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SUMMARY: This section describes the common steps of QA testing your implementation.

## Getting Started

If your account does not already contain the "MVT Framework" in your "Ensignten Frameworks" deployment, request them from your Account Manager or from Ensignten Client Success by opening a support ticket via sending an email to "[support@ensighten.com](mailto:support@ensighten.com)" requesting that both Ensignten Frameworks be added to your account.

## Adobe Test & Target App

If your account does not already contain an instance of the Adobe Test & Target Ensignten App, navigate to the Ensignten App Library, choose the "Optimization" category, and click the "Configure" button on the Adobe Test & Target App to begin the setup process.

### Mbox.js Base Code

The mbox.js base code is the engine that Adobe Test & Target requires to power their mbox integrations for your website that deliver alternate content and perform optimization tracking. By default the "Configure New Mbox.js" option is selected where you can compile a new mbox.js base code, which is an Ensignten custom version of the mbox.js version 44, pre-formatted to work optimally in Ensignten TMS.

Add your Adobe Test & Target "Client Code" to the first form field and select your Adobe Test & Target "Admin Server". Your "Admin Server" is found at the beginning of the URL when you are logged into the Adobe Test & Target Admin Console.

EXAMPLE: <https://Admin12.testandtarget.omniture.com>

If you have your own already custom version of the mbox.js that you must use, you can instead select the "Paste Custom Mbox.js" option and use your own version as your base code. Paste your own code into the provided code field that appears.

Since the mbox.js does not natively support Javascript minification, it is worth noting that there may be some minor adjustments required to be made to your own custom mbox.js code in order for it to run optimally on your website. The custom changes required are:

1. Search for "+ ++" and add a parenthesis between the first and second "+" and at the end of the variable as such: "+(++this.Pb)" or "+(++this.Ob)" depending on which version of the mbox.js you are using

2. In order to ensure the window scope for the mbox.js, search for and remove the "var" in front of the 4 instantiations of "mboxCopyright", "mboxVersion", "mboxFactories", and "mboxFactoryDefault".

Contact support@ensighten.com for assistance and Ensignten Client Success will be glad to help make these modifications for you.

## Optional Feature Implementations

There are many additional optional features to the base mbox.js library that can be installed as well based on your selections:

- **Visual Experience Composer** – Visual Experience Composer is part of the Adobe Test & Target Standard product and should not be enabled unless this product is enabled for your Adobe account. *NOTE: Enabling this feature nearly doubles the size of your mbox.js installation.*
- **Analytics Powered Targeting** – Analytics Powered Targeting (APT) is part of the SiteCatalyst to Adobe Test & Target integration and should not be enabled unless this product is enabled for your Adobe account. *NOTE: Enabling this feature causes an additional mbox request to fire on every page for every page view of all your traffic which can be costly.*
- **Dynamic Global Mbox** – The Dynamic Global Mbox supports creating a different global mbox for each top level site section of your website with a very small footprint. *NOTE: This implementation requires using Ensignten Visual Tagger to configure the Dynamic Global Mbox details for your site before this will be activated.*
- **Turbobox Implementation** - Turbobox is a lightweight implementation that leverages the Adobe Test & Target API vs the standard mbox approach. This implementation can power Adobe Test & Target without needing the mbox.js base code at all, but only supports Turboboxes, not mboxes. *NOTE: Selecting "Only" will not output the mbox.js base code at all so all other "Optional Feature Implementations" and "Advanced Implementation Plugins" should be set to "disabled" in that case.*
- **Expiration Time** - The default expiration for your custom profiles is 14 days of inactivity. This should not be altered unless you have purchased and have the 90 day expiration setting enabled in your Adobe account. *NOTE: This implementation only alters the mbox cookie expiration time; there is a corresponding change required in the Adobe Test & Target Admin Console for your customer profiles to have an extended life.*

## Advanced Implementation Plugins

You also have the ability to selectively choose to install many advanced implementation plugins on top of your base mbox.js library:

