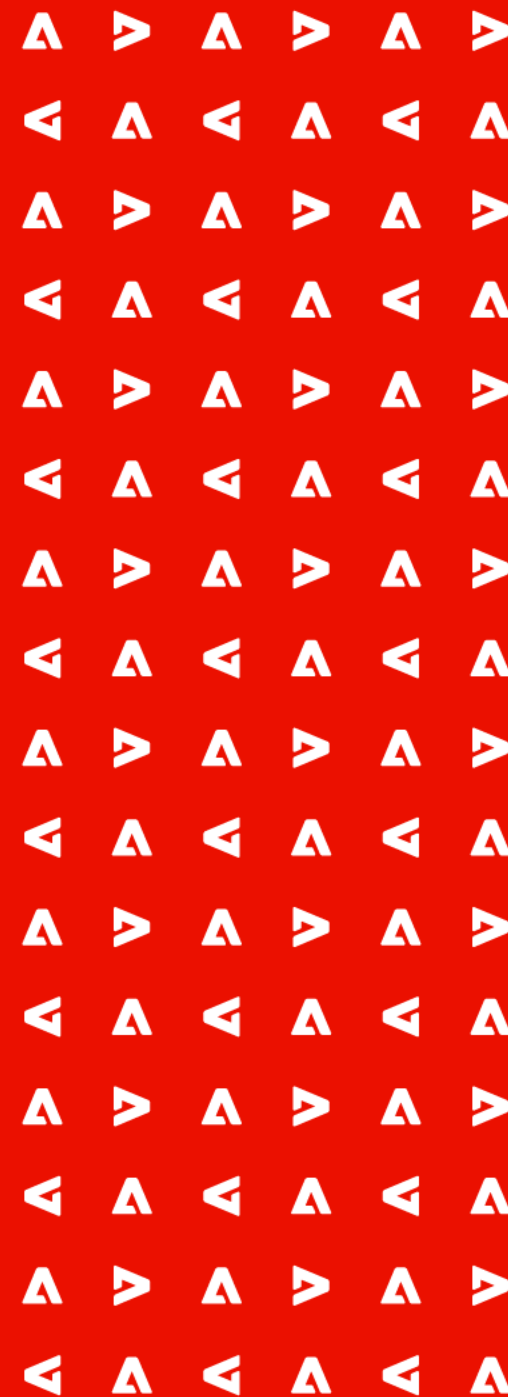




Orchestrating and Delivering Personalized Omnichannel Customer Journeys

Insider Tour Chicago - May 18, 2023



Introductions

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Today's Agenda

1:15 – 3:15

- Customer Journey Management Portfolio
 - *Adobe Journey Optimizer, Adobe Campaign, Adobe Target*
 - *Vision, key capabilities, best practices, use cases*
- Activity: Move to Customer Centricity

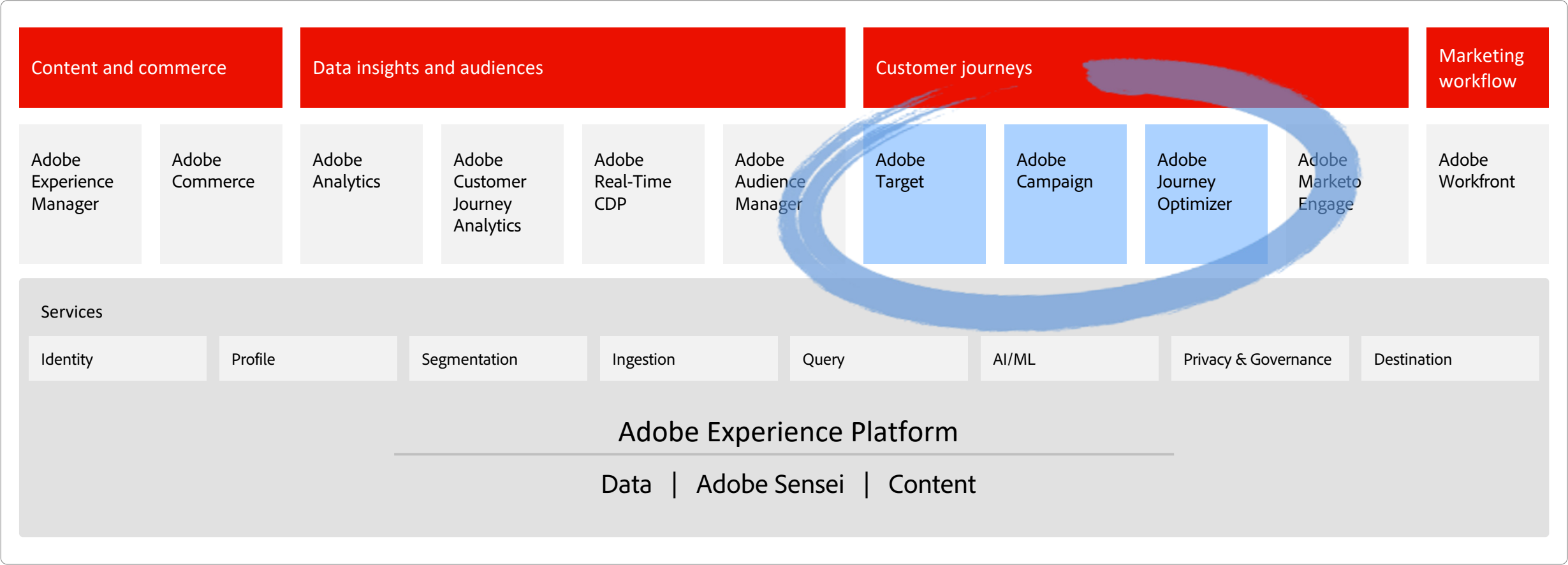
3:30 – 4:30

- Innovations and roadmap
- Q&A and Closing Discussion





Power your digital business with next generation Customer Experience Management



Ideas and inspiration for delivering omnichannel experiences at scale

Key capabilities and strengths of Adobe Journey Optimizer, Adobe Campaign and Adobe Target

Roadmap and future innovations for Adobe Customer Journey Management Solutions

Key
Takeaways

Forces driving change

50% of **consumers use between 3 and 5 channels** during each purchase journey.

The cross-channel marketer's mission has evolved to **managing many touchpoints** in the customer journey.



The Consumer

56%

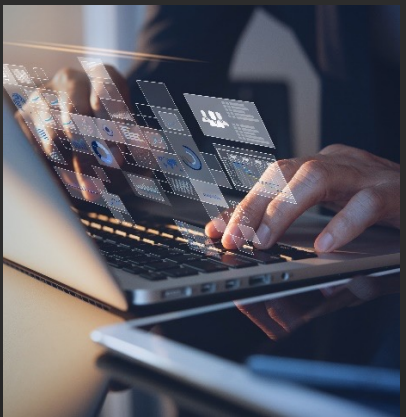
of marketers reporting
new paths to research
and purchase



Source: 2021 Digital Trends Study by Adobe & consultancy

How do you scale?





Marketing Challenges

- The cross-channel marketer's mandates has evolved to **managing many touchpoints** in the customer journey.
- 60% of marketers are using **more than 20 tools** to support marketing.
- **Modernize experiences** to attract a new generation of customers.
- It is **difficult to recruit and retain talent** to drive adoption and utilization of cross-channel technology.
- Understaffed and **fragmented teams and technology** make it difficult to keep up with today's consumer.
- Understanding where someone is in the **customer journey** and what to do next..

Brand Initiated

Moments

Customer Initiated

-  Promotions through Email, Push, SMS
-  Welcome sequence
-  Channel activation
-  Combination of digital and offline
-  Multi-channel orchestration
-  Targeted segmentation

Brand-Initiated Moments

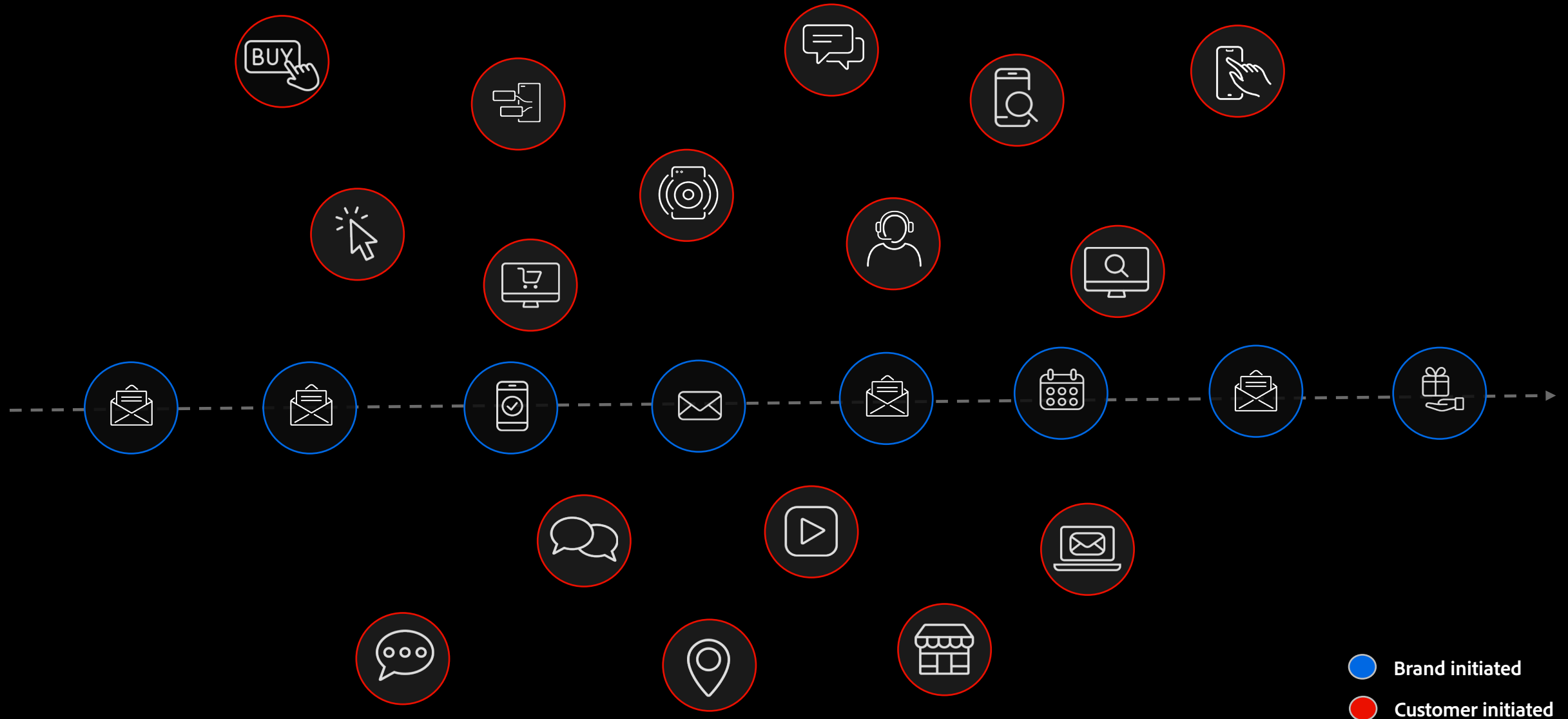


Customer-Initiated Moments

-  Mobile app engagement
-  Website visit
-  Product research
-  Entering venue / store / branch
-  Open an email or message
-  Contact center



Moments That Drive Customer Engagement

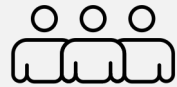


Scheduled Campaigns with 1:1 Real Time Journeys

Brand-initiated Campaigns

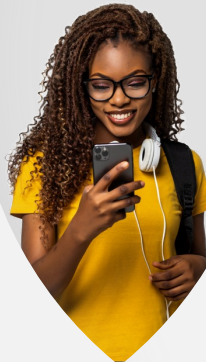
Use Cases

- Promo Campaigns
- Announcements
- Newsletters
- Nurture Campaigns
- Weekly Deals



Campaigns

- Audience focused
- Brand KPIs
- Episodic



Real-Time Journeys

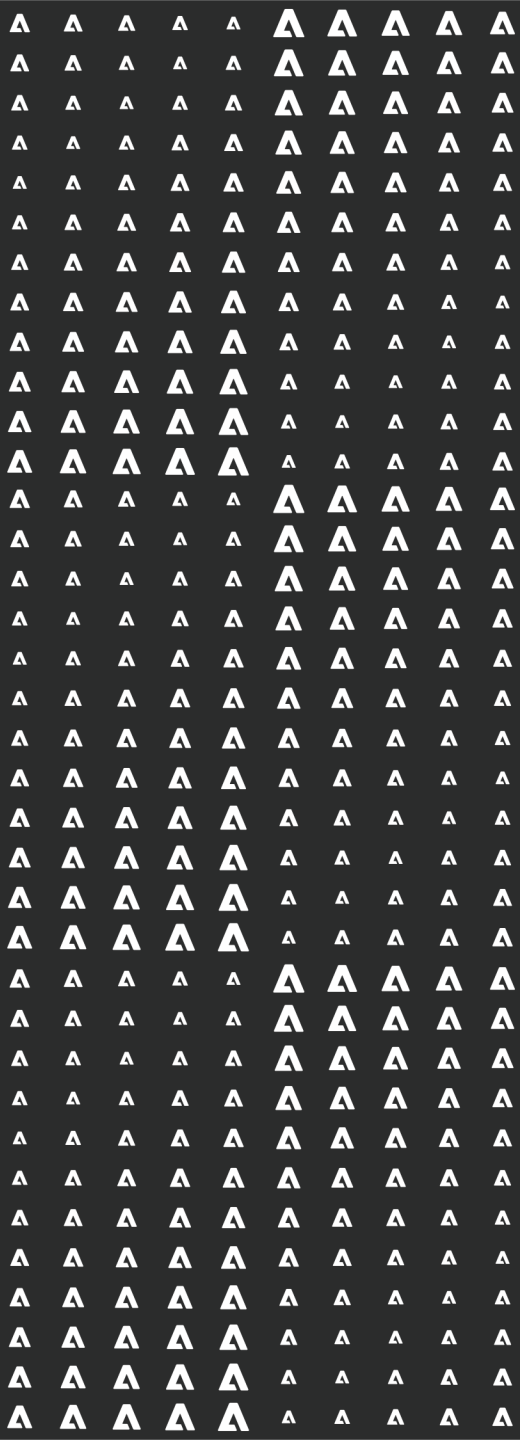
- Individual customers
- Customer Journey Oriented
- Focus on Lifecycle

Customer-initiated Journeys

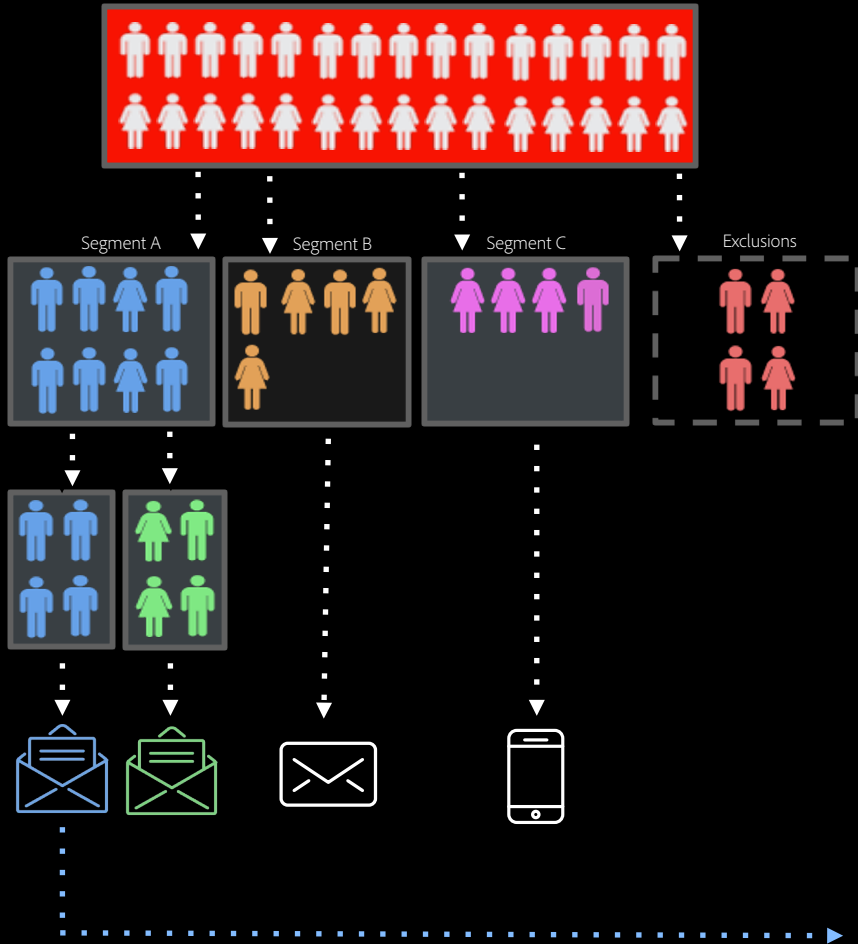
Use Cases

- "In-store" Experiences
- Intelligent Re-engagement
- In-app experiences
- Travel delay notifications
- Personalized Offers

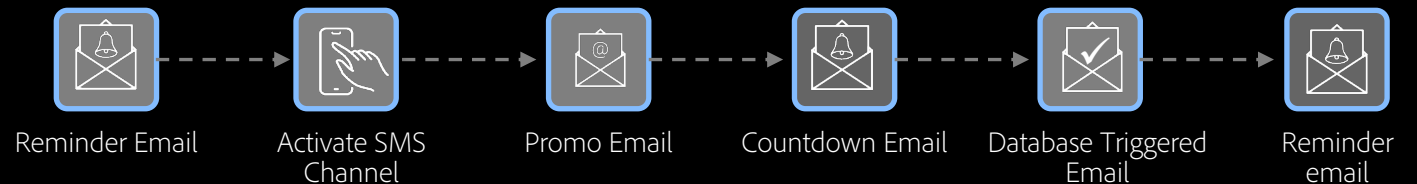
Campaign



Adobe Campaign



- Complex segmentation strategies in cross-channel campaigns
- Seamlessly create test/control groups
- Align segments with optimal delivery
- Extensibility and flexibility
- Processes that support an enterprise email program



Use Case Mapping: Adobe Campaign



Use Cases

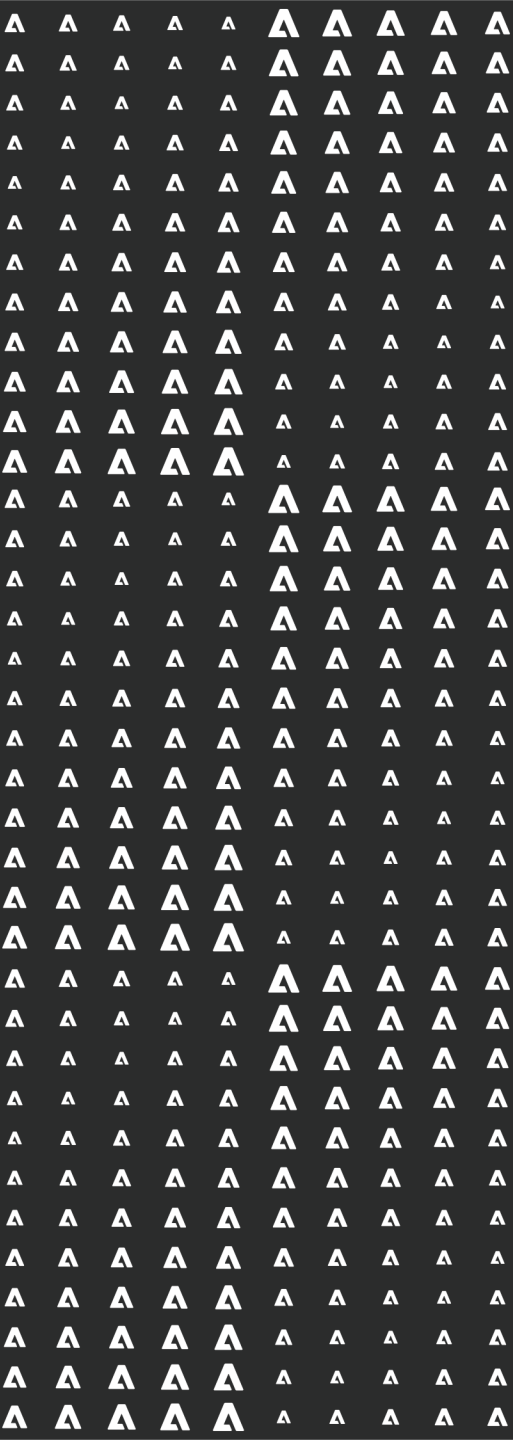
- Enterprise email programs
- Traditional campaign management
- Audience-based marketing programs
- Cross-channel orchestration for brand-initiated campaigns
- Ad hoc campaigns/emails



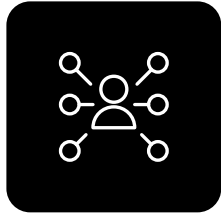
Features Unique to Adobe Campaign

- Multi-step & multi-entity segmentation
- Ad-hoc segmentation (quick counts)
- Create lists
- Database-triggers
- Nurture, multi-wave sequenced campaigns
- Workflows for data management, campaign planning & orchestration
- Access enterprise data via Federated Data Access (FDA)

Journey Optimizer



Optimize the Omnichannel Customer Lifecycle with Journey Optimizer



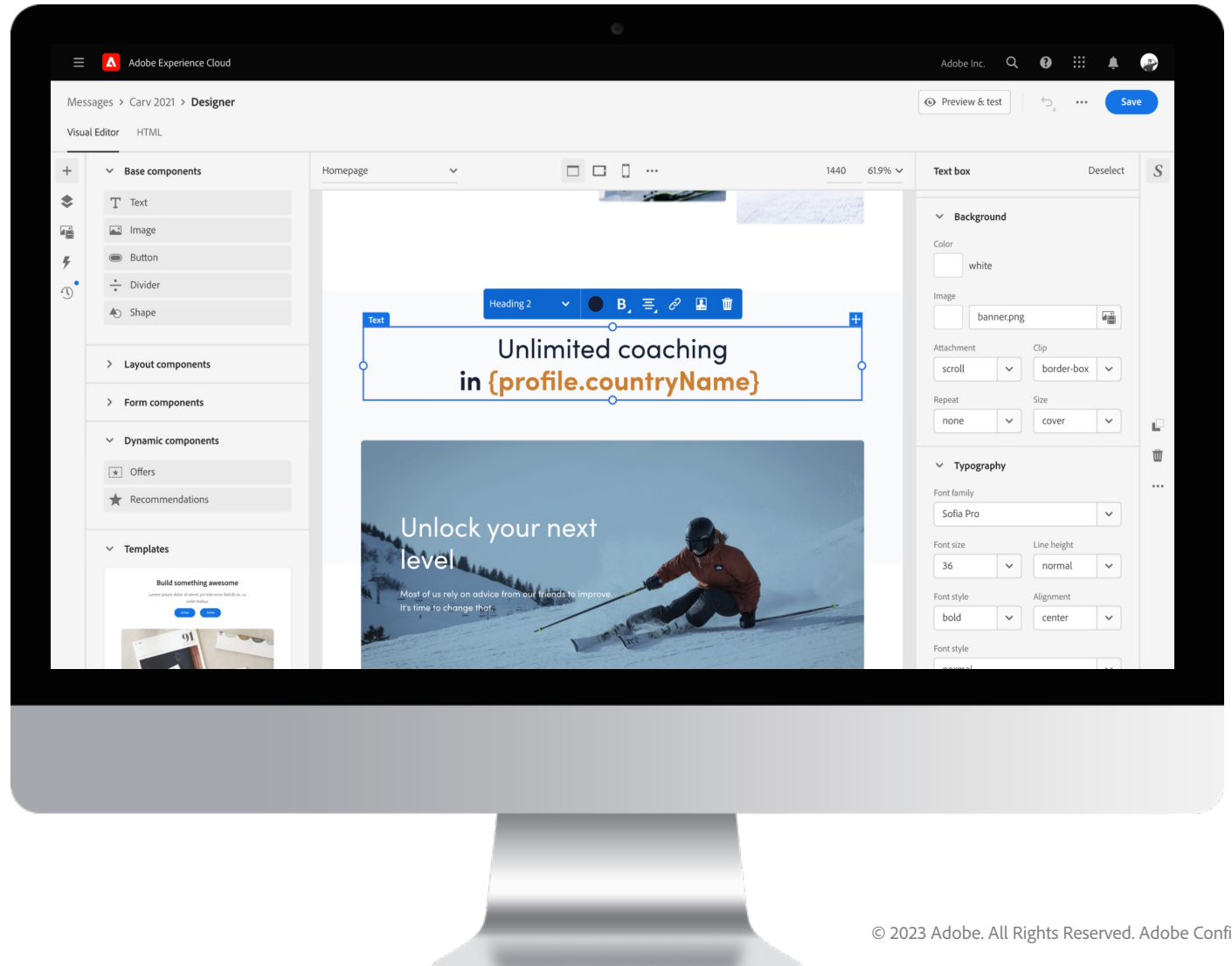
Create the foundation for personalized journeys with a unified, customer profile and real-time insights.



