

# Module 3 - Adobe Target administration and governance (6%)

This toolkit is designed for Master Exam Aspirants. There are 8 Modules. Study 2 modules per week to stick to schedule. Technical Parts of applications are depicted in Videos, you can learn more about them from experience League. You can visit [Get prep page](#) to understand the contents and anticipate the learning journey.

This is Expert Exam, master exam toolkit Module 3. This module contains 4 sections.

## Hosts

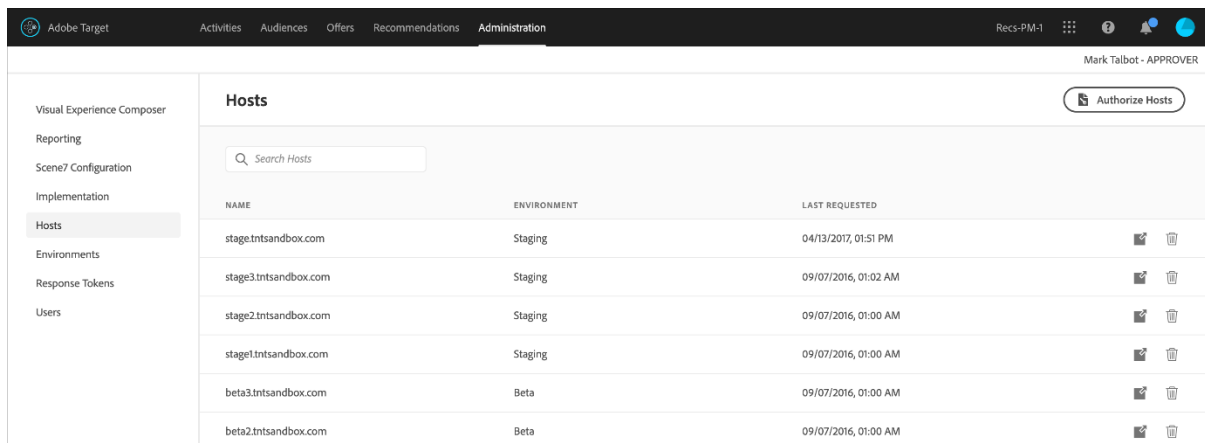
Organize your sites and pre-production environments for easy management and separated reporting in Adobe Target.

The primary goal of host management is to ensure that no inactive content accidentally appears on websites. Host management also lets you separate report data by [environment](#).

A host is any domain from which a Target request is made. On a website, it is usually the location.hostname property of the URL making the Target request.

By default, Target does not limit a host that can make Target requests and receive Target responses. When new hosts make requests, they automatically work. This process also enables testing on different domains you don't know or can't anticipate. If you want to override this default behavior, you can set up an allowlist or blocklist to limit which hosts work with Target.

To manage hosts, click **Administration > Hosts**.



NAME	ENVIRONMENT	LAST REQUESTED		
stage.tntsandbox.com	Staging	04/13/2017, 01:51 PM		
stage3.tntsandbox.com	Staging	09/07/2016, 01:02 AM		
stage2.tntsandbox.com	Staging	09/07/2016, 01:00 AM		
stage1.tntsandbox.com	Staging	09/07/2016, 01:00 AM		
beta3.tntsandbox.com	Beta	09/07/2016, 01:00 AM		
beta2.tntsandbox.com	Beta	09/07/2016, 01:00 AM		

## Recognizing hosts

To recognize a host and add it to the Hosts list, the following conditions must be met:

- At least one Target request must exist on the host
- A page on the host must have the following:
  - An accurate at.js reference
  - A Target request or an auto-generated global Target request

- The page with the Target request must be viewed in a browser

After the page is viewed, the host is listed in the Hosts list, allowing you to manage it in an environment, and preview and launch activities and tests.

#### NOTE

This includes any personal development servers.

After a host is added to the Host list, make sure that the host is recognized.

1. Click **Administration > Hosts**.
2. If your host is not listed, refresh your browser.

By default, a newly recognized host is placed in the Production environment. The Production environment is the safest environment because it does not allow inactive activities to be viewed from these hosts.

3. (Conditional) Click the **Move** icon (  ) to move the host into the Development, Staging, or other environment.

#### NOTE

The Production environment cannot be deleted, even if you rename it. It is assumed that this environment is where you serve final, active activities and tests. The default environment does not allow inactive campaigns to be viewed.

#### Sort or search the Hosts list

To sort the Hosts list, click any column header (Name, Environment, or Last Requested) to sort the list in ascending or descending order.

To search the Hosts list, type a search term in the Search Hosts box.

#### Create allowlists that specify hosts that are authorized to send Target requests to Target.

You can create an allowlist that specifies hosts (domains) that are authorized to send Target requests to Target. All other hosts generating requests get a commented-out authorization error response. By default, any host that contains a Target request registers with Target in the Production environment and has access to all active and approved activities. If this approach is not desired, you can instead use the allowlist to record specific hosts that are eligible to make Target requests and receive Target content. All hosts continue to display in the Hosts list, and environments can still be used to group these hosts and assign different levels to each, such as whether the host can see active and/or inactive activities.

To create an allowlist:

1. From the Hosts list, click **Authorize Hosts**.
2. Enable the **Enable Authorized Hosts for content delivery** toggle.
3. Add the desired hosts in the **Host contains** box, as desired.

Multiple hosts can be listed, each on its own line.

