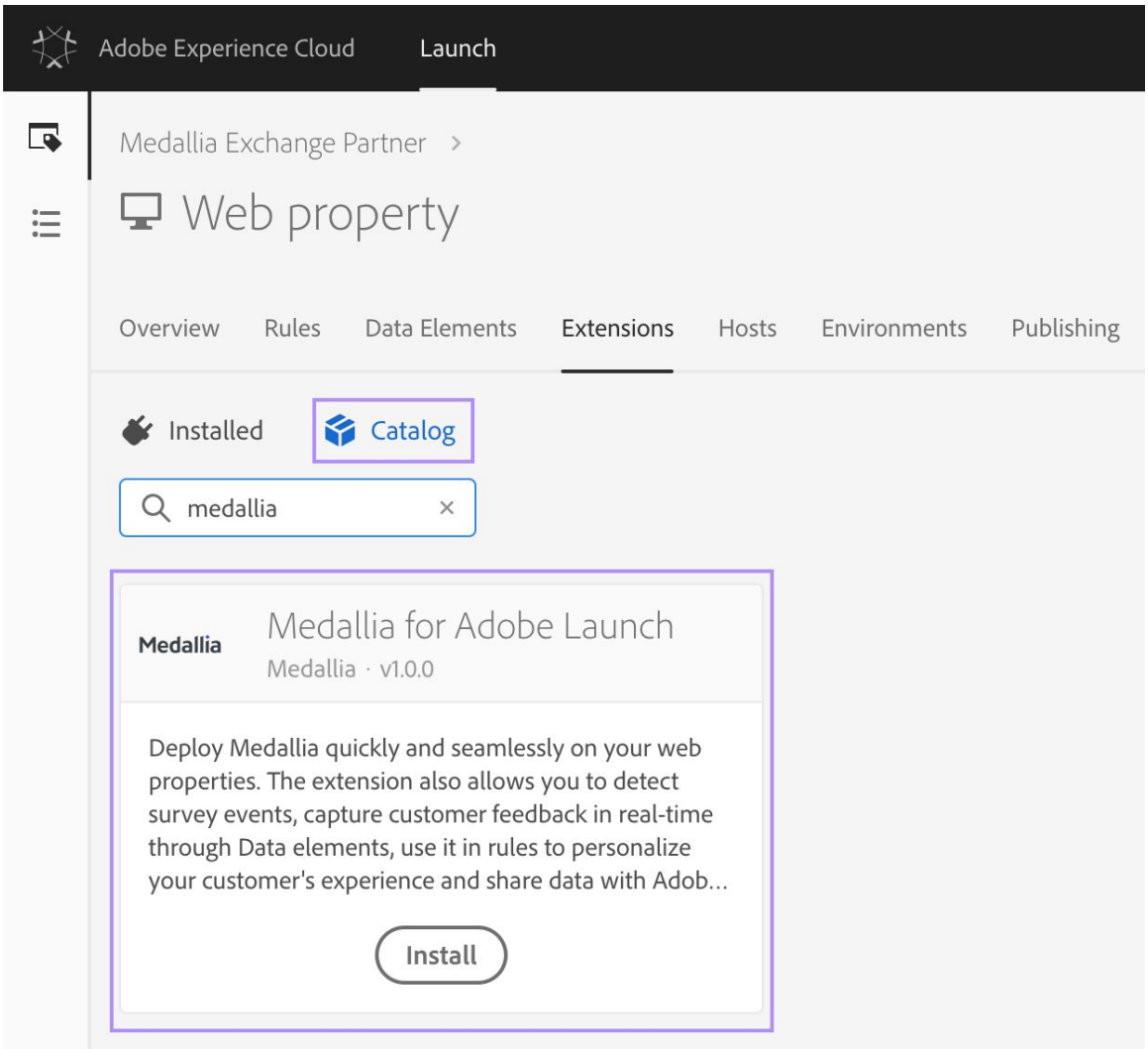
Medallia for Adobe Launch

Implementation playbook

Deploy Medallia Digital quickly and seamlessly on your web properties. The extension also allows you to detect survey events, capture customer feedback in real-time through Data elements, use it in rules to personalize your customer's experience and share data with Adobe Analytics.

Install the Medallia for Adobe Launch extension

In the Adobe Launch console, select **Extensions** to access the **Catalog**. Look for the extension called **Medallia for Adobe Launch** and click on **Install**.



