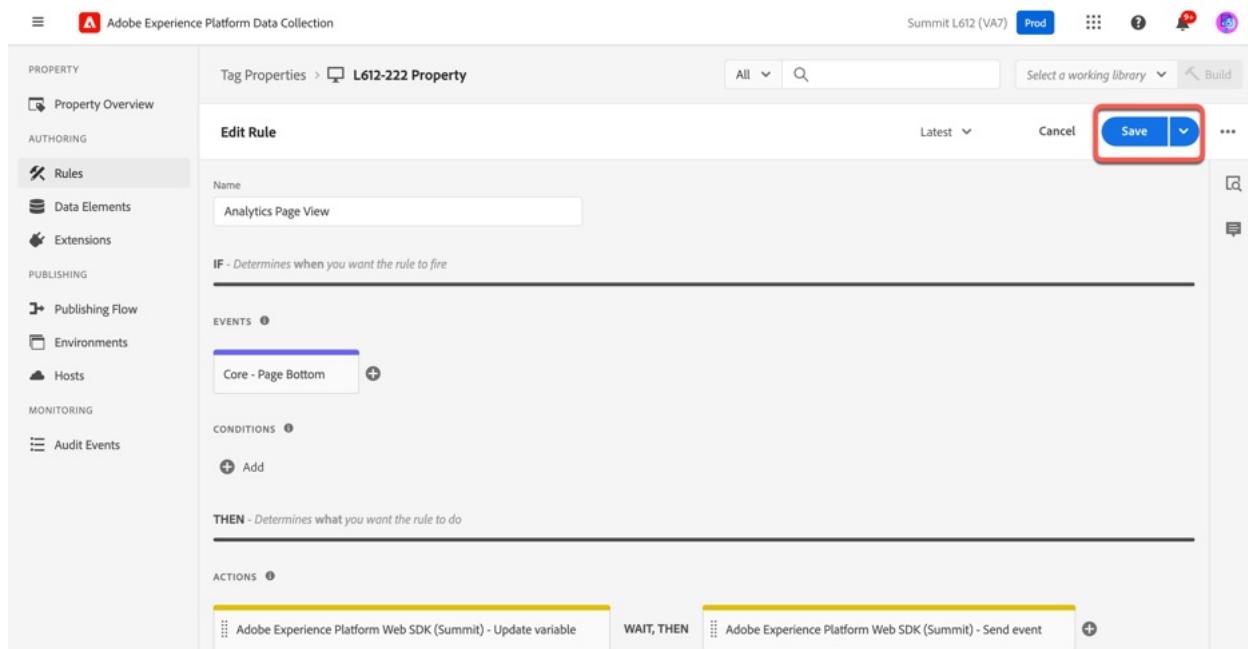
1. Scroll down to the **Personalization** section in the right-hand pane
2. Check the box that says **Render visual Personalization decisions**
3. Select **Save/Keep Changes**.

The screenshot shows the 'Action Configuration' dialog for the 'Send event' action. The left sidebar is identical to the previous screenshot. The main area shows the 'Extension' set to 'Adobe Experience Platform Web S...' and 'Action Type' set to 'Send event'. The 'Name' field contains 'Adobe Experience Platform Web SDK (Su...)' and the 'ADVANCED OPTIONS' link is visible. On the right, under 'Scopes', there are sections for 'Manually enter scopes.' and 'Provide a data element.'. Under 'Surfaces', there are sections for 'Manually enter surfaces.' and 'Provide a data element.'. A checkbox labeled 'Render visual personalization decisions' is checked and highlighted with a red box, with the number '2' next to it. Below it, a note says 'Check this to render visual personalization decisions.' At the bottom, there are checkboxes for 'Automatically send a display event' (Beta) and 'Automatic - request default personalization when it has not yet been requested.', and a link 'Request default personalization Beta'. The 'Keep Changes' button is highlighted with a red box and the number '3' next to it.

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

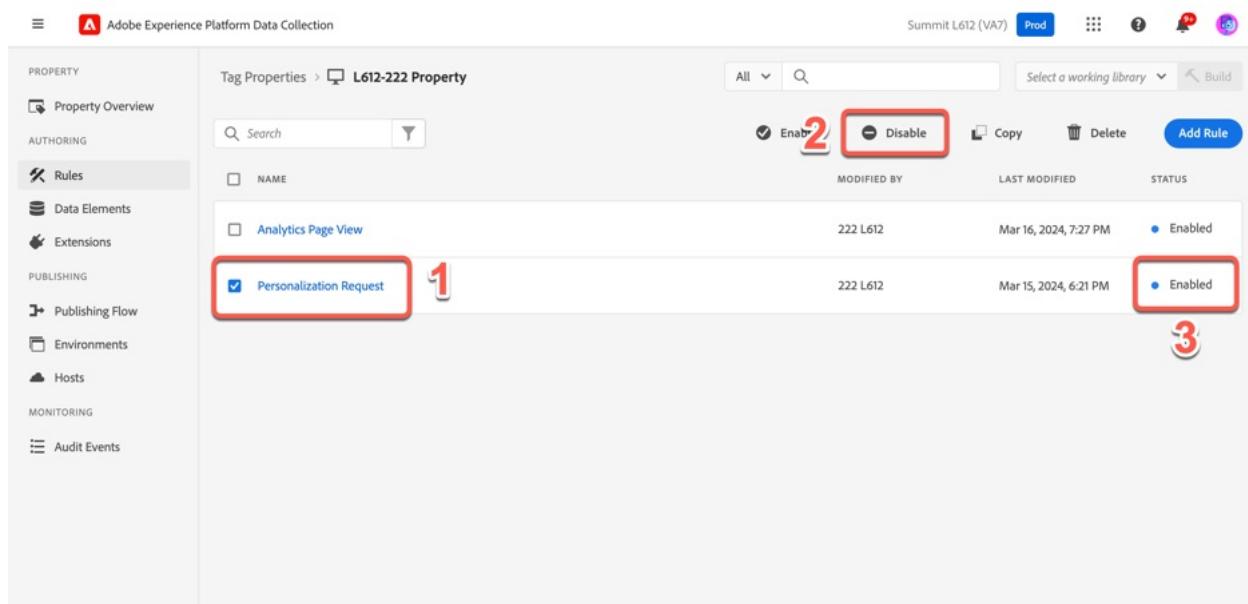
## Step 9: Click Save



The screenshot shows the 'Edit Rule' screen 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 'IF - Determines when you want the rule to fire' (with 'Core - Page Bottom' selected), 'CONDITIONS' (with '+ Add'), 'THEN - Determines what you want the rule to do', and 'ACTIONS' (with 'Adobe Experience Platform Web SDK (Summit) - Update variable' and 'WAIT, THEN' followed by 'Adobe Experience Platform Web SDK (Summit) - Send event'). At the top right, there are 'Save', 'Cancel', and other buttons. The 'Save' button 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.

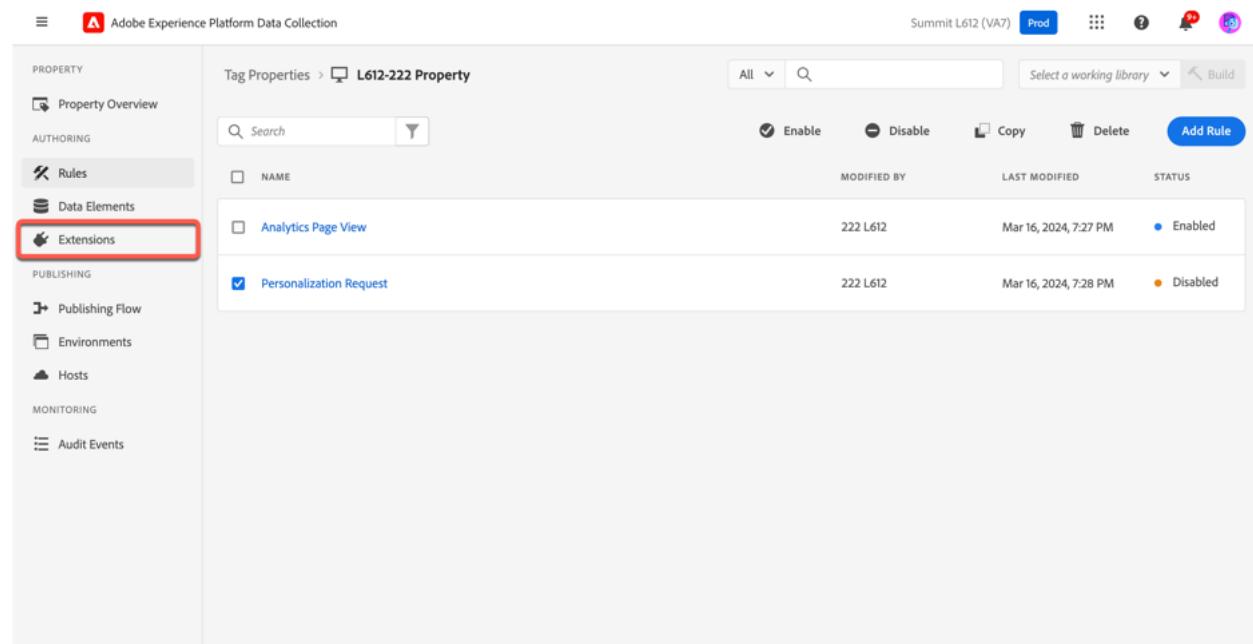


The screenshot shows the 'Rules' list screen. The left sidebar is identical to the previous screenshot. The main area lists rules with columns for NAME, MODIFIED BY, LAST MODIFIED, and STATUS. One rule, 'Personalization Request', is selected and highlighted with a red box labeled '1'. The 'Disable' button at the top of the list is highlighted with a red box labeled '2'. The 'Personalization Request' rule has a status of 'Enabled' indicated by a red box labeled '3'.

NAME	MODIFIED BY	LAST MODIFIED	STATUS
Analytics Page View	222 L612	Mar 16, 2024, 7:27 PM	Enabled
Personalization Request	222 L612	Mar 15, 2024, 6:21 PM	Enabled

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

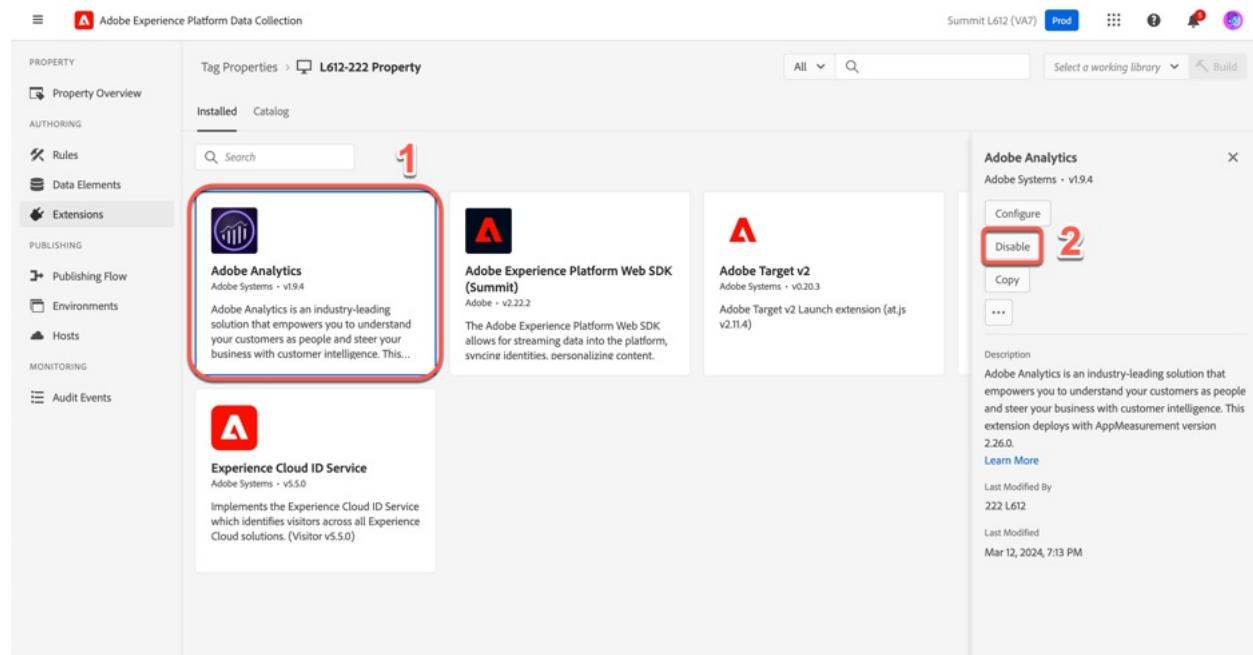
**Step 1:** Click **Extensions** in the left-hand menu.



The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there is a navigation sidebar with various menu items: PROPERTY, AUTHORING, Rules, Data Elements, **Extensions** (which is highlighted with a red box), PUBLISHING, Publishing Flow, Environments, Hosts, MONITORING, and Audit Events. The main content area is titled 'Tag Properties > L612-222 Property'. It contains a search bar, filter buttons, and a table with columns: NAME, MODIFIED BY, LAST MODIFIED, and STATUS. Two rows are visible: 'Analytics Page View' (Enabled) and 'Personalization Request' (Disabled).

