

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

Instructors

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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, identify your segment. This will help you navigate this lab effectively.

SEGMENT 1

- ☐ Non-technical business user (marketer, optimization manager, consultant, mobile product manager etc)

SEGMENT 2

- ☐ Somewhat technical user familiar with Adobe Target or the concept of A/B testing

SEGMENT 3

- ☐ Developer, architect, implementation consultant
- ☐ iOS or Android app developer

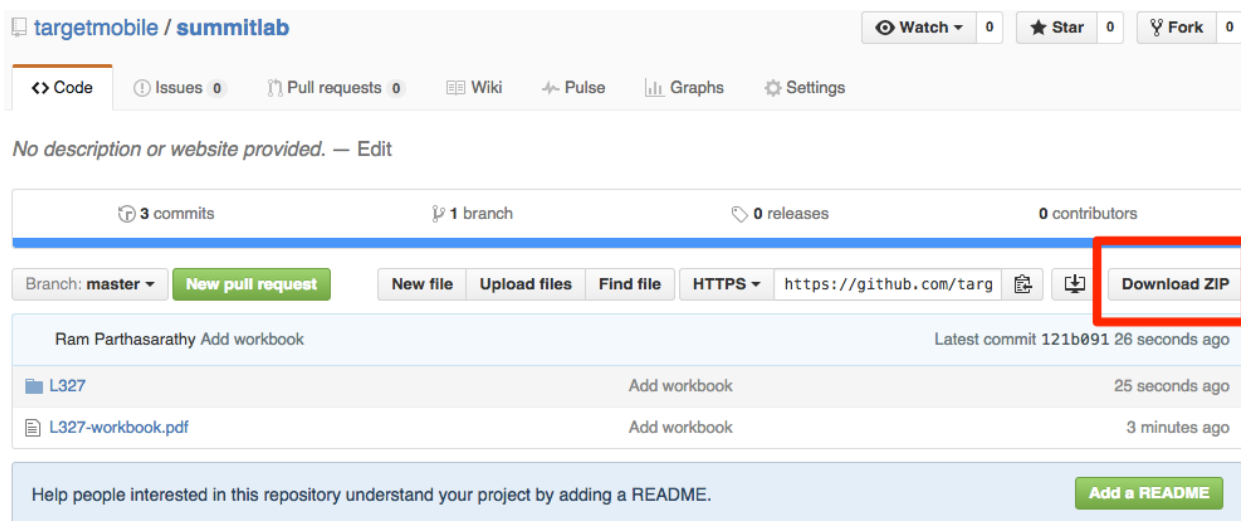
The segmentation is just a guidance. You can work through the lab objectives at your own pace.

- 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

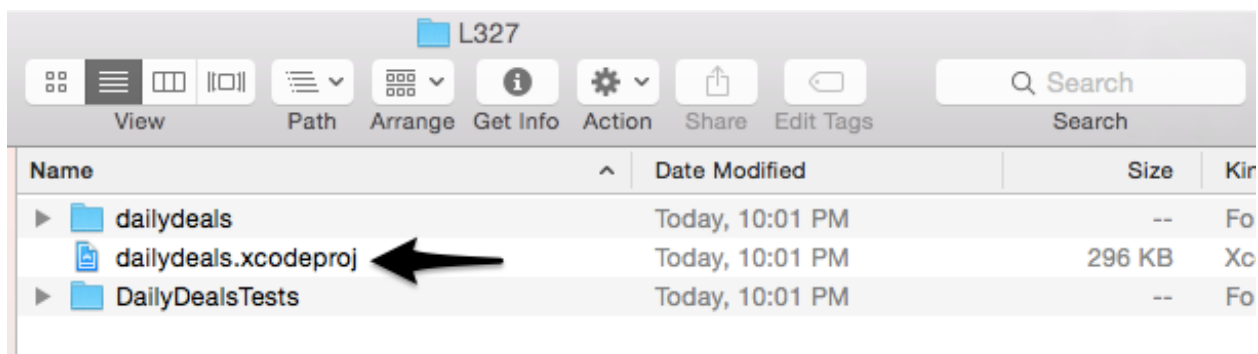
Before You Begin

Download the demo app and the workbook.