- **mboxTrack** – mboxTrack is the most robust method to perform event tracking / pixel tracking of your visitor behaviors with Adobe Test & Target. It contains the following tracking methods:
  - **mboxTrack(mboxName,parameters)** - an as needed, generic event tracking pixel usable at any time.
  - **mboxTrackLink(mboxName,parameters,this.href)** - a link tracking pixel with a built in link delay to ensure data collection quality.
  - **mboxTrackForm(mboxName,parameters)** - perfect for tracking form submissions using as deferred tracking pixel sent on the next page load.
- **mboxAddData** – mboxAddData is a plugin to automatically pass in the entire contents of a JS object or just a single parameter into each mbox on that page. Example Usage:
  - **mboxAddData(myObj);** - integrates the entire contents of a Javascript Object.
  - **mboxAddData(paramName,JSvar);** - passes in a single name value pair as a new mbox parameter.
- **elementOnLoad** – elementOnLoad is another very useful plugin that can be configured to modify your page content via Javascript, as soon as a particular element loads.
- **getMboxSessionId** – getMboxSessionId is a robust helper function to consistently extract out the current mbox session ID for your users which you can leverage for analytics integrations to other marketing tools.
- **mboxSetClientCode** – mboxSetClientCode enables using multiple mboxes to send Adobe Test & Target information to multiple Adobe Test & Target accounts on the same page.
- **Activate Profile Sync** – Activate Profile Sync is the standard plugin for integrating Ensignten Activate Profile Data into each mbox on the page, enriching your Adobe Test & Target campaign targeting with your own offline Big Data integrations. However, this plugin should not be enabled unless you currently have Ensignten Activate enabled for your account.

## Configure Your Deployment

Once your Mbox.js base code and implementation options have been configured click the "**Next**" button to continue the setup. Be sure to set your deployment to the "**Global**" condition

and executing "**Immediately**", which will deliver your deployment at the top of the page and immediately run. This is important in order to accommodate default page content hiding and alternate content showing in the best possible user experience, without having content "**flickering**" or "**flashing**".

And finally, set the dependency for your new app deployment dependent upon the MVT Framework, which is typically found in the Ensignten Frameworks deployment. This will ensure that your implementation will be able to leverage Ensignten's own built-in "**Invisibility Cloak**" which will power the pre-hiding of default content and other MVT helpers that power dynamic injection of both mboxs and alternate content.

Your Adobe Test & Target App deployment is now ready to be enabled, committed, published, and tested.

## Provisioning mboxs

The Adobe Test & Target App and resulting mbox.js implementation is only the engine that powers the mbox integrations with your Adobe Test & Target account. But unless you've purchased and enabled the Adobe Visual Experience Composer feature, it will not make any mbox calls on its own. Now that you have the mbox engine available, you can provision the individual mboxs, targeted to your pages, that you want to deliver.

Mboxes are provisioned using "**Ensignten Visual Tagger**". Ensignten Visual Tagger is an onsite tag assistant tool that helps you visual identify data and content for your tag deployments in the context of your webpage using a point and click interface.

Using Visual Tagger you can identify data elements to build your data layer, select content regions and build alternate content that you may wish to deploy to your targeted segments, as well as inspect your overall Ensignten implementations.

By itself, Visual Tagger does not publish anything – so there is no risk of accidentally pushing something live. Instead, it helps you configure your tags for Ensignten Manage where you can still leverage the full tag deployment workflow for however you've set that up in your organization.

First, be sure that you have deployed the Ensignten Visual Tagger custom deployment in Ensignten Manage. If your account does not already contain this custom deployment, request it from your Account Manager or open a support ticket by sending an email to "**support@ensighten.com**" requesting that "**Visual Tagger**" be added to your account.

The Visual Tagger deployment contains the following code and should be set to a new condition when "**ensightenVT**" is an existing URL parameter on your page, meaning that the condition will be met on every page that has "**ensightenVT=1**" in the URL:

```
Bootstrapper.insertScript('//ui.ensighten.com/vt/vt.js?r='+Math.random())
```

Then, launching the Ensignten Visual Tagger on your site is as simple as appending "**?ensightenVT=1**" to any URL of your site that has your Ensignten Bootstrap.js file installed.

