



# Adobe Experience Platform

Hands on Lab for Higher Education

October 15, 2024

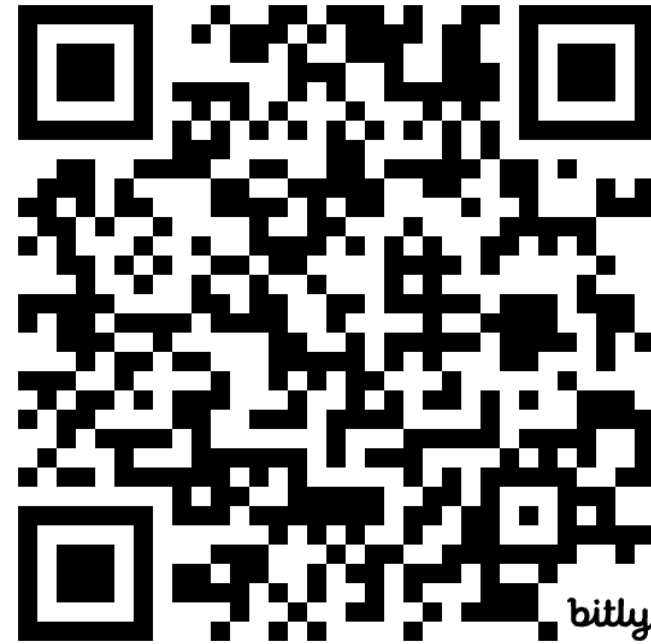


| Topic                        | Description                                                                                                                                     | Time    | Experience & Content                                                                                                                                                                                     |
|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Access and Use case overview | Ensure all users have access to AEP sandbox                                                                                                     | 30 mins |                                                                                                                                                                                                          |
| Data foundations             | Understand AEP data model and how data is unified across channels                                                                               | 15 mins | Presentation and UI Walkthrough                                                                                                                                                                          |
| Media Optimization           | Learn how to view a current student profile and create a simple audience for media suppression.                                                 | 30 mins | Hands on Exercise: <ul style="list-style-type: none"> <li>• Lookup a known profile</li> <li>• Visualise the Identity Graph</li> <li>• Create a media suppression audience</li> </ul>                     |
| On-site personalization      | Understand how CDP and Adobe Target can be used to personalize digital experiences on the website                                               | 30 mins | Hands on Exercise: <ul style="list-style-type: none"> <li>• Visit the website</li> <li>• Visualise the pseudonymous profile in AEP UI</li> <li>• Create a real-time audience</li> </ul>                  |
| Lead Nurturing               | Understand how anonymous data is stitched to known customer data. Learn how to author content in AJO and use online events to trigger journeys. | 45 mins | Hands on Exercise: <ul style="list-style-type: none"> <li>• Register for open day</li> <li>• Build a real time journey in AJO</li> </ul>                                                                 |
| Retargeting and AI           | Learn about Adobe's AI based audience capabilities, how to build a sequential audience and compose an audience within the CDP.                  | 40 mins | Hands on Exercise: <ul style="list-style-type: none"> <li>• Create a sequential audience for retargeting</li> <li>• Use propensity scores to prioritize leads</li> </ul>                                 |
| Data Governance and Privacy  | Understand Adobe's data governance and privacy capabilities                                                                                     | 30 mins | Presentation and UI Walkthrough <ul style="list-style-type: none"> <li>• Privacy Service</li> <li>• Consent and Governance Policies</li> </ul>                                                           |
| Reporting and Attribution    | Introduction to Customer Journey Analytics dashboards and moving from digital only to omnichannel reporting                                     | 45 mins | Hands on Exercise: <ul style="list-style-type: none"> <li>• Multi-touch cross channel attribution</li> <li>• Cross channel flow visualizations</li> <li>• Audience publishing from CIA to CDP</li> </ul> |
| Q&A + Wrap up                |                                                                                                                                                 | 15 mins |                                                                                                                                                                                                          |

# Getting Started

- Connect and register on **UNSW Guest Wifi**
- 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/edu>



## Reminders as we get started

- This lab is geared around you learning about the features of the solution
- This lab is conducted in a demo environment and does not reflect performance of the application in production.
  - Instance will not contain data representative of a full-scale production system.

