Enhance your marketing activity management.

7 tips and tricks that simplify tag management and elevate your marketing efforts.

Delivering next-generation tag management capabilities, Adobe Experience Platform Launch gives you a simple way to deploy and manage all the analytics, marketing, and advertising tags needed to power compelling customer experiences whether on the web or mobile.

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With the benefit of their real-world insight, we've curated the following tips and tricks to help you enhance, streamline, and simplify your tag management efforts. The first half of this guide will cover tips on using Experience Platform Launch for websites. The second half will cover tips for mobile.

Experience Platform Launch: Enhance your ability to manage web marketing activities.

Tip 1: Easily add new capabilities by creating your own extensions.

An extension is a packaged set of code that extends the capabilities of the Experience Platform Launch interface and library functionality. It lets you add new data elements and provide new options and conditions within the rule builder. It also lets vendors create integrations between Experience Platform Launch and their marketing technologies. Anyone who knows HTML and JavaScript can create a new extension. First, you will need to use the Adobe Experience Admin Console to make sure your Adobe Experience Cloud Organization is set up properly and that developers have the correct rights and permissions, such as "Manage Properties," "Develop," "Manage Extensions," and "Manage Environments." Then use the Adobe Extension Scaffold Tool to create your own extension project and build its file structure. You can locally validate your extension with the Launch Extension Sandbox and then package your extension into a zip file using the Launch Extension Packager. Finally, simply upload your extension package into the Experience Platform Launch integration environment using cURL commands from a terminal window.

▶ View demonstration

Helpful hint: Details on setting up your Adobe Experience Cloud Organization and assigning developers the correct permissions are provided in the Experience Platform Launch developer documentation.

Helpful hint: You can take advantage of a growing number of Adobe and third-party developed extensions in the Adobe Extension Catalog. When you create your own extensions, you can choose to make them private to your organization or publicly available to the Adobe community through the Extension Catalog.

Tip 2: Use libraries to streamline publishing.

Creating working libraries in Experience Platform Launch can help you streamline your publishing workflows. Instead of testing and approving each individual rule, data element, or extension separately, libraries let you create a bundle of them that you can move through the workflow as a cohesive unit. You enjoy the safeguards of an enterprise workflow, while simplifying and streamlining the steps in a fast, iterative development process.

To create a library, click "Add New Library" in the Publishing tab, name the library, and assign it to a Dev environment. To add a rule, data element, or extension configuration to your library, click "Add a Change," and then choose which one you want to add. When you're ready to build and deploy the library to its assigned environment, choose "Build for Development" from the library's drop-down menu. Choose "Submit for Approval" when you're ready to have it approved for publishing.

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Good to know: Experience Platform Launch can deploy JavaScript, HTML, or CSS code from you or any third-party vendor, not just Adobe. For example, the extension catalog has contributions from YouTube, Facebook, Clicktale, and more.

Tip 3: Make working with single page apps simpler.

Getting accurate measurements of customer interactions on single-page apps can be difficult since browsers don't reload and reset variables or beacons when the state of the page changes. There are a few ways Experience Platform Launch makes it easier to deal with these difficulties.

First, a single rule can have multiple actions defined that can be triggered when the rule detects any of several types of events. For example, a rule can be triggered at "Library Load" or on any history change. Another benefit comes from the discreet actions in the Rule Builder, which allow you to separate setting a variable and sending a beacon. Also, using the Adobe Analytics Extension adds an action that allows you to clear variables after a beacon call to eliminate persistence problems that can occur for subsequent beacon calls. Additionally, the "None" option for data element storage duration allows you to set the value of a data element to "null" once a process completes. This allows you to clean up data element values from previous interactions and avoid persistence value issues.
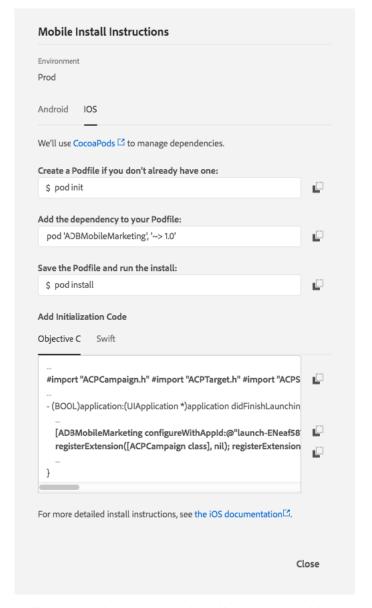
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Experience Platform Launch for Mobile:
Making mobile app marketing activities easier to manage, build, and control.

