***Adobe Target Product Documentation***

Adobe Target is the Adobe Marketing Cloud solution that provides everything you need to tailor and personalize your customers' experience so you can maximize revenue on your web and mobile sites, apps, social media, and other digital channels.

<https://marketing.adobe.com/resources/help/en_US/target/>

***Marketing Cloud Login***

**URL:** <https://marketing.adobe.com>

**Email Address:** [target\_training+userXX@adobetest.com](mailto:target_training+userXX@adobetest.com)

**Password:** adobe123

**Uncheck:** Stay signed in

**Select:** Marketing Cloud Icon > Target > Target Tab

**User Icon:**Essentials Training

**Users:** userXX – userXX

**Garden Walkthrough:**

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

**Demo sites:**

<http://ats-sb.adobe.com/target/target_training/cvalenti/demo>

**Geometrixx:**

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

***Adobe Debugger***

**Debugger Installation Instructions**

<https://marketing.adobe.com/resources/help/en_US/sc/implement/debugger_install.html>

**Debugger Code**

javascript:void(window.open("","dp\_debugger","width=600,height=600,location=0,menubar=0,status=1,toolbar=0,resizable=1,scrollbars=1").document.write("<script language='JavaScript' id=dbg src='https://www.adobetag.com/d1/digitalpulsedebugger/live/DPD.js'></"+"script>"));

***Demo Sites for Target Training***

**Additional URLs**

[http://ats-sb.adobe.com/target/target\_training/userXX/demo/index.html](http://ats.adobe.com/target/target_training/userXX/demo/index.html)

***Demo Site Testing URLs***

**Garden Walkthrough Site**

[http://ats-sb.adobe.com/target/target\_training/userXX/index.html](http://ats.adobe.com/target/target_training/userXX/index.html)

**Geometrixx Site**

[http://ats-sb.adobe.com/target/target\_training/userXX/geometrixx/index.html](http://ats.adobe.com/target/target_training/userXX/geometrixx/index.html)

**Portraiture Site**

[http://ats-sb.adobe.com/target/target\_training/userXX/demo/portraiture/index.html](http://ats.adobe.com/target/target_training/userXX/demo/portraiture/index.html)

**Electronics Plus Site**

[http://ats-sb.adobe.com/userXX/electronicsplus/](http://ats.adobe.com/userXX/electronicsplus/)

**Colore Giallo Site**

[http://ats-sb.adobe.com/target/target\_training/userXX/demo/coloregiallo/index.html](http://ats.adobe.com/target/target_training/userXX/demo/coloregiallo/index.html)

**Glissade Site**

[http://ats-sb.adobe.com/target/target\_training/userXX/demo/glissade/index.html](http://ats.adobe.com/target/target_training/userXX/demo/glissade/index.html)

**Royale Site**

[http://ats-sb.adobe.com/target/target\_training/userXX/demo/royale/index.html](http://ats.adobe.com/target/target_training/userXX/demo/royale/index.html)

***Exercise 2.1 – Creating Activities***

**Garden Walkthrough Site**

[http://ats-sb.adobe.com/target/target\_training/userXX/index.html](http://ats.adobe.com/target/target_training/userXX/index.html)

***Exercise 2.2 – Extra Credit***

**Garden Walkthrough URLs with Parameter Value**

[http://ats-sb.adobe.com/target/target\_training/userXX/index.html?happy=true](http://ats.adobe.com/target/target_training/userXX/index.html?happy=true)

***Exercise 2.3 – End–to–End Practice***

**Geometrixx URL**

[http://ats-sb.adobe.com/target/target\_training/userXX/geometrixx/index.html](http://ats.adobe.com/target/target_training/userXX/geometrixx/index.html)

**Geometrixx Conversion Page URL**

[http://ats-sb.adobe.com/target/target\_training/userXX/geometrixx/checkout/confirmreceipt4.html](http://ats.adobe.com/target/target_training/userXX/geometrixx/checkout/confirmreceipt4.html)

***Exercise 2.4 – Multipage Activities***

**Geometrixx UR**L

[http://ats-sb.adobe.com/target/target\_training/userXX/geometrixx/index.html](http://ats.adobe.com/target/target_training/userXX/geometrixx/index.html)

