Experience Cloud and Core Services
Help
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Experience Cloud and core services help

The Experience Cloud is Adobe’s integrated family of digital marketing solutions and services. It's also an intuitive interface that lets you quickly access your cloud solutions and core services.

Administration & Enablement
- Manage Experience Cloud users and products on page 25 (Admin Console)
- Enable your solutions for core services on page 12
- Frequently asked questions
- Organizations and account linking on page 27
- Experience Cloud ID service
- Experience Cloud Integrations on page 21
- Integrating Adobe Target with the Experience Cloud
- Experience Cloud privacy and security Overview
- Profile Management in Adobe Experience Cloud (Blog)
- DNS prefetch

Core Services Product Documentation
- Activation
  - Launch, by Adobe
  - Dynamic Tag Manager
  - Auditor
  - Experience Cloud Debugger
  - Triggers on page 32
- Assets on page 34
- Audiences
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- Mobile Services
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Release Notes
- What's new in the Experience Cloud on page 76
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Community Resources & Blogs
- Experience Cloud Learn & Support
- Contact Support
- Experience Cloud Community
- Experience Cloud Solution Release Notes
- Solution Help Home
- Adobe Training and Tutorials
- Quick links to solution documentation:
  - Analytics
  - Audience Manager
• Experience Manager
• Media Optimizer
• Primetime
• Social
• Target
• Experience Cloud Overview (blog)
• Core Services Overview (blog)
• Experience Cloud Forum
• Adobe Experience Cloud Community (adobe.com)
About the new cloud names in Experience Cloud

Learn about latest branding updates for the clouds, how to navigate the interface, and where to find help for solutions and core services.

New cloud names

The latest cloud names and the solutions in each cloud:

**Experience Cloud**

Replaces *Marketing Cloud* as the parent cloud name for all Adobe's digital experience solutions and services.

*Note:* You might continue to see references to *Marketing Cloud* in its previous, broader context until all the solution interfaces are re-branded to *Enterprise Cloud.*
What are the solutions?

The following information briefly describes the solutions and provides links to help. Use case recipes are also available to help you with digital marketing workflows.

Adobe Analytics

To get started in Analytics:

1. Create your first Analytics report suite (data repository) using the steps described in Getting Started with Adobe Analytics.
2. Then, deploy Analytics code using Launch, by Adobe.

Launch, by Adobe, is the next-generation of tag management and gives you a simple way to deploy and manage all the analytics, marketing, and advertising tags.

See also:
• Which Analytics products should I use?
• Analytics product comparison and requirements

Adobe Target

Adobe Target integrates with Analytics and other Experience Cloud core services. Useful getting started topics:
• Setting up Target
• How Target works
• Administrator first steps
• Use Analytics as the reporting source for Target

Adobe Social

Social provides a hosted, subscription-based solution to help you achieve your social media goals and improve your strategy and performance. You can manage social marketing with a comprehensive platform that enables social listening, publishing, and analytics.

Getting Started with Social

Adobe Experience Manager

As a content management solution, Adobe Experience Manager makes it easy to manage your assets and content for your websites, mobile apps, communities, and forms.

See Adobe Experience Manager 6.3 for help.

Adobe Audience Manager

As a data management platform, Adobe Audience Manager helps you build unique audience profiles, so you can discover and target your most valuable customer segments on every channel.

Adobe Media Optimizer

Adobe Media Optimizer is a programmatic ad-buying solution. It helps you find and forecast the best mix of ad channels based on your budget, then automates the delivery of content right to your audience.

Adobe Campaign

Adobe Campaign lets you plan, deliver, and measure campaigns across all your online and offline channels. It helps increase your productivity and deliver relevant experiences to your customers.

Adobe Primetime

Adobe Primetime is a multi-screen TV platform that helps broadcasters create engaging TV and film experiences that are personalized for any audience.

What are core services?

Enable your solutions for core services on page 12 include features that simplify product implementation and enable cross-solution workflows, such as audience segmentation, customer attribute uploading, and collaboration tools.
### Core Service

<table>
<thead>
<tr>
<th>Core Service</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Activation</strong> on page 31</td>
<td>Tag management systems (Launch, by Adobe, and Dynamic Tag Management). Triggers enable you to take real-time action in Adobe Campaign based on insights from Adobe Analytics.</td>
</tr>
<tr>
<td><strong>Manage Experience Cloud users and products</strong> on page 25</td>
<td>Manage user and product entitlements across all your Adobe clouds and solutions.</td>
</tr>
<tr>
<td><strong>Assets</strong> on page 34</td>
<td>Easily store, sync, and share all your digital assets in a central location, to save time and deliver a more consistent customer experience.</td>
</tr>
<tr>
<td><strong>Exchange Marketplace</strong> on page 70</td>
<td>Search, browse, select, pay, and download Digital Marketing extensions via apps.</td>
</tr>
<tr>
<td><strong>Feed</strong> on page 71</td>
<td>Collaboration is intrinsic to the Experience Cloud. Use the Feed to stay connected to your team through a central feed that lets you share posts, comments, and attachments.</td>
</tr>
<tr>
<td><strong>Mobile Services</strong></td>
<td>Adobe Mobile Services brings together mobile marketing capabilities for mobile applications from across the Experience Cloud, which allows you to understand and improve user engagement with your mobile applications.</td>
</tr>
<tr>
<td><strong>People</strong></td>
<td>Create a comprehensive view of individual customers by connecting Adobe and non-Adobe data in your Experience Cloud solutions. Figure out what matters most to them as they interact across</td>
</tr>
<tr>
<td>Core Service</td>
<td>Description</td>
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<td>--------------</td>
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</tr>
<tr>
<td>touch points. Recognize familiar consumers when they visit from unfamiliar devices. Even group users into audiences for targeted marketing efforts.</td>
<td><strong>Audiences</strong> - Categorize different types of customers into audiences, then share those audiences across Marketing Cloud solutions.</td>
</tr>
<tr>
<td>Customer attributes on page 57 - audience enrichment that lets you connect consumer information you have collected outside of the Marketing Cloud.</td>
<td><strong>Device graph</strong> - Collaborate with the world's most popular brands to recognize a familiar consumer behind an unfamiliar device. (In beta, for Marketing Cloud Device Co-op members only.)</td>
</tr>
</tbody>
</table>
About core services

In the Experience Cloud, click the menu icon to access the pull-down menu.

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
</table>
| **Activation** on page 31 | Activation is the core service that enables you to implement and deploy Experience Cloud solutions. It includes:  
  • Launch, by Adobe (the latest tag management solution)  
  • Dynamic Tag Management  
  • Triggers |
<p>| <strong>Administration</strong> | Manage Experience Cloud user entitlements and product profiles. |
| <strong>Assets</strong> on page 34 | Experience Cloud Assets provide a single, centralized repository of marketing-ready assets that you can share across solutions. |</p>
<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exchange</td>
<td>Expand your Adobe Experience Cloud functionality with the best extensions, scripts, and more. Explore with the search bar, or sort by product or app type.</td>
</tr>
<tr>
<td>Feed on page 71</td>
<td>Share or post assets and Analytics reports directly with others using your Experience Cloud Feed.</td>
</tr>
<tr>
<td>Mobile Services</td>
<td>Mobile Services brings together mobile marketing capabilities for mobile applications from across the Adobe Marketing Cloud, which allows you to understand and improve user engagement with your mobile applications.</td>
</tr>
<tr>
<td>Audiences on page 50</td>
<td>In the Audience Library, you can create audiences, combine existing audiences to create composite audiences, and view all shared audiences.</td>
</tr>
<tr>
<td></td>
<td>In Customer Attributes, you can also upload enterprise customer data to the Experience Cloud.</td>
</tr>
</tbody>
</table>
Enable your solutions for core services

Implement the Experience Cloud and become an administrator. This process modernizes your solutions for core service features like customer attributes and audiences.

On this page:
1. **1. Join the Experience Cloud and become an administrator** on page 12
2. **2. Implement the Experience Cloud ID service using Dynamic Tag Manager or Launch, by Adobe** on page 13
3. **Map Report Suites to an Experience Cloud Organization**
4. **4. (Adobe Analytics) Modernize your Analytics AppMeasurement code** on page 15
5. **5. (Adobe Target) Modernize your Adobe Target implementation** on page 15
6. **6. Verify the core services implementation** on page 15
7. **7. Manage users and products** on page 17
8. **8. Start using core services** on page 18

1. **Join the Experience Cloud and become an administrator**

What you need to do to join the Experience Cloud:

1. **Ensure that you have the appropriate Adobe Analytics or Adobe Target SKUs.**
   - **Adobe Analytics**: Standard or Premium (not the legacy SiteCatalyst SKU).
   - **Adobe Target**: Standard or Premium.

   **Note**: For Target, [migrate to at.js from mbox.js](#).

2. **Modernize your implementation and get provisioned an administrator.**
   1. Follow the steps below in **2. Implement the Experience Cloud ID service using Dynamic Tag Manager or Launch, by Adobe** on page 13.
   2. Contact your Account Manager and start the provisioning process for the Experience Cloud.

3. **Manage users and products in the Admin Console.**

**Administrator Access**

After you are an administrator, you can log in at [experiencecloud.adobe.com](http://experiencecloud.adobe.com).

You will see the **Administration** link in the Experience Cloud menu navigation.

See [Manage Experience Cloud users and products](#) on page 25 for help.

**User Access**

To log in to the Experience Cloud, your users must:

1. **Have an Adobe ID.**
2. Sign in at [experiencecloud.adobe.com](http://experiencecloud.adobe.com).
3. Belong to a solution group that is mapped to an enterprise group.
4. If necessary, link their solution accounts to their Adobe ID (described below).
Optional: Link existing user accounts.

Most likely, you have users who are already members of solution groups, such an Analytics group that you managed in Analytics > Admin Tools.

When you map these groups to Experience Cloud enterprise groups, those users must manually link their solution account credentials to their Adobe ID.

See *Organizations and account linking* on page 27

**Note:** After enterprise and solution groups are mapped, new users are automatically linked. (Solution credentials are automatically created and linked to their Adobe ID.)

The following sections describe how to modernize your implementation. Modernizing your implementation enables core services in the Experience Cloud.

**2. Implement the Experience Cloud ID service using Dynamic Tag Manager or Launch, by Adobe**

The simplest method for enabling Experience Cloud core services is to activate it automatically for Analytics and Target via the *Experience Cloud ID service tool* in Dynamic Tag Manager. (Or Launch, by Adobe.)

For complete Experience Cloud ID service (formerly, visitor ID), go [here](#).

Also, the next-generation tag management is *Launch, by Adobe*

**Not Using Dynamic Tag Management or Launch?**

If you are not using Dynamic Tag Management, manually implement the ID service via the JavaScript Deployment (*VisitorAPI.js*), as follows:

1. Perform the steps described in *Implement the Experience Cloud ID Service for Analytics.*
Adobe also recommends setting additional customer IDs. These IDs are associated with each visitor and enable current and future functionality in Experience Cloud core services.

2. Update your existing s_code to version H.27.3 or later, or your existing AppMeasurement.js to version 1.4 or later.

   These files are available for download in the Code Manager in Analytics Admin Tools.

   (The JavaScript Implementation guide is available if you need more information about AppMeasurement.js.)

3. Synchronize the customer ID for Analytics. See Analytics & Target - synching the customer ID on page 14 (below).

Analytics & Target - synching the customer ID

As a part of setting up the Experience Cloud ID service, Adobe recommends for Analytics and Target that you synchronize your customer IDs with the Experience Cloud.

In Target, the mbox3rdpartyid needs to get the customer ID and send it to Target. (See Working with Customer Attributes in Target.)

When a visitor authenticates on your website, or otherwise identifies himself, your implementation must expose that person's CRM customer ID to the page or app. Then you can use the appropriate function call to synchronize your customer ID to the Experience Cloud. This synchronization stores the visitor's CRM customer ID in the Experience Cloud, and activates that customer's attributes for use in the Experience Cloud.

For example, assume that Bob has Customer ID 52mc210tr42 in your CRM system. When Bob authenticates on your site, you must expose this ID on the page, and use the ID to synchronize it by one of two means:

• Call visitor.setCustomerIDs({"crm_id":"52mc210tr42"}) using the Visitor ID service.

   Or,

• Populate the Customer ID (52mc210tr42) in a prop or eVar.

The Customer ID must be set on each Analytics server call where the Customer ID is known.

Mobile SDKs

See the Experience Cloud ID service section for syntax examples about how to set additional customer IDs in Android and iOS Mobile applications.

Enabling Attributes for Historical Data

Customer attribute data is made available after visitors log in. If you have not yet implemented the latest Experience Cloud ID service, and if you have historically been tracking customer IDs in a prop or eVar, you can request a process that sends historical logins to the Experience Cloud. This process lets you begin using customer attributes immediately.

Contact Customer Care to enable historical data.

3. Map Report Suites to an Experience Cloud Organization

Experience Cloud services (such as Experience Cloud ID service and People) are associated with an Experience Cloud organization instead of an individual report suite. To ensure that these services operate correctly, each Analytics report suite must be mapped to an Experience Cloud organization.

See Steps to map report suites.
4. (Adobe Analytics) Modernize your Analytics AppMeasurement code

Verify that you are on regional data collection (RDC). If your data collection domain is `omtrdc.net`, or if your CNAME is mapped to `omtrdc.net`, you are on RDC. See *Transitioning to RDC* for more information. If you are using first-party cookies, refer to *CNAME and the Visitor ID Service* for information about data collection CNAMEs and cross-domain tracking.

It is recommended that you modernize your Analytics implementation by updating your JavaScript libraries, including the Visitor API. The simple way to accomplish this is to add an Adobe Analytics tool in Dynamic Tag Management, specifying *Automatic* as the configuration method.

In Dynamic Tag Management, click `<Web Property Name> > Overview > Add a Tool > Adobe Analytics`. See *Adobe Analytics Settings* in Dynamic Tag Management for deployment information.

5. (Adobe Target) Modernize your Adobe Target implementation

- It is recommended that you add an *Adobe Target tool* in Dynamic Tag Management, so that your library retrieval is automatic. In Dynamic Tag Management, click `<Web Property Name> > Overview > Add a Tool > Adobe Target*. Note: You can also use Dynamic Tag Management to deploy the Experience Cloud ID service for Target (and other solutions). The Experience Cloud ID service update is required for Target to use core services.
- If you are not using Dynamic Tag Management, update your `mbox` library manually.
- Request access to use Adobe Analytics as the reporting source for Adobe Target. Target and Analytics data are combined on the same server call during processing so that visitors are connected between the two solutions. See *Analytics for Target Implementation*.

