

Web SDK: Getting Started, First Party IDs, & What to Expect

Created by: Jennifer Kraft
Collaborators: Mitch Rice, Luc Forgeron, & Will Bryant
Designed by: Kylie Delaney

What is Tagging?

ADOBE TAGS

Tag Management Tool

*artist formerly known as Adobe Launch

- Allows customers to deploy code library on their site
- These code libraries send data to collection tools (eg. Adobe Analytics, Adobe Experience Platform)

Two Types of code libraries used for data collection by Adobe Tags

AppMeasurement

Web SDK



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AppMeasurement

- This is considered the legacy code library for data collection for Adobe Analytics customers
- Data is sent directly to the application (ie. Adobe Analytics, Target, AMM, etc.)
- Uses first party client-side cookies, which are susceptible to getting cleared or blocked by the browser
    - **Impact**: roughly every session is also a new unique visitor *

**impact varies between browsers*



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Tagging with AppMeasurement

When tagging with AppMeasurement:

- Adobe Analytics gets a code library
- Target gets a code library
- Audience Manager gets a code library

The impact:

- Slower page loads
- Large library size
- Multiple calls
- Fractured data collection
- Confusion of schemas between solutions



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Why Web SDK?

For many years, Adobe set cookies on behalf of our customers. Now with all the changes that are happening with Intelligent Tracking Prevention (ITP) and Enhanced Tracking Prevention (ETP), we can’t do that and have a durable identifier.

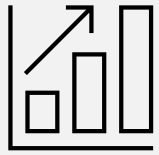
The Web SDK allows customers to own identification by setting their own cookie, and we essentially allow them to bring that cookie to the Adobe ecosystem

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What is the Web SDK?

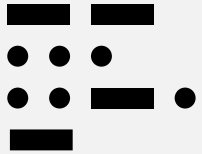
Benefits of updating and modernizing implementation of Web SDK



