Dynamic Tag Management Cloud Service in AEM

Sandro Looser | Solution Consulting | Switzerland

Adobe Marketing Cloud

Solutions

MEDIA OPTIMIZER	ADOBE SOCIAL	EXPERIENCE MANAGER	ADOBE TARGET	ADOBE CAMPAIGN	ADOBE ANALYTICS

Core Services

Collaboration	Profile and Audience Management
Assets	Dynamic Tag Management

Marketing Cloud Exchange (APIs/SDKs)

Third-party data and applications

Platform

Profile, Data & Content

Tag Management – a Foundation of the Digital Marketing Ecosystem
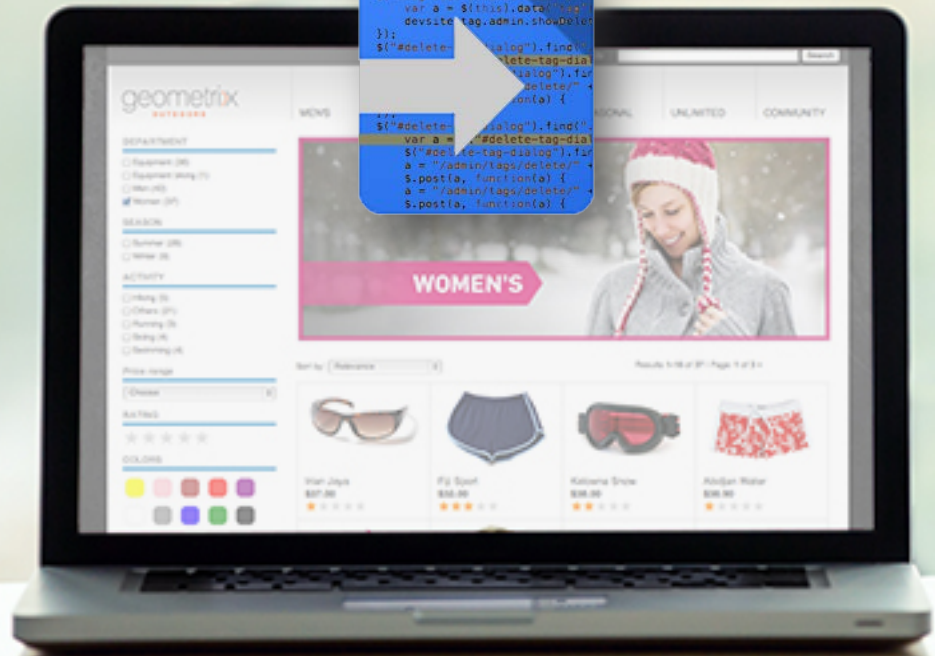
Tag deployments without central Tag Management

