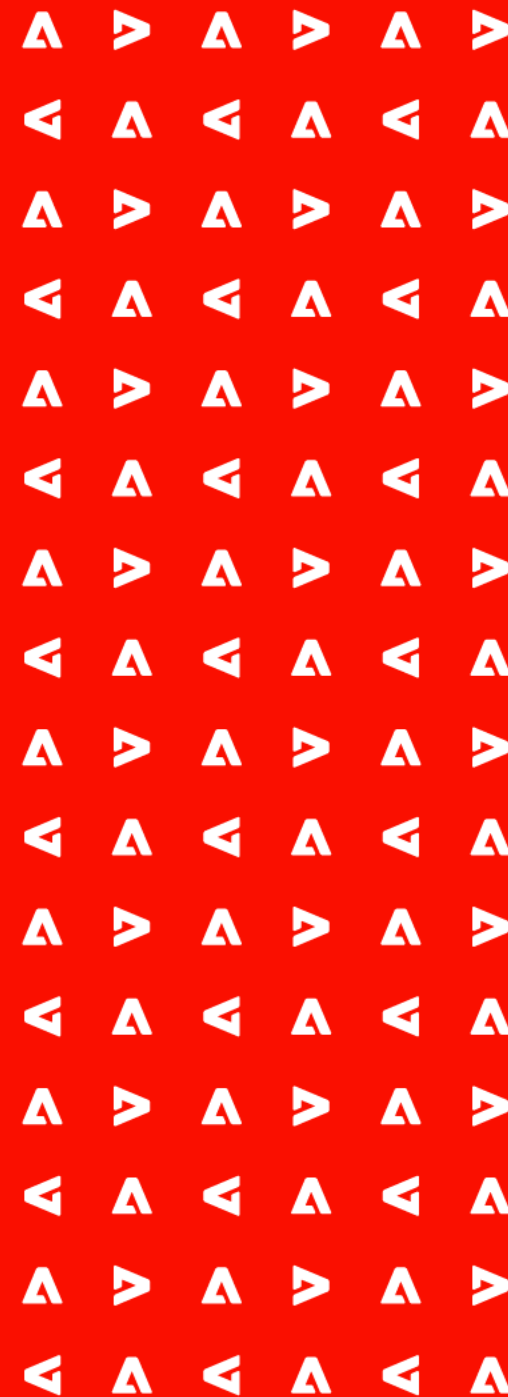




Learn from your peers | Adobe Analytics Webinar

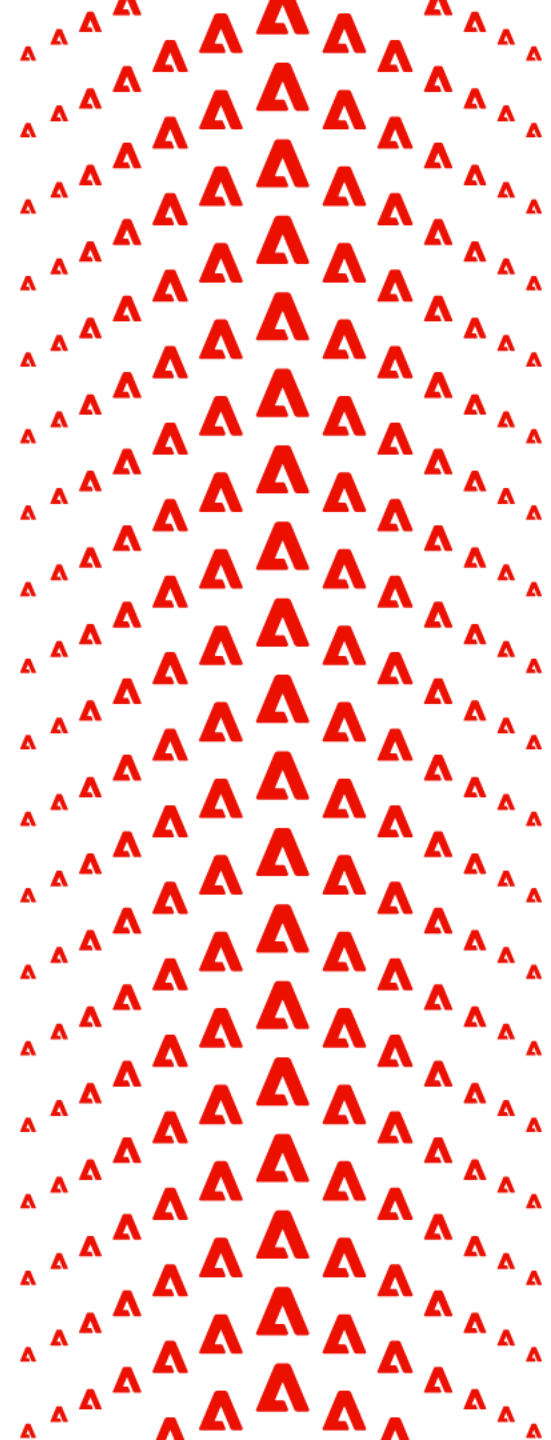
Fueling the Successes of Tomorrow: Data Quality & Adoption

August 25, 2022



Agenda

Time (PT/CEST)	Topic
8:00am / 5:00pm	Welcome and agenda
8:05am / 5:05pm	Fueling the Successes of Tomorrow: Data Quality & Adoption <ul style="list-style-type: none">• <i>Build a data-quality mindset</i>• <i>Enable high-quality data collection</i>• <i>Monitor data quality in Analysis Workspace</i>
8:45am / 5:45pm	Q&A with the presenters
8:55am / 5:55pm	Wrap-up



Frederik Werner

- Practice Lead Analytics @ DHL, Germany
- 2x Adobe Analytics Champion
- 4x Adobe Summit Speaker
- EMEA Adobe Analytics User Group Lead
- Contributor to the Adobe Launch Core Extension
- Author of <https://www.fullstackanalyst.io>



Sarah Owen

- Senior Analytics Engineer, Search Discovery
- 3x Adobe Analytics Champion
- 2x Adobe Summit Speaker
- NOAM Central Adobe Analytics User Group Co-lead
- Avid Reader of <https://www.fullstackanalyst.io>