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Once the extension is installed, the following elements are available In Launch:

- Actions
    - Load Medallia Digital
- Events
    - Button Clicked
    - Capture Button Cancel
    - Capture Button Clicked
    - Capture Button Taken
    - Form Back Page
    - Form Displayed
    - Form Next Page
    - Invite Accepted
    - Invite Declined
    - Invite Displayed
    - Invite Skipped
    - ShowForm Called
    - Survey Abandoned
    - Survey Completed
    - Thank You Closed
    - Thank You Displayed
- Data Elements
    - Event Name
    - Feedback UUID
    - Form Id
    - Form Type
    - Scale questions

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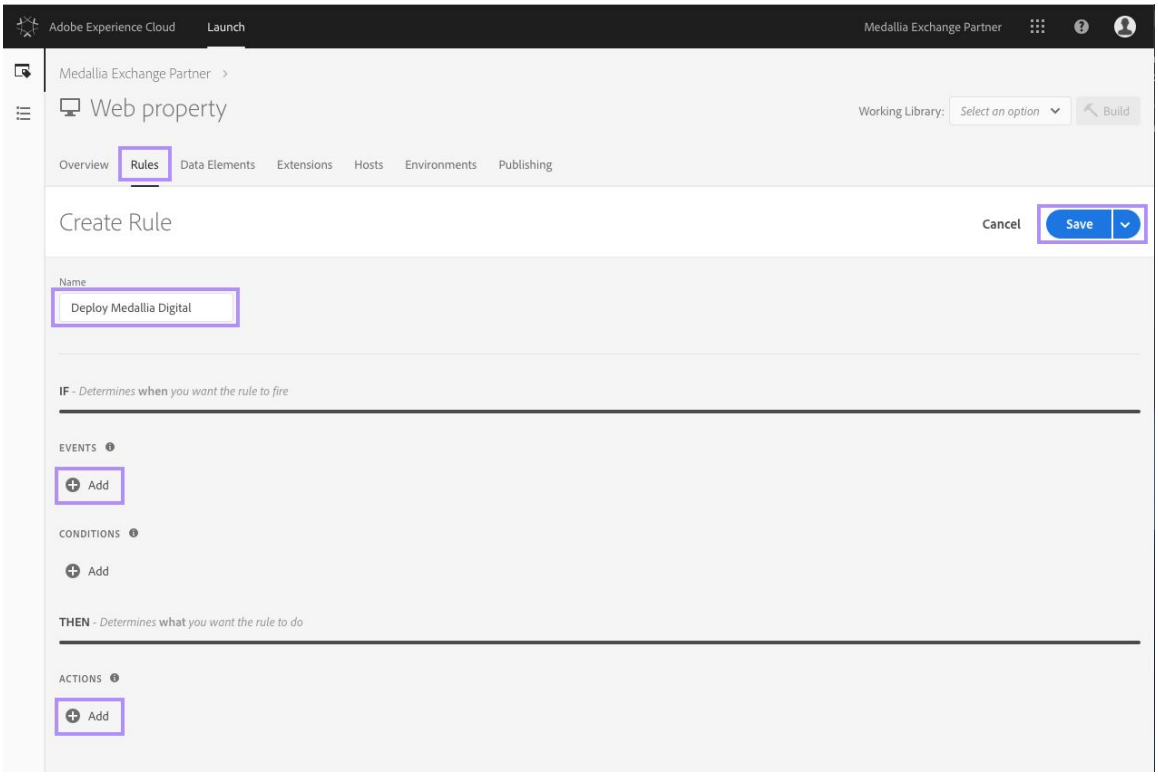
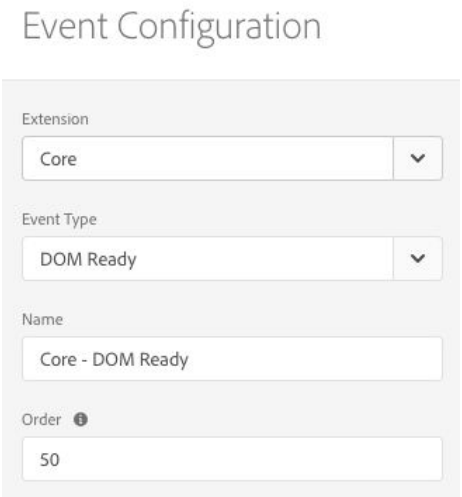
Deploy Medallia Digital code on web property