Company Website

Tag

Digital Marketing Applications

Marketing Cloud

Third Party

Partners

Other

Tag Management

Company Website

Marketing Cloud

Third Party

Partners

Other
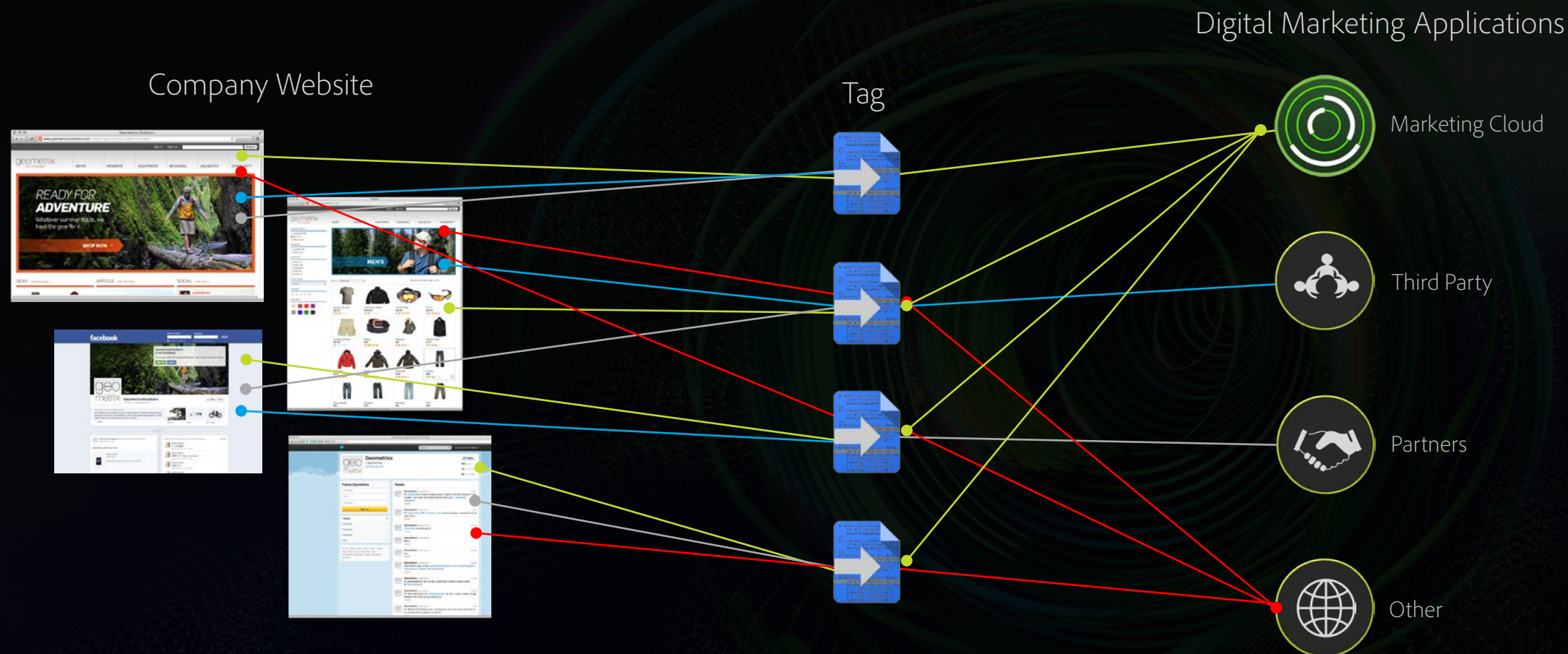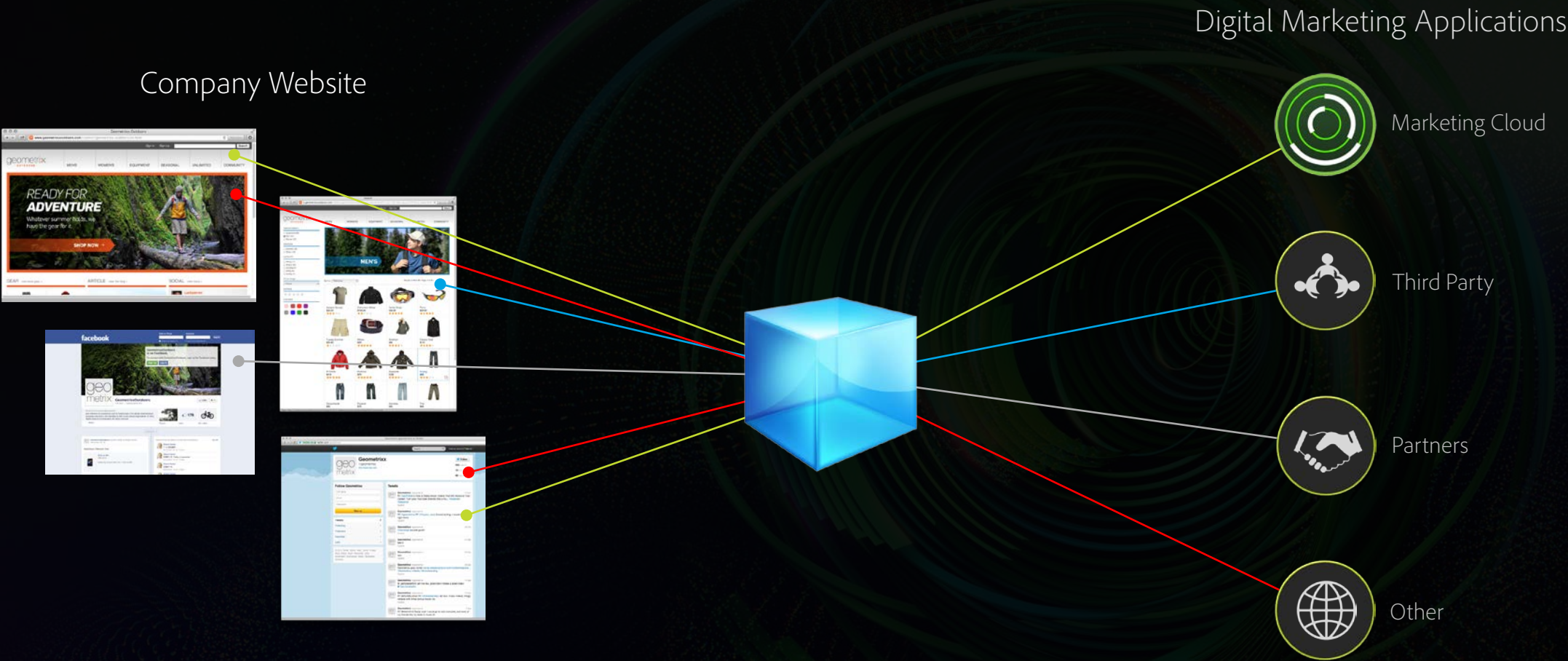
Benefits