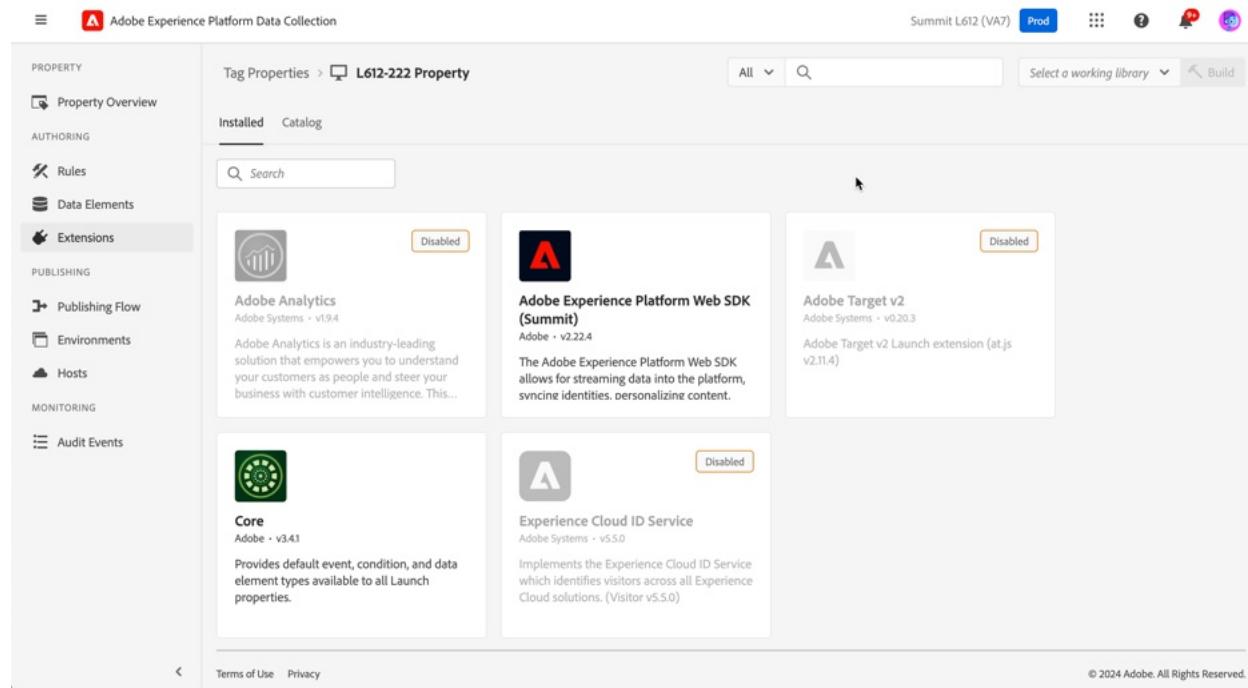
**Step 2:** Disable Tags extensions that are no longer used

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.



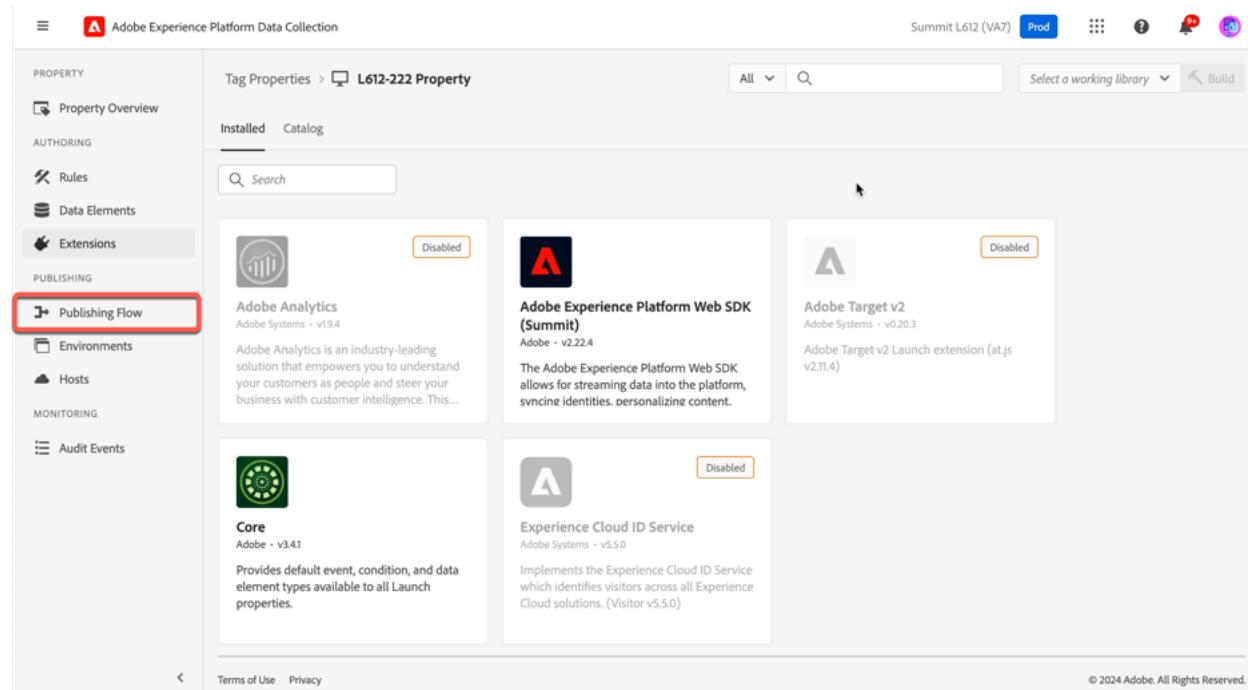
The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar is identical to the previous screenshot. The main content area is titled 'Tag Properties > L612-222 Property' and shows the 'Installed' tab of the catalog. There are three extensions listed: 'Adobe Analytics' (v1.9.4), 'Adobe Experience Platform Web SDK (Summit)' (v2.22.2), and 'Experience Cloud ID Service' (v5.5.0). 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 version (v1.9.4), a description, and a 'Configure' and 'Disable' button. The 'Disable' button is also highlighted with a red box and has a red number '2' above it. The detailed view also includes a 'Description' section and 'Learn More' links.

### 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 'Extensions' selected. The main area displays several extensions: 'Adobe Analytics' (Disabled), 'Adobe Experience Platform Web SDK (Summit)' (Enabled), 'Adobe Target v2' (Disabled), 'Core' (Enabled), and 'Experience Cloud ID Service' (Disabled). The top navigation bar shows 'Summit L612 (VA7) Prod'.

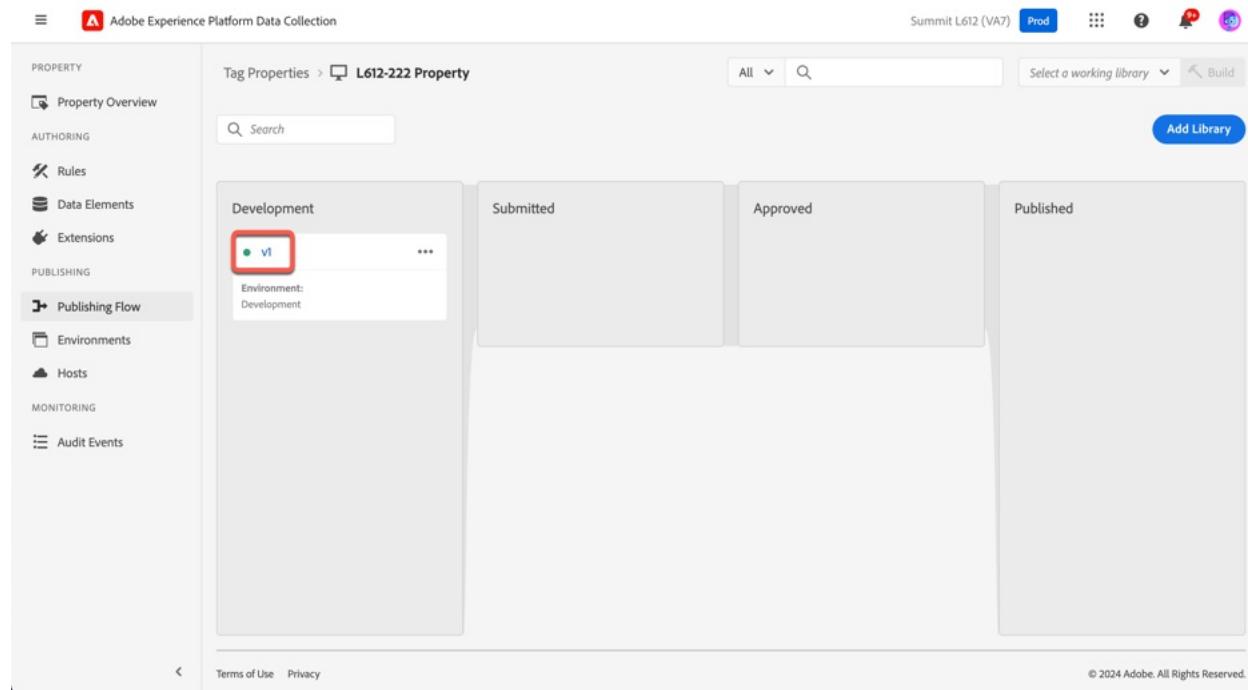
### Step 4: Click Publishing Flow in the left-hand menu.



The screenshot shows the same interface as above, but with 'Publishing Flow' selected in the left sidebar. The other items in the sidebar ('Property Overview', 'Rules', 'Data Elements', 'Audit Events') are also highlighted with a red box.

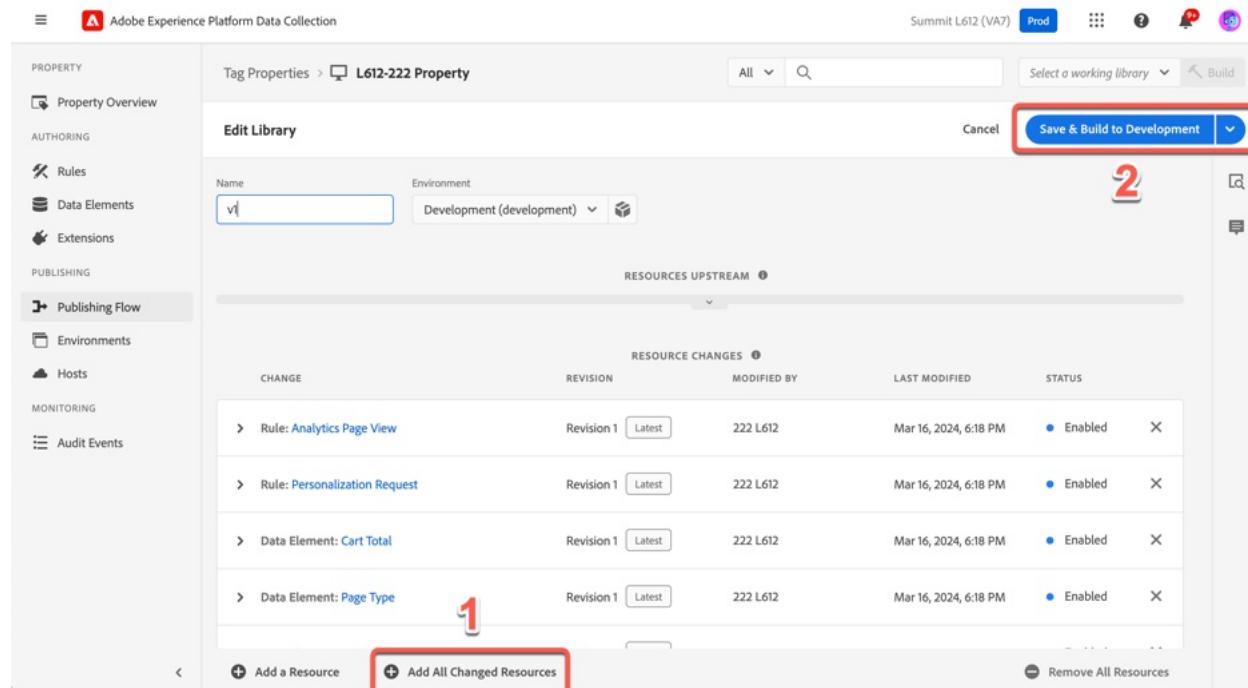
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## Step 5: Click on the library name.



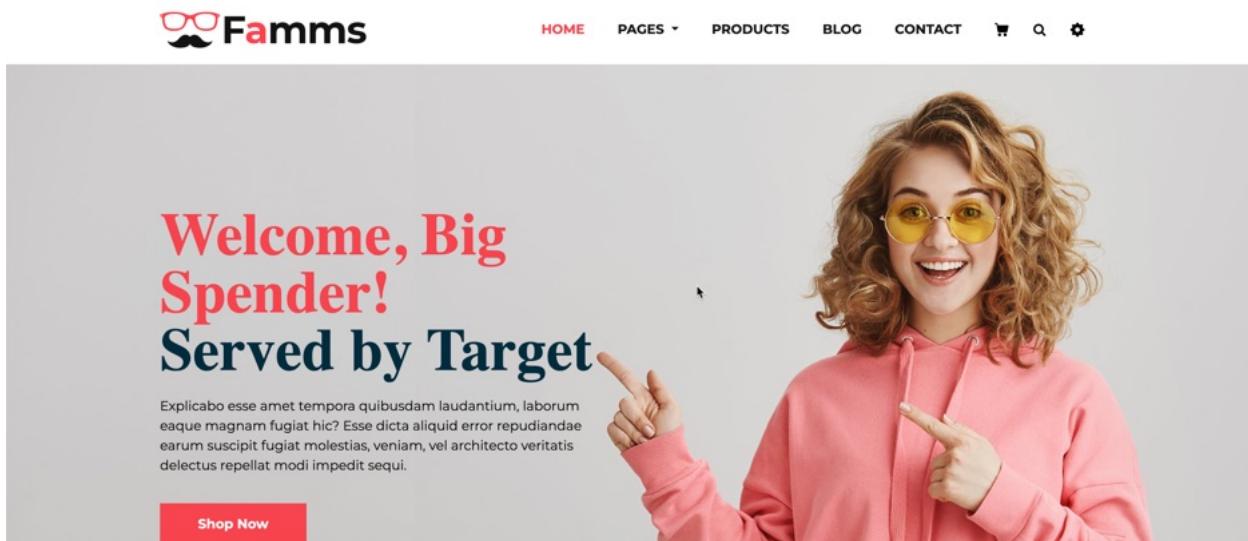
The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with sections like PROPERTY, AUTHORIZING, RULES, DATA ELEMENTS, EXTENSIONS, PUBLISHING (which is expanded to show PUBLISHING FLOW), ENVIRONMENTS, HOSTS, MONITORING, and AUDIT EVENTS. The main area is titled 'Tag Properties > L612-222 Property'. It has tabs for All, Search, and a dropdown to 'Select a working library' with options Prod, Summit L612 (VA7), and Build. There's also an 'Add Library' button. Below these are four status boxes: Development (with 'v1' highlighted in a red box), 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 is identical to the previous screenshot. The main area is titled 'Edit Library' with a 'Cancel' button. It shows a 'Name' field with 'v1' and an 'Environment' dropdown set to 'Development (development)'. Below this is a 'RESOURCES UPSTREAM' section with a table of 'RESOURCE CHANGES'. The table has columns: CHANGE, REVISION, MODIFIED BY, LAST MODIFIED, and STATUS. It lists four items: 'Rule: Analytics Page View', 'Rule: Personalization Request', 'Data Element: Cart Total', and 'Data Element: Page Type', all in 'Enabled' status. At the bottom of the table, there are buttons for '+ Add a Resource', '+ Add All Changed Resources' (highlighted in a red box), and 'Remove All Resources'. To the right of the table, there's a red number '2'. A red box also highlights the 'Save & Build to Development' button at the top right of the screen.

