



INTEGRATING GLASSBOX WITH ADOBE TARGET

Overview

When Adobe Target is connected to Glassbox, the Javascript Detector recognizes A/B testing experiments, enabling test variants to be used as filters within Glassbox.

Connecting Adobe Target to Glassbox requires several steps in Adobe Target. For compatible Glassbox Detector versions (6.3.86+), it is enabled by default.

Adobe Target Connect is available from Glassbox Server

Requirements

- Active Adobe Target account
- at.js version 1.1+
- Administrator access for Adobe Target and Glassbox
- Glassbox Server 6.3.92+
- Glassbox Detector 6.3.86+
- Detector 6.3.118 SP2+ (In case Adobe Target Extension is installed via Launch)
- Glassbox Cligate

To Connect Adobe Target

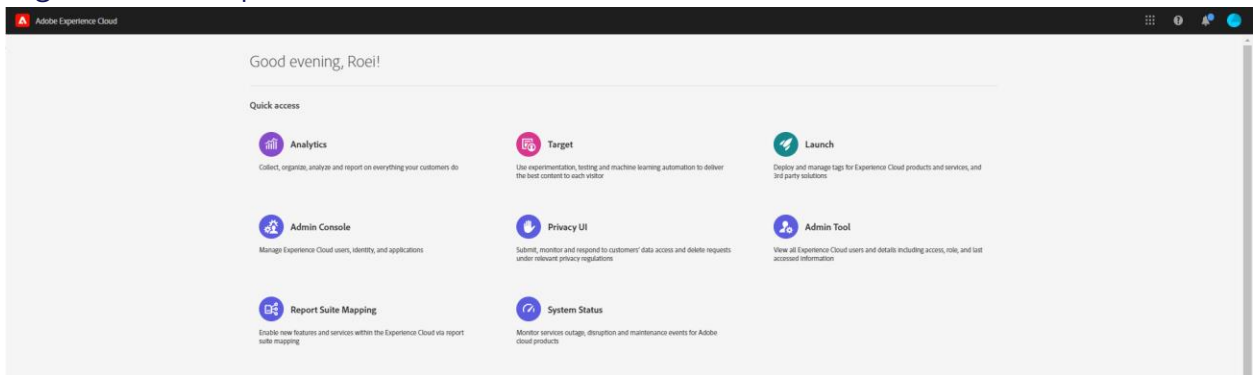
Follow the steps in each document to connect Adobe Target:

- [To Connect Adobe Target to Glassbox While Not Using Adobe Launch](#)
- [Additional Steps in Case of Using Adobe Launch](#)

To Connect Adobe Target to Glassbox While Not Using Adobe Launch

Steps In Adobe

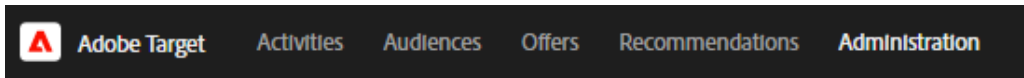
1. Login to Adobe Experience Cloud



2. Click Adobe Target



3. Click the **Administration** tab



4. Select Response Tokens in the side panel

Visual experience composer

Reporting

Scene7 configuration

Implementation

Properties

Hosts

Environments

Response tokens

Users

5. Enable the following tokens:
 - a. activity.id
 - b. activity.name
 - c. experience.name
 - d. experience.id

experience.name	Activity	02/20/2020, 01:49 PM	Activated	<input checked="" type="checkbox"/>
activity.name	Activity	02/20/2020, 01:49 PM	Activated	<input checked="" type="checkbox"/>
experience.id	Activity	02/20/2020, 01:49 PM	Activated	<input checked="" type="checkbox"/>
activity.id	Activity	02/20/2020, 01:49 PM	Activated	<input checked="" type="checkbox"/>

Glassbox Requirements

For Adobe Target to work, ensure the following:

1. The Detector script must be loaded prior to any scripts that are involved in A/B testing
2. The Detector configuration `interceptABTesting` must be set to true (default value is true). See *interceptABTesting* in [Detector Configuration](#) for more details.
3. The Detector configuration *interceptAjax* must be set to true (default value is true) See `interceptAjax` in [Detector Configuration](#) for more details.

