Use Case 1: Personalized Content Based on Language (Accept-Language Header)

Goal

Serve different content on the homepage based on the user's preferred language.

Technical Description

Using the `Accept-Language` HTTP header, Adobe Target segments audiences into language-specific groups (e.g., "Spanish Users" for `Accept-Language: es`, "French Users" for `Accept-Language: fr`). Different experiences are created for each language group, displaying content in their respective languages. The default experience is shown to users with other language preferences.

Steps

1. **Create Audiences**: Based on `Accept-Language` header.
2. **Configure Experiences**:
   - Default Experience: Content in English.
   - Spanish Experience: Content in Spanish.
   - French Experience: Content in French.
3. **Target Audiences**: Assign language-specific audiences to corresponding experiences.

Use Case 2: Tailored Offers Based on User-Agent Header

Goal

Offer different promotions based on the user's device type.

Technical Description

Adobe Target utilizes the `User-Agent` HTTP header to identify device types (e.g., mobile, desktop). Audiences are segmented into "Mobile Users" and "Desktop Users". Custom promotions are then tailored for each device type, with mobile-exclusive promotions for mobile users and desktop-exclusive promotions for desktop users. The default experience includes standard promotions for all other devices.

Steps

1. **Create Audiences**: Based on `User-Agent` header.
2. **Configure Experiences**:
    - Default Experience: Standard promotions.
    - Mobile Experience: Mobile-exclusive promotions.
    - Desktop Experience: Desktop-exclusive promotions.
3. **Target Audiences**: Assign device-specific audiences to corresponding experiences.

Use Case 3: Customized Experience Based on Geolocation (Using X-Forwarded-For Header)

Goal

Display location-specific content or promotions based on the user's geographical location.

Technical Description

The `X-Forwarded-For` HTTP header is used to infer the user's geolocation. Adobe Target segments audiences into geographical regions (e.g., "US Users", "EU Users"). Location-specific content or promotions are created for each region, with the default experience providing general content for global users.

Steps

1. **Create Audiences**: Based on geolocation data from `X-Forwarded-For` header.
2. **Configure Experiences**:
    - Default Experience: General content.
    - US Experience: US-specific content.
    - EU Experience: EU-specific content.
3. **Target Audiences**: Assign location-specific audiences to corresponding experiences.