4. Add the desired hosts in the **Host does not contains** box, as desired.

Multiple hosts can be listed, each on its own line.

5. Click **Save**.

If a Target request is made on an unauthorized host, the call responds with `/* no display - unauthorized mbox host */`.

## IMPORTANT

**Security best practices:** If you use ubox functionality of Target, this allowlist also controls the list of domains to which your [redirectors](#) can navigate. Ensure that you add any domains to which you want to redirect when you use ubox as a part of your implementation. If the allowlist is left unspecified, Adobe is not able to verify the redirect URLs and protect from potential malicious redirects.

The allowlist takes precedence over environments. Clear out all hosts before using the allowlist feature, then only the hosts allowed by the allowlist appear in your hosts list. You can then move the hosts into the desired environment.

Sometimes domains from other sites appear in your environments. A domain appears in the list if the domain calls at.js. For example, if somebody copies one of your web pages to their server, that domain appears in your environment. You might also see domains from spider engines, language translator sites, or local disk drives.

In cases where mboxHost is passed in an API call, conversion is recorded for the environment that is passed in. If no environment is passed, the host in the call defaults to Production.

You can also create a denylist that specifies hosts (domains) that cannot send Target requests to Target by adding the desired hosts in the Host Does Not Contain box.

## NOTE

The Authorized Hosts list is used for both Target hosts and default redirect hosts. Add all existing domains approved to use the Adobe Target JavaScript SDK (at.js) *AND* all domains used in ubox default redirect URLs. Add any new similar domains to the allowlist in the future.

## Delete a host

You can delete a host when it is no longer needed.

1. From the Hosts list, click the **Delete** icon.
2. Click **Delete** to confirm the deletion.

## NOTE

The host is listed again if anyone browses to a page that contains a Target request on the host.

## Troubleshooting hosts

Try the following troubleshooting tips if you experience problems with your hosts:

### Host does not appear in the list for your account.

- Refresh the Hosts page in your browser.
- Confirm that the Target request is correct, including the at.js reference.

- Try browsing to one of the Target requests on the host. It's possible that no Target request on the host was ever rendered in a browser.

### **Random or unknown domains appear in the Host list.**

A domain appears in this list if a request to Target is made from the domain. Often, you could see domains from spider engines, language translator sites, or local disk drives. If the listed domain is not one your team uses, you can click Delete to remove it.

### **My Target request returns /\* no display - unauthorized mbox host \*/.**

If a Target request is made on an unauthorized host, the request responds with /\* no display - unauthorized mbox host \*/.

## **Users**

Add users and manage their permissions in the Adobe Admin Console.

### **NOTE**

Properties and Permissions functionality is available as part of the Target Premium solution. They are not available in Target Standard without a Target Premium license.

You can tell whether your organization has a Standard or Premium license by clicking the Administration link at the top of the Target UI.

- **Target Standard Customers:** If you see the Users tab (Administration > Users) (and not the **Properties** tab), your organization has a Target Standard license. Target Standard customers should follow the instructions in this article to add users and assign permissions in the Adobe Admin Console.
- **Target Premium Customers:** If you see the Users tab and the Properties tab (Administration > Properties), your organization has a Target Premium license. Target Premium customers should follow the instructions in [Enterprise user permissions](#) and [Configure enterprise permissions](#) to add users and assign permissions in the Adobe Admin Console.

For detailed information about how to manage users and permissions, see [Manage products and profiles](#) in the *Enterprise & Teams User Guide*.

When you get started with Adobe Target, you will find IDs (ending in Adobe.com) pre-populated in your Adobe Experience Cloud account. These IDs are for members of Adobe teams so that they can assist you with your new account and with your use of Adobe Target, should you need help. To get assistance, reach out to your Adobe teams in the usual way.

You will not see the new user listed on the Users page until the user logs in using his or her Adobe Experience Cloud account and then logs in to Target Standard/Premium.

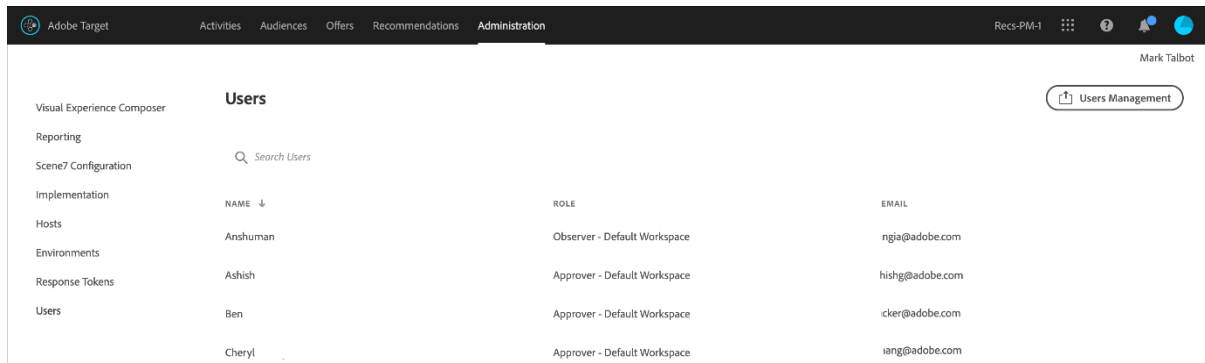
By default all Target users start with observer permissions.

Admin users are identified in the Users list. Contact one of the system admin users if you need your access level changed.