# Our future student



Joseph  
Shamiro



18 years



Sydney,  
Australia

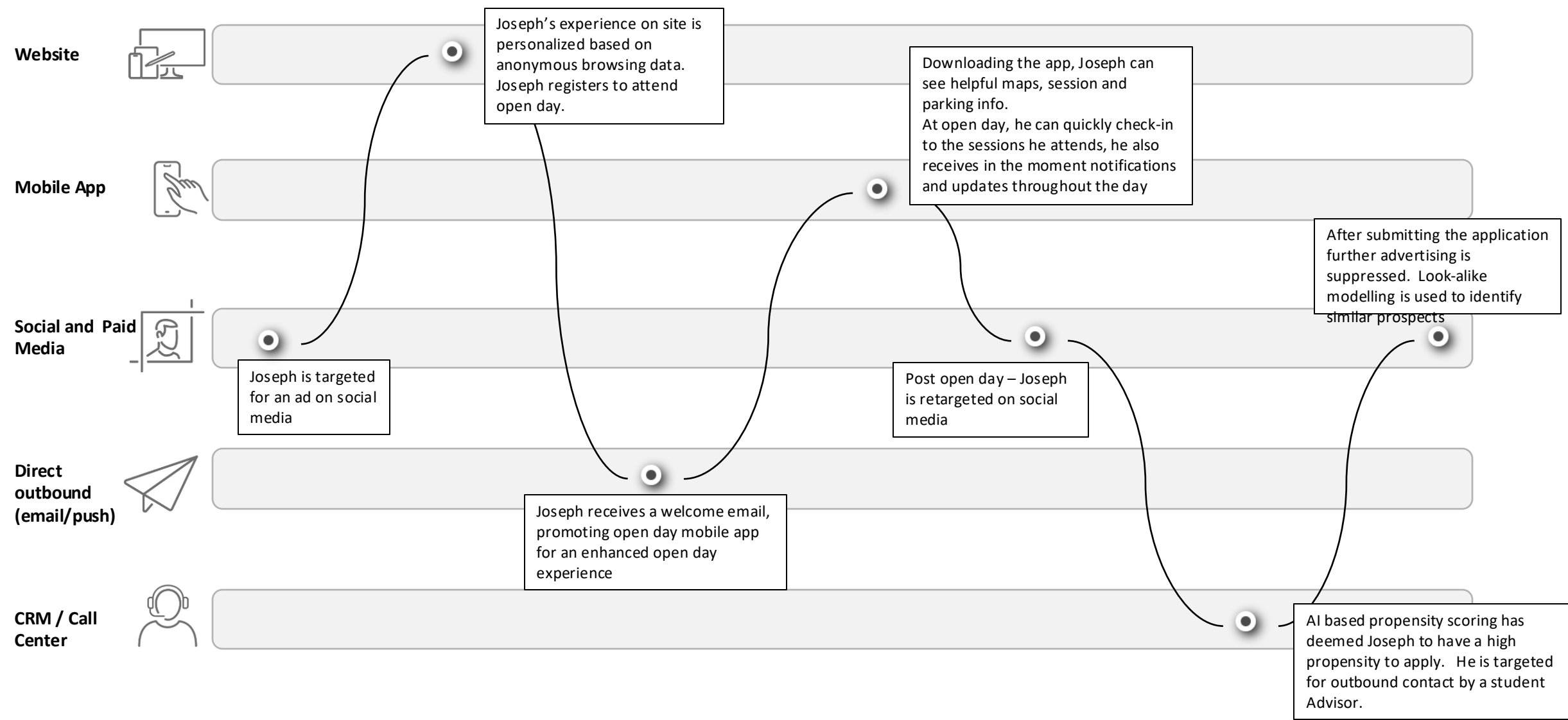


High School  
Leaver



Maths  
Enthusiast

# Hands-on Lab Example Use Case



# Lab Profiles



## Future Student

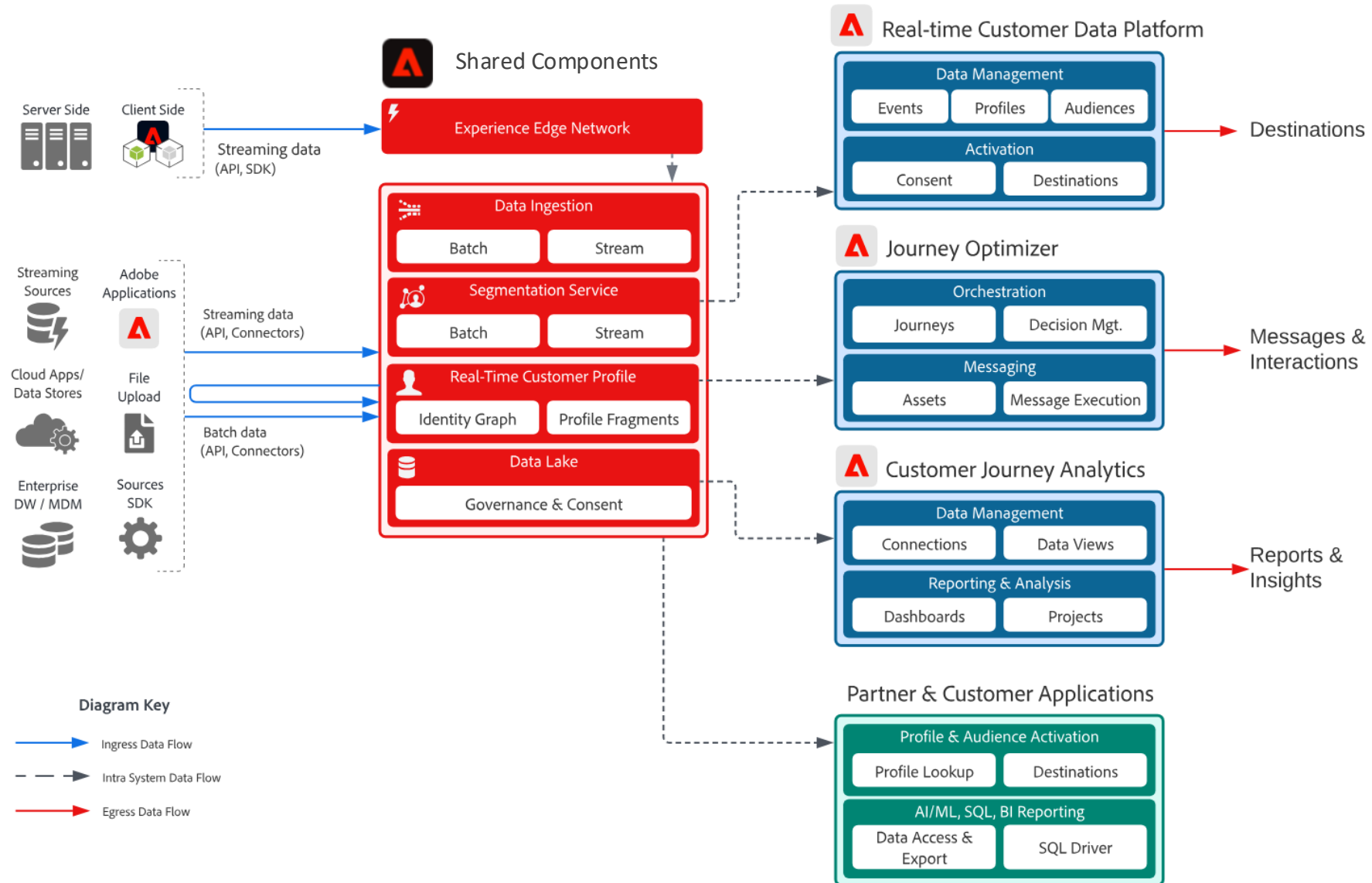
For any student facing interactions during the exercises. You can use your own email or any email address ending in **@gmail.svpoc.io**



## Experience Maker

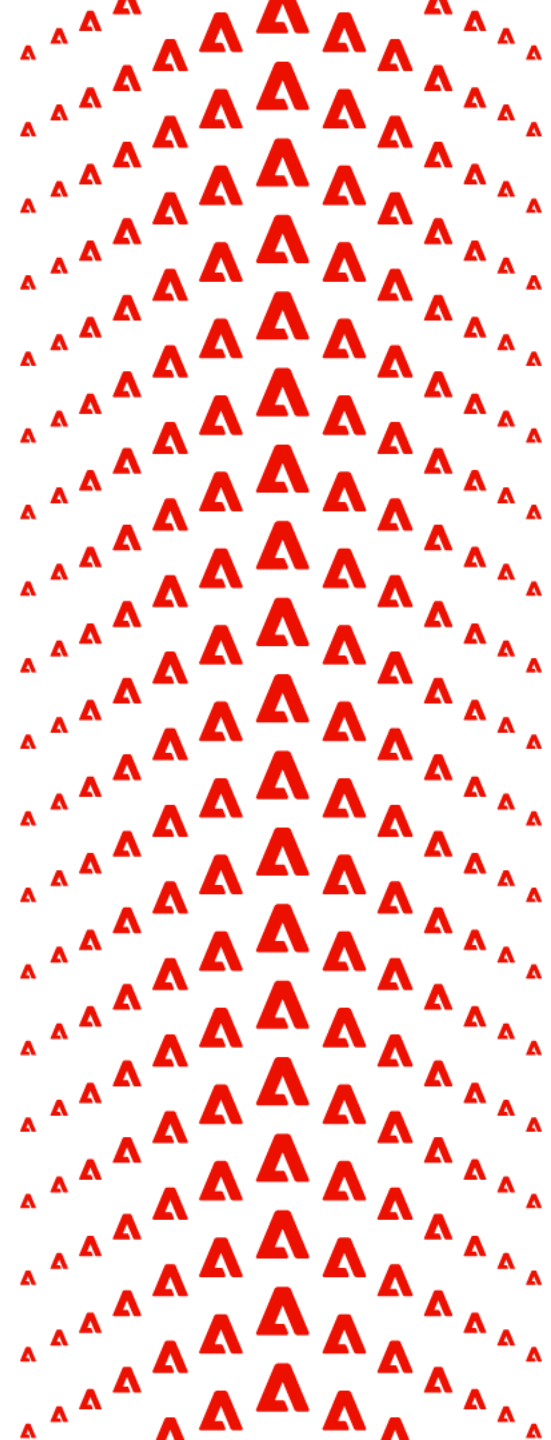
For any marketer activities during the exercises use the login details provided to you on the Access page.

