

Optimize Digital Experiences Using Adobe Target



Adobe Target

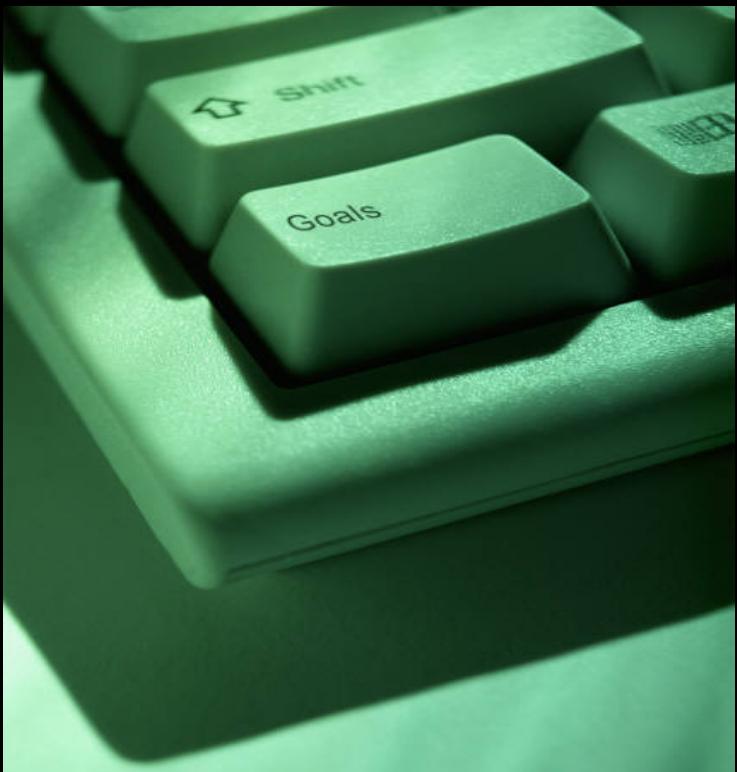
Introductions

- Welcome to “Optimize Digital Experiences Using Adobe Target!”
 - ✓ What is your **name**?
 - ✓ What is your **role** / how will you be using Adobe Target?
 - ✓ What is your **experience** with Adobe Target, if any?
 - ✓ What are your **expectations** for this course?



Adobe Target

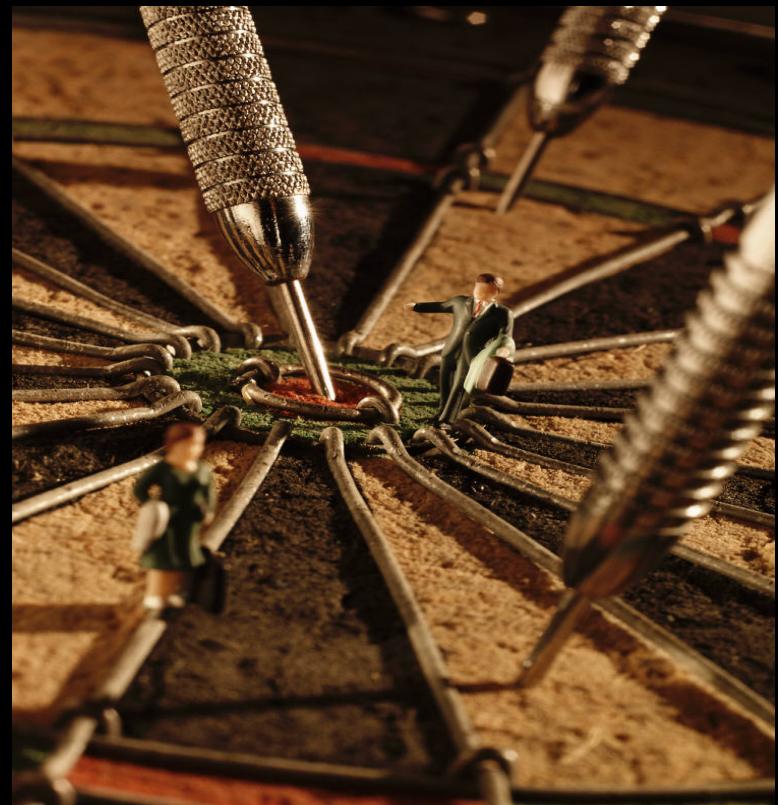
Course Objectives



- 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
 - Create and manage assets and offers using the Content Library
 - Create and use audiences for segmenting and targeting using the Audiences List

Target Audience

- This course is intended for those who will be using Target Standard or Premium on a regular basis, including:
 - Those who are completely new to Adobe Target
 - Those who have some experience with Adobe Target
 - Those who are familiar with Target Classic but who are looking to expand their expertise with Target Standard or Premium
 - Your role may be: Director of Digital Strategy/Director of eCommerce/Director of Optimization



Agenda – Day 1

- Terms and concepts
- Creating activities
- Composing experiences
- Content
- Audiences and targeting
- Reports

Agenda – Day 2

- Audiences and Profile Scripts
- People Core Services, Creating Audiences in Audience Library
- Differences between Historical and Real Time Audiences and how to create
- A4T

Agenda – Day 3

- Technical Details required for testing on IoT
- Creating tests utilizing Form Based Composer for IoT and connected Devices
- Targeting for Mobile Apps
- Utilising the Target API to expand Target potential



CHAPTER ONE

Overview and Terms & Concepts

Objectives:

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

What Is Testing?

- Comparing a baseline against alternatives to determine which version is most successful
- Example: Which homepage content entices visitors deeper into my site?



The banner features a yellow gradient background. At the top is the '@ Home' logo. Below it, large red text reads 'Our up to 50% off Summer Sale is getting hotter and hotter.' A smaller text below states: 'Our Sale things are going out the door faster than summer. Stop by our [stores](#) and check [online](#) often for even further markdowns on select merchandise...and new things just added.' A note at the bottom left says: 'Big Store (Furniture) Hint: Save 50% off and more in our stores on thousands of furniture floor samples, closeouts and one-of-a-kinds not available online.' Three small images at the bottom show 'Sale Kitchen' (a casserole dish), 'Sale Bedding' (pillows), and 'Sale Furniture' (an armchair).



The banner features a blue gradient background with a beach scene. At the top is the '@ Home' logo. Large white text reads 'summer sale'. Below it, smaller text says 'shop now and save up to 50% on select items ▶'. Below this are category links: 'FURNITURE ▶', 'OUTDOOR ▶', 'BEDDING ▶', 'BATH ▶', and 'RUGS, PILLOWS & WINDOWS ▶'. At the bottom are four promotional boxes: 'Umbrellas' (bold colors in vibrant solids and stripes), 'Bedford Collection' (customizable workspace), 'Go Natural' (organic bedding), and another 'Sale Furniture' image.

What Is Targeting?

- Leveraging the way that different segments respond differently to different content to create user experiences that are more engaging for them.
- Example: On media site, present articles based on visitor's interest

This screenshot shows a news website's homepage. The main content area displays several news stories. One story, "Jacob Bliss: Shedding Light On NYC's 'Other Half'", is highlighted with a red border. The sidebar on the left contains sections for "LOCAL STATIONS", "BROWSE TOPICS" (with links to News, Politics & Society, Business, People & Places, Health & Science, Books, Music, Arts & Culture, Diversions, Opinion, and Blogs), and "SERVICES" (with links to RADIO, PODCASTS, NEWS FEEDS, DESKTOP, MOBILE, and NEWSLETTERS). The bottom of the page features a "PROGRAMS" section with links to various news programs.

General news

This screenshot shows the same news website but with a different set of stories. The "Politics" story, "Oil Prices Squeeze Pentagon's Budget", is now highlighted with a red border. The sidebar and overall layout remain the same as the first screenshot.

Politics-focused

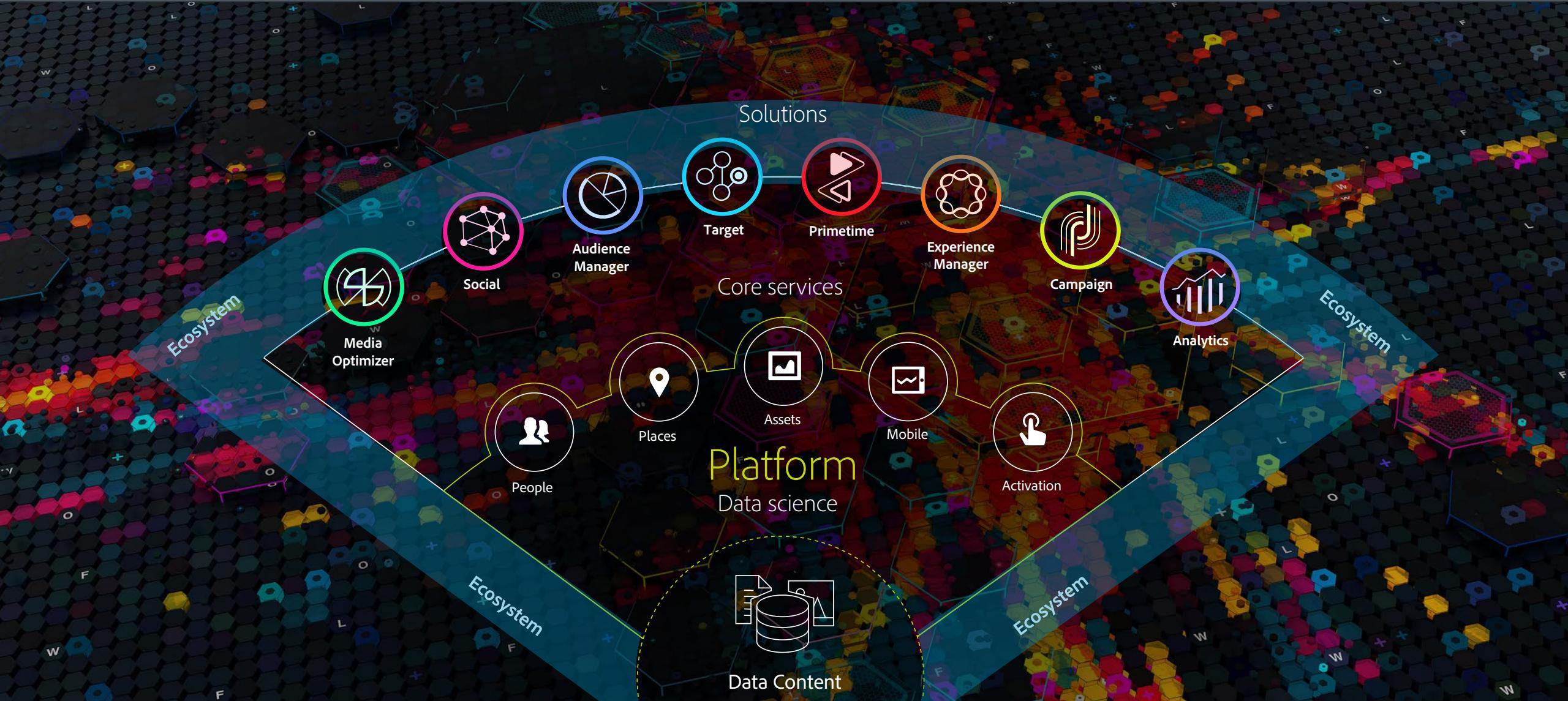
This screenshot shows the news website again, but this time the "Business" story, "Oil Prices Squeeze Pentagon's Budget", is highlighted with a red border. The sidebar and layout continue to follow the established pattern.

Business-focused

Testing and Targeting

- When **testing**, you want to be able to:
 - systematically, intentionally vary the content that is served to your visitors
 - have the option of targeting specific content to certain sets of visitors, based on their characteristics
 - 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 (audiences) who are most likely to impact your bottom line
 - display the content that resonates the most, to each audience

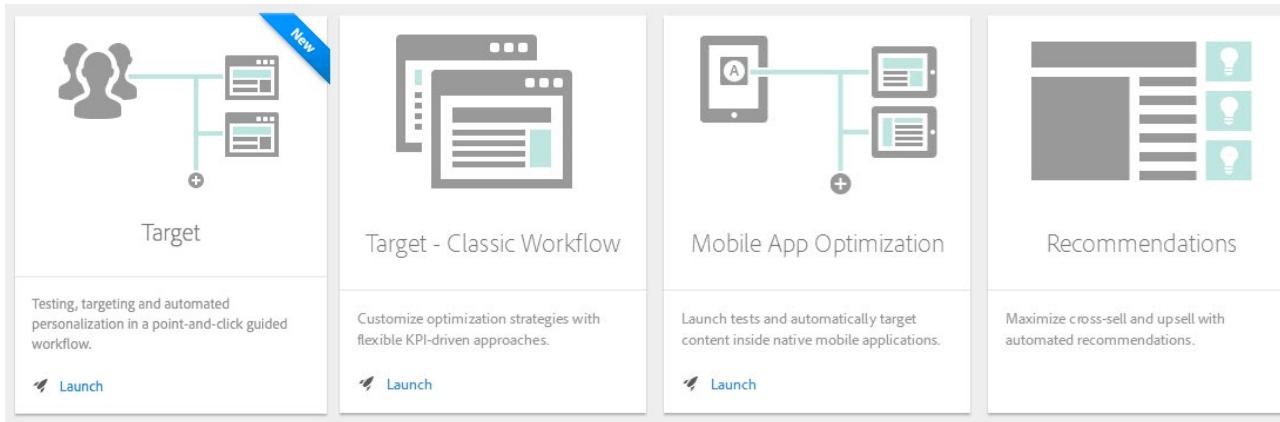
Adobe Marketing Cloud





Adobe Target

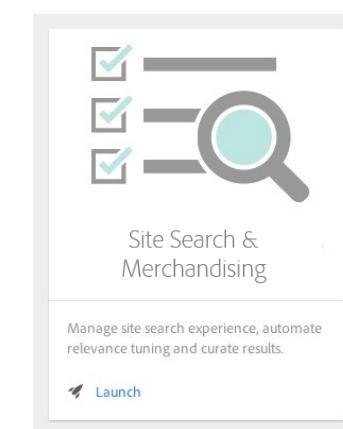
Target Premium



Target
Standard

Target
Classic

Adobe Target Add-On



Vocabulary

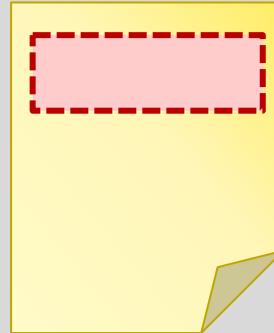
Standard/Premium	Classic	
 Target Testing, targeting, recommendations, and automated personalization in a point-and-click guided workflow.  Launch	<i>Term</i>	<i>Term</i>
	Activities	Campaigns
	Content	Offers
	Pages	Mboxes
	Audiences	Segments
	 Target - Classic Workflow Customize optimization strategies with flexible KPI-driven approaches.  Launch	

Target Classic Terminology Overview

- Mbox
- Default Content
- Offer
- Campaign
- Experience
- Conversion

Mbox (Location)

Marketing box to swap/inject content on the page



Offer (Content)

Alternative images or HTML that you want to test or target on the page



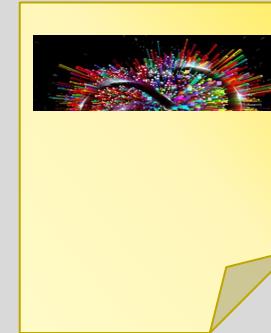
(Alternative banner #1)



(Alternative banner #2)

Default Content

The content that exists on your web page whenever Target is not serving anything into it



Campaign (Activity)

The rules behind who to show content to, and when

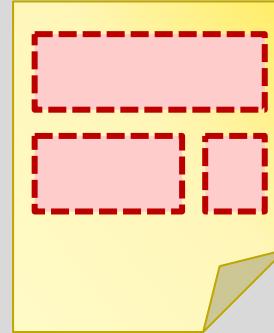


Target Classic Terminology Overview

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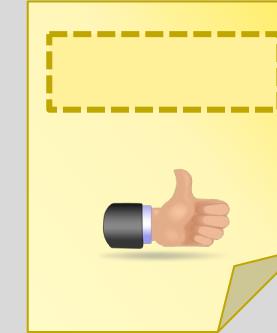
Experience

A group of offers (content) within a campaign that forms a unique visitor experience

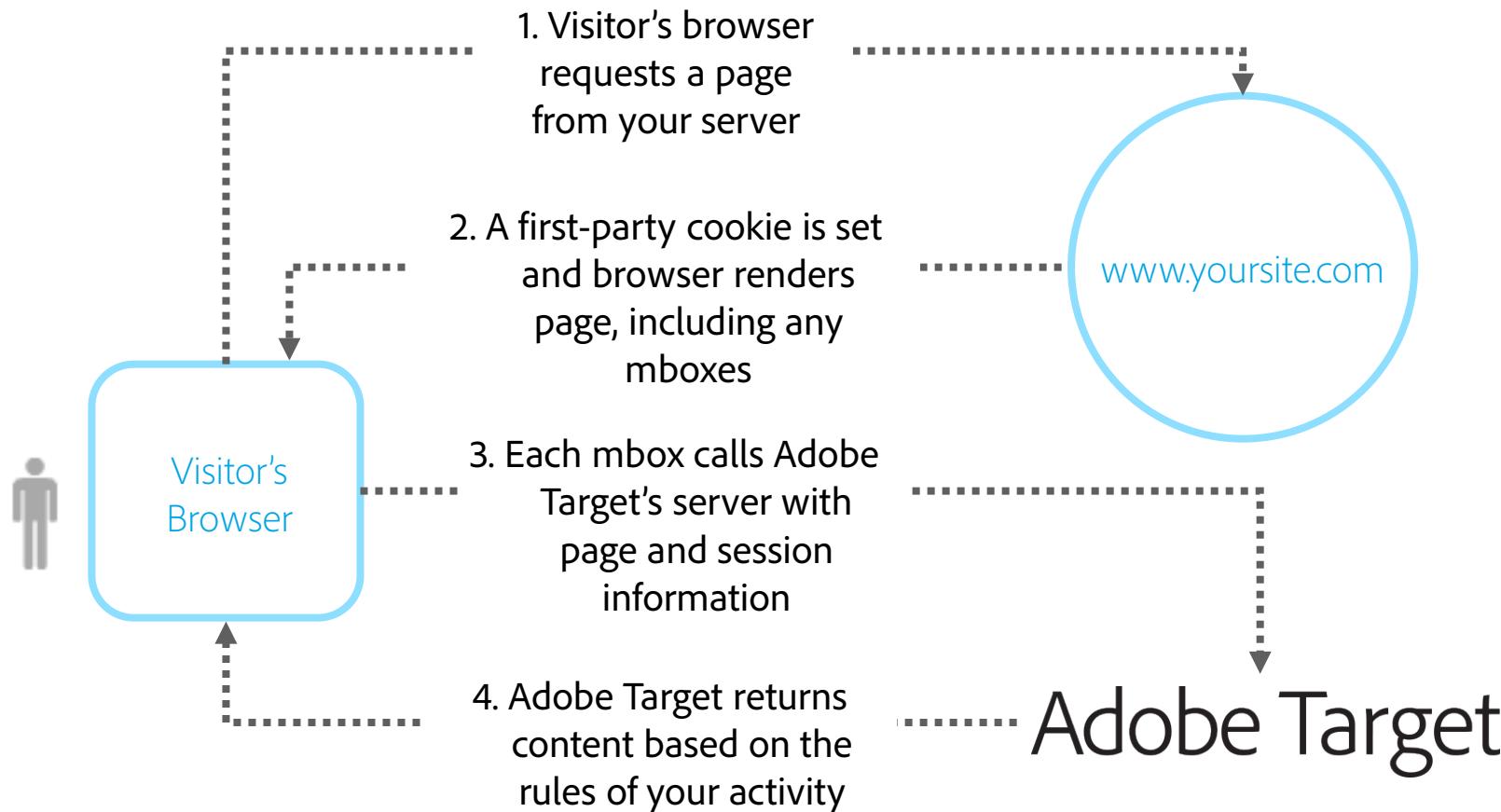


Conversion (Goal)

The goal of your campaign. Examples: complete an order, submit a registration form, click through to another page



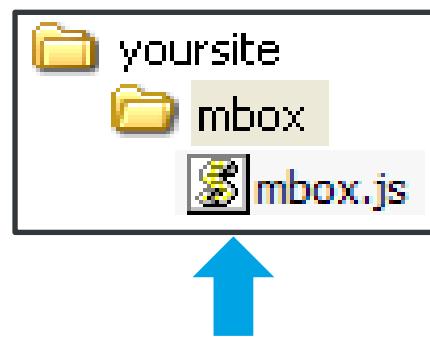
How Target works



How Target Works (cont'd)

at.js (or mbox.js)

- at.js (or mbox.js) is a small file that allows your visitor's browser to talk to Adobe Target.
- Adobe Target provides you with an at.js (or mbox.js) specific to your account.



- Only one at.js (or mbox.js) is necessary for all of your activities.
 - Save it once to a directory on one of your servers.
 - Reference it on all pages on which you would like to create tests or count visitor behavior.

The screenshot shows the Adobe Target interface with the 'Implementation' tab selected in the sidebar. The main area displays 'Implementation Details' with the following information:

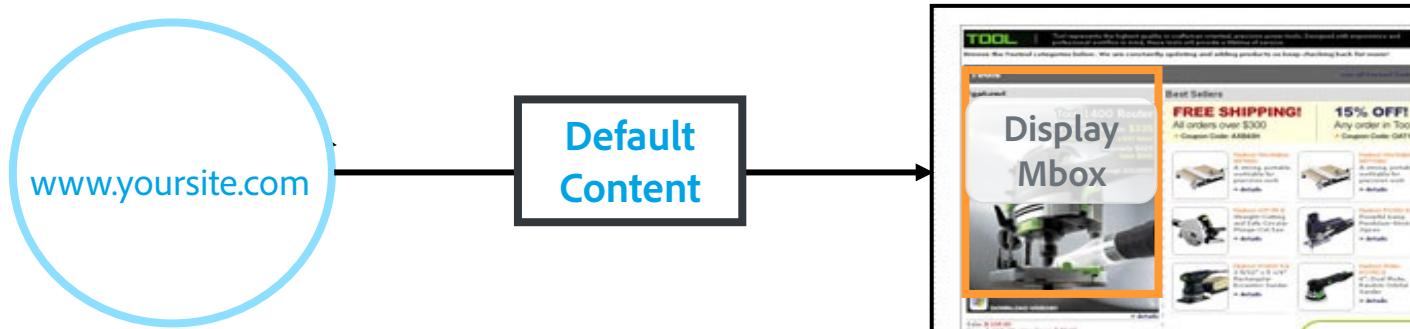
- at.js and mbox.js are implementation libraries for Adobe Target web implementations.
- Choose at.js for new implementations, or to migrate the site implementation from mbox.js to at.js.
- Custom Global Mbox: target-global-mbox
- Global Mbox Auto Create: true
- Implementation Method: at.js (radio button selected)

At the bottom are two buttons: 'Download at.js' (highlighted with a red border) and 'Edit at.js Settings'.

How content display works

Default content:

- Is the content that currently exists on your page
- Ensures 100% positive visitor experience
- 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
 - web service bogged down or browser does not accept cookies or JavaScript



Adobe Target default behavior

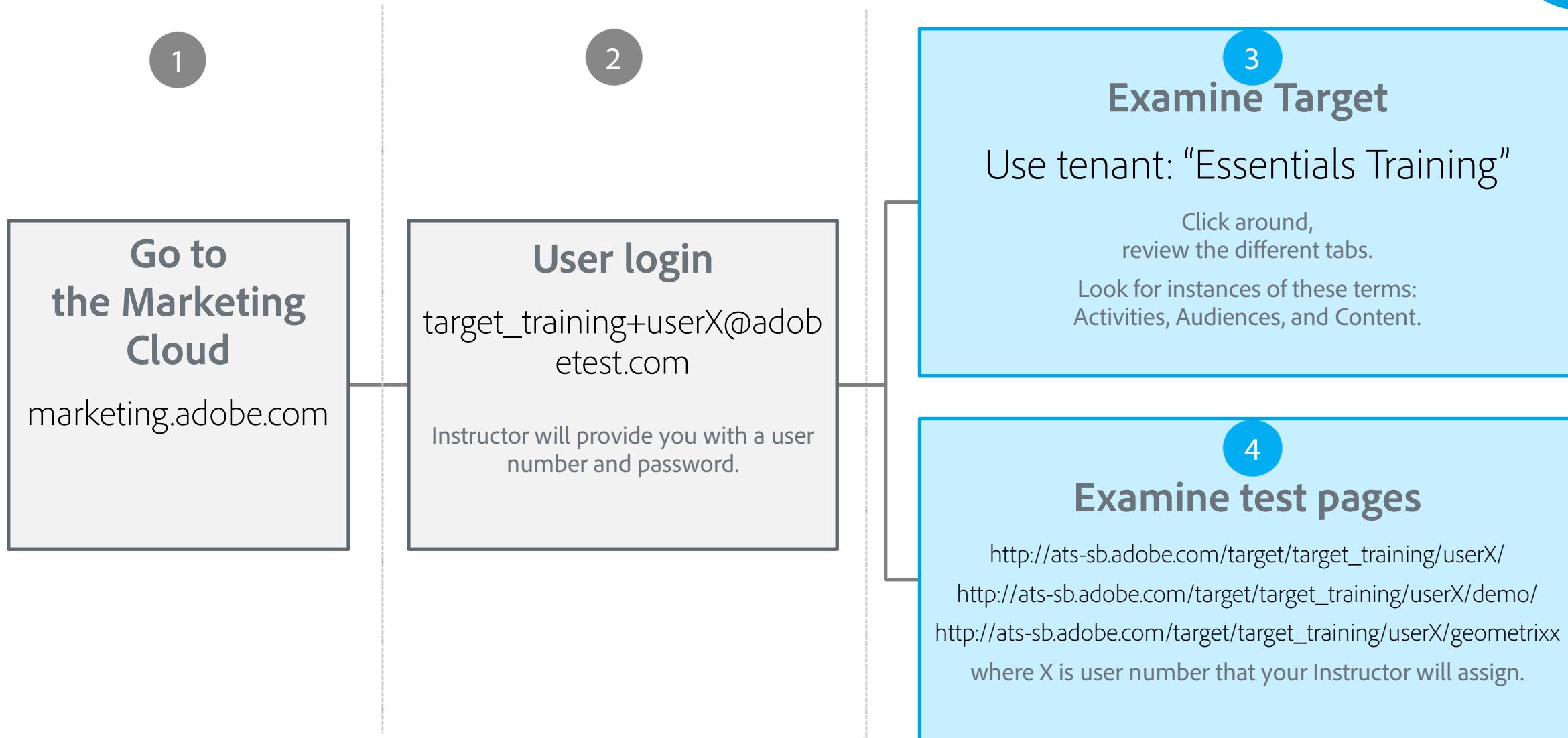
A/B test default behavior

Default counting

- Upon reaching the activity goal → continue to be considered the same visitor

Default display

- Upon reaching the activity goal → continue to see the same experience they were originally served



CHAPTER TWO

Creating Activities

Objectives:

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

Creating a new activity

The screenshot shows the Adobe Marketing Cloud Target interface. On the left, there's a sidebar with categories like Activities, Audiences, Content, Recommendations, and Setup. The main area displays a list of 40 of 407 Activities. Each activity entry includes columns for Type (e.g., A/B, MVT, REC), Name, Status (Inactive or Live), Source (Adobe Target), and Last Updated. A search bar and filter options are at the top. A red box highlights the 'Create Activity' button and a dropdown menu that lists activity types: A/B Test, Automated Personalization, Experience Targeting, Multivariate Test, and Recommendations.

Type	Name	Status	Source	Last Updated
A/B	AB SELECTOR ON http://primathu-w7-3.corp.adobe.com/BullsEye/faces/ta...	Inactive	Adobe Target	Mar 10 2016 06:59 by Priyanka Mathur
A/B	AB ATJS VEC ACTIONS http://primathu-w7-3.corp.adobe.com/BullsEye/faces/ta...	Inactive	Adobe Target	Mar 10 2016 06:38 AM by Priyanka Mathur
MVT	Ankit_AT_Final http://10.41.48.128:8080/qa12_AT/creative_mar.html	Live	Adobe Target	Mar 10 2016 06:10 AM by ankit chauhan
REC	Test Sachin http://10.41.52.140/site/index.php?route=product/produ...	Live	Adobe Target	Mar 10 2016 05:54 AM by Deepak Tiwari
REC	deepak_insert_before_at http://10.41.52.140/site/index.php?route=product/produ...	Live	Adobe Target	Mar 10 2016 05:08 AM by Deepak Tiwari
A/B	AB AT JS REDIRECT http://primathu-w7-3.corp.adobe.com/BullsEye/faces/ta...	Inactive	Adobe Target	Mar 10 2016 05:07 AM by Priyanka Mathur

Step 1: Define Activity URL and Select Composer

Create A/B Test Activity

Choose Experience Composer

Visual (Default)
 Form

Enter Activity URL

Cancel **Next**

Step 1: Working in the VEC

Adobe Marketing Cloud > Target

1 Create 2 Target 3 Goal & Settings

Help 0

Cancel Continue

Untitled Activity

Experiences
A Experience A [Control]
B Experience B
Add Experience

Garden Walkthrough
Gardening Community

Home About Plants Gardens News Contact

Image

GARDENING TIPS
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Tips
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Maecenas eget lorem et tortor malesuada dapibus vel.

Planting
Duis aute irure dolor in reprehenderit.

Adobe Marketing Cloud > Target

1 Create 2 Target 3 Goal & Settings

Help 0

Cancel Continue

Untitled Activity

Experiences
A Experience A [Control]
B Experience B
Add Experience

Garden Walkthrough
Gardening Community

Home About Plants Gardens News Contact

GARDENING TIPS
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Tips
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Happy Gardener
Maecenas eget lorem et tortor malesuada dapibus vel.

Planting
Duis aute irure dolor in reprehenderit.

Step 2: Targeting

The image displays two screenshots of the Adobe Target interface, illustrating the targeting step for two different A/B tests.

Top Screenshot (AB Test_Gingerti2016-02-10--23-08-19):

- Audience:** Shows "All Visitors" selected. A red box highlights the edit icon (pencil) next to the audience name, and another red box highlights the "Change Audience" button below it.
- Traffic Allocation:** Shows "Manual [Default]" selected (radio button is checked).
 - Manual [Default]:** Split traffic by marketer-defined percentages.
 - Auto-allocate to best experience:** Automatically show most new visitors the best performing experience.

Bottom Screenshot (AB Test_Gingerti2016-02-10--06-16-27):

- Audience:** Shows "Referred from Google" selected. This audience is highlighted with a red box.
- Traffic Allocation:** Shows "Manual [Default]" selected (radio button is checked).
 - Manual [Default]:** Split traffic by marketer-defined percentages.
 - Auto-allocate to best experience:** Automatically show most new visitors the best performing experience.

A large blue arrow points from the first screenshot to the second, indicating a progression or comparison between the two configurations.

Step 3: Goal & Settings (part 1)

Holiday Activity

Create Target Goal & Settings

Cancel Save

Activity Settings

Objective

Increase conversion by showcasing holiday themes

Priority

Low ————— High

Duration

Start: When Activated

End: When Deactivated

Adobe

Step 3: Goal & Settings (part 2)

Holiday Activity

Create Target Goal & Settings

Cancel Save

Reporting Settings

Reporting Solution

Adobe Target

Goal Metric*

▼ MY PRIMARY GOAL

What do you want to measure with this activity?

Conversion

What action was taken by your audience to indicate your goal has been reached?

Viewed a page

URL is

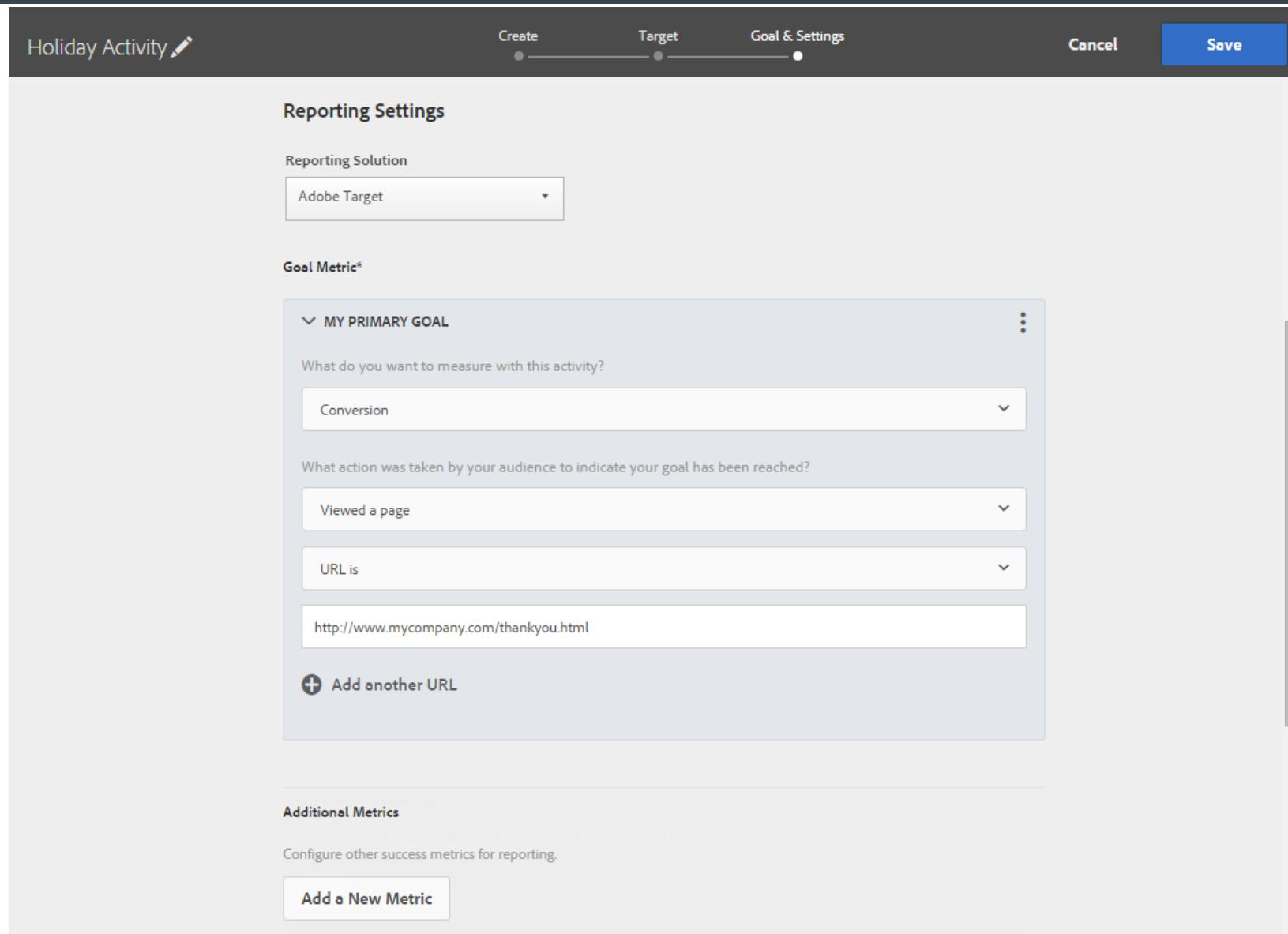
http://www.mycompany.com/thankyou.html

+ Add another URL

Additional Metrics

Configure other success metrics for reporting.

Add a New Metric



Step 3: Goal & Settings (part 3)

The image shows two screenshots of the 'Audiences for Reporting' interface. A large blue arrow points from the left screenshot to the right one.

Left Screenshot:

- Audiences for Reporting**
- Add audiences to enable filtering by audiences in reports. [More >](#)
- Type** **Name**
- All Qualified Visitors (default)
- Use + to add Audiences for your report*

Right Screenshot:

- Audiences for Reporting**
- Add audiences to enable filtering by audiences in reports. [More >](#)
- Type** **Name**
- All Qualified Visitors (default)
- Referred from Google
- Referred from Yahoo
- Referred from Bing
- Returning Visitors
- New Visitors

Save, Overview, [QA], Activate

Adobe Marketing Cloud > Target

Help 0

Holiday Activity A/B

Activate Edit Activity Pin to Board View Experience URLs Archive

Inactive Source: Adobe Target

Overview Reports Collisions Change Log

Activity Location
http://ats.adobe.com/target/demo/index.html
[View Experience URL\(s\)](#)

Objective
Increase conversion by showcasing holiday themes

Goal
I want to... Increase conversion
Measured by... Viewing of page http://www.mycompany.com/thankyou.html

Info
Priority: Low

Target

Audiences

All Visitors

Traffic Allocation 
 Manual [Default]
Split traffic by marketer-defined percentages
 Auto-allocate to best experience
Automatically show most new visitors the best performing experience

Experiences

Experience A [Control]

Experience B

Quality Assurance: Preview Links

Adobe Marketing Cloud > Target

Holiday Activity A/B

Activate Edit Activity Pin to Board

Inactive

Overview Reports Collisions Change Log

Activity Location
http://ats.adobe.com/target/target_training/user24/index.html

[View Experience URL\(s\)](#)

Objective
Increase conversion by showcasing holiday themes.

Goal
I want to... Increase conversion
Measured by... Viewing of page http://www.mycompany.com/th

Info
Priority: Low

Target

Audiences

All Visitors

Please validate this Adobe Target Activity by visiting each of the experience URL(s) below:

Activity name: Holiday Activity
Activity URL: http://ats.adobe.com/target/target_training/user24/index.html
Audience: All Visitors
Expiration: 13 Mar, 2016
Experiences:
Experience A
Experience B

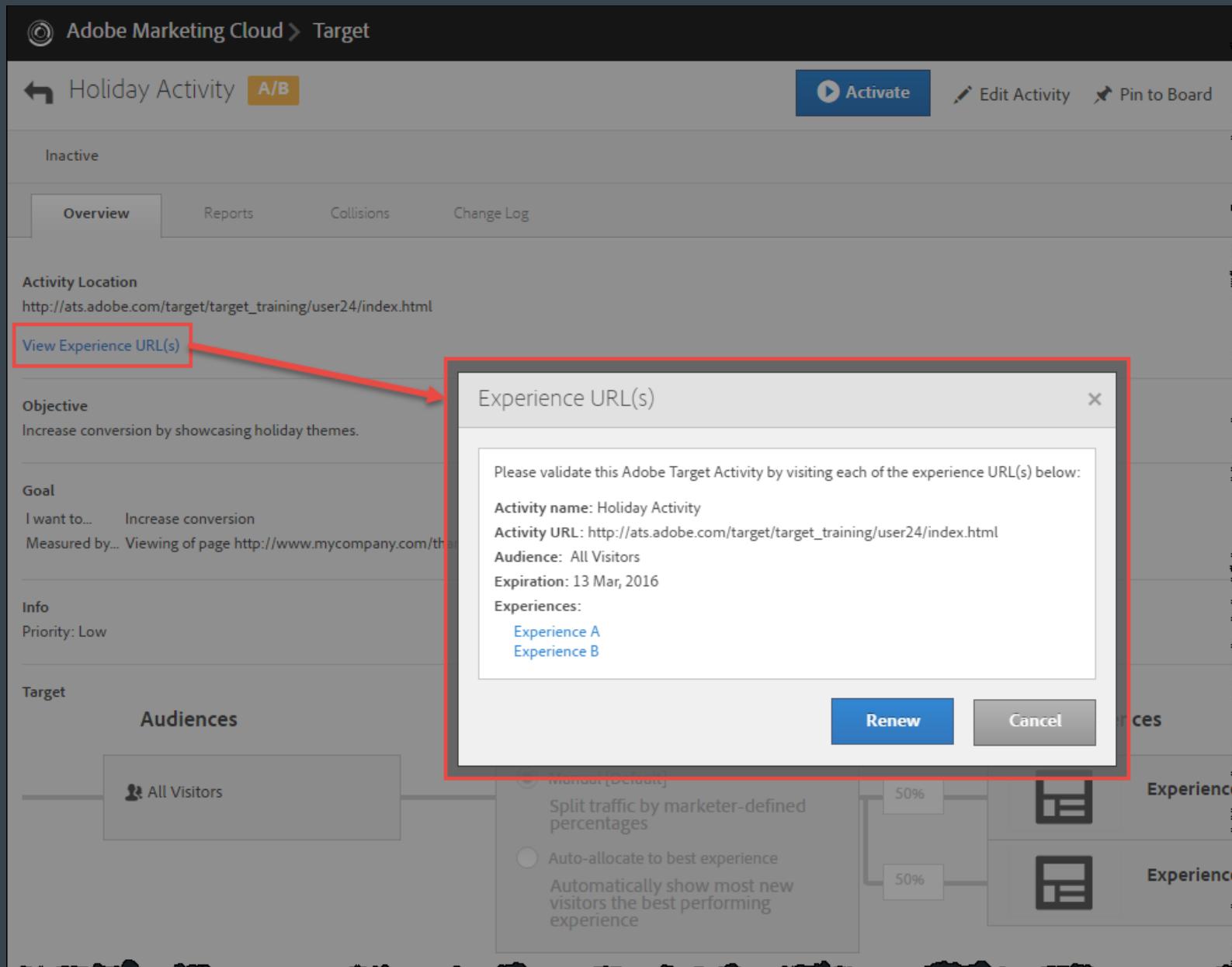
Renew Cancel

Split traffic by marketer-defined percentages
 Auto-allocate to best experience
Automatically show most new visitors the best performing experience

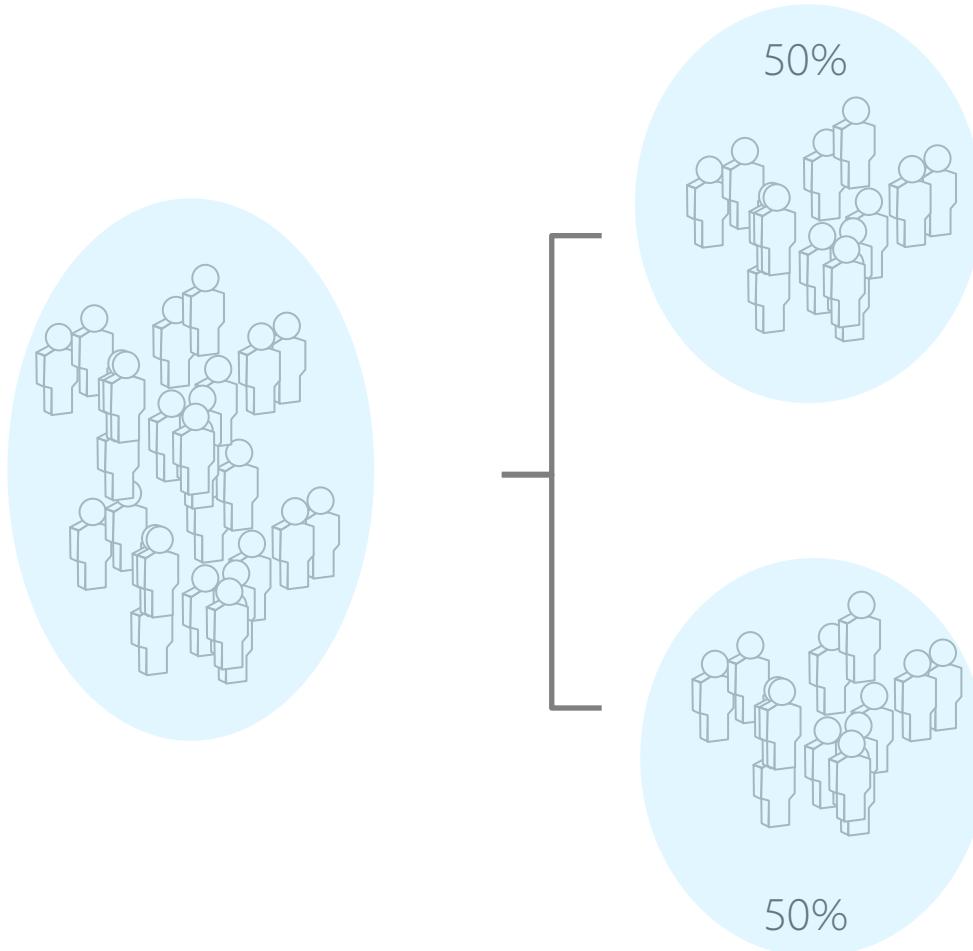
50% 50%

Experience

Experience



Quality Assurance: Simulate Traffic



Activating your recommendation

Adobe Marketing Cloud > Target

Holiday Activity A/B

Activate Edit Activity Pin to Board View Experience URLs Archive

Inactive Source: Adobe Target

Overview Reports Collisions Change Log

Running Conversion Rate (Change metric)

Start: 2016-03-11 End: 2016-03-11 Audience: All Qualified Visitors (default)

Experience A

Experience B

Conversion Rate (%) vs Date (Mar 11)

Experience	Visitors	Conversion Rate (%)	Lift	Confidence
Experience A [Control]	7	0.00%	--	---
Experience B	10	10.00% ± 18.59%	1	0.00%
Activity	17	5.88%	--	---

Summary: Target Quality Assurance Options

VEC, during Authoring (Compose mode)

- Fast, easy, doesn't disrupt the workflow.

Preview Links

- Content renders precisely as it will in the final activity.
- Easy to qualify – can force activity entry.
- Great for browser compatibility tests.
- Easy to share with team members without Target login.

Targeted Audience to limit entry

- Content renders precisely as it will in the final activity.
- Targeting conditions can be tested.
- Success metrics (reporting) can be tested.
- Allows testing in production.
- Allows testing of delivery timing from Target.

Host Groups

- Content renders precisely as it will in the final, published activity (assuming matching test and prod environments).
- Targeting conditions can be tested.
- Success metrics (reporting) can be tested.
- Allows testing of delivery timing from Target.

- Disables JS.
- Site can render differently than the final published activity.
- Cannot test targeting conditions to qualify for activity.
- Cannot test reporting / metrics.

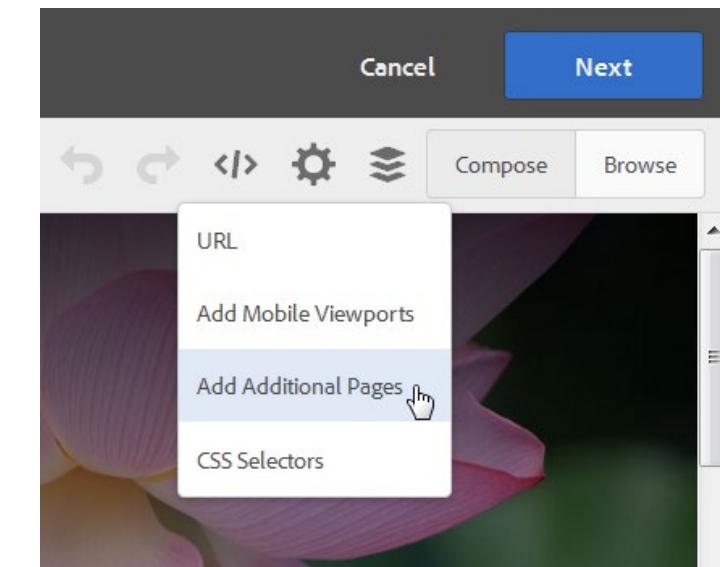
- Must use correct process for copying and distributing links.
- Cannot test targeting conditions to qualify for activity.
- Cannot test reporting / metrics.

- Requires additional setup time.
- Possibility for data pollution.
 - Activity duplication, or
 - Audience duplication, with possible data pollution.

- Test and prod environments must be perfect reflections of one another.

Multipage Activities

- Deliver consistent messaging and offers over multiple pages, with a design that is specific to each page.
- Use case 1:



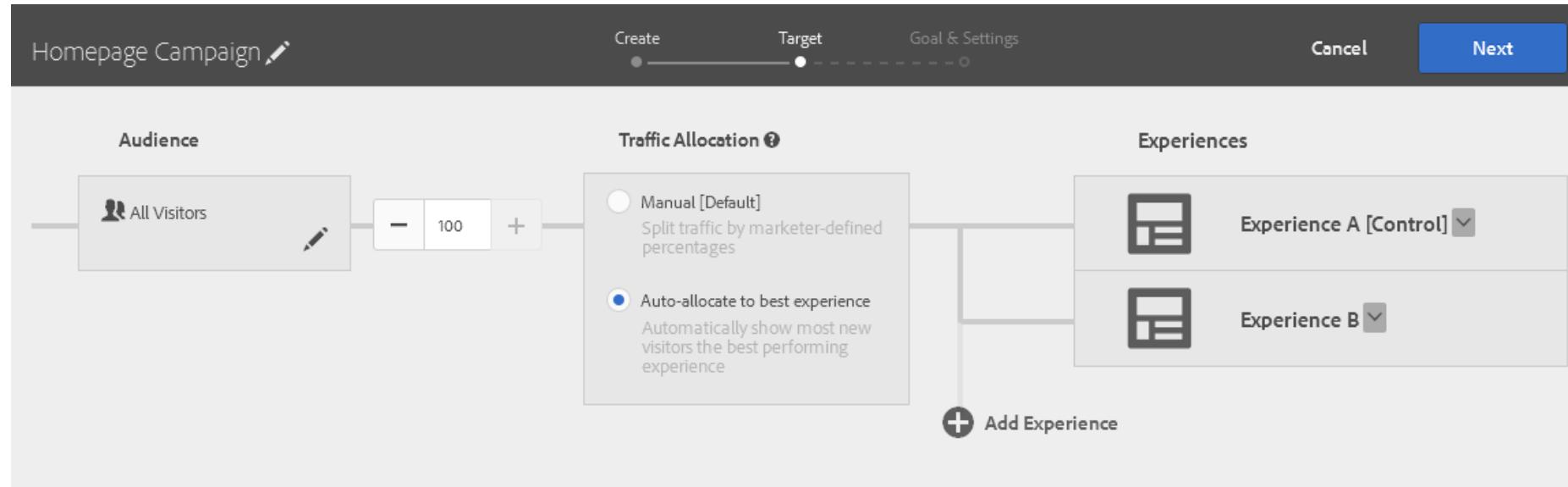
- Use case 2: Create different layouts for your desktop and non-responsive mobile sites. In the activity, define pages for www.mysite.com and m.mysite.com.

Multipage Activity Configuration

The screenshot shows the Adobe Marketing Cloud Target interface for creating a multipage activity. The top navigation bar includes 'Adobe Marketing Cloud > Target', 'Help', '0' notifications, and a user profile icon. A progress bar at the top indicates '1 Create' (highlighted in blue), '2 Target' (grey), and '3 Goal & Settings' (grey). Below the progress bar, there are buttons for 'Cancel', 'Continue', and a gear icon. The main content area is titled 'Multi-page Activity' with a pencil icon. On the left, a sidebar lists 'Experiences' (Experience A [Control], Experience B, Add Experience) and a 'Pages' section containing 'P1 Default Page', 'P2 Plants', 'P3 Gardens', and a 'Add Page' button. A red box highlights the 'Pages' section. A red callout box points to the 'Add Page' button with the text: 'Click "Add Page" to add and configure the desired pages to the selected activity. For example, visitors to this activity will see offers on not only the default activity URL, but also on the "Plants" and "Gardens" pages, for each experience.' On the right, a preview window shows a website layout with a header 'Garden Walkthrough' and a menu bar with 'Link' (selected), 'Home', and 'About'. Below the menu is a placeholder image of a garden. A red box highlights the gear icon in the toolbar above the preview. A red callout box points to the gear icon with the text: 'Click the Settings gear icon to add multiple pages to an activity.'

Auto-allocate Tests

- Sends more traffic to best-performing experiences.



- Assigns NEW visitors to experiences based on experience performance
- Existing visitors remain in their assigned experience
- Constantly learns and updates its model. Traffic: 80% exploitation, 20% exploration.
- Benefit:** Finds a statistically significant, high-performing experience faster than a manual A/B test, and provides higher average activity lift than a manual A/B test.

Why not make all my tests Auto-Allocate Tests?

When to use Auto-Allocate

- When you want to optimize your activity from the beginning and identify the winning experiences as quickly as possible

When to use manual A/B tests

- When you want to characterize/rank the performance of all experiences before optimizing your site

When to use Automated Personalization

- When you want complex optimization algorithms that build predictions based on individual profiles
- When you want to optimize combinations of content, not pre-defined experiences
- When you want to discover responsive visitor segments

Navigating the Target Interface

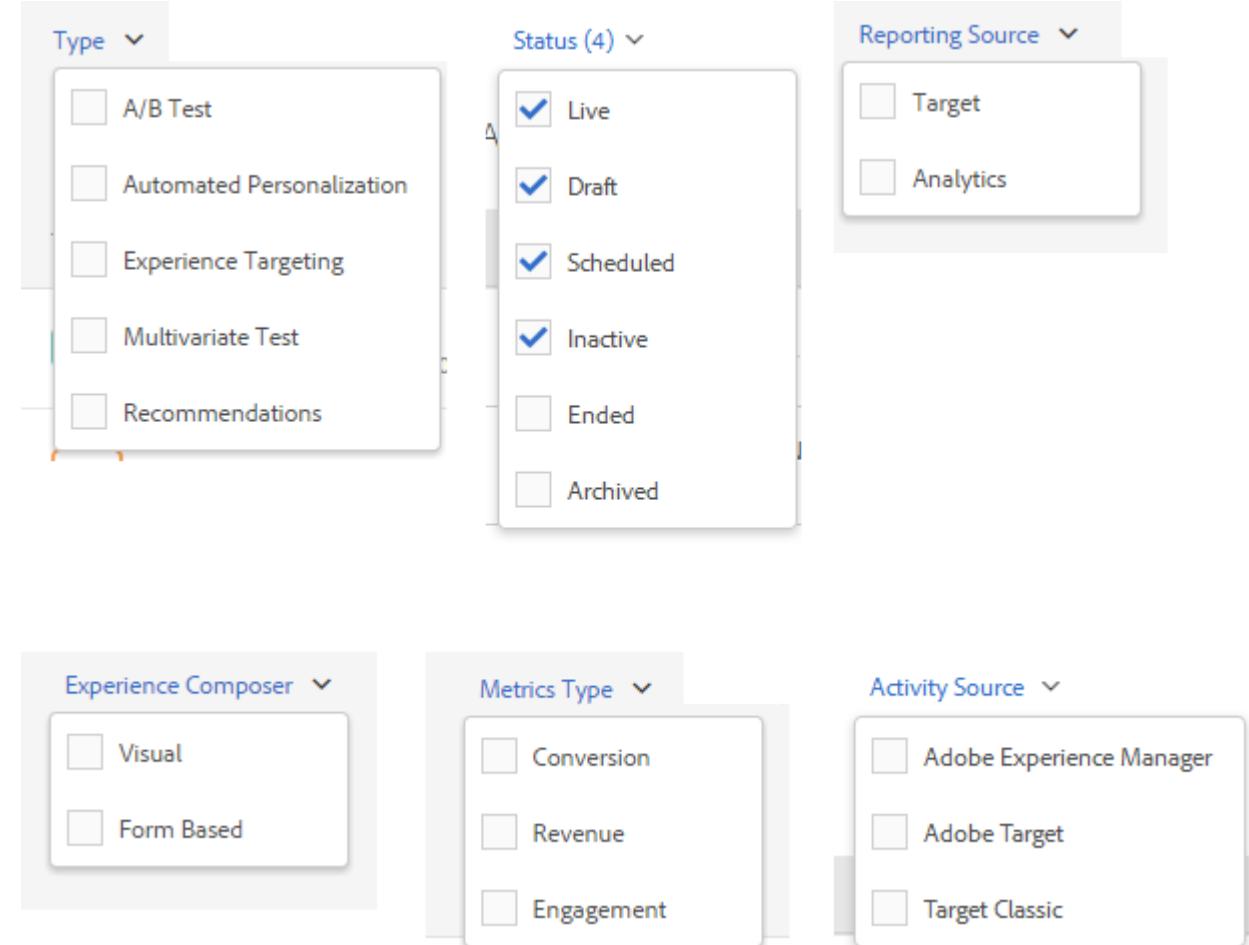
Activity Management

- Activity Statuses:
 - Live
 - Draft
 - Scheduled
 - Inactive
 - Syncing
 - Ended
 - Archived

The screenshot shows the Adobe Target interface with the 'Activities' tab selected. A search bar at the top has the placeholder 'Search Activity Name'. Below it are several filter dropdowns: 'Type' (set to 'A/B'), 'Status (5)' (with a dropdown menu open showing 'Live', 'Draft', 'Scheduled', 'Inactive', 'Syncing', 'Ended', and 'Archived', where 'Live' is checked), 'Reporting Source', 'Experience Composer', 'Metrics Type', and 'Activity Source'. The main area displays a list of activities. One activity is shown in full: 'target/target_training/judy/demo/coloregiallo/index...', status 'Live' (green dot), type 'A/B', reporting source 'XT', and description 'Increase Contact Submissions'. Another activity is partially visible below it: 'target/target_training/tamika/index.html', status 'Live' (green dot), type 'A/B', reporting source 'XT', and descriptions 'Increase Contact Submissions' and 'Increase Contacts DND'. A third activity is partially visible at the bottom: 'http://ats-sd.adobe.com/target/target_training/tamika/index.html', status 'Inactive' (grey dot), type 'A/B', reporting source 'XT', and descriptions 'Increase Contact Submissions' and 'Increase Contacts DND'.

