

Set Adobe Analytics eVars

Last Modified on 06/24/2026 1:37 pm EDT

If you want to track Digioh Campaign interactions to Adobe Analytics eVars, follow these steps:

1. In Digioh, from the profile menu top right, go to Custom JS (Apps)
2. Install the App "Set Adobe Analytics eVars"
3. Configure page-level **metadata** as below
4. Publish

The app configuration is metadata:

```
evar:varNum : varValue
```

For this to work, you must have created the eVars in Adobe *in advance* and know its numeric ID.

A common use case would be to use merge tags, e.g. to retrieve the Campaign name or ID. **You must also install the Universal Merge Tags App if you want to do this.** Universal Merge tags give you account and campaign info, like [BOX_ID], as well as form submission data, like [FIRST_NAME] or [CUSTOM_1].

The screenshot displays the configuration interface for the 'Set Adobe Analytics eVars' app. On the left, under 'Page Name', the value is 'Initial Email Sign Up'. Under 'Page Metadata', there is a table with three rows:

Key	Value	
evar:114	[BOX_ID]	+ -
evar:115	[BOX_NAME]	+ -
datalayer	clear_all	+ -

Below the table are 'Page Branching Logic' buttons: 'Add Branch' and 'Delete Last Branch'. On the right, a form contains three input fields: 'FIRST NAME', 'EMAIL (REQUIRED)', and 'STATE (REQUIRED)'. At the bottom right, a yellow button is labeled 'SIGN UP & SELEC'.

When the Campaign page is viewed, the app will set any relevant eVars and call the s.t() function to track back to Adobe. Note that you can, for example, configure eVars on a thankyou page after form submission, in order to track conversion information.

For testing, use Preview from the Campaign Editor to see notifications of simulated tracking. For troubleshooting on a live site, use **boxqamode** to see helpful notifications.

Sent eVars

- i Set Adobe eVars activated: [Stop Notifications](#)
- i Set Adobe eVars: Tracked eVar boxId=237376 (Simulated in Preview)
- i Set Adobe eVars: Tracked eVar boxName=eVar Test (Simulated in Preview)

Close All

Questions? Comments? Let us know at support@digioh.com
