Clicktale®
Light up the digital world

Adobe Target Integration

Integration Scope

- Many optimization professionals find it challenging to know what exactly to test on their website.
- Utilizing Clicktale's Session Playback, Heatmaps, Conversion Funnels and Form Analytics you can now uncover the areas of the webpage that are most influential to your customers' decision making process, and understand what really requires optimization.
- The Clicktale integration with Adobe Target will also enable you, during and after testing, to compare and understand The WHY behind which version performed better.

Adobe Test & Target (Classic version)

Please contact Target Customer Care team by emailing ttclientcare@adobe.com or tt-support@adobe.com and request to have the ttMETA plugin enabled on your Target account.

Once this is enabled then the Target ttMETA object will be available for us to use.

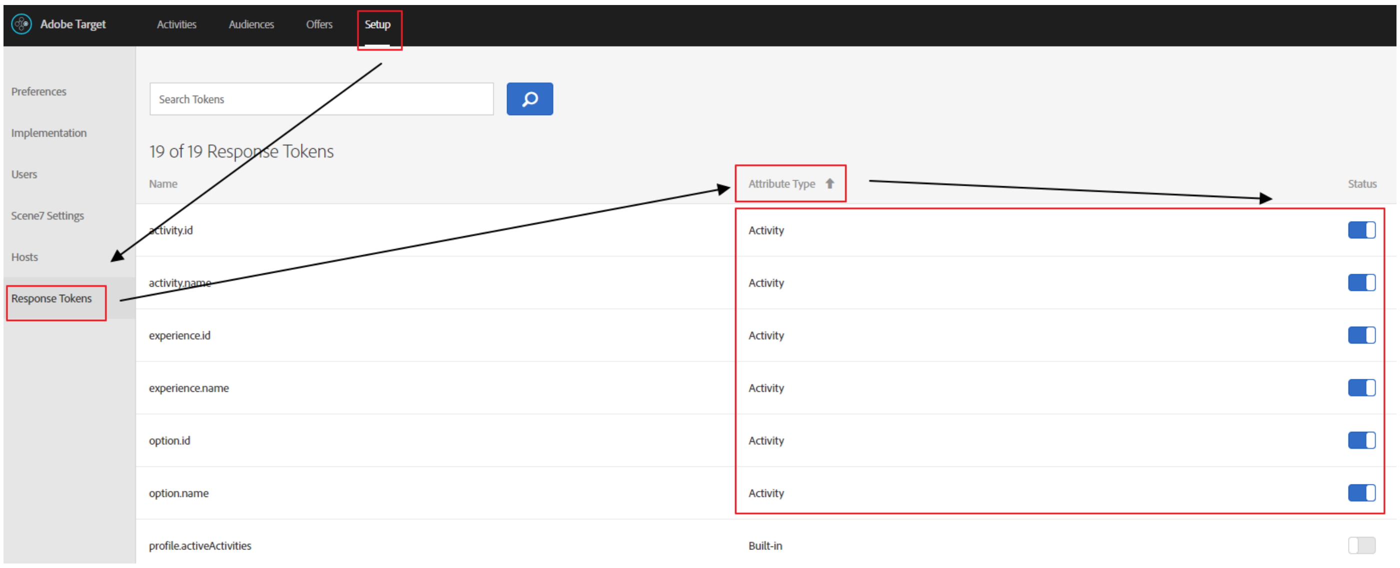
Let us know once that has been completed so we can add the relevant code on our side and test it.

Adobe Target Standard (Premium version)

You will need to be using version 1.1 or above of the at.js file rather than the older mbox.js file for this. If you will not be using the latest file for some time then please see the Classic version above and follow that route until you decide to move to the at.js file.

To use this file follow this documentation:
https://marketing.adobe.com/resources/help/en_US/target/beta/ov2/c_target-configure-atjs.html
https://marketing.adobe.com/resources/help/en_US/target/beta/target/c_response-tokens.html

In Adobe Target please access the Response Tokens section under Setup:

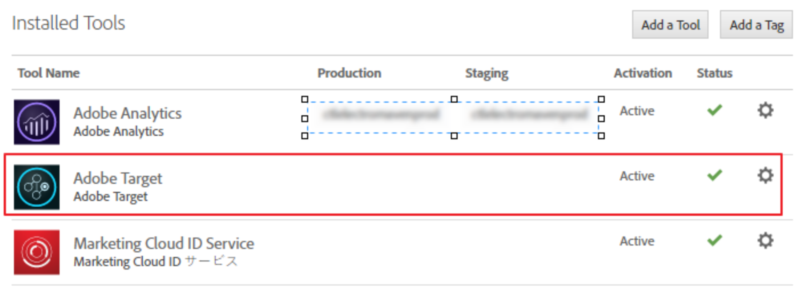


19 of 19 Response Tokens

Name	Attribute Type	Status
activity.id	Activity	●
activity.name	Activity	●
experience.id	Activity	●
experience.name	Activity	●
option.id	Activity	●
option.name	Activity	●
profile.activeActivities	Built-in	○

Sort by Attribute Type so that all the "Activity" types appear and then enable them all.