**Geometrixx Product View Page – Corduroy Blazer**

[http://ats-sb.adobe.com/target/target\_training/userXX/geometrixx/men/activewear/corduroy\_blazer.html](http://ats.adobe.com/target/target_training/userXX/geometrixx/men/activewear/corduroy_blazer.html)

**Geometrixx Add to Cart Page**

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

**Geometrixx Shipping Page**

[http://ats-sb.adobe.com/target/target\_training/userXX/geometrixx/checkout/shipping1.html](http://ats.adobe.com/target/target_training/userXX/geometrixx/checkout/shipping1.html)

**Geometrixx Billing Page**

[http://ats-sb.adobe.com/target/target\_training/userXX/geometrixx/checkout/payment2.html](http://ats.adobe.com/target/target_training/userXX/geometrixx/checkout/payment2.html)

**Geometrixx Order Review Page**

<http://ats-sb.adobe.com/target/target_training/userXX/geometrixx/checkout/orderreview3.html>

**Geometrixx Order Confirmation Conversion Page**

[http://ats-sb.adobe.com/target/target\_training/userXX/geometrixx/checkout/confirmreceipt4.html](http://ats.adobe.com/target/target_training/userXX/geometrixx/checkout/confirmreceipt4.html)

***Exercise 2.5 – Auto-Allocate Test***

**Garden Walkthrough Site**

[http://ats-sb.adobe.com/target/target\_training/userXX/index.html](http://ats.adobe.com/target/target_training/userXX/index.html)

***Exercise 2.6 – Managing Activities***

**Garden Walkthrough Site**

[http://ats-sb.adobe.com/target/target\_training/userXX/index.html](http://ats.adobe.com/target/target_training/userXX/index.html)

***Exercise 3.1 – Using the VEC to Compose Experiences***

**Geometrixx UR**L

[http://ats-sb.adobe.com/target/target\_training/userXX/geometrixx/index.html](http://ats.adobe.com/target/target_training/userXX/geometrixx/index.html)

***Exercise 3.3 – Template Testing***

**Geometrixx Women Fine Apparel Page**

[http://ats-sb.adobe.com/target/target\_training/userXX/geometrixx/women/fineapparel/fineapparel.html](http://ats.adobe.com/target/target_training/userXX/geometrixx/women/fineapparel/fineapparel.html)

**Geometrixx Black Dress Page**

[http://ats-sb.adobe.com/target/target\_training/userXX/geometrixx/women/fineapparel/black\_dress.html](http://ats.adobe.com/target/target_training/userXX/geometrixx/women/fineapparel/black_dress.html)

**Geometrixx Red Dress Page**

[http://ats-sb.adobe.com/target/target\_training/userXX/geometrixx/women/fineapparel/red\_dress.html](http://ats.adobe.com/target/target_training/userXX/geometrixx/women/fineapparel/red_dress.html)

**Geometrixx Sequin Dress Page**

[http://ats-sb.adobe.com/target/target\_training/userXX/geometrixx/women/fineapparel/sequin\_dress.html](http://ats.adobe.com/target/target_training/userXX/geometrixx/women/fineapparel/sequin_dress.html)

**Geometrixx Silk Dress Page**

[http://ats-sb.adobe.com/target/target\_training/userXX/geometrixx/women/fineapparel/silk\_dress.html](http://ats.adobe.com/target/target_training/userXX/geometrixx/women/fineapparel/silk_dress.html)

**Add additional pages/sections that represent the same URL**

Or > URL > ends with > dress.html

***Exercise 3.4 – Working with JavaScript Animated Sites***

**Portraiture URL**

[http://ats-sb.adobe.com/target/target\_training/userXX/demo/portraiture/index.html](http://ats.adobe.com/target/target_training/userXX/demo/portraiture/index.html)

***Exercise 3.5 – Mobile Viewports***

**Portraiture URL**

[http://ats-sb.adobe.com/target/target\_training/userXX/demo/portraiture/index.html](http://ats.adobe.com/target/target_training/userXX/demo/portraiture/index.html)

