China Performance Optimization FAQ

Adobe' Performance Optimization in mainland China enables customers within China to send data directly to the China edge node, instead of other locations globally. This improves page load times and data accuracy as compared to sending the data to nodes outside of China.

Important: *Using the China edge node incurs additional cost. Before implementing performance optimization in China as described in this document, please contact your organization's account manager for full support and to ensure that you are correctly entitled to this functionality.*

The following table describes the general capabilities of China Performance Optimization:

Capability	Yes	No
Faster for customers inside China	X	
Faster for customer outside China		X
HTTPS capability	X	
First-party cookie implementation capability	X	
Third-party cookie implementation capability	X	
Server-Side Forwarding to Audience Manager	X*	
Analytics for Target (A4T) support See [Analytics as the reporting source for Adobe Target](#)	X*	
ECID support	X*	

* Although AAM server-side forwarding, A4T and ECID are supported, the Target and demdex-equivalent domains are not currently in mainland China and do not have the same speed or reliability benefits as those with the edge node in China.

This document covers the following topics:

[How do you implement First-Party Tracking with China Performance Optimization?](#)

[How do you implement Third-Party Tracking with China Performance Optimization?](#)

[How do you identify users in China?](#)

[How do browsers currently store and manage Analytics cookies?](#)

[How do you plan for Safari users in China?](#)

[Should you use a first-party or third-party cookie implementation?](#)

[What are future plans for supporting China Performance Optimization?](#)

[Terminology used in China Performance Optimization](#)

How do you implement First-Party Tracking with China Performance Optimization?

Follow the documentation to [implement an Adobe Managed TLS certificate](). When submitting your First-Party cookie request form to Customer Care, also provide your ICP license and request that the Regional Data Collection type be set to "Experience Edge Mainland China Only".

Please note that, in order to obtain an ICP license, your First-Party hostname must follow Chinese Government regulations. This includes being part of the ".cn" top level domain. In most cases, the ICP license you have for your existing ".cn" domain will be sufficient. Contact the Ministry of Industry and Information Technology for more information.

If your ICP license is invalid or revoked, Adobe is required to remove the implementation from our edge servers in Mainland China.

How do you implement Third-Party Tracking with China Performance Optimization?

Tracking can be brought on to the China edge node at any point that is convenient for your service. For any digital property (such as a mobile app or web page) that you want routed to the China edge node, change the tracking server in the SDK to:

```
<namespace>.sc.adobedc.cn
```

Be sure to insert the proper namespace. This is typically found at the beginning of your existing tracking server. For example: `<namespace>.sc.adobedc.cn`.

Do not set your trackingServer value globally –including all properties and geographies—to the China edge node if any substantial part of your customer base is outside of China. This will negatively affect the speed for your users outside China because it forces calls to go to China and back for a response. **The trackingServer value should be set to the China edge node value only for customers who are in China.**

How do you identify users in China?

Regardless of where your digital property is hosted, or which language it uses, your users in China will experience improvements if you are using the edge node in China. Thus, the recommended practice is to determine which users are located in China and then use that edge node for those users. Methods that might help you to identify these users include:

- Using a reliable GeoIP solution. You might decide to use a server-side solution to easily integrate with Adobe Experience Platform Launch (or DTM - Dynamic Tag Management). In this case, the location can be determined by including a standard data element in the Experience Platform Launch or DTM object. Or, you might use a client-side GeoIP solution. In this case, Experience Platform Launch can be hooked into the client-side code. Note that such solutions may involve prompting the user to navigate to the localized site. This presents a risk that the first page is

counted by the global tracking server and the second page by the one in China, which can result in a double-counted visit. Follow best practices for GeoIP solutions. Adobe is not responsible for the accuracy of the GeoIP solution you use.

