Set Adobe Analytics eVars

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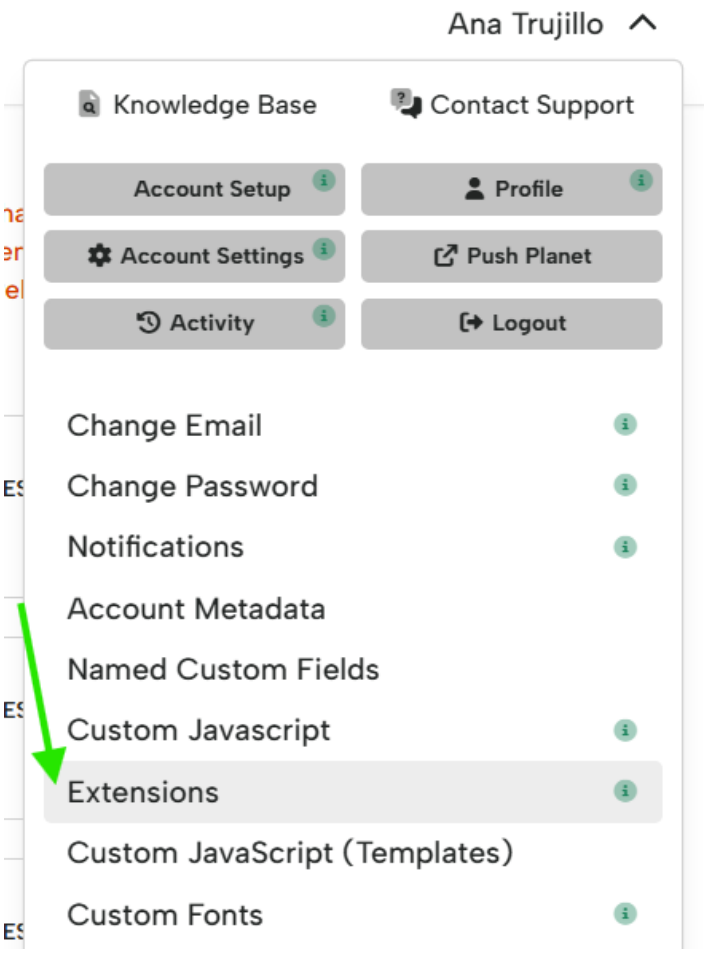
Digioh can set specific Adobe Analytics eVars based on how visitors interact with your campaign, so campaign data flows directly into your existing Adobe Analytics reports alongside the rest of your site data. This guide walks you through installing the Set Adobe Analytics eVars extension and configuring it to track eVar values from your campaign, without writing custom code.

What You'll Learn

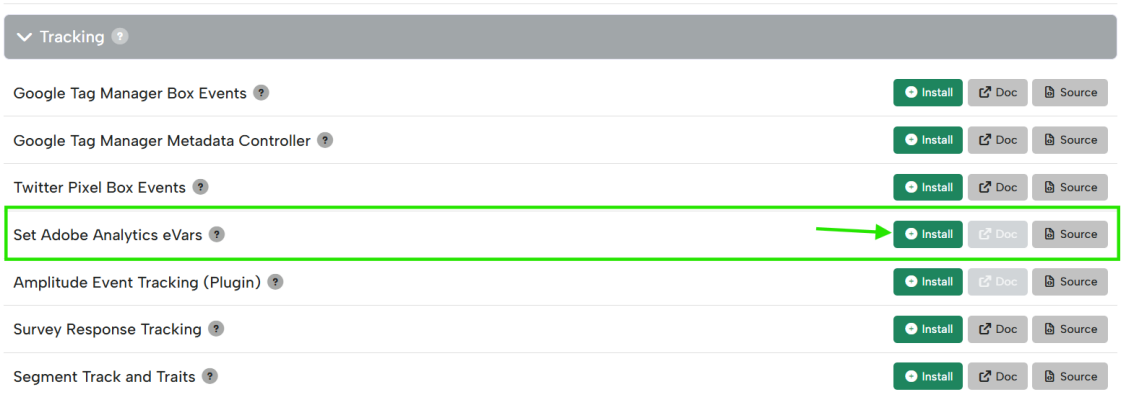
- How to install the Set Adobe Analytics eVars extension
- How to configure which eVar receives which value, per campaign page
- How the extension tracks values when a campaign page displays and when a visitor moves to a new page
- What happens if Adobe Analytics isn't detected on the page
- The metadata format required to track eVar values

Install the Extension

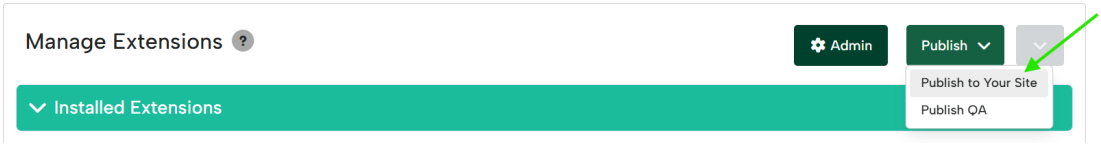
1. From your profile menu, click **Extensions**.



