

Adobe Summit

LAB WORKBOOK

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

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Terminology

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

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

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

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

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

Reference Values for the Lab

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

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

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

Section Overview: In this section, our first task will be to install and configure the Web SDK in our Tags property. We'll then create a new Data Element, include it in our sendEvent Rule and then configure Adobe Analytics for our Datastream. We will finish the section by looking at our updated implementation that send data to Analytics using the Web SDK.

Exercise 1.1: Login to the Experience Cloud

Step 1: Navigate to experience.adobe.com

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

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

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

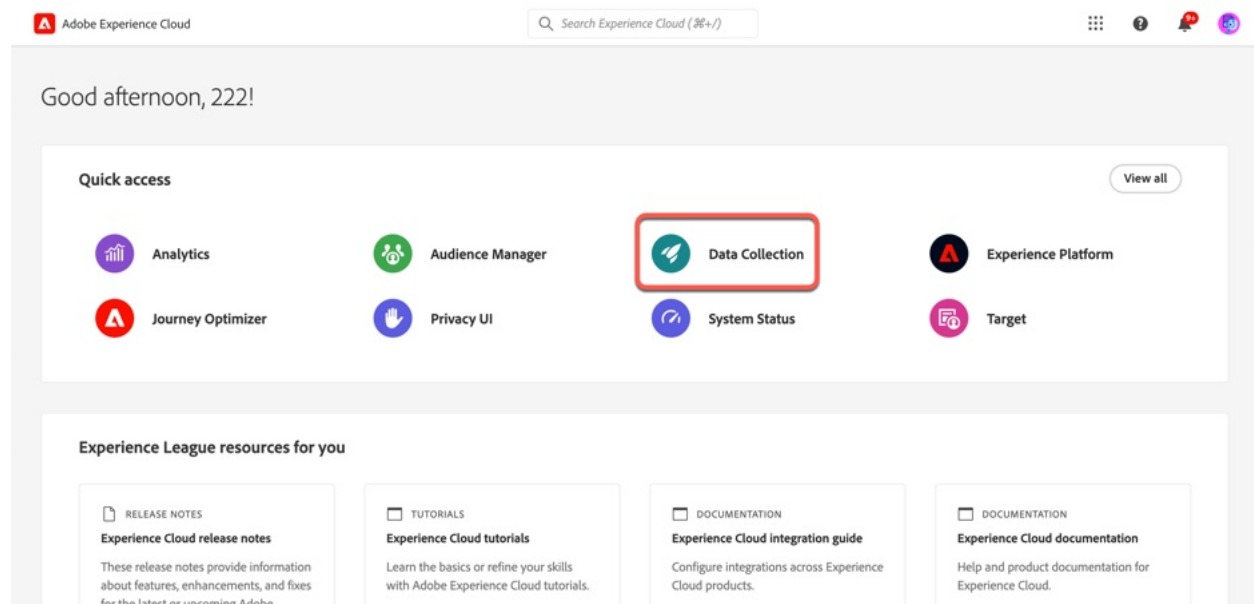
Step 5: If required, click **Not Now** for any prompts about adding backup phone numbers or email addresses.

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

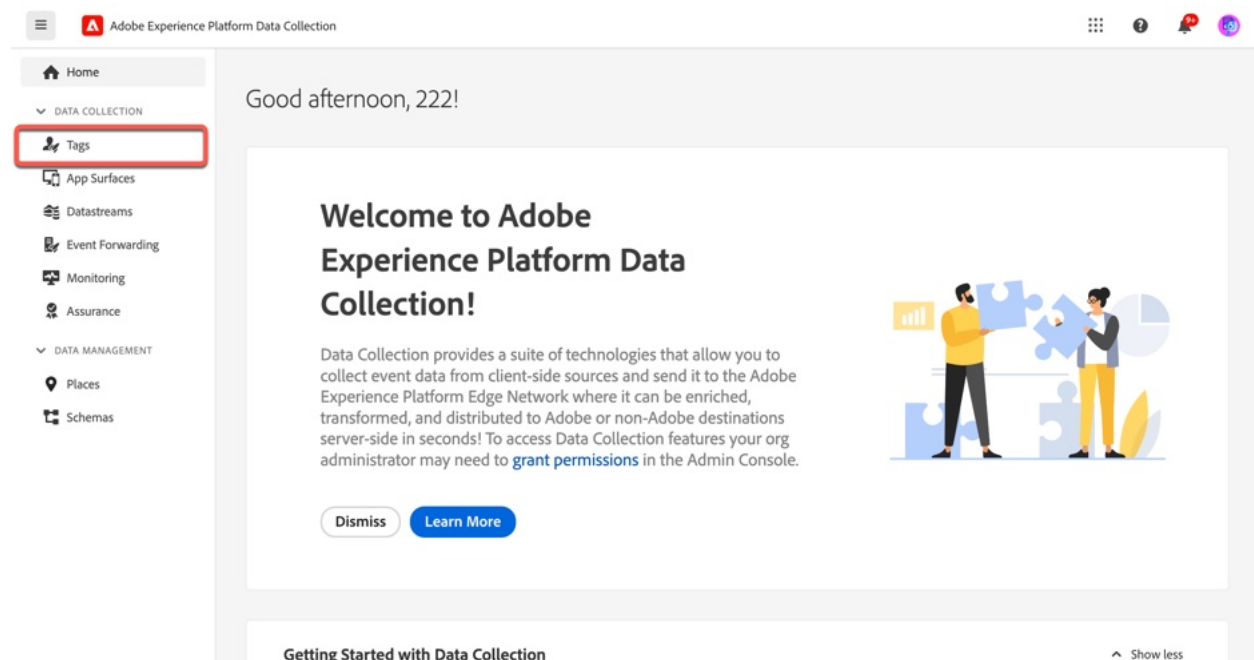
Exercise 1.2: Configure the Web SDK in your Tags Property

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

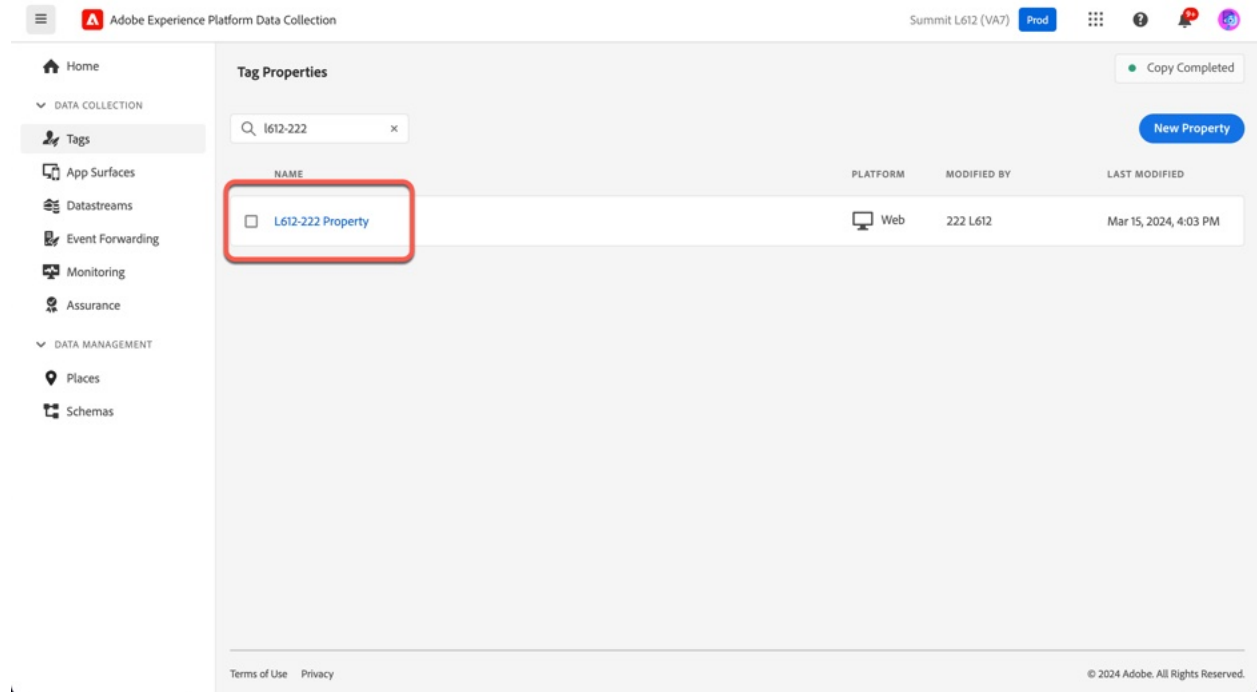
Step 1: On the Experience Cloud landing page, navigate to **Data Collection**



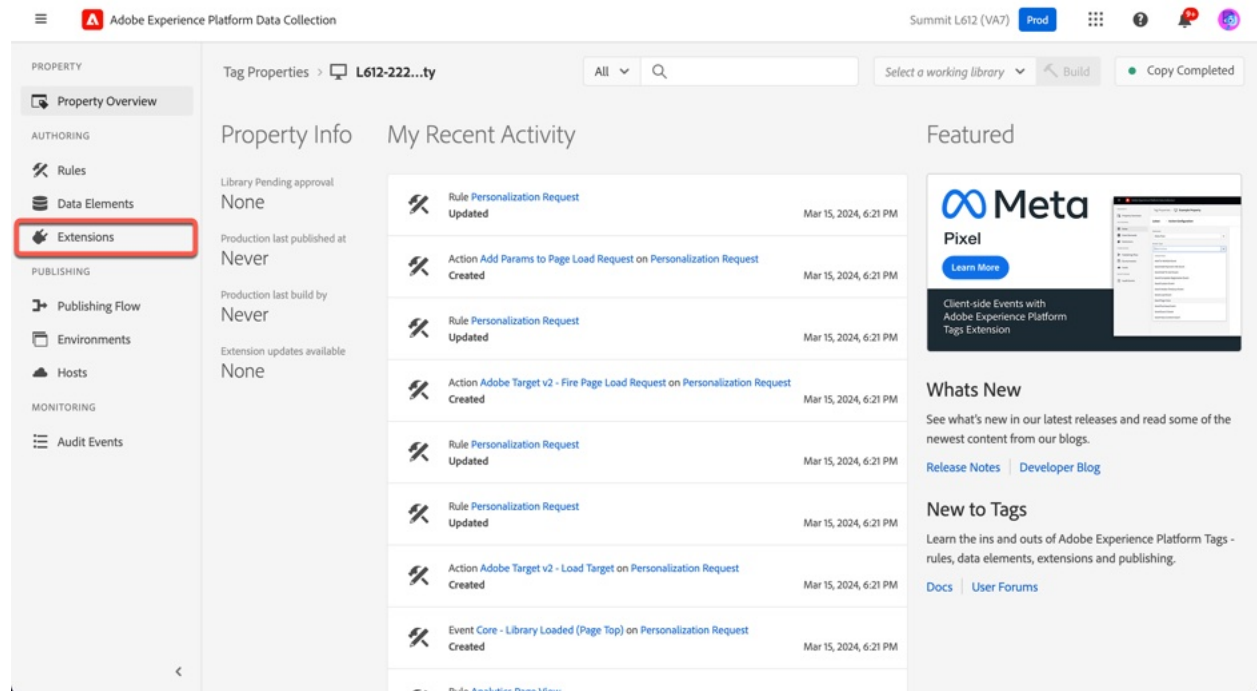
Step 2: Select **Tags** in the left-hand menu



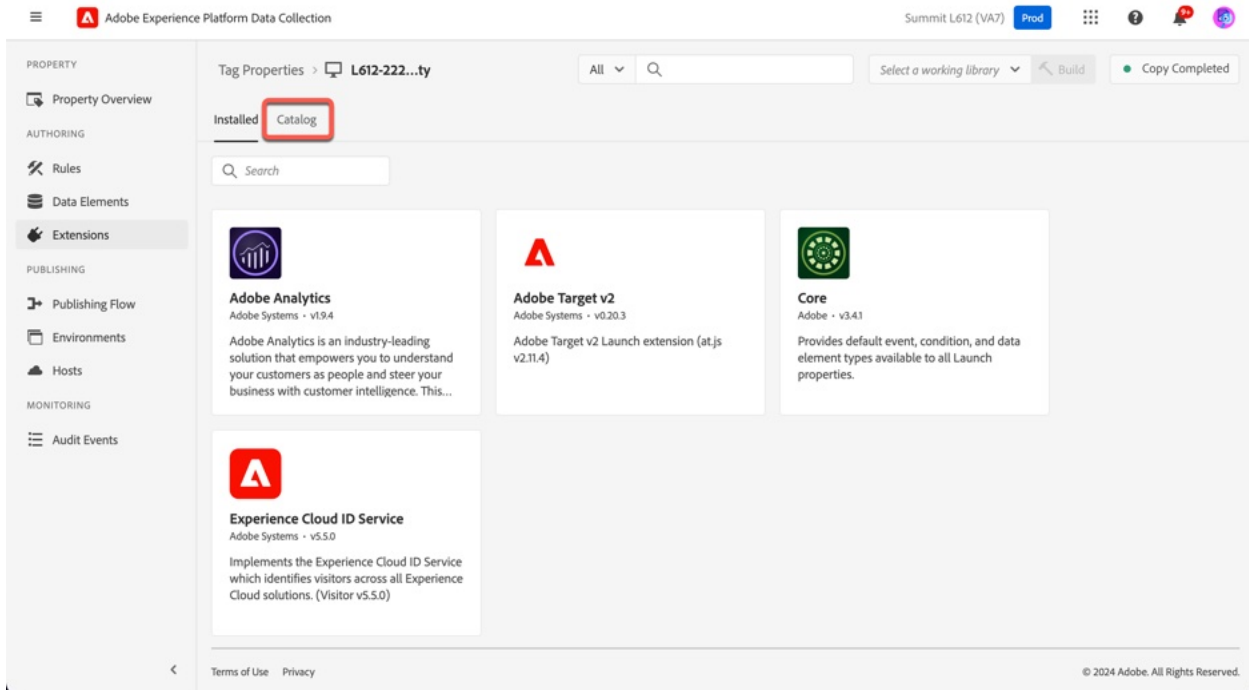
Step 3: You'll be taken to the Tags landing page. Search for your Tags Property by searching for L612-<Seat Number>. When you have located your Tags Property, click the name.



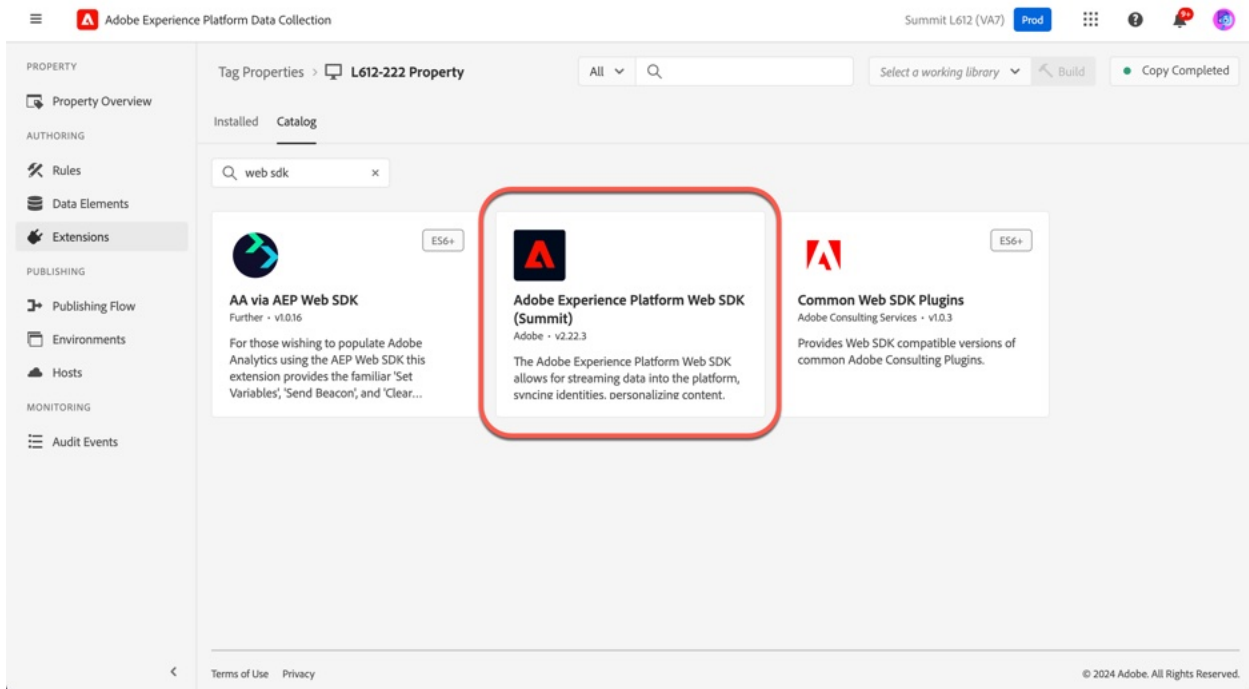
Step 4: Click **Extensions** on the left-hand menu



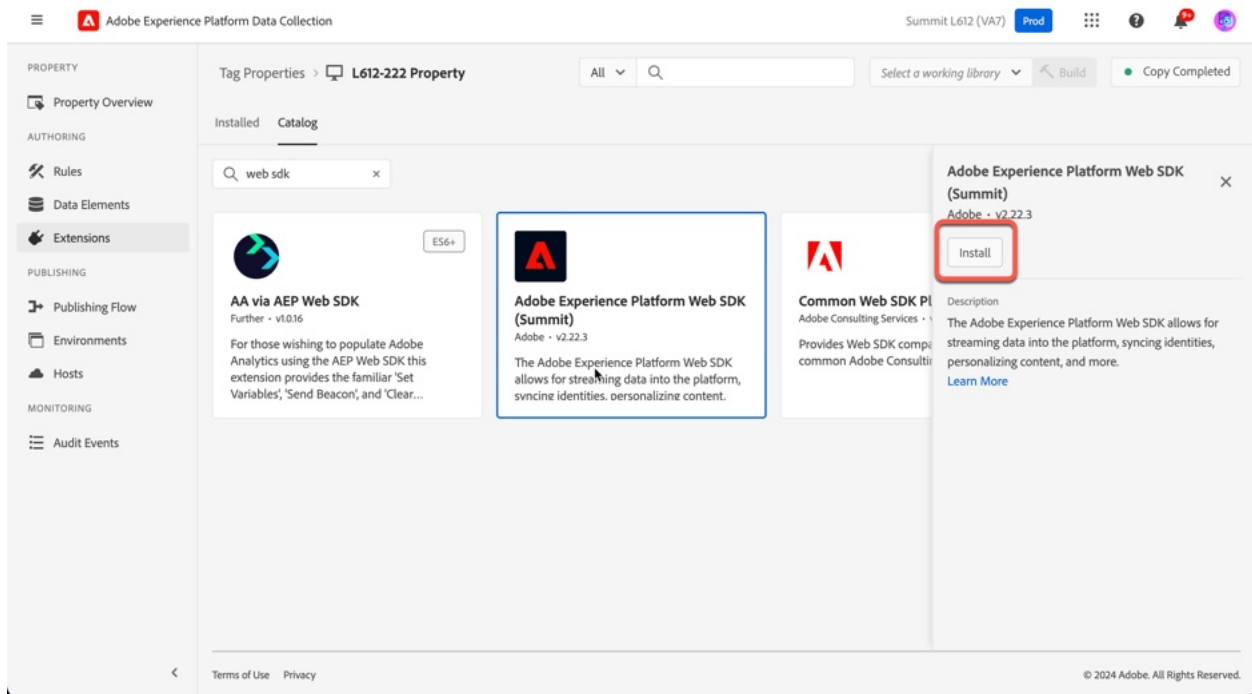
Step 5: Next we'll install the Web SDK. Click the **Catalog** tab near the top of the page.



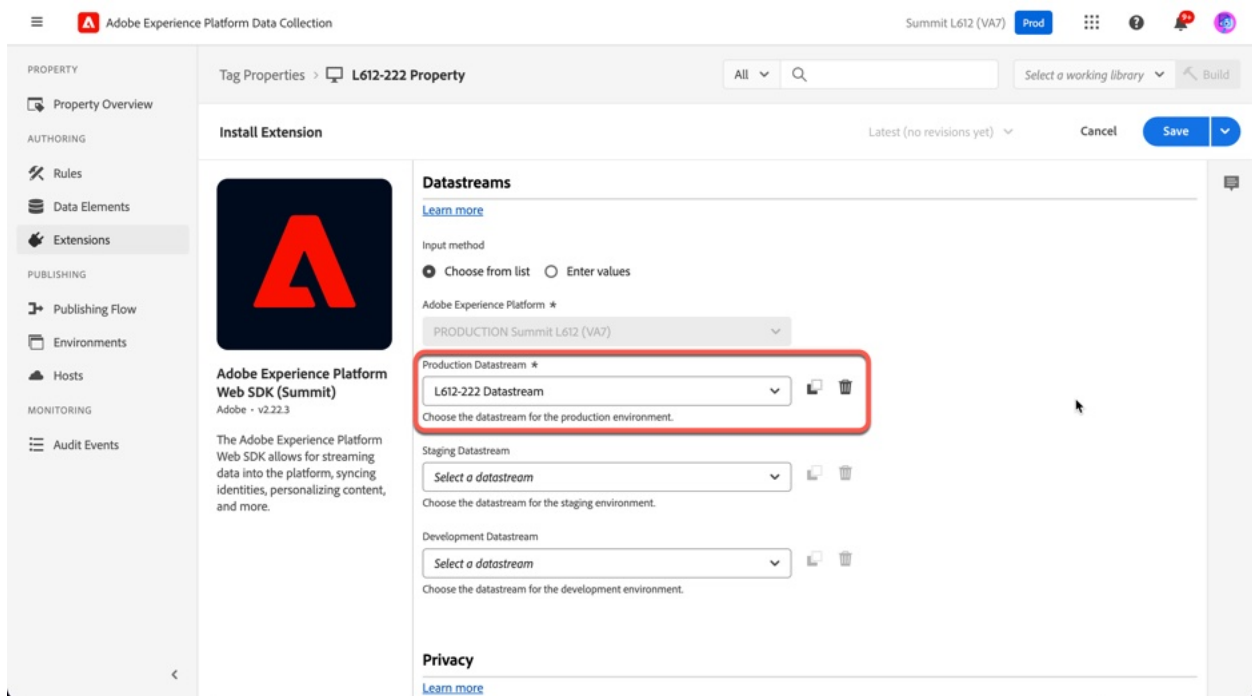
Step 6: Enter **Summit** in the search box near the top of the screen. Select the **Adobe Experience Platform Web SDK Extension**.



Step 7: Click **Install** in the menu that appears on the right-hand side of the screen.



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



Step 9: Configure Personalization and save

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

PROPERTY Tag Properties > L612-222 Property

Install Extension Latest (no revisions yet) Cancel Save

Personalization

Migrate Target from at.js to the Web SDK

Use this option to enable the Web SDK to read and write the legacy mbox and mboxEdgeCluster cookies that are used by at.js 1.x or 2.x libraries. This helps you keep the visitor profile while moving from a page that uses the Web SDK to a page that uses the at.js 1.x or 2.x libraries and vice-versa.

Prehiding style

A CSS style definition that will be used to hide content areas of your web page while personalized content is being loaded from the server.

Prehiding snippet

```
<script>
function(e,a,n,t){var i=n.head;if(i){
if(a)
var o=i.createElement("script");
o.id="aLloy-prehiding",o.innerText=i.appendChild(
document, document.location.href.indexOf("adobe_au")
)/</script>
```

To avoid flicker from occurring while the Launch library is being loaded, place this prehiding snippet within the <head> tag of your HTML page.

Enable personalization storage **Beta**

Use this option to store personalization events in the browser's local storage. This allows the Web SDK to keep track of which experiences have been seen by the user across page loads.

Exercise 1.4: Create a Variable Data Element

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

PROPERTY Tag Properties > L612-222 Property

Installed Catalog

Search

Adobe Analytics
Adobe Systems · v1.9.4
Adobe Analytics is an industry-leading solution that empowers you to understand your customers as people and steer your business with customer intelligence. This...

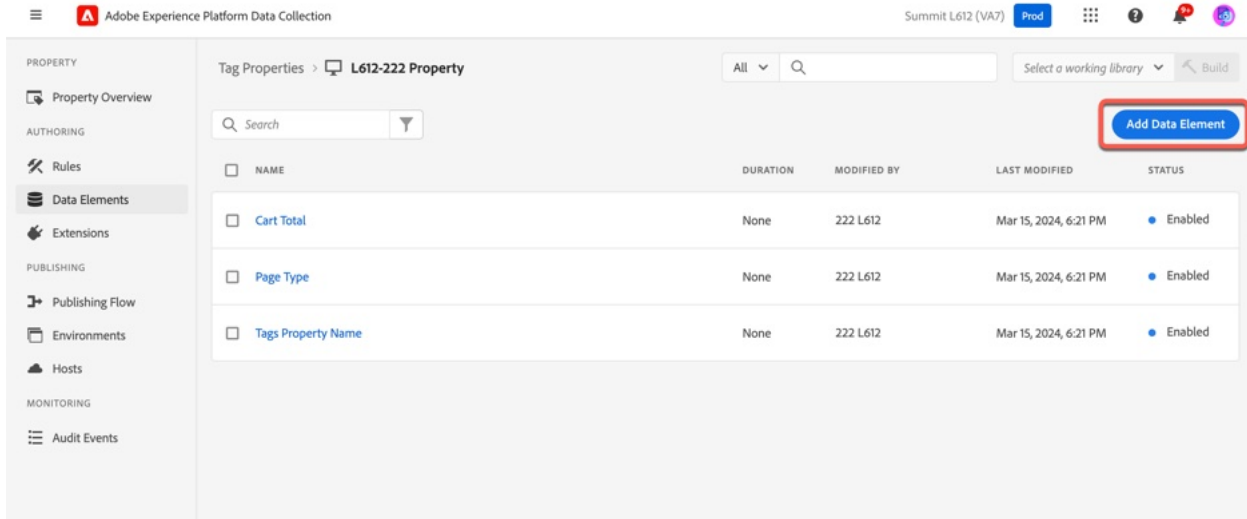
Adobe Experience Platform Web SDK (Summit)
Adobe · v2.22.3
The Adobe Experience Platform Web SDK allows for streaming data into the platform, syncs identities, personalizes content.

Adobe Target v2
Adobe Systems · v0.20.3
Adobe Target v2 Launch extension (at.js v2.11.4)

Core
Adobe · v3.4.1

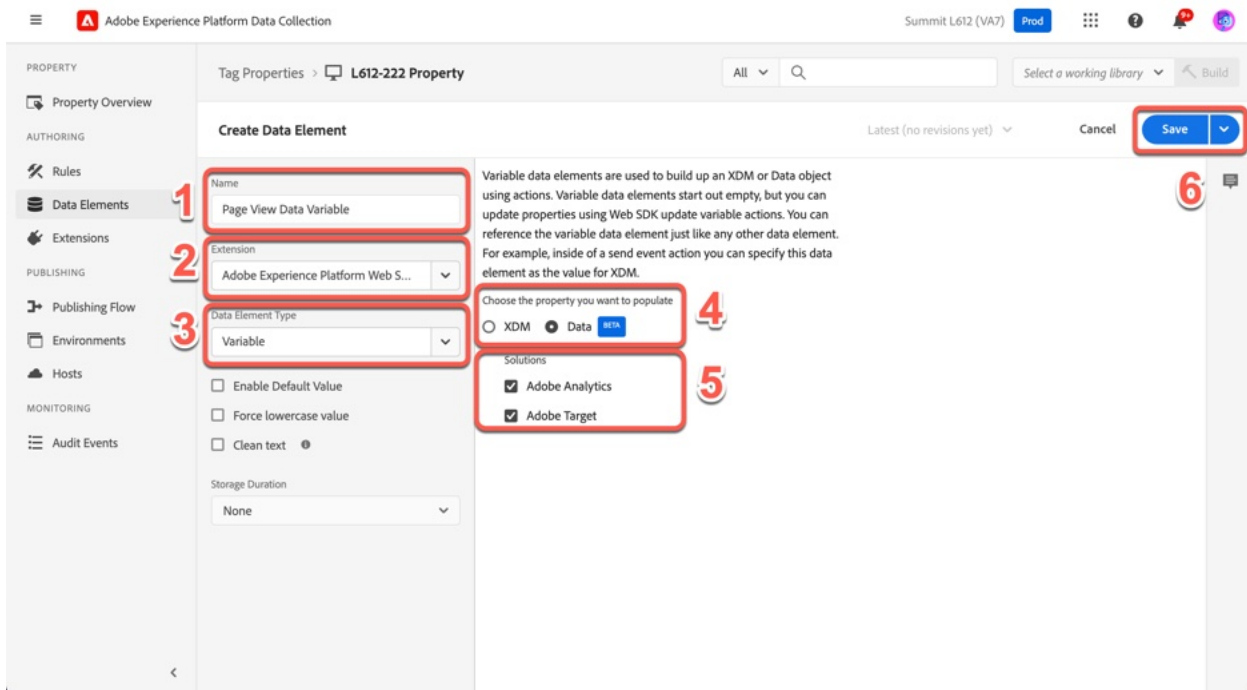
Experience Cloud ID Service
Adobe Systems · v5.5.0

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



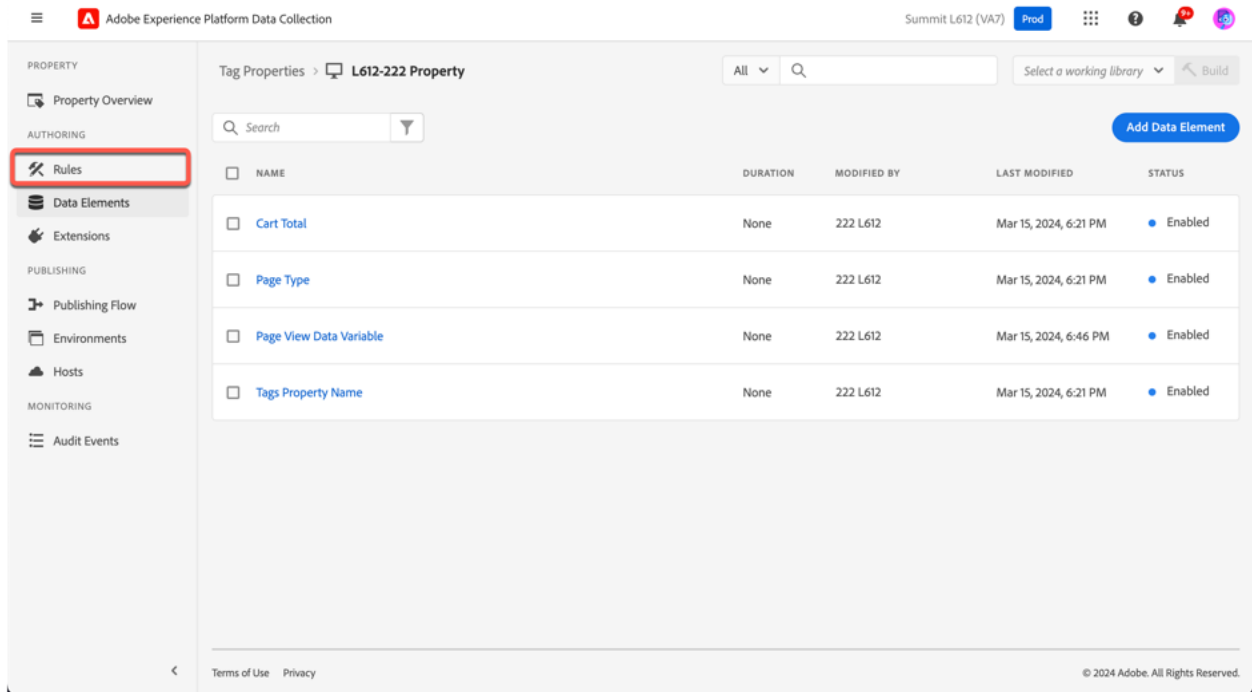
Step 3: Configure your Data Element.