Orchestrate, design and deliver omnichannel brand-led promotions & customer-initiated interactions from a single application.



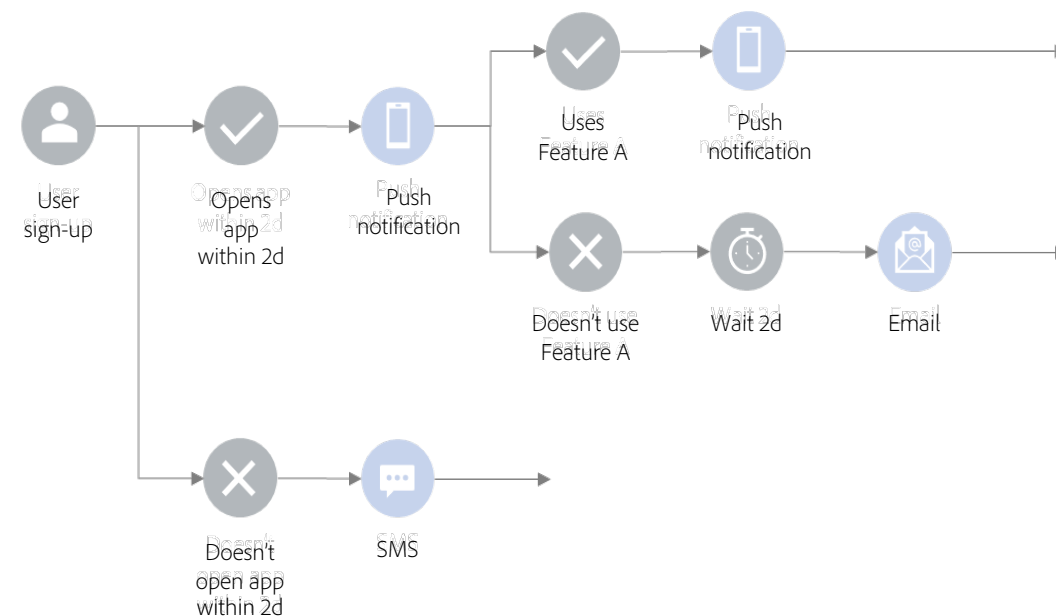
Personalize engagement at scale with centralized decisioning, experimentation, and intelligence.



Orchestration powers effective 1:1 experiences

Create and orchestrate 1:1 cross-channel experiences automatically triggered based on customer behaviors.

- **Complete the profile** by encouraging customers who partially complete personal information return and finish their forms
- **Complete conversions** with abandoned cart or abandoned search reminders
- **Provide real-world recommendations** with geofenced notifications
- **Encourage customer advocacy** by requesting and reminding customers to leave a review or rating
- **Drive customer loyalty** by recommending complementary items following purchase



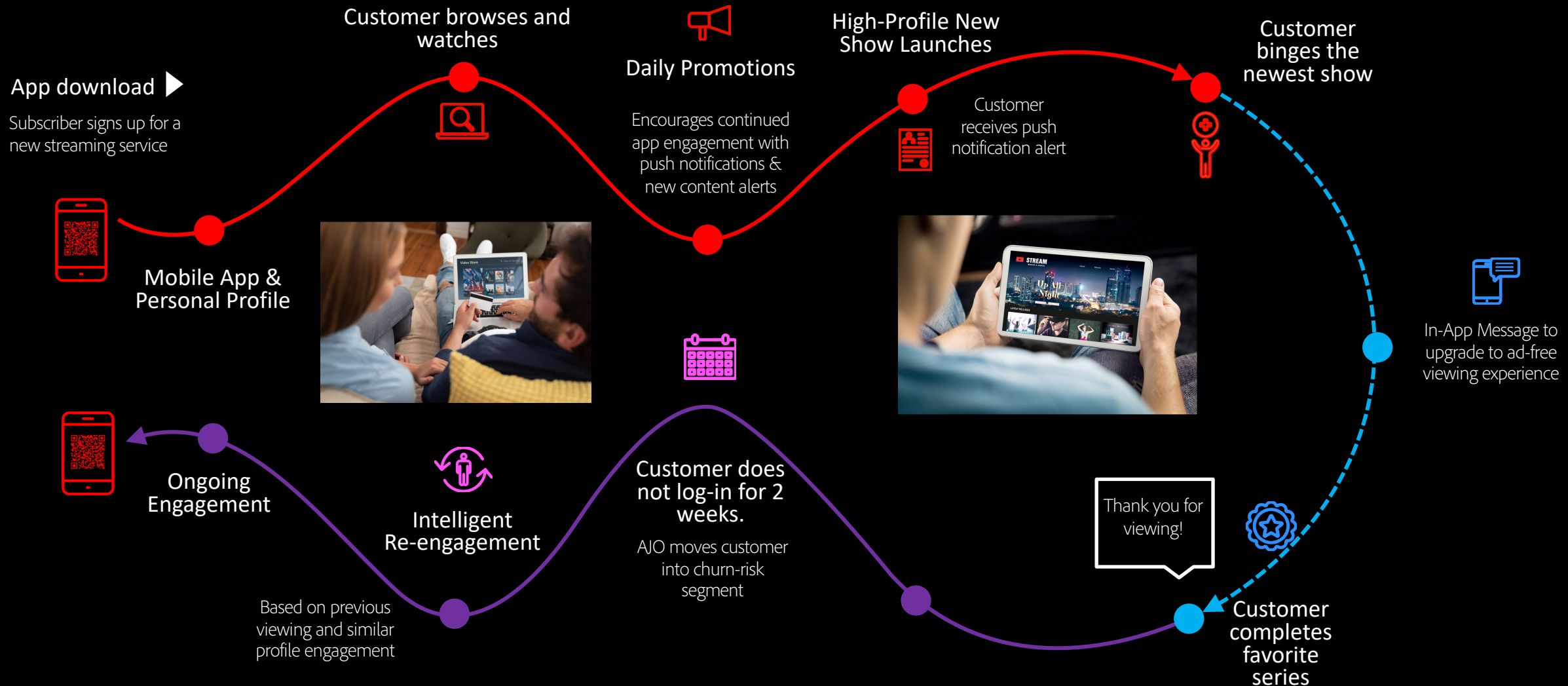
"...companies can realize 20- to 40-percentage-point improvements in customer advocacy, cost reductions of between 15% and 25%, and revenue increases of from 10% to 20%"

- Boston Consulting Group*

**Boston Consulting Group, Transform Customer Journeys at Scale – and Transform Your Business, 2019*

Adobe Journey Optimizer

Example: Subscriber lifecycle for media streaming application (mobile-centric)



Use Case Mapping: Adobe Journey Optimizer



Use Cases

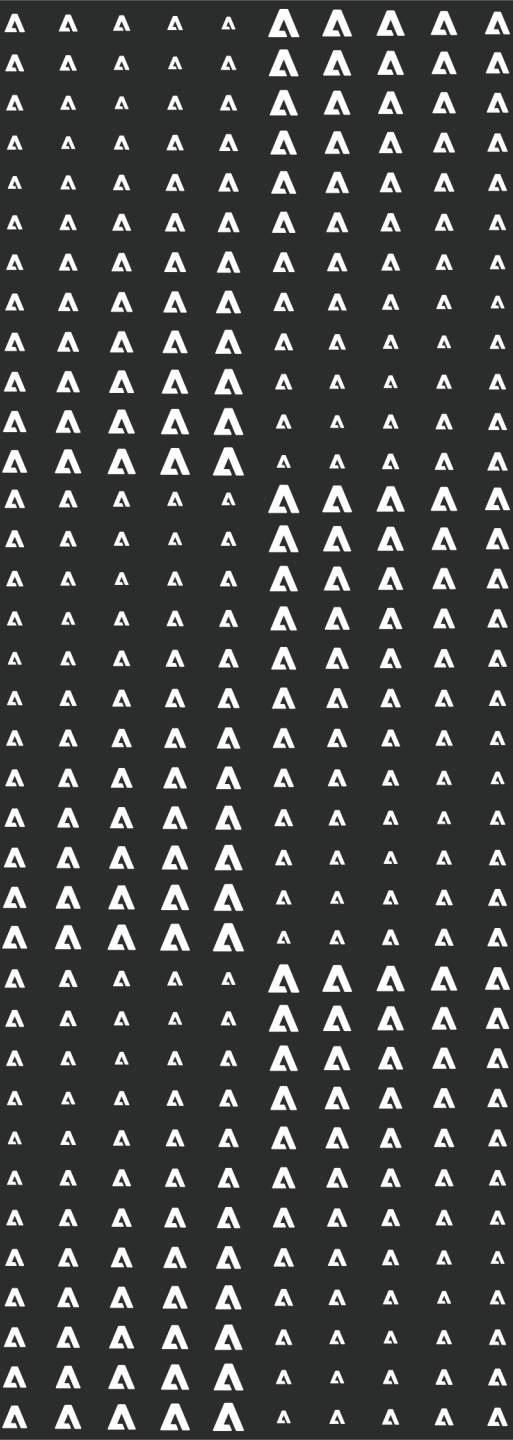
- Real-Time use cases (data is available in-the-moment)
- Mobile engagement use cases
- Healthcare, HIPAA Ready
- Customer Lifecycle
- Fan Engagement



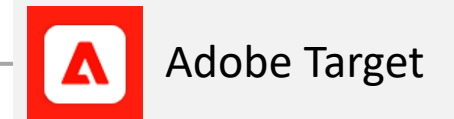
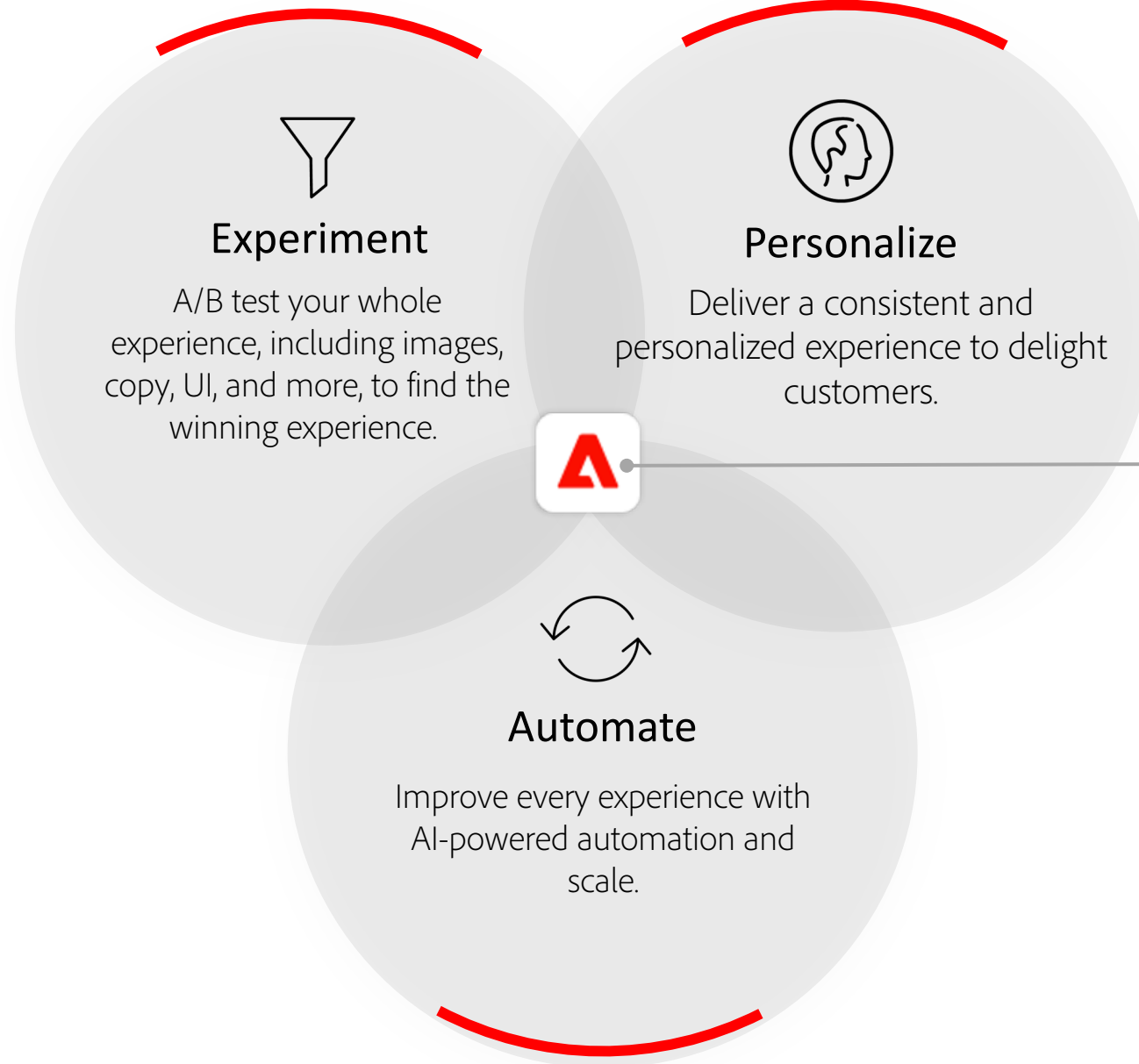
Features Unique to Adobe Journey Optimizer

- Adobe Experience Platform native
- Real-time profile and insights
- Streaming segmentation
- Business and customer event signals
- Omnichannel intelligent offer decisioning
- Geofence location for customer journeys
- Mobile-centric authoring & delivery
- Rapid delivery for burst app push
- Healthcare Shield for HIPAA-Readiness
- Outbound + Inbound channel convergence

Target

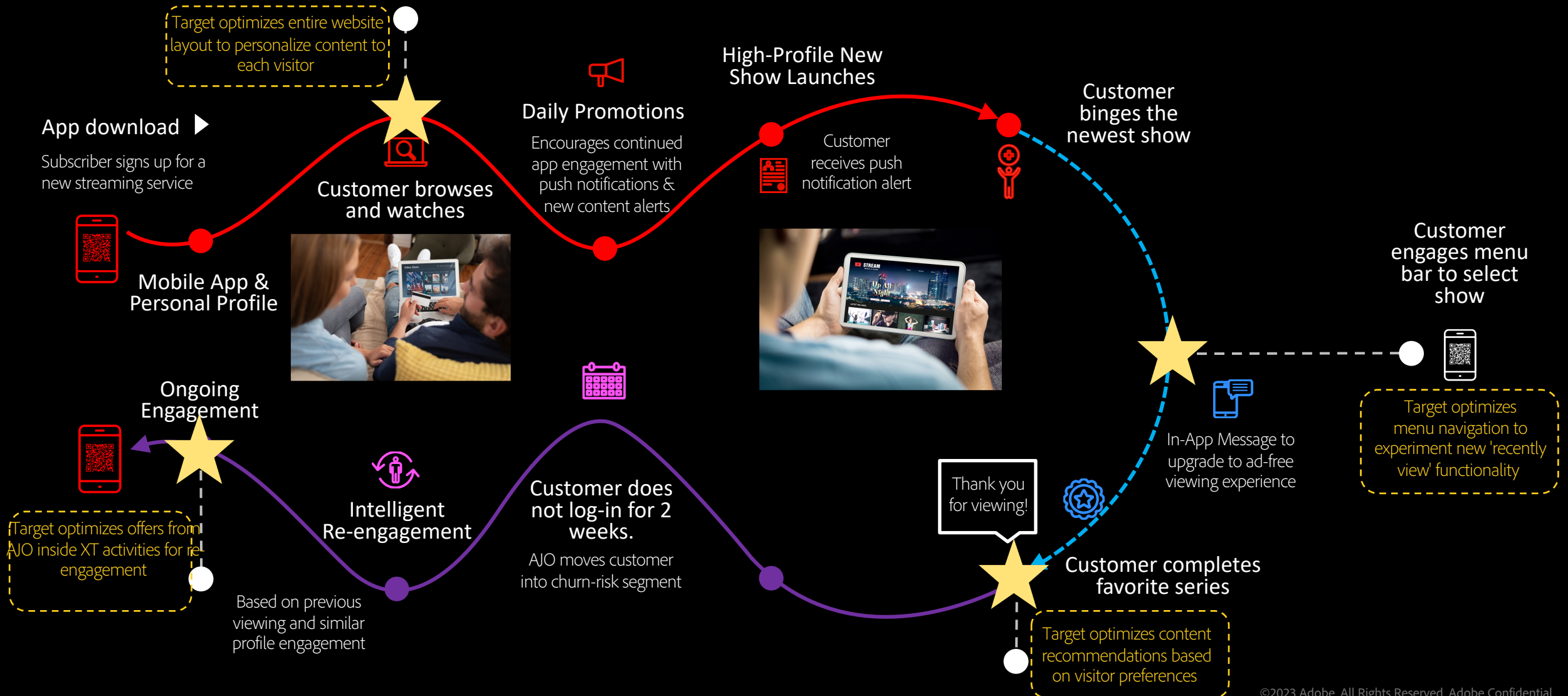


Harnessing the power of optimization with Adobe Target



Adobe Target

Example: Subscriber lifecycle for media streaming application (mobile-centric *optimization*)



Use Case Mapping: Adobe Target



Use Cases

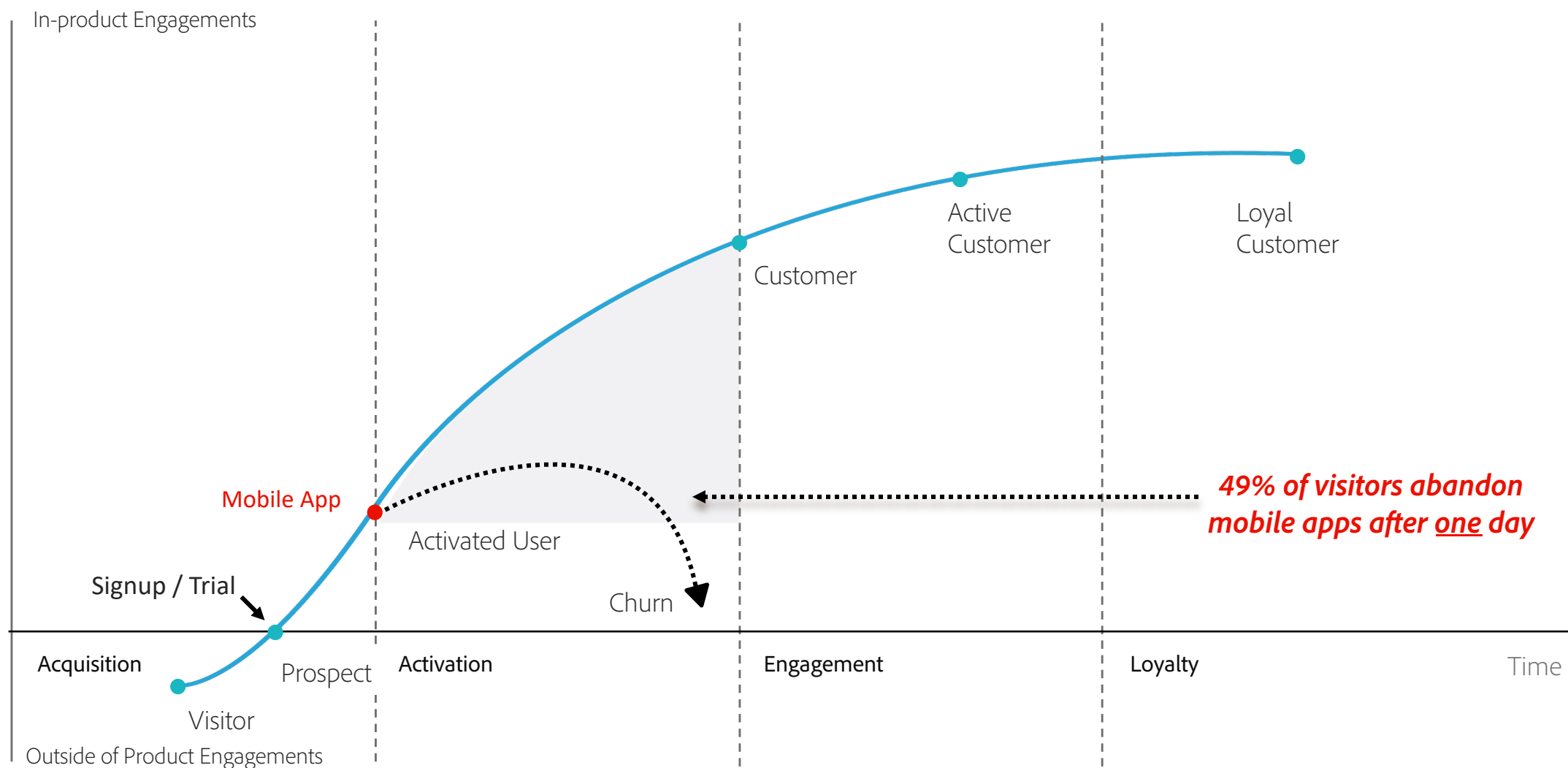
- Experience optimization & personalization
- Real-time web and app engagement
- Mobile app optimization
- Experimentation for intelligent offer ranking
- Feature-flagging and rollouts