**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.

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/or2/v1/interact...	https://edge.adobedc.net/ee/or2/v1/interact...	https://assets.adobedtm.com/22bf1a13013f...
Method	POST	POST	GET
Query String	?configId=8c80ded9-577b-41ea-a6fa-5d86b...	?configId=8c80ded9-577b-41ea-a6fa-5d86b...	{ "meta": { "configOverrides": {} }, "target": { "migr...
POST Body	{"meta": {"configOverrides": {}}, "target": {"migr...	{"meta": {"configOverrides": {}}, "target": {"migr...	
Pathname	/ee/or2/v1/interact	/ee/or2/v1/interact	/22bf1a13013f/b84e8bd13df5/launch-d1dd4...
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-5d86b2d2ff8d9	8c80ded9-577b-41ea-a6fa-5d86b2d2ff8d9	
events	[{"xdm": {"_experience": {"decisioning": {"pro...	[{"query": {"personalization": {"schemas": {"ht...	
meta	{"configOverrides": {}, "target": {"migration": "tr..."}	{"configOverrides": {}, "target": {"migration": "tr..."}	
query	{"identity": {"fetch": ["ECID"]}}	{"identity": {"fetch": ["ECID"]}}	
requestId	9c651b58-5466-406f-8682-83822e2e2273	c4ff9b3b-e665-436d-b072-870dhd92a201	

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## Section Recap

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

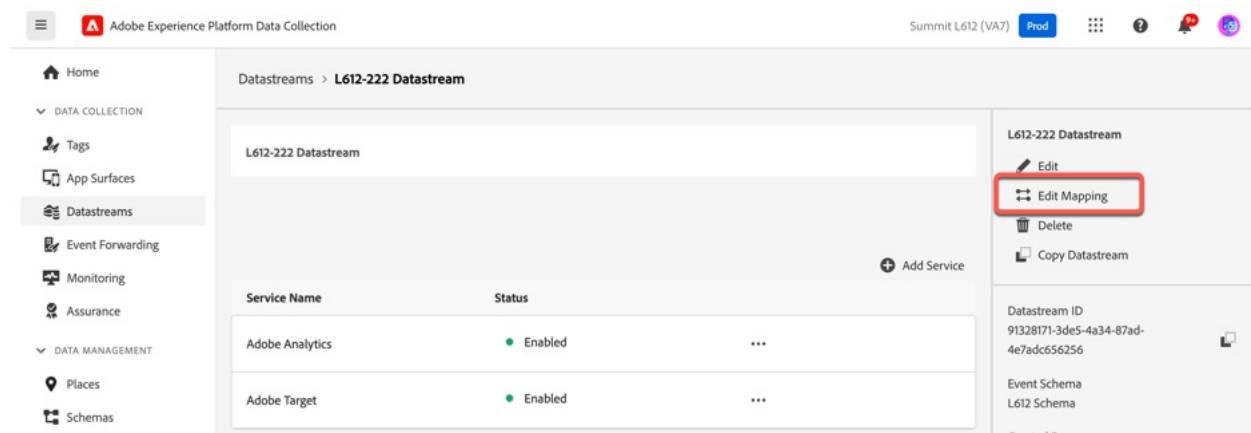
If you look at your debugger, you'll see that only the Web SDK is now the only library that is sending requests. We have fully moved our Analytics and Target implementations to the Web SDK and have haven't mentioned XDM yet. That's about to change, though.

# 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.

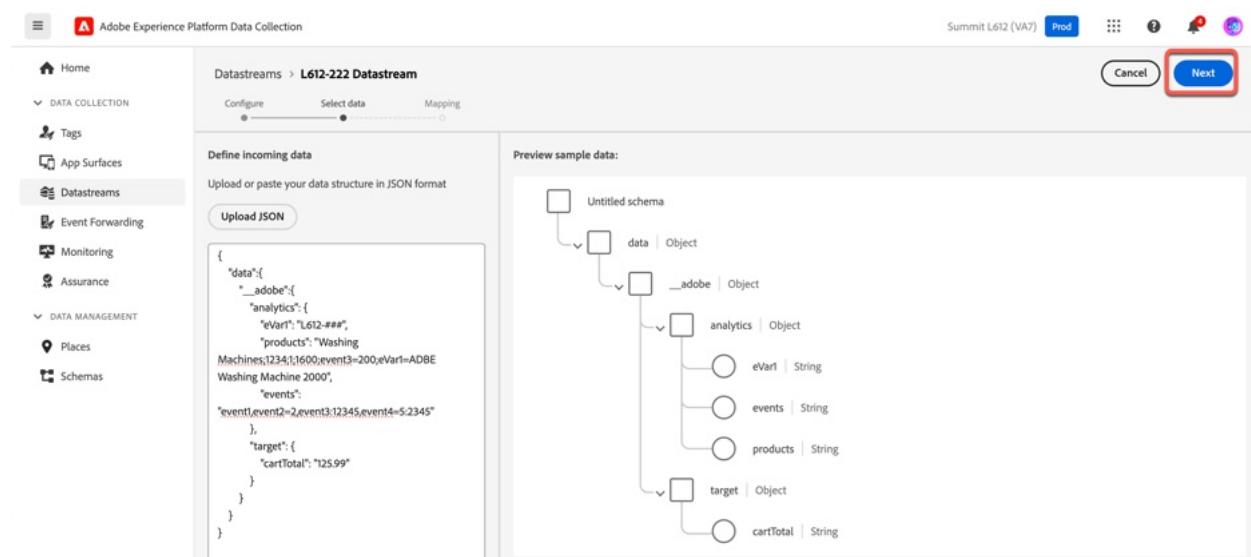
## Exercise 3.1: Add a simple mapping

**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 navigation links 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). To the right, a context menu for the 'L612-222 Datastream' is open, with 'Edit Mapping' highlighted by a red box. Other options in the menu include Delete, Copy Datastream, and a link to the Datastream ID (91328171-3de5-4a34-87ad-4e7adc656256) and Event Schema (L612 Schema). A 'Created By' field is also visible.

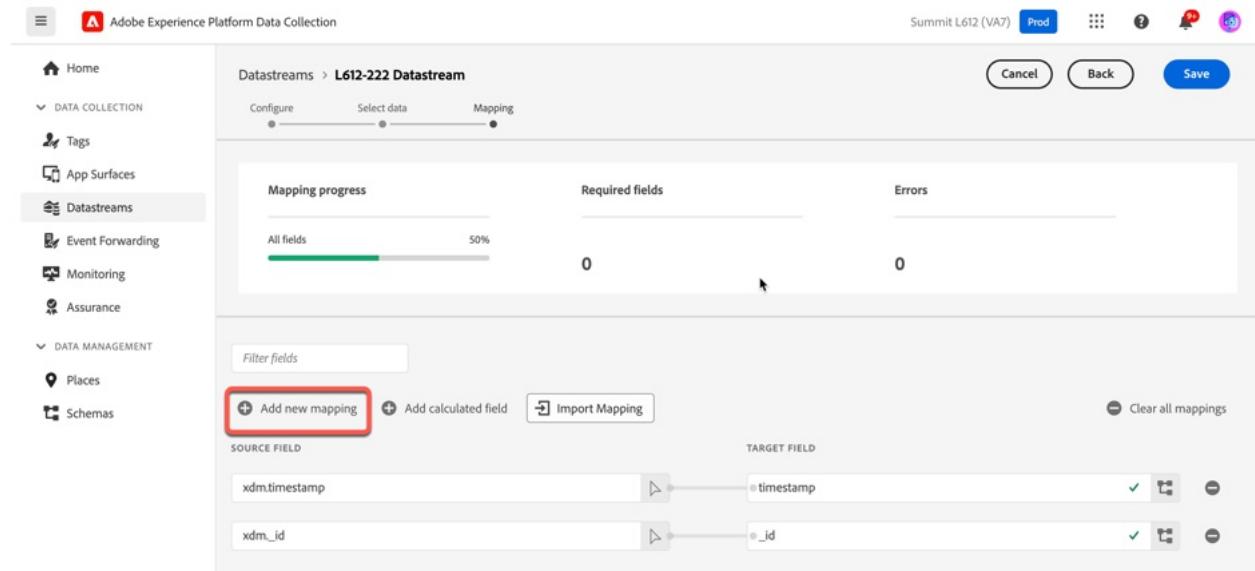
**Step 2:** Navigate to [this URL](#), copy the JSON code located there, and paste it into the text box on the left-hand side of the page that says **Paste JSON here...** After the right-hand side of the screen has populated as shown in the screenshot below, click the **Next** button.



The screenshot shows the 'Edit Mapping' step of the Datastream configuration. The left panel has tabs for 'Configure', 'Select data', and 'Mapping', with 'Mapping' selected. Below is a 'Define incoming data' section where a JSON file can be uploaded or pasted. A large JSON structure is shown in the 'Upload JSON' text area. To the right, a 'Preview sample data:' section shows a hierarchical tree of the schema mapping. The 'Untitled schema' node branches into 'data' (Object), which further branches into '\_adobe' (Object), 'analytics' (Object), 'products' (String), and 'events' (String). The 'analytics' node branches into 'eVar1' (String) and 'events' (String). The 'products' node branches into 'products' (String). The 'events' node branches into 'target' (Object), which branches into 'cartTotal' (String). The 'Next' button at the top right is highlighted with a red box.

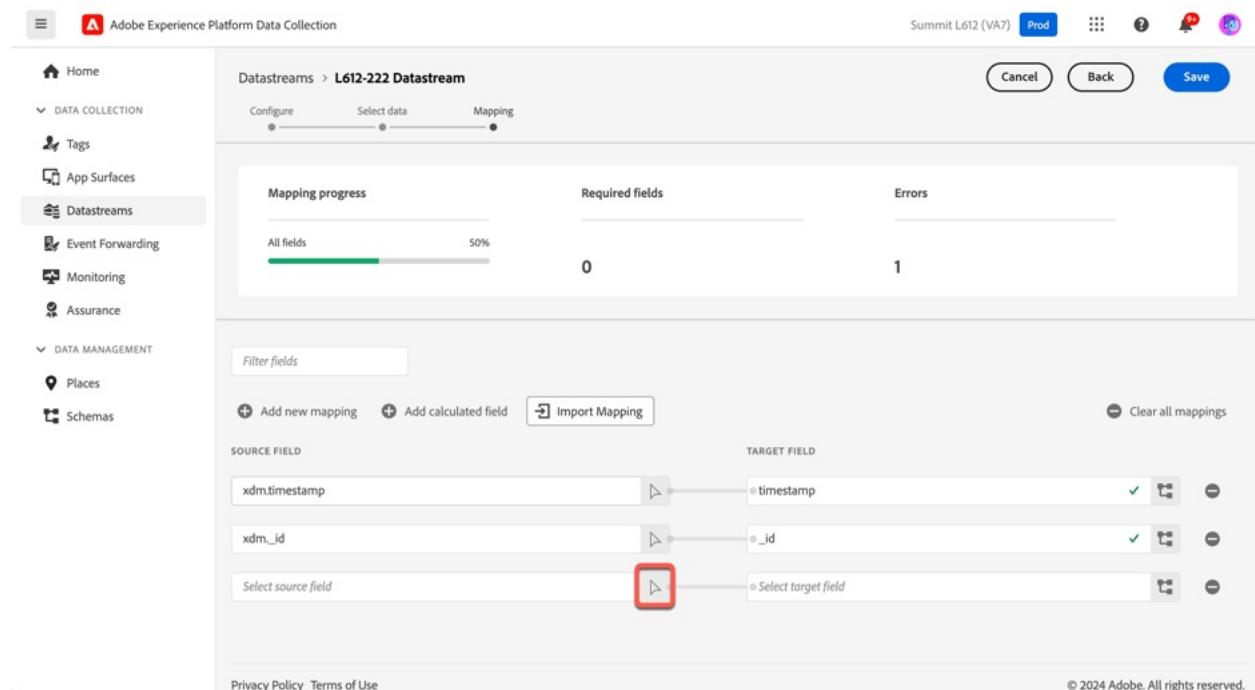
**Step 3:** You'll be taken to the Data Prep for Data Collection UI. By default, timestamp and \_id will always be mapped. **Do not alter either of these mappings.**

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**.



