



# Adobe Target

## Fundamentals of Adobe Target

**Course description:** Fundamentals of Adobe Target is a 1-day instructor-led (classroom or virtual) course. Target enables you to optimize websites, mobile sites, mobile apps, and other digital touchpoints through testing and targeting.

In this course, you will learn the core concepts and capabilities of Target, create A/B test and Experience Targeting activities by using the Visual Experience Composer (VEC), create and use content and offers, create audiences for targeting and reporting, and interpret report results. This course also covers the optimization and design strategy including the campaign strategy process and optimization goals, the roles and responsibilities involved during the optimization program, and activity conflict resolution.

**Target audience:** Frequent users of Target Standard or Target Premium, including strategists and subject matter experts (SMEs), Optimization Managers, Campaign Managers, Marketing Analysts, Content Managers, and Web Analysts.

### Objectives

After completing this course, you will be able to:

- Explain the key concepts of Target
- Explain how to plan a Target optimization program involving processes, goals, roles, and responsibilities
- Create A/B test activities
- Create and manage experiences by using the VEC
- Create offers from the content library
- Perform quality assurance and activate an activity
- Interpret the activity test reports
- Create custom audiences for an activity
- Create Experience Targeting activities for different audiences
- Explain how to resolve multiple-activity conflicts to predict the activity to be displayed

### Course Materials

- Fundamentals of Adobe Target Student Guide

### TOPICS

- Target and Adobe Experience Cloud
- How Does Target work
- Testing versus Targeting
- Targeting Terminologies
- Optimization and Design Strategy
- Creating A/B Test Activity
- Editing Options in the Experience Composer
- Form-based Experience Composer
- Performing Template Test
- Creating Offers
- Performing Activity Quality Assurance
- Activating an Activity
- Interpreting Activity Reports Data by Analyzing Lift, Confidence, and Confidence Level
- Creating Custom Audiences
- Managing Audiences
- Creating Experience Targeting Activity
- Audiences Report Filtering
- Conflict Resolution
- Activity Collisions
- Activity Priorities and Success Actions

### Start Learning Today

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