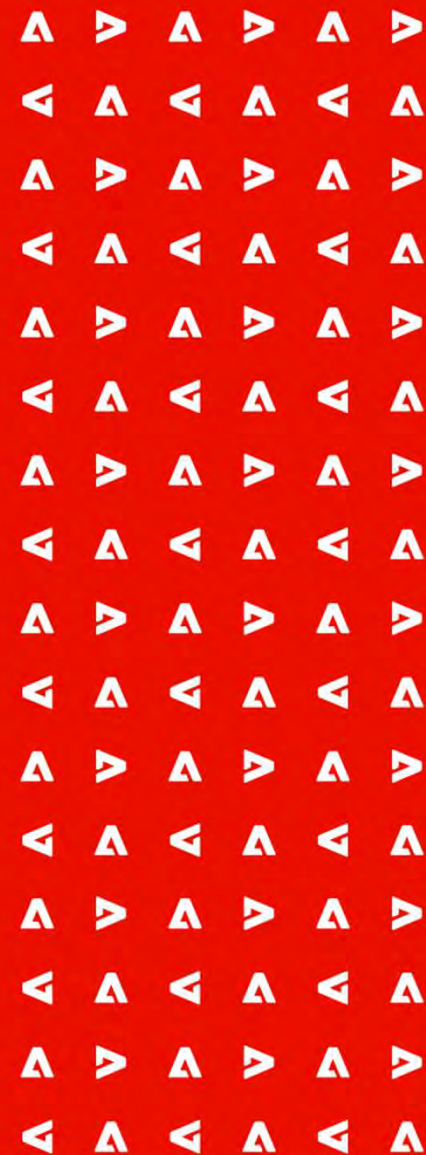




Adobe Experience Makers ***Personalization at Scale* Bootcamp**

Experience Platform Hands-on Lab: Day 1

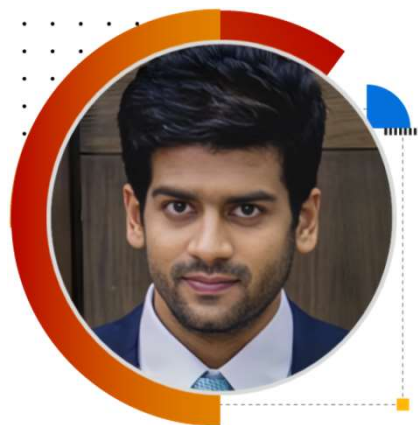
Aug 5-7 | Tarrytown, NY



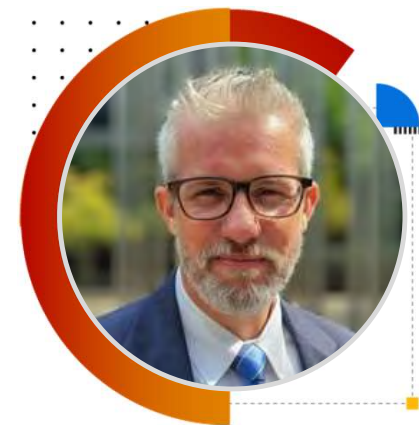
Technical Validation | Hands-on Lab Instructors



Sheyla Sanchez
Sr Solutions Consultant,
Profile & Activation



Rahul Nair
Principal Solutions Consultant,
Profile & Engagement



Brian Collery
Practice Lead,
Data & Insights

Adobe Experts: Technical Assistants & Additional Speakers



Zoe Nash
Expert Solutions
Consultant



Shelley Huang
Principal Expert Solutions
Consultant



Juan Magana
Practice Lead,
Technical Validation



Jillian Criscuolo
Solution
Consultant



Katie Cipollone
Principal Expert
Solutions Consultant



Lana Silva
Manager, Technical
Validation Platform
Team



Mike Ragusa
Manager
Expert Solutions Consulting



Kyle Morehouse
Senior Director,
Platform Expert
Solutions Consulting



Carly Chuich
Group Manager,
Expert Solutions
Consulting

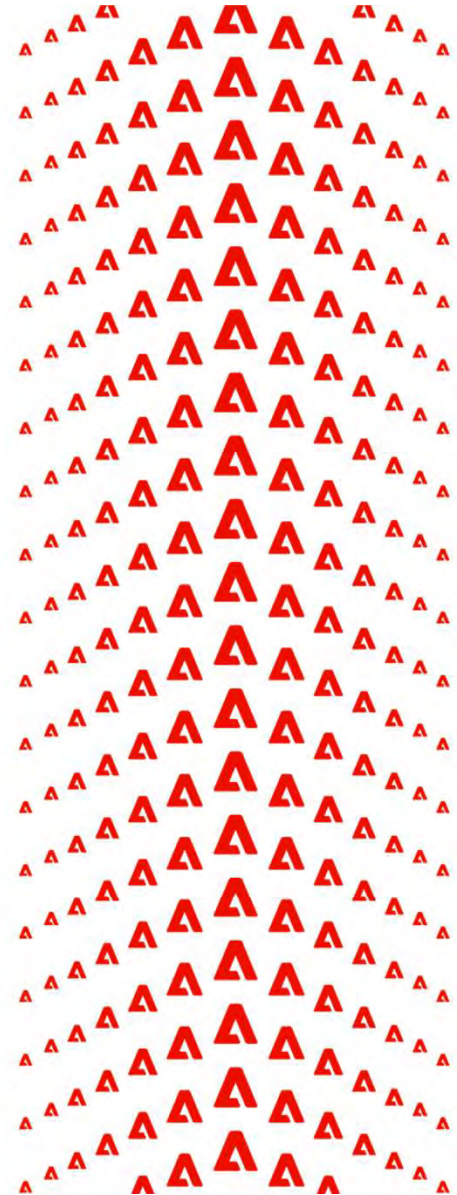


Anne Sharp
Group Manager, AEP
Expert Solutions
Consulting

Today's Hands-on Lab

This session is focused on:

1. Getting you more familiar with the features of Adobe Experience Platform
2. Providing you hands-on time with the product
3. Answering your questions



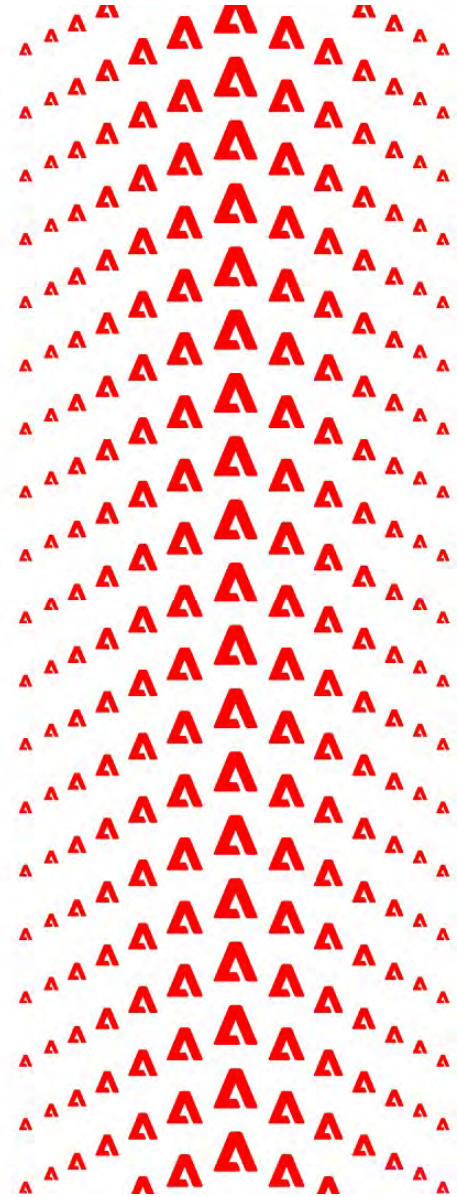
Hands-on Lab – Agenda

Day 1, Morning: Experience Platform Foundations & Real-Time CDP	
Intro & Access	15 min
Experience Platform Overview & Data Ingestion	30 min
Governance	30 min
Identity Service & RT Customer Profile	60 min
Lunch Break	60 min
Audiences	45 min
Destinations	15 min
RT-CDP Product Roadmap	20 min
~4 Hours	

Day 1, Afternoon: Adobe Journey Optimizer	
Journey Optimizer Overview	10 min
Offer Decisioning	20 min
Break	15 min
Journey Building	45 min
Journey Reporting	10 min
Campaigns	10 min
Journey Optimizer Recap	10 min
Journey Optimizer Roadmap	20 min
~2.5 Hours	

Day 2, Morning: Customer Journey Analytics	
Day 2 Kickoff	15 min
Customer Journey Analytics Overview	20 min
Dashboards	45 min
Audience Publishing	10 min
AI Showcase	10 min
Guided Analysis	15 min
Q&A and Recap	5 min
CJA Product Roadmap	20 min
~2 Hours	

Lab Access



Getting Started

- Logout of any Adobe instance you are currently logged into
- Login information for this hands-on lab and step by step instructions :

<https://tvdocs.adobe.com/tarryton-bootcamp>

Multi-Customer ...

Access

Lab Resources

Day 1 - AEP

Schemas

Datasets

Data Ingestion

Governance

RT Customer Profile

Audiences

Activation

Day 2 - AJO

Campaigns

Ask a question...

Access

4min

Accessing the Experience platform

- Use Chrome or Firefox.
- Sign-out from all Adobe instances that might be open.
- Do not use your own credentials to access the demo instance for this lab. Instead, you'll use specific credentials provided in this document.

The Hands-on Lab URL

<https://platform.adobe.com/>

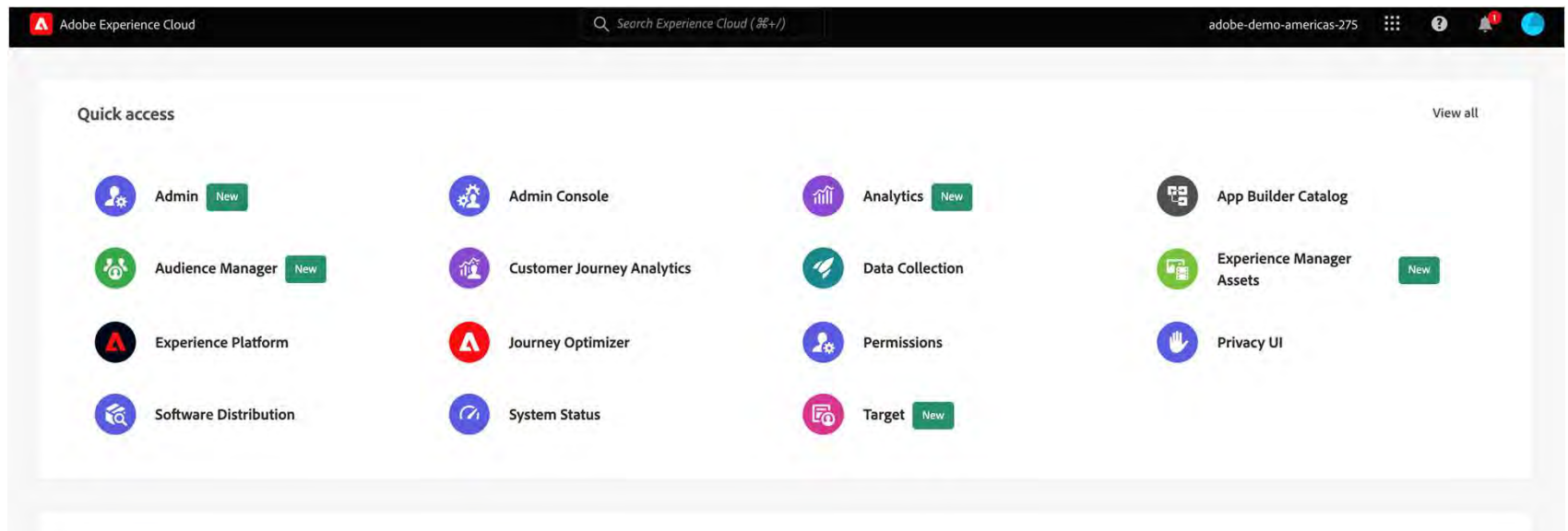
Your user information

User	Name	Username	Password
------	------	----------	----------

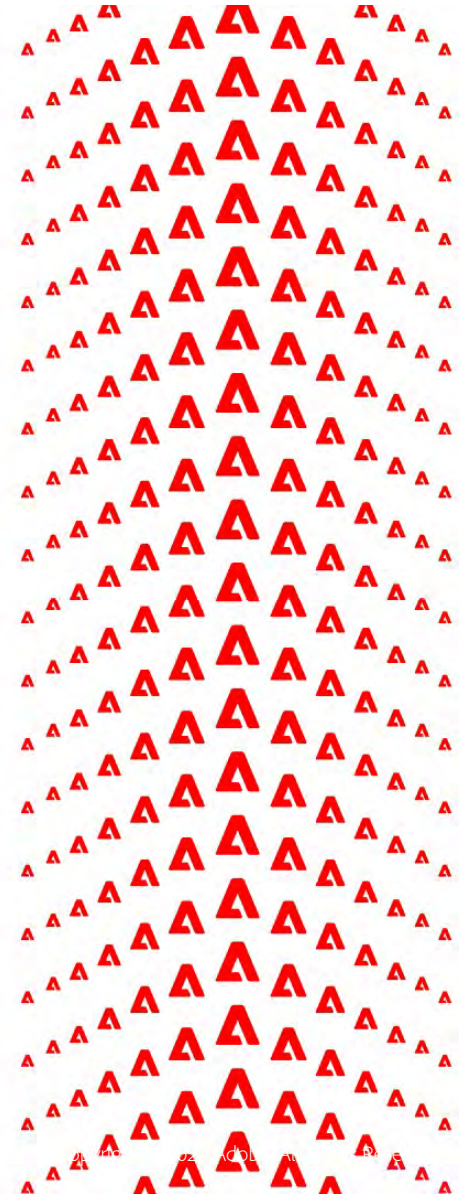
Jump into the UI: Explore the Experience Cloud Homepage

Navigate to ***experience.adobe.com***

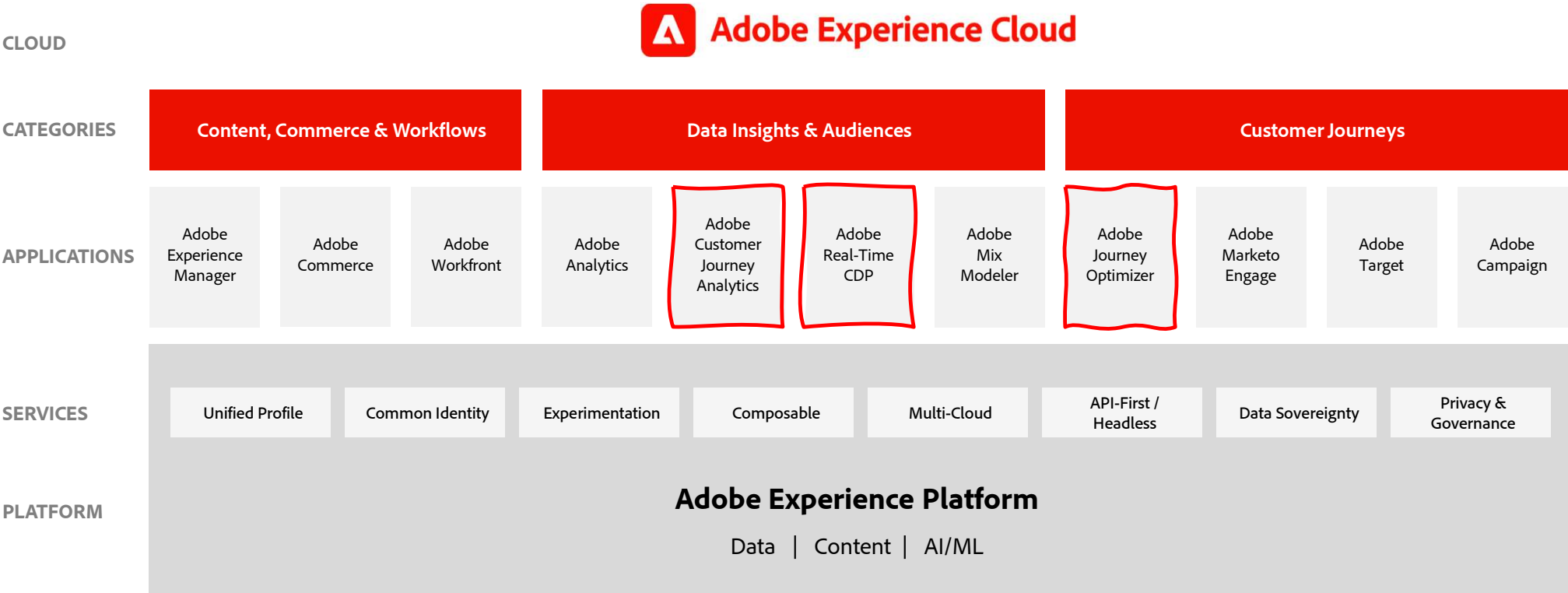
- Experience Platform
- Journey Optimizer
- Customer Journey Analytics
- *Easily click into your other Experience Cloud solutions*



Adobe Experience Platform Overview



Experience Platform Overview

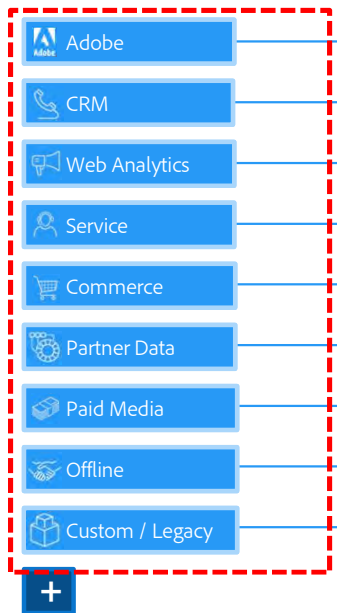


Complete Customer Data Management with Real-Time CDP

Sources

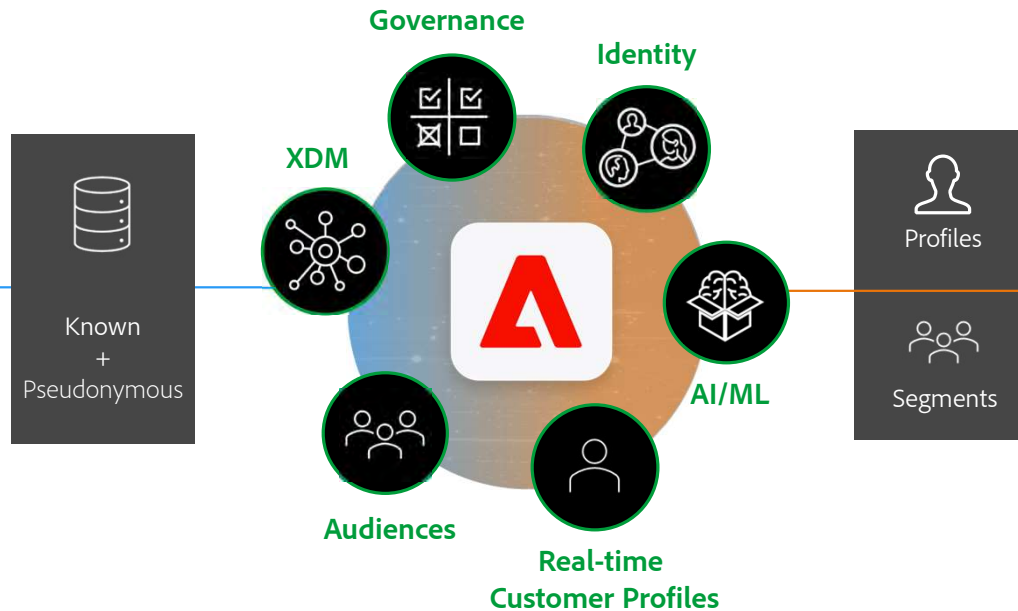
Flexible Data Ingestion

Adobe & Non-Adobe



Real-Time CDP

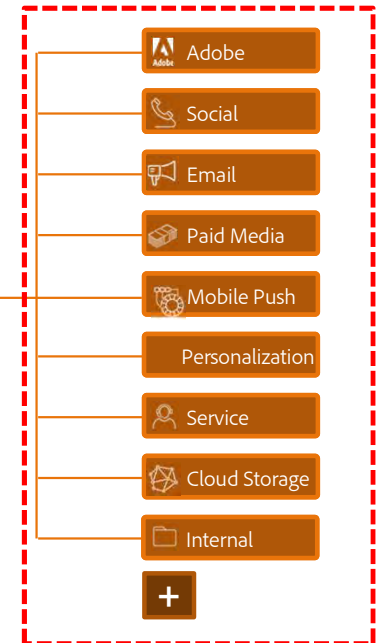
Unified Customer Profiles



Destinations

Activation Everywhere

Adobe & Non-Adobe



Lab Personas



Steve

As a **data architect**, Steve is responsible for defining data schemas, setting up the application to capture events, and data maintenance.



Rishi

Rishi is a **data steward** who ensures compliance of data usage in segments and activation and compliance of data access through policies.



Jaelyn

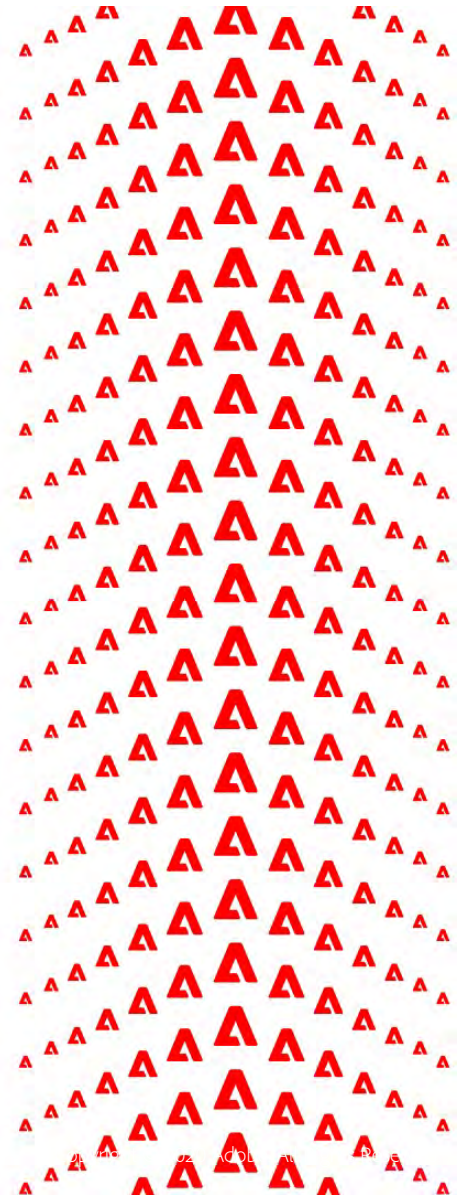
Jaelyn, as an **analyst**, is tasked with answering business questions using data. She generates regularly scheduled reports and ad hoc analysis to provide data driven insights and new segments and cohorts.



Marsha

As a **marketer**, Marsha is responsible for activating campaigns across digital marketing channels, marketing content, and reporting for all marketing programs for her organization. Marsha also works with channel owners to coordinate journeys.

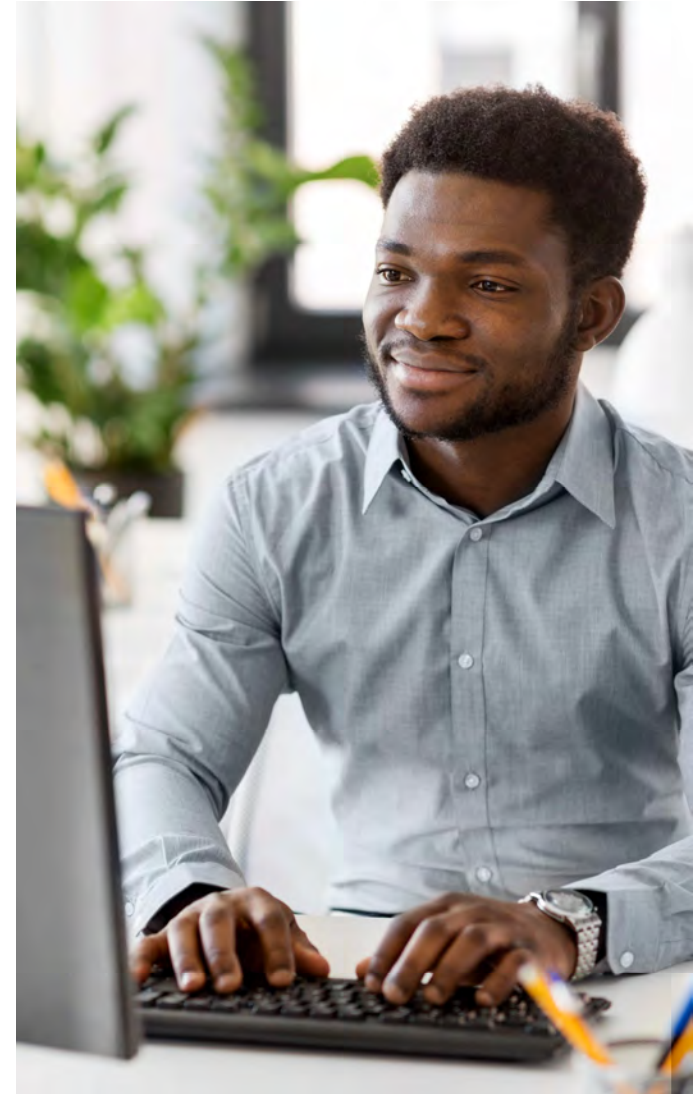
Data Ingestion



Setting up for success:

Data Ingestion

- As a data architect, Steve is tasked with ingesting relevant customer profile data to support upcoming digital marketing campaigns across web and email
- Some key responsibilities of Steve:
 1. Identify data sources and fields specific to use case/s
 2. Design necessary schema/s
 3. Create necessary dataset/s
 4. Ingest data



Open and Extensible Data Ingestion

Easily configurable integrations allowing customers to ingest data from a range of applications including cloud storage, advertising, sales, and CRM.

Centralize data ingestion from disparate sources with prebuilt connectors.

SOURCES CATALOG

Choose from dozens of sources connectors including advertising, cloud storage, CRM, databases, and marketing automation tools.

REAL-TIME STREAMING & BATCH DATA COLLECTION

Stream data in real time to and from Adobe and non-Adobe client- and server-side devices for faster insights, quicker time-to-market, and more timely responses to customer engagement.

USER INTERFACE & APIs

Configure new sources directly in the UI or leverage RESTful APIs and SDKs to build bespoke connections

Sources Viewer

Sources

Catalog Accounts Dataflows System View

☒ All sources

☐ My sources

CATEGORIES

Adobe applications

Advertising

Cloud storage

CRM

Customer success

Databases

eCommerce

Search



Google Cloud Storage

Configure



Google PubSub

Configure



Oracle Object Storage

Configure



SFTP

Configure



Out of the Box
Connections



Catalog
View



Data Flows



Monitoring



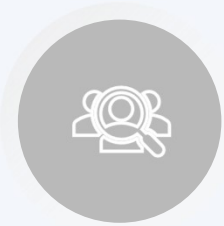
Run Notifications



API Accessible

Data Ingestion | Sources

Easily configurable integrations allow data ingestion from a range of applications including advertising, cloud storage, CRM, sales, etc.



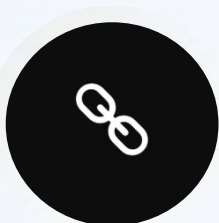
CUSTOMER ENGAGEMENT
(CRM, Customer Service,
Marketing Automation...)



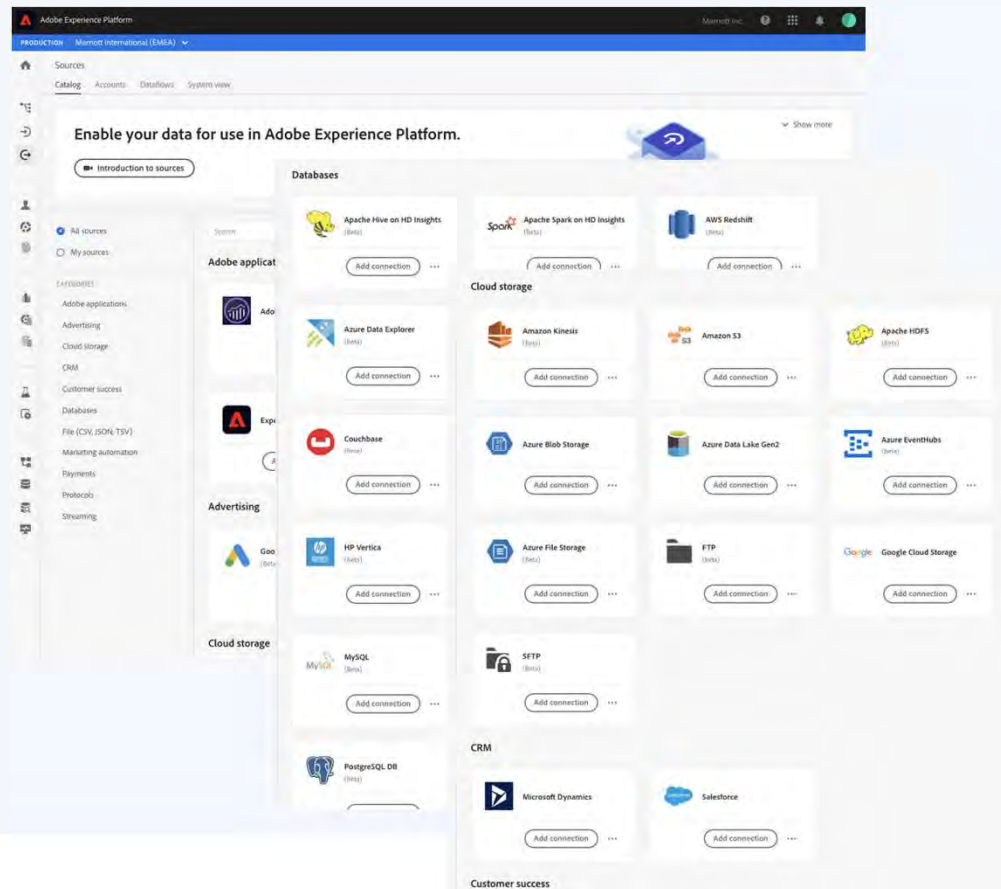
FILE STORES & DATA WAREHOUSES
(Amazon S3, Google Cloud Storage,
Azure Blob, Google BigQuery, Amazon
RedShift)



STREAMING
(Amazon Kinesis, Azure
EventHub, Google PubSub)



ETL PARTNERS
(SoftwareAG)
Representing 200+ Sources



Adobe Experience Platform Federated Audience Composition

Provides new pathways and expanded access to create audiences from enterprise data warehouses to power brand-initiated and in-the-moment experiences

ACCESS CRITICAL ENTERPRISE DATASETS

Get federated access to enterprise data warehouses to create audiences for engagement use cases and use a visual UI to access enterprise datasets.

COMPOSE AUDIENCES

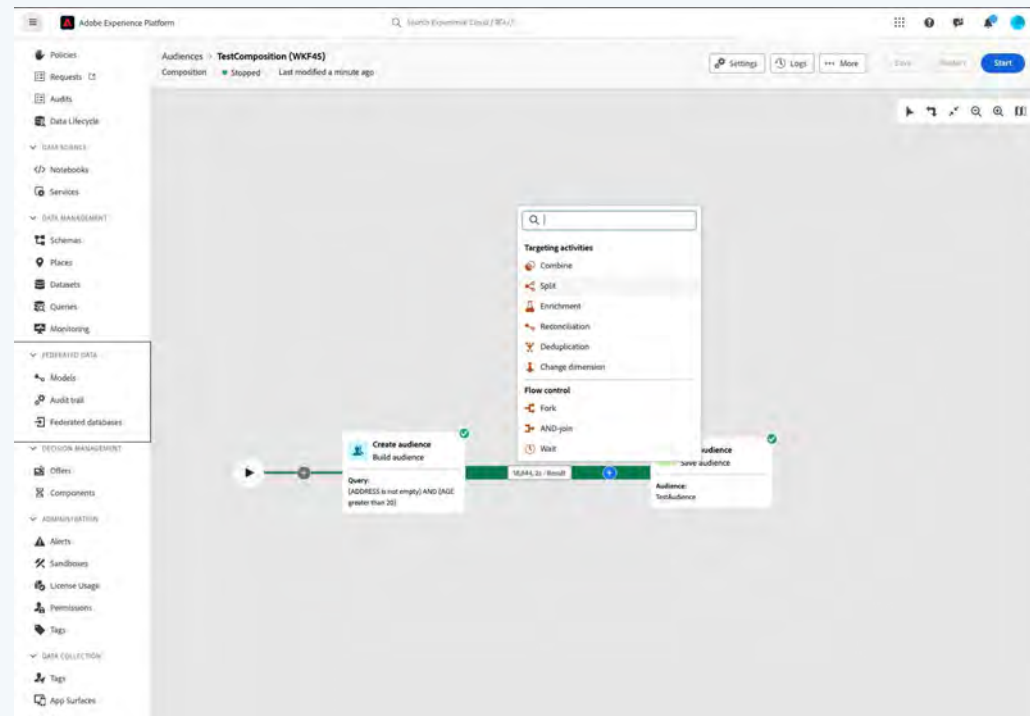
Build audiences using critical datasets that reside in enterprise warehouse systems without moving the underlying data.