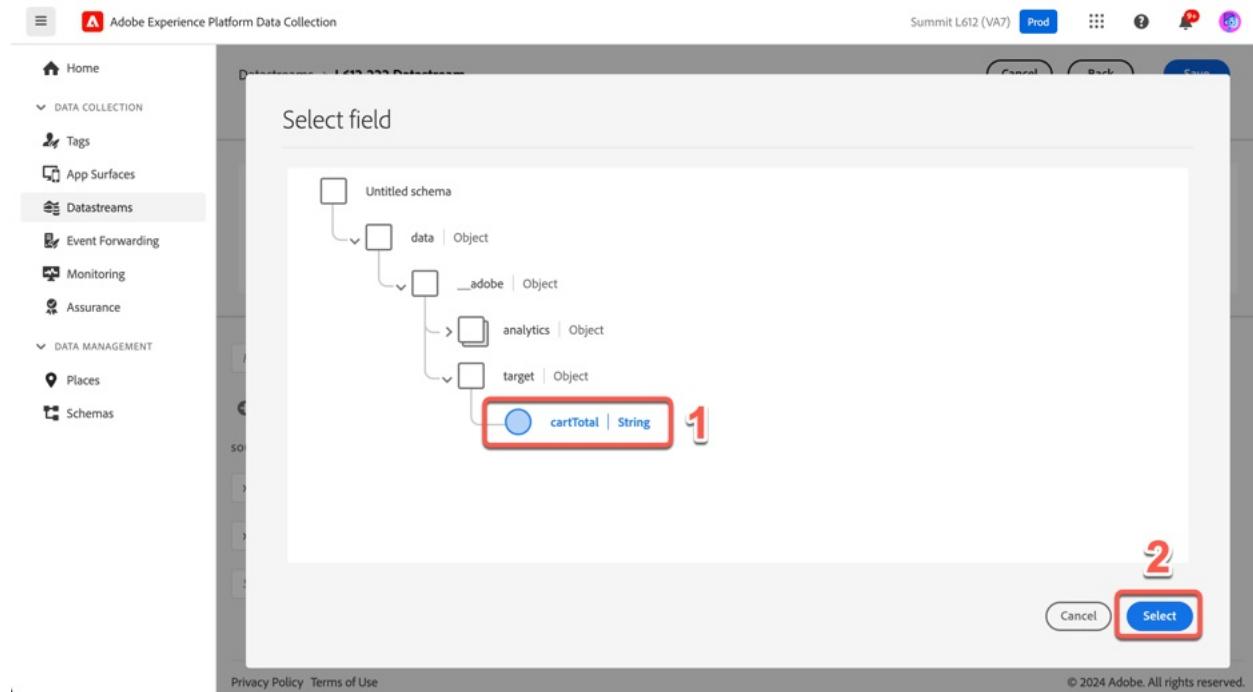
The screenshot shows the Datastreams interface for the 'L612-222 Datastream'. The left sidebar has 'Datastreams' selected under 'DATA COLLECTION'. The main area shows 'Mapping progress' at 50%, 'Required fields' at 0, and 'Errors' at 0. Below this is a 'Filter fields' input and three buttons: '+ Add new mapping' (highlighted with a red box), '+ Add calculated field', and 'Import Mapping'. The 'SOURCE FIELD' and 'TARGET FIELD' sections show two mappings: 'xdm.timestamp' to 'timestamp' and 'xdm\_id' to '\_id'. Each mapping has a green checkmark and edit/cancel icons.

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

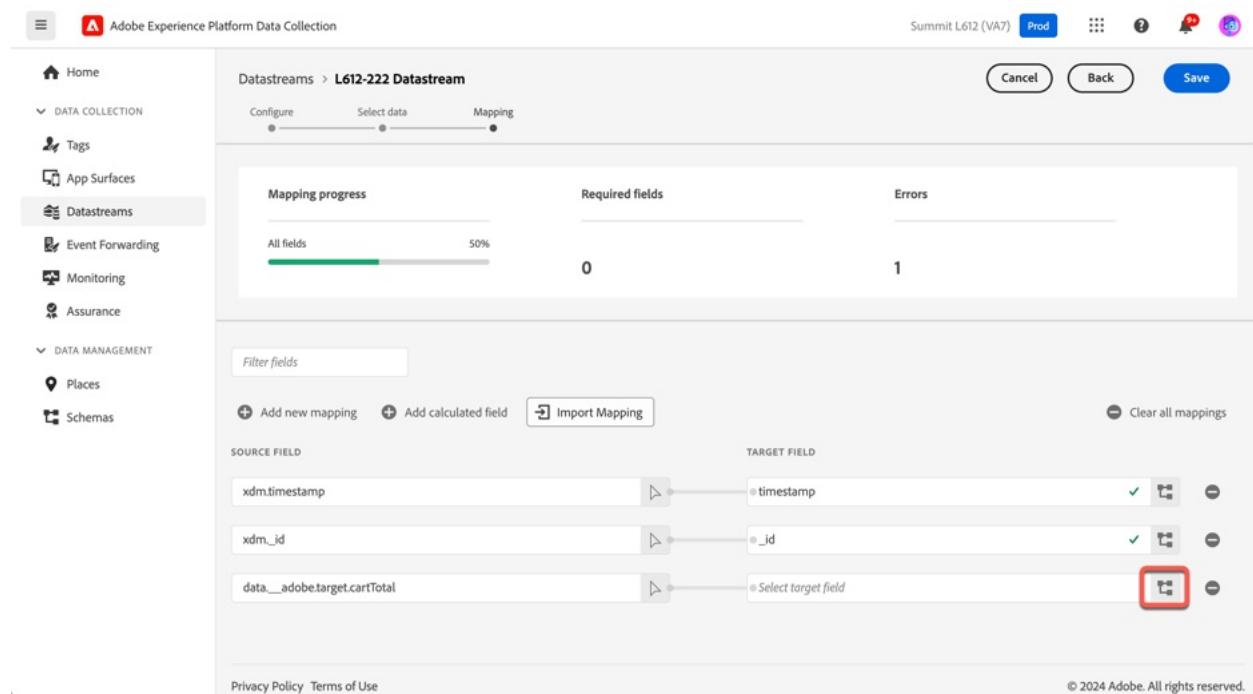


The screenshot shows the same Datastreams interface after adding a new mapping. The 'Mapping progress' is now at 50%, 'Required fields' is at 0, and 'Errors' is at 1. The 'Select source field' arrow is highlighted with a red box. The 'SOURCE FIELD' and 'TARGET FIELD' sections now show three mappings: 'xdm.timestamp' to 'timestamp', 'xdm\_id' to '\_id', and a new mapping where 'Select source field' is connected to 'Select target field'.

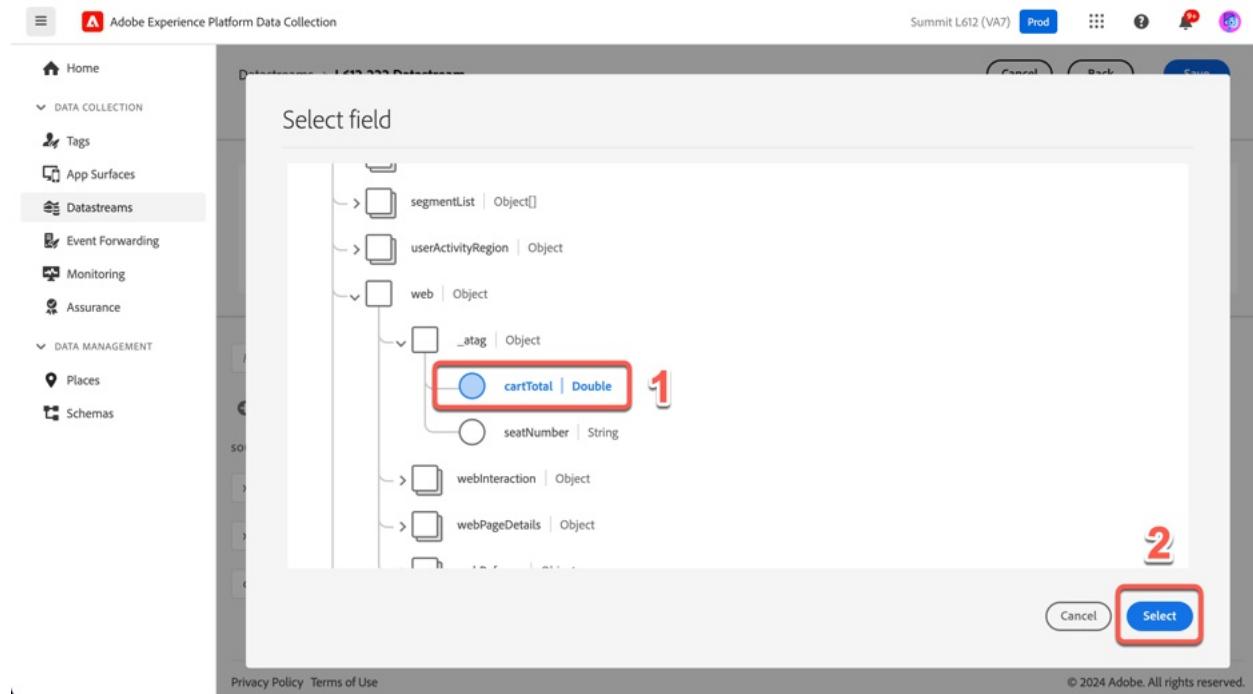
**Step 5:** Expand the tree including the **target** node and select **cartTotal**. Click the **Select** button in the bottom right.



**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.



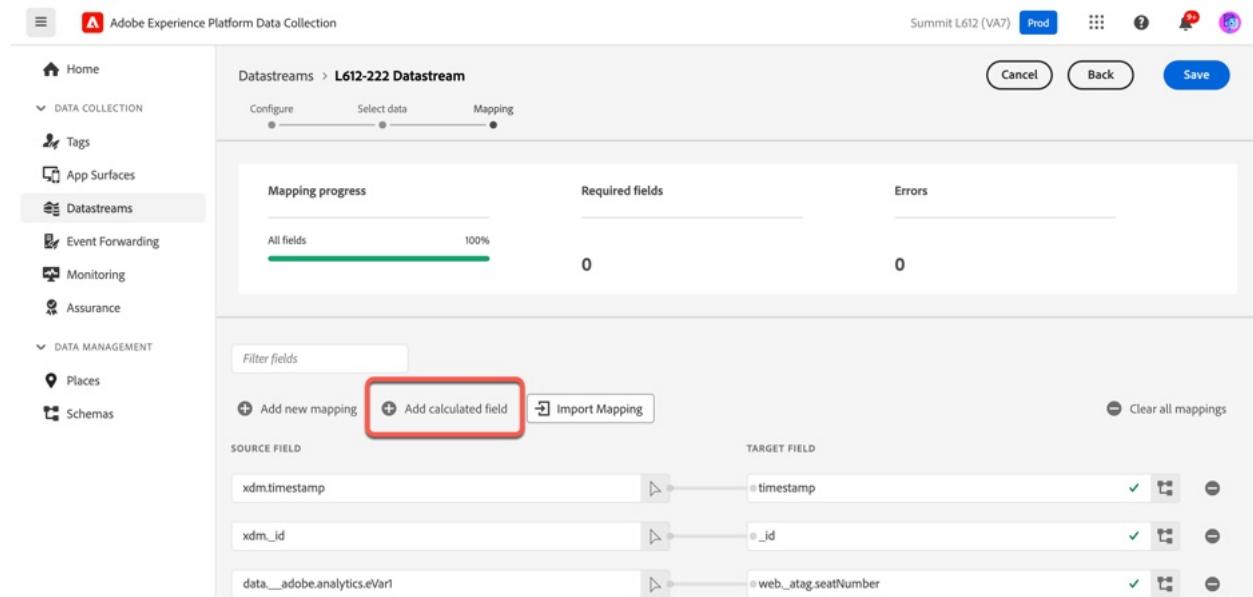
**Step 8:** Follow the same process as above to map `data.__adobe.analytics.eVar1` in the incoming data object to `web._atag.seatNumber` in the XDM schema.

### **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.

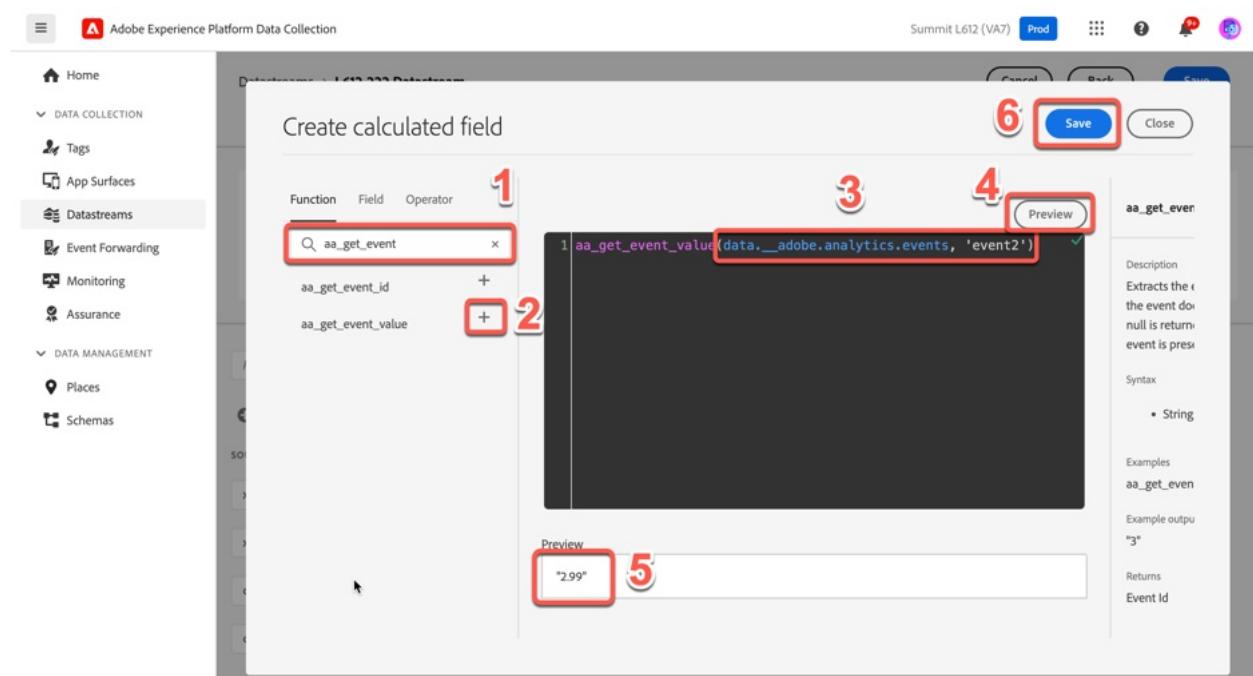
## Step 1: On the mapping screen, click the Add Calculated Field button.