# Adobe Experience Platform – Native Applications



Setting up for success:

# Data Foundations

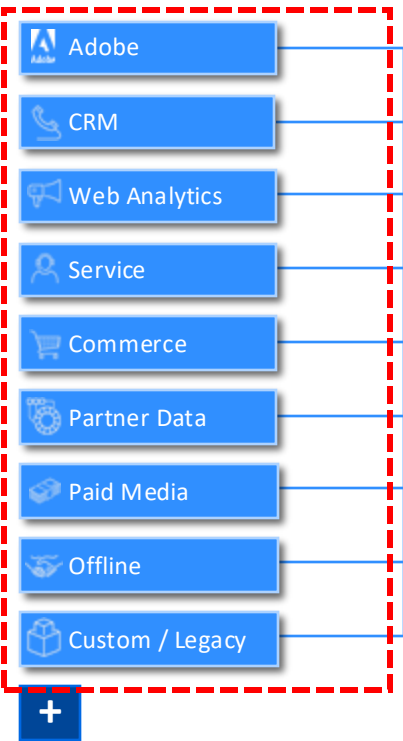


# Complete Customer Data Management with Adobe Experience Platform

## Sources

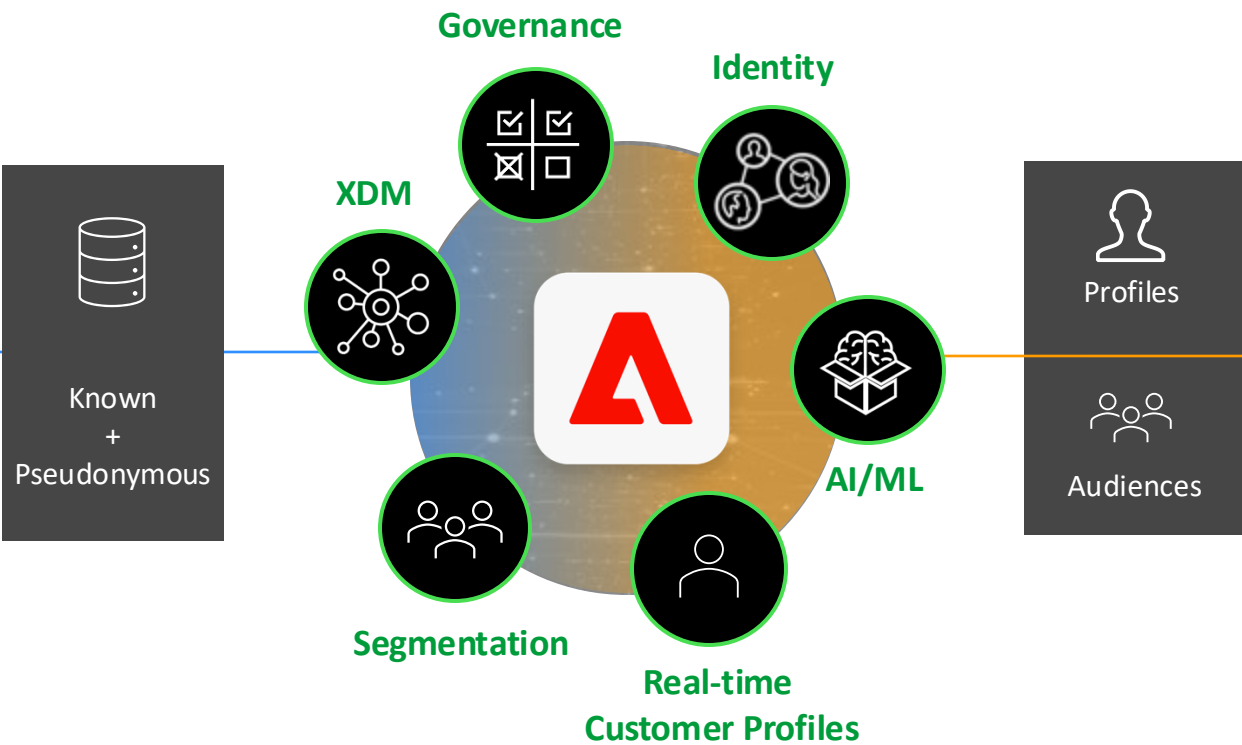
Flexible Data Ingestion

### Adobe & Non-Adobe



## Real-Time CDP

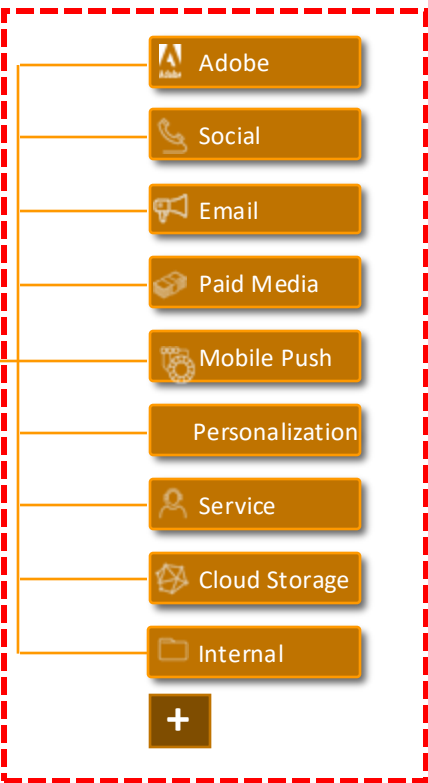
Unified Customer Profiles



## Destinations

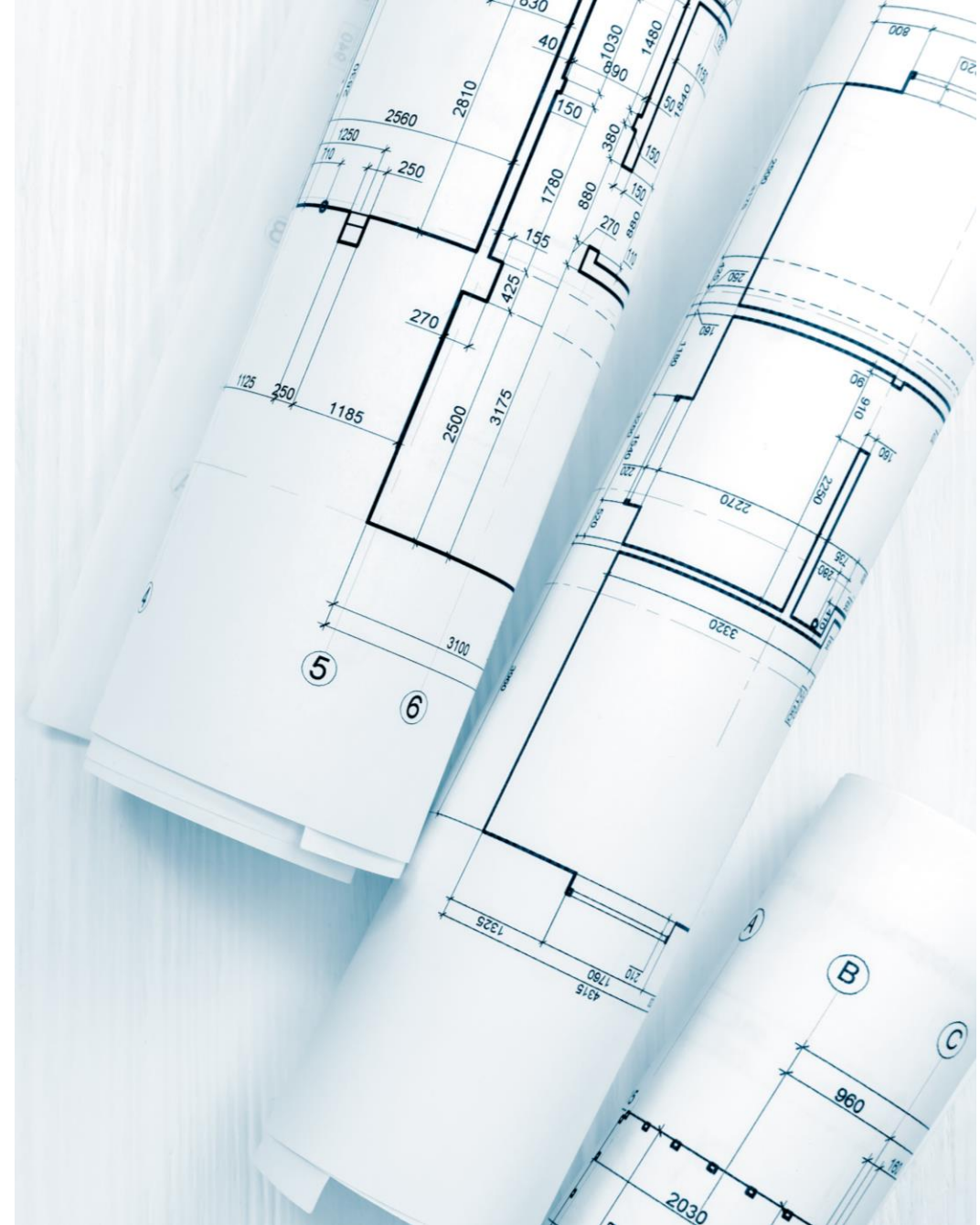
Activation Everywhere

### Adobe & Non-Adobe



# XDM | Experience Data Model

- XDM is the foundational JSON framework used to provide common structures and definitions to siloed data
  - Standardize the structure of data in a consistent and reusable way
  - Harmonize data across channels
  - Publicly documented specification in Adobe Experience League



