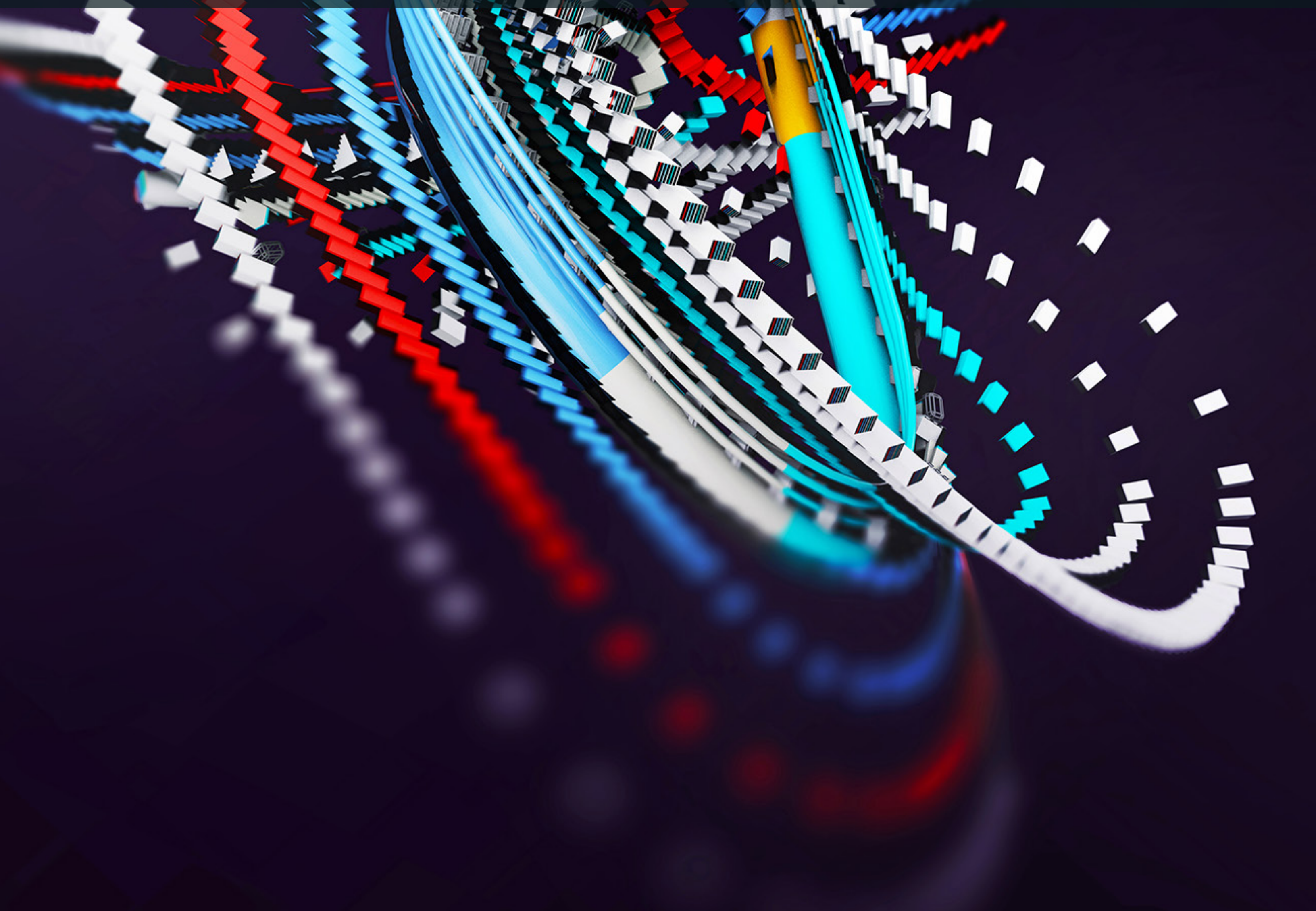
Optimize Digital Experiences Using Adobe Target

student workbook



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ADOBE DIGITAL LEARNING SERVICES

Optimize Digital Experiences Using Adobe Target

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Optimize Digital Experiences Using Adobe Target

Welcome to the "Optimize Digital Experiences Using Adobe Target" student workbook. You should use this manual in conjunction with the accompanying training course, not as a standalone training resource. However, once you come to class, return often to the information in this manual, as well as online training resources, to become increasingly expert at using Adobe Target.

This course provides detailed, hands-on Adobe Target Standard and Adobe Target Premium instruction for users who will use Adobe Target on a regular basis, or for those who manage such users. This course lays the groundwork so students walk away with a working knowledge of how to plan, build, and execute activities, as well as how to correctly read and interpret test results.

This course is not designed to give you information about every button, link and option in the Adobe Target interface. Instead, you will receive explanations, examples, and business solutions that will best help you to "walk on your own" in most situations you will face as you strive to effectively, knowledgeably and successfully implement activities. Please continue to leverage your consultants' expertise for any questions or scenarios that go beyond the topics covered in this course. Also visit the "Next Steps" chapter for additional resources to help you on your way, once you complete the course.

Intended Audience

This course is intended for frequent users of Adobe Target Standard or Adobe Target Premium, whether new users or those with former experience with any Adobe Target capabilities or interfaces. This course is intended for strategists as well as subject matter experts (SMEs).

- A strategist is a businessperson who uses the tool or project manages the use of the tool. If you're a strategist, you may go by one of the following titles: Director of Digital Strategy; Director of Optimization; Director of Marketing; Director of Product Marketing, eCommerce, or Product Management; or Web Producer.
- A subject matter expert (SME) is a business or technical person who will be the primary campaign implementer. If you are an SME interested in Adobe Target, you may have the title of Marketing Associate, Marketing Coordinator or Director, eCommerce Marketing Manager, or Internet Manager.

Both types of users require in-depth knowledge of Adobe Target in order to leverage it to its full potential during optimization activities. These users will also serve as the primary contact with the Adobe Target services team.

Course Objectives

After completing this course, you will be able to:

- Define "testing" and "targeting"
- Describe how Adobe Target fits into the Adobe Marketing Cloud
- Navigate the Adobe Target interface
- Create, run, and view results for A/B, Experience Targeting, and Multivariate activities
- Design experiences using both the Visual and Form-based Experience Composers
- Perform quality assurance tests
- Create and manage assets and offers using the Content Library
- Create and use audiences for segmenting and targeting using the Audience Library
- Perform essential troubleshooting steps to investigate issues with content delivery
- Implement the key aspects of governance that will be required for a successful optimization program

Overview and Terminology

Overview

How effective is your current site at improving conversion? You were thinking of changing the layout of some key landing pages, but would those changes actually help or hurt your bottom line? You want to reinforce a special promotion throughout your site, but will your proposed promotional placements actually drive more visitors to take advantage of the sale, or not? You can use **testing** to find the answers to these types of questions.

Do visitors who navigate to your site from one search engine respond in the same way as visitors from another search engine? How do they differ? What types of promotions are registered users of your site more likely to respond to, as opposed to casual visitors? Can you improve average order value if you push "free shipping on washer-dryer sets" specifically to visitors who have shown an affinity for home appliances over other product categories? You can make more intelligent choices in terms of the offers you display by **targeting** content to specific audiences.

Also, before you can delve into the details of how to optimize your digital experiences using Adobe Target, you need to understand some fundamental terms and concepts.

Objectives

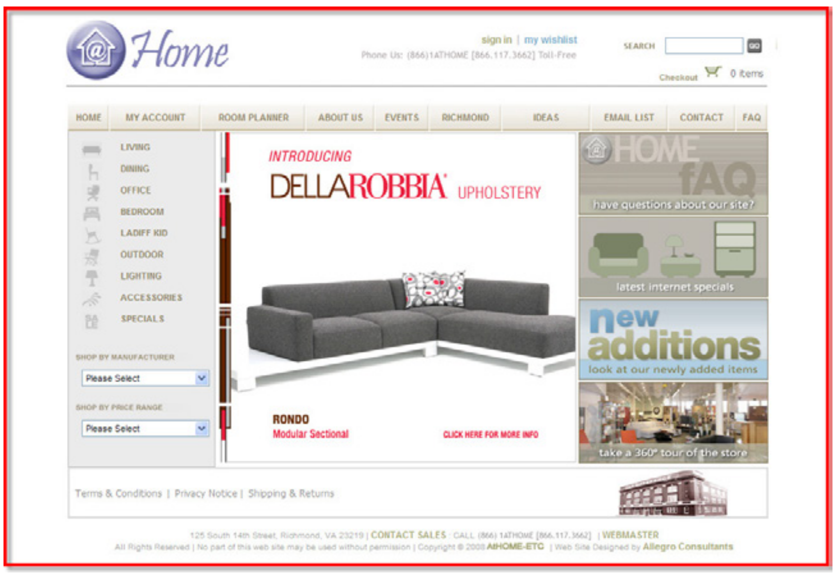
By the end of this chapter, you will be able to

- Define testing at a high level
- Define targeting at a high level
- Describe how Adobe Target fits into the Adobe Experience Cloud
- Use basic terms and concepts to explain key actions and capabilities in Target
- Understand how Adobe Target works at a high level

What is Testing?

The entire concept behind testing is to compare a baseline control sample against a variety of test samples, so you can see which is most effective in increasing success, whether you define "success" as improved conversion, increased sales, increased response rates, or some other desired outcome.

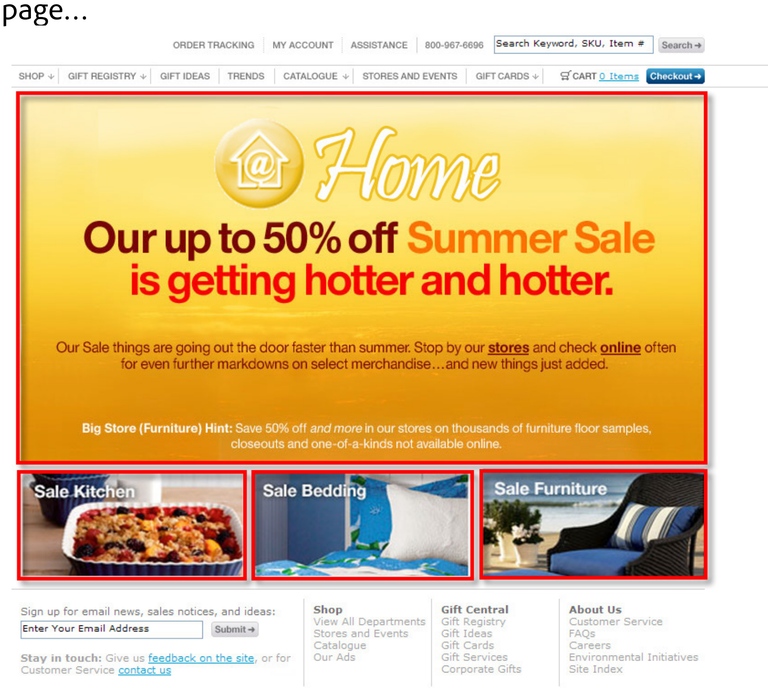
For example, suppose your baseline control sample is the following home page:



...which you want to test against an alternate homepage concept with a completely different layout...

...in order to see if such a drastic layout change has any impact on increasing click-through deeper into your site.

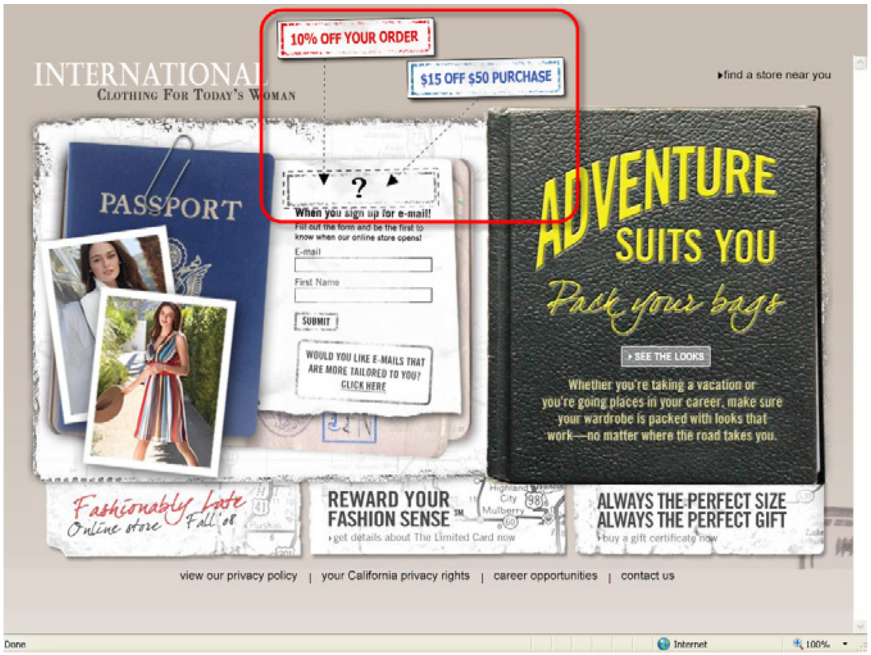
Or perhaps you have already decided on page layout, but instead, you want to test the impact of different key components of the page. For example, you may want to see if the following baseline control (default) page...



...encourages people to click on, or "engage with," your site more, when compared to another page with the same general layout, but with completely different content served in the four boxed areas:

You could test this by running a campaign that varies the content in each boxed area to determine which user experience — which specific combination of four boxes — resonates most with your visitors.

As another example, maybe you would like to know if your promotional banner should say "10% off your order," versus "$15 off $50 purchase" in order to have the greatest impact on revenue per visitor.

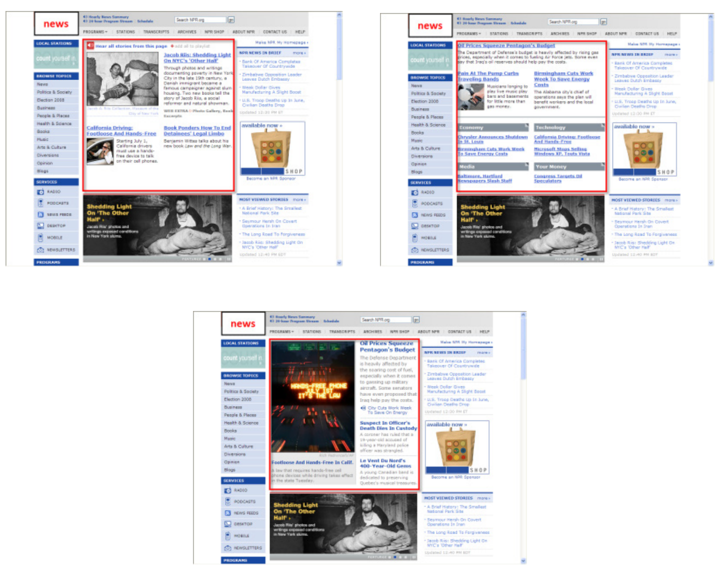


In all of these cases, you can use testing to find the answer to the question, “Which user experience is the most effective?”

What is Targeting?

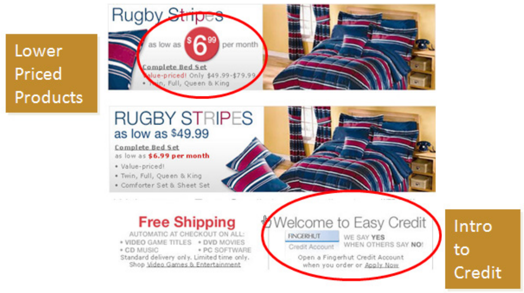
The whole point of targeting is to identify how different segments of visitors respond differently to different content, and to leverage that information to create more engaging user experiences. Targeting is different from personalization, or individualization, because with targeting, the objective is to target broad segments most likely to impact your key metrics or bottom line. You can target as part of a test, or you can simply target without testing (if you already know how different segments will respond).

Suppose you are a media site and you want to alter your landing page to dynamically display articles that visitors have shown an affinity for, either because they recently browsed articles in that category, or because they subscribed to receive updates on that topic.



On a single page, present articles on Politics to visitors who have shown an interest in politics, articles on Business to those interested in business news, and default articles to the general population.

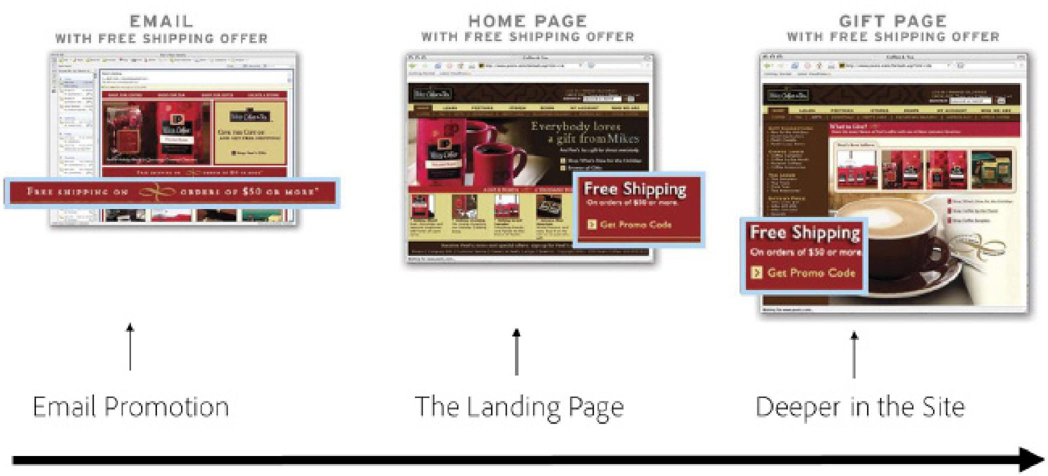
Or perhaps as an e-commerce site, you can identify different segments of your population who respond more favorably to one set of incentives than another, so you want to ensure each segment is served the content most relevant to them. For example, the company below used targeting to display lower-priced products, as well as invitations to receive credit to New Visitors, while presenting higher-priced products, with a focus on sale items, to their already established, Loyal Customers.



Present one set of content to new visitors…

...and present another set of content to already established, loyal customers.

As a final example, suppose you have visitors arriving to your site from an email campaign, and you want to make sure only those visitors are served promotions that align with the special offer they were given in the email, thus ensuring consistent messaging throughout your site.



You could use targeting to identify those users who entered your site from the email campaign and only display the promotional messages to them, while other visitors — who have not received the email offer — would see standard content instead.

This is just a small sample of the myriad scenarios that could benefit from testing and targeting. Regardless of your particular industry, you can use testing and targeting to refine the layout and content of your site to increase visitor engagement and conversion.

When testing, you want to be able to:

- systematically, intentionally vary the content served to visitors.
- measure the impact of each change based on a predetermined success metric, to see which modifications add significant value in terms of your business goals.

When targeting, you want to be able to:

- identify key segments of your population based on their source or behavior who are most likely to impact your bottom line.
- display the content that resonates the most, to each audience.
- leverage machine learning to surface meaningful segments and personalize to them

Using the many different types of activities available with Target — such as A/B tests, multivariate tests, and experience targeting tests, to name a few — you can implement activities that offer all of the bulleted options above to consistently refine your visitors' experiences and improve their level of engagement.

Adobe Target and the Adobe Experience Cloud

What is Adobe Experience Cloud?

Adobe Experience Cloud gives you access to an integrated set of solutions to build campaigns, manage your advertising, and gain deep intelligence about your business. And it is all unified through powerful core services that give you access to your customer profiles, centralized assets, powerful tagging, and an ecosystem of partners and developers to extend the value of all the solutions. It's everything you need to orchestrate a great customer experience.

Adobe Advertising Cloud
Meet the future of cross-channel video, display, search, and social ad delivery.

Adobe Analytics Cloud
Data and analytics no longer just inform — they now predict.

Adobe Marketing Cloud
Give customers personal and relevant experiences across all marketing channels.

Adobe Experience Cloud includes:

- **Adobe Advertising Cloud**, the industry's first end-to-end platform for managing advertising across traditional TV and digital formats. Combining capabilities from Adobe Media Optimizer and TubeMogul, Adobe Advertising Cloud simplifies the delivery of video, display, and search advertising across channels and screens.
- **Adobe Analytics Cloud**, the core system of intelligence for the enterprise. It enables businesses to move from insights to action in real time by uniquely integrating audience as the core system of intelligence for the enterprise. It enables data across all Adobe clouds. Adobe Analytics Cloud combines Adobe Audience Manager and Adobe Analytics to capture, aggregate, rationalize, and understand vast amounts of disparate data and then translate that data into singular customer profiles.
- **Adobe Marketing Cloud**, which is described next.

What is Adobe Marketing Cloud?

Adobe Marketing Cloud is an integrated set of industry-leading solutions to help marketers differentiate their brands and engage their customers. Adobe Marketing Cloud includes Adobe Experience Manager, Adobe Target, Adobe Campaign, Adobe Social, and Adobe Primetime, helping brands manage, personalize, optimize, and orchestrate campaigns and customer journeys.

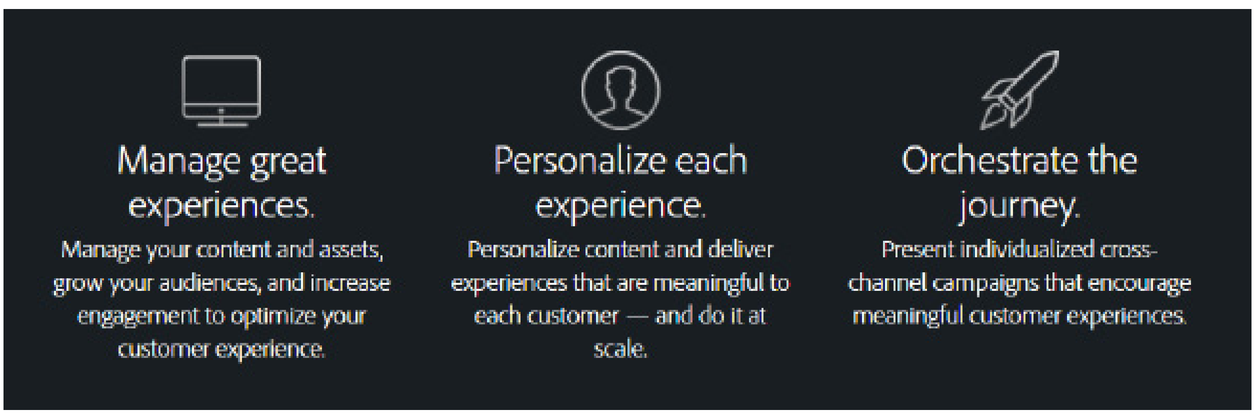
Adobe Campaign

Adobe Experience Manager

Adobe Primetime

Adobe Social

Adobe Target

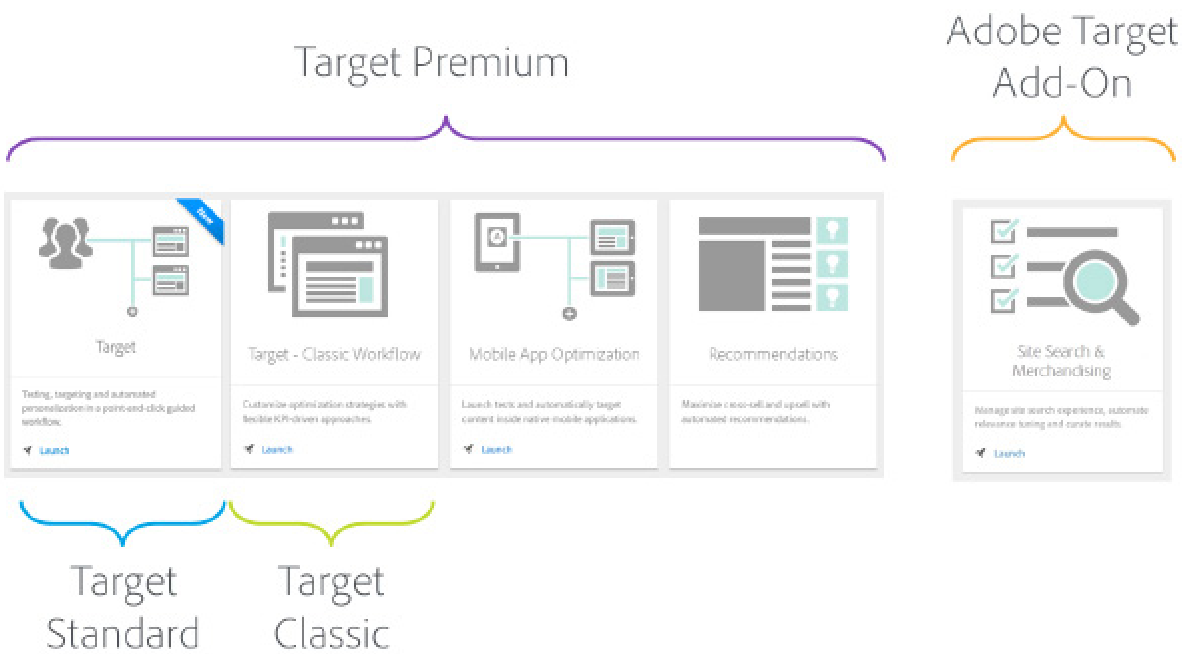


How does Adobe Target fit into the Adobe Marketing Cloud?

Optimizing websites, mobile sites, mobile apps, and other digital touchpoints through testing and targeting increases revenue by improving visitor conversion and customer loyalty. Adobe Target makes digital marketing optimization faster and easier for digital marketers of all experience levels, helping businesses maximize their revenue by delivering the most relevant, engaging experiences to their diverse visitor populations.

Adobe Target Premium and Standard

Here is a view of the different capabilities within Adobe Target. How do Target Premium and Standard fit in to the solution?

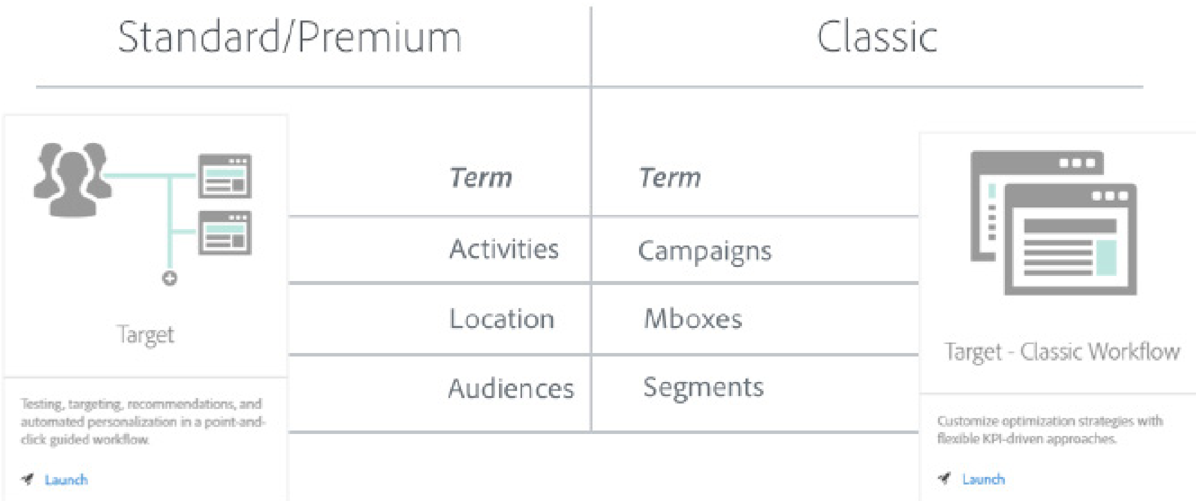


Target Standard encompasses one set of capabilities within the Adobe Target solution, which includes A/B testing and rules-based targeting in a visual, point-and-click interface. Target Premium provides all Target Standard capabilities with the addition of automated personalization and recommendations. Target Classic provides sophisticated testing and targeting capabilities in the classic user interface. Finally, search optimization capabilities (Search&Promote) are available as an Adobe Target add-on, as is Target Mobile (labeled "Mobile App Optimization").

This class focuses on Target Standard and Target Premium.

Already familiar with Target Classic? Terminology Preview

We recognize that many attending Target training are familiar with Target Classic, or the vocabulary commonly used with Target Classic. Let's take a moment to talk about some differences in terminology between the two interfaces.



In Target Premium and Standard, an “activity” is the term used instead of “campaign,” “locations” are referred to instead of “mboxes,” and “audiences” is used in the same way as “segments.” You will sometimes still see instances of Classic terminology appearing in various places within Target Premium and Standard, whenever it is relevant and accurate, but for the most part, we will now be talking about “activities,” “locations,” and “audiences” instead of their Classic counterparts.

That being said, a basic understanding of mboxes and other concepts will help you navigate through Adobe Target successfully and use capabilities such as the Form-based Experience Composer as well as troubleshooting tools, so let’s take some time to define these terms in more detail now.

Terms and Concepts

A basic understanding of the following fundamental terms and concepts will help you operate Adobe Target:

- mbox
- content
- experience
- conversion (goal)
- activity

Mboxes

Generally speaking, an mbox, or a "marketing box," is the name we give to the server call made from your web page to Adobe Target. It can be a call made at the top of a page, in which case it is a "global mbox," or it can be an outline of a specific section within a page—in which case it is a "regional mbox."

Regardless of whether it is a global or regional mbox, you can control the content served to an mbox using Adobe Target.

DEFINITION: An mbox is the server call made from your web page to Adobe Target

With Target Standard and Premium, you no longer need to code regional mboxes on your pages. Target Standard/Premium will recognize regional mboxes on pages that already contain them, but there is no longer any need to create additional or new regional mboxes in order to serve alternate visitor experiences.

NOTE: With Target Standard and Premium, you no longer need regional mboxes. Global mboxes suffice, which simplifies implementation.

Consider the following examples. Here, we see a global mbox at the top of a page, and a regional mbox within a page.

An mbox on a page can be used to:

- display content,
- log visitor behavior, or
- do both; that is, display content and log visitor behavior at the same time.

As a marketer, you choose the purpose each mbox will serve, based on the way you configure your activity. You do this per activity. For example, you may use the default global mbox, target-global-mbox, to display several offers on a product category page, while also using target-global-mbox to count click-throughs to another page as a conversion.

NOTE: The name of the global mbox Adobe Target creates and uses is **target-global-mbox**.

With Target Premium and Standard, you do not need to concern yourself with mboxes at all during experience creation, if that is your preference. Target Classic required mboxes that were defined in the source code of the page. By contrast, Target Premium and Standard do not require mboxes to be coded in the page, but instead give you the option of:

- automatically generating a global mbox as needed, behind the scenes
- using existing mboxes (whether global or regional) from a previous Adobe Target implementation

When using Target to automatically generate global mboxes as needed, the end result is marketers do not need to worry about which elements on the page are technically mboxed or not. Instead, you focus on the elements you want to change and how you want to change them, without burdening yourself with technical concerns regarding mboxes. Likewise, instead of determining if you have the necessary mboxes in place in order to record conversions or other activity successes, you indicate pages or actions that constitute success. You will see examples of all of this once we move into the Visual Experience Composer.

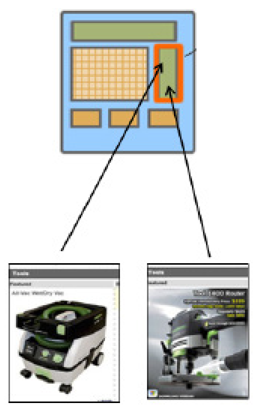
For existing Target Classic customers who want to use a custom global mbox instead of the one automatically generated by Target Premium and Standard ("target-global-mbox"), please speak to your account representative.

Because Target Premium and Standard enable the marketer to focus on visitor experiences as a whole, regardless of mbox placement, it can be said Adobe Target operates on pages as opposed to mboxes.

DEFINITION: Page: A web page on which you want to display different visitor experiences. Target Standard and Premium operate on pages.

Content

"Content" describes the offer Adobe Target displays on a page. For those familiar with Target Classic, "content" and "offer" are synonymous. For those strictly using Target Premium or Standard, it may be useful to note "content" refers to both "image offers" (assets) and "code offers" (HTML, Redirect , and Remote offers). In other words, if an "mbox" defines a server call made to Adobe Target, "content" defines what Adobe Target then displays on your page, as a result of that call.



In the example shown above, "offer Y" and "offer Z" refer to two different pieces of content that are potentially displayed on the page, depending on a set of rules and conditions you define.

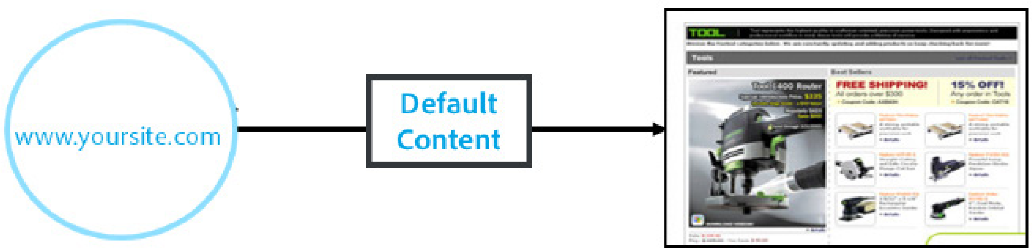
DEFINITION: Page: A web page on which you want to display different visitor experiences. Target Standard and Premium operate on pages.

Exactly what kind of content is valid to be served by Target? Any content that can be served is fair game, including images, HTML, JSON, and so on. This means Target content may consist of dynamic content, such as weather updates, stock tickers, interactive maps, or dynamic data pulled from your database at load time. Content is extremely flexible in this respect. With each piece of content, the idea is to display something different to different visitors, so you can later examine how your test population — and segments of that population — responded to that new content.

NOTE: Any content that can be rendered by a browser can be an offer.

Default Content

Default Content refers to the content that exists on your web page whenever Adobe Target is not serving anything into it. In addition to providing control data, it is served into the page whenever necessary to ensure a 100% positive visitor experience.



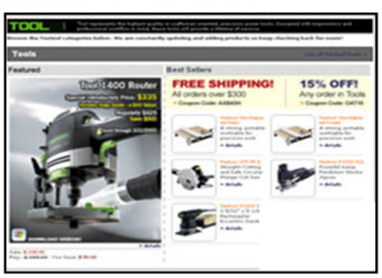
Default content will be displayed if:

- no activity is running
- a visitor is not targeted by your activity
- you use default content as a control in your tests
- the web service is down or browser does not accept cookies or JavaScript

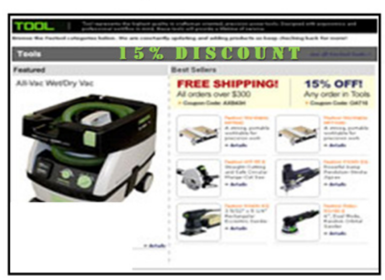
Experiences

An experience is a specific combination of content. Experiences determine which content is displayed in which areas on the page. For example, consider the following two experiences:

Experience A



Experience B



The key differences between Experience A and Experience B include:

- different hero images
- headers with different discounts

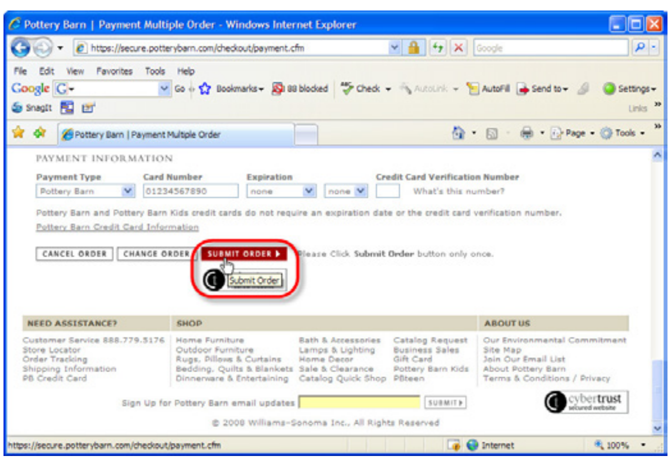
In this example, each experience joins a particular hero image with a particular header image — each experience is a specific combination of content. The point is you will use them to create different "experiences" of content you can then test against each other.

DEFINITION: Experience: Specific combination of offers to be displayed within a page.

Goals (formerly Conversions)

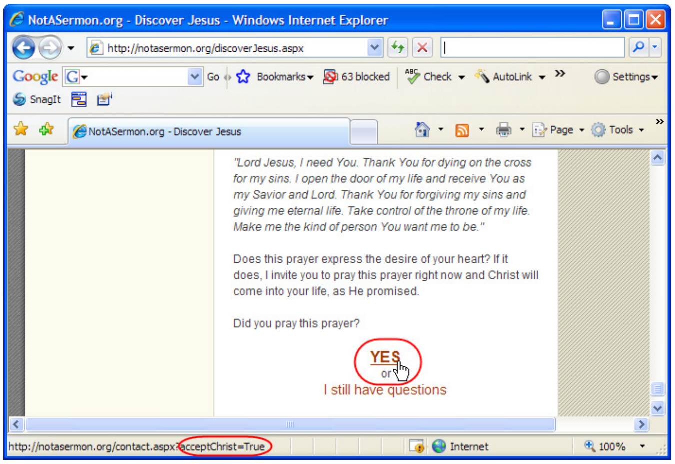
An activity goal occurs when a visitor performs an action on your site that is defined as a success event. In fact, one of the most important things about designing an activity is determining the answer to the question, "How am I going to measure the success or failure of content or offers?" Or, more simply, "What is my goal?" Sometimes the answer is straightforward. For example, if your objective is lead generation, you may want to know things such as, "Did they fill out the form?" or "How far did they get?" or "Did they reach the last page of the form?" and so define your goal as the completion of a registration form or a sign-up page.

In an e-commerce situation, it is often straightforward as well. Your goal is probably to maximize your orders or your average order value, so your goal could be defined as the submission of an order. Or success could be as simple as getting a visitor to click through to a particular page. It all depends on the nature of your business, but every activity must be defined with a goal in mind.



About to convert on www.potterybarn.com.

DEFINITION: Goal: When a visitor performs an action that is considered a success event.



Religious web sites ...giving whole new meaning to the word "conversion."

When starting out, it's best to focus on one main goal per activity.

NOTE: Goals may be defined as "conversion," "engagement," or "revenue."

The concept of an activity goal is quite simple in theory, but as you probably realized, all sorts of complexities begin to surface when you must select just one way to judge the success or failure of your test. You will need to take the time to clearly define your success event as part of the planning process for every activity you design. If you truly have multiple success events that you would like to track within a single activity, while distinguishing them from the activity's primary goal, Adobe Target provides options for capturing these using "additional metrics," also called "success metrics," during activity setup. Success metrics are covered later in the course.

Audiences

An audience is a group of people who share a certain characteristic or a set of characteristics. Examples of audiences could include: Visitors from Google, Visitors from Yahoo, Visitors who have purchased in the past, Registered Users, Unregistered Users, Male Visitors, Female Visitors, Visitors over 50 years of age, and so on.

Adobe Target defines audiences at an account level. This means, an audience is defined and saved once, and then used (for targeting or as a report filter) in multiple activities.

Any changes to a saved audience's definition will immediately be reflected across all activities in which it is being used.

Activities

An *activity* defines which experiences to show, where on your site, to whom, and when. For example, you could have a "Springtime Ad Activity," which consists of Experience A, Experience B, and Experience C display on certain locations on your site, and run from February through March. Traffic will be split evenly between the three experiences.

Note that targeting conditions may be applied. For example, you could specify you only want visitors from Google to be allowed to see any of the Springtime Ad Activity experiences, whereas visitors from any other referrer should not be shown any of the content in any of the experiences. In this case, the Google visitors are the only ones "allowed into" the activity.

DEFINITION: Activity: What experiences, to whom, when. Some may also refer to these as "campaigns."

NOTE: "Activity"="Test"? Many people may use these two terms interchangeably, which is fine, but technically, a test is a type of activity in which you want to compare experiences against each other. For example, it's possible to have a "display-only activity," which doesn't test experiences against each other but instead pushes content to visitors.

A/B Activities

Target allows you to define A/B tests, also called A/B campaigns, or A/B activities. An **A/B activity** is a test that allows you to compare two or more versions of content against each other to see which performs the best, in terms of your goal. This type of activity is best suited for large changes, such as page layout comparisons, that involve few elements. All activities track your goal metric (whether conversion, revenue, or engagement based) and show results in reports.

Additional types of activities are discussed later in this course.

Q: Can you make "split tests" in Adobe Target?

A: Yes, you can. A “split test,” or “A/B split test,” is a test that compares two experiences against each other. In other words, it is just an A/B test. Furthermore, split tests that redirect visitors to other pages may also be called "redirect tests." These are likewise enabled by A/B tests in Adobe Target.

Default Behavior: Content Display and Visitor Counting

Suppose a visitor is allowed into an activity, and they click through some pages, eventually making a purchase, which happens to be your goal. Once that visitor achieves that goal (converts), the default counting behavior of Target is (a) to consider that visitor to be the same person even if they return to the entry page of the activity, and (b) to only count the first conversion (no repeat conversions are counted), even if they convert again. Target will count visitors and conversions in this way, as long as the visitor continues to fulfill the activity entry conditions.[1]

For example, suppose you were Visitor #1 on the site, you converted (Conversion #1), and you returned to the site a few days later. As long as you still qualify for the test, you would still be counted as Visitor #1 to the activity, with your single conversion. And regardless of how many times you convert, you would be served the same test content as before, as long as you still meet the conditions required to enter the test. (If you do not meet the conditions one particular day, you will not see test content that day, although any conversions you make would still be attributed to the experience you originally saw.)

The default behavior of Target Premium and Standard for A/B activities is that:

- Upon reaching the goal, returning visitors will continue to be recognized as the same visitor and therefore will not be counted as more than one visitor.
- Upon reaching the goal, returning visitors will see the same content throughout the life of the activity, as long as they continue to qualify for the activity.

NOTE: Default A/B test behavior: Upon reaching the goal, returning visitors will continue to be counted as the same visitor.

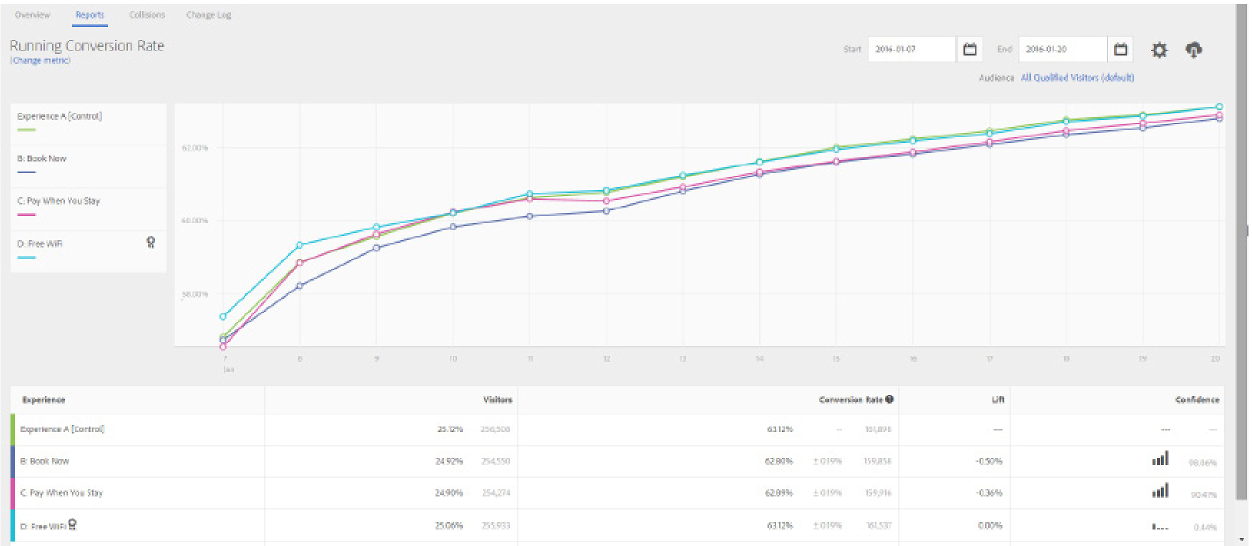
NOTE: Default A/B test behavior: Upon reaching the goal, returning visitors will see the same content throughout the life of the activity, but only while they continue to qualify for the activity.

Q: What if I don’t like the default behavior?
What if I don’t want Target to show content or count visitors this way?

A: You can change the default behavior using Success Actions, which are discussed later in the course.

1Note the way that Target Premium and Standard displays content and counts visitors is different from the way Target Classic works.

Once a test has run long enough to provide statistically meaningful results, you can make decisions using the reports available in Target. Consider the following example:



For each experience, this report shows the number of visitors who saw that experience, as well as the number of visitors who converted. The report also lists the conversion rate, and therefore the performance, of all of the experiences against your determined control, or default, experience (called the “lift”). Statistical values of confidence and confidence interval are also provided to help you interpret the report. Adobe Target reporting enables you to compare each experience to your control experience, ultimately giving you the data you need to make the decision as to your best-performing content.

Q: How long is "long enough" to run a campaign?
A: That is a GREAT question. It's answered in the Reports chapter. Don't skip it!

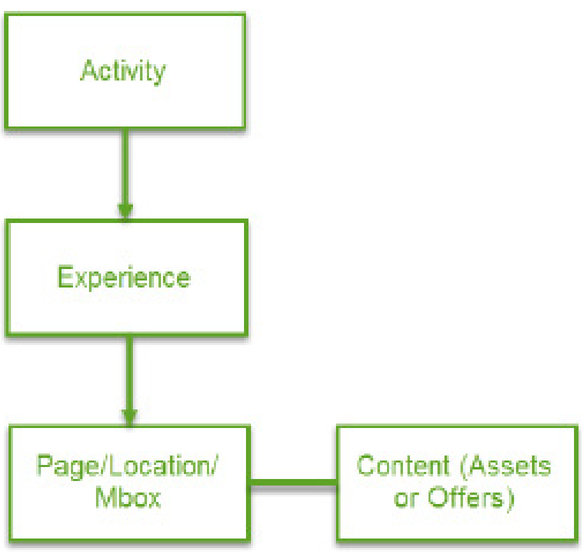
Review of Terms

When considering the diagram that follows, you would say:

- The activity was an *A/B test*.
- The landing page was selected to display different content.
  - Experience A displayed the existing (default) content to half the visitors.
  - Experience B displayed the new asset to the other half.
- The goal of the activity was to get visitors to reach the order confirmation page (on which the mbox call dutifully recorded the conversion).

So again, *content* defines the image offer (asset) or code offer (HTML, Redirect, or Remote offer) that may be presented on a page. A *page* is essentially a container for the content that you will be swapping, and may also be thought of as a location. An *experience* is a collection of locations and the content within them that define a unique user experience. An *activity* decides which experiences are shown, to whom, and for how long. And your *activity goal* is the point at which you consider a user to have taken a successful action in your test.

If it helps you to visualize it, consider the following relationship diagram:



An activity contains one or more experiences. An experience is a collection of one or more locations (that is, content displayed in those locations). Whenever it is part of an experience, a given location has one, and only one, piece of content defined for it, whether that content is default content or something else.

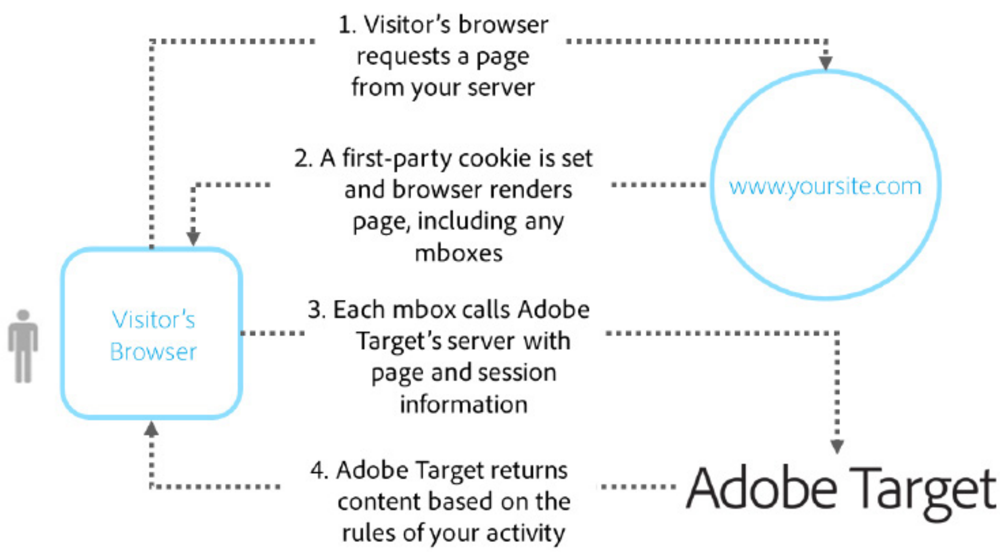
Quiz 1.1
Review of Key Terms

Instructions: Take 5 -10 minutes to answer the following questions. Your instructor will review the answers with you.

1. What is an mbox?
2. True or False: mboxes may also be called "locations."
3. True or False: Any mbox may display content or log user behavior.
4. What is content?
5. When does default content display?
   a. When there is no live activity on a page.
   b. When the visitor is not targeted by the activity.
   c. When default content is used as control content in an activity.
   d. If the web service is bogged down, or if cookies or JavaScript are blocked.
   e. All of the above.
6. Which of the following are types of content you may serve using Adobe Target?
   a. HTML
   b. Images
   c. Dynamic Content
   d. JSON
   e. All of the above
7. True or False: Experiences compete for the best lift in an A/B test.
8. What is an *experience*?
9. What is Target Premium and Standard's default counting and display behavior for A/B activities?

How Target Works

Here is a high-level summary of the way that Target works.



1. A visitor requests a page from your server.
2. If not previously set, a first-party cookie is set in the visitor's browser to store visitor behavior and the page is rendered. The page includes code for mbox(es).
3. The mbox(es) on the page need to know what content to display, so they call Adobe Target, passing visitor, page and session information as they do so.
4. Adobe Target displays content, based on the rules of your activity.

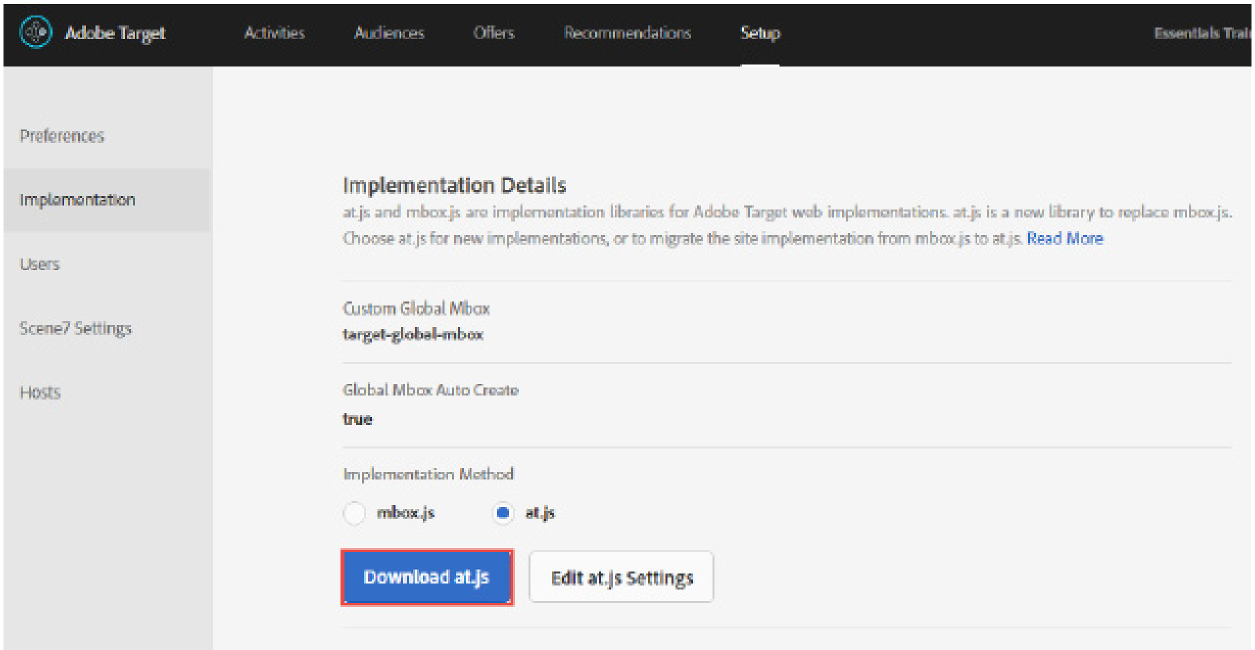
AT.js or Mbox.js

Adobe Target requires you to install a file called at.js (or mbox.js) onto your web server. This is a JavaScript library that enables communication between your site and the Adobe Target servers.

The at.js (or mbox.js) file is specific to your account and is provided to you by Adobe Target. Note it is an Adobe best practice to use Dynamic Tag Management (DTM) to implement Adobe Target and at.js.

Note only one at.js file is required for all your activities. You will need to save it once to a directory on one of your servers, and refer to it on every page on which you want to be able to create activities or examine visitor behavior.

- at.js is a small file that allows your visitors' browsers to talk to Adobe Target.
- Target provides you with an at.js file specific to your account.
- Only one at.js is necessary for all of your activities. You save it once to a directory on one of your servers and reference it on EVERY page on which you want to be able to create activities or count visitor behavior.



Quiz 1.2
Adobe Target Functionality

Instructions: Answer the following questions.

1. At.js (or mbox.js)…
   a. Is a special mbox.
   b. Is a JavaScript file that allows your customer's browser to talk to Adobe Target.
   c. Must be referenced on any page with an mbox.
   d. All of the above
   e. B and C

2. True or False: You will be assigned an account-specific at.js (or mbox.js) to save to your web server.

Exercise 1.1
Logging in to Target

This is a group exercise, intended to be performed during class under your instructor's guidance. Here are the general steps. (15 min.)

1. Go to the Marketing Cloud at marketing.adobe.com.
2. Use the login credentials your instructor provides.
3. Examine Target. Click around and review the different tabs. Look for instances of these terms: Activities, Audiences, and Content.
4. Examine your test pages. Your instructor will provide the URLs.

Solutions to Exercises

Solutions to Quiz 1.1: Review of Key Terms

1. What is an mbox?
   A "marketing box." A server call made to Adobe Target.
2. True or False: mboxes may also be called "locations."
   True
3. True or False: Any mbox may display content or log user behavior.
   True
4. What is content?
   Image Offers (assets) or Code offers (HTML, Redirect, or Remote offers) displayed in an experience.
5. When does default content display?
   a. When there is no live activity on a page
   b. When the visitor is not targeted by the activity
   c. When default content is used as control content in an activity
   d. If the web service is bogged down, or if cookies or JavaScript are blocked
   e. All of the above.
6. Which of the following are offer types you may use with Target?
   a. HTML
   b. Images
   c. Dynamic Content
   d. JSON
   e. ***All of the above***
7. True or False: Experiences compete for the best lift in an A/B test.
   True
8. What is an experience?
   A combination of content, a unique visitor "recipe" of content.
9. What is Target Premium and Standard's default counting and display behavior for A/B activities?
   After conversion, if the visitor re-enters the activity, they are still considered the same visitor.

Each visitor sees the same content for life of the activity, as long as they qualify for the activity.

Solutions to Quiz 1.2: Adobe Target Functionality

1. At.js (or mbox.js)…
    a. Is a special mbox.
    b. Is a JavaScript file that allows your customer's browser to talk to Adobe Target.
    c. Must be referenced on any page with an mbox.
    d. All of the above
    e. ***B and C***
2. True or False: You will be assigned an account-specific at.js (or mbox.js) to save to your web server.
   True

Creating Activities

Overview

At this point, you should be familiar with the fundamental terms and concepts used in Adobe Target. In this chapter, you will use your understanding of those terms and concepts to build your very first activity, a simple A/B test.

Objectives

By the end of this chapter, you will be able to:

- Navigate the Adobe Target interface
- Set up, launch, and test a basic A/B activity
- Perform quality assurance
- Review the initial results of an activity
- Create multipage activities
- Create an A/B auto-allocate test

Activity Creation Overview

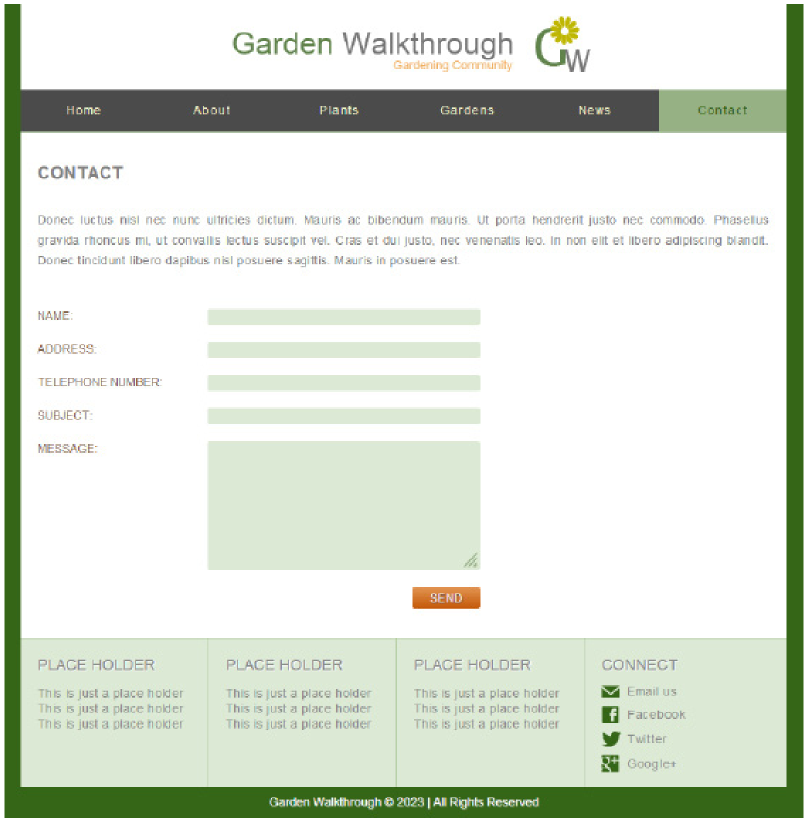
Scenario

Suppose that after devising your company's marketing campaign strategy, your marketing team decides they want to test different versions of the following page, which is your company's home page:

More specifically, the team decides to see what kind of a difference can be made by offering different content in the following area of the page:

Your overall business goal is to convince people to click on the **Contact** link:

Clicking the **Contact** link takes the visitor to this page.



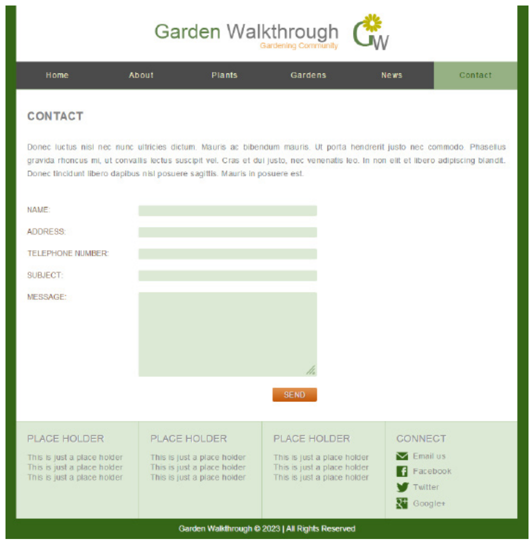
Ordinarily, it would probably take more than this kind of click-through to constitute a conversion. For example, actually filling out the form above and then clicking "Send" would more closely resemble a realistic success event. But to keep the example simple, clicking **Contact** represents conversion for this first training exercise.

Therefore, the goal of your activity is to see if you can increase conversions (click-throughs of this link) by offering different content in the main header area of the page shown earlier.

To test this, you create an A/B activity with two competing experiences, Experience A and Experience B. Each experience contains different content. More specifically, Experience A will contain the default header asset, while Experience B contains an alternate asset. Furthermore, visitors who click on the Contact link are taken to a destination page, whereupon they are counted as having converted. In summary, here is your plan of attack for the "Homepage Campaign":

Experience A

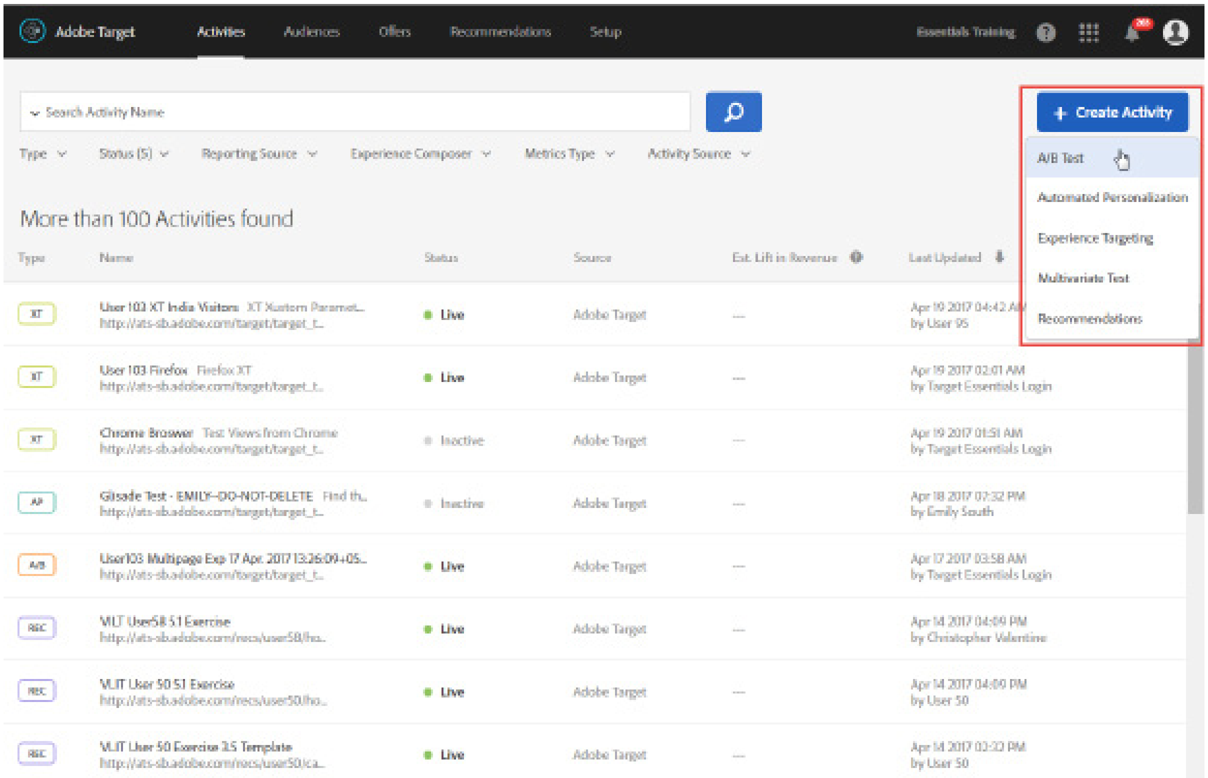
Experience B



Conversion landing page

How do you actually execute this plan? It's time to move into Adobe Target.

To create a new activity, click the **Create Activity** button in the top right corner of the Activities list and select the desired activity type. For our example, we select **A/B Test**.



To create new activities, click the Create Activity button.

The activity creation workflow will walk you through the following steps:

1. Create
2. Target
3. Goals & Settings

A linear flow diagram across the top of the activity creation process captures these steps.

By providing best practice workflows embedded directly within the tool, Adobe Target guides you through all of the key steps involved.

The following examples focus on the steps involved when building an A/B Test, which is a common activity type.

Step 1: Create

The first thing you are prompted to decide is whether you want to build your activity using the Visual Experience Composer (VEC) or the Form-based Experience Composer (FEC).

The VEC is useful for those who want to define their experiences visually. The FEC is useful for deploying activities that are not easily visualized as pages within the VEC, which will be described in the "Composing Experiences" chapter. For the VEC, type your activity URL (the URL on which you want to execute your optimization activity), and click Next. This takes you into the VEC.

The VEC loads the activity page, allowing you to design an activity while seeing how it will appear to your visitor. We will go into great detail on the VEC in the "Composing Experiences" chapter, but for now, understand that it provides a very visual way for you to intuitively change the elements you want to modify on your page, using simple point-and-click actions. By default, the VEC begins with two experiences, Experience A and Experience B. Note the ability to create additional experiences by clicking "Add Experience," as well as the linear flow diagram outlining the "Create," "Target," and "Goal & Settings" steps.

Experience Creation

Many activities keep Experience A as the existing ("default") content on the page, designing alternative experiences that will be tested for success against this control experience.

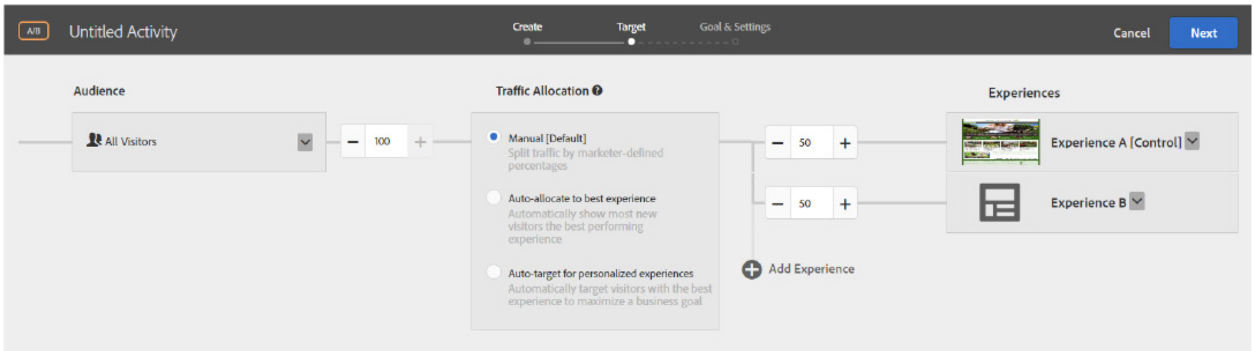
Suppose we are creating a two-experience test. Keeping Experience A as-is, since it will serve as our control recipe of default content, we click on Experience B. In this case, for Experience B, we are swapping the hero image with another from the Content Library. So we click the image and select **Swap Image**. (Note that if **Swap Image** is not available for your account, you may select **Edit Source** to change images instead.)

Next, we select an asset from the Content library—in this case, an image of poinsettias.

Once experience definition is complete, move to the next step.

Step 2: Target

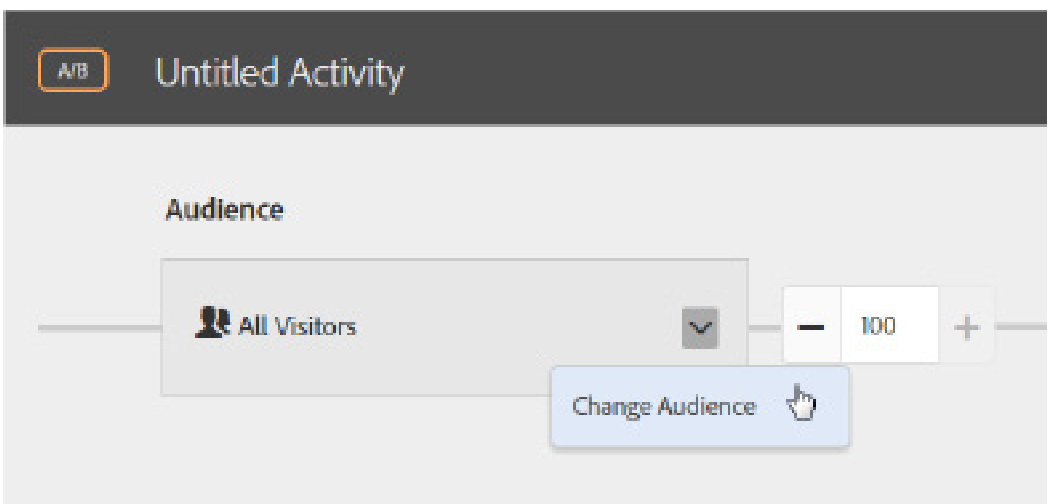
In the “Target” step, we are presented with a summary of our work so far. By illustrating the audience, traffic allocation, and experiences, this diagram makes it easier to understand the activity and recognize its goals.



Marketers may select targeting options here in the “Target” step, but for now we keep the example simple by not limiting the audience and by keeping the default, manual traffic allocation.

Audience Selection

To limit the visitors to which the activity is shown, click “Change Audience” (available by clicking the drop-down arrow near the “All Visitors” audience).



This lets you select an existing audience from the Audiences list, in order to target visibility of the activity to a segment other than the default “All Visitors” audience. You may also create a new audience, which you can save to the Audiences list for future use. We will cover Audiences in greater detail in the Audiences chapter.

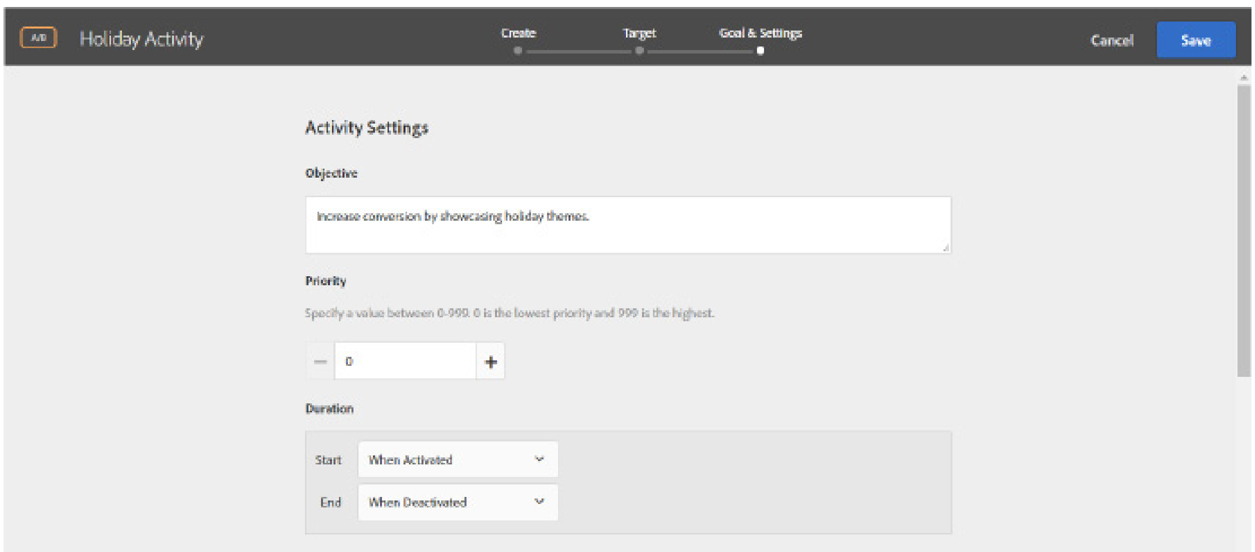
Traffic Allocation

Users may manually set the traffic split percentages across all experiences, or they may choose to allow Target to automatically allocate traffic, using a methodology whose objective is to maximize conversion. Auto-allocation and Auto-Target are discussed in more detail later in this course.

Click “Next” to move to the final step.

Step 3: Goal & Settings

In the **Goal & Settings** step, be sure to name your activity, if you have not already done so. You can name the activity at any point in the activity creation process by clicking the “Untitled Activity” temporary title (as shown in previous images in this chapter). It is also recommended you supply an activity objective.



While optional, recording an objective will help other team members understand your activity. It will also help you to remember key aspects of your activity when you return to look at it at a later date.

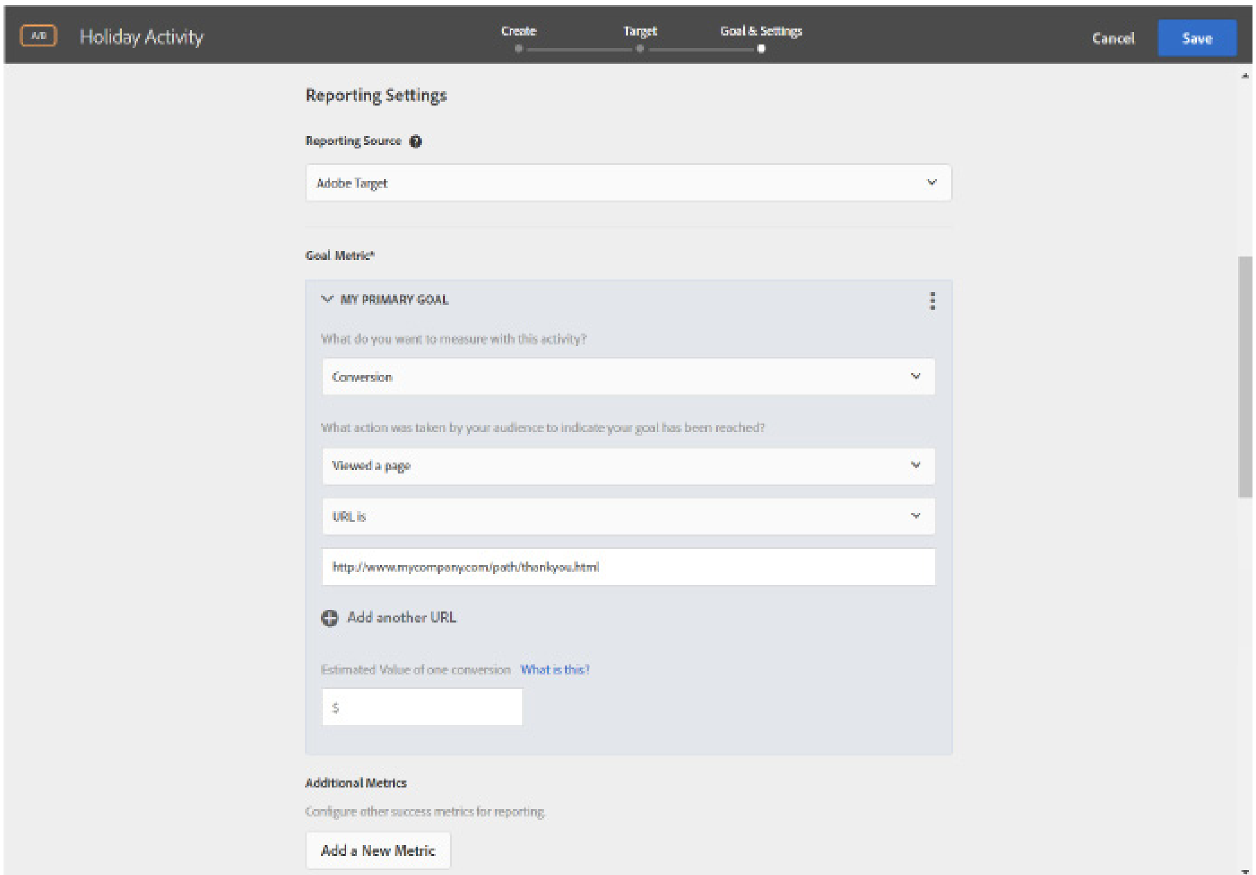
Recording an Objective helps you to organize your team around optimization. It provides a central location from which your team can collaborate on a campaign. We strongly encourage the use of both the Objectives (and Notes) fields in order to improve your team’s understanding of optimization efforts.

In addition to the title and objective, define other activity settings: when the activity should begin and end, and what priority it should take over other activities, should there ever be a conflict of experiences. Activity collisions and conflict resolution are covered in a later chapter.

NOTE: The Priority field may be numeric, as shown here, or a slider with three options (Low/Medium/High). The type of Priority field is set at the account level.

Reporting Settings

Below the Activity Settings, in the Reporting Settings section, specify the source of success metric data by selecting either "Adobe Target" or "Adobe Analytics" (if available) as the Reporting Source, then define the goal of your activity. What are you trying to measure? What constitutes "success" for you? What determines which experience is the "winner?" Recall for our example, we're trying to measure Conversion (as opposed to Revenue or Engagement).



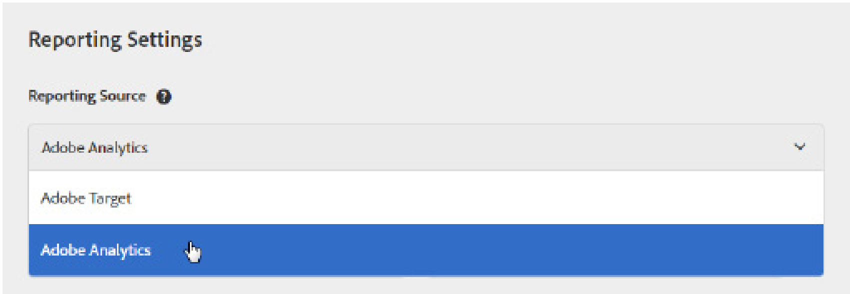
Define what constitutes "success." Your "Goal," as defined on this page, is the main measure of success, your primary objective for the activity.

On this page, you may also configure any other mini-goals (success metrics) that are important to your business, by looking at the "Additional metrics" section. For example, your goal may focus on conversion as defined by page views to a specific page, but you may also be interested in tracking revenue or engagement as additional success metrics.

Note these settings will be covered in more detail later. For now, we focus on higher-level concepts.

Reporting Source

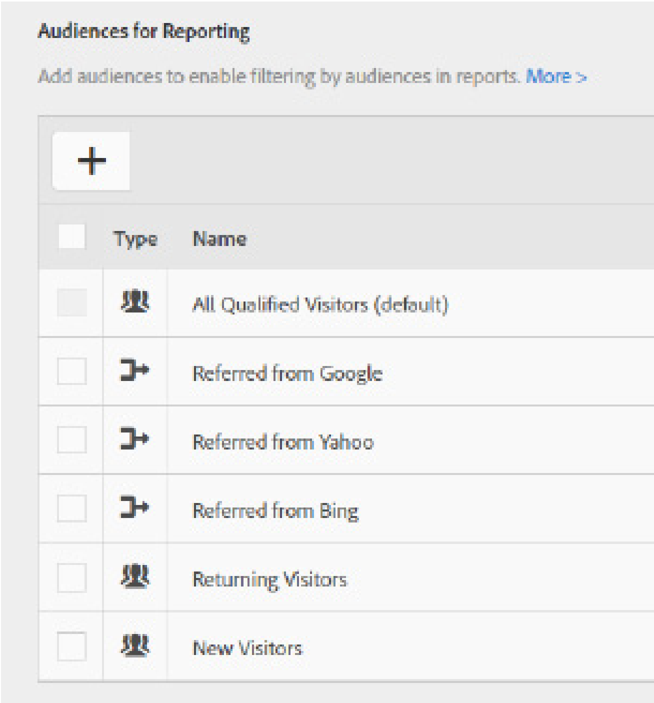
If your Adobe Target implementation is integrated with Adobe Analytics, you have the option of specifying Analytics as your Reporting Source.



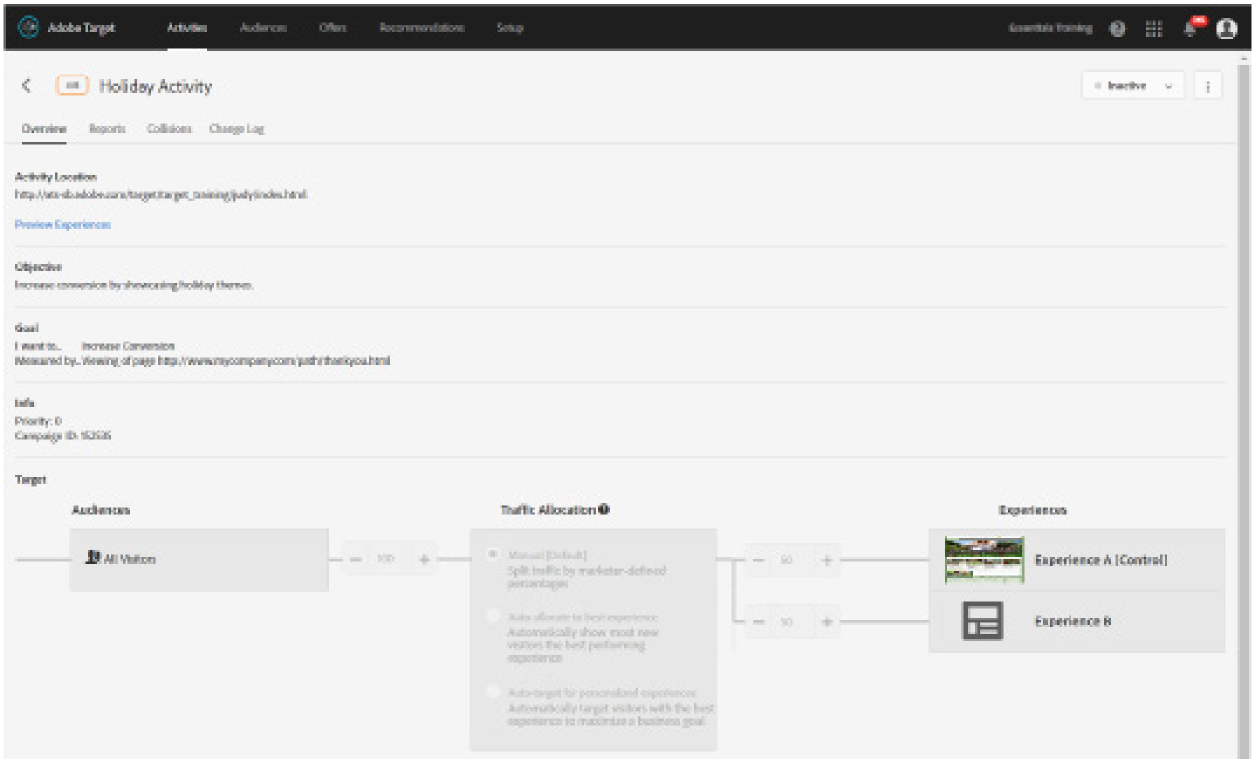
To create an activity that tests experiences against each other and determines success based on data collected by Adobe Target, select **Reporting Source = Adobe Target**. To create an activity that tests experiences against each other and determines success based on data collected by Adobe Analytics, select **Reporting Source = Adobe Analytics**. For more information on configuring A/B tests based on Analytics report suites, see additional training classes or speak to your instructor.

Audiences for Reporting

In the Audiences for Reporting area, select the audiences you want to use as report filters once the test is running. We highly recommend users specify reporting audiences here. For example, to view the impact of the activity on visitors from Google, Yahoo, and Bing, as well as the difference in response between returning visitors versus new visitors, you might select the following audiences.



Once you click "Save," you will be taken to the Overview tab of your activity details.



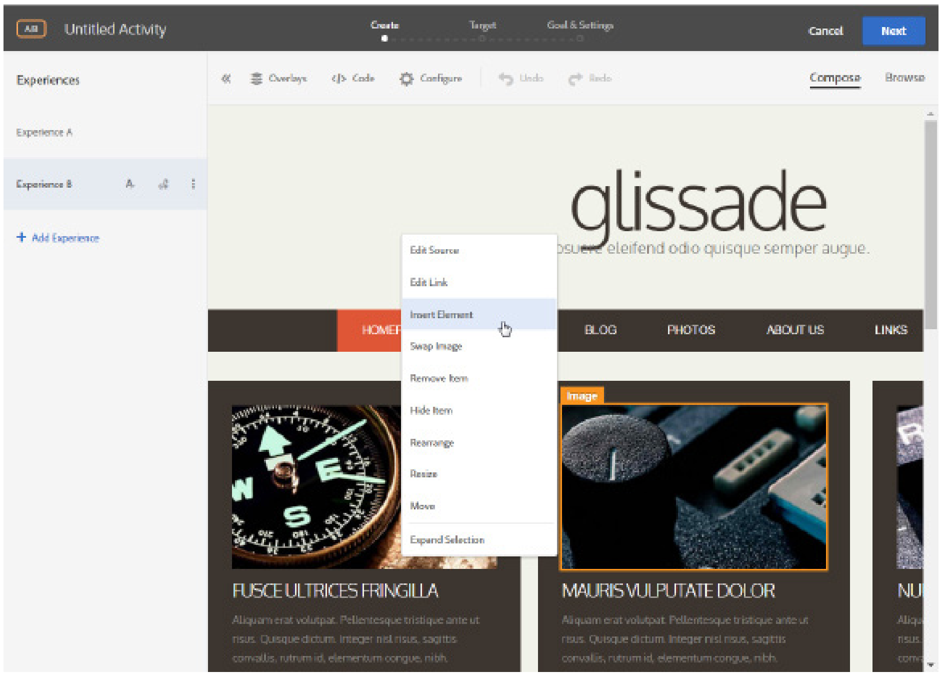
Before you activate your activity, which makes it visible and accessible to visitors, quality assurance (QA) is recommended to ensure the activity delivers content and otherwise operates as expected.

Quality Assurance

Adobe Target provides multiple options for testing and ensuring the quality of your activity prior to releasing it to your visitors. This section covers the available Quality Assurance (QA) options in Adobe Target.

The Visual Experience Composer

Using the VEC (as opposed to the Form-based Experience Composer) inherently aids the QA process during the creation of the activity, since the activity is visually displayed even as you work on it. This is what we were using throughout the course thus far to perform QA.



The preview provided by the VEC will reflect the layout, fit, and overall appearance of the activity on the page.

Benefits of using the VEC with authoring tools enabled (in Compose mode):

- Fast and easy, and does not disrupt the activity creation workflow.

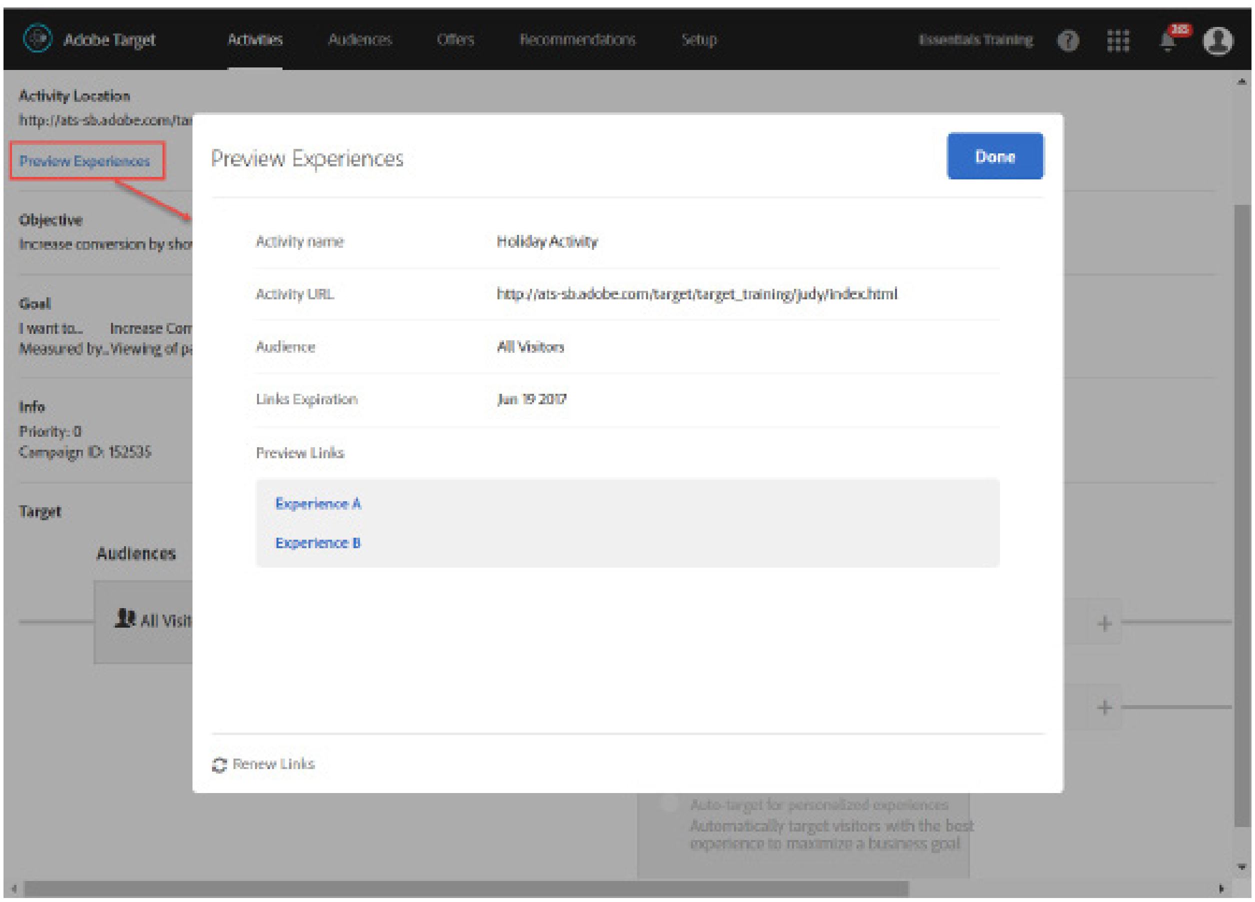
Cautions regarding using the VEC with authoring tools enabled (in Compose mode):

- Disables JavaScript (JS) so Adobe Target can apply its editing menus when you click. (Functionality such as link clicks are disabled in Compose mode to avoid situations in which users accidentally click on a link on the page that unexpectedly removes them from the Target authoring experience, for example. Users must switch to "Browse" mode to enable clicks.)

- Site can render differently than the actual, final published activity (especially for cases involving JS or Cascading Style Sheets (CSS)).
- Cannot test targeting conditions to qualify for activity. The marketer gets to view the preview regardless of whether they represent a visitor who "should" be seeing the content.
- Cannot test reporting or success metrics. The VEC provides a visual of what the experience will look like to a visitor who sees it, but since no visitors are actually entering the activity, there are no visitor counts that are tallied, nor any success metrics or success actions (such as simulating a visitor conversion) that can be tested.

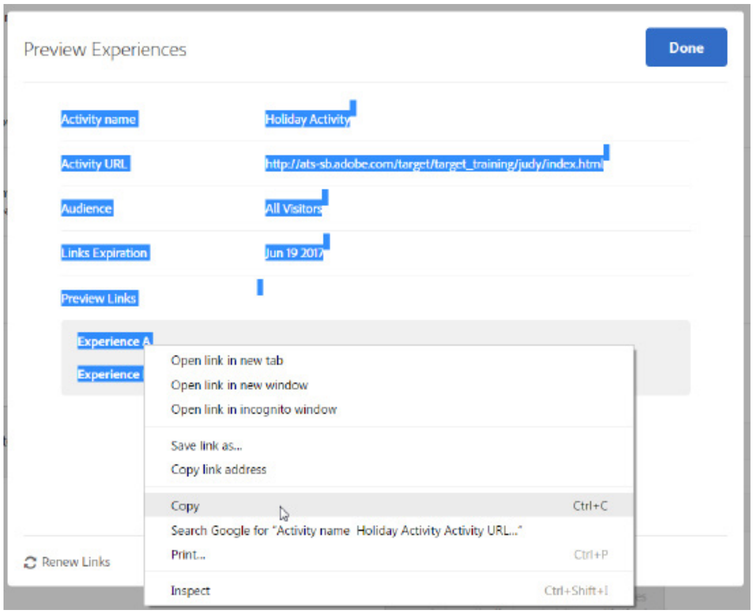
Preview Links

You can access preview links by clicking the "Preview Experiences" link on the activity's Overview page.



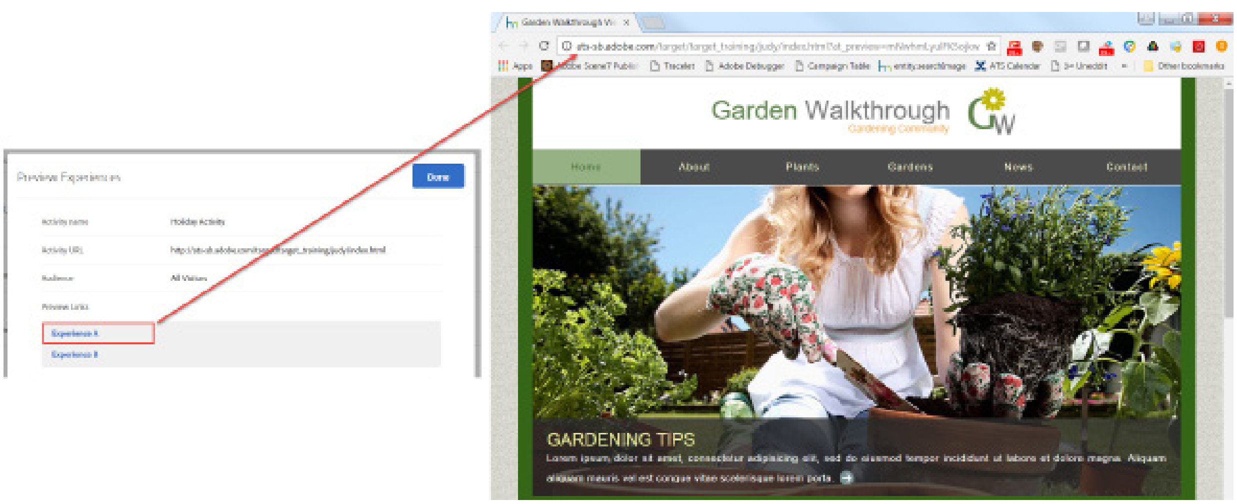
Clicking on one of the preview links takes you to a mocked up page that reflects the exact experience as a visitor entering that experience would view it.

One of the advantages of preview links is they make it easy to collaborate with team members, because you can share these links with others, and the recipient does not need to have Adobe Target to view the results. However, it is important to note the following: The correct method of sharing these links with team members is to copy and send the entire content of the preview links panel as follows:



Do this: Share these links by copying directly from the Preview Experiences panel.

The incorrect method of sharing these links is to click on the preview link, then attempt to copy and share the resolved URL of the preview page that appears:



DO NOT do this: Do not share these links by copying the resolved URL. It will not work.

Benefits of using preview links for QA:

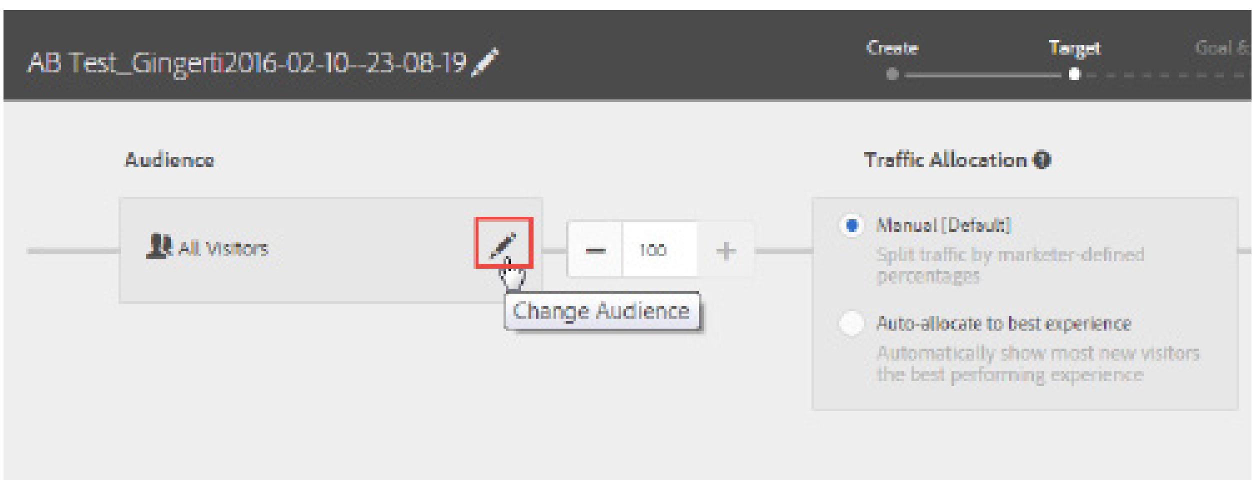
- Allows a user to test the look and feel of the activity, since the content renders precisely as it will in the final published activity.
- Easy to qualify—you do not have to meet the audience targeting criteria (you can force entry simply by having the link).
- Great for browser compatibility tests. Launch the links in different browsers to confirm they render as expected.
- Easy to share with team members who do not have or want a Target login. Viewing the preview links does not require access to Target.

Cautions regarding using preview links for QA:

- Must use correct process for copying and distributing links. (Be sure to copy the links as described above.)
- Cannot test targeting conditions to qualify for activity (as with VEC in Compose mode)
- Cannot test reporting or success metrics (as with VEC in Compose mode)

Testing with QA parameters

Testing with QA parameters involves deploying a version of the activity that is targeted so only a very narrow group of test visitors are allowed into the activity (or into the experiences, if using an Experience Targeting activity).



Design a target audience that is so precise it would never occur in real life. For example, you could define a target audience that comes to the page with a URL parameter such as “QAtestparameter” set to “12345.” Next, activate the activity on your production site, and land on the page with the requisite test parameter. To more closely mimic the production scenario, you would design your test audience by starting with the actual intended production audience and adding criteria such as that described here. For example, suppose your true target audience is “Visitors Who Have Purchased Before,” and you have an audience created that captures that segment. To perform your test, you could copy your "Visitors Who Have Purchased Before" criteria, add QAtestparameter=12345 to it, save that new audience, and target your activity using that test audience.

Once your testing period is completed and you are ready to deploy, you may either

a. Create a brand new activity that does not use the test parameter for targeting, or
b. Use the existing activity, but modify the target audience to be the true, production target audience.

Each of the methods described above impacts the data in different ways, which are outlined below in the "Cautions" list.

Benefits of testing with QA parameters:

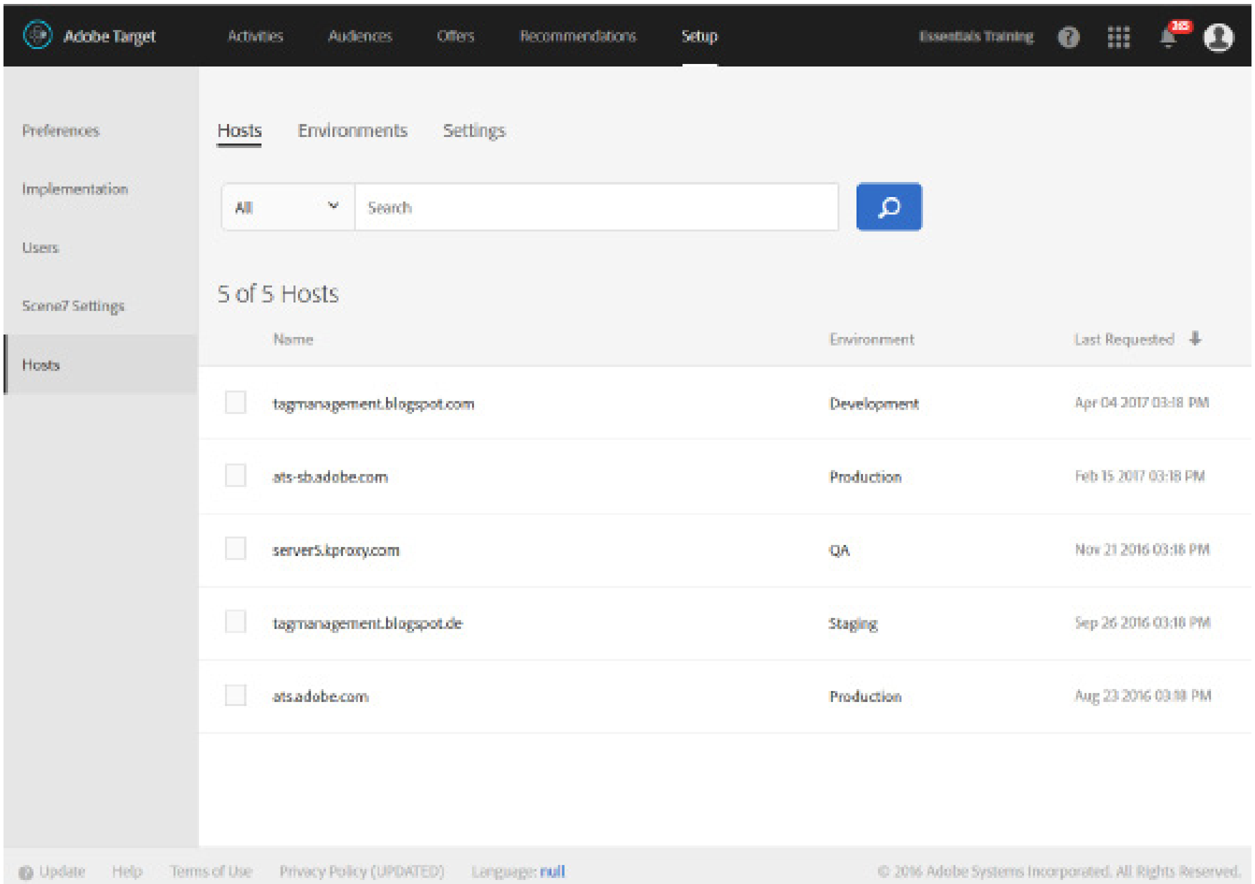
- Content renders precisely as it will in the final, published activity.
- Allows you to test in production.
- Allows you to test and verify delivery timing from Target (because the activity delivery architecture is the actual Target delivery architecture, as opposed to the one used for preview links).
- Targeting conditions can be tested, since visitors will actually be qualified into the activity and counted as such.
- Success metrics (reporting) can be tested, since visitors should trigger success metrics and goals as expected.

Cautions regarding testing with QA parameters:

- Because additional targeting criteria (such as URL parameters) may be required, you may not be able to use this QA method if using a Shared Audience from the Marketing Cloud that cannot be modified in this way.
- Requires additional setup time to create the test audience and target to it.
- Possibility for pollution. Either you end up:
    a. polluting the activity list with many versions of a single activity (test versions and production versions), making it harder to find successful activities later and interpret the impact of your activities. OR
    b. changing the audience back and forth in a single activity, polluting your audience list (if you must have a "QA" version of each of your audiences). This may also pollute data, as the reports will reflect all test visitors who entered the activity and converted, mixed in with real visitors who entered the activity and converted. The start date of the activity would also reflect the QA start date as opposed to the production launch date for the activity.

Hosts and Environments

Adobe Target hosts and environments provide a method for leveraging your existing Development, Testing, Staging, or other non-production environments in order to perform QA. This process involves defining those environments within Target, then sending test traffic to only the non-production ones. Activities are only activated in production once they have been tested successfully in the non-production environments.

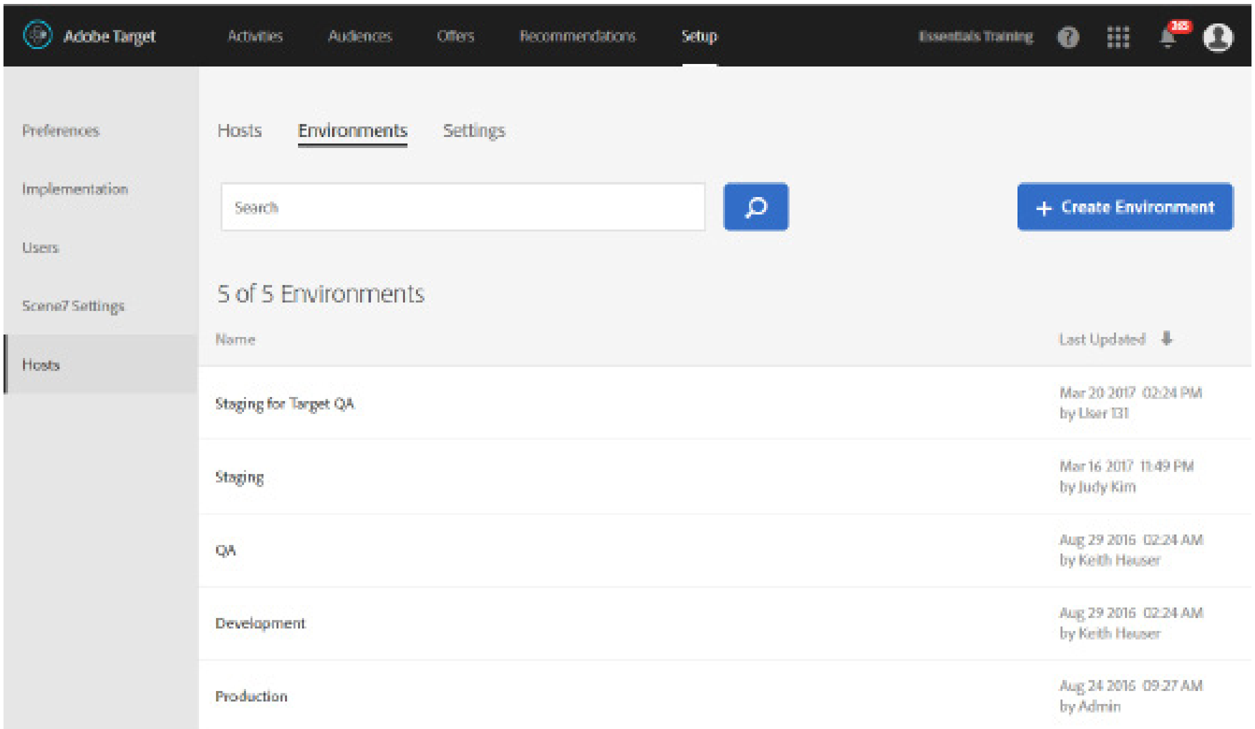


You can manage hosts and environments in the Setup tab of Adobe Target. Here we see the Hosts management page.

What are hosts and environments? A host is any web server (or web domain) from which you serve content during any stage of your project. For example, you may have hosts named test.mysite.com, dev.mysite.com, and mysite.com. Hosts are bundled into environments for ease of management. For example, test.mysite.com might belong to the Staging environment, dev.mysite.com might belong to the Development environment, and mysite.com might belong to the Production environment.

Hosts are lazy-loaded into the Hosts management page whenever a call is made from any of the pages on that host to an Adobe Target server.

When a host is first lazy-loaded, it will appear by default within the Production environment. This is the safest host group, because it does not allow unapproved activities to be viewed. You can move the host into any of the other environments, such as Development or the Staging, by clicking the Move icon and the selecting the desired environment.



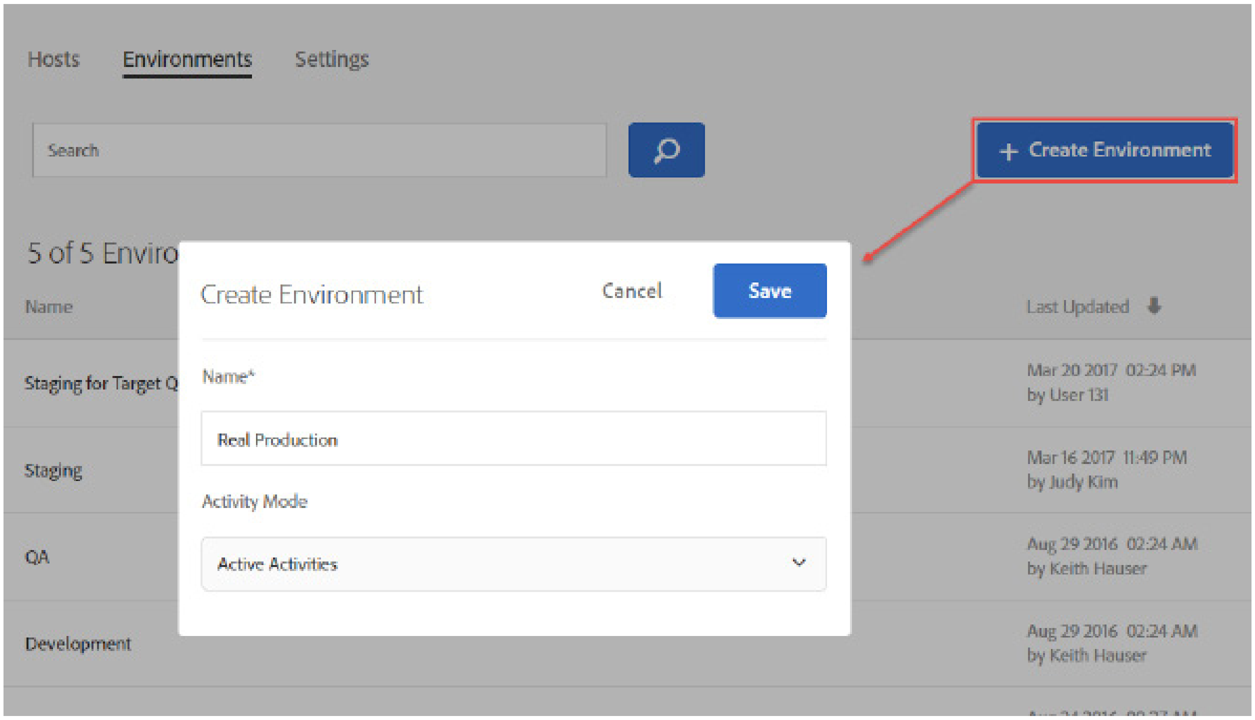
The Environments management page

The Production environment is the one, default environment available out-of-the-box. From the Environments tab, you may add new environments (click the **Create Environment** button). You may even delete any environment, except the default Production environment. The default host group is prenamed "Production", which you can rename but not delete. Adobe Target assumes this is where you will serve final, approved activities.

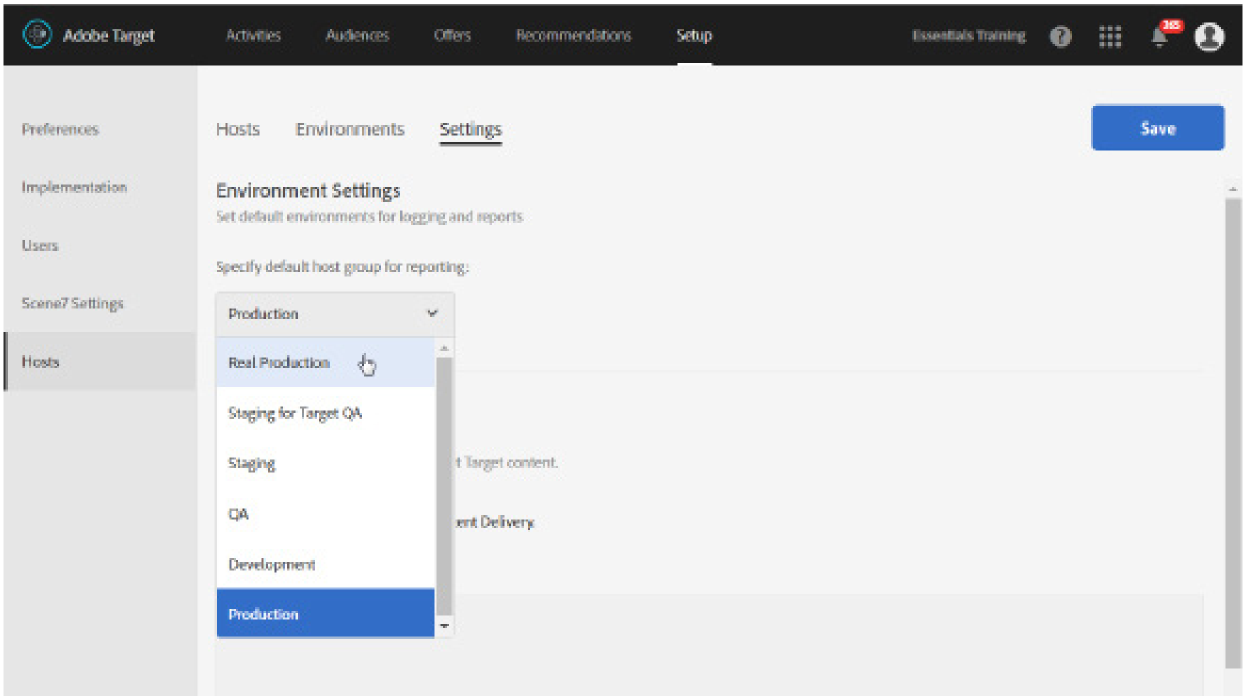
Designating a new Production environment

If all newly detected hosts are automatically placed into the Production environment, that means it is possible for "stray" data from newly detected non-Production environments to enter the "Production" environment. How can I keep a truly clean Production environment? If this is a concern, you can create a new environment that represents your true Production host(s), and you can keep the data clean in this true Production environment.

If you have concerns regarding data purity in your production environment, it is possible to create and designate a new, true production environment. For example, suppose you create a new environment called "Real Production" as shown here.

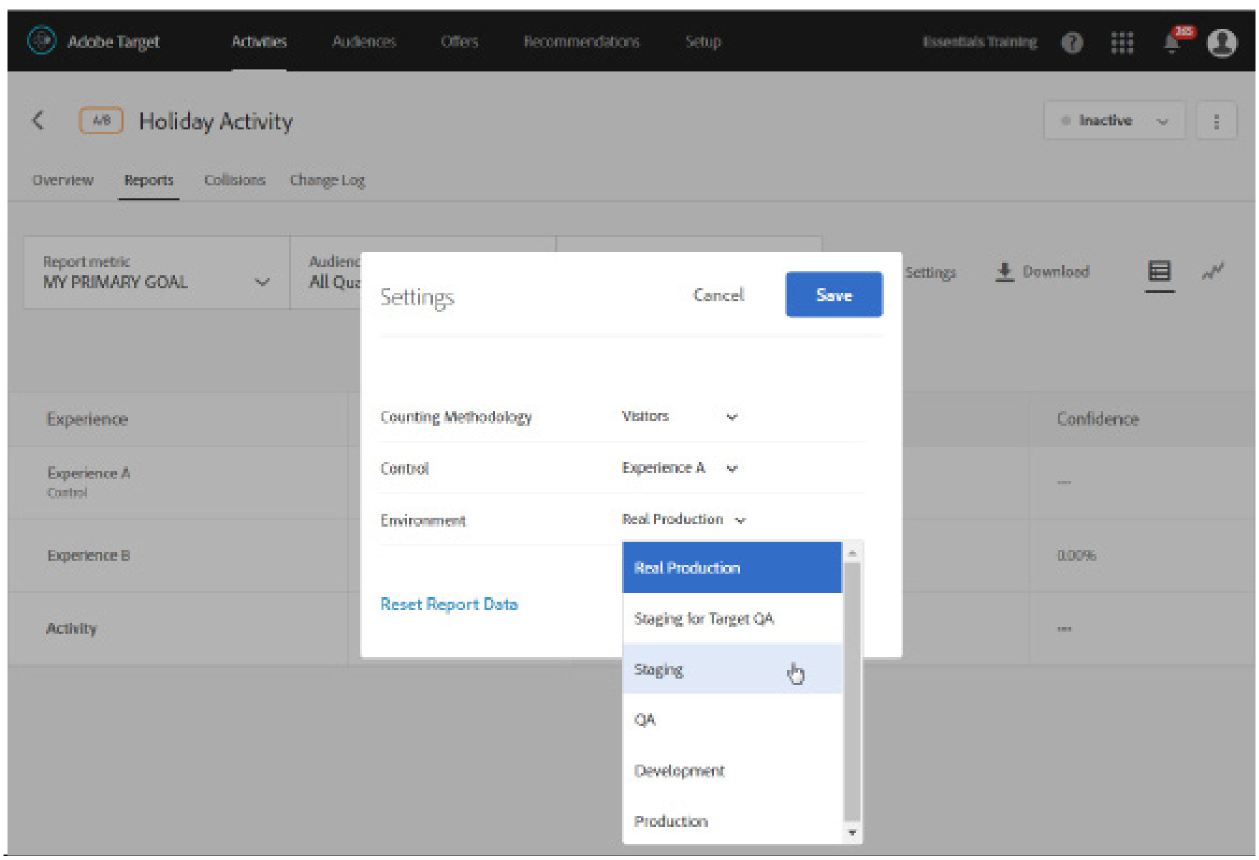


Whenever any new hosts are detected by Adobe Target, move them from "Production" (that is, the original "Production" environment) into "Real Production." As a final step, you must select "Real Production" as the new default environment for reporting as shown here.