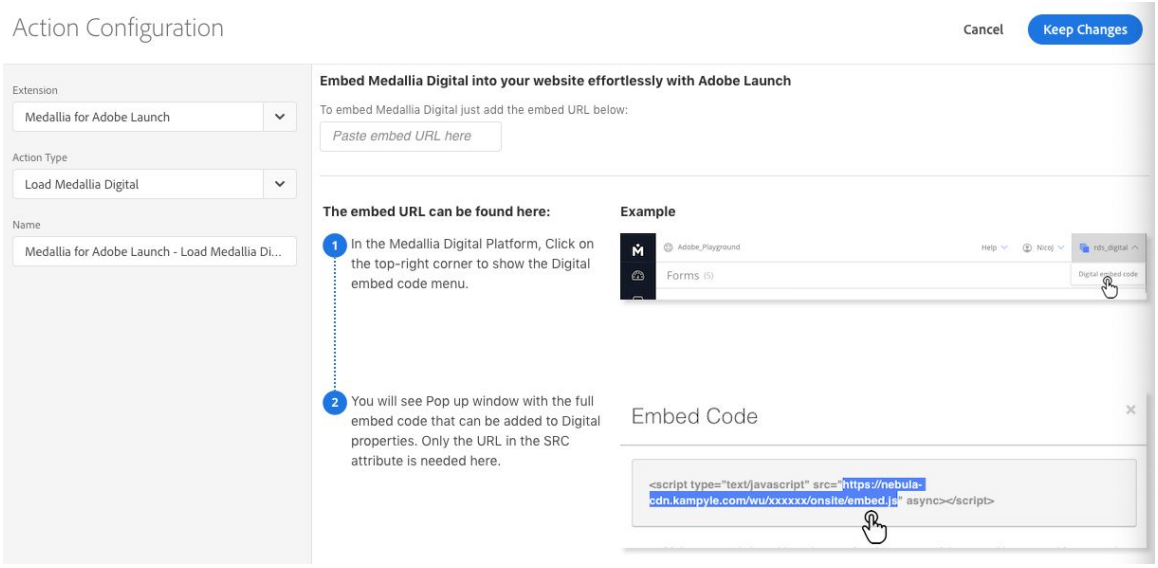
In the Launch console click on **Rules** then **Create New Rule** and name the new rule accordingly.



Set the **Event** based on what is the most relevant for your needs (DOM Ready is recommended)



In the **Actions** section, select **Medallia for Adobe Launch** as the extension then pick **Load Medallia Digital** as the Action Type.

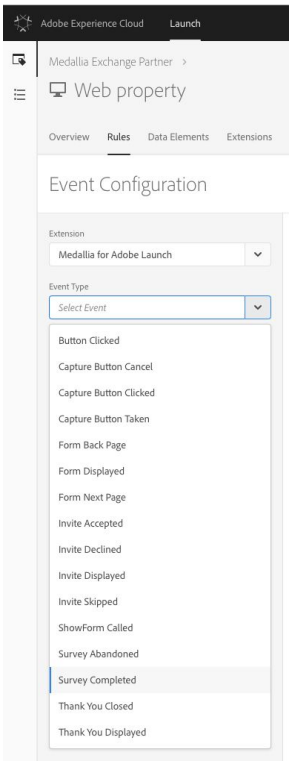


Simply follow the instructions on the screen to find and paste the embed url needed.

Save that rule and make sure to **publish** it.

Medallia Digital is now deployed on your web property when a page loads.

