

[ PERSADO ]

Words matter.

# Adobe Launch - Persado Extension Installation

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## A. Introduction

This guide describes all the steps you need to take to install the Persado Extension with Adobe Launch in order to trigger and deploy Persado Trackers for page views, clicks and conversions.

## B. Steps

It is assumed that you have an Adobe Id and the required permissions to Develop, Approve, Publish, Manage Extensions, and Manage Environments.

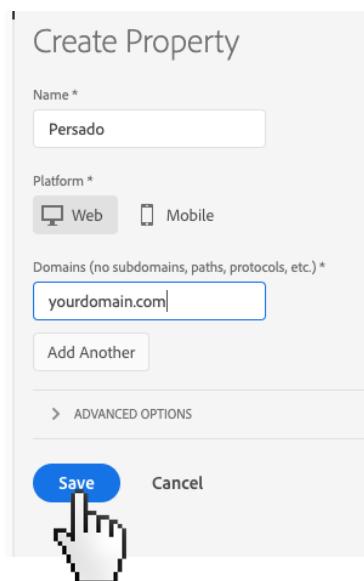
To install the Persado Extension in Adobe Launch please follow these steps:

1. Create a Property
2. Install the Persado Connect Extension
3. Create a Rule
4. Create a Data Element

## C. Create the Persado Property

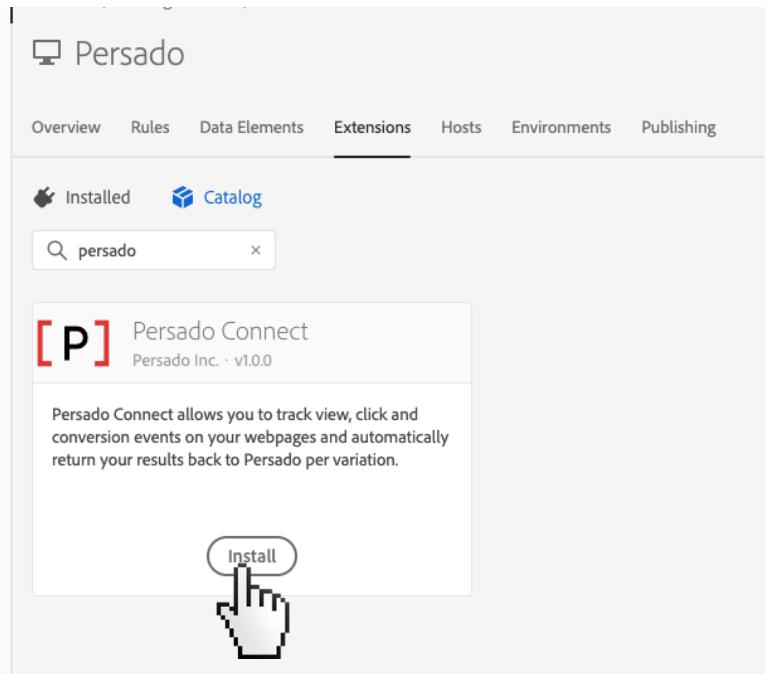
First, you will create a property that will be the container for the Persado Connect extension and all the rules, data elements and libraries in order to enable Persado trackers.

Click 'New property', name it 'Persado' and click Save:

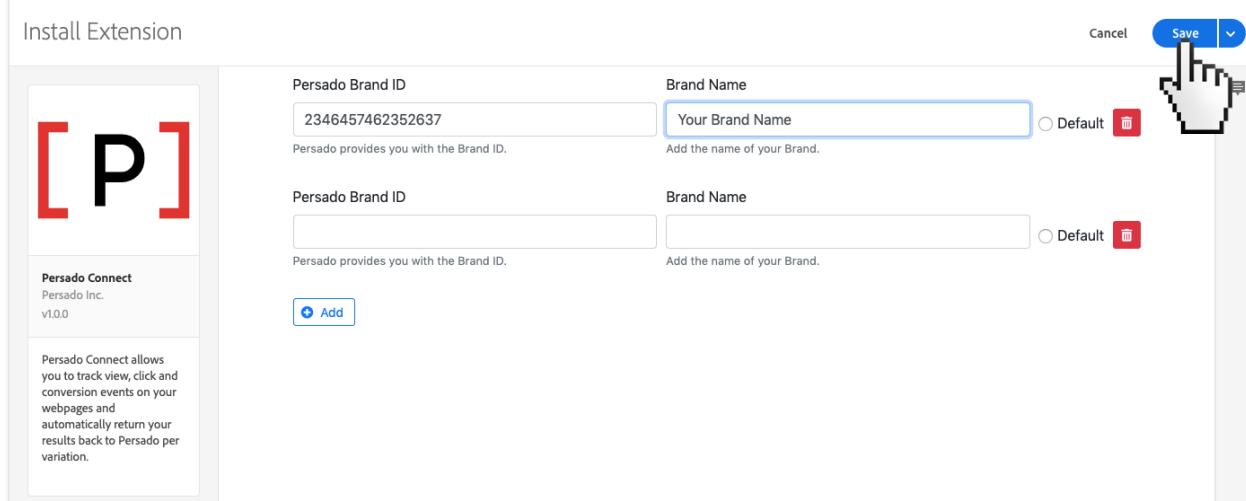


## D. Install Persado Connect

1. Next, navigate to the 'Extensions' tab to download Persado Connect. Search for "Persado" in the catalog, then click Install:



2. Add the Persado Brand ID and the Brand Name in the following Page. Your Persado representative will generate and provide the Brand ID. You may add multiple brand names and brand IDs here.