Alternately, the Ensignten Visual Tagger is also available as a bookmarklet to be launched on demand without needing to append any parameters to the URL of the page you're currently viewing. Simply add the following bookmarklet to your browser and click to launch the Ensignten Visual Tagger on demand:

```
javascript:var _ensAdd=function(v){var d=document,s=d.createElement("script"),t=d.body;s.src=v;t.appendChild(s)};if(typeof(Bootstrapper)=='undefined'){_ensAdd("//ui.ensighten.com/vt/BootstrapDemo.js")}if(typeof(ensController)!= 'object'){_ensAdd("//ui.ensighten.com/vt/vt.js?s?r="+Math.random())}void(0);
```

Now you're ready to provision your mboxes. Be sure to set your mbox deployments dependent upon your "**Adobe Test & Target App deployment**" and the execution time to "**Immediate**", which will ensure that your mboxes do not attempt to run until the mbox.js engine is available, firing without unnecessary delay. Global and Redirect mboxes typically should be set to the "**Global**" condition while Content and Conversion mboxes should leverage the appropriate "**Page-Specific**" targeting condition or conditions in Ensignten Manage.

Launch "**Ensignten Visual Tagger**" and click on the "**Test**" button. From there, click on the "**T&T Provisioner**" button to enter the module and begin provisioning your mboxes.

## Targeting your Mboxes

The "**T&T Provisioner**" contains a targeting component that generates client-side targeting that acts as a filter and only creates your mbox if the proper URL or Data Layer conditions are met. While you can leave your targeting blank and run this mbox on every page of your site, globally, using the targeting in Adobe Test & Target to filter out when to fire you campaign, extra mbox calls accrue a cost both financially as well as for your overall page load performance, even if slight. Using this targeting you can deliver your mbox only where it will be used and thus save on cost. This is a very important step in optimizing your optimization efforts.

Alternatively, you can also leverage Ensignten Manage's page-specific, server-side conditions to only deploy your mboxes to the appropriate, targeted pages to much the same benefit except

that leveraging server-side conditions allows you to scale to a virtually infinite number of mboxes without any impact to performance by "**code bloat**", which is prevalent in a client-side-only implementation. However, server-side conditions are best suited for Content and Conversion mboxes, while Global or Redirect mboxes generally need to run at the top of the page in order to remain synchronous and preload alternate content before default content has loaded.

To set up client-side targeting for your mboxes in the "**T&T Provisioner**" module of Visual Tagger, click on the "**Targeting**" button to expand its contents. From here you can build your conditional targeting which acts as a filter and only creates your mbox if the proper URL or Data Layer conditions are met.

1. First off, click the "**+ Add Condition**" link to create a new targeting condition which will appear at the bottom of the "**Targeting**" container.
2. Check the checkbox at the top left of your new condition to set it as active. Any conditions without their checkbox checked will not be compiled into the final, combined targeting logic.
3. You can build your condition around data stored either in your current URL or by your predefined Data Layers so select appropriately.
4. Based on your selection, the next select box will populate with corresponding sub options. Make your next selection and continue.
5. Now choose an operator or evaluator for your condition in the third select box and continue.
6. And finally, enter the final, conditional values upon which your new targeting condition will evaluate as "**true**". For example, if you've selected "**URL**" and "**Host**" "**equals**" with the value of "**www.mysite.com**", your "**Global Mbox**" will only be created on the pages of "**www.mysite.com**". Or if you have selected "**Data Layer**" and "**Language**" "**equals**" with the value of "**en**", your "**Global Mbox**" will only be created for visitors that have their browser language set to English.

You may also enter multiple values within the value form field as a multi-line value, entering each value variation one by one on each line of the form field. These value variations will evaluate as "**OR**" as in "this or that or that" and so on for as many values as you enter. This way you can set up multiple variations of your condition to save on time. Using the URL example above, you could have entered "**URL**" "**Path**" "**equals**" "**/landingpage.html**" "**OR**" "**/landingAlternate.html**". As long as your visitor lands on one of those pages, your mbox will be created.

