

# Navigate Evolution from Adobe Analytics to Adobe Customer Journey Analytics

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# Welcome and overview

Welcome to this Summit Lab! Today we'll cover evolving your existing Analytics implementation to Customer Journey Analytics (CJA). This can be a daunting proposition. This lab will provide practical insights and advice to help you choose the best pathway for your business.

We will review Adobe's new migration guidance tool that provides the steps needed to evolve based on details of your situation. Today we will walk through one such pathway that is commonly used.

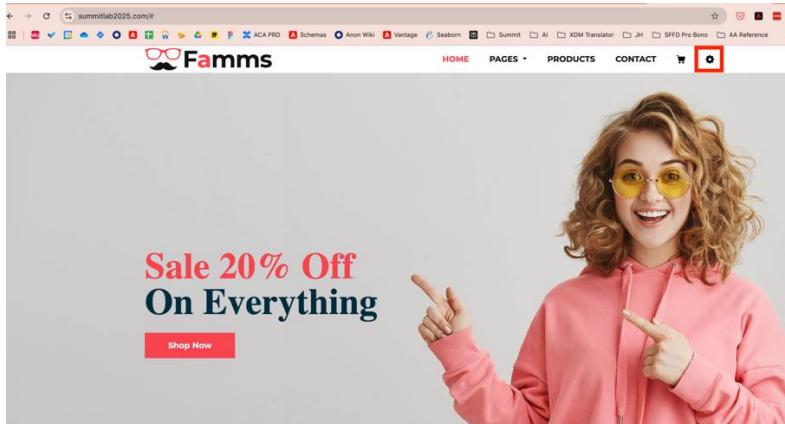
Due to time constraints, we will not be able to go through all steps in the evolution in this session. For those parts of the evolution, we'll demonstrate what was done. Detailed instructions will be included in the appendix for reference.

The lab will be broken into phases.

1. Review the existing Analytics implementation ([Done in Lab](#))
  - a. Review data collection in Tags
  - b. Review reporting in Analytics
2. Review the CJA Migration Guide ([Done in Lab](#))
3. Evolution Phase 1: Create a collection pipeline using Web SDK and Experience Edge ([Done in Lab](#))
  - a. Create a schema and dataset in Experience Platform
  - b. Create a datastream to receive data and route it to the dataset
  - c. Update Tags to collect data using Web SDK and send it to Experience Platform.
  - d. Update the connection in CJA to include the new data ([Demo](#))
  - e. Review the data in Workspace in CJA
4. Evolution Phase 2: Move existing data and reports into CJA ([Demo](#))
  - a. Create a schema and dataset in Experience Platform
  - b. Migrate data with Analytics Source Connector
  - c. Create a connection and data view in CJA
  - d. Migrate reports and dimensions with Component Migration
  - e. View new and old data in migrated reports in Workspace in CJA

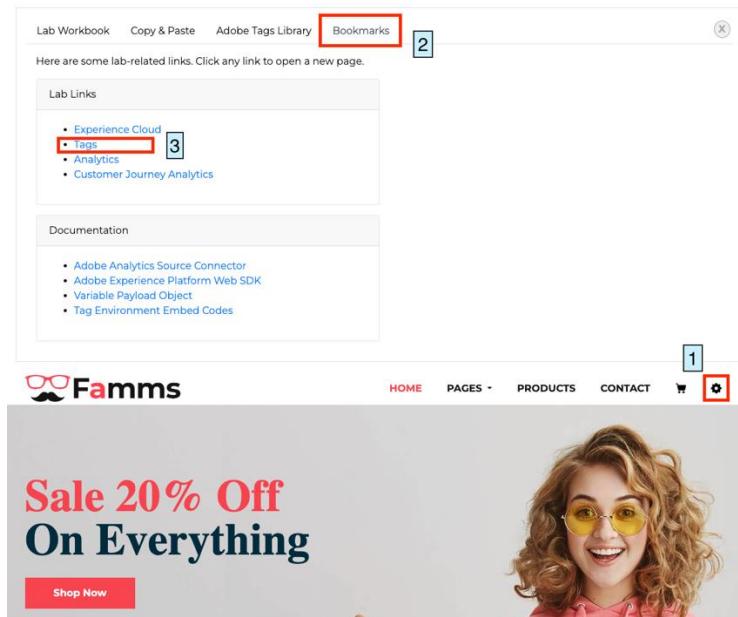
## Setup

**Demo site:** <https://summitlab2025.com/> should be loaded in your browser already. If it is not open, open a new tab and point your browser to that URL. Note the options available when clicking on the “cog” icon (  ) in the top right of the navigation bar.



**Login:** You should already be logged in to Customer Journey Analytics, but if not follow the steps below.

1. Navigate to Experience Cloud. This is available as a bookmark in your browser. You can also find a link on the demo site under “Bookmarks”.



The screenshot shows the Adobe Experience Cloud interface. At the top, there are tabs for 'Lab Workbook', 'Copy & Paste', 'Adobe Tags Library', and 'Bookmarks'. The 'Bookmarks' tab is highlighted with a red box. Below the tabs, a message says 'Here are some lab-related links. Click any link to open a new page.' Under the 'Lab Links' heading, there is a sidebar with three items: 'Experience Cloud' (highlighted with a red box), 'Tags' (highlighted with a blue box), and 'Analytics'. The 'Tags' item is numbered '3'. In the main content area, there is a section titled 'Documentation' with a list of links: 'Adobe Analytics Source Connector', 'Adobe Experience Platform Web SDK', 'Variable Payload Object', and 'Tag Environment Embed Codes'. The entire interface is framed by a blue border. At the bottom, there is a navigation bar with links for 'HOME', 'PAGES', 'PRODUCTS', 'CONTACT', and a red 'Shop Now' button. A green box highlights the cog icon in the top right corner of the navigation bar.

2. If prompted for a login you can get this information from the “Copy & Paste” section of the demo site. Specify your session and seat number to get your login in the “Login email” section. Your login will be based on your session and seat number. It

will be in the format [L122-XXX@adobeeventlab.com](mailto:L122-XXX@adobeeventlab.com) where “XXX: is based on your seat and session.

The screenshot shows a 'Summit workbook copy & paste helper' interface. It includes fields for 'Lab time' (radio buttons for '8:30 AM - 10:00 AM' and '11:00 AM - 12:30 PM'), 'Lab seat number' (text input '25'), 'Login email' (text input 'L122+125@adobeeventlab.com'), 'Tag Property' (text input 'L122-125'), 'Schema' (text input 'L122-125 Web SDK Schema'), 'Dataset' (text input 'L122-125 Web SDK Dataset'), 'Datastream' (text input 'L122-125 Web SDK Datastream'), and 'Mapping Schema' (text input 'L122-125 Famms Summit Web SDK'). Each row has 'Copy' and 'Tags' buttons. A red box highlights the 'Lab time' and 'Lab seat number' sections, with numbered callouts: 3 points to the '11:00 AM - 12:30 PM' radio button, 4 points to the 'Lab seat number' input, and 5 points to the 'Copy' and 'Login' buttons under 'Login email'. A blue box highlights the 'Login email' section. A red box highlights the 'Datastream' and 'Mapping Schema' sections, with numbered callouts: 1 points to the 'Copy' button under 'Datastream'.

3. Enter the password shared on screen by the presenter.
4. If asked to provide a phone number or email, skip this step.

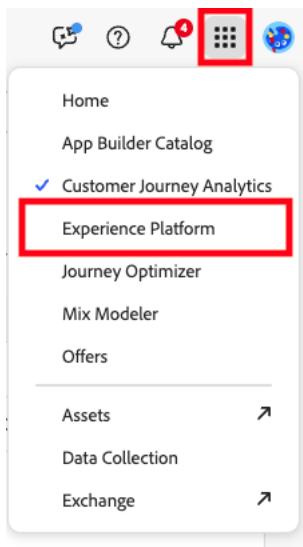
## Review existing Analytics Implementation

### Review the existing Adobe Tags setup

First, we’re going to review the existing Analytics implementation. Our demo site is configured to use AppMeasurement to send data to Adobe Analytics. We’ll look at the configuration in Tags then see that data collection in action on our demo site. Finally, we’ll look at that data in Analytics reporting.

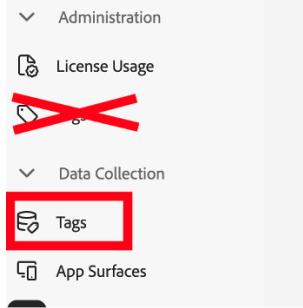
This will help us understand the starting implementation and the changes to it.

**Step 1:** Navigate to Experience Platform using the application grid in the top right of your screen from Experience Cloud.



**Step 2:** In Experience Platform choose “Tags” under Data Collection from the left-hand navigation menu.

**Note:** Don’t choose ‘Tags’ under Administration!



**Step 2:** Search for your Tag property. Type “L122-XXX” with XXX being your seat number and session. Reminder, you can also see the property name for your seat and session in the Copy & Paste section of the demo site.

A screenshot of the Tag Properties search results. A search bar at the top contains the text "L122-001". To the right of the search bar is a "New Property" button. Below the search bar is a table header with columns: NAME, PLATFORM, MODIFIED BY, and LAST MODIFIED. There is one result row shown: "L122-001 Property" (with a checkbox icon), "Web" (with a computer monitor icon), "Carson Jones", and "Feb 11, 2025, 4:52 PM".

**Step 3:** Click on your property to open it.

**Step 4:** Click on Extensions. See that the only extensions are Adobe Analytics, Core and Experience Cloud ID Service.

The screenshot shows the Adobe Experience Platform Data Collection interface. On the left, a sidebar menu includes options like PROPERTY, AUTHORIZING, RULES, DATA ELEMENTS, EXTENSIONS, PUBLISHING, and MONITORING. The 'PROPERTY' section is selected. In the main area, the title is 'Tag Properties > L122-001 Property'. Below this, there are tabs for 'Installed' and 'Catalog', with a search bar. The 'Installed' tab is active, showing two items: 'Adobe Analytics' and 'Core'. Both items have small icons and brief descriptions. A red box highlights the 'Installed' section.

**Step 5:** Click on Data Elements. See that there are a number of Data Elements tracking Page Name, Product Categories, and Site Section.

The screenshot shows the Adobe Experience Platform Data Collection interface. The sidebar menu is identical to the previous one. The 'PROPERTY' section is selected. The main area shows 'Tag Properties > L122 - Famms Primary Property'. The 'Data Elements' section is highlighted with a red box. A table lists several data elements: 'DL - Page Name', 'DL - Product Category 1', 'DL - Product Category 2', 'DL - Product Category 3', 'DL - Site Section', and 'Tracking Server'. Each row in the table includes columns for NAME, DURATION, MODIFIED BY, LAST MODIFIED, and STATUS. A blue button labeled 'Add Data Element' is visible at the top right of the table area.

**Step 6:** Click on Rules, then click on the “Page View” Rule.

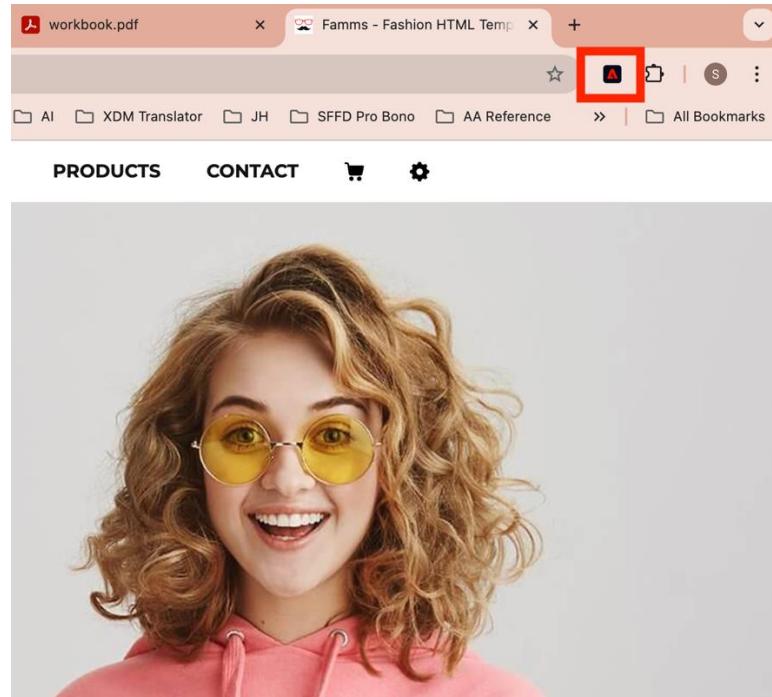
The screenshot shows the Adobe Experience Platform Data Collection interface. The sidebar menu is identical to the previous ones. The 'PROPERTY' section is selected. The main area shows 'Tag Properties > L122-199-2'. The 'Rules' section is highlighted with a red box. A table lists a single rule: 'Page View'. The table has columns for NAME, MODIFIED BY, LAST MODIFIED, and STATUS. The rule was modified by 'Seat98 Lab122' on 'Feb 17, 2025, 1:32 PM' and is currently 'Enabled'.

Notice that there are two actions. One to set the Analytics variables and one to send an Analytics beacon. Feel free to click on each to see how they're setup.

The screenshot shows the 'Edit Rule' screen in Adobe Experience Platform. The rule is named 'Page View'. It has an 'IF' condition set to 'Core - Page Bottom' and no conditions added. Under the 'THEN' section, there are two actions: 'Adobe Analytics - Set Variables' and 'WAIT, THEN' followed by 'Adobe Analytics - Send Beacon'. Both actions are highlighted with red boxes.

Next, let's see how this implementation is in use on the demo site.

**Step 7:** In the Chrome web browser, navigate to [summitlab2025.com](https://summitlab2025.com) if it's not already open. Open the Adobe Experience Platform Debugger extension by clicking on the  icon in the corner



**Step 8:** Reload summitlab2025.com in the browser. In the debugger you should see Analytics calls being made. The Web SDK plugin will show as "Not Found", but in later sections we will add it to our implementation.

The screenshot shows the Adobe Experience Platform Debugger interface. The main area is titled "Summary". Under "Adobe Experience Platform Web SDK - Not Found", there is a section titled "Adobe Analytics" which is highlighted with a red box. It lists "REPORT SUITE(S)" with entries like "ageotxxpnwfammsummit1", "ageotxxpnwfammsummit2", "ageotxxpnwfammsummit3", and "ageotxxpnwfammsummit4". Below this, another red box highlights the "Adobe Experience Platform Tags" section under "PROPERTY". It shows a single entry for "L122 - Famms Primary Property" with version 28.0.0, build date 2025-02-23T00:30:24Z, environment "development", and extensions including "Adobe Analytics", "Core", and "Experience Cloud ID Service".

## Review reporting in Adobe Analytics

Now we will quickly review the reporting in Adobe Analytics to see a historical view of our web property. Return to the browser tab or window with Adobe Experience Platform. It is also linked from the “Bookmarks” section of the demo site, under “Experience Cloud”.

**Step 1:** Choose “Analytics” in the application menu.

The screenshot shows the Adobe Analytics application menu. At the top, there is a header with "Adobe Americas POT 5" and "Dev AMM HOL (VA7)". Below the header, there is a "New Property" button and a sidebar with a "MODIFIED" section showing dates: "18, 2025, 2:01 PM", "19, 2024, 10:21 AM", "30, 2024, 1:03 PM", "30, 2024, 1:02 PM", and "14, 2025, 9:26 AM". The main content area has two sections: "Tags Overview" and "Send Your Data!". A vertical sidebar on the right contains links: Home, Analytics (which is highlighted with a red box), App Builder Catalog, Customer Journey Analytics, Experience Platform (with a checked checkbox), Journey Optimizer, Mix Modeler, Offers, Assets, Data Collection, Exchange, and Admin Console.

**Step 2:** In Workspace click on the “Analytics report – volume over time”.

The screenshot shows the Adobe Analytics workspace interface. On the left, there's a sidebar with 'Projects' (highlighted with a red box), 'Templates' (with a 'New' button), 'Learning', and 'Learning paths'. The main area is titled 'Projects' and shows a table with two items:

Name	Type	Tags	Scheduled	Shared link (anyone)	Report Suite	Owner
Company Folder	Folder				-	-
Analytics report - volume over time	Workspace...		<input checked="" type="radio"/> Off	<input type="radio"/> Inactive	Famms Summit 1	Shay

You will see a line chart as well as a workspace table with dimensions and metrics. If needed, update the reporting timeframe to “Last 90 Days” to see more data.