The screenshot shows the 'Datastreams' section of the Adobe Experience Platform Data Collection interface. A specific datastream, 'L612-222 Datastream', is selected. The 'Mapping' tab is active. In the center, there's a 'Mapping progress' bar showing 'All fields' at 100%, 'Required fields' at 0, and 'Errors' at 0. Below this, there are buttons for 'Add new mapping', 'Add calculated field' (which is highlighted with a red box), 'Import Mapping', and 'Clear all mappings'. Under the 'SOURCE FIELD' column, three fields are listed: 'xdm.timestamp', 'xdm\_id', and 'data\_\_adobe.analytics.eVar1'. Under the 'TARGET FIELD' column, they map to 'timestamp', '\_id', and 'web\_atag.seatNumber' respectively. Each mapping has a green checkmark and edit/cancel icons.

## 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 box. At the top right, there's a 'Save' button highlighted with a red box. To its left is a 'Close' button. The main area has tabs for 'Function', 'Field', and 'Operator'. The 'Function' tab is selected, showing a search bar with 'aa\_get\_event' and a list of functions: 'aa\_get\_event\_id' and 'aa\_get\_event\_value'. The 'aa\_get\_event\_value' function is selected and highlighted with a red box. To its right is a code editor window containing the expression `aa_get_event_value(data.__adobe.analytics.events, 'event2')`. This code is also highlighted with a red box. To the right of the code editor is a 'Preview' button highlighted with a red box. Below the code editor is a 'Preview' window showing the value "2.99". To the far right of the dialog box is a sidebar with information about the 'aa\_get\_event' function, including its description, syntax (String), examples (aa\_get\_event), and returns (Event Id). The sidebar also shows a preview of the function's output: "3".

**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. The main area displays a mapping table with 'SOURCE FIELD' and 'TARGET FIELD' columns. The 'TARGET FIELD' column contains fields like 'timestamp', '\_id', 'Select target field', 'web\_atag.seatNumber', and 'web\_atag.cartTotal'. A red box highlights the mapping icon (a square with a circle) next to the 'Select target field' entry.

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

The screenshot shows the 'Select field' dialog box. It displays a hierarchical tree structure of fields under 'webPageDetails.pageViews'. The 'value' field is highlighted with a red box and labeled with a red '1'. The 'Select' button at the bottom right is also highlighted with a red box and labeled with a red '2'.

## Step 5: Click Save.

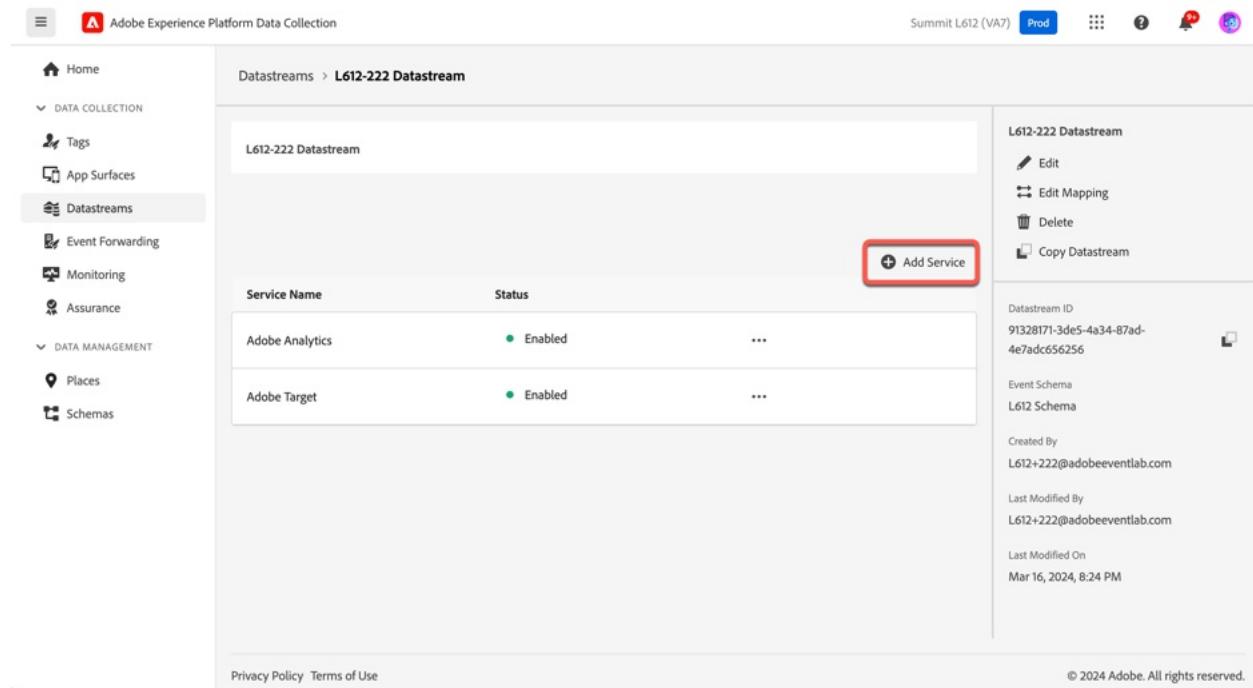
The screenshot shows the 'Datastreams' configuration page for 'L612-222 Datastream'. On the left sidebar, 'Datastreams' is selected under 'DATA COLLECTION'. The main area displays 'Mapping progress' (All fields at 100%, 0 required fields, 0 errors), followed by a mapping table. The table lists five source fields and their corresponding target fields: 'xdm.timestamp' to 'timestamp', 'xdm\_id' to '\_id', 'aa\_get\_event\_value(data\_\_adobe.analytics.events, 'event2')' to 'web.webPageDetails.pageViews.value', 'data\_\_adobe.analytics.eVar1' to 'web\_atag.seatNumber', and 'data\_\_adobe.target.cartTotal' to 'web\_atag.cartTotal'. Each mapping row includes a green checkmark icon and three small icons for edit, delete, and refresh. At the top right of the main area, there are 'Cancel', 'Back', and 'Save' buttons, with 'Save' being highlighted with a red box.

## 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.

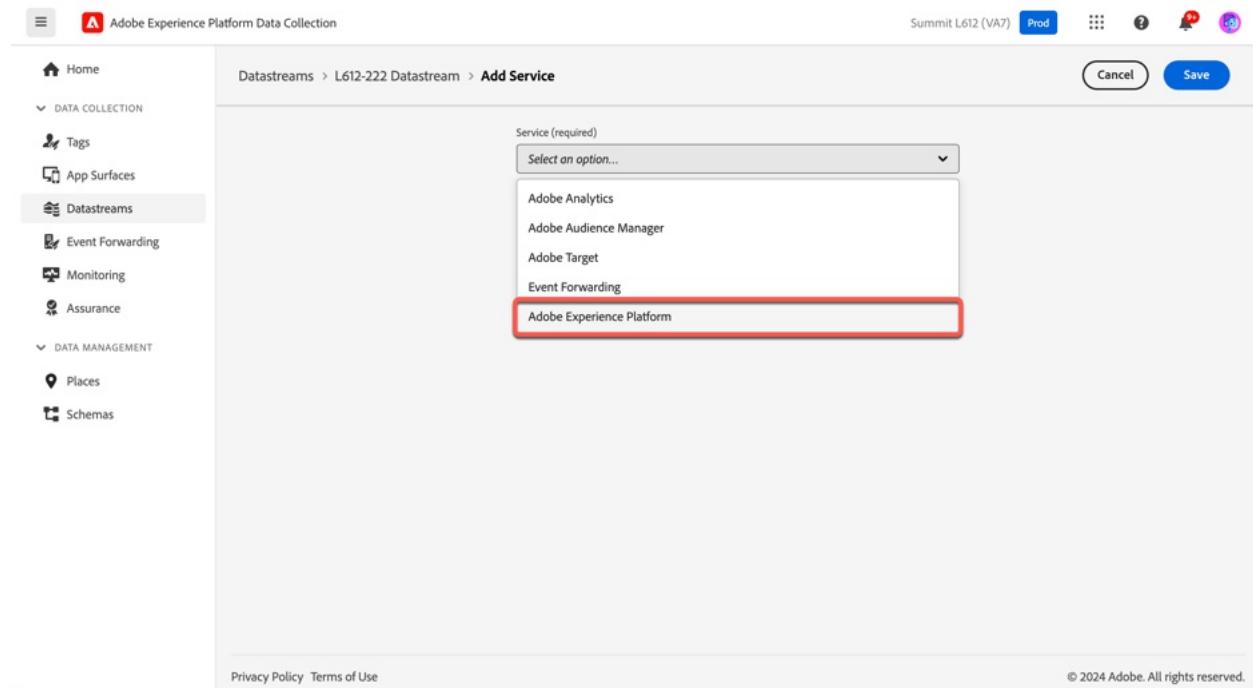
Creating an XDM schema is typically the first step when getting started with Edge Data Collection. For this lab, we have created one XDM schema for everyone to use. The name of the schema is **L612 Schema**; it has already been specified in your Datastream configuration. We've also created a dataset 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 is selected. The main content area displays the 'L612-222 Datastream' page. A table lists two services: 'Adobe Analytics' (Enabled) and 'Adobe Target' (Enabled). To the right of the table is a context menu with options: Edit, Edit Mapping, Delete, and Copy Datastream. Below the table, detailed information is shown: Datastream ID (91328171-3de5-4a34-87ad-4e7dc656256), 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). At the bottom, there are links for Privacy Policy and Terms of Use, and a copyright notice for © 2024 Adobe.

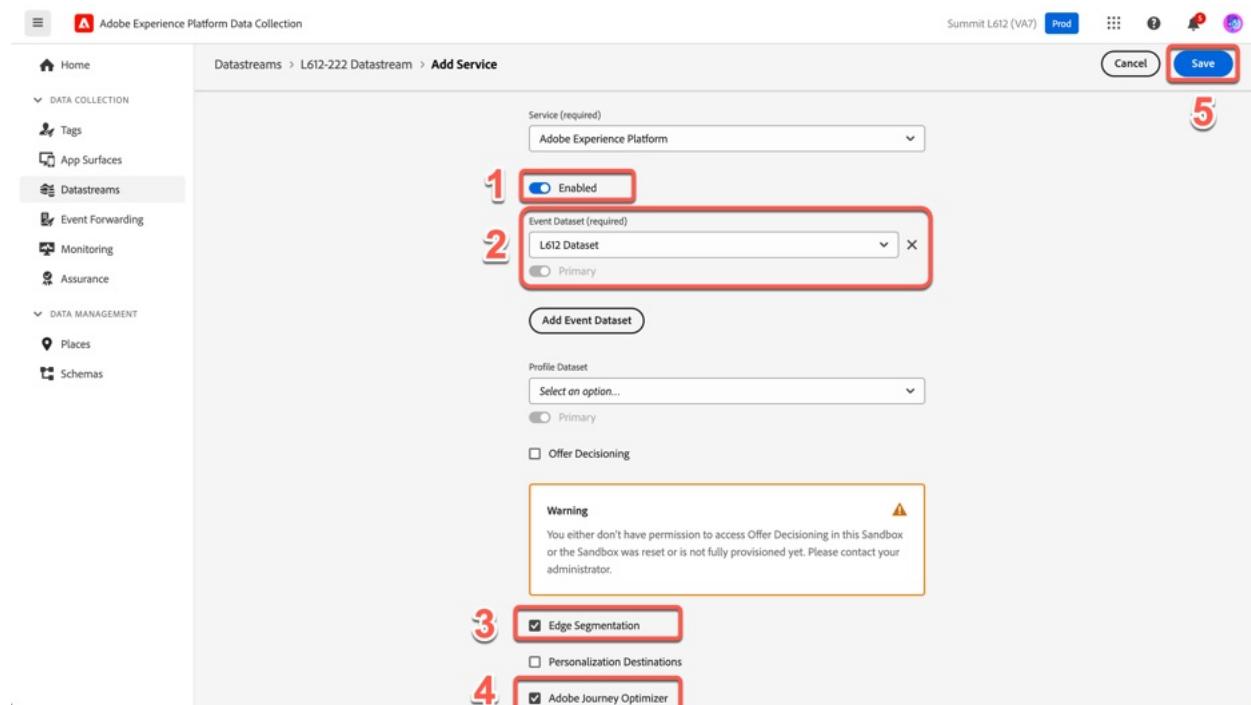
## Step 2: Select Adobe Experience Platform from the dropdown menu.



The screenshot shows the 'Add Service' dialog box. The left sidebar is identical to the previous screenshot. The main area shows the 'Add Service' dialog with a dropdown menu labeled 'Service (required)'. The dropdown contains five options: 'Select an option...', '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. At the bottom, there are 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 lists categories: PROPERTY, AUTHORIZING, PUBLISHING, MONITORING, and Audit Events. Under AUTHORIZING, the 'Rules' option is selected and highlighted in grey. The main panel title is 'Tag Properties > L612-222 Property'. Below the title is a search bar and a 'Select a working library' dropdown. A large 'Add Rule' button is at the top right. The main content area displays a table of rules:

NAME	MODIFIED BY	LAST MODIFIED	STATUS
Analytics Page View	222 L612	Mar 16, 2024, 6:06 PM	Enabled
Personalization Request	222 L612	Mar 15, 2024, 6:21 PM	Enabled

The 'Analytics Page View' row is highlighted with a red box. 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:** 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 panel title is 'Tag Properties > L612-222 Property' with 'Edit Rule' sub-titled. The 'Save' button is highlighted in blue. The rule configuration consists of several sections:

- IF - Determines when you want the rule to fire**: This section is currently empty.
- EVENTS**: Shows 'Core - Page Bottom' selected.
- CONDITIONS**: Shows '+ Add'.
- THEN - Determines what you want the rule to do**: This section is currently empty.
- ACTIONS**: Shows two actions:
  - 'Adobe Experience Platform Web SDK (Summit) - Update variable'
  - 'WAIT, THEN' followed by 'Adobe Experience Platform Web SDK (Summit) - Send event'The 'Send event' action is highlighted with a red box.

