

Adobe Summit

LAB WORKBOOK

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

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Terminology

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

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

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

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

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

Reference Values for the Lab

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

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

Part 1: Migrate Adobe Analytics to AEP Web SDK

Section Overview: In this section, our first task will be to configure Adobe Analytics for our Datastream. We will then configure the AEP Web SDK in Tags and migrate an existing Analytics rule to send data to Analytics using the AEP Web SDK instead of the Analytics extension.

Exercise 1.1: Login to the Experience Cloud

Step 1: Navigate to experience.adobe.com

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

Step 3: Select Company or School Account

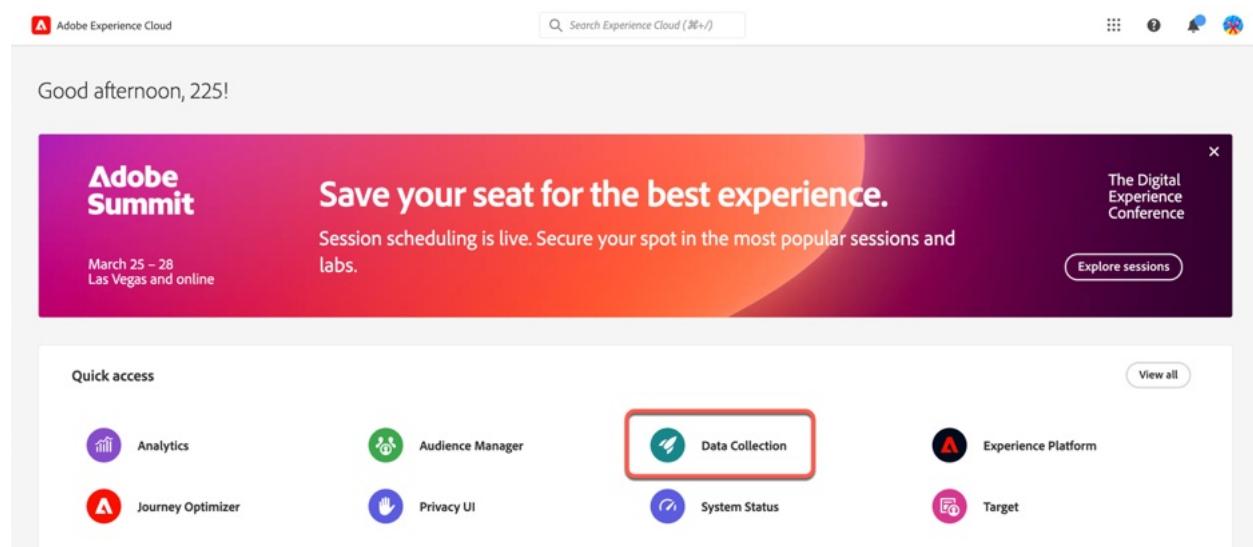
Step 4: Enter the password: **Adobe2024!**

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

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

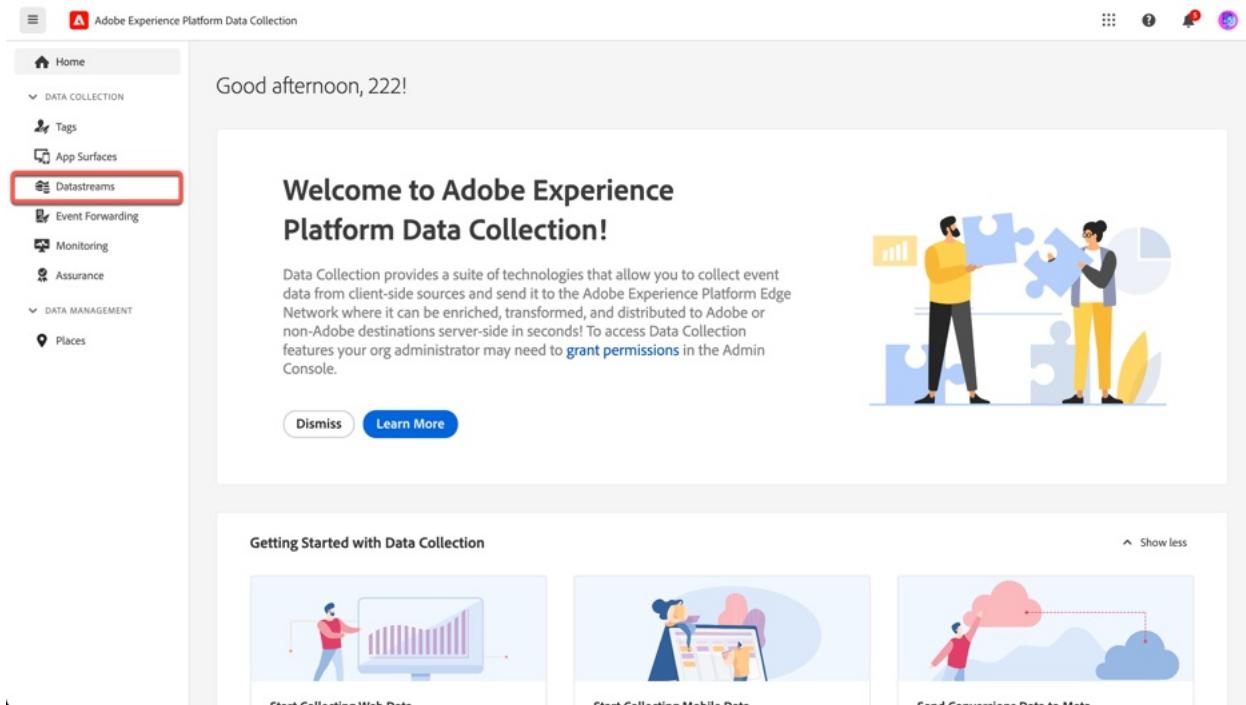
Exercise 1.2 Adobe Analytics to your Datastream

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



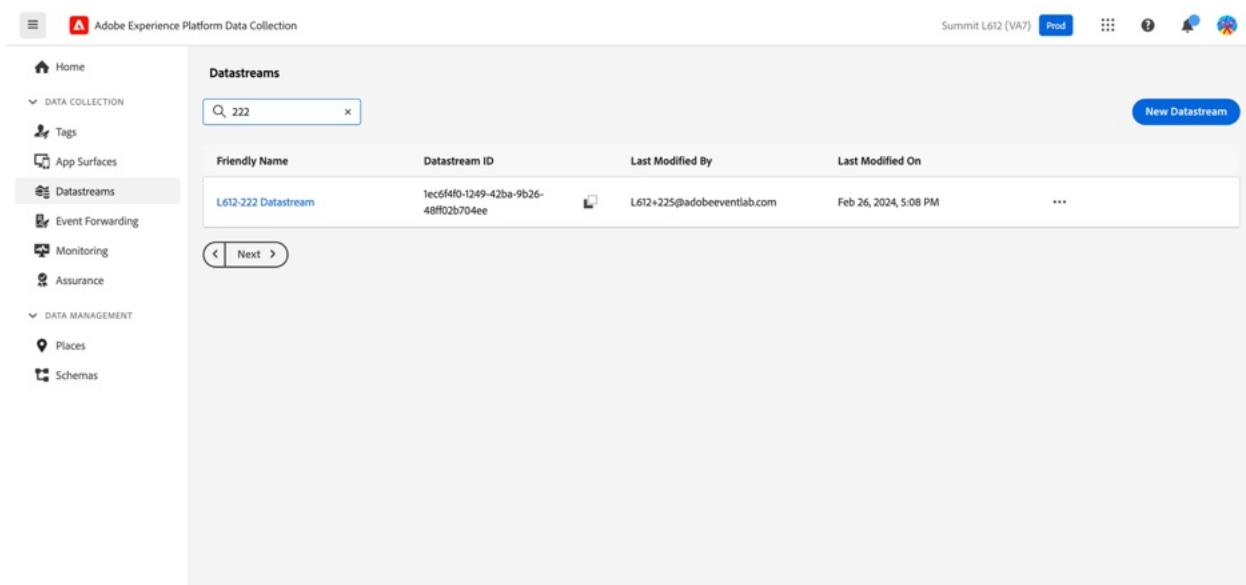
The screenshot shows the Adobe Experience Cloud interface. At the top, there's a search bar and a navigation menu. A prominent banner for "Adobe Summit" (March 25 - 28, Las Vegas and online) features the text "Save your seat for the best experience." Below the banner, the "Data Collection" icon is highlighted with a red border. Other icons in the quick access menu include Analytics, Audience Manager, Journey Optimizer, Privacy UI, System Status, Experience Platform, and Target. The bottom of the screen has a repeating "Adobe Summit" watermark.

Step 2: Click Datastreams in the left-hand menu



The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, a navigation sidebar lists various categories: Home, DATA COLLECTION (Tags, App Surfaces, **Datastreams**), DATA MANAGEMENT (Event Forwarding, Monitoring, Assurance, Places). The main content area features a welcome message "Good afternoon, 222!" and a large central box titled "Welcome to Adobe Experience Platform Data Collection!". Below the title, there is a brief description of Data Collection's purpose and a call-to-action button "Learn More". To the right of the text is an illustration of two people working with puzzle pieces and charts. Below this section is another titled "Getting Started with Data Collection" containing three small illustrations: "Start Collecting Web Data" (a person at a desk with a bar chart), "Start Collecting Mobile Data" (a person on a phone with a pie chart), and "Send Conversations Data to Meta" (a person pointing at a cloud icon).

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

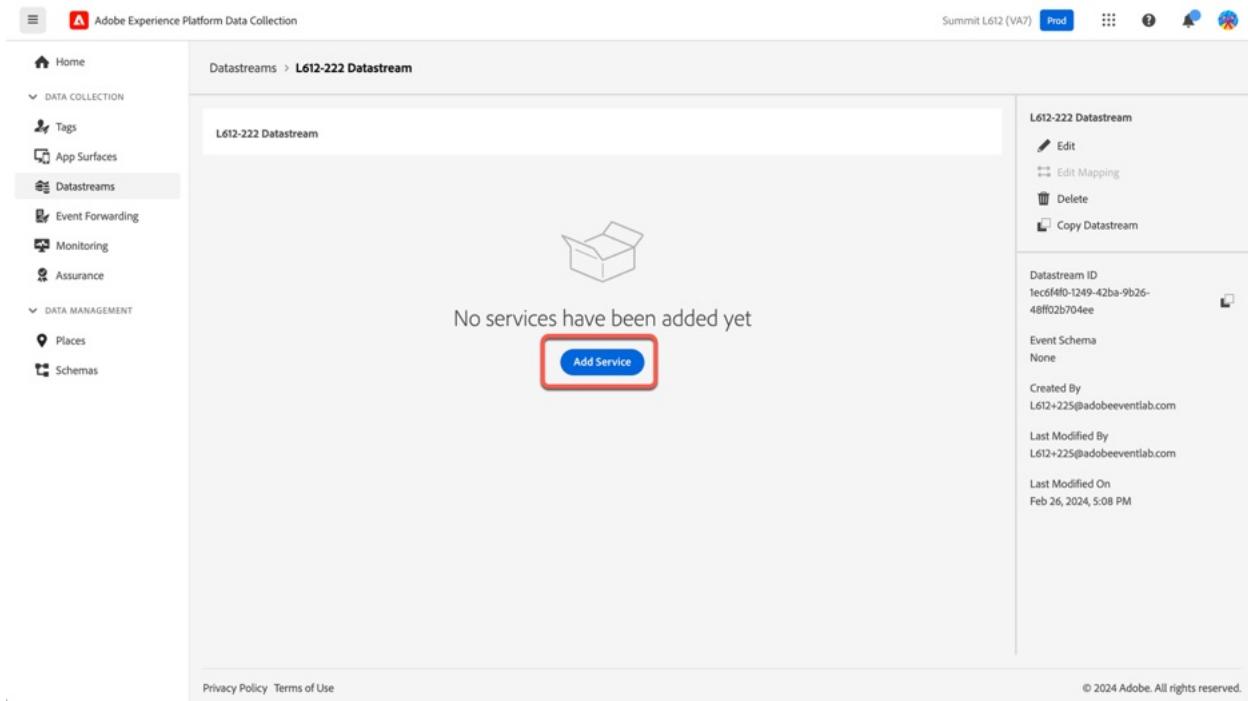


The screenshot shows the "Datastreams" list page. The left sidebar is identical to the previous screenshot. The main area has a search bar with the query "222" and a "New Datastream" button. A table displays one row of data:

Friendly Name	Datastream ID	Last Modified By	Last Modified On	...
L612-222 Datastream	1ec6ff4f0-1249-42ba-9b26-48ff02b704ee	L612+225@adobeeventlab.com	Feb 26, 2024, 5:08 PM	...

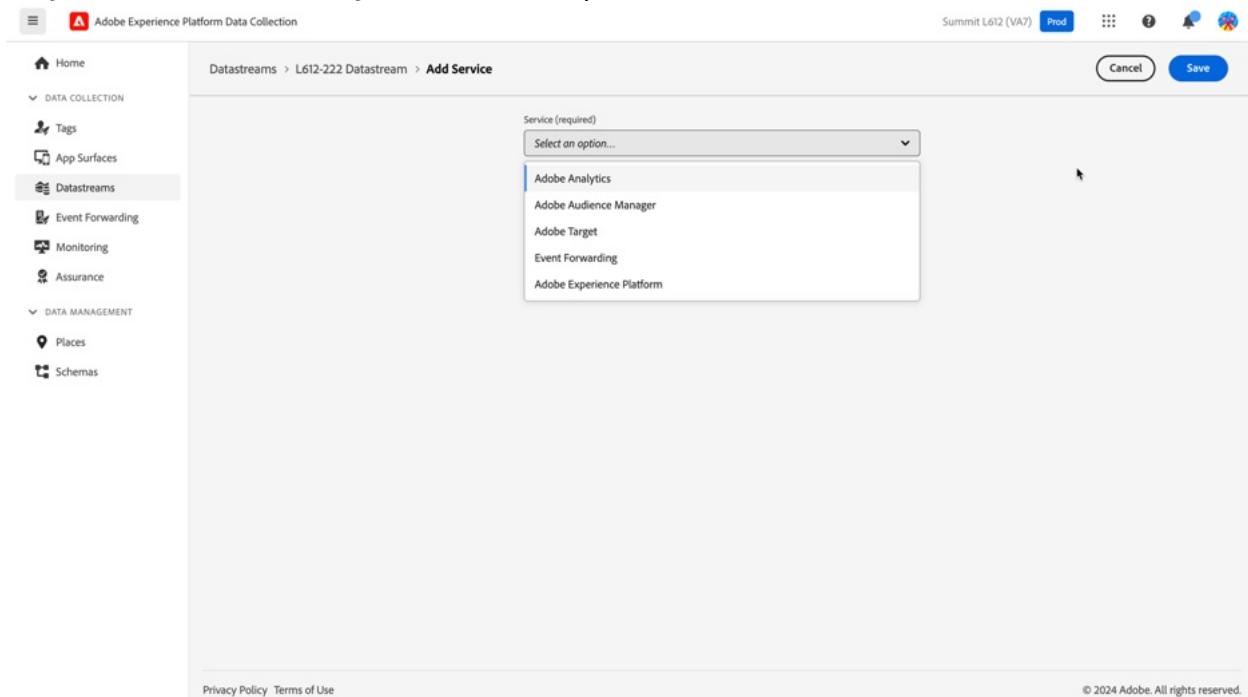
Below the table are navigation buttons for "Next" and "Previous".

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



The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with options like Home, Tags, App Surfaces, Datastreams (which is selected and highlighted in grey), Event Forwarding, Monitoring, Assurance, Places, and Schemas. The main area is titled "Datastreams > L612-222 Datastream". It displays a message "No services have been added yet" with a small icon of a box. Below this is a blue button labeled "Add Service", which is outlined in red. To the right, there's a detailed panel for "L612-222 Datastream" showing its ID (1ec6f4f0-1249-42ba-9b26-48ff02b704ee), event schema (None), and creation details (Created By: L612+225@adobeeventlab.com, Last Modified By: L612+225@adobeeventlab.com, Last Modified On: Feb 26, 2024, 5:08 PM). At the bottom, there are links for Privacy Policy and Terms of Use, and a copyright notice for © 2024 Adobe.

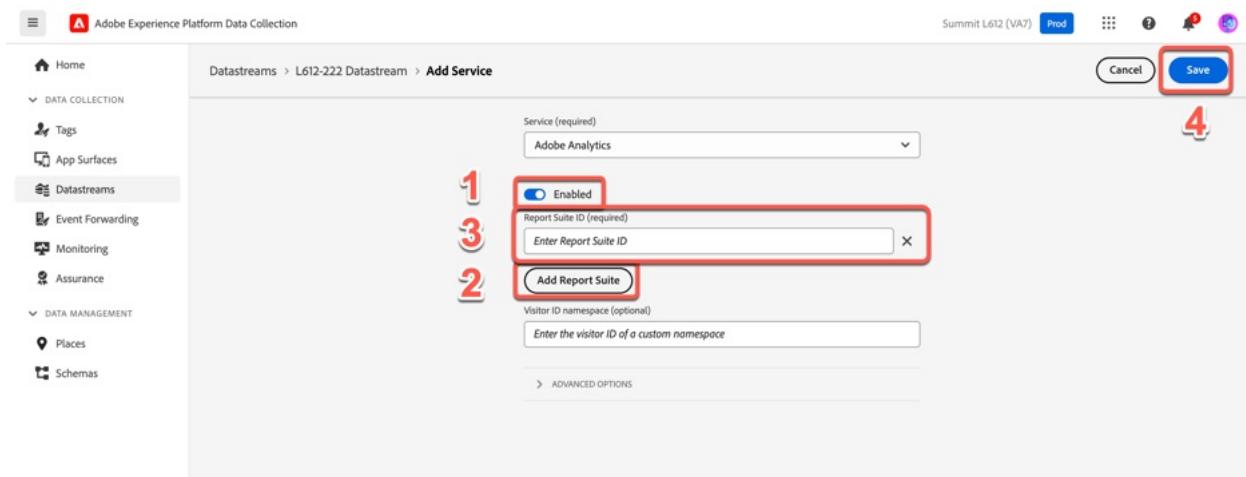
Step 5: Select **Adobe Analytics** from the drop-down



This screenshot shows the "Add Service" dialog box. The left side of the interface is identical to the previous screenshot, with the Datastreams section selected in the sidebar. The main area is titled "Datastreams > L612-222 Datastream > Add Service". A dropdown menu is open under the heading "Service (required)". The menu contains several options: "Select an option...", "Adobe Analytics" (which is highlighted in blue), "Adobe Audience Manager", "Adobe Target", "Event Forwarding", and "Adobe Experience Platform". At the top right of the dialog box are "Cancel" and "Save" buttons. At the bottom, there are links for Privacy Policy and Terms of Use, and a copyright notice for © 2024 Adobe.

Step 6: Enter the following configuration for Adobe Analytics

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



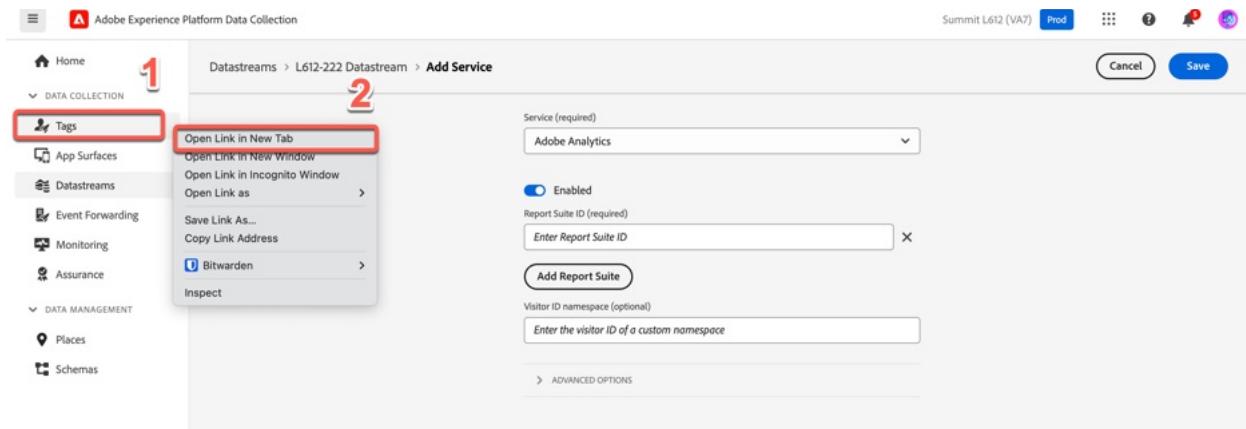
That's the only server-side configuration that's required to enable Adobe Analytics in your Datastream. After you save, each incoming request to the Edge Network will be routed to the report suite we specified above.

