



Adobe Target

Leverage Experience Cloud Audiences in Adobe Target

Course description: Leverage Experience Cloud Audiences in Adobe Target (formerly known as Leverage Adobe Analytics and Experience Cloud Audiences with Adobe Target) is a 1-day, instructor-led classroom and virtual course. Using hands-on exercises, users will learn how to leverage Adobe Analytics as the Reporting Source for Target (A4T), People Core Service, Experience Cloud ID Service, and Experience Cloud audiences in order to inform their optimization activities using a more complete understanding of their visitors.

Prerequisites: A fundamental working knowledge of Target and Analytics, including how to plan, build, and execute optimization activities. This course also assumes users have a general understanding of A/B testing and site optimization.

Target audience: Business users (including optimization managers and marketers)

Objectives

After completing this course, you will be able to:

- Explain the benefits and key concepts of integrating Target with other Adobe Experience Cloud solutions
- Create A4T activities and interpret activity reports
- Share historical audiences from Analytics to Target
- Create real-time audiences from the Audience Library
- Share audiences from Adobe Audience Manager to Target
- Use customer attributes for expanded targeting and segmentation
- Explain audience sharing with Adobe Experience Platform
- Use audiences with Adobe Campaign and Target

Course Materials

- Leverage Experience Cloud Audiences in Adobe Target Student Guide

TOPICS

- Target's integration with Experience Cloud solutions
 - › People Core Service
 - › Experience Cloud ID Service
 - › Analytics as the Reporting Source for Target (A4T)
 - › Experience Cloud Audiences
- Analytics as the Reporting Source for Target (A4T)
 - › A4T configuration settings
 - › A4T reports: latency considerations
 - › Configure an A4T activity
 - › Configuring A4T results
- Historical audiences shared from Analytics
 - › Share Analytics segments
 - › Considerations when choosing historical audiences
 - › Data latencies: Audiences shared from Analytics
- Creating real-time audiences
 - › Create an audience by using Audience Library
 - › Sharing audience from Audience Manager: benefits
 - › Create an audience segment by using Audience Manager
 - › Data latencies: real-time audiences
 - › Building audiences: guidelines
- Utilizing customer attributes
 - › Configuration: creating a new customer attribute source in Experience Cloud
 - › Create customer attributes to target visitors
 - › Create an audience based on a customer attribute for a Target activity
- Audience sharing with Campaign and Experience Platform
 - › Share audiences with Experience Platform
 - › Use audiences with Campaign and Target

Start Learning Today

Global (except EMEA): 877-722-7088 (phone) • 801-406-4566 (fax) • adls@adobe.com
 EMEA: phone +44 (0)1784 476556, ext 256 • fax +44 (0) 1784 476501 • adlsemea@adobe.com
learning.adobe.com

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