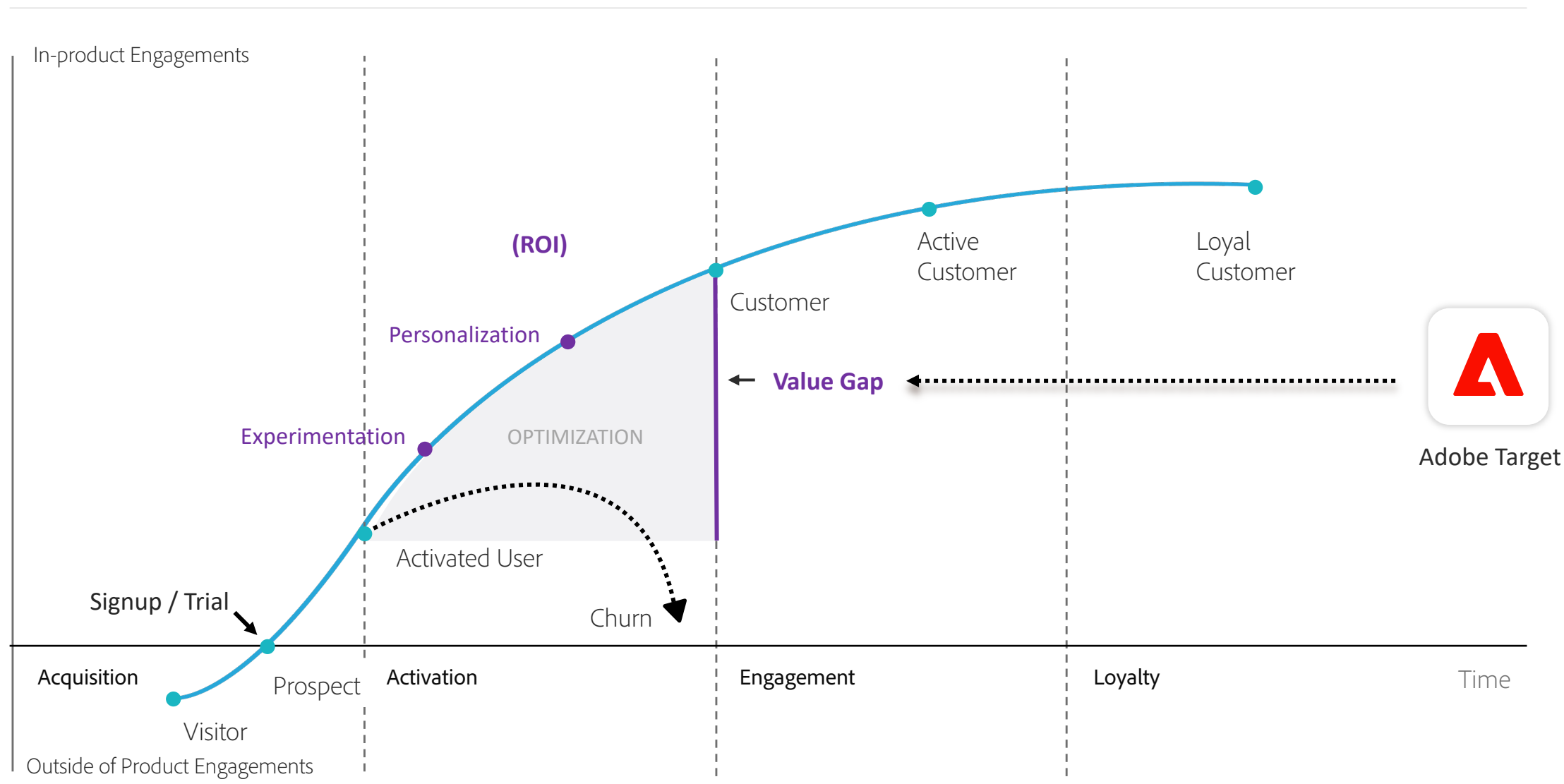
Features Unique to Adobe Target

- AI/ML algorithms for dynamic, multi-page experiences (anonymous visitors)
- Product and content recommendations
- Personalize and test layouts, copy, CTAs, design components, features & functionality
- Granular attribute control for AI-powered personalization activities
- Offer decisions inside of A/B and XT activities
- On-device decisioning

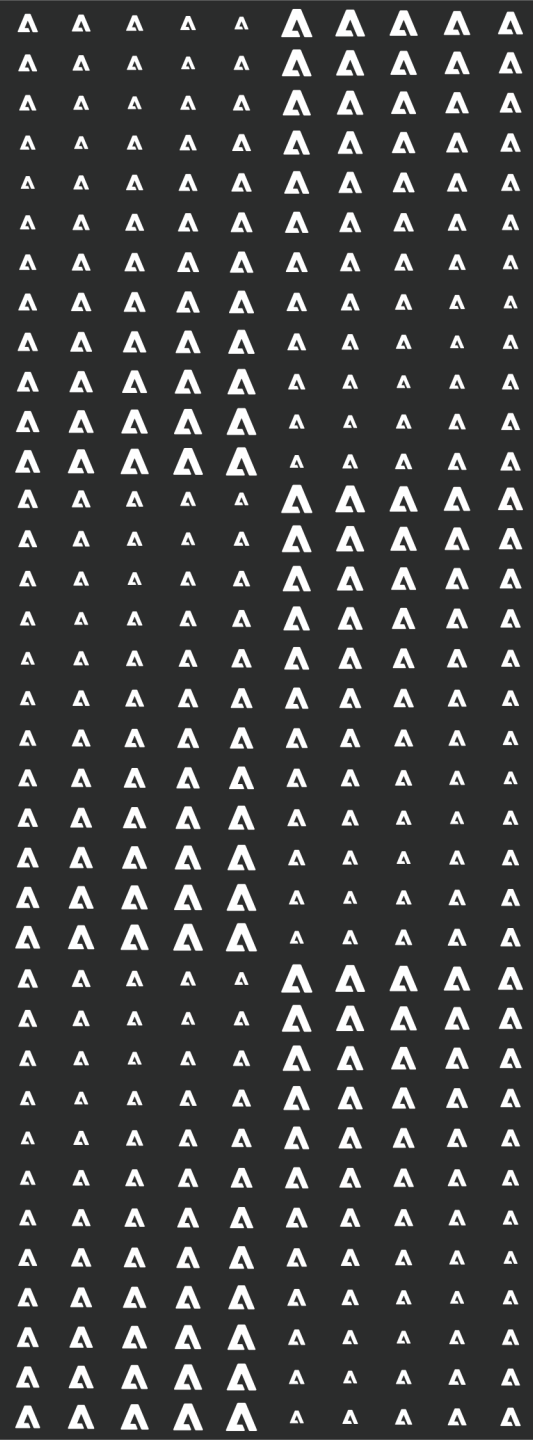
Moving beyond activation remains top challenge for brands



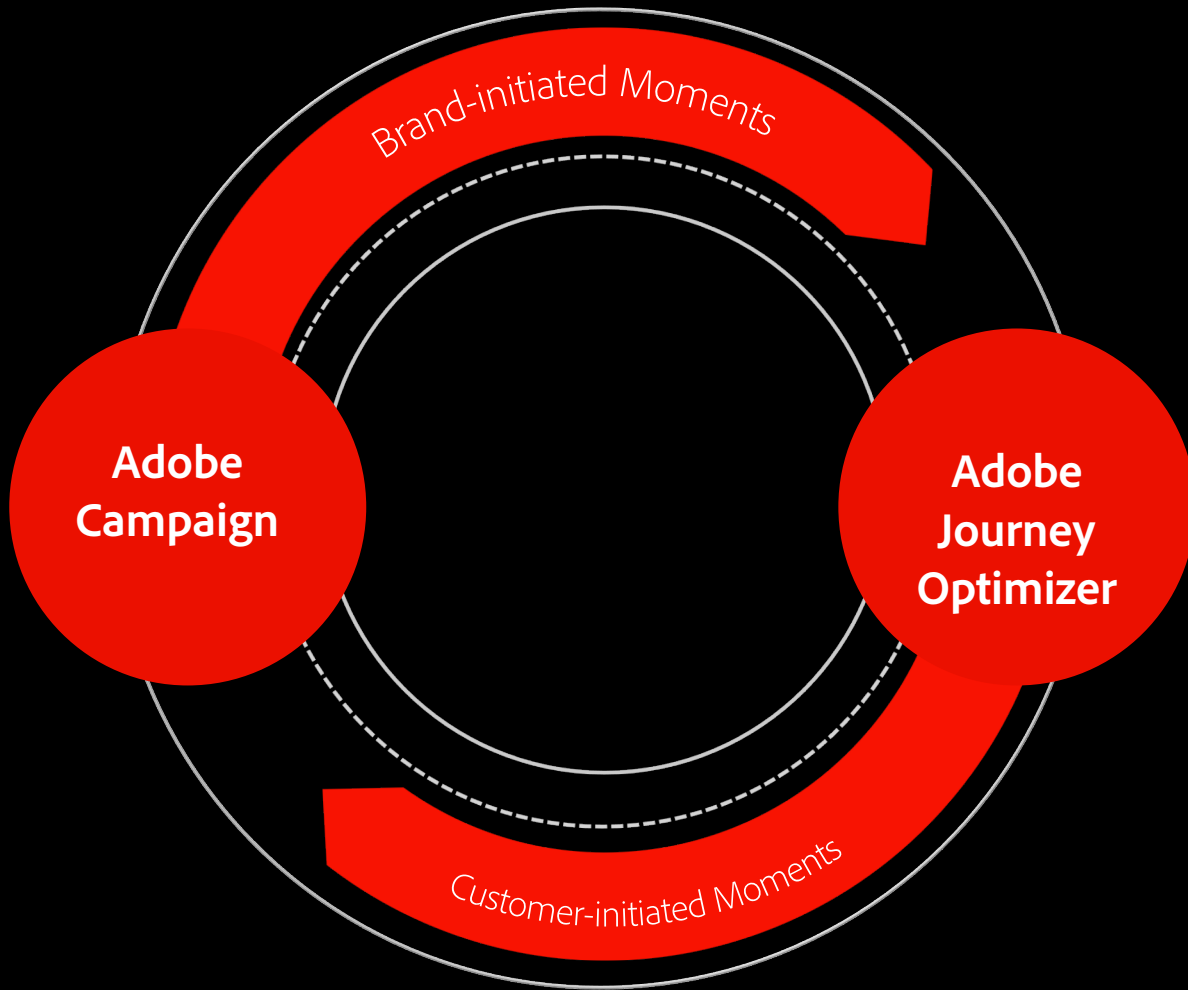
Achieving high value engagement and loyalty



Better together



Better Together - Campaign and Journey Optimizer

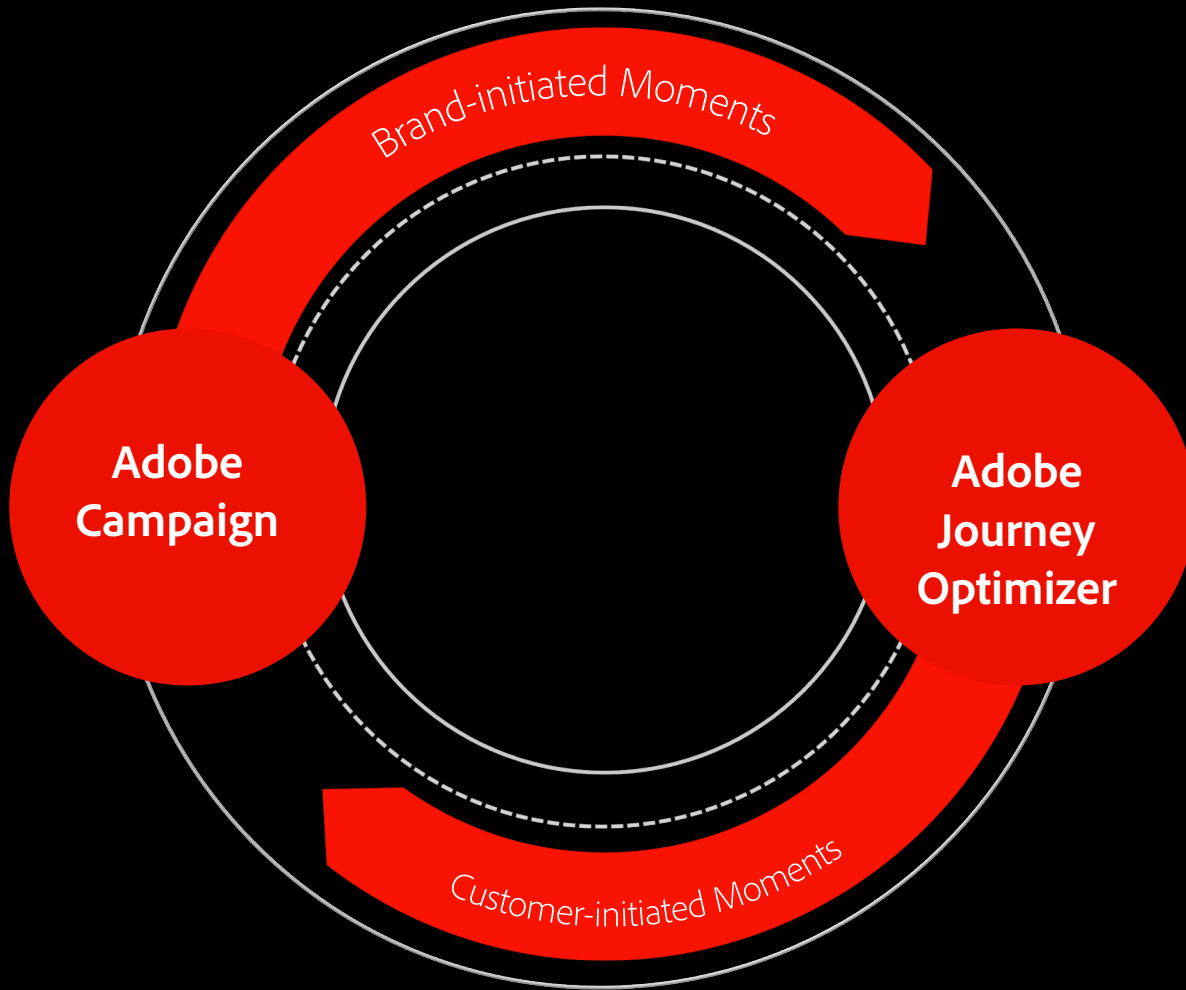


Consolidation of ESPs and CM: All batch communication run out of Campaign which houses its own data and decisioning.

Customer Intelligence, Scaling Personalization and Optimize Customer Journey: Understand who customers are, anticipate their needs and engage with them in real-time.

Optimize the customer Journey: Create connected experiences across any screen, grocery trip stage and in store.

Better Together - Campaign and Journey Optimizer



Audience-based Communication: Batch, scheduled and outbound cross-channel campaigns run out of Adobe Campaign

Customer Intelligence, Scaling Personalization and Optimize Customer Journey: Understand who customers are and where they are in the customer journey; determine next best offer, or action

Combine outbound and inbound strategies: Use real-time experience data event updates as triggering mechanisms to automate journey messaging flows

Better Together - Target and Journey Optimizer

Adobe Target



Personalize and test in real-time on **web sites and mobile apps** - using business rules or artificial intelligence to optimize and improve key business outcomes to **anonymous visitors**



Optimize **web page and mobile app** content, experiences, layouts, designs, **features**, and **functionality**, with performant options for both marketers and developers



Deliver low latency **decisions on device**, integrate with **Adobe Analytics** to apply **common success metrics** and **measure and track results**

Adobe Journey Optimizer



Orchestrate, optimize, and deliver **personalized messages across email, mobile and web** connected in the **context of the customer journey**



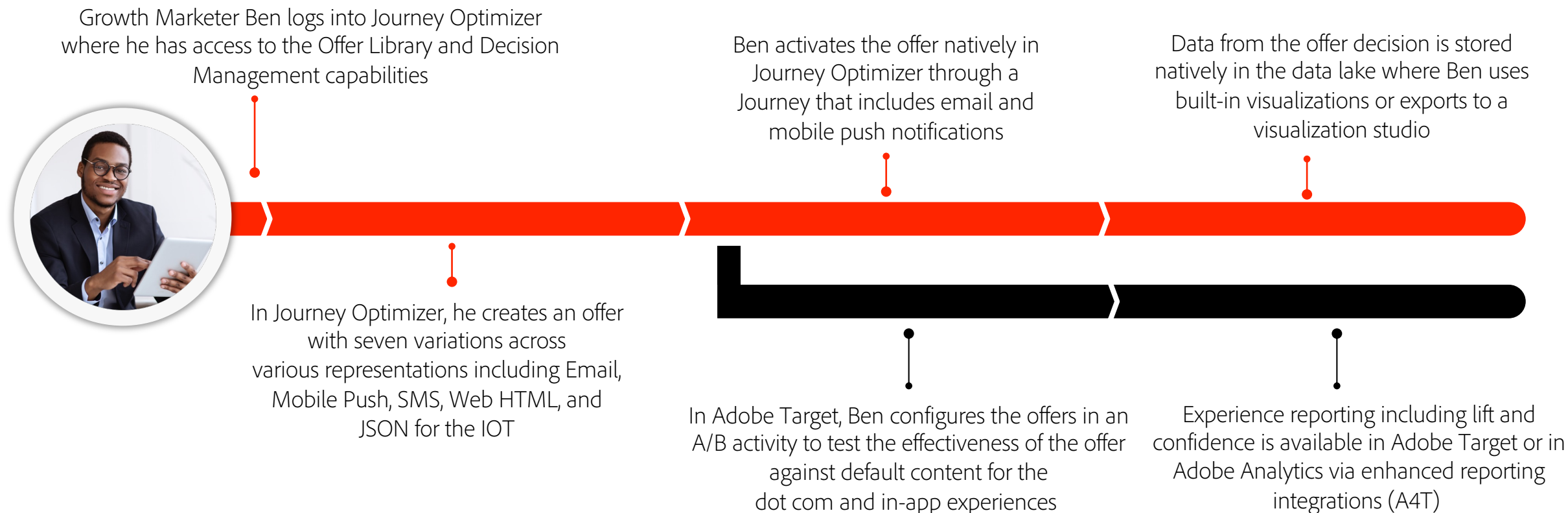
Orchestrate and deliver 1:1, **personalized interactions** in **real-time** to **optimize next-best-action** in context of the customer journey



Create and manage **AI-driven** personalized **next-best-offers** across the customer journey regardless of channel

Better Together - Target and Journey Optimizer | Offers

Better Together: Execute offers consistently across any surface, screen, website or customer touchpoint



Benefits:



Known Profile Personalization



Centralized Decisioning



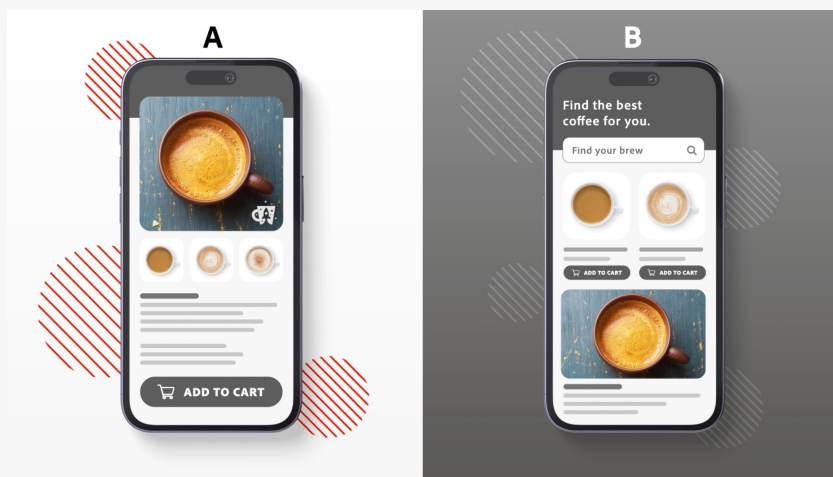
Offer presentment across inbound & outbound channels

Better Together - Target and Journey Optimizer | Mobile

Mobile App Optimization

Personalize and experiment against underlying app features, functionality, or behaviors including content and product recommendations with feature flags and instruction sets

Adobe Target - Feature Releases, Rollouts, Dynamic Content, Recs

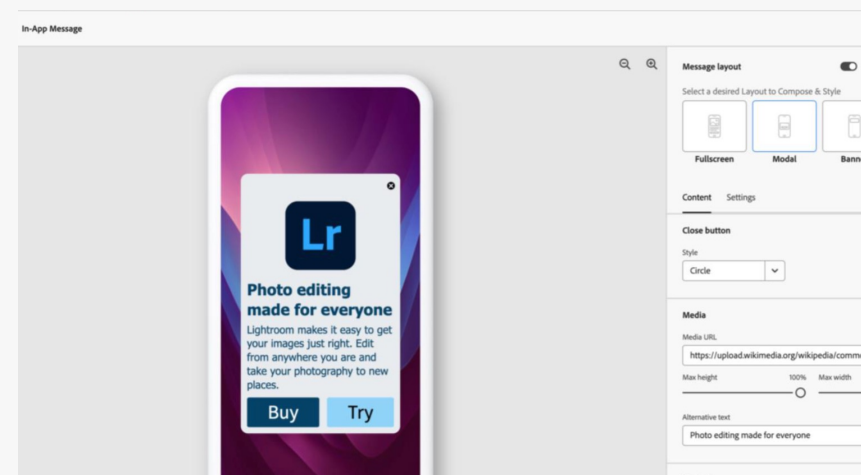


"I want to make the app itself – structure / layout & content - better to increase revenue, engagement, or other key metrics"

Mobile In-App Messages

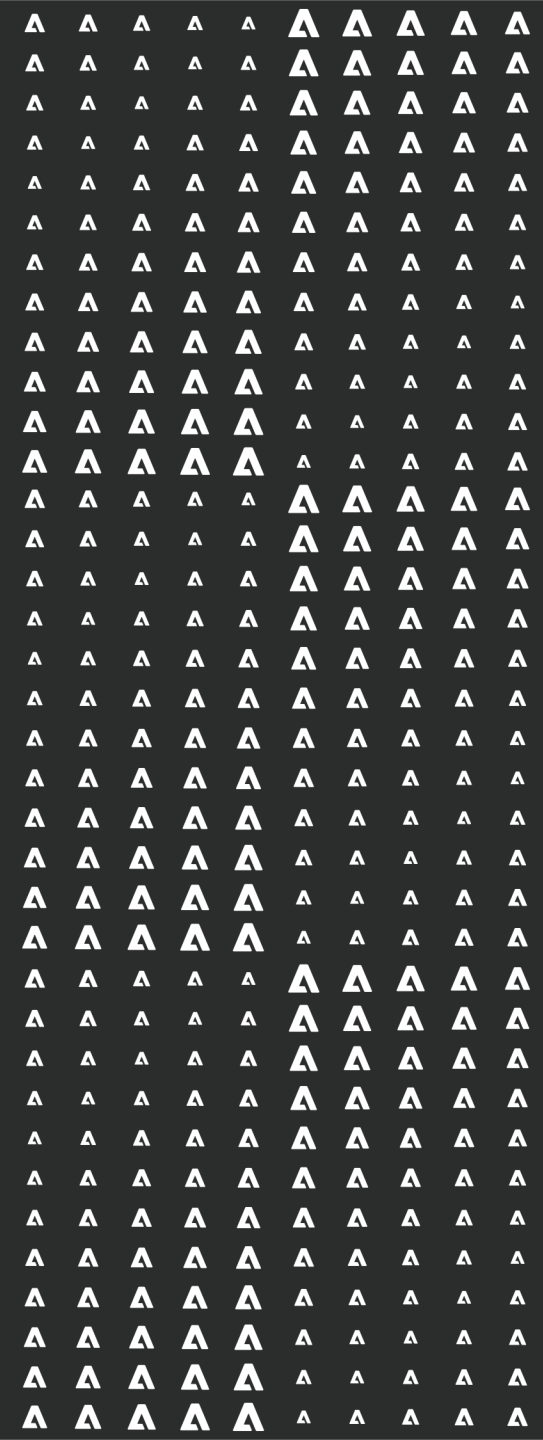
Relevant and personalized messages in contextually-relevant app flows and touch-points within the app. In-app messages are viewed by end-user when the app is open and in focus