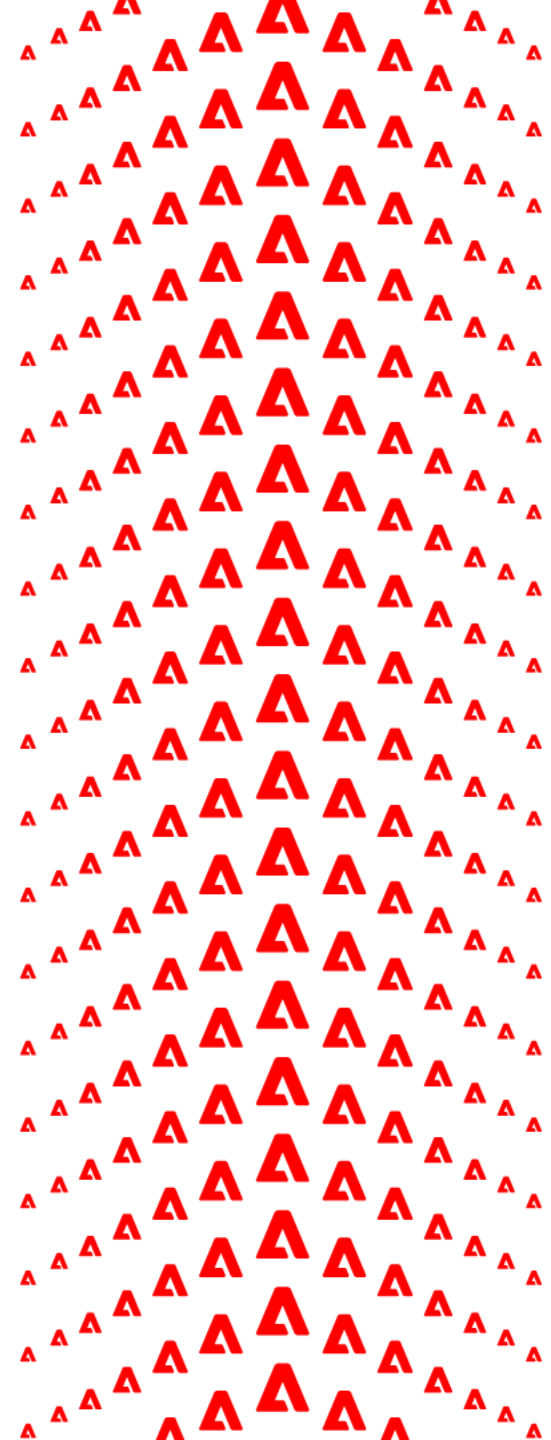


**Build a data-quality mindset
across your company**

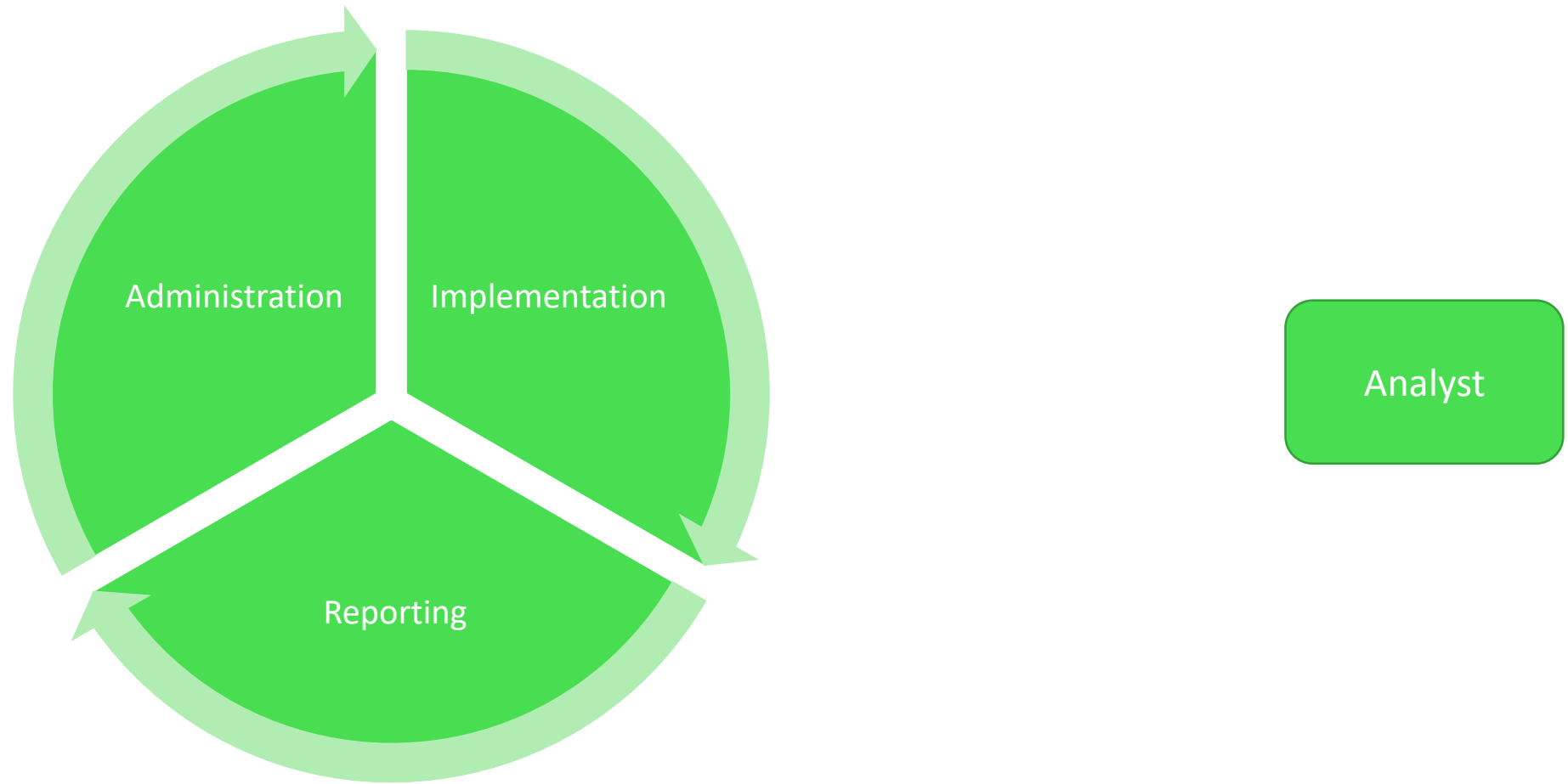


*“Quality is not an
act, it is a habit.”*

ARISTOTLE



Data quality in small setups rests on the analyst's shoulders



Data quality in mature environments is a shared responsibility



Developers

Analyst

Business

Core belief of a data-quality mindset

Data quality = Decision quality



Developers

- Make sure the app works and data collection is healthy
- Strive to get direct feedback for new issues