1. Name your data element **Page View Data Variable**
2. Select **Adobe Experience Platform Web SDK** from the Extension drop-down.
3. Select **Variable** from the **Data Element Type** drop-down.
4. In the right-hand panel, select the **Data** radio button.
5. Check the **Adobe Analytics** and **Adobe Target** boxes under Solutions.
6. Click **Save**.



Exercise 1.5: Migrate the Analytics Page View rule

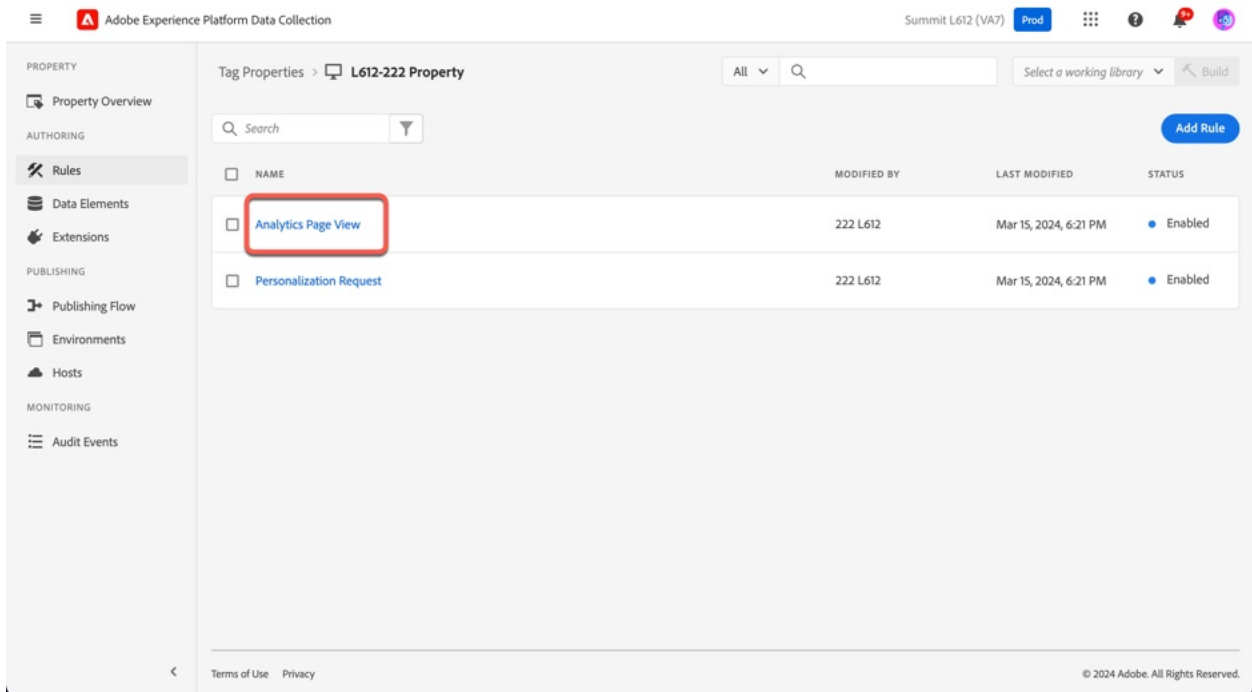
Step 1: Click Rules in the left-hand menu.



The screenshot shows the Adobe Experience Platform Data Collection interface. The left-hand navigation menu is visible, with the 'Rules' option highlighted in a red box. The main content area displays a table of tag properties for the 'L612-222 Property'. The table has columns for NAME, DURATION, MODIFIED BY, LAST MODIFIED, and STATUS. The rules listed are 'Cart Total', 'Page Type', 'Page View Data Variable', and 'Tags Property Name', all with a duration of 'None' and a status of 'Enabled'.

NAME	DURATION	MODIFIED BY	LAST MODIFIED	STATUS
<input type="checkbox"/> Cart Total	None	222 L612	Mar 15, 2024, 6:21 PM	Enabled
<input type="checkbox"/> Page Type	None	222 L612	Mar 15, 2024, 6:21 PM	Enabled
<input type="checkbox"/> Page View Data Variable	None	222 L612	Mar 15, 2024, 6:46 PM	Enabled
<input type="checkbox"/> Tags Property Name	None	222 L612	Mar 15, 2024, 6:21 PM	Enabled

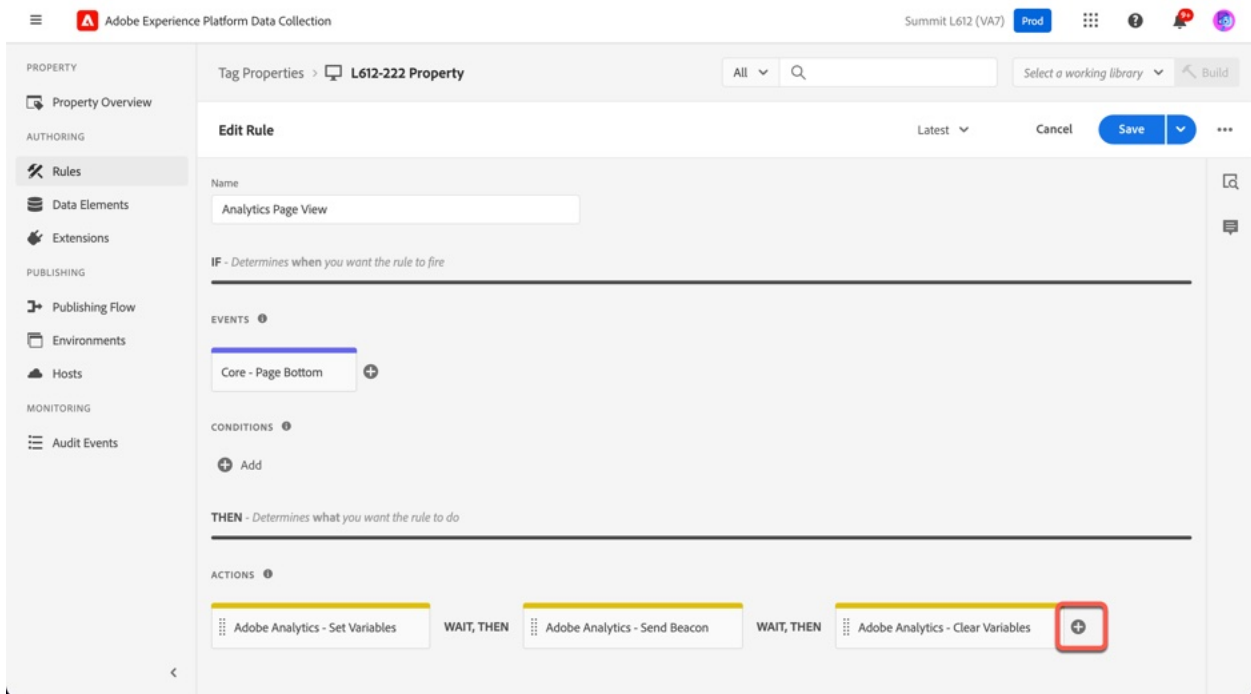
Step 2: Click the Analytics Page View rule.



The screenshot shows the Adobe Experience Platform Data Collection interface. The left-hand navigation menu is visible, with the 'Rules' option highlighted. The main content area displays a table of tag properties for the 'L612-222 Property'. The table has columns for NAME, MODIFIED BY, LAST MODIFIED, and STATUS. The rules listed are 'Analytics Page View' and 'Personalization Request', both with a modified by of '222 L612' and a status of 'Enabled'. The 'Analytics Page View' rule is highlighted with a red box.

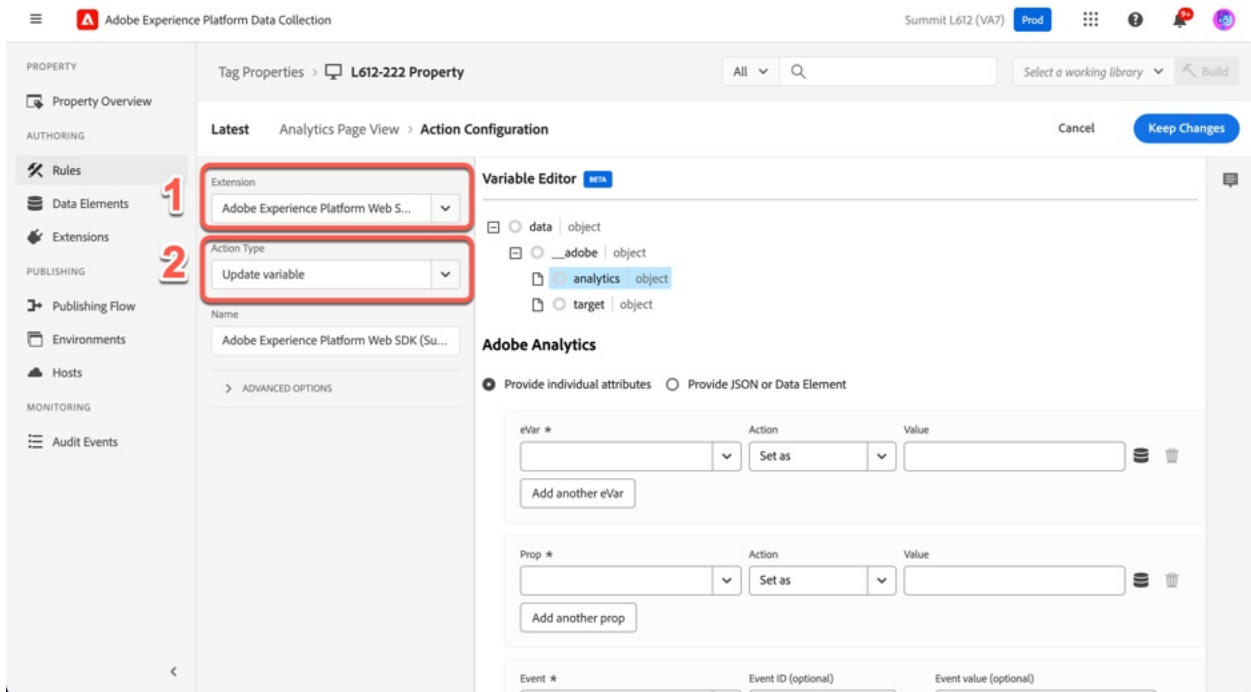
NAME	MODIFIED BY	LAST MODIFIED	STATUS
<input type="checkbox"/> Analytics Page View	222 L612	Mar 15, 2024, 6:21 PM	Enabled
<input type="checkbox"/> Personalization Request	222 L612	Mar 15, 2024, 6:21 PM	Enabled

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



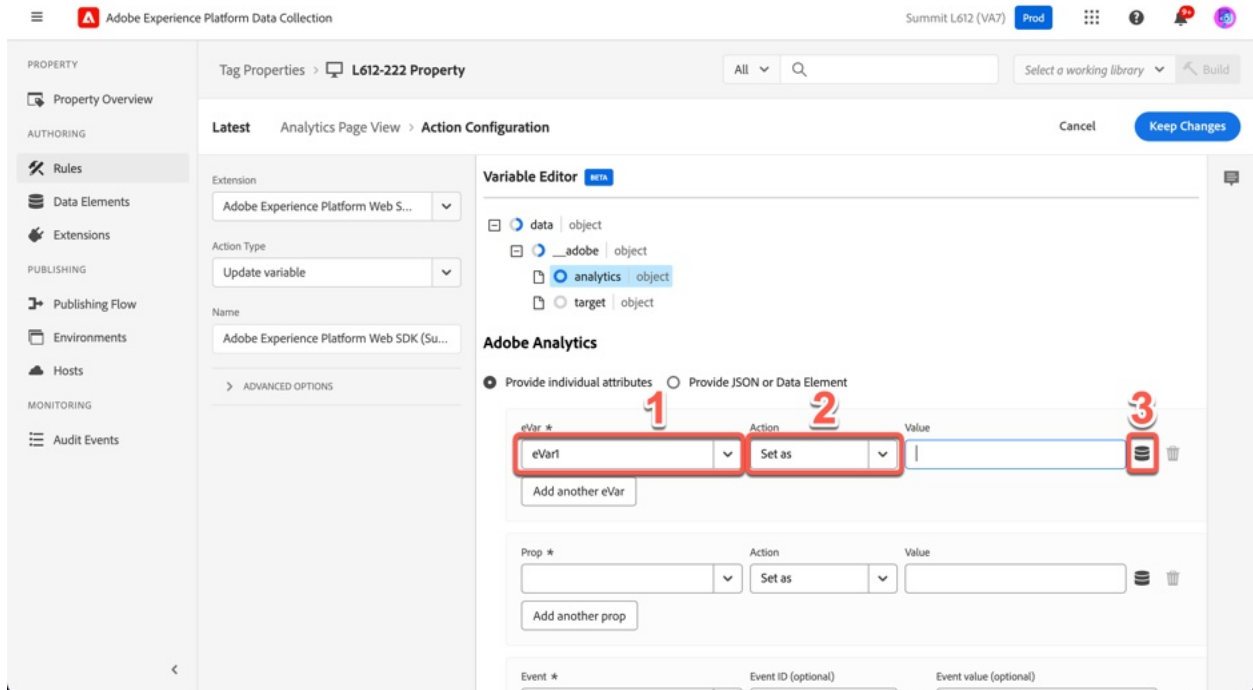
Step 4: Configure the Page View Update Variable action

1. Select **Adobe Experience Platform Web SDK** from the Extension drop-down.
2. Select **Update Variable** from the Action Type drop-down.

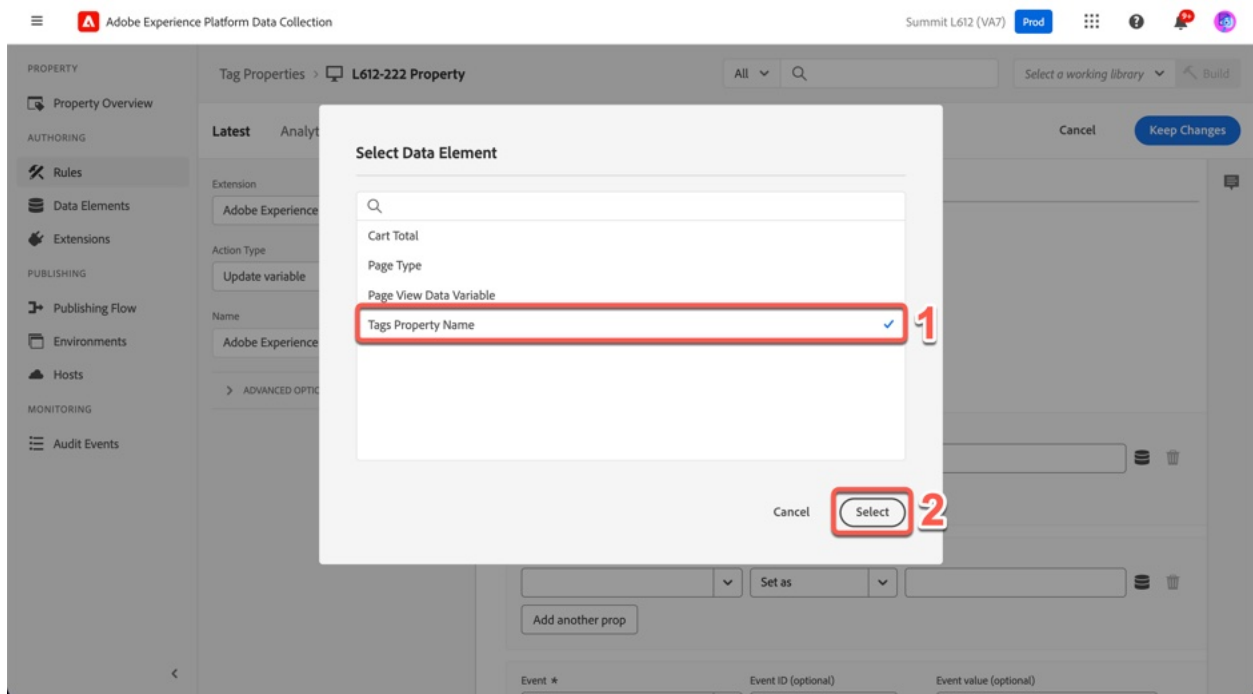


Step 5: In the right-hand panel, select the **Analytics** object, we'll assign the **Tags Property Name** data element to **eVar 1**.

1. Select **eVar 1** from the first drop-down
2. Select **Set as** from the middle drop-down
3. Click the storage icon next to the value field.



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

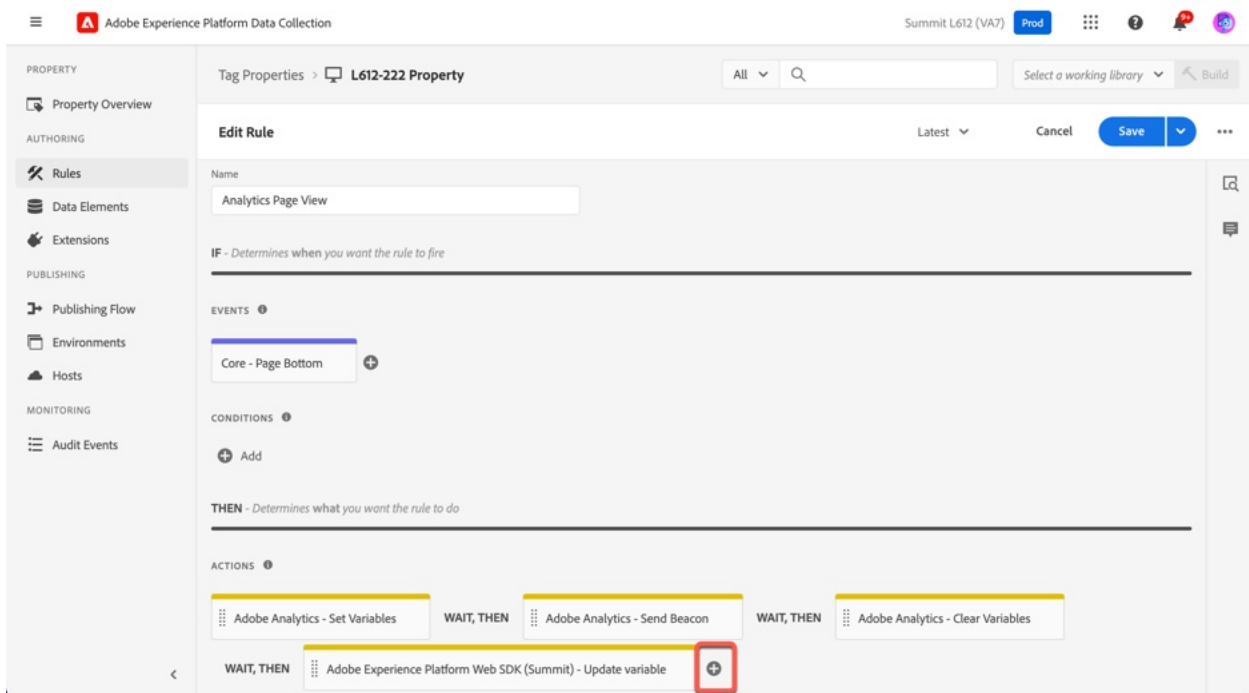


Step 7: Click **Add another eVar** then follow steps 4 and 5 to assign **Tags Property Name** to prop1. Assign **Page Type** value to eVar2 and prop2.

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

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

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



Step 9: Configure the Page View Send Event action.

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

The screenshot shows the 'Action Configuration' panel for the 'L612-222 Property'. The left sidebar contains navigation options like 'Rules', 'Data Elements', and 'Extensions'. The main area is divided into 'Extension' and 'Action Type' dropdowns, both highlighted with red boxes and numbered '1' and '2' respectively. The 'Extension' dropdown is set to 'Adobe Experience Platform Web S...' and the 'Action Type' is set to 'Send event'. Below these, the 'Name' field is 'Adobe Experience Platform Web SDK (Su...'. The right-hand panel, titled 'Data', contains fields for 'Type', 'XDM', and 'Data'. The 'Data' field is highlighted with a red box and numbered '3'. Below the 'Data' field, there are checkboxes for 'Include rendered propositions' (Beta) and 'Document will unload'.

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

The screenshot shows the 'Action Configuration' panel with a 'Select Data Element' dialog box open. The dialog box has a search bar and a list of data elements: 'Cart Total', 'Page Type', 'Page View Data Variable', and 'Tags Property Name'. The 'Page View Data Variable' option is highlighted with a red box and numbered '1'. At the bottom of the dialog box, there are 'Cancel' and 'Select' buttons, with the 'Select' button highlighted by a red box and numbered '2'. The background shows the same configuration panel as in Step 9, but it is dimmed.

Step 11: Click Save/Keep Changes

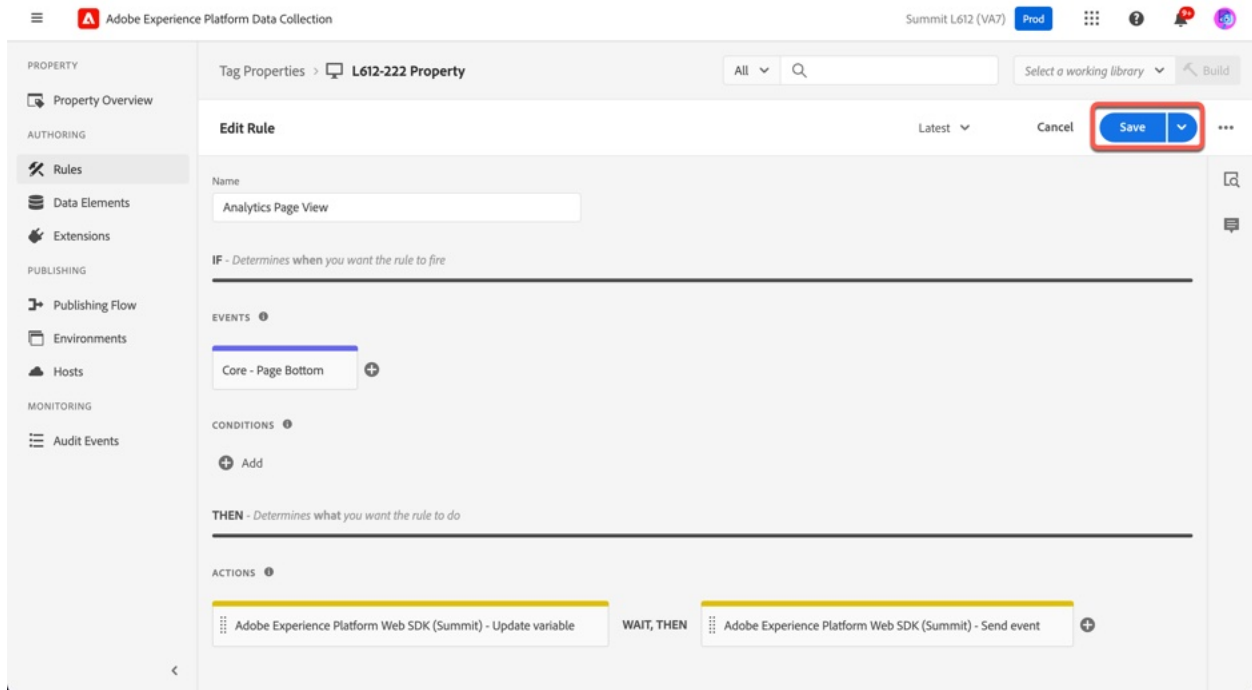
The screenshot shows the Adobe Experience Platform Data Collection interface. The breadcrumb trail is 'Tag Properties > L612-222 Property'. The current view is 'Action Configuration' for the 'Analytics Page View' rule. The 'Keep Changes' button is highlighted with a red box. The interface includes a left sidebar with navigation options like 'Rules', 'Data Elements', and 'Extensions'. The main area shows configuration fields for 'Extension', 'Action Type', and 'Name'. The 'Data' section contains fields for 'Type', 'XDM', and 'Data', along with checkboxes for 'Include rendered propositions' and 'Document will unload'.

Step 12: Delete the unneeded Analytics Actions

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

The screenshot shows the 'Edit Rule' interface for the 'Analytics Page View' rule. The rule is currently in the 'IF' state. The 'EVENTS' section contains 'Core - Page Bottom'. The 'CONDITIONS' section is empty. The 'ACTIONS' section contains three actions: 'Adobe Analytics - Set Variables', 'Adobe Analytics - Send Beacon', and 'Adobe Analytics - Clear Variables'. Each action is highlighted with a red box and numbered 1, 2, and 3 respectively. The 'Save' button is visible in the top right corner.

