



# The Adobe Target **Welcome Kit**

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If you're like most businesses today, you've modernized your digital marketing channels. Now you're looking for ways to distinguish your brand—to break away from the pack, and in doing so increase revenue, conversion rates, and other key business metrics. One way to do that is by optimizing and personalizing the digital experiences you deliver your customers by using what you know about them to get the most out of their interactions on your website, mobile site, mobile app, or any other brand touchpoint. You may even wish to extend this optimization and personalization beyond your traditional digital touchpoints to touchpoints like kiosks, Internet of Things (IoT) devices, call center interactions, and voice assistants like Alexa.

Brands that have used Adobe Target to test and personalize their digital experiences have realized incredible results. For example:

- A major bank tested and streamlined a loan application form; application starts tripled and application completes increased by more than 50 percent.
- A large B2B technology company personalized product pages with assets like guides and white papers; asset clicks increased by more than 25 percent.
- A major hotel company personalized its mobile app content; conversion rates doubled compared to its mobile site, and the app drove over \$1.5 billion in bookings.

Engaging with your customers this way requires a solution that can be used on just about any touchpoint using almost any source of data to understand them. Adobe Target, part of Adobe Experience Cloud, is that solution. Adobe Target gives you the optimization and personalization capabilities you need to deliver your customers the highly relevant and timely experiences that yield more revenue and higher conversion.

If you're reviewing this welcome kit, you've already decided to build your optimization and personalization program on Adobe Target. We're glad you did. Now we want to make sure that you start using it the right way, right away. To assist with that, we've created this welcome kit, with key information, tools, and resources to help you prepare for and launch your first Adobe Target activity. Long term, these contents also provide the foundation for building a successful optimization and personalization program.

### The welcome kit includes the following contents:

- **Chapter 2: Adobe Target at a Glance.** A brief overview of the solution's key capabilities, channels on which you can use it, and other high level details about it.
- **Chapter 3: Develop Your Testing and Personalization Ideas.** Six steps for a proven approach to developing and prioritizing optimization and personalization ideas.
- **Chapter 4: Tips for Using Adobe Target.** Shortcuts and best practices learned from Adobe Target customers.
- **Chapter 5: Testing and Personalization Ideas.** Ideas for tests or personalization activities inspired by Adobe Target customers.
- **Chapter 6: Easily Avoidable "Gotchas (and How to Overcome Them.)"** Testing and personalization mistakes you can easily avoid or remedy and how to do so.
- **Chapter 7: Create and Run Your First Adobe Target Activity.** Key steps of setting up a first Adobe Target activity, along with relevant tools and guidance.

- **Chapter 8: Communicate Your Results.** The importance of sharing the results of your activity, and effective ways to do it.
- **Chapter 9: Next Steps.** A few ideas for what you can do after running your first activity.
- **Appendix. Valuable Resources.** Links to valuable resources on using Adobe Target.
- **Activity Planner.** A worksheet to capture essential details for developing and running an effective testing and personalization activity.
- **Executive Summary Template** (PPT). A template for sharing high-level results of a completed Adobe Target activity with executives and other stakeholders.

## Chapter 2 | Adobe Target at a Glance

Before you get started using Adobe Target, it may be helpful to get a high-level overview of the solution. In this chapter, get to know the solution's key capabilities, brand touchpoints on which you can use it, implementation options, important user interface features and workflows, governance features, and its role in the overall Adobe Experience Cloud. Unless noted as Adobe Target Premium features, the items described in this chapter are available with both Adobe Target Premium and Adobe Target Standard.

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### Capabilities/Activities

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Testing and personalization are the two broad types of capabilities that Adobe Target offers and that you can use when creating an "activity" in Adobe Target. You may see the term "testing" used interchangeably with "optimization," and "personalization" used interchangeably with "targeting."

In a testing activity, you compare one variation of a digital experience against one or more other variations to discover that one that causes the most visitors to take a desired action. Adobe Target offers the following testing capabilities: A/B testing, Multivariate testing (MVT), and Auto-Allocate.

With a personalization activity, you deliver a digital experience that is tailored to a specific group of visitors or to each individual visitor. Adobe Target offers these personalization capabilities: Experience Targeting, Auto-Target, Automated Personalization, and Recommendations.

For a more in-depth understanding of when and how to use each capability, visit this [online documentation page](#).

**Experience Targeting (XT).** Deliver content to a specific audience based on a set of user-defined rules and criteria. Experience Targeting is valuable for targeting a specific experience or content to a particular audience when you understand that an audience is valuable and have a good sense of what experience resonates with them. [Learn more.](#)

**A/B Testing.** Compare two or more variations of your experiences or offers on your website, or other digital customer touchpoint to see which variation most improves key business measures during a pre-specified test period. A/B tests are well-suited for large changes like new web page layouts, different approaches to site navigation, or drastically different treatments of individual elements of a digital experience like copy, images, and call-to-action buttons. [Learn more.](#)

**Multivariate Testing (MVT).** Compare all possible combinations of variations of elements on your page or digital experience—for example of three different background images, two variations of copy, and two different button colors. MVT determines which combination performs the best for a specific audience and which elements most impact the results. [Learn more.](#)

**Auto-Allocate\*.** Identify the best-performing experience among two or more experiences, and automatically re-allocate more traffic to the winner to increase conversions while the test continues to run and learn. [Learn more.](#)



**Auto-Target (Premium)\*.** Leverage Adobe Sensei AI in Adobe Target to determine and deliver the best experience of several to each visitor based on his or her individual customer profile and the behavior of previous visitors with similar profiles. Auto-Target enables personalization at scale. [Learn more.](#)

**Automated Personalization (Premium)\*.** Use advanced machine learning algorithms and automation to review different combinations of images, copy, and other elements in an offer and deliver the best combination to each visitor based on which best achieves business goals such as increased conversions or revenue per visitor. [Learn more.](#)

**Recommendations (Premium)\*.** Use Adobe Sensei AI to automatically suggest products or content that might interest your customers based on their previous activity and that of other customers. [Learn more.](#)

\* Uses Artificial Intelligence powered by Adobe Sensei.

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## Channels

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You can use Adobe Target to test and personalize digital experiences just about anywhere—traditional digital touchpoints like your web site, mobile site, and mobile app, but also on touchpoints like kiosks, email, IoT devices, gaming consoles, and even voice assistants like Alexa and Cortana. Many companies start using Adobe Target on their web site. However, recent research indicates that more people visit brands from their mobile devices. Optimizing your mobile channels is now essential. Ideally, you'll connect the visitor's experiences across all your touchpoints to deliver a seamless, consistent experience.

**Website.** Adobe Target can be used to run A/B Testing, Multivariate Testing, Experience Targeting, Auto-Allocate, Auto-Target, Automated Personalization, and Recommendations activities on pages of your multi-page, single page application (SPA), and mobile websites to improve visitor and customer engagement, increase conversions, and increase revenue.

**Mobile Web.** Adobe Target can be used to run all the same activity types that you run on your website on your mobile website pages to similarly improve visitor and customer engagement, increase conversions, and increase revenue.

**Mobile App.** Adobe Target can be used to test and personalize mobile app experiences based on user behavior and mobile context. It allows you to deliver interactions that engage and convert through iterative testing as well as Experience Targeting and AI-powered personalization. To use Adobe Target on your mobile app, you must use the Adobe Mobile Services SDK.

**IoT/Everywhere.** Adobe Target offers a server-side implementation so that you can use the same testing and personalization capabilities in activities that you use on your traditional website, mobile site, and mobile apps in emails and on touchpoints that lack a browser or don't use JavaScript code. For example, so you could test and personalize kiosks, set top boxes, gaming consoles, voice assistants, and other non-traditional touchpoints.

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## Implementations

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Many of you may wish to use Adobe Target to test and personalize on your many different digital touchpoints, including traditional web and mobile touchpoints, but also touchpoints that lack a browser or don't use JavaScript code. In some cases, internal or external policy requires you to have additional levels of control and security. You may also have processes that need to run on a backend server for performance reasons. To meet this wide variety of uses, we give you the ability to implement Adobe Target in different ways: client-side, server-side, or a combination of the two.