Selecting a new default reporting host group.

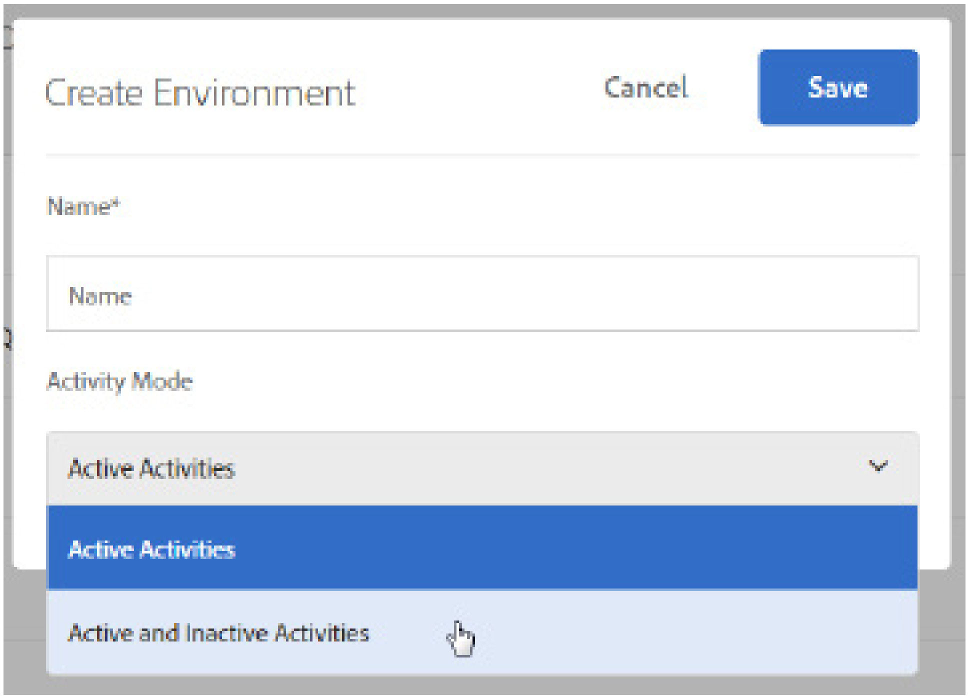
Doing this means the Reports tab for your activities will default to showing results from the "Real Production" environment as shown. Click the Environment drop-down arrow to select a different environment's data for this activity.



For simplicity's sake, the rest of this section assumes the original "Production" (default) environment is the true production environment, although this is by no means required.

Understanding how to use environments

What's the difference between the different environments? You control which kinds of activities can be seen in any non-default environments. For example, you can configure your Development and Staging environments to reflect *active and inactive* activities. But pages on your Production (default) environment will only ever reflect *active* activities (you cannot change this setting). This way, visitors to your development or staging environments may see activities that were saved but not yet approved, while visitors to your production environment will only see an activity once it is approved.



You can edit custom environments to show either active activities only, or both active and inactive activities.

Furthermore, *reporting is maintained separately for each environment*. This means the traffic you create in your development environment is not counted in the same report as your live environment, so you do not "muddy up" the results of your live environment.

This separation between environments allows you to create an activity and perform thorough quality assurance before pushing it live to production. You can send traffic to an inactive activity in Development and examine its reports to verify your activity is working as expected. Once it passes muster and you approve the activity, real visitors will start to see its offers in Production.

In order for environments and hosts to work for QA as intended, you should have exact copies of all pages on all environments. For example, if you have mbox_A in Production, you should have it in both Staging and Development as well. Once you activate an activity, mbox_A in Production will automatically start displaying the activity that mbox_A in Staging or Development was displaying. In other words, matching pages across environments should have the exact same elements.

Best Practices

1. Ensure the pre-Production environments match the Production environment. This includes style sheets, file structures, and scripts.
2. Make sure the hosts are in the correct environment.
3. Ensure your forms *and* styles are supported by all target browsers.

TIP: To reduce technical issues with campaigns and offers, ensure all hosts match in file structure, styles, and templates.

Benefits of using Hosts and Environments for QA:

- Content renders precisely as it will in the final, published activity (assuming your testing environment is an exact reproduction of your production environment)
- Allows you to test and verify delivery timing from Target (because the activity delivery architecture is the actual Target delivery architecture, as opposed to the one used for preview links).
- Targeting conditions can be tested, since visitors will actually be qualified into the activity and counted as such.
- Success metrics (reporting) can be tested, since visitors should trigger success metrics and goals as expected.
- Can avoid data pollution.

Cautions regarding using Hosts and Environments for QA:

- Using Hosts for QA requires the testing environments are a perfect reflection of the production environment. If the QA, Dev, or Test environments are different from Production,

whether in page layout, construction, or some other way, then the tests are not guaranteed to be accurate reflections of what will actually happen once the activity goes live.
- Requires additional training on host and environment operation.

In summary, Adobe Target provides several QA options to test your activities. Each one comes with its own set of benefits and considerations. Different methods may be more effective for testing different aspects of your activities, so choose the method that best meets your needs for any given activity or your overall optimization strategy.

Simulating Traffic

Regardless of the specific QA method(s) you choose, part of successful QA involves simulating traffic. Traffic simulation means getting Target to think there is more than one visitor entering the activity, so you can verify the different experiences shown, validate entry criteria, or test report results as each "new" visitor is counted and their behavior tracked. However, Target remembers a visitor from one visit to the next, based on a first-party cookie that it sets in that visitor's browser. This is good from a real-life results standpoint, but boring from a testing standpoint.

To simulate more traffic during the QA process, you can make Target think you are more than one visitor by deleting cookies. If you do not have a reason not to, you can just delete all your cookies. Or, if you want to be more precise, look for the first party cookie called "mbox."

1. Delete cookie.
2. Refresh the page.
3. Convert (in our case, click **Contact**). Only perform this step some of the time.
4. Repeat.

If you follow these steps, you should be able to perform key types of verification. For the example activity described in this chapter, you should find that:

- the Visitor count increases in your activity's report page. (Data confirmation)
- on average, you are served Experience A 50% of the time, and Experience B 50% of the time. (Visual confirmation)
- you will simulate reaching your goal and have the opportunity to end up with some goals reached for Experience A as well as for Experience B. (Operational confirmation)

Another way to simulate traffic is to use your web browser in incognito or private browsing mode. For example, in Chrome, you can load your activity page into an incognito window so Adobe Target will identify you as a new visitor. Continue to enter your activity into new incognito windows to verify the data, visual, and operational behavior noted above.

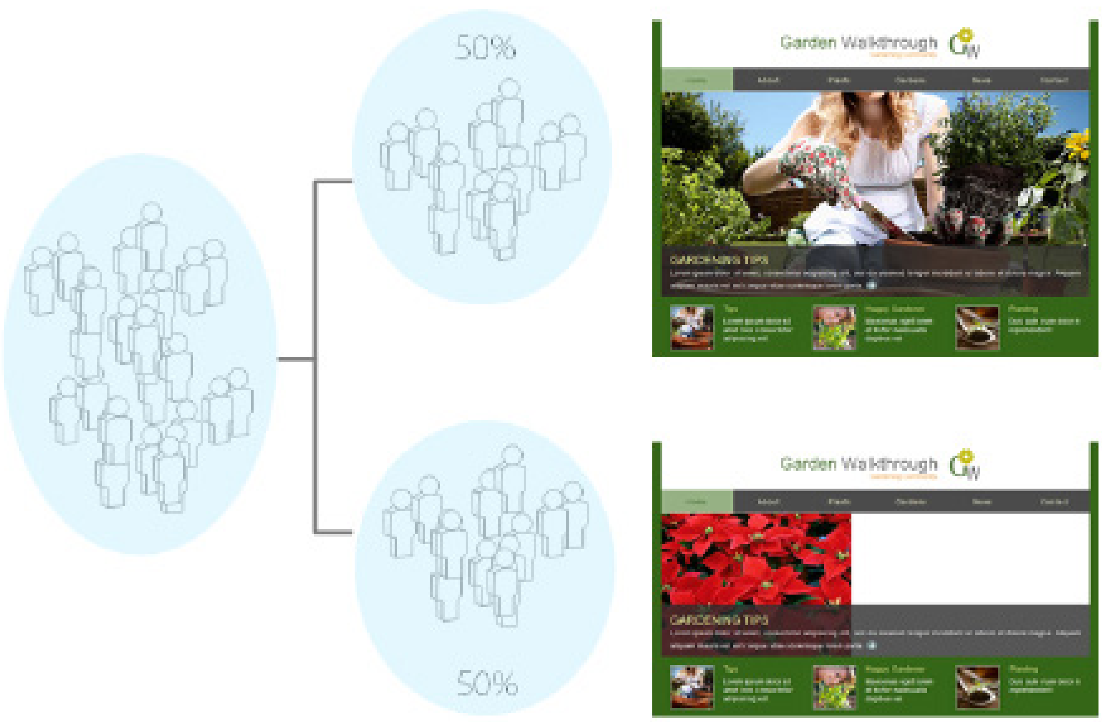
Why do I have to use incognito or private browsing modes, or delete cookies before refreshing the page?: You have to do this, because once a visitor is placed into a testing group—that is, served either Experience A or Experience B—they continue to receive that experience for the duration of that activity. This is how Target works by default for A/B tests. Using a private browsing session or deleting cookies before you refresh makes you a "new" visitor, which creates a chance of being served either experience so that, ultimately, you can simulate conversion for both experiences. (If you only refreshed the page, without deleting cookies, you would always be served the same experience, so you could only simulate conversion for that single experience.

Activating your Test

After you have completed the configuration of your activity and performed QA, activate it in order for visitors to view the experiences live on your site.

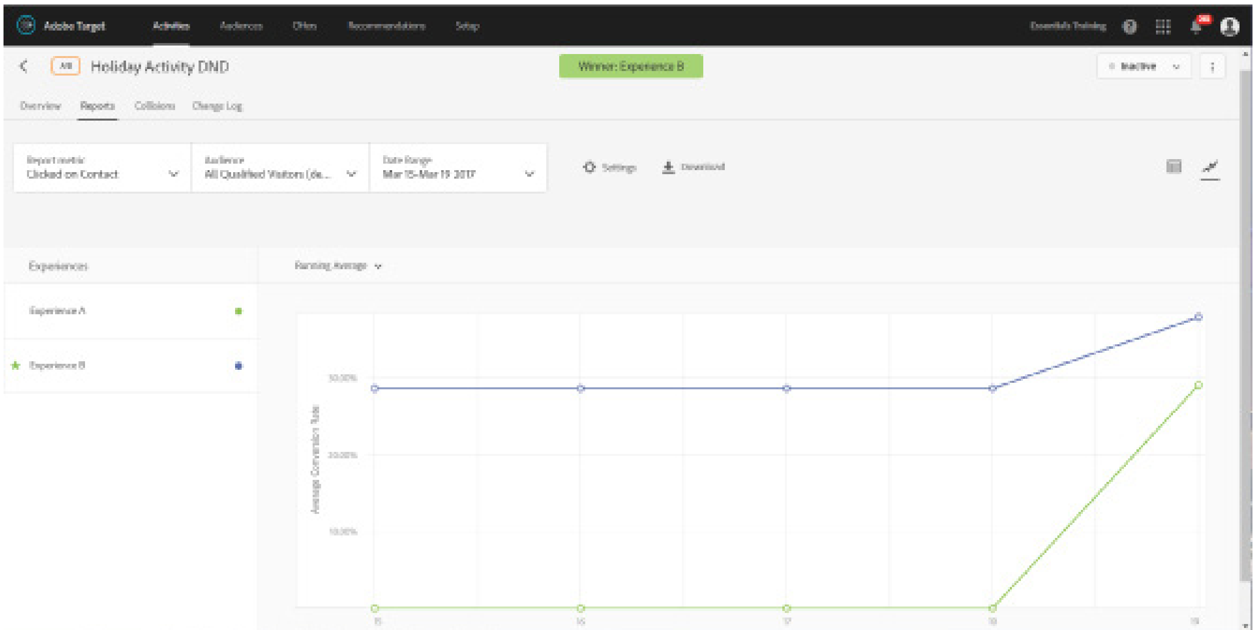
Results

Once activated, the target audience for the activity will either be split according to the manual percentages or according to the requirements of the automated allocation or targeting.



In our example, half of the visitors to your site will see Experience A, whereas the other half will see Experience B.

As the activity continues to run over time, visitor activity—including whether or not they converted—is recorded for each experience. View the reports tab to compare the experiences against each other.



In the example shown above, Experience B seems to be off to a good start, resulting in greater lift, given the goal of the activity. But it is important to remember it is just that — a start. The activity is still in its early stages, so it would be premature to draw any conclusions after just five minutes…or even after five hours, or five days, for that matter. When exactly is it "safe" to declare a winner in a test? A later chapter reporting explores this incredibly important topic.

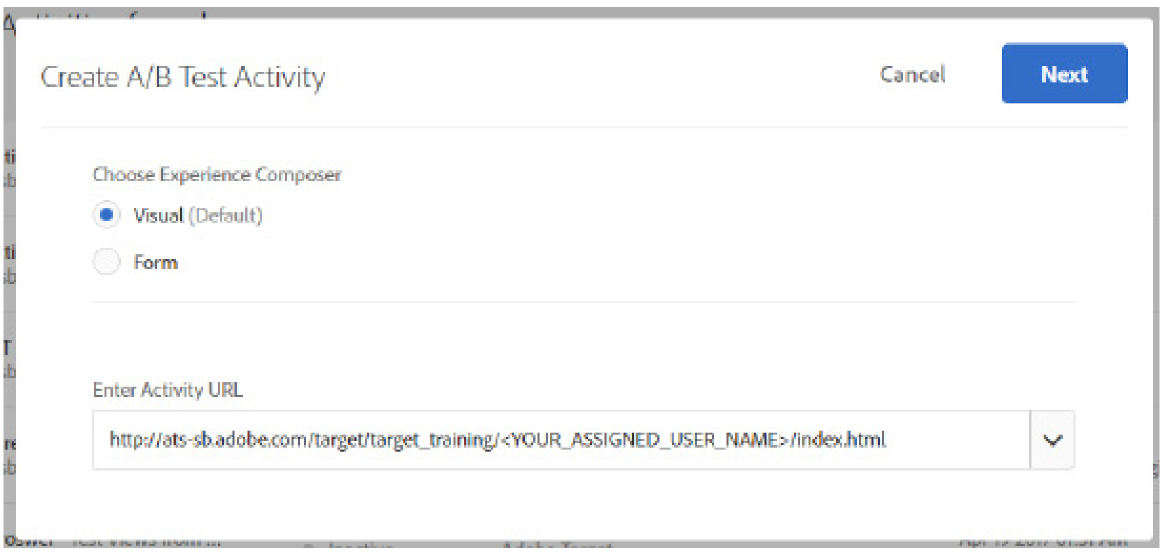
Exercise 2.1
Creating Activities

As the optimization manager for the company whose website exists at http://ats-sb.adobe.com/target/target_training/<YourUserName>/index.html, you are now ready to create the activity as outlined in your campaign strategy. As a reminder of your campaign strategy, you decided that your conversion event is defined by the visitor clicking on the **Contact** link, which takes the visitor to the contact.html page. (15 min.)

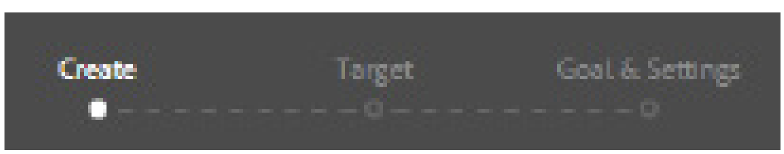
1. Log in to Adobe Target.

TIP: Do not log in to Target - Classic Workflow. These exercises are for Adobe Target only.

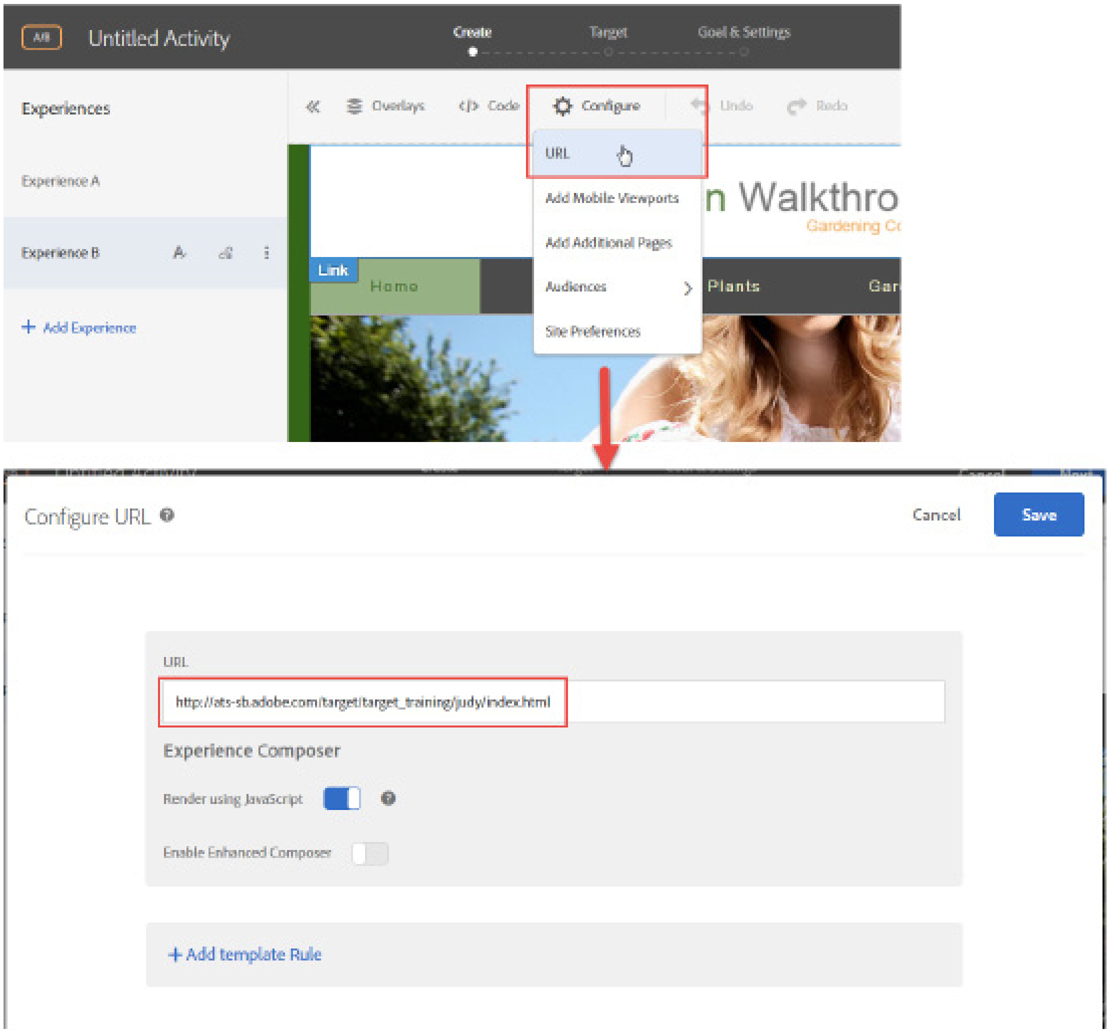
2. Click **Activities**, click the **Create Activity** button, and select **A/B Test**.
3. Keep the default selection of **Visual**, and type your assigned URL as the activity URL. Click **Next**.



4. Follow the process flow to define your activity.



a. In the “Create” step (Visual Experience Composer), verify you are using your designated user web pages, not someone else’s. If you encounter any issues with the VEC, ensure that your settings match those in the screenshot below.



b. Click **Next**.

c. Keep it simple for now.

› Two experiences total

› Experience A with default content, Experience B noticeably different from Experience A

d. In the “Target” step, keep all defaults, including the default target audience (“All Visitors”) and the default traffic allocation (manual, 50/50 split), then click Next.

e. In the “Goal & Settings” section, add an Objective. Get into the habit of doing this while you are in class, and it will serve you well later! For the Goal itself, recall that conversion will be defined by clicking on the Contact link (alternatively, viewing the contact.html page).

f. Important: Be sure to name your activity uniquely by prefixing it with your username. For example, “User24 First Activity.”

5. Save your activity.
6. Perform QA: For this first exercise, we keep the QA simple. Preview each of your experiences by clicking the **Preview Experiences** links in the Overview tab of the activity details page for your A/B test.
    a. If your activity does not preview the way you want it to, click the three dots in the upper-right, and select **Edit Activity** to navigate to the Visual Experience Composer. Make changes, and save them.
    b. Repeat until your activity previews the way you want it to.
7. Activate your activity by selecting **Activate** from the drop-down menu in the upper-right corner of your A/B test's activity details page.
8. Simulate visitors to the web page by using an incognito window or by deleting cookies and refreshing.
    a. Visual confirmation: note the different experiences that are served.
    b. Data confirmation: note the visitor count increments in the Target report for your activity.

This is the heart of the exercise. If you need assistance, reference the "Exercise 2.1 Details" below, or ask your instructor for clarification.

Exercise 2.1 Details
How to Simulate Traffic

The following steps are not actually a separate exercise, but rather, detailed steps intended to assist any users who are looking for additional guidance for #8 from the previous exercise.

Traffic Simulation using Incognito Windows (or Private Browsing Sessions)

These directions are specific to Chrome, but you may use a browser of your choice.

1. In Chrome, open a new incognito window (Ctrl+Shift+N).
2. Navigate to your page, http://ats-sb.adobe.com/target/target_training/<YourUserName>/index.html, being sure to substitute your assigned user name in place of <YourUserName>. You have a 50/50 chance of being served the other experience. (Visual confirmation.)
3. Click the **Contact** link (sometimes).
4. Close the window and launch a new incognito window.
5. Repeat steps 2–4 several times, until you have seen each experience at least once and have converted at least once from each experience.
6. View reports. (Data confirmation.)
    a. In Target, navigate to the **Reports** tab of your activity.
    b. Examine the Visitor counts and Conversion Rates for each experience.
    c. Do you see visitors and conversions? Your answer to this should be "Yes." If not, ask your instructor for assistance.

Traffic Simulation using Cookie Deletion

1. In a browser, navigate to your page, http://ats-sb.adobe.com/target/target_training/<YourUserName>/index.html, being sure to substitute your assigned user name in place of <YourUserName>.
2. Delete the "mbox" cookie from ats-sb.adobe.com.
   a. Depending on your browser, the exact steps to delete cookies will vary. Ask your instructor for assistance if you are not sure how to delete cookies. Search for and download the Adobe Marketing Cloud Debugger or a cookie deleting add-on such as Click&Clean to delete cookies.
3. Back in your browser, refresh the page you are testing. You have a 50/50 chance of being served the other experience. (Visual confirmation.)
4. Click the **Contact** link (sometimes).
5. Repeat steps 2–4 several times, until you have seen each experience at least once and have converted at least once from each experience.
6. View reports. (Data confirmation.)
   a. In Target, navigate tothe **Reports** tab of your activity.
   b. Examine the Visitor counts and Conversion Rates for each experience.
   c. Do you see visitors and conversions? Your answer to this should be "Yes." If not, ask your instructor for assistance.

If you completed all of the exercises in this chapter, you successfully created, tested, and launched a live A/B activity. Congratulations!

Exercise 2.2
Performing QA and Activating Activities

Answer the following questions to test your understanding of the different QA options available within Adobe Target. As time allows, try testing using one of the QA methods. (15 min)

1. Where do you go to access preview links for this activity? ____________________________
   ____
   ____
   ____
2. What is the correct method for copying and sharing preview links with colleagues? ________
   ____
   ____
   ____
3. On your own, review the benefits and challenges associated with each QA method.
4. Test using QA parameters.
   a. What is your current target audience? __________________________

b. Target your activity to a new audience that combines the real conditions of the true target audience with a QA test condition. For example, suppose your real condition was visitors using Firefox, and suppose your test condition was defined by visitors whose Current Page URL contains happy=true. In the Target step of activity configuration, you would use an audience that captures visitors using Firefox AND those whose Current Page URL contains happy=true. But for this activity, since your real condition is simply All Visitors, define a new target audience in the Target step that captures visitors using Firefox AND those whose Current Page URL contains happy=true.
c. Activate your activity.
d. Perform QA by navigating to the activity URL while meeting all QA test conditions. For example, if your activity URL was *http://ats-sb.adobe.com/target/target_training/user24/index.html:*
   i. Open a new incognito window or private browsing session.
   ii. Navigate to *http://ats-sb.adobe.com/target/target_training/user24/index.html?happy=true.*
   iii. Convert (sometimes).
   iv. Close the incognito window and launch another.
   v. Simulate new visitor activity by repeating steps ii. through iv.
   vi. Over time, verify you see both Experience A and B being served.
   vii. Verify you are entered into the activity by viewing report numbers (visitors).
   viii. Verify conversions are tracked as expected.
e. Continue to perform QA by navigating to the activity URL while NOT meeting all QA test conditions.
   i. Open a new incognito window or private browsing session.
   ii. Navigate to *http://ats-sb.adobe.com/target/target_training/user24/index.html?happy=false.*
   iii. Verify that default content is served. (Verify you do NOT see the activity, as expected.)
   iv. Verify visitor and conversion numbers in the activity report do not increase.
f. Once testing is complete, what would your next step be with the QA parameters approach? ____
____
____
____
g. Important bonus question: What is missing from the QA options that we have reviewed so far in class? ____
____

Exercise 2.3
End-to-end Practice

As the optimization manager for Geometrixx, whose website homepage exists at

http://ats-sb.adobe.com/target/target_training/<YourUserName>/geometrixx/,

you are now ready to create and launch an activity as outlined in your campaign strategy. As documented in your campaign strategy, the goal of your test is to encourage visitors to complete a purchase, an event marked by a visit to the following page (note that visitors reach this page by making it all the way through the purchase funnel):

http://ats-sb.adobe.com/target/target_training/<YourUserName>/geometrixx/checkout/confirmreceipt4.html

In this exercise, you design, QA, activate, and verify this new activity from start to finish. (15 min)

1. Create a new activity based on Geometrixx's home page (*http://ats-sb.adobe.com/target/target_training/<YourUserName>/geometrixx/)*.
2. Configure the activity with the following parameters:
   a. Test three or four experiences against each other (more than two).
   b. Target the activity to an audience that can be tested within class.
   c. Define the Goal as viewing the destination (confirmation) page.
   d. Configure any other aspects of the activity as desired.
   e. Name your activity uniquely!
4. Save it.
5. Perform QA.
   a. Use the Preview Experiences links to visually verify the experiences appear as expected.
   b. Use testing parameters to QA the activity.
      i. Simulate multiple visits to the page, and simulate some conversions.
      ii. Verify the targeting parameters are working as expected by sometimes visiting as someone who qualifies for the activity, and other times visiting as someone who does not qualify for the activity.
      iii. Verify the experiences appear as expected on the site.
      iv. Verify the numbers in the reports increase as expected.
6. Create the finalized version of the activity.
   a. Either modify the target audience to reflect the true, production target audience, or
   b. Deactivate the QA activity, copy it, modify the copy to reflect the true, production target audience, and activate this production activity.
   c. Option "b" above sounds like more work. Why not just do option "a" all the time? _____
   ____

Multipage activities

A multipage activity enables you to deliver consistent messaging and offers over multiple pages, with a design specific to each page.

For example, suppose you are running a promotion for visitors who have shown interest in a specific running shoe. All visitors who are in the process of purchasing a pair of these running shoes will be offered a special "buy one, get one half off" code, which will appear on each page of the multipage checkout process.

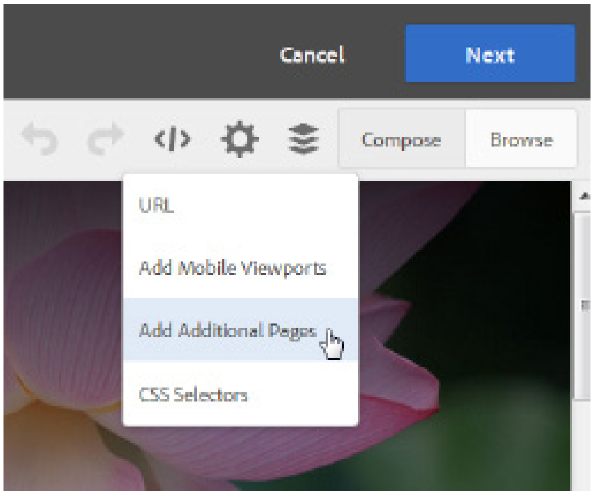
As another example, which was mentioned earlier, suppose you have visitors arriving to your site from an email campaign. Suppose you want to make sure those visitors are served promotions that align with the special offer they were given in the email, not only on the initial landing page, but also as they continue to navigate throughout the site.

You could use targeting to identify those users who entered your site from the email campaign and only display the promotional messages to them, while other visitors — who have not received the email offer — would see standard content instead on each of these pages. Furthermore, each page displaying the messages may do so in a slightly different way to accommodate for the unique layout of that page, while still maintaining the same thematic look and feel. Multipage activities accomplish this delivery of unified experiences across multiple pages.

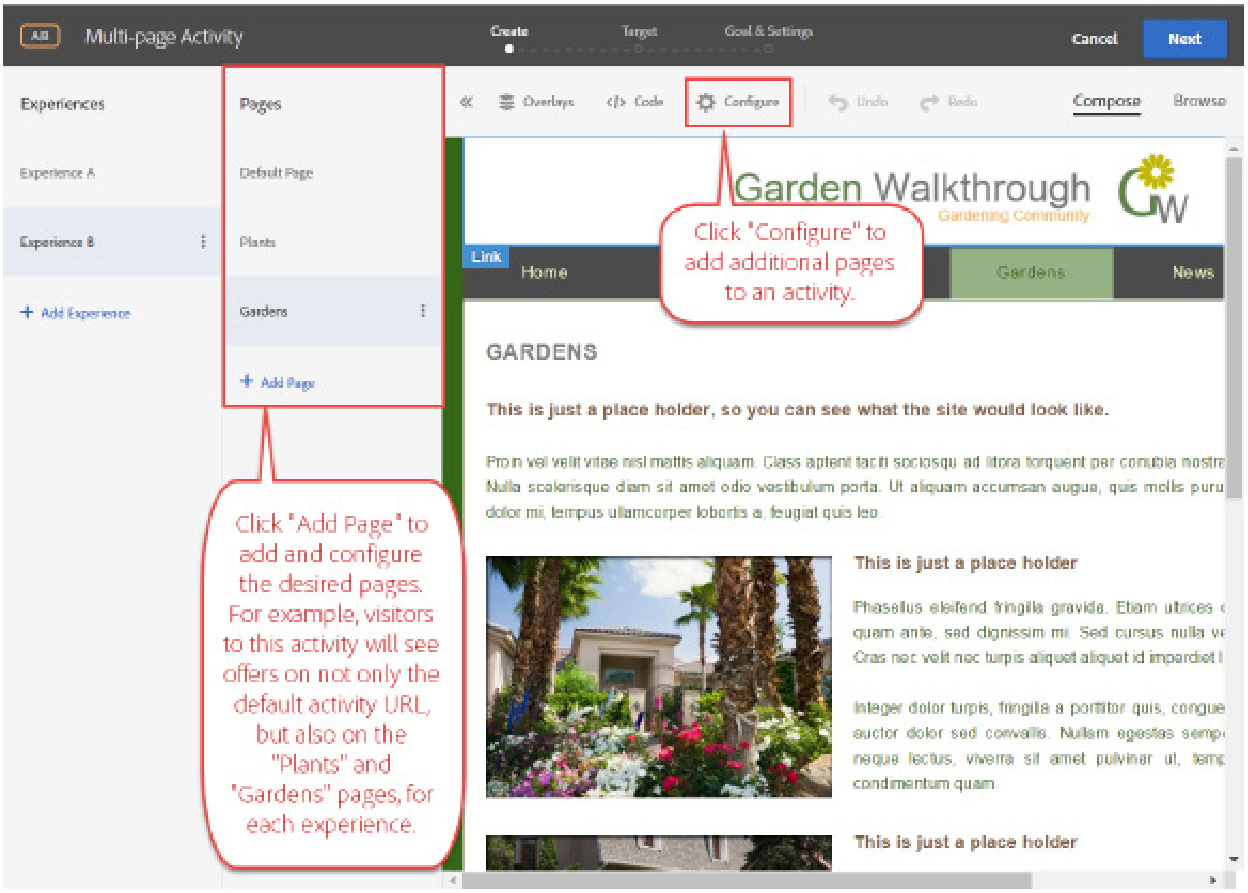
NOTE: Multipage activities are designed for activities where the same offer has a different appearance on multiple pages. If the offer appears the same on all pages, a template test is more efficient. Template tests are covered later in the course.

Finally, another key use case for multipage activities involves the creation of different layouts for your desktop and non-responsive mobile sites, so you can extend a single activity across both desktop and mobile versions. If the site has a separate mobile site like m.mysite.com instead of www.mysite.com, you can create a multipage activity, add m.mysite.com as separate pages, and then apply mobile editing to make appropriate changes on the desktop version and mobile version in the same experience. For more details on this process, go to online help and search for "multipage activity."

To create a multipage activity, click the Settings gear icon > Add Additional Pages.



Use the additional navigation panel to define and design the multiple pages for the selected experience as shown.



Creating a multipage activity. Adding an additional page adds it to all experiences.

Exercise 2.4
Multipage Activities

Geometrixx is launching a new campaign in which you want to ensure visitors to your site receive specific messaging not only on the landing page, but also throughout the purchase funnel. This delivers a more consistent site experience for each visitor. The main activity page will be your Geometrixx home page. Three additional pages will be selected by you, plus the conversion page. (15 min.)

1. Identify the multiple pages that will be used in this activity.
    a. In a browser, navigate to *http://ats-sb.adobe.com/target/target_training/<YourUserName>/geometrixx/.* This will be your activity page.
    b. Determine the three shopping cart funnel pages and the conversion page to be used in the experiences of this activity by adding an item to the cart and making your way through the funnel. Note the URLs for the four pages here. ______________________
    ____
    ____
2. Create a new activity. Use the VEC, and use the URL from step 1.a. as your main activity URL. To avoid conflicts with other activities, make sure to set the Priority of this activity to a high number before you save.
3. In the VEC, click **Configure > Add Additional Pages**.
4. In the new navigational toolbar that appears, click **Add Page** to define three additional pages as part of Experience B. Use the three URLs you identified in step 1.b, excluding the conversion page.
    a. Even though we are defining these additional pages as part of Experience B, do these additional pages now also appear in Experience A? _____________________________
5. Practice renaming, deleting, and re-adding one of the pages in this multipage activity.
6. Swap images on each of the pages in Experience B so that they are immediately identifiable as being part of the same experience. Do this not only to exemplify the concept of using multipage activities to deliver consistent experiences and offers across multiple pages, but also to make QA easier in a later step.
7. Define your Goal metric as viewing the conversion page.
8. Save the activity.
9. Perform QA and activate. Ensure visitors to Experience B are able to see the multiple pages displaying the expected offers, whereas visitors to Experience A have a different checkout experience.

Auto-Allocate tests

Auto-allocate tests ensure the most effective experiences are shown more often, through environmental or seasonal changes. More traffic is sent to the best-performing experiences. Less traffic is sent to underperforming experiences. The net result is automated traffic allocation increases overall activity performance while maintaining the integrity of an A/B test, as entrants continue to see that same experience for the life of the activity. It also finds a statistically significant, high-performing experience faster than a manual A/B test, and provides higher average campaign lift than a manual A/B test.

DID YOU KNOW: In Target Classic, Auto-Allocate tests were called "Optimizing Campaigns" or "Self-Optimizing Campaigns," with some varying functionality. Namely, Audiences for Reporting are used as reporting filters, but are not used to optimize experiences to segments as was the case with Optimizing Campaigns

Auto-allocate tests constantly reallocate new visitors into experiences based on the performance of those experiences. For example, suppose you have a four-experience auto-allocate test. The algorithm begins by sending equal traffic to all experiences because it does not know (or has not yet learned) anything about the performance of each experience. As it learns more about the performance of each experience, it uses a Bayesian process to update its belief (or model) of the true performance of the experience. At any given time, the algorithm has a model for the performance of each experience, and it uses that to re-distribute the traffic proportionately. These models are updated hourly and consequently the algorithm is able to respond to an individual with the most successful (highest performing) experience across all visitors. The algorithm uses statistics based on the Bernstein Inequality and guarantees 95% confidence on winners.

NOTE: Auto-allocate tests optimize experiences. To optimize on products (not experiences), use Adobe Recommendations. .

The majority (80%) of activity traffic is sent to experiences in this way, based on optimization rules determined by the algorithm. A smaller percentage of traffic (20%) continues to be randomly sent to experiences so the algorithm can continue to explore traffic changes over time and refine its serving rules as necessary.

If Auto Allocation is so great, why not just make all my A/B tests auto-allocate tests?

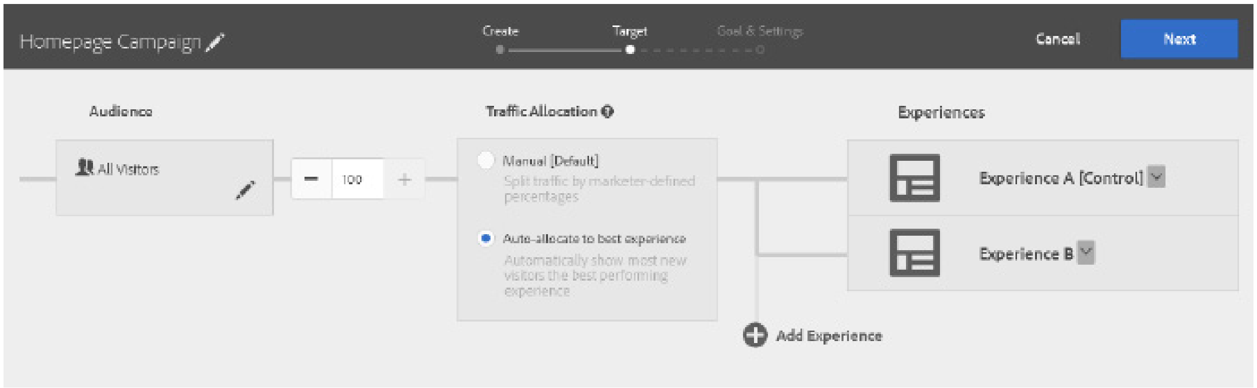
Auto-allocate tests are excellent for optimizing winning experiences for conversion-based activities, but they are not necessarily the best choice for all business objectives.

- Choose auto-allocate when you want to optimize your activity from the beginning and identify the winning experiences as quickly as possible. By serving high-performing experiences more often, the overall activity performance is increased.
- Use a manual A/B test when you want to characterize the performance of all experiences before optimizing your site. An A/B test helps you rank all of your experiences, whereas an auto-allocate test finds top performers, but does not guarantee differentiation among the lower performers.
- Use a manual A/B test when you want pre-specified bounds on factors such as confidence or statistical power, as defined in the Adobe Target Test Calculator. For example, if you want a 4% false-positive rate (which translates to a 96% Confidence Level) and 85% Statistical Power, then only a carefully designed A/B test can achieve that. This is in reference to values you would provide here: *https://docs.adobe.com/content/target-microsite/testcalculator.html*. For more information on how to incorporate the test calculator in your test planning, see the chapter on Governance.
- Use Automated Personalization (not covered in the scope of this course) when you want optimization algorithms of the highest complexity, such as machine-learning models that build predictions based on individual profile attributes. Automated traffic allocation looks at the aggregate behavior of experiences (just like standard A/B tests), and doesn't differentiate between visitors.

How to Implement

There are two options for creating auto-allocate tests:

1. **Create from scratch**—Begin by creating an A/B test. In the "Target" step, under "Traffic Allocation," select "Auto-allocate to best experience."



2. **Convert an existing activity**—Toggle any existing A/B test from manual to automatic allocation by updating the traffic allocation as shown above.

For example, "Homepage Campaign" above is an A/B test. If the user selects "Auto-allocate to best experience**,"** the activity will be recast as an auto-allocate test.

TIP: You may toggle a manual A/B test to an Auto-allocate test, but you cannot change an Auto-allocate test back to a manual A/B test, as this will invalidate the test logic. Overall, it is not recommended to change your test between types once it is activated.

Once the activity is saved and approved, the optimizing algorithm will begin to systematically determine which experiences should be served to a greater proportion of visitors, making serve decisions with the objective of maximizing the activity's conversion goal metric.

NOTE: The algorithm begins automatically allocating traffic once at least two of the experiences in the activity have a minimum of 1000 visitors and 50 conversions. From that point onwards, the allocation is evaluated each hour, and readjusted whenever there is a relative difference of at least 5% between the conversion rates of the experiences.

For example, if Experience A had a conversion rate (CR) of 10%, Experience B would need a CR outside the range of 9.5% to 10.5% in order for the algorithm to adjust the allocation.

After the model for an Auto-Allocate activity is ready (each experience has a minimum of 1000 visitors and 50 conversions), the following operations from the user interface are not allowed:

- Switching the "Traffic Allocation" mode to "Manual"
- Changing the goal metric type
- Changing options in the "Advanced Settings" panel

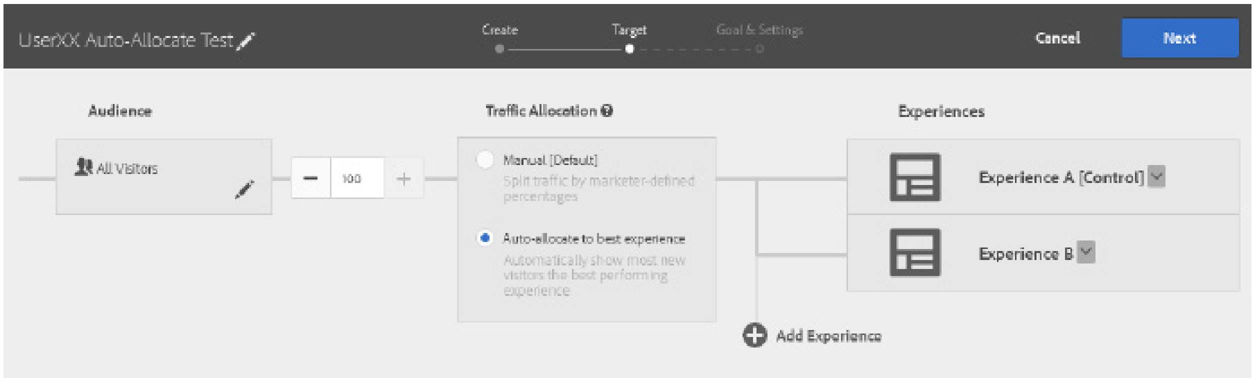
For additional details regarding automated traffic allocation, please reference online help.

Exercise 2.5
Auto-Allocate Tests

In this exercise, you create and launch an A/B test that uses automated traffic allocation instead of manual traffic distribution. (10 min.)

1. Click **Create Activity** > **A/B Test**.
2. Select Visual, enter your user's training page as the activity URL, and click **Next**.
3. In the Create step, define your experiences in the VEC.

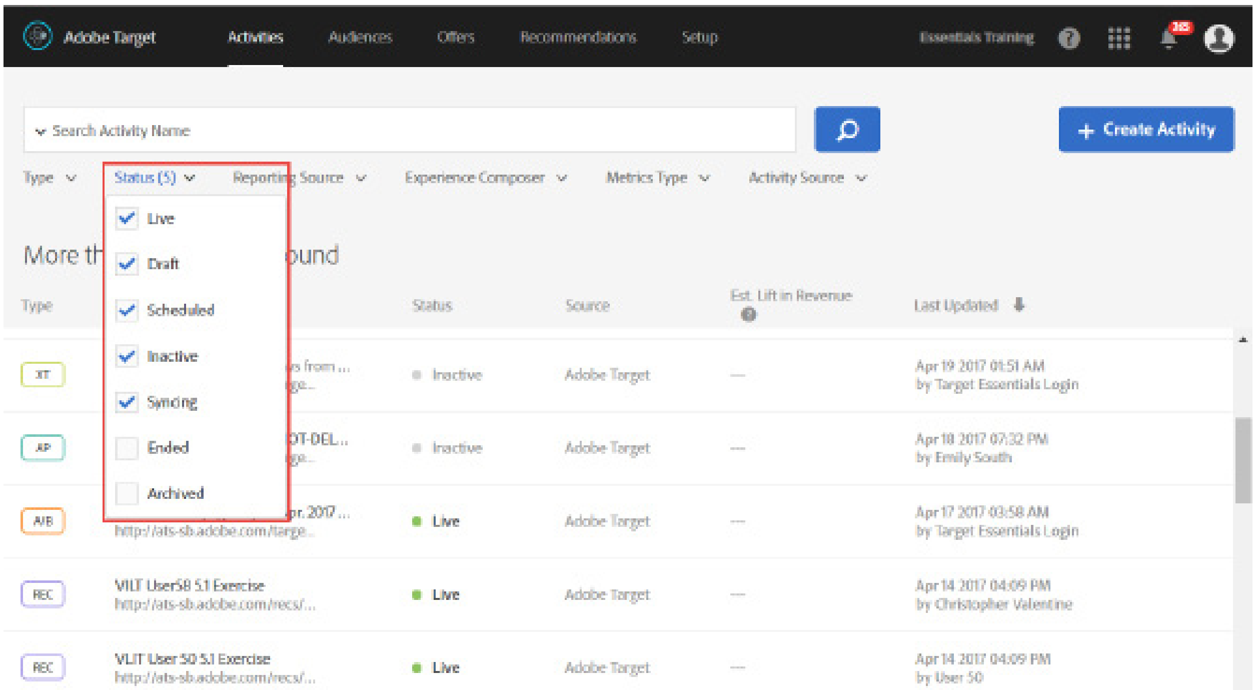
4. In the Target step, select **Auto-allocate to best experience** as your method of traffic allocation. Also, name your activity uniquely.



5. Finish the rest of your activity definition.
6. Perform QA and activate.
7. In your own words, describe how this test will operate differently from a manually allocated A/B test. ____
____
____
____
8. Suppose you are skeptical about the efficacy of automated traffic allocation. Consider the following two tests, and explain how each could be used to demonstrate the benefits of auto-allocate tests.
   a. Create a 4-way auto-allocate test, for which all 4 experiences are identical. If auto-allocation is working as hoped, what would you expect to see as a result? ___________
   ____
   ____
   ____
   ____
   ____
   b. Create a multi-experience test for which you already know what the winning experience is. For example, a previous A/B test which had a winner by a significant margin would be a good example. Using that A/B test as a template, model the auto-allocate version of it. If auto-allocation is working as hoped, what would you expect to see as a result? ______
   ____
   ____
   ____
   ____
   ____

Managing Activities

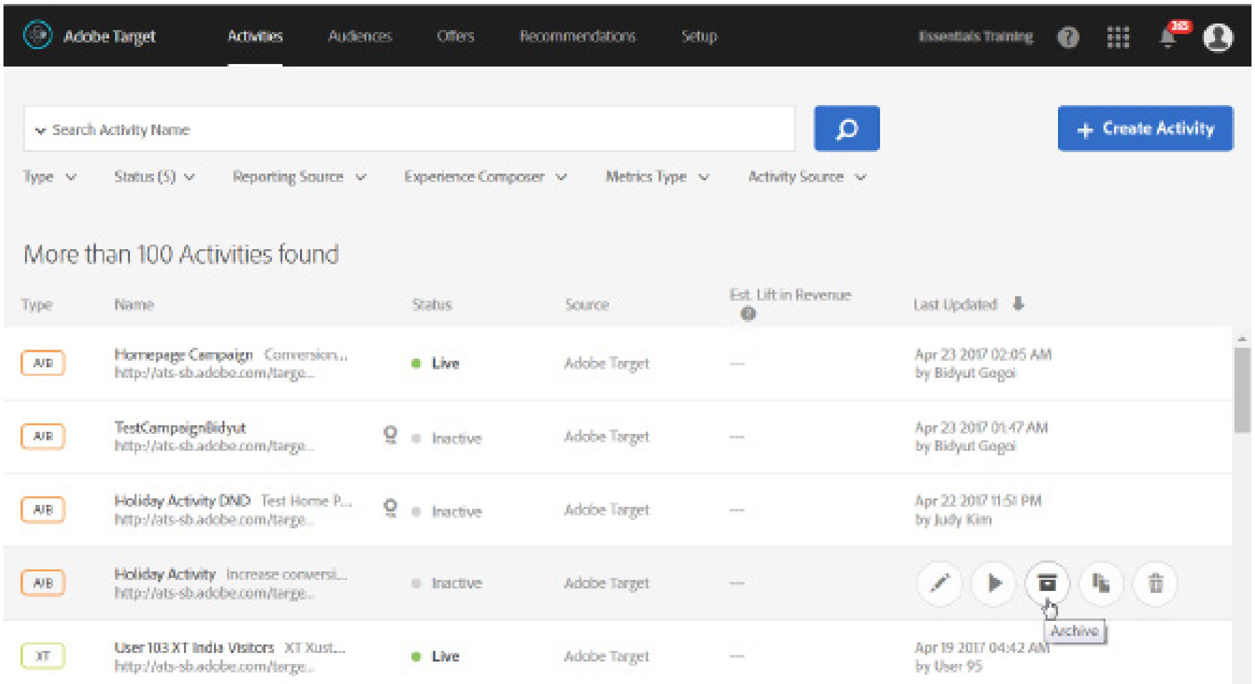
In the Activities list, activities may be sorted by a variety of filters to find your activities more easily. For example, this list is filtered by status.



The following table describes available statuses.

Activity Status	Description
Live	The activity was activated and is currently running.
Draft	The activity setup is not yet complete and the activity cannot run. Review the activity configuration and save once ready.
Scheduled	The activity was saved and activated and is ready to run, but has not yet reached its scheduled start date. It will activate once the start date is reached.
Inactive	The activity was saved but is not currently running, either because it has not yet been activated or because it was once live but has now been deactivated.
Syncing	Activity details are being communicated to the Adobe Target servers.
Ended	The activity is no longer running because it reached its scheduled end date.
Archived	The activity was removed from the default view within the activities list. Only inactive or ended activities may be archived. Archived activities may be reactivated.

To archive an activity, first make sure it has been deactivated or it has ended. Once in an "inactive" or "ended" state, you may archive it as follows.



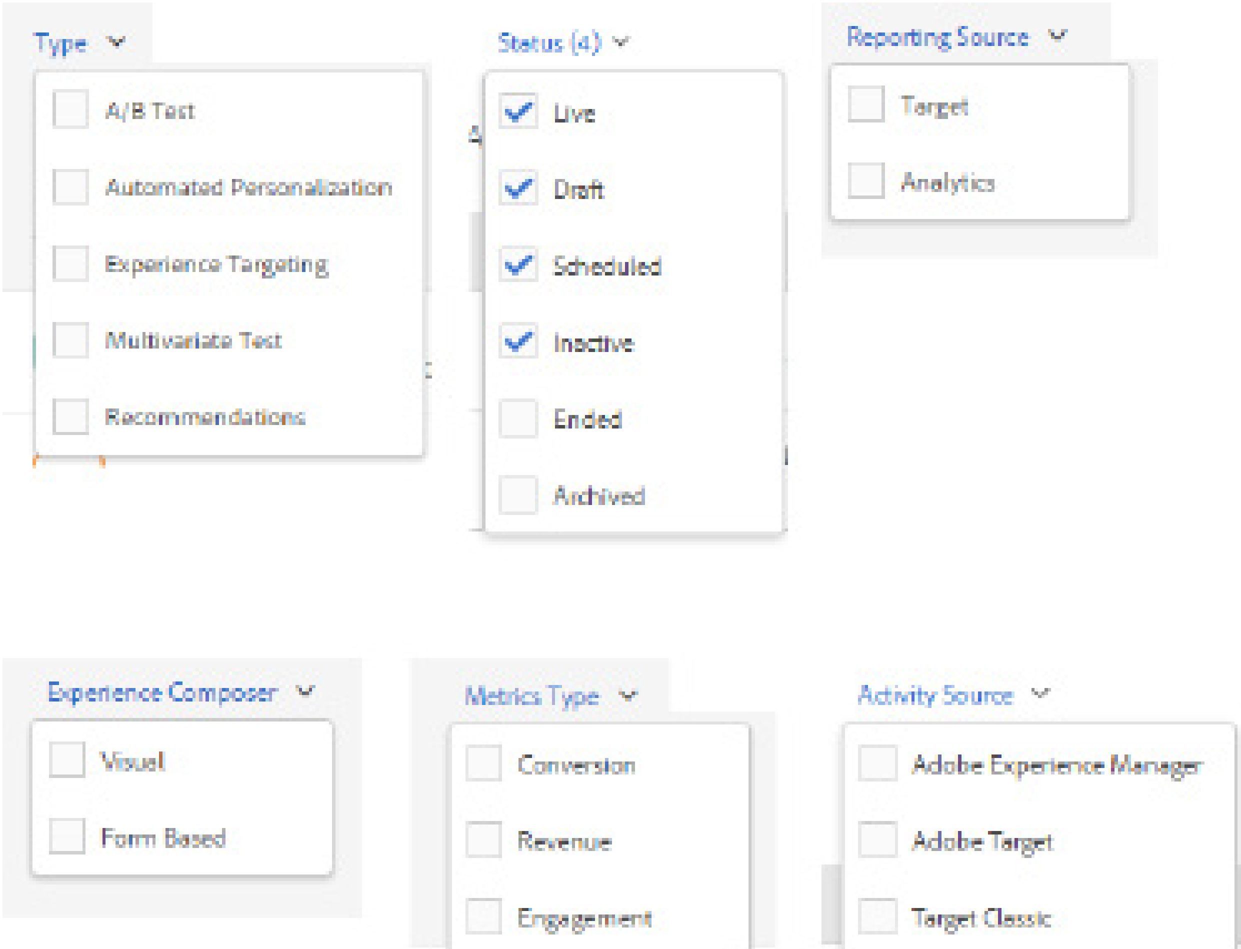
Hover your cursor to view additional options for each activity, such as archiving.

The mouse-over actions available for activities are:

- Edit
- Activate
- Deactivate
- Archive
- Copy
- Delete

Note the available actions for any given activity will vary, depending on the current status of the activity in question. For example, you may only activate activities that are inactive or archived, and only deactivate activities that are live, scheduled, or ended.

In addition to Status, other activity filter options are shown here:



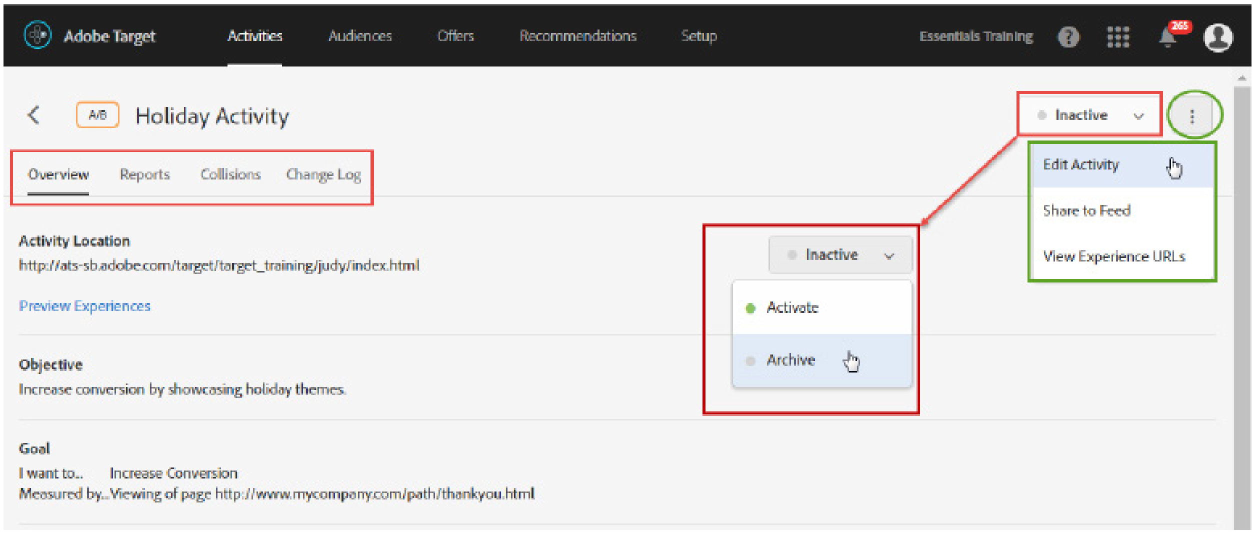
You may filter activities by:

- Type (A/B Test, Automated Personalization, Experience Targeting, Multivariate Test, and Recommendations)
- Status (Live, Draft, Scheduled, Inactive, Syncing, Ended, and Archived)
- Reporting Source (Target and Analytics)
- Experience Composer (Visual and Form Based)
- Metrics Type (Conversion, Revenue, and Engagement)
- Activity Source (Adobe Experience Manager, Adobe Target, and Target Classic)

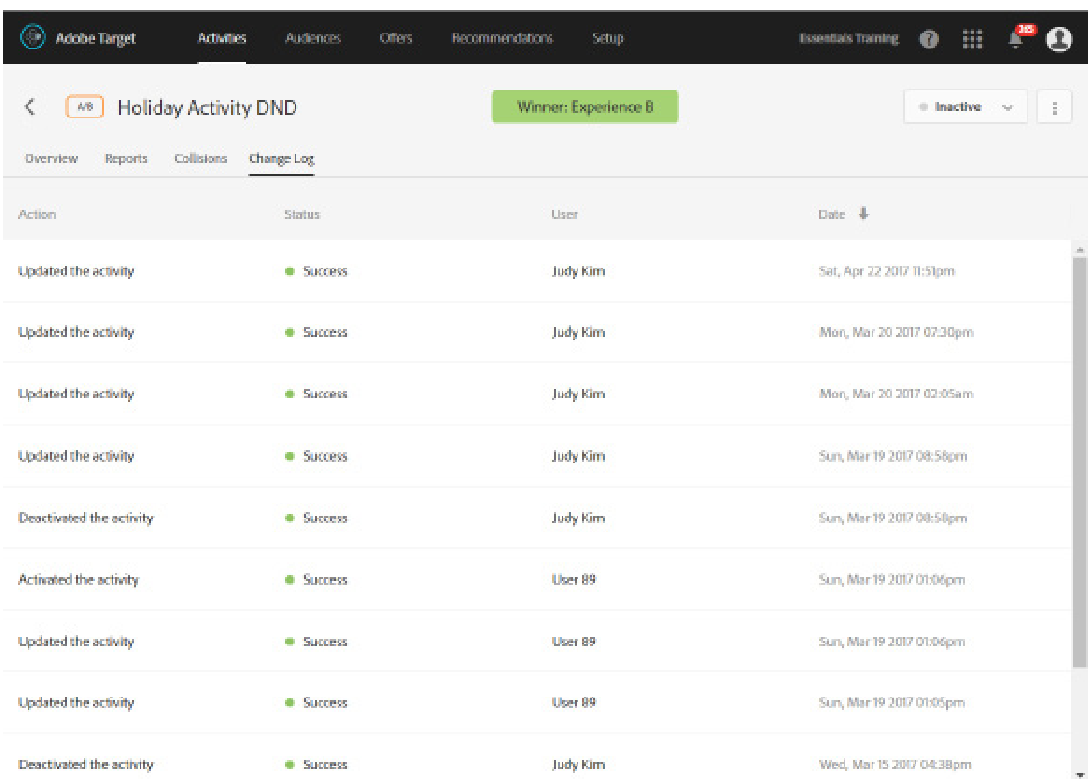
These lists or their values may change depending on the release version you are using or your particular configuration. For example, only those using Adobe Experience Manager with Adobe Target will see “Adobe Experience Manager” as an activity source.

Your filter selections are only visible to you (not other users), and they remain active until your next visit or when you refresh the Activities list.

As an alternative to managing activities from the Activities list, note you may also manage activities on an activity-by-activity basis. For example, you may edit or archive an inactive activity while viewing that activity's details as shown here.



In the image above, note you may view an activity's Overview, Reports, Collisions, and Change Log. We are already familiar with the Overview from this chapter. Reports and Collisions will be covered in later chapters. The change log provides a record of who changed the activity and when the changes occurred.

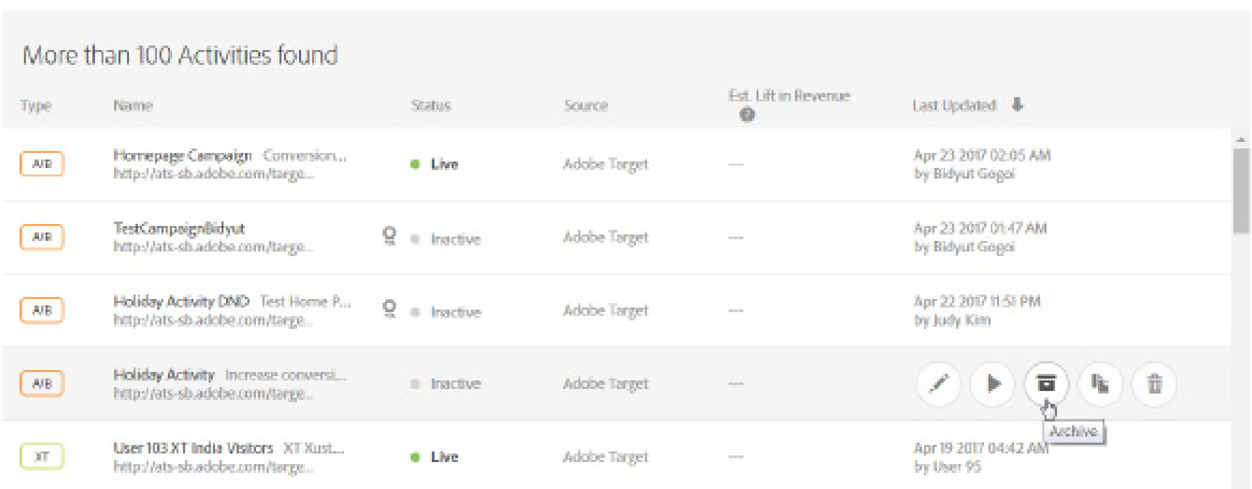


The action, status, user, and date are listed anytime an activity is created, updated, activated, or deactivated. Changes to custom targets and offers used in the activity are also listed. The Status column shows whether the action is successful, pending, or failed.

Exercise 2.6
Managing Activities

In this exercise, you manage activities in the Activities list. (10 min.)

1. Navigate to the Activities list.
2. What's the easiest way to view all of the activities that you created so far in class? __________
____
____
____
3. How is the activities list filtered by default? ____
____
____
4. Filter the list so you can answer the following questions:
   a. Are there any activities that were created using the Form-based Experience Composer?
   b. Are there any Automated Personalization (AP) or Recommendations tests?
   c. Are there any A4T (Analytics for Target) activities?
   d. Are there any inactive Experience Targeting activities?
   e. Are there any archived A/B tests whose goal metric was based on Engagement?
5. Hover over various activities and note the different options that appear.



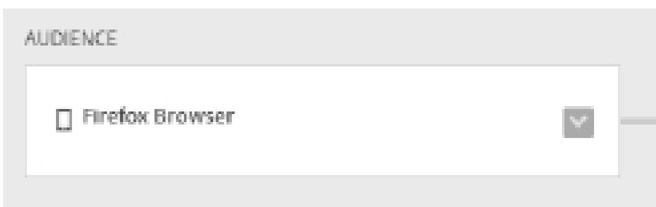
6. Create an activity such that its status appears as "Scheduled."
   a. Can you activate a "Scheduled" activity? _________________________
   b. Can you delete a "Scheduled" activity? __________________________

7. If possible, find an activity that has "Ended."
    a. Can you delete an "Ended" activity? ___________________________
8. How will I remember all these different statuses and the way they work? _________________
____
____
9. How is the list currently sorted? ____
____
____
10. Re-sort the list so you see the oldest activities appearing at the top.
11. Click on any A/B test so you are taken to the Overview tab.
12. Click on the Reports, Collisions, and Change Log tabs to view the information they contain. Which of these tabs will be covered in upcoming chapters? ___________________________
____
____

Solutions to Exercises

Solutions to Exercise 2.2: Performing QA and Activating Activities

1. Where do you go to access the preview links for this recommendation? ***The "Preview Experiences" URLs are accessible from the Overview tab of the activity.***
2. What is the correct method for copying and sharing preview links with colleagues? ***Copy the text of the links from within the Preview Experiences panel. Do not click on the links and then copy the resolved URLs from the browser address bar.***
4. Test using QA parameters.
    a. What is your current target audience? Your answers may vary, but in class we selected Firefox Browser, which identifies those visitors who are using Firefox.



f. Once testing is complete, what would your next step be with the QA parameters approach? ***Our two main choices are to***

- ***Use the existing activity, but modify the target audience to be the true, production target audience (so in this case, change the target audience back to Firefox users), or***
- ***Create a brand new activity that does not include the test parameter for targeting, or to put it another way, which uses the correct target audience (so in this case, only targets to Firefox users) and activate it.***

g.Important bonus question: What is missing from the QA options that we reviewed so far in class? ***We have not yet covered troubleshooting tools such as mboxTrace, which are typically used during QA but will be covered in a later chapter***.

Solutions to Exercise 2.3: End-to-end Practice

6. Create the finalized version of the activity.
    a. Either modify the target audience to reflect the true, production target audience, or
    b. Deactivate the QA activity, copy it, modify the copy to reflect the true, production target audience, and activate this production activity.
    c. Option "b" above sounds like more work. Why not just do option "a" all the time? ***Option A is appropriate for situations where you want to minimize the number of activities in your activities list, but when you are also willing to allow test data mixed in with your true, production data. It is also appropriate for situations in which you do not mind having an inaccurately early start date. Option B is appropriate for situations in which you require that your activity strictly contain true, production data, as well as an accurate start date.***

Solutions to Exercise 2.4: Multipage Activities

1. Identify the multiple pages that will be used in this activity.

    b. Determine the three shopping cart funnel pages and the conversion page to be used in the experiences of this activity by adding an item to the cart and making your way through the funnel. Note the URLs for the four pages here.
    http://ats-sb.adobe.com/target/target_training/<YourUserName>/geometrixx/checkout/shipping1.html
    /checkout/payment2.html
    /checkout/orderreview3.html
    /checkout/confirmreceipt4.html

4. In the new navigational toolbar that appears, click Add Page to define three additional pages as part of Experience B. Use the three URLs you identified in step 1.b, excluding the conversion page.
    a. Even though we are defining these additional pages as part of Experience B, do these additional pages now also appear in Experience A? ***Yes. The entire activity becomes multipage, not just the experience.***

Solutions to Exercise 2.5: Auto-Allocate Tests

7. In your own words, describe how this test will operate differently from a manually allocated A/B test. ***Once sufficient traffic is reached so the algorithm has enough data to perform allocation (1000 visitors and 50 conversions for at least two experiences), the test will automatically re-allocate the initial split of traffic so it favors the best-performing experience. It will then continue to test a small sample of the population to ensure its prediction remains valid over time. If it ever finds a different experience is now outperforming the others (whenever there is a relative difference of at least 5% between the conversion rates of the experience)s*, *it will again reallocate accordingly.***

8. Suppose you are skeptical about the efficacy of automated traffic allocation. Consider the following two tests, and explain how each could be used to demonstrate the benefits of auto-allocate tests.
   a. Create a 4-way auto-allocate test, for which all 4 experiences are identical. If auto-allocation is working as hoped, what would you expect to see as a result? ***Once sufficient traffic is reached so the algorithm has enough data to perform allocation, the test should correctly reflect no significant difference between any of the experiences, meaning one can expect that traffic allocation should remain roughly even.***
   b. Create a multi-experience test for which you already know what the winning experience is. For example, a previous A/B test which had a winner by a significant margin would be a good example. Using that A/B test as a template, model the auto-allocate version of it. If auto-allocation is working as hoped, what would you expect to see as a result? ***Once sufficient traffic is reached so that the algorithm has enough data to perform allocation, the test should correctly allocate a majority of the traffic to the best-performing experience. This means that had this manual A/B test been executed as an auto-allocate test, more traffic would have been directed to the best-performing experience sooner, without having had to wait for the conclusion of the manual A/B test.***

Solutions to Exercise 2.6: Managing Activities

2. What's the easiest way to view all of the activities you have created so far in class?
   If you have followed the recommended naming convention, you should be able to use the search bar. For example, type "User35" into the search bar, and the activities list will return your activities only. This is why a good naming convention will be important not only here in class, but also when it comes time to create tests for your organization.
3. How is the activities list filtered by default?
   By default, the list is filtered by Status = Live, Draft, Scheduled, Inactive, or Syncing.
6. Create an activity such that its status appears as "Scheduled."
   Create an activity whose start date is in the future, save it, and activate it.

a. Can you activate a “Scheduled” activity?
You will not see an option to activate a "Scheduled" activity, because it has already been activated.

b. Can you delete a “Scheduled” activity?
No, you will not see an option to delete a scheduled activity, because only inactive or archived activities may be deleted. To delete a scheduled activity, first deactivate it.

. If possible, find an activity that has “Ended.”

a. Can you delete an “Ended” activity?
No, you will not see an option to delete an ended activity because only inactive or archived activities may be deleted. To delete an ended activity, first deactivate it.

8. How will I remember all these different statuses and the way they work?
You do not have to worry about it. This exercise familiarizes you with the various statuses, but when it comes down to it, you never need to remember the workflow of statuses because those workflows are built into the tool.

9. How is the list currently sorted?
Answers may vary, but by default, the list is sorted in reverse chronological order according to the date it was last updated. In other words, the most recently updated activities appear at the top of the list.

10. Re-sort the list so that you see the oldest activities appearing at the top.
Click the “Last Updated” column header to change the sort order.

12. Click on the Reports, Collisions, and Change Log tabs to view the information they contain. Which of these tabs will be covered in upcoming chapters?
Reports and Collisions

Composing Experiences

Overview

At this point, you should be familiar with the Target interface. You have built several activities, using the Visual Experience Composer (VEC) to design your experiences. In this chapter, we go into further detail on the options available within the VEC as well as the ability to build experiences using the Form-based Experience Composer (FEC) by specifying location names instead of visual identifiers.

Objectives

By the end of this chapter you will be able to:

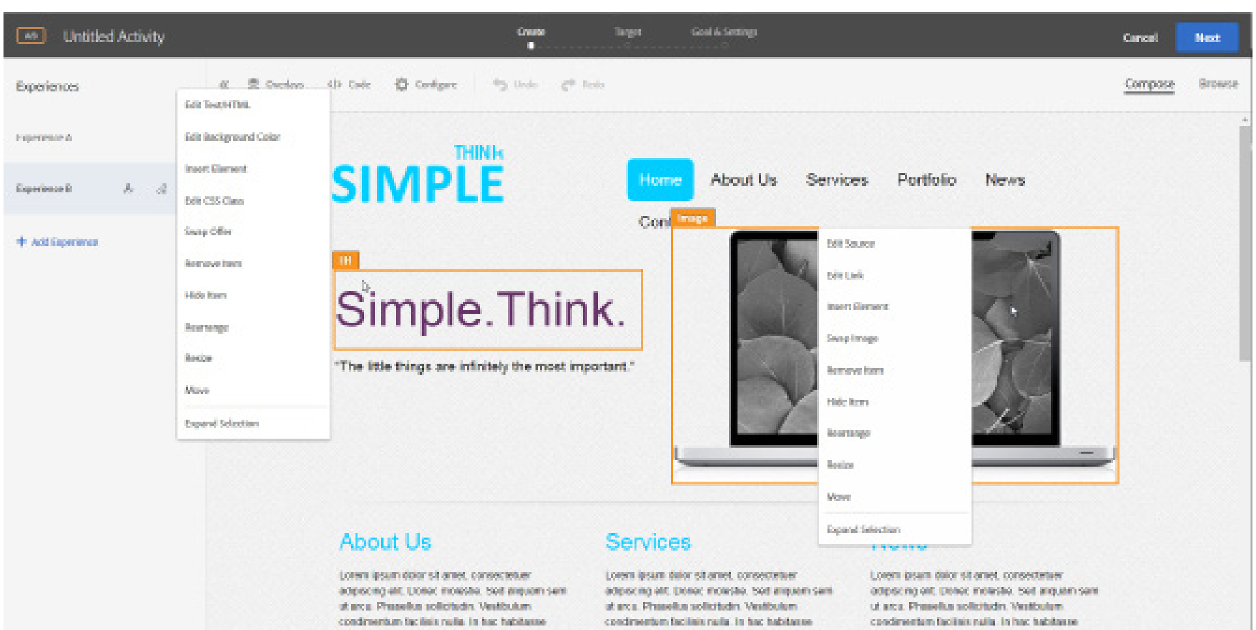
- Choose from the full menu of actions within the VEC to build experiences adeptly
- Use additional capabilities and settings available within the VEC to design experiences
- Create template tests
- Use mobile viewports
- Create activities even if they cannot be constructed visually using the Form-based Experience Composer (FEC)

VEC Actions

The actions available for modifying elements in the VEC are context-sensitive, meaning the list of available actions will vary depending on the element type.

Actions for Text and Images

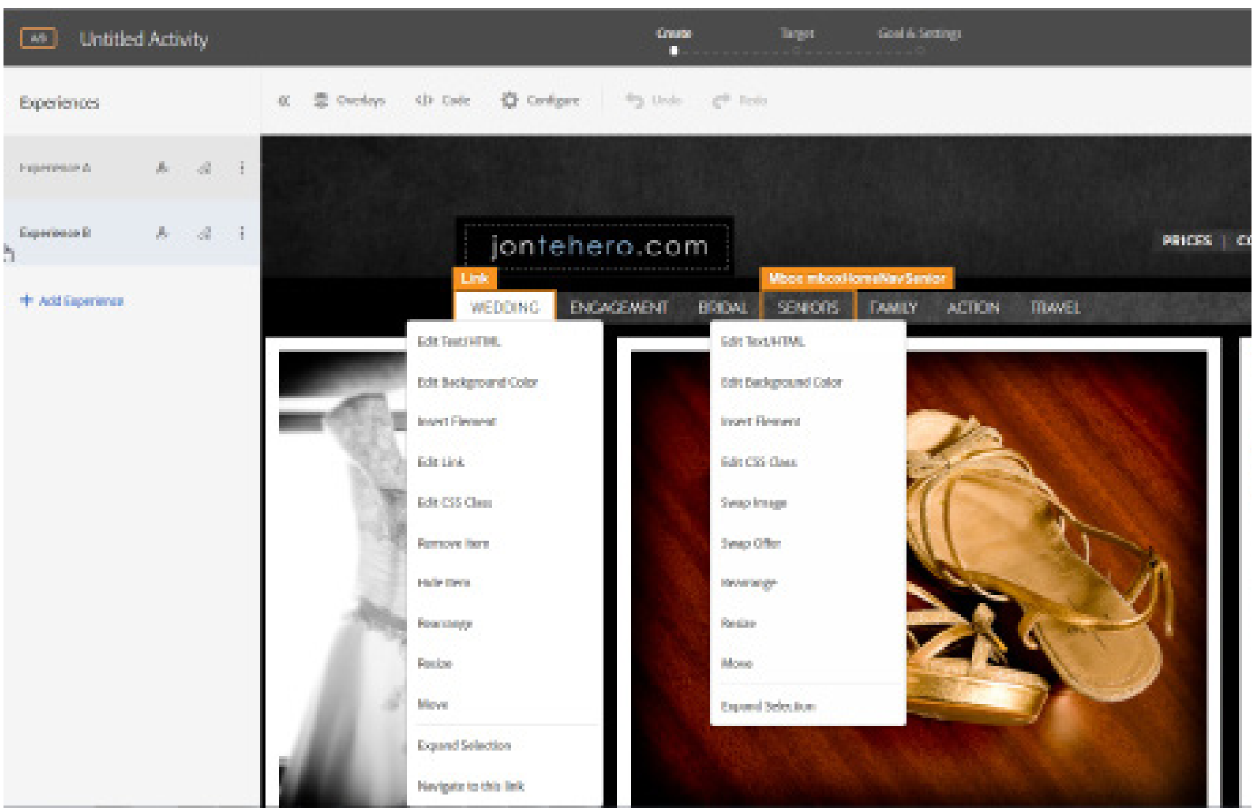
In this section, we review the actions available in the VEC for text elements and image elements. In the example shown below, clicking on the header that reads, "Simple. Think." reveals options to edit the text or HTML, edit the background color, insert a new element, edit the CSS Class, swap the offer for another [HTML] offer from the content library, remove the item from the page, hide the item from view, rearrange the element with another in a similar position (you can rearrange the positions of child elements within a parent structure such as a list or navigation bar), resize the element, or move the element. You also get the option to **Expand Selection**, which helps you traverse the DOM hierarchy on the page by selecting the parent element. One use case for this is if you want to modify some HTML attributes in the tag surrounding an element in question. You can use **Expand Selection** to move higher up the DOM hierarchy, then choose Edit HTML. More general use cases include wanting to select a specific element but finding it challenging to isolate that element using the cursor, due to the complexity of the site design.



By comparison, clicking on the *Image* while in the VEC gives you a slightly different set of options than the ones available for text-based elements such as the header. For images, you are presented with options to edit the source, edit the link (modify the destination URL when the image is clicked), insert a new element, swap the image with another [image] offer from the content library (if the account is integrated with Scene7), remove the item from the page, hide the item from view, rearrange the element with another in a similar position, resize the element, move the element, as well as the option to expand the selection.

Actions for Links and Mboxes

The context continues for all of the various elements available on a given page. In this example, we see the options available when clicking on a link, as well as an mbox. For the link, notice how you get the option to edit the link (as with an image), and you can navigate to the link, in case you want to use the VEC to create an experience based on that destination page. For the mbox, notice the name of the mbox is referenced—in this case, "MboxHomeNavSenior"—and all mbox-relevant options are presented, including swapping images and offers, which is what you would expect to see when modifying an mbox within an experience.



NOTE: Swap Image lets you swap the existing content for an image asset from the content library. Swap Offer lets you swap the existing content for an HTML offer from the content library.

Action Descriptions

Now that you have seen where these different options appear, here are the definitions for some for which additional commentary may be useful. You can find a complete listing of all actions and their corresponding definitions in online help.

Edit Source

This appears if you have an img tag with a src attribute. This is the option you would use to edit images if you are not using Scene7. For additional explanation, see the chapter on Content.

Swap Image

This only appears if you are using Scene7. For additional explanation, see the chapter on Content.

Remove Item

Remove Item removes the DOM element, meaning the white space behind the element is removed and the area is collapsed.

Hide Item

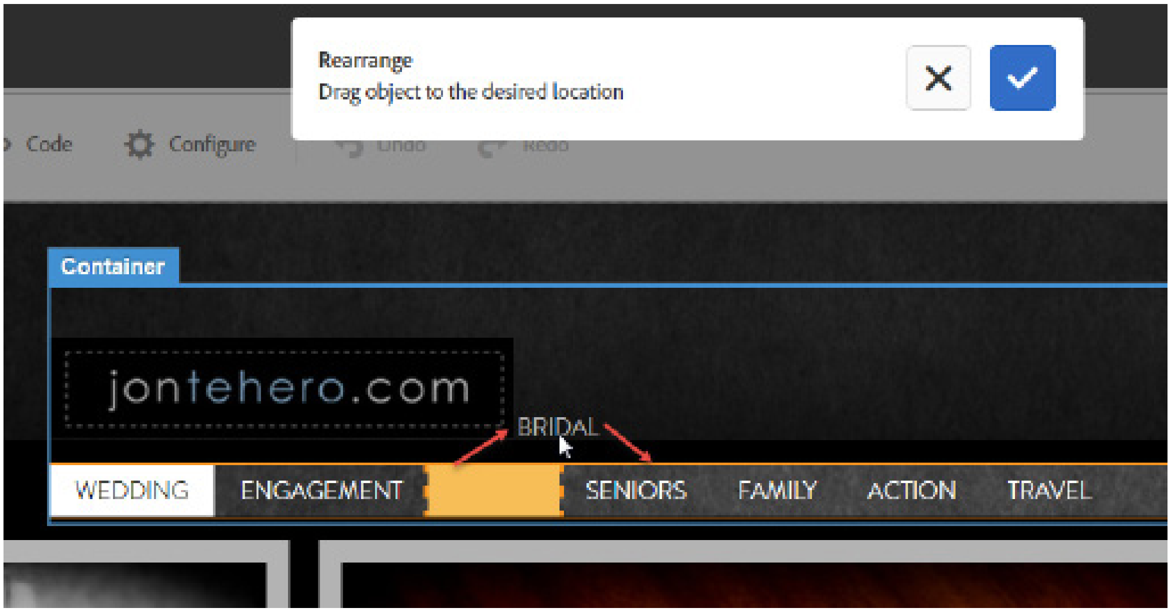
Hide Item hides the DOM element, meaning the white space remains, but the content is removed.

Edit CSS Class

This action probably will not be used often. It appears if you have a CSS class defined on the selected element. One use case involves having a situation in which you have another CSS class that has already been coded and you want to use that instead of your current CSS class. (Note you would need to know the name of an already-defined CSS class in order to do this.)

Rearrange

Rearrange lets you swap the locations of two items by dragging and dropping them.



Using Rearrange to drag and drop the "Bridal" link to a different position in the navigation bar.

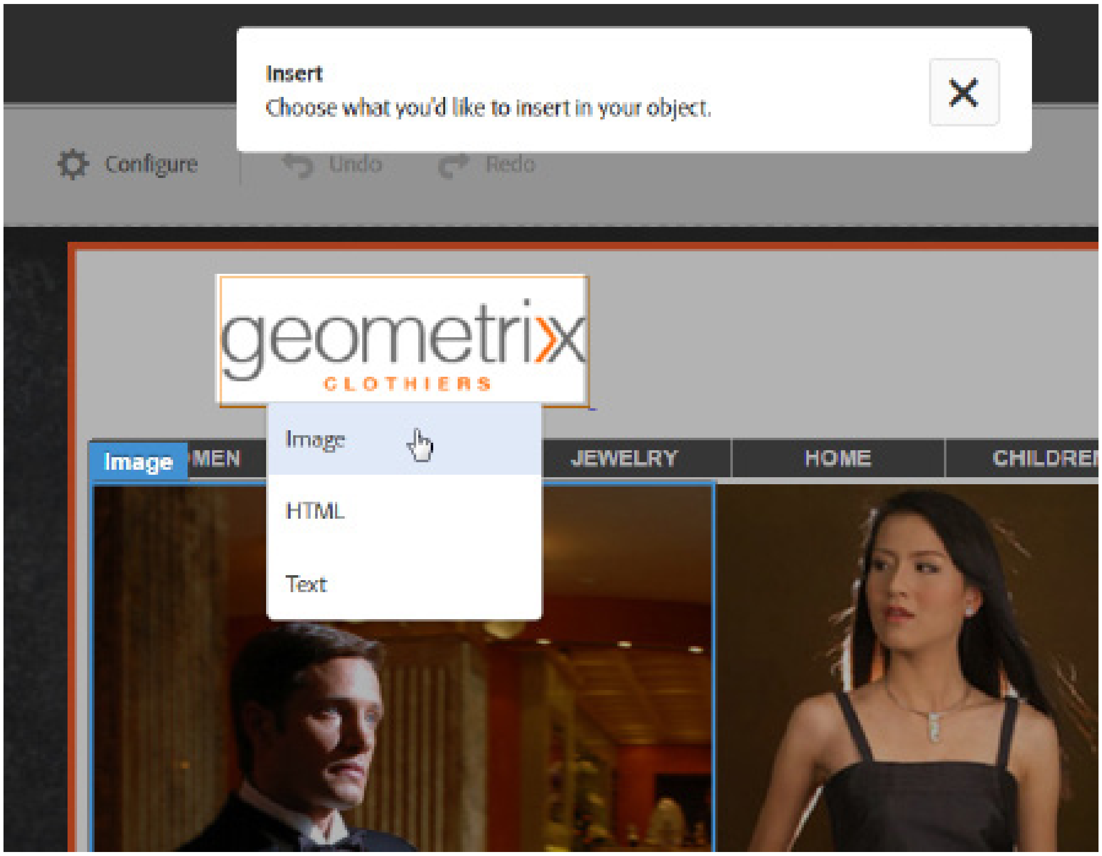
Note you can only rearrange items within their parent elements. For example, you could swap the positions of two elements in a list or a nav bar, but you could not swap the position of an element in a list with another element in a nav bar.

Insert Element

This feature lets you add a new element to your page. Marketers can insert an image, HTML, or text to deliver to their page during an activity. This enables marketers to add new content to their page instead of only modifying or removing existing elements. Note that not all HTML elements are available; you can only add images, HTML, or text to a page.

In the VEC, click on the element you want to modify as part of your test, and select Insert Element.

In the sub-options menu that appears, select whether you want to insert an Image, HTML, or text.

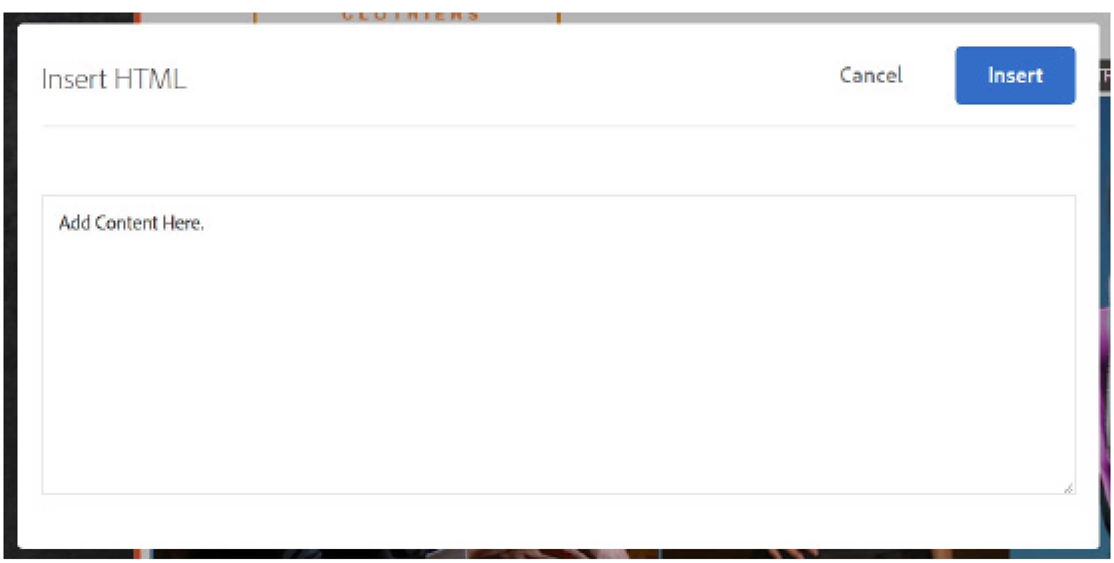


Inserting an Image

This opens the Content library, from which you may select the desired content. This option is available for those accounts integrated with Scene7.

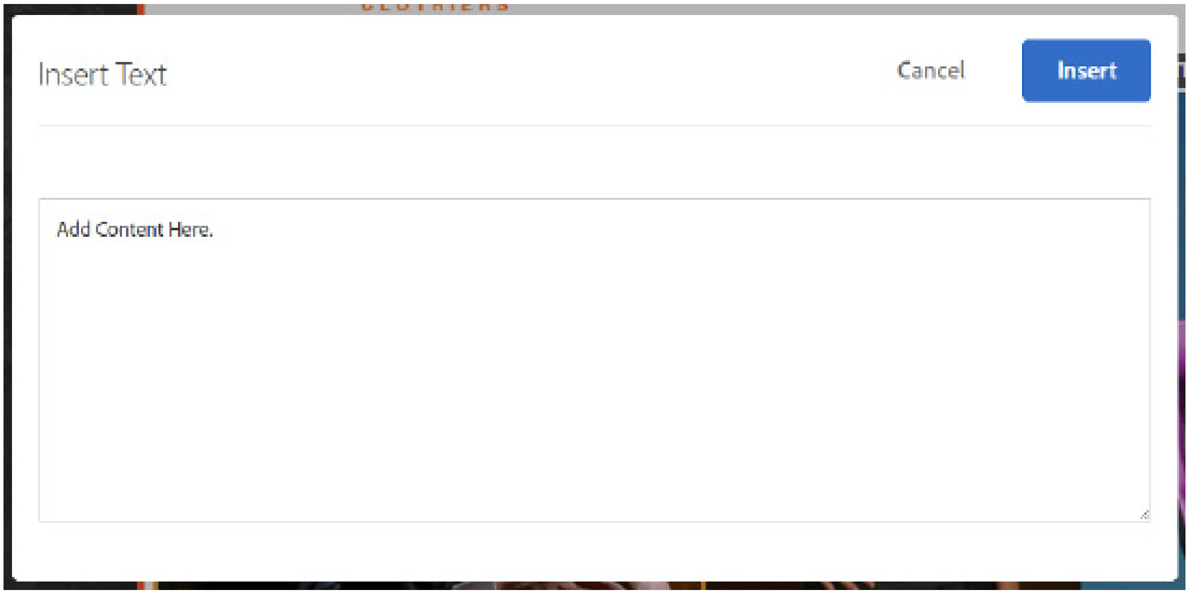
Inserting HTML

This opens a window where you may enter the desired HTML.



Inserting Text

This opens a window where you may enter the desired text.



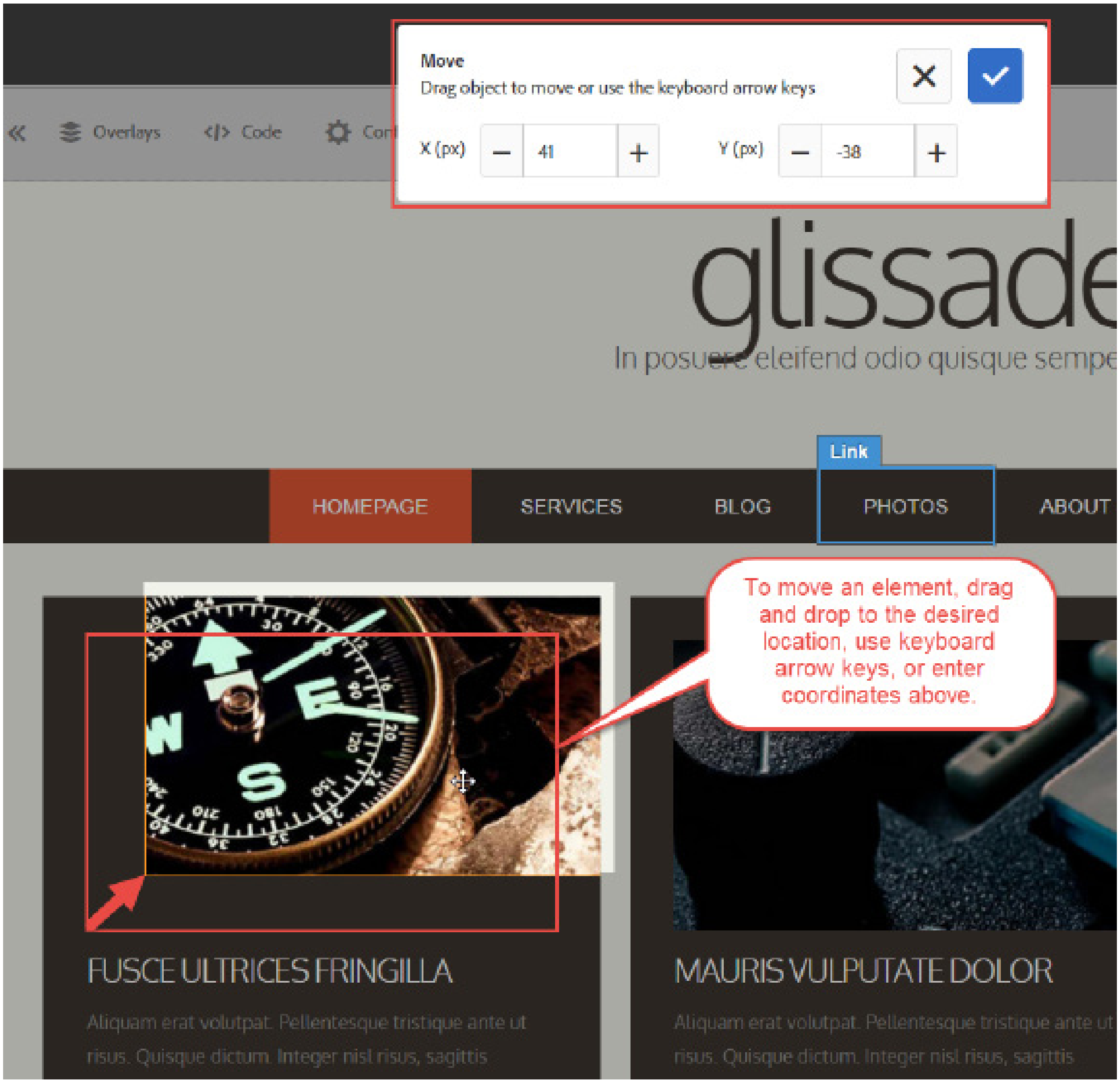
Result: Content is inserted directly to the right of, or below, the object originally selected to "insert" from. In this very simple example, the text, "Test content!" was inserted. The user may then choose to rearrange within a parent element, or move the new element around, if they would like to reposition it within the list.

Move

In the Visual Experience Composer, marketers can move an element anywhere on the page.

Click an element and select Move from the actions menu.

- Use your cursor to drag and drop elements to new locations
- Use keyboard arrow keys to move elements incrementally along the X or Y axes, or
- Type coordinates to move elements.

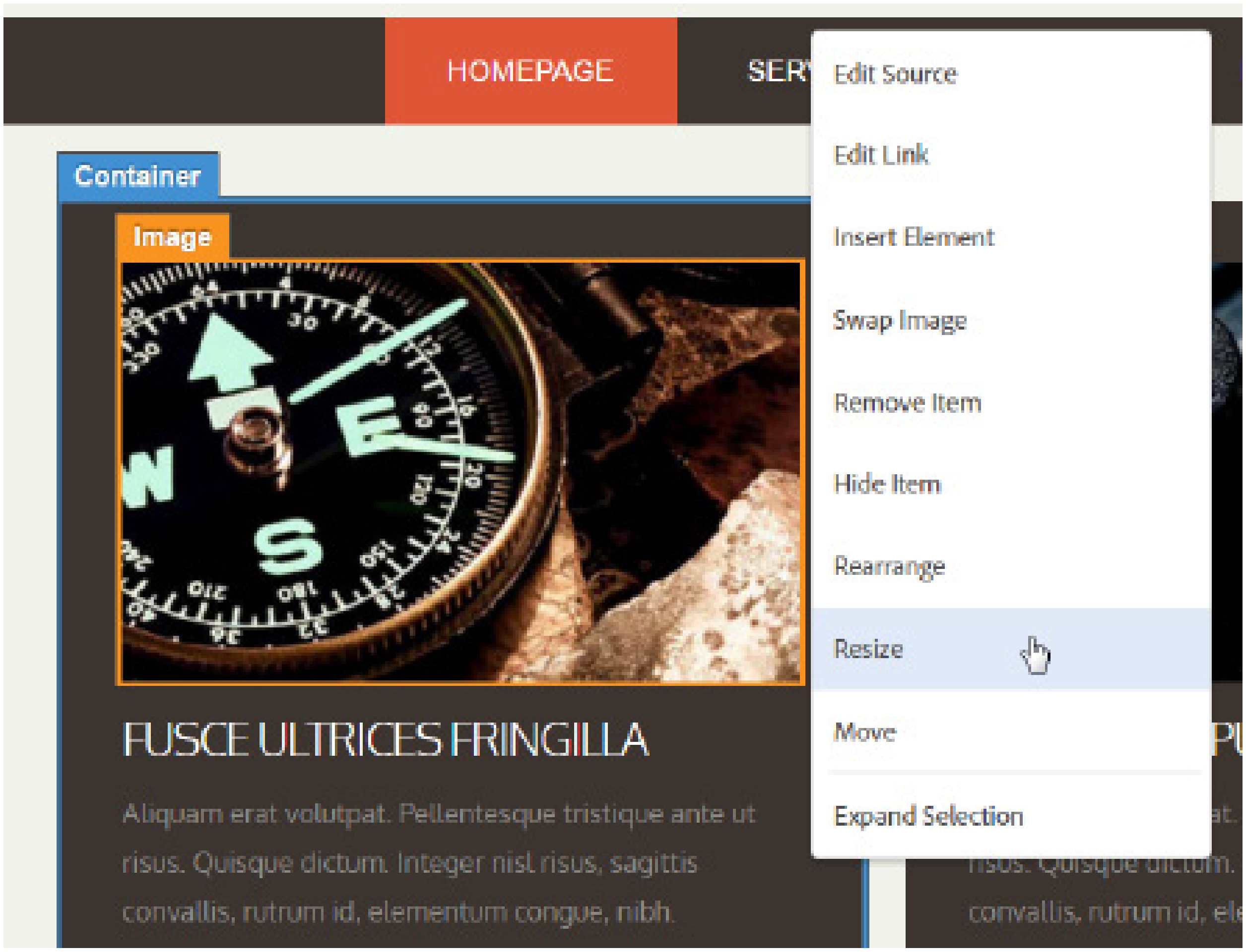


If the mouse or arrow keys are used, coordinates are updated accordingly, as reference.

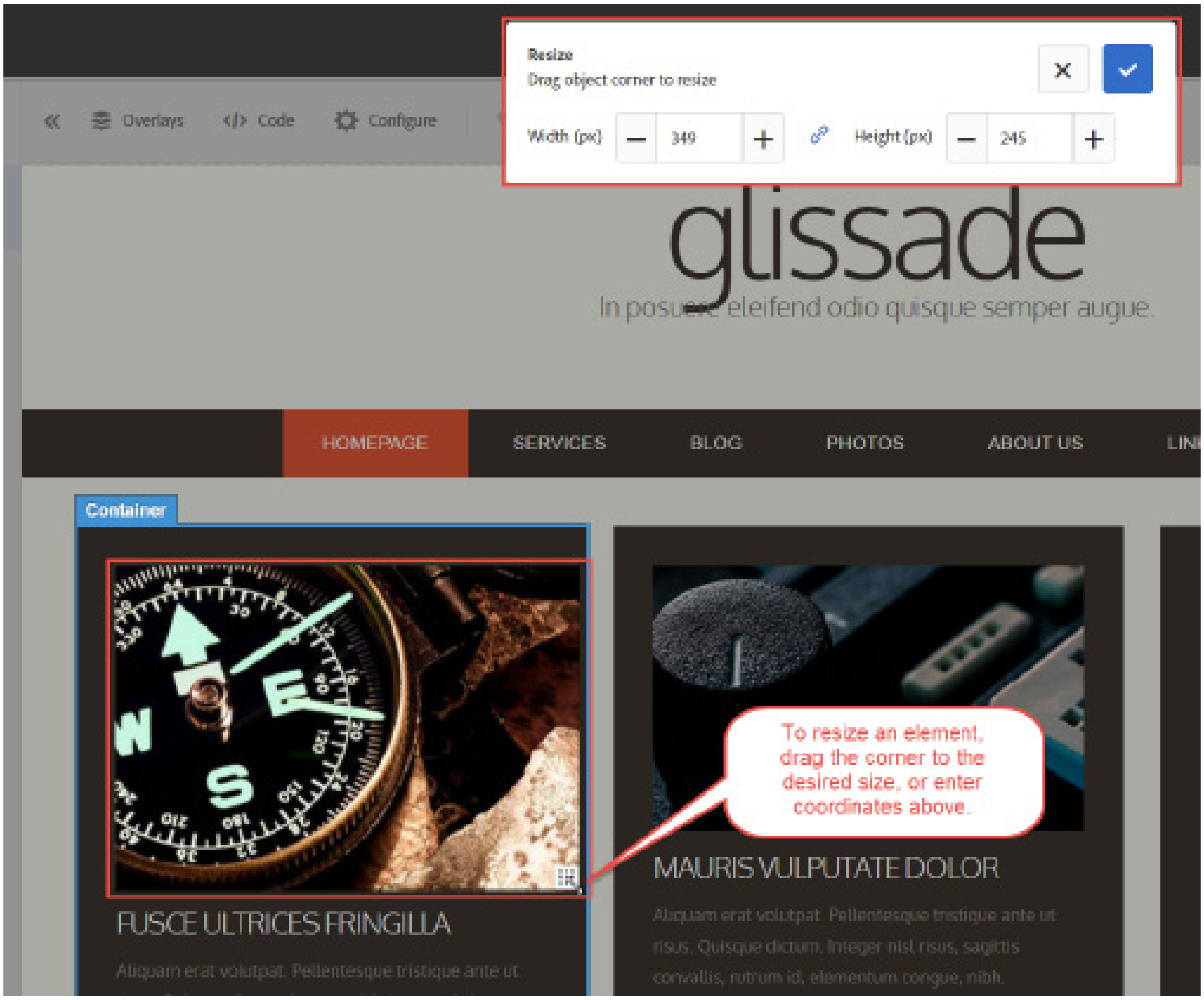
NOTE: The Move action works better on well-written sites. If the site does not use element IDs and the DOM changes, this may affect the content delivery. Also, Move involves absolute positioning, so if the element needs to move in relation to other elements moving on the page as the page is resized, for example, then Move might not be the best option.

Resize

In the VEC, marketers can resize elements to any size.



Use your cursor (to drag the corner of the element to the desired size), or enter coordinates in order to resize.

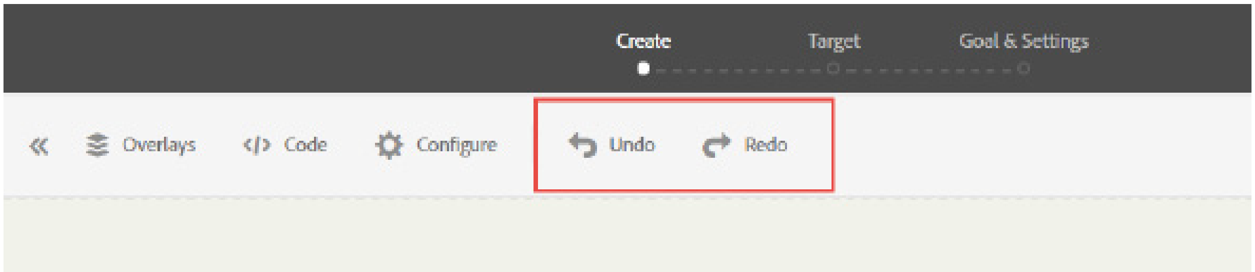


Note that if the cursor is used, the coordinates are updated accordingly, as reference.

Note: The Resize action works better on well-written sites. If the site does not use element IDs and the DOM changes, this may affect the content delivery.

Undo and Redo

In the VEC, marketers can undo the last change they made. They can also redo the change in case they accidentally undo or change their mind. Using these features, marketers can experiment freely with their experiences, undoing a change if they do not like it, or reapplying it if they do, until the desired effect is achieved.



Undo and Redo, respectively.

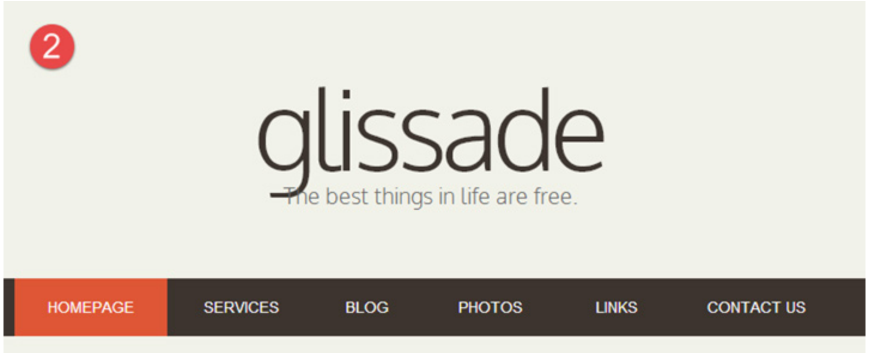
The Undo button becomes available when at least one change is made in the VEC. The Redo button becomes available when at least one change has been undone.

Undo and Redo operate incrementally, for each action performed. They keep track of all changes, enabling you to step through each of them. For example, suppose a marketer makes a series of three changes to their page in the VEC. Clicking Undo will undo the third change. Clicking it again will undo the second change, and so on. Inversely, clicking Redo will step the marketer through each of their Undo actions.

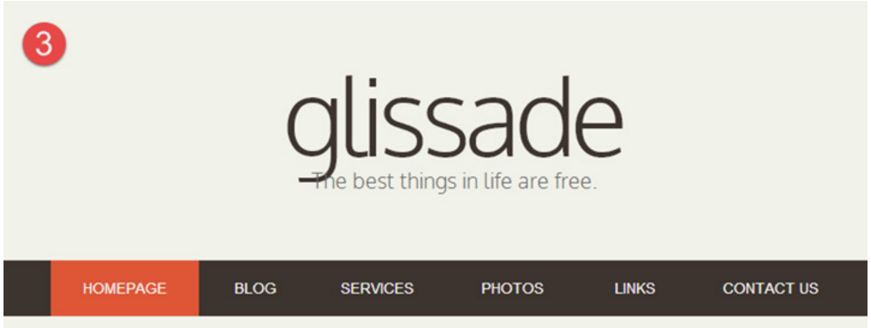
For example, consider the following original content.

First, the marketer removes the About Us link, using the Remove Item action.

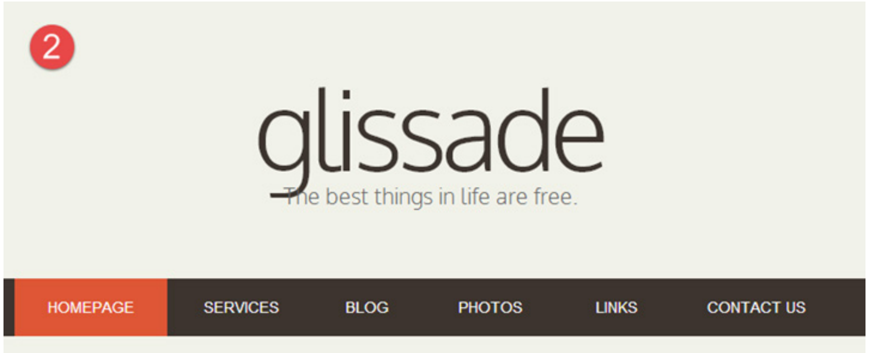
Next, they change some text to read, “The best things in life are free,” using the Edit HTML action.



Finally, they switch the position of the Services and Blog links, using the Rearrange action.



Clicking Undo at this point would step the marketer back to this version of the page.

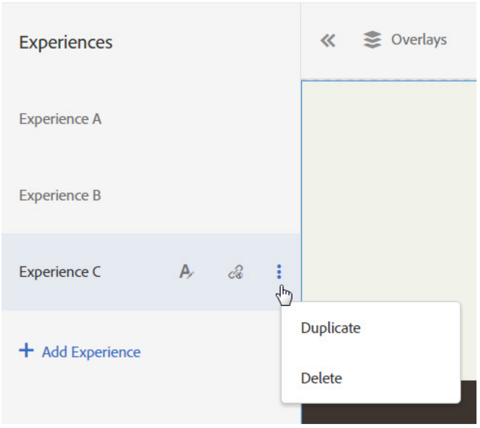


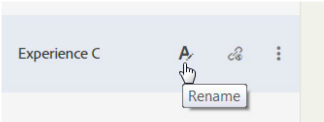
Clicking it again would bring them to this version.

And clicking Redo at this point would take them back to this version of the page.

Renaming and Deleting Experiences

In the VEC, click the experience for options to **Delete**, **Duplicate**, **Rename**, or **Redirect to URL**. Click **Add Experience** to compose additional experiences.

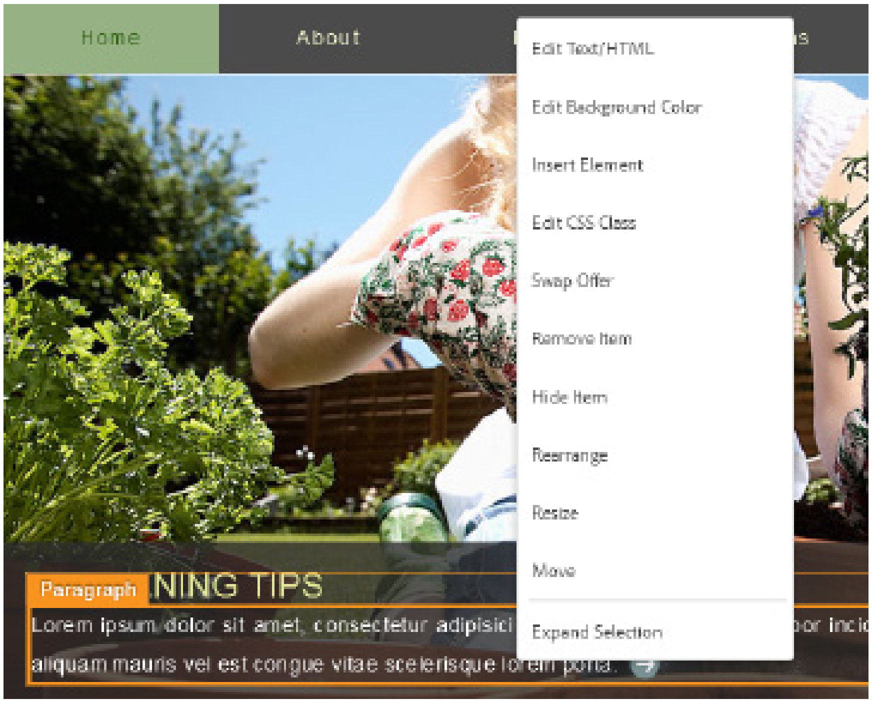




Exercise 3.1
Using the VEC to compose experiences

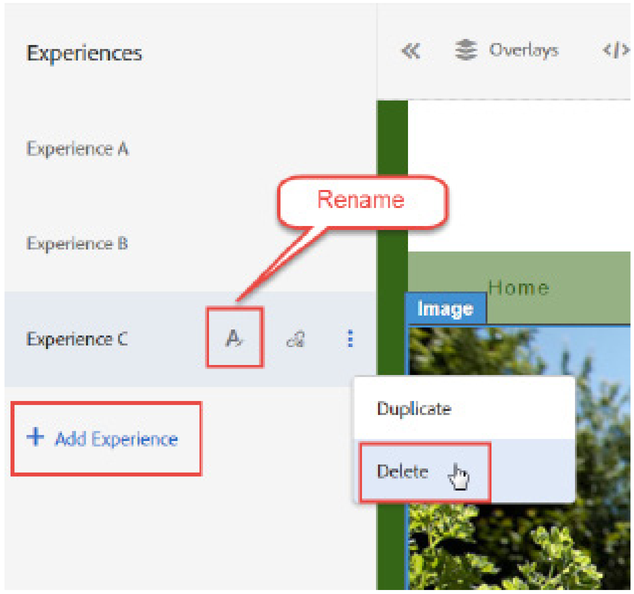
In this exercise, we take a closer look at the key actions available in the VEC for designing experiences. (15 min.)

1. In any of your activities, go to the Visual Experience Composer.
    a. Log in to Adobe Target.
    b. Navigate to the **Activities** list and hover your cursor over one of your activities.
    c. Click the pencil icon to edit the activity.
2. In the VEC, click a **text**-based element, such as a header, paragraph, or text. Examine and test each of the different options that appear.

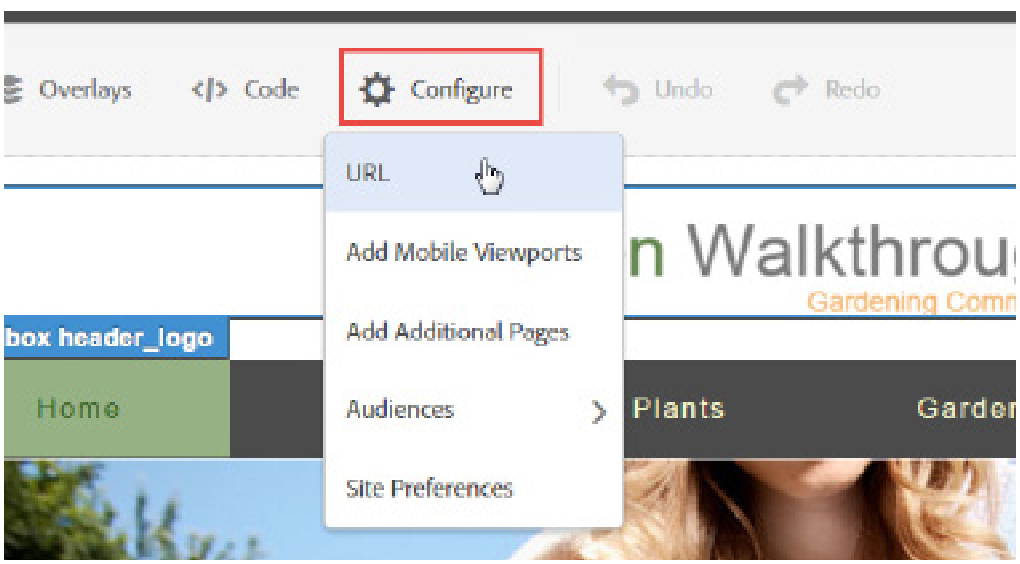


3. Click an **image** element. Examine and test each of the different options that appear.
4. Click a **link** element. Examine and test each of the different options that appear.

5. Practice adding, renaming, and deleting Experiences.



6. Group questions:
   a. When you select **Configure** > **URL**, can you enter any URL on the Internet? (Try it.)



   b. Whoa! Does this mean I can use Adobe Target to modify any page on the Internet?? Why or why not? (Take a minute to think through this and offer up an answer before reviewing the answers in the Solutions section at the end of the chapter.)