Improve Performance
- Increased site performance
- Creates organizational efficiencies

Better Marketing
- Faster implementations - agility
- Enables better use of digital marketing tools
- Control

Increase ROI
- Reduces cost
- Increases conversions

Master Marketing Profile – high level architecture

Consumer Experience

Enterprise data | Third-party data

Dynamic Tag Management

Millisecond
Experience

Real-time Shared Audiences

Real-time Consumer Profile

Unified Consumer Record

A P I

EXPERIENCE MANAGER

ADOBE SOCIAL

MEDIA OPTIMIZER

ADOBE TARGET

ADOBE CAMPAIGN

ADOBE ANALYTICS

Creative Cloud Content
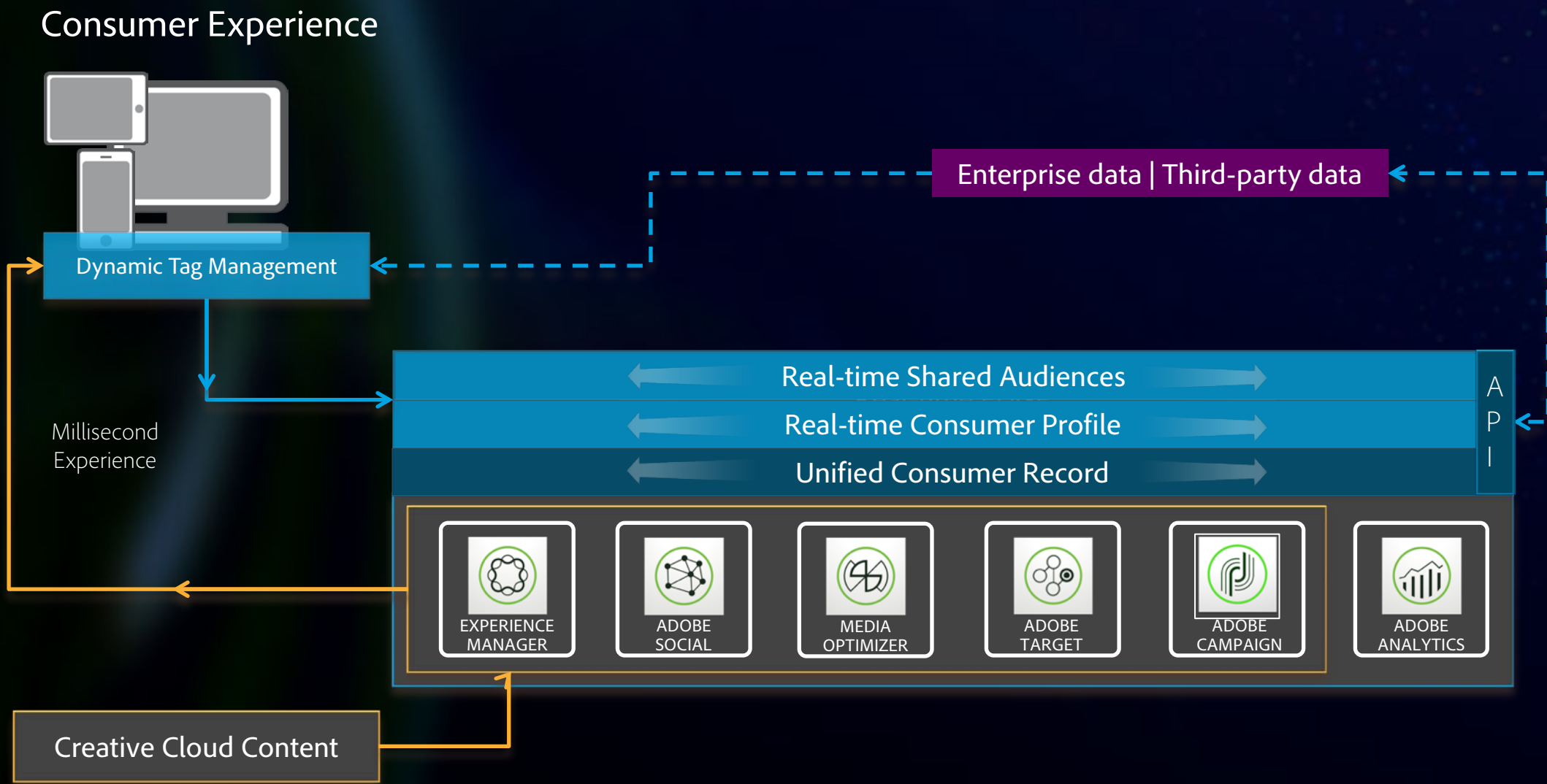
Architecture – How Dynamic Tag Management Works

Key Architecture Advantages

1. Self-contained library
2. Ultra-small library size
3. Fewer server calls
4. Hosting flexibility
5. Data security & privacy

Dynamic Tag Management Architecture

Admin Interface	Library Factory	CDN hosting (yours or ours)

Web Browser

Dynamic Tag Library
- Rules
- Tags
- Data mappings

Request

Library

Help

- AEM Documentation: http://docs.adobe.com/docs/en/aem/6-0/administer/integration/marketing-cloud/dtm.html
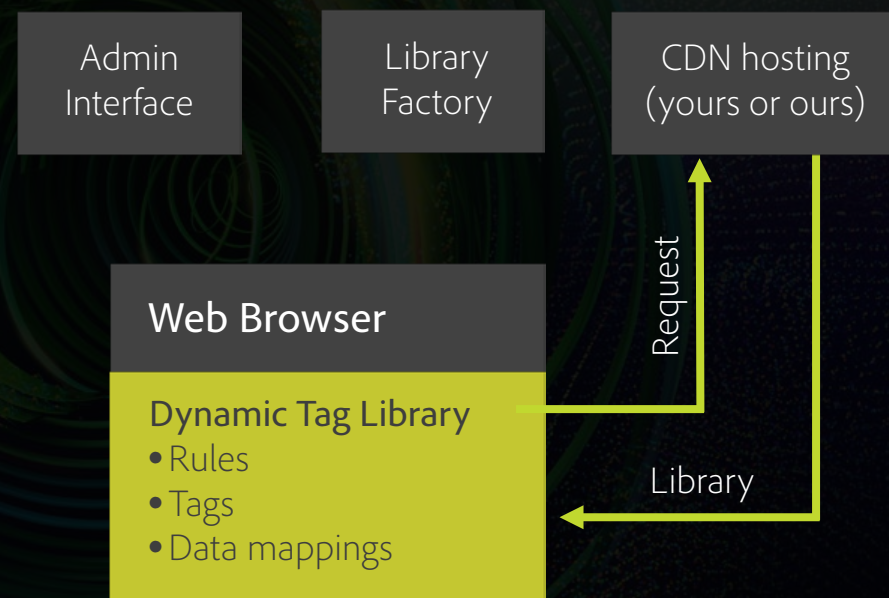
- DTM Help: https://marketing.adobe.com/resources/help/en_US/dtm/