Additional business capabilities from existing solutions



Enhanced site performance



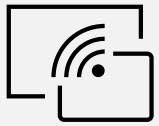
Modern Debugging Tools



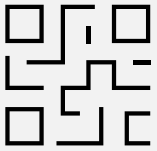
Cookie-less world readiness



Enhanced security



Leverage future product features and capabilities



Native management of code updates & enhancements via extensions

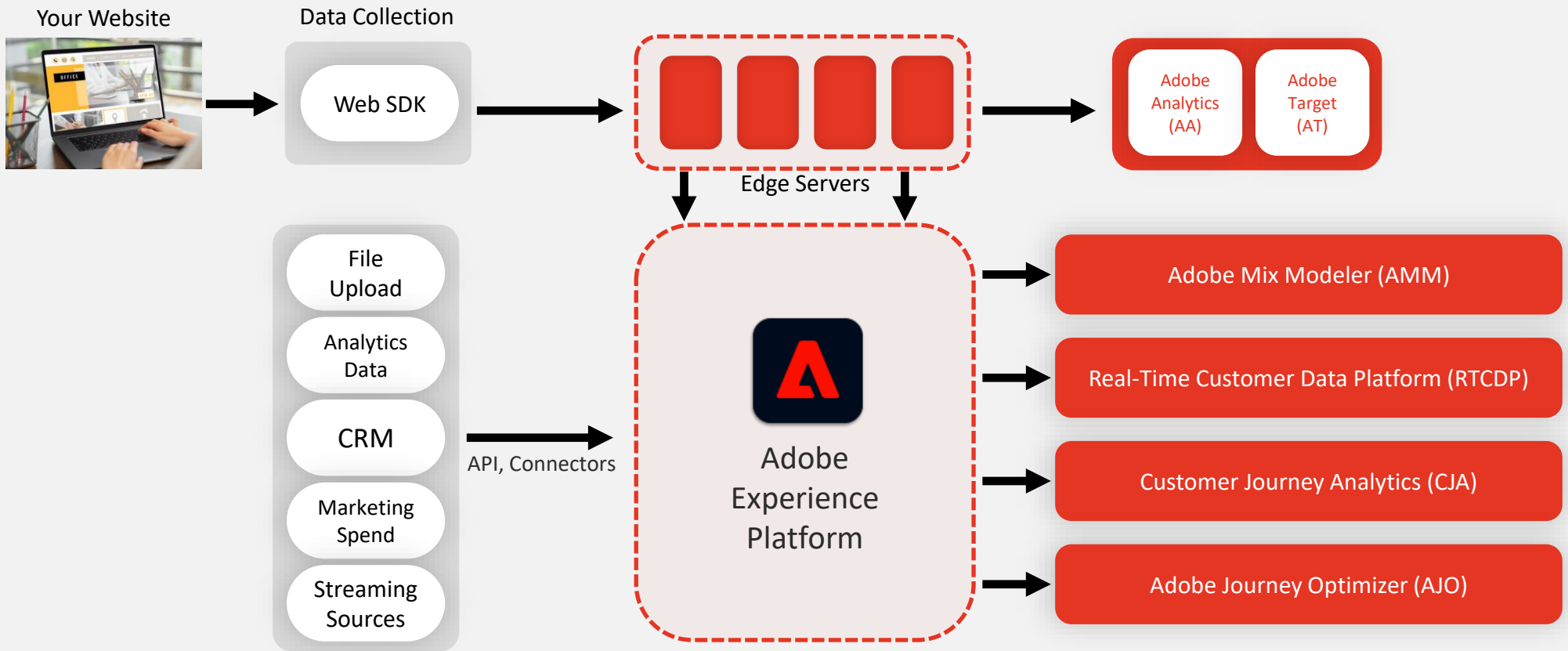


Current codebases will not be privy to new features

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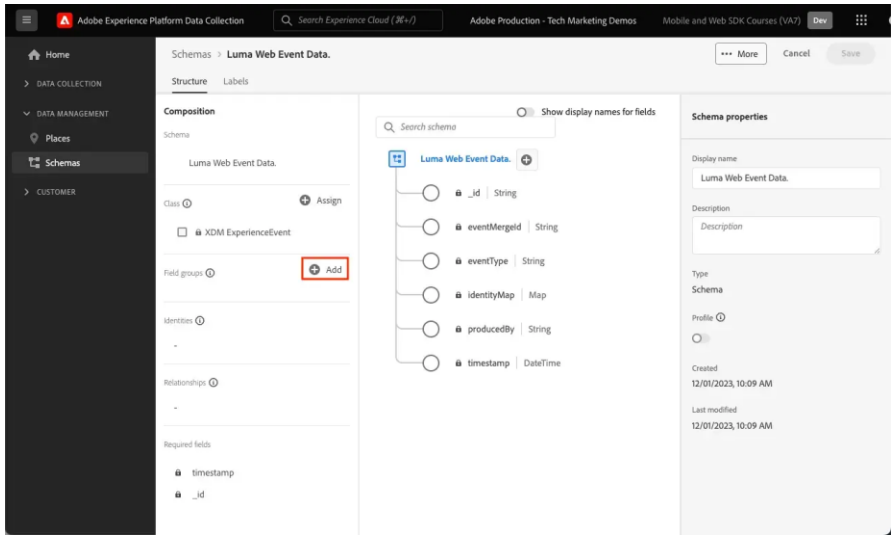
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The Ecosystem