Managing Activities

- Filtering the Activities list
 - Type
 - Status
 - Reporting Source
 - Experience Composer
 - Metrics Type
 - Activity Source



Managing Activities: in the Activities list

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

Type	Name	Status	Source	Last Updated
AP	Ankit_Ap_AT_JS http://10.41.48.128:8080/qa12_AT/creative_mar_new.html	● Live	Adobe Target	Mar 11 2016 06:14 AM by ankit chauhan
A/B	imported_ab_9_march	● Live	Target Classic	Mar 11 2016 04:28 AM by automation qa
MVT	Ankit_AT_Final Copy Copy http://10.41.48.128:8080/qa12_AT/creative_mar.html	● Inactive	Adobe Target	
AP	AP : Negative Orders Value http://nolswu769.corp.adobe.com/common/website/akash/a4t/uno-tpqa1-58XT...	● Live	Adobe Target	Mar 11 2016 03:48 AM by Akash Jain
MVT	Ankit_AT_Final Copy http://10.41.48.128:8080/qa12_AT/creative_mar.html	● Inactive	Adobe Target	Mar 11 2016 03:42 AM by ankit chauhan

- Available options vary depending on the status of the activity

Managing Activities: one activity at a time

- Available options vary depending on the status of the activity

The screenshot shows the Adobe Marketing Cloud Target interface. At the top, the navigation bar includes the Adobe Marketing Cloud logo, a back arrow, the text "Target", a user icon, "Help 0", and a profile icon. Below the navigation, the page title is "AB_draft_activity" with an "A/B" button. To the right are four buttons: "Activate", "Edit Activity", "Pin to Board", and "Archive", with "Edit Activity" and "Archive" highlighted by red boxes. The main content area shows the activity is in "Draft" status and the source is "Adobe Target". A red box highlights the "Overview" tab in the navigation bar, which is currently active. Other tabs include "Reports", "Collisions", and "Change Log". Below the tabs, the "Activity Location" is listed as "http://site/shilpi.html". Under the "Goal" section, it says "I want to... Increase conversion" and "Measured by...Viewing of mbox Image-shilpi4".

Change Log

The screenshot shows the Adobe Marketing Cloud Target interface. The top navigation bar includes the Adobe logo, 'Adobe Marketing Cloud > Target', 'Help 0', and a user profile icon. Below the navigation is a toolbar with buttons for 'Activate' (highlighted in blue), 'Edit Activity', 'Pin to Board', 'View Experience URLs', and 'Archive'. The main content area has a header 'metric dependency on additional metric A/B' and a status 'Inactive'. On the right, it says 'Source: Adobe Target'. Below this, there are tabs for 'Overview', 'Reports', 'Collisions', and 'Change Log', with 'Change Log' being the active tab. The 'Change Log' table has columns for 'Date', 'User', 'Action', and 'Status'. The data shows the following history:

Date	User	Action	Status
Fri, 04 Mar 16 at 12:56 AM	shilpi@adobe.com	Deactivated the activity	✓
Fri, 04 Mar 16 at 12:56 AM	akojh@adobe.com	Deactivated the activity	✓
Fri, 04 Mar 16 at 12:37 AM	akojh@adobe.com	Updated the activity	✓
Fri, 04 Mar 16 at 12:37 AM	shilpi@adobe.com	Updated the activity	✓
Fri, 04 Mar 16 at 12:35 AM	shilpi@adobe.com	Activated the activity	✓
Fri, 04 Mar 16 at 12:35 AM	akojh@adobe.com	Activated the activity	✓
Fri, 04 Mar 16 at 12:35 AM	shilpi@adobe.com	Created the activity	✓
Fri, 04 Mar 16 at 12:35 AM	akojh@adobe.com	Created the activity	✓

CHAPTER THREE

Composing Experiences

Objectives:

- Choose from the full menu of actions within the Visual Experience Composer (VEC) to build experiences adeptly

Configure the VEC

- Create template tests
- Use mobile viewports
- Create activities even if they cannot be constructed visually using the Form-based Experience Composer (FEC)

Actions – Text and Images

Test Page Activity 

Create Target Goal & Settings Cancel Next

Experiences

- A Experience A [Co]
- B Experience B
- + Add Experience

Edit Text/HTML
Edit Background Color
Insert Element
Edit CSS Class
Swap Offer
Remove Item
Hide Item
Rearrange
Resize
Move
Expand Selection

THINK
SIMPLE

Home About Us Services Portfolio News Contact

H1

Simple. Think.

"The little things are infinitely the most important."

Image

- Edit Source
Edit Link
Insert Element
Swap Image
Remove Item
Hide Item
Rearrange
Resize
Move
Expand Selection

About Us Services

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec molestie. Sed aliquam com.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec molestie. Sed aliquam com.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec molestie. Sed aliquam com.

Actions – Links and Mboxes

The screenshot shows a website interface with a dark background. At the top left is the logo "jontehero.com". To the right are navigation links: PRICES, CONTACT, and BLOG. Below these are six categories: WEDDING, ENGAGEMENT, BRIDAL, SENIORS, FAMILY, ACTION, and TRAVEL. The WEDDING category is highlighted with an orange border. A context menu is open over the WEDDING link, listing the following options:

- Edit Text/HTML
- Edit Background Color
- Insert Element
- Edit Link
- Edit CSS Class
- Remove Item
- Hide Item
- Rearrange
- Resize
- Move
- Expand Selection
- Navigate to this link

Below the menu, there are three images: a black and white photo of a horse, a landscape photo of a snowy mountain, and a couple kissing in front of a large building.

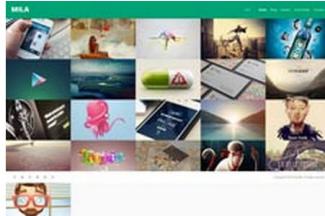
Rearrange Items

asdf

Experience A [Control] Experience B **Experience C** +

Work

All Web Design Print Logo Design







Contact

Name Email

Enter your message here

If you'd like to send me some feedback or hire me please use the form below to connect with me. I read every email and usually reply within one business day.

Harpreet Singh
+91 (0120) 2444711
Noida, Sector 25 A
SKILL UP ACADEMY

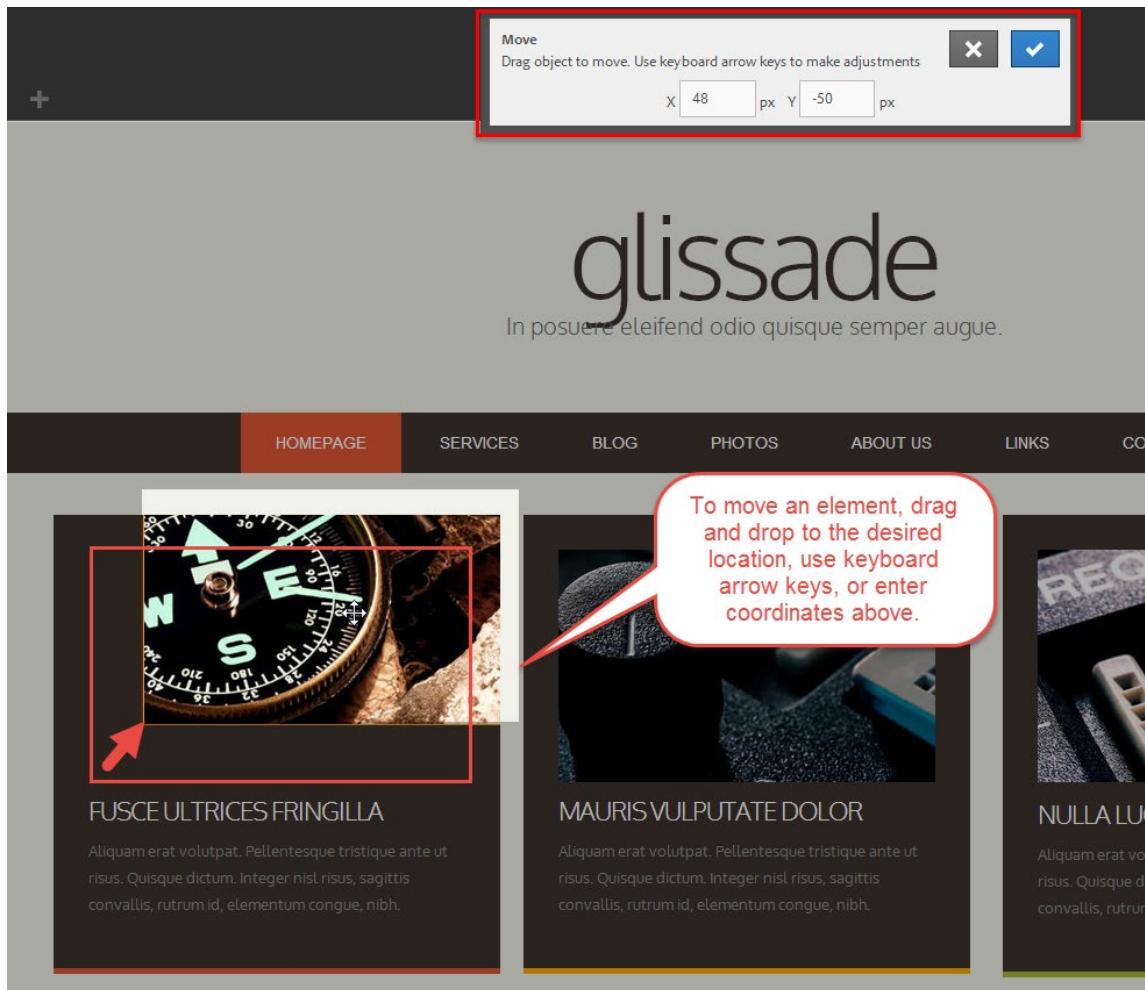
Insert Element

- Insert a completely new image, HTML or text element onto the page



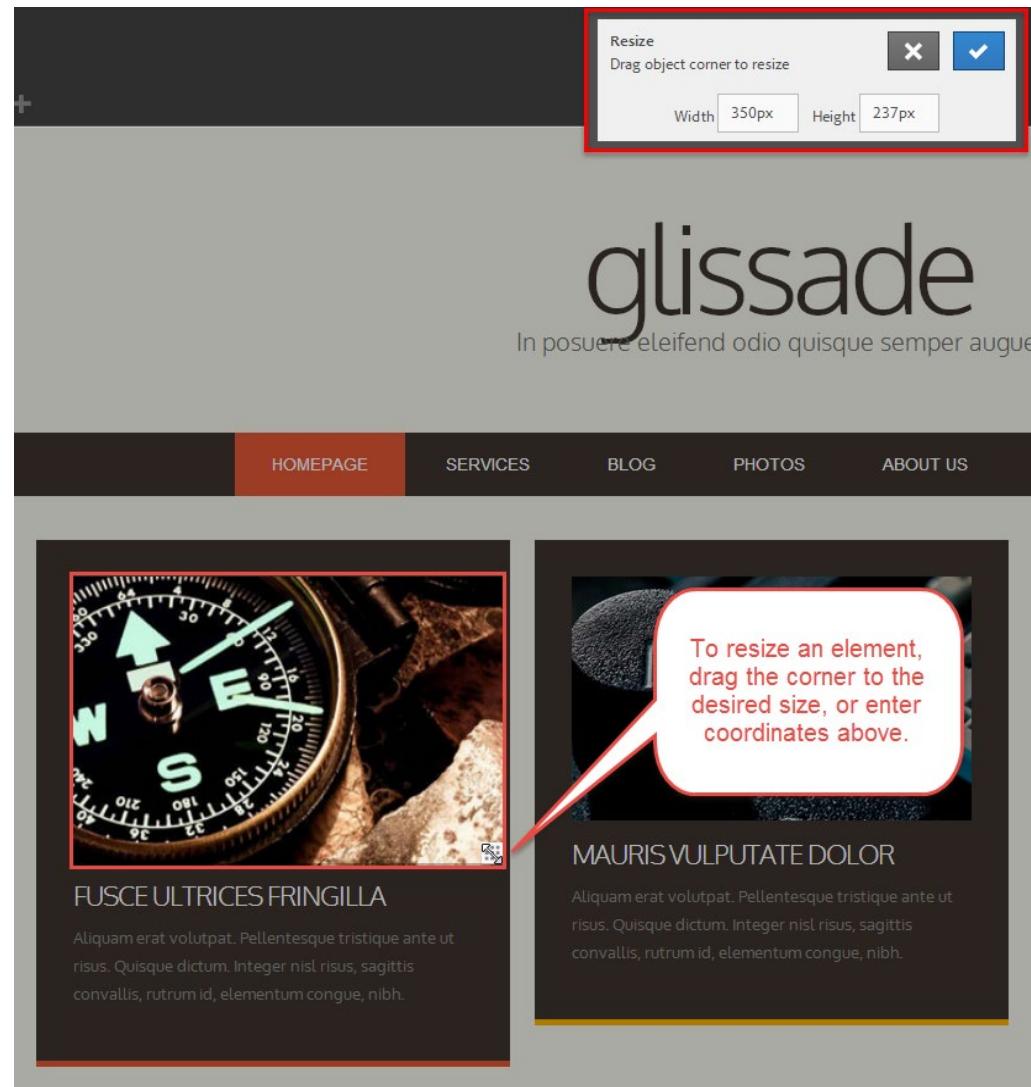
Move

- Move an element anywhere else on the page.



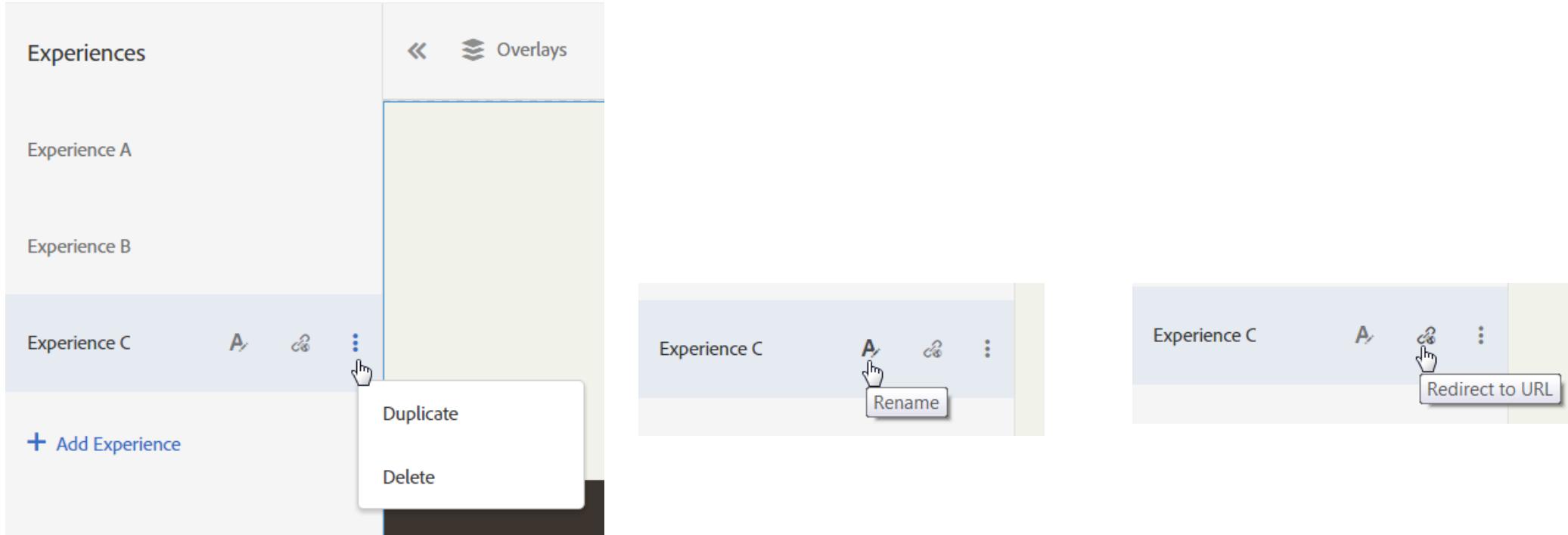
Resize

- Resize elements to any new size
- Bottom right corner of the element becomes a handle that you can drag



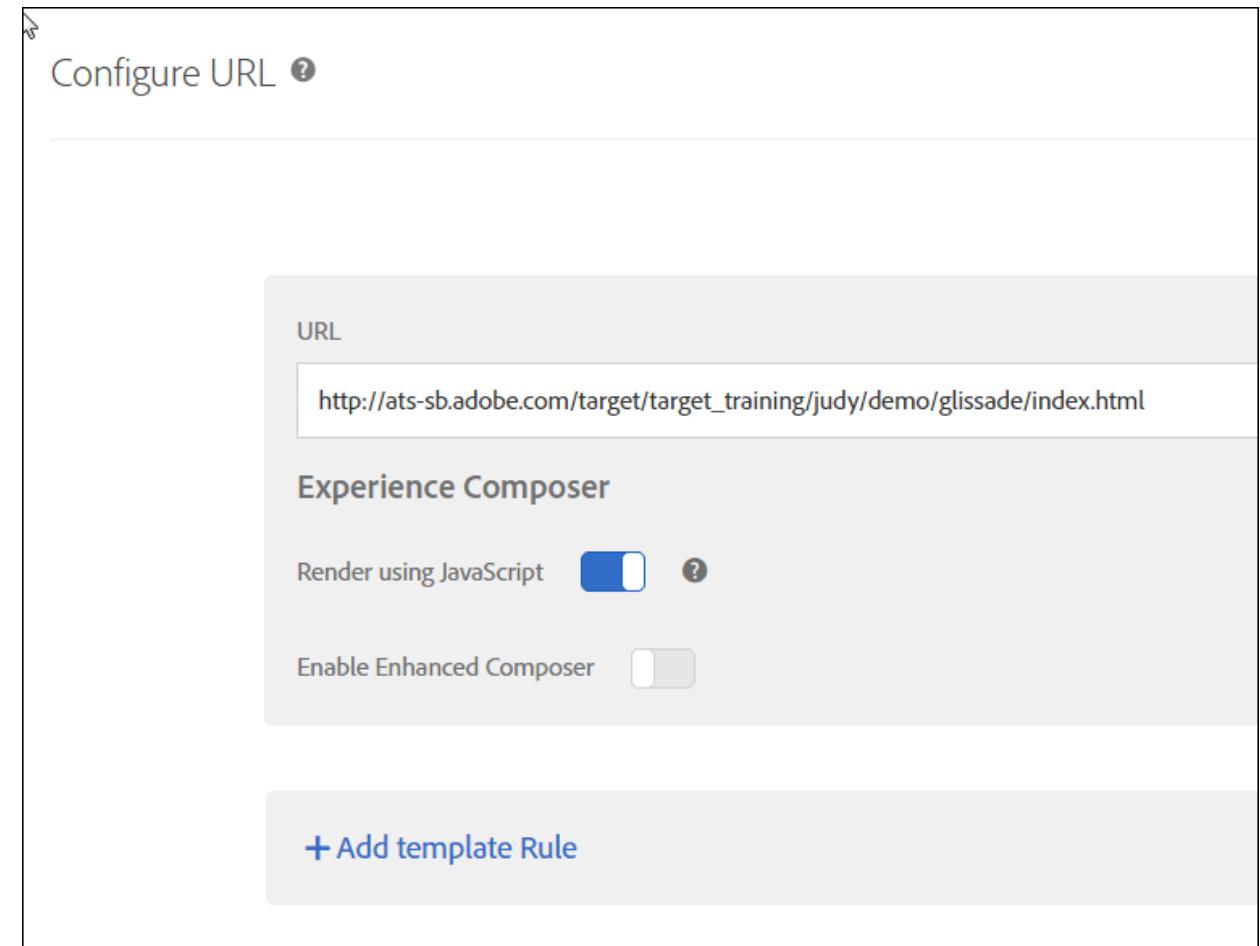
Managing Experiences

- Click the experience for options to Delete, Duplicate, Rename, or Redirect to URL.
- Click the plus sign to compose additional experiences.



Disabling JavaScript

- VEC disables some JS elements on the page
- Disable JS when you need to edit animated elements



Adding Multiple URLs: Running an Activity in Multiple Environments

- Add multiple URLs, identified using URL logic or patterns, to extend the activity to additional pages
- Use case: Show the same test across multiple subdomains or environments, such as test/development/QA/staging pages.

Original URL

<http://mysite.com>

Multiple Environments

<http://stage.mysite.com>

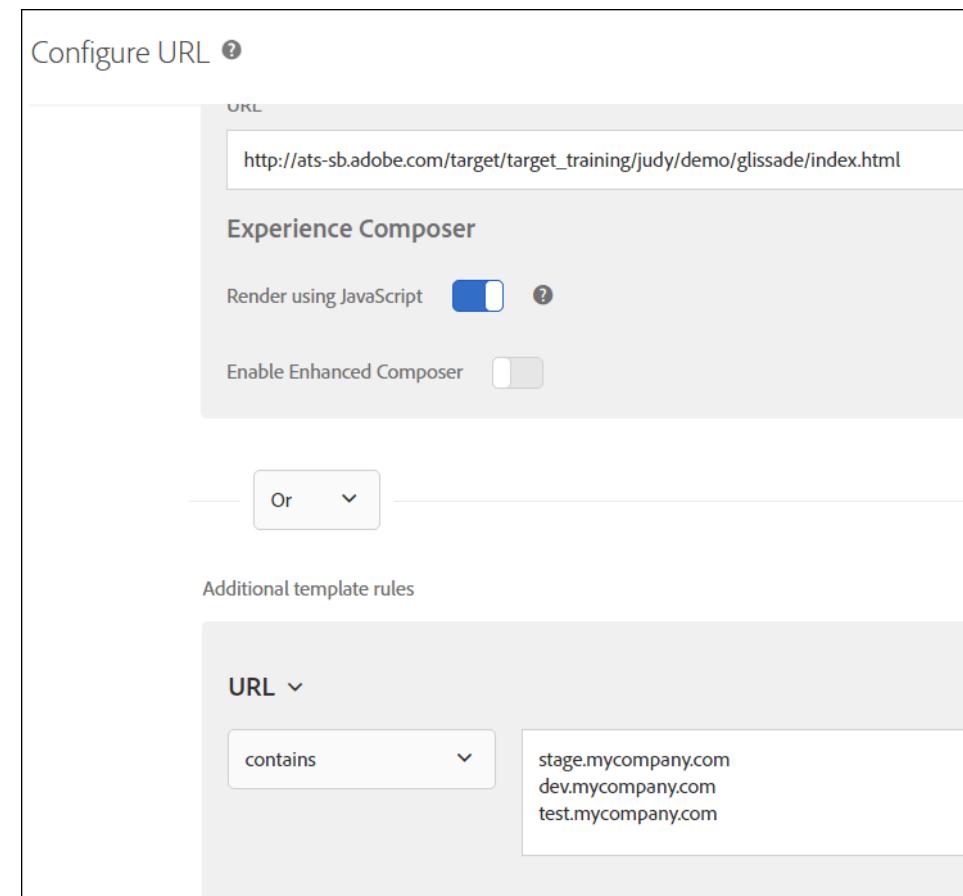
<http://dev1.mysite.com>

<http://127.0.0.1:5454>

URL Variations

<http://mysite.com/>

<http://mysite.com/index.html>



Adding Multiple URLs: Template Testing

- Add multiple URLs, identified using URL logic or patterns, to extend the activity to additional pages
- Use case: Run a template test, such as a test across ALL product pages.
- Note that this is different from multipage activities, in which single experiences span multiple pages.

Configure URL ?

URL
http://www.mycompany.com/web/browser/productdetails.jsp?productid=3716285

Experience Composer

Render using JavaScript ?

Enable Enhanced Composer

Or ▼

Additional template rules

URL ▼

contains http://www.mycompany.com/web/browser/productdetails.jsp?productid=

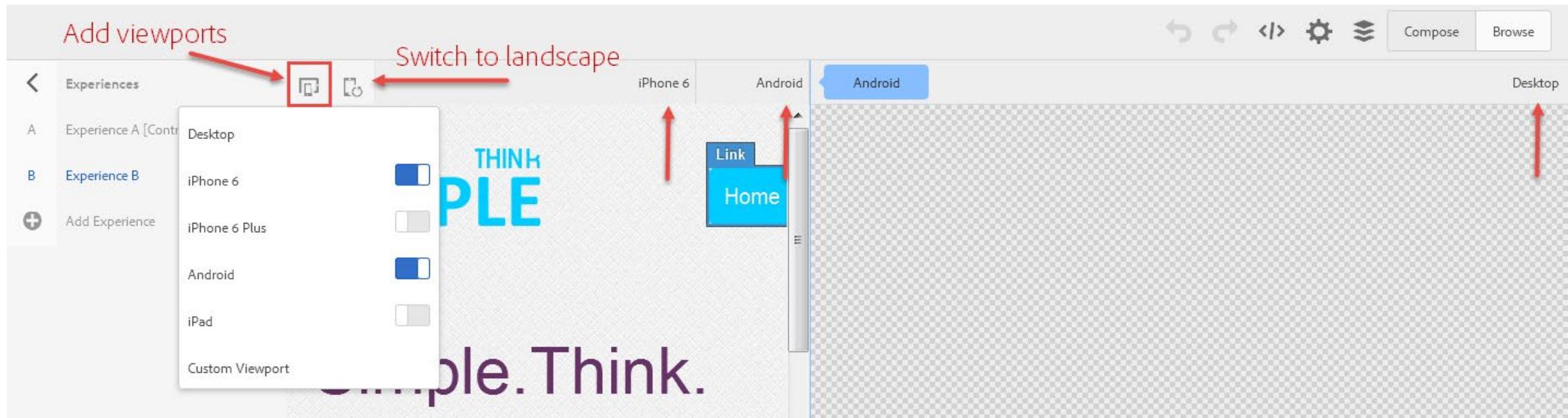
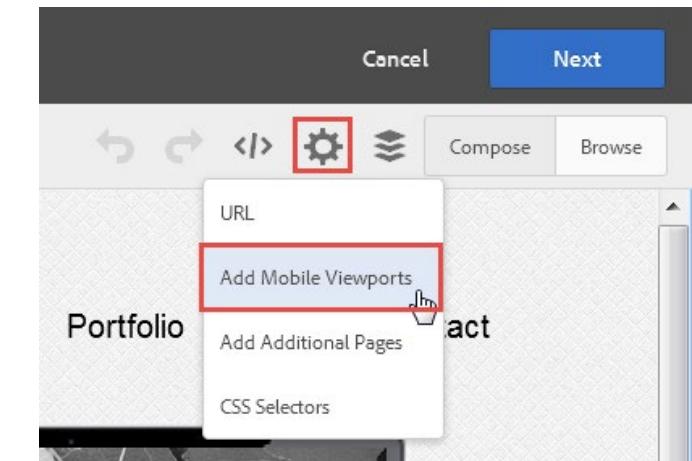
And

Mbox parameter ▼

target-global-mbox category contains mens

Mobile Viewports

- Mobile Viewports enable experience editing of responsive mobile sites.
- Remember: if you have a separate, non-responsive mobile site with a distinct structure, such as m.mysite.com, use a multipage activity instead.
- Example: Adding iPhone 7 and an Android mobile viewport lets this user preview their experience to verify its appearance on those mobile devices.



Mobile Viewport Configuration

- To add devices for previewing experiences, use account-level mobile viewport configuration settings.

Mobile Viewport Configuration
Add devices for previewing experiences within Visual Experience Composer. Each device will have an associated audience.

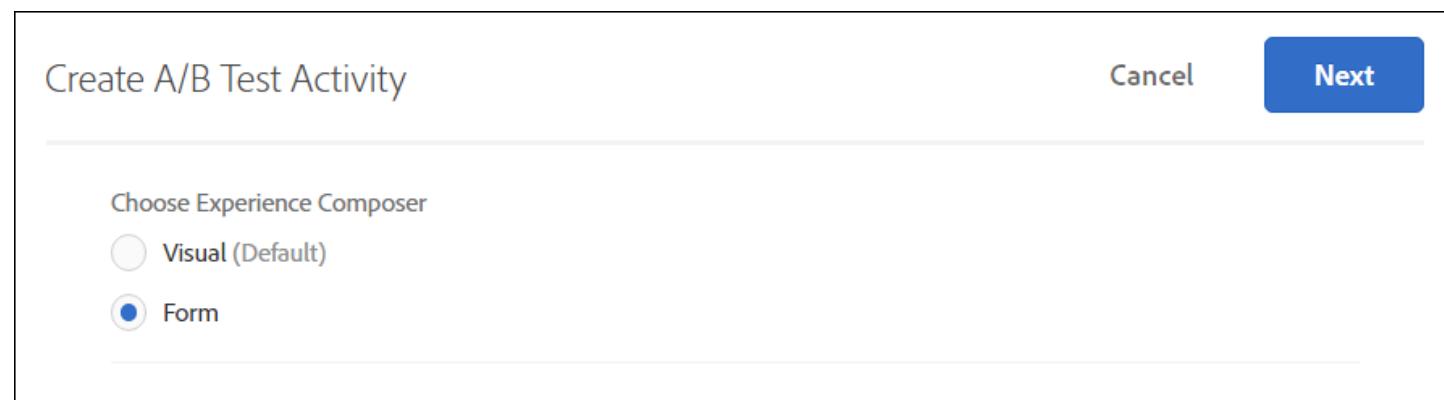
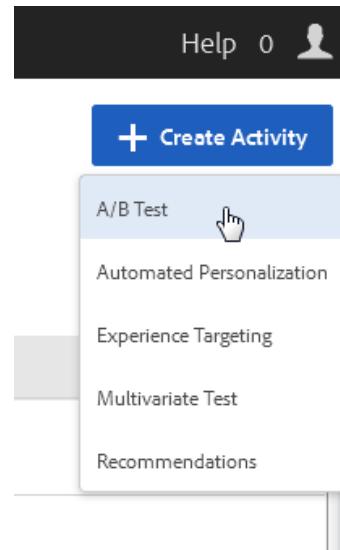
<input type="checkbox"/>	Name ↑	Size (Width x Height)	OS
<input type="checkbox"/>	Desktop	Width > 1024px	
<input type="checkbox"/>	Android	480 x 600	Android
<input type="checkbox"/>	iPad	768 x 1024	iOS
<input type="checkbox"/>	iPhone 6	375 x 667	iOS
<input type="checkbox"/>	iPhone 6 Plus	414 x 736	iOS

[+ Add new](#) [Delete](#) [Edit](#)

- Use <http://viewportsizes.com/> to determine viewport lengths and widths.

Form-based Experience Composer (FEC)

- Great for any situations for which visualization is not possible within the VEC, including testing:
 - Emails
 - Video Game Consoles
 - Set Top Boxes
 - In-store Kiosks
 - ATMs or Cash Machines
 - Internet-connected Devices and the Internet-of-Things (IoT)



Form-based Experience Composer (cont)

The screenshot shows the Adobe Experience Composer interface for creating an activity. The top navigation bar includes 'Create', 'Target', 'Goal & Settings', 'Cancel', and a blue 'Next' button. On the left, a sidebar lists 'Experiences' with 'A Experience A [Control]' and 'B Experience B' selected and highlighted with a red box. Below this is an 'Add Experience' button. The main workspace is titled 'LOCATION 1' and contains a dropdown menu set to 'user1_homePage_hero'. Under 'CONTENT', there's a 'Default Content' section with a checked checkbox, which has a context menu open. The menu items are: 'Change Offer' (disabled), 'Change Redirect Offer' (disabled), 'Change Image Offer' (selected and highlighted with a blue background and a cursor icon), 'Use Default Content', and 'Create HTML Offer'. At the bottom of the workspace is an 'ADD LOCATION' button.

Form-based Experience Composer: Example

- A/B test
- Two locations
- Visitors to Experience B will see the alternate content in each of the locations as specified here.
- Location-based method of defining experiences, as opposed to the visual method enabled by the VEC.

The screenshot shows the Adobe Experience Composer interface. On the left, a sidebar lists 'Experiences' with 'Experience A [Control]' and 'Experience B' selected. Below that is an 'Add Experience' button. The main area is titled 'LOCATION 1' and shows a dropdown menu set to '_homePage_hero'. Under 'CONTENT', there is a section for 'Desert.jpg' which is checked and displays a photograph of a desert landscape with mesas. Below this is 'LOCATION 2' with a dropdown menu set to '_homePage_leftsubitem'. Under 'CONTENT', there is a section for 'Teresa's Free Koala' which is checked and displays the HTML code: <h1> FREE KOALAS</h1> and <h4> This is the best offer in the entire world.</h4>

CHAPTER FOUR

Content (Offers)

Objectives:

- Navigate the Content Library
- Create Image Offers and Code Offers
- Differentiate which aspects of the Content Library are enabled by Scene7

The Content Library

Adobe Marketing Cloud > Target

Help 0

Content

Search

Activities

Audiences

Content

Recommendations

Setup

gardening-teamwork.jpg
image/jpeg
233 x 222 70.2 KB
5 months ago

gardening-handholdinggreenplant.jpg
image/jpeg
355 x 246 76.5 KB
7 months ago

gardening-happywoman.jpg
image/jpeg
350 x 462 78.1 KB
2 years ago

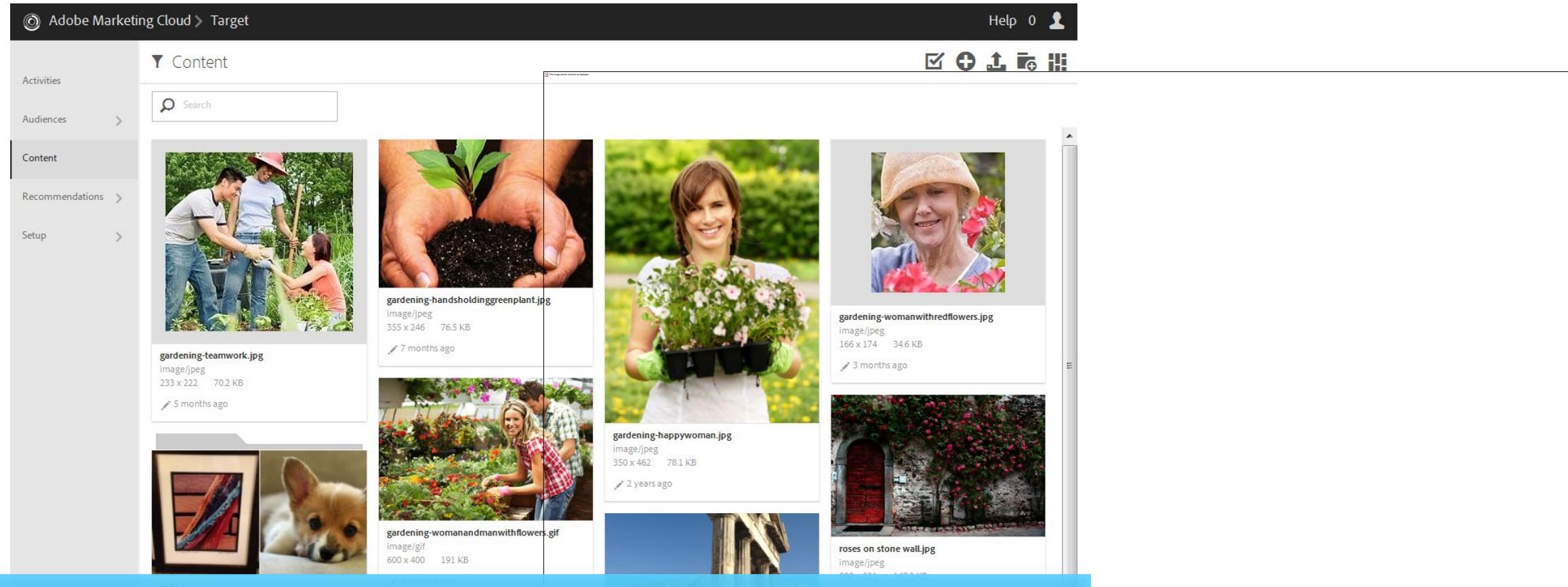
gardening-womanwithredflowers.jpg
image/jpeg
166 x 174 34.6 KB
3 months ago

roses on stone wall.jpg
image/jpeg
600 x 400 191 KB

CKV

Code offers are HTML, Redirect, or Remote offers.

Easy organization and re-use of content



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ADOBE TRAINING SERVICES

Content = Image Offers + Code Offers

The screenshot shows the Adobe Target interface with the 'Offers' tab selected in the top navigation bar. On the left, a sidebar lists 'Code Offers' and 'Image Offers'. The main content area displays a search bar with 'Search offers or folders' and a magnifying glass icon. Below the search bar are dropdown menus for 'Type' and 'Source'. A message indicates '11 of 11 Items'. A table lists five items:

Type	Name
Folder	Staci ADLS Trainer
Image	Kozy Shack Pudding
Folder	Tamika
Folder	Target Classic Code Offers
Folder	Emily

HTML Offers

The screenshot illustrates the process of creating an HTML Offer and its final presentation.

Left Panel: A sidebar menu with a blue header containing a '+ Create' button. Below it are four items: 'HTML Offer' (selected), 'Redirect Offer', 'Remote Offer', and 'Folder'. A large blue arrow points from the 'HTML Offer' item towards the central modal window.

Central Window: A modal titled 'Create HTML Offer' with 'Cancel' and 'Save' buttons. It has two sections: 'Information' and 'Code'.

- Information:** A 'Name (Required)' field containing 'Kozy Shack Pudding'.
- Code:** A code editor containing the following HTML and CSS:

```
<h3>What's Wrong With You?</h3>
Clearly, you need to eat more pudding.
```

A blue arrow points from the 'Code' section down to the corresponding content on the website preview.

Website Preview: A dark-themed website for 'jontehero.com' featuring a navigation bar with 'WEDDING', 'ENGAGEMENT', 'BRIDAL', and a highlighted 'HOME' button. A callout box highlights the 'WHAT'S WRONG WITH YOU?' section, which contains the text 'CLEARLY, YOU NEED TO EAT MORE PUDDING.' This text matches the content in the 'Code' editor of the modal.

CHAPTER FIVE

Audiences and Targeting

Objectives:

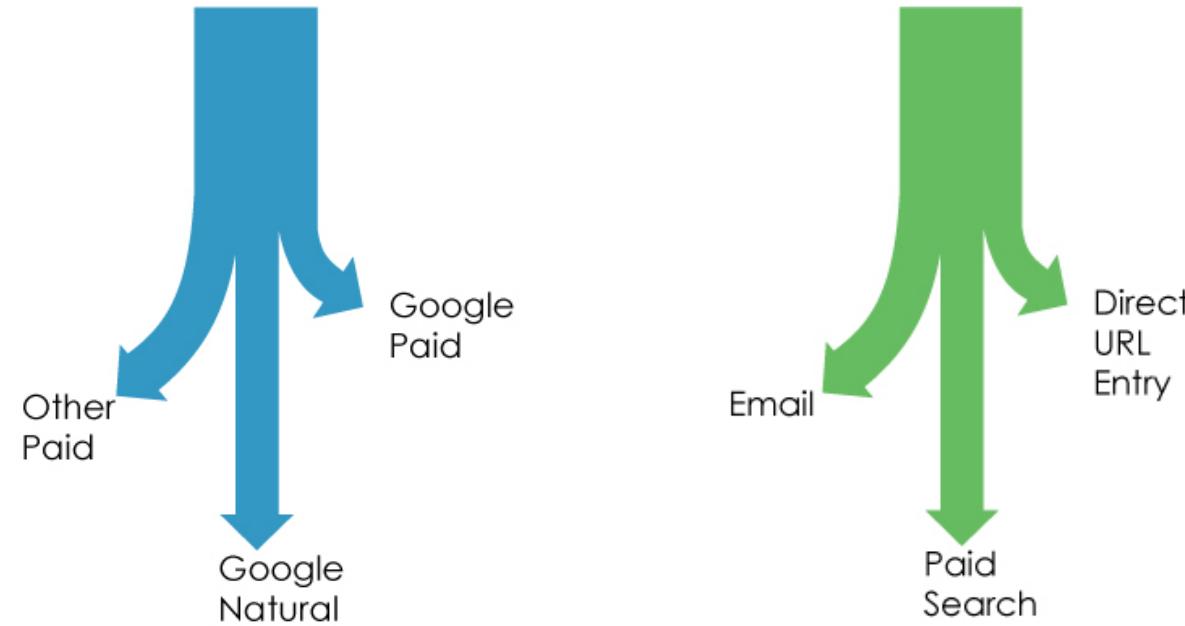
- Define an Adobe Target audience
- Explain the value of audiences
- Create audiences
- Use audiences to target
- Use audiences to filter report results

What Is an Audience?

- An audience is a portion of your traffic that shares certain characteristic(s)

- Examples:

- From Google
- From Yahoo
- From MSN
- Paid vs. Natural



- Value:

- Target activities to audiences → improve relevance and engagement → improve conversion
- View report results by audience → deeper and broader insights → continues the optimization cycle

The Audience List

Adobe Marketing Cloud > Target

Audiences (100 of 699)

[Create Audience](#)

Search

Type	Name	Source	Modified ↑
>All Visitors	All Visitors	Target	Feb 27 2016 01:54 AM by Admin
New Visitors	New Visitors	Target	Jun 06 2013 02:27 PM by Admin
Returning Visitors	Returning Visitors	Target	Jun 06 2013 02:28 PM by Admin
Referred from Bing	Referred from Bing	Target	Jun 06 2013 02:31 PM by Admin
Referred from Google	Referred from Google	Target	Jun 06 2013 02:31 PM by Admin
Home Browser	Home Browser	Target	Jun 06 2013 02:31 PM by Admin
Internet Explorer	Internet Explorer	Target	Jun 06 2013 02:44 PM by Admin

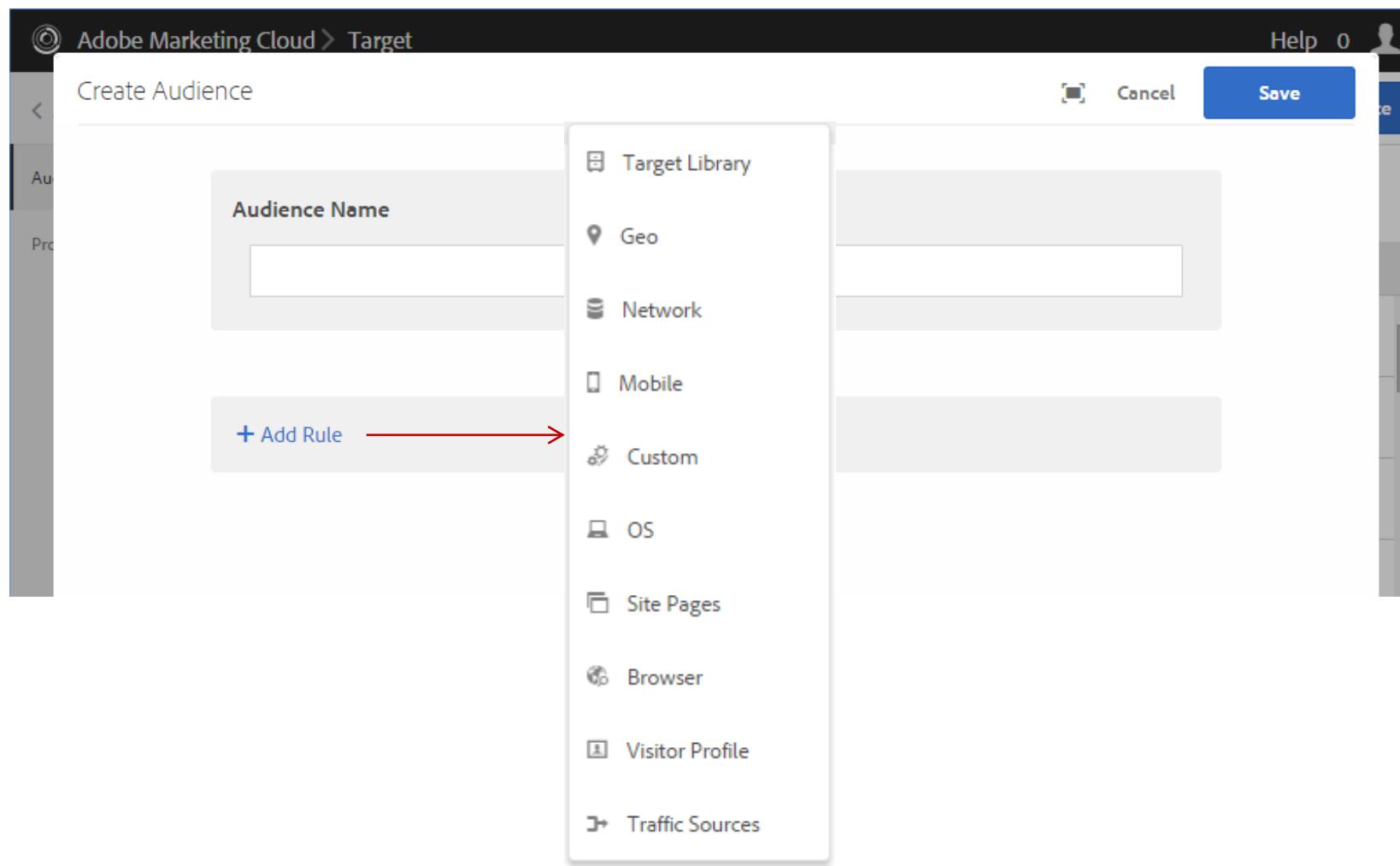
Central repository for all audiences

Easy creation and re-use of audiences

Deeper understanding of key audiences

Creating Audiences

- Rules-based audiences → Rules-based targeting



The screenshot shows the 'Create Audience' dialog in the Adobe Marketing Cloud Target interface. The dialog includes fields for 'Audience Name' and a 'Target Library' sidebar with categories such as Geo, Network, Mobile, Custom, OS, Site Pages, Browser, Visitor Profile, and Traffic Sources. A red arrow points from the '+ Add Rule' button to the sidebar.



Geo-targeting

The screenshot shows the 'Create Audience' screen in Adobe Marketing Cloud's Target module. On the left, a sidebar lists categories: Target Library, Geo (selected), Network, Mobile, Custom, OS, and Site Pages. A large blue arrow points from the 'Geo' category in the sidebar to the 'Geo' section in the main panel. The main panel has tabs for 'Geo' (selected) and 'Demographic'. Under 'Geo', there are dropdowns for 'Country' and 'matches' (set to 'ja'). Below these are two 'Add Rule' buttons. A dropdown menu for 'Country' is open, showing options: jamaica, japan (selected), libyan arab jamahiriya, and svalbard and jan mayen islands.

Creating Audiences – example

- And/Or option available for every condition added using “Add Rule.”
- Result:
Sophisticated, robust,
precise audience
definitions!
- Each boxed area (gray or
white) can be thought of
as logical parentheses

AND/OR

The screenshot shows the Audience Rules interface with three main sections: Site Pages, Browser, and an empty third section at the bottom.

- Site Pages:** Contains a rule: "Current Page Query contains specials".
- Browser:** Contains a rule: "Type equals Select Firefox".
- Bottom Section:** Contains a "+ Add Rule" button.

A blue arrow points from the "AND/OR" text above to the "AND" dropdown in the Browser section, indicating that each boxed area represents a logical group.

Creating Audiences – example 2

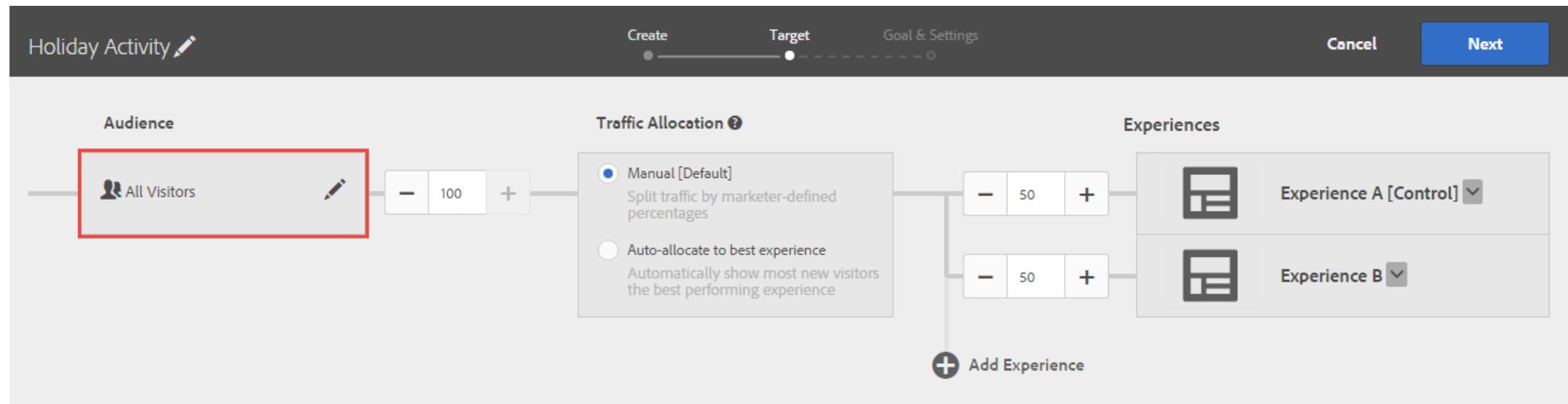
- (Firefox and US) or Thailand or Returning Visitor
- And/Or option available for every condition added using “Add Rule.”
- Result:
Sophisticated, robust, precise audience definitions!
- Each boxed area (gray or white) can be thought of as logical parentheses

The screenshot shows the Audience Rules interface with four stacked sections, each containing a logical operator (AND, OR) and a condition.

- Browser:** AND operator, Type equals Select, Firefox.
- Geo:** AND operator, Country matches Search, united states.
- OR (highlighted):** AND operator, OR operator, Country matches Search, thailand.
- Visitor Profile:** OR operator, Returning Visitor.

Using audiences to target

- Activity-level targeting



- May also perform experience-level targeting, in Experience Targeting tests. (more on those, later)

Using audiences to filter report results

Create Target Goal & Settings

Goal Metric*

Metric: Conversion Action: Viewed a page URL: http://www.mycompany.com/t...

Additional Metrics

Configure other success metrics for reporting.

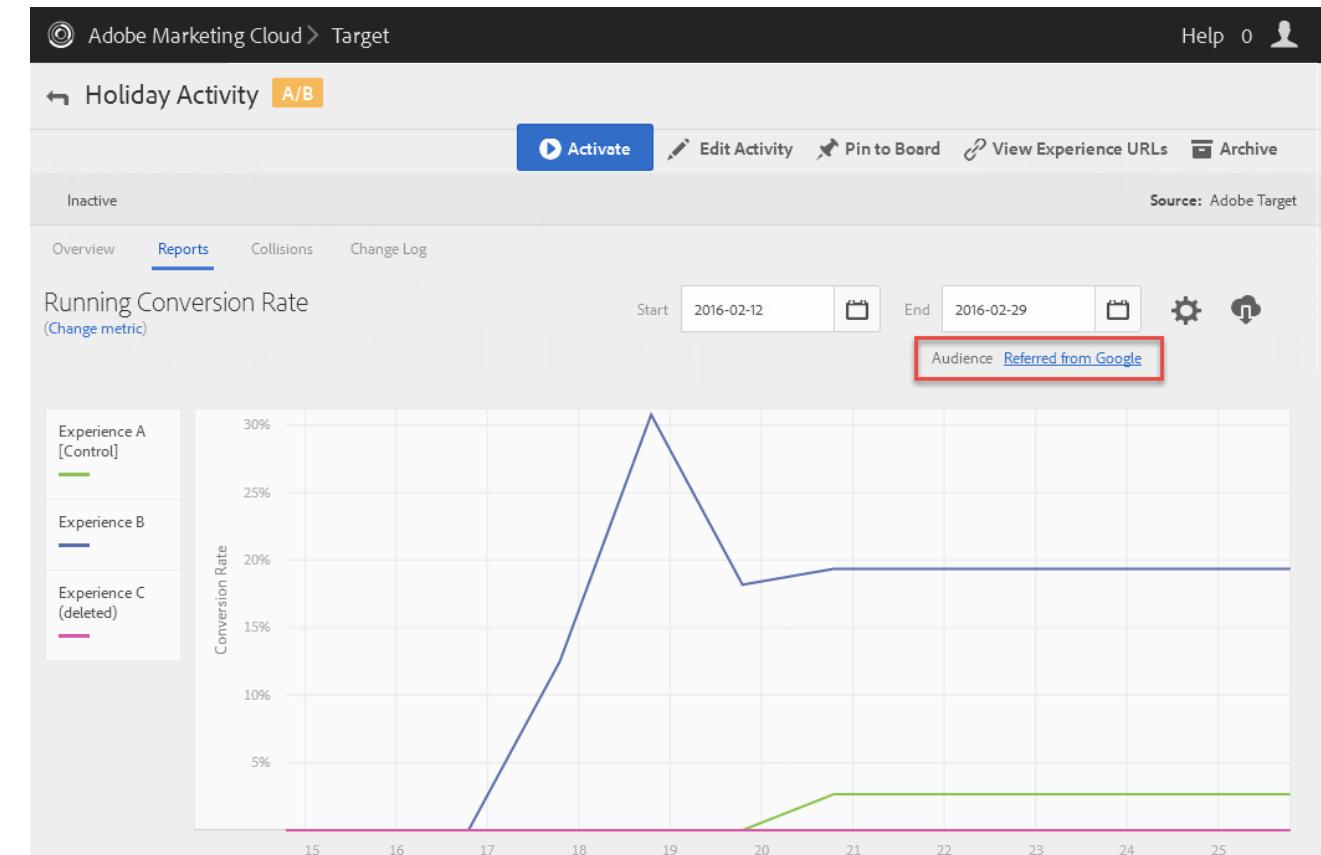
Add a New Metric

Audiences for Reporting

Add audiences to enable filtering by audiences in reports. [More >](#)

Type	Name
All Qualified Visitors (default)	
Referred from Google	
Referred from Yahoo	
Referred from Bing	

Define Audiences for Reporting



Filter report results using audiences

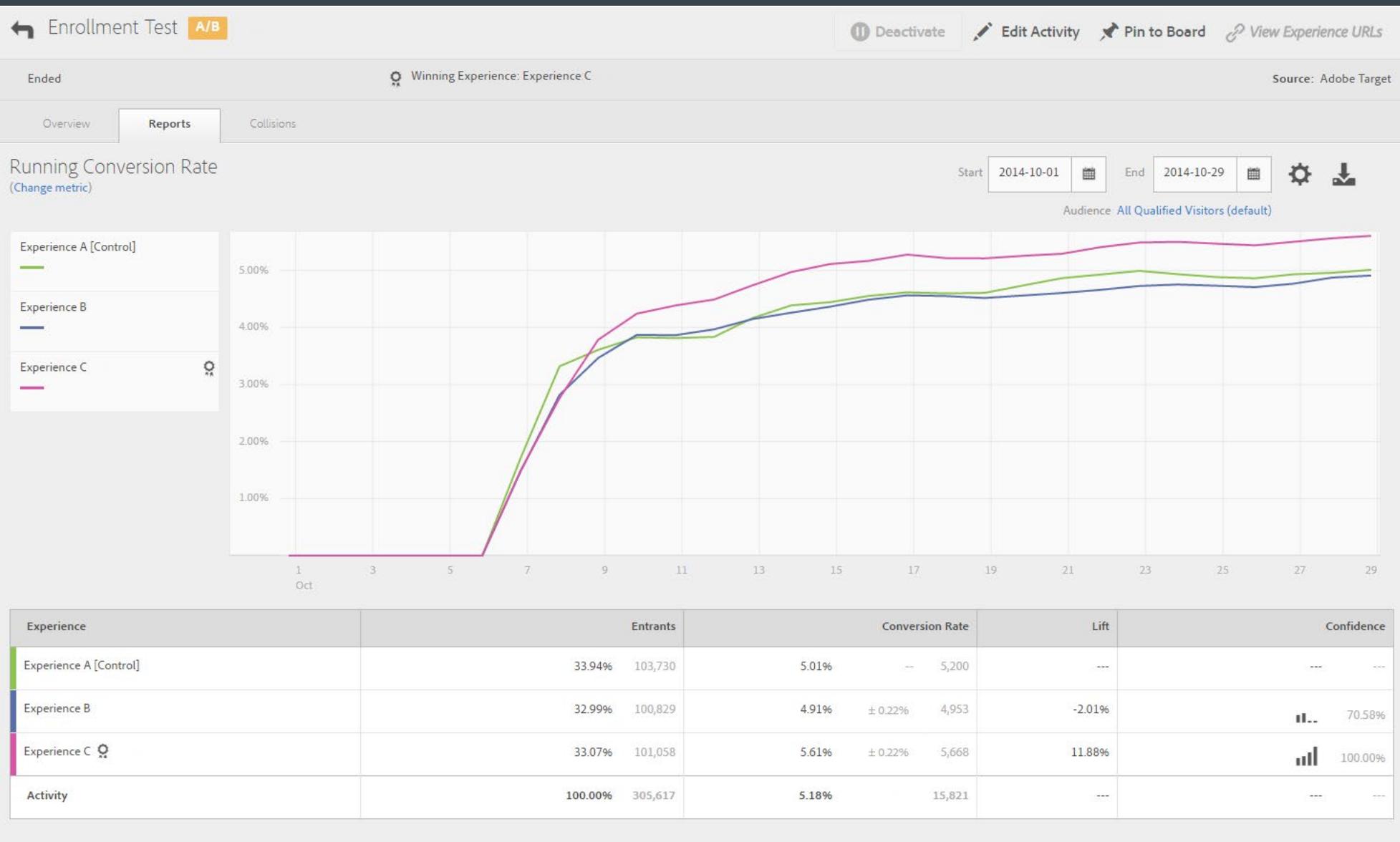
CHAPTER SIX

Reports

Objectives:

- Correctly read and interpret data
- Gauge when results are statistically significant/when a test can be stopped
- 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
- Download or export report data

Adobe Target reporting



Target Premium A/B Test



- Experience comparisons
- Goal metric
- Lift
- Confidence
- Audience filters
- Metric filters
- Report Settings



Best Practice:

Reference your **Test Calculator** results, determined during test planning, to correctly interpret A/B test results.