**Responsive Resources**

<http://designmodo.com/responsive-design-examples>

**Viewport Size Chart**

<http://viewportsizes.com>

***Switch to Power User Training***

***Exercise 3.6 – Form–Based Activity Creation***

**Electronics Plus Site**

[http://ats-sb.adobe.com/userXX/electronicsplus/](http://ats.adobe.com/userXX/electronicsplus/)

**Home Page Mboxes**

userXX\_homePage\_hero

userxx\_leftsidebar\_specialoffer

userXX\_homePage\_leftsubitem

userXX\_homePage\_rightsubitem

**Thank You Page Mboxes**

userXX\_leftsidebar\_specialoffer

userXX\_thankyouPage

userXX\_orderConfirmPage

orderConfirmPage

**Electronics Plus Site – Success Metrics**

**Shopping Cart Page**

<http://ats-sb.adobe.com/userXX/electronicsplus/cart.php>

**Customer Information Page**

[http://ats-sb.adobe.com/userXX/electronicsplus/buy1.php](http://ats.adobe.com/userXX/electronicsplus/buy1.php)

**Shipping Information Page**

[http://ats-sb.adobe.com/userXX/electronicsplus/buy2.php](http://ats.adobe.com/userXX/electronicsplus/buy2.php)

**Billing Information Page**

[http://ats-sb.adobe.com/userXX/electronicsplus/buy3.php](http://ats.adobe.com/userXX/electronicsplus/buy3.php)

**Refinements & Change Redirect Offer**

Form-Based Experience Composer: The Form-Based Experience Composer provides non-visual experience creation.

<https://marketing.adobe.com/resources/help/en_US/target/target/t_form_experience_composer.html>

***Switch to Essentials Training***

***Exercise 5.2 – Understanding Profile Scripts***

**Profile Script Attributes**

Define a profile script attribute with its associated JavaScript code snippet.  You can use profile scripts to capture visitor attributes across multiple visits. Profile scripts are code snippets defined within Target using a form of server-side JavaScript. For example, you might use a profile script to capture how frequently a visitor visits your site, and when they last visited.

<https://marketing.adobe.com/resources/help/en_US/target/target/c_script_profile_attributes.html>

**Frequency**

If user intent is demonstrated by action, then repeated action increases confidence in that intent.  So why not deliver a different offer to a visitor who has purchased five times rather than once? You can also gain insight by measuring the frequency of certain clicks. For example, clicking repeatedly into a high-heeled shoe category provides information about a user's gender, valuable for targeted content.

<https://marketing.adobe.com/resources/help/en_US/target/target/c_target_frequency.html>

**JavaScript Expression Cheat Sheet (PDF)**

<https://marketing.adobe.com/resources/help/en_US/tnt/pdf/js_expression_cheat_sheet.pdf>

**Profile Script**

**Name:** userXX\_purchaseFrequency

**Description:** UserXX - Exercise 5.2 Purchase Frequency

**Script:**

if (mbox.name == ‘orderConfirmPage') {

   return (user.get('userXX\_PF') || 0) + 1;

}

**Audiences**

UserXX - Ex 5.2 - 1st Purchase

user.userXX\_PF > Equals (case insensitive) > 1

UserXX - Ex 5.2 - 2nd Purchase

user.userXX\_PF > Equals (case insensitive) > 2

UserXX - Ex 5.2 - 3rd Purchase

user.userXX\_PF > Equals (case insensitive) > 3

**Electronics Plus Home Page**

[http://ats-sb.adobe.com/userXX/electronicsplus/](http://ats.adobe.com/userXX/electronicsplus/)

**Electronics Plus Order Conform Page**

[http://ats-sb.adobe.com/userXX/electronicsplus/buy5.php](http://ats.adobe.com/userXX/electronicsplus/buy5.php)

***Exercise 5.2 – Extra Credit Profile Script Practice***

**Profile Script**

**Name:**userXX\_geoCity

**Description:** UserXX - Exercise 5.2 Extra Credit Geo City

**Script for VEC:**return profile.geolocation.city;

**Garden Walkthrough Site**

[http://ats-sb.adobe.com/target/target\_training/userXX/index.html](http://ats.adobe.com/target/target_training/userXX/index.html)

**HTML Offer – Added to VEC Garden Website Page**

Script: Special Offer only for our ${profile.geolocation.city} visitors!