ENRICH EXISTING AUDIENCES

Refine audiences in Adobe Experience Platform using composed audiences from enterprise datasets to improve segmentation, targeting, and personalization.

ACTIVATE AUDIENCES ACROSS CHANNELS

In combination with Real-Time CDP and Journey Optimizer, drive consistent and personalized experiences across channels using prebuilt destinations.



Federated Audience Composition use case patterns



Audience Creation

Build new audiences from enterprise datasets **without copying underlying data** and activate those audiences with prebuilt destinations.



Audience Enrichment

Enrich existing audiences in Adobe Experience Platform by utilizing **composed audience data** that has been federated from the enterprise data warehouse. This data will not be persisted in Adobe Experience Platform customer profiles.



Profile Enrichment

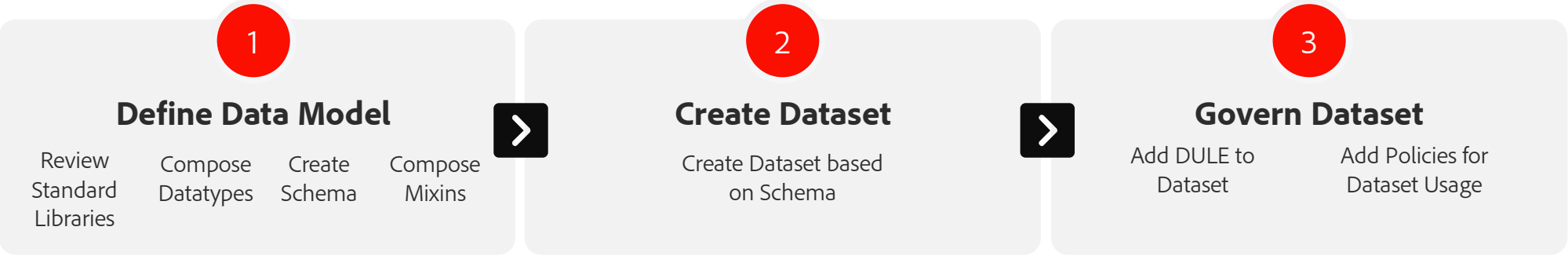
Allow enterprise audiences to be retained as attributes within actionable Adobe Experience Platform profiles to power **in-the-moment experiences triggered by inbound customer event signals**.

Roadmap Item

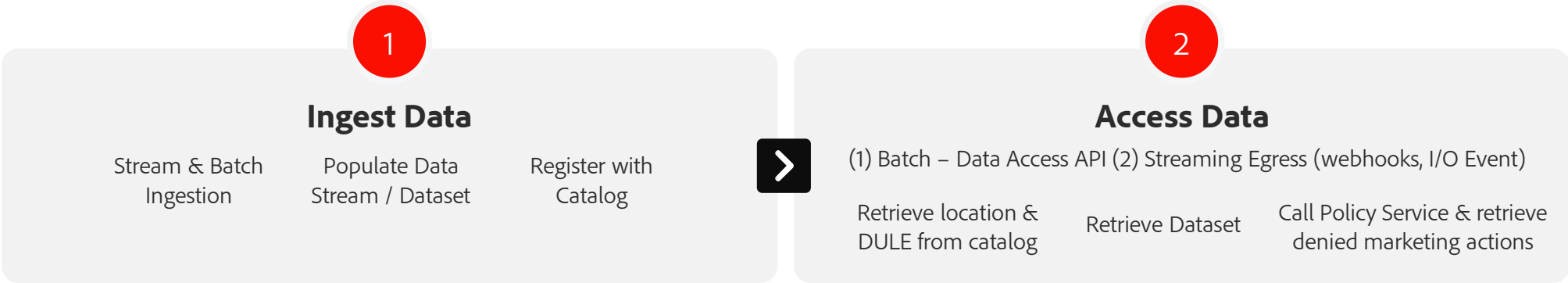
Marketer-friendly visual canvas to access essential datasets when composing audiences for activation

Data Ingestion Workflow

Design-Time (Experience Platform)



Run-Time (Experience Platform)



Error Diagnostics

Provides detailed diagnostics about the errors in the batch

FAILURES



Unreadable files/ Invalid schema

- No Partial ingestion – full batch failure
- Failure reason attached on batch - No diagnostics file generated.



Unreadable records

- Eg: Missing quotes in json record.
- Other valid records in batch can be ingested
- Error diagnostics file generated for unreadable records



Record validation errors

- Eg: Required field absent, Conversion to XDM failure
- Other valid records in batch can be ingested
- Error diagnostics file generated for validation failed records

Data Ingestion Monitoring Tools

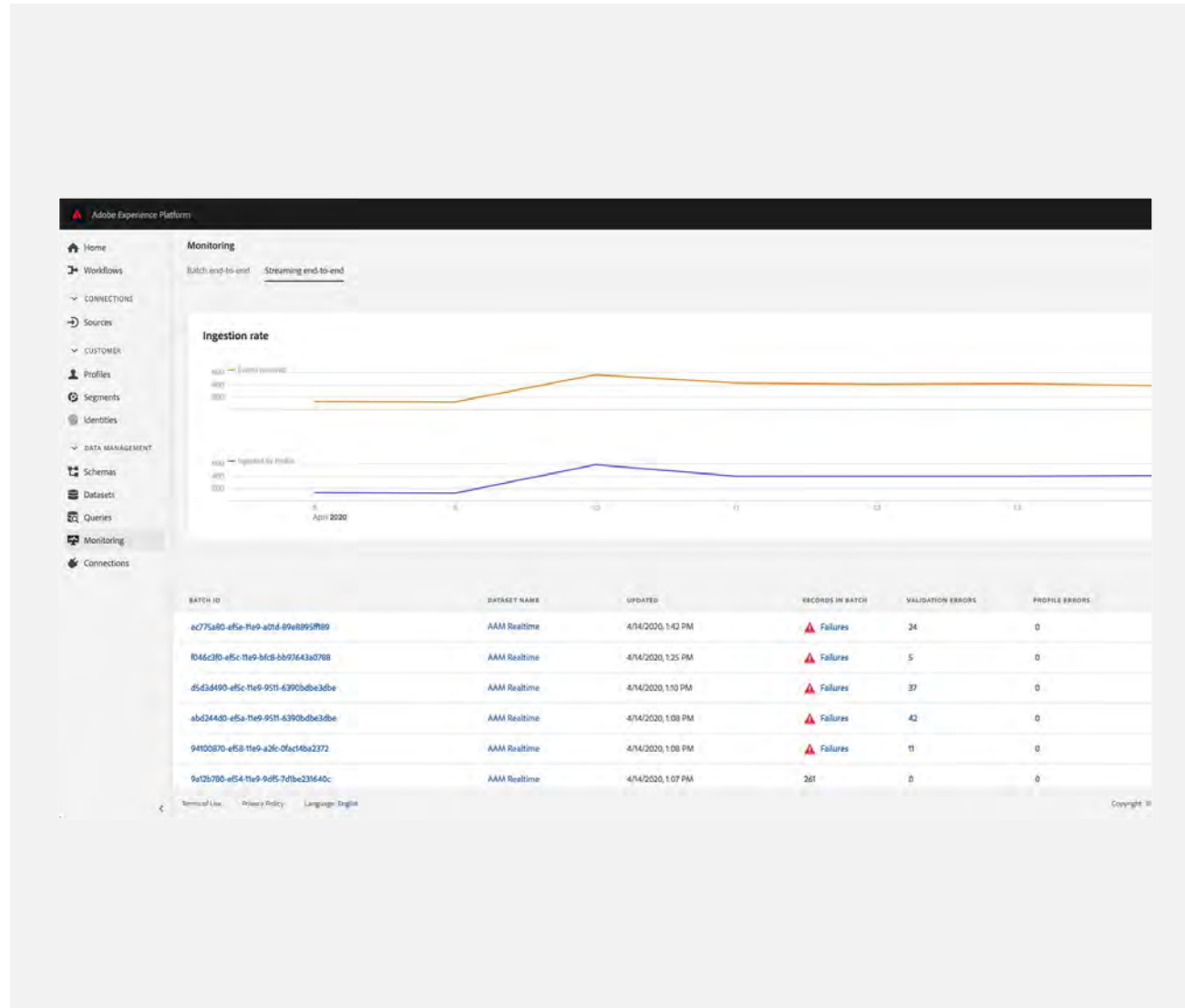


See all streaming & batch in a single UI



End-to-end monitoring

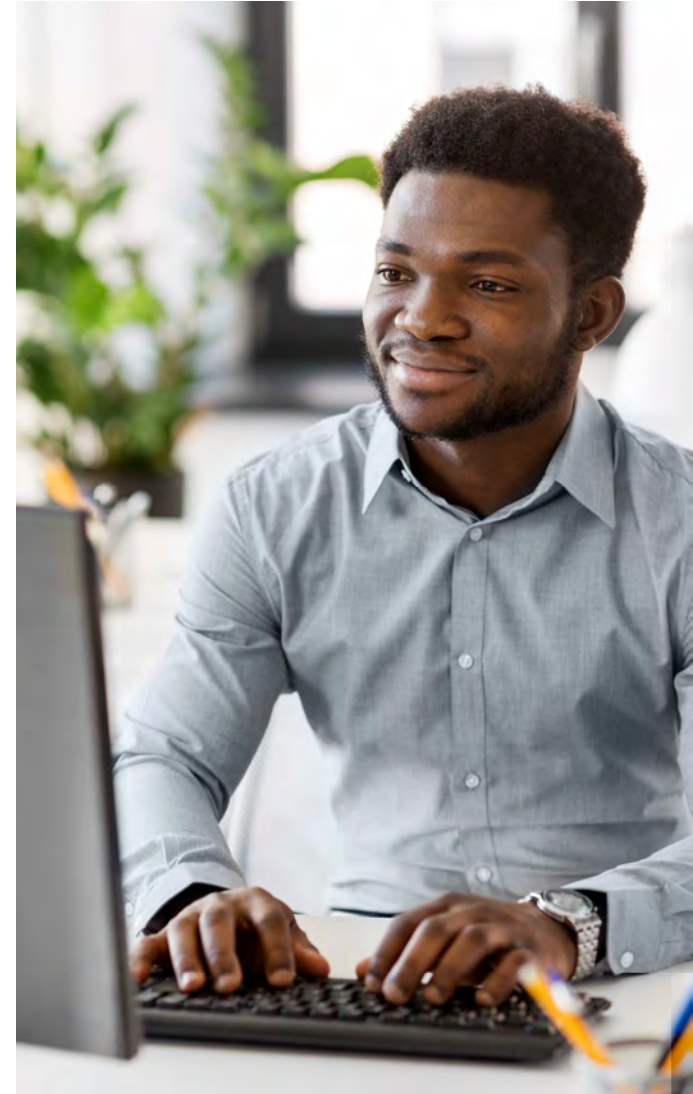
- Volume
- Ingestion status



Putting it into practice:

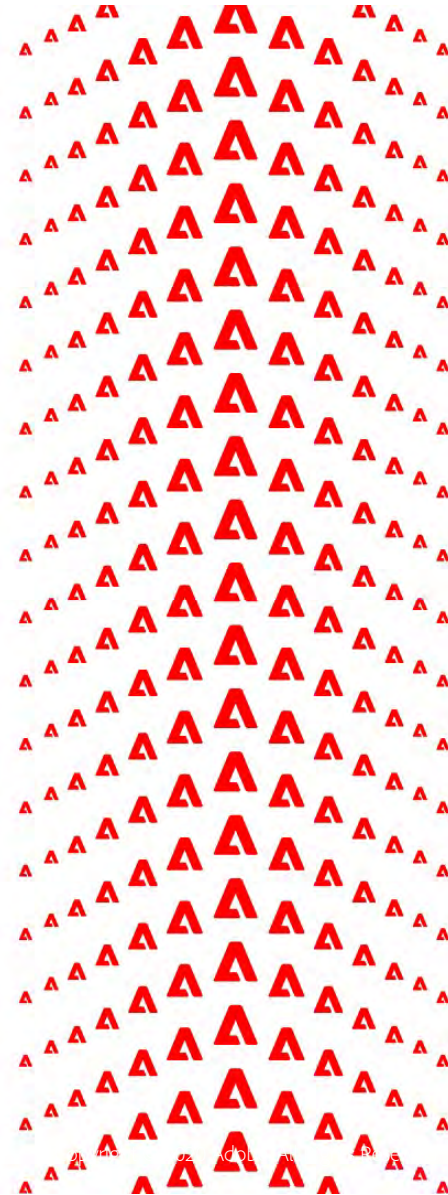
Data Ingestion

- As a data architect, Steve is tasked with ingesting relevant customer profile data to support upcoming digital marketing campaigns across web and email
- Overview of what we are doing:
 1. Design an Individual Profile schema
 2. Create a corresponding dataset
 3. Ingest data



Product

Governance



Setting up for success: **Governance**

- As the data steward, Rishi wants to
 - Ensure that the data coming into Experience Platform is governed
 - Honor policies of customer data protection
 - Collaborate with IT and Marketing teams to communicate required guardrails
- In this section, we will:
 - Define a data usage policy
 - Enforce restriction of a policy violation in the audience mapping workflow



Privacy, Security, and Governance



Platform-based
Applications

Adobe Real-Time
CDP

Adobe Journey
Optimizer

Customer Journey
Analytics



Trust Features



Privacy and Security Shield



Access
Controls



User Activity
Audits



Advanced Data
Lifecycle
Management



Automatic
Consent Policy
Enforcement



Customer
Managed Keys



Governance
Policy
Enforcement



Privacy
Service

Data Governance Policies



Access Policy

Who can access and do what with which category of data?



Usage Policies

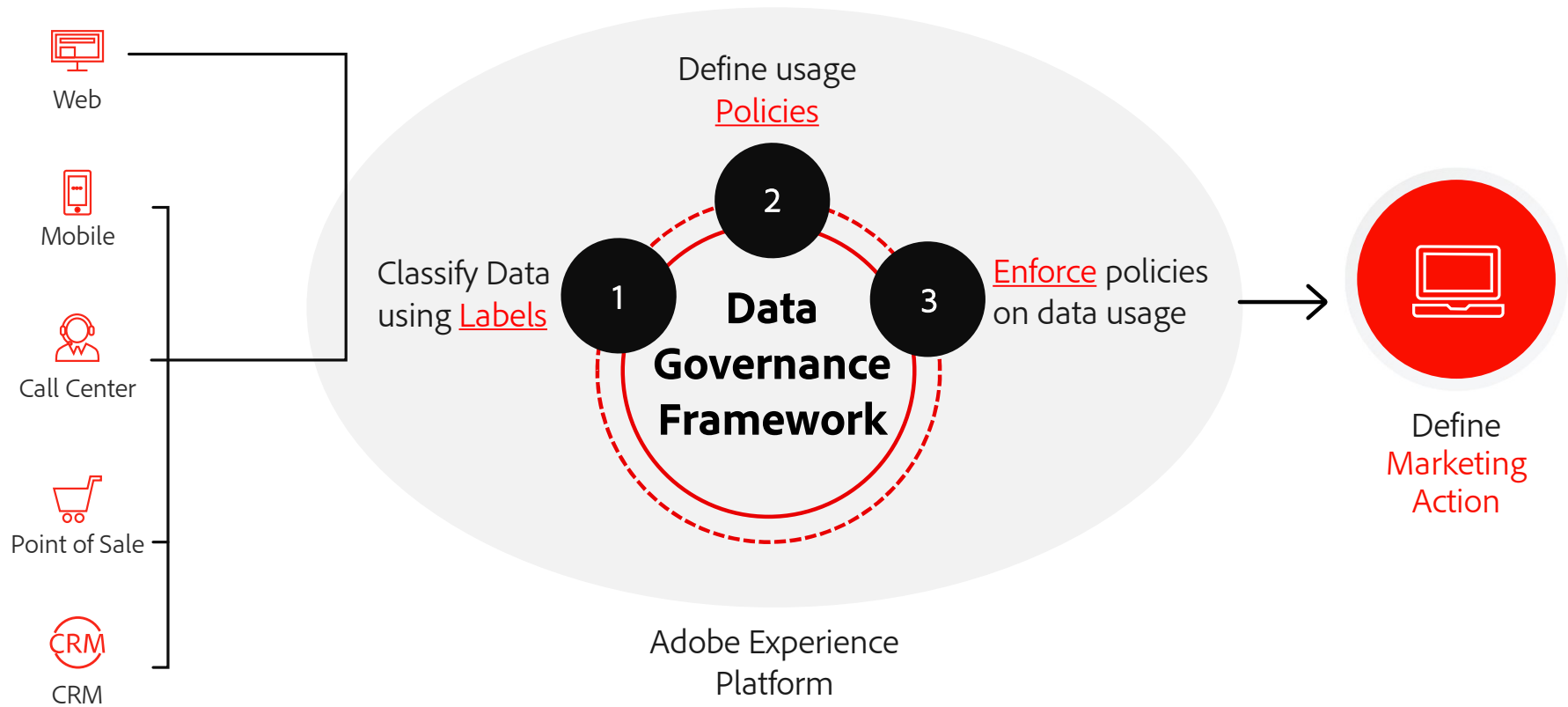
Describe what types of actions are NOT allowed based on the classification of data



Consent Policies

Automatically enforce consent through policies. Exclusion of non-consented profiles in segments

Framework to govern data usage on Adobe Experience Platform



Classify Data

Types of governance labels



Contract Labels

Categorize data that has contractual obligation



Identity Labels

Categorize data that can identify or contact a specific person



Sensitive Labels

Categorize data related to sensitive data such as geographic data

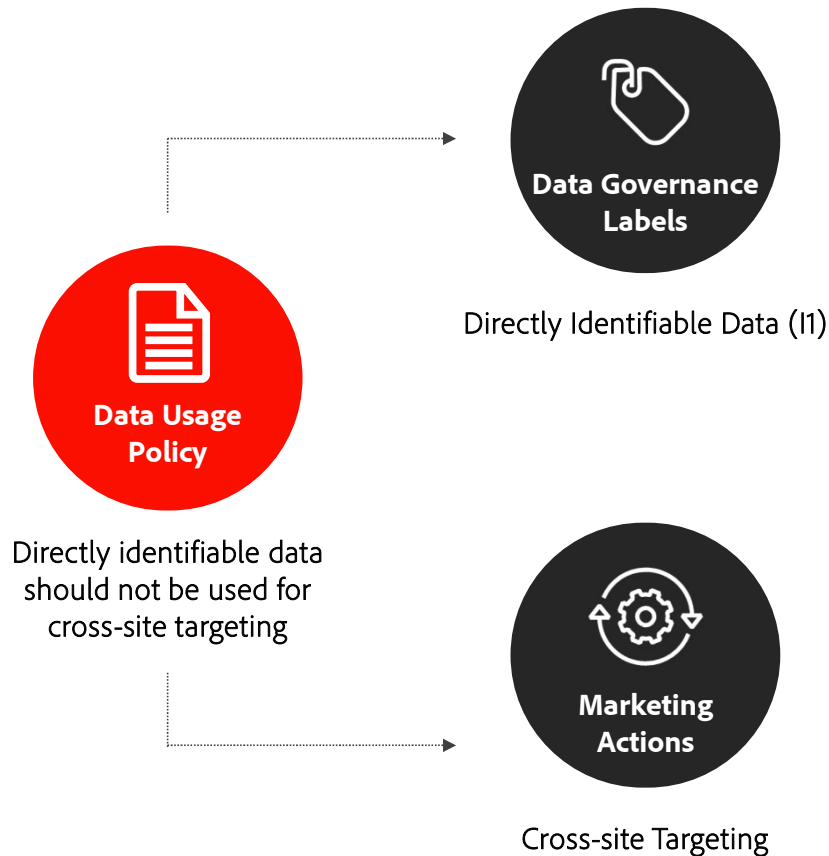


Custom Labels

Categorize data based on your business and industry needs

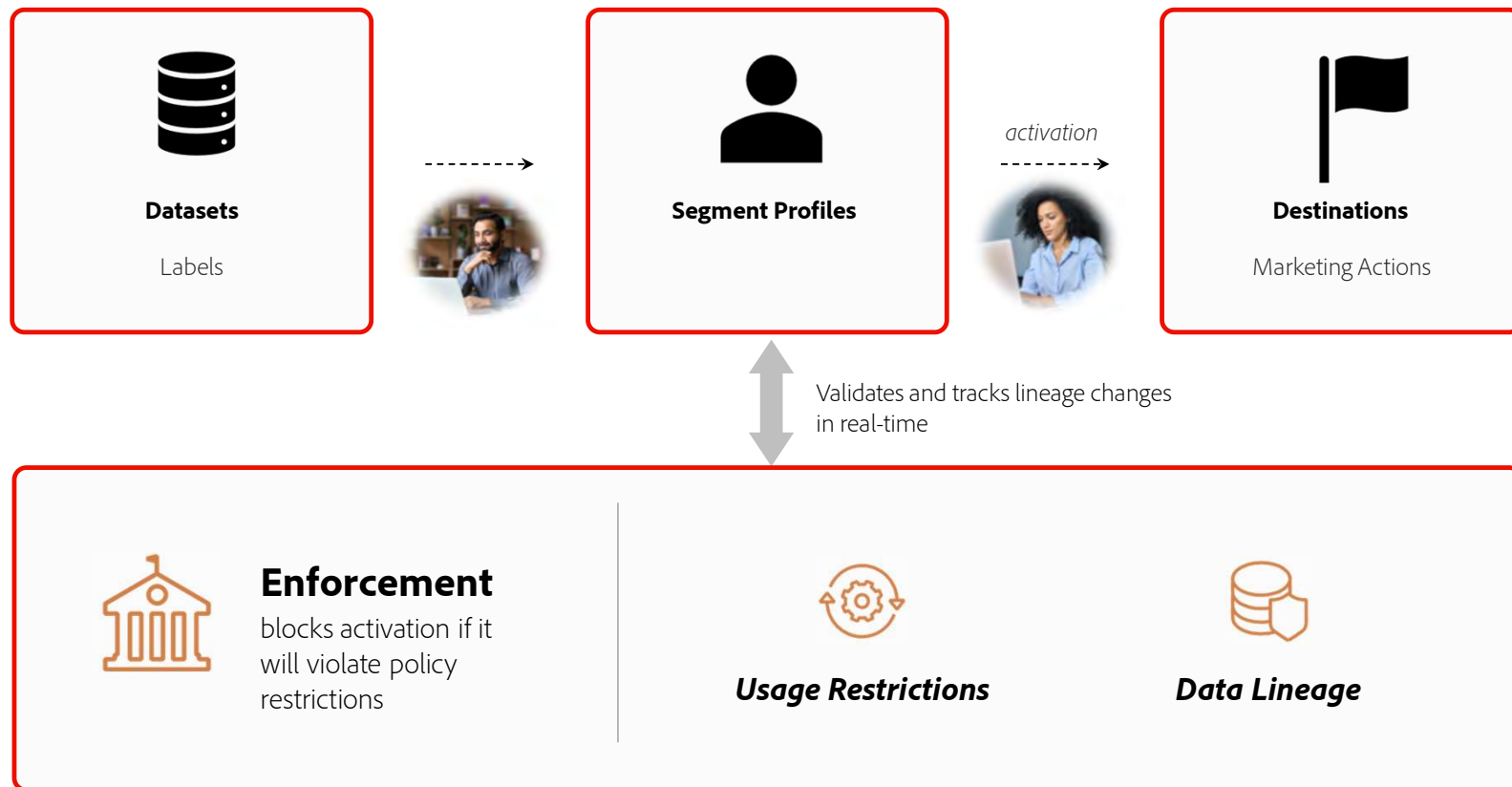
Define data usage policies

policy definition example



A **data usage policy** describes what data usage **actions** are NOT allowed based on the **classification** of data

Automated enforcement of restrictions on Activation



Automated Data Usage Policy Enforcement *Key Feature Highlights*

- Lineage context on what policies are violated and why
- Granularity allows using policy compliant attributes
- Proactively blocks policy violating changes on activated data

The screenshot displays a user interface for handling a data governance policy violation. At the top, a header reads "Data governance policy violation detected" with a "Close" button on the right. Below the header, a section prompts the user to "Select a policy to view details and data lineage for the policy violation." A dropdown menu shows "Restrict fitness data usage" as the selected policy. To the right, a "Violation summary" box explains that the policy restricts data access based on specific conditions: "Dataset contains ANY of the labels S3" and "Destination contains ANY of the marketing actions Social Media Retargeting". It also lists the "Action attempted" as "Activate destination Facebook" and provides a "Possible resolution" with four steps: "Modify segment attributes or merge policy", "Remove segment included in a destination", "Remove datasets from merge policy", and "Check dataset governance label". Below the summary, the "Data Lineage" section features a "Filter" icon and a "List view" toggle. The lineage diagram itself is a horizontal bar showing the flow from "Health Activity Event Data" (a Dataset) through a "Dataset Precedence" (Merge policy) to "Customers with Recent..." (a Segment), which then flows to "Facebook" (a Destination). A legend at the bottom identifies the colors for Dataset (blue), Merge policy (orange), Segment (pink), and Destination (yellow).

Putting it into practice:

Applying Data Governance

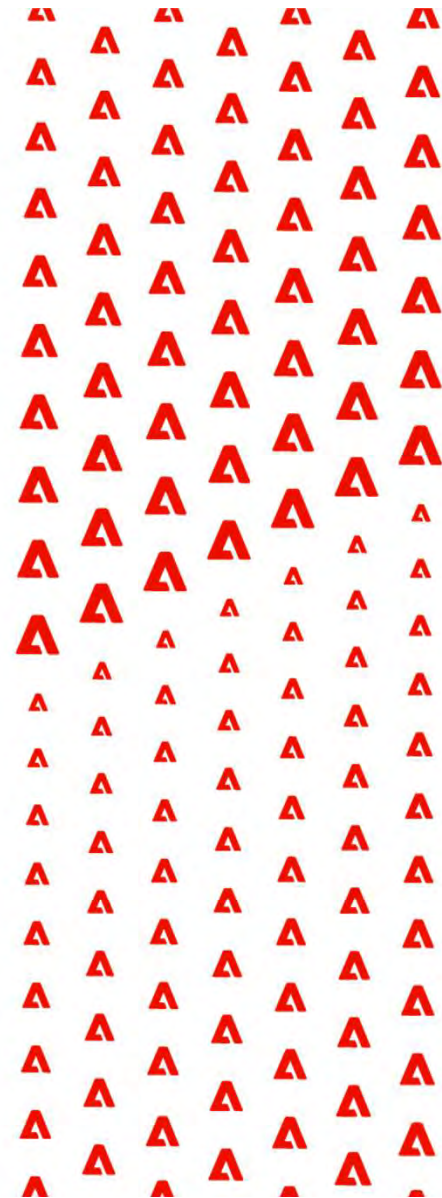
Demo

1. Apply I1 label to a schema field to identify directly identifiable data
2. Create and enable usage policy
3. Apply marketing action to destination
4. Attempt to map a segment with directly identifiable data to the destination



Product

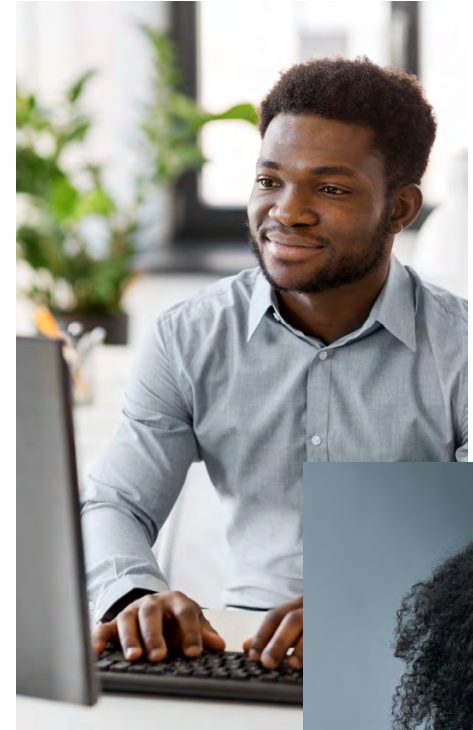
Identity Service



Setting up for success:

Identity Service & Real-Time Customer Profile

- Through schema design and data ingestion, key fields are marked for identity. In doing so, IDs are sent to Identity Service which allows for the stitching of identities from disparate sources, creating a comprehensive view of known customers.
- **Data architects** can use standard and/or custom *namespaces for business-specific identities*
- **Marketers** can utilize the identity graph as a visual representation of how customers interact with the business across different channels



Identity Service

Gain a comprehensive view of your customer, and their behavior, across devices and systems

Manage and update identity data in real-time

Identity Collection

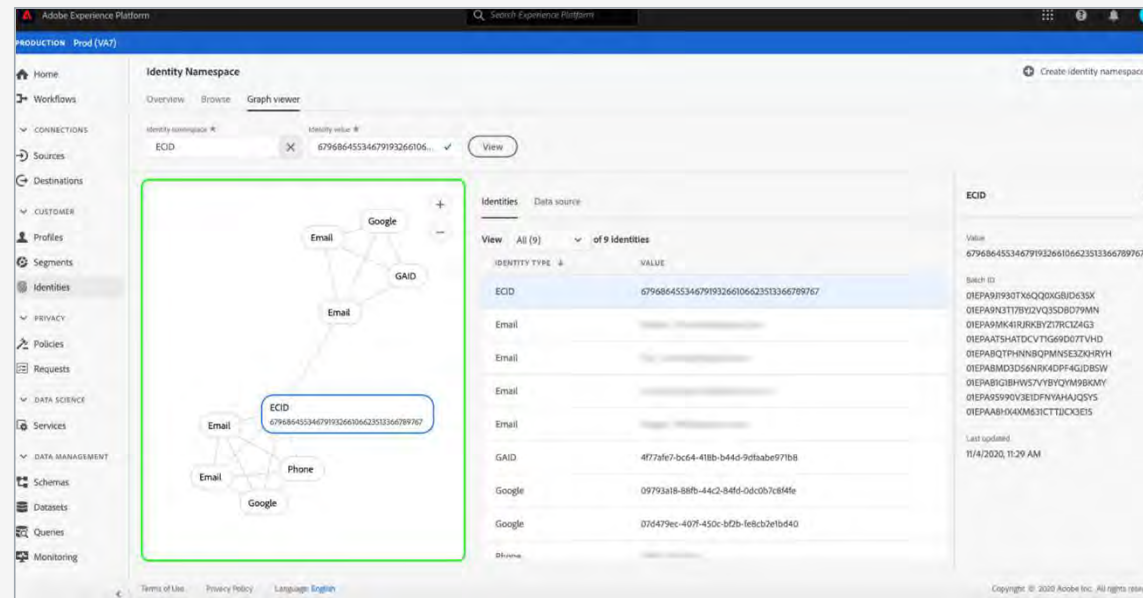
Ingest identity data including standard IDs, standard namespaces and custom namespaces

Graphing

Leverage a deterministic algorithm to reconcile devices and logins across customer activity

Visualization & Validation

Map relationships between different identities and validate identity stitching within a graphical user interface



Identity Graph Viewer



Standard IDs & Namespaces



Custom Namespaces



Identity Graph



API Accessible



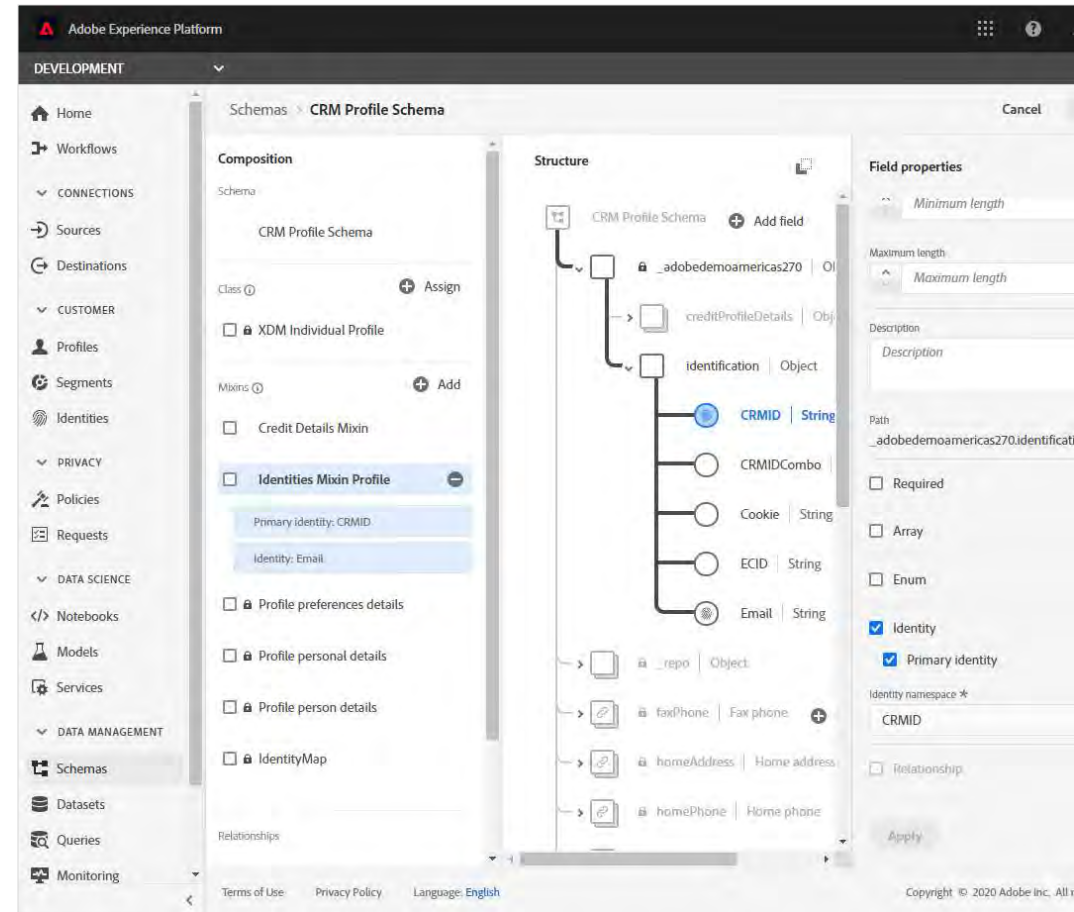
Privacy Service Integration



Visualization & Validation

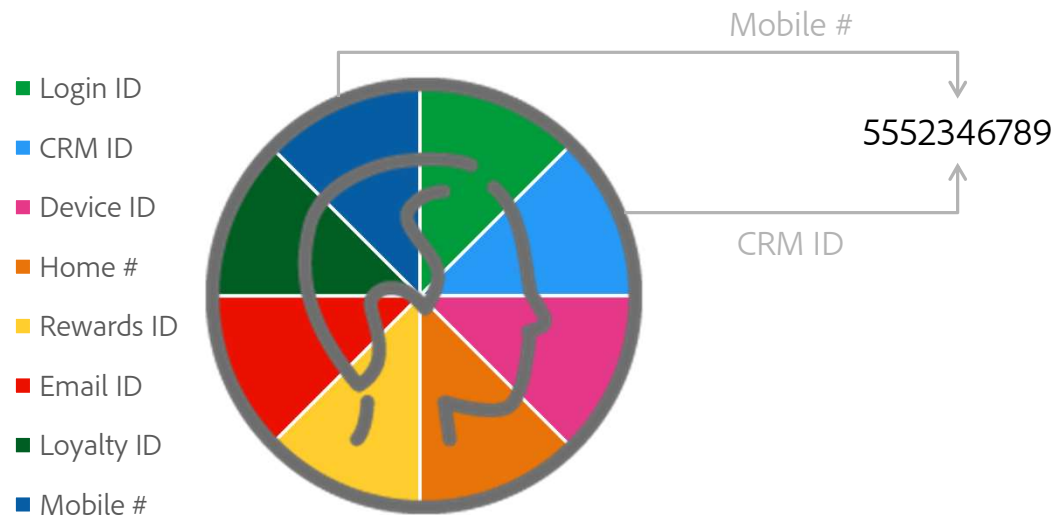
Identities

- Key fields can be marked as “Identity”
- “Primary identity” merely tells Profile how to reconcile/store profile fragments
- Fully qualified identity includes an ID value and a namespace
- Two or more identity fields in a schema create a relationship in the Identity Graph
- All identities are ingested into the Identity Graph



Identity Service | Identity Namespaces

Identity namespaces are a component of Identity Service that provide context to which an identity relates.