Exercise 1.3: Configure the AEP Web SDK in your Tags Property

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

Step 1: Open Tags in a new browser tab

1. Right-click **Tags** in the left-hand menu
2. Click **Open Link in New Tab**



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

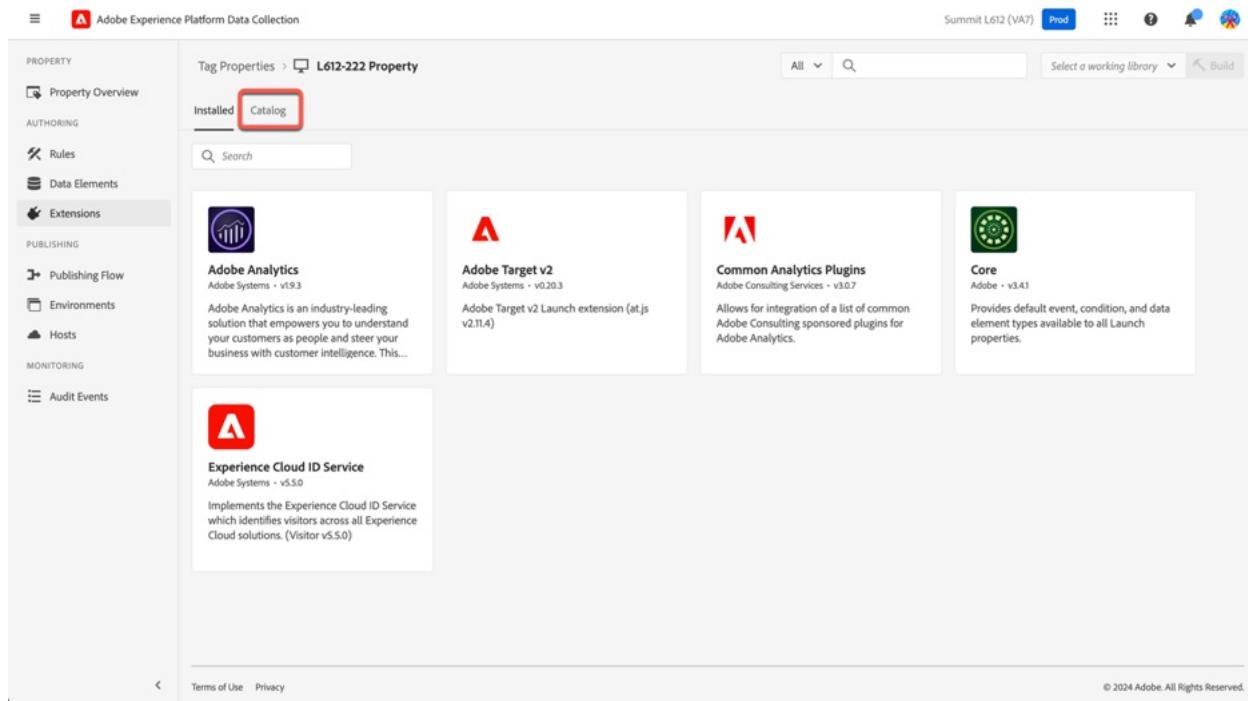
The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a navigation sidebar with sections for Home, DATA COLLECTION (Tags, App Surfaces, Datastreams, Event Forwarding, Monitoring, Assurance), and DATA MANAGEMENT (Places, Schemas). The main area is titled "Tag Properties" and shows a search bar with "222". A table lists one item: "L612-222 Property" under the "NAME" column, with "Web" under "PLATFORM", "Mitch Rice" under "MODIFIED BY", and "Feb 28, 2024, 9:05 PM" under "LAST MODIFIED". At the bottom, there are links for "Terms of Use" and "Privacy", and a copyright notice "© 2024 Adobe. All Rights Reserved."

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

The screenshot shows the "Property Overview" page for the "L612-222 Property". The left sidebar has a red box around the "Extensions" link under the "PUBLISHING" section. The main content area includes "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 four extensions: Extension Adobe Target v2, Extension Adobe Target v2, Extension Adobe Analytics, and Extension Adobe Analytics, all created on Feb 28, 2024, 9:16 PM). To the right, there's a "Featured" section with a "Meta Pixel" card and a "Whats New" section with a "New to Tags" card. The bottom of the page has links for "Release Notes" and "Developer Blog".

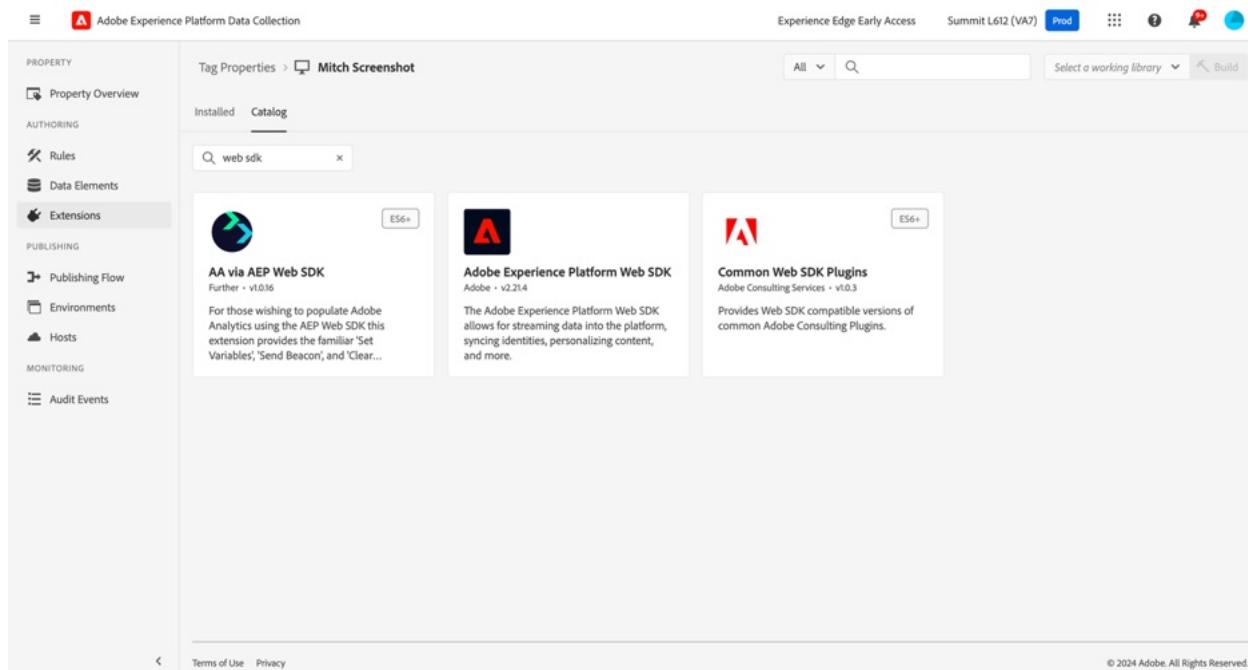
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Step 4: Next we'll install the AEP Web SDK. Click the **Catalog** tab near the top of the page.



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

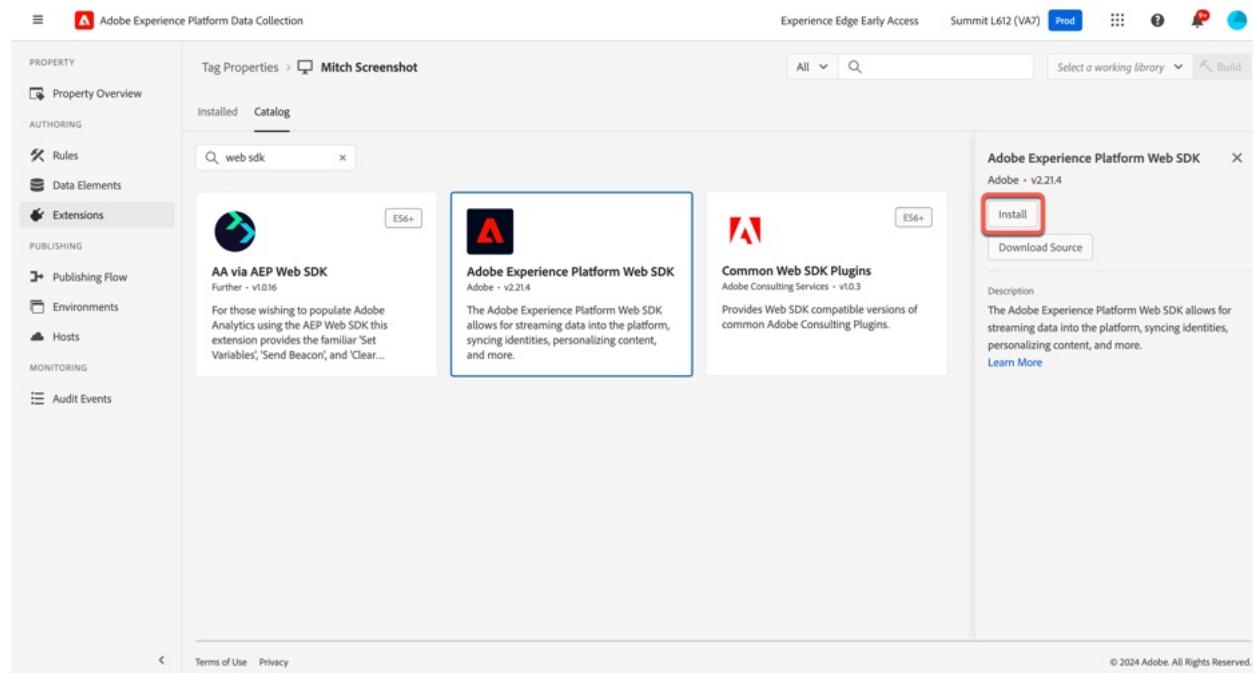
Step 5: Enter **Web SDK** in the search box near the top of the screen. Select the **Adobe Experience Platform Web SDK Extension**.



The screenshot shows the same interface as above, but with a search term "web sdk" entered into the search bar at the top of the main content area. The search results show three items: "AA via AEP Web SDK" (Further v1.0.16), "Adobe Experience Platform Web SDK" (Adobe v2.21.4), and "Common Web SDK Plugins" (Adobe Consulting Services v1.0.3). The "Adobe Experience Platform Web SDK" card is highlighted with a red box. The footer links and copyright notice are also present.

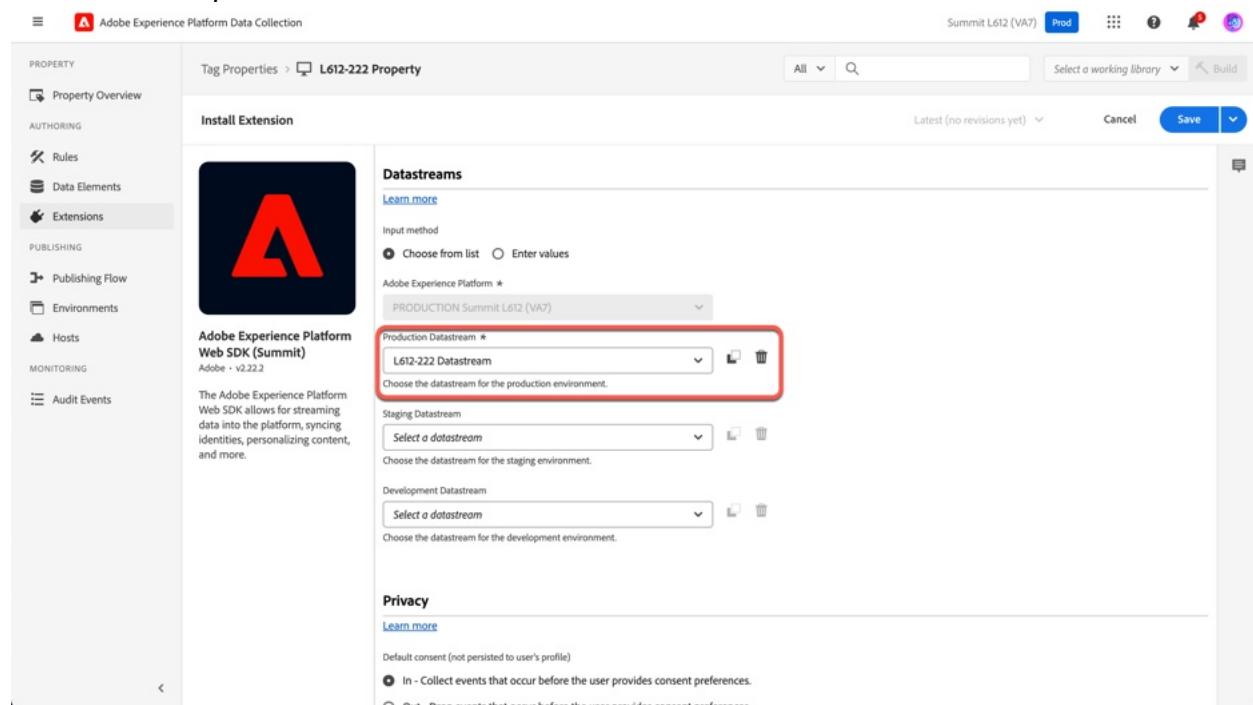
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Step 6: Click **Install** in the menu that appears on the right-hand side of the screen.



The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with various navigation options like Property Overview, Rules, Data Elements, and Extensions. The main area is titled 'Tag Properties > Mitch Screenshot' and has tabs for 'Installed' and 'Catalog'. A search bar at the top right shows 'Q web sdk'. Below it, there are two extension cards: 'AA via AEP Web SDK' and 'Adobe Experience Platform Web SDK'. The 'Adobe Experience Platform Web SDK' card is highlighted with a blue border. To its right is another card for 'Common Web SDK Plugins'. On the far right, a modal window for 'Adobe Experience Platform Web SDK' is open, showing details about the extension and a large red box around the 'Install' button.

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



The screenshot shows the 'Install Extension' dialog for the 'L612-222 Property' tag. The left sidebar is identical to the previous screenshot. The main area has a title 'Install Extension' and a 'Datastreams' section. Under 'Input method', there are two radio buttons: 'Choose from list' (selected) and 'Enter values'. Below this is a dropdown for 'Adobe Experience Platform *' which is set to 'PRODUCTION Summit L612 (VA7)'. A dropdown for 'Production Datastream *' is also shown, with 'L612-222 Datastream' selected and highlighted with a red box. There are also sections for 'Staging Datastream' and 'Development Datastream', each with a 'Select a datastream' dropdown. At the bottom, there's a 'Privacy' section with a 'Default consent (not persisted to user's profile)' field containing two radio button options: 'In - Collect events that occur before the user provides consent preferences.' (selected) and 'Out - Don't collect events that occur before the user provides consent preferences.'

Step 8: Configure Personalization and save

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

The screenshot shows the 'Install Extension' dialog for the 'Adobe Experience Platform Web SDK (Summit)' extension. The 'Personalization' section contains a checkbox for 'Migrate Target from at.js to the Web SDK'. Below it is a 'Prehiding style' section with a code editor containing a snippet. At the bottom is a 'Prehiding snippet' section with another code editor containing a snippet. A checkbox for 'Enable personalization storage' is also present. The 'Save' button is highlighted with a red box and labeled '3'. The left sidebar shows various platform components like Property Overview, Rules, Data Elements, and Extensions.

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 sidebar of the 'Tag Properties' interface. It lists several extensions: 'Adobe Analytics' (v1.9.4), 'Adobe Experience Platform Web SDK (Summit)' (v2.22.2), 'Adobe Target v2' (v0.20.3), 'Core' (v3.4.1), 'Experience Cloud ID Service' (v5.5.0), and 'Visitor' (v5.5.0). The 'Data Elements' option is highlighted with a red box.

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

The screenshot shows the 'Tag Properties' screen for 'L612-222 Property'. On the left, a sidebar lists various categories like 'Property Overview', 'Rules', 'Data Elements' (which is selected), 'Extensions', etc. The main area displays a table of existing data elements with columns for 'NAME', 'DURATION', 'MODIFIED BY', 'LAST MODIFIED', and 'STATUS'. Three entries are listed: 'Cart Total', 'Page Type', and 'Tags Property Name', all marked as 'Enabled'. In the top right corner of the main area, there is a blue 'Add Data Element' button with a red box around it.

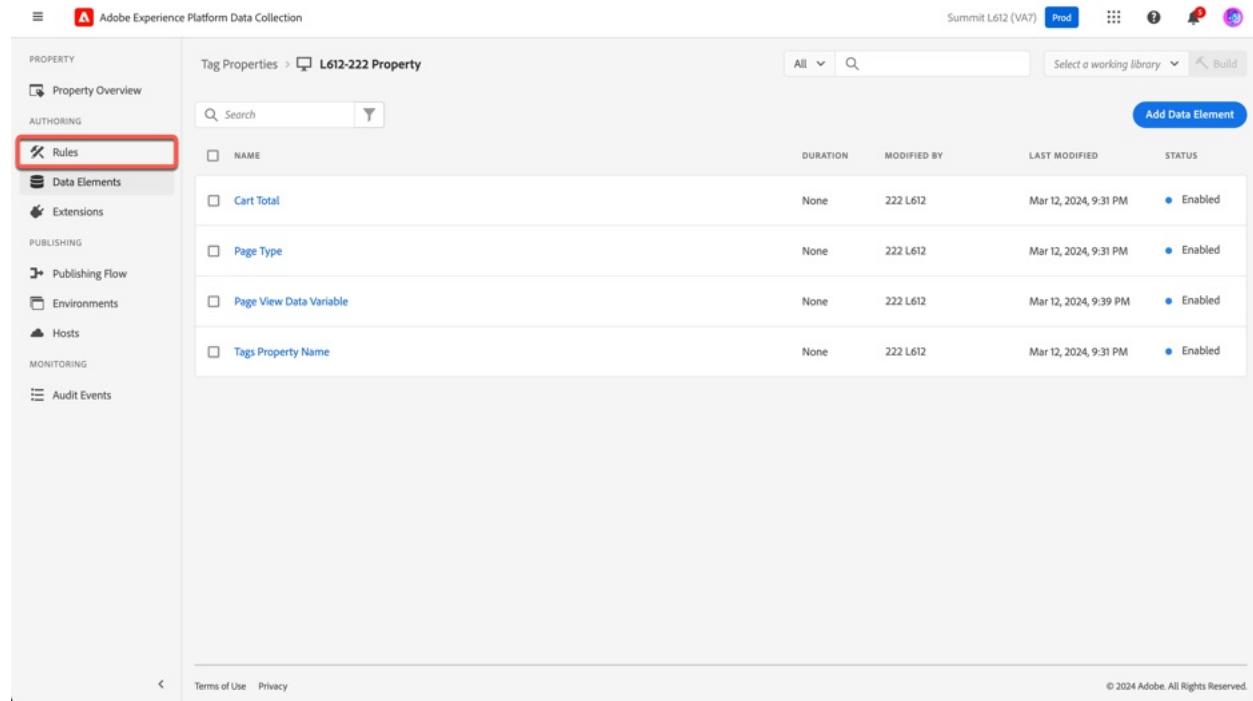
Step 3: Configure your Data Element.

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. On the left, the 'PROPERTY' sidebar includes 'Data Elements' (selected). The main form has a 'Name' field (1) containing 'Add to Cart Data Variable', an 'Extension' dropdown (2) set to 'Adobe Experience Platform Web SDK (Summit)', and a 'Data Element Type' dropdown (3) set to 'Variable'. To the right, a panel (4) says 'Choose the property you want to populate' with 'Data' selected. Another panel (5) titled 'Solutions' has 'Adobe Analytics' and 'Adobe Target' checked. In the top right, a 'Save' button (6) is highlighted with a red box.

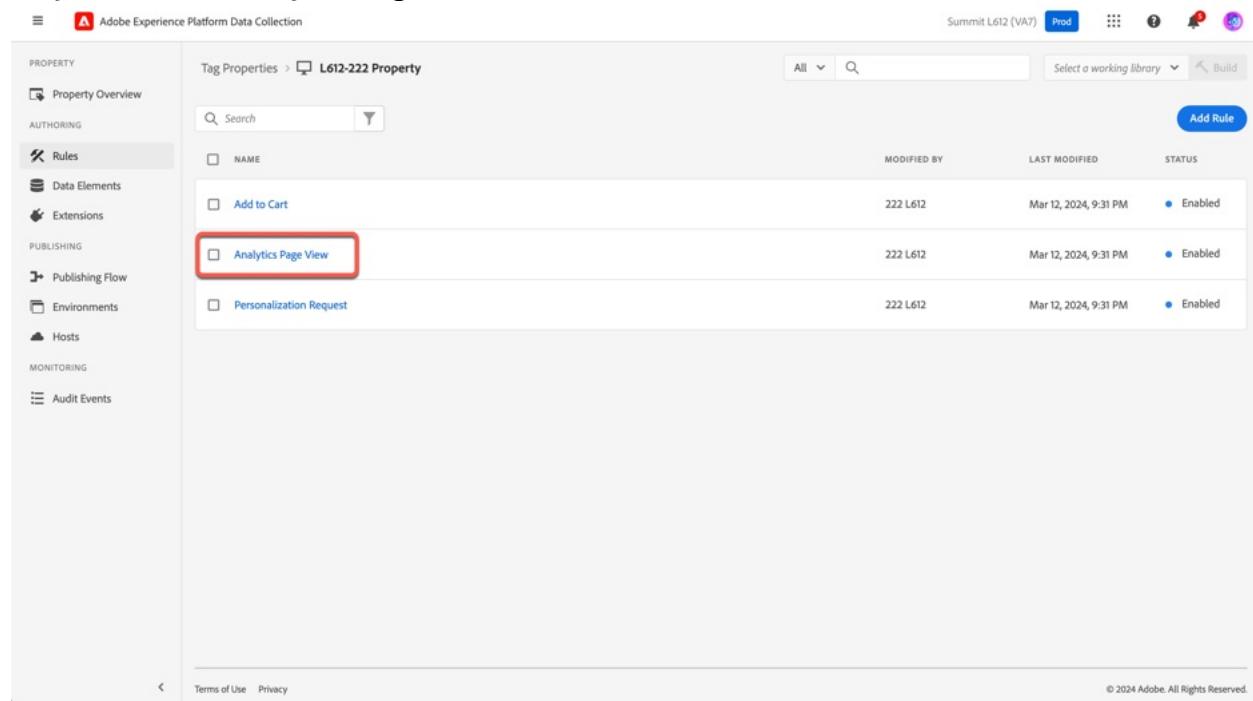
Exercise 1.5: Migrate the Analytics Page View rule

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



NAME	DURATION	MODIFIED BY	LAST MODIFIED	STATUS
Cart Total	None	222 L612	Mar 12, 2024, 9:31 PM	Enabled
Page Type	None	222 L612	Mar 12, 2024, 9:31 PM	Enabled
Page View Data Variable	None	222 L612	Mar 12, 2024, 9:39 PM	Enabled
Tags Property Name	None	222 L612	Mar 12, 2024, 9:31 PM	Enabled

Step 2: Click the Analytics Page View rule.