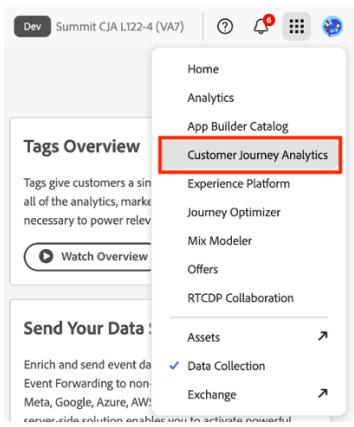
The screenshot shows the 'Analytics report - volume over time' workspace. On the left, there's a sidebar with 'Project' (highlighted with a red box), 'Edit', 'Insert', 'Components', 'Share', and 'Help'. The main area has a 'Freeform' component with a line chart titled 'Page Views' vs 'Visits'. The chart shows a sharp peak in December. The sidebar also lists 'DIMENSIONS' (Browser, Page, Time Spent on Page, Bot Name, Browser Height) and 'METRICS' (Page Views, Revenue / Visitor, Orders / Visitor).

# Plan your journey with the CJA Evolution Guide

Now that we've reviewed the Analytics implementation that is in place, it's time to think about how we will move from Analytics to Customer Journey Analytics. For Summit 2025 we have created a guide to help you understand the specific steps needed to move to CJA based on the specific needs of your organization.

In this lab we will walk through one particular pathway based on a starting point and set of goals.

**Step 1:** The Guide is accessed in Customer Journey Analytics, so let's navigate to CJA.



**Step 2:** In the Workspace tab you will see “Upgrade to Customer Journey Analytics”

A screenshot of the 'Upgrade to Customer Journey Analytics' tool. The top navigation bar includes 'Customer Journey Analytics', 'Workspace', 'Data Management', 'Components', 'Tools', and 'Labs'. The left sidebar has sections for 'Projects', 'Templates' (with 'Adobe templates' and 'Ares Canada Validation Co templates'), 'Learning', and 'Upgrade to Customer Journey Analytics' (which is highlighted with a red box). The main content area is titled 'Upgrade to Customer Journey Analytics' and contains tabs for 'Overview', 'Adobe Analytics implementation', 'Analytics features', 'Desired CJA features', 'Customer Journey Analytics implementation', 'Review', and 'Share and download'. The 'Overview' tab is selected. It includes sections for 'Overview' (describing the upgrade process), 'Recommendations before you get started' (with tips for gathering team input and defining goals), and 'How this tool works' (with instructions for completing the questionnaire).

**Step 3:** Complete the sections using the tabs at the top of the form, using “Back” and “Next” to switch from each section, or click the heading name.

- a. Adobe Analytics Implementation
  - **Select:** Adobe Analytics extension (tags)
- b. Analytics features:
  - **Select:** Historical data from Adobe Analytics
  - **Select:** Components and projects from Adobe Analytics
- c. Desired CJA features:
  - No selections
- d. Customer Journey Analytics implementation:
  - **Select:** I intend to fully move to Customer Journey Analytics
  - **Select:** I want to use a schema tailored to my organization
  - **Select:** Tags

After filling out the options, click on “Share and Download”. You will see a list of tiles indicating which steps to take. It should look something like this.

Note: You can copy a link to this page to let others view this customized set of steps. Using this same mechanism, you can access this custom guide from the Copy & Paste section of the demo site.

The screenshot shows the Adobe Customer Journey Analytics workspace. The top navigation bar includes 'Customer Journey Analytics', 'Workspace' (selected), 'Data Management', 'Components', 'Tools', and 'Labs'. On the left, there's a sidebar with 'Projects', 'Templates' (selected), 'New', 'Adobe templates', 'Adobe Americas POT 5 templates', 'Learning', 'Learning paths', and 'Upgrade to Customer Journey Analytics'. The main content area has a title 'Upgrade to Customer Journey Analytics' with a progress bar showing 'Completed'. Below it, a section titled 'Your Customer Journey Analytics upgrade guide' provides instructions for upgrading from Adobe Analytics to Customer Journey Analytics. It lists eight steps in a grid format, each with a summary, a 'Show more' link, and a 'Share' icon. The steps are:

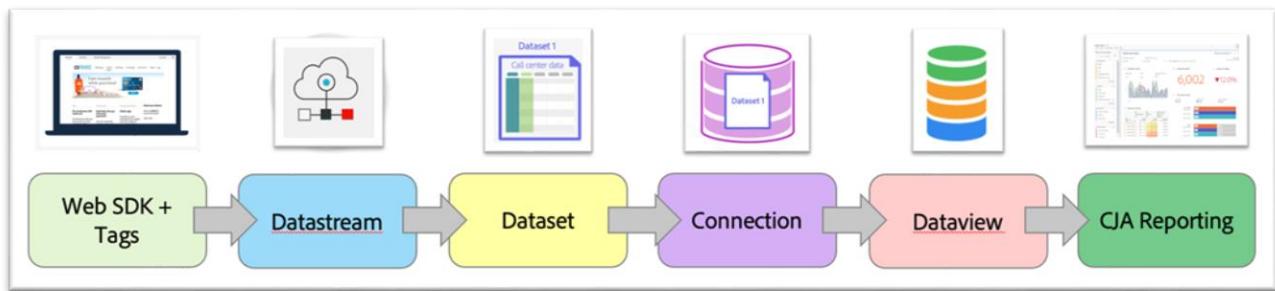
- Step 1: Architect a schema**
- Step 2: Create the desired custom schema in Adobe Experience Platform**
- Step 3: Create a dataset in Adobe Experience Platform**
- Step 4: Create a lookup dataset for each dimension containing classification data**
- Step 5: Add Adobe Experience Platform as a service to the datastream**
- Step 6: Add the Adobe Experience Platform Web SDK extension to your tag property**
- Step 7: Add XDM data collection logic to your tag**
- Step 8: Validate that your implementation is sending data to a dataset**

At the top right of the main content area, there are buttons for 'Download CSV' and 'Copy link'. Below the main content, there are social sharing icons.

## Evolution Phase 1: Create a collection pipeline using Web SDK and Experience Edge

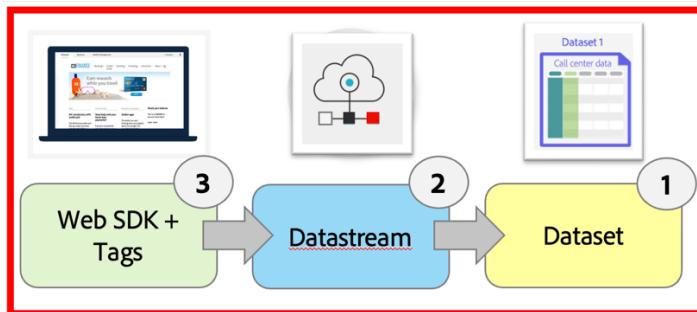
We've reviewed the existing Analytics implementation and used the Migration Guide to give us a clear set of steps to get Customer Journey Analytics up and running. Now let's start the process.

*The Web SDK data pipeline to Customer Journey Analytics*



We are going to set up a pipeline to send data from our site into Adobe Experience Platform (AEP) where it can be ingested into Customer Journey Analytics. The first piece is to establish a dataset in AEP where we can store the data we send from the page. We'll then build a pipeline to route that data from the page to that dataset. Finally, we'll update the data collection on the page.

*The first three steps of our data pipeline*



### Phase 1: Part 1: Create a schema and dataset

## Data Modelling and Experience Data Model (XDM)

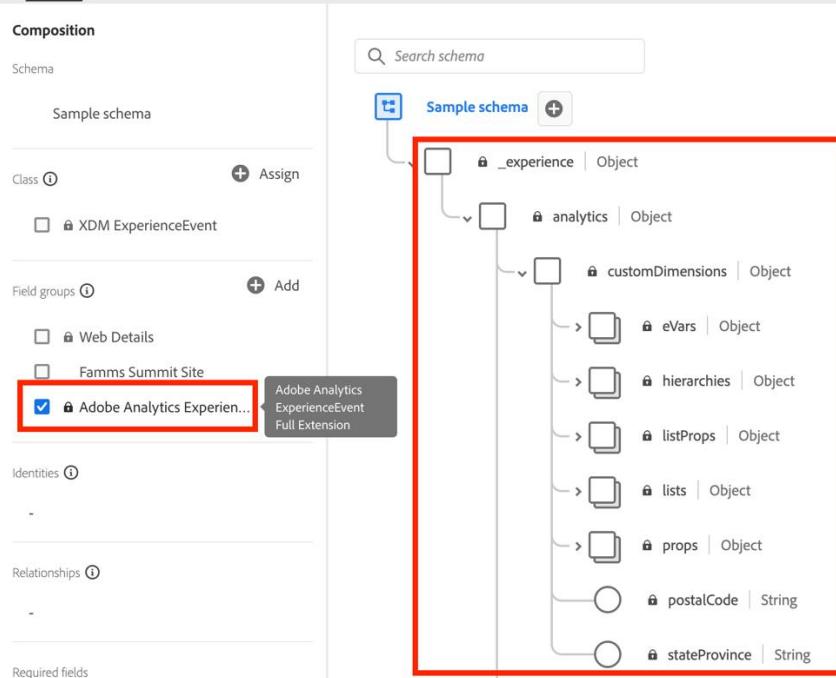
Before creating our schema let's first discuss the role of data modelling in your evolution from Analytics to CJA. Your data model is foundational to your use of Customer Journey Analytics and Experience Platform in general, so it deserves careful consideration.

Unlike Adobe Analytics, Customer Journey Analytics uses the flexible data model provided by Experience Platform. This is known as Experience Data Model or XDM. With XDM you can choose from a large library of standardized fields for different use cases such as ecommerce and media measurement. A schema can contain any combination of these kinds of fields. In this evolution from Analytics, we'll discuss three kinds of XDM schemas

- **Analytics XDM:** This is a special XDM schema that matches the field names used in Analytics terms. So XDM fields for eVars, Props etc. These are useful because your data is already in this format. But these fields don't have any meaning in themselves. For example, eVar1 has no meaning in itself. You need to know what it holds certain information such as site section.
- **Standard XDM:** These are standardized fields. Adobe has built out a large list of fields. For example, in this exercise we'll use the Web Page Details schema, it has field like Page Name and Site Section.
- **Custom XDM:** You can choose to create your own fields. For example, if you have naming convention already in place for your web site you can use that.

Below are some examples of each. We will get a chance to look at these later.

### Analytics XDM



**Standardized XDM:** This example shows the Web Details field group which includes common information about web page views and clicks. For example, the URL and Page Name.

Schemas > Shay sample schema

Structure Labels

**Composition**

Schema

Shay sample schema

Class ⓘ + Assign

XDM ExperienceEvent

Field groups ⓘ + Add

- Web Details**
- Famms Summit Site
- Adobe Analytics Experien...

Identities ⓘ

-

Relationships ⓘ

-

Required fields

- web.webPageDetails.pageViews.value
- web.webInteraction.linkClicks.value
- timestamp

Search schema

Shay sample schema

web | Object

- webInteraction | Object
- webPageDetails | Object
- pageViews | Object
- URL | String
- isErrorPage | Boolean
- isHomePage | Boolean
- name | String
- server | String
- siteSection | String
- viewName | String

webReferrer | Object

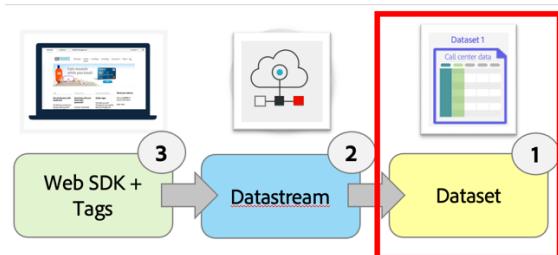
**Custom fields:** These can be anything you choose and appear in a section related to your organization. In this case \_adobeamericaspot5 for our organization named “Adobe Americas POT 5”.

The screenshot shows the 'Sample schema' structure. On the left, the 'Composition' panel lists 'Schema', 'Class', 'Field groups', 'Identities', and 'Relationships'. Under 'Field groups', 'Famms Summit Site' is selected. The main panel displays the schema tree with fields like fpid, page, page\_view, product\_category\_1, product\_category\_2, product\_category\_3, and site\_section.

```

    graph TD
        SampleSchema[Sample schema] --> adobeamericaspot5[_adobeamericaspot5]
        adobeamericaspot5 --> fpid[fpid | String]
        adobeamericaspot5 --> page[page | String]
        adobeamericaspot5 --> page_view[page_view | Integer]
        adobeamericaspot5 --> productcategory1[product_category_1 | String]
        adobeamericaspot5 --> productcategory2[product_category_2 | String]
        adobeamericaspot5 --> productcategory3[product_category_3 | String]
        adobeamericaspot5 --> siteSection[site_section | String]
    
```

## Create a schema



Now that we've had an overview of data modelling and the different ways Analytics data can be represented in XDM, we're going to create a schema that will determine the fields that will be present in our dataset. This schema will have standard and custom XDM fields, but it will not have any Analytics XDM fields.

### Step 1: Choose “Experience Platform” from the application picker.

The screenshot shows the application picker with 'Customer Journey Analytics' selected. Other options include 'Experience Platform', 'Journey Optimizer', 'Mix Modeler', 'Offers', 'Assets', 'Data Collection', 'Exchange', and 'Admin Console'.

## Step 2: Choose “Schemas” from the left nav. You may need to scroll down to see it.

The screenshot shows the Adobe Experience Platform interface. The left sidebar is expanded, showing various categories like Home, Workflows, Dashboards, Playbooks, Connections, Sources, Destinations, Customer Profiles, Audiences, Identities, Accounts, Prospects, Privacy, Audits, Data Science, and Services. Under 'DATA MANAGEMENT', the 'Schemas' option is highlighted and has a red box around it. The main content area features a 'Getting started with Real-time Customer Profile' section with four cards: 'Ingesting data into Platform', 'Model data structures', 'Build Audiences', and 'Send data to destination'. Below this are summary boxes for 'Total schemas' (22), 'Total datasets' (25), and 'Total profiles' (with a note to enable data). At the bottom, there are tabs for 'Recent sources', 'Recent datasets', 'Recent audiences', and 'Recent destinations'.

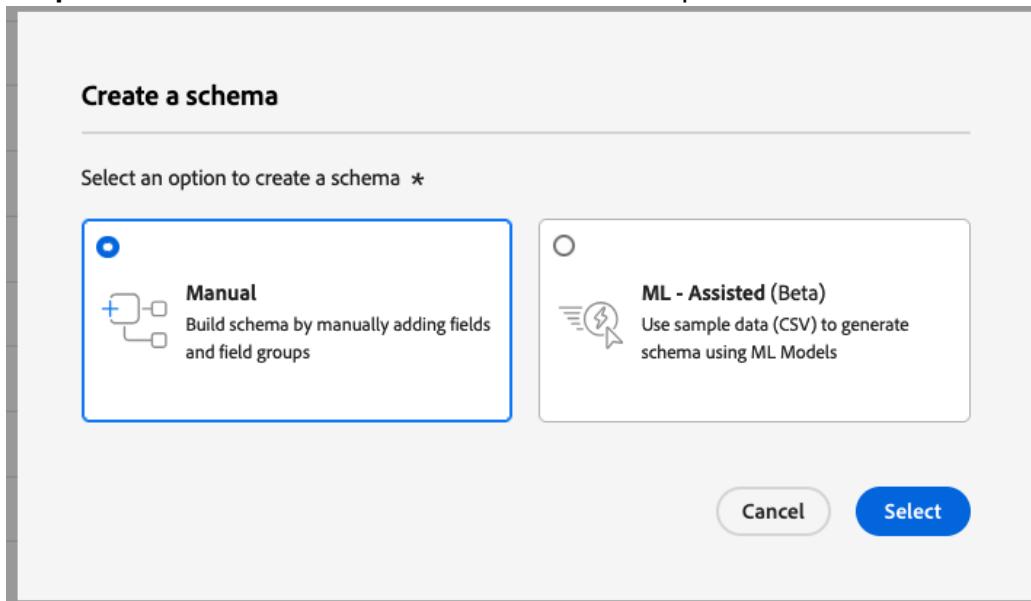
**Note:** If the left nav only shows icons you can click the top of the menu to expand and show names.