### **View user information from within Target**

You can view a list of your current users in your Target environment, including their roles per workspace and email addresses directly from inside Target.

To view the Users page, click **Administration > Users**.



NAME ↓	ROLE	EMAIL
Anshuman	Observer - Default Workspace	ngia@adobe.com
Ashish	Approver - Default Workspace	hishg@adobe.com
Ben	Approver - Default Workspace	cker@adobe.com
Cheryl	Approver - Default Workspace	iang@adobe.com

## NOTE

To manage existing user or to add new users, you must use the Adobe Admin Console, as explained below.

### Access the Adobe Admin Console

For tasks performed in the Adobe Admin Console, access the console by following these steps:

1. From within Target, click **Administration > Users > Users Management**.

Or

Go to <https://adminconsole.adobe.com/enterprise/>, then sign in using your Adobe ID, if you have not already logged in.

2. (Conditional) If you have access to the Admin Console for Enterprise for more than one organization, click the user avatar in the right corner or the top navigation bar, then select the desired organization.

### Add users

All user management must be performed in the Adobe Admin Console for Enterprise. However, all of your existing users in Target will be migrated from Target to the Admin Console for Enterprise.

1. [In the Admin Console](#), click **Users > Users** to create new users or to edit existing users.
2. Follow the instructions in [Manage Users and Groups in the Experience Cloud](#) in the *Enterprise User Guide*.

### Create user groups

You can create user groups, such as Developers, Analysts, Marketers, Executives, etc., and then assign privileges across multiple Adobe products and workspaces. Assigning a new team member all the appropriate privileges across different Adobe products can be as easy as adding them to a specific user group.

1. [In the Admin Console](#), click **Users > User Groups** to create new user groups or to edit existing groups.

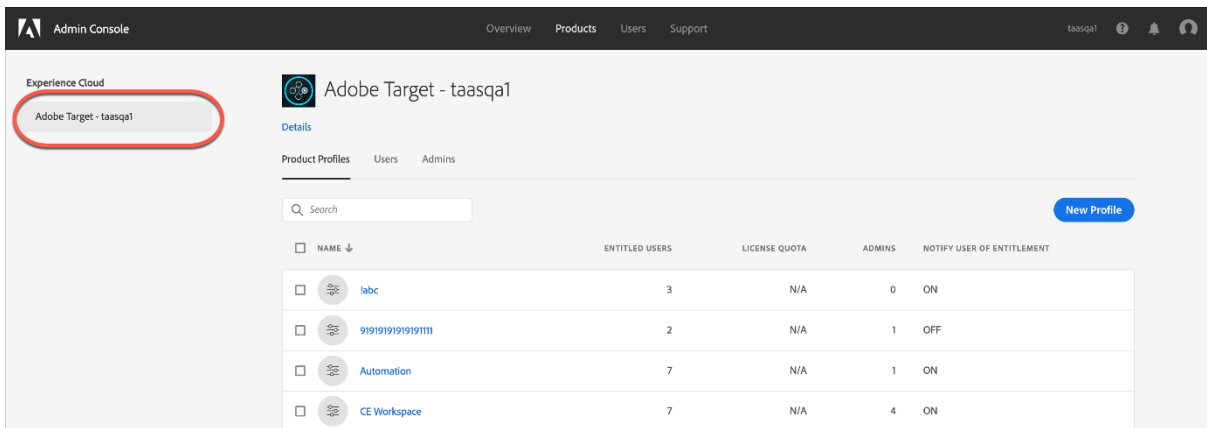
2. Follow the instructions in [Manage Users and Groups in the Experience Cloud](#) in the *Enterprise User Guide*.

## Specify roles and permissions

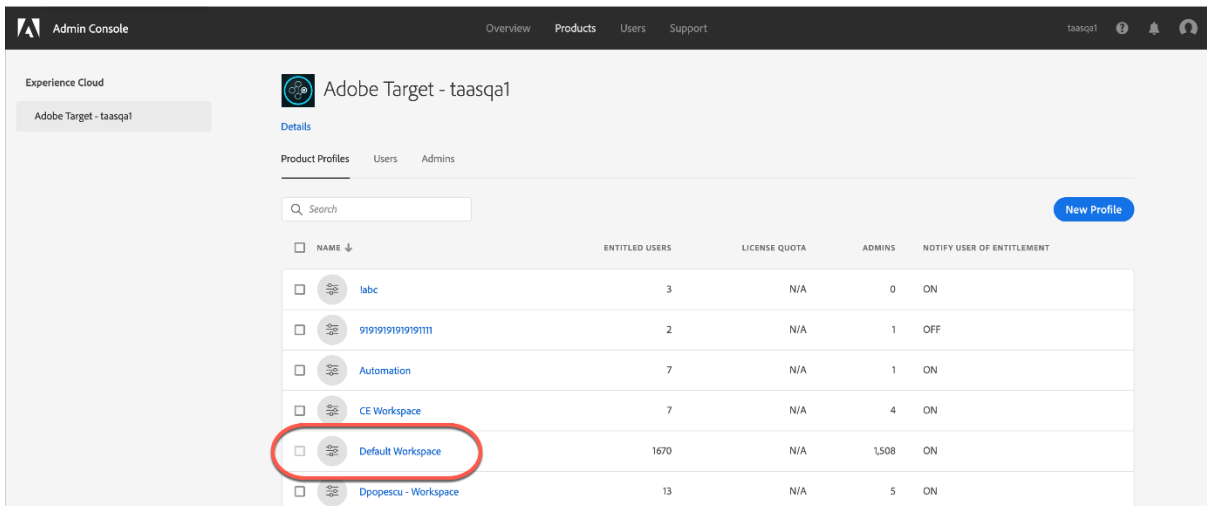
Only system admins can set user roles in Target. For example, a Standard approver user cannot change an observer to an approver, without also having Experience Cloud Admin rights.