NAME	MODIFIED BY	LAST MODIFIED	STATUS
Add to Cart	222 L612	Mar 12, 2024, 9:31 PM	Enabled
Analytics Page View	222 L612	Mar 12, 2024, 9:31 PM	Enabled
Personalization Request	222 L612	Mar 12, 2024, 9:31 PM	Enabled

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

The screenshot shows the 'Edit Rule' screen in the Adobe Experience Platform Data Collection interface. The left sidebar contains navigation links for Property Overview, Rules, Data Elements, Extensions, Publishing Flow, Environments, Hosts, Monitoring, and Audit Events. The main area is titled 'Tag Properties > L612-222 Property' and shows an 'Edit Rule' configuration. The rule is named 'Analytics Page View' and has an 'IF' condition set to 'Core - Page Bottom'. The 'THEN' section contains three actions: 'Adobe Analytics - Set Variables', 'WAIT, THEN', and 'Adobe Analytics - Send Beacon'. Below these is another 'WAIT, THEN' section followed by the 'Adobe Analytics - Clear Variables' action, which is highlighted with a red box around its '+' icon, indicating where to click to add it. The top right of the screen shows status indicators for 'Summit L612 (VA7)', 'Prod', and various build and save buttons.

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 the rule. Step 1 is highlighted with a red box around the 'Extension' dropdown, which is set to 'Adobe Experience Platform Web SDK (Summit)'. Step 2 is highlighted with a red box around the 'Action Type' dropdown, which is set to 'Update variable'. The 'Name' field shows the full path: 'Adobe Experience Platform Web SDK (Summit) - Update variable'. Below the configuration area is a 'Variable Editor' section with a tree view of data objects: 'data | object', 'adobe | object', 'analytics | object', and 'target | object'. A note at the bottom explains the schema builder: 'Build an object that complies with your configured schema by selecting attributes on the left and providing their values.' It includes a legend for circle states: empty (no populated), partially filled (some populated), and fully filled (all populated). A note also states: 'Fields that may be auto-populated when this data element is passed to the XDM option of the Send event action have this icon. Hovering over the icon shows a popup explaining when the field will be auto-populated.'

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Step 5: In the right-hand panel, select the **Analytics** object, then make the following variable assignments.

1. Select **eVar1** from the drop-down in the eVar section.
2. Click the storage icon next to the value field.

The screenshot shows the 'Variable Editor' for the 'eVar1' variable. The 'data' object is selected, and the 'analytics' object is expanded. The 'eVar' field is highlighted with a red box labeled '1'. To its right is a storage icon (a small box with a dot) labeled '2', which is also highlighted with a red box.

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

A modal dialog titled 'Select Data Element' is open. The 'Tags Property Name' option is selected and highlighted with a red box labeled '1'. At the bottom right of the dialog is a 'Select' button, which is also highlighted with a red box labeled '2'.

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

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

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

Click **Save/Keep Changes**.

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with navigation links: PROPERTY, AUTHORING (selected), RULES, DATA ELEMENTS, EXTENSIONS, PUBLISHING, ENVIRONMENTS, HOSTS, MONITORING, and AUDIT EVENTS. The main area is titled "Tag Properties > L612-222 Property". Under "Latest", it says "Analytics Page View > Action Configuration". The "Extension" dropdown is set to "Adobe Experience Platform Web SDK (Summit)". The "Action Type" dropdown is set to "Update variable". The "Name" field contains "Adobe Experience Platform Web SDK (Summit) - Update variable". Below these, there's an "ADVANCED OPTIONS" link. To the right, the "Variable Editor" is open. It shows a tree structure under "analytics": "data" (selected), then "adobe", then "analytics". Under "analytics", there are two radio buttons: "Provide individual attributes" (selected) and "Provide entire object" (highlighted with a red box). Below this, there are sections for "eVar" and "Prop". Under "eVar", there are two entries: "eVar1" with value "%Tags Property Name%" and "eVar2" with value "%Page Type%". There are "Add another eVar" and "Delete" buttons next to these. Under "Prop", there are two entries: "prop1" with value "%Tags Property Name%" and "prop2" with value "%Page Type%". There are "Add another prop" and "Delete" buttons next to these. At the bottom, there are fields for "Event", "Event ID (optional)", and "Event value (optional)". A "Keep Changes" button is visible at the top right of the editor.

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

The screenshot shows the 'Edit Rule' screen for 'Analytics Page View'. On the left, a sidebar lists categories like Property Overview, Rules, Data Elements, Extensions, Publishing Flow, Environments, Hosts, Monitoring, and Audit Events. The main area has tabs for 'Edit Rule' and 'Tag Properties > L612-222 Property'. Under 'Edit Rule', there's a 'Name' field with 'Analytics Page View'. The 'IF' section is collapsed. The 'EVENTS' section contains a single item: 'Core - Page Bottom'. The 'CONDITIONS' section has an 'Add' button. The 'THEN' section is collapsed. The 'ACTIONS' section is expanded, showing a sequence of actions: 'Adobe Analytics - Set Variables', 'WAIT, THEN', 'Adobe Analytics - Send Beacon', 'WAIT, THEN', 'Adobe Analytics - Clear Variables', 'WAIT, THEN', and 'Adobe Experience Platform Web SDK (Summit) - Update variable'. A red box highlights the '+' icon next to the last action.

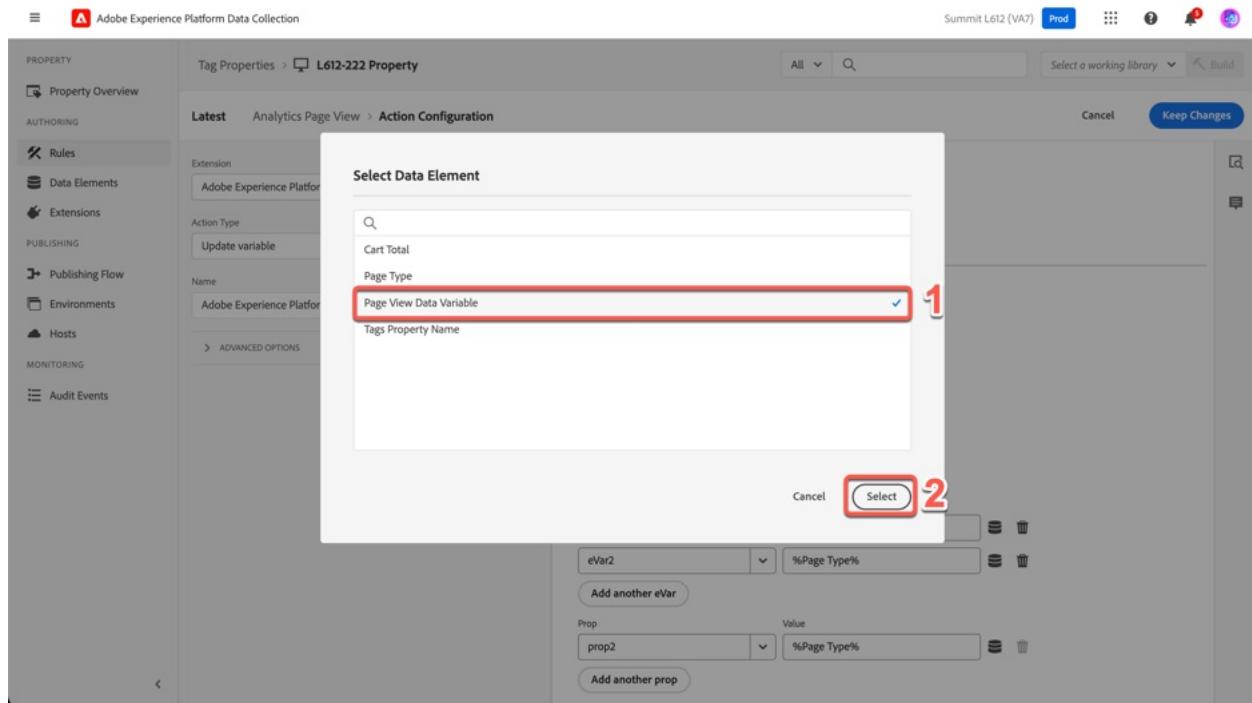
Step 9: Configure the Page View Send Event action.

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 the 'Send event' action. The left sidebar is identical to the previous screenshot. The main area shows the 'Latest' configuration for 'Analytics Page View'. The 'Extension' dropdown is set to 'Adobe Experience Platform Web SDK (Summit)' (marked with a red box 1). The 'Action Type' dropdown is set to 'Send event' (marked with a red box 2). The 'Data' section is expanded, showing fields for 'Type' and 'XDM'. The 'Type' field is empty. The 'XDM' field is also empty. A red box 3 highlights the storage icon next to the 'Data' input field. Other sections like 'ADVANCED OPTIONS' and 'Include rendered propositions' are visible but not interacted with.

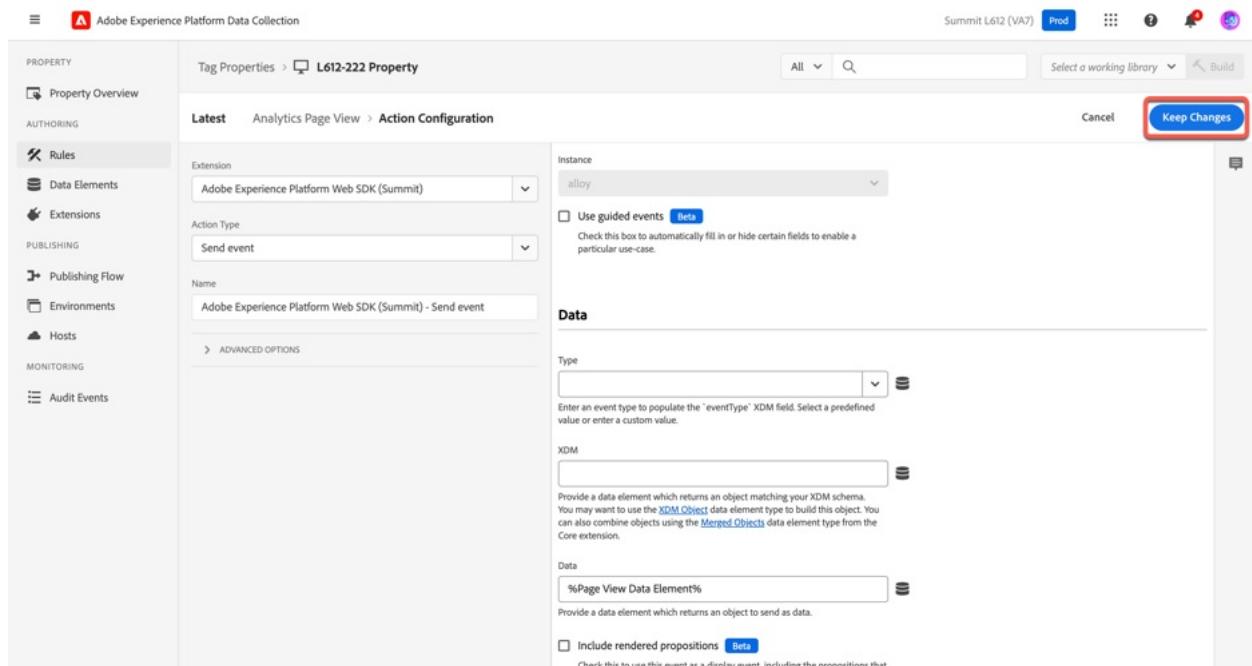
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Step 10: Select the Page View Data Variable and then click the Select button.



The screenshot shows the 'Action Configuration' screen for an 'Analytics Page View'. A modal window titled 'Select Data Element' is open. Inside, a dropdown menu lists several options: 'Cart Total', 'Page Type', and 'Page View Data Variable'. The 'Page View Data Variable' option is highlighted with a red box and has a red number '1' next to it. At the bottom right of the modal, there is a 'Select' button, which is also highlighted with a red box and has a red number '2' next to it. The background of the main screen shows the configuration of an 'Update variable' action, with fields for 'eVar2' and 'prop2' both set to '%Page Type%'. There are also sections for 'Instance' (set to 'alloy'), 'Data' (with a dropdown for 'Type' and a field for 'XDM' containing '%Page View Data Element%'), and 'Advanced Options'.

Step 11: Click Save/Keep Changes



The screenshot shows the same 'Action Configuration' screen as before, but now the modal window is closed. The 'Keep Changes' button at the top right of the main screen is highlighted with a red box and has a red number '1' next to it. The configuration settings remain the same as in the previous step, including the 'Update variable' action with 'eVar2' and 'prop2' set to '%Page Type%', the 'Send event' action with 'Name' set to 'Adobe Experience Platform Web SDK (Summit) - Send event', and the 'Data' section with 'Type' set to 'Page View Data Element' and 'XDM' set to '%Page View Data Element%'.

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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 a tag named 'Analytics Page View'. The 'THEN' section contains three actions: 'Adobe Analytics - Set Variables', 'Adobe Analytics - Send Beacon', and 'Adobe Analytics - Clear Variables'. The 'Adobe Analytics - Set Variables' action is circled with a red number 1. The 'Adobe Analytics - Send Beacon' action is circled with a red number 2. The 'Adobe Analytics - Clear Variables' action is circled with a red number 3. All three actions are highlighted with yellow boxes.

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

The screenshot shows the 'Edit Rule' screen for a tag named 'Analytics Page View'. The 'THEN' section now only contains the 'Adobe Experience Platform Web SDK (Summit) - Update variable' action, which is highlighted with a yellow box and circled with a red number 1. The 'Save' button is highlighted with a red box.

Step 14: Click Publishing Flow

The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar is titled "PROPERTY" and includes sections for "Property Overview", "AUTHORING" (with "Rules" selected), "Data Elements", "Extensions", "PUBLISHING" (with "Publishing Flow" selected and highlighted with a red box), "Environments", "Hosts", "MONITORING", and "Audit Events". The main content area is titled "Tag Properties > L612-222 Property" and contains a table with two rows:

NAME	MODIFIED BY	LAST MODIFIED	STATUS
Analytics Page View	222 L612	Mar 12, 2024, 6:48 PM	Enabled
Personalization Request	222 L612	Mar 12, 2024, 6:27 PM	Enabled

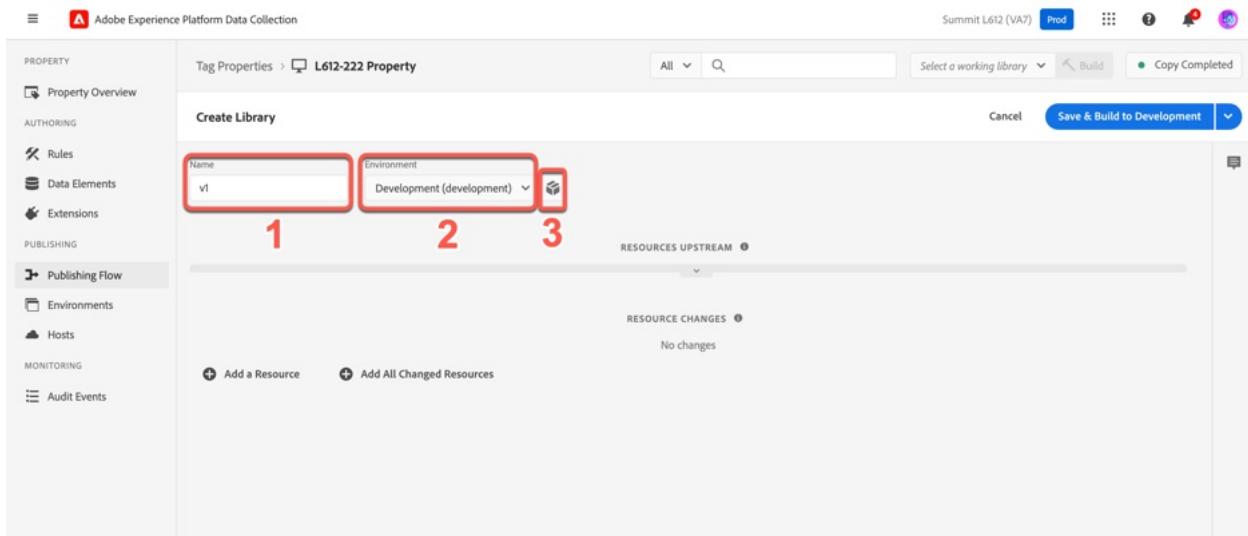
At the top right, there are buttons for "Select a working library", "Build", and "Add Rule". At the bottom, there are links for "Terms of Use" and "Privacy", and a copyright notice "© 2024 Adobe. All Rights Reserved."

Step 15: Click Add Library

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 displays a publishing flow diagram with four states arranged horizontally: "Development", "Submitted", "Approved", and "Published". Each state is represented by a light gray rectangular box. At the top right of the main area, there is a blue button labeled "Add Library" which is highlighted with a red box.

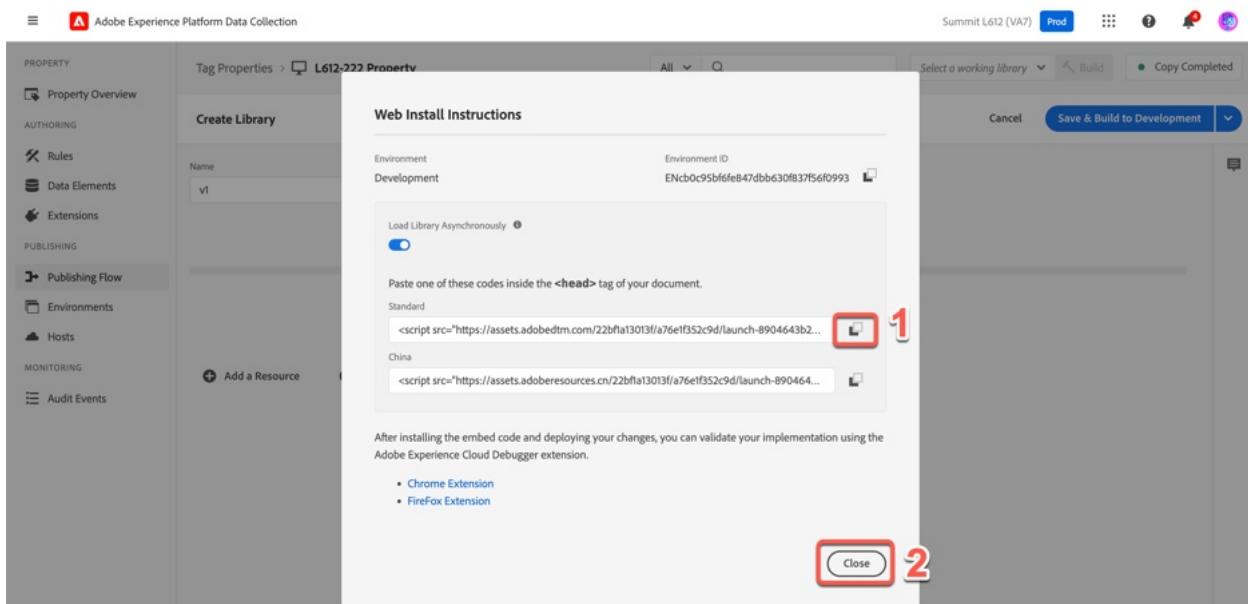
Step 16:

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



Step 17: When you click the cube icon, the following screen will appear.

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



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

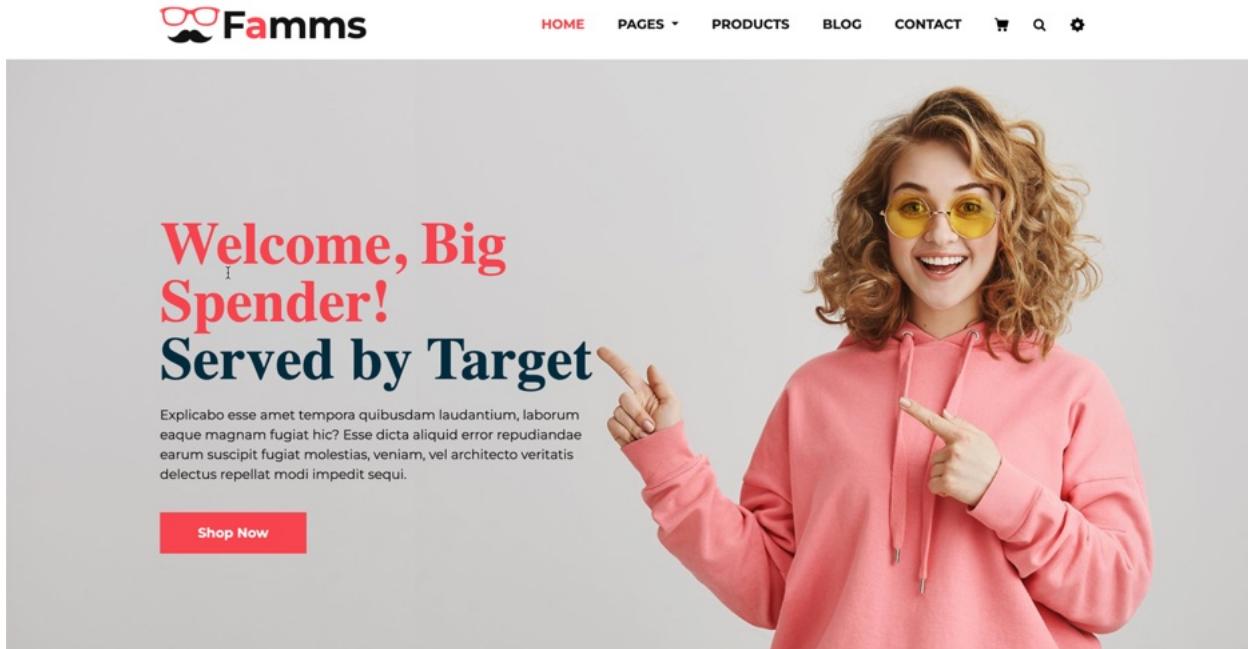
The screenshot shows the 'Tag Properties' screen for 'L612-222 Property'. On the left, there's a sidebar with sections like 'PROPERTY', 'AUTHORIZING', 'PUBLISHING', and 'MONITORING'. Under 'PUBLISHING', 'Publishing Flow' is selected. In the main area, a 'Create Library' dialog is open. It has fields for 'Name' (v1) and 'Environment' (Development (development)). At the top right of the dialog is a 'Save & Build to Development' button, which is highlighted with a red box and labeled '2'. At the bottom of the dialog is an 'Add All Changed Resources' button, also highlighted with a red box and labeled '1'.