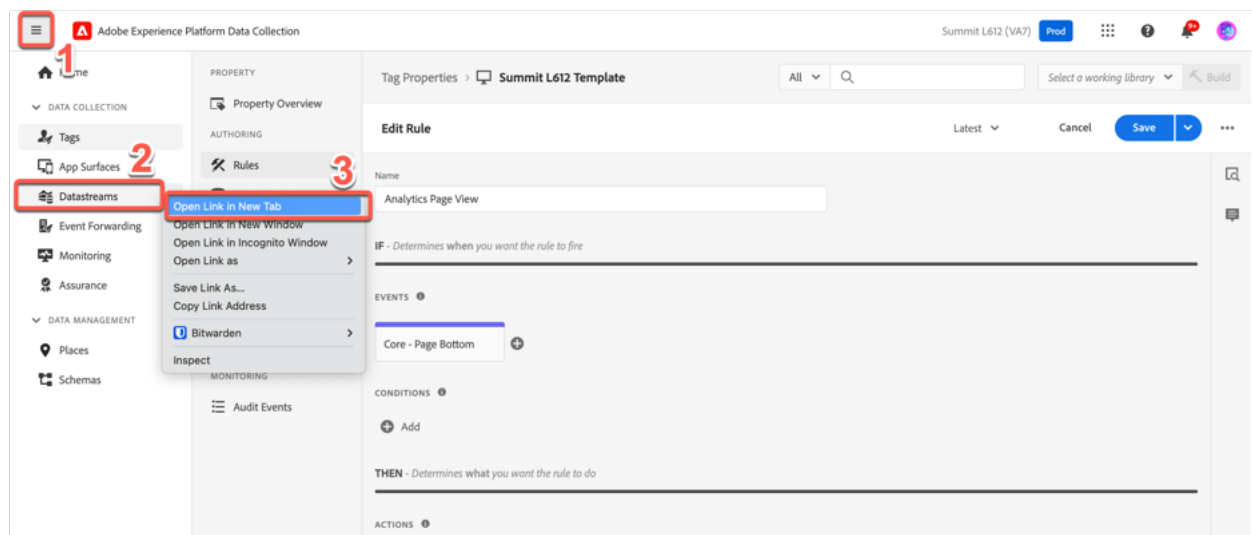
Step 13: When complete, verify you're the two Adobe Experience Platform Web SDK Actions remain and click Save



Exercise 1.6 Add Adobe Analytics to your Datastream

Step 1: Open Datastreams in a new Browser Tab

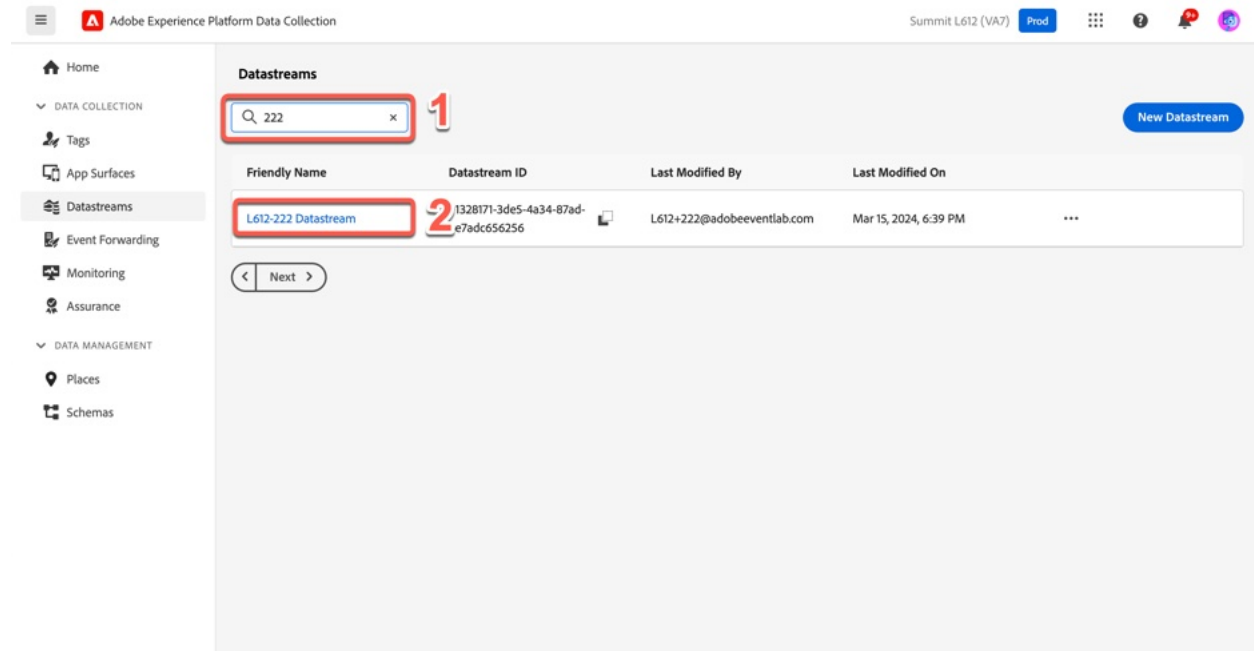
1. Click the **hamburger menu** in the upper left-hand corner
2. Right-click **Datastreams** in the left-hand menu
3. Select **Open Link in New Tab**



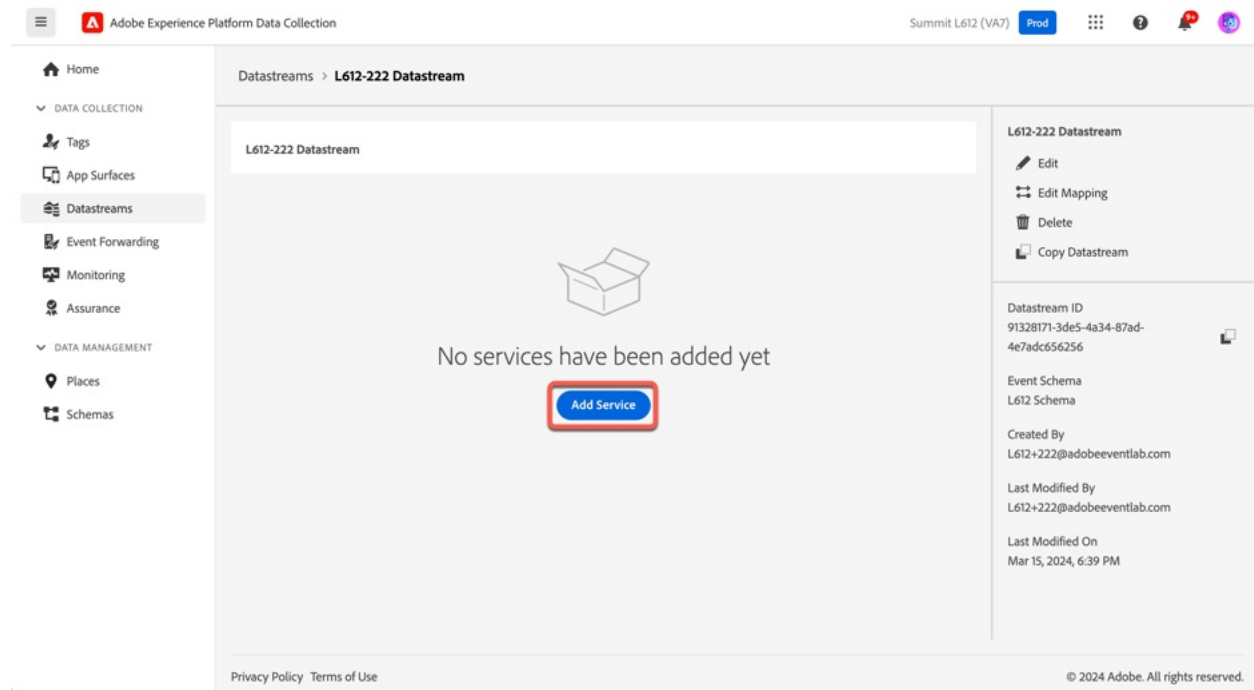
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Step 2: We have pre-created a Datastream for each of you. In the Datastreams UI, search for your Datastream and click it so we can modify it.

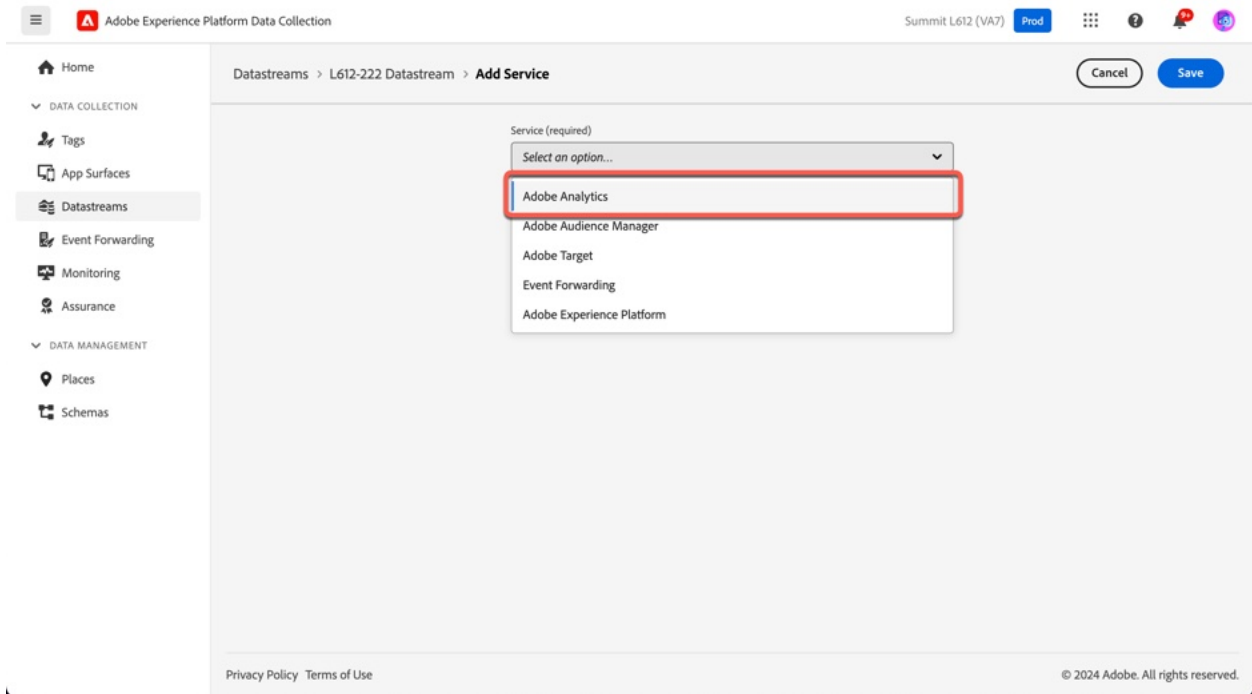
1. Search for **L612-<seat number>**.
2. When you have located your Datastream, click on the **Datastream name**.



Step 3: When you click on the Datastream name, you will be presented with an empty Datastream configuration. First, we're going to add **Adobe Analytics** to the Datastream. To do this, click the **Add Service** button.

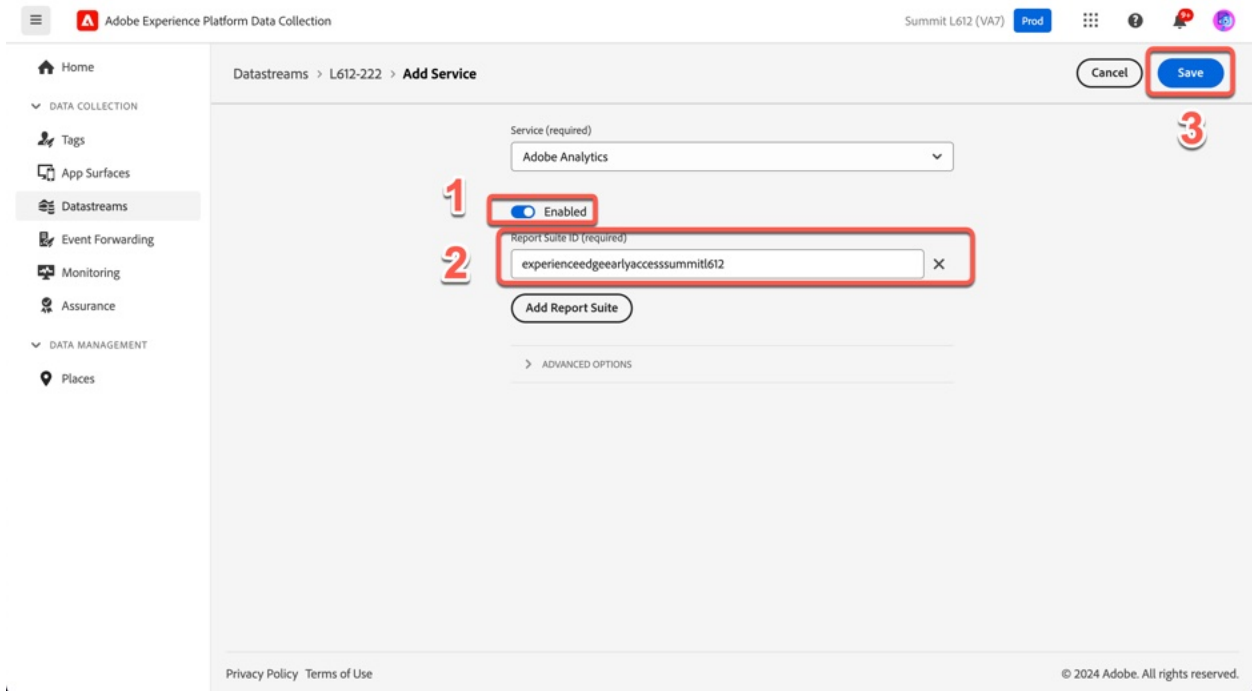


Step 4: Select Adobe Analytics from the drop-down



Step 5: Enter the following configuration for Adobe Analytics

1. Make sure the **Enabled** toggle is turned on.
2. Enter the Report Suite ID **experienceedgearyaccesssummitl612**.
3. Click **Save**. You'll be taken back to the main Datastreams configuration screen.



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

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

The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar is expanded to the 'Publishing Flow' tab, which is highlighted with a red box. The main content area displays the 'Tag Properties' for 'L612-222 Property'. A table lists the following rules:

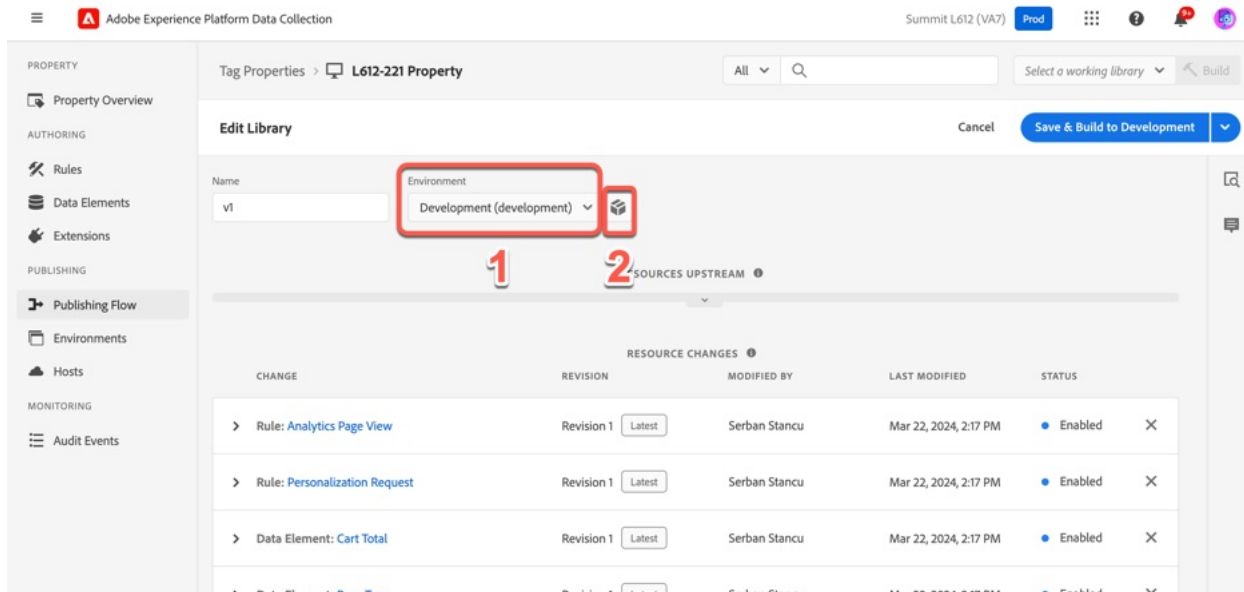
NAME	MODIFIED BY	LAST MODIFIED	STATUS
Analytics Page View	222 L612	Mar 16, 2024, 6:06 PM	Enabled
Personalization Request	222 L612	Mar 15, 2024, 6:21 PM	Enabled

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

The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar is expanded to the 'Publishing Flow' tab, which is highlighted with a red box. The main content area displays the 'Tag Properties' for 'L612-221 Property'. A grid of environments is shown, with the 'Development' environment selected and highlighted with a red box. The 'v1' library name is visible within the 'Development' environment card.

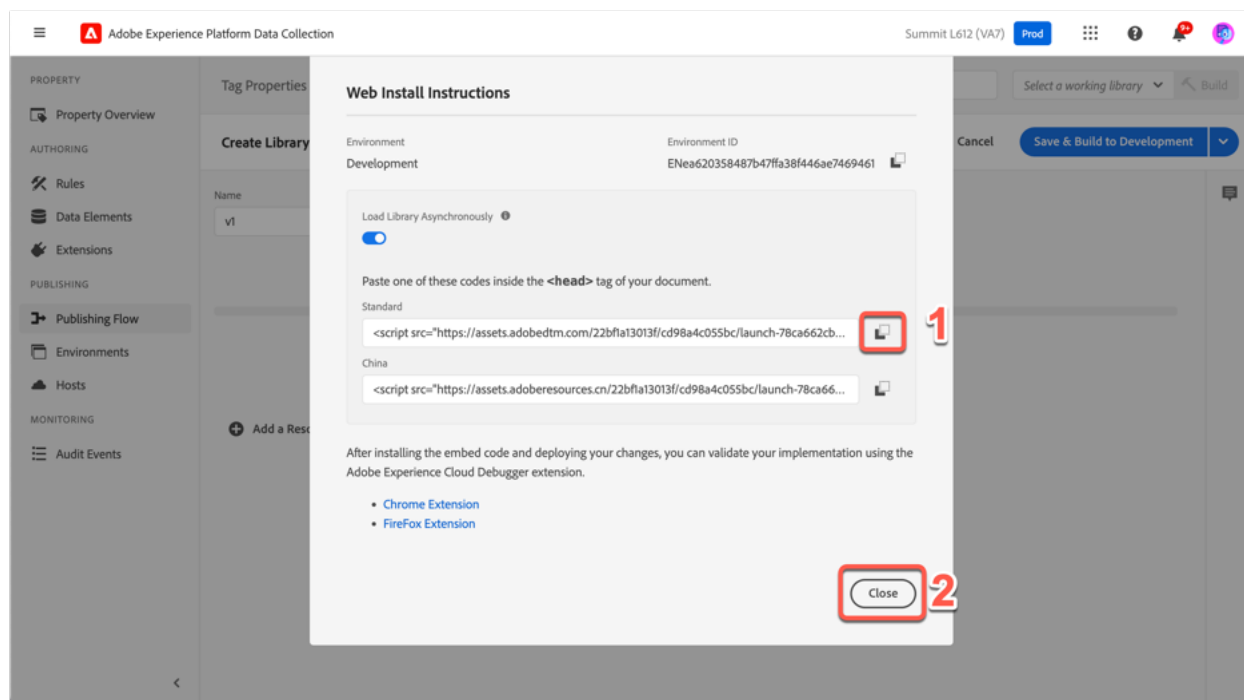
Step 8:

1. Ensure **Development** is selected from the **Environment** drop-down.
2. Click the cube-shaped package icon next to Development.



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

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



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

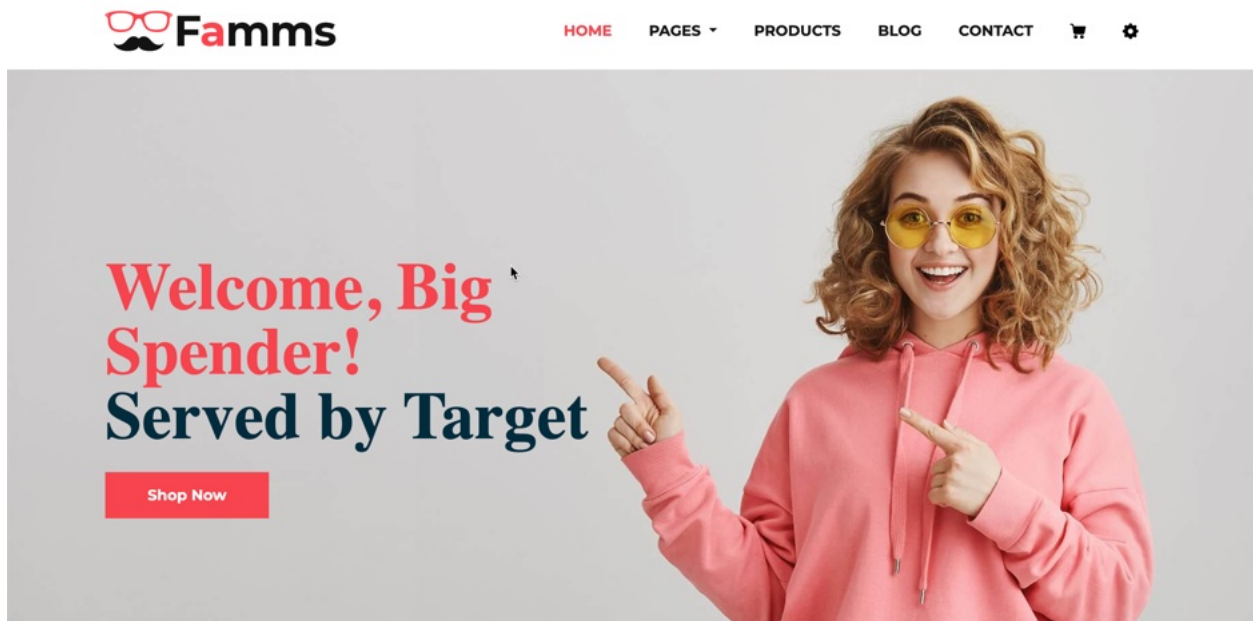
The screenshot shows the Adobe Experience Platform Data Collection interface. The main content area is titled 'Edit Library' for 'L612-221 Property'. The environment is set to 'Development (development)'. A table titled 'RESOURCE CHANGES' lists several resources, including 'Rule: Analytics Page View', 'Rule: Personalization Request', and 'Data Element: Cart Total'. The 'Add All Changed Resources' button is highlighted with a red box and a '1' callout. The 'Save & Build to Development' button is also highlighted with a red box and a '2' callout.

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

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

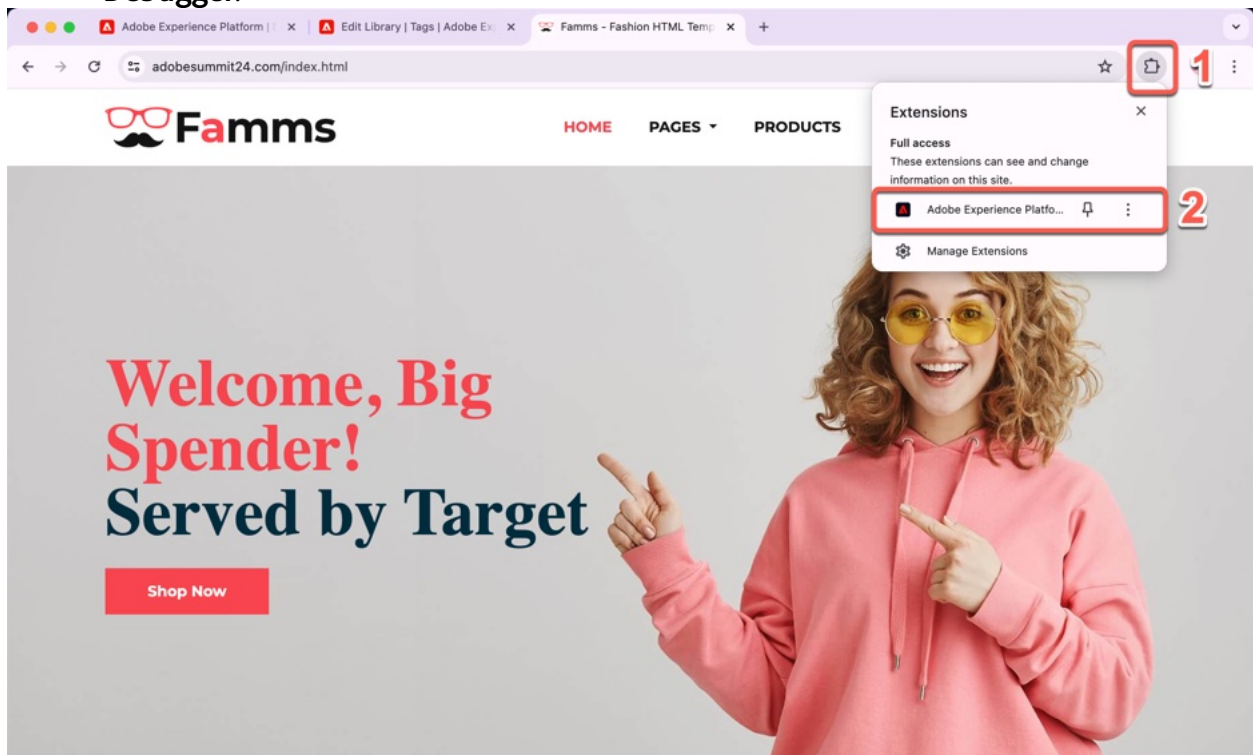
The screenshot shows the Adobe Tags Library interface. The 'Save and reload' button is highlighted with a red box and a '3' callout. Below the library is a preview of the Famms website. The 'Shop Now' button is highlighted with a red box and a '1' callout. The website header includes 'HOME', 'PAGES', 'PRODUCTS', 'BLOG', 'CONTACT', and a gear icon highlighted with a red box and a '1' callout.

Step 12: Before you start adding items to your cart, navigate to your cart and make sure it's empty. Navigate to the Products section of the site. Add \$100 or more to your cart and come back to the homepage. The homepage should change to look like the one below.



Step 13: In Chrome

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



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

Summary

Adobe Experience Platform Web SDK

LIBRARY VERSION	NAMESPACE	DATASTREAM ID	EDGE DOMAIN	IMS ORGANIZATION ID
2.19.2	alloy	8c80ded9-577b-41ea-a6fa-5d86bd24f8d9	edge.adobedc.net	53A16ACB5CCID3760A495C99@AdobeOrg

Adobe Analytics

REPORT SUITE(S)	VERSION	VISITOR VERSION	PAGE NAME	MODULES
experienceedgearlyaccessummit612	AppMeasurement 2.26.0	Visitor	None	• ActivityMap

Adobe Target

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

Adobe Audience Manager - Not Found

Adobe Experience Platform Tags

Connected to Famms - Fashion HTML Template

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

Network

Solution	Experience Platform Web SDK	Target	Experience Platform Tags
Page Title	Famms - Fashion HTML Template	Famms - Fashion HTML Template	Famms - Fashion HTML Template
Page URL	https://adobesummit24.com/index.html	https://adobesummit24.com/index.html	https://adobesummit24.com/index.html
URL	https://edge.adobedc.net/ee/or2/v1/interact...	https://experienceedgearlya.tt.omtrdc.net/...	https://assets.adobedtm.com/22bfa13013f/...
Method	POST	POST	GET
Query String	?configId=91328171-3de5-4a34-87ad-4e7adc...	?client=experienceedgearlya&sessionId=3...	
POST Body	{"meta":{"configOverrides":[],"target":{"migr...	{"requestId":"6e8f903e08bd4d4f833a0fde0c...	
Pathname	/ee/or2/v1/interact	/rest/v1/delivery	/22bfa13013f/cd98a4c055bc/launch-78ca66...
Hostname	edge.adobedc.net	experienceedgearlya.tt.omtrdc.net	assets.adobedtm.com
Domain	adobedc.net	omtrdc.net	adobedtm.com
Timestamp	Mar 16, 2024, 7:34:32 pm	Mar 16, 2024, 7:34:32 pm	Mar 16, 2024, 7:34:32 pm
Time Since Page Load	781ms	778ms	293ms
Initiator	https://adobesummit24.com	https://adobesummit24.com	https://adobesummit24.com
clientCode		experienceedgearlya	
requestType		delivery	
Audience Manager Blob		6GiyMCLPuiQyYZrsz_pkqfLg9yMXBpbz2zXS...	
Audience Manager Location Hint		9	
Browser Height		756	
Browser Time Offset		-360	
Browser Width		1352	
clientCode		experienceedgearlya	

Section Recap

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

- Installed and configured the Adobe Experience Platform Web SDK extension
- Created a Data Element using the latest version of the Variable data element that supports both Experience Data Model (XDM) and Data
- Migrated an Analytics page load rule
- Added Adobe Analytics to our Datastream

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

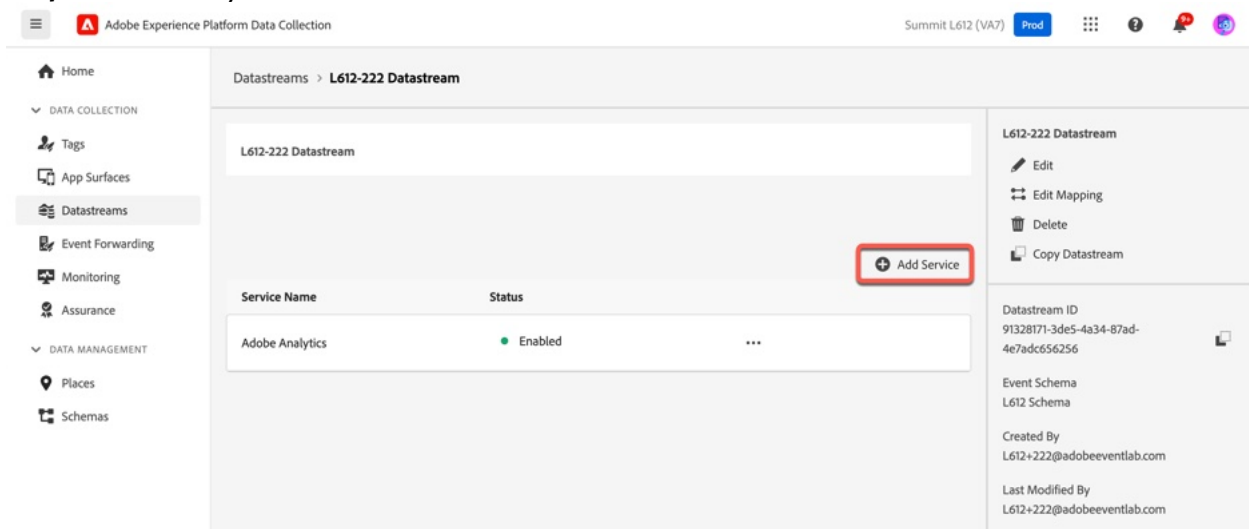
Although, we'll be disabling Analytics rules right away during this Lab, most customers leave them enabled for several months to ensure data is consistent as they transition from Adobe Analytics to Customer Journey Analytics.