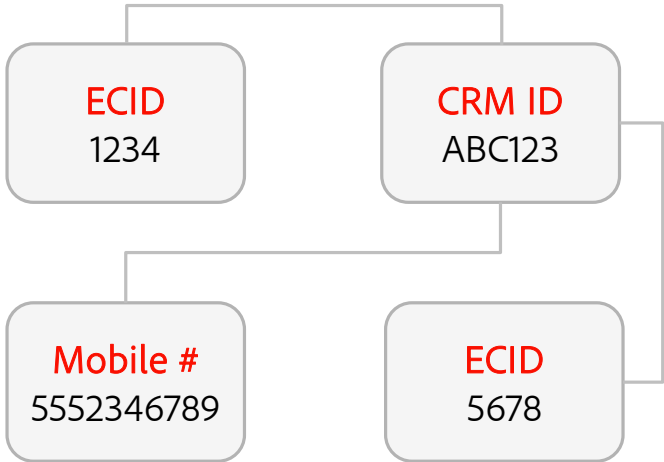
Identity Graphs

ExperienceEvents

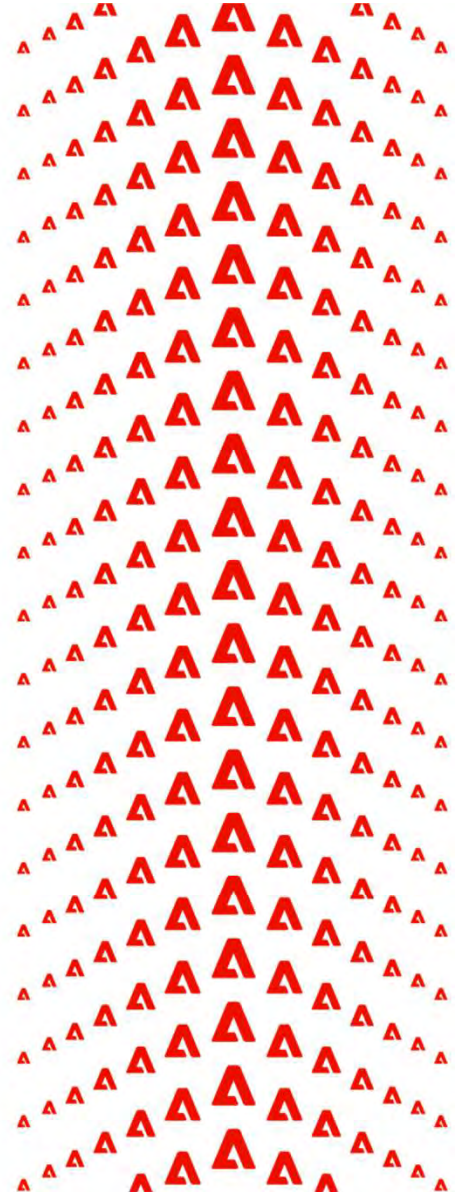
Channel	Time	Event	ECID	CRM ID	Mobile #
Mobile	8:00 AM	pageview	1234		
Mobile	8:05 AM	log_in	1234	ABC123	
Desktop	10:00 AM	pageview	5678		
Desktop	10:05 AM	pageview	5678		
Desktop	10:10 AM	log_in	5678	ABC123	
Call Center	5:00 PM	call		ABC123	5552346789
Mobile	7:00 PM	pageview	1234		

Individual Profile

CRM ID	Mobile #	FName	LName	DOB	Gender
ABC123	5552346789	John	Doe	6/14/1946	Male



Real-time Customer Profile



Real-time Customer Profile



Profile Store

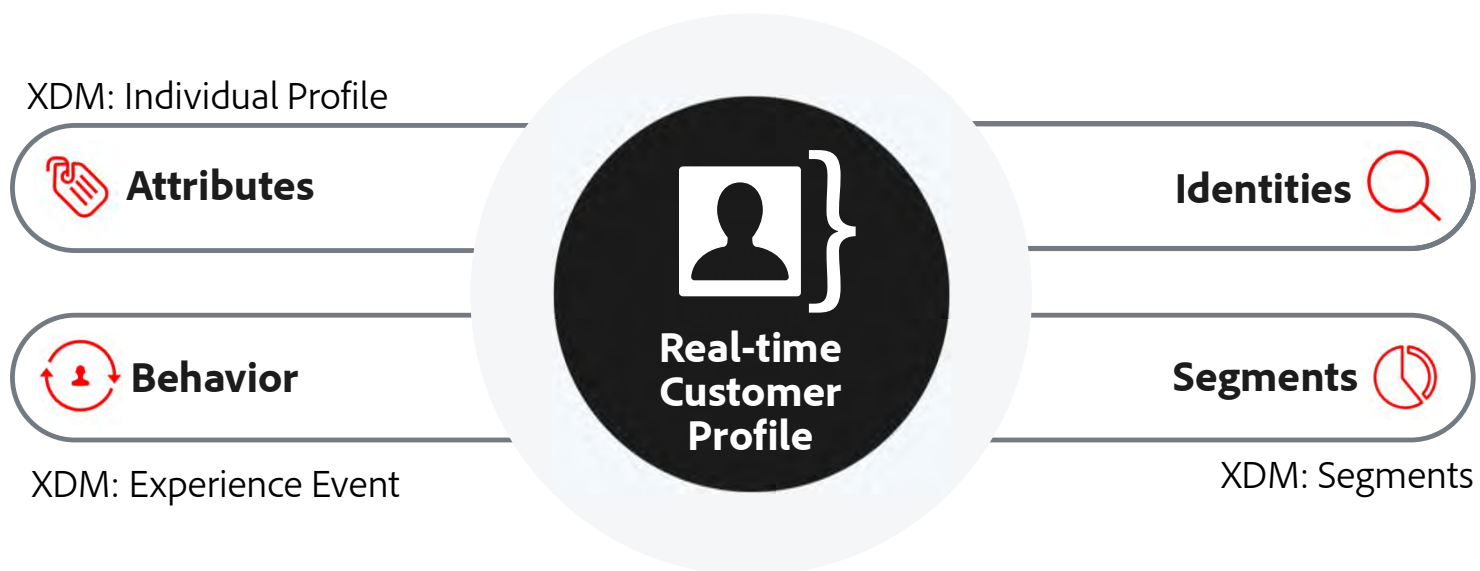


Profile Fragments



Merge Policies

Data Representation



XDM Union: Individual Profile

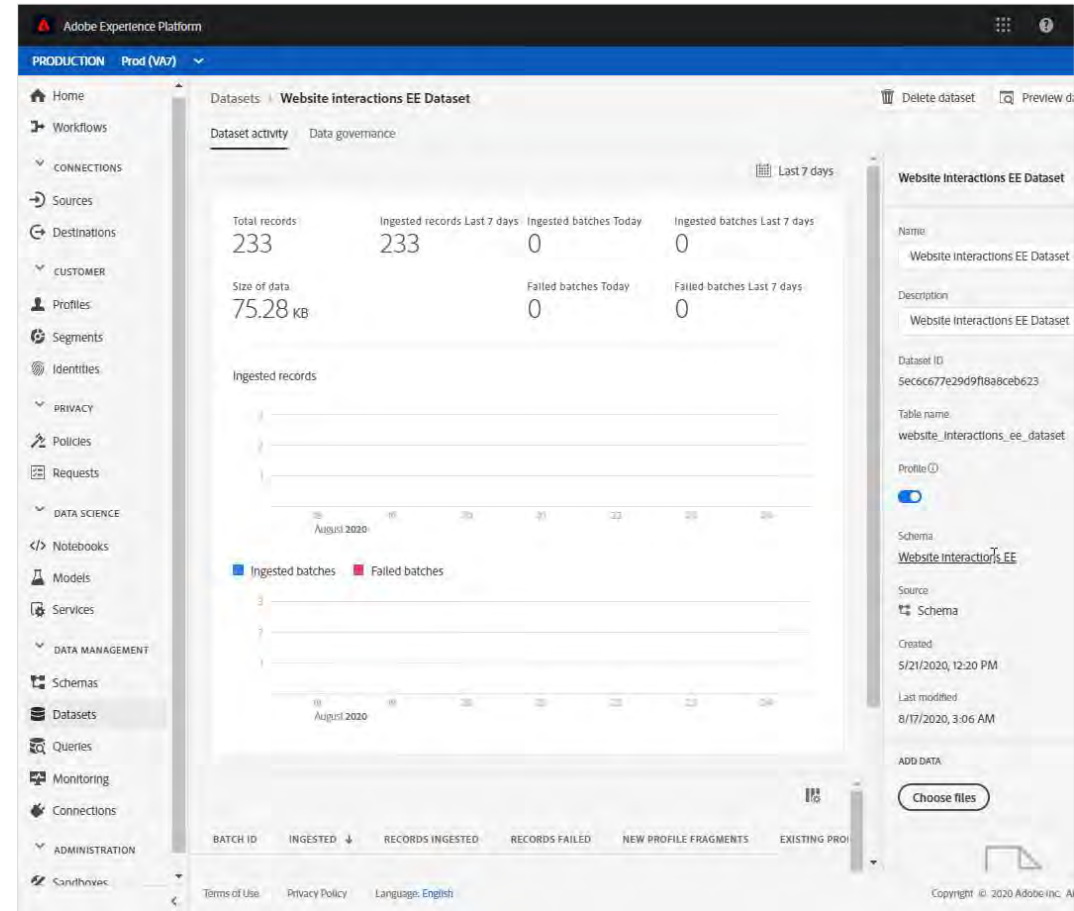
	CRMID	FirstName	Last Name
	44	John	Doe
	21	Jane	May

	CRMID	date	Activity
	44	1/1/2019 16:01	Add To Cart
	21	4/5/2019 08:05	Call Ended

	CRMID	Segment Id	Entered
	44	abc-123-def	7/5/2019 11:01
	21	abc-456-xyz	9/8/2019 04:01

Profile Store

- References union schemas
- Must toggle Profile switch “on” for schema and dataset
- Permanent once enabled
- Identity Graph matches up profile fragments and identities



Merge Policies

When bringing customer profile data together, merge policies are the rules Platform uses to determine how data will be prioritized and what data will be combined to create a unified view.

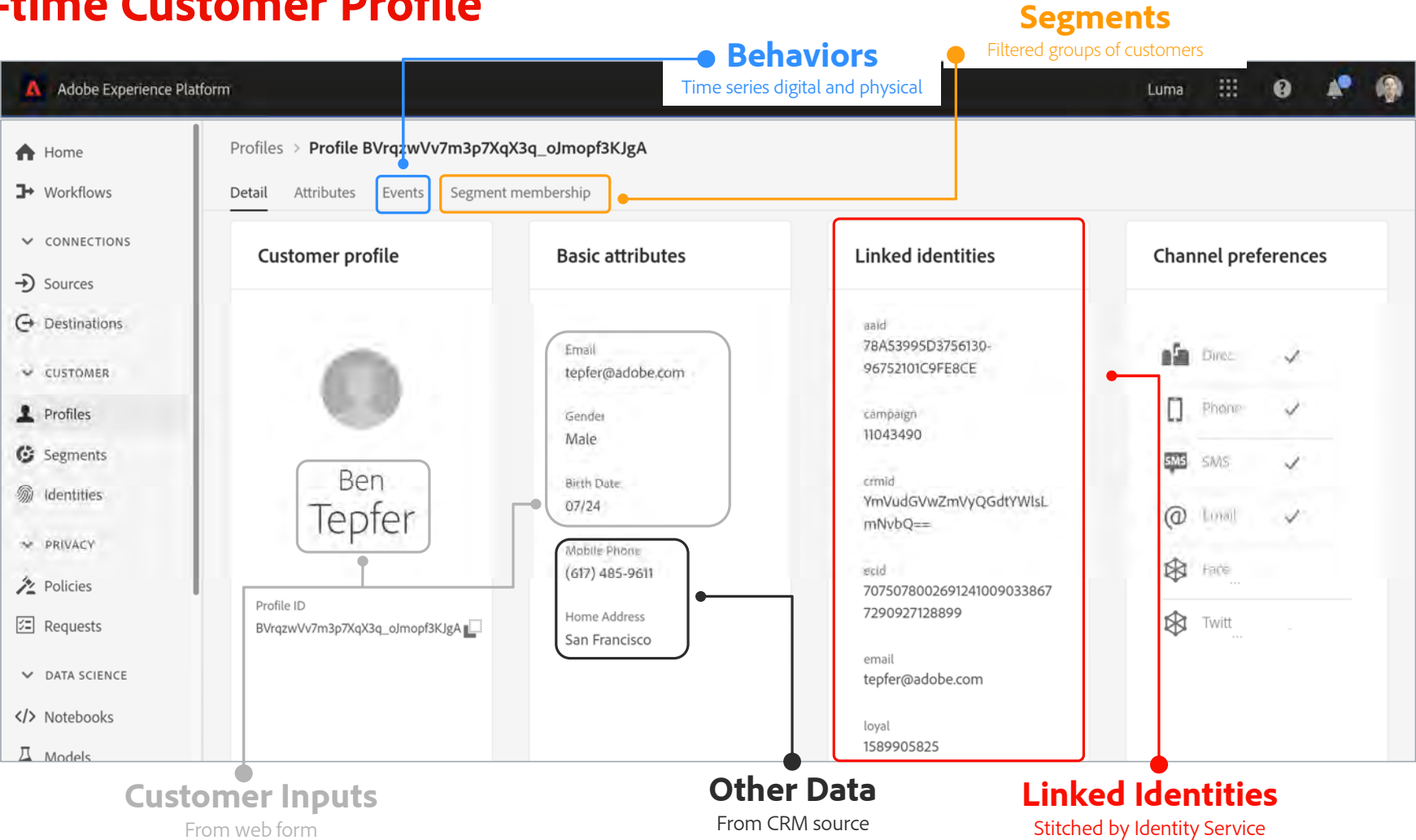


**Dataset
Precedence**



**Timestamp
Ordered**

Real-time Customer Profile



Putting it into practice:

Identity Service & Real-Time Customer Profile

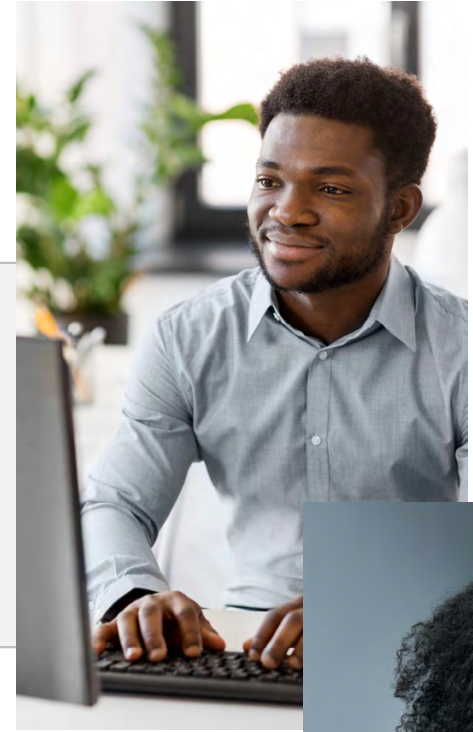
1. Navigate to Profiles page in AEP UI
2. In Browse tab, search demo customer email address. View customer profile fragment
3. Visit [demo site link](#) JM330
4. Perform behavioral actions on site
5. Search for your ECID profile. View experience events
6. Log in on demo site
7. Refresh AEP UI. View the unified profile. View identify graph

Steve has now

- ✓ Created custom namespaces
- ✓ Marked key fields in the schema for identity
- ✓ Enabled the schema & dataset for Profile
- ✓ Ingested the data

Marsha can utilize

- ✓ The identity graph to view the different devices where customers are reachable
- ✓ The customer profile to view key attributes, events, qualifying segments, and marketing preferences

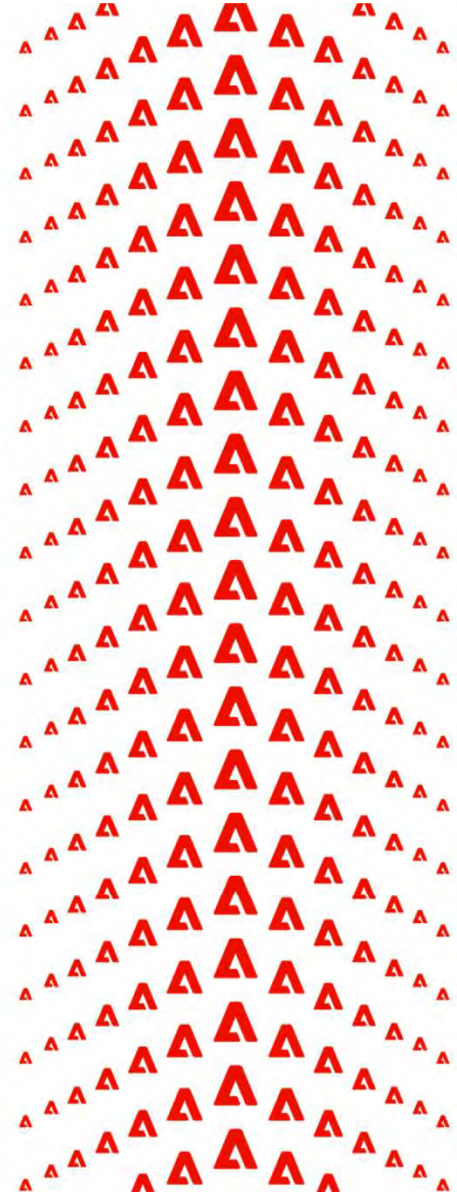


Slide 48

JM330 [@Sheyla Sanchez], [@Alyque Ajani], [@Andrew Rex] - does this need a link added?
Jessica Mays, 1/24/2024

Product

Audiences



Setting up for success:

Audiences

- As a marketer, Marsha is tasked with building out audiences to target across different marketing campaigns and channels
- Some key responsibilities for Marsha:
 1. Understand current marketing initiatives and audience requirements
 2. Use Adobe Experience Platform's self-serve UI to build logical segments
 3. Identify destination channels to target



Audiences Capabilities



Use profile attributes, events, or other audiences



Dynamically compare values using variables

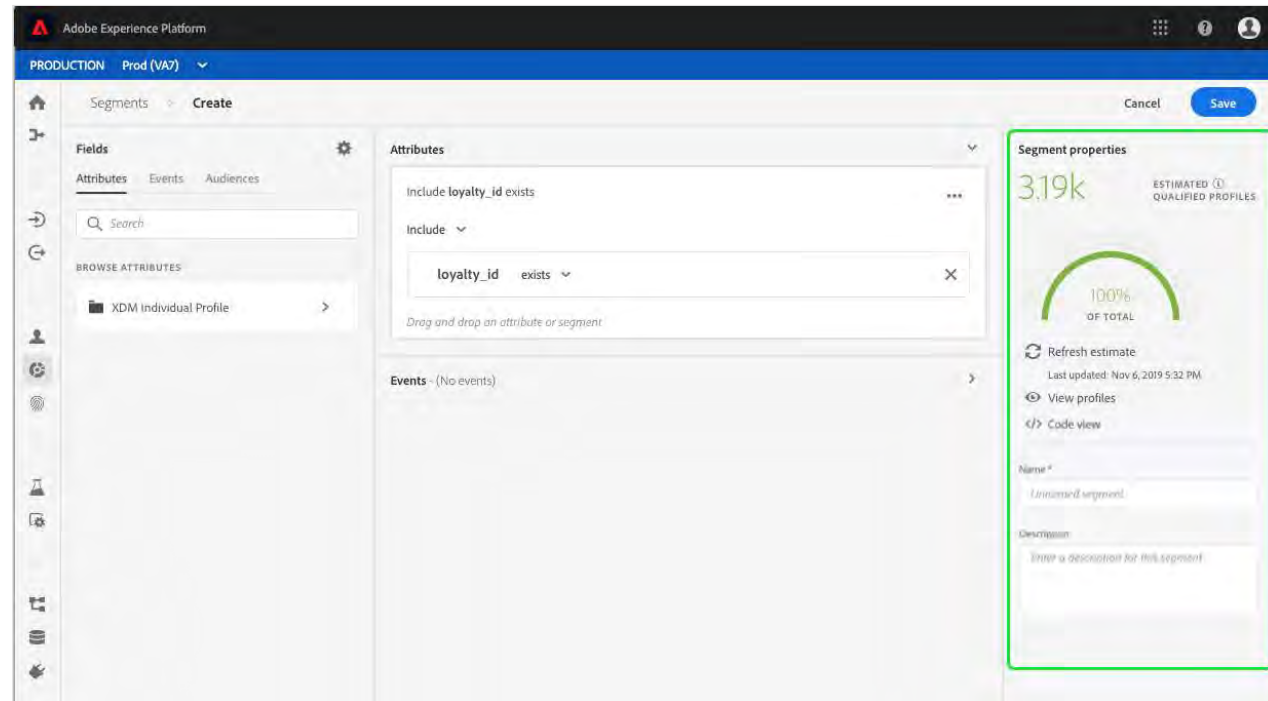


High Powered Engine

- Time, sequential
- Multi-Entity
- XDM enabled scale
- Defined merge rules

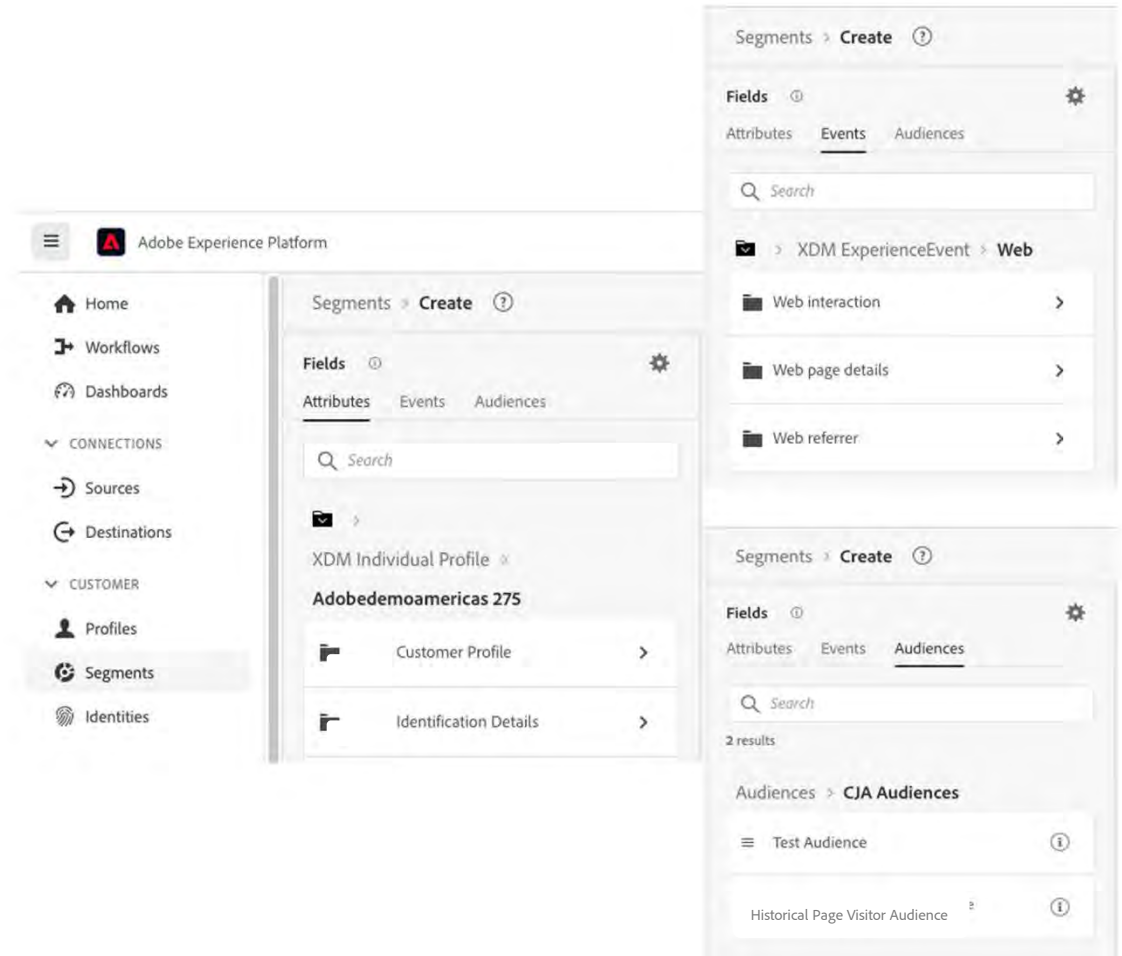


Evaluate in batches or segment as data streams into Real-time Customer Profile



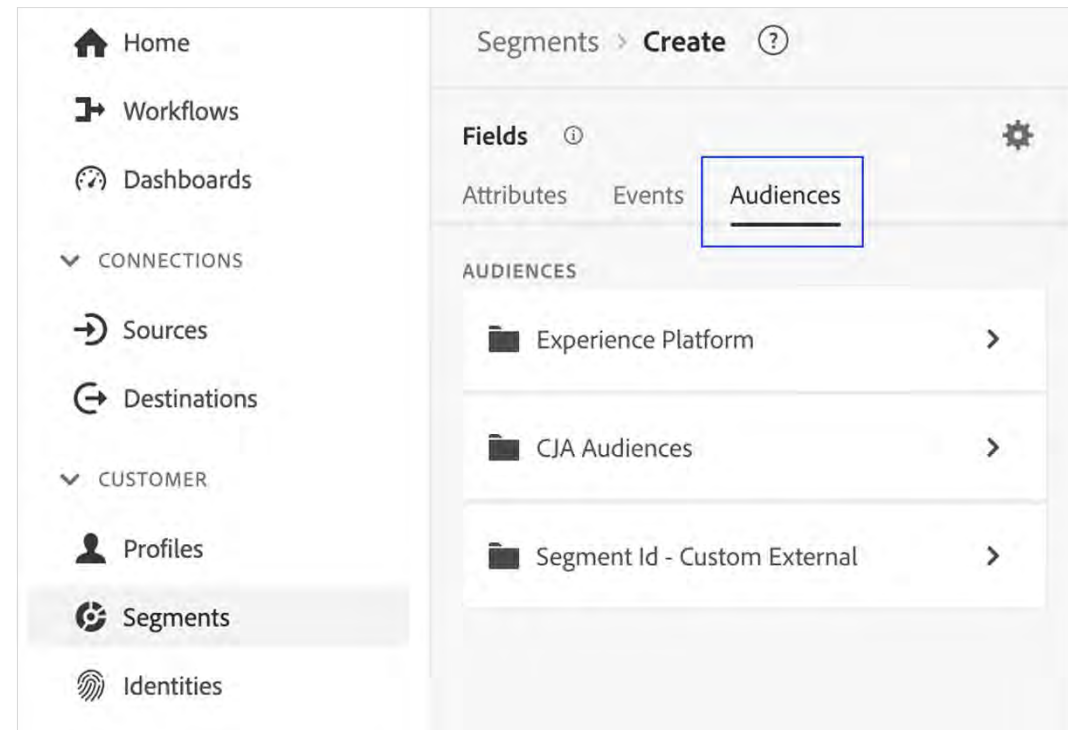
Building Blocks of Audiences

- **Attributes:** use one or more individual profile attributes
 - Product SKU
 - Coupon Redeemed
 - Demographic Details
- **Events:** use transactional / interaction / behavioral / engagement data
 - Page views
 - Button clicks
 - Conversion events
 - Call center actions
- **Audiences:** use *pre-created* segments to define new segments



Using Existing Audiences

- **Importing audiences from external systems**
 - Onboard segment metadata
 - Onboard audiences that are part of segments from above
- **Reusing existing AEP segments:** Use segments previously created in Adobe Experience Platform in new segments
 - Use *Audiences* in its entirety
 - Re-use logic to avoid recreating
- **Audience segments from CJA:** Build audiences in CJA and enhance in RTCDP



Audience Evaluation

Edge Evaluation

Evaluate segments instantaneously on the edge, enabling *same page and next page personalization* use cases.