  • ⭐ Important: All analytics customers are already provisioned for core services like customer attributes. If you are not an Analytics customer, contact Customer Care to request to be provisioned.

6. Verify the core services implementation

Use the following process to ensure the Experience Cloud ID service is implemented correctly on your site.

1. Clear cookies for your site so you can see the request to the Experience Cloud ID service (the request happens on the first visit, then approximately once per visitor per week).
2. Using a packet analyzer or the network panel in a web browser debugger, look for a request going to `dpm.demdex.net`.
3. Verify that the response contains `d_mid` and a value, for example:

   `_setMarketingCloudFields({"d_mid":"4235...`  

4. Verify that the Analytics request contains the `mid` parameter (the Experience Cloud ID). During the grace period (if it is enabled), you should also see an `aid` parameter (the Analytics visitor ID).

Expected response containing the Experience Cloud ID:

![Expected response](https://via.placeholder.com/150)

Analytics image request containing the Experience Cloud ID (mid):

![Analytics image request](https://via.placeholder.com/150)
Experience Cloud ID in the mbox request:
What Is the Grace Period?

After you deploy the visitor ID service, new visitors no longer receive an Analytics visitor ID from your data collection server. If sections of your site have not yet implemented the visitor ID service, when visitors browse to these sections, the Experience Cloud ID is not recognized and visitors are assigned a legacy Analytics visitor ID. This can cause potential problems, including duplicate visits and incorrect attribution.

For example, if the support section of your site is managed in a separate CMS, you might have a different Analytics JavaScript file for this section. If you deploy the visitor ID on your main site before you deploy the visitor ID service to the support site, new visitors will receive a legacy Analytics ID when they visit the support section, and visits that span both site sections will be reported as different visits.

Deploying the visitor ID service on sites that are using multiple JavaScript files or other technologies (such as Flash) can cause coordination issues since you need to enable the visitor ID service on all portions of your site at the same time. By configuring a grace period, new visitors to continue to receive an Analytics visitor ID from the visitor ID service, so visitors can be consistently identified on sections of your site that have not been upgraded to use the visitor ID service.

7. Manage users and products

Once you are up and running, navigate to Administration > Launch Admin Console, where you can manage users and product profiles.
See *Manage Experience Cloud users and products* on page 25.

**Customer Attributes**

Users that are added to the Customer Attributes group will see the *Customer Attributes* menu item on the left side of the Experience Cloud interface.

**8. Start using core services**

Take advantage of the following core service features.
People > Customer Attributes

If you capture enterprise customer data in a customer relationship management (CRM) database, you can upload the data into a customer attribute data source in the Experience Cloud. Once uploaded, leverage the data in Adobe Analytics and Adobe Target.

See Customer attributes on page 57

People > Audience Library

Experience Cloud Audiences is the interface that lets you create audiences, combine existing audiences to create composite audiences, and view all shared audiences.

See Audiences on page 50

Data Storage and Privacy Disclosure Information

Data storage and privacy disclosure for using People.

If you leverage real-time audience profiling and other core services within the Adobe Experience Cloud, use of these services might impact which data center (and country) your data resides. Specifically, because the core services of the Adobe Experience Cloud leverage Adobe Audience Manager, data used within the People core service must reside within Audience Manager servers in the United States.

When leveraging core services made available via the People core service, the types of data sent from other Adobe products to audience management are:
• Analytics key/value pairs (props, eVars, list vars, and so on). By default, the log lines include IP address, including the last octet of the IP (assuming that the IP address was not modified by IP obfuscation settings within Adobe Analytics).

• Traits and segments that visitors qualify for based on rules set up in Audience Manager.

• (Optional) One or more of your IDs. Depending on your implementation of the ID service, you might also be sending in one or more of your IDs, such as CRM IDs or hashed email addresses. If this data is sent into Adobe Analytics, it is transferred to Adobe audience management.

Adobe recommends against providing personal data to Adobe Analytics. Rather, use a one-way hash to pseudonymize the data before it is sent to Adobe.

• Segments originating in Analytics via the back-end segment sharing capability.

• The demdex.net cookie is set if third-party cookies are not blocked. The AMCV_###@AdobeOrg first-party cookie is always set with the Experience Cloud ID (formerly, Visitor ID service).

All these data elements are delivered to Adobe Audience Manager in the form of log files. Audience Manager processes and stores this data within the United States. Audience Manager does not provide an option to store or process this data outside of the United States.

Cookies and Opt-Outs

Use of real-time audience profiling leverages the Audience Manager cookie, in addition to the cookies used for Analytics and Target.

If you want to provide the proper opt-out ability, visitors to your site must add the Audience Manager opt-out to your existing opt-out process.


See Data Collection CNAMEs and Cross-Domain Tracking for enabling cross-domain tracking.

Map report suites to an organization

Learn how to map one or multiple report suites to an organization.

Experience Cloud services (such as Experience Cloud ID service and the People core service) are associated with an organization instead of an individual report suite. To ensure that these services operate correctly, each Analytics report suite must be mapped to an organization. The mapping process:

• Sets a Experience Cloud organization as the primary organization for the report suite.

• Does not change who can access a report suite (access is still determined by the Adobe Analytics login account for each user)

Requirements

You must be an Analytics administrator of a login company that has access to the report suite you want to map. Additionally, this account must be Organizations and account linking on page 27 in order to map report suites to that organization.

Organizations are grayed out if you do not have Analytics administrator permissions for a login company under that organization that has access to the given report suite.
Experience Cloud Integrations

Learn about available solution and core service integrations in the Adobe Experience Cloud.

Adobe Experience Cloud is a comprehensive set of best-in-class, integrated solutions built on a common data platform with a common set of powerful core services. The following table provides access to available Experience Cloud integration documentation.

- **Core Services - Enable your solutions for core services** on page 21
- **Experience Cloud ID service** on page 21
- **Audiences** on page 22
- **Customer Attributes** on page 22
- **Experience Cloud Assets** on page 22
- **Analytics - AEM Assets reporting in Analytics** on page 22
- **Audience Manager integrations** on page 22
- **Activation** on page 23
- **Experience Manager integrations** on page 23
- **Experience Manager - Assets** on page 24
- **Advertising Cloud** on page 24

**Core Services - Enable your solutions for core services**

Help: *Enable your solutions for core services* on page 12

Describes how to:

- Provision your company in the Experience Cloud.
- Enable you to become an administrator.
- **Implement the Experience Cloud ID service.**
- Modernize your Analytics and Target implementations via DTM.
- Start using core services.

Solutions or services:

- **Activation - Dynamic Tag Management**
- **Analytics**
- **Target**
- **Experience Cloud ID service**

**Experience Cloud ID service**

Help: *Experience Cloud ID Service*

The ID service provides a universal, persistent ID that identifies your visitors across all the solutions in the Experience Cloud. It can replace ID generation code for services such as Analytics, Audience Manager, Target, video heartbeat, and other Experience Cloud solutions or features.

**Applicable solutions or services**

- **Analytics**
- **Target**
- **Data Workbench**
Audiences

Help: Audiences on page 50

Create and manage audiences in the Experience Cloud Audience Library. Audiences can be created or derived from various sources, such as:

• New ones created in the Experience Cloud.
• From Analytics segments published to the Experience Cloud.
• From Audience Manager.

Applicable solutions or services

• Activities in Adobe Target
• Segmentation in Audience Manager
• Media Optimizer (login required)

Customer Attributes

Help: Customer attributes on page 57

If you capture enterprise customer data in a customer relationship management (CRM) database, you can upload the data into a customer attribute data source in the Experience Cloud. Once uploaded, leverage the data in Adobe Analytics and Adobe Target.

Applicable solutions or services

• Analytics: Customer Attributes Report
• Target: Configure Target's subscription to customer attributes

Experience Cloud Assets

Help: Share Experience Cloud Folders with Creative Cloud

Share folders and assets between the Experience Cloud and the Creative Cloud. Collaborate, annotate shared assets, and use them in Experience Cloud solutions like Social and Target.

Applicable solutions or services

• Experience Cloud
• Creative Cloud
• Target
• Social

Analytics - AEM Assets reporting in Analytics

Help: AEM Assets reporting in Analytics

Enables Analytics to collect impressions and clicks on Assets served up from AEM Asset Insights.

Applicable solutions or services

• Analytics
• Experience Manager

Audience Manager integrations

Audience Manager (integration home)

Work with data from Experience Cloud solutions or other external systems in Audience Manager.

Applicable solutions or services
• Analytics Server-Side Forwarding
• Send Audience Manager Segments to Analytics
• Target Data Integration

Activation
Help: Getting Started

Use the Experience Cloud Activation solutions to set up and debug your Experience Cloud solutions.

1. Use Launch or Dynamic Tag Management to insert code that activates About the new cloud names in Experience Cloud on page 5 on your pages.
2. Use Adobe Cloud Platform Auditor to test your implementations.

Use the Adobe Experience Cloud Debugger extension to debug issues found by Auditor or to examine other information about your implementations.

Applicable solutions or services
• Analytics
• Audience Manager
• Media Optimizer
• Target
• MAC ID Service
• Nielsen Tracking

Target
Help: Integrating Adobe Target with the Experience Cloud

Integrate Adobe Target with Adobe Analytics and other Experience Cloud solutions to enable the use of the same data, audiences, attributes, and metrics in both solutions.

Applicable solutions or services
• Customer Attributes: Configure Target's subscription to customer attributes
• Experience Cloud Audiences: Experience Cloud Audience Library
• Analytics: Adobe Analytics as the Reporting Source for Adobe Target
• Dynamic Tag Management: Best Practices for Implementing Adobe Target using DTM
• Audience Manager: Target Data Integration with Adobe Audience Manager
• Campaign: Integrating Target with Campaign

Experience Manager integrations
Help: Solutions Integration

Integrate AEM with other solutions and third-party services.

Applicable solutions or services
• Analytics
• Analytics with External Providers
• Experience Cloud
• Creative Cloud
• Audience Manager
• Campaign
• Dynamic Tag Management
Experience Manager - Assets

Help: Configuring AEM Assets integration with Experience Cloud and Creative Cloud

Synchronize your assets within Adobe Experience Manager (AEM) Assets with Adobe Creative Cloud, and vice versa. You can also synchronize your assets with Experience Cloud and vice versa. You can set up this synchronization through Experience Cloud.

Applicable solutions or services

- AEM
- Creative Cloud
- Experience Cloud

Advertising Cloud

Help (login required): Integration with Adobe Experience Cloud Solutions and Core Services

Applicable solutions or services

Analytics: can send site engagement and conversion data daily to Media Optimizer, where the data is available for ad optimization and reporting. Also, Media Optimizer can send search engine and social network traffic data daily to Analytics, where the data is available for reports in the reports and analytics, report builder, and ad hoc analysis capabilities.

Dynamic Tag Manager: You can use Dynamic Tag Manager to create Media Optimizer pixel-based conversion tracking tags, as well as third-party tracking tags, for your search, social, and display ad landing pages. (You can also can create Media Optimizer tags directly within Media Optimizer.)

Experience Cloud Audiences: (Advertisers with display management) You can use any of your Adobe Experience Cloud audiences as targets for your display ads. You can automatically use audiences that you've created in Adobe Experience Cloud and audiences from Analytics that you've published to Adobe Experience Cloud, and you can use audiences from Audience Manager when the Media Optimizer account is configured to allow it. Contact your account manager for more information about access to Adobe Experience Cloud and its Profiles and Audiences core service, and about the initial setup between Media Optimizer and Adobe Experience Cloud audiences. Note: If you also use Adobe Target, any of the audiences you've published to Adobe Experience Cloud are also available for activities in Target.

Experience Cloud Assets: (Advertisers with display management) You can use any of your Adobe Experience Cloud assets as the creatives for your display ads, using the New Display Beta view. You must be logged in to Media Optimizer through Adobe Experience Cloud to access your Adobe Experience Cloud assets. Contact your account manager for information about access to Adobe Experience Cloud.

Experience Cloud Notifications: From the notifications link at the top of each page, you can view all alerts generated from your search beta alerts templates, as well as Adobe Experience Cloud system updates, posts, mentions, and assets shared. You must be logged in to Media Optimizer through Adobe Experience Cloud) to access your notifications. Contact your account manager for information about access to Adobe Experience Cloud.
Manage Experience Cloud users and products

Learn about signing in to the Admin Console and managing Experience Cloud user permissions and product profiles.

On this page:

- **What's new in Experience Cloud user management** Learn about the latest features in Experience Cloud user management.
- **Manage Experience Cloud products** Create a product profile and assign it to a permission group.
- **Assign Analytics access permissions to a product profile** Assign Analytics report access permissions (report suites, metrics, dimensions, and so on) to a product profile.
- **Delegate administrative roles to users**

**Important:** Managing users in the Admin Console introduces new terms, interfaces, and navigation. The following information describes these changes and provides links to additional help resources. This help supplements the information in the *Enterprise Administration User Guide* for all Adobe cloud products.

Frequently asked questions

Common questions and answers for administrators in the Experience Cloud.

**How do I know if my solutions are enabled for core services?**

If your implementation has not been provisioned for core services, see *Enable your solutions for core services* on page 12, which describes how to:

1. **1. Join the Experience Cloud and become an administrator** on page 12
2. **2. Implement the Experience Cloud ID service using Dynamic Tag Manager or Launch, by Adobe** on page 13 (or the new Launch, by Adobe)
3. **Map Report Suites to an Experience Cloud Organization**
4. **4. (Adobe Analytics) Modernize your Analytics AppMeasurement code** on page 15
5. **5. (Adobe Target) Modernize your Adobe Target implementation** on page 15
6. **6. Verify the core services implementation** on page 15
7. **7. Manage users and products** on page 17
8. **8. Start using core services** on page 18

For more assistance, *Contact Adobe Support.*

**Does Adobe charge my company for Experience Cloud access?**

No. The Experience Cloud is included at no additional charge. However, certain core services might have additional costs.

**Why does my company need to log in through the Experience Cloud interface?**

The functionality provided by the Experience Cloud interface adds new value to your business. It also will be the standard path for accessing solutions going forward, eventually replacing other individual solution login flows. Logging in through the Experience Cloud will facilitate a smoother transition later.
How do I resolve concerns about migrating my company?

Contact Adobe Support.

What is provisioning?

Provisioning in the Experience Cloud means:

• Your users can begin logging in to the Experience Cloud and linking solutions.
• They can begin to use the features available through the Experience Cloud, such as People.
• You can become prepared to retire your solution-specific login process.
• You can retain access control to solutions.

How do I manage users and product profiles?

