



Integrating AEM with Adobe Campaign

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Overview

This whitepaper illustrates the Adobe Campaign 6.1 and Adobe Experience Manager 6.1/6.2 integration and best practices. The documentation on this integration is scattered across multiple places; this document combines the integration and the best practices in one place.

For more details, visit <https://helpx.adobe.com/experience-manager/6-2/sites/administering/using/campaignonpremise.html> and <https://helpx.adobe.com/experience-manager/6-2/sites/authoring/using/campaign.html>

Prerequisites

Prerequisites for the integration:

- AEM Author
- AEM Publisher
- Campaign Instance (with “AEM integration” package installed)

Configurations

Adobe Campaign – AEM User set up

1. Log into the Campaign Console as an Administrator.
2. Navigate to Administration > Access Management > Operators.
3. Duplicate the existing user AEM Server (aemserver).
4. Give the user a name and a meaningful label; set the password and save the user. Make sure a security zone is assigned to this user.

Adobe Campaign – AEM External Account Setup

1. Log into the Campaign Console as an Administrator.
2. Navigate to **Administration > Platform > External Accounts**.
3. Create a new account, and select AEM in the type drop down. Complete the mandatory details, and configure the AEM Instance details.
 - a. AEM Server: <http://<aemserver>:<port>>
 - b. User Name and Password. (The AEM user configured here must be in the campaign-remote group)



AEM Author – Cloud Services

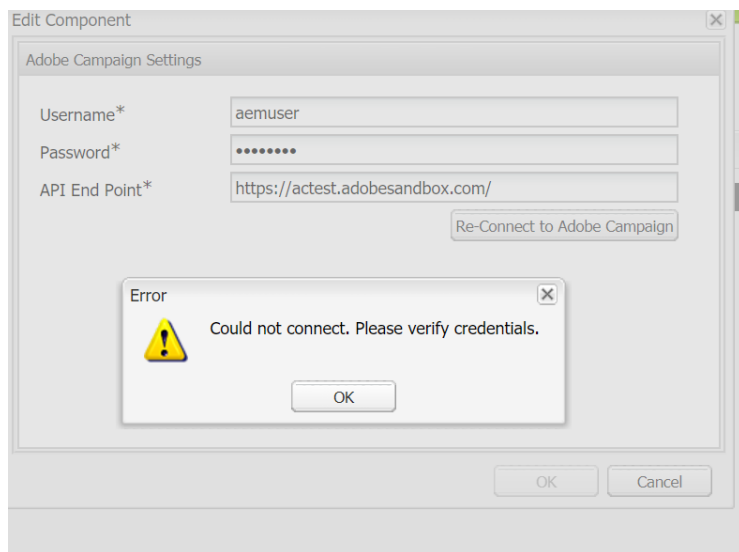
1. Navigate to the following Cloud Services URL:
<http://<aemserver>:<port>/libs/cq/core/content/tools/cloudservices.html>
2. Select the Adobe Campaign Cloud Config and click **Configure Now**.
3. Provide the title and name.
4. In the Adobe Campaign Settings dialog, configure the user name and password. Provide the Campaign URL as the API Endpoint.

The screenshot shows a dialog box titled "Edit Component" with a sub-section "Adobe Campaign Settings". It contains three text input fields labeled "Username*", "Password*", and "API End Point*", each with a red dashed border. Below these fields is a button labeled "Connect to Adobe Campaign". At the bottom of the dialog are "OK" and "Cancel" buttons.

The user name and password are those the AEM user created during the Campaign Configurations setup.

- Click **Connect to Adobe Campaign**. If it is successful, it gives a Connection success message. If it is not successful, look out for the error and try to resolve the issue.

For example, in the following image there is an error message that shows the credentials are wrong. This error message means you must validate the username, password, or the API endpoint.