Business Stakeholders

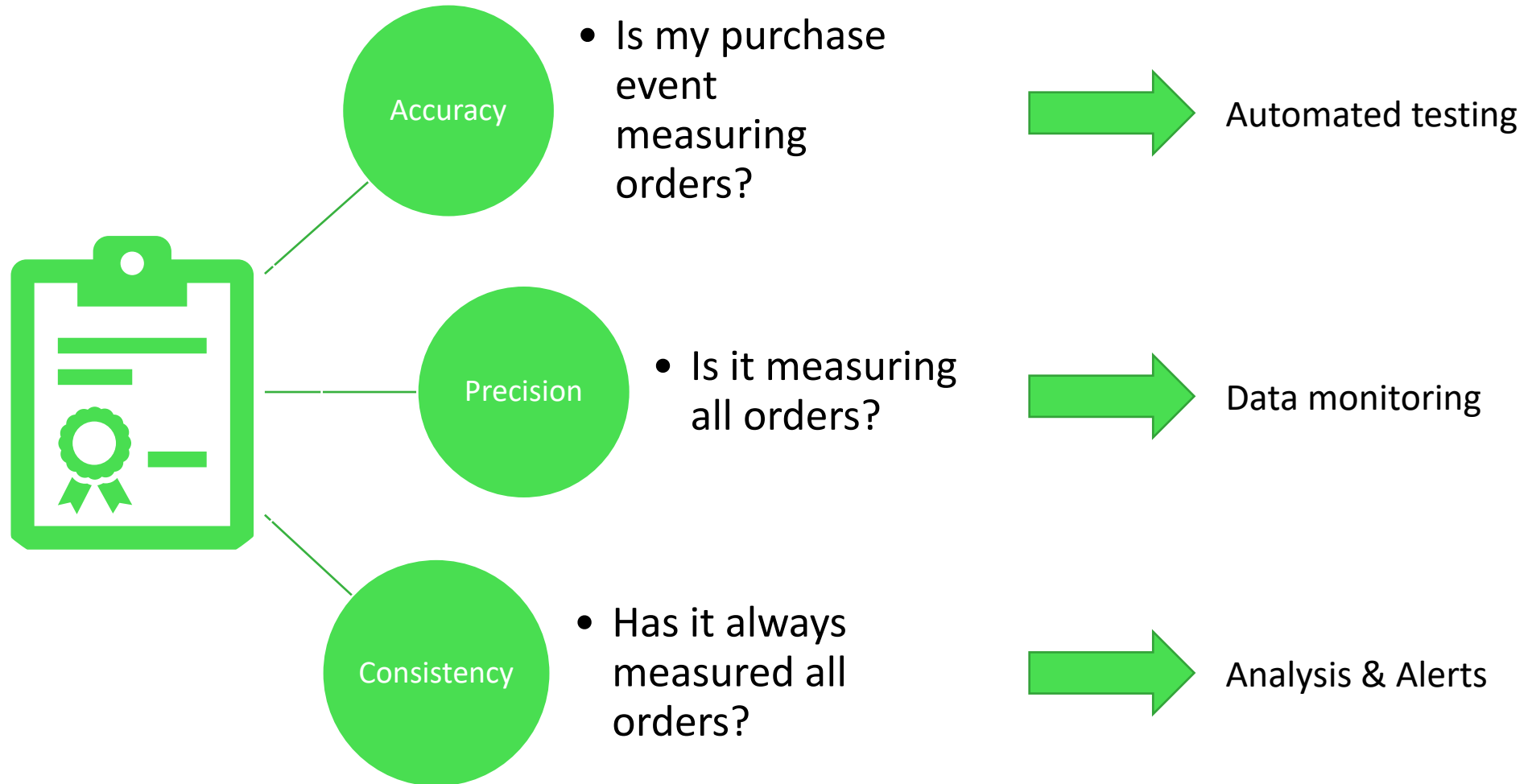
- Ensure analysis is technically correct
- Strive to exploit analytical options



Analysts

- Stay on top of all implementations
- Strive to allow for self-service

Common dimensions of data quality



**Enable high-quality data collection in
your implementations**



Begin with *Capturing info about the call that collected the data*

Capture the Launch Rule Name: `event.$rule.name` `%event.$rule.name%`

`s.prop19 = s.prop19 ? s.prop19 + "|" + event.$rule.name : event.$rule.name`

The screenshot displays the Adobe Experience Cloud interface. On the left, a sidebar contains navigation links: PROPERTY (Property Overview), AUTHORIZING (Rules, Data Elements, Extensions), PUBLISHING (Publishing Flow, Environments, Hosts), and MONITORING (Audit Events). The main panel is titled 'Tag Properties > SDI' and shows an 'Edit Rule' configuration. The 'Name' field is highlighted with a red box and contains 'Page Load'. Below this, the 'IF - Determines when you want the rule to fire' section shows 'Core - DOM Ready' as the event. The 'THEN - Determines what you want the rule to do' section shows 'Adobe Analytics - Set Variables' as the action. An 'Action Configuration' modal is open, showing 'Click Me' as the latest action. The modal includes fields for 'Extension' (Adobe Analytics), 'Action Type' (Send Beacon), and 'Name' (Adobe Analytics - Send Beacon). The 'Tracking' section has two radio buttons: 's.t(): Send data to Adobe Analytics and treat it as a page view' (unselected) and 's.tl(): Send data to Adobe Analytics and do not treat it as a page view' (selected). The 'Link Type' is 'Custom Link' and the 'Link Name' is '%event.\$rule.name%', which is highlighted with a green box. The modal also has 'Cancel' and 'Keep Changes' buttons.

Begin with *Capturing info about the call that collected the data*

Capture the Launch Rule Name: Data Elements

The image is a collage of four screenshots from the Adobe Experience Cloud interface, illustrating the steps to capture the Launch Rule Name as a data element.

- Top Left:** A card for the 'Core' extension (v3.3.0). It states: 'Provides default event, condition, and data element types available to all Launch properties.' with a 'Learn More' link.
- Top Middle:** A 'Create Data Element' dialog. The 'Name' field is 'Launch Info', the 'Extension' is 'Core', and the 'Data Element Type' is 'Runtime Environment'. Below these are checkboxes for 'Enable Default Value', 'Force lowercase value', and 'Clean text', and a 'Storage Duration' dropdown.
- Bottom Left:** An 'Edit Data Element' dialog. The 'Name' is 'Build Rule Name', the 'Extension' is 'Core', and the 'Data Element Type' is 'Conditional Value'. It includes the same checkboxes and 'Storage Duration' dropdown as the 'Create' dialog. To the right of these fields is a configuration area for a conditional rule, including 'Compare two values and return a value based on the result', 'Left Operand' (%Base Rule Name%), 'Operator' (Equals), 'Right Operand' (%Launch Rule Name%), and options to 'Return conditional value' and 'Return fallback value'.
- Right:** A 'Variables' configuration panel. It contains a note about sending beacons to Adobe Analytics. Below this are sections for 'eVars' and 'Props'. In the 'Props' section, the 'prop3' is set to '%Launch Library Build%', which is highlighted with a blue box.

Begin with *Capturing info about the call that collected the data*

Capture the Launch Environment & Launch Build Date

- Launch Environment: `_satellite.environment.stage`
- Launch Build Date: `_satellite.buildInfo.buildDate`

The screenshot displays the Adobe Launch configuration interface. On the left, a card for the 'Core' extension (v3.3.0) is shown, with a 'Configure' button. The main area is the 'Create Data Element' form. The 'Name' field is 'Launch Info', the 'Extension' is 'Core', and the 'Data Element Type' is 'Runtime Environment'. A blue box highlights the 'Data Element Type' dropdown, with a blue arrow pointing to the 'Attribute' dropdown on the right. The 'Attribute' dropdown is open, showing a list of attributes: 'Environment Stage' (selected with a checkmark), 'Library Build Date', 'Property Name', 'Property ID', 'Rule Name', 'Rule Id', 'Event Type', 'Event Detail Payload', and 'Direct Call Rule Identifier'. Below the 'Data Element Type' dropdown are three checkboxes: 'Enable Default Value', 'Force lowercase value', and 'Clean text'. At the bottom, the 'Storage Duration' is set to 'None'.