**Client-side.** With this implementation of Adobe Target, Target delivers the experiences associated with an activity directly to the client browser. The browser decides which experience to display and displays it. With client-side, you can use a WYSIWYG editor, the Visual Experience Composer, or a non-visual interface, the Form-based Experience Composer, to create your test and personalization experiences. [Learn more.](#)

**Server-side.** In this type of Adobe Target implementation, a client device makes a request for an experience through your server, your server sends that request to Adobe Target, Adobe Target sends back the response to your server, and your server makes the decision on what experience to deliver to the client device for it to render. The experience does not need to display in a browser; it can display in an email or kiosk, via a voice assistant, or through some other non-visual experience or non-browser-based device. Because your server sits between the client and Adobe Target, this type of implementation is also ideal if you need greater control and security or have complex backend processes that you want to run on your server. [Learn more.](#)

**Hybrid Implementation.** In this implementation, you choose the implementation approach that works best for a given use case. For example, you might use a client-side implementation to A/B test an offer in a hero banner on the home page, but also use a server-side implementation to determine the internal search results to display on a client browser, experience to display on a smart car dashboard, or voice response to deliver from a voice assistant.

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## Activity Elements

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In Adobe Target, you can create a personalization activity, an optimization activity, or an activity that optimizes your personalization approach. Each activity has key elements— the experiences or offers you're testing or personalizing, the audiences or individuals to whom you're delivering an experience, the metrics by which you measure the impact of the activity, and the reports that visually display that impact.

**Experiences.** An offer, image, text, button, video, combination of these various elements on a page, an entire web page, or a set of pages that perhaps form a purchase funnel or some other logical sequence of pages. It can also be the response of a voice assistant, a customer service script, or even a personalized flavor from a drink machine. You test or personalize experiences in Adobe Target activities. [Learn more.](#)

**Offers.** A block of content that may contain images, text, HTML, links, video, a call to action button, a voice assistant response, or any other type of content. An offer may be for a discount, free shipping, and so on, and can be displayed on a web page, but may also be experienced on any customer touchpoint such as a voice assistant or

gaming console. When you test an offer, you measure its success in comparison to other offers or no offer.

[Learn more.](#)

**Audiences.** A group of people with the same characteristics, such as a new visitor, a returning visitor, or returning visitors from the Midwest. Audience feature allows you to target different content and experiences to specific audiences to optimize your digital marketing by displaying the right messages to the right people at the right time. If a visitor is identified as part of a target audience, Adobe Target determines which experience to display, based on criteria defined during activity creation. [Learn more.](#)

**Success Metrics.** Key business measures that enable you to determine the success of a given experience or offer in an Adobe Target activity. For example, you can determine if a new offer increases your revenue per visitor or adding an item to a shopping cart. Success metrics can be useful for discovering issues with registration, ordering, or purchase funnels, but also simply with visitor or customer engagement. [Learn more.](#)

**Reports.** Information about the progress and results of your activities that help you make decisions based on your data. Report data can help you decide when to end a test, show you which experience or offer is the winner, and provide insights or learnings you need to determine next actions. [Learn more.](#)

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## Activity Creation Tools

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Adobe Target provides you with two main ways to set up your testing and personalization activities, the Visual Experience Composer and the Form-based Experience Composer. Both guide you through the activity setup process in three-steps—defining the experiences, selecting or defining the audiences, and selecting the primary and secondary success metrics by which you'll measure the results of your activity.

**Visual Experience Composer.** A WYSIWYG user interface that lets you easily create and test personalized experiences and offers in the site context. You can create experiences and offers for Adobe Target activities by dragging and dropping, swapping, and modifying the layout and content of a web page (or offer) or mobile web page. [Learn more.](#)

**Form-based Experience Composer.** A non-visual experience and offer creation interface that's useful in creating experiences for use in A/B tests, Experience Targeting, Automated Personalization, and Recommendations activities when the visual experience composer is not available or practical for use. For example, you might use the form-based composer to create experiences and offers for delivery in emails, kiosks, and voice assistants. [Learn more.](#)

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## Governance and Control

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To provide the right people the right roles and associated levels of access and permissions to Adobe Target, we have an administrative console. For Adobe Target Premium users, we offer more detailed governance and control with Enterprise Permissions.

**Adobe Administrative Console.** Add users to Adobe Target and assign permissions from the Adobe Admin Console. [Learn more.](#)



**Enterprise Permissions (Premium).** A means of formal administering enterprise-wide user access to Adobe Target. Add users to Adobe Target, assign permissions based on their roles, and create workspaces for teams based on different departments, global locations, channel, and other logical groupings. You can assign users the roles of Observer, Editor, or Approver. [Learn more.](#)

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## Integrations

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Adobe Target can integrate with many first-, second-, and third-party systems. These integrations can be valuable for giving you access to visitor and customer data available from those systems for use in creating audiences for testing and for personalization. As part of Adobe Experience Cloud, Adobe Target integrates tightly with Experience Cloud solutions and its Core Services.

**Adobe Experience Cloud.** Adobe Target has embedded capabilities with other Experience Cloud solutions to personalize experiences at scale. Leverage the power of Adobe Target together with Adobe Analytics, Adobe Campaign, Adobe Audience Manager, and Adobe Experience Manager. [Learn more.](#)

**Target APIs (Premium).** Adobe Target offers more than 40 APIs that you can use to integrate Adobe Target with first-, second-, and third-party systems. [Learn more.](#)

## Keep in Mind

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### Best practices for optimization

- **Good Strategy**

What is our objective and hypothesis? Are they aligned? For example, we want to increase loan application submissions, so we hypothesize that reducing the number of fields in application form will do that.

- **Disciplined Methodology**

Are we starting to test in the right places? For example, you need locations that have enough traffic and that impact the metrics that matter to the business.

- **Proper Setup**

Is our activity set up to achieve our objective? For example, if we are trying to increase loan application submissions, we should target people interested in loans and measure clicks of the "Submit" button.

- **Thorough Analysis**

Did the test activity run to completion? What do the results say? Run your activity until it achieves between 95% and 99% statistical confidence. Document why you think the winning experience won and apply the learning elsewhere.

- **Iterative Testing**

Are we building on the learnings of previous activities? If you find a winning tactic, try to improve on it or make changes that work with it to further improve your success metric.



### Opinions Can Negatively Affect Your Results

- **Opinions that can negatively impact your effectiveness.**

Highest Paid Person's Opinion (HIPPO), attitudes, biases. For example, the CEO wants to reduce the size of the search box to make more room on each page. We should test to make sure that it doesn't reduce the number of searches.

- **Are you acting on opinions?**

I don't like the way that test looks. The customer won't like this experience at all. While intuition is useful, A/B testing has proven time and again that it's not always spot on.

- **Or do you have an optimization mindset?**

I'm excited to see which experience wins. Do we have enough options to test?



### Assumptions Can Also Negatively Affect Results

- **Assumptions that can negatively impact your effectiveness.**

Herd mentality (this is how our competitors are doing it). For example, all our competitors use hero banners with rotating images, so we should, too.

- **Assuming we know why something is or isn't working.**

Assuming we don't need to test something. For example, we always list hotel rooms in order of highest to lowest priced as the default.

- **Are you acting on assumptions?**

We don't need to test that, we've checked analytics. (Yes, but there may be more to the story than analytics reveals.)

- **Or do you have an optimization mindset?**

We test everything.

## Chapter 3 | Develop Your Testing and Personalization Ideas

For your first activity, you may test something super simple like changing the color or copy on a call to action button. Just to get your feet wet. Longer term, though, you'll want to establish a formal, repeatable process for coming up with ideas for testing and personalization activities that helps mature your optimization and personalization program. The following six steps outline a proven process for doing just that, along with details about what to do at each step.

### Iterative Execution of Optimization and Personalization Strategy



Figure 1. Steps for developing testing and personalization ideas.