- Requires Web SDK to send data via the Adobe Edge Network
- Segment logic meets [edge segment query types](#)

Streaming Evaluation

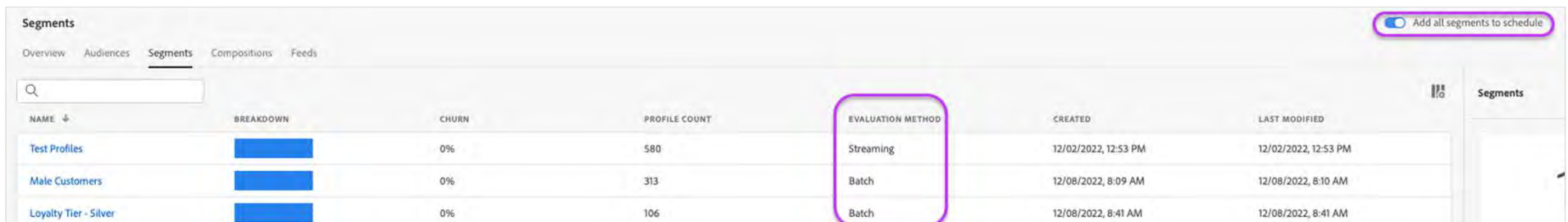
Evaluate segments as data lands into Platform. Near real-time data richness without scheduled jobs

- Requires data to be streamed into Platform
- Segment logic meets [streaming segment query types](#)

Batch Evaluation

Moves profile data at once through ALL Segment definitions to produce corresponding audiences

- Batch segments can be evaluated on a daily schedule



Segments						
☒ Add all segments to schedule						
NAME ↓	BREAKDOWN	CHURN	PROFILE COUNT	EVALUATION METHOD	CREATED	LAST MODIFIED
Test Profiles		0%	580	Streaming	12/02/2022, 12:53 PM	12/02/2022, 12:53 PM
Male Customers		0%	313	Batch	12/08/2022, 8:09 AM	12/08/2022, 8:10 AM
Loyalty Tier - Silver		0%	106	Batch	12/08/2022, 8:41 AM	12/08/2022, 8:41 AM

Lookalike Audiences

Leverage intelligent insights to discover and activate high-value profiles that share similarities with a selected seed audience

Improve marketing performance with intelligent targeting and expanded reach in a marketer-friendly UI

AUDIENCE EXPANSION

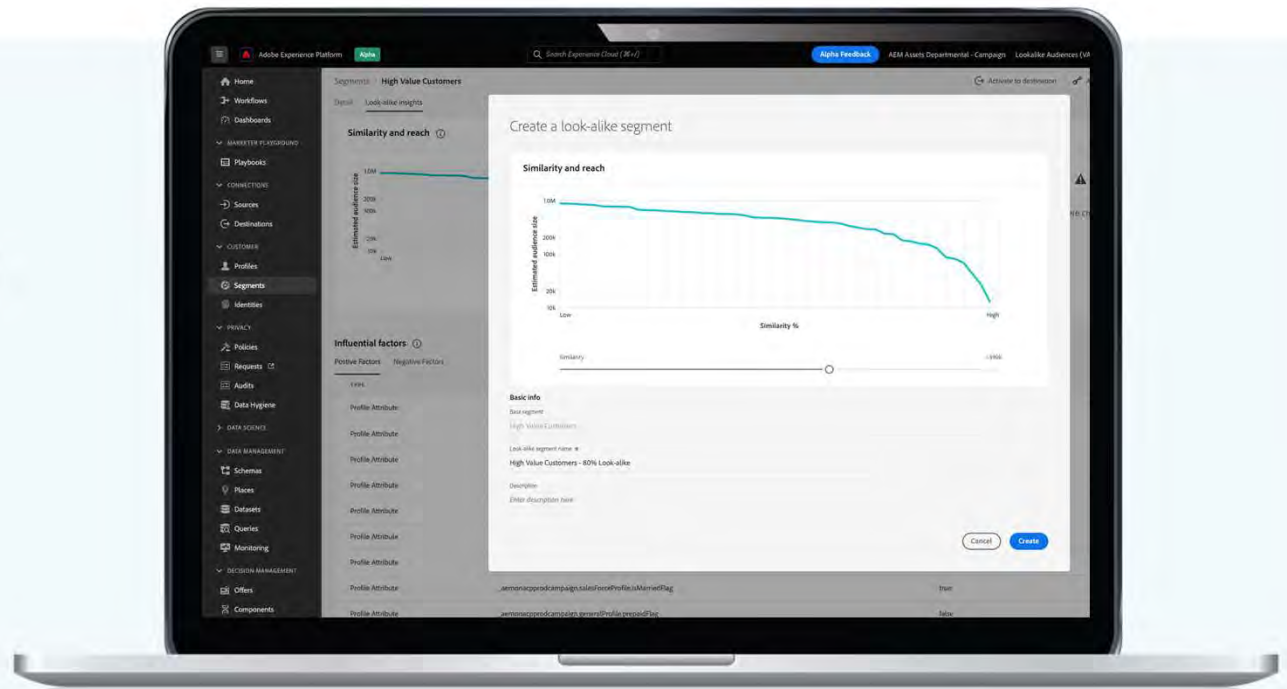
Create expanded audiences of Lookalike profiles based on existing seed audiences in Real-Time CDP

AI/ML INSIGHTS FOR AUTOMATED DISCOVERY

Use AI/ML insights into key characteristics of existing audiences to discover similar profiles and enhance personalization

DELIVERED WITH TRUST

Apply data usage and consent policies to responsibly use audience data for Lookalike audience creation



Available for Real-Time B2C and B2P Consumer workflows

Audience Access via API



POST Export Job

POST <https://platform.adobe.io/data/core/ups/export/jobs>

Authorization Headers (4) Body Pre-request Script Tests

form-data x-www-form-urlencoded raw binary JSON (application/json)

```
1 {
2   "filter": {
3     "segments": [
4       {
5         "segmentId": "47d8bd6a-78d3-4530-8ed9-d917227e0a62"
6       }
7     ]
8   },
9   "destination": {
10    "datasetId": "5baab7c2215683000fd6ab0"
11  },
12  "schema": {
13    "name": "_xdm.context.profile"
14  },
15  "mergePolicy": {
16    "id": "6789d76a-2008-43e7-94e1-d68312ff7a37",
17    "version": 1
18  }
19 }
```

Profile Export Results

All Profile Schema					
	person.name.lastName	createdByBatchID	workAddress_schema.longitude	workAddress_schema.latitude	segmentMembership.kv
0	Haas	2014-09-09 01:03:27	0.0	0.0	realized
1	Rios	2011-10-14 19:08:13	-83.26	42.22	realized
2	Swanson	2012-04-30 01:32:56	0.0	0.0	realized
3	Mccarty	2011-06-10 19:53:06	0.0	0.0	realized
4	Strong	2011-12-28 01:35:34	-98.15	29.13	realized
5	Shaw	2014-01-04 06:54:33	-82.77	28.02	realized
6	McFarland	2015-10-02 08:49:55	-76.54	40.86	realized
7	Dennis	2016-08-29 01:46:02	-82.37	34.83	realized
8	Patrick	2014-09-05 03:15:38	0.0	0.0	realized
9	Franco	2014-01-21 02:31:19	0.0	0.0	realized

Putting into practice:

Audiences

- As a marketer, Marsha wants to identify
 - Luma Cart Abandoner
 - Luma Loyalty Members

Let's build out these audiences...



Product

Setting up for success:

Activation

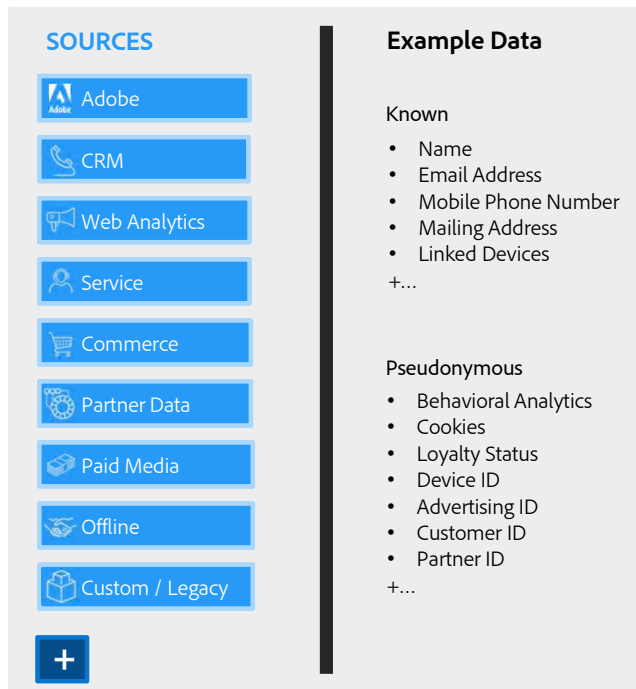
- Some key responsibilities of Marsha:
 - Understand current marketing initiatives and audience requirements
 - Audience based targeting through RT-CDP destinations
 - Web/mobile app personalization
 - 1:1 orchestration and personalization through AJO



Complete Customer Data Management with Real-Time CDP

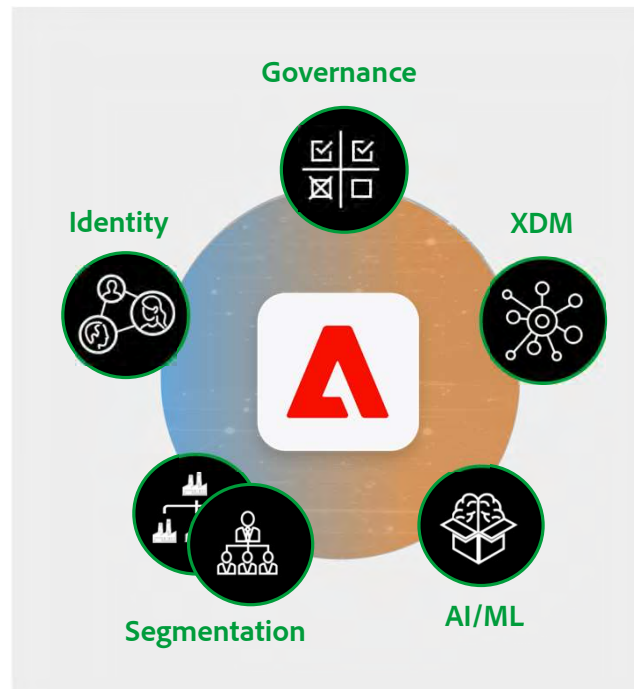
Data Collection

Flexible Data Ingestion



Real-time Profiles

Unified Customer Profiles

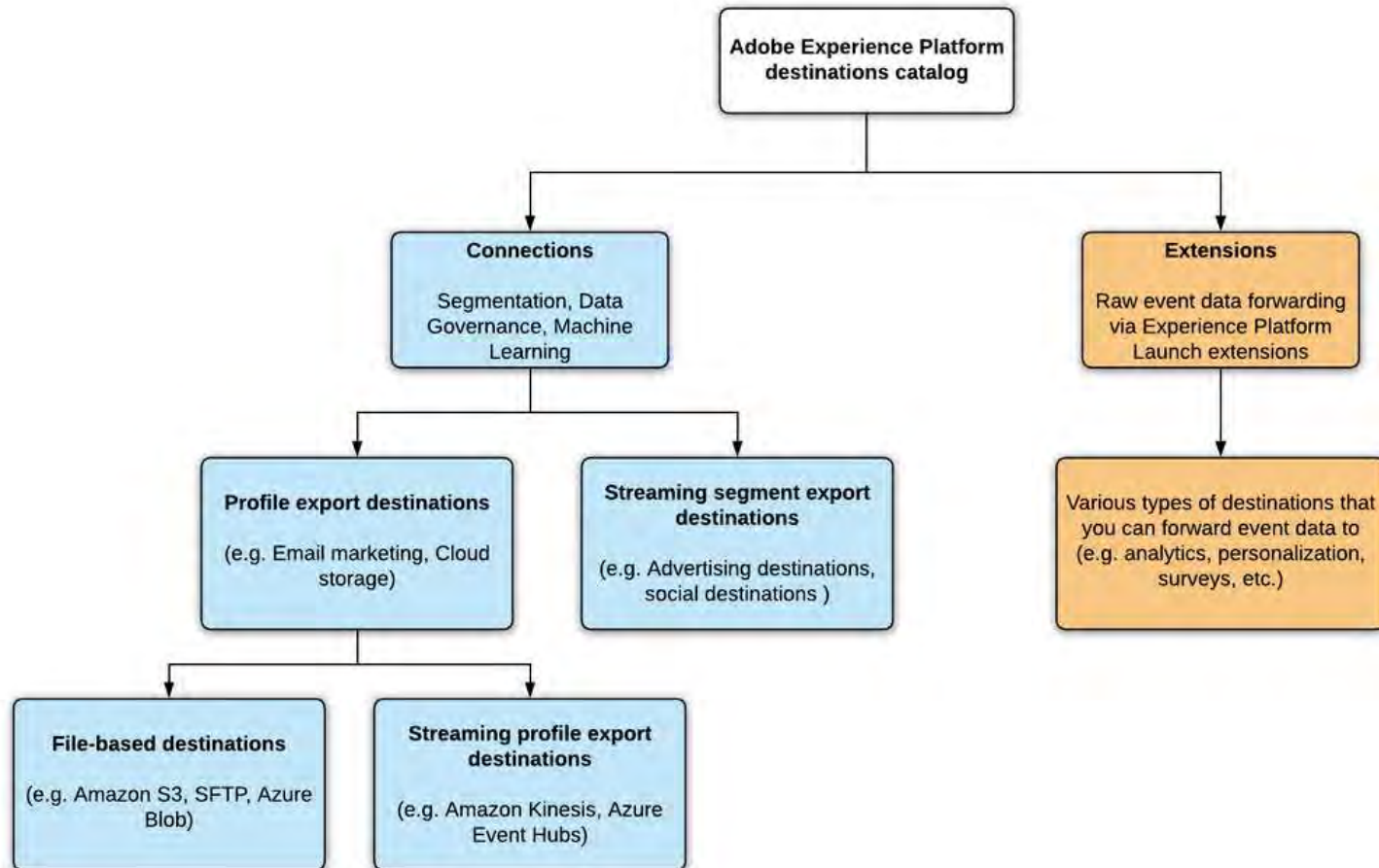


Destinations

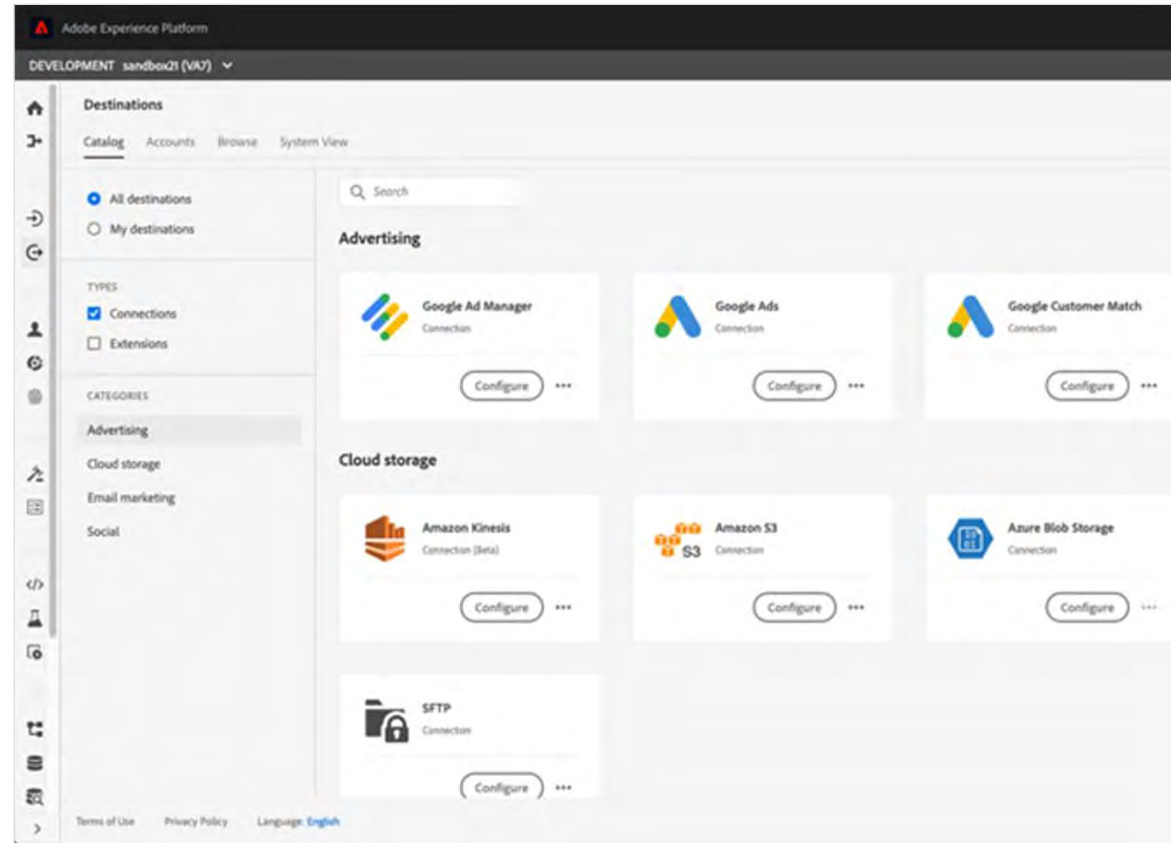
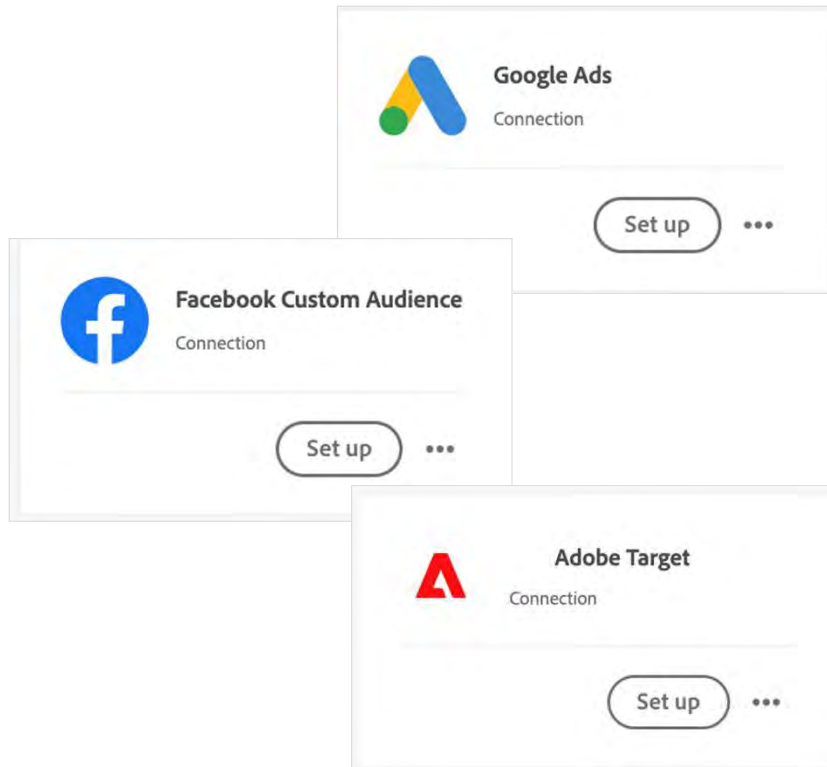
Activation Everywhere



Destinations Types | Connections & Extensions



Destinations | Explore UI



Putting into practice:

Activation

- A key responsibility for Marsha:
 - *Understand current marketing initiatives and audience requirements*
 - Audience based targeting through RTCDP destinations
 - Web/mobile app personalization
 - 1:1 orchestration and personalization through AJO
- Overview of what we are doing:
 - How a destination is configured to connect to an S3



Product

Experience Platform Recap

You just...

- ✓ Designed an Individual Profile Schema
- ✓ Ingested CRM profile data in batch
- ✓ Viewed a unified customer profile in the UI
- ✓ Built audiences using different sources of data
- ✓ Mapped an audience to destination

Other Things to Consider:

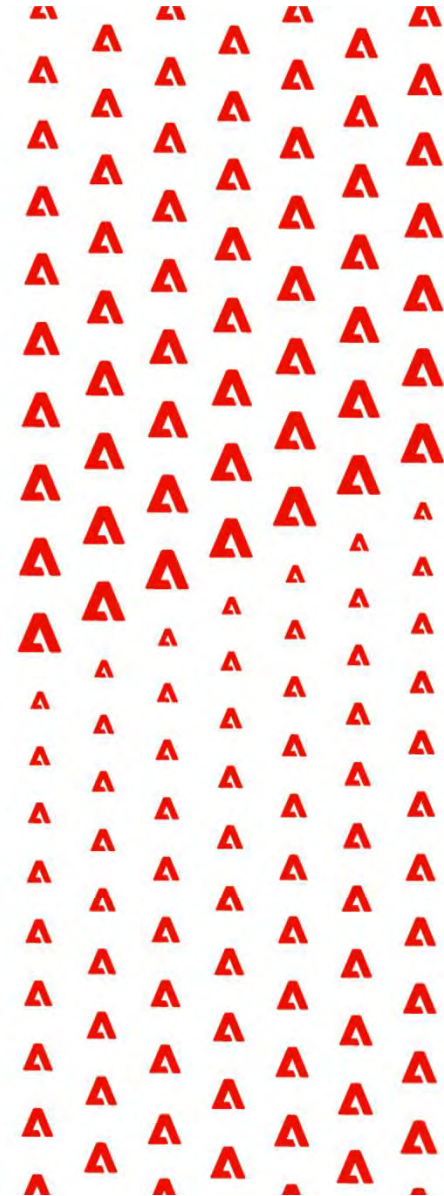
- ✓ Governance can be applied to
 - Restrict access to data
 - Restrict marketing actions
- ✓ UI workflows can be automated via platform APIs

Best Practices:

- ✓ Data architect to collaborate with Marketing team
 - Know what data is needed for segmentation
 - Know what identifiers are needed in destinations
- ✓ Always consider **GOVERNANCE** during data modeling, before data ingestion
- ✓ Have standard naming conventions for your segments
- ✓ Segmentation should drive data modeling
- ✓ Apply governance policies where applicable

AEP Vision Roadmap

Enhanced Product Adoption through Innovation

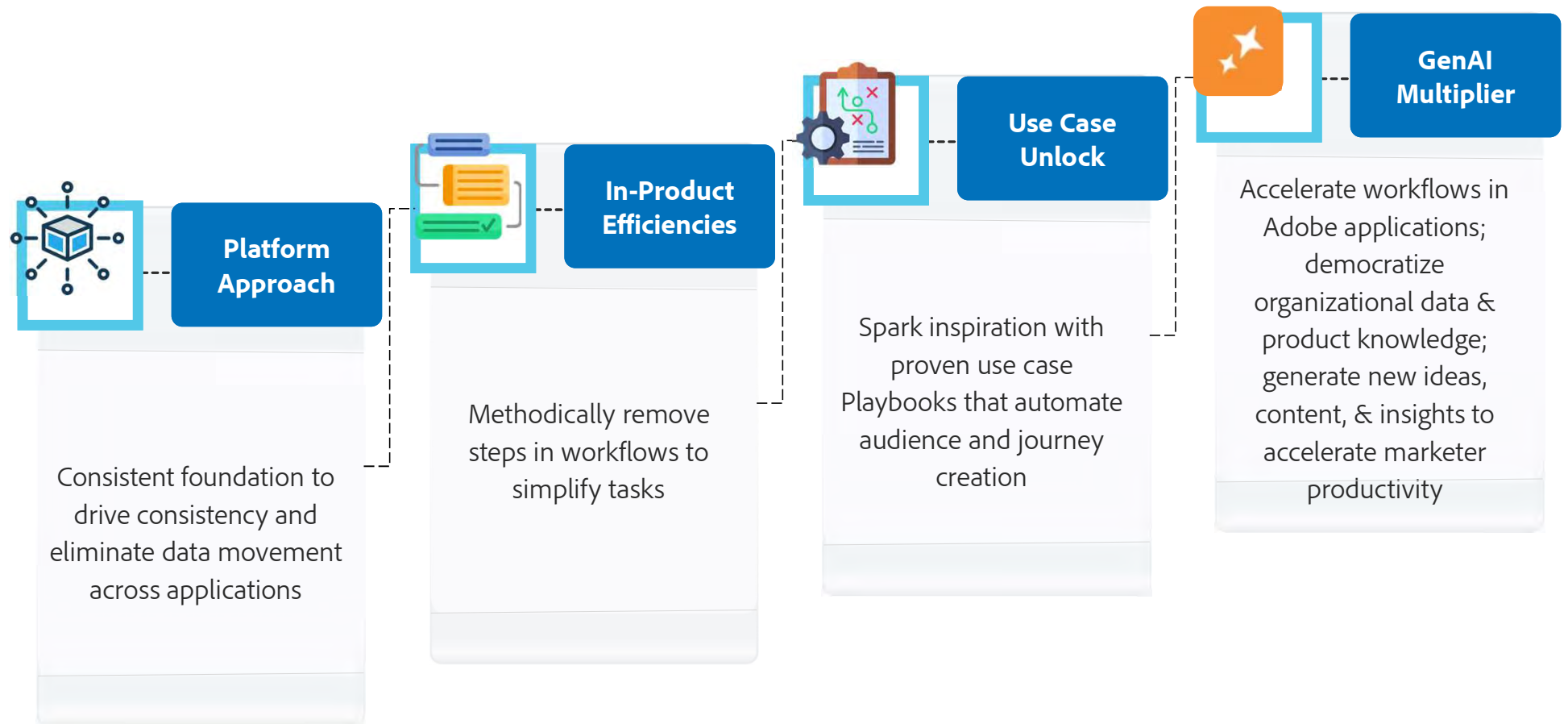


Organizational Challenge:

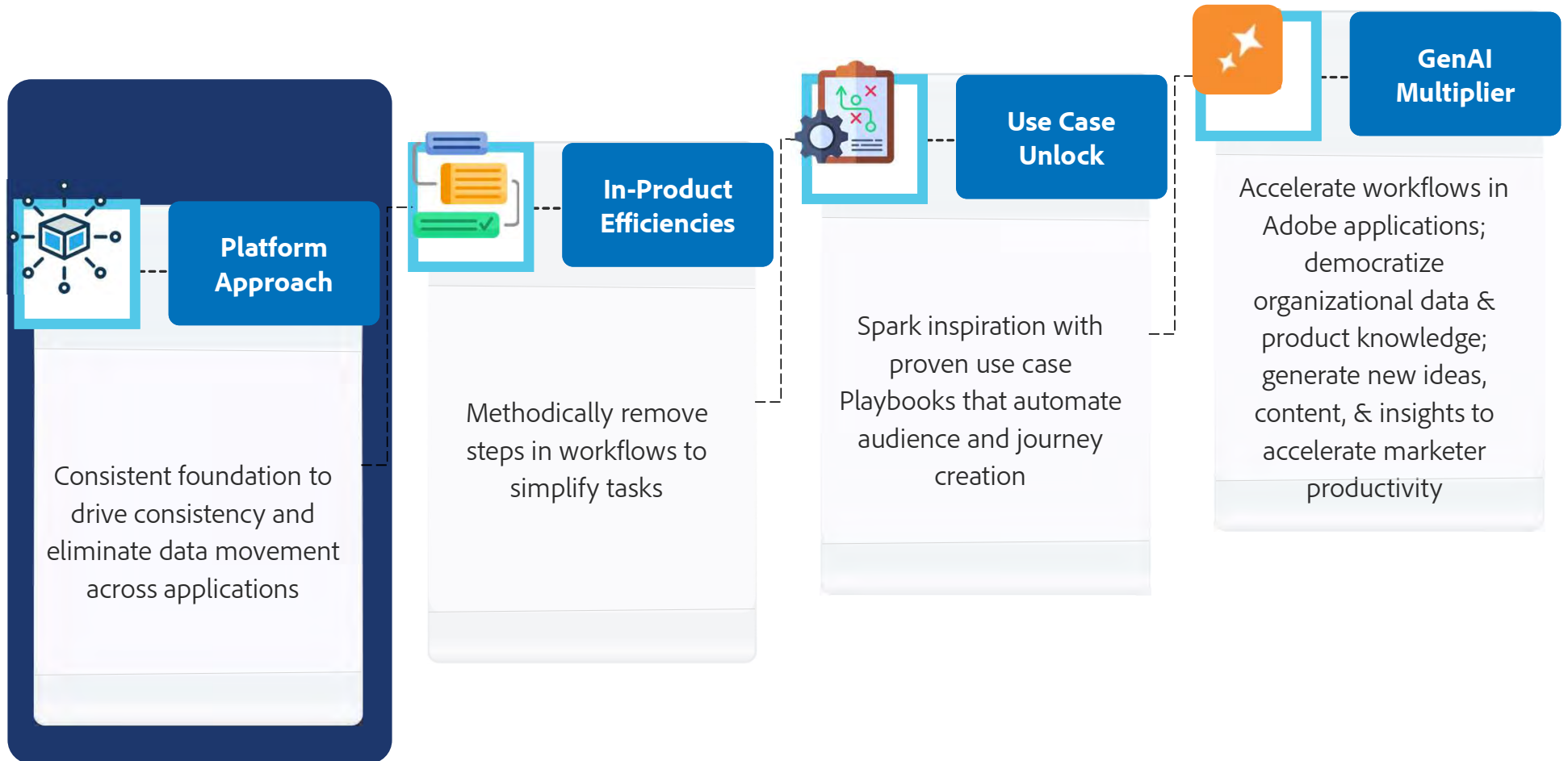
Technology alone cannot bring about operational efficiencies, but the best technologies should aim to simplify adoption & enhance cross-department collaboration



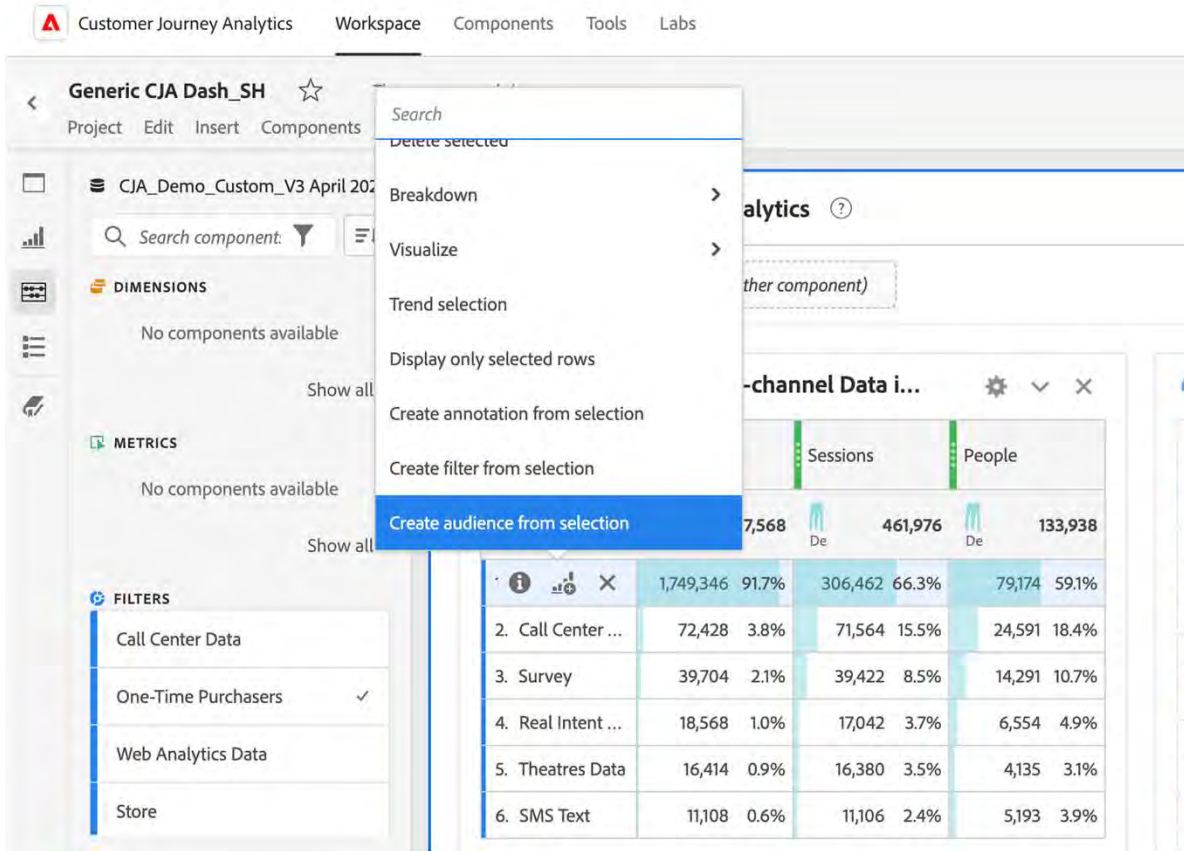
Adobe's approach to value acceleration = focus on ease of implementation & adoption



Platform Approach – Unified data foundation



Connect Analytics & Marketing Ops Teams through Unified Platform



Enhance collaboration between your analytics & marketing teams through a single platform with distinct, purpose-built applications for the end-user.

