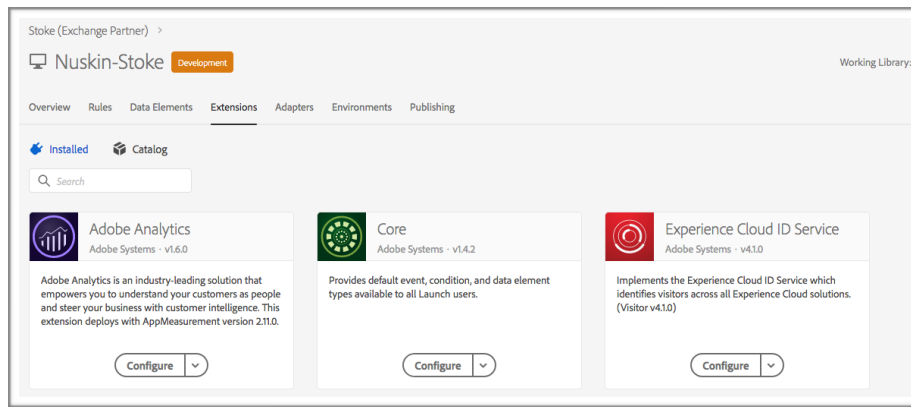


# AA+Dynamics Adobe Launch Extension Setup Instructions

## Pre-requisites:

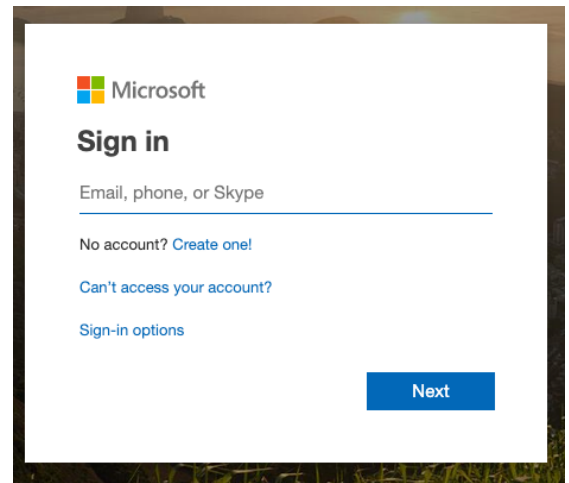
- MS Dynamics credentials with “Modify All Data” permission
- Experience Cloud ID Service Launch extension installed
- Adobe Analytics Launch extension installed




After installation, click on the ‘Login to Dynamics’ button and login to Microsoft account.

A screenshot of the 'AA+Dynamics' extension page in the Adobe Launch console. The page features a purple 'W' logo, the extension name 'AA+Dynamics', version 'v1.1.2', and a description: 'AA + Microsoft Dynamics Integration quickly connects down funnel conversions and customer attributes from Microsoft Dynamics CRM into Analysis Workspace in Adobe Analytics.' Below the description is a purple button labeled 'Login To Microsoft Dynamics'. An arrow points to the button with the text 'Click Here'.

You will then login to your Microsoft account and be redirected back.



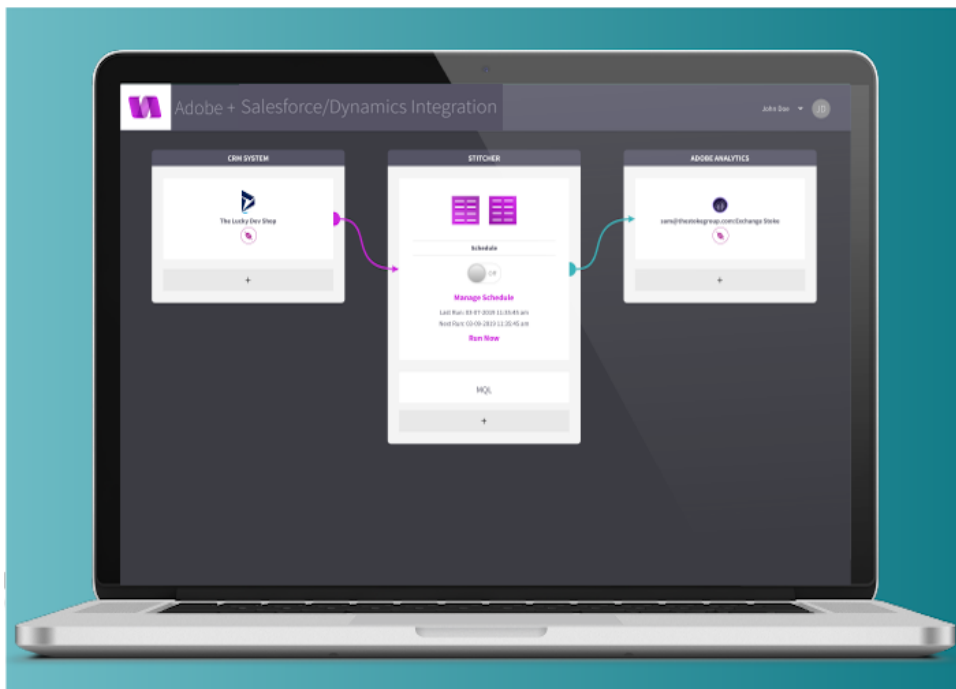


**AA+Dynamics**  
Stoke Data  
v1.1.2

AA + Microsoft Dynamics Integration quickly connects down funnel conversions and customer attributes from Microsoft Dynamics CRM into Analysis Workspace in Adobe Analytics.

**Congratulations** on authenticating your Microsoft Dynamics creds for the Adobe Analytics + Microsoft Dynamics integration.  
Your Adobe Analytics is now connected with your Microsoft Dynamics instance. The Stoke team will reach out to you via email to schedule a time to complete your integration and see your Microsoft Dynamics data in Adobe Analytics. Alternatively, you can [schedule a time here](#). Talk to you soon!

An email will follow to introduce Stoke team, as well as to set up a time to finish up your integration.



## Integration Timeline

### Step 1

#### Email or Call

- Introduction to AE, client team, and Stoke team— Sam Fonoimoana and Nate Jackson. Details and approval of SOW discussed.

#### Actions:

- Client provides email.
- Client approves SOW.
- Stoke then provides login link and credentials.

### Step 2

#### Video Call

- Integration session (60 min.) with marketing lead (down-funnel and AA knowledge) from client:
- Access requirements
  - Dynamics Credentials
  - Determine if Stoke will "Modify All Data" permission AA credentials with access to Customer Attributes and Data Sources or if client chooses to access.
  - Understanding/Access of DTM/ tag management system and web analytics process.

#### Actions:

- Connect Dynamics with AA during the call
- Verify tag deployment.
- Decide which down-funnel conversions client wants to integrate.
- Decide which customer attributes to pull. Set up report suite.

### Step 3

#### Email

- Integration Complete

#### Actions:

- Send Progress report via email to client

### Step 4

#### Call

- Follow up call; View custom workspace reports.

#### Actions:

- Discuss how to use data in Analysis Workspace.
- Answer any questions.
- Discuss reporting customizations/needs.