#### Step 1 Strategize

Identify opportunities for activities that align with business objectives.

Do this by...

- Brainstorming potential Adobe Target activities based on site performance data, competitor analysis, and past test results.
- Developing ideas for activities for review, feedback, and sign-off.

For example, look for a page on your site with a high bounce rate, consider what might be causing the issue, and brainstorm ways to reduce the bounce rate.

#### Step 2 Prioritize

Rank and schedule activities based on business alignment, level of effort, and potential impact.

Do this by...

- Ranking potential activities based on multiple criteria to increase chances of success and align with business goals.

- Researching past test experience results to determine the potential of follow-up testing.
- Reviewing and sharing the prioritized testing roadmap with internal stakeholders.

For example, prioritize an easy to implement activity that can deliver good results based on previous similar activities over one that may deliver good results, but requires significant effort and technical resources or may get pushback from stakeholders.

### Step 3 Design

Design and develop activity plan with detailed information and approved experience visuals.

Do this by...

- Finalizing activity entry criteria and metrics needed to determine the performance of the activity.
- Completing and approving final designs for activity experiences.
- Documenting requirements for the Target activity, including test entry criteria, reporting metrics, and experience changes.

Use the Activity Planner, provided later in the welcome kit, to document the details of the activity, including the metrics you'll use to measure activity performance such as clicks on a call to action button, video launches, or revenue generated. Be sure to include screenshots or images of the experience designs you plan to test or personalize.

### Step 4 Build and Run

Build and run the activity within the Target tool, develop any code if necessary, conduct QA testing, and launch the activity.

Do this by...

- Building an activity, applying any audiences, developing any code if necessary, and applying metrics to your activity.
- Securing signoff from all required stakeholders.
- Launching the activity and reviewing metrics at 1 hour, at 24 hours, and periodically for the duration of the activity.

For example, if you want to target new visitors with a lightbox offer for 10% of their first order, you'd have your creatives develop the lightbox design and copy, get stakeholder signoff on the design, have your developers write the code for it, QA it in a staging environment, and then launch your activity. You'd then monitor the activity to make sure it doesn't cause any major negative impact.

### Step 5 Analyze

Analyze activity performance and summarize activity results, insights, and recommendations.

Do this by...

- Leveraging data analysis and best practices to understand activity results.

- Analyzing audience performance to find valuable visitor segments.
- Documenting insights, results, and recommendations.

For example, you may discover that your returning visitors prefer a different experience than your new visitors.

## Step 6 Act and Iterate

Operationalize winning experiences to realize business value, and iterate on insights.

Do this by...

- Communicating activity insights, results, and recommendations to stakeholders.
- Gaining stakeholder approval to execute against activity recommendations.
- Defining and executing the plan to implement the winning experience.

For example, if your lightbox activity succeeded in increasing first-time visitor purchases, you may wish to keep this activity going. Be sure to communicate the value the test drove to stakeholders and executives using the executive summary template included in the welcome kit. And consider how you can reapply this learning; perhaps you can target those first-time buyers with a second offer to get more value from each customer.

## Chapter 4 | Tips for Using Adobe Target

Based on our work with many Adobe Target users, we've observed ways that you can get more value from your Adobe Target solution. We've summarized those in the many tips we've included in this chapter. Although you may not be ready to use all of these ideas right away, hold on to this list. The more experience you get with the solution and the more your program matures, the more you'll see how these tips can help you accomplish more with Adobe Target.

### Personalize more deeply

#### Tip 1

#### Deepen personalization by augmenting the visitor profile with additional data.

You can personalize experiences with Adobe Target data right out of the box. But personalize more deeply by adding your own data into the mix. You can augment your profile with historical data from Adobe Analytics and real-time data out of Adobe Audience Manager. You can also use Customer Attributes, a feature within the People core service in Adobe Experience Cloud, to easily bring CRM data, second-party partner data, and third-party purchased data into Adobe Target. For example, you can associate purchase data from your point-of-sale system with a visitor profile. To do that, just create a CSV file with up to 200 offline variables, and either upload it directly into Adobe Experience Cloud via a file upload, or use FTP to host and schedule your file to be updated regularly. Once your Customer Attributes are in Adobe Experience Cloud, you can map them to Experience Cloud solutions like Adobe Analytics and Adobe Target where they will be available for analysis, testing, and personalization.

View step-by-step instructions >

<https://docs.adobe.com/content/help/en/target/using/audiences/visitor-profiles/working-with-customer-attributes.html>

**Good to know:** Because Adobe Target is an open and agnostic platform that works well with different technologies, you can add CRM or purchased data in seven different ways. That means you can choose a method that works best for your organization.

Learn more >

<https://docs.adobe.com/help/en/target/using/implement-target/before-implement/methods/methods-to-get-data-into-target.html>

#### Tip 2

#### Personalize more deeply by blending Adobe Target Audiences with other Adobe Experience Cloud audiences.

Blending audiences that live in different Adobe Experience Cloud solutions can give you a much broader understanding of your customers, as well as the ability to personalize more deeply. For example, while Adobe Target provides real-time audience data, Adobe Analytics provides historical audience data. Combining the two can help you identify when a customer's behavior is consistent, and when there might be an opportunity to act on a new behavior. Simply click the dropdown menu next to "All Visitors" when creating an activity. Next, check the boxes of up to twenty audiences, click "Combine Multiple Audiences," and click "Save."

View step-by-step instructions >

<https://docs.adobe.com/content/help/en/target/using/audiences/combining-multiple-audiences.html>



**Good to know:** Adobe Audience Manager audiences are available in Adobe Target automatically. But Adobe Analytics audience sharing requires a bit of manual set up. Simply check the box labeled “Make this an Experience Cloud audience” during the audience building process in Analytics. Then from Adobe Target, click “Import Experience Cloud audiences.”

### Tip 3 Export data from Target to use with third-party tools.

With response tokens, administrators can easily get data out of Target and into third-party tools. This can be helpful when you want to add your data to data collected in a survey tool. For example, if a survey shows a sample of a population scored an experience a “9,” and another scored an experience a “4,” you can use your data to see who saw experience A and who saw experience B. You can also use response tokens to export Target data to your internal data warehouse. Simply click “Set Up,” then toggle the switch next to the desired Response Token to the on position. Next, create an activity. The data is then ready to be transferred to the third-party vendor. You can verify that Adobe Target is exporting the data using debugging tools.

View step-by-step instructions >

<https://docs.adobe.com/content/help/en/target/using/administer/response-tokens.html>

**Helpful hint:** Before an administrator can activate a response token associated with a third party, a developer to needs to set up a partnership with that third-party company.

See how >

<https://docs.adobe.com/content/help/en/target/using/administer/response-tokens.html>

**Do this first:** Make sure you are using at.js version 1.1 or later. If you are using a previous version, you’ll see the response tokens, but the at.js won’t be able to use them.

### Tip 4 Build audiences from these key variables to increase the value of your activity.

When building audiences for targeting or testing promotions and offers, first consider these variables:

- **Behavioral.** Site visit patterns and purchase patterns
- **Referrer.** Referring sites and campaigns
- **Temporal.** Times of day, days of the week, and seasonal factors
- **Offline.** Visit and purchase patterns at physical stores
- **Environment.** Country of origin, operating system, browser type

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## Provide governance and control over activities

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### Tip 5 Give users the level of access they need to do their job.

Make it easy to work with your organization’s data while keeping it safe. Adobe Target Premium allows administrators to control the level of access given to different internal and external teams.

From the admin console, click “New Profile.” Then enter the name of a team, add a description if desired, and click “Done.” Navigate to the “Product Profiles” tab, and select the new team profile. Click on “Add User,” enter a team member’s email address, select their name from the dropdown menu, and click “Save.” From the “Users” tab, click the dropdown menu under “Product Role” next to the new user and assign a role. Add as many users as you like. Then from the “Properties” tab, select a channel, click on the plus sign icon to give your team access, and click “Save.”

