**ADOBE TARGET**

**DAY 1:**

Introduction

Types of Activities

Activity QA

**DAY 2:**

Activity QA

Administration > Implementation

Administration > Host

Administration > Environment

Multipage activity

Page Delivery

**DAY 3:**

A/B Test > Auto-allocate (Identify the winning experience as quickly as possible. Requirement 1000 visits and 50 conversion)

A/B Test > Automated Personalization when you want optimization algorithms of the highest complexity.

Activity > Visual

* Form

VEC Actions

* Actions for Text and Images
* Actions for Links

**DAY 4:**

**Configuring VEC:**

Activities > Experiences > Overlays: The change overlay feature enables you to color-code elements, making it easier for you to locate them as you create your experiences.

Activities > Gear Icon > Page Delivery (in-depth)

Activities > Gear Icon > Add Mobile Viewports

Activities > Gear Icon > Properties ( Will discuss when we learn about workplace)

Activities > Gear Icon > Audiences > Single Audience //Default

Multiple Audiences

If we choose multiple audiences, it’s applicable for all the experiences. But, In Experience Targeting(XT), It is one-on-one mapping. Each experience has a separate audience.

Activities > Gear Icon > Site Preferences

**Form-based Experience Composer(FEC):**

* Regional mbox

**DAY 5:**

**Content Library** > To create and manage offers.

It’s a central repository for managing all assets and offers.

It allows for easy organization and re-use of content

**Two types of offers:**

Image Offers > Visual Assets

Code Offers > HTML offers, Remote offers, Redirect offers

Go to Offers > Code Offer / Image Offers

HTML Offers

Redirect Offers // Applicable only for form-based experience composer.

Image Offers // Need Scene7

**Audiences:**

* An audience is a group of people who share a certain characteristic.

2 types of audience:

1. Pre-build audiences
2. Custom audiences

**We can use adobe analytics segments as a audience in adobe target.**

**All Visitors > Replace audiences > combine audiences/create audiences**

**DAY 6:**

**Audiences > Profile Scripts**

Profile scripts are code snippets used to capture and update visitor attributes(which comprise the visitor's "profile").

We can access the created profile script, **Audience > Visitor Profile**

**Audience Filter:**

Audience filters are used to divide visitor traffic and compare experience performance.

For example, you may want to know if one experience is better than another, in terms of visitors from one source versus another.

**Activities**

* **under Reports tab, change the audience and see the difference.**
* **We can add more audience on the report**
  + **Audiences for Reporting**

A screenshot of a computer

Description automatically generated

**Rename audiences in the middle of a live, active activity without problem.**

**Sample Size Calculator:**

**Prior to running your manual A/B test, you must plan and determine the sample size in order to know how to correctly interpret the results.**

[**https://experienceleague.adobe.com/tools/calculator/testcalculator.html**](https://experienceleague.adobe.com/tools/calculator/testcalculator.html)

Default experience is called “Control”.

A diagram of a diagram

Description automatically generated

Here’s a simple explanation for each term:

1. **Confidence Level**:
   * How sure are you that the test results are correct?
   * Example: If it's 95%, you’re saying, "I’m 95% sure this test is right!"
2. **Statistical Power**:
   * How good is the test at finding something if it’s really there?
   * Example: If it’s 80%, you’re saying, "If something changes, I’ll catch it 8 times out of 10."
3. **Lift**:
   * How much better is the new idea compared to the old one?
   * Example: If your website improves from 10 to 12 clicks, that’s a "lift" of 2 clicks.
4. **Baseline Conversion Rate**:
   * What’s the current success rate before trying anything new?
   * Example: If out of 100 visitors, 10 buy something, your baseline is 10%.

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Simple and easy to understand! 😊

**How to Identify Your Baseline Conversion Rate**

To calculate the Baseline Conversion Rate, follow these steps:

1. **Define Your Goal**:
   * Identify the specific action you want to track (e.g., sign-ups, purchases, downloads).
   * Example: If you are tracking purchases, this will be the baseline metric.
2. **Collect Historical Data**:
   * Use your website analytics tool (e.g., Google Analytics, Adobe Analytics) to get the data for a specific period (e.g., past 30 days).
   * Gather the **total number of visitors** and the **total number of conversions** during this period.
3. **Calculate the Conversion Rate**:
   * Use the formula: **Baseline Conversion Rate=(Total Conversions/Total Visitors)×100**
4. **Example**:
   * Daily Visitors: 1,000
   * Total Conversions (e.g., purchases): 50
   * Conversion Rate: (501000)×100=5%\left(\frac{50}{1000}\right) \times 100 = 5\%(100050​)×100=5%
   * Baseline Conversion Rate = **5%**

**DAY 7:**

**🡪** Sample Size Calculator

* Activities > Report (All the options)

Primary Goal:

**Metrics Types:**

1.Conversion:

Viewed a Page

Viewed an mbox

Clicked an element

2.Revenue

3.Engagement:

Page views

Custom on scoring

Time on site

* + Tabular representation & Graphical view for all the metrics that we have created part of goals and settings.
  + Date Range
  + Winning Experiences
  + Calendar
    - Adobe Target's default date range for reporting is something called "**Life of Activity**".

**DAY 8:**

**Downloading Report Data**

**->Export Reports to CSV**

**->Export Order Details to CSV**

**Changing from Running Averages to Daily Numbers**

**Counting Methodology:** The default counting methodology is based on visitors(Cookie setup at browser level). But you may change this to Visits(30mins inactive) or Activity Impressions (Seeing the experience).

A screenshot of a computer

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**Experience Targeting(XT):**