Adobe Journey Optimizer - Overlays, take-overs, alerts

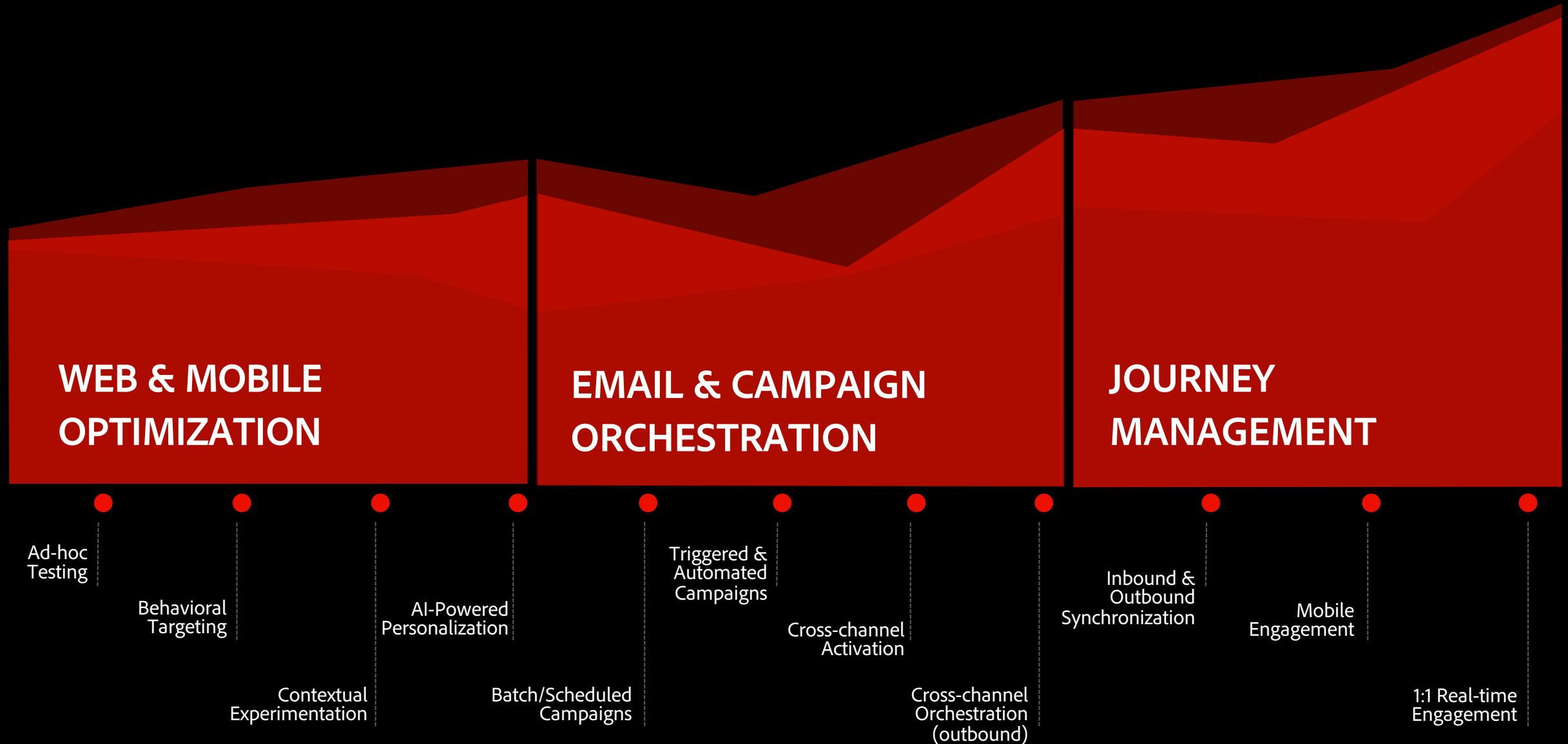


"I want to augment the app to increase adoption of key features, awareness, retention, and customer value"

Activity: Move to Customer Centricity



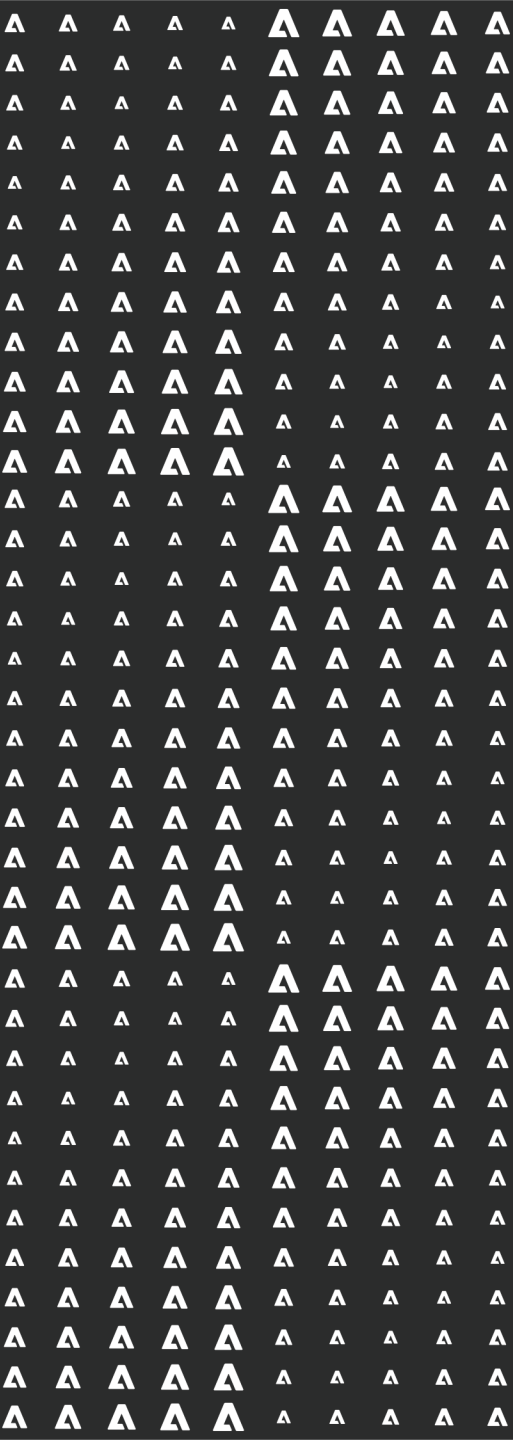
Customer Journey Management Maturity Model



Lorem ipsum

Product Roadmaps and Innovation Themes

Adobe Campaign



Key Focus Areas for Adobe Campaign



UI Innovation For Best of Breed UX, AC to AEP-Native Apps

Sharpen focus on digital marketing persona and delight all users with improved productivity



Enable Best-of-Breed 'Engagement' Multi-product Capabilities

Maximize engagement at scale as well and highly-tailored customer journeys with batch audience-based and/or 1:1 real-time combined capabilities



Managed Cloud for Seamless Delivery of New Product Features & Superior Customer Experience

V8 migrations, point-release upgrades, ACS to ACv8 migrations at scale, providing a predictable and stable minor release upgrade & maintenance model, hybrid 'managed cloud' model



Enterprise-Focused E-mail Channel and Deliverability Capabilities

Continue to invest in best-in-class email marketing capabilities, including world-class deliverability services.



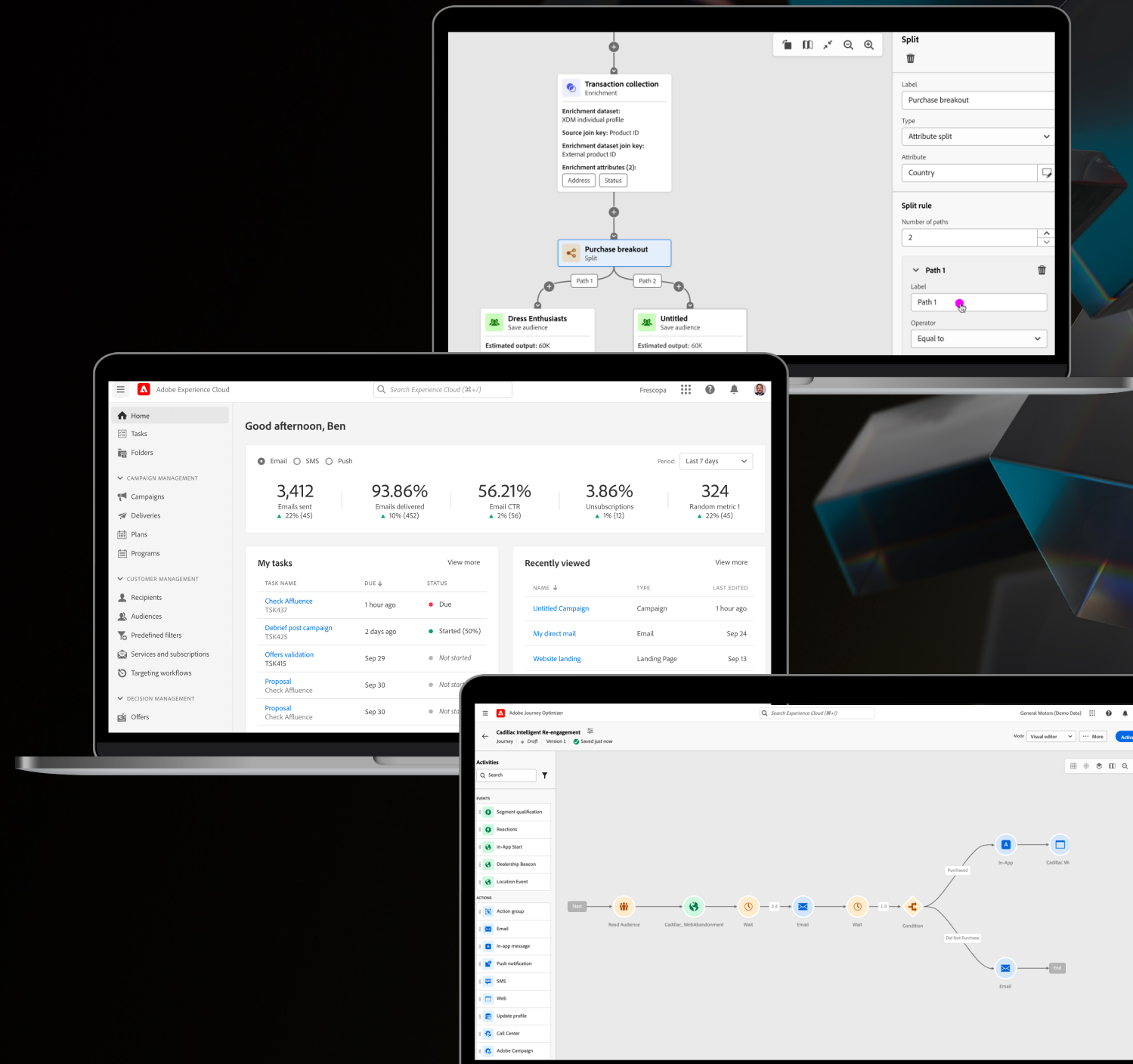
Adobe Campaign Standard Customer Transition & Sustaining Support Optimization

ACS to ACv8 migration tooling, core AC feature parity work

Announcing!

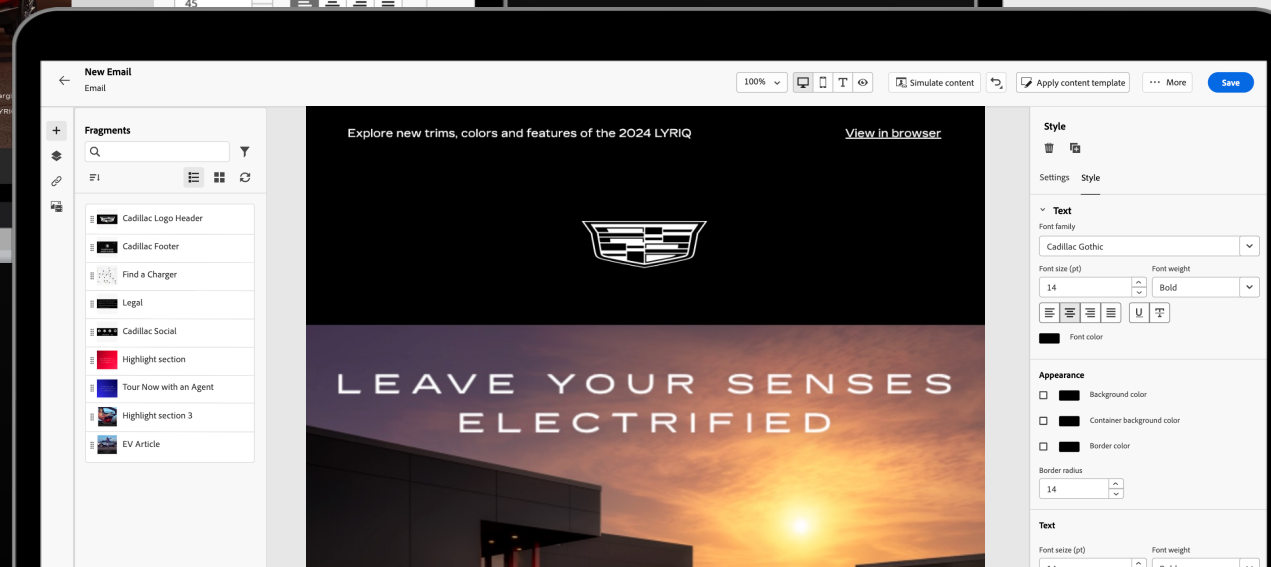
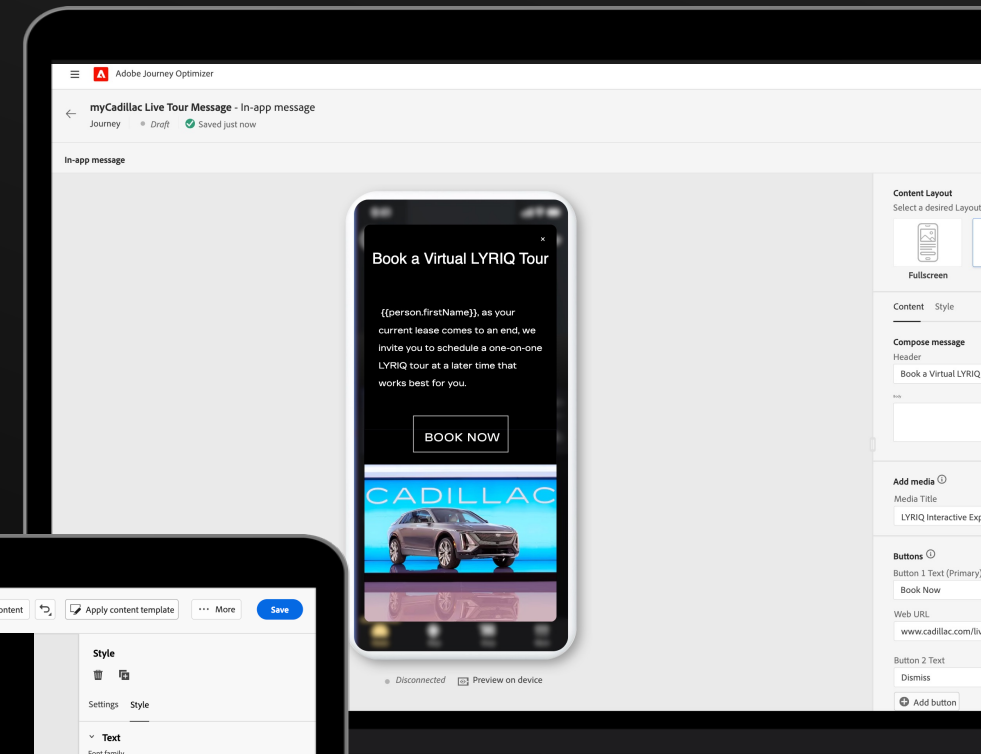
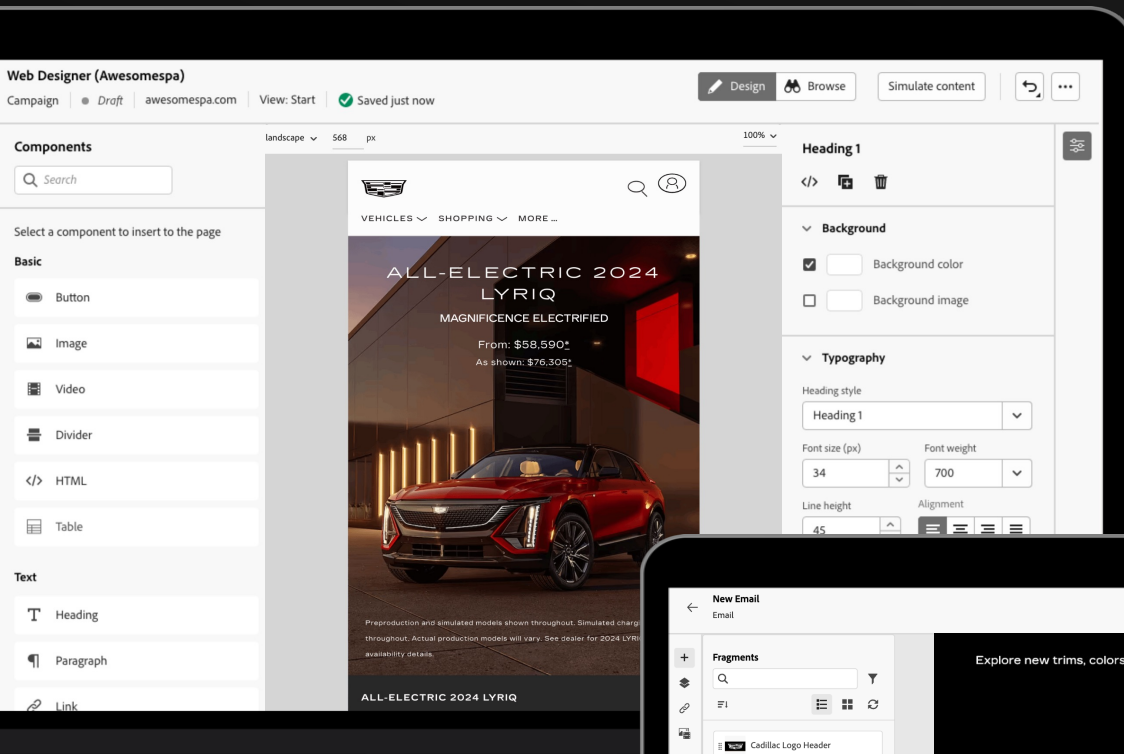
Unified Experience

Unifying audience-centric campaigns with 1:1 real-time journeys

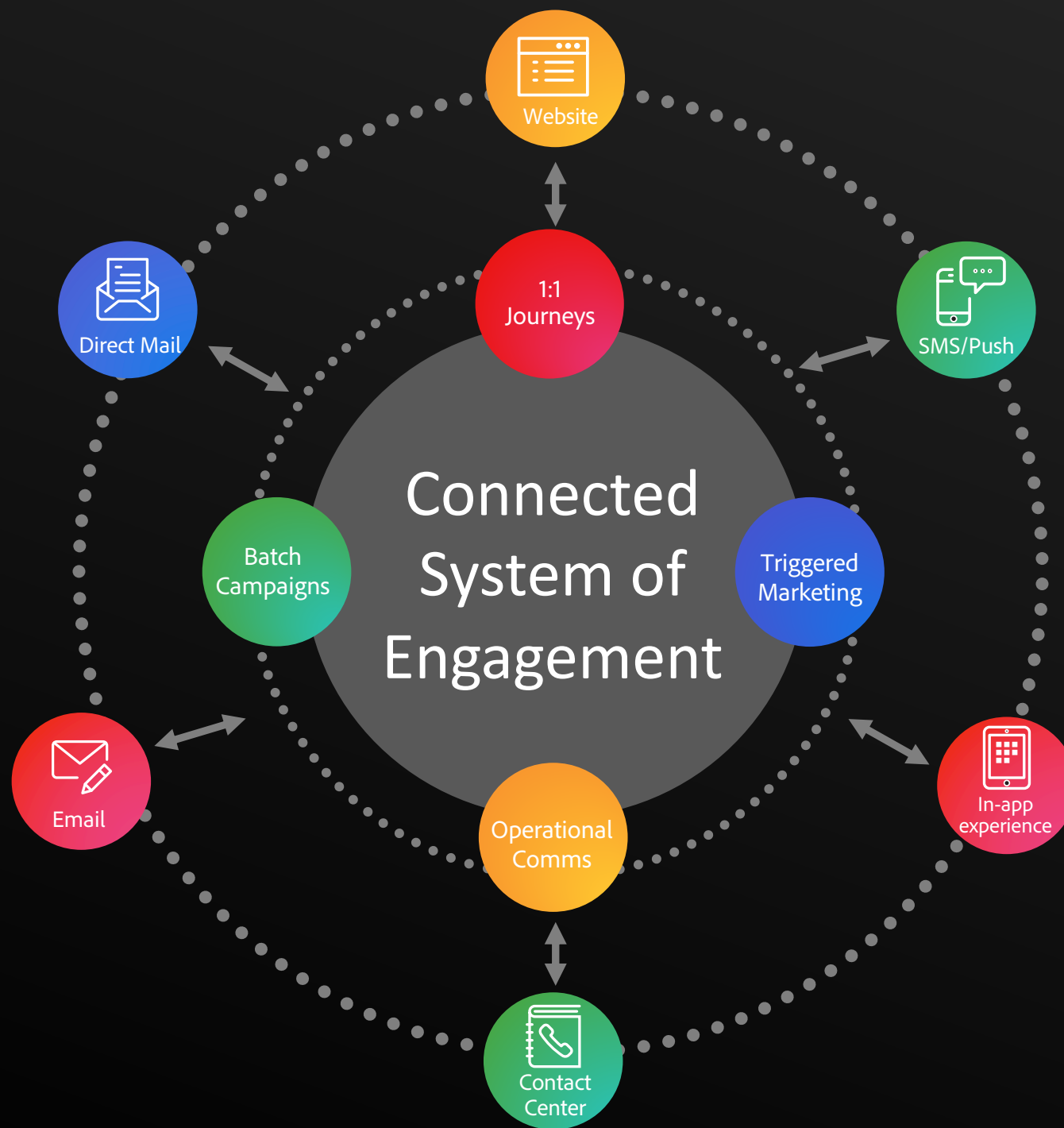


New Innovation!