View demonstration >

[https://www.youtube.com/watch?v=1NlcWBNrPfc&index=3&list=PLEJ\\_37LZ5drz45pg6A672bmymE5hUBHGu](https://www.youtube.com/watch?v=1NlcWBNrPfc&index=3&list=PLEJ_37LZ5drz45pg6A672bmymE5hUBHGu)

**Helpful hint:** When adding users, if the name of a team member has not been previously added to your organization, such as might be the case with a third-party agency employee, entering their email address and password will trigger an email invitation to join a team’s workspace.

**Using Target Standard?** You can still assign three levels of access for your users with read-only, editor, and approver roles!

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## Gain more insight from activities

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### Tip 6

**Discover how an offer performs across a customer journey by testing it across each page in the journey.**

See how an offer, such as free shipping, performs during a customer journey that takes place across multiple pages on your website. From the Visual Experience Composer, click “Configure,” select “Add Additional Pages,” and then click “Add Page.” Click the vertical ellipsis menu, select “Rename,” and give the page a name. Choose a placement for the offer. Repeat these steps for each web page you want to add to the test.

View step-by-step instructions >

<https://docs.adobe.com/content/help/en/target/using/experiences/visual-experience-composer-vec/multipage-activity.html>

**Helpful hint:** Changing the URL after you’ve specified a page range will reset the experience. That means the variations you specified will no longer appear. If you need to change the URL, remember to re-define the experience.

### Tip 7

**Test an offer with different audiences to discover if audiences have different preferences.**

With Experience Versions, you can run one test with variations for as many audiences as you like. For example, you can create a banner ad offering free shipping—with imagery and currency variations for customers in the U.S., U.K., and the U.A.E.—without having to run tests for three different audiences. After you have set up your test, click

“Configure,” select “Audiences,” and click “Multiple Audiences.” Then click “Add Audience” and choose the first audience you want to target. You can also click “Create Audience” to set up a new audience if it does not yet exist. Continue to add audiences as desired.

View step-by-step instructions >

<https://helpx.adobe.com/target/how-to/experience-versions.html?playlist=/ccx/v1/collection/product/target/segment/business-practitioners/explevel/beginner-adls/applaunch/how-to-2/collection.ccx.js?ref=helpx.adobe.com>

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## Test and personalize more efficiently

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### Tip 8 Save time by replicating activity experiences on similar pages.

Create a variation on one web page, such as a new button color, and automatically apply it to all pages that share the same template. You can specify pages, or apply the variations to all similar pages across your website. From the Visual Experience Composer (VEC), click the gear icon, then "Page Delivery," then "Add Template Rule." Specify the page range, choose an operator, and define where you want to add the experience. The experience will then appear on all pages that match your chosen criteria.

View step-by-step instructions >

<https://docs.adobe.com/content/help/en/target/using/experiences/visual-experience-composer-vec/temtest.html>

### Tip 9 Reduce clutter in your Audience Library by creating one-time audiences.

If you're targeting a segment you know won't target again—for example, customers affected by an unexpected weather event—creating a one-time-use audience can help you get the job done without adding clutter to your Audience Library. This makes it easier to find audiences you use over and over again. From your activity, click the vertical ellipsis and select "Replace Audience." Click "Activity Only Audience" and then "Create Audience." Give the audience a name and click "Add Rule." Select a rule type, set parameters, and then click "Save."

View step-by-step instructions >

<https://docs.adobe.com/content/help/en/target/using/audiences/creating-activity-only-audience.html>

**Highly requested capability:** Our customers asked us to make it possible to keep single-use audiences from being automatically saved to the Audience Library. Now, they no longer have to manually delete audiences to keep their libraries organized.

### Tip 10 Run simple tests faster by not putting them through the standard QA process.

There is nothing worse than having an activity ready to go and then waiting weeks for it to complete the standard QA process. You can QA most activities by simply passing around a few QA links to colleagues to try them on various browsers. You will most likely want to do more QA testing for efforts that dramatically change site function, but in reality, you should have fewer of those activities and far more of the more basic activities. Adding better rights controls so that fewer people can push things fully live also adds meaningful limits and lets you accomplish what you need to without sacrificing speed and efficiency. Another option is to have a designated IT resource to provide timely oversight of the QA process.

## Apply testing and personalization best practices

### Tip 11 Run tests on high-traffic pages so they reach statistical significance quicker.

Many marketers launch optimization programs for audience segmentation and targeting without checking whether traffic levels and audiences represented will provide significant results within the testing timeframe for their optimization and conversion goals. To avoid this common mistake, answer these questions in advance:

- How many daily unique visitors does the page have?
- What is the conversion rate for the page?
- How long do you anticipate needing to run the test before you can confidently call it complete?

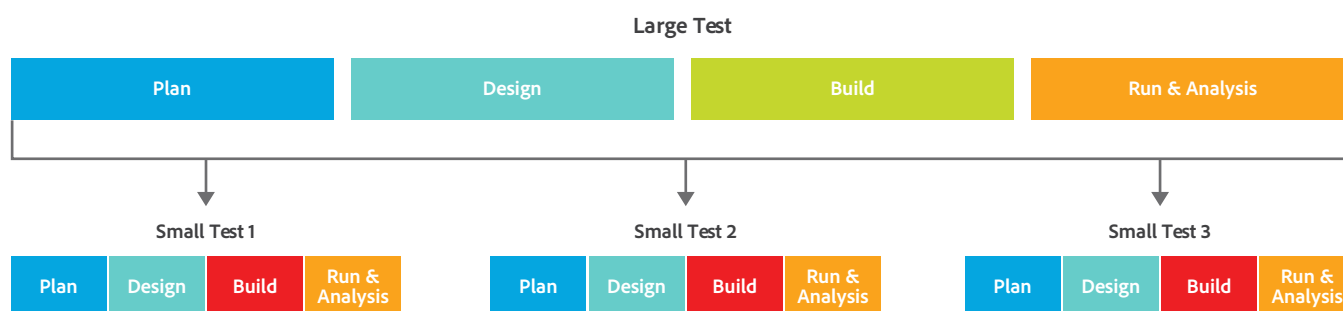
Helpful Tip: Use the Target Sample Size Calculator to help determine the sample size needed for a successful test.  
<https://docs.adobe.com/content/target-microsite/testcalculator.html>

### Tip 12 Design simpler tests to make sure you can create and implement them.

After considering all aspects of how to design a test, a plan can get very complex. Based on where your business is with testing, and your group's ability to design, code, execute, and analyze the results, determine if the test seems too ambitious. If it is, be prepared to reduce its scope and complexity. Better to start small than not perform the test at all—you can't deliver impactful lift if you never launch the test. It's important to balance the aspirations of the team with the realities of your resources and abilities.

### Tip 13 Break complex tests into smaller test activities to make them achievable.

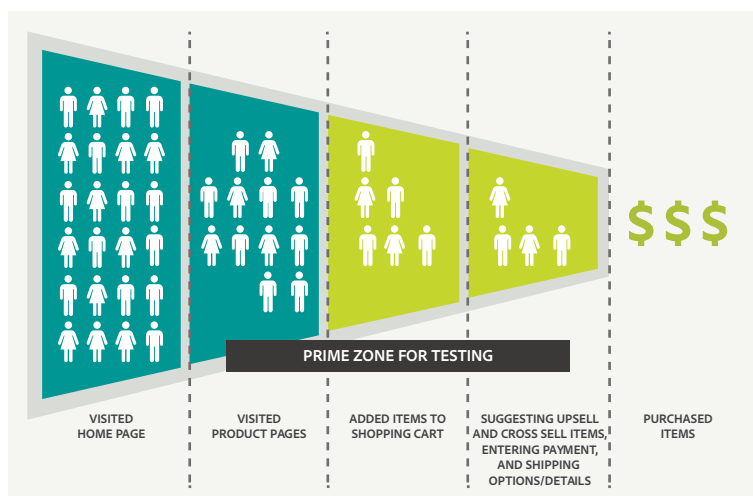
Instead of developing one large test with multiple variables and complex development, develop a less complex series of smaller tests with minimal variables. This allows for a deeper understanding of test performance based on specific variables. It also reduces possible technical issues that come with the development of larger projects.



