



Adobe Experience Platform

Integrate Adobe Experience Cloud Solutions Using Launch

Course description: Integrate Adobe Experience Cloud Solutions Using Launch (formerly known as Discover Adobe Experience Platform Launch) is a 1-day, instructor-led (classroom and virtual) course that introduces you to the Launch interface and its capabilities. Using hands-on exercises, you will learn how to install extensions, create data elements, implement rules, and publish resources, so you can deploy and manage analytics, marketing, and advertising tags necessary to power relevant customer experiences.

Prerequisites: None

Target audience: Developers and system administrators

Objectives

After completing this course, you will be able to:

- Describe the capabilities of Launch
- Create a property
- Create a host
- Create a development environment
- Install and configure extensions
- Create data elements
- Build rules
- Publish changes
- Describe Launch best practices
- Explain the differences between the Data Tag Management (DTM) and Launch interfaces
- Describe the benefits and process involved in upgrading from DTM to Launch

Course Materials

- Integrate Adobe Experience Cloud Solutions Using Launch Student Guide

TOPICS

- Tag Management
- Launch: Capabilities
- Users and permissions
- Launch: Key concepts
 - › Companies and Properties
 - › Hosts
 - › Environments
- Extensions
 - › Core Extension
 - › Adobe Analytics Extension
 - › Experience Cloud ID Service
 - › Extension
 - › Adobe Target Extension
 - › Adobe ContextHub Extension
 - › Adobe Audience Manager
 - › Extension
- Data Elements
 - › Data layers
 - › Data Elements: Types
- Rules
 - › Events
 - › Conditions
 - › Exceptions
 - › Actions
 - › Rule Order
- Publishing
 - › Library
 - › Build
 - › Approval workflow
- Appendix: Launch best practices
- Appendix: Differences between DTM and Launch
- Appendix: Upgrading from DTM to Launch

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