- Same data and profiles used for measurement & activation use cases
- Expedite insights to activation by enabling audience publishing directly from analytics workspace
- Audiences published from Customer Journey Analytics can be consumed in RT-CDP for omnichannel activation or AJO for journey orchestration



A Consistent View of Profile & Identity to Support Activation & Measurement

The screenshot displays the Adobe Experience Platform (AEP) Unified Profile & Identity Graph interface. The top navigation bar includes the Adobe Experience Platform logo, a search bar, and environment information (US DSS Platform SC Demo, Prod Retail (VA7), Prod). The main content area is divided into several sections:

- Customer profile:** Displays the customer's name (Reina Retail), profile ID (BVpqCwhz0q3op2vq3rWopf8Hq3rWopfnKJg), and a placeholder for a profile picture.
- Basic attributes:** Lists personal information such as address (reina.retail@weretail.com), city (San Francisco), gender (female), birthDayAndMonth (11-18), number (626-496-1115), street (275 Havey Trail), and state (CA).
- Linked identities:** Shows various identifiers including Cmid (982357669), Ecid (58774246631828459466366271570962949975), Email (reina.retail@weretail.com), Email_lc_sha256 (B4e2075a9bb55236b436fa19308cf89e5f64184046b7e009), Loyaltyid (982357669-3870), Phone (626-496-1115), and Obfuscated_email.
- Latest Actions:** Lists recent actions such as actionTimestamp (2022-08-31T18:03:55Z), actionType (Product View), and actionProduct.
- Enrolled Promotions:** Displays promotional offers including eligibleOfferNames (Women's Category Offer), eligibleOfferTypes (Loyalty Program), and eligibleOffers (2).
- Customer Propensities Scores:** Shows propensity scores for various actions, such as propensityForCobrandCreditCardSignUp (89.17), propensityForLoyaltyProgram (91.47), and propensityForLoyaltyStatusUpgrade (85.14).

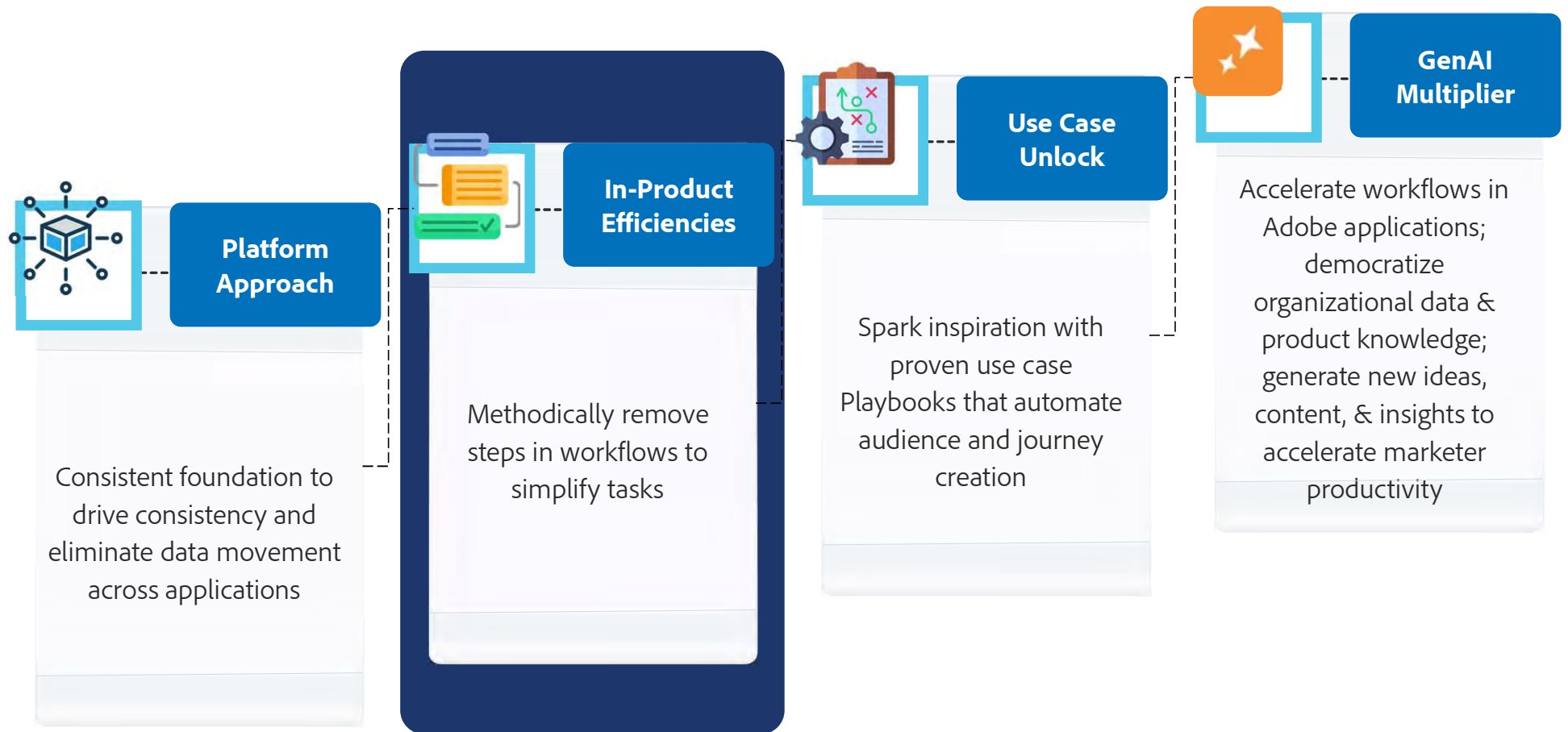
Additional controls include a 'Customize profile details' button and a 'Show display names' toggle.

A Unified Profile & Identity Graph supports activation, orchestration, & customer journey analysis activities to achieve 360 personalization

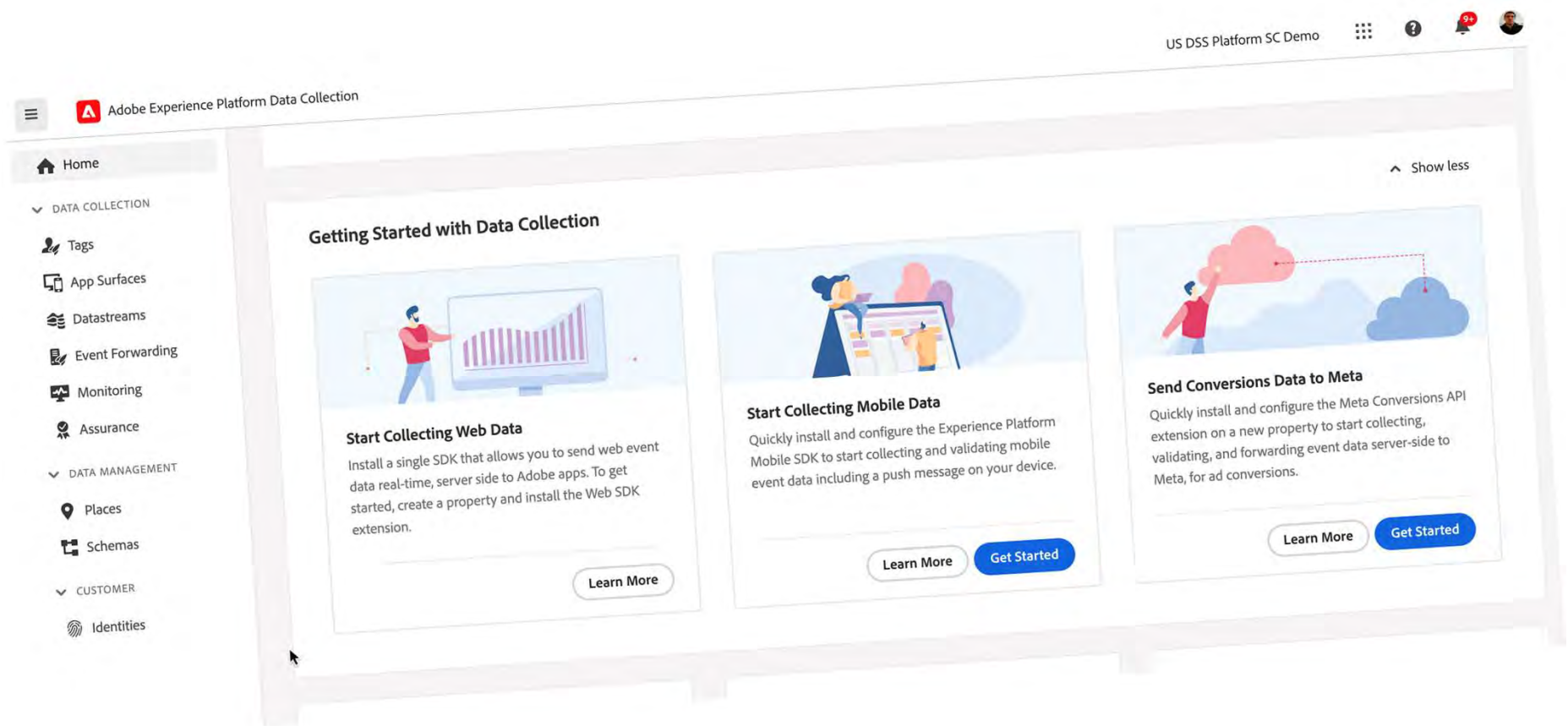
AEP Unified Profiles can be:

- Qualified into audience segments for omnichannel activation & personalization
- Used to target individuals who initiate custom journeys based on real-time events
- Analyzed across offline & online channels to comprehensively understand the customer's full journey (Graph-based stitching)

In-Product Efficiencies – Simplified workflows & marketer-driven interface

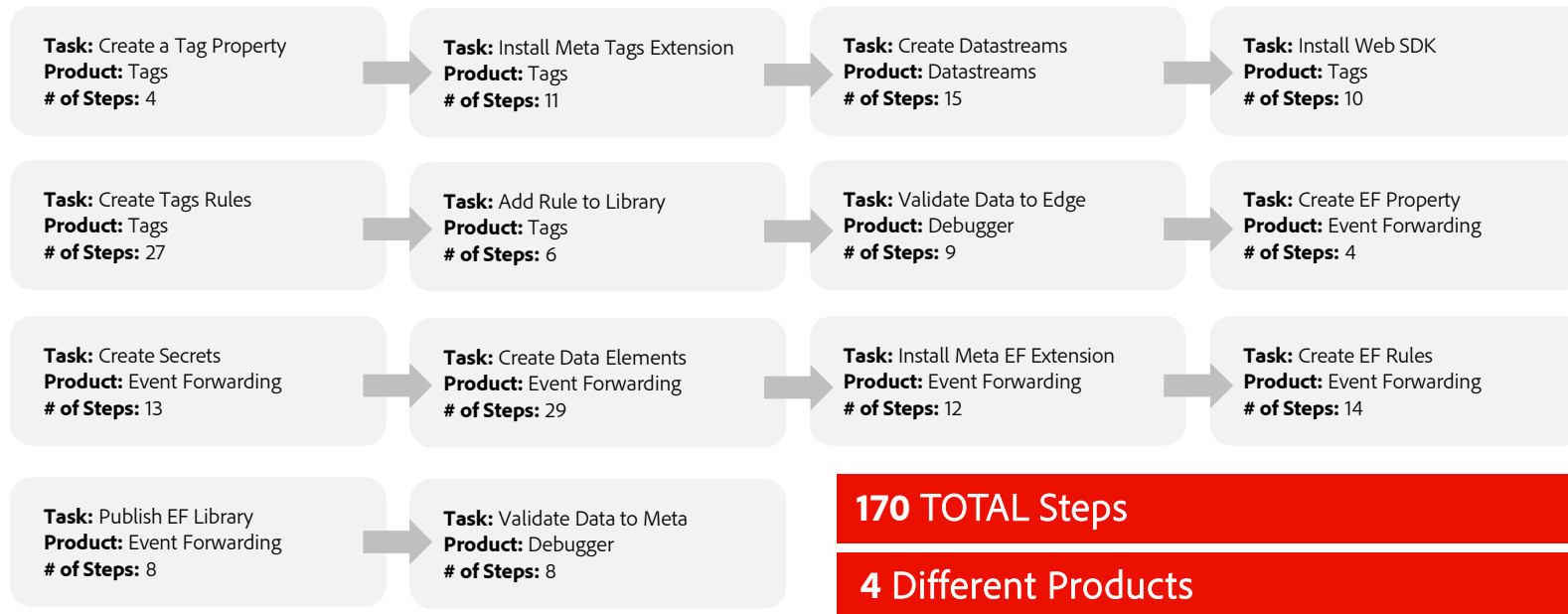


Quick-start guides



Current Workflow

 **Example Use Case:** I want to collect and forward data server-side, real-time to Meta for Event Conversions.



New Quick Start Workflow

 **Example Use Case:** I want to collect and forward data server-side, real-time to Meta for Event Conversions.

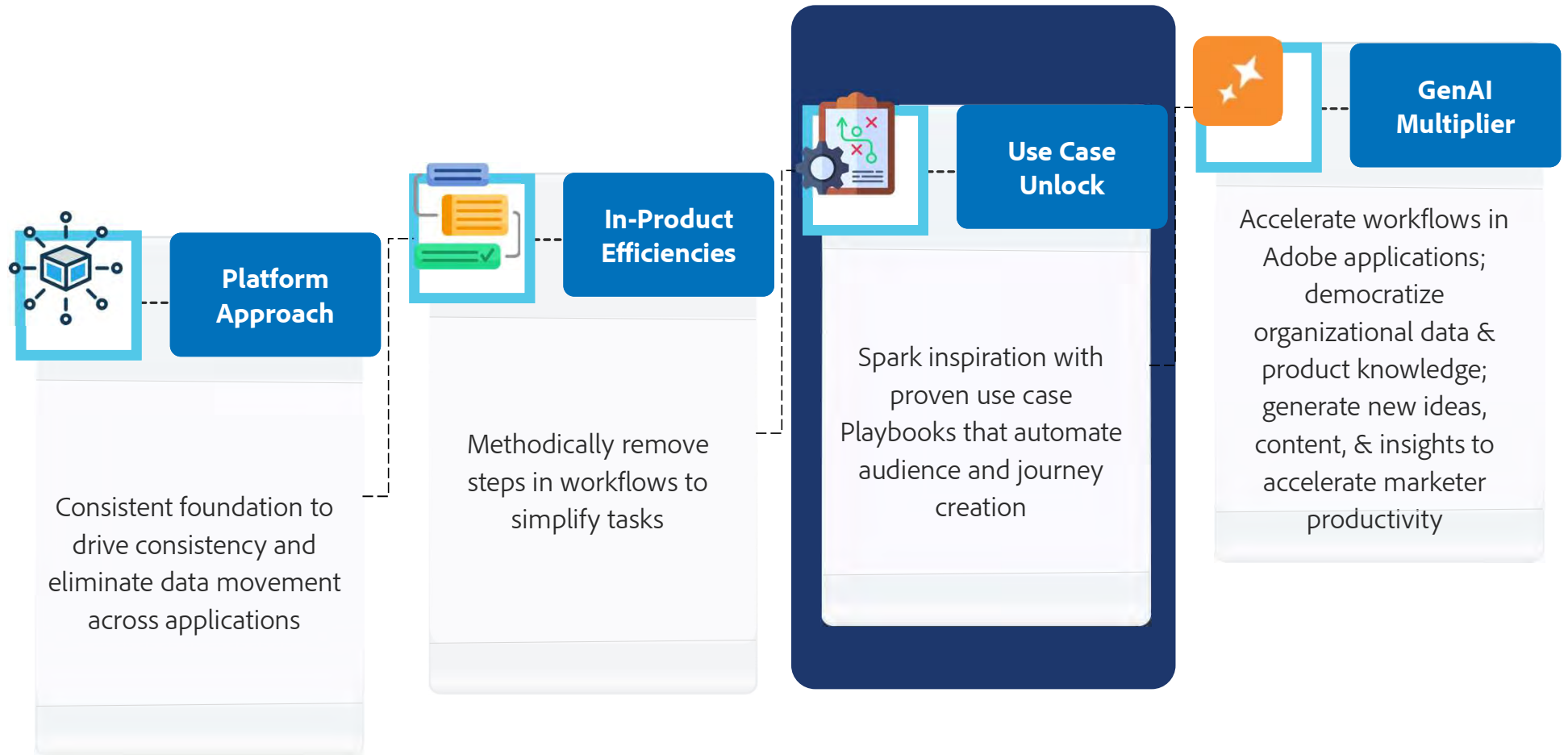


7 TOTAL Steps

1 Product

95% Reduction in Steps

OOTB Use Case Playbooks jumpstart Platform Usage



Use case playbooks

- **Accelerate value** realization by leveraging industry-specific use case playbooks across RT-CDP & AJO
- **25+ playbooks** including abandoned cart, promotions, in-app, order confirmations, onboarding, upsell and receipts
- **Out-of-the-box audiences, assets, & marketing channels** that are templated and ready to plug and play with your own data

The screenshot displays the Adobe Experience Platform (AEP) interface. The top navigation bar includes the Adobe Experience Platform logo, a search bar, and user information. The left sidebar contains a menu with options like Home, Workflows, Dashboards, and Use Case Playbooks. The main content area shows a specific playbook titled 'Abandoned Browsing: Merchandise - For Activation'. This playbook is designed to retarget fans who leave the website or app after adding merchandise to their cart. It includes a 'Marketer Goal' of 'Sell Products & Services', an 'Industry' of 'Sports & Live Entertainment', a 'Targeted Persona' of 'Fan', and a 'Product Required' of 'Real-Time CDP'. Below the title, there is a visual representation of the playbook flow, showing three steps: 1. 'Sarah Browsed Website' (Fans who browsed the website), 2. 'Sarah Abandons Browsing' (Fans who browsed the site and 30 minutes later have still not added the product to their cart), and 3. 'Sarah Gets a Reminder Message' (Fans get a follow-up email reminding them of the items that are available for purchase). The interface is overlaid on a background graphic of a globe with network lines.

Adobe Experience Platform

Search Experience Cloud (36+)

US DSS Platform SC Demo Prod Retail (VA7) Prod

Back to playbooks

Abandoned Browsing: Merchandise - For Activation

Retarget fans after they leave your website or app after adding the merchandise to the cart.

MARKETER GOAL	INDUSTRY	TARGETED PERSONA	PRODUCT REQUIRED
Sell Products & Services	Sports & Live Entertainment	Fan	Real-Time CDP

Go to an inspirational sandbox

More Actions

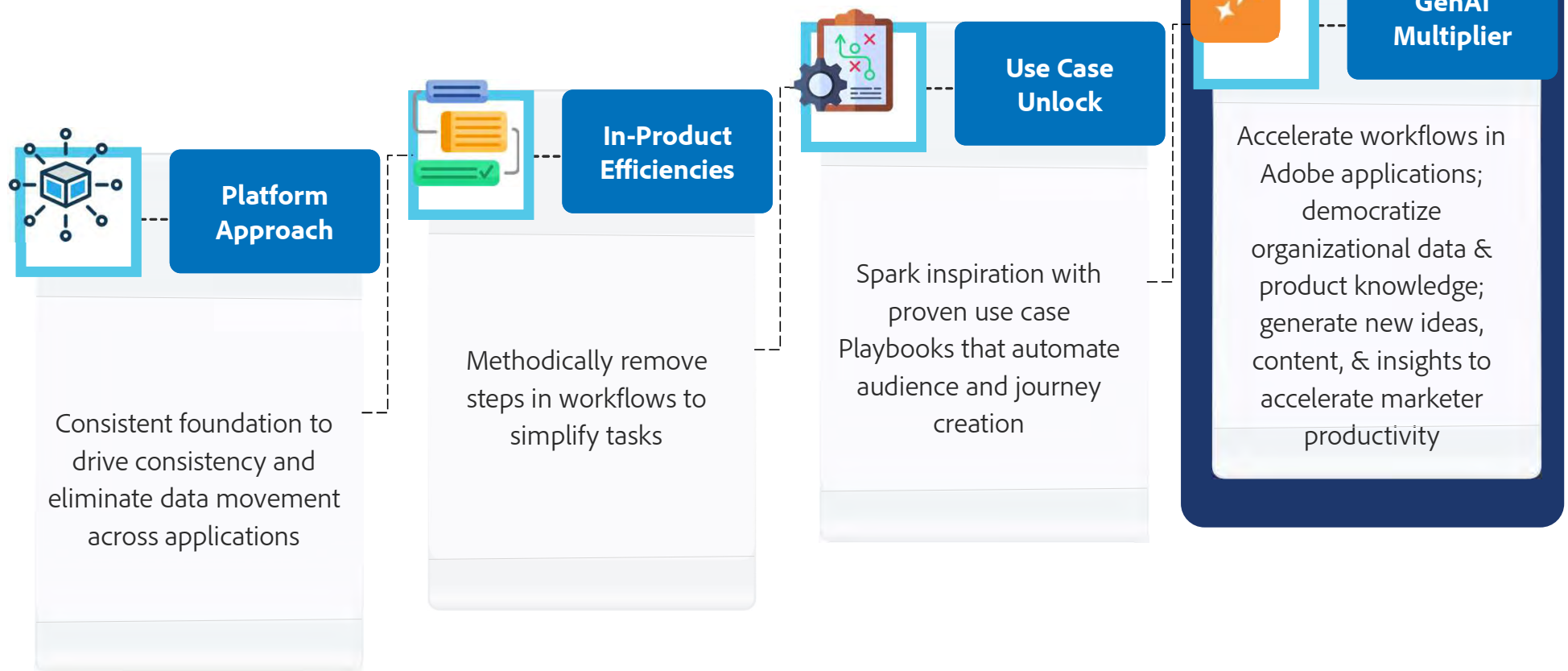
Sarah Browsed Website
Fans who browsed the website.

Sarah Abandons Browsing
Fans who browsed site and 30 minutes later have still not added the product to their cart.

Sarah Gets a Reminder Message
Fans get a follow-up email reminding them of the items that are available for purchase.

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AI Assistant Unlocks New Ideas, Increases Product Adoption, & Expedites Campaign Activation

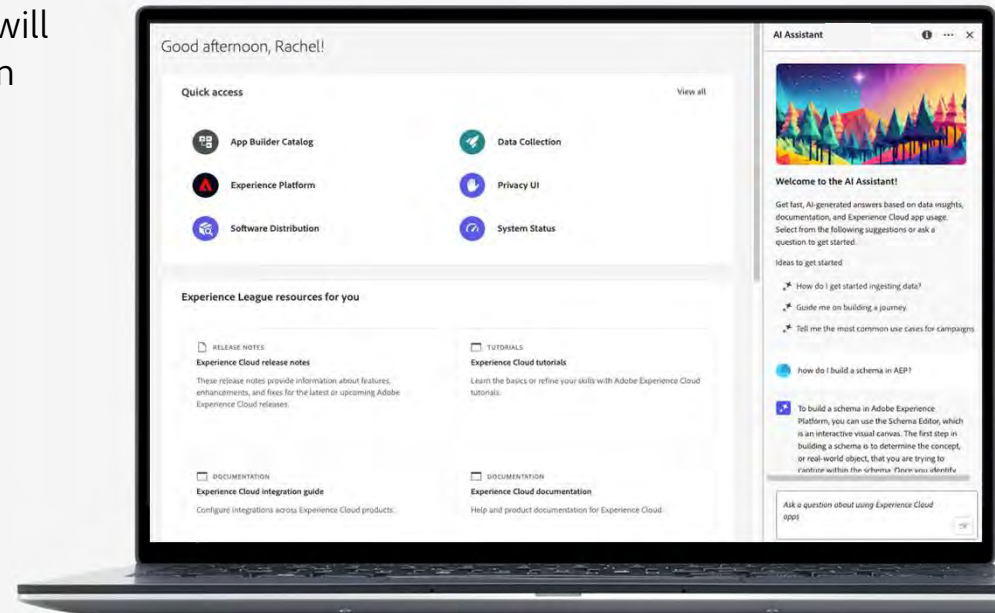


AI Assistant in Adobe Experience Platform Capabilities

AI Assistant is an intelligent conversational, generative AI tool that will boost productivity and redefine work in Adobe Experience Platform based Applications

✓ **Product Knowledge:** Quickly access and understand Adobe product knowledge concepts to learn and troubleshoot (Real-Time CDP, Journey Optimizer, Customer Journey Analytics)

✓ **Operational Insights:** Learn about business objects (audiences, schemas, datasets, destinations, journeys, etc) to understand lineage, usage, and hygiene (Real-Time CDP, Journey Optimizer)



Business Impact:

- Democratize access to Enterprise data and metadata
- Deepen knowledge and Improve product proficiency
- Increase productivity and streamline operational workflows

Example Prompts: Product Knowledge



Pointed Learning

"what is the difference between a campaign and journey?"

"What AI models are used in real-time cdp?"



Open Discovery

"Can I run an email experiment?"

"When do I need a new namespace?"



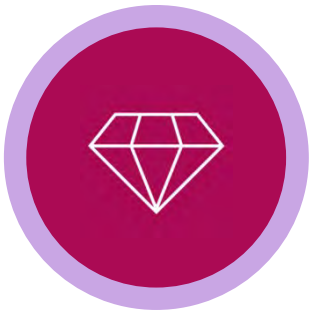
Troubleshooting

"Why can't I delete a journey?"

"How long does it take for data to come into AJO?"

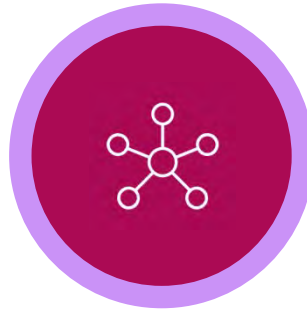
Example Prompts: Operational Insights

Public Beta



Usage Analysis

"Which segments have never been activated to destinations or journeys?"



Lineage Analysis

"Show me all segments which are activated to a specific destination or a journey"



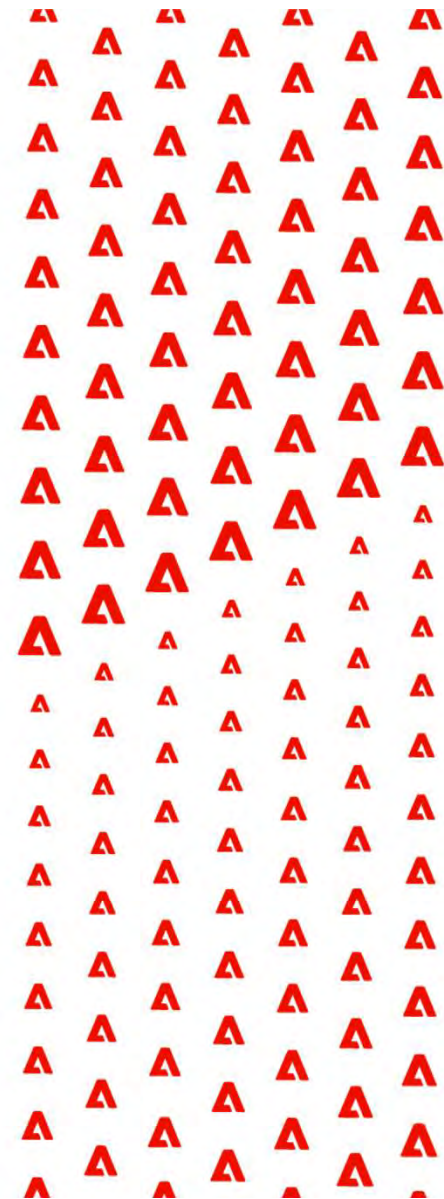
Data Hygiene Analysis

"Do I have any journeys that have never been used, or have 'test' in the name?"

Adobe's intent is to thoughtfully design and iterate future capabilities to support product adoption, increase usage, and continuously simplify critical tasks to drive better customer experience.



Adobe Journey Optimizer

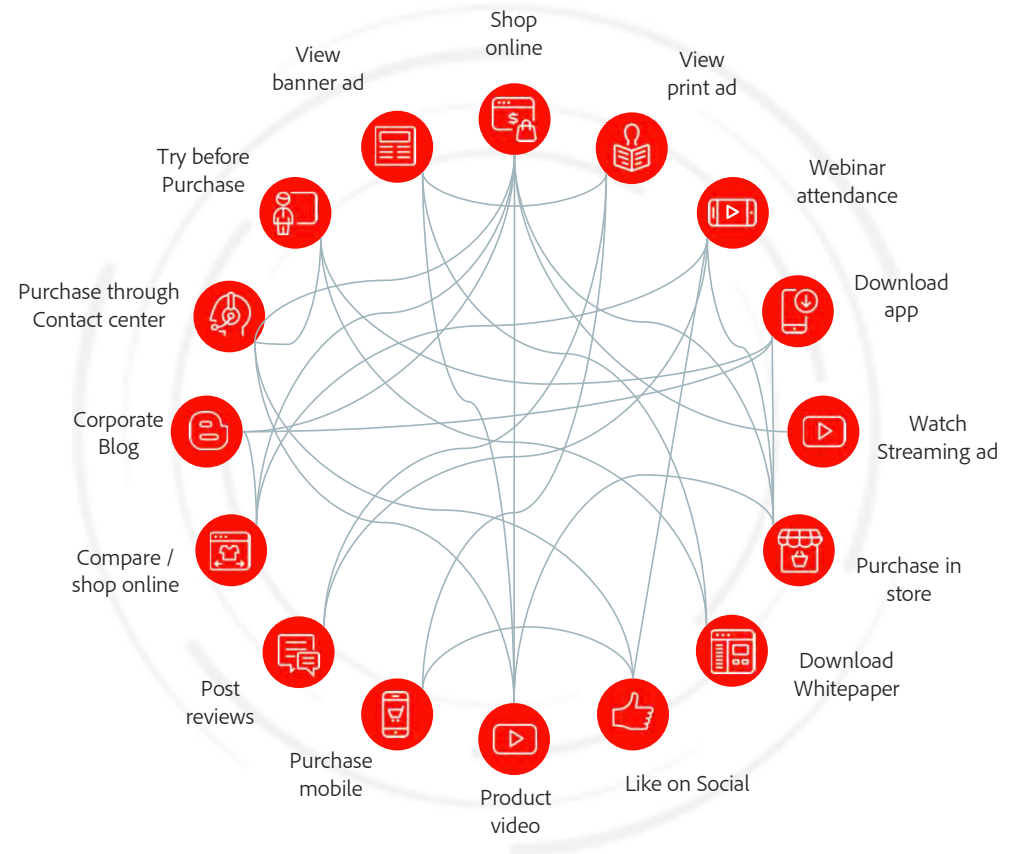


Customers Control When, Where and How They Engage

Traditional Customer Lifecycle



Digital Customer Lifecycle



Challenges of Creating Customer Journeys

Inability to engage an individuals' unique needs in the moment, wherever their journey takes them.



