

Integrating Extole with Adobe Target

Overview

Extole partners with Adobe Target so that marketers can easily deploy Extole tags and test your referral program to improve its performance. A/B testing will involve two or more versions of the Extole advocate-to-friend conversion funnel: the control and the test variation. Live traffic will be divided between the control group and the test group. Additionally, Adobe Target users will be able to not only get reporting of Extole variations for all traffic, but also for key predefined segments of traffic.

Before You Begin

This document assumes you have the following:

- Extole: Access to and familiarity with Extole's referral marketing platform, and a website enabled (or soon to be enabled) with a referral program. Extole setup can be viewed below.
- Adobe Target: Access to and familiarity with Adobe Target's Optimization platform. Mboxes (Adobe Target tags) are placed on the area of the website that you wish to deploy and test Extole.
- Development: Access to the source code of your web pages, and knowledge of HTML and JavaScript development.

Advantages of A/B Testing

Running A/B tests allows you to rapidly optimize campaigns and quickly transform them into effective marketing channels. Implementing an optimization test plan ahead of time will facilitate optimal testing speeds.

Both Extole and Adobe Target have data that measures the number of visitors who viewed each group variation and completed the referral funnel. The referral funnel is made up of many different metrics and key ratios that reflect the performance of the program, including:

- Call-to-Action (CTA) Clicks / CTA Impressions
- Advocates (those who share) / CTA Clicks

- Shares / Advocates
- Friend Clicks / Advocate Shares
- Conversions / Friend Clicks

Each test should optimize towards a key performance indicator (KPI) or ratio. Your goals are to increase the volume of your chosen metric or ratio, as well as the effectiveness of each step throughout the referral funnel.

Upon completion of the test a “winner,” or more efficient channel, will be declared and used moving forward. Further testing can be done on the same element of the referral program (using the new winner), or different elements of the referral funnel. All of the campaign changes will be managed through the Extole platform. There is no need to update site code (either Adobe Target’s or Extole’s), once you have set up your site to use A/B test campaigns.

Getting Started

EXTOLE CAMPAIGN SETUP

To run an A/B test on two campaigns, you will need to set up on the Extole platform with only one variant between your campaigns.

Example: Campaign A’s CTA says “Refer Friends and Earn,” while Campaign B’s CTA says “Click Here to Share and Get \$5.” The campaigns are identical otherwise.

ADOBE TARGET ACTIVITY OR TEST SETUP

Adobe Target Activities require a reference to a JavaScript library called mbox.js, and an mbox. Most organizations already have these two key items in place if Adobe Target is being used within the digital property. If your organization is making use of the new Adobe Target Standard, then the reference to the mbox.js file is all that is needed on the digital property.

If your Adobe Target mbox.js is in place and you are using the new Adobe Target, there is no need to add any additional code to your page to deploy Extole. If you are using Adobe Target Advanced, all that is required is an mbox.js file and an mbox on the desired page where you wish to deploy and test Extole.

Extole Tags

EXTOLE'S JAVASCRIPT LIBRARY

Extole's JavaScript (JS) library should be placed onto all of your pages where Extole interactions occur, and should not be configured in Adobe Target. Extole's JS library ensures that any other Extole tags on your page work properly. It also detects when a friend has come to your page through a referral, and will provide the friend landing experience where applicable.

You can find your specific "client_id" under Administer > Site Configuration > Site Name > Client ID. The tag will look similar to the following:

```
<script src="https://tags.extole.com/client_id/core.js"></script>
```

Extole recommends placing this snippet in the <head> tag of all pages where Extole interactions happen.

EXTOLE CONTEXT TAGS

Friends trust referrals most when they are personalized, and advocates share more when your CTAs and sharing experiences are seamless. Pass user context into your share experience for the highest program performance.

Context tags should be placed onto all of your pages where user information needs to be passed to Extole, and should not be configured in Adobe Target. By passing an advocate's first name (f), last name (l), and email address (e) via the context tag, you make sharing easier for your advocates, offer a personalized experience to friends, and increase trust with your customers.

The context tag will look similar to the following:

```
<script type="extole/context">{  
  "params":{  
    "f":"John",  
    "l":"Smith",  
    "e":"john@smith.com",  
    "partner_user_id":"4938291"  
  }  
</script>
```

EXTOLE CONVERSION TAG

Most programs reward advocates when a conversion event (such as a purchase or new registration) occurs. This event is communicated to Extole by adding a conversion tag to the conversion confirmation page on your site.

Just like zone tags, the conversion tag will take context from a context tag on the page, or from specific parameters that are passed in. Conversion events should always pass customer-identifying information like first name, last name, email, order number, etc.

The conversion tag will look similar to the following:

```
<script type="extole/conversion">{  
  "type":"purchase","params":{  
    "tag:cart_value":"20",  
    "partner_conversion_id":"00O415320037eWy",  
    "f":"John",  
    "l":"Smith",  
    "e":"john@smith.com"  
  }}</script>
```

It is recommended that Adobe Target users configure this code as an Adobe Target plug-in. The Adobe Target plug-in allows organizations to deploy code selectively, just like tag management systems. Within the plug-in configuration, select the current conversion mbox and then select the HTML offer that was created using the Extole conversion tag.