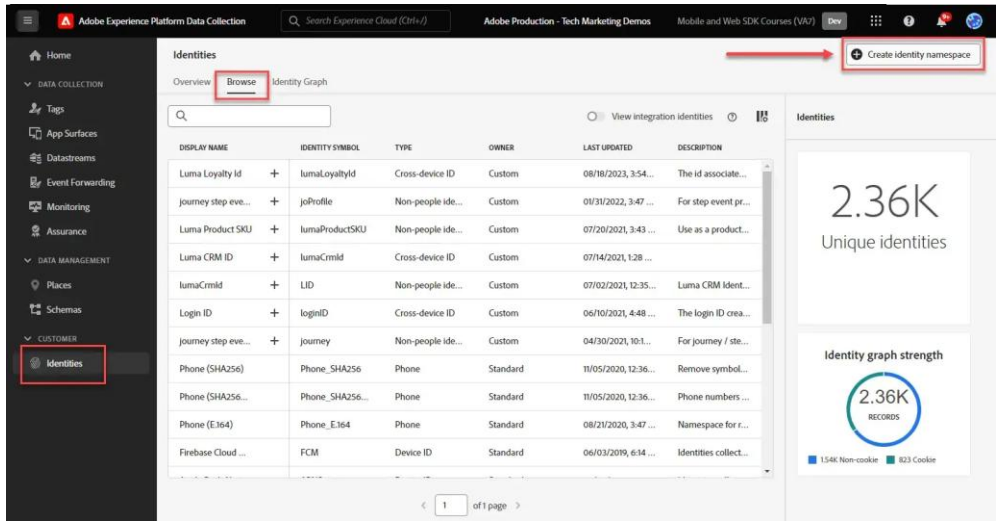


Web SDK in the Wild

Building a Schema



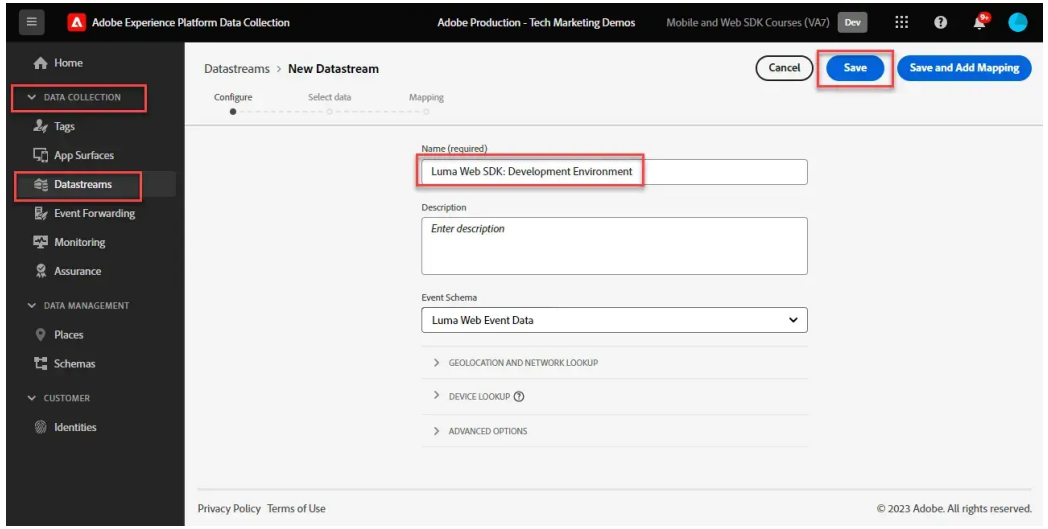
Identities



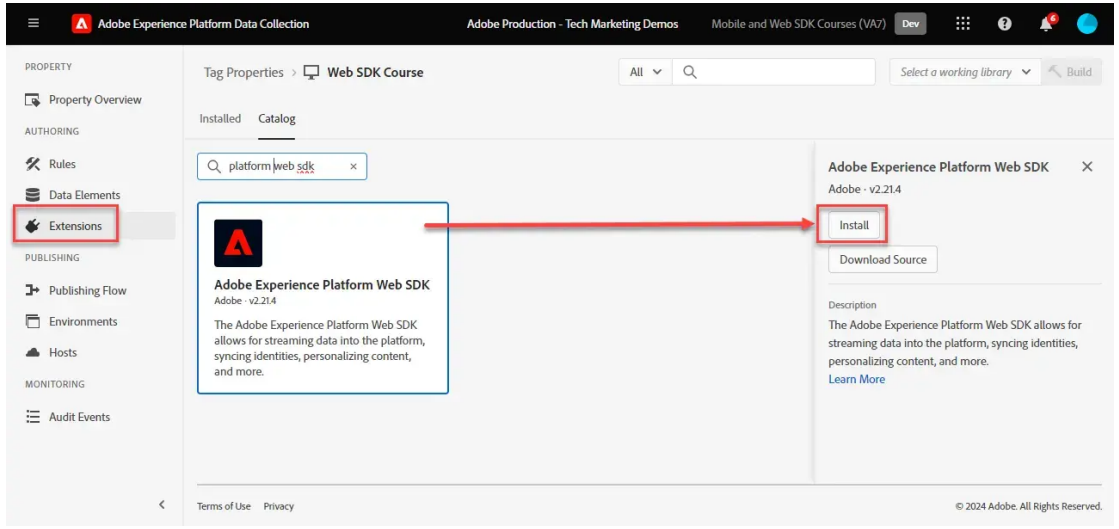
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Web SDK in the Wild

