Optimizing your mobile apps with the mobile SDK, Adobe Analytics and Target (L327)

Instructors

Ram Parthasarathy, Product Manager – Adobe Target, parthasa@adobe.com

Siddharth Jain, Associate Product Manager – Adobe Target, sijain@adobe.com

Introduction

In this lab, you will learn how to optimize your mobile applications using Adobe Target. This guide provides instructions that will help you to create some A/B tests and personalized experiences inside a native iOS application.

Before you begin, identity your segment. This will help you navigate this lab effectively.

SEGMENT 1
I am a …
- ☐ Non-technical business user (marketer, optimization manager, consultant, mobile product manager etc) and I am not familiar with Adobe Target or the concept of A/B Testing.

SEGMENT 2
I am a …
- ☐ Non-technical business user familiar with Adobe Target or the concept of A/B testing and I have used it on the web

SEGMENT 3
I am a …
- ☐ Developer, architect, implementation consultant
- ☐ iOS or Android app developer

The segmentation is just a guidance
- If you are in segment 1, you should aim to complete all the basic objectives
- If you are in segment 2, you should aim to complete all the basic objectives and 1 or more advanced objectives
- If you are in segment 3, you should aim to complete all the basic objectives and 2 or more advanced objectives

Before You Begin

Objectives

Basic
1. Download and configure the app
2. Create your Activity in the UI
3. Create a Target Location in the app
4. Create a Success metric in the app
6. Add an audience to your activity

Advanced
7. Create an image replacement A/B Test
8. Send custom user profile data
9. Send Activity information to Analytics