- Request access to DTM: https://dtm.adobe.com/request_access

Adobe

Dynamic Tag Management Settings

General Settings | Staging Settings | Production Settings

API Token * ●●●●●●●●●●●●●●●●●●●●●●●●●●●●●●●●●●●

[Connect to DTM]

Company * Adobe Internal ▼

Property * Sandro Looser - Sandbox ▼

Include Production Code on Author ☐

[OK] [Cancel]

Dynamic Tag Management

Email Address

sandro.looser@adobe.com

☐ Opt out of all notifications ❓

Password Criteria

In order to maintain the utmost security possible for your DTM account, all passwords must meet the following criteria:

- **Must be at least 7 characters in length**
- **Must contain at least one number and at least one letter**
- **Must contain at least one special character that is not a letter or number**
- **Must not be one of your last 5 passwords**

Current Password

Password

Password Confirmation

API Token

3393fc34741ca18e239d0bce5be894d12c8e2cb6   Generate New Token

Dynamic Tag Management

☰ Home ＞ Adobe Internal

Sandro Looser - Sandbox

http://localhost:4502

| Overview | Rules | Approvals 2 | History | Embed |

Installed Tools

Add a Tool   Add a Tag

Tool Name	Production	Staging	Activation	Status	
AEM-AA Adobe Analytics	jjegmxxoutdoor		Active	✔	⚙
New AEM-DTM-AA Adobe Analytics	jjegmxxoutdoor		Active	✔	⚙
AA-Businesscatalyst Adobe Analytics	sl-bc-prod		Inactive	✔	⚙

Add a Tool

Tool Type

Adobe Analytics ⇕

Tool Name

AA Test

Configuration method

Automatic ⇕ ❓

Authenticate via:

⚪ Marketing Cloud 🔘 Web Services ❓

Web Services Username

slooser:Sandro Looser

Shared Secret

••••••••••••••••••••••••••••

[**Create Tool**] [Cancel]

Adobe Analytics

Tool Name

AA Test

☑ Enable Automatic Configuration ❓

Automatic Configuration

Authenticate via: ○ Marketing Cloud   ● Web Services ❓

Web Services Username

slooser:Sandro Looser

Shared Secret

[   ]   Edit Credentials

🔄 Refresh   Last updated: less than a minute ago, by Sandro Looser for Sandro Looser

Report Suites ❓

Production Report Suite(s)

[   ]

Staging Report Suite(s)

[✕ jjegxxfinance]

− **General**

☐ **Enable EU compliance for Adobe Analytics**

Character Set

| ISO-8859-1 | ▼ |

Currency Code

| USD - United States Dollar | ▼ |

Tracking Server

| sandrolooser.d1.sc.omtrdc.net |

SSL Tracking Server

| |

Data Center

| Default | ⇕ |

✔ Collection Code was generated successfully. Now edit and save it for future reference.

Generated Code

Use this tool to keep a centralized version of your file, or to keep a history of all versions of the JavaScript file you use.