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

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

The screenshot shows a website for 'Famms'. At the top, there's a header with 'HOME', 'PAGES', 'PRODUCTS', 'BLOG', 'CONTACT', and a shopping cart icon. To the right of the header is a gear icon, which is highlighted with a red box and labeled '2'. Below the header, there's a banner with a woman pointing and the text 'Sale 20% Off On Everything'. On the left, there's a text block: 'Explicabo esse amet tempora quibusdam laudantium, laborum eaque magnam fugiat hic? Esse dicta aliquid error repudiandae earum suscipit fugiat molestias, veniam, vel architecto veritatis delectus repellat modi impedit sequi.' At the bottom left is a 'Shop Now' button. On the right, there's a large image of a smiling woman wearing yellow sunglasses and a pink hoodie. A red box highlights the 'Save and reload' button in a modal window titled 'Adobe Tags Library', which contains the embed code: '<script src="https://assets.adobedtm.com/22bf1a13013f/af8b0c15e5e5/launch-71eb7cb6af7-development.min.js" async></script>'.

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



Section Recap

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

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

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

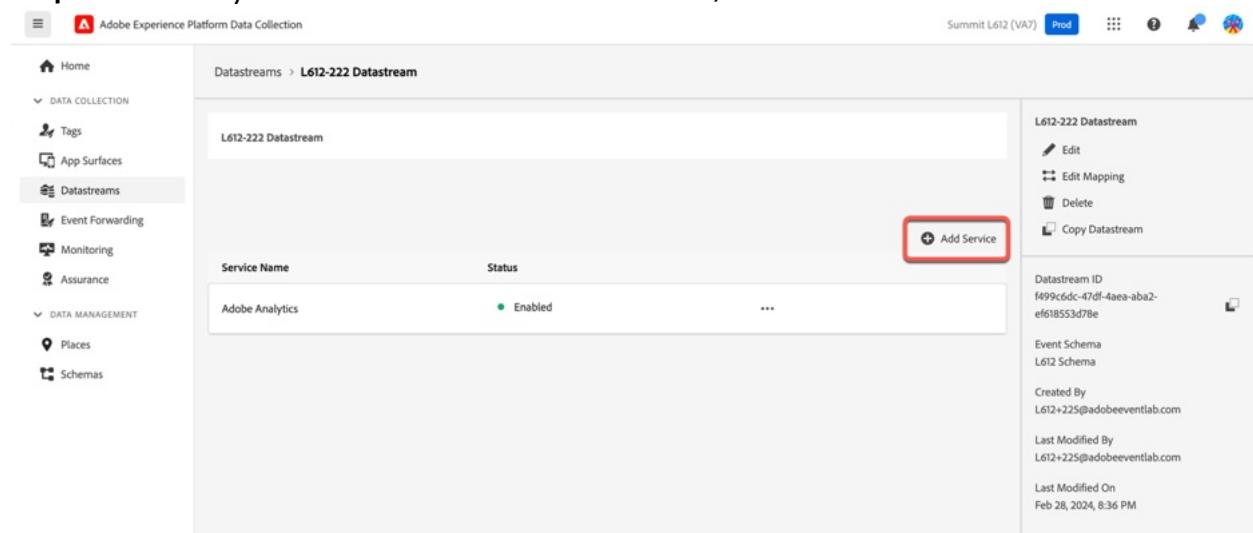
Although, we'll be disabling Analytics rules right away during this Lab, we've seen customers leave them enabled for several months to ensure data is consistent as they transition from Adobe Analytics to Customer Journey Analytics.

Part 2: Migrate Adobe Target to the AEP Web SDK

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

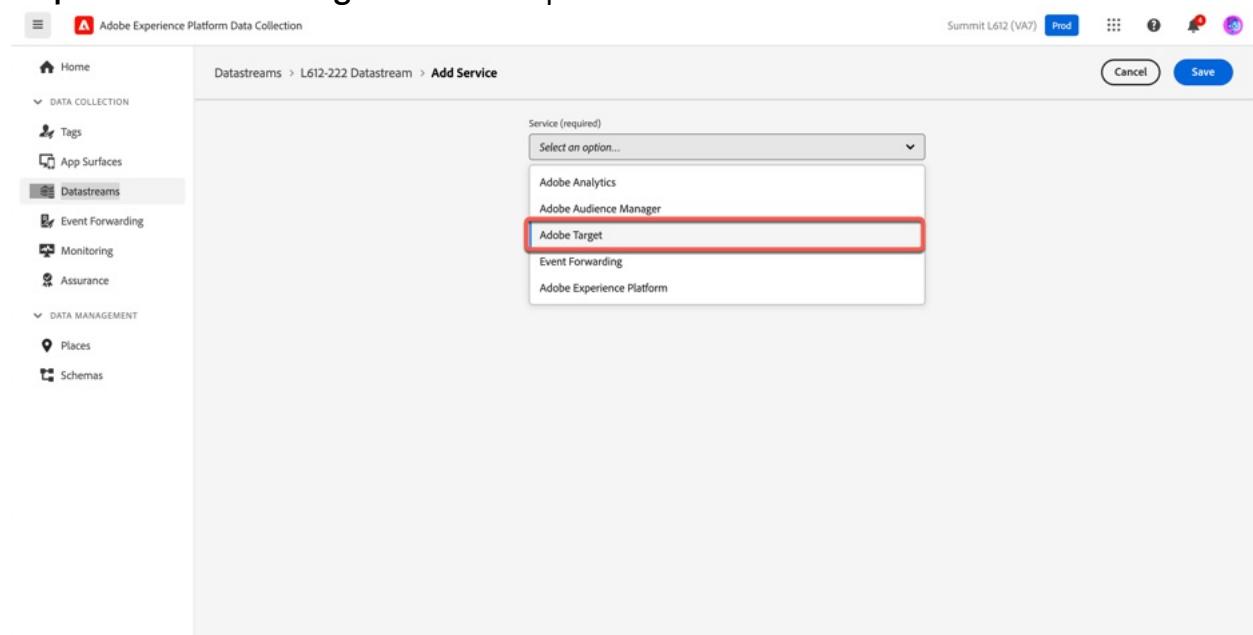
Exercise 2.1: Add Adobe Target to your Datastream

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



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

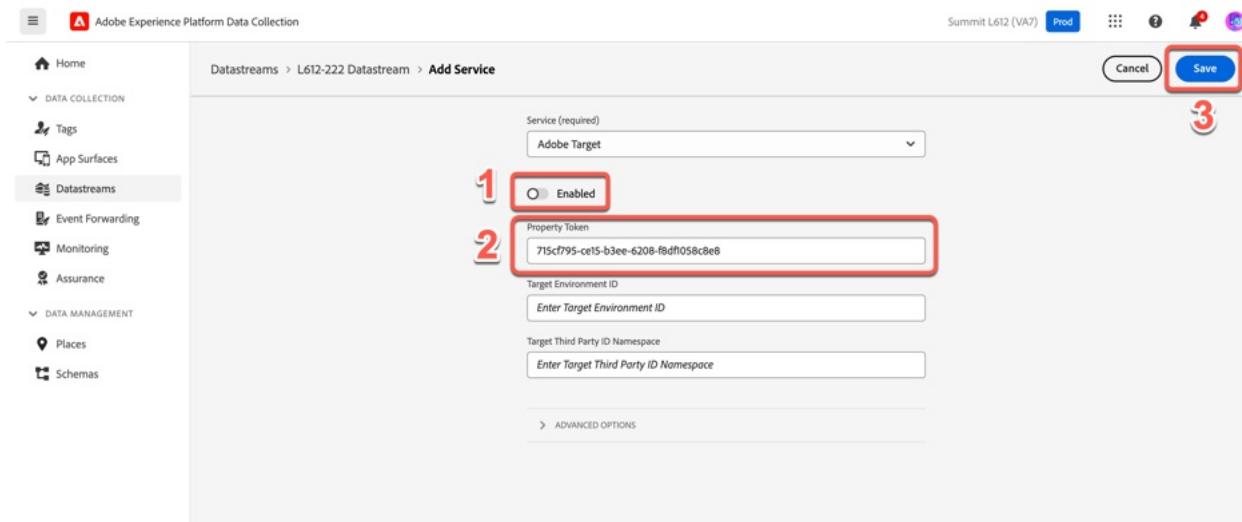
Step 2: Select **Adobe Target** from the dropdown menu.



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

Step 3: Configure the Target Service

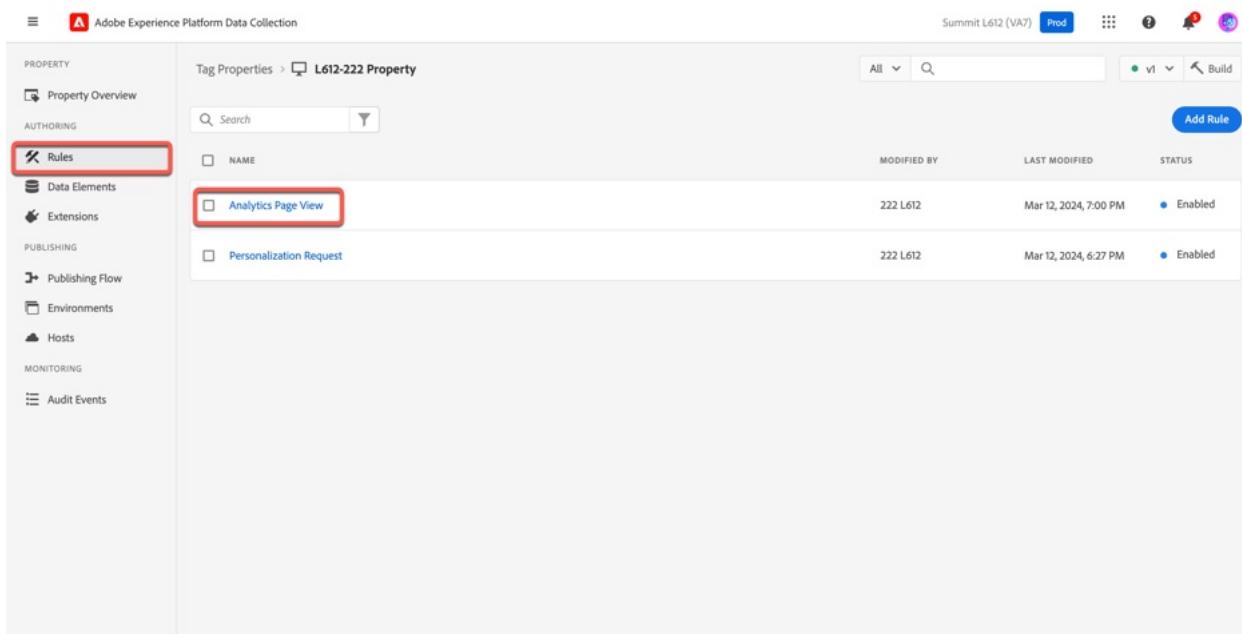
1. Make sure the **Enabled** toggle is turned on.
2. Copy **715cf795-ce15-b3ee-6208-f8df1058c8e8** to the **Property Token** field.
3. Click **Save**.



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

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

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



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

The screenshot shows the 'Edit Rule' screen for the 'Analytics Page View' rule. The left sidebar contains navigation links for Property, Authoring, Rules, Data Elements, Extensions, Publishing, Monitoring, and Audit Events. The main area is titled 'Edit Rule' with a 'Name' field set to 'Analytics Page View'. Below it, the 'IF' section is configured with 'Core - Page Bottom' as the event. The 'THEN' section contains 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.

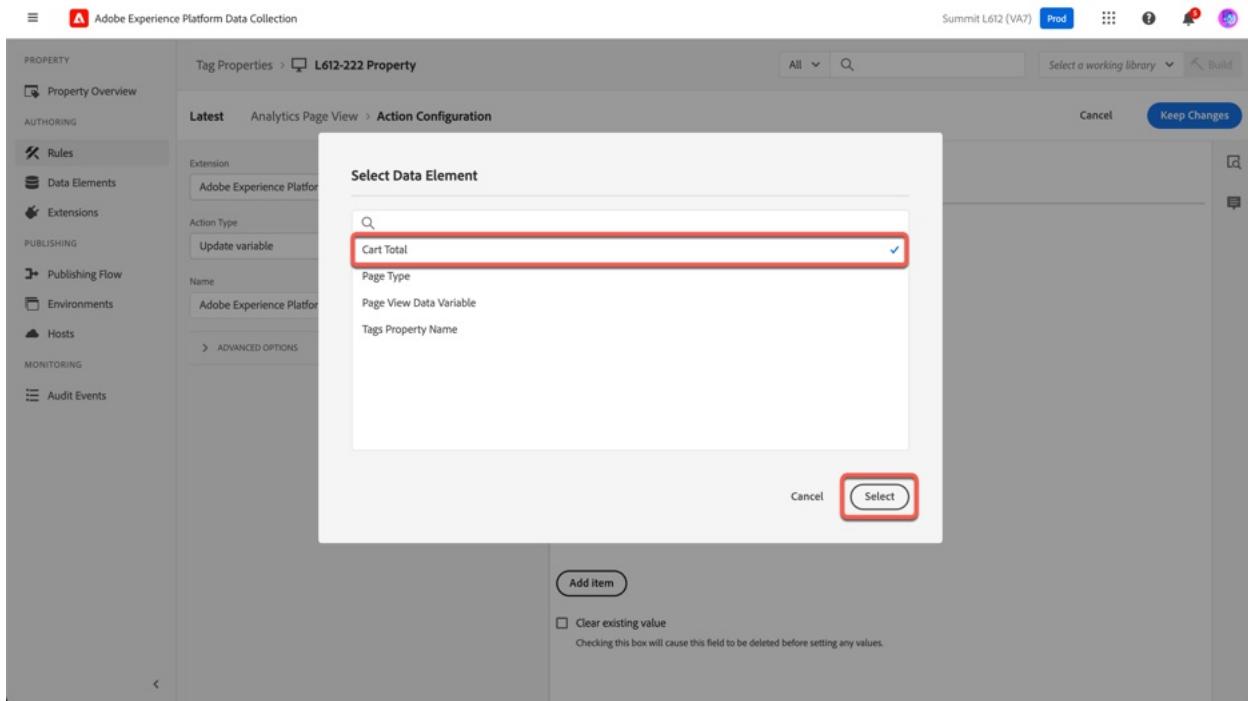
Step 3: Update the Adobe Experience Platform Web SDK – Update Variable action

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

The screenshot shows the 'Action Configuration' screen for the 'Update variable' action. The left sidebar is identical to the previous screenshot. The main area shows the 'Extension' dropdown set to 'Adobe Experience Platform Web SDK (Summit)', the 'Action Type' dropdown set to 'Update variable', and the 'Name' field set to 'Adobe Experience Platform Web SDK (Summit) - Update variable'. In the 'Variable Editor' panel, the 'target' object is selected under the 'data > __adobe > target' path. The 'KEY' field is highlighted with a red box and contains 'cartTotal'. The 'VALUE' field has a storage icon highlighted with a red box.

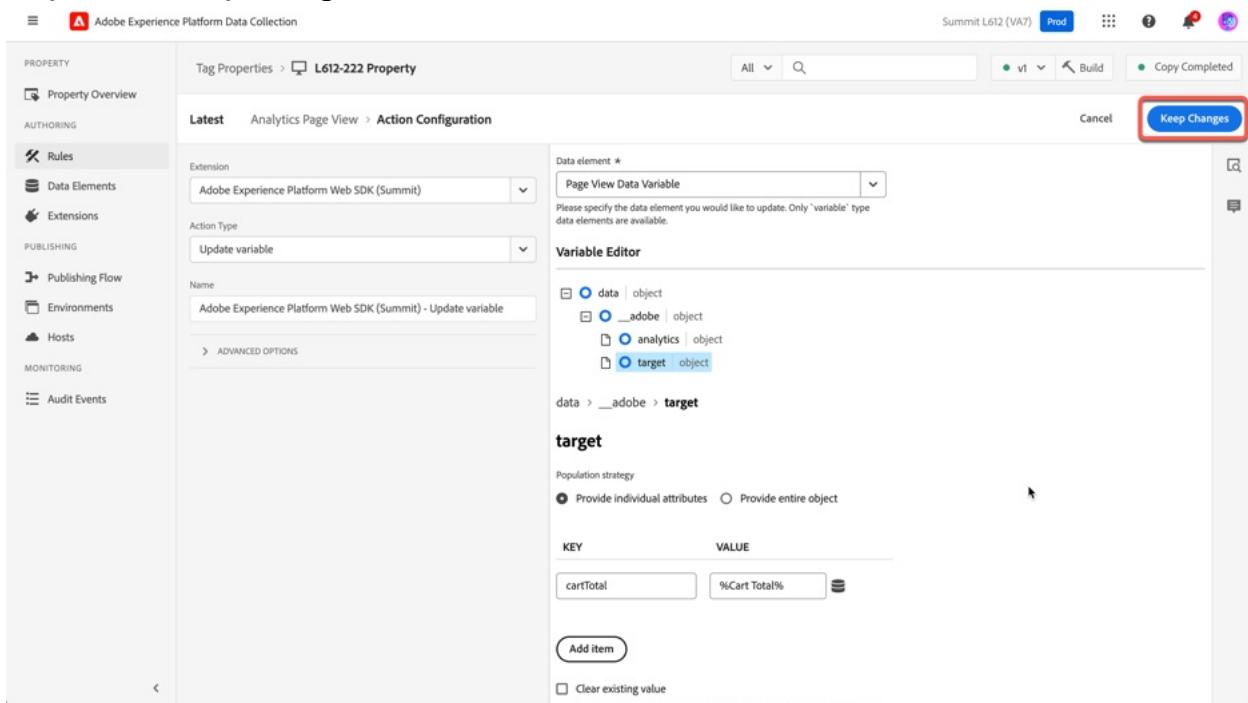
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Step 4: Select Cart Total from the Data Element selector. Then click Select.



The screenshot shows the 'Action Configuration' screen for an 'Analytics Page View'. A modal window titled 'Select Data Element' is open. In the search input field, 'Cart Total' is typed and selected. At the bottom right of the modal, the 'Select' button is highlighted with a red box. The main configuration area shows an 'Extension' set to 'Adobe Experience Platform Web SDK (Summit)', 'Action Type' set to 'Update variable', and a 'Name' field containing 'Adobe Experience Platform Web SDK (Summit) - Update variable'. There is also an 'ADVANCED OPTIONS' link.

Step 5: Click Keep Changes.



The screenshot shows the 'Action Configuration' screen for an 'Analytics Page View'. The 'Keep Changes' button at the top right is highlighted with a red box. The configuration details are identical to the previous step, including the extension 'Adobe Experience Platform Web SDK (Summit)', action type 'Update variable', and variable name 'Adobe Experience Platform Web SDK (Summit) - Update variable'. The 'Variable Editor' section shows a tree view with 'data' selected, and under 'target', the path 'data > __adobe > target' is shown. The 'Population strategy' section has 'Provide individual attributes' selected. The 'KEY' and 'VALUE' fields are set to 'cartTotal' and '%Cart Total%', respectively. There is also an 'ADVANCED OPTIONS' link.

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

The screenshot shows the 'Edit Rule' screen for the 'Analytics Page View' rule under the 'L612-222 Property'. The left sidebar contains navigation links for PROPERTY, AUTHORIZING, PUBLISHING, MONITORING, and AUDIT EVENTS. The main area has tabs for 'Edit Rule' and 'Tag Properties > L612-222 Property'. The 'Edit Rule' tab shows the rule configuration with 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' (Actions), and 'ACTIONS' (Wait, Then). The 'Wait' section contains 'Adobe Experience Platform Web SDK (Summit) - Update variable'. The 'Then' section contains 'Adobe Experience Platform Web SDK (Summit) - Send event', which is highlighted with a red box.

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

The screenshot shows the 'Action Configuration' screen for the 'Send event' action under the 'Analytics Page View' tag. The left sidebar is identical to the previous screenshot. The main area shows the 'Extension' (Adobe Experience Platform Web SDK (Summit)), 'Action Type' (Send event), and 'Name' (Adobe Experience Platform Web SDK (Summit) - Send event). The 'Personalization' section is expanded, showing 'Scopes' (Manually enter scopes or Provide a data element) and 'Surfaces' (Manually enter surfaces or Provide a data element). A red box highlights the checkbox 'Render visual personalization decisions' under 'Advanced Options'. The 'Keep Changes' button is highlighted with a red box at the top right of the panel.

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

Step 8: Disable the old Target Personalization rule.

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

The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar has 'Extensions' selected (marked with a red box labeled 1). The main area shows the 'Tag Properties' for 'L612-222 Property'. A rule named 'Personalization Request' is listed. The 'Enable' button is checked (marked with a red box labeled 2), and the 'Status' column shows 'Enabled'. After performing the steps, the 'Enable' button is uncheckable (disabled), and the 'Status' column shows 'Disabled' (marked with a red box labeled 3).

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

Exercise 2.3: Disable Tags Extensions and Publish a New Library

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

The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar has 'Extensions' selected (marked with a red box). The main area shows the 'Tag Properties' for 'L612-222 Property'. The 'Personalization Request' rule is listed with its status changed to 'Disabled'.

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

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. Click **OK** on the window appears.
3. Disable **Adobe Target v2** and **Experience Cloud ID Service**.

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, the navigation sidebar includes options like PROPERTY, AUTHORIZING, RULES, DATA ELEMENTS, EXTENSIONS (which is selected), PUBLISHING, ENVIRONMENTS, HOSTS, MONITORING, and AUDIT EVENTS. The main area displays 'Tag Properties > L612-222 Property'. Under the 'Installed' tab, there are three extensions listed: 'Adobe Analytics' (selected and highlighted with a red box labeled '1'), 'Adobe Experience Platform Web SDK (Summit)', and 'Adobe Target v2'. The 'Adobe Analytics' card shows its details: 'Adobe Systems - v1.9.4', 'Adobe Analytics is an industry-leading solution that empowers you to understand your customers as people and steer your business with customer intelligence. This...'. The 'Adobe Target v2' card shows its details: 'Adobe Systems - v0.20.3', 'Adobe Target v2 Launch extension (at.js v2.11.4)'. To the right, a detailed view of the 'Adobe Analytics' extension is shown, with a 'Configure' button and a 'Disable' button highlighted with a red box labeled '2'. Other details include 'Description' (Adobe Analytics is an industry-leading solution that empowers you to understand your customers as people and steer your business with customer intelligence. This extension deploys with AppMeasurement version 2.26.0), 'Learn More', 'Last Modified By' (222 L612), and 'Last Modified' (Mar 12, 2024, 7:13 PM). The bottom of the screen includes links for 'Terms of Use' and 'Privacy'.