Part 2: Migrate Adobe Target to the Adobe Experience Platform Web SDK

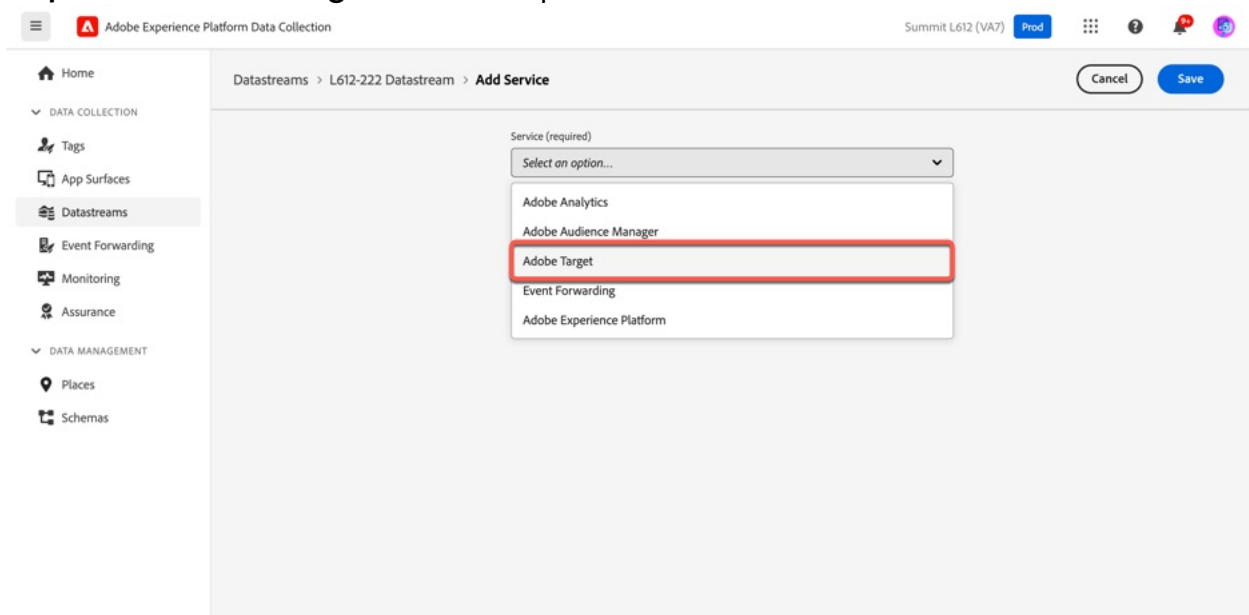
Section Overview: In this section, we'll be adding Adobe Target to our Datastream configuration and altering our existing page view request to include Target parameters that are used for Target audience qualification. We'll also make a minor change to the Web SDK settings to ensure it automatically renders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

Exercise 2.1: Add Adobe Target to your Datastream

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



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



Step 3: Configure the Target Service

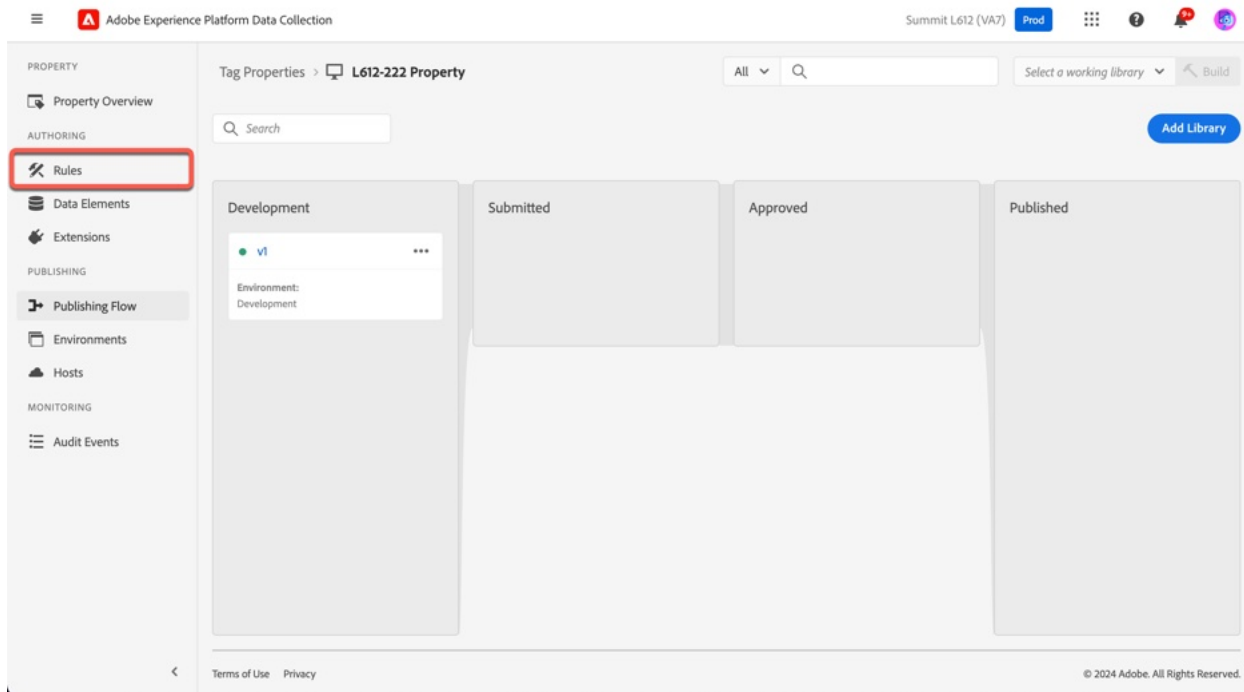
1. Make sure the **Enabled** toggle is turned on.
2. Copy **715cf795-ce15-b3ee-6208-f8df1058c8e8** to the **Property Token** field.
3. Click **Save**.

The screenshot displays the 'Add Service' configuration interface in Adobe Experience Platform. The 'Service (required)' dropdown is set to 'Adobe Target'. The 'Enabled' toggle is turned on and highlighted with a red box and a '1'. The 'Property Token' field contains the value '715cf795-ce15-b3ee-6208-f8df1058c8e8' and is highlighted with a red box and a '2'. The 'Save' button is highlighted with a red box and a '3'. Other fields include 'Target Environment ID' and 'Target Third Party ID Namespace', both with placeholder text 'Enter Target Environment ID' and 'Enter Target Third Party ID Namespace' respectively. The page also includes a sidebar with navigation options like Home, DATA COLLECTION, and DATA MANAGEMENT, and a footer with 'Privacy Policy Terms of Use' and '© 2024 Adobe. All rights reserved.'

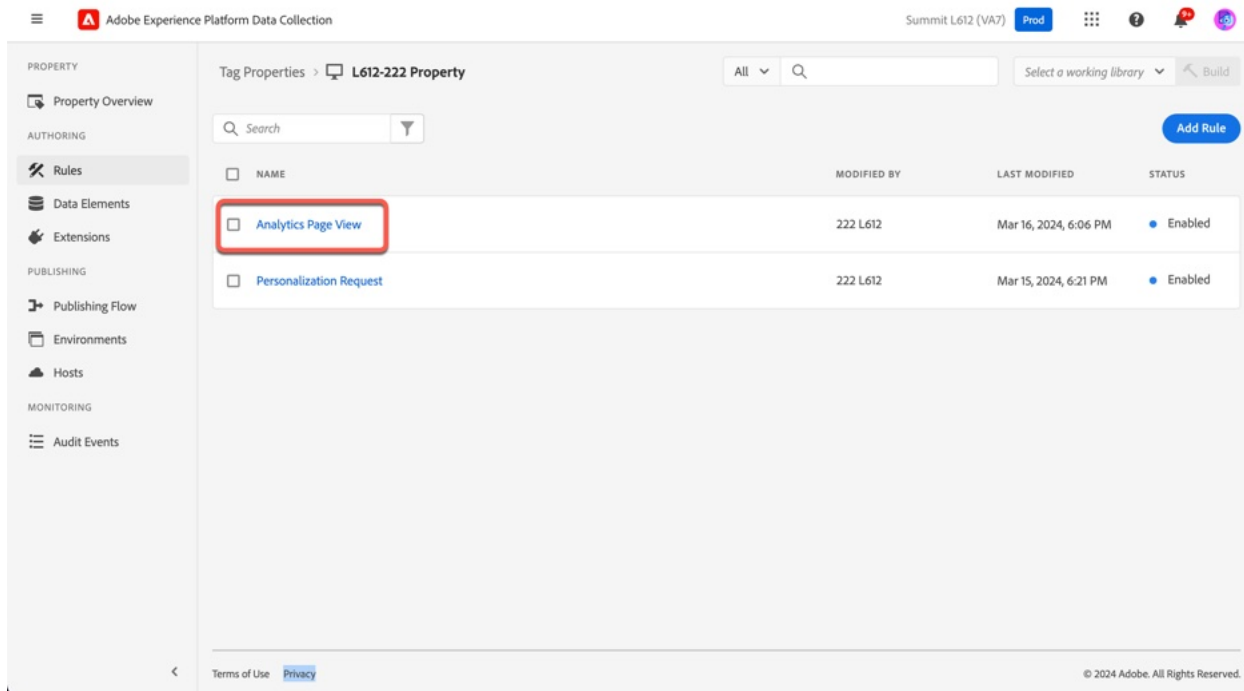
This is the only configuration required for the Edge Network to start send data to Adobe Target.

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

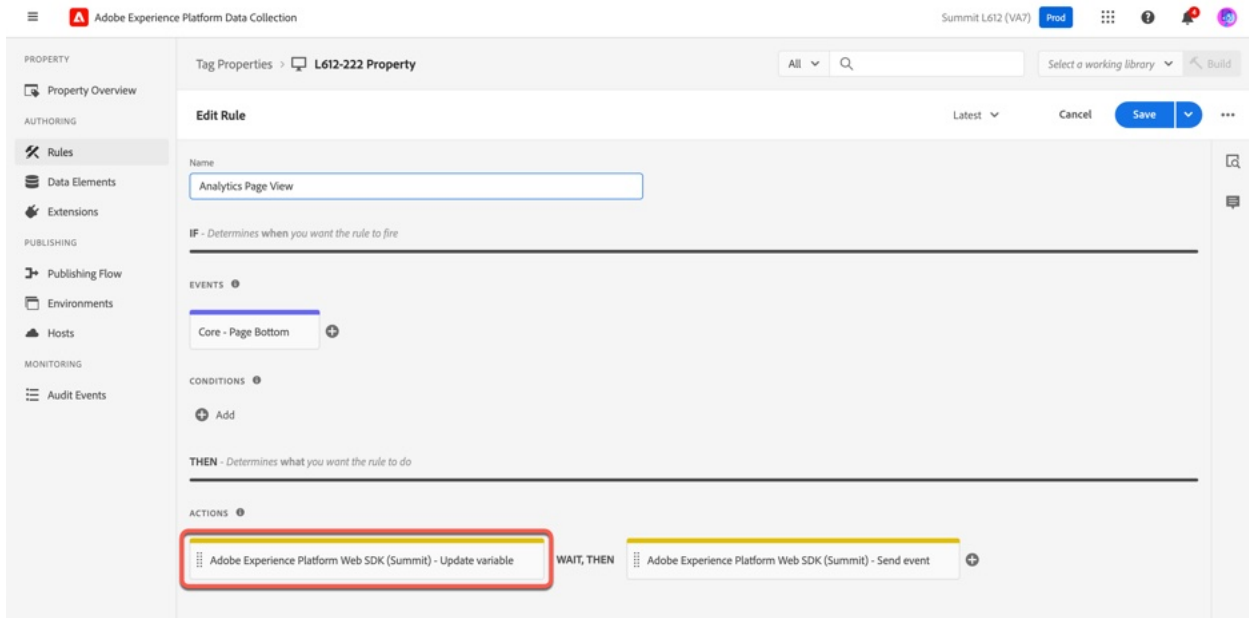
Step 1: Switch back to your Tags tab. Click **Rules** in the left-hand menu.



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

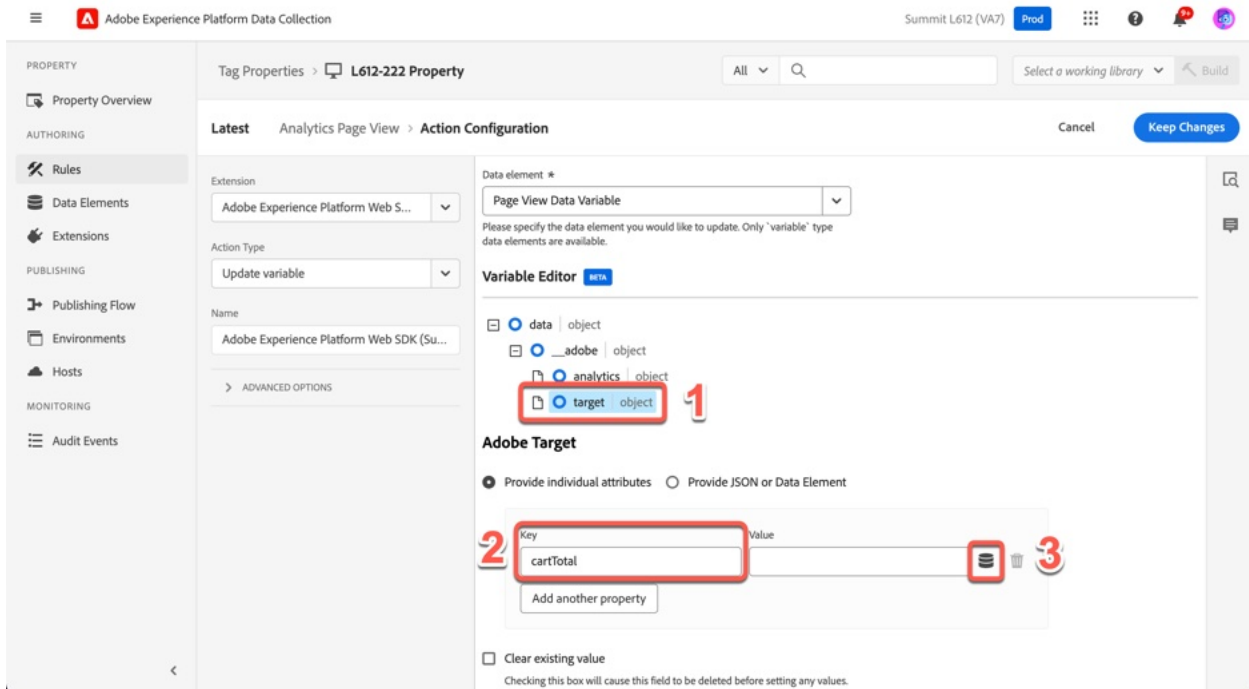


Step 3: Select Adobe Experience Platform Web SDK – Update Variable

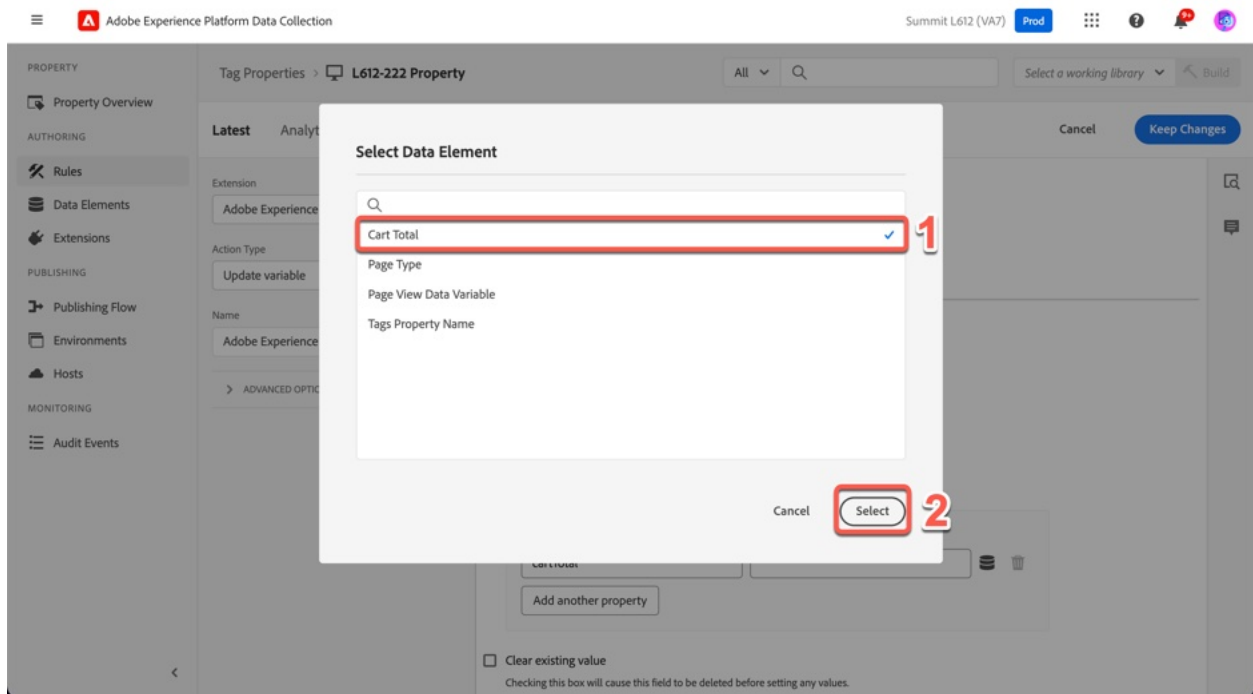


Step 4: Update the Adobe Experience Platform Web SDK – Update Variable action

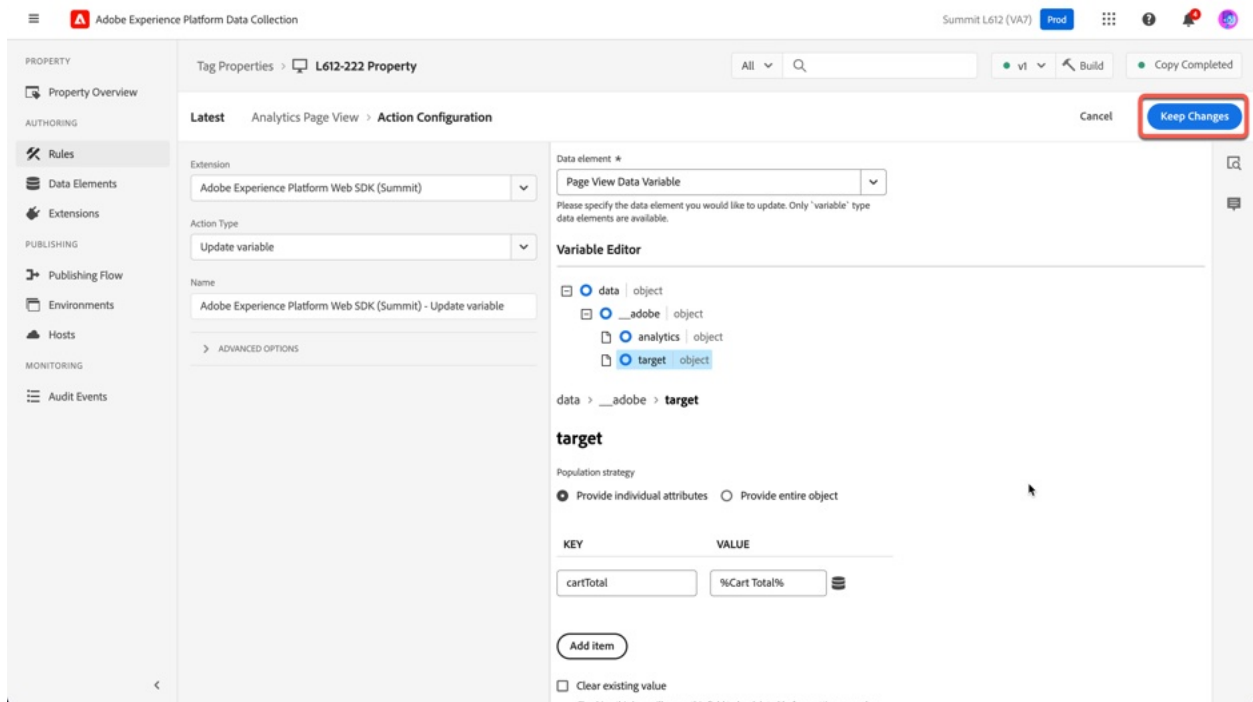
1. Select the **Target** object in the right-hand panel.
2. Type **cartTotal** in the empty key field.
3. Click the storage icon next to the empty value field.



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



Step 6: Click **Keep Changes**.



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

The screenshot shows the 'Edit Rule' configuration in the Adobe Experience Platform. The rule name is 'Analytics Page View'. The 'IF' section is empty. The 'EVENTS' section contains 'Core - Page Bottom'. The 'CONDITIONS' section is empty. The 'THEN' section contains two actions: 'Adobe Experience Platform Web SDK (Summit) - Update variable' and 'Adobe Experience Platform Web SDK (Summit) - Send event'. The 'Send event' action is highlighted with a red box.

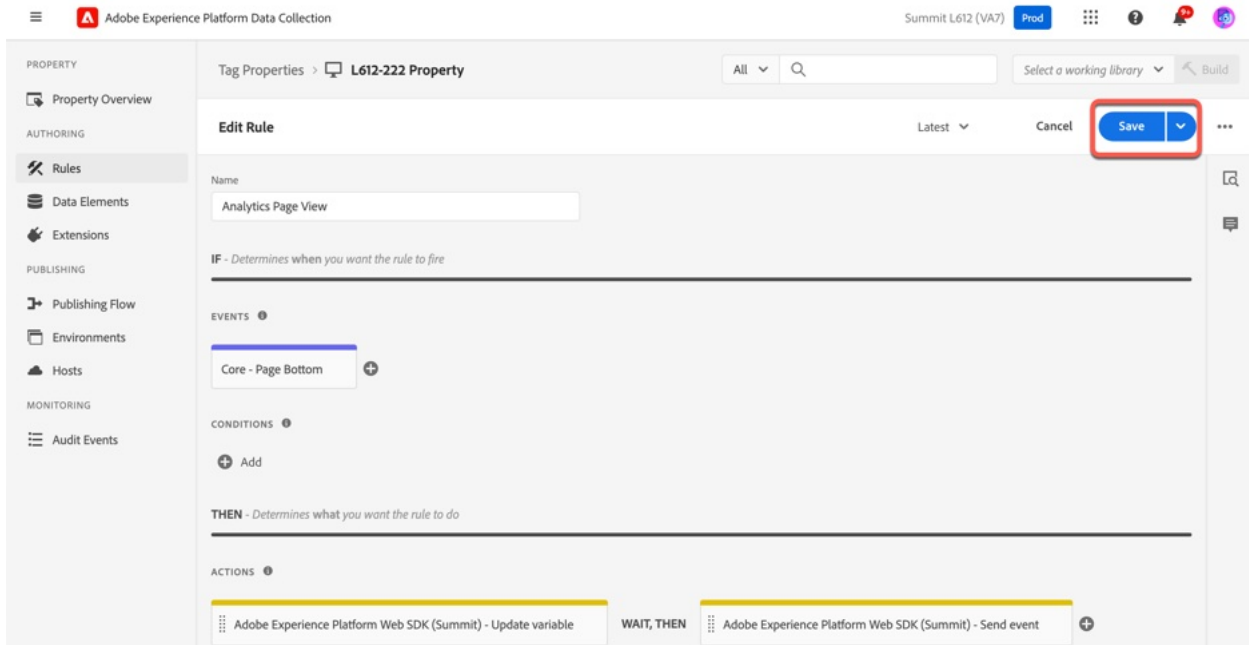
Step 8: Configure the Send Event to automatically render visual personalization decisions

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

The screenshot shows the 'Action Configuration' for the 'Send event' action. The 'Extension' is 'Adobe Experience Platform Web S...'. The 'Action Type' is 'Send event'. The 'Name' is 'Adobe Experience Platform Web SDK (Su...'. The 'ADVANCED OPTIONS' section is expanded, showing the 'Personalization' section. The 'Render visual personalization decisions' checkbox is checked. The 'Keep Changes' button is highlighted with a red box.

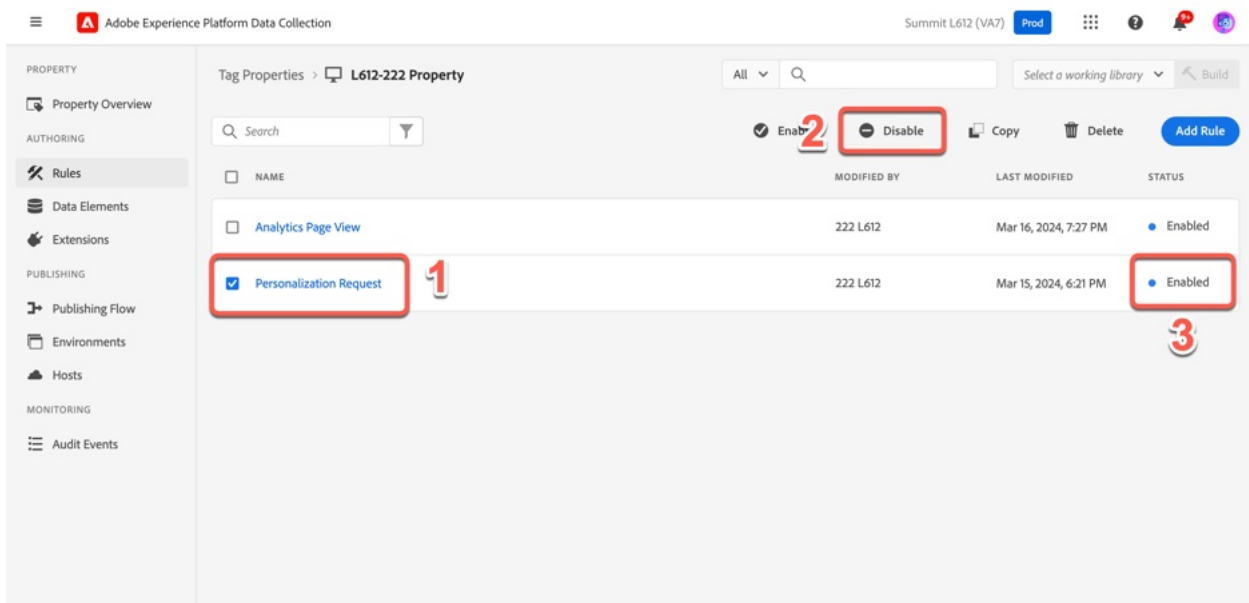
Enabling this setting will instruct the Web SDK to render activities created using the Target Visual Experience Composer.

Step 9: Click Save



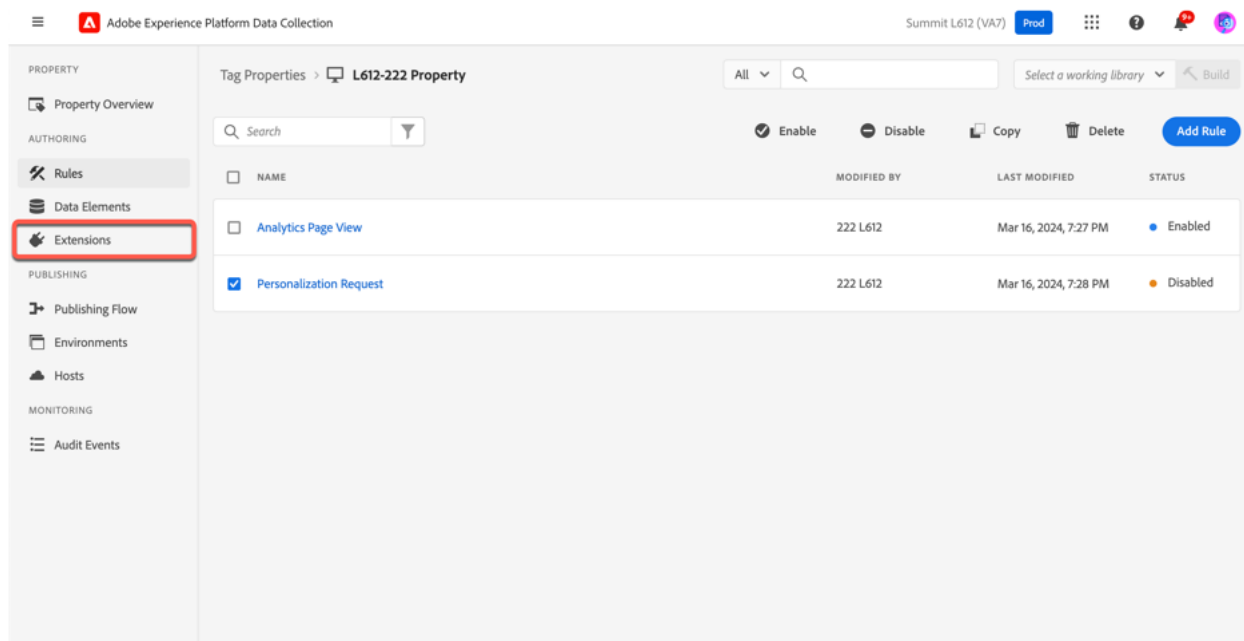
Step 10: Disable the old Target Personalization rule.