7. If you wish to add another condition, simply click the "+ Add Condition" link again and repeat the steps above.

## Adding Mbox Parameter Data

Setting up "Mbox Parameters" is optional, but a great way to build user profiles and power targeting in Adobe Test & Target. If you choose to send in extra targeting or profile data into Adobe Test & Target via your mbox, click the "Mbox Parameters" button to expand its contents.

1. First off, click the "+ Add Parameter" link to create a new mbox parameter which will appear at the bottom of the "Targeting" container.

2. Check the checkbox at the top left of your new condition to set it as active. Any conditions without their checkbox checked will not be sent into your mbox request.

3. Enter a name for your parameter. Keep it as semantically meaningful as possible as you may be using this for targeting in Adobe Test & Target and will need to understand what it refers to. In addition, if you intend to send this data into Adobe Test & Target to build a user persistent profile, enter "profile." at the start of your parameter name.

4. Next, select the data element whose value you'd like to map into your new mbox parameter. You'll notice as make your selections that you'll see a preview of your parameter name=value pair at the bottom of your parameter container that represents the data that will be sent into your mbox request. At the bottom of your select box there are three special options, \*Custom\*, \*All Data\*, and \*All Profiled\*.

- \*Custom\* - allows you to manually enter in a custom value for your parameter without using your Data Layers.
- \*All Data\* - compiles all the Data Layer data elements that exist on your page and sends the entire parameterized string into your mbox request.
- \*All Profiled\* - does the same thing as \*All Data\*, but prepends the "profile." syntax before each data element of your Data Layers to build a persistent user profile in Adobe Test & Target out of your entire Data Layers on each page that your mbox will be created.

If you do not have a Data Layer predefined and delivered on your current page already, you will be shown the \*Custom\* form field to enter any value of your choosing. If your custom value is wrapped in "" quotes as in "purchase", it will be sent in as is, hardcoded into your parameter value as in "profile.step=purchase". If you do not use "" quotes, you can enter custom Javascript and map your parameter value to any Javascript variable or object. Be sure to



confirm your Javascript entry by checking the parameter preview at the bottom of your parameter container as it will immediately evaluate and inform you of an **"error"** if your entry is invalid.

5. If you wish to add another mbox parameter, simply click the **"+ Add Parameter"** link again and repeat the steps above.

## Creating Mbox Deployments

Once you've configured all your targeting, configuration, and parameter options, you're ready to create your new mbox deployment within Ensignten Manage. Click the **"Create Deployment"** button at the bottom. Once clicked, every that has been check-boxed will be added and compiled into your mbox deployment. Next, select the appropriate Ensignten Manage space where you wish to create your deployment. So long as you are currently logged into Ensignten Manage, your mbox deployment will be posted directly into your account as a new deployment, ready to be configured and approved for publishing.

## Global Mboxes

Some best in class implementations choose to accommodate the multitude of Optimization Campaigns at scale that an enterprise business typically runs in Adobe Test&Target with a **"Global Mbox"** on the page that can be used to deliver as many additional nested mboxes as you need according to the amount of concurrent campaigns you'll be running. Since one mbox may only be used to deliver one campaign's offer at a time, using a **"Global Mbox"** you'll be able to provision additional mboxes, one per the active campaigns that will be running concurrently. This allows for greater scalability without campaign conflict. As each Optimization Campaign has completed and its corresponding nested mbox is no longer needed. You'll be able to remove that nested mbox from being provisioned. Naturally, your **"Global Mbox"** will need to be deployed via the **"Global"** Ensignten Manage condition to be activated globally.

### Provisioning a Global Mbox

1. Enter a name for your global mbox. Keep it as semantically meaningful as possible so you will easily recognize it when setting up your Adobe Test & Target campaigns.
2. Next, choose the mbox type. Select **"Global"** and continue.