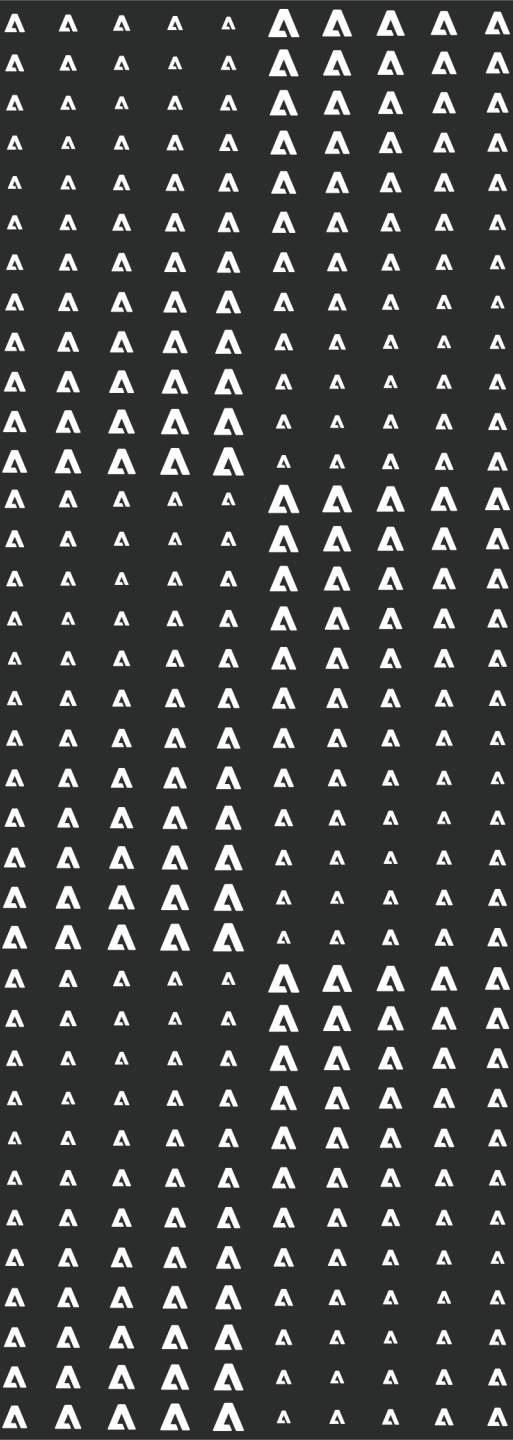
Bringing outbound and inbound engagement together



DEMO



Adobe Journey Optimizer



Vision for enabling personalization across the customer lifecycle

Enabling brands with an agile and scalable solution for orchestrating real-time or scheduled, connected, personalized customer interactions across any app, device, screen or channel



*Data
management &
Real-Time
Customer Profiles*

*Customer
initiated 1:1 real-
time interactions
& brand-initiated
engagement*

*API first approach
with extensibility
& ease of use for
practitioners*

*Scale, Speed &
AI/ML based
experimentation
with real-time
decisioning &
automation*

*"Right-time"
personalization
across inbound,
outbound &
human-assisted
channels*

SMS

1

Connect with users via SMS in an easier way than the custom action.

2

Connect your SMS partner and author SMS natively from AJO.

3

Listen for stop codes and remove users.

4

Integrated with industry leading SMS vendors

Recently Released

Messages

Messages Executions

Create Message

SMS Message Published

UI-Test-Message-1654664244202-2-0 Published

Content-5d952296-6cb6-477d-92c... Published

Search

Show recents

MESSAGE LABEL	STATUS	CATEGORY	CHANNELS	USED IN	PUBLICATION DA
UI-Test-Message-1655712458036-4-0	Draft	Transactional	SMS	-	
UI-Test-Message-1655712041107-5-0	Draft	Transactional	SMS	-	
UI-Test-Message-1655711407497-10-0	Draft	Transactional	SMS	-	
UI-Test-Message-1655711210056-8-0	Draft	Transactional	SMS	-	
UI-Test-Message-1655710709177-4-0	Draft	Transactional	SMS	-	
UI-Test-Message-1655709984644-8-0	Draft	Transactional	SMS	-	
UI-Test-Message-1655708082043-9-0	Draft	Transactional	SMS	-	
UI-Test-Message-1655704583726-1-0	Draft	Transactional	SMS	-	
UI-Test-Message-1655388223931-2-0	Draft	Transactional	SMS	-	
UI-Test-Message-1655387427756-5-0	Draft	Transactional	SMS	-	
UI-Test-Message-1655387425166-2-0	Draft	Transactional	SMS	-	

Web channel

1

Build personalized campaigns on desktop and mobile web properties

2

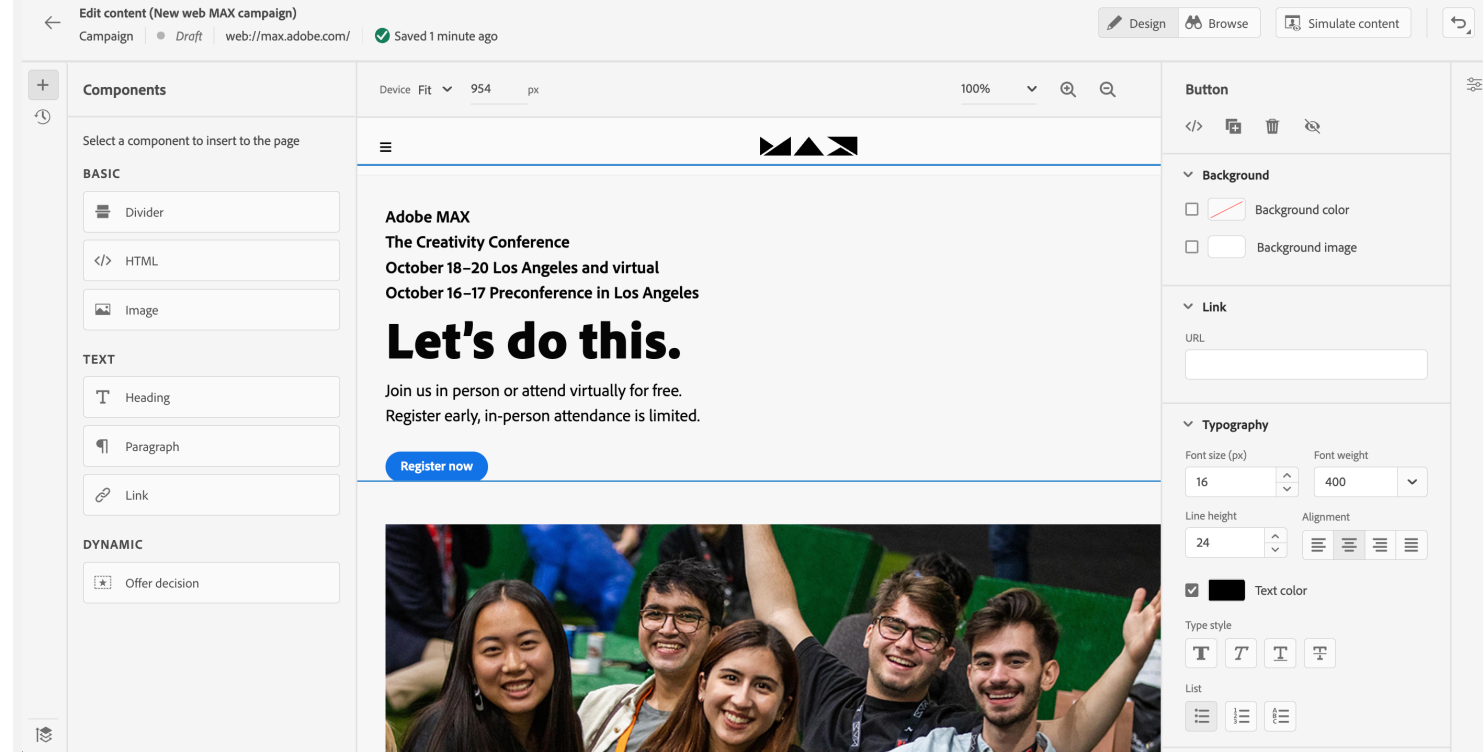
Visually author web experiences to easily test and personalize

3

Enriched personalization based on real-time profile & offer decisioning

4

Deliver web experiences on your surfaces through AEP Web SDK



Recently Released

Mobile in-app messaging

1

Power rich in-app experiences for variety of engagement & retention use cases.

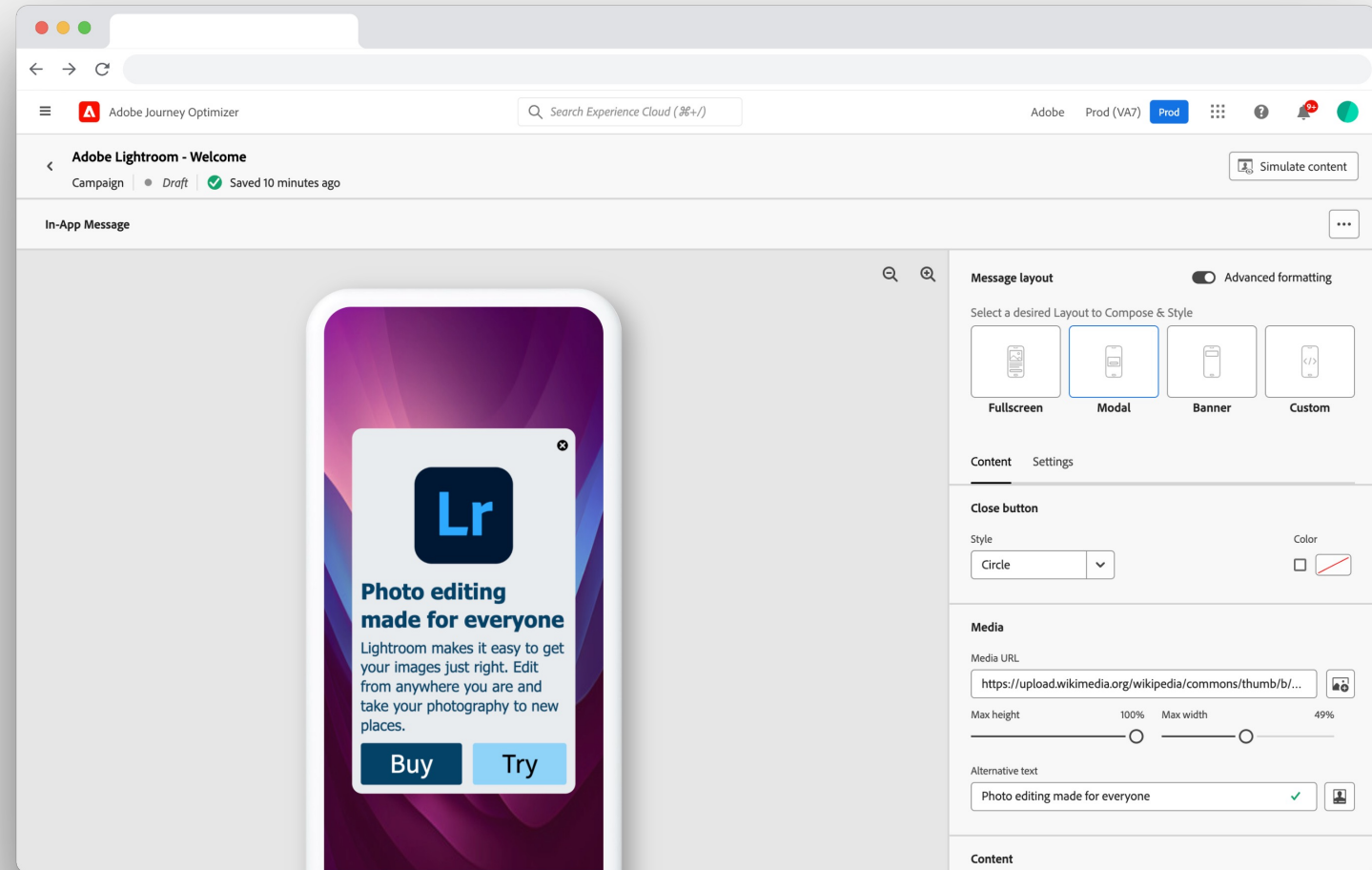
2

Visually author in-app messages to enrich in-app experiences

3

Enriched personalization based on real-time profile & device context

Recently Released



Content Templates

1

Ability to save any email content as a template

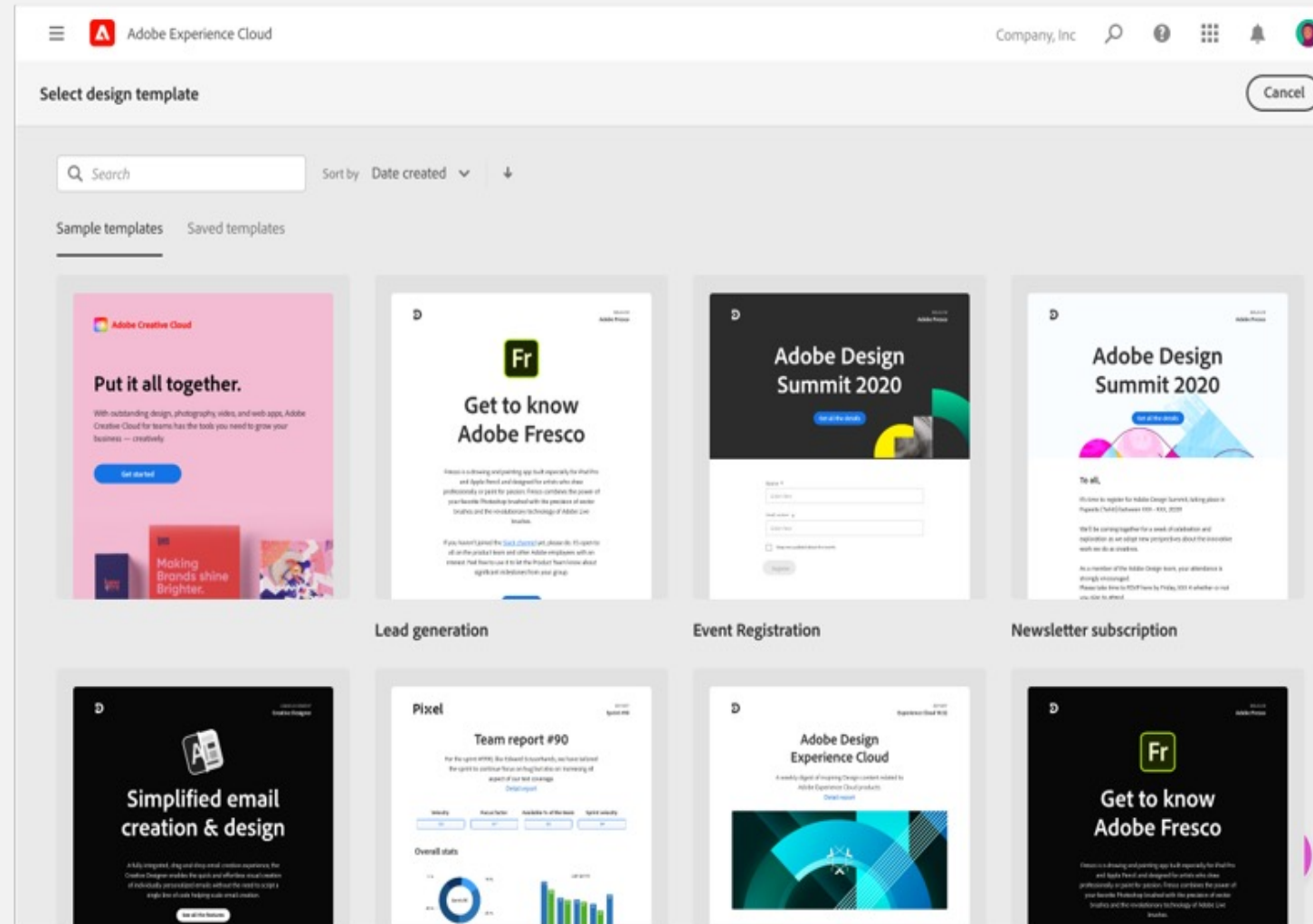
2

Ability to use saved templates to fast-track content creation for journeys and campaigns

3

Personalize, preview and test content templates

Recently Released



Tags

1

Create Tags and Organize them into Tag Categories

2

Apply Tags to Journeys or Campaigns for Organization

3

Search and Filter on Tags added to Journeys

Spring

The screenshot displays the Adobe Journey Optimizer interface. At the top, there's a green bar with the word "Spring". Below it, the header shows the Adobe logo and "Adobe Journey Optimizer" with a search bar labeled "Search Experience Cloud". The main section is titled "Journeys" and has tabs for "Overview" and "Browse". A funnel icon and a search bar are present, with "30 of 1541" results shown. Below the search bar, there are filter buttons: "Version: label", "Status: Live", "Status: Draft", and "Status: Draft (Test)", along with a "Clear all" button. A table lists journeys with columns: Name, Version, Status, Tags, and Description. The table shows four journeys: Journey925, Journey924, Journey923, and Journey922. A modal window titled "Add or remove tags" is open in the foreground. It has a "Tags" section with a search bar and a dropdown arrow. Below the search bar, there are two tags: "Christmas 22" and "Time limited offer", each with a close button (X). At the bottom of the modal are "Cancel" and "Save" buttons. A pink hand icon is pointing at the dropdown arrow in the modal.

Name	Version	Status	Tags	Description
Journey925	v. 1 (late)	Draft	Christmas 22	-
Journey924	v. 1 (late)	Draft	India, EMEA...	-
Journey923	v. 1 (late)	Draft	India	-
Journey922	v. 1 (late)	Draft	Time limite...	-

Content Experimentation

- 1
- Test the content in your email, push or in-app channels delivered via AJO
- 2
- Experiment against subject lines, body copy, and images
- 3
- Find optimal messages for customers
- 4
- Other types of experimentation to come!

May

Edit content (Email Campaign)

Campaign | Draft | Saved just now

Experiment settings | Simulate content

4

Action

Treatments

Treatment A

Email

Treatment B

Email

Treatment A

AJO Campaign Experimentation

From: marketing@experimentation.maharajtest.com

Download Our App

Header

From name

AJO Campaign Experimentation

From email

marketing@experimentation.maharajtest.com

BCC

Not defined

Subject line

Get More Than Ever Before

Body

Use the Email Designer for visual editing or uploading HTML

Edit email body

Report date

11/14/2022

Today

Baseline

Treatment A

The experiment result is conclusive

★ Treatment B

Outperformed Baseline Treatment A by 11.1% with confidence of 95%.

11.1% LIFT

3.3% UNIQUE CLICKS PER PROFILE

Success metric

Unique Clicks

Treatments

3 Treatments

Start date

Nov 14, 2022

Audience

Premium members

Experiment results

Treatment name	Lift Over Baseline	Confidence	Unique Clicks	Profiles	Unique Clicks Per Profile
Treatment A (Baseline)	Baseline	Baseline	100.2	5,010	2.0%
Treatment B ★	11.1%	95%	164.8	4,993	3.3%
Treatment C	5%	60%	119.9	4,997	2.4%

Objectives and Reporting

1

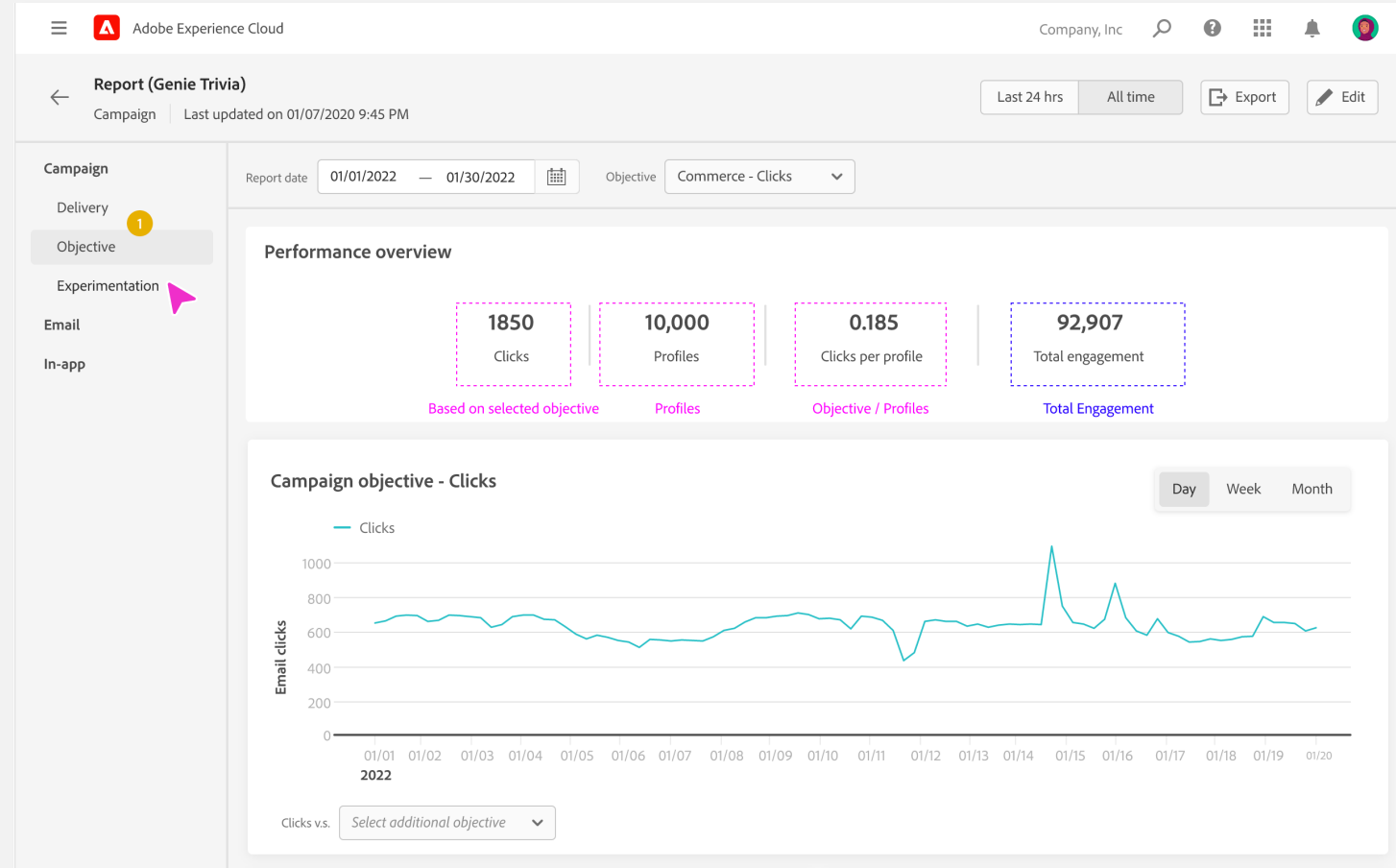
Set the stage for optimization and driving results to your KPI's.

2

Select what your objective is for a campaign or a journey.

