



ОБЗОР DIGITAL MARKETING ИНСТРУМЕНТОВ

ADOBE ANALYTICS

ADOBE CAMPAIGN



# Спикер



## Пузырин Николай Владимирович

- Образование: Гомельский государственный университет им. Франциска Скорины
- 15 лет работы в IT сфере
- Backend и frontend разработка
- Adobe Certified Expert - AEM 6 Architect
- AEM 6.0 – 6.4
- Adobe Campaign, Adobe Analytics, Adobe Target



CERTIFIED EXPERT

# Общий обзор Clouds



# Adobe Creative Cloud



# Adobe Documents Cloud

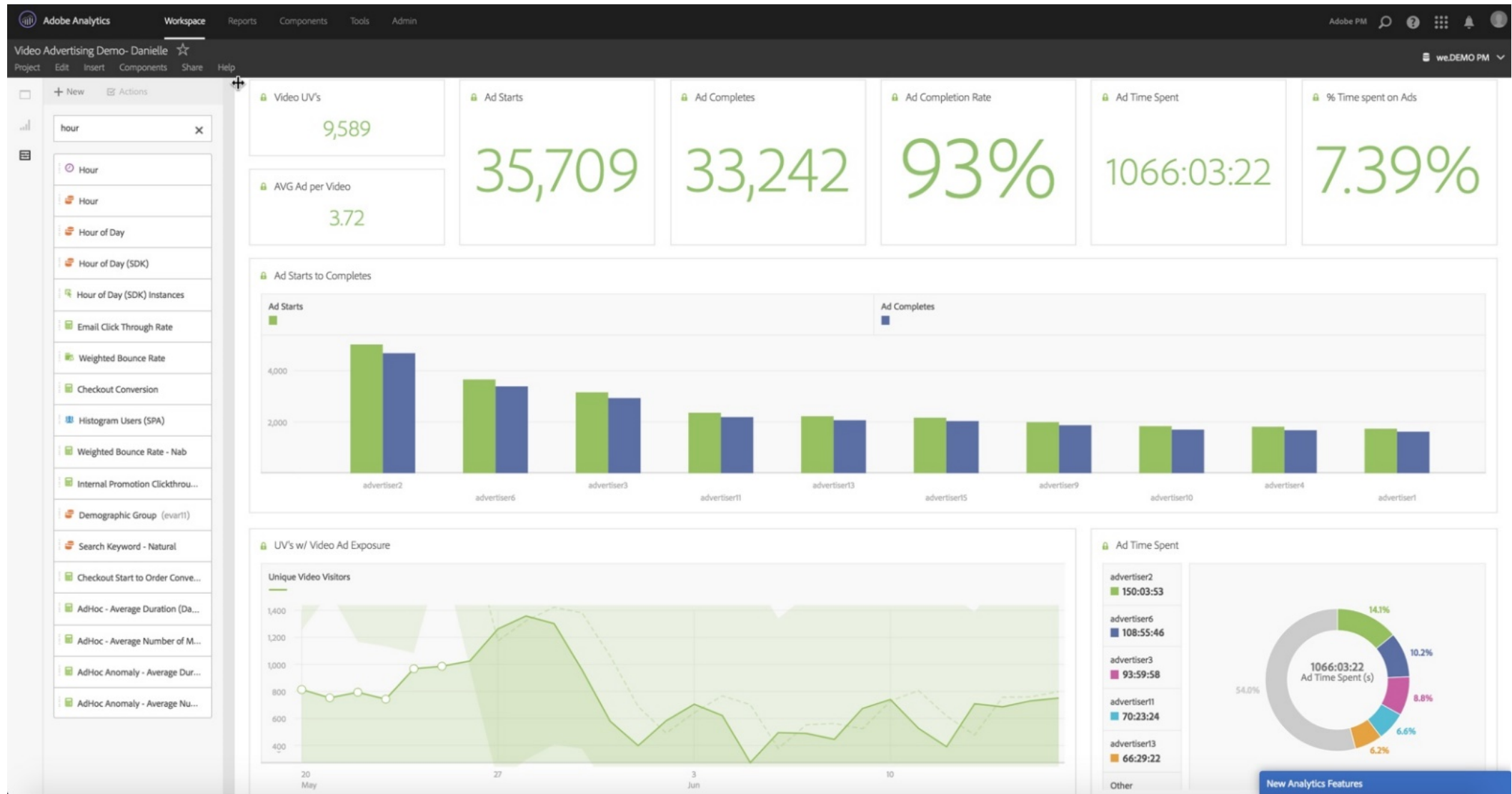


# Adobe Experience Cloud

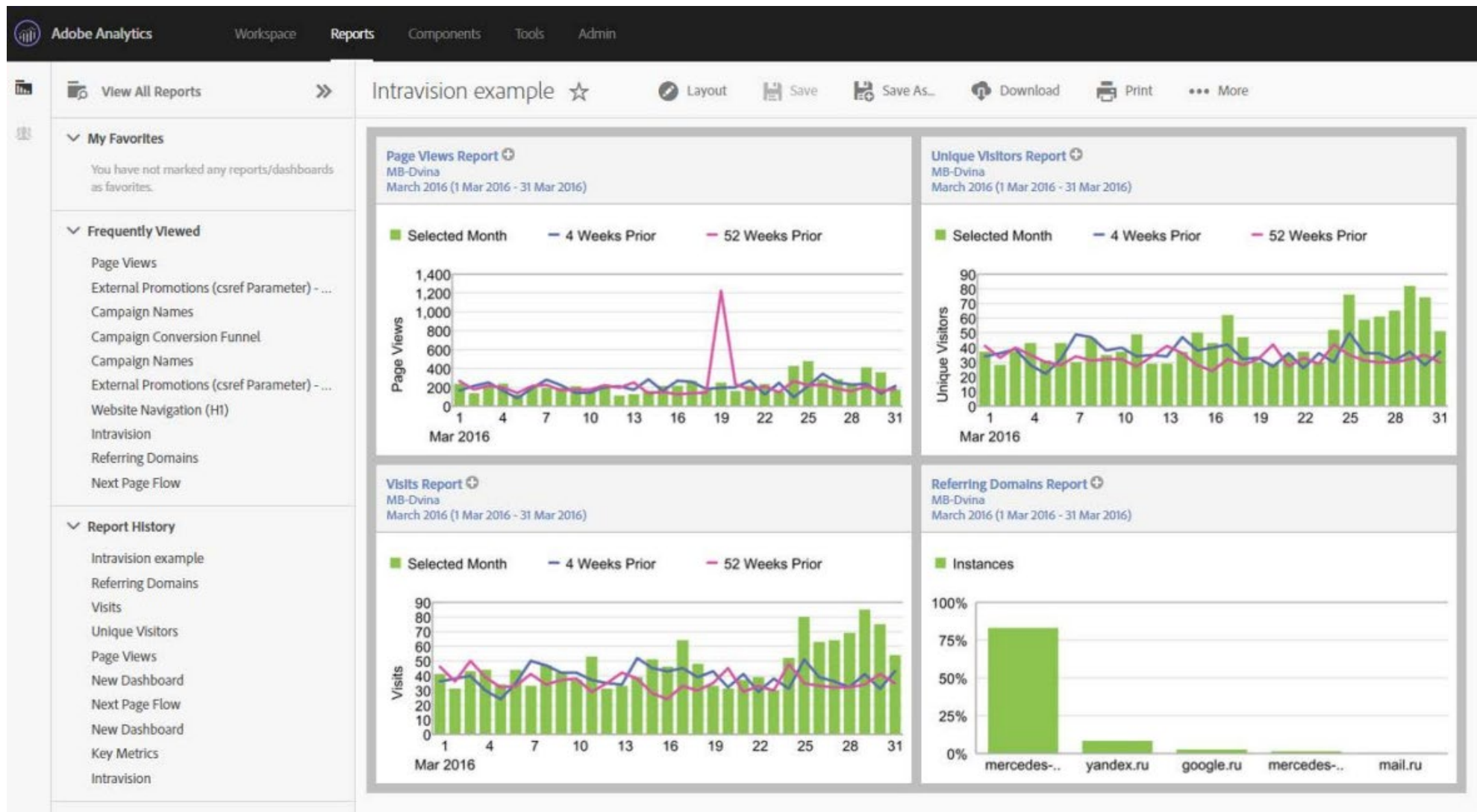




# Adobe Analytics

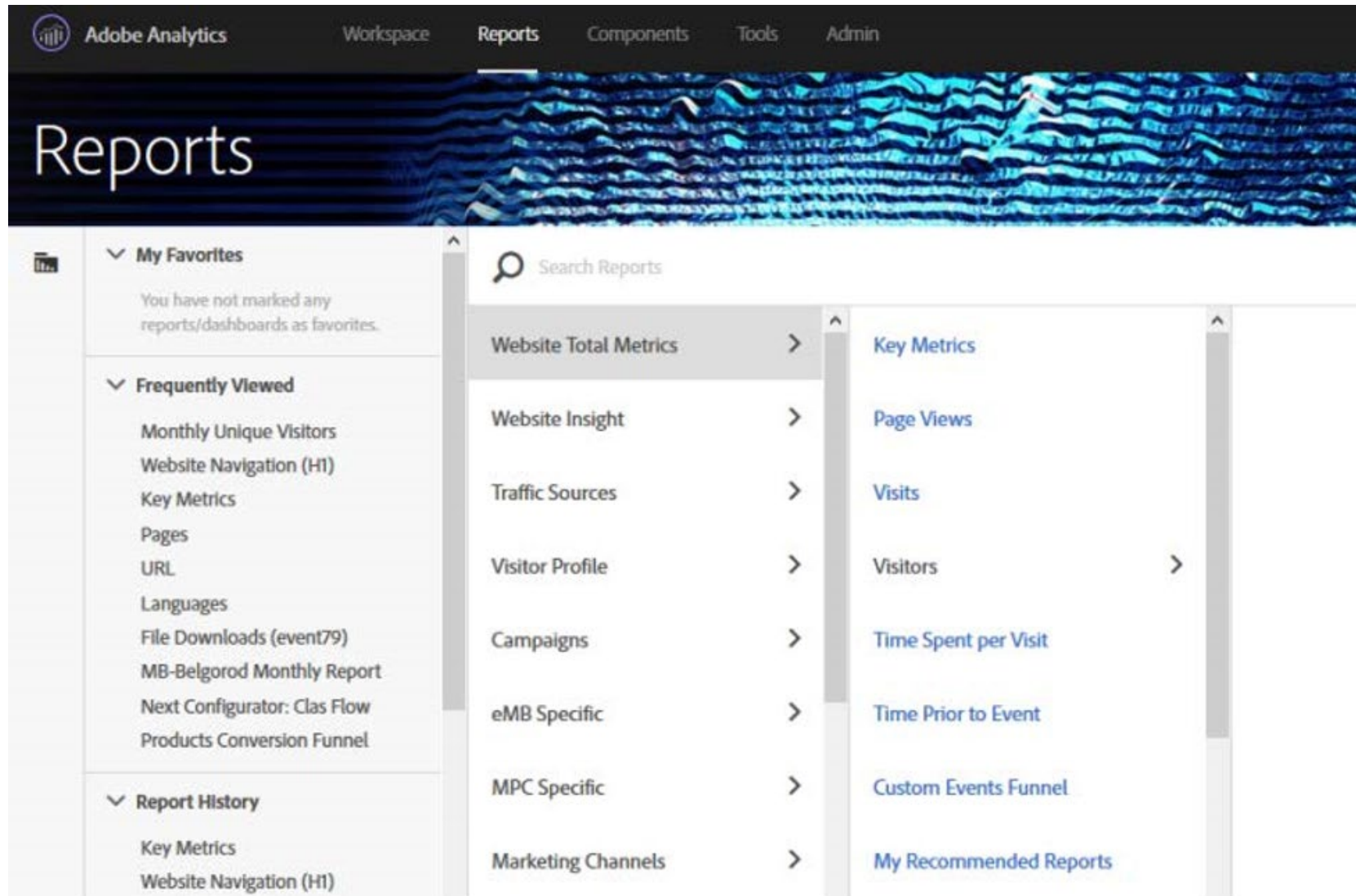


# АА панель отчетов - dashboard





# Adobe Analytics



# Сравнение GA и AA

**GOOGLE ANALYTICS**

VS