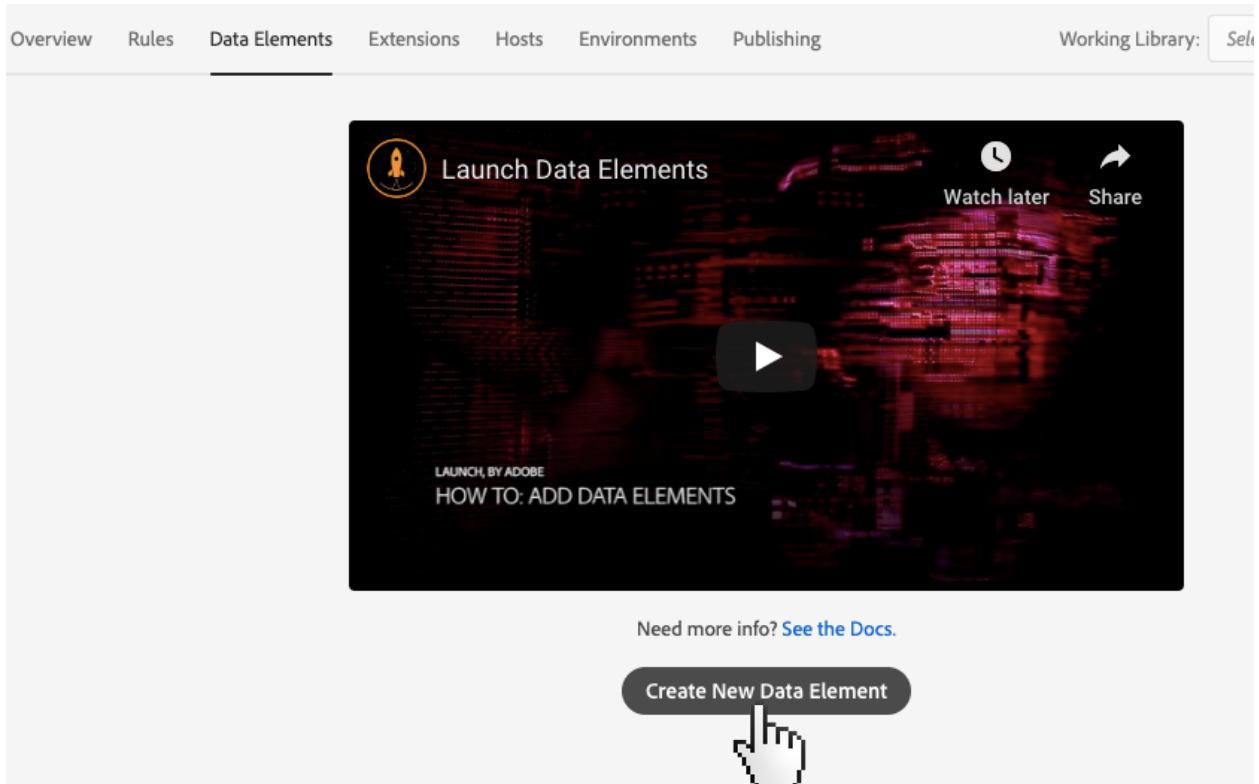


Once you're finished, click Save.

Note: You cannot track events of more than one Brands using the same domain or subdomain.

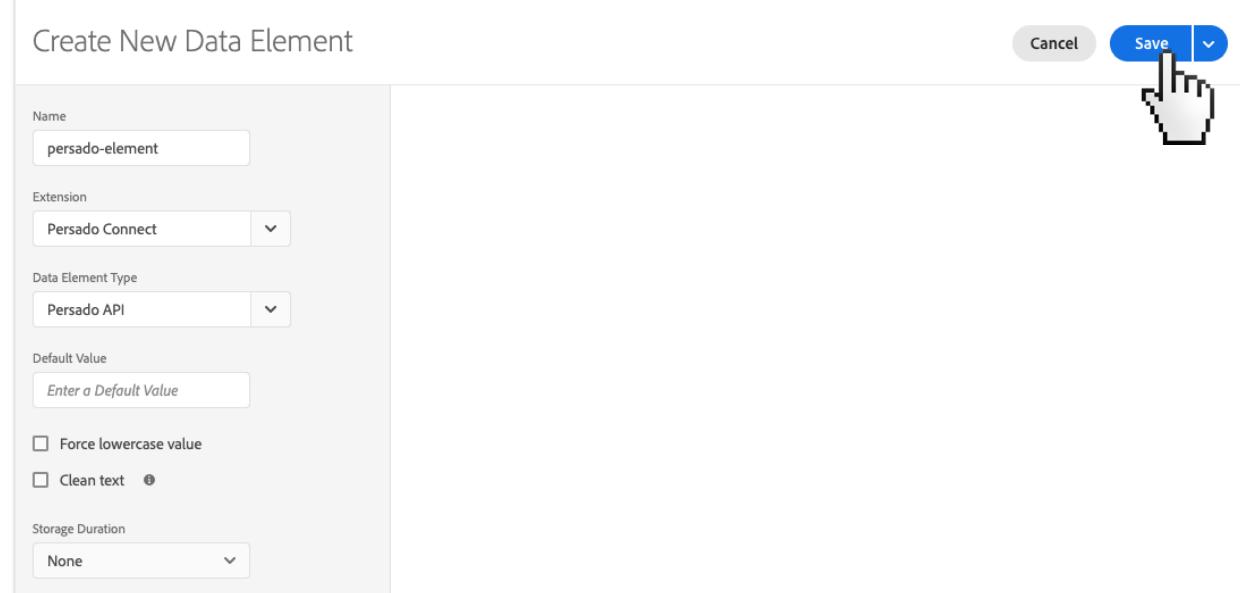
## E. Create new Element

1. Navigate to the Data Elements tab, then click on 'Create New Data Element':



2. Add your element name. Then, select the Persado Connect extension and Persado API from the dropdowns, and click Save.

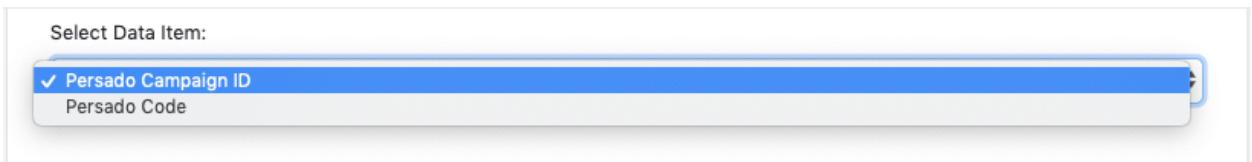
Create New Data Element



The form fields are as follows:

- Name: persado-element
- Extension: Persado Connect
- Data Element Type: Persado API
- Default Value: Enter a Default Value
- Storage Duration: None
- Checkboxes: Force lowercase value, Clean text

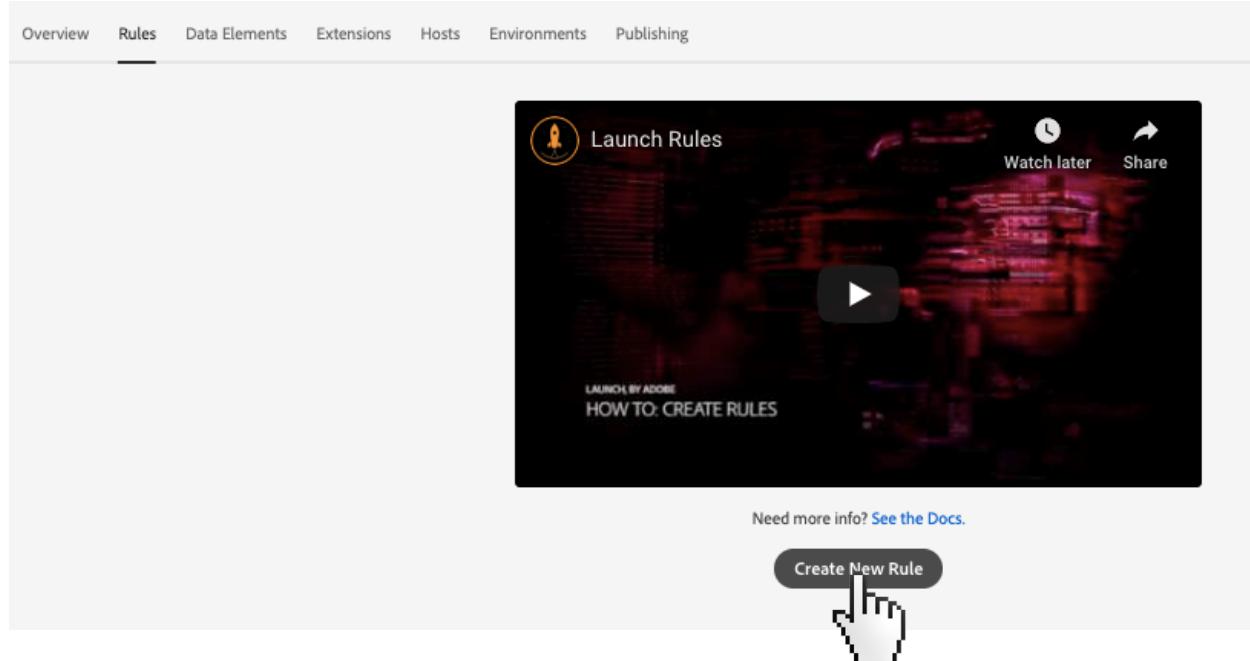
3. Select the Data item you want to use, either the Persado Campaign ID or Persado Code. The Persado Code is either the variation code (ie: SL\_1, SL\_2 ... SL\_16) or the Genopedia ID.



## F. Create Rules: Enable trackers, Clicks and Conversions

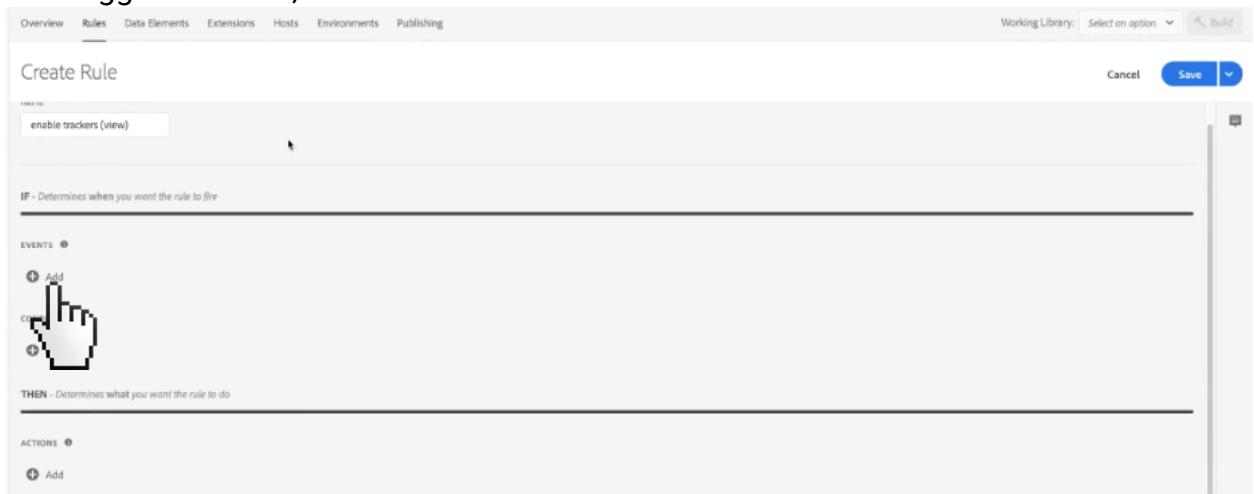
Next, you will create 3 rules for your 3 trackers: enable trackers (views), clicks, and conversions.

