

Other Noteworthy Features

[_satellite.track Add-On](#)

Launch allows you to pass extra parameters in Direct Call Rules (eg `_satellite.track("add to cart",{name:"wug",price:"12.99",color:"red"})`)

[Extension Catalog](#)

Browse, configure, and deploy marketing/advertising tools built and maintained by independent software vendors. Tie in Adobe Analytics, Target, ContextHub, and other 3rd party data tools with ease through their unique extensions.

[Rule Builder](#)

The rule builder includes real-time error checking and syntax highlighting for your custom code. When the criteria outlined in your rules are met and conditions are satisfied, the actions you define are executed in order.

[Enterprise Publishing](#)

- Changes to your code are encapsulated within libraries you define.
- You specify where and when you want your code deployed.
- Multiple libraries can be built in parallel by different teams.
- Deliberate process for merging libraries together.

[Open APIs](#)

Automate implementations of individual technologies or a group of technologies.

- Launch interacts with the Reactor APIs.
- Deployments can be automated through APIs.
- Integrate the Launch APIs with your own internal systems.
- You can build your own user interface if desired.

[Data Control](#)

• It has become the need of the hour to prevent data leakage to third parties and comply with data privacy legislation (cookie consent, do not track). Launch enables you to do this.

[Multiple Event Support](#)

One can now trigger the same rule based on any number of conditions like the 'Dom Ready', 'Direct Call' all under one hood.