Important

All 4 tokens must exist for Detector to intercept

Additional Steps in Case of Using Adobe Launch

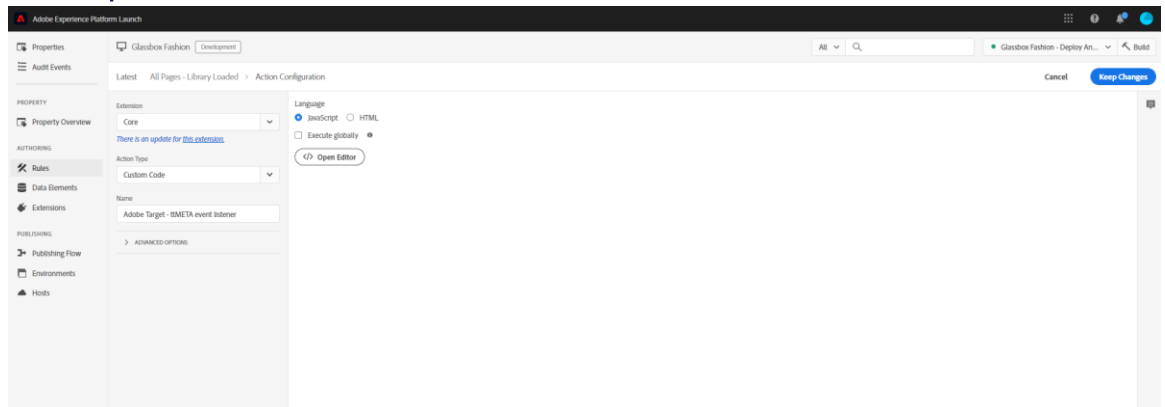
Steps In Adobe Launch

You can also follow the instructions in the video:

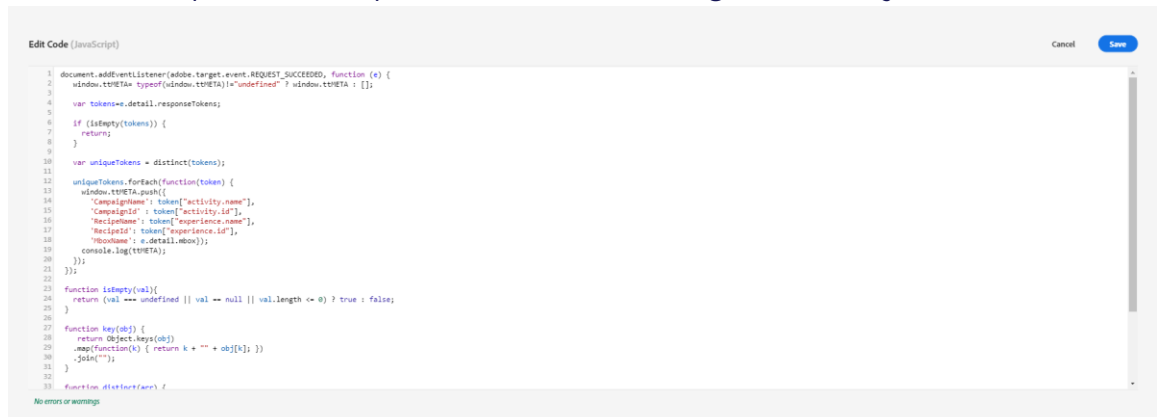
<https://experienceleague.adobe.com/docs/target/using/administer/response-tokens.html?lang=en#administer>

1. Open Adobe Launch
2. Select the **Client Side Property** that will be integrated with Glassbox
3. Go to **Rules**
4. Open the All Pages - Library Loaded rule that loads the Adobe Target extension to your Client Side Property
5. Add a new action for the creation of the object according to the following instructions:

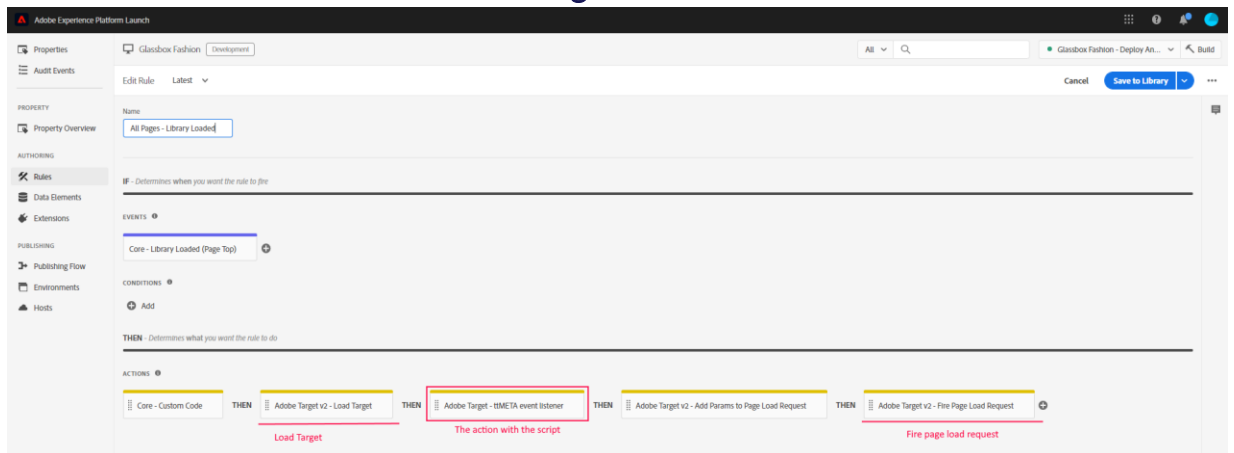
- Set Extension to **Core**
- Set Action Type to **Custom Code**
- Set a meaningful name (i.e. **Adobe Target - ttMETA event listener**)
- Set Language to JavaScript
- Click **Open Editor**



- In the editor, paste the script that creates Adobe Target Global Object:



- Click **Save**
- Click **Keep Changes**
- Place the new action between the **Load Target** and **Fire Global MBOX** actions



- Click **Save to Library**
- Build**

Script to create Adobe Target Global Object

```
< script type = "text/javascript" >
    document.addEventListener(adobe.target.event.REQUEST_SUCCEEDED, function (e) {
        window.ttMETA = typeof (window.ttMETA) != "undefined" ? window.ttMETA : [];
        var tokens = e.detail.responseTokens;
        if (isEmpty(tokens)) {
            return;
        }
        var uniqueTokens = distinct(tokens);
        uniqueTokens.forEach(function (token) {
            window.ttMETA.push({
                'ActivityName': token["activity.name"],
                'ActivityId': token["activity.id"],
                'ExperienceName': token["experience.name"],
                'ExperienceId': token["experience.id"],
                'OfferId': token["option.id"],
                'OfferName': token["option.name"],
                'MboxName': e.detail.mbox
            });
            console.log(ttMETA);
        });
    });
function isEmpty(val) {
    return (val === undefined || val == null || val.length <= 0) ? true : false;
}
function key(obj) {
    return Object.keys(obj)
        .map(function (k) {
            return k + "" + obj[k];
        })
        .join("");
}
function distinct(arr) {
    var result = arr.reduce(function (acc, e) {
        acc[key(e)] = e;
        return acc;
    }, {});
    return Object.keys(result)
        .map(function (k) {
            return result[k];
        });
}
</script>
```

Glassbox Requirements

For Adobe Target and Glassbox integration to work while using Launch, add the following configuration to the detector:

1. The Detector configuration *abTestingGlobalObject* (Default is "") needs to be set with the name of the global Adobe Target object on the window (For example - *abTestingGlobalObject="ttMeta"*). If this configuration is different from an empty string, Detector will try to extract the data from the global object once Detector is loaded. This configuration comes to solve an issue where Detector is loaded after Adobe had already reported data.