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

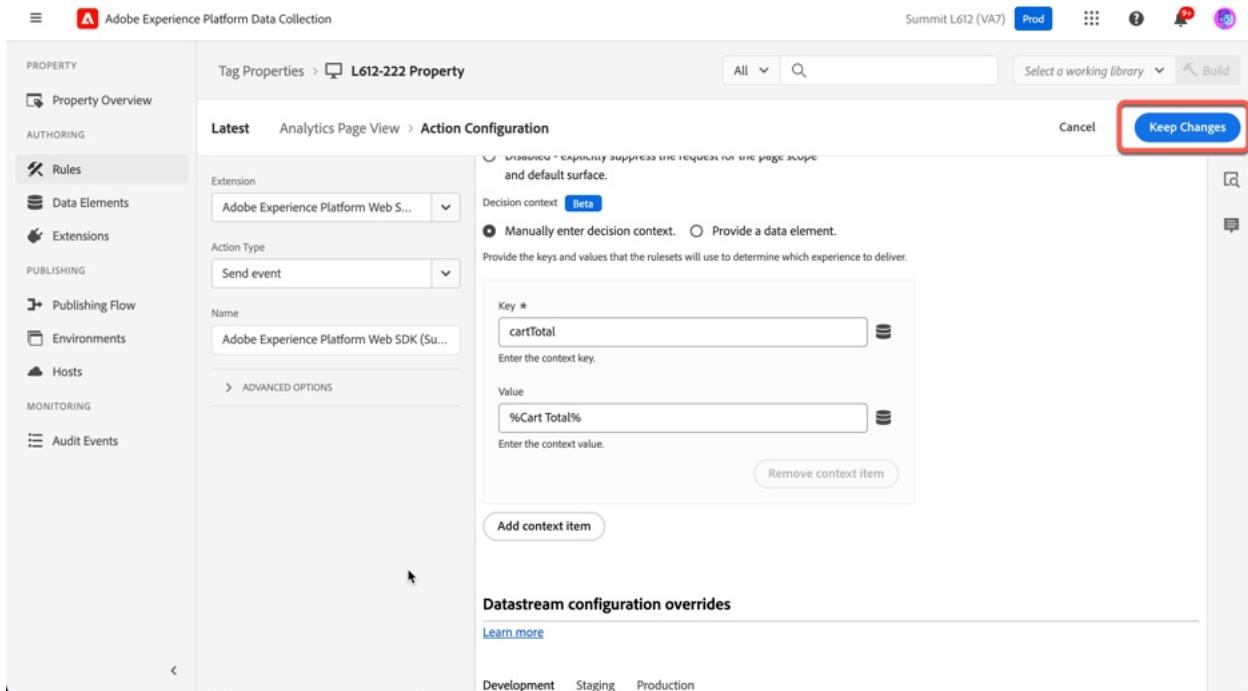
1. In the **Key** field, type **cartTotal**.
2. Click the storage icon next to the value field.

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 main area is titled 'Tag Properties > L612-222 Property' and shows 'Latest' configuration. Under 'Action Configuration', the 'Extension' is set to 'Adobe Experience Platform Web SDK' and the 'Action Type' is 'Send event'. The 'Name' is 'Adobe Experience Platform Web SDK (Su...'. Below this, under 'Decision context' (Beta), there are two options: 'Manually enter decision context.' (selected) and 'Provide a data element.'. A red box labeled '1' highlights the 'Key' input field, which contains 'cartTotal'. A red box labeled '2' highlights the storage icon (a small box with a dot) next to the 'Value' input field. At the bottom, there's a section for 'Datastream configuration overrides' and buttons for 'Development', 'Staging', and 'Production'.

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

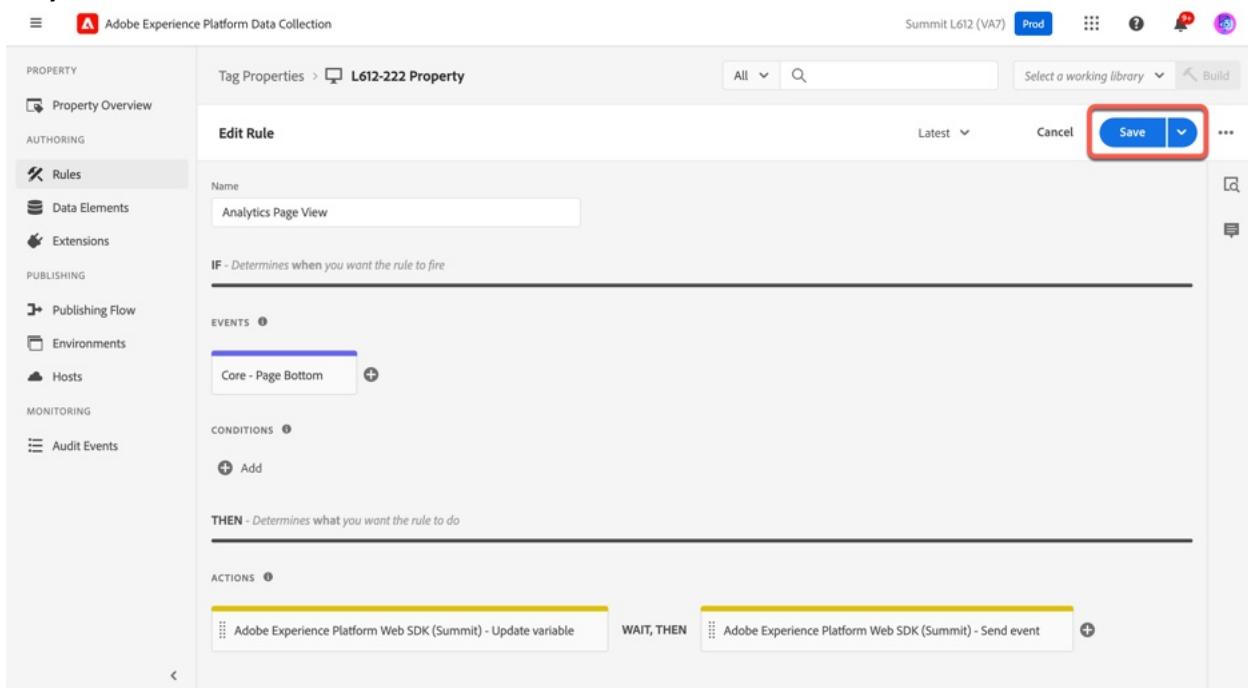
This screenshot shows the same interface as above, but with a modal dialog box titled 'Select Data Element' overlaid. The dialog has a search bar at the top and a list of items. The item 'Cart Total' is highlighted with a red box labeled '1'. At the bottom right of the dialog is a button labeled 'Select' with a red box labeled '2' around it. The background of the main interface is dimmed.

## Step 5: Select Keep Changes



The screenshot shows the 'Action Configuration' dialog for a rule named 'Analytics Page View'. The 'Extension' is set to 'Adobe Experience Platform Web S...' and the 'Action Type' is 'Send event'. A context item 'cartTotal' is defined with value '%Cart Total%'. The 'Keep Changes' button is highlighted with a red box.

## Step 6: Click Save



The screenshot shows the 'Edit Rule' dialog for the 'Analytics Page View' rule. The 'Name' is 'Analytics Page View'. The 'IF' condition is 'Core - Page Bottom'. The 'THEN' 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 'Save' button is highlighted with 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 options like Property Overview, Rules, Data Elements, Extensions, Environments, Hosts, Audit Events, and Publishing Flow. The Publishing Flow option is highlighted with a red box. The main content area is titled "Tag Properties > L612-222 Property". It features a search bar, filter buttons, and a table with columns for NAME, MODIFIED BY, LAST MODIFIED, and STATUS. Two entries are listed: "Analytics Page View" (Enabled) and "Personalization Request" (Disabled). The bottom of the screen includes links for Terms of Use and Privacy, and a copyright notice for 2024 Adobe.

## Step 8: Click the Library name.

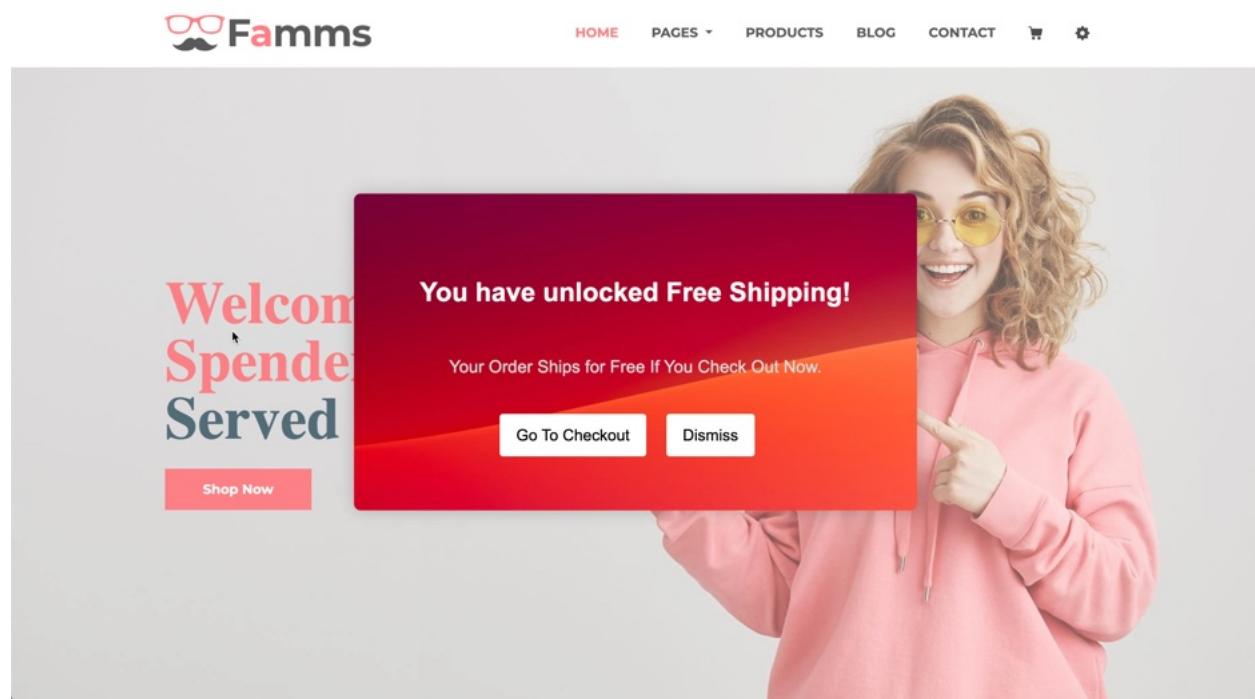
The screenshot shows the Adobe Experience Platform Data Collection interface, similar to the previous one but with a different focus. The sidebar menu includes Property Overview, Rules, Data Elements, Extensions, Environments, Hosts, Audit Events, and Publishing Flow. The Publishing Flow option is highlighted with a red box. The main content area is titled "Tag Properties > L612-222 Property". It features a search bar and a grid view with four columns: Development, Submitted, Approved, and Published. The Development column contains a card with the name "v1" and the status "Environment: Development", which is also highlighted with a red box. The other three columns are empty. The bottom of the screen includes links for Terms of Use and Privacy, and a copyright notice for 2024 Adobe.

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## Step 9: Click Add All Changed Resources, then Save & Build to Development

The screenshot shows the 'Edit Library' screen for 'L612-222 Property'. On the left, there's a sidebar with sections like PROPERTY, AUTHORIZING, PUBLISHING, and MONITORING. The main area shows a table of 'RESOURCE CHANGES' with four rows. At the bottom of the table, there are two buttons: '+ Add a Resource' and '+ Add All Changed Resources'. The '+ Add All Changed Resources' button is highlighted with a red box. At the top right of the screen, there's a 'Save & Build to Development' button, which is 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 Customer Journey Analytics.

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

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

**Section Overview:** Event Forwarding 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 3<sup>rd</sup> party pixels to server-side conversion APIs.

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

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

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

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

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

## Step 2: Click New Property.

The screenshot shows the 'Event Forwarding Properties' page. On the left, there's a sidebar with 'DATA COLLECTION' and 'DATA MANAGEMENT' sections. Under 'DATA COLLECTION', 'Event Forwarding' is selected. At the top right, there's a 'New Property' button. The main area lists properties with columns for NAME, PLATFORM, MODIFIED BY, and LAST MODIFIED. The list includes entries like '\_0jeffhickenexample.com - Event Forwarding', '4.25 Jon Test', and 'aa0\_testjhickenexample.com - Event Forwarding'. The last entry is 'agaber AEPCollection Demo 2'.

## Step 3: Create a new Event Forwarding property

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

The screenshot shows the 'Create Property' dialog. It has a 'Name' field containing 'L612-222 Event Forwarding' (marked with a red box and the number 1). Below it is a 'Platform' dropdown set to 'Edge'. At the bottom are 'Save' and 'Cancel' buttons, with 'Save' being highlighted with a red box and the number 2.

**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 for 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 Khoury	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 for 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), and DOCUMENTATION (Learn More, API Reference, Support). The main content area is titled "Property Info" and shows details for "Event Forwarding Properties > MitchL612". It includes sections for Library Pending approval (None), Production last published at (Never), Production last build by (Never), and Extension updates available (None). To the right, there are sections for "My Recent Activity" (listing two "Extension Core" items created on Mar 4, 2024, 9:40 PM) and "Featured" (listing the "Meta Conversions API" extension). 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, and Extensions. The 'Extensions' option is currently selected. In the main area, under 'Event Forwarding Properties > L612-222 Event Forwarding', the 'Catalog' tab is highlighted with a red box. Below it, there's a search bar and a grid of extension cards. One card for 'Adobe Cloud Connector' is highlighted with a red box. The right side of the screen shows a detailed view of the selected extension, including its name, provider, version, and a brief description.

## Step 7: Install the Adobe Cloud Connector Extension

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

This screenshot continues from Step 6. The 'Catalog' tab is still selected. The 'Adobe Cloud Connector' extension card is now highlighted with a red box. To its right, a detailed modal window is open for the same extension. Inside this modal, the 'Install' button is highlighted with a red box and has a large red number '2' next to it. Other buttons like 'Download Source' and descriptive text about the extension are also visible.

## 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 lists various categories: PROPERTY, AUTHORIZING, PUBLISHING, MONITORING. Under AUTHORIZING, the 'Data Elements' option is highlighted with a red box and the number '1'. In the center, there's a video player titled 'Launch Data Elements' with a play button. Below the video, a button labeled 'Create New Data Element' is also highlighted with a red box and the number '2'. At the bottom of the screen, there are links for 'Terms of Use' and 'Privacy'.

