

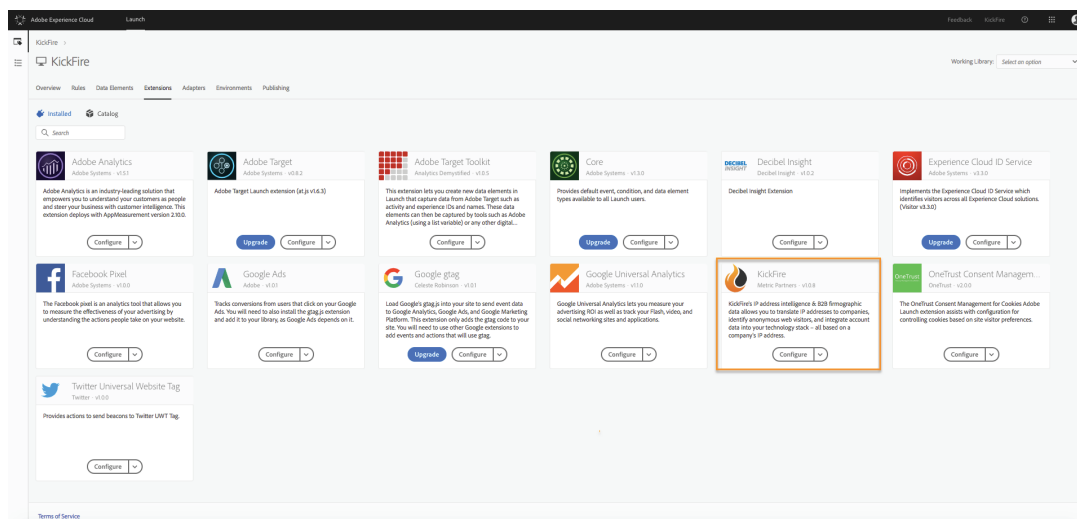
KickFire for Adobe®

KickFire's IP address intelligence & B2B firmographic data allows you to translate IP addresses to companies, identify anonymous web visitors, and integrate account data into your technology stack – all based on a company's IP address. Installing KickFire's Launch extension, publically available in Adobe's Launch extension catalog, allows users to connect KickFire's Company API to your Adobe data layer.

Launch is the next-generation of the Adobe tag-management capability, built into the Adobe Experience Cloud. Launch enables clients to: Deploy client-side web products using integrations called extensions. Refer to **Adobe Launch Documentation**.

Install and Configure KickFire Launch Extension

1. From the Launch Extension catalog, find the KickFire extension and select Install.



2. Required: Enter your KickFire Company API Key.

Need help creating an API key? Refer to **Getting Started with KickFire API**.

Optional:

- If you have been provided a Visitor Location Key, enter this in the second field.
- Toggle to collect MyAPI™ data.
- Toggle to collect information if an ISP IP is detected.

KickFire Company API Key:

Visitor Location Key: (add on)

Get MyAPI Data:

Keep Data if ISP:

3. Click Save at the end of configuration.

Add Data Elements

4. Go to: Data Elements > Add Data Element.
5. Enter the name of the element to be set.
6. Select the “KickFire” extension.
7. Select the Data Element Type (Company or MyAPI™), based on API source.

Edit Data Element

Name

Extension
KickFire ▼

Data Element Type
Company Data ▼

Storage Duration
Session ▼

8. In the configuration screen, enter the KickFire data value to be mapped to the Adobe Launch data element. This value must match the KickFire API data value exactly.

Enter the KickFire Company data element name: companyName

KickFire Data Element Names (v3)

companyName	sicGroup
tradeName	sicCode
website	sicDesc
city	naicsGroup
region	naicsCode
country	naicsDesc
employees	isISP
revenue	

*See API Info tab for full schema

9. Repeat Steps 4-8 to create additional data elements for any other KickFire values you would like to capture.

Configure Standard Rules

There are 2 standard rules for configuration.

If you have custom processes, please consult your Adobe Admin for any additional rules.

Rule 1 – Implements the Launch Extension

The first rule is required in order to capture KickFire data:

10. Go to: Rules > Add Rule.
- 10a. Name the rule: Get KickFire Data.

Edit Rule

Name

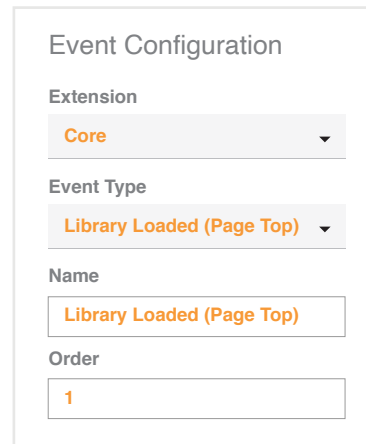
If - Determines when you want the rule to fire

10b. Events > Add.



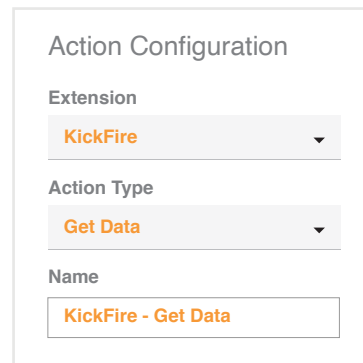
10c. Extension: Core > Event Type: Library Loaded (Page Top) > Name: Library Loaded (Page Top) > Order: 1 > Keep Changes.