3

Select industry standard top and bottom of the funnel metrics to understand the impact of channel campaign(s)



Fragments

1

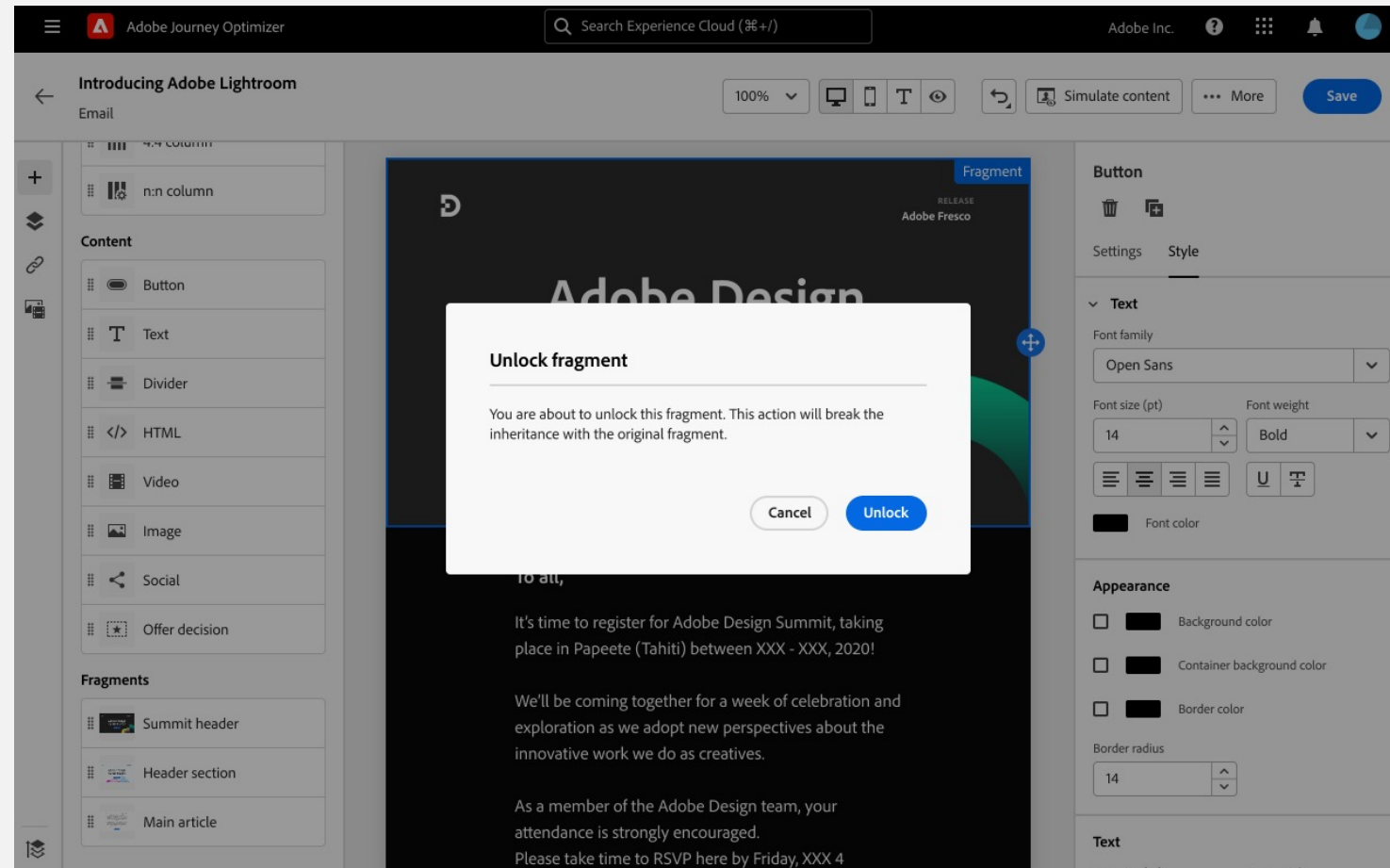
Ability to save any component as a fragment

2

Place fragments in your content authoring as locked or unlocked objects

3

Change a fragment and see changes in all related experiences using that fragment



Audience Composition

1

Connect a practitioner to their data with the tools and operations to create the right audience

2

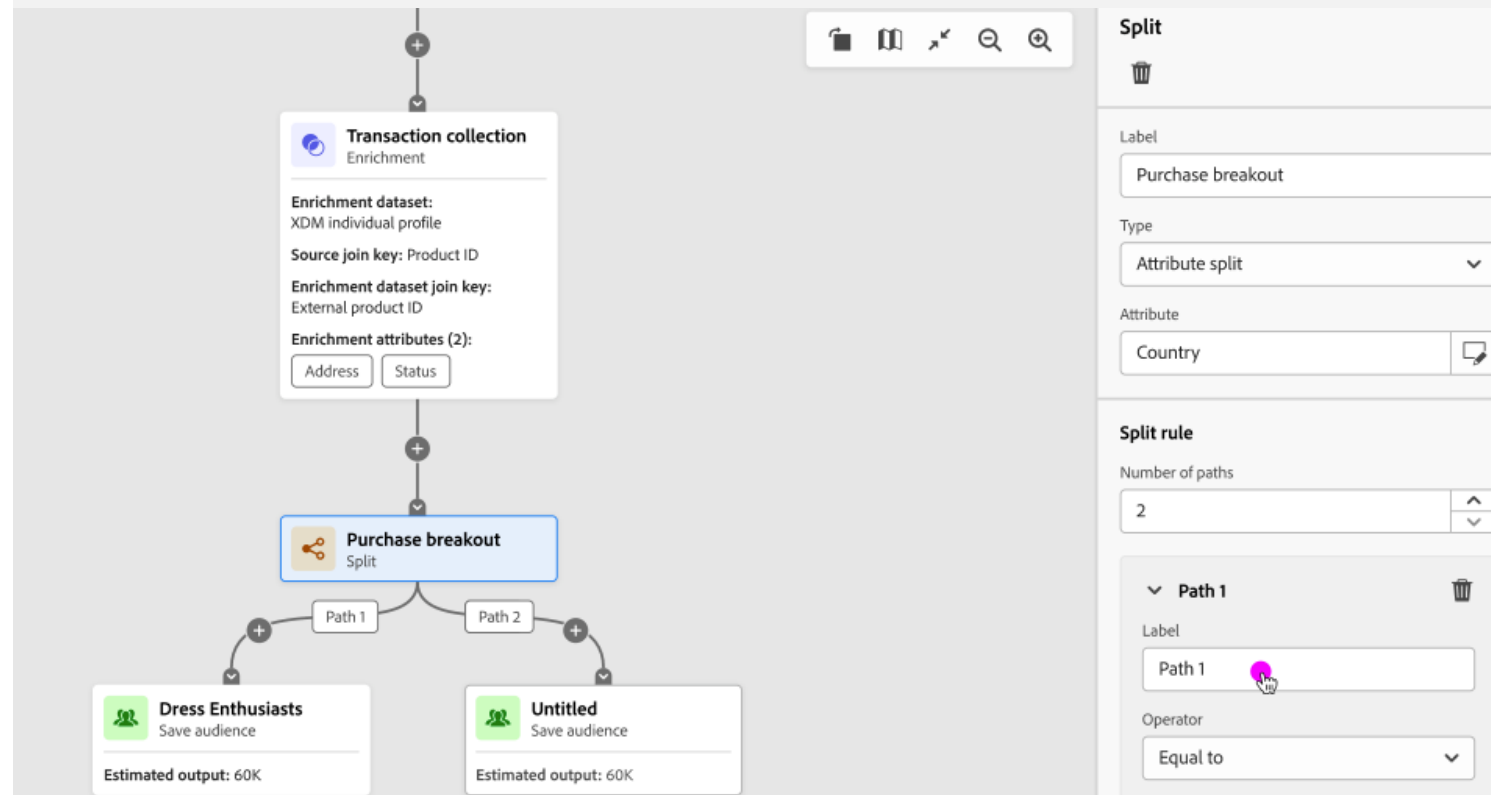
Perform operations on internal and external audiences to create the personalized audiences

3

Using Journey Optimizer or RT-CDP Destinations, target audiences to a specific action

4

Leverages an all-new intuitive UX built on Adobe Experience Platform



Enrichment in Audience Composition

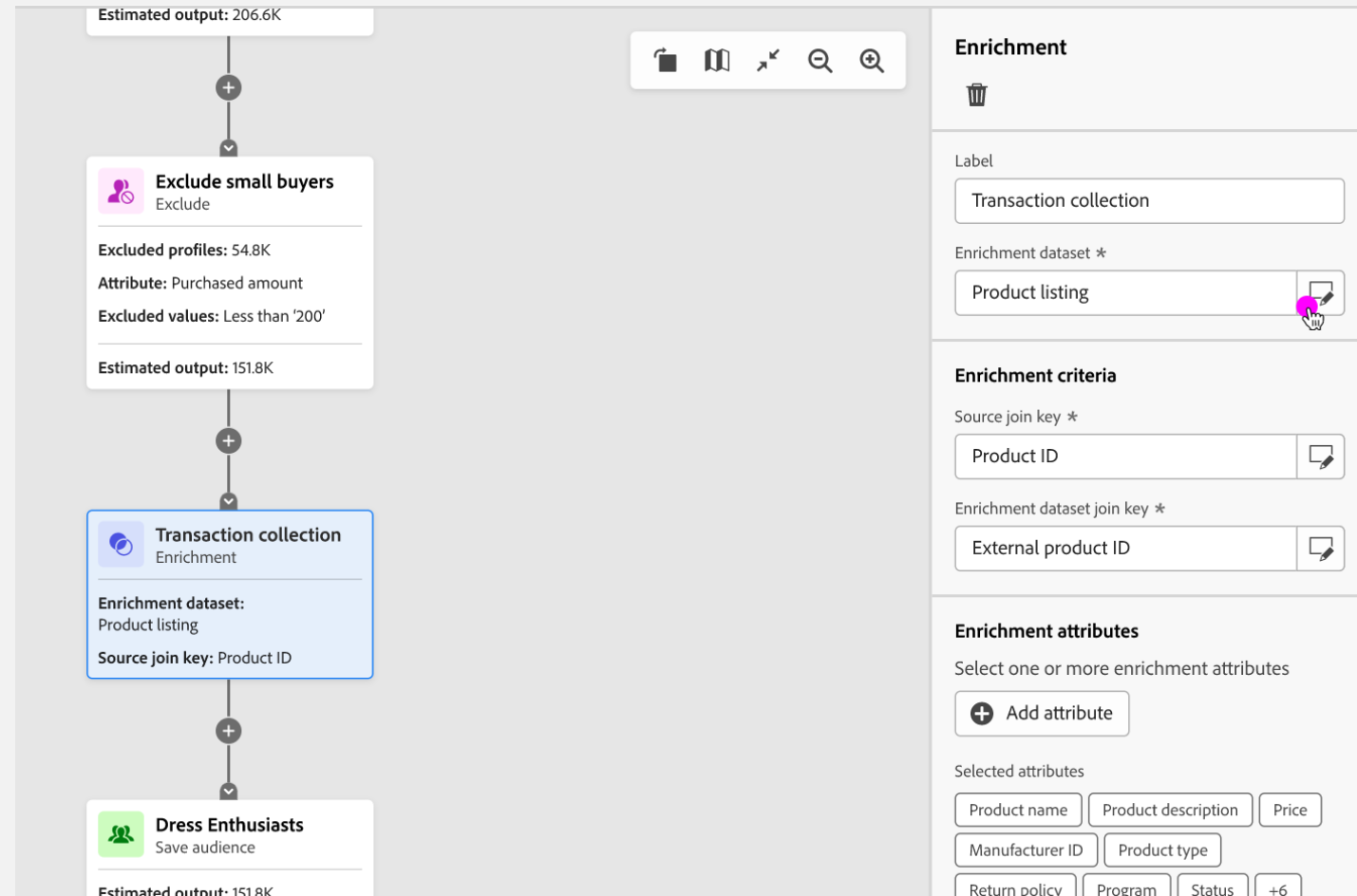
1

Include enrichment attributes from experience datasets for your audience

2

Enrichment attributes can be used in content personalization

Spring



Direct Mail

1

Personalize direct mail and coordinate it with all other engagement channels

2

Transform and export data for Direct Mail providers

3

Leverage your segments in AJO for direct mail messaging.

Summer

The screenshot displays the Adobe Experience Cloud interface for configuring a campaign. The top navigation bar shows the Adobe Experience Cloud logo, the user name 'Vandelay Industries', and various utility icons. The main header indicates the campaign name 'Campaign — March 8, 6.24.11 PM' and its status as a 'Draft' that was 'Saved just now'. A 'Review to activate' button is visible in the top right.

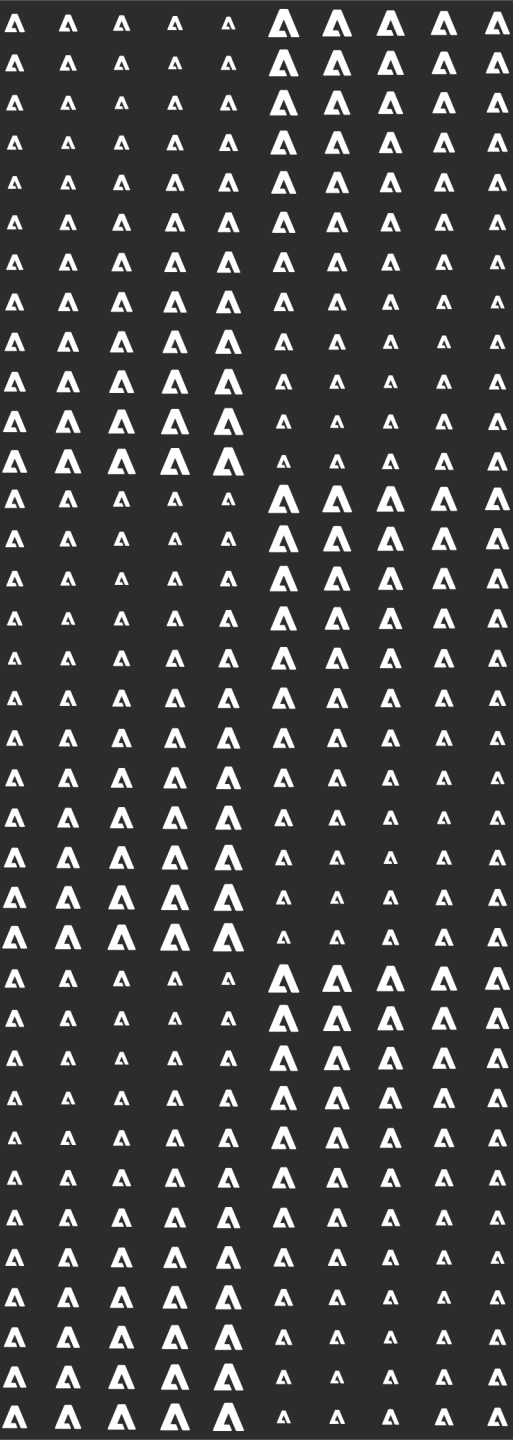
The left sidebar contains a menu with 'Properties', 'Actions', 'Audience', and 'Schedule'. The 'Properties' section is currently active, showing a form with the following fields:

- Name ***: Campaign — March 8, 6.24.11 PM
- Description**: Enter here
- Category**: None
- Goal metric ?**: Select
- Multiple languages ?**: ☐
- Content experiment ?**: ☐

The 'Actions' section is also visible, showing a dropdown menu for 'Select action to activate as part of this campaign'. Below this, a 'Direct Mail' action is listed, which includes a 'Direct Mail surface' and 'Amazon S3' as a target. An 'Edit content' button is located next to the action.

On the right side of the interface, the 'Estimated qualified profiles' section is visible, with a link to 'Select an audience' to view an estimate of qualified profiles for this campaign.

Adobe Target

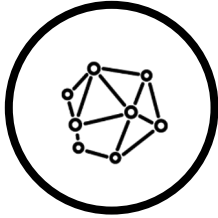


Adobe Target capabilities



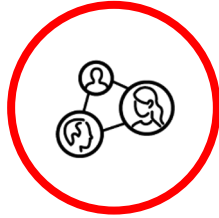
A/B Testing

Test different experiences against each other



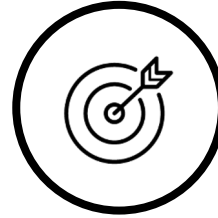
Multivariate Testing

Test variations of multiple elements on a page



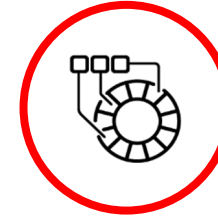
Experience Targeting

Target different experiences to different audiences



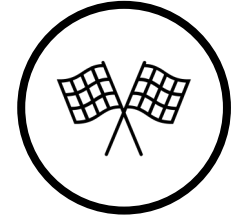
Automated Personalization & Auto-Target

Show the right ranked content or page at each visit



Recommendations

Recommend specific content and offers to a visitor



Feature Flags

Control product rollouts and release testing on-device

Adobe Target areas of investment

1

PERSONALIZATION AT SCALE

Leverage Adobe Experience Platform for profile storage, real-time use cases, refined machine learning, data collection, and unified delivery

2

CUSTOMER VALUE

Refreshed and redesigned screens and workflows drive operational efficiency for everyday tasks

3

DEVELOPER EXPERIENCE

Deliver personalized experiences via flexible and performant integration options through enhanced SDKs and APIs

Adobe Target & AEP Web SDK: Unified Data Collection



Simplification

Single stream of data in a recognizable format to 1 endpoint



Performance

70% less code and requiring significantly less maintenance



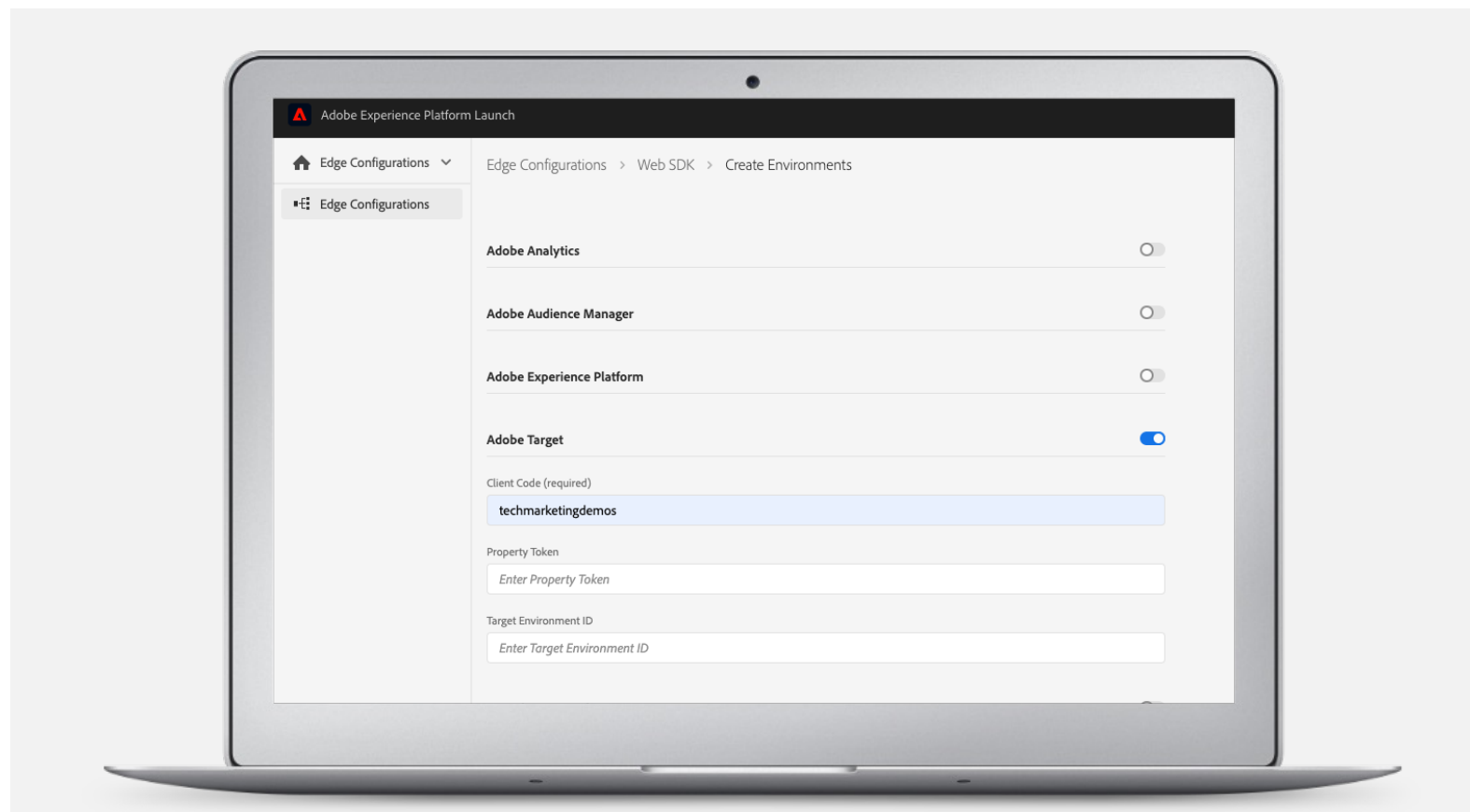
Privacy

Baked in consent, standards and ease in privacy data management



Cookieless and Journey Readiness

AEP compatibility leveraging your first party domain and cookies



New Target UI Experience

1

Improved audience libraries and unified Target rule builders for higher performance & consistency

2

Improved profile scripts libraries for faster and easier discoverability – new code editor for bulk actions

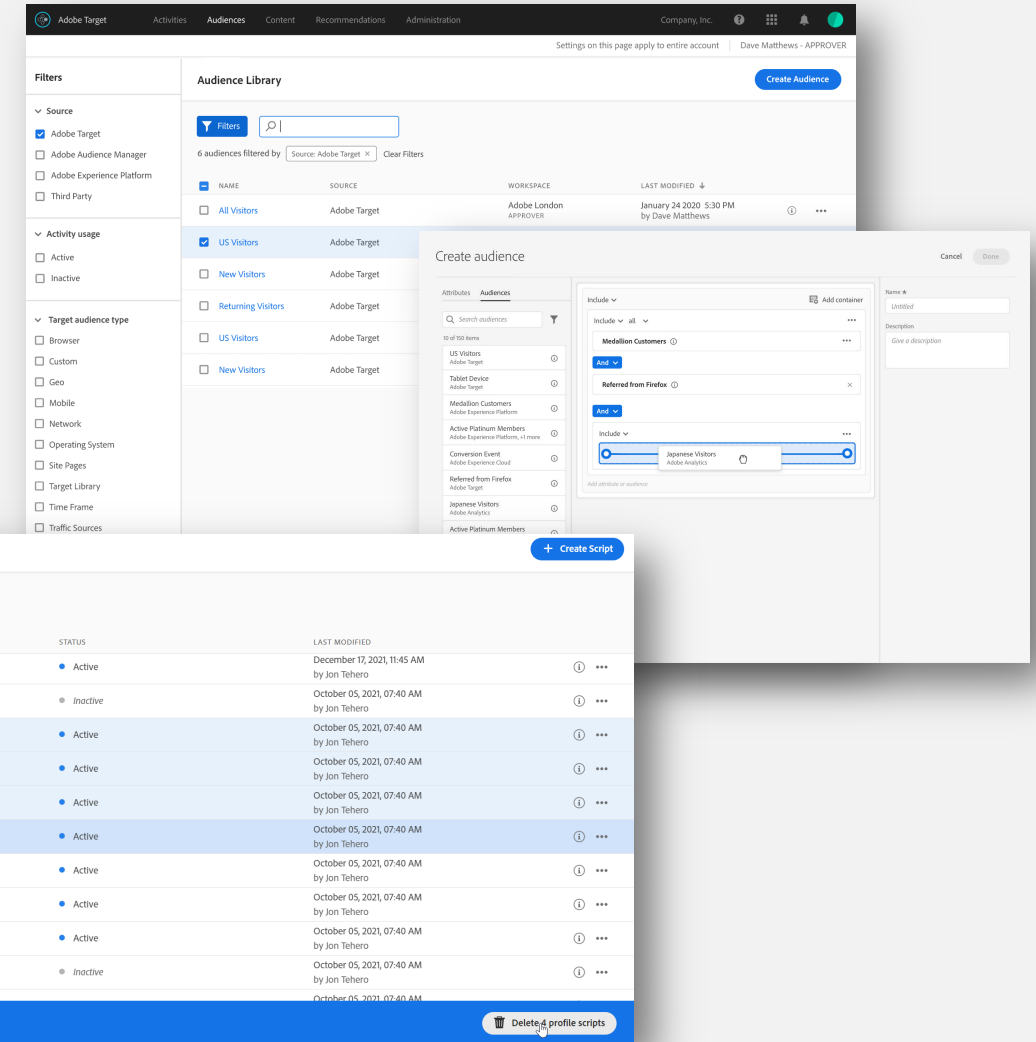
3

Auto-complete and hints for mbox, profile and user tokens with syntax highlighting for script validation