## 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, there's a sidebar with the same categories as the previous screenshot. The main form has fields for 'Name' (set to 'cartTotal' with a red box and the number '1'), 'Extension' (set to 'Core'), and 'Data Element Type' (set to 'Custom Code' with a red box and the number '2'). Below these are checkboxes for 'Enable Default Value', 'Force lowercase value', and 'Clean text'. At the bottom right of the dialog, there's a 'Save' button and a 'Cancel' button. A red box highlights the 'Open Editor' button, which is labeled with a red box and the number '3'.

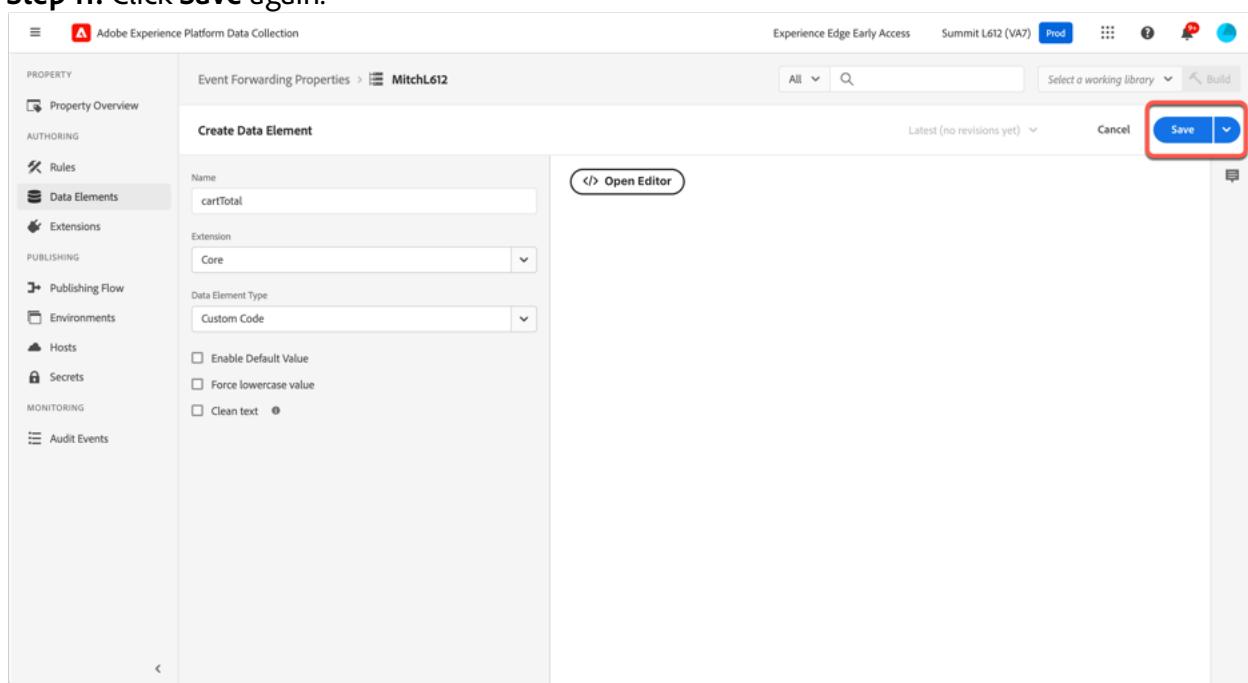
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## Step 10: Add the following code to the Editor and then click Save

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



## Step 11: Click Save again.



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

The screenshot shows the Webhook.site interface. At the top, there's a navigation bar with links like 'Webhook.site', 'Docs & API', 'Custom Actions', 'WebhookScript', 'Terms & Privacy', and 'Support'. On the right side of the header are buttons for 'Copy', 'Edit', '+ New', 'Login', and 'Upgrade Now'. Below the header, there's a search bar and a menu with options like 'REQUESTS (0/100)', 'Newest First', 'Search Query', and 'Waiting for first request'. A red box highlights the 'Your unique URL' section, which contains the URL <https://webhook.site/416fa020-4d41-45a5-a91d-b804bc2972e5>. Below this, there's a link to 'Open in new tab' and another to 'Examples'. To the right of this section, there's a 'What is Webhook.site?' section with a brief description and a 'Read more about benefits' link. Further down, there's a 'Forward to localhost with Webhook.site CLI' section with a command line example and a link to 'Install whcl'. There's also a 'Star on GitHub' button. At the bottom, there's a 'Request Details' section with tabs for 'Date', 'Size', 'ID', 'Query strings', and 'Form values'. A 'Headers' tab is also present. On the far right, there are links to 'Read more about benefits', 'About Us', 'Documentation', and 'FAQ'. A large 'Upgrade Now - from \$7.5/month' button is at the bottom right.

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

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

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

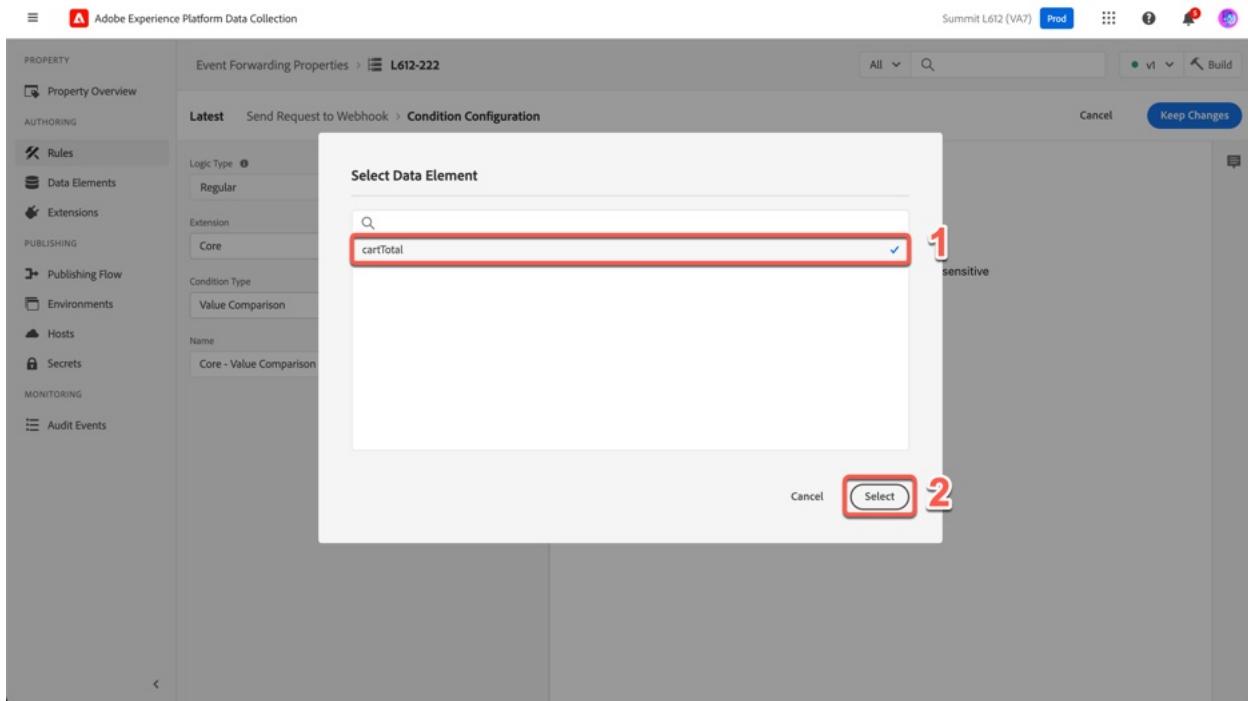
The screenshot shows the 'Create Rule' interface in Adobe Experience Platform Data Collection. On the left sidebar, 'Rules' is selected. The main area shows a 'Name' input field containing 'Send Request to Webhook', which is highlighted with a red box and has a red number '1' next to it. Below the name field is the 'IF - Determines when you want the rule to fire' section. Under 'CONDITIONS', there is a '+ Add' button highlighted with a red box and a red number '2' placed next to it.

## 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)**

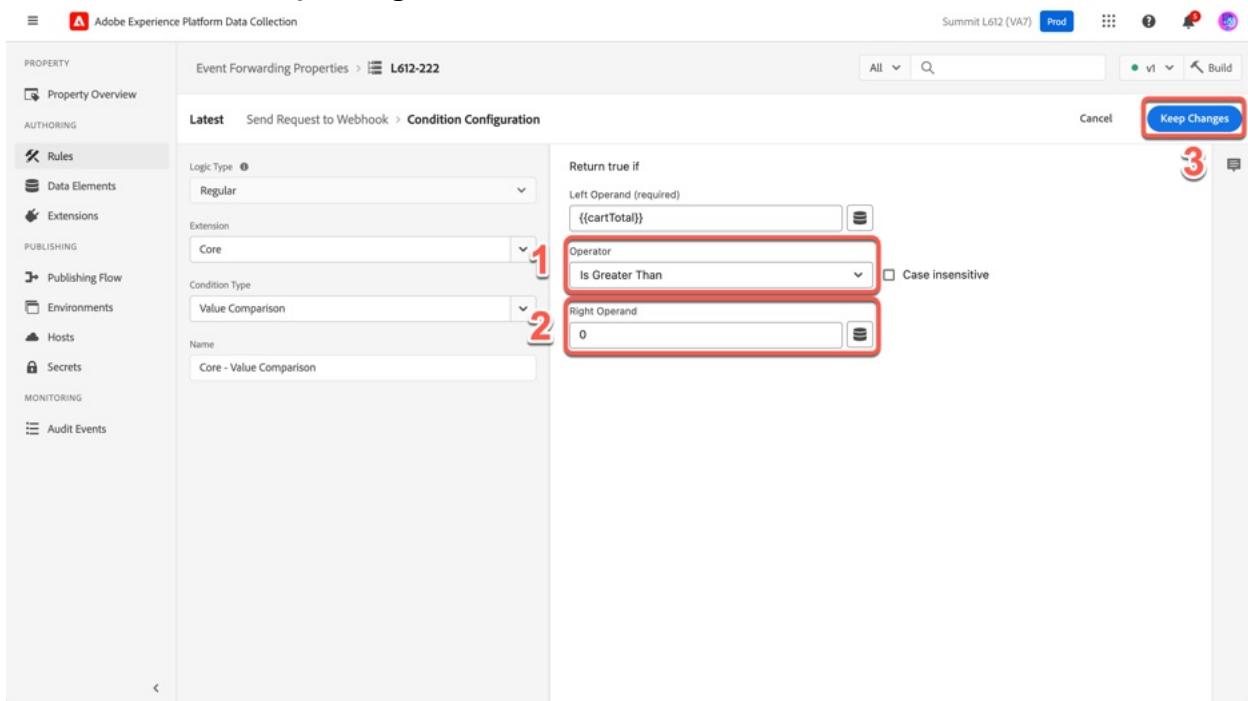
The screenshot shows the 'Condition Configuration' interface in Adobe Experience Platform Data Collection. On the left sidebar, 'Rules' is selected. The main area shows a 'Condition Type' dropdown highlighted with a red box and a red number '1' placed next to it. To the right, there is a configuration panel with fields for 'Return true if', 'Left Operand (required)', 'Operator', and 'Right Operand'. The 'Left Operand (required)' field is highlighted with a red box and a red number '2' placed next to it.

## 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

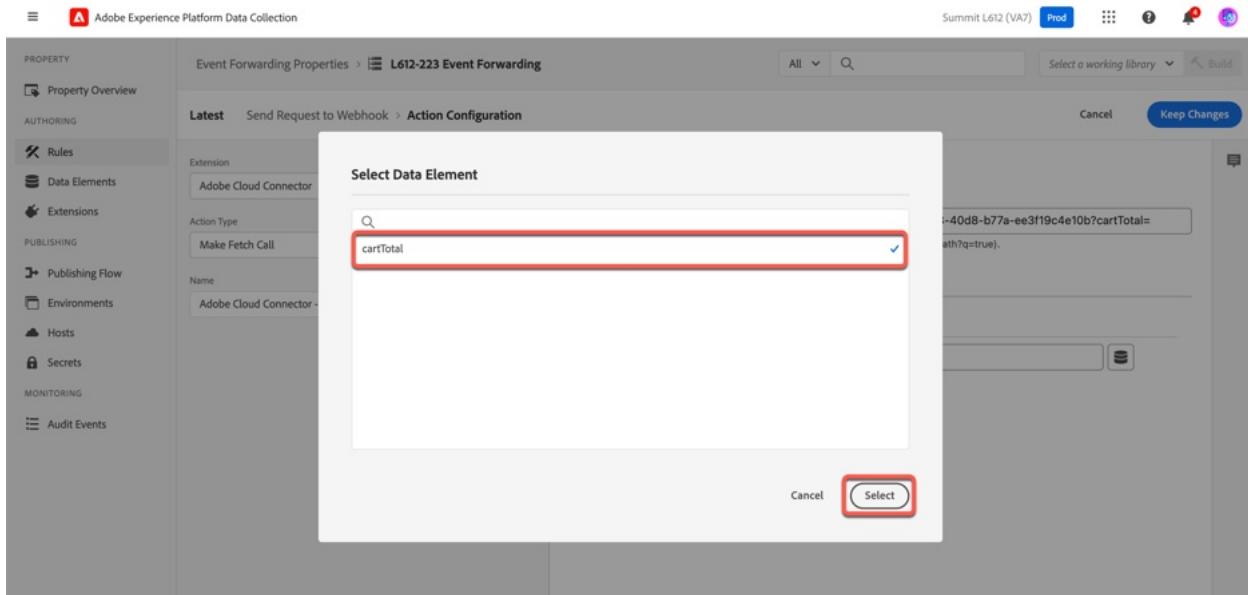
The screenshot shows the 'Create Rule' screen in the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with categories like PROPERTY, AUTHORIZING, PUBLISHING, and MONITORING. The main area has sections for 'IF - Determines when you want the rule to fire', 'CONDITIONS', '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.