System admin users must add users to the system. Users are not automatically added. They are invited by email from the Experience Cloud and must confirm their email addresses before their accounts are registered.

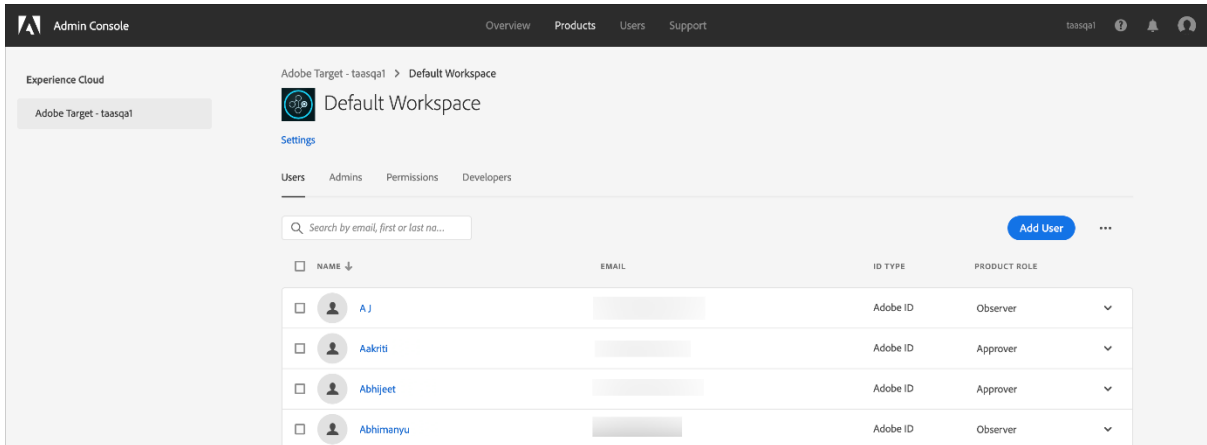
1. [In the Admin Console](#), click **Products**, then select the name of the desired product.



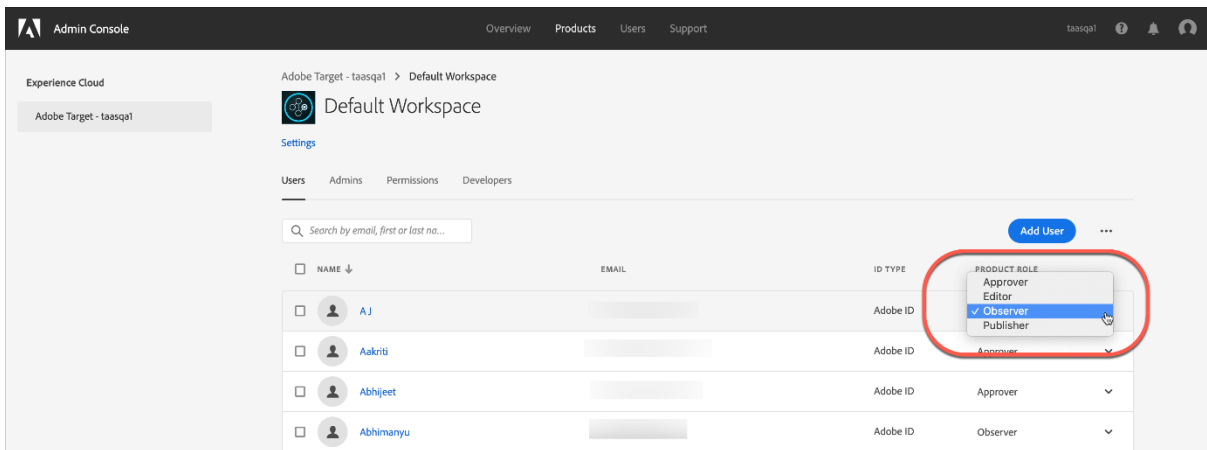
2. Click the desired workspace (for example, Default Workspace).



The Users tab displays all of the users in that workspace.



3. Select the desired permissions role (Approver, Editor, or Observer) by using the drop-down list for each user in the Product Role column.



Role	Description
Approver	Can create, edit, and activate or stop activities.
Editor	Can create and edit activities before they are live, but cannot approve the launch of an activity.
Observer	Can view activities, but cannot create or edit them.
Publisher	Similar to the Observer role (can view activities, but cannot create or edit them). However, the Publisher role has the additional permission to activate activities.

For more information, see [Manage Product Permissions and Roles in the Admin Console](#) in the *Enterprise User Guide*.

[Video](#)

## Configure enterprise permissions

Information about the tasks required to add users to your Target implementation; create workspaces, user groups, and properties; update your Target implementation to include the at\_property parameter; and specify roles and permissions.

### NOTE

Properties and Permissions functionality is available as part of the [Target Premium](#) solution. They are not available in Target Standard without a Target Premium license.

The following table lists the tasks you should perform to create properties and assign user roles and permissions. Refer to the sections below for more information about each task.