• See the Admin Console User Guide for help.
• User entitlements and product management is performed in the Adobe Admin Console (product link).
• Important: Analytics administrators, see Manage Analytics Users in the Admin Console about migrating user IDs from Analytics Admin Tools to the Admin Console.

What do I do if someone cannot log in to the Experience Cloud?

Admin Console administrators can grant access to users. Users are sent emails with sign-in instructions.

You might need to Contact Adobe Support to verify that your company has been fully provisioned.

Where can a user go to manage account linking?

Some users might need to link their solution (Analytics) account to the Adobe ID or Enterprise ID.

See Link a solution account to an Adobe ID.

How do I manage user account profiles and organizations?

See Organizations and account linking on page 27.

What is an organization?

An organization is the entity that enables an administrator to configure groups and users, and to control single sign-on in the Experience Cloud. The organization functions like a log-in company that spans all the Experience Cloud products and solutions. Most often, an organization is your company name. However, a company can have many organizations.

Where can I find my IMS organization ID?

See Find your Organization ID. The ID is displayed on the Experience Cloud landing page and the Administration page.

Alternatively, administrators can log into the Admin Console (https://adminconsole.adobe.com) for a specific organization, and you will be able to see your IMS org ID in the URL.

For example, in the following URL:
https://adminconsole.adobe.com/C538193582390300A495CC9@AdobeOrg/overview

the ID is:
C538193582390300A495CC9@AdobeOrg

What should I do when one of my users leaves my company?

Their access should be removed from the solution itself. They will not be able to access the product from the Experience Cloud or through the direct login. You should also remove them at the Experience Cloud level.

What is an Adobe ID?
See *Identity Types*.

**Can I link solution accounts for my users?**

No. Users must link their own solutions with their user names and passwords.

**Why do I see Social when my company does not have it?**

Adobe Social is a product that can be sold with Analytics. Therefore, if you have Analytics you will see this solution, but you will not have access unless you have purchased it.

**How do I share a report or a campaign to the Experience Cloud?**

An Analytics report or a Target campaign are examples of assets that you can share in the *Feed* on page 71.

---

**Sign in and manage your profile settings**

Learn how to sign in to the Experience Cloud, manage passwords and notifications, and specify a default landing page.

Signing in to the Experience Cloud (rather than signing into a single solution) enables single sign-on to all the solutions and core services that you own.

- Sign in to the Experience Cloud (administrators)
- Sign in to the Experience Cloud (users)
- Configure default personal account settings
- Enable notifications
  Get notified (via email or in-product) about system updates, maintenance notices, posts, mentions, and assets shared. You can also specify the products and solutions for which you want notifications, including the upload status for customer attributes.
- Manage profiles and passwords
- Recover your password
- Configure solution sign-in using a direct link
  Optionally, you can sign in to a specific page in a solution, using authentication provided by the Experience Cloud Interface.

![Important:](https://example.com)

**Important:** Administrators, see *Manage Experience Cloud users and products* on page 25 for information about updates to user and product management.

---

**Organizations and account linking**

Learn about organizations, the organization ID, and linking solution accounts to Experience Cloud.

- Identify your organization
- Find your Organization ID
- Specify a default organization and landing page
- Link a solution account to an Adobe ID
- Troubleshoot account linking issues
  Help on problems that arise from account linking.
Upgrading to Analytics Premium and the Experience Cloud

Administrators can learn about the requirements and what to expect when upgrading to Analytics Premium, and where to find help as an Experience Cloud administrator.

Analytics Premium

Upgrading to Adobe Analytics Premium gives you all the capabilities or products available Analytics Standard, including Data Warehouse, Ad Hoc Analysis, Report Builder, and Data Connectors. (These products were sold separately to customers using the point solution, SiteCatalyst.)

Analytics Premium gives you:

• Access to 250 conversion variables (eVars)
• Mobile App Analytics
• Data Workbench (Visual data query; rules-based attribution; cross-channel analysis)

Note:
No migration is necessary when upgrading, but there are a few considerations to be aware of:

• eVars 76-250 (SiteCatalyst) and 100-250 (Standard) will be visible in Admin Tools, but will not be enabled already.
• Contribution Analysis is turned on by Adobe. It will not change location (it is still available on the Anomaly Detection page), but it will now automatically start analyzing all data points.

The following sections describe where to find help, depending on the features that you purchased:

• Analytics Premium Complete on page 28
• Predictive Intelligence on page 28
• Customer 360 on page 29
• Advanced Attribution on page 29
• Data Workbench Requirements on page 29
• Experience Cloud - Administrate Users and Products on page 30

Analytics Premium Complete

In Analytics Premium Complete, you get all the capabilities of Analytics Premium on page 28, plus the following upgrades:

<table>
<thead>
<tr>
<th>Product</th>
<th>Upgrades</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reports &amp; Analytics</td>
<td>• Contribution Analysis</td>
</tr>
<tr>
<td></td>
<td>• Customer attributes on page 57 (Up to 200)</td>
</tr>
<tr>
<td>Data Workbench</td>
<td>• Algorithmic Attribution</td>
</tr>
<tr>
<td></td>
<td>• Pre-built workspaces</td>
</tr>
<tr>
<td>Analytics Platform</td>
<td>Live Stream (raw data, dashboards, triggers)</td>
</tr>
</tbody>
</table>

Predictive Intelligence

Upgrading to Predictive Intelligence enables Analytics Premium on page 28 plus:
### Customer 360

Upgrading to Customer 360 offers *Analytics Premium* on page 28 plus:

<table>
<thead>
<tr>
<th>Product</th>
<th>Upgrades</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reports &amp; Analytics</td>
<td><em>Contribution Analysis</em></td>
</tr>
<tr>
<td>Data Workbench</td>
<td>Pre-built workspaces for audience qualifications and predictive marketing.</td>
</tr>
<tr>
<td>Analytics Platform</td>
<td>Live Stream (dashboards and triggers)</td>
</tr>
</tbody>
</table>

<table>
<thead>
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<th>Product</th>
<th>Upgrades</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reports &amp; Analytics</td>
<td><em>Customer attributes</em> on page 57 (analysis and segment sharing)</td>
</tr>
<tr>
<td>Data Workbench</td>
<td>• Derived Customer Attributes</td>
</tr>
<tr>
<td></td>
<td>• Pre-built workspaces for audience discovery</td>
</tr>
<tr>
<td>Analytics Platform</td>
<td><em>Customer attributes</em> on page 57</td>
</tr>
</tbody>
</table>

### Advanced Attribution

Advanced Attribution offers access to *Analytics Premium* on page 28, plus Algorithmic Attribution in Data Workbench (25% server call volume).

### Data Workbench Requirements

The supported user(s) can request that all client licenses be updated to reflect the Premium by emailing dwb@adobe.com. This enables features like Algorithmic Attribution.

TechOps will review your contract commitment and determine the proper managed infrastructure, increasing or reducing capacity, and then they will coordinate with you, through the Account Manager or consulting, to deploy any changes.

Any software that is running on-premise must be deactivated. This includes Sensors, which means you will need to ensure proper tracking through Analytics tags.

**Premium Complete** and **Advanced Attribution**

For Rules-based attribution in pre-built templates, see: *Rule-based Attribution*.

For Algorithmic Attribution, see *Best Fit Attribution*

### Predictive Intelligence

Predictive intelligence in Data Workbench includes the following visualizations:

- *Audience Propensity Scoring*
- *Visitor Clustering*
- *Correlation Analysis*

**Customer 360** and **Advanced Attribution**

See Analytics rules-based attribution in pre-built templates at *Rule-based Attribution*.

See Algorithmic Attribution templates at *Best Fit Attribution*. 
**Experience Cloud - Administrate Users and Products**

Experience Cloud and core services are available to Analytics Standard and Premium users, provided that you have followed the implementation modernization described in *Enable your solutions for core services* on page 12. (That process helps you modernize your implementation, and enables you to become an administrator in the Experience Cloud.)

After you join the Experience Cloud, you can log in via the Experience Cloud at experiencecloud.adobe.com and begin using core services (including customer attributes, audiences, and Mobile app analytics).

**Administrate Users and Groups**

User management is performed in the [Adobe Admin Console](product link).

You can set up a 1:1 map between a group created in the Adobe Admin Console and a solution group (such as Adobe Analytics). Thereafter, a new user added to the mapped Admin Console group will have an Analytics solution account automatically created and linked to the user's Adobe ID. (Existing users must manually link their solution account credentials to access solutions via the Experience Cloud login.)

*Note:* You can map several solution groups to one Admin Console group. However, Adobe recommends 1:1 mapping. Mapping the groups ahead of time allows you to invite, create, permission, and add multiple users by uploading a CSV.

**Embedding content**

You can embed content from a web page into the Experience Cloud.

In Administration, drag the [Share to Adobe Experience Cloud](button) button to your browser's bookmark toolbar.

When you are on a web page that supports embedded content (such as help topics), click [Share to Adobe Experience Cloud](button) in the toolbar.
Activation

Activation includes the latest tag management product called Launch, by Adobe. Dynamic Tag Management (DTM); and Triggers.

Launch, by Adobe

Deploy and manage the analytics, marketing, and advertising tags necessary to power relevant customer experiences.

See Launch, by Adobe.

Dynamic Tag Management

To launch Dynamic Tag Management, click Activation and send a request to the Adobe provisioning team. You should receive your login credentials within one to two business days.

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deploy Adobe Analytics</td>
<td>Step-by-step instructions to add Adobe Analytics using Adobe Dynamic Tag Management</td>
</tr>
<tr>
<td>Deploy the Experience Cloud ID Service</td>
<td>The Experience Cloud ID service enables core functionality across Experience Cloud solutions (including customer attributes, audience sharing, and triggers). Adobe strongly recommends implementing the ID service and take advantage of these features.</td>
</tr>
<tr>
<td>Dynamic Tag Management Product Documentation</td>
<td>Learn more about deploying Experience Cloud solutions with Dynamic Tag Management.</td>
</tr>
</tbody>
</table>

If you want help implementing dynamic tag management we encourage you to contact your Account Manager for information on Adobe Global Services offerings, or implementation partner offerings. Please also feel free to contact us at @AdobeExpCare with hashtag #DTM.

Experience Cloud Triggers

Triggers enables marketers to define and monitor key consumer behaviors, and then generate cross-solution communication for use in real-time decisions and personalization.

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using Triggers in Adobe Campaign</td>
<td>Adobe Campaign Standard 16.7 introduces an integration with the new Trigger core service. This core service enables business users to easily define triggers based on online behavioral data captured in Adobe Analytics. Once the trigger is defined, it will be available in Adobe Campaign to support remarketing messages that drive engagement and conversions. This new out-of-the-box feature will allow marketers to trigger remarketing messages at the right time, based on online events like cart abandonment, pages views, videos watched, and so on.</td>
</tr>
</tbody>
</table>
Experience Cloud Debugger

The Adobe Experience Cloud Debugger extension for Chrome examines your web pages and helps you find problems with how your Experience Cloud solutions are implemented.

See *Experience Cloud Debugger* for help.

Triggers

How to configure Experience Cloud Triggers.

*Triggers* enables you to identify, define, and monitor key consumer behaviors, and then generate cross-solution communication to re-engage visitors. You can use triggers in real-time decisions and personalization.

- Configure fast re-marketing for cart abandons or cart abandons with products removed
- Incomplete forms and applications
- Any actions or sequence of actions on site

Types of Triggers
Generally, a trigger can take 15-90 minutes to launch a marketing campaign. This varies depending on the implementation of data collection, load on the pipeline, custom configuration of the defined trigger, and the workflow in Adobe Campaign.

- **Abandonment:** You can create a trigger to fire when a visitor views a product but does not add anything to the cart. Configure Propensity Scoring to understand customers' tendency to return after abandoning a shopping cart.

- **Action:** You can create triggers, for example, to fire after newsletter sign-ups, email subscriptions, or applications for credit cards (confirmations). If you are a retailer, you can create a trigger for a visitor who signs up for a loyalty program. In media and entertainment, create triggers for visitors who watch a certain show, and perhaps you want to respond with a survey.

- **Session Start and Session End:** Create a trigger for session start and session end events.
Assets

Experience Cloud Assets provide a single, centralized repository of marketing-ready assets that you can share across solutions. An asset is a digital document, image, video, or audio (or part thereof) that can have multiple renditions and can have sub-assets (for example, layers in a Photoshop file, slides in a PowerPoint file, pages in a PDF, files in a ZIP).

Asset services include:

- Asset storage, management interface, embedded selection interface (accessed through solutions).
- Integrations with Creative Cloud, Experience Cloud collaboration, and Experience Cloud solutions.

Using assets improves consistency and brand compliance, and speeds time to market. You can streamline workflows in solutions:

- **Social**: Publish to social properties, Facebook, Twitter, LinkedIn, Google+
- **Target**: Create experiences for A/B and multivariate tests.
- **Media Optimizer**: Develop ad units across different channels and campaigns
- **Campaign**: Place assets into email newsletters and campaigns.

In Experience Cloud Assets, you can:

- **Navigate to Experience Cloud Assets** on page 35
- **Access the toolbar** on page 35
- **Edit assets** on page 35
- **Search for assets** on page 36
- **Annotate assets** on page 37
- **Share an asset to your feed** on page 37
- **View full-screen assets, and zoom** on page 37
- **View asset properties** on page 38
- **Run usage reports** on page 38
- **#unique_9/unique_9_Connect_42_section_45C1B72F4D274F54BC6CCB64D2580AC5**
Navigate to Experience Cloud Assets

Access the toolbar
Navigate to an asset (or asset directory), then click Select.
The toolbar provides quick access to features, including Search, Timeline, Renditions, Edit, Annotate, and Download.

Edit assets
Editing an asset enables features, including:
• Crop
• Rotate
• Flip
Search for assets

You can search by keyword, file type, size, last modified, publish status, orientation and style.
Annotate assets

Click Annotate by drawing circles or arrows on an image, and annotate the asset for review by coworkers.

Share an asset to your feed

Click Share from the toolbar to share the asset as Feed on page 71 to other Experience Cloud users.

View full-screen assets, and zoom

Click Views > Image to view the full asset image and enable zoom.
View asset properties

Choose between card view with properties, list view, and column view to more easily to find your assets.

Click **Views > Properties** to view an asset's properties:

Run usage reports

See the number of users, storage used, and total assets.

Click **Tools > Reports > Usage Report**
Share Experience Cloud folders and assets with Creative Cloud

Share folders and assets between the Experience Cloud and the Creative Cloud. Collaborate, annotate shared assets, and use them in Experience Cloud solutions like Social and Target. The shared folder must originate from the Experience Cloud.