Detect Medallia Digital events and capture data in real-time



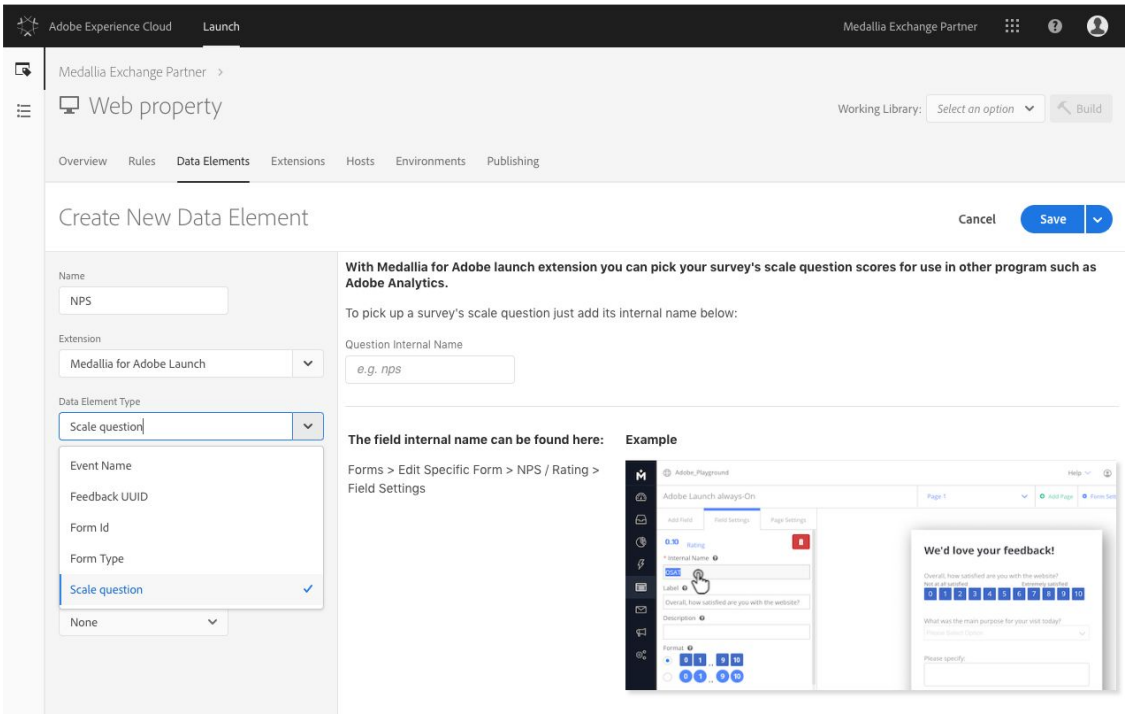
The extension helps trigger rules on Medallia Digital Events and includes pre-built Data element types to make form metadata or customer feedback available to run logic and personalize the user experience in real-time or impact future visits.

To set such rules, simply go to **Rules** and **Create New rule**. After naming it, click to set an **Event** and select **Medallia for Adobe Launch** as the Event type.

Pick in the list what event should be the trigger.

Define conditions if relevant and indicate what action should be run. This could range from setting cookies to changing next page seen or sending data to another system (like Adobe Analytics).

Create new Data Elements based on the pre-built Data Element types to capture Medallia Digital event data in real-time.



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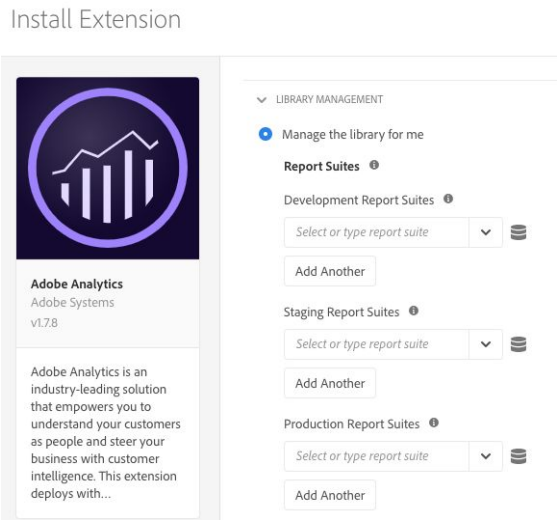
Push data to Adobe Analytics

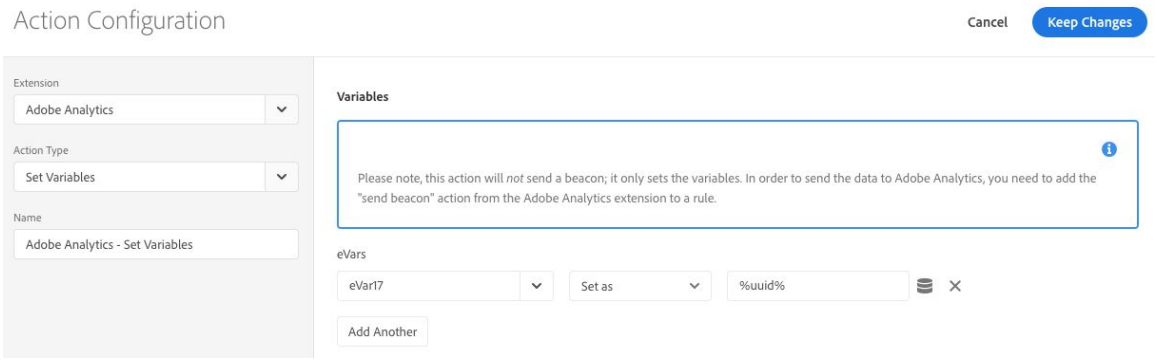


Make sure to follow the steps above to detect and collect data before being able to send it. Then install the **Adobe Analytics extension** in your instance.