7. Configure the URL to use your Geometrixx home page, or if you prefer, create a new activity based on your Geometrixx home page. As a reminder, it is located at:

   http://ats-sb.adobe.com/target/target_training/<YourUserName>/geometrixx/

8. Title your activity uniquely.

9. While in the VEC, you realize you actually want to edit a category page, not your home page, but you do not know the URL off the top of your head. Hey, maybe you can just navigate there within the VEC. You try clicking on the “Men” link. What happens? ______________________
____
____

10. You decide to fix this using Browse mode. In the VEC, toggle to Browse mode. What does this do? ____
____
____
____

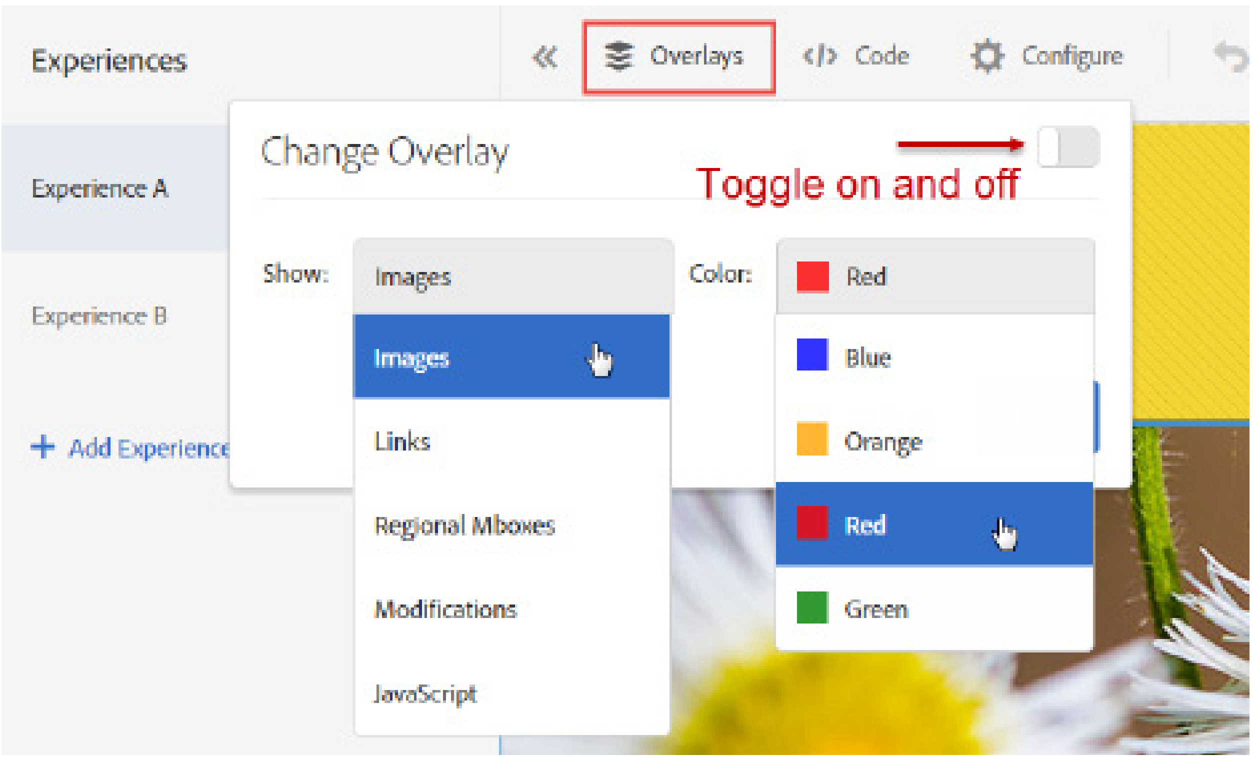
11. While in Browse mode, click the “Men” link, then click “Activewear.”

12. Once on the Men’s Activewear page, toggle back to Compose mode.

13. Design the most amazing experience known to humankind, win a Nobel Prize, and treat yourself to a bag of Cadbury mini eggs. You deserve it, you VEC genius, you.

Change Overlay

The Change Overlay feature enables you to color-code elements, making it easier for you to locate them as you create your experiences. To enable Change Overlay, select the type of element you want to highlight, then select the color in which you would like it to be highlighted, and finally toggle overlays to "on."



In the example shown here, images will be outlined in red, once the overlays are turned on.

"Modifications" highlights anything you changed in the activity so far. For example, suppose you changed the hero image, text, and button. Choosing Modifications will highlight those elements so you can focus on them easily.

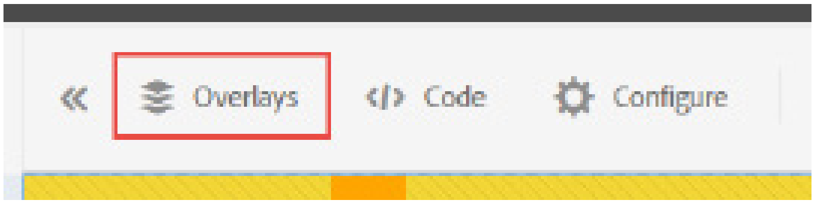
Here is an example of Change Overlay in action:

Using Change Overlay to show links in orange

Exercise 3.2
Change Overlay

In this exercise, you explore the Change Overlay feature. (5 min.)

1. In the activity from the previous exercise (that's right, the Nobel Prize winning one), go to the Visual Experience Composer.
2. Click **Overlays**, then slide the Change Overlay toggle to enable this feature.



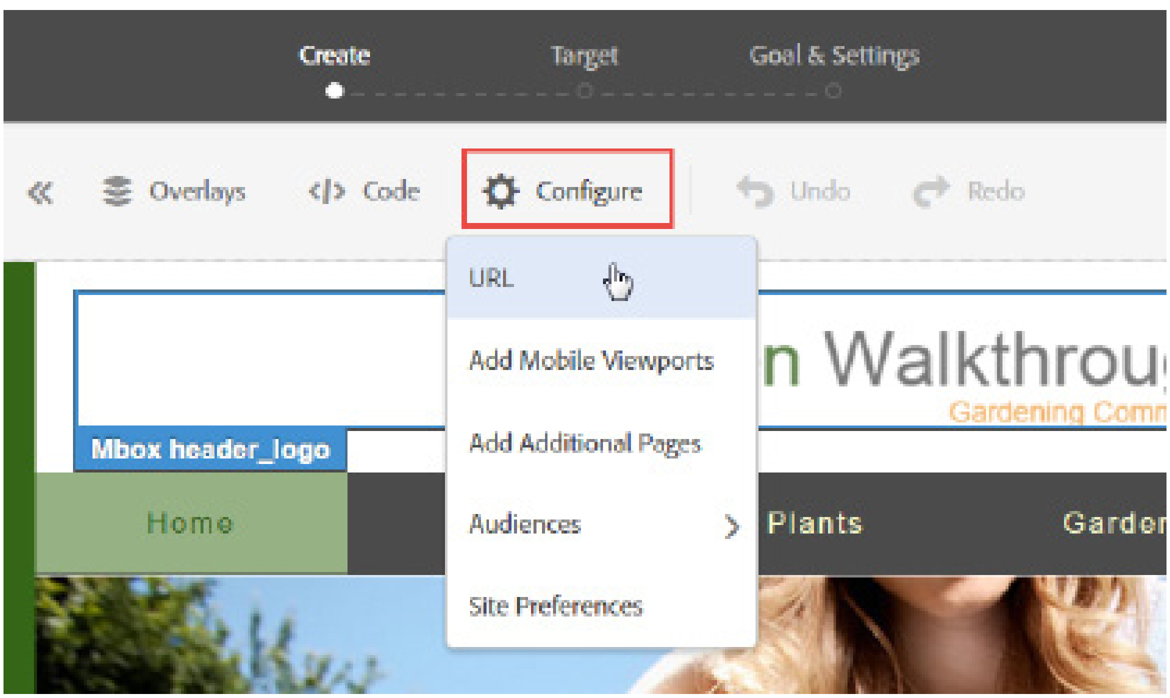
3. Explore each of the different options. Enable overlays for various elements to see how it works, and practice toggling overlays on and off.
4. When might this be useful? ____
   ____
5. Disable overlays.

Configuring the VEC

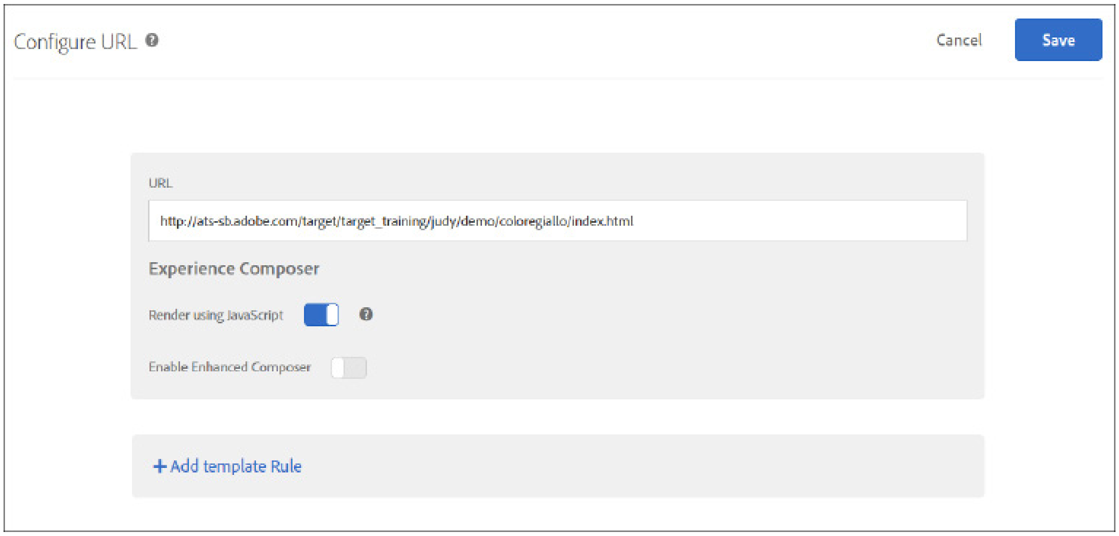
By this point, you know how to access the VEC. You also know that when you click on the **Configure** icon at the top of the VEC, you can view or modify the main activity URL, as well as create multipage activities. In this section, we consider some of the additional options available in that location.

URL Settings

This section explains additional use cases for the VEC's URL settings.

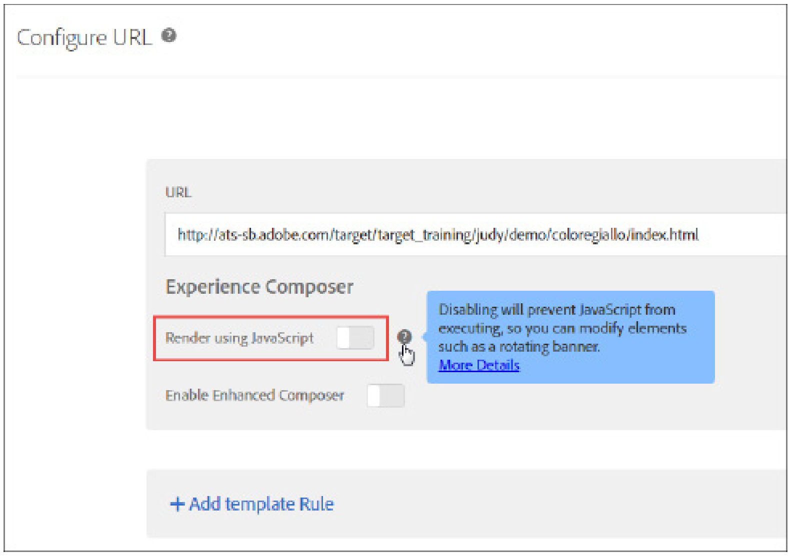


URL settings appear as shown here. As you have previously explored, you can edit the activity URL here. What do the other settings do?



Disabling Javascript

Suppose you have JavaScript elements on a page that you are interested in testing, such as an image slideshow at the top of the page. Adobe Target disables this by default, because the movement of the image slideshow overrides the ability to edit those components, since they are essentially being animated by the JavaScript. If you are trying to work with such a page in the VEC and are finding it difficult to edit an element because it is animated, try disabling the Javascript.

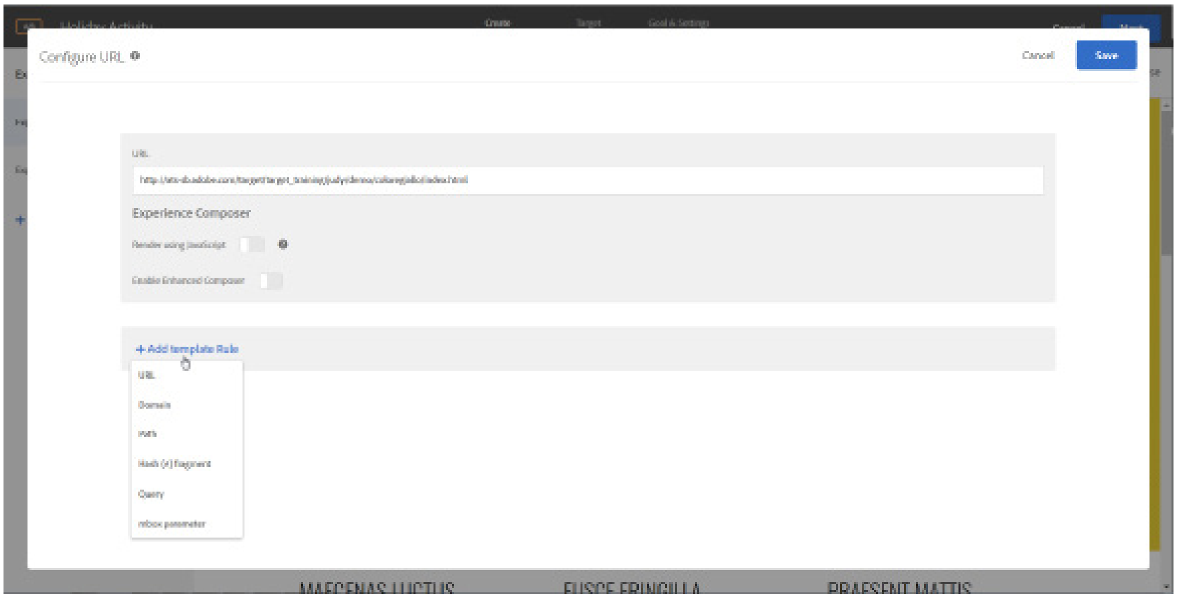


Disabling JavasScript may be useful for portions of the page that may be making it difficult to edit the activity, such as rotating carousels, banners, or other animation.

There may also be times when it becomes useful to disable JavaScript in combination with the Compose and Browse modes to navigate past any such interactive portions of the page as necessary.

Template Testing and Running an Activity in Multiple Environments

Below the **Render using JavaScript** checkbox is the option to create a series of rules that define additional URLs for the activity.

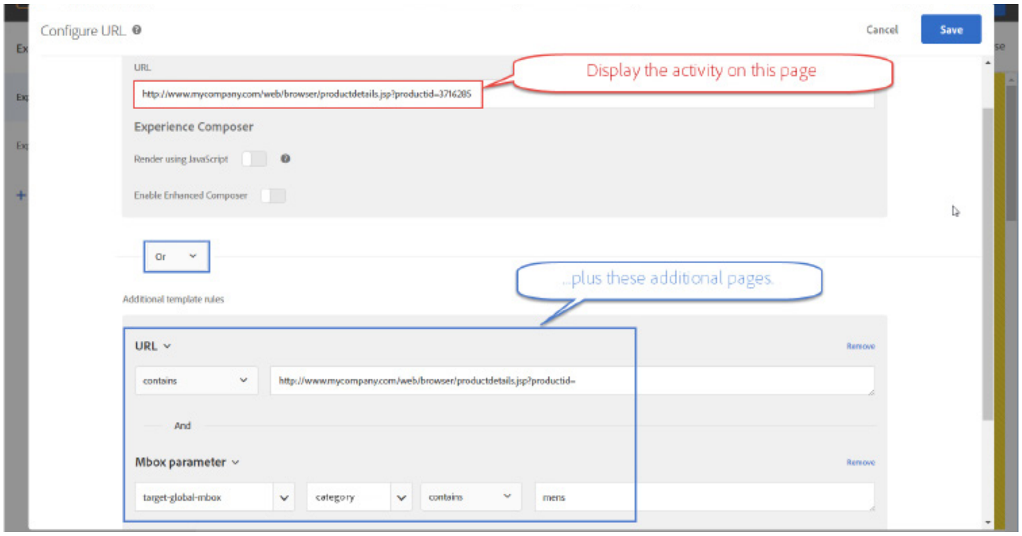


The URL configuration options shown here allow users to add rules that define additional activity URLs.

A powerful use case for this capability is template testing. Template testing involves running an activity across multiple similar pages—pages that share the same "template," loosely speaking. This is particularly relevant for serving Recommendations activities, the key example of which involves product detail pages.

BEST PRACTICE: Leverage template testing (configuring primary plus additional activity URLs) to deliver an activity across an entire page type, such as product detail pages.

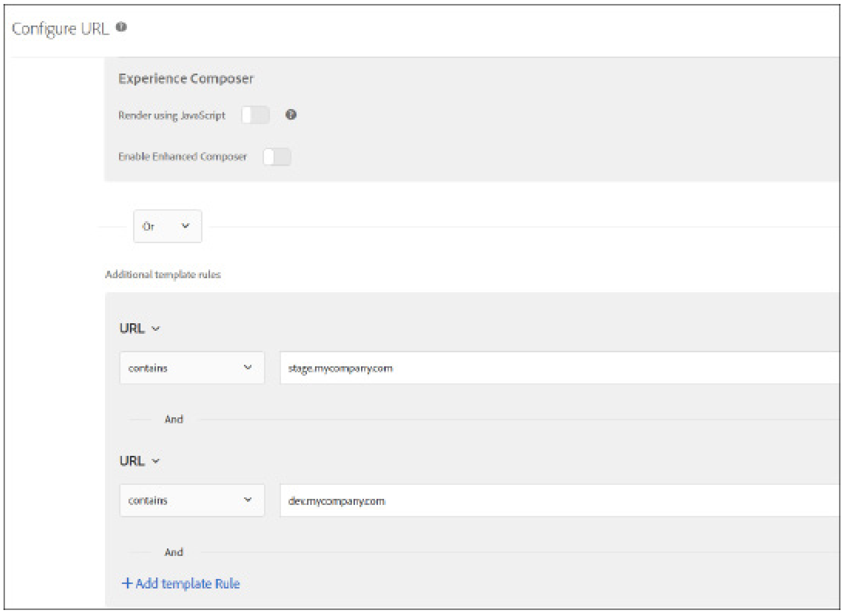
Use a template test when you find that you do not want to launch an activity on the product page for this specific shirt, article, item, or so on; rather, you want to launch it on every product page, or at least every product page that meets certain conditions. To capture such logic, define template testing pages for the activity.



Using template testing to define an activity that will be displayed on all product detail pages, for a specific product category.

In the example shown above, the product detail pages are represented by a URL pattern. The user has also specified a qualification involving a parameter used to identify the product category. Your environment may differ from this—the way you identify product pages or categories may differ—but the point is the system provides the flexibility for you to define logic that identifies multiple templated activity pages for a single activity. (Note the main URL listed is the one used for editing in the VEC as well as for activity collision detection.)

As another example, defining multiple URLs here allows you to include similar URLs that reside on different hosts within the same activity.



Running an activity in multiple environments.

This capability is useful for situations in which you want to show the same test across multiple domains, subdomains, or environments. For example:

Original URL

http://mysite.com

Multiple Environments

http://stage.mysite.com

http://dev1.mysite.com

http://127.0.0.1:5454

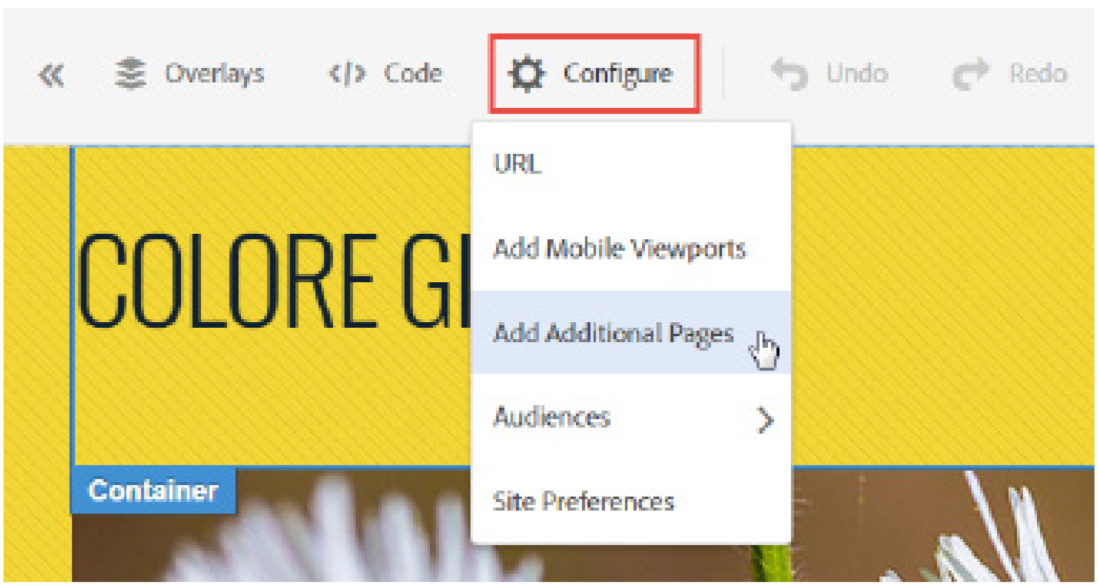
URL Variations

http://mysite.com/

http://mysite.com/index.html

Multiple Activity URLs are not the same as Multipage Activities

Note multiple activity URLs have nothing to do with creating an experience that spans multiple pages, such as a test you might run that changes content on a product page, shopping cart, and other pages throughout a funnel. Rather, any URLs you enter here are those that represent the "same" page. To create an activity that spans multiple pages, see the section of the course on "Multipage Activities."



To create a multipage activity, select Configure > Add Additional Pages.
This is different from the multiple activity URL capability discussed in this section.

The capability in this section enables users to run an activity across several pages that share the same layout. In this setup, each experience in the activity maps to a single page (example: template testing). This is different from running a multipage activity, each of whose experiences map to multiple pages (example: delivering a unified experience across several pages on your site).

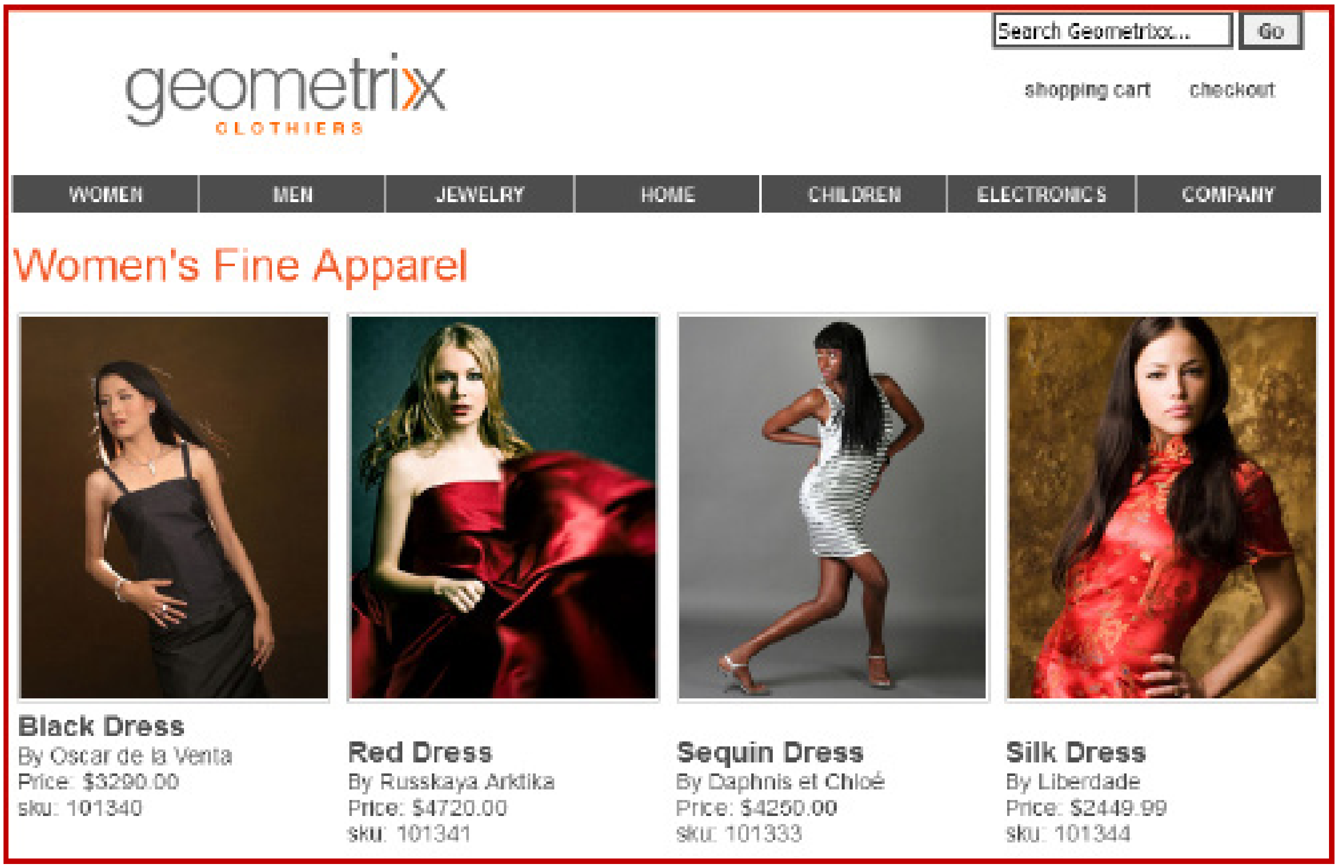
Exercise 3.3
Template Testing

You want to create a consistent experience across all of the product detail pages in the Geometrixx Women's Fine Apparel category to align with this month's promotional messaging. Your goal is to improve conversion as a result of this messaging. To accomplish this, you will build an activity that applies the same change to multiple similar pages—a template test. (15 min.)

1. In a web browser, navigate to your Geometrixx home page, located at:

http://ats-sb.adobe.com/target/target_training/<YourUserName>/geometrixx/

2. Click **Women,** then select the **Fine Apparel** category page.

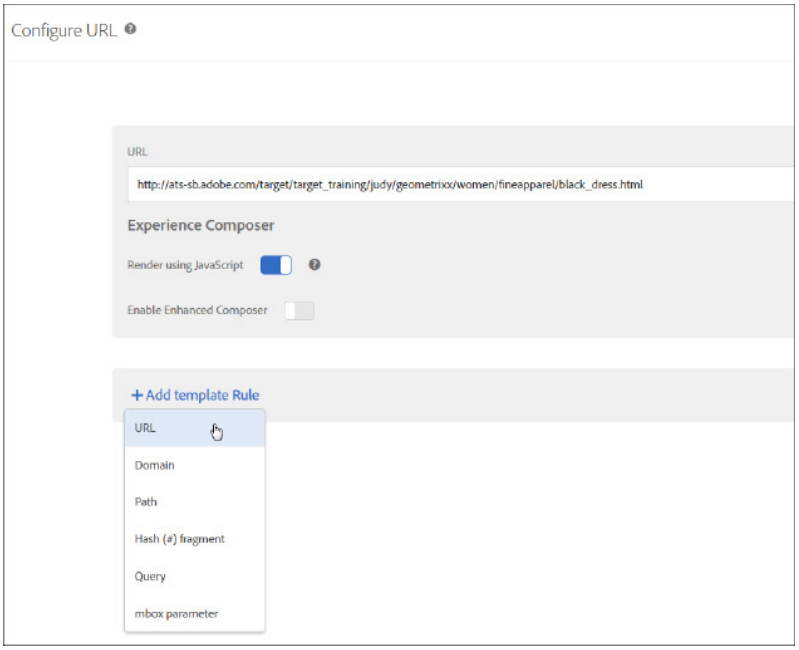


3. What is the URL pattern for each of the items in this category? Navigate to each dress and note the four URLs here. ____
____
____
____

4. In Adobe Target, create an activity based on the product page for the black dress (using the Black Dress page as the activity URL). For example, here we modified the Background Color from white to pink, but use the VEC to design your experience as you want.

5. Configure the rest of your activity, including your goal. Save and activate, understanding that normally you would perform QA prior to activation unless using testing parameters.
6. In a browser, navigate to the Geometrixx Women's Fine Apparel category page.
7. Simulate traffic until you are entered into Experience B, and answer these questions.
   a. Do you see the new experience on the Black Dress page? __________
   b. Do you see the new experience on any of the other Women's Fine Apparel product pages, such as the Red Dress, Sequin Dress, or Silk Dress pages? __________
8. Back in Target, edit the activity you just created.

9. In the VEC, click **Configure** > **URL** to edit the URL.
10. Define a rule that captures the URL pattern you noted in step 3. There are many ways you can do this; choose the way that makes the most sense to you, then look in the Solutions at the end of the chapter for one example.



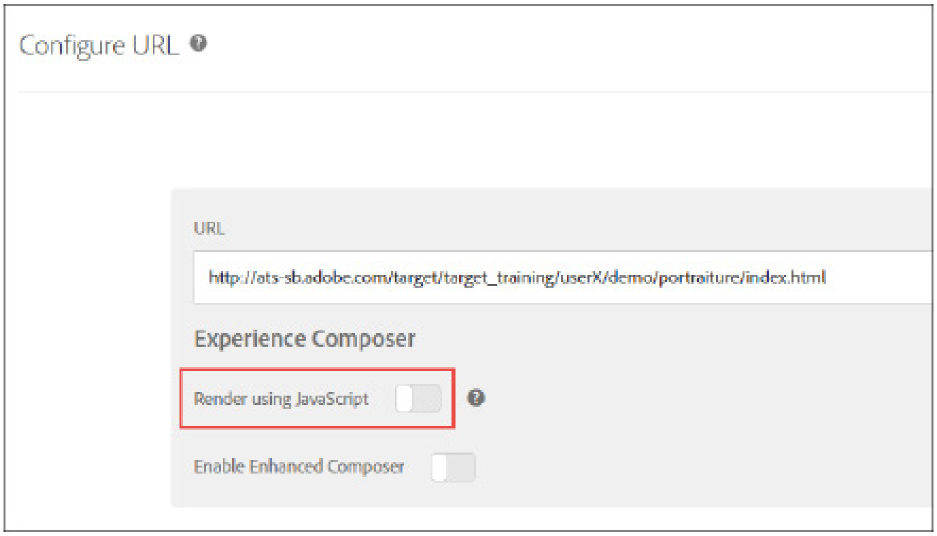
11. Save and activate.
12. In a browser, return to the Women's Fine Apparel category page.
13. Simulate traffic until you are entered into Experience B, and answer these questions.
    a. Do you see the new experience on the Black Dress page? ___________
    b. Do you see the new experience on any of the other Women's Fine Apparel product pages, such as the Red Dress, Sequin Dress, or Silk Dress pages? ____________________
    ____

Exercise 3.4
Working with JavaScript Animated Sites

In this exercise, you will adjust settings for the VEC to enable you to edit a site with JavaScript that would otherwise interfere with your experience composition. (10 min.)

1. Visit *http://ats-sb.adobe.com/target/target_training/userX/demo/portraiture/index.html* where X reflects your user number. Note the rotating carousel.
2. Create a new A/B test for the activity URL above.
3. In Experience B, consider the page after it has loaded into the VEC. Does the carousel rotate in the VEC? _______________________________________

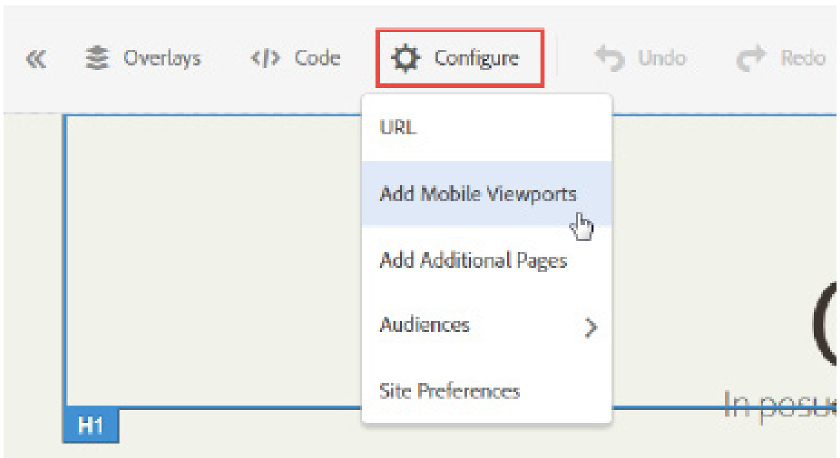
4. Suppose you want to edit one of the images in the banner using the VEC. Disable JavaScript using **Configure** > **URL** and toggling the **Render using JavaScript** slider off as shown, timing it to disable when the carousel pauses on the image you would like to modify.
5. Click **Save**. Does the carousel stop rotating? ________



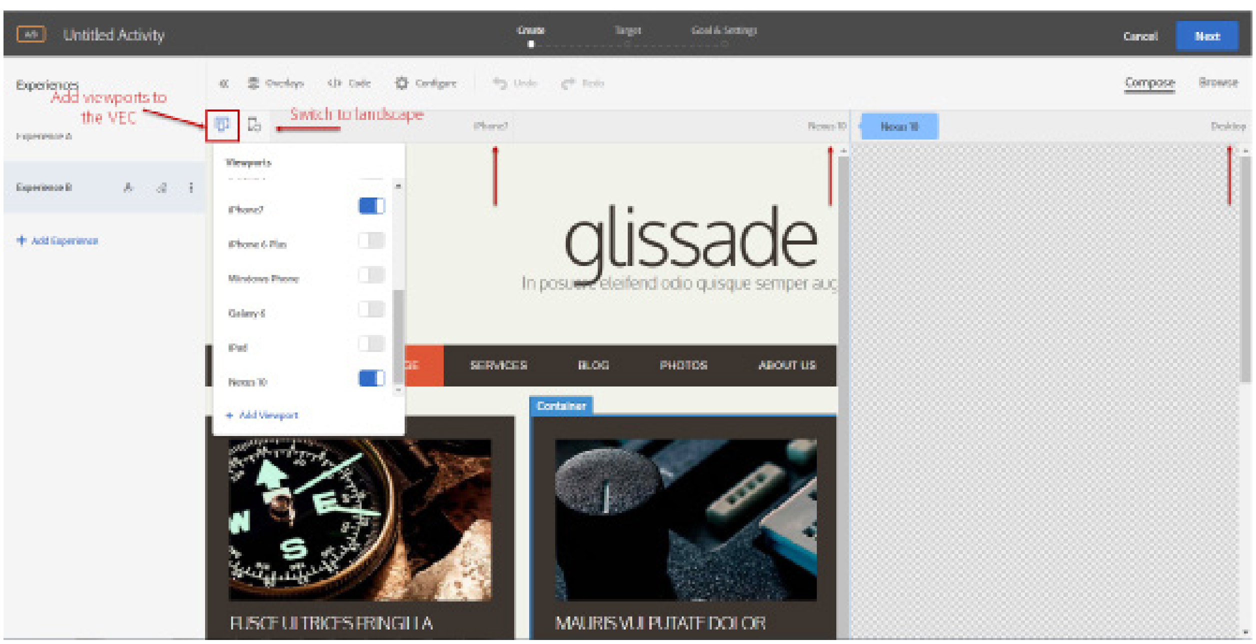
5. Use **Swap Image** to select a different image from the Content library.
6. Re-enable JavaScript and verify that in Experience B, the carousel now rotates between one default image and the new image you have swapped.

Mobile Viewports

Mobile viewports enable experience editing of responsive sites. Use mobile viewports to preview your activity on screens of varying sizes. Use mobile viewports if your site is responsive and the same elements in your desktop page are used on your mobile page in a different configuration. (Remember: if you have a separate, non-responsive mobile site with a distinct structure, such as m.mysite.com, use a multipage activity instead.)

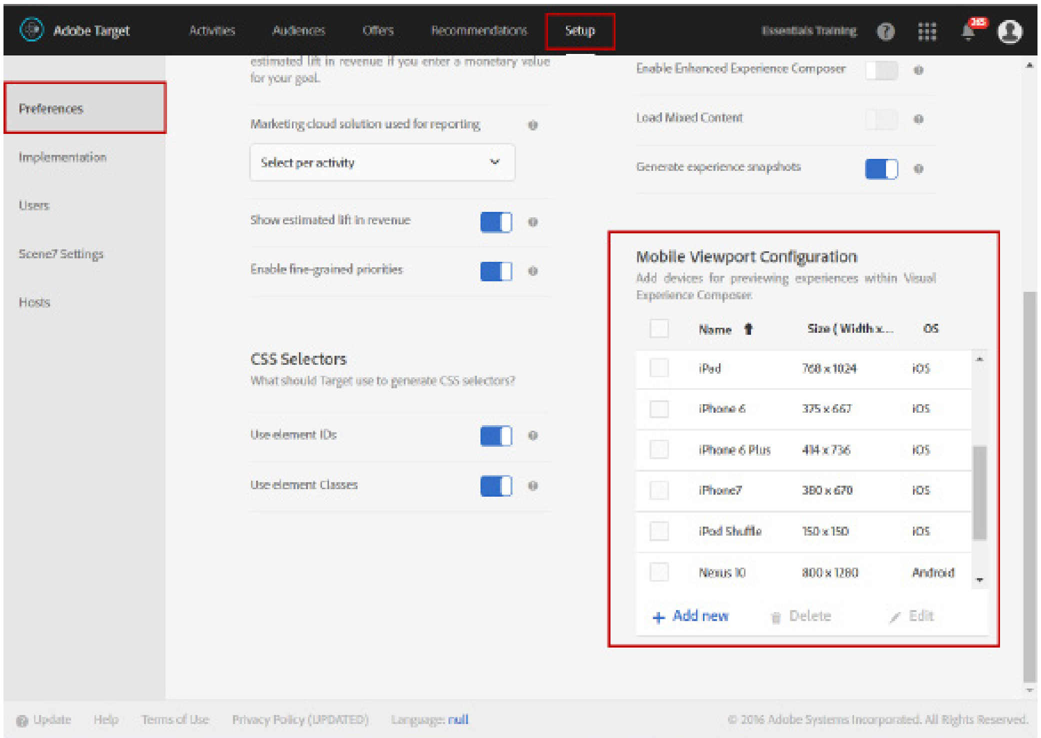


For example, this user added iPhone 7 and Nexus 10 mobile viewports to their activity.



Previewing the way the site appears on a Nexus 10 device using mobile viewports.

To add devices for previewing experiences within the VEC, use the account-level (Target-wide) mobile viewport configuration settings shown here.



Setup > Preferences > Mobile Viewport Configuration

TIP: If your site uses the user agent of the device to load the proper version, using the Enhanced Experience Composer (proxy) will allow Target to "pretend" to be a different device and display the iPhone or Android version of the page. Using the iFrame-based VEC (Enhanced Experience Composer disabled) will only reload the page based on browserWidth or browserHeight.

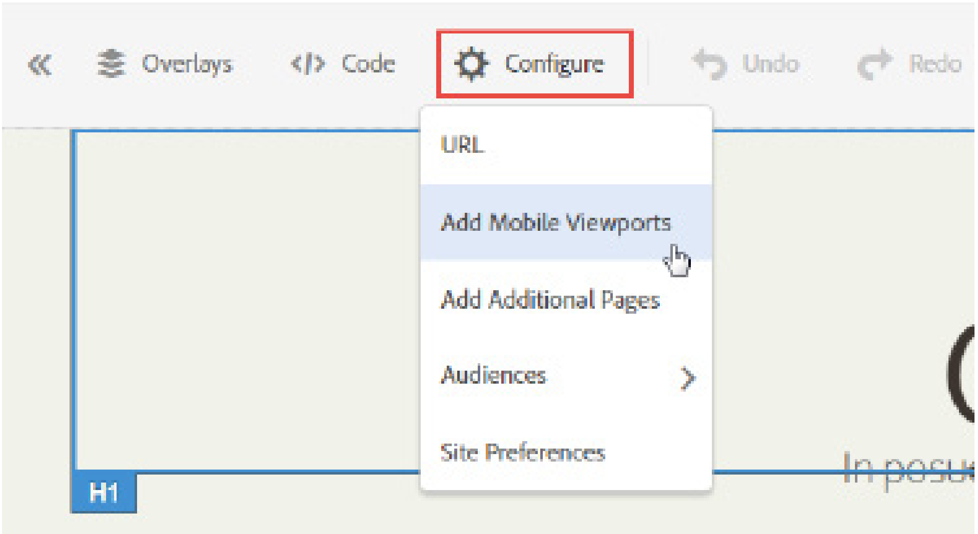
For more information on configuring mobile viewports, see online help.

Exercise 3.5
Mobile Viewports

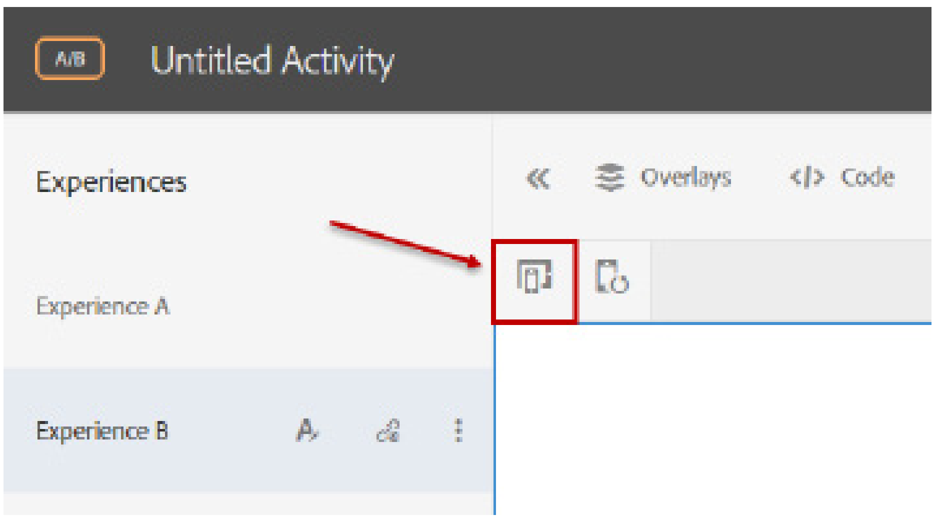
In this exercise, you will use mobile viewports to confirm the display of your test within your responsive mobile site, when visitors view your site from their mobile devices. (15 min.)

1. Do you know of any responsive sites? If so, use those URLs for this activity. If not, use any of the training pages that you used in previous exercises.
2. In Target, create a new A/B test, using the activity URL chosen from step 1.
3. In the VEC, make a change to the experience. For example, Swap Image or otherwise edit the experience.

4. Select **Configure** > **Add Mobile Viewports**.



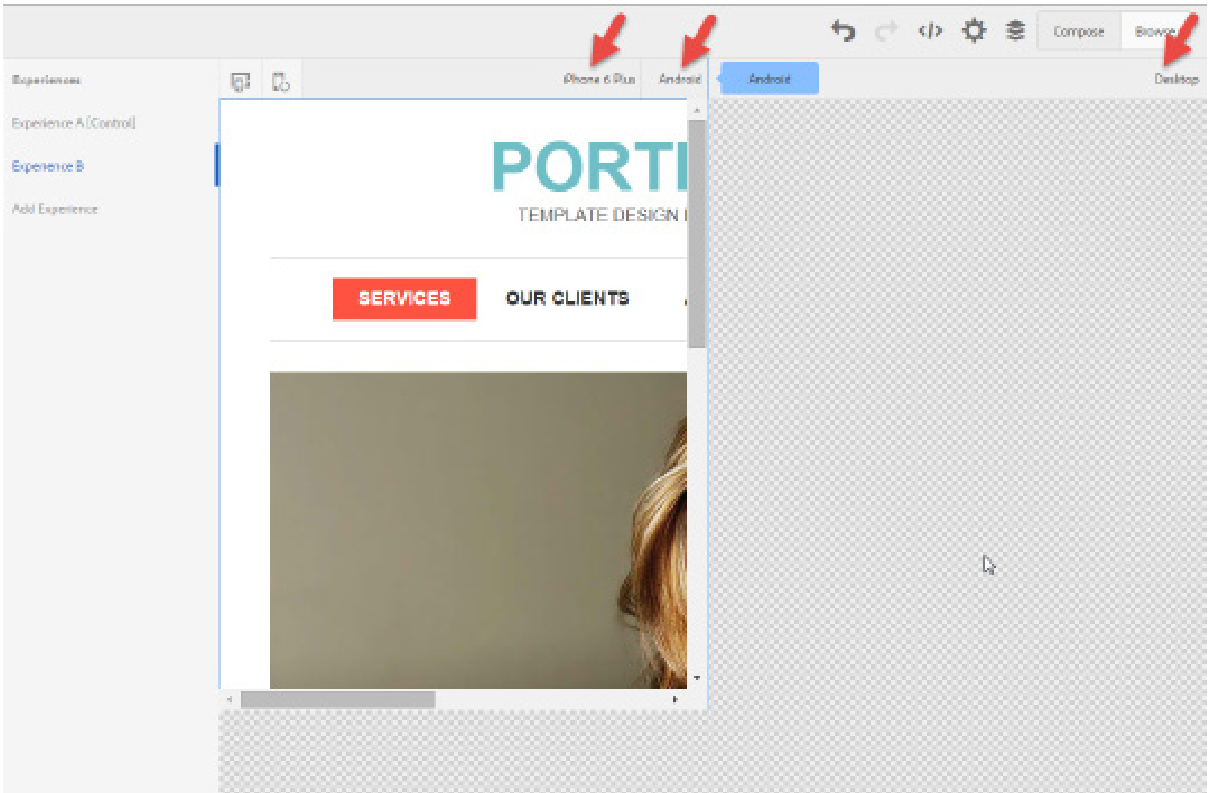
5. Click the Viewports button to add different mobile viewports to your activity. Select two viewports.



6. Where does this list of available viewports come from? ______________________________
____
____
____

7. When would you use mobile viewports versus using a multipage activity to design experiences for your mobile sites? ____
____
____
____
____

8. Click on the various viewports to verify the experience you designed in the Desktop version displays as desired in the mobile versions.

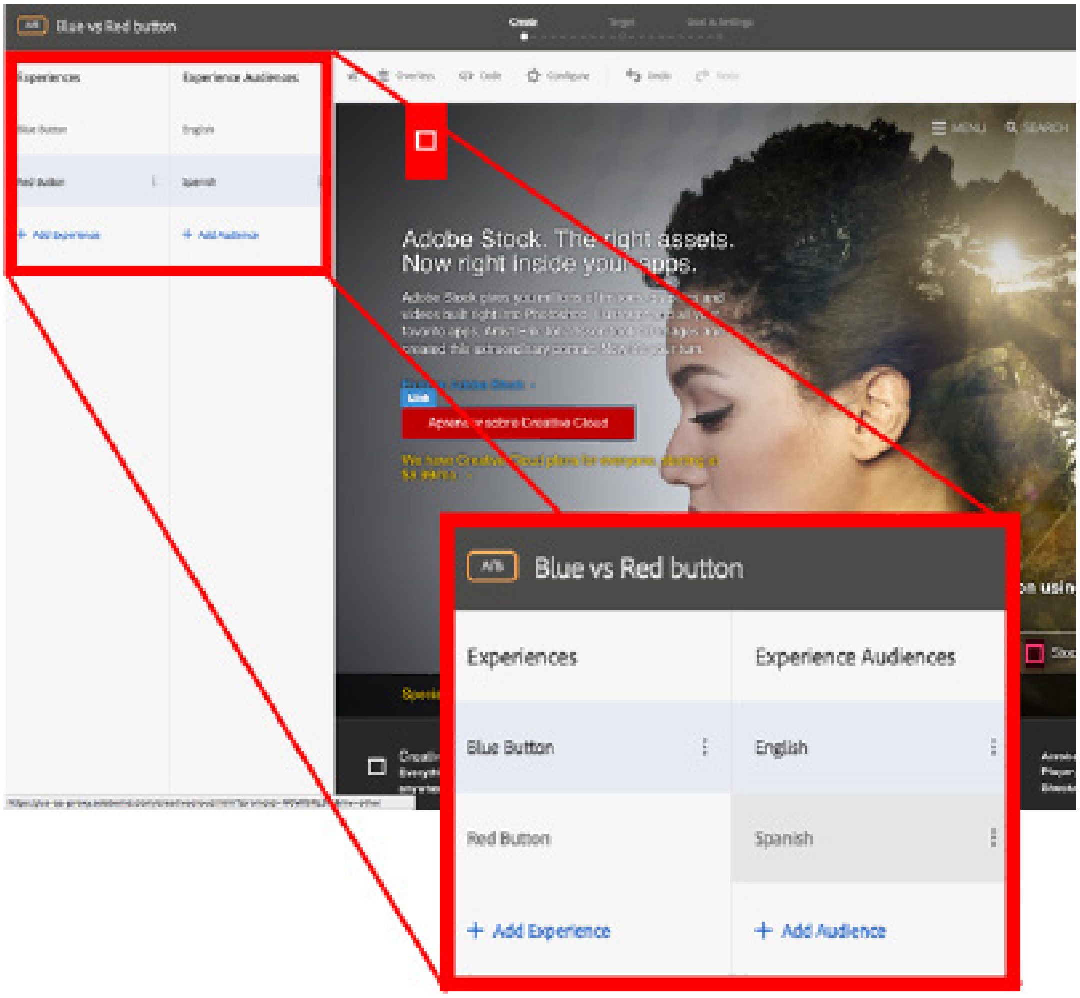


9. Do not save the activity.
10. In Target, navigate to **Setup** > **Preferences**.
11. In the Mobile Viewport Configuration area, begin to add a new viewport by clicking **+ Add new**, and use *http://viewportsizes.com/* to determine viewport lengths and widths.

NOTE: Do not actually save the new viewport. If you saved it, delete it afterwards by selecting the checkbox in the row that corresponds to the viewport you created, clicking **Delete**, and clicking **Delete** again.

Experience Versions

What are Experience Versions? Experience Versions provide an option within A/B tests to create different versions of a given experience. For example, as shown here, we see the "Blue Button" experience is available in both an English and a Spanish version.



Whether English or Spanish, a visitor to the "Blue Button" experience will still see the Blue Button; but the version they will see will vary for the respective audience. Experience versions allow you to run a test at a higher "theme" level instead of having to create distinct tests or experiences per audience.

The advantage to using an Experience Version is that data is collected for the entire experience (for example, the "Blue Button" experience), so the report will show the performance of the entire experience, rather than the version. Without experience versions, you would need to set up different tests or experiences for each language and manually aggregate the results to try and see how a single experience with BOTH languages might perform. This produces less accurate results. For some tests, these calculations might not even be useful because of the way visitors are randomized.

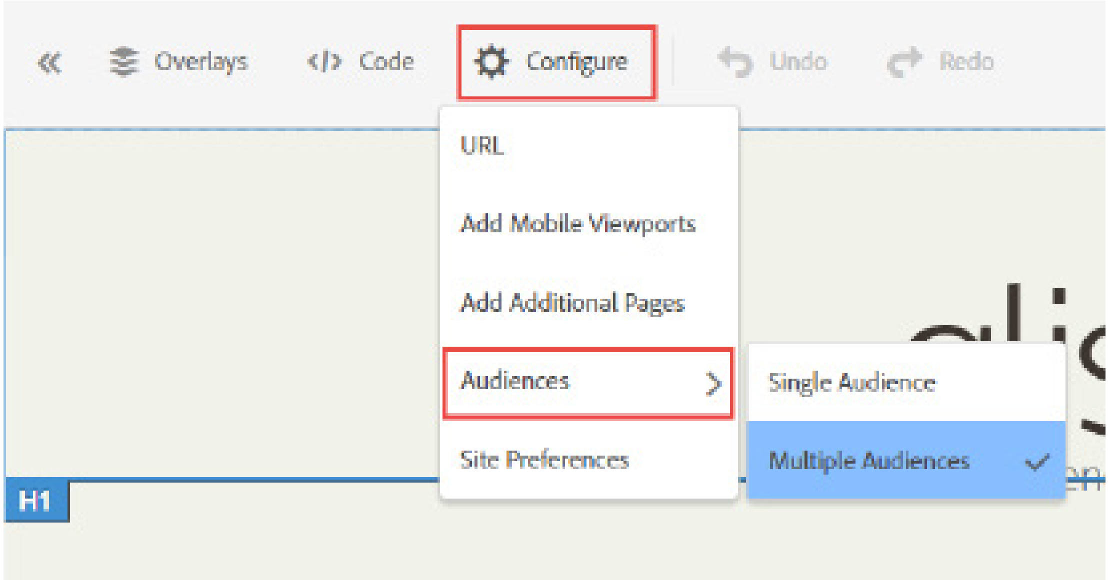
By creating different versions of an experience, you receive more accurate information without the need for manual calculations and assumptions.

Additional use cases include wanting to modify the language, currency, or verbiage per experience, as well as testing personalized banners versus generic ones, where you want several different personalized banners depending on the audience.

Experience Versions Use Case

For example, suppose you want to test two experiences, a geo-targeted banner versus a generic one. The banner for each geography needs to be different, but the purpose of the test is to determine whether geotargeting OVERALL is better than showing generic content, as opposed to comparing EACH geo-targeted banner against each other and against the generic one. (If you configure a separate experience for each location, you would actually be measuring how each geo performs against the other, rather than whether geotargeting helps meet your success goals when measured against the generic banner.) In this case, what you need are geo-specific versions of the experience, so you can test the geotargeted experience (as a whole) against a non-geotargeted control.

To create experience versions, select **Configure** > **Audiences** > **Multiple Audiences**.



Guidelines and Usage Notes

- Choose mutually-exclusive audiences. If the activity was created in the VEC and if a visitor matches more than one audience, the content for each audience is returned, with the content for the audience listed last displaying on the page.
- Activity-entry audiences defined in the diagram (on the Target step of activity configuration) are combined with experience version audiences using an AND condition. To enter the

activity, a visitor must qualify for the activity audience as well as one of the experience audiences.

- Add the same audiences as report segments. This helps present test results at the high level of "Experience A versus B," and at the lower level of "Experience A versus B for each specific version." Note this only applies for activities that use Target as a reporting source, not A4T tests.

Exercise 3.6
Experience Versions

In this exercise, you will create an activity that uses experience versions to target the same experience to visitors who use different currencies. (15 min.)

1. In Adobe Target, select **Create Activity** > **AB Test** (Note: You can create Experience Versions in either the VEC or the Form-based Experience Composer, but let's focus on the VEC.)
2. Click **Configure** > **Audiences** > **Multiple Audiences**.
3. In the new navigation rail that opens, create "UK Pound" and "US Dollar" versions. For the "UK Pound" version, select an audience that identifies visitors from the UK. For the "US Dollar" version, select an audience that identifies visitors from the US.
    a. To add these audiences, let's start with **UK Pound** by clicking **Create Audience** and entering **UK Pound** in the Audience Name field.
    b. Click **+Add Rule** and select **Geo**.
    c. Select **Country**, and then select **matches** for the evaluator criteria.
    d. In the Search field, enter **united kingdom** to auto-fill the field.
    e. Click **Save** when done and repeat for the US Dollar audience.
    f. Under Experience Audiences for the Experience B test, verify you have two audiences: UK Pound and US Dollar.
    g. In your own words, describe what each of these two versions will do. _______________
    ____
    ____
    ____
    ____
    ____
    ____
    h. Will the reporting roll up to the Experience level or the Version (Audience) level? _____
    ____
    ____
    ____
    i. True or False: When defining experience versions, Adobe recommends you define mutually exclusive audiences across your versions. ____________________________
    ____

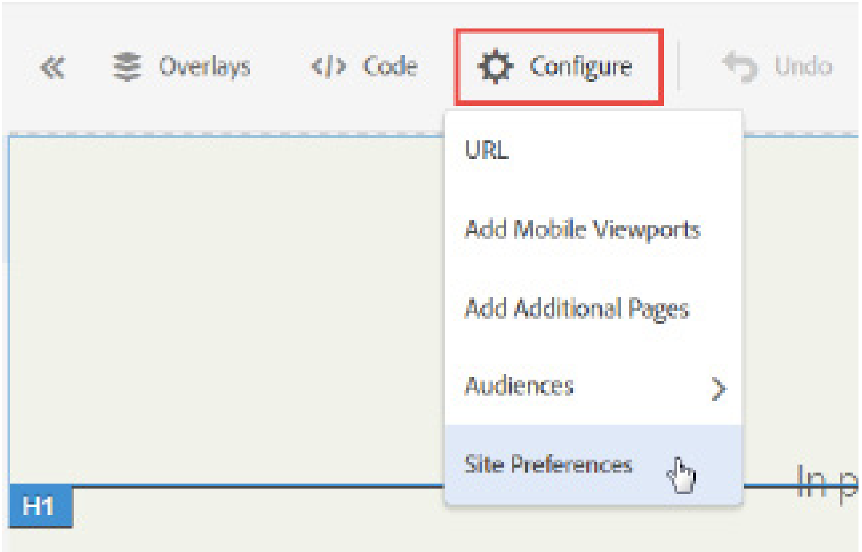
____
____
____
____

4. Examine the Target step of activity configuration.
    a. Can you still apply activity-level audience targeting to an activity that uses experience versions? ________
    b. When activity-level audience targeting is used for an activity involving experience versions, how do the conditions defined at the activity level interact with conditions defined at the experience level? ____
____
____
____
____
____
____
____

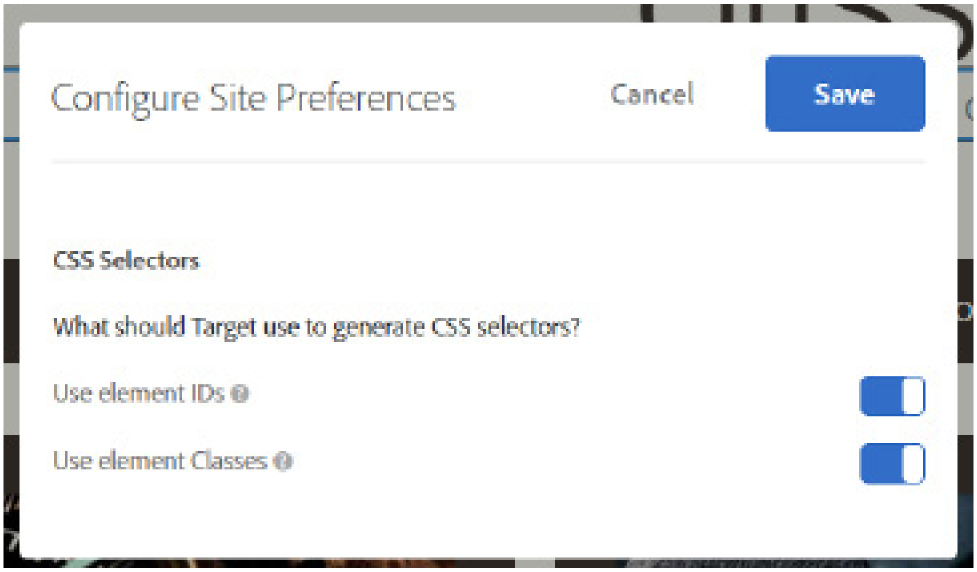
5. Examine the Goal & Settings step.
    a. True or False: It is recommended you add the same audiences that were used in the versions as segments for reporting. ________

CSS Selectors

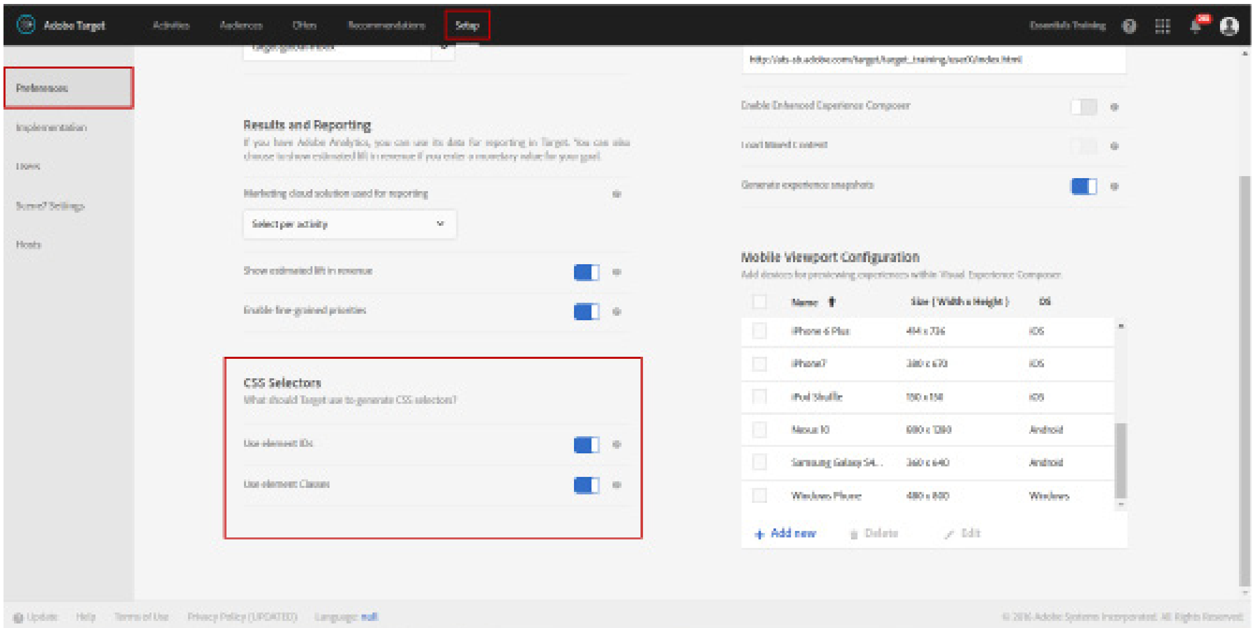
Consider the option shown:



This opens the following activity-specific configuration panel.



These options are actually activity-level overrides of a Target-wide setting. So let's first look at the Target-wide setting, which is located at **Setup** > **Preferences**.



Setup > Preferences > CSS Selectors

The CSS Selector configuration options help Target understand your site's structure to generate better CSS selectors for content delivery. By default, Target generates selectors based on element IDs on the page. If your site uses few IDs or duplicates IDs on the same page, then using classes might be a better option.

You can choose one or both of the following options:

- Use element IDs
- Use element classes

By default, Target only uses element IDs. However, if your page is designed to use classes to identify elements, such as a page built with Adobe Experience Manager, you should also select "Use element classes."

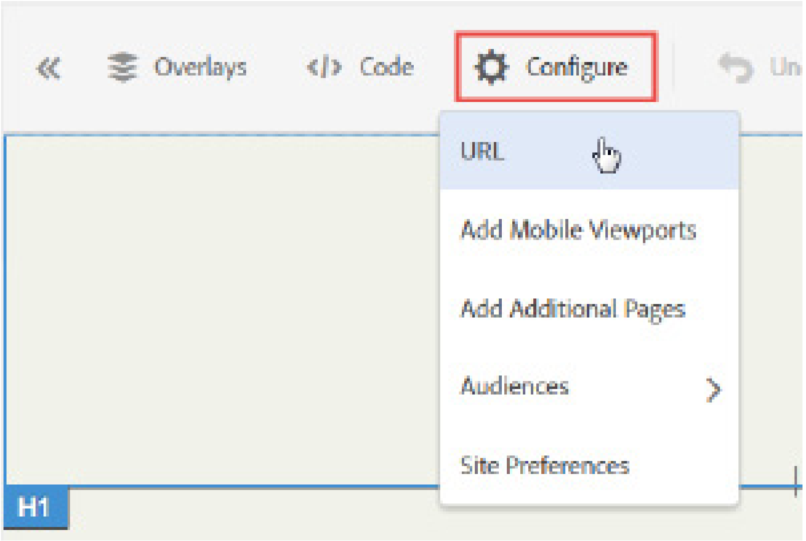
DEFINITION: A "selector" is the identifier of a certain place in the DOM that tells the browser what elements to select for styling.

NOTE: Although everything has been done to ensure accuracy, be aware that using classes can result in errors. If you do not select either option, accuracy is also affected. The order of accuracy is IDs > classes > neither option. Always be sure to test your page to make sure the selectors are correct.

To override these settings per activity, select the **Configure** > **Site Preferences** option shown earlier. This is especially useful if you have multiple sites that are configured differently.

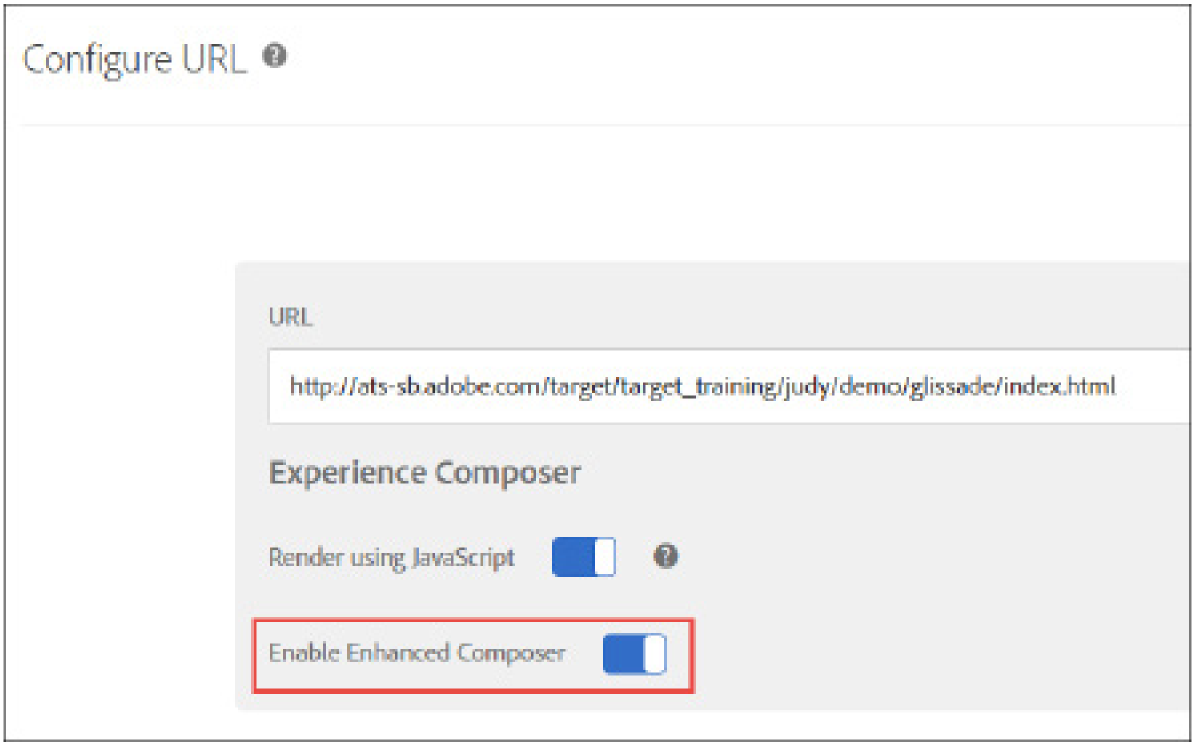
Enhanced Experience Composer Mode

Consider the VEC option shown:



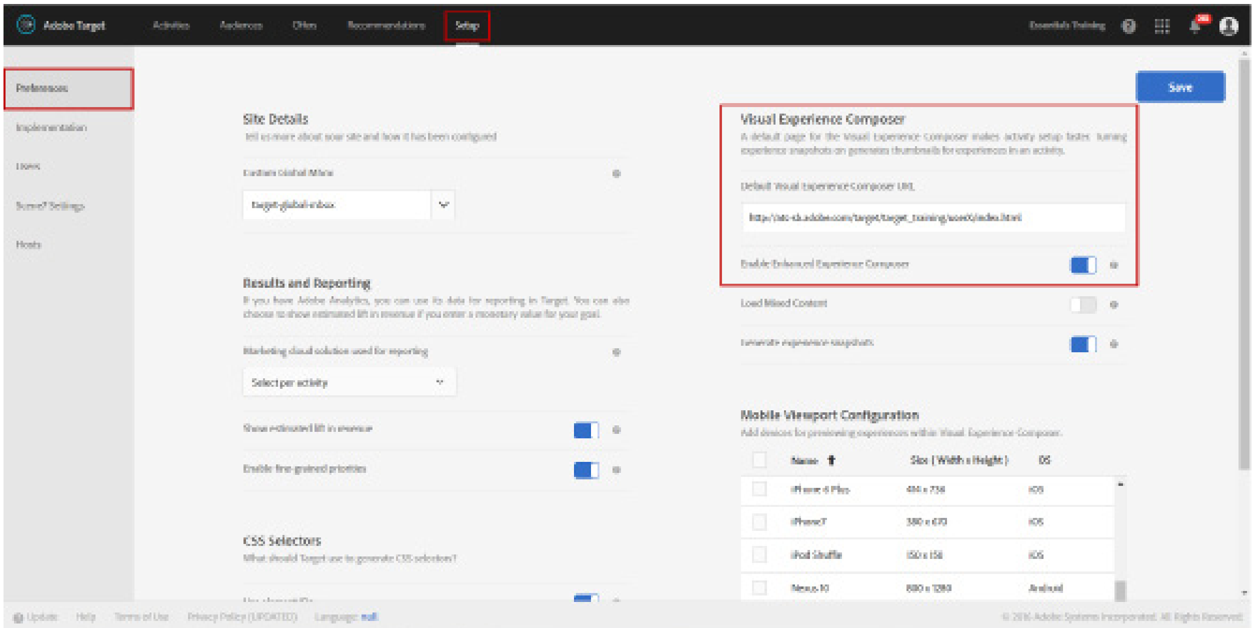
Configure > URL in the Visual Experience Composer

This opens the following activity-specific configuration panel, which you have seen before. To enable or disable the Enhanced Experience Composer (EEC) mode per activity, select **Enable Enhanced Composer**, as shown here.



In the URL configuration panel for activities, toggle the switch to enable EEC mode.

What does this setting do? These options are actually activity-level overrides of a Target-wide setting. So let's first look at the Target-wide setting, which is located at **Setup** > **Preferences**.



Enabling the Enhanced Experience Composer (EEC) mode at the account level, in Setup > Preferences > Visual Experience Composer.

Running the Visual Experience Composer in EEC mode allows editing on iframe-busting sites and sites with mixed content.

What's "iframe-busting?" Some sites are coded such that if someone tries to load it in an iframe, it will pop out of the iframe and load the page separately. For example, suppose you want to add a Google search bar to your company's home page. To do this, you try to load Google in an iframe on your page, only to find google.com has iframe busting on it, meaning it will not allow you to do this within your company's page, as it will instead jump the visitor to google.com.

Here's the key. The Visual Experience Composer operates by loading pages through an iframe. If the VEC is unable to load the page—if it jumps or "busts" out of the iframe—then you will be unable to use the VEC to author an experience. However, using the EEC enables authoring through a proxy so it becomes compatible with your site's requirements.

That being said, some sites may not be compatible with the EEC. If you find your site falls into this category, uncheck this option to revert to the VEC.

TIP: If you ever encounter issues loading your site into the VEC, or if libraries are taking too long to load, try switching to the EEC.

TIP: If the EEC does not load in a marketer's work environment, it may be you need to whitelist the EEC IP addresses. For more information, see Online Help.

Why not just always have Enhanced Experience Composer mode enabled? The EEC is a third-party framework, so it cannot access URLs behind a firewall or that are not published to the Internet like the standard VEC can. Both the EEC and the VEC work well in different circumstances.

Form-based Activity Creation

Activity creation through the Form-based Experience Composer (FEC) is available for marketers who want to construct experiences based on named locations (regional mboxes). Situations for which the FEC provides an advantage include:

- Deploying activities that are not easily visualized as pages within the VEC for any reason, such as non-web environments, which includes mobile apps, API delivery, and so on
- Marketers with a Target Classic background who prefer a form-based approach
- Marketers who prefer the precision afforded by a location-based method of building experiences

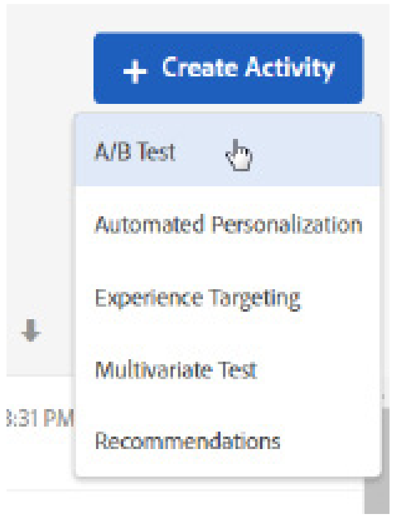
In terms of activities that are not easily visualized as pages within the VEC, this includes testing within:

- Emails
- Video Game Consoles
- Set Top Boxes
- In-store Kiosks
- ATMs or Cash Machines
- Internet-connected Devices and the Internet-of-Things (IoT)

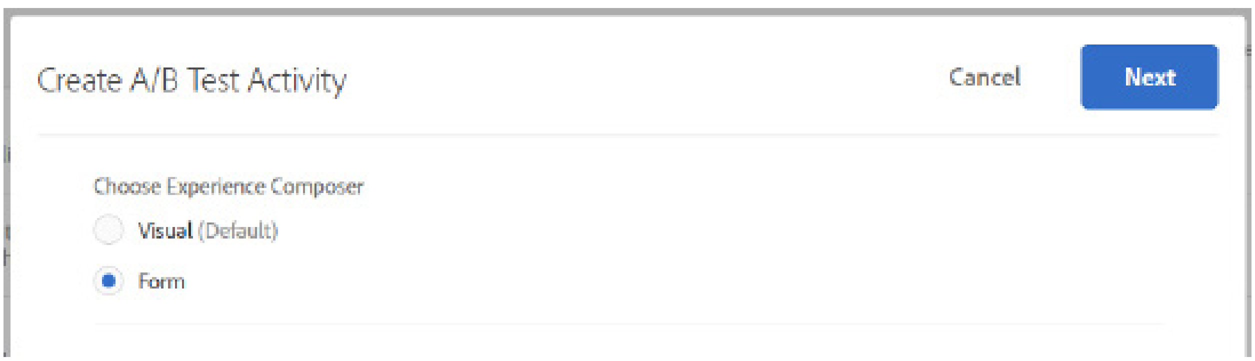
Regardless of use case, the Form-based Experience Composer, or FEC, provides a way for marketers to build experiences by identifying specific locations as opposed to visually designing the activity. Consider using the form-based composer any time you cannot access the digital property you want to test or personalize through a typical web browser or web device. The FEC lends itself particularly well to sites that have been deployed using regional mboxes (as opposed to only global mboxes).

How to Use the Form-based Experience Composer

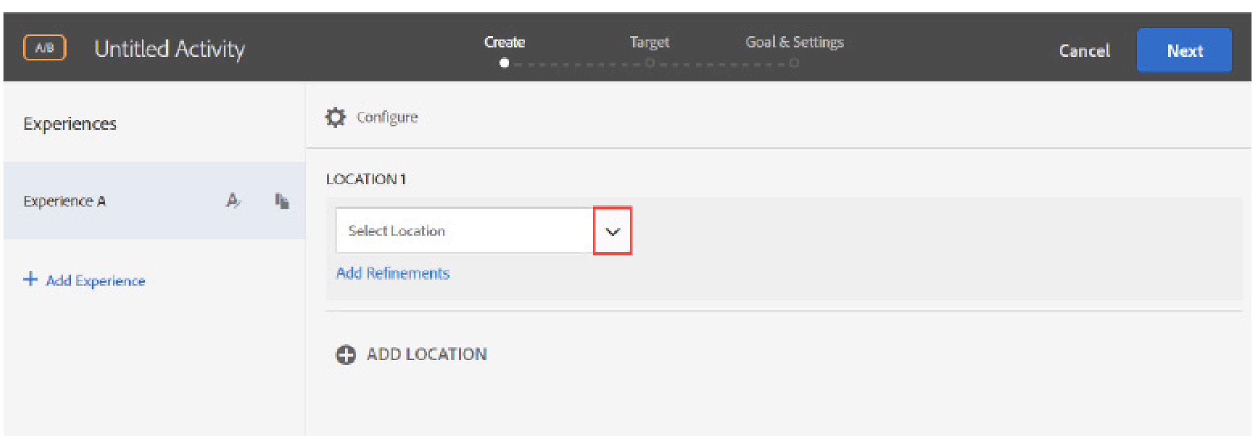
Begin by creating an A/B, Experience Targeting, or Recommendation activity.[1]



Instead of **Visual**, select **Form**.

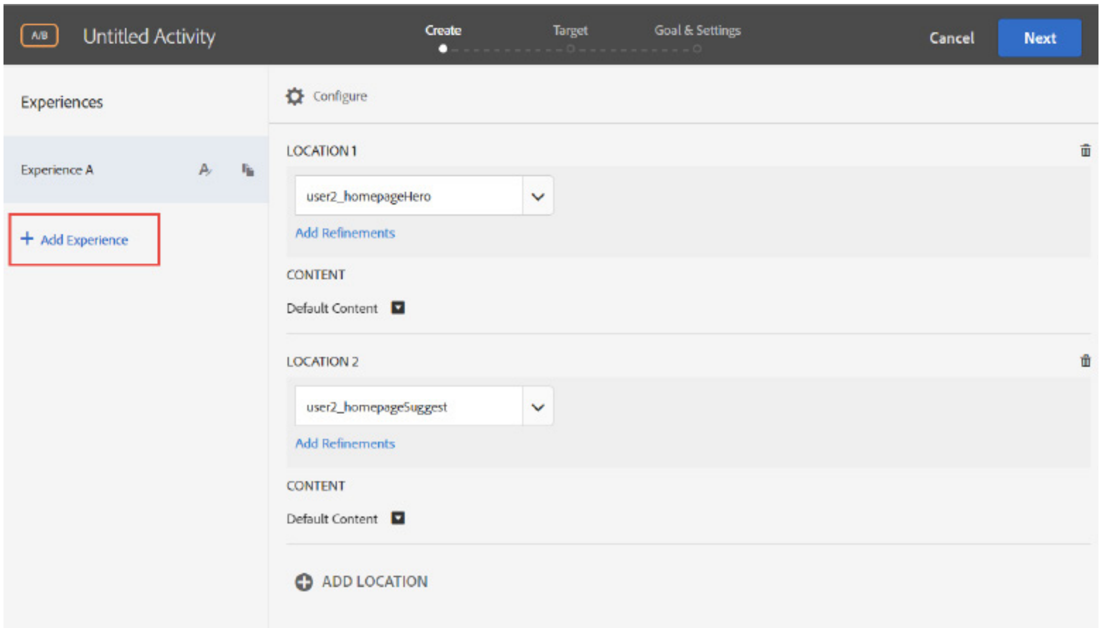


In the Form-based Experience Composer, define your locations by selecting mboxes from the dropdown.

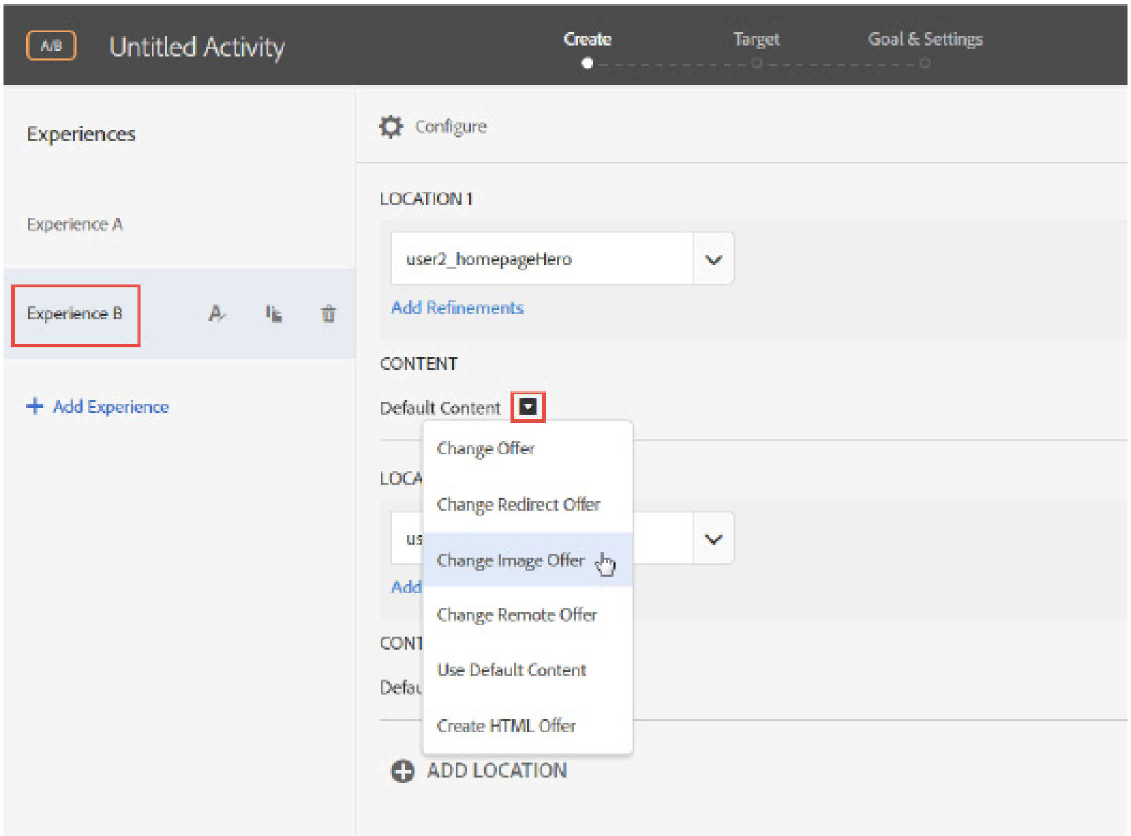


1Additional activity types may be supported by the FEC in future versions.

Add the number of desired experiences...

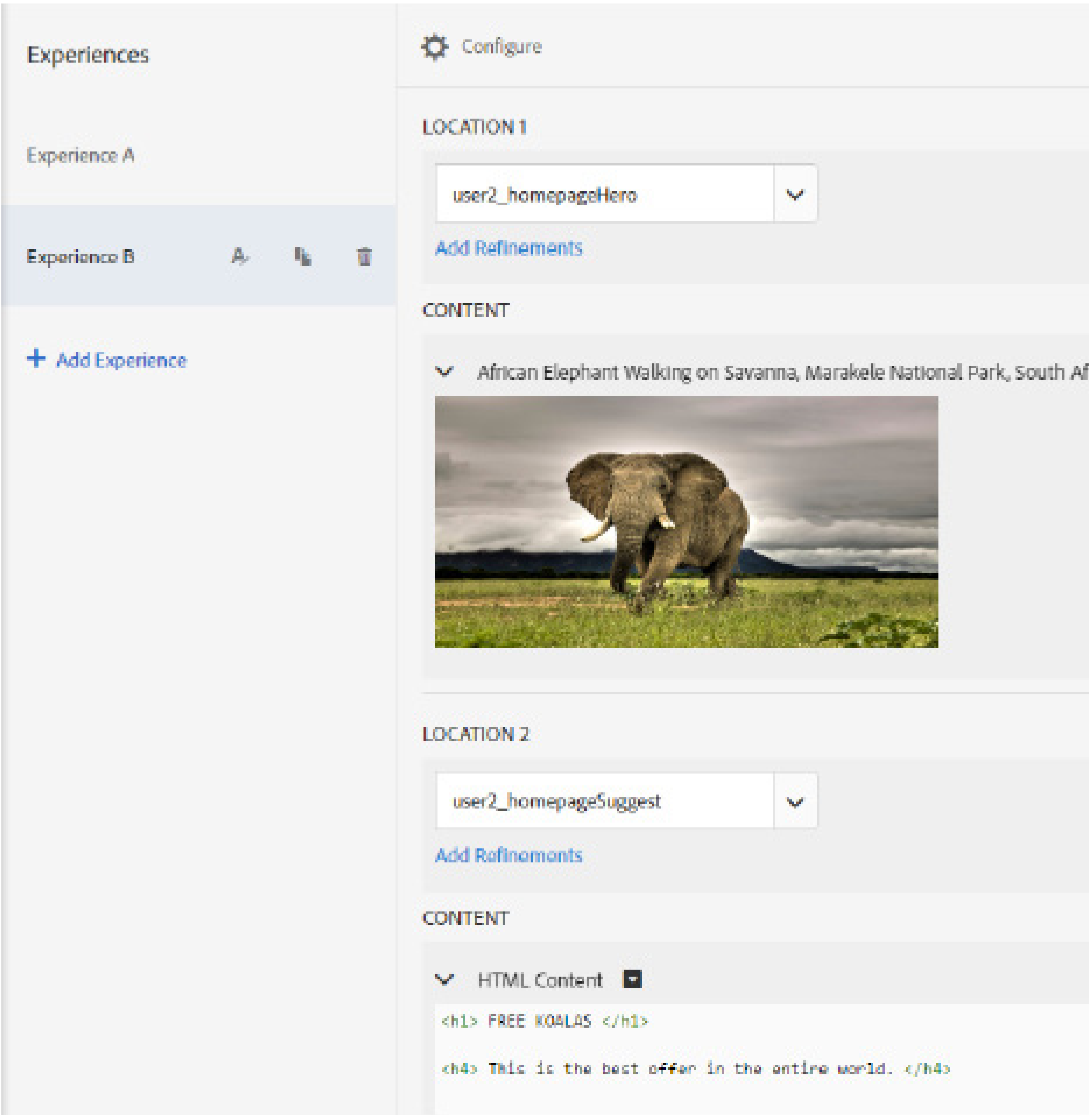


... and define how you want to modify the content in each of those locations, for each experience.



- Change Offer lets the user select from HTML offers that were previously saved.

- Change Redirect Offer lets the user select from redirect offers that were previously saved
- Change Image Offer lets the user select from assets that were previously uploaded to the Content Library.
- Change Remote Offer lets the user select from remote offers that were previously saved.
- Use Default Content re-establishes default content for the location.
- Create HTML Offer lets the user create a new HTML offer as opposed to selecting from a previously saved one.



Example of a form-based experience that was composed using an image offer in Location 1 and an HTML offer in Location 2.

Tip

The Form-based Experience Composer allows users to select either global or regional mboxes. Global mboxes often require accompanying code to identify selectors, whereas regional mboxes provide more straightforward selection.

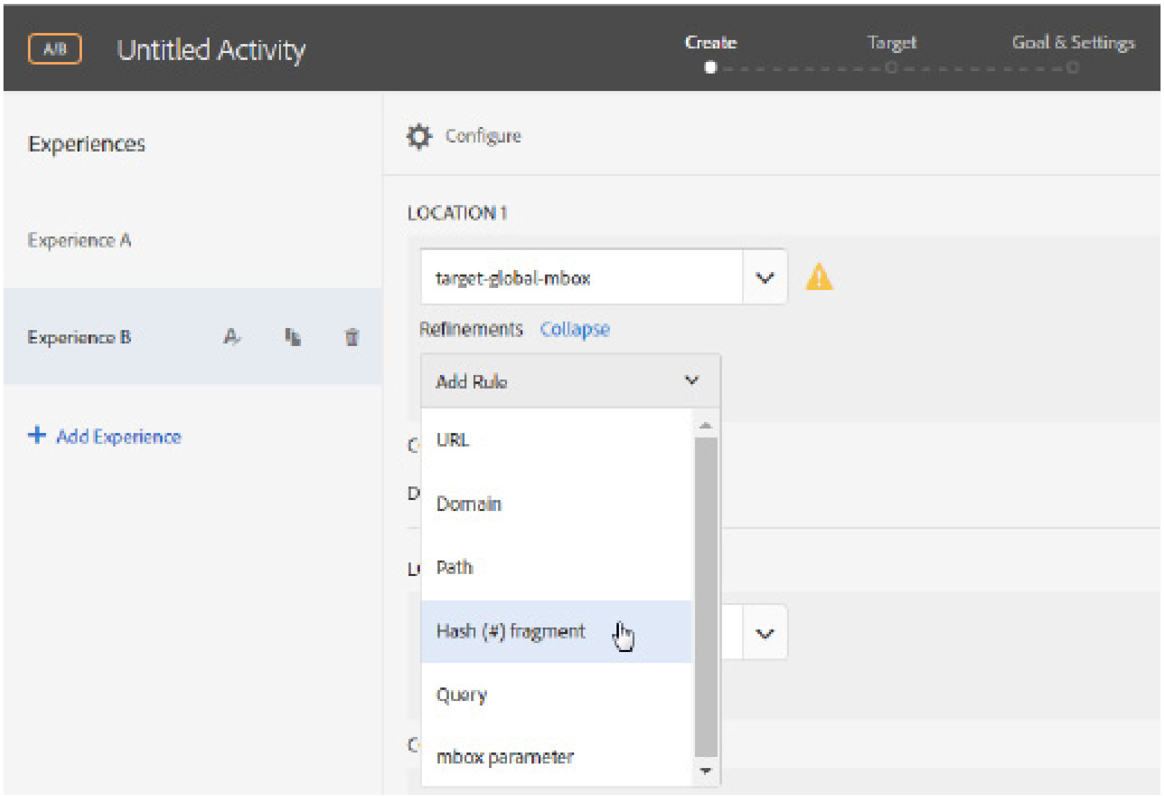
TIP: When using the Form-based Experience Composer, only select a global mbox if you accompany it with the appropriate JS/DOM manipulation code to identify page selectors, similar to using the Custom Code capability in the Visual Experience Composer. Otherwise, select regional mboxes.

Global mboxes are not generally meant to be used as display mboxes; that is, they are not generally intended to demarcate specific areas on a digital property so alternate content may be displayed within that area. By contrast, regional mboxes using a legacy implementation are typically used this way.

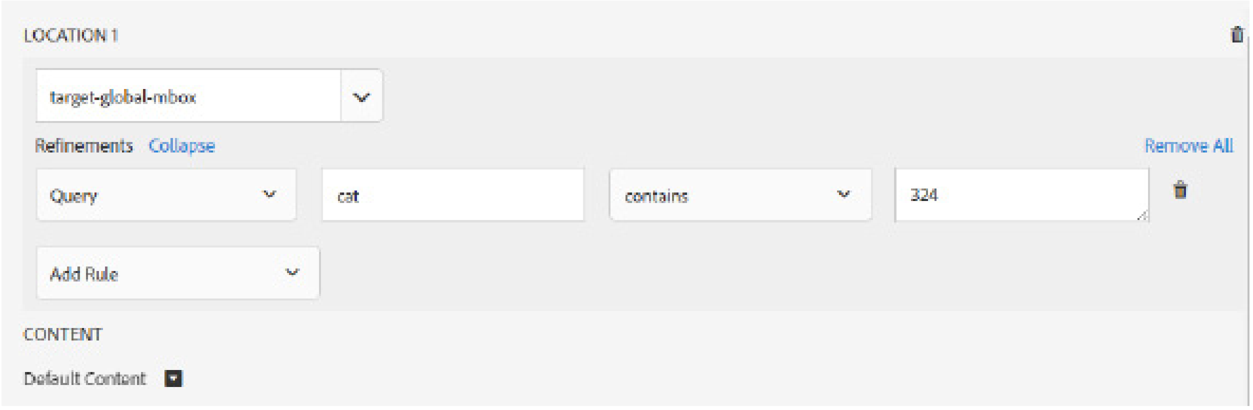
If you find yourself using the FEC but selecting a global mbox and then trying to specify where on the page you want Target to display the content by creating a complicated HTML offer that specifies selectors on the page, try to use the VEC if possible. Otherwise, using the FEC in this way will result in more complex HTML offers. In addition, keep in mind that using the FEC means that, depending on the way that other activities were made (whether via the VEC or the FEC), it is possible no other activities may be shown on that page at the same time. (See a later section of the course to learn about campaign priorities.)

Refinements

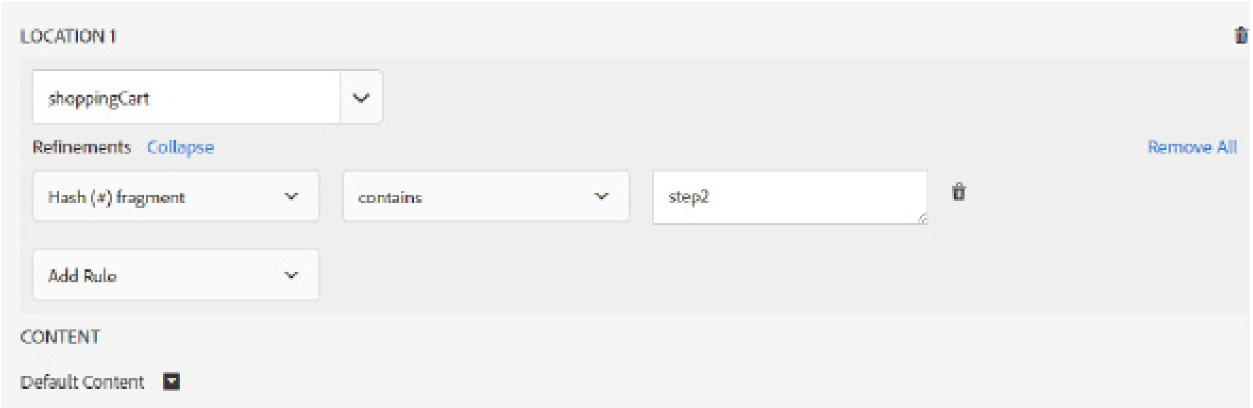
Refinements are business rules that enable you to more precisely identify where you want the test to occur, by targeting on that location. Define a refinement whenever you need to specify anything about the location or page that is not captured in the location (mbox) alone.



For example, if the location you selected exists on more than one page (as is the case with global mboxes), but you only want to to test one specific page (perhaps a home page, or a particular category of pages, and so on), you can add a refinement to identify that page.



Another example involves Single Page Apps. For Single Page Apps, oftentimes the URL does not change in the traditional sense, in that the page does not reload. Instead, a hash (#) is added to the URL to signify an event. For example, your visitor might navigate from *www.site.com* to *www.site.com#step2*. Using refinements, you can identify specific pages for Single Page Apps within the Form-based Experience Composer.



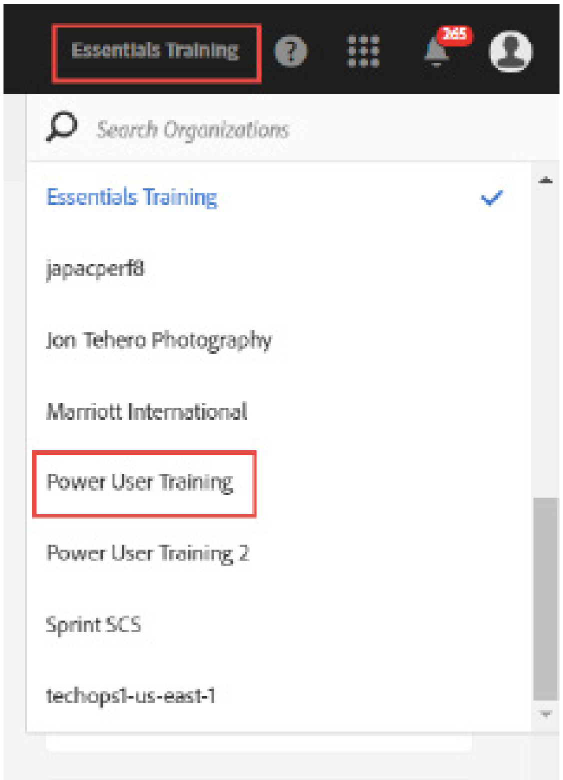
Exercise 3.7
Form-based Activity Creation

In this exercise, you create a new activity using the Form-based Experience Composer instead of the Visual Experience Composer. You will also use a different Target training account: the Power User Training tenant instead of the Essentials Training tenant. (20 min)

You are the marketing director for Electronics Plus, the leading online retailer of home electronics and accessories. Your production Web site exists at *http://ats-sb.adobe.com/<YourUserName>/electronicsplus/* (substitute your assigned user name in place of <YourUserName>), whose pages were coded for the "Power User Training" Adobe Target account. You have already formed your campaign strategy and design, and you have some regional mboxes on your site.

1. Open a browser and navigate to the following page: *http://ats-sb.adobe.com/<YourUserName>/electronicsplus/*, being sure to substitute your assigned user name in place of <YourUserName>, and being sure to include the final slash (/) at the end of the URL.
   a. View the source of the page by right-clicking the page and selecting **View page source** (or similar steps if you are not using Chrome) and searching for **mbox**.
   b. Answer the following questions.
      i. Is there a reference to mbox.js on the page? _________
      ii. What are the names of the mboxes on this page? List them here. Don't skip this step!
      ____
      iii. Having viewed this page, would you now expect these mboxes to appear in the mboxes list in Target? ____________________________
2. Return to *http://ats-sb.adobe.com/<YourUserName>/electronicsplus/* and add an item to the shopping cart, then proceed through the checkout funnel until you reach the order confirmation page that says, "Thank you for your purchase!"
   a. View the source of this "thank you" page, and search on "mbox."
   b. Answer the following questions.
      i. What is the name of the mbox on the bottom of this page? Name it here. Don't skip this step! ____
      ____
      ii. Having viewed this page, would you now expect this mbox to appear in the mboxes list of Target? _________________________ _________

3. In Adobe Target, select the “Power User Training” tenant. (The list of tenants available to you will vary from that shown.)



4. From the Activities list, click **Create Activity** > **A/B Test**.
5. Select **Form** and click **Next**.
6. For Experience A:
   a. In Location 1, select <YourUserName>_homePage_hero and keep default content here.
   b. Add Location 2, select <YourUserName>_homePage_leftsubitem and keep default content here.
   c. Add Location 3, select <YourUserName>_homePage_rightsubitem and keep default content here.
7. Add an experience (Experience B).
8. For Experience B:
   a. In Location 1, use **Change Image Offer** to select an asset from the content library to replace <YourUserName>_homePage_hero.
   b. In Location 2, use **Change Offer**”to select an existing HTML offer to replace <YourUserName>_homePage_leftsubitem.
   c. In Location 3, use **Create HTML Offer** to create a new HTML offer that will be local to the activity (non-reusable) and that will replace <YourUserName>_homePage_rightsubitem.

9. In your own words, describe what this activity will do. ______________________________
____
____
____

10. What do "Refinements" allow you to do? ______________________________________
____
____
____

11. What does "Change Redirect Offer" do? Based on what you see, how would you define what a redirect offer is? ____
____
____
____

Solutions to Exercises

Solutions to Exercise 3.1: Using the VEC to compose experiences

7. Group questions:
   a. When you select Configure > URL, can you enter any URL on the Internet? (Try it.)
   Yes, although by default, only ones that were configured to work with Target will become visible within the Visual Experience Composer. However, if using the proxy (if Enhanced Experience Composer is enabled), any page can be loaded regardless of whether any Target code is on the page.
   b. Whoa! Does this mean I can use Adobe Target to modify any page on the Internet?? Why or why not? (Take a minute to think through this and offer up an answer before reviewing the answers in the Solutions section at the end of the chapter.)
   If you are able to pull up a web page in the Visual Experience Composer that is NOT your company's page, that just means that web page is communicating to Target servers with its own client code. Your sites, on the other hand, interact with Target using YOUR client code. The bottom line is, you can only change content on pages that have your client code installed on them. So, even though you can enter many different URLs into the Visual Experience Composer, nothing will happen—no calls will reach the Target servers and no content will be affected—unless you are using a page that was configured to work with your company's Adobe Target account.

10. While in the VEC, you realize you actually want to edit a category page, not your home page, but you do not know the URL off the top of your head. Hey, maybe you can just navigate there within the VEC. You try clicking on the "Men" link. What happens?
    The VEC action menu appears for this link.

11. You decide to fix this using Browse mode. In the VEC, toggle to Browse mode. What does this do?
    Enables page links so you can browse your site as you normally would. This is useful for navigating to pages within your site that may be difficult to get to using URLs alone, such as pages within shopping cart funnels, or pages that can only be accessed after providing login credentials.

Solutions to Exercise 3.2: Change Overlay

4. When might this be useful?
   Overlays provide a quick and easy way to locate elements for modification, or to locate changes that you already made. This may also be useful for legacy implementations involving regional mboxes, to make it easier to locate those mboxes on the page when deciding activity placement.

Solutions to Exercise 3.3: Template Testing

3. What is the URL pattern for each of the items in this category? Navigate to each dress and note the four URLs here.

http://ats-sb.adobe.com/target/target_training/<YourUserName>/geometrixx/women/fineapparel/black_dress.html

http://ats-sb.adobe.com/target/target_training/<YourUserName>/geometrixx/women/fineapparel/red_dress.html

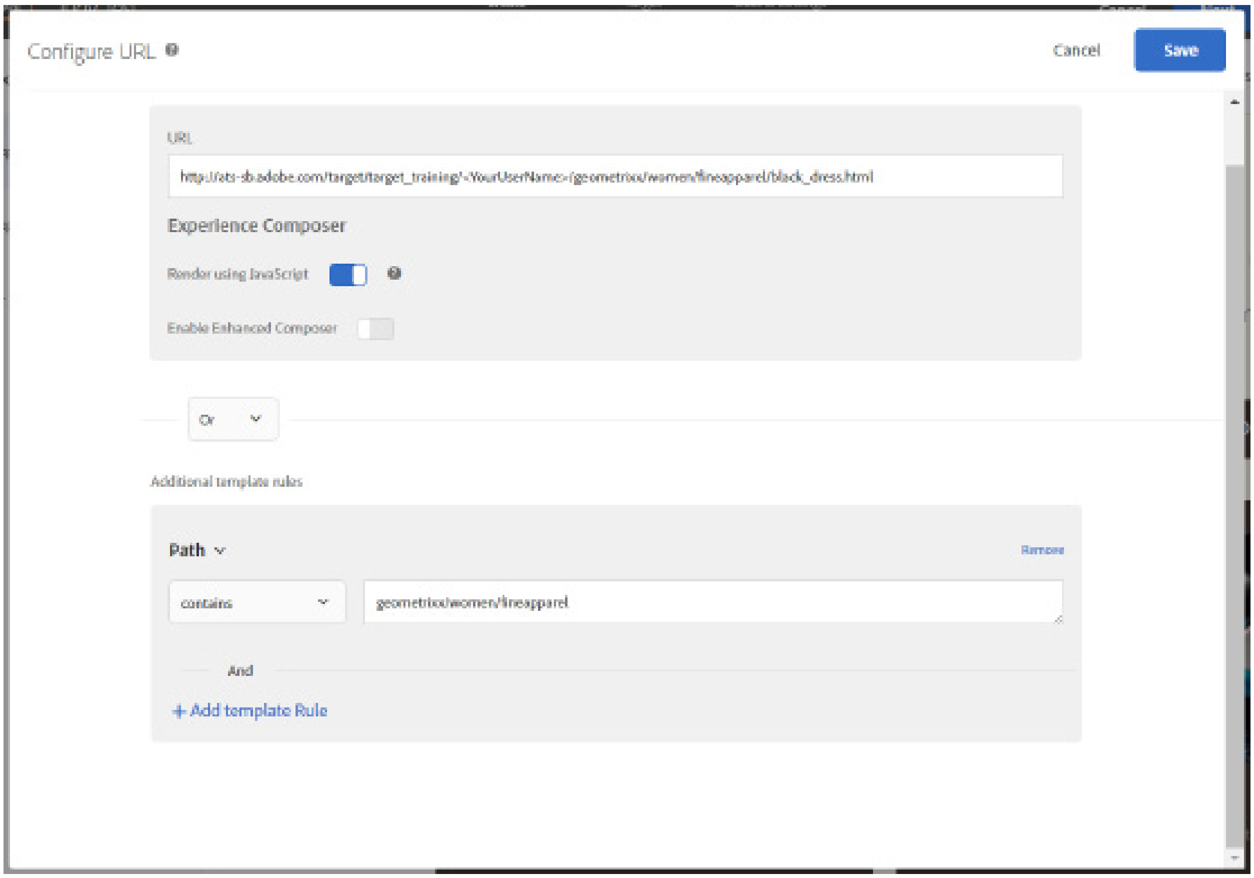
http://ats-sb.adobe.com/target/target_training/<YourUserName>/geometrixx/women/fineapparel/sequin_dress.html

http://ats-sb.adobe.com/target/target_training/<YourUserName>/geometrixx/women/fineapparel/silk_dress.html

7. Simulate traffic until you are entered into Experience B, and answer these questions.
   a. Do you see the new experience on the Black Dress page?
   Yes.
   b. Do you see the new experience on any of the other Women's Fine Apparel product pages, such as the Red Dress, Sequin Dress, or Silk Dress pages?
   No.

10. Define a rule that captures the URL pattern you noted in step 3. There are many ways you can do this; choose the way that makes the most sense to you, then look in the Solutions at the end of the chapter for one example.

    One possible example:



Note the example solution shown above has the [possibly] unintended consequence of also impacting the Women's Fine Apparel category page, which is located at http://ats-sb.adobe.com/target/target_training/<YourUserName>/geometrixx/women/fineapparel/fineapparel.html. If this is not desired, then a more precise pattern-matching rule will need to be established for the multiple URLs. The moral of the story is that thorough QA is required to ensure your activity has expected results!

13. Simulate traffic until you are entered into Experience B, and answer these questions.
    a. Do you see the new experience on the Black Dress page?
       Yes.
    b. Do you see the new experience on any of the other Women's Fine Apparel product pages, such as the Red Dress, Sequin Dress, or Silk Dress pages?
       Yes. All of the pages now show the same change.

Solutions to Exercise 3.4: Working with JavaScript Animated Sites

3. In Experience B, consider the page after it has loaded into the VEC. Does the carousel rotate in the VEC? ***Yes.***
4. Suppose you wanted to edit one of the images in the banner using the VEC. Disable JavaScript using **Configure** > **URL** and checking the box as shown below, timing it to disable when the carousel pauses on the image you would like to modify. Does the carousel stop rotating? ***Yes.***

Solutions to Exercise 3.5: Mobile Viewports

6. Where does this list of available viewports come from?
You can configure them in Setup > Preferences.
7. When would you use mobile viewports versus using a multipage activity to design experiences for your mobile sites?
Multipage activities work well for non-responsive sites, such as when you have separate sites with a distinct structure, such as www.mysite.com and m.mysite.com. Mobile viewports work well for responsive sites.

Solutions to Exercise 3.6: Experience Versions

3. In the new navigation rail that opens, create "UK Pound" and "US Dollar" versions.
   a. For the "UK Pound" version, select an audience that identifies visitors from the UK. For the "US Dollar" version, select an audience that identifies visitors from the US.
   b. In your own words, describe what each of these two versions will do. ***A visitor coming to the site from the UK, if entered into Experience A will see the Experience A > UK Pound version , and if entered into Experience B will see the Experience B > UK Pound version. On the other hand, a visitor coming to the site from the US, if entered into Experience A will see the Experience A > US Dollar version, and if entered into Experience B will see the Experience B > US Dollar version.***
   c. Will the reporting roll up to the Experience level or the Version (Audience) level? ***Reporting will be shown at the experience level for analysis purposes, so the performance of running the test at these higher-level "themes" versus not running the test at these higher-level themes can be compared.***
   d. True or False: When defining experience versions, Adobe recommends you define mutually exclusive audiences across your versions. ***True. We recommend this so it is always very clear which version a given visitor should see. If you do not use mutually exclusive audiences across your versions, meaning you have some visitors who qualify***

for more than one version, then the visitor may see the last version defined in the Visual Experience Composer, even if they qualified for the first version as well.

4. Examine the Target step of activity configuration.
   a. Can you still apply activity-level audience targeting to an activity that uses experience versions? ***Yes.***
   b. When activity-level audience targeting is used for an activity involving experience versions, how do the conditions defined at the activity level interact with conditions defined at the experience level? ***The audience qualification will occur as the intersection of activity and experience levels. Conditions for activity entry are combined with conditions for an experience version using an AND condition. If a visitor arrives who qualifies for the activity, but none of the experience versions, they will not enter the test. If that's not what you want—if you want a visitor who qualifies for the activity to definitely see one of the experience versions—then make sure to define a "catch-all" experience version that will ensure every visitor is at least entered into that version, and therefore, the activity as a whole.***
5. Examine the Goal & Settings step.
   a. True or False: It is recommended you add the same audiences that were used in the versions as segments for reporting. ***True.***

Solutions to Exercise 3.7: Form-based Activity Creation

1. Open a browser and navigate to the following page: *http://ats-sb.adobe.com/<YourUserName>/electronicsplus/*, being sure to substitute your assigned user name in place of <YourUserName>, and being sure to include the final slash (/) at the end of the URL.
   a. View the source of the page, and search on "mbox."
   b. Answer the following questions.
      i. Is there a reference to mbox.js on the page? ***Yes.***
      ii. What are the names of the mboxes on this page? List them here. Don't skip this step! ***userX_leftsidebar_specialoffer, userX_homePage_hero, and userX_homePage_leftsubitem, userX_homePage_rightsubitem***
      iii. Having viewed this page, would you now expect these mboxes to appear in the mboxes list in Target?
      Yes, because of lazy-loading.
2. *Return to http://ats-sb.adobe.com/<YourUserName>/electronicsplus/*. Add an item to the shopping cart, and proceed through the checkout funnel until you reach the order confirmation page that says "Thank you" on it.
   a. View the source of this "thank you for your purchase" page, and search on "mbox."
   b. Answer the following questions.

i. What is the name of the mbox on the bottom of this page? Name it here. Do not skip this step!
   userX_thankyouPage

ii. Having viewed this page, would you now expect this mbox to appear in the mboxes list of Target?
   Yes.

9. In your own words, describe what this activity will do.
   Visitors who qualify for this activity and enter Experience B will see alternate content appearing in the three locations in lieu of default content.

10. What do "Refinements" seem to allow you to do?
   Refinements enable location targeting. That is, they enable you to more precisely identify where you want the test to occur, by targeting on that location. They allow you to define the conditions that must be met in order for the content to be displayed in the location.

11. What does "Change Redirect Offer" do? Based on what you see, how would you define what a redirect offer is?
   "***Change Redirect Offer" allows you to select an existing redirect offer for the location in question, which causes the browser to redirect to a new page. You will learn more about redirect offers and practice building them in the Content chapter.***

Content

Overview

The chapters up to this point had you jump into Adobe Target and start creating activities and experiences involving image offers immediately. This was possible because, in the training environment, the Adobe Target Content Library was pre-populated with some content for you. How did those image offers get there? And for those who do not use the Content Library (who do not have Scene7), what are the options for accessing image offers stored in other systems? In this chapter, we cover the basics of content management in Adobe Target.

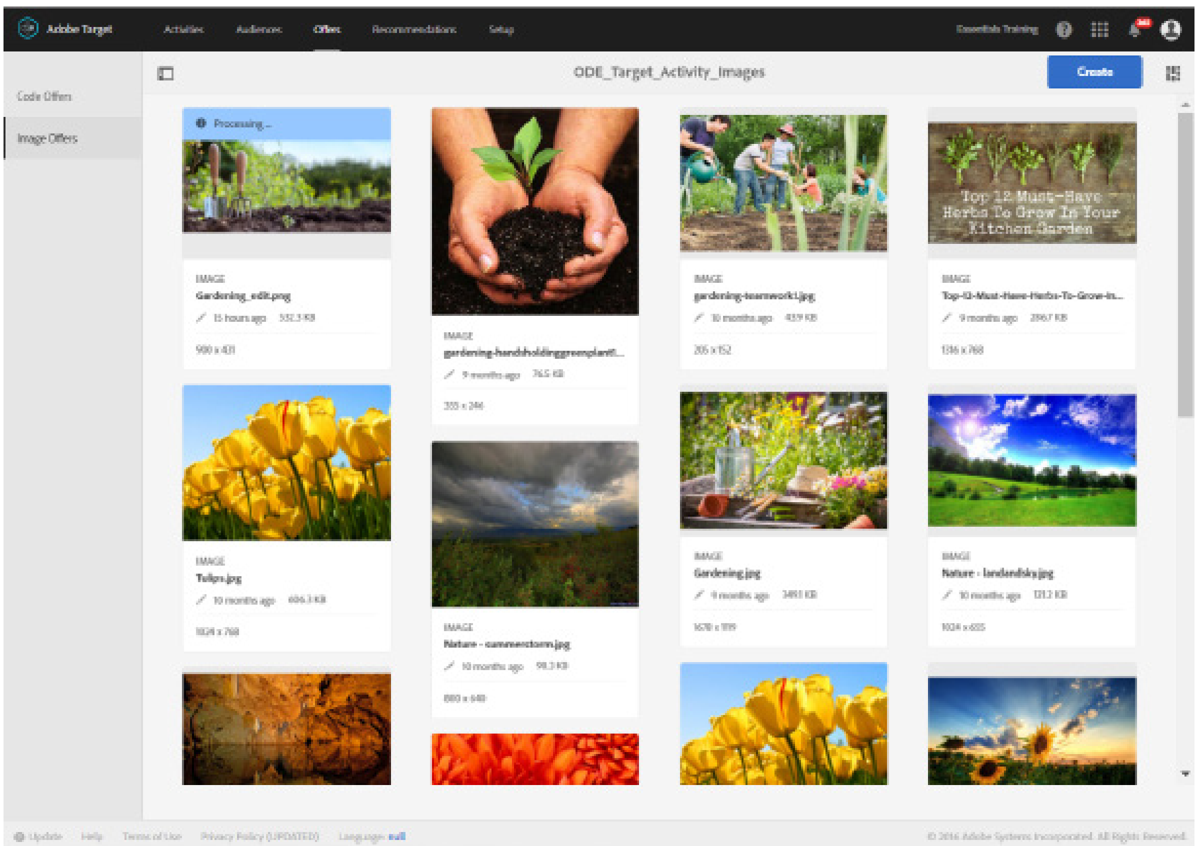
Objectives

By the end of this chapter you will be able to:

- Navigate the Content Library
- Create image offers and code offers
- Differentiate which aspects of the VEC are enabled by Scene7
- Use image offers in the VEC even if they are not enabled by Scene7

The Content Library

The Adobe Target Content Library enables marketers to manage the offers relevant to their optimization activities. It is integrated with the Marketing Cloud, giving marketers a set of capabilities that extend beyond Adobe Target to leverage assets (image offers) available across solutions. Not only are image offers organized and presented in a very visual way, but they can be accessed directly during activity setup in the Visual Experience Composer (VEC) using the **Swap Image** action, which we saw in the previous chapter.