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

The screenshot shows the same interface after the extensions have been disabled. The 'Adobe Analytics' extension now has a 'Disabled' status indicator. The 'Adobe Target v2' and 'Core' extensions also have 'Disabled' status indicators. The other extensions ('Adobe Experience Platform Web SDK (Summit)' and 'Experience Cloud ID Service') remain enabled. The rest of the interface is identical to the previous screenshot, including the sidebar, navigation bar, and footer.

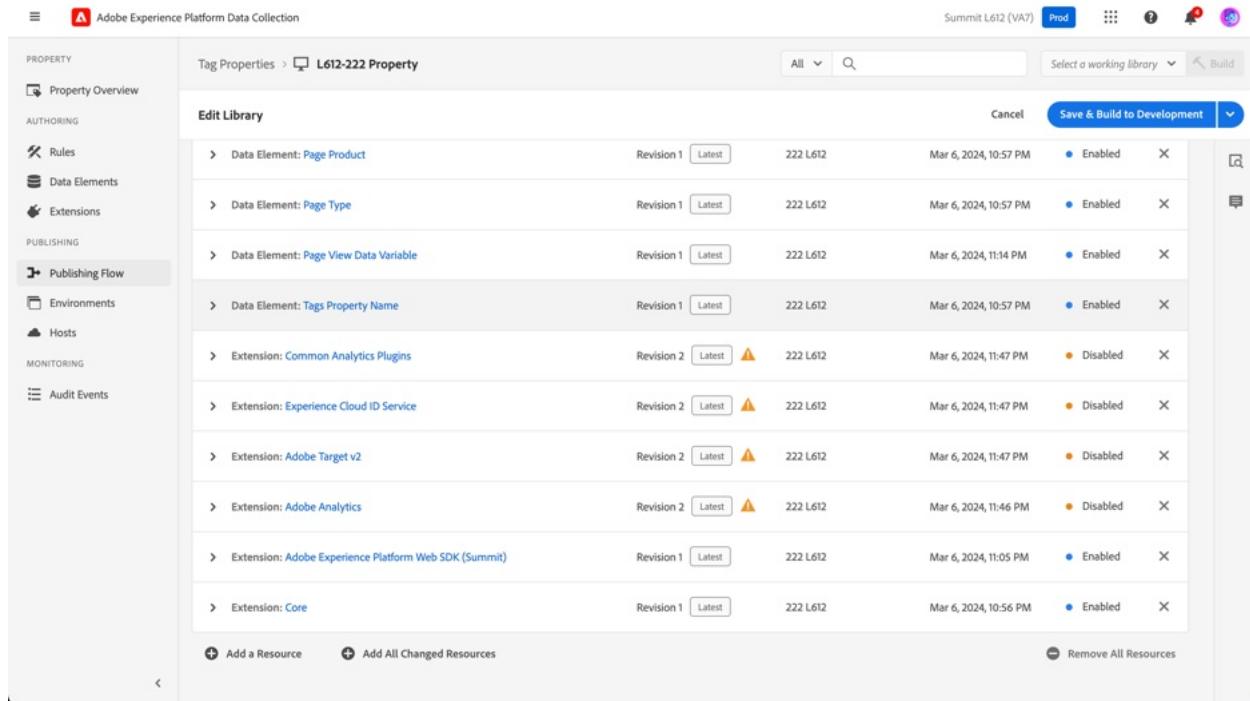
Step 4: Click Publishing Flow in the left-hand menu.

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there is a navigation sidebar with various options like Property Overview, Rules, Data Elements, Extensions, and Publishing. The 'Publishing Flow' option is highlighted with a red box. The main content area is titled 'Tag Properties > L612-222 Property'. It shows a grid of extension cards. One card for 'Adobe Analytics' is disabled. Another for 'Adobe Experience Platform Web SDK (Summit)' is also disabled. Other cards include 'Adobe Target v2', 'Common Analytics Plugins', 'Core', and 'Experience Cloud ID Service', all of which are disabled. At the bottom right of the main area, there is a copyright notice: '© 2024 Adobe. All Rights Reserved.'

Step 5: Click on the library name.

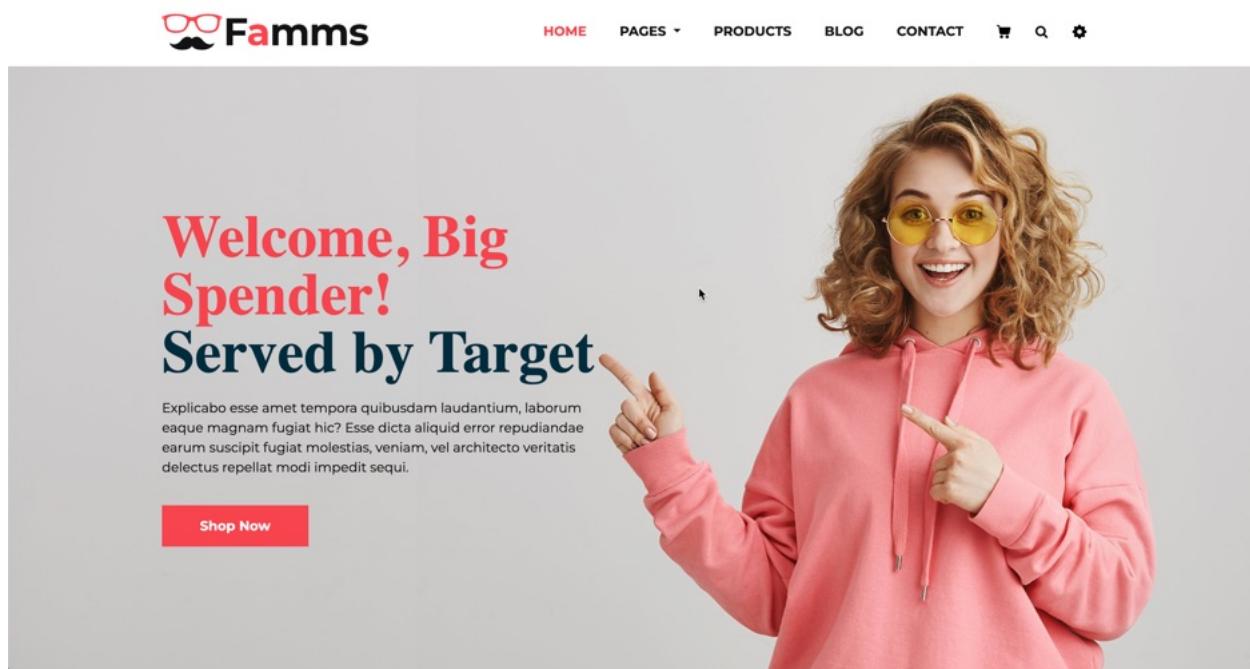
This screenshot shows the same interface as the previous one, but with a specific step highlighted. In the 'Development' tab of the publishing flow, the library name 'v1' is enclosed in a red box. The other tabs shown are 'Submitted', 'Approved', and 'Published'. The top right corner of the interface has a blue button labeled 'Add Library'. The bottom right corner contains the copyright notice: '© 2024 Adobe. All Rights Reserved.'

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



The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar has sections for PROPERTY, AUTHORIZING, RULES, DATA ELEMENTS, EXTENSIONS, PUBLISHING (with Publishing Flow selected), ENVIRONMENTS, HOSTS, MONITORING, and AUDIT EVENTS. The main area is titled 'Tag Properties > L612-222 Property' and contains a table for 'Edit Library'. The table lists resources such as 'Data Element: Page Product', 'Data Element: Page Type', 'Data Element: Page View Data Variable', 'Data Element: Tags Property Name', 'Extension: Common Analytics Plugins', 'Extension: Experience Cloud ID Service', 'Extension: Adobe Target v2', 'Extension: Adobe Analytics', 'Extension: Adobe Experience Platform Web SDK (Summit)', and 'Extension: Core'. Each resource has a revision number (e.g., Revision 1 or 2), a status (Latest or L612), a date (e.g., Mar 6, 2024), an enabled/disabled status (blue dot for Enabled, orange dot for Disabled), and a build status (Latest or L612). A 'Save & Build to Development' button is visible at the top right of the table area.

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



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

Section Recap

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

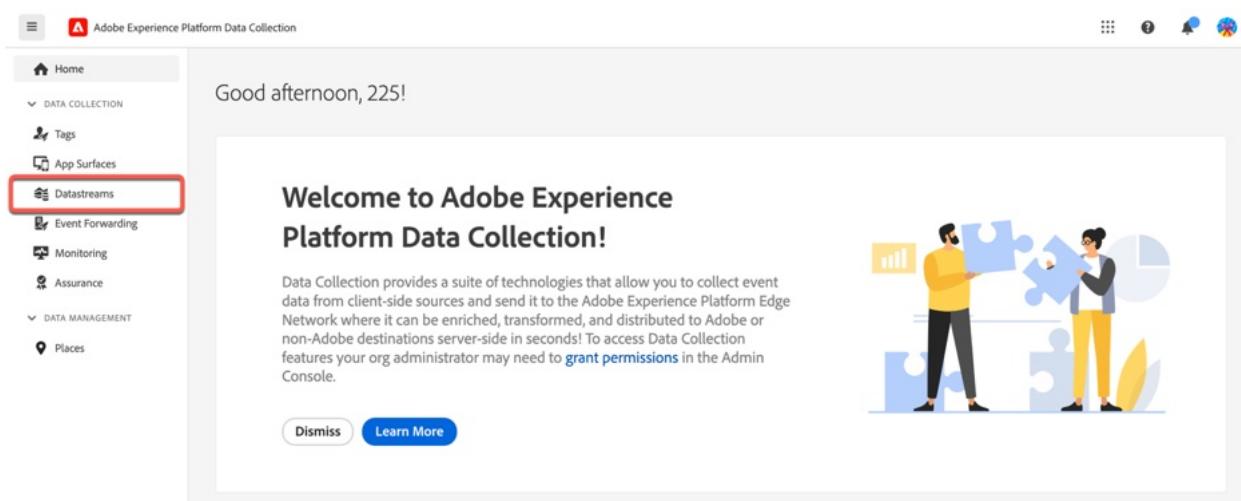
If you look at your debugger, you'll see that only the AEP Web SDK is now the only library that is sending requests. We have fully moved our Analytics and Target implementations to the AEP Web SDK and have haven't mentioned XDM yet. That's about to change though!

Part 3: Map Incoming Data fields to XDM

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

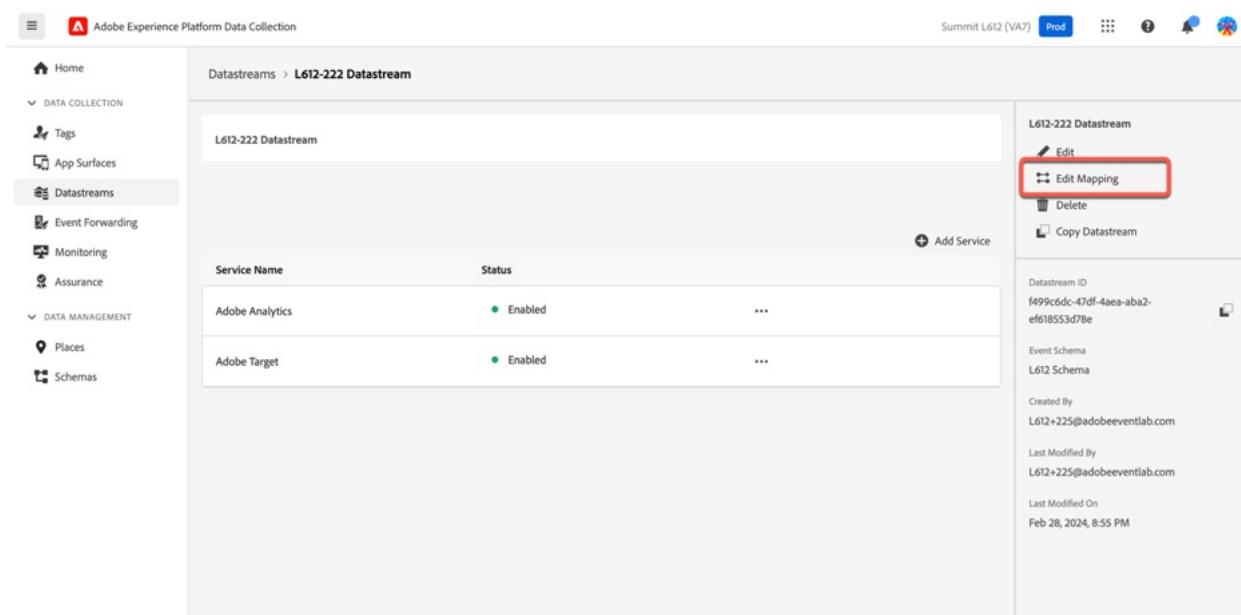
Exercise 3.1: Add a simple mapping

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



The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar has a tree view with 'Home', 'DATA COLLECTION' expanded, showing 'Tags', 'App Surfaces', 'Datastreams' (which is highlighted with a red box), 'Event Forwarding', 'Monitoring', 'Assurance', and 'Places'. The main content area displays a welcome message: 'Good afternoon, 225!' followed by 'Welcome to Adobe Experience Platform Data Collection!'. It explains that Data Collection allows collecting event data from client-side sources and sending it to the Adobe Experience Platform Edge Network for enrichment, transformation, and distribution to Adobe or non-Adobe destinations. It also mentions that org administrators may need to grant permissions in the Admin Console. At the bottom are 'Dismiss' and 'Learn More' buttons. The right side of the interface includes a navigation bar with icons for Home, Data Collection, Tags, App Surfaces, Datastreams, Event Forwarding, Monitoring, Assurance, Places, and Schemas. There are also tabs for 'Prod' and 'Test' environments, and a 'Help' icon.

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



The screenshot shows the 'L612-222 Datastream' details page. The left sidebar is identical to the previous screenshot. The main content area shows the 'L612-222 Datastream' name and a table of services. The table has columns for 'Service Name' (Adobe Analytics, Adobe Target) and 'Status' (Enabled). On the right, there's a sidebar with options: 'Edit' (highlighted with a red box), 'Delete', 'Copy Datastream', 'DataStream ID' (f499c6dc-47df-4aea-aba2-ef618553d78e), 'Event Schema' (L612 Schema), 'Created By' (L612-225@adobeeventlab.com), 'Last Modified By' (L612-225@adobeeventlab.com), and 'Last Modified On' (Feb 28, 2024, 8:55 PM). The right sidebar also includes a 'Help' icon.

Step 3: Copy the JSON code from below and paste it into the text box on the left-hand side of the page that says **Paste JSON here...** When the right-hand side of the screen is populated as shown in the screenshot below, click the **Next** button.

```
{
  "data": {
    "__adobe": {
      "analytics": {
        "eVar1": "L612-###",
        "products": "Washing Machines;1234;1;1600;event3=200;eVar1=ADBE
Washing Machine 2000",
        "events": "event1,event2=2,event3:12345,event4=5:2345"
      },
      "target": {
        "cartTotal": "125.99"
      }
    }
  }
}
```

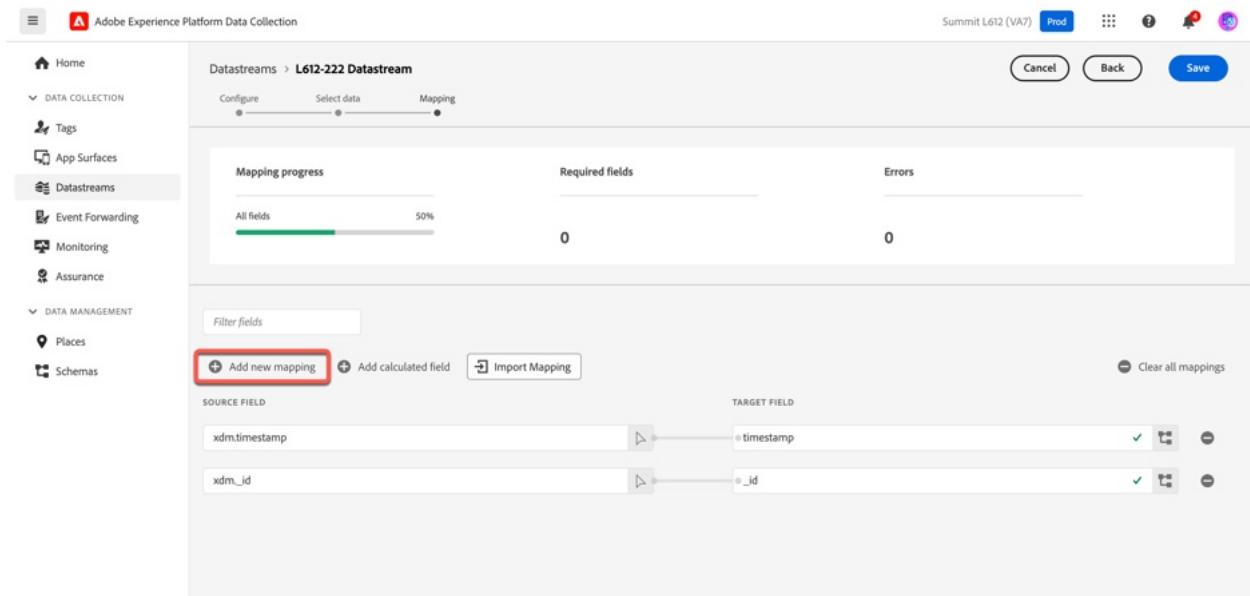
The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with navigation links like Home, DATA COLLECTION (Tags, App Surfaces, Datastreams, Event Forwarding, Monitoring, Assurance), and DATA MANAGEMENT (Places, Schemas). The main area is titled 'Datastreams > L612-222 Datastream'. It has tabs for 'Configure', 'Select data', and 'Mapping'. A 'Upload JSON' button is present. Below it, the JSON code is pasted. To the right, a 'Preview sample data:' section displays a hierarchical schema tree under 'Untitled schema'. The tree structure is as follows:

- data (Object)
 - __adobe (Object)
 - analytics (Object)
 - eVar1 (String)
 - events (String)
 - products (String)
 - target (Object)
 - cartTotal (String)

The 'Next' button in the top right corner of the main panel is highlighted with a red box.

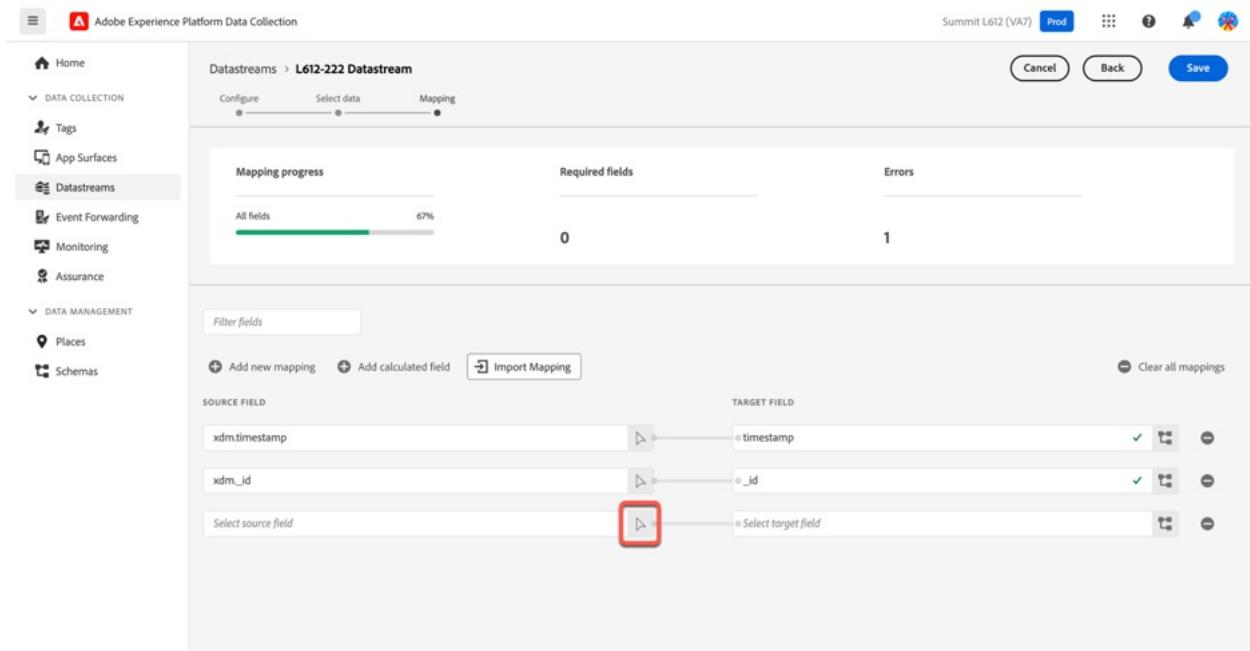
Step 4: You'll be taken to the Data Prep for Data Collection UI. By default, timestamp and _id will always be mapped. **Do not alter either of these mappings.**

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



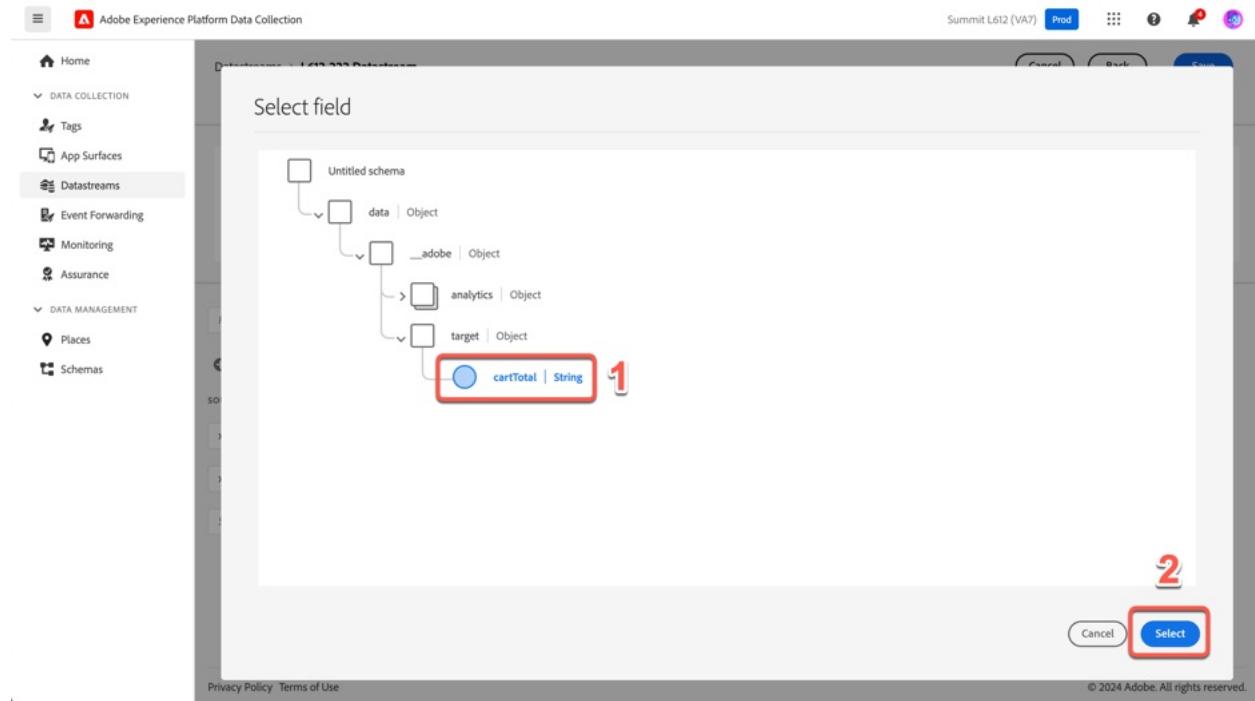
The screenshot shows the 'Datastreams > L612-222 Datastream' interface. On the left sidebar, 'Datastreams' is selected under 'DATA COLLECTION'. The main area shows a progress bar at 50% for 'Mapping progress'. Below it, there are sections for 'Required fields' (0) and 'Errors' (0). A 'Filter fields' input field is present. At the top right are 'Cancel', 'Back', and 'Save' buttons. In the center, there's a 'SOURCE FIELD' column with 'xdm.timestamp' and 'xdm_id', and a 'TARGET FIELD' column with 'timestamp' and '_id'. Below these are three buttons: '+ Add new mapping' (highlighted with a red box), '+ Add calculated field', and 'Import Mapping'. A 'Clear all mappings' link is also visible.