Datastream



Setup Web SDK Extension in Tags

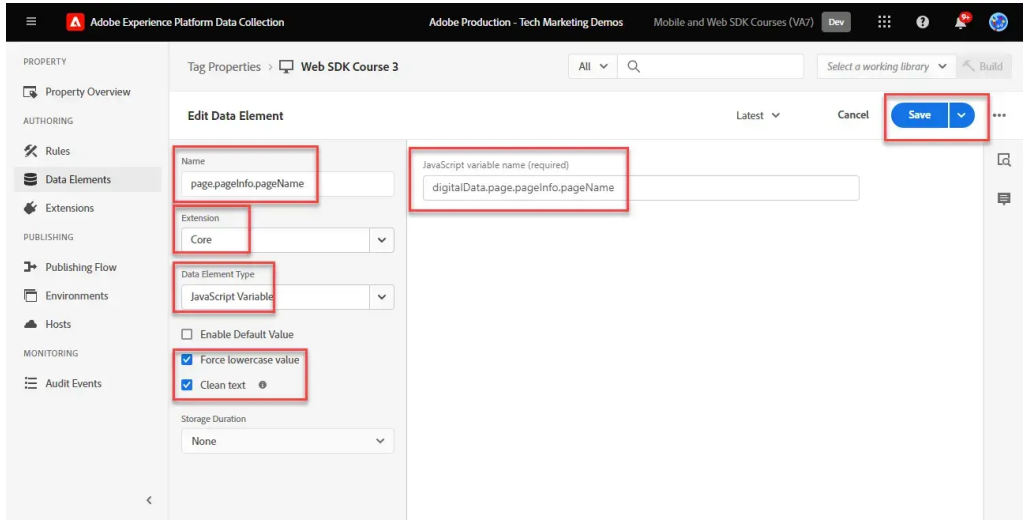


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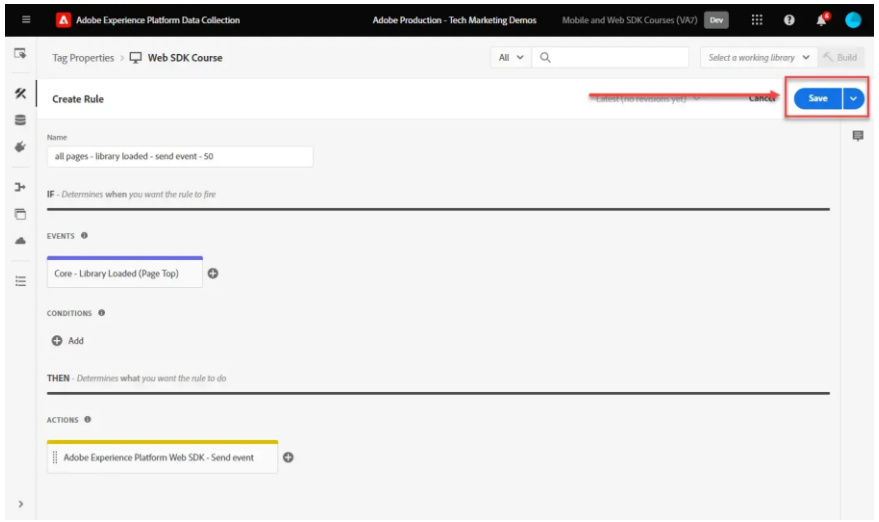
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Web SDK in the Wild

Setup Data Element



Create a Rule

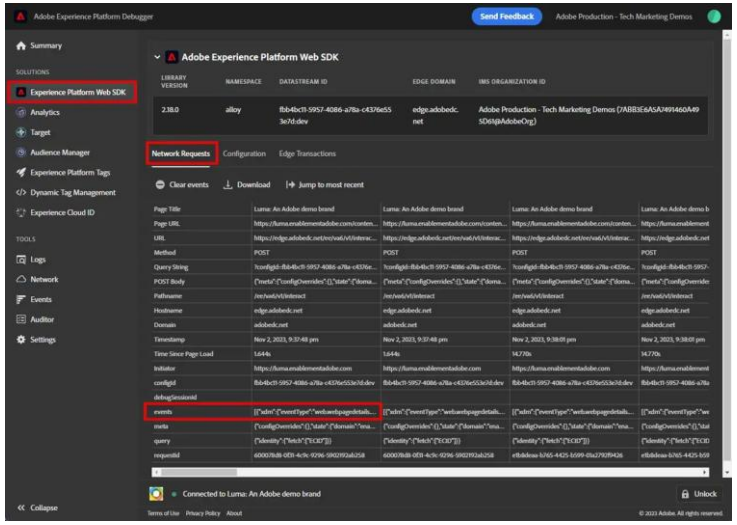


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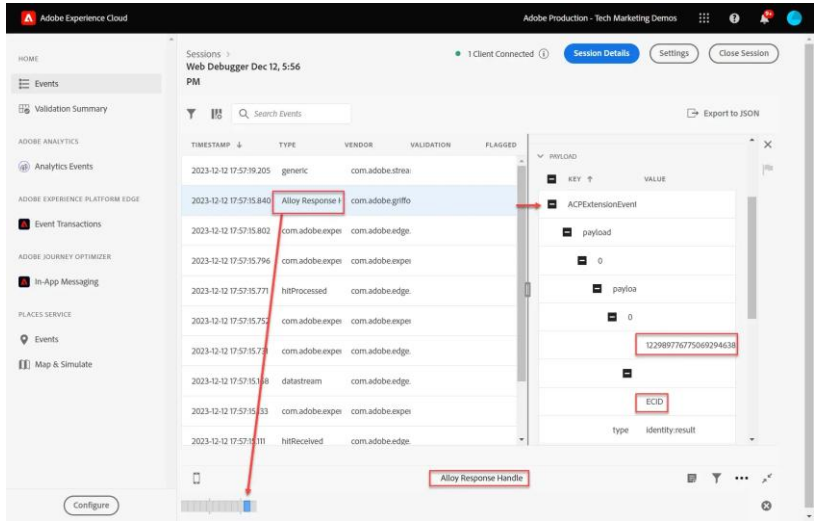
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Web SDK in the Wild