Task	Performed In
1. Add users (optional)	Adobe Admin Console for Enterprise
2. Create a workspace (product profile)	Adobe Admin Console for Enterprise
3. Create user groups (Optional)	Adobe Admin Console for Enterprise
4. Create properties	Target UI
5: Update your implementation to include the at_property parameter	Target UI, at.js functions, or tags in Adobe Experience Platform
6: Specify Roles and Permissions	Adobe Admin Console for Enterprise

For those tasks performed in the Adobe Admin Console for Enterprise, access the console by following these steps:

1. In Adobe Target, click **Administration > Properties > Assign Properties to Workspaces**.

Or

Go to <https://adminconsole.adobe.com/enterprise> > sign in using your Adobe ID, if you have not already logged in.

2. (Conditional) If you have access to the Admin Console for Enterprise for more than one organization, click the user avatar in the right corner or the top navigation bar, then select the desired organization.

### Step 1. Add users (Optional)

When you start using the new Properties functionality, all user management must be performed in the Adobe Admin Console for Enterprise. However, all of your existing users in Target will be migrated from Target to the Admin Console for Enterprise.



1. [In the Admin Console](#), click the **Users** tab at the top of the page > **Add Users** to create new users or to edit existing users.
2. Follow the instructions in [Manage Users and Groups in the Experience Cloud](#) in the *Enterprise User Guide*.

## Step 2. Create a workspace (product profile)

A workspace (product profile) lets an organization assign a specific set of users to a specific set of properties. In many ways, a workspace is similar to a report suite in Analytics.

Organizations can begin taking advantage of Enterprise permissions functionality by creating new workspaces within Admin Console, assigning Target properties to these workspaces, and moving users from the “Default Workspace” configuration to these newer, limited-access workspaces.

Customers can use these workspaces to separate access to different teams by region, by business unit, by site section, or via any other method they choose.

Users can be part of multiple workspaces and can even have different roles within each workspace.

1. In the Admin Console, click **Products**, then select the name of the desired product.

The screenshot shows the Admin Console interface for 'Adobe Target - recspm2'. The 'Experience Cloud' dropdown menu is highlighted with a red circle, showing 'Adobe Target - recspm2' selected. Below this, there is a 'Details' section with tabs for 'Product Profiles', 'Users', and 'Admins'. A search bar is present, and a 'New Profile' button is in the top right. A table lists the following product profiles:

NAME	ENTITLED USERS	LICENSE QUOTA	ADMINS	NOTIFY USER OF ENTITLEMENT
Default Workspace	52	N/A	1	ON
Demo: A4T	23	N/A	0	ON
Demo: API and JSON	23	N/A	0	ON
Demo: Email	26	N/A	0	ON
Demo: Permissions	21	N/A	0	OFF
Demo: Redbox	21	N/A	0	ON
Demo: Sandbox	27	N/A	0	ON
Demo: Target Overview	20	N/A	0	ON

2. Create the desired workspace (Product Profile):

- **Default Access:** All existing activities will be merged into a single project called “Default Access.” This will have no impact on customers. All user roles and functionality will remain exactly the same as they are prior to this change.

All activities created via Adobe Experience Manager (AEM), Adobe Mobile Services, and Target Classic will also be part of the “Default Access” workspace. You cannot currently move projects from “Default Access” to another project.

- **New workspaces (Product Profiles):** You can begin taking advantage of the new permissions functionality by doing the following:

- Creating new workspaces within the Admin Console for Enterprise.
- Assigning Target properties to the workspaces.

You can use these workspaces to divide access to different teams by region, business unit, site section, or via any other method you choose. Users can be part of multiple workspaces and can have different roles within each workspace.

3. Follow the instructions in [Create and Manage Product Configurations](#) in the *Enterprise User Guide*.

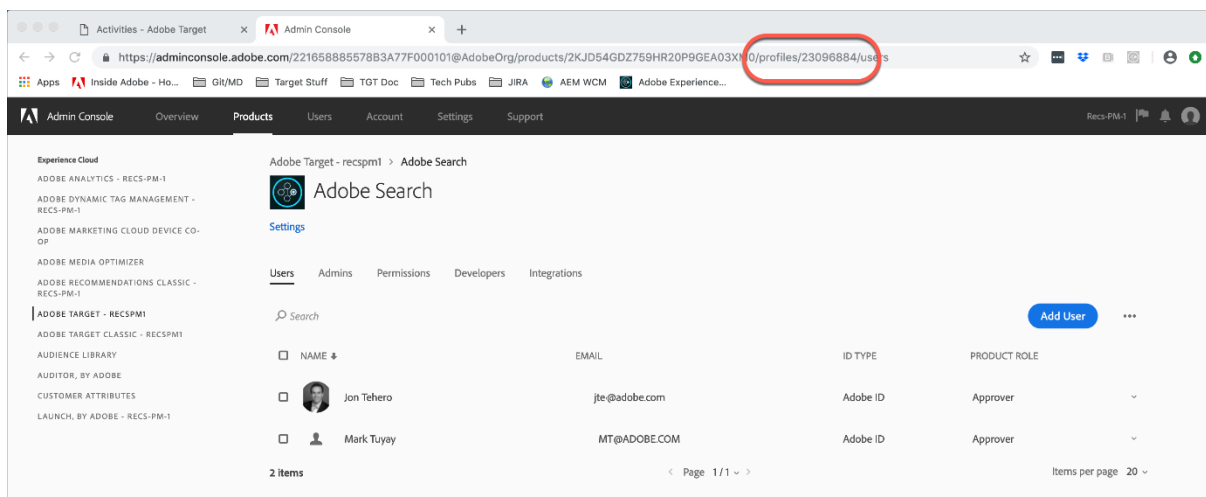
## NOTE

See the training video below for more information about configuring workspaces.