Benefits of sharing

• Streamline creative production workflows in the review, approve, and publish phase
• Spend less time managing in-process files and versions in multiple locations
• Track and manage creative assets more effectively
• Enjoy increase enterprise security
• Easily share, save, and send files between creatives and marketers

Before Creative Cloud users have access to assets, they must be whitelisted in the Experience Cloud. See Manage Creative Cloud users on page 39.

About asset sharing with Adobe Target

When creating activities in Adobe Target, you can use a shared image asset when swapping images in the Content Library.

See Content Library in Target Help.

About asset sharing with Adobe Social

In Adobe Social, you can insert a shared image asset using the Asset Selector in the Publisher. You can search for a folder, browse to it, and attach the asset to a Facebook or Twitter post.

See Publisher Page in Social Help.

Shared folders and assets are synchronized automatically between the clouds.

Manage Creative Cloud users

The Experience Cloud provides administrative tools for managing approved Creative Cloud users. These users can be invited on an ad-hoc basis to a campaign folder. Only users that have been added to the list by an
administrator can be invited to a campaign. The added users will display in the auto-complete user list in the Experience Cloud.

Note: You must be an administrator to perform this procedure.

1. In the Experience Cloud, click **Administration** > **Manage Creative Cloud Collaborators**.
2. Click **Creative Cloud Asset Sharing**.
3. Click **Add New User**.
4. Type an email, display name, title, and optionally add an Avatar.
5. Click **Create**.

### Share an Experience Cloud asset folder

Share an Experience Cloud asset folder with Creative Cloud users.

1. On an Asset folder, click **Share to Creative Cloud**.

2. On the Share to Creative Cloud page, search for the user, then click **Add**.

3. Click **Share**.
4. Launch the Creative Cloud desktop (or navigate to the Creative Cloud Files page in a browser) and look for the request notification.

5. Open the request, then click **Accept**.

6. To access folder contents, click **Open Folder** (or **View on Web**).

7. Continue by adding comments on the shared asset:
In Creative Cloud, you can click into an image, then click **Activity** to add a comment on the image. Comments are synced on the assets in the Creative Cloud and Experience Cloud.

In the Experience Cloud, click into an image, then click the time-line icon to add a comment on the image. Comments are synced on the assets in the Creative Cloud and Experience Cloud.

8. To un-share a folder, click **Share Using Creative Cloud** (similar to **List item.** on page 40), then remove users by clicking X, then click **Share.**
Once you have removed all Creative Cloud Users, the folder is un-shared and the Creative Cloud users no longer has access.

Additional ways to use a shared asset include:

• Use assets in the **Asset Selector** in Adobe Social for social posts. See *Publisher Page*.
• Load or swap assets in the **Content Library** in Adobe Target for images in activities.

After you share a folder to the Creative Cloud, you will see the Creative Cloud logo on the folder.

---

**Upload an asset to a shared folder from the Creative Cloud browser**

Upload an asset to a shared folder from the Creative Cloud browser.


1. Launch the Creative Cloud browser and navigate to **Creative Cloud Files**.
2. Open the shared folder.
3. Click **Actions > Upload**.
4. Use your operating system's file browsing to select or move assets.

---

**Upload an asset to a shared folder from the Creative Cloud desktop**

Upload an asset to a shared folder from the Creative Cloud desktop.

1. Enable sharing.
2. Launch the Creative Cloud desktop and navigate to **Assets**.
3. Click **Open Folder**.
4. Use your operating system's file browsing to select or move assets.

### Disable synchronization of shared folders

How to disable the synchronization of shared Experience Cloud folders within your Creative Cloud Files folder.

**Note:** You can desynchronize only folders that you own.

**Windows**

1. Open Windows Explorer.
2. Under Favorites, right click the **Creative Cloud Files** folder, then click **Select Shared Folders to Sync**.
3. Deselect any folder that you do not want to synchronize.

**Mac OS**

1. Open a Finder window.
2. Navigate to your user folder.
3. Control-click the **Creative Cloud Files**, then click **Select shared folders to sync**.
4. Deselect any folder that you do not want to synchronize.

Synchronized folders have a checkmark next to the folder name.
Asset file requirements for sharing

Allowed file types and size limitations for sharing assets between the Experience Cloud and Creative Cloud.

File types allowed for upload

File types you can upload include most images, documents, and multimedia. See Supported Formats for information about file formats in Experience Cloud Assets.

File size limitations

File size limitations come from the browser and can vary from browser to browser:

<table>
<thead>
<tr>
<th>Browser</th>
<th>Upload (Total Size)</th>
<th>Download (Per File)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Explorer 6</td>
<td>2 GB</td>
<td>2 GB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 GB for chunked or connection-close transfers.</td>
</tr>
<tr>
<td>Internet Explorer 7</td>
<td>2 GB</td>
<td>4 GB</td>
</tr>
<tr>
<td>Internet Explorer 8</td>
<td>2 GB</td>
<td>17,592 GB</td>
</tr>
<tr>
<td>Internet Explorer 9 to 11</td>
<td>4 GB</td>
<td>17,592 GB</td>
</tr>
</tbody>
</table>

Behavior of shared folders

Rules for how shared folders behave when moved, deleted, and restored.

Note: Shared Experience Cloud folders and assets are mirrored to the Creative Cloud desktop in a 1:1 relationship. If an Experience Cloud user changes a folder (deletes, adds, or removes sharing), the action is mirrored in the Creative Cloud desktop and web. As such, if a folder is unshared, the folder and assets are deleted from your local machine. After sharing is removed, the folder and its contents are moved to the trash can on your local computer, where you can manually restore them to your machine.

Unshared folder into shared folder

You move an unshared folder into a shared folder:
**Result:** Both folders become shared.

**Shared folder into unshared folder**

You move a shared folder into an unshared folder.

**Result:** The unshared folder remains unshared. The shared folder remains shared.

**Content from unshared folder into shared folder**

You move content from an unshared folder into a shared folder.

**Result:** The content is now shared and all collaborators can see it. Storage increases by the size of the content.

**Archived and deleted shared content**

You archive or delete content that resides in a shared folder.
**Result:** Content is archived for the owner of the folder. Collaborators who do not own the content can no longer access it.

**Owned shared content to an unshared folder**

You move content from a shared folder that you own into an unshared folder.

**Result:** The content is now unshared. The collaborators of the shared folder no longer have access to the content.

**Unowned content to an unshared folder**

You move content from shared folder owned by someone else into an unshared folder.

**Result:** The content appears in the unshared folder and is removed from the shared folder. The collaborators of the shared folder no longer have access to the content. The content is archived for the owner of the shared folder.

Owners and editors can move content which they do not own, but viewers cannot. If owners and editors move content, it is not available in a shared folder for any user.

**Archived or deleted owned folder**

You archive (via web) or delete (via desktop) a shared folder that you own.
**Result:** The folder is unshared, then archived. The collaborators no longer have access to the folder.

**Shared folder into another shared folder**

You move a shared folder that you own into another shared folder that you may or may not own.

**Result:** As the folder is moved into Folder 2, it becomes shared with the new collaborators.

**Shared content to another shared folder**

You move content from a shared folder into another shared folder.

**Result:** The content appears in Folder 2 and is now shared with new collaborators. The content is removed from Folder 1 and the owner sees it as archived, while the other collaborators no longer have access to it.

**Restored content from archive**

You restore content from an archive that belonged to a shared folder. You owned the content at the time it was archived.
Result: The content is restored to the shared folder and all collaborators can access it again. If the shared folder no longer exists, the content is put into an unshared copy of its original parent folder(s).
Audiences

Manage the translation of visitor data into audience segmentation.

Audiences are collections of visitors (a list of visitor IDs). Adobe's audience services manage the translation of visitor data into audience segmentation. As such, creating and managing audiences is similar to creating and using segments, with the added ability to share the audience segment to the Experience Cloud.

Audiences can be created or derived from various sources, such as:
- New ones created in the Experience Cloud
- From Analytics segments published to the Experience Cloud
- From Audience Manager

Real-Time vs. Historical Audiences

All audiences, regardless of where they are sourced, are accessible for real-time targeting use cases. However, audiences shared from Analytics to Audience Manager are not accessible for real-time targeting.

The system evaluates audiences in two ways:
- Historical audiences are sourced from Analytics are evaluated every 12 hours. Historical audiences always include return visitors.
- Real-time audiences are sourced in the Experience Cloud Audiences and evaluated in real-time.

Create an audience

Learn how to use attribute rules to create an audience and define a composite audience in the Experience Cloud.

This article helps you understand how to:
- Create an audience
- Create a rule
- Use rules to define a composite audience

The following graphic represents two rules in a composite audience.
Each circle represents a rule that defines audience membership. Visitors that qualify as members in both audience rules overlap to become the composite, defined audience.

⚠️ **Note:** The audience is fully defined after data collection for the specified period completes.

The following example shows how to create the rules for a composite audience. This audience is comprised of:

- Home & Garden section derived from page data, or raw analytics data.
- Chrome and Safari users derived from an Adobe Analytics segment *published* to the Experience Cloud.

1. In the Experience Cloud, click **People > Audience Library**.
2. On the **Audiences** page, click **New**. 😊
3. On the **Create New Audience** page, specify a title and description.

4. Under **Rules**, select an attribute source:
   - **Real-Time Analytics Data**: (or Raw data) This is attribute data derived from real-time Analytics image requests, and includes data such as eVars and events.
     You must select a report suite when using this attribute source, and define the dimension or event to include. This report suite selection provides the variable structure used by the report suite.

     **Note**: Due to caching, deleted report suites in Analytics require 12 hours before the deletion is shown in the Experience Cloud.

   - **Experience Cloud**: Attribute data derived from the Experience Cloud sources. For example, this can be data from audience segments you create in Analytics, or data from Audience Manager.

5. Define audience rules.

   **Note**: You should have an understanding of your implementation variables when defining audience rules.

Under **Rules**, define the **Home & Garden** attribute selections:

- **Attribute Source**: Raw Analytics Data
- **Report Suite**: Report Suite 31
- **Dimension = Store (Merch) (v6) > Equals > Home & Garden**
The *Chrome & Safari Visitors* is an audience segment shared from Analytics:

- **Attribute Source:** Experience Cloud
- **Dimension:** Chrome & Safari Visitors

For comparison, you might add an *OR* rule to see all visitors to a site section, such as Patio & Furniture.

6. View the results.
The resulting rule is a defined audience comprising Chrome & Safari users who visited Home & Garden. The Patio & Furniture segment provides additional insight into all visitors visiting that site section.

**Historical Estimate:** (Dotted circle) Represents rules created based on Analytics data.

**Actual Audience:** (Solid circle) Any rule created that has 30 days of data from Audience Manager. When the Audience Manager data reaches 30 days, the line becomes solid and represents actual numbers.

After the data collection completes for the specified period, the circles combine to show a defined audience.

7. After defining the rules, click **Save**.

After the audience is saved, it is available for other solutions. For example, you can include a shared audience in a Target activity.

**Publish an Analytics audience segment**

Publish an Analytics audience segment to the Experience Cloud and to Adobe Target, for audience marketing activities.

1. In Analytics, **build a segment**.
2. On the Segment Builder, enable the **Make this an Experience Cloud audience** option.
Publishes this segment to the Experience Cloud. You can use the audience for marketing activities in Adobe Target and segmentation in Audience Manager.

The **Title** and **Description** fields are required for the segment to be published.

When this option is enabled, the title and audience segment definition are shared, but actual data is not. When that audience is associated with an activity in Target, Analytics begins sending IDs for visitors that qualify for that Experience Cloud and Target audience. At that point, the audience name and corresponding data begins displaying on the Experience Cloud Audiences page.

Audiences shared to the Experience Cloud from Analytics cannot exceed 20 million audience members.

Due to caching, deleted report suites in Analytics require 12 hours before the deletion is shown in the Experience Cloud.

In Analytics, you can edit or delete a published segment. If the segment is in use, a warning message is issued when you edit a segment. You cannot delete a published segment that is in use by Adobe Target.

Once a visitor qualifies for the audience shared from Analytics, there is a 24 - 48 hour delay before that information is actionable in Target, Advertising Cloud, and Campaign.

**Data Privacy**

Audiences are not filtered based on the authentication state of a visitor. If a visitor can browse your site in un-authenticated and authenticated states, actions that occur when a visitor is un-authenticated can still cause a visitor to be included in an audience. Review Analytics Privacy Overview to understand the full privacy implications of audience sharing.

**Element** | **Description**
--- | ---
Make this an Experience Cloud audience (for `<report suite name>`) | Publishes this segment to the Experience Cloud. You can use the audience for marketing activities in Adobe Target and segmentation in Audience Manager.

The **Title** and **Description** fields are required for the segment to be published.

When this option is enabled, the title and audience segment definition are shared, but actual data is not. When that audience is associated with an activity in Target, Analytics begins sending IDs for visitors that qualify for that Experience Cloud and Target audience. At that point, the audience name and corresponding data begins displaying on the Experience Cloud Audiences page.

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Select the window for audience creation | Note that this is a rolling time window, not a fixed one.

3. Click **Save**.
4. Access Adobe Target, then navigate to the **Audiences** list.
5. On the **Audiences** page, locate audiences sourced from the Experience Cloud.
These audiences are now available for use in activities.
Customer attributes

Overview and prerequisites about uploading customer attributes to the Experience Cloud.

People > Customer Attributes

If you capture enterprise customer data in a customer relationship management (CRM) database, you can upload the data into a customer attribute data source in the Experience Cloud. Once uploaded, leverage the data in Adobe Analytics and Adobe Target.

Topics covered on this page:

- Prerequisites for uploading Customer Attributes on page 57
- What Is enterprise customer data? on page 57
- Solution use cases on page 58

Prerequisites for uploading Customer Attributes

- Solution enablement: Enable your solutions for core services on page 12.
- Group membership: To upload customer attribute data, users must be members of the Customer Attributes group. You must also belong to either an Adobe Analytics group or an Adobe Target group.

To know whether your company has access to customer attributes, your Experience Cloud administrator should log into the Experience Cloud. Navigate to Administration > Launch Admin Console > Groups. If Customer Attributes displays as one of the groups, you are ready to begin.

Users that are added to the Customer Attributes group will see the Customer Attributes menu item on the left side of the Experience Cloud interface.

- Target mbox: mbox.js version 58 or higher is required for customer attributes.

  See Mbox.js Implementation.

- at.js: Any version.

What Is enterprise customer data?

Enterprise data resides in other systems. It can be complex and mean different things to different people. This data can include information such as memberships, loyalty level, age, gender, products owned, interests, and Lifetime Value.