This comparison shows two versions of the left navigation bar. The left version is collapsed, showing only icons. The right version is expanded, showing the names of the menu items next to their respective icons. The expanded version includes Home, Workflows, Dashboards, Use Case Playbooks, and Playbooks.

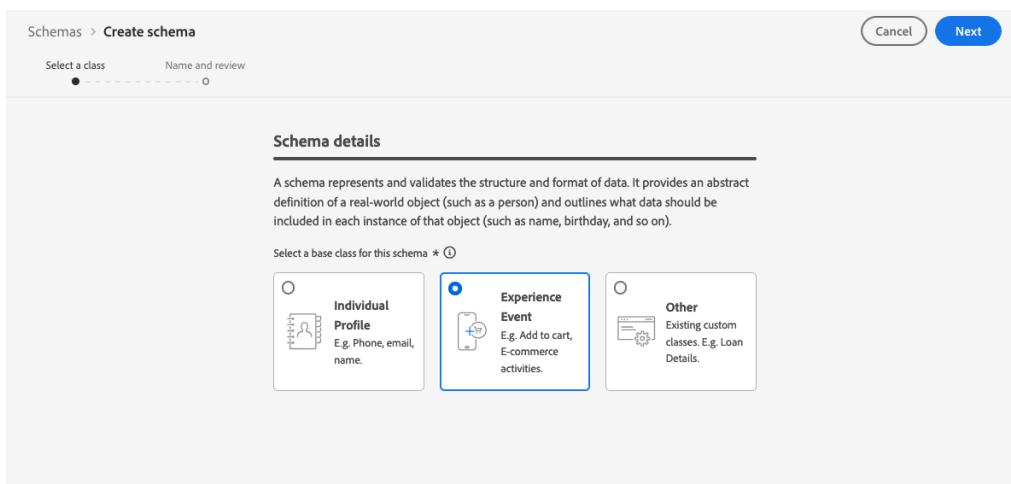
## Step 3: Choose “Create schema”.

The screenshot shows the 'Schemas' page. The left sidebar is identical to the previous screenshot. The main area has a header 'Schemas' with tabs for Overview, Browse, Classes, Field groups, Data types, and Relationships. A search bar is at the top. To the right of the search bar is a 'Create schema' button with a red box around it. Below the search bar is a table listing various schemas with columns for Name, Datasets, Identities, Relationships, Enabled for profiles, Class, Behavior, and Last modified. To the right of the table is a summary box showing '22 Schemas' and a 'Most recently created' section with three items: 'Fams Analytics Schema' (02/11/2025), 'Fams Summit Site' (02/11/2025), and 'Journey Inbound' (02/03/2025).

**Step 4:** Choose “Manual” as the schema create option. Click “Select”.



**Step 5:** Schema Details: Choose “Experience Event”. Click “Next”.



**Step 6** Enter the name for the schema using your seat number: “L122-xxx - Web SDK Schema”. We recommend you copy the name of the schema from the Copy & Paste section of the website.

Once you've entered the name, click “Finish”.

Schemas > Create schema

Select a class      Name and review

**Name and review**

Provide a suitable name and description to easily identify and discover your schema. Review and verify your selected class and schema structure before proceeding.

**Enter a name and description**

Schema display name \*

L122-001 - Famms Summit Web SDK

Description

**Class selected**

```

graph TD
    XDM[XDM ExperienceEvent] --- _id[_id | String]
    XDM --- eventMergeId[eventMergeId | String]
    XDM --- eventType[eventType | String]
    XDM --- identityMap[identityMap | Map]
    XDM --- producedBy[producedBy | String]
    XDM --- timestamp[timestamp | DateTime]
  
```

### Step 7: Under “Field Groups”, click “Add”.

Schemas > L122-001 - Famms Summit Web SDK

Structure Labels

Composition

Schema L122-001 - Famms Summit...

Class  XDM ExperienceEvent

Field groups  **+ Add**

Identities

Relationships

Required fields

- timestamp
- \_id

Search schema

L122-001 - Famms Summit Web SDK **+ Add**

- Event Type | String
- ExperienceEvent merge ID | String
- Identifier | String
- Produced By | String
- Timestamp | DateTime
- identityMap | Map

Show display names for fields

**Schema properties**

Display name  
L122-001 - Famms Summit Web SDK

Description  
Enter description

Type  
Schema

Profile

Created  
02/12/2025, 1:35 PM

Last modified  
02/12/2025, 1:35 PM

**Step 8:** Find the “Famms Summit Site” field group then click “Add fields groups”.

The screenshot shows the 'Add field groups' dialog box. On the left, there's a sidebar with an 'Industry' section containing options like Retail, Financial services, Travel and hospitality, Healthcare, and Telecommunications. The main area has a search bar labeled 'Search field'. Below it is a table with columns: NAME, POPULARITY, INDUSTRIES, OWNER, DESCRIPTION, and LAST UPDATED. One row is highlighted with a red box and a checkmark in the first column, labeled '1.'. To the right of the table is a sidebar titled '1 field group selected' showing a single item: 'Famms Summit Site'. At the top right of the dialog box is a blue 'Add field groups' button, which is also highlighted with a red box and labeled '2.'

**Step 9:** Verify that the field group was added. Click "Save".

The screenshot shows the schema editor for 'L122-001 - Famms Summit Web SDK'. On the left, there's a sidebar with sections for 'Composition', 'Structure', and 'Labels'. Under 'Composition', there are tabs for 'Schema' (selected), 'Class', 'Field groups', and 'Identities'. The 'Field groups' tab shows a list with 'Famms Summit Site' selected, indicated by a red arrow. The main area displays the schema structure. A red curly brace highlights the 'adobeamericaspot5' object and its properties: 'Product Category' (String), 'Site Section' (String), 'Event Type' (String), 'ExperienceEvent merge ID' (String), 'Identifier' (String), 'Produced By' (String), 'Timestamp' (DateTime), and 'identityMap' (Map). On the right, there's a 'Schema properties' panel with fields for 'Display name' (set to 'L122-001 - Famms Summit Web SDK'), 'Description' (empty), 'Type' (set to 'Schema'), 'Profile' (empty), 'Created' (02/12/2025, 1:35 PM), and 'Last modified' (02/12/2025, 1:35 PM). At the top right, there's a 'Save' button highlighted with a red box.

**Step 10:** Add a standard XDM field group. Click “Add” again.

**Step 11:** Search for the “Web details” field group and select it. Then choose “Add field groups”

NAME	POPULARITY	INDUSTRIES	OWNER	DESCRIPTION
Web Details	378	All	Adobe	Use for information regarding web details events such as interaction, page detail...

**Step 12:** Your schema should look like this. Click “Save”.

The screenshot shows the 'Schemas' interface in Adobe Experience Platform. On the left, there's a sidebar with sections for 'Composition' (Schema, Class, Field groups, Identities, Relationships), 'Assign' (button), and 'Add' (button). The main area displays the schema structure under 'L122-001 Web SDK Schema'. It includes a search bar, a tree view of fields, and a 'Schema properties' panel on the right. The properties panel contains fields for 'Display name' (set to 'L122-001 Web SDK Schema'), 'Description' (with placeholder 'Enter description'), 'Type' (Object), 'Schema' (empty), 'Profile' (empty), 'Created' (03/06/2025, 8:40 PM), and 'Last modified' (03/06/2025, 8:40 PM). A 'Save' button is located at the top right.

## Create a dataset in Adobe Experience Platform

Now that we've created a schema for the Web SDK data, we can create a dataset using that schema to store the data.

**Step 1:** Navigate to the datasets listing, click “Datasets” in the left-hand menu.

The screenshot shows the Adobe Experience Platform interface. On the left, there's a navigation sidebar with sections like ACCOUNTS, PROSPECTS, PRIVACY, DATA SCIENCE, and DATA MANAGEMENT. Under DATA MANAGEMENT, the 'Schemas' section is selected and highlighted with a grey background. Within 'Schemas', there are options for Places, Datasets (which is highlighted with a red box), Queries, Monitoring, and Federated Data. The main content area is titled 'Schemas > L122-001-' and shows tabs for 'Structure' and 'Composition'. The 'Composition' tab is active, displaying fields for Class (XDM I), Field groups (Family), and Identities. Below these are sections for Relationships and Required fields, which are currently empty.

**Step 2:** Choose “Create dataset”.

Datasets

Overview Browse

All Datasets

Filtering by None

<input type="checkbox"/> NAME	CREATED	SOURCE	SCHEMA	LAST BA...	LAST BA...	TAGS	LAST U...
<input type="checkbox"/> L122-001 Famms Web SDK Dataset	02/12/...	Scher	L122-001 - Famms Summit...		-	-	02/12/...
<input type="checkbox"/> Famms Summit 4 midValues	02/11/...	Adob	Famms Analytics Schema		-	-	02/11/...
<input type="checkbox"/> Famms Summit 3 midValues	02/11/...	Adob	Famms Analytics Schema		-	-	02/11/...
<input type="checkbox"/> Famms Summit 2 midValues	02/11/...	Adob	Famms Analytics Schema		-	-	02/11/...
<input type="checkbox"/> Famms Summit 1 midValues	02/11/...	Adob	Famms Analytics Schema		-	-	02/11/...
<input type="checkbox"/> profile_dim_date	02/03/...	File	Adhoc schema for dim_date		02/03/...	-	02/03/...

### Step 3: Choose “Create dataset from schema”.

Experience Platform

Datasets > Create dataset

Create dataset from schema

Create dataset from CSV file

### Step 4: Select the schema you created above: “L122-XXX Web SDK Schema”. Then choose “Next”.

Workflows > Create dataset from schema

Select schema      Configure dataset

Cancel Next

Select schema

Select a schema to associate with your new dataset.

NAME	ENABLED FOR PROFILE	CLASS	BEHAVIOR	LAST MODIFIED
L122-001 - Famms Summit Web SDK	Not enabled	XDM Individual Profile	Record	02/12/2025, 1:17 PM
L122-001 - Famms Summit Web SDK	Not enabled	XDM ExperienceEvent	Time-series	02/12/2025, 1:35 PM
L122-001 Famms Summit Site	Not enabled	XDM ExperienceEvent	Time-series	02/12/2025, 1:32 PM

L122-001 - Famms Summit Web SDK

Download sample file

Copy JSON structure

Add to package

Name: L122-001 - Famms Summit Web SDK

Description: -

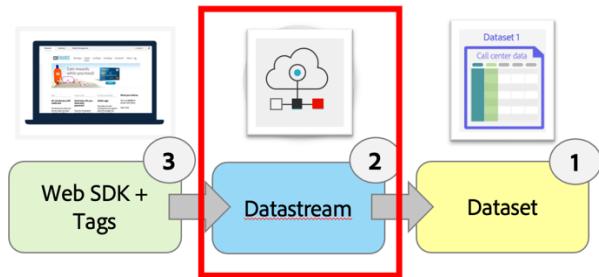
Class:

**Step 5:** Name the dataset “L122-XXX Web SDK Dataset”. You can find the name on the demo site in the Copy & Paste section. Choose “Finish”.

The screenshot shows a software interface for creating a dataset. At the top, there's a navigation bar with 'Workflows > Create dataset from schema'. Below it, a progress bar indicates 'Select schema' is complete and 'Configure dataset' is the current step. On the right, there are 'Cancel', 'Back', and a large blue 'Finish' button. The main area is titled 'Configure dataset' and contains three fields: 'Name \*' with the value 'L122-001 Famms Web SDK Dataset' (which has a green checkmark icon to its right), 'Description' (empty), and 'Tags' (an empty dropdown menu).

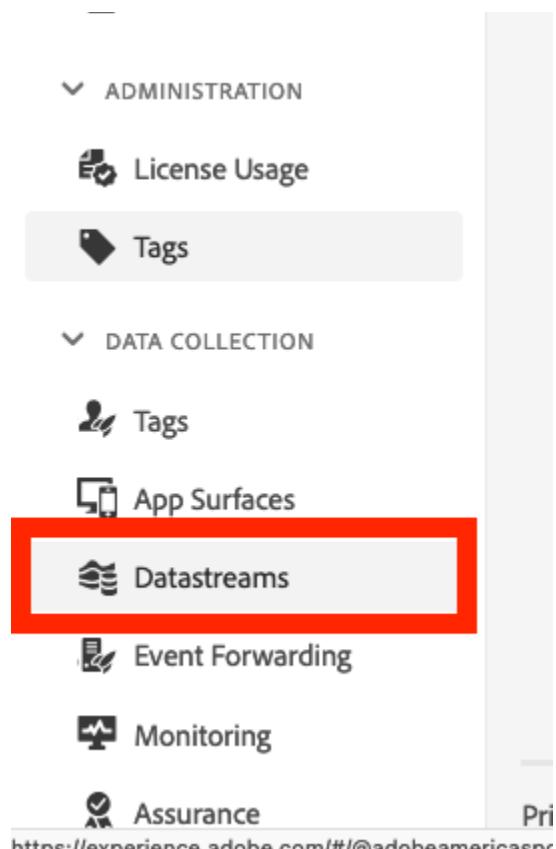
Great! Now you have a dataset to store the Web SDK data in. The next step will be to build a pipeline to get data from the page into the dataset.

## Phase 1: Part 2: Create a Datastream in Adobe Experience Platform



Next, we'll create a datastream which will receive data from the Web SDK and route it to the dataset we just created.

**Step 1:** Navigate to the “Datastreams” section in the left-hand navigation.



**Step 2:** Click on “New Datastream”.

The screenshot shows a list of Datastreams. There is one entry visible:

Friendly Name	Datastream ID	Last Modified By	Last Modified On
CJM Tracker Service: Title for A79662A55DE67F540A495... summit-caj-l122	2a362ac1-0c36-4fc3-ab8f-2fd669273b42	cjm_provisioning_services...	Feb 3, 2025, 1:46 PM

At the top right, there is a blue button labeled "New Datastream" with a red box drawn around it. At the bottom left, there are navigation buttons for "Next".

**Step 3:** Configure your Datastream.

1. Name your Datastream using the seat name and session. This can be copied from the demo site.
2. Select your Mapping Schema, “L122-XXX – Famms Summit Web SDK” with your seat number.
3. Click “Save”. We will come back later to add a mapping.

The screenshot shows the "New Datastream" configuration page. The steps are:

- Configure (selected)
- Select data
- Mapping

Fields filled in:

- Name (required): L122-001 Web SDK Datastream
- Description: Enter description
- Mapping Schema: L122-001 - Famms Summit Web SDK

Below the form, there are three collapsed sections:

- > GEOLOCATION AND NETWORK LOOKUP
- > DEVICE LOOKUP ⓘ
- > ADVANCED OPTIONS

At the top right, there are buttons: Cancel, Save (blue), and Save and Add Mapping (blue).

**Step 4:** After saving, click “Add Services”.

L122-001 Web SDK Datastream



No services have been added yet

Add Service

L122-001 Web SDK Datastream

Edit

Edit Mapping

Bot Detection

Delete

Copy Datastream

Datastream ID  
4b1959c0-4348-4036-9218-f38eb5038bb7

Mapping Schema  
L122-001 - Famms Summit Web SDK

Created By  
cajones@adobe.com

Last Modified By  
cajones@adobe.com

Last Modified On

**Step 5:** Configure the Service.

- a) Under Service, select “Adobe Experience Platform”.
- b) Under “Event Dataset”, select your dataset (“L122-XXX” with your seat number).
- c) Click “Save”.

Service (required)

Enabled

Event Dataset \*  
 

Primary

[Add Event Dataset](#)

Profile Dataset

Primary

Offer Decisioning

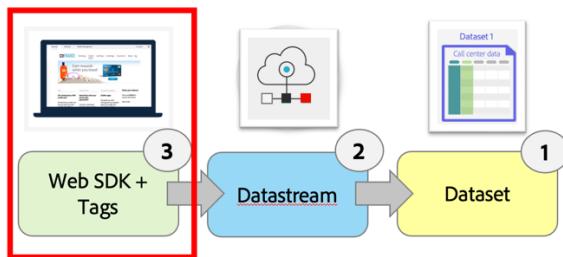
Edge Segmentation

Personalization Destinations

Adobe Journey Optimizer

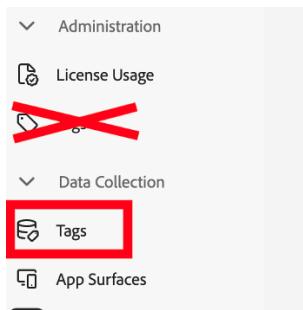
Congratulations! You've configured a datastream to receive the data from the Web SDK and send to the dataset you've created.