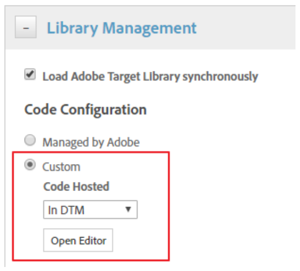
Assuming you are using Adobe DTM (tag manager) to inject your Adobe Target code, please follow these steps:
If you are not using DTM or the Built In Target container then simply add the relevant code in the same place you have the at.js code but make sure it is set directly after it like you see below.


Installed Tools

Add a Tool | Add a Tag

Tool Name	Production	Staging	Activation	Status
Adobe Analytics Adobe Analytics	[redacted]	[redacted]	Active	✓
Adobe Target Adobe Target			Active	✓
Marketing Cloud ID Service Marketing Cloud ID サービス			Active	✓

If you already have the at.js file inside this built in container in DTM then please open the editor:

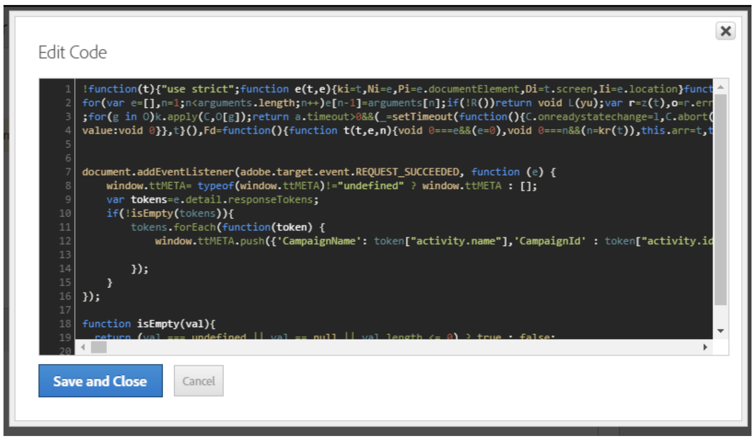

Library Management

☑ Load Adobe Target Library synchronously

Code Configuration

○ Managed by Adobe
● Custom
Code Hosted: In DTM
Open Editor

In the editor please add the code below after the at.js code in the same code container and publish it:


Edit Code

```
!function(t){"use strict";function e(t,e){ki=t,Ni=e,Pi=e.documentElement,Di=t.screen,Ii=e.location}funct
for(var e=[],n=1;n<arguments.length;n++)e[n-1]=arguments[n];if(!R())return void L(yu);var r=z(t),o=r.err
;for(g in O)k.apply(C,O[g]);return a.timeout>0&&(_=setTimeout(function(){C.onreadystatechange=l,C.abort(
value:void 0}},t}(),Fd=function(){function t(t,e,n){void 0===e&&(e=0),void 0===n&&(n=kr(t)),this.arr=t,t


document.addEventListener(adobe.target.event.REQUEST_SUCCEEDED, function (e) {
    window.ttMETA= typeof(window.ttMETA)!="undefined" ? window.ttMETA : [];
    var tokens=e.detail.responseTokens;
    if(!isEmpty(tokens)){
        tokens.forEach(function(token) {
            window.ttMETA.push({'CampaignName': token["activity.name"],'CampaignId' : token["activity.id

        });
    }
});

function isEmpty(val){
  return (val === undefined || val == null || val.length <= 0) ? true : false;
```

```
document.addEventListener(adobe.target.event.REQUEST_SUCCEEDED, function (e) {
    window.ttMETA= typeof(window.ttMETA)!="undefined" ? window.ttMETA : [];
    var tokens=e.detail.responseTokens;
    if(!isEmpty(tokens)){
        tokens.forEach(function(token) {
            window.ttMETA.push({'CampaignName': token["activity.name"],'CampaignId' : token["activity.id"],'RecipeName':
token["experience.name"],'RecipeId': token["experience.id"],'OfferId': token["option.id"],'OfferName':
token["option.name"],'MboxName': e.detail.mbox});

        });
    }
});

function isEmpty(val){
    return (val === undefined || val == null || val.length <= 0) ? true : false;
}
```

Let us know once that has been completed so we can add the relevant code on our side and test it.