The following image is an example of a data file showing subscriber data for products, including member IDs, entitled products, most-launched products, and so on.
After you create the data file, you can upload it to the customer attribute source that you create in Experience Cloud > Customer Attributes.

See Upload Customer Attribute Data to learn this workflow.

**Solution use cases**

After the data resides in the Experience Cloud, you can customize it and share it to solutions for reporting, segmentation, activities, and campaigns.

For example:

<table>
<thead>
<tr>
<th>Solution</th>
<th>Advantages and Use Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adobe Analytics</td>
<td>Marketers and analysts can understand:</td>
</tr>
<tr>
<td></td>
<td>• The online campaigns that are most effective with your gold-level customers.</td>
</tr>
<tr>
<td></td>
<td>• The products that gold-level customers search for versus products that platinum-level customers search for.</td>
</tr>
<tr>
<td></td>
<td>• Whether your site redesign is having a positive impact on conversion rates for older customers.</td>
</tr>
<tr>
<td></td>
<td>• Which products do customers with a low lifetime value tend to research on my site.</td>
</tr>
<tr>
<td>Adobe Target</td>
<td>Attribute data enables Target users to:</td>
</tr>
<tr>
<td></td>
<td>• Show loyalty club members special discounts and offers.</td>
</tr>
<tr>
<td></td>
<td>• Recommend more expensive products to your luxury customers.</td>
</tr>
<tr>
<td></td>
<td>• For customers who already receive emails, show an upsell offer in the space normally reserved for email signups</td>
</tr>
</tbody>
</table>

The following topics describe how to upload and validate customer attribute data.

**Frequently asked questions, limitations, and best practices**

FAQ and best practices for customer attributes in Analytics and Target.

**Best practices and limitations**

Guidance and limitations when using Customer Attributes.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Attribute Subscription Limitations</td>
<td>When you upgrade to Analytics Premium, there is a 24-hour delay before additional attributes are available. You may see an Attribute Subscription Max error issued during this delay.</td>
</tr>
</tbody>
</table>
Custom Analytics ID (s.visitorID)

Setting a customer ID using s.visitorID is a method of identifying users in Analytics. However, integrations in which Analytics data is exported or imported using the ID Service will not function when a visitor is identified using s.visitorID. This includes, but is not limited to, shared audiences, Analytics for Target (A4T), and Customer Attributes.

For these integrations, setting a custom Analytics ID is not supported.

Character length limitations in Analytics

When creating an Analytics subscription, field lengths for the uploaded files are truncated to 255.

FAQ about customer attributes

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can I receive notifications about upload status for customer attributes?</td>
<td>Yes. See Manage notifications.</td>
</tr>
</tbody>
</table>
| What should I do to get started with customer attributes? | 1. Get provisioned. If you are an Analytics customer, Adobe is provisioning you for customer attributes. If you use only Target and do not have Analytics, you must request provisioning for core services by contacting Customer Care.
2. Have a conversation with your CRM team. Find out what kind of customer data is available that would be interesting for use in Analytics and throughout the Experience Cloud.
3. Implement core services. See Enable your solutions for core services on page 12 for steps on how to modernize your implementation for core services. (See the section about synching customer IDs for important information.) |
| How many customer attributes am I allowed to use? | You can upload hundreds of .csv columns to the customer attribute service. However, when configuring subscriptions and selecting attributes, the following limits apply depending on the solutions you own:
- **Analytics Standard**: 3 total
- **Analytics Premium**: 200 per report suite
- **Target Standard**: 5
- **Target Premium**: 200 |
| Is migrating to the Experience Cloud ID Service required? | Migration depends on the solutions you use.
- **Adobe Analytics**: Strongly recommended
- **Adobe Target**: Required. |
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using the ID service enhances the functionality opens the doors to using</td>
<td>Using the ID service enhances the functionality opens the doors to using the latest Experience Cloud functionality, including real-time audiences, the Target modernization, Analytics integration, and video heartbeat tracking.</td>
</tr>
<tr>
<td>the latest Experience Cloud functionality, including real-time</td>
<td>For more details see <strong>Enable your solutions for core services</strong> on page 12.</td>
</tr>
<tr>
<td>audiences, the Target modernization, Analytics integration, and video</td>
<td><strong>Note</strong>: The <em>Experience Cloud ID service</em> is the modernized implementation of what is formerly known as the <em>Analytics visitor ID service</em>.</td>
</tr>
<tr>
<td>heartbeat tracking.</td>
<td></td>
</tr>
<tr>
<td>How does the customer attribute functionality relate to Adobe</td>
<td>While Audience Manager can receive data to perform audience identification, it cannot perform analytics functionality that ties attributes to historical behavioral data or provide the reporting, analysis, and segmentation capabilities that are available in Adobe Analytics. The People core service enables rich data from across solutions to be tied together and associated with a single ID for use across the Experience Cloud.</td>
</tr>
<tr>
<td>Audience Manager?</td>
<td>In Adobe Target, customer attributes appear as individual attributes that can be combined with other rules to build audiences. Audiences shared in the People core service are full audiences that cannot be modified.</td>
</tr>
<tr>
<td>(Analytics only) How is this functionality different from what is</td>
<td>In the past, customers interested in combining customer attribute data with Analytics data have relied heavily on the data workbench tool for this functionality. Customer attributes exposes this functionality to a wider audience by providing customer attributes as dimensions and metrics in reports &amp; analytics, ad hoc analysis, and report builder. Analytics Standard customers will have access to customer attributes, but with limited capabilities. The full capability is available to Analytics Premium customers.</td>
</tr>
<tr>
<td>provided in Analytics premium?</td>
<td></td>
</tr>
<tr>
<td>(Target Only) Can I pre-load or upload data for customers that Target</td>
<td>Yes. When the visitor makes their first request to Target, the system will fetch the existing information we have about them from Customer Attributes and use that data for targeting.</td>
</tr>
<tr>
<td>has never seen?</td>
<td><strong>Note</strong>: Retrieving this data can take up to 20 min from the visitor’s first interaction with Target.</td>
</tr>
<tr>
<td>(Target Only) Can I create a super audience by combining customer</td>
<td>No. Shared audience data is a completed audience.</td>
</tr>
<tr>
<td>attribute data with shared audience data?</td>
<td></td>
</tr>
<tr>
<td>(Target only) How does the customer attributes functionality compare to</td>
<td>The <em>bulk profile API</em> enables Target profiles to be updated directly via the API, either for an individual profile or in bulk. The capability is similar to customer attributes, with the following key differences:</td>
</tr>
<tr>
<td>Target's bulk profile API?</td>
<td>• The profile API is a REST API call and customer attributes uses FTP.</td>
</tr>
<tr>
<td>(Target only) Does uploading data from customer attributes to Adobe</td>
<td>• Target’s profile API only sends data to Target instead of to the whole Experience Cloud.</td>
</tr>
<tr>
<td>Target extend the Target visitor’s profile lifetime?</td>
<td>• Customer attributes provides a simple interface to create and manage this external data.</td>
</tr>
<tr>
<td>(Target only) Can I target on the data uploaded in customer attributes</td>
<td>Yes. See <em>Visitor Profile Lifetime</em> in Adobe Target Help.</td>
</tr>
<tr>
<td>immediately after the visitor is identified by the customer ID?</td>
<td>Yes.</td>
</tr>
<tr>
<td></td>
<td>On the server call to Target, which includes the mbox third-party ID, all customer attribute data will be available.</td>
</tr>
</tbody>
</table>

**Experience Cloud and Core Services Help**
About data file and data sources for customer attributes

Data file requirements and multiple data sources for uploading customer attributes to the Experience Cloud.

You will need access to CRM or similar data from your enterprise. The data you upload to the Experience Cloud must be a .csv file. If you upload via FTP or sFTP, you also upload a .fin file.

Note: Customer Attributes is designed to handle a few files per day. To mitigate the issue of having a large number of small files delaying processing, files sent within 30 minutes of a previous batch from the same organization are routed to a lower-priority queue.

Allowed file types and naming requirements

<table>
<thead>
<tr>
<th>File Type</th>
<th>Description</th>
</tr>
</thead>
</table>
| .csv      | A comma-separated values file (such as one created in Excel). This is the file that contains the customer attribute data.  
**Naming requirements:** Ensure that file name extensions do not contain white spaces. |
| .fin      | (Required) The .fin file tells the system that you are finished uploading data. The name of the .fin file must match the name of the .csv file.  
Adobe recommends creating an empty text file with a .fin extension. An empty file saves space and upload time.  
**Note:** Renaming a .fin file is not allowed after it is uploaded. The .fin file must be uploaded separately and cannot be a renamed, previously uploaded file.  
After you upload the .fin file in the customer attributes FTP, the system retrieves data quickly (within one minute). This differs from other Adobe FTP-based systems, which pick up data less frequently (around once per hour).  
The .fin file is not required when using the drag-and-drop upload method. |
| .gz or .zip | .gz (gzip) or .zip - for compressed files. A .zip file cannot contain more than one file in the archive.  
**Naming requirements:** The name of the .zip or .gz should match the name of the .csv. For example, if your .csv file is crm_small.csv, the .zip file should be crm_small.csv.zip.  
The .fin file must match the .csv. |

Requirements for the attribute data files

Example CSV

The CSV file must adhere to the following format:

Sample CSV:
Guidelines

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drag-and-drop</td>
<td>The drag-and-drop file should be less than 100 megabytes. The <code>.fin</code> file is not required when using the drag-and-drop upload method.</td>
</tr>
<tr>
<td>Customer ID column</td>
<td>The first column must be a unique customer ID. The ID used should correspond to the ID that is being passed to the Experience ID Service. For Analytics, the ID being stored in a prop or eVar. For Target, the <code>setCustomerId</code> value. (See Analytics &amp; Target - synching the customer ID on page 14) This customer ID is the unique identifier your CRM uses for each person in your database. The remaining columns are attributes that come from your CRM. You will choose how many attributes to upload. Friendly, readable names are recommended for the column headings, but not required. When you validate the schema after upload, you can map friendly names to the uploaded rows and columns. About Customer IDs Typically, an enterprise uses a customer ID from a CRM system. This ID is set using the <code>setCustomerId</code> call when a person logs in. This ID is also used as the key in the CRM file that is uploaded to the Experience Cloud. An Alias ID is a friendly name for a data store in Audience Manager, where the alias data is stored. The system sends aliases to this data store (via <code>setCustomerId</code>). The CRM file is applied to the data in that data store. For <code>setCustomerId</code> information, see Customer IDs and Authentication States.</td>
</tr>
<tr>
<td>Subsequent headers and columns</td>
<td>Subsequent headers should represent the name of each attribute. These columns should contain customer attributes that come from the CRM.</td>
</tr>
</tbody>
</table>
### Attribute limits

You can upload hundreds of .csv columns to the customer attribute service in the Experience Cloud. However, when configuring subscriptions and selecting attributes, the following limits apply depending on the solutions you own:

- **Analytics Standard**: 3 total
- **Analytics Premium**: 200 per report suite
- **Target Standard**: 5
- **Target Premium**: 200

### Row limits

There is no known limit to the number of rows.

### Column limits

For practicality, limit the number of columns to around 200.

### Character limits

When creating an Analytics subscription, field lengths for the uploaded files are truncated to 255.

### FTP Guidelines and size limitations

- Maximum file size limit for FTP is 4 GB for each upload.
- Minimum file size limit is 10 mb.
- You can upload one file every half hour.
- You should drop your .csv (and .fin) file in the root folder of the FTP site.

**Important:** The total allowed space for the FTP account is 40 GB. It is your responsibility to delete processed files.

### File requirements

Each attribute source should contain the same number of comma-separated fields.

Fields containing a line-break, double-quote, or commas must be quoted.

Double-quote characters in a field must be escaped using a backslash (\). Blank columns are stored as `null`.

### Multiple files

When uploading customer attribute data, if you have several files you want to upload in rapid succession, and especially if the files are large, make certain that the previous file has been processed before uploading the next file. You can monitor this by checking when the previous file has been moved to the processed or failed folder within your customer attributes FTP account.

Breaking a large file into smaller files and submitting them in rapid succession may actually slow down processing unless you can ensure each file is completely processed before submitting the next.

### Character Encoding

For Japan, UTF-8 is mandatory.

### Historical data

Customer attributes are tied to the underlying visitor profile in Analytics. As such, customer attributes are associated with the visitor for the entire life of that visitor profile in Analytics. This includes behavior that occurred before the customer logged in for the first time.

If you use the data warehouse backfill method, the data is tied to a post_visid_high/low that is based on the Analytics ID (AID). If you are using the Experience Cloud ID service, the data is tied to a post_visid_high/low that is based on Experience Cloud ID (MID).

### Data feeds

Customer attributes are not available in data feeds.
Leveraging multiple data sources

When creating, modifying, or deleting customer attribute sources, there is a delay around one hour before IDs begin synchronizing with the new data source.

The Alias ID for each customer attribute source must be unique. If you have multiple data sources that leverage the same ID, they should be set up as follows:

In VisitorAPI.js or the Experience Cloud ID tool in dynamic tag management:

Set two customer IDs that will correspond to the appropriate data sources:

```javascript
Visitor.setCustomerIDs(
  {
    "ds_id1": "123456",
    "ds_id2": "123456"
  }
);
```

(See Customer IDs and Authentication States for more information.)

In the Experience Cloud > People > Customer Attributes:

Create two customer attributes sources using unique alias IDs corresponding to the customer IDs above. Using this method allows the same reference ID to be sent to multiple customer attribute sources.

Create a customer attribute source and upload the data file

Create the customer attribute source and upload the data.

You can activate the data source when you are ready. After the data source is active, share the attribute data to Analytics and Target.

Optional - Upload the data file via FTP

If you do not upload using drag-and-drop, you can upload customer attribute data via FTP to the Experience Cloud.

You can upload the data after you create a customer attribute source and an FTP account in the Experience Cloud. You create one FTP account per attribute source. The uploaded files are stored in the root folder of that account. The data must be in .csv format, with a second .fin file to indicate the upload is complete.

🌟 Important: Review About data file and data sources for customer attributes on page 61 before uploading the file.

File uploads to the customer attributes FTP site can be done via FTP or SFTP.

- You need a client that supports SFTP connections.
- You can connect with SFTP using either username/password or using no password, as described here.

To upload the data file via FTP

1. #unique_72.
   
   Ensure that you are logged in to your FTP site at ftp.adobe.com/<sftpname>.
2. Click Actions > File Upload.
3. Upload a .fin file, so that your file can be retrieved.
The file type .fin is user-created and signals that the upload is finished. It can be a blank notepad file. For example, if you upload crs123.csv, you also upload crs123.fin.

If the upload is successful, both files are moved to a folder called processed.