1. Open the browser and click the bookmark. You can also type this URL in the browser <https://github.com/targetmobile/summitlab>
2. Click on 'Download Zip' as highlighted in the image below

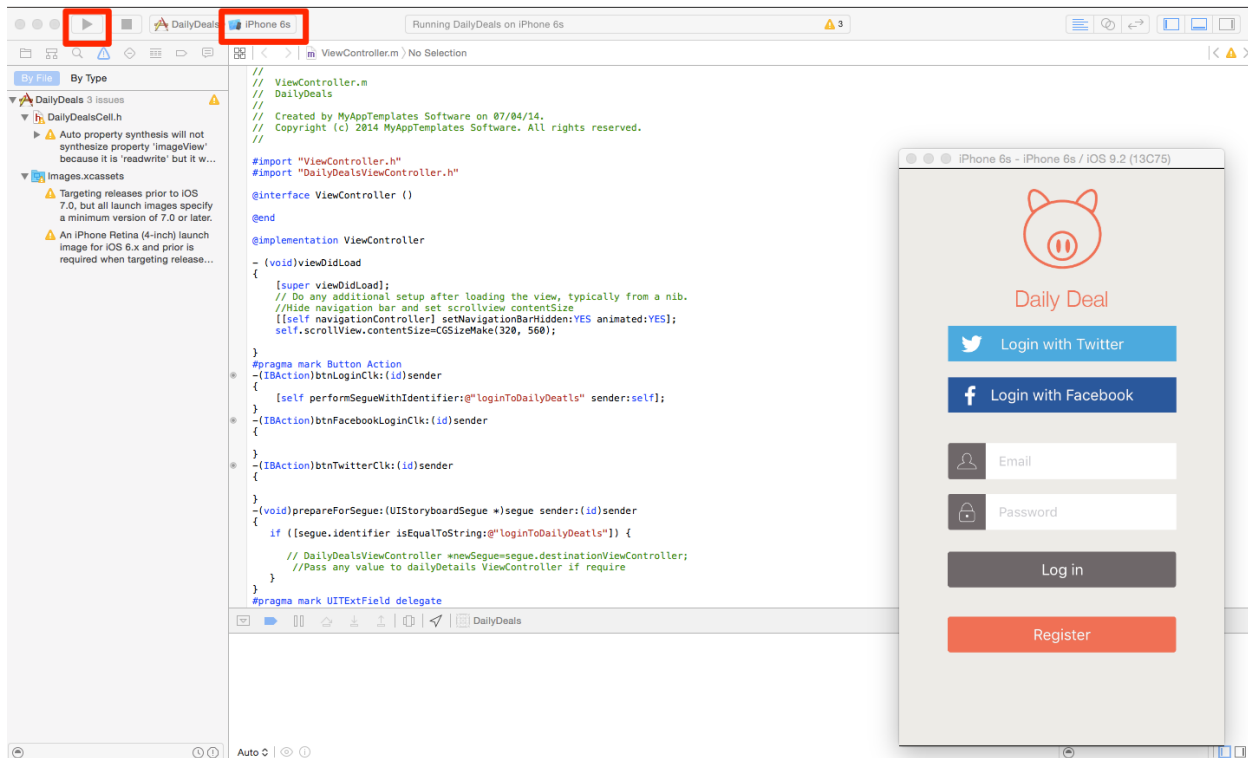


3. Double click the downloaded zipped file and you will see a folder titled **L327** and a pdf file titled **L327-workbook.pdf**. The pdf contains step by step instructions for the lab objectives.
4. Open the L327 folder and double click on **dailsdeals.xcodeproj**



5. The file will open in Xcode. This might take a minute the first time. Once Xcode opens, select **'iPhone 6S'** on the top left corner as highlighted in the screenshot and click the **'Play'** button.

You now just ran the demo iOS app in an iPhone 6S simulator. You should now be seeing something similar to this screenshot. The app running in the simulator is a fully functional app similar to the ones you can install on an iPhone.



If you have the demo app running in the simulator, congrats! You are all set to begin working on your lab objectives.

The first few objectives will walk you through the process of creating a simple A/B test on this app. Even though we are using Xcode, you don't have to know how to code to complete all the basic objectives.

The advanced objectives require coding knowledge.

Lab Objectives

Basic

1. Enable Target in the Mobile Services UI
2. Understand how Target works
3. Create a Target Location in the app
4. Create a Success metric in the app
5. Create your first Target Activity in the UI
6. Add an audience to your activity

Advanced

1. Create an image replacement A/B Test
2. Send custom user profile data
3. Send Activity information to Adobe Analytics