AEP Debugger



AEP Assurance for Validation



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Cookies, Web SDK, & 1st Party Device IDs



Browser Privacy Features

Adobe Data Collection using first party ID (FDID) is a way for customers to own visitor ID on their site

Intelligent Tracking Prevention (ITP)	Enhanced Tracking Prevention (ETP)	Chrome
Safari's cookie limiting solution – cookies expire in 7 days*	Firefox's cookie limiting solution*	No current known restrictions*

** Check out this link with the most up-to-date privacy restrictions in place*

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FIRST PARTY DEVICE IDs (FPID)

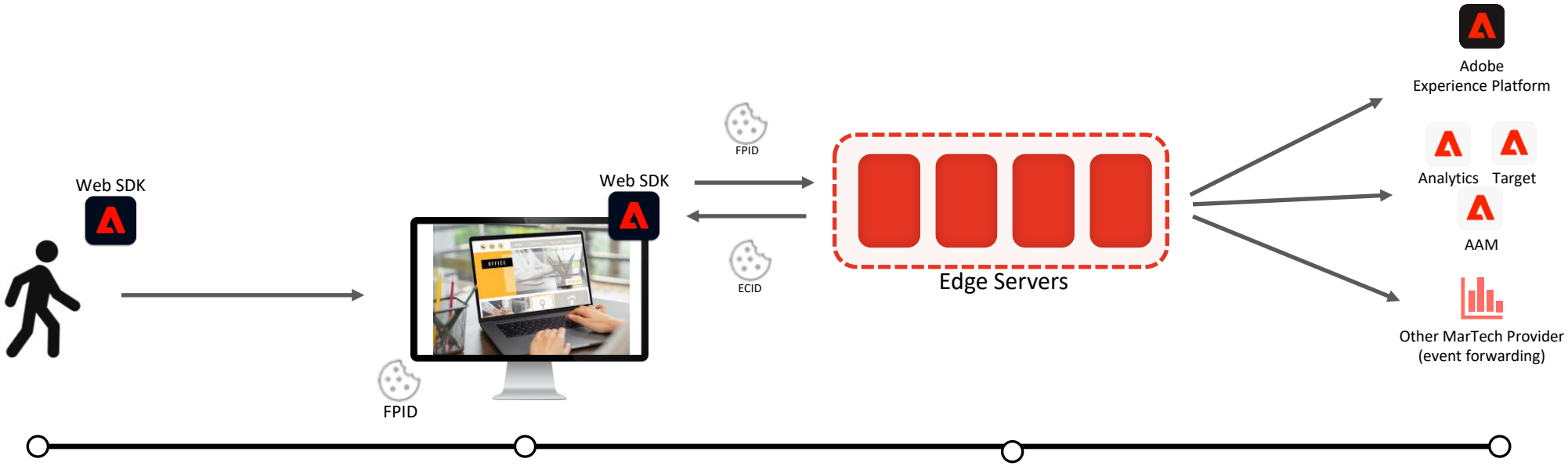
- Should be set by the customer using a DNS A record or AAAA record *
- Customer can determine the lifetime of the FPID
- The ID can be anything the customer chooses, but it must follow the UUIDv4 framework
- This ID is unique to all devices & browsers used to access the customer's site
- CNAME data collection should be used. It provides additional protection in addition to the FPID and it can circumvent ad blockers and other similar tools which is common in Europe

**First-party cookies are most effective when they are set using a server that uses a DNS A record (for IPv4) or AAAA record (for IPv6), as opposed to a DNS CNAME or JavaScript code.*

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Web SDK & 1st Party Device IDs Simplified