**Tip 14**

**Maximize your test impact by testing closer to the end of the conversion funnel.**

Testing as close to the page where visitors click Complete Purchase, Submit Application, or otherwise complete a conversion tends to deliver the most impactful results. Visitors who reach the end of the funnel are more qualified, have invested more time, and are ready to purchase, so testing insights about their preferences and actions can help you make profitable changes. Because pages on the purchase path are critical to conversion rates, tests being conducted on those pages should be socialized to key stakeholders before rolling them out.

**Tip 15**

**Constantly update your tests to make iterative improvements.**

If your hypothesis did not prove to be true, think of ways to improve your test. Remember that even if none of the tested experiences performed better, your experiment wasn't a waste of time. A successful test doesn't always mean a boost in revenue or conversions. If the test actually supported your hypothesis, then you're on your way to developing a general theory. But even when you do have a clear winning result, don't stop there. Too often, marketers make the mistake of testing once and then banking on those results without really understanding what led to the success. Instead, plan to iterate on those results to figure out why the front-runner was ahead. This will lead you to deeper insights that you can use in future campaigns.

**Tip 16**

**Compare tests and personalization activities for ideas to improve targeting.**

Comparing the conversion performance of different audiences within different tests at different locations can help focus and refine a company's optimization strategy. Use test comparisons to identify which audiences are most valuable to test, which should receive targeted experiences, and what types of experiences are most likely to elicit a response. For example, a financial services customer ran a promotional campaign for a credit card that involved



professional sporting event incentives. Through partial factorial multivariate testing of its landing pages, the customer was able to optimally balance messaging about credit card benefits with sporting incentives to target distinct audiences from its customer base. This approach allowed the company to capitalize on and maximize conversion during a time-sensitive window surrounding a major sporting event.

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## Get support for testing and personalization

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**Tip 17** Make tests useful by only launching them if you know you can act on the data.

A test is pointless if you aren't clear about how you are going to act on the data. This includes knowing your key success metric, what needs to happen to push a winner, how you will follow up on test results, and what you will do with the audience information. For a speedy and successful test, it's vital that every group involved in the test—developers, creatives, testing specialists, and others—is aware of its role before the test launch.

**Tip 18** Before launching a test, be sure the business supports pushing the winner.

Successful optimization organizations believe in the concept of testing and understand that their professional opinions about what experience will win the test don't always prove true. They determine the winner based on a solid foundation of data, and are eager and willing to push the winning experience live after the results are in—even if it's not in line with their expectations or seems counterintuitive. For example, an Adobe healthcare services customer recently demonstrated the value of testing by showing how a hero banner that the team had considered a slam dunk actually negatively impacted conversion. If your organization hasn't yet fully embraced testing, it's best to first conduct simpler, smaller scope tests so that changes from test results can be made incrementally.

**Tip 19** Let everyone know you've launched a test to avoid concern when the site changes.

One of the benefits of setting up your campaigns to use QA parameters is that you can share those links with everyone on your team. You make more people aware of the campaign and ensure they don't assume the site isn't functioning properly when they hit a test variant. After you finish your tests, communicating campaign launches, test results, and especially lessons learned helps you build awareness of and interest in the test results. Sharing the results with everyone in the organization also avoids retesting a hypothesis, educates everyone about what works, and helps them fundamentally challenge their own ideas of what works based on what you've found. It's a good idea to prepare a template that you use each time for sharing your findings and key learnings. Then consider creating a sharable book or Microsoft PowerPoint deck that cumulatively captures these learnings.

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## Maximize the value of mobile activities

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### Tip 20 Tap into mobile functionality to create more innovative mobile activities.

The tablet and smartphone user experiences need to focus on touch-driven controls as the primary visitor interaction rather than mouse clicks and keyboard controls. Take advantage of mobile display controls, including finger swipe, touch, drag, pinch, and zoom. Use simple, large buttons to designate interactions and navigation, such as a large shopping cart or video play button. If designing for mobile retail, incorporate rich product visualization that is optimized for the device type. Always look for opportunities to shift the user experience focus to embedded, large viewers or full-screen interactive zoom and pan, 360-degree spin, and enhanced video functionality.

### Tip 21 Help mobile visitors find what they want by optimizing mobile search.

Mobile users have high intent. The majority of them use search before they do anything else on m-commerce sites, making mobile site search optimization crucial. To improve your search engine optimization (SEO) for mobile, use explicit navigational cues for easy browsing. Also, implement auto-suggest and autocorrect in search input boxes to address the difficulty of mobile typing. Provide compelling, relevant search results optimized for screen size and location.

### Tip 22 Reach mobile audiences better using time-of-day targeting for mobile SEM campaigns.

Understand how and when to reach your audience and how to better manage your daily advertising spend by “day parting” your mobile campaigns into different segments throughout the day. Many marketers make the mistake of failing to allocate enough budget to capture that share of voice in the hours when the use of particular devices is heaviest, thus leaving a lot of revenue and leads on the table. For instance, tablet usage typically spikes in the evening hours, and many users browse while watching television. In contrast, smartphone users typically access content on the go. Peak conversion times also vary by industry, so it’s important to understand when your unique customers are most likely to act.

## Keep in Mind

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### When You Create Your Tests, Don’t Decorate. Be Intentional!

- Control the flow with intentional **Eye Paths** focused on conversion points.
- Ensure you use your **Real Estate** to your advantage.
- Leverage **Image Focus** to ensure images are not decoration, but are working for you.
- Reduce clutter, friction, and blur with **Simplified Copy**.
- Be sure you have **Effective CTAs** when you need the user to take action.
- Add credibility through **User Generated Content** where possible.



### Simplify your website:

- Don’t “make” customers read—they won’t.
- Make it easy to scan.
- Use bulleted copy blocks.
- Ensure your copy follows a clear, sequential thought process.



### Use Effective CTAs:

- Put yourself in the customer’s shoes.
- Use action-oriented language.
- Consider the motivation for conversion.
- Address the result of conversion.
- Make sure CTAs are seen!

## Chapter 5 | Develop Your Testing and Personalization Ideas

These testing and personalization ideas, inspired by real activities run by our customers that have lifted conversion rates and revenue, are worth giving a try or using as inspiration for your own Adobe Target activities. Even if the idea isn't an exact fit for your organization, with a little creativity and brainstorming, consider developing an activity based on the spirit of the test or personalization idea.

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### Ideas that use audiences

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#### Idea 1 | Test customer journey personalization.

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Increase conversion rate and revenue by creating a tailored creative journey and branding experience that resonates with website visitors while meeting business goals. Then test that personalized journey by comparing it against static experiences or randomly delivered experiences. Take personalization a level deeper by discovering and creating the audiences you personalize to using second- and third-party data in Adobe Audience Manager. After identifying those audiences, conduct user experience testing and market research to learn what convinces them to respond, and develop the experiences you target them within their journey accordingly. For example, when a visitor who falls into a “serious gamer” audience for a telecommunications company visits the company's website, deliver an experience that includes copy and imagery that resonates with gamers and an offer for high-speed internet.

#### Idea 2 | Target first-time visitors and repeat customers differently.

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Digital marketers intuitively recognize that existing customers are more valuable than new ones, but they too often fail to prioritize marketing programs designed to keep customers coming back. To avoid this common pitfall, analyze your repeat customer metrics to determine how loyal customers behave on your site. Use these insights to create targeted campaigns for visitors with one or two purchases, offering incentives that encourage them to make additional site visits.

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### Ideas for better design

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#### Idea 3 | Test website design.

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Run several tests of your website design to increase user conversion and engagement. First look at the key actions visitors are trying to perform and test things like different placement of CTAs and different CTA button colors that might make it easier for them to complete those actions. Consider simplifying your design by removing certain elements completely from your website. For example, test removing the traditional left or right hand product category list on your homepage (and other pages) and let customers rely on search to find products. If that change makes no measurable impact on conversions, remove the navigation and free up real estate for design elements that might prompt even higher engagement and conversions.