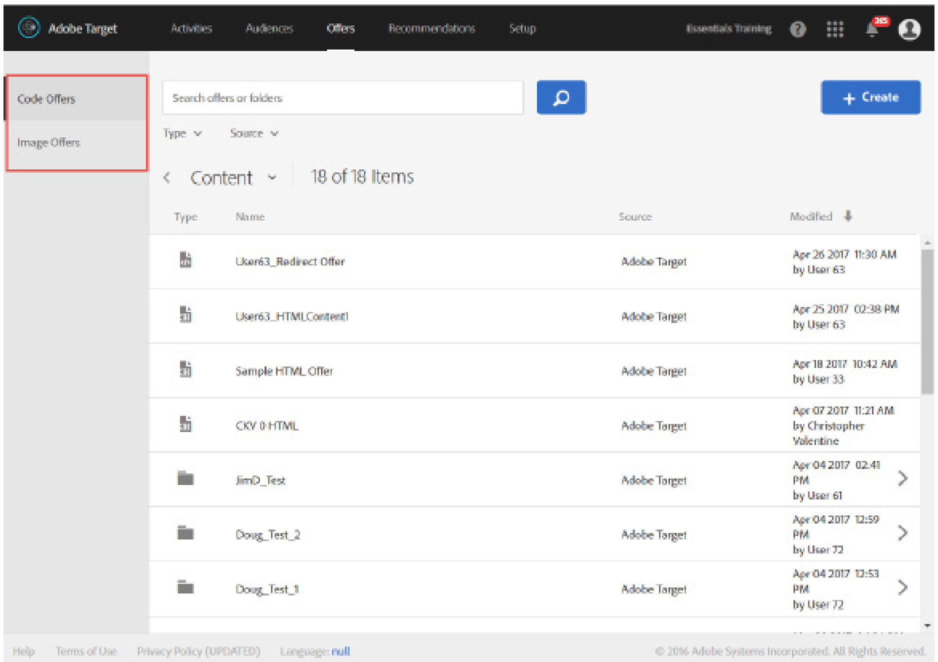
An example of a Content Library.

Key takeaway points regarding the Content Library:

- It is a central repository for managing all assets and offers.
- It allows for easy organization and re-use of content.

Content Overview

Content libraries may consist of both image offers or code offers, but it is all "content."



Content: All image offers and code offers available to use within Adobe Target.

An image offer is a visual asset. Code offers, on the other hand, contain HTML code or other code like JSON or raw text if using Target with APIs, reference a remote offer stored outside of Adobe Target, or involve a page redirect.

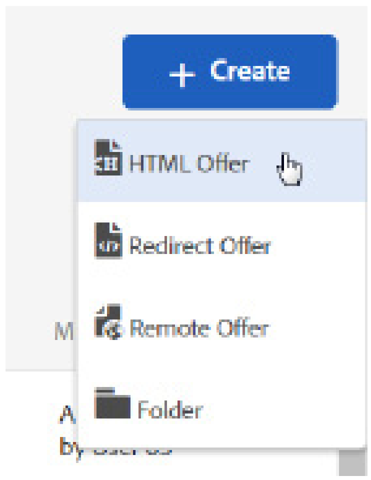
Image Offers: Visual assets

Code Offers: HTML offers, Remote offers, or Redirect offers

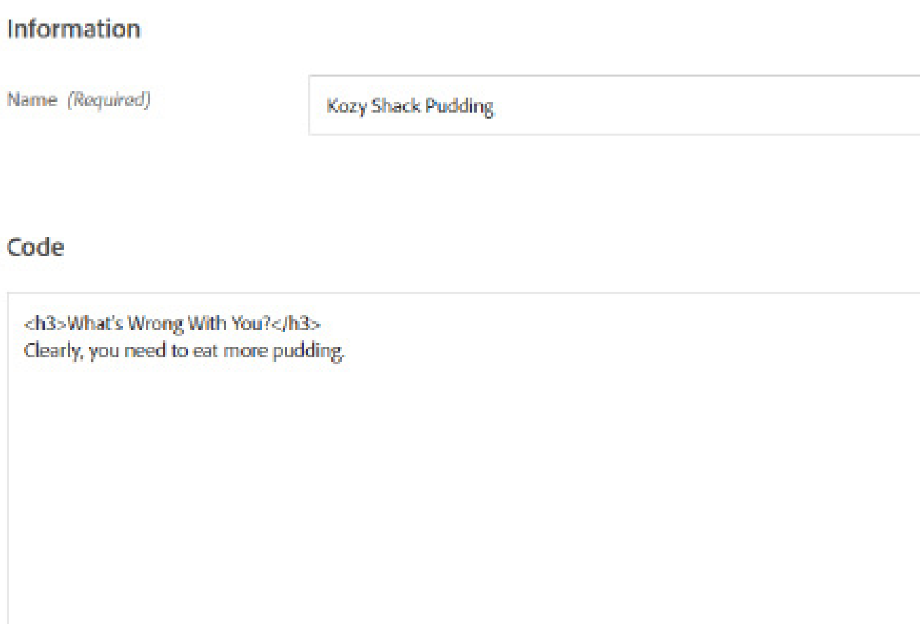
Let's take a closer look at code offers, and then circle back to image offers.

HTML Offers

This is a lighthearted example just to make it very clear how HTML offers work. It shows, first, how you can create an HTML offer.



In the window that appears, enter your HTML code.



After you create and save your HTML offer, you can use it in the Experience Composer (whether Visual or Form-based) in any location where HTML offers make sense. Or…even in locations where they do not make sense as shown here.

Inserting an HTML offer. Note the HTML offer code inherits all the CSS properties of the page.

While this HTML offer is strictly text-based, understand that you can use an HTML offer to do much, much more than display text. You can even create an offer that is essentially an image, if that is what you wanted to do, by writing HTML that points to any image in your company's content delivery network. And of course, you can write HTML that does a whole lot more than just pulling up an image or text.

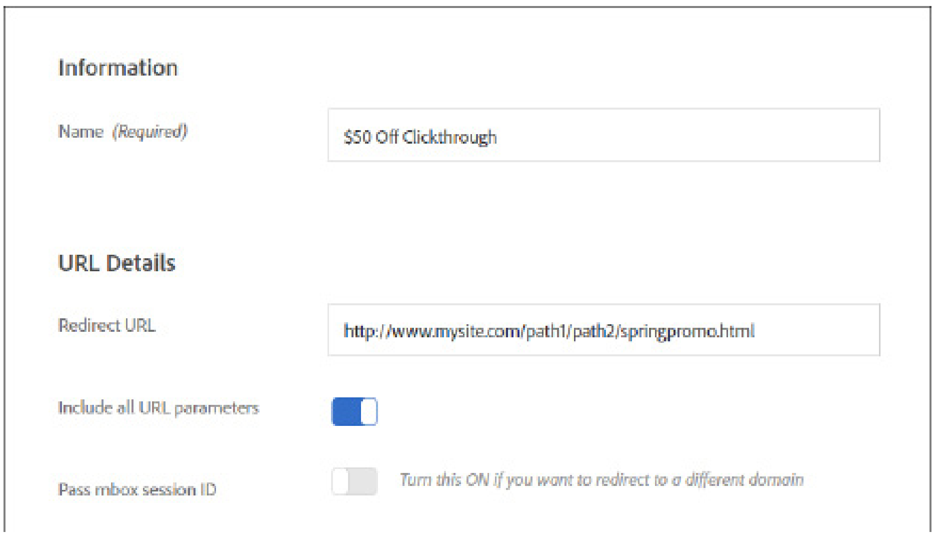
Exactly what kind of content is valid to be served by Adobe Target? Any content that can be served is fair game, including images, HTML, JavaScript, JSON, raw text, and so on. This means Adobe Target content may consist of dynamic content, such as weather updates, stock tickers, interactive maps, or dynamic data pulled from your database at load time. Content is extremely flexible in this respect. What we are establishing in this chapter is that this wide variety of content can be categorized as either an asset or an offer in Adobe Target.

Let's take a step back for a moment. If you can use HTML to display an image, then what are the guidelines for using image offers versus code offers in Adobe Target? We will cover that when we get to image offers. But first, let's discuss Redirect Offers.

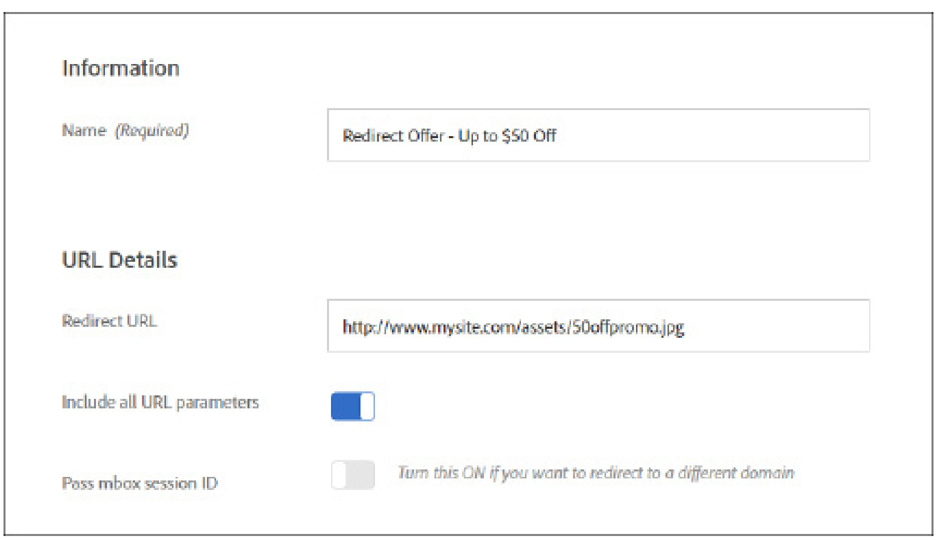
Redirect Offers

Redirect offers may be used in the Form-based Experience Composer (FEC) to either:

- Redirect to a new page when the page loads and the mbox call fires at the top of the page (a URL redirect offer)
- Load an asset (an image redirect offer)

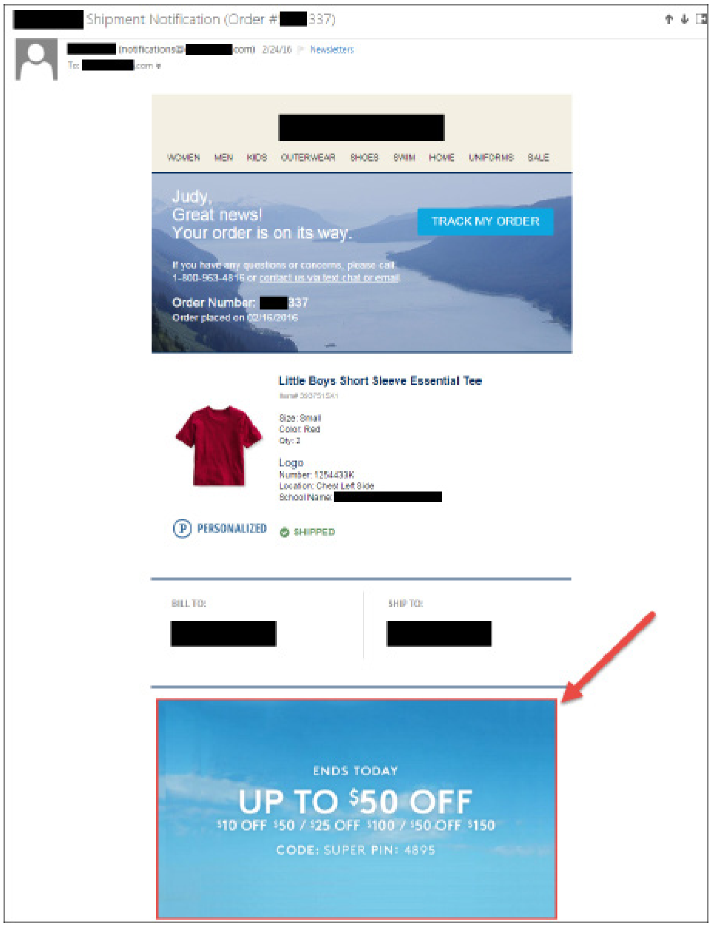


Redirect Offer to be used as a click-through URL



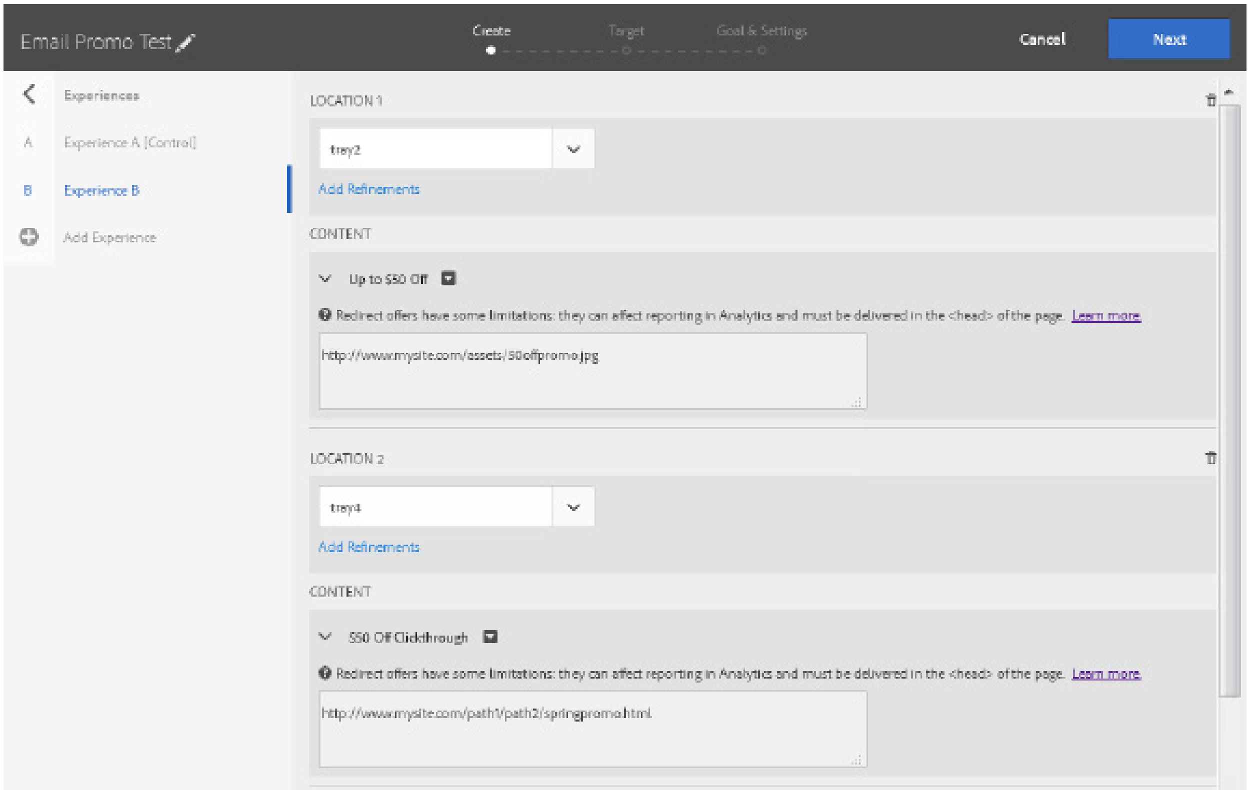
Redirect Offer to be used to serve an image

The primary use case for image redirect offers is to enable click-through redirection in a non-web environment, such as in an email, where JavaScript cannot be delivered directly. Tests may also be performed that compare different images served within the email to gauge which content translates to higher lift.



Email offer enabled by Redirect Offers to serve content or redirect click-throughs

In order to accomplish both image and URL redirection for a single piece of content—for example, a single ad displayed in an email—using redirect offers in the FEC, select the two locations that were established when constructing your email. One location receives the image redirect offer, and the other receives the URL redirect offer for click-through purposes. The key is both "locations" here would actually point to the same piece of content in the email from the recipient's perspective.



Redirect offers are used in the FEC, typically for the purpose of designing an activity for a non-web environment, such as in an email, where you cannot deliver JavaScript.

In the example shown above, "tray 2" and "tray4" are two locations that actually point to the same content within the email ad.

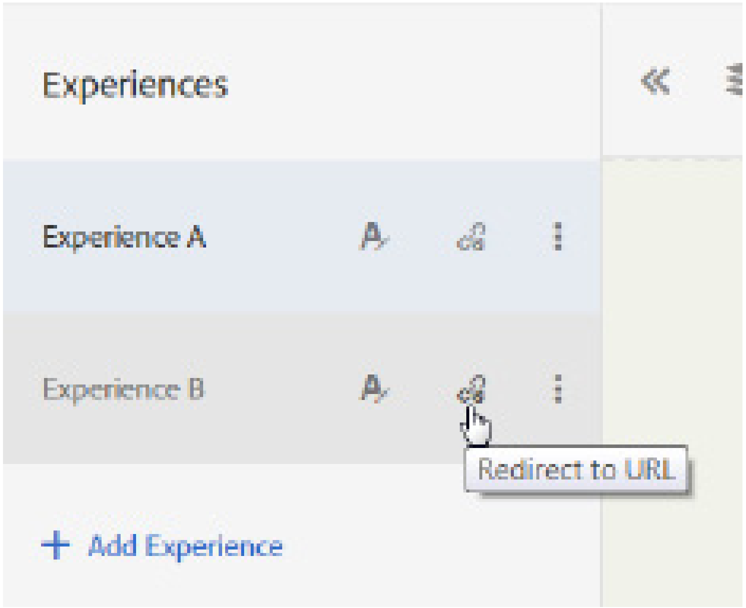
For redirect offers being used in an mbox call on a website, the redirect offer executes the JavaScript code required to redirect the browser. It uses the window.location.replace(); method, so the page the visitor is redirected from is not stored in the browser history. This allows the visitor to still use the back button in their browser. But when the mbox is an image or URL redirector as in the email scenario described above, JavaScript is not used to perform the redirect. Instead, an HTTP 302 response is used to redirect either to the image or to the link destination.

If you want to pass the referrer value of the landing page, either check "Include all URL parameters" for the Redirect Offer, or use an HTML offer instead (for web environments).[1] When enabled, the "Include all URL parameters" setting copies all the URL parameters from the first page and passes them to the second page.

For more information on configuring email offers, speak with your Target consultant.

1Note that HTML offer-based redirects do not work for A4T.

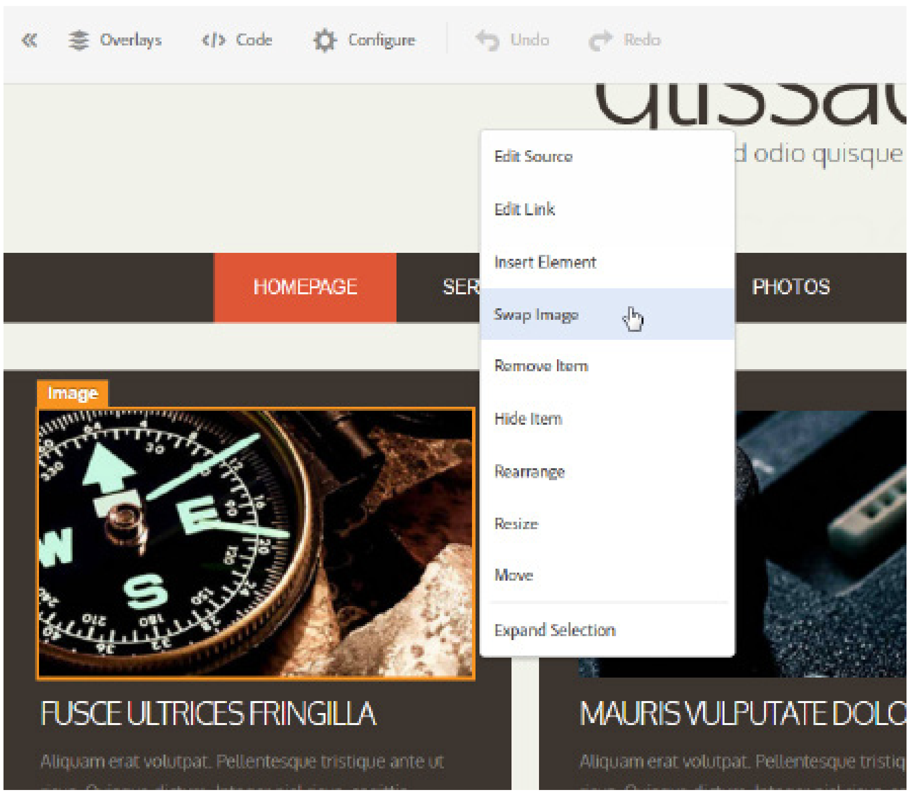
In the VEC, use Redirect to URL (as opposed to a redirect offer) to redirect the browser to a different page when the visitor sees that experience. Or, to modify clickthrough links on given elements, use Edit Link.



Defining an experience to redirect to an entirely different page, using the VEC.

Image Offers

Image offers are visual assets served by Adobe Target during activities. Thanks to fluid integration between Adobe Target and Scene7, having Scene7 enables you to upload image offers and access them using **Swap Image** in the Visual Experience Composer.

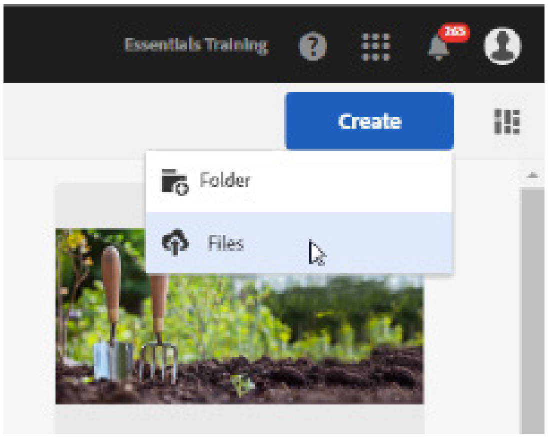


Scene7 enables the "Swap Image" option when clicking on an image in the Visual Experience Composer.

Note that although using Scene7 in this way confers some really cool functionality, it's certainly not necessary in order to use Adobe Target. In the absence of Scene7, you would use **Edit Source** to modify images in the VEC. Read on for additional details and examples.

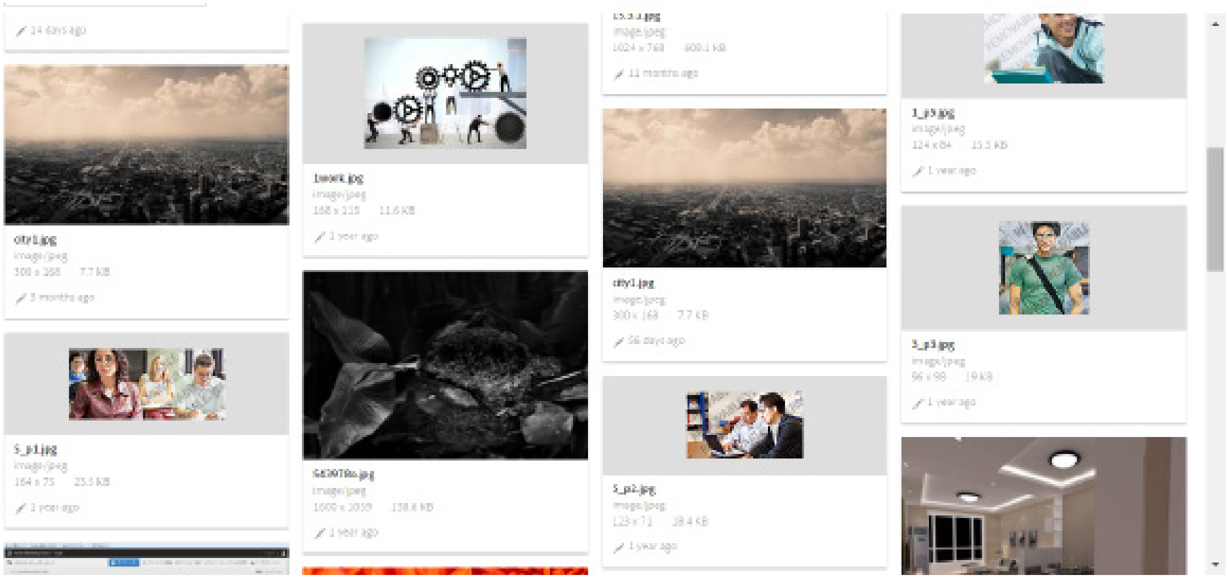
For Those Who Have Scene7

For Adobe Target implementations that use Scene7, you can use images that were uploaded to the Marketing Cloud. In the Content Library, under **Offers** > **Image Offers**, click **Create** > **Files**.



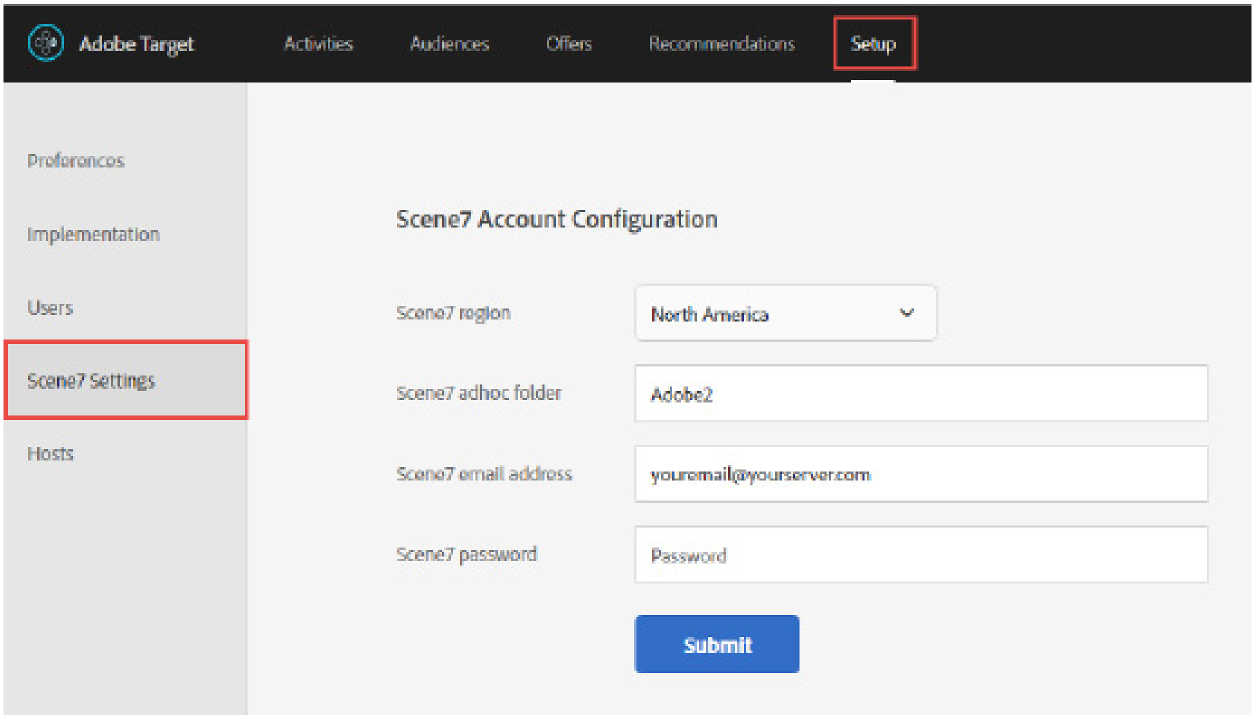
Uploading assets to the content library.

Any images you see in the Content Library were uploaded to the Marketing Cloud using this method, and are now available for use in Adobe Target activities.



Another sample content library of an account that uses Scene7.

To configure Scene7 connectivity, navigate to **Setup** > **Scene7 Settings**.

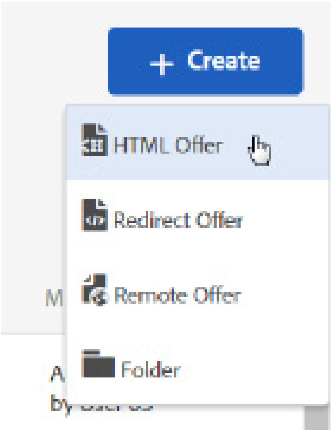


Submit your Scene7 region, adhoc folder name (the Scene7 folder into which you will be saving assets), and the email address and password you use to log in to Scene7.

Within the Visual Experience Composer, the corresponding action you will see when you have Scene7 and you want to swap content for a given image is **Swap Image** as previously shown.

For Those Who Are Not Using Scene7

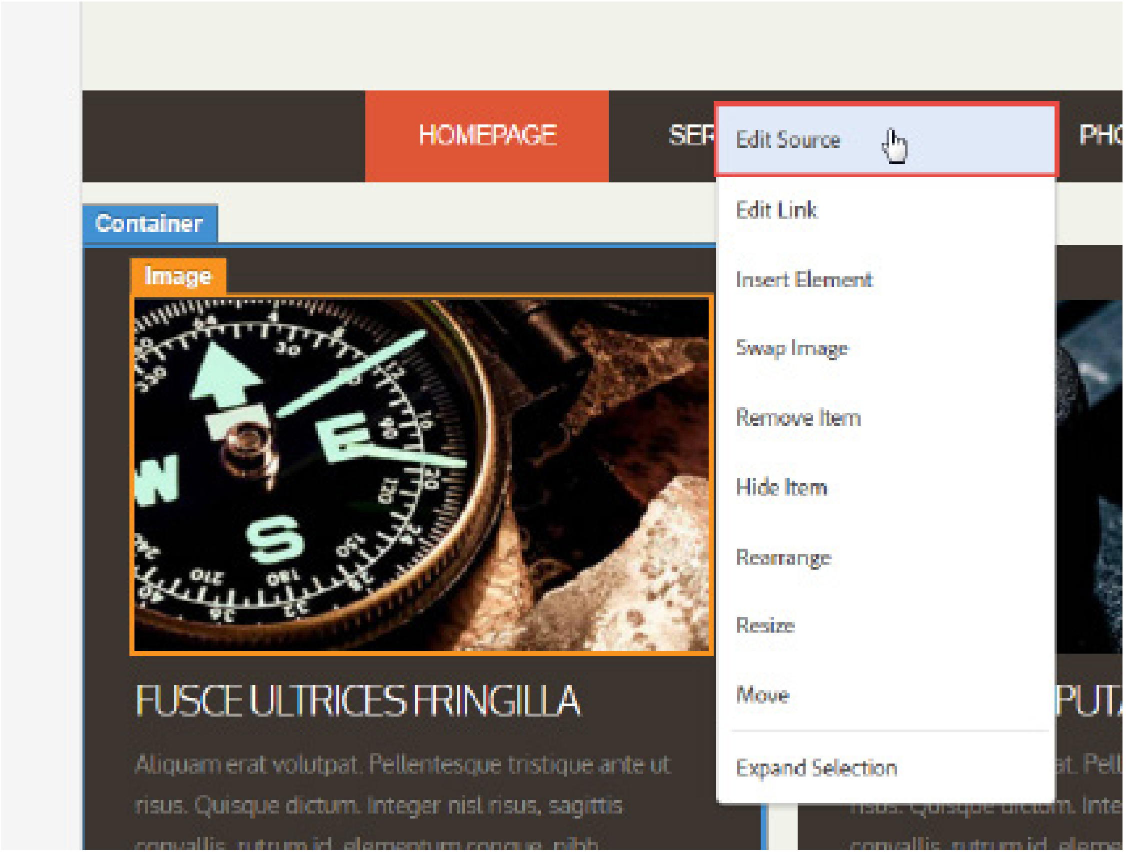
For Adobe Target implementations that do not use Scene7, you will not use the Content Library for image offers, but you can still use it for code offers. In the absence of Scene7, manage your content under **Offers** > **Code Offers**, by clicking **Create** > **Files**, as previously shown.



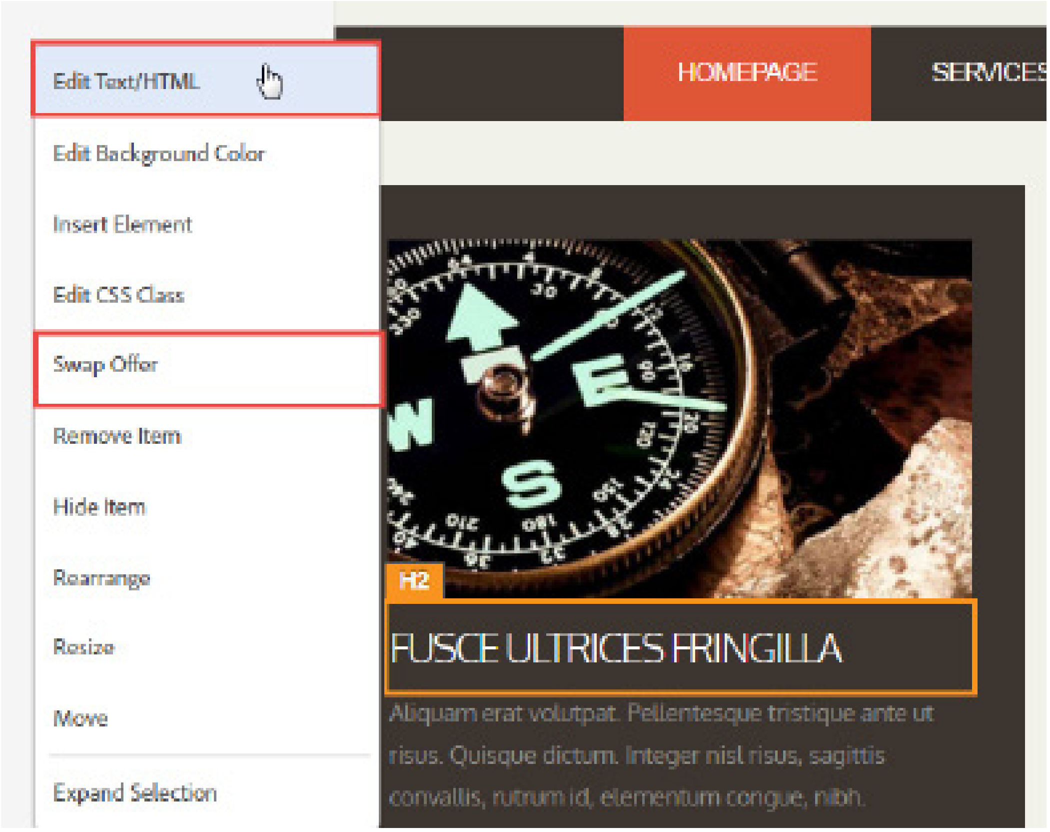
Creating code offers in the Content Library.

Note that adding code offers in this way is a feature that is also available when you have Scene7. The point being made here is that, without Scene7, it is the only option available for adding content to the Content Library, which means you may have code offers in the Content Library available for use in Adobe Target activities, but not image offers.

Within the Visual Experience Composer, the corresponding action you will use to edit *images* is **Edit Source**, while the actions you will use to edit *non-images* is the same as if you had Scene7: **Edit Text/HTML** for activity-specific content, or **Swap Offer** to use content from the content library.



In the absence of Scene7, use Edit Source to edit image elements.



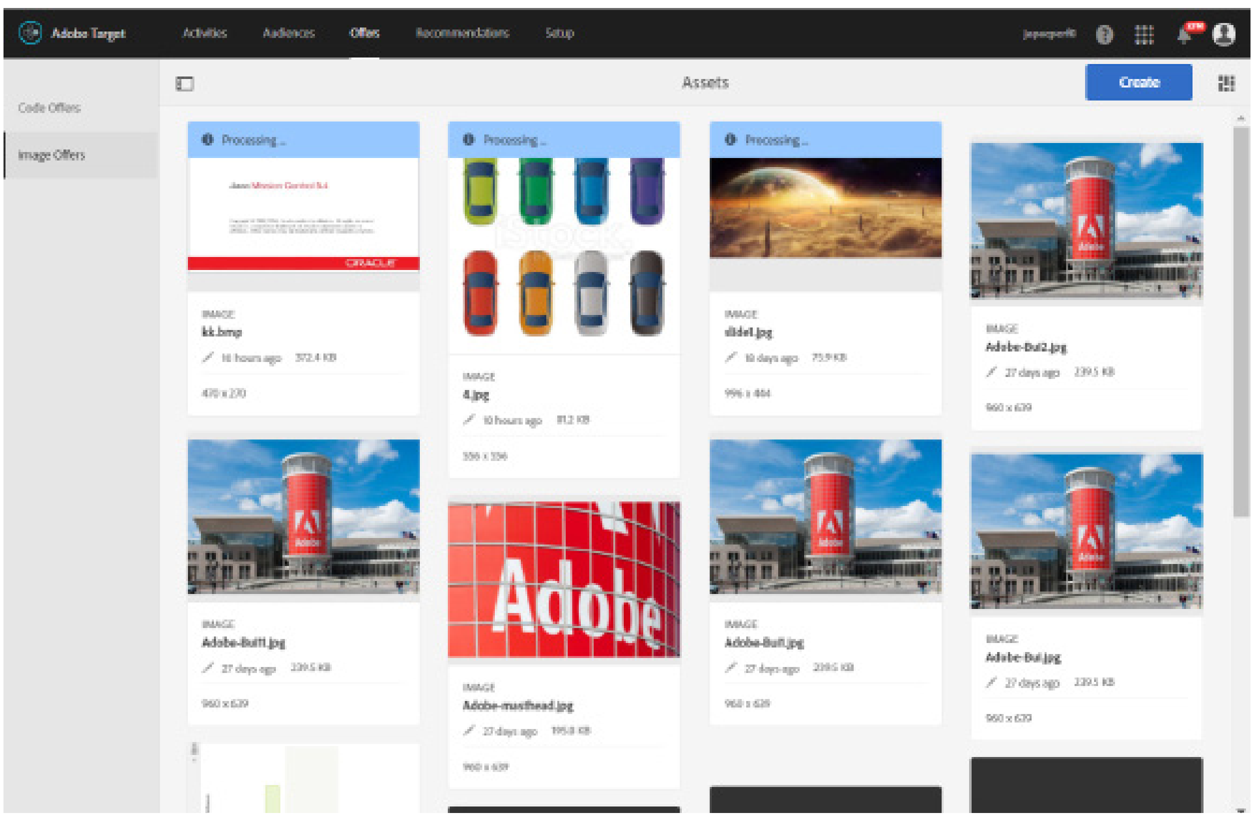
Regardless of whether you have Scene7 or not,
use Edit Text/HTML or Swap Offer to edit non-image elements.

Content Storage Summary

Here is a summary of Adobe Target content, presented from the perspective of content storage. In terms of storage, content may be hosted on:

- your server
- a third-party server
- the Adobe Marketing Cloud by using Scene7

Many users host content on their own server, referencing that location in Adobe Target. In the Visual Experience Composer, you can see and modify this when you **Edit Source** for an image. Similarly, if you already use a third-party server, you can continue to store content there, referencing that location in Adobe Target. (Again, using **Edit Source**.) Alternatively, you can use content uploaded to the Adobe Marketing Cloud using Scene7. (Using **Swap Image** or **Swap Offer**.)

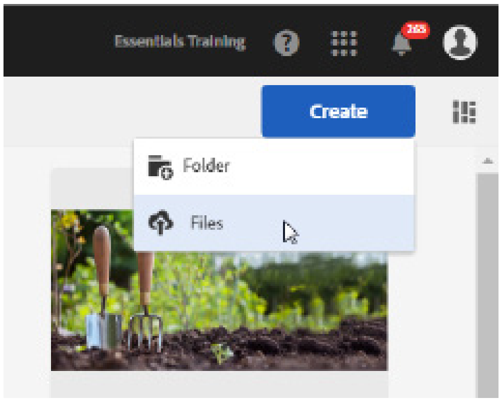


The content shown above has been uploaded to the Marketing Cloud and is now available for use in this company's activities.

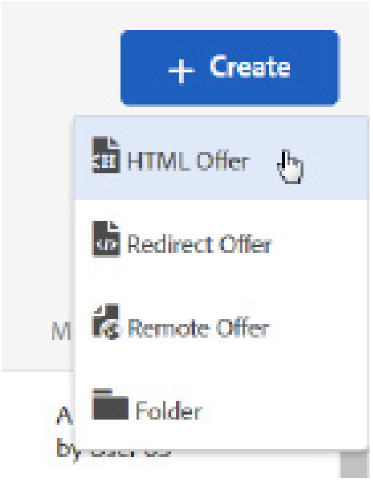
Exercise 4.1
Creating Offers using the Content Library

In this exercise, you create different offers and practice selecting them within an activity. (15 min)

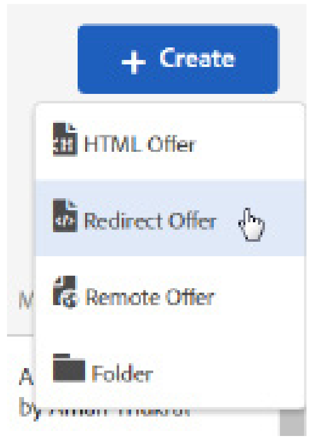
1. Navigate to **Setup** > **Scene7 Settings**. Is there a Scene7 account configured for this Adobe Target training account? *Do not modify these settings.*
2. Navigate to the Content Library by clicking **Offers** in the top navigation.
3. Begin to upload an image offer by navigating to **Offers** > **Image Offers**, then click **Create** > **Files**. *However, do not add any image offers to the training account.*

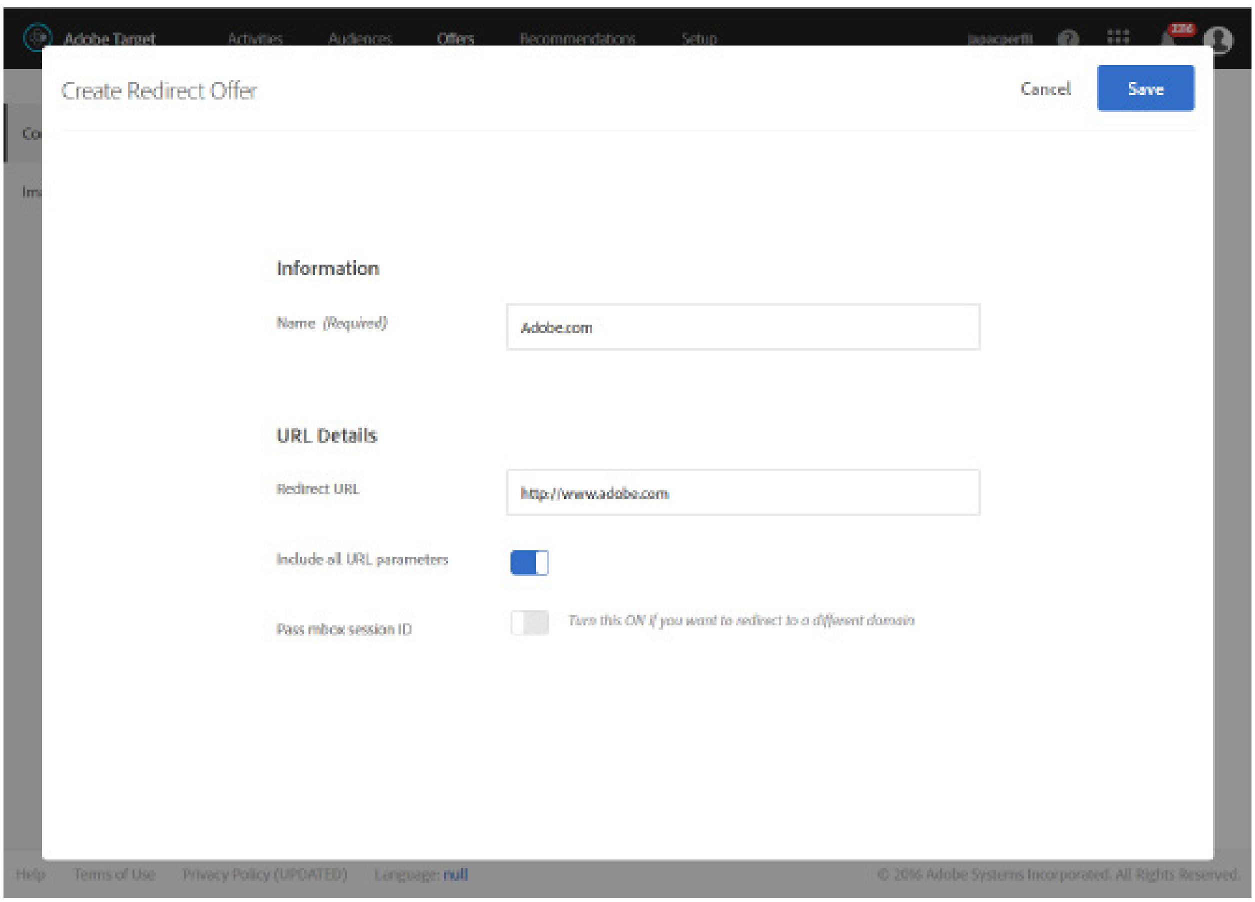


4. Practice adding an HTML offer to the Content Library by navigating to **Offers** > **Code Offers**, then click **Create** > **HTML Offer**. Name it using your username.



5. Practice adding a Redirect offer by navigating to **Offers** > **Code Offers**, then click **Create** > **Redirect Offer**. Name it using your username. You may define it as shown here, or create your own.



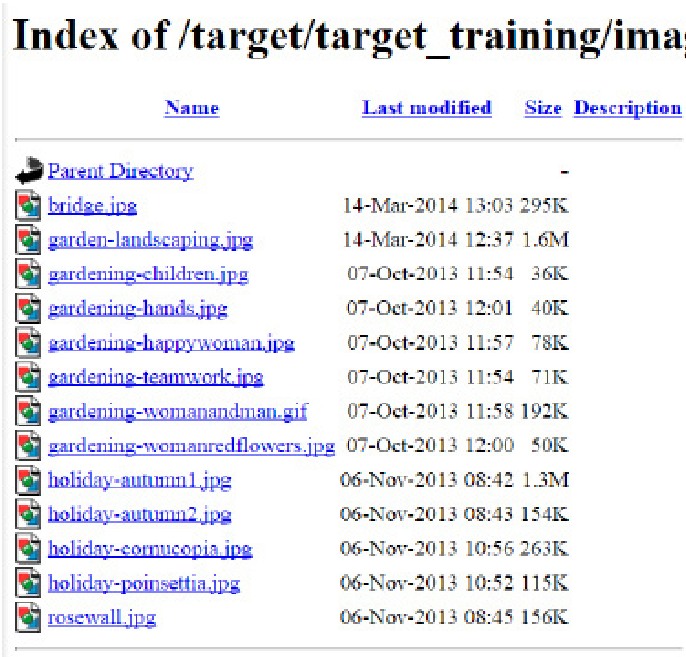


6. Create an activity and go to the Visual Experience Composer.
   a. Click on an image to **Swap Image**. Are you given the option to select the image offers stored in the content library?

b. Click on a text element to **Swap Offer**. Are you given the option to select the HTML offer you created?

c. Click on an image and select **Edit Source**. Examine the editing window that appears.

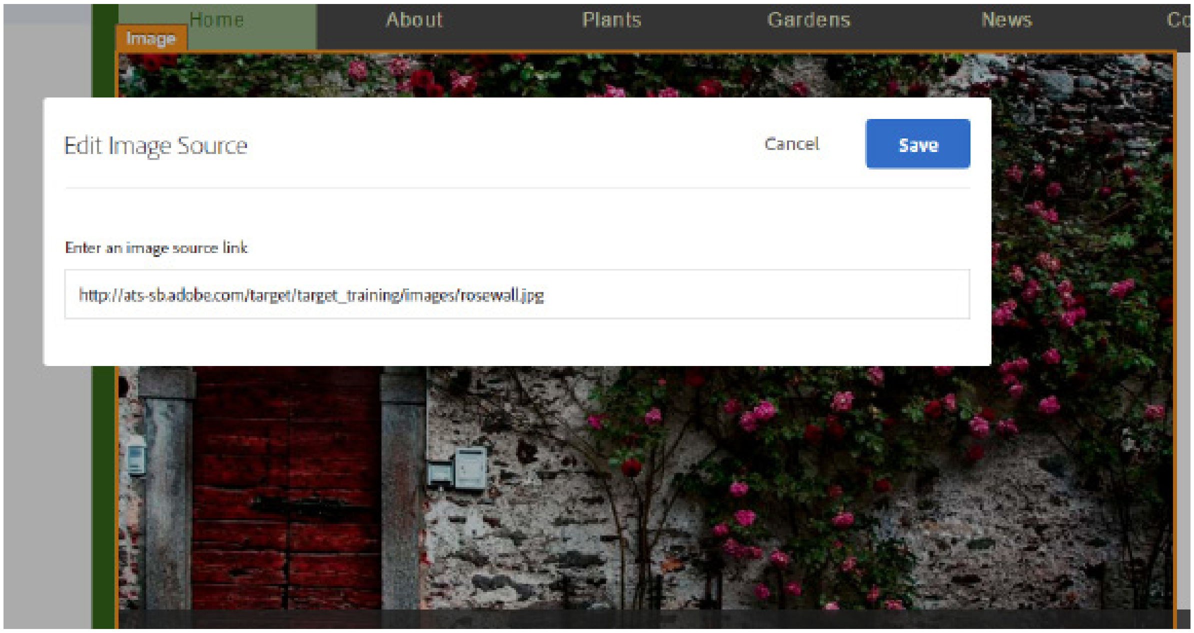
7. In a separate browser tab, navigate to *http://ats-sb.adobe.com/target/target_training/images/*. Note the images available to you. They should be similar to the following list.



Index of /target/target_training/images

Name	Last modified	Size	Description
Parent Directory		-	
bridge.jpg	14-Mar-2014 13:03	295K	
garden-landscaping.jpg	14-Mar-2014 12:37	1.6M	
gardening-children.jpg	07-Oct-2013 11:54	36K	
gardening-hands.jpg	07-Oct-2013 12:01	40K	
gardening-happywoman.jpg	07-Oct-2013 11:57	78K	
gardening-teamwork.jpg	07-Oct-2013 11:54	71K	
gardening-womanandman.gif	07-Oct-2013 11:58	192K	
gardening-womanredflowers.jpg	07-Oct-2013 12:00	50K	
holiday-autumn1.jpg	06-Nov-2013 08:42	1.3M	
holiday-autumn2.jpg	06-Nov-2013 08:43	154K	
holiday-cornucopia.jpg	06-Nov-2013 10:56	263K	
holiday-poinsettia.jpg	06-Nov-2013 10:52	115K	
rosewall.jpg	06-Nov-2013 08:45	156K	

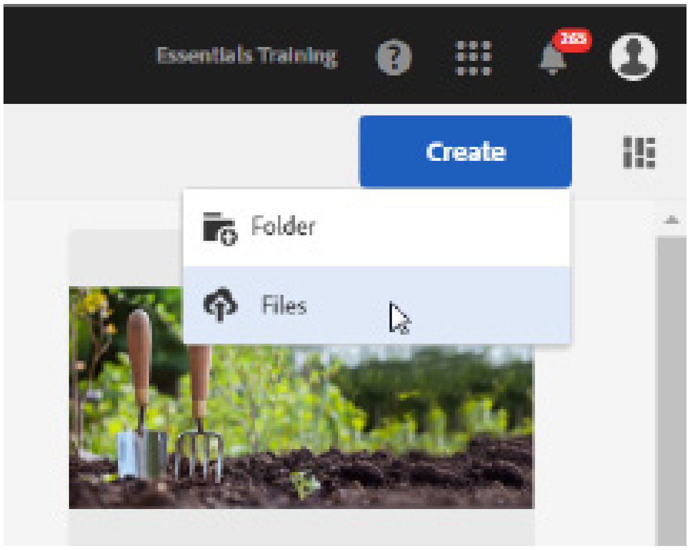
8. Use **Edit Source** and one of the images above in order to change the image in an experience of your activity. For example, this user has used **Edit Source** to change the header image to the rosewall.jpg file.



7. Cancel out of the activity creation without saving.
8. Create an activity using the Form-based Experience Composer.
    a. Select a location.
    b. Click to change the content for the location and select **Change Redirect Offer**.
    c. Verify the redirect offer you created earlier is available for selection.
9. If time permits, save and test your activity.

Group Questions

1. If you do not have Scene7, can you use the Content Library?
2. If you do not have Scene7, can you upload image offers as shown here?



3. Are you saying you cannot use images in Adobe Target unless you have Scene7?
4. If you do not have Scene7, what do you select in the Visual Experience Composer to choose different images as content?

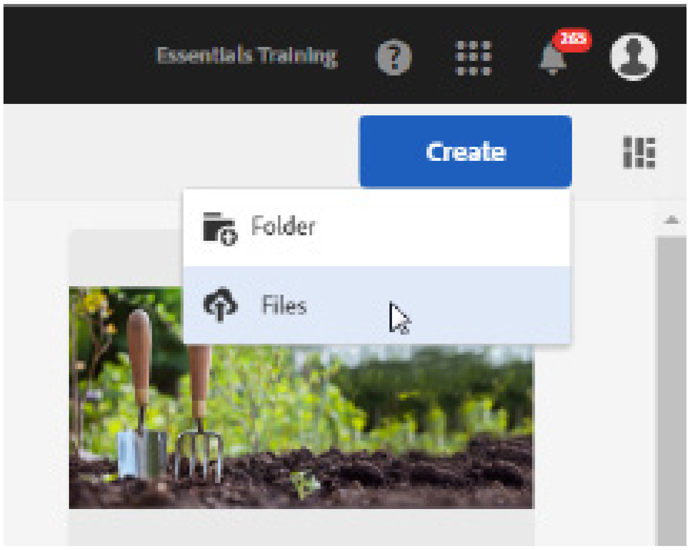
Solutions to Exercises

Answers to Group Questions

1. If you do not have Scene7, can you use the Content Library?

Yes. You can use it to add Code Offers.

2. If you do not have Scene7, can you upload image offers as shown here?



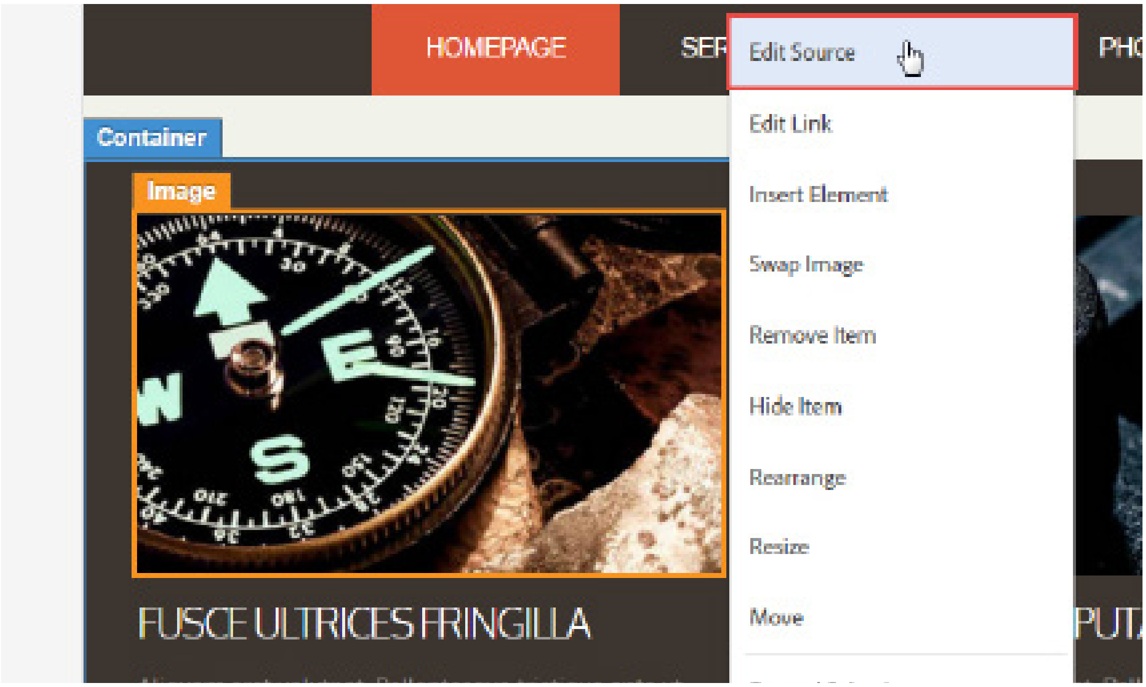
Yes, but you will not be able to use them in Adobe Target. Uploading and using image offers requires a Scene7 account to access the Marketing Cloud Digital Asset library.

3. Are you saying you can't use images in Adobe Target unless you have Scene7?

Not at all! You can absolutely use images even if you don't have Scene7, you just would not use the Content library and its Image Offers for this. Note one of the main advantages of the Content library is the ability to reuse content in multiple activities instead of having to enter the code directly into the activity, as is required with Edit Source.

4. If you do not have Scene7, what do you select in the Visual Experience Composer to choose different images as content?

In the absence of Scene7, use Edit Source instead of Swap Image.



Audiences and Targeting

Overview

Now that you know how to create a basic activity and review the results of that activity, it is time to take a step back and learn how to evaluate those results by using audiences. Since audiences are also used to target activities, they are involved on both ends of the optimization cycle, both in activity design as well as evaluation. This chapter reviews and goes into further detail on both of these aspects of audiences, but it is worth noting it does not cover every option available during audience creation. For a more thorough discussion of all of the parameters involved in audience creation, see additional training classes or speak with your instructor.

Objectives

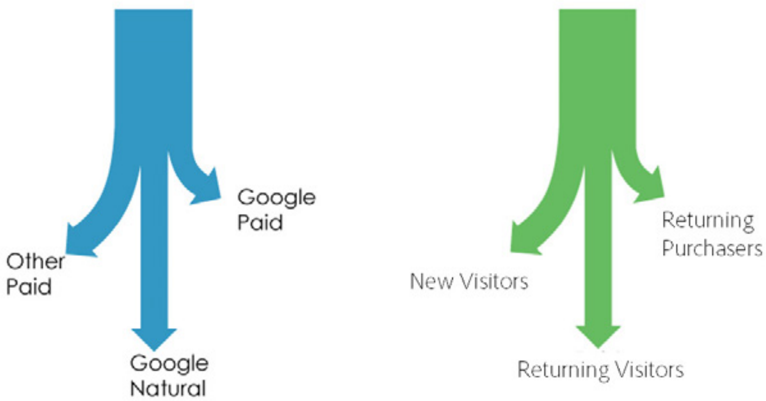
By the end of this chapter, you will be able to:

- Define an Adobe Target audience
- Explain the value of audiences
- Create basic audiences
- Create audiences using profile scripts
- Use audiences to target
- Use audiences to filter report results
- Use activity entry targeting percentages to limit audience entry

Introduction to Audiences

What is an Audience?

An audience is a group of people who share a certain characteristic (or set of characteristics). Examples of audiences could include: Visitors from Google, Visitors from Yahoo, Visitors who purchased in the past, Registered Users, Unregistered Users, Males, Females, Visitors over 50 years of age, and so on. As you can see from this brief list of examples, the possibilities for defining audiences are endless.



The example on the left divides traffic into the following audiences:

- Visitors from Google who used paid keywords
- Visitors from Google who used natural keywords
- Visitors from all other search engines who used paid keywords

The example on the right divides traffic into the following audiences:

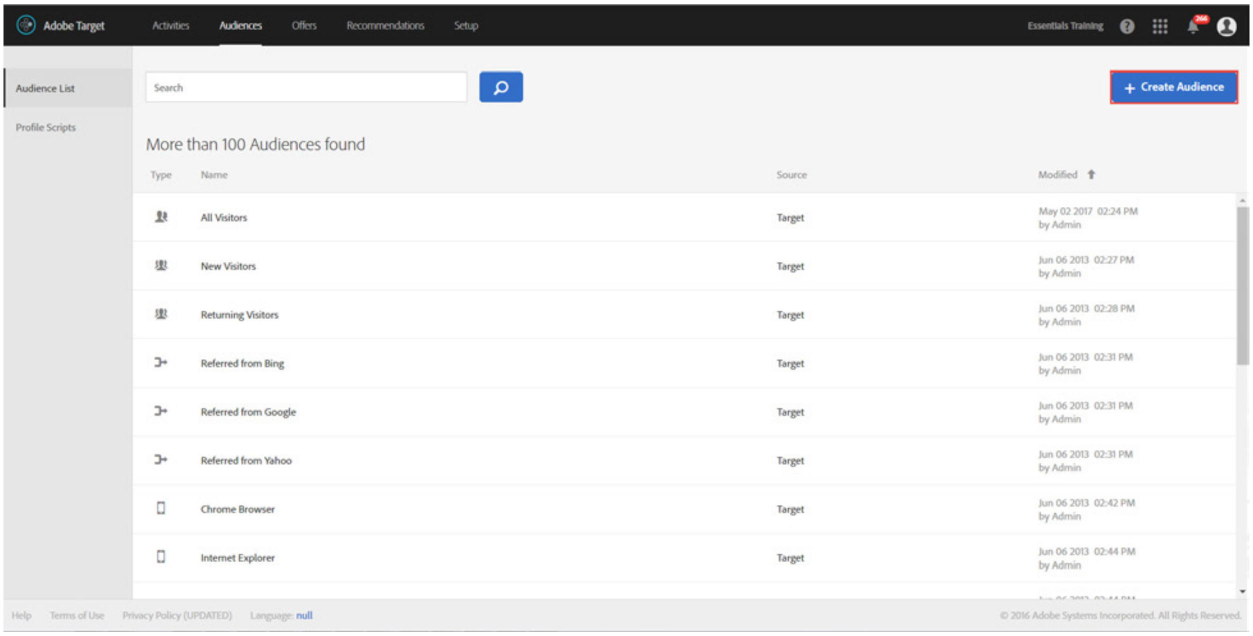
- New visitors
- Returning visitors
- Returning purchasers

How does Adobe Target Approach Audiences?

You may define Adobe Target audiences as saved audiences or activity-specific audiences. Saved audiences appear in the Audiences list. They are defined and saved once, then used (for targeting or as a report filter) in multiple activities. Any changes to a saved audience's definition will immediately be reflected across all activities in which it is being used. By contrast, activity-specific audiences, as the name implies, are defined for targeting an activity, but are not visible or reusable outside that activity.

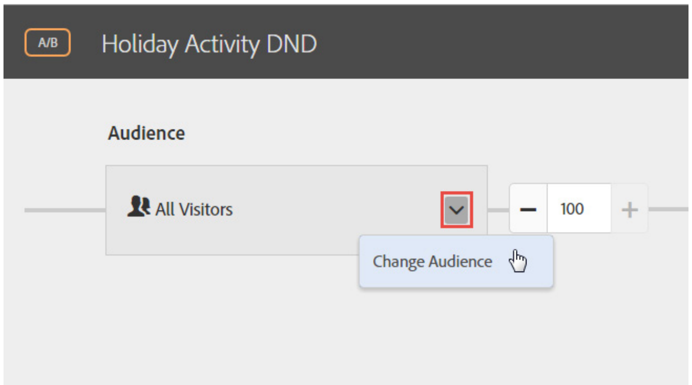
How Do You Create Saved Audiences?

To create a saved audience, navigate to the **Audiences** list and click **Create Audience**.



This opens the audience configuration panel, the details of which will be reviewed later. Once created, the audience is available for use (targeting or report filtering) within any activity.

You may also create a saved audience directly within the activity creation workflow. In the **Target** step, click to change the Audience.

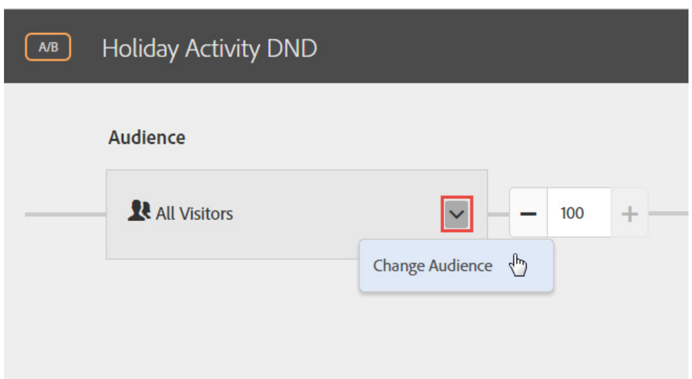


In the **Choose Audience** panel that opens, click **Create Audience**.

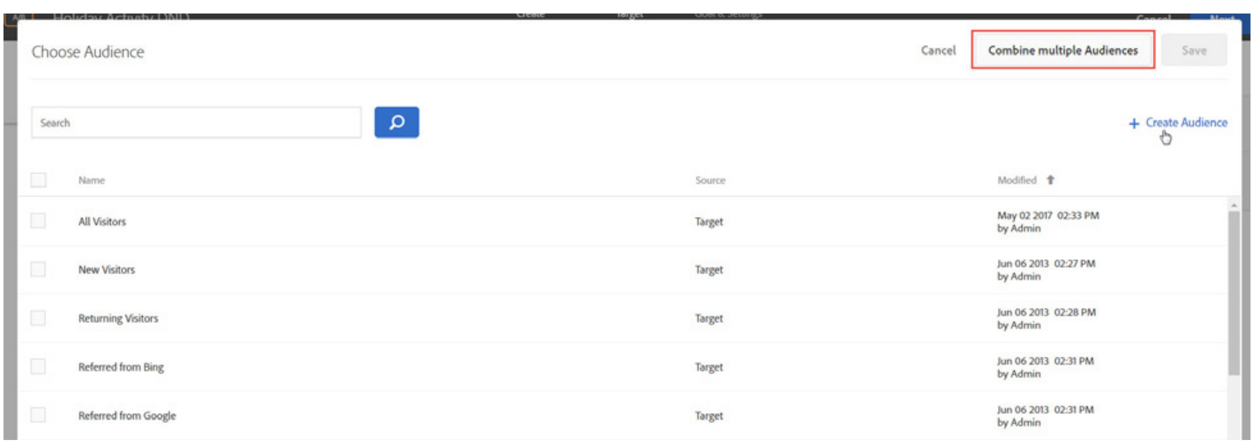
Any audience you define here will appear in the **Audiences** list and be useable in other activities.

How Do You Create Activity-Specific Audiences?

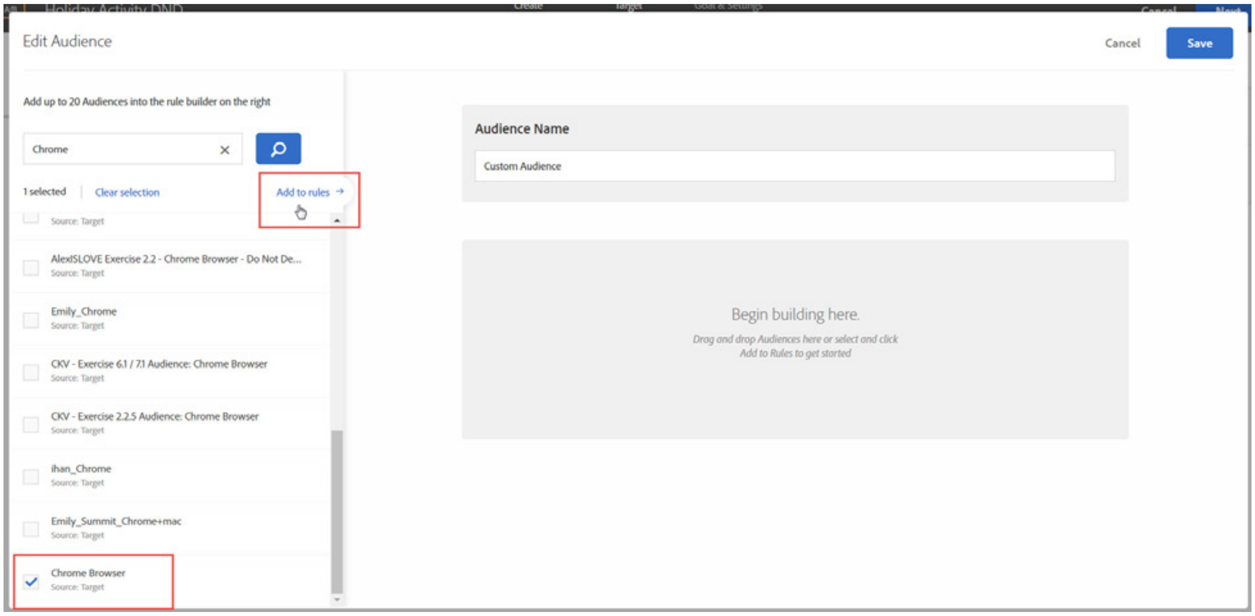
To create an activity-specific audience, once again, click to change the audience when in the Targeting step of activity configuration.



But this time, instead of clicking Create Audience, click **Combine multiple Audiences**.

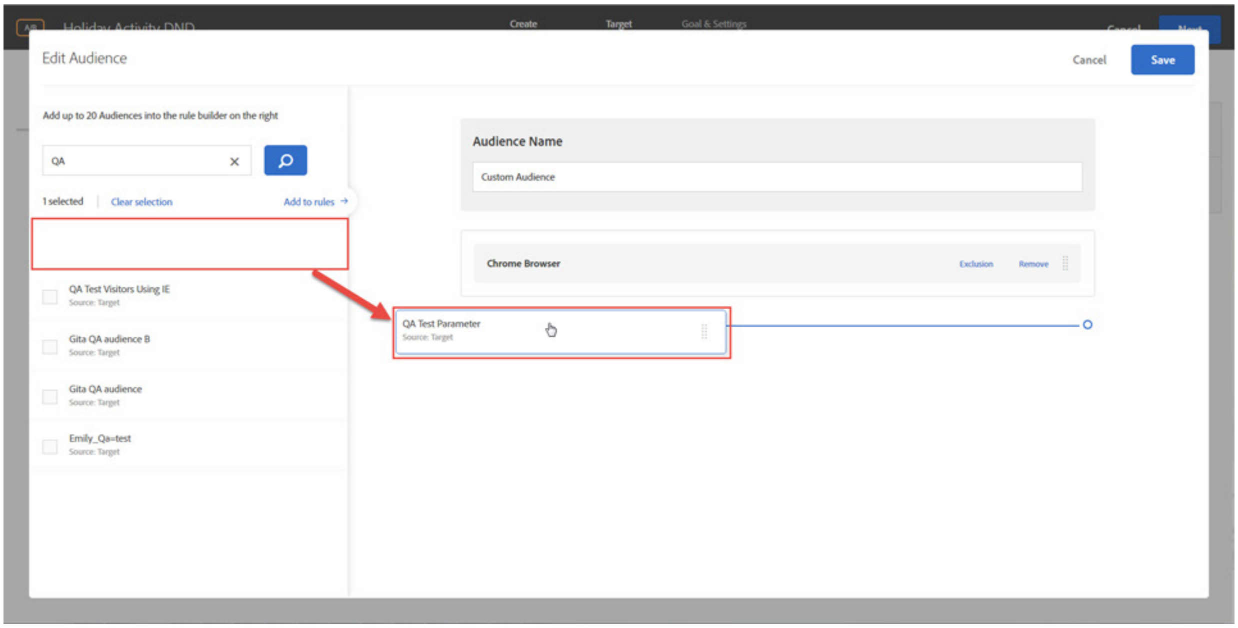


In the **Edit Audience** panel that appears, select from the list of saved audiences to build your audience criteria. Either click **Add to rules** to add that audience to your audience definition...



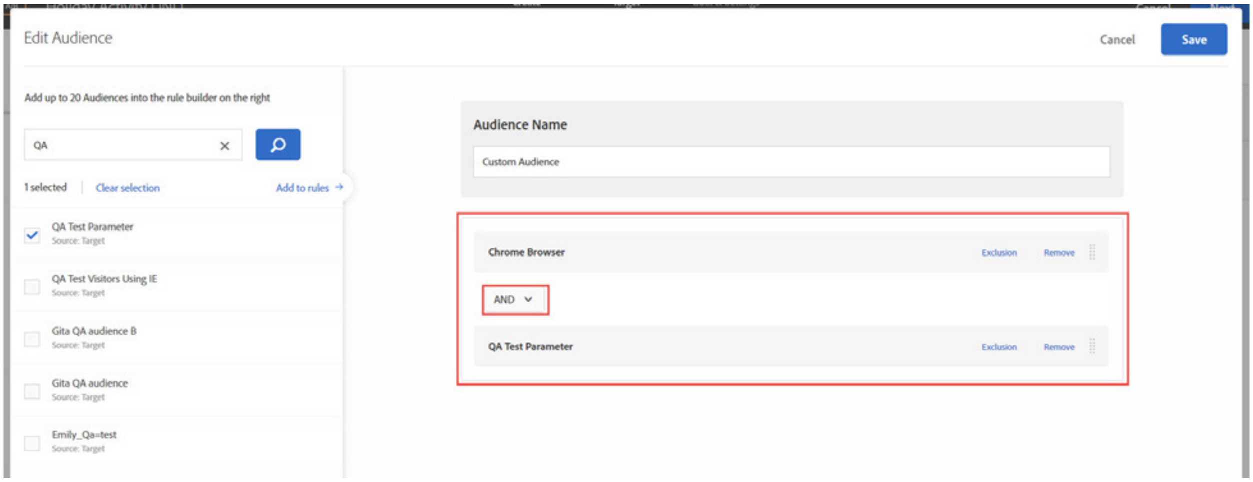
Adding the saved audience called "Chrome Browser" to an activity-specific audience definition by clicking "Add to rules."

... or drag-and-drop a saved audience to add it to your audience definition.

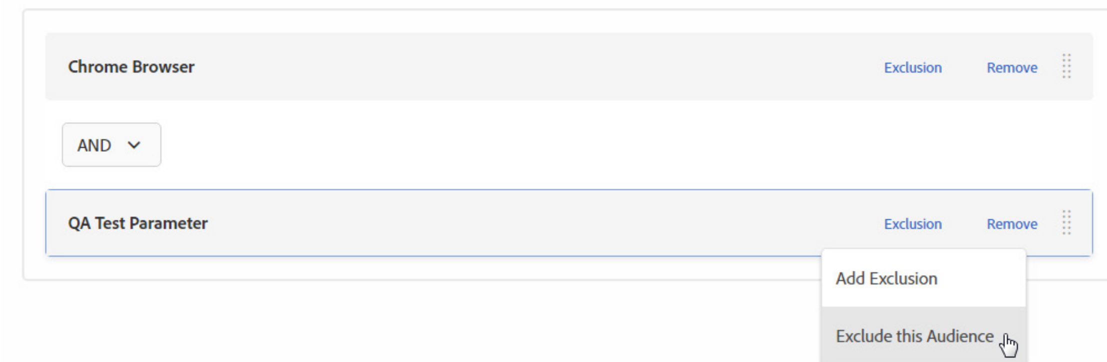


Adding the saved audience called "QA Test Parameter" to an activity-specific audience definition by dragging-and-dropping.

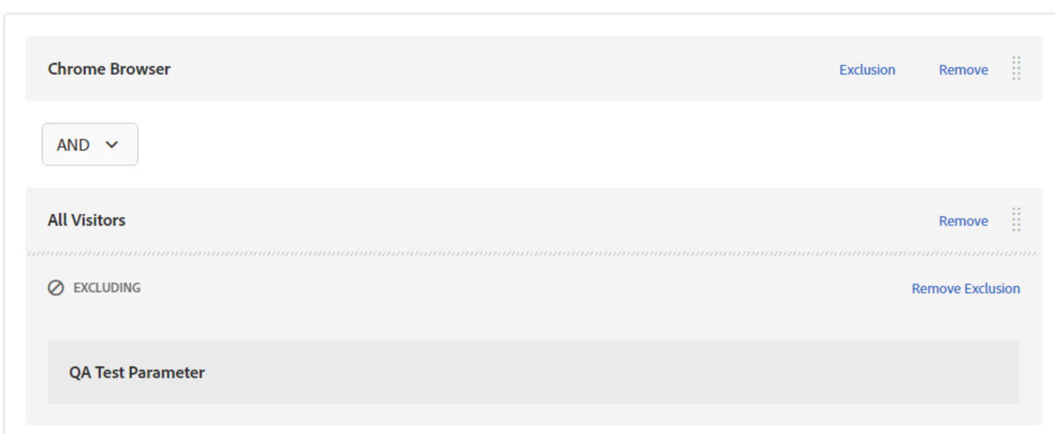
When you have more than one saved audience included as part of your activity-specific audience definition, you may choose whether you want to combine them using an AND or an OR.



You may also apply exclusions. You may either exclude a saved audience entirely (the logical equivalent of saying NOT this audience):

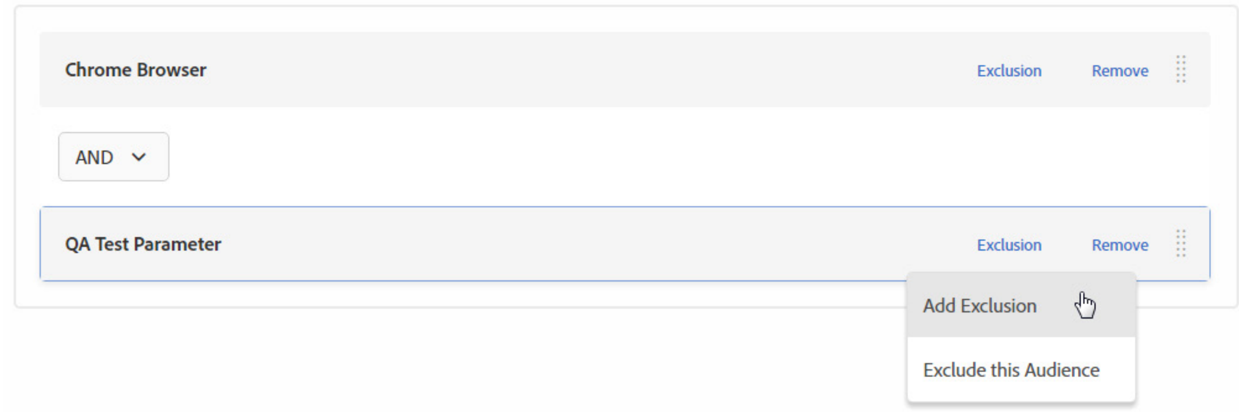


Excluding an audience by selecting "Exclude this Audience."



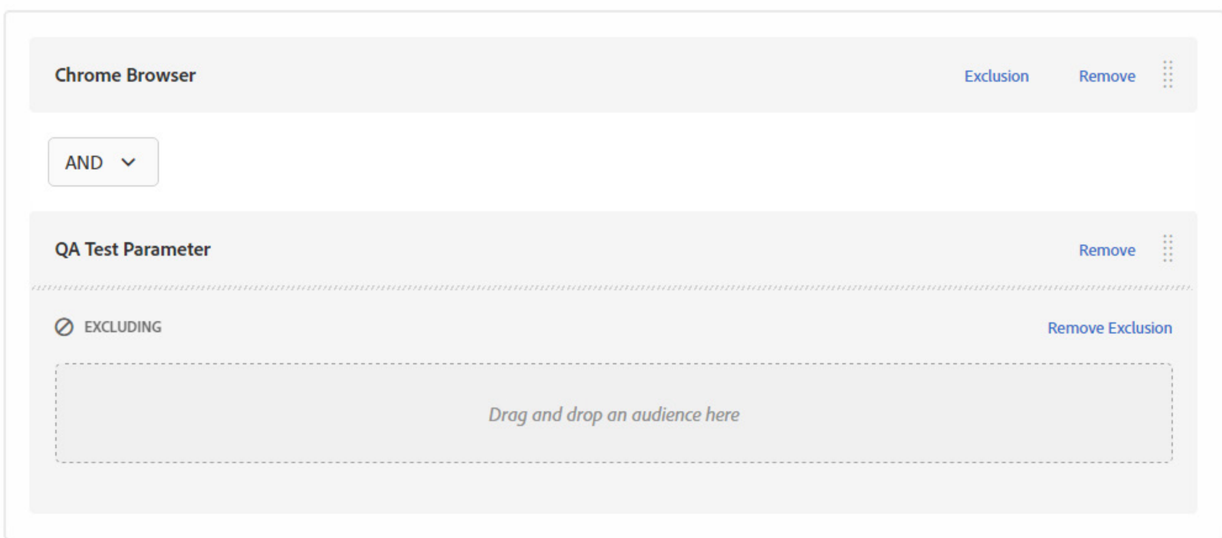
Results of excluding an audience.

Or, you may include an audience, while excluding a portion of it.



Excluding a portion of an audience by selecting "Add Exclusion."

This activates a panel in which you may drag and drop an audience that captures the conditions you want to exclude from the selected audience.



Drag and drop to define the portion of the audience you would like excluded from the selected audience.

Once saved, an activity-specific audience will only allow visitors into the activity if they meet the criteria specified. The combination of audiences you defined will only apply to that specific activity; it will not appear in the Audiences list, nor will it be reusable.

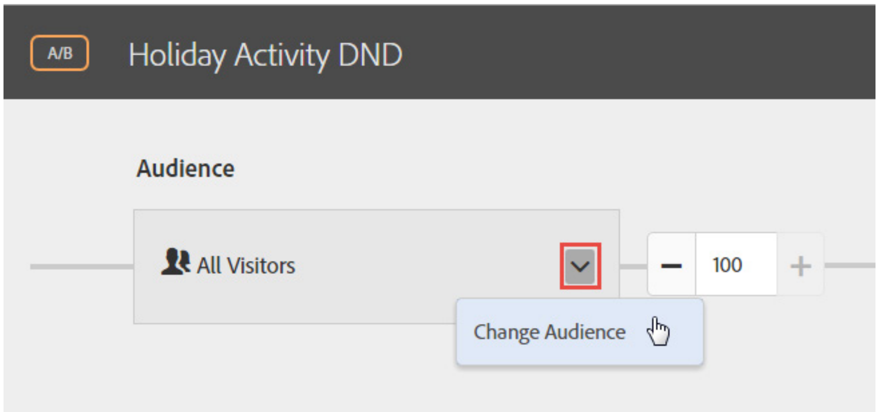
How Do You Use Audiences in Adobe Target?

There are two ways to use audiences in Adobe Target:

- To target activities
- To filter reports

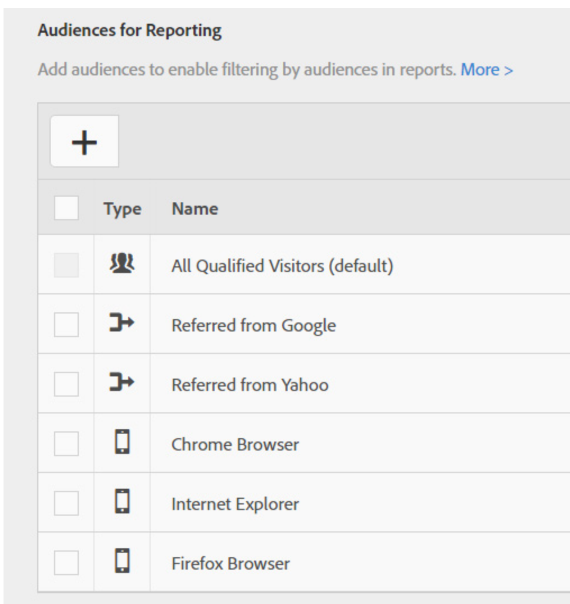
Using Audiences to Target Activities

We just walked through this, but to target an A/B activity so only visitors who meet a set of criteria are allowed to see its experiences, click to change the audience while in the Targeting step of activity configuration.[1]



Using Audiences to Filter Reports

Audiences are not only used for activity qualification, but also during activity evaluation. Once data begins to be collected, you will be able to filter your activity reports by that audience. We will review this process in greater detail later, but for now, understand that the key point is to remember to specify your audience filters during the final step of activity creation.

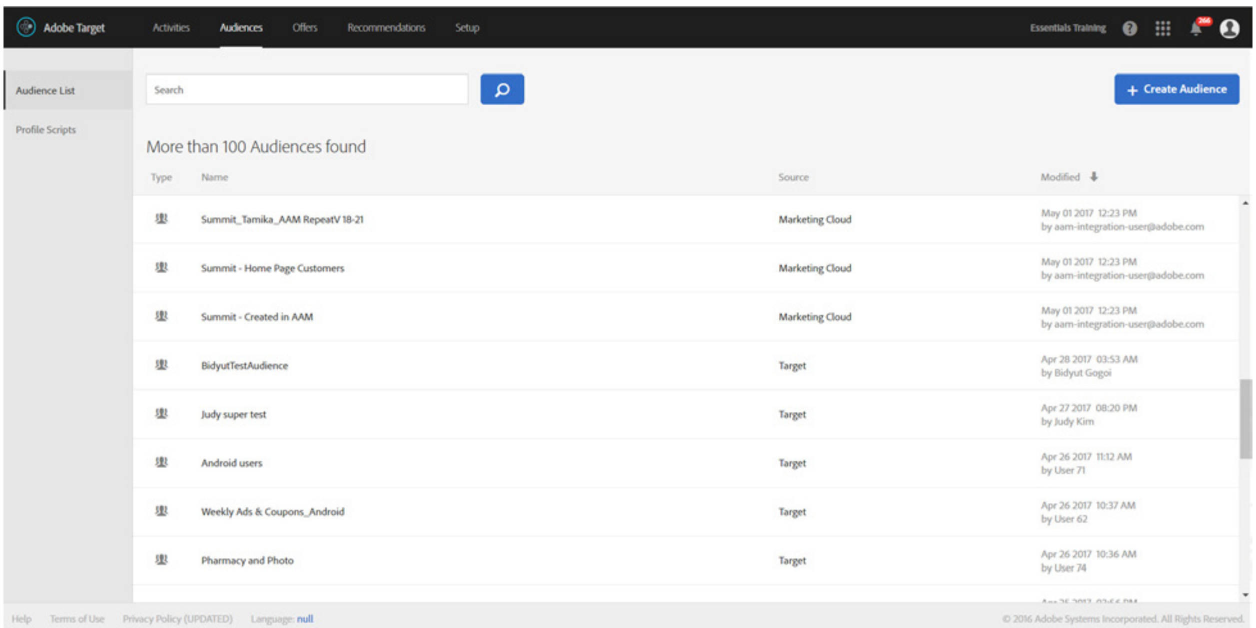


Defining audience filters during the Goal & Settings step of activity creation. Click the plus sign to select audiences of interest from the Audiences list.

1 Note the options differ for Experience Targeting (XT) and Automated Personalization (AP) tests. In XT, you specify targeting in the VEC/FEC, and in AP, you can target at the offer level.

The Audiences List

Let's take a closer look at the Audiences list. The Audiences list provides a central repository for creating and managing saved audiences.



The "Source" column indicates where the audience came from. The Audiences list displays audiences shared across several Marketing Cloud solutions—for now between Adobe Analytics, Audience Manager, and Adobe Target, using the Marketing Cloud ID service and the People core service. In the future, audience sharing may be extended across additional solutions. Regardless, this shared visitor profile capability enabled by the People core service means you can configure segments in Adobe Analytics or Adobe Audience Manager, then target an activity to that segment in Adobe Target. If this capability is enabled for your account, you may see "Marketing Cloud" or other values as potential "Sources." For more information, see additional Adobe Target training, or speak with your instructor.

The Audiences list holds two types of audiences.

- Pre-built audiences
- Custom audiences

Pre-built audiences

Adobe Target provides several pre-built audiences. This means even if you log in to Adobe Target for the first time, there will already be some audiences ready for you to use, visible in the Audiences list.

Pre-built Audiences list:

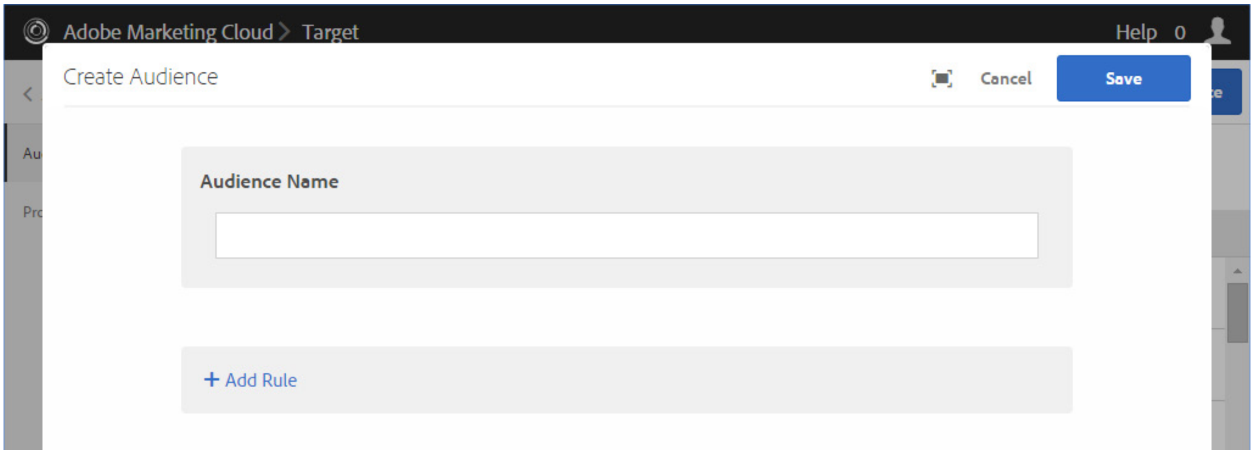
NOTE: This list may change over time, depending on the Adobe Target version.

- All Visitors
- New Visitors
- Returning Visitors
- Tablet Device
- Windows Operating System
- Mac OS Operating System
- Linux Operating System
- Safari Browser
- Firefox Browser
- Internet Explorer
- Chrome Browser
- Referred from Yahoo
- Referred from Google
- Referred from Bing

In addition to pre-built audiences, Target also allows for custom audiences, which are audiences you create yourself. Before creating a custom audience, check the list of pre-built audiences to see if one may already exist that represents the visitors you are interested in.

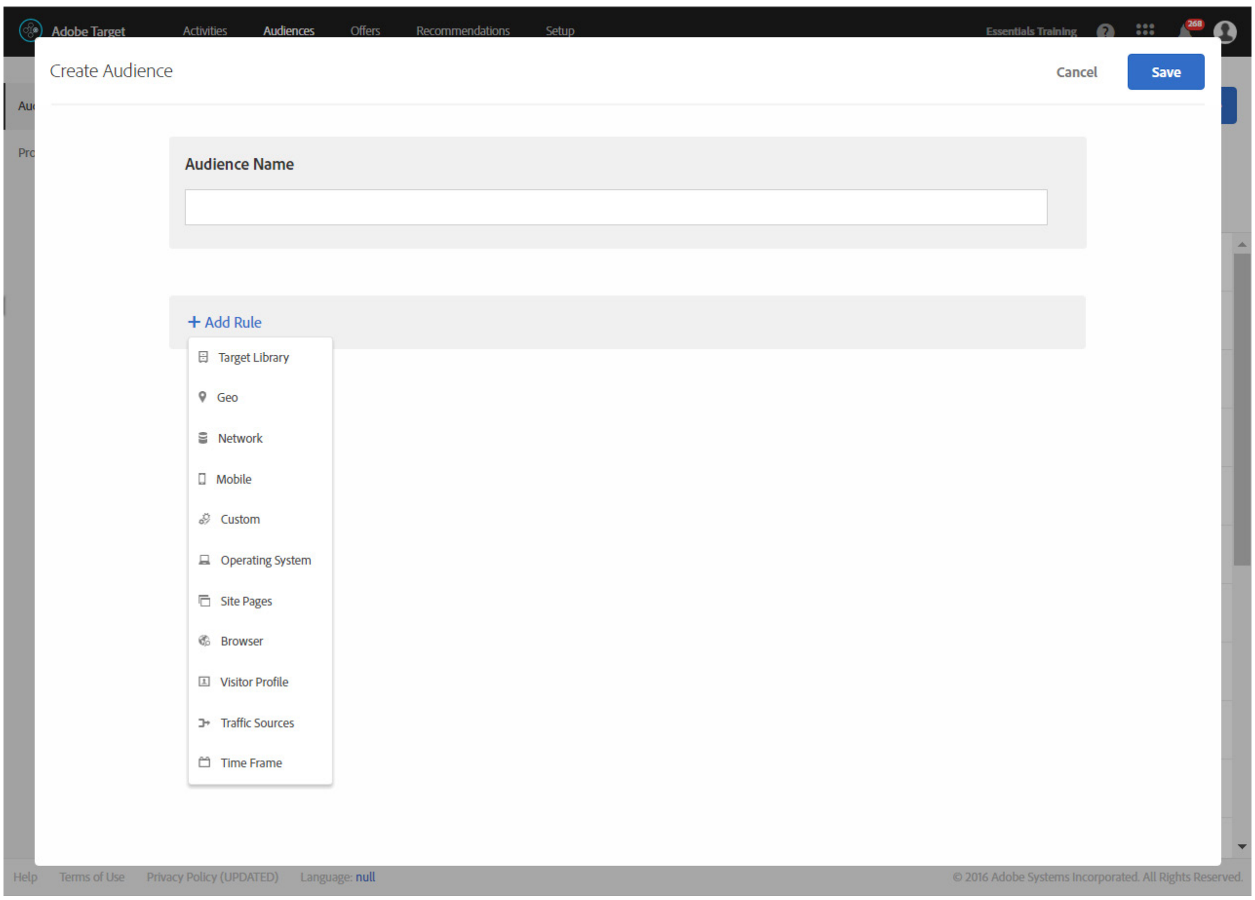
Custom audiences

To create a custom audience, click **Create Audience** from the Audiences list. This opens the audience configuration panel.



Defining Audience Criteria for Saved Audiences

To define audience criteria, configure the options available in the audience configuration panel.



Creating rules-based audiences: Click to add a rule that defines the audience.

The rules you define can be based on **Site Pages**, meaning the page the visitor is currently on (current page), the page they were previously on (previous page), or the page they started their session on (landing page). **Time Frames** allow you to target according to time ranges or day/time recurrences. Using the **Custom** parameters option, you can define an audience based on mbox parameters. Or, you can define an audience based on their **Browser**, **Operating System**, various aspects of their **Visitor Profile** (including profile parameters), or **Traffic Sources**, meaning visitor referrers. You can also define an audience using something called the **Target Library**, which contains pre-built expression targets (also called targeting groups), which come from Target Classic.

Landing Page: The first Adobe Target-coded page accessed on this web domain for this session. Loosely, you can consider it to be the first page a visitor accesses on your company's site during a given session.

Note that the options you see in your own Adobe Target implementation may differ from those shown above, depending on which features are enabled in your account.

NOTE: This course does not cover every option available for defining audience criteria, but it does present examples of some more commonly used types. For details on all available options, see additional training or speak to your instructor.

There is a lot of detail in the audience configuration panel. Don't worry! All you need to know at this point is that:

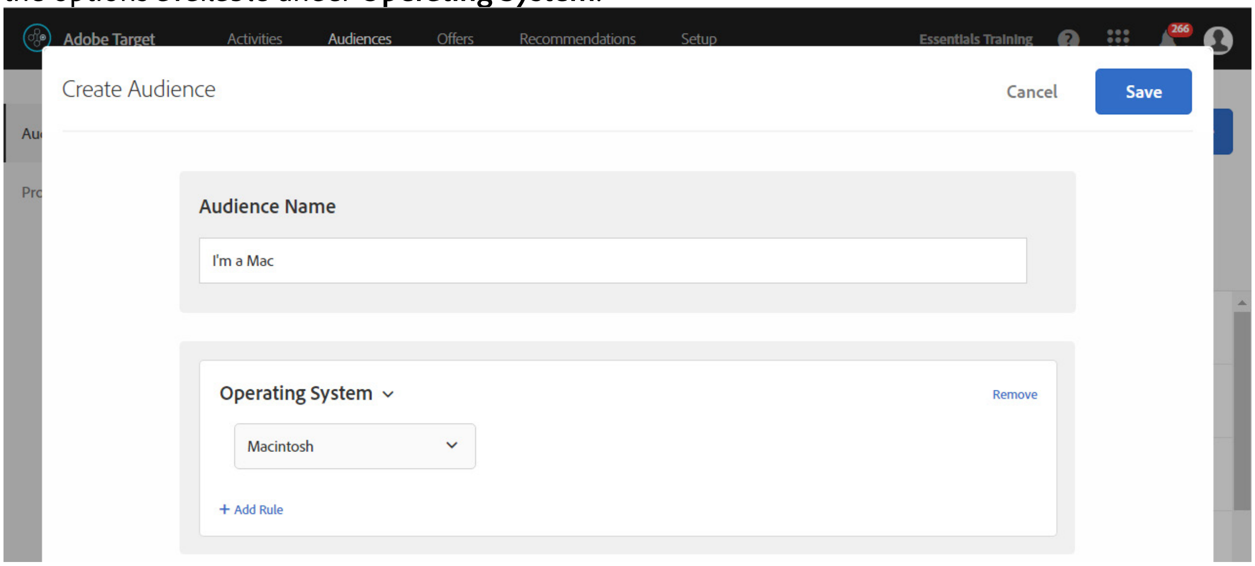
- this panel contains the building blocks for defining criteria,
- some are available out-of-the-box for your convenience, and
- you also have the option of creating your own building blocks.

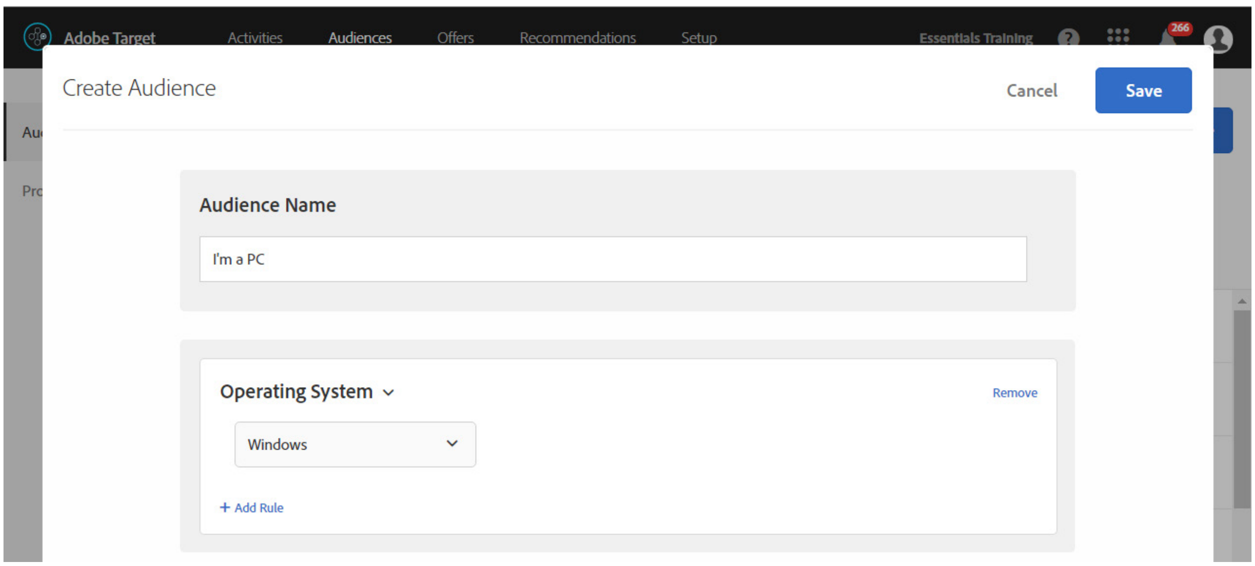
For the purpose of learning about audiences, we are going to keep our focus solely on a subset of out-of-the-box options available under these three options:

- Operating System
- Browser
- Geo
- Time Frame

Defining Simple Custom Audiences

Suppose you wanted to better understand the differences in conversion between Mac versus Windows users. You could create an audience of Mac users, and another for Windows users, using the options available under **Operating System**.

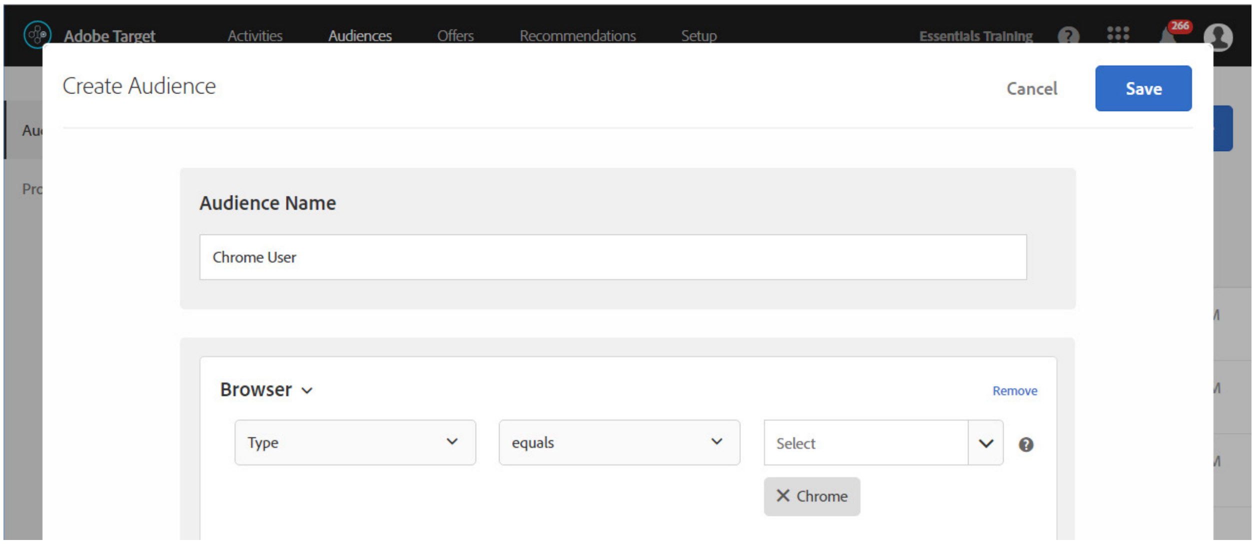


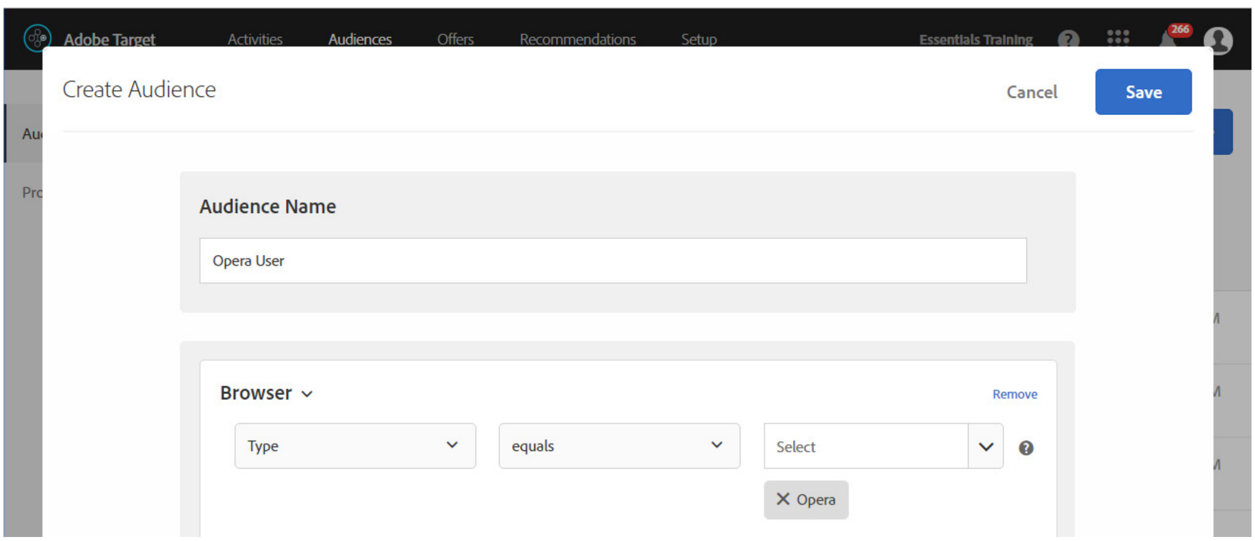


Now, it is true Adobe Target actually already provides two pre-built audiences that address these particular groups, but it is helpful to know the criteria used to define them are available for you to use in creating custom audiences.

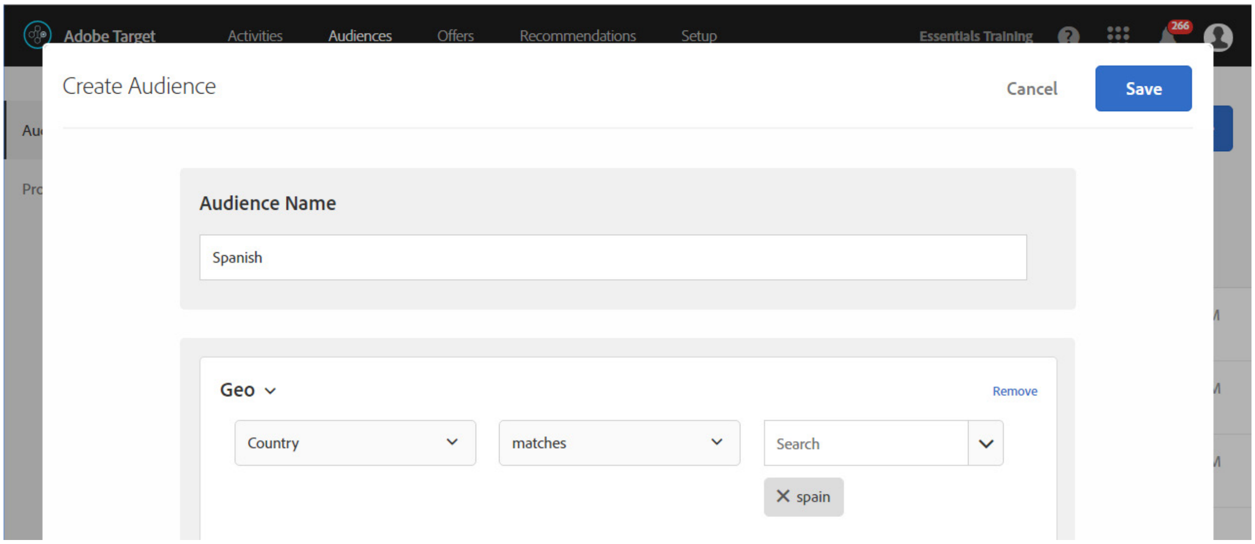
These particular audiences already exist as pre-built audiences, but now you know how to access the criteria that define them.

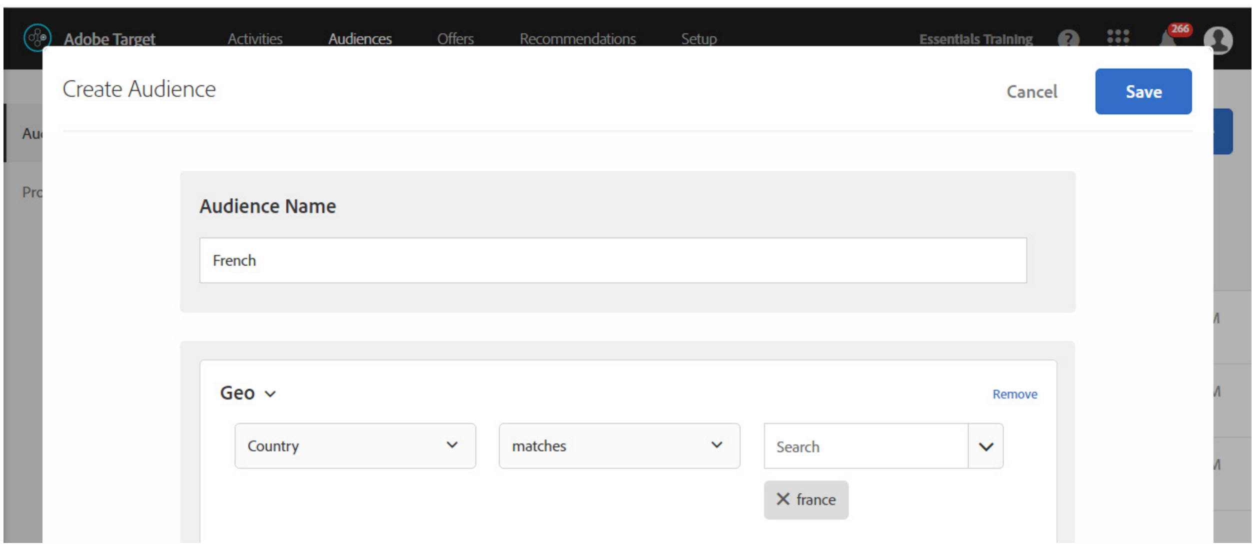
Or suppose you want to be able to better understand the differences in site navigation preferences between visitors using Chrome versus those using Opera. You could create audiences for those visitors, respectively, using the options available under **Browser.**





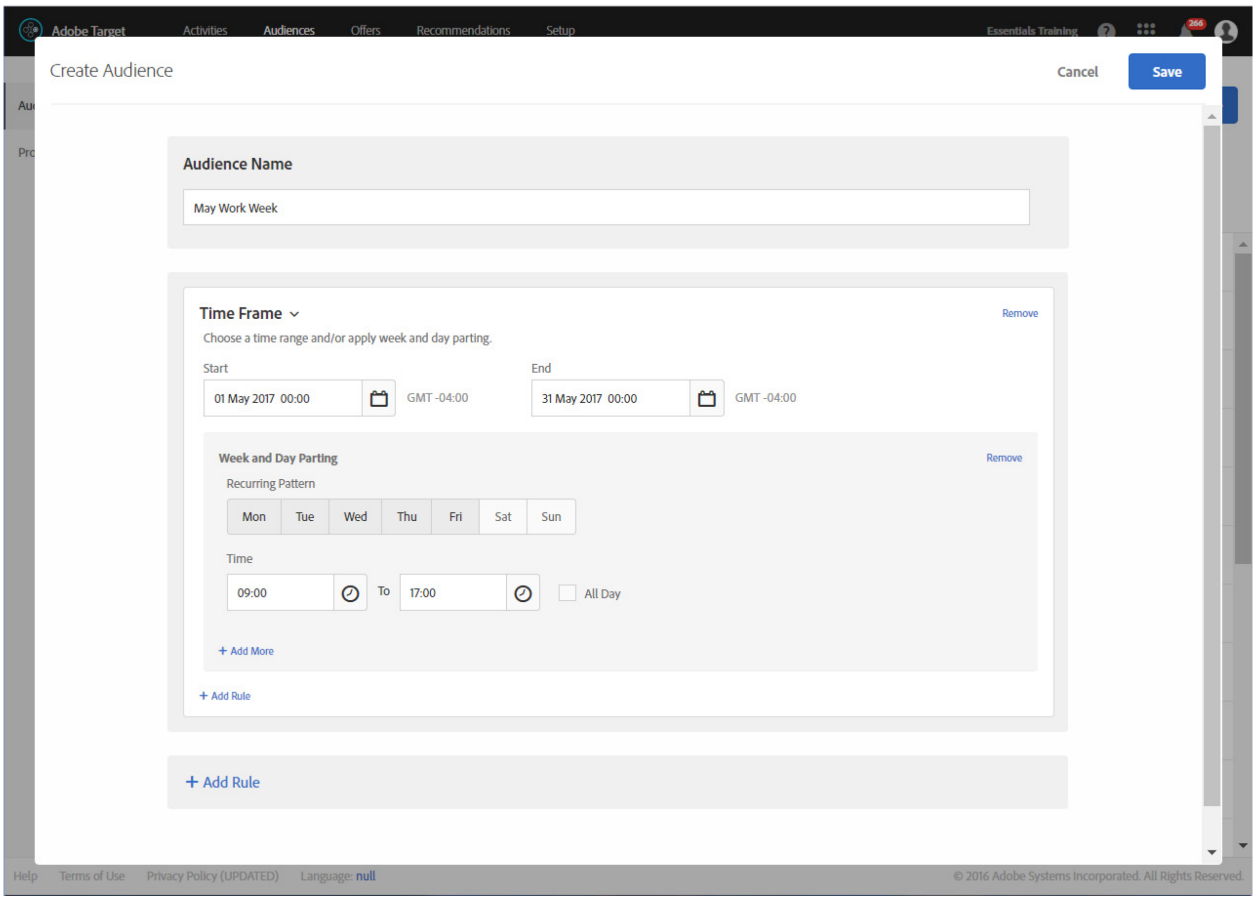
As a third example, suppose you want to see if your campaign appealed more to your Spanish customers versus your French customers. You could create “Spanish” and “French” visitor audiences using the options available under **Geo**.





As a final example, suppose you want to target your activity to visitors who visit your site during a specific time frame. For instance, you want to show certain content during the three days leading up to Black Friday, then display different content during the three days following Black Friday. Or suppose you want to only show your activity during certain days of the week, or certain times each day. For example, you want to display a "Chat Now" option to visitors, but only during the days and hours your call center is open.

Use a **Time Frame** to target audiences based on such time frames or day/time recurrence patterns.



Targeting visitors during the month of May, but only Monday through Friday, from 0900-1700.

Note that if start and end dates are configured for the activity, in case of any conflicts with defined Time Frames, the more restrictive or conservative dates take precedence.

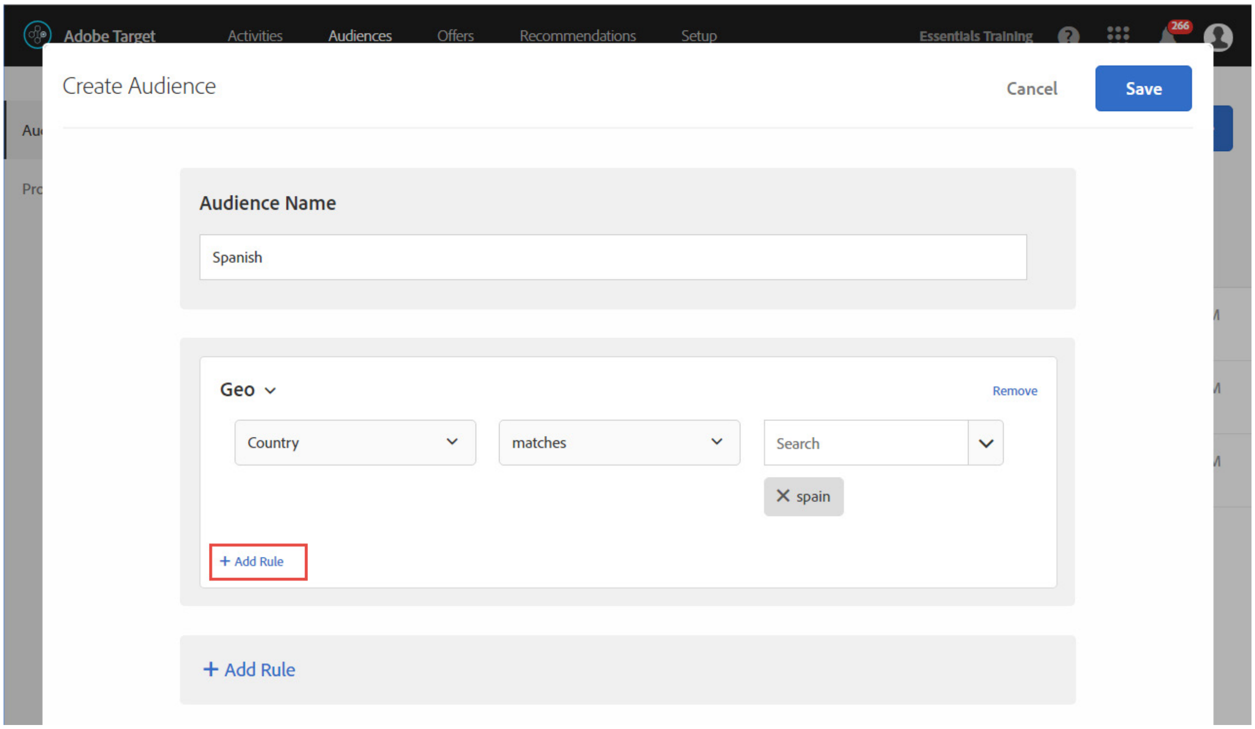
If we were to create all of these audience filters, we would see them appear in the Audiences list, along with the other pre-built and custom audiences.