Tip 1: Use Experience Platform Launch to manage your app SDKs in one place.

You might use as many as 15 different SDKs to add marketing and other capabilities within your mobile app. Configuring and adding SDKs to your app can exponentially multiply your development costs. Managing all your Adobe and third-party SDKs in Experience Platform Launch simplifies and automates the use, configuration, and management of those SDKs by streamlining them into a single publishing workflow. After you add your extensions and publish the configuration, Experience Platform Launch provides in-line code snippets and integration instructions to implement SDKs into your apps with ease. You can even copy and paste specs for use with dependency managers such as Cocoapods or Maven to simplify implementation. Plus, you gain the added ability to manage your SDKs server-side, allowing you to make remote configuration changes that automatically implement the next time the app launches.
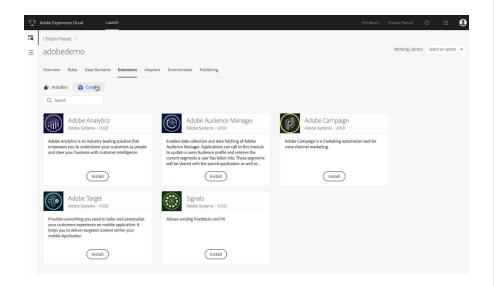
Learn more ›

Installing the SDK inside your app is as simple as adding dependencies and then pasting the provided code into the app.

Tip 2: Use the Extension Catalog to eliminate redundant SDK overhead.

Many of the marketing SDKs you use for your mobile apps duplicate common functionality, creating unnecessary implementation overhead. Since the Adobe SDK provides most of that core functionality, you can minimize overhead by using vendor SDK extensions in the Experience Platform Launch extension catalog. To install an extension, open your property, click "Extensions" and then "Catalog," hover over the desired extension, and click "Install." Next, to configure the extension, select the Extensions tab, hover over the desired extension, and click "Configure."

Tip 3: Create multiple environments to control enterprise publishing processes.

You can manage app changes and publishing workflows on a global scale by creating multiple development, staging, and production environments with different permissions and controls based on roles, business units, and geographic locations according to your needs. To create an environment, from the Environments tab click "Create New Environment" and select the type of environment you want to create. Then assign the libraries you create to the desired environment. Use the Admin Console at the Product Profile level to assign users and groups to profiles with the desired Experience Platform Launch permissions.

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Tip 4: Use out-of-the-box events and actions to let marketers easily create rules.

Adobe and third-party SDKs in Experience Platform Launch come with a variety of common out-of-the-box lifecycle events and actions that automatically populate in the rule builder. This makes it easy to create rules and add new functionality to an app without having to resubmit the app to the app store. Such events include when the customer installed the app, how many app sessions the customer had, and the average length of those sessions. You can use these events to create rules, like triggering an in-app offer or updating a third-party loyalty system when the customer spends more than 15 minutes in a given session. To create rules for these events, simply choose the desired property, select the Rules tab, choose from the available Event and Action options, build your rules, and submit for approval.

▷ View demonstration

Helpful hint: *To get the most value from Experience Platform Launch, ask questions and learn from Adobe and third-party mobile app developers in the Launch Mobile Forum. Adobe engineers monitor the forum daily and provide real-time feedback. Other community experts are eager to share their experiences and provide responsive feedback to assist you in your efforts.*

Try this: *If you use Experience Platform Launch, you no longer need to manually download Adobe SDKs from the Github repositories and configure them yourself. Experience Platform Launch automates those processes for you.*

Good to know: *The Adobe Mobile SDK powers Adobe Experience Cloud solutions and services, which feature Adobe's end-to-end mobile solutions that cover the entire customer journey—from acquiring and engaging mobile users, to analyzing behaviors and optimizing experiences. The Adobe Mobile SDK guides, documentations, and sample code show how to implement Adobe Analytics, Adobe Audience Manager, Adobe Campaign, Adobe Target, Adobe Experience ID, and other services in your mobile apps. For more information visit www.adobe.io/apis/cloudplatform/mobile.html.*

Good to know: *To help you with your GDPR (General Data Protection Regulation) efforts, the Adobe SDK in Experience Platform Launch gives you the ability to set opt-in, opt-out, and unknown statuses for governing whether customer data can be collected and sent to Adobe or third parties.*

Got unanswered questions? We've got unlimited resources.

Visit our Learn & Support page, YouTube channel, or adobe.com to learn more about how to use helpful features within Experience Platform Launch. You can also access tailored learning paths, community forums, and feature request forms in the Experience Platform Launch section of Experience League.