Page Code	Core Javascript File

```
var s_account="jjegmxxoutdoor"
var s=s_gi(s_account)
/*********************** CONFIG SECTION ************************/
/* You may add or alter any code config here. */
s.charSet="ISO-8859-1"
/* Conversion Config */
s.currencyCode="USD"
/* Link Tracking Config */
s.trackDownloadLinks=true
s.trackExternalLinks=true
s.trackInlineStats=true
s.linkDownloadFileTypes="exe,zip,wav,mp3,mov,mpg,avi,wmv,pdf,doc,docx,xls,xlsx,ppt,pptx"
s.linkInternalFilters="javascript:,."
s.linkLeaveQueryString=false
s.linkTrackVars="None"
s.linkTrackEvents="None"

/* WARNING: Changing any of the below variables will cause drastic
changes to how your visitor data is collected.  Changes should only be
made when instructed to do so by your account manager.*/
s.visitorNamespace="sandrolooser"
s.trackingServer="sandrolooser.d1.sc.omtrdc.net"

/*********** DO NOT ALTER ANYTHING BELOW THIS LINE **********/
```

Library Management

☐ **Page code is already present** ❓

Load library at ○ Page Top ● Page Bottom

Code Configuration

● Managed by Adobe

    Library Version

    [1.4.1 (Most Recent) ▲▼]

○ Custom

Want to learn more about the order in which settings are applied in your implementation? Check out our **Help Center**.
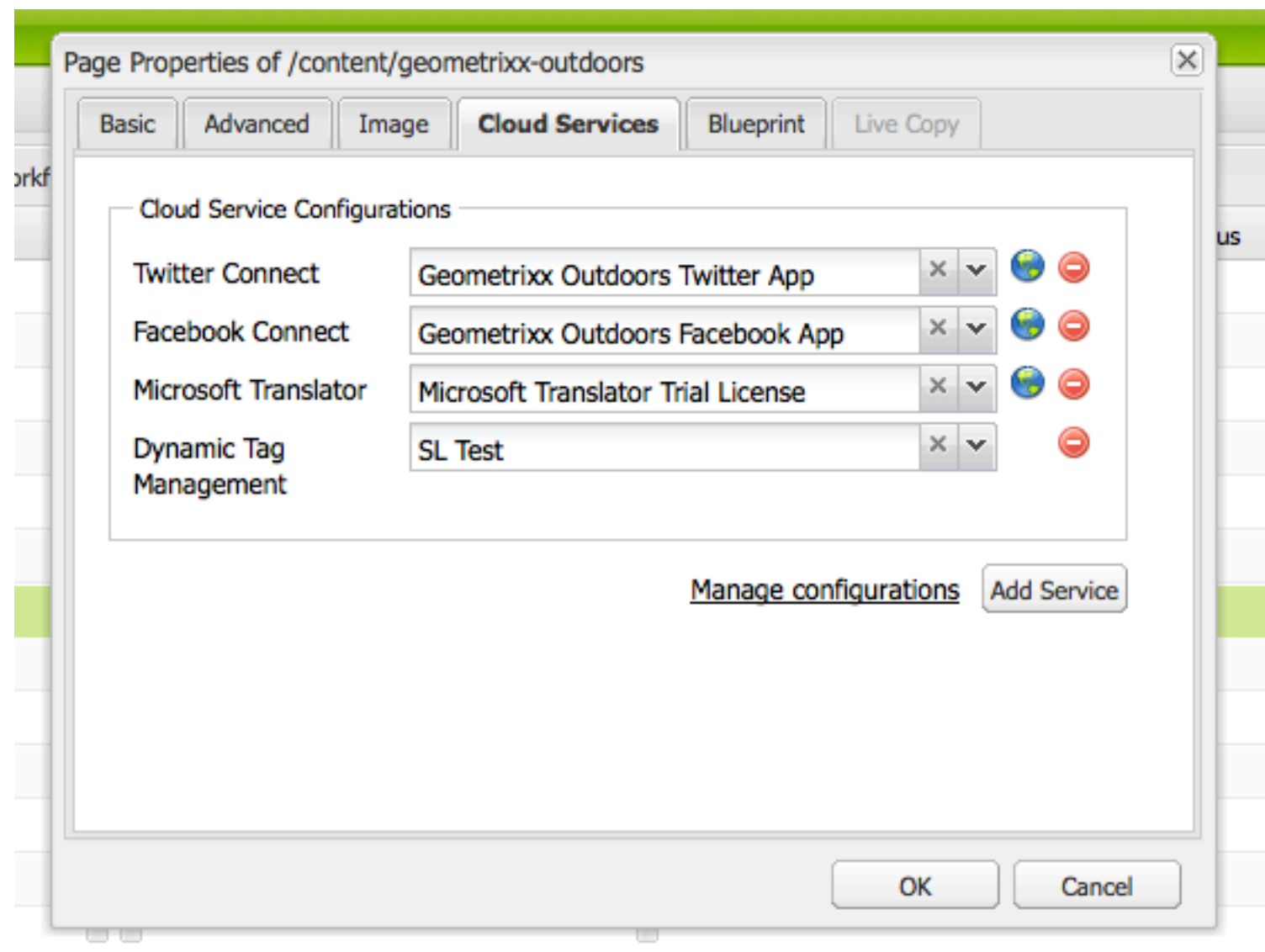
Global Variables