Create Data Element

Name: Launch Info

Extension: Core

Data Element Type: Runtime Environment

Attribute: Environment Stage

Environment Stage (selected)

Library Build Date

Property Name

Property ID

Rule Name

Rule Id

Event Type

Event Detail Payload

Direct Call Rule Identifier

☐ Enable Default Value

☐ Force lowercase value

☐ Clean text

Storage Duration: None

Begin with *Capturing info about the call that collected the data*

Capture Versions and IDs

- Adobe VisitorID: `Visitor.version`
- Adobe Target: `adobe.target.VERSION`, activity name & id, and experience name & id
- Adobe Audience Manager: `DIL.version`
- Decibel Session ID: `'di-' + _da_.da_websiteId+ '-' + sessionStorage._da_da_sessionId;`
- Medallia IDs: Medallia for Adobe Launch: `eventName, formId & FeedbackUUID`

Begin with Documentation & Assistance from the QA Team

Know Thy Data

File Edit View Insert Format Data Tools Extensions Help Last edit was seconds ago

100% \$ % .0 .00 123 Default (Ari... 10 B I S A

3:13 fx

	A	B	C	D	E	F
1	#	Location on Site	Item			
2	1	Every Page	Pa			
3	2	Every Page	Site			
4	3	Product Detail Pages	Pr			

Experience Makers Live

Agenda Community FAQ Register for free

September 13-14, 2022

EXPERIENCE MAKERS LIVE

A free event for Experience Makers featuring keynotes by Sara Blakely, Peyton Manning, and Eli Manning.

Register for free

Sara

marketingTags: {facebook: {...}}

marketingtech: {bootstrap: {...}, diagnostic: {...}}

nglParams: ""

organization: {ecid: '63209046260780368271717935872194288594', demandbase: {...}}

page:

pageInfo:

breadcrumbs: []

geoRegion: "US"

language: "en-US"

legacyMarketSegment: ""

location: {ancestorOrigins: {...}, href: 'https://business.adobe.com/events/experience-makers-live'}

munchkinId: "1658343581915-42029"

pageContentId: "52a61b0e-2d5d-3630-818d-53efbe98112d"

pageLoadTime: undefined

pageName: "business.adobe.com:events:experience-makers-live"

queryParameters: {sddid: 'W2T7J5XD', mv: 'webpush'}

siteSection: "Adobe Experience Makers Live"

template: ""

Adobe Experience Platform Debugger

Send Feedback

Summary

Network Requests

adobeobenacdcprod

Experience Platform Web SDK

Analytics

Target

Audience Manager

Experience Platform Tags

business.adobe.com

https://business.adobe.com/events/experie...

https://business.adobe.com

/events/experience-makers-live.html

https:

7sdd-W2T7J5XD6mw-webpush

gTag-AW-987390658-AW-1004494713-AW-9...

0.19.0

ACHECKER

MESOS

IBM

MonkeyTalk

LoadComplete

TRICENTIS Tosca

nexpose

ACCELO

docker

eggplant

seetest

LoadNinja

acunetix

Qualys

HP UFT

kubernetes

SAUCE LABS

TestComplete

LoadUI Pro

appspider

VERACODE

lookback

Automic

Perfecto

testdroid

loadview

Katalon

loop

AXE

Electric Cloud

OM OpenMake

BrowserStack

Checkmarx

Optimizely

dead link checker

pyng

fuc

puppet

appium

smartmeter.io

CloudTest

Calaba.sh

sortsite

Bamboo

SALTSTACK

Robotium

CODESHIP

Tenon fm

cloudbees


Terraform


JMeter

WATTOOL







ObservePoint


Begin with *Automated Testing*



**All checks have passed**
7 successful checks

[Hide all checks](#)

	 UI Tests / interaction-and-accessibility (push) Successful in 33s	Details
	 UI Tests / visual-and-composition (push) Successful in 1m	Details
	 UI Tests / user-flow (push) Successful in 1m	Details

**This branch has no conflicts with the base branch**
Merging can be performed automatically.

Merge pull request

▼

You can also [open this in GitHub Desktop](#) or view [command line instructions](#).

Begin with *Automated Testing*

Development teams often use automated testing (like Selenium) to verify their work

Automated tests can be used to

- Verify data layer content
- Ensure custom events are firing, e.g. on link clicks
- `_satellite.setDebug(true)` enables Launch's log messages
- `_satellite.monitors` provides custom event callbacks

In general, try to become a natural part of your dev's day-to-day work

Strive to *Reduce Custom Code*

Adobe Experience Platform Data Collection

Prod (NLD2) Prod

Edit Code (JavaScript)

Cancel Save

```
140         if(contextInfo[1].match(/:/))
141             event.dataTrackingLevel = contextInfo[1].split(":")[0];
142     }
143     /* This block will check if the element has a data-bu attribute applied.
144      * If this is true, some values related to BU information will also be applied
145      * to the event object.
146      */
147     if(element.getAttribute("data-bu")&&element.getAttribute("data-ctafct")){
148         event.dataBu = element.getAttribute("data-bu");
149         event.dataCtafct = element.getAttribute("data-ctafct");
150         event.dataPath = element.closest("div[data-wizardpath]")&&element.closest("div[data-wizardpath]").getAttribute("data-wizardpath")||"";
151     }
152 }
153 // return value has to be truthy in order to trigger the rule.
154 return dataTracking&&event;
155 }
156 }
157 try{
158     var e = extract(event.element);
159     event.dataTrackingTitle = e.dataTrackingTitle;
160     event.dataTrackingTopic = e.dataTrackingTopic;
161     event.dataTrackingComponent = e.dataTrackingComponent;
162     event.dataBu = e.dataBu;
163     event.dataCtafct = e.dataCtafct;
164     event.dataPath = e.dataPath;
165     event.dataTrackingLevel = e.dataTrackingLevel;
166     return!0;
167 }catch(e){}
```

Warnings may prevent the code from behaving as expected.

ES6+ now supported! [See help docs for more info.](#)

Strive to *Reduce Custom Code*

Instead of...


- `_satellite.environment.stage`, etc.
- *If...else...*
- Simple JS operations (replace, substring, etc.)
- Lookup arrays
- Concatenation
- Coalesce

Strive to use...