**ADOBE ANALYTICS**



# Сравнение GA и AA

## GOOGLE ANALYTICS

## ADOBE ANALYTICS



Цена



Простота



Гибкость



Подключение



В реальном времени



24/7



Интеграция с CRM



Интеграция с AdWords



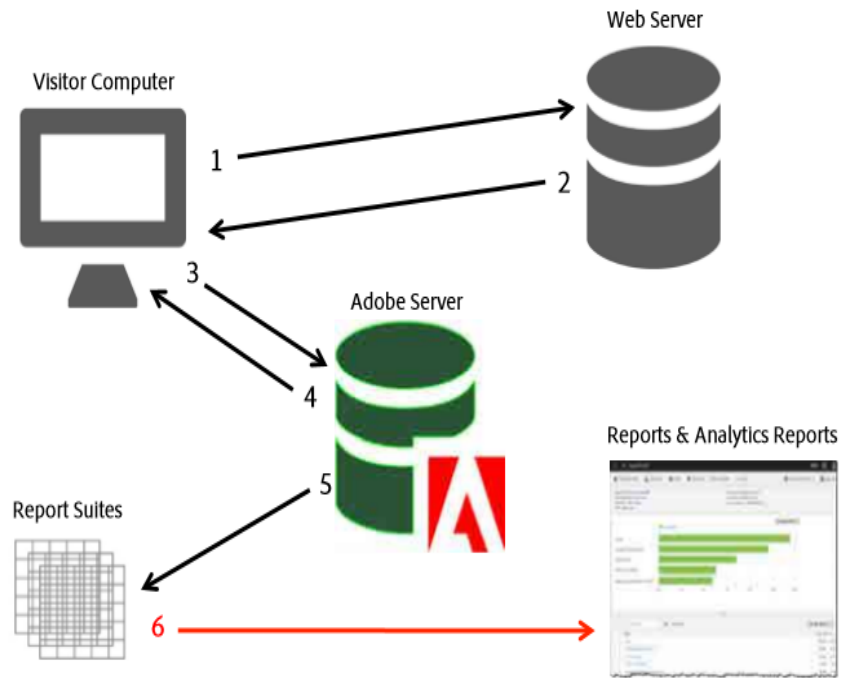
Время хранения данных



Пользовательский путь