Adobe Target Test Calculator

- Enter:
 - Statistical Confidence
 - Statistical Power
 - Conversion Rate
 - # Daily Visitors
 - Minimum Detectable Lift
- Run the test for the length of time determined by the calculator
- Don't end the test early (no peeking!)
- Use the daily or weekly graphs, not the cumulative graphs
- To correctly interpret the test, must compare your results to what was provided by the calculator: if measured lift and confidence level were above what you set as the threshold, then you can correctly call a winner. If below, then consider the test neutral.
 - Should expect that will mostly find neutral results.
 - Finding a negative result is still a find, and it only impacted your users for a limited period of time.
 - Finding a positive result, you roll out those results and reap the benefits of it.

Adobe Target

Sample Size Calculator

Conversion Rate Metric RPV Metric

Confidence Level	Statistical Power	Baseline Conversion Rate (Control Offer)
95 %	80 %	11.8 %

Total Number of Daily Visitors	Number of Offers Including Control	Daily Number of Visitors per Offer
10000	5	2000

Lift (that can be detected with power (80%) probability)	5%	10%	17.5 %
Absolute Difference in Conversion Rate (that can be detected with power (80%) probability)	0.59%	1.18%	2.07%
Conversion Rate of Alternative (that can be detected with power (80%) probability)	12.39%	12.98%	13.87%
Sample Size per Offer (# of visitors)	47,942	12,234	4,114
Sample Size per Offer (# of conversions)	5,657	1,444	485
Days to Complete Test	24	7	3
Weeks to Complete Test	4	1	1

Correct for Multiple Offers (Bonferroni Correction)

Confidence Interval

The confidence interval is the range within which a metric's true value exists

Experience	Entrants		Conversion Rate			Lift	Confidence
Experience A [Control]	33.94%	103,730	5.01%	--	5,200	---	---
Experience B	32.99%	100,829	4.91%	± 0.22%	4,953	-2.01%	70.58%
Experience C 	33.07%	101,058	5.61%	± 0.22%	5,668	11.88%	100.00%
Activity	100.00%	305,617	5.18%	15,821		---	---

- Example above: Experience B demonstrates 70.58% confidence in generating a conversion rate of $4.91\% \pm 0.22\%$ (and a corresponding range of lift), while experience C demonstrates 100.00% confidence in generating a conversion rate of $5.61\% \pm 0.22\%$ (and a corresponding range of lift).
- The confidence interval shows us that the true values for conversion (or revenue, or engagement), and for corresponding lift may be found in a range as opposed to an absolute value.**
- Other example: Experience A's RPV is \$10, its confidence level is 95%, and its confidence interval is \$5 to \$15. This means that, if we ran this test multiple times, 95% of the time, the RPV would be between \$5 and \$15.



Best Practice: Consider the confidence interval when evaluating results.

Conversions and Confidence

Conversion Rate is the percentage of entrants who reach conversion during an activity.

Lift compares the conversion rate for each experience against the control experience.

Confidence is the degree to which these results are likely to be reproduced, based on the statistical significance of the Lift.

Experience	Entrants		Conversion Rate			Lift	Confidence	
Experience A [Control]	33.94%	103,730	5.01%	--	5,200	---	---	---
Experience B	32.99%	100,829	4.91%	± 0.22%	4,953	-2.01%		70.58%
Experience C	33.07%	101,058	5.61%	± 0.22%	5,668	11.88%		100.00%
Activity	100.00%	305,617	5.18%		15,821	---	---	---

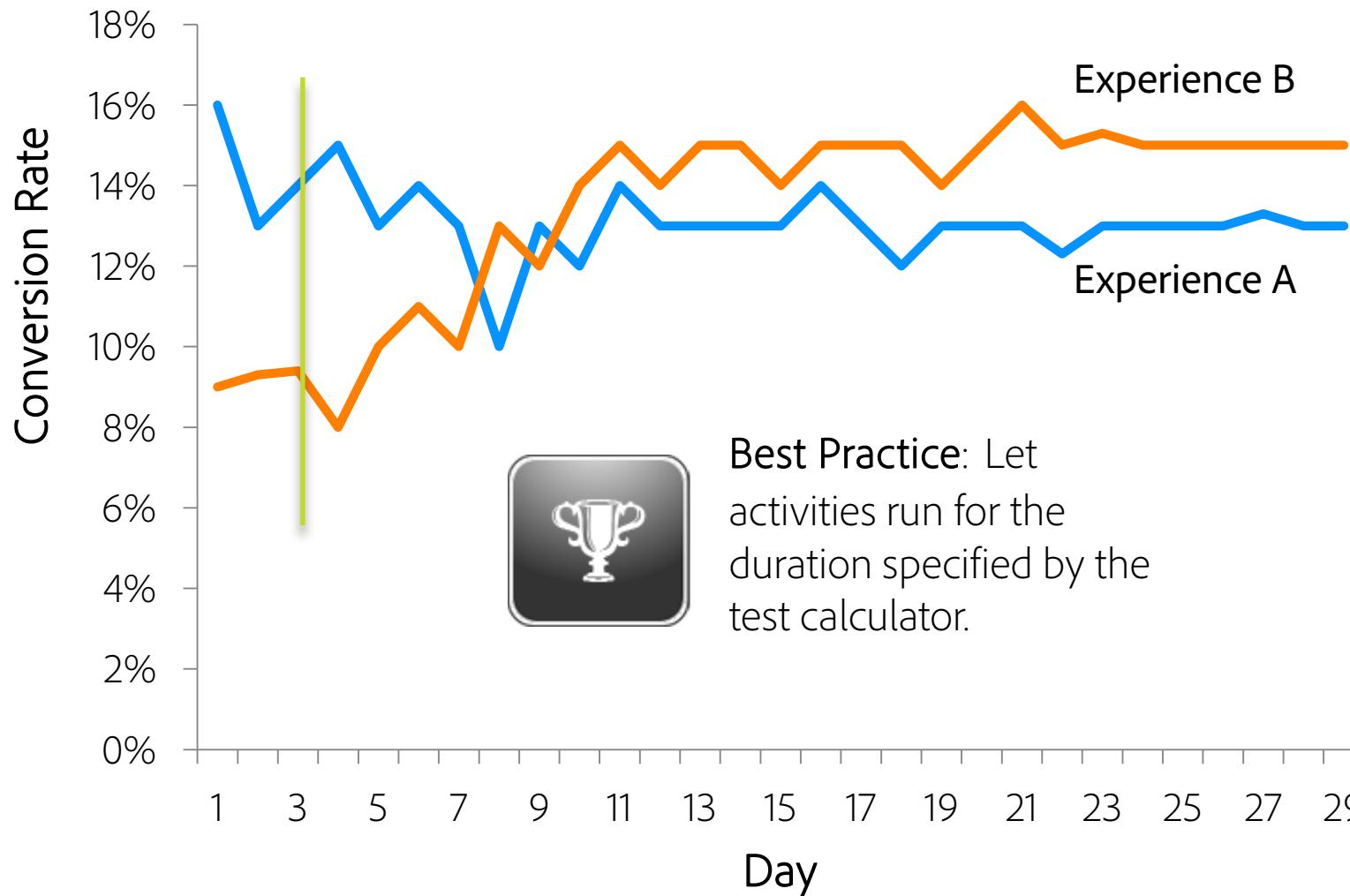
High confidence → recipe's success or failure not due to chance



Best Practice: Run the test for the time specified in the Test Calculator, then compare actual Confidence to the level input into the Calculator. Never stop a test early unless Confidence is 99.9% for at least a week.

How Results Change over Time

- Longer test → higher Confidence → narrower Confidence Interval

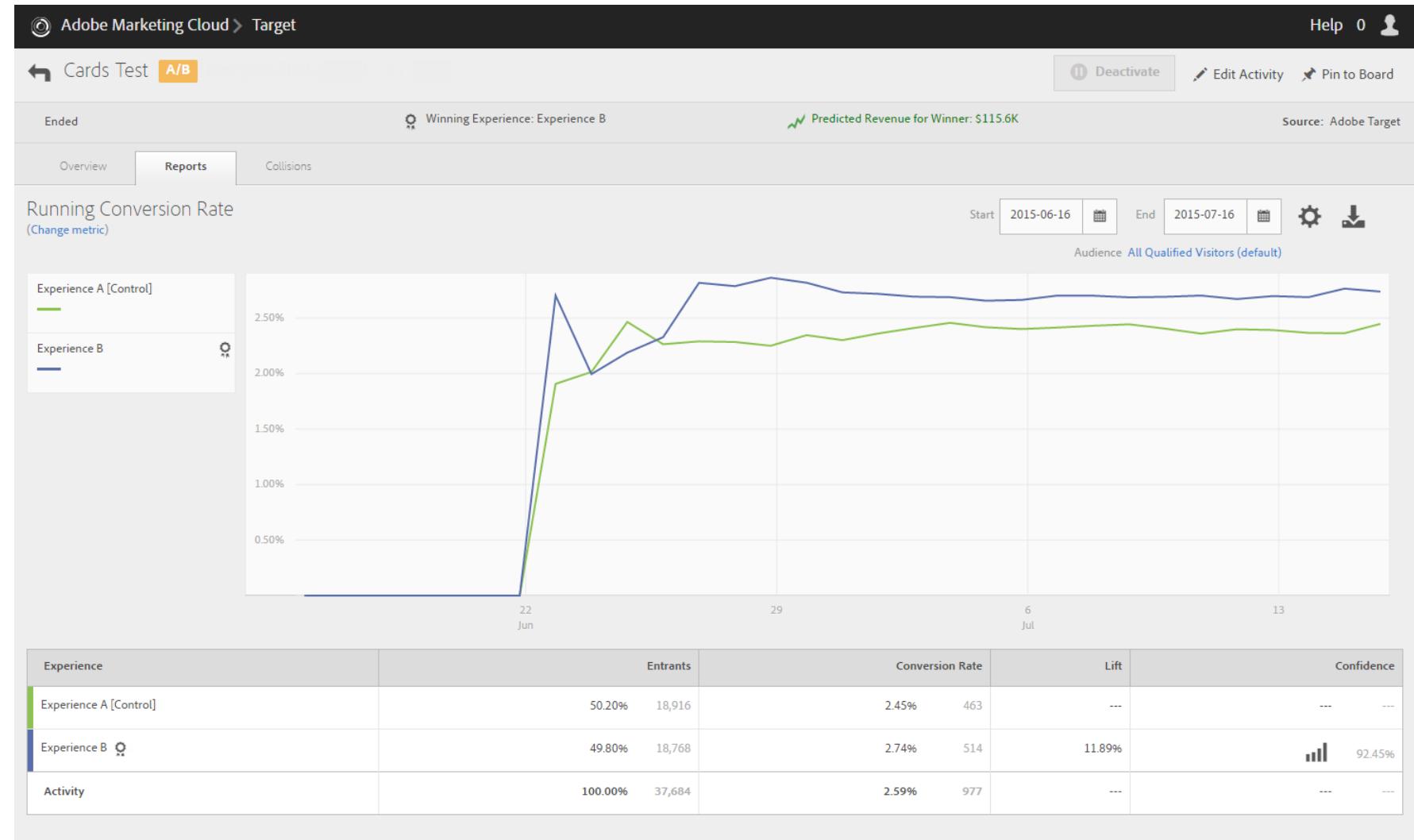


Best Practice: Let activities run for the duration specified by the test calculator.

Two promotional banners are shown side-by-side. The top banner, labeled "Experience A", features a snowboarder and the text "IT'S POWDER TIME GREAT DEALS WITH END OF SEASON SALE SHOP NOW". The bottom banner, labeled "Experience B", features a cyclist and the text "WELCOME TO THE BEST SEASON Shop new arrivals in shoes, shorts and jerseys SHOP NOW".

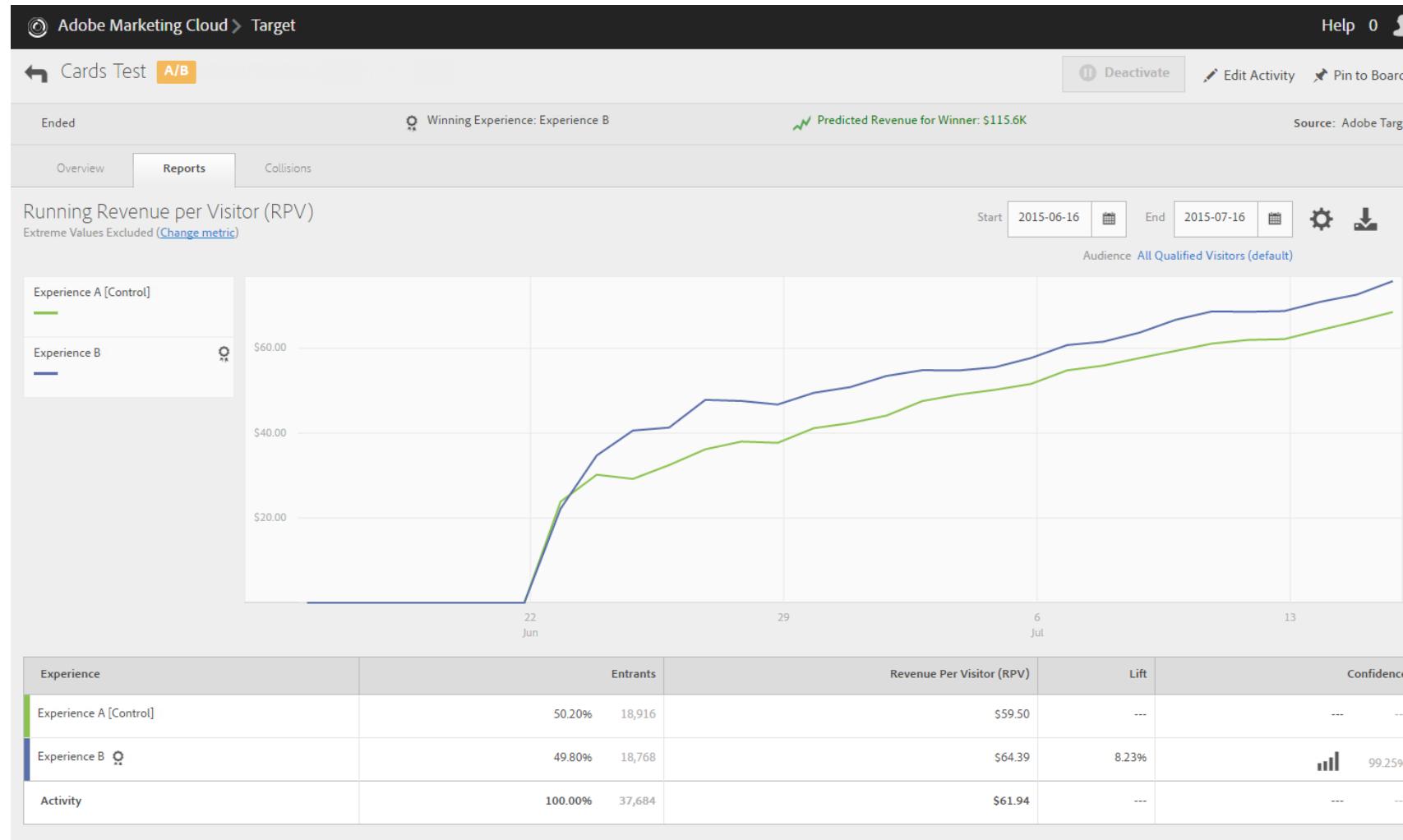
Focus on the Goal

- Quick answers to key questions:
 - Which experience is winning?
 - How well does each experience accomplish the test's objective?
 - How confident are we in these results?



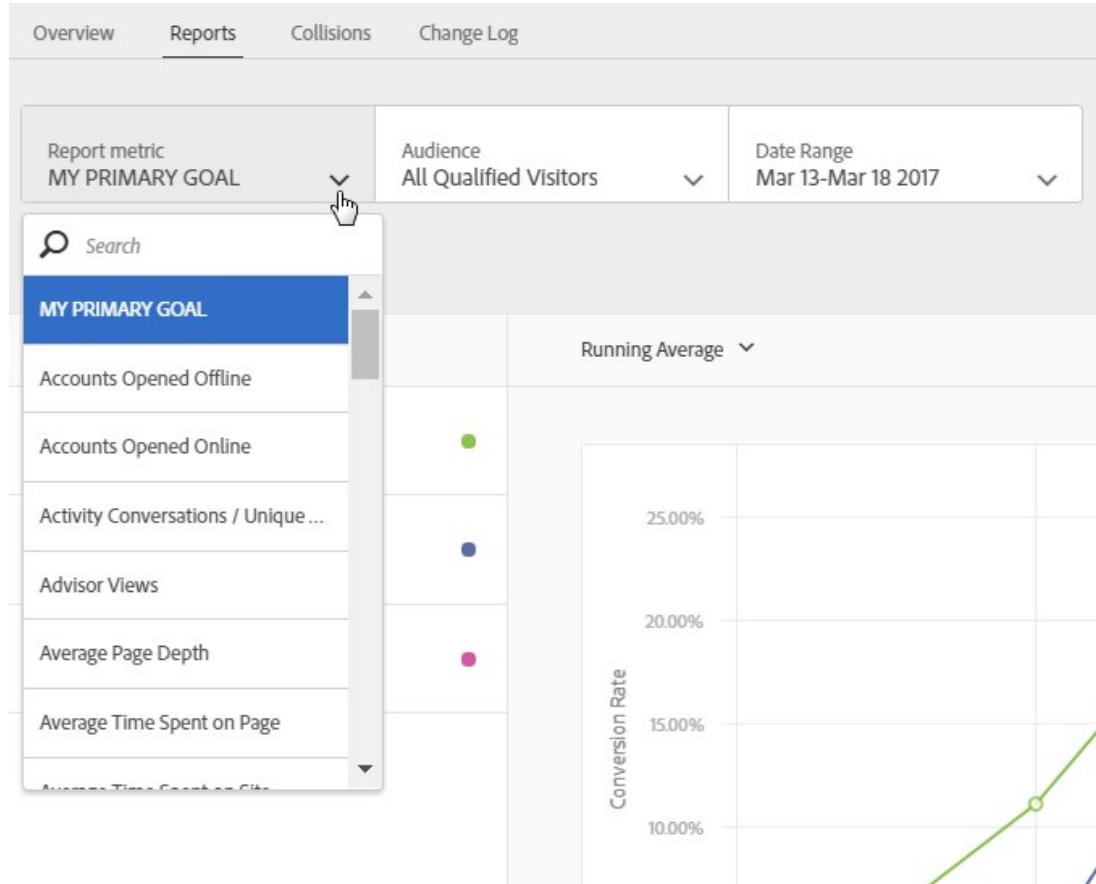
Focus on the Goal (cont)

- Same report, viewed with Revenue



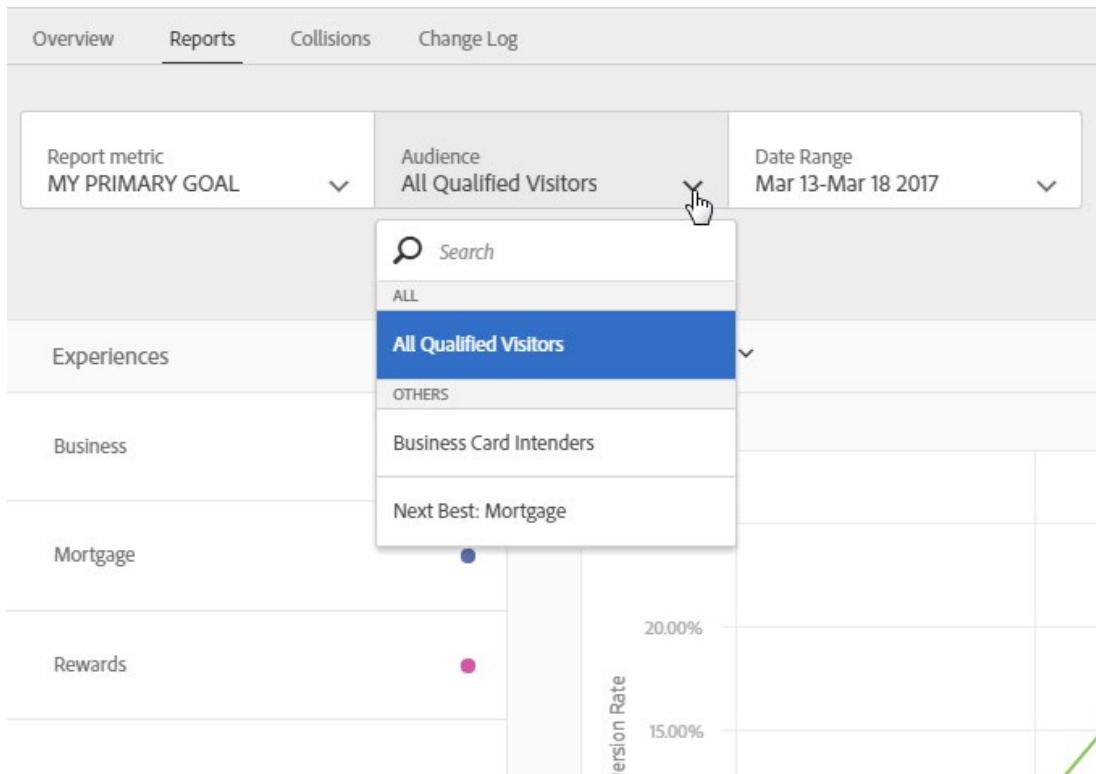
Changing Metrics

- Click metrics to recalibrate report according to a different metric.

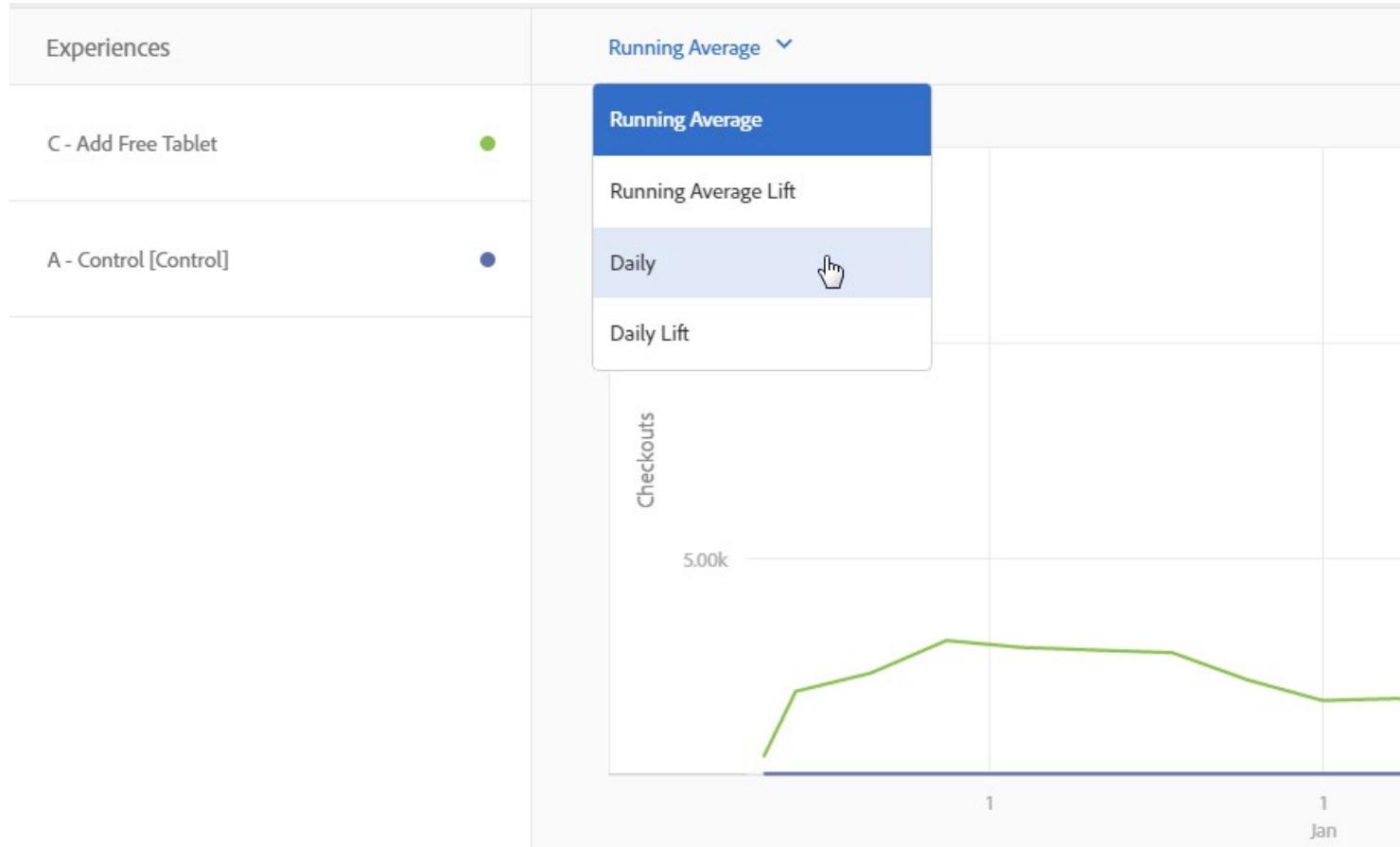


Filtering by Audience

- Click to filter your activity results by a different audience



Changing the Report View



Winning experiences

Enrollment Test A/B

Ended Winning Experience: Experience C Source: Adobe Target

Overview Reports Collisions

Running Conversion Rate (Change metric)

Start 2014-10-01 End 2014-10-29 Audience All Qualified Visitors (default)

Experience A [Control] Experience B Experience C (Winner)

Experience	Entrants	Conversion Rate	Lift	Confidence
Experience A [Control]	103,730	5.01%	5,200	---
Experience B	100,829	4.91%	4,953	-2.01%
Experience C	101,058	5.61%	5,668	11.88%
Activity	305,617	5.18%	15,821	---

Summary of Best Practices for Report Interpretation



- Run the test for the duration provided by the test calculator (for manual A/B tests).
- Consider the Confidence Level—compare actual to the value input 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 crosses 0.
- Choose your success metrics during activity design (for Target-based activities, as opposed to Analytics based activities).
- Plan audiences in advance, and try to always at least filter by traffic source (for Target-based activities, as opposed to Analytics based activities).
- Exclude extreme values when evaluating revenue or engagement measures.

CHAPTER SEVEN

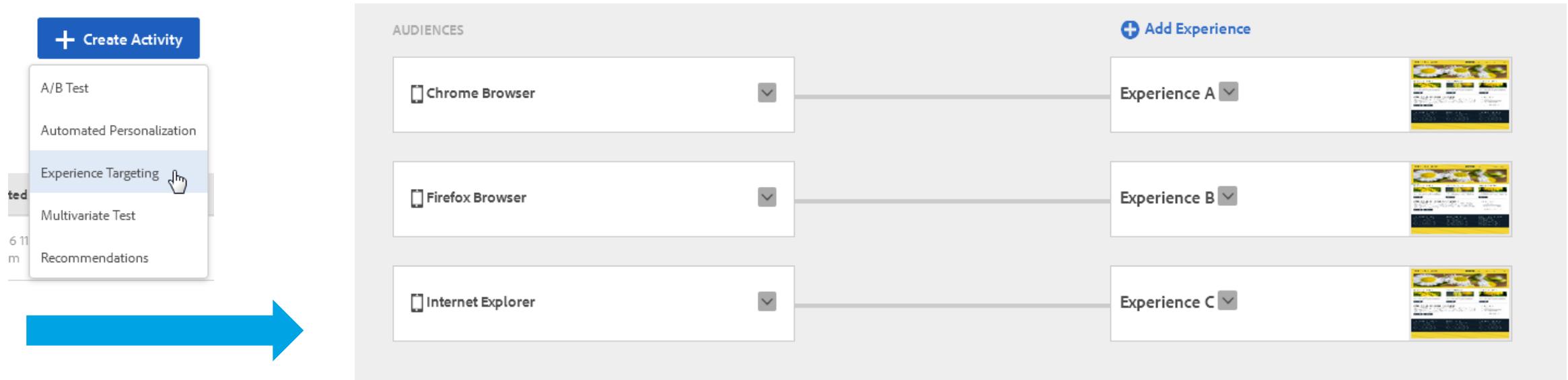
Experience Targeting (XT) and Multivariate Tests (MVTs)

Objectives:

- Describe experience targeting activities.
- Create and manage experience targeting activities.
- Describe multivariate tests and their purpose.
- Set up and test multivariate activities.

Experience Targeting

- Experience Targeting activities enable you to target each experience
- Visitor is evaluated with each page load



- Visitor is counted to each experience they see
- Conversion is attributed to the last-viewed experience
- Which experience does the visitor see? Evaluation is **top-down**.

How to create Experience Targeting activities

1. Click "Add Experience Targeting" to add a new experience to target.
2. Define or select target audience for each experience.
3. Design your experiences.

The screenshot shows the 'Judy Experience Targeting Test' interface. The top navigation bar includes 'Create', 'Target', 'Goal & Settings', 'Cancel', and a 'Next' button. On the left, a sidebar titled 'Audiences' lists 'Chrome Browser', 'Firefox Browser', and 'Internet Explorer', with 'Add Experience Targeting' highlighted by a red box. The main content area displays a yellow background with the text 'COLORE GIALLO' and a large image of white flowers with yellow centers. A blue box highlights the 'Image' label above the flower image.

Here we have 3 experiences, each targeted to visitors using different browsers.

Multivariate Tests

- Full factorial A/B tests useful for testing 3 or more elements on a page simultaneously

The screenshot shows the Adobe Experience Manager interface for creating a multivariate test. On the left, a sidebar menu lists options: Create Activity, A/B Test, Automated Personalization, Experience Targeting, Multivariate Test (which is selected and highlighted with a blue arrow), and Recommendations. The main content area displays a homepage template with a large central image and two text blocks below it. The image has an orange border and a small 'Image' label. The first text block contains the text 'INTEGER GRAVIDA NIBH QUIS URNA' and 'DONEC LEO, VIVAMUS FERMENTUM NIBH IN AUGUE PRAESENT A LACUS AT URNA'. The second text block is an H2 element with the text 'GRAVIDA NIBH QUIS URNA' and 'PRAESENT A LACUS AT URNA'. Contextual menus are open over both the image and the H2 text, showing options like 'Change Image', 'Expand Selection', 'Change Text/HTML', 'Change Background Color', and 'Expand Selection'.

- Important:
Plan your MVT
ahead of time!

Multivariate Test Planning

- Select elements with strongest impact – large, eye-catching, not small and below-the-fold
- Keep elements independent – don't test layout and content simultaneously
- Test at least 3 elements
- For each element, choose alternatives that are significantly different from each other
- Prepare content ahead of time – coordinate with Design team, note any excluded combinations (see next slide)
- Consider traffic requirements (see Traffic Estimator, coming up)
- Create a test plan – document your MVT, including elements, alternatives, exclusions, etc.
- Check the code on your page – Ensure that the HTML elements do not have duplicate DOM IDs

Multivariate Tests – Preview

- Preview each experience visually
- Exclude any experiences, per your plan

Exclusions are restricted to 10% of the total experience count to ensure accurate location contribution calculations.

Experience 1 of 54 (5 excluded)

Traffic Exit Preview Mode

Name	Status
Experience A	Included
Experience B	Included
Experience C	Included
Experience D	Included
Experience E	Included
Experience F	Included
Experience G	Excluded
Experience H	Included
Experience I	Included
Experience J	Included
Experience K	Excluded
Experience L	Included
Experience M	Included
Experience N	Excluded
Experience O	Excluded
Experience P	Excluded
Experience Q	Included
Experience R	Included

by HTML5templates.com

HOME PAGE TWO COLUMN #1 TWO COLUMN #2 ONE COLUMN CONVERSION



INTEGER GRAVIDA NIBH QUIS URNA
DONEC LEO, VIVAMUS FERMENTUM NIBH IN AUGUE PRAESENT A LACUS AT URNA

GRAVIDA NIBH QUIS URNA
PRAESENT A LACUS AT URNA

SEPTEMBER 11

Donec leo, vivamus fermentum nibh in augue praesent a lacus at urna congue rutrum. Maecenas luctus lectus.

Multivariate Tests – Traffic Estimator

- Use the Traffic Estimator to determine any necessary adjustments for a successful test.
- Supply values determined during MVT planning, including conversion rate, estimated impressions/day, and desired test duration.
- Traffic Estimator makes suggestions based on your input.

The screenshot shows the Adobe Traffic Estimator tool. The top navigation bar includes Undo, Redo, Traffic (highlighted in orange), Preview, and Config. A yellow warning icon indicates "You Have Insufficient Traffic". Below this, a message states: "To generate lift, we recommend reducing the number of combinations to 20 or run the test for 20 days." A blue link "How Traffic Estimator Works" is present. Input fields include:

- Number Of Content Combinations: 27 combinations
- Typical Conversion Rate: 1.5 %
- Estimated Activity Impressions Per Day: 50000
- Test Duration: 14 days

A large blue arrow points from the left side of the insufficient traffic screen towards the sufficient traffic screen.

The screenshot shows the Adobe Traffic Estimator tool after sufficient traffic has been provided. The top navigation bar includes Undo, Redo, Traffic (highlighted in green), Preview, and Config. A green checkmark icon indicates "You Have Sufficient Traffic". Below this, a message says "Excellent traffic, good to go!" and a link "How Traffic Estimator Works". Input fields include:

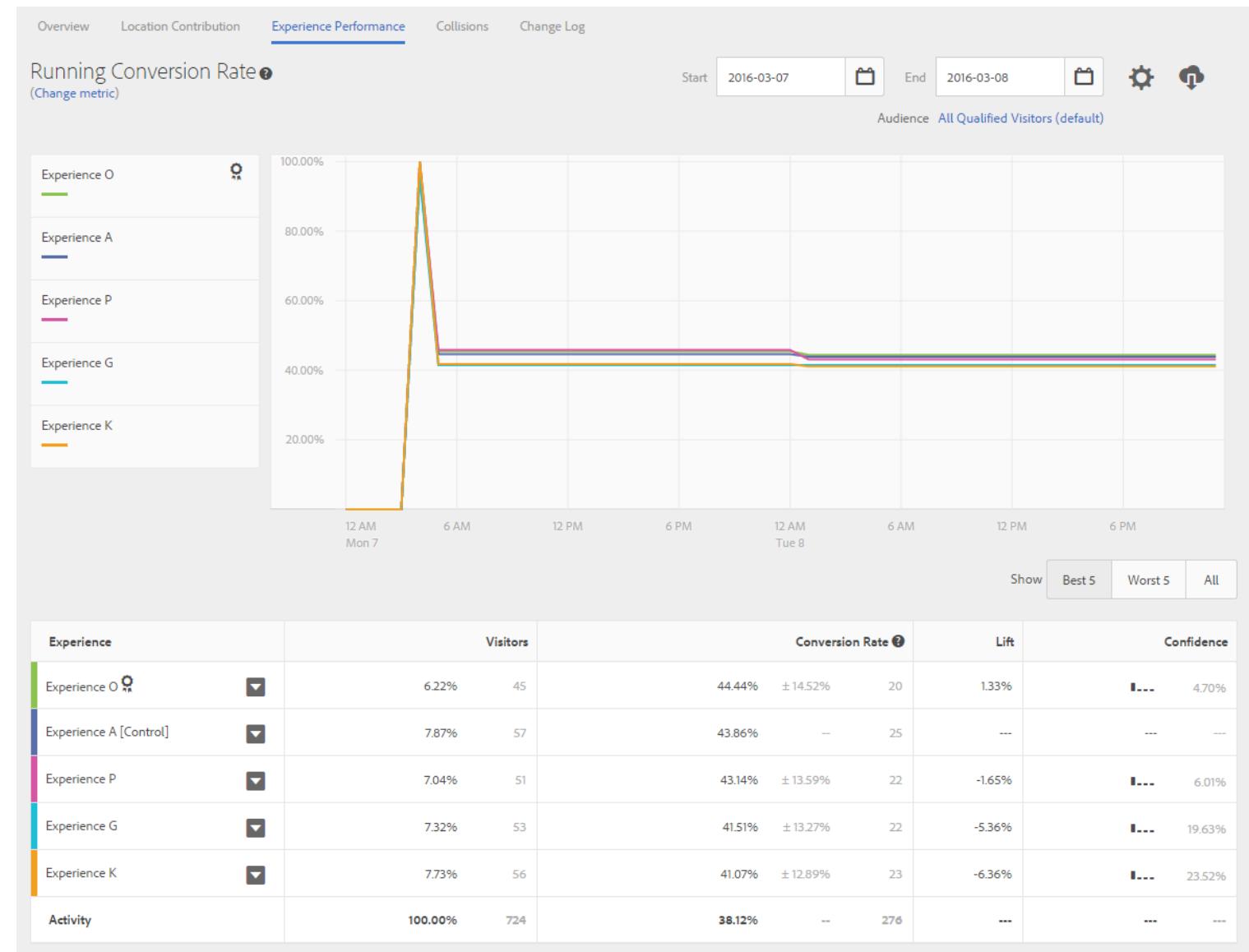
- Number Of Content Combinations: 27 combinations
- Typical Conversion Rate: 1.5 %
- Estimated Activity Impressions Per Day: 50000
- Test Duration: 20 days

A small blue arrow is located at the bottom right of the sufficient traffic screen.

Multivariate Tests – Reports

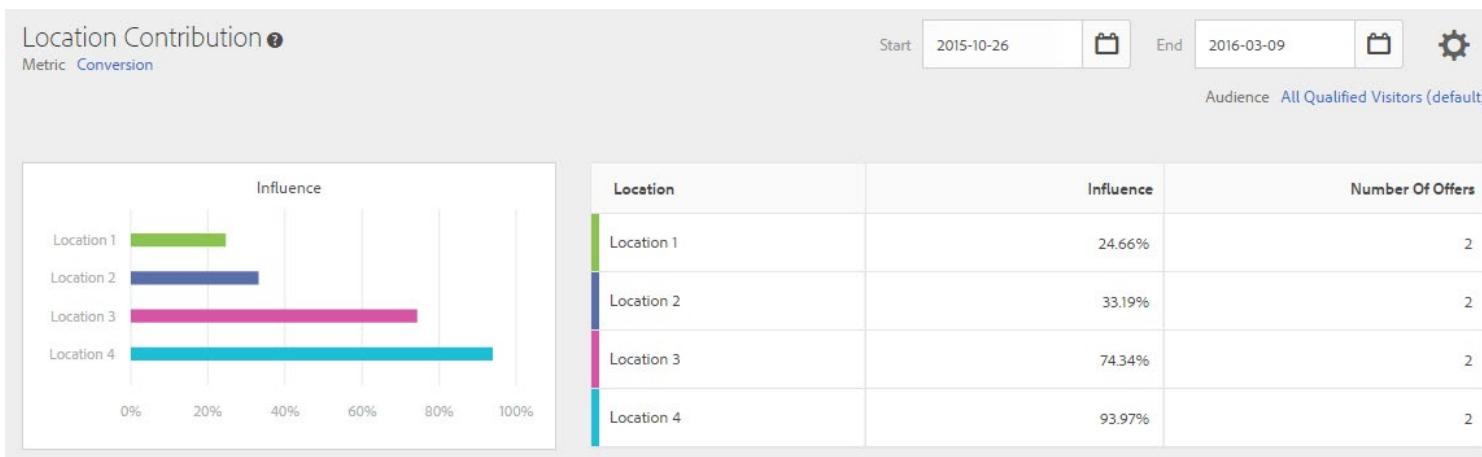
Experience Performance Report

- Similar results to that of an A/B test.
- Comparison of experience performance
- Visitors, Conversion Rate, Lift, and Confidence
- One difference: Best 5 and Worst 5 filtering. Helps sift through the large volume of results inherent with MVTs.



Multivariate Test – Reports (cont)

Location Contribution Report



Offer details.

- Conversion rate, confidence interval, lift, and confidence of each offer.
- Shows which offers are most successful.



Influence details.

- Relative influence of each element.
- Shows the elements that impact conversion the most.



Offer	Conversion Rate 	Lift	Confidence
Location 1	[Default Content] 54.00% ± 2.14%	0.00%	0.00%
	Text Offer 1 54.00% ± 2.14%	1.47%	20.53%
Location 2	[Default Content] 54.00% ± 2.14%	0.00%	0.00%
	Text Offer 1 55.00% ± 2.14%	2.01%	27.79%
Location 3	[Default Content] 56.00% ± 2.14%	0.00%	0.00%
	pluto.jpg 53.00% ± 2.15%	-5.21%	66.25%
Location 4	[Default Content] 57.00% ± 2.13%	0.00%	0.00%
	monkey.jpg 52.00% ± 2.15%	-8.82%	90.16%



BSH Target Developer Training



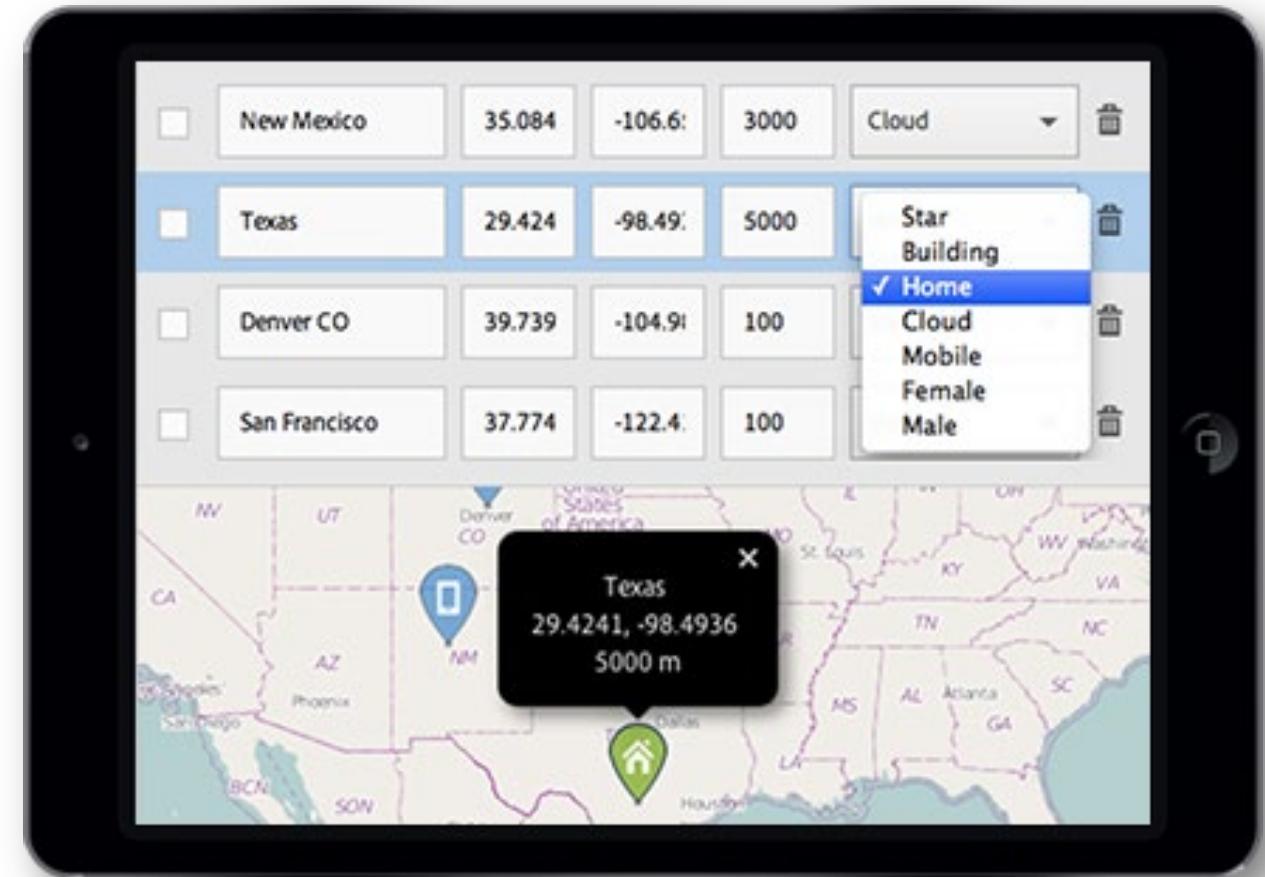
Adobe Target

Agenda

- Chapter 1 – Target Libraries and Setting up Target on DTM,
- Chapter 2 – Debugging Tools, Server-Side Implementations, Response Tokens
- Chapter 3 – Custom Scripting in Target Activities
- Chapter 4 – Visitor Profiling
- Chapter 5 – Target APIs
- Chapter 6 – Single Page Applications
- Chapter 7 – AEM/Target Integration
- Chapter 8 – Marketing Cloud Integration: Sharing Audiences and Report Data
- Chapter 9 – Target Properties Feature
- Chapter 10 – eMail Targeting: General and Adobe Campaign Integration
- Chapter 11 – Mobile App Testing/Targeting

Target Platform Capabilities

- Websites, apps, IoT, Email
- Content optimization: Testing
 - A/B testing
 - Multivariate tests
 - Total page redesigns, Layout, Functionality, Promotions, Graphics/Pictures, Headlines, Sales copy, Calls to action, Signup forms, Email campaigns
- Personalization: Targeting
 - Experience targeting (rules-based)
 - Automated personalization (AI-based), Adobe Sensei engine
- Recommendations: Product/Article cross-selling
- Site Search Optimization: Search and Promote



Location-based app personalization

CHAPTER ONE

Target Libraries and Implementation

Objectives:

- Target libraries: at.js and mbox.js
- Implementation with/without Tag Management
- DTM Implementation

Legacy vs. Global Implementation

- The new generation Target uses a Javascript library to create a global "mbox" on every page
 - Either mbox.js (legacy) or at.js library can be used
 - At.js improves page-load times for web implementations
 - At.js is designed for both typical web implementations and single-page applications
 - At.js supports Angular and React SPA platforms
- The global mbox ("target-global-mbox"):
 - Allows you to implement a Target call with a single line of code
 - No extra code necessary: just include the Target library in your pages
- The legacy Target implementation requires explicit mboxes added to the html of any desired location for A/B testing or personalization
 - Each mbox consists of a div-tag and a script-tag which triggers **mboxCreate()** function
 - Sometimes specialized legacy mboxes are setup on conversion pages to upload revenue data to Target, or on other pages, such as registration pages, to upload visitor profile data

AT.js - New JavaScript Library

Key Features

- Modern—Real ajax mboxes using XMLHttpRequest() method—even for mboxCreate/mboxUpdate!
- Faster—No more blocking calls
- Faster—No document.write()'s anywhere in the library or responses
- Safer—No immediately executing JavaScript in our mbox responses
- Safer—Easy-to-use custom handling of errors and timeouts
- Safer—No more reloads on timeouts

New JSON endpoint

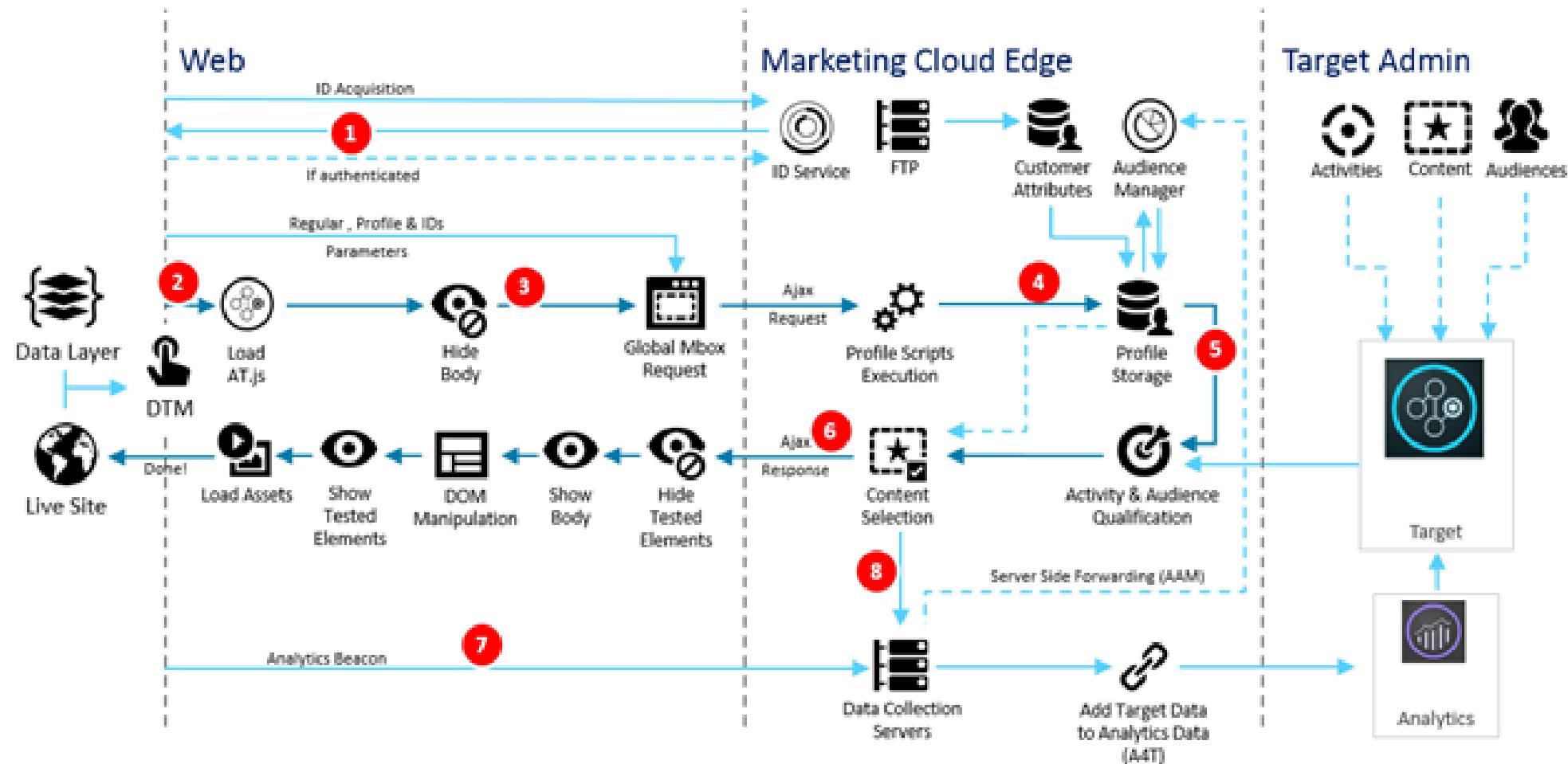
Example mbox request with at.js:

https://clientcode.tt.omtrdc.net/m2/clientcode/mbox/json?mbox=feature-flag&mboxSession=5ab28e7948314b518c33459809cb5b51&mboxPC=26db08baec934ab28f6fd1a95f2e718a.20_16&mboxPage=07ad18d09b764431af69312ccb51a05b&mboxVersion=0.9.6&mboxCount=1&mboxTime=1497449134805&mboxHost=vadym&mboxURL=http%3A%2F%2Fvadym%2FClients%2FVU%2Fhome%2Fdemo%2Fags300%2Fspa%2Fangular-route-controller-swap%2F%23%2F&mboxReferrer=&mboxXDomain=enabled&browserHeight=695&browserWidth=558&browserTimeOffset=-240&screenHeight=900&screenWidth=1440&colorDepth=24¶m1=val1¶m2=val2

Example mbox response with at.js:

```
{"sessionId":"5ab28e7948314b518c33459809cb5b51","offers":[{"actions":[{"action":"customCode","selector":"HEAD","content":"<DIV>Something New</DIV>"}]}]}
```

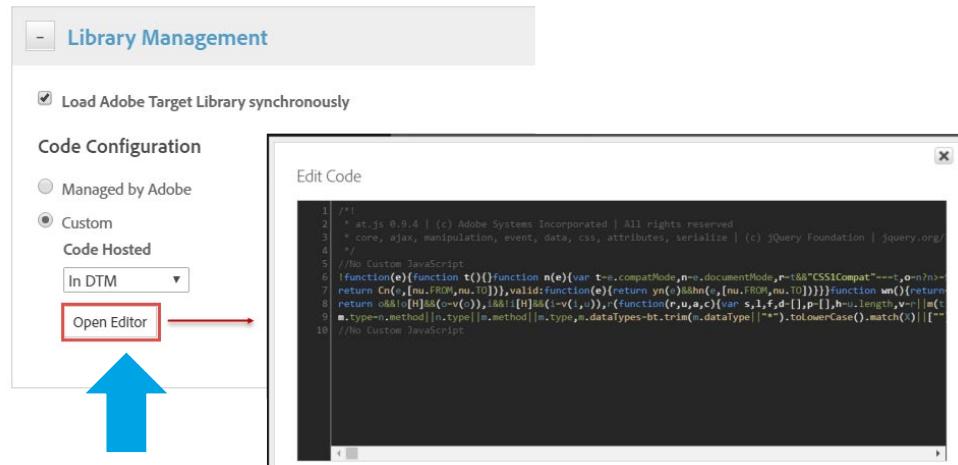
Target Flow – Auto-Created Global Mbox



Target Javascript Library

at.js (or mbox.js)

- at.js (or mbox.js) is a small file that allows your visitor's browser to talk to Adobe Target.
- Adobe Target provides you with an at.js (or mbox.js) specific to your account.



- Only one at.js (or mbox.js) is necessary for all of your activities.
 - Deploy using DTM, or save to a directory on one of your web servers.
 - Reference it on all pages on which you would like to create tests or count visitor behavior.

Implementation Details

at.js and mbox.js are implementation libraries for Adobe Target web implementations. at.js Choose at.js for new implementations, or to migrate the site implementation from mbox.js to at.js.