**Garden Walkthrough Site with IPs**

[http://ats-sb.adobe.com/target/target\_training/userXX/index.html?mboxOverride.browserIp=62.254.222.177](http://ats.adobe.com/target/target_training/userXX/index.html?mboxOverride.browserIp=62.254.222.177)

[http://ats-sb.adobe.com/target/target\_training/userXX/index.html?mboxOverride.browserIp=65.124.161.144](http://ats.adobe.com/target/target_training/userXX/index.html?mboxOverride.browserIp=65.124.161.144)

***Exercise 6.1 – Extra Credit***

**Garden Walkthrough Site**

[http://ats-sb.adobe.com/target/target\_training/userXX/index.html](http://ats.adobe.com/target/target_training/userXX/index.html)

**Adobe Target Sample Size Calculator**

<http://adobe-target.com/testcalculator.html>

**Plan Your A/B Test**

A successful A/B test requires an adequate number of visitors. The Target Sample Size Calculator helps you determine the sample size needed for a successful test.

* [Statistical Significance](https://marketing.adobe.com/resources/help/en_US/target/target/c_sample_size_determination.html#concept_2801F552DB874C20B8A17C1B774C0383__section_8230FB9C6D1241D8B1786B72B379C3CD)
* [Statistical Power](https://marketing.adobe.com/resources/help/en_US/target/target/c_sample_size_determination.html#concept_2801F552DB874C20B8A17C1B774C0383__section_1169C27F8E4643719D38FB9D6EBEB535)
* [Minimum Reliably Detectable Lift](https://marketing.adobe.com/resources/help/en_US/target/target/c_sample_size_determination.html#concept_2801F552DB874C20B8A17C1B774C0383__section_6101367EE9634C298410BBC2148E33A9)
* [Baseline Conversion Rate](https://marketing.adobe.com/resources/help/en_US/target/target/c_sample_size_determination.html#concept_2801F552DB874C20B8A17C1B774C0383__section_39380C9CA3C649B6BE6E1F8A06178B05)
* [Estimating the Sample Size](https://marketing.adobe.com/resources/help/en_US/target/target/c_sample_size_determination.html#concept_2801F552DB874C20B8A17C1B774C0383__section_19009F165505429E95291E6976E498DD)
* [Revenue per Visit Metric](https://marketing.adobe.com/resources/help/en_US/target/target/c_sample_size_determination.html#concept_2801F552DB874C20B8A17C1B774C0383__section_C704C0861C9B4641AB02E911648D2DC2)
* [Correction for Comparing Multiple Offers](https://marketing.adobe.com/resources/help/en_US/target/target/c_sample_size_determination.html#concept_2801F552DB874C20B8A17C1B774C0383__section_1474113764224D0B85472D8B023CCA15)
* [Conclusion](https://marketing.adobe.com/resources/help/en_US/target/target/c_sample_size_determination.html#concept_2801F552DB874C20B8A17C1B774C0383__section_AEA2427B90AE4E9395C7FF4F9C5CA066)

<https://marketing.adobe.com/resources/help/en_US/target/target/c_sample_size_determination.html>

***Exercise 7.2 – Experience Targeting Practice***

**Glissade Site**

[http://ats-sb.adobe.com/target/target\_training/userXX/demo/glissade/index.html](http://ats.adobe.com/target/target_training/userXX/demo/glissade/index.html)

**Audiences**

UserXX - URL color=red

Current Page > URL > Contains > color=red

UserXX - URL color=blue

Current Page > URL > Contains > color=blue

UserXX - URL color=purple

Current Page > URL > Contains > color=purple

**Experience and Targets**

Experience A: UserXX - URL color=red

Experience B: UserXX - URL color=blue

Experience C: UserXX - URL color=purple

**Q/A URLs**

Red

[http://ats-sb.adobe.com/target/target\_training/userXX/demo/glissade/index.html?color=red](http://ats.adobe.com/target/target_training/userXX/demo/glissade/index.html?color=red)