- *Runtime environment* Data Elements
- *Conditional value* Data Elements
- *JavaScript Tools* Data Elements
- *Mapping Table* Data Elements
- *Constant* Data Elements
- *Mapping Table* Data Elements or
- *Data Element Assistant* Data Elements

Strive to Utilize Webhooks for Launch deployments

Launch Webhooks (officially called "Callbacks") can inform other systems about events, like deployments



ZabbiX Webhook · 12/7/2021, 4:28 PM



New Library published on DHL.com Staging!
by [Frederik Werner](#)

Library

Update | Fix event reference | [DDA-392](#)

Environment

staging/Staging

Creator

[Frederik Werner](#)

Data Elements

- Event | Content Interaction
- Event | Content Name
- Event | Content Position
- Event | Content Type

Rules

- All Pages | Analytics Content Interaction | dhl_utf_contentInteraction | [AA]


Extensions



Notes


Open Library

Open Publishing Flow

[See less](#)

 Reply

 Web Analytics added a comment - 07/Dec/21 4:28 PM -  Restricted to [Administrators](#)

 There just was a deployment on DHL.com Staging for this ticket

Frederik Werner just deployed Library Update | Fix event reference | [DDA-392](#)

This Library includes:

Data Elements


- Event | Content Interaction
- Event | Content Name
- Event | Content Position
- Event | Content Type

Rules

- All Pages | Analytics Content Interaction | dhl_utf_contentInteraction | [AA]

Extensions

Notes

Edit · Delete · 

Strive to *Reconsider building an Extension*

- Creating a private Extension may look attractive to coding-savvy team members
- **But:** Build process and maintenance are non-trivial
- Alternatives:
 - Contribute to the Launch Core Extension on GitHub
 - Use available Extensions
 - Work with an agency to outsource maintenance

Read more on fullstackanalyst.io and the Adobe Tech Blog!

Strive to *Use custom debugging*

Use a Custom Code action with `_satellite.logger` to provide useful feedback to devs and users



The screenshot displays the Adobe Experience Platform Data Collection interface. The top navigation bar includes the Adobe logo, the text "Adobe Experience Platform Data Collection", and environment information "Prod (NLD2)". A "Prod" button and a grid icon are also visible. The main area is titled "Edit Code (JavaScript)" and contains a code editor with the following JavaScript code:

```
1 _satellite.logger.info("Internal Debug: Content Interaction tracked! The payload was:\n" + JSON.stringify(event.detail, null, 2))
```

Below the code editor, a debug console window is open, showing a log entry at 08:29:50.125. The log message is: "[Custom Script] DHL Debug: Page View tracked! The datalayer contained:". The log entry includes a detailed JSON object representing the datalayer:

```
{
  "page": {
    "pageInfo": {
      "publisher": "Core",
      "language": "en-G0",
      "analyticsId": "e8d89833cd3f662de8bd67f0c891c210",
      "pageName": "Future of Work Interactive Report | Chapter 3 | DHL"
    },
    "attributes": {
      "campaign": "NA"
    },
    "category": {
      "subCategory2": "NA",
      "subCategory1": "Detail",
      "primaryCategory": "Thought Leadership",
      "contentType": "NA"
    }
  },
  "UUID": "ad7e5feb-671f-4d73-8d90-87df3a7affb1",
  "event": []
}
```

Monitor data quality in Workspace



Use Workspace Monitor minimal viable metrics & deployments

Minimal Viable Metrics ?

Demo Data analyticschampionspro... ▼ X

Drop a segment here (or any other component)

Jan 1, 2020 - Jul 31, 2022

MVM

	Yesterday	Today	This week (excluding today)	Last Week (building)
Metrics	12 AM	12 AM	Aug 14	Aug 7
1. Online Orders	972 91.3%	609 91.6%	6,578 92.2%	6,651 91.9%
2. Event Registrations	72 6.8%	44 6.6%	403 5.6%	444 6.1%
3. Appointments Scheduled	21 2.0%	12 1.8%	152 2.1%	140 1.9%

Description of MVM

Online Orders :: Incremented when a visitor reaches the order confirmation page within the "Shop" section of the site.

Event Registration :: Incremented when a visitor completes the registration flow for a paid event (not incremented for free events).

Secondary

	Yesterday	Today	This week (excluding today)	Last Week (building)
Metrics	12 AM	12 AM	Aug 14	Aug 7
1. Internal Searches	3,146 80.0%	2,089 80.3%	21,401 79.5%	21,594 79.6%
2. Sign-Ins	354 9.0%	242 9.3%	2,549 9.5%	2,571 9.5%
3. Questions Answered	302 7.7%	205 7.9%	2,207 8.2%	2,179 8.0%
4. Premium Views	108 2.7%	57 2.2%	671 2.5%	675 2.5%
5. Click to Call	21 0.5%	8 0.3%	103 0.4%	114 0.4%

Use Workspace Monitor minimal viable metrics & deployments

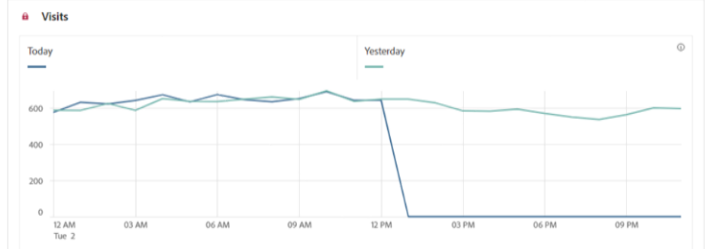
July 31, 2022 Deployment :: ?

Demo Data analyticschampionspro... ▾ ▾ ×

Deploy occurred at 1pm CST on July 31st.
The deploy included updates to internal search.

Drop a segment here (or any other component)

Jul 31, 2022 - Jul 31, 2022



MVM

	Yesterday	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	Today	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM
1. Online Revenue	\$10,165	\$12,578	\$12,396	\$14,078	\$15,512	\$8,415	\$0	\$0	\$0	\$0	\$0	\$0
2. Online Units	87	103	96	121	127	73	0	0	0	0	0	0
3. Questions Answered	15	14	10	14	16	8	0	0	0	0	0	0
4. Sign-Ins	15	17	16	21	16	12	0	0	0	0	0	0
5. Email Unsubscribes	3	8	2	7	3	7	0	0	0	0	0	0
6. Event Registrations	2	3	2	3	3	2	0	0	0	0	0	0
7. Appointments Scheduled	1	0	0	0	0	2	0	0	0	0	0	0
8. Approval Requests	1	3	4	2	3	3	0	0	0	0	0	0

Internal Search Events

	Yesterday	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	Today	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM
1. Internal Searches	134	45.6	138	45.0	145	45.0%	123	46.1%	132	45.2%	140	45.6%
2. Internal Search Term Instance	134	45.6	138	45.0	145	45.0%	123	46.1%	132	45.2%	140	45.6%
3. Internal Searches: Search Ref	25	8.5%	28	9.1%	29	9.0%	19	7.1%	24	8.2%	24	7.8%
4. Internal Searches: No Results	1	0.3%	3	1.0%	3	0.9%	2	0.7%	4	1.4%	3	1.0%

Internal Search Terms

	Yesterday	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	Today	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM
1. isterm30	9	6.7%	2	1.4%	2	1.4%	123	46.1%	132	45.2%	140	45.6%
2. isterm33	7	5.2%	7	5.1%	3	2.1%	1	0.8%	2	1.5%	1	0.7%
3. isterm24	7	5.2%	5	3.6%	6	4.1%	2	1.6%	3	2.3%	4	2.9%
4. isterm26	6	4.5%	4	2.9%	4	2.8%	1	0.8%	6	4.5%	1	0.7%
5. isterm35	6	4.5%	3	2.2%	3	2.1%	0	0.0%	2	1.4%	0	0.0%

July 31, 2022 Deployment :: ?