Custom Global Mbox
target-global-mbox

Global Mbox Auto Create
true

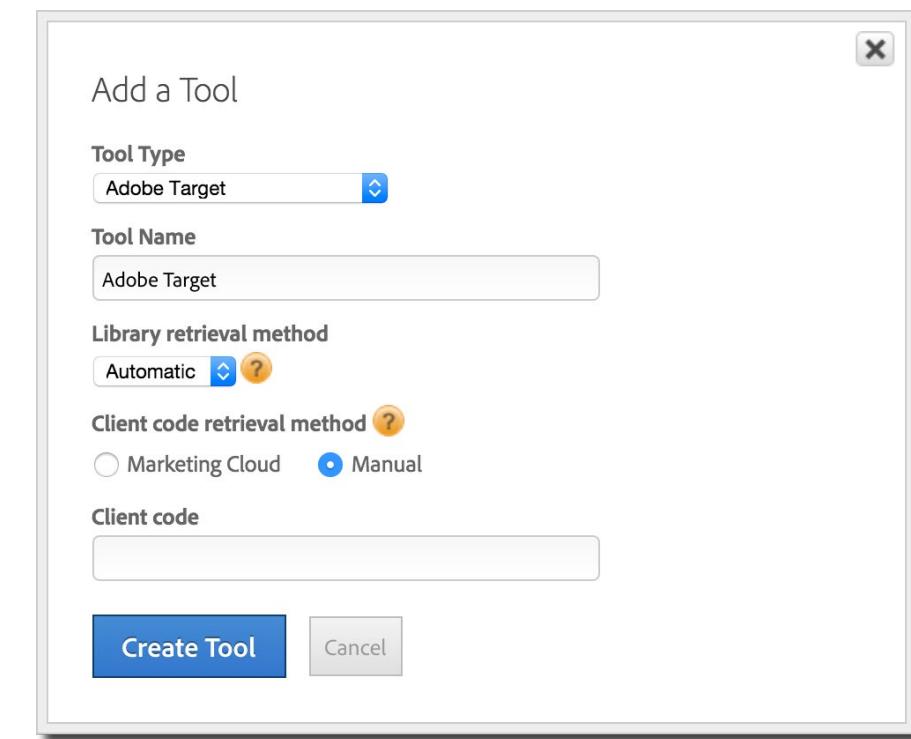
Implementation Method

mbox.js at.js

Download at.js **Edit at.js Settings**

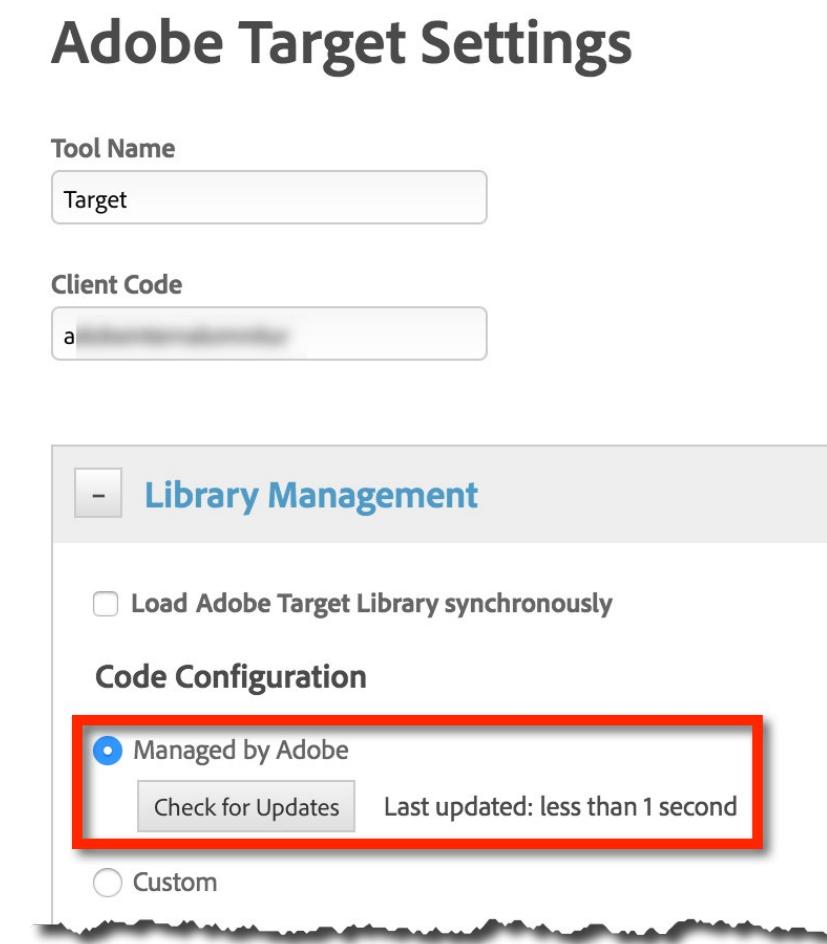
DTM Implementation: Add a Target Tool

- To add Adobe Target to DTM, click the “Overview” tab
- Select “Add Tool”
- Select “Adobe Target” as your tool type
- Name the tool (a friendly name that makes sense to you – you can deploy multiple tools of the same solution if necessary)
- Adobe can retrieve and manage your library code automatically or you can input your Client Code manually through the interface or through your own custom code
- Automatic retrieval requires Marketing Cloud credentials
- Manual retrieval requires your Target Client Code



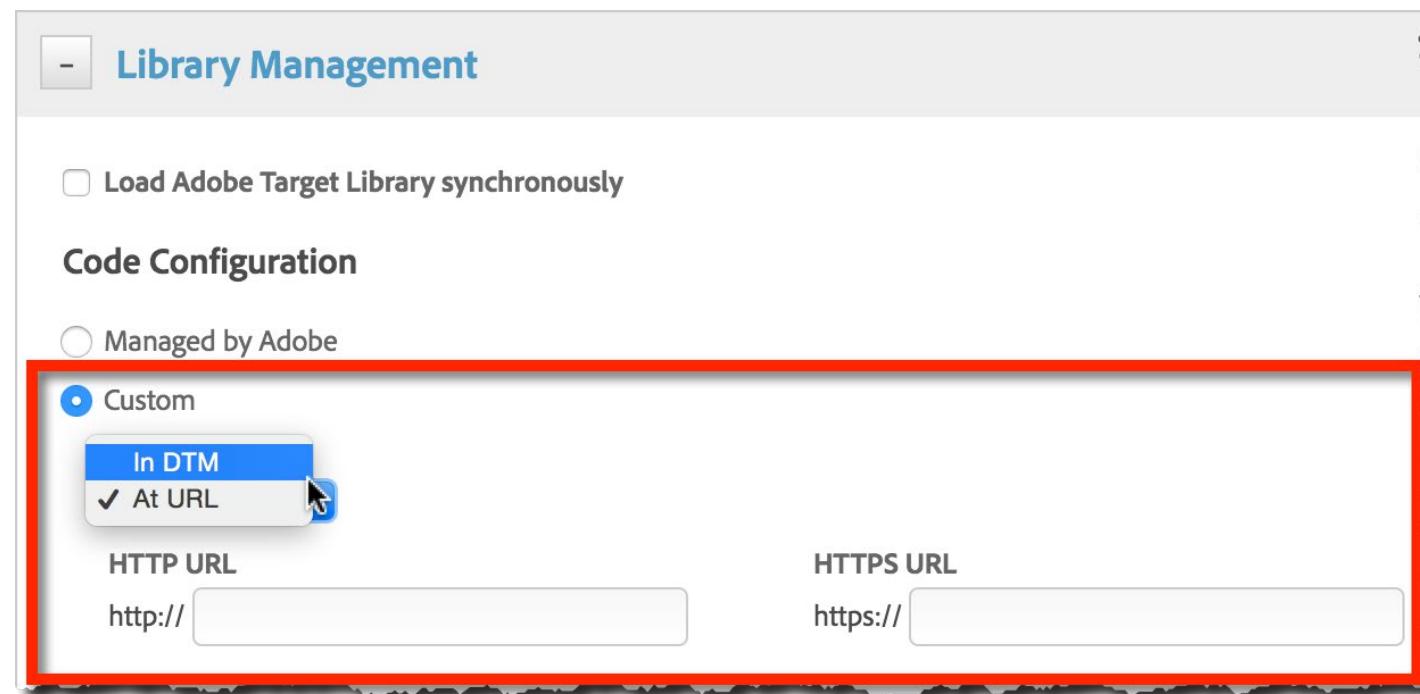
DTM Implementation: Set Up and Library Management

- In “Target Settings” indicate whether you would like Adobe to manage your code or whether you’d like to manage it yourself through our “Custom” option
- Code managed by Adobe requires a Marketing Cloud login or your Target Client Code: only uses mbox.js!
- Best Practice:** choose option to Load Target Library synchronously
- Best Practice:** Download at.js from Target and add that into custom code window, rather than use legacy mbox.js (see next slide)



DTM Implementation: Set Up and Library Management

- Code managed by you can reside in DTM and be accessed through the custom code Editor
- You can also host your custom code outside of Adobe and simply indicate the host URL in this section
- **NOTE:** DTM only offers mbox.js in "Managed by Adobe". *Launch* (new generation DTM) uses at.js
- **Best Practice:** Download at.js from Target and add that into custom code window



DTM Implementation: Custom Library Management

- DTM can host your at.js or mbox.js file
- Click “Open Editor” and paste in your at.js or mbox.js code, then click “Save and Close”
- You can also simply indicate the URL of your at.js file if you wish to host it elsewhere

The image shows two overlapping windows. The background window is titled "Adobe Target Settings". It contains fields for "Tool Name" (set to "Target"), "mbox.js" status (set to "Managed"), and an "Open Editor" button. Below these is a section titled "Add a Note" with a text input field. At the bottom are "Save Changes" and "Cancel" buttons. The foreground window is a modal titled "Edit Code". It displays a single line of JavaScript code: "var mboxCopyright = "Copyright 1996-2014. Adobe Systems Incorporated. All rights reserved.";mboxUrlBu...". At the bottom of this window are "Save and Close" and "Cancel" buttons.

DTM Implementation: Global Parameters

- Option to pass additional data to the global Target Mbox
- NOTE: If you created your mboxes using mboxCreate(), these parameters will have no effect

- **Global Parameters**

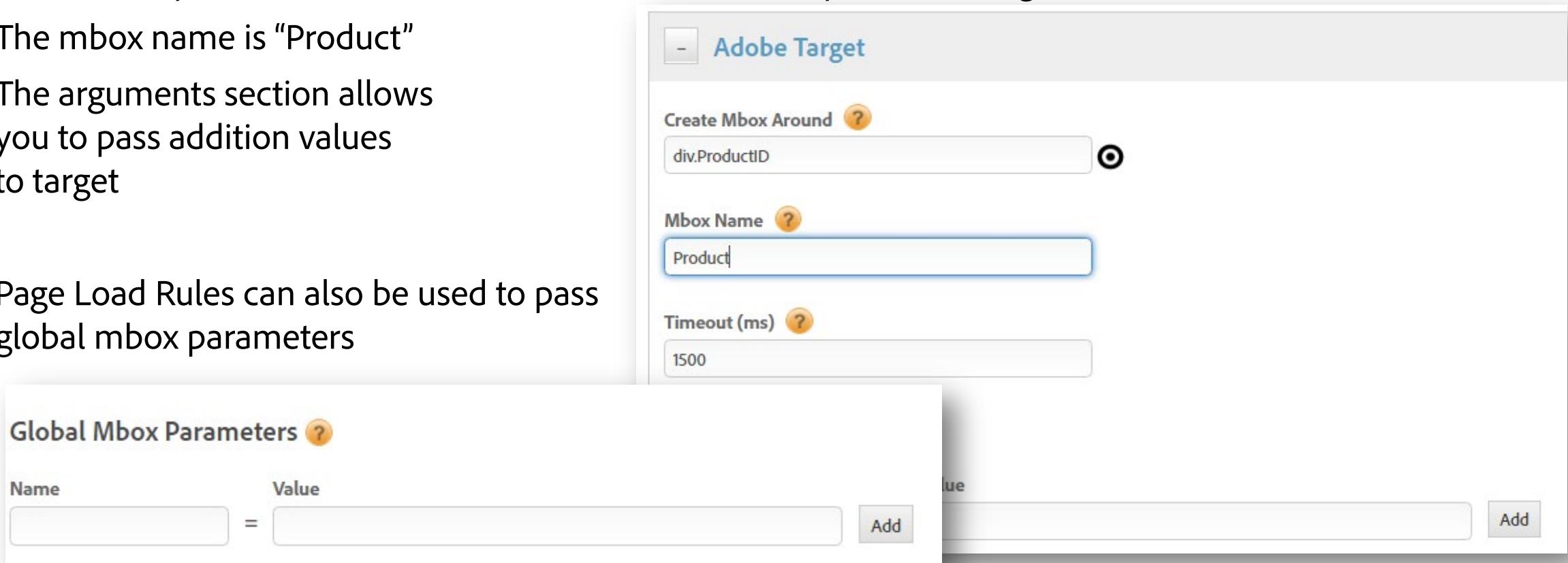
Global Mbox Parameters 

Name	Value
<input type="text"/>	= <input type="text"/>

Add

DTM Page Load Rules: Set-up Adobe Target Legacy Mboxes

- Easily create Adobe Target legacy mboxes around page elements (identify with CSS Selector)
- No need to code mBoxes into your site
- In this example, we have created mboxes around all “div.productID” tags
- The mbox name is “Product”
- The arguments section allows you to pass addition values to target
- Page Load Rules can also be used to pass global mbox parameters



Launch: Adobe's Next Generation Tag Management

- Launch had limited release in November 2017
 - Limited number of extensions (tools), features
 - Feature set will continue to grow
- DTM can still be used, and directly migrated to Launch
- API-based functionality
- Lets partners add their own extensions
- Greater flexibility with rules
- Allows user-defined approval process, with as many levels as desired



Configuring the Target Extension in Launch

- Similar to DTM Target tool
- Uses at.js instead of mbox.js
- Simple configuration:
 - Server Domain: Tracking server, keep default value
 - Cross Domain status: enabled sets first- and third-party cookies
 - Timeout: milliseconds to wait for Edge network

The screenshot shows the 'Extensions' tab selected in the Adobe Launch interface. On the left, there is a circular icon with a network graph and the text 'Adobe Target' and 'Adobe Systems VERSION 0.3.3'. The main panel displays the 'at.js settings' configuration:

Setting	Value
Client Code	adobetargetmobile
Organisation Id	B8A054D958807F770A495DD6@AdobeOrg
Server Domain	adobetargetmobile.tt.omtrdc.net
Cross Domain	Disabled
Timeout (ms)	3000
Global Mbox Name	target-global-mbox

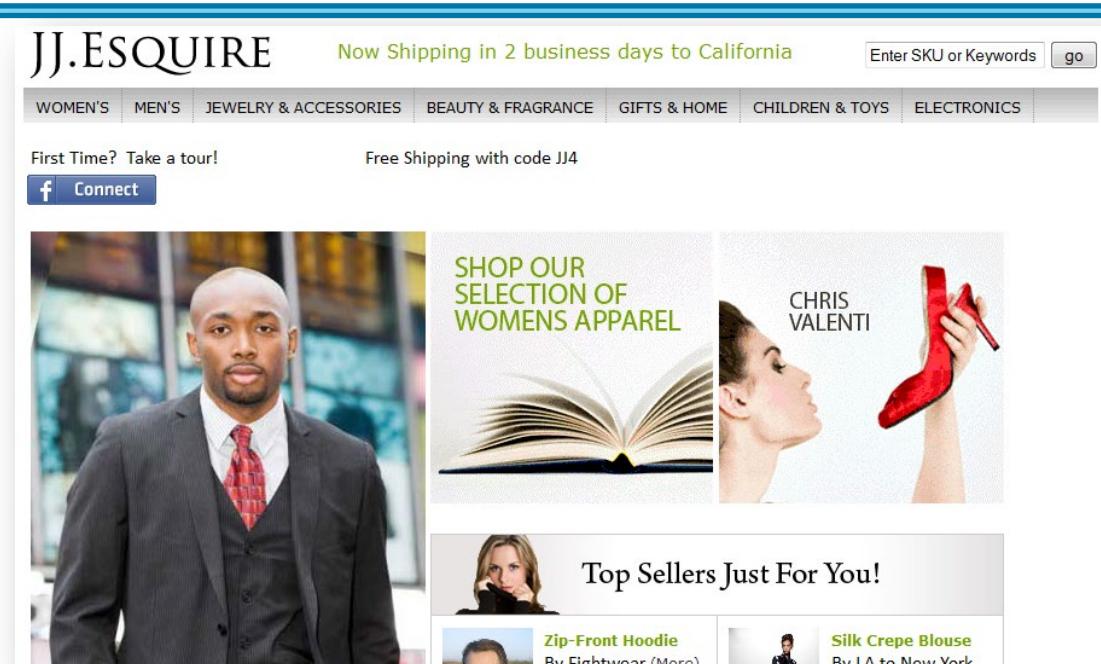
Technical implementation | Direct Library File Reference

- Without a tag-management system, a reference to the at.js or mbox.js file must be added to the header.

Example:

```
<html>
<head>
<SCRIPT type="text/javascript"
src="/scripts/at.js"></SCRIPT>
```

1. at.js



- Use at.js **trackEvent()** method to create extra order-confirmation page mbox
- Allows capture of revenue on eCommerce sites
- Pass in three required parameters
 - *orderId* (must be unique!)
 - *orderTotal*
 - *productPurchasedId* (optional list of product IDs)
- Example:

```
<script type="text/javascript">
    adobe.target.trackEvent({
        "mbox": "orderConfirmPage",
        "params": {
            "orderId": "ORDER ID FROM YOUR ORDER PAGE",
            "orderTotal": "ORDER TOTAL FROM YOUR ORDER PAGE",
            "productPurchasedId": "PRODUCT ID LIST FROM YOUR ORDER PAGE"
        }
    });
</script>
```

- mboxPC (optional)
 - Unique identifier for an Adobe Target visitor. Set once per cookie lifetime (resets if a user clears cookies or the cookie expires)
 - Example format: fdc7404c3dca431e8dfc829dcf717abd.26_20
- mboxSession (optional)
 - Unique per session (expires after 30 minutes of inactivity) – decides if user is New or Return
 - Example format: ddःa883c8a44405397670620a8e42e2c
- New Visitor: session and PC ids are the same
- Return Visitor: session and PC ids are different

CHAPTER TWO

Debugging / Server-Side Requests / Response Tokens

- Objectives:

- Use Activity QA tool
- Install, test Experience Cloud Debugger
- Test ObservePoint Debugger
- Test mboxTrace
- Server-Side Requests
- Using Response Tokens

Built-In Activity QA Testing

- Target activities have built-in QA testing capabilities
- After an activity is saved, you can create Activity QA links which let you test each experience:
 - Visually: get a true visual impression
 - Allows testing audience qualification
 - Saves all test data into its own reporting container called "QA Mode Traffic"

The screenshot shows the 'Activity QA' configuration screen. At the top, there are fields for 'Activity URL' (set to http://ats-sb.adobe.com/target/target_training/user94/geometrixx/women/fineapparel/red_dress.html) and 'Audience' (set to 'All Visitors'). A 'Done' button is in the top right corner.

Below these, under 'QA URLs', there are two settings: 'Match audience rules to see experiences' (disabled) and 'Show default content for all other activities' (enabled). A note explains that QA URLs let you view an activity's content at any time while staying in the experience, and that for Target-based reporting, all reporting is collected and segmented from live activity traffic.

The interface then lists two experiences:

- Experience A:** A link to http://ats-sb.adobe.com/target/target_training/user94/geometrixx/women/fineapparel/red_dress.html?at_preview_token=3fjvsZ5cjkEy%2FuMAMcBzCGr%2FXXBL9PsVsTYHaVRMQ%3D&at_preview_index=1&at_preview_listed_activities_only=true&at_preview_evaluate_as_true_audience_ids=1094839. To the right is a trash bin icon.
- Experience B:** A link to http://ats-sb.adobe.com/target/target_training/user94/geometrixx/women/fineapparel/red_dress.html?at_preview_token=3fjvsZ5cjkEy%2FuMAMcBzCGr%2FXXBL9PsVsTYHaVRMQ%3D&at_preview_index=1_2&at_preview_listed_activities_only=true&. To the right is a trash bin icon.

Recommended Debugging Tools

Recommended for coding your Web site:

- Chrome
- Adobe Debugger (mbox.js implementations only)
- Adobe Experience Cloud Debugger (mbox.js or at.js implementations)

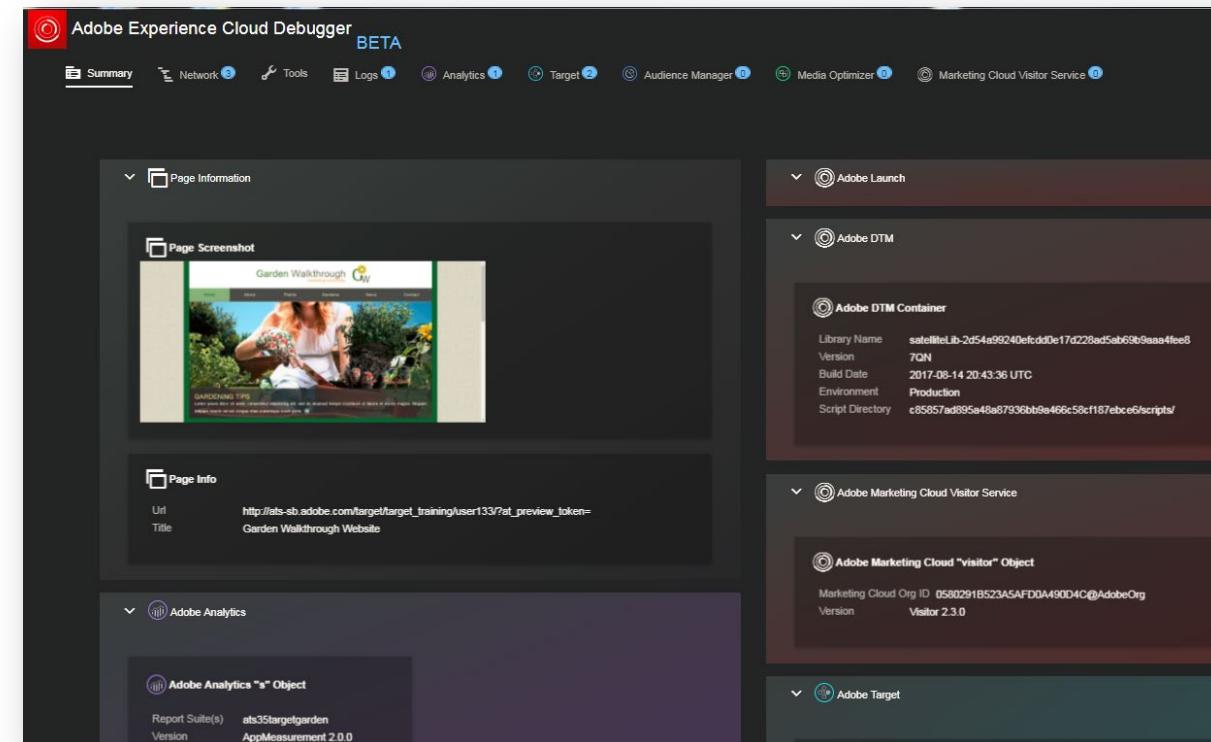
Optional:

- A Packet Analyzer of your choice for viewing Target and other image requests

Firefox	Chrome	Standalone Programs	Internet Explorer
Firebug w/ Omnibug	ObservePoint	Charles	HttpWatch
Tamper Data	Chrome Developer Tools	Fiddler	
HttpFox	Firebug Lite	Wireshark	

Experience Cloud Debugger

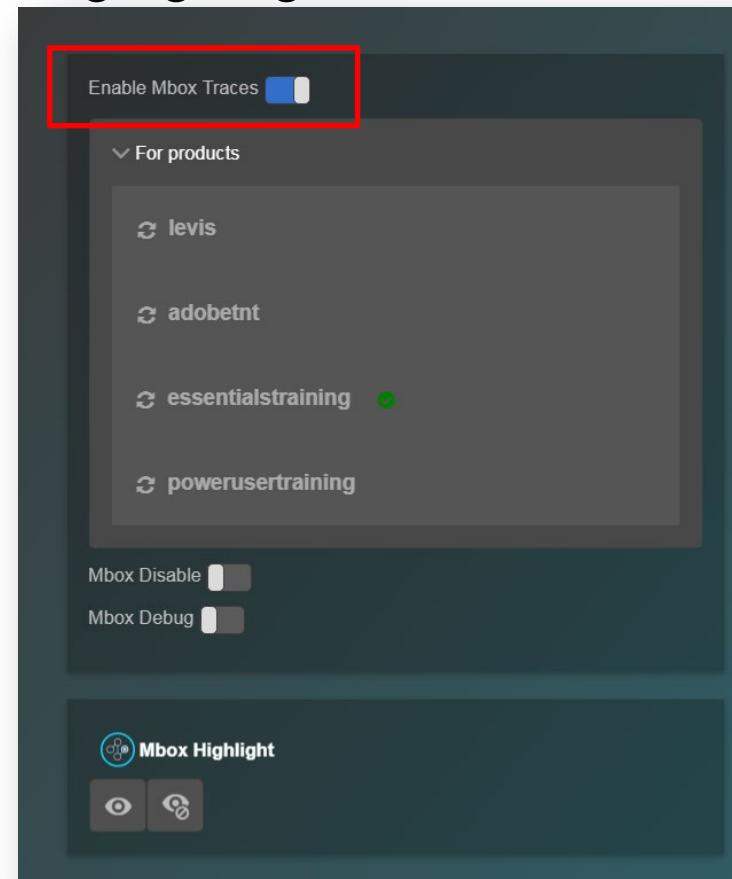
- Newest debugger tool, needed for at.js implementations (old Adobe Debugger doesn't work for at.js)
- Easily, clearly displays Target data, as well as for other Adobe Experience Cloud solutions
- Available as Chrome extension



- Download Experience Cloud Debugger:
<http://chrome.google.com/webstore/detail/radar/ocdmogmohccmeicdhlhhgepeaijenapj>

Using Experience Cloud Debugger

- First, in Tools tab, set up Target as desired
 - Choose your client code in the "For products" dropdown
 - Can turn on mbox debug, mbox highlighting, mbox disable, mbox trace



Using Experience Cloud Debugger

- Next, choose Target tab, view mbox requests

The screenshot shows the Adobe Experience Cloud Debugger BETA interface. The top navigation bar includes tabs for Summary, Network (31), Tools, Logs (0), Analytics (12), Target (13), Audience Manager (0), and Media Optimizer (0). The Target tab is highlighted with a red box. Below the tabs, there are two sub-tabs: Requests (selected) and Mbox Trace. The main area is titled 'Requests' and contains a 'Clear All Requests' button. A dropdown menu labeled 'essentialtraining' is expanded, showing a table of mbox request details. The table has two columns and lists various parameters and their values.

Request Type	Value
Analytics Visitor ID	2CBBB29B053122A8-40000103A0000658
Marketing Cloud Visitor ID	55888813430618449482679776853422639299
Audience Manager Location Hint	6
Audience Manager Blob	NRX38WO0n5BH8Th-nqAG_A
Supplemental Data ID	362707C98F133339-12659C6076AE10C4
Mbox Name	target-global-mbox
Mbox Count	1
Mbox Session	1e0c8b369f024570868916e219e72fc4
Mbox PC	fcf8c3c3340f410b85fb1154e70c9dd28_21
Mbox Host	ats-sb.adobe.com
Mbox Page	3ec2ca32d0b471981093bf9fd05e38
Mbox URL	http://ats-sb.adobe.com/target/target_training/...
Mbox Referrer	
Mbox Time	1501257428846
Mbox Version	0.9.4
Screen Height	720
Screen Width	1280
Browser Height	600
Browser Width	1280
Browser Time Offset	120
Color Depth	24
Param: vst.trk	atstraining35.sc.omrdo.net

Using Experience Cloud Debugger

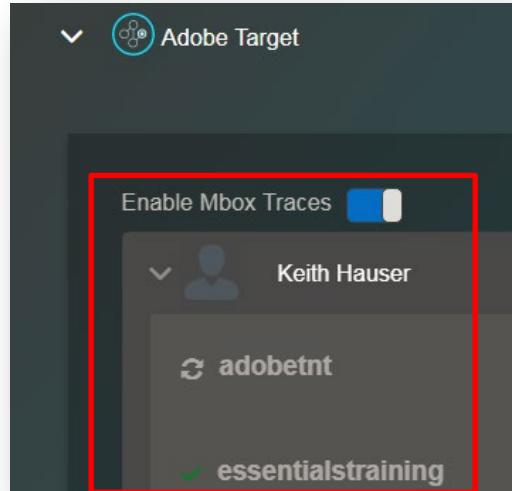
- Finally, choose Mbox Trace option to see traces. Can be used to show:
 - Which activities you are in and why you aren't qualifying for others
 - How your profiles are changing
 - Which shared Marketing Cloud Audiences you are in

The screenshot shows the Adobe Experience Cloud Debugger interface in BETA mode. The top navigation bar includes links for Summary, Network (31), Tools, Logs (0), Analytics (12), Target (13), Audience Manager (0), Media Optimizer (0), and Marketing Cloud Visitor Service (4). The 'Target' link is currently active. Below the navigation, there are two tabs: 'Requests' and 'Mbox Trace', with 'Mbox Trace' highlighted and surrounded by a red box. A button to 'Clear All Mbox Traces' is located below these tabs. The main content area displays a profile named 'essentialstraining' under a section titled 'target-global-mbox'. The 'Profile' tab is selected. A table titled 'Profile Snapshot' shows the following data:

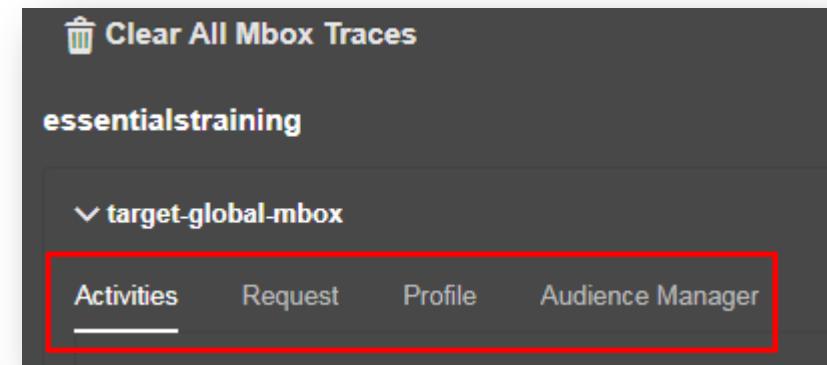
Attribute name	Status	Before Execution Value	After Execution Value	Modified A
user.abhicountry	• Unchanged	germany	germany	2017-07-28T09:53:10.864-04:00
user.rachgem_geocity	• Unchanged	hamburg	hamburg	2017-07-28T09:53:10.864-04:00
user.caclGeoCity	• Unchanged	hamburg	hamburg	2017-07-28T09:53:10.863-04:00
gender	• Unchanged	female	female	2017-07-27T12:24:51.879-04:00

Using mboxTrace: Turn on Tracing in Debugger

- Must be turned on in Tools settings first, make sure you choose your company ID for your login!
- NOTE: Only works if – in another Chrome tab – you are logged into your Marketing Cloud account!



- There are tabs for Activities, Request, Profile and Audience Manager



Using mboxTrace: Analyze Activities

- Check the Activities tab to see which activities you are in
 - Which audiences have you qualified for or not?
 - Which activities are you not in, and why?
 - Which audiences have you not qualified for?

The screenshot shows the mboxTrace interface with the 'Activities' tab selected (highlighted by a red box). The main content area displays the following information:

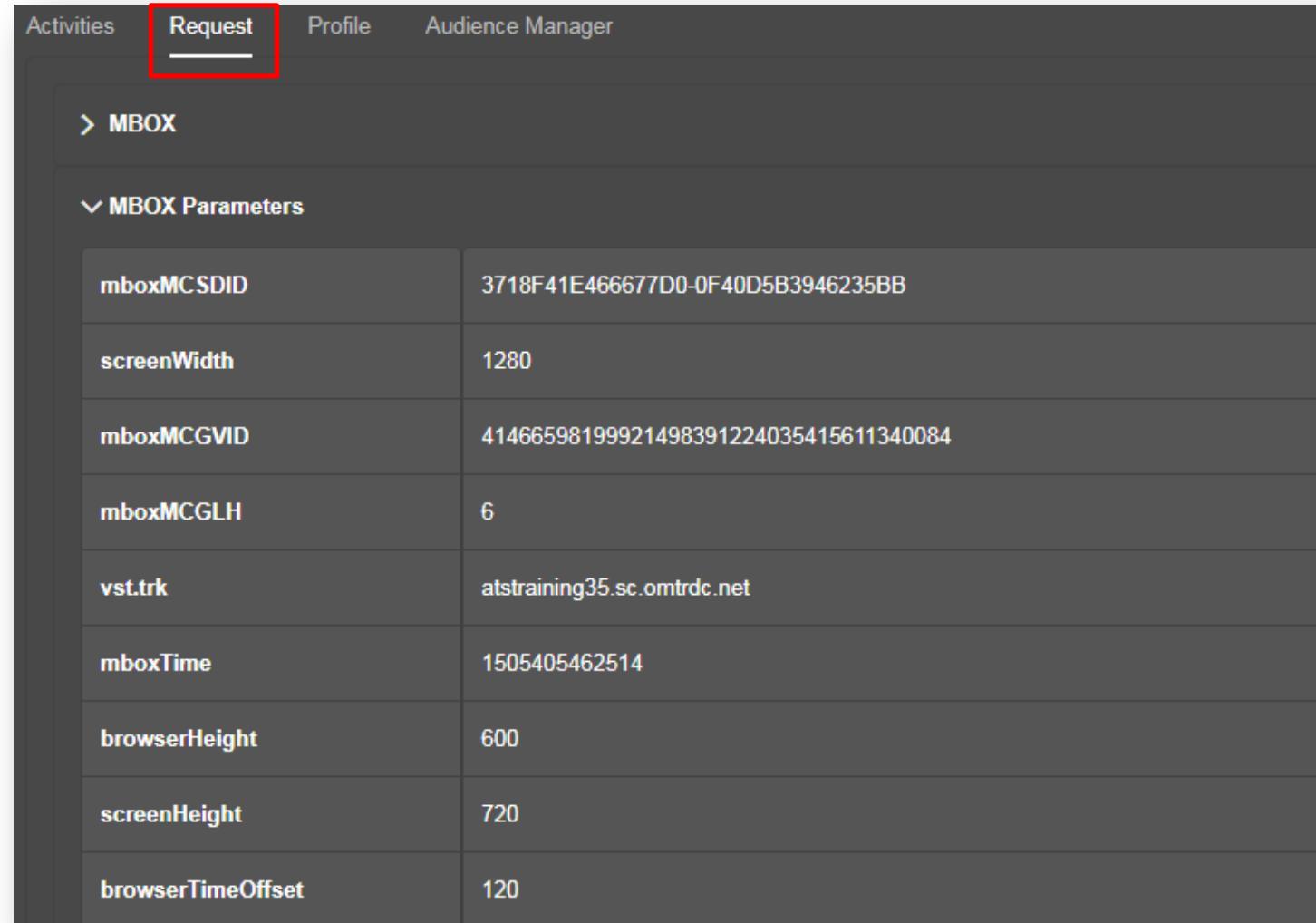
Matched activities: 1

Keith Homepage Color Test

Activity ID	163851		
Activity Name	Keith Homepage Color Test		
Matched Audiences	Name	Type	Rule
	Chrome Browser-1370544142336	Reusable	<pre>script equals = return user.browser != null && user.browser.indexOf('Chrome') != -1;</pre>
template_Id_1-1505385856093	anonymous	<pre>(page.domain EQUALS ["ats-sb.adobe.com"] AND page.path EQ UALS /target/target_training/keith/index.html/, /target/target_training/keith/index.html)</pre>	

Using mboxTrace: Analyze Request

- Use Request tab to check:
 - Which mboxes are firing
 - What mbox-parameters are being sent
 - Request details



mboxMCSDID	3718F41E466677D0-0F40D5B3946235BB
screenWidth	1280
mboxMCGVID	41466598199921498391224035415611340084
mboxMCGLH	6
vst.trk	atstraining35.sc.omtrdc.net
mboxTime	1505405462514
browserHeight	600
screenHeight	720
browserTimeOffset	120

Using mboxTrace: Analyze Profile

- Check which profile attributes are being sent, and whether they are changing from page to page
 - "Status" column marks whether profile values are updated in that server call

Profile Snapshot				
Attribute name	Status	Before Execution Value	After Execution Value	Modified A
user.threegroups	• Unchanged	GroupB	GroupB	2017-08-30T13:00:47.088-04:00
user.twoGroups	• Unchanged	Group A	Group A	2017-08-30T13:00:47.088-04:00
firstSessionStart	• Unchanged	1504112447087	1504112447087	2017-08-30T13:00:47.087-04:00
user.keith_mystring	• Unchanged	Set by mystring profile script	Set by mystring profile script	2017-09-14T10:10:55.389-04:00
previousSessionStart	• Unchanged	1505395161824	1505395161824	2017-09-14T09:19:21.824-04:00
user.abhicountry	• Unchanged	germany	germany	2017-09-14T10:10:55.390-04:00
sessionCount	• Unchanged	18	18	2017-09-14T09:19:21.824-04:00

Using mboxTrace: Analyze Shared Segments

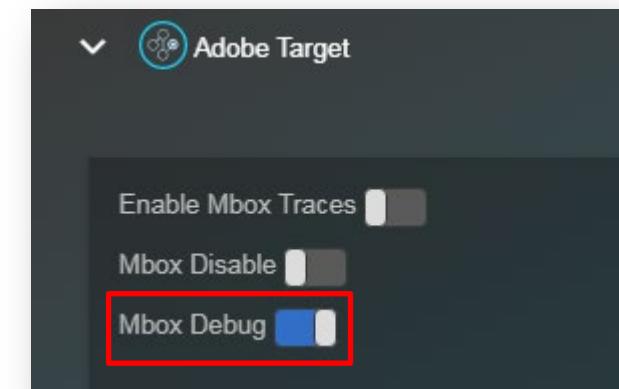
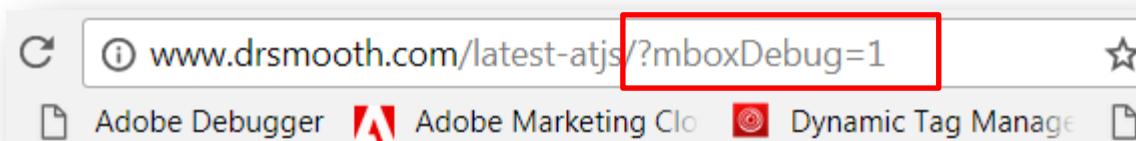
- Use Audience Manager tab to check which shared audiences you qualify for

The screenshot shows a user interface for 'mboxTrace' with a dark theme. At the top, there are four tabs: 'Activities', 'Request', 'Profile', and 'Audience Manager'. The 'Audience Manager' tab is highlighted with a red rectangular border. Below the tabs, there is a section titled 'segmentIds' with a small downward arrow icon. A list of ten segment IDs is displayed below this title:

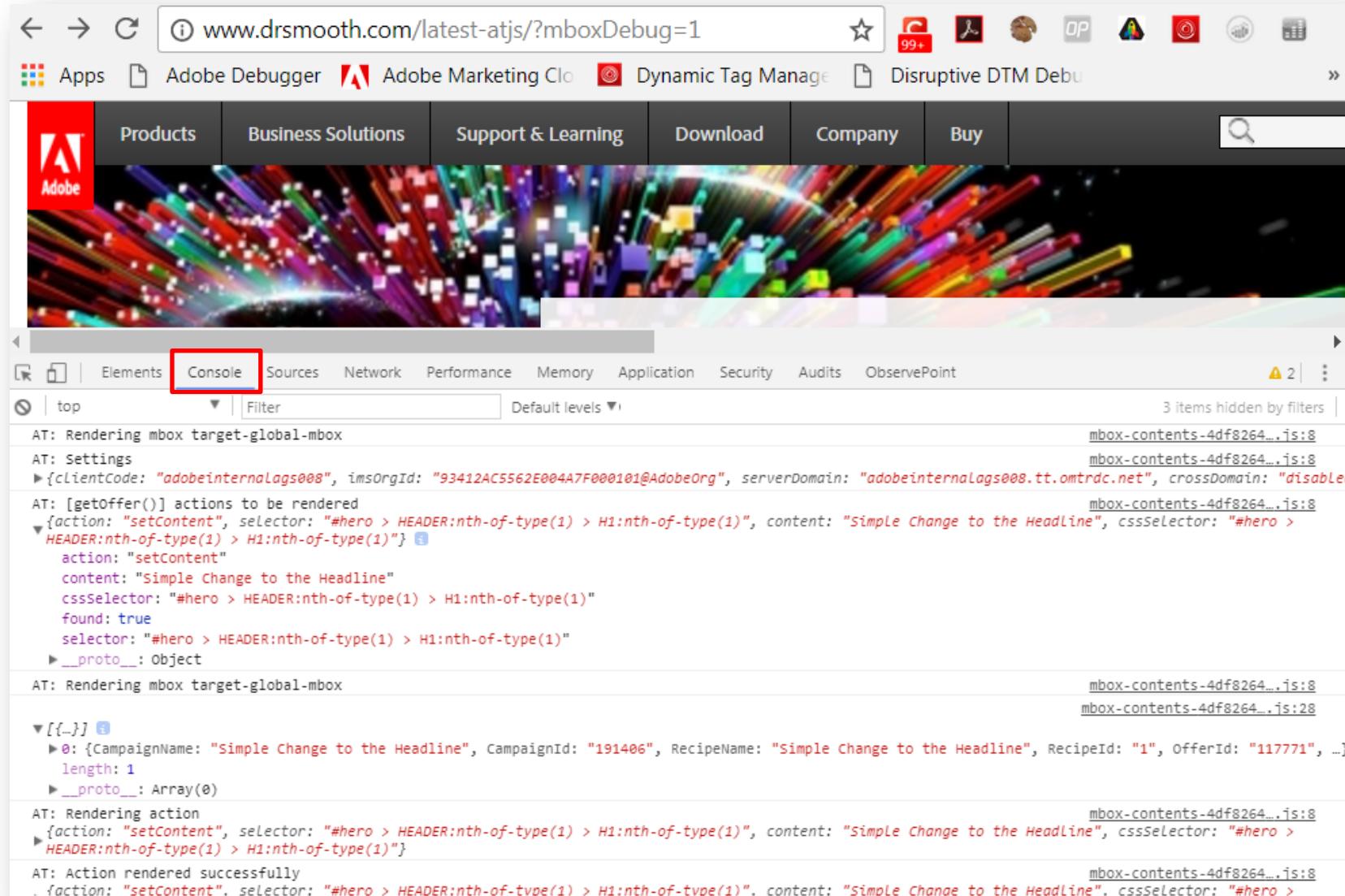
- 7175425
- 7381198
- 8576457
- 8577407
- 8591483
- 8591484
- 8619055
- 8619360
- 8620038
- 8620040

mboxDebug

- Another great debugging tool is mboxDebug. Lets you view:
 - Target settings
 - Campaign (activity) object details
 - See which CSS selectors are changed and what their new values are
 - See results of actions
- Can be turned on adding param **?mboxDebug=1** to URL, or turn on tool in debugger (sets a cookie)
- Prints details into console with "AT:" prefix
- From at.js version 0.96



mboxDebug Results in Console



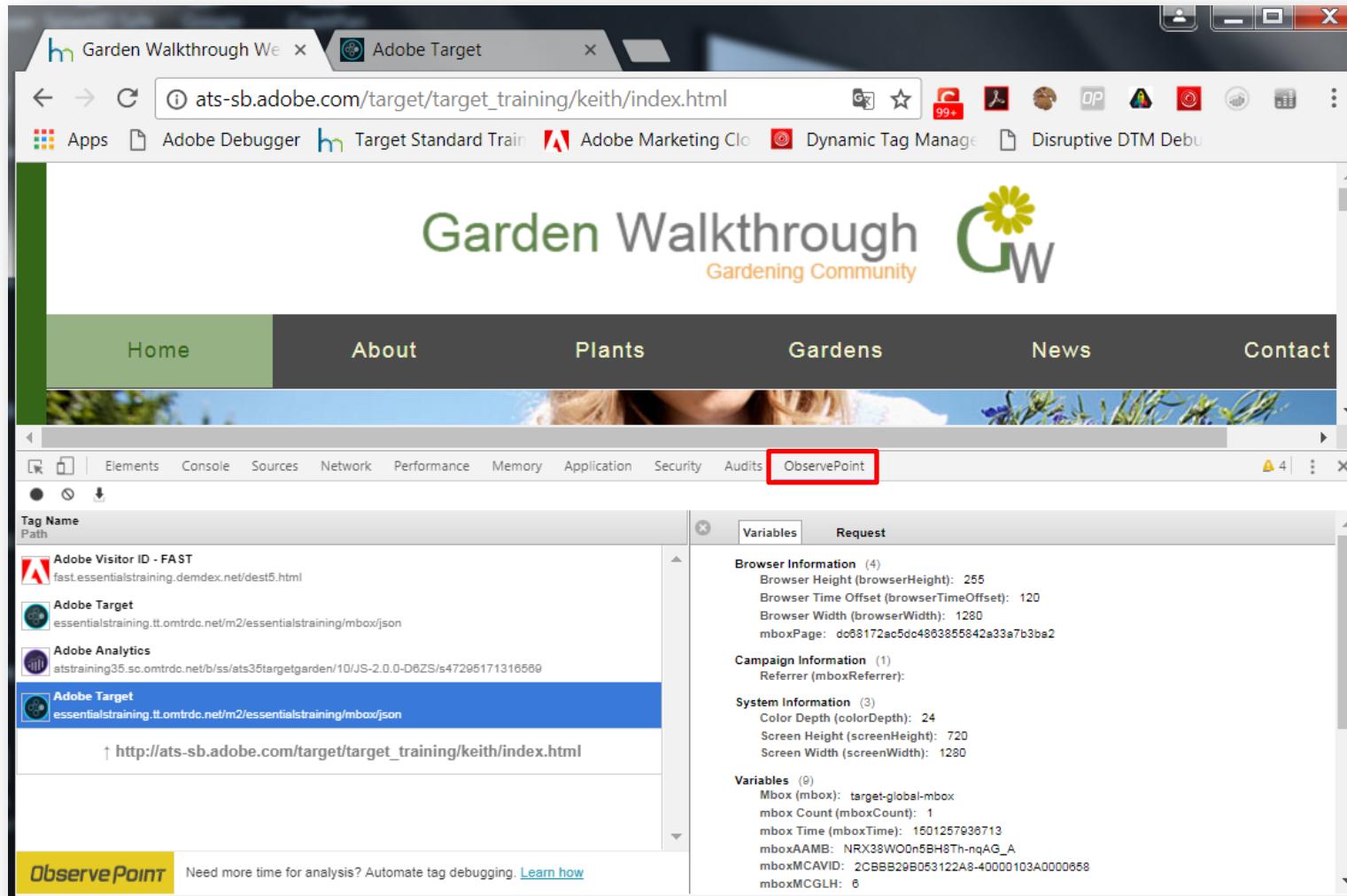
The screenshot shows a browser window with the URL www.drssmooth.com/latest-atjs/?mboxDebug=1. The page header includes links for Apps, Adobe Debugger, Adobe Marketing Clo, Dynamic Tag Manage, and Disruptive DTM Debu. Below the header is a navigation bar with links for Products, Business Solutions, Support & Learning, Download, Company, and Buy, along with a search icon.

The main content area features a colorful abstract background with the Adobe logo on the left. At the bottom of the page is the Adobe Marketing Cloud Debugger interface, specifically the 'Console' tab, which is highlighted with a red box. The console log displays several messages related to mbox rendering and settings, with some parts of the log collapsed using the '...' button.

```
AT: Rendering mbox target-global-mbox
AT: Settings
▶ {clientCode: "adobeinternalags008", imsOrgId: "93412AC5562E004A7F000101@AdobeOrg", serverDomain: "adobeinternalags008.tt.omtrdc.net", crossDomain: "disabled", ...}
AT: [getOffer()] actions to be rendered
  ▶ {action: "setContent", selector: "#hero > HEADER:nth-of-type(1) > H1:nth-of-type(1)", content: "Simple Change to the Headline", cssSelector: "#hero > HEADER:nth-of-type(1) > H1:nth-of-type(1)"}
    action: "setContent"
    content: "Simple Change to the Headline"
    cssSelector: "#hero > HEADER:nth-of-type(1) > H1:nth-of-type(1)"
    found: true
    selector: "#hero > HEADER:nth-of-type(1) > H1:nth-of-type(1)"
    ▶ __proto__: Object
AT: Rendering mbox target-global-mbox
  ▶ [{}]
    0: {CampaignName: "Simple Change to the Headline", CampaignId: "191406", RecipeName: "Simple Change to the Headline", RecipeId: "1", OfferId: "117771", ...}
    length: 1
    ▶ __proto__: Array(0)
AT: Rendering action
  ▶ {action: "setContent", selector: "#hero > HEADER:nth-of-type(1) > H1:nth-of-type(1)", content: "Simple Change to the Headline", cssSelector: "#hero > HEADER:nth-of-type(1) > H1:nth-of-type(1)"}
AT: Action rendered successfully
  . action: "setContent". selector: "#hero > HEADER:nth-of-type(1) > H1:nth-of-type(1)". content: "Simple Change to the Headline". cssSelector: "#hero > HEADER:nth-of-type(1) > H1:nth-of-type(1)"
```

General Purpose Tag Analyzer

- Recommended: Install ObservePoint Tag Debugger (Chrome free extension) to see tags firing



Troubleshooting: mboxTrace

- In addition to viewing traces in Experience Cloud Debugger, you can also use any packet analyzer
- Before, you must generate a token in Setup > Installation, and add it to your page URL

The screenshot shows the Network tab selected in the Experience Cloud Debugger. A specific request for 'json?screenHeight=827&screenWidth=1034&col' is highlighted with a red box. The response panel shows a detailed JSON object with several nested sections. The 'Preview' tab is also highlighted with a red box, indicating where the raw JSON response can be viewed.

```
▶ offers: [{plugins: [...], actions: [{width: 900, action: "setAttribute", ...}]}],...
  sessionId: "b8104e0516ae415e839c381ea0127aaa"
  ▶ trace: {request: {mbox: {name: "target-global-mbox", type: "JSON", version: 58, count: 1,...},...}}
    ▶ aam: {segmentIds: ["7175463", "7182544"], cachedSegmentIds: ["7175463", "7182544"], request: {...},...}
      ▶ cachedSegmentIds: ["7175463", "7182544"]
      ▶ profile: {uuid: "71389312794225075833398297545112407433", stuff: [], traits: [2527843, 6621712],...}
      ▶ request: {...}
      ▶ segmentIds: ["7175463", "7182544"]
      ▶ campaigns: [{id: 152535, campaignName: "Holiday Activity", branchId: 1, branchName: "Experience B",...},...
        ▶ 0: {id: 152535, campaignName: "Holiday Activity", branchId: 1, branchName: "Experience B",...}
        ▶ 1: {id: 149535, campaignName: "Holiday Activity DND", branchId: 1, branchName: "Experience B",...}
          branchId: 1
          branchName: "Experience B"
          campaignName: "Holiday Activity DND"
          displayResponseType: "MULTIPLE_OFFERS_WITH_TEMPLATES_RESPONSE"
          environmentId: 185157
          id: 149535
        ▶ metrics: [{name: "Display mboxes", actionExpected: "NONE",...}, {name: "Entry", actionExpected: "NONI",...}
          ▶ offers: [95910]
          ▶ pluginOfferIds: [191346]
        ▶ evaluatedCampaignTargets: [...]
        ▶ profile: {visitorId: {tntId: "b8104e0516ae415e839c381ea0127aaa",...},...}
        ▶ request: {mbox: {name: "target-global-mbox", type: "JSON", version: 58, count: 1,...},...}
        serverNode: "app80.prod28.offermannica.com"
```

25 requests | 12.6 KB transferred | Finish: 928 ms | D...

- View in Network → Preview
- Implemented as URL parameter → read output in dev tool
- Info about device, browser, etc (requestHeaders)
- Campaigns the user is in (campaigns)
- Evaluated Campaigns (evaluatedCampaignTargets)
- Marketing Cloud audiences (aam)

Net Panel + Web Developer Tools

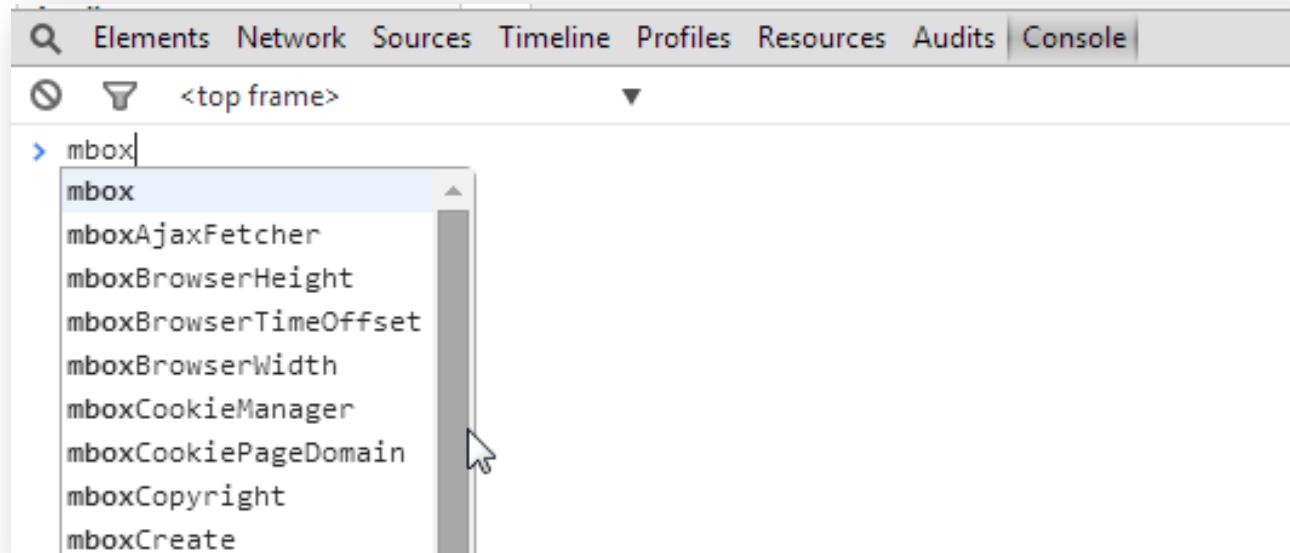
- The Network Panel can be filtered to show mbox calls
 - TIP: Filter using Regex on “**mbox|demdex|b/ss**” to view all Adobe Target, AAM, Analytics calls!
 - Expand to see the request headers , response, cookies, and timing associated with an mbox call

The screenshot shows the Network panel in the Chrome DevTools. The search bar at the top has the regex filter "mbox|demdex|b/ss" applied. The timeline shows several network requests, with one specific request expanded to show its details. The expanded request is for "mbox-contents-dc16a3b6d872c03ae9f93f297affbe7a390186e43.js" from assets.adobedtm.com. The "General" tab in the details panel shows the following information:

- Request URL:

Console Log

- The Console can be used to check variable values from either mbox.js/at.js or from an offer sent back from Adobe
- One common trick is to set “console.log” events in offers during troubleshooting



Target Server-Side Requests

- In addition to client-side JavaScript mbox calls, the Target API allows server-side requests as well:
 - Server Side delivery API integrates Adobe Target with any server-side platform that makes HTTP calls
 - You can use the API to integrate your custom application with Target
 - This is especially valuable to deliver targeting to a non-browser based, IoT device such as a connected TV, kiosk, or in-store digital screen
 - This API implements existing mbox features in a RESTful manner. It does not process cookies or redirect calls.
- NEW: node.js SDK for server-side JavaScript execution
 - Use the node.js to easily implement and run server-side tests on your node.js applications
 - Easily install the node sdk from npm - **npm install @adobe/target-node-client**
 - The VisitorID service is enabled in the node SDK to connect all your Adobe data
 - Analytics 4 Target: Use Adobe Analytics as your reporting source
 - For more information, see: <http://developers.adobetarget.com/api/#server-side-delivery>

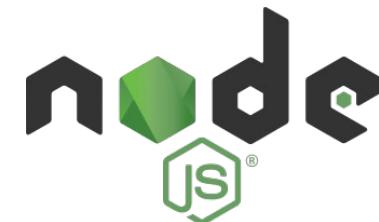


Server-Side Example

- The Server Side Delivery API only supports POST requests. Here is a sample POST call performed using the API:
- **POST/rest/v1/mbox/12223434536?client=demo**
 - Where: **1223434535** is a Session ID that is generated and maintained by the client.
 - The Session ID can be any printable string except a space, ?, or /. It should be between 1 and 128 characters in length.
 - And where **client** is the client code. The client parameter is mandatory for each request.

Node.js Server-Side Client

- Marketing Cloud Client allows clients to execute requests against Adobe edge network and retrieve personalized content that can be used to enhance the user experience
- Behind the scenes, Marketing Cloud Client wraps two of the Adobe Marketing Cloud solutions, MCID (Marketing Cloud Identity Service) also known as Visitor API and Adobe Target
- Simple to use: Marketing Cloud Client has been designed to be the simplest way to interact with Target delivery API
- More info: <https://www.npmjs.com/package/@adobe/target-node-client>
- Example, following slide:



Node.js Server-Side Client Usage

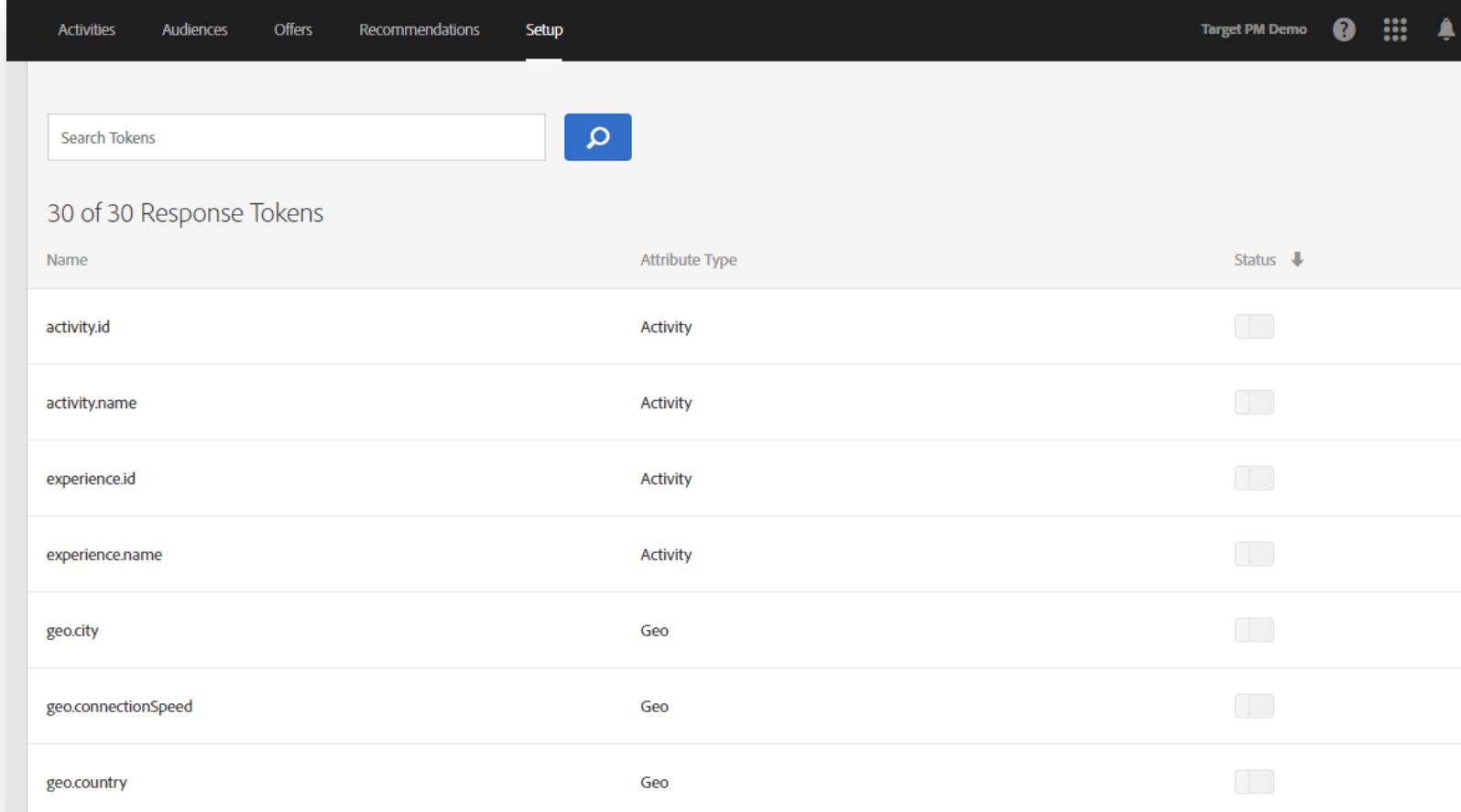
```
const MarketingCloudClient = require("@adobe/target-node-client");

const marketingCloudClient = MarketingCloudClient.create({
  config: {
    client: "acmeclient",
    organizationId: "1234567890@AdobeOrg",
    timeout: 5000
  }
});

marketingCloudClient.getOffer({
  payload: {
    mbox : "some-mbox"
  }
})
  .then(offer => console.log('Offer', offer))
  .catch(error => console.error('Error', error));
```

Target Response Tokens

- Deliver Target-specific information to send to third party systems like survey tools, chat bots, analytics vendors, session replay tools, etc.
- Decide which variables to expose from a list of predefined objects which include all user profile information
- *NOTE: Requires at.js version 1.1*



The screenshot shows the 'Setup' tab selected in the navigation bar. A search bar at the top left contains the placeholder 'Search Tokens'. To its right is a magnifying glass icon. Below the search bar, the text '30 of 30 Response Tokens' is displayed. The main area is a table with the following data:

Name	Attribute Type	Status
activity.id	Activity	<input type="checkbox"/>
activity.name	Activity	<input type="checkbox"/>
experience.id	Activity	<input type="checkbox"/>
experience.name	Activity	<input type="checkbox"/>
geo.city	Geo	<input type="checkbox"/>
geo.connectionSpeed	Geo	<input type="checkbox"/>
geo.country	Geo	<input type="checkbox"/>

Response Token Basic Info

- Response tokens let you surface Target-specific information to use elsewhere
 - Print to console
 - Send to other systems, such as Google Analytics
- They let you choose which variables to leverage and then enable them to be sent as part of an mbox response
- Simply enable a variable using the switch and the variable will be sent with mbox responses, which can be validated in network calls
 - Response tokens work in Preview mode as well
- Read more: https://marketing.adobe.com/resources/help/en_US/target/beta/target/c_response-tokens.html
- Response tokens deliver an object that can then be read and acted upon using event listeners
 - For more information, see the online help for at.js custom events:
https://marketing.adobe.com/resources/help/en_US/target/beta/ov2/r_target-atjs-notification.html

Setting up Response Tokens

1. Ensure that you are using at.js version 1.1 or later
2. For more information, see Download at.js
3. In Target, click Setup > Response Tokens
4. Activate the desired response tokens, such as activity.id, option.id, and so forth

The screenshot shows the Adobe Target interface with the 'Setup' tab selected. On the left, a sidebar lists 'Activities', 'Audiences', 'Offers', 'Recommendations', and 'Response Tokens'. The 'Response Tokens' item is highlighted. The main content area displays a table titled 'More than 100 Response Tokens found'. The columns are 'Name', 'Attribute Type', and 'Status'. The table lists several tokens, all of which have their status checkboxes checked. The tokens listed are: activityid, activityname, experienceid, experiencename, optionid, optionname, profileactiveActivities, profiledaysSinceLastVisit, and profileisFirstSession.