See About data file and data sources for customer attributes on page 61 for important information about file names and structure.

Validate the schema

The validation process lets you map display names and descriptions to uploaded attributes (strings, integers, numbers, and so on). A schema is created based on these settings. The schema is used to validate all future data uploaded to this data source. This mapping process does not alter the original data.

Note: Updating the schema after validation deletes customer attributes. See (Optional) Update the schema (delete attributes)How to delete attributes and replace attributes in the schema.

Customer Attribute Source > Create New Customer Attribute Source > View/Edit Schema

On the Validate Schema page, each row of the schema represents a column of the uploaded CSV file.

- **Add Data**: Upload new attribute data to this data source.
- **View/Edit Schema**: Map display names to the attribute data, as described in the next step.
• **FTP Setup:** *Optional - Upload the data file via FTP* on page 64.

• **ID Lookup:** Enter a Customer ID (CID) from your .csv to look up Experience Cloud information for the ID. This feature is useful for troubleshooting why attribute data is not displaying for a visitor:

• **MCID (Experience Cloud ID):** Displays if you are using the latest Experience Cloud ID service. If you are on the MCID service but no IDs are listed here, the Experience Cloud has not received an alias for that CID. Meaning, the visitor has not logged in, or your implementation is not passing that ID through.

• **CID (Customer ID):** The attributes associated with this CID. If you are using a prop or eVar to upload CIDs (AVID), and you see attributes displayed but no AVID, this indicates that the visitor has not logged in to your site.

• **AVID (Analytics visitor ID):** Displays if you use a prop or eVar to upload CIDs. If those IDs are being passed to the Experience Cloud, any visitor IDs associated with the CID you entered are displayed here.

You can also upload data via FTP after you create a customer attribute source and an FTP account in the Experience Cloud. You create one FTP account per attribute source. The uploaded files are stored in the root folder of that account. The data must be in .csv format, with a second .fin file to indicate the upload is complete. The names you apply to strings, integers, and numbers are used to create Analytics metrics. See *Customer Attributes Report* in Analytics help for more information.

• **Attribute:** Attribute data read from the uploaded .csv file.

• **Type:** The data type, such as:
  - **String:** A sequence of characters.
  - **Integers:** Whole numbers.
  - **Numbers:** Can have up to two decimal places.

• **Display Name:** A friendly name for the attribute. For example, you might change an attribute *customer age* to *Customer Since*.

• **Description:** A friendly description of the attribute.

### Configure subscriptions

Learn about solution data sources and configuring subscriptions. Subscriptions enable the customer attribute data flow between the Experience Cloud and solutions (Analytics and Target).

For example, an Adobe Analytics subscription enables attribute data in reports. If you use Adobe Target, you can upload customer attributes for targeting and segmentation.

*Customer Attribute Source > Create New Customer Attribute Source > New*
### Configure Subscription

#### Solution

Select the solution you would like to have this data sent to and made available.

- **Analytics**
- **Target**

#### Element | Description
---|---
**Solution** | 
Adobe Analytics  
Select **Analytics**, specify the report suites to that you want to receive attribute data, and the attributes to include.

Adobe Target  
You can upload customer attributes for targeting and segmentation. This feature is useful if want to target a test based on attribute data, or make the data available for segmentation in Analytics.

Uploaded customer attribute data for a visitor is available at login, in **Target > Audiences**.  
Multiple data sources are supported. When you *Analytics & Target - synching the customer ID* on page 14 on your website, verify that at least one of the aliases is subscribed to Target.

**Report Suite (Analytics)** | The report suites from Analytics.  
You cannot add more than a total of 10 report suites to the Analytics subscriptions within a single attribute source.  
When choosing which report suites to include, consider the following suggestions:

- Choose report suites that have a common set of authenticated customers. If the authenticated customers in one report suite do not overlap with the authenticated customers in another report suite, separate these report suites into different attribute sources.
- If possible, the report suites included in an attribute source should have similar traffic volume.

If you have more than 10 report suites that have a common set of authenticated customers, you can configure additional customer attribute sources, each with up to 10 report suites.

**Attributes to Include (Analytics and Target)** | The attributes you want to send to the solution.  
When configuring subscriptions and selecting attributes, the following limits apply, depending on the solutions you own:

- **Foundation**: 0  
- **Select**: 3  
- **Prime**: 15  
- **Ultimate**: 200  
- **Standard**: 3 total  
- **Premium**: 200 per report suite  
- **Target Standard**: 5  
- **Target Premium**: 200

**Note**: When you upgrade to Analytics Premium, there is a 24-hour delay before additional attributes are available. You may see an *Attribute Subscription Max* error issued during this delay.
Update the schema (delete an attribute)

How to delete and replace attributes in the schema.

1. On the Edit Customer Attribute Source page, remove the Target or Analytics subscription (under Configure Subscriptions).
2. Upload a new data file with updated fields.

Privacy considerations - customer attributes

Considerations and best practices regarding personally identifiable information (PII) uploaded and used in the Adobe Experience Cloud.

Customer Relationship Management (CRM) databases often contain PII. The definition of PII varies from region to region. Generally, PII means identifiable information about an individual consumer that is collected online by the operator from that individual. PII data is maintained by the operator in an accessible form, including attributes like: such as first and last name, a home or other physical address, an email address, a telephone number, a social security number, or any other identifier that permits the physical or online contacting of a specific individual.

- First and last name
- Home or other physical address
- Email address
- Telephone number
- Social Security Number
- Other identifier that permits physical or online contacting of an individual. (Varies by location. Please verify and comply with local laws and regulations related to privacy and PII for all the places where you do business.)

Adobe provides tools that allow advertisers to collect behavioral information about consumers that visit their sites or use their applications. Adobe also provides tools allow advertisers to enhance this information with offline or external customer records that the advertiser may have within other information management systems.

One common reason advertisers do this is to improve the information available when making consumer-appropriate marketing and advertising decisions. Adobe Analytics and Target allow advertisers to upload personally identifiable information (PII), such as email addresses, only after it has been hashed to make it impossible to use for contacting the individual. Hashed information can still be used for analysis and for marketing purposes. As a reminder, Adobe prohibits advertisers from sending sensitive personal information to Adobe, such as medical records, financial account information, and information about minors.

Adobe realizes that these types of marketing and advertising decisions may have consumer privacy implications, which is why Adobe has built in privacy controls to help advertisers meet their consumers' expectations. Adobe recommends its advertisers carefully consider which information is appropriate to use for marketing purposes and in which circumstances the advertiser has permission to use such information.

Best practices

When uploading PII to Adobe Analytics or Target, Adobe recommends that the customer hashes PII prior to uploading it to Adobe. Hashed information can still be used for analysis and for marketing purposes. As a reminder, Adobe prohibits advertisers from sending sensitive personal information to Adobe Analytics and Target, such as medical records, financial account information, and information about minors.

Adobe recommends its advertisers carefully consider which information is appropriate to use for marketing purposes and in which circumstances the advertiser has permission to use such information.
As consumer privacy law remains in flux, Adobe recommends that advertisers respect three common tenets:

1. Do what you say (in your privacy policy).
3. Do not surprise your consumers.

With these expectations in mind, Adobe recommends that when an advertiser associates browsing activities to PII, the advertiser provides notices or personalization indicating that the consumer is authenticated. An example of this is including a greeting within the header of the website. Adobe also recommends that advertisers describe in its privacy policy what type of browsing information it associates with PII and under what circumstances browsing information is associated with PII. Lastly, Adobe strongly recommends advertisers review the opt-out choices they provide their consumers to understand whether and how they can use unauthenticated profile information post opt out.
Exchange Marketplace

The Exchange Marketplace is a single destination where you can search, browse, select, pay, and download Digital Marketing extensions via apps. Apps include data connectors, custom configurations to Adobe’s core product, 3rd party applications, and reports.

Experience Cloud > Help > Exchange

• Download SDKs, read documentation, and submit applications to Digital Marketing for review.
• Customers can search, select, and install Digital Marketing extensions.
• Administrators can configure downloaded applications.
• Review developer submissions, browse application, and comment or rate each application.
• Decline or approve applications.
• Publish in the Experience Cloud.
• Search and filter by category, company, type, user, and more.

See Experience Cloud Exchange for more information.
Feed

Learn how to share or post assets and Analytics reports directly with others using your Experience Cloud Feed. The Feed might be empty the first time you log in to the Experience Cloud. As you create posts and share things, and other users share content with you, the Feed will automatically populate to help you and your team members keep up to date.

Settings in the Feed include:

• **Topics: All <organization name>**: Shows all the posts that have been shared with you, and all the posts to which you have access.
• **Manage Topics**: Lets you follow, unfollow, or suggest topics. Additionally, administrators can approve, reject, deactivate, and create topics.
• **New Post**: Create posts that members of groups can see.
• **All Posts**: View all posts in your feed.
• **My Posts**: View only your posts.
• **Mentions**: View posts in which you or your group is mentioned.
• **Favorites**: View posts that you marked as favorites.

**Share an Analytics project to the Feed**

You can share reports from **Reports & Analytics** to the Experience Cloud Feed.

1. **Sign in and manage your profile settings** on page 27 to the Experience Cloud using your Adobe ID.
2. Navigate to Reports & Analytics, then **create a project**.
3. Click **More > Share**.
4. On the Share window, add recipients, then click **Share**.
Terminology
Using DNS prefetch with different solutions and services

Implement DNS prefetch to help reduce page load times with different solutions and services.

Contents:

Understanding DNS prefetch on page 74
DNS prefetch and Adobe Experience Cloud solutions on page 74
DNS prefetch code samples on page 74

Understanding DNS prefetch

Browsers use DNS prefetch to automatically resolve domain names linked on a Web page to their corresponding IP addresses. The prefetch process starts when your browser loads a web page. As an example, say your page contains a clickable link to www.adobe.com. When a browser loads this page, it uses the DNS system to look up the linked domain name and resolve it to a corresponding numeric IP address. DNS prefetch helps improve page performance because the domain name is already resolved to an IP address before a site visitor clicks that link or button. The DNS prefetch process is transparent to the users.

DNS prefetch and Adobe Experience Cloud solutions

DNS prefetch works automatically with static, embedded links on a page. This also means automatic DNS prefetch doesn’t work with different Experience Cloud solutions and services because:

• Each Experience Cloud solution or service generates DNS calls dynamically as the page loads.
• The browser can’t resolve domain names to IP address before these calls are made.

However, you can manually implement DNS prefetch with your Experience Cloud solutions. You do this by adding the HTML <dns-prefetch> tag to the <head> section of your page code as shown below. When implemented properly, DNS prefetch can help save a few milliseconds of page load time.

DNS prefetch code samples

The following examples show you how to make DNS prefetch calls to different Experience Cloud solutions and services. Some prefetch calls require your Adobe Organization ID or tracking server information. In these examples, the code in *italics* represents a variable placeholder. You would replace that code with your own Adobe partner ID, customer code, or tracking server information, etc.

• **Analytics**: <link rel="dns-prefetch" href="//insert tracking server name here">.
  Add a separate tag for each DNS name if you use non-secure and secure tracking servers.

• **Audience Manager**: <link rel="dns-prefetch" href="//dpm.demdex.net">

• **Experience Cloud ID service**: <link rel="dns-prefetch" href="//fast.insert partner ID here.demdex.net">

• **Dynamic Tag Manager** (DTM): Not required. DTM links are available as soon as the page loads.

• **Media Optimizer** (Ad Cloud):
  • <link rel="dns-prefetch" href="//pixel.everesttech.net">
  • <link rel="dns-prefetch" href="//cm.everesttechnet" USAGE_MANDATORY: true}
• **Target:** `<link rel="dns-prefetch" href="//insert customer code here.tt.omtrdc.net">`
What's new in the Experience Cloud

An overview of new features and updates in the Experience Cloud.

August 2018

Fixes and improvements for August, 2018.

• Made improvements on assets comment sync across Creative Cloud and Experience Cloud. (CORE-15971)
• Added feature flag to control Experience Cloud-Creative Cloud asset sync. (CORE-15938)
• Made improvements to Audience segments creation, including better search and listing experience. (CORE-5833, CORE-14278)
• Fixed a high priority issue that blocked folder sharing from MAC to Creative Cloud. (CORE-16677)

July 19, 2018


• Deployed a back-end capability to control asset sharing between Marketing Cloud-to-AEM and Marketing Cloud-to-Creative Cloud. (CORE-14386)
• Fixed an issue that blocked provisioning of new tenants on some environments. (CORE-15509)
• Fixed an issue that redirected users to experiencecloud.adobe.com via http instead of https (secured). (CORE-15587)
• Fixed an issue that blocked notifications for some new tenants. (CORE-15240)

June 14, 2018

Fixes and improvements for June, 2018.

• Enabled a link to GDPR access for Administrators. (CORE-11731)
• Updated Beta Feedback feature to restrict file types that can be attached to feedback. (CORE-10474)
• Fixed an issue with deleting audiences from Audience Library. (CORE-12792)
• Fixed an issue that resulted in a blank screen while accessing Workspace links using Federated IDs. (CORE-11620)

May 10, 2018

New features and fixes in the Adobe Experience Cloud interface.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>New administration landing page</td>
<td>When you sign in to the Experience Cloud and navigate to the Administration page, a new intuitive interface is available to help you quickly access your Experience Cloud solutions and Core Services.</td>
</tr>
</tbody>
</table>

Fixes

• Fixed an issue where the image upload failed due to a Scene7 update. (CORE-12746)
• Made updates to drop support for TLS 1.0 protocol, as mandated by PCI to eliminate security vulnerability. (CORE-7695)
**October 26, 2017**

**Known Issue**

Many of the maintenance notifications around scheduled maintenance / product updates are missing from the notifications email digest. We are working to ensure all maintenance notifications are included in the email digest.