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

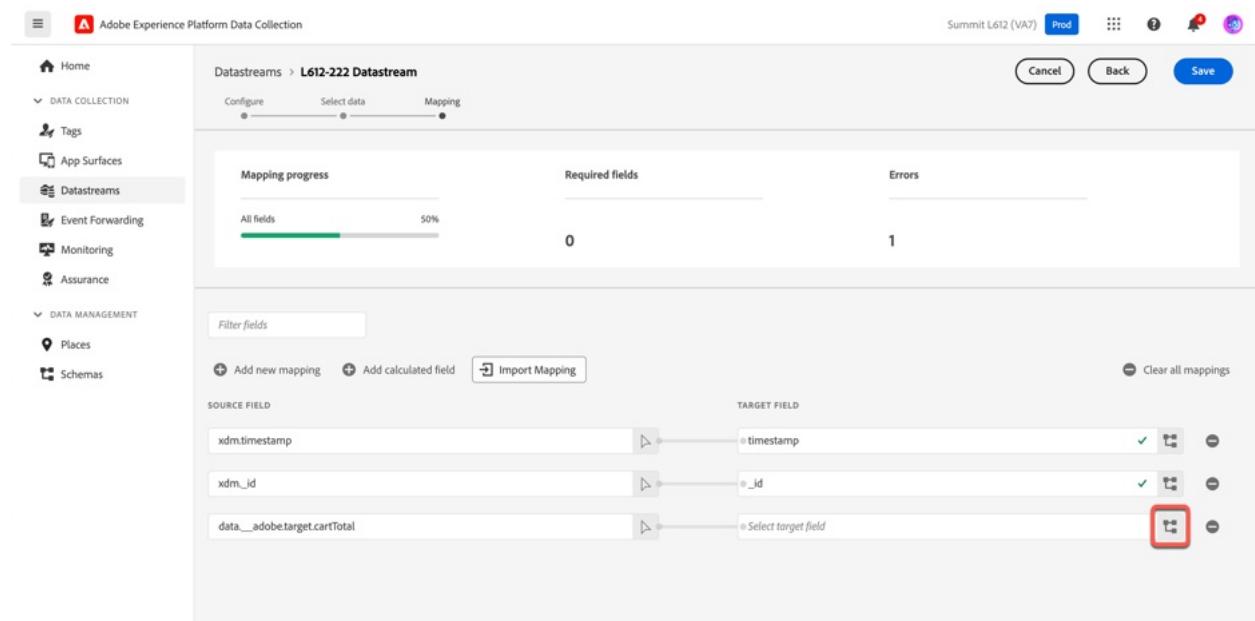


This screenshot shows the same interface after a new mapping row has been added. The progress bar is now at 67%. The 'Errors' count has increased to 1. The 'Select source field' row is highlighted with a red box around its arrow icon. The rest of the interface remains the same, including the 'Add new mapping' button, 'Import Mapping' button, and 'Clear all mappings' link.

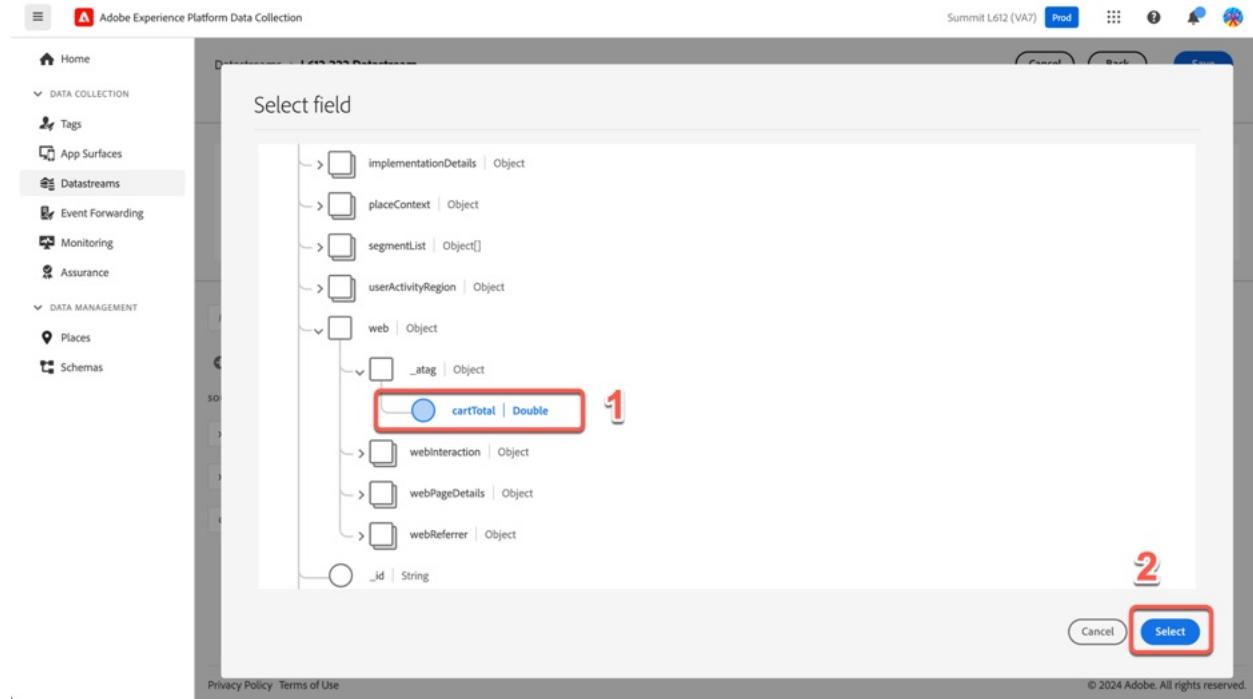
Step 6: Expand the tree and select **cartTotal**. Click the **Select** button in the bottom right.



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



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



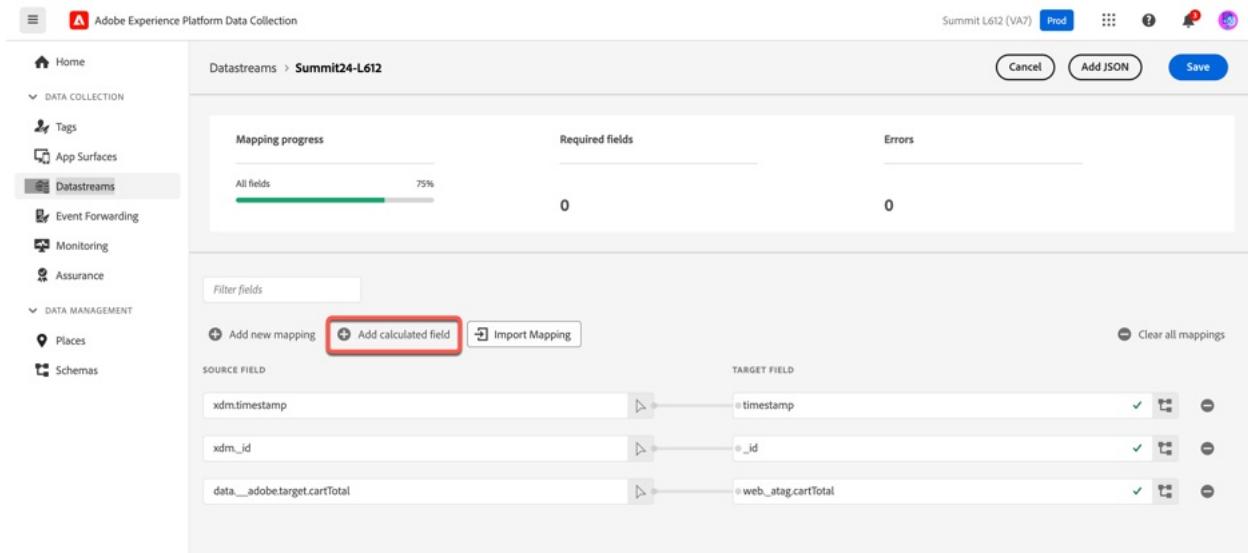
Step 9: Follow the same process as above to map `data.__adobe.analytics.eVar1` in the incoming data object to `web._atag.seatNumber` in the XDM schema.

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

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

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



The screenshot shows the 'Datastreams' section of the Data Collection interface. The 'Mapping progress' bar is at 75%. There are 0 required fields and 0 errors. The 'SOURCE FIELD' column contains 'xdm.timestamp', 'xdm_id', and 'data__adobe.target.cartTotal'. The 'TARGET FIELD' column contains 'timestamp', '_id', and 'web_atag.cartTotal'. The 'Add calculated field' button is highlighted with a red box.

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



The screenshot shows the 'Create calculated field' dialog. The 'Function' tab is selected. The search bar contains 'aa_get_event'. The code input field contains 'aa_get_event_value(data.__adobe.analytics.events, 'event2')'. The preview window shows '2'. The right panel shows the function details: `aa_get_event_value`, Description, Syntax, Examples, Example output, Returns, and Event Id. The 'Save' button is highlighted with a red box.

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

The screenshot shows the 'Datastreams' section of the Adobe Experience Platform Data Collection interface. The 'Mapping' tab is selected. The 'Mapping progress' bar shows 75% completion. Below it, there are sections for 'Required fields' (0) and 'Errors' (1). A 'Filter fields' input field is present. At the bottom, there are buttons for 'Add new mapping', 'Add calculated field', 'Import Mapping', and 'Clear all mappings'. The main area lists source fields on the left and target fields on the right, connected by arrows. The third mapping row, which maps 'aa_get_event_value(data__adobe.analytics.events, 'event2')' to 'Select target field', has its target field entry highlighted with a red box.

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

The screenshot shows a 'Select field' dialog box. It displays a hierarchical tree structure of fields. The path 'pageViews.value' is highlighted with a red box labeled '1'. At the bottom right of the dialog, there is a 'Select' button, which is also highlighted with a red box labeled '2'.

Step 5: Click Save.

The screenshot shows the 'Datastreams' configuration page for the 'L612-222 Datastream'. The 'Mapping' tab is active. The 'Mapping progress' section indicates that all fields are mapped at 100%, with 0 required fields and 0 errors. Below, a table maps source XDM fields to target XDM fields:

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

Section Recap

In this section we completed a few basic mappings of values from our data object to XDM. Mapped XDM fields will be available for all the Adobe Experience Platform Apps that have been enabled in the Datastream.

We've recently released eight new functions that start with an *aa_get* that were designed to easily extract values from the Analytics event string and Products variable. These functions combined with the ability to pass through existing events strings and products variables for use with Adobe Analytics should greatly simplify migration to the AEP Web SDK and the Platform Applications.

Part 4: Send Data to Platform

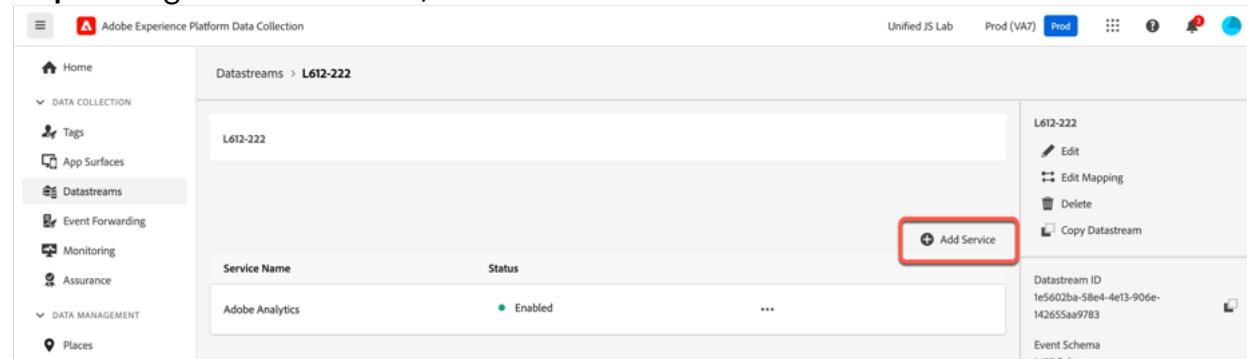
Section Overview: In this section we will configure Adobe Experience Platform. When complete, data will be sent to Customer Journey Analytics and Adobe Journey Optimizer. We will then disable Target in our Datastream.

Exercise 4.1: Configure your Datastream to Send Data to Platform

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

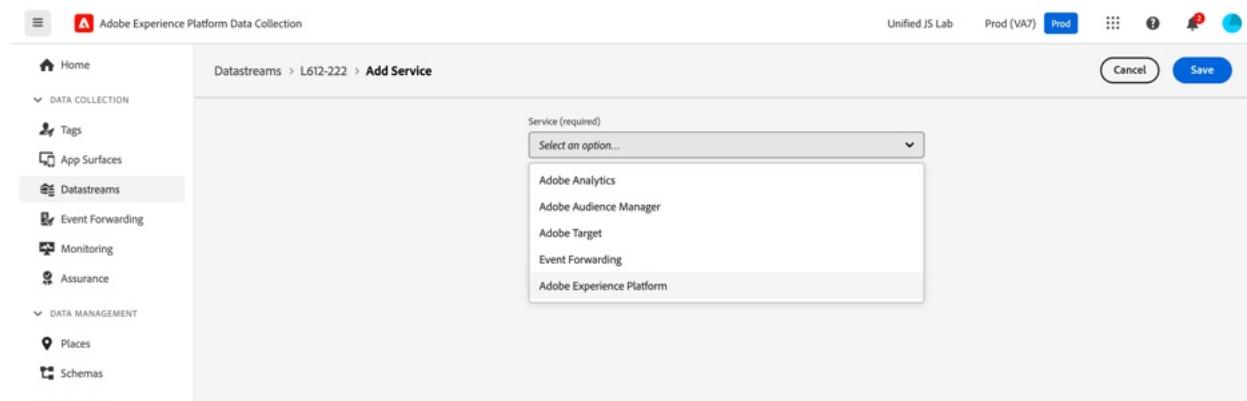
Creating an XDM schema is typically the first step when getting started with Edge Data Collection. For this lab, we have created one XDM schema for everyone to use. The name of the schema is **L612 Schema**; it has already been specified in your Datastream configuration. We've also created a dataset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

Step 1: Navigate to Datastreams, click Add Service



The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with navigation links: Home, DATA COLLECTION (Tags, App Surfaces, Datastreams, Event Forwarding, Monitoring, Assurance), DATA MANAGEMENT (Places, Schemas), and CUSTOMER. The main area shows 'Datastreams > L612-222'. Below this, a table lists services: 'Adobe Analytics' (Status: Enabled). To the right of the table is a context menu with options: Edit, Edit Mapping, Delete, and Copy Datastream. At the bottom right of the main area, there's a 'L612-222' summary card with details: Datastream ID (1e5602ba-58e4-4e13-906e-142655aa9783) and Event Schema (L612 Schema). The 'Add Service' button is highlighted with a red box.

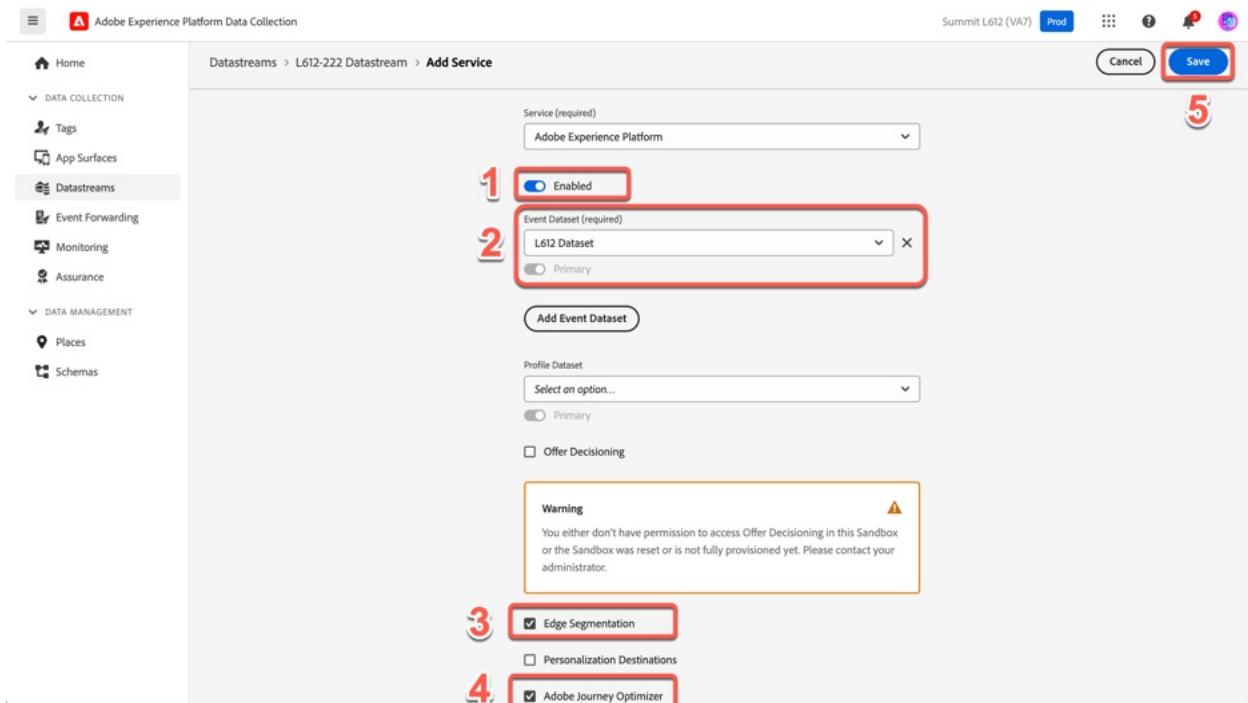
Step 2: Select Adobe Experience Platform from the dropdown menu.



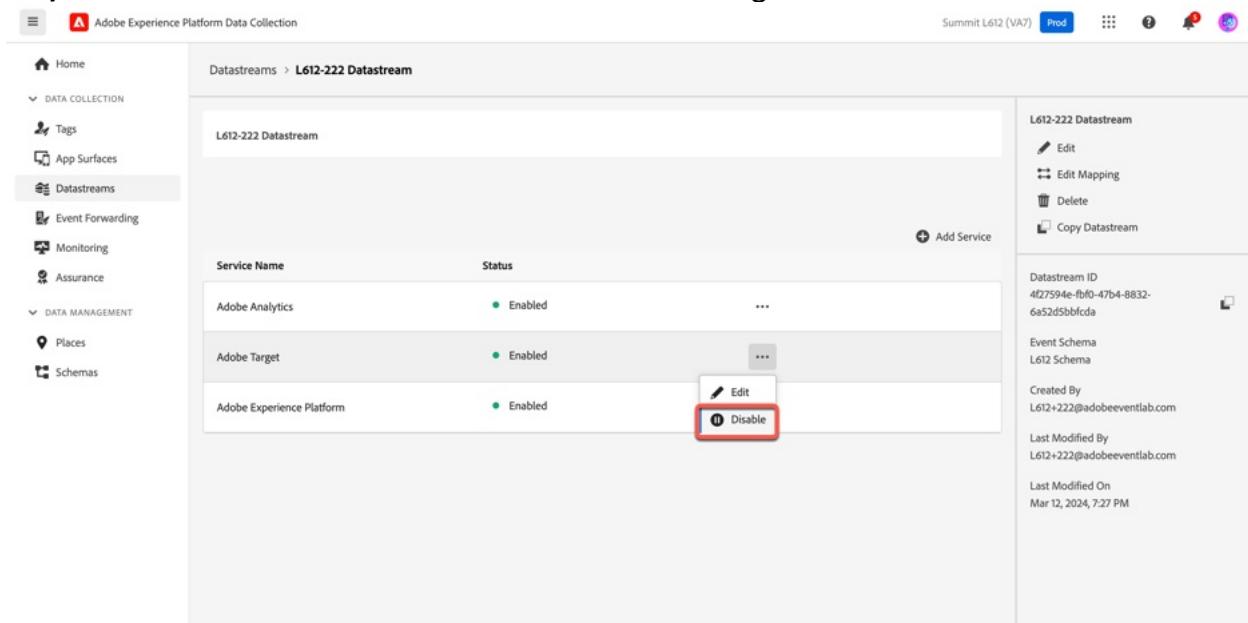
The screenshot shows the 'Add Service' dialog box. The left sidebar is identical to the previous screenshot. The main area shows 'Datastreams > L612-222 > Add Service'. A dropdown menu titled 'Service (required)' is open, listing several options: 'Select an option...', 'Adobe Analytics', 'Adobe Audience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

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**.