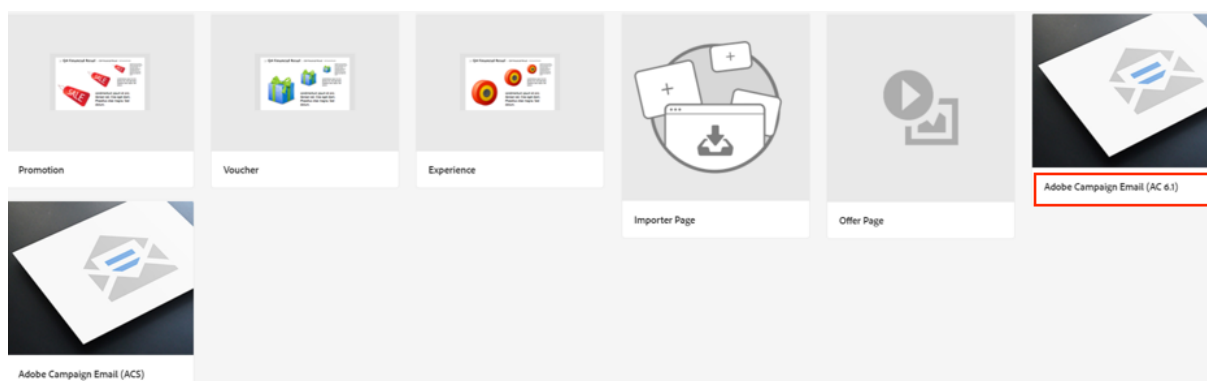


Creating Content in AEM

Start from the AEM home screen and navigate to the Campaign section of your brand.

Sites > Campaigns > <YOUR_BRAND> > Master Area

Select and then create a page, and choose **Adobe Campaign Email (AC 6.1)**



Configure the Basic Properties and the Cloud Services Properties for the selected newsletter.

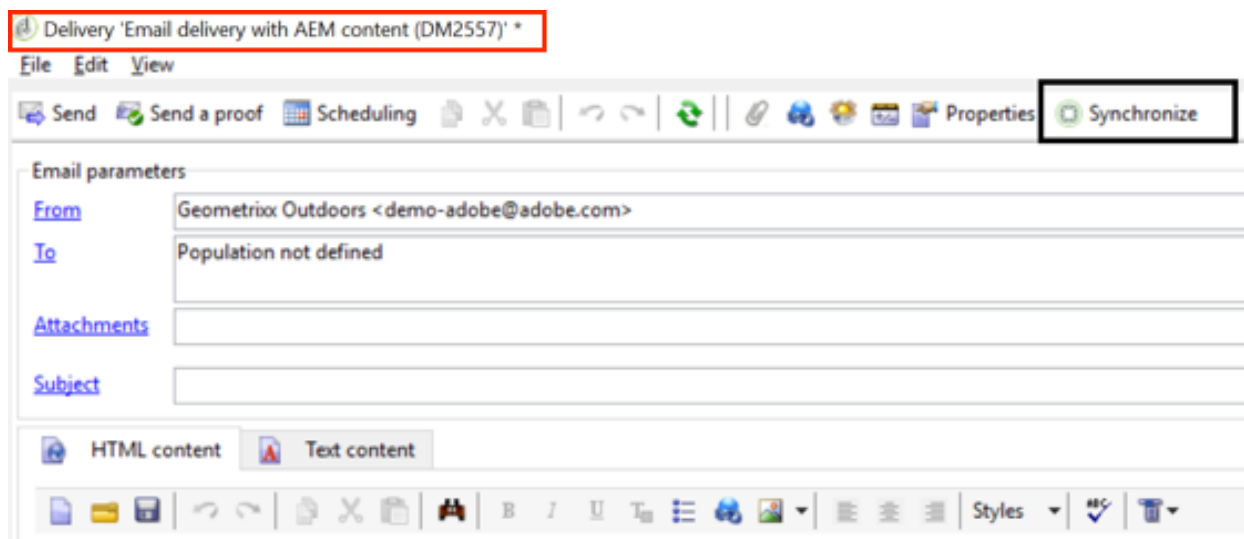
- Navigate to the Workflow and under *Tools*, select **Approve for Adobe Campaign workflow**. Provide the Newsletter as the payload and start the workflow. Complete the Approval Process.

Synchronize with Campaign

Return to the Campaign Console and create a new delivery.