2. Open the **Tracking** category and install **Set Adobe Analytics eVars**.



3. Click **Publish to Your Site** on the Manage Extensions page.



Once published, you're ready to configure eVar metadata on your campaigns.

How It Works

The extension checks for **eVar** metadata at two points in a campaign session:

- **When a campaign page displays** : it reads all **evar** metadata configured for that page, sets the matching eVar values, and sends the data to Adobe Analytics.
- **When a visitor moves to a new page in a multi-step campaign** : it reads the **evar** metadata configured for that page and repeats the process.

> **Note**: eVar values are set when the page displays, not when a form is submitted. The value sent to Adobe is the static text you configure in the metadata, not what a visitor types into a form field. If you need to capture visitor input, this extension isn't the right tool.

Supported Metadata

Add this metadata on the campaign page or element whose value should be sent to Adobe Analytics.

Metadata Key	Apply To	Value	Description
evar: <number>	Any element or page	The static value to track	Sets eVar<number> to this value when the page displays. At least one evar: key is required. If no evar: metadata is present anywhere in the campaign, the extension does nothing.

The number after evar: must be a plain integer, for example **evar:21**. A non-numeric suffix, like evar:favColor, is rejected and won't track.

Setup

Step 1: Confirm Adobe Analytics Is Loaded

Important: This extension requires Adobe Analytics to be already loaded on the page, separately from Digioh. If Digioh can't detect it when the campaign displays, it shows a warning in the notification panel and no eVars are set.

This check doesn't run in Preview mode inside the Design Editor. Preview simulates tracking regardless of whether Adobe is present. QA mode runs on your live site, where Adobe should already be loaded, so eVars fire for real in QA.

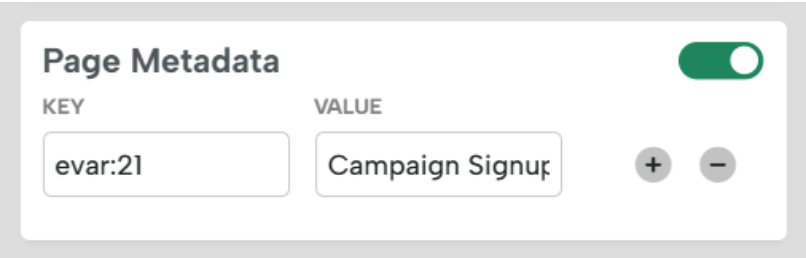
Step 2: Add eVar Metadata

You'll add this metadata in one of two places, depending on what you want to track:

- **For page metadata**: open the **Layout** tab in the Design Editor and scroll down to **Page Metadata.**
- **For element metadata**: click the element to open its editor, then scroll down to find that element's metadata.

Name the eVar number and the static value to send:

evar:21 = Campaign Signup



You can configure multiple evar: keys on different elements of the same page to set several eVars at once. In a multi-step campaign, configure separate evar: metadata on each page. The extension fires independently when each page displays.

Tip: If you want to pull in dynamic details, like the campaign name, instead of typing static text, you can combine this with the Digioh Universal Merge Tags extension.

Step 3: Test

1. **Preview mode**: Use Preview in the Design Editor to confirm your evar: metadata is

configured correctly. Click on the Digioh icon in the bottom left corner to see preview log notifications; this will show you what would be tracked, without sending any data to Adobe.

2. Publish the campaign and load your live site with the Adobe Experience Cloud Debugger (or a similar tool) open.

3. Advance through each page of a multi-step campaign in both modes to confirm the correct eVar notifications appear per page.

Troubleshooting

Log notifications appear in preview or QA mode when clicking on the Digioh icon in the bottom left corner. Some common issues are:

Notification	Meaning
Did not find Adobe JavaScript on the page, Digioh cannot track eVars	Adobe Analytics wasn't detected when the campaign page displayed. Confirm your Adobe tracking code loads before or alongside Digioh, and check with your Adobe implementation team. This warning doesn't appear in Preview mode.
evar:X must be number, e.g. evar:21	The eVar metadata key wasn't formatted as a plain number after evar:. Correct the key name to use a numeric suffix only.
Nothing appears in Adobe Analytics	Most likely cause: no evar: metadata is configured on the page actually being shown.

Best Practices

- Coordinate with your Adobe Analytics implementation team to reserve specific eVar numbers for Digioh campaign data before configuring metadata.
- Use Preview or QA mode to confirm your evar: configuration before publishing. It shows exactly what would be tracked for each page.
- In multi-step campaigns, verify eVar notifications appear for each page individually when you advance through the flow in QA mode.
- Document which eVar number maps to which campaign concept, so future edits don't collide with other tools writing to the same eVars.

Things to Avoid

- Don't use a non-numeric suffix after evar: (for example, evar:color). It will be rejected, and nothing will track.
- Don't assume eVars fire at form submission. They fire when the page displays. If a page is skipped or never reached, its evar: metadata won't fire.
- Don't rely on this extension if Adobe Analytics loads after Digioh campaigns render. You'll see the "Did not find Adobe JavaScript" warning and no data will send.

That's it, your Adobe Analytics eVar tracking is ready to go. Need a hand? Reach out to support@digioh.com.