



Clicktale®

# Clicktale's integration with Launch by Adobe

## Achieve advanced mapping in a code-free environment

Clicktale's integration with Launch by Adobe enhances the mapping of data elements in a code-free environment for Adobe's next-generation of Dynamic Tag Management. Launch by Adobe will allow online businesses to consolidate and manage tags to make marketing activities more efficient, reduce costs and improve website performance. The integration enhances the mapping of data elements with an extension view similar to Clicktale's [Visual Editor](#), a code-free environment to set up events within the Clicktale Experience Cloud.

## Integration Benefits

### Employ advanced mapping via a visual, intuitive interface

Map data elements with an extension view similar to the Visual Editor interface by leveraging Launch by Adobe to set Clicktale events/data. Customers thus benefit from another avenue to their digital experience insights derived from Launch by Adobe's access to data.

### Access unique behavioral data and insights from your data layer

Leverage Clicktale's unique insights from within your data layer using Launch by Adobe data elements. The integration will provide a convenient and powerful mechanism to augment complementary applications, such as marketing automation, Voice of Customer or any other system benefiting from browser data collection, with Clicktale data and insights. Identify data collection points with Visual Editor and apply that data to other tools.

### Visualize customer journeys and hone in on your users' true intent

Improve and innovate better customer experiences by visualizing exactly what customers are seeing and doing on your site. Desktop or mobile – everything is captured, enabling proactive, strategic optimizations and redesigns based on actual user behavior patterns. The data collected by Clicktale can be used to quantify complex behavioral sequences, and will be shared in Launch by Adobe to help better understand user experience and business impact.

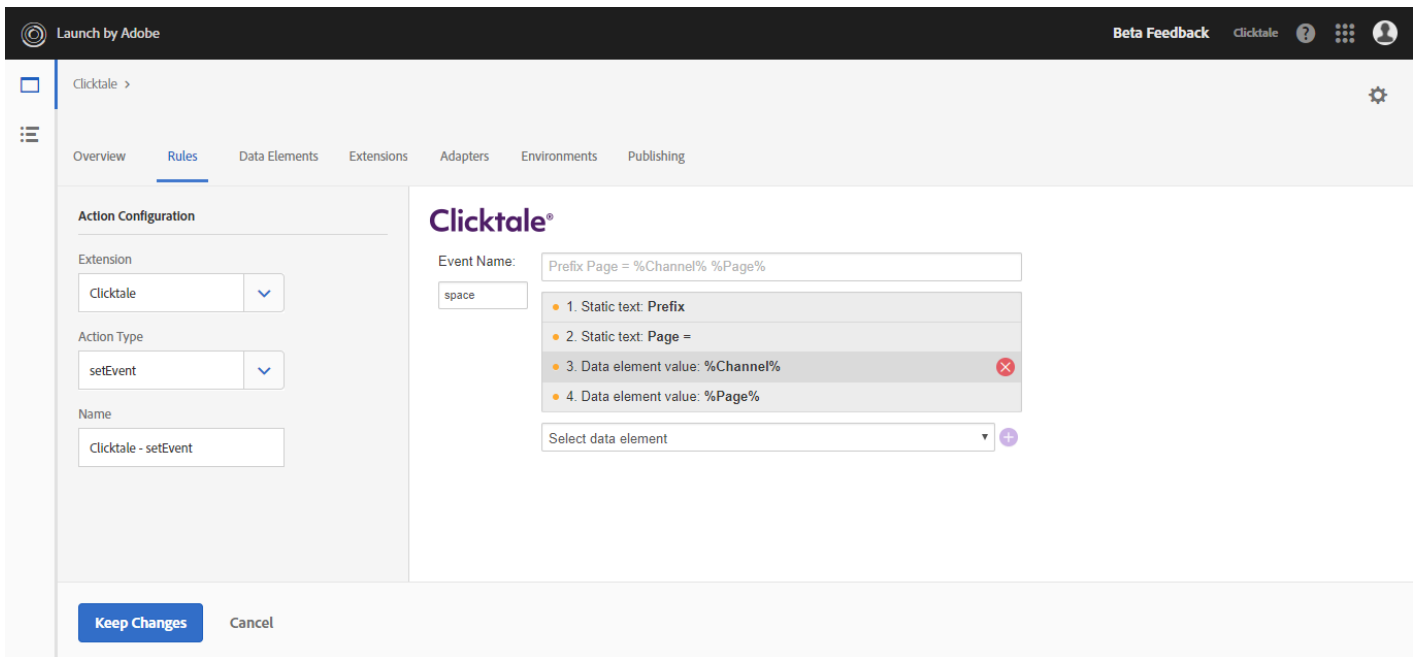
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Answer anything.

## Gain sharper, faster customer insights and reduce deployment time

Just as in Visual Editor, which enables marketers to ask unlimited questions of their data and gain answers from the data that starts gathering immediately, the integration with Launch by Adobe reduces friction between IT and marketing teams. Anyone can build and integrate tags on a website – no IT or coding is necessary – reducing deployment time from a few months to only an hour.

Access Clicktale's integration with Launch by Adobe in the extension catalog



## How it works

The integration between Launch by Adobe and Clicktale is easy to configure.

1. Enable the Clicktale extension from the Launch by Adobe extension catalogue.
2. Enable a Launch by Adobe rule to deploy the code on "Top of Page."
3. Add rules to map Launch by Adobe data elements to Clicktale events.
4. Enable the Launch by Adobe code library for publication of Launch by Adobe's rules built on the Clicktale extension.