Start by navigating to the Rules tab, then create a new rule:

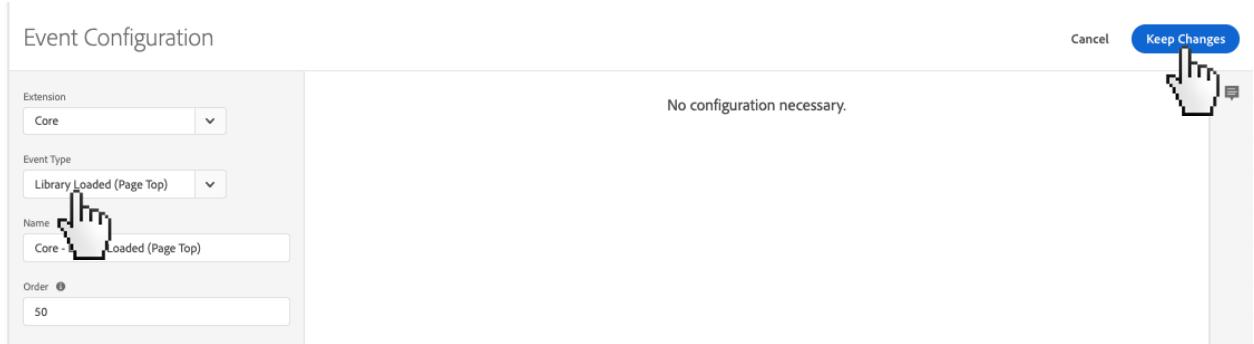


### 1. Enable trackers (views) rule:

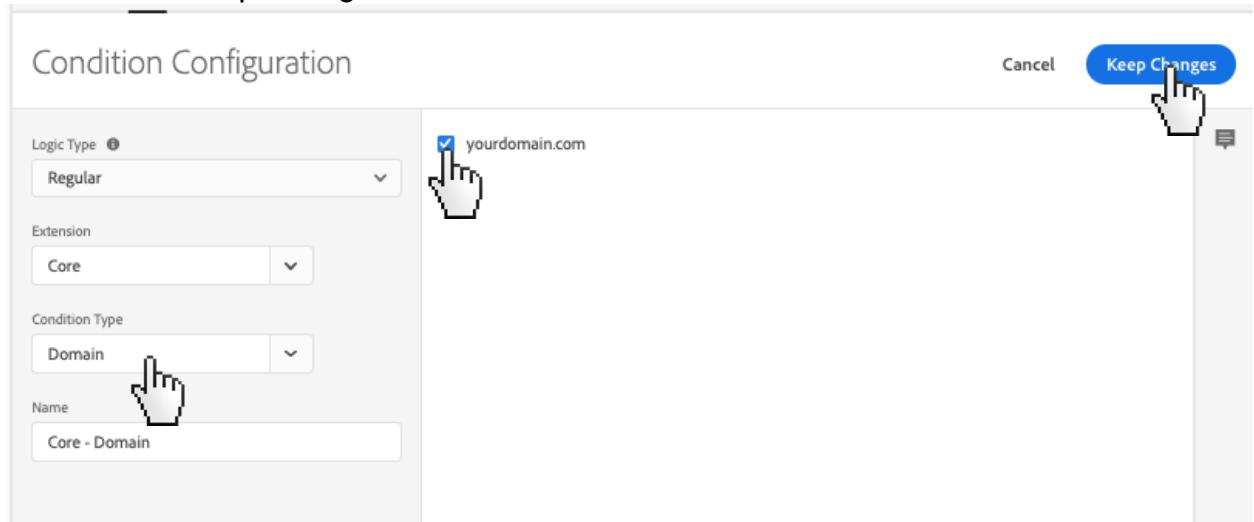
Name your rule Enable trackers (view). Here, you will add the event, the condition that triggers the rule, and the Persado Connect action.



- a. First, click 'Add' under Events:
  - Under 'Event Type', select 'Library Loaded (Page Top)'. The Name will populate automatically.
  - Click 'Keep Changes' to save this event.

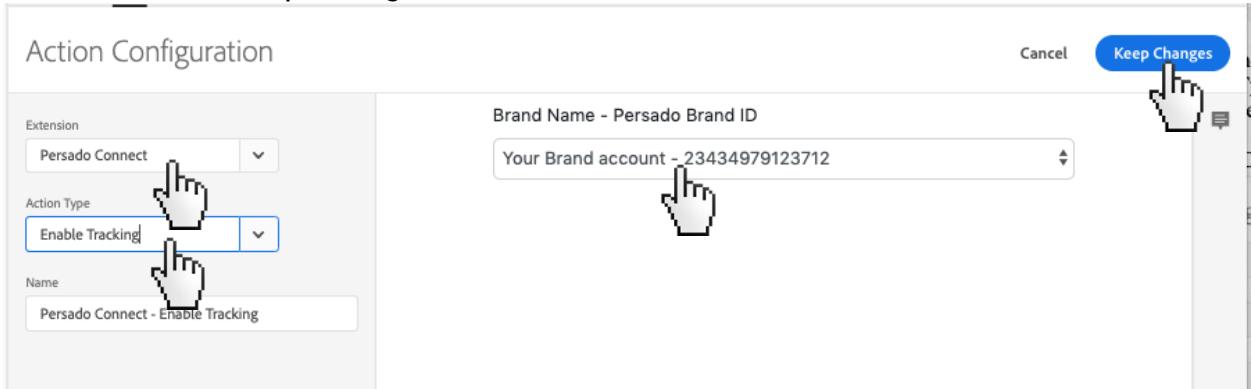


- b. Next add your Condition.
  - Under Condition Type, select 'Domain'.
  - Check the box next to your domain url. The Name will populate automatically.
  - Click 'Keep Changes' to save this condition.