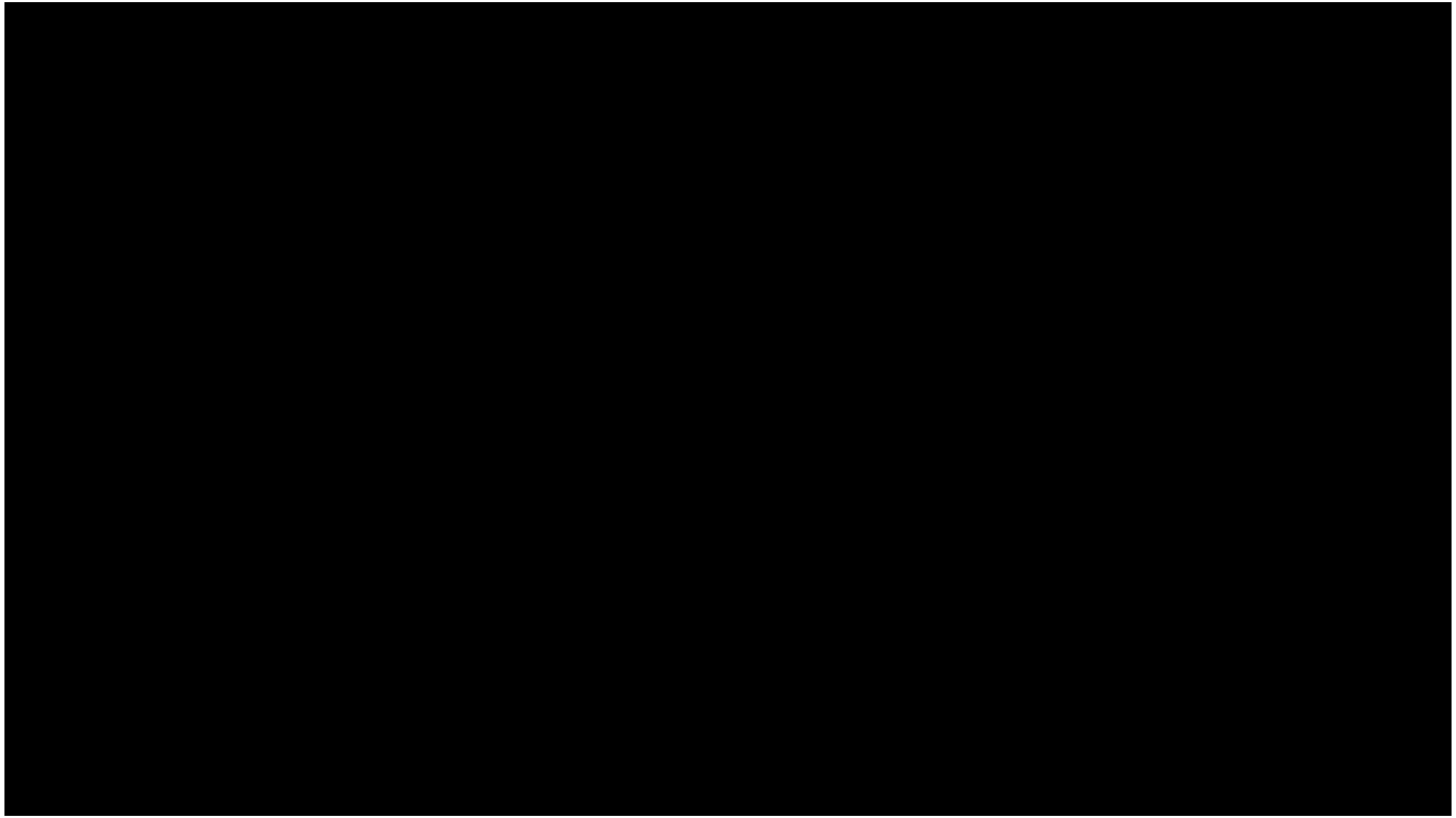
Jane comes to (your website), and it is tagged with the Adobe Web SDK.

The website sets a server-side first party cookie (FPID) containing device ID.

The Web SDK sends the FPID along with the rest of the server call to Edge. Using a deterministic algorithm, the Edge seeds the ECID with the FPID.

The Edge then responds with the ECID cookie. At the same time, the Edge sends the information along to the endpoint destination.