Defining More Complex Custom Audiences

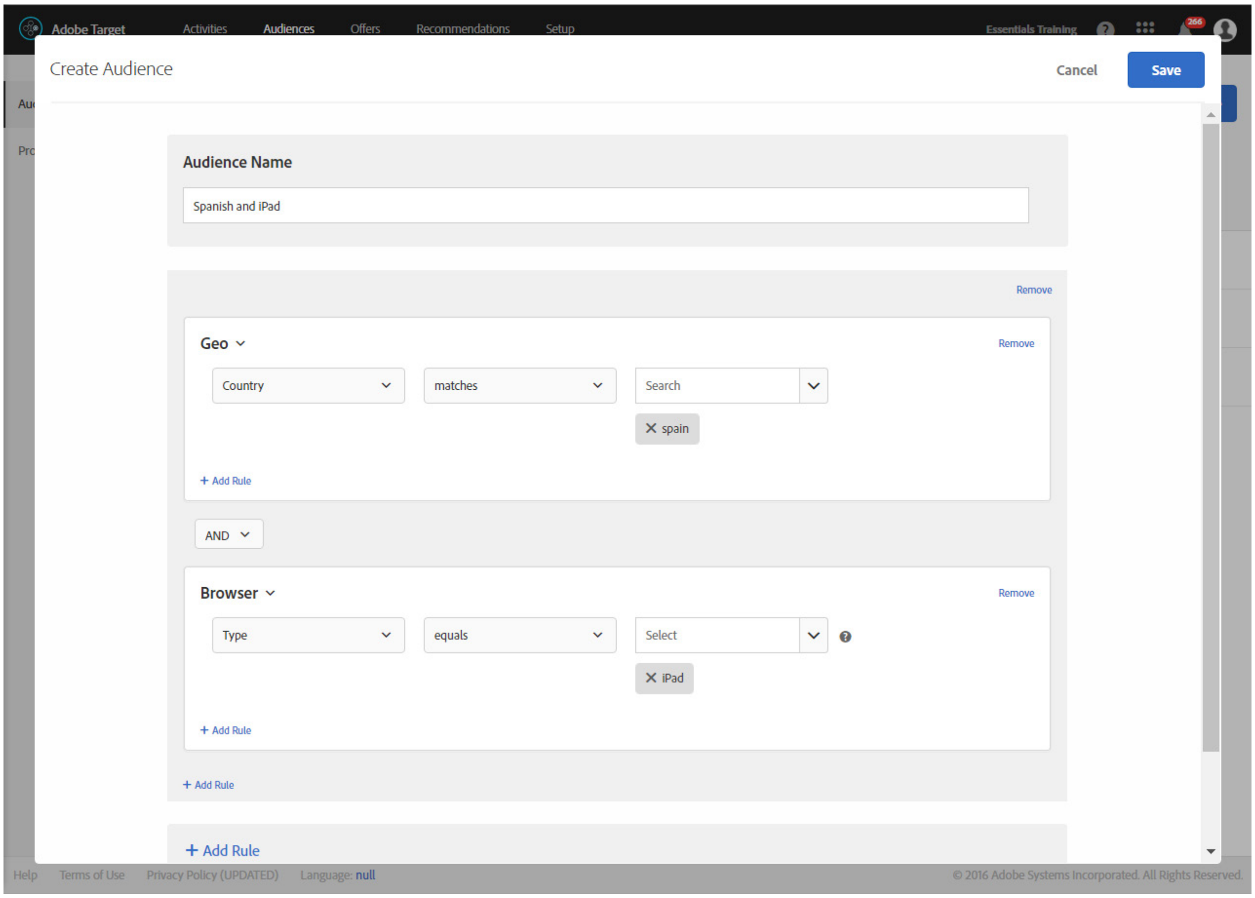
The options available for defining audiences are robust, since you can combine several criteria using "**AND**" or "**OR**" connectors.

"AND" Audience Criteria

To add multiple conditions that must *all* be met in order for a visitor to be included in an audience (an "AND" condition), click **Add Rule** and configure a new criterion.



To define an "AND" condition, click Add Rule...



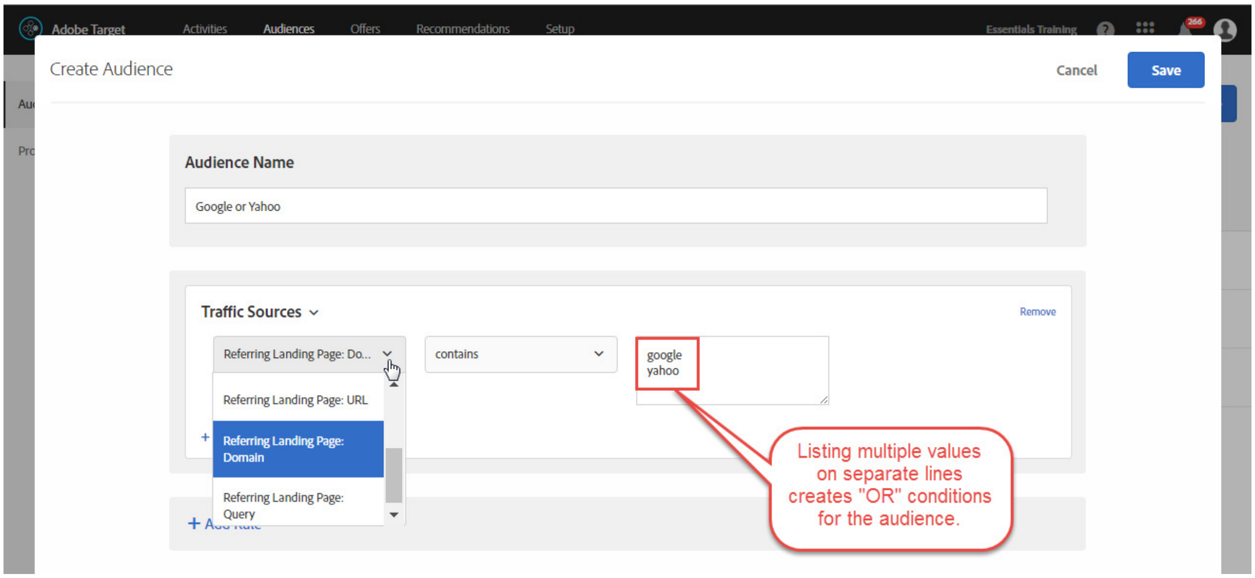
...then define the next criterion using the new dropdown list that appears.

In the example shown above, visitors who are both from Spain and visiting your site on their iPad will be counted in the audience.

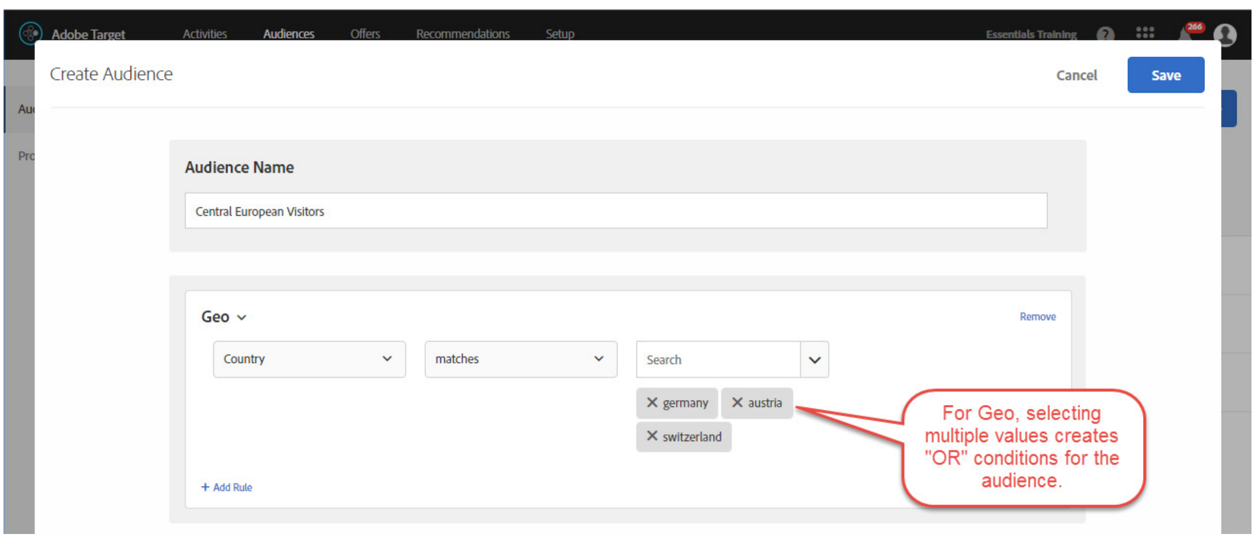
There is no limit to the number of conditions that may be joined using "AND" connectors.

"OR" Audience Criteria

To add multiple conditions, *any* of which can be met in order for a visitor to be included in an audience (an "OR" condition), list the multiple values in the values field, as applicable.



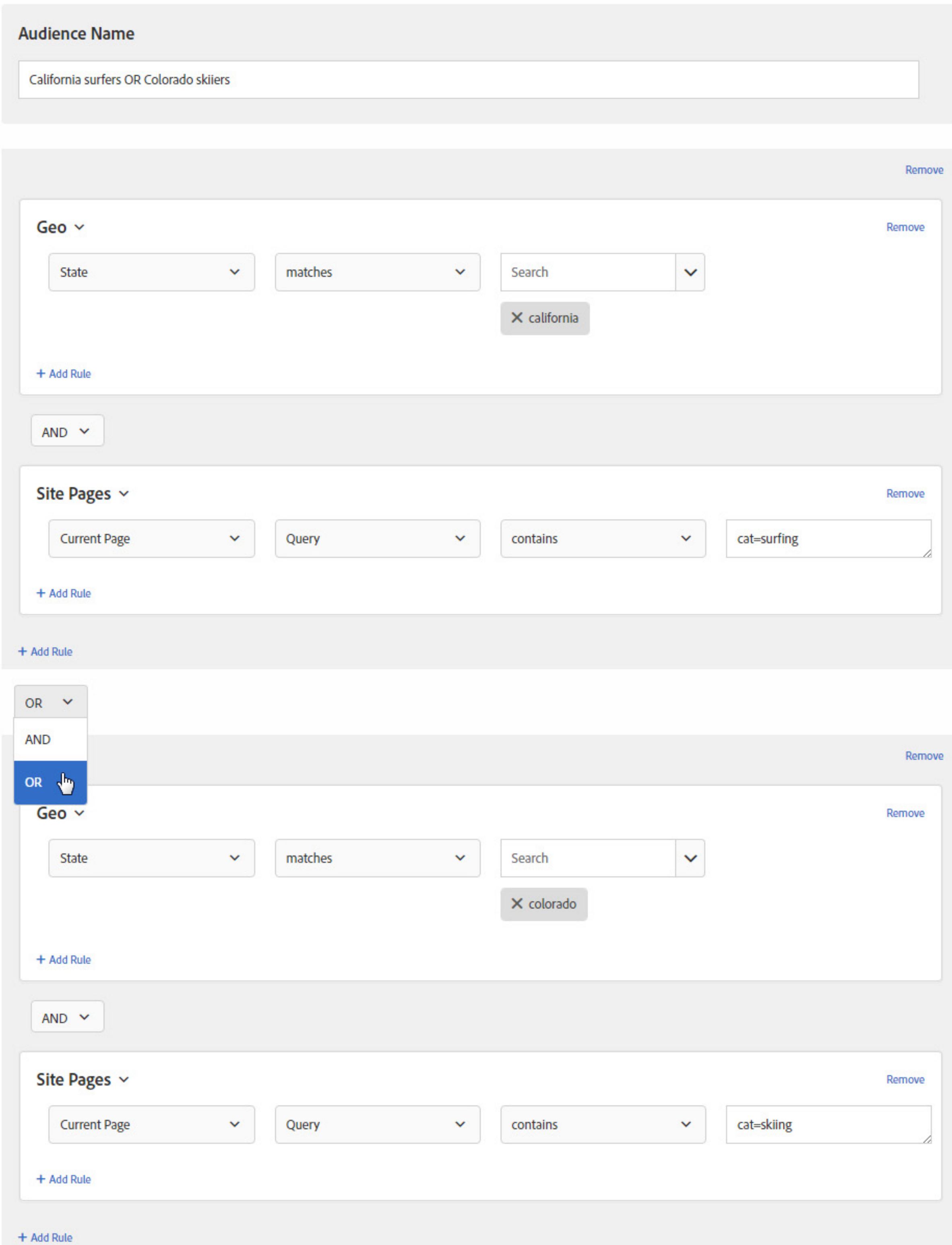
Or, in the case of Geo, select multiple Geo values.



As with "AND" connectors, there is no limit to the number of conditions that may be joined using "OR" connectors.

In addition to the implicit "OR" that occurs between the values of a single criterion as shown above, you may also use "OR" connectors between completely different criteria. For example, you could build an audience that represents visitors who are Returning Visitors OR who are visiting your site from Japan.

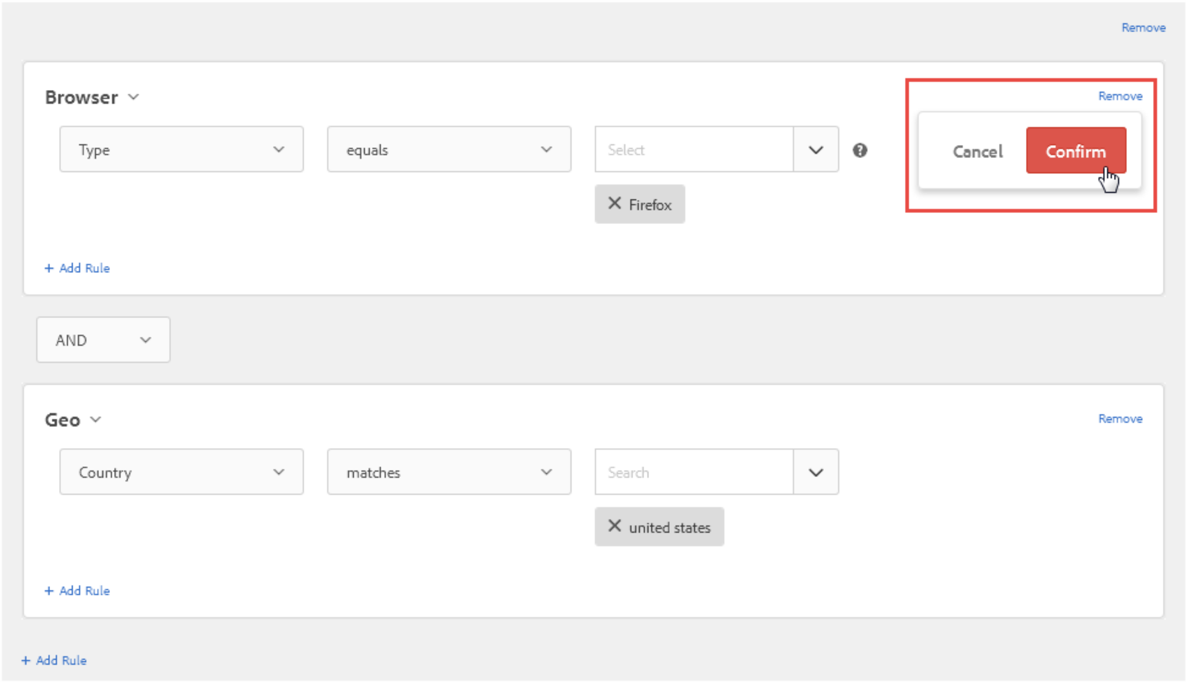
Adobe Target's audience creation logic regarding "AND" and "OR" is extremely robust, allowing the creation of highly sophisticated and specific audiences, as shown here.



(People from California AND who like surfing) OR (People from Colorado AND who like skiing)

Deleting Audience Criteria

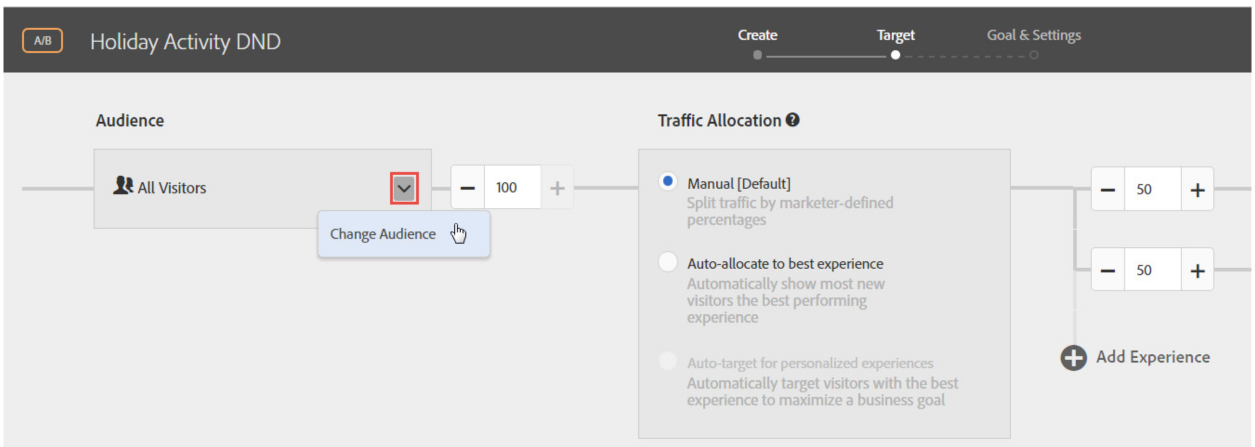
To delete an individual criterion within an audience, click the **Remove link t**o the right of the criterion, then confirm the deletion.



Exercise 5.1
Creating Audiences

In this lab, you will practice creating audiences and verify that you understand how to use those audiences in a new activity. (15 min)

1. Navigate to the **Audiences** list.
2. Examine the list of existing Audiences.
3. Click **Create Audience**.
4. Create and save at least two new audiences. Be sure to use your username when naming them.
    a. Practice using different combinations of criteria to define your audiences.
5. Create an activity. In the Target step, target to one of the audiences you created by clicking as shown here.



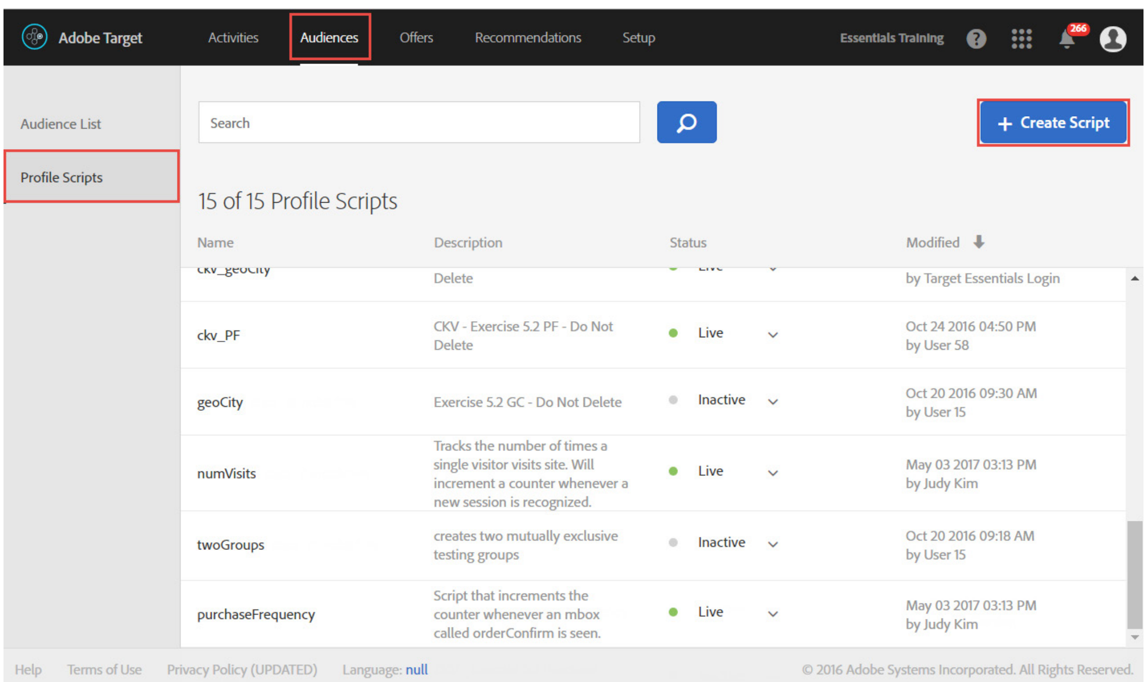
    a. In your own words, describe what it means to select an audience here—who will be allowed to view the experiences within this activity? ______________________________
    ____
    ____
    ____
    ____

6. In the Goal & Settings step, select one or more report filters by selecting some audiences in the **Audiences for Reporting** section.
    a. In your own words, describe how this will impact your report results later. ___________
    ____
    ____
    ____
    ____

Profile Scripts

Profile scripts are code snippets used to capture and update visitor attributes (which comprise the visitor's "profile"). They are defined in Adobe Target itself, rather than in the page code (as is the case with other types of profile parameters, called in-mbox profile parameters, which are not defined within the scope of this course). The ability to define profile scripts within Target instead of on the page gives the marketer additional flexibility. The two are also processed differently: in-mbox profile parameters are passed through the mbox call, whereas profile scripts are processed on the Target server after an mbox call has been received.

Profile Scripts are defined using modified proprietary Javascript (not all JS functions work)2, in the **Audiences > Profile Scripts** page.



Profile Script management. Toggle between Live or Inactive to start or stop a profile attribute.

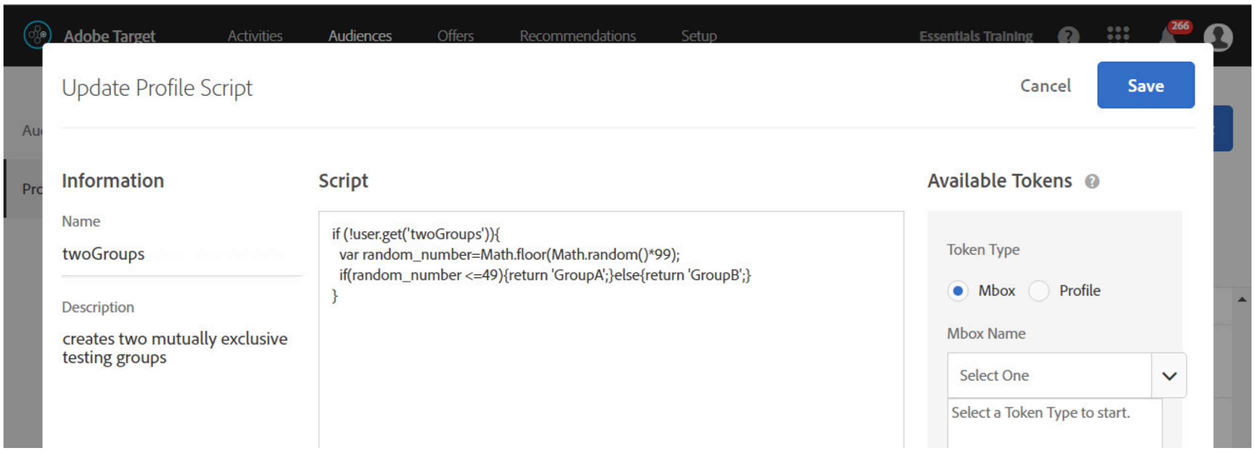
Once created, you must activate the profile script in order for it to be used. Activation tells Target to include that script in its evaluation when it receives mbox requests. You may turn it off later, if necessary.

* Reference the Javascript Expressions Cheat Sheet — available in online help — for guidance on Javascript syntax.

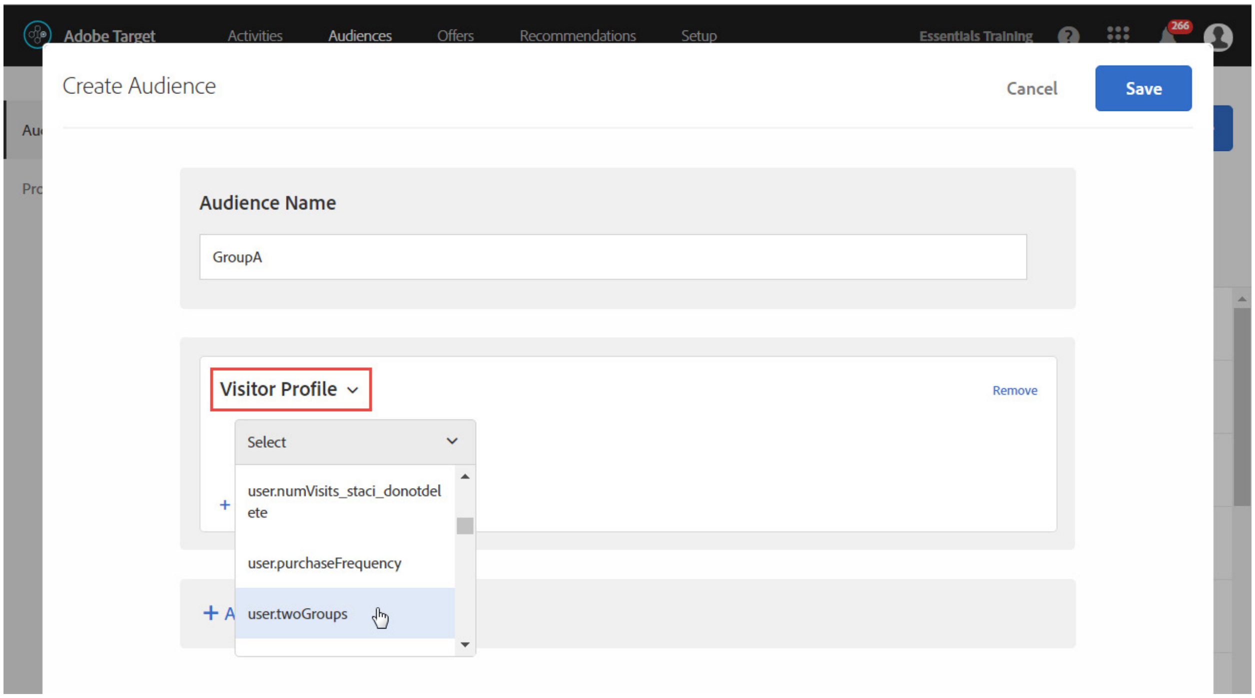
Examples

Profile scripts can store running totals like purchase frequency and number of visits, as shown above. They can also be used to capture the number of days since last purchase (recency), the number of purchases, total purchase value per user, or myriad other attributes of your visitors.

As another example, consider the following definition of the "twoGroups" profile script.



Once saved and activated, this profile script may be used to create two mutually-exclusive testing groups. This is useful for situations in which you are running two tests on the same page, and you want to separate the two audiences entering each activity. Because the script will add either a value of twoGroups=GroupA or twoGroups=GroupB to each visitor's profile, you may target one activity to GroupA and the other to GroupB.



Use your profile scripts in audiences, then use those audiences to target. Profile scripts will appear under "Visitor Profile."

Reference online help or contact your Target Consultant for additional code snippets, ideas, and tips.

Design Scripts Efficiently

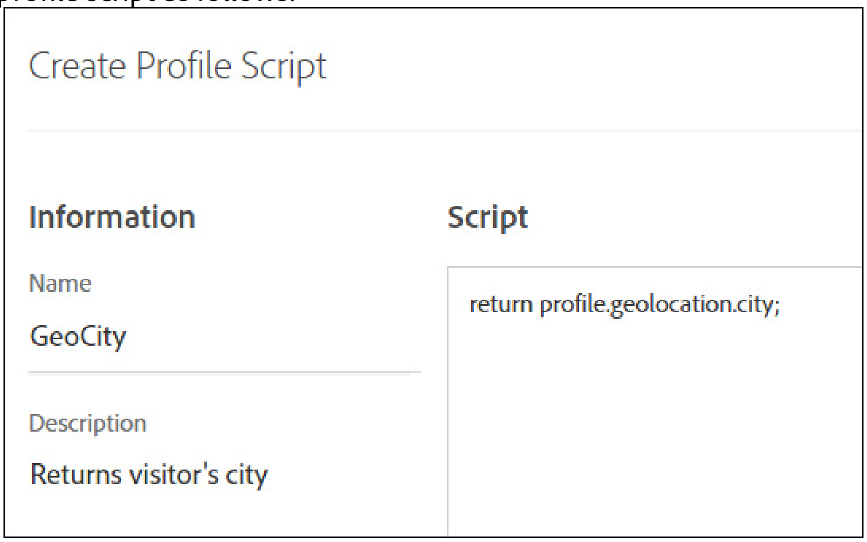
BEST PRACTICE: Every time Target receives an mbox request—any mbox request—all profile scripts are evaluated. Because of this, Adobe strongly recommends you write your scripts so they execute as little as possible.

For example, when defining a profile such as `user.frequency`, which keeps a running total of how many times a visitor has been to your site, try to begin its code with an "if condition" that names a specific URL. That way, if it's not the right page, the rest of the script will be ignored. Design your scripts with this kind of narrow criteria so the entire script will not be run on every page, but only when the visitor meets a condition such as being on a certain page or seeing a certain mbox.

Use Profile Scripts to Display Geo Within Offers

TIP: To access Geo information for profile scripts, use `profile.geolocation.country`, `profile.geolocation.state`, `profile.geolocation.city`, `profile.geolocation.zip`, and `profile.geolocation.dma`. For example, you can leverage this syntax in order to display Geo parameter values directly in an HTML Offer.

If you define a profile script as follows:



And your HTML Offer code is:

```
Special offer only for our ${user.geocity} visitors!
```

A visitor from Chicago will see:

```
Special offer only for our Chicago visitors!
```

When you first start out with script or session expiry profile parameters, Adobe strongly recommends you enlist help from your Target Consultant.

Exercise 5.2
Understanding Profile Scripts

As one of the optimization managers at ElectronicsPlus, you want to you create an activity that only visitors who purchased three times or less will be able to see. You decide to create a profile script to capture this visitor characteristic so you can use it as your target audience as well as to filter report results. (15 min)

1. Switch to the Power User Training tenant.
2. Search Target online help for "**profile script**." Note that they are also referred to as "script profile attributes" or "profile attributes."

3. Look at the search result links. Find the "**Frequency**" article. (If you have trouble finding this article, simply search for "frequency.") Read it, but do not worry about any references to "expression targets."
4. Take the code for `purchaseFrequency` and create your own profile script, making sure to prefix yours with your initials/name. For example, you might name it `userX _ purchaseFrequency`. Use the confirmation mbox at the end of the shopping cart funnel on ElectronicsPlus as your mbox condition. For example, your code might resemble the following:

```
if (mbox.name == 'userX_thankyouPage') {
   return (user.get('userX_purchaseFrequency') || 0) + 1;
}
```

   ... in reference to the user having reached the following page: *http://ats-sb.adobe.com/userX/electronicsplus/buy5.php.*

   ***Be sure to substitute your user name in place of "userX."
5. Save and activate your new profile script.
6. What's the point? In your own words, explain what you can do with your purchaseFrequency profile script. ________________________

   ____

   ____

   ____

   ____
7. Is there an online tip on how to create a script profile for "recency"? (Do not create it in Target, just check to see if there is an online tip about it.) _______________
8. How about "**number of visits"**? __________________________
9. "**Highest amount spent"**? ______________________________
10. ________________________________ "**Active or passive user"**?
11. Is there a JavaScript "cheat sheet" available via online help? __

Exercise 5.3
Profile Script Practice

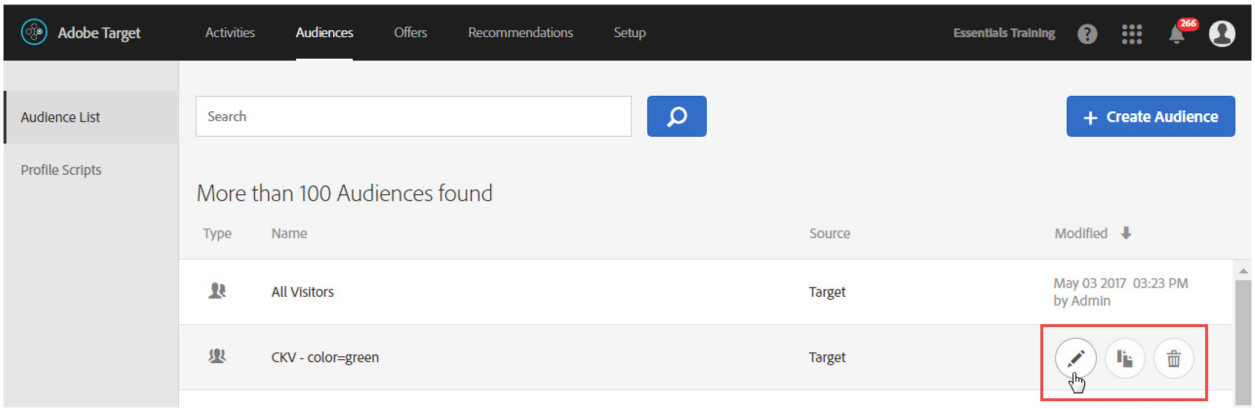
If time allows, follow the example in the section above to create a profile script called `YourUserName _ geocity` and use it to serve the name of the visitor's city into an HTML Offer. Use this IP address for Cambridge to test your offer: 62.254.222.177. Remember to activate your profile script. (15 min)

Additional Details for Managing Audiences

Once created and saved, you can edit or delete audiences. You can also use the search feature to help you find particular audiences. Let's discuss each of these features now.

Editing Audiences

To edit a custom audience after it saved, hover over the audience in the Audiences list to access additional functions. Click the pencil icon (**Edit**) to return to the audience configuration panel.

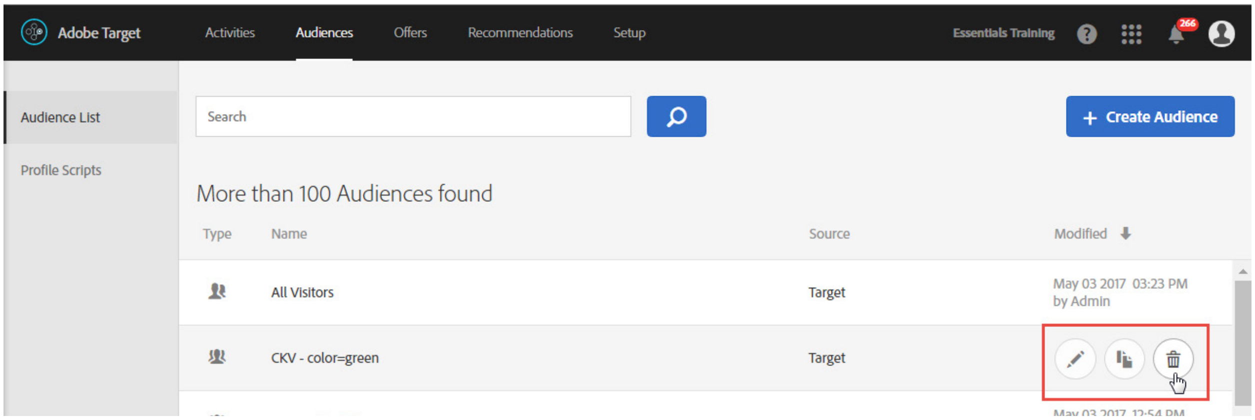


Hover over custom audiences in the Audiences list to access additional functions.

Note that these additional functions only appear for custom audiences, not pre-built ones.

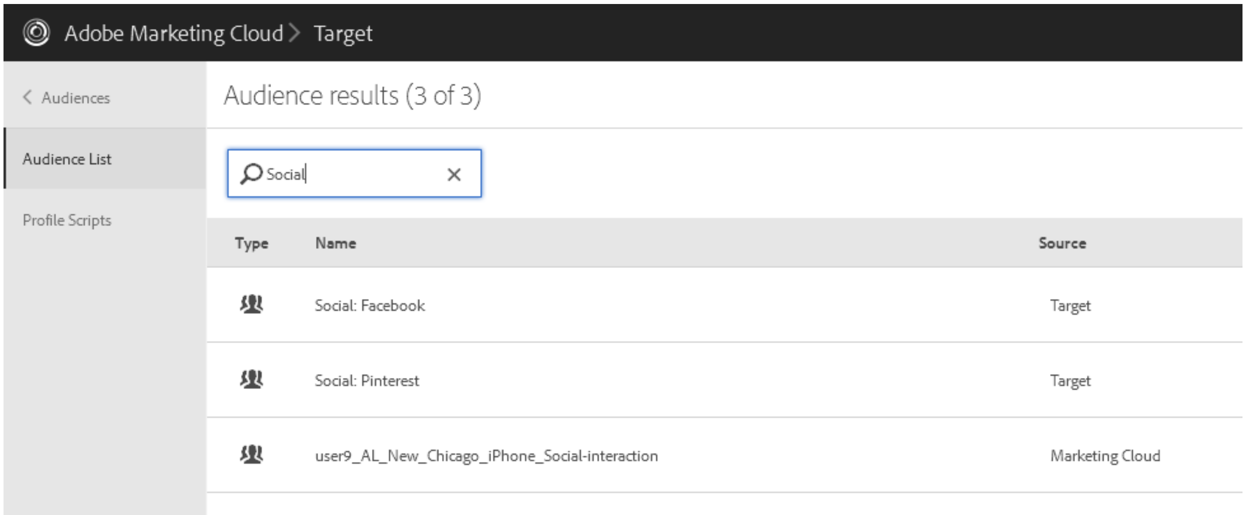
Deleting Audiences

To delete a custom audience, hover over the audience as described earlier, and click the trash can icon (**Delete**). You will be prompted to confirm the deletion before it occurs.



Searching for Audiences

Type keywords into the search field to find audiences. This helps you more easily locate audiences created in the past.

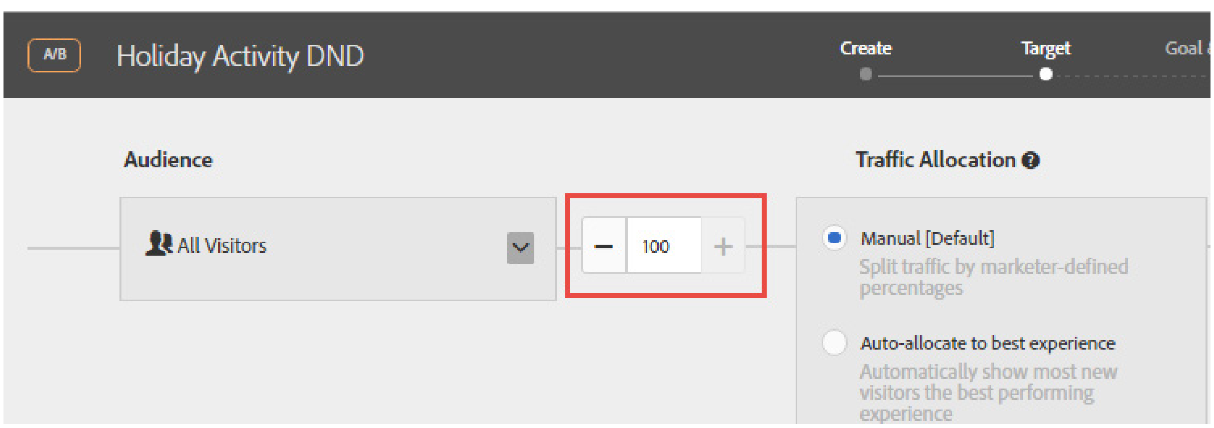


Note that the search field filters by name—yet another reason to use a consistent naming convention!

In the example shown above, the keyword "Social" is used, which brings back two audiences related to social networking sites.

Limiting Audience Entry

Use audience entry targeting percentages to limit audiences:



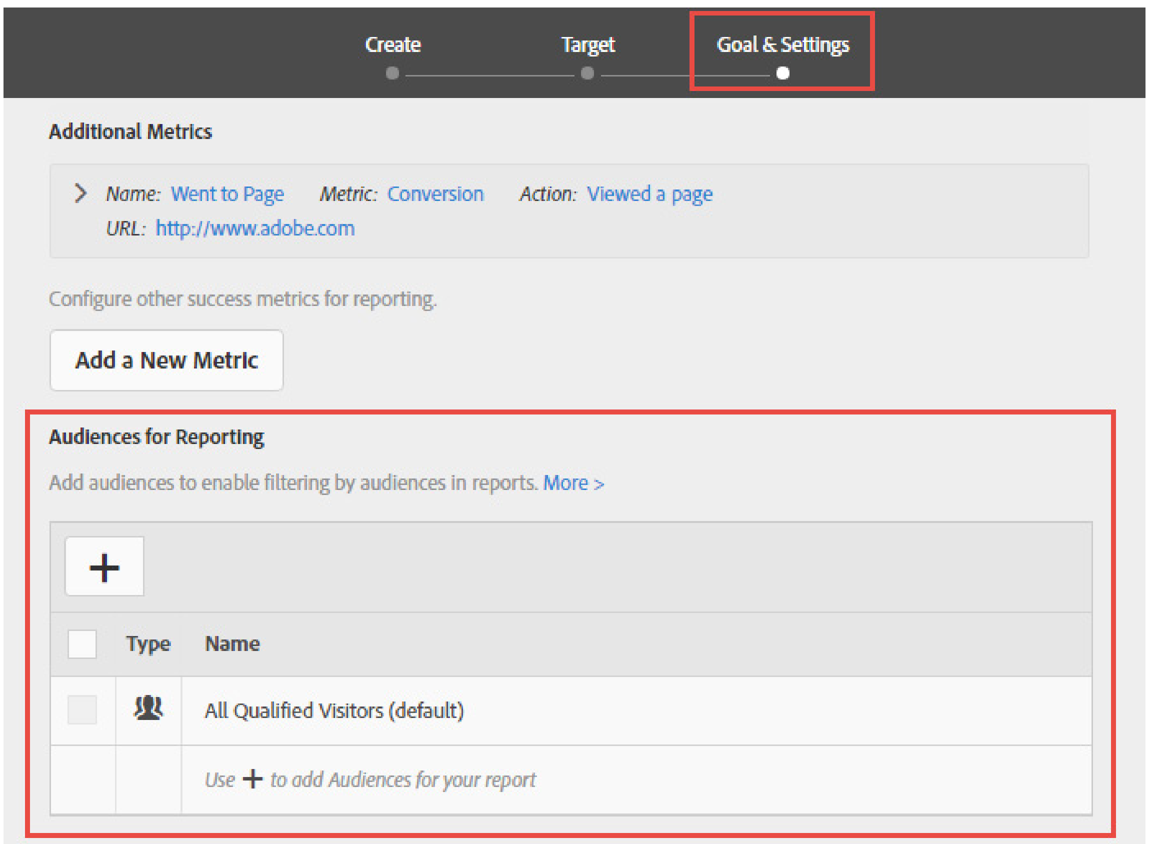
The percentage is applied to the qualifying group (that is, it is applied after qualification, not prior to qualification). For example, if you want to target your activity to people in California, but would only like 50% of those Californians to enter the activity, you would target to an audience of Californians, then reduce the percentage shown above to 50%. Audience targeting percentages make it easier to take an audience and split it across different activities, or perhaps limit the audience entry for an activity that is perceived as more risky.

Additional Details for Using Audience Filters

Here are additional details and instructions involved in using audience filters.

Review

As previously discussed, to add audience filters to an activity, click the plus sign in the **Audiences for Reporting** section of the final step of activity creation.

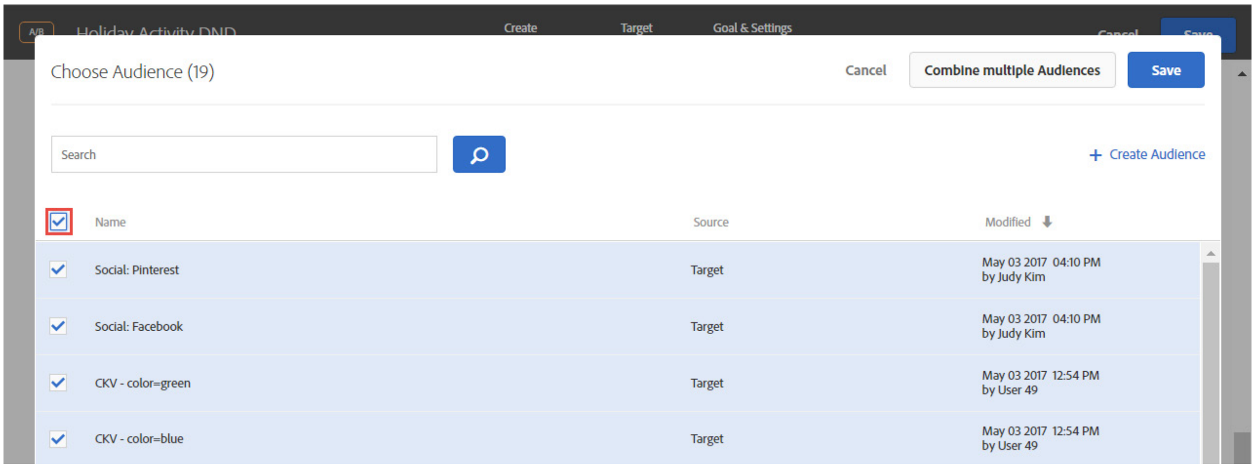


Defining audience filters during the Goal & Settings step of activity creation. Click the plus sign to select the audiences of interest from the Audiences list.

Leveraging the Bulk-Add Feature

When you click the plus sign shown above, you are taken to the Choose an Audience page. It is important to emphasize how easy it is to bulk-add audiences as report filters from this page. Use this to your advantage! Strategize ahead of time which report filters you may like to use repeatedly, capture those as audiences, name them in such a way that they are readily located using the search feature, and then add them by clicking the checkbox in the Choose an Audience page as shown here.

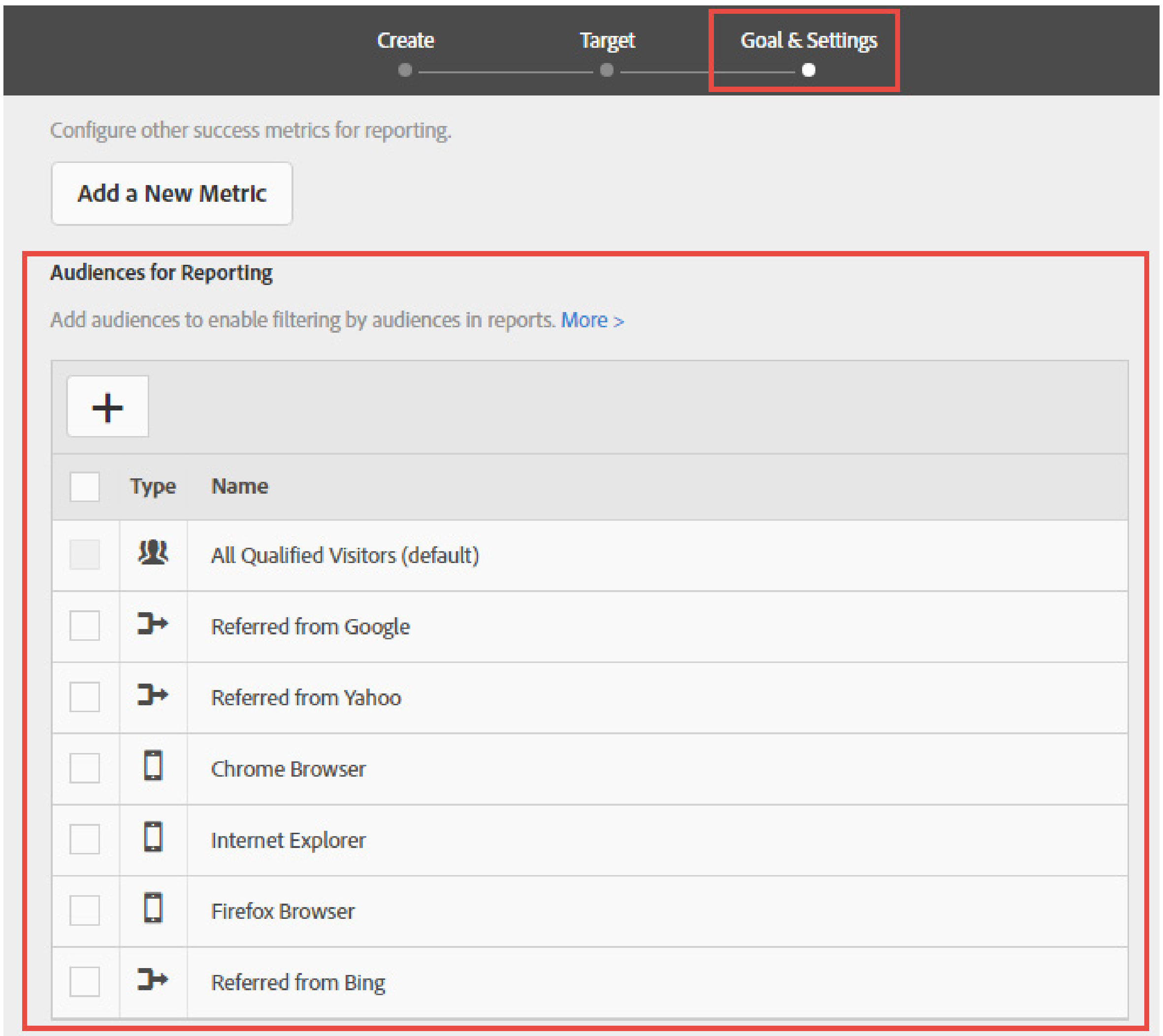
TIP: When planning audience filters for an activity, take advantage of the ability to bulk-add saved audiences.



Let's walk through a complete example of configuring and using audience filters, starting with activity setup.

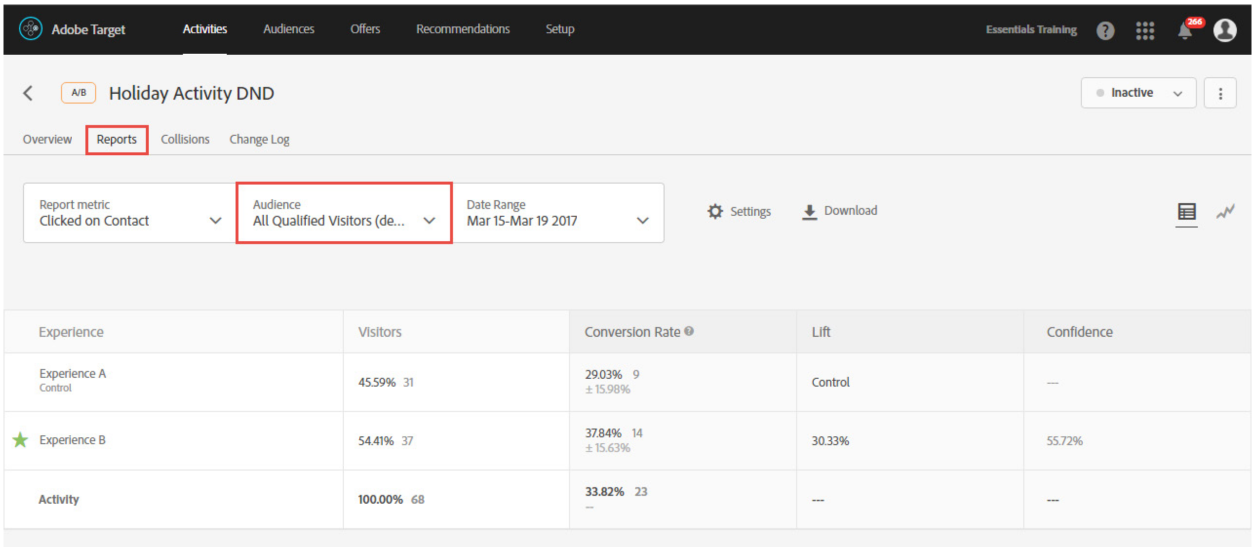
Audience Filter Usage Guidelines

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. Suppose your company had referring links coming from Google, Yahoo, and Bing. You could set up audience filters for each of these referrers, then use them to filter report results, as shown here:



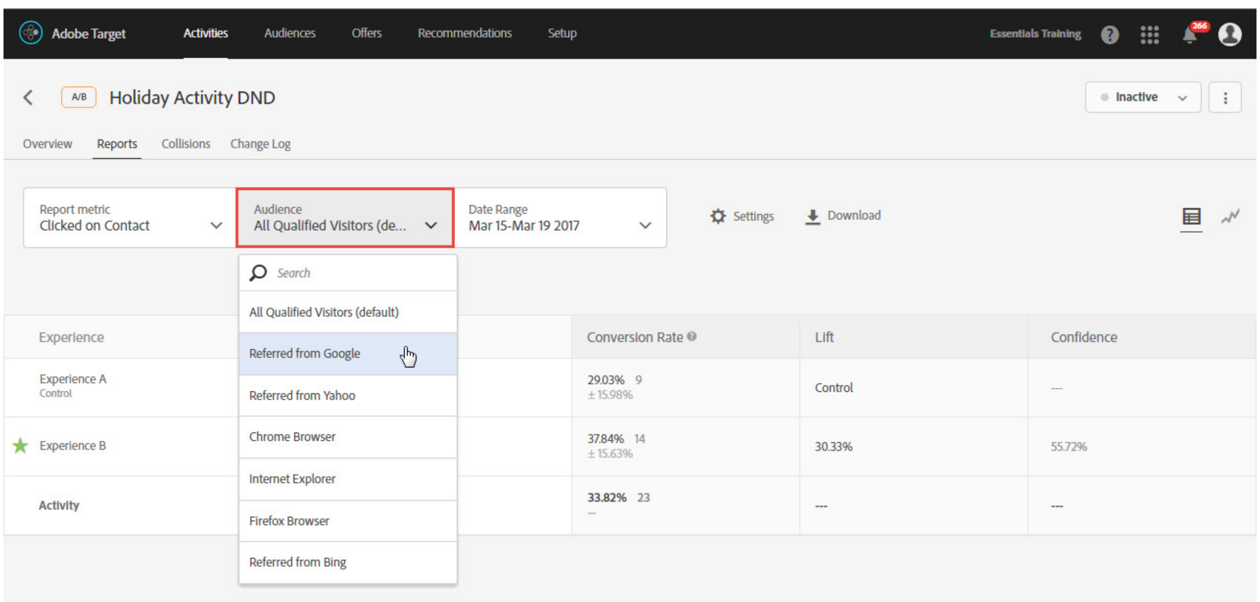
Defining Google, Yahoo, and Bing audience filters during the Settings step of activity creation.

After your activity has been saved and approved and visitors have begun entering it, you can use the audience filters that you specified in order to filter report results.



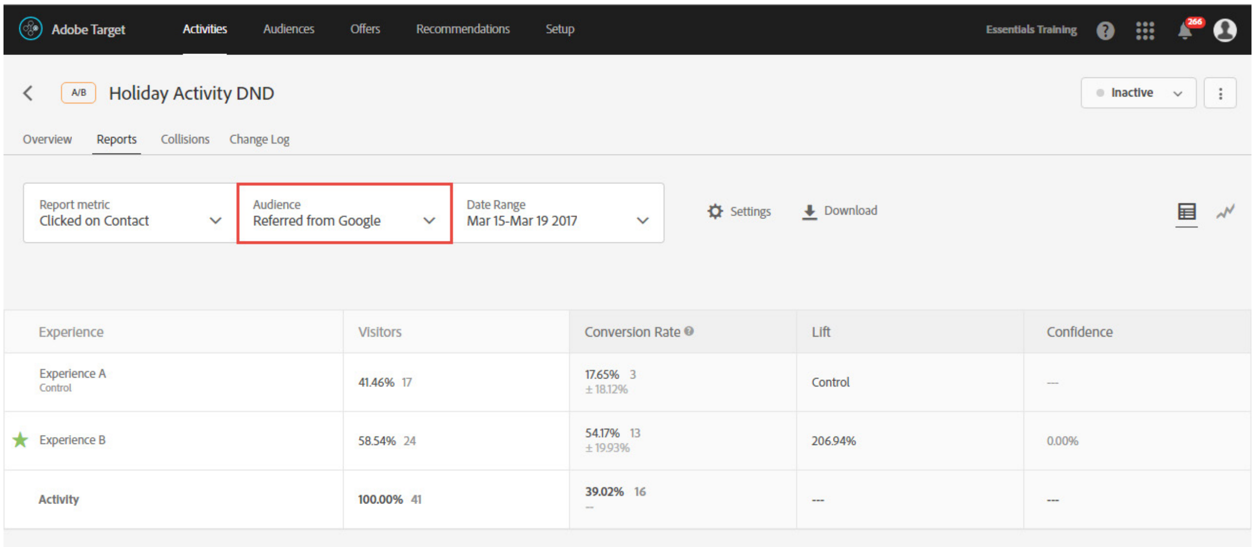
To apply audience filters to reports, navigate to the Reports view for your activity and click the Audience drop-down.

Clicking on the Audience drop-down menu displays the following list.



Selecting an audience filter in a report.

For example, selecting the “Referred from Google” audience produces the following results.



The report results are now filtered to only reflect data from Google-referred visitors.

To put it another way, use audience filters to more precisely interpret your test results by viewing them in the context of visitor segments. They allow you to look at slices of your data—to apply report-filtering criteria—instead of only viewing aggregate numbers (via the **All Qualified Visitors** default filter).

Use audiences to filter your results and see how different experiences performed in comparison to one another, for different segments of your traffic. You will be able to learn exactly how various groups responded to competing content.

Audience Filter Recommendations

- **Set up audiences before activity launch.** For activities that use Adobe Target as the reporting source, audiences must be set up at the beginning of an activity. By contrast, if you are using Adobe Analytics as the reporting source, you do not need to configure audiences prior to activity activation, but that is beyond the scope of this class.) For activities that use Adobe Target as the reporting source, you cannot set up an activity with zero audiences and then, two weeks into the test, decide you want to add a couple of them. Adobe Target will not retrieve this data retroactively. Plan ahead to decide which audiences you want to analyze and get into the habit of setting these up as part of activity creation; it really just takes a few minutes.
- **Begin with 2-4 audiences.** Focus on low-hanging fruit, such as traffic source.
- **Add as many audiences as you need,** but filter every activity by at least two audiences.
- **Rename audiences as needed.** You can rename audiences in the middle of a live, active activity without problem.

BEST PRACTICE: For activities whose reporting source is Adobe Target, use audiences to apply report-filtering criteria. If possible, always filter by at least traffic source, and always set up your Audiences for Reporting at the start of your activity, not after it has already begun collecting data.

NOTE: Activities that use Adobe Analytics as the reporting source, or A4T activities, do not require audience filter setup during activity configuration. Instead, A4T tests give the marketer access to Adobe Analytics segments to filter reports.

NOTE: Note the difference between audiences and refinements. Audiences determine who can see the activity, but refinements on mboxes in the FEC, or on the URL in template testing in the VEC, limit where the activity is delivered.

Chapter Summary

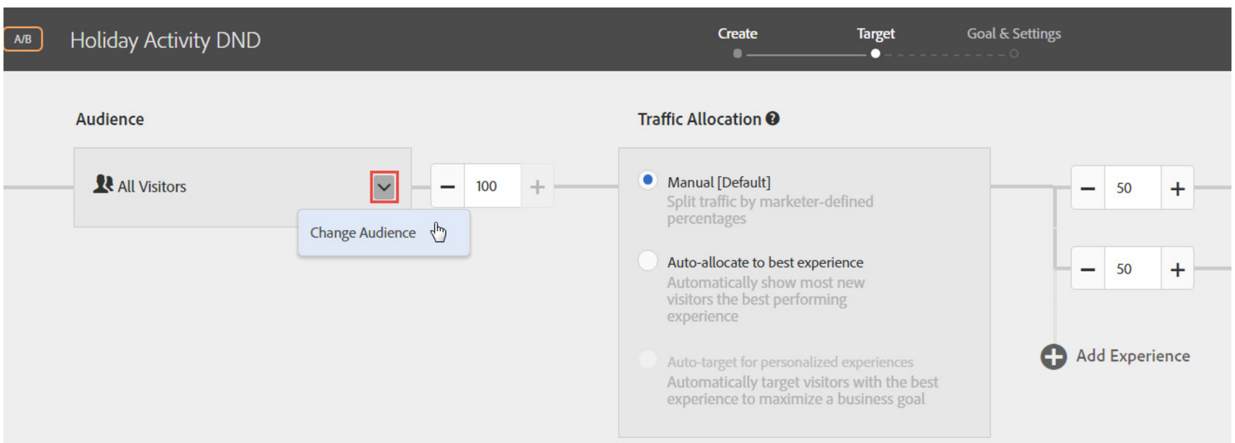
The Audiences list provides:

- A central repository for audiences. With Adobe Target, marketers access their custom Audiences list from the main menu or while setting up an activity using the guided test and targeting workflow. Marketers can use the list to associate an audience with an activity, selecting an out-of-the-box audience, one created by someone else, or using a new, custom audience they define. They can also select Adobe Marketing Cloud-sourced audiences for use in testing and targeting—for example, audiences created in Adobe Analytics—and share the audiences they created with other peers.
- Easy creation and reuse of audiences. Adobe Target has always provided a flexible, intuitive way to create audiences, using an extensive array of out-of-the-box selections and easy text entry to specify the criteria that define your audiences—for example, using geo-targeting to target different offers to different regions based on zip code. Digital marketers can still reuse the audiences they created for a new activity, or use a copy of an existing audience as the basis for creating a new one. In addition, when marketers make a change to an existing audience segment, that change automatically updates wherever the audience is in use—in Adobe Target or any other Adobe Marketing Cloud solution
- Deeper understanding of key audiences. Because targeting the appropriate audience segment within a test is now a more embedded, intuitive part of the linear workflow, marketers are encouraged to take a more strategic approach to testing. With this approach, marketers run tests to different audiences to learn more about what various audiences prefer—or dislike—and to discover their higher-value audiences. In addition, filtering reports by audiences makes it easy to uncover visitor preferences, leading to greater understanding of segments and more effective messaging and offers that are fine-tuned to encourage greater conversion.

Solutions to Exercises

Solutions to Exercise 5.1
Creating Audiences

5. Create an activity. In the Target step, target to one of the audiences you created by clicking as shown here.



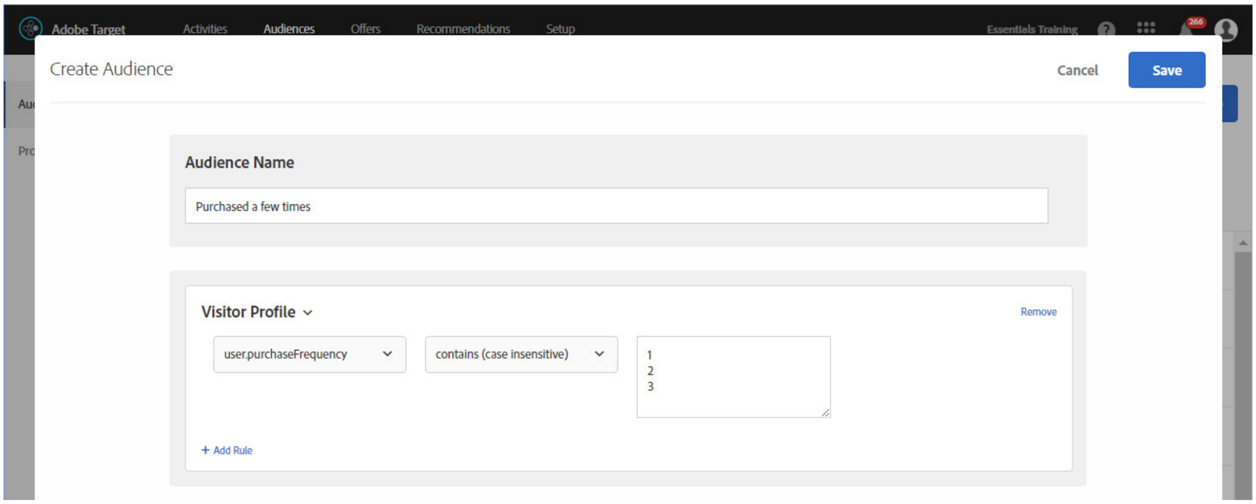
   a. In your own words, describe what it means to select an audience here—who will be allowed to view the experiences within this activity? ***Only those who meet the conditions you defined for the selected audience.***

6. In the Goal & Settings step, select one or more report filters by selecting some audiences in the **Audiences for Reporting** section.
   a. In your own words, describe how this will impact your report results later. ***In the reports for the activity, you will be able to select any of the audiences that you identified in this "Audiences for Reporting" section in order to filter report results.***

Solutions to Exercise 5.2
Understanding Profile Scripts

6. What's the point? In your own words, explain what you can do with your purchaseFrequency profile script.
   As with any other type of parameter, you can use profile scripts to segment or target. For

example, you can create an audience that includes all visitors who have purchased 1, 2, or 3 times, as shown here:



You may then use this "Purchased a few times" audience to target an activity or to filter report results.

7. Is there an online tip on how to create a script profile for "recency"? (Do not create it in Target, just check to see if there is an online tip about it.) ***Yes***
8. How about "number of visits"? ***Yes***
9. "Highest amount spent"? ***Yes***
10. "Active or passive user"? ***Yes***
11. Is there a JavaScript "cheat sheet" available via online help? ***Yes***

Reports and Results Analysis

Overview

At this point, you have created activities that have included audiences and targeting. You have also viewed the reports summary of these activities to get a general idea of which experiences were performing better than others, using audience filters to analyze different slices of your data. This chapter takes a closer look at the metrics available in Adobe Target reports and discusses how to correctly interpret test results, as well as answering the all-important question: How long should I run my test?

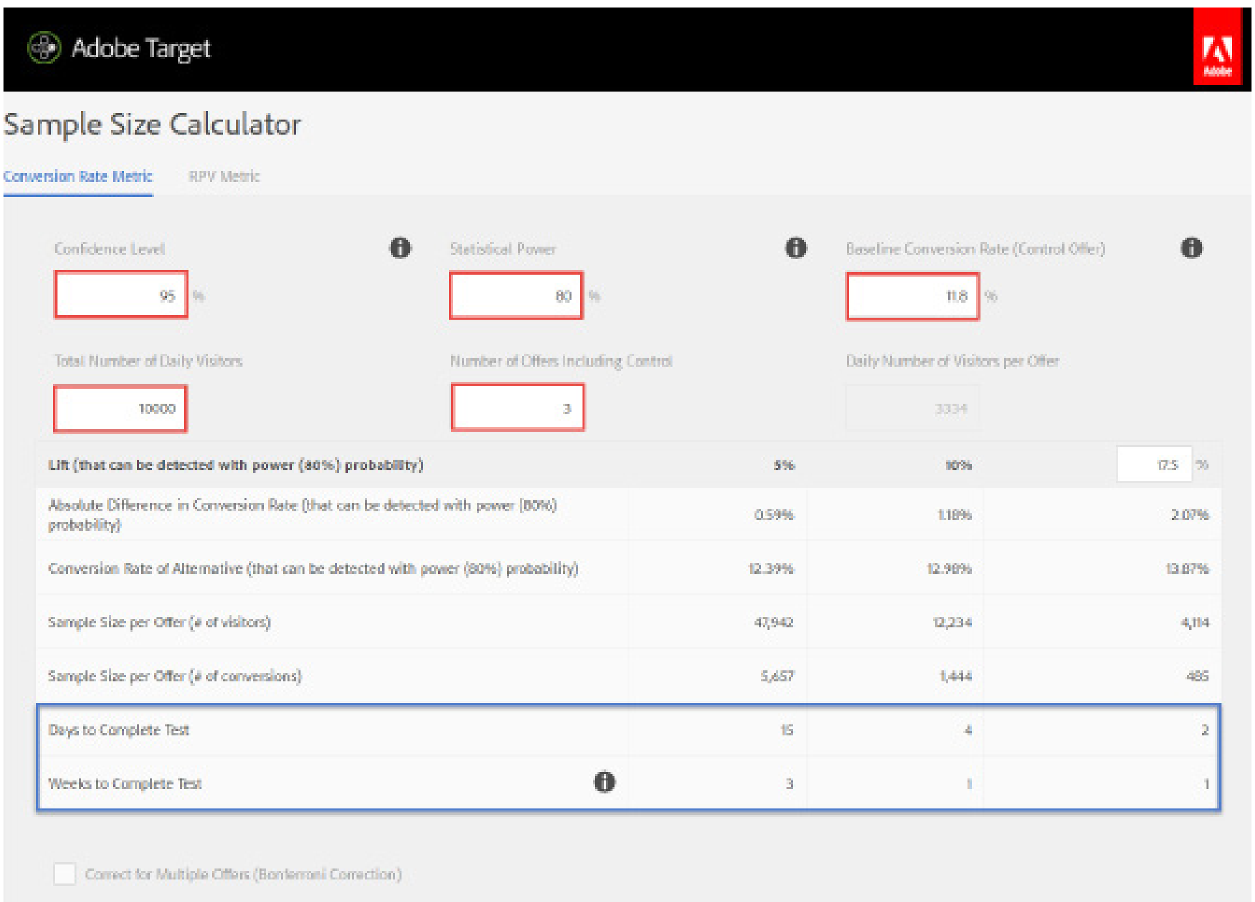
Objectives

By the end of this chapter, you will be able to:

- Use the Adobe Target Sample Size calculator to correctly plan and interpret A/B activities
- Correctly read and interpret A/B report data, including metrics such as lift, confidence level, and confidence interval
- Gauge when results are statistically significant/when a test can be stopped
- Use Adobe Target report features to understand test data
- Employ best practices in planning and interpreting test results

The 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. Using the Adobe Target Sample Size Calculator correctly will increase your likelihood of detecting true results. The practical result from these recommendations is you will call fewer false positives as winners, while also running tests long enough to detect true winners.



The Adobe Target test calculator. Search online help for "Adobe sample size calculator" to find it.

The Adobe Target test calculator takes your desired Confidence Level, Statistical Power, Baseline Conversion Rate of the control experience, Total number of daily visitors to the activity page, and number of experiences in the activity as inputs. It outputs the length of time (in both days and weeks) required to run the test, given those threshold amounts.

- Input the base Conversion Rate from the site area
- Input the visitors per day to the site area
- Input the number of experiences (Use the Bonferroni correction for three or more experiences)
- Input the minimum detectable lift
- Input the confidence level
- Input the power level
- Output: number of days/weeks required to run the test

Confidence Level

Confidence represents the likelihood of avoiding a false positive, the probability you will avoid measuring a lift if there is none. It determines the false positive rate. For example, the default confidence value is 95%. This means you will allow a threshold of up to 5% false positives. More information on the confidence level is provided later in this chapter.

Statistical Power

Statistical power represents the likelihood of correctly detecting a true positive. In this sense, it is the inverse of confidence: whereas confidence can be thought of as the likelihood of avoiding a false positive, statistical power is the likelihood of correctly detecting a true positive. The default value of 80% is a good place to start.

Minimum Detectable Lift

The **minimum detectable lift** is the smallest lift you can reliably detect, statistically, for a given sample size. The more volume you have, the lower lift you can accept. Everyone wants to detect as small of a lift as possible. You have to have a lot more data, the smaller the lift you want to detect. The closer the two samples look to each other, you have to have a lot of data to determine the lift between them is actually real. Smaller volume customers may need to shoot for higher lifts, because they do not have enough traffic to detect anything smaller than that.

How to use the calculator

To correctly interpret the test, you must compare your results to what was provided by the calculator: if the actual, measured lift and confidence level were above what you set as the threshold, then you can correctly call a winner. If, however, they fall below the input thresholds, then you should consider the test neutral. You should expect that you will mostly find neutral results.

Guidelines for using the calculator correctly

- Run your activity for the length of time determined by the calculator
- Do not end the test early UNLESS you have overwhelmingly high confidence, such as 99.9% confidence for at least a week. Stopping a test early dramatically increases false positives.
- Do not peek at the test prior to its calculated end. Each check of the test introduces the temptation to act based on incomplete results, which means another chance for a false positive. Use Adobe Target daily or weekly graphs, not the cumulative graphs (running totals) for your report interpretations.
- To correctly interpret the test, compare your results to what was provided by the calculator: *If your measured lift and confidence level were above what you set as the threshold in the calculator*, then you can correctly call a winner. If below, then consider the test results neutral.
- Expect to mostly end up with neutral results.
- Finding a negative result is still important information gained, and it only impacted your users for a limited period of time.
- Finding a positive result means that you can roll out those results and reap the benefits of it.

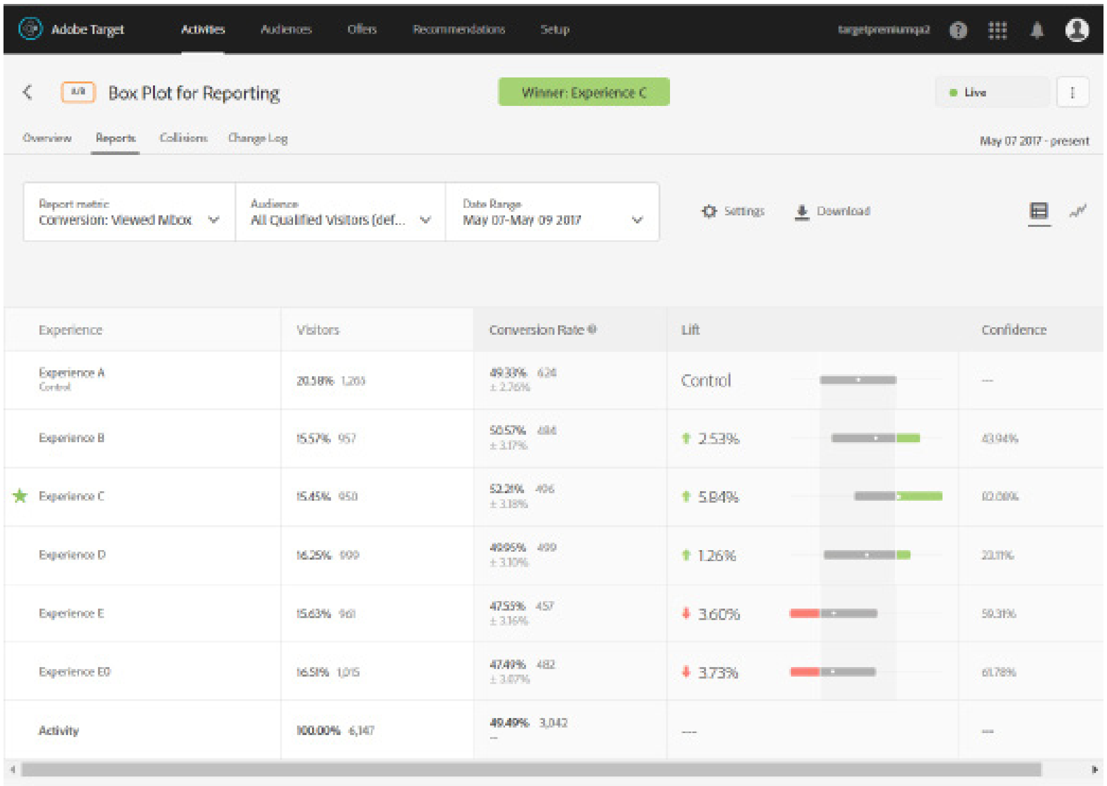
BEST PRACTICE: Plan your activity using the Test Calculator, and run your activity for the length of time determined by the calculator.

BEST PRACTICE: To determine a winner, compare your results to what was output by the calculator. *If your measured lift and confidence level were above what you set as the threshold in the calculator*, then you can correctly call a winner. If below, then consider the test results neutral.

The rest of this chapter walks through the different metrics and capabilities of Adobe Target reports, which should all be interpreted using the guidelines outlined in this section regarding the sample size calculator. Following these guidelines will increase your likelihood of detecting true results and avoiding false positives. As a result, you will call fewer false positive experiences as winners, while simultaneously running tests long enough to detect true winners.

Conversions, Confidence, and Lift

Consider the report below.



Notice the mention of Conversion Rate, Lift, and Confidence in the report above, each of which is broken down per experience.

- **Conversion Rate** shows the percentage of visitors who actually reach the goal during an activity.
- **Lift**—also called Conversion Rate Lift, or CR Lift—compares the conversion rate for each experience against that of the control experience. Note that it is not uncommon to see negative lift as well as positive lift.
- **Confidence,** or the Confidence Level, denotes the likelihood that a given experience's lift is statistically significant. Suppose you have 8.7% lift, with 97% confidence. When you evaluate your test at sample size per the calculator, this means there is a 97% probability that the lift you measured is not due to chance, but instead is statistically significant. The hypothesis you test using Adobe Target A/B activities is the Null Hypothesis, which states there is no effect

between one experience versus another. The confidence indicates, "If I actually measure this effect, what is the likelihood I would have measured this even though there was no effect?" Confidence is the probability that you will avoid a false positive, for cases in which there was no actual effect.

Experience	Visitors	Conversion Rate	Lift	Confidence
Experience A Control	20.58% 1,265	49.33% 624 ± 2.76%	Control	---
Experience B	15.57% 957	50.57% 484 ± 3.17%	↑ 2.53%	43.94%
★ Experience C	15.45% 950	52.21% 496 ± 3.18%	↑ 5.84%	82.08%
Experience D	16.25% 990	49.95% 499 ± 3.10%	↑ 1.26%	23.11%
Experience E	15.63% 961	47.55% 457 ± 3.16%	↓ 3.60%	59.31%
Experience E0	16.51% 1,015	47.49% 482 ± 3.07%	↓ 3.73%	61.78%
Activity	**100.00% 6,147**	**49.49% 3,042** --	---	---

In the sample report shown above, the bar for each experience represents the conversion rate plus the confidence interval. More broadly speaking, the midpoint of the bar represents the goal metric (whether based on conversion, revenue, or engagement), and the width of the bar shows the +/- confidence interval surrounding that goal metric, for that experience. In the example shown, we see that the control experience, Experience A, has a conversion rate of 49.33% (which is the midpoint of the bar), plus or minus 2.76% (which defines the width of the bar). That casts a downwards "shadow" across all the other experiences, so you can visually compare them to the control experience. Any part of another experience's performance that is better than that of control appears green, whereas any experience's range of performance that is worse than that of control appears red. If there were any experiences that fell completely below (or above) the confidence interval of Experience A, we could say with confidence that the experience will always perform worse (or better) than Experience A. As it stands, we see no such experience in the current example, but we do see that while Experience B and D are slightly better than control, there is a decent chance that their performance will overlap that over control. By the same token, while Experience E and E0 fared somewhat worse than control, there is a decent chance their performance will also overlap that of control. As a final note on interpretation, based on all available data, Experience C is the winner at the current point in time.

If you run the test again, it is equally as likely for the results for any given experience to end up on one end of that experience's bar versus the other. The more green (or red) that appears for a given experience, the better the indication that if you run the test again, that experience would outperform (or underperform) control.

As always, before making any decisions on manual A/B tests, wait until the requisite test duration has been reached, then compare confidence and lift to your Sample Size Calculator inputs. By following this guideline, you will find that you have high confidence for the success metrics that matter to your team. True winning experiences will exceed your confidence and lift thresholds after the requisite test duration has been reached. Another guideline is to ensure that results remain more or less consistent for a continuous length of time, to ensure that the results are stable, and try to wait until your sample size is large enough before drawing any conclusions, although the Sample Size Calculator should remove this guesswork.

Confidence Level

The *confidence level* indicates the likelihood that a given set of results would be reproduced were a test to be run again, and therefore denotes the statistical significance of any given lift (variance from control). It is represented by a percentage. Your company may have its own standards regarding acceptable confidence levels, and you must remember that your objective for manual A/B tests is to compare against the sample size inputs in the Sample Size Calculator in order to declare a winner.

Confidence: Confidence, or the confidence level, denotes the likelihood that two experiences are statistically different from each other, or if the difference is due to error.

The confidence level, or statistical significance, indicates how likely it is that an experience's success or failure was not due to chance. A higher confidence level indicates:

- The combination's performance is significantly different from that of control.
- The combination's performance is not just due to "noise." In other words, something other than luck or happenstance is causing the difference.

BEST PRACTICE: Be Confident! Know your company's desired confidence level and input that value into the Sample Size Calculator. Don't draw conclusions until the pre-determined test length is reached.

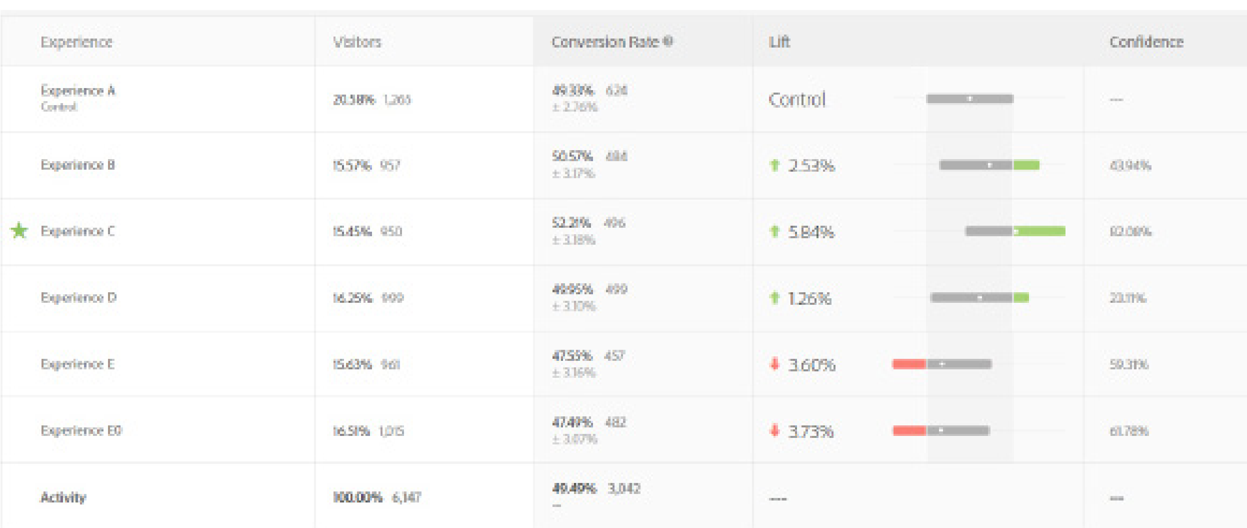
What's considered a "large enough" sample size, and what's a "continuous" length of time? The answer to this depends on how differently your experiences are performing. For example, if you have several experiences that are only differing by 1 or 2 percentage points in either direction, it will take thousands and thousands of conversions. But if you have experiences that are performing, say, 20% differently from each other, then you could get away with making a conclusion after only hundreds of conversions.

That being said, a good general rule of thumb is to have at least 100-150 conversions per experience before making any conclusions. Ideally, you should have about 500 per experience, but 100-150 is a more reasonable lower bound. As for "continuous" length of time, this will vary depending on your company's comfort level. The Sample Size Calculator takes these considerations into account.

Did you know…? The confidence level is based on standard statistical significance calculations using the "student's t-test," which assesses whether the means of two groups are statistically different from each other. This is the same calculation used in presidential polls. For example, when commentators remark, "This candidate has 54% of the vote, and the other candidate has 46%, with 95% confidence, +/- 3%," they are referring to the same calculation for confidence that is used in Target Premium and Standard.

Confidence Interval

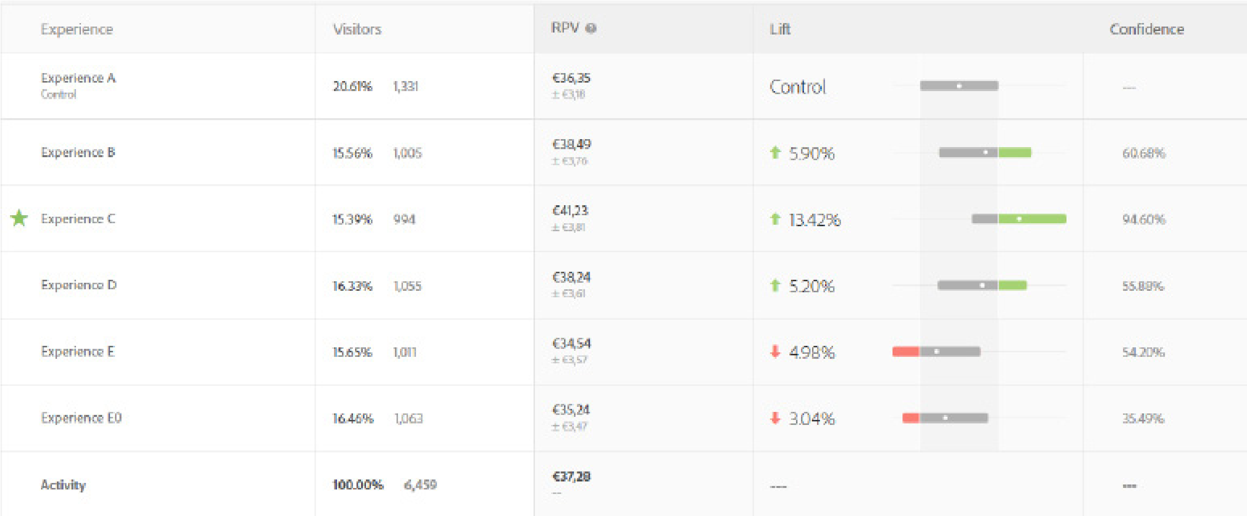
The *confidence interval* is a range within which a metric's true value can be found, for a given confidence level. Adobe Target always uses a 95% confidence level to calculate confidence intervals. One major implication of this is that if the confidence level for a given experience falls below 95%, no conclusions may be drawn yet regarding that experience's lift.



Experience	Visitors	Conversion Rate	Lift	Confidence
Experience A Control	20.58% 1,265	49.33% 624 ± 2.76%	Control	---
Experience B	15.57% 957	50.57% 484 ± 3.17%	2.53%	43.94%
Experience C	15.45% 950	52.21% 496 ± 3.18%	5.84%	92.08%
Experience D	16.25% 999	49.95% 499 ± 3.10%	1.26%	23.11%
Experience E	15.63% 961	47.55% 457 ± 3.16%	3.60%	59.31%
Experience E0	16.51% 1,015	47.49% 482 ± 3.07%	3.73%	61.78%
Activity	100.00% 6,147	49.49% 3,042 ---	---	---

Note that the bar reflects the Confidence Interval of the Goal metric, not the Confidence Interval of the Lift.

As another example, suppose that an experience's RPV is $10, its confidence level is 95%, and its confidence interval is $5 to $15 ($10±$5). This means, if you ran this test multiple times, 95% of the time, the RPV would fall between $5 and $15. On the report, the midpoint of the bar would mark $10, and the width of the bar would indicate ±$5 on either side of the midpoint.



Experience	Visitors		RPV	Lift	Confidence
Experience A Control	20.61%	1,331	€36,35 ± €3,18	Control	---
Experience B	15.56%	1,005	€38,49 ± €3,76	5.90%	60.68%
Experience C	15.39%	994	€41,23 ± €3,81	13.42%	94.60%
Experience D	16.33%	1,055	€38,24 ± €3,61	5.20%	55.88%
Experience E	15.65%	1,011	€34,54 ± €3,57	4.98%	54.20%
Experience E0	16.46%	1,063	€35,24 ± €3,47	3.04%	35.49%
Activity	**100.00%**	6,459	**€37,28** --	---	---

An example showing RPV. In this case, the control RPV is €36,35, with a confidence interval of ± €3,18.

The confidence interval is the range within which a metric's true value can be found for a given confidence level.

When a test is in its early stages, the confidence interval may begin as a large range. For example, suppose that in an activity, you were seeing significant lift for one experience, say, 75%, with fairly high confidence of 90%. You might begin to feel comfortable concluding that the experience was truly performing better. But upon closer inspection, you realize that not only do you still have a wide confidence interval, but the sample size is quite small, say, 36 conversions spread out over four experiences.

In analyzing results, you need to take several factors into consideration. In the case of the confidence interval, if it ever corresponds to a lift that crosses zero—one that includes both negative (red) and positive (green) results—that means there is no guarantee that the lift isn't 0%. Generally speaking, you will want to wait to draw conclusions until the confidence interval is narrow enough such that the corresponding lift doesn't cross zero. Follow the Days or Weeks output from the Sample Size Calculator as a guide.

RULE OF THUMB: If the confidence interval crosses 0 for a given experience, do not make a conclusion yet.

BEST PRACTICE: Consider the confidence interval when evaluating activity results.

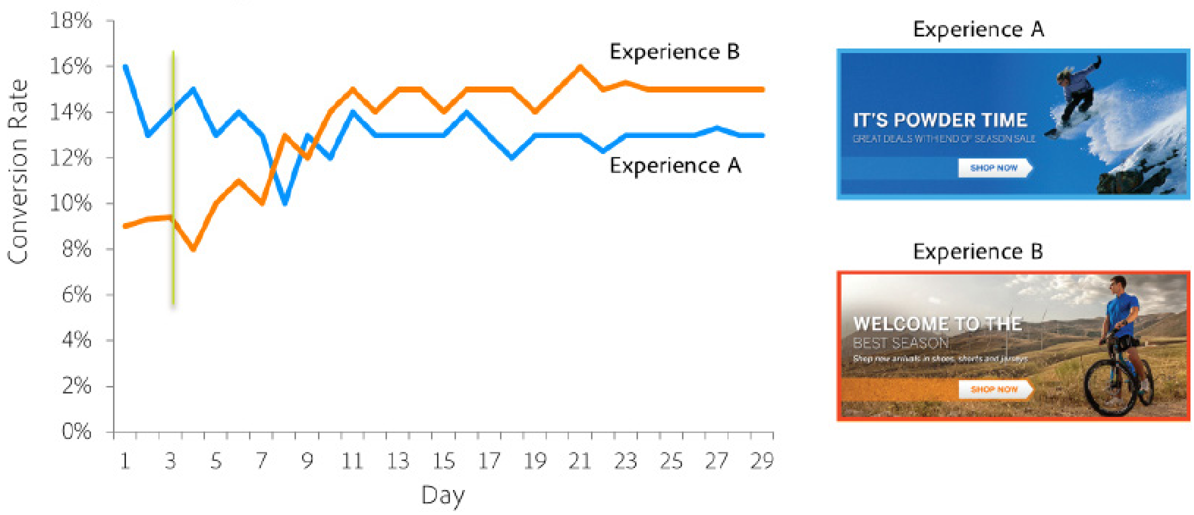
The formula for calculating the confidence interval follows standard statistical methods.

- Sample size. As your sample grows—as more visitors enter your campaign—the interval will shrink, or narrow. This is preferred, as it means your reports are getting closer to the true value of the success metric.
- Standard deviation. The smaller the standard deviation, the smaller the confidence interval. This means you are closing in on the real value of the success metric.

How Results Change Over Time

In general, the longer a test runs, the higher the confidence level becomes. This trend in confidence over time is typical, and leads to an important point. It takes time for report results to stabilize, so you should never declare a winner after only a few days of monitoring a test.

Consider the following activity results.



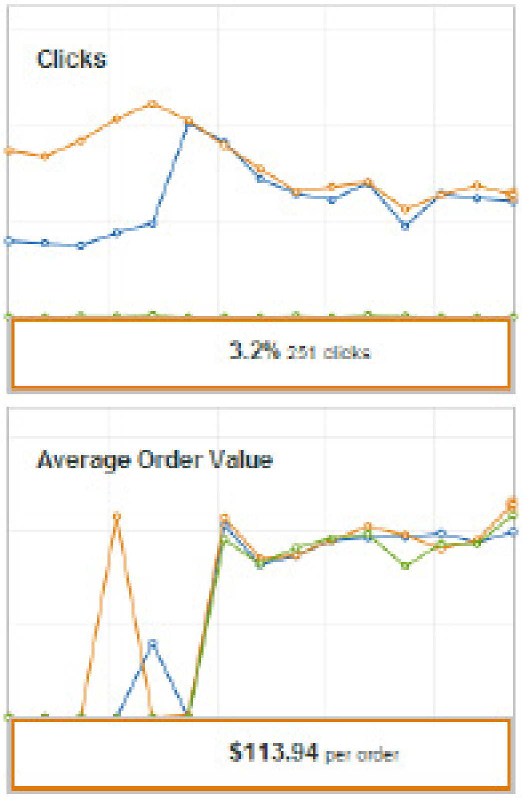
Results can fluctuate significantly over the first week of a test.
Look for results to stabilize over the following weeks.

The graph above plots the conversion rate of each experience in this activity, over time. Each line represents an experience's performance, and each point represents the conversion rate at that point in time.

You can clearly see there was a much greater fluctuation in results between each experience during the first week of the activity, but those variances stabilized as the weeks unfolded. This is a very typical pattern. Moreover, the experience that ultimately ended up winning was actually the worst performer during the first few days of the activity.

BEST PRACTICE: Let activities run for the duration specified by the sample size calculator.

If the data points for any experience in your test continue to swing high and low over time, that is an indication that it may be too early to declare a winner. Generally, it will take 2-3 weeks before results stabilize enough to draw reliable conclusions. Any earlier than that, and factors such as the day of week may skew results for or against certain combinations in a misleading way. Running your test for at least two weeks allows you to consider Day of Week differences, providing you with at least two Mondays, Fridays, Saturdays, and so on, to compare.

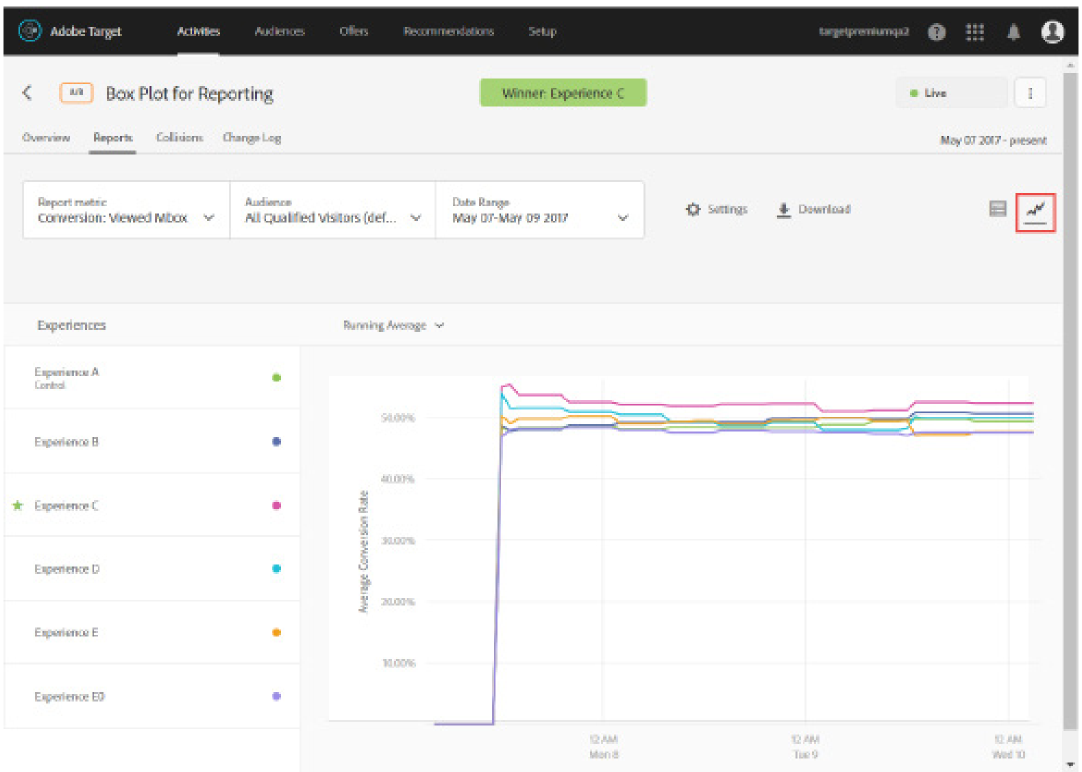


These reports of competing experiences illustrate the general point that results usually take time to stabilize. Wait until the results for any given report stabilize, per the sample size calculator, prior to drawing any conclusions based on that success metric.

Using Adobe Target Reports

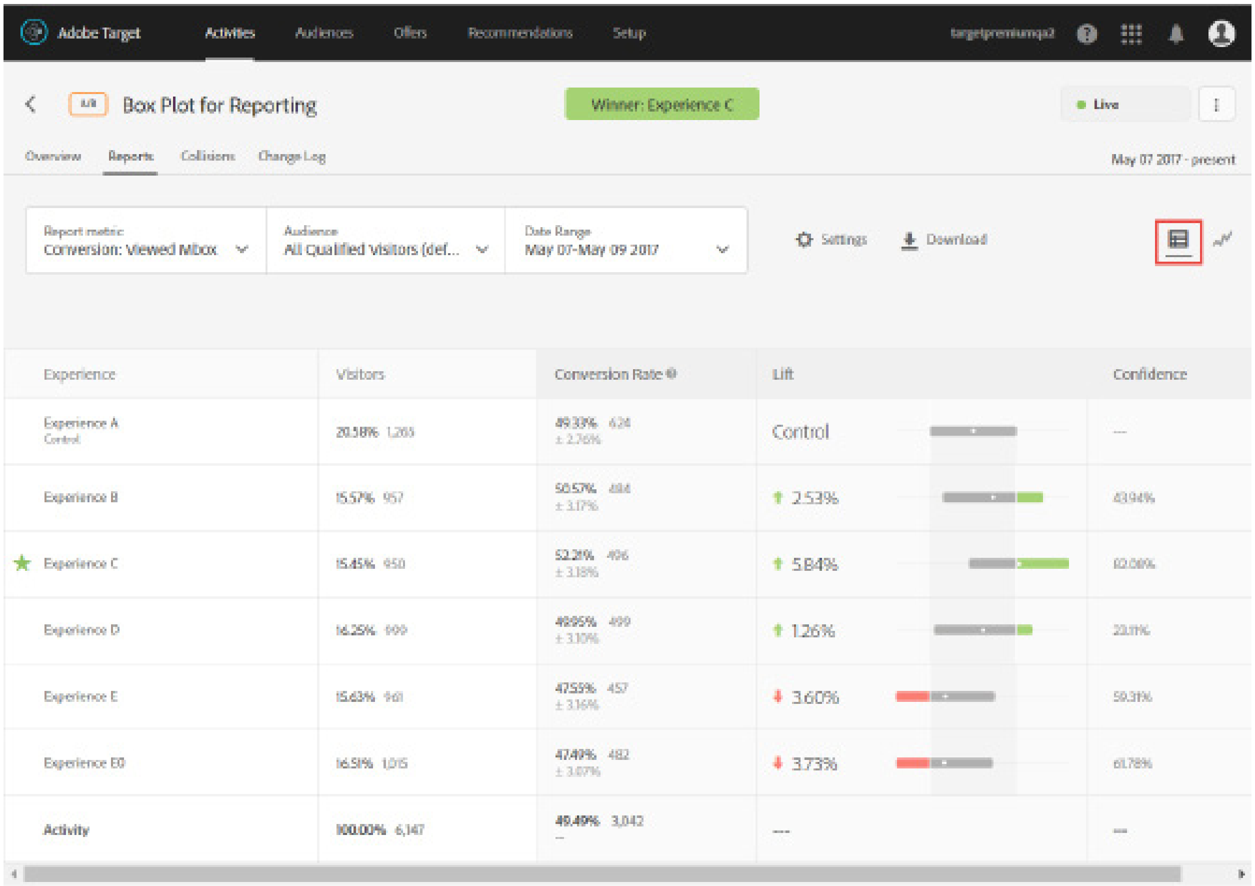
Focus on the Overall Goal

Adobe Target reports make it easy to see how well your different experiences are accomplishing your activity's objective. This is because they highlight the key success metric relevant to the goal you defined for the activity. Consider the following results, keeping in mind any report interpretation should only be performed once the test duration has been met.



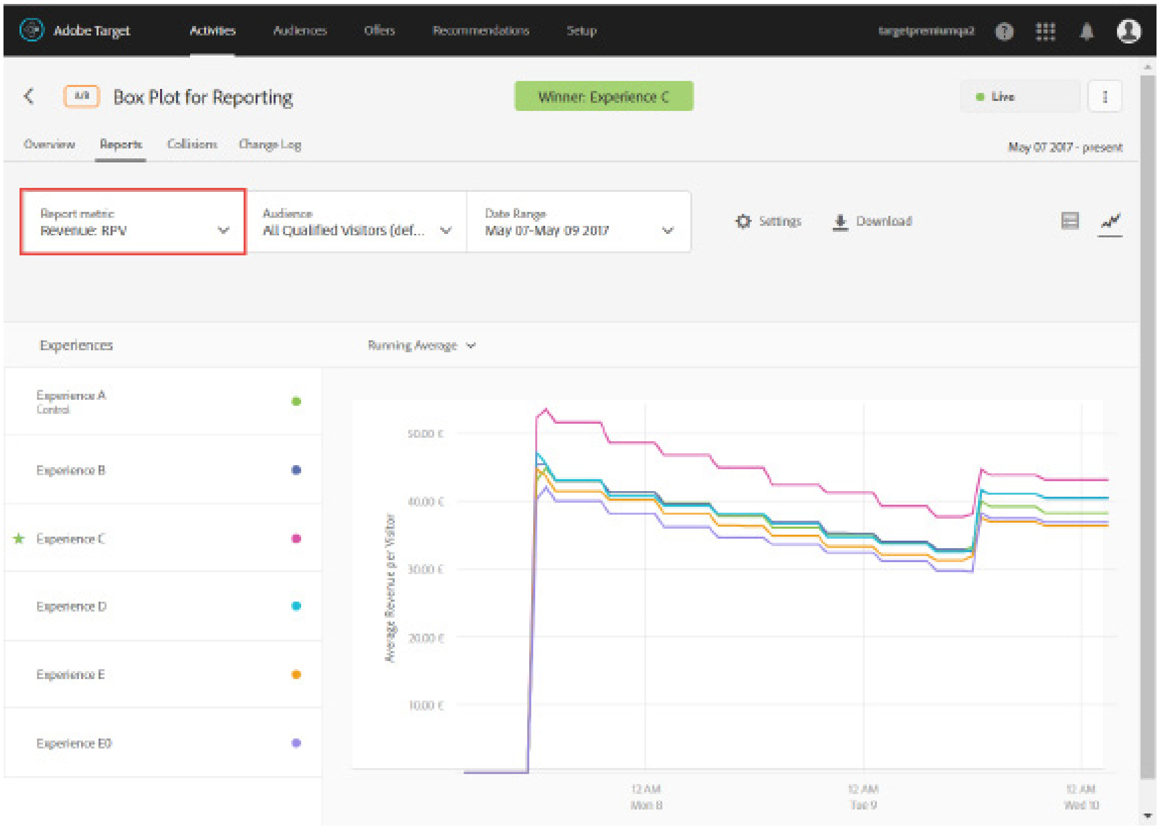
In this example, a Conversion-based metric was defined as the goal metric during activity setup, therefore the default settings for the report display the Running Average (Running Conversion Rate over time) for the different experiences.

To view additional details regarding specific numbers, ensure you are in table view (click the **Table View** icon if necessary).



In this example, we see the total number of visitors to the activity as well as to each experience, the overall conversion rate attributed to each experience, the corresponding lift to which that translates, as well as the confidence associated with that lift.

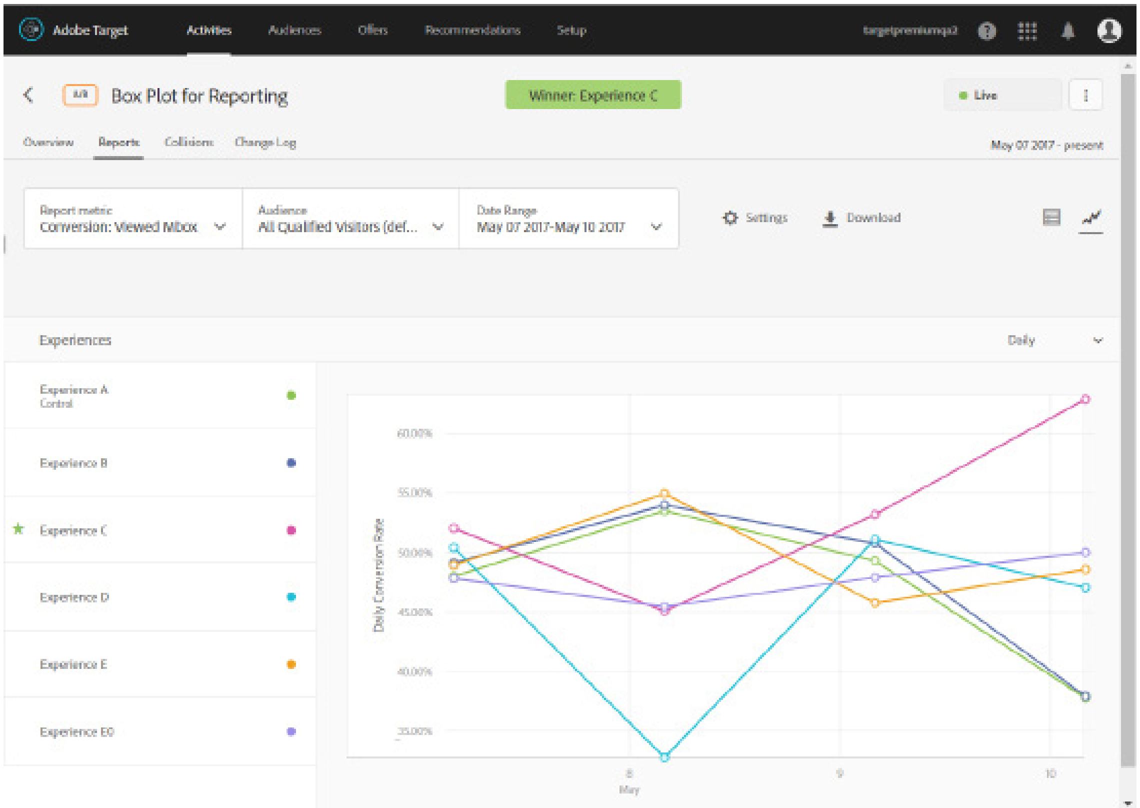
Here is the same report, viewed according to a Revenue-based metric.



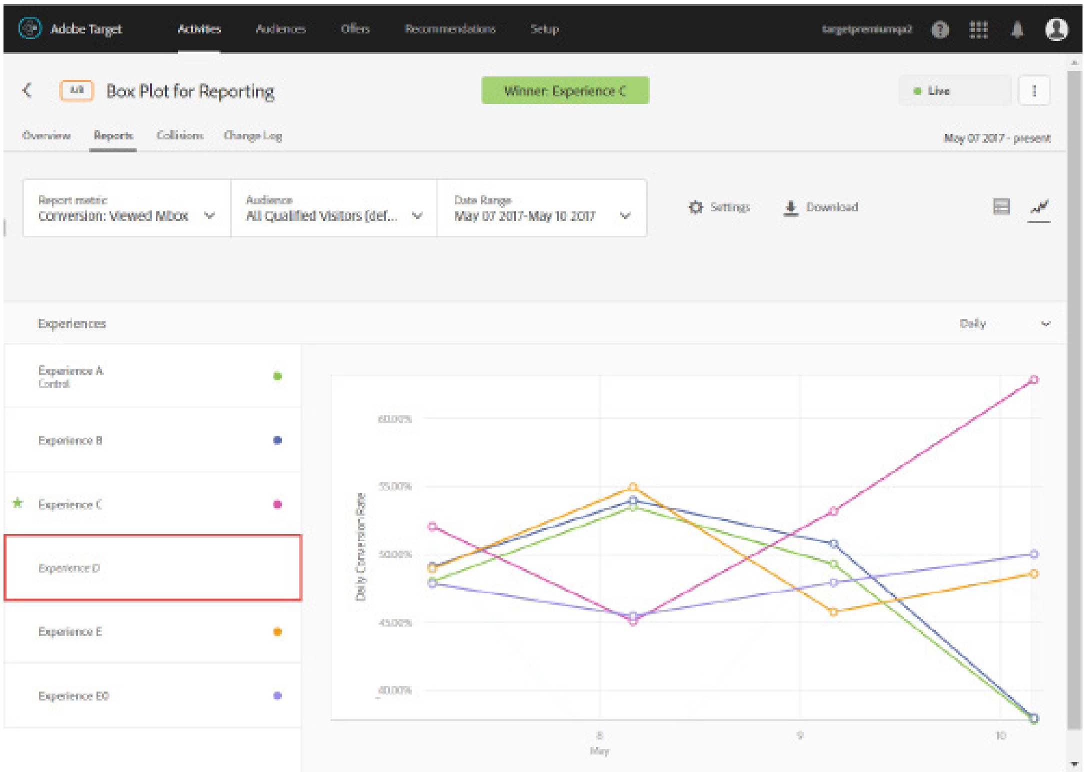
When viewed according to revenue, the default settings for the report display the running average of Revenue per Visitor (RPV) instead of the running average of Conversion Rate. If this activity had been defined with revenue as its Goal metric, the view above would have been the default view, and users would have needed to switch to conversion in order to see the previous report view. The point is the design of reports in Adobe Target makes it as clear as possible to instantly ascertain how your activity is performing in terms of your defined activity Goal, while providing options to switch to alternate views based on any additional metrics you defined for the activity.

Focus on Experience Performance

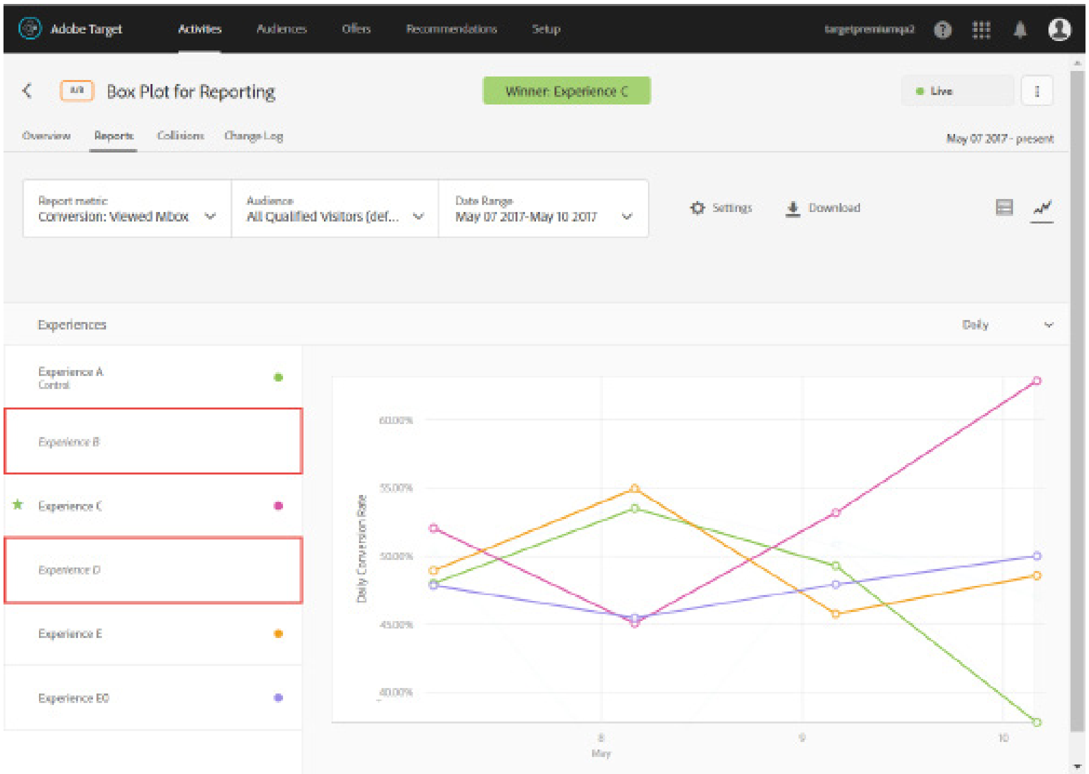
Click the tab of each experience to remove that experience's data from view within the graph. For example, consider this test of four experiences.



In order to view a specific set of experience's data more distinctly, click to exclude certain experiences from the graph.



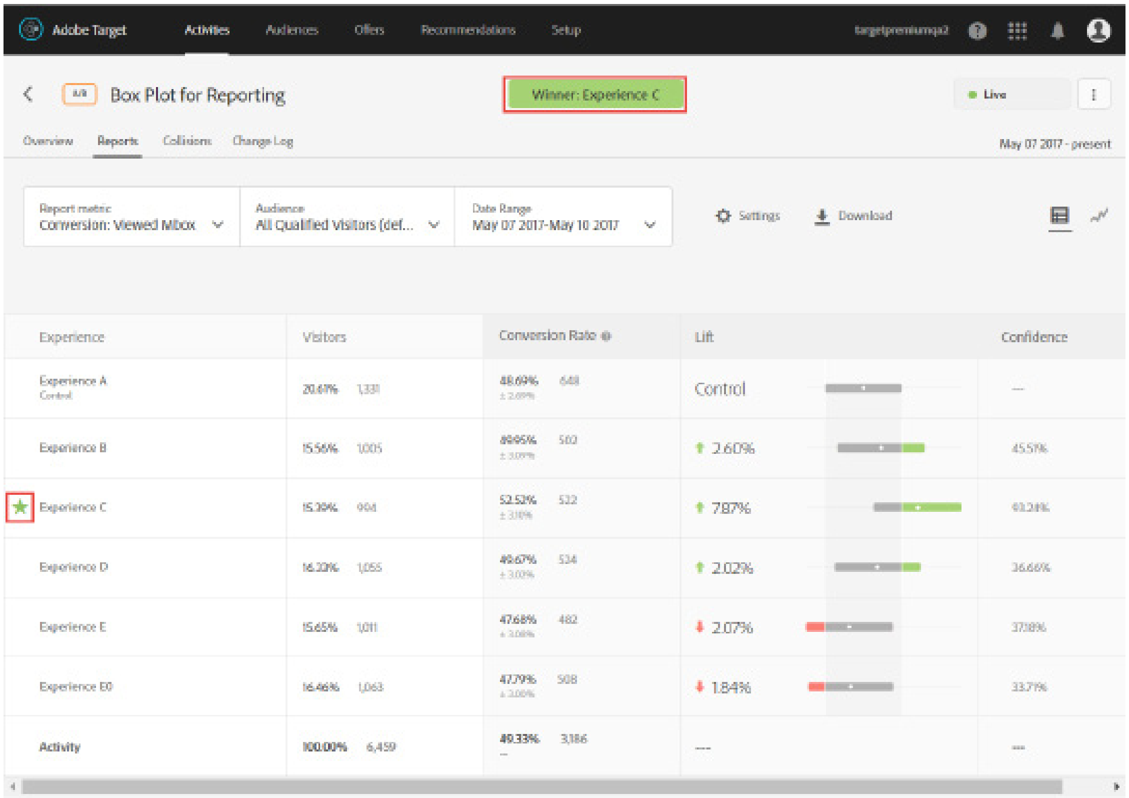
Viewing data from all experiences except Experience D.