---

**August 8, 2017**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notifications - Granular settings</td>
<td>You can enable notifications for product and solution events and activities, including notifications about Customer attributes on page 57 upload activity.</td>
</tr>
<tr>
<td>Notifications - Maintenance notifications</td>
<td>In Notification settings, you can enable maintenance notifications for products and solutions.</td>
</tr>
<tr>
<td>Admin Console for Experience Cloud Solutions</td>
<td>New Experience Cloud customers can begin using the Admin Console, a central location for managing your Adobe entitlements across your entire organization. The migration to the Admin Console for user management will proceed in waves. Adobe will contact you (system administrators) when it is time to migrate. Analytics administrators, see Analytics Migration.</td>
</tr>
</tbody>
</table>

---

**May 22, 2017**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bulk Report Suite Mapping</td>
<td>In Administration &gt; Report Suite Mapping, you can now select multiple report suites, then map them to an organization. (Previously, you had to map them individually.) Mapping report suites to a single organization helps enable cross-solution features and services in the Experience Cloud.</td>
</tr>
<tr>
<td>Updates to Experience Cloud Audiences</td>
<td>Applying Report Suites You can now apply a report suite to all your audience rules. (Previously, you had to specify a report suite in each rule definition.) Props and Variables You can now include Analytics props and default variables (in addition to eVars and events) in real-time audiences.</td>
</tr>
</tbody>
</table>

---

**November 8, 2016 - 16.11.1**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Update to Profile &amp; Passwords</td>
<td>Users can no longer edit IMS user profile information under Personal Details In Edit Profile &gt; Profile &amp; Passwords. Instead users are redirected to accounts.adobe.com. This applies to all identity types (Adobe ID, Enterprise, and Federated).</td>
</tr>
</tbody>
</table>

---

**Fixes**
• Fixed an issue with technical passwords that caused an error in folder sharing between Creative Cloud and Experience Cloud. (MAC-31067, MAC-32014)
• Fixed an issue with the upload of certain file types, including PDF, that was found after the October release in Assets Core Service. (MAC-32517)

Cumulative release notes

Features, release notes, and known issues for the Experience Cloud interface.

• Release 16.5.1 - May 26 2016 on page 78
• Release 16.2 February 18 2016 on page 79
• Release 16.1 - January 21 2016 on page 79
• Release 15.10 - October 14 2015 on page 79
• Release 15.9 - September 10 2015 on page 80
• Release 15.7 - July 22 2015 on page 80
• Release 15.6.1 - June 11 2015 on page 80
• Release 15.5.1 - May 13 2015 on page 81
• Release 15.4.1 - April 8 2015 on page 81
• Release 15.3.2 - March 19 2015 on page 81
• Release 15.3.1 - March 4 2015 on page 82
• Release 15.2.1 - February 19 2015 on page 82
• Release 15.1.1 - January 15 2015 on page 82
• Release 14.11.1 - November 13 2014 on page 83
• Release 14.10.1 - October 16 2014 on page 83
• Release 14.9.1 - September 18 2014 on page 84
• Release 14.8.1 - August 21 2014 on page 84
• Release 14.7.1 - July 24 2014 on page 84
• Release 14.6.1 - June 19 2014 on page 85
• Release 14.5.1 - May 22 2014 on page 85
• Release 14.4.1 - April 22 2014 on page 86
• Release 14.3.1 - March 13 2014 on page 87
• Release 14.2.1 - February 24 2014 on page 88

For a list of documentation updates, see Documentation updates - Experience Cloud on page 89.

For release notes covering all solutions, see Experience Cloud Release Notes.

Release 16.5.1 - May 26 2016

Features and Improvements

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-configured product configurations in the Admin Console</td>
<td>Experience Cloud customer administrators can leverage product configurations that are pre-created and mapped to default permission groups for Analytics and Dynamic Tag Management. This optimization is available for newly provisioned organizations, and it reduces the amount of time required by organizations to manage users in the Admin Console.</td>
</tr>
</tbody>
</table>
When creating a new post in the Experience Cloud Feed, the To line now uses the currently active topic instead using the organization by default.

### Fixes

- Fixed an issue preventing thumbnails from showing for assets shared from Assets on Demand to the Experience Cloud Feed. (MAC-29955)

### Release 16.2 February 18 2016

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feed improvement</td>
<td>When creating a new post in the Experience Cloud Feed, the To line now uses the currently active topic instead using the organization by default.</td>
</tr>
<tr>
<td>Experience Cloud Assets improvements</td>
<td>In Experience Cloud Assets, you can store, share, and synchronize your digital assets from one central location. Experience Cloud Assets leverages some of the features available in Adobe Experience Manager (AEM). See Assets on page 34</td>
</tr>
<tr>
<td>Account linking improvements</td>
<td>Improved the interface workflow for linking solution accounts with the Experience Cloud (Adobe ID). This new workflow locates all the user's accounts associated with an organization, and lets you choose which account to link. We also streamlined the account linking experience, so that you no longer need to access the Manage Organizations page to manually link accounts.</td>
</tr>
</tbody>
</table>

### Fixes

- Fixed an issue preventing linking and SSO for Analytics. This issue displayed the "Notice: The error message: ERROR IMS SSO Failed: Unable to find linked company."

### Known Issue

If you access Dynamic Tag Management via the Experience Cloud > Activation interface, but your Dynamic Tag Management account is not linked to the Experience Cloud (Adobe ID), you will not be able to log in to Dynamic Tag Management. To avoid this issue, navigate directly to https://dtm.adobe.com in a new browser tab.

### Release 16.1 - January 21 2016

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience Library messages</td>
<td>We improved Audience Library to include helpful messages when building audiences or when a time-out occurs. For example, when adding more than five rules, a message displays indicating you exceeded maximum allowable rules. (MAC-27376, MAC-27375)</td>
</tr>
</tbody>
</table>

Note: Microsoft is ending support for Internet Explorer 8, 9, and 10. As such, we will not fix issues reported against these specific versions of Internet Explorer.

### Release 15.10 - October 14 2015

Known Issues
• Customers are not able to log into Report Builder if they SSO into Analytics via the Experience Cloud. This issue does not impact customers using legacy Analytics credentials.

• Known issue with the "Link to Report" function in Analytics. Customers logging into Analytics via the Experience Cloud are directed to a non-SSO login page for Analytics when trying to share a report.

**Release 15.9 - September 10 2015**

• Fixed an Audience Manager API performance issue causing intermittent timeouts when uploading customer attributes data. (MAC-26305)

• Fixed an issue that prevented users from adding up to 200 customer attributes to a subscription. (MAC-26188)

• Fixed an Audience Library issue that prevented audience sharing from Analytics segmentation. This issue caused "Collecting Data" (0 audiences) to display. To prevent this issue, Adobe recommends keeping the segment sizes under 50k audience members per segment. (MAC-25788)

• Fixed a previous known issue on the Customer attributes - Edit Schema page that was causing a Content Aware error that was issued when changing a display name. (MAC-25589, AN-103834)

**Release 15.7 - July 22 2015**

• Fixed an issue that prevented attribute descriptions specified on the View/Edit Schema page (in customer attributes) from being updated in Analytics reports. (MAC-25985)

• Fixed an issue preventing the thumbnails from rendering for uploaded assets. (MAC-25863)

• Fixed an issue that prevented new segments created in reports & analytics from being available in Experience Cloud Audiences. (MAC-25817)

• Fixed an issue that prevented audience sharing from Analytics, when using the visitor ID service. (MAC-25788, MAC-25747)

• Added support for multibyte characters in customer attributes. (MAC-25552)

**Known Issue**

A known issue is causing duplicate auto-generated accounts to be created in Audience Manager, and automatically linking them to a user's Experience Cloud identity. This issue occurs if you attempt to navigate to Audience Manager before linking your accounts. Adobe recommends that you link your Audience Manager accounts to the Experience Cloud before navigating to Audience Manager. (MAC-25640)

**Release 15.6.1 - June 11 2015**

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solution access page</td>
<td>A new page is available that lets you select another solution for login if the Experience Cloud, or the solution you need, is down for maintenance.</td>
</tr>
</tbody>
</table>

**Fixes**

Customer attributes - Edit Schema page: fixed an issue that was preventing the saving of a schema, and issuing an error.

**Known Issue**

Customer attributes - Edit Schema page: fixed an issue causing a Content Aware error that was issued when changing a display name.
Release 15.5.1 - May 13 2015

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Left navigation updates</td>
<td>The left navigation menus have been updated and arranged to provide access to all the core services and solutions. Notable changes include:</td>
</tr>
<tr>
<td></td>
<td>• The <strong>Audience Library</strong> and <strong>Customer Attributes</strong> menu selections are now located under <strong>Audiences</strong>.</td>
</tr>
<tr>
<td></td>
<td>• The <strong>Exchange</strong> menu selection was moved from the Help drop-down menu to the left navigation rail.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Solutions</strong> has been removed. You can launch all solutions from the bottom half of the navigation rail.</td>
</tr>
<tr>
<td></td>
<td>• Fixed an issue preventing customer attributes from syncing for some customers.</td>
</tr>
<tr>
<td></td>
<td>• Fixed an issue preventing <strong>Adobe Target Product Documentation</strong> page from displaying in Japanese.</td>
</tr>
<tr>
<td></td>
<td>• Fixed an issue preventing the use of Japanese text in comments between the Creative Cloud and the Experience Cloud.</td>
</tr>
</tbody>
</table>

Release 15.4.1 - April 8 2015

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration improvements:</td>
<td>User and group management functionality has been moved to the Admin Console. The new navigation path is:</td>
</tr>
<tr>
<td>• <strong>Admin Console</strong></td>
<td><strong>Experience Cloud &gt; Administration &gt; Launch Admin Console</strong></td>
</tr>
<tr>
<td>• Enterprise and federated ID support</td>
<td>Also, support for enterprise and federated IDs has been added. You can use enterprise IDs, federated IDs, and Adobe IDs in the same enterprise deployment. For example, use Adobe IDs for users who may use other Adobe product and services. Use enterprise or federated IDs for users where you want to strictly manage their accounts.</td>
</tr>
<tr>
<td></td>
<td><strong>Fixes</strong></td>
</tr>
<tr>
<td></td>
<td>• Fixed an issue preventing single sign-on between the Experience Cloud and Media Optimizer.</td>
</tr>
</tbody>
</table>

**Known Issues**

• Linking and unlinking your dynamic tag management organization with the Experience Cloud is not working for newly created Experience Cloud organizations. We are working to fix this and restore normal functionality with the May release. If you experience problems when trying to single-sign on into dynamic tag management via the Experience Cloud, use the legacy login at dtm.adobe.com.

• A known issue is preventing audience sharing from report suites which are not owned by the linked Analytics account. Remedial efforts are underway

Release 15.3.2 - March 19 2015

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Attributes</td>
<td>If you capture enterprise customer data in a customer relationship management (CRM) database, you can upload the data into a customer attribute data source in the Experience Cloud. After the data is uploaded, you can run <strong>Visitor Profile &gt; Customer Attributes</strong> reports in Analytics.</td>
</tr>
<tr>
<td></td>
<td>You can also use the uploaded data as an audience segment in Adobe Target.</td>
</tr>
</tbody>
</table>
See Customer attributes on page 57 product documentation.
For information about modernizing your solutions for core services, see Enable your solutions for core services on page 12.

**Release 15.3.1 - March 4 2015**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Mapping</td>
<td>The Group Management page has been redesigned as an administrative interface that lets you create groups, add users to groups, and apply permissions across Experience Cloud solutions.</td>
</tr>
<tr>
<td>One-to-many mapping</td>
<td>When linking solution accounts in the Experience Cloud, if you have multiple solutions and organizations, you can now map multiple products and services to a single organization.</td>
</tr>
<tr>
<td>Activation</td>
<td>Activation on page 31 now displays in the left navigation in the Experience Cloud. Activation is a Experience Cloud core service currently comprised of the dynamic tag management technology, and directs you there when clicked.</td>
</tr>
<tr>
<td>Documentation Updates - Core Services</td>
<td>Added the topic Enable your solutions for core services on page 12 to assist you with implementing core services.</td>
</tr>
</tbody>
</table>

**Release 15.2.1 - February 19 2015**

**Fixes:**
- Improved the user email invitation workflow for account provisioning.
- Fixed an asset folder issue preventing Experience Cloud and Adobe Campaign assets from displaying identical folder hierarchies.
- Fixed an issue preventing the deletion of audiences that were part of deactivated Target activities.
- Fixed an issue preventing the Add (plus) icon from displaying under Rules on the Create New Audience page.
- Improved Experience Cloud interface support for Internet Explorer 9.

**Release 15.1.1 - January 15 2015**

New features and fixes in the Adobe Experience Cloud collaboration and sharing interface.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read-only access.</td>
<td>Administrators can now grant non-administrative users read-only access.</td>
</tr>
</tbody>
</table>

**Fixes**
- Fixed an issue in which PNG files could not be rendered on a card.
- Fixed an issue with uploading files to Experience Cloud Assets via drag and drop.

**Known Issues**
- Users are not able to share PowerPoint files on boards.
- Group and entitlement changes made in User Management take effect only after a new login.
• Some users might have issues uploading large file-types to Experience Cloud Assets.
• Users might be missing links on their Experience Cloud cards from Media Optimizer.
• Some administrative users might experience issues linking their accounts after accepting an invitation to join the Experience Cloud.
• Experience Cloud interface can reduce in performance when in parallel use by multiple users.
• Some users are able to delete an out-of-date asset instead of receiving an error notification.
• Some users might experience issues when logging into two browsers with the same Adobe ID simultaneously.
• Some users might be unable to re-add a Creative Cloud user to a shared folder after the Creative Cloud user has been deleted.
• Some users might experience a delay in the notification that occurs when a folder is shared from the Experience Cloud to Creative Cloud.
• Some users might experience an issue sharing a folder between the Experience Cloud and Creative Cloud.
• Some users may have trouble creating an audience within an Analytics report suite after shared audiences have been enabled.
• Some users may have trouble uploading assets to a board.

**Release 14.11.1 - November 13 2014**

Known issues:
• Some users are able to delete an out-of-date asset instead of receiving an error notification.
• Some .png files cannot be rendered on a card.
• Some users may have trouble uploading assets to a board.
• Group and entitlement changes made in user management only take effect after a new login.
• Admins must log out and back in to see changes made in Account Settings.
• User are not able to share PowerPoint files on boards.
• Experience Cloud interface can reduce in performance when in parallel use by many users.
• Adobe Experience Manager to Creative Cloud synchronization is not working.

**Release 14.10.1 - October 16 2014**

New features and fixes in the Adobe Experience Cloud collaboration and sharing interface.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edit User Permissions</td>
<td>Owners of a board can now edit user permissions on the particular board.</td>
</tr>
<tr>
<td></td>
<td>1. On the board, click <strong>Settings</strong>.</td>
</tr>
<tr>
<td></td>
<td>2. Next to each owner, specify <strong>Owner, Viewer, or Editor</strong>.</td>
</tr>
</tbody>
</table>

Fixes
• Creating a card from a PDF and sharing it to the board was returning an error message.

**Known Issues**
• Some users may have trouble uploading assets to a board.
• Some .png files cannot be rendered on a card.
• Group and entitlement changes made in user management only take effect after a new login.
• Some users may not be able to create a card from a PDF and share it to a board.
• Some users are able to delete an out-of-date asset instead of receiving an error notification.
• User are not able to share PowerPoint files on boards.
• Experience Cloud interface can reduce in performance when in parallel use by many users.
• The Search&Promote linking is not available from the Organizations & Product Access page.