## Phase 1: Part 3: Update your Tags implementation to use Web SDK instead of AppMeasurement



Now that we've created a pipeline to ingest data into Experience Platform, we can update the Tags implementation to use Web SDK to send data through that pipeline.

**Step 1:** Return to Tags by selecting it from the left nav bar.



**Step 2:** Search for your Tag property. Type “L122-XXX” with XXX being your seat number and session. Reminder, you can also see the property name for your seat and session in the Copy & Paste section of the demo site.

A screenshot of the 'Tag Properties' page. At the top, there is a search bar with 'L122-001' and a 'New Property' button. Below the search bar is a table with columns: NAME, PLATFORM, MODIFIED BY, and LAST MODIFIED. One row is visible, showing 'L122-001 Property' under NAME, 'Web' under PLATFORM, 'Carson Jones' under MODIFIED BY, and 'Feb 11, 2025, 4:52 PM' under LAST MODIFIED. There is a checkbox next to the property name.

**Step 3:** Click on your property to open it.

**Step 4:** Before going further, in the top right choose a working library.

The screenshot shows the Adobe Experience Platform Tag Properties interface for 'L122-001 Property'. On the left, there's a sidebar with sections like PROPERTY, AUTHORIZING, PUBLISHING, MONITORING, and AUDIT EVENTS. The 'PROPERTY' section is selected. In the main area, there are tabs for 'Property Info' and 'My Recent Activity'. Under 'Property Info', it says 'Library Pending approval: None', 'Production last published at: Never', 'Production last build by: Never', and 'Extension updates available: 1'. On the right, there's a 'Featured' section with a 'Meta Pixel' card and a 'What's New' section with a link to 'Release Notes'. At the top right, there's a 'Select a working library' dropdown menu with a red box around it, and a 'Build' button below it. The 'Build' button has a red box around it as well.

**Step 5:** First, we will add the Web SDK extension. In your Tags property choose Extensions.

The screenshot shows the Adobe Experience Platform Tag Properties interface for 'L122-001 Property'. The 'Extensions' section in the sidebar is highlighted with a red box. The main area shows 'Property Info' and 'My Recent Activity'. Under 'Property Info', it says 'Library Pending approval: None', 'Production last published at: Never', 'Production last build by: Never', and 'Extension updates available: None'. In the 'My Recent Activity' section, there's a list of recent items: 'Extension Adobe Experience Platform Web SDK Created Feb 12, 2025, 4:32 PM', 'Extension Adobe Experience Platform Web SDK Created Feb 12, 2025, 4:32 PM', 'Rule Page View Updated Feb 11, 2025, 4:52 PM', 'Action Adobe Analytics - Send Beacon on Page View Created Feb 11, 2025, 4:52 PM', 'Rule Page View Updated Feb 11, 2025, 4:52 PM', 'Action Adobe Analytics - Set Variables on Page View Created Feb 11, 2025, 4:52 PM', and 'Rule Page View ...'. The 'Rule Page View' item at the bottom has an ellipsis (...).

**Step 6:** Click on “Catalog” to find new extensions. Search “Web SDK” and choose “Adobe Experience Platform Web SDK”.

PROPERTY

Property Overview

AUTHORIZING

Rules

Data Elements

Extensions

PUBLISHING

Publishing Flow

Environments

Hosts

MONITORING

Audit Events

Tag Properties > L122-001 Property

Installed Catalog

All |  Search

Web SDK

AA via AEP Web SDK  
Further - v1.0.18

For those wishing to populate Adobe Analytics using the AEP Web SDK this extension provides the familiar 'Set Variables', 'Send Beacon', and 'Clear...' functions.

ES6+

Adobe Experience Platform Web SDK  
Adobe - v2.28.0

The Adobe Experience Platform Web SDK allows for streaming data into the platform, syncing identities, personalizing content, and more.

ES6+

BETA - Adobe Experience Platform Web SDK  
Adobe - v2.22.0-beta.0

This is the AEP Web SDK official channel for Beta features. This extension should NOT be used for production environments. This

Common Web SDK Plugins  
Adobe Consulting Services - v10.3

Provides Web SDK compatible versions of common Adobe Consulting Plugins.

ES6+

### Step 7: Click “Install”.

Adobe Experience Platform Web SDK  
Adobe - v2.28.0

The Adobe Experience Platform Web SDK allows for streaming data into the platform, syncing identities, personalizing content, and more.

Install

Download Source

Description

The Adobe Experience Platform Web SDK allows for streaming data into the platform, syncing identities, personalizing content, and more.

Learn More

### Step 8: Under “Production Datastream,” choose the datastream you created recently: “L122-XXX Web SDK Datastream”.

#### Install Extension

Adobe Experience Platform Web SDK  
Adobe · v2.28.0

The Adobe Experience Platform Web SDK allows for streaming data into the platform, syncing identities, personalizing content, and more.

**Datastreams**

Input method

Choose from list  Enter values

Adobe Experience Platform \*

DEVELOPMENT Summit CJA L122 (VA7)

Production Datastream \*

L122-001 Web SDK Datastream

Choose the datastream for the production environment.

Staging Datastream

Select a datastream

Choose the datastream for the staging environment.

Development Datastream

Select a datastream

Choose the datastream for the development environment.

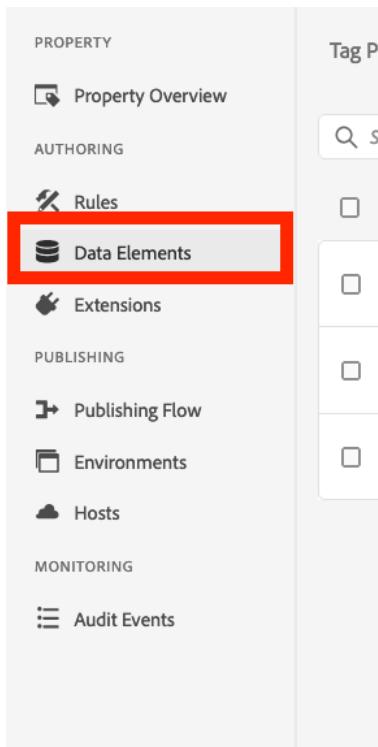
**Privacy**

**Step 9:** Choose “Save to Library”. The Adobe Experience Platform Web SDK is now installed.

## Update your Tags property with a “variable” data element

The “variable” data element will hold the variables you are setting today with AppMeasurement. It is analogous to the “s” object used in many Analytics implementations.

**Step 1:** Select “Data Elements” from the left-navigation menu within your tag property.



## Step 2: Select “Add Data Element”

The screenshot shows the 'Tag Properties' interface for the 'Famms Ecommerce Website'. At the top, there's a search bar and a 'Build' button. Below it is a table with columns: NAME, DURATION, MODIFIED BY, LAST MODIFIED, and STATUS. Two entries are listed: 'DL - Product Category' and 'DL - Site Section', both marked as Enabled. In the top right corner of the table area, there is a blue button labeled 'Add Data Element' which is highlighted with a red box.

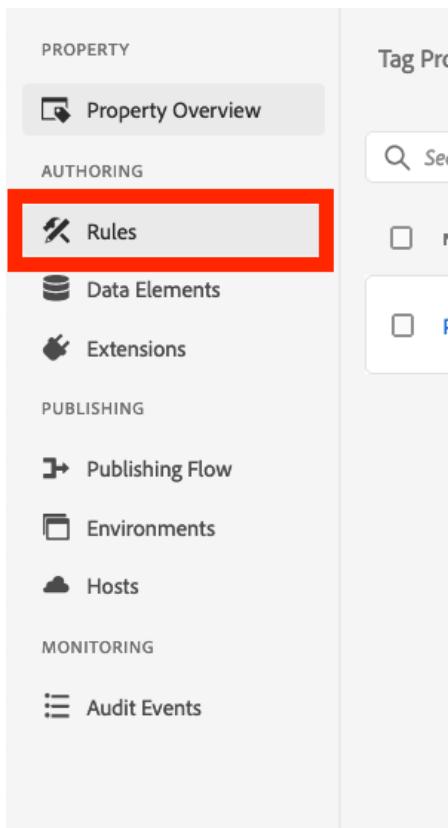
## Step 3: Configure the Data Element.

1. Under Name, type “XDM Data Element”
2. Under Extension, choose “Adobe Experience Platform Web SDK”
3. Under Data Element Type, choose “Variable”
4. On the right side of the page the “XDM” radio button should be selected as well as the current Sandbox. Under “Schema” choose the schema we created earlier
5. Click “Save to Library”

The screenshot shows the 'Create Data Element' dialog box within the 'Tag Properties' interface for the 'L122 - Famms Primary Property Shay Test' property. The left sidebar shows navigation options like 'PROPERTY', 'AUTHORING', 'Rules', 'Data Elements' (which is selected), 'Extensions', 'PUBLISHING', 'Publishing Flow', 'Environments', 'Hosts', 'MONITORING', 'Audit Events', and 'Logs'. The main dialog has fields for 'Name' (set to 'XDM Data Element'), 'Extension' (set to 'Adobe Experience Platform Web SDK'), and 'Data Element Type' (set to 'Variable'). A note on the right explains variable data elements. It also shows 'Choose the property you want to populate' with 'XDM' selected, 'Sandbox' set to 'DEVELOPMENT Summit CJA L122 (VA7)', and 'Schema' set to 'Choose an XDM schema for this variable'. The 'Save' button is visible at the bottom right.

Update your Tags property rule to send events using the Web SDK

## Step 1: Select “Rules” from the left-hand navigation menu.



**Step 2:** Find the “Page View” rule and click it to open.

A screenshot of the 'Page View' rule details page. At the top, it says 'Tag Properties &gt; L122-001 Property'. Below that is a search bar and a 'Select a v' button. The main table has columns for NAME, MODIFIED BY, and LAST MODIFIED. The first row in the table is highlighted with a red box, showing 'Page View' in the NAME column, 'Carson Jones' in MODIFIED BY, and 'Feb 13, 2025, 8' in LAST MODIFIED.

**Step 3:** Copy the Analytics variables settings. To do this Click on the Adobe Analytics – Set Variables action.

**Step 4:** Click the “+” icon to add a new Action.

## Edit Rule

The screenshot shows the 'Edit Rule' interface. At the top, there's a 'Name' field containing 'Page View'. Below it is a section titled 'IF - Determines when you want the rule to fire' which contains an 'EVENTS' section with 'Core - Page Bottom'. Under 'CONDITIONS', there's a 'Add' button. The next section is 'THEN - Determines what you want the rule to do', which contains an 'ACTIONS' section. This section has two items: 'Adobe Analytics - Set Variables' and 'WAIT, THEN' followed by 'Adobe Analytics - Send Beacon'. A red box highlights the '+' icon next to the 'Send Beacon' action.

## Step 5: Configure the Extension and Action.

1. Under Extension, choose “Adobe Experience Platform Web SDK”.
2. Under Action Type, choose “Update variable”
3. Under Data element choose “XDM Data Element”, the data element you just created.

The screenshot shows the 'Action Configuration' screen for 'Page View'. It has three main sections highlighted with numbers: 1) 'Extension' dropdown set to 'Adobe Experience Platform Web SDK' (red box), 2) 'Action Type' dropdown set to 'Update variable' (red box), and 3) 'Data element \*' dropdown set to 'XDM Data Element' (blue box). The 'Variable Editor' panel on the right lists XDM schema elements: '\_id', 'eventMergId', 'eventType', 'identityMap', 'producedBy', 'timestamp', and 'web'. A legend explains icons: an empty circle for unpopulated, a partially filled circle for partially populated, and a full circle for fully populated. A note says '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.'

## Step 6: XDM Mapping

In the Variable Editor section, you will see the schema you created earlier. Now you can select fields and specify what value should populate them. We are going to map one field in this lab as an illustration. First, we will set one of the standard XDM fields for that stores the “page” value.

1. In the tree, click the “+” next to “web” to expand that part of the tree.
2. Expand the “webPageDetails” element.
3. Click “name”.

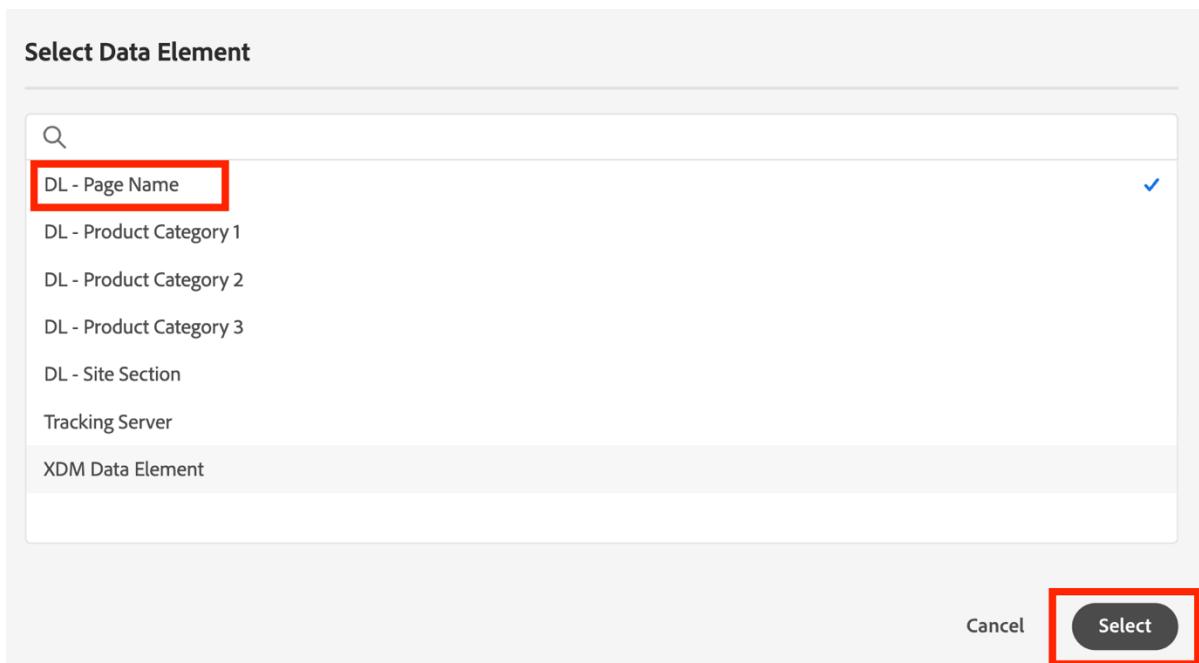
**Variable Editor**

The screenshot shows the Variable Editor interface. On the left is a tree view of the XDM schema. A red box highlights the path: xdm > web > webPageDetails > name. The 'name' node is selected and highlighted with a blue border. To the right of the tree, under 'xdm > web > webPageDetails > name', there is a 'Name' section. It contains a 'Value' input field with a small circular icon to its right, which has a red box around it. Below the input field is a checkbox labeled 'Clear existing value'. A note below the checkbox states: 'Checking this box will cause this field to be deleted before setting any values. Fields that are cleared appear with a delete icon in the tree.'

**Step 7:** Click the  to select a data element as the value for this XDM field

A screenshot of a configuration dialog titled 'Page Name'. It has a 'Value' input field and a small circular icon to its right, which has a red box around it, indicating it is the target for selection.

**Step 8:** In the “Select Data Element” dialog choose “DL – Page Name” from the list of data elements. Then choose “Select” on the bottom right.



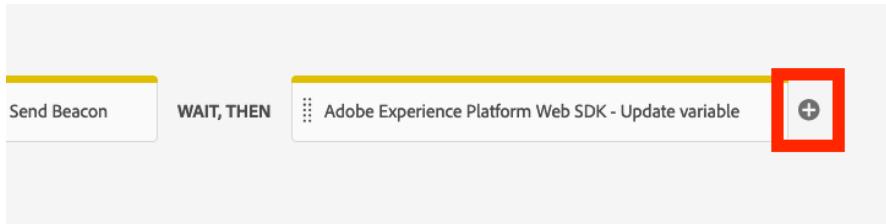
Your finished XDM tree should look like this:

The screenshot shows the "Variable Editor" interface displaying the XDM tree structure. The tree is rooted at "xdm | object". Under "xdm", there are several fields: "\_id \* | string", "eventMergeId \* | string", "eventType \* | string", "identityMap | object", "producedBy | string", and "timestamp \* | string". The "name" field under "webPageDetails" is selected and highlighted with a blue border. The "Value" field next to "name" contains "%DL - Page Name%". There is also a "Clear existing value" checkbox with a note below it: "Checking this box will cause this field to be deleted before setting any values. Fields that are cleared appear with a delete icon in the tree."