# Adobe Campaign



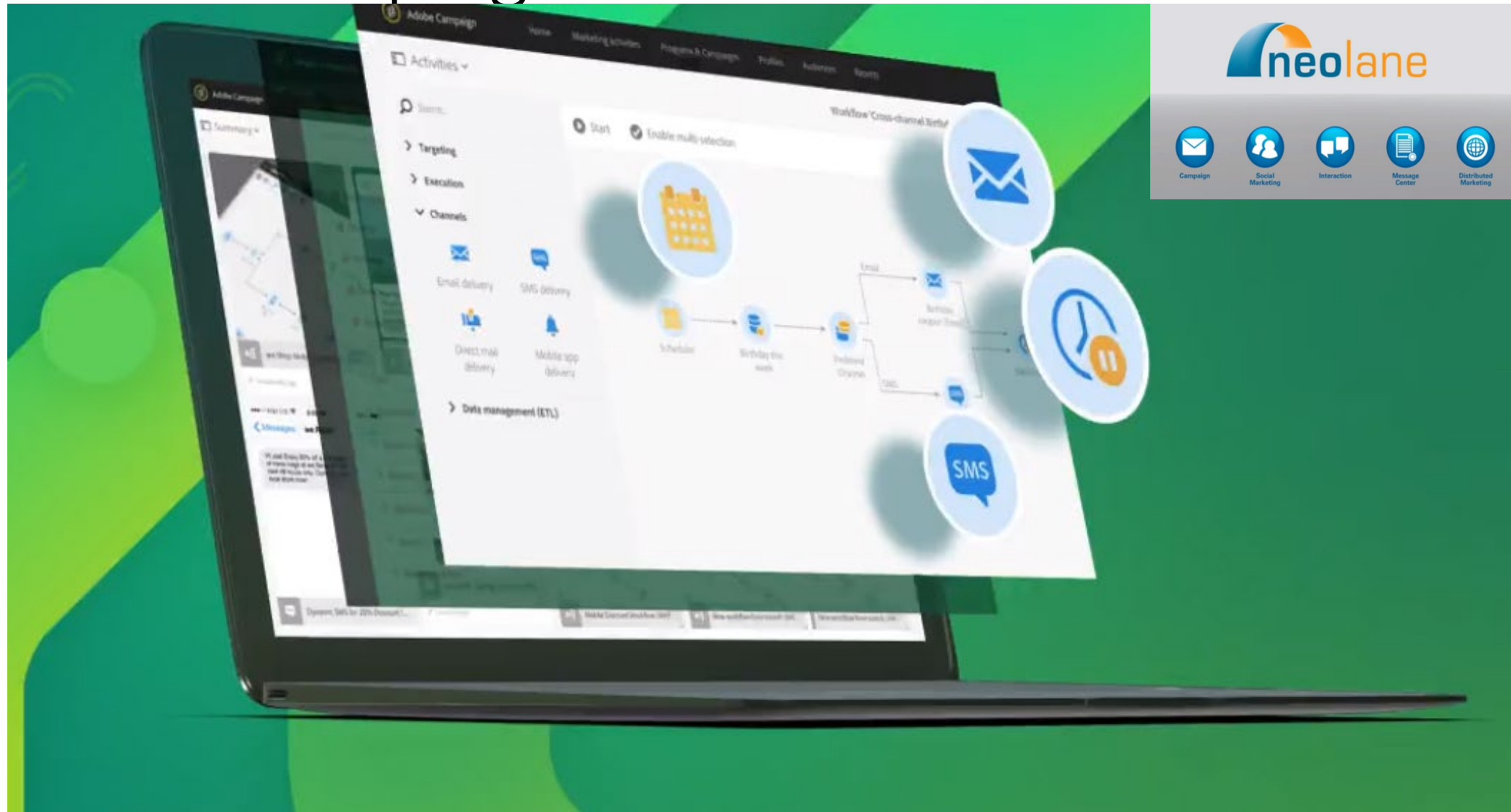
```
<script language="JavaScript" type="text/javascript"
scr="http://www.geometrix.com/AppMeasurement.js"></script>
<script language="JavaScript" type="text/javascript"><!--

/* Traffic Variables */
s.pageName="Women:Fine Apparel:Red Dress"
s.channel="Women"
s.server="Geometrix UK"
s.pageType=""