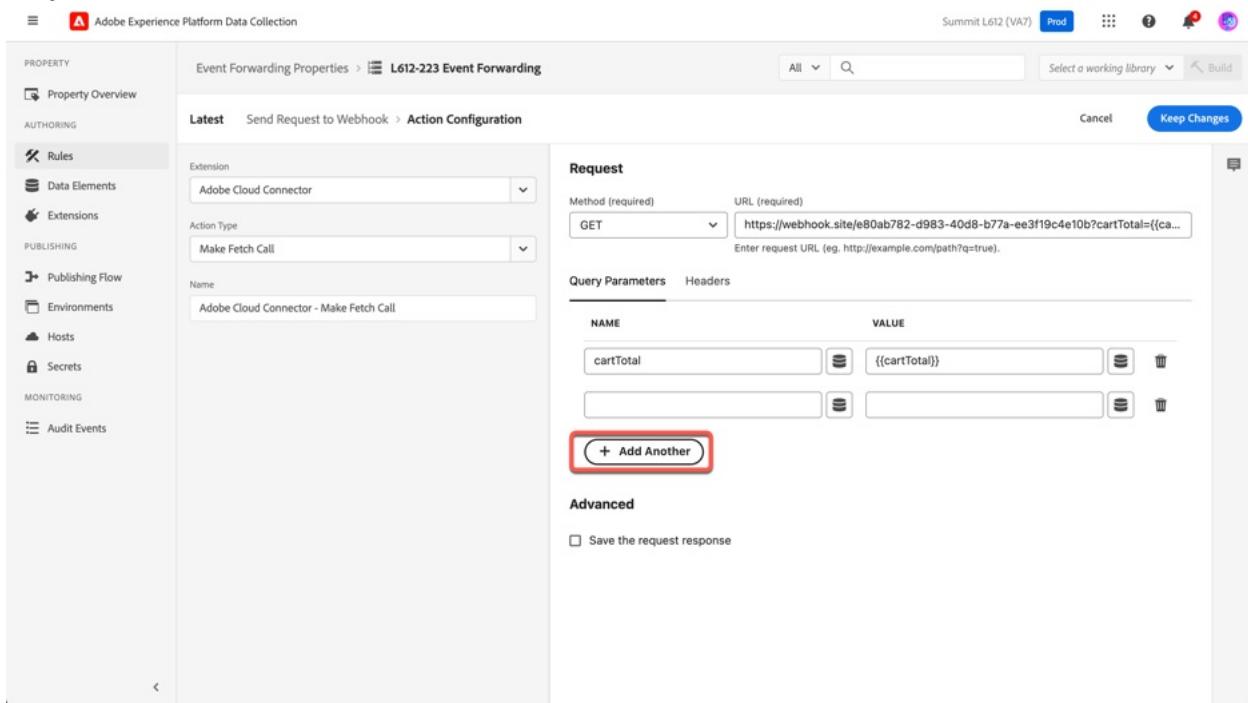
1. Select **Adobe Cloud Connector** from the Extension drop-down.
2. Select **Make Fetch Call** from the Action Type drop-down.
3. Paste the Webhook URL.
4. Type **cartTotal** in the Name field.
5. Click the storage icon next to the empty value field.

The screenshot shows the 'Action Configuration' screen for the 'Send Request to Webhook' rule. The left sidebar shows the rule configuration path: Event Forwarding Properties > L612-223 Event Forwarding > Send Request to Webhook > Action Configuration. The main area has 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). Numbered callouts (1 through 5) point to the Extension dropdown, Action Type dropdown, URL field, Name field, and the storage icon respectively.

**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.

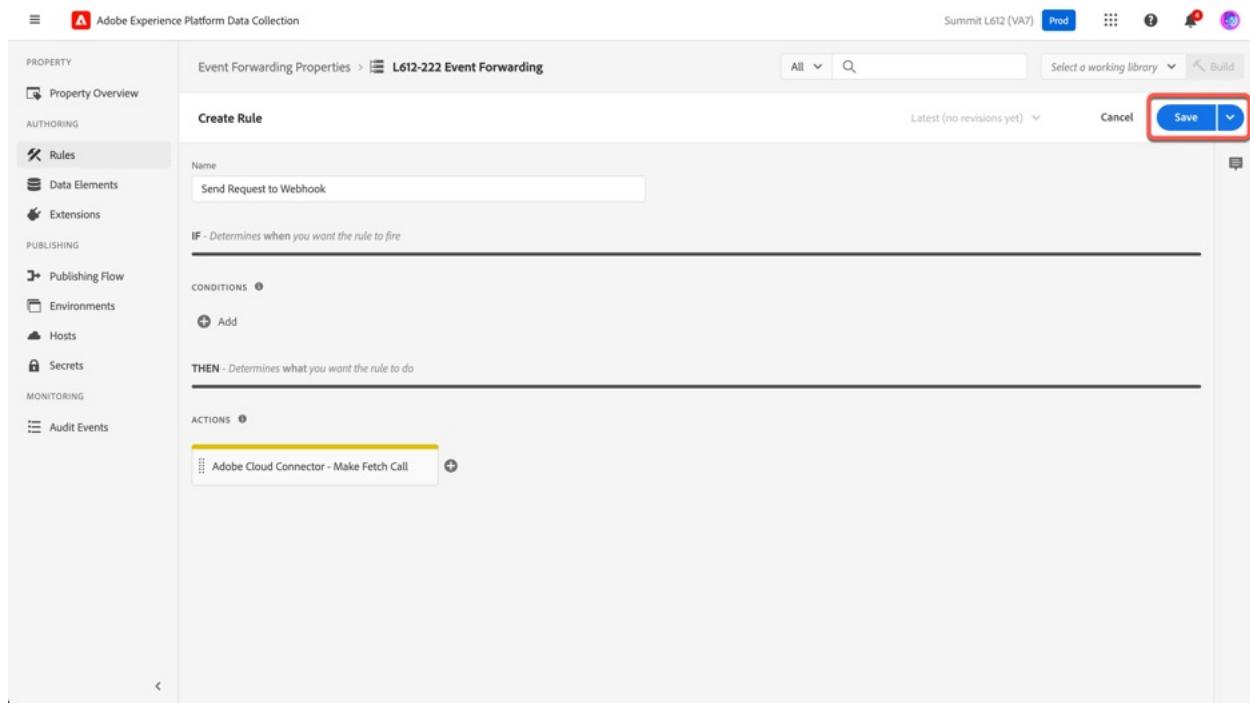
The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with navigation links like Property Overview, Rules, Data Elements, Extensions, Publishing Flow, Environments, Hosts, Secrets, Monitoring, and Audit Events. The main area is titled "Event Forwarding 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={{(c...}}. The "Query Parameters" table has two rows: "cartTotal" with value "{{cartTotal}}", and "seatNumber" with value "222". There's also an "Advanced" section with a checkbox for "Save the request response".

## Step 23: Click Keep Changes/Save

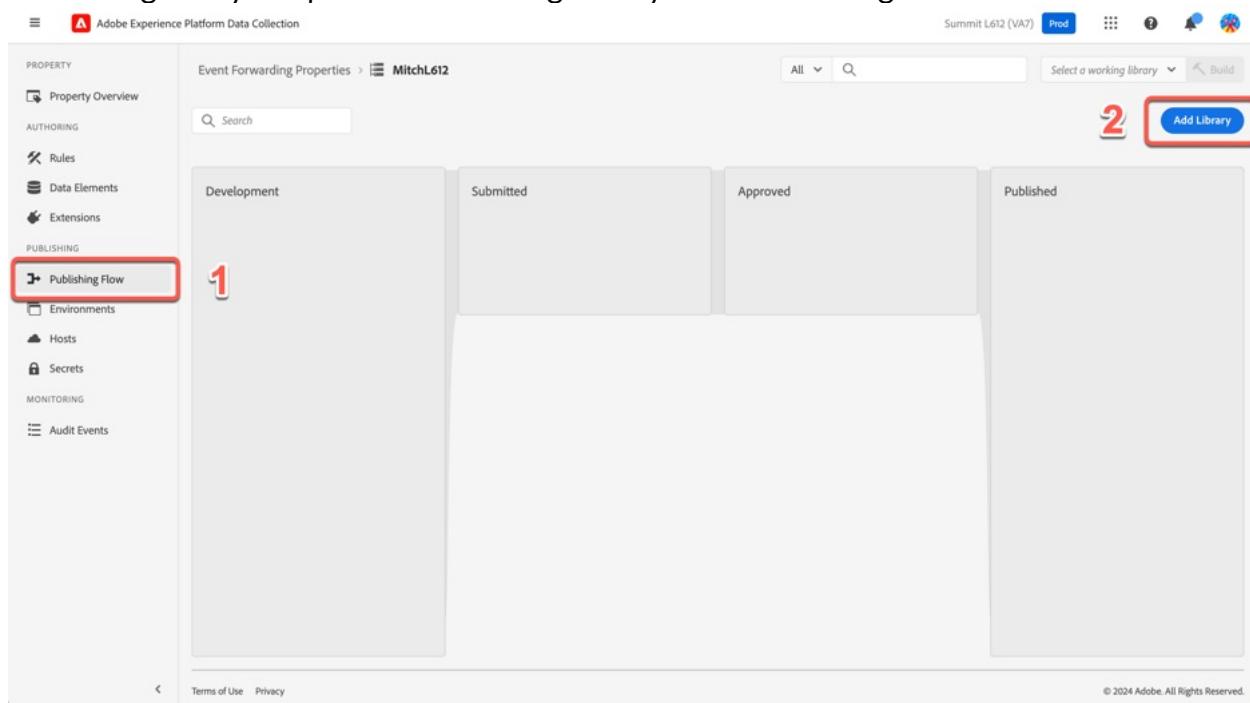
This screenshot is identical to the previous one, showing the "Action Configuration" screen for a "Make Fetch Call" action. The "Keep Changes" button at the top right is highlighted with a red box. The rest of the interface, including the sidebar, property details, and configuration fields, remains the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

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## Step 24: Click Save.



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.



## 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, there's a sidebar with sections like Property Overview, Authoring (Rules, Data Elements, Extensions), Publishing (Publishing Flow, Environments, Hosts, Secrets), Monitoring (Audit Events), and Data Collection (Tags, App Surfaces, Datasreams, Event Forwarding, Monitoring, Assurance). The main area is titled 'Create Library' with fields for 'Name' (v1) and 'Environment' (Development (development)). Below these are 'RESOURCES UPSTREAM' and 'RESOURCE CHANGES' tables. A large red box labeled '1' covers the 'Name' field, '2' covers the 'Environment' dropdown, '3' covers the 'Add All Changed Resources' button, and '4' covers the 'Save & Build to Development' button.

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

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

The screenshot shows the 'Datasreams' tab. The left sidebar includes Home, DATA COLLECTION (Tags, App Surfaces, Datasreams, Event Forwarding, Monitoring, Assurance), and DATA MANAGEMENT (Places, Schemas). The main area lists a single Datasream: 'L612-222 Datasream' with ID 'f499c6dc-47df-4aea-aba2-ef61b553d78e', modified by 'L612+225@adobeeventlab.com' on 'Mar 5, 2024, 9:49 AM'. Navigation buttons for 'Next' and '...' are at the bottom of the list.

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

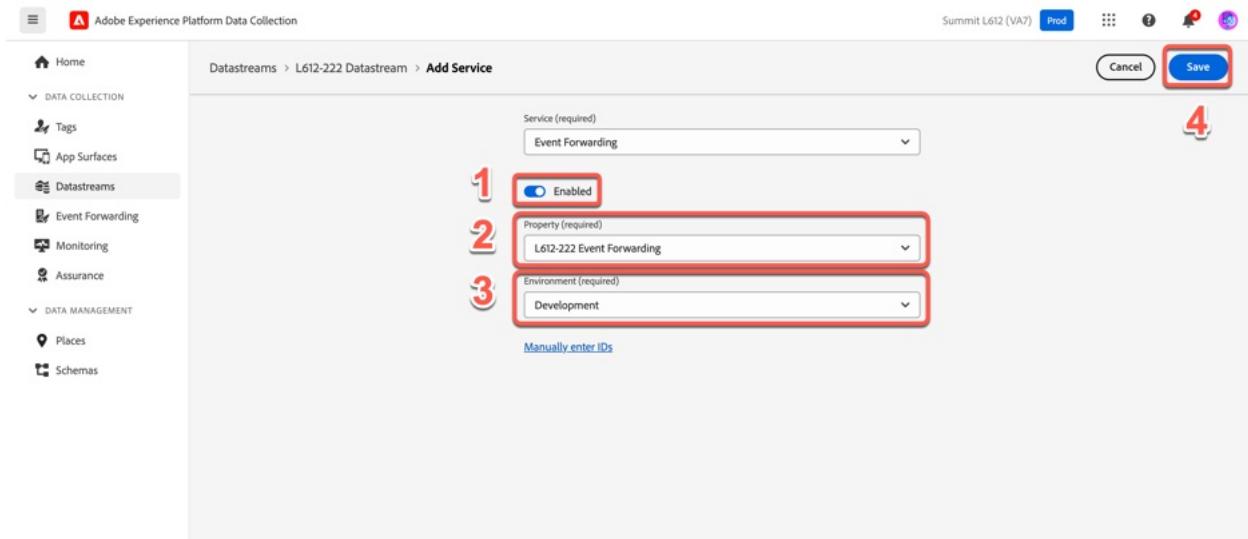
The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar has sections for Home, DATA COLLECTION (Tags, App Surfaces, Datastreams, Event Forwarding, Monitoring, Assurance), and DATA MANAGEMENT (Places, Schemas). The main content area is titled 'Datastreams > Mitch Test' and shows a table with two rows: 'Adobe Analytics' (Enabled) and 'Adobe Target' (Enabled). In the top right of the main area, there is a 'Mitch Test' context menu with options: Edit, Edit Mapping, Delete, and Copy Datastream. A red box highlights the 'Add Service' button in the top right corner of the main content area. The bottom right of the screen shows standard copyright information: © 2024 Adobe. All rights reserved.

## 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 is titled 'Datastreams > L612-222 Datastream > Add Service'. A dropdown menu labeled 'Service (required)' is open, showing options: 'Select an option...', '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 right of the screen shows standard copyright information: © 2024 Adobe. All rights reserved.

#### 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.