**Step 9:** Click “Keep changes”

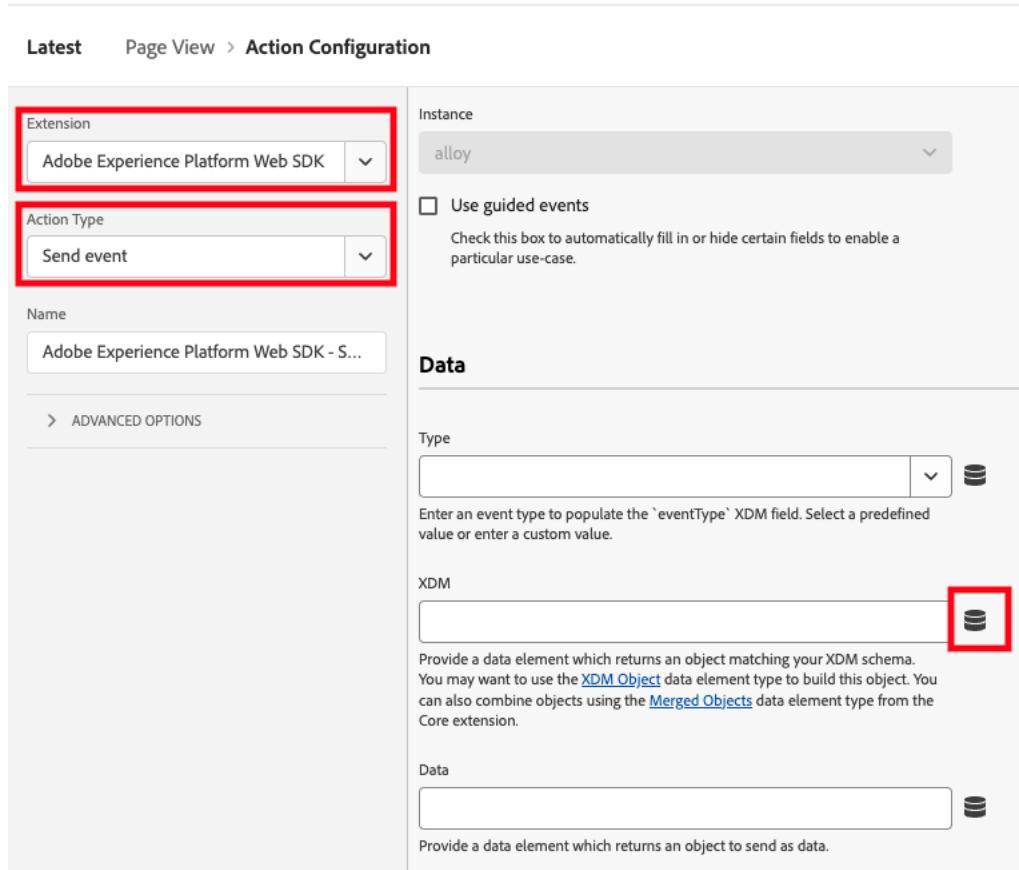
**Step 10:** We've created an action to populate the data we want to send. Now we'll create an action to send this data.

Add another Action by clicking the “+” icon.



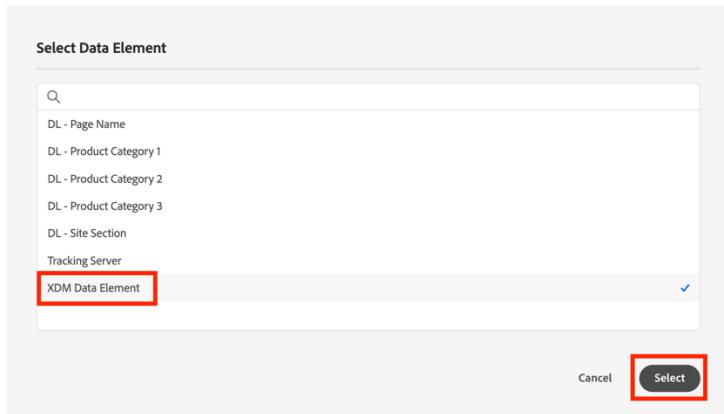
**Step 11:** Configure the Send Event action.

1. Under Extension, select “Adobe Experience Platform Web SDK”
2. Under Action Type, select “Send event”
3. On the right side of the page under XDM, click the  next to “XDM”



The screenshot shows the 'Action Configuration' page for a 'Send event' action. The 'Extension' dropdown is set to 'Adobe Experience Platform Web SDK' and the 'Action Type' dropdown is set to 'Send event'. Both of these fields are highlighted with red boxes. To the right, there is a 'Data' section with an 'XDM' field, which also has a red box highlighting its icon.

**Step 12:** In the “Select Data Element” dialog choose “XDM Data Element” which we just created.



**Step 13:** Review and click “Keep Changes”.

The screenshot shows the 'Action Configuration' page under 'Page View > Action Configuration'. The 'Extension' is set to 'Adobe Experience Platform Web SDK'. The 'Action Type' is 'Send event'. The 'Name' is 'Adobe Experience Platform Web SDK - S...'. In the 'Data' section, the 'Type' is set to 'XDM' and the value is '%XDM Data Element%'. A red box highlights the 'Keep Changes' button at the top right. Other visible fields include 'Instance' (set to 'alloy'), 'Use guided events' (unchecked), and a note about automatically filling certain fields.

**Step 14:** You will now be back in the Property. Click ‘Save to Library’.

Tag Properties > L122-004 Property

All  Save

**Edit Rule**

Name: Page View

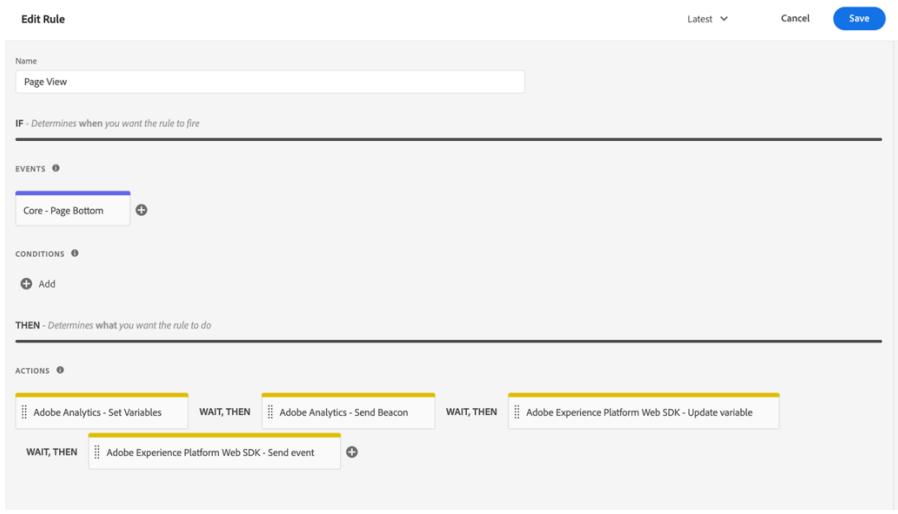
**IF** - Determines when you want the rule to fire

**EVENTS**

**CONDITIONS**

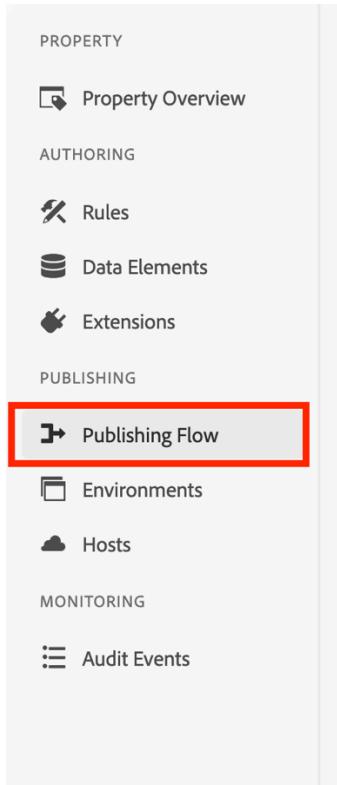
**THEN** - Determines what you want the rule to do

**ACTIONS**

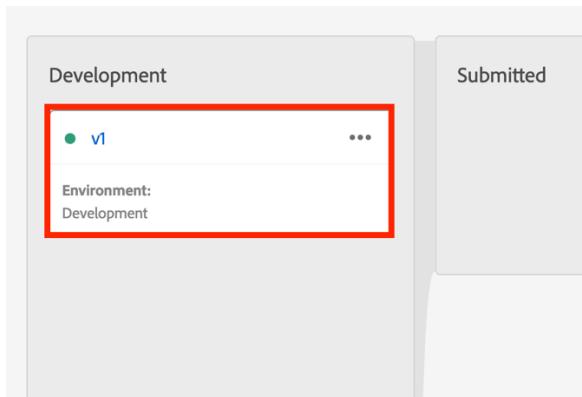


## Build, Publish, and Test the Library

### Step 1: Select “Publishing Flow”.



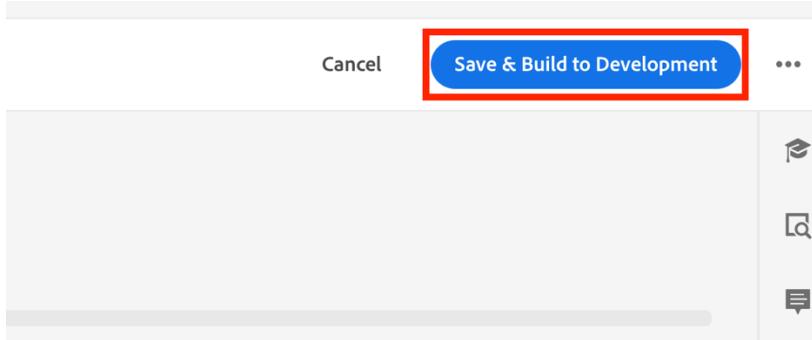
### Step 2: Select the development build.



Note: If you don't see any changes you may need to select “Add All Changed Resources”

CHANGE	REVISION	MODIFIED BY
> Rule: Page View	Revision 1 [Latest]	Carson Jones
> Data Element: DL - Product Category	Revision 1 [Latest]	Carson Jones
> Data Element: DL - Site Section	Revision 1 [Latest]	Carson Jones
> Data Element: Tracking Server	Revision 1 [Latest]	Carson Jones
> Extension: Adobe Analytics	Revision 1 [Latest]	Carson Jones
> Extension: Core	Revision 1 [Latest]	Carson Jones
<a href="#">+ Add a Resource</a> <a href="#">+ Add All Changed Resources</a>		

### Step 3: Click “Save & Build to Development”



### Step 4: Wait for the “v1” library to build successfully. You should see a greed dot next to it”

A screenshot of the Tag Properties interface. The left sidebar shows navigation categories: PROPERTY, AUTHORIZING, RULES, DATA ELEMENTS, EXTENSIONS, PUBLISHING, PUBLISHING FLOW (which is selected), ENVIRONMENTS, HOSTS, MONITORING, and AUDIT EVENTS. The main area is titled 'Tag Properties > L122-004 Property'. It shows a search bar and two tabs: 'Development' and 'Submitted'. The 'Development' tab is active, showing a status box with a green dot and the text 'v1'. Below it, it says 'Environment: Development'. The 'Submitted' tab is empty.

### Step 5: Click on “v1” to reopen the library.

### Step 6: Click on the cube icon.

Edit Library

Name: v1

Environment: Development (development)

RESOURCES UPSTREAM

**Step 7:** Copy the library Javascript tag.

Web Install Instructions

Environment: Development      Environment ID: EN062036bb18e84985abd1dbc79a6cf9c

Load Library Asynchronously

Paste this code inside the <head> tag of your document.

Standard

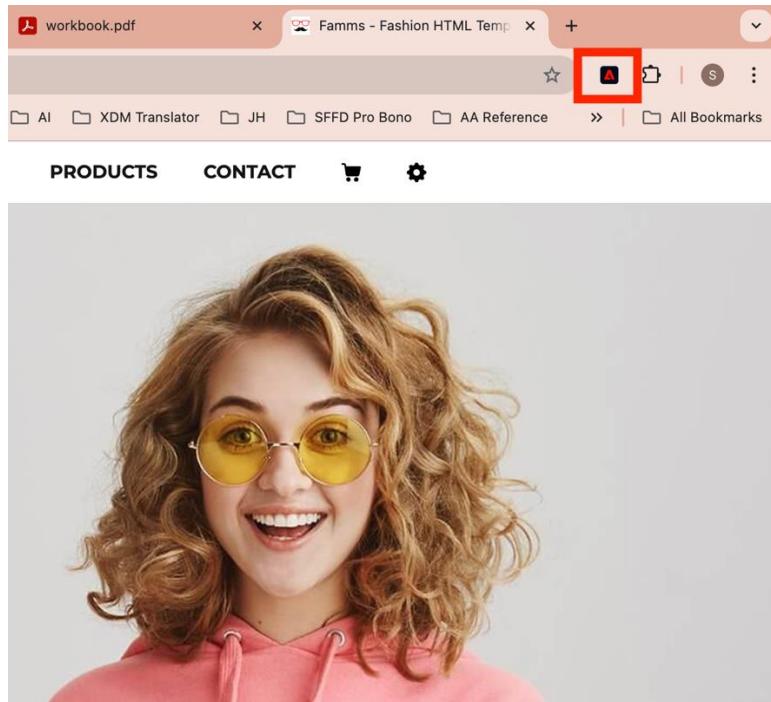
After installing the embed code and deploying your changes, you can validate your implementation using the Adobe Experience Cloud Debugger extension.

- [Chrome Extension](#)
- [Firefox Extension](#)

Note: If you're off track here not to worry. You can get a correctly configured version of the library from the Copy & Paste section on the demo site.

Validate the new collection changes in your browser

**Step 1:** Navigate to [summitlab2025.com](https://summitlab2025.com) and open the Adobe Experience Platform Debugger extension by clicking on the icon in the corner



**Step 2:** Reload summitlab2025.com in the browser. You should see Analytics calls being made but not Web SDK

Adobe Experience Platform Debugger

Send Feedback

Adobe Americas POT 5

**SOLUTIONS:**

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

**TOOLS:**

- Logs
- Network
- Events
- Auditor
- Settings

**Summary**

**Adobe Experience Platform Web SDK - Not Found**

**Adobe Analytics**

REPORT SUITE(S)	VERSION	VISITOR VERSION	PAGE NAME	MODULES
experienceedgegearaccesssummit612	AppMeasurement 2.26.0	Visitor	None	ActivityMap

**Adobe Target**

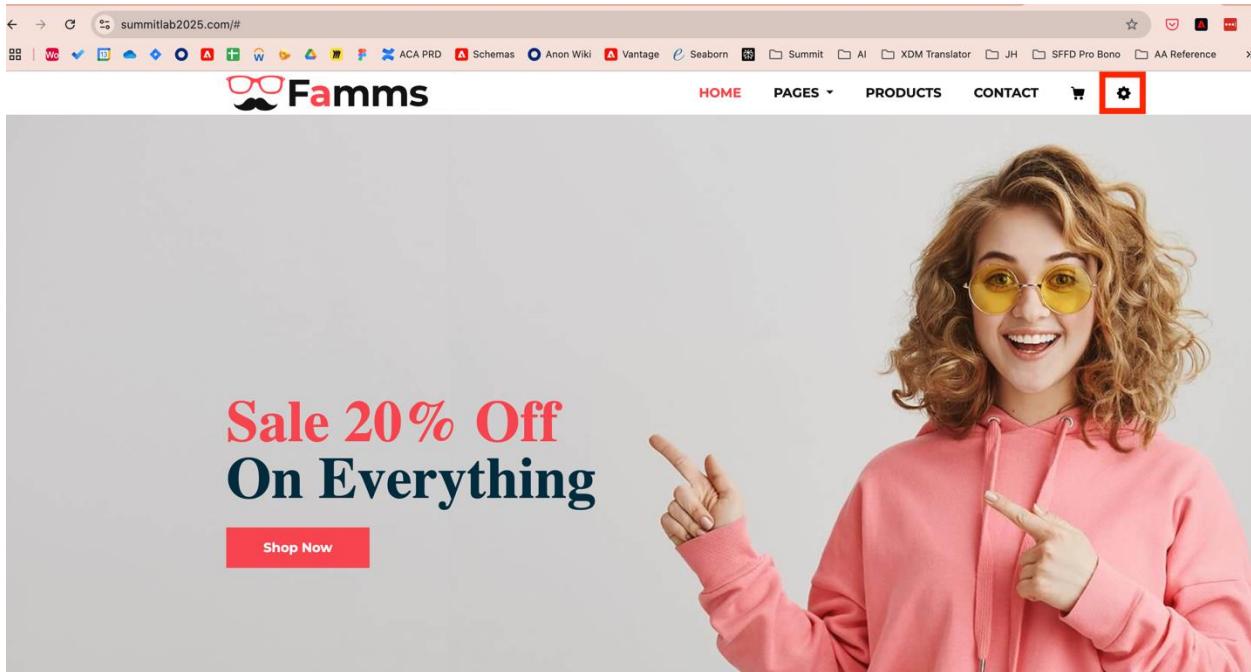
CLIENT CODE	VERSION	GLOBAL REQUEST NAME	PAGE LOAD EVENT
experienceedgegearalya	at.js 2.11.4		None

**Adobe Audience Manager - Not Found**

**Adobe Experience Platform Tags**

PROPERTY	VERSION	BUILD DATE	ENVIRONMENT	EXTENSIONS
Summit L612 Template	275.0	2024-03-22T19:39:07Z	development	<ul style="list-style-type: none"><li>Adobe Analytics</li><li>Adobe Target v2</li><li>Core</li><li>Experience Cloud ID Service</li></ul>

**Step 3:** Update the site to call your updated library. Go to <https://summitlab2025.com/> and click the gear icon



**Step 4:** Paste the library code you copied above from Tag and paste it into the text box in the ‘Adobe Tags Library’ tab. (You can also get a sample library from the Copy & Paste section on the site). Choose “Save and reload”

A screenshot of the 'Adobe Tags Library' interface within a browser. The URL is 'summitlab2025.com/#'. The interface includes tabs for 'Lab Workbook', 'Adobe Tags Library' (which is selected), 'Copy &amp; Paste', and 'Bookmarks'. Below these tabs, there is a text area containing the embed code: '&lt;script src="https://assets.adobedtm.com/d488cb72429b/9bbaf065678b/launch-bbe4d015226f-development.min.js" async&gt;&lt;/script&gt;'. At the bottom of this area are two buttons: 'Reset' and 'Save and reload' (which is highlighted with a blue background).