s.prop1="Fine Apparel"
s.prop2=""
s.prop3=""
s.prop4=""
s.prop5=""

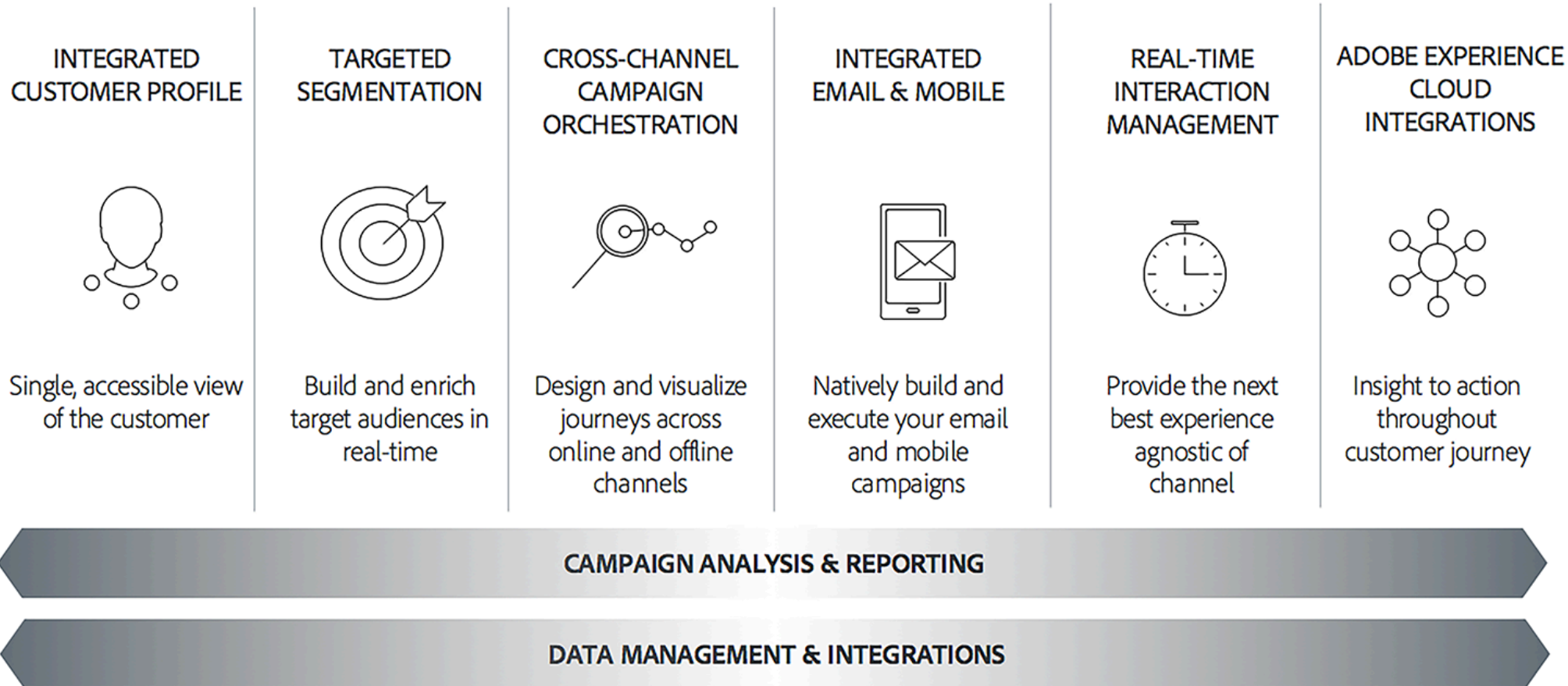
/* Conversion Variables */
s.campaign=""
s.state=""
s.zip=""
s.events="prodView"
s.products=";101341"
s.purchaseID=""
s.eVar1=""
s.eVar2=""
s.eVar3=""
s.eVar4=""
s.eVar5=""

var s_code=s.t();if(s_code)document.write(s_code)//--></script>
```