3. Next, select whether you'd like to use the same name for your "**Global Mbox**" on every page or whether you'd prefer its name to be generated dynamically, to which there are some additional advantages. If you have opted to use the "**Same Mbox Name, Globally**", a "**Global Mbox**" with the name you've entered above will be created on every page that meets your targeting criteria. Often, however, this results in mboxs being created on pages where you will not immediately be using them for your Optimization Campaign. As mentioned above, extra mbox calls accrue a cost both financially as well as for your overall page load performance, even if slight, so while the static-named global mbox is easy enough to set up and has its uses such as for global site redesign testing or engagement tracking through Adobe Test & Target, you'll find even greater cost savings by selecting to create a "**Dynamically Generated Name**" for your "**Global Mbox**".

The "**Dynamically Generated Name**" mbox will compile together your "**Global Mbox**" name on each page based on the URL and some configuration options, which will appear in a container as soon as you make that selection.

**3.1** First, you'll have the option to enter a "**Global Prefix**" which just means a namespacing or identifier that will precede all the mboxs being dynamically generated. For instance, if you entered "**MWS:**" to identify "**Global Mbox**" names dynamically generated on "**MyWebSite.com**", all the mbox names for this "**Global Mbox**" will begin with "**MWS:**" first. This will help organize all your dynamically generated mboxs in Adobe Test & Target.

**3.2** Next, regarding filtering out website domains, select whether you'd like to "**Exclude**" domains as in a blacklist approach or "**Include**" domains using a whitelist approach. Then enter all the website domain host values, comma-separated, in the next field. This is an extra level of targeting that will keep your costs down and will only dynamically generate a "**Global Mbox**" on the specific domains where you will be running tests.

**3.3** Next you have the option to include a comma-separated lists of any folders within your site that, should they exist in your URL at the time, a "**Global Mbox**" will not be created. In this way, you can refrain from creating a "**Global Mbox**" on entire sections of your site. For example, if you entered "**support,contact**" the "**Global Mbox**" would not be created for any pages within your Support section or Contact section of your website, assuming that those folder names appear in the URL for those sections.

**3.4** And finally, you can enter a comma-separated list of any special folders that, should they appear in the URL of the page being loaded, not only will a "**Global Mbox**" be created, but its dynamically-generated name will leverage the name of your special folder. For instance, if you entered "**cart**" then on every cart page that is in the "**/cart/**" folder of your site, no matter how many folder levels deep in your URL, an mbox will be created and use the value "**cart**" within the "**Global Mbox**" name.

**3.5** In most cases this is all that needs to be done and the "**Standard**" implementation can remain selected. However, there is also an "**Advanced**" feature that is hidden until the "**Advanced**" option has been selected. The "**Global Mbox**" uses your previously entered "**Global Prefix**", the hostname of the domain, and the name of the first folder name of your website subfolders that appear in the URL. This is intended to create a "**Global Mbox**" with a different name for each of your top-level directories of your site, yet keep the name consistent within that entire directory subsection. Having a section-named "**Global Mbox**" allows you to deactivate entire site sections in Adobe Test & Target that you will not need to be testing and therefore save on cost, while creating the mbox on sections where testing will be in progress without having to fundamentally re-configure your "**Global Mbox**" settings with each change. However, some website server-side frameworks will prepend your directories with their own special folders that never change across all sections, and therefore they do not truly represent your top-level directories. This is especially common for E-Commerce platforms where something akin to `"/estore/"` is always the first folder of every URL past the home page. Once you've selected the "**Advanced**" implementation, you'll be given the opportunity to trim off certain folders from your URL from being counted, and begin your dynamic name generation on the true top level directory, whether that's the 2nd folder deep up or further on up to the 4th folder level in.

**3.6** After that, you'll notice a textbox with the current URL displayed within and a "**Test Name**" button below it. If you click the "**Test Name**" button, you'll be able to get a preview of what such a dynamically generated name would look like using your current configuration settings on the current page that you're on. To see what name would be generated on other pages, simply change the URL in the textbox and click "**Test Name**" again. Use this feature to get a good feel for the types of names that would be generated throughout your website and tweak your configuration options according to your needs.

Once you've finished adding your "**Targeting**" and "**Mbox Parameter**" options described in the previous section, your "**Global Mbox**" is now ready to be created and deployed in Ensignten Manage.