Activating the relevant data in real-time

Rationalizing and activating real-time customer profile, context, and business data to tailor an individual experience



Listening to individual needs at scale

Listening to individual needs as they engage and progress through their non-linear journey delivering value in real-time



Driving customer-led engagement

Moving away from segment-based engagement and reliably driving customer-led journeys at scale for every individual



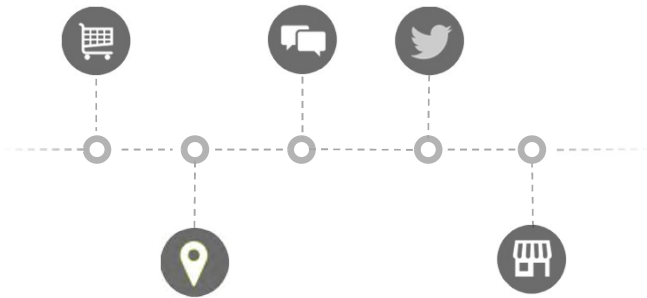
Breaking down experience silos

Bringing data, and system silos together within an organization to orchestrate coordinated experiences from acquisition through service

How we do it

1

Listen **EVENTS**



Each journey starts with a real-time event ,
which includes customer interactions
and profile updates



2

Orchestrate **JOURNEYS**

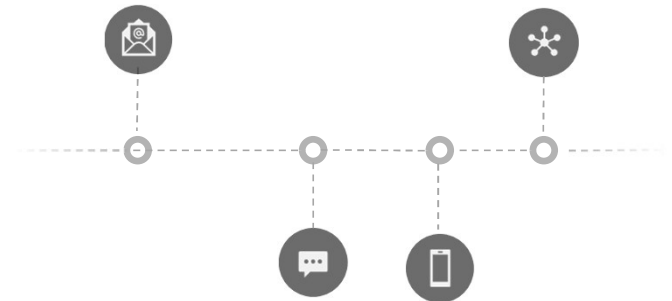


As events occur, applied conditions
guide customers through the most optimal
in-moment experiences

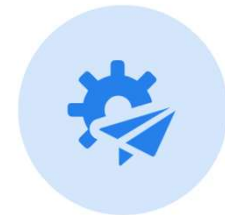


3

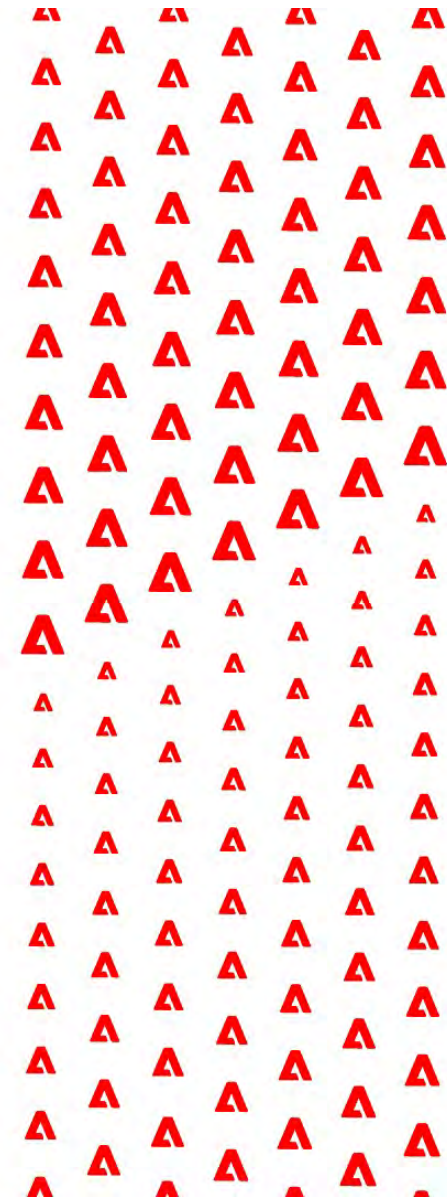
Personalize **EXPERIENCES**



Based on the conditions,
relevant experiences are delivered
across all channels through any system

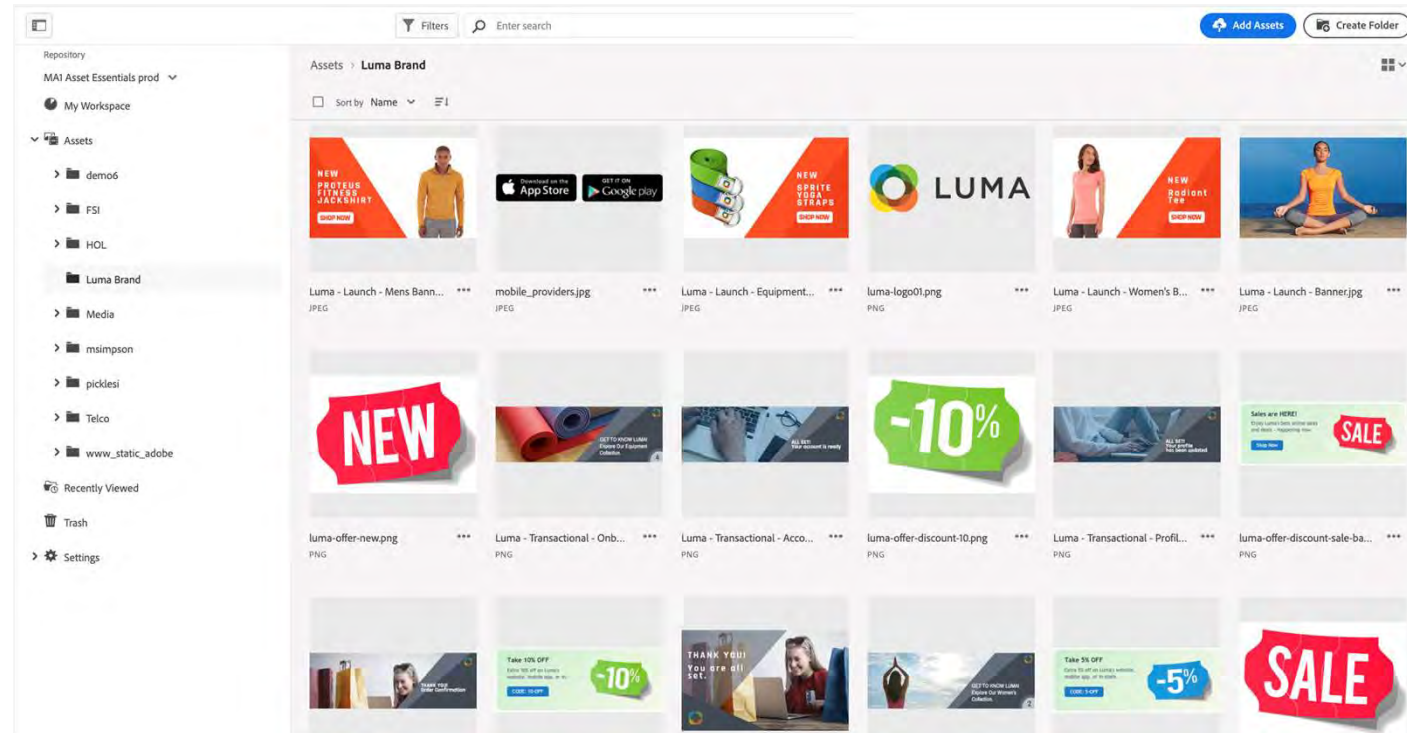


Asset Essentials



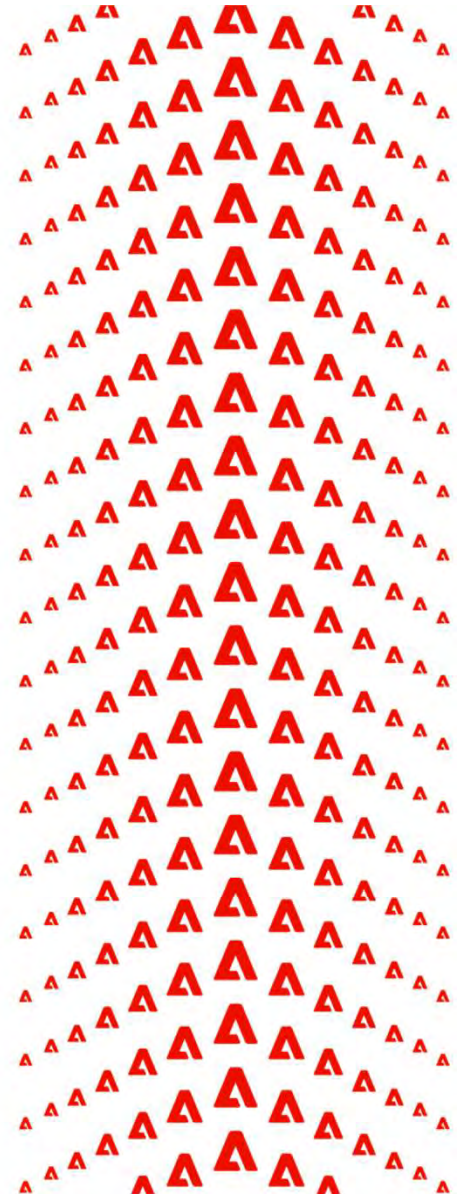
Asset Essentials Overview

- Assets Essentials provides a single, centralized repository of assets that you can use to populate your messages.
- It can be accessed directly through the Assets section.



Product

Offer Decision Engine



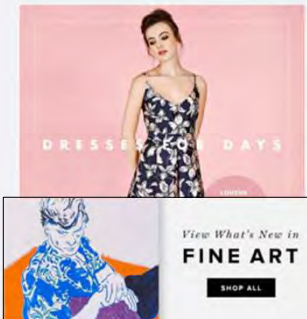
Offers are more than just discounts

DISCOUNT & SALE



CYBER MONDAY.
THINK FAST. THE SAVINGS END 11/27

PRODUCT OFFER



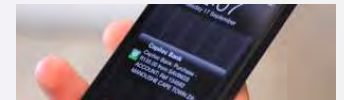
BRAND PROMOTION



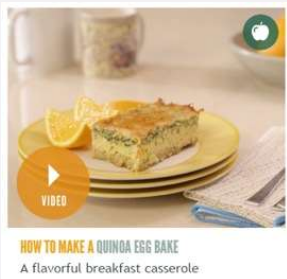
MESSAGE



REMINDER



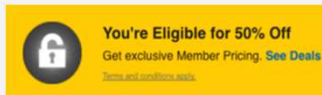
LEARNING



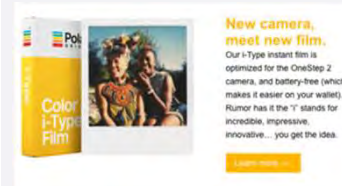
ACQUISITION



LOYALTY



UPGRADE



RETENTION



Building Blocks for Delivering Personalized Offers at Scale

01

WHO

Real-Time Customer Profiles that incorporate preferences, behaviors and contextual data



Bobby Smith
Subscription Member

Member Interest
Adventure, Homeowner

02

WHAT

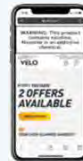
Select a **personalized offer** from an inventory of options at scale



03

WHERE

Deliver the right offer through **the right channel** in context of the customer's journey.



Mobile

Email



Web



04

WHY

Optimize one or more KPIs

Examples:
Increase NPS scores
Increase retention



05

HOW

Logic for offer selection

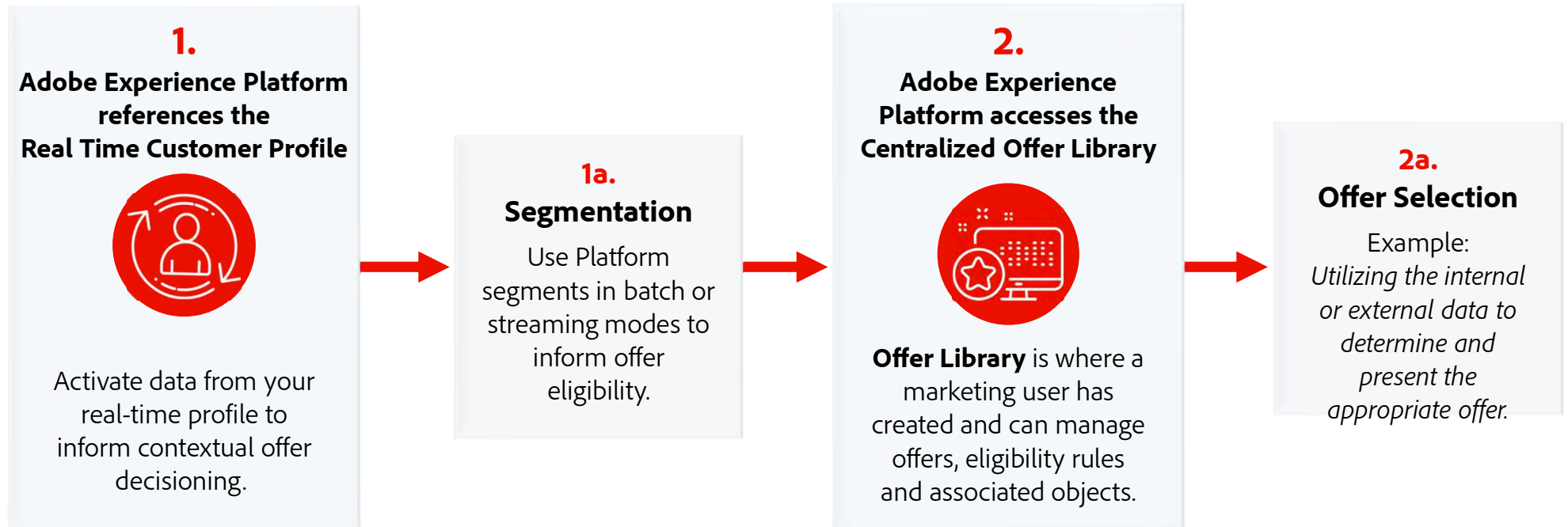
Example:
Select from 'premium credit cards' with ranking model



What Does it Mean? How Does it work?

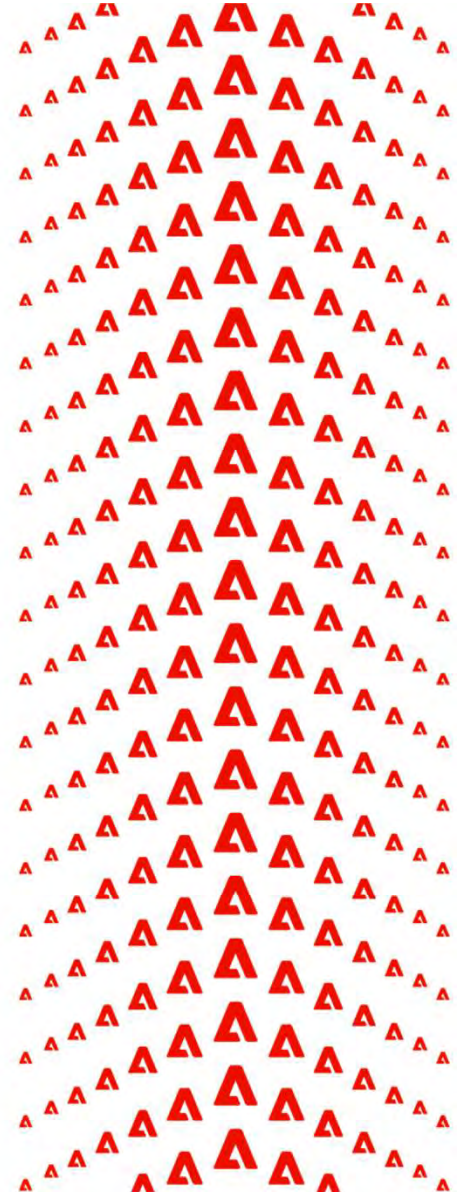
How does Adobe Experience Platform know what offer to present?

Behind the scenes within the Offer Decisioning Engine



Product

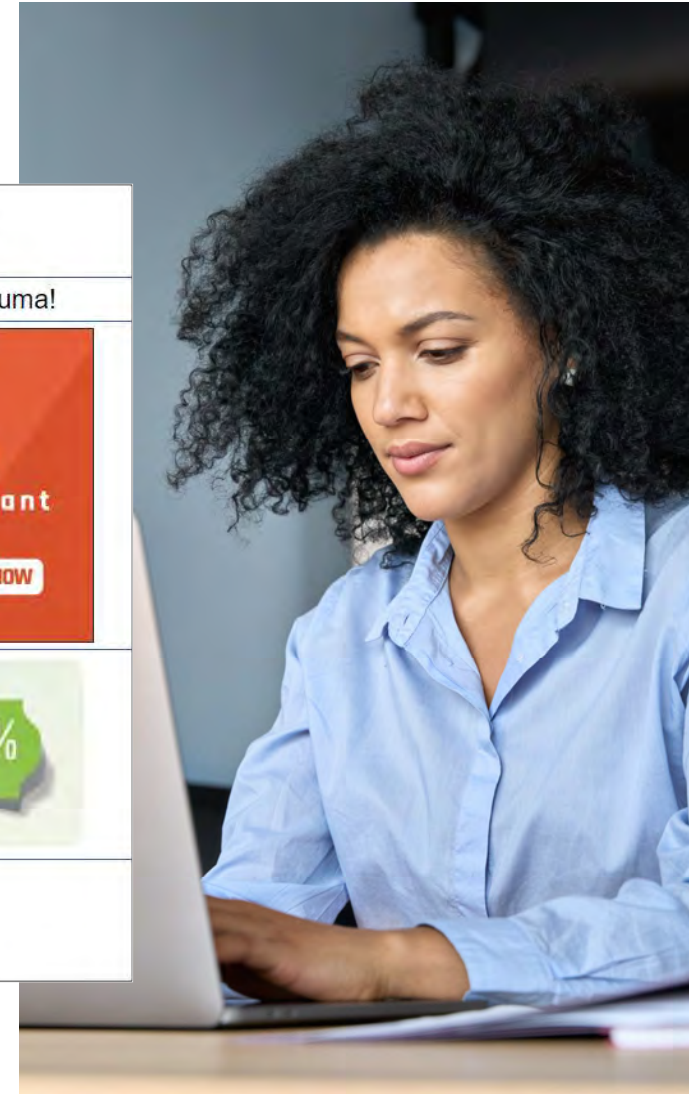
Journey Building



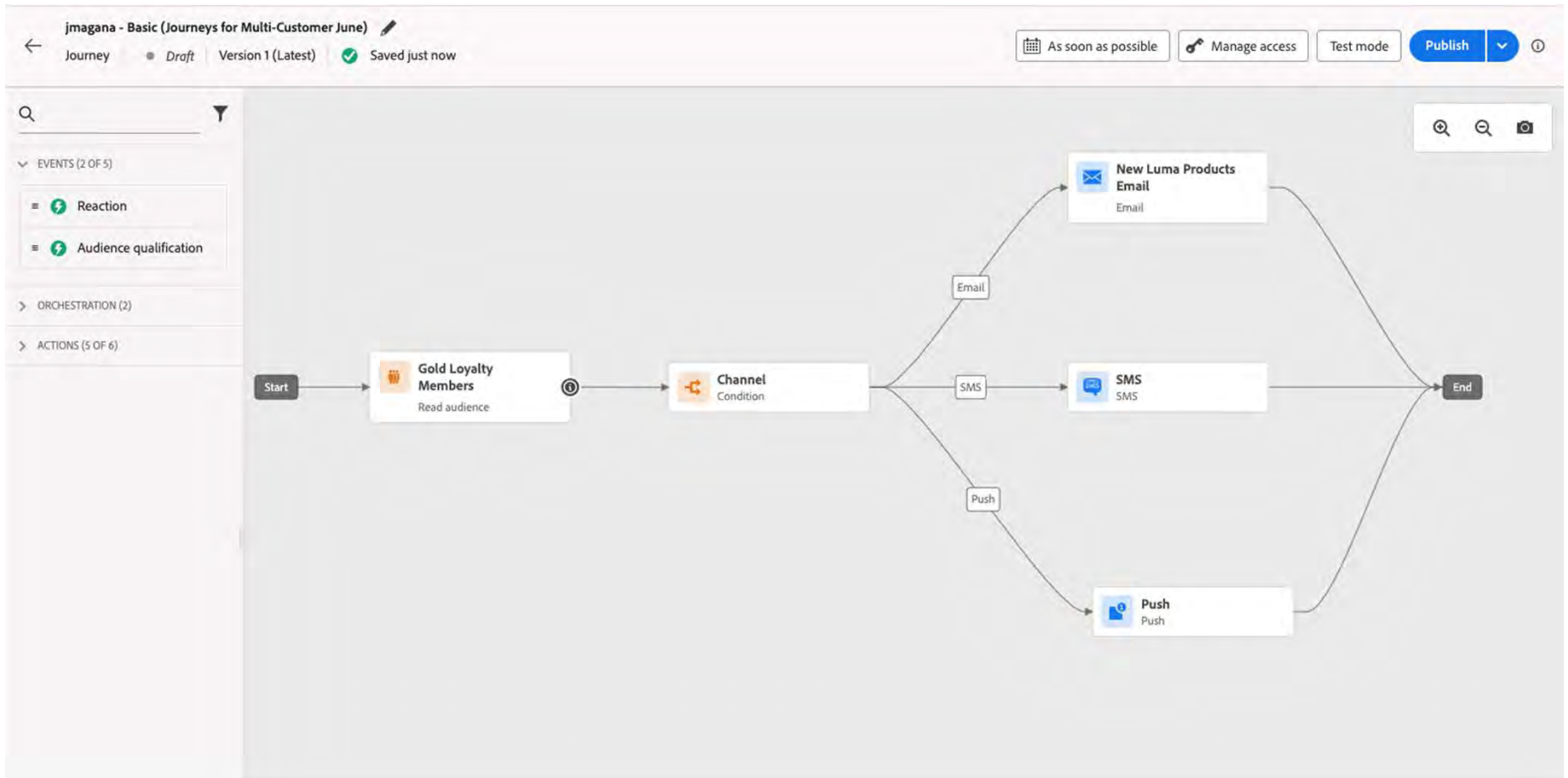
Putting it into practice:

Creating a Journey

- Marsha wants to create a journey to retarget High Value Luma Cart Abandoners.
 - Message contains a % Off Coupon.
 - Targeted to just *Platinum Level Loyalty members*.
- For this lab, we will:
 - Use an existing audience
 - Add Condition for Communication Channel Preference
 - Create Email, Push, SMS and InApp Messages



Creating a Basic Journey



Putting it into practice:

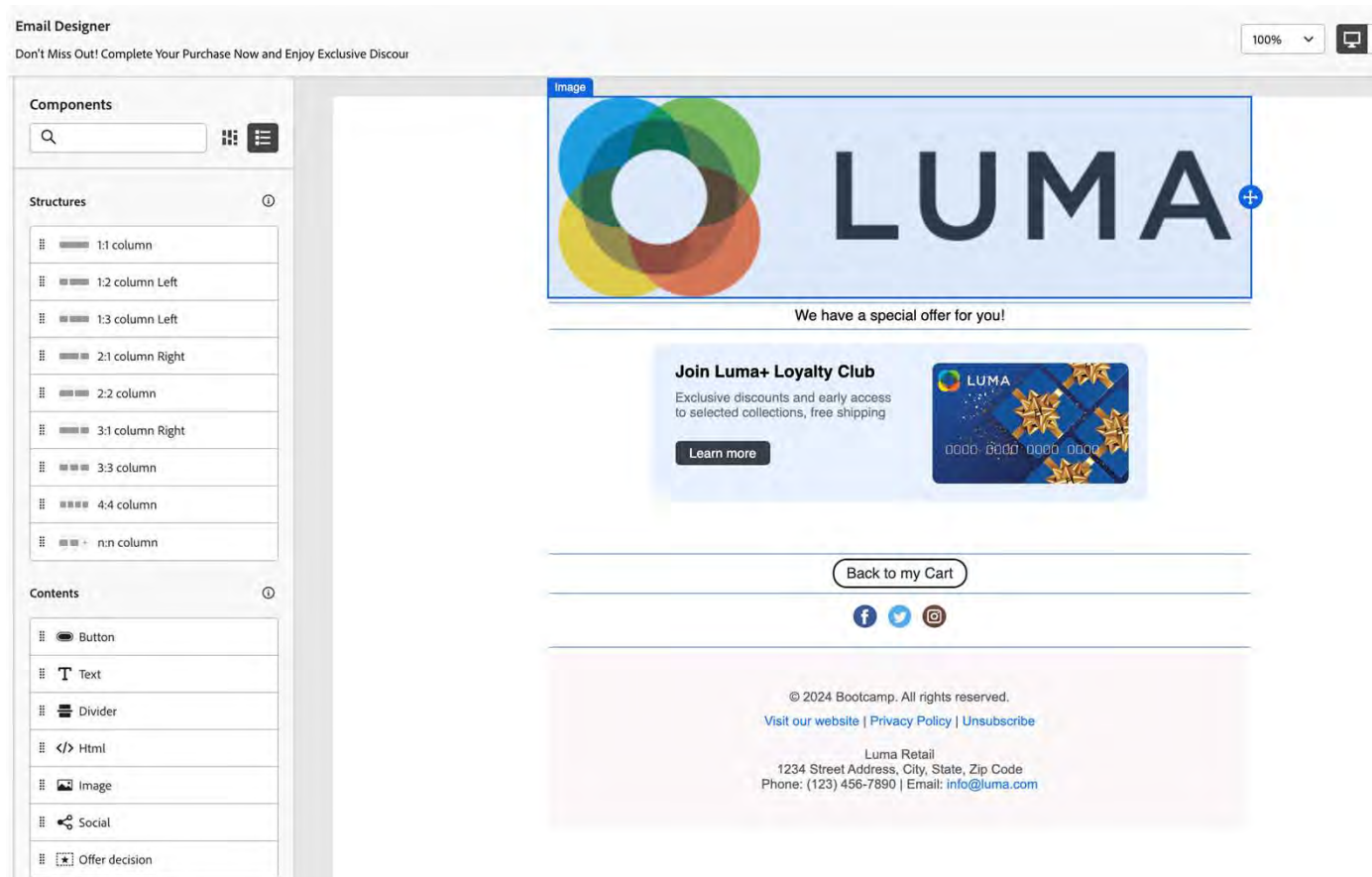
Creating Messages

The Message content will contain the following design elements:

- Offers
- Image Assets
- Personalization
- Web Page Links



Lab: Email Designer



Lab: Push Notification Designer

Luma Launch - AA

Draft

Version 1 (Latest)

Saved 7 minutes ago

Alerts (3)

Simulate content

Actions

Email - Coupon Offer

SMS - Coupon Offer

Push - Coupon Offer

Push Notification ⓘ

DX DEMO APP



Here is your special coupon offer!
Hey {{profile.person.name.firstName}}, take 10% off on our new Yoga Collection.

Collapse view

iOSAndroid

Compose Message

Silent Notification ⓘ

Title

Here is your special coupon offer! ✓

Body

Hey {{profile.person.name.firstName}}, take 10% off on our new Yoga ...

On click behavior ⓘ

Body click behavior

Open app

Add media

The iOS version allows you to use an Image, Video or a GIF that will be displayed within your notification

Add media

medialib://author-p42358-e166005.adobeacmlo... Add media

Buttons

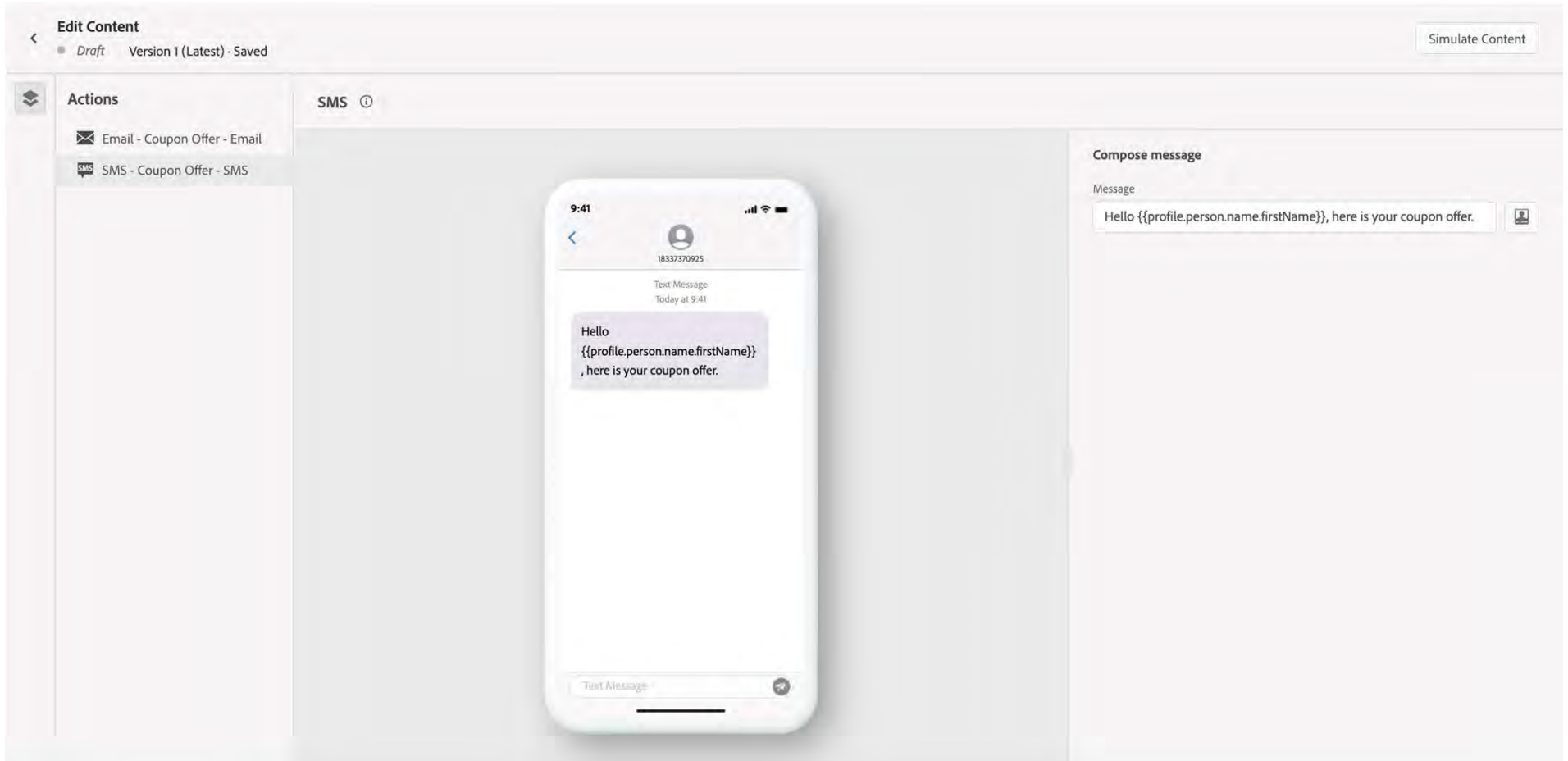
iOS category

Add category identifier ✓

Adobe

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Lab: SMS Designer



Demo: Testing Your Journey

The screenshot displays the Adobe Journey Optimizer interface. The top navigation bar includes the Adobe logo, the text "Adobe Journey Optimizer", a search bar, and user information. The left sidebar lists various management sections: JOURNEY MANAGEMENT (Home, Campaigns, Journeys, Landing pages), DECISION MANAGEMENT (Offers, Components), EXPERIENCE DECISIONING (Items, Configuration), CONTENT MANAGEMENT (Assets, Content templates, Fragments), DATA MANAGEMENT (Schemas, Datasets, Queries, Monitoring), and CONNECTIONS (Sources, Destinations). The main workspace shows a journey named "Luma - Basic Journey" with a "Test" toggle switch highlighted by a red box. The journey flow starts with a "Start" node, followed by a "Read Audience - Gold Loyalty Members" node, then a "Condition" node. The condition splits into two paths: "Female Customers" leading to an "Email" node, and "Not Female Customers" leading to an "End - Complete" node. An inset window shows a preview of the email content, which includes a header "Hi Edward! Check Out Our New Men's Collection!!", a main section for "NEW PROTEUS FITNESS JACKSHIRT" with a "SHOP NOW" button, and a footer section for "New Arrivals!" with a "Shop Now" button and a "NEW" badge.