## Obtain your workspace ID

You'll need to pass the workspace ID to leverage Enterprise Permissions in [Target APIs](#).

1. In the [Adobe Admin Console](#), click the Products tab, then click the product in the left menu to display the PLC(workspace) list.
2. Click the desired PLC(workspace), then locate the "profiles" ID in the URL, as shown below.



## Step 3. Create user groups (Optional)

You can create user groups, such as Developers, Analysts, Marketers, Executives, etc., and then assign privileges across multiple Adobe products and workspaces. Assigning a new team member all the appropriate privileges across different Adobe products can be as easy as adding them to a specific user group.

1. In the Admin Console, click the **Users** tab at the top of the page > **User Groups** to create new user groups or to edit existing groups.
2. Follow the instructions in [Manage Users and Groups of a Product Configuration](#) in the *Enterprise User Guide*.

## Step 4. Create properties

Properties are enabled by adding a specific name/value pair as a parameter with any call (Target call, api call, etc.) to Target.

Properties belong to specific channels (Web, Mobile, Email, and API/Other).

**Tip:** See the training video below for more information about how to create properties.

1. In Target, click **Administration > Properties** to display the Properties list.
2. Click **Create Property**.

Fill in the fields:

- **Property Name (Required):** Specify a descriptive name for the property.
  - **Description:** Specify an optional description for the property.
  - **Channel:** Select the desired channel for the property: Web, Mobile App, Email, or Other/API (for example a set-top box or PlayStation console).
3. Click **Copy** to copy the code to your clipboard that you'll use while performing the steps in [5: Update Your Implementation to Include the at\\_property Parameter](#).
  4. Click **Save** when done.

#### NOTE

See the training video below for more information about creating properties.

#### Step 5: Update your implementation to include the at\_property parameter

To use the Target user-permissions functionality, you must add the at\_property parameter to any call that is hitting Target (Target call, api call, etc.).

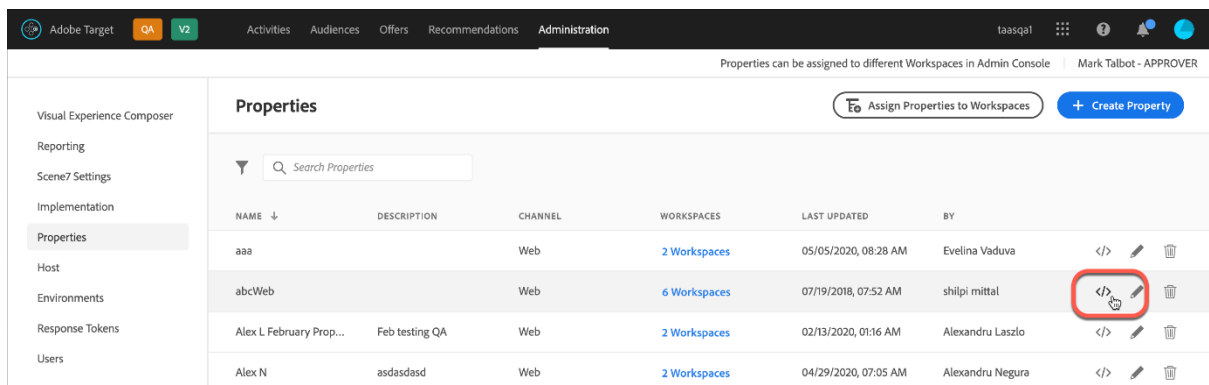
**To obtain the at\_property parameter code:**

1. (Conditional) Use the implementation code you generated and saved to your clipboard while performing the steps in [4. Create Properties](#) and proceed to Step 2.

Or

In Target, click **Administration > Properties** to display the Properties list.

- a. Hover your mouse pointer over the Last Updated column for the desired property to display and click the Code icon.



The screenshot shows the Adobe Target Administration console. The 'Properties' section is active, displaying a table of properties. The 'abcWeb' property is highlighted, and its 'Code' icon (represented by a code symbol </>) is circled in red. The table columns are NAME, DESCRIPTION, CHANNEL, WORKSPACES, LAST UPDATED, and BY.

NAME	DESCRIPTION	CHANNEL	WORKSPACES	LAST UPDATED	BY	
aaa		Web	2 Workspaces	05/05/2020, 08:28 AM	Evelina Vaduva	</> ✎ 🗑️
abcWeb		Web	6 Workspaces	07/19/2018, 07:52 AM	shilpi mittal	</> ✎ 🗑️
Alex L February Prop...	Feb testing QA	Web	2 Workspaces	02/13/2020, 01:16 AM	Alexandru Laszlo	</> ✎ 🗑️
Alex N	asdasdasd	Web	2 Workspaces	04/29/2020, 07:05 AM	Alexandru Negura	</> ✎ 🗑️

- b. Right-click the highlighted implementation code to copy it to your clipboard.