## Idea 4 | Improve conversion from search with targeted content.

Prospects engaged in searching your site provide some of your most qualified site traffic. The more targeted and relevant the content is on the search results page, the more likely that prospects will convert. Consider providing additional contextual information directly on search thumbnails. Using targeted sticker bursts, such as discounts, inventory availability, sizes, or colors, you can help consumers quickly find the information they need to make purchase decisions and take action.

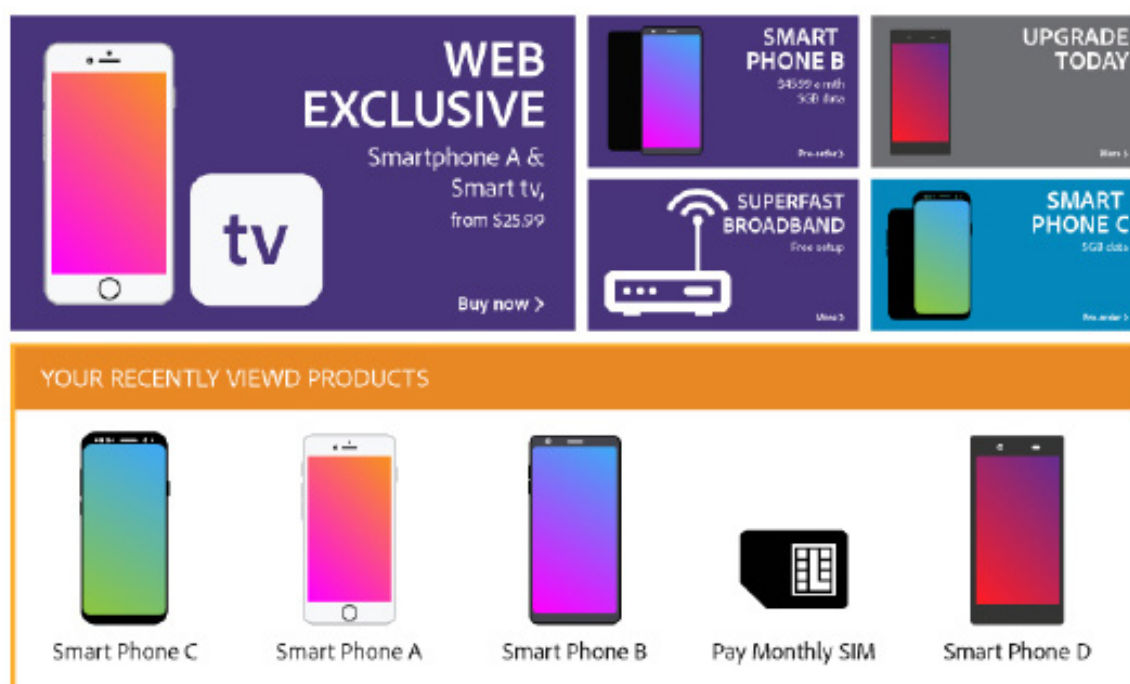
## Idea 5 | Reduce the number of touches required to convert.

Understand the business goals and KPIs you're trying to drive toward with your mobile efforts. Then design the mobile experience to offer customers the path of least resistance to achieving those goals. Conversion should occur within three touches, but aim for reducing that to two touches if at all possible.

## Ideas that use interesting strategies

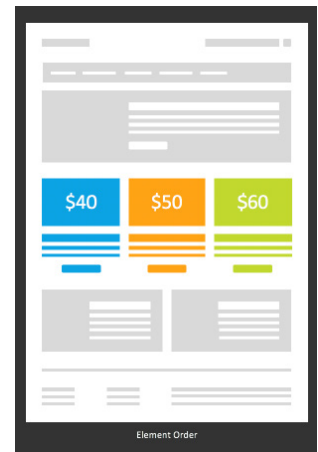
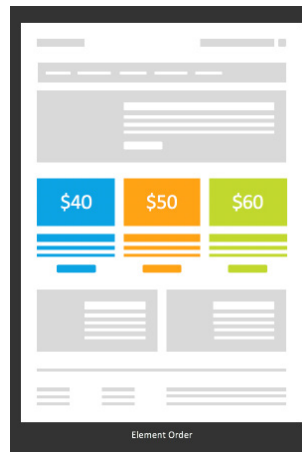
## Idea 6 | Don't lead visitors to a dead end.

If visitors who are referred to you from Google get sent to content that is expired or out of stock, re-engage them by using recommendations to offer them another opportunity to make a purchase. For example, include recommendations on a product detail page to show visitors who saw an out-of-stock product similar, personalized recommendations or recently viewed items based on their in-session visitor behavior and category affinity. Users can view these in a single click, which gives you another opportunity to engage them on your website or for them to make a purchase.



## Idea 7 | Incorporate behavioral economic tactics in your tests.

Think about the paradox of choice when running A/B tests and run a few experiences with different numbers of options. For example, reduce the number of subscription options and see if that increases overall subscriptions. Maybe just change the order of options to choose from when customers want to take action. For example, if you have different pricing models listed next to each other, list product price options from lower value rates to higher value or vice versa, and measure the effect of each option.



## Ideas for mobile apps

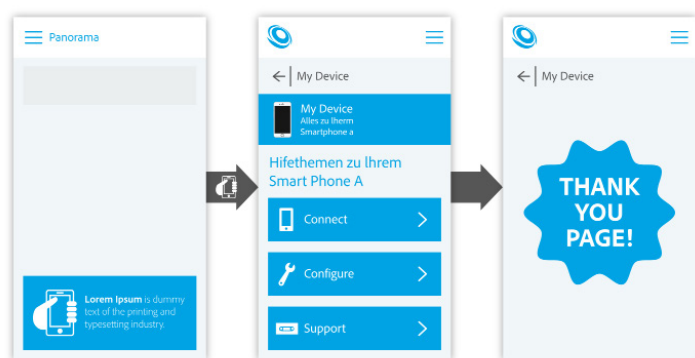
### Idea 8 | Promote your mobile app on your website.

If your company is spending resources to develop a mobile app for iOS, Android, or other devices, don't just sit back and hope users will stumble on your app within the app store. Instead, have a sound strategy in place for how to promote it. Test different approaches to drive app downloads and usage. If your non-mobile site has a link to download your app, try testing the effectiveness of an interstitial landing page that explicitly promotes your app when visitors arrive on your home page. Set up a redirect test that filters half your mobile traffic to your current site page and the other half to the interstitial landing page.



## Idea 9 | Use mobile app innovations.

Explore aspects of the smartphone beyond geolocation, such as the accelerometer or gyroscope. For example, test an experience that uses the accelerometer to add a displayed item to a shopping cart by shaking the phone. Even test it to users of different brands of devices, like iOS versus Android to see if their response differs. Such tests let you uncover new visitor behavior to consider using in future tests.



## Keep in Mind

### Test Duration Best Practices

- **Minimum Activity Duration**  
Run a test activity for at least 14 days.
- **Minimum Results Confidence Level**  
Run a test activity until results reach a minimum of 90% confidence.
- **Minimum Conversion Per Experience**  
Run a test activity until there are at least 500 conversions per experience.
- **Consistency in Results**  
Confirm results are consistent and stable by viewing them in the graph view in Adobe Target

## Chapter 6 | 12 Easily Avoidable “Pitfalls”

The good thing about starting your optimization and personalization program now is that people who have been doing it for a while have already uncovered many of the mistakes that are easy to make. By knowing about these pitfalls, you can easily avoid them or remedy them. Keep this short list handy to avoid or fix these common testing and personalization pitfalls.