Demo of Deleting Cookies



* *Other resources*

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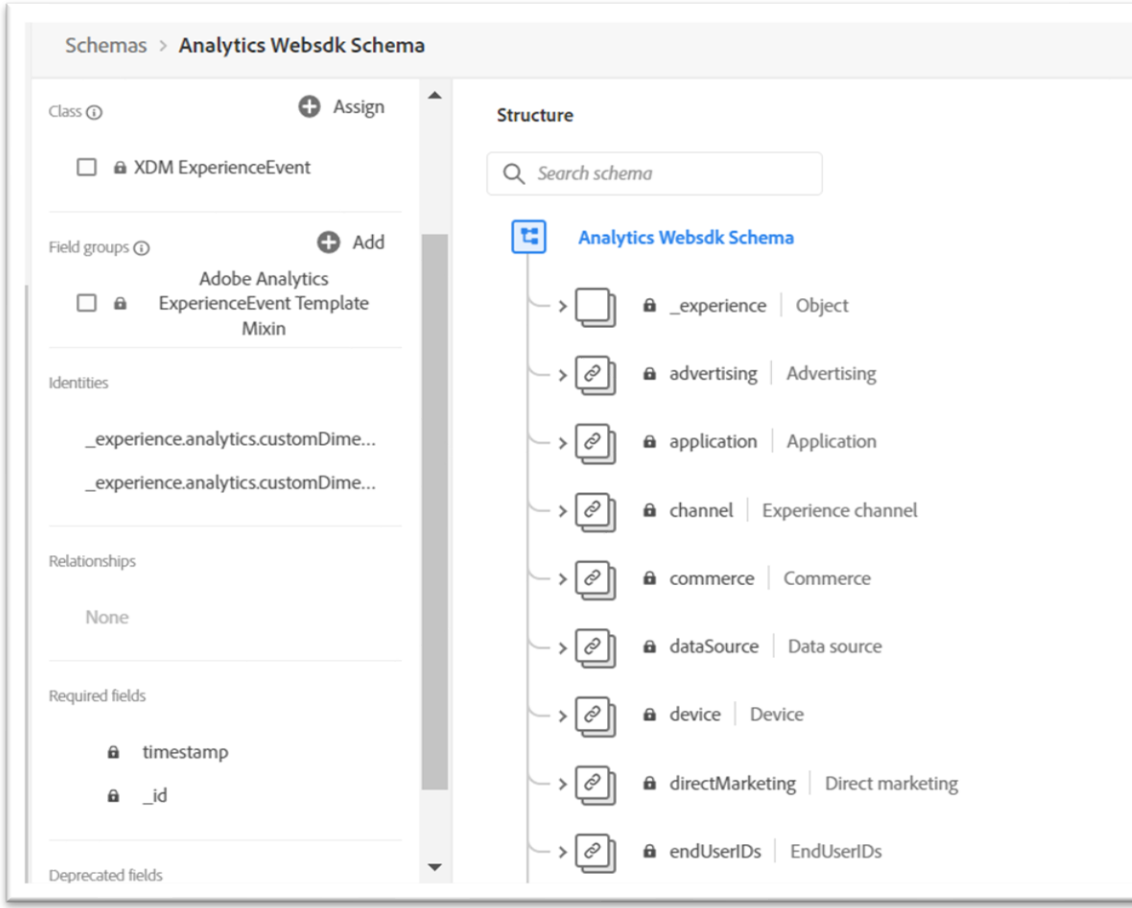
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What to Expect



What is the XDM Schema?

- XDM stands for Experience Data Model
- The XDM schema is a prerequisite for ingesting data into AEP.
- For Adobe Analytics or Target customers, XDM removes the need for tagging for eVars (Adobe Analytics) and mboxes (Adobe Target).



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What is needed to deploy the Web SDK?