Journey Reporting

▪ Journey Performance

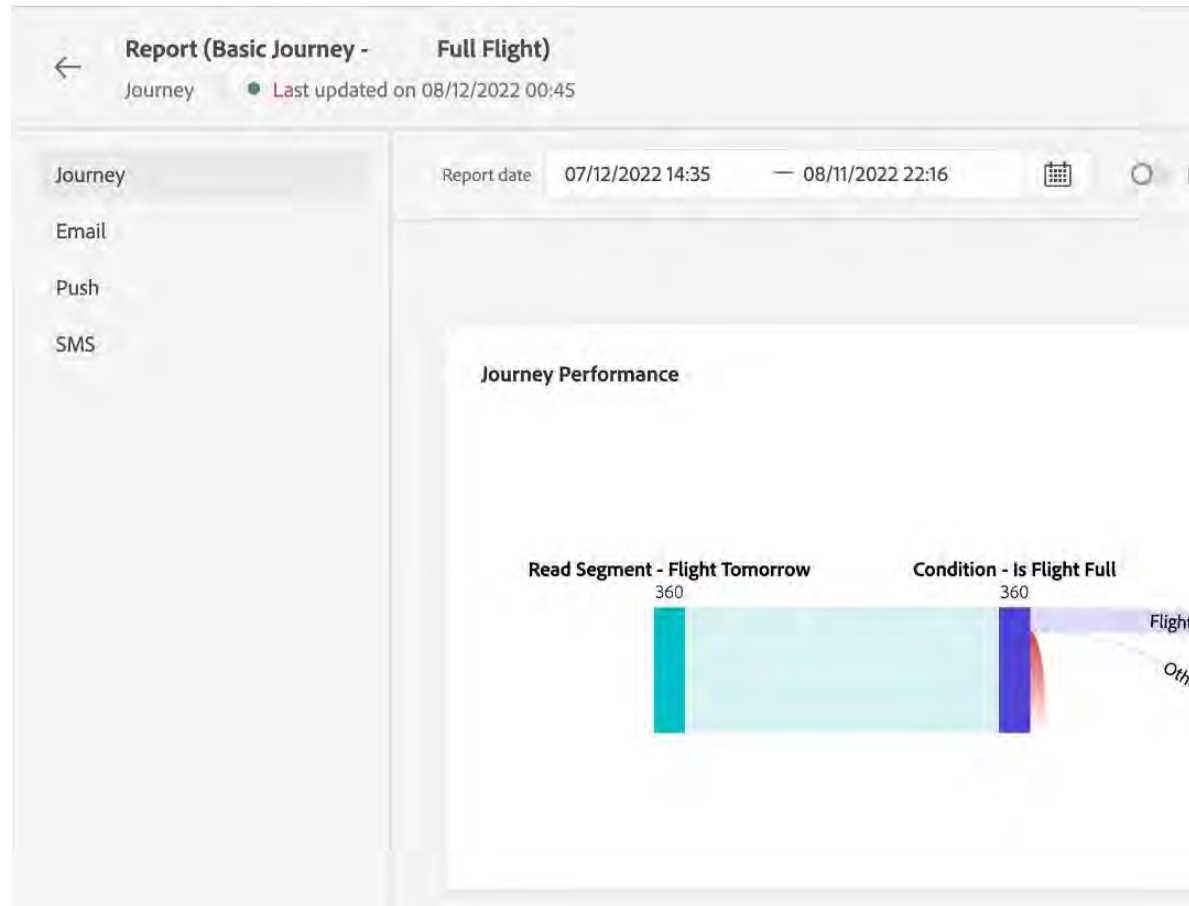
- Path of targeted profiles step-by-step through the journey
- Journey Statistics – profiles entered, exited, failed, etc.

▪ Message Statistics

- Email – sent, delivered, bounced, etc.
- Push – opens, actions, engagements, etc.

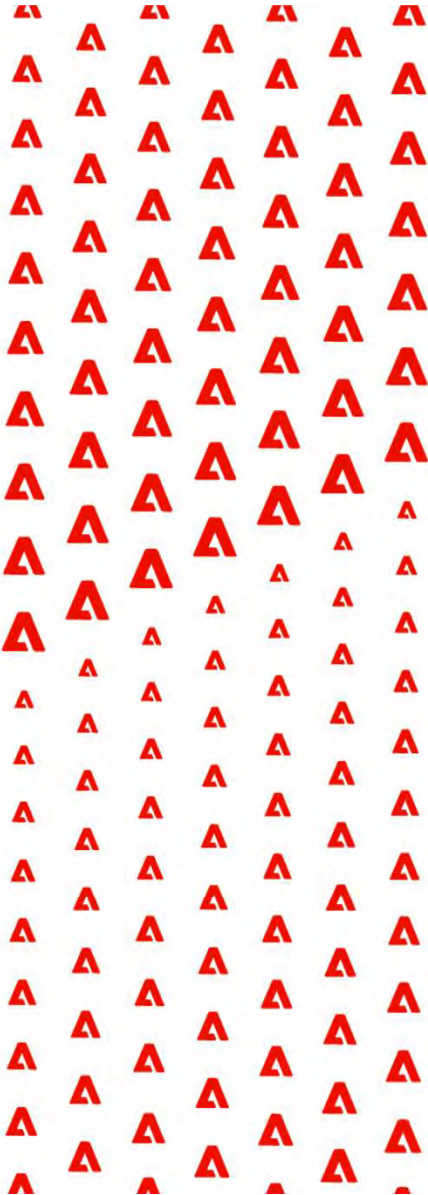
▪ Report Types

- Global Report - measure impact of journeys and deliveries over a selected time period
- Live Report – measure and visualize in real-time the impact and performance of journeys and messages



Product

Campaigns



AJO Campaigns vs Journeys

Campaigns

- Batch and blast method of messaging
- Similar experience for all users within a defined audience/segment
- Perfect for content AB testing
- A single channel: Email, SMS, Push, Web, Direct mail, etc.

The screenshot shows the 'Create campaign' dialog box. It has a 'Cancel' button and a 'Create' button. The 'Properties' section includes 'Campaign type' with 'Scheduled' selected and 'API-triggered' as an option, and 'Category' set to 'Marketing'. The 'Action' section has a note: 'Choose the actions to activate for this campaign. Actions may be added or removed later.' Below this, there are two checkboxes: 'Code-based experience (Beta)' and 'Direct mail', both of which are currently unchecked.

Journeys

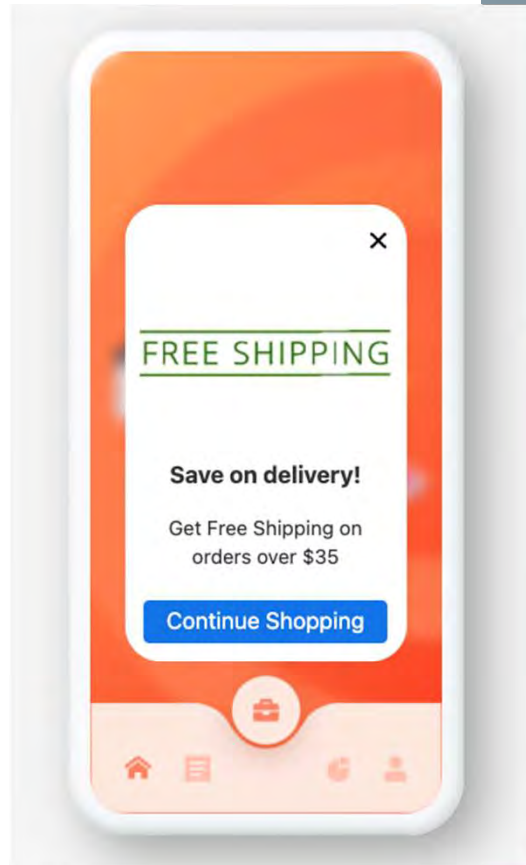
- Unitary method of messaging
- Individualized experience for users based on their interaction with messages or systems
- Conditional pathing based on profile or event attributes
- Omni-channel Email, SMS and Push as default channels
- Create and utilize custom actions



Putting it into practice:

Build a In-App Campaign

- Customers are using the Luma Mobile app for browsing products and making purchases.
- Marsha wants to build an In-App Message Campaign to promote Free Shipping offer for purchases over \$35, for Platinum Luma members.
- Here we will build:
 - Create an In-App Message
 - Add text, image and button



Product

Journey Optimizer Recap

Journeys & Campaigns

- ✓ Created your first Journey, Campaign
- ✓ Added a Read Segment node
- ✓ Defined conditional logic
- ✓ Added a Message Node for the below channels
 - Email
 - SMS
 - Push
 - InApp

Content &

Personalization

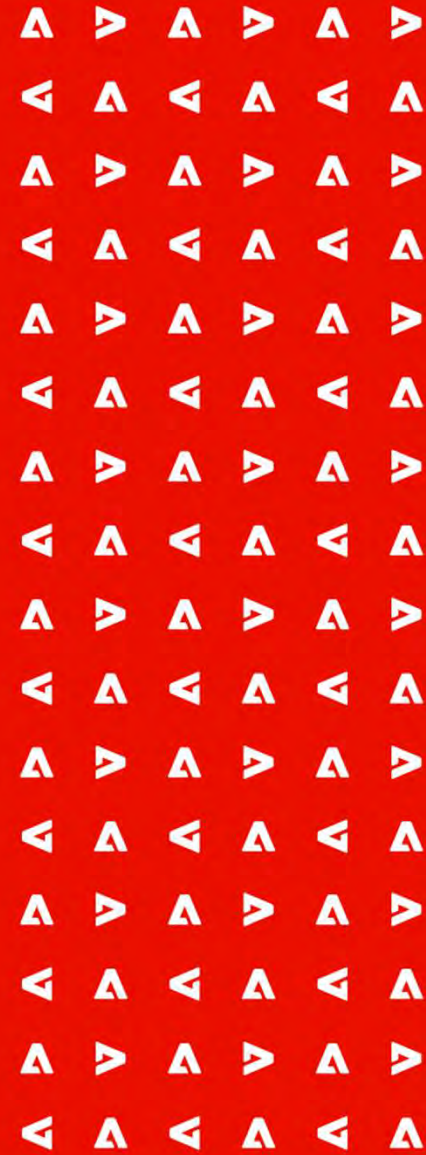
- ✓ Utilized Asset Essentials integrated into AJO
- ✓ Utilized the AI Assistant to generate text and image content
- ✓ Injected Offers into your messages
- ✓ Personalization within your messaging
- ✓ Dynamic content
- ✓ Reporting in AJO

Other Things to Consider:

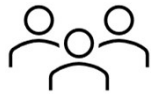
- ✓ Consider reusability through Content Templates and Fragments
- ✓ Simulate using test profiles
- ✓ You can Duplicate Journeys to save time on future campaigns
- ✓ You can change the Journey to trigger based upon an event rather than a segment
- ✓ Remember to publish



Experience Decision Roadmap



Adobe Journey Optimizer Innovation Themes



Converging Engagement

Customer-initiated
1:1 real-time
interactions &
brand-initiated
engagement



Channels and Content

End-to-end creation,
delivery, and
activation of content
across all channels



Intelligent Optimization

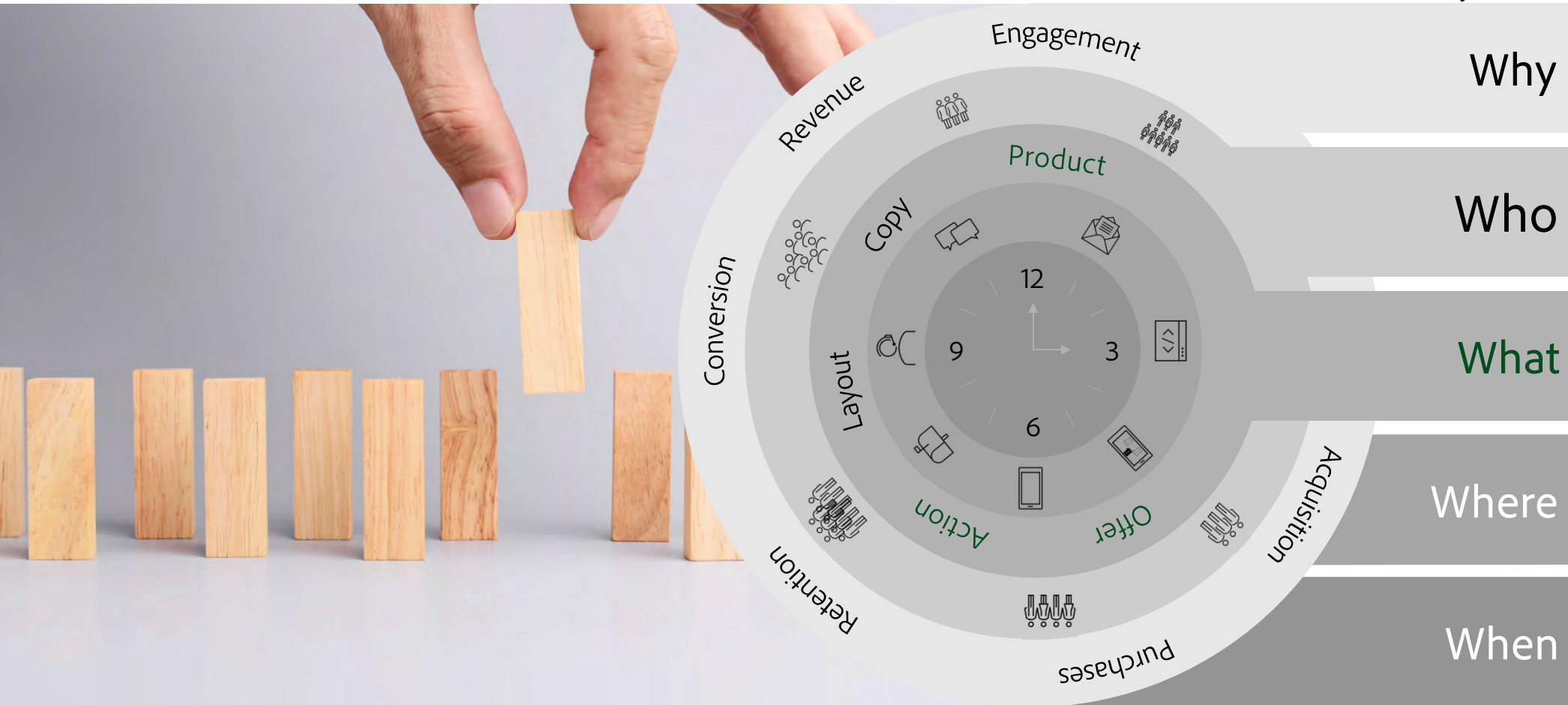
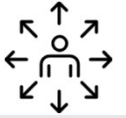
Experimentation &
AI-powered next
best experiences



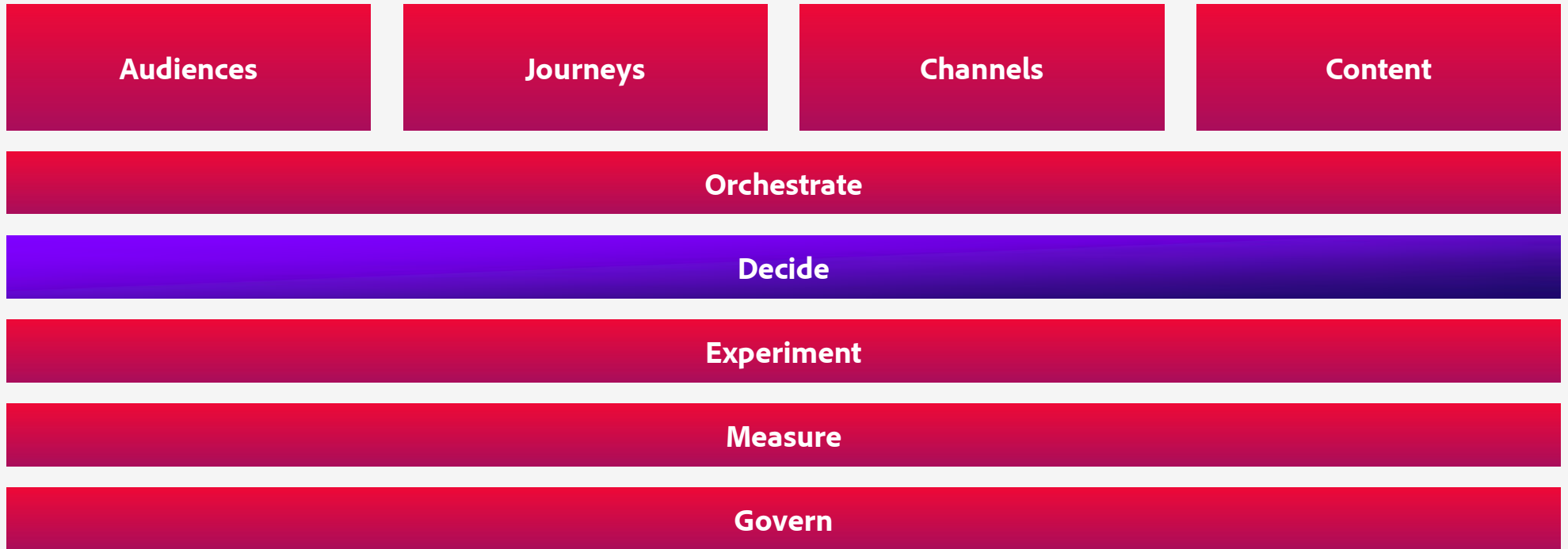
Generative Productivity

GenAI assistants that
unlock creativity &
accelerate
productivity

Future: content, channel, and time optimization



New Framework for Experience Decisioning



Experience Decisioning

Re-imagined decision engine

All new workflows

Policies and selection strategies

Decisioning on journey canvas

Decisioning beyond content offers

Choose capping event *

Decision event

Capping type

☐ In total (Aggregate capping count from all profiles)

☒ Per profile (Apply cap for each profile)

Capping event count *

4

Reset capping frequency *

Daily

Every

1 Day

Eligibility

☐ All visitors

☐ Visitors who fall into one or more audiences

☒ By rule

Actively Enrolled

Total profile estimate

Estimated qualified profiles

Refresh



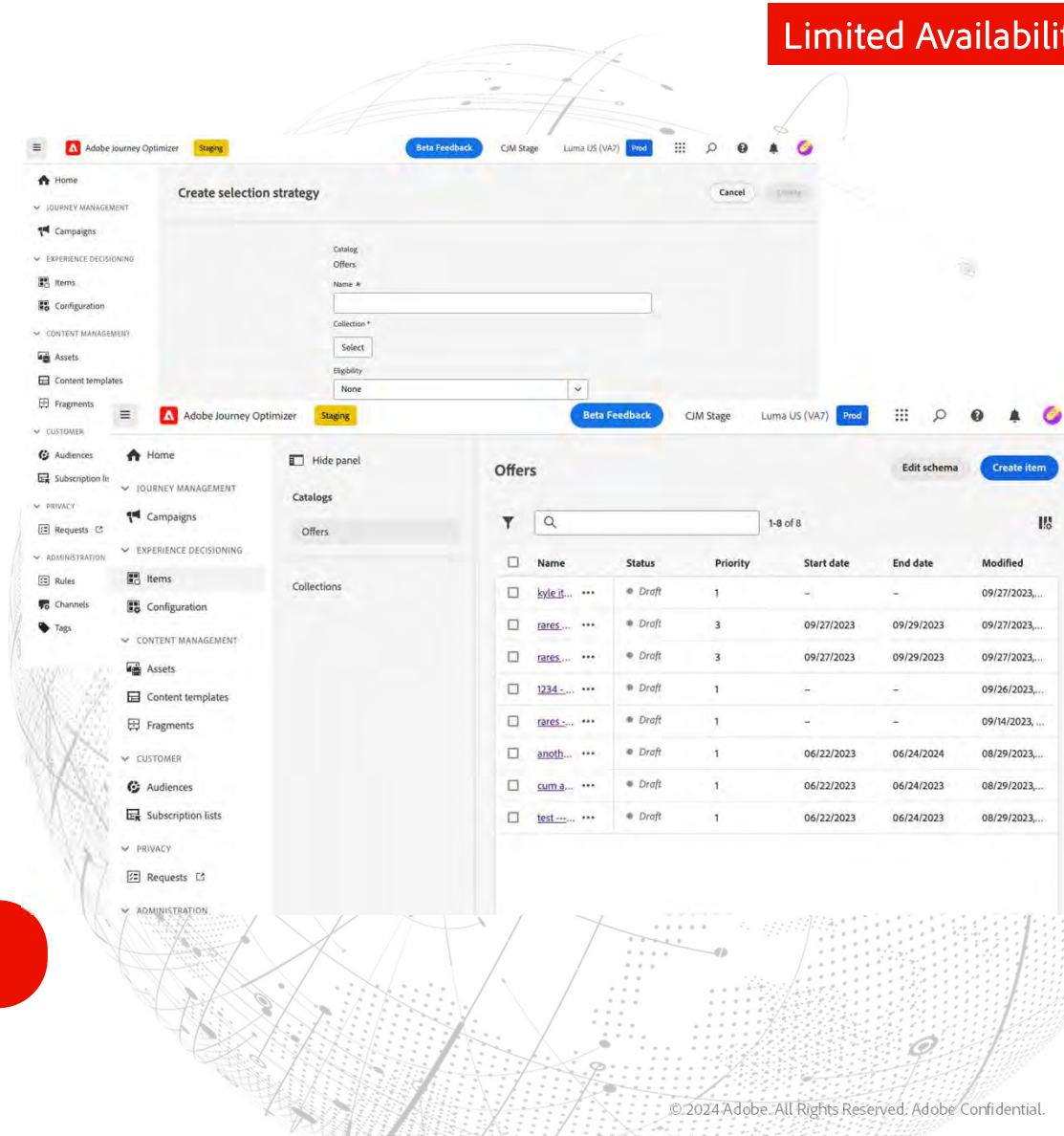
Limited Availability

Experience Decision Availability

Next generation decision framework to enable AI-driven **Next Best Experience** decisions beyond offers (messages, products, channels, journeys)

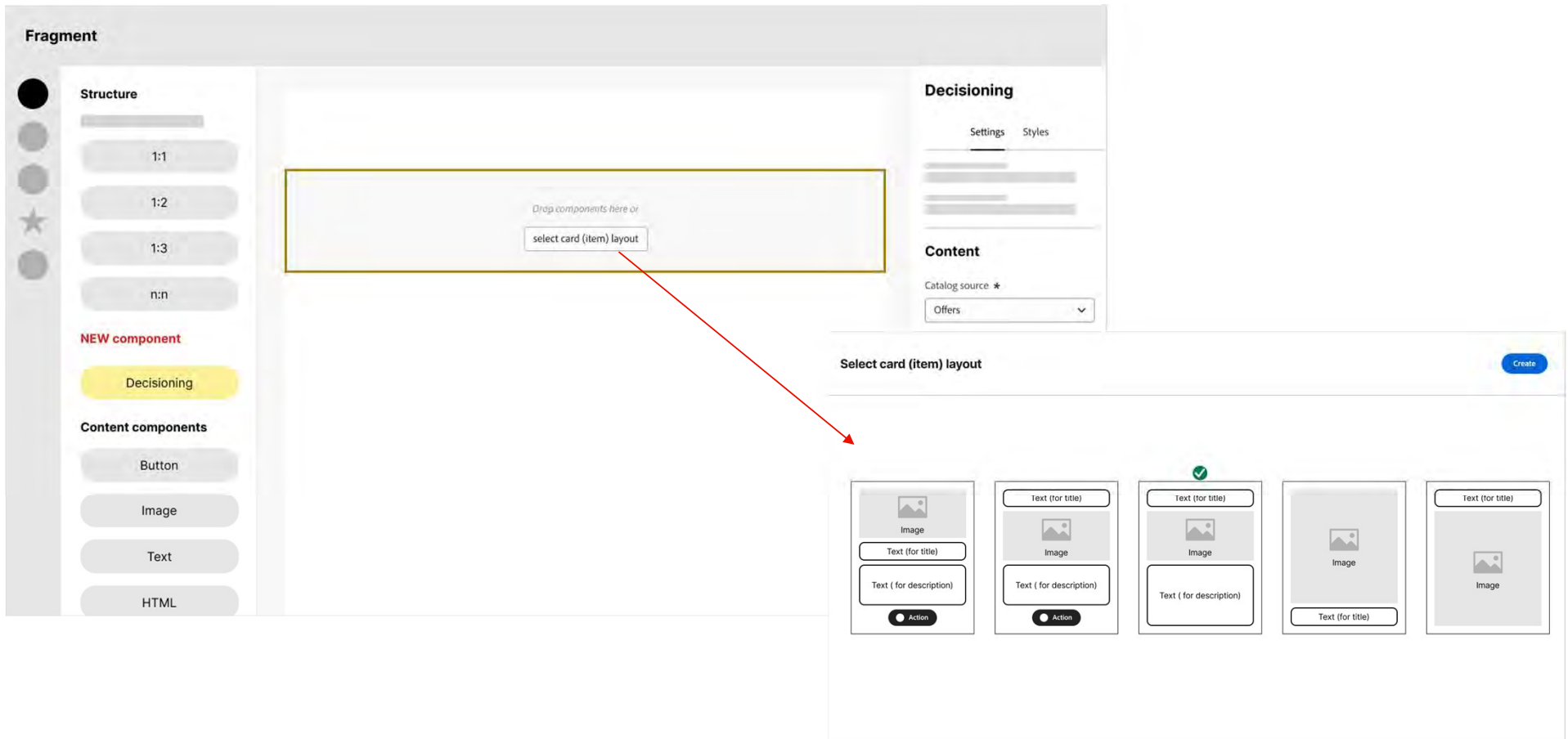
- Limited to Code-Based Experience Channel

Intelligent Optimization



Coming Soon

Beyond Code-Base Use Cases



Journeys and Campaigns

Experience Decisioning

Journey Decision, Priority & Conflict Management



"I want my customers to be enrolled in only the most important promotional journeys"

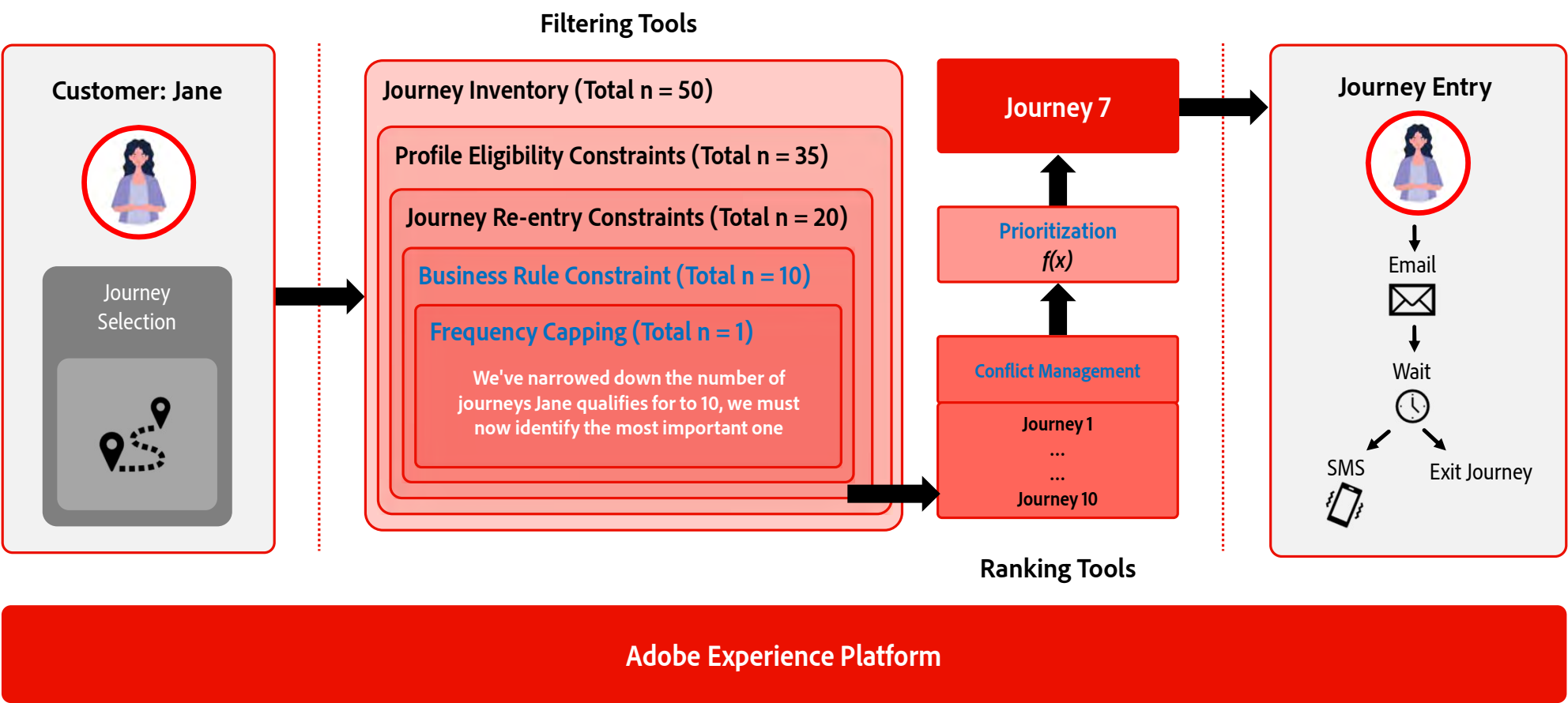


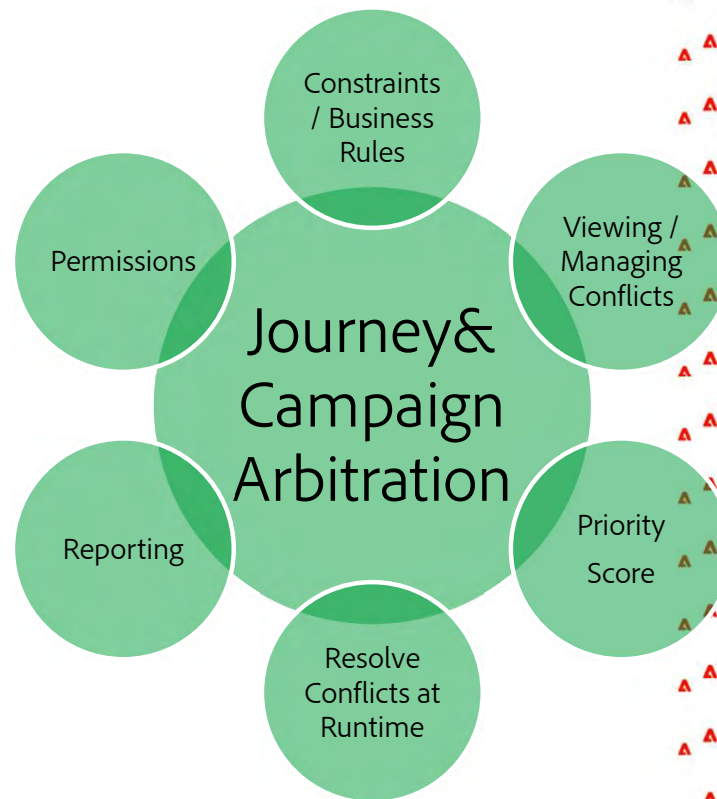
"We have lots of potential email campaigns for our customers to receive each day, we want to limit them to receiving only the most important ones"



"During MAX week we want our MAX campaign to take precedence above all other campaigns so it is the key focus that week."

Journey Arbitration – Sample Selection Process





Achieve Arbitration

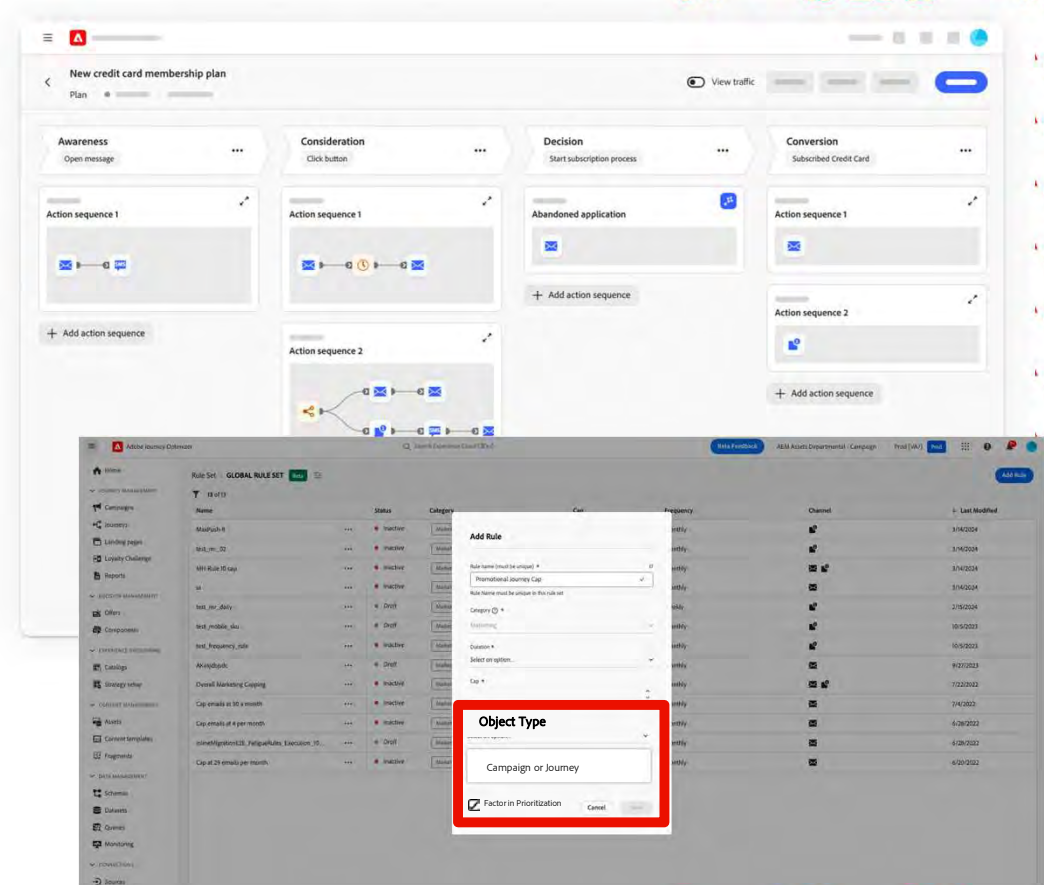
Business Rules

Apply Business Rules

Channel Priority Score



Gert gets redirected to the appropriate Experience Plan, seeing the various stages and action sequences included.