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



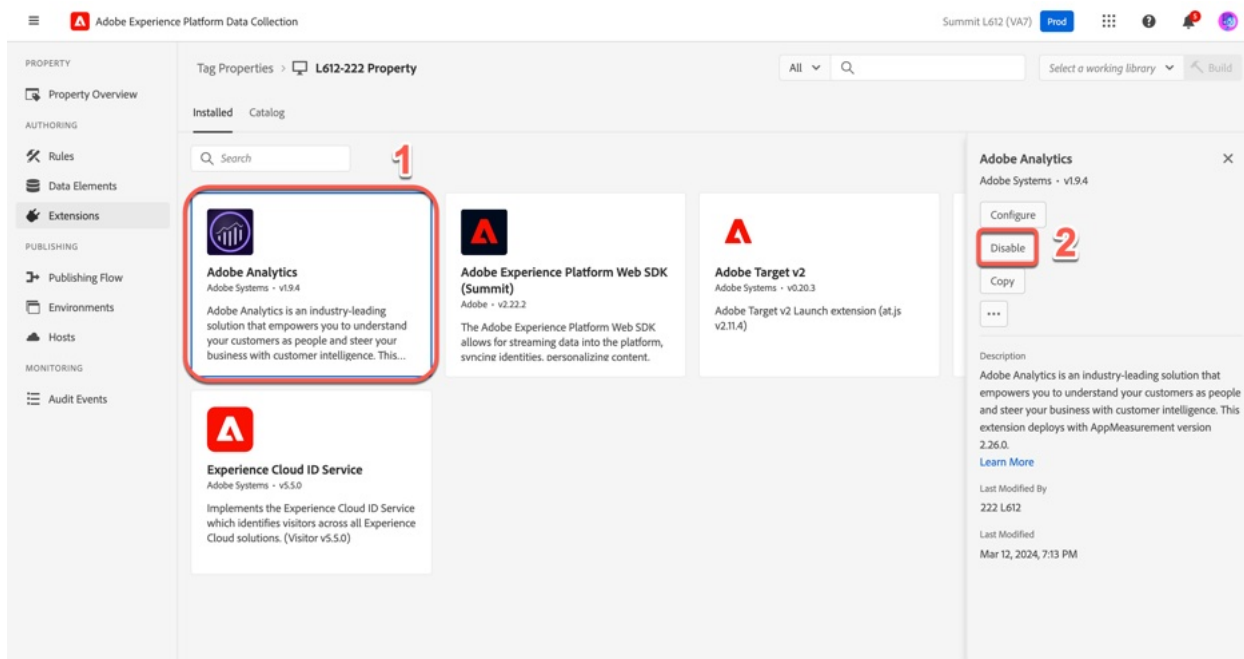
Exercise 2.3: Disable Tags Extensions and Publish a New Library

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

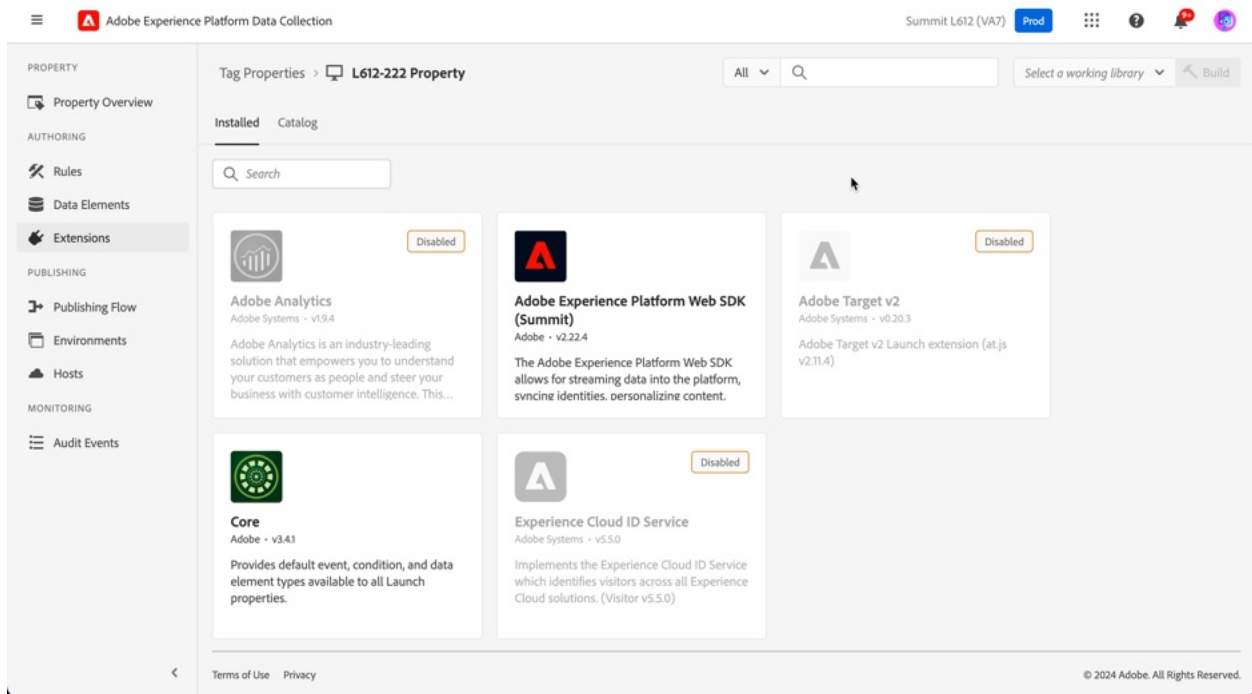


Step 2: Disable Tags extensions that are no longer used

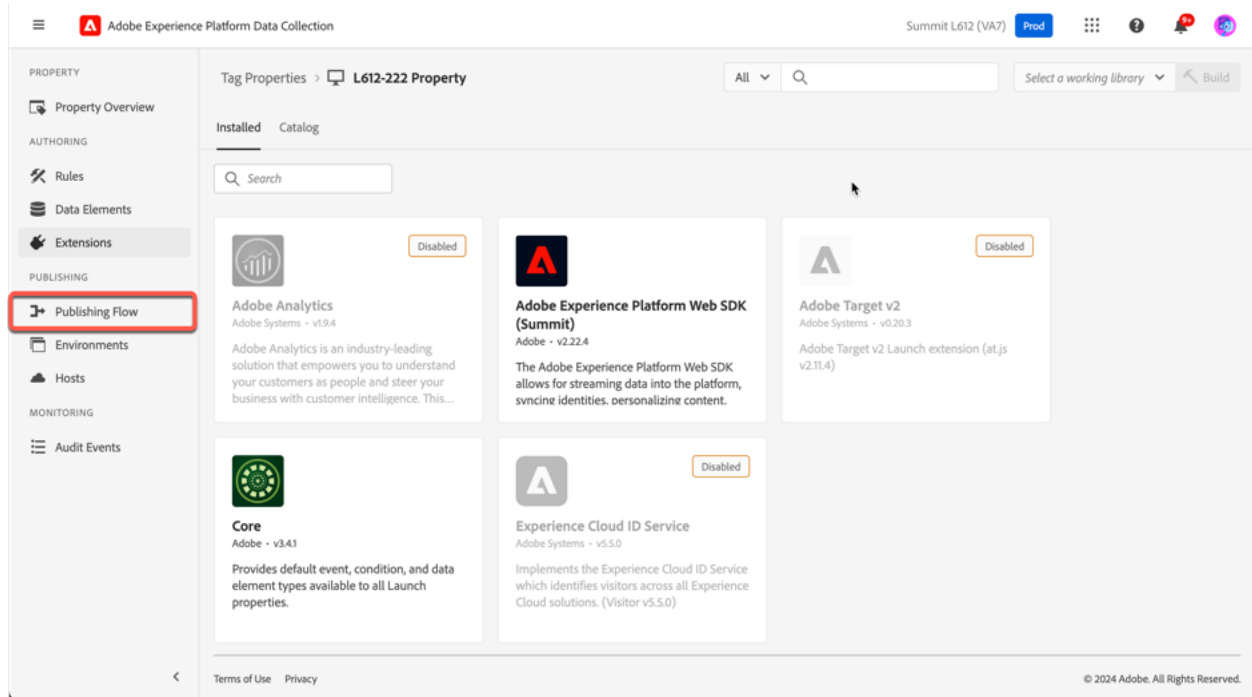
1. Select the **Adobe Analytics** extension.
2. Click the **Disable** button on the right-hand menu. A confirmation box will appear, click **OK**.
3. Disable **Adobe Target v2** and **Experience Cloud ID Service** by following the same steps.



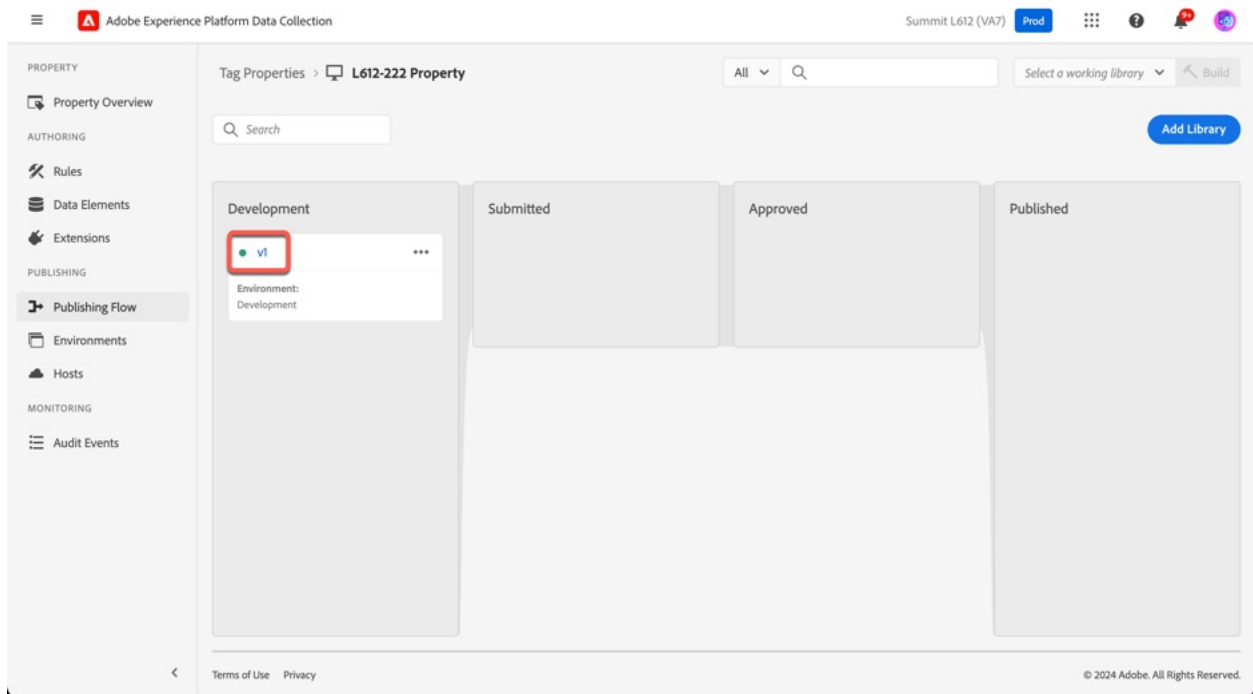
Step 3: When complete, your extension configuration should look like this:



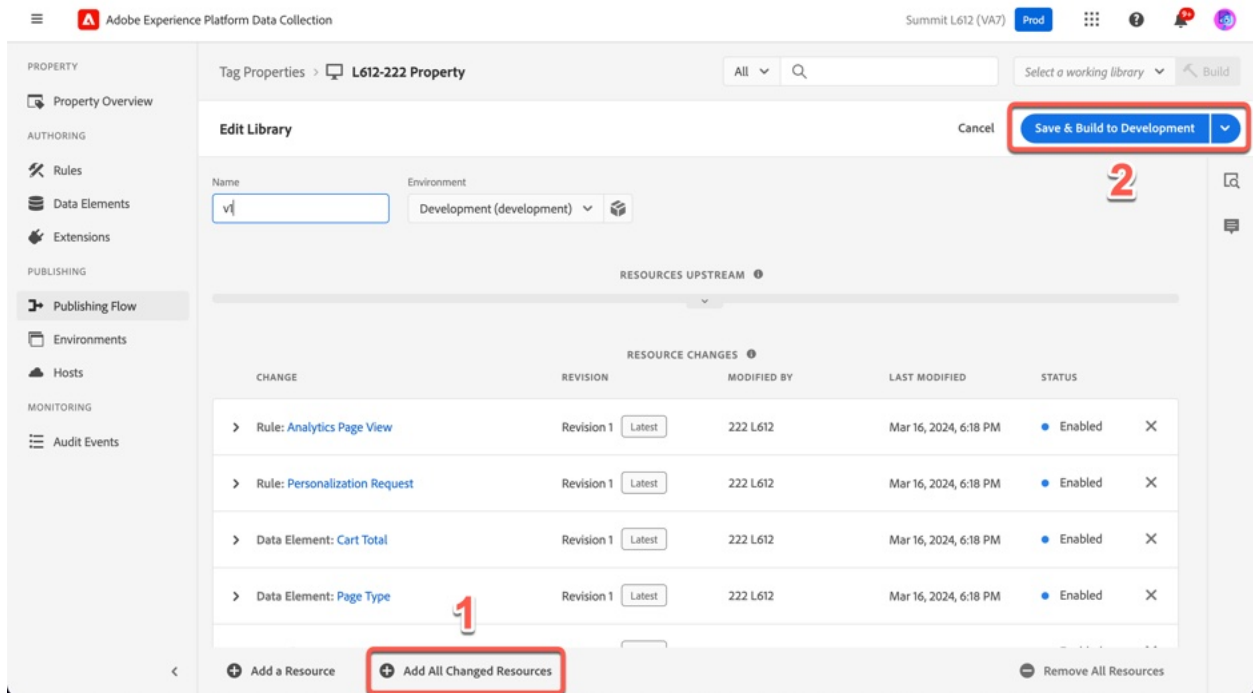
Step 4: Click Publishing Flow in the left-hand menu.



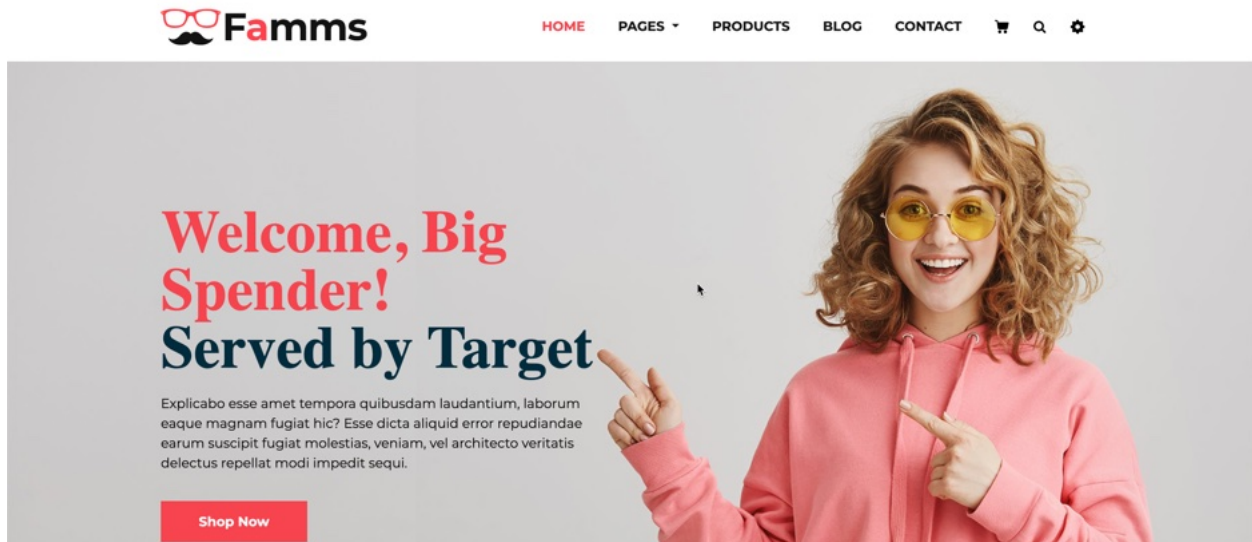
Step 5: Click on the library name.



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

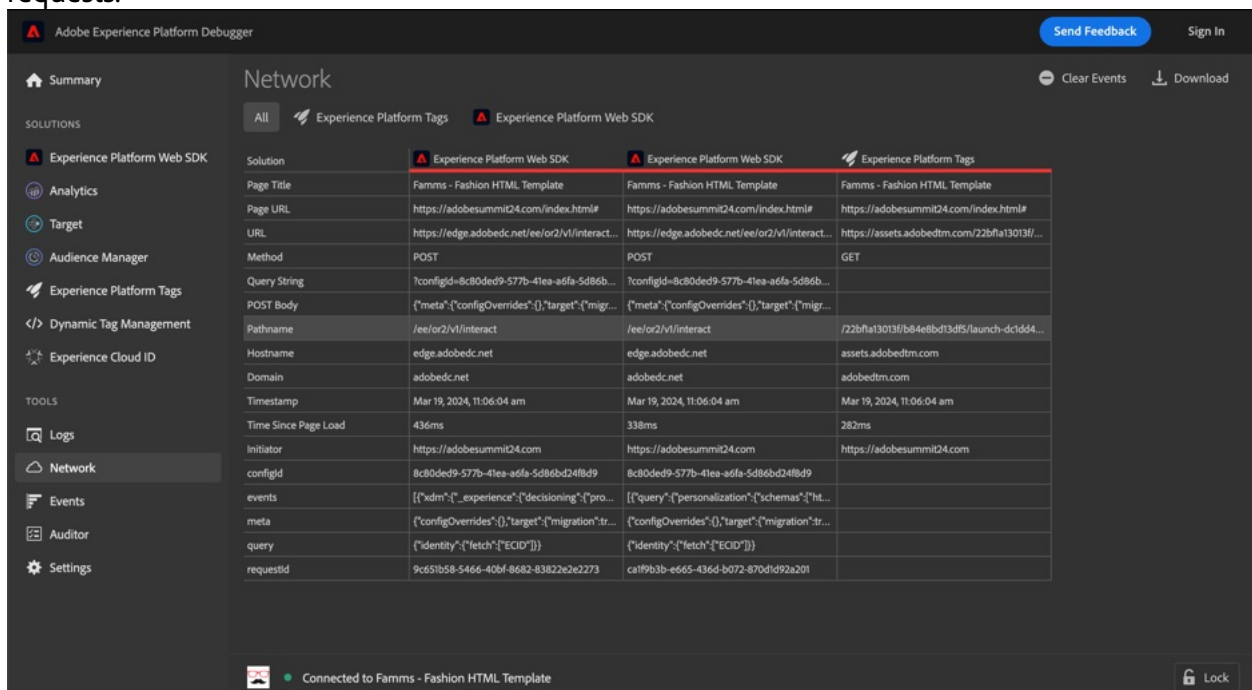


Step 7: Wait for your library to finish building. Visit the [home](#) page on the demo site. Refresh the site. You should still see the *Welcome, Big Spender* served by Target. However, if you open the Adobe Experience Platform Debugger, you'll see that the Target requests are all gone and have been replaced by the requests made by the Web SDK.



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

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



Section Recap

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

It's important to note that as long as you pass your Target Parameters, Profile Parameters and Entity Parameters as part of the the `data__adobe.target` object, no modifications to Target activities or audiences will be necessary.

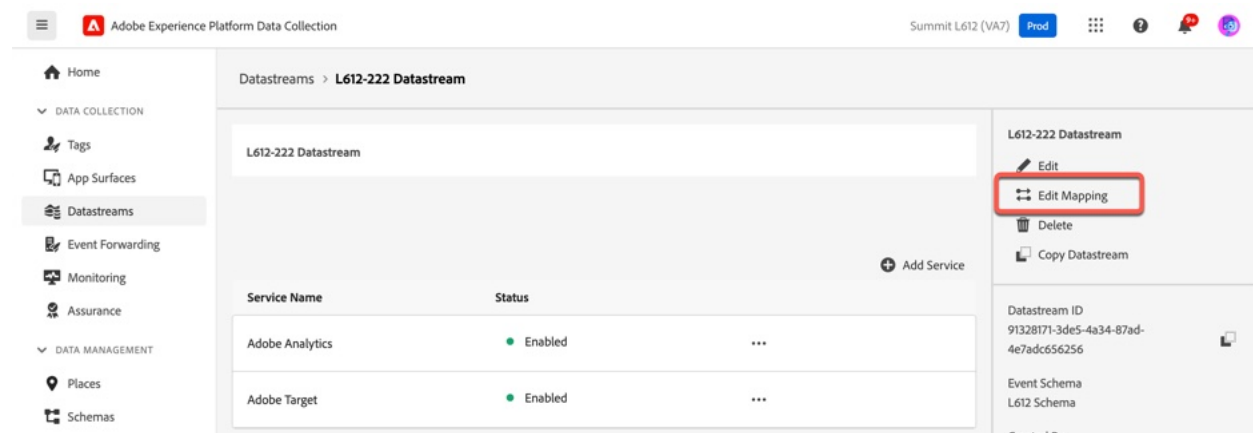
If you look at your debugger, you'll see that only the Web SDK is now the only library that is sending requests. We have fully moved our Analytics and Target implementations to the Web SDK and have haven't mentioned XDM yet. That's about to change, though.

Part 3: Map Incoming Data fields to XDM and enable an In-App Message

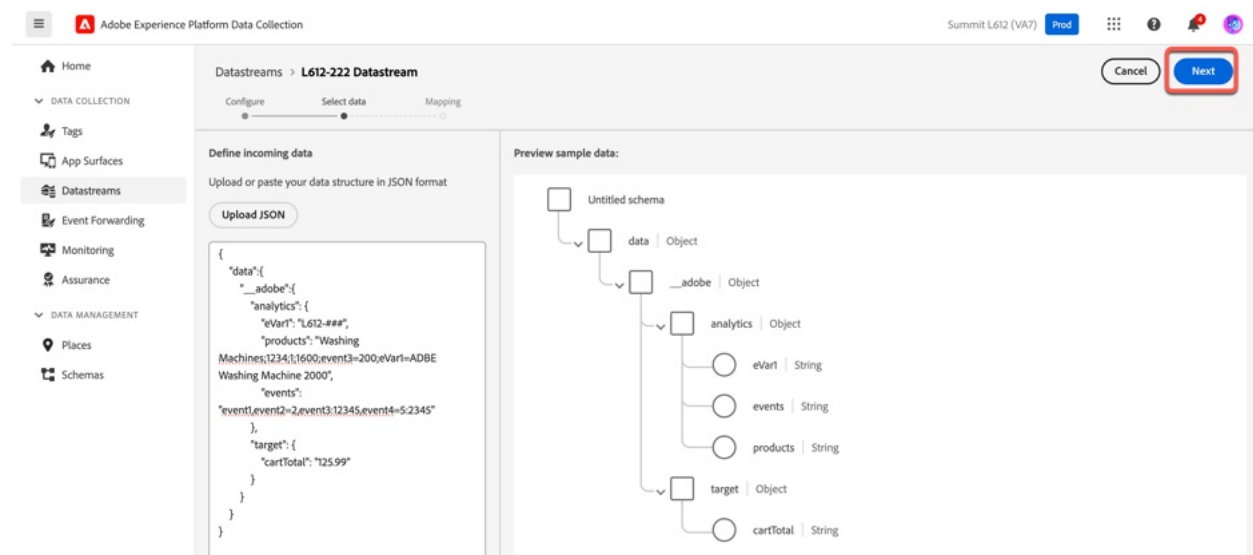
Section Overview: In this section, we'll be using Data Prep for Data Collection to map values from our incoming data layer to XDM. We'll do some simple mappings that don't require any transformation as well as some that will leverage new functions that we've recently added to Data Prep that will greatly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

Exercise 3.1: Add a simple mapping

Step 1: In your Datastreams tab, click **Edit Mapping** in the right-hand menu

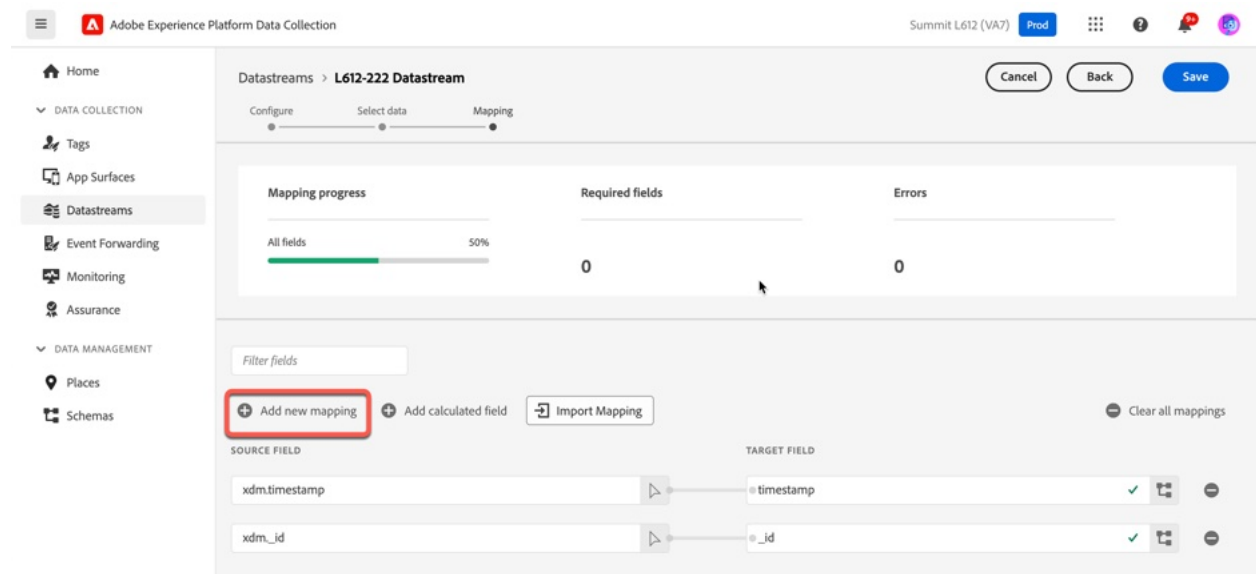


Step 2: Navigate to [this URL](#), copy the JSON code located there, and paste it into the text box on the left-hand side of the page that says **Paste JSON here...** After the right-hand side of the screen has populated as shown in the screenshot below, click the **Next** button.

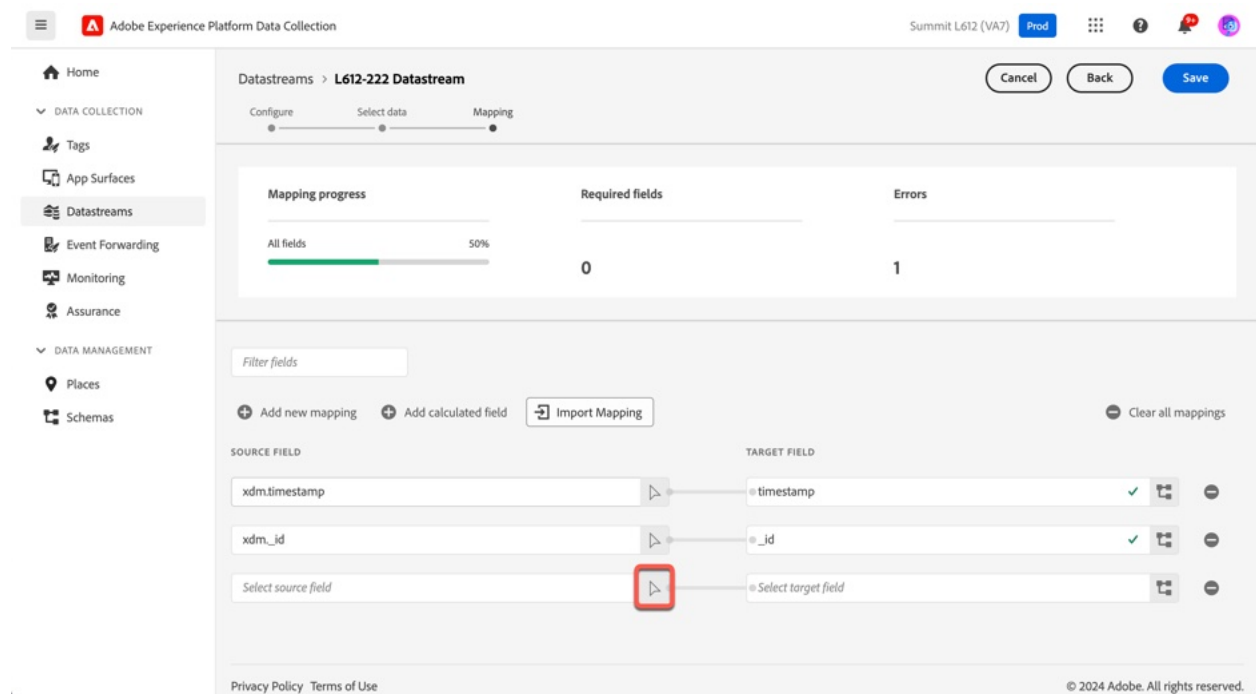


Step 3: You'll be taken to the Data Prep for Data Collection UI. By default, timestamp and _id will always be mapped. **Do not alter either of these mappings.**

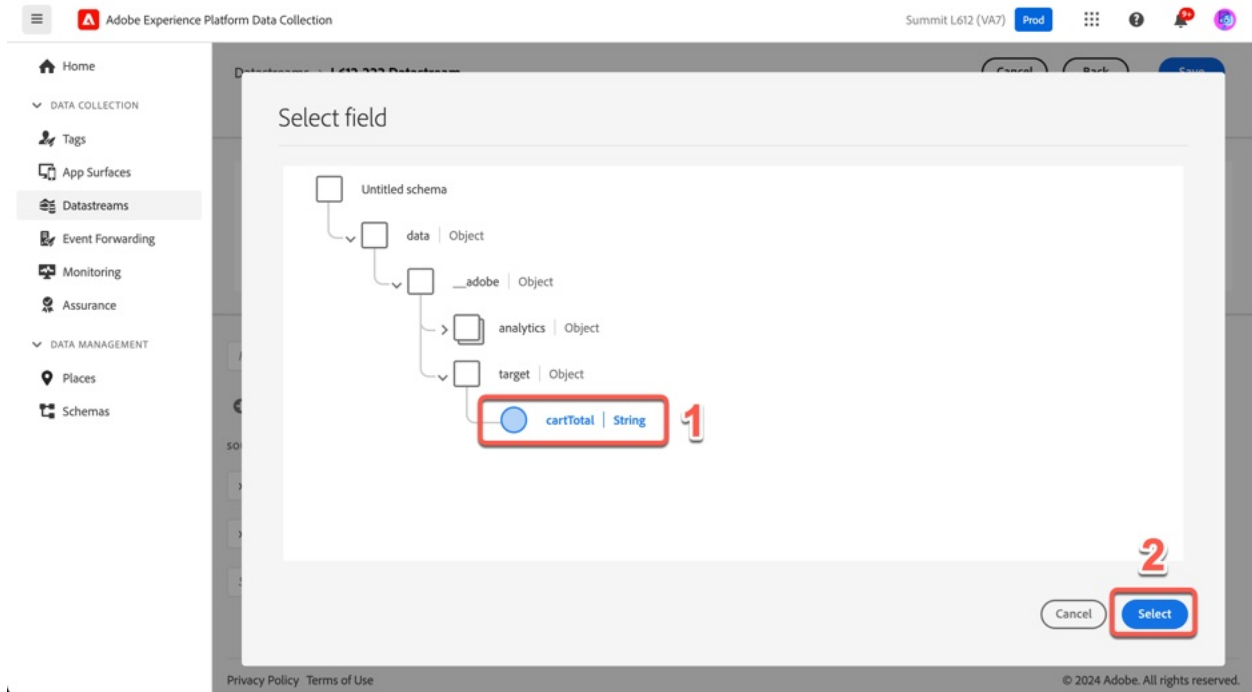
Data Prep is used to map incoming Data Layers and data objects to XDM. Because our goal in this section is to start sending data to the Platform apps, we're going to map a few values from our data object to XDM. To get started click **Add new mapping**.