Step 4: In the Datastream, select the three dots on the Target service and select **Disable**.



Step 5: With Adobe Experience Platform Enabled and sending data to the L612 Dataset, lets go back to the Demo site and navigate to a few of the pages on the site to generate some traffic.

Section Recap

With just a few modifications to the Datastream, we're now sending data to Adobe Experience Platform and we have enabled Edge Segmentation and Adobe Journey Optimizer. We disabled Adobe Target. From here on out, Adobe Journey Optimizer will delivery personalization via the AEP Web SDK. One of the key benefits to having server-side configuration of the Adobe Experience Edge Network is the flexibility to redirect traffic based on changing business needs.

Bonus 1: Use Event Forwarding to send to 3rd Party Destinations

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

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

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

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

The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar has a 'Tags' section with 'Event Forwarding' highlighted by a red box and a large number '2'. Above it, 'Event Forwarding' is also highlighted with a red box and a small number '1'. The main content area is titled 'Tag Properties > L612-222 Property' and shows a table of event forwarding rules. The table columns are NAME, MODIFIED BY, LAST MODIFIED, and STATUS. The rows show five rules: 'Add to Cart' (Enabled), 'Analytics Page View' (Enabled), 'Initialize Analytics Plugins' (Enabled), and 'Personalization Request' (Disabled).

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 navigation links like Home, DATA COLLECTION (Tags, App Surfaces, Datastreams, Event Forwarding - which is selected), Monitoring, Assurance, and DATA MANAGEMENT (Places, Schemas). The main area has a search bar and a 'New Property' button. A table lists various properties with columns for Name, Platform, Modified By, and Last Modified. The properties listed include '_0jeffhickenexample.com - Event Forwarding', '4.25 Jon Test', '_aa0_testjhickenexample.com - Event Forwarding', 'abc.com - Event Forwarding', 'acme.com - Event Forwarding', 'adobe123.com - Event Forwarding', 'adobe2.com - Event Forwarding', 'Adobe APAC - Seunghwan - Test', 'adobe.com - Event Forwarding', and 'agaber AEPCollection Demo 2'. The 'Event Forwarding' link in the sidebar is highlighted.

Step 3: Create a new Event Forwarding property

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

The screenshot shows the 'Create Property' dialog. It has fields for 'Name' (L612-222 Event Forwarding) and 'Platform' (Edge). There's also an 'ADVANCED OPTIONS' section with a plus sign. At the bottom are 'Save' and 'Cancel' buttons. A red box highlights the 'Save' button, and a red number '1' is placed above it. A red number '2' is placed below the 'Save' button.

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

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

Step 5: Navigate to Extensions

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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 some system status icons.

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 view of the extension is shown in a modal window. Within this modal, the 'Install' button is also highlighted with a red box. The rest of the interface remains consistent with the previous screenshot.

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 menu items: PROPERTY, AUTHORIZING, PUBLISHING, MONITORING. Under AUTHORIZING, the 'Data Elements' item 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, the sidebar shows the 'Data Elements' item highlighted with a red box and the number '1'. In the main area, there's a form with fields: 'Name' (set to 'cartTotal') with a red box and the number '1', 'Extension' (set to 'Core'), 'Data Element Type' (set to 'Custom Code') with a red box and the number '2', and checkboxes for 'Enable Default Value', 'Force lowercase value', and 'Clean text'. To the right of the form, there's a button labeled '(</> Open Editor)' with a red box and the number '3'. At the top right of the dialog, there are buttons for 'Cancel' and 'Save'.