# Adobe Campaign

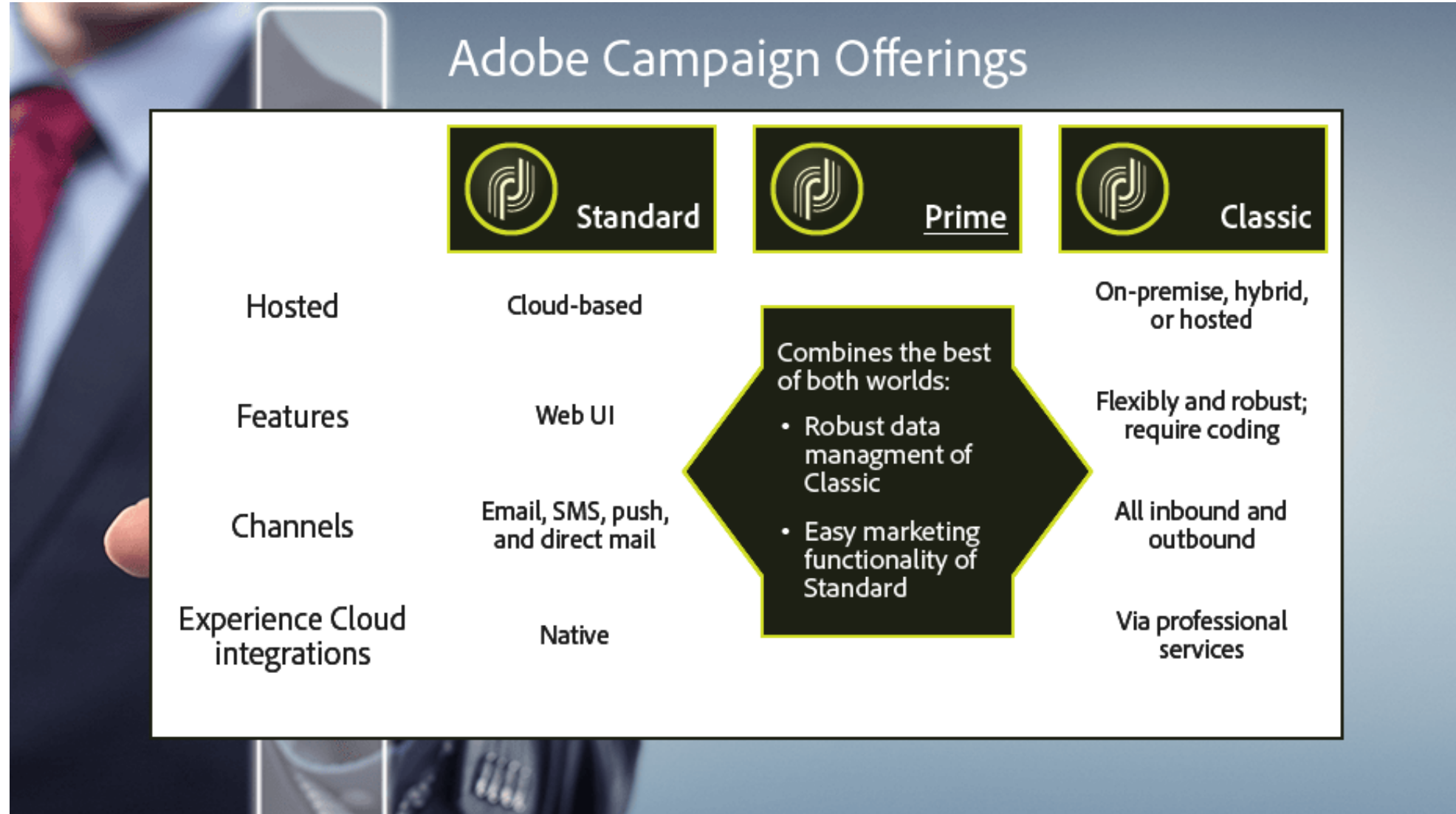


# Adobe Campaign





# Adobe Campaign Offerings



# Adobe Campaign

Adobe Campaign v7 - Client console

File Edit View Tools Help

Home Explorer

1 - Tree

- Administration
- Resources
- Profiles and Targets
  - Files
    - Recipients
      - External
      - Clients
        - External
        - Web
      - Lists
      - Predefined filters
    - Services and Subscriptions
    - Visitors
    - Jobs
  - Campaign Management
    - MRM
    - Offers - design
    - Offers - live
    - Message Center

2 - List

Recipients (By name or email)

Last name: Email:

First name	Last name	Email	Account
Jennifer	Carpenter		W987
Diego	Casals		Y309
Linn	Damon		V431
Cecilia	Dapunte		V435
Ivan	Denissovitch		DEN08
Linda	De Souza		SOU08
Vera	Drake		DRA08
André	Dundar		

201 / ?

3 - Details

Recipient 'Carpenter Jennifer'

General

Contact information

Other

Lists

Subscriptions

Deliveries

First name: Jennifer Last name: Carpenter

Salutation: Ms Middle name:

Account #: W987 Status: Prospect

Company: Gender: Female

Language: English Birth date:

☐ No longer contact (by any channel)

Main parameters

Email: Email format: Unknown

Mobile: Fax:

Phone: Origin:

Comment:

Program

Campaigns (By name, label, nature or status)

Label: Internal name:

Nature: Status: (No value)

Campaigns	Status	Start	End	Nature
Sample Basket campaign	Started	01/13/2017	01/18/2017	(None specified)

1 / 1

Campaign 'Sample Basket campaign (OP1)'

Dashboard Edit Targeting and workflows

Label: Default workflow Execution status: Being edited

Default workflow (WKF1)