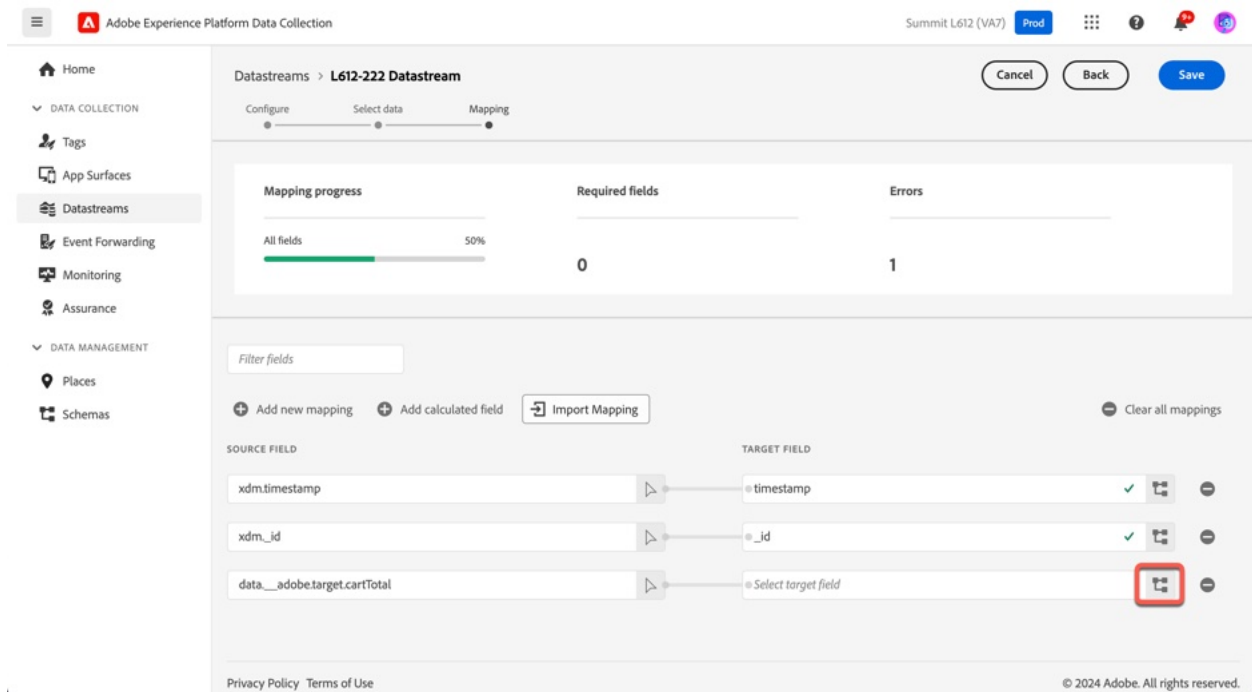
Step 4: A new row will be added to the mapping. Click the arrow next to the field that says **Select source field**



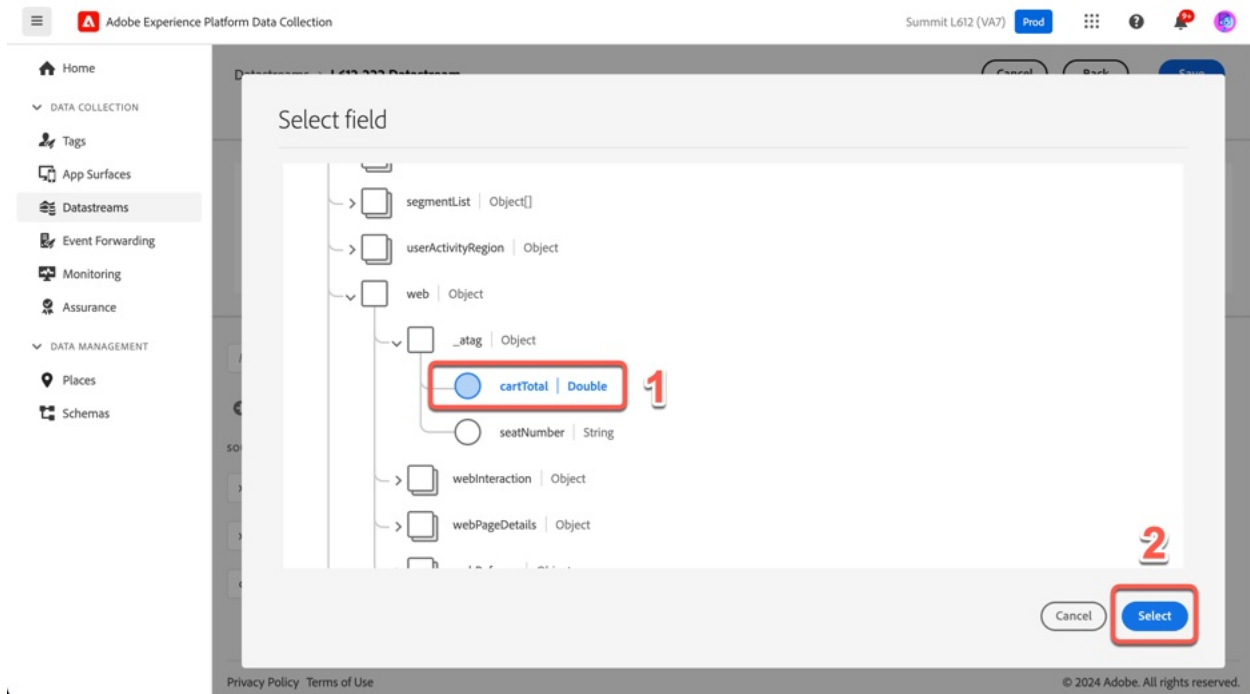
Step 5: Expand the tree including the **target** node and select **cartTotal** . Click the **Select** button in the bottom right.



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



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



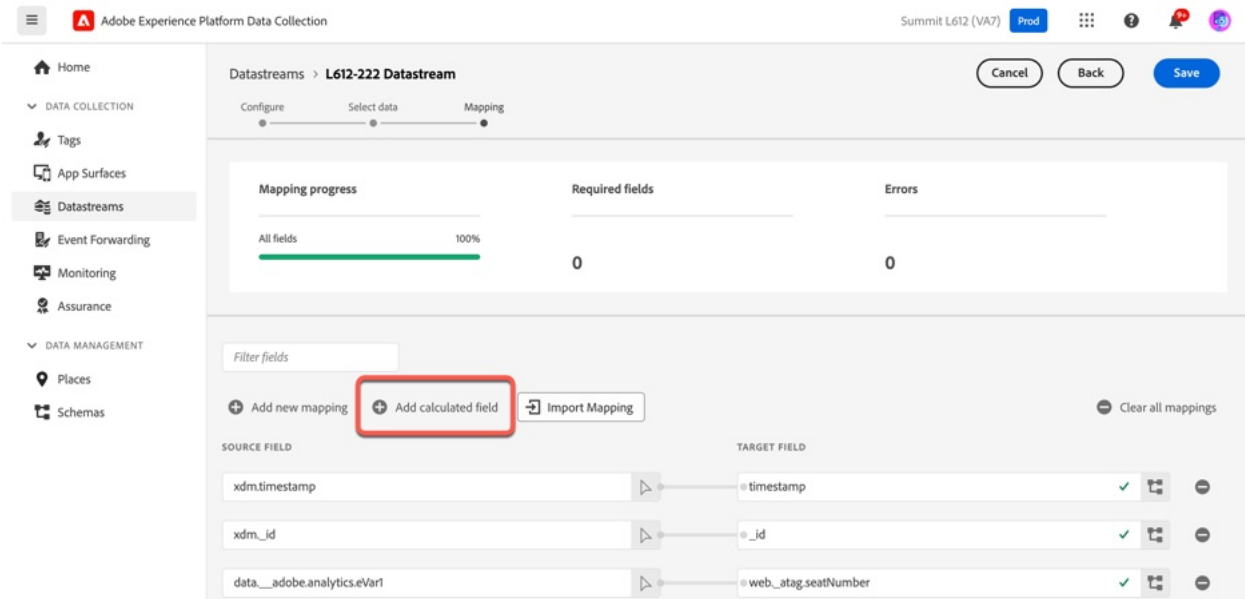
Step 8: Follow the same process as above to map `data.__adobe.analytics.eVar1` in the incoming data object to `web._atag.seatNumber` in the XDM schema.

Exercise 3.2: Use New Analytics Functions to extract an event from the Events string (Optional)

One of the most difficult things about migrating from Analytics to Customer Journey Analytics has been extracting events from the Analytics Events string and values contained within the Products variable. The 8 new functions we've created were created to simplify the process of mapping from the Events String and Products Variable.

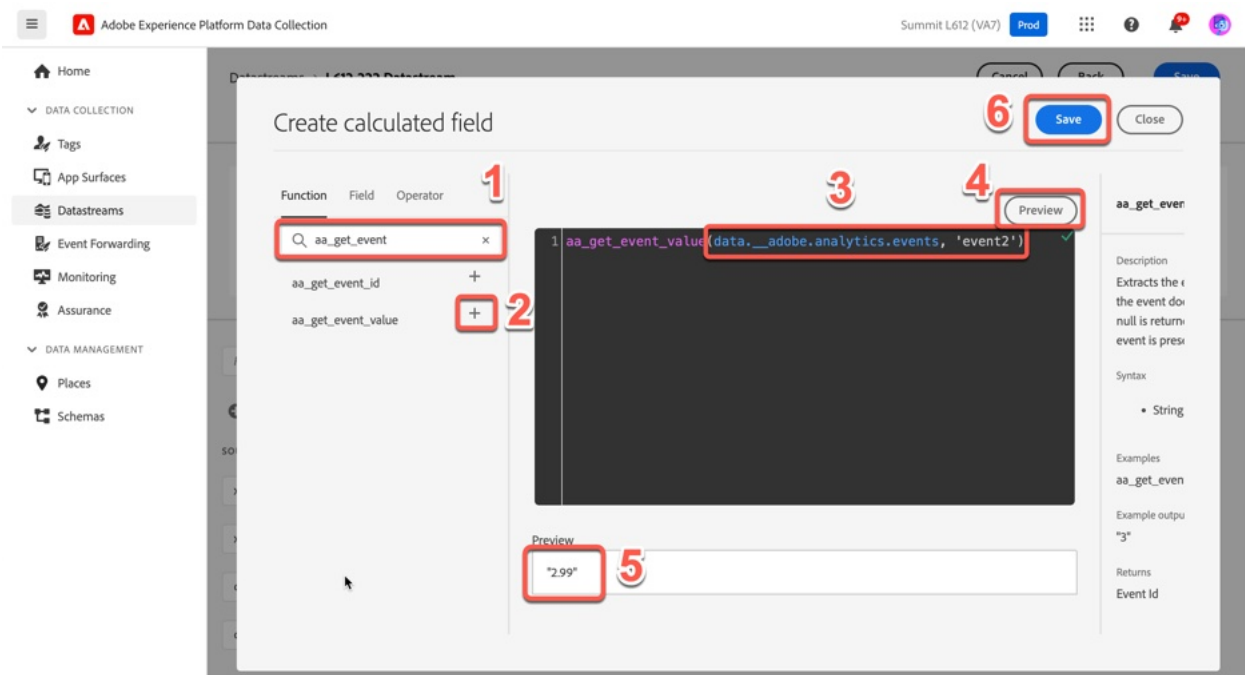
In this example, we'll extract a specific event from the events string.

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



Step 2: Extract event2 from the events string

1. Search for `aa_get_event` on the left-hand search box.
2. Click the **plus button** to add the `aa_get_event_value` function to the code box.
3. In the parenthesis, add copy and paste the following text:
`data.__adobe.analytics.events, 'event2'`
4. Click the **Preview** button.
5. The value of **"2.99"** from the events string will be displayed in the preview box.
6. Click **Save**.



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

The screenshot shows the 'Mapping' configuration screen in the Adobe Experience Platform Data Collection console. At the top, there are three progress indicators: 'Mapping progress' (100%), 'Required fields' (0), and 'Errors' (1). Below these are buttons for 'Add new mapping', 'Add calculated field', 'Import Mapping', and 'Clear all mappings'. A table lists source fields and their corresponding target fields:

SOURCE FIELD	TARGET FIELD
xdm.timestamp	timestamp
xdm_id	_id
aa_get_event_value(data__adobe.analytics.events,'event2')	Select target field
data__adobe.analytics.eVar1	web_atag_seatNumber
data__adobe.target.cartTotal	web_atag_cartTotal

The mapping icon for the third row is highlighted with a red box.

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

The screenshot shows the 'Select field' dialog box. It displays a tree view of the data schema. The path 'webPageDetails > pageViews > value' is selected. The 'value' field is highlighted with a red box and a red '1'. The 'Select' button at the bottom right is also highlighted with a red box and a red '2'.

Step 5: Click Save.

The screenshot shows the Adobe Experience Platform Data Collection interface for the 'L612-222 Datastream'. The 'Mapping' step is active, showing a progress bar for 'All fields' at 100%, 0 required fields, and 0 errors. The mapping table below shows source fields being mapped to target fields.

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

Exercise 3.3: Configure your Datastream to Send Data to Platform

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

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

Step 1: Navigate to Datastreams, click Add Service

The screenshot shows the Adobe Experience Platform Data Collection interface. The breadcrumb navigation is "Datastreams > L612-222 Datastream". The main content area displays the "L612-222 Datastream" configuration. A table lists the services currently added to the datastream:

Service Name	Status	
Adobe Analytics	Enabled	...
Adobe Target	Enabled	...

An "Add Service" button is highlighted with a red box. To the right, a sidebar shows details for the "L612-222 Datastream", including the Datastream ID (91328171-3de5-4a34-87ad-4e7adc656256), Event Schema (L612 Schema), and creation/modification information.

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

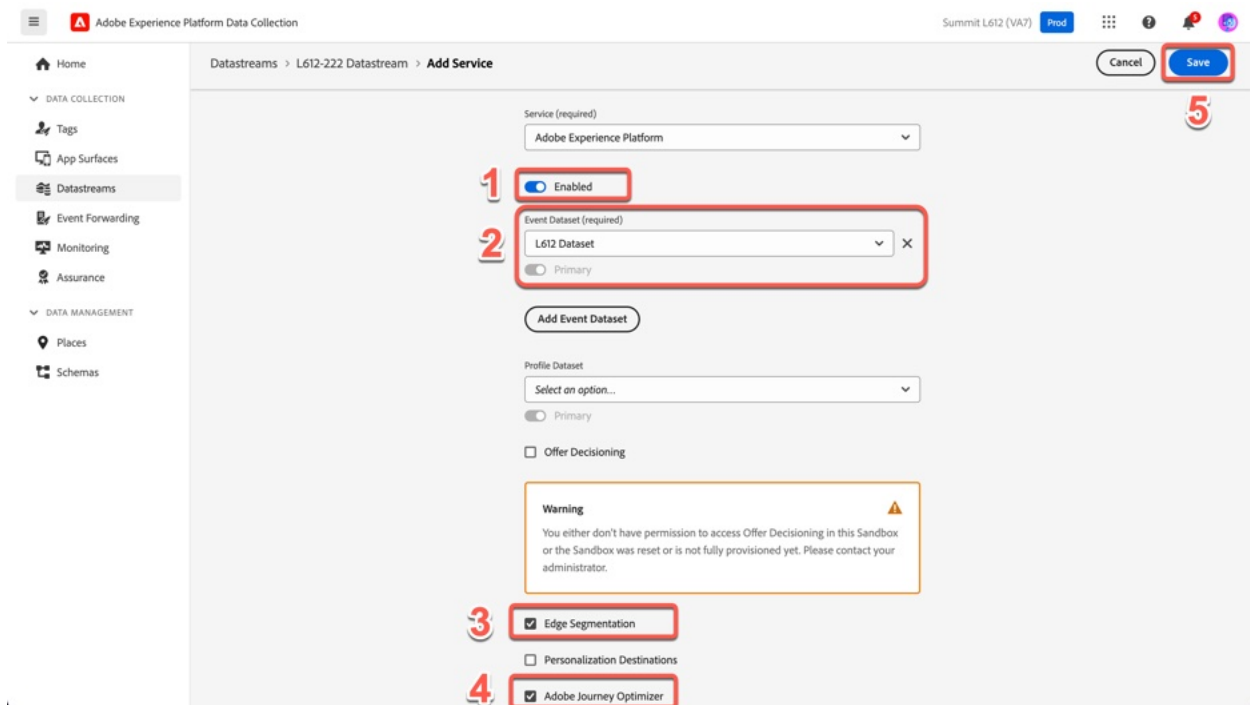
The screenshot shows the "Add Service" modal in the Adobe Experience Platform Data Collection interface. The breadcrumb navigation is "Datastreams > L612-222 Datastream > Add Service". The modal contains a dropdown menu labeled "Service (required)" with the text "Select an option...". The dropdown menu is open, showing the following options:

- Adobe Analytics
- Adobe Audience Manager
- Adobe Target
- Event Forwarding
- Adobe Experience Platform

The "Adobe Experience Platform" option is highlighted with a red box. The modal also includes "Cancel" and "Save" buttons.

Step 3: Configure the Adobe Experience Platform service

1. Make sure the **Enabled** toggle is turned on.
2. Select **L612 Dataset** from the **Event Dataset** drop-down menu.
3. Select the **Edge Segmentation** checkbox
4. Select the **Adobe Journey Optimizer** checkbox
5. Scroll up and click **Save**.

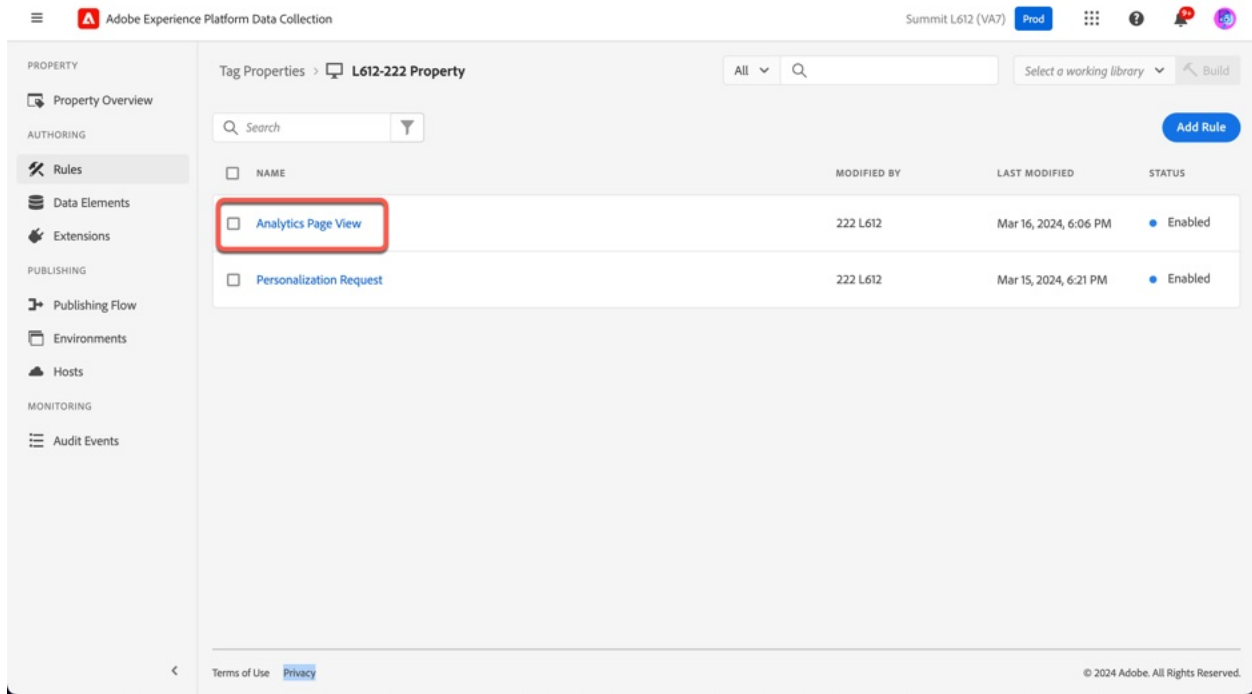


Exercise 3.4: Update the Analytics Page View Rule to include In-app qualification

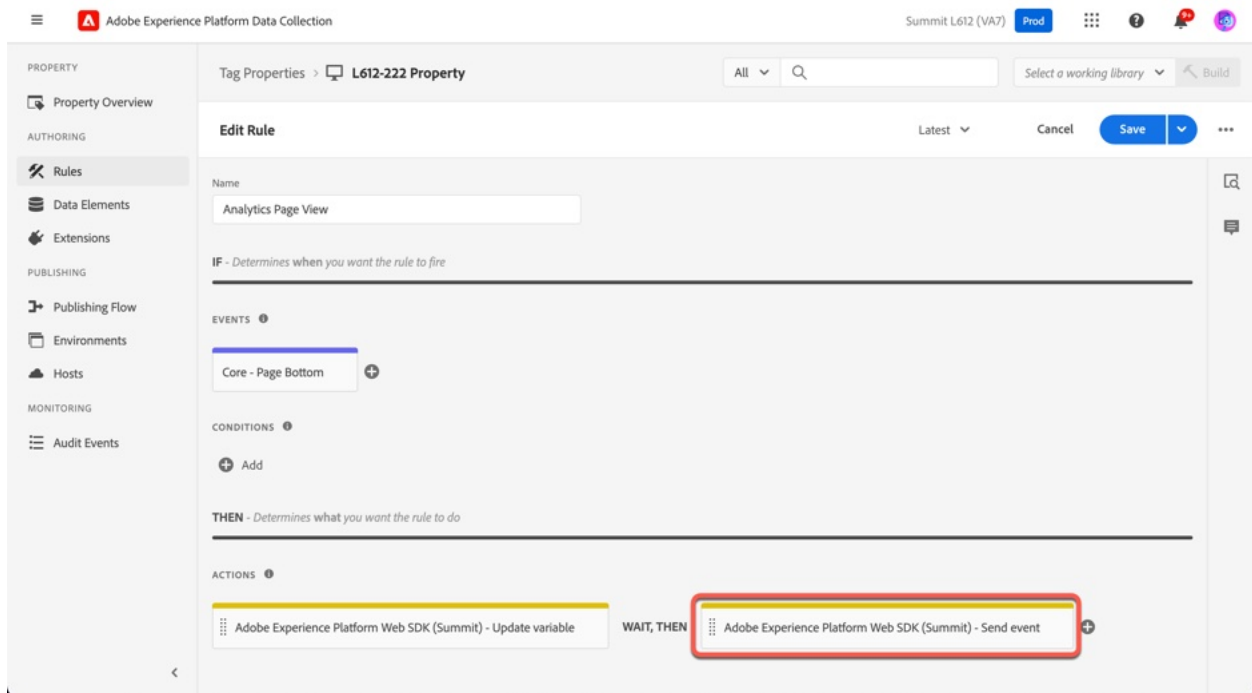
In-App Messaging is a feature that allows for Personalization rules to be evaluated in the browser in real-time without having to wait for the Edge Network to return a response. In the next section, we'll configure a variable that will be evaluated by this client-side rules engine to determine if the In-App message should be shown.

Refer to [this document](#) to learn more about In-App messages in Journey Optimizer

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

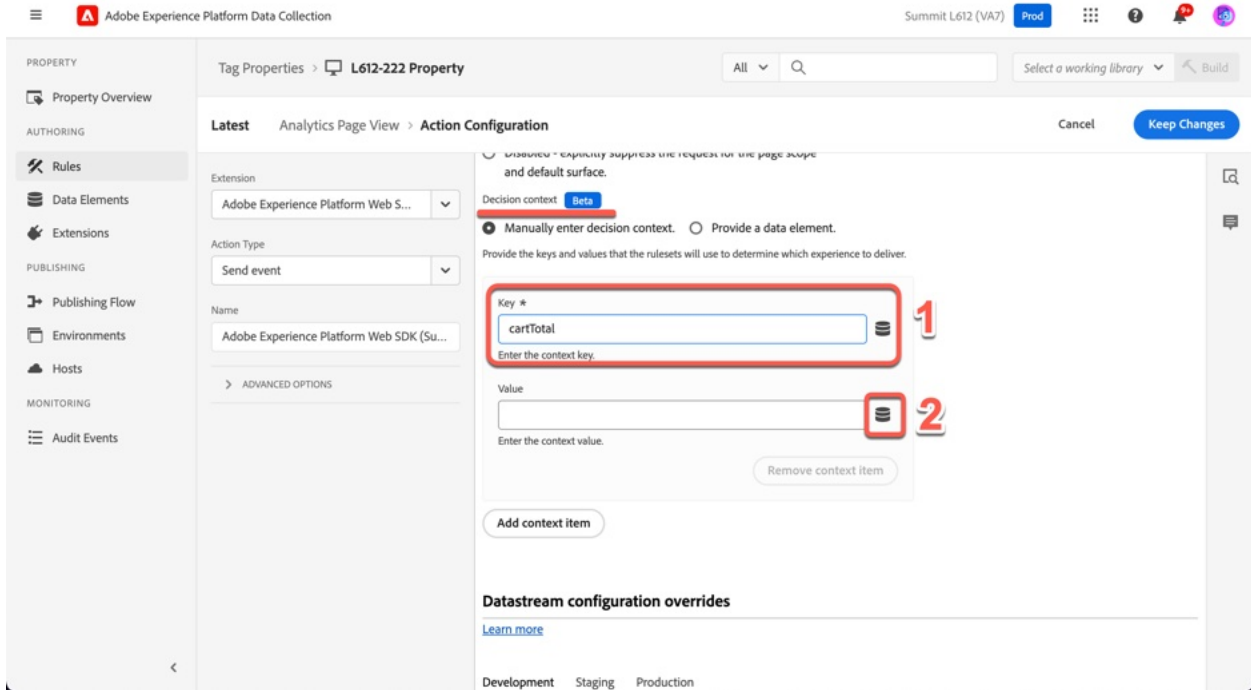


Step 2: Click the **Adobe Experience Platform Web SDK – Send Event** rule.

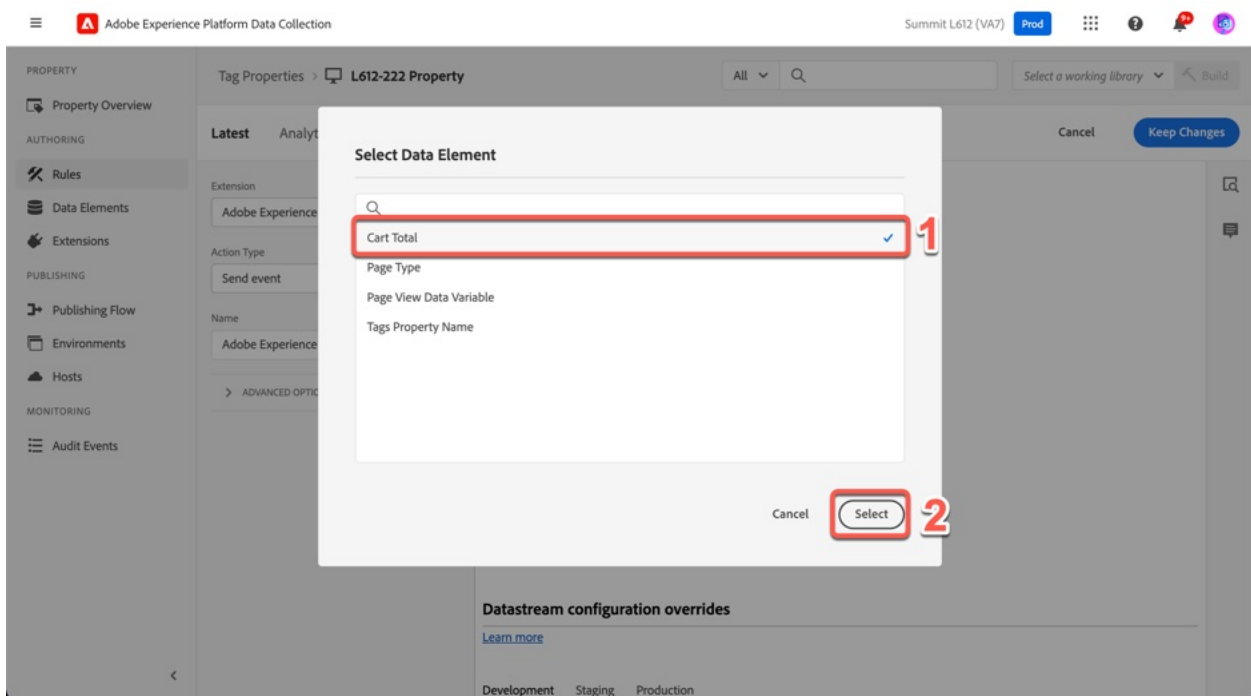


Step 3: Scroll down to the **Personalization** section, specifically to the **Decision Context** portion that has a Beta label.

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



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



Step 5: Select Keep Changes

The screenshot shows the Adobe Experience Platform Data Collection interface. The top navigation bar includes the Adobe logo, the text "Adobe Experience Platform Data Collection", and the environment "Summit L612 (VA7) Prod". The left sidebar contains navigation options: PROPERTY (Property Overview), AUTHORIZING (Rules, Data Elements, Extensions), PUBLISHING (Publishing Flow, Environments, Hosts), and MONITORING (Audit Events). The main content area is titled "Tag Properties > L612-222 Property" and shows the "Action Configuration" step for a rule named "Analytics Page View". The "Keep Changes" button is highlighted with a red box. The configuration includes an extension of "Adobe Experience Platform Web S...", an action type of "Send event", and a name of "Adobe Experience Platform Web SDK (Su...". The "Advanced Options" section is expanded, showing a decision context of "Beta" and a manually entered decision context. The key is "cartTotal" and the value is "%Cart Total%". There is also a "Datastream configuration overrides" section with a "Learn more" link and environment options for "Development", "Staging", and "Production".