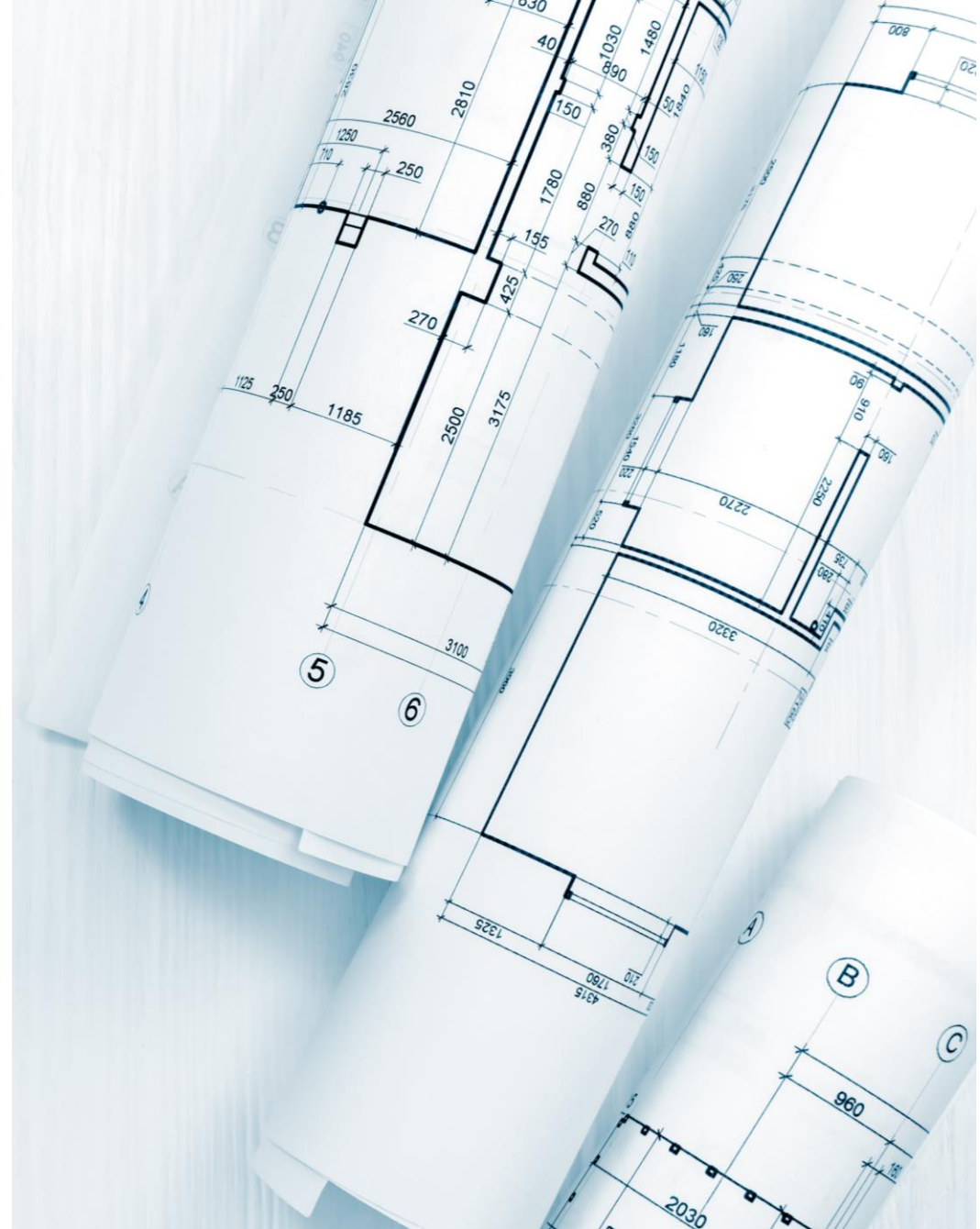
# Schemas

Before data can be ingested into Platform, a schema must be created

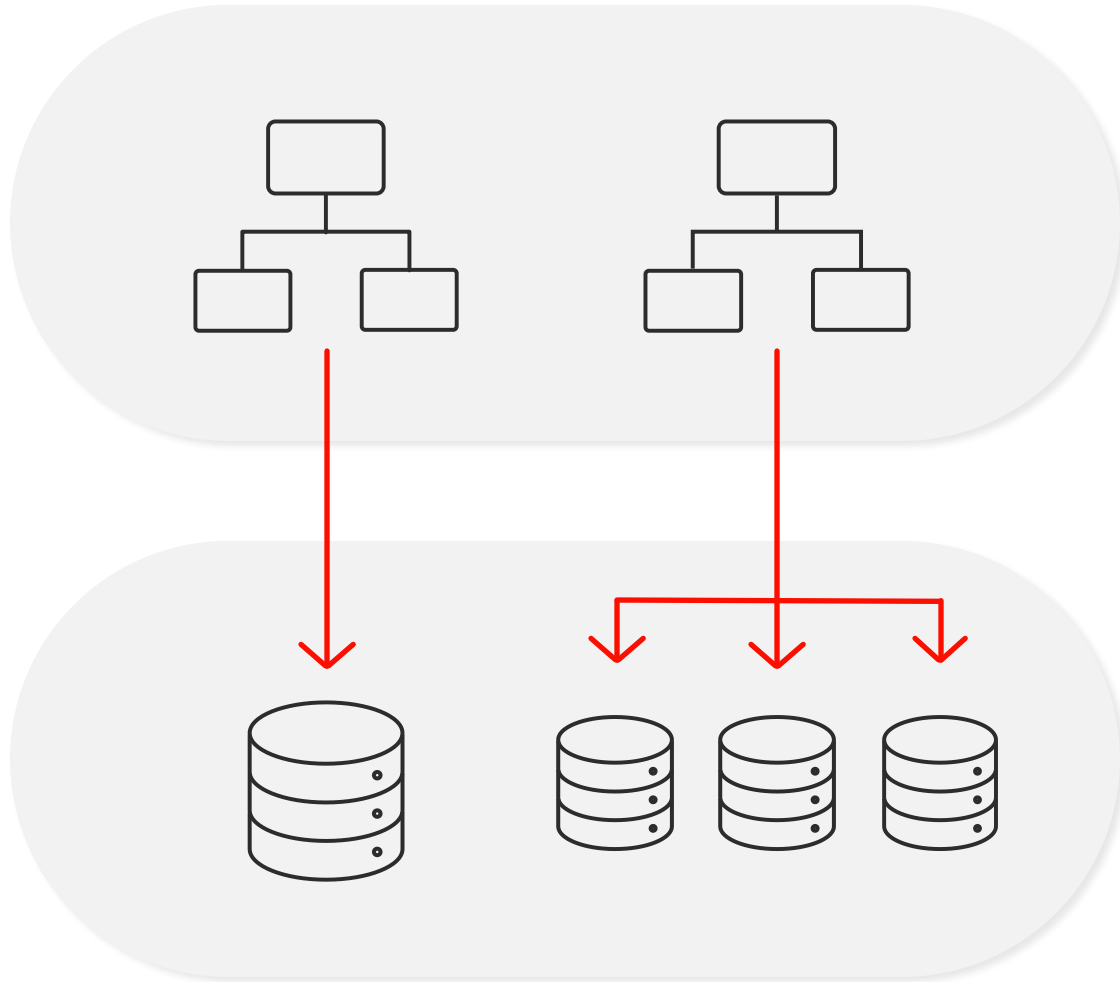
A schema describes the data's structure and provide constraints to the type of data that can be contained with each field

A schema defines how data is to be represented and validated

- It is a blueprint for how data is defined, ingested and consumed in Adobe Experience Platform.



# Datasets vs. Schemas



## Schema

A set of definitions that describe the blueprint of the data, including data types, validations, and relationships