Viewing data from all experiences except Experiences B and D.

Winning Experiences

Winning experiences are flagged with a star and a callout at the top of the report, making them easy to identify.



What should you do with winning experiences? Once you have full confidence in the results per the sample size calculator, you can continue additional testing and optimization by using what you learned to perform additional testing or targeting. You can also use what you learned to create a new, single-experience activity if you want to temporarily push that content to your visitors in order to realize predicted revenue.

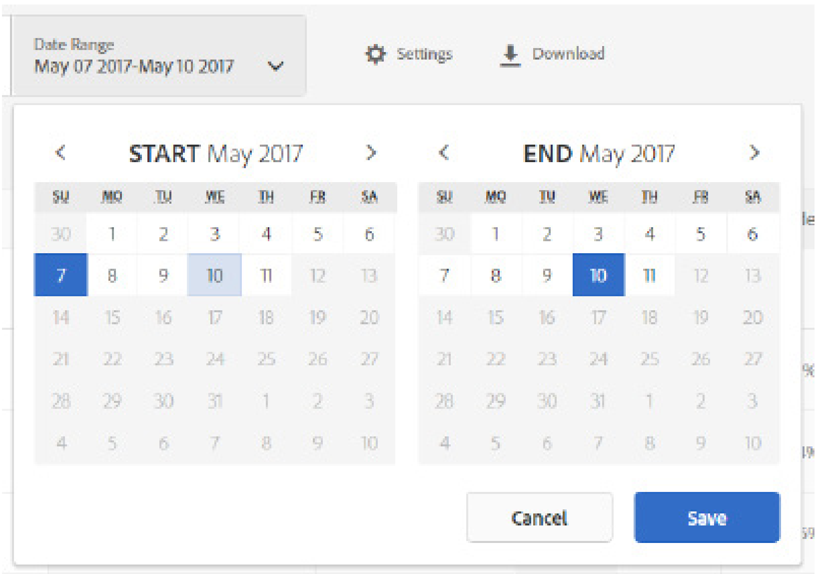
BEST PRACTICE: Keep in mind winning experiences are flagged strictly based on lift as compared to control, without taking factors such as the sample size calculator into consideration. Conclusions should only be drawn based on the output of the calculator, not based on which experience is the winner at any given point in time. And because winners are based on comparisons to control, there is no guarantee Experience C is really better when compared to, say, Experience B. (To view such a comparison, change the control experience using report settings.)

Calendar

Adobe Target's default date range for reporting is something called "Life of Activity." *Life of Activity* is defined as the time period beginning from the date the activity is first activated, through the date the activity is last deactivated. If the activity is currently activated (that is, if there is no deactivation date), then the "end" date simply reflects the current date. If an activity is deactivated and then re-activated, Life of Activity will still use the original activation date as its starting point.

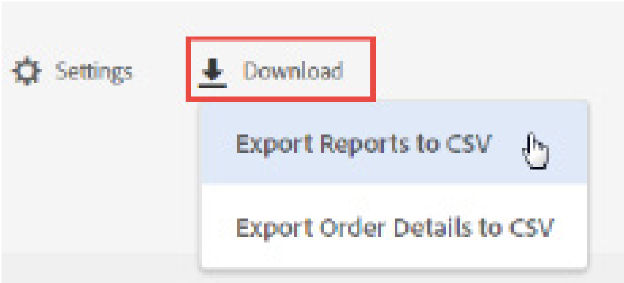
Life of Activity is the date an activity is first activated, through the current date (if the activity is still active), or the deactivation date (if it is not).

To change the date range for which you would like to view data for an activity, use the calendar to select the desired visible date range of the report.



Downloading Report Data

For activities that use Adobe Target as the reporting source (as opposed to Adobe Analytics), users may download the Metrics report or the Order Details report.



The Metrics report includes all metrics defined for the activity, both Goal and Additional Metrics. Marketers may export this data for use in external applications or systems. The Order Details report, which is the same as the Target Classic audit report, provides a readout of every purchase made by visitors in the activity. It shows the experiences visitors were in, order total, products purchased, and order ID. This provides a way to audit transactions, whenever you would like to research these orders. For example, the Order Details report may aid in tracking return rates, as you evaluate the returns customers made. You may also use this to help in tracking fraud, if you wanted to analyze the percentage of orders that were fraudulent.

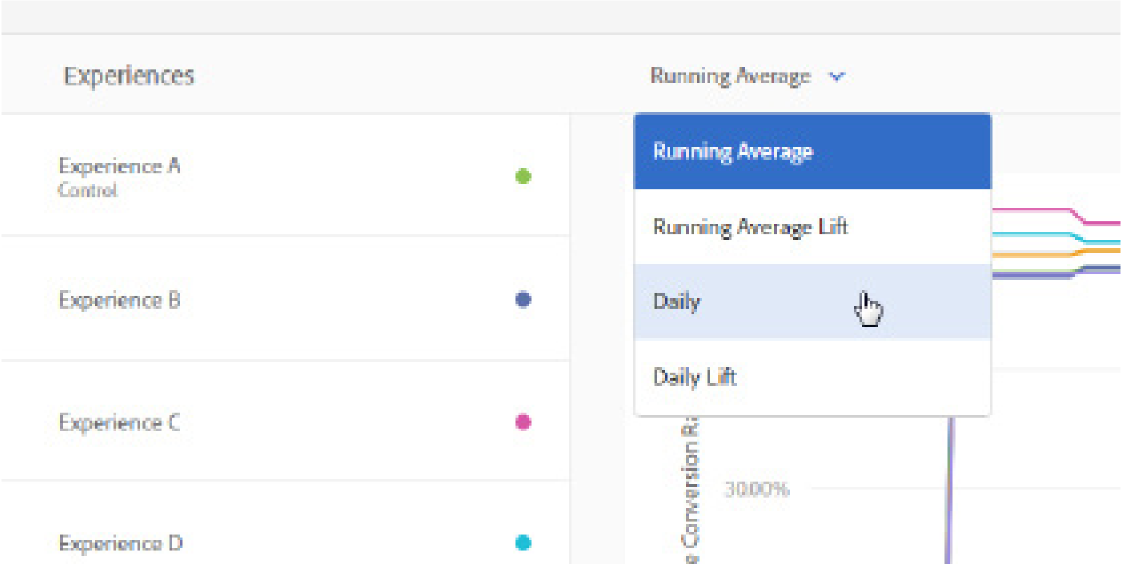
NOTE: "Export Reports to CSV" is the same as the CSV download in TargetClassic. It includes the raw data for all metrics and audiences specified in the activity, not just the metrics and audiences currently displayed in the report. Additionally, the lift and confidence intervals are not included, but can be calculated in offline systems.

For reports from an activity driven by Adobe Analytics data, marketers would use native capabilities within Adobe Analytics native capabilities in order to download data.

Changing from Running Averages to Daily Numbers

In the graph view, metrics default to displaying running averages. For example, conversion-based metrics default to displaying Running Conversion Rate, whereas revenue-based metrics default to displaying Running Revenue per Visitor (RPV). Engagement-based metrics default to displaying the running average for the metric in question. For example, if the metric were Page Views, the report would default to displaying the Running Page Views. Each of these default settings is designed so marketers can determine at a glance which experience is winning, according to their defined activity goal.

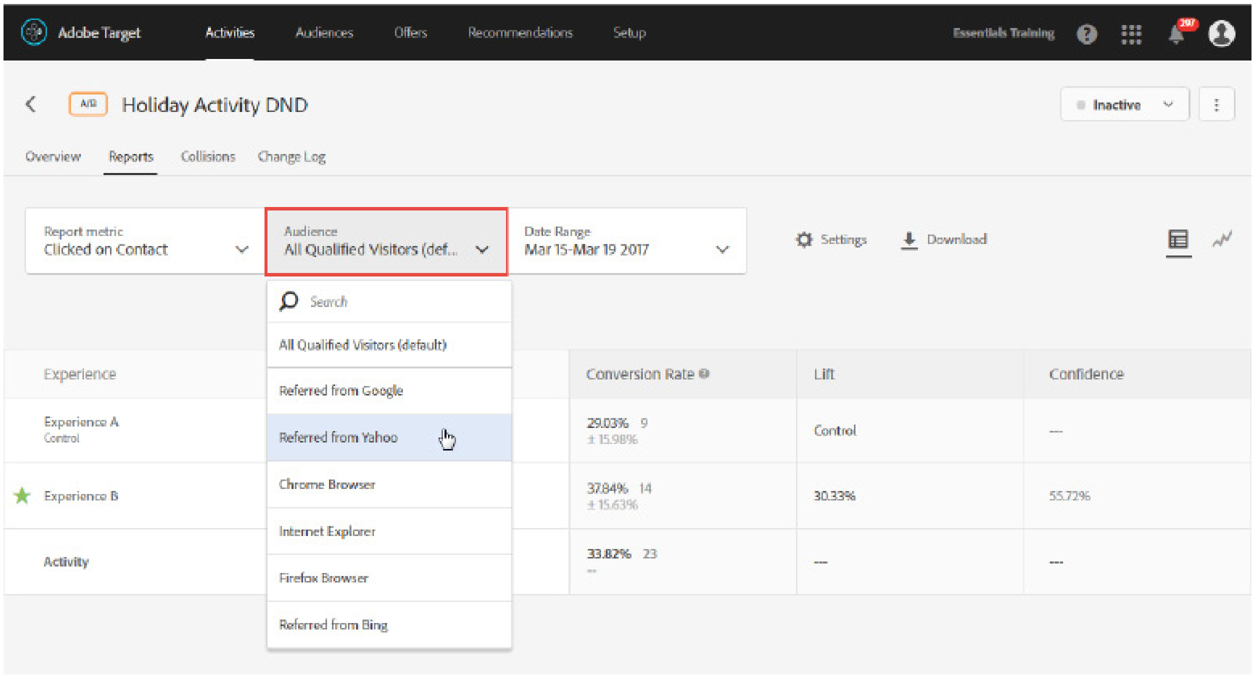
Can you change to a metric other than Running Conversion Rate, Running RPV, or the running engagement metric? Absolutely. To change from cumulative numbers to daily values, select from the drop-down menu as shown.



Viewing Data by Audiences

We covered the topic of audiences in an earlier chapter, but as a brief review, remember you should try to filter results by audiences (by defining **Audiences for Reporting** in the final step of activity setup), so you can evaluate winning experiences in the context of different types of traffic. Also keep in mind audiences need to be implemented during activity creation, since Adobe Target cannot retroactively divide your data by audiences (unless using Adobe Analytics as a reporting source, A4T).

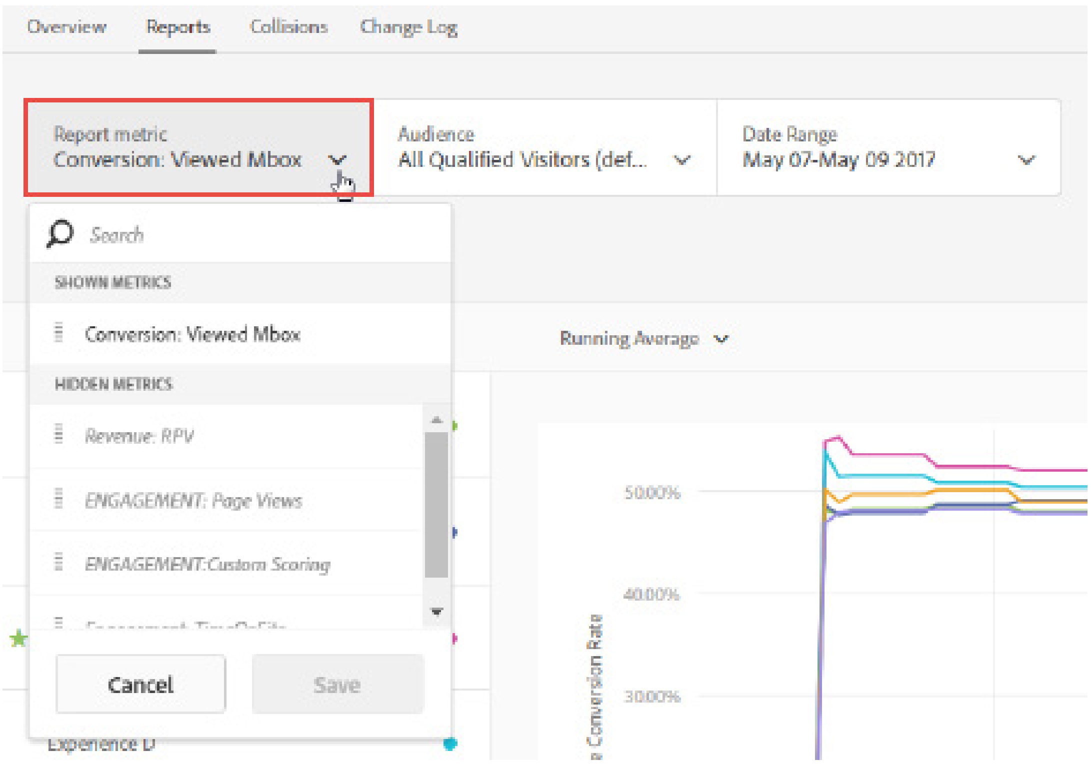
On the Reports page, click the Audiences drop-down to filter your activity results by a different audience. Options defined in the final step of activity setup determine the filters available here.



In order to view data filtered by these particular audiences in a Target-driven activity, the audiences appearing in this drop-down list must have been configured as Audiences for Reporting for this activity

Changing Metrics

To change metrics, click the **Report metric** drop-down arrow. Select a different metric to recalibrate the report according to it.



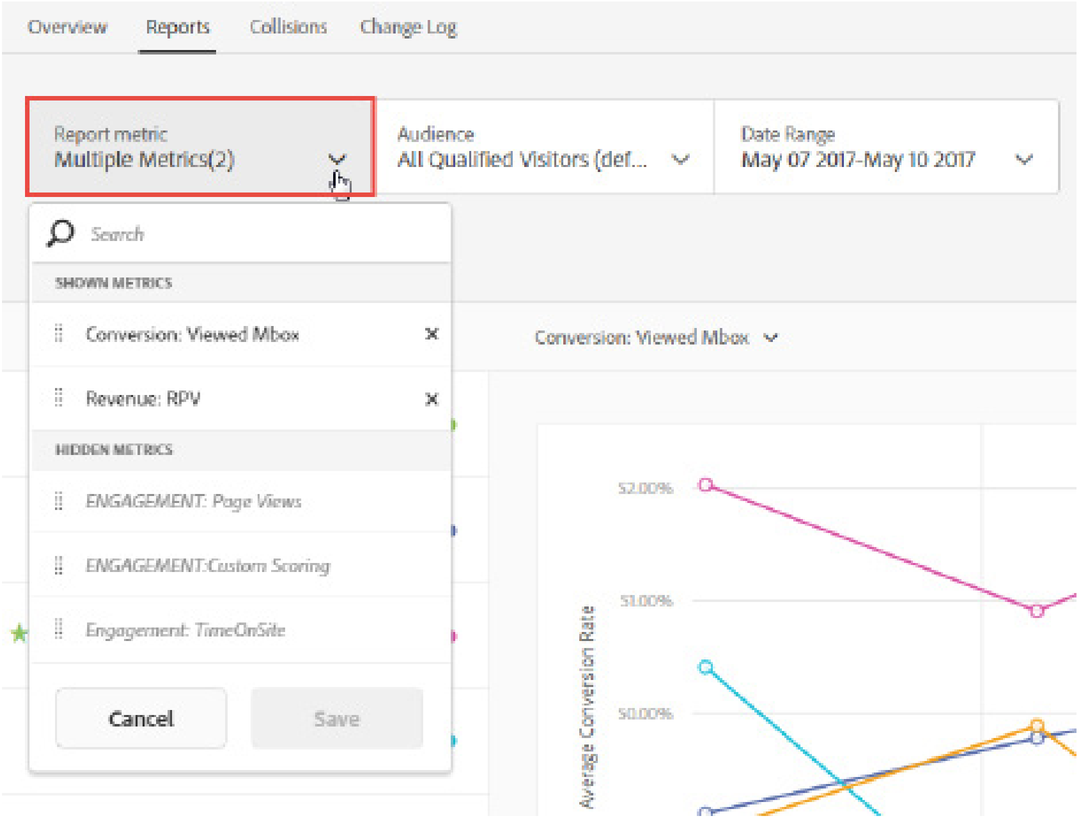
The Report metric drop-down as it appears for an activity currently displaying a running conversion rate.

The metrics available in the drop-down list are those you previously configured in the **Additional metrics** section of the **Goal & Settings** page of activity setup (unless using A4T, in which case these will reflect your Analytics report suite metrics). If you did not define any additional metrics, the only metric available in this drop-down list will be your primary Goal metric.

NOTE: The metrics that appear in this drop-down list are highly variable from one activity to another, as they reflect the goal and additional metrics configured for the specific activity in the final step of activity configuration

Switching to a different metric will recast the report results for that metric:

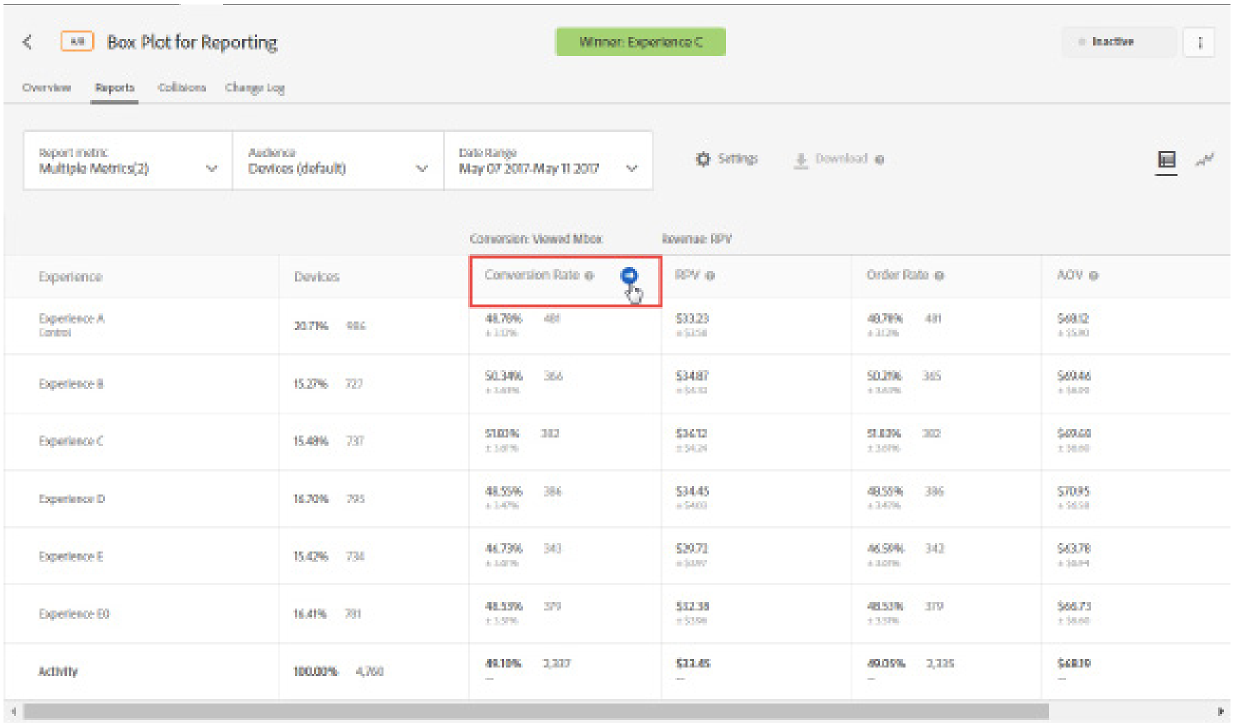
You may also select multiple metrics at once.



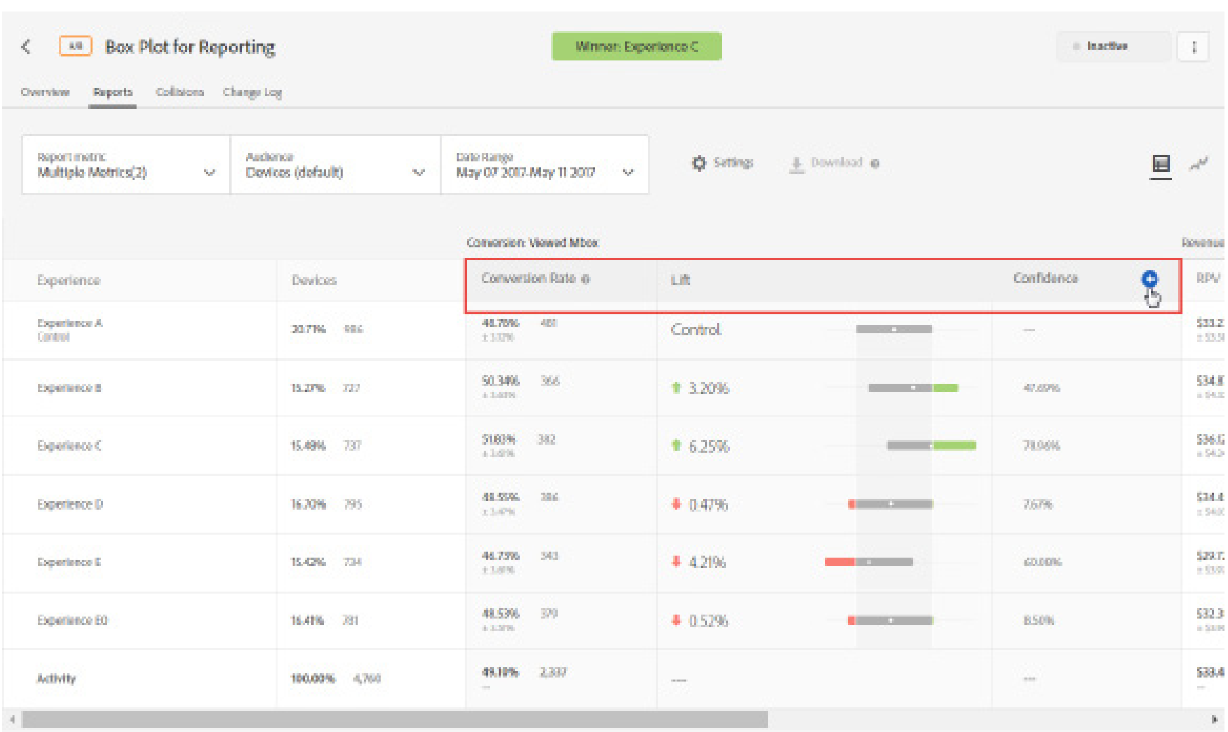
Selecting multiple metrics from the Report metric drop-down.

In the example shown here, when the user selects both the conversion and the revenue metric, the **table view** shows the metrics simultaneously, while the **graph view** provides quick access to toggle between the selected metrics directly within the report.

When multiple metrics are shown on a table report, expand or collapse columns to view Lift and Confidence for a given metric by using the blue and white arrows as shown.



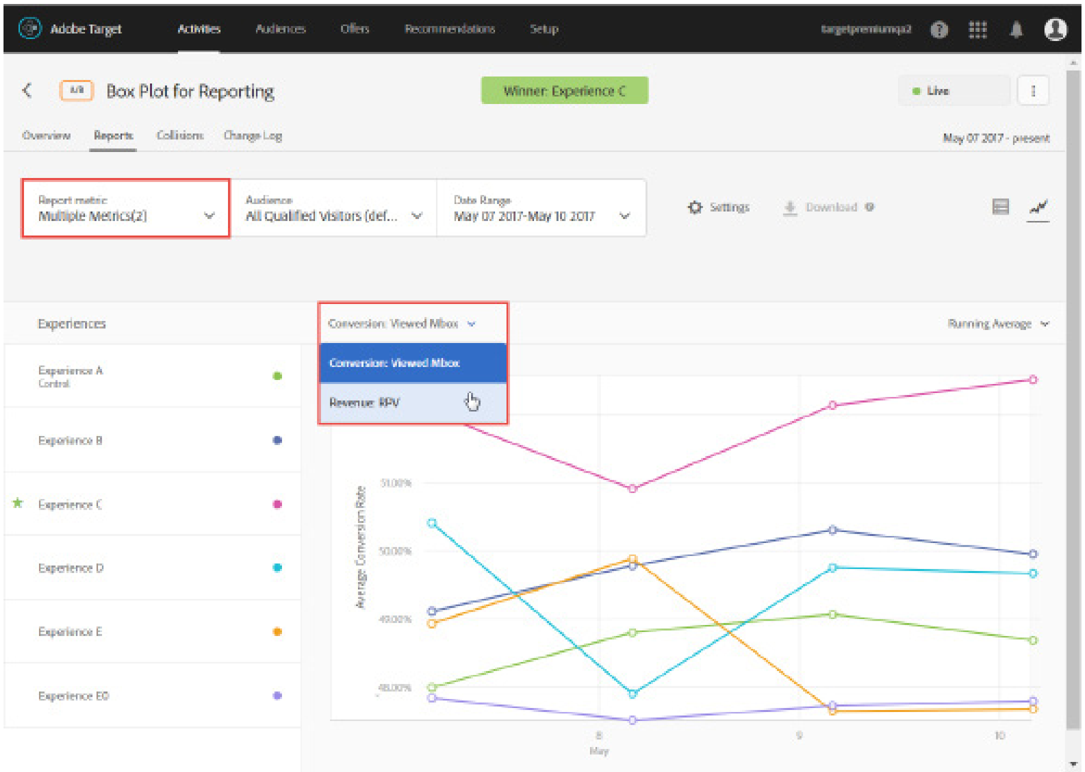
Multiple metrics: Click to view Lift and Confidence for this metric.



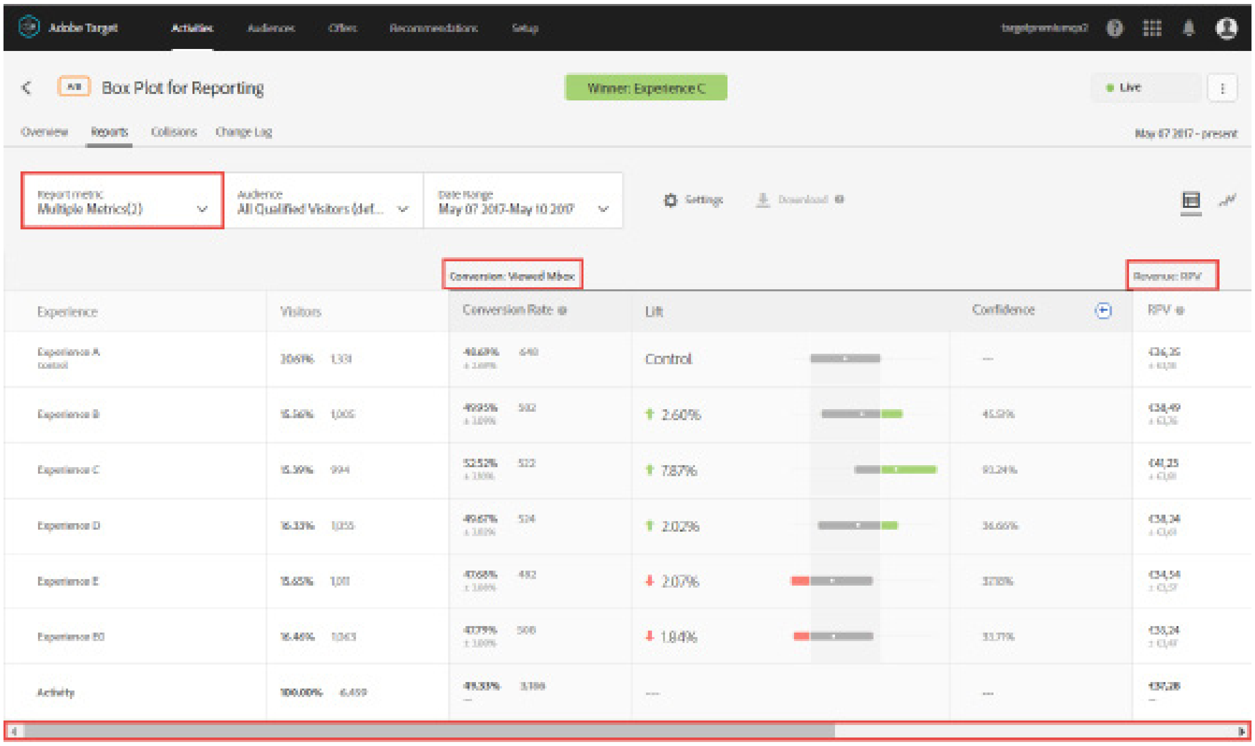
Multiple metrics: Click to collapse the Lift and Confidence for this metric.

Be aware of the following information as you work with multiple metrics in reports:

- The ability to view multiple metrics is available A/B and Experience Targeting (XT) activities only. You cannot view multiple metrics in reports for Auto-Allocate and Auto-Target A/B activities.
- You cannot add more than 20 metrics to a report for an activity that uses Analytics for Target (A4T). You can add as many metrics as you have in your activity to reports for activities that do not use A4T.
- You cannot use the Download option to download reports to CSV if you have selected multiple metrics. You must select a single metric to enable the Download option.
- You cannot view multiple metrics for activities created before the July 2015 Target release (July 30, 2015).



Within the graph view, choosing multiple report metrics provides quick access to those metrics.



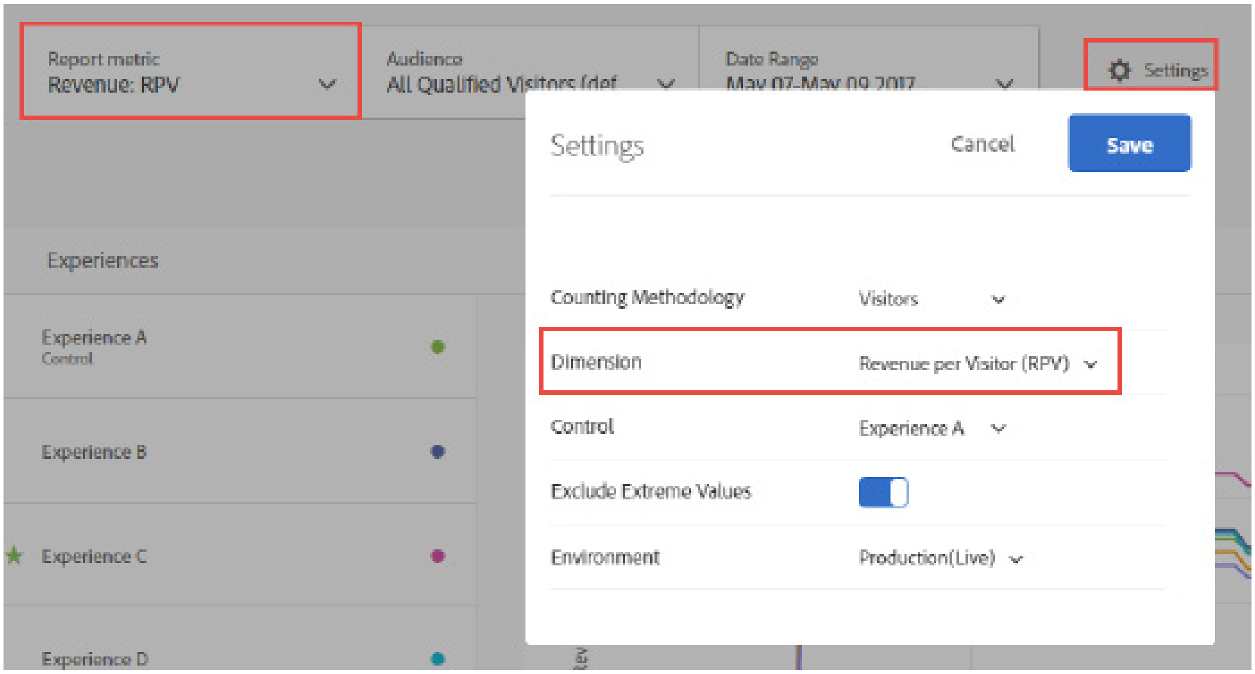
Within the table view, choosing multiple report metrics displays those metrics in a single report. Use the browser scroll bar to view all metrics.

Metric Types

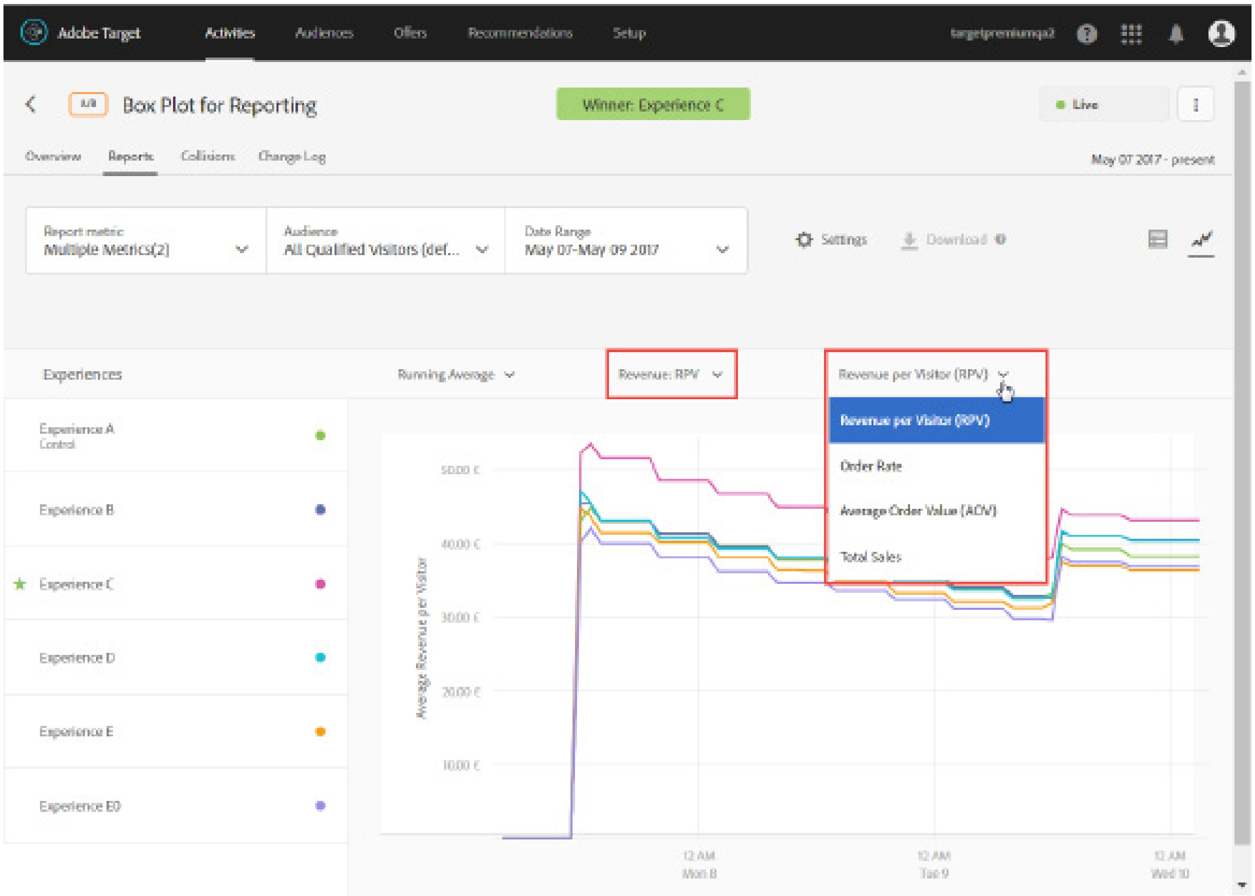
When you change metrics on a Target report, you may change to one of three potential metric types:

- Conversion
- Revenue
- Engagement

This is relevant because additional options available to you will vary depending on the metric type chosen. For example, graph report settings for revenue-based metrics include an additional dimension, which enables users to select between RPV, Order Rate, Average Order Value (AOV), or Total Sales.



Metric refinements available for Revenue based metrics in a graph, when Revenue is the only metric selected.

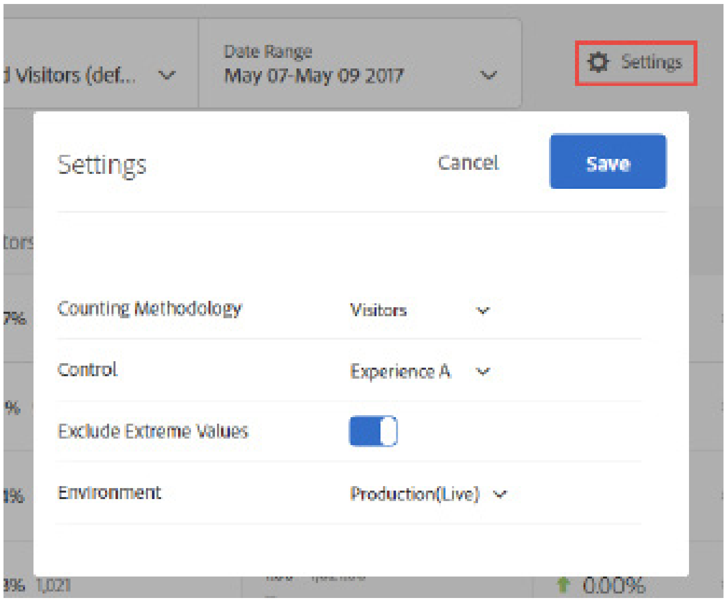


Metric refinements available for Revenue based metrics in a graph, when Revenue is one of multiple metrics selected.

Let's take a closer look at the settings available for Adobe Target reports.

Report Settings

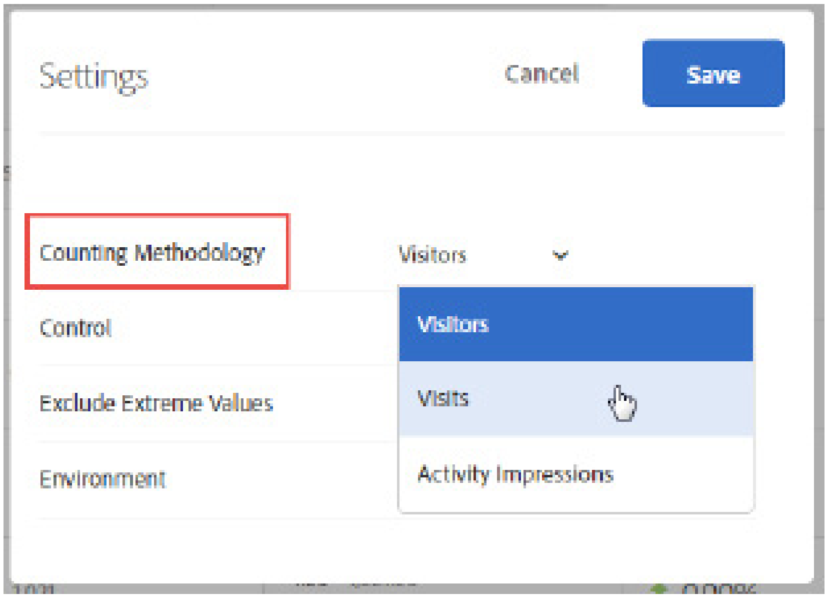
Whether in graph or table view, click **Settings** to access Report Settings that allow you to modify aspects of the report such as counting methodology, control experience, extreme values, and environment.



Report Settings for a report based on a Revenue or Engagement metric. Report Settings for Conversion metrics are the same, except they do not include the option to exclude extreme values.

Counting Methodology

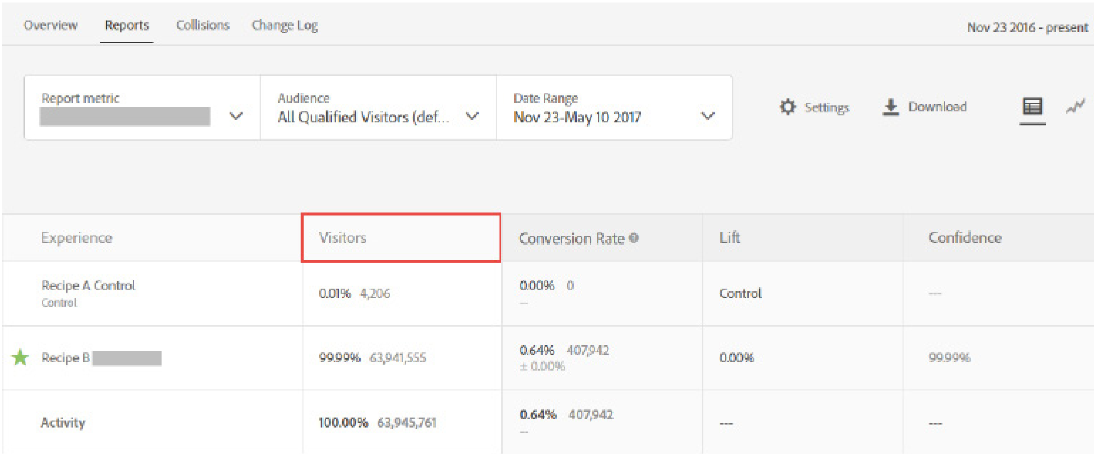
The default **Counting Methodology** is based on **Visitors**, but you may change this to **Visits** or **Activity Impressions**.



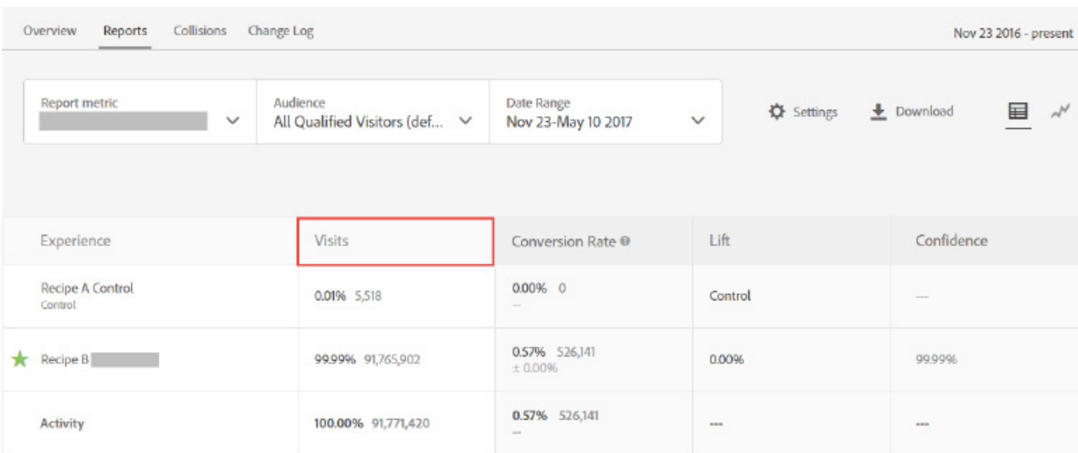
Adobe Target allows you to track traffic by three counting methodologies:

- A *Visitor* is a unique participant in an activity, for the life of the activity. Adobe Target keeps track of visitors through the visitor's cookie. If someone visited your site once per day, for three days, they would still be counted only once. This is the most common counting methodology used in reports.
- A *Visit* is a unique participant's session on your site. A session's end is determined after 30 minutes of inactivity on the site. If someone visited your site once per day, for three days, they would be counted as having had three visits.
- An *Activity Impression* is counted every time a page is loaded. A single visit may include several impressions of, for example, your homepage. Note (1) there must be an mbox on a page in order for a page view to be counted, and (2) each mbox on a page will be counted once. If there are three mboxes on a page, the page view count will increment by three.

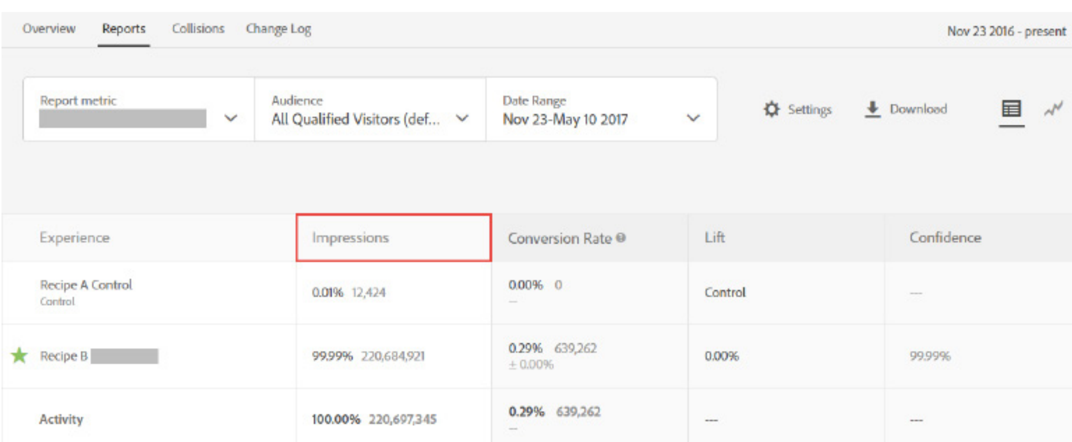
As an example, consider these results, where Counting Methodology = Visitor.



By contrast, consider the same set of results when they are re-calculated according to Visits:



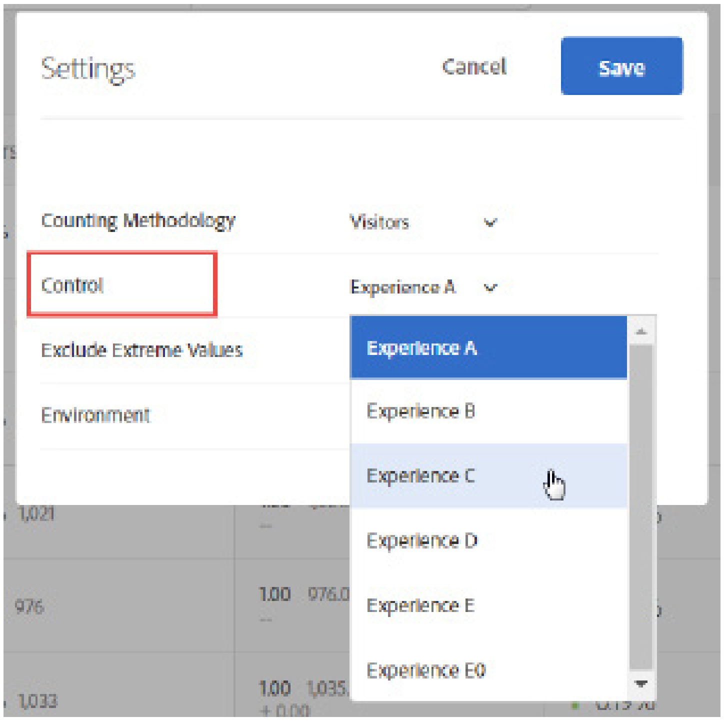
Finally, consider the same set of results when they are re-calculated according to Activity Impressions (Page Views):



As mentioned in previous chapters, the default Adobe Target counting behavior for A/B tests is that once a visitor is served a particular experience, they will see that experience for the life of the activity, as long as they continue to qualify for that activity. You can modify this default behavior by approving a higher-priority activity or by using Success Actions.

The Control Experience

Change **Control** to select another experience as the basis for comparison (the basis for calculating lift).



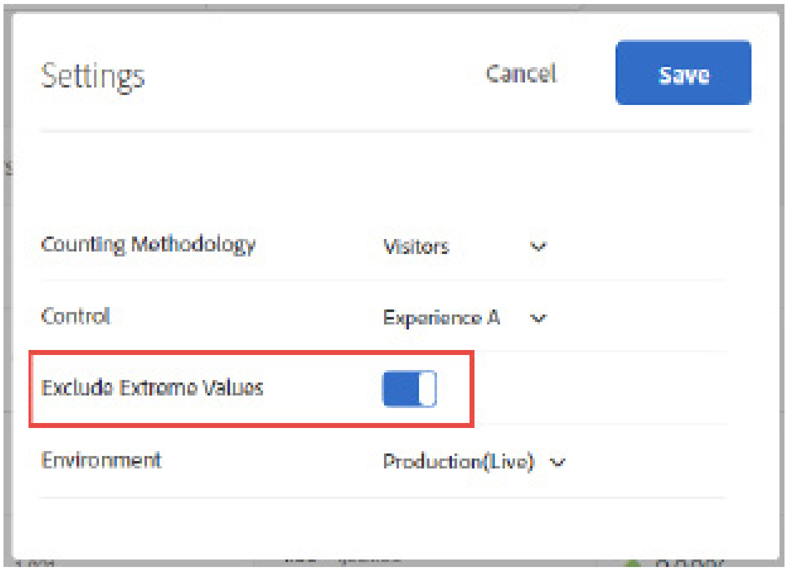
Selecting a different experience to be the control experience.

Extreme Values

Adobe Target provides the ability to filter extreme values, which are statistical outliers. Statistical outliers are defined as:

- orders that are more than +/- 3 standard deviations away from the average order value for the life of the activity (for revenue metrics)
- engagement that is more than +/- 3 standard deviations away from the average engagement value (page views, time on site, and so on) for the life of the activity (for engagement metrics)

Excluding extreme values does not apply to conversion metrics, as it only applies to continuous variables. It is particularly useful when evaluating revenue and engagement metrics.



Suppose you have a visitor who is presented with Experience X, who proceeds to place an order for $10,000, when the average order size on your site is actually $100. That single order will significantly skew results in favor of Experience X. Target gives you the option of filtering out these kinds of outliers. You do not have to, but it is always something you should at least consider. The default setting for reports excludes extreme values.

Note that Target will only begin to flag extreme values in an activity once the activity has met at least one of the following criteria:

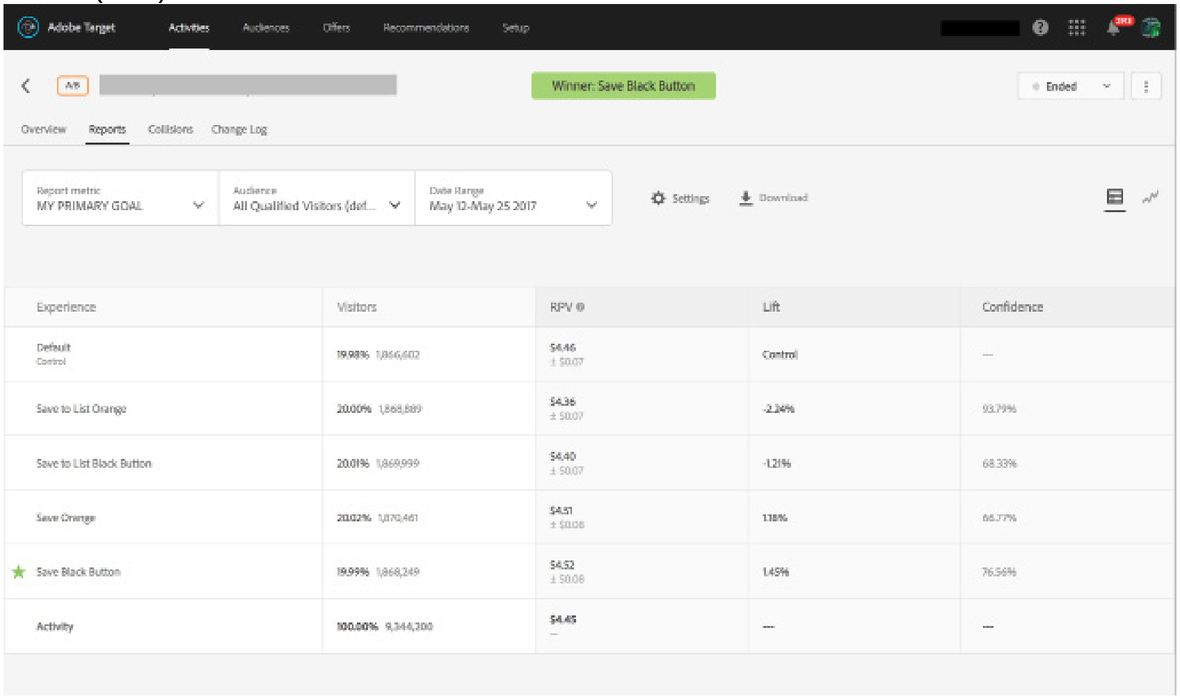
- Has more than 500 orders and has run for more than 1 day,
- Has at least 500 visits (sessions), or
- Has run for more than 7 days (collected data for more than 7 days)

In other words, if you only have two orders, one for $5 and one for $500, which one is "extreme?" Or if you only have two visitors to the activity, one who viewed 1 page, whereas the other viewed 1000, which one is unusual? With only two values, it's not possible to identify which is the outlier. Therefore, the flagging of extreme values does not take effect until you have at least 500 conversions, until you have at least 500 visits (sessions), or until the activity has run for more than 7 days. You will still see the option to exclude Extreme Values, but enabling it will not do anything until at least one of these conditions is met.

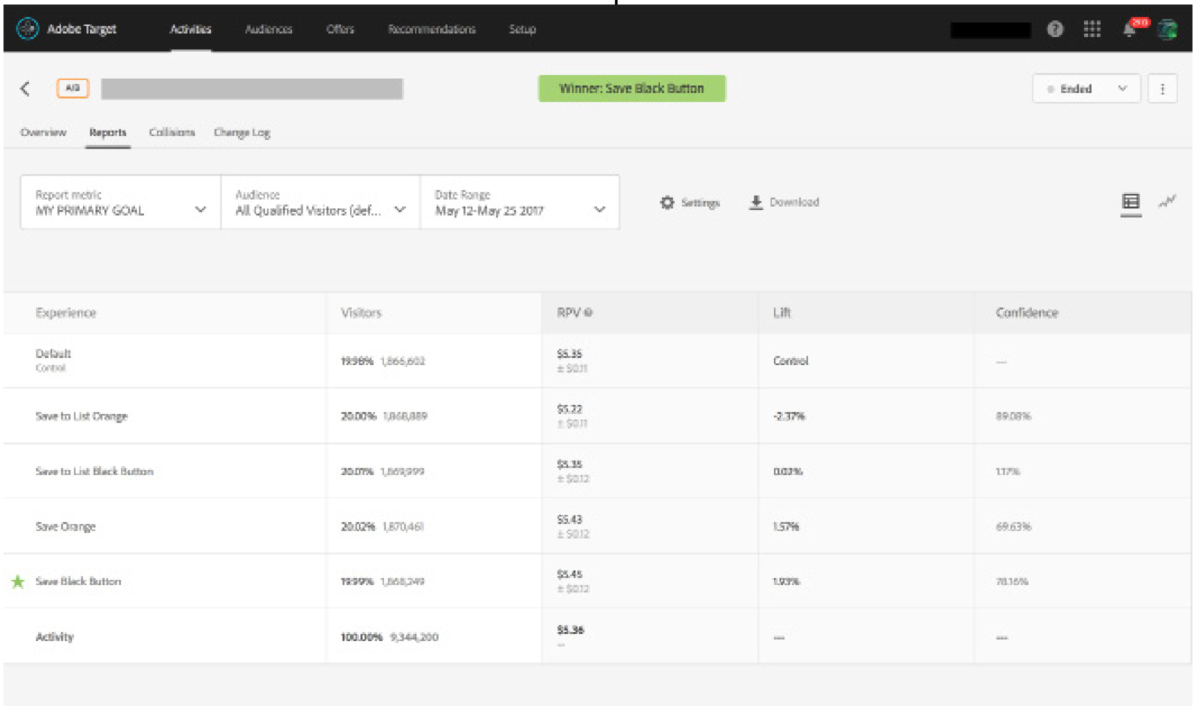
When an order or engagement is marked extreme, its order or engagement value is replaced with:

- the Average Order Value of the experience for the life of the activity up to the point in time at which the calculation was made (the AOV here excludes the extremes), or
- the Average Page View, Average Time on Site, or Average Score. (For example, if one visitor had 10,000 page views in a given session, whereas the average is 3 page views, their 10,000 page views would be replaced with 3 in performing calculations.)

Consider the following example: In a test that excludes extreme values, you can see the "Save Black Button" experience is winning with positive lift (+1.45%), which corresponds to a Revenue Per Visitor (RPV) of $4.52±$0.08.



But if you include extreme values, it is obvious that outliers must have been included in the results for these experiences, as the anticipated lift is much higher (+1.93%), which corresponds to an RPV of $5.45 ±$0.12. This is a meaningful difference, which is made clear when multiplied across the millions of visitors to the "Save Black Button" experience.

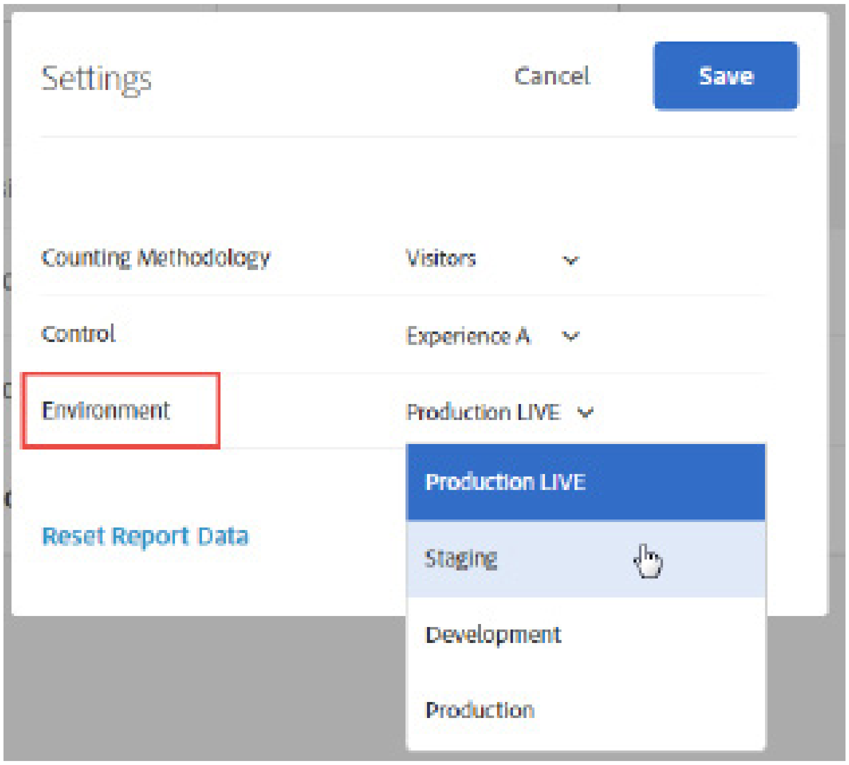


Bottom line: very large revenue and engagement values can skew RPV and other metrics. The difference may be quite dramatic in smaller sample sizes, even making it appear that certain experiences are winning when they are not. By excluding extreme values, a clearer picture of actual experience performance emerges.

BEST PRACTICE: Exclude extreme values when evaluating revenue and engagement measures.

Viewing Data by Environments

If you have environments established and would like to view data for a given activity broken down by those different environments, select it from the **Environment** dropdown list.



Selecting a different environment.

The available Environment values reflect those of the actual environments you have configured within Adobe Target, under **Setup** > **Hosts**. Therefore, the values you see may differ from the ones shown here, as they are dependent on the names you used to title your environments.

For more information on Hosts and Environments, see the Quality Assurance section in the chapter on Activities.

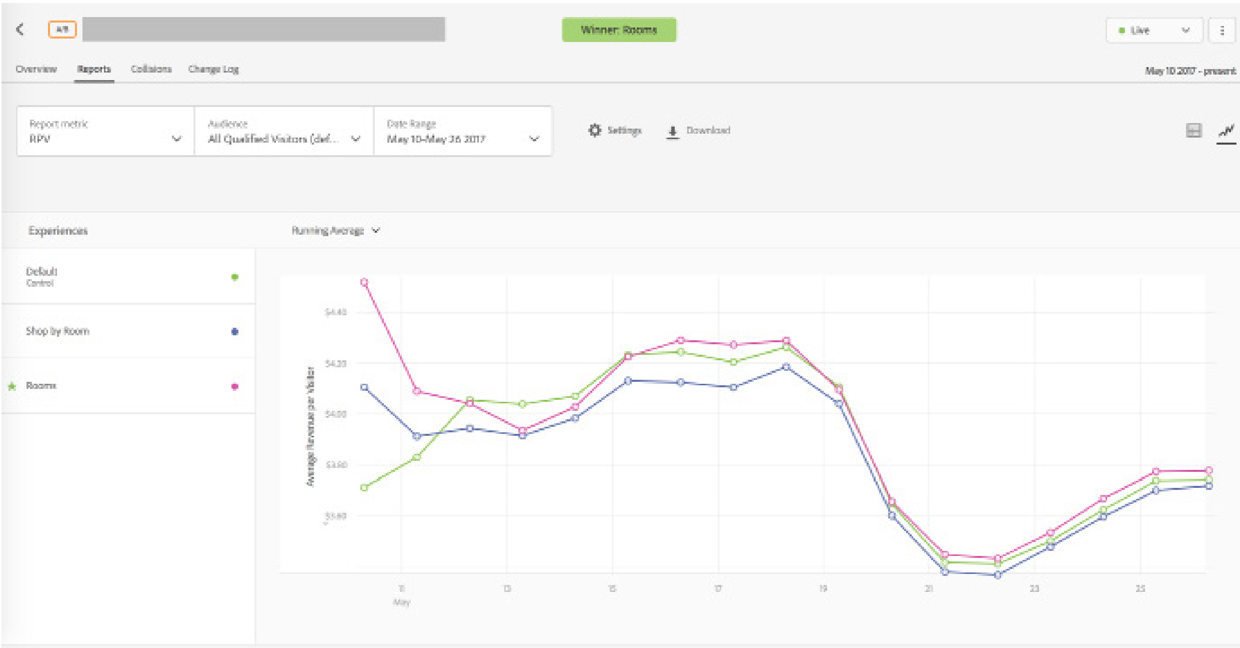
Summary of Report Interpretation for A/B Activities Best Practices and Rules of Thumb

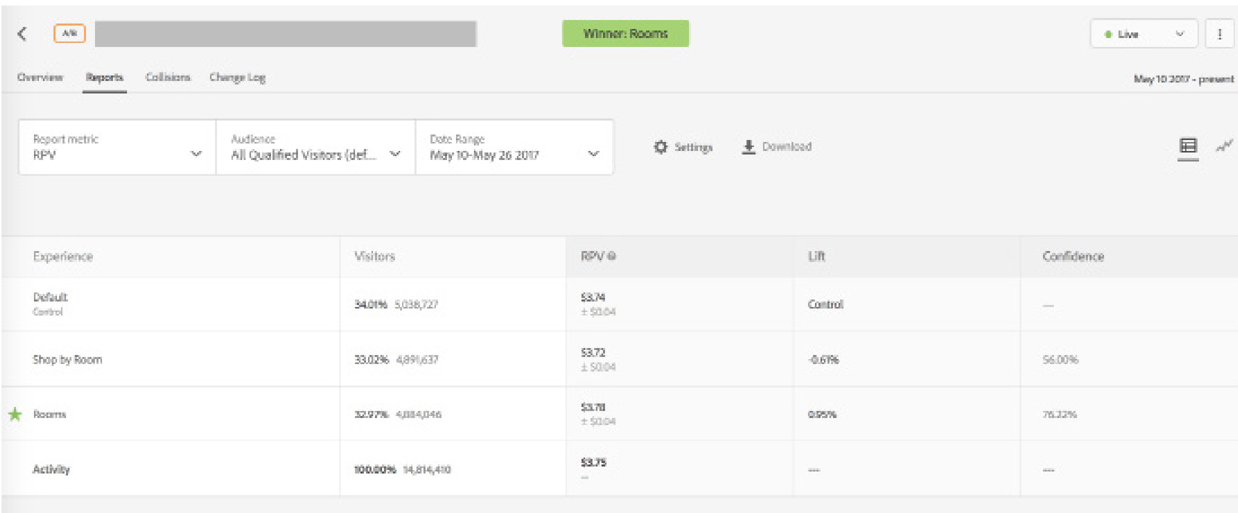
- Run the test for the duration provided by the sample size calculator.
- Consider the Confidence Level—compare actual confidence to the value that was entered into the Calculator.
- Never stop a test early unless Confidence is 99.9% for at least a week.
- Consider the Confidence Interval—don't make conclusions when the corresponding interval for Lift includes 0.
- Choose Additional Metrics during activity design (for activities that use Adobe Target as the reporting source, as opposed to A4T activities).
- Choose Audiences for Reporting during activity design. Plan audiences in advance, and try to always at least filter by traffic source (for activities that use Adobe Target as the reporting source, as opposed to A4T activities).
- Exclude extreme values when evaluating revenue or engagement measures.

Exercise 6.1
Interpreting Results

Practice interpreting and understanding activity results. (10 min.)

1. Consider the following graph and table reports for an A/B activity.





Experience	Visitors	RPV	Lift	Confidence
Default Control	34.01% 5,038,727	$3.74 ± $0.04	Control	—
Shop by Room	33.02% 4,891,637	$3.72 ± $0.04	-0.61%	56.00%
★ Rooms	32.97% 4,884,046	$3.78 ± $0.04	0.95%	76.22%
Activity	100.00% 14,814,410	$3.75 —	—	—

a. Which experience is winning? How do you know? ______________________________
____
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b. Based on what you have learned, how would you interpret these results? ____________
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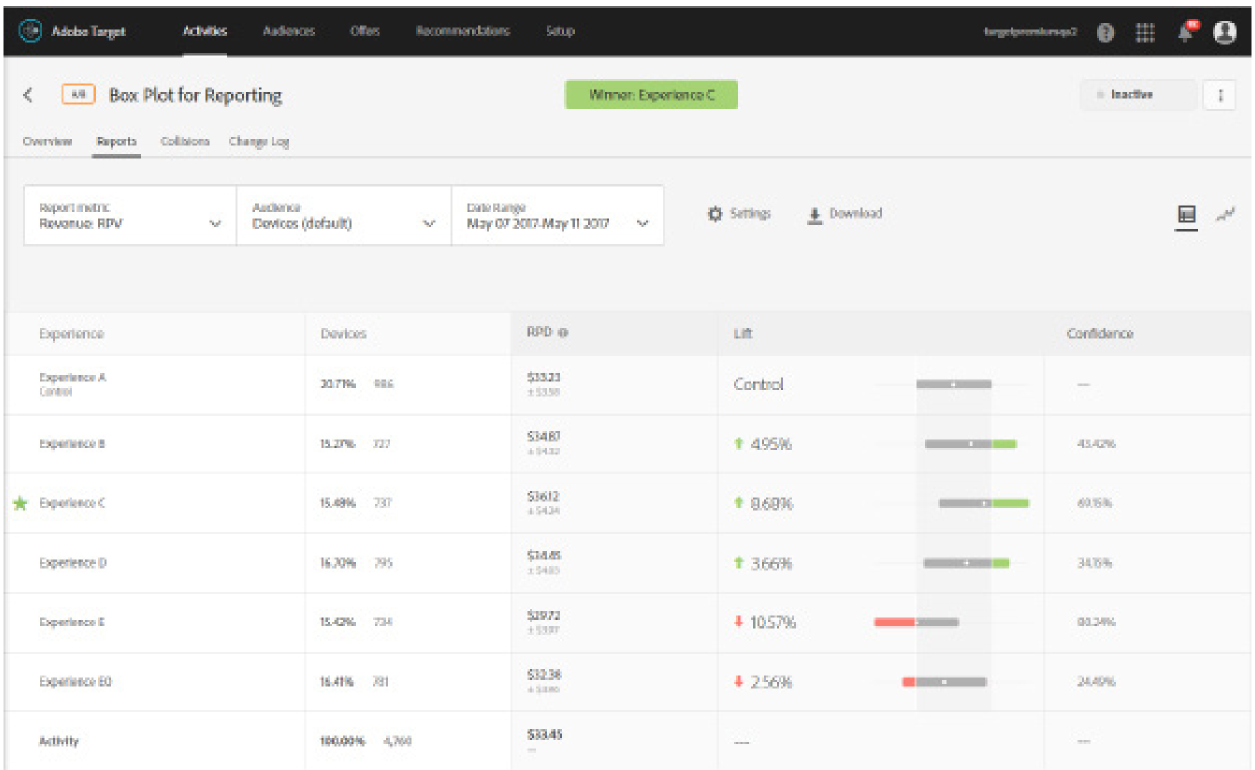
2. Consider the following report.



a. Which experience is winning? ______________________

b. Based on what you have learned, how would you interpret these results? _____________

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3. EXTRA CREDIT (as time allows). Create an activity that is configured with Audiences for Reporting such that those report audiences may be tested in class. (For example, Firefox, Chrome, or other browser-based audiences may be tested within class.) Ensure this activity is configured not only with a Goal metric, but also with one or two Additional Metrics. Simulate traffic to this activity, sometimes entering the activity as a member of one audience, other times entering as a member of another audience, and sometimes converting. Examine the reports and then perform the steps below. (Even if there is no sample report currently available, answer the question below.)

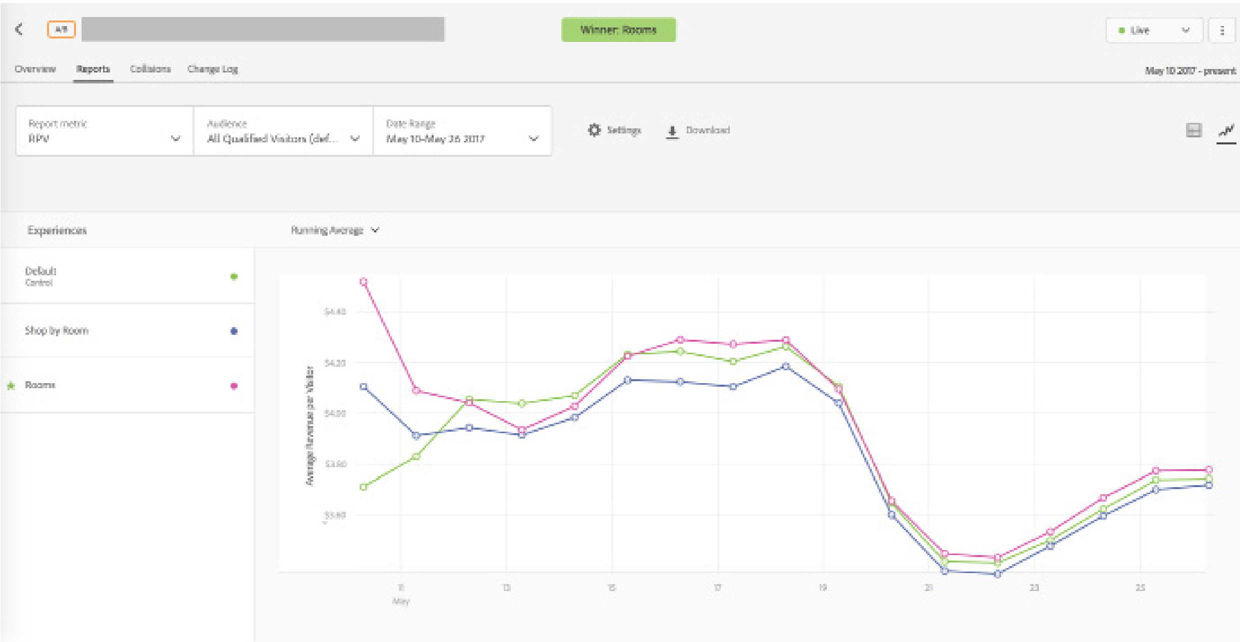
   a. Change metrics using the **Report metric** drop-down list.
   b. What determines the metrics that are available in the **Report metric** drop-down? ______
   ____
   ____
   c. Click to edit the activity. Locate and confirm the metric configuration that corresponds to what you are able to see in the reports in the **Report metric** drop-down.
   d. Filter by different audiences using the **Audience** drop-down list, and view the results.

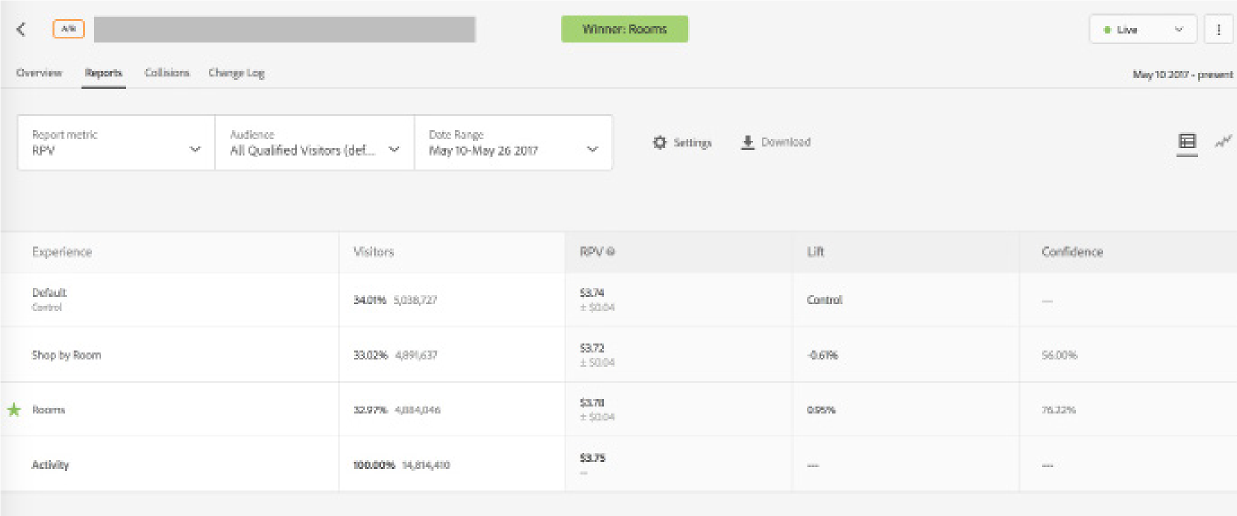
Solutions to Exercises

Solutions to Exercise 6.1: Interpreting Results

Practice interpreting and understanding activity results.

1. Consider the following graph and table reports for an A/B activity.





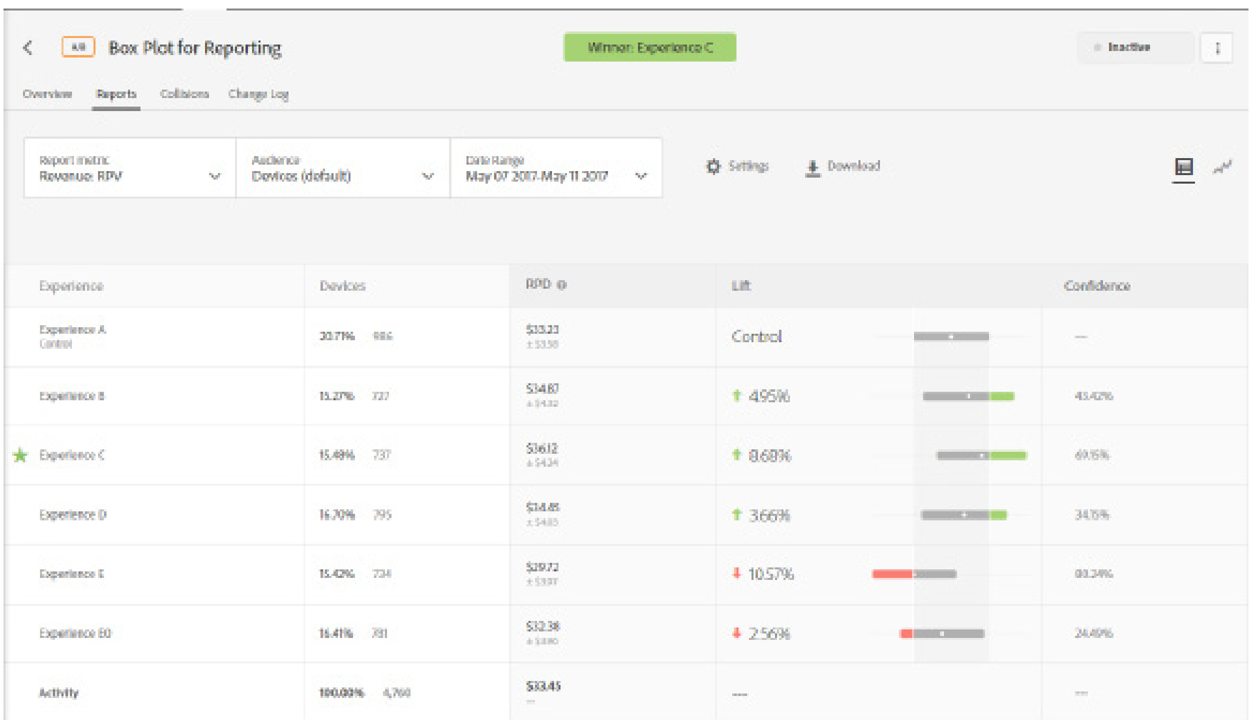
Experience	Visitors	RPV	Lift	Confidence
Default Control	34.01% 5,038,727	$3.74 ± $0.04	Control	—
Shop by Room	33.02% 4,891,637	$3.72 ± $0.04	-0.61%	56.00%
Rooms	32.97% 4,884,046	$3.78 ± $0.04	0.95%	76.22%
Activity	100.00% 14,814,410	$3.75 —	—	—

a. Which experience is winning? How do you know? ***The "Rooms" experience. It is flagged with a star.***

b. Based on what you have learned, how would you interpret these results? ***The first thing to ask regarding this manual A/B test is whether or not the test has been running for the length of time specified by the Sample Size Calculator in order to meet your goals for confidence and lift. Assuming that it has, you can make the following observations: The lift for the "Rooms" experience is 0.95%. However, the confidence is only 76.22%. How does this compare to your confidence threshold provided in the calculator? It is likely too low, meaning there is no true winner that can be declared from this test.***

In other words, although the test has been running for 16 days and has millions of visitors per experience, the confidence remains low regarding the winner. Assuming the test duration has been met per the Sample Size Calculator, since the actual, observed confidence is [likely] lower than the threshold set in the Calculator, this means these test results are neutral. We are unable to draw a conclusion or declare a winner for this activity based on the available data.

2. Consider the following report.



a. Which experience is winning? ***Experience C.***

b. Based on what you have learned, how would you interpret these results? ***The first thing to ask regarding this manual A/B test is whether or not the test has been running for the length of time specified by the Sample Size Calculator in order to meet your goals for confidence and lift. It likely has not, based on the fact that the test has only been running for five days and only has a few hundred Devices per experience. The Confidence is low for all experiences. Overall, we cannot declare a winner based on these results. You may choose to let the activity continue to run before deciding that any of these experiences is measurably better***

than the others, or else you may try a different optimization approach, such as auto-allocate or automated personalization, or even a different manual A/B test.

3. EXTRA CREDIT. ...Even if there is no sample report currently available, answer the question below.

   b. What determines which metrics are available in the **Report metric** drop-down list? ***The metrics you configured in the "Reporting Settings" section of the final step of activity configuration will determine the metrics by which you can recalibrate the reports (for Adobe Target reports, not A4T reports, which allow you to switch to Analytics metrics). That is, both the "Goal" as well as the "Additional Metrics" define the list of metrics available when you want to change metrics on the report. The report begins by defaulting to the "Goal" metric.***

Activity Types

Overview

This chapter provides an introduction to Experience Targeting (XT) activities and multivariate tests (MVTs). Multivariate tests are an extremely in-depth topic, so the intention in this section is to present an overview that provides the basics to getting started. In launching your first MVT, Adobe recommends you work with your Target Consultant. This chapter covers the creation and management of XTs as well as the fundamental concepts of multivariate testing, including when and why you would choose to run a multivariate test. It also covers Auto-Target tests, which are available in Target Premium.

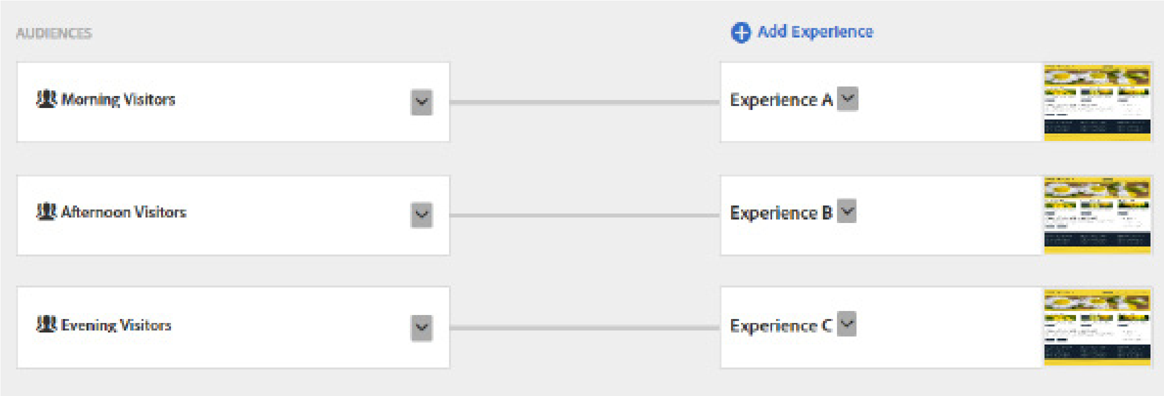
Objectives

By the end of this chapter, you will be able to

- Explain experience targeting tests
- Set up and launch an experience targeting test
- Explain multivariate tests
- Set up, preview, plan, and interpret the results of a multivariate test
- Explain Auto-Target tests
- Set up an Auto-Target test

Experience Targeting activities

Once a visitor enters an A/B test, they will continue to see the same content they saw when they first visited, as long as they still qualify for the test.[1] Experience Targeting (XT) activities, by contrast, allow you to use experience-level targeting to to show different experiences to the same visitor if they arrive with criteria that qualify them for those different experiences.



Experience Targeting example: Visitors will be shown Experience A if they meet that experience's targeting criteria, but if they later return with Experience B or C's targeting criteria, they will be shown Experience B or C instead.

In the example shown above, if a visitor enters an XT activity in the morning, he is shown Experience A, but if he returns to the activity later that evening, he is shown Experience C.

As another example, suppose Experience 1 of the XT activity was targeted to visitors referred from an ad on a partner site, whereas Experience 2 was targeted to visitors referred from Google. If Verity arrives at your site from Google, she will see Experience 2. One hour later, if she clicks an ad on a partner site that directs her to your site, she will see Experience 1. She will still be recognized and counted as one visitor in each experience, and any conversion that may occur will be attributed to the last viewed experience. Compare conversion rates for each experience to see which source leads to the highest conversions. You could even keep the same content in each experience to more purely determine if the visitor's referrer plays any role in improving conversion, or, if you

1This is the default content viewing behavior of A/B tests, but this default behavior may be changed through the configuration of Success Actions, which are covered in the Troubleshooting chapter.

already know that visitors from one source respond better to different content, vary the content accordingly as originally described.

NOTE: In an experience targeting activity, if the visitor ever converts, their conversion is attributed to the last viewed experience.

Experience Targeting activities are evaluated from the top, downwards. In other words, when a visitor arrives at the XT activity page, Target will first check to see if the visitor meets the criteria for the first experience in the activity. If they do not, Target will evaluate them for the second experience. If there is still no match for the second, Target will evaluate them for the third experience, and so on. The matching attempts continue to be made, in order of experience, until the first matching experience is identified. If no matching experience is found, the visitor does not enter the activity.

It may be possible to assign priorities to the experiences in Experience Targeting tests, meaning you can decide the order in which you would like the test to check for visitor qualification, regardless of the order in which the experiences were created. Check Target release notes to confirm the latest functionality.

NOTE: XT activities match visitors starting with the first experience and moves downwards through subsequent experiences, in order of experience design. If you would like to change this behavior, adjust the priorities for each experience.

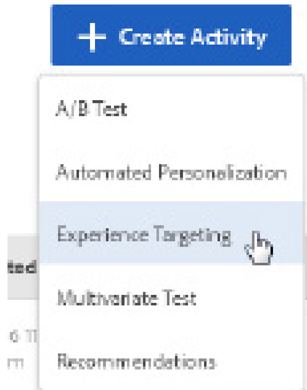
BEST PRACTICE: Design XT activities with awareness regarding the top-down order in which visitors are matched to experiences. If the audience targeting criteria for each experience are not designed to be mutually exclusive, consider the impact of defining more-inclusive experiences higher or lower than others to ensure the behavior is one you expect and desire.

In terms of reports, the layout and function of XT reports is the same as for A/B tests. However, you may see the same visitor counted in multiple experiences if they qualified for them, whereas in A/B tests, you will only ever see a single visitor counted in a single experience for that activity (by default).

Exercise 7.1
Experience Targeting Activities

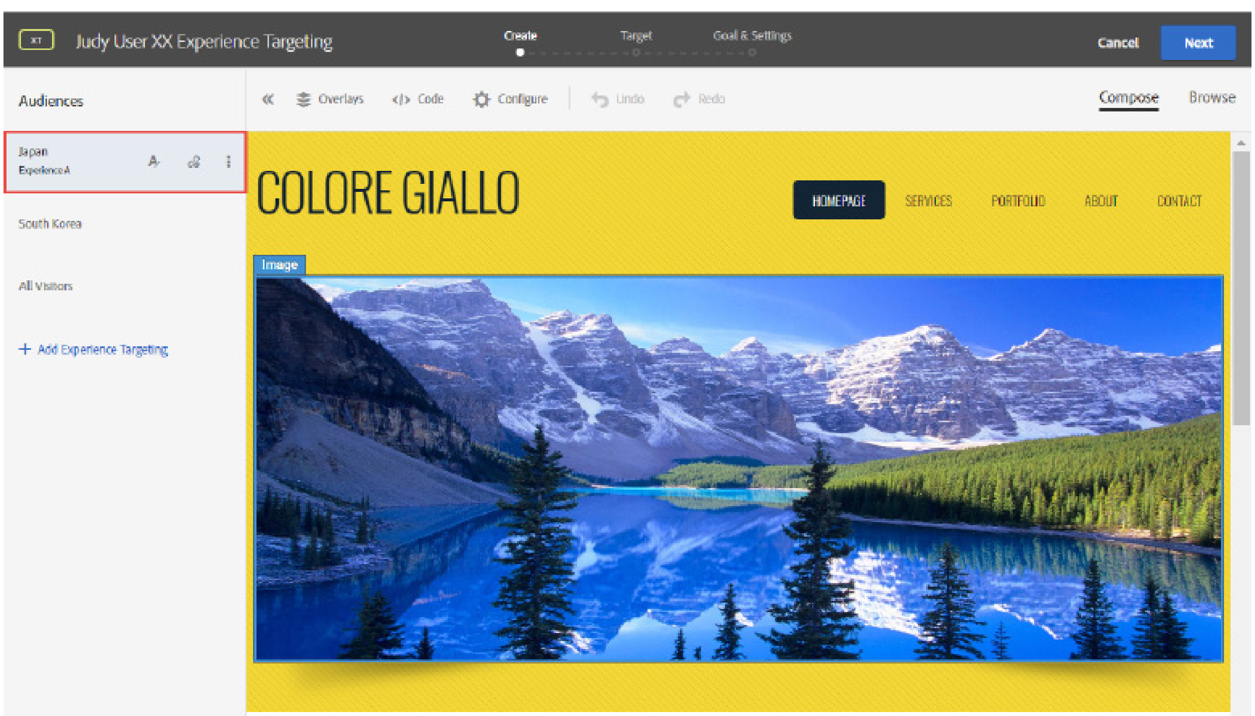
In this lab, you will create an Experience Targeting activity. (15 min)

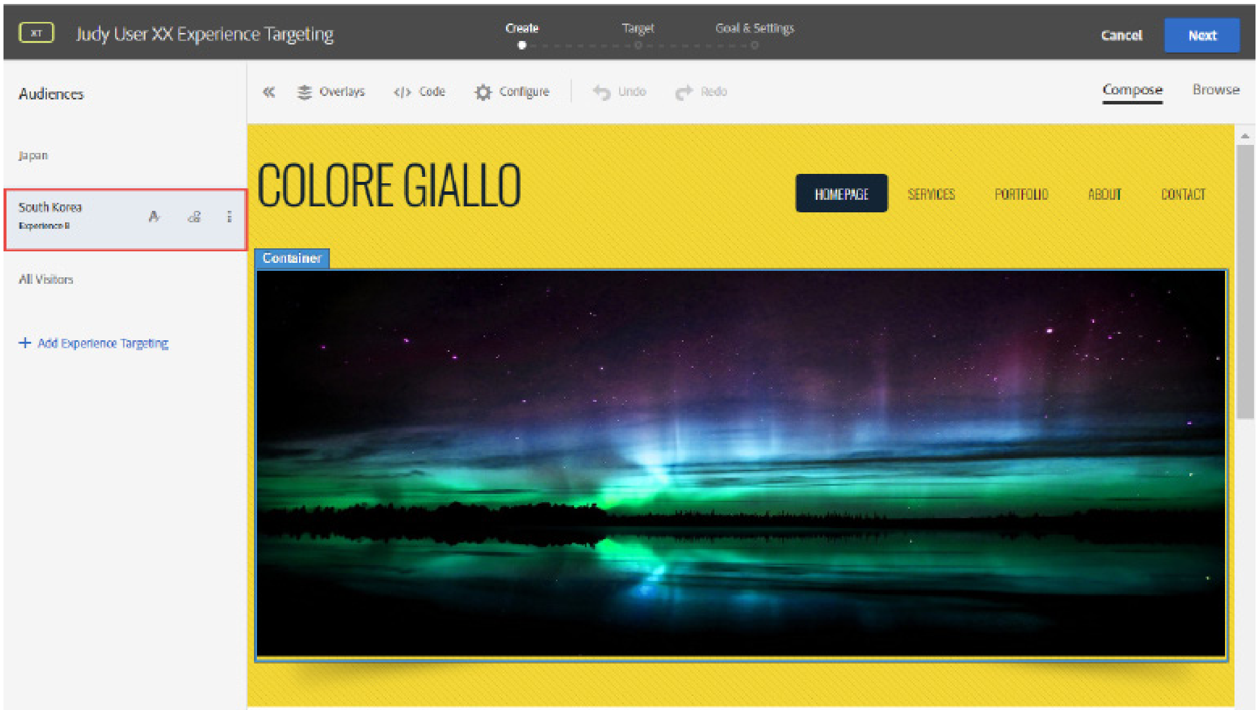
1. In Target, click **Create Activity** > **Experience Targeting**.

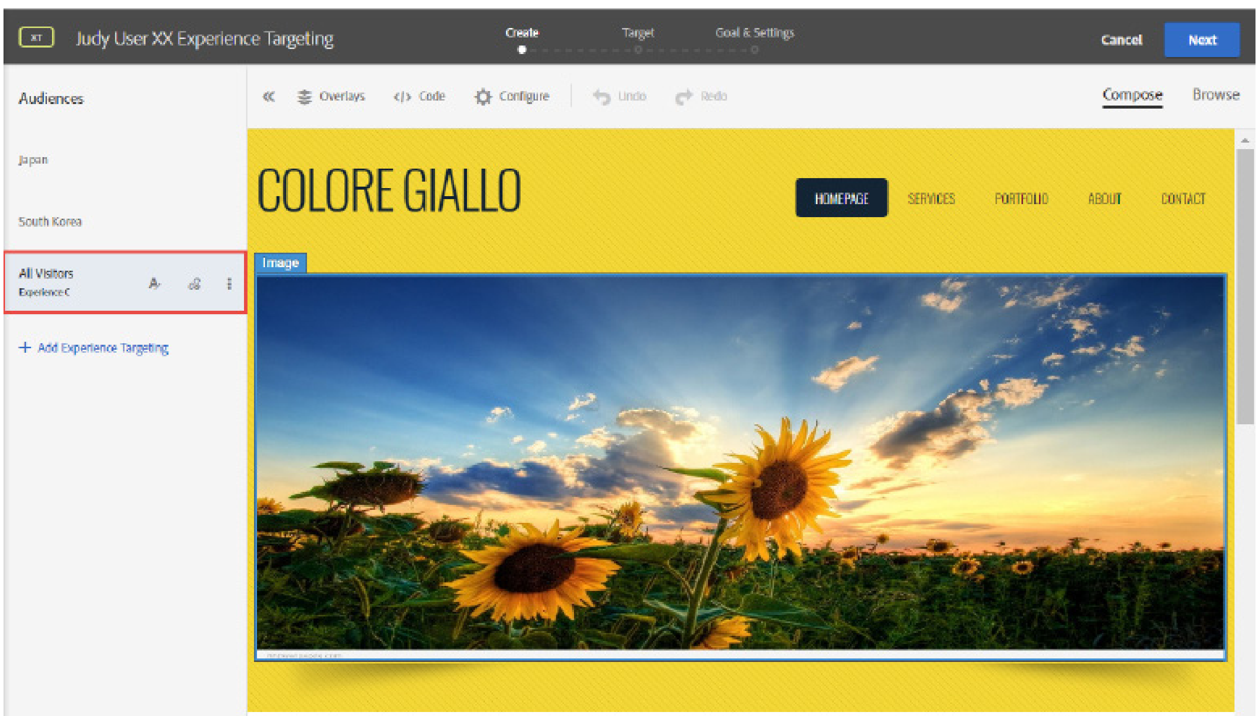


2. Use one of your "demo" pages as the activity URL. For example: *http://ats-sb.adobe.com/target/target_training/<YourUserName>/demo/coloregiallo/index.html*
3. Make a three-experience activity.
   a. Use Geo targeting to target the first experience to visitors from Japan.
   b. Use Geo targeting to target the second experience to visitors from South Korea.
   c. Use the **All Visitors** audience to target the third experience to All Visitors.

   For example (your specific experiences may vary):







4. In your own words, describe what will happen in this test (describe the predicted behavior).

____

____

____

5. Why not just create two, single-experience A/B activities that are targeted as the Japan and S. Korea experiences are, above? ____________________

6. Save and activate the activity. (Normally at this point you would perform QA, but to keep things simple in class, you will simply activate and perform QA on the live test.)
7. Perform QA. Use the **mboxOverride.browserIp** URL parameter to send a visitor to the activity who is “from” different locations. Use these global IP addresses:
   a. Japan: 1.115.255.255
   b. South Korea: 14.0.127.255
   c. Germany: 2.175.255.255

For example, to mimic a visit from Japan, you might submit a URL similar to:

http://ats-sb.adobe.com/target/target_training/<User>/demo/coloregiallo/index.html?mboxOverride.browserIp=1.115.255.255

Describe the behavior of your activity for each of the IP addresses above.

8. While viewing the "Japan" experience as a visitor from Japan, perform the conversion action to trigger the conversion event. To which experience is the conversion attributed?

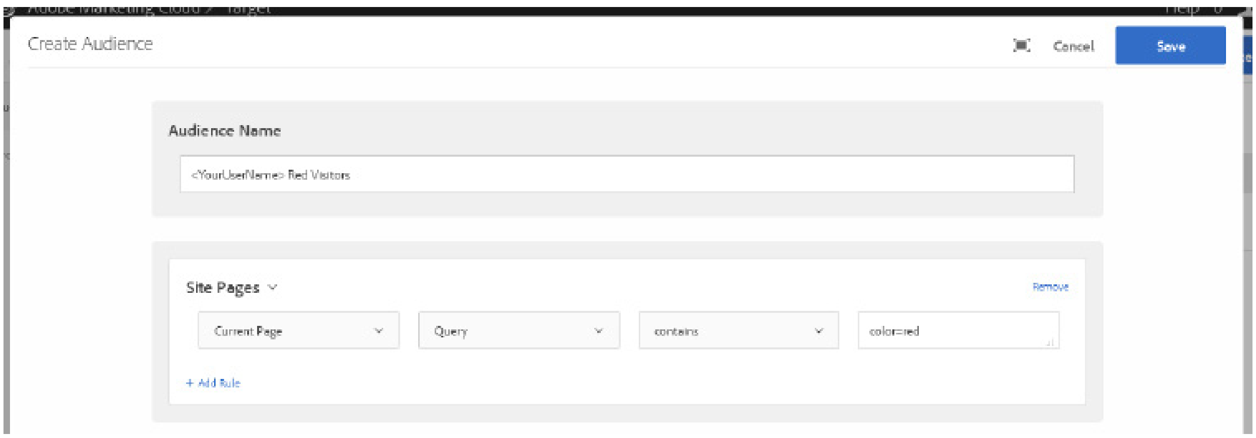
9. Observe the report results and verify visitors are being tracked to each experience as expected and that conversions are being attributed as expected.

Exercise 7.2
Experience Targeting Practice

In this lab, you will create and test an XT activity, working largely on your own, in order to reinforce your understanding. (15 min)

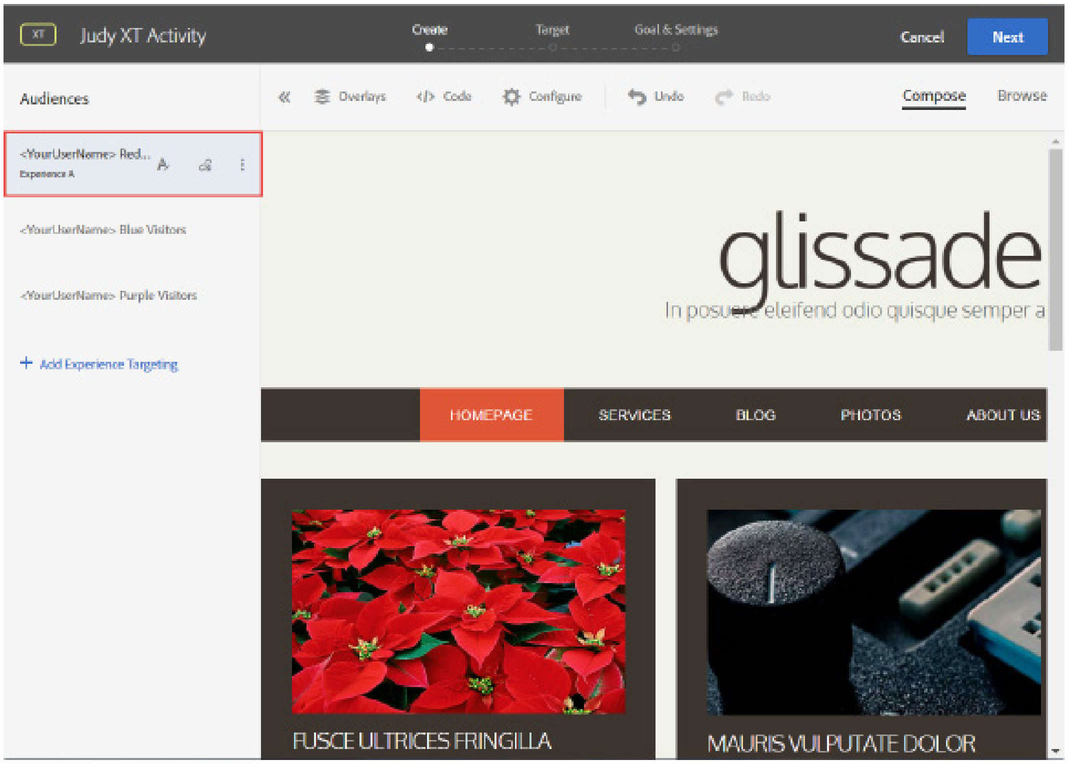
1. In Target, click **Create Activity** > **Experience Targeting**.

2. Use one of your "demo" pages as the activity URL. For example, *http://ats-sb.adobe.com/target/target_training/<YourUserName>/demo/glissade/index.html*
3. Make a 3-experience activity.
    a. Target the first experience to visitors who arrive to the page with URL query condition color=red. (See next page for an example audience.)
    b. Target the second experience to visitors who arrive to the page with URL query condition color=blue, modifying the content to be distinct from that of the first experience.
    c. Target the third experience to visitors who arrive to the page with URL query condition color=purple, modifying the content so that it is unique (and easily distinguishable) within the activity.

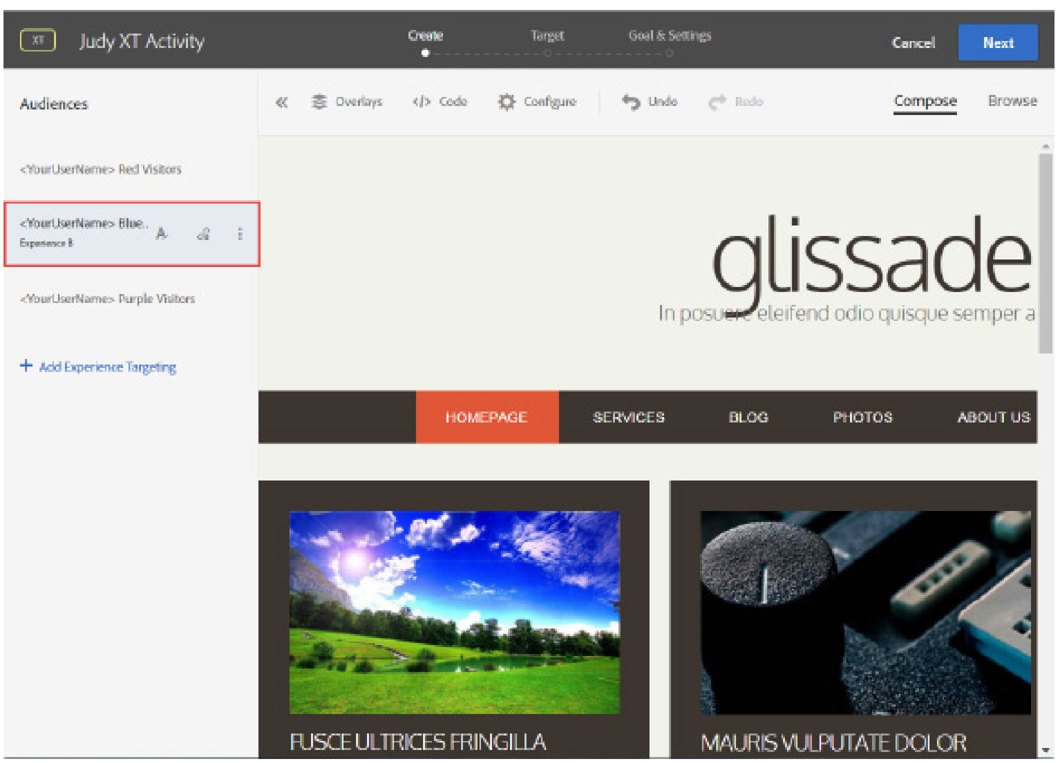


Creating an audience for Experience A. This is just one possibility; there is more than one way to define this audience. Whatever method you choose, repeat the procedure to define audiences for Experiences B and C, only use color=blue and color=purple, respectively.

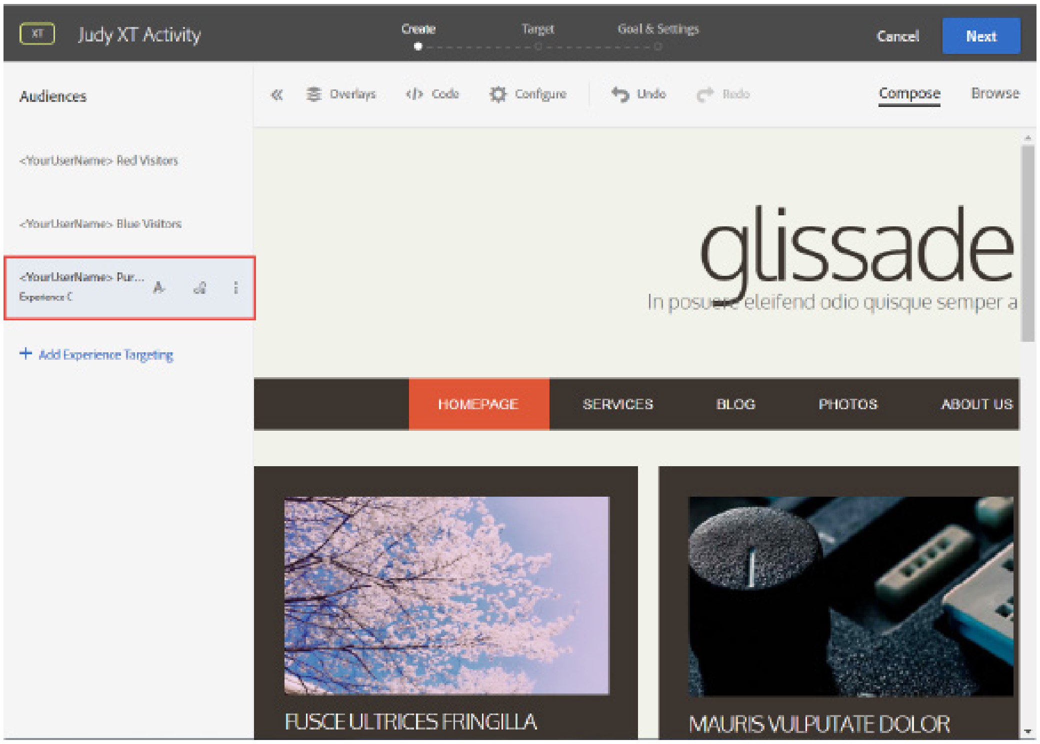
When you are finished in the VEC, your experiences may resemble the following (your specific experiences may vary.



The "Red" experience, targeted to "Red" visitors.



The "Blue" experience, targeted to "Blue" visitors.



The "Purple" experience, targeted for "Purple" visitors.

4. For the Goal metric, select something fairly easy to test for learning purposes, such as **Conversion**, **Clicked an element**, and select an element on the page.
5. Save and activate the activity. (Normally at this point you would perform QA, but to keep things simple in class, we will simply activate and perform QA on the live test.)
6. Perform QA. Visit the activity page using the query string ?color=red added to the URL, then visit it using ?color=blue, and finally, visit it using ?color=purple. What happens?

   ____

   ____

7. While viewing the "purple" experience as a "purple" visitor, perform the conversion action to trigger the conversion event. To which experience is the conversion attributed?
8. Observe the report results and verify visitors are being tracked to each experience as expected and conversions are being attributed as expected.

What Is a Multivariate Test?

Multivariate tests are extremely valuable when you want to test three or more elements on your page to determine which of those elements are really impacting conversion. What is an "element?" Examples include:

- Headline on a page
- Main image on the page
- Promotion
- Call to action
- Descriptive text

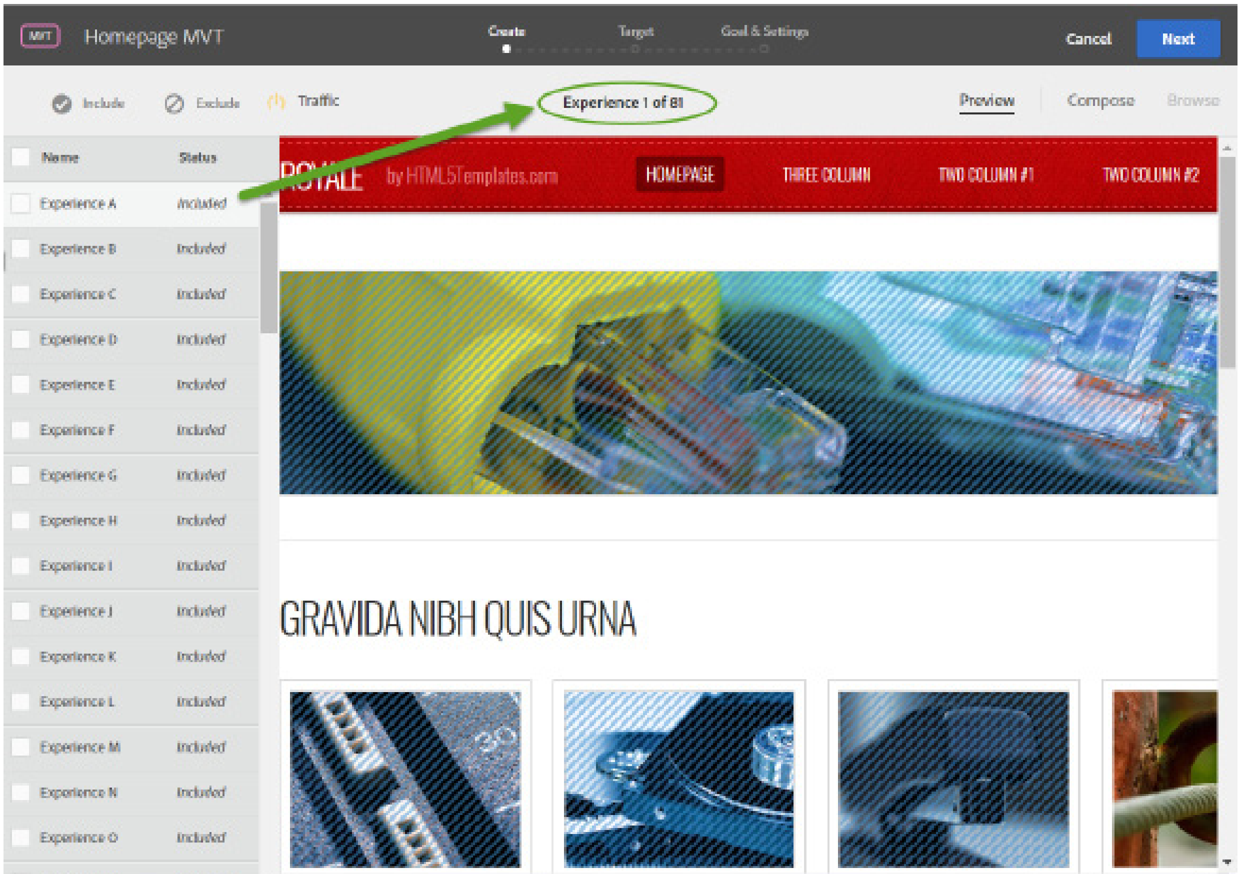
Benefits of MVTs

The power behind multivariate testing is you select the elements and alternative content you want to test, and Adobe Target handles the experience creation. For example, suppose you wanted to test four elements on a particular page, and you had three different versions of each of those elements. That gives you a total of 81 different combinations of those elements and their alternatives — 81 different experiences that need to be created.

	MVT full factorial testing
4 elements x 3 alternatives	81 experiences (3^4)
7 elements x 2 alternatives	128 experiences (2^7)
5 elements x 4 alternatives	1024 experiences (4^5)

Note it may take some time to generate enough traffic to provide statistically significant results for full factorial MVTs with many elements and alternatives. Target provides a Traffic Estimator to help manage this. (More on that, later.)

For Adobe Target MVTs, input the elements and alternatives of interest, and Target outputs the full factorial array of experiences that need to be tested in order to determine winning experiences and significant locations and content.



For example, for four elements, each with three alternatives, Target would produce an array of 81 experiences composed of all combinations of those elements and alternatives.

Multivariate Test Results Using Target

When you perform a multivariate test in Target, you will still see the same results you would usually see when running an A/B test. Namely, you will see metrics that evaluate factors such as: How is each experience performing? How many visitors have seen them? What's the conversion rate and lift for each? And so on. These appear within the "Experience Performance Report."

But in addition to standard A/B reporting in the Experience Performance Report, you also have:

- the ability to filter by the "Best 5" and "Worst 5" experiences, which is helpful considering the large number of experiences you will likely be dealing with.
- a separate report called the "Location Contribution Report," which surfaces the test location that contributes the most to conversion, as well as an offer-level comparison that highlights the best-performing offer.

Reports are covered in more detail in a later section.

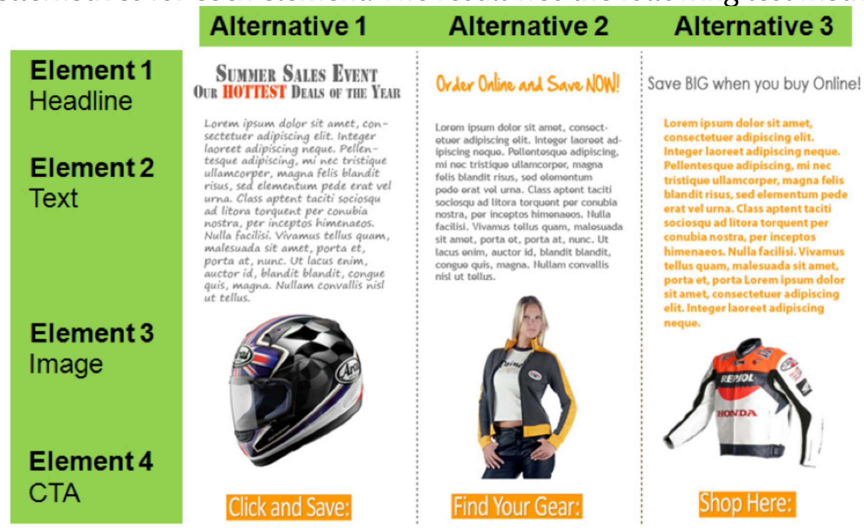
Planning a Multivariate Test

This section outlines how to generate a multivariate test design by using the experience of SpeedMax.com as a case study.