Deploy occurred at 1pm CST on July 31st.
The deploy included updates to internal search.

Drop a segment here (or any other component)

Jul 31, 2022 - Jul 31, 2022

MVM

Metrics

Page: 1 / 1 Rows: 50 1-4 of 4

1. Online Revenue
2. Online Units
3. Questions Answered
4. Sign-Ins
5. Email Unsubscribes
6. Event Registrations
7. Appointments Scheduled
8. Approval Requests

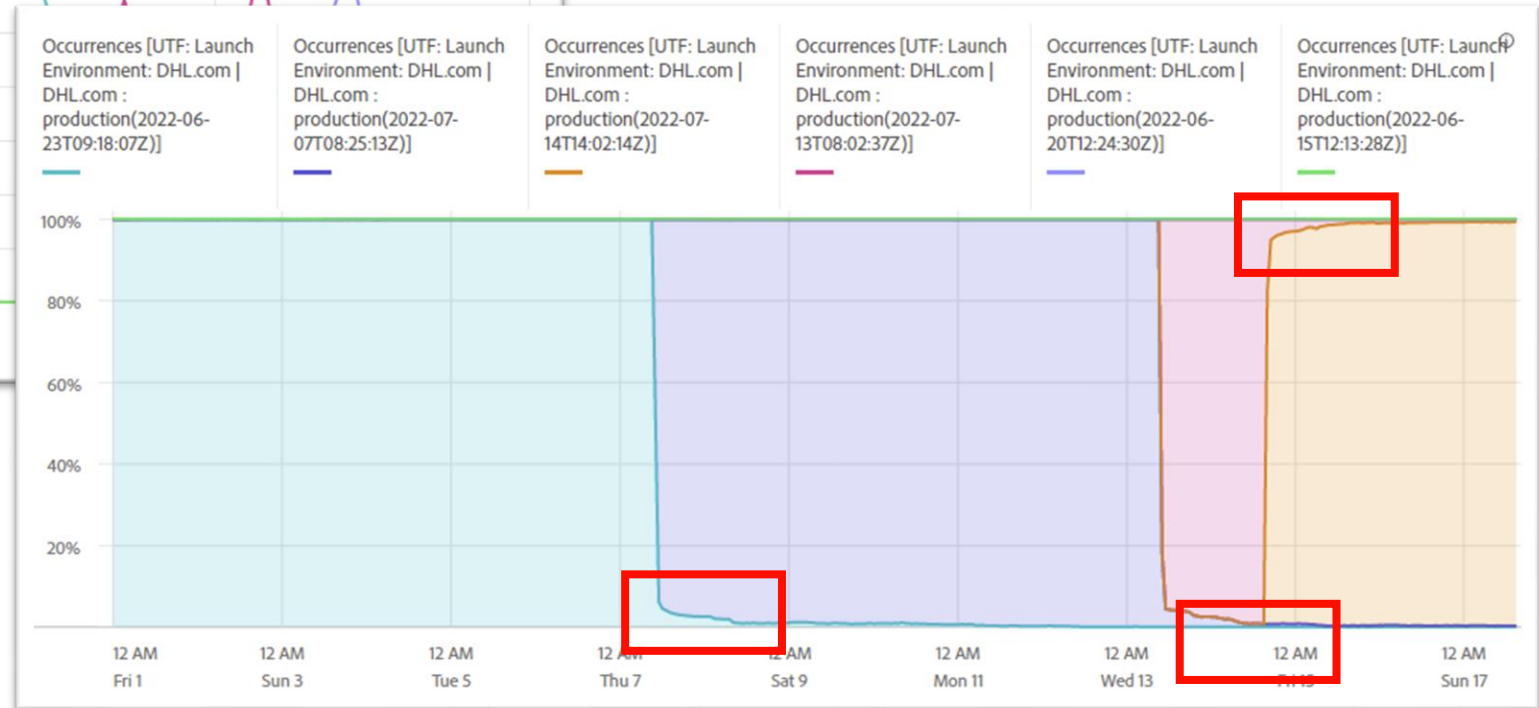
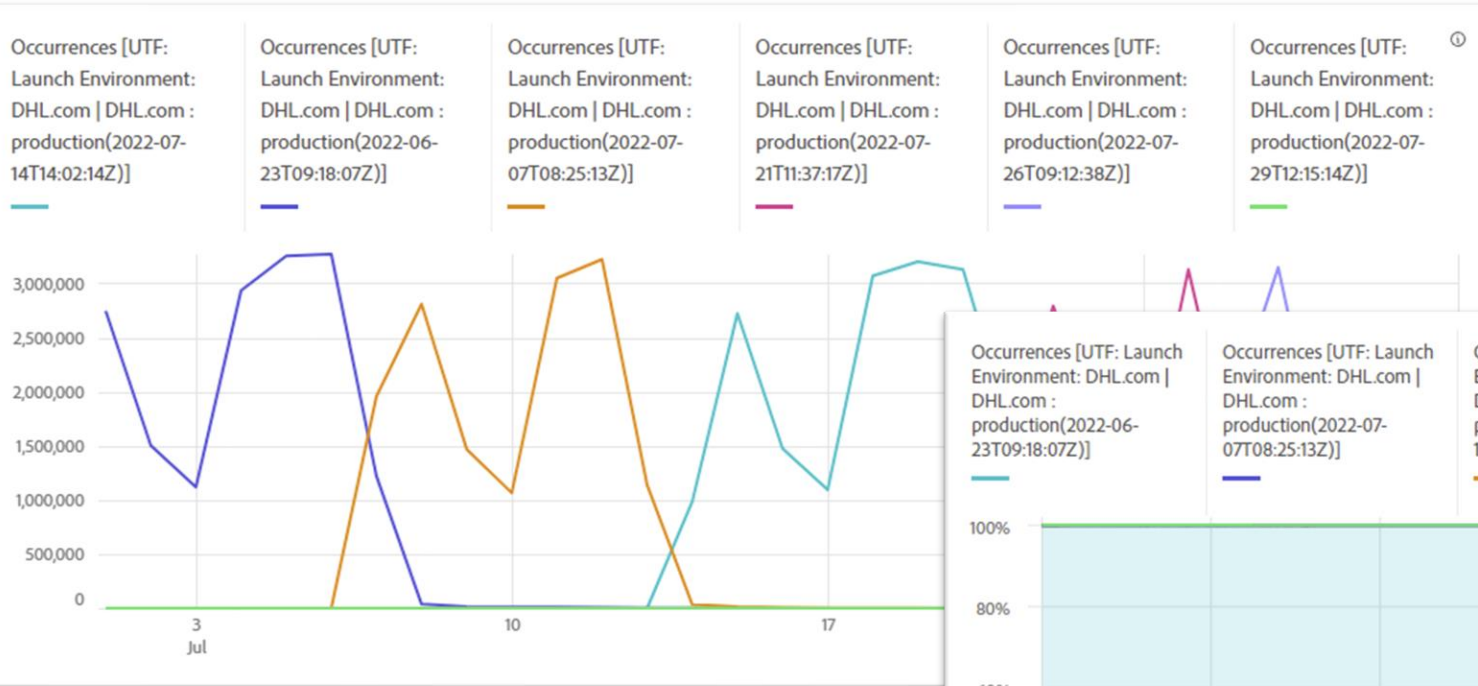
Internal Search Events