## Conversion Mboxes

For your Optimization tests to accurately calculate winning versions of your website content in Adobe Test&Target, you will need to set up an mbox to track your website conversion events based on the actions or goals you would like your visitors to complete while they are on your website. While every mbox can be mapped to a conversion event in Adobe Test & Target for your tests, conversion mboxes contain extra information about your customer's order total, the order ID, and the products that were purchased. If these special mbox parameters and their values are sent into Adobe Test & Target with your mbox request, Adobe Test & Target will record the order information at the user level and give you the ability to calculate different

revenue metrics and base your winning recipe upon the appropriate metric that is important to you.

This conversion data that these special mbox parameters will need to leverage is typically found within the body content of your conversion pages. Therefore, in order to give that data time to load so that it can be sent into your mbox request, you'll want to set your conversion mbox to deliver as an Ensignten page-specific, custom deployment, leveraging Ensignten Manage's robust targeting capabilities to only deliver the conversion mbox deployment on your confirmation or conversion pages. Since the conversion mboxes typically perform passive tracking and do not actively deliver page content, they can be loaded asynchronously and run when the page has finished loading without impacting either the user experience or the page load time.

## Provisioning a Conversion Mbox

1. Enter a name for your conversion mbox. Keep it as semantically meaningful as possible so you will easily recognize it when setting up your Adobe Test & Target campaigns.
2. Next, choose the mbox type. Select "**Conversion**" and continue.
3. Next, map the appropriate data elements from your Data Layers to the corresponding three required conversion mbox parameters, "**orderId**", "**orderTotal**", and "**productsPurchased**". If you do not have a Data Layer predefined and delivered on your current page already, you will be shown the "**Custom**" form field to enter any value of your choosing. If your custom value is wrapped in "" quotes as in "**0.00**", it will be sent in as is, hardcoded into your parameter value as in "**orderTotal=0.0**". If you do not use "" quotes, you can enter custom Javascript and map your parameter value to any Javascript variable or object. Be sure to confirm your Javascript entry by checking the conversion parameter preview at the bottom of the container as it will immediately evaluate and inform you of an "**error**" if your entry is invalid.

Once you've finished adding your "**Targeting**" and "**Mbox Parameter**" options described in the previous section, your "**Conversion Mbox**" is now ready to be created and deployed in Ensignten Manage.

## Content Mboxes

In order to set up an Optimization Campaign in Adobe Test&Target, you'll need to provision an mbox on the page that you want to test and identify the content element on the page that will be tested. Using the Ensignten Adobe Test & Target solution, mboxes can be delivered on demand and content can be swapped by simple HTML and text without needing to know Javascript. Your alternate content will need to be preloaded as quickly as possible for the best

possible user experience avoiding content flicker so that your visitors do not "see" the default page content begin to load and then become replaced by your alternate content. Since content mboxes can be loaded asynchronously they can leverage the appropriate Ensignten Manage server-side condition to deliver them to targeted pages only.

## Provisioning a Content Mbox

1. Enter a name for your content mbox. Keep it as semantically meaningful as possible so you will easily recognize it when setting up your Adobe Test & Target campaigns.
2. Next, choose the mbox type. Select "**Content**" and continue.
3. Next, identify the content element that you'll be testing with this mbox by clicking the "**Select Element**" button and clicking on the element in your page. As you mouse over the different content elements on your page, you'll notice that they are highlighted and meta content information will be visible for your selection in the sidebar. Once you've clicked your element the "**xpath**" location for that content element will be populated into the selector field. Below that, you'll notice that the HTML contents of the element you've selected will appear in the content preview box, if any exist. From here you can modify the inner HTML for your selection and click the "**Preview**" button to get a quick feel for how your alternate content will be displayed in the page once it is delivered by the mbox. Your offer content will not, however, be sent into Adobe Test & Target yet, so if you'd like, you can copy your changes and paste them into a new offer in Adobe Test & Target, which will be all you'll need to create in terms of the offer content.

Once you've finished adding your "**Targeting**" and "**Mbox Parameter**" options described in the previous section, your "**Content Mbox**" is now ready to be created and deployed in Ensignten Manage.

