



# Adobe Target

## Personalize Dynamic Content Using Adobe Target Recommendations

**Course description:** Personalize Dynamic Content Using Adobe Target Recommendations is a 1-day, instructor-led course (classroom and virtual). Using detailed, hands-on exercises, you will learn how to use Target Recommendations to make relevant suggestions to site visitors to create a more meaningful, compelling, and engaging experience.

**Prerequisites:** Optimize Digital Experiences Using Adobe Target course or equivalent

**Target audience:** Business users (including marketers and optimization experts), developers, and administrators

### Objectives

After completing this course, you will be able to:

- Explain the importance of Adobe Target Recommendations
- Configure and create a recommendation in Adobe Target
- Add recommendations as an A/B and Experience Targeting (XT) offer
- Manage recommendations in Adobe Target
- Describe Target Recommendations algorithms and criteria
- Create collections and exclusions for a recommendation
- Manage product feed by using catalog search
- Import entities into recommendations by using feeds
- Interpret Target Recommendations reports

### Course Materials

- Personalize Dynamic Content Using Adobe Target Recommendations Student Guide

### TOPICS

- Introduction to Adobe Target Recommendations
  - › Recommendations: Benefits
  - › Examples of recommendations
  - › Terms and concepts
- Configure and create Target Recommendations
  - › Key components of a recommendation
  - › Recommendations: Strategy and design
  - › Visual Experience composer versus Form-based composer
  - › Regional Mbox versus Global Mbox
  - › Recommendation experience composers
    - Experience, Targeting, and Goals & Settings workflow
  - › Manage recommendations activities in Target
  - › Create a recommendation in the VEC
  - › Create a recommendation in the FEC
  - › Add recommendations as an offer in an A/B Test and XT activity
  - › Perform QA and activate a recommendation
- Target Recommendations algorithms
  - › Algorithms and criteria overview
  - › Types of recommendations algorithms
  - › Configuration settings for a new criterion
  - › Create new criteria using inclusion rules
- Catalog Search, Collections, and Exclusions
  - › Locate products or content by using catalog search
  - › Refine product search by using catalog search options
  - › Create, edit, and change collections
  - › Create exclusions
- Target Recommendations Design
  - › Design overview
  - › Settings, entities, and thumbnails
- Data Feeds and Settings
  - › Purpose of feeds
  - › Data feed configuration settings
- Target Recommendations reports
  - › Recommendations report settings
  - › Interpret reports
- Summary and review

### Start Learning Today

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