EXTOLE ZONE TAGS WITHIN ADOBE TARGET

Within Adobe Target, the only Extole tags that require any changes are the zone tags. No changes are required in the Extole JavaScript library, context tags, or conversion tags.

Adobe Target is used to place the Extole zone tags into your site and split traffic between your control and test variations. Instead of directly placing the Extole zone tag into the page, you will use Adobe Target to select the A/B variant and then place the appropriate tag.

Without Adobe Target, you would place an Extole zone tag on your page, such as the header zone tag:

```
<script type="extole/widget">{"zone":"header"}</script>
```

With Adobe Target, you will not place zone tags on your page. Instead, Adobe Target will insert the zone tags.

All zones for your first variant should be appended with "_a" and all zones for your second variant should be appended with "_b" to differentiate them.

```
<script type="extole/widget">{"zone":"header_a"}</script>
```

```
<script type="extole/widget">{"zone":"header_b"}</script>
```

The above tags are examples of what gets placed in each variation of the experiment. Their location will match the real estate where they should be displayed as part of the Adobe Target experiment.

To place the "A" and "B" snippets from the dashboard:

1. Use the Adobe Target editor to create two variations of the page.
2. Use the Adobe Target editor to insert each Extole zone tag into the proper location as HTML.

To create two HTML offers with Adobe Target:

1. Create an A/B Activity using the mbox on the page where you wish to present visitors with one of the Extole variations, and assign the newly created HTML offers to the mboxes.
2. Run the experiment on multiple URLs using a global mbox. Add additional mboxes as needed if they are named differently.
3. Select the mbox that will be representative of the final success event or conversion event.

Extole Testing Best Practices

The best way to start testing is with an end goal in mind (e.g., conversions or purchases for e-commerce, leads for business-to-business, etc.). Consider the various stages of the Extole referral funnel: where do you believe your program has the biggest opportunity for improved performance?

INCREASING ADVOCACY

Increasing advocacy means getting more of your customers to begin sharing, to share more

frequently, and to share more often over the life of the program.

Key Extole metrics that are used to measure the various aspects of advocacy are impressions, CTA clicks, advocates, shares, and the rates between those metrics (CTA impressions/CTA clicks, shares/advocate). Look to maximize these metrics in your testing efforts.

Common advocacy testing scenarios include:

- CTA Location
- CTA Creative
- Advocate Share Experience Version and Creative
- Landing Page Creative
- Advocate Incentive Offer
- Friend Incentive Offer

INCREASING REFERRAL CONVERSION

Increasing referral conversion includes the stages of the Extole funnel that call the referred friend to convert to a new customer. The objective is to maximize the conversion on every step, starting when a friend receives a share message and continuing to when that friend completes the conversion.

Key Extole metrics that are used to measure the various aspects of referral conversion are shares, friend clicks, conversions, and the rates between those metrics (clicks/share, conversion/click). Look to maximize these metrics in your testing efforts.

Common referral conversion testing scenarios include:

- Share Message Subject Line
- Share Message Creative and Default Copy
- Friend Landing Experience
- Friend Conversion Funnel (these steps are typically not part of the Extole served content)
- Offer Friend Incentive

Using the A/B split configuration, you can change any component of the campaign flow in order to isolate the variable you want to test.

REFERRAL CONVERSION TEST EXAMPLE

Take the test result from the example above. As a next step, you may want to test the share message click-through-rate to see if a change in messaging will increase your conversion rate. Start your test by using the "A" and "B" campaign variant structure you used in the first test.

1. Make sure that the variants are identical.
2. Change the email share subject lines in each campaign. In campaign variant "A," change the line to "I thought you would like this." In campaign variant "B," change the line to "Check out this great deal!".
3. Execute the test using Adobe Target. The better performing email share subject line will show higher rates as measured by the clicks and clicks/share metrics.

Now you have used your "A" and "B" campaigns to first run a test to increase advocacy, and then followed it with a test to increase referral conversions..

Advanced Use Cases

Adobe Target has the ability to profile or tag visitors based on any behavior. This behavior can include making referrals. When your visitors engage with Extole content, past referral performance can be used to drive future campaigns or tests where visitors are targeted with different offers or campaigns.

You can also use Adobe Target to test Extole referral email content. The following images depict the use of an Adobe Target email to test the header image and button CTA in the Extole welcome email:

Name ✕

Body

```
http://youradobeaccountname.tt.omtrdc.net/m2/youradobeaccountname/ubox/image?
mbox=welcome_email_header&mboxDefault=http%3A%2F%2Ftags.extole.com
%2Fc%2Fclients%2F9009%2Fbrand%2Fwelcome_email_header1.jpg&mboxXD
omain=disabled&mboxSession={{share.action_id}}&mboxPC={{share.action_id}}
```

Name ✕

Body

```
http://youradobeaccountname.tt.omtrdc.net/m2/youradobeaccountname/ubox/pa
ge?
mbox=welcome_email_click&mboxDefault=http%3A%2F%2Fwww.extole.com%
2Fshare%3Fclick%3Dheader
```

About Extole

Extole helps marketers acquire customers at scale by rewarding existing customers. With Extole, marketers can create a complete, efficient, and reliable acquisition channel by encouraging their customers to share their brand, products, or content.



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