If you don't have a library link that is properly configured, you can get one from the “Copy & Paste” on the demo site.

**Step 5:** In the AEP Debugger you should see calls being made via Web SDK

Adobe Experience Platform Debugger

Send Feedback

Adobe Americas POT 5

### Summary

**Adobe Experience Platform Web SDK**

LIBRARY VERSION	NAMESPACE	DATASTREAM ID	EDGE DOMAIN	IMS ORGANIZATION ID
2.25.0	alloy	904df206-e5df-4b09-9e6d-01408623119	edge.adobedc.net	Adobe Americas POT 5 (A79662A55DE67F540A495CAC@AdobeOrg)

**Adobe Analytics**

REPORT SUITE(S)	VERSION	VISITOR VERSION	PAGE NAME	MODULES
ageo opnwfmnmsummit1; ageo opnwfmnmsummit2; ageo opnwfmnmsummit3; ageo opnwfmnmsummit4	AppMeasurement 2.2.7.0	Visitor	None	ActivityMap

**Adobe Target - Not Found**

**Adobe Audience Manager - Not Found**

**Adobe Experience Platform Tags**

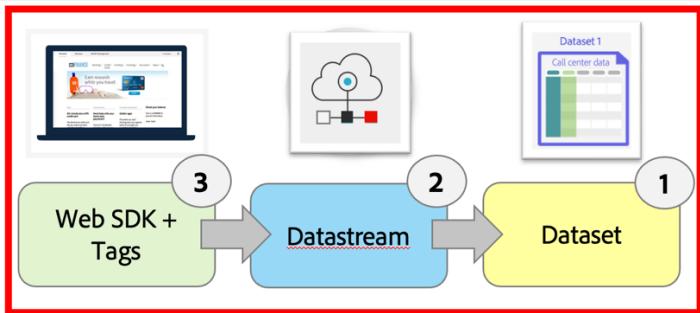
PROPERTY	VERSION	BUILD DATE	ENVIRONMENT	EXTENSIONS
Connected to Famms - Fashion HTML Template				

Lock

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## Recap: Migration Phase 1: Parts 1-3



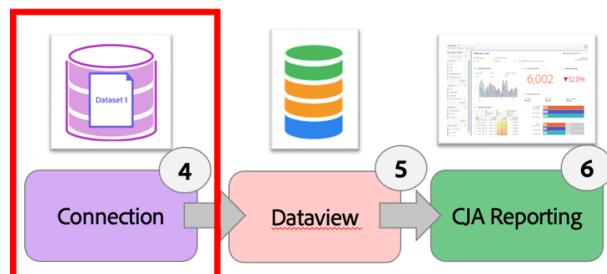
We successfully updated data collection on the site to use Web SDK to send data into a dataset in AEP. Next we will have CJA ingest that data for reporting and insights.

## Migration Phase 2: Parts 4-6: Update CJA to use the new Web SDK data.

Now that we have new data flowing from Web SDK into Experience Platform, we need to update Customer Journey Analytics to include this new data with the historical data from Analytics.

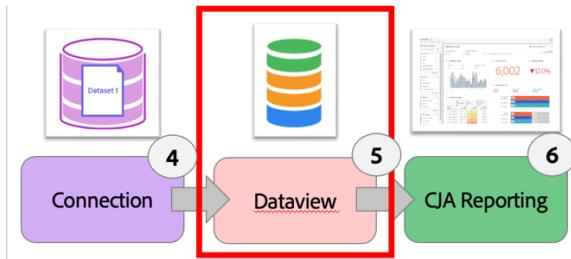


### Migration Phase 1: Part 4: Create a CJA connection to ingest the new Web SDK data from the dataset



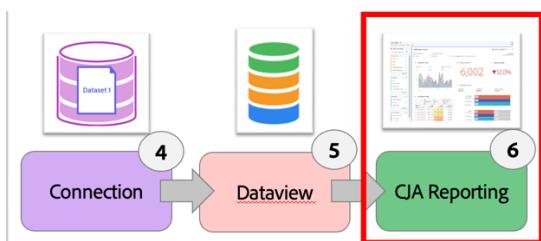
For this lab we have already created a connection. This part will be demonstrated by the presenter. You can see detailed steps in the Appendix: [Create a connection in CJA](#).

## Migration Phase 1: Part 5: Update the CJA data view



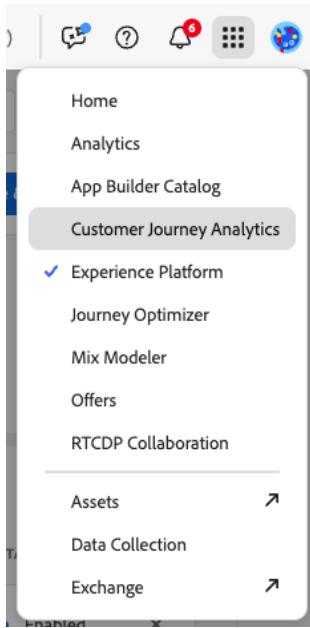
Next we will add a data view to include layer dimensions and metrics on top of the data in the connection. For this lab we have already created a data view. You can see detailed steps in the Appendix: [Create a data view in CJA](#)

## Migration Phase 1: Part 6: Review the data in Workspace

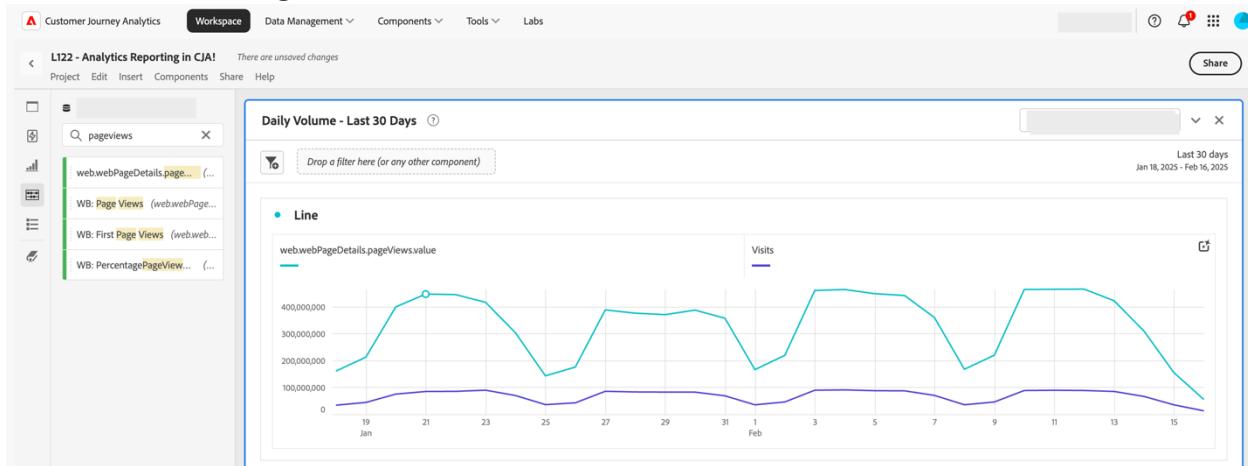


Now we're ready to view our data in CJA!

### Step 1: Navigate to Customer Journey Analytics



**Step 2:** Choose Workspace and select the “L122 – Workspace Report”. This was migrated via Component Migration. This shows the historical data coming from ADC combined with the new data coming from Web SDK



You'll notice that we have jumped ahead a bit and already have historical data from Analytics available in one of the data views - <name tbd>. Also, you can see the same report from Analytics with dimensions and metrics.

The data is brought over using Analytics Source Connector. The reports along with dimensions and metrics are migrated using Component Migration. In the interest of time, we have already implemented these steps but will demonstrate the process for setting each up.

## Evolution Phase 2: Move existing data and reports into CJA

Congratulations on successfully migrating your implementation to use Web SDK to send data to Customer Journey Analytics. In this scenario we would like to use our existing data and reports from Analytics. We'll walk through how you can do this.

In the interest of time, this part of the migration has already been completed. For this section the presenter will demo the steps. You can view the steps in detail in the Appendix:

### Evolution Phase 2: Part 1: Use Analytics Source Connector (ADC) to send data from Analytics to Experience Platform

Data is migrated using the Analytics Source Connector (ADC). See detailed instructions in the appendix: [Analytics Data Connector Setup](#)

### Evolution Phase 2: Part 2: Use Component Migration to bring reports and dimensions

Component Migration brings over metrics, dimensions and reports from Analytics. See detailed instructions in the appendix: [Use Component Migration to bring reports from Analytics](#)

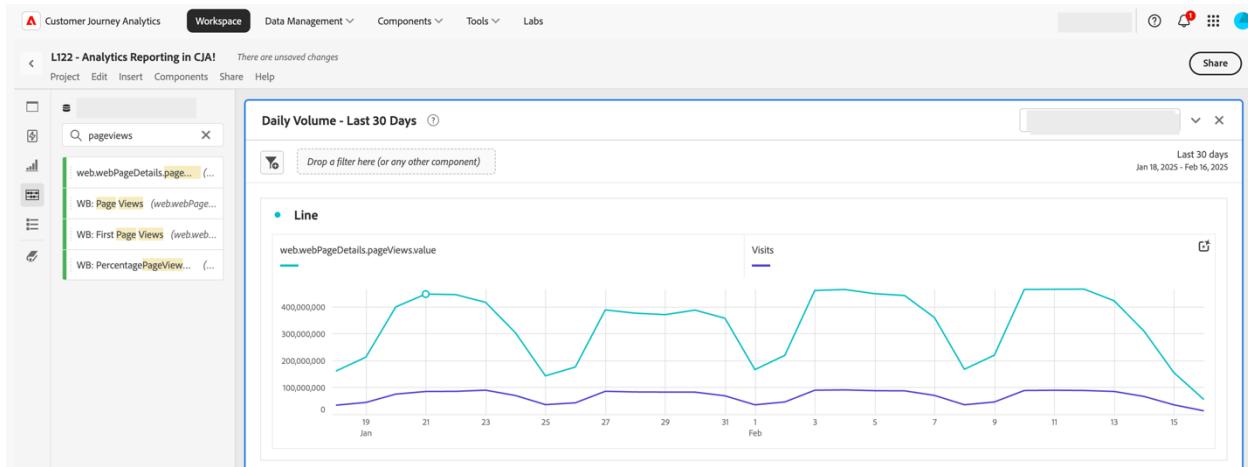
[Show connection spanning two data sets]

### Conclusion: View Reporting in CJA with historical and new data using reports from Analytics

Now we're ready to view our data in CJA!

**Step 1:** Navigate to Customer Journey Analytics

**Step 2:** Choose Workspace and select the “L122 – Workspace Report”. This was migrated via Component Migration. This shows the historical data coming from ADC combined with the new data coming from Web SDK



You can also toggle to a different data view we have created that only looks at historical data.

## Appendix

## Additional Steps:

### Disable Analytics Source Connector workflow

This is something you would do much later when you no longer need the historical data. As long as you are using the historical Analytics data in CJA you should keep your ADC connector in place. It is required to manage privacy requests related to this data. Deleting with ADC workflow will also delete all of the data in AEP. So you would delete this only when you no longer need the historical data.

# Misc content

## Analytics Data Connector Setup

The Analytics Source Connector (also known as the Analytics Data Connector or ADC) is the fastest and simplest way to bring Analytics Report Suite data into an Experience Platform dataset, which can then be used in Customer Journey Analytics.

**Step 1:** Choose Experience Platform

**Step 2:** Choose “Sources” under “Connections”.

**Step 3:** Search for “analytics” in the search bar.

**Step 4:** Choose “Add Data” on the “Adobe Analytics” tile.

The screenshot shows the Adobe Experience Platform interface. On the left, there's a sidebar with various options like Home, Workflows, Dashboards, etc. Under 'Connections', the 'Sources' option is selected (marked with a red box labeled 2). In the main area, a modal window titled 'Enable your data for use in Real-time Customer Data Platform' is open. It has a search bar containing 'analytics' (marked with a red box labeled 3). Below the search bar, there's a section for 'Adobe applications' with a 'Adobe Analytics' card. The 'Add data' button on this card is highlighted with a red box labeled 4.

**Step 4:** Select the Analytics Report Suite to use in populating the AEP Dataset.

The screenshot shows the 'Analytics source add data' workflow step. The top navigation bar includes 'Workflows > Analytics source add data' and 'Cancel' and 'Next' buttons. The 'Next' button is highlighted with a red box. Below the navigation, there's a progress bar with four steps: 'Select data' (marked with a red dot), 'Mapping', 'Dataflow detail', and 'Review'. Under 'Select data', there are two radio button options: 'Report suite' (selected) and 'Classifications'. Below this, there's a table with three columns: 'REPORT SUITE NAME', 'REPORT SUITE ID', and 'REGIONS'. The first row, 'Famms Summit', is selected and highlighted with a red box. Its details are: REPORT SUITE NAME 'Famms Summit', REPORT SUITE ID 'ageo1xpnwfmamssummit1', and REGIONS 'United States'. The other two rows are: 'Demo Data POT 5' (REPORT SUITE NAME 'Demo Data POT 5', REPORT SUITE ID 'ageo1xpnwcidobeamericaspot5', REGIONS 'United States') and 'Web Site Demo (no data)' (REPORT SUITE NAME 'Web Site Demo (no data)', REPORT SUITE ID 'ageo1xpnwclientdemo0', REGIONS 'United States').

**Step 5:** Choose the “Custom Schema” option and select the dual-use schema containing the custom field group for the semantic fields.