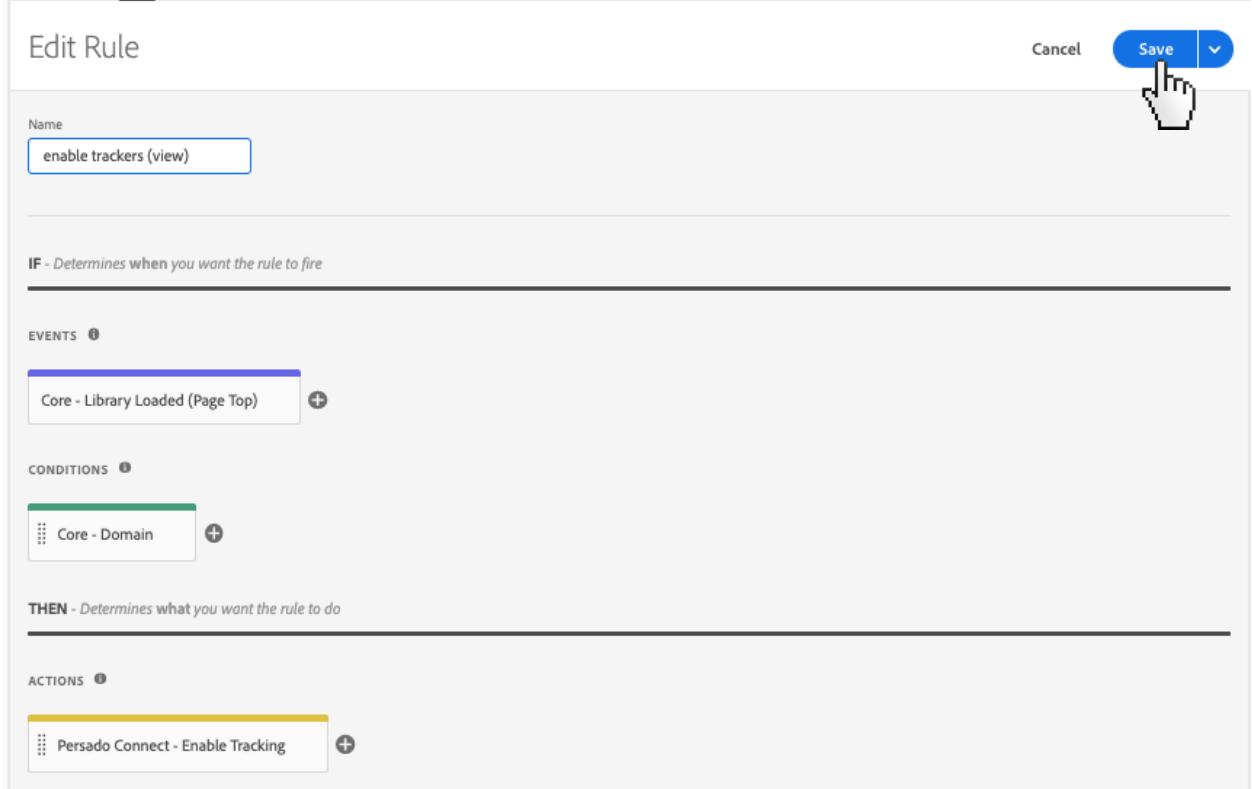


c. Lastly, add and configure your Action.

- Under Extension, select 'Persado Connect'.
- Under Action Type, select 'Enable Tracking'. The Name will populate automatically.
- Under the Brand Name – Persado Brand ID dropdown, select your brand.
- Click 'Keep Changes' to save this Action.



d. Once you've added the event, condition and action, click Save:



## 2. Clicks Rule

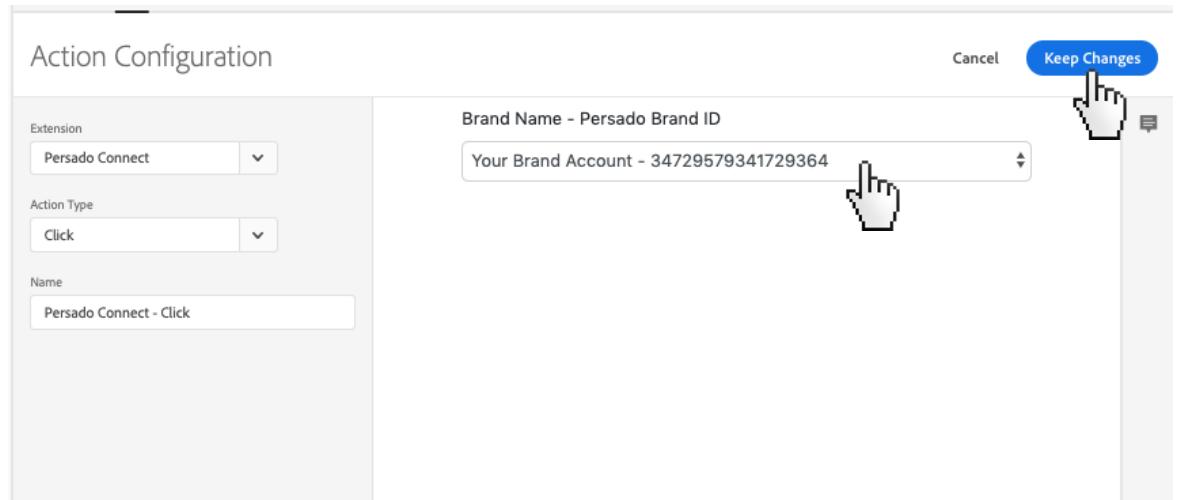
Next you will configure the click rule. Start by naming it 'Clicks'.

a. Events & Conditions:

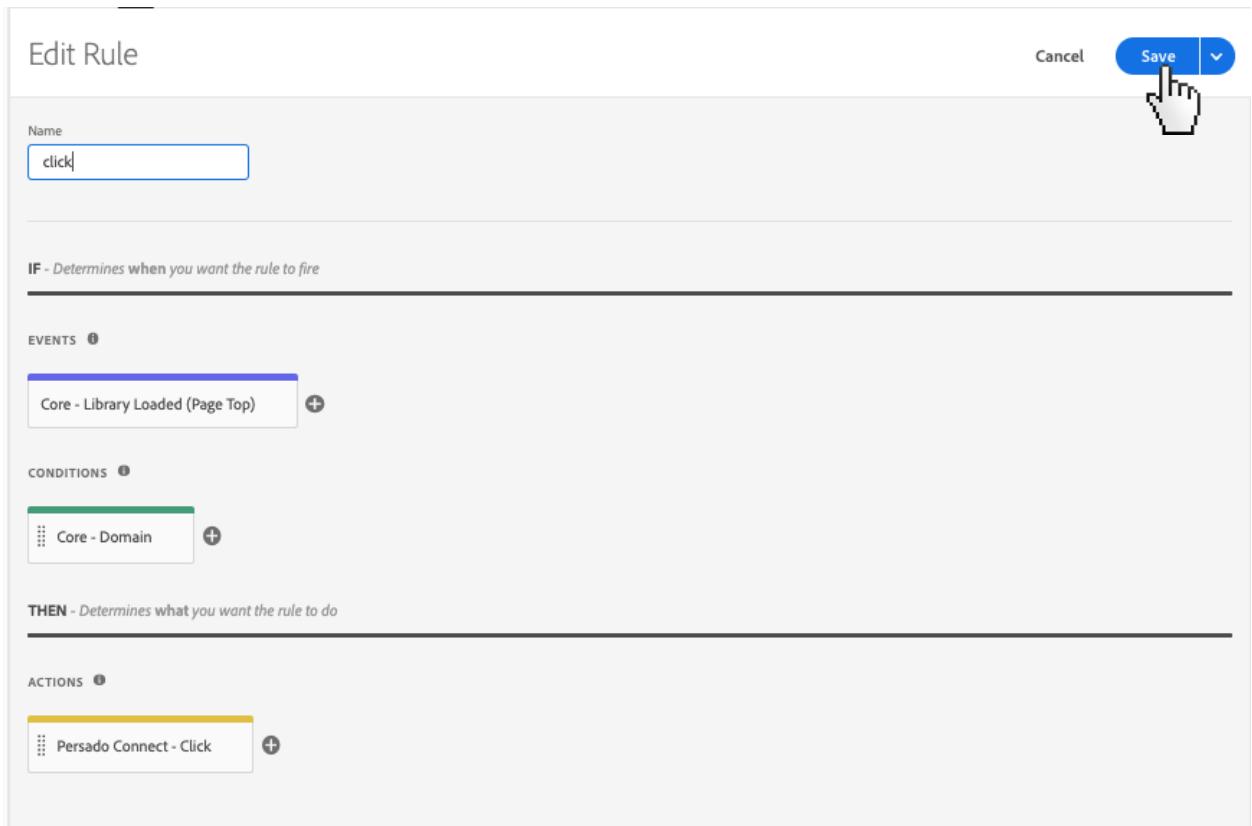
- Repeat the above steps a. and b. so that Events = Library Loaded (Page Top) and Conditions = Domain to create the same event and conditions.

b. Actions:

- Under Extension, select 'Persado Connect'.
- For this Action configuration, select Click as the action type.
- Under the Brand Name – Persado Brand ID dropdown, select your brand.
- Click 'Keep Changes' to save this Action.



c. Once you've added the event, condition and action, click Save:



### 3. Conversion Rule

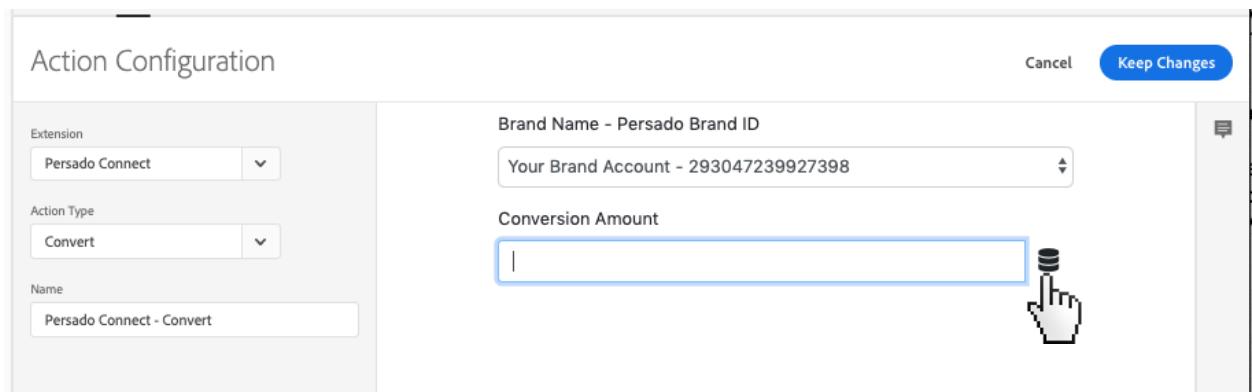
Next you will configure the click rule. Start by naming it 'Conversion'.

a. Events & Conditions:

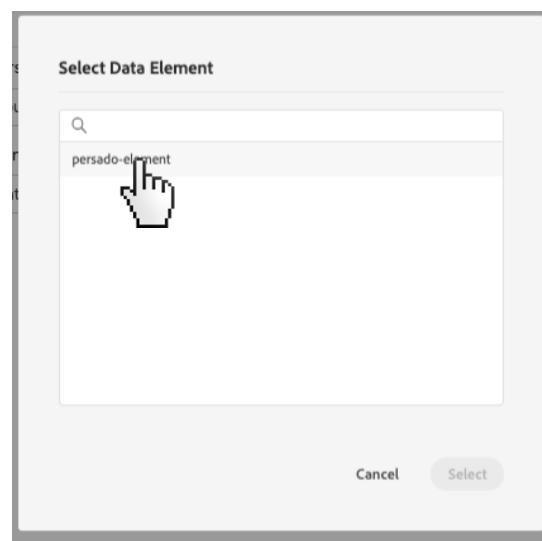
- Repeat the above steps a. and b. so that Events = Library Loaded (Page Top) and Conditions = Domain to create the same event and conditions.