Name	Attribute Type	Status
activityid	Activity	<input checked="" type="checkbox"/>
activityname	Activity	<input checked="" type="checkbox"/>
experienceid	Activity	<input checked="" type="checkbox"/>
experiencename	Activity	<input checked="" type="checkbox"/>
optionid	Activity	<input checked="" type="checkbox"/>
optionname	Activity	<input checked="" type="checkbox"/>
profileactiveActivities	Built-in	<input checked="" type="checkbox"/>
profiledaysSinceLastVisit	Built-in	<input checked="" type="checkbox"/>
profileisFirstSession	Built-in	<input type="checkbox"/>

3rd Party Integrations using Response Tokens: Send to GA

```
<script type="text/javascript" >
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
  (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
  m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');
ga('create', 'Analytics Tracking ID', 'auto');

</script>
<script type="text/javascript" >
document.addEventListener(adobe.target.event.REQUEST_SUCCEEDED, function (e) {
  var tokens=e.detail.responseTokens;
  if(!isEmpty(tokens)){
    tokens.forEach(function(token) {
      // Extract and process values from tokens and send them as per business requirement .
      ga('send', 'event', {
        eventCategory : token["activity.name"],
        eventAction : token["option.id"],
        eventLabel : token["experience.name"]
      });
    });
  }
  function isEmpty(val){ return (val === undefined || val == null || val.length <= 0) ? true : false; }
});
</script>
```

CHAPTER THREE

Custom Scripting

Objectives:

- Custom scripting input box
- Use cases: when is custom scripting necessary?
- Exercises: replace an image using custom JavaScript code, use jQuery to replace some text

Alternative to VEC: Code Window

- Sometimes you cannot set up an activity visually
 - You can't click on the desired element
 - The page structure is too complicated
 - The element is hidden within a javascript menu
- Then you need to use the code window in the Visual Experience Composer
- It allows two types of code:
 - Modifications: editing, deleting, adding CSS changes
 - Custom Code: use full power of JS and jQuery to add logic and manipulate the DOM as you wish

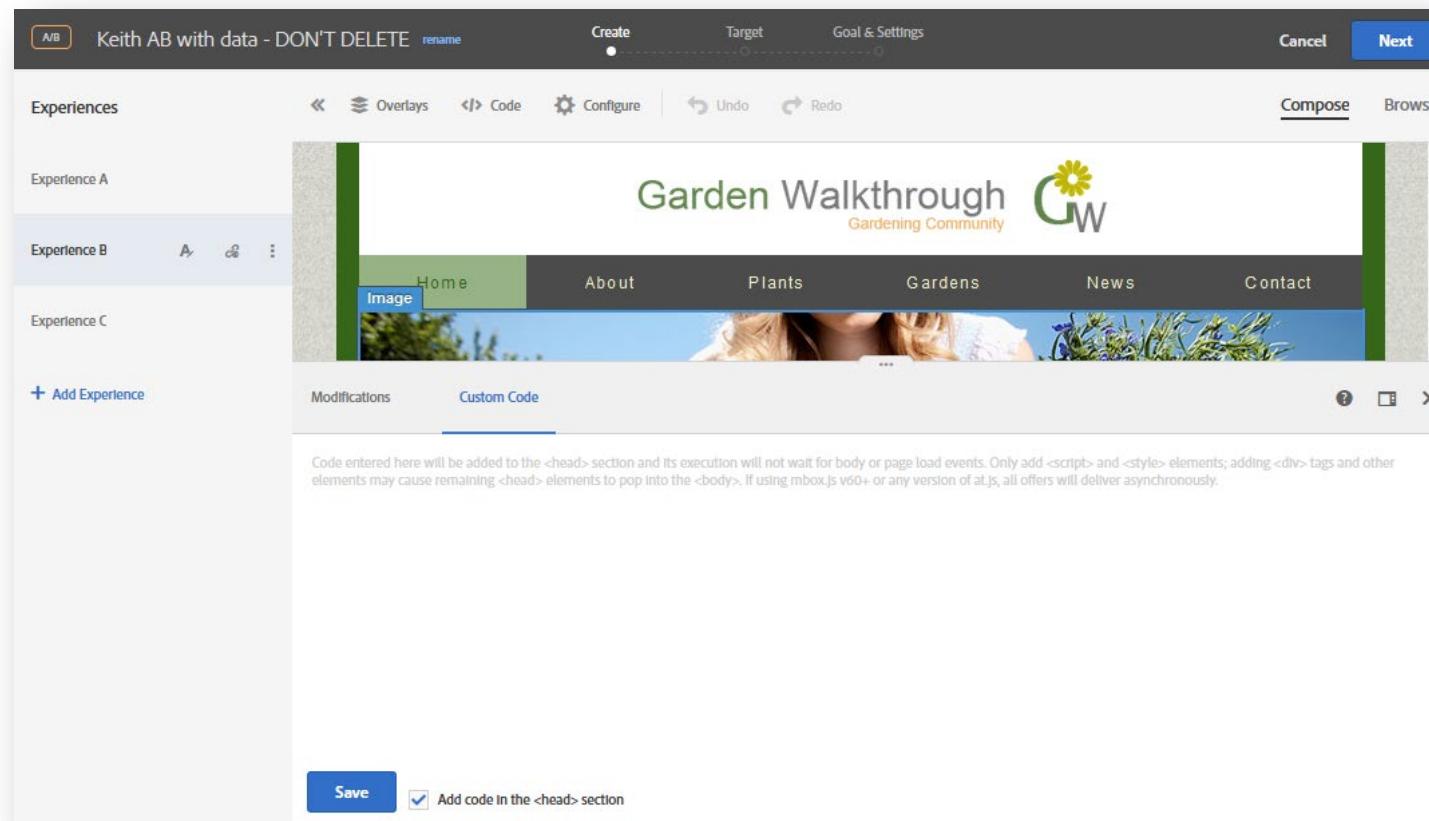
Code Window: Modifications

- Add, edit, delete modifications to CSS structure
- Possible actions in new Modification: Set Content or Set Attribute
- TIP: useful for deleting previous visual changes

The screenshot shows the 'Keith AB with data - DON'T DELETE' experiment in the A/B testing interface. On the left, the 'Experiences' panel lists 'Experience A', 'Experience B', and 'Experience C'. The main area displays a 'Garden Walkthrough' page with a navigation bar for 'Home', 'About', 'Plants', and 'Gardens'. A green sidebar on the left contains the word 'Image'. The 'Modifications' tab is selected in the bottom navigation bar. The right side of the screen shows the 'Modifications' configuration window. It has a 'Modification Type' section with 'CSS Selector' (selected) and 'Mbox' options. Below it is a 'CSS Element Selector' input field. The 'Action type' dropdown is set to 'Set Content'. The 'Content' input field is empty. At the bottom are 'Cancel' and 'Save' buttons.

Code Window: Custom Code

- Enter code in JS or jQuery format
- Add JS or style code inline or load external files
- NOTE: Needs a JS event to trigger it, such as OnLoad event



Code Window: Custom Code Examples

- Example Swap on DOM-ready, using jQuery:

```
<style>#default_content {visibility:hidden;}</style>
<script>
jQuery( document ).ready(function() {
    jQuery("#default_content").html( "<span style='color:red'>Hello
<strong>Again</strong></span>" );
    jQuery("#default_content").css("visibility","visible");
});
</script>
```

- Example Swap on DOM-ready, no jQuery:

```
<style>#default_content {visibility:hidden;}</style>
<script>
document.addEventListener("DOMContentLoaded", function(event) {
    document.getElementById("default_content").innerHTML = "<span
style='color:red'>Hello <strong>Again</strong></span>";
    document.getElementById("default_content").style.visibility="visible";
});
</script>
```

Code Window: Best Practices

- Always wrap the custom code in one element. Example:

```
<div id="custom-code"> // My Code goes here </div>
```
- Do not perform `document.write` actions in custom code scripts
 - Scripts are executed asynchronously. This often causes `document.write` actions to appear in the wrong place on your page.
- Be careful if you use the custom code feature for two activities that target the same URL
 - If you use the custom code feature for two activities that target the same URL, the JavaScript is injected into the page from both activities. Target automatically determines the order of delivered content. Make sure the code does not depend on placement.
 - It is up to you to make sure there are no conflicts in the code.
- TIP: first set code without event listener so you see results in VEC. Then add listener for final version
- For more details, best practices, trouble-shooting tips, see
https://marketing.adobe.com/resources/help/en_US/target/target/c_vec_code_editor.html

Alternative to Using Custom Code in VEC Code Editor

- As an alternative, you can put your custom code into HTML Offers in the Target Offer Library
- You then create a Form-Based Activity that uses the offers in your global mbox
 - Make sure you add refinements to the location to limit it to the desired page(s)
- Advantages:
 - Faster, easier to modify (don't have to re-open, edit in VEC)
 - Don't need to handle event listeners
- *Example, next slide:*

Form-Based Activity with Custom Code

The screenshot shows the Adobe Experience Manager interface for creating a form-based activity named "Keith FormBased Custom Code". The interface is divided into several sections:

- Experiences**: A sidebar on the left lists "Experience A" and "Experience B".
- Configure**: A central panel titled "Included Properties" with "Add/Remove" and "No Property Restrictions" options.
- LOCATION 1**: A section containing a dropdown menu set to "target-global-mbox", a "Refinements" section with "URL" and "contains" filters, and a "Add Rule" button.
- CONTENT**: A section containing a dropdown menu set to "Keith Custom JS Code". This section is highlighted with a red box.
- Information**: A panel on the right showing the "Name (Required)" field filled with "Keith Custom JS Code".
- Code**: A panel on the right displaying the following JavaScript code:

```
1 <script>
2 // create new paragraph
3 var x = document.createElement(p);
4 var t = document.createTextNode("This is paragraph A.");
5 x.appendChild(t);
6 // add text node to div area
7 document.getElementById("logo").appendChild(x);
8 </script>
9 Hello World!!
```

Custom Redirects

- As an alternative to choosing the redirect option in the VEC, you can use Redirect Offers.
- Daniel Wright's redirect offer creator found at <http://dwright.businesscatalyst.com/redirect-offer-creator/>

- Allows passing extra URL parameters like mboxSession to a different domain
- *Click on "Additional Information" link to read the Target Redirect Whitepaper*

**Adobe Target
Redirect Offer Creator**

by [Daniel Wright](#)

Redirect to

Hide Page	Protocol/Params	Analytics Integration	X-Domain
<input checked="" type="checkbox"/> Hide page (if using auto-created mbox)	<input checked="" type="checkbox"/> Preserve Page Protocol <input checked="" type="checkbox"/> Pass Existing Params <input checked="" type="checkbox"/> Pass Existing Hash	<input type="checkbox"/> Pass Test Metadata <input type="checkbox"/> Pass Referrer	<input type="checkbox"/> Pass mboxSession

Create Offer **Reset**

Your Offer

```
<style type="text/css">body{display:none!important;}</style>
<script type="text/javascript">
    var qs='';window.location.search?qs=window.location.search:'';
    window.location.replace('//www.joggingroutes.org/'+qs+''+window.location.hash+'');
</script>
```

CHAPTER FOUR

Visitor Profiles

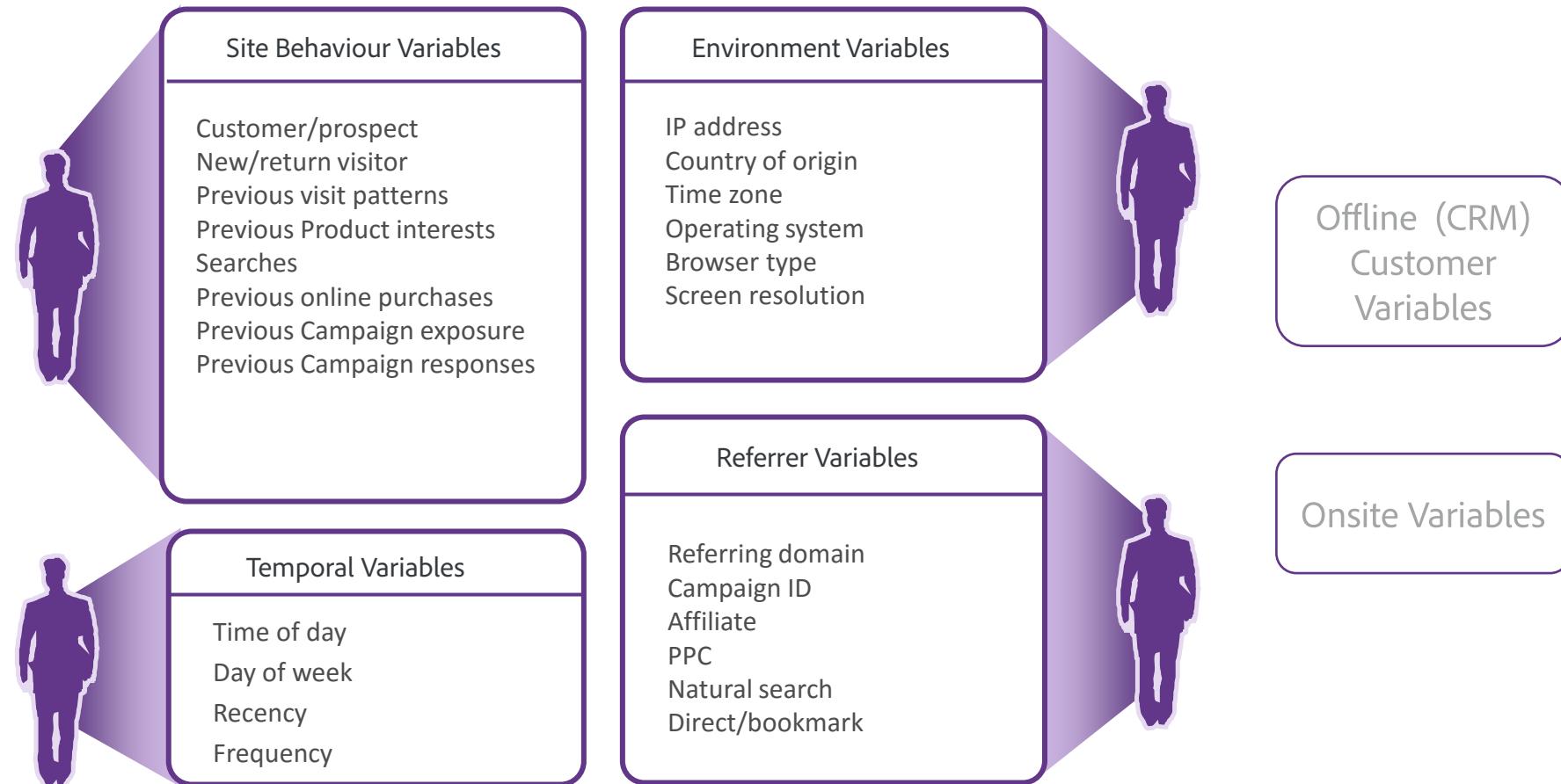
Objectives:

- What is visitor profiling?
- Define an Adobe Target profile
- How to create profile scripts
- How to upload profile data via mbox parameters
- How to upload profile data via legacy API

Visitor Profiling

- Target can store visitor information persistently to be used for targeting purposes
 - Useful for targeting based on demographic data, such as gender, age, location, customer status, interests, visit/conversion frequency and recency, lifetime-value, etc.
- The info is normally stored for 14 days, up to a maximum of 90 days for each visitor
 - To check your profile lifetime setting, in Target go to Set Up >> Implementation >> at.js >> Edit at.js Settings
- There are 5 ways to get visitor profile info into Target:
 - Profile scripts
 - Mbox parameters
 - API imports
 - AEM-Target integration
 - Customer attribute imports to Experience Cloud

Platform | Profiling Variable Examples



Profile Scripts

- Code that captures and updates stored visitor attribute information (their “profile”)
- Good for setting up counters, recency, frequency, lifetime value... (14 to 90-day lifetime!)
- Profile Scripts are written in Mozilla Rhino server-side Javascript and are executed on the Target servers

Name	Description	Status	Modified
ckv_geocity	Delete	Live	by Target Essentials Login
ckv_PF	CKV - Exercise 5.2 PF - Do Not Delete	Live	Oct 24 2016 04:50 PM by User 58
geoCity	Exercise 5.2 GC - Do Not Delete	Inactive	Oct 20 2016 09:30 AM by User 15
numVisits	Tracks the number of times a single visitor visits site. Will increment a counter whenever a new session is recognized.	Live	May 03 2017 03:13 PM by Judy Kim
twoGroups	creates two mutually exclusive testing groups	Inactive	Oct 20 2016 09:18 AM by User 15
purchaseFrequency	Script that increments the counter whenever an mbox called orderConfirm is seen.	Live	May 03 2017 03:13 PM by Judy Kim

All profile scripts are evaluated with each mbox request. Therefore,

→ Design scripts with narrow qualifying criteria.

Don't forget to **activate** your profile script!

Creating Profile Scripts – Example

- Example: conversion counter, set only on order confirmation page

The screenshot shows the 'Update Profile Script' dialog box in Adobe Target. The 'Information' tab is selected, showing a script named 'purchaseCount' with the following description: 'Script that increments the counter whenever an mbox called orderConfirm is seen.' The 'Script' tab contains the following JavaScript code:

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

The 'Available Tokens' panel on the right shows tokens categorized by type. The 'Profile' type is selected, and the list includes:

- user.20170831kanai
- user.AfterHours
- user.Audi_script147
- user.GeoCT001
- user.GeoCity
- user.GeoCity_Copy
- user.TEST_143
- user.User136PF_LJ
- user.User147PF

More info: https://marketing.adobe.com/resources/help/en_US/target/target/c_script_profile_attributes.html

Uploading Profile Data via Mbox Parameters

- Modern Target implementations use a global mbox on every page
- The **targetPageParams()** function is used to pass parameters to the global mbox
- For persistent profile parameters, the parameter name *MUST* begin with "**profile.**"
- Can also be set in DTM page-load rules
- Good for capturing data from website forms and activity. Example:

```
<head>
  <script type="text/javascript">
    function targetPageParams () {
      return "profile.age=31&profile.gender=female";
    }
  </script>
  <script src="at.js" type="text/javascript"></script>
</head>
```

- More info:
https://marketing.adobe.com/resources/help/en_US/target/ov/c_pass_parameters_to_global_mbox.html

Passing Profile Data as Mbox Parameters (Legacy Method)

- Apply mbox code to desired areas within **mboxCreate()** or **mboxUpdate()**.
- Example:

```
<body>
<div class="mboxDefault"></div>
<script type="text/javascript">
    mboxCreate('homepage_top_mbox',
        'profile.loggedin=yes',
        'profile.gender=maLe',
        'profile.status=gold',
        'pagename=homepage',
    );
</script>
```

The screenshot shows a website layout with a red box labeled "1. Mbox" highlighting the position where the provided JavaScript code would be placed. The website has a header with the logo "JJ.ESQUIRE", a search bar, and a navigation menu with categories like WOMEN'S, MEN'S, JEWELRY & ACCESSORIES, BEAUTY & FRAGRANCE, GIFTS & HOME, CHILDREN & TOYS, and ELECTRONICS. Below the menu, there are links for "First Time? Take a tour!" and "Free Shipping with code JJ4". A social media "Connect" button is also visible.

Uploading Profile Data via DTM

- DTM can also upload profile params:

The screenshot shows the 'Adobe Target Settings' page in the Adobe Marketing Cloud Activation interface. The left sidebar has 'Dashboard' and 'Log' options. The main area title is 'Adobe Target Settings'. A note at the top says 'Note: The Marketing Cloud ID Service service is currently active on this web property.' Below it, 'Tool Name' is set to 'AT' and 'Client Code' is set to 'essentialtraining'. A 'Library Management' section is shown above a 'Global Parameters' section, which is highlighted with a red box. The 'Global Parameters' section contains a table for 'Global Mbox Parameters':

Name	Value
profile.gender	%gender%
profile.age	%age%

There is an 'Add' button next to the value field.

Uploading Profile Data via REST API

- Good for uploading CRM data: demographics, purchase history, etc.
- Create the URL, for example:
 - `https://clientcode.tt.omtrdc.net/m2/clientcode/rest/standard?mbox=confirmed_offline&mboxPC=XXX&mboxHost=offline.offermatica.com&mboxParam=value&profile.Name=value&version=1`

Parameter	Description
clientCode	(Required) A valid Target client code.
mbox	(Required) The mbox name.
mboxPC	(Required) The Target profile ID of the user associated with the passed-in segment data.
mboxHost	(Optional) The mbox host. The default value is <code>offline.offermatica.com</code> .
profile.Name	(Optional) A list of name/value pairs with the names prefixed with " <code>profile.</code> ", which signals Target to store the pairs in the user profile.
Version	Specify which version of the API you want to use. Set this to <code>version=1</code> unless otherwise specified

Inspect the Response to Profile Data Upload

- The query response uses the following XML structure:
 - true
 - 124252

Tag	Description
success	Indicates the success or failure of the query. true: success false: failure.
pcid	The user's unique identifier. Shown only when success = true.

More info: <http://developers.adobetarget.com/api/#updating-profiles>

Sending AEM Context Hub Data to Target Profile

- The AEM-Target connection can have one or more frameworks
- Each framework defines which Context Hub data should be sent to Target for the Visitor Profiles
- The results will show up in Target Audience Builder, under Visitor Profile
 - Audiences can then be built using the imported Context Hub data
- In AEM, to locate the cloud configuration for Target and its framework, Navigate to **Cloud Services** via **Tools > Deployment > Cloud**.
(<http://localhost:4502/libs/cq/core/content/tools/cloudservices.html>)

Provisioned Target Framework

Configure inheritance
Mappings defined in this Framework

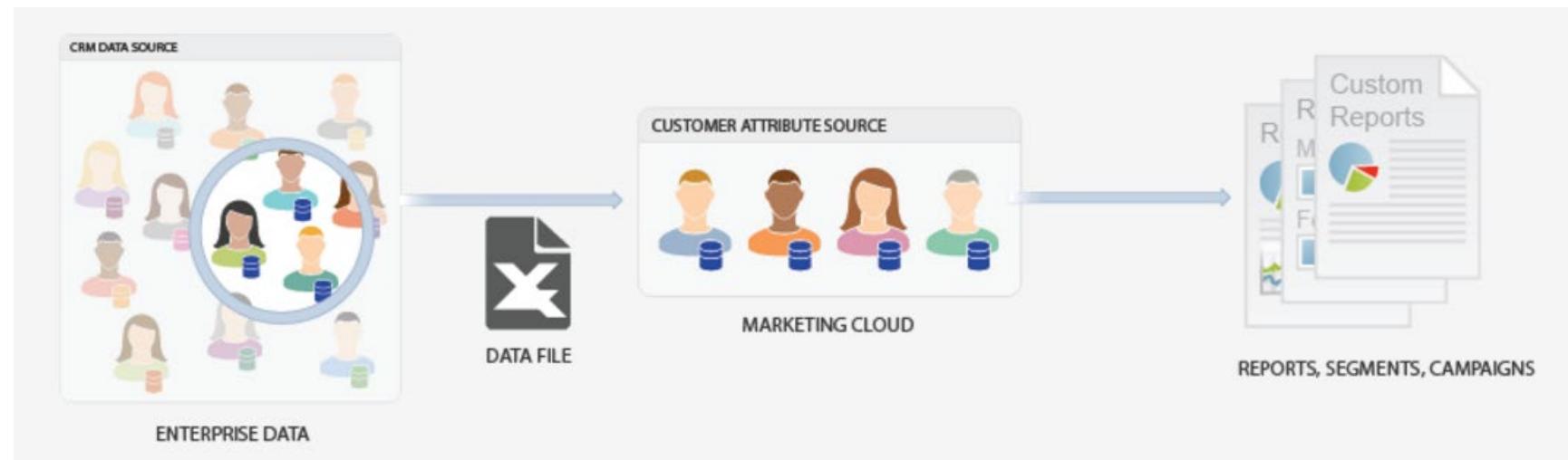
Drag components here to include them in the analytics framework

Profile Data (cq/personalization/components/contextstores /profiledata)

CQ variable	Parameter name	Share
profile.aboutMe		<input type="checkbox"/>
profile.age	profile.age	<input checked="" type="checkbox"/>
profile.authorizableId		<input type="checkbox"/>
profile.avatar		<input type="checkbox"/>
profile.birthday		<input type="checkbox"/>
profile.familyName		<input type="checkbox"/>
profile.formattedName		<input type="checkbox"/>
profile.gender	profile.gender	<input checked="" type="checkbox"/>
profile.givenName		<input type="checkbox"/>
profile.memberSince		<input type="checkbox"/>

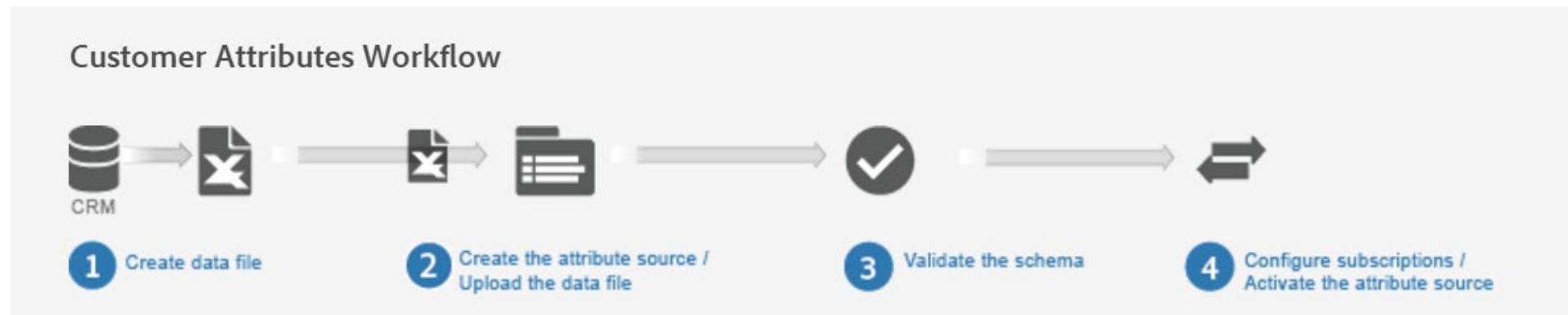
What's a Customer Attribute?

- You may have first-party data about your customers that you would like the Experience Cloud to use to make better targeting and analytics decisions.
- Customer Attributes make it easy to upload your data for use in Analytics and Target.



- Examples:
 - Membership level – Understand which promotions and landing pages resonate best for platinum-level customers.
 - Age and gender – Identify which products and accessories do not appeal to male millennials and replace them with ones that do.
 - Job function – Determine how managers and senior managers are leveraging the new mobile app and which features are most popular.
 - Propensity score – Understand the pathing behaviors of visitors with high propensity scores who fail to convert.

How do I upload customer attributes?



1. Create data file
2. Create the attribute source / upload the data file
3. Validate the schema
4. Configure subscriptions / Activate the attribute source

Step 1. Create Data File

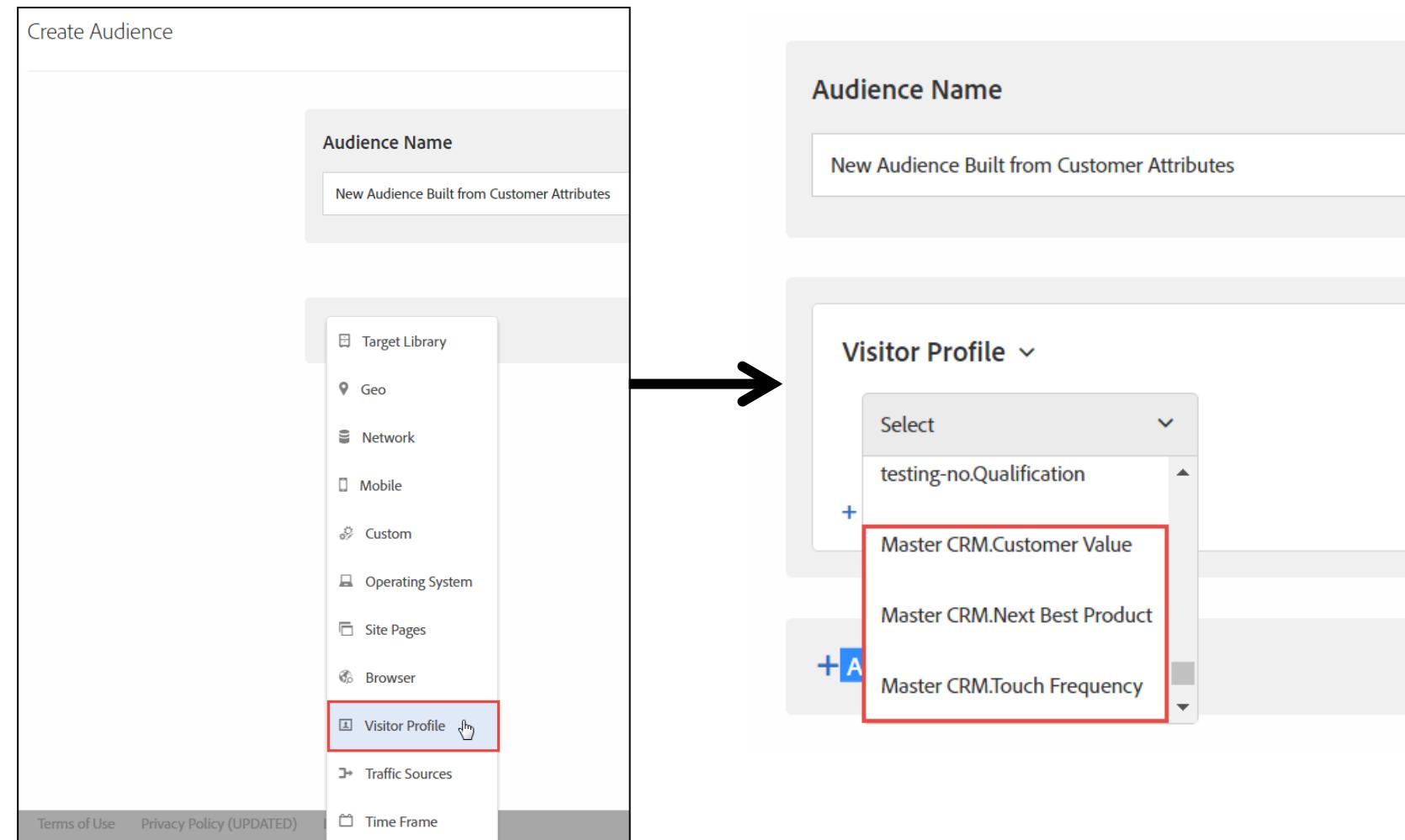
- Sample data files showing member IDs, entitled products, most-launched products, age, gender, loyalty levels, and so on.
- CSV format, customer ID in the first column, avoid special characters in column names.

A	B	C	D	E	F	G	
1	member_guid	entitled_product	most_launched_product	cc_join_month	joined_as	days_after_joining_7	days_after_joining_30
2	000487B2567X	CCSN	SKU1101	2014-06	PAID	Converted within 7 Days	Converted within 30 Days
3	000487B2667F	CCSN	SKU3109	2014-06	PAID	Converted within 7 Days	Converted within 30 Days
4	000487B33678	PHLT	SKU1101	2014-07	FREE	Not Converted after 7 Days	Converted within 30 Days
5	000487B4567Q	ILST	SKU1101	2014-07	PAID	Converted within 7 Days	Converted within 30 Days
6	000487B2967C	PHLT	SKU1101	2014-07	PAID	Converted within 7 Days	Converted within 30 Days
7	000487B3967D	CCSN	SKU3114	2014-06	PAID	Converted within 7 Days	Converted within 30 Days
8	000487B2107Y	CCSN	SKU3109	2014-06	FREE	Not Converted after 7 Days	Not Converted after 30 Days
9	000487B9967E	PHLT	SKU1101	2014-06	PAID	Converted within 7 Days	Converted within 30 Days

A	B	C	D	E	
1	customer_id	age	gender	loyalty_level	lifetime_value
2	11jj454op69	31	F	Platinum	550
3	52mc210tr42	49	M	Gold	320
4	11jj454aaaa	31	F	Platinum	100
5	11jj454bbbb	42	F	Gold	3029

How do I use customer attributes to target visitors?

- Customer attributes appear in Target in the **Visitor Profile** menu when creating audiences.
- Within **Visitor Profile**, look for your customer attributes as those prefixed with the Customer Attribute Source name.
- Example: If your Customer Attribute Source were named "**Master CRM**," your customer attributes would appear as shown.



CHAPTER FIVE

Target APIs

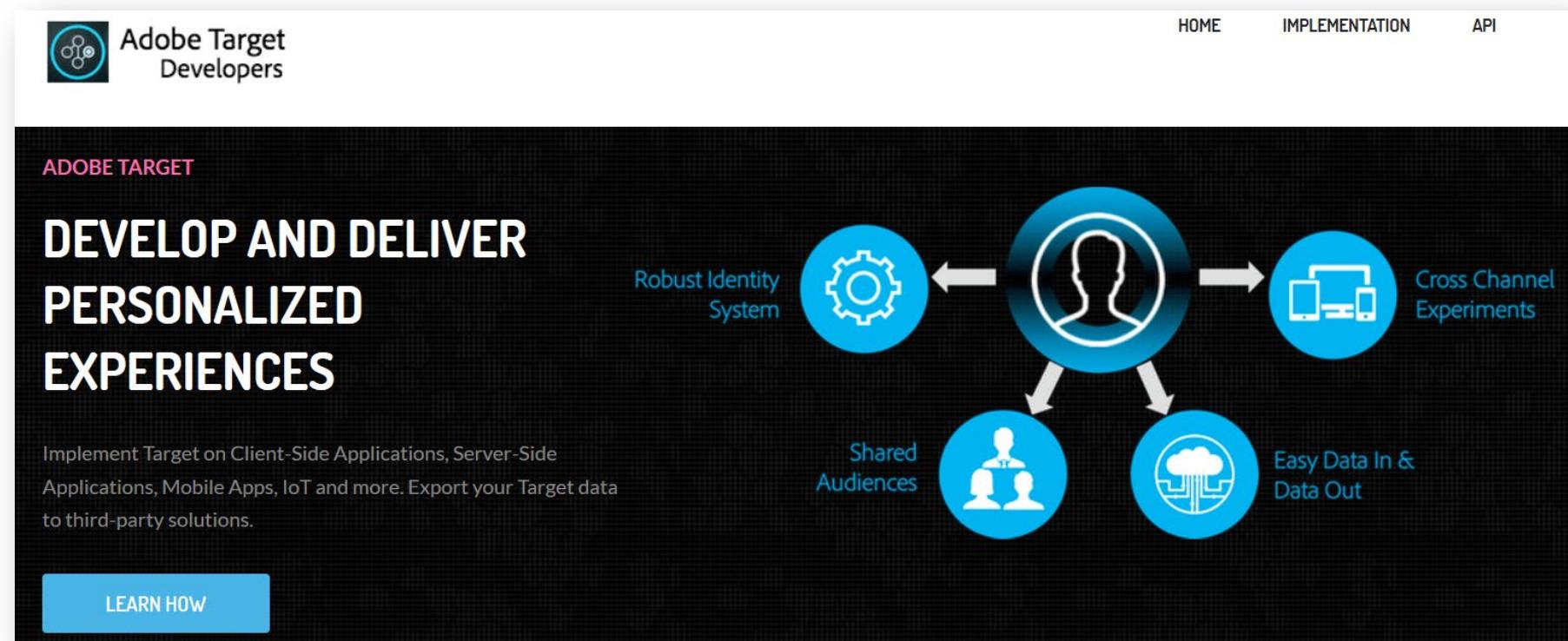
- Objectives:
 - What APIs are available for Target?

Data Ingestion | How can data enter our system?

- Mboxes
 - JavaScript. On Page.
 - Standard: real time / non-blocking / no document.write using at.js
 - Blocking / uses document.write / (using mbox.js)
 - Dynamic: non blocking / uses AJAX fetcher / fires on page load
 - Name/value pairs up to HTTP request length limit of ~5,000 characters
- APIs
 - Offline mbox API (Rest)
 - Bulk profile upload (CURL)
 - See: <http://developers.adobetarget.com/api/#introduction>
 - NOTE: Target Legacy API access is closing November 2017

Adobe Target Developers: Your Source of All Target API Info

- The developers.adobetarget.com site documents all the Adobe APIs
- Includes the following sections:
 - Single Page Apps
 - Server-Side Apps
 - Mobile Apps
 - Admin APIs
 - Reporting APIs
 - Profile APIs
 - Node.js SDK



Target API Overview

- There are various APIs available in Target:
 - Profiles: fetch profiles for visitors, update, and bulk update
 - Reports: Get activity performance data
 - Admin APIs: You must create an integration using an Admin login
 - REST API, available for Activities, Audiences and Offers
 - Create, Read, Update, and Delete methods for each object type
 - Use authentication methods outlined in following slides



Target API Authentication

- To maintain the security of your applications and users, all requests to Adobe I/O APIs must be authenticated and authorized
 - Uses JSON Web Tokens (JWT)
- Before you can access the Adobe Target API, you will need to obtain access credentials by creating a new Integration in the [Adobe I/O Console](#)
- For complete information about creating integrations, see the [Adobe I/O API Authentication Guide](#)

Service Account Authentication

- This is the type of integration required for access to the Admin or Reporting APIs.
 - Service Accounts are similar to user accounts, but they are unique to your application and have additional security requirements.
- To obtain access tokens for your integration, you must first create a JSON Web Token (JWT) that encapsulates your client credentials.
 - For each API session, you will exchange your JWT for an access token from Adobe IMS.
 - This token identifies your integration and grants access to the services you have configured.
- To create an integration of this type, sign in to the Adobe I/O Console with your Enterprise ID.
 - Your Enterprise ID must have administrative privileges for your organization to be able to create a new Service Account integration.
 - If you do not have the required permissions, contact an IT Administrator at your company for help. This is typically the person who distributes Creative Cloud, Acrobat or Experience Cloud licenses within your company.
- For more information, see [Service Account Authentication](#).

API Key Authentication

- Server Side Delivery APIs and some Profile APIs can be accessed by any application that simply specifies an API Key (Client ID)
 - Additional client credentials, such as the Client Secret, are not required

Step-by-Step: Setting Up an Integration at Adobe.io

1. In a browser, log into your organization's Experience Cloud as an admin
2. Open Adobe.io Console in another tab: <https://console.adobe.io/integrations>
3. Set up your integration for Target basic info
4. Create SSL certificate: can use openssl: see info at
https://docs.campaign.adobe.com/doc/standard/en/api/ACS_API.html#adobeio-configuration
5. Add certificate to integration
6. Generate JSON Web Token (JWT) in your integration using private key
7. Generate an access token using JWT to be used in a REST API client
8. Good tool to use for generating client API calls: native app Postman for Chrome
 - Install Postman, start in Chrome (found in Apps folder in bookmarks)
9. Click on "Run in Postman" button at this page: <http://developers.adobetarget.com/api/#admin-postman-collection>. This loads a list of Target API methods into Postman
10. Configure your POST request in Postman using your access token
11. Write your app!

Setting Up Your Integration to Use API: 1

- Create new integration in Adobe.io Console:

The screenshot shows the Adobe I/O Console interface. At the top, there's a navigation bar with 'Adobe I/O' on the left, 'Integrations' in the center, 'Downloads' on the right, and a user icon. Below the navigation bar, there's a progress bar consisting of several dots. The main area has a heading 'Create a new integration' and a sub-instruction 'Select the Adobe service you wish to integrate with.' To the right of this text is a dropdown menu labeled 'Essentials Training ▾'. On the left, there's a section for 'Creative Cloud' with options: 'Adobe Stock' (radio button), 'Creative SDK' (radio button), and 'Typekit Platform' (radio button). In the center, there's a section for 'Experience Cloud' with options: 'Adobe Target' (radio button, highlighted with a red box), 'Data Catalog', 'Launch, by Adobe', and 'Smart Content'. To the right, there's a section for 'Adobe Services' with options: 'I/O Events' (radio button) and 'User Management API'. At the bottom left, there's a section for 'Document Cloud' with a small icon.

Create a new integration

Select the Adobe service you wish to integrate with.

Essentials Training ▾

Creative Cloud

- Adobe Stock
- Creative SDK
- Typekit Platform

Experience Cloud

- Adobe Campaign
- Adobe Target
- Data Catalog
- Launch, by Adobe
- Smart Content

Adobe Services

- I/O Events
- User Management API

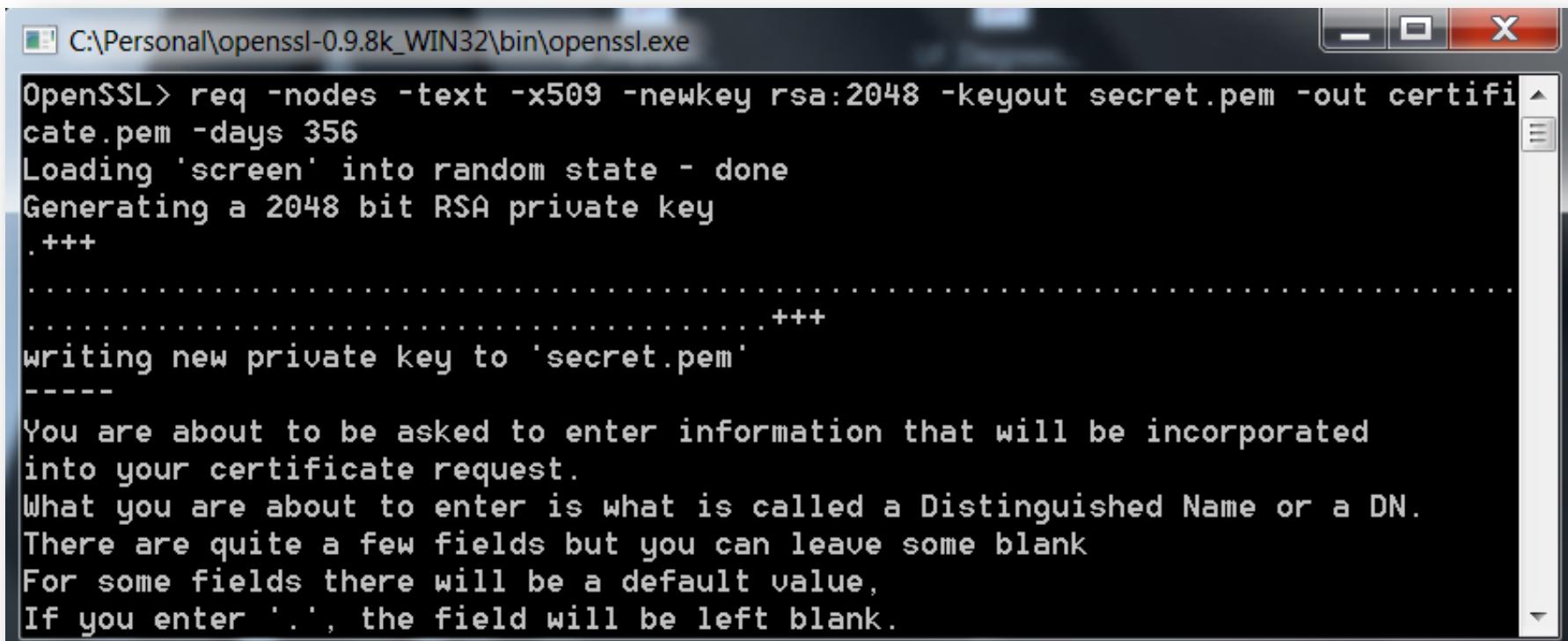
Document Cloud

Setting Up Your Integration to Use API: 2

- Generate certificate in openssl:
- Openssl command:

```
req -nodes -text -x509 -newkey rsa:2048 -keyout secret.pem -out
certificate.pem -days 356
```

- Resulting **certificate.pem** file is public key, to be uploaded to integration
- Resulting **secret.pem** is private key, to be pasted into integration



The screenshot shows a Windows Command Prompt window titled 'C:\Personal\openssl-0.9.8k_WIN32\bin\openssl.exe'. The command entered is:

```
OpenSSL> req -nodes -text -x509 -newkey rsa:2048 -keyout secret.pem -out certificate.pem -days 356
```

The output shows the process of generating a 2048-bit RSA private key:

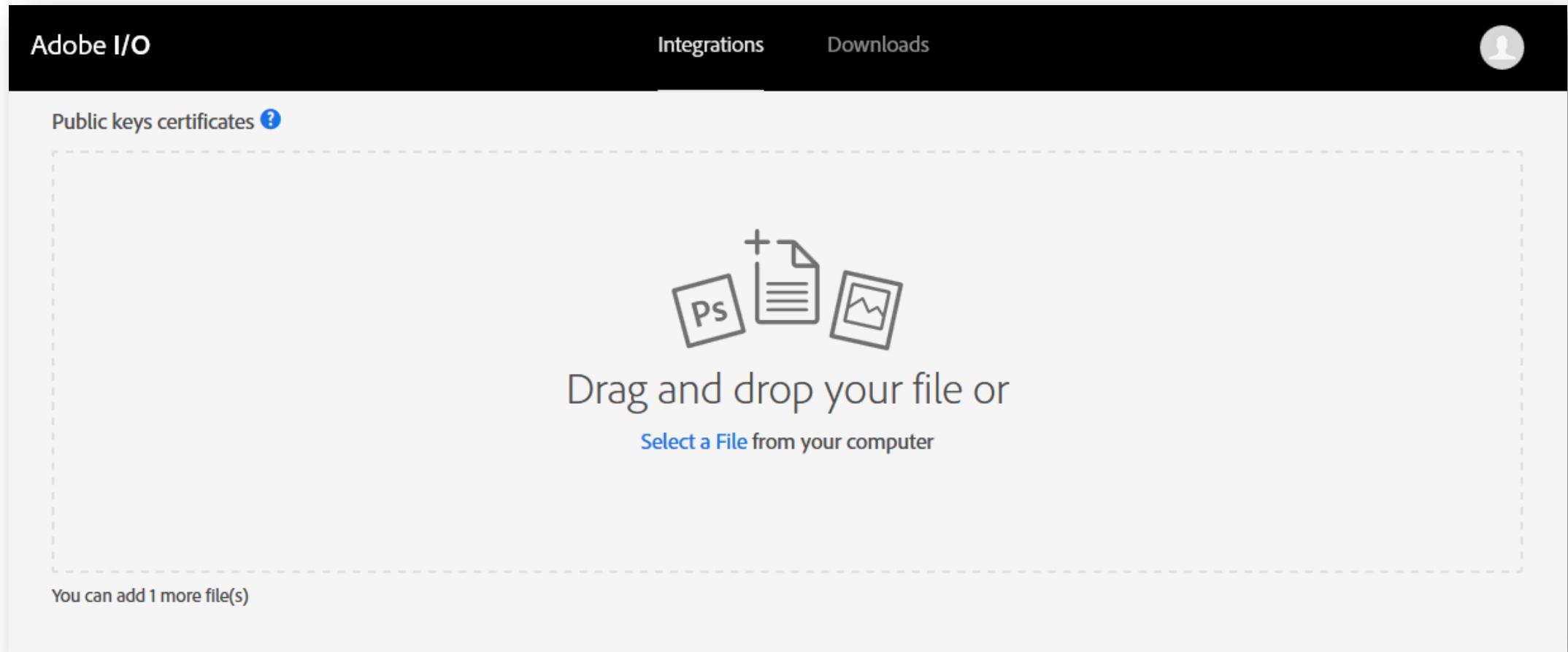
```
Loading 'screen' into random state - done
Generating a 2048 bit RSA private key
.+++
.....+ ++
writing new private key to 'secret.pem'
-----
```

Then, it prompts for Distinguished Name (DN) information:

```
You are about to be asked to enter information that will be incorporated
into your certificate request.
What you are about to enter is what is called a Distinguished Name or a DN.
There are quite a few fields but you can leave some blank
For some fields there will be a default value,
If you enter '.', the field will be left blank.
```

Setting Up Your Integration to Use API: 3

- Add certificate.pem (public key) file to integration:



Setting Up Your Integration to Use API: 4

- Generate JWT in integration: paste the private key (secret.pem file) here

The screenshot shows the 'JWT' tab of the Adobe Integration Service interface. At the top, there are tabs for Overview, Insights, Services, Events, and JWT. Below the tabs, the title 'Generate your JWT' is displayed. Underneath, a section titled 'JWT payload' contains a JSON code block:

```
1 {  
2   "exp": 1512911200,  
3   "iss": "058029[REDACTED]D4C@AdobeOrg",  
4   "sub": "D9223DF[REDACTED]1@techacct.adobe.com",  
5   "https://ims-na1.adobelogin.com/s/ent_marketing_sdk": true,  
6   "aud": "https://ims-na1.adobelogin.com/c/fe[REDACTED]123c43bbd0"  
7 }
```

Below the payload, there is a text input field labeled 'Paste private key' with a blue question mark icon. A red rectangular box highlights this input field. Inside the box, there is a long string of characters representing the private key:

```
pnTYVVJ7CLpVIQvfq8NDSCq[REDACTED]j8Q1vTKhd7Oe299wExTm2RAB  
JsJ/lLXP/rlgqbXsOH3EFAbGGye0tziA27/uKjjq8w8uFwp06z2rdeJHo+K86Zp/  
vJcOIQKBgDijJMzm/EiStpPrWGSh3m3oZ4P+xYrr+v68YLD03oBGjzHOhhjGuEeY
```

Setting Up Your Integration to Use API: 4

- Generating the Jason Web Token from the private key
- The JWT is placed inside example CURL command for generating an access token

The screenshot shows a user interface for generating a JWT. At the top right is a button labeled "Generate JWT". Below it, under the heading "Generated JWT", is a large text area containing a long, complex string of characters, which is a JWT token. To the right of this, under the heading "Sample CURL command", is another text area containing a curl command. The "Generate JWT" button is highlighted with a red box.

Generated JWT

```
eyJhbGciOiJSUzI1NiJ9.eyJleHAiOiAxNTEyOTEzMjAwLA0KICAgICJpc3MiOiAiMDU4MDI5MUI1MjNBNUFGRDBBNDkwRDRDQEFkb2JlT3JnIiwNCiAgICAic3ViIjogIkQ5MjIxREYwNUEyQkRGRDYwQTQ5NUU0MUB0ZWNoYWNjdC5hzG9iZS5jb20iLA0KICAgICJodHRwczovL2ltcyluYTEuYWVvYmVsbdppbi5jb20vcy9lbnRfbWFya2V0aW5nX3NkayI6IHRydWUsDQogICAgImF1ZCI6ICJodHRw
```

Sample CURL command

```
curl -X POST -H "Cache-Control: no-cache" -H "Content-Type: multipart/form-data" -F "client_id=fe3bfba0dad0445b8d9868123c43bbd0" -F "client_secret=805d0ff1-85e4-4f77-a7f2-3340bc2c7f9c" -F "jwt_token=eyJhbGciOiJSUzI1NiJ9.eyJleHAiOiAxNTEyOTEzMjAwLA0KICAgICJpc3MiOiAiMDU4MDI5MUI1MjNBNUFGRDBBNDkwRDRDQEFkb2JlT3JnIiwNCiAgICAic3ViIjogIkQ5MjIxREYwNUEyQkRGRDYwQTQ5NUU0MUB0ZWNoYWNjdC5hzG9iZS5jb20iLA0KICAgICJodHRwczovL2ltcyluYTEuYWVvYmVsbdppbi5jb20vcy9lbnRfbWFya2V0aW5nX3NkayI6IHRydWUsDQogICAgImF1ZCI6ICJodHRw
```

Setting Up Your Integration to Use API: 5

- Generate the access token using cURL:

```
curl  
-X POST https://ims-na1.adobelogin.com/ims/exchange/jwt/ \  
-H "Content-Type: application/x-www-form-urlencoded" \  
-H "Cache-Control : no-cache" \  
-d "client_id=api_key&client_secret=client_secret&jwt_token=jw  
t_token" \  
 
```

- **curl -X POST -H "Cache-Control: no-cache" -H "Content-Type: multipart/form-data" -F "client_id=your_client_id" -F "client_secret=your_client_secret" -F "jwt_token=your_jwt_here" "https://ims-na1.adobelogin.com/ims/exchange/jwt/"**

Setting Up Your Integration to Use API: 5

- Alternative to cURL: use Postman to generate access token
- Endpoint: <https://ims-na1.adobelogin.com/ims/exchange/jwt/>
- Must include form data: client_id, client_secret, jwt_token in body

The screenshot shows the Postman application interface. At the top, there is a header bar with a back arrow, the URL <https://ims-na1.adobelogin.com/ims/exchange/jwt>, and an orange "Examples (0)" button. Below the header are buttons for "POST", "Params", "Send", and "Save". The main area has tabs for "Authorization", "Headers", "Body" (which is selected and highlighted in blue), "Pre-request Script", and "Tests". On the far right of this row are "Code" and "Save Response" buttons. The "Body" tab has four radio button options: "form-data" (selected), "x-www-form-urlencoded", "raw", and "binary". Under "form-data", there are three key-value pairs: "client_id" (value: ce...), "client_secret" (value: f-5...), and "jwt_token" (value: eyJ...). Below these is a "New key" row with a "Value" column. To the right of the body fields is a large text area showing the JSON response. The JSON object has five lines of code, with lines 1, 2, 3, and 5 being visible. Line 1 starts with "1 {", line 2 with "2 \"token_type\": \"bearer\",", line 3 with "3 \"access_token\": \"eyJ...\",", line 4 with "4 \"expires_in\": 86399990", and line 5 with "5 }". Lines 2 through 5 are heavily blurred.

Setting Up Your Integration to Use API: 6

- Start Postman, add Target request collection from Adobe.io:

The screenshot shows a documentation page for Adobe Target. On the left, there is a sidebar with a navigation menu:

- Search
- Introduction
- Server Side Delivery
- Profiles
- Admin APIs
- Before you begin
- Adobe I/O Console
- Admin Postman Collection** (this item is highlighted)
- Response Codes
- Activities
- Offers
- Audiences
- Reports
- Mboxes and Environm...
- Batch Updates

The main content area is titled "Admin Postman Collection". It contains the following text:

Postman is a application that makes it easy to fire API calls. This Postman collection contains all the Admin API calls in the same order as the docs. Just click on the 'Run in Postman' button to import the Target API collection.

This collection contains all APIs that require authentication using Adobe I/O - Activities - Audiences - Offers - Reports - Mboxes and Environments

Don't forget to replace the {{tenant}}, {{access_token}} and {{api_key}} values with your own in the API calls.

A large orange button labeled "Run in Postman" is centered at the bottom of the main content area. The entire screenshot is framed by a thick black border.