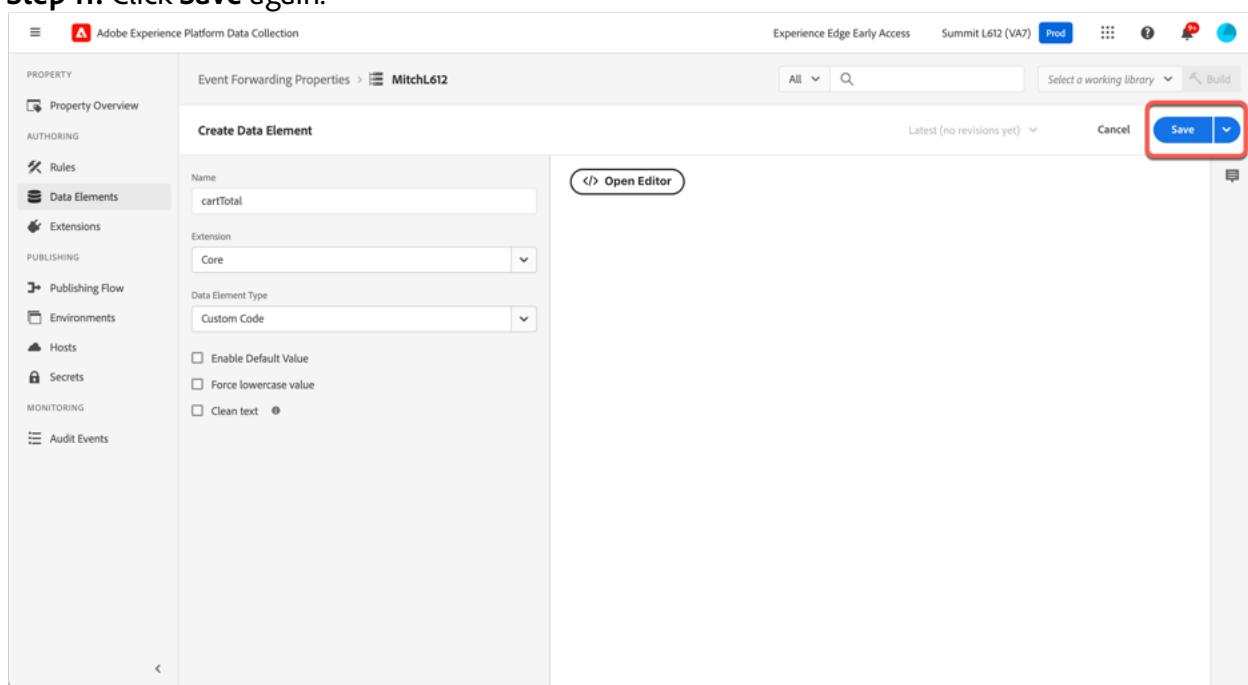
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Step 10: Add the following code to the Editor and then click Save

```
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 dashboard. At the top, there's a navigation bar with links for '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'.

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

Below this section, there's another box labeled 'Your unique email address' containing the email address: 416fa020-4d41-45a5-a91d-b804bc2972e5@email.webhook.site, with 'Open in mail client' and 'Install whc' buttons.

Further down, there's a section titled 'Forward to localhost with Webhook.site CLI' with a command line example: '\$ whcli forward --token=416fa020-4d41-45a5-a91d-b804bc2972e5 --target=https://localhost' and an 'Install whcli' button.

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

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

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

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

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with sections: PROPERTY (Property Overview), AUTHORIZING (Rules, Data Elements, Extensions), PUBLISHING (Publishing Flow, Environments, Hosts, Secrets), and MONITORING (Audit Events). The 'Rules' option is highlighted with a red box and a number '1'.

The main area shows 'Event Forwarding Properties > L612-223 Event Forwarding'. There's a video player with the title 'Launch Rules' and 'HOW TO: CREATE RULES'. Below the video, there's a 'Watch on YouTube' button. A note says 'Need more info? See the Docs.' and a 'Create New Rule' button is highlighted with a red box and a number '2'.

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

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

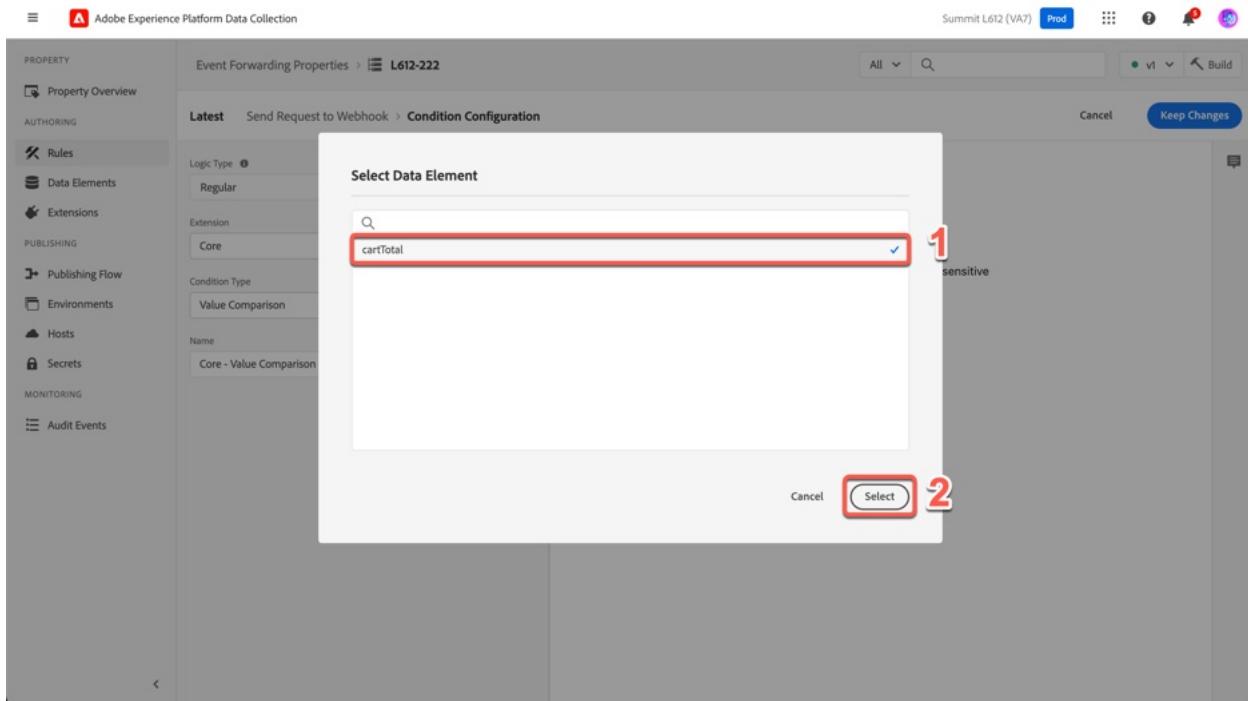
The screenshot shows the 'Create Rule' interface. On the left sidebar, 'Rules' is selected. In the main area, the 'Name' field is filled with 'Send Request to Webhook' and has a red border. To the right of the name field is a red number '1'. Below the name field is the 'IF' section. To the right of the IF section is the 'CONDITIONS' section, which includes a '+ Add' button with a red border and a red number '2' placed next to it. The 'THEN' and 'ACTIONS' sections are also visible.

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)**

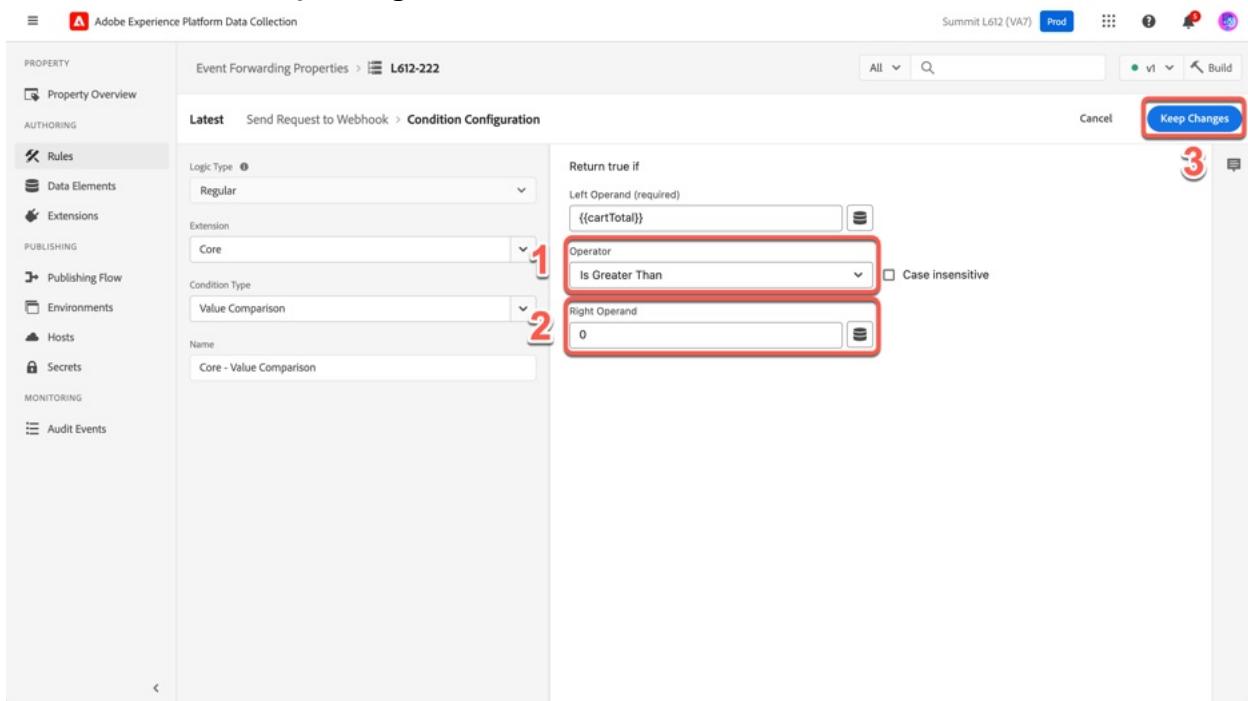
The screenshot shows the 'Condition Configuration' interface. On the left sidebar, 'Rules' is selected. In the main area, the 'Condition Type' dropdown is highlighted with a red border and contains 'Value Comparison'. To the right of the dropdown is a red number '1'. To the right of the condition type dropdown is the 'Return true if' section, which includes a 'Left Operand (required)' input field with a red border and a red number '2' placed next to it. The 'Operator' dropdown is set to 'Equals' and the 'Case insensitive' checkbox is unchecked. The 'Right Operand' input field is also visible.

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

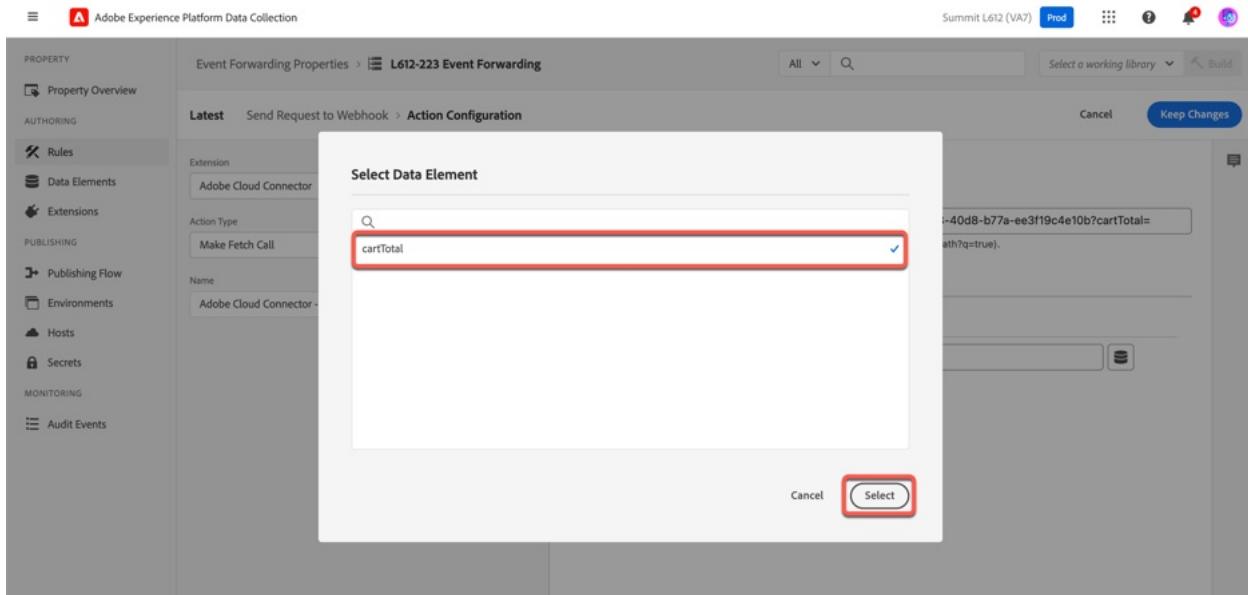
The screenshot shows the 'Create Rule' screen in the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with categories like PROPERTY, AUTHORIZING, PUBLISHING, and MONITORING. The main area has sections for 'IF - Determines when you want the rule to fire', 'CONDITIONS',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

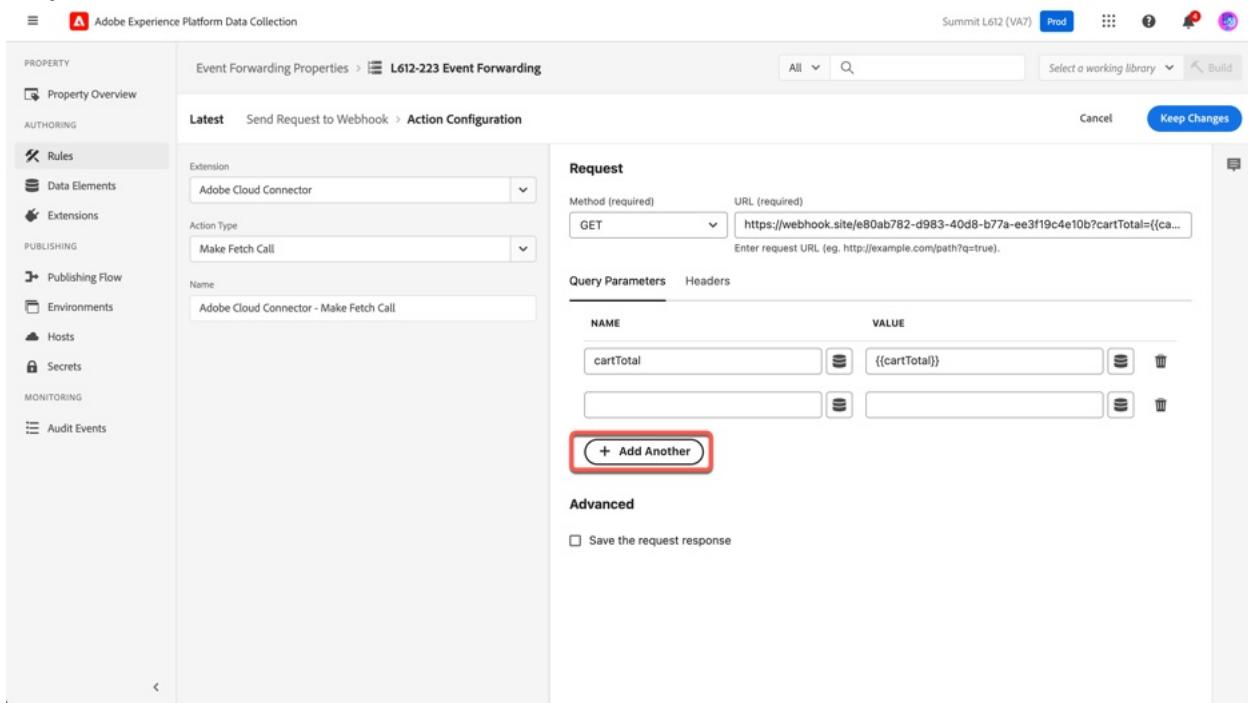
1. Select **Adobe Cloud Connector** from the Extension drop-down.
2. Select **Make Fetch Call** from the Action Type drop-down.
3. Paste the Webhook URL.
4. Type **cartTotal** in the Name field.
5. Click the storage icon next to the empty value field.

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). Red numbers 1 through 5 are overlaid on the interface to indicate specific steps: 1 points to the 'Extension' dropdown, 2 points to the 'Action Type' dropdown, 3 points to the 'URL' input field, 4 points to the 'Name' input field, and 5 points to the storage icon in the 'Value' field.

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



Step 21: Click **Add Another**.



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

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, there's a sidebar with navigation links like Property Overview, Rules, Data Elements, Extensions, Publishing Flow, Environments, Hosts, Secrets, Monitoring, and Audit Events. The main area is titled "Event Forwarding Properties > [Property] 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.

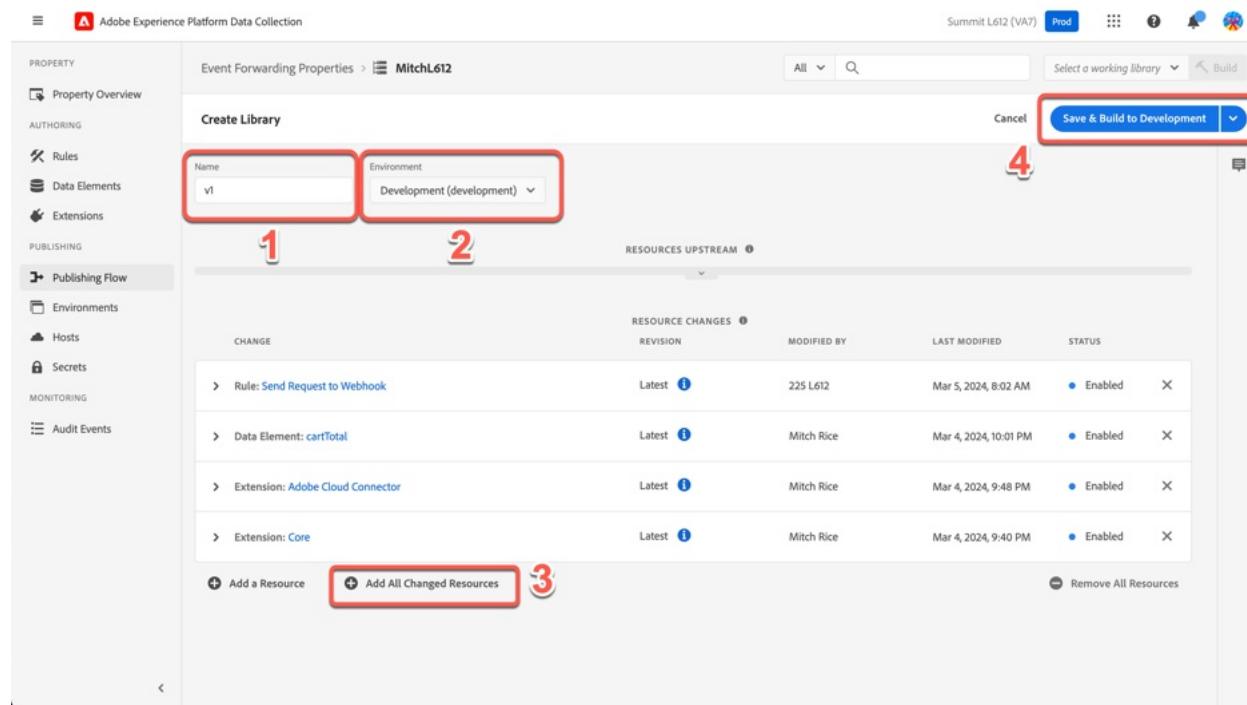
The screenshot shows the 'Event Forwarding Properties' section for 'L612-222 Event Forwarding'. On the left, a sidebar lists various categories: PROPERTY, AUTHORIZING, RULES (highlighted with a red box), DATA ELEMENTS, EXTENSIONS, PUBLISHING, ENVIRONMENTS, HOSTS, SECRETS, MONITORING, and AUDIT EVENTS. In the main area, a 'Create Rule' dialog is open. It has sections for 'Name' (set to 'Send Request to Webhook'), 'IF - Determines when you want the rule to fire' (empty), 'CONDITIONS' (with an 'Add' button), 'THEN - Determines what you want the rule to do' (empty), and 'ACTIONS' (containing 'Adobe Cloud Connector - Make Fetch Call'). At the bottom right of the dialog is a 'Save' button, which is highlighted with a red box.

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

The screenshot shows the 'Event Forwarding Properties' section for 'MitchL612'. On the left, a sidebar highlights 'PUBLISHING' and 'Publishing Flow' (numbered 1). In the main area, there are four tabs: 'Development' (highlighted with a red box), 'Submitted', 'Approved', and 'Published'. At the top right, there is a search bar and a 'Select a working library' dropdown. Below the tabs, there is a 'Search' input field and a 'Add Library' button, which is highlighted with a red box and numbered 2.

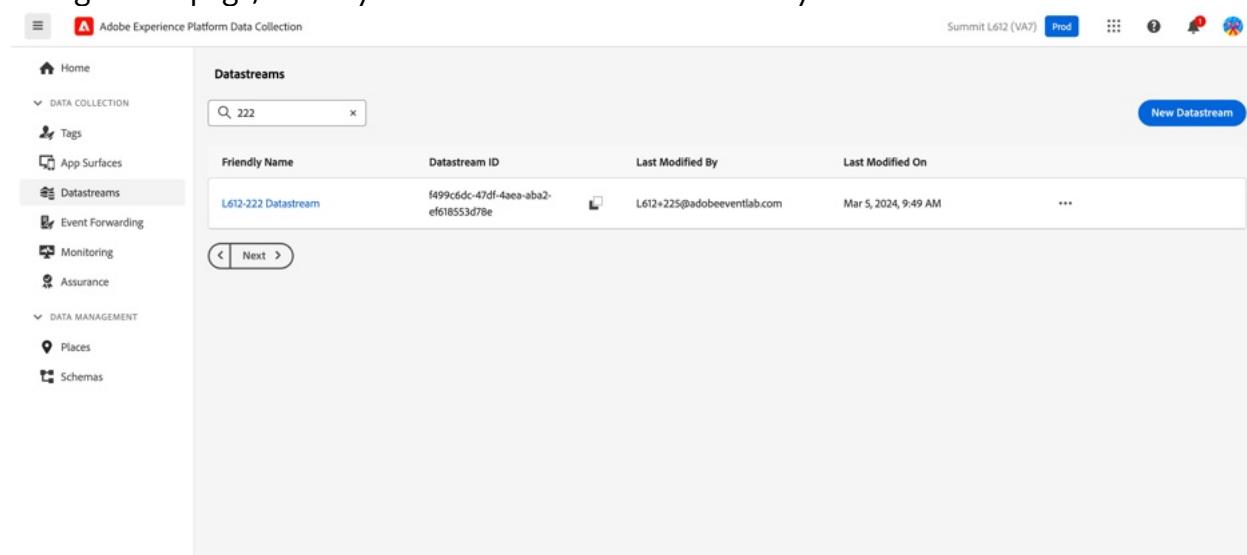
Step 26: Create an Event Forwarding Library

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



Bonus Exercise 1.2: Configure Event Forwarding in your Datastream

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



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

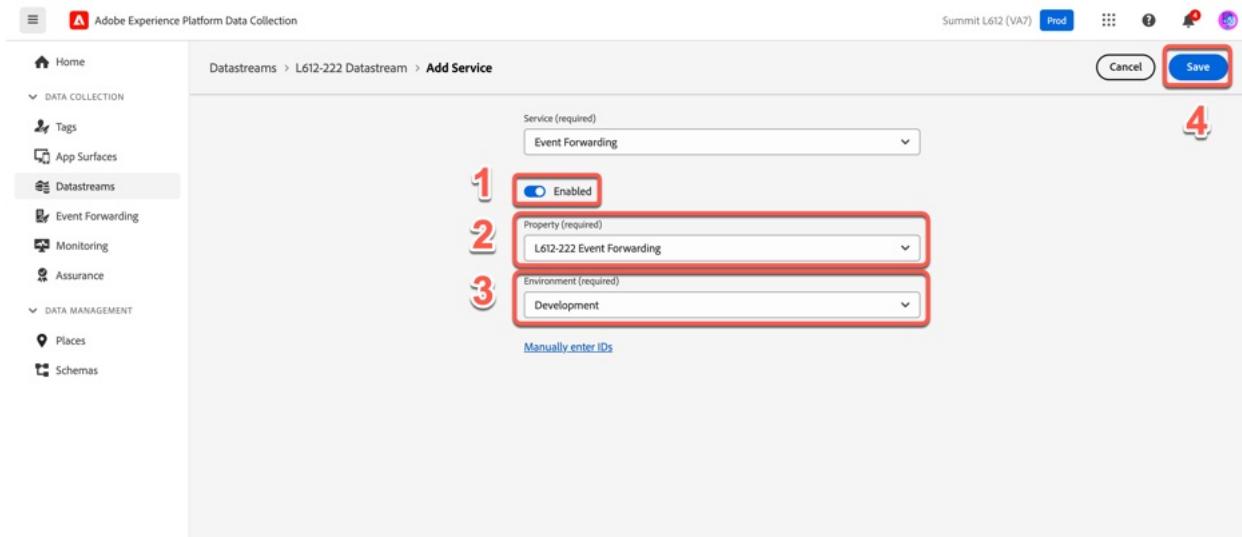
The screenshot shows the Datastreams configuration page for a stream named 'Mitch Test'. The left sidebar includes options like Home, Tags, App Surfaces, Datastreams (which is selected), Event Forwarding, Monitoring, Assurance, Places, and Schemas. The main content area displays two services: 'Adobe Analytics' and 'Adobe Target', both marked as 'Enabled'. In the top right corner of the main area, there is a red box highlighting the 'Add Service' button. To the right of the main content, there is a sidebar with details about the stream, including its ID, event schema, creation and modification history, and last modified date.

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

The screenshot shows the 'Add Service' dialog box for a specific Datastream. The left sidebar is identical to the previous screenshot. The main area contains a dropdown menu labeled 'Service (required)' with a placeholder 'Select an option...'. Below the placeholder, several service names are listed: 'Adobe Analytics', 'Adobe Audience Manager', 'Adobe Target', and 'Event Forwarding'. The 'Event Forwarding' option is highlighted with a red box. At the bottom right of the dialog box, there are 'Cancel' and 'Save' buttons.

Step 4: Configure Event Forwarding in your Datastream

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



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

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

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

Section Recap

Congratulations! You just setup your first Event Forwarding rule, but more importantly, you successfully migrated to the AEP Web SDK in 60 minutes!

In the process, you were able to convert your JavaScript libraries to the AEP Web SDK using your existing implementation'. Using Data Prep for Data Collection, we were able to map our existing data to XDM and send it to Customer Journey Analytics. We were also able to convert existing Personalization to be delivered using Adobe Journey Optimizer.

As a bonus, we also enabled the Beta In-App Messaging feature powered by Adobe Journey Optimizer. We also Enabled Event Forwarding which allows for data to be sent to 3rd Party destinations in real-time.

Bonus 2: In-App Messaging using AJO

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

Section Overview: 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.

Bonus Exercise 2.1: Update the Analytics Page View rule

Step 1: 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, there's a sidebar with categories: PROPERTY, AUTHORIZING, PUBLISHING, MONITORING. Under AUTHORIZING, the 'Rules' option is selected and highlighted with a red box. The main area is titled 'Tag Properties > L612-222 Property'. It shows a table of rules:

NAME	MODIFIED BY	LAST MODIFIED	STATUS
Add to Cart	222 L612	Mar 6, 2024, 11:16 PM	Enabled
Analytics Page View	222 L612	Mar 7, 2024, 12:02 AM	Enabled
Initialize Analytics Plugins	222 L612	Mar 6, 2024, 11:09 PM	Enabled
Personalization Request	222 L612	Mar 6, 2024, 11:43 PM	Disabled

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

The screenshot shows the 'Edit Rule' screen in the Adobe Experience Platform Data Collection interface. The rule is named 'Analytics Page View'. In the 'ACTIONS' section, there is a sequence: '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 and select **Cart Total** from the popup.
3. Click **Save/Keep Changes**

The screenshot shows the 'Action Configuration' screen for the 'Send event' action. The 'Key' field is set to 'cartTotal' and the 'Value' field is empty. The 'Keep Changes' button is highlighted with a red box. A red box labeled '1' highlights the 'Key' field, and another red box labeled '2' highlights the 'Value' field. A red box labeled '3' highlights the 'Keep Changes' button.

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Step 4: Click Save to Library

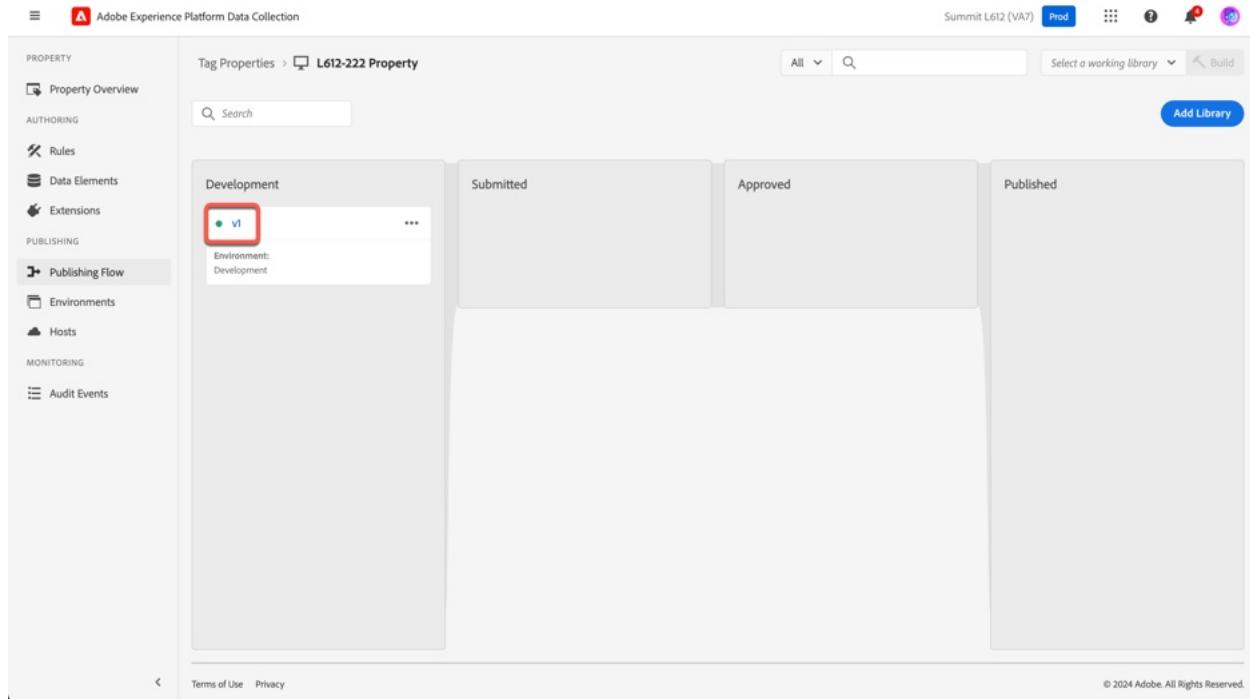
The screenshot shows the 'Edit Rule' screen for 'L612-222 Property'. On the left sidebar, 'Publishing Flow' is selected under 'PUBLISHING'. The main area shows a rule configuration with sections for 'IF', 'EVENTS', 'CONDITIONS', 'THEN', and 'ACTIONS'. The 'ACTIONS' section contains two items: 'Update variable' and 'Send event'. At the top right, there is a 'Save to Library' button, which is highlighted with a red box.

Step 5: Click Publishing Flow

The screenshot shows the 'Tag Properties' screen for 'L612-222 Property'. On the left sidebar, 'Publishing Flow' is selected under 'PUBLISHING'. The main area displays a list of publishing flows, each with a checkbox, name, modified by, last modified date, and status. The listed flows are: 'Add to Cart', 'Analytics Page View Rule', 'Initialize Analytics Plugins', and 'Personalization Request'. The 'Analytics Page View Rule' is the one we created in Step 4.

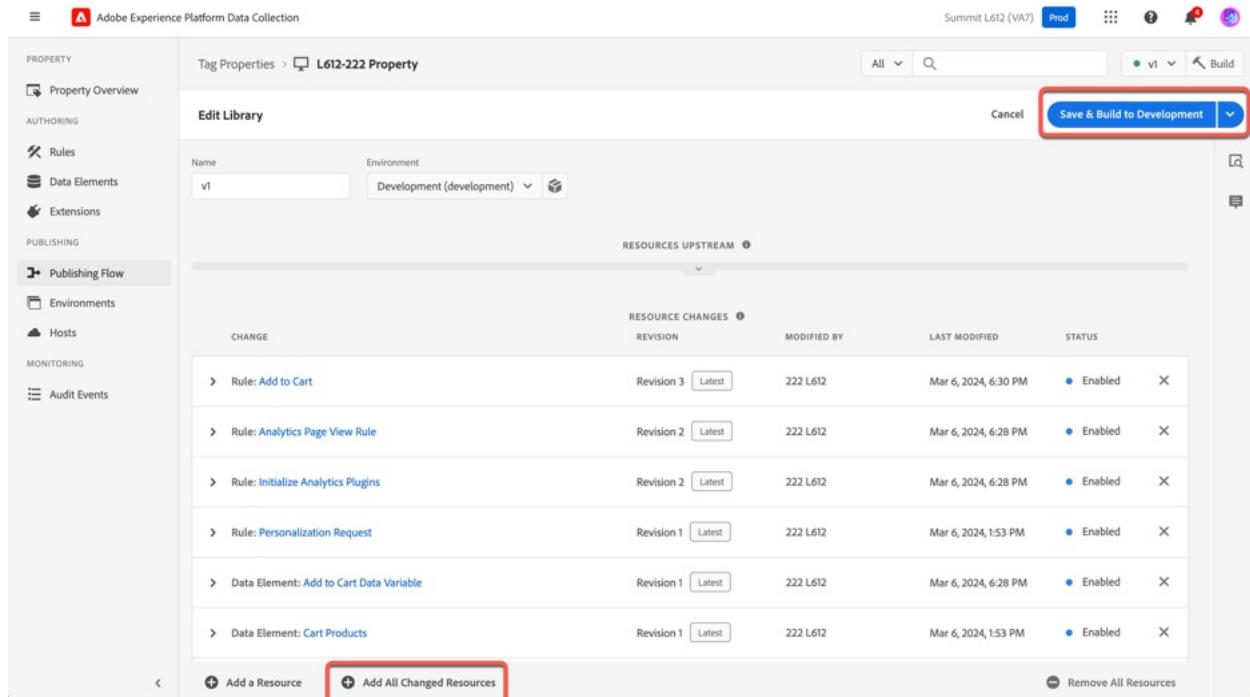
NAME	MODIFIED BY	LAST MODIFIED	STATUS
Add to Cart	222 L612	Mar 6, 2024, 6:26 PM	Enabled
Analytics Page View Rule	222 L612	Mar 6, 2024, 2:48 PM	Enabled
Initialize Analytics Plugins	222 L612	Mar 6, 2024, 5:39 PM	Enabled
Personalization Request	222 L612	Mar 6, 2024, 1:29 PM	Enabled

Step 6: Click the Library name.



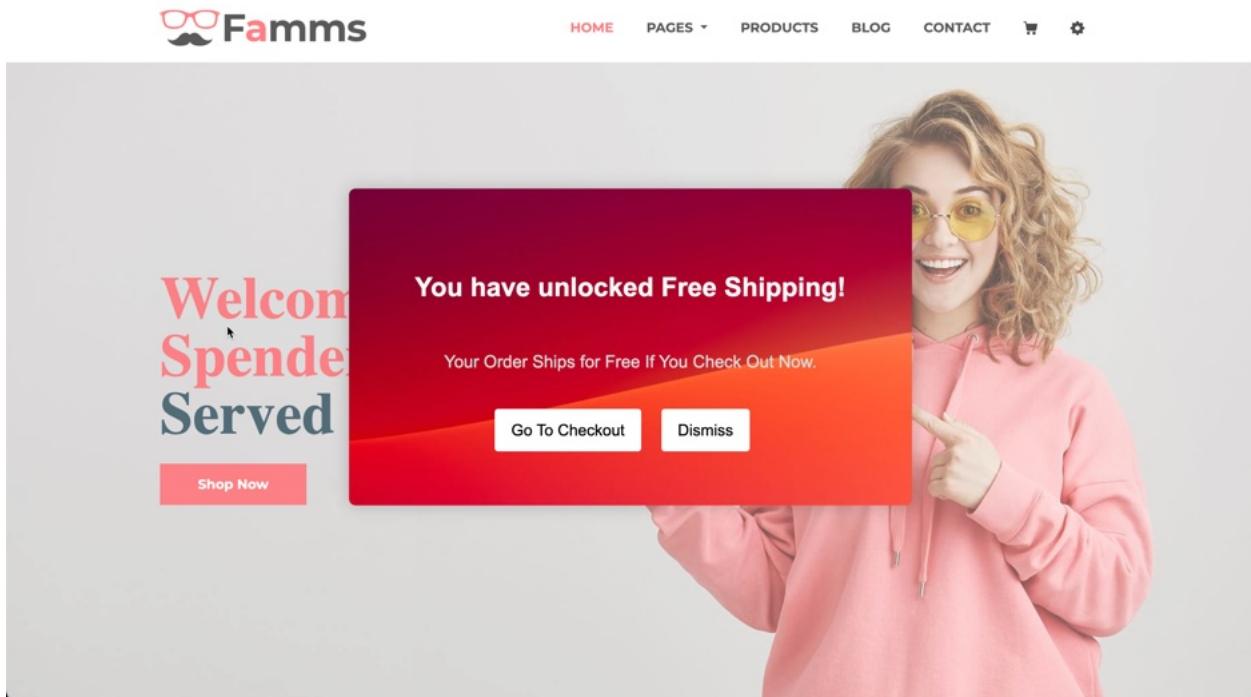
The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, a sidebar navigation includes sections like PROPERTY, AUTHORIZING, RULES, DATA ELEMENTS, EXTENSIONS, PUBLISHING, PUBLISHING FLOW, ENVIRONMENTS, HOSTS, MONITORING, and AUDIT EVENTS. The main area is titled 'Tag Properties > L612-222 Property'. It displays four tabs: Development (highlighted with a red box around 'v1'), Submitted, Approved, and Published. Below the tabs, there's a search bar and a button labeled 'Add Library'. The bottom of the screen includes links for Terms of Use and Privacy, and a copyright notice for 2024 Adobe.

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



The screenshot shows the 'Edit Library' screen for the 'v1' library in the 'Development' environment. The top right features a 'Save & Build' button with a red box around it. Below it, a table lists 'RESOURCE CHANGES' with columns for CHANGE, REVISION, MODIFIED BY, LAST MODIFIED, and STATUS. The changes listed include various rules and data elements. At the bottom of the screen, there are buttons for '+ Add a Resource', '+ Add All Changed Resources' (highlighted with a red box), and 'Remove All Resources'.

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



Section Recap

The In-App Messaging feature provides several AJO features for the Web that can be evaluated in real-time. This allows for even more flexibility to create real-time, personalized end-user experiences.