4

Move audiences between workspaces, view AEP audience details, and more granular control over audience usage

Q3 2022 – Q1 2023



Activity UI Updates

H2

1

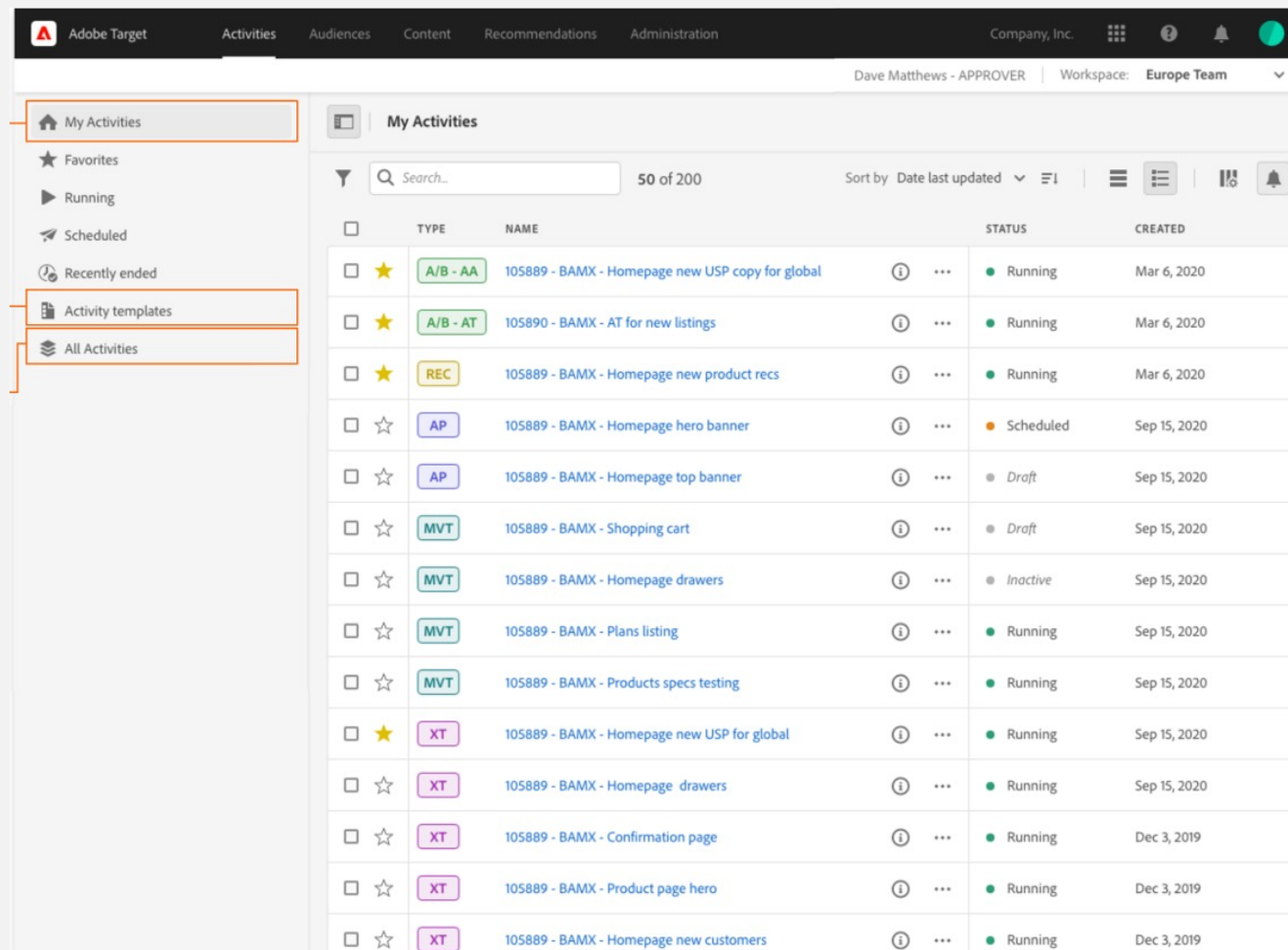
Improved Activity UI list experience for higher performance and list management

2

New design aligned with React Spectrum and Adobe Experience Platform

3

Support for filtering and bulk actions



	TYPE	NAME	STATUS	CREATED
☐	★ A/B - AA	105889 - BAMX - Homepage new USP copy for global	Running	Mar 6, 2020
☐	★ A/B - AT	105890 - BAMX - AT for new listings	Running	Mar 6, 2020
☐	★ REC	105889 - BAMX - Homepage new product recs	Running	Mar 6, 2020
☐	☆ AP	105889 - BAMX - Homepage hero banner	Scheduled	Sep 15, 2020
☐	☆ AP	105889 - BAMX - Homepage top banner	Draft	Sep 15, 2020
☐	☆ MVT	105889 - BAMX - Shopping cart	Draft	Sep 15, 2020
☐	☆ MVT	105889 - BAMX - Homepage drawers	Inactive	Sep 15, 2020
☐	☆ MVT	105889 - BAMX - Plans listing	Running	Sep 15, 2020
☐	☆ MVT	105889 - BAMX - Products specs testing	Running	Sep 15, 2020
☐	★ XT	105889 - BAMX - Homepage new USP for global	Running	Sep 15, 2020
☐	☆ XT	105889 - BAMX - Homepage drawers	Running	Sep 15, 2020
☐	☆ XT	105889 - BAMX - Confirmation page	Running	Dec 3, 2019
☐	☆ XT	105889 - BAMX - Product page hero	Running	Dec 3, 2019
☐	☆ XT	105889 - BAMX - Homepage new customers	Running	Dec 3, 2019

Continuous Metrics in A4T for Machine Learning

Released in Q1

1

Select continuous metrics from Adobe Analytics like Revenue, Time on Site, or Pageviews as your optimization metric

2

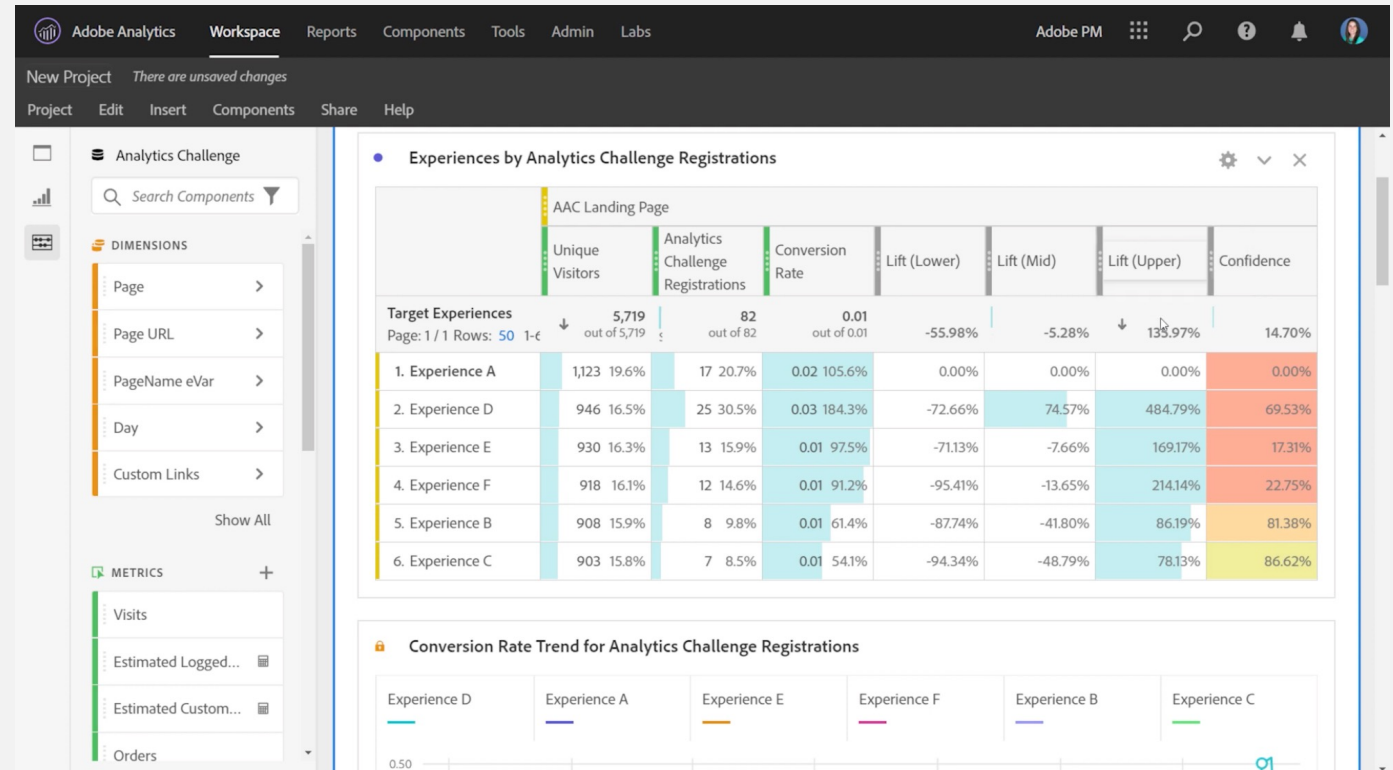
Auto-Allocate optimizes to find the overall winner

3

Auto-Target optimizes to find a user-personalized winner

4

Dive deeper with measurement, lift and confidence in Analysis Workspace



AEM Content Fragment for Headless implementations

1

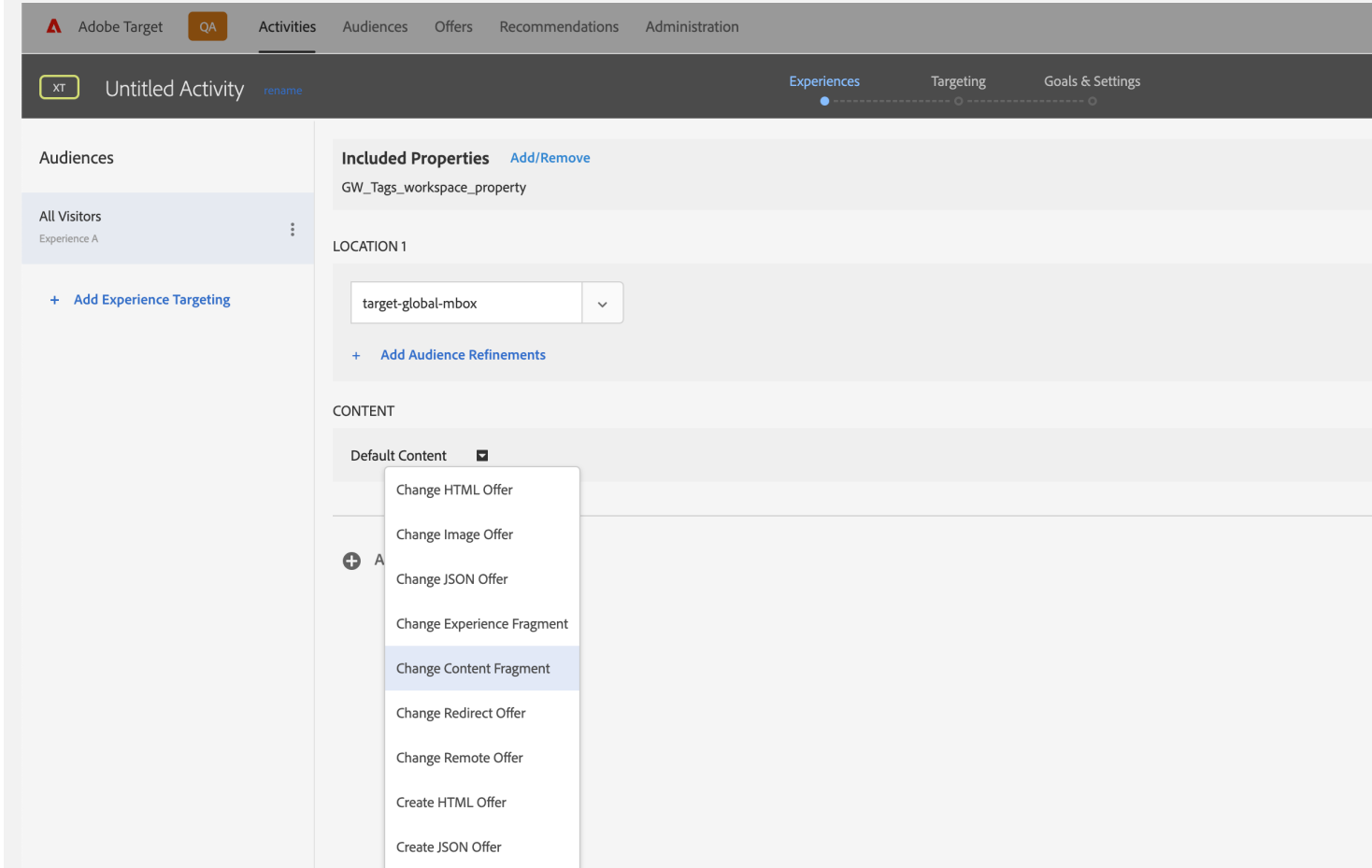
Run experiments and personalization campaigns in Target using AEM headless content on the server-side at near-zero latency

2

AEM content fragments will be exported as JSON to Target offer library where they can be searched and filtered by tags

3

Customers can insert content fragments offers in their Target activities via the form-based composer.



H1

AEM – Target Integration Experience Enhancements

- 1
- Distinguish between experience fragments type between JSON and HTML
- 2
- Search and filter XFs and CFs by their AEM tags in both offer library and when adding them to activities
- 3
- View the offer metadata in the offer info popover for both XFs and CFs

H1

Search AEM Tags for Experience Fragments and Content Fragment.

Offers

AEM Paths

AEM Tags

More Than 100 Items Found

	Type	Source
rmanole 1	Content Fragment	Adobe Experience Manager
Camping in Western Australia	HTML XF	Adobe Experience Manager
Camping in Western Australia	JSON XF	Adobe Experience Manager
Byline	HTML XF	Adobe Experience Manager
Alaskan Adventures	Content Fragment	Adobe Experience Manager

Search Offer and Folder names

Type

Source

< Content >

More Than 100 Items Found

Name	Type	Source
asssss	Folder	
Camping in Western Australia	JSON XF	
Byline	HTML XF	
Alaskan Adventures	Content Fragment	
teia test aem offers	HTML XF	
CF with tags	Content Fragment	Adobe Experience Manager

Offer Info

Offer Usage

AEM path

/content/dam/wknd-shared/en/contributors/sofia-sj-berg

AEM deep link

<http://localhost:4502/editor.html/content/dam/wknd-shared/en/contributors/sofia-sj-berg>

AEM tags

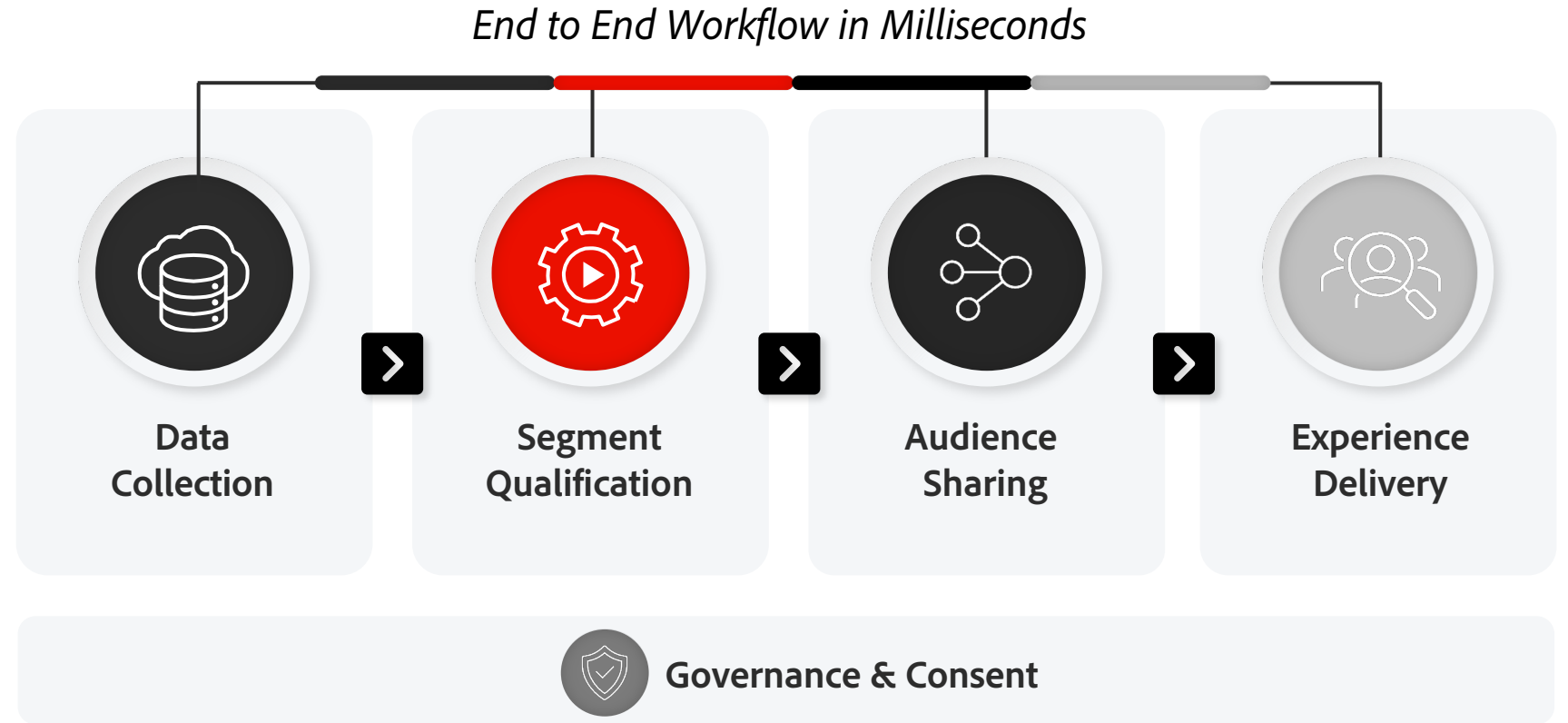
Easter Offers 2022

Christmas Offers 2022

Adventure

Adobe Target and Adobe Real-Time CDP

- Rich Real-Time CDP audience profiles combine behavioral event data with other sources
- Leverage Real-Time CDP profile & segment data of a known loyal customer who is engaging through the site or app to instantly personalize or test messaging via Target.



Real-time Customer Profile Attributes in Target AI/ML

1

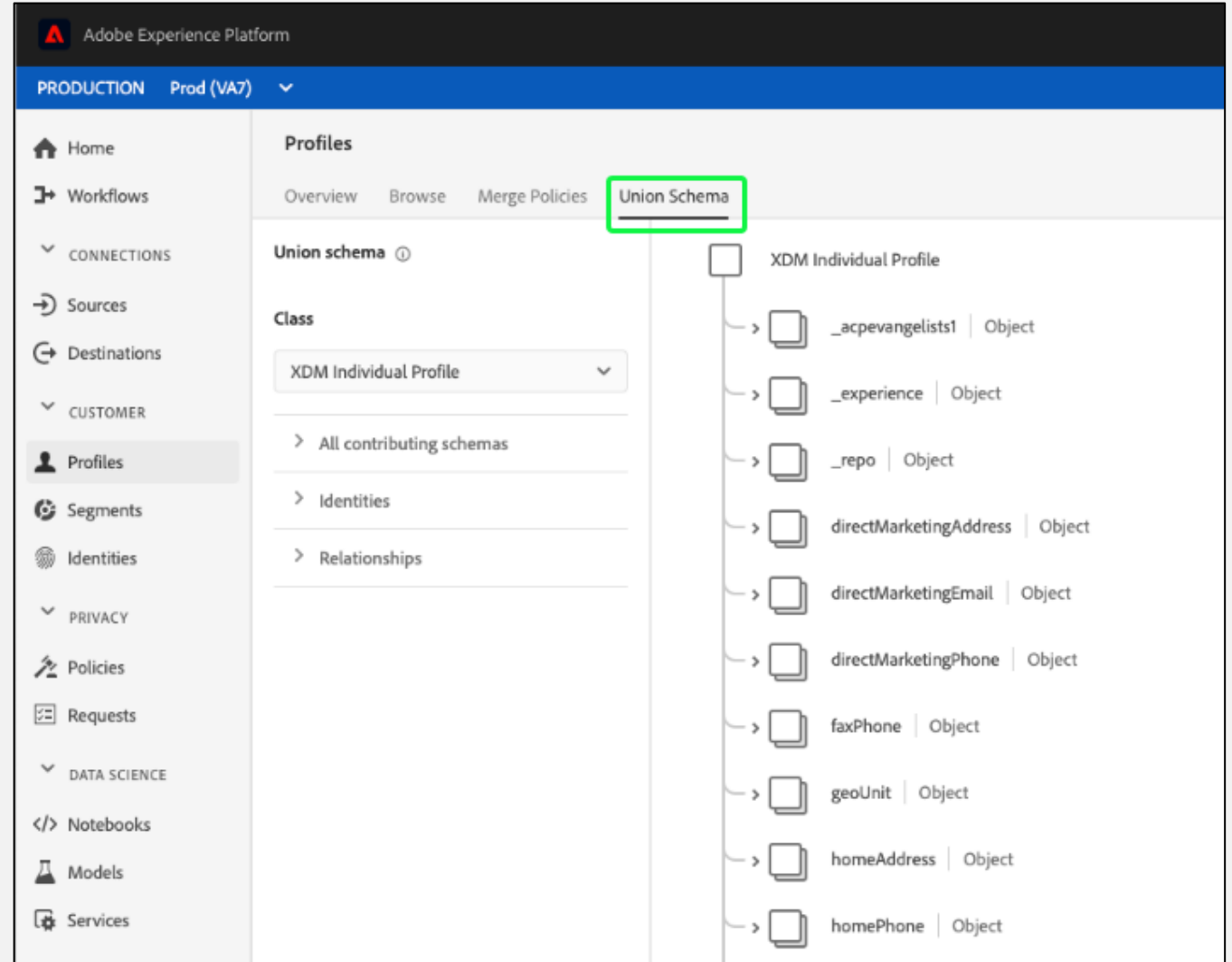
Bring real-time personalization attributes into Adobe Target from Adobe Experience Platform via Destinations

2

Auto-Target and Automated Personalization machine learning models incorporate customer profile attributes

3

Target delivers real-time personalized content to your visitors to optimize for your desired outcome based on a 360-degree view of the customer profile



Real-time Customer Profile Attributes in Target Offers

1

Share Real-time Customer Profile Attributes to Target via Destination

2

Leverage Profile Attributes with existing Target profile attributes in offers.