2. Update your Target implementation with the implementation code obtained in the previous step.

There are several ways to update your Target implementation. For example, the following methods can be used for web pages:

- a. Via a “Custom Parameter” in tags within Adobe Experience Platform:

For more information, see [Add Mbox Params](#) in the *Tags overview* documentation.

- b. Via the `targetPageParamsAll()` function: Place the following code in the `<head>` tags, above the `at.js` reference.
- c. `<script>`
- d. `function targetPageParamsAll() {`
- e. `return {`
- f. `"at_property": "5f8bd98b-1456-a84c-2a96-11s9b8e2b112"`
- g. `};`
- h. `}`
- i. `</script>`

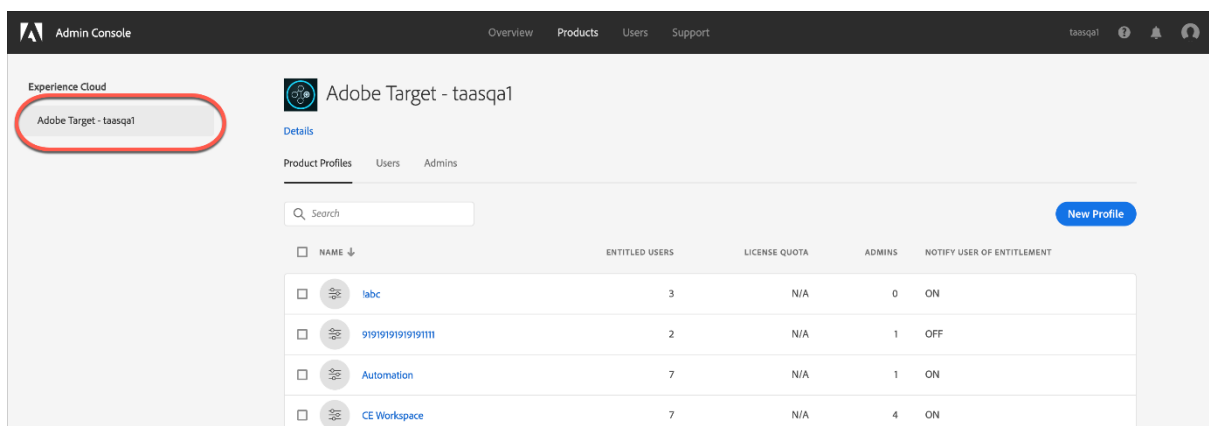
Copy

Toggle Text Wrapping

For more information about how to do this with `at.js`, see [targetPageParamsAll](#).

## Step 6: Specify roles and permissions

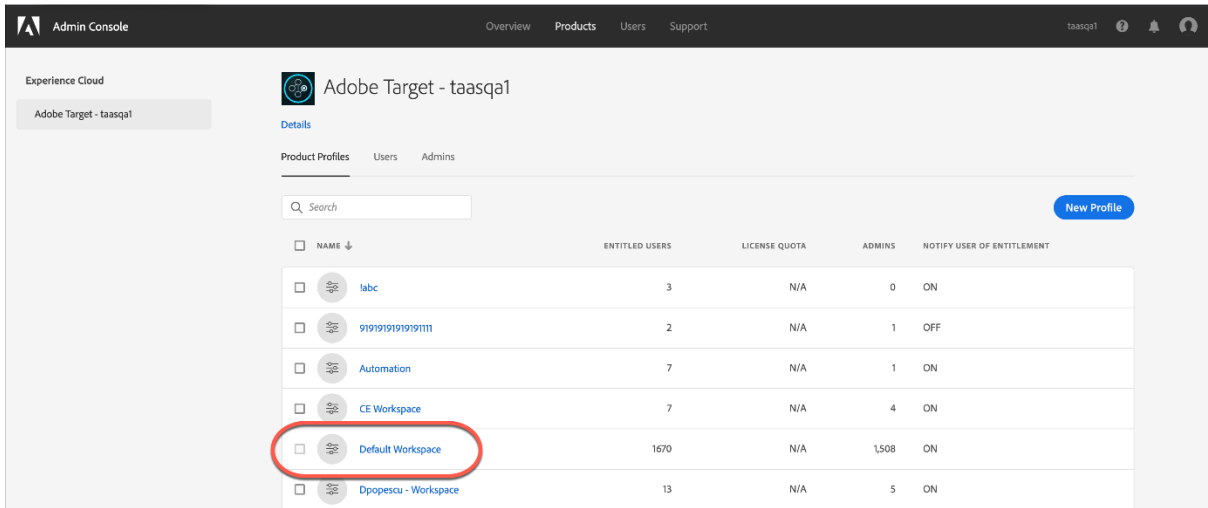
1. In the Admin Console, click **Products**, then select the name of the desired product.