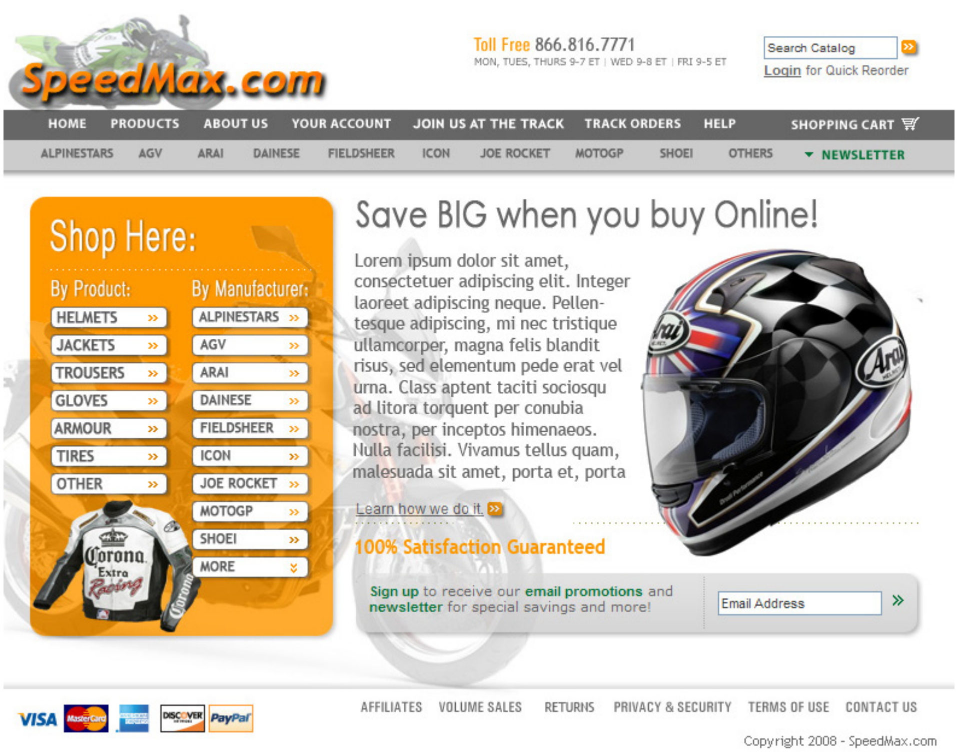
SpeedMax.com is an online retailer of sportbike parts, accessories, and apparel. They want to revamp their home page to improve sales, so they identified four elements on the page they wanted to test:

1. Headline
2. Text beneath the Headline
3. Image
4. Call to Action (CTA)

Focusing on these four elements, they worked with their creative team to come up with three alternatives for each element. The result was the following test matrix:



Using the test matrix as a guideline, they selected the elements and alternatives within Target, which then generated the full factorial array of experiences. For example, this is one of the 81 experiences generated:



MVT Guidelines

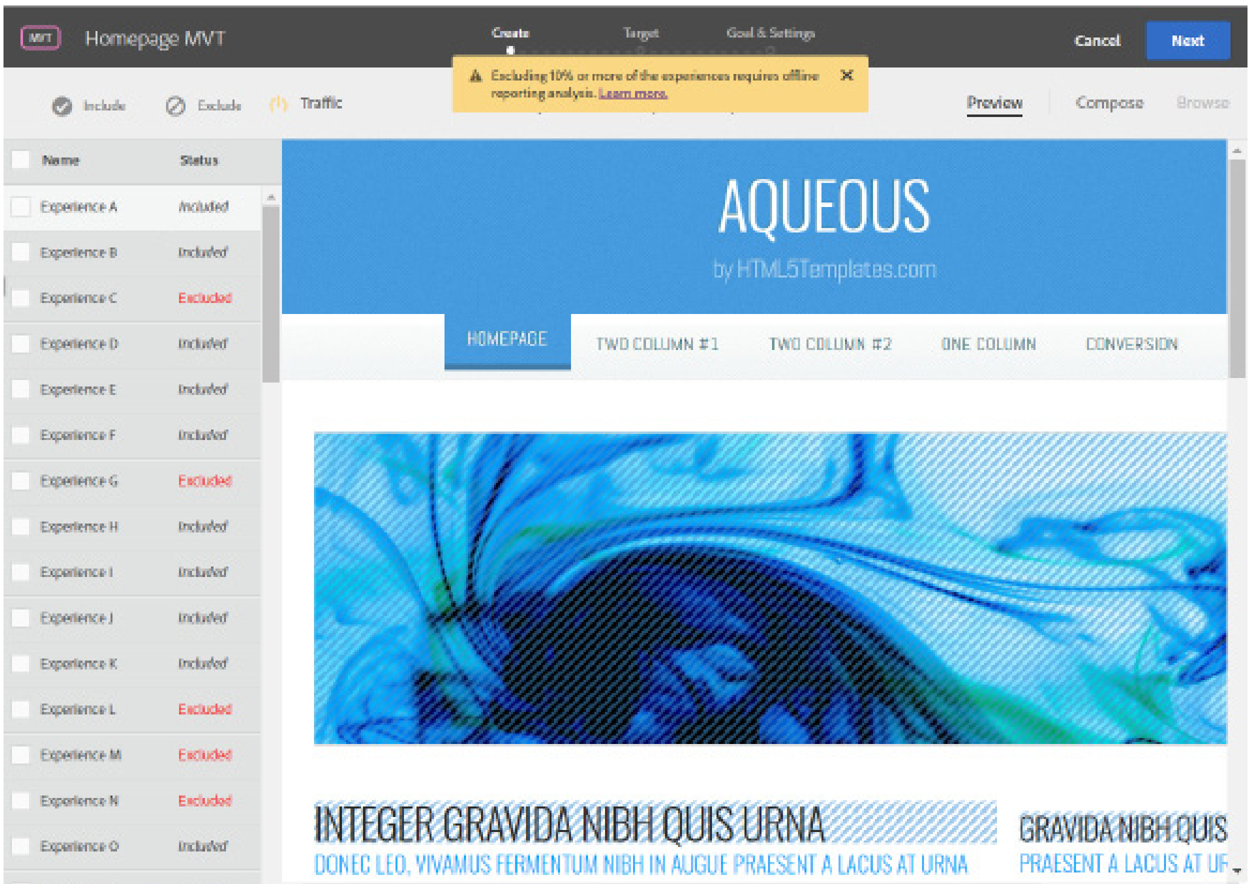
Follow these planning guidelines for more successful MVTs:

- Select elements you believe will have the *strongest impact* on the results. Large, eye-catching hero images are likely to impact conversion far more than a legal notice at the bottom of the page, or a small button or link below the fold. If you choose elements beneath the fold — those that really do not affect visitor behavior — this means even if you have 5,000 conversions per experience, you may not see any signal if that particular element does not affect your visitor traffic to begin with.
- Keep elements independent of each other. This means you should not test your layout and content in the same activity. If you want to test both layout and content, it is best if you test layout first, using an A/B test to find the best performing layout, and then proceed to optimize the elements of that winning layout using an MVT.
- Make sure you have at least three elements to test. If you have fewer than three, run an A/B test instead. On the other end, try to avoid testing a very large number of elements. The larger the number, the longer the test will need to run.
- For each element, it is recommended to have alternatives that are *significantly different from each other.* Similar to the first point, once you choose your elements, make sure the different versions, or alternatives, of those elements are different enough from each other that you will be able to "get signal" on whether or not those different versions are performing better than your control. For example, comparing two images of a car — one facing left and the other facing right, may not be different enough to get a real signal on their difference in impact on your visitors. Instead, you should choose two utterly different images.
- Prepare content ahead of time. Planning an MVT requires coordination across groups as the optimization or campaign manager needs to work closely with the creative or design group to realize the offers they would like to roll out during the test. Those offers need to involve a certain level of alignment, as the full factorial methodology will display all combinations with each other. If any combinations should not be shown together, those should be noted ahead of time so they may be excluded.
- Create a test plan. Avoid modifying a test after it has been activated. It is not advisable to edit a test once it is live and data starts being collected.
- Consider the traffic requirements. MVTs require significant traffic (and time) to generate meaningful results. For the page on which you are considering an MVT, determine the general amount of traffic that page receives in terms of Impressions per Day, estimated conversion rate, and the general length of time you are willing to run the test. This data will be useful when using the Traffic Estimator.
- Check the HTML code on your activity page. Ensure the HTML elements do not have duplicate DOM IDs, which could result in the same content being delivered to more than one location.

Creating a Multivariate Test

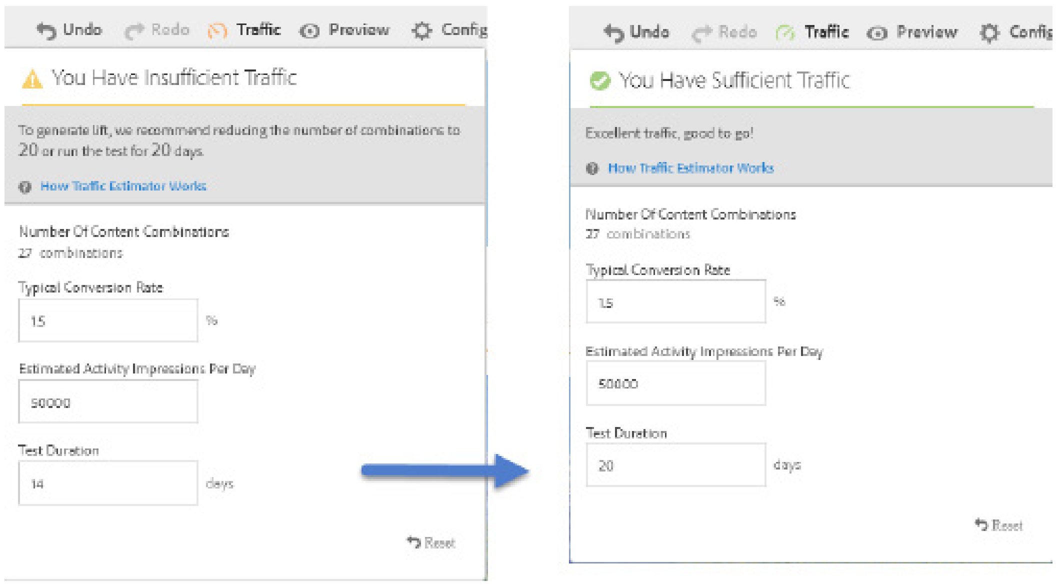
When creating an MVT, use the Visual Experience Composer (VEC) to select areas of the page and the multiple alternatives intended for each area, as identified in the test plan. Image elements may be substituted with image offers (assets) from the Content Library, and non-image elements may be substituted with text or HTML offers.

After all alternatives have been selected, preview the experiences by clicking "Preview" and selecting each experience in turn. Verify the experiences appear as expected and that they align with your test plan. Exclude any experiences as necessary, noting the guideline that you should only exclude up to 10% of the total experience count to ensure accurate calculations in the reports. Excluding 10% or more of the experiences requires offline reporting analysis, for accuracy.



After all experiences have been previewed and any exclusions have been made, check the Traffic Estimator to align expectations regarding the volume of traffic and length of time that will be required for your test.

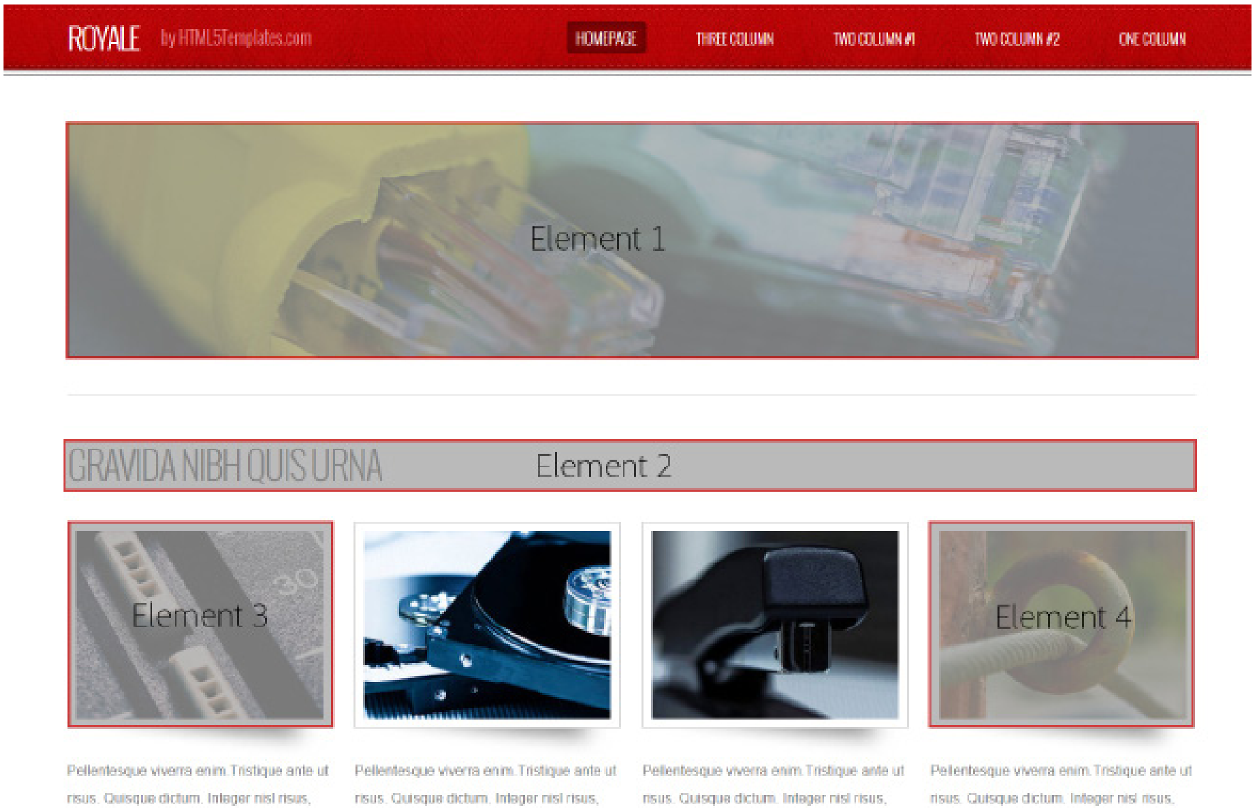
The Traffic Estimator uses several variables to determine the adjustments needed for a successful test. It will provide recommendations as to how to adjust the number of combinations or the length of the test to ensure success.



In the example shown above, the marketer supplied the Typical Conversion Rate, Estimated Activity Impressions Per Day, and desired Test Duration, which the Traffic Estimator determined was insufficient to produce results in the desired timeframe, considering the number of experiences involved and the amount of traffic required to reach statistically significant confidence levels. It suggested the user reduce the number of combinations or run the test for a greater number of days. At this point, the user could adjust either or both of these factors until the Traffic Estimator determines the traffic will be sufficient. You may need to adjust your MVT plan after reviewing your MVT activity using the Traffic Estimator.

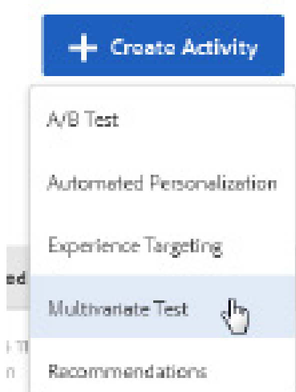
Exercise 7.3
Creating a Multivariate Test

You decide to run a Multivariate Test against your homepage so you can test several creatives for four regions of the page simultaneously. Here are the four regions of the page you want to test:



As part of your planning phase, your testing team has decided on the alternative content that should go into each location. Working with your design team, you designed two creatives for each of the image-based regions above and uploaded them to the Content Library. Now you are ready to create your MVT. (15 min)

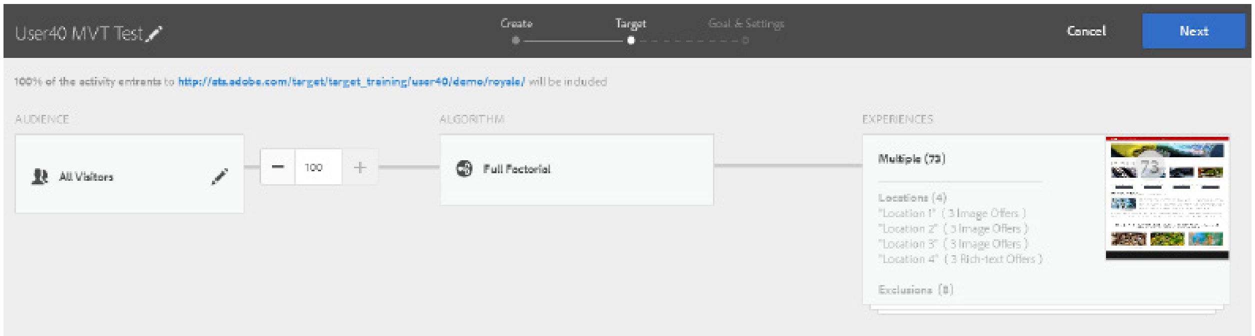
1. In Adobe Target, click **Create Activity** > **Multivariate Test**.



2.Enter your homepage URL, making sure to replace *<YourUserName>* with your **username**:
http://ats-sb.adobe.com/target/target_training/<YourUserName>/demo/royale/

TIP: If you encounter any issues with the VEC being unable to load the page, try disabling the Enhanced Experience Composer.

3. For each of the four areas indicated above:
    a. If it is an image element, select two alternate image offers (pretend these were pre-created by your design team).
    b. If it is a text element, select two alternate text/HTML offers (pretend these were planned, but go ahead and type the text or HTML per your preference).
    c. Click **Save**, then continue to create your multivariate activity.
4. How many total elements will your test have? _____________
5. How many total offers per element will your test have? ______
6. How many total experiences will your test have? ___________
7. Click **Preview**.
    a. Click each of the experiences listed. Note how the corresponding visual of the page updates to reflect the unique combination of offers in your selected locations.
    b. Suppose you decided during the planning phase there were certain combinations of offers that should not be shown together. While still in preview mode, click to exclude seven experiences.
    c. Exclude one more experience, bringing the total to eight excluded experiences. What is important to note if we exclude this many experiences from this test? _______________
    ____
    ____
8. Check your Traffic Estimator.
    a. Does it verify the number of experiences you are estimating? ______
    b. Type any value into the **Estimated Activity Impressions Per Day** field. (For a real testing scenario, you would input the actual site values you previously researched.) Note the resulting recommendation regarding the number of combinations or the test duration. In other words, the estimator is recommending either to reduce the scope of the MVT by reducing the number of elements or offers involved, or else it is recommending the test have a longer duration. Each marketer will need to choose which of these variables they can adjust, given their own business needs.
    c. Click the "How Traffic Estimator Works" link and read the article.
    d. Adjust the Typical Conversion Rate, Estimated Activity Impressions Per Day, and Test Duration until you find a combination that causes the estimator to declare you have sufficient traffic.
9. Click **Compose** to exit Preview Mode and return to Compose mode, and click **Next**.
10. Verify the activity diagram in the **Target** step. Yours will look similar to the following.



11. Click **Next**.
12. Define your goal metric.
13. Define additional success metrics or audiences for targeting.
14. **Save** the activity.
15. In the **Reports** tab, can you see the beginnings of the Location Contribution report? Your answer should be Yes. The next section takes a closer look at MVT results.

Interpreting MVT Results

There are two reports available for MVTs:

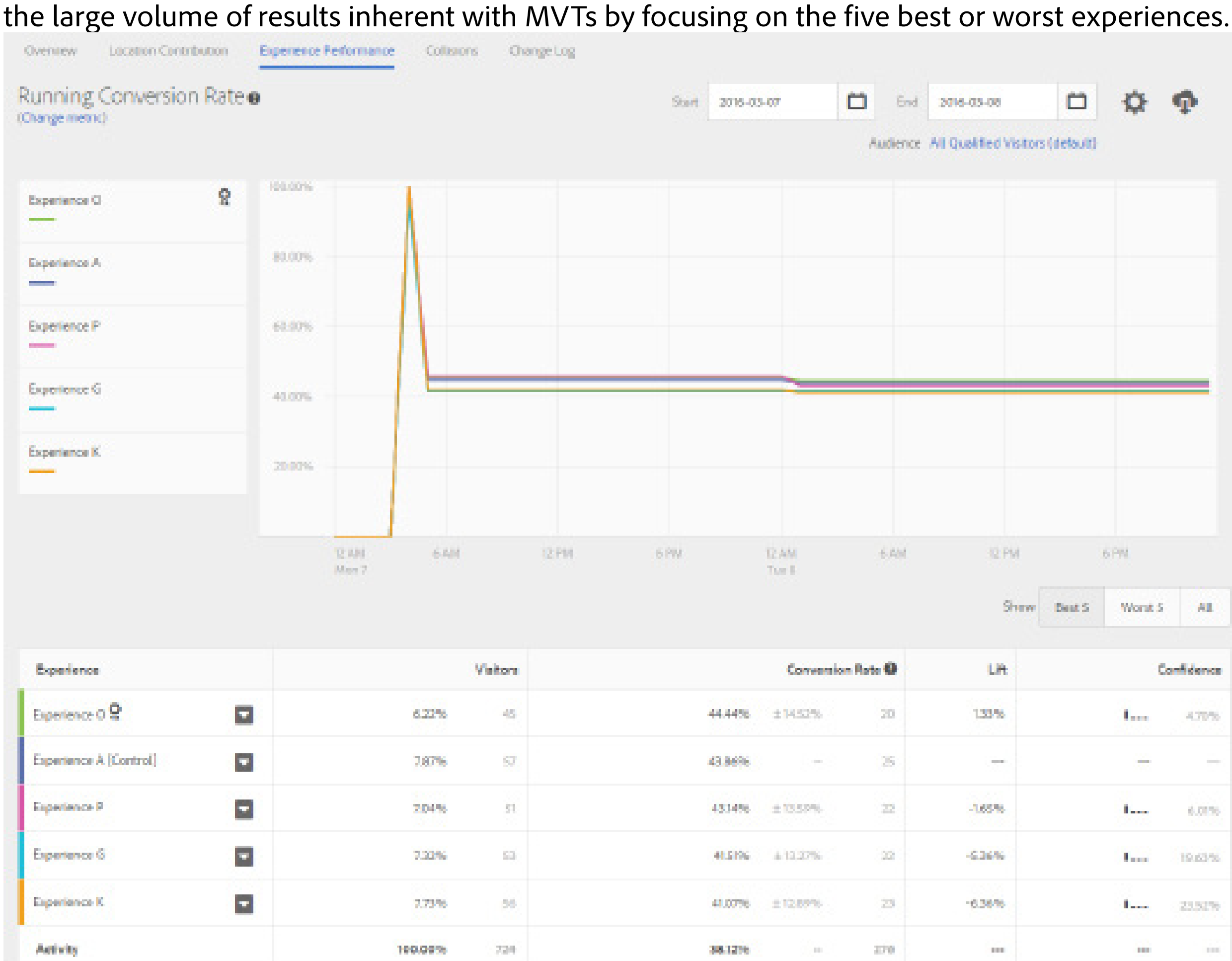
- Experience Performance
- Location Contribution

Experience Performance Report

The Experience Performance Report provides results similar to that of an A/B test, including

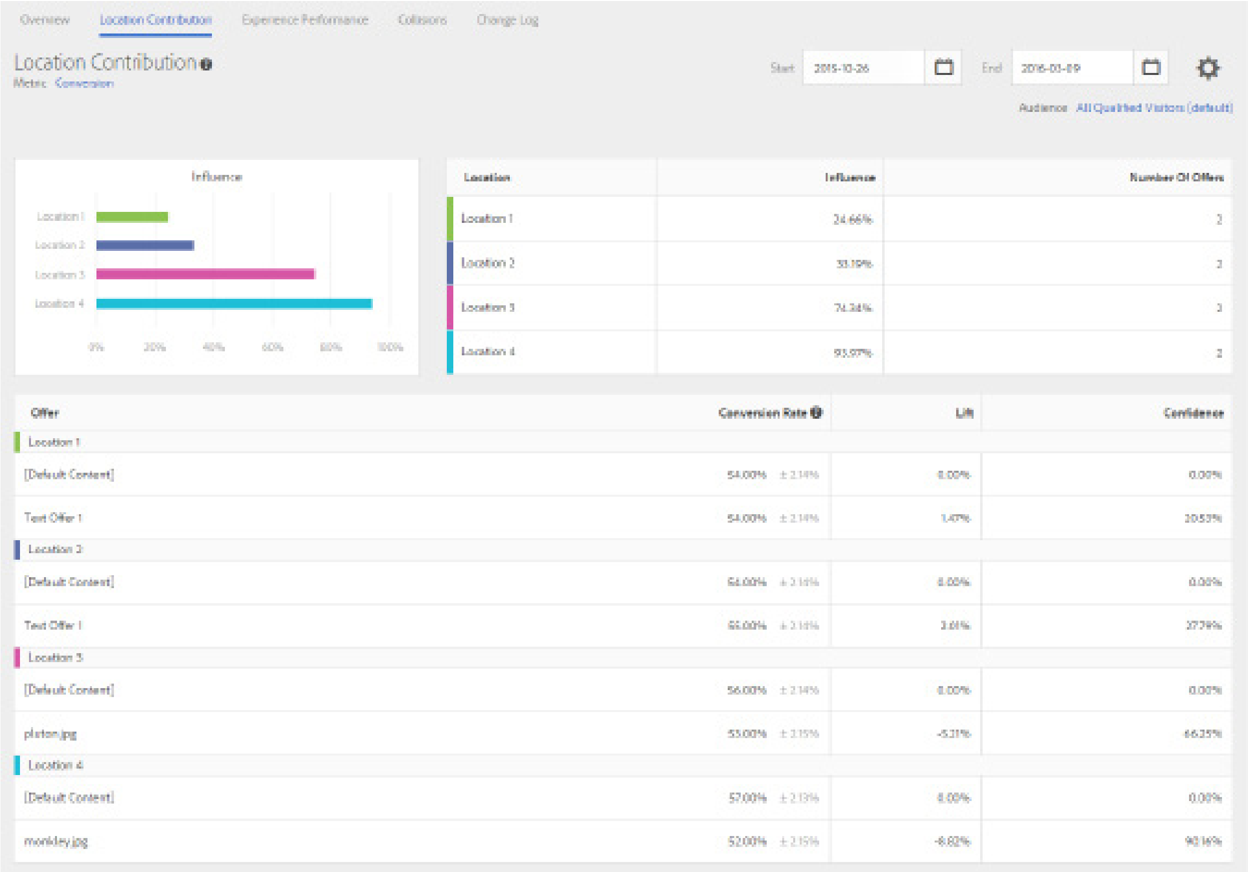
- Comparison of experience performance
- Visitors, Conversion Rate, Confidence Interval, Lift, and Confidence

In addition, this report provides "Best 5" and "Worst 5" filtering. This helps marketers sift through the large volume of results inherent with MVTs by focusing on the five best or worst experiences.



Location Contribution Report

In addition to the Experience Performance report, MVTs also provide a Location Contribution report.



The top half of this report shows influence details. At a glance, the marketer can assess:

- Relative influence of each element
- Elements that impact conversion the most

Influence shows the impact each element has on the test results. For example, "Location 4" above had about 94% impact on the overall lift over control, and "Location 3" had about 74% impact, both of which were sizeably more than the other two locations.

The bottom half of the report shows Offer details. At a glance, you can determine:

- Conversion rate, lift, and confidence of each offer
- Which offers are most successful

MVT Report Interpretation

So, where would you go from here? What business decision would you make based on results from an MVT?

Begin with the Experience Performance report, which highlights the best (and worst) performing combinations of offers.

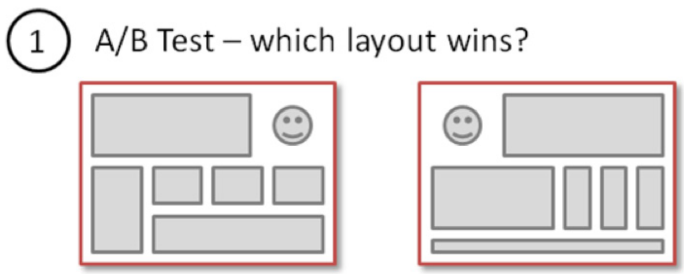
From there, examine the Location Contribution report, which reveals the impact of one location over another. This indicates whether or not any given location contributes significantly. Knowing this enables you to focus your optimization efforts on Locations 3 and 4, for example. Perhaps you may decide to run an A/B test in which you remove or change Locations 2 or 1 to see if you can improve their impact. Regardless of the specific follow-up action, you now know where to focus your attention, thanks to this report.

Apply a similar concept of interpretation for the offer details section of the report. Perhaps you could run A/B tests to investigate the reasons behind the success of one image over another and improve on their appeal, or perhaps you could apply those successful offers to an auto-allocate test to take advantage of the demonstrated lift. Knowing which offers had the greatest impact, you can focus your attention on them in order to continue to optimize the offers that were most significant.

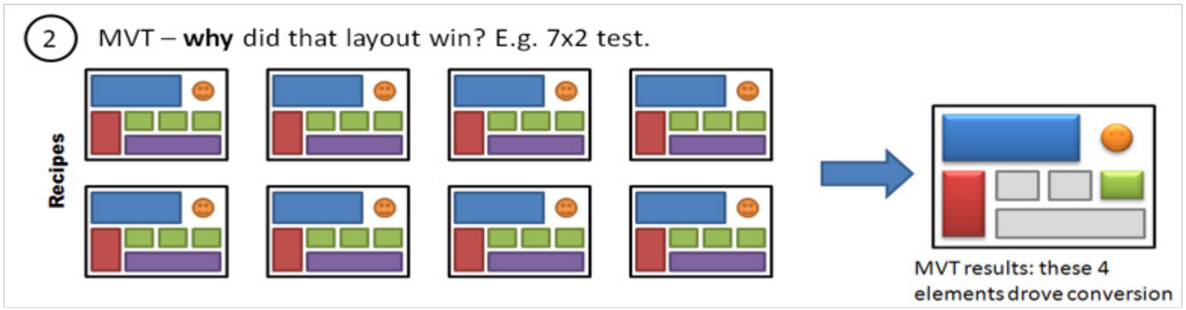
Taking everything you learn from both the Experience Performance report and the Location Contribution report, you could also run an A/B champion-challenger test, in which you pit the winning MVT experience against challenge experiences designed from the insights gained from the Location Contribution report.

Multivariate Testing in the Bigger Picture

A typical use of multivariate testing is in a series of optimizations on a page or experience. First, you might do an A/B style test, where you determine which layout and overall design works best.



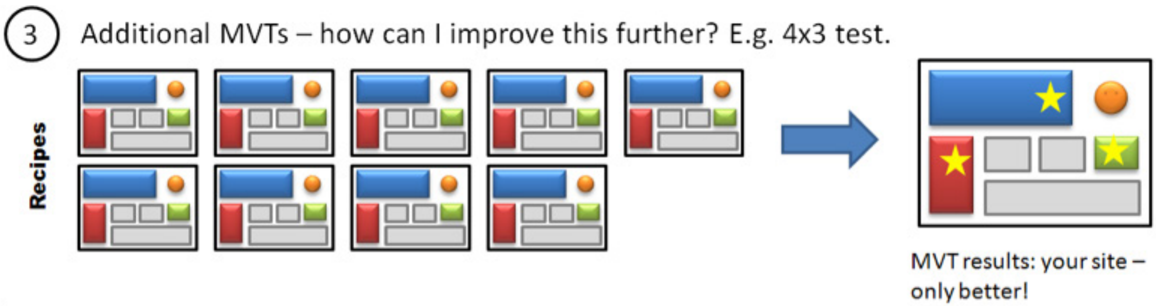
Next, you may want to find out *why* that particular design won—this is where a multivariate test is useful. Take, for example, a 7x2 multivariate test.[2] You would first define seven elements on the page to test. Typically, almost the entire page is included in the test. Choose one new alternative to test against the default for each element on the page. It is important to choose radically different alternatives to learn the most from your test. Changing color from gray to black is less important than testing the presence of an element, or the wording or size of that element.



This 7x2 test will usually show that between three and six elements drive conversion on the page. In that situation, the other elements do not show any statistical signal. This is a good result from the test. You could re-focus on the low-signal elements, hypothesizing the alternatives you chose were too similar to the elements that proved to have no influence. Conversely, you could choose to focus

2While the examples outlined here assume the same number of alternatives per element, note that one of the benefits of full factorial tests is that you do not have to use the same number of alternatives per element.

your creative energies on the elements that are driving conversion, because they were shown to affect visitor behavior. Your next step could be to run a 4x3 or 3x2 and dive deeper into those elements.



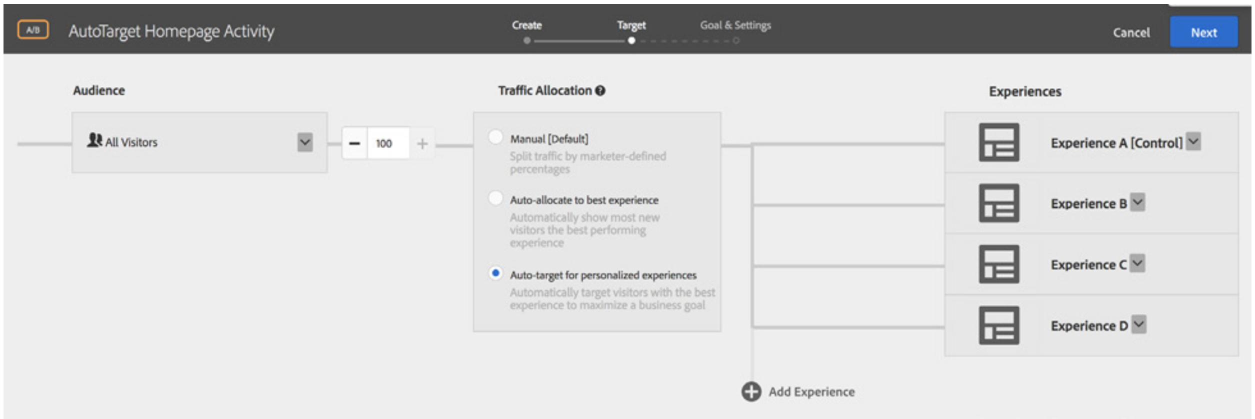
With this series of tests, you will quickly determine the best results while developing the minimum number of creative pieces.

Look Over Here: A Challenge for You

Multivariate testing is a powerful tool to have in your testing and targeting arsenal. That being said, for customers with access to Automated Personalization (AP), the Target team recommends taking a cold hard look at business objectives driving the decision to use MVTs in lieu of AP tests. AP tests use algorithms and machine learning to automate the manual process involved with MVTs, while also dynamically adjusting content serve decisions in order to realize as much lift, as soon as possible, on an on-going basis. AP tests are automated MVTs. If you have both, why not use an AP test instead?

Auto-Target Tests

To create an Auto-Target test, select the "Auto-Target for personalized experiences" radio button in the **Target** step of the AB test creation workflow. Recall that, as the second step in the workflow, this means the experiences were created by the marketer at this point. And in the **Target** step here, the marketer then gets to decide if those experiences will be Auto-Targeted. It is important to note that enabling Auto-Targeting is done through a single radio button, meaning there are no additional parameters or settings you must select or configure.



Suppose the marketer selects **Auto-Target** here. What does that mean? Read on to learn more about Auto-Target tests.

What is an Auto-Target test?

A fully automated test that lets machine-learning optimize your marketer-defined experiences. "Marketer defined experiences," as discussed previously, and refers to the experiences the marketer manually sets up in the first step of the activity workflow. From that point onwards, we allow machine learning to intelligently decide which experiences get served to which visitors.

Objective

Auto-Target is primarily designed to deliver maximum optimization and personalization. What does this mean? Mathematically, personalization is defined as the additional lift over a static best experience (that is, the winner of an AB test). Unlike an AB test, where the objective is to find a single winner (a single winning experience), Auto-Target will automatically determine the best experiences for a given visitor (based on their profile) to deliver a highly personalized experience. It's this personalization, this optimization of experiences, that drives an Auto-Target campaign. This means the focus is not on winning versus losing experiences; instead, the focus is on ensuring the best performing experience is delivered to any given visitor for any given visit.

Behavior

Unlike an A/B test, where the experience allocation for a given visitor is sticky (meaning, once a visitor sees a given experience, that's the experience that "sticks" with them for the life of the activity), Auto-Target instead optimizes the specified business goal over each session, whether this means serving the same experience that the visitor was served last time, or whether it means serving a new one. This means if a visitor enters this Auto-Target activity, they might see Experience A in the morning, but they could see Experience B in the afternoon. That serve decision is made by the machine to maximize the test results. (Note Auto-Target would only change the experience that was served if there was new information in the visitor's profile indicating their preference might have changed, or if the model has learned that a different experience would work better for a visitor with those attributes.)

Foundation/Underlying Technology

How does Auto-Target work behind the scenes? It uses modified versions of existing machine-learning intelligence available within Automated Personalization to make it more accessible and more broadly applicable. These changes enabled the underlying intelligence to be smarter and faster. In other words, we started with the existing machine-learning intelligence available within Automated Personalization. But we modified it by (1) using a version of the Random Forest algorithm that is heavily tweaked to make sure there is always a positive lift in the campaign, and (2) pre-setting "Random" as the Control group (as opposed to a specific baseline experience, for example). These modifications to Automated Personalization intelligence make Auto-Target more accessible and more broadly applicable.

NOTE: Auto-Target is powered by a modified version of Automated Personalization.

Let's compare Auto-Target to Automated Personalization to make sure we understand their similarities and differences. The next few pages compare and contrast Auto-Target with Automated Personalization, for those of you familiar with Automated Personalization. If you are not familiar with Automated Personalization, do not worry too much about the details, and instead take this as an opportunity to learn more about how Auto-Target works.

Auto-Target and Automated Personalization: Similarities

The Auto-Target algorithm continually optimizes for a single goal metric, which is conversion-based.

The algorithm optimizes for a favorable outcome every visit. This means the algorithm predicts a visitor's propensity of conversion in order to serve the best experience. A visitor is eligible for a new experience upon the end of an existing session. Within a session, the prediction does not change, to maintain visual consistency. So, Automated Personalization and Auto-Target are similar in that experiences are not sticky.

Next, Auto-Target adapts to changes in visitor behavior. It learns over time, as with Automated Personalization, and adjusts its serve decisions accordingly. The underlying models are rebuilt every 12 hours using the latest visitor behavior data to ensure it always remains current with changing visitor preferences. The multi-armed bandit (MAB) ensures we spend a small fraction of traffic (20%) to prevent over-exploitation of learning and to keep learning new trends. The multi-armed bandit describes the decision-making process used by the machine in Adobe Target automated tests (that is, Auto-Target and Automated Personalization). For more information on the multi-armed bandit, please see additional training options as well as Online Help.

Next, the algorithm automatically collects numerous parameters to build the models. Here by "parameters," we mean visitor data such as:

- Site behavior (for example, new/returning visitor, search behavior, and browsing behavior)
- Temporal (for example, day of week or time of day)
- Referral (for example, direct/bookmark, link from e-mail, or search/display ad)
- Environmental (for example, operating system, device, mobile/PC, and browser)

For a full list of parameters used, refer to Online Help. The marketer can further augment their list as needed. In other words, there are hundreds of out-of-the-box variables available, but these can also be augmented with third-party segmentation data, offline sales information, and data from other customer-related sources, which allows Auto-Target to get an even more refined and customized picture of the visitor.

Next, the platform automatically uses all Marketing Cloud Shared Audiences for model-building purposes. The marketer does not need to do anything specific to add these to the model. This means if you share an audience from Adobe Audience Manager or Adobe Analytics to the Marketing Cloud (using the People core service), those audiences are automatically picked up by Adobe Target and used to build models, not only in Automated Personalization but also in Auto-Target.

As a final note, the Auto-Target algorithm does not currently support using Analytics as a data source or a reporting endpoint. At this point in time, Target is the available reporting source, although this may change in the future.

Auto-Target and Automated Personalization: Differences

We have discussed the characteristics Auto-Target and Automated Personalization have in common. How are they different?

First, Auto-Target provides full-fledged setup functionality. In other words, since Auto-Target is embedded in the AB-Test workflow, it benefits from the Visual Experience Composer (VEC) available with all A/B tests, which may differ from the setup involved with Automated Personalization tests. Specifically, you can perform layout changes within your experiences using the full menu of VEC actions available for A/B tests, you can create multipage activities for Auto-Target, you can access the Code Editor, and so on.

Next, they differ in terms of how they ensure maximum performance. Auto-Target uses a modified version of Random Forest and also uses an extended version of the multi-armed bandit from Automated Personalization that ensures all *experiences* deliver positive lift. This approach allows us to remove the choice of manual algorithm selection to make sure the marketer benefits from the very best decision the system could possibly take.

Finally, Auto-Target maximizes utilization of learning traffic. All forms of machine-learning models require traffic they can learn from before they can serve personalized content. Oftentimes when launching a brand new campaign, this is referred to as the "cold-start." In Automated Personalization, the amount of learning traffic is a marketer-specified parameter. That is, the marketer picks a value, usually between 10-50%, but that number remains fixed for the life of the activity unless the marketer changes the value. The system, the machine, will not modify that number as set by the marketer. By contrast, Auto-Target will spend more learning traffic (that is, serve experiences randomly to a greater proportion of the traffic) initially, in an effort to learn as quickly as possible, eventually throttling that percentage down to 10% as the models get up and running. Auto-Target handles all of this, without the marketer needing to choose a percentage.

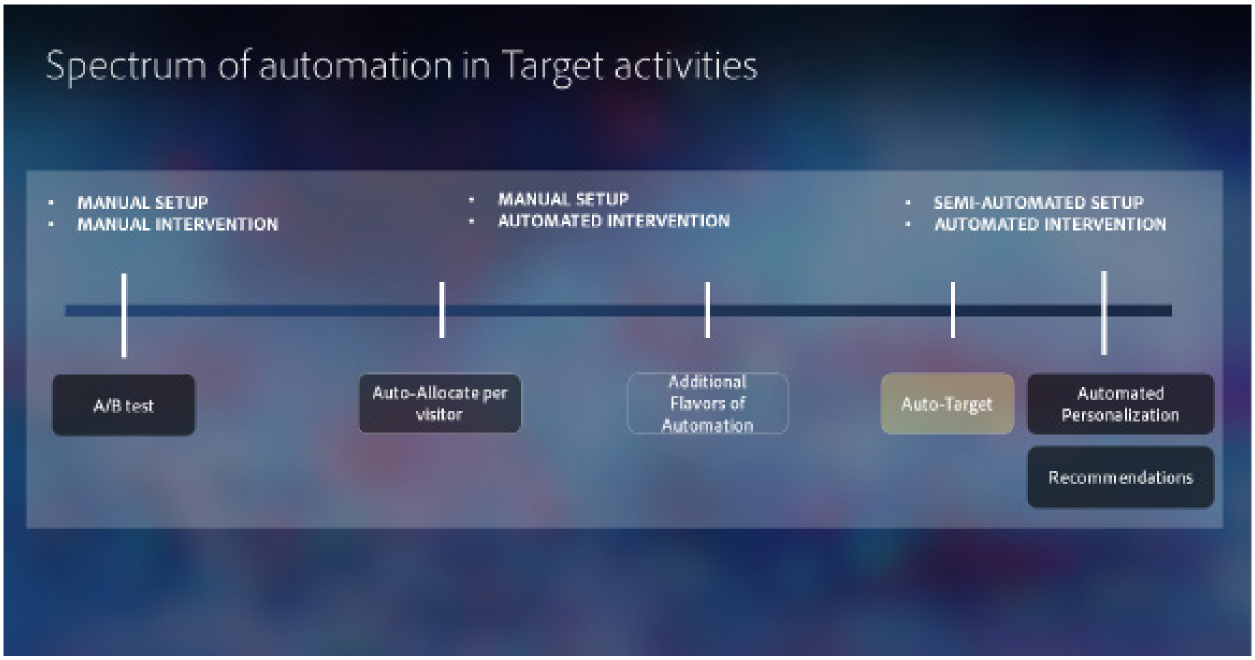
The benefit of this is sites or pages with limited traffic can get to a personalized state as quickly as possible. In other words, because of the way Auto-Target works, sites with as low as approximately 5000 visitors/day may still benefit from it. By contrast, Automated Personalization may require 4 times as much traffic in order to run an effective campaign.

When should I use Automated Personalization versus Auto-Target?

Given everything we now know about Auto-Target and Automated Personalization, the big question is: When do you use one versus the other? When, in particular, given the benefits of Auto-Target, would a marketer choose to use Automated Personalization? There are three main reasons.

1. If your use case requires generating experiences (combinations of offers) automatically, you want to use Automated Personalization. For example, suppose you are a large financial institution with dozens of offers, along with specific slots or locations on your sites into which you would like to serve those offers. Automated Personalization would be the right choice in this case, as it would take a long time to manually configure all these experiences.
2. If you want to select a specific algorithm (Random Forest, Residual Variance Model, or Lifetime Value), then you will want to use Automated Personalization, since Auto-Target uses the modified version of Random Forest.
3. Finally, If you want to manually control the learning traffic percentage, you will want to use Automated Personalization. Auto-Target will automatically adjust the learning traffic percentage as the activity runs. For example, if you are risk averse and do not want one experience to get too much traffic if you are not sure it is going to generate lift, then you can use Automated Personalization to manually control the learning traffic allocation.

Spectrum of Automation in Target Activities



Now that we understand Auto-Target in comparison to Automated Personalization, let's broaden our scope to make sure we understand Auto-Target in the context of the different levels of automation available in Adobe Target.

The spectrum of automation in Target activities moves from most manual to most automated, going from left to right.

On the left, we see A/B testing, which involves not only manual setup, but also manual intervention. By "manual intervention," we mean a marketer must manually make decisions and take action based on the results they are seeing, such as changing content, pushing a winner, sending targeted content to a specific audience segment, and so on. In other words, the machine does not intervene. Instead, Adobe Target just does whatever the marketer says.

Jumping all the way to the right, we see Automated Personalization and Recommendations, which, in terms of Automated Personalization, involve a semi-automated setup in that marketers manually select the desired content, from which the system automatically creates the requisite experiences by multiplying that content against each other into all possible combinations. It also involves automated intervention, which means the automated personalization model serves the best experience for that visitor by learning overall visitor behavior and predicting each visitor's propensity for conversion. The machine makes the decisions.

Jumping to the middle, somewhere between those two endpoints, we have Auto-Allocate, which involves manual setup with automated intervention.

Auto-Allocate tests provide a way to automate A/B tests in which the marketer manually establishes a discrete set of experiences within the activity, whereupon the test will optimize the serving of those experiences across all visitors. Auto-Allocate involves visitor-based optimization (meaning, sticky experiences), in order to preserve the integrity of the A/B test, and population-level optimization as opposed to 1:1 optimization. This means it optimizes across all visitors as opposed to segments or individuals, just as A/B tests do, in order to produce a global winner. For more information on Auto-Allocate tests, see additional training modules as well as Online Help.

Finally, we come to Auto-Target tests. In contrast to Auto-Allocate tests, Auto-Target tests do **not** involve sticky experiences, meaning any given visitor might see one experience during one session, but a different experience the next time they visit. Auto-Target tests provide some automated setup, although not as much automation as Automated Personalization tests. For example, Auto-Target tests do give the marketer full control over defining each experience. It is just that once those experiences have been defined, the machine takes over.

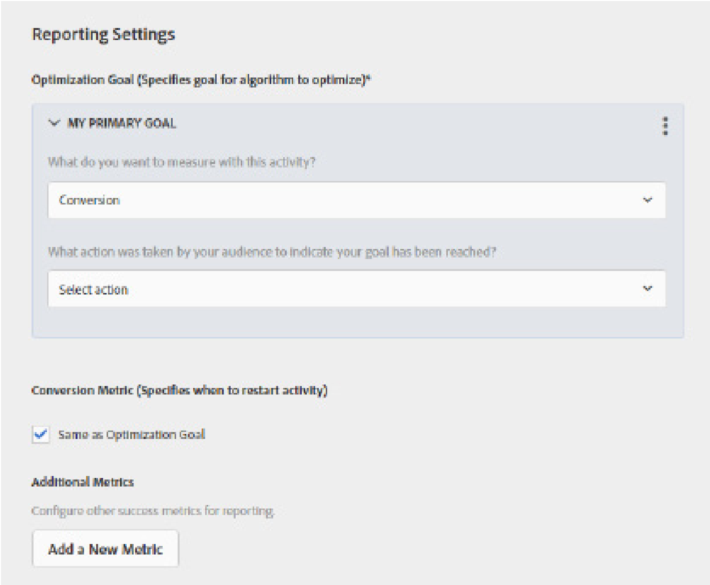
As discussed, Auto-Target is a pure optimization option, available within Target Premium. Instead of identifying a single winner (a single winning experience), its job is to give you as much *lift* as possible, lift that would have been impossible to achieve using any other option. Lift that is over and above the *best* experience of any A/B test. Auto-Target is not an A/B test between experiences, because as you will see in the reports, you cannot compare Experience A versus Experience B versus Experience C. With Auto-Target, the question is not, "Which experience performed better?" or "How does Experience A compare to Experience B?" Instead, the question an Auto-Target test answers is: "How much lift can I get by using machine learning?" or, "Is the machine better than control?"

With the Auto-Target option, you manually design your experiences, then let the machine decide how to serve those experiences, and to whom, varying its serve decisions by visit if necessary, in order to maximize lift.

As a sneak peek, stay tuned for additional "flavors of automation," as Adobe Target's automation capabilities continue to evolve in order to provide a complete range of options for the marketer. Reference the latest documentation for more information.

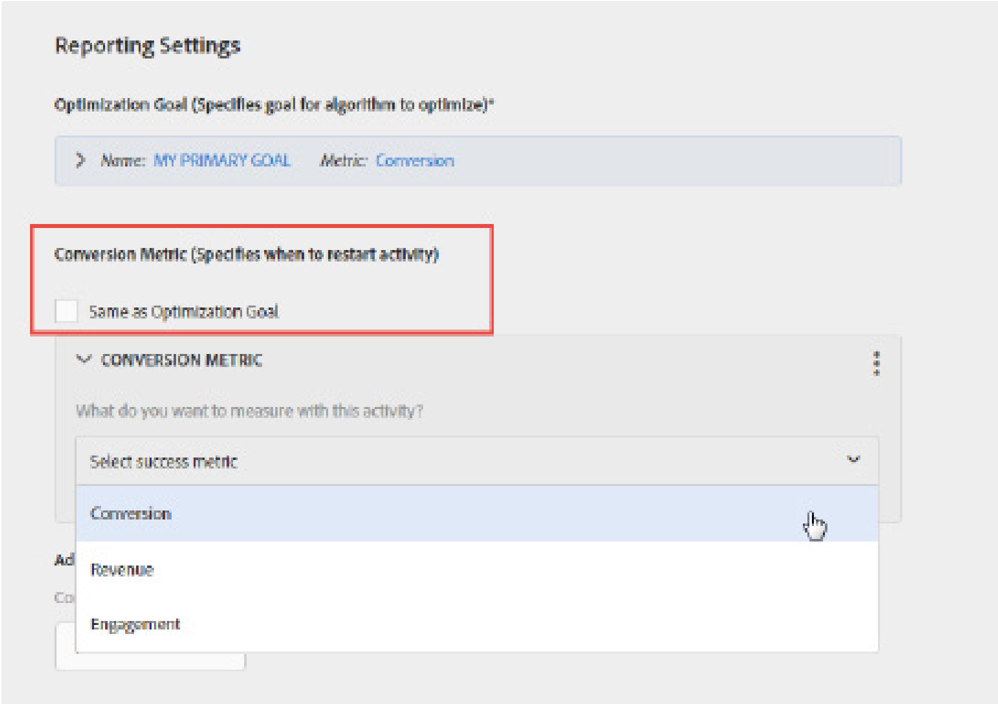
Configuring Auto-Target Goal & Settings

Consider the final configuration step of the Auto-Target activity creation workflow.



In this step, you are prompted to select the goal. Note Auto-Target tests support conversation-based metrics. The options when defining a conversion-based goal are the same as what you would see for A/B tests.

However, the Restart Metric, which is common to both Auto-Target tests as well as Automated Personalization tests, is different from what you would see for A/B tests.



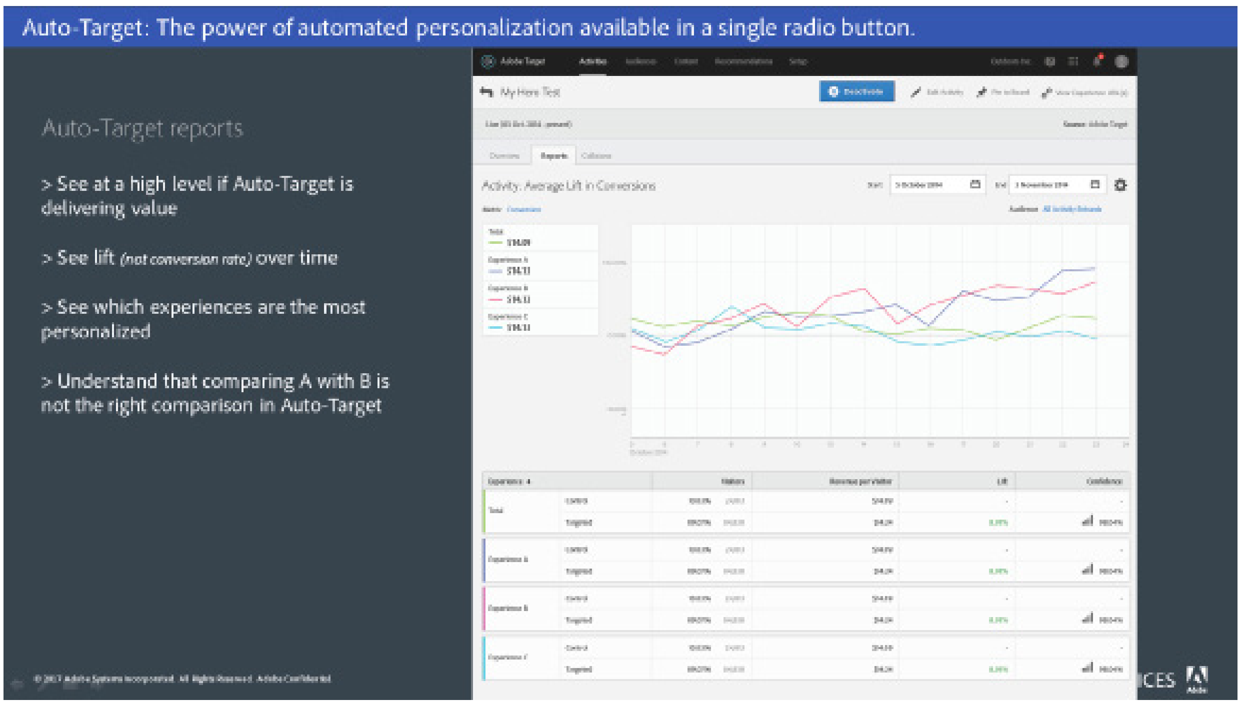
With Auto-Target tests (and Automated Personalization tests), you can define a specific metric that signals the end of a session. We call this metric the "Restart Metric."

The restart metric indicates the final "step" in a series of steps, and therefore identifies the step beyond which there is no further tracking for that session. The classic case would be some sort of a funnel in which the restart metric would be the final step. For example, if the funnel involved an Add to Cart metric, Payment page, and an Order Confirmation page, the restart metric would be the Order Confirmation page.

By default, the restart metric is the same as the activity's overall Goal metric, which makes sense. When the two align, it is not necessary to define a restart metric explicitly. However, it is available to define separately for cases in which the restart metric differs from that of the Goal. For example, suppose the Auto-Target test goal is to click on a banner, but suppose the marketer also wants to track additional metrics after that click—such as the Add to Cart > Payment page > Order Confirmation page funnel described earlier. To include all of this within the Auto-Target test results, they would set the click as the overall test Goal, and they would then also add the restart metric as the Order Confirmation page, in order to capture the series of additional metrics that they would like to include in the tracking of that session.

Restart metrics are available for definition within Auto-Target and Automated Personalization tests, but they are not relevant for A/B tests. The concept of restart metrics does not affect A/B tests, because those have sticky experiences. However, in Auto-Target and Automated Personalization tests, experiences are session-bound. This means if Adobe Target encounters a metric that happens *after* the session, it needs to know which session to associate it with. The restart metric helps to define session boundaries accurately, because it indicates the session should not be restarted until the visitor encounters a specific metric, even if they have already encountered the Goal metric. In other words, either the session ends because the browser session ends due to time, or else because the restart metric was met. The bottom line is if you are trying to track metrics along a funnel, ensure the restart metric corresponds to the last step in the funnel.

Auto-Target Reports



Finally, let's take a look at Auto-Target reports, which let you:

- See at a high level if Auto-Target is delivering value, by letting you compare the Total lift provided by Targeted content, versus Control content.
- View lift over time
- See which experiences were seen the most and therefore most popular

As mentioned previously, it is important to understand that comparing Experience A with Experience B is not the right comparison when dealing with Auto-Target tests. What is the right comparison? The answer is, for any given experience, you want to compare Control versus Targeted, to assess whether the machine is maximizing returns for that experience. And again, at a higher level, the focus of your questions should be, Is the machine better for me or not? You can see the answer to this in the **Total** row. The takeaway here is for Auto-Target tests, we do not compare A to B, we compare the machine (Targeted content) to Control, not only on an experience-by-experience basis, but also for the activity as a whole. We should always be looking for positive lift in both those cases — you should find that Auto-Target has created more value for you.

If for whatever reason you do want to compare experiences, be sure to only compare the Control cells to each other.

The guidelines for interpreting Auto-Target reports are the same as those for Automated Personalization reports. Here are some highlights:

How long should I wait for results to stabilize so that I can begin to take action on the reports?

Let new tests run for 1-2 weeks before drawing initial conclusions.

Once results have stabilized, if I see a sudden dip in performance, how long should I wait before taking action?

Because AT tests differ from A/B tests in that they continue to learn over time, and because the content of the test is much more fluid than A/B tests in that you can more readily add and remove offers as necessary, they may have a longer lifespan than A/B tests. Some AP activities may even be designed to run continuously and indefinitely. As such, how should you approach changes in performance over time? The general recommendation is to allow the activity to continue to run as it is for one week before making any changes or deciding there is any actual issue that needs to be investigated or addressed. It is not uncommon for small fluctuations to occur for long-running AP tests, but these fluctuations should correct themselves within a matter of days as the model learns, adapts, and responds accordingly. If personalized content continues to underperform control for one week, this is indicative of more than just market or behavioral change on the part of your visitor base.

Summary of Activity Types

Activity Type	Description	ADLS Training
A/B (manual)	Test marketer-defined experiences against each other. Test outputs the winning experience.	Optimize Digital Experiences course
A/B (Auto-Allocate)	Machine learning serves marketer-defined experiences to maximize the goal metric for the overall population in the overall activity. Visitors are served the same experience for the life of the test (A/B test logic).	Optimize Digital Experiences course
Auto-Target	Available for Target Premium. Machine learning serves marketer-defined experiences to maximize the goal metric for each visit. Visitors are not necessarily served the same experience for the life of the test (not a true A/B test).	Optimize Digital Experiences course
Experience Targeting	Each experience is targeted to an audience. Conversion is attributed to the last viewed experience.	Optimize Digital Experiences course
Multivariate	Serves full factorial combinations of elements and alternatives to determine which combination (experience) is the winner.	Optimize Digital Experiences course
Automated Personalization	Available for Target Premium. Machine learning serves full factorial combinations of elements and alternatives to maximize the goal metric.	Automated Personalization course
Recommendations	Available for Target Premium. Apply one or several algorithms to serve recommendations of items to visitors based on a variety of factors such as their past behavior or general site popularity of that item.	Recommendations course

Solutions to Exercise

Solutions to Exercise 7.1: Experience Targeting Activities

4. In your own words, describe what will happen in this test (describe the predicted behavior).
   Each time the page is loaded, each visitor will be sorted to the appropriate experience based on their Geo location. Visiting the page from a Japanese IP address should display the first experience, and visiting it from a South Korean IP address should display the second. If the visitor ever converts, their conversion is attributed to the last experience they saw.
5. Why not just create two, single-experience A/B activities that are targeted as the Japan and S. Korea experiences are, above?
   The difference in creating two such activities is that you will not be able to track relative performance of each activity. With two separate A/B tests, you would need to assess the performance of each activity and manually compare those results to each other, in case that's important to you. Also, the issue of activity conflicts means that having these multiple activities running on a single page could result in unexpected behavior, especially if multiple locations per page are involved and if all activities were created using the VEC. (See the Troubleshooting chapter for more information on activity conflicts.)
7. Perform QA. Use the **mboxOverride.browserIp** URL parameter to send a visitor to the activity who is "from" different locations. Use these global IP addresses:
   a. Japan: 1.115.255.255
   b. South Korea: 14.0.127.255
   c. Germany: 2.175.255.255

For example, to mimic a visit from Japan, you might submit a URL similar to:
http://ats-sb.adobe.com/target/target_training/<User>/demo/coloregiallo/index.html?mboxOverride.browserIp=1.115.255.255

Describe the behavior of your activity for each of the IP addresses above.

The experience changes each time the visitor visits the activity page with criteria that qualifies them for a different experience. However, notice if a visitor stops qualifying for the Japan or South Korea audiences and begins qualifying for the "All Visitors" audience, they will still remain in the last experience they qualified for (Japan or S. Korea). For example, if a visitor visits from Japan, then from Germany, they will continue to see the Japan experience. If they visit your site from Japan, then South Korea, and finally Germany, they will continue to see the South Korea experience. If this behavior is undesirable, create a new audience that is

defined as the inverse of your targeted audience, and use this in place of our "All Visitors" audience. In our case, this would be the "Not Japan and Not South Korea" audience. For additional explanations regarding this expected behavior, please see:

https://marketing.adobe.com/resources/help/en_US/target/target/c_xt-switching-experiences.html

8. While viewing the "Japan" experience as a visitor from Japan, perform the conversion action to trigger the conversion event. To which experience is the conversion attributed? ***Japan.***

Solutions to Exercise 7.2: Experience Targeting Practice

6. Perform QA. Visit the activity page using the query string ?color=red added to the URL, then visit it using ?color=blue, and finally, visit it using ?color=purple. What happens?

   The experience changes each time the visitor visits the activity page with criteria that qualifies them for a different experience.

7. While viewing the "purple" experience as a "purple" visitor, perform the conversion action to trigger the conversion event. To which experience is the conversion attributed? ***Purple.***

Solutions to Exercise 7.3: Creating a Multivariate Test

4. How many total elements will your test have?
   4 elements
5. How many total offers per element will your test have?
   3 offers (default content + 2 alternatives)
6. How many total experiences will your test have?
   3 x 3 x 3 x 3 = 81 experiences
7. Click Preview.
   c. Exclude one more experience, bringing the total to eight excluded experiences. What is important to note if we exclude this many experiences from this test? ***While Adobe Target will allow you to do this, note that you can only exclude up to 10% of the total experience count before you begin to affect the accuracy of the calculations. MVTs that exclude 10% or more of the possible experiences will need to be evaluated using offline reporting analysis.***
8. Check your Traffic Estimator.
   a. Does it verify the number of experiences you are estimating? ***Yes, it indicates the test will result in 81 experiences.***

Conflict Resolution, Expected Behavior, and Troubleshooting

Overview

When testing an activity, one of the most common issues users face is trying to determine why the result they see during their test is not the one they expected. Such results may include seeing unexpected experiences or content appearing on the activity page, or report numbers not incrementing as predicted, amongst other behaviors. In this chapter, we review how Adobe Target determines which of multiple activities should be displayed on any given page (so users understand what they should be seeing to begin with), what to expect from the numbers on a report (how Adobe Target counts visitors and conversions), and tools marketers may use to determine the exact activities and audiences for which their test visitor actually qualified.

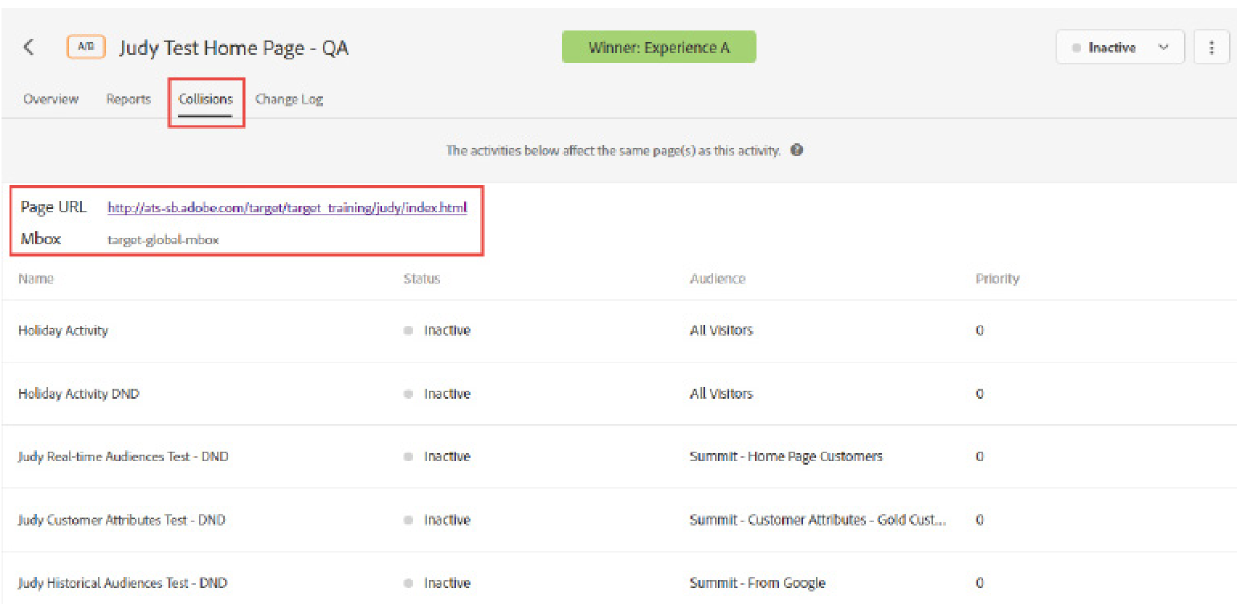
Objectives

By the end of this chapter, you will be able to:

- Describe how activity conflicts are resolved in order to predict which of multiple activities on a page you can expect to display
- Select the desired counting methodology for your activity (Select the correct success action option for your activity)
- Configure additional metrics to track micro-goals
- Configure success actions to customize the desired counting methodology and content viewing behavior for your activity
- Use the Activity Collisions tool to remain aware of potential activity collisions
- Troubleshoot unexpected behavior in activities such as audience qualification and content display issues

Activity Collisions

Activity Collisions occur when you design one or more activities so they share the same activity URL. The Collisions tab shows potential collisions, listing the URL and mbox(es) where the collisions may occur. Note that while it lists the audience as reference, it does not actually evaluate audiences to definitively determine if there is a conflict—that task falls to you. By the end of this chapter, you will know exactly how to determine whether the potential collisions shown in the Collisions tab translate to actual collisions.



Checking activity collisions in the Collisions tab. All activities on the same URL are listed here, regardless of any audience targeting in each activity.

Adobe Target evaluates activity collisions based on the main activity URL specified in the VEC. If there are other pages in the activity via template testing or because the activity is a multipage test, those pages are ignored when evaluating collisions.

When assessing activity collisions, users may:

- Evaluate the Status, Audience, and Priority to determine the likelihood of a collision.
- Adjust the Status, Audience, or Priority to prevent collisions.
- Use additional tools (described later) to quantify the initial results shown in the Collisions view.

Activity Priorities & Conflict Resolution

In the previous section, we showed you how to investigate collisions by viewing potential activity conflicts in the Collisions view for an activity. But what exactly happens when you design more than one activity on the same activity URL? What will a visitor see? The answer depends on a combination of factors, starting with how you created the activity: in the Visual Experience Composer (VEC), in the Form-based Experience Composer (FEC), *or* in Target Classic.

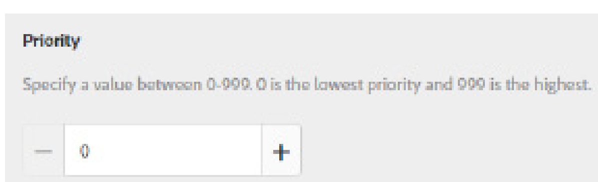
When the conflicting activities were all created in the VEC

If the conflicting activities were all created in the Target Standard/Premium VEC, a combination of activities may appear on the page.

Here is the method used to evaluate conflicts in this case:

1. Target determines all the activities for which the visitor qualifies.
2. Content for matching activities and experiences is returned.
    a. If the content across all activities references different areas of the page, all content is returned into those different areas.
    b. If any content across the activities references the same area of the page, the highest priority activity content is returned.[1]
    c. If any content across the activities references the same area of the page and multiple activities share the same priority level, the following tie breakers are applied:
        i. If only one activity has audience targeting, that activity is displayed.
        ii. If all or none have targeting, then the most-recently activated activity is displayed.

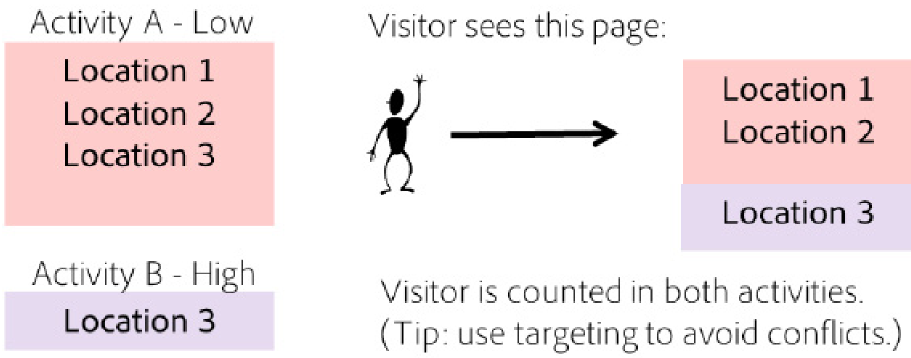
As a reminder, activity priority is set in the final step of activity configuration.



Priority may be set at the account level to have 1000 values, as shown here, or it may use three values of Low, Medium, and High.

1 Target returns the content for all activities on the page, beginning with the lowest-priority content, which is then overwritten by each activity, from lowest to highest priority. In most cases, this results in the highest priority content being displayed. However, if a lower-priority activity alters the structure of the DOM for the page, it is possible that the higher-priority activity will not recognize the page structure, so the lower-priority content will display. The results from all activities that run on the page are counted and reflected in the reports. (Source: https://marketing.adobe.com/resources/help/en_US/target/target/c_priority.html)

For example, consider the following scenario.



In cases where two activities were created in the VEC, and they share only one location in common, the higher priority activity will win control of that single location. The uncontested location will display from the other activity.

Suppose Activity A is low priority and Activity B is high priority. Activity A includes three page locations: location 1, location 2, and location 3. Activity A and Activity B share location 3. If a visitor enters Activity A, for location 1 and location 2, they will see Activity A's content. However, upon reaching location 3, the visitor will suddenly see Activity B's content. The end result is the visitor will see a combination of Activity A's and B's experiences on the same page, plus they will also be counted in both activities.

This situation exists in part to enable Adobe Recommendations. Imagine Activity B is the recommendation. Organizations will often want to provide A/B or other testing on the page, while also allowing product recommendations to display elsewhere on same page at the same time.

When the conflicting activities were all created in the FEC or in Target Classic

If the conflicting activities were all created in the Target Standard/Premium FEC, in Target Classic, *or* in a combination of the FEC and Target Classic, only one activity will appear on the page, emerging victorious after having wrested control in an epic battle to the death.[2]

Here is the method used to evaluate conflicts in this case:

1. Target attempts to match the visitor into the highest priority activity.
2. If multiple activities share the same priority level, the following tie breakers are applied:
    a. If only one activity has audience targeting, that activity is displayed.
    b. If all or none have targeting, then the most-recently activated activity is displayed.

2Just making sure you're still there.

In cases where two activities were created in the FEC or Classic, only one activity will "win." For example, if priorities and targeting are the same, the tie-breaker will be the activation date.

When the conflicting activities were created in a combination of the VEC or FEC/Classic

If the conflicting activities were created in a combination of the following:

- Target Standard/Premium VEC
- Target Standard/Premium FEC or Target Classic

...content from multiple activities may appear, and the highest priority activity determines the details. To be more specific, conflicts are resolved based on how the highest-priority activity was created (VEC versus FEC/Classic).

Here is the method used to evaluate conflicts in this case:

1. Determine the “winning” activity
   a. If an FEC/Classic activity is the highest priority, that activity's content is returned along with all matching activity content from VEC activities.
   b. If a VEC activity is the highest priority, then content from all matching VEC activities is returned, but no Target Classic or form-based activity content is returned.
2. If the highest priorities are tied between FEC/Classic and VEC activities:
   a. If only one activity has audience targeting, that activity is the winning/"highest priority" activity. Apply rules as above.
   b. If all or none have targeting, then:
      i. If the visitor is new to the page: the most-recently activated activity is the winning/"highest priority" activity. Apply rules as above.
      ii. If the visitor is a returning visitor to the page: then the activity that was most recently viewed is the winning/"highest priority" activity. Apply rules as above.

The results from all activities that run on the page are counted and reflected in the reports.

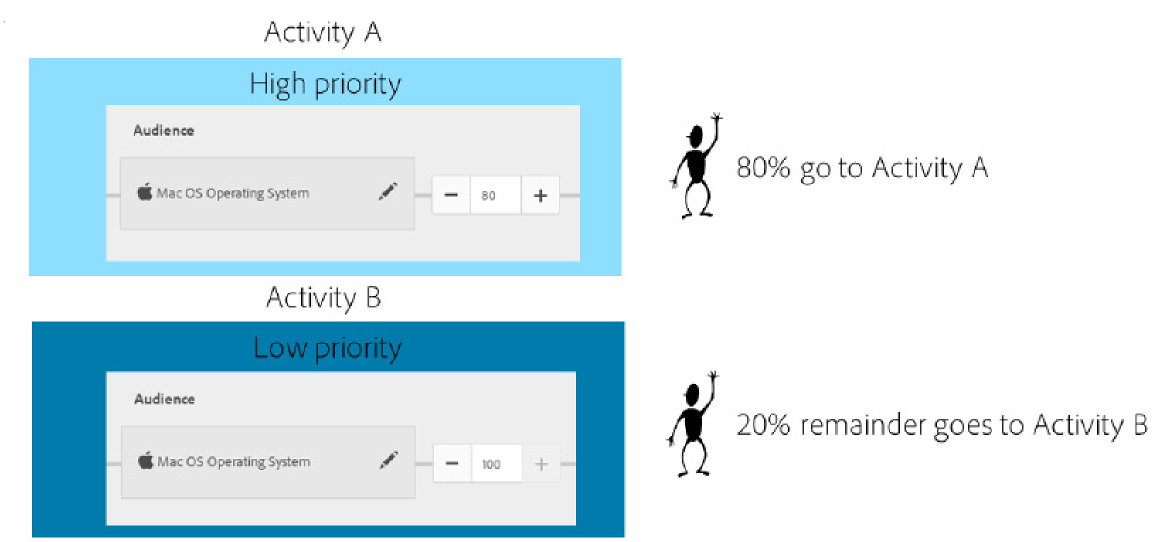
For example, suppose a visitor visits a page that displays a large hero image, and suppose that hero image is the same one being tested in both activity1 (which was created in the FEC) and activity2 (which was created in the VEC). Suppose that activity1 and activity2 have the same priority level and the same targeting entry condition (which the visitor meets). However, suppose the visitor entered activity1 most recently. That visitor will continue to belong to activity1 the next time they return to the site. They will not see activity2.

As another example, suppose you have the same scenario as above. However, suppose the visitor had never entered activity1 or activity2 before. When this visitor visits the site, they will be entered into whichever campaign was activated more recently.

How Are Targeting Percentages Handled Regarding Campaign Priority?

If you have two activities that involve the exact same locations and the exact same audience targeting defined, the higher-priority activity will take all the traffic, and your lower-priority activity will take none—*if* you keep the target population at 100%.

If you set the target population on the higher-priority activity to anything lower than 100%, the remainder of the population will enter the lower-priority activity. The same behavior holds true if you set up any other kind of overlapping targeting—any remainder will be entered into the lower-priority campaign.



Tips and Guidelines

Try to avoid conflicts: have your activities use distinct pages or distinct areas of the page (distinct selectors), and set priority levels intentionally.

Understand that if you have multiple VEC activities against the same activity URL, you may end up with content from several of those activities appearing at once

- This requires greater coordination between marketers and activities
- This will make QA will be much more challenging
- If possible, avoid running multiple VEC activities against the same activity URL simultaneously.

Also note: Script profiles are executed before determining which activity a visitor enters, for a given mbox request. This means you can use script profiles for targeting visitors into an activity, but it also means script profiles cannot know ahead of time which activity the visitor will belong to; in other words, script profiles cannot know the activity or activities associated with the mbox request.

TIP: Set all activities to low priority. Set an exclusive targeting rule on the new pending activities to ensure only you can view the content. Example: URL Parameter testing=true. Once only you can view the content, make the pending activity high priority for the QA period.

BEST PRACTICE: Design your tests to avoid questions of conflict resolution by using activity priority and coordinating across your team.

Using Success Actions to control Visitor Counting and Content Display

Let's take a closer look at the default content display and visitor counting behavior of Adobe Target for A/B activities. By default, Adobe Target A/B tests will:

- Remember the visitor and not recount them if they convert and re-enter the activity (default counting behavior)
- Serve a given visitor the same set of content for the life of an activity, even if that visitor converts and returns. However, the visitor must qualify for the activity (meet activity targeting criteria) every time they visit the page. If they do not qualify for the activity, they will not see activity content because they will not be in the test for that period (default display behavior).

Example 1

Jamal lives in California. He likes buying widgets online. Your company is running a promotion on widgets targeted to people in California. Jamal visits your site and, being from California, qualifies for the activity and sees the targeted content. He puts some items in his cart, but then decides to sleep on it. The next day, he returns to your site and completes the purchase.

How does the test count Jamal?

- 1 visitor to the activity, 1 visitor (the same one) to the experience he entered, 1 conversion attributed to that experience, and 2 visits.
- After conversion, if he returns to the site, he would continue to be counted as the same visitor.

What content does Jamal see?

- On both days, he sees the activity content.
- After conversion, if he returns to the site, he would continue to see the activity content.

Example 2

Ayesha also lives in California. She also likes buying widgets online. Your company is running a promotion on widgets targeted to people in California. Ayesha visits your site and, being from California, qualifies for the activity and sees the targeted content. But she does not buy anything yet. The next day, she travels to France. As appealing as the Eiffel Tower is, she just cannot stop thinking about those widgets and your amazing promotion. After a day of annoying sight-seeing and remarkable cuisine finally out of the way, she eagerly visits your site again and completes her purchase.

How does the test count Ayesha?

- 1 visitor to the activity, 1 visitor (the same one) to the experience she entered, 1 conversion attributed to that experience, and 1 visit. (It only gets counted as a visit when she sees content, even if she converts on that visit.)
- After conversion, if she returns to the site, she would continue to be counted as the same visitor.

What content does Ayesha see?

- While in California, she sees the activity content. While in France, she sees default content, because she did not qualify for the activity at that time.
- After conversion, if she returns to the site while in France, she would continue to see default content. If she returns to the site after flying back to California, she would resume seeing the experience of the activity she originally entered.

Example 3

Trang also lives in California. She also likes buying widgets online. Your company is running a promotion on widgets targeted to people in California. Trang visits your site and, being from California, qualifies for the activity and sees the targeted content. But she does not buy anything yet. The next day, she travels to New Zealand. Despite the thrill of bungee jumping, she still has widgets and your amazing promotion on her mind. After a week of breathtaking glaciers, caverns, mountains, and beaches finally out of the way, she visits your site again… but still cannot decide. After her return to California, she visits your site a third time, and, depressed that her vacation is over in a way that only the promise of a new widget can assuage, she finally makes her purchase.

How does the test count Trang?

- 1 visitor to the activity, 1 visitor (the same one) to the experience she entered, 1 conversion attributed to that experience, and 2 visits.
- After conversion, if she returns to the site, she would continue to be counted as the same visitor.

What content does Trang see?

- While in California, she sees the activity content. While in New Zealand, she sees default content, because she did not qualify for the activity at that time. Once back in California, she again sees the activity content, and is viewing it at the time she makes her purchase.
- After conversion, if she returns to the site yet again while in California, she would resume seeing the experience of the activity she originally entered.

What if I do not want Target A/B tests to count visitors or display content this way?

You can change it.

Use the Advanced Settings options for goal metrics and additional metrics (also called success metrics) to adjust the way that Adobe Target counts visitors or displays content during an activity. Defining these changes is referred to as defining "Success Actions."

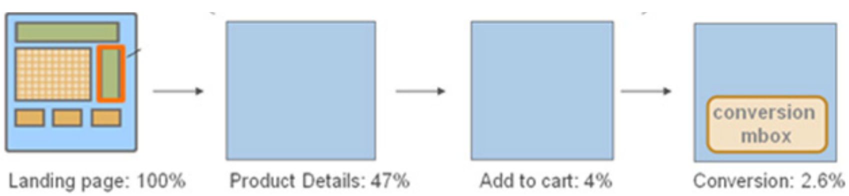
Define success actions by configuring **Advanced Settings** for both:

- Additional Metrics
- Goal Metrics

Before we describe the "success actions" available under **Advanced Settings**, let's take a step back to define additional metrics, also called success metrics, in greater detail.

Additional Metrics

By default, all activities show results for your visitors' first landing and their final goal. If you wanted to track visitor behavior between entry and goal, you would add *additional metrics*.



Additional metrics are also called "success metrics" or "steps," since they count visitors at various "steps" on the path to conversion.

Why Care About Additional Metrics?

Additional Metrics are used to track *micro-goals*.

Your primary goal metric, or *macro-goal,* is the "official" end point you are interested in tracking. But in addition to knowing how many people made it to that ultimate point, you probably have other "smaller" questions, too:

- What pages did they visit on the "road" to reaching the goal?
- Did they sign up for the mailing list?
- Did they create an online account?

And in addition to "smaller" questions, you may have questions that are more nebulous, because you may measure success in ways that are not cut-and-dry. For example:

- How engaging is my site?
    - How many page views did visitors go through before they reached final conversion?
    - How many clicks did I get on these pages—am I pulling visitors deeper into my site?
- Which version of the call to action is more intriguing?

In these kinds of cases, there is no official conversion point, no discrete event that signifies success. Instead, you are trying to measure site engagement.

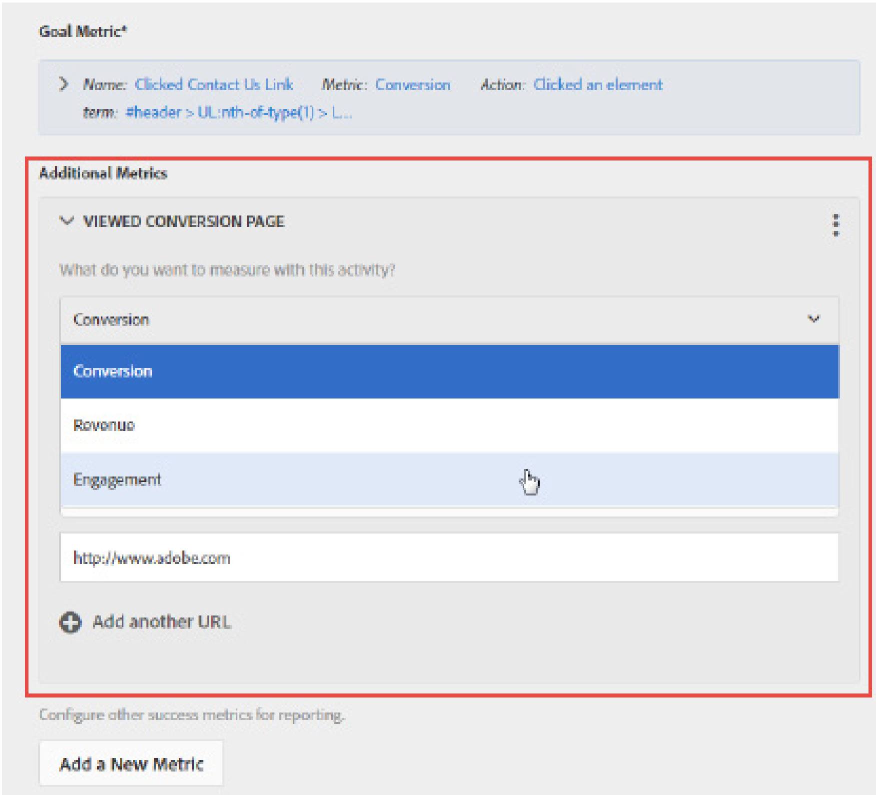
You can consider these other types of questions "micro-goals"—actions or events of interest that may or may not be directly related to your macro-goal. These are not the main goal events that ultimately drive the business, but still important and worth measuring as signs of engagement, retention, and loyalty. If important enough on their own, micro-goals might be measured in their own separate activities, as opposed to being stages on the path to a macro-goal for the site; or, they can be included for analysis within a single activity—by implementing additional metrics.

As a final use case, additional metrics are also helpful for discovering leaks in your registration or ordering process (funnel analysis). For instance, along the path to a retail purchase, the phases might be:

1. Visit category page
2. Visit product detail page
3. Put item in cart
4. Go to checkout
5. Fill out purchase information
6. Submit information

Using Additional Metrics, you can monitor each of these in the context of the activity to gauge the depth of your visitors' progression into the conversion funnel.

Adobe Target detects or tracks additional metrics in the same way it detects or tracks goal metrics. For example, you may define additional metrics as being conversion-, engagement-, or revenue-based, just as with goal metrics.



Now that you understand additional metrics, their importance, and how to implement them, let's turn our attention back to success actions.

Success Actions

As a reminder, success actions are defined by the way you configure the **Advanced Settings** options for goal metrics and additional metrics, in order to adjust the way that Target counts visitors or displays content during an activity. To put it another way, "success actions" let you define custom behavior for both content display and visitor counting, whenever a visitor reaches an additional metric or a goal metric.

Success Action: The way Adobe Target counts visitors or displays content during an activity whenever goal or additional metrics are reached.

As you have learned by now, the default behavior for Adobe Target A/B tests is to:

- Remember the visitor and not recount them if they convert and re-enter the activity (default counting behavior)

- Serve a given visitor the same set of content for the life of an activity, even if that visitor converts and returns. However, the visitor must qualify for the activity (meet activity targeting criteria) every time they visit the page. If they do not qualify for the activity, they will not see activity content because they will not be in the test for that period (default display behavior).

You can modify this using Success Actions.

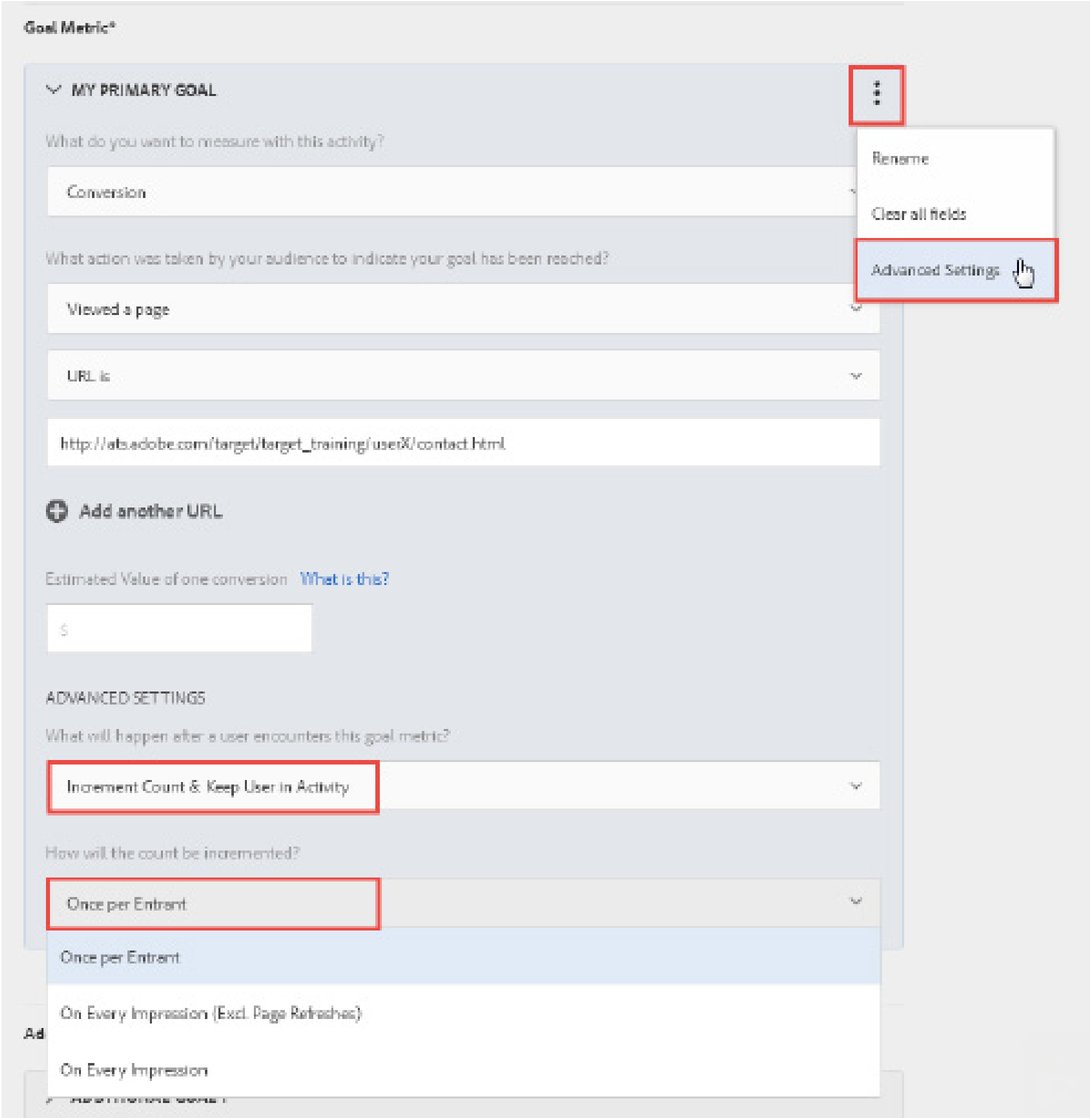
Success Actions give you the ability to define custom behavior for both content display and visitor counting. You can modify both at either the Additional Metric or Goal level.

But first, it seems wise to re-frame Target's default behavior in the context of Additional Metrics and Goals.

The default behavior when a visitor reaches an additional metric is to continue to show them content from the same experience (same content), and to never count them as a new visitor (do not recount). The default behavior when a visitor reaches a goal metric is the same.

Default Behavior at...	Content	Counting
Additional Metric	Same content	Do not re-count as new visitor
Goal Metric	Same content	Do not re-count as new visitor

You can change either of these default behaviors on a metric-by-metric basis. To configure success actions to change default content or counting behavior, click Advanced Settings for the success or goal metric.



Advanced Settings. Note these settings are configurable not only for the Goal Metric, as shown, but also for each Additional Metric (success metric).

The table below describes the functionality of each of the selections with regard to its content viewing or counting behaviors.

What will happen after a user encounters this goal metric?	Count increment/ Experience upon re-entry/ Content viewed	Viewing behavior	Counting Behavior
Increment count & keep user in activity	Once per entrant	Continue to display content from the same experience, as long as visitor qualifies. If visitor does not qualify, show default content.	Never count the visitor more than once, for the life of the visitor's profile.
Increment count & keep user in activity	On every impression (excluding page refreshes)	Continue to display content from the same experience, as long as visitor qualifies. If visitor does not qualify, show default content.	Count the visitor again if they visit any other mbox before visiting this step again.
Increment count & keep user in activity	On every impression	Continue to display content from the same experience, as long as visitor qualifies. If visitor does not qualify, show default content.	Count the visitor again every time they visit this step (even on a page reload).
Increment count, release user & Allow re-entry	Same Experience	Continue to display content from the same experience, even if the visitor no longer qualifies.	Count the visitor again if they re-fulfill the campaign entry conditions.
Increment count, release user & Allow re-entry	Random Experience	Run experience selection again to determine the content to display.	Count the visitor again if they re-fulfill the campaign entry conditions.
Increment count, release user & Allow re-entry	Unseen Experience	Run experience selection again to determine the content to display, but exclude any experiences the visitor has already seen. This may result in seeing default content if all experiences have already been seen.	Count the visitor again if they re-fulfill the campaign entry conditions. If they've seen all the experiences, then they will not re-enter the activity.
Increment Count, Release User & Bar from Reentry	Same Experience (without tracking)	Continue to display content from the same experience, even if the visitor no longer qualifies.	Never count the visitor more than once, for the life of the visitor's profile.
Increment Count, Release User & Bar from Reentry	Default/Other Activity Content	Display default content, or content from another activity the visitor falls into.	Never count the visitor more than once, for the life of the visitor's profile.

A clarification on Count Landings (line 2) versus. Always Convert (line 3): Count Landings will only count you again on a success metric if you have visited another mboxed page prior to returning to the current one. Therefore, it will not count you again on the additional metric if you simply refresh the page. By contrast, Always Convert will count you again on an additional metric every time that page is loaded, even on a page refresh. This can be useful for pages that contain dynamic content:

If the URL stays the same, but the content refreshes, you can use Always Convert to count all such instances of the page being requested.

Parting thoughts...

The importance of planning ahead

As with audience filters and targeting, additional metrics and goal metrics should be decided during the campaign design phase. Once an activity is approved, it is not possible to retroactively redesign it to include different additional metrics or goal metrics without compromising the data already collected, or without introducing confusion to report interpretation.

However, these comments only apply for activities whose Reporting Source is Adobe Target. For those activities whose Reporting Source is Adobe Analytics (A4T tests), you do not configure additional metrics nor any audiences for reporting, because they are all available from Analytics. You may even create a metric or audience after the activity has launched, and have it apply retroactively to the test data.

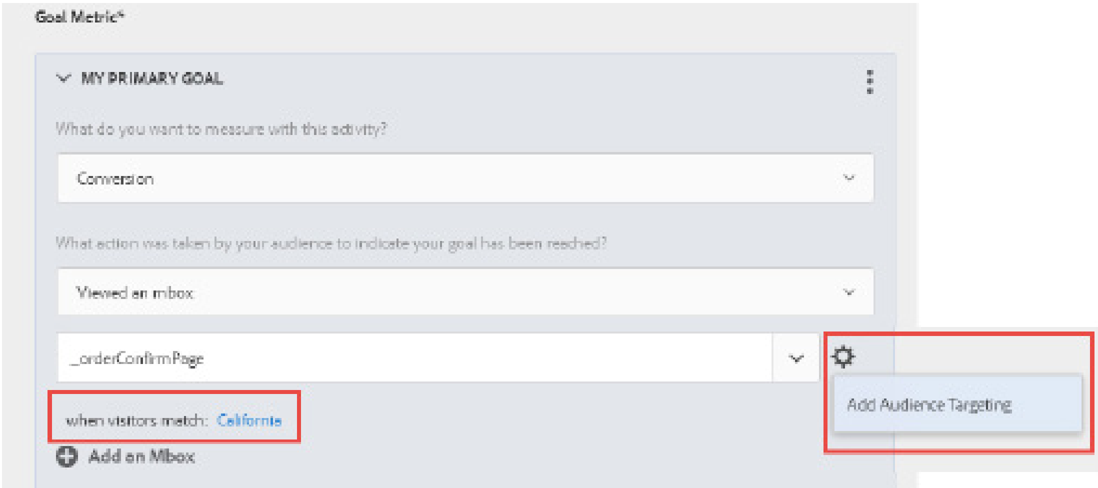
A/B Tests are not the only kind of test

As a reminder, we emphasize this is the default behavior for A/B tests only. Different activity types behave in different ways and provide ways in which a visitor may enter different experiences or see different content during the life of an activity.

- Experience Targeting activities allow visitors to enter different experiences if they return to your site with different targeting criteria.
- Automated Personalization tests may display different combinations of content as it optimizes visitor responses.
- Recommendations may display different content (make different item suggestions) depending on the behavior of the visitor.

Also keep in mind if a new A/B activity with a higher priority launches, or if multiple activities are running on a single page, this may also vary the content that the visitor sees during the life of any given activity.

TIP: If you want to make sure only visitors who still meet the entry condition are the ones counted in the conversion (for example, if you want to make sure Ayesha's conversion is attributed to the activity only while she's viewing activity content in California), then target your conversion with the same entry condition.



Troubleshooting Strategies

When approaching troubleshooting in Adobe Target, you can think of it as consisting of three major areas:

1. Troubleshooting during implementation. This includes issues encountered while Target is being installed and configured.
2. Troubleshooting during activity configuration. This includes unexpected behavior while using Target, such as issues using the VEC.
3. Troubleshooting during activity testing (QA). This includes unexpected behavior from the activity, such as seeing or not seeing certain content.

In this section, we primarily focus on troubleshooting during activity testing (#3), but in doing so, we describe useful troubleshooting tools and methods you may use to verify that implementation issues (#1) are not at the root of activity issues. The key troubleshooting tool described in this section is mboxTrace. If you have access to Adobe Experience Cloud Debugger, you may use it in conjunction with mboxTrace.

NOTE: Troubleshooting during implementation will be performed with your Adobe Target consultant, and may involve the use of both mboxTrace and mboxDebug. We discuss mboxTrace here. For more information on mboxDebug, see Online Help.

Adobe Experience Cloud Debugger and mboxTrace are most effectively used as part of a broader troubleshooting strategy. Whenever you experience issues with a Target activity, such as not seeing expected content, perform the following steps:

1. Check your activity's configuration. Are you visiting the correct activity URL? Are you visiting as a visitor who meets the activity's entry criteria (target audience)?
2. Check your reports. Are you perhaps being counted as a visitor to the default experience instead of another expected experience? Have any modifications been made to the activity configuration regarding goal or additional metrics?
3. Evaluate Activity Collisions. Are there any campaign conflicts that may be interfering with the results you see?
4. Use mboxTrace. Which audiences, activities, and experiences are you successfully qualifying for? Compare this data with Activity Collisions as well as the expected content based on your understanding of campaign priorities.

Background

Before describing mboxTrace, here is some background context for understanding the fundamental configuration elements that are necessary for Adobe Target to work.

As described in the first chapter of this class, mboxes are calls made from your site to Adobe Target servers. They define locations on your site where Target may serve alternate content. That being said, those using a legacy implementation may be using the more traditional approach by defining regional mboxes, whereas those using Target Standard or Premium may not be defining regional mboxes on their site at all, opting instead to only use a single line of code that calls the requisite Target library, at.js (or mbox.js, for legacy implementations).

AT.js (or Mbox.js)

Mboxes will only work if you have previously installed a file called at.js (or mbox.js) onto your web server. It is a JavaScript library that enables communication between your site and Adobe Target servers. As a review:

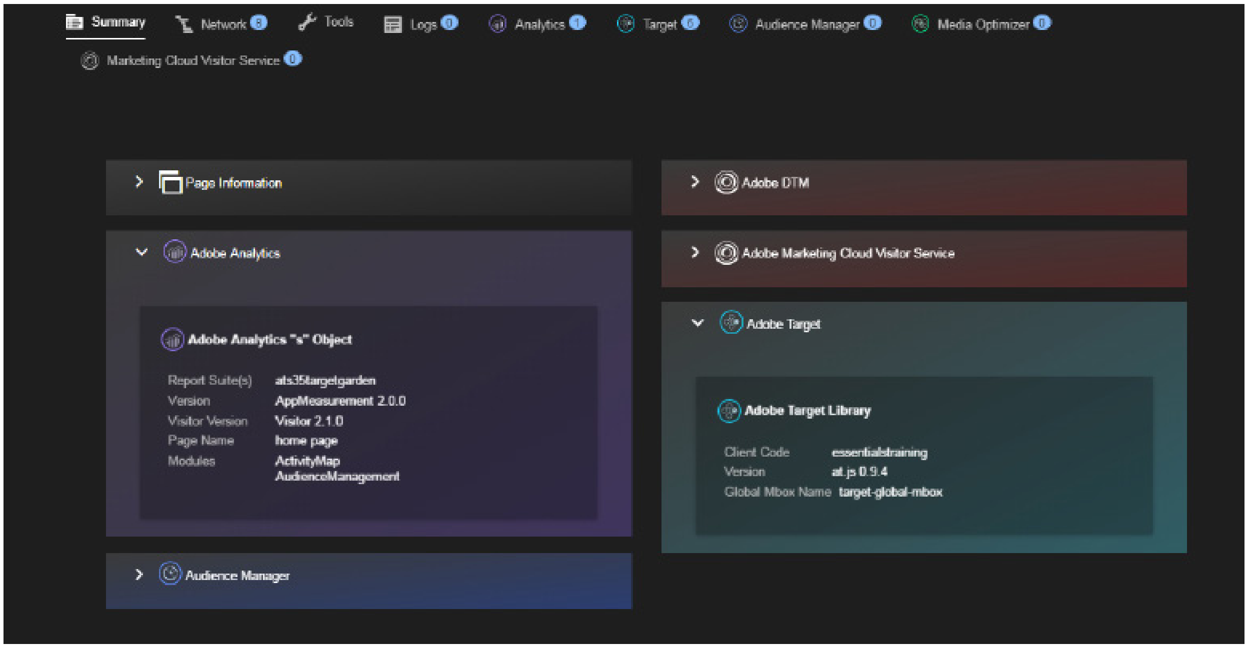
- at.js (or mbox.js) is a small file that allows your visitors' browsers to "talk" to Target.
- Target provides you with an at.js (or mbox.js) file that is specific to your account.
- Only one at.js (or mbox.js) is necessary for all of your activities. You save it once to a directory on one of your servers and reference it on every page on which you would like to create activities or count visitor behavior.

Read on to see an example of how at.js (or mobx.js) is referenced in the HTML of a page. While these examples are specific to a legacy implementation, the way at.js (or mbox.js) is referenced on the page remains the same regardless of the Adobe Target interface you are using.

Armed with this background information, let's move into a description of mboxTrace.

Adobe Experience Cloud Debugger

Adobe Experience Cloud Debugger, installed as a browser extension, is a free tool provided by Adobe that lets you view the data being collected from your site on any given page. It shows the requests being made to Adobe, including several variable values and parameters.

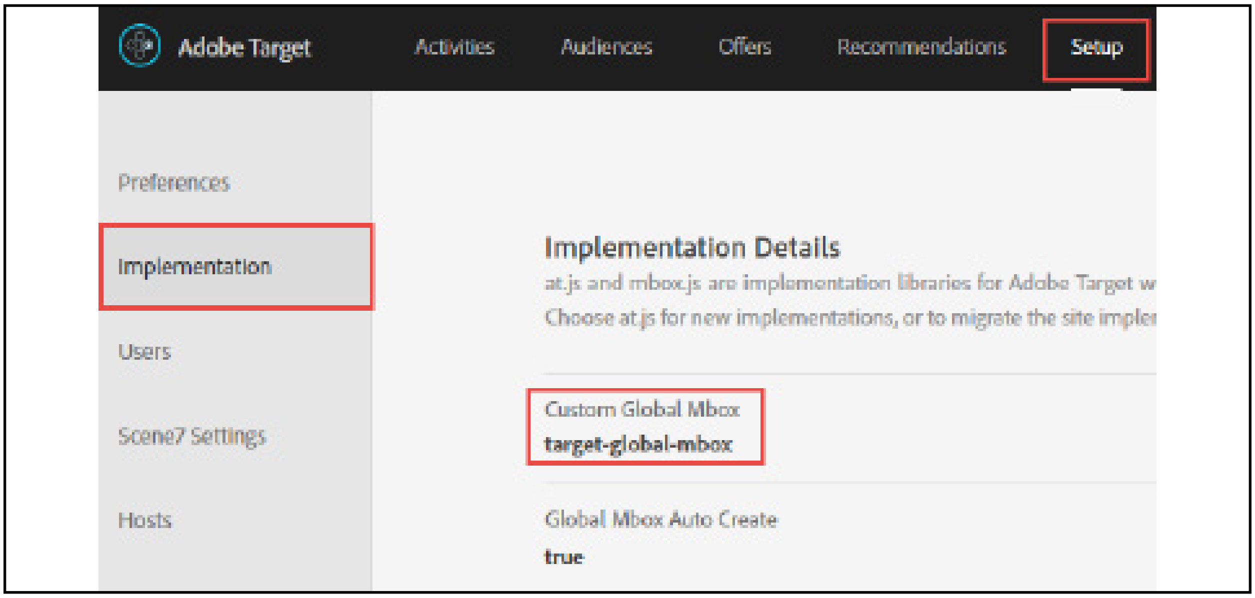


Adobe Experience Cloud Debugger functions in a pop-up window. Ensure that pop-ups are enabled in order to use this tool.

For example, if your implementation includes Adobe Audience Manager, Adobe Analytics, Adobe Target, Dynamic Tag Management, or Adobe Media Optimizer, the Adobe Experience Cloud Debugger would display the calls being made to those solutions, along with key variable values that are passed to them. Use the Debugger to compare your expectations regarding the data that should be sent to the actual data being sent. This comparison will provide valuable clues as to how to resolve any unexpected behavior occurring during your activities.

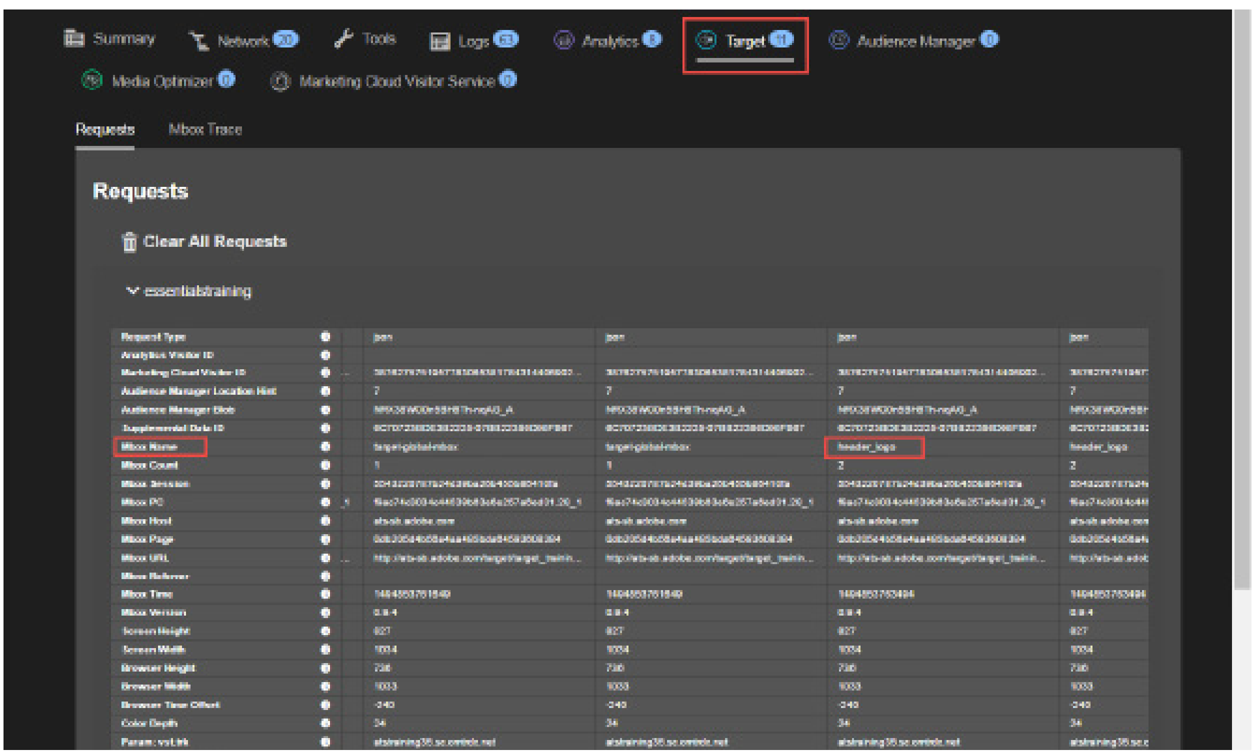
Using Adobe Experience Cloud Debugger provides access to mboxTrace data without requiring the authentication token, as long as you are logged into the proper tenant in the Marketing Cloud in the same browser.

For example, we know that for activities built using the VEC, we should expect to see a call to the account's global mbox being made from the activity URL.



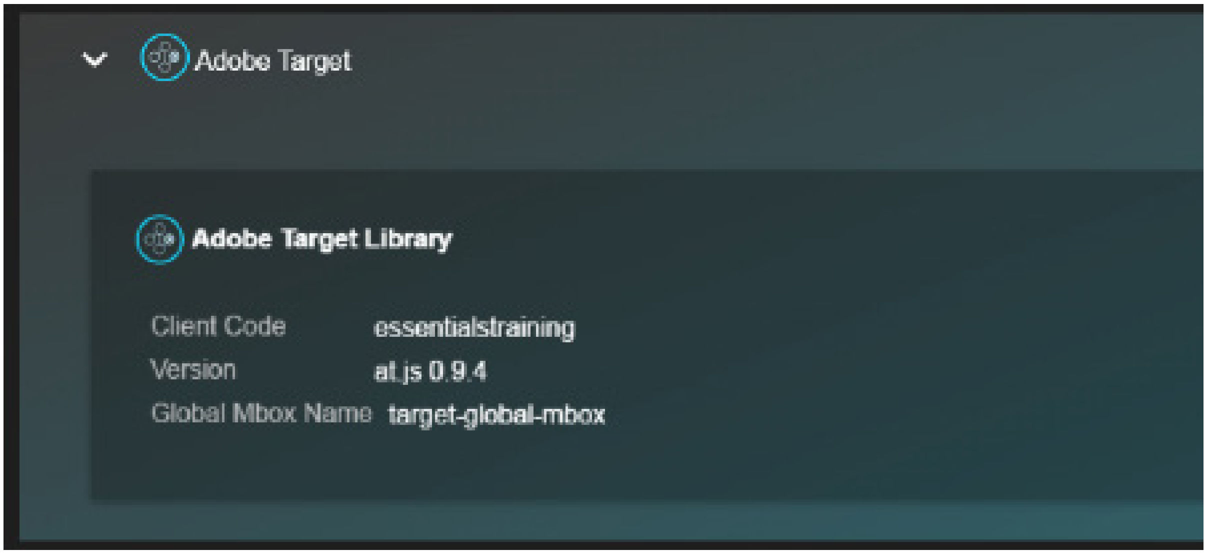
To verify the expected global mbox, check Setup > Implementation.

In the example from the Debugger shown earlier, we do, in fact, see a call to "target-global-mbox." In addition, we should expect to see calls to any respective regional mboxes on all relevant activity pages. For example, the following results are from a site page that contains a regional mbox called "header_logo."



If the Debugger reveals the expected mbox calls are not firing, check the following:

1. The Summary tab in the Adobe Experience Cloud Debugger can be used as a first line of validation. It should detect the library and version number, thereby confirming the library has loaded.



   Again, at.js is the library required for your site to communicate with Adobe Target. Note that sometimes the library may not appear in the page code even if it was correctly configured, due to the use of third-party tools or Adobe Dynamic Tag Management (DTM).

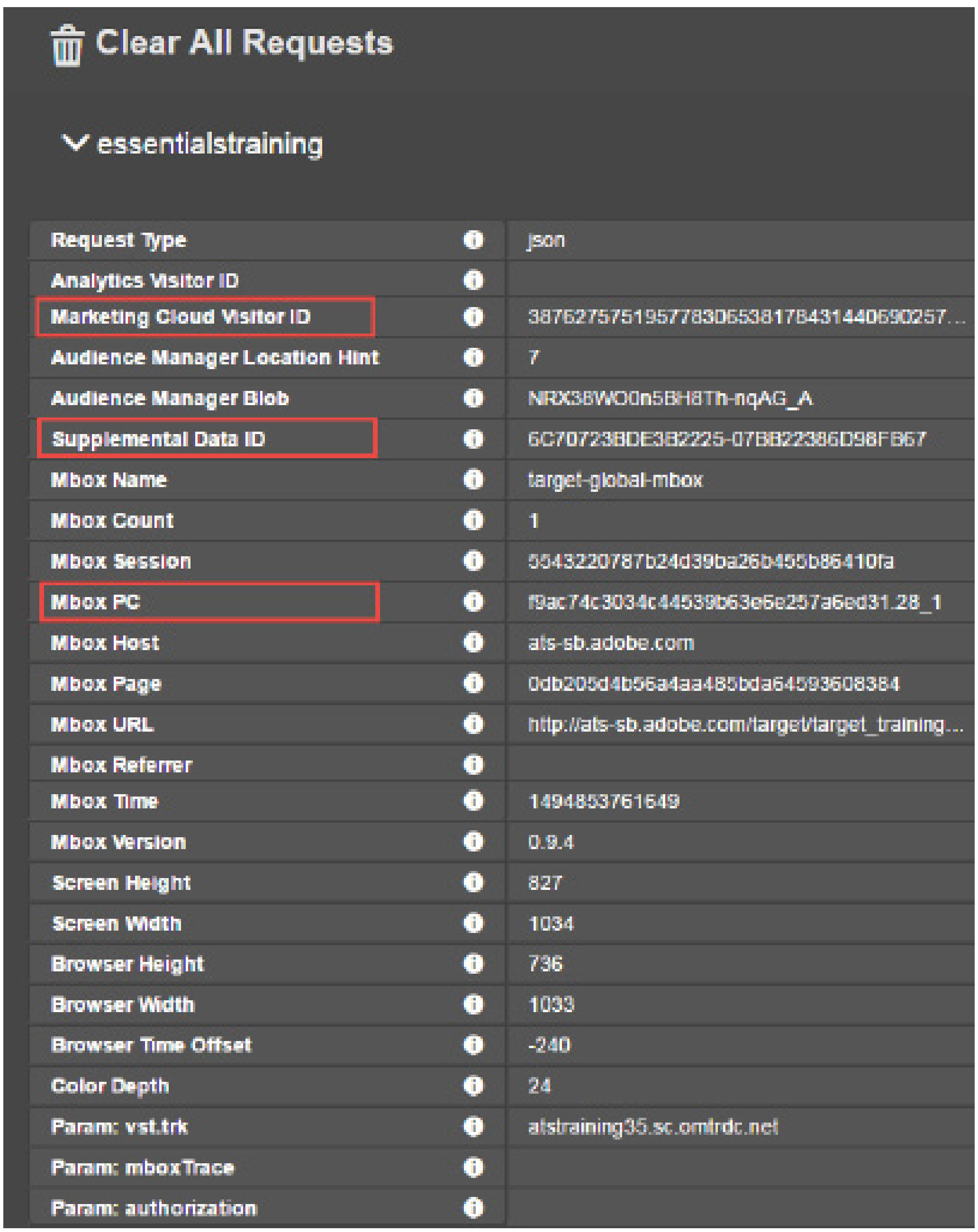
2. The Summary tab will also show the Client Code. This identifies the account to which Adobe Target calls are going and may be requested by Adobe Customer Care if they are assisting you. (If using browser developer tools, note the client code appears as the first part of the Request Domain.)

3. Other great troubleshooting steps to take if you have confirmed the at.js library is there, but mboxes are not firing:
   - Add "?mboxDebug=1" to the query string. This turns on console logging statements specific to Target. For example, enabling these messages could reveal errors such as mboxes failing to fire because you have an invalid doctype. In time, there may be a toggle in the Debugger that will turn these console statements on, without having to use the mboxDebug parameter.
   - If you are expecting Target to automatically create the global mbox but it is not, check the globalMboxAutoCreate setting in the at.js file to see if it is set to "false."

For additional details and troubleshooting options, speak with your Target consultant. But as an initial step, you can verify the expected mbox calls are indeed being made.