	⊖ Pitfall	⊕ Solution
01	Not having enough traffic to reach statistically significant results.	Use the Adobe Target Sample Size Calculator in advance to understand how long the test must run, and then run the test to completion.
02	Making a change that is too small or unnoticeable.	Make the change substantial enough so that it can be visible when you stand a few feet away from the screen.
03	Failing to align activities with business objectives.	Increase focus on the prioritization methodology and communicate that methodology to internal stakeholders.
04	Having little or no testing backlog.	Engage with internal stakeholders and allow them to submit tests that are aligned with key business goals.
05	Extending activity launches past deadlines	Improve documentation for activities and include specific details about the test set up.
06	Selecting activity success metrics data that don't help with decision making.	Document all primary test metrics and include additional metrics to gain additional insights.
07	Making changes during the test that could impact results.	Maintain a calendar of upcoming promotions and site changes. Clearly communicate Adobe Target activity launches to avoid conflicts.
08	Changing test experiences or criteria close to an activity launch.	Request sign-off from key stakeholders early in the test activity process.
09	Concluding an activity before the results are statistically significant.	Verify test duration using the Adobe Target calculator.
10	Receiving negative or flat results from an Adobe Target activity.	Confirm that the activity is worth testing.
11	Not hardcoding the winning experience.	Use activity data to show value to get buy-in for hardcoding.
12	Not sharing results beyond the testing team.	Expand communications to include lunch and learns, develop a program dashboard, and schedule stakeholder meetings.

## Chapter 7 | Create and Run Your First Adobe Target Activity

So you're ready to get started with your first activity in Adobe Target? Excellent. Let's figure out an activity for your website, mobile site, or mobile app that's not overly complex, but can provide quick ROI and get you excited about the potential of using Adobe Target to test and personalize. Depending on your organization and its focus, you might consider going one of three different routes with that first activity.

Key to your first activity though, is establishing a baseline of the business metric you're trying to improve—revenue, click throughs, form submissions, completed registrations, and so on. In an A/B test, you can often use the current experience or offer as a “control,” and measure the impact of a variant of that experience or offer against it. With most personalization activities though, you'd ideally determine the performance of the current experience before launching a personalized version of it. This will let you measure the impact of personalization.

### **Route 1: A/B testing to all visitor traffic**

You could set up a basic A/B test in which you test one variation of an offer or experience against one or more other variations to see which ones your visitors prefer. If you're only looking for the winning variant, you can opt to leverage AI to get quicker results by selecting “Auto-Allocate” in the second step of the A/B test setup workflow.

**Example:** A media company tests its current copy for a gift subscription offer on its web or mobile site homepage or the its mobile app opening screen two copy variations to see which one leads more visitors to purchase a gift subscription. If they select Auto-Allocate, the activity will shift more traffic to the winning variant as the test runs. If not, it will wait for you to manually push the winning experience live after the test concludes.

### **Route 2: Personalization to a specific audience**

You could set up an experience targeting activity that targets a specific audience you know is valuable with an offer or experience you know would resonate with them.

**Example:** An airline targets its platinum level members with a special offer that doubles their points on their next flight purchase to reward them and further build customer loyalty.

### **Route 3: Application of AI and automation to personalize at scale to individual visitors**

You can set up an AI-driven activity to deliver the best experience out of several for each visitor by simply selecting “Auto-Target” in the second step of the A/B test setup workflow. Using Auto-Target with your first activity can be extremely useful when you don't know which experience will resonate for different visitors. With Auto-Target, you let machine learning evaluate and score predictive attributes in real-time and determine which attributes of your visitors are most important in determining which experience to deliver.

**Example:** A telco that sells multiple phone brands and models turns on Auto-Target to use automation and machine learning to determine which of four different experiences or offers on its homepage or mobile app opening screen will best resonate with its wide variety of visitors.

### **Generate an Activity Idea**

You could do that basic button color or copy change test, but how about testing or personalizing something that has the potential to demonstrate how powerful Adobe Target can be for moving the needle of the business metrics that matter? Something that raises eyebrows with executives in the C-suite and leaders in the business units. Here are just a few ways to come up with those activity ideas that are easy to implement but can make a big business impact:

- **Use what you know.** Perhaps you already know your customers well, and have a good sense of what will resonate with them. Use that to develop personalized experiences.
- **Use your analytics solution.** Look for places on your site where customers dropped out of a purchase flow or bounced off a page. Review the pages and hypothesize what might be causing them to exit before taking the action you wanted.
- **Use your powers of observation.** Look at a few key pages on your website and use your gut feel to identify things that need improvement. Maybe a product details page that's too crowded and wordy, so simplify it. Maybe a purchase button is hard to find, so move it to a more noticeable location.
- **Look at your competitors.** A quick review of your competitors' websites may reveal designs, offers, copy, and other elements that you believe are highly effective in driving business results. Consider ways to try those approaches on your site.
- **Tap into customer feedback.** Your customers may have given you ideas for improving their experience through an online survey or on customer service calls. Identify a pain point that several have mentioned, and come up with an experience that might eliminate it.

As you come up with your testing idea, keep in mind that you should be able to explain, ideally with data, why you think your proposed test idea can improve the customer experience and metrics that matter to the business.

### Planning Your Activity with the Activity Planner

We've included the following Activity Planner as a standalone PDF (see below) that you can save and use over and over again. To run an effective activity, you need to fill out each area of the planner. Use this tool as you and others brainstorm ideas for testing and personalization activities.



The image shows a screenshot of the Adobe Target Activity Planner worksheet. It is a structured form with a header 'Adobe Target ACTIVITY PLANNER' and a footer 'Adobe Target © 2018 Adobe'. The form is divided into several sections with icons and labels:

- What can be improved?** (Icon: Target)
  - Touchpoints**
    - ☒ Website
    - ☐ Single page apps
    - ☐ Mobile web
    - ☐ Mobile apps
    - ☐ Tablet
    - ☐ Other:
- What is your hypothesis?** (Icon: Question mark)
 

The sign-in/register component that is site-wide is not prominent. We think that making it bigger and changing the background color will help users see it and increase the number of new visitors registering. We also think it will increase the number of registered visitors signing in.
- What type of activity (or activities) is needed?** (Icon: Document) [Learn more](#)
  - Testing**
    - ☒ A/B Test
    - ☐ Auto Allocate
    - ☐ Auto Target
    - ☐ Multivariate Test
  - Personalization**
    - ☐ Experience Targeting
    - ☐ Recommendations
    - ☐ Automated Personalization
- Who is the target audience?** (Icon: Person)
 

New and returning visitors.
- What are the primary metrics for measuring the goal?** (Icon: Bar chart)
 

Number of clicks on "Register" CTA
- What are the secondary metrics for measuring the goal?** (Icon: Target)
 

Number of clicks on the "Sign-in" CTA
- What resources/teams need to be involved?** (Icon: Checkmark)
 

Need creative to design new register/sign-in module.  
Need developers to code the module.  
Need QA to ensure module works as expected and does not negatively impact the website.
- If running a test, how long does this test need to run to reach significance?** (Icon: Clock) [Learn more](#)

The test needs to run for a minimum of two weeks.
- How important is this activity? (Rank)** (Icon: Shield)
 

This is a high-priority test.
- What are the results?** (Icon: Document) (fill in after activity is complete)
 

We found that Experience B resulted in the most registrations, while while Experience C resulted in the most sign-ins. Both experiences outperformed the control.
- What needs to be refined in the activity/What are next steps?** (Icon: Document) (fill in after activity is complete)
 

We want to see if moving the module to a different location further improves our primary and secondary metrics.

Figure 2. The Activity Planner worksheet included as a PDF file with the welcome kit.

**Here's the type of thought that would go into each area of the planner:**

**What can be improved?**

Select the channel or touchpoint that you want to improve. Add the URL for item or describe it. In this case, you'll add the URL for the web page for which you plan to create a test variation or personalized experience.

**What is your hypothesis?**

Clearly explain what the issue is with the current web page experience, including any data or source you used to identify the issue. Explain what you plan to change and why you believe it would improve the customer experience. Finally, explain the result you expect and describing the business value in business success metrics that you believe this new experience will deliver.

**What type of activity is needed?**

Check the box of the activity type you intend to run. You can review the *Adobe Target at a Glance* chapter to understand the different types of activity types available.