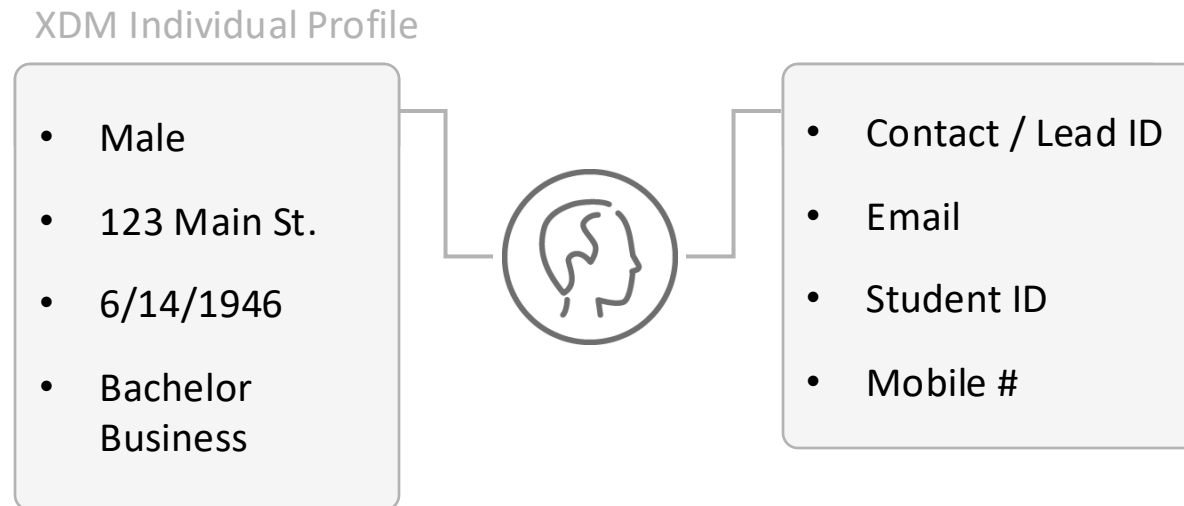
## Dataset

An observable collection of data defined by a schema

# Schemas | Class | XDM Individual Profile



XDM Individual Profile class holds the attributes of a student. These can be updated over time. At least one Identity field is required.

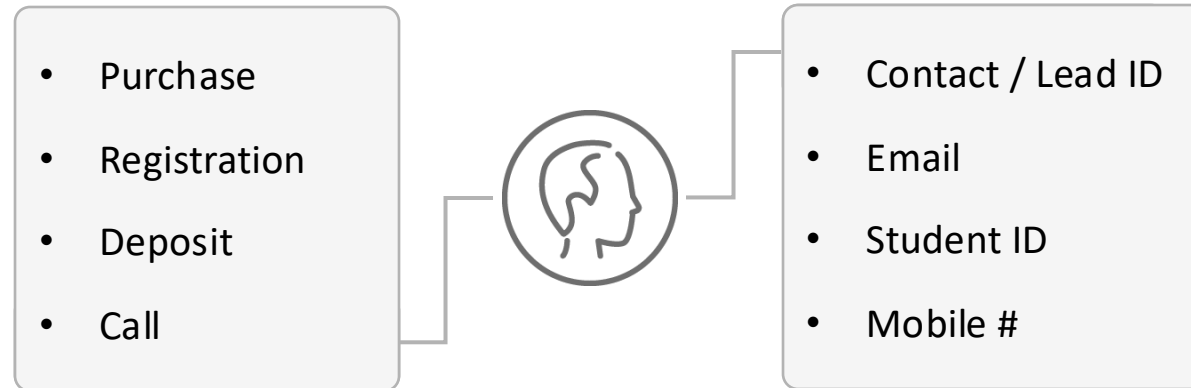


# Schemas | Class | XDM ExperienceEvent



XDM ExperienceEvent class is used to capture behavioral data, including timestamp, event type and identity. These cannot be updated.