Step 6: Click Save

The screenshot shows the Adobe Experience Platform Data Collection interface. The top navigation bar includes the Adobe logo, the text "Adobe Experience Platform Data Collection", and the environment "Summit L612 (VA7) Prod". The left sidebar contains navigation options: PROPERTY (Property Overview), AUTHORIZING (Rules, Data Elements, Extensions), PUBLISHING (Publishing Flow, Environments, Hosts), and MONITORING (Audit Events). The main content area is titled "Tag Properties > L612-222 Property" and shows the "Edit Rule" step for a rule named "Analytics Page View". The "Save" button is highlighted with a red box. The rule configuration includes a name of "Analytics Page View" and a description: "IF - Determines when you want the rule to fire". The "EVENTS" section contains "Core - Page Bottom". The "CONDITIONS" section has an "Add" button. The "THEN" section has a description: "THEN - Determines what you want the rule to do". The "ACTIONS" section contains "Adobe Experience Platform Web SDK (Summit) - Update variable" followed by "WAIT, THEN" and "Adobe Experience Platform Web SDK (Summit) - Send event".

Step 7: Click Publishing Flow

The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar is categorized into PROPERTY, AUTHORIZING, PUBLISHING, and MONITORING. Under PUBLISHING, the 'Publishing Flow' option is highlighted with a red box. The main content area displays 'Tag Properties > L612-222 Property'. A search bar is present above a table of rules. The table has columns for NAME, MODIFIED BY, LAST MODIFIED, and STATUS. Two rules are listed: 'Analytics Page View' (Enabled) and 'Personalization Request' (Disabled). An 'Add Rule' button is located in the top right corner of the table area.

NAME	MODIFIED BY	LAST MODIFIED	STATUS
<input type="checkbox"/> Analytics Page View	222 L612	Mar 16, 2024, 8:35 PM	Enabled
<input type="checkbox"/> Personalization Request	222 L612	Mar 16, 2024, 7:28 PM	Disabled

Step 8: Click the Library name.

The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar is the same as in Step 7. The main content area displays 'Tag Properties > L612-222 Property'. A search bar is present above a grid of library stages: Development, Submitted, Approved, and Published. In the 'Development' stage, a card with a green dot and the text 'v1' is highlighted with a red box. Below the card, it says 'Environment: Development'. An 'Add Library' button is located in the top right corner of the grid area.

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

The screenshot shows the Adobe Experience Platform Data Collection interface. The top navigation bar includes the Adobe logo, the text 'Adobe Experience Platform Data Collection', the user 'Summit L612 (VA7)', and a 'Prod' environment indicator. The left sidebar contains navigation options: PROPERTY (Property Overview), AUTHORIZING (Rules, Data Elements, Extensions), PUBLISHING (Publishing Flow, Environments, Hosts), and MONITORING (Audit Events). The main content area is titled 'Tag Properties > L612-222 Property' and shows an 'Edit Library' form with 'Name' set to 'v1' and 'Environment' set to 'Development (development)'. A table titled 'RESOURCE CHANGES' lists four resources:

CHANGE	REVISION	MODIFIED BY	LAST MODIFIED	STATUS
> Rule: Analytics Page View	Revision 2 Latest	222 L612	Mar 16, 2024, 7:46 PM	Enabled
> Rule: Personalization Request	Revision 2 Latest	222 L612	Mar 16, 2024, 7:46 PM	Disabled
> Data Element: Cart Total	Revision 1 Latest	222 L612	Mar 16, 2024, 6:18 PM	Enabled
> Data Element: Page Type	Revision 1 Latest	222 L612	Mar 16, 2024, 6:18 PM	Enabled

At the bottom of the interface, the 'Add All Changed Resources' button is highlighted in red, along with the 'Save & Build to Development' button in the top right corner.

Step 10: Wait 20-30 seconds. Navigate back to the [homepage](#), you'll see a Free Shipping offer delivered by Journey Optimizer's In-app Messaging feature.

The screenshot shows the Famms homepage. The navigation bar includes 'HOME', 'PAGES', 'PRODUCTS', 'BLOG', 'CONTACT', a shopping cart icon, and a settings icon. The main content area features a large image of a woman with curly hair and yellow glasses, wearing a pink hoodie. A red overlay box is positioned in the center, containing the text: 'You have unlocked Free Shipping! Your Order Ships for Free If You Check Out Now.' Below the text are two buttons: 'Go To Checkout' and 'Dismiss'. In the background, the text 'Welcome Spender Served' and a 'Shop Now' button are visible.

Section Recap

Congratulations! You just setup an Adobe Journey Optimizer In-App Message, but more importantly, you successfully migrated to the Web SDK in 60 minutes!

In the process, you were able to convert your JavaScript libraries to the Web SDK using your existing implementation.

Using Data Prep for Data Collection, we were able to map our existing data to XDM and send it to the Platform based applications.

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

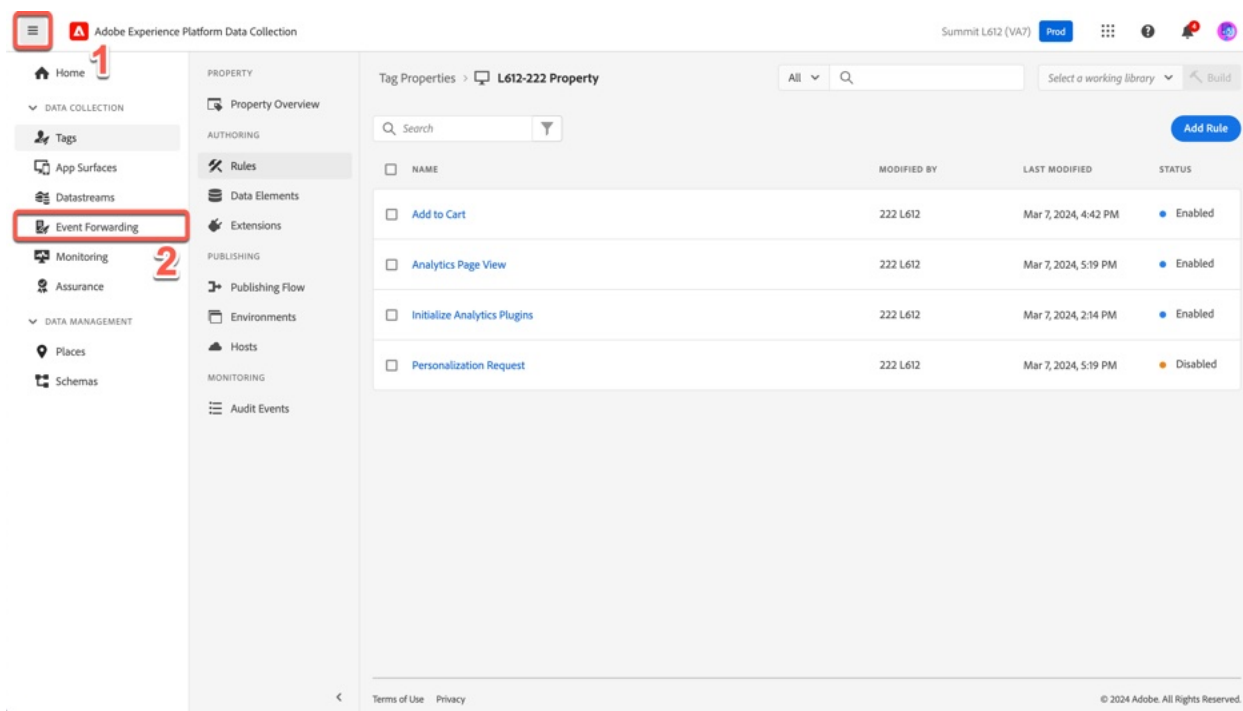
Bonus Activity: Use Event Forwarding to send to 3rd Party Destinations

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

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

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

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



Step 2: Click New Property.

The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar contains navigation options: Home, DATA COLLECTION (Tags, App Surfaces, Datastreams, Event Forwarding, Monitoring, Assurance), and DATA MANAGEMENT (Places, Schemas). The main content area is titled 'Event Forwarding Properties' and features a search bar and a 'New Property' button (highlighted with a red box). Below is a table of existing properties:

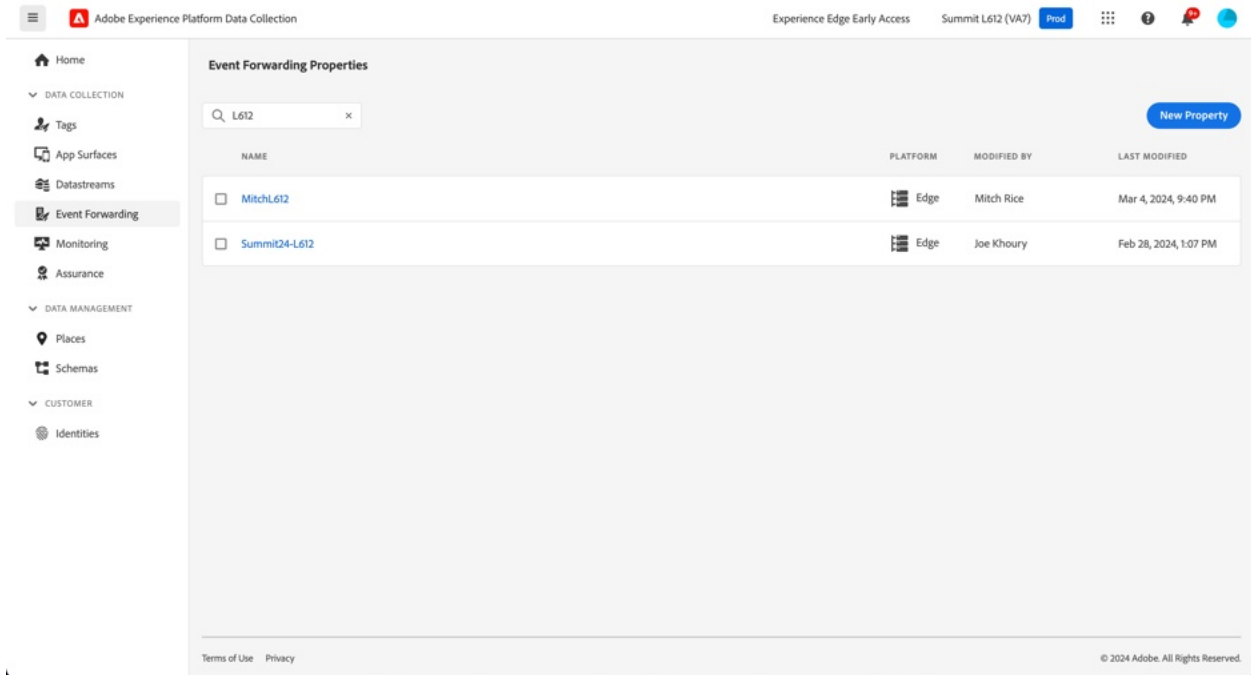
NAME	PLATFORM	MODIFIED BY	LAST MODIFIED
<input type="checkbox"/> _0jeffhickentexample.com - Event Forwarding	Edge	jeff hicken	Mar 9, 2023, 3:26 PM
<input type="checkbox"/> 4.25 Jon Test	Edge	Jon Viray	Apr 25, 2022, 11:42 AM
<input type="checkbox"/> __aa0_testjhickenexample.com - Event Forwarding	Edge	jeff hicken	Mar 30, 2023, 2:29 PM
<input type="checkbox"/> abc.com - Event Forwarding	Edge	Harinath Kopeti	Jun 1, 2023, 8:58 AM
<input type="checkbox"/> acme.com - Event Forwarding	Edge	Hervinder Bhandal	Mar 28, 2023, 11:20 AM
<input type="checkbox"/> adobe123.com - Event Forwarding	Edge	Travis Jordan	Feb 7, 2024, 11:46 AM
<input type="checkbox"/> adobe2.com - Event Forwarding	Edge	Travis Jordan	Mar 8, 2023, 9:13 PM
<input type="checkbox"/> Adobe APAC - Seunghwan - Test	Edge	Seunghwan Roh	Sep 5, 2022, 2:23 AM
<input type="checkbox"/> adobe.com - Event Forwarding	Edge	Travis Jordan	Mar 8, 2023, 9:09 PM
<input type="checkbox"/> agaber AEPCollection Demo 2	Edge	Alex Gaber	Feb 10, 2022, 9:32 AM

Step 3: Create a new Event Forwarding property

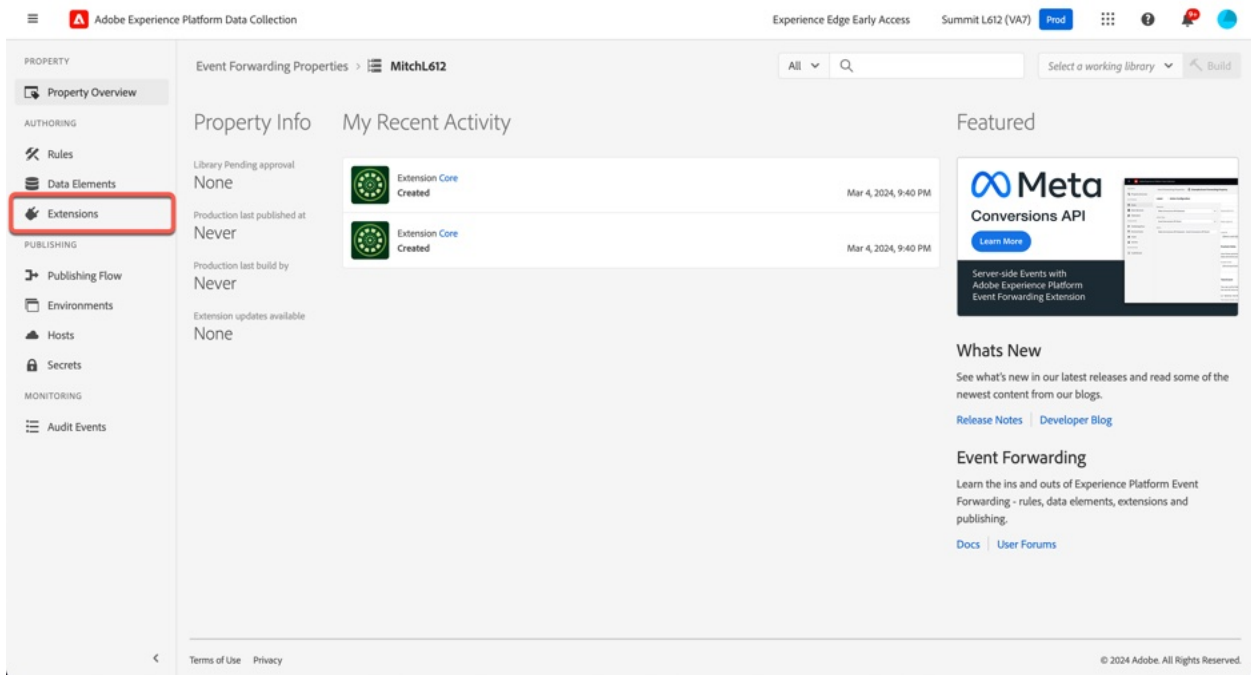
1. Give your property a name **L612-### Event Forwarding**. Where **###** is your seat number.
2. Click **Save**.

The screenshot shows the 'Create Property' form in the Adobe Experience Platform Data Collection interface. The 'Name' field is filled with 'L612-222 Event Forwarding' and is highlighted with a red box and a red '1'. The 'Platform' is set to 'Edge'. The 'Save' button is highlighted with a red box and a red '2'. The 'Cancel' button is also visible.

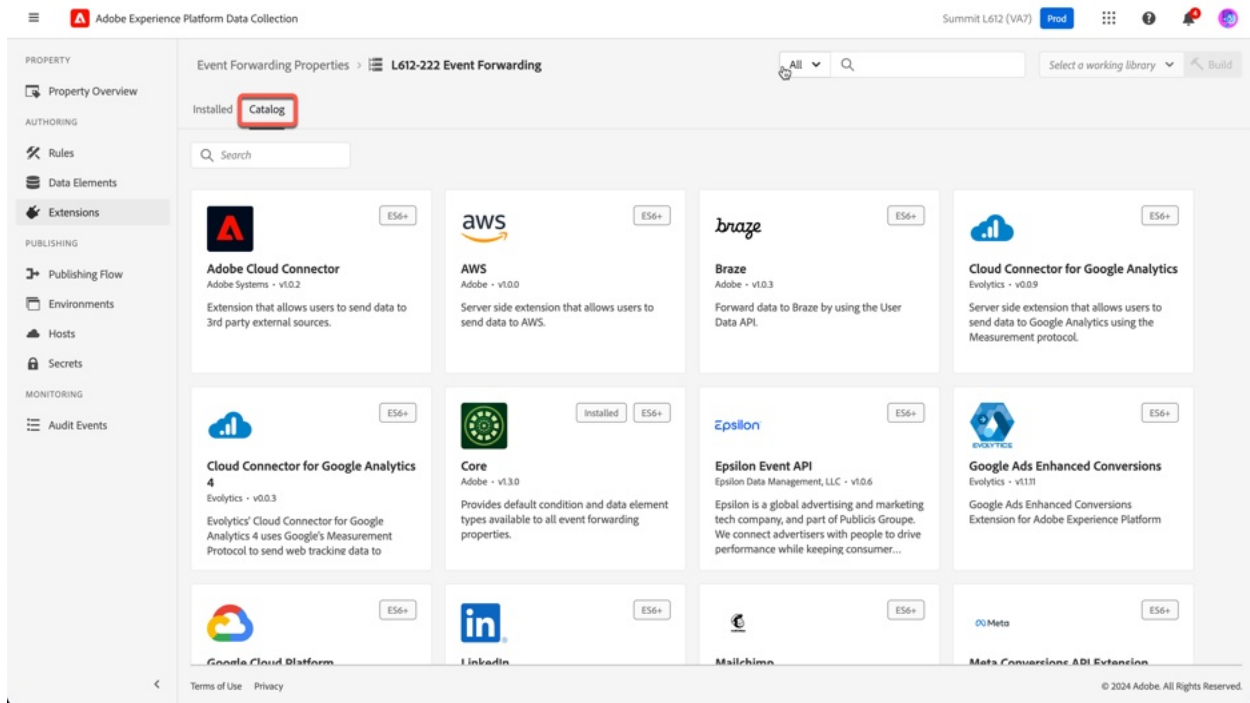
Step 4: You'll be taken back to the main property listing page for Event Forwarding. Search your seat number and click on the **Event Forwarding** property you just created.



Step 5: Navigate to Extensions

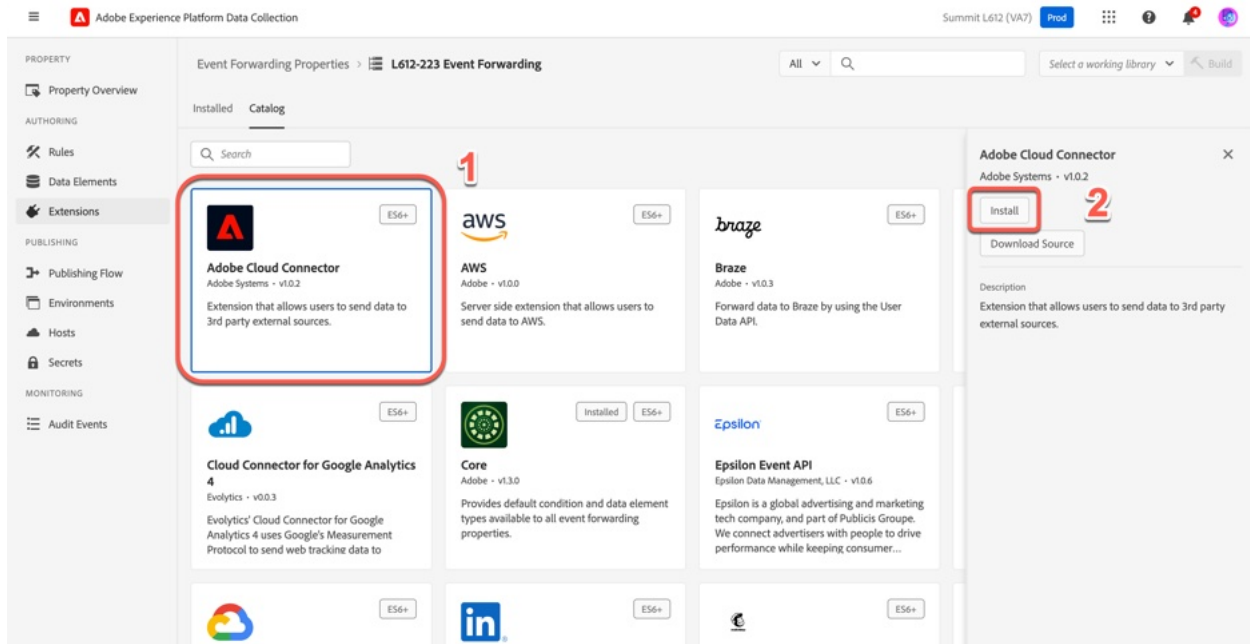


Step 6: Click the Catalog tab near the top of the page.



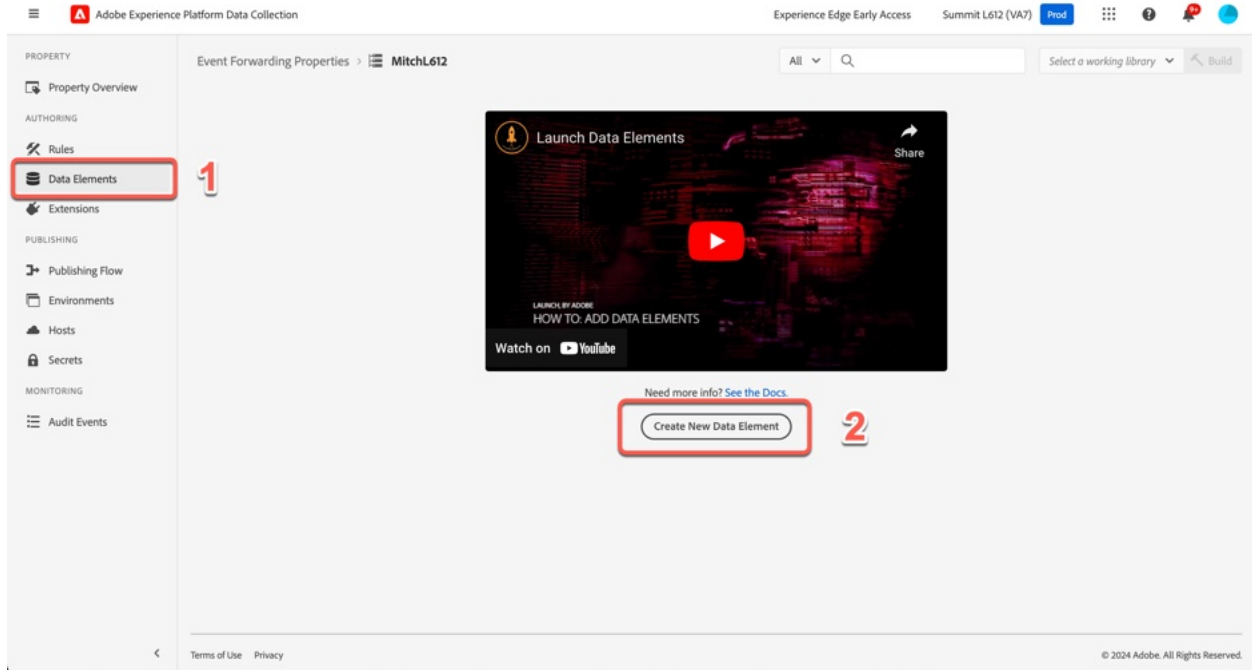
Step 7: Install the Adobe Cloud Connector Extension

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



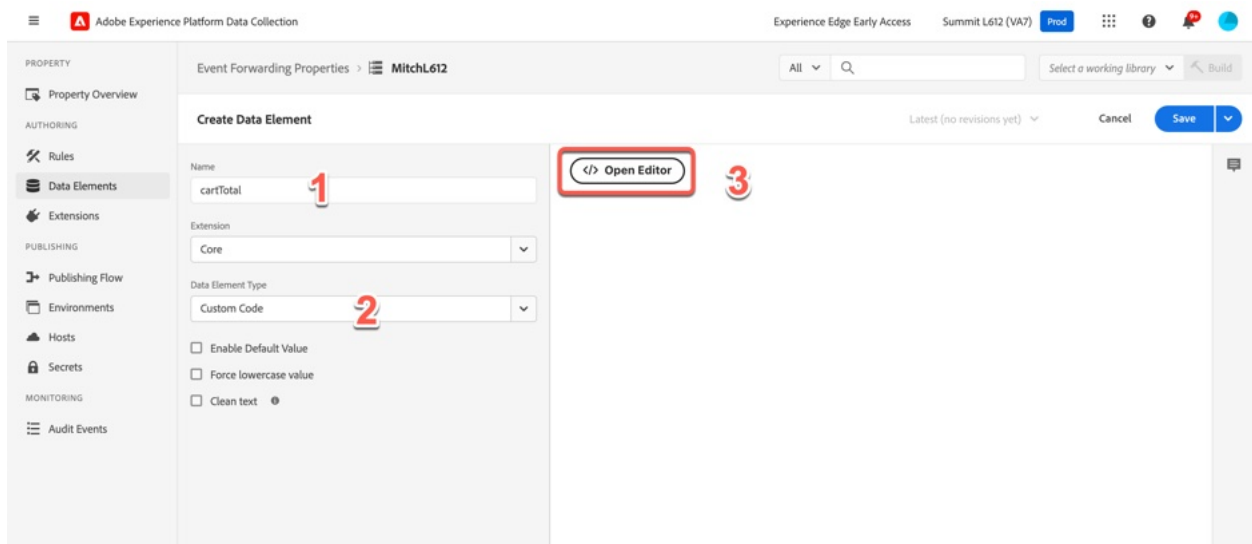
Step 8: Add a new Data Element

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



Step 9: Configure your Data Element

1. Give your Data Element a name of **cartTotal**
2. Select **Custom Code** from the **Data Element Type** dropdown.
3. Click **Open Editor**.

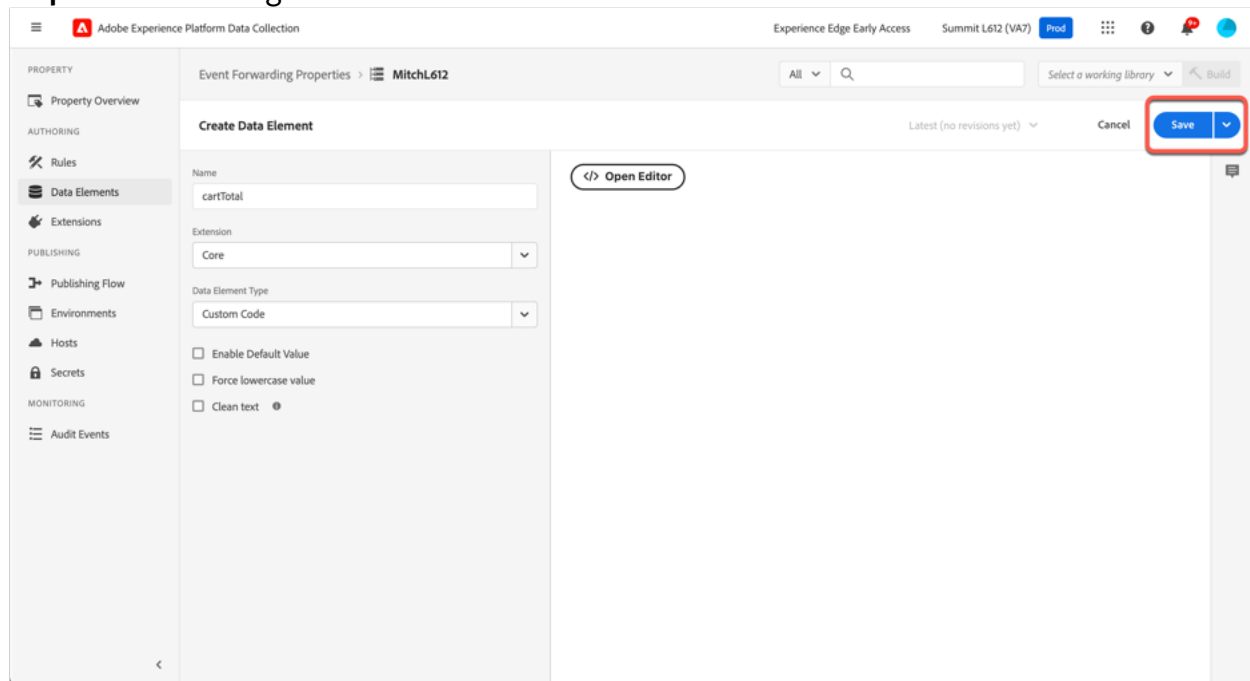


Step 10: Add the following code to the to the Editor and then click **Save**

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



Step 11: Click **Save** again.



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

The screenshot shows the Webhook.site interface. At the top, there's a navigation bar with links like 'Docs & API', 'Custom Actions', 'WebhookScript', 'Terms & Privacy', and 'Support'. Below that, a dark header contains 'Copy', 'Edit', '+ New', 'Login', and 'Upgrade Now' buttons. The main content area is divided into several sections:

- REQUESTS (0/100)**: A sidebar on the left with a search query field and a 'Waiting for first request' status.
- Your unique URL**: A red box highlights the URL `https://webhook.site/416fa020-4d41-45a5-a91d-b804bc2972e5`. Below it are links for 'Open in new tab' and 'Examples'.
- Your unique email address**: Shows the email `416fa020-4d41-45a5-a91d-b804bc2972e5@email.webhook.site` with an 'Open in mail client' link.
- Forward to localhost with Webhook.site CLI**: A code block shows the command: `$ whcli forward --token=416fa020-4d41-45a5-a91d-b804bc2972e5 --target=https://localhost` with an 'Install whcli' link.
- Star on GitHub**: A link to the project's GitHub page.
- What is Webhook.site?**: A section explaining that Webhook.site generates a free, unique URL and e-mail address.
- Webhook.site upgrade benefits**: A list of features including: URLs that never expire, history of up to 10,000 requests, data protection, advanced workflows with Custom Actions, built-in integrations (Google Sheets, Excel, Slack, etc.), and support for various databases.
- Upgrade Now**: A button indicating the price is 'from \$7.5/month'.
- Request Details**: A table with columns for 'Date', 'Size' (0 bytes), and 'ID'. Below it are sections for 'Query strings' (empty) and 'Form values' (empty).
- Headers**: A section for defining request headers.