	Yesterday	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	Today	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM
1. Internal Searches	134	45.6	138	45.0	145	45.0%	123	46.1%	132	45.2%	140	45.6%
2. Internal Search Term Instance	134	45.6	138	45.0	145	45.0%	123	46.1%	132	45.2%	140	45.6%
3. Internal Searches: Search Ref	25	8.5%	28	9.1%	29	9.0%	19	7.1%	24	8.2%	24	7.8%
4. Internal Searches: No Results	1	0.3%	3	1.0%	3	0.9%	2	0.7%	4	1.4%	3	1.0%

Internal Search Terms

	Yesterday	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	Today	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM
1. isterm30	9	6.7%	2	1.4%	2	1.4%	123	46.1%	132	45.2%	140	45.6%
2. isterm33	7	5.2%	7	5.1%	3	2.1%	1	0.8%	2	1.5%	1	0.7%
3. isterm24	7	5.2%	5	3.6%	6	4.1%	2	1.6%	3	2.3%	4	2.9%
4. isterm26	6	4.5%	4	2.9%	4	2.8%	1	0.8%	6	4.5%	1	0.7%
5. isterm35	6	4.5%	3	2.2%	3	2.1%	0	0.0%	2	1.4%	0	0.0%

Use Workspace *Monitor deployed libraries*



Use Workspace Monitor unset dimensions

Unspecified across dimensions ?

Demo Data analyticschampionspro... ▾ ▾ ✕




Drop a segment here (or any other component)

This month
Aug 1, 2022 - Aug 31, 2022

Unspecified in dimensions

		Occurrences			
		Yesterday		Today	
		12 AM	12 AM	12 AM	12 AM
Mixed Dimensions		↓ 124,042		116,106	
Page: 1 / 1 Rows: 50 1-4 of 4					
1. AppsFlyer ID: Unspecified		113,463	91.5%	106,320	91.6%
2. Brand ID: Unspecified		105,108	84.7%	98,905	85.2%
3. Internal Search Term: Unspecified		100,243	80.8%	93,124	80.2%
4. Campaign Tracking Code: Unspecified		3,637	2.9%	3,120	2.7%

Use Workspace Monitor Rules firing

Occurrences	
UTF: Event Call Chain  (advanced)	
Page: 1 / 1 Rows: 50 1-8 of 8	
1. A 1 B:Global Page View Tracking	60.5%
2. A 2 B:Global Custom Link Tracking	39.4%
3. > A 2 B:Global Custom Link Tracking	0.0%
4. All Pages Analytics Content Interaction dhl_utf_contentInteraction [AA]	0.0%
5. Page Top > Page Top > A 1 B:Global Page View Tracking	0.0%
6. All Pages Analytics Page View dhl_utf_pageload [AA]	0.0%
7. Page Top > All Pages Consent Onetrust Groups updated [ECID, Custom Event] > A	0.0%
8. > All Pages Analytics Content Interaction dhl_utf_contentInteraction [AA]	0.0%

Use Report Suite Manager.... *For meaningful descriptions in Workspace*

The screenshot displays the Adobe Report Suite Manager interface. The top section shows the configuration for 'Evar #1', which is named 'Marketing Channel' and is set to 'Enabled'. The description for this dimension is 'The campaign marketing channel.' Below this, a list of 11 marketing channel options is shown, with 'Marketing Channel' selected. A tooltip for 'Marketing Channel (evar1)' is open, providing a detailed description and a list of top items.