The screenshot displays the Adobe Admin Console interface for the 'Adobe Target - taasqa1' product. The top navigation bar includes 'Overview', 'Products', 'Users', and 'Support'. The 'Products' menu item is highlighted. The main content area shows the 'Details' page for the product, with tabs for 'Product Profiles', 'Users', and 'Admins'. A search bar is present, and a 'New Profile' button is visible. Below the search bar is a table of product profiles:

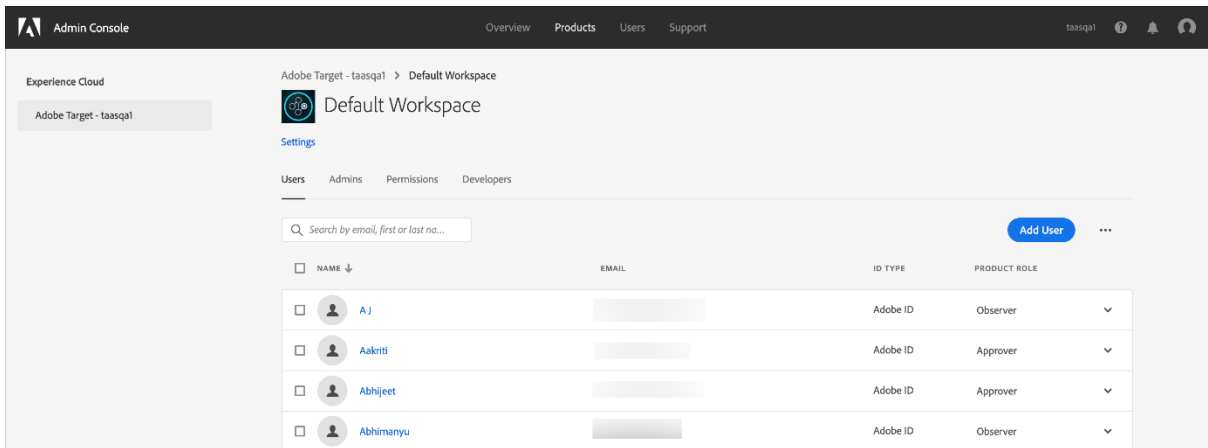
<input type="checkbox"/>	NAME ↓	ENTITLED USERS	LICENSE QUOTA	ADMINS	NOTIFY USER OF ENTITLEMENT
<input type="checkbox"/>	labc	3	N/A	0	ON
<input type="checkbox"/>	91919191919191111	2	N/A	1	OFF
<input type="checkbox"/>	Automation	7	N/A	1	ON
<input type="checkbox"/>	CE Workspace	7	N/A	4	ON

2. Click the name of the desired profile (for example, Default Workspace).

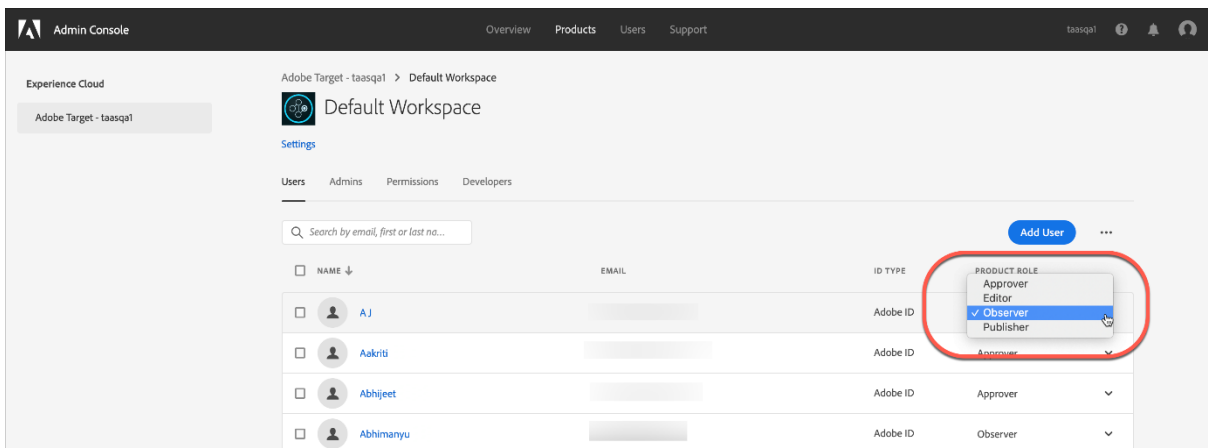


3. Click **Users**.

The Users tab displays all of the users in that workspace.



4. Select the desired permissions role (Approver, Editor, Observer, or Publisher) by using the drop-down list for each user in the Product Role column.



Role	Description
Approver	Can create, edit, and activate or stop activities.
Editor	Can create and edit activities before they are live, but cannot approve the launch of an activity.
Observer	Can view activities, but cannot create or edit them.
Publisher	Similar to the Observer role (can view activities, but cannot create or edit them). However, the Publisher role has the additional permission to activate activities.

For more information, see [Manage Product Permissions and Roles in the Admin Console](#) in the *Enterprise User Guide*.

### Training videos

The following videos contain more information about the concepts discussed in this article.

#### NOTE

The Target Administration menu UI (formerly Setup) has been redesigned to provide improved performance, reduce the maintenance time required when releasing new features, and to improve the user experience across the product. The information in the following videos is generally correct; however, options might be in slightly different locations. Updated videos will be posted soon.

### How to Configure Adobe Target Workspaces (6:55) Tutorial

This video explains how to create workspaces.

- Access the Adobe Admin Console from the Adobe Target interface (3 ways)
- Configure a workspace in Adobe Admin Console
  - Add users to workspaces
  - Add properties to workspaces
- Understand default workspaces

[Video 1 - How to Configure Adobe Target Workspaces \(6:55\)](#)

[Video 2 - How to Create Properties in Adobe Target \(3:05\)](#)

### [Using Experience Fragment Offers within Adobe Target](#)

Adobe Experience Manager re-imagines the personalization workflow between AEM and Target. Experiences created within AEM can now be delivered directly to Adobe Target as HTML Offers. It allows Marketers to seamlessly test and personalize content across different channels.