3

Governance and Policy enforced during sharing of the attributes.

The screenshot shows a configuration window for sharing real-time customer profile attributes. It includes a 'Name (Required)' field, a 'Code' section with three dropdown menus (Source, Sandbox Name, and Attribute), and a code editor displaying a JSON snippet.

Information

Name (Required)

Code

Select a source
AEP

Select a profile sandbox name
dev

Select a profile attribute
Select

```
1: ${ user.AT_Thu_Feb_25_2021_17_53_21_ }
```

Attribute Consent Enforcement with Real-Time Customer Profile

1

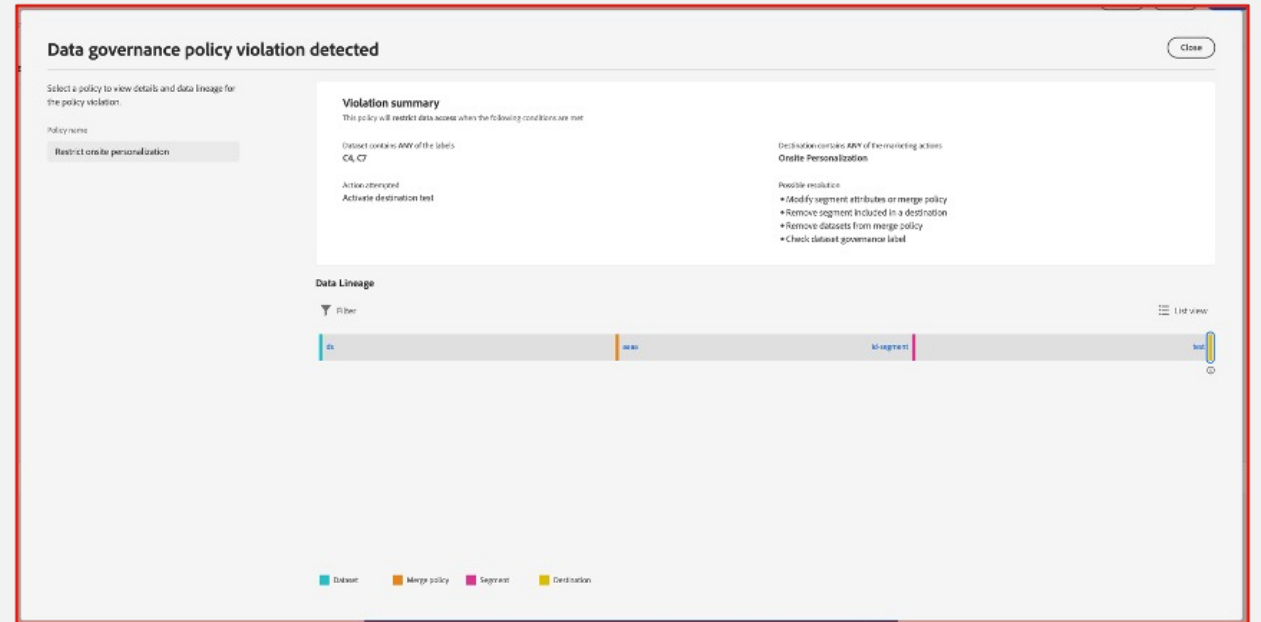
End-users granular level consent available in RTCDP profile

2

End-user consent is enforced by RTCDP Profile to Target for 1:1 personalization.

3

Consent based governance policy enforced during sharing of segment and attribute for 1:1 personalization



Target Experience and Activities in Customer Journey Analytics (CJA)

1

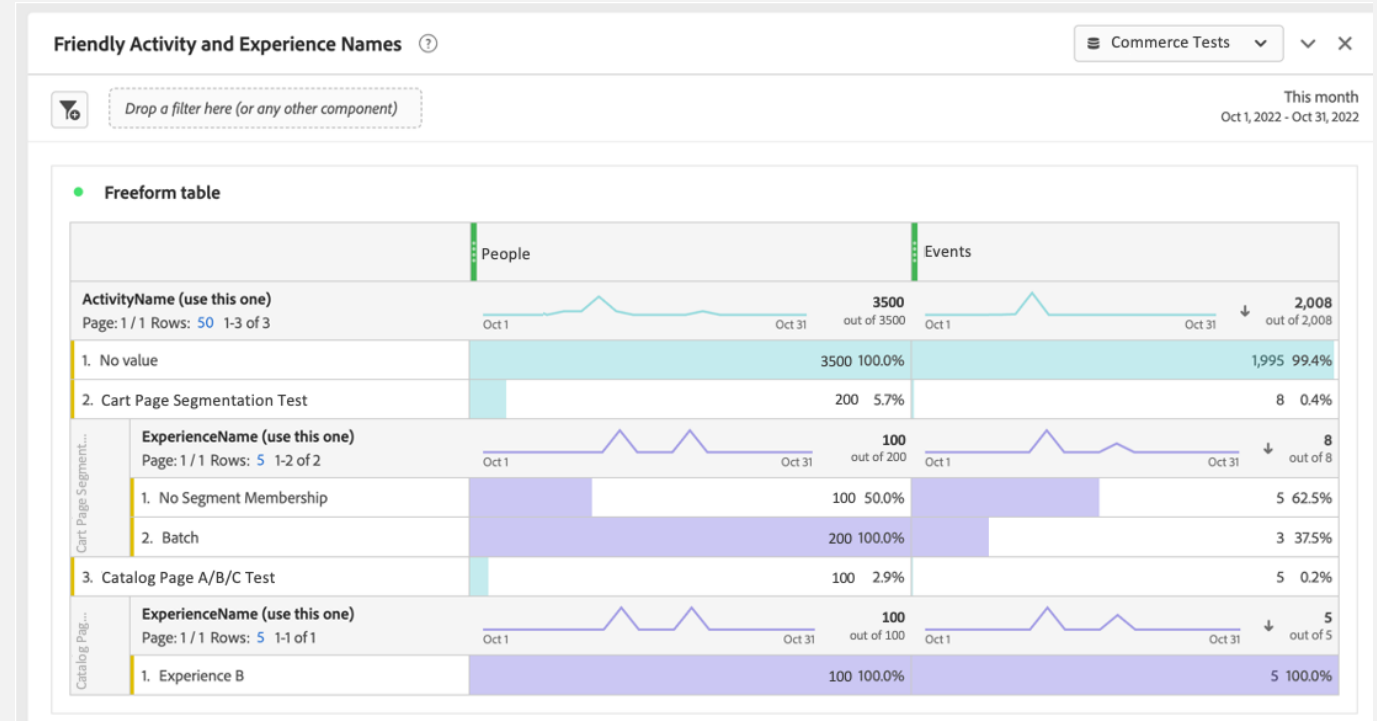
Sent Target data into CJA through the Adobe Analytics Source Connector or with Experience Platform Web SDK

2

Use CJA data views to customize reports and drive deeper analysis

3

Support for A4T friendly names on Target Activities and Experiences



Ideas and inspiration for delivering omnichannel experiences at scale

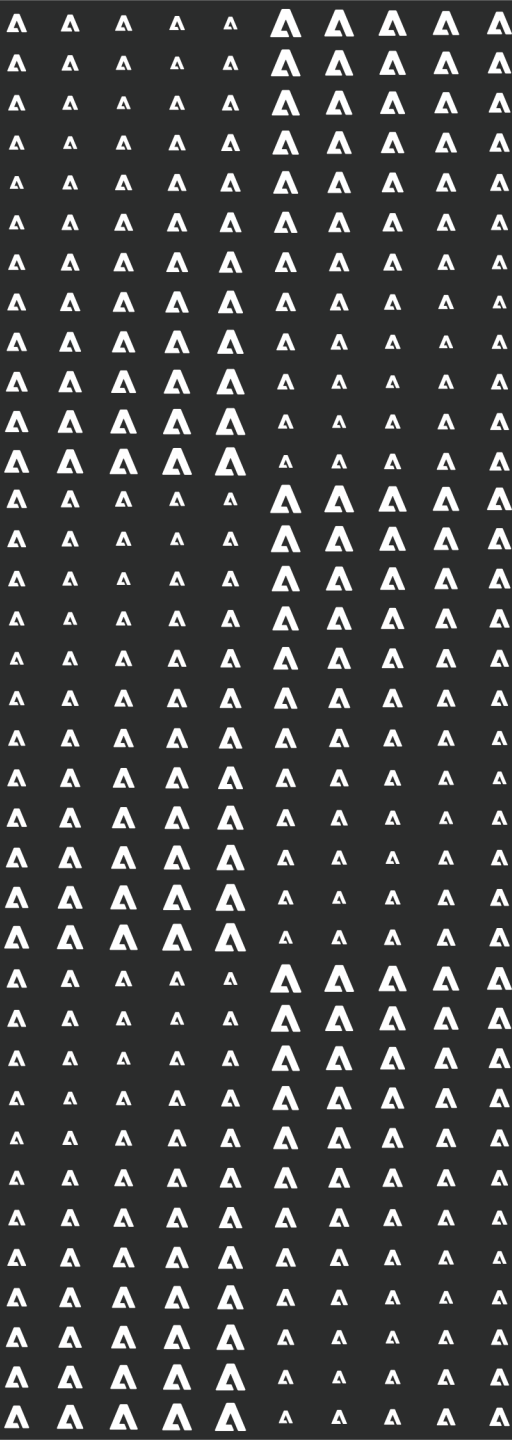
Key capabilities and strengths of Adobe Journey Optimizer, Adobe Campaign and Adobe Target

Roadmap and future innovations for Adobe Customer Journey Management Solutions

Key
Takeaways



Resources



Adobe Campaign Be in the Know

Adoption Framework for AC

- Content organized by people, planning and product
 - Team and org readiness
 - Customer testimonials
 - Tutorials
 - Learning resources
 - Release notes
 - Demo videos
 - Ways to engage with Adobe Campaign community
- Adobe Campaign Classic:
<https://spark.adobe.com/page/Fmshkesu8BvBb/>

Be in the Know



People

Organize and optimize cross-channel success.

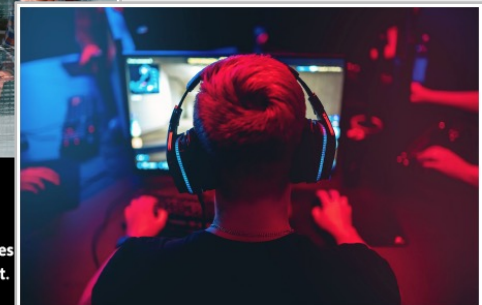
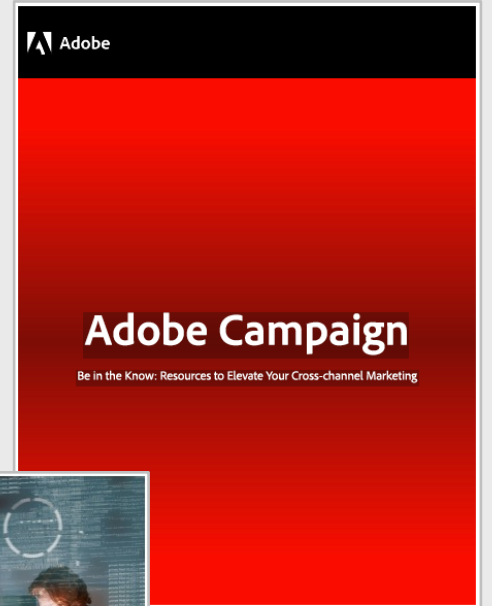
- Optimizing your team for cross-channel success: [Video](#)
- Team readiness, design and content: [Document](#)
- Five roles critical for cross-channel success: [Leadership](#)



Planning

Evolve your cross-channel strategies to maximize customer engagement.

- Digital maturity model: [Document](#)
- Migrate from an ESP to Adobe: [Video](#)
- Getting more with Adobe Campaign: [Document](#)
- Learn from your peers: [Video](#)
- Moving to the cloud: [Document](#)
- Critical cross-channel capabilities: [Thought Leadership](#)



Product

Maximize your marketing investment by keeping up with new releases and product innovations.

- What's new with Adobe Campaign: [Online Resource](#)
- Deliverability best practices: [Online Resource](#)
- Release notes: [Online Resource](#)
- Adobe Campaign integrations: [Online Resource](#)
- Product videos and demos: [YouTube](#)
- Customer stories: [Videos](#)
- Adobe Campaign tutorials: [Online Resources](#)

Adobe Campaign v7 Core Concepts Email Series for Marketers

Sign Up:

There's no better time to grow your skills than now – master key Adobe Campaign V7 concepts and capabilities.

Designed for Marketers, this 8-week email series offers helpful resources and actionable best practices from customers, partners, and Adobe experts.

[Sign up now](#)

Upskill on Adobe Campaign Classic v7

Sign up for the Adobe Campaign Classic Core Concepts for Marketers series.

Just getting started using Campaign Classic v7? Want to brush up on key concepts and best practices?

We created the Adobe Campaign Classic Core Concepts for Marketers series to share helpful resources and boost your skills as a marketer. The weekly emails cover topics such as:

- Best practices for marketing success from Adobe Campaign customers
- Key capabilities and a brand-new glossary of terms
- Designing and orchestrating campaigns
- Managing recipient data

Sign up now to skill up on Adobe Campaign.

Please fill out all fields to subscribe to the email series.

First name *

Last name *

Business email *

Organization name *

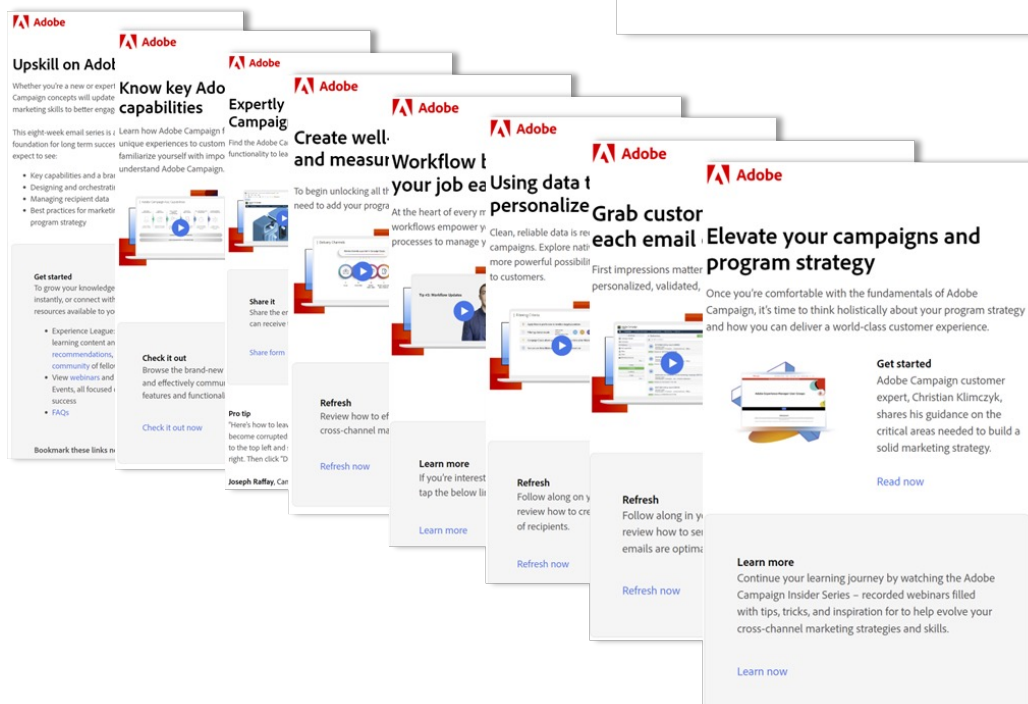
Country/Region *

State/Province *

Job title or role *

Submit

By supplying my contact information, I authorize the Adobe family of companies to contact me with personalized communications about Adobe's products and services. See our Privacy Policy for more details or to opt-out at any time.



Campaign Webinars and Virtual Events

▶ experienceleague.adobe.com

Webinars:

Adoption & Retention webinars and virtual events provide customers with practical guidance from customer and Adobe experts to get the most out of their Adobe solutions. These interactive sessions include “art of the possible” use cases, best practices, and tips & tricks

Bookmark:

[Customer Adoption Webinars & Virtual Events](#)

Register to learn something new.

Learn fresh new skills and discover even better solutions for your business when you attend upcoming events. Register now to save your spot.

 AEM GEMS Looking under the hood - Cloud Manager 2022 Explore the new features released in the last year, an update on behind-the-scenes developments, a look forward into the rest of 2022, and details about how Cloud Manager works under the hood. ADOBE EXPERIENCE MANAGER TUE JUN 15 08:00 AM PST 05:00 PM CET Register	 Masters Roundtable Join panelists from PWC and Wolters Kluwer Health for a strategic discussion around building trust & communicating impact to scale your digital strategy. EXPERIENCE CLOUD JUN 21 09:00 AM PDT Register	 2022 Adobe Experience Maker Awards Galas Celebrate the best of the best Experience Makers. Join us at our live virtual galas on June 22 and 23 as we honor this year's finalists and announce the winners of the Adobe Experience Maker Awards. EXPERIENCE CLOUD JUN 22 05:00 PM PDT & JUN 23 08:00 AM BST RSVP
 Coffee Break Adobe Campaign Community Q&A Coffee Break Join our team of Adobe Campaign Enterprise Architects to chat directly with them and ask your Adobe Campaign questions. ADOBE CAMPAIGN THU JUN 23 08:00 AM PST Register	 EXPERIENCE LEAGUE LIVE Ask the experts Real-Time CDP Connections Our favorite Adobe experts will provide an extensive look at Adobe's Real-Time CDP Connections product, where customers can forward events to any destination using a server-side tag management system. ADOBE REAL-TIME CUSTOMER DATA PLATFORM JUN 23 09:00 AM PDT Set Reminder	 Adobe Analytics Webinar Adobe Analytics Documentation - Mission Possible Learn about the importance of documentation in Adobe Analytics and some techniques to catalogue your implementation. By the end of this session you should have an arsenal at your disposal to tackle your assignment head ADOBE ANALYTICS JUN 23 10:00 AM PDT Register

Journey Optimizer Experience League LIVE

▶ experienceleague.adobe.com



When:

Wednesday, May 24th, 2023

Bookmark:

[Register](#)

Maximize your mobile app's potential with Adobe Journey Optimizer!

Event Details

LIVE WEBINAR DATE: Wednesday, May 24th, 2023

LIVE WEBINAR TIME: 8:30 AM PT | 11:30 AM ET

Journey Optimizer provides marketers with the ability to create contextualized and personalized inbound messages for end users actively engaging with mobile applications.

Join Adobe experts to see how you can configure in-app campaigns and use in-app as a channel in your omnichannel customer experience.

This live session gives you the opportunity to ask questions in the chat and get answers from the experts.

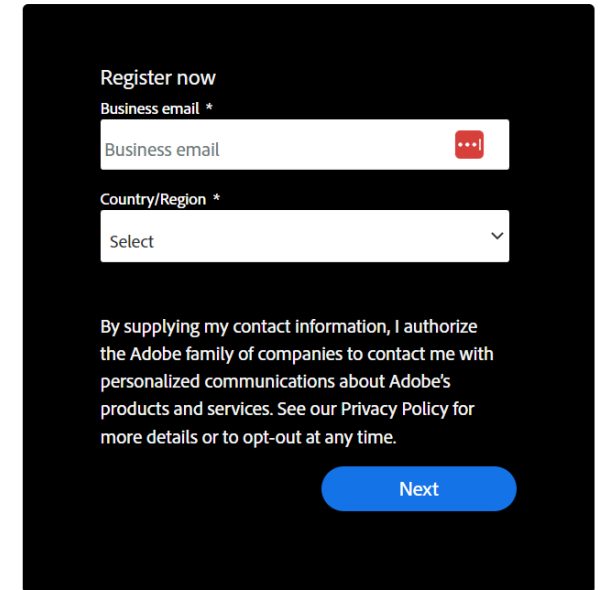
Can't make it? Sign up anyway and we'll send you the recording afterward. We hope to see you there!

Adobe Presenters:

Host, Sandra Hausmann: Sr. Technical Marketing Engineer

Chetan Prasad: Manager Product Management

Peter Fransen: Principal Scientist

A dark-themed registration form overlay with white text and input fields. It includes a 'Register now' header, a 'Business email' field with a red eye icon, a 'Country/Region' dropdown menu, a privacy policy statement, and a blue 'Next' button.

Register now

Business email *

Business email

Country/Region *

Select

By supplying my contact information, I authorize the Adobe family of companies to contact me with personalized communications about Adobe's products and services. See our Privacy Policy for more details or to opt-out at any time.

Next

Adobe Target On-Demand Courses

▶ experienceleague.adobe.com

Recommended courses.

Courses are expertly curated collections of lessons that quickly help you gain skills and knowledge. The following courses are recommended for you based on your profile selections.



In progress

1 hour

Target Fundamentals for Leaders

The Adobe Target Welcome Kit introduces foundational Adobe Target testing and personalization concepts, while also offering practical tools to generate testing ideas, guidance on planning your optimization activities, and helpful templates for strategic stakeholder communications. The Adobe Target Capabilities Series provides an overview of Adobe Target and how it uses real-time data to optimize and personalize consumer interactions across multiple channels.



What you'll learn:

1. Familiarity with Adobe Target capabilities and the value you'll receive

Percent complete 24%

[View details](#)

Getting Started with Adobe Target Implementation for Developers

2 hours, 38 minutes

This course walks you through how to implement Adobe Target on your website. Beginning with administrative topics, including requirements and user permissions, the course then covers implementation methods, considerations, and best practices, before moving on to an overview of how to implement Target with other Adobe solutions, and finally concluding with troubleshooting. Since the creation of this course, Experience Platform Web SDK has become another option to implement Adobe Target in your website. See the Implement Adobe Experience Cloud with Web SDK tutorial here on Experience League for more details.



Percent complete 0%

[View details](#)

In progress

2 hours

Mobile App Implementation and Personalization

Learn to configure, troubleshoot, and validate your Adobe Target and Adobe Experience Platform Mobile SDK implementation in order to personalize mobile app experiences.



What you'll learn:

1. Basics of the Adobe Experience Platform Mobile App SDK.
2. Case studies showing how to personalize and improve mobile app experiences.

Percent complete 34%

[View details](#)

Adobe Target Community Q&A Coffee Breaks

▶ experienceleague.adobe.com

Join your global community of Adobe Target practitioners, peers, and experts for the monthly
Adobe Target Community Q&A Coffee Break series!



Adobe Experience League Community Q&A Coffee Breaks

Join our free Community Q&A Coffee Break series and get answers to your product questions.



Adobe Target
Community Lens



*Stay tuned for the upcoming **Adobe Target Community Q&A Coffee Break!***

Check out the latest Adobe Target Community Lens – updates, content advisors, and more!

In order to participate, simply need to:

- (1) **Register for the event**
- (2) Sign-in to the **Adobe Target Community** on the date/ time of the event
- (3) Be ready to type out their Adobe Target-related Questions by “Reply”-ing to the **event-specific Community discussion post.**