Prerequisites

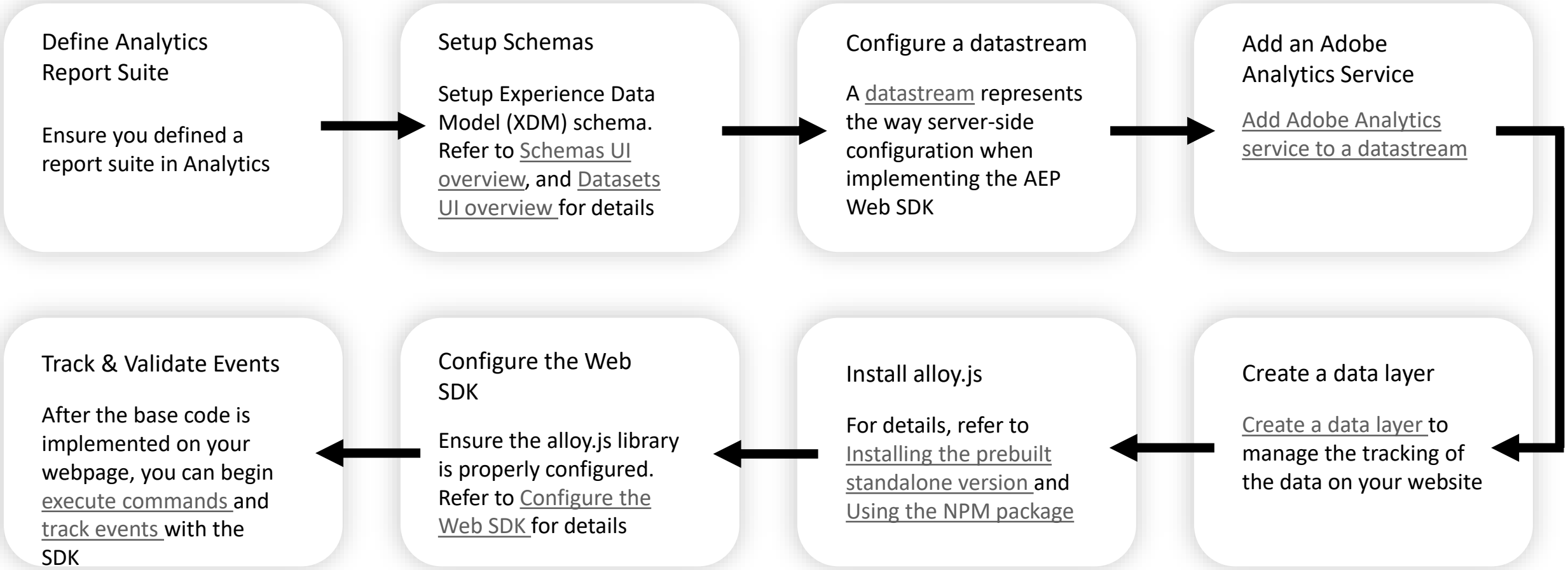
- Event Driven Data Layer (Recommended)
- Plan and create an XDM Schema
- Configure Datastream (Edge)

Required Skill Sets

- JavaScript proficiency
- Basic understanding of HTML & CSS
- Familiarity with Tag Management Systems (e.g. Adobe Tags, GTM, Tealium, etc.)

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AppMeasurement Customer: What can I expect?



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New Adobe Customer: What can I expect?

Setup Schemas

Setup Experience Data Model (XDM) schema. Refer to Schemas UI overview, and Datasets UI overview for details

Configure a datastream

A datastream represents the way server-side configuration when implementing the AEP Web SDK

Create a data layer

Create a data layer to manage the tracking of the data on your website

Install alloy.js

For details, refer to Installing the prebuilt standalone version and Using the NPM package

Configure the Web SDK

Ensure the alloy.js library is properly configured. Refer to Configure the Web SDK for details

Track & Validate Events

After the base code is implemented on your webpage, you can begin execute commands and track events with the SDK

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How does the Web SDK handle tracking if someone selects "do not accept cookies" from the browser?

The Web SDK offers two complementary consent configuration commands:

- **defaultConsent:** captures the consent preferences of Adobe customers (the organization) using Web SDK
- **setConsent:** captures the consent preferences of the visitors to that site

**More information*

This table shows when data collection occurs and when cookies are set, based on consent settings.

defaultConsent	setConsent	Data collection occurs	Web SDK sets browser cookies
in	in	Yes	Yes
in	out	No	Yes
in	Not set	Yes	Yes
pending	in	Yes	Yes
pending	out	No	Yes
pending	Not set	No	No
out	in	Yes	Yes
out	out	No	Yes
out	Not set	No	No

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Common Questions



Can I use any tag manager to deploy Web SDK?

Yes, but it is not recommended. Web SDK can be used separately from any tag manager by downloading it in GitHub

Downsides of Approach:

- Increased work
- Increased tech debt
- Unable to leverage Adobe Tags prebuilt configurations
- Any code library will have to be manually upgraded

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Can I use the Google Data Layer with Web SDK?

Yes, you can!

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Is Web SDK a prerequisite for Application Services on AEP?

It depends on the use case.

- Required for AJO
- Required for real-time capabilities
- Required for HIPAA readiness
- Required for Security and Privacy Shield
- Required for some features of CJA such as Audience Analytics, Content Analytics, Streaming Media, Intelligent Alerts, etc.

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What configurations need to be made to the Edge?

Configure a datastream

- A datastream represents the server-side configuration when implementing the AEP Web SDK

Configurations include:

- Geo Lookups
- Device Lookups
- IP Address
- First Party Cookie Options

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Web SDK Benefits Recap

- ✓ Speed (Real Time Data Collection) - more than 80% smaller than AppMeasurement
- ✓ Data collection uses first party domain to set first-party cookies and IDs
- ✓ Includes new consent features for customer privacy management
- ✓ Supports Cross-Domain Tracking
- ✓ Same Code Library for both Adobe Analytics & CJA

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