Setting Up Your Integration to Use API: 7

- In Postman, choose "Collections", choose Target request method
- Click on "Headers" tab and enter Bearer (access token) and app-key (get from integration):

The screenshot shows the Postman application interface. On the left, the 'Collections' tab is selected, displaying a list of collections and requests. One request, 'List activities', is highlighted with a red box. The main workspace shows the 'List activities' request details. The 'Headers' tab is selected, showing three entries:

Key	Value	Description	...	Bulk Edit	Presets
Authorization	Bearer {{access_token}}				
X-Api-Key	{{api_key}}				
Content-Type	application/vnd.adobe.target.v1+json				

The response pane at the bottom shows a JSON error message:

```
1 "error_code": "401013",
2 "message": "Oauth token is not valid"
```

Legacy APIs

- Legacy APIs authenticate with Target admin logins/passwords
- Can be used within **curl** command
- Example bulk campaign export URL:

<https://testandtarget.omniture.com/api?version=2&client=powerusertraining&operation=campaignList&email=instructor14@adobe.com&password=xxx>

NOTE: To be discontinued in November 2017

CHAPTER SIX

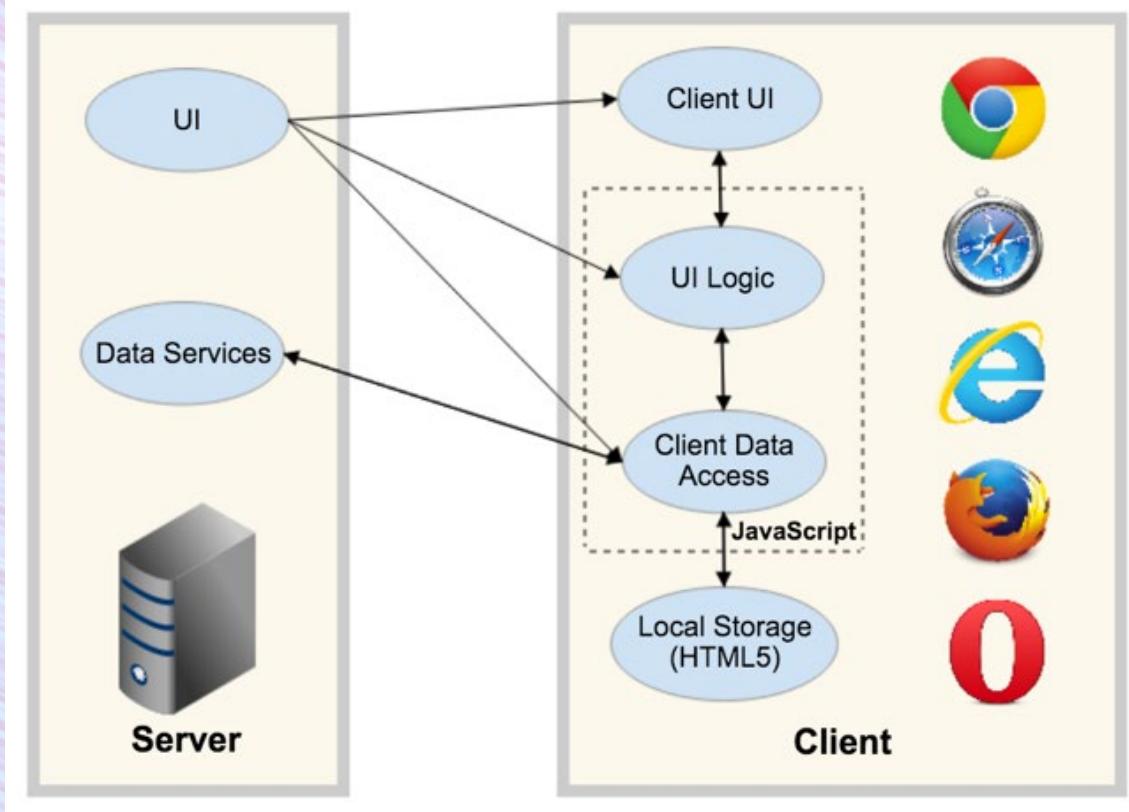
Implementing Target within Single Page Applications

- Objectives:

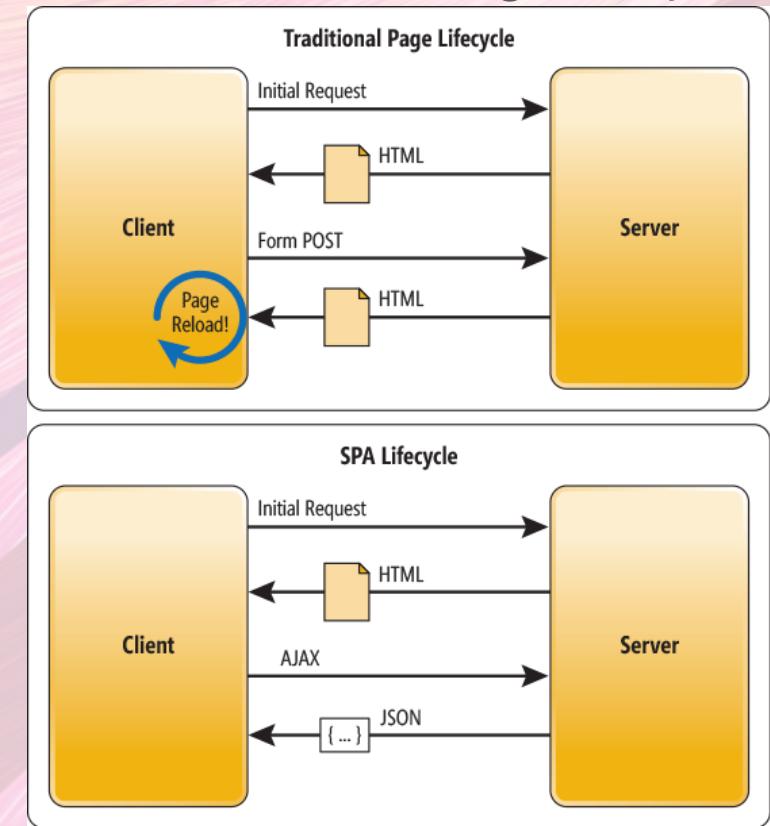
- Overview
- What integrations are available?
- Example components and code

SPA Overview

Single Page Application Architecture



SPA vs Traditional Page Lifecycle



Single Page Application Implementation

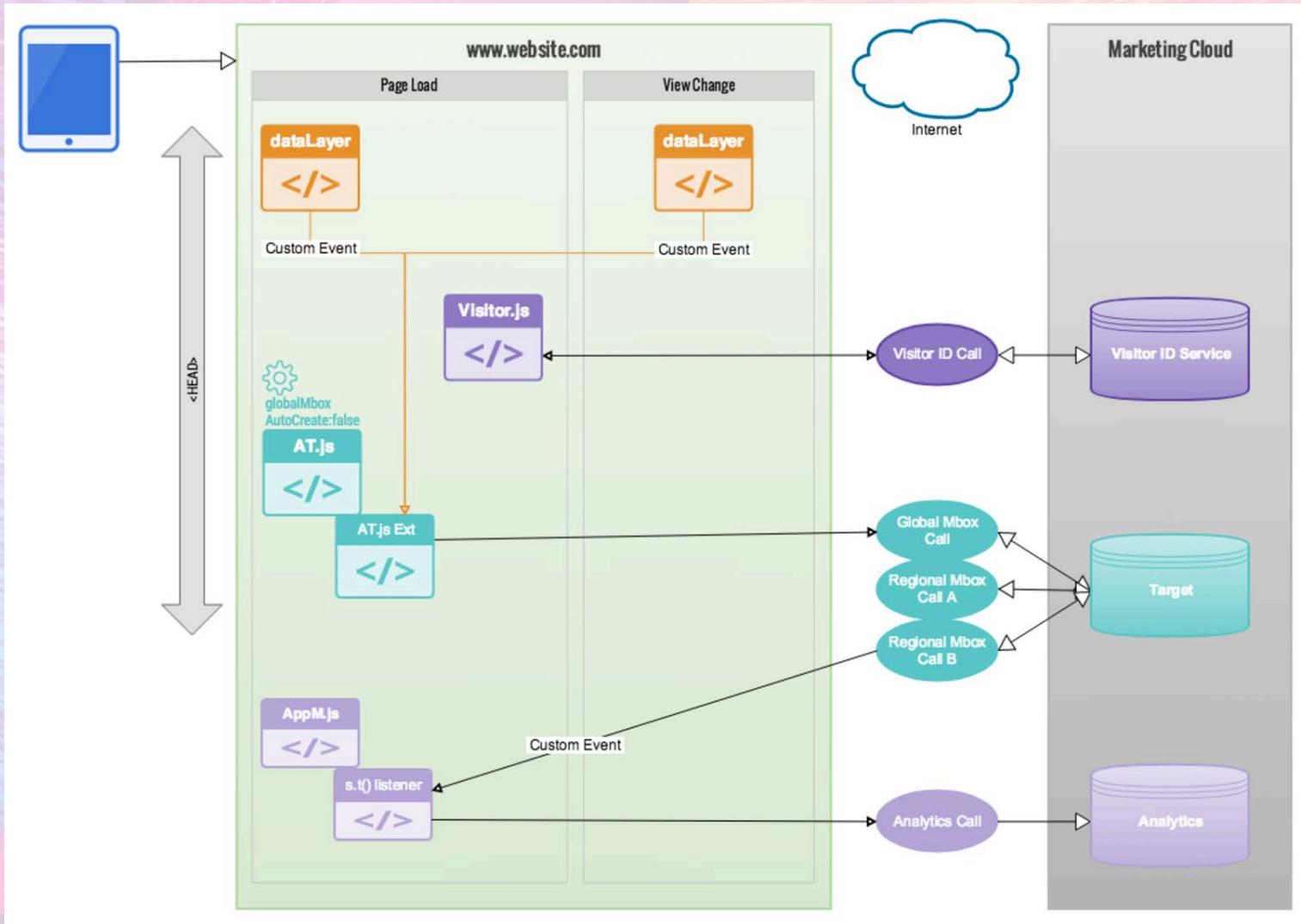
- There are many options for implementing Target in single-page applications with at.js.
- Use a combination of the following techniques for the best capabilities.
- We strongly recommend that you implement Target using Adobe's Dynamic Tag Management, a free Core Service offering that can be used to quickly adapt your Target implementation as needed.
 - For more information, see the [Dynamic Tag Management documentation](#).
- Target online help for SPAs: https://marketing.adobe.com/resources/help/en_US/target/ov2/r_target-atjs-single-page-application.html

Single Page Application Implementation Options

Implementation	Framework	DTM-Implementable?	Recommended mbox Name	Demo/Documentation
ngRoute	Angular	Yes	target-global-mbox	Demo Documentation
Ui-router	Angular	Yes	target-global-mbox	Demo Documentation
Directive	Angular	Yes	Custom per content	Demo Documentation
Component	React	No	Custom per content	Demo Documentation
Custom event	All	Yes	target-global-mbox	Documentation
hashchange	All	Yes	target-global-mbox	Demo Documentation



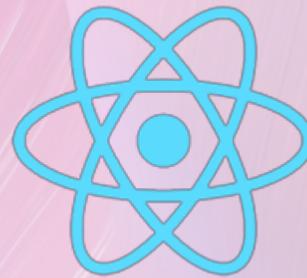
Marketing Cloud Services in SPA



SPA Frameworks



ANGULARJS



React



ember®



BACKBONE.JS

List of at.js SPA Functions

- **adobe.target.getOffer(options)**
 - This function fires a request to get a Target offer.
- **adobe.target.applyOffer(options)**
 - This function is for applying the response content.
- **adobe.target.trackEvent(options)**
 - This function fires a request to report user actions, such as clicks and conversions. It does not deliver activities in the response. Used to set conversions (equivalent to a conversion mbox)

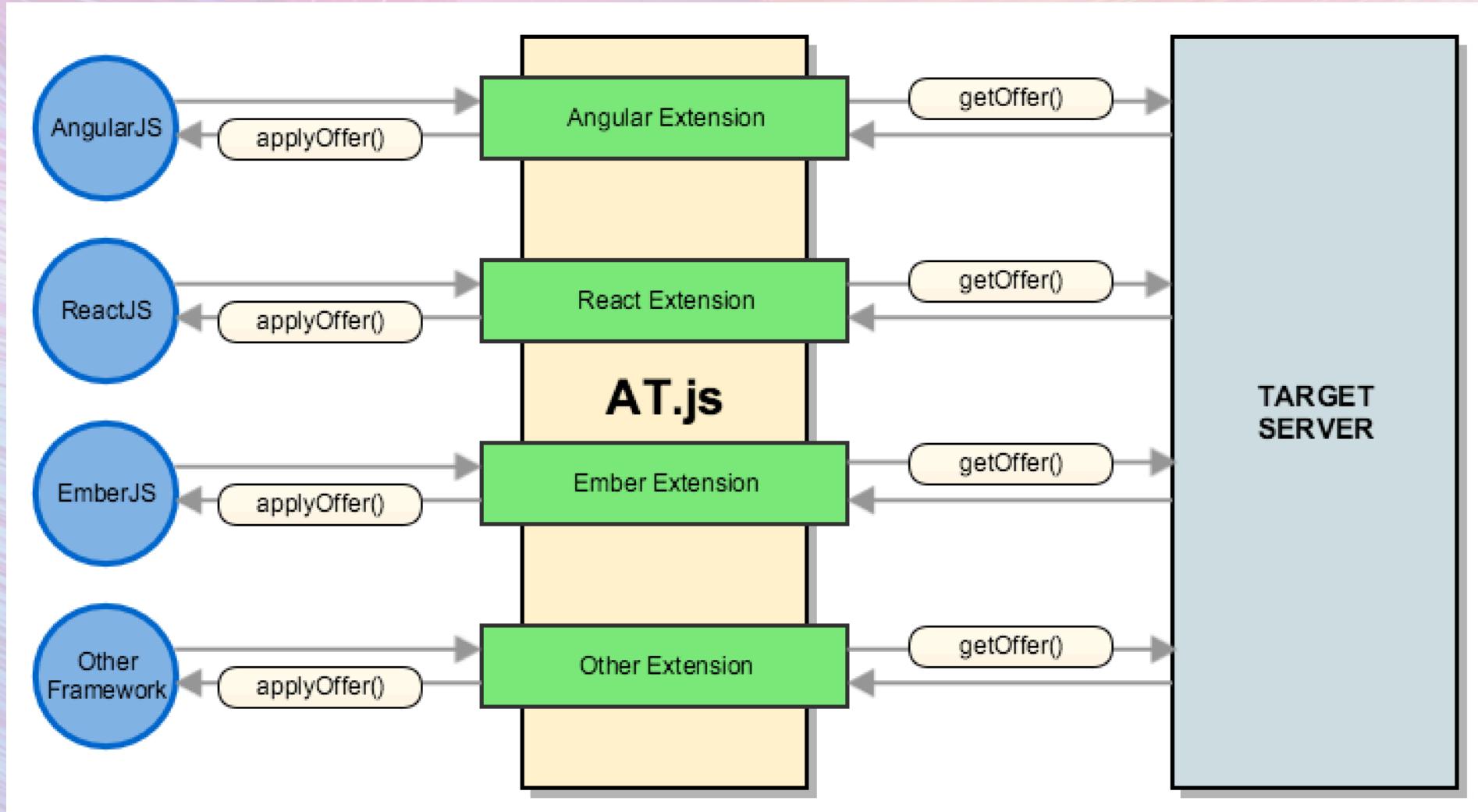
Documentation and full list of functions:

https://marketing.adobe.com/resources/help/en_US/target/ov2/c_target-ats-functions.html

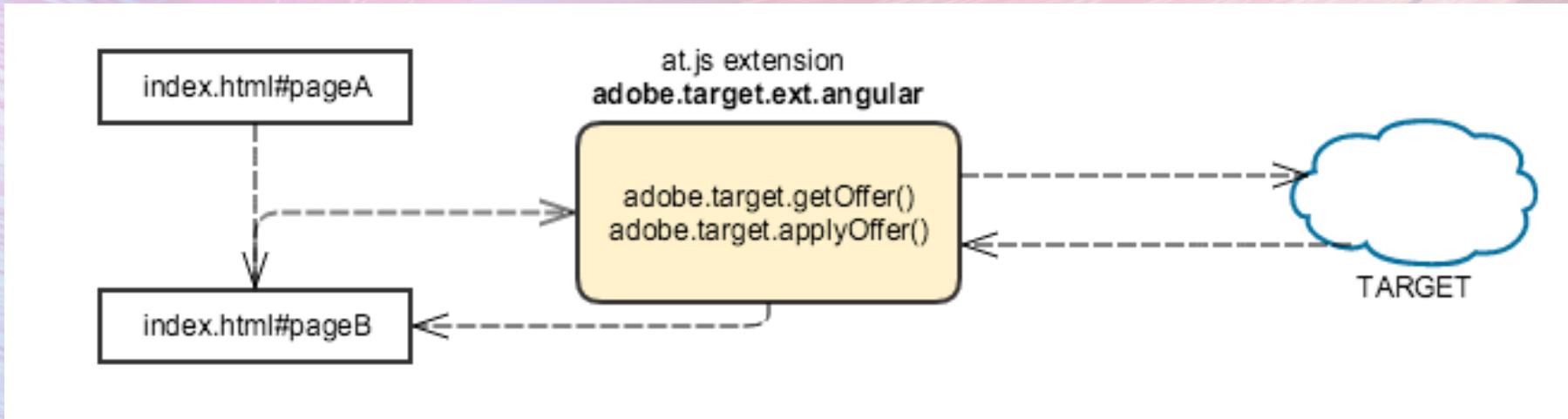
Target Extensions to at.js at GitHub

- Add getOffer() and applyOffer() methods into SPA environments
 - Wiki: detailed information about at.js extensions, their implementations, examples and references to demo pages.
 - Demos: demo page with links to various at.js implementations for regular websites as well as Single Page Application sites.
 - Issues: place send feedback and questions through Github issues. We will respond as best we can. Please note, these extensions are not supported by Adobe Client Care or Target Engineering.
- These extensions are provided free to developers as a starting point to integrate at.js with their Single Page Applications.
 - Extensions are not always updated for the latest at.js version.
 - Customization may be required to integrate successfully with your single page app.

AT.js Extensions for SPA



How AT.js Extension Works



Target Angular UI Component Example

- This extension applies a Target getOffer() promise resolve to all of your app's UI-Router states. Thus, when a state is selected, the requested Target offers are fetched via at.js API.
- Once the view corresponding to the current state is fully loaded, the offer is applied to the elements matching the configured Target selector (provided in options parameter).
- The extension should be used in Angular apps utilizing the UI-Router routing module (**angular-ui-router(.min).js**)
- The extension has been tested with Angular v1.5.8. Older Angular versions may not be fully supported.
- Note: The extension requires **at-angular-common extension (target.angular.common** Angular module). If you're not already loading it separately in your app, just use the **at-angular-ng-route+common.js** version, which has it bundled.
- You set up a custom **data-mbox**, which will appear in Target mbox list for Form-Based Activity creation
- Create offers in Target Offer Library to be used within the mbox

Target Angular UI Component Example Usage

- Usage:
 - adobe.target.ext.angular.initStatees(app, options);** where **options** object contains custom at.js options:

Key	Type	Mandatory	Description
mbox	String	Yes	mbox name. It is mandatory if you want to track clicks. If not provided, an error will be logged and tracking event won't be attached.
params	Object	No	mbox parameters - an object of key-value pairs, that has the following structure: { "param1": "value1", "param2": "value2" }
timeout	Number	No	timeout in milliseconds. If not specified, default adobe.target will be used. Default timeout is the one set via mbox.js settings.
element	DOM element	No	Dom element to be used as container for the target offer content. This option excludes the usage of selector option.
selector	String	No	CSS selector used to identify the HTML element that shall contain the offer content. If selector is not provided, it shall be assumed that the HTML element to be used is HTML HEAD, or document.documentElement, in case HTML HEAD is not present.

Target React Component Example

- The extension returns a React component, which acts as a container for offers delivered by at.js
- Initially, it renders a hidden `<div>` element, which is later made visible once the offer content is successfully fetched by `adobe.target.getOffer()` and applied by `adobe.target.applyOffer()`
- The returned React component is to be composed into React apps, e.g.: `<Target />`
- The component is available as a UMD module, to be included into Webpack/Browserify builds

- You set up a custom `data-mbox`, which will appear in Target mbox list for Form-Based Activity creation
- Create offers in Target Offer Library to be used within the mbox

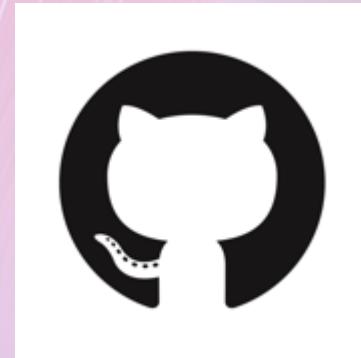
Target React Component Example Usage

- Installation
 - Install with `npm i @adobe/target-react-component`
- Usage
 - `import createTargetComponent from '@adobe/target-react-component';`
 - `const Target = createTargetComponent(React);`
 - `...`
 - `<Target data-mbox="myCustomMbox">`
 - `Default mbox content`
 - `</Target>`

React Node.js Server-Side Client

- Most of the time Marketing Cloud Client will be used in a NodeJS application like Express, Hapi, Koa etc.
- However with recent proliferation of frameworks that allow server side rendering like Facebook React or Angular 4.x, there are use cases where server side should be aware and work in tandem with client side libraries.
 - In Target, the client side library is at.js.
- The integration between server-side and client-side is also known as "hybrid" testing mode.
- The biggest challenge when trying to integrate server side and client side is to ensure that both server side and client side TNT calls are hitting the same TNT edge cluster.
 - Otherwise we may end up with different user profiles being created by server side and client side calls.
- More info and example code: <https://www.npmjs.com/package/@adobe/target-node-client>

Where to download AT.js extensions for SPA



GitHub

<https://github.com/Adobe-Marketing-Cloud/target-atjs-extensions>

CHAPTER SEVEN

AEM / Target Integration

- Objectives:

- What capabilities are presently integrated?
- How is the integration implemented?

Integrating AEM with Target

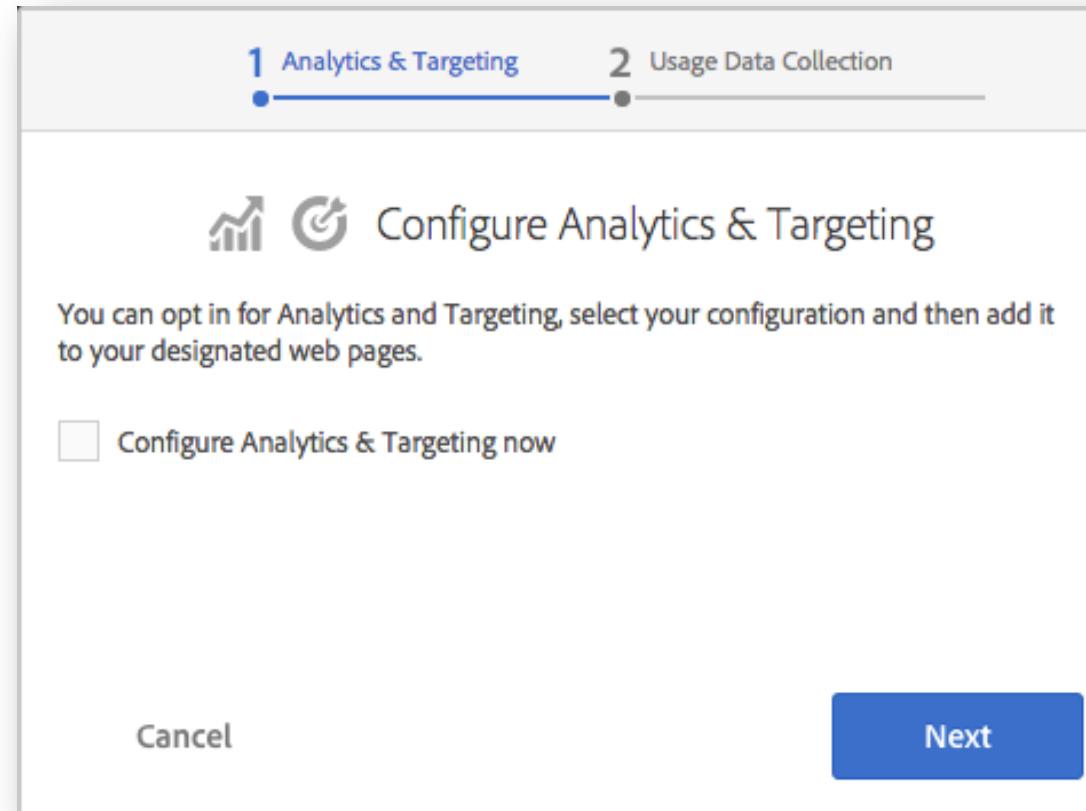
- To integrate with Target, perform the following tasks:
- Perform prerequisite tasks: Register with Adobe Target and configure certain aspects of the AEM author instance. Your Adobe Target account must have **approver** level permissions at a minimum. In addition, you must secure the activity settings on the publish node so that it is inaccessible to users.
- Opt into Adobe Target: The opt-in wizard takes your Target account information and creates an Adobe Target cloud configuration and a Target Framework. The wizard also associates your sites with the Target Framework. If the wizard cannot connect to target, refer to the connection trouble shooting section.
- Modify the default cloud configurations: If necessary, modify the cloud configuration and framework that the opt-in wizard created. For example, modify the framework to send additional context data to Target. If you want to use Adobe Analytics as a reporting source for Adobe Target, you need to modify the cloud configuration to point to the A4T configuration.
- Configure Activities: Associate your Activities with the Target cloud configuration.
- Online docs: <https://docs.adobe.com/docs/en/aem/6-3/administer/integration/marketing-cloud.html>

Prerequisites for Integrating with Adobe Target

- **Registering with Adobe Target**
- To integrate AEM with Adobe Target, you must have a valid Adobe Target account. This account must have **approver** level permissions at a minimum.
 - These accounts can be created by Adobe ClientCare
- **Enabling the Target Replication Agent**
- The Test and Target replication agent must be enabled on the author instance.
- **Securing the Activity Settings Node**
- You must secure the activity settings node **cq:ActivitySettings** on the publish instance so that it is inaccessible to normal users.
- **Installing Feature Pack 11577 (For AEM 6.2. For AEM 6.3, not needed)**

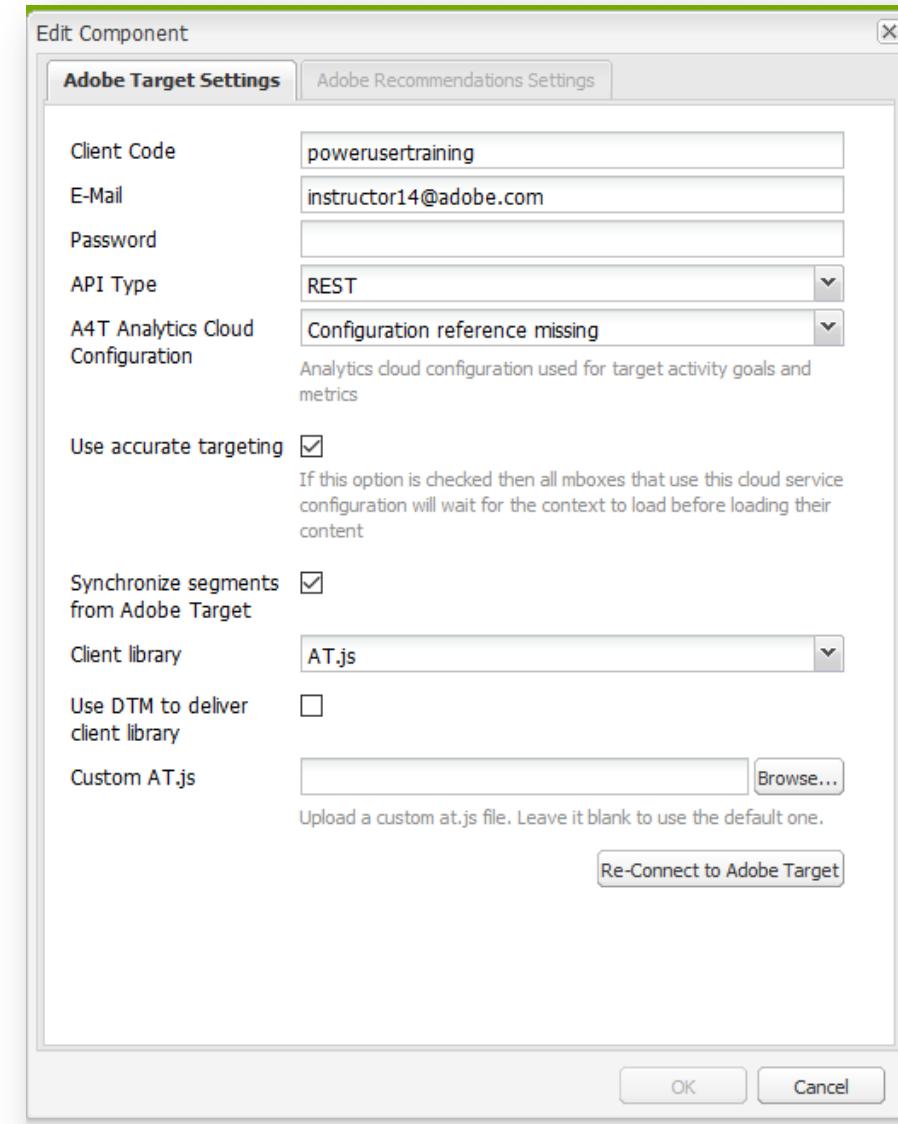
Opting In to Analytics and Target

- AEM provides a simple opt-in procedure to integrate with Adobe Analytics and Adobe Target.
 - When you log in as an administrator and visit the Projects console you are presented with an opt-in wizard.



Setting Up a Configuration

- You need to authorize the integration:
 - Client code
 - Target login
 - Password
 - TIP: Synchronize segments from Target!
 - Choose at.js Client Library (from AEM 6.3)



Modifying the Opt-In Wizard Configurations

- The Opt-in wizard that integrates AEM with Adobe Target automatically creates a Target cloud configuration named Provisioned Target Configuration.
 - The wizard also creates a Target framework for the cloud configuration named Provisioned Target Framework.
 - AEM ContextHub profile data can be passed to Target
 - You can modify the properties of the cloud configuration and framework if required.
- You can also configure Adobe Target to use Adobe Analytics as the reporting source when targeting content by configuring the A4T Analytics Cloud Configuration.
- To locate the cloud configuration and the framework, Navigate to **Cloud Services** via **Tools > Deployment > Cloud**.
(<http://localhost:4502/libs/cq/core/content/tools/cloudservices.html>)

Provisioned Target Framework

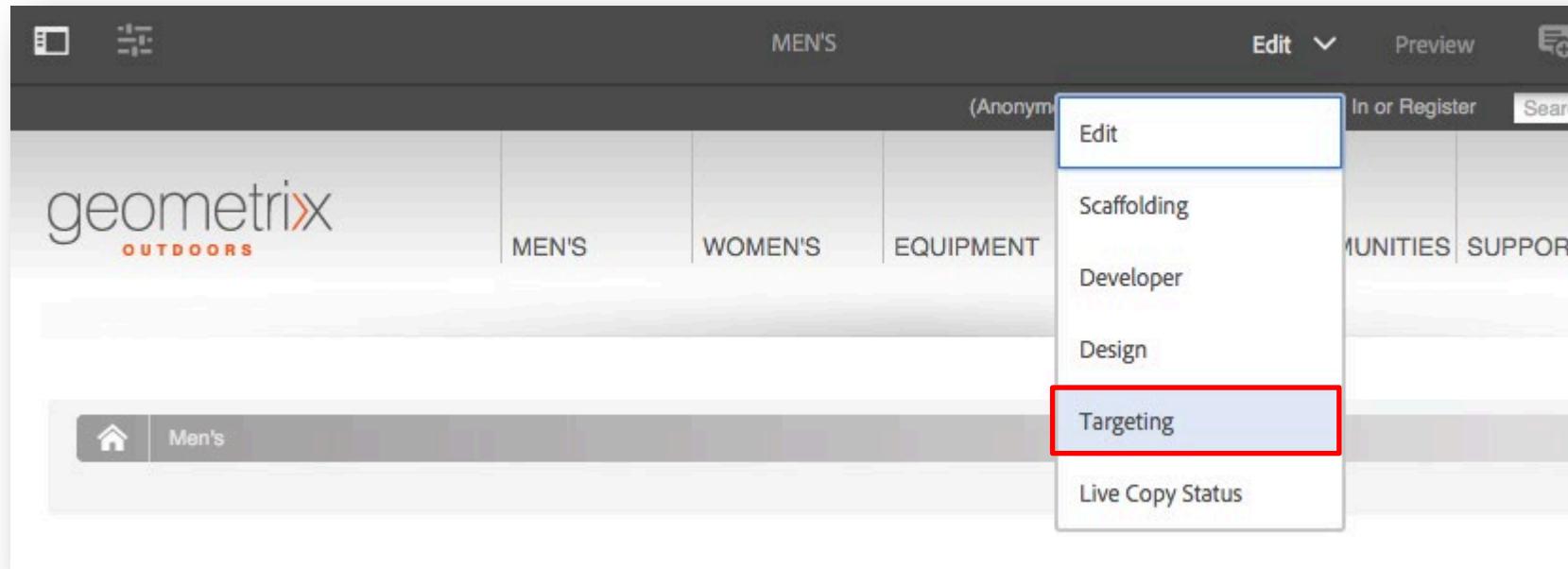
Configure inheritance
Mappings defined in this Framework

Drag components here to include them in the analytics framework

CQ variable	Parameter name	Share
profile.aboutMe		<input type="checkbox"/>
profile.age	profile.age	<input checked="" type="checkbox"/>
profile.authorizableId		<input type="checkbox"/>
profile.avatar		<input type="checkbox"/>
profile.birthday		<input type="checkbox"/>
profile.familyName		<input type="checkbox"/>
profile.formattedName		<input type="checkbox"/>
profile.gender	profile.gender	<input checked="" type="checkbox"/>
profile.givenName		<input type="checkbox"/>
profile.memberSince		<input type="checkbox"/>

Configuring Target Activities within AEM

- You can use Target as your Targeting Engine within AEM:
 - Open the page for which you want to author targeted content.
 - On the toolbar at the top of the page, click the mode drop-down menu to reveal the mode types.
 - Click or tap Targeting. Targeting options display at the top of the page.



Adding the Activity

- The 3-step process mimics the same process found in the Target UI:
 - In the Brand drop-down menu, select the brand that contains the activity that you are working on
 - In the Activity drop-down menu, select an existing activity or click the "+" to create a new one
 - To reveal the controls that guide you through the targeting process, click or tap Start Targeting

The image displays two overlapping user interface components. On the left is a modal dialog titled "New Activity". It contains fields for "Name *" (with "Keith test activity" entered), "Targeting engine" (set to "Adobe Target"), and dropdown menus for "Select a Target Configuration" and "Activity type". At the bottom are "Cancel" and "Create" buttons. On the right is the main Target UI interface. It features a header with "MEN'S", "Targeting", "Preview", and a search bar. Below the header is a navigation bar with tabs: "ACTIVITY" (highlighted with a red box), "E-Mail Campaigns [AEM]" (also highlighted with a red box), a plus sign button, and a "Start Targeting" button (which is also highlighted with a red box). The UI also includes a user profile indicator "(Anonymous Surfer)" and standard navigation links like "My Cart" and "Sign In or Register".

Create Step: Adding Experiences to the Activity

- The experience list displays automatically
- Choose the Add Experience link to add either A/B variations or Experience Targeting personalization

The screenshot shows the 'Create' step of an activity named 'Winter Sports [AEM]' on the GeometriX website. The interface includes tabs for 'Create', 'Target', and 'Goals & Settings'. The 'Target' tab is active, showing a dropdown menu for 'Audiences'. The menu lists 'DEFAULT' and two specific audience segments: 'Winter Female Under 30 (CH)' and 'Winter Female Over 30 (CH)'. A red box highlights the '+ Add Experience Targeting' button at the bottom of the menu.

Create Step: Adding Offers to Experiences

EQUIPMENT

ACTIVITY: C Select Content

Filter Browse Within Geometrix Outdoors Sort by Newest to Oldest View as 40

Banner Mobile (female)
4 years ago by admin

HIT THE GROUND **RUNNING**
Our annual 50% sale means you can gear up for your run from head to toe.
[SEE WHAT'S ON SALE >](#)

Banner
5 years ago by admin

Products (female)
5 years ago by admin

Products Mobile
4 years ago by admin

Banner Mobile
4 years ago by admin

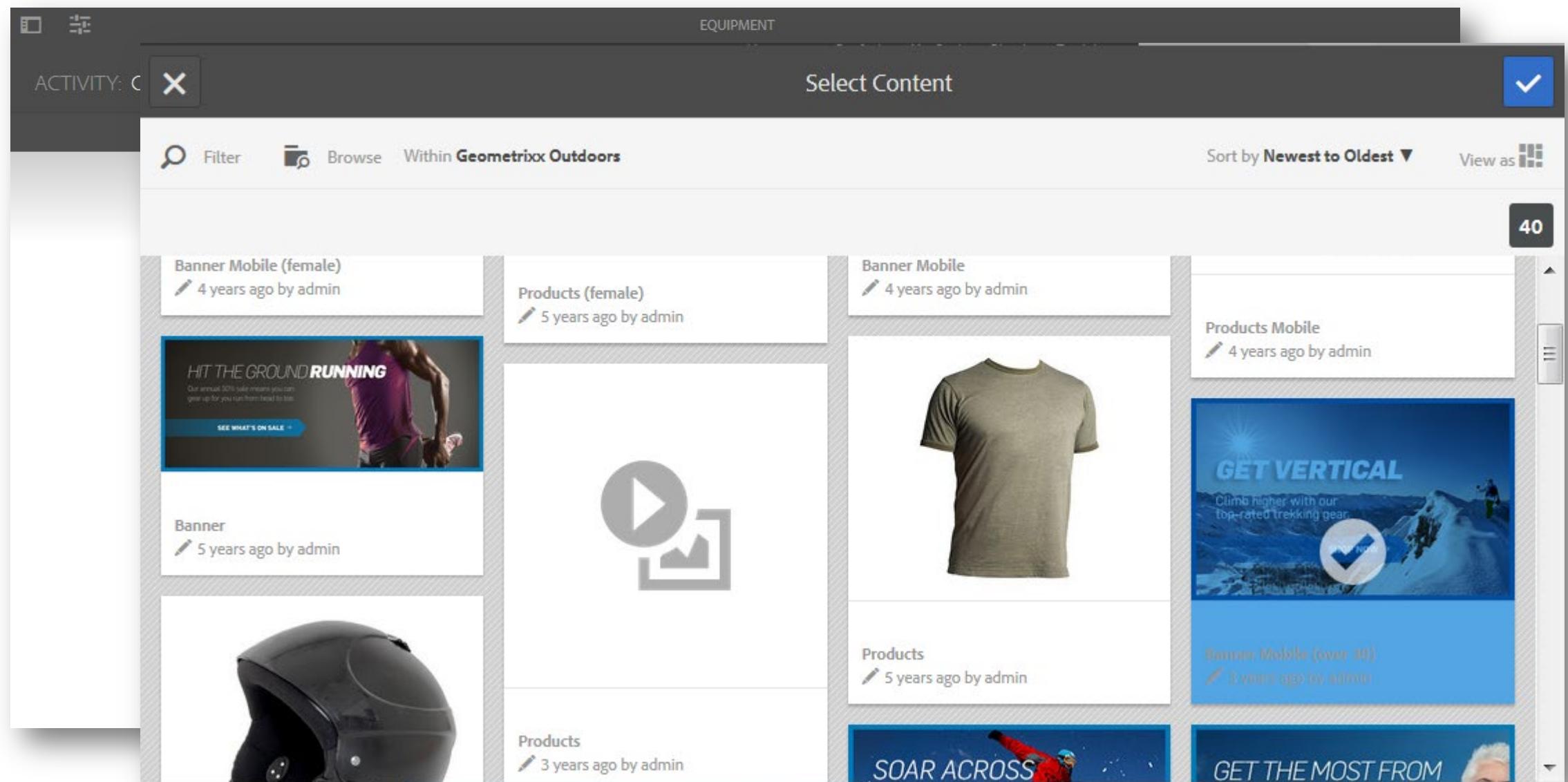
Products
5 years ago by admin

GET VERTICAL
Climb higher with our top-rated trekking gear.
[SHOP NOW >](#)

Banner Mobile (over 30)
3 years ago by admin

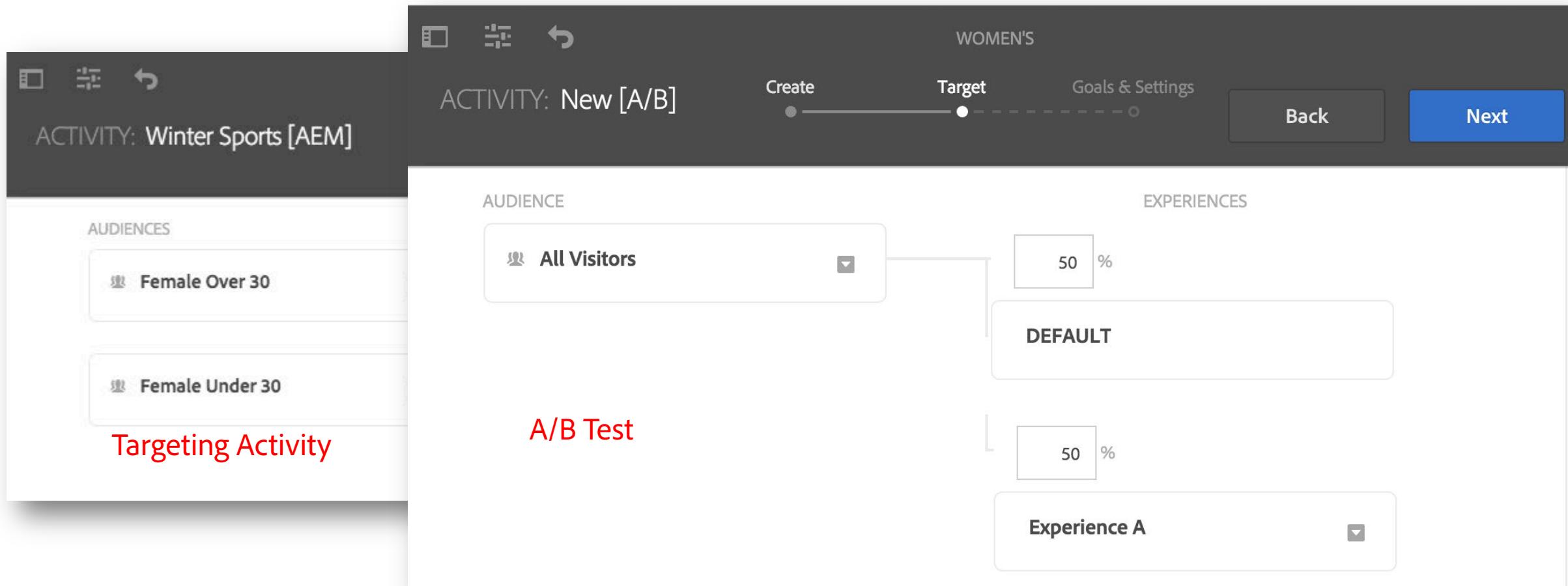
SOAR ACROSS

GET THE MOST FROM



Target Step: Associating Audiences to Experiences

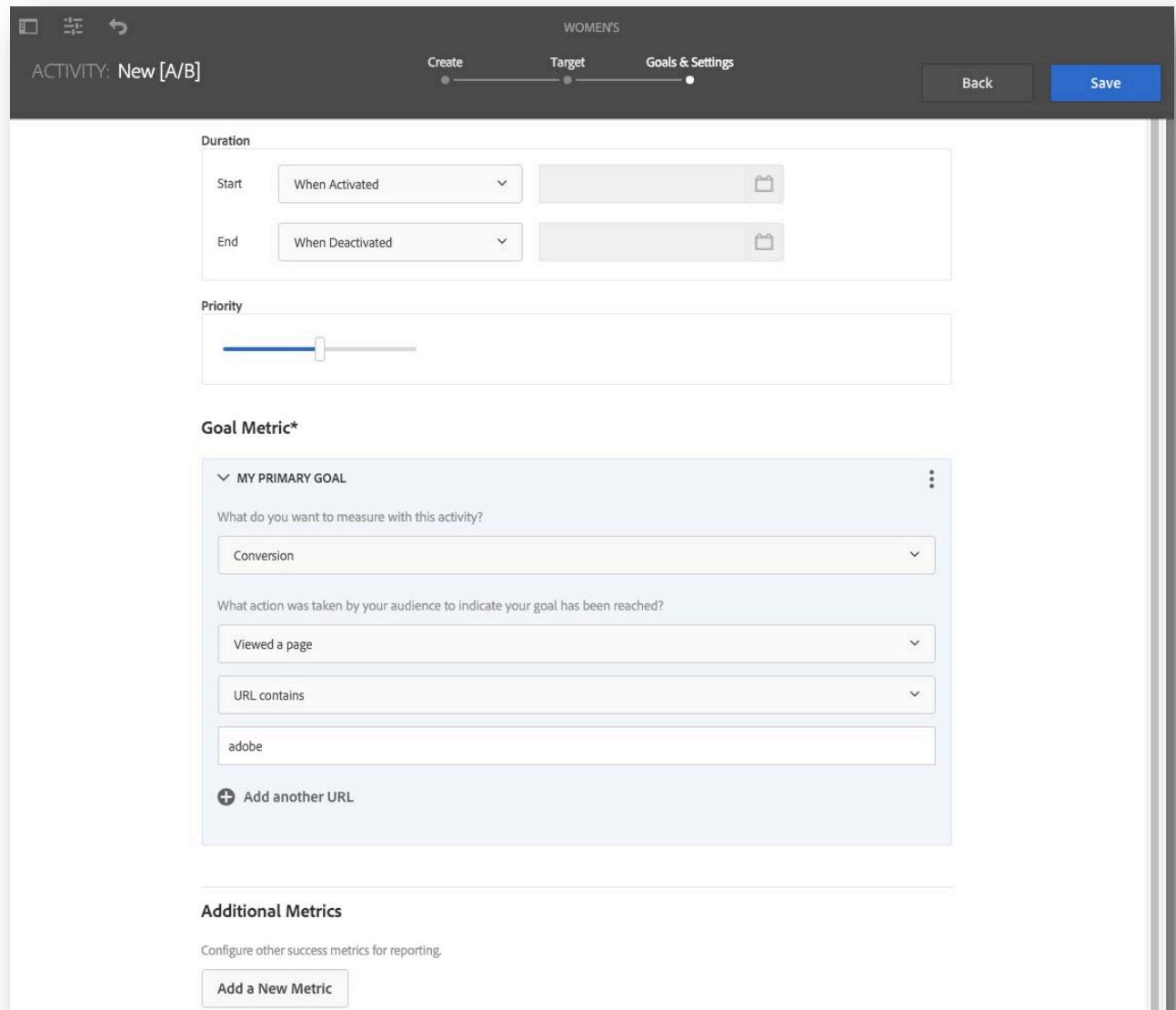
- Audiences appear on the left side of the mapping diagram, and experiences appear on the right side.
- The audience list from Target appears when choosing audiences



Setting Activity Goals

- The Goals step uses Target metrics and audiences, just as in Target
- Option to use Adobe Analytics as the data source if A4T is configured in AEM

- For more info, see AEM online help:
<https://docs.adobe.com/docs/en/aem/6-3/author/personalization/content-targeting-touch.html>



The screenshot shows the 'ACTIVITY: New [A/B]' configuration page in AEM. The top navigation bar includes 'Create', 'Target', and 'Goals & Settings' steps, with 'Goals & Settings' currently selected. The 'WOMEN'S' audience is chosen. The 'Duration' section allows setting start and end times relative to activation or deactivation. A priority slider is present. The 'Goal Metric*' section is expanded, showing 'MY PRIMARY GOAL' set to 'Conversion' via 'Viewed a page' on a URL containing 'adobe'. An 'Additional Metrics' section at the bottom allows adding other success metrics.

Viewing Activity Results

- In AEM Activity Console, you can see the Target Activity results as a report

The screenshot shows the AEM Activity Console interface. At the top, it displays the title "New TT XT Activity" and a green button labeled "XT". On the right, there is a "Edit Activity" button with a pencil icon. Below the title, there are two tabs: "OVERVIEW" and "REPORTS", with "REPORTS" being the active tab, indicated by an underline and a blue bar underneath.

The main content area is a table titled "Experience" with the following data:

Experience	Entrants	Conversion Rate	Lift	Confidence
DEFAULT	4.28 %	13	15.00 %	2
Winter	18.42 %	56	17.00 %	10
Summer	21.38 %	65	7.00 %	5
Summer Female	47.70 %	145	10.00 %	15
Summer Male	1.64 %	5	0.00 %	0
Winter Female	4.28 %	13	7.00 %	1
Winter Male	2.30 %	7	0.00 %	0
Activity	100.00 %	304	11.00 %	33



CHAPTER EIGHT

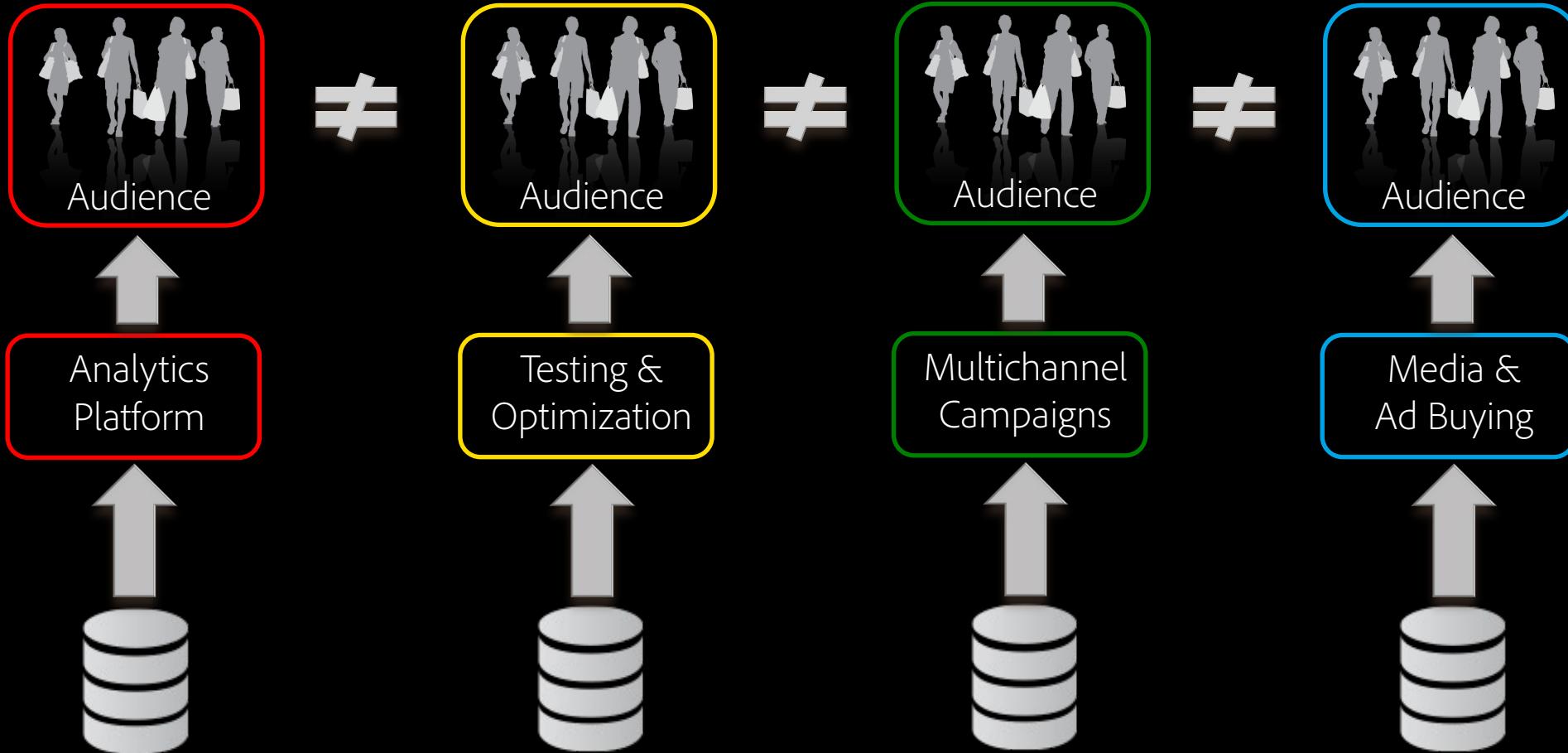
Experience Cloud Integration

Objectives:

- What features are integrated?
- Sharing Audiences from Experience Cloud to Target
- Using Adobe Analytics data for Target reporting
- Technical requirements (Marketing Cloud Visitor ID Service)



Traditional marketing silos



Adobe Experience Cloud

SOLUTIONS



MEDIA
OPTIMIZER



CAMPAIGN



SOCIAL



EXPERIENCE
MANAGER



TARGET



ANALYTICS



PRIMETIME



AUDIENCE
MANAGER

CORE SERVICES



PEOPLE



ASSETS



ACTIVATION



MOBILE



EXCHANGE



COLLABORATION



USER
MANAGEMENT &
ADMINISTRATION

PLATFORM



Data & Content

Where do Experience Cloud Audiences come from?

Included

This screenshot shows the Adobe Analytics interface. On the left, there's a sidebar with 'Segments' selected. The main area displays a bar chart titled 'Summit Lab: Homepage Hero Alternatives' comparing 'Business' and 'Mortgage' segments. Below the chart, a table provides detailed statistics for each segment. At the bottom, a section titled 'Selected Segments' lists 'Business Card Intenders'. A yellow arrow points from the word 'Included' towards this interface.

Adobe Analytics

This screenshot shows the Audience Library interface. It displays a 'Create New Audience' dialog box where a 'Defined Audience' is being created. The dialog includes fields for 'Title' ('My New Segment'), 'Description' ('This is my new segment I will be using on the Spring 2014 campaign.'), and 'Rules' (using 'Raw Analytics Data' and 'Report Suite 31'). A Venn diagram visualizes the audience overlap between 'Defined Audience' (59,142), 'Rule 1' (29,471), and 'Rule 2' (27,441). A yellow arrow points from the word 'Included' towards this interface.

Audience Library

This screenshot shows the Adobe Audience Manager interface. It displays a 'Segments' list view with various audience definitions. A yellow arrow points from the word 'Added Solution' towards this interface.

Adobe Audience Manager

Historical Audiences

People

An Experience Cloud core service



People Core Service - Purpose

1

Identify people uniformly across the enterprise

2

Manage audiences consistently across channels and solutions

3

Drive further insight and personalization with owned data

People core service: Audience Library and Customer Attributes

Adobe Marketing Cloud Profiles & Audiences Audience Library Customer Attributes Adobe Summit Lab ? 25

Search All New Newest to Oldest Settings

Title & Description	Source ↑	Current Size	Shared With	Active	Date Modified
Next Best: Mortgage customer attribute determination of next best product equals mortgage	Analytics	1			03/19/2016 4:04 PM
Business Card Intenders People who view the business card page	Analytics	18			03/17/2016 8:16 PM
Ballers Page Ballers Page View	Analytics	0			09/16/2015 6:35 AM
HomePage Visitors People Who have viewed home page of my website	Analytics	1			09/16/2015 6:07 AM

Adobe Marketing Cloud Profiles & Audiences Audience Library Customer Attributes Adobe Summit Lab ? 25

Search All New Settings

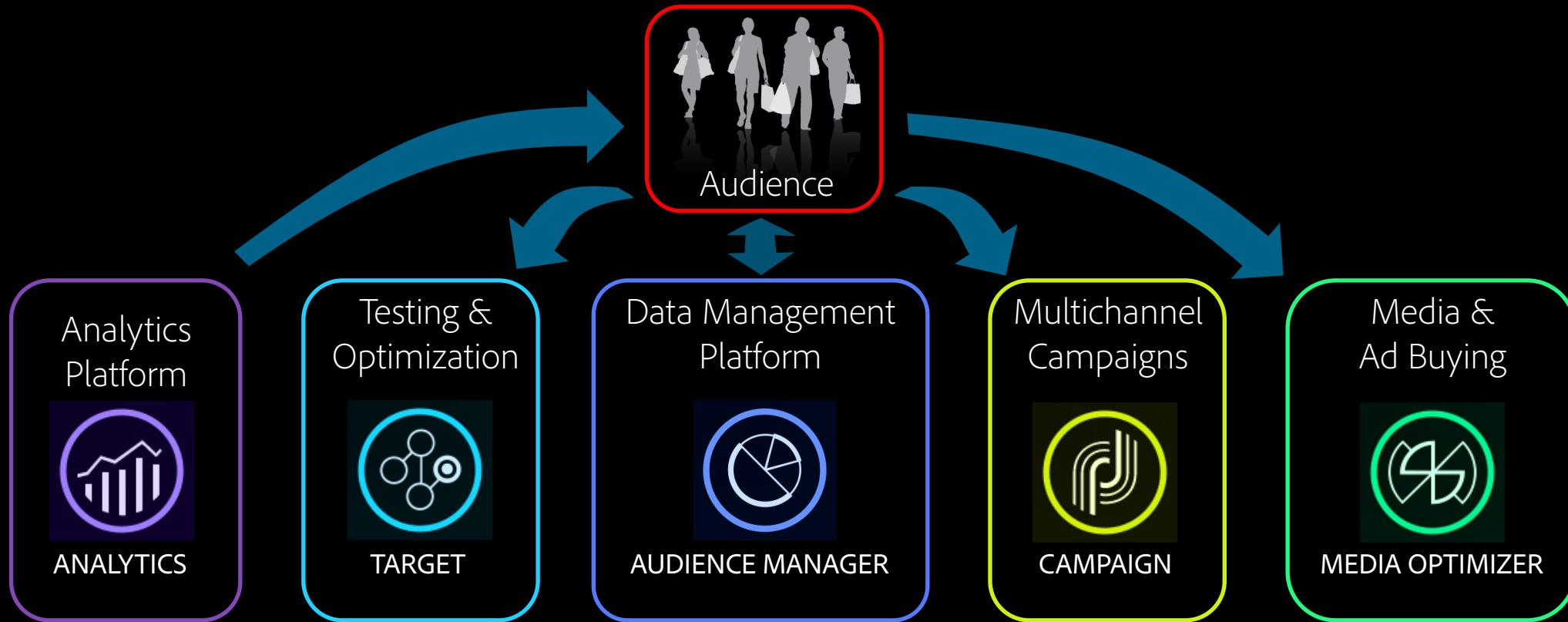
Name & Description ↑	Configured Solutions	Status
Master CRM CRM data for use in the Summit Lab	Analytics, Target	Active
Tech Lab CRM Data Test	Analytics	Active

Marketing Cloud ID Service

- Common identification framework
- Assigns a unique, cross-solution identifier
- Marketing Cloud ID (MCID)



Adobe Marketing Cloud



Creating Experience Cloud Audiences within the Audience Library

- Raw Analytics Data: attribute data derived from real-time Analytics image requests, including data such as eVars and events.
- Experience Cloud: pre-saved audiences shared from Analytics, AAM, or the Audience Library
- Audiences created in the Audience Library that are ultimately based on Raw Analytics Data, or segments shared from Audience Manager, are considered *real-time audiences*.