Server

eVars

eVar7=""Our Value""

Evar name

Set as

Save eVar

Props

Page Properties of /content/geometrixx-outdoors

Basic	Advanced	Image	**Cloud Services**	Blueprint	Live Copy

Cloud Service Configurations

Twitter Connect	Geometrixx Outdoors Twitter App	×	▾
Facebook Connect	Geometrixx Outdoors Facebook App	×	▾
Microsoft Translator	Microsoft Translator Trial License	×	▾
Dynamic Tag Management	SL Test	×	▾

Manage configurations   Add Service

OK   Cancel

localhost:4502/editor.html/content/geometrixx-outdoors/en.html

Adobe Marketing ...   Share to Adobe M...   Summit online | ...   Readiness Portal ...   AGS Central – Ho...   salesforce.com – ...

ObservePoint
TRUST YOUR DATA

File   Edit   Help

http://localhost:4502/editor.html/content/geometrixx-outdoors/en.html

| All | Tags | HTML | CSS | JS | Images | Flash |

File	Host	Size	Time
Adobe DTM	assets.adobedtm.com	17586	470 ms
Adobe Analytics	sandrolooser.d1.s...	43	52 ms

Variable	Value
Type	Adobe Analytics
Category	Analytics
Loadtime	52 ms
Cached	false
Status	200
URI	http://sandrolooser.d1.sc.omtrdc.net/b/ss/jjegmxxoutdoor/1/JS-1.4.1/s73910652141402?AQB=1&ndh=1&pf=1&t=25%2F8%2F20 14%2011%3A37%3A7%204%20-120&D=D%3D&fid =7E73A743B43916FA-1234A27CA8EA860F&ce= ISO-8859-1&g=http%3A%2F%2Flocalhost%3A 4502%2Fcontent%2Fgeometrixx-outdoors%2Fen.html&r=http %3A%2F%2Flocalhost%3A4502%2Fsiteadmin&cc=USD& v7=Our%20Value&s=1920x1200&c=24&j=1.8.5&v=Y&k=Y& bw=1520&bh=823&AQE=1

Account

Account:	jjegmxxoutdoor
Version:	JS-1.4.1
AQB:	1
AQE:	1

Page Information

| Page URL: | http://localhost:4502/content/geometrixx-outdoors/en.html |

geometrixx
OUTDOORS

ADV
Life is all a

Reports:

7
Page Views

12 min ago   9 min ago   6 min ago   3 min ago   now

| Page | 🔍 Search (3 character minimur | Most Popular | Gainers | Losers |

Trend	Page	Page Views	Change
	http://localhost:4502/content/geometrixx-outdoors/en/women.html	2	↗
	http://localhost:4502/content/geometrixx-outdoors/en/women/shirts/bo...	1	➡
	http://localhost:4502/content/geometrixx-outdoors/en/user/cart.html	1	➡
	http://localhost:4502/content/geometrixx-outdoors/en/equipment/hikin...	1	➡
	http://localhost:4502/content/geometrixx-outdoors/en/equipment.html	1	➡
	http://localhost:4502/content/geometrixx-outdoors/en/equipment/hikin...	1	➡