Note: Rule order determines which rule runs first when an event is triggered. If two rules have the same event type, the one with the lowest number will run first.

A screenshot of a form titled "Event Configuration". It contains four fields: "Extension" with a dropdown menu set to "Core"; "Event Type" with a dropdown menu set to "Library Loaded (Page Top)"; "Name" with a text input field containing "Library Loaded (Page Top)"; and "Order" with a text input field containing "1".

10d. Actions > Add.

10e. Extension: KickFire > Action Type: Get Data > Name: KickFire - Get Data > Keep Changes.

A screenshot of a form titled "Action Configuration". It contains three fields: "Extension" with a dropdown menu set to "KickFire"; "Action Type" with a dropdown menu set to "Get Data"; and "Name" with a text input field containing "KickFire - Get Data".

10f. Save this Rule.

Map KickFire Data Values to Adobe Variables

The suggested place to map the KickFire data values to Adobe variables is in the "set variables" action of your existing main page load rule.

11a. Go to: Rules and open your main page load rule.

11b. Edit the "set variables" action.

THEN - *Determines what you want the rule to do*

ACTIONS

Set Adobe Variables THEN Adobe Analytics - Send Beacon THEN Adobe Analytics - Clear Variables

11c. Map your preferred eVars to the data elements you added in Steps 4-9. Your mappings may look similar to this:

eVars

eVar1: Custom Conversion 1	Set as	&companyName&
eVar2: Custom Conversion 2	Set as	&website&
eVar3: Custom Conversion 3	Set as	&revenue&
eVar4: Custom Conversion 4	Set as	&sicDesc&
eVar5: Custom Conversion 5	Set as	&naicsDesc&

11d. Click Keep Changes.

11e. Save the updated rule.

11f. Publish to Deployment or Production and your KickFire integration is complete!

(Optional) Rule 2 – Sends data to Adobe Analytics, Target, etc.

If for any reason your KickFire data needs to be sent separate from your page load rule, configure a separate "Direct Call" call rule that will collect KickFire values. Please note that entry/bounce rates can be impacted since this Direct Call rule is triggered on the entry of the site.

12a. Name the rule: Send KickFire Data.

12b. Events > Add.

Edit Rule

Name

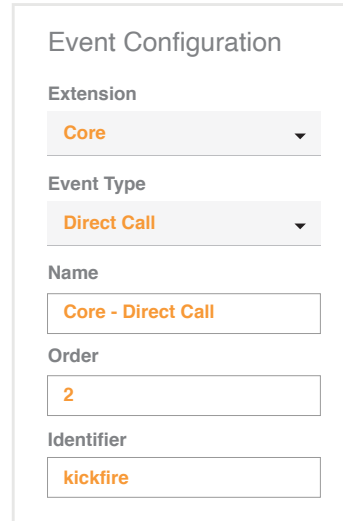
Send KickFire Data

If - *Determines when you want the rule to fire*

EVENTS

+ Add

12c. Extension: Core > Event Type: Direct Call > Name: Core - Direct Call > Order: 2 > Identifier: kickfire.



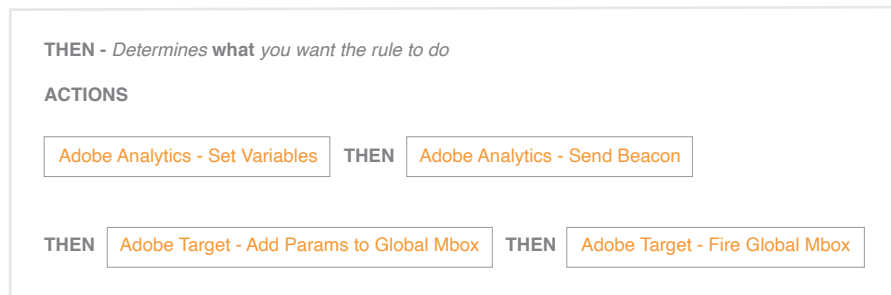
The image shows a form titled "Event Configuration" with the following fields:

- Extension: Core (dropdown menu)
- Event Type: Direct Call (dropdown menu)
- Name: Core - Direct Call (text input)
- Order: 2 (text input)
- Identifier: kickfire (text input)

12d. Actions > Add.

12e. For Adobe Analytics: Adobe Analytics - Set Variables > THEN > Adobe Analytics - Send Beacon.

For Adobe Target: Adobe Target - Add Params to Global Mbox > THEN > Adobe Target - Fire Global Mbox.



The image shows a diagram of a rule configuration with the following structure:

THEN - *Determines what you want the rule to do*

ACTIONS

- Adobe Analytics - Set Variables **THEN** Adobe Analytics - Send Beacon
- THEN** Adobe Target - Add Params to Global Mbox **THEN** Adobe Target - Fire Global Mbox

13f. Save this Rule.

13g. If you utilize this optional rule configuration, be sure to publish to Deployment or Production to complete your KickFire integration.