

Getting started with Experience Platform Launch Server Side (Beta)

[!NOTE]

This beta documentation describes features that are not yet publicly available. It is subject to change and might not be complete or correct.

To use Adobe Experience Platform Launch Server Side data must be sent to Adobe Experience Platform Edge Network using one of three options:

- AEP Web SDK
- AEP Mobile SDK
- Server-to-Server API (coming in H2 2021)

[!NOTE]

The AEP Web SDK and AEP Mobile SDK do not require deployment through Adobe Experience Platform Launch Client Side. However, using Launch Client Side to deploy these SDKs is the recommended approach.

After you send data to Edge network, you can toggle on Adobe solutions to send data there. To send data to a non-Adobe solution, you need to set that up in Launch Server Side.

Prerequisites

- Adobe Experience Platform Launch Server Side
- AEP Web or Mobile SDK, configured to send data to Edge Network
- Data should be in Experience Data Model (XDM)(this mapping can be done server-side)

Create an XDM schema

In Adobe Experience Platform, create your schema.

1. Create a new schema by clicking "Create Schema" and selecting the **XDM ExperienceEvent** option.
2. Give the schema a name and short description.
3. You can add the "ExperienceEvent web details" mixin by clicking **[!UICONTROL Add]** next to **[!UICONTROL Mixins]**.

[!NOTE]

Multiple mixins can be added, if desired.

4. Save the schema and note the name you gave it.

For more information about schemas, see [Experience Data Model \(XDM\) System Help](#).

Create Launch Server Side property

In Experience Platform Launch, create a property of type "Edge."

1. Click **[!UICONTROL New property]**.
2. Name the property.
3. Choose the "Edge" platform type.
4. Click **[!UICONTROL Save]**.

After you create the property, go to the **[!UICONTROL Environments]** tab for the new property and make note of the Environment IDs. You can copy the Environment ID from the Environments tab to paste it when creating an Edge configuration, if the Adobe Org used in Edge Configuration differs from the Adobe Org used in Launch Server Side. Otherwise, you can select the Launch Server Side Environment from a drop-down menu.

Create Edge Configuration

In AEP Edge Configuration, create your edge configuration. You will need the Environment ID generated when you created the server-side property.

1. Open the AEP Edge Configuration interface through Experience Platform Launch, from the link in the left rail.
2. Click **[!UICONTROL New Edge Configuration]**.
3. Name the configuration and provide an optional description. The description helps to identify configurations in a list of several configurations.
4. Click **[!UICONTROL Save]**.

Enable Launch Server Side.

Next, configure Edge Network to send data to Launch Server Side, and/or to other Adobe products.

1. In the Edge Configuration UI, select the property you created.
2. Select the Development, Production, or Staging environment.

Or, to send data to a Launch Server Side environment outside the Adobe org, click **[!UICONTROL Switch to Advanced Mode]** and paste in an ID. The ID is provided when you create a Server Side property.

3. Toggle on the necessary tools and configure as required.
 - Adobe Analytics requires a report suite ID.
 - Launch Server Side requires an environment ID, which is the publish path for the Launch Server Side property.

After configuring, make note of the Environment IDs for the new property.

Configure the Launch Client Side AEP Web SDK extension to send data to the Edge configuration that you created

In Launch Client Side, create your property, then use the AEP Web SDK extension to configure it.

1. Name the property.

You can have multiple instances of Alloy. For example, you might have different pre- and post-paywall tracking properties.

2. Select the Org ID.

3. Select the Edge Domain.

See the [Web SDK extension documentation](#) for more configuration options.

Create a Launch Client Side rule to send data to AEP Web SDK

After all of the above is in place, you can build necessary data definitions, rules, and so on that leverage both Server Side and Client Side Launch, but that need only a single request from the page.

Create a new page load rule using the AEP Web SDK extension and the "Send Event" action type:

1. Open the **[!UICONTROL Rules]** tab, then click **[!UICONTROL Create New Rule]**.
2. Name the rule.
3. Click the **[!UICONTROL Events Add]** icon.
4. Add an event by choosing an extension and one of the event types available for that extension, then configure the settings for the event. For example, select **[!UICONTROL Core - Window Loaded]**.
5. Add an action using the AEP Web SDK extension. Select "Send Event" from the "Action Type" list, select the desired Instance (Alloy instance configured earlier) and select a data element to add to the XDM Data block within the Alloy hit.
6. The rest of the settings can be left as default for this example, so click **[!UICONTROL Save]**.

For another example, you might create a rule that sends the data layer to Edge Network if the user hovers over a specified button.

Summary

You should have the following in place and can now create Launch Server Side rules to forward data to non-Adobe destinations.

- Experience Data Model schema (Note the name you gave it.)
- Launch Server Side property (Keep track of the environment IDs.)
- AEP Edge Configuration (Note the environment ID.)
- Launch Client Side property

Experience Platform Launch Server Side overview (Beta)

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Adobe Experience Platform Launch Server Side decreases web page and app weight by using Adobe Experience Platform Edge Network to execute tasks normally done on the client. Launch Server Side rules can transform and send data to new destinations without changing client-side implementations.

Launch Server Side coupled with the AEP Web and Mobile SDKs make it possible to:

- Make a single call from the page that contains a payload of data and then federate this data server-side to reduce client-side network traffic and deliver a faster experience for customers.
- Decrease the amount of time it takes for webpages to load so your site conforms to industry best practices around performance.
- Increase transparency and control over which types of data are sent where, across all client-side properties.
- Create a server-side rule to send previously tracked data to a new destination.

Improved performance

In an increasingly competitive environment, businesses must prioritize performance to maintain an expand market share. Launch Server Side improves Website and app performance across mobile, IoT, and OTT devices. Website conversion rates can increase due to faster load times, mobile apps don't drain batteries as quickly, and OTT apps feel as responsive as those same apps running on mobile devices. As performance increases, it's common for conversion rates to also increase.

Better data governance

As the technology stack grows and data is sent to more and more destinations, the challenge to control what data is sent where becomes more difficult. The normalization of regulations like GDPR and CCPA force companies to exert more control over a data problem that's increasingly becoming harder.

Launch Server Side helps marketing teams grow their business while controlling data. It decreases the number of client-side technologies that marketers need to use to reach their target market and send data to non-Adobe destinations. This makes it easier for implementation teams to manage the data flowing from the client to various destinations.

Differences between Launch Server Side and Launch Client Side

It is important to note the following differences between [!DNL Experience Platform Launch] Server Side and Client Side:

- Data element tokenization
 - Client Side: In a rule, data elements are tokenized with a % at the beginning and end of the data element name. For example, %viewportHeight%.
 - Server Side: In a rule, data elements are tokenized with {{ at the beginning and }} at the end of the data element name. For example, {{viewportHeight}}.

- How data is referenced

To reference data from the Edge network, the data element path must be `arc.event._<element>_.`

`arc` stands for Adobe Response Context.

For example: `arc.event.xdm.web.webPageDetails.URL`

[!IMPORTANT]

If this path is specified incorrectly, data is not collected.

- Sequence of rule actions

In the Action section of a rule, server-side rules are always executed sequentially. Make sure the order of actions is correct when you save a rule. This execution sequence cannot be chosen like it can on Launch Client Side.

- Custom code JavaScript versions

Experience Platform Launch Client Side uses JavaScript version es5. Launch Server Side uses version es6.