The screenshot shows the 'Create New Audience' interface. At the top, there are fields for 'Title' and 'Description'. To the right is a circular visualization showing a blue circle representing the audience size. Below the visualization, the text 'Last 30 Days' is displayed. On the left, under 'Defined Audience', there is a blue dot labeled '289'. On the right, there is a green line labeled '1' and a green bar labeled '289'. In the bottom right corner of the main panel, there are 'Cancel' and 'Save' buttons. To the right of the main panel is a sidebar titled 'Audience Details' with a summary: '(Raw Analytics Data using Gardening Walkthrough) Visitors where Gender(evar49) equals 1'. At the very bottom of the sidebar, there is a link to 'Marketing Cloud'.

Marketing Cloud Audience Library

■ BENEFITS:

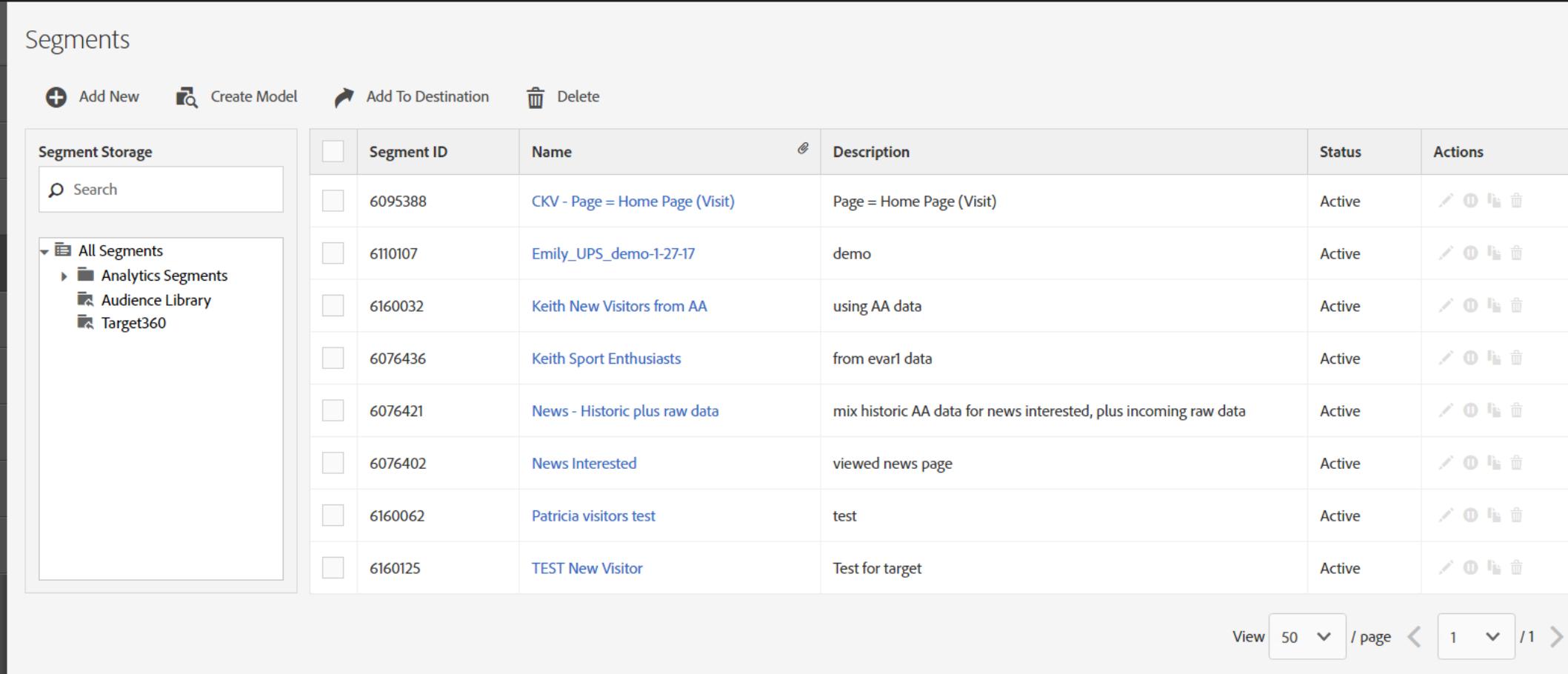
- Real-time or next-click audiences using raw analytics attributes.
- Can combine to create composite audiences joining real-time and historical
- Intuitive, graphical view of estimated audience size

■ CONSIDERATIONS:

- Next-click targeting
- Limits on number of native audiences built in library that are active (currently 50)
- Limits on number of rules or traits that are active (100)
- Limited to Adobe Marketing Cloud solutions (for additional destinationing, upgrade to Audience Manager)

Creating Marketing Cloud Audiences in Adobe Audience Manager

- All audiences shared to the Experience Cloud are available natively in Audience Manager



The screenshot shows the Adobe Audience Manager interface, specifically the 'Segments' section. The left sidebar has a dark background with white text and icons, listing 'Manage Data', 'Data Sources', 'Profile Merge Rules', 'Traits', 'Segments' (which is selected and highlighted in blue), 'Destinations', 'Audience Lab', 'Derived Signals', 'Models', and 'Tags'. The main content area has a light gray background. At the top, there are four buttons: 'Add New' (plus icon), 'Create Model' (magnifying glass icon), 'Add To Destination' (arrow icon), and 'Delete' (trash bin icon). Below these are two sections: 'Segment Storage' containing a search bar and a tree view labeled 'All Segments' with branches for 'Analytics Segments', 'Audience Library', and 'Target360'; and a table listing nine segments. The table columns are 'Segment ID', 'Name', 'Description', 'Status', and 'Actions'. The segments listed are:

Segment ID	Name	Description	Status	Actions
6095388	CKV - Page = Home Page (Visit)	Page = Home Page (Visit)	Active	
6110107	Emily_UPS_demo-1-27-17	demo	Active	
6160032	Keith New Visitors from AA	using AA data	Active	
6076436	Keith Sport Enthusiasts	from evar1 data	Active	
6076421	News - Historic plus raw data	mix historic AA data for news interested, plus incoming raw data	Active	
6076402	News Interested	viewed news page	Active	
6160062	Patricia visitors test	test	Active	
6160125	TEST New Visitor	Test for target	Active	

At the bottom right, there are navigation controls: 'View 50 / page' and '1 / 1'.

- **BENEFITS:**
 - All Experience Cloud Audiences are available natively in AAM
 - Augment profile data with additional data sets (for example: 2nd- or 3rd-party data)
 - Offsite Destinationing
 - Look-Alike Modeling
 - Real-time Targeting
- **CONSIDERATIONS:**
 - Audience Library does **NOT** replace Audience Manager
 - In fact, AAM is a great opportunity for more robust targeting options without limitations.
 - Warning: to avoid unexpected behavior, do not delete audiences from within Audience Manager unless they were created inside Audience Manager

A4T – Leverage Analytics as a reporting source for Target activities

1

Launch tests faster
with fewer steps

2

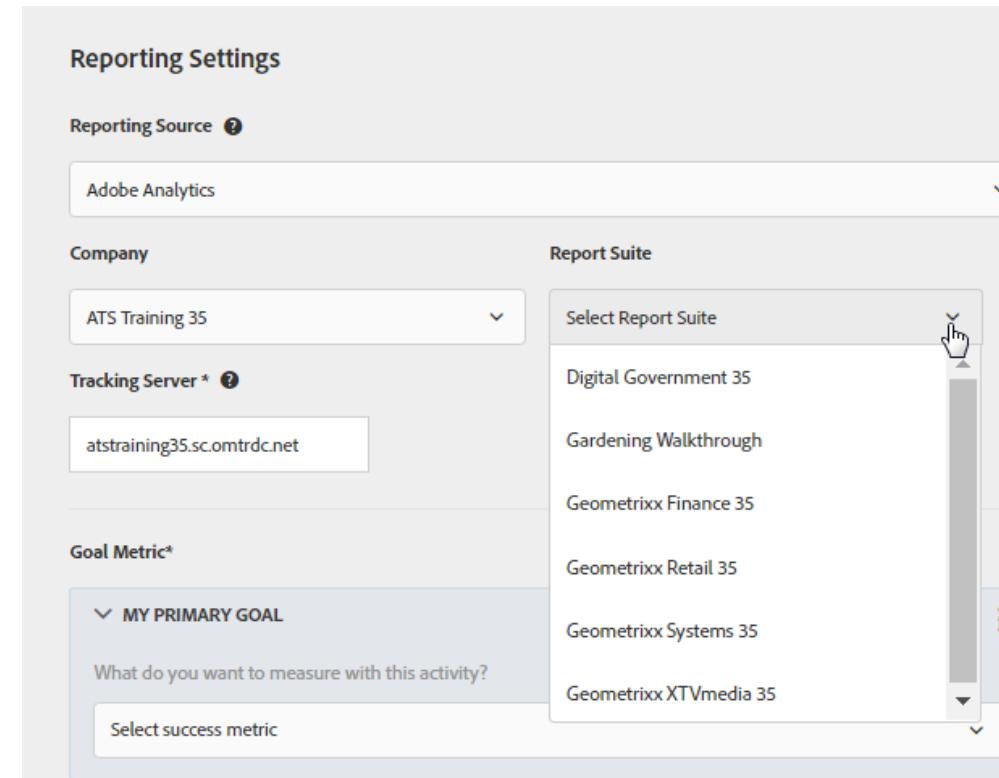
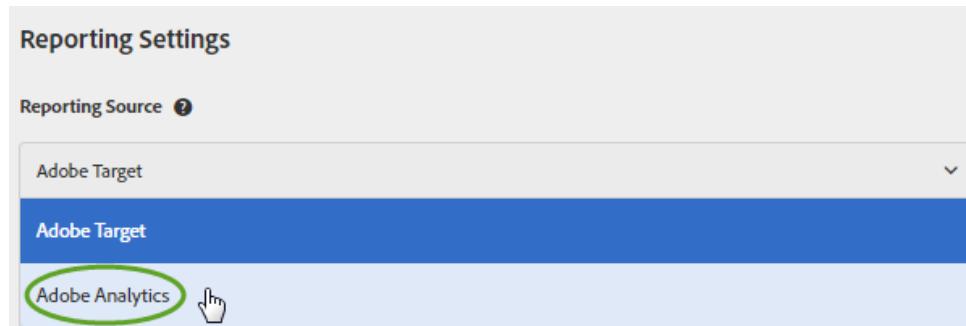
Analyze with all
metrics and segments

3

Dig deeper with
reporting in the
Analytics UI

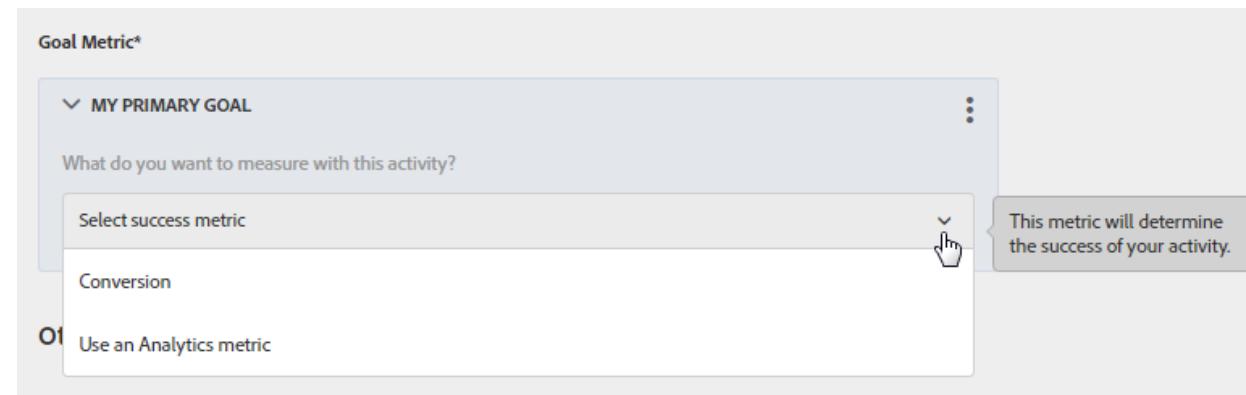
Using Analytics Data in Target: Goal & Settings – Reporting Settings

- Specify you want the activity to use Analytics for analysis
- This makes it an A4T activity
- Specify the Company, Report Suite, and Tracking Server

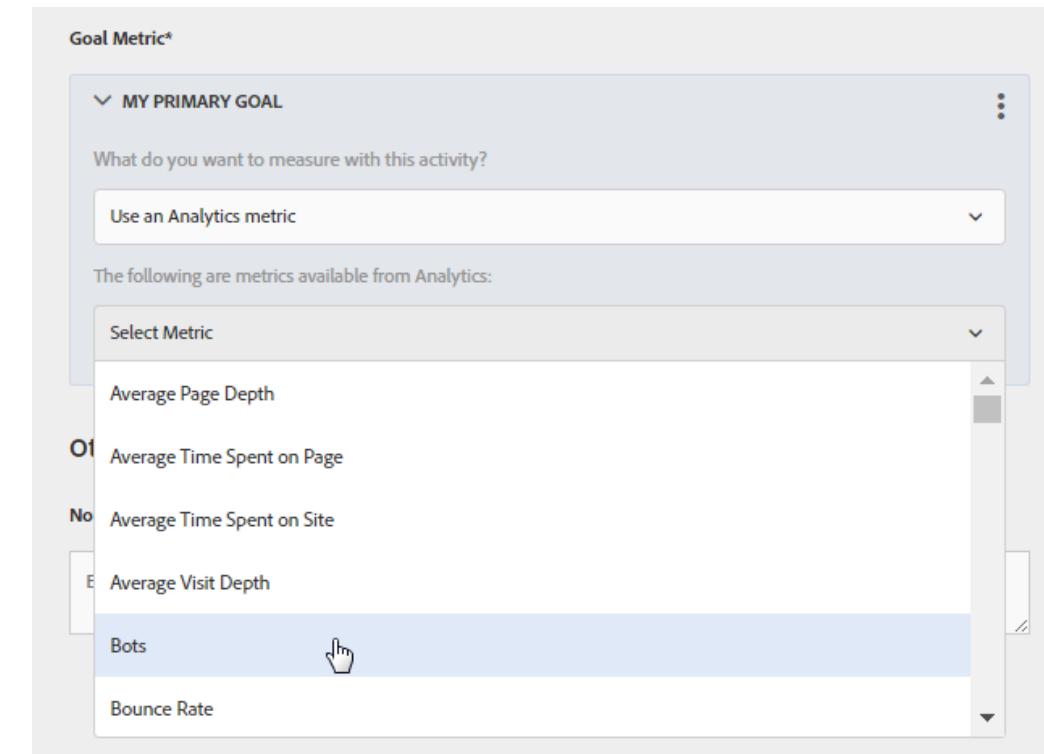


Goal & Settings – Primary Goal

- Primary Goal: Select **Conversion** or **Use an Analytics metric**.

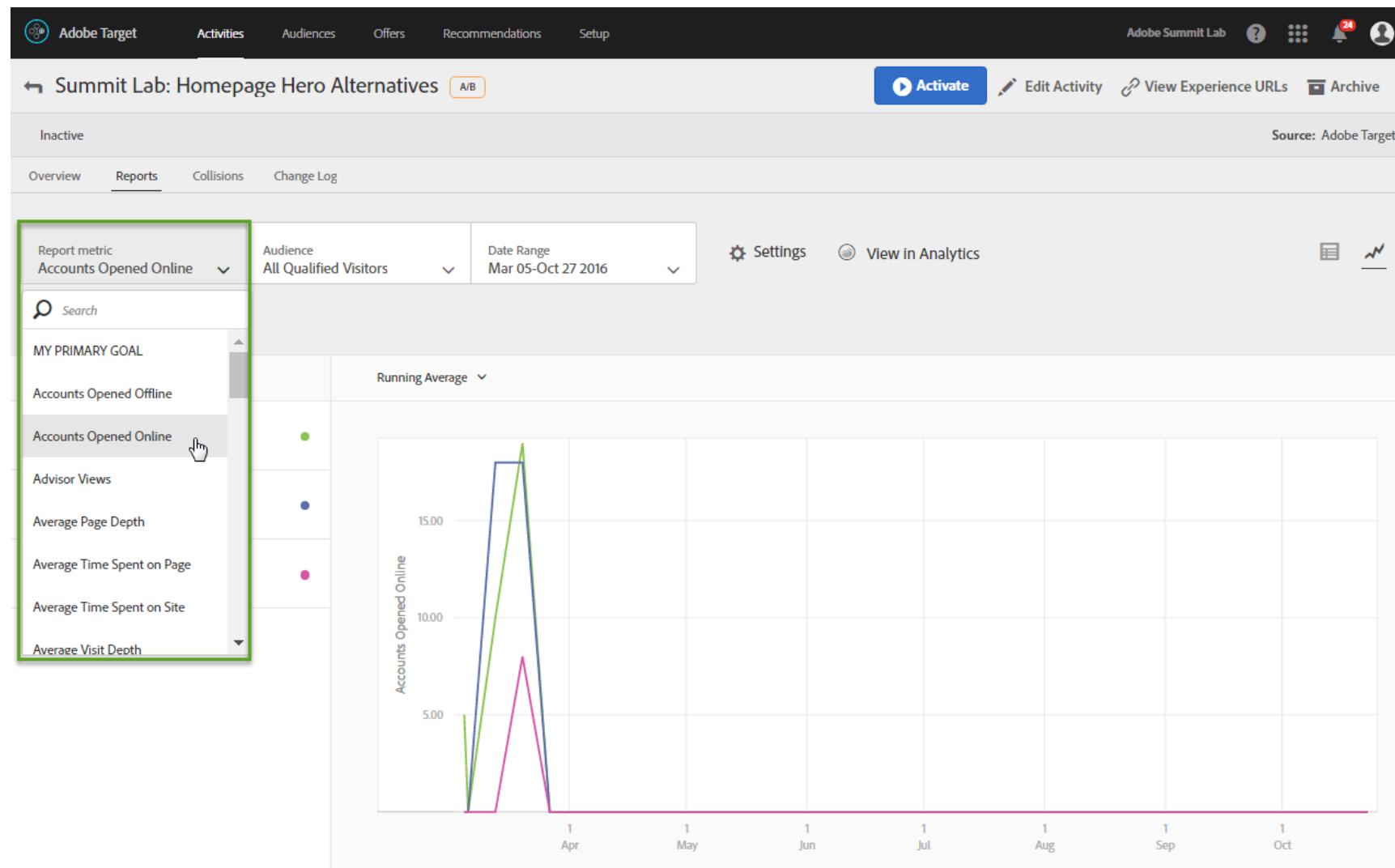


- Analytics metrics, including custom, calculated, conversion, engagement, or sales metrics.
- Example of Analytics metric selection:



A4T Results

- Click **Report metric** to recalibrate the report by any metric in your report suite, including custom or calculated metrics

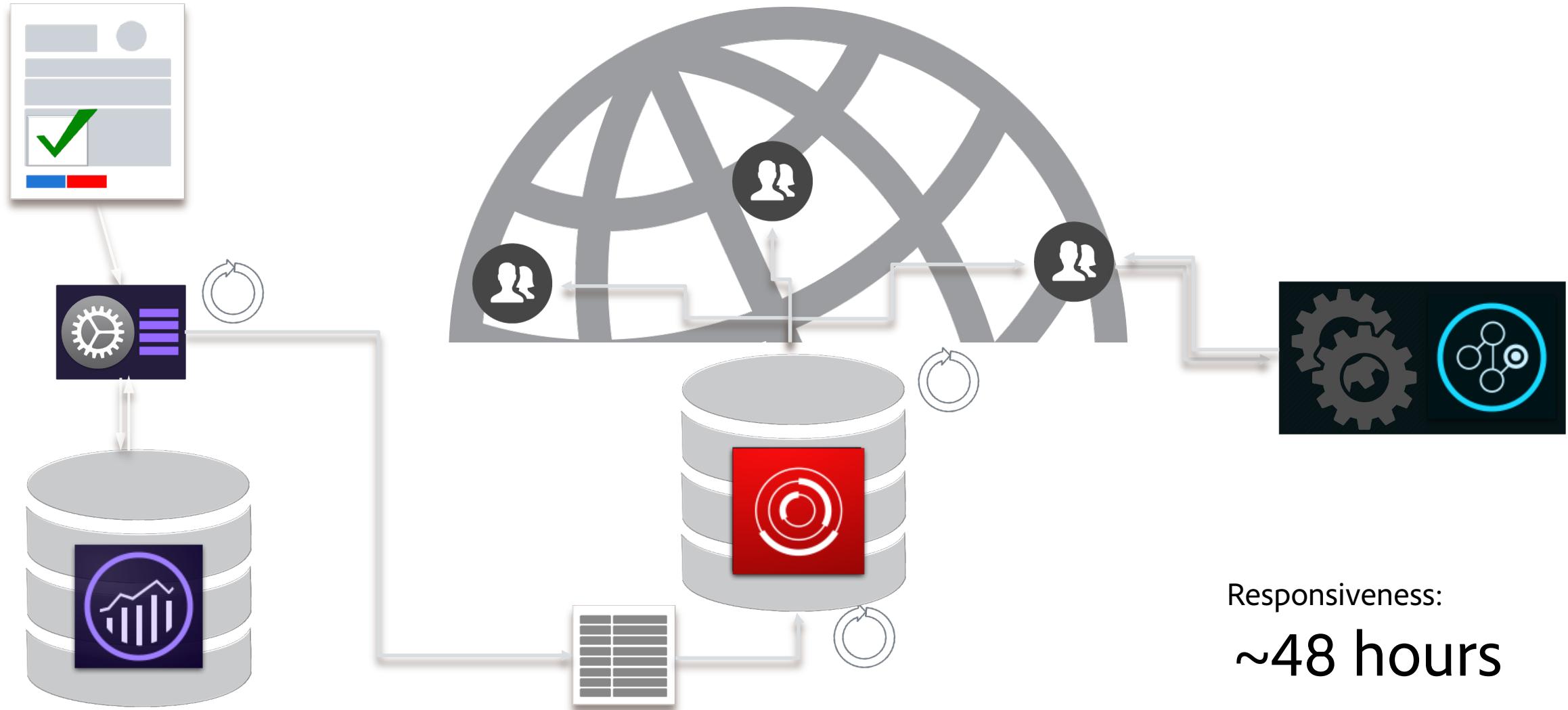


How to share an audience from Adobe Analytics

- In Adobe Analytics Reports & Analytics, use the Segment Builder to create new segments.
- Define segment title, description, rules, and tags
- Check box: "Make this a Marketing Cloud audience"

The screenshot shows the Adobe Analytics interface with the 'Edit Segment' dialog open. The segment is titled 'Business Card Intenders' with the description 'evar15 contains business-card'. A circular donut chart visualizes the segment's composition across four categories: Unique Visitors (4 of 34, 12%), Visits (4 of 41, 10%), Page Views (56 of 192, 29%), and Visitors with Marketing Cloud ID (4 of 34, 12%). The 'Product Compatibility' section indicates it can be used in Reports & Analytics, Ad Hoc Analysis, and Data Warehouse. The 'Definitions' section shows a rule: 'Page URL contains business-card'. At the bottom, a checkbox labeled 'Make this a Marketing Cloud audience (for we.Finance)' is checked and highlighted with a red border. Below the checkbox are buttons for 'Save', 'Save As', 'Delete', and 'Cancel'.

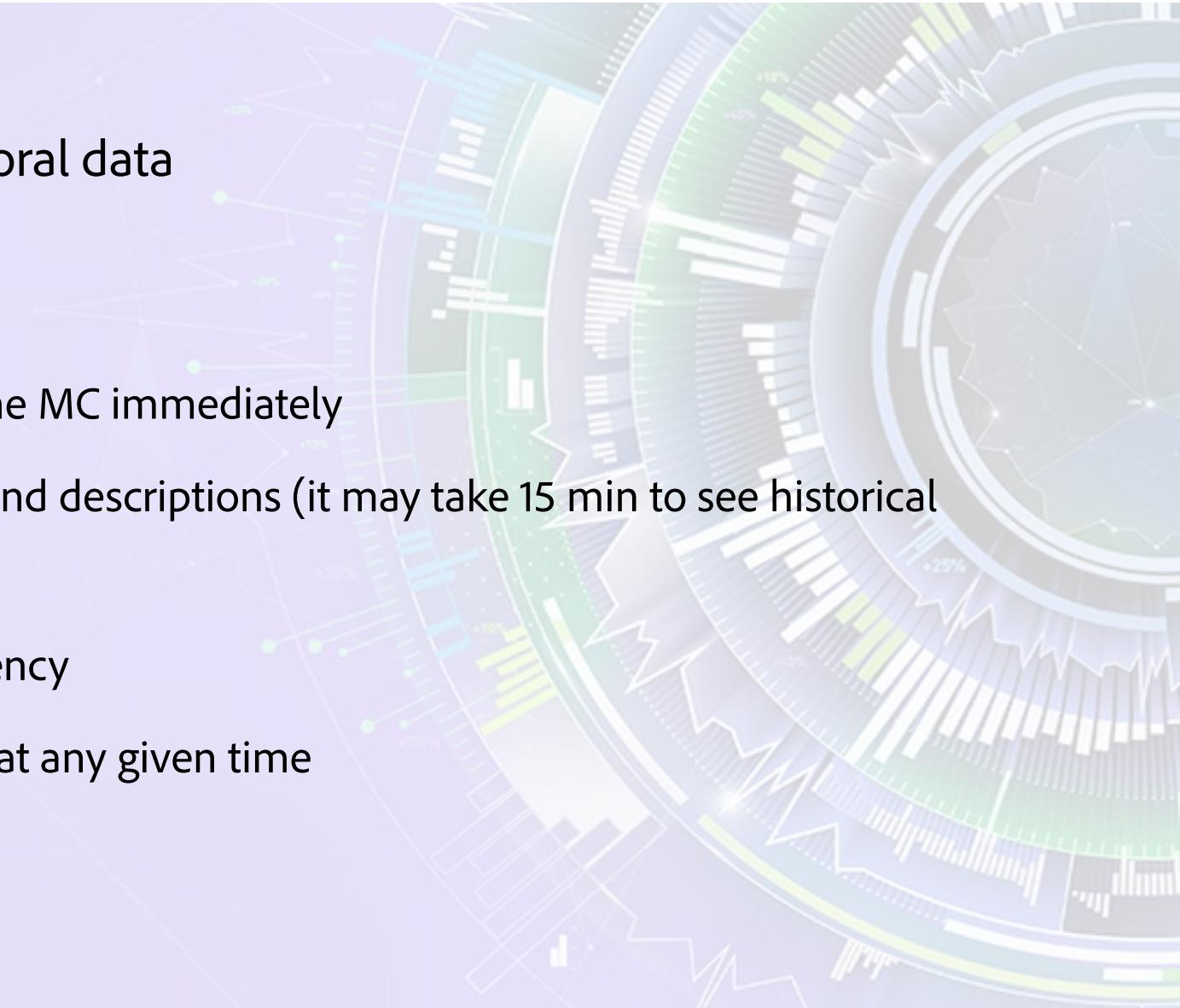
Audience sharing from Analytics – Historical Audiences



Historical Audiences

- BENEFITS:
 - Great for targeting off of historical behavioral data

- CONSIDERATIONS:
 - Audience titles and descriptions are sent to the MC immediately
 - Every 15 min, Target updates audience titles and descriptions (it may take 15 min to see historical audiences appear in Target)
 - Up to 48 hours for audience membership latency
 - You may have 20 historical audiences active at any given time



What is required to implement the Marketing Cloud ID service?

Update the following:

1. **VisitorAPI.js** to enable the Marketing before any other calls
2. **AppMeasurement.js** to enable Analytics. This replaces the s_code.
3. **At.js** to enable Target. This replaces the current at.js or mbox.js.



Consult the relevant implementation guides in the Experience Cloud!

Use Dynamic Tag Management (DTM) for ease of activation.

Implementing the Marketing Cloud ID service via DTM

- Marketing Cloud Org ID
- Analytics tracking server
- Marketing Cloud server
(for first-party tracking servers)
- If not using DTM, you must add JavaScript library to the page header and ensure it loads prior to all other Adobe tags.

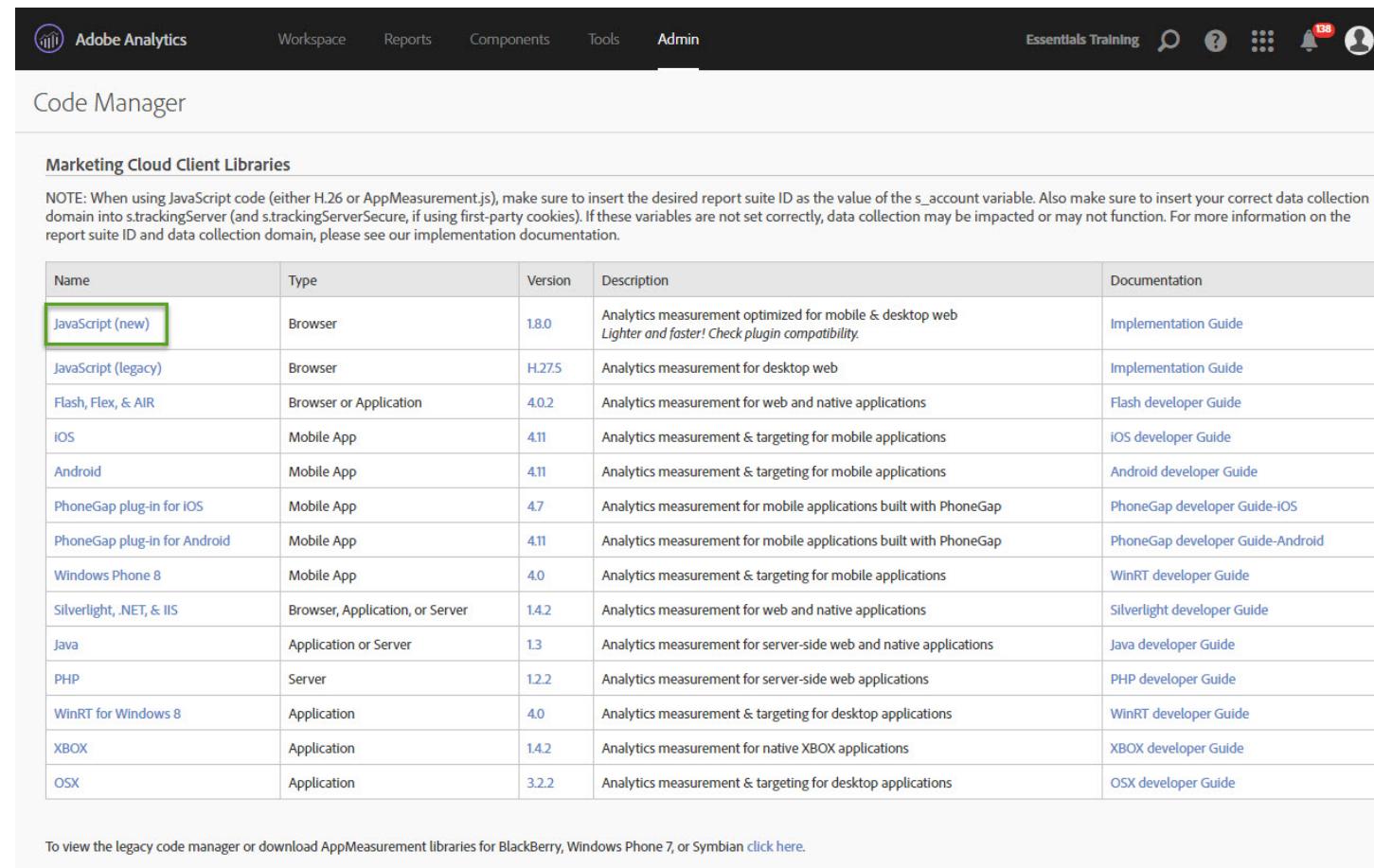
The screenshot shows the 'Marketing Cloud ID Service Settings' page. At the top, there's a breadcrumb navigation: Home > Adobe Summit Lab - Aaron Shields > Adobe Summit Lab. On the right, a status bar displays 'Revision 12 Feb 14, 2017'. The main section is titled 'Marketing Cloud ID Service Settings'. It contains several configuration fields:

- 'Marketing Cloud Organization ID': A text input field containing a redacted organization ID.
- 'General' tab: Contains settings for tracking and marketing cloud servers.
 - 'Automatically request Visitor ID': A checked checkbox.
 - 'Analytics Tracking Server': A text input field containing 'omtrdc.net'.
 - 'Tracking Server Secure': A text input field containing 'omtrdc.net'.
 - 'Marketing Cloud Server': An empty text input field.
 - 'Marketing Cloud Server Secure': An empty text input field.
- 'Library Version': A dropdown menu set to '2.0.0'.
- 'Settings': A table with two columns: 'Name' and 'Value'. There are two rows in the table, both of which are currently empty.

Getting the code: VisitorAPI.js and AppMeasurement.js

- Go to Code Manager
 - Analytics > Admin > Code Manager
- Download the JavaScript (new) package

NOTE: This package will contain
AppMeasurement.js AND VisitorAPI.js



The screenshot shows the Adobe Analytics interface with the 'Admin' tab selected. Under the 'Marketing Cloud Client Libraries' section, a note advises users to insert the report suite ID and correct data collection domain when using JavaScript code. A table lists various client libraries, with 'JavaScript (new)' highlighted by a green border. The table includes columns for Name, Type, Version, Description, and Documentation.

Name	Type	Version	Description	Documentation
JavaScript (new)	Browser	1.8.0	Analytics measurement optimized for mobile & desktop web <i>Lighter and faster! Check plugin compatibility.</i>	Implementation Guide
JavaScript (legacy)	Browser	1.27.5	Analytics measurement for desktop web	Implementation Guide
Flash, Flex, & AIR	Browser or Application	4.0.2	Analytics measurement for web and native applications	Flash developer Guide
iOS	Mobile App	4.11	Analytics measurement & targeting for mobile applications	iOS developer Guide
Android	Mobile App	4.11	Analytics measurement & targeting for mobile applications	Android developer Guide
PhoneGap plug-in for iOS	Mobile App	4.7	Analytics measurement for mobile applications built with PhoneGap	PhoneGap developer Guide-iOS
PhoneGap plug-in for Android	Mobile App	4.11	Analytics measurement for mobile applications built with PhoneGap	PhoneGap developer Guide-Android
Windows Phone 8	Mobile App	4.0	Analytics measurement & targeting for mobile applications	WinRT developer Guide
Silverlight, .NET, & IIS	Browser, Application, or Server	1.4.2	Analytics measurement for web and native applications	Silverlight developer Guide
Java	Application or Server	1.3	Analytics measurement for server-side web and native applications	Java developer Guide
PHP	Server	12.2	Analytics measurement for server-side web applications	PHP developer Guide
WinRT for Windows 8	Application	4.0	Analytics measurement & targeting for desktop applications	WinRT developer Guide
XBOX	Application	1.4.2	Analytics measurement for native XBOX applications	XBOX developer Guide
OSX	Application	3.2.2	Analytics measurement & targeting for desktop applications	OSX developer Guide

To view the legacy code manager or download AppMeasurement libraries for BlackBerry, Windows Phone 7, or Symbian [click here](#).

Validating the Implementation

Verify Segment sharing from Analytics to AAM to Target

- Create segment in Analytics
- Publish to Marketing Cloud
- Verify audience appears in Audience Library, and Audience Manager (if applicable)
- Verify audience appears in Target

On-page validation of at.js/AppMeasurement

- Use a debugging tool on your site
- Verify the Target and Analytics calls are being made
 - In the Target call, look for MCGVID, MCSDID
 - In the Analytics call, look for “mid” and “sdid”
 - MCIDs and SDIDs should match between Target and Analytics

Solutions Filter:	All	Analytics	Target	Audience Manager	Media Optimizer
Solution	target				analytics
Request URL - Hostname	essentialtraining.tt.omtrdc.net				atstraining35.sc.omtrdc.net
Request URL - Pathname	/m2/essentialtraining/mbox/json				/b/ss/ats35targetgarden/10/JJS-2.0.0-D7QN/s...
Request URL - Search	?screenHeight=720&screenWidth=1280&colo...				?AQB=1&ndh=1&pf=1&callback=s_c_i[1].do...
Request URL - Hash					
Request - Body					
Request - Parameters	{ "screenHeight": "720", "screenWidth": "1280..."}				{ "AQB": "1", "ndh": "1", "pf": "1", "callback": "s...
Request - Method	GET				GET
Page/Frame URL	http://ats-sb.adobe.com/target/target_training/...				http://ats-sb.adobe.com/target/target_training/...
Version	0.9.4				JS-2.0.0-D7QN
Marketing Cloud Visitor ID	41466598199921498391224035415611340084				41466598199921498391224035415611340084
Analytics Visitor ID	2CC621C005312A4D-4000010BC000089A				2CC621C005312A4D-4000010BC000089A
Audience Manager Blob	NRX38WO0n5BH8Th-nqAG_A				NRX38WO0n5BH8Th-nqAG_A
Audience Manager Location Hint	6				6
Supplemental Data ID	1E56DF4B52302D05-1A764530F8405A81				1E56DF4B52302D05-1A764530F8405A81
Mbox Name	target-global-mbox				
Page Name					plants page
Page URL	http://ats-sb.adobe.com/target/target_training/...				http://ats-sb.adobe.com/target/target_training/...

Validation Example: Examining the Target Call

1. Filter to view calls from Target, Analytics, or Audience Manager

2. Locate and inspect the Target (mbox) call

3. Check for **mboxMCGVID** and **mboxMCSDID**. Compare values to corresponding Analytics values for **mid** and **sdid** (they should match).

Headers

- mboxMCGVID: 02384342087020065458296261810599787221
- mboxAAMB: NRX3W00n5BH8Th-nqAG_A
- mboxMCGLH: 9
- mboxCount: 1
- mboxTime: 1487515422539
- trigger: viewChange
- USER_EXPERIENCE: 0
- isEligibleForUpgrade: secondarySubUpgradeEligibility
- target_test:
- p_attr: UST%3DAN
- userState: an
- page: Marketing Pages : Landing Page : SEO Optimized
- user: CP
- creditSelection:
- creditChkResult:
- userCarrier:
- modal_seen: NA
- p_attr_csa:
- sdtoAccountSegment: CP
- PaidAdID:
- promotionsCumulativeOfferList:
- lang: en
- mbox: target-global-mbox
- mboxId: 0
- mboxMCSDID: 6149735884707893-5596DFB98C4715BC

Validation Example: Examining the Analytics Call

The screenshot shows the Network tab in the Chrome DevTools. A red box highlights the 'Network' tab itself. Another red box highlights the search bar where 'mbox|b/ss|demdex' is typed, with a sub-instruction: '1. Filter to view calls from Target, Analytics, or Audience Manager'. Below the search bar, a list of requests is shown, with a red box highlighting the third request: 's41307586310988?AQB=1&ndh=1&pf=1&t=19%2F1%2F2017%2014%3A43%3A42%200%20300&sdi...'. A red box labeled '2. Locate and inspect the Analytics call' points to this request. To the right, the 'Headers' tab is selected, showing various parameters. A red box highlights the 'mid' parameter: 'mid: 02384342087020065458296261810599787221'. A large red callout bubble points to this parameter with the instruction: '3. Check for mid and sdid. Compare values to corresponding Target values for mboxMCGVID and mboxMCSDID (they should match)'.

1. Filter to view calls from Target, Analytics, or Audience Manager

2. Locate and inspect the Analytics call

3. Check for mid and sdid. Compare values to corresponding Target values for mboxMCGVID and mboxMCSDID (they should match).

Name

- mbox-contents-31bee41a82ce9285369d1ae26b4dc0e61f9836d8.js
- ajax?mboxHost=[REDACTED]&mboxPage=1487533421876-756756&screenHeight=872&screenWi...
- s41307586310988?AQB=1&ndh=1&pf=1&t=19%2F1%2F2017%2014%3A43%3A42%200%20300&sdi...

Headers Preview Cookies Timing

Query String Parameters

- AQB: 1
- ndh: 1
- pf: 1
- t: 19/1/2017 14:43:42 0 300
- sdid: 6149735884707893-5596DFB98C4715BC
- ts: 1487533423
- mid: 02384342087020065458296261810599787221
- aamlh: 9
- ce: UTF-8
- pageName: Marketing Pages : Landing Page : SEO Optimized
- g: https://[REDACTED]/index.html?tnt=UNL_Redirect_021717
- r: https://[REDACTED]
- cc: USD
- ch: Marketing Pages
- server: [REDACTED]
- aamb: NRX38W00n5BH8Th-nqAG_A
- h1: Marketing Pages|Landing Page|
- h2: [REDACTED]/index.html?tnt=UNL_Redirect_021717
- c3: |loggedInPre|CP
- c4: Landing Page
- v4: 6613390892|2017-02-19 13:15:56.086
- c9: not logged-in
- c10: SAF 2.10.2 | saf.trackPage
- v14: not logged-in
- c18: [REDACTED]
- v20: |loggedInPre|CP

3 / 121 requests | 1.4 KB / 86.2 KB transferred | Finish: 2.1 min | DOMContentLoaded: 1.35 s | L...



CHAPTER NINE

Setting Up Target Properties (Premium clients only)

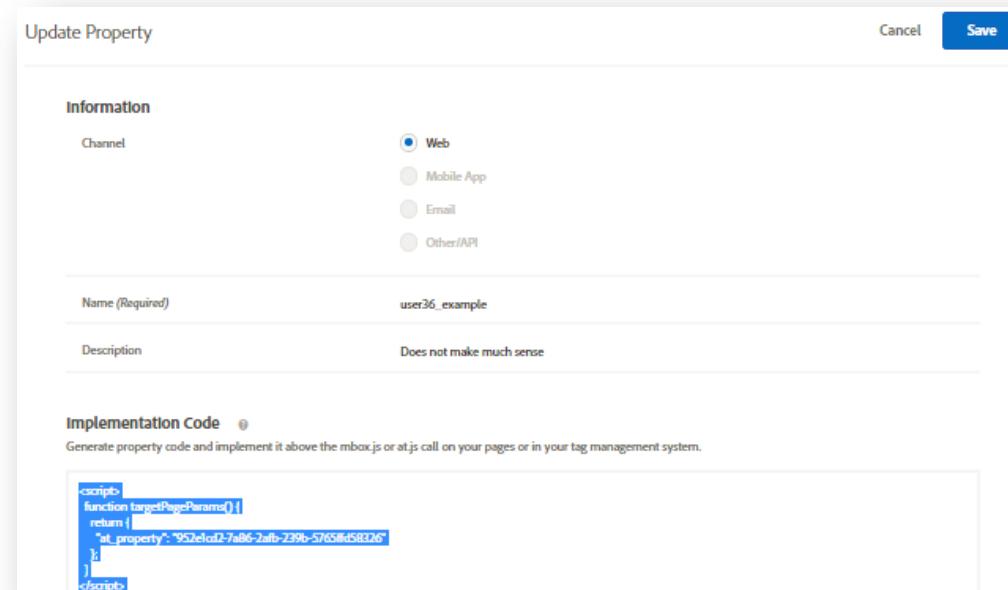
Objectives:

- What is Properties feature?
- Learn how to set up Users and Workspaces in Marketing Cloud Enterprise Admin
- Learn how to set up Properties in Adobe Target
- Adding Property parameter to Target server calls

What are Target Properties?

- The Properties feature lets you control Target user access rights to your various web entities
- Properties limit who is allowed to set up activities on which online presences
- Properties are similar in nature to those within Dynamic Tag Management (Activation).
- A web property can be any grouping of one or more domains and subdomains.

■ *NOTE: This is available to Premium clients*



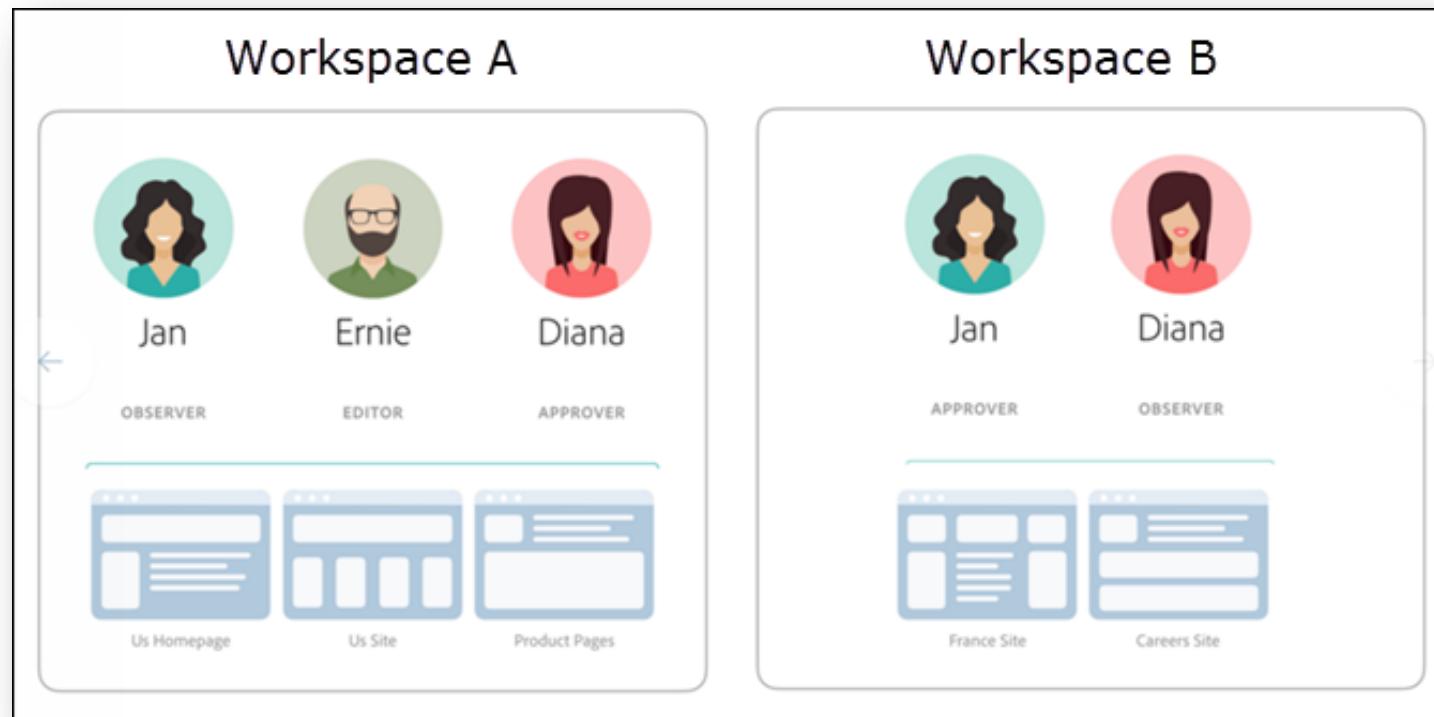
- *Link to online help: https://marketing.adobe.com/resources/help/en_US/target/target_property_channel.html*

Properties Are Mapped to Workspaces

- A workspace lets an organization assign a specific set of users to a specific set of properties.
 - In many ways, a workspace is similar to a report suite in Adobe Analytics.
 - If you are part of a multi-national organization, you might have a workspace for your European web pages, properties, or sites and another workspace for your American web pages, properties, or sites.
 - If you are part of a multi-brand organization, you might have a separate workspace for each of your brands.
-
- *Note: Workspaces are known as Product Configurations in the Adobe Admin Console for Enterprise.*

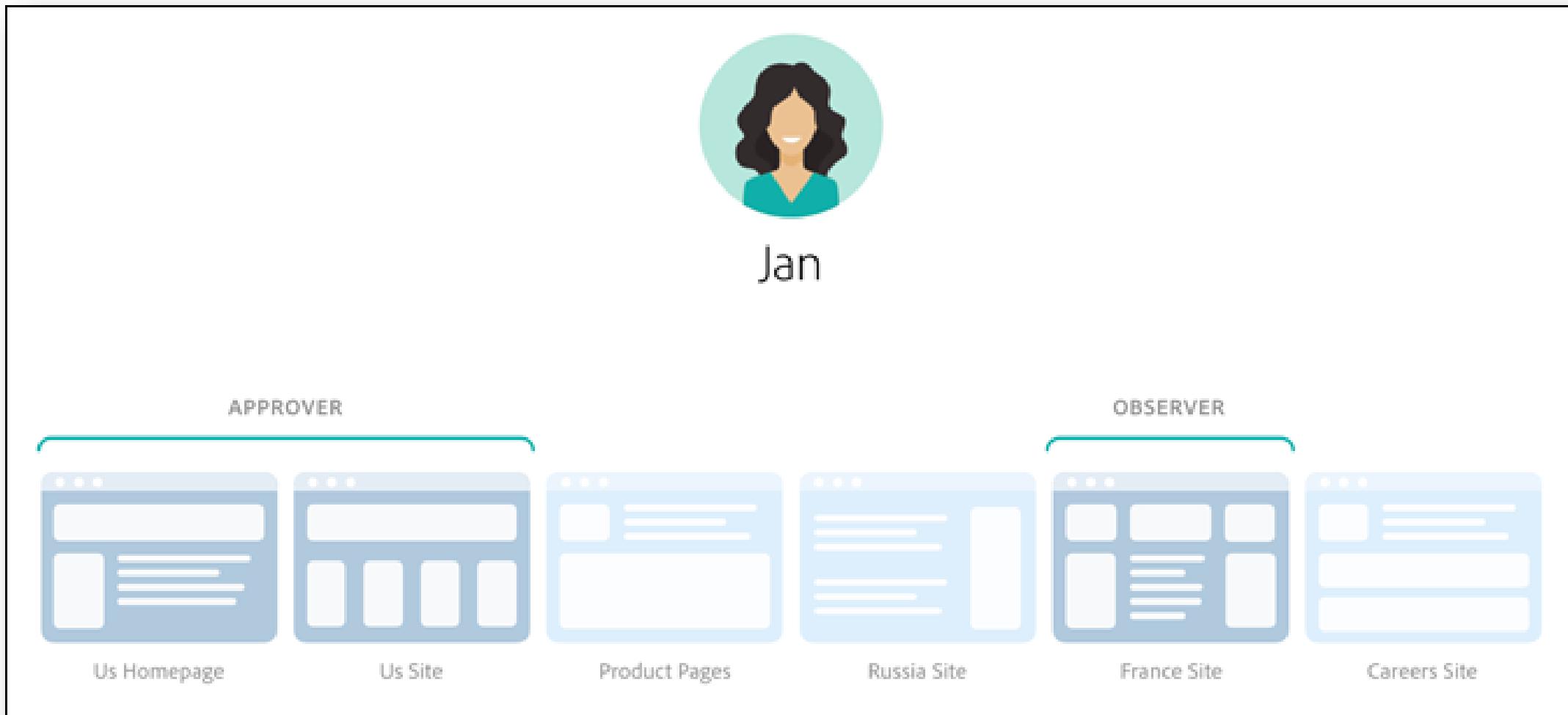
Roles and Permissions

- Roles and permissions determine the access levels that users have to create and manage activities in your Target implementation. In Target, roles include the following:
- **Observer**: Can view activities, but cannot create or edit them.
- **Editor**: Can create and edit activities before they are live, but cannot approve the launch of an activity.
- **Approver**: Can create, edit, and activate or stop activities.



Roles and Permissions

- You can have different roles on different individual pages or sites



Properties Setup Tasks

Task

1. (Optional) Add users

Performed In

Adobe Admin Console for Enterprise

2. Create a workspace (Product Configuration)

Adobe Admin Console for Enterprise

3. (Optional) Create user groups

Adobe Admin Console for Enterprise

4. Create properties

Target UI

5. Update your Target implementation to include
the `at_property` parameter

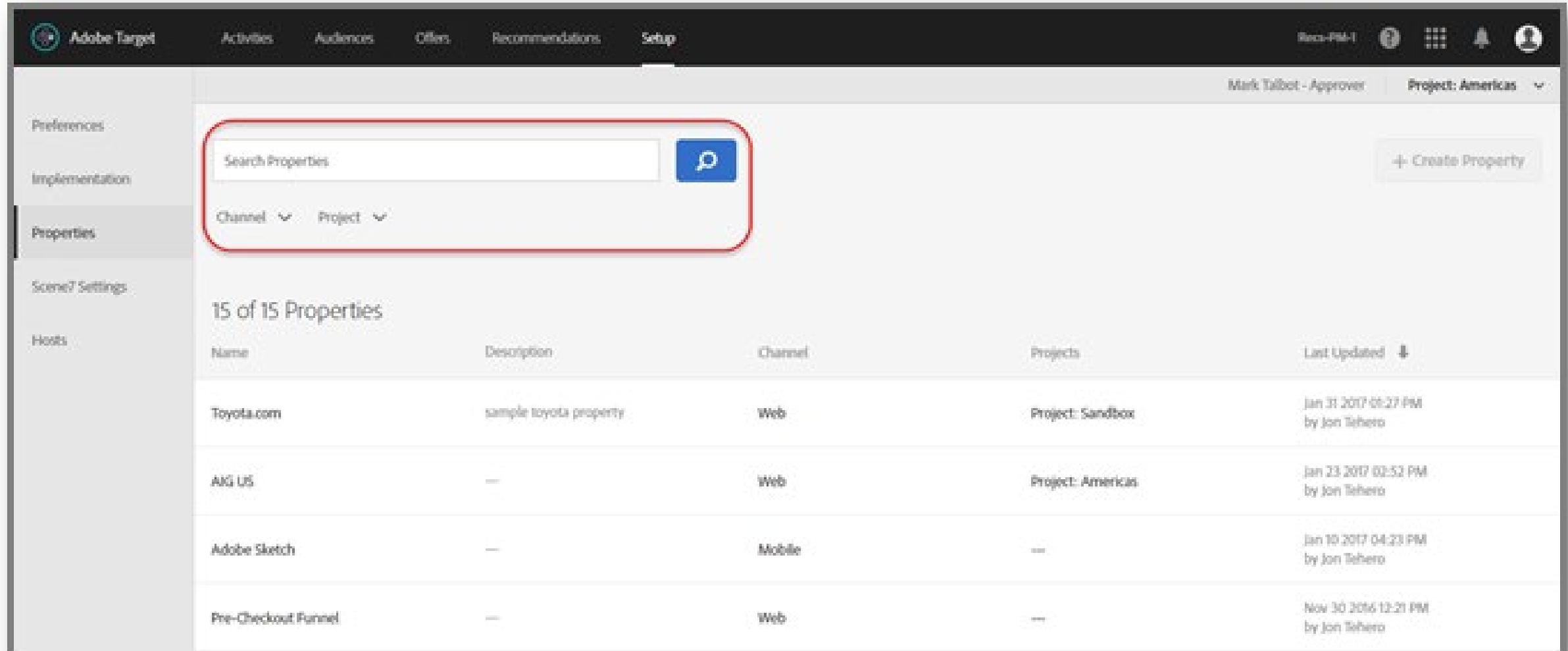
Target UI / at.js functions / Dynamic Tag
Management

6. Specify roles and permissions

Adobe Admin Console for Enterprise



Properties Management Page in Target UI



The screenshot shows the Adobe Target Properties Management Page. At the top, there is a navigation bar with links for Activities, Audiences, Offers, Recommendations, and Setup. On the right side of the header, there are user profile icons and project selection dropdowns for "Mark Talbot - Approver" and "Project: Americas".

The main content area has a sidebar on the left with categories: Preferences, Implementation, Properties (which is currently selected and highlighted in blue), Scenario Settings, and Hosts. Below the sidebar, there is a search bar labeled "Search Properties" with a magnifying glass icon, and a "Create Property" button.