b. Actions:

- Under Extension, select 'Persado Connect'.
- For this Action configuration, select Convert as the action type.
- Under the Brand Name – Persado Brand ID dropdown, select your brand.
- For Conversion Account, click on the stack to the right to select the Persado data element you configured earlier:

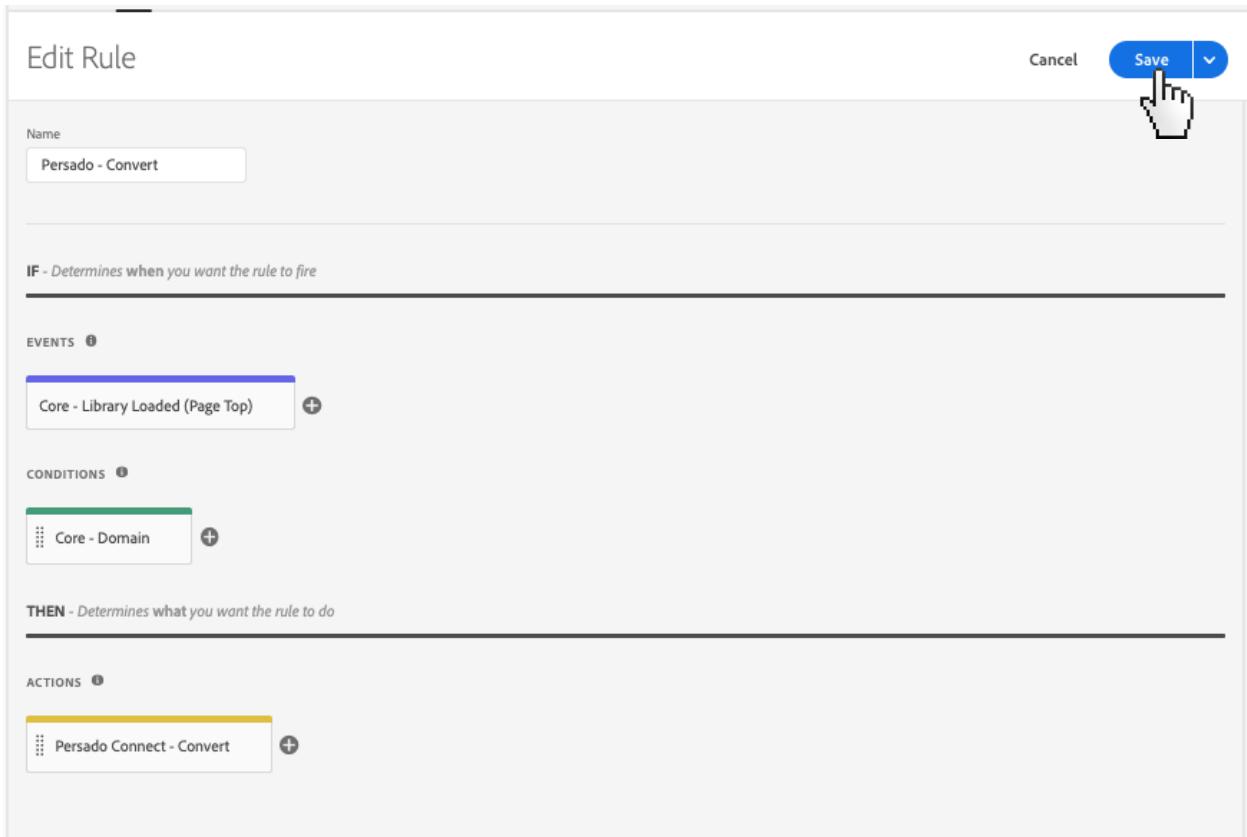


Select the appropriate Persado element:

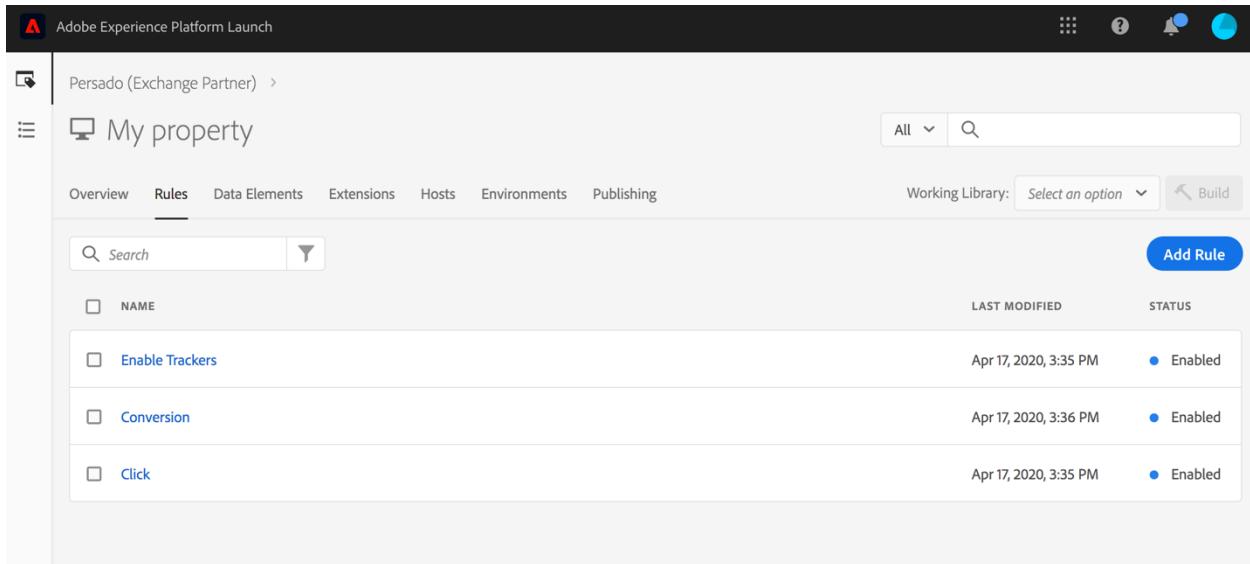


- Click 'Keep Changes' to save this Action.