**Who is the target audience?**

In an A/B test with a control experience and a variant, for example, you could include your entire visitor population. By default, Adobe Target will deliver 50 percent to the control and 50 percent to the variant. But if you are personalizing, you could describe the audience or audiences to which you are personalizing. When using AI, you might just note that you are using AI to personalize to the individual. Note that your hypothesis should state why you are choosing a specific audiences for an activity if you are choosing any.

**What are the primary metrics for measuring the impact of the activity?**

Describe the business metrics that you will use as an indicator of the success of your activity. For example, increased revenue per visitor (RPV), conversion rate, or average order value (AOV). The more you can tie the impact to the business bottom line, the better, so if you can tie the impact to revenue, that's ideal.

**What are the secondary metrics for measuring the impact of the activity?**

This is the same as the primary metric—select a metric that helps you measure the impact of the activity on the business.

**What resources/teams need to be involved?**

If your activity requires the assistance of a designer, a web developer, or a data analyst, document that here, explaining what they'll need to do as part of the activity.

**If running a test, how long does this test need to run to reach significance?**

You need a certain number of visitors to be put into the test population to draw a statistically significant conclusion from the test. Think about it, if only two people participate in your test, are you going to be confident in the results?

Adobe Target relies on statistical principles to determine the results of a test are statistically valid. The Adobe Target Sample Size Calculator (<https://docs.adobe.com/content/target-microsite/testcalculator.html>) helps you determine the length of time to run a test based on the confidence you need in your results. Click the Learn More link in this box to open and use the Adobe Target Sample Size Calculator.



**How important is this activity?**

No organization has unlimited resources to run all the testing and personalization activities they want. Use this area to assign a number—for example, from 1 to 5—or label with low, medium, or high to reflect the relative importance of this activity to the business. In many cases prioritizing an activity is done by considering the level of effort, time, and cost for setting up an activity versus the level of payoff it might deliver.

**What are the results?**

Once the activity has completed, document the results, being sure to tie those results into the original hypothesis, any important audiences you used in the activity, and the primary and secondary success metrics noted above by which you intended to evaluate the activity results. The next chapter talks about communicating those activity results.

**What needs to be refined in the activity/What are next steps?**

Your activity results often provide insights into actions that you should take next. If an experience variation was wildly successful, you may want to hardcode that into your website. You may see opportunities to apply that success on other similar pages. The results may point to more work to be done to improve the customer experience on this page. Use this area to document key learnings from the activity and to document what you'll do based on those learnings.

**Open Adobe Target and Create and Launch Your Activity**

You've filled out your Activity Planner. Now it's time to get into the solution and build your activity. Adobe Target makes it super easy to modify your web page in the Visual Experience Composer. Launch Adobe Target, and visit the Adobe Target Product Documentation for instructions on [getting started with your first activity](#).

## Chapter 8 | Communicate Your Activity Results

If you run a activity and have amazing results, you need to share those results with the organization. Maybe you just acquired more customers, increased revenue, saved money by reducing call center calls, or raised the average order value. Show stakeholders what you can accomplish for the business by optimizing and personalizing with Adobe Target.

When communicating these results, it's helpful to approach it like you're telling a story. Make it interesting and clearly explain what it was tested or personalized and why, and what the results were. Use the language and terminology understood by those who are reviewing the results.

We've included an Executive Summary Results template in Microsoft PowerPoint (see below). Rebrand it with your organization's color scheme and logo, and use it to present the results of your first test or personalization activity. Like the Activity Planner, it's included with the welcome kit as a standalone file, but we've also added an image of it here, along with an example of the type of information to include in each area of the template.



Figure 3. The Executive Summary Results template included as a Microsoft PowerPoint file in the welcome kit.

## Chapter 9 | Next Steps

We've covered the basics of running your first activity. We hope that activity showed you and your company the incredible potential that using Adobe Target to optimize and personalize has for impacting the business bottom line. This is just a start. It's time to think about what you'll focus on for your second activity? Consider creating a prioritized list of activities you want to run. You'll be surprised by just how quickly you see how activity by activity you improve the customer experience and drive business success.

By the way, you have so many ways to learn more about testing, personalization, and using Adobe Target. Review the list of resources in the Appendix to start building that knowledge. Listen in on our webinars, read the Adobe Target blog, attend Adobe Summit, and get active in the Adobe Target online community. Don't forget that we're here always here to help you launch your program and put it on a path to success. Reach out any time.

## Appendix

We've compiled an organized list of valuable information to help you gain even more knowledge about optimization and personalization using Adobe Target.

### Resource Links

#### Setting up Adobe Target

Information to help you set up Adobe Target, including preferences, implementation, user management, Adobe Experience Manager Assets, formerly Scene 7 settings, and host management:

<https://docs.adobe.com/content/help/en/target/using/administer/administrating-target.html>

#### Adobe Target Product Documentation

Everything you need to know about Adobe Target: <https://docs.adobe.com/content/help/en/target/using/target-home.html>

#### Adobe Target Developer Portal

Learn how to implement Target on Client-Side Applications, Server-Side Applications, Mobile Apps, IoT and more. Also, learn how to exchange your Target data with third-party solutions in our developer portal at:

<http://developers.adobetarget.com>

#### Adobe Target Activities Guide

Introduction to the different activities you can use in Adobe Target: <https://docs.adobe.com/content/help/en/target/using/activities/target-activities-guide.html>

#### Adobe Target Customer Care

Stuck on an issue? Adobe Target users can email or call any time for support! <https://helpx.adobe.com/contact/enterprise-support.ec.html#target>

### Training and Enablement

#### Adobe Target Tutorials

Learn the basics or refine your skills with Adobe Target tutorials: <https://helpx.adobe.com/target/tutorials.html>

#### Adobe Target On-demand Training

Explore the various Target courses we offer: <https://training.adobe.com/training/courses.html#solution=adobeTarget>

#### Adobe Target YouTube Channel

Browse the Target channel to watch success stories and solution capabilities: <https://www.youtube.com/channel/UC75lr2u14wz-0IKWH-RkWAA>

#### Webinar Series: Personalization Thursdays

Join Adobe experts on the last Thursday of every month for our Personalization webinar series: <https://landing.adobe.com/acs/2019/na/adobe-target/personalization-thursdays.html>

#### Webinar Series: Adobe Target Basics

Join our Customer Success webinar series that explores the basics of optimization with Adobe Target users: <https://landing.adobe.com/acs/2018/na/adobe-target/registration.html>

### **Adobe Summit**

Attend the biggest professional event of the year for digital marketers.

<https://summit.adobe.com/na/> (North America)

<https://summit-emea.adobe.com/emea/> (EMEA)

## **Additional Resources**

### **Adobe Target Homepage**

The homepage of Adobe Target, learn about our capabilities and see our latest success stories here: <https://www.adobe.com/marketing/target.html>

### **The Blog**

Stay up to date with the latest news, tips, and success stories by following the Target blog: <https://theblog.adobe.com/customer-experience/personalization/>

### **Experience League**

Discover the guides, events, and training you need to kick-start your experience business, and get connected with the Target community and find the answers you're looking for: <https://landing.adobe.com/experience-league/>

### **Adobe Target Certification**

Achieve Adobe certified expert status with new Adobe Target exams. Schedule an exam here: <https://training.adobe.com/certification/exams.html#p=1&solution=adobeTarget>

### **Adobe Target Release Notes**

Information about features, enhancements, fixes, and known issues for the latest or upcoming Target releases. [https://marketing.adobe.com/resources/help/en\\_US/target/rn/target\\_release\\_notes.html](https://marketing.adobe.com/resources/help/en_US/target/rn/target_release_notes.html)

### **Adobe Target Newsletter**

Learn about product updates and future plans, personalization and optimization tips and tricks, customer successes, upcoming events, popular blog posts, and more. Sign up here: [https://www.adobe.com/subscription/adobe\\_target\\_newsletter.html](https://www.adobe.com/subscription/adobe_target_newsletter.html)

Thank you for being part of the Adobe Target family!

*The Adobe Target Product Team*