## Redirect Mboxes

One common way to optimize your website pages or landing pages is to redirect visitors to alternate versions of your original web page. In Adobe Test&Target, you can set up an Optimization Campaign powered by a redirect offer to send your visitors to different variations of your pages in an A/B split test. This requires a mbox on the original default page to implement your redirect offer, preferably one that is at the very top of your page so that you avoid causing a content flicker so that your visitors do not "see" the default page content begin to load and then become redirected to a new page. For this reason, redirect mboxes are best delivered in your Ensignten "**Global**" condition with their own inline conditions about when and where to activate.

## Provisioning a Redirect Mbox

1. Enter a name for your redirect mbox. Keep it as semantically meaningful as possible and as unique as possible so that you do not accidentally conflict with a other Adobe Test & Target Campaigns that you may have running.
3. Next, choose the mbox type. Select "**Redirect**" and continue.

Once you've finished adding your "**Targeting**" and "**Mbox Parameter**" options described in the previous section, your "**Redirect Mbox**" is now ready to be created and deployed in Ensignten Manage.

## QA Testing your Implementation

Once you have created and configured the "**Adobe Test & Target App**" deployment for your account, it is ready to have mbox provisioner deployments set to be dependent on it. Here's a visual, hierarchical dependency diagram to show how the deployments should generally be set up in the proper dependency order:

1. **Global Deployments**
  - a. **Ensignten Frameworks**
    - i. **Adobe Target App**
      1. **Global Mbox**
      2. **Redirect Mbox**
2. **Page-Conditional Deployments**
  - a. **Content Mbox**
  - b. **Conversion Mbox**

The "**Adobe Test & Target App**" powers the entire mbox engine and mbox provisioning for your site and needs to run at the top of your page leveraging the "**Global**" Ensignten Manage condition. While you can QA the delivery of the this framework directly by confirming that it does indeed become delivered into your site pages, by itself, it does nothing. For best practice we recommend to set up at least one mbox to be delivered and set to be dependent on this framework and then launched in addition. That way, as you navigate to and load the page on your site where this mbox should be deployed and confirm that the actual integration to T&T is working as expected.

## QA Testing Steps

Here are the chain of QA steps that you might find useful to start with, in order to properly QA or triage your implementation once it has been deployed:

- 1.** Navigate to the page on your site where your new mbox should be active. Confirm that you do not, in fact, have a related Javascript error on the page. This is unlikely because Ensignten wraps all deployments with error catching so that the error never bubbles up into your page, but it never hurt to confirm.
- 2.** Next launch the Ensignten Visual Tagger and navigate to "**Inspect > Deployments Inspector**" and check to see if any Ensignten-caught errors are displayed. If so, click the error to see the message and correct your code accordingly. If not, continue.
- 3.** Next click the "**All Deployments**" button in the "**Deployments Inspector**". A popup should fire with all the deployments listed out and uncompressed that are currently being deployed on the page. Do a quick search and confirm that your deployment was even deployed and delivered. If not, you may not have met your deployment's targeting criteria to trigger its delivery. If this is the case, return to Ensignten Manage and double check your targeting for your mbox and framework. If this is not the case and you do see your code delivered, continue.
- 4.** And finally you can now reload your page with "**?mboxDebug=1**" in the URL and your mboxes and other related information about your implementation will be displayed in a browser popup. If not, confirm that your code has deployed, that you do not have popups set to be blocked, and that your T&T admin server number is indeed accurate.

Once you have resolved your deployment issues and have confirmed that your mbox has been sent and a response returned into your page via the debugging popup, your Adobe Test & Target implementation is now ready to begin Optimization testing as you see fit.

If you are experiencing any issues, be sure you confirm all the configuration details of each deployment listed above and ensure that you do not have any existing legacy or older deployments for Data Manager or MVT that are still active which may conflict with the upgraded Frameworks. And finally, if you are still having trouble, reach out to your Account Manager or open a support ticket by sending an email to "**support@ensighten.com**" explaining the situation and we will be glad to assist you.