Under the search bar, there are two dropdown filters: "Channel" and "Project", both currently set to "All".

The main table displays 15 properties, with the heading "15 of 15 Properties". The columns are: Name, Description, Channel, Projects, and Last Updated. The data rows are:

Name	Description	Channel	Projects	Last Updated
Toyota.com	sample toyota property	Web	Project: Sandbox	Jan 31 2017 01:27 PM by Jon Tehero
AIG US	—	Web	Project: Americas	Jan 23 2017 02:52 PM by Jon Tehero
Adobe Sketch	—	Mobile	—	Jan 10 2017 04:23 PM by Jon Tehero
Pre-Checkout Funnel	—	Web	—	Nov 30 2016 12:21 PM by Jon Tehero

Parameter at_property Must be Set in Each Mbox Hit

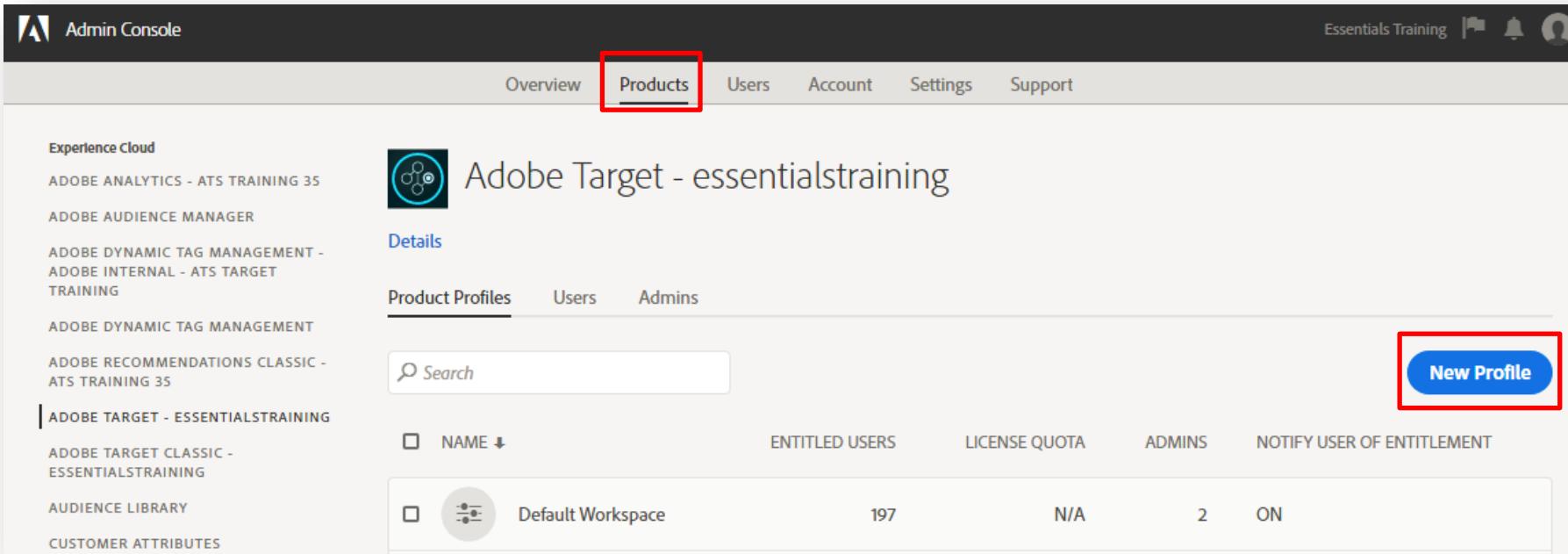
- Each property has its own unique identifier, and it must be set in every Target request
- You can get the property ID in the Properties management page in Target UI
- Set it with usual **targetPageParams ()** function

The screenshot shows the Adobe Target interface. On the left, the navigation bar includes 'Adobe Target', 'Activities', 'Audiences', 'Content', 'Recommendations', 'Setup', and 'Properties'. The 'Properties' tab is selected. The main area displays '8 of 8 Properties' with two listed: 'US Website 2' and 'US - Winter Email Ca...'. A context menu is open over the 'US Website 2' row, specifically over the 'Americas Workspace' link. The menu options are 'Copy' (Ctrl+C), 'Search Google for "<script> function targetPageParams() {"', 'Print...', and 'Inspect'. The 'Inspect' option is highlighted with a red oval. The implementation code for 'targetPageParams()' is visible in the background, showing the line 'return ({ "at_property": "f6972984-ccce-94aa-e4ba-bda63508532d" });'.

Name	Description	Channel	Product Configurations	Last
US Website 2	—	Web	Americas Workspace	Nov 01 2016 02:12 PM by Jon Tihemo
US - Winter Email Ca...	Winter holiday email c...	Email	2	

Setup Workspaces in Admin Console for Enterprise Step 1

- To access the Admin Console for Enterprise, go to <https://adminconsole.adobe.com/enterprise/>
 - Sign in using your Adobe ID
- Then click the App icon  in the top navigation bar
- Click Administration on the right side > then click Launch Admin Console



The screenshot shows the Admin Console interface for Enterprise. The top navigation bar includes links for Overview, Products (which is highlighted with a red box), Users, Account, Settings, and Support. On the left, there's a sidebar titled 'Experience Cloud' with options like Adobe Analytics, Audience Manager, Dynamic Tag Management, Recommendations, and Audience Library. The main content area displays 'Adobe Target - essentialtraining' with a 'Details' section and tabs for Product Profiles, Users, and Admins. A search bar is present. Below this, a table lists workspaces, showing 'Default Workspace' with 197 entitled users, N/A license quota, 2 admins, and 'ON' for notify user of entitlement. A prominent blue button labeled 'New Profile' is highlighted with a red box.

- Click the name of the desired product configuration >> Click on Products >> Click on New Profile.

Setup Workspaces in Admin Console for Enterprise Step 2

- In Users tab, choose "Add User" to add new users
- Select the desired permissions role (Approver, Editor, or Observer) by using the drop-down list for each user in the Product Role column.

Adobe Target - essentialstraining > European Workspace

European Workspace

Settings

Users Admins Permissions

Search

NAME	EMAIL	ID TYPE	PRODUCT ROLE
User 1	target_training+user1@adobetest.com	Adobe ID	Editor
User 2	target_training+user2@adobetest.com	Adobe ID	Observer
User 3	target_training+user3@adobetest.com	Adobe ID	Approver

3 items Page 1 / 1 Items per page 20

Setup Workspaces in Admin Console for Enterprise Step 3

- In Permissions tab, choose ">" to map Target properties to the workspace
- Drag and drop from the left-hand column to the right-hand column.

The screenshot shows the Adobe Target Admin Console interface. At the top, the navigation bar reads "Adobe Target - essentialtraining > European Workspace". Below the navigation, there's a sidebar with a blue circular icon containing three nodes, labeled "European Workspace". Underneath the icon is a "Settings" link. The main content area has tabs for "Users", "Admins", and "Permissions", with "Permissions" being the active tab. A search bar is present. The "PROPERTY ACCESS" section contains a note about users in the target workspace and product configuration. On the left, under "WEB", there's a note to "Include web properties in your target". The "Permissions" tab shows two columns: "Available Permission Items" and "Included Permission Items (1)". The "Available" column has a search bar and an "Add all" button. The "Included" column shows one item: "European sites", which has a delete "X" icon. A message at the bottom of the "Included" column states "All permission items are included."

CHAPTER TEN

eMail Targeting

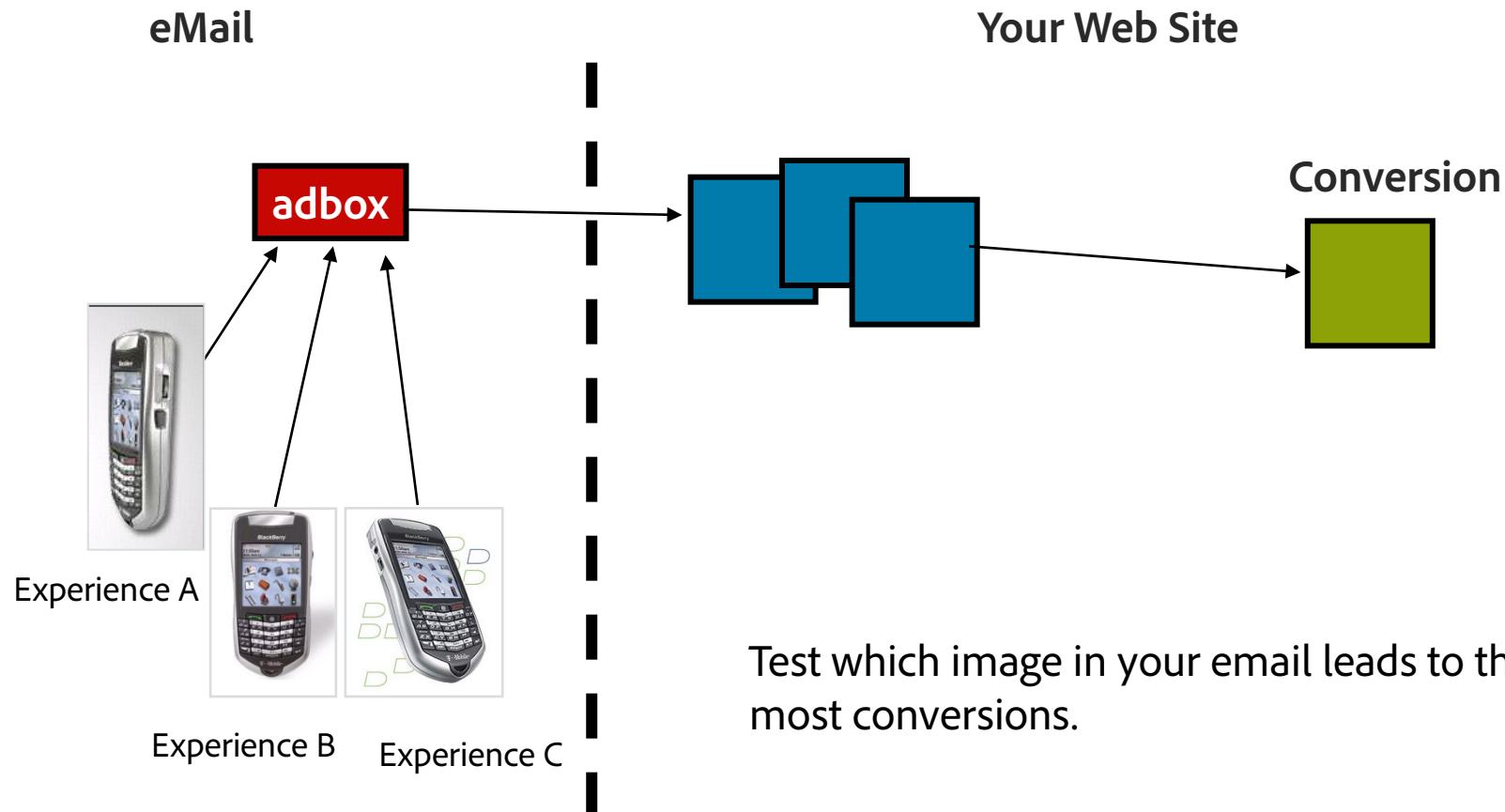
Objectives:

- Adboxes and eMail Targeting
- Adobe Campaign integration

Testing and Targeting in Emails

- Adobe Target Standard and Premium can be used to optimize emails
- Target can only test/target images in the emails
 - Has advantage of using Target's conversion optimization rather than the click-optimization used in most built-in email marketing system AB testing
- This is done using Target Adbox URLs
- The images must be located on an image server
 - Redirect offers must be created for these in the Target Offers library
- Form-based activities are needed to assemble the email test/target
- Can be done for AB Testing or Experience Targeting

Optimizing Images in eMails and Display Ads



Glossary

- **Adbox** = Ad mbox. Region of a page on a third-party site. Used to track impressions and vary ad/image content. Adboxes work through the use of a special URL, called an Adbox URL.
- **Redirect Offer** = an offer type that is often used with Adboxes

Example Email

XYZ Members: Spoil yourself this summer!!!



Dear guest,

We are delighted to offer you an **additional 5% discount** on your weekend bookings this summer when booking direct at thexyzhotels.com.

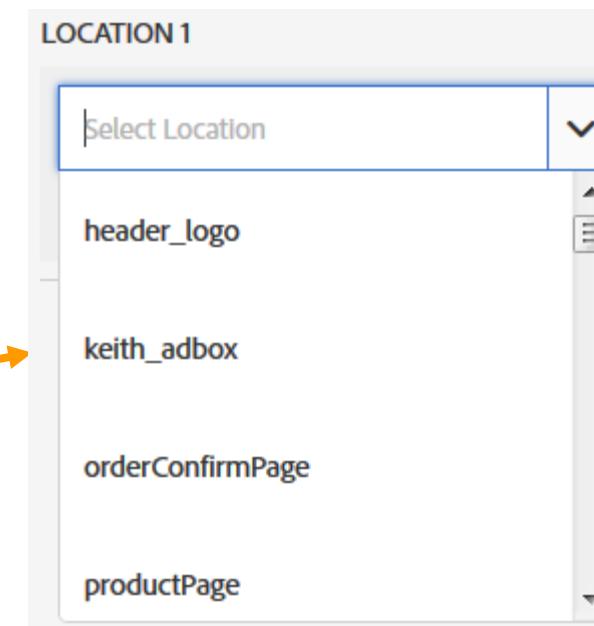
This offer is available on Friday, Saturday and Sunday nights at any of our Z Hotels until **31 August 2017**.

- Email image, boxed in red, is the way an **adbox** might appear to a visitor
- Company can test the impact on conversion of completely different content (**redirect offers**) being served into this adbox

What's Involved with eMail Testing

- Requires **no extra JavaScript or mbox.js** on the eMail/offsite content
- Uses a URL to provide default, alternative content and to track visitors, clicks, and impressions
- Provide a single content URL and clickthrough URL to the email template
- Once created, Adboxes work much like mboxes
 - Set up experiences as usual
 - Default content as usual
 - Target and segment as usual

An Adbox among the
mboxes

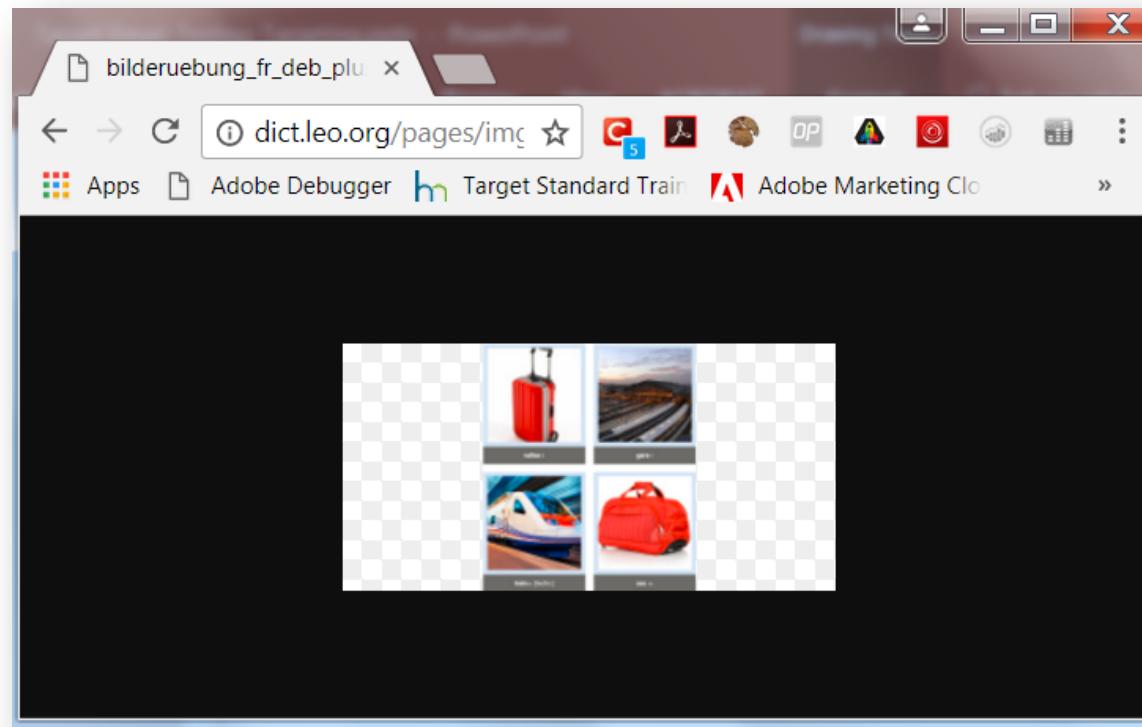


Creating an Adbox URL

- The Adbox URL must be created by hand
 - NOTE: Adobe Campaign has an integration to Target which can generate the adbox. Explained later...
- Example Adbox URL:
`http://clientcode.tt.omtrdc.net/m2/clientcode/obox/image?mbox=adbox_name&mboxDefault=http%3A%2F%2Fwww.yoursite.com%2Fimg%2Flogo.gif`
- You must know your **client-code** (found via debugging tools of your Target image requests)
- Create your own **Adbox name**. This will later show up in the Form-based activites, in the Locations list
- The **mboxDefault** image is what should be shown when Target should not or cannot show an alternative.
- The default image location must be **URL-encoded**
 - Use an encoder such as <https://www.urlencoder.org/>
- Example finished adbox:
`http://essentialtraining.tt.omtrdc.net/m2/essentialtraining/obox/image?mbox=keith_adbox&mboxDefault=http%3A%2F%2Fdict.leo.org%2Fimg%2Fleo-schriftzug-160x60-fc9ef08f.png`

Test your Adbox URL

- After creating your Adbox URL, you must test it by viewing it in a browser
- You should see it resolve to the default image URL
- Viewing it causes the Adbox to be added to the Target Locations list: required to use it in an activity



How Adboxes Work

- Once assembled, the Adbox URL is the one you submit to your eMail designer as **the content URL** (the image source within the email).

Adbox URL →



responsys'

ExactTarget.



Adobe Campaign Integration to Target, Step 1

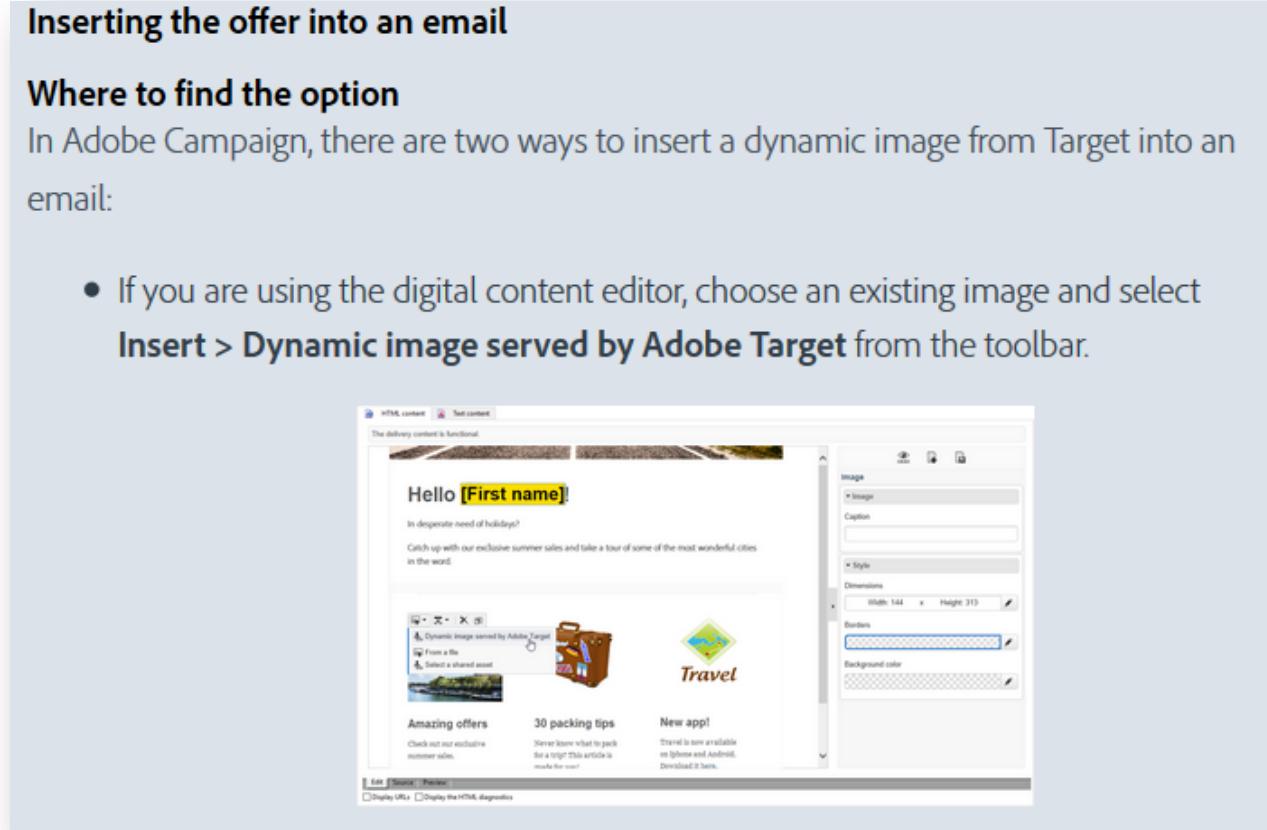
- You don't need to create an adbox link by hand if you are using Campaign 6.1+ together with Target
- Adobe Campaign has a dynamic component called ***Dynamic image served by Adobe Target*** which creates the adbox within Campaign

Inserting the offer into an email

Where to find the option

In Adobe Campaign, there are two ways to insert a dynamic image from Target into an email:

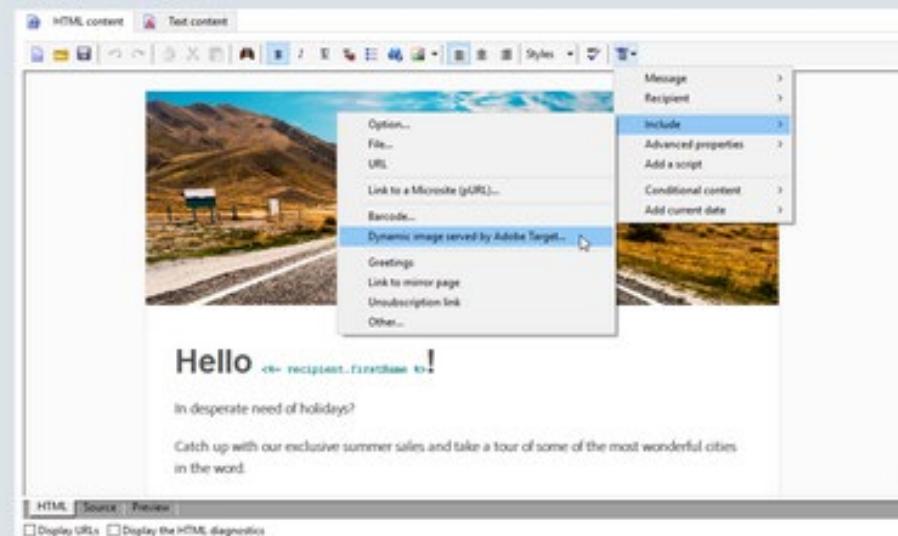
- If you are using the digital content editor, choose an existing image and select **Insert > Dynamic image served by Adobe Target** from the toolbar.



Adobe Campaign Integration to Target, Step 2

- You don't need to create an adbox link by hand if you are using Campaign 6.1 together with Target

- If you are using the standard editor, place the cursor where you want to insert the image and select **Include > Dynamic image served by Adobe Target...** from the personalization drop-down menu.

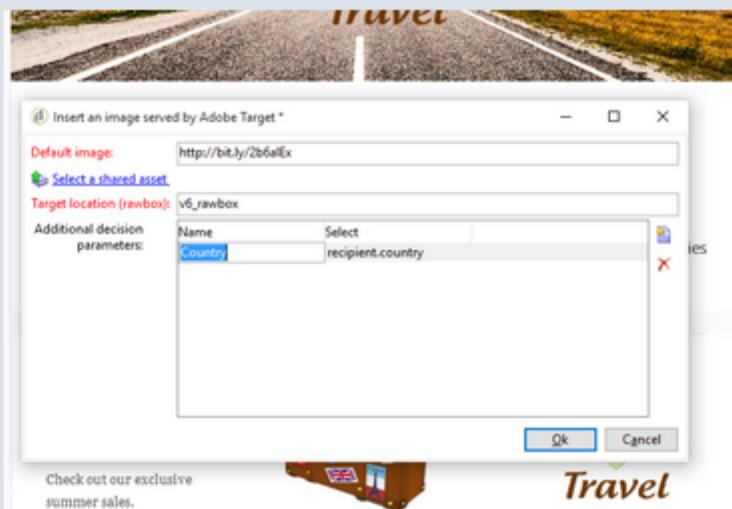


Adobe Campaign Integration to Target, Step 3

- You don't need to create an adbox link by hand if you are using Campaign 6.1 together with Target

Defining the image parameters

- The Default image's URL:** This is the image that will be displayed when none of the conditions are fulfilled. You can also select an image from your Assets library.
- The Target location:** Enter a name for your dynamic offer's location. You will have to select this location in your Target activity.
- The Additional parameters:** Select the Campaign fields that you need to transfer to Target. In our example, we added the **Country** field.



Create Redirect Offers for Each Alternative Image

- In Target Offers Library, in Code Offers
- For Redirect URL, enter the URL of the alternative image for that offer

Create Redirect Offer Cancel **Save**

Information

Name *(Required)* Buy Now Image

URL Details

Redirect URL http://dict.leo.org/img/leo-schriftzug-160x60-fc9ef08f.png

Include all URL parameters

Pass mbox session ID *Turn this ON if you want to redirect to a different domain*

Create Form-Based Activity

- Use either in either an AB Test or Experience Targeting activity

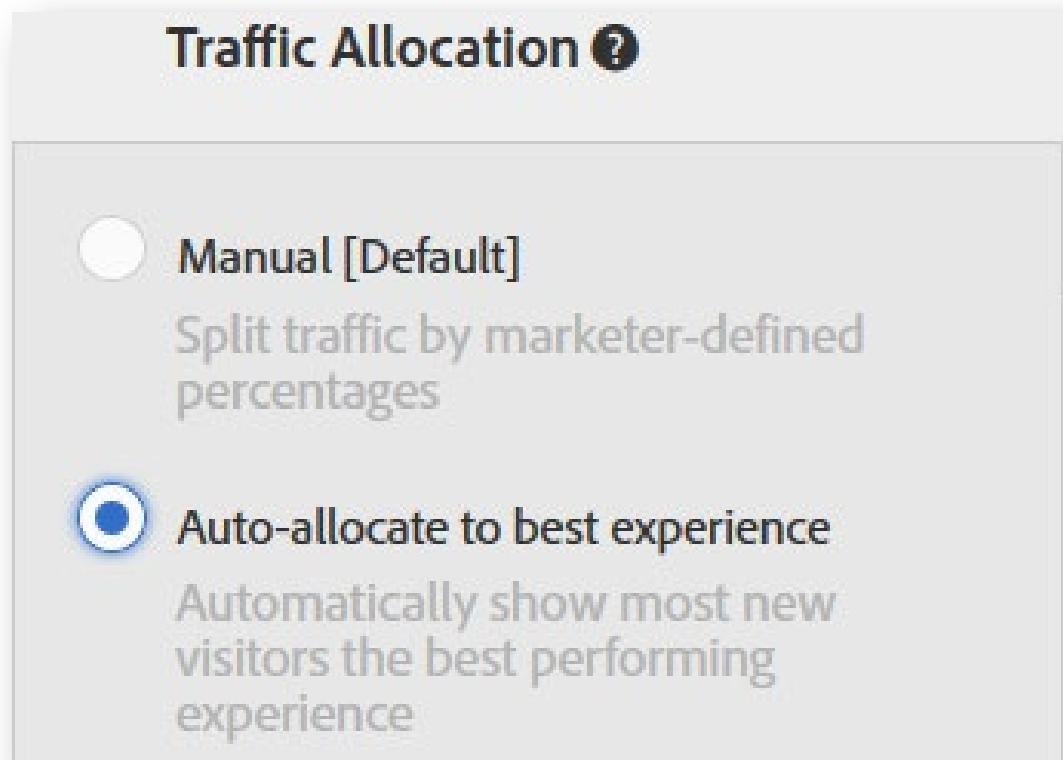
The screenshot shows the 'Create Form-Based Activity' interface. At the top, there's a header bar with a yellow 'XT' button, the title 'Keith XT Adbox DO N...', a 'Cancel' button, and a 'Next' button. On the left, a sidebar lists audiences: 'All Visitors', 'Chrome Browser Experience B' (selected, indicated by a grey background), and 'IE Browser'. Below this is a '+ Add Experience Targeting' button. The main content area is divided into sections: 'LOCATION 1' containing a dropdown menu with 'keith_adbox' and a help icon; 'CONTENT' containing a list item 'Keith train offer' with a dropdown arrow; and 'ADD LOCATION' with a plus sign icon.

Email A/B Testing Best Practices

- Email campaigns are by nature short-lived
 - They only last as long as people are still opening their emails, usually just a few days
 - It's difficult to collect data on the winner and then still target most visitors later with the winning content
 - So run your A/B test on just a small sample of your total recipient list, then use the winner for the rest in a second mailing

Email A/B Testing Best Practices

- **TIP:** In Form-based activity, step 2 (Target step) use "Auto-Allocate" feature to improve performance of emails opened later, without need to test on small sample list first!



Email A/B Testing Best Practices

- *TIP: Add a second metric in step 3 (Goals) for clicks on your adbox to see direct reactions to A/B!*

The screenshot shows a configuration interface for setting up a goal. At the top, a section titled "IMAGE CLICKS" is expanded, indicated by a downward arrow icon. To the right of the title is a vertical ellipsis menu icon. Below the title, the question "What do you want to measure with this activity?" is displayed. A dropdown menu is open, showing the option "Conversion". Below this, another question "What action was taken by your audience to indicate your goal has been reached?" is shown, with a dropdown menu containing the option "Clicked on mbox". At the bottom of the configuration area, there is a text input field containing the value "keith_adbox". To the right of this input field are two small icons: a downward arrow and a gear (settings). The entire configuration area is set against a light gray background.

CHAPTER ELEVEN

Mobile App Testing/Targeting

Objectives:

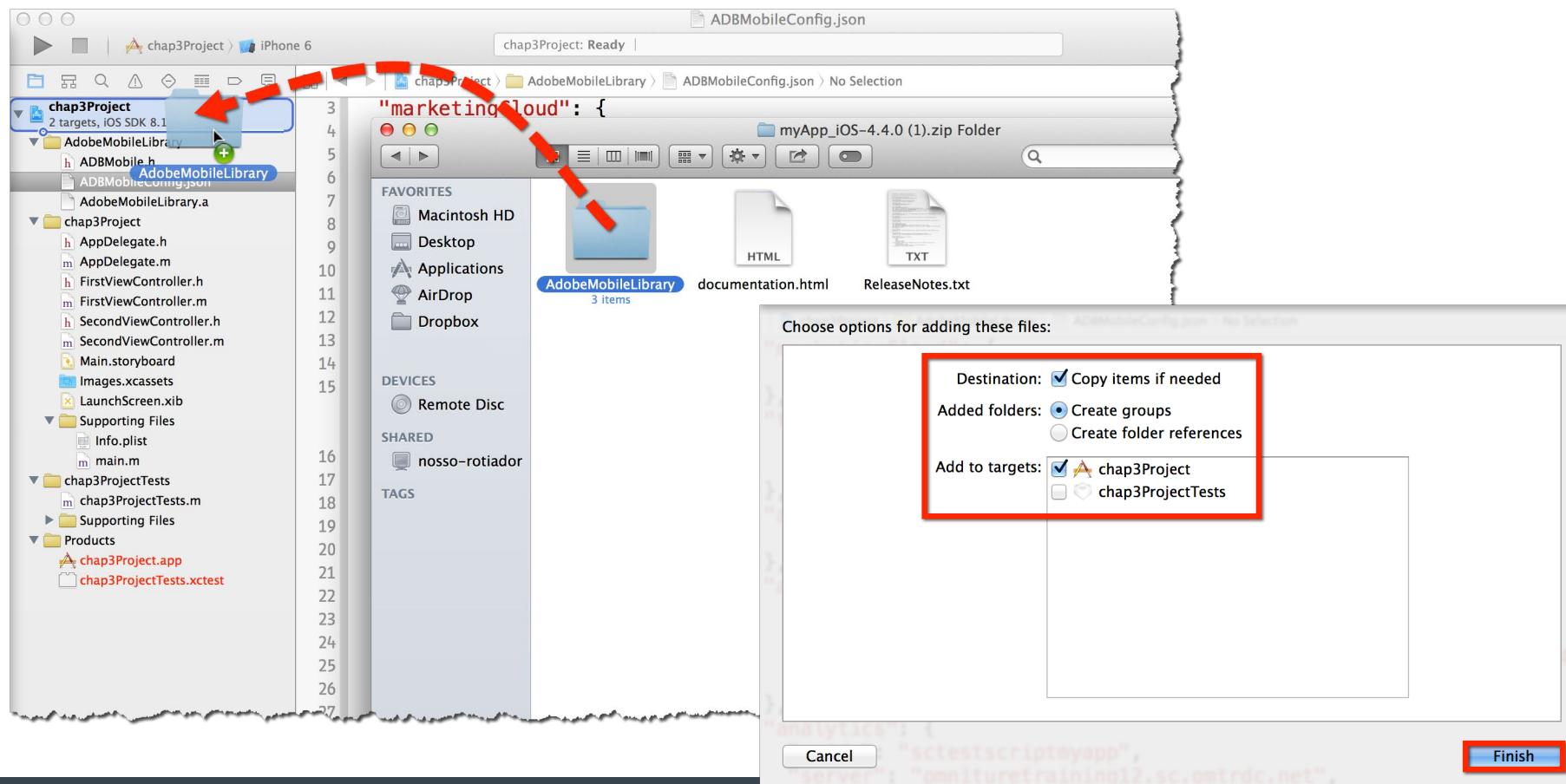
- Mobile apps and Target introduction
- Mobile SDK
- Coding your app for Target (iOS example)
- Setting up activities for your app

Target and Mobile Apps

- You can use Target to run A/B tests and personalization within your apps
- This requires including the corresponding Adobe Mobile SDK in your app library
 - SDKs add classes and methods for Adobe Analytics, Audience Manager and Campaign, as well as Target
 - Available at [github](#) and [developers.adobetarget.com](#)
 - Android and iOS versions
 - Tutorial apps available at [developers.adobetarget.com](#)
- Activities can then be set up as form-based activity directly within Target

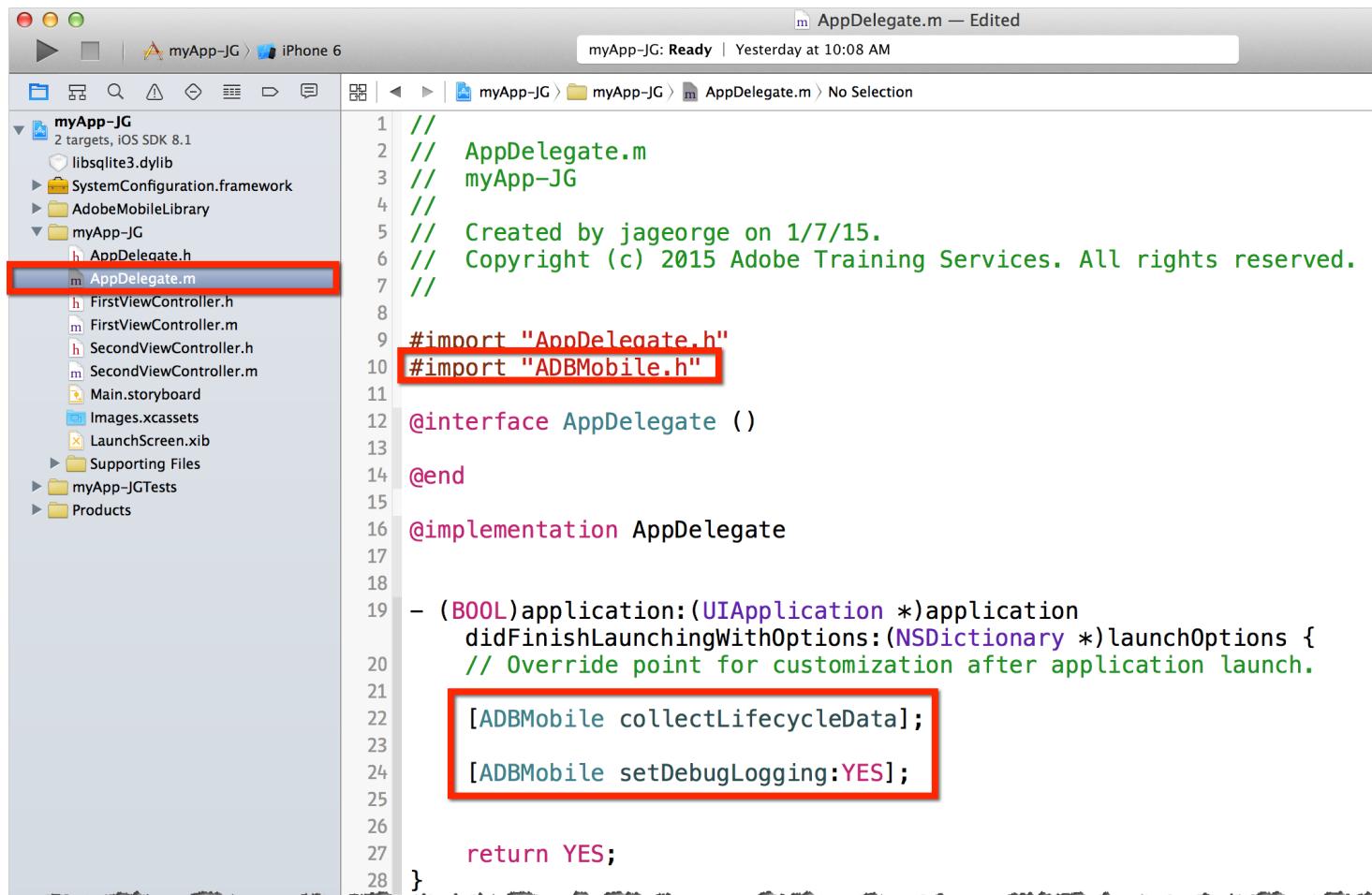
Adding the Adobe iOS SDK to an Xcode Project

- Drag the Adobe Mobile Library to your project
- Select “Copy items if needed”
- Click “Finish”



Adding the Adobe iOS SDK to a Project

- Place `#import "ADBMobile.h"` code on each ".m" file



The screenshot shows the Xcode interface with the project 'myApp-JG' selected. The 'myApp-JG' group contains targets for 'iPhone 6'. The 'myApp-JG' folder contains files like 'AppDelegate.h', 'FirstViewController.h', 'SecondViewController.h', 'Main.storyboard', 'Images.xcassets', 'LaunchScreen.xib', 'Supporting Files', 'myApp-JGTests', and 'Products'. The 'AppDelegate.m' file is open in the editor. The code is annotated with red boxes:

```
// AppDelegate.m
// myApp-JG
// Created by jageorge on 1/7/15.
// Copyright (c) 2015 Adobe Training Services. All rights reserved.

#import "AppDelegate.h"
#import "ADBMobile.h"

@interface AppDelegate : UIResponder

@end

@implementation AppDelegate

- (BOOL)application:(UIApplication *)application
didFinishLaunchingWithOptions:(NSDictionary *)launchOptions {
    // Override point for customization after application launch.

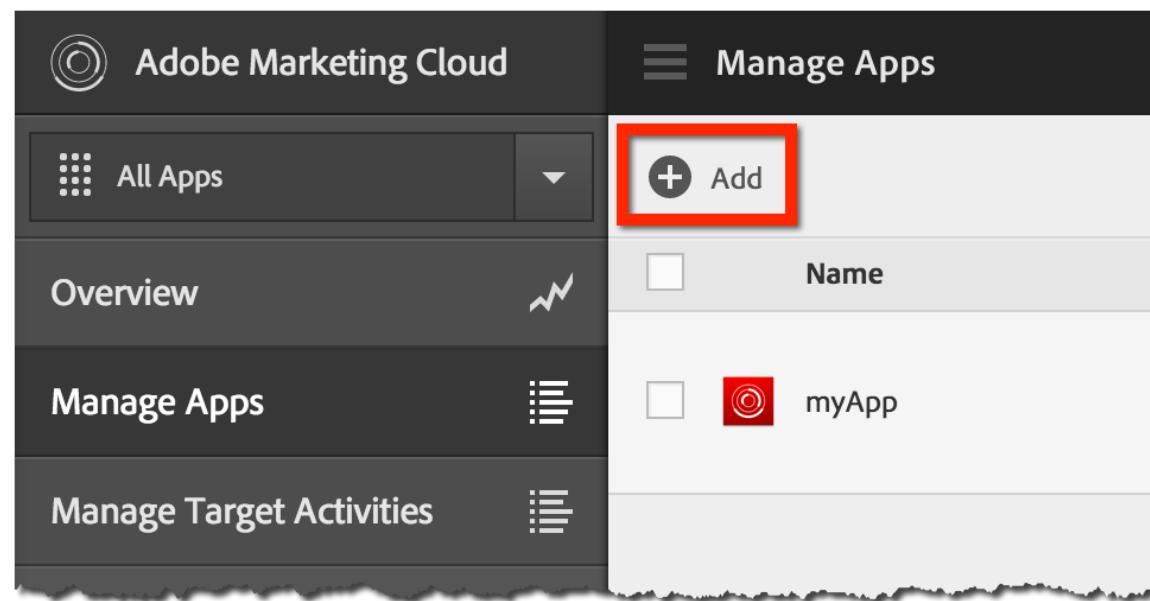
    [ADBMobile collectLifecycleData];
    [ADBMobile setDebugLogging:YES];

    return YES;
}


```

Setting Up an App in Mobile Services Backoffice

- Adobe Mobile Services backoffice lets you define each app
- Setup allows defining config for Analytics, Target, etc.
- A resulting config ADBMobileConfig.json file can be exported and added to your project



Setting Up Target in our App

- Our Target account must be set up correctly in our Config file in order to communicate with the Target server
- We entered this information during App set up in the interface
- Target details were automatically populated into the Config file

```
3   "marketingCloud": {  
4     "org": "22DFC8A1548B6CDE0A4C98BC@AdobeOrg"  
5   },  
6   "target": {  
7     "clientCode": "adobeinternalomniture",  
8     "timeout": 5  
9   },  
10  "audienceManager": {  
11    "server": ""  
12  },  
13  "acquisition": {  
14    "server": ""  
15  }
```

ADBMobileConfig.json file Example

```
{  
    "lastModified": "2015-01-15T10:46:14.873Z",  
    "marketingCloud": {  
        "org": "22DFC8A1548B6CDE0A4C98BC@AdobeOrg"  
    },  
    "target": {  
        "clientCode": "adobeinternalomniture",  
        "timeout": 5  
    },  
    "audienceManager": {  
        "server": ""  
    },  
    "acquisition": {  
        "server": "c00.adobe.com",  
        "appid": "1049e7417669bbb7b2c46ca7d17ad2d04048441ae36ed8ec6225cd7f08407b11"  
    },  
    "analytics": {  
        "rsids": "sctestscriptrtmyapp",  
        "server": "localhost:8888",  
        "ssl": false,  
        "offlineEnabled": true,  
        "charset": "UTF-8",  
        "lifecycleTimeout": 300,  
        "privacyDefault": "optedin",  
        "batchLimit": 0,  
        "timezone": "MST",  
        "timezoneOffset": -420,  
        "referrerTimeout": 0,  
        "poi": []  
    },  
    "messages": [],  
    "remotes": {  
        "analytics.poi": "https://assets.adobedtm.com/b213090c5204bf94318f4ef0539a38b487d10368/scripts/satellite-54f1d71e6665630019650100.json",  
        "messages": "https://assets.adobedtm.com/b213090c5204bf94318f4ef0539a38b487d10368/scripts/satellite-54f1d71e3964660019230000.json"  
    }  
}
```



The Target section defines your client-code and desired timeout



If you need to change Acquisition details in the future, do so in the interface and not in the code— later, re-download the Config file and apply to your app



The Report Suite ID identifies where Analytics data should be sent



When Offline is Enabled, that means that Time Stamps are applied to every hit — if the iOS device loses data connectivity, hits are queued and sent later when connectivity returns

Setting Up a Content Location (mBox)

- An “mBox” called “a1-mobile-ab” has been set up in app file “extras.m”
- The following code has been set in the IBAction “targetMbox”

```
- (IBAction)targetMbox:(id)sender {  
    NSDictionary *parametersTarget = @{  
        @"someTargetParam1":@"value1",  
        @"someTargetParam2":@"value2"};  
  
    //Step 1 - Create an mBox  
    //This is an mBox by a different name (i.e. TargetLocationRequest)  
    ADBTargetLocationRequest *myRequest = [ADBMobile  
    targetCreateRequestWithName:@"a1-mobile-ab"  
    defaultContent:@"default.png"  
    parameters:parametersTarget];  
  
    //Step 2 - Load content into the the mBox  
    [ADBMobile targetLoadRequest:myRequest  
    callback:^(NSString *content) {  
        NSLog(content);  
    }];  
}
```

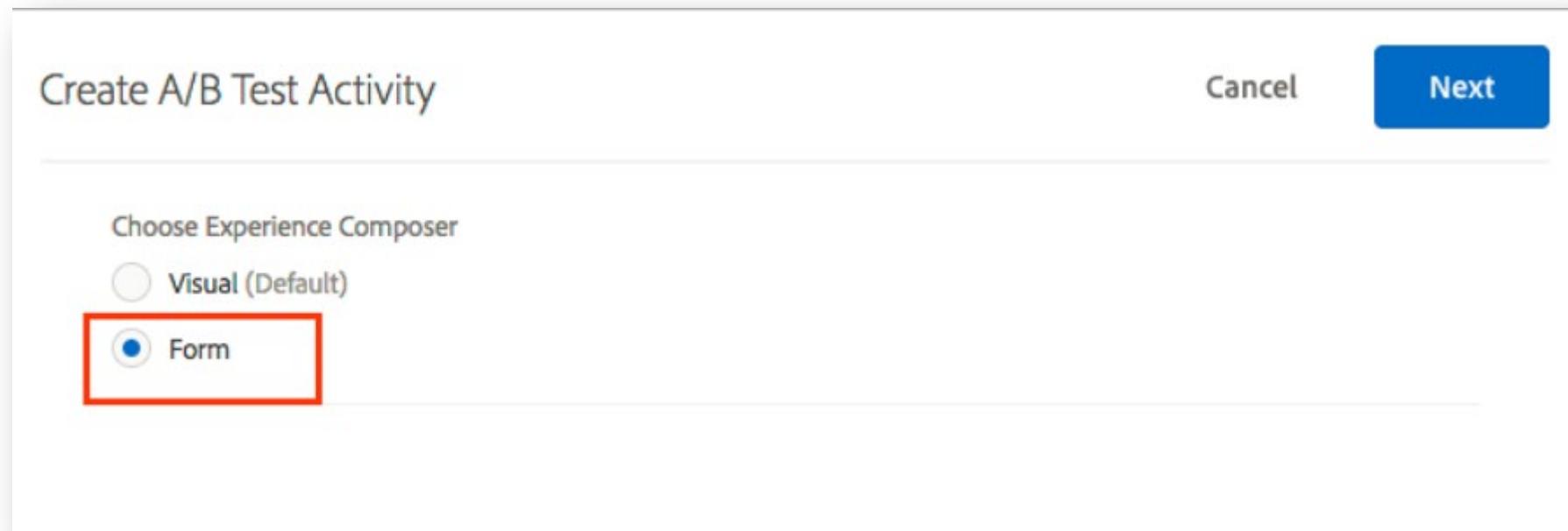
Setting Up a Success Location

- An “mBox” called “order-complete” has been set up in app file “extras.m”
- When an app user lands at the location that executes this code, Target understands that the user has converted and awards conversion credit to the experience that led the app user to this point
- The following code has been set in the IBAction “targetSuccessExample”

```
- (IBAction)targetSuccessExample:(id)sender {  
  
    //Step 1 - Create an mBox  
    //This is an order Confirmation mBox  
    ADBTargetLocationRequest *myConfirmRequest =  
    [ADBMobile targetCreateOrderConfirmRequestWithName:@"order-complete"  
    orderId:@"13245" orderTotal:@"49.99"  
    productPurchasedId:@"1234wxyz" parameters:nil];  
  
    //Step 2 - Load content into the the mBox  
    [ADBMobile targetLoadRequest:myConfirmRequest  
    callback:^(NSString *content) {NSLog(content);  
    }];  
}
```

Creating a Target Form-Based Activity

- In our example app, we log into Target and choose **Create Activity >> AB Test**
- Choose Form-Based composer



Target Form-Based Activity Setup

- Name your Target Activity
- Choose the mbox which you added to your project code from the Location drop-down list



Activity-Level Content Offers

- Assign new content to each experience by replacing Default content with new offers

A1-L4206 AB Test

Create

Experiences

Experience A

+ Add Experience

Configure

LOCATION 1

a1-mobile-ab

Add Refinements

CONTENT

Default Content ▾

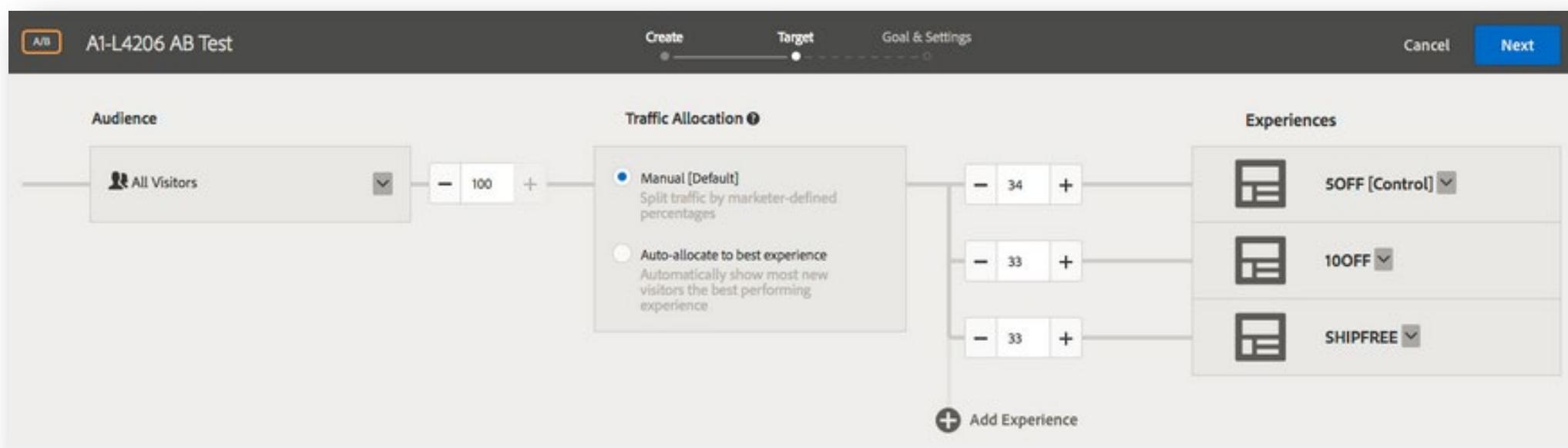
Change Offer

Change Redirect Offer

Change Image Offer

Activity-Level Target Audience

- You can assign audiences in Targeting step to limit who will be included in the activity



Activity Conversion-Goal Definition

- In this example, we're counting firings of the order-complete mbox, set up in the app earlier

Reporting Settings

Reporting Source ?

Adobe Target

Goal Metric*

▼ MY PRIMARY GOAL

What do you want to measure with this activity?

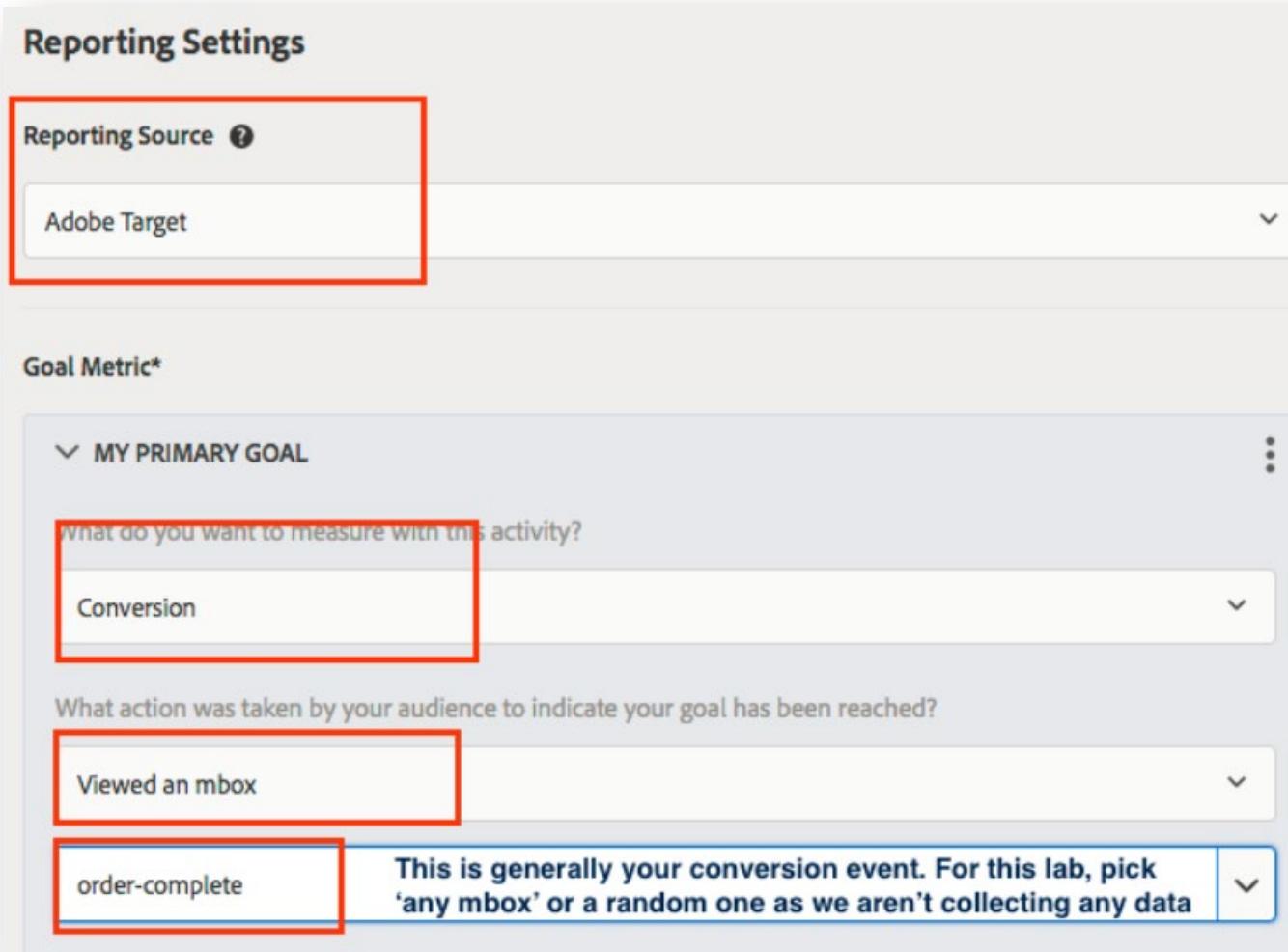
Conversion

What action was taken by your audience to indicate your goal has been reached?

Viewed an mbox

order-complete

This is generally your conversion event. For this lab, pick 'any mbox' or a random one as we aren't collecting any data



Uploading App Info as Mbox-Parameters for Audiences

- You can upload parameters from your app to Target
- The extra parameters are then available for building audiences in Target

```
// Set the member level as a mbox parameter
NSDictionary *targetParams = [[NSDictionary alloc] initWithObjectsAndKeys:
    @"business", @"currentCategory",
    @"yes", @"isloggedin",
    nil];
ADBTARGETLOCATIONREQUEST* locationRequest = [ADBMobile targetCreateRequestWithName:@"a1-mobile-mboxparams"
    defaultContent:@"Hello there!" Added to the Target
    parameters:targetParams]; location request
```

The diagram illustrates the flow of parameters from the `targetParams` dictionary to the `locationRequest` object. A red arrow points from the `targetParams` variable to the `mbox parameters` label. Another red arrow points from the `parameters:targetParams` part of the `targetCreateRequest` call to the `location request` label.

Building Audiences from your App Parameters

- Building an audience in Target based on app parameters:
- Use Custom option

The screenshot shows the Adobe Target interface for creating an audience. At the top, there is a field for 'Audience Name' with placeholder text: 'Give a name for your audience. Prefix it with your user number'. A red arrow points to this field. Below it is a preview box containing the text 'A1-L4206 - User is on the business category screen'. On the left, a sidebar lists categories: Target Library, Geo, Network, Mobile, **Custom** (which is selected and highlighted with a red box), Operating System, and Site Pages. In the center, a 'Custom' rule builder is open. It shows a condition: 'a1-mobile-mboxparams' is set to 'currentCategory', which is compared to 'business' using the 'equals' operator. There is also a '+ Add Rule' button and a 'Remove' link.





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