Blue

[http://ats-sb.adobe.com/target/target\_training/userXX/demo/glissade/index.html?color=blue](http://ats.adobe.com/target/target_training/userXX/demo/glissade/index.html?color=blue)

Purple

[http://ats-sb.adobe.com/target/target\_training/userXX/demo/glissade/index.html?color=purple](http://ats.adobe.com/target/target_training/userXX/demo/glissade/index.html?color=purple)

***Exercise 7.3 – Creating a Multivariate Test***

**Royale Site**

[http://ats-sb.adobe.com/target/target\_training/userXX/demo/royale/index.html](http://ats.adobe.com/target/target_training/userXX/demo/royale/index.html)

**Create a Multivariate Test**

The Visual Experience Composer in Target makes it easy to create your test right on a Target-enabled page and to modify portions of the page within Target.

<https://marketing.adobe.com/resources/help/en_US/target/mvt/t_create_multivariate_test.html>

**Preview Experiences for a Multivariate Test**

Because a multivariate test compares multiple experiences on a page, it is helpful to preview the page with each experience.

<https://marketing.adobe.com/resources/help/en_US/target/mvt/t_preview_experiences.html>

**Estimate the Traffic Required for a Successful Test**

Because a multivariate test compares multiple experiences, it is important to know how much traffic is required to provide meaningful results. The Traffic Estimator uses statistics about your page and the number of experiences being tested to estimate the amount of traffic and the test duration needed to make the test successful.

<https://marketing.adobe.com/resources/help/en_US/target/mvt/t_traffic_estimator.html>

***Exercise 8.1 – Using the Adobe Debugger***

**Debugger Installation Instructions**

<https://marketing.adobe.com/resources/help/en_US/sc/implement/debugger_install.html>

**Debugger Code**

javascript:void(window.open("","dp\_debugger","width=600,height=600,location=0,menubar=0,status=1,toolbar=0,resizable=1,scrollbars=1").document.write("<script language='JavaScript' id=dbg src='https://www.adobetag.com/d1/digitalpulsedebugger/live/DPD.js'></"+"script>"));

**Google**

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

**Garden Walkthrough Site**

[http://ats-sb.adobe.com/target/target\_training/userXX/index.html](http://ats.adobe.com/target/target_training/userXX/index.html)

**Electronics Plus Site**

[http://ats-sb.adobe.com/userXX/electronicsplus/](http://ats.adobe.com/userXX/electronicsplus/)

**Glissade Site**

[http://ats-sb.adobe.com/target/target\_training/userXX/demo/glissade/index.html](http://ats.adobe.com/target/target_training/userXX/demo/glissade/index.html)

***Exercise 8.2 – Using mboxTrace***

**mboxTrace**

<https://marketing.adobe.com/resources/help/en_US/target/?q=mboxTrace;q1=target;x1=t0>

**Troubleshooting Content Delivery**

If your page does not display the expected content, there are a few steps you can take to debug content delivery.

<https://marketing.adobe.com/resources/help/en_US/target/target/c_content_trouble.html>

**Troubleshooting the Visual Experience Composer**

Display problems sometimes occur in the Visual Experience Composer under certain conditions.

<https://marketing.adobe.com/resources/help/en_US/target/target/r_troubleshoot_composer.html>

***Exercise 8.3 – Troubleshooting Practice***

**Debug Activity 1**

Activity name:  Debug Activity 1 - DO NOT DELETE

Activity URL: [http://ats-sb.adobe.com/target/target\_training/debug1/index.html](http://ats.adobe.com/target/target_training/debug1/index.html)

**Debug Activity 2**

Activity name: Debug Activity 2 - DO NOT DELETE

Activity URL: [http://ats-sb.adobe.com/target/target\_training/debug2/](http://ats.adobe.com/target/target_training/debug2/)

**Debug Activity 3**

Activity name: Debug Activity 3 - DO NOT DELETE

Activity URL: [http://ats-sb.adobe.com/target/target\_training/debug3/index.html](http://ats.adobe.com/target/target_training/debug3/index.html)