



Getting Started

What is Segment?
[How Segment Works](#)
Getting Started Guide
A Basic Segment Installation
Planning a Full Installation
A Full Segment Installation
Sending Data to Destinations
Testing and Debugging
What's Next
Use Cases

Guides

Connections

Unify

Engage

Privacy

Protocols

Segment App

API

Partners

Glossary

Config API

Help

[Adobe Target Web](#)

[Adobe Target Cloud Mode](#)



This page is about Segment's Adobe Target Web destination. There's also a page about Segment's [Adobe Target Cloud Mode destination](#).

Getting started

The Adobe Target Web destination loads Adobe's `at.js` script for you in order to upsert user profiles, trigger views and track events.

1 From the Segment web app, click **Catalog**, then click **Destinations**.

2 Search for **Adobe Target Web** in the Destinations Catalog, and select the destination.

3 Click **Configure Adobe Target Web** in the top-right corner of the screen.

4 Select the web source that will send data to Adobe Target Web and follow the steps to name your

destination. The web source chosen must use [Analytics.js 2.0](#).

5 On the **Settings** tab, input your Adobe Target destination settings.

6 Follow the steps in the Destinations Actions documentation on [Customizing mappings](#).


7 Enable the destination and configured mappings.

Destination Settings

SETTING	DESCRIPTION
Admin number	<i>Required.</i> Your Adobe Target admin number. To find your admin number, please follow the instructions in Adobe Docs .
Client Code	<i>Required.</i> Your Adobe Target client code. To find your client code in Adobe Target, navigate to Administration > Implementation . The client code is shown at the top under Account Details.
Cookie Domain	<i>Required.</i> The domain from which you serve the mbox. Adobe Target recommends setting this value to your company's top-level domain.
Mbox Name	<i>Required.</i> The name of the Adobe Target mbox to use. Defaults to <code>target-global-mbox</code> .
ATJS Version	<i>Required.</i> The version of ATJS to use. Defaults to 2.8.0.

Available Actions

Build your own Mappings. Combine supported [triggers](#) with the following Adobe Target Web-supported actions:

**Mapping limits per destination**
Individual destination instances have support a maximum of 50 mappings.

- [Upsert Profile](#)
- [Trigger View](#)
- [Track Event](#)

Upsert Profile

Create or update a user profile in Adobe Target.

Upsert Profile is a **Web** action. The default Trigger is: `type = "identify"`

Click to show / hide fields

FIELD	DESCRIPTION
Mbox 3rd Party ID	Type: <code>STRING</code> A user's unique visitor ID. Setting an Mbox 3rd Party ID allows for updates via the Adobe Target Cloud Mode Destination. For more information, please see our Adobe Target Destination documentation.
Profile Attributes	Type: <code>OBJECT</code> Profile parameters specific to a user. Please note, Adobe recommends that PII is hashed prior to sending to Adobe.

Trigger View

Send page-level data to Adobe Target.

Trigger View is a **Web** action. The default Trigger is: `type = "page"`

Click to show / hide fields

FIELD	DESCRIPTION
View Name *	Type: <code>STRING</code> Name of the view or page.
Page Parameters	Type: <code>OBJECT</code> Parameters specific to the view or page.
Send Notifications to Adobe Target.	Type: <code>BOOLEAN</code> By default, notifications are sent to the Adobe Target backend for incrementing impression count. If false, notifications are not sent for incrementing impression count.
Mbox 3rd Party ID	Type: <code>STRING</code> A user's unique visitor ID. Setting an Mbox 3rd Party ID allows for updates via the Adobe Target Cloud Mode Destination. For more information, please see our Adobe Target Destination documentation.

Track Event

Send user actions, such as clicks and conversions, to Adobe Target.

Track Event is a **Web** action. The default Trigger is: `type = "track"`

Click to show / hide fields

FIELD	DESCRIPTION
Event Type	Type: <code>STRING</code> The event type. Please ensure the type entered here is registered and available.
Event Name	Type: <code>STRING</code> This will be sent to Adobe Target as an event parameter called "event_name".
Event Parameters	Type: <code>OBJECT</code> Parameters specific to the event.
Mbox 3rd Party ID	Type: <code>STRING</code> A user's unique visitor ID. Setting an Mbox 3rd Party ID allows for updates via the Adobe Target Cloud Mode Destination. For more information, please see our Adobe Target Destination documentation.

Relationship between Adobe Target Web and Adobe Target Cloud Mode

Adobe Target is unique because you must have a web integration with Adobe Target to use the Target server-side API for profile updates. This is because Adobe Target only allows creation of user profiles through client-side web.

To support this, Segment provides an Adobe Target Web destination for user profile creation, updates, and page/event tracking and an [Adobe Target Cloud Mode destination](#) for additional profile updates. The cloud mode destination is useful if you would like to send Engage data to Adobe Target as profile parameters.

How does it work?

Adobe Target's `at.js` script identifies each visitor uniquely through a `PCID`, which is auto-generated in the visitor's cookies. Since Segment doesn't expect you to include the `PCID` on your Segment events, Segment updates profiles using the `mbox3rdPartyId` instead.

Segment recommends setting the `mbox3rdPartyId` to `userId` (falling back on `anonymousId`) and sets this as the default for your implementation. This allows for a common identifier that can be used to tie server-side data back to the original profile that was created on the web.

Depending on your user's typical journey, a few scenarios can occur when using web and cloud mode together.

Scenario 1. Anonymous user never becomes known.

When an anonymous user arrives on your website, one Adobe Target profile will be created and the `mbox3rdPartyId` will be equal to the Segment `anonymousId`.

If the same anonymous user visits on a different device, they will have a new `anonymousId` and therefore a different `mbox3rdPartyId`, and a separate Adobe Target profile will be created. This is in line with how Adobe's PCID behavior works too.

Scenario 2. The user is known from the first point of contact.

This scenario assumes that your users authenticate and have a `userId` upon arriving on your website. When the user arrives on your website, one Adobe Target profile will be created and the `mbox3rdPartyId` will be equal to the Segment `userId`.

If the same known user visits on a different device, assuming they authenticate immediately, they will have the same `userId` and therefore the same `mbox3rdPartyId`. This means you can target known users across devices.

Scenario 3. Anonymous user becomes a known user.

When an anonymous user arrives on your website, one Adobe Target profile will be created and the `mbox3rdPartyId` will be equal to the Segment `anonymousId`. However, once the user is identified, they will be assigned a new `mbox3rdPartyId` equal to the Segment `userId`. There will be two profiles in Adobe Target; both will be available for targeting.

How to use Adobe Target with Engage

For information on how to use Adobe Target with Engage, see [Adobe Target Cloud Mode destination](#).

Viewing Segment data in Adobe Target

To view and use your Segment data in Adobe Target, navigate to **Adobe Target > Audiences > Create Audience > Add Rule**.

- Profile Attributes appear under **Visitor Profile** attributes.

- Page Parameters appear under **Custom** attributes. Fields have `page.` prepended to the key.

Adobe Target Audiences can be used in Activities, such as A/B Testing and Experience Targeting. Please note that while Standard and Premium Adobe Target packages allow access to the SDK and API, certain personalization functionality may only be available with Adobe Target Premium.

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