Flow Control

- AND-join
- Scheduler
- Test

Every hour

triggerType equal to basket and eventDate on or after 1 days before

Result

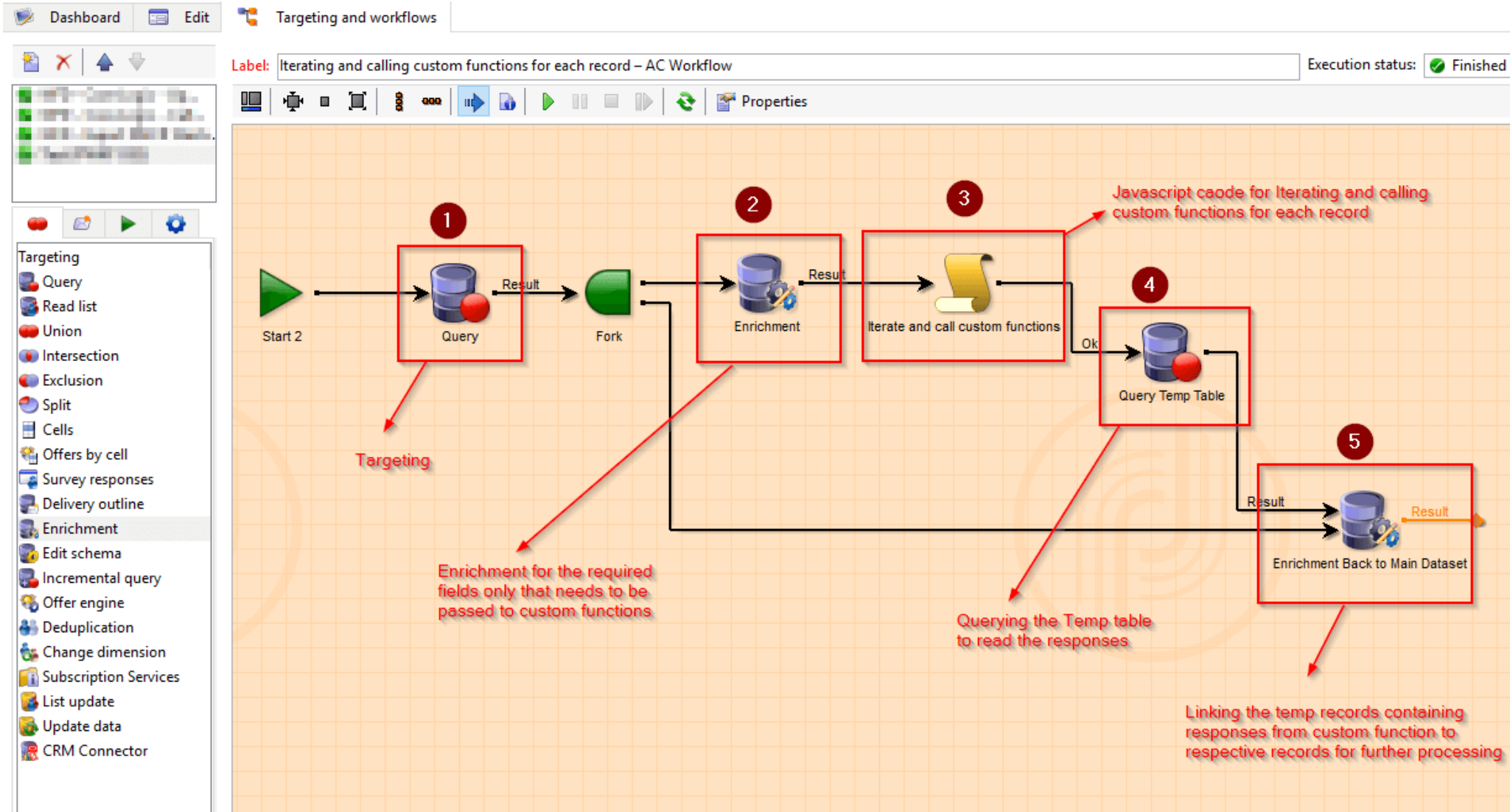
Exclusions

Result

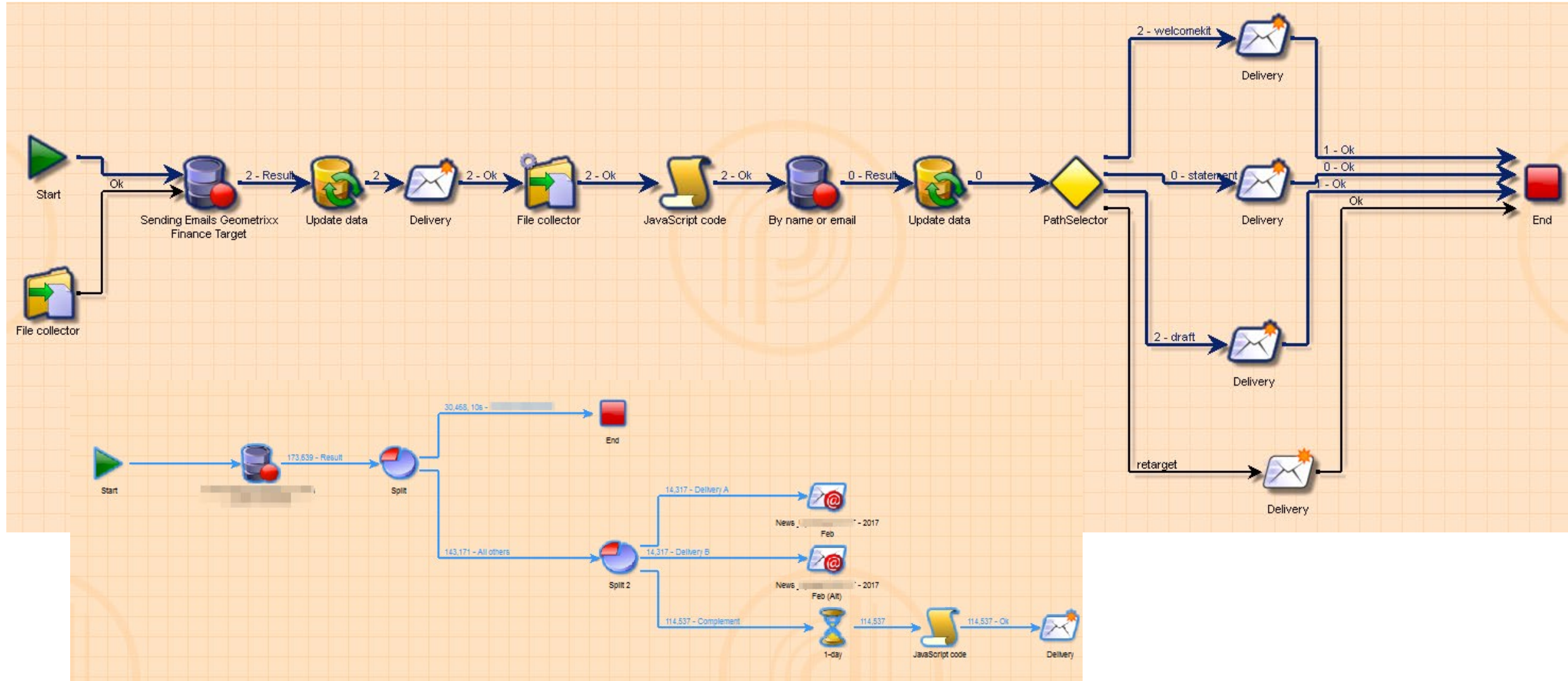
Email delivery

Ln 5, Col 22 INS

# Adobe Campaign



# Adobe Campaign



# Adobe Campaign

The screenshot displays the Adobe Campaign Classic Client console interface. The main window is titled "Adobe Campaign - Client console" and shows the "Entities Import Wizard" dialog box. The wizard is currently on the "Packages to install" step, where a list of packages is shown, including "Inbox Rendering (IR)", "CRM connectors", "Web Analytics connectors", "AEM integration", "Adobe Marketing Cloud Shared Audiences Integration", "Integration with the Adobe Marketing Cloud", and "General Data Protection Regulation (GDPR)".

Below the wizard, the "External Accounts" section is visible, showing a table of installed accounts:

Type	Label	Enabled	Server
Routing	Agency routing	Yes	
Routing	Android routing	Yes	
SFTP	Billing SFTP	Yes	127.0.0.1
Bounce mails (POP3)	Bounce mails	Yes	pop.domain.com
External database	Clients	Yes	10.84.9.63

The "Clients" account is selected, and its configuration is shown in the "General" tab. The "Label" is "Clients", the "Internal name" is "EXT4", and the "Type" is "External database". The "Automatically exported in" checkbox is unchecked, and the "Enabled" checkbox is checked.