Workflows > Analytics source add data

Select data      Mapping      Dataflow detail      Review

### Target schema

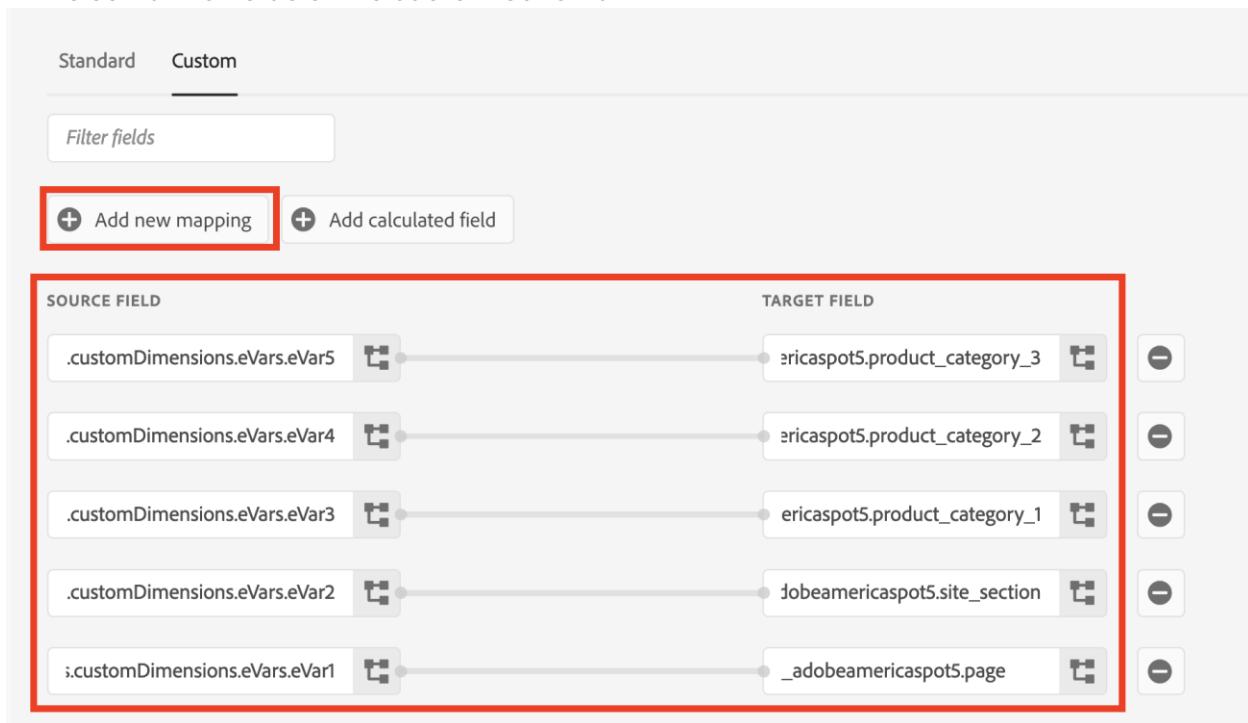
Default schema  Custom schema

Schema \*  ✓ ▼ Schema advanced search

Profile dataset \*

Enable data to Profile service

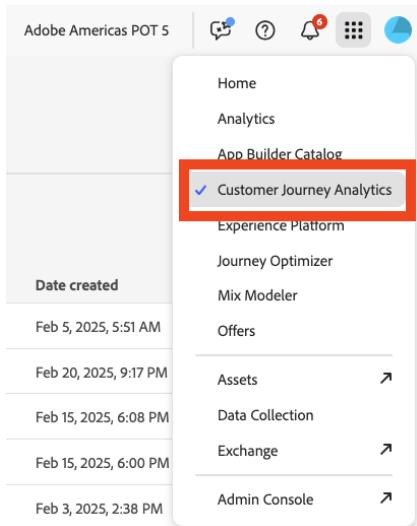
**Step 6:** Apply the mappings from the source fields of the Analytics Report Suite to the fields in the semantic fields of the custom schema.



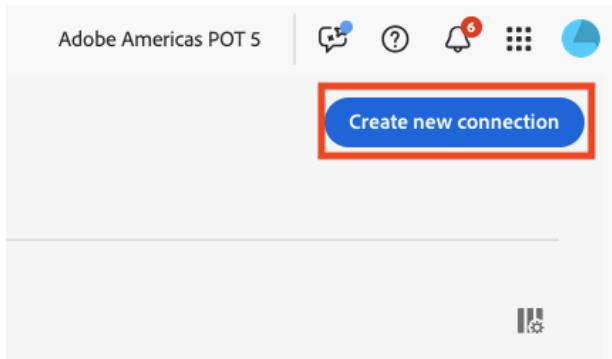
## Create a connection in CJA

We will now create a connection to ingest the data from data set into Customer Journey Analytics

**Step 1:** Navigate to Customer Journey Analytics



**Step 2:** Click “Create new connection”



**Step 3:** Give the connection a name.

**Step 4:** Select the right sandbox info (if not already selected)

**Step 5:** Select the daily event volume.

**Step 6:** Choose “Add datasets”

The screenshot shows the 'Connections' section of the Adobe Customer Journey Analytics interface. On the left, under 'Connection settings', the 'Connection name' is set to 'L122-001 - Historical Data'. On the right, under 'Data settings', the 'Sandbox' is set to 'Summit CJA L122' and the 'Average number of daily events' is set to 'less than 1 million'. A red box highlights the 'Add datasets' button at the bottom center.

**Step 7:** Search for your dataset.

**Step 8:** Select your dataset.

**Step 9:** Select “Next”.

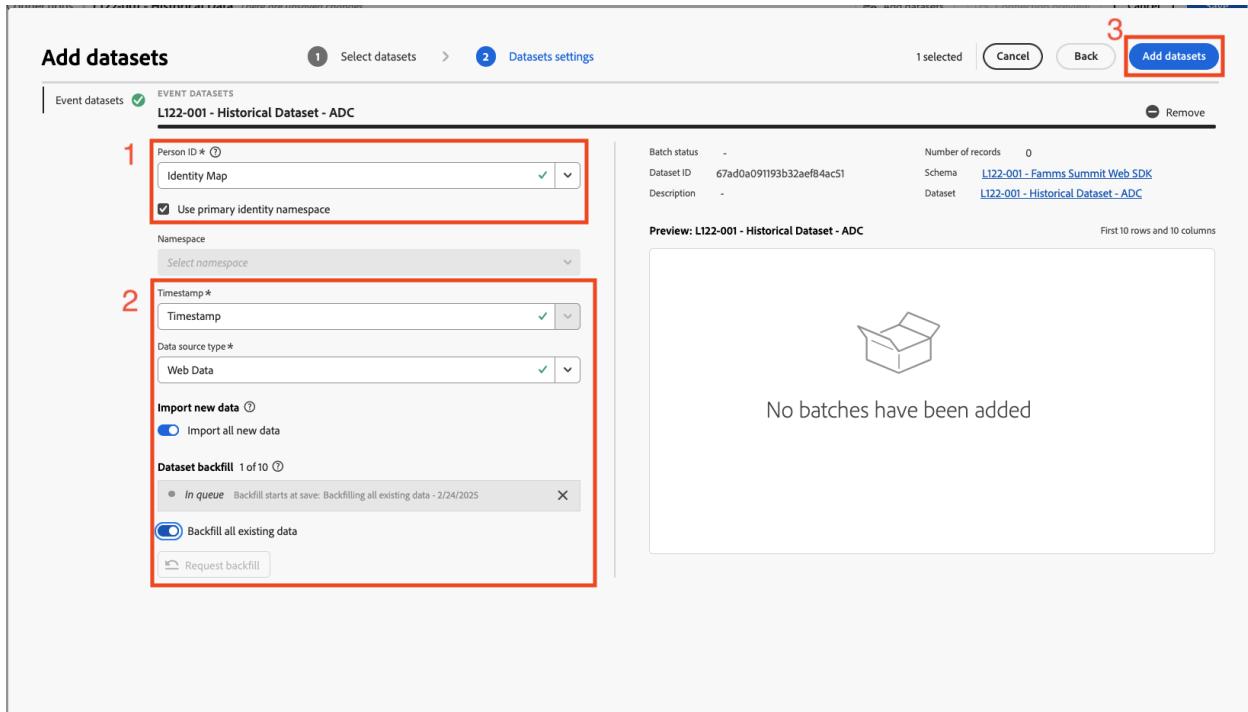
The screenshot shows the 'Add datasets' dialog. It has two tabs: 'Select datasets' (selected) and 'Datasets settings'. A red box highlights the search bar at the top left. Another red box highlights the selected dataset 'L122-001 - Historical Dataset - ADC' in the list. A third red box highlights the 'Next' button at the top right.

Dataset	Dataset type	Number of records	Schema	Last batch
ODE DecisionEvents - summit-caj-ll...	Event	0	ODE DecisionEvents	-
<b>L122-001 - Historical Dataset - ADC</b>	Event	0	L122-001 - Famms Summit Web SDK	-
L122-199 Famms Web SDK Dataset	Event	8	L122-199 - Famms Summit Web SDK	Success
L122-199-2 Famms Web SDK Dataset	Event	0	L122-199-2 - Famms Summit Web SDK	-
L122-199-3 Famms Web SDK Dataset	Event	5	L122-199-3 - Famms Summit Web SDK	Success

**Step 10:** Select the Person ID type.

**Step 11:** Select the Timestamp, Data source type, Import new data, and Backfill all existing data.

**Step 12:** Choose “Add datasets”.



## Create a data view in CJA

## Use Component Migration to bring reports from Analytics

1. In Adobe Analytics, select the **Admin** tab, then select **All admin**.
2. Under **Data configuration & collection**, select **Component migration**.
3. Locate the project that you want to migrate. You can filter, sort, or search the project list.

By default, only projects that are shared with you are displayed. To view all projects in your organization, select the **Filter** icon, then expand **Other filters** and select **Show all**. (For more information about filtering, sorting, and searching the project list, see [Filter, sort, and search the list of projects](#).)

4. Mouse over the project that you want to migrate, then select the **Migrate** icon .

Or

Select the project that you want to migrate, then select **Migrate to Customer Journey Analytics**.

You can select only one project at a time to migrate.

The **Migrate project\_name to Customer Journey Analytics** dialog box is displayed.

5. In the **Project owner** field, begin typing the name of the user who you want to set as the owner of the project in Customer Journey Analytics, then select their name in the drop-down menu.

The owner that you specify has full management rights to the project. The owner must be an administrator in Customer Journey Analytics. You can change the ownership of the project in a later step.

6. In the **Map schema for report suites** section, select a report suite.
7. In the **Data view** drop-down menu, select the Customer Journey Analytics data view where you want the the project and components to be migrated.
8. Select **Map schema**.
9. In the **Map schema** section, expand the **Dimensions** and **Metrics** sections.

Some dimensions and metrics in Adobe Analytics are automatically mapped to a dimension or metric in Customer Journey Analytics. Others need to be manually mapped.

#### **Automatically map dimensions and metrics**

##### **NOTE**

If you used the WebSDK to ingest data into Adobe Experience Platform, dimensions and metrics cannot be automatically mapped. For more information,

see [Prerequisites in Prepare to migrate components and projects from Adobe Analytics to Customer Journey Analytics](#).

Some dimensions and metrics in Adobe Analytics are automatically mapped to a dimension or metric in Customer Journey Analytics. You can't make any mapping decisions for these dimensions and metrics.

For example, the **Visits** metric in Adobe Analytics is automatically mapped with the **Sessions** metric in Customer Journey Analytics.

You can select any dimension or metric to view their associated IDs.

**Match schema**

Match the dimensions and metrics from the Adobe Analytics project to those in the Customer Journey Analytics data view that you selected

ADOBE ANALYTICS	CUSTOMER JOURNEY ANALYTICS
Day	Day
▼ Dimensions (1)	
ADOBE ANALYTICS	CUSTOMER JOURNEY ANALYTICS
Visits	Sessions
▼ Metrics (1)	
Analytics metric ID visits	Customer Journey Analytics metric ID visits

### Manually map dimensions and metrics

Some dimensions and metrics in Adobe Analytics cannot be automatically mapped to a dimension or metric in Customer Journey Analytics.

When a dimension or metric cannot be automatically mapped, an orange counter displays next to the **Dimensions** or **Metrics** section header, indicating the number of dimensions or metrics that need to be manually mapped. In the table, a warning icon  displays next to each dimension or metric that needs to be manually mapped.

In addition, the **Status** column says **Not mapped**.

## Match schema

Match the dimensions and metrics from the Adobe Analytics project to those in the Customer Journey Analytics data view that you selected

### Dimensions (4) 3

### Metrics (5) 4

ADOBE ANALYTICS

CUSTOMER JOURNEY ANALYTICS

Visits	Sessions
Checkouts	⚠ N/A
Cart Removals	⚠ N/A
Bounces	⚠ N/A
Carts	⚠ N/A

### Checkouts

Analytics metric ID

checkouts

Matching Customer Journey Analytics \* metric

10. To manually map dimensions and metrics, select a dimension or metric that contains a warning icon  , then in the **Mapped Customer Journey Analytics metric** field (or the **Mapped Customer Journey Analytics dimension** field if you are mapping a dimension), select the dimension or metric in Customer Journey Analytics that you want to map to the dimension or metric you selected.

Checkouts	Events
Cart Removals	⚠ N/A
Bounces	⚠ N/A
Carts	⚠ N/A

Matching Customer Journey Analytics \* metric

- Events
- First-time Sessions
- Return Sessions
- People
- Sessions
- Session Ends
- Time Spent (seconds)
- Session Starts

After a dimension or metric is mapped, the warning icon disappears and the **Status** column changes to **Mapped** with a green dot. (A status of **Mapped** with a

gray dot indicates that the dimension or metric was mapped during a previous migration; any previous mappings cannot be updated.)

Repeat this process for each dimension or metric that contains the warning icon.

After all dimensions and metrics in the Adobe Analytics report suite are mapped to a dimension or metric in the Customer Journey Analytics report suite, a green check mark  appears next to the report suite name in the **Map schema for report suites** section.

11. (Conditional) If the project you are migrating contains more than one report suite, select another report suite in the **Map schema for report suites** section, then repeat step 6 through Step 10.
12. Select **Migrate**.

#### **WARNING**

An on-screen warning message displays after you select **Migrate**. Before you choose to continue, understand that any dimensions or metrics you map are permanent, both for this project and for all future projects that are migrated throughout your entire organization. If you continue, the mappings you make cannot be modified.

After a migration completes, the **Migration status** page provides a summary of what was migrated.

If the migration fails, see the [Retry a failed migration](#) section below for more information.

13. (Optional) After a project is migrated, you can transfer ownership of the project to any user in Customer Journey Analytics. For more information, see [Transfer assets](#) in the Customer Journey Analytics Guide.

See detailed steps in this documentation:

<https://experienceleague.adobe.com/en/docs/analytics/admin/admin-tools/component-migration/component-migration.html>

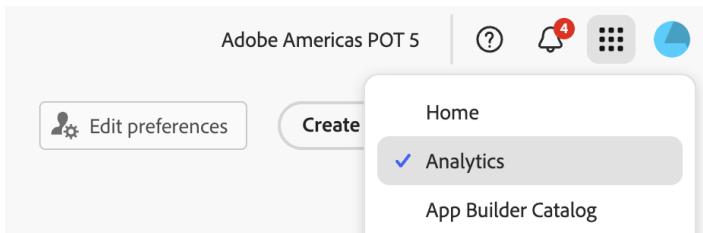
## [View the report in CJA](#)

<content TBD>

## Follow the Component Migration Workflow

Component Migration will allow you to migrate reports in Analytics to Customer Journey Analytics. This will include the dimensions and metrics in those reports. These steps are taken from Adobe's [public documentation](#).

### 1. Navigate to Adobe Analytics



2. In Adobe Analytics, select the **Admin** tab, then select **All admin**.
3. Under **Data configuration & collection**, select **Component migration**.
4. Locate the project that you want to migrate. You can filter, sort, or search the project list.
5. Mouse over the project that you want to migrate, then select the **Migrate** icon .

6. In the **Project owner** field, choose who should be the owner of the project.
7. In the **Map schema for report suites** section, select a report suite.
8. In the **Data view** drop-down menu, select the Customer Journey Analytics data view where you want the project and components to be migrated.
9. Select **Map schema**.
10. In the **Map schema** section, expand the **Dimensions** and **Metrics** sections.

Some dimensions and metrics in Adobe Analytics are automatically mapped to a dimension or metric in Customer Journey Analytics. Others need to be manually mapped.

For example, the **Visits** metric in Adobe Analytics is automatically mapped with the **Sessions** metric in Customer Journey Analytics.

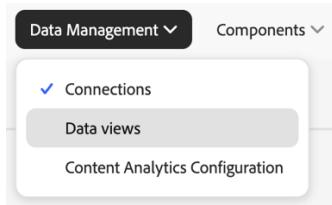
11. Select **Migrate**.