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

The screenshot shows the Adobe Experience Platform Data Collection interface. The top navigation bar includes 'Adobe Experience Platform Data Collection', 'Summit L612 (VA7)', 'Prod', and various utility icons. The left-hand menu is expanded to show 'Rules', which is highlighted with a red box and a '1' next to it. The main content area displays a video player titled 'Launch Rules' with a 'Share' button. Below the video, there's a 'Watch on YouTube' link and a 'Need more info? See the Docs.' link. A red box with a '2' highlights the 'Create New Rule' button at the bottom of the main content area. The footer contains 'Terms of Use', 'Privacy', and '© 2024 Adobe. All Rights Reserved.'

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

Adobe Experience Platform Data Collection Summit L612 (VA7) Prod

Event Forwarding Properties > L612-222

Create Rule Latest (no revisions yet) Cancel Save to Library

Name
Send Request to Webhook 1

IF - Determines when you want the rule to fire

CONDITIONS 0
Add 2

THEN - Determines what you want the rule to do

ACTIONS 0
Add

Step 15: Configure your condition

1. Select **Value Comparison** from the Condition Type drop-down
2. Click the storage icon next to **Left Operand (required)**

Adobe Experience Platform Data Collection Summit L612 (VA7) Prod

Event Forwarding Properties > L612-222

Latest Send Request to Webhook > Condition Configuration Cancel Keep Changes

Logic Type 0
Regular

Extension
Core

1 Condition Type
Value Comparison

Name
Core - Value Comparison

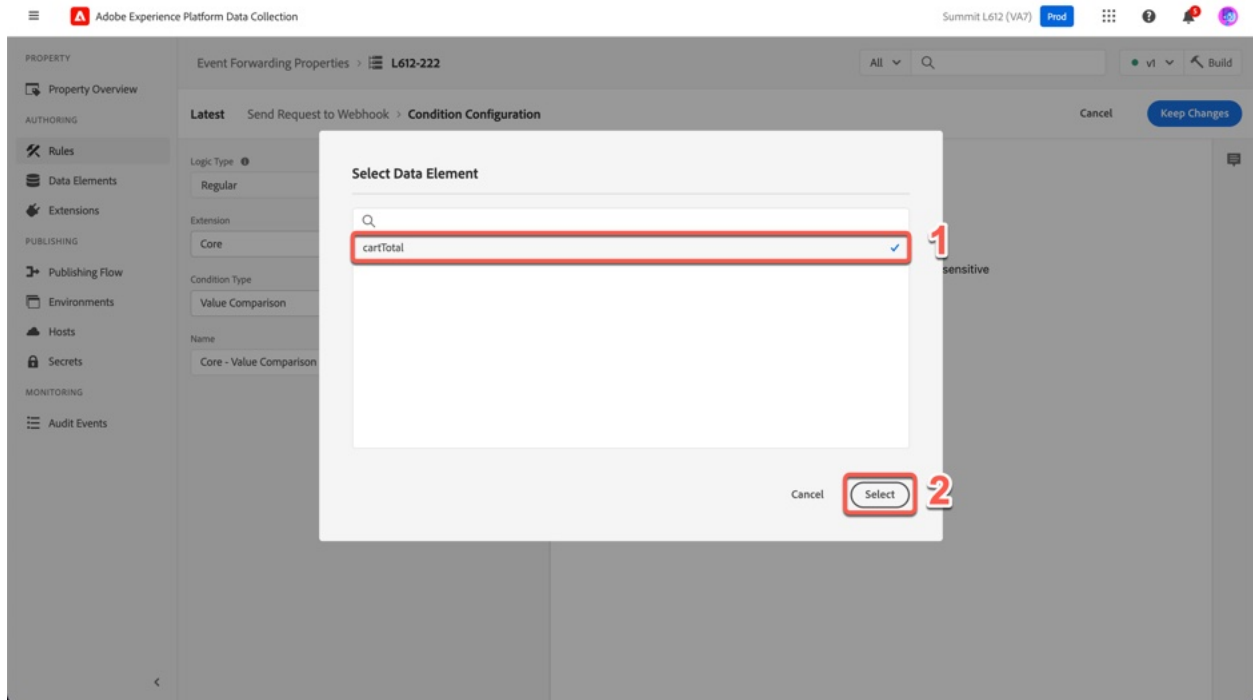
Return true if

Left Operand (required)
2

Operator
Equals Case insensitive

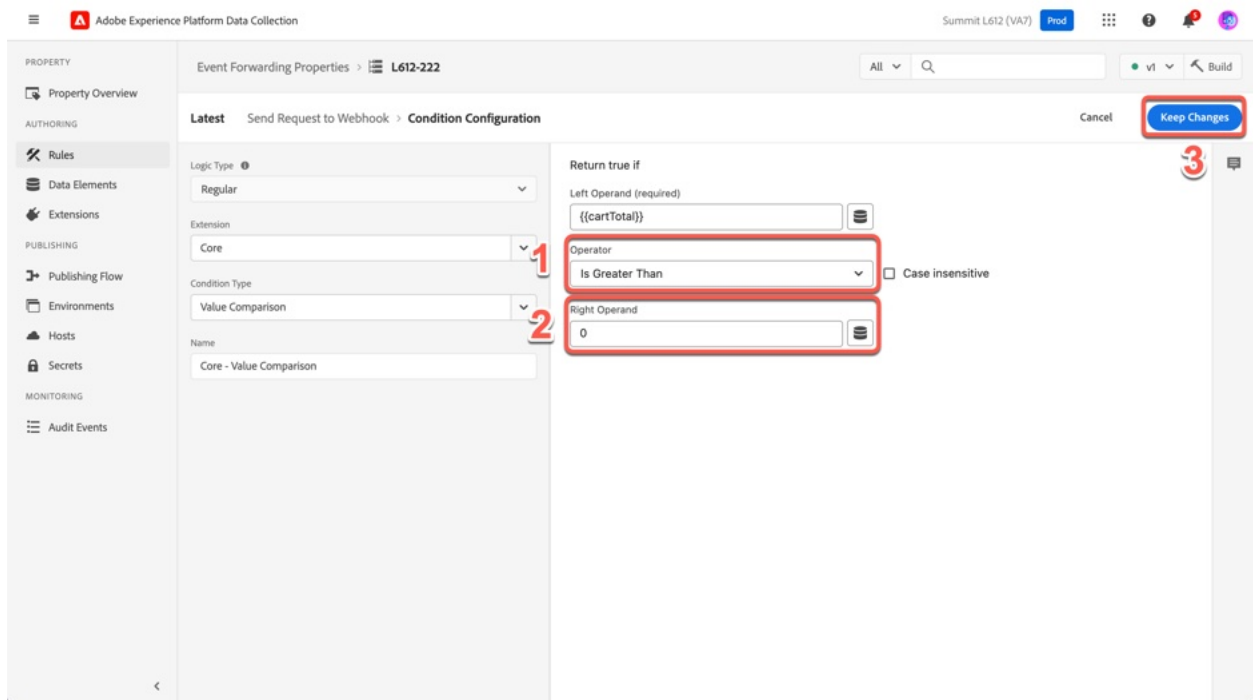
Right Operand

Step 16: Select **Cart Total** from the Data Element Selector

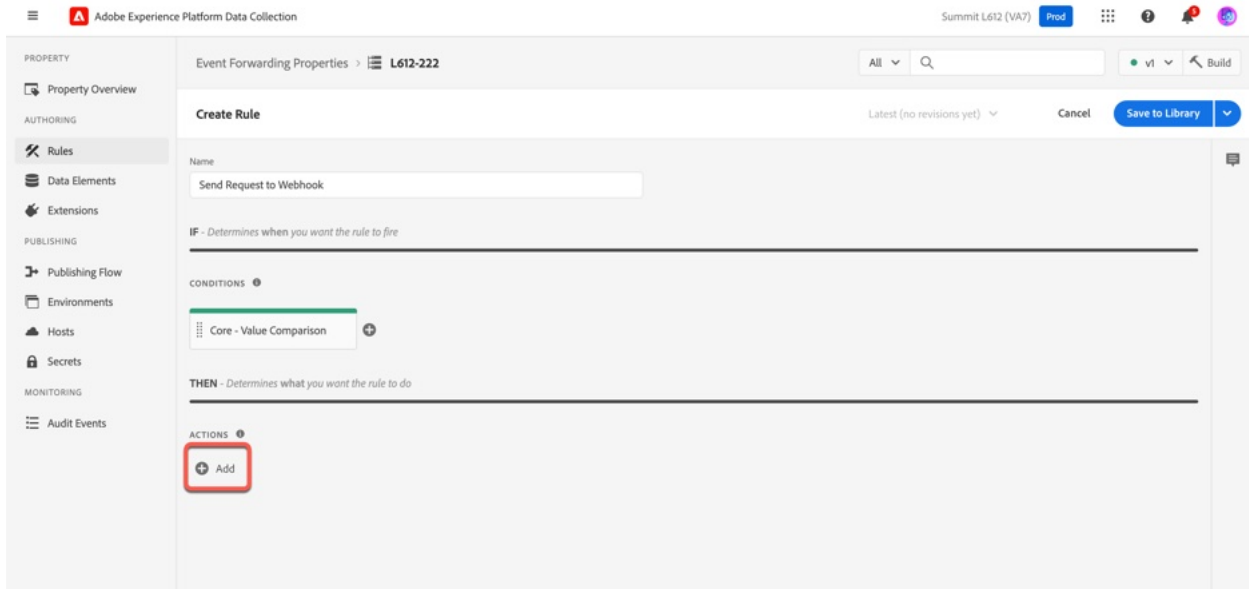


Step 17: Finish configuring your condition

1. Select **Is Greater Than** from the Operator drop-down
2. Enter **0** (zero) in the Right Operand field
3. Click **Save/Keep Changes**

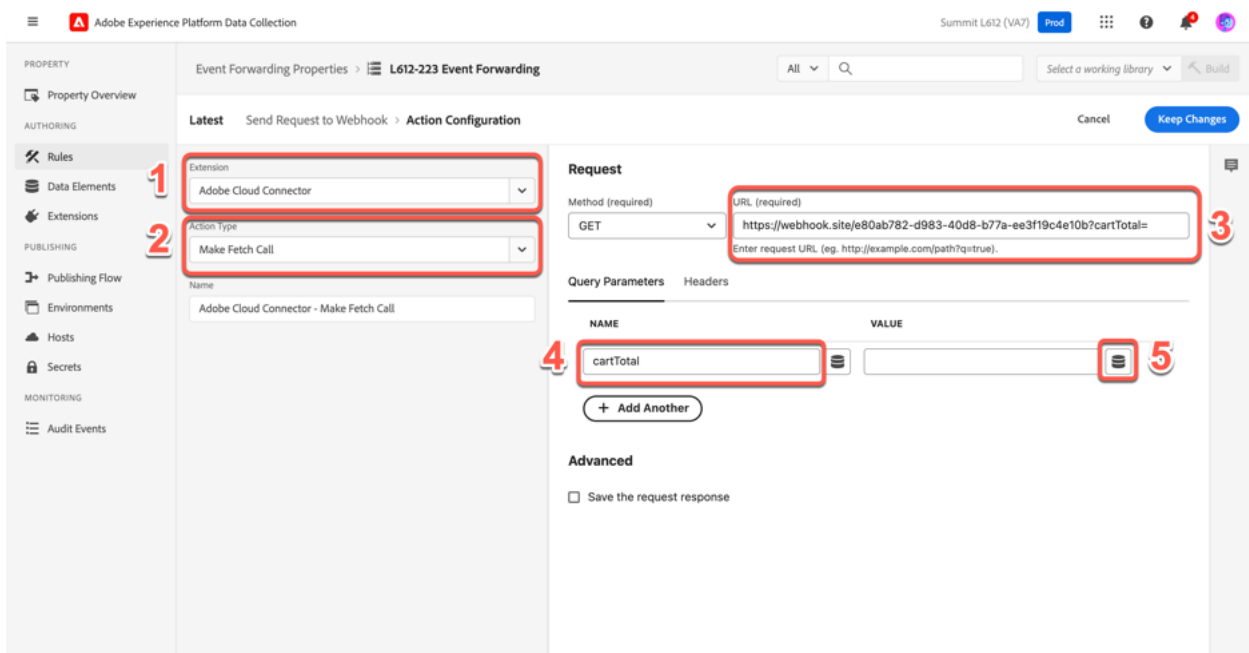


Step 18: Click the plus button to add a new Action

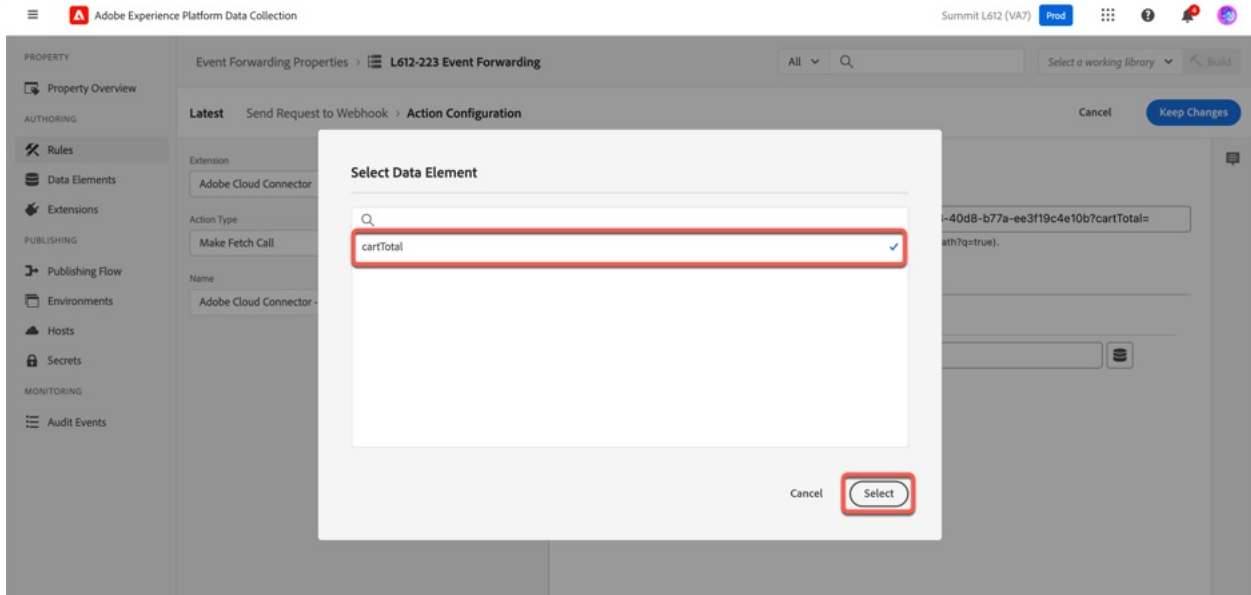


Step 19: Configure the Send Request to Webhook rule.

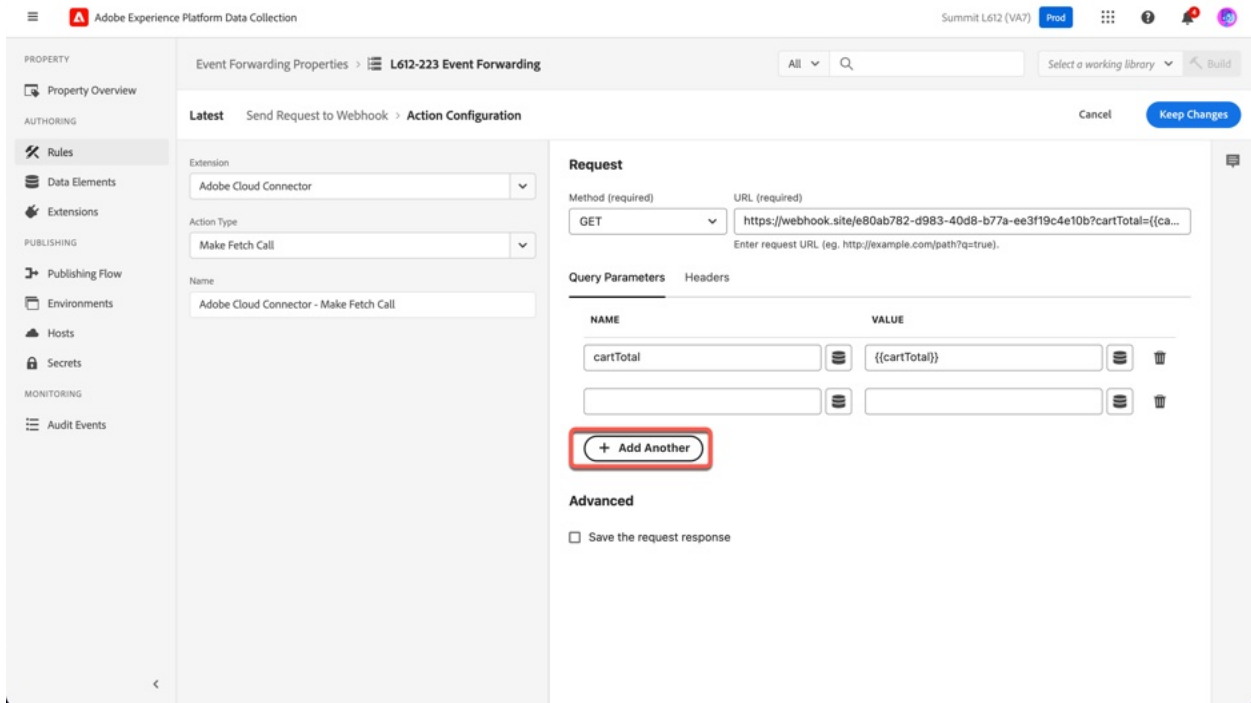
1. Select **Adobe Cloud Connector** from the Extension drop-down.
2. Select **Make Fetch Call** from the Action Type drop-down.
3. **Paste** the Webhook URL.
4. Type **cartTotal** in the Name field.
5. Click the storage icon next to the empty value field.



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



Step 21: Click **Add Another**.



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

The screenshot shows the Adobe Experience Platform Data Collection interface. The left sidebar contains navigation options: PROPERTY (Property Overview), AUTHORIZING (Rules, Data Elements, Extensions), PUBLISHING (Publishing Flow, Environments, Hosts, Secrets), and MONITORING (Audit Events). The main content area is titled "Event Forwarding Properties > MitchL612". The "Latest" tab is active, showing "Send Request to Webhook > Action Configuration". The "Request" section is configured with Method (required) set to "GET" and URL (required) set to "https://webhook.site/416fa020-4d41-45a5-a91d-b804bc2972e5?cartTotal={{ca...". Below the URL, there is a table for Query Parameters:

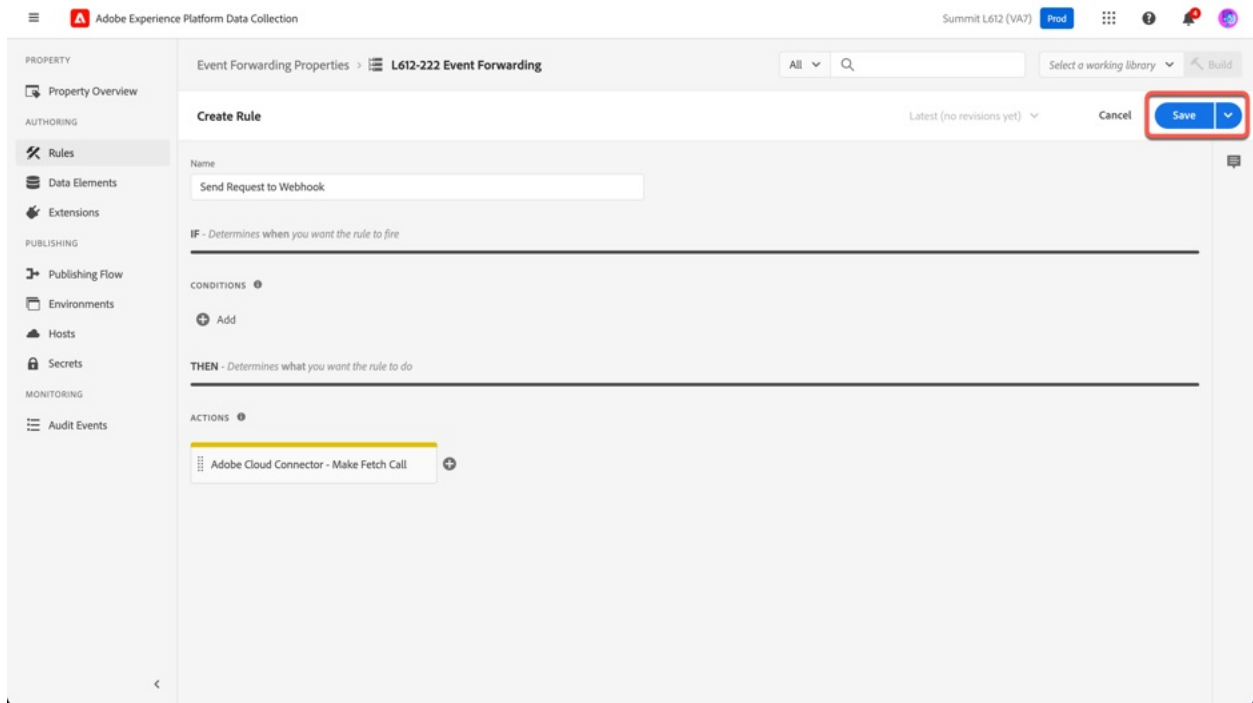
NAME	VALUE
cartTotal	{{cartTotal}}
seatNumber	222

The "Advanced" section has a checkbox for "Save the request response" which is currently unchecked. A "Keep Changes" button is highlighted in blue in the top right corner.

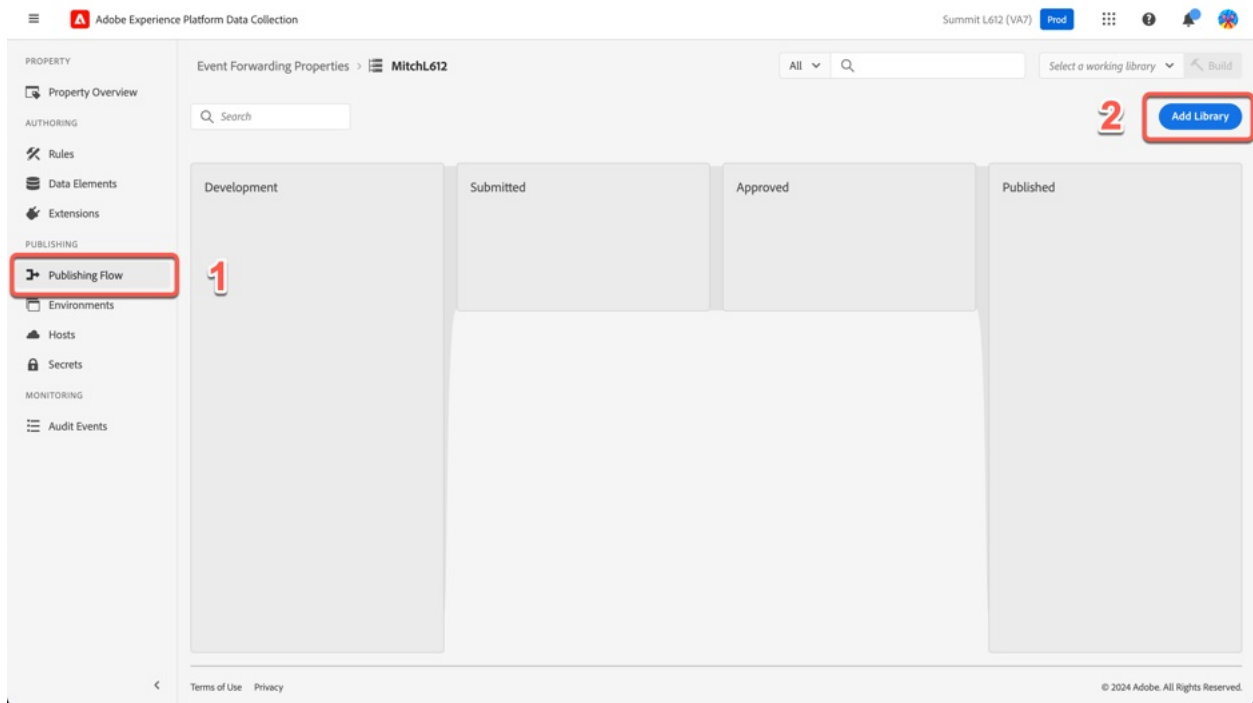
Step 23: Click Keep Changes/Save

The screenshot shows the Adobe Experience Platform Data Collection interface, similar to Step 22 but with the "Latest" tab updated to "L612-222 Event Forwarding". The "Request" section is the same. The "Keep Changes" button in the top right corner is now highlighted with a red box, indicating it should be clicked to save the configuration.

Step 24: Click Save.



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



Step 26: Create an Event Forwarding Library

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

The screenshot shows the 'Create Library' page in the Adobe Experience Platform Data Collection console. The library name is 'v1' and the environment is 'Development (development)'. The 'Add All Changed Resources' button is highlighted with a red box and a '3' callout. The 'Save & Build to Development' button is highlighted with a red box and a '4' callout.

CHANGE	REVISION	MODIFIED BY	LAST MODIFIED	STATUS
> Rule: Send Request to Webhook	Latest i	225 L612	Mar 5, 2024, 8:02 AM	Enabled x
> Data Element: cartTotal	Latest i	Mitch Rice	Mar 4, 2024, 10:01 PM	Enabled x
> Extension: Adobe Cloud Connector	Latest i	Mitch Rice	Mar 4, 2024, 9:48 PM	Enabled x
> Extension: Core	Latest i	Mitch Rice	Mar 4, 2024, 9:40 PM	Enabled x

Bonus Exercise 1.2: Configure Event Forwarding in your Datastream

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

The screenshot shows the 'Datastreams' page in the Adobe Experience Platform Data Collection console. The search bar contains '222'. A table lists datastreams, with the first entry 'L612-222 Datastream' selected. The 'Next' button is visible at the bottom of the table.

Friendly Name	Datastream ID	Last Modified By	Last Modified On
L612-222 Datastream	f499c6dc-47df-4aea-aba2-ef618553d78e	L612+225@adobeeventlab.com	Mar 5, 2024, 9:49 AM

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

The screenshot shows the Adobe Experience Platform Data Collection interface. The breadcrumb navigation is 'Datastreams > Mitch Test'. A table lists services for the 'Mitch Test' datastream:

Service Name	Status	
Adobe Analytics	Enabled	...
Adobe Target	Enabled	...

The 'Add Service' button is highlighted with a red box. On the right, a sidebar shows details for 'Mitch Test', including Datastream ID, Event Schema, and creation/modification information.

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

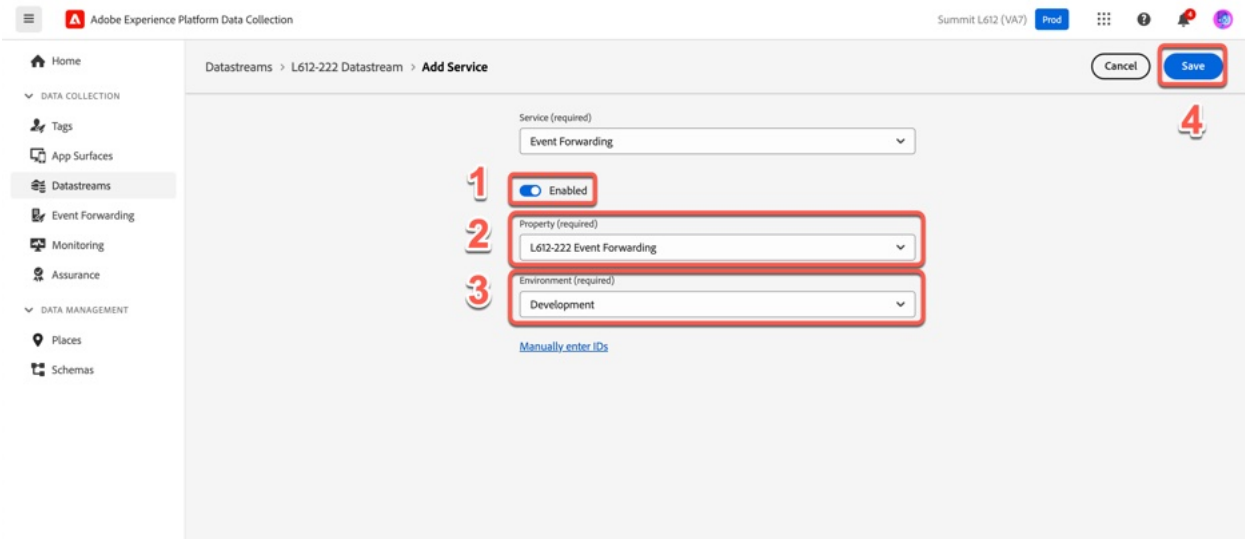
The screenshot shows the 'Add Service' configuration page. The breadcrumb navigation is 'Datastreams > L612-222 Datastream > Add Service'. A dropdown menu is open, showing the following options:

- Adobe Analytics
- Adobe Audience Manager
- Adobe Target
- Event Forwarding
- Adobe Experience Platform

The 'Event Forwarding' option is highlighted with a red box. The page includes 'Cancel' and 'Save' buttons at the top right.

Step 4: Configure Event Forwarding in your Datastream

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



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

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

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