c. Once you've added the event, condition and action, click Save:



The rules page of your property should now look similar to this:



The screenshot shows the Adobe Experience Platform Launch interface, specifically the 'Rules' section for the 'My property' under 'Persado (Exchange Partner)'. The page includes a search bar, filter options, and a table listing three rules: 'Enable Trackers', 'Conversion', and 'Click', all of which are enabled and were last modified on April 17, 2020.

NAME	LAST MODIFIED	STATUS
Enable Trackers	Apr 17, 2020, 3:35 PM	Enabled
Conversion	Apr 17, 2020, 3:36 PM	Enabled
Click	Apr 17, 2020, 3:35 PM	Enabled

You have now installed the Persado trackers to your domain (or subdomain).

## G. Common Use Cases

There are several ways to configure your properties using the Persado Connect extension. In this chapter you can find the most common.

### 1. More than one Click and Conversion rules

You can add more than one click and conversion rules using the Persado Connect tracker depending on your needs:

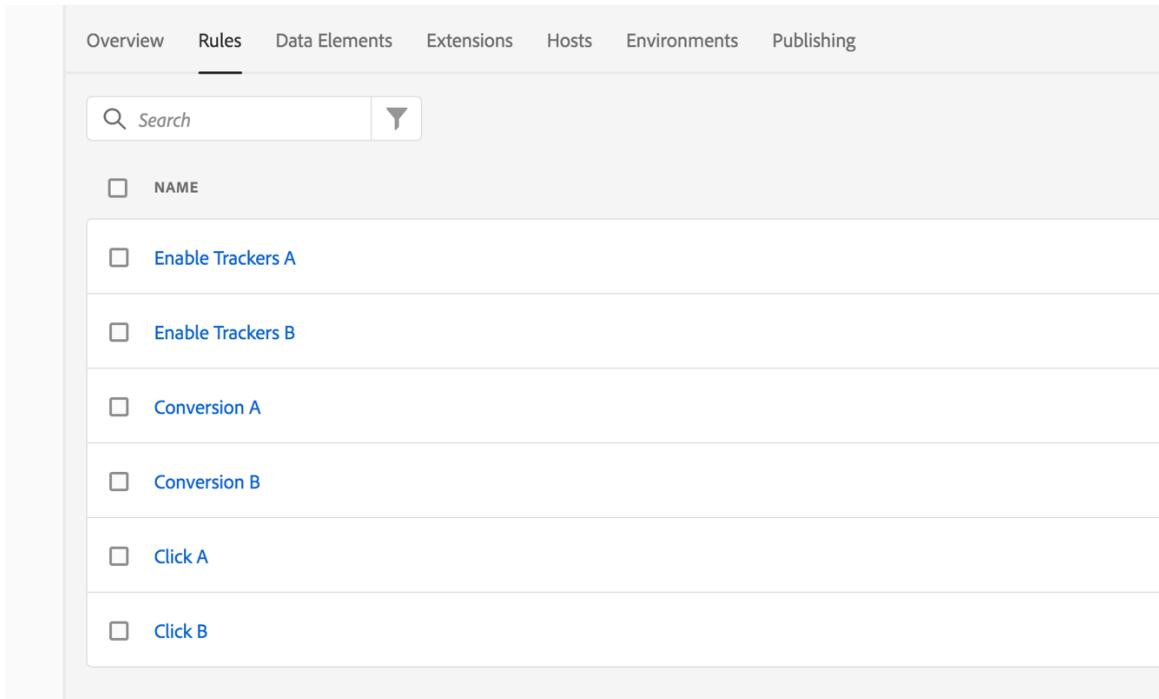
The screenshot shows the 'Rules' tab selected in a navigation bar with links to Overview, Rules, Data Elements, Extensions, Hosts, Environments, and Publishing. Below the navigation is a search bar with a magnifying glass icon and a filter icon. A list of configuration items follows, each with a checkbox and a name: NAME, Enable Trackers, Conversion 1, Conversion 2, Conversion 3, Click1, and Click2.

NAME
Enable Trackers
Conversion 1
Conversion 2
Conversion 3
Click1
Click2

## 2. Managing more than one Brands

If you have more than one Brand IDs, you can create two separate properties and follow the process described above separately for one of them.

Alternatively, you can add more than one Brand IDs in a same property. In both cases, you will need, one Enable Tracker rule per domain or subdomain:



The screenshot shows a software interface with a navigation bar at the top containing links: Overview, Rules, Data Elements, Extensions, Hosts, Environments, and Publishing. The 'Rules' link is underlined, indicating it is the active page. Below the navigation bar is a search bar with a placeholder 'Search' and a filter icon. The main content area displays a list of tracking rules, each preceded by a checkbox. The rules listed are: NAME, Enable Trackers A, Enable Trackers B, Conversion A, Conversion B, Click A, and Click B.

Rule Type	Description
<input type="checkbox"/>	NAME
<input type="checkbox"/>	Enable Trackers A
<input type="checkbox"/>	Enable Trackers B
<input type="checkbox"/>	Conversion A
<input type="checkbox"/>	Conversion B
<input type="checkbox"/>	Click A
<input type="checkbox"/>	Click B