## Create a connection in Customer Journey Analytics

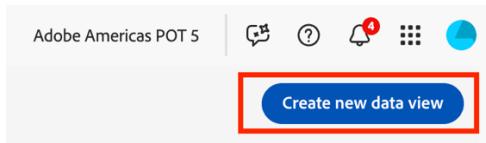
Steps tbd

## Create a data view in Customer Journey Analytics

**Step 1:** Choose ‘Data views’ from the ‘Data Management’ menu



**Step 2:** Click ‘Create new data view’



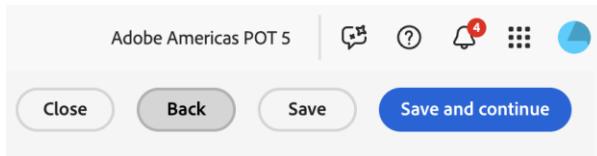
**Step 3:** Choose the data view the connection you just created that contains both historical and new data

A screenshot of the Adobe Customer Journey Analytics 'Data views' configuration page. At the top, there are tabs for 'Customer Journey Analytics', 'Workspace', and 'Data Management'. Below that, there are buttons for 'Data views >', 'Configure', 'Components', and 'Settings'. The 'Settings' tab is active. A red box highlights the 'Connection \*' field, which is set to 'L122'. Another red box highlights the dropdown menu under 'Connection \*' where 'L122 - Historical and new data' is selected. Other options in the dropdown include 'L122 - Connection - Historical data' and 'External ID \*'. There are also fields for 'Description' and 'External ID \*' with a question mark icon.

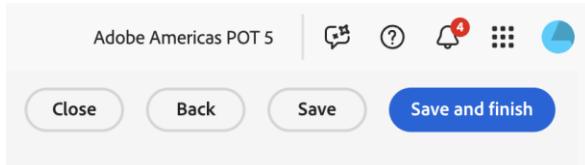
**Step 3:** Choose the connection you just created that contains both historical and new data. Give the dataview a name. Make changes to other settings as you prefer and choose ‘Save and continue’ [Not sure what to do with the “external id” field]

The screenshot shows the 'Data views' configuration page for 'L122 - Historical and new data'. The 'Configure' tab is selected. On the left, there's a 'Settings' section with a 'Connection' dropdown set to 'L122 - Historical and new data' and a 'Name' input field also containing 'L122 - Historical and new data'. To the right is a 'Calendar' section showing a three-month calendar view for January, February, and March 2025. The 'Save and continue' button at the top right is highlighted with a red box.

**Step 4:** In Components, click “Save and Continue”. We will pull in components later as part of component migration



**Step 5:** In Settings, click “Save and finish”. We will pull in components later as part of component migration



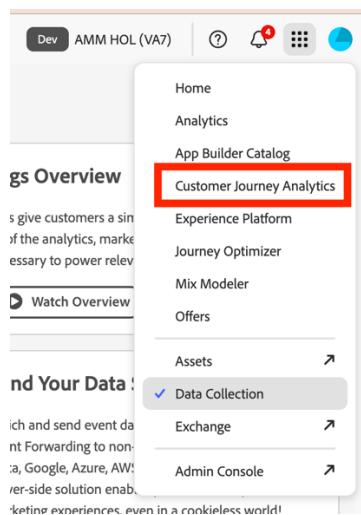
# Update the connection in Customer Journey Analytics

This part will be demonstrated by the presenter. You can see detailed steps in the Appendix.

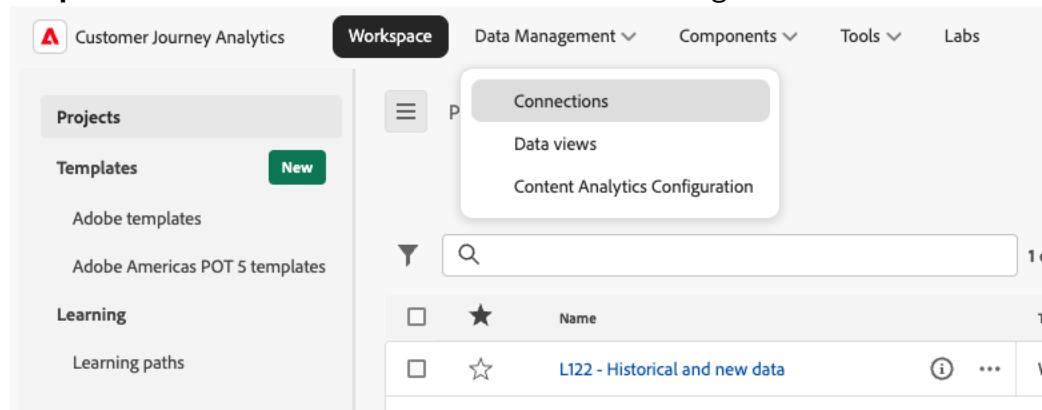
Now that we have new data flowing from Web SDK into Experience Platform, we need to update Customer Journey Analytics to include this new data with the historical data from Analytics.

First we will update the Connection in CJA to include data from the new dataset.

## Step 1: Navigate to Customer Journey Analytics



## Step 2: Choose “Connections” from the Data Management menu



**Step 3:** Choose the Connection that is being used for ADC. You can see there is only one dataset included in the connection which is the one receiving data from ADC.

The screenshot shows the Customer Journey Analytics interface. At the top, there's a navigation bar with icons for Home, Customer Journeys, Segments, and Data Management. The 'Data Management' icon is highlighted with a dropdown menu open, showing options like 'Connections', 'Events', 'Segments', 'Audience', and 'Audience Segments'. Below the navigation, the main content area has a title 'Connections' and two tabs: 'List' and 'Usage'. A search bar with a magnifying glass icon is positioned above a table. The table has columns for Name, Datasets, and Sandbox. It lists three connections: 'L122 - Connection - Historical and new data', 'L122 - Connection - Historical data', and 'Lab 121 - Connection 1'. Each row includes a checkbox, a detailed info icon, a more options icon, a dataset link, a '+1 more' link, and a unique identifier.

Name	Datasets	Sandbox
<input type="checkbox"/> <a href="#">L122 - Connection - Historical and new data</a> <span> ⓘ</span> <span> ⋮</span>	<a href="#">L122-001 - Historical Dataset - ADC</a> <a href="#">+1 more</a>	Summit-caj-l122
<input type="checkbox"/> <a href="#">L122 - Connection - Historical data</a> <span> ⓘ</span> <span> ⋮</span>	<a href="#">L122-001 - Historical Dataset - ADC</a>	Summit-caj-l122
<input type="checkbox"/> <a href="#">Lab 121 - Connection 1</a> <span> ⓘ</span> <span> ⋮</span>	<a href="#">L121 Event Dataset 1</a> <a href="#">+1 more</a>	Summit-cja-l121

#### **Step 4: Choose ‘Edit Connection’**

### **Step 5: Choose ‘Add datasets’**

The screenshot shows the Adobe Customer Journey Analytics interface. At the top, there's a navigation bar with 'Customer Journey Analytics' and 'Workspace' on the left, and 'Data Management' (highlighted in dark blue), 'Components', 'Tools', and 'Labs' on the right. To the far right are icons for 'Adobe Americas POT 5', a user profile, and a help menu.

The main content area has two main sections: 'Connection settings' on the left and 'Data settings' on the right. In 'Connection settings', there's a 'Connection name' field containing 'L122 - Connection - Historical data', a 'Tags' section with a 'Select tags' button, and a 'Connection description' section with a 'Describe your connection here' input. In 'Data settings', there's a checkbox for 'Enable rolling data window' (unchecked), a 'Sandbox' dropdown set to 'Summit CJA L122', a 'Select number of months' dropdown, and a 'Average number of daily events' dropdown set to 'less than 1 million'. At the bottom, there's a search bar and a table showing dataset details:

Dataset name	Last updated	Number of records	Schema	Dataset type	Granularity	Data source type	Person ID	Key	
L122-001 - Historical Dataset - ADC	***	-	0	L122-001 - Famms Summit Web SDK	Event	-	Web Data	identityMap (<primary>)	-

### **Step 5: Choose ‘Add datasets’**

Connections > L122 - Connection - Historical data There are unsaved changes

Add datasets Connection preview Cancel Save

**Connection settings**

Connection name: L122 - Connection - Historical data

Tags: Select tags

Connection description: Describe your connection here

**Data settings**

Enable rolling data window

Select number of months: 12

Sandbox: Summit CJA L122

Average number of daily events: less than 1 million

Dataset name ↓ Last updated Number of records Schema Dataset type Granularity Data source type Person ID



Start by adding event, profile, lookup and summary datasets

You must have at least one event or summary dataset in your connection

Add datasets

## Step 6: Choose ‘Add datasets’

## Step 7: Choose the new data set contain Web SDK data

The screenshot shows a 'Select datasets' interface. On the left, there's a search bar with 'L122' and a list of datasets. One dataset, 'L122-199-2 Famms Web SDK Dataset', is selected and highlighted with a blue border. On the right, there's a summary panel showing '1 selected' and the details of the selected dataset: 'L122-199-2 - Famms Summit Web SDK' with a status of 'Success'. Buttons for 'Cancel', 'Next', 'Clear all', and 'Hide selected' are at the top right.

## Step 8: Choose the information for the dataset

The screenshot shows the 'Datasets settings' step for the selected dataset 'L122-001 - Historical Dataset - ADC'. The left panel contains configuration fields: 'Person ID \*' (set to 'Identity Map'), 'Timestamp \*' (set to 'Timestamp'), and 'Data source type \*' (set to 'Web Data'). These fields are highlighted with red boxes. The right panel shows preview information for the dataset, including its schema ('L122-001 - Famms Summit Web SDK') and description ('L122-001 - Historical Dataset - ADC'). It also includes a preview section showing a small icon of a box and the message 'No batches have been added'. A red box highlights the 'Add datasets' button at the top right of the page.

## Step 9: Click “Save”

The screenshot shows a confirmation dialog for saving changes. It includes a header 'Adobe Americas POT 5' and several action buttons: 'Add datasets', 'Connection preview', 'Cancel', and a large red-bordered 'Save' button.

We have now updated the connection to include historical data from Analytics and new data from the Web SDK.

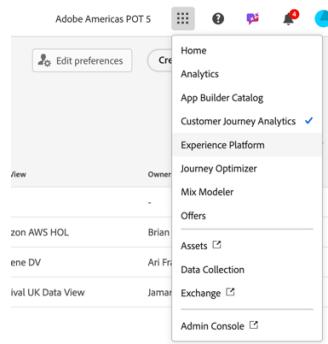
# EXTRA

## Review the Schema Used by Analytics Data Source Connector

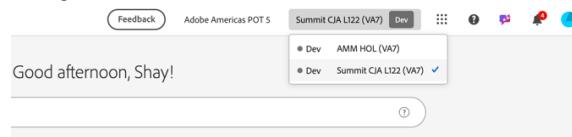
Analytics Data Source Connector, also known as ADC, can be used to easily send data from Analytics into Experience Platform. From there it can be used in Customer Journey Analytics.

To put data into Experience Platform it must have a *dataset*, which can store that data. That dataset must have a schema which defines the fields in the dataset. In Experience Platform that schema is expressed using a data format called Experience Data Model (XDM). The Analytics Data Source Connector automatically uses an XDM schema tailored for Analytics data. This is an XDM version of the eVars and Props you see in Analytics. For this evolution we are going to expand this schema to include some additional fields that are easier to understand. Sometimes these are referred to as *semantic* or *custom fields*. We will map eVars and props into these fields so that in Experience Platform and Customer Journey Analytics you no longer need to refer to eVars and Props.

### Step 1: Choose “Experience Platform” from the application picker



### Step 2: Choose the Summit sandbox if it's not already selected.



### Step 3: Choose “Schemas” from the left nav. You may need to scroll down to see it.

The screenshot shows the Adobe Experience Platform Home page. On the left, there is a navigation sidebar with various sections like Home, Workflows, Dashboards, Playbooks, Connections, Sources, Destinations, Customer Profiles, Audiences, Identities, Accounts, Prospects, Privacy, Data Science, Services, and Data Management. The 'Schemas' option under Data Management is highlighted with a red box. The main content area features a 'Getting started with Real-time Customer Profile' section with four cards: 'Ingesting data into Platform', 'Model data structures', 'Build Audiences', and 'Send data to destination'. Below this, there are three large summary boxes: 'Total schemas' (22), 'Total datasets' (25), and 'Total profiles' (0). A note says 'To create profiles the first step is Experience Platform'. At the bottom, there are tabs for Recent sources, Recent datasets, Recent audiences, and Recent destinations.

Good afternoon, Carson!

Feedback    Adobe Americas POT 5    Summit CJA L122 (VA7)    Dev    ☰

Search Experience Cloud (⌘+F)

Getting started with Real-time Customer Profile

Ingesting data into Platform

Model data structures

Build Audiences

Send data to destination

Total schemas: 22

Schemas

Last updated: 02/11/2025, 2:47 PM MST

Total datasets: 25

Datasets

Last updated: 02/11/2025, 8:15 PM MST

Total profiles: 0

To create profiles the first step is Experience Platform

Enable data

Recent sources    Recent datasets    View all    Recent audiences    Recent destinations

**Step 3:** Search for “Famms Analytics Schema” and click on it

Schemas > Famms Summit Analytics Schema

Structure Labels

**Composition**

Schema

Famms Summit Analytics ...

Class ⓘ + Assign

XDM ExperienceEvent

Field groups ⓘ + Add

Famms Summit Site

Adobe Analytics Experien...

Identities ⓘ

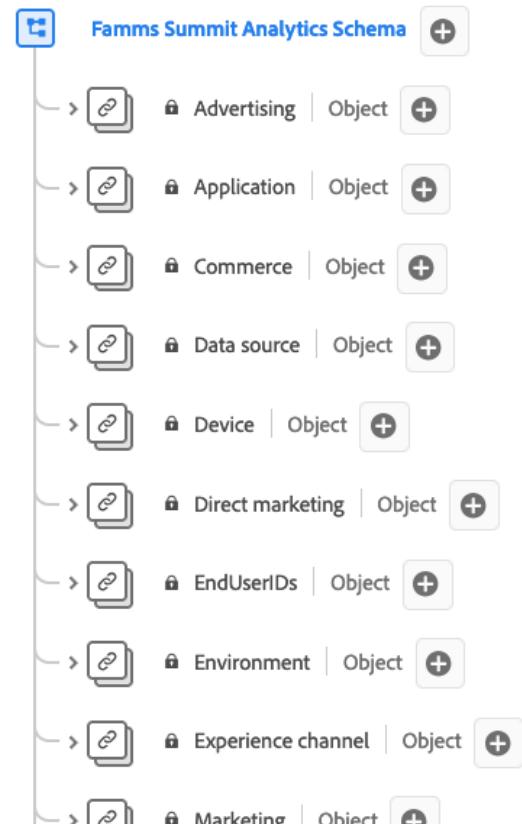
-

Relationships ⓘ

-

Required fields

Search schema

A hierarchical tree view of the 'Famms Summit Analytics Schema'. At the top is the main schema node. Below it are ten object nodes, each represented by a blue folder icon with a white document and a lock symbol, followed by the object name and 'Object' type, and a '+' button. The objects listed are: Advertising Object, Application Object, Commerce Object, Data source Object, Device Object, Direct marketing Object, EndUserIDs Object, Environment Object, Experience channel Object, and Marketing Object.

**Step 4:** Under fields groups you can see one field group for Analytics XDM fields (e.g. eVars) and one for custom fields. Click each field group to filter the schema to the fields in that field group.

Schemas > Famms Analytics Schema

Structure Labels

**Composition**

Schema

Famms Analytics Schema

Class ①

- 

Field groups ①

- 
- Famms Summit Site

Identities ①

-

Relationships ①

-

Search schema

Famms Analytics Schema

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Adobe Experience Platform

Home Workflows Dashboards Use Case Playbooks Playbooks Connections Sources Destinations Customer Profiles Audiences Identities Accounts Profiles Audiences

Schemas > Famms Analytics Schema

Structure Labels

**Composition**

Schema

Famms Analytics Schema

Class ①

Click to expand the list

Field groups ①

Famms Summit Site

Identities ①

-

Relationships ①

-

Search schema

Famms Analytics Schema

- - fpid | String
  - page | String
  - page\_view | Integer
  - product\_category\_1 | String
  - product\_category\_2 | String
  - product\_category\_3 | String
  - site\_section | String