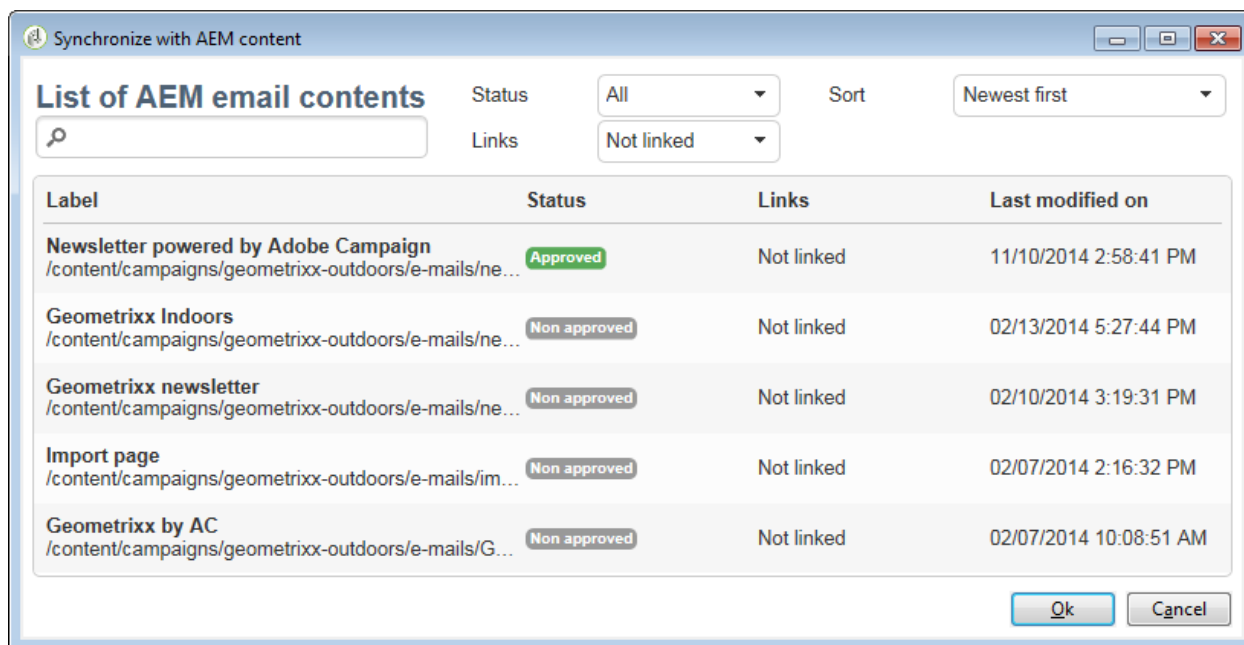
Select the delivery template as 'Email delivery with AEM Content.'

1. Click on the **Synchronize** link as shown below.





The list of approved campaigns will populate, as shown in the following image. Select the appropriate campaign and start the delivery for that template.



Important Integration Practices

Configure the Externalizer

Configure the externalizer on your author instance in AEM. It is an OSGi service that allows you to transform a resource path into an external and absolute URL. This service provides a central place to configure those external URLs and build them.

- <https://docs.adobe.com/docs/en/aem/6-2/develop/platform/externalizer.html>

For the Adobe Campaign integration, make sure you configure the publish server at:

- <http://<host>:<port>/system/console/configMgr/com.day.cq.commons.impl.ExternalizerImpl>
- Do not point to localhost:4503 but to a server that is reachable by the Adobe Campaign console. If it points to localhost:4503 or another server that Adobe Campaign cannot reach, your images will not appear in the Adobe Campaign console.

When installing the AEM Integration package, an AEM external account is created. You can configure the connection to your AEM instance from it or create a new one.



- In AEM, be sure that you set the password for the campaign-remote user. Set this password to connect Adobe Campaign with AEM. Log in as administrator and in the user administration console, search for the campaign-remote user and click **Set Password**.
- When configuring the AEM Instance URL, remove any trailing slash from the server address. For example:
 - Enter `http://<aemserver>:<port>`
 - Do not enter `http://<aemserver>:<port>/`

AEM ResourceTypeFilter Option verification

To verify the AEM ResourceTypeFilter option, go to **Platform > Options**.

In the AEMResourceTypeFilter option, check that the paths are correct. This field must contain the value:

- `mcm/campaign/components/newsletter,mcm/campaign/components/campaign_newsletterpage,mcm/neolane/components/newsletter`

In some cases, the value is:

- `mcm/campaign/components/newsletter`

Inserting personalization

- When editing your content, you can insert Adobe Campaign context fields. Insert these fields within your text and they will adapt according to the recipient's data (for example, first name, last name, or any data of the target dimension).
- Adobe Campaign personalization blocks: These are blocks of predefined content that are not related to the recipient's data, such as a brand logo, or a link to a mirror page.