



Adobe Target

Personalize and Automate with Adobe Target

Course description: Personalize and Automate with Adobe Target is an instructor-led (classroom and virtual) course, where you will learn the core concepts of automating and optimizing Adobe Target capabilities. Using hands-on exercises, you will learn to dynamically personalize content on your website, configure high-converting personalized experiences, and interpret Automated Personalization, Auto-Target, and Auto-Allocate activities using Adobe recommended guidelines and best practices. You will also learn which automated activity option best serves your business requirements by understanding their key benefits and trade-offs.

Prerequisites: Fundamental knowledge of basic Target activity configuration either through work experience, or the recommended prerequisite course Fundamentals of Adobe Target.

Target audience: Frequent users of Target Standard or Target Premium, Target Strategists and Subject Matter Experts (SMEs). Other users may include roles that involve optimization, digital strategy or e-commerce, such as Optimization Managers, Campaign Managers, Marketing Analysts, Content Managers, and Web Analysts.

Objectives

After completing this course, you will be able to:

- Create an A/B activity by using automated traffic allocation options
- Create an Automated Personalization activity to dynamically personalize content on your website
- Exclude specific content from an Automated Personalization activity
- Set up reporting groups to view grouped offers in Automated Personalization activity reporting
- Interpret automation activity reports

Course Materials

- Personalize and Automate with Adobe Target Student Guide
- Personalize and Automate with Adobe Target Slides

TOPICS

- Importance of Adobe Target in Automation and Personalization
 - › Optimization versus Personalization
 - › Introduction to Automation
 - › Benefits of Machine Learning
- Personalization Challenges and Adobe's Strategy
 - › Target's Approach Toward Personalization Challenges
 - › Value Drivers for Delivering Personalized Experiences
 - › Personalization Opportunities Within Customer Journey
 - › Methods to Use Profile Attributes in Target Profile
- Automated Activities
 - › Target's Automation Capabilities: Features and Benefits
 - › Auto-Allocated A/B Activity
 - › Auto-Targeted A/B Activity
 - › Create A/B Activity by Using Auto-Allocate or Auto-Target Options
 - › Create an Automated Personalization Activity
 - › Automated Personalization versus Auto-Target
- Managing Content in Automated Personalization Activities
 - › Create Exclusion Groups to Exclude Specific Content
 - › Reporting Groups in Automated Personalization
 - › Create Reporting Groups in an Automated Personalization Activity
- Target's Personalization Tips and Tricks
- Interpret Automation Activity Reports
 - › Activity Report Interpretation: Guidelines
 - › Using Test and Traffic Calculator: Best Practices
 - › Interpret Automation Activity Reports
 - › Interpret Offers and Actionable Offers Reports
 - › Interpret Personalization Insights Reports

Start Learning Today

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