**Release 14.9.1 - September 18 2014**

**Fixes and Improvements**

• When you navigate to marketing.adobe.com, the login experience is now consistent with Adobe's Creative Cloud login.
• On the Manage Organizations page, the linking experience (after an invite is received) is now consistent for each solution.

**Known Issues**

• Group and entitlement changes made in user management only take effect after a new login.
• Some users may not be able to create a card from a PDF and share it to a board.
• Some users may have trouble uploading assets to a board.
• Some users are able to delete an out-of-date asset instead of receiving an error notification.
• User are not able to share PowerPoint files on boards.
• Some .png files cannot be rendered on a card.
• Experience Cloud interface can reduce in performance when in parallel use by many users.
• The Search&Promote linking is not available from the Organizations & Product Access page.
• Some users may experience their Creative Cloud contents being removed from their folder, if the content is unshared in the Experience Cloud.


New features and fixes in the Adobe Experience Cloud collaboration and sharing interface.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Services</td>
<td>You can now access Adobe Mobile Services from the left-hand navigation.</td>
</tr>
</tbody>
</table>

**Known Issues**

• Group and entitlement changes made in user management only take effect after a new login.
• Some users may not be able to create a card from a PDF and share it to a board.
• Some users may have trouble uploading assets to a board.
• Some users may not be able to log in from Target to Experience Cloud.
• Some Audience Manager users cannot log into the Experience Cloud.
• Some users are able to delete an out-of-date asset instead of receiving an error notification.
• Files deleted from Experience Cloud are not being deleted from Digital Asset Management.
• User are not able to share PowerPoint files on boards.
• Some .png files cannot be rendered on a card.
• Experience Cloud interface can reduce in performance when in parallel use by many users.
• The Search&Promote linking is not available from the Organizations & Product Access page.
• Some users may experience their Creative Cloud contents being removed from their folder, if the content is unshared in the Experience Cloud.

**Release 14.7.1 - July 24 2014**

New features and fixes in the Adobe Experience Cloud collaboration and sharing interface.

**Known Issues**

• Files deleted from Experience Cloud are not being deleted from Digital Asset Management.
• Some Exchange users may find their names in the comments to be a long string ID instead of their names
• Some .png files cannot be rendered on a card
• Uploading files allows more file types than the drag-and-drop method. For best results, upload using Assets.
• The Search&Promote linking is not available from the Organizations & Product Access page.
• Exchange users must clear their cookies to improve their experience.
• Experience Cloud interface can slow down when in parallel use by many users.
• Some users may experience their Creative Cloud contents being removed from their folder if the content is unshared in the Experience Cloud.
• You will be logged out after 15 minutes of inactivity. Also, logging out in one location will log you out of the Experience Cloud.
• Some users may not be able to link their Audience Manager accounts to Experience Cloud.
• Exchange users can only see English in language selector.

Fixes
None to report.

Release 14.6.1 - June 19 2014
New features and fixes in the Adobe Experience Cloud collaboration and sharing interface.

Improvement

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Save button in Audiences</td>
<td>When you create an audience, the Save button on the Create New Audience page is now disabled until all the required fields are completed.</td>
</tr>
</tbody>
</table>

Known Issues

• Files deleted from Experience Cloud are not being deleted from Digital Asset Management.
• Uploading files allows more file types than the drag-and-drop method. For best results, upload using Assets.
• The Search&Promote linking is not available from the Organizations & Product Access page.
• Filters applied to trended reports from Analytics are not applied to cards in the Experience Cloud.
• Some users are not able to link their audience management account with their Experience Cloud account.
• You will be logged out after 15 minutes of inactivity. Also, logging out in one location will log you out of the Experience Cloud.
• Some Exchange users may find their names in the comments to be a long string ID instead of their names

Fixes
• Fixed an issue preventing video upload to apps.

Release 14.5.1 - May 22 2014

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience Cloud Exchange</td>
<td>Experience Cloud &gt; Help &gt; Exchange</td>
</tr>
<tr>
<td></td>
<td>The Experience Cloud Exchange is a single destination where you can search, browse, select, pay, and download digital marketing extensions via apps.</td>
</tr>
<tr>
<td></td>
<td>Apps include data connectors, custom configurations to Adobe's core product, 3rd party applications, reports, and Experience Cloud cards.</td>
</tr>
<tr>
<td></td>
<td>See Exchange Marketplace on page 70.</td>
</tr>
</tbody>
</table>
### Description

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
</table>
| Experience Cloud Audiences | **Experience Cloud > Audiences**  
Audiences is where you create, edit, and manage audiences, similar to how you work with segments. For example, you can create a segment in reports and analytics, then share it to Experience Cloud Audiences. Once shared, the audience is available in Adobe Target for campaign activities, and in Adobe Audience Manager for segmentation.  

**Note:** To request enablement in Target, visit http://www.adobe.com/go/audiences. |
| Improved permissions on card | Users who are mentioned on Experience Cloud cards now have permissions to that card. |
| Scene7 account linking     | New Adobe users can link their Scene7 accounts to Adobe ID as well as their team members. Administrators can unlink users from Scene7 accounts as well. |
| Asset synchronization.    | You can share assets within Adobe Experience Manager (AEM) Assets with Adobe Experience Cloud and Adobe Creative Cloud such that any changes to these assets are reflected in the shared copies of the assets in Adobe Experience Cloud and Adobe Creative Cloud. |

### Fixes

- Experience Cloud was not linking to Adobe Target. This issue occurred if the Adobe Target login can be used on multiple Target servers.
- Adobe Media Optimizer was not creating users automatically when the user has been created in Experience Cloud.
- Data shared from Media Optimizer was misrepresented in the Experience Cloud.
- Options in combo boxes used for adding new users temporarily disappeared while typing.
- The Comments link on asset card view was not clickable.
- After adding a custom tag to an asset, no other metadata changes were not persisting.
- Slow Experience Cloud interface performance when in parallel use by many users.
- Deleting an image in Experience Cloud Assets was not issuing a warning if the image was used in Adobe Target Essentials.
- When remember me was not selected during login, the user was logged out after 15 minutes.
- Users were having to log out and back in for all permission and entitlement changes to take effect.
- Logging in to the Experience Cloud was taking longer than a second.
- For certain users, deleting files from the Experience Cloud did not synchronizing with Digital Asset Management.
- Users were being logged out after only 15 minutes of browser inactivity.
- User were not able to share PowerPoint files on boards.
- Some users were experiencing poor visual layout in Internet Explorer 10 than other browsers.

### Release 14.4.1 - April 22 2014

<table>
<thead>
<tr>
<th>Feature</th>
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</tr>
</thead>
</table>
| Create cards from help topics | After you enable the Share to Adobe Experience Cloud feature in your browser's Bookmark toolbar, you can now share help pages from the microsite URL.  

**To share a help topic**  

86
**Feature** | **Description**
---|---
1. | In the Experience Cloud, click Administration.
2. | Drag the Share to Adobe Experience Cloud button to your Bookmark toolbar.
3. | Navigate to a help page (or remain on this one), then click Share to Adobe Experience Cloud in your browser's Bookmarks toolbar. This step creates a card, which you can view in the Experience Cloud.

**Fixes**

- After adding a custom tag to an asset, no other metadata changes can be persisted.
- Users have to refresh the board to make the deleted cards disappear from view.
- When Remember me is not selected during login, the user is logged out after 15 minutes.
- Analytics solution landing page shows formatting errors.
- Users must log out and log back in for all permission and entitlement changes to take effect.
- Deleting an image, Assets does not warn if the image is used in Adobe Target Essentials.
- Comments link on asset card view is not clickable.
- Options in combo boxes for adding new users temporarily disappear while typing.
- Logging in to the Experience Cloud takes longer than a second.
- Data shared from Media Optimizer is misrepresented in the Experience Cloud.
- Adobe Media Optimizer does not create users automatically when user has been created in the Experience Cloud.
- The Experience Cloud cannot be linked to Adobe Target, if the Adobe Target login can be used on multiple Target servers.
- Experience Cloud interface can slow down when in parallel use by many users.
- Search&Promote linking is not available from the Organizations & Product Access page.
- Adobe Media Optimizer simulation cards are not rendering correctly.
- Filters applied to trended reports from Analytics are not applied to cards in Experience Cloud.
- Some Excel or CSV files cannot be uploaded to a board.
- Some PNG files cannot be rendered on a card.
- Some users may not be able to link their audience management account with their Experience Cloud.
- Some users may experience error when sharing Analytics segments in the Experience Cloud.
- Some users may not be able to drill down to subfolders in Asset Selector.
- Some users are not able to share AdLens gadgets in the Experience Cloud.

**Release 14.3.1 - March 13 2014**

Version 14.3.1 is a maintenance release that focuses on speed, stability and security. It does not include major new features.

**Fixes**

- Added the ability to remove your avatar image.
- Fixed an issue preventing you from unlinking your Adobe Media Optimizer accounts.

**Known Issues**

- Deleting an image in Experience Cloud Assets does not warn if the image is used in Adobe Target Essentials.
- Refreshing a card from Analytics can sometimes lead to an empty chart in the expanded card.
- Users must log out and log back in for all permission and entitlement changes to take effect.
- When Remember me is not selected during login, the user will be logged out after 15 minutes.
• Analytics solution landing page shows formatting errors.
• The Comments link on asset card view is not clickable.
• Experience Cloud interface can slow down when in parallel use by many users
• Experience Cloud cannot be linked to Adobe Target, if the Adobe Target login can be used on multiple Target servers.
• Logging in to Experience Cloud takes longer than a second.
• After adding a custom tag to an asset, no other metadata changes can be persisted.
• Adobe Media Optimizer does not create users automatically when user has been created in Experience Cloud.
• Options in combo boxes for adding new users temporarily disappear while typing.
• Data shared from Media Optimizer is mis-represented in Experience Cloud.
• Sharing Flickr images fails.
• Filters applied to trended reports from Analytics are not applied to cards in Experience Cloud.
• Group and entitlement changes made in user management only take effect after a new login.
• Search&Promote linking is not available from Organizations & Product Access.
• User have to refresh the board to make the deleted cards disappear from view.
• Some Excel or CSV files cannot be uploaded to a board.
• Adobe Media Optimizer simulation cards are not rendering correctly.
• Some PNG files cannot be rendered on a card.
• Beta feedback cannot be submitted.

**Release 14.2.1 - February 24 2014**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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<tbody>
<tr>
<td>OEmbed</td>
<td>OEmbed sharing is now supported on more sites.</td>
</tr>
<tr>
<td>Refresh Data</td>
<td>The <strong>Refresh Data</strong> icon for a graph on a card is now hidden if the solution does not allow a data refresh.</td>
</tr>
</tbody>
</table>

**Fixes**

• Fixed an issue that prevented shared Analytics reports from applying segment filters.
• Fixed an issue causing solutions to display on the **Experience Cloud Solutions** page as linked, even if the solutions accounts were not linked.
• Fixed an issue that prevented Adobe Target customers in Asia from being able to click the **Continue to Experience Cloud** button on the linking page.
• Fixed an issue that prevented the sharing of YouTube videos.
# Documentation updates - Experience Cloud

Information about updates to the Experience Cloud help.

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4/2019</td>
<td>Updates to <em>Find your Organization ID</em>.</td>
</tr>
<tr>
<td>9/5/2018</td>
<td>Added how to delete a customer attribute. See <em>(Optional) Update the schema (delete attributes)</em> How to delete attributes and replace attributes in the schema.</td>
</tr>
<tr>
<td>6/8/2018</td>
<td>Updated <em>About data file and data sources for customer attributes</em> on page 61 with information about uploading multiple files.</td>
</tr>
<tr>
<td>6/6/2018</td>
<td>General updates to content and screens.</td>
</tr>
<tr>
<td>2/6/2018</td>
<td>Updates to <em>Manage Experience Cloud users and products</em> on page 25.</td>
</tr>
<tr>
<td>1/17/2018</td>
<td>Some reorganization and link updates.</td>
</tr>
<tr>
<td>12/29/2017</td>
<td>Revised guide for latest release.</td>
</tr>
<tr>
<td>3/15/2017</td>
<td>Updated the definition of Raw Analytics Data in <em>Create an audience</em> on page 50.</td>
</tr>
<tr>
<td>2/23/2017</td>
<td>Added <em>Experience Cloud Triggers</em>.</td>
</tr>
<tr>
<td>2/1/2017</td>
<td>Added <em>report suite mapping</em> as a step to <em>Enable your solutions for core services</em> on page 12.</td>
</tr>
<tr>
<td>5/9/2016</td>
<td>Added <em>Experience Cloud Integrations</em> on page 21, a round-up of integration documentation.</td>
</tr>
<tr>
<td>2/11/2016</td>
<td>Added <em>Assets</em> on page 34.</td>
</tr>
<tr>
<td>3/2/2015</td>
<td>Added <em>Enable your solutions for core services</em> on page 12</td>
</tr>
<tr>
<td>1/15/2015</td>
<td>Added Experience Cloud Users can now share folders to the Creative Cloud and sync assets and comments across the two Clouds. See <em>Share Experience Cloud folders and assets with Creative Cloud</em> on page 39.</td>
</tr>
<tr>
<td>7/17/2014</td>
<td>Added <em>Frequently asked questions</em> on page 25 for administrators.</td>
</tr>
<tr>
<td>5/22/2014</td>
<td>Added documentation for <em>Audiences</em> See <em>Audiences</em> on page 50</td>
</tr>
<tr>
<td>5/22/2014</td>
<td>Added <em>Exchange Marketplace</em> on page 70.</td>
</tr>
</tbody>
</table>
Contact and Legal Information

Information to help you contact Adobe and to understand the legal issues concerning your use of this product and documentation.

Help & Technical Support

The Adobe Experience Cloud Customer Care team is here to assist you and provides a number of mechanisms by which they can be engaged:

- Check the Experience Cloud help pages for advice, tips, and FAQs
- Ask us a quick question on Twitter @AdobeExpCare
- Log an incident in our customer portal
- Contact the Customer Care team directly
- Check availability and status of Experience Cloud Solutions

Service, Capability & Billing

Dependent on your solution configuration, some options described in this documentation might not be available to you. As each account is unique, please refer to your contract for pricing, due dates, terms, and conditions. If you would like to add to or otherwise change your service level, or if you have questions regarding your current service, please contact your Account Manager.

Feedback

We welcome any suggestions or feedback regarding this solution. Enhancement ideas and suggestions for the Analytics suite can be added to our Customer Idea Exchange.

Legal

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