- Using site structure or the browser language (the navigator.language / accept-language header). The advantage of this method is lower cost and possibly better performance. The disadvantage of this method is that Chinese-speaking visitors visiting outside of China are subject to negatively-affected speeds.
- Using the browser and geo-related Dimensions in Analytics.
- Using a hosting solution based in China and setting the trackingServer to the China edge node based on your host. This will also increase speed substantially.

How do browsers currently store and manage Analytics cookies?

Implementation	Description
Third-party cookie implementations	Browsers currently store the Adobe demdex.net ID as a third-party cookie. This cookie provides persistent identifiers across domains and allows for secure (https) content. Although other third-party cookies may make calls to numerous other domains, the Adobe cookie calls only Adobe. Currently, the Safari browser includes some restrictions for third-party cookies. For more information, refer to Safari browser documentation.
First-party cookie implementations	The Analytics visitor ID cookie can be set and stored in a first-party context providing a persistent visitor id for Analytics reporting. The persistence of this visitor id can vary depending on the implementation and the browser being used. To learn more about using first-party cookies with Analytics, please refer to this documentation.

How do you plan for Safari users in China?

Currently, statistics show that Safari has only a small minority of the browser market in China. This information may be helpful in planning your implementation.

You can also use Analytics dimensions to determine which browsers your users have in different geographical regions. This may give a more accurate idea of how many Safari users you have in mainland China. For more information, see GeoSegmentation.

For more information on maintaining persistent identifiers with Safari users, see the following:

- Intelligent Tracking Prevention (ITP) and Adobe Analytics
- ECID library methods in a Safari ITP world

Should you use a first-party or third-party cookie implementation?

The following table shows the characteristics for each implementation:

Characteristics	First party	Third party
China node acceleration	X	X
HTTPS	X	X
CNAME configuration	X	
Possible browser restrictions		X
Uses demdex.net cookie		X
Regulatory approval needed (ICP license)	X	

- To implement first-party cookie contexts, you must create CNAME records and have an Adobe specialist configure hostnames. Contact Adobe Customer Care for more information.
- For third-party cookie implementations, follow the instructions provided above and contact Customer Care for any additional help.

What are future plans for supporting China Performance Optimization?

Customers who begin using Adobe's China Performance Optimization now are welcome to continue using this edge node indefinitely. Adobe plans to keep China Performance Optimization progressing and will eventually add support for the following features:

- An equivalent to the demdex domain specifically for China
- Full support for ECID and Audience Manager

Terminology used in China Performance Optimization

1. **HTTPS**: the secure variant of Hypertext Transfer Protocol (HTTP). This encrypts all data between the browser client and server.
2. **First-party cookie implementation**: First party cookies are created by Customer websites (domain-specific) and stored into client browsers as users visit Customer websites. All browsers generally accept first-party cookies. In a first-party cookie Analytics implementation, the Visitor ID cookie is created at an Adobe node when the hostname is reconciled with the domain by use of a CNAME. The cookie is then accepted by the browser in a first party context. For more information, see About first-party cookies.
3. **Third-party cookie implementation**: Third-party cookies are not created by websites users visit. Although browsers currently treat third-party cookies the same and store them accordingly, third-party cookies themselves can behave in different, important ways. In a customer's Analytics third-party cookie implementation, the client makes calls only to Adobe, and not to unknown or suspicious third-party domains. This is the current method for implementing Analytics for secure (https) and reliable tracking with persistent identifiers. This method is implemented by configuring the AppMeasurement.js file. For more information, see Cookies and the Experience Cloud Identity Service.
4. **CNAME**: The canonical name (or host name) configured on DNS servers to forward data to Adobe nodes. CNAMEs can be used to provide first-party cookie contexts for cases in which third-party cookie implementations are not viable. For more information, see Data Collection CNAMEs.

5. **Appmeasurement.js**: The AppMeasurement file is the core JavaScript file that defines how Analytics functions and how it is configured. For more information, see [JavaScript implementation overview](#).
6. **ICP License**: A license from Ministry of Industry and Information Technology to permit websites to operate in China.