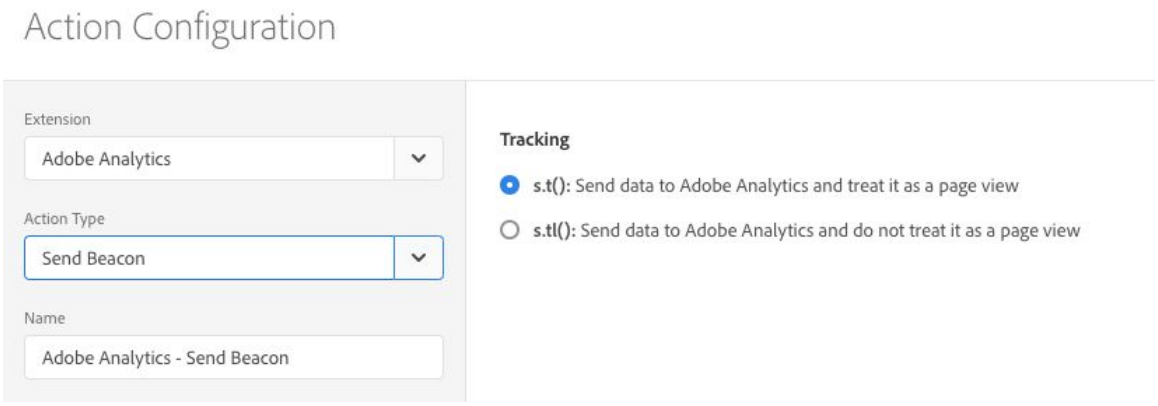
In the installation screen pick your reporting suites for Development, Staging and Production.

Sending data is then done in two steps, first setting the variables then by sending a beacon. You can also set non-Medallia related fields when setting the variables to limit the number of calls made to Adobe.

1. (Required) Setting variables - Send UUID to enable Backend integration



2. (Required) Sending a beacon



3. (Optional) Setting variables - Send scores from Launch directly

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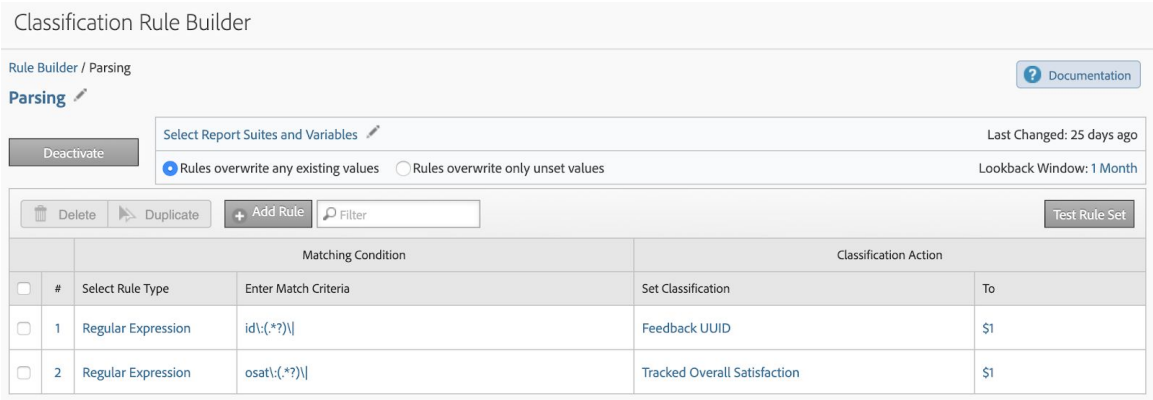
Create a second eVar in Adobe Analytics to receive concatenated values.

In Adobe Launch set the eVar value with the following pattern to allow for a simpler and easier to maintain set of classification rules later on:

%uuid% and %osat% are the data elements created and tracked in Launch thanks to Medallia extension.

Finally create a set parsing rules in Adobe Analytics to classify each answer accordingly.



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