A "Connection" section is also visible, showing the "Type" as "External database", the "Server" as "10.84.9.63", and the "Account" as "admin". The "Database" field is empty, and the "Time zone" is set to "UTC".

A "Test the connection" button is highlighted, and a small dialog box titled "Adobe Campaign v7 - Client console" is open, showing a "Connection test successful" message. The "Test the connection" button is also highlighted in the main window.

On the right side of the interface, a list of external accounts is shown, including "AEM", "Routing", "SFTP", "Bounce mails (POP3)", "Export audiences to the A...", "External direct mail deliv...", "External mobile routing", "External telephone rout...", "Facebook routing", "Import audiences to the A...", "Internal email delivery", "iOS routing", "Adobe Marketing Clo. MAC", "Microsoft Dynamics CRM", "NetSize mobile delivery", "Oracle On Demand", "Other routing (non-execu...", "Salesforce CRM", and "Twitter routing".

Below this list, the configuration for the "Microsoft Dynamics CRM" account is shown. The "Label" is "Microsoft Dynamics CRM", the "Internal name" is "dynamicsCRM", and the "Type" is "Microsoft Dynamics CRM". The "Automatically exported in packages" checkbox is unchecked, and the "Enabled" checkbox is checked.

The "Personalization" section is also visible, showing the "Deployment type" as "Web API" (selected) and "On-premise" (unselected). The "Account" is "admin" and the "Server" is "10.84.9.63".

# AXAMIT

[www.AXAMIT.com](http://www.AXAMIT.com)