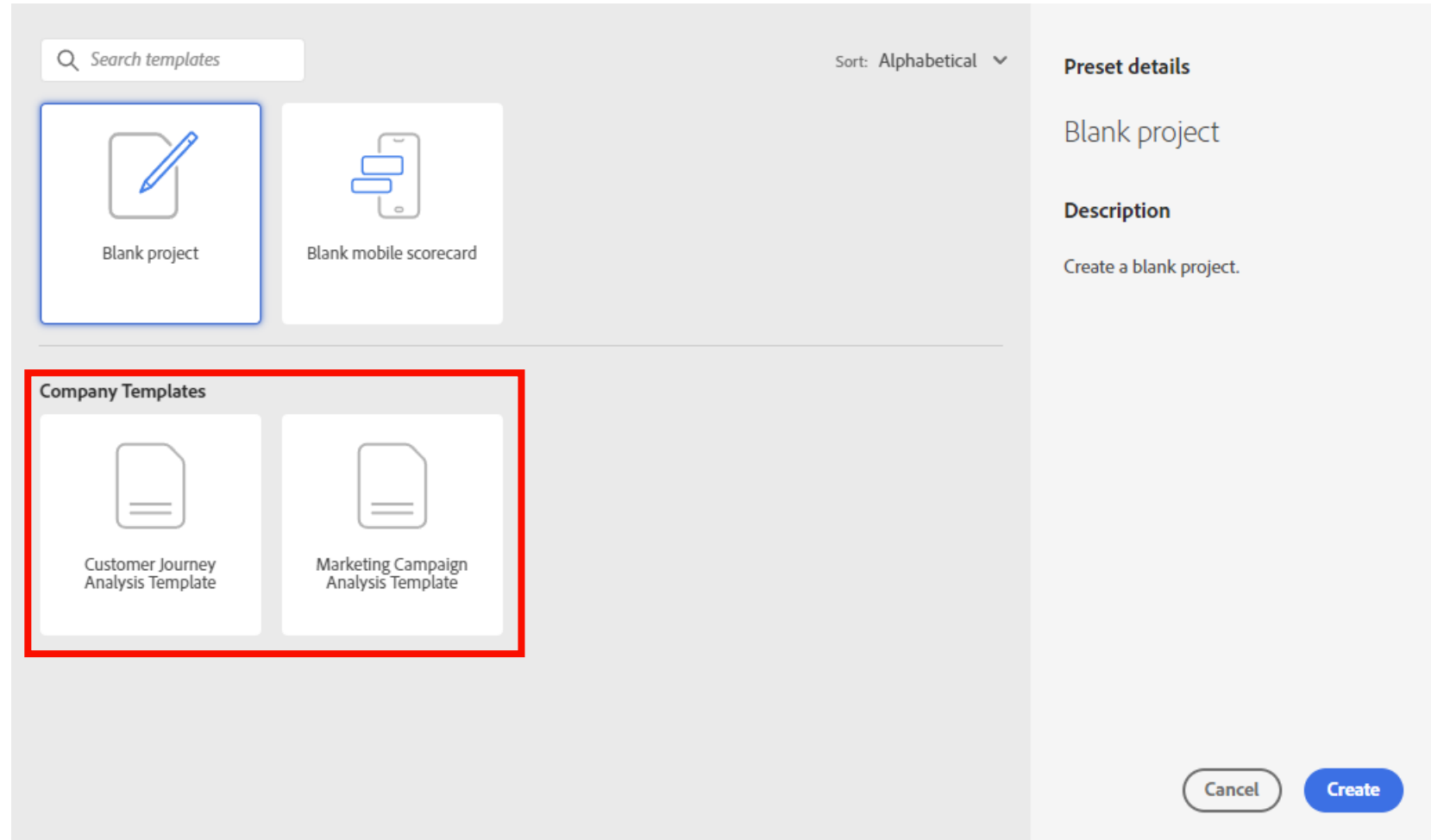
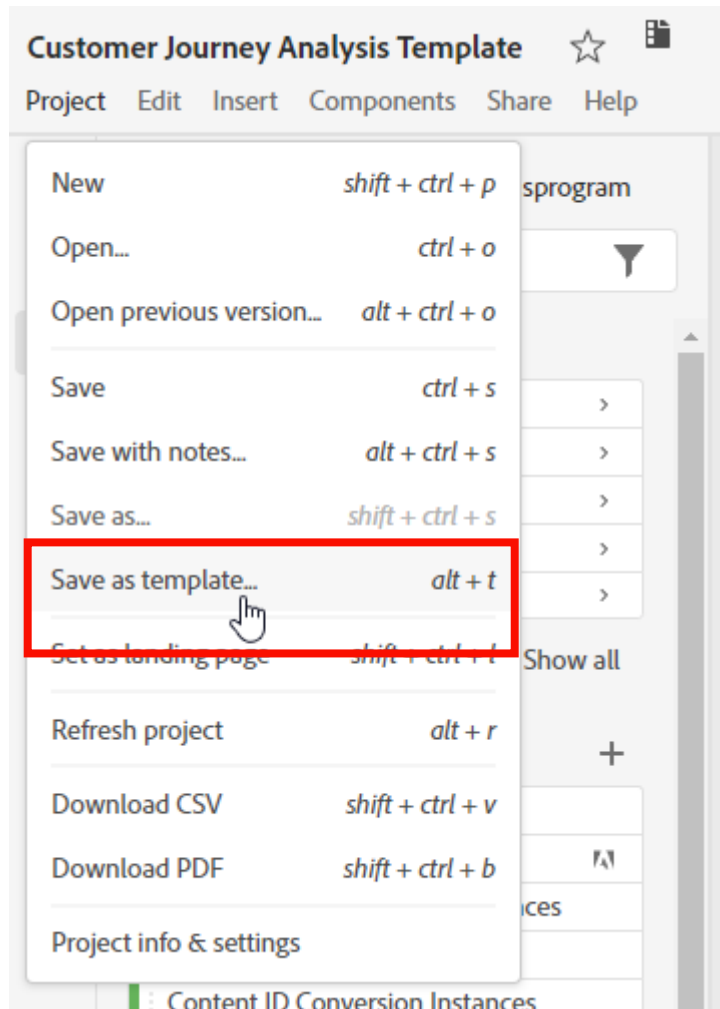
Marketing Channel (evar1)

Description
The channel of external marketing campaigns. Use this dimension to learn what channel brings traffic to our site. Break down by Campaign or Creative. Use with Unique Visitors or Bounce Rate.

Top items

Item	Visits	Percentage
1. Podcast	1,495,796	12.7%
2. Email	1,401,624	11.9%

Use Workspace Provide Templates



Recap & Questions

Build a data-quality mindset across your company

Data quality in mature environments is a shared responsibility

Data quality = Decision quality

Monitor data quality in Workspace

- ☐ Watch minimal viable metrics
- ☐ Verify deployments
- ☐ Identify libraries
- ☐ Find unset dimensions
- ☐ Know which Rules executed
- ☐ Meaningful descriptions
- ☐ Helpful Templates

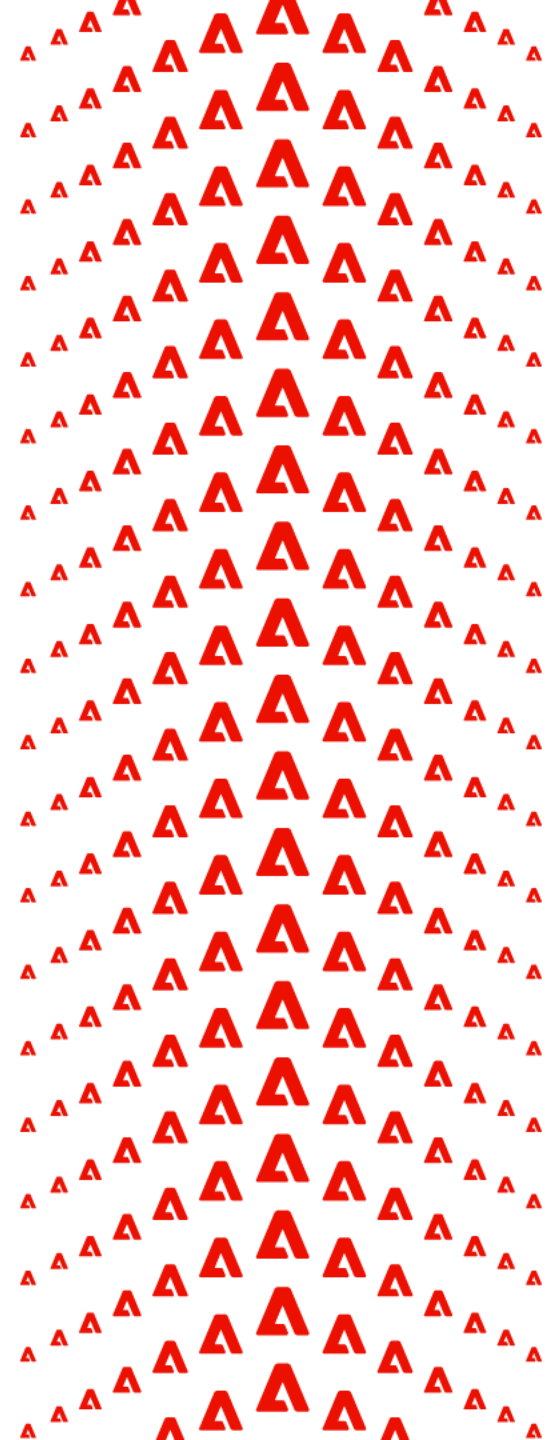
Enable high-quality data collection in your implementation

Begin with ...

- ☐ Collecting rule name, environment, build date
- ☐ Capturing other IDs
- ☐ Creating and maintaining documentation
- ☐ Tapping into the QA team & automated scripts

Strive to ...

- ☐ Avoid custom code
- ☐ Reconsider building an extension
- ☐ Utilize webhooks
- ☐ Use custom debugging



Thank you!