Achieve Arbitration

Business Rules

Apply Business Rules

Channel Priority Score

Manage Conflicts

The screenshot displays the Adobe Journey Optimizer web interface. The top navigation bar includes the Adobe logo, 'Adobe Journey Optimizer', a search bar, and user information. The left sidebar lists various management sections: JOURNEY MANAGEMENT (Home, Campaigns, Journeys, Landing pages, Loyalty Challenge, Reports), DECISION MANAGEMENT (Offers, Components), EXPERIENCE DECISIONING (Catalogs, Strategy setup), CONTENT MANAGEMENT (Assets, Content templates, Fragments), DATA MANAGEMENT (Schemas, Datasets, Queries, Monitoring), and CONNECTIONS (Sources, Destinations). The main content area shows a journey named 'Journey_e2e_mirrorpage_do_not_delete' in a 'Finished' state. The journey map illustrates a flow from 'Start' to 'Audience qualification: e2e_message_mirrorpage_link' (marked with a green lightning bolt icon) and then to 'Message' (marked with an envelope icon), ending at 'End'. On the right, the 'Journey Properties' panel is open, displaying details such as Name, Version (v.1), Author (Supriya Grandhi), and Creation date. A red rectangular box highlights the 'Rule Set' dropdown menu, which is currently set to 'Promotional'. Below this dropdown, a link states 'Review Frequency rule for the selected'. Other settings like 'Entrance', 'Re-entrance wait period', 'Profile time zone', and 'Start date' are also visible in the panel.

Business Rules

Apply Business Rules

Channel Priority Score

Manage Conflicts

The screenshot displays the Adobe Journey Optimizer interface. On the left is a navigation sidebar with categories like JOURNEY MANAGEMENT, DECISION MANAGEMENT, CONTENT MANAGEMENT, DATA MANAGEMENT, CONNECTIONS, and CUSTOMER. The main area shows a journey named 'Journey1874' in 'Draft' status, with a list of actions including 'arratia_SlackAJObotRI...', 'arratia_SlackAJObotText', and 'arratiaStreamAEPMult...'. A flow diagram in the center shows a sequence: Start -> Segment qualification -> SMS. An 'Actions: SMS' dialog box is open on the right, containing fields for Label, Description, ID, Category (set to 'Marketing'), and SMS surface (set to 'AaronPreset'). The 'Priority' field, which prompts the user to 'Insert numeric value', is highlighted with a red rectangle. Below this, a 'Conflict Management' section includes a 'View Conflicts' button.

Apply Business Rules

Channel Priority Score

Manage Conflicts

Adobe Journey Optimizer

Mobile DX Product Demo Dev

Campaign - 2023-05-16 19:30:24 UTC-06:00

Campaign Draft Saved just now Review to activate

Properties

Audience

Action

Priority

Conflict Management

Schedule

Action

Select action

Web

Web surface * Page URL Pages matching rule ?

URL * https://google.com/ Enter URL

Edit content

Priority ⓘ

55

Conflict Management

View Conflicts

AI Model Insights

Experience Decisioning

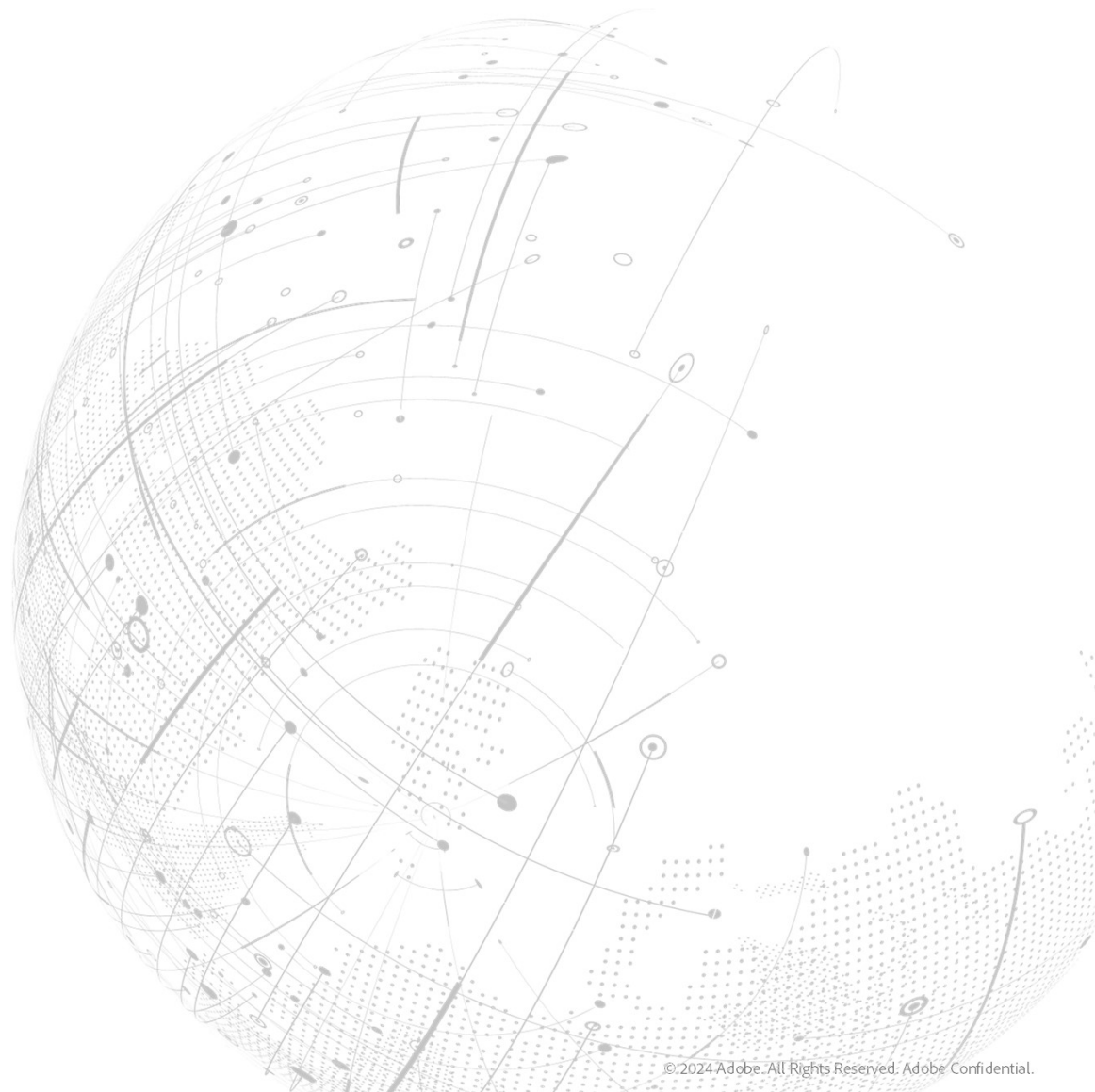
EXD AI Model Insights

Customizable Optimization Metrics

Unifying Ranking Formulas

Model Feature Expansion

Lift Measurement Report



Future Milestones

Experience Decisioning

Next Milestones

1

More embedded channels!

2

New content catalogs

3

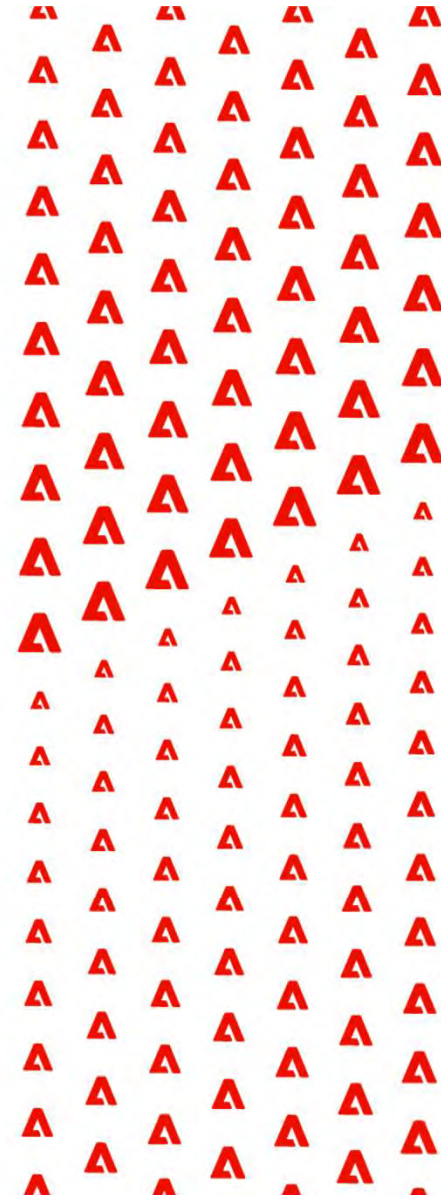
Decisioning on Journeys

4

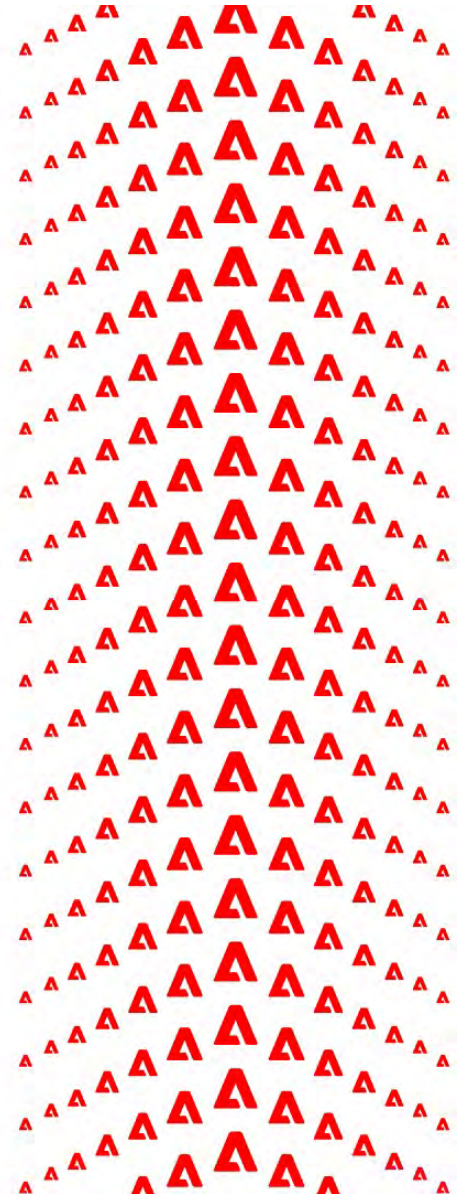
AI model insights (ex. lift measurement)



Wrap Up and Q&A



Questions?



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Adobe Experience Makers Personalization at Scale Bootcamp
August 5 – August 7, 2024
Event Survey

Hands-on Lab:

Please rate your experience based on the following factors:

How satisfied are you with the Identities, Profiles, Audiences, and Activation portion of the Hands-on Lab?

Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied

How satisfied are you with the Journey Optimizer portion of the Hands-on Lab?

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How satisfied are you with the Customer Journey Analytics portion of the Hands-on Lab?

Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied

Adobe Experience Platform:

Please rate your experience based on the following factors:

What business challenge(s) are you hoping to solve with Adobe Experience Platform?

How helpful were the exercises in understanding the capabilities of Adobe Experience Platform (AEP)?

Very Helpful Somewhat helpful Neutral Somewhat unhelpful Very unhelpful

What, if any, are the greatest benefits you or your organization hope to gain from AEP?

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Overall Experience:

Please rate your experience based on the following factors:

You had valuable conversations and networking opportunities at the event

Strongly Disagree Disagree Neutral Agree Strongly Agree

Your overall experience of the event was positive

Strongly Disagree Disagree Neutral Agree Strongly Agree

Please share any additional feedback or suggestions on the content and overall event experience:

See you tomorrow!

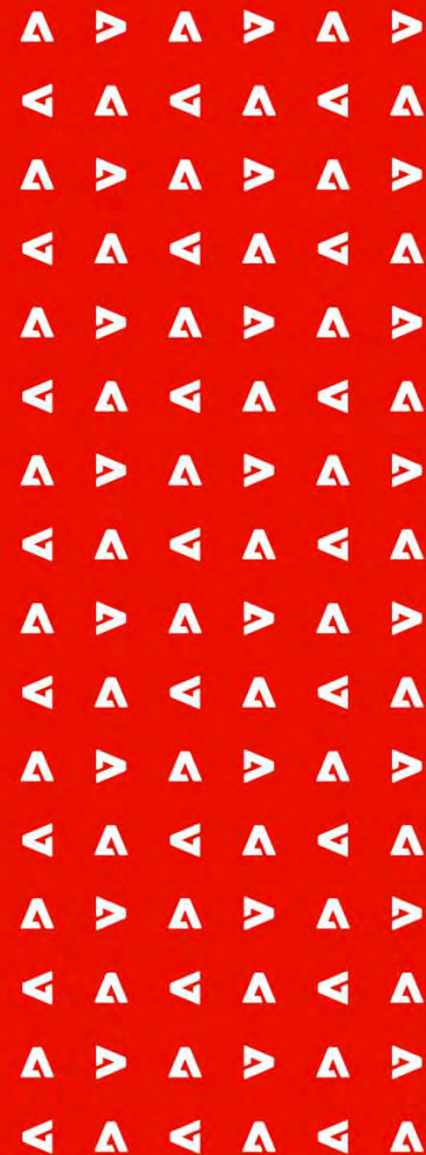




Adobe Experience Makers ***Personalization at Scale* Bootcamp**

Experience Platform Hands-on Lab: Day 2

Aug 5-7 | Tarrytown, NY



Add day 1 recap slide

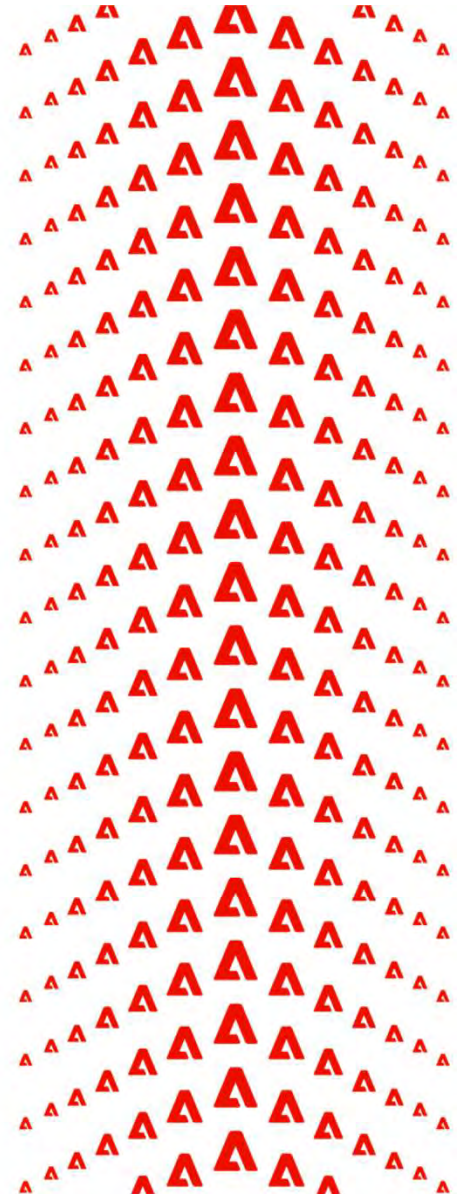
Hands-on Lab – Agenda

Day 1, Morning: Experience Platform Foundations & Real-Time CDP	
Intro & Access	30 min
Experience Platform Overview & Data Ingestion	30 min
Governance	30 min
Lunch Break	30 min
Identity Service & RT Customer Profile	30 min
Audiences	30 min
Destinations	15 min
Day 1 Wrap Up	10 min
~4 Hours	

Day 1, Afternoon: Adobe Journey Optimizer	
Journey Optimizer Overview	10 min
Offer Decisioning	20 min
Break	15 min
Journey Building	45 min
Journey Reporting	10 min
Campaigns	10 min
Journey Optimizer Recap	10 min
Journey Optimizer Roadmap	20 min
~2.5 Hours	

Day 2, Morning: Customer Journey Analytics	
Day 2 Kickoff	15 min
Customer Journey Analytics Overview	20 min
Dashboards	45 min
Audience Publishing	10 min
AI Showcase	10 min
Guided Analysis	15 min
Q&A and Recap	5 min
CJA Product Roadmap	20 min
~2 Hours	

Customer Journey Analytics



Lab Personas



Steve

As a **data architect**, Steve is responsible for defining data schemas, setting up the application to capture events, and data maintenance.



Rishi

Rishi is a **data steward** who ensures compliance of data usage in segments and activation and compliance of data access through policies.



Jaelyn

Jaelyn, as an **analyst**, is tasked with answering business questions using data. She generates regularly scheduled reports and ad hoc analysis to provide data driven insights and new segments and cohorts.



Marsha

As a **marketer**, Marsha is responsible for activating campaigns across digital marketing channels, marketing content, and reporting for all marketing programs for her organization. Marsha also works with channel owners to coordinate journeys.

Setting up for success:

Customer Journey Analytics

- As a data analyst, Jaelyn is tasked with joining different data sources together and developing dashboards to gather insights to performance and business outcomes.
- Some key responsibilities of Jaelyn:
 1. Join multiple data sources including online, offline, profile, and event data to gain insights about customers
 2. Explore customer journey to derive insights and opportunities
 3. Use Customer Journey Analytics to create dashboards for marketing and business teams





Content, Commerce & Workflows

Adobe
Experience
Manager

Adobe
Commerce

Adobe
Workfront

Data Insights & Audiences

Adobe
Analytics

Adobe
Customer
Journey
Analytics

Adobe
Real-Time
CDP

Adobe
Mix
Modeler

Customer Journeys

Adobe
Journey
Optimizer

Adobe
Marketo
Engage

Adobe
Target

Adobe
Campaign

Unified Profile

Common Identity

Experimentation

Composable

Multi-Cloud

API-First /
Headless

Data Sovereignty

Privacy &
Governance

Adobe Experience Platform

Data | Content | AI/ML

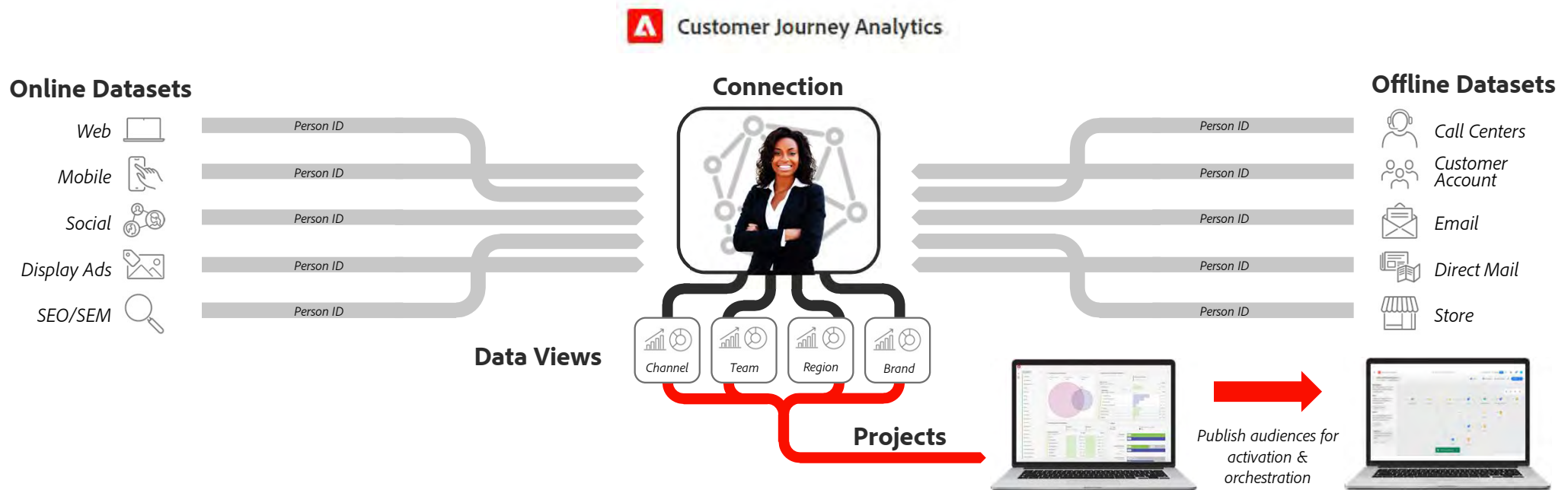
Customer Journey Analytics enables a full view of the customer journey



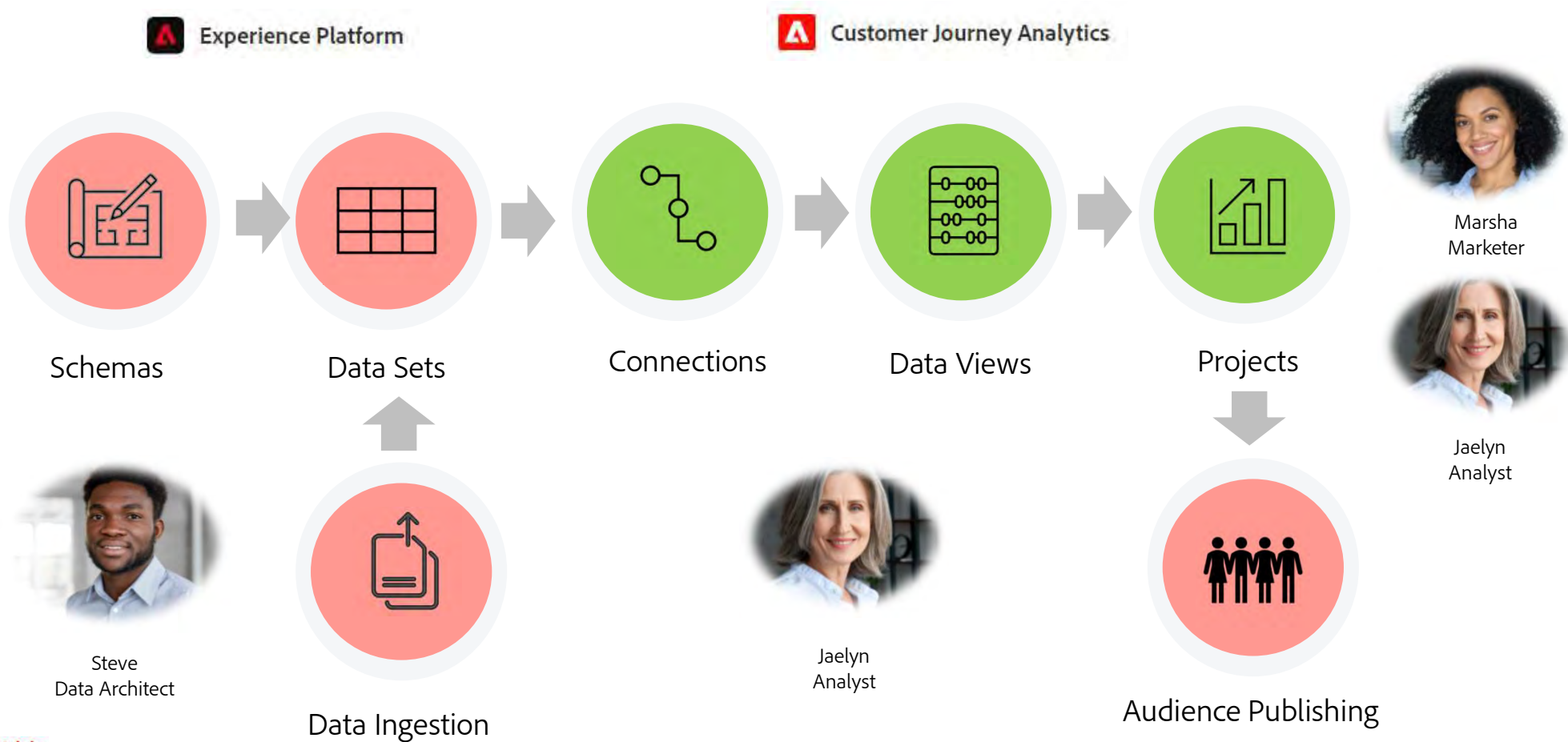
Customer Journey Analytics

Customer Journey Analytics combines data from disparate channels into a journey centric view that empowers Analysts and Marketers to quickly find answers to critical business questions.

How Customer Journey Analytics works



The CJA Journey – Data to Insights



Connecting Data Sources in CJA Connections

Customer Journey Analytics can seamlessly integrate various online and offline data sources

- Connect omnichannel data to gain a comprehensive view of a customer's journey
- Link multiple datasets into a single CJA Workspace
- Enrich customer journey information by joining event and profile data together

The screenshot displays the Adobe Customer Journey Analytics interface. The top navigation bar includes 'Customer Journey Analytics', 'Workspace', 'Connections', 'Data views', 'Components', 'Tools', and 'Tabs'. The main area is titled 'Add datasets' and shows a list of 'Experience platform datasets'. The list includes datasets like 'Call Center Dataset', 'CJA Audiences Profile Dataset', 'CRM Profile Dataset', and others, with columns for 'DATASET', 'DATASET TYPE', 'NUMBER OF RECORDS', 'SCHEMA', 'LAST BATCH', and 'DATASET ID'. The 'CRM Profile Dataset' is highlighted. To the right, a sidebar shows '2 selected' datasets: 'Call Center Dataset' and 'CRM Profile Dataset'. Below this, the 'Connections' section for 'Summit 2023 [Don't Delete]' is visible, showing 'All datasets' and 'Metrics' for the period 'February 06, 2023' to 'February 13, 2023'. The 'Metrics' section includes 'Records added' (6,500), 'Records skipped' (4,580), 'Records deleted' (0), and 'Batches added' (5). Below the metrics are three line charts: 'Records added', 'Records skipped', and 'Records deleted', each showing data for February 06. The right sidebar for 'Summit 2023 [Don't Delete]' includes options to 'Refresh', 'Delete', and 'Create data view', along with connection details like 'Connection name', 'Connection description', 'Sanitization', and 'Data views using connection'.

Customer Journey Analytics | Data Views

Modify imported data in CJA instantly without altering schemas

- Create and customize new dimensions or metrics from an existing component
- Define default attribution models on individual metrics
- Assign friendly names or hide unneeded components
- Modifications are immediately applied to Workspace and have a retroactive effect

Data views > Retail DV

Configure Components Settings

Connection: Retail Conn

Schema fields Standard components

Search schema field...

Contains data X

Is not deprecated X

Schema fields (89 items) Add all

Profile datasets >

Event datasets >

Adobe lookups >

Included components (141)

Search components

Metrics (38)

COMPONENT NAME	DATASET	SCHEMA DATA TYPE	SCHEMA PATH	ATTRIBUTION
Channel Purchases	POS Dataset, Mobile Event D...	String	eventType	—
Revenue	POS Dataset, Mobile Event D...	Double	productListItems.priceTotal	—
commerce.checkouts.value	POS Dataset, Mobile Event D...	Double	commerce.checkouts.value	—
commerce.productListAdds.v...	POS Dataset, Mobile Event D...	Double	...merce.productListAdds.value	—

Dimensions (103)

COMPONENT NAME	DATASET	SCHEMA DATA TYPE	SCHEMA PATH	PERSISTENCE
Cookie Support	—	String	...ballookups.cja.cookieSupport	—
Screen Height	—	String	...globallookups.cja.screenHeight	—
Time Spent per Session	n/a	n/a	n/a	n/a
callAgentID	POS Dataset, Mobile Event D...	String	...e.callCenterAgent.callAgentID	—

Help Language: English

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Channel Purchases

Remove

Duplicate

Schema path: eventType

Data Usage Labels: —

☐ Hide component in reporting

FORMAT

INCLUDE EXCLUDE VALUES

☒ Set include/exclude values

☒ Case sensitive

Match: If all criteria are met

Criteria: Contains the phrase: commerce.productViews

+ Add rule

METRIC DEDUPLICATION

ATTRIBUTION

Customer Journey Analytics | Data View Magic

- Turn any dimension into a metric
- Create a dimension from a metric that has buckets of values (Age ranges as example)
- Filter out bad data in a dimension
- Sub-strings
 - Array: create unlimited list vars
 - Splitting delimited values: Auto classifications on the fly
 - Parse URL for missing or incorrect query string parameters
- Create new dimension that is a sub-set
- Set allocation and expiration on the fly that is retroactive
- Historical data where a tracking code is missing due to wrong
- Derived fields: Processing rules on the fly



Putting it into practice:

Customer Journey Analytics

- As a data analyst, Jaelyn is tasked with joining different data sources together, analyzing, developing reports, and acting on data.
- Some key questions that Jaelyn can use Customer Journey Analytics to answer:
 - How do I validate online and offline data that comprises my Data View
 - How have promotions and advertising campaigns impacted customer engagement
 - How can discover opportunities to deflect calls from the call center
 - How have AJO Journeys and messages performed and influenced sales
 - How can complex audiences be discovered within CJA and then published to AEP for retargeting



Guided Analysis

Guided analysis is a simplified UX experience that allows marketers, product managers and analytics teams to uncover patterns, trends, and insights making them accessible for non-analysts and giving others a head start for deeper analysis.

Acquisition & Activation



Net Growth



Usage Trends

Product Engagement



Friction Funnel



User Streams



First Use Impact



Usage Trends



Active Users

Retention & Churn



Retention Rates



Net Churn

Day 2 Summary

1

Customer Journey Analytics

- Combines data from disparate channels into a journey centric view
- Single view of the customer

2

Connections & Data Views

- Joins datasets
- Unlimited Dimensions and Metrics
- Non-destructive data manipulation at report runtime

3

Analysis Workspace

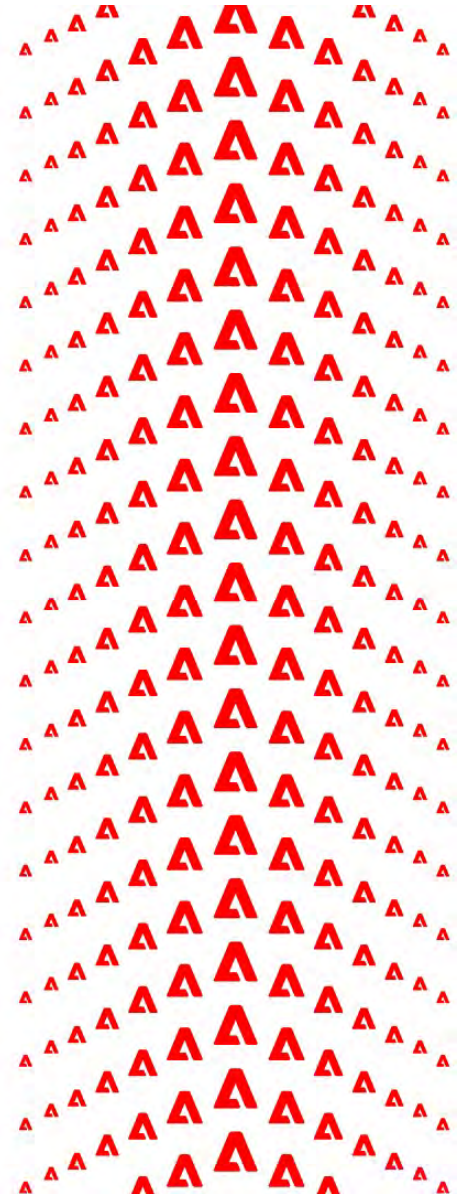
- Intuitive UI with minimal learning curve
- Curate dashboard to the exact level of use
- Leverage powerful visualizations to illustrate journeys

4

Audience Publishing

- Use Analysis Workspace to surface valuable audiences
- Easily publish audiences from a variety of visualizations
- Activate audiences

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