Additional values provided by the Debugger that may be useful for troubleshooting include:

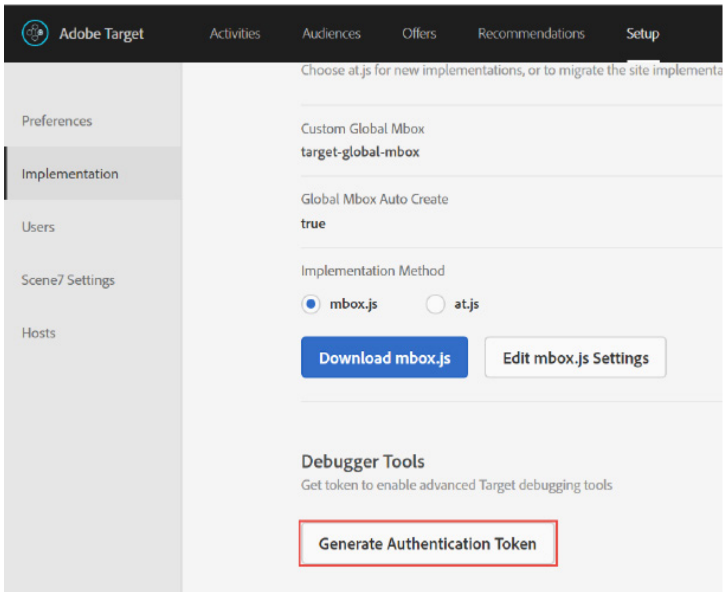
- Mbox PC/TNT Id. Commonly known as the "mbox PC ID" or simply "PC ID," this value provides the visitor ID for the Target visitor and provides information about the servers processing the call.
- Additional IDs. The Debugger also displays several additional identifiers used for integration purposes. For example, the Supplemental Data ID (mboxMCSDID) is a Marketing Cloud identifier used for the Analytics integration, and Marketing Cloud Visitor ID (mboxMCGVID) is an identifier used by the Marketing Cloud ID Service to unify a single visitor's information across the Marketing Cloud.



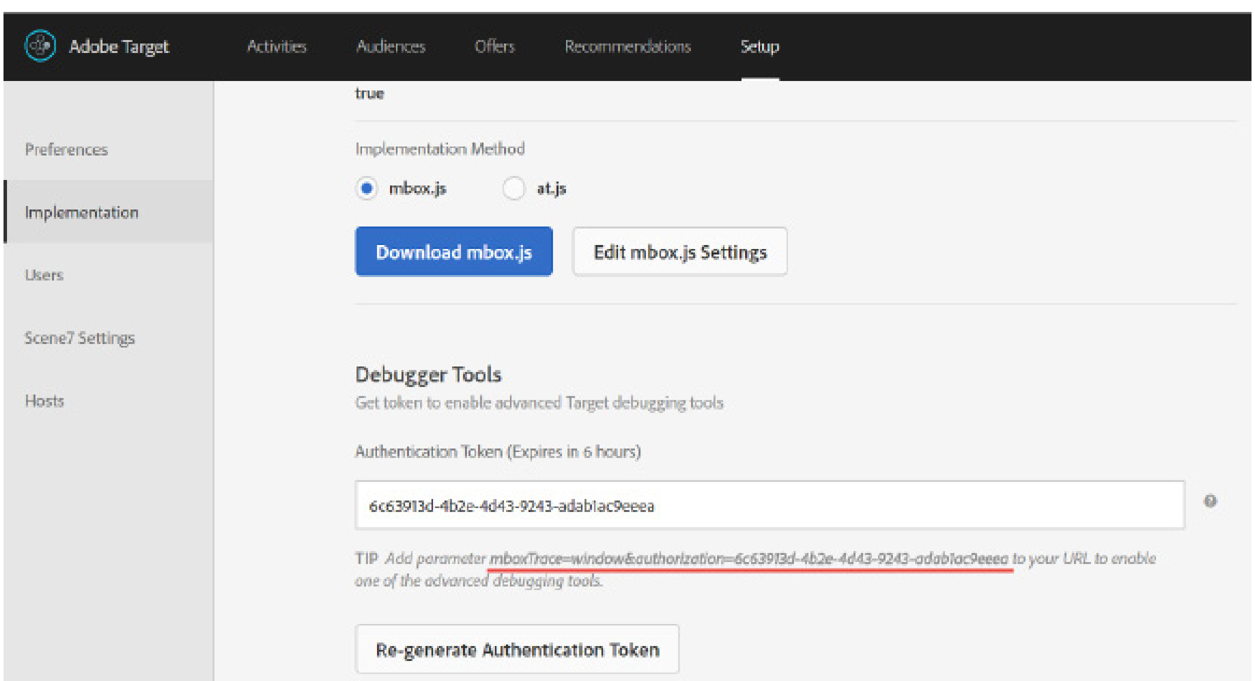
mboxTrace

MboxTrace is a debugging parameter you add to a URL, using an authentication token obtained from within Adobe Target. Using it provides a data regarding many actions happening on the Target side. Note that you only need to use mboxTrace separately, as described in this section, if you are not using Adobe Experience Cloud Debugger.

To generate the authentication token, go to **Setup** > **Implementation**.



Click **Generate Authentication Token** to generate the authentication token.



To use mboxTrace, copy and paste the bolded mboxTrace call, appending it to the end of your activity URL as appropriate. For example, if your activity URL was:

http://www.mycompany.com

...then you would use the following updated URL to launch mboxTrace:

http://www.mycompany.com?mboxTrace=window&authorization=6c63913d-4b2e-4d43-9243-adab1ac9eeea

And if your activity URL was:

http://www.mysite.com?parameter=true

...then you would use the following updated URL to launch mboxTrace:

http://www.mysite.com?parameter=true&mboxTrace=window&authorization=6c63913d-4b2e-4d43-9243-adab1ac9eeea

Once you have enabled mboxTrace, you may use it to check the following key items:

- Request headers, for information about the device, browser, and so on – **request**, **requestHeaders**
- Which activities I was evaluated for – **evaluatedCampaignTargets**
- Which activities I got into – **campaigns**, **campaignName, MatchedActivities**
- Which branches (experiences) I got into - **branchName**
- How were profile parameters updated after this visit? - **beforeExecutionProfileSnapshot** and **afterExecutionProfileSnapshot**
- Which Marketing Cloud audiences I got into – **aam** (Note that although this is listed as "aam," it identifies any Marketing Cloud audiences, whether shared from Analytics, Audience Manager, or created directly in the Marketing Cloud.)

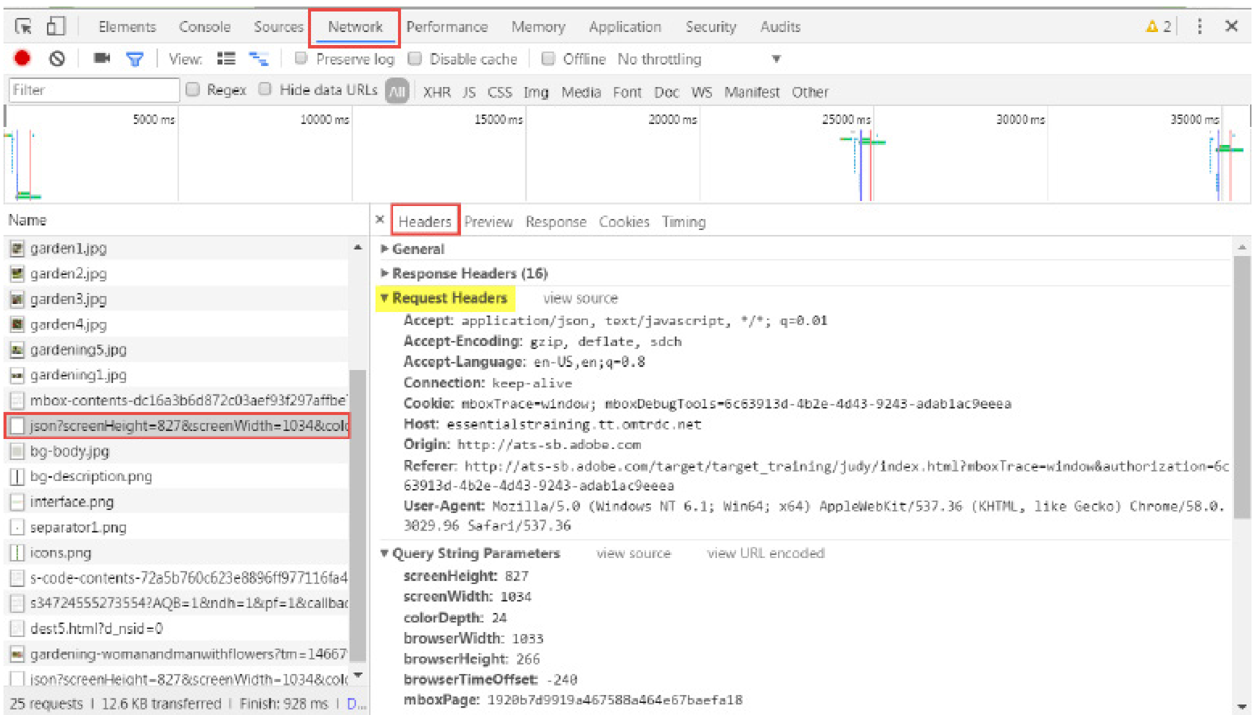
This is not an exhaustive list of all things you can use mboxTrace for, but it is a list of the most commonly ones.

To read mboxTrace output, you may either use your browser's native debugging tool, or you may use a tool such as Adobe Experience Cloud Debugger. The following examples show you how to read mboxTrace using Chrome DevTools.

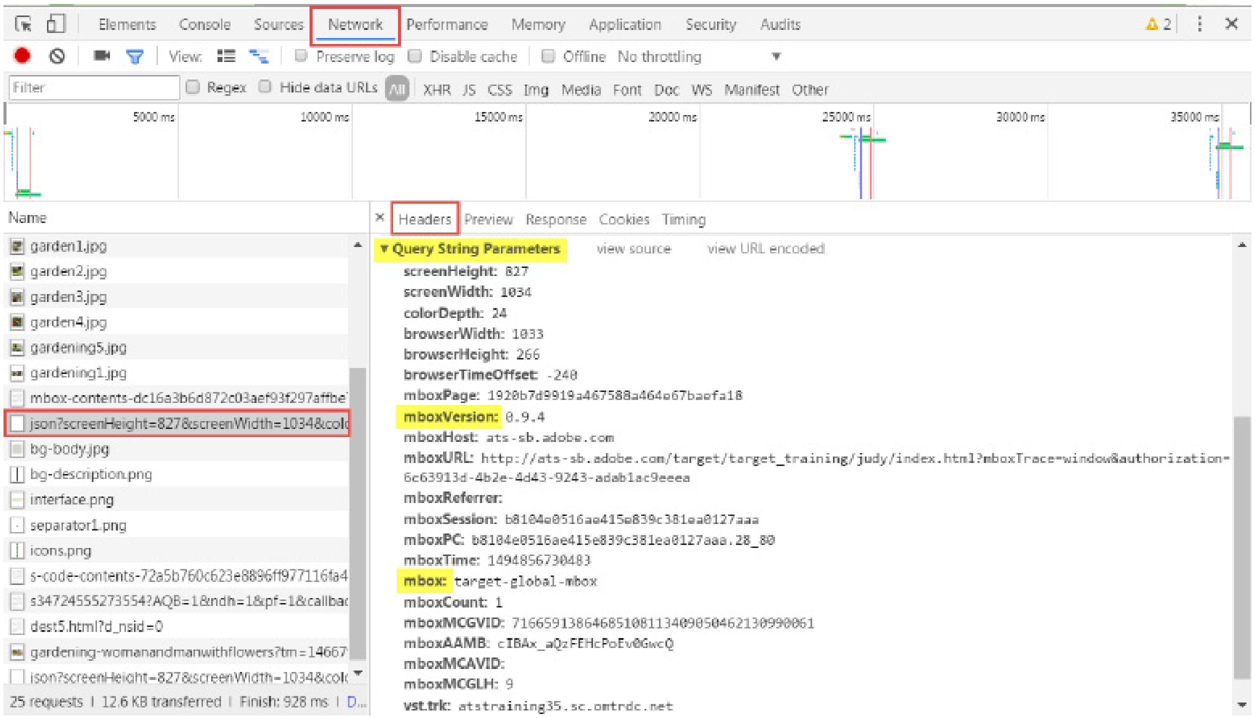
Request Header, Mbox, and Session Information

For a given mbox call, reference the request headers to review parameters such as the mbox name, version, and other identifying information about the system making the request, such as referrer, user-agent, browserWidth, and so on. These values may be used to verify expectations regarding whether the visitor landed on the page with the intended qualifications.

NOTE: If all your activities use the global mbox, you will see only one mbox call. If you have a legacy implementation with regional mboxes, you may see several mbox calls on a single page.



Using Chrome DevTools to view Request Header information.



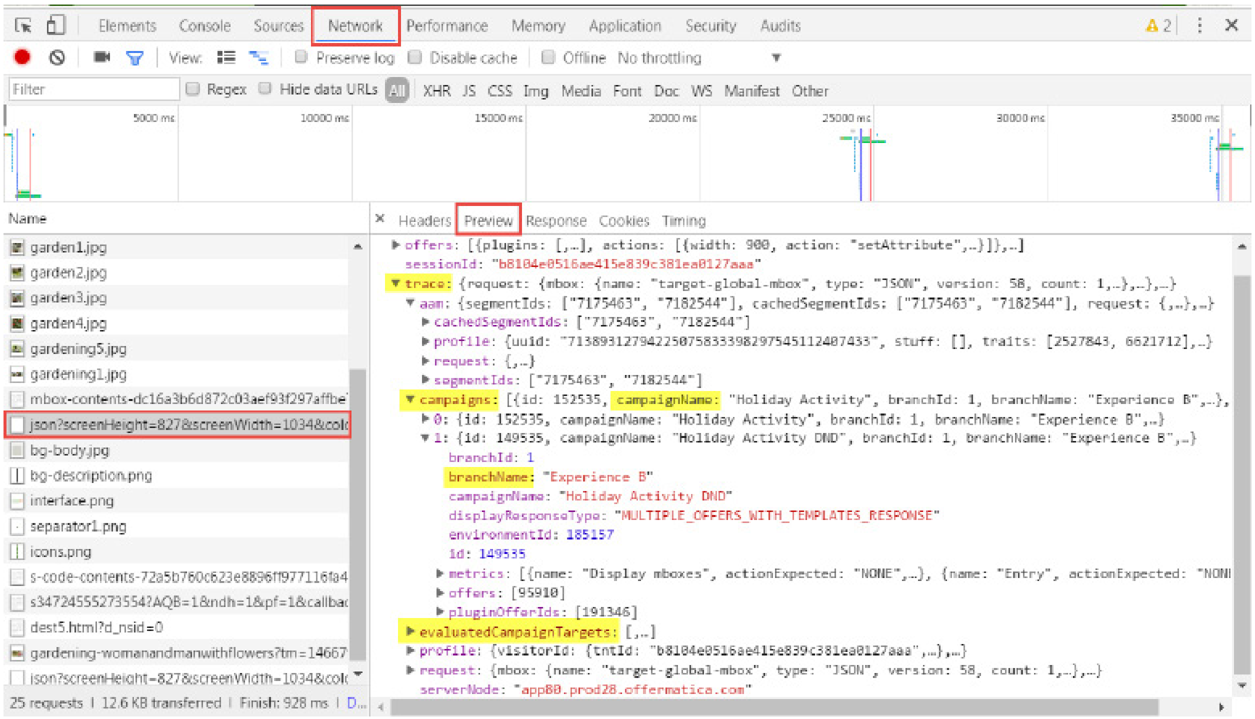
Using Chrome DevTools to view mbox and session information.

For example, if you are running a test that checks visitor profiles for browser, referrer, or language preference and yet cannot seem to enter the activity, you could run mboxTrace and review the request headers to confirm that the visitor appears as expected to Adobe Target. Better yet: you could verify whether or not the visitor was evaluated for, and if they entered the desired activity. (Read on!)

Activities and Evaluated Activities

Which activities did Target attempt to enter you into, and which did you actually make it into? Reference evaluated campaigns (**evaluatedCampaignTargets**) to see the list of all activities for which the visitor was considered. Compare this to the list of actual activities that the visitor entered (**campaigns**, **campaignName**). For each campaign, use **branchName** to determine the name of the experience assigned to the visitor.

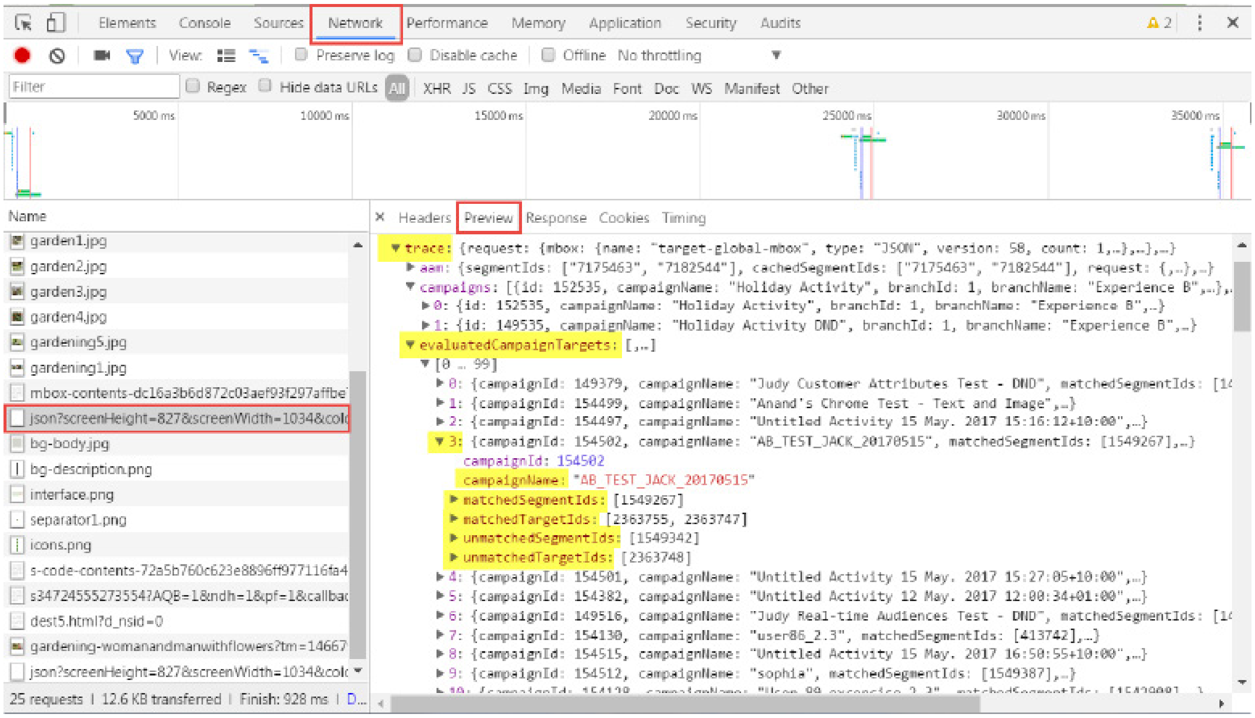
RULE OF THUMB: "campaigns," "evaluatedCampaignTargets," and "branchName" are very useful mboxTrace parameters used in troubleshooting to definitively determine whether or not visitors qualify for activities as expected.



mboxTrace: "evaluatedCampaignTargets" shows all the activities for which the visitor was considered, "campaigns" and "campaignName" show the activities the visitor qualified for and entered, and "branchName" shows the name of the experience served to them.

Use this to verify expectations regarding exactly which activities and experiences the visitor should have entered. This list provides a data-driven confirmation of the more general clues provided by Activity Collisions.

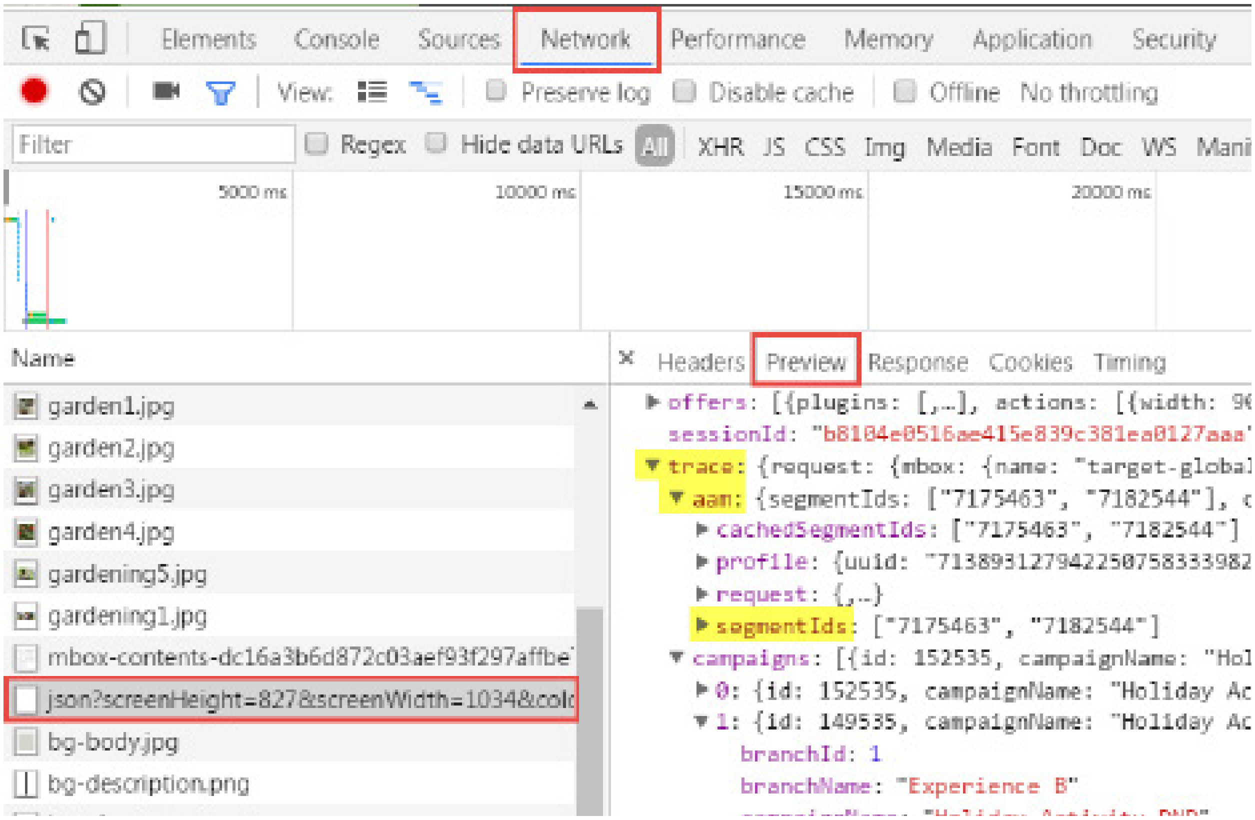
Adobe Target Audiences for Reporting (Segments) and Activity Entry (Targeting)



mboxTrace: unmatchedSegmentIds and unmatchedTargetIds,
plus matchedSegmentIds and matchedTargetIds

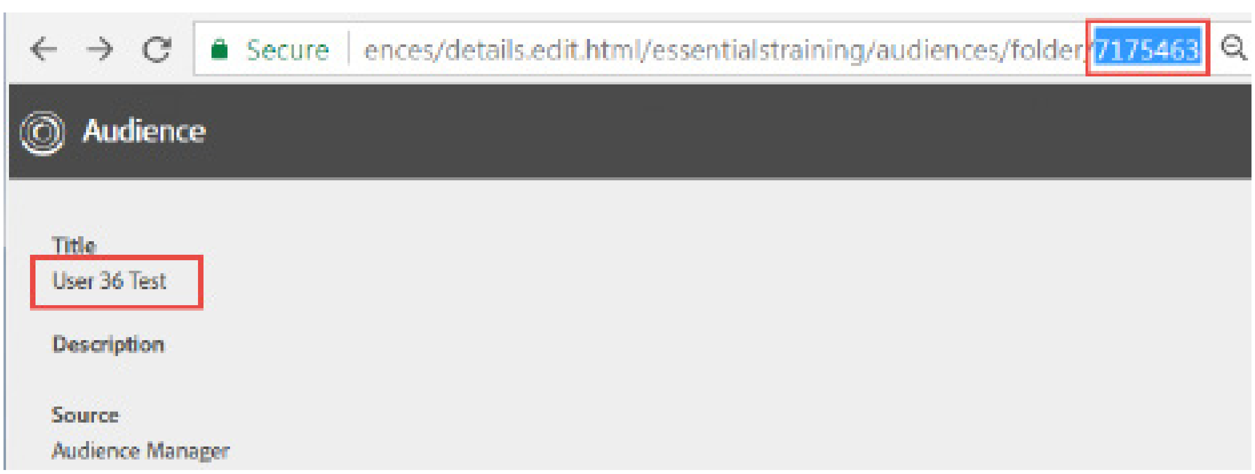
For each evaluated campaign, you may also consider the unmatchedSegmentIds and unmatchedTargetIds. If you see unmatched for both, then assume you do not meet the targeting conditions for the campaign. If you matched at least one segment (matchedSegmentIds) AND at least one target for the campaign (matchedTargetIds) then you may interpret that as meaning that you got into the campaign. Viewing the campaignName should corroborate this. That being said, at this point, the Segment and Target IDs do not map back to anything that is easily traceable in terms of specific Adobe Target segments or targets (audiences for reporting or audiences for activity targeting).

Marketing Cloud Audiences

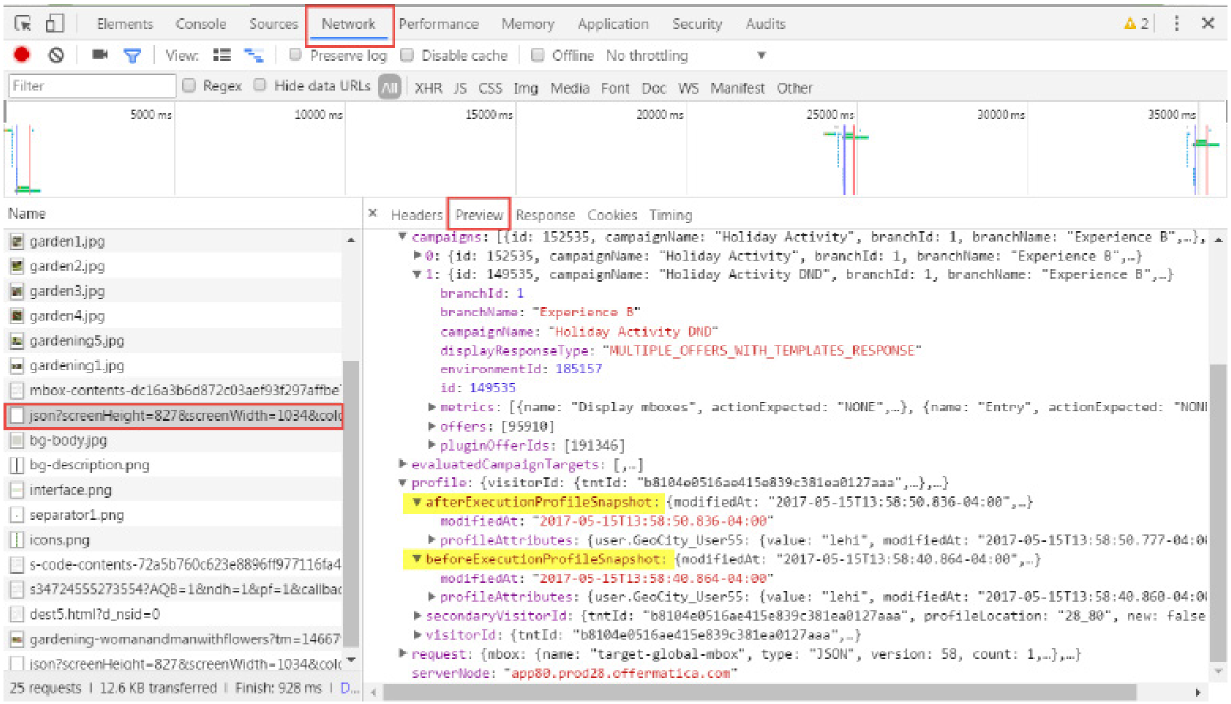


mboxTrace: Use "aam" and its listed "segmentIds" to identify exactly which Marketing Cloud audiences this visitor qualified for.

Note that one of the segmentIds this visitor qualified for has a value of "7175463." You may use this ID to determine the exact Marketing Cloud audience, using a little reverse engineering. Navigate to the Marketing Cloud Audience Library, select any audience, then substitute the ID in the URL to resolve the audience. For example, in this case, the user took the ID from the mboxTrace output above, and then used it in the Marketing Cloud Audience Library to determine the actual segment in question is called "User 36 Test."

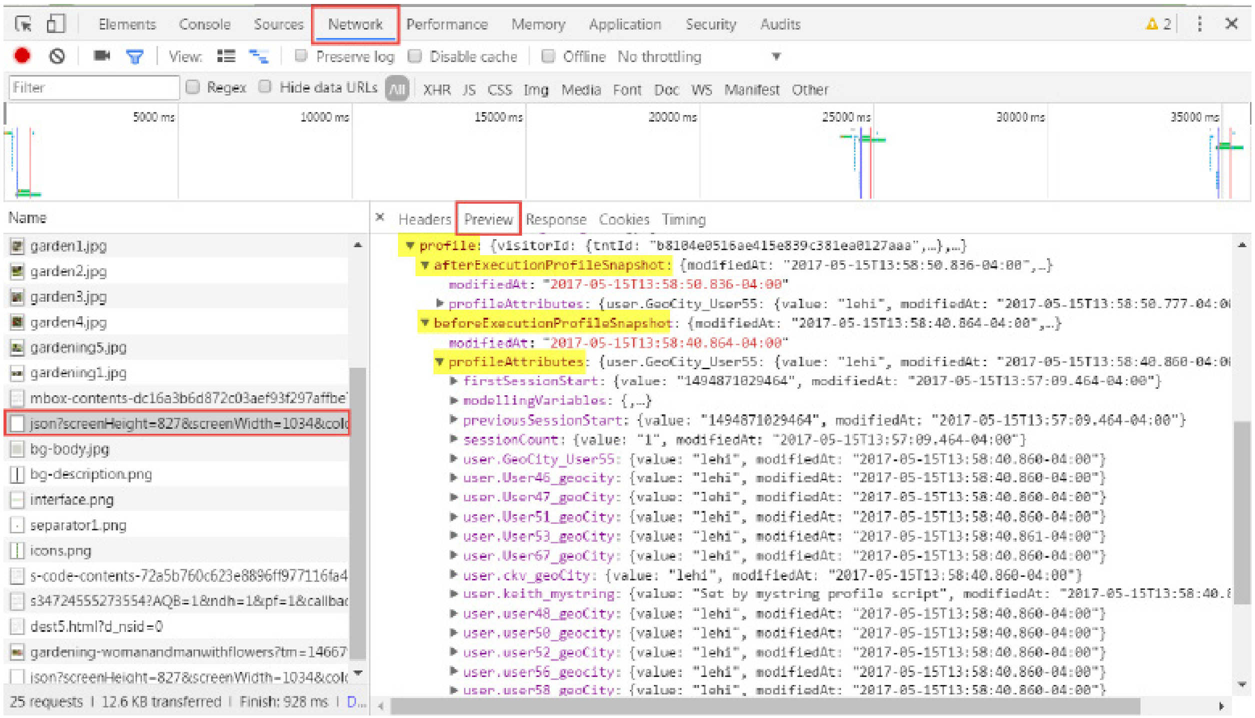


Profile: Before and After



mboxTrace: beforeExecutionProfileSnapshot, afterExecutionProfileSnapshot

Another pair of useful objects, shown above, shows the visitor's profile values before the Target mbox call, and a snapshot of what changed after the Target mbox call. This may be useful if you are targeting on profile attributes and you are expecting them to change (or not) in order to qualify a visitor for an activity. You can compare the before and after snapshots to verify whether profile qualification and your activity's audience targeting is working as expected.



*mboxTrace: beforeExecutionProfileSnapshot, afterExecutionProfileSnapshot,
with some "before" parameters expanded in order to show examples of the kind of data provided.*

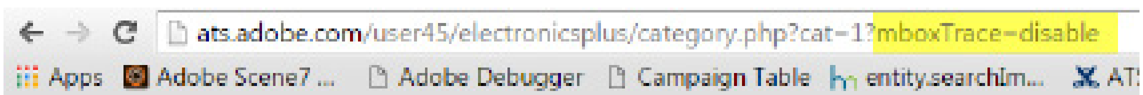
MboxTrace Summary

BEST PRACTICE: Use mboxTrace to confirm or debunk expectations regarding the visitor's profile and to view which campaigns, experiences, and segments they belong to. Compare this data to the configuration of the activity to better investigate and resolve unexpected behavior during an activity.

If you ever end up needing to contact Adobe Customer Care, they will frequently ask you to run mboxTrace and send them the results in order to better troubleshoot.

WARNING: One thing to remember about using mboxTrace is you may need to disable it once you obtain the output you need. Otherwise, you may encounter browser errors, as mboxTrace will attempt to load on every page until disabled and will be searching for the authentication token on each page. One way to avoid these errors, without having to worry about disabling it, is to use mboxTrace in an incognito or private browsing session.

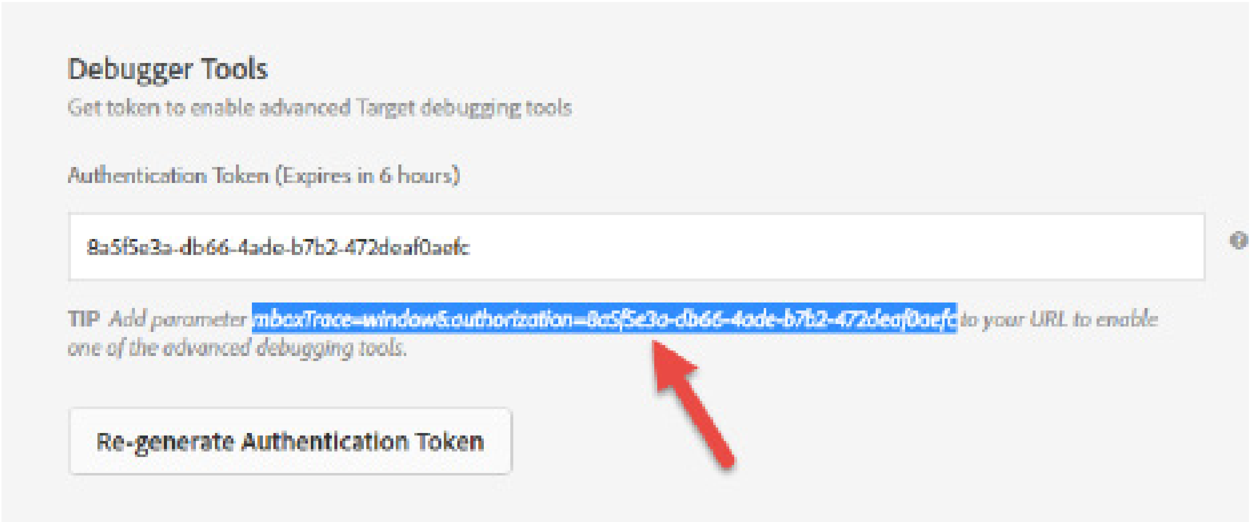
To disable mboxTrace, use the **disable** command in the URL for any page on your site, as shown.



Exercise 8.1
Using mboxTrace

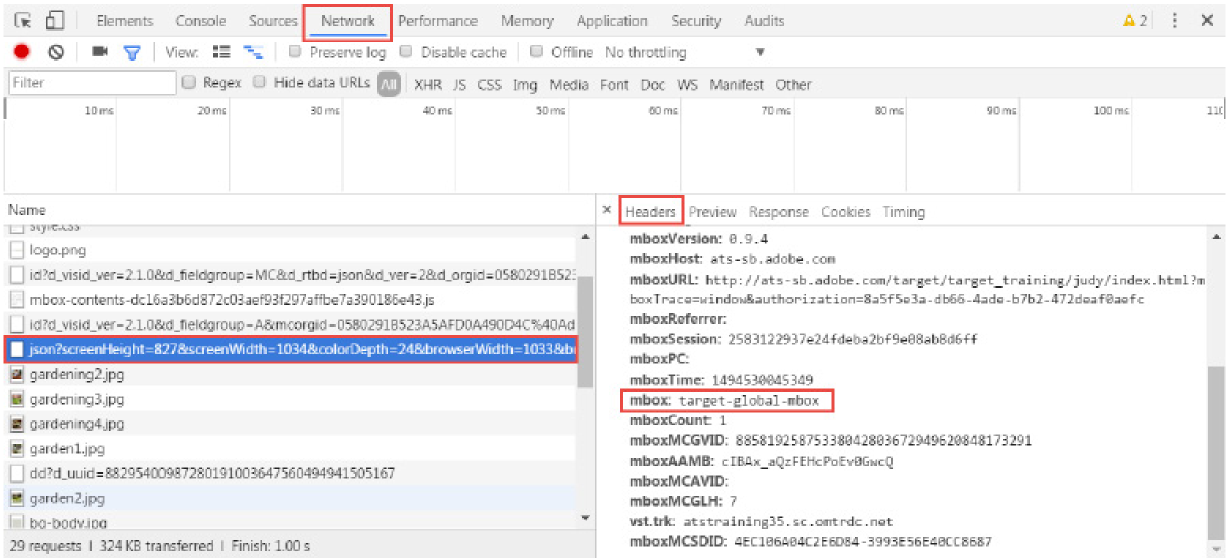
In this exercise, you will configure and use mboxTrace. (15 min.)

1. In Adobe Target, navigate to **Setup** > **Implementation**.
2. Click **Generate Authentication Token**.
3. Copy the authentication token. The authentication token below is for illustrative purposes only; your exact token will vary:



4. Open an incognito session in Chrome.
5. Launch the browser developer tool. (In Chrome, **right-click** > **Inspect**.)
6. Copy and append the authentication token to the end of your Garden Walkthrough page URL, which you used in previous exercises,
   http://ats-sb.adobe.com/target/target_training/<YourUserNumber>/index.html,
   and navigate to the page. For example, to use the token shown above, you would enter
   http://ats-sb.adobe.com/target/target_training/<YourUserNumber>/index.html?mboxTrace=window&authorization=8a5f5e3a-db66-4ade-b7b2-472deaf0aefc
   into your incognito session.
7. Click on the **Network** tab.

8. Identify and select the mbox call for the global mbox, target-global-mbox.



9. Did you enter any activities during this visit? Which objects tell you this information? _______
____
____
____

10. Based on the activities you created in this class in the past, navigate to an activity URL for which you DO expect to enter an activity. (You may skip this step if the previous URL you visited fulfills this description.)

11. Using the authentication token again, run **mboxTrace** in a new incognito window.

12. If available, examine the following objects:

- Request headers, for info about the device, browser, and so on – **request**, **requestHeaders**
- Which campaigns I was evaluated for – **evaluatedCampaignTargets**
- Which campaigns I got into – **campaigns**, **campaignName**
- Which branches (experiences) I got into - **branchName**
- How were profile parameters updated after this visit? - **beforeExecutionProfileSnapshot** and **afterExecutionProfileSnapshot**
- Which Marketing Cloud audiences I got into – **aam** (Note that although this is listed as "aam," it identifies any Marketing Cloud audiences, whether shared from Analytics, Audience Manager, or created directly in the Marketing Cloud.)

Exercise 8.2
Troubleshooting Practice

In this scenario-based exercise, you observe how some issues occur with pre-built activities, then use what you have learned in this entire section to troubleshoot them.

NOTE: This testing would normally occur in a QA environment prior to test activation or with carefully constructed test parameters, as described earlier in the class regarding Quality Assurance, but in this exercise we operate off of activated tests for learning purposes.

As a review, here are some general steps to follow when troubleshooting activities:

1. Check your activity's configuration / evaluate the test setup.
   - › Are you visiting the correct activity URL?
   - › Are you sure you qualify for the test (is there any targeting, and do you meet those conditions)?
2. Check your reports.
   - › Are you perhaps being counted as a visitor to the default experience instead of another expected experience?
   - › Have any modifications been made to the Advanced Settings for goal or additional metrics?
3. Evaluate Activity Collisions.
   - › Are there any campaign conflicts that may be interfering with the results you see?
4. Use mboxTrace. Which audiences, activities, and experiences are you successfully qualifying for? Compare this data with Activity Collisions as well as the expected content based on your understanding of campaign priorities.

(30 min.)

DEBUG ACTIVITY 1

1. In the Activities list, find "Debug Activity 1."
   a. What is the activity URL?____
   ____
   b. Describe the activity. ____
   ____
   c. Is the activity active? __________________
2. Discovering the issue: In an incognito browsing window, navigate to the activity URL. Perform typical testing steps: revisit the page as a "new" visitor, convert sometimes, repeat. Do you see the content you expect? Do you see the numbers you expect? _________________________
   ____

____

____

3. Are there any Activity Collisions? If so, what does this mean?__________________________

   ____

4. Use mboxTrace to examine the calls being made. What do you expect to see, and how does this compare to what you actually see? ____

   ____

   ____

5. View the page source of the activity URL. What do you expect to see, and how does this compare to what you actually see? ____

   ____

   ____

   ____

DEBUG ACTIVITY 2

1. In the Activities list, find "Debug Activity 22."
   a. What is the activity URL?____

      ____

   b. Describe the activity. ____

      ____

   c. Is the activity active? ___________________

2. Discovering the issue: In an incognito browsing window, navigate to the activity URL. Perform typical testing steps: revisit the page as a "new" visitor, convert sometimes, repeat. Do you see the content you expect? Do you see the numbers you expect? ________________________

   ____

   ____

   ____

3. Are there any Activity Collisions? If so, what does this mean? _________________________

   ____

   ____

   ____

   ____

4. Run mboxTrace. What critical information can you find here? What do you expect to see, and how does this compare to what you actually see? __________________________________

   ____

   ____

   ____

   ____

DEBUG ACTIVITY 3

1. In the Activities list, find "Debug Activity 33."
   a. What is the activity URL?____
   ____
   b. Describe the activity. ____
   ____
   c. Is the activity active? __________________
2. Discovering the issue: In an incognito browsing window, navigate to the activity URL. Perform typical testing steps: revisit the page as a "new" visitor, convert sometimes, repeat. Do you see the content you expect? Do you see the numbers you expect? _________________________
   ____
   ____
   ____
3. Are there any Activity Collisions? If so, what does this mean? __________________________
   ____
   ____
   ____
   ____
4. Run mboxTrace. What critical information can you find here? What do you expect to see, and how does this compare to what you actually see? __________________________________
   ____
   ____
   ____
   ____
5. What conditions must be in place for a visitor to be able to view content from multiple activities simultaneously? ____
   ____
   ____
   ____

Solutions to Exercises

Solutions to Exercise 8.1: Using mboxTrace

4. Did you enter any activities during this visit? Which objects tell you this information? ***If available, look at the "campaigns" object. If "campaigns" is not available, this means you did not enter any activities. Also look at the "evaluatedCampaignTargets" object. If you did not enter an activity, you should expect to see "unmatchedSegmentIds" and "unmatchedTargetIds," and you should NOT see at least one "matchedTargetIds" along with at least one "matchedSegmentIds."***

Solutions to Exercise 8.2: Troubleshooting Practice

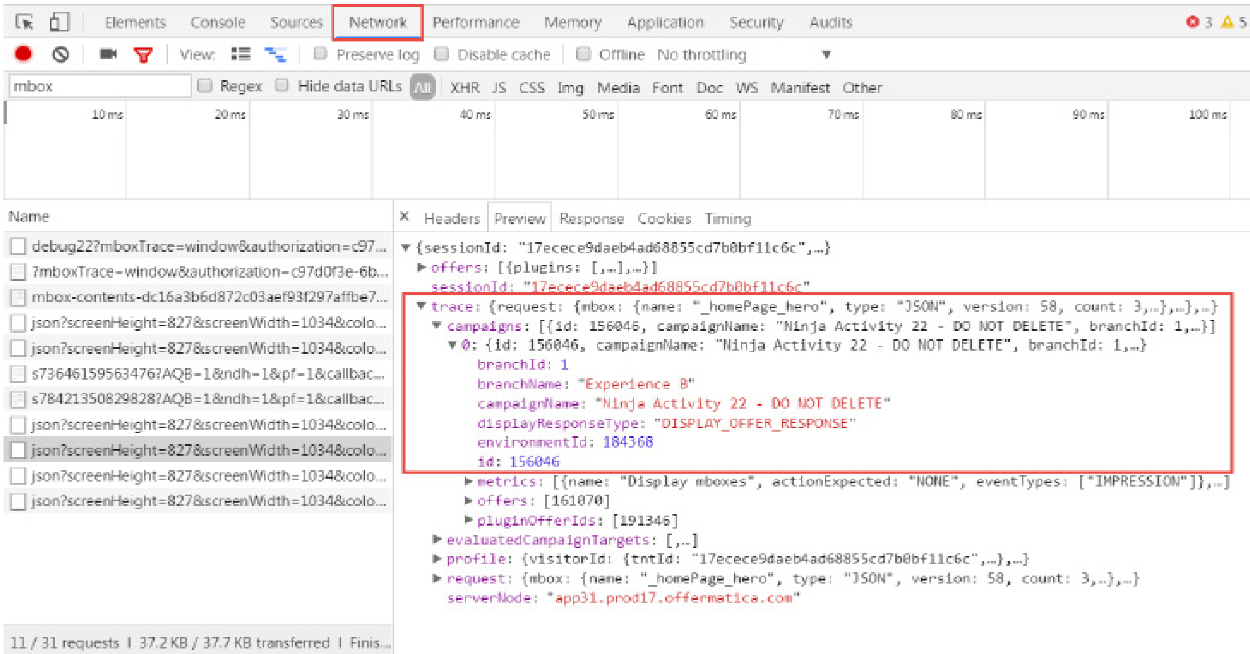
DEBUG ACTIVITY 1

1. In the Activities list, find "Debug Activity 1."
   a. What is the activity URL?
   http://ats-sb.adobe.com/target/target_training/debug1/index.html
   b. Describe the activity.
   A/B test, Experience A shows default content, Experience B shows alternate header image, very prominent. No audience targeting.
   c. Is the activity active? ***Yes.***
2. Discovering the issue: In an incognito browsing window, navigate to the activity URL. Perform typical testing steps: revisit the page as a "new" visitor, convert sometimes, repeat. Do you see the content you expect? Do you see the numbers you expect? ***No, we do not seem to be in the activity. All that we see is default content with every page refresh, and the visitor counts are not incrementing in the reports.***
3. Are there any Activity Collisions? If so, what does this mean?
   No, there should be none.
4. Use mboxTrace to examine the calls being made. What do you expect to see, and how does this compare to what you actually see? ***There are no calls to Adobe! We expect to see a call being made to Adobe Target. At this point, you could stop your investigation, as this is the root of the issue: there is no mbox call going to Target, which means something fundamental is wrong with the setup of this page; Target has not been implemented correctly.***

5. View the page source of the activity URL. What do you expect to see, and how does this compare to what you actually see? ***There is no visible at.js or mbox.js reference, nor any code that calls Dynamic Tag Management (DTM). This is the root of the issue.***

DEBUG ACTIVITY 2

1. In the Activities list, find "Debug Activity 22."
   a. What is the activity URL?
   http://ats-sb.adobe.com/target/target_training/debug22/
   b. Describe the activity.
   A/B test, Experience A shows default content, Experience B and C show alternate content. No audience targeting.
   c. Is the activity active? ***Yes.***
2. Discovering the issue: In an incognito browsing window, navigate to the activity URL. Perform typical testing steps: revisit the page as a "new" visitor, convert sometimes, repeat. Do you see the content you expect? Do you see the numbers you expect? ***No, we do not seem to be in the activity described in the previous step, and the visitor counts are not incrementing in the reports.***
3. Are there any Activity Collisions? If so, what does this mean? ***Yes. Target has detected that there is at least one conflict: at least one other activity, "Ninja Activity," seems to have been configured to serve onto the same page or into the same mbox. While this does not definitively mean there is a conflict, this means one of these competing activities may in fact be displaying content to that visitor, instead of, or along with, Debug Activity 22. Is this in fact the case? If so, which activity? While we could try to answer this question by investigating each activity which has a conflict, the fastest, most definitive way to figure out which activity the visitor is entering is to use our troubleshooting tools.***
4. Run mboxTrace. What critical information can you find here? What do you expect to see, and how does this compare to what you actually see? ***We expect to see at least one call being made to Adobe Target, and we do see this. MboxTrace will tell you definitively which activities (campaigns) the visitor was evaluated for, as well as those they entered. See the "campaigns" object in particular. In this case, using mboxTrace reveals/confirms the visitor is in fact being entered into one of the activities that was surfaced in the Activity Collisions tab, and it is that competing activity whose experiences we were viewing.***

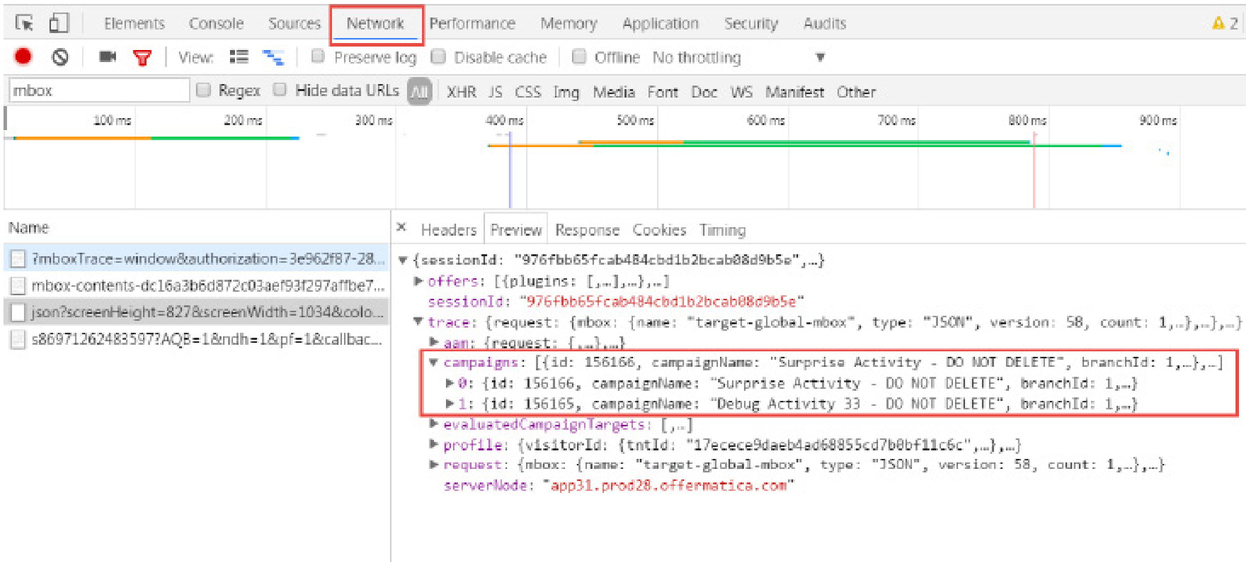


mboxTrace reveals that this visitor is being entered into the "Ninja Activity," not [just] the expected "Debug 22" activity.

DEBUG ACTIVITY 3

1. In the Activities list, find "Debug Activity 33."
   a. What is the activity URL?
      http://ats-sb.adobe.com/target/target_training/debug33/index.html
   b. Describe the activity.
      A/B test, Experience A shows default content, Experience B shows image in place of "geometrixx" logo. No audience targeting.
   c. Is the activity active? ***Yes.***
2. Discovering the issue: In an incognito browsing window, navigate to the activity URL. Perform typical testing steps: revisit the page as a "new" visitor, convert sometimes, repeat. Do you see the content you expect? Do you see the numbers you expect? ***No, we see content changing on the page, but in an unexpected way.***
3. Are there any Activity Collisions? If so, what does this mean? ***Yes. Target has detected there is at least one conflict: at least one other activity was configured to serve onto the same page. While this doesn't definitively mean there is a conflict, this means that one of these competing activities may in fact be displaying content to that visitor, instead of, or along with, Debug Activity 33. Is this in fact the case? If so, which activity (if there is more than one collision)? While we could try to answer this question by investigating each activity which has a conflict, the fastest, most definitive way to figure out which activity the visitor is entering is to use our troubleshooting tools.***

4. Run mboxTrace. What critical information can you find here? What do you expect to see, and how does this compare to what you actually see? ***We expect to see at least one call being made to Adobe Target, and we do see this. MboxTrace will tell you definitively which activities (campaigns) the visitor was evaluated for, as well as those they entered. See the "campaigns" object in particular. In this case, using mboxTrace reveals/confirms that the visitor is in fact being entered into two activities simultaneously: "Debug Activity 33" and "Surprise Activity."***



5. What conditions must be in place for a visitor to be able to view content from multiple activities simultaneously? ***As we learned in the "Activity Priorities and Conflict Resolution" section of this chapter, a visitor may be entered into multiple VEC-created activities on a single activity URL if those activities serve into different locations on the page. This is yet another reason why thorough QA is highly recommended whenever you have multiple VEC-created activities operating on the same page.***

Governance

Overview

In this chapter, we provide an overview of the practices we have learned over the years that work well for clients who want to be successful in implementing an Adobe Target optimization program.

Objectives

By the end of this chapter, you will be able to:

- Define governance
- Identify roles and responsibilities
- Generate ideas on how to begin/what to test first
- Assess your organization's maturity level
- Perform iterative testing in a campaign lifecycle
- Follow recommendations for testing Landing Pages
- Start broad, dive deep for more strategic testing
- Recognize the benefits of incorporating Automated Personalization
- Add user focus groups to your portfolio
- Evangelize your successes

What is Governance?

Governance involves the people, processes, and oversight a customer needs to establish to be successful with any tool or program.

This may include:

- Roles and responsibilities
- Approval workflows
- Prioritization processes
- Test ideation processes
- Training

Governance provides the structure for, and imparts a clearer understanding of, the resources and considerations required for establishing a successful optimization program. These considerations apply both on a broader organizational level, as well as more granularly, when it comes time to define the tests themselves.

DEFINITION: Governance involves the people, processes, and oversight needed to be successful with a program.

Many times companies will approach their testing tool by thinking, "I've invested in the technology, now I can plug it in and it'll work." This could not be further from the truth. Companies need to invest in their people and processes as well as technology in order be successful. This may not happen immediately, but a savvy organization will at least begin to establish the structures, resources, and workflows necessary to support their optimization program on an ongoing basis, even as they prepare to roll out their first tests.

Roles and Responsibilities

At this point in the course, you likely have a general idea of the kinds of roles within your organization who may need to get involved as your initiate your optimization program. As we walked through various activity types and you considered your own site and how those tests might translate to your own business and objectives, you no doubt found yourself thinking, "We should talk to Ramesh about designing that creative," or "We'll need to make sure Nina is aware of that kind of test before we run it." This section on roles and responsibilities formalizes that understanding a little more by helping to put handles on the process and encouraging your organization to actually carve out time to sit down and think through the people who should be involved in testing, identifying those who are stakeholders (those who will be impacted in some way or who otherwise have a vested interest in the test or its outcomes), those who will be approvers, and those who will be contributors or participants in some capacity, prior to planning or executing your tests. Once identified, it is advised that you meet with those groups to kickoff your initiatives, and make sure everyone is aware of their role in the project and any expectations on them or their group. Appropriate workflows will need to be mapped, outlining the interaction between these roles on the road to campaign activation and beyond. As you evaluate your organizations key players:

Determine your Contributors

- Who will design the tests?
- Who will set up assets and offers?

Determine your Stakeholders

- Who will be impacted?
- Who has an interest in the test or its outcomes?

Determine your Approvers

- Who should activate activities?
- What is the approval workflow?

Include IT and your Web team in the process

- Make sure IT is on-board and satisfied they will be able to check all tests before they go live

Understanding Key Roles, Responsibilities, and Risks

There are several best practices that Adobe has determined work well for companies who want to be successful in implementing optimization programs involving Adobe Target. One strategy involves defining and identifying key personas involved and how that maps to your organization. There are several key roles that are likely to be involved in the program:

- Executive Sponsor
- Testing Strategist
- Power User
- Designer
- Developer
- Project Manager

BEST PRACTICE: Internally socialize roles and responsibilities within your organization.

Executive Sponsor

The *Executive Sponsor* is the person responsible for the success of the test. They have the resources and personnel to allocate to the program. They are usually not the testing strategist, but sometimes they are. Whether or not an organization has a 1:1 mapping of roles to individuals generally depends on available budgets for the optimization program.

Role

- A senior executive vested in improving online metrics who holds the core team accountable for business goals.
- This testing champion allocates their budget, time, and personnel to create an organization with a culture focused on optimizing its website, email, and display advertisements.

Tasks

- Creates organizational efficiencies by identifying and removing internal obstacles
- Evangelizes a testing culture within the organization and obtains buy-in
- Aids in testing prioritization through steering committees
- Drives internal adoption of Adobe Target
- Resolves internal escalation issues
- Responsible for overall program success

Risks

- Without an Executive Sponsor, internal teams will not be empowered to build a sustainable testing program.
- Insufficient resources or prioritization will hinder the ability to deliver value.

Testing Strategist

The *Testing Strategist* is the person who decides what exactly is going to be tested. Sometimes they will create processes internally with different stakeholders. As you return to your organizations, you will find that different groups have different areas of interest when it comes to the tests you are interested in running. Every company is organized very differently, but ultimately you want to have one center of excellence, and one person or persons designated to strategize and design tests for various business objectives. The Power User, which is about to be described, is typically the person who is slated to attend training, but it would provide a significant benefit if the Testing Strategist also attended training. Learning to set up tests is quite relevant to their role, plus it provides for redundancy between the Power User and Testing Strategist roles. It is strongly advised that your organization has a contingency plan regarding Testing Strategists and Power Users. This is often the biggest single point of failure in the optimization landscape regarding roles. Both Testing Strategists and Power Users have coveted skillsets such that if they were ever to move out of their roles or your organization, it leaves a gaping hole that places the entire project at risk. For these reasons, it is recommended both Testing Strategists and Power Users attend training.

Role

- Owner of the optimization program vested in achieving business goals through online testing. They decide what to test as well as what constitutes success.
- Often a product manager, web analyst, or marketing manager
- Drives testing strategy, maintains optimization roadmap, and possibly leads the steering committee

Tasks

- Prioritizes testing ideas
- Coordinates with design lead to create designs and messaging
- Schedules regular status and discovery meetings with internal testing team, stakeholders, and subject matter experts
- Reports testing progress and results to executive sponsor for distribution
- Escalates irresolvable issues to executive sponsor

Risks

- Without this key person, an organization will be haphazard in their approach to testing.
- Projects would be poorly managed
- Testing activity and results will be unpredictable
- Campaign launch windows will be at risk

NOTE: If you have Target Premium, use the Target Permissions model to assign user responsibilities to pages, properties, and sites. For more information on permissions, properties, and user management, see Online Help.

Power User

The *Power User* is the specialist with the tool who typically attends training. Even though this person is a down-in-the-weeds user, it is very important for them to understand your testing strategies and how they work so those two roles can more effectively coordinate and learn from each other.

Role

- Specialist(s)* who executes campaigns within the Adobe Target platform
- Often attends training

Tasks

- Creates campaigns in Adobe Target with occasional assistance from Adobe consultants
- Ensures the QA process is completed
- Defines QA
- Executes tests against campaign roadmap
- Analyzes and interprets the data from the reports

Risks

- Without a well-trained power user, campaign execution will be disorganized with lots of last-minute QA, execution challenges, or re-works.

Designer

The *Designer* actually creates the offers and assets. They could be someone in-house, or an agency.

Role

- Creative resource(s)* who determine the design layout and message

Tasks

- Creates digital assets such as alternate designs, graphics, and so forth for testing that meet the company's brand guidelines
- Delivers approved digital assets within project timeline for campaign launches

Risks

- Campaign launch dates are at risk if creative alternatives are not available.

Developer

The *Developer* knows JS, CSS, and HTML and will implement Target code on your digital properties. Plan to update the mbox code on your site one to two times per year. Some customers choose not to touch it for years, but then they run into problems later when they discover they are working off of extremely outdated code libraries. Set the expectation early, and plan 1-2 times per year to do a refresh of Target code.

Role

- Technical resource(s)* versed in JavaScript, CSS, and HTML who will evaluate the technical needs for campaign implementation

Tasks

- Delivers content for Target assets and offers
- Places Target code on the company's Web site
- Recommends technical solutions for creating campaigns
- Oversees quality assurance testing

Risks

- Poorly developed page content puts campaign, quality assurance, and launch of campaigns at risk.

Project Manager

The *Project Manager* is a really "Nice to Have" role, which usually exists only at larger organizations. Budget permitting, you will find you can get greater throughput if you have a dedicated person helping to plan resources and dates.

Role

- Stakeholder who has a vested interested in scheduling, tracking, and reporting on campaigns of the optimization program

Tasks

- Maintains master list of prioritization of projects
- Tracks the lifecycle of each campaign
- Identifies and secures the necessary resources
- Keeps campaigns on track and manages scope creep

Risks

- Without a project manager, campaigns may not be efficiently executed from start to finish.

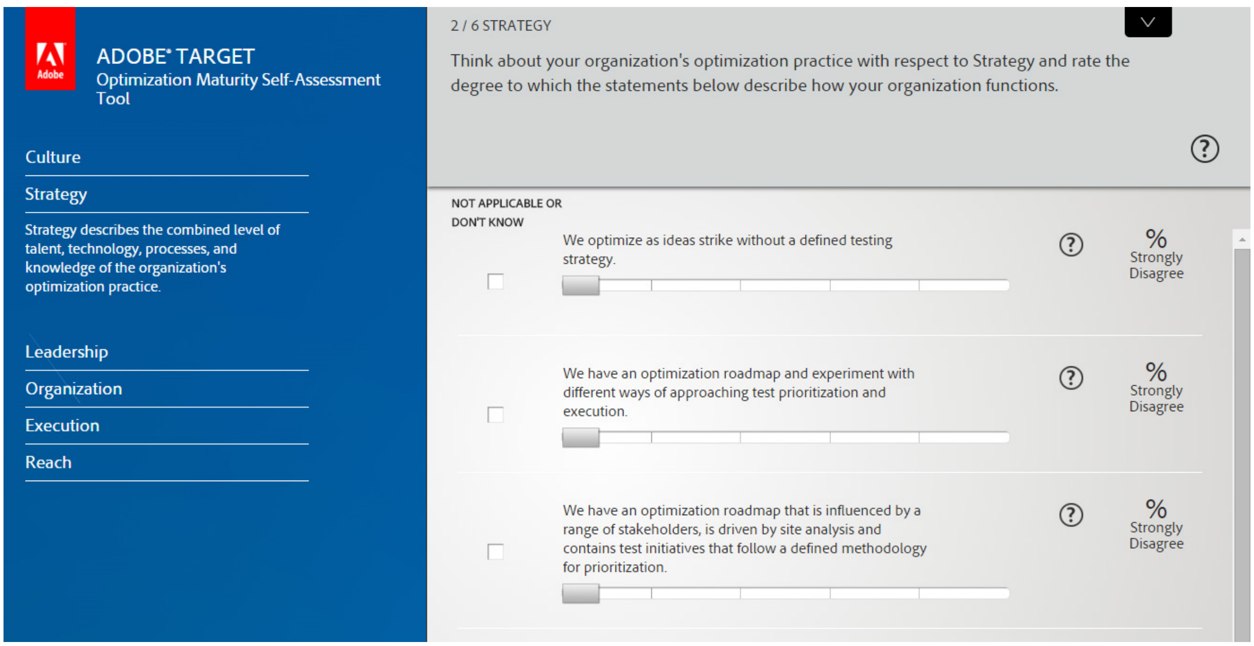
BEST PRACTICE: Take time to document your organization's roles. What are the names of the individuals who will be responsible for the tasks described in this section? Note that single individual may hold multiple roles, and a single role may map to multiple individuals.

There are two additional roles that have not yet been explicitly mentioned but are worth noting. As part of your planning, you should make sure you have obtained any requisite *legal* approvals regarding anything you plan on testing. In addition, make sure to give a heads up to *customer care* and your call center representatives to ensure they are ready and understand any potential impact before you launch.

How to Begin

Assessing Your Organization

A good place to begin is by getting your bearings as an optimization organization by evaluating the maturity of your own testing culture. We recommend you take advantage of the Adobe Optimization Maturity Self-Assessment Tool: http://adobetargetpro.com/#/target/start



Assess your strengths and weaknesses, and be data driven about it. Appraise your organization to determine how mature you are in regards to testing. The assessment shown above asks a series of questions across several categories: culture, your approach to strategy, leadership, organization, execution, and reach. For example, are you approaching this as a one-off test or as an ongoing cycle of optimization?

The five maturity levels: Moving upwards towards your goals

After gauging your organization's approach, you will be better able to assess the type of organization you are, and therefore better understand your path to becoming a more mature optimization organization. Here are the five maturity levels:

- Incidental: Testing and optimization efforts are sporadic or even ad hoc.
- Expanded: Interest and excitement exists, usually in large part due to some conversion and revenue lifts.
- Disciplined: Once at this stage, the organization has integrated optimization as a core strategy, but efforts likely are not moving at full efficiency because of a lack of experience and expertise.
- Strategic alignment: At this level, the organization has aligned its strategic goals with regard to testing and optimization programs, and a comprehensive roadmap drives success forward.
- Embedded: Very few organizations reach this final, highly desirable stage. At the embedded level, optimization is just that—embedded in everything that takes place, serving as an integral force that drives massive value for the company and its consumers.

Assessing Your Site

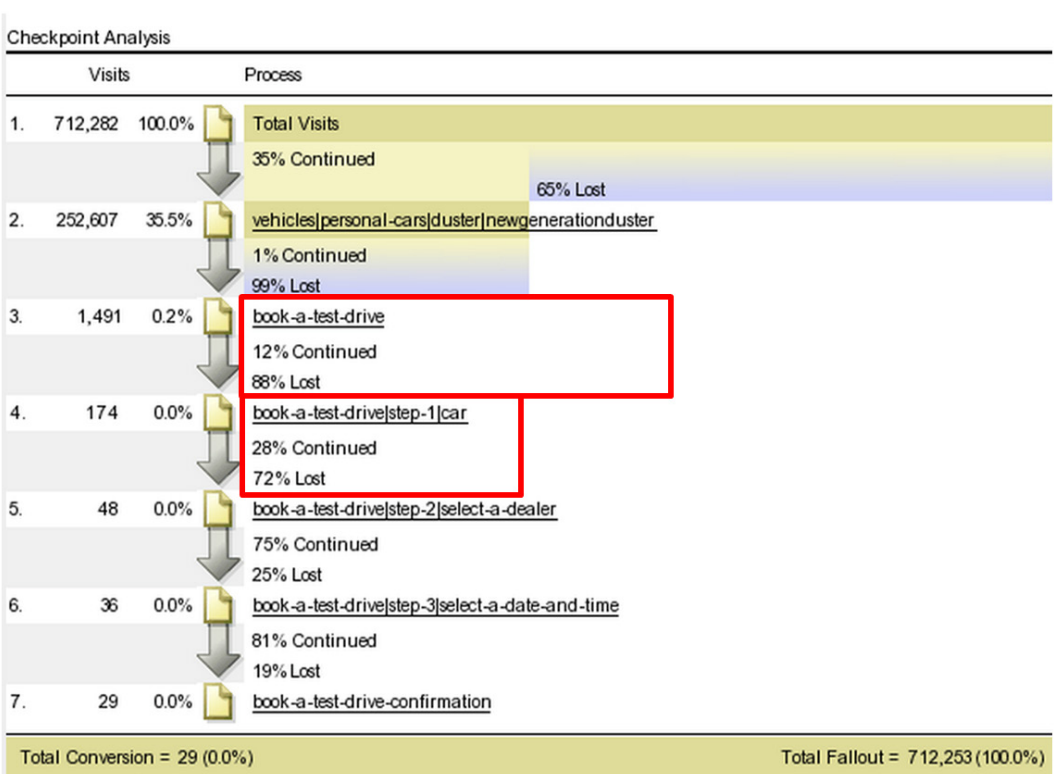
In addition to evaluating your organization and culture, you should also take time to assess your site.

Consider your customers and how much you know about them, and consider your goals. The data you currently have will be the critical information later used to target and segment.
Evaluate Analytics data to investigate what is working and what is not, which sections are strong and which are not, by taking a look at metrics such as bounce rate.

Concentrate on the most important parts of your site: landing pages, significant paths (these will vary based on your site and your business), conversion funnels, and so on.

Identify areas of your site that may have the biggest impact on conversion with the least amount of work. Give these areas a higher priority in terms of where to begin. From there, move down the list to things that may take more effort or have lower potential for impacting conversions. Read on for examples of identifying low-hanging fruit.

For example, consider the following report from Analytics. This example is taken from a site in the automotive industry and involves a funnel in which potential customers may browse various car models, entering the funnel when they express interest in wanting to sign up for a test drive. Steps with high percentage loss once users have expressed interest in a particular model of car are of particular interest, as we want to evaluate how we can optimize this. For a visitor to get this step in the process, they are clearly interested, yet for some reason they are not moving all the way through the funnel, and something is holding them back. These types of reports surface potential opportunities for A/B tests or other types of tests.



Use a data-driven approach for identifying optimization opportunities.

Create Your Optimization Roadmap

Take your ideas and what you have learned about potential places to begin, and organize and prioritize them by involving your team per their roles and responsibilities.

BEST PRACTICE: Document your testing plans as an optimization roadmap to keep your team on track and keep your program moving forwards. Return to them frequently throughout your test, including near the end of the cycle in order to record results and lessons learned.

Meet with your team to define priorities and goals. Distill and capture this information into a test plan that outlines items such as:

- The page you want to test
- The priority this test has
- Desired or Expected outcomes
- Planned dates
- Involvement from IT and other groups/roles
- Stakeholder/approver/contributor roles
- Business value
- Results and Next Steps

For example, you can use a simple spreadsheet such as the following to capture initial ideas.

Test Number	001, 002, …., 049
KBR	acquisition, retention, clientcare,…
KPI – current	CTR% = 4
KPI – expected	CTR% = 6
What page to test?	Homepage
IT impact	Low/medium/high
Business impact	Low/medium/high
Priority	1
Description	Describe what will change on the page
Different versions	Pictures/descriptions of the various offers
Planned date live	05/03/2016
KPI – after test	CTR% = 14
KPI – secondary KPI	Besides main KPI we also looked at ….Segmentation?? Weekdays, weekend?
Conclusion	
Business Value	What would we have won extra if the winning version was live the previous period?
Communication via..	quiz, coffee machine, newsletter, test-wall, meeting, video….
Follow up	Next test? Which test was lined up? Implement everywhere? Something else?

Document, document, document. Create a template for initial test design and planning.

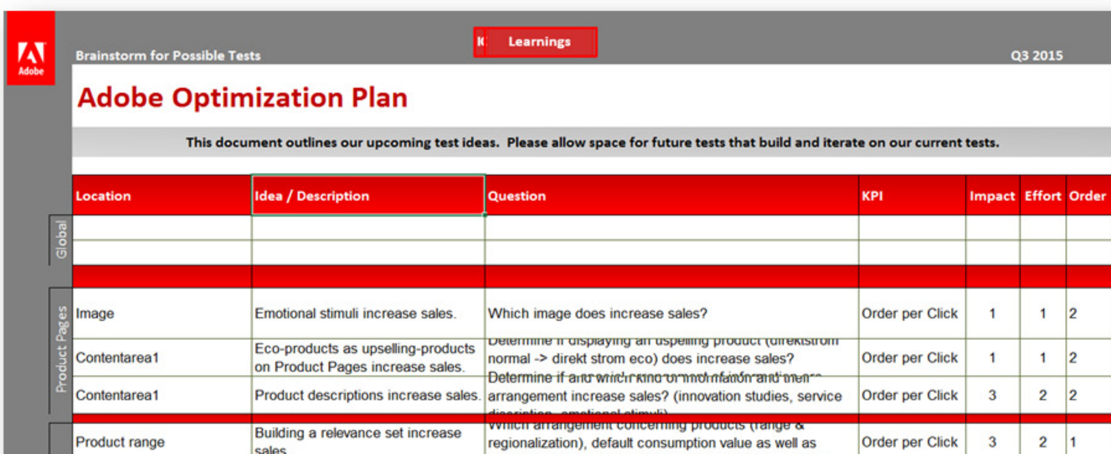
Here's another sample outcome from the planning process.

TEST	DESCRIPTION	TYPE	DIFFICULTY Low-High	VALUE Low-High
1.1	Value proposition (prices, trust messaging, etc)	A/B. N	Low	High
1.2	Redesign layout : below hero to include sub-categories and price messaging	A/B. N	Low	High
1.3	Messaging to SEM traffic about private sales	A/B. N	Low	High
1.4	Add CTA « Devenez adherent » for non adherent	MVT	Low	Medium
1.5	Add CTA « Subscription Express » for non subscribers	MVT	Low	High
1.6	Allow customers to use points with other discounts	A/B. N	Low	High
1.7	Make search tool more prominent	MVT	Low	High
1.8	Add ability to add to cart from homepage	MVT	High	High
1.9	Personalize homepage based on online category preference (books, laptops, DVDs, etc)	A/B. N	High	High
1.10	Personalize product reviews based on online cat preference	A/B. N	High	High
1.11	Aesthetics for calls-to-action	A/B. N	High	Low
1.12	Promote videos on the homepage based on product preferences.	A/B. N	High	High
1.13	Geo-target message and imagery to promote offline stores offers and news	MVT	High	High

An organized, prioritized list of tests for the home page.

This example reflects a well orchestrated plan that involves the right players and stakeholders, is data-driven, and focuses on areas of high impact for the least effort. This organization had considered different areas of their site and determined their home page was a place they wanted to run tests. This spreadsheet is just one page of a site-page-by-site-page list of tests organized by difficulty and value to the business.

Here are some additional examples of templates.



Brainstorm for Possible Tests | Learnings | Q3 2015

Adobe Optimization Plan

This document outlines our upcoming test ideas. Please allow space for future tests that build and iterate on our current tests.

	Location	Idea / Description	Question	KPI	Impact	Effort	Order
Global							
Product Pages	Image	Emotional stimuli increase sales.	Which image does increase sales?	Order per Click	1	1	2
	Contentarea1	Eco-products as upselling-products on Product Pages increase sales.	Determine if displaying an upselling product (direktstrom normal -> direkt strom eco) does increase sales?	Order per Click	1	1	2
	Contentarea1	Product descriptions increase sales.	Determine if and which kind of information and their arrangement increase sales? (innovation studies, service description, emotional stimuli)	Order per Click	3	2	2
	Product range	Building a relevance set increase sales.	Which arrangement concerning products (range & regionalization), default consumption value as well as product related information/description increase sales?	Order per Click	3	2	1

Calendar for Current and Upcoming Tests I C Learnings **Q3 2015**

#	Location	Test Name	Description / Design	Creative	QA	Start Date	End Date	Full Scale	Hard Coded
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									

Summary of Test Learnings **Q3 2015**

Location/PageType	Lift	Impact Annualized	Brand	Tech Method	Learnings
Form/Sign Up	28,73%	-		CSS	Moved form from right side of page to left

Control	Winning Experience
A Screenshot	B Screenshot

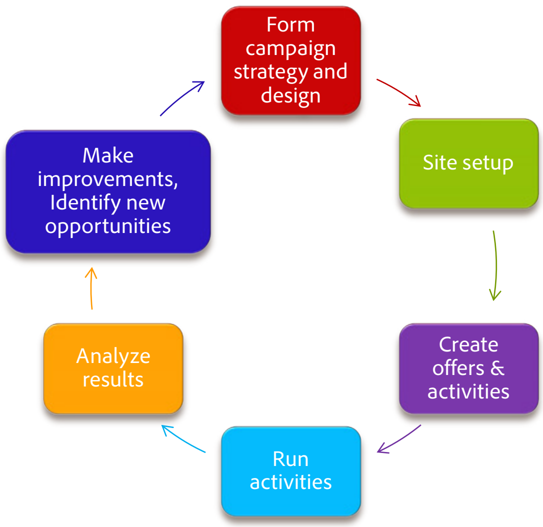
The final example shown above is a great example of using testing plans that contain clear placeholders for you to document your results. Once you get to the end of a testing cycle, to help you clearly organize your results and learnings, circle back to the documentation you started during the planning phase, and add to that documentation based on test outcomes. This kind of documentation practice will help you to organize the message you deliver to people during the evangelism stage (discussed momentarily).

Find the format that works best for your group and use it as a guideline as you roll out your tests.

NOTE: In building any A/B test plans, use the Adobe Target Sample Size Calculator to determine the sample size needed for a successful A/B test, as discussed in the reporting chapter. You can find additional information about using the calculator in the "Plan Your A/B Test" article, located in Online Help.

Iterative Testing in the Campaign Life Cycle

Once your test plans are documented and ready, your next step is to work with IT to configure Target code onto your site, then work with your Designer to build the requisite assets and offers. From there, you will be ready to run your activities.



In general, you will find yourself following these general phases in the life cycle as you set up, execute, analyze, and learn from your activities.

1. Form Campaign Strategy and Design

The campaign life cycle begins with strategy and design. You make decisions about which web site element to test or display, and who or what content to target, which we discussed in detail earlier in this chapter.

2. Site Set-up and Content Preparation

Next, work with your web developers configure the website, which includes inserting Target code. Meanwhile, the creative team readies new images, text, or other web content needed to meet your campaign strategy and design. These will be linked into the offers in the next step.

3. Prepare Activity

Create Offers

Create offers in Target to meet your design.

Activity Setup

Set up your activity or test according to your strategy and design. Create experiences and select the conversion event. If applicable, set up segment filters, targeting, and/or success metrics.

Quality Assurance

Complete quality assurance on all experiences, browser types, and environments. Preview the experiences to ensure they match your design.

4. Run Campaign

Next, approve the campaign, which makes it "live," allowing real-time data about your experiences to be collected by Target.

5. Analyze Results

View reports in real time, as the activity runs.

6. Make Business Decisions

Make business decisions such as what to change on your web site, or what to test next. In this step, the idea is when you determine a winner based on results from the previous step, you do not need to go back to your web developers or your IT department to continue displaying the best content. Instead, use Target to push winning experiences to your audiences as well as launch follow-up tests to delve into the details of the insights gleaned from this current test. For example, perhaps you may try testing new variations of layout and content.

As you execute your tests, it is imperative to keep in mind that the testing you are doing is always part of a larger context of continuous, iterative testing. Understanding and socializing this is a key part of what it means to be a more mature optimization organization.

In summary, the idea is to analyze the results from one test in order to continue testing. Evaluate results for various audience segments. Learn from your successes and your failures. Even no increase in ROI is a lesson learned. Iterative testing involves understanding that even a big success can be improved upon. Use Adobe Target as a key component of your optimization strategy, to continuously gain even more insights, and push the needle even higher.

BEST PRACTICE: Optimization is an ongoing cycle. Do not quit after one test!

Starting Broad, Diving Deep

Let's take a step back and review general approach. We touched on one answer to this earlier, but again: How do you determine the types of tests you might want to focus on?

One recommendation is to start by testing broad concepts. This includes testing general layouts, styles, and even emotions. For example, in testing online gambling, you could run a campaign in which you determine whether it appeals more to your customer base to show a pile of money or a sports hero. By testing broader concepts such as this, you can discover the overall approaches that work better to motivate and lead to conversion.

Once you learn from these broader-objective tests, you can turn your focus to the details. For example, if you find that an image of a pile of money is more compelling for your customer, perhaps you can fine tune to determine which pile of money works better, how best to present that pile of money, and so on. You can discover the answers to those types of detailed questions by launching follow-up tests.

Start by testing broad concepts:

- General layouts
- Emotions
- Styles

Continue by tweaking the details:

- Images
- Button colors
- Background shades
- Headlines
- Layout
- Calls to Action (CTAs)

Add Automated Personalization or Recommendations

Up to this point, we have spoken of Target more generally, often with the assumption that A/B tests are likely the focus of your efforts. But as you plan your tests, consider the applicability and benefits of adding Automated Personalization in particular to your testing efforts. Quite frankly, this is an underutilized tool that many customers already have at their disposal, but are simply not leveraging to their full potential and are missing a huge opportunity as a result.

TIP: Automated Personalization is an underutilized tool that many Adobe customers already have but are not leveraging, which means they are missing a huge opportunity.

Automated Personalization:

- Performs segmentation and targeting automatically
- Evaluates hundreds of visitor features simultaneously
- Learns over time

Automated Personalization performs meaningful segmentation discovery and targeting automatically. It surfaces your significant audience segments. As patterns emerge, the visitors with each unique set of parameters receive optimized collections of content. Discover significant audiences you did not even know were there. It evaluates hundreds of visitor features simultaneously, not just 1, 2, or even a handful. It scales to big data in a way that even the best marketer cannot due to human limitations. Finally, it learns over time, updating its models in order to continue to serve optimized content as marketers and visitors change.

You may also consider adding Recommendations as well, if you are interested in adding cross-promotional offers and suggestions to your customers.

Recommendations:

- Automatically displays the most compelling "product" suggestions
- Generates interest, increases click-throughs, and improves engagement
- Beneficial across verticals

Incorporating User Feedback

Data is great, but do not forget to connect directly with your customers. Whether directly or indirectly (viewing "over your visitors' shoulders"), find a way to hear back from the customer regarding their experiences.

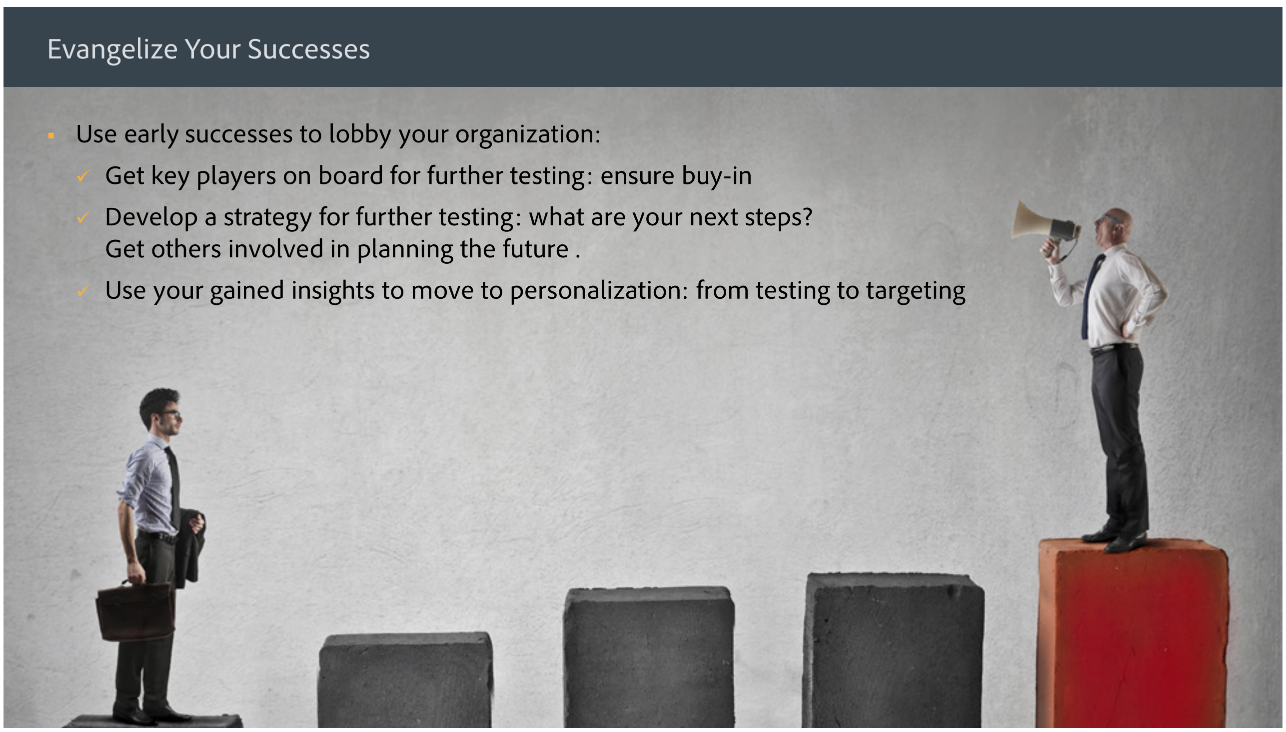
- Add UI usability testing to your portfolio
- Services like "UserTesting" offer economical virtual focus groups
- Exit polls are another possibility
- Hear directly from visitors regarding their stumbling blocks and motivators
- Heatmap tools can also offer insights into visitor movement/hovering/clicks

Incorporate qualitative as well as quantitative evaluation into your governance practices.

Do not focus solely on A/B tests, but also corroborate with real people and get their feedback. Ensure that such feedback factors in to any decisions you make for the next cycle of testing.

Evangelizing Your Successes

As a testing strategist, make sure to evangelize your results broadly and clearly. You have to communicate. For example, you could create a newsletter, send out once-a-month updates summarizing what you did and the results you saw, or create a portfolio of results. Get creative. Consider designing iconographics once per quarter, placing them on huge posters, and posting them throughout your company to show how you are tracking and what you are accomplishing. This kind of evangelism will be critical to success.



You may find the tests you run result in an improved return on investment. Make sure you leverage that to lobby your business case for hiring a designer, additional power user, or other critical role. However, it is up to you to broadcast those successes and make those kinds of cases that will evolve the level of your organization's optimization maturity.

Next Steps

Overview

This chapter discusses the following topics:

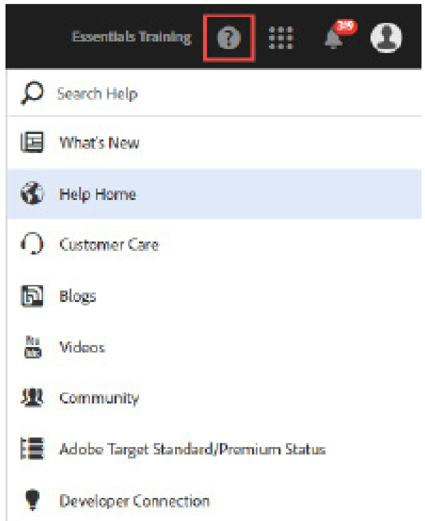
- Online Help
- Additional reading
- Adobe Target Community
- Adobe Target Videos
- Demos and Case Studies
- Adobe Marketing Cloud Blog
- Adobe Support
- Additional training options with Adobe Digital Learning Services (ADLS)

Objectives

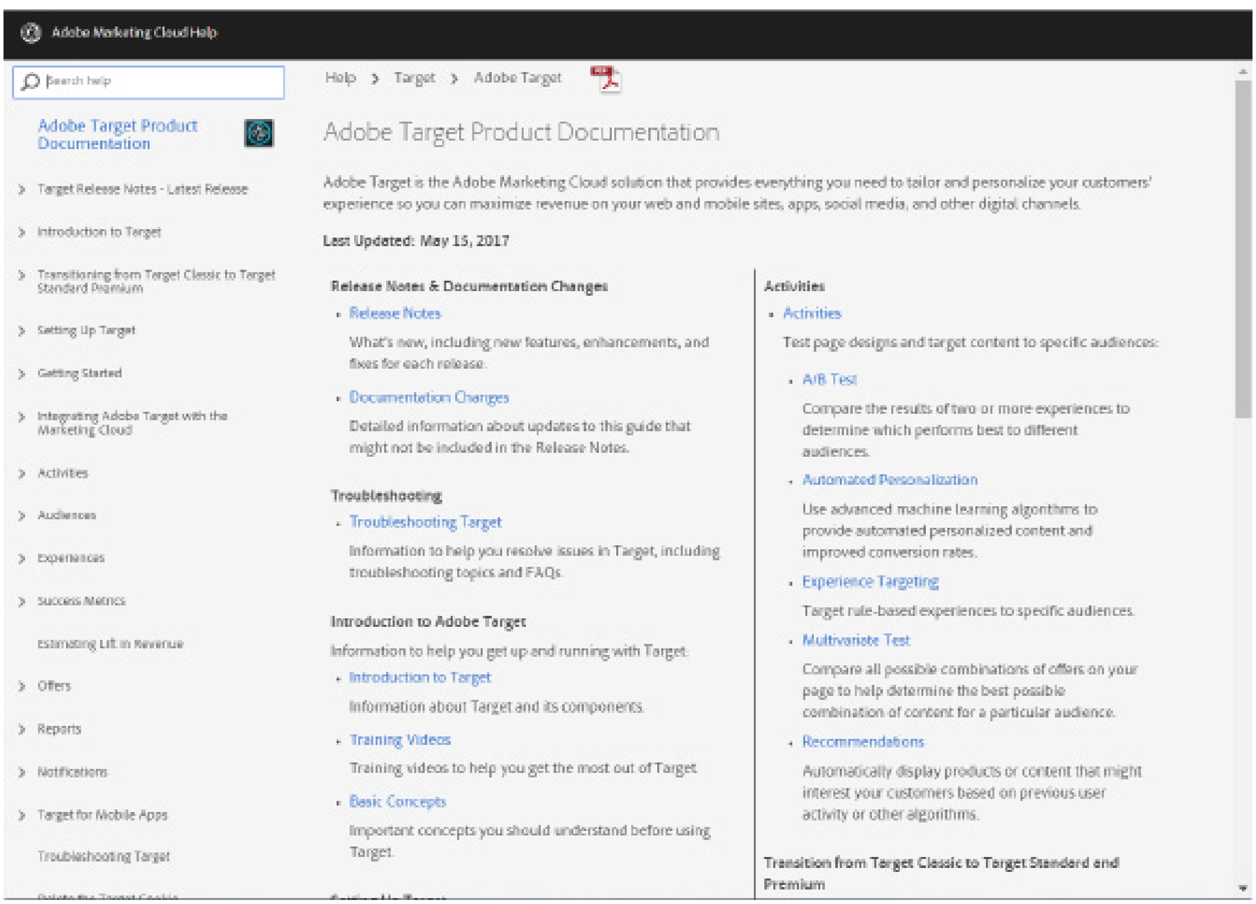
By the end of this chapter, you will know where to go for additional assistance and education once you leave the class.

Online Help

Adobe Target online help is a fantastic reference, and is always being updated. Whenever you have a question, get into the habit of doing a quick search with online help, first.



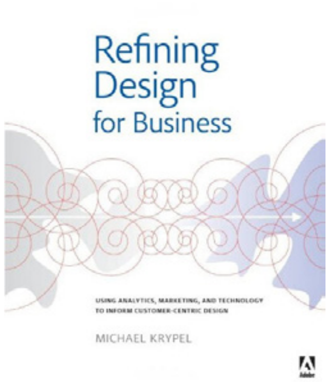
A link to Adobe Target release notes (What's New) is available on the home page of online help.

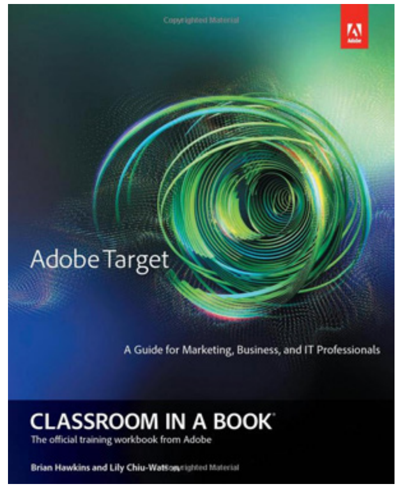


Additional Reading

For additional reading, the Target Classic team recommends:

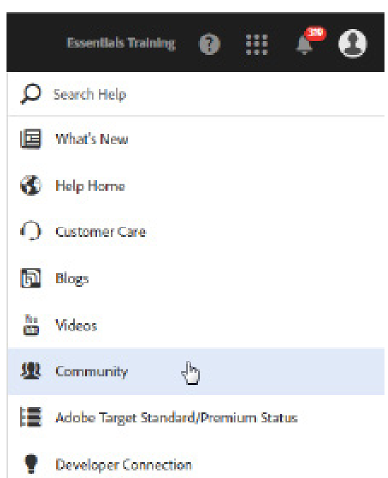
- *Refining Design for Business*, by Michael Krypel
- *Adobe Target: Classroom in a Book*, by Brian Hawkins and Lily Chiu-Watson





Adobe Target Community

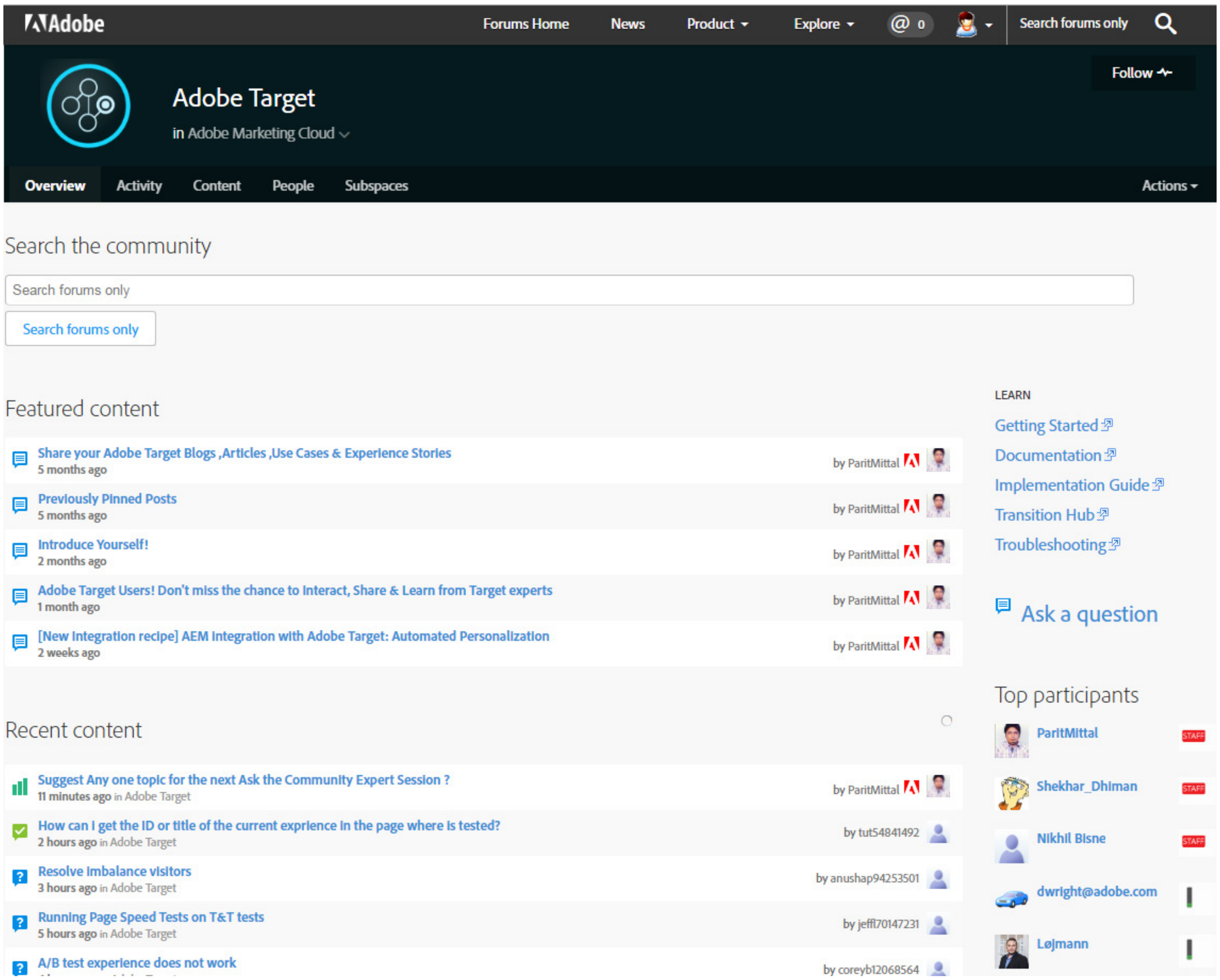
The Adobe Target Community is an interactive forum to support enterprise customers and partners with questions and discussions related to Adobe Target. Community users are primarily comprised of Adobe clients looking for expert advice or to share their experiences using Adobe Target.



Access the Adobe Experience Cloud Communities, including the Adobe Target community, by selecting Community from the Marketing Cloud, as shown here.

In addition to using the accessing the Adobe Target Community using the "Community" link via Marketing Cloud online help, the following URL was created for Adobe Target users who have completed ADLS courses and would like to jump directly to the Community:

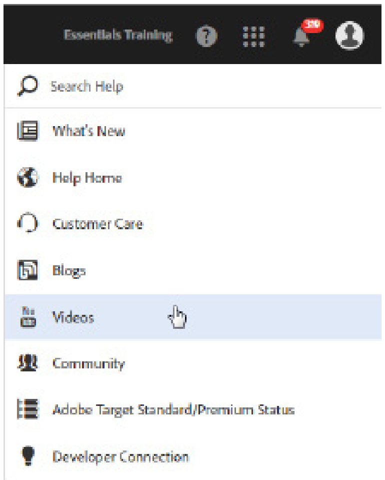
http://www.adobe.com/go/TargetCommADLS



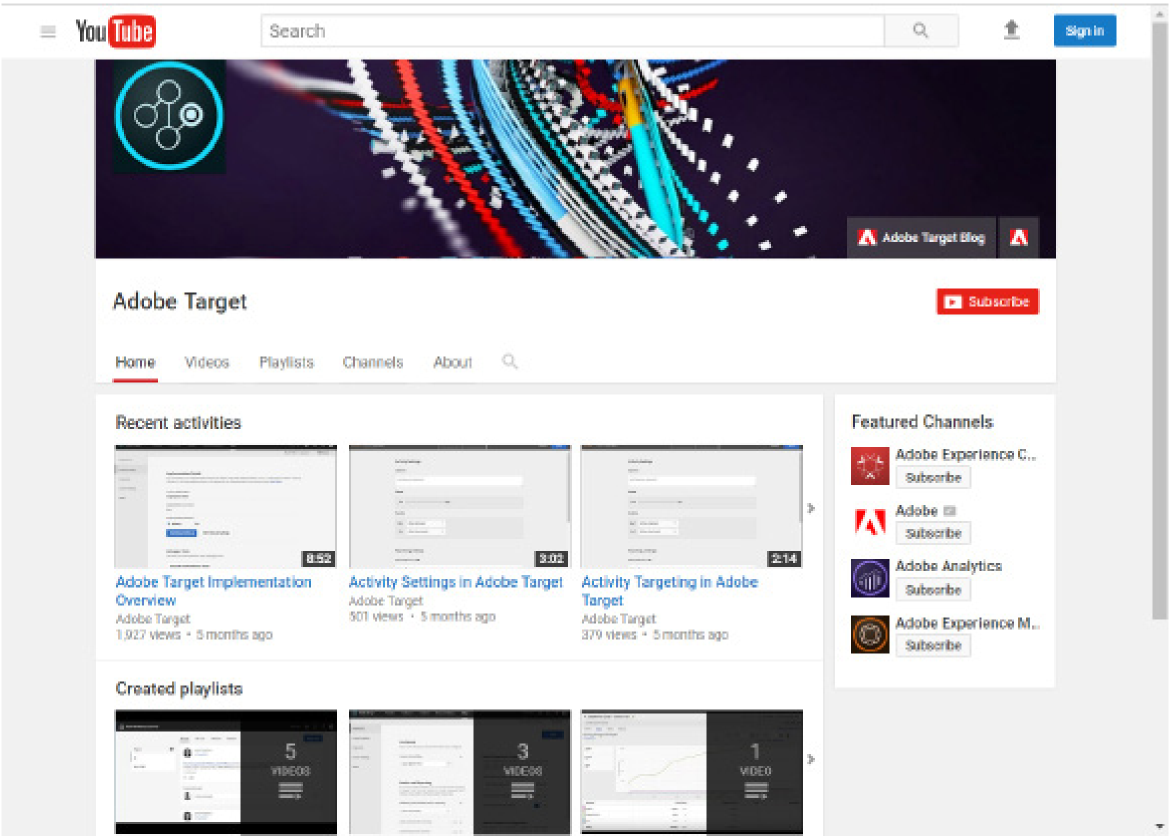
Leverage the Adobe Target Community as a searchable resource for interacting with other users and experts to share ideas and experiences regarding Adobe Target.

Adobe Target Videos

Visit the Adobe Target YouTube channel for videos covering various capabilities of Adobe Target.



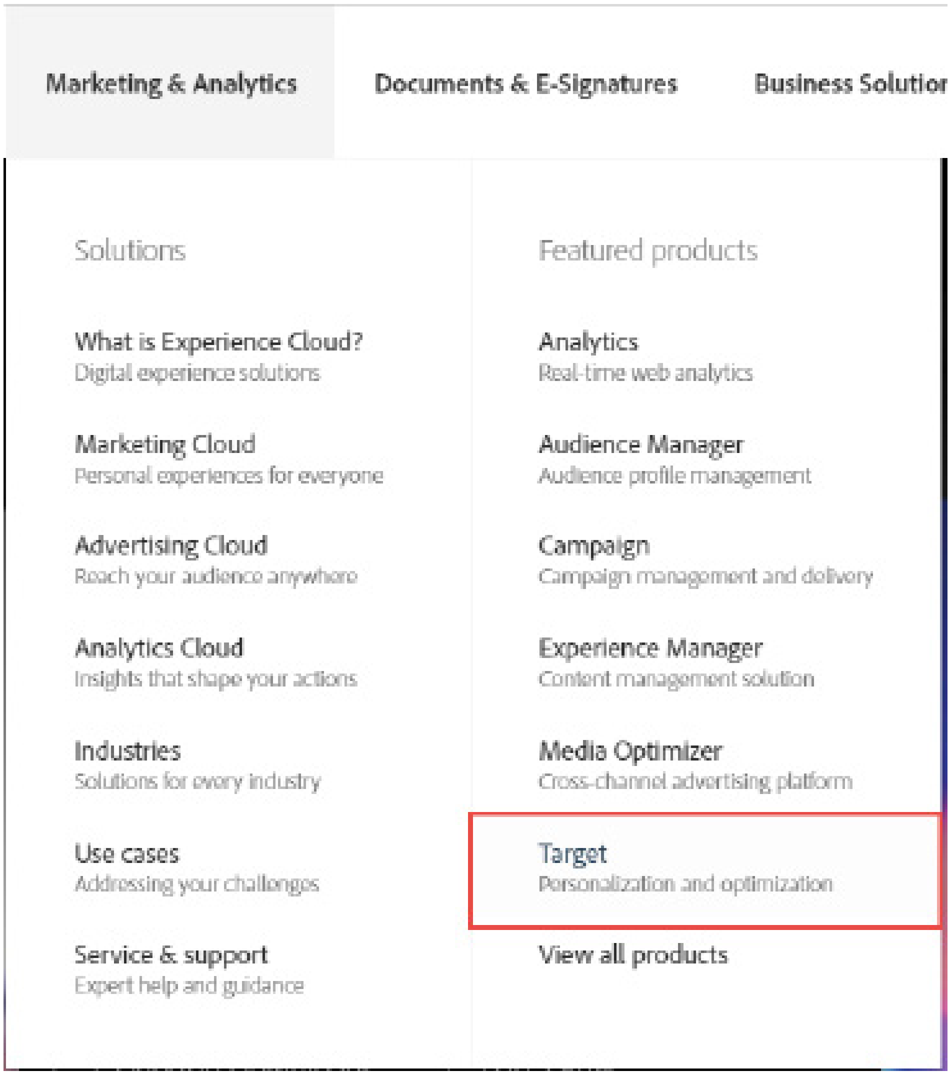
Access the Adobe Target videos by selecting Videos as shown here.



The Adobe Target YouTube channel.

Target Demos

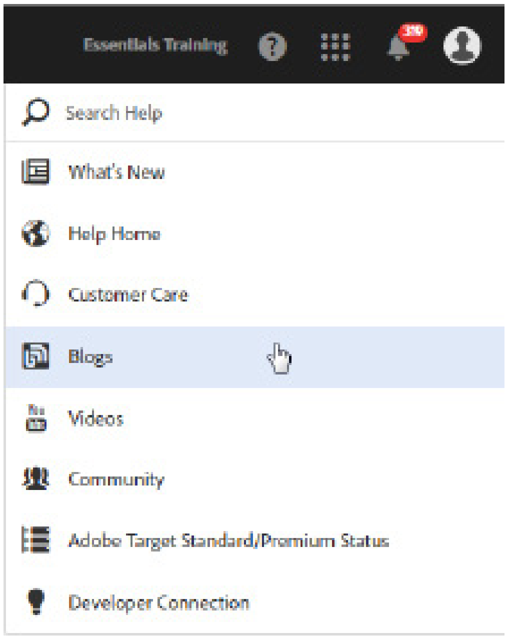
Check out the company Web site at **www.adobe.com** > **Marketing & Analytics** > **Target** to view the latest demo videos, success stories from clients using Adobe Target, and more.

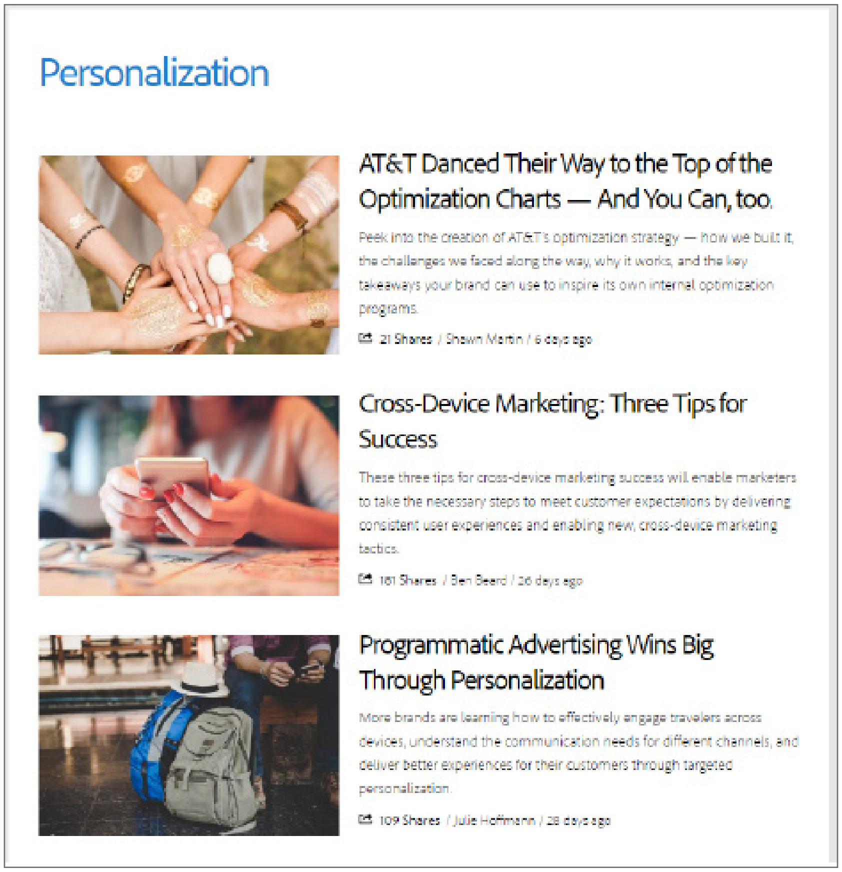


Visit adobe.com for links to Adobe Target demo videos and more.

Adobe Digital Marketing Blog

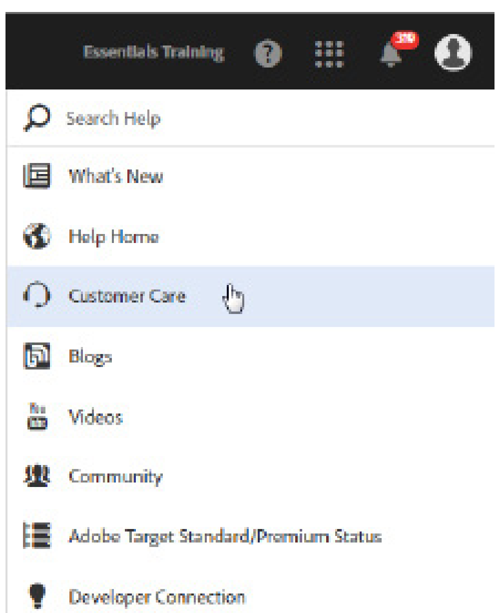
For industry insights from our experts, visit the Adobe Marketing Cloud Blog at **blogs.adobe.com**, **Digital Marketing > Personalization (https://blogs.adobe.com/digitalmarketing/personalization/)**.





Dedicated Support

For any additional questio ns, the Adobe Target team advises that clients ask the Adobe Target experts in the Adobe Target Community, as previously noted. You may also contact us on Twitter at @AdobeExpCare. For technical issues or to log a bug, you can contact Customer Care by telephone at 1-800-497-0335, email at tt-support@adobe.com, or by using the link shown here.



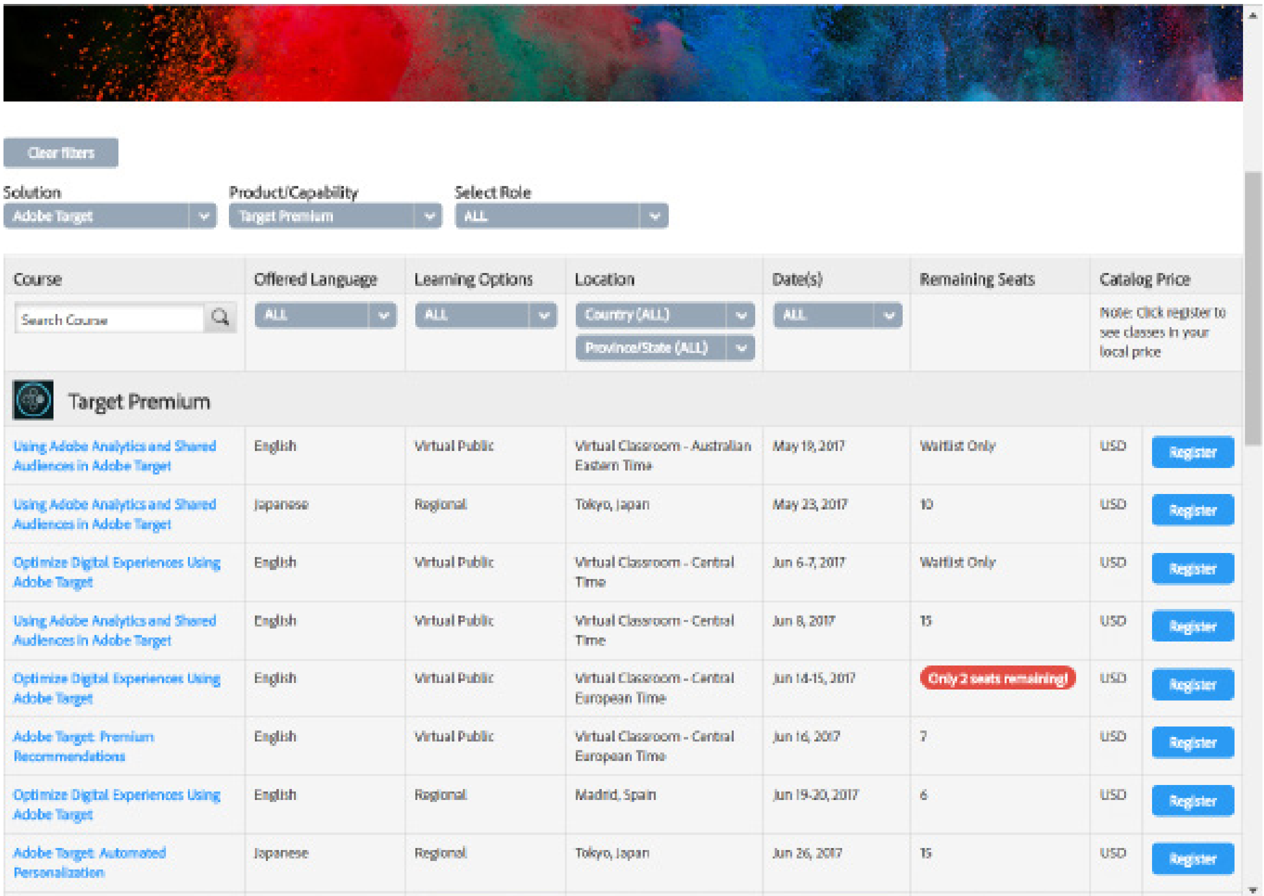
For additional methods of contacting Customer Care, including toll free numbers outside the United States, please see *https://marketing.adobe.com/resources/help/en_US/target/target/r_problem.html*.

When issues arise that cannot be resolved in this way, do not hesitate to contact your Adobe Target Consultant or Account Manager!

Adobe Digital Learning Services

Ready for more training? Additional Adobe Target training offerings are currently available online. Most of the topics in these additional sessions were covered in this course, but there are also additional topics available, plus it is always great to keep your skills as sharp as possible by refreshing your understanding of Adobe Target functionality.

Visit online registration at **training.adobe.com** and click **Browse Courses**, which lists all upcoming scheduled classes.



Course	Offered Language	Learning Options	Location	Date(s)	Remaining Seats	Catalog Price	
Using Adobe Analytics and Shared Audiences in Adobe Target	English	Virtual Public	Virtual Classroom - Australian Eastern Time	May 19, 2017	Waitlist Only	USD	Register
Using Adobe Analytics and Shared Audiences in Adobe Target	Japanese	Regional	Tokyo, Japan	May 23, 2017	10	USD	Register
Optimize Digital Experiences Using Adobe Target	English	Virtual Public	Virtual Classroom - Central Time	Jun 6-7, 2017	Waitlist Only	USD	Register
Using Adobe Analytics and Shared Audiences in Adobe Target	English	Virtual Public	Virtual Classroom - Central Time	Jun 8, 2017	15	USD	Register
Optimize Digital Experiences Using Adobe Target	English	Virtual Public	Virtual Classroom - Central European Time	Jun 14-15, 2017	Only 2 seats remaining!	USD	Register
Adobe Target Premium Recommendations	English	Virtual Public	Virtual Classroom - Central European Time	Jun 16, 2017	7	USD	Register
Optimize Digital Experiences Using Adobe Target	English	Regional	Madrid, Spain	Jun 19-20, 2017	6	USD	Register
Adobe Target Automated Personalization	Japanese	Regional	Tokyo, Japan	Jun 26, 2017	15	USD	Register

Shown here: online registration at training.adobe.com > Browse Courses, filtered for Adobe Target Premium classes.

As you can see above, in addition to traditional, instructor-led classroom delivery, Adobe Target training courses are also available online in the form of virtual classes, which are ongoing, live-streaming, instructor-led sessions.

Additional Adobe Target training is also available in the form of eLearning, video tutorials, and more. Learn about these offerings at *www.adobe.com/training.html.*