XDM ExperienceEvent

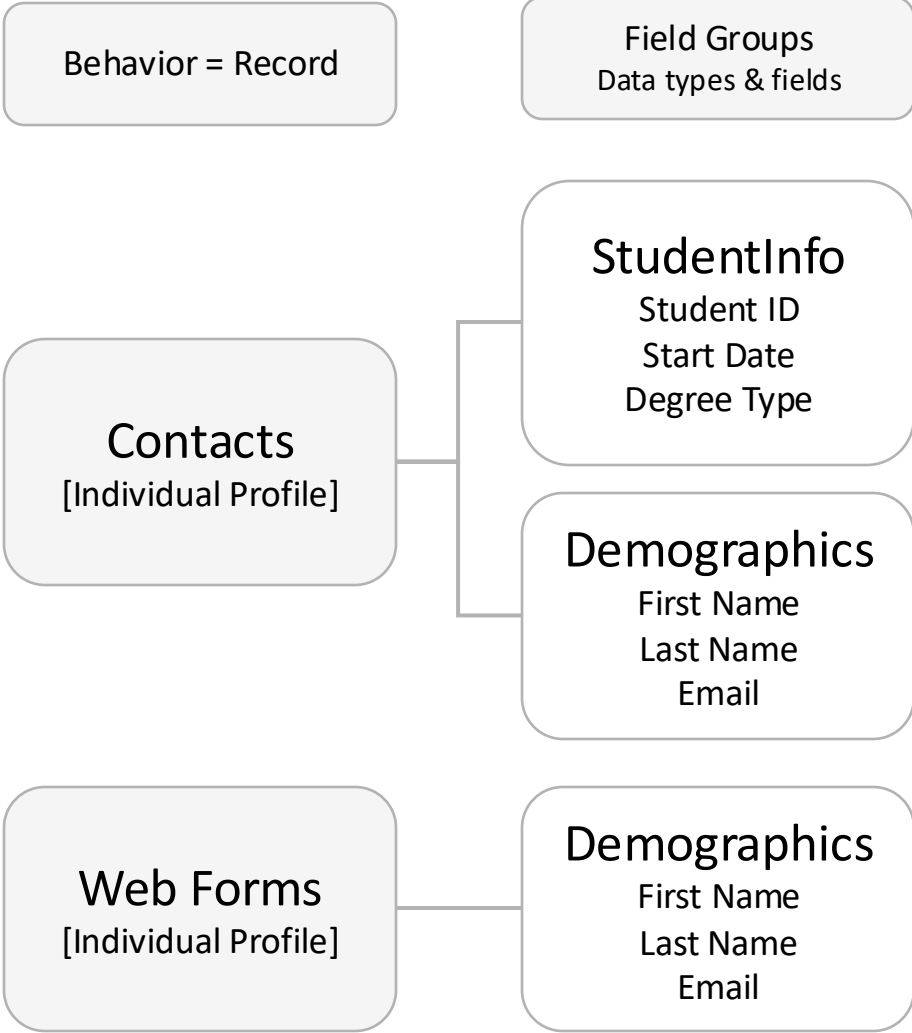
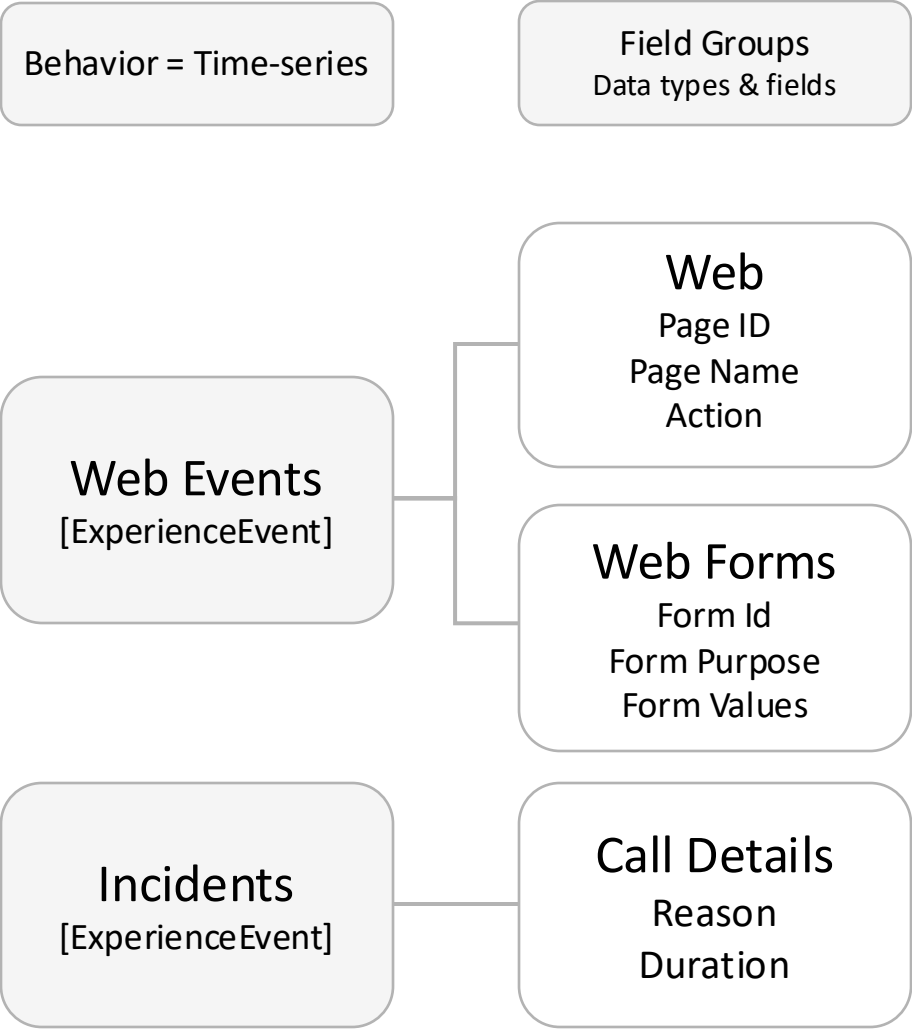


# Schemas | Field Groups

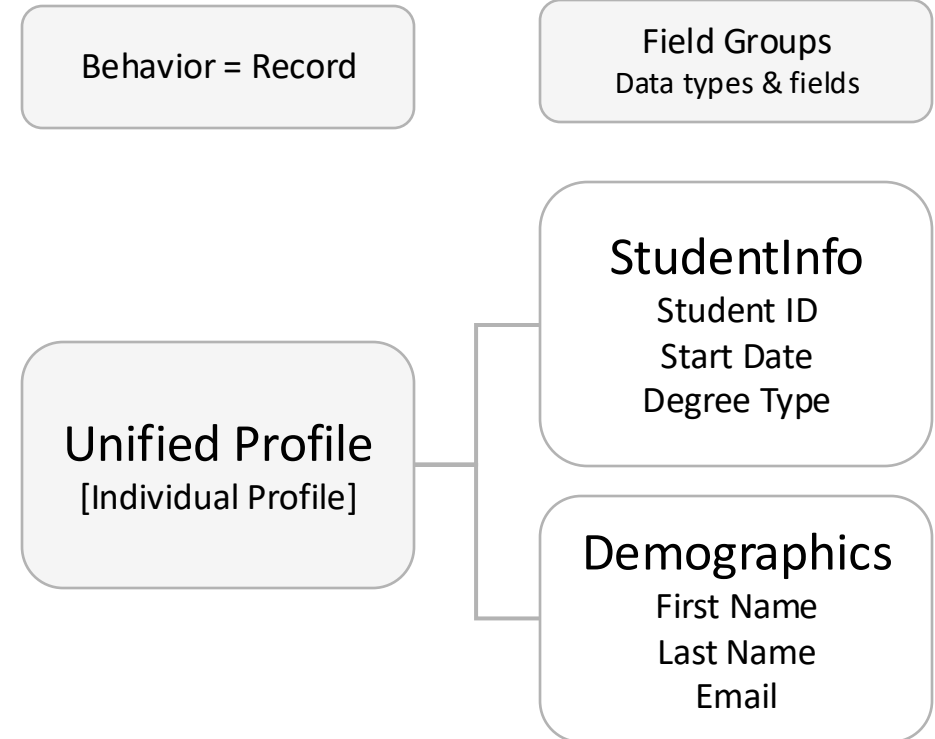
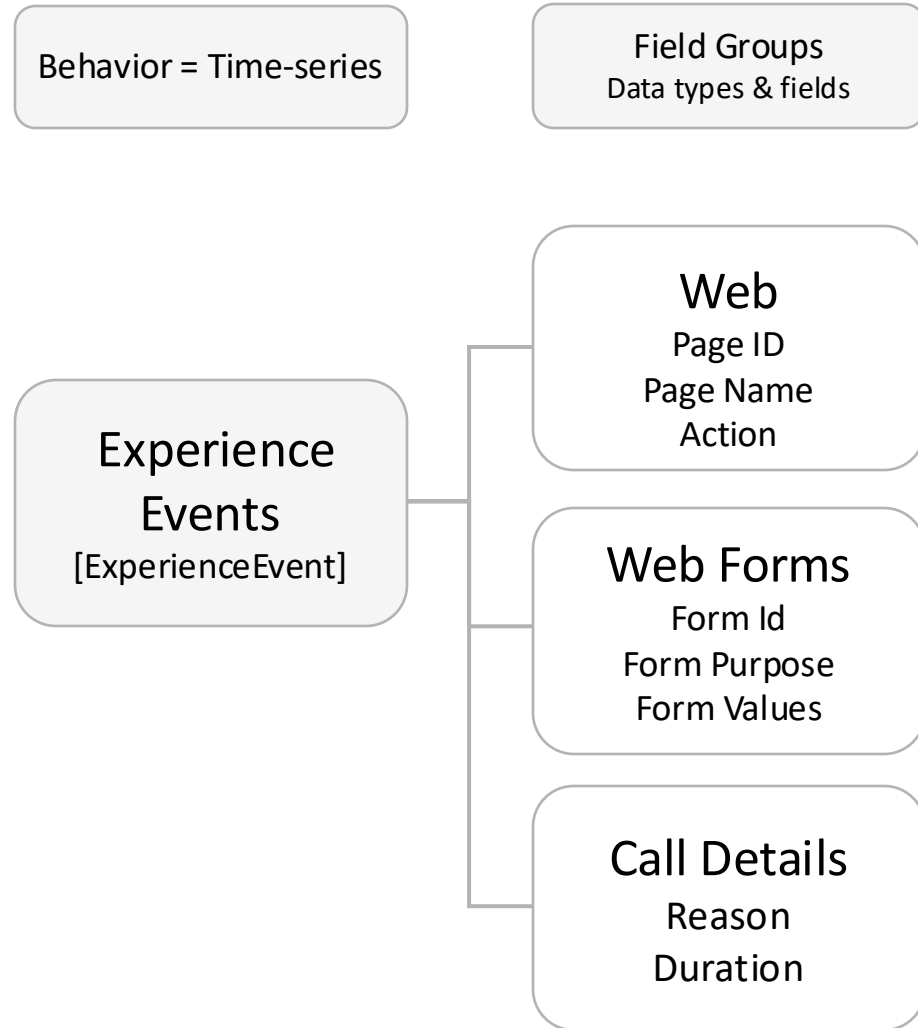
- Adds *EXTENSIBILITY* to a Schema
- Defines one or more data types and/or fields
- Reusable within the class
- Out of the box or Custom

The screenshot displays the Adobe Experience Platform (AEP) Schemas interface. The top navigation bar shows 'Adobe Experience Platform' and 'Adobe Americas POT 5'. The left sidebar contains a navigation menu with categories like 'CONNECTIONS', 'CUSTOMER', 'DATA SCIENCE', and 'DATA MANAGEMENT', with 'Schemas' currently selected. The main content area is titled 'Schemas > Orders EE Schema' and features a 'Composition' panel on the left and a 'Structure' panel on the right. The 'Composition' panel shows the 'Orders EE Schema' selected, with a list of field groups including 'Product Details Mixin EE', 'Order Details Mixin EE', 'Store Details Mixin EE', and 'Identities Mixin EE', all of which are checked. The 'Structure' panel displays a hierarchical tree of the schema's fields, including '\_adobeamericaspot5' (Object), 'identification' (Object), 'orderDetails' (Object), 'productDetails' (Object[]), and 'storeDetails' (Object). The 'storeDetails' object contains three fields: 'storeClerkID' (String), 'storeId' (String), and 'storeZIP' (String). On the far right, the 'Schema properties' panel shows the 'Display name' as 'Orders EE Schema', the 'Description' as 'Orders EE Schema', the 'Type' as 'Schema', and the 'Profile' as 'On'. It also displays the 'Created' date as '4/14/2020, 12:35 PM' and the 'Last modified' date as '4/14/2020, 12:36 PM'. A 'Screenshot' button is visible at the bottom of the 'Composition' panel.

# Schema Examples



# Unified Schemas



# Identities

- Key fields can be marked as “Identity”
- “Primary identity” is mandatory
- 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

The screenshot displays the Adobe Experience Platform interface, specifically the 'DEVELOPMENT' section. The left sidebar contains a navigation menu with options: Home, Workflows, CONNECTIONS (Sources, Destinations), CUSTOMER (Profiles, Segments, Identities), PRIVACY (Policies, Requests), DATA SCIENCE (Notebooks, Models, Services), and DATA MANAGEMENT (Schemas, Datasets, Queries, Monitoring). The main content area is titled 'Schemas > CRM Profile Schema'. It features a 'Composition' panel on the left with a 'Class' section containing 'XDM Individual Profile' and a 'Mixins' section containing 'Credit Details Mixin', 'Identities Mixin Profile' (selected), and 'Profile preferences details'. The 'Identities Mixin Profile' is expanded, showing 'Primary identity: CRMID' and 'Identity: Email'. The 'Structure' panel on the right shows a hierarchical tree of fields: '\_adobedemoamericas270' (Object), 'creditProfileDetails' (Object), 'Identification' (Object), 'CRMID' (String), 'CRMIDCombo' (String), 'Cookie' (String), 'ECID' (String), 'Email' (String), '\_repo' (Object), 'faxPhone' (Fax phone), 'homeAddress' (Home address), and 'homePhone' (Home phone). The 'Field properties' panel on the far right shows settings for the selected field, including 'Maximum length', 'Description', 'Path', 'Required', 'Array', 'Enum', 'Identity' (checked), 'Primary identity' (checked), 'Identity namespace' (CRMID), and 'Relationship'. The bottom of the interface includes links for 'Terms of Use', 'Privacy Policy', and 'Language: English', along with a copyright notice for 2020 Adobe Inc.

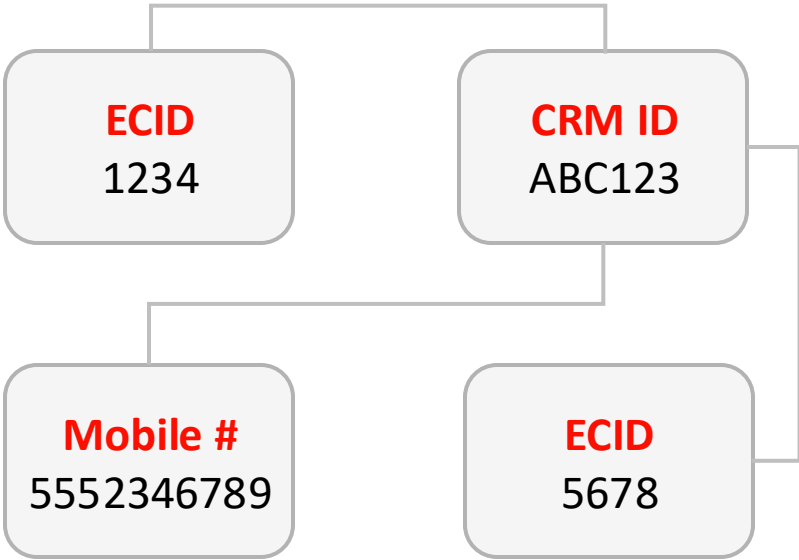
# Identity Graphs

ExperienceEvents

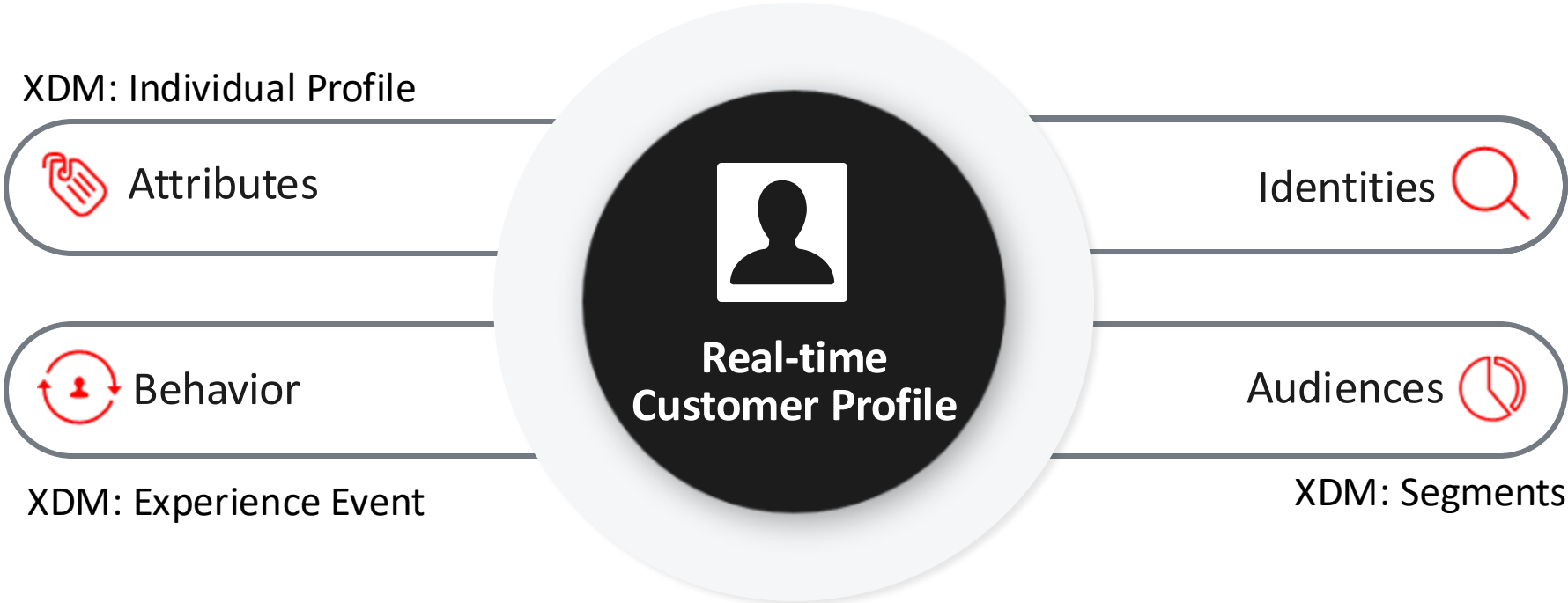
| Channel     | Time     | Event    | ECID | CRM ID | Mobile #   |
|-------------|----------|----------|------|--------|------------|
| Mobile      | 8:00 AM  | pageview | 1234 |        |            |
| Mobile      | 8:05 AM  | log_in   | 1234 | ABC123 |            |
| Desktop     | 10:00 AM | pageview | 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   | 6/14/1986 | Male   |



# Data Representation



## XDM Union: Individual Profile

|  | CRMID | FirstName | Last Name |
|--|-------|-----------|-----------|
|  | 44    | John      | Doe       |
|  | 21    | Jane      | May       |

|  | CRMID | Timestamp      | Activity     |
|--|-------|----------------|--------------|
|  | 44    | 1/1/2019 16:01 | Open Day     |
|  | 21    | 4/5/2019 08:05 | Inbound Call |

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

# Data Ingestion Overview

## Data Sources

### Behavioral



- Adobe Analytics
- Adobe Target
- AEM

### Sales & Commerce



- Purchases
- Reservations
- Subscriptions

### CRM



- Customer Contacts
- Accounts
- Loyalty

### ERP



- Sales & Account Data
- Product Data
- Business Data

### Enterprise Data Lake



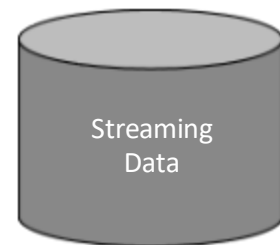
- Enterprise Data Warehousing
- ETL - Data Integration
- Product/IoT Data

### Customer Insights / ML



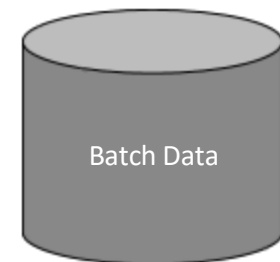
- Models & Propensities
- Derived Attributes
- Enriched Data

## Data Ingest



Streaming Data

- Adobe Analytics
- Azure Event Hub
- AWS Kinesis
- Kafka
- HTTP API



Batch Data

- Amazon S3
- Google Cloud Storage
- Microsoft Dynamics 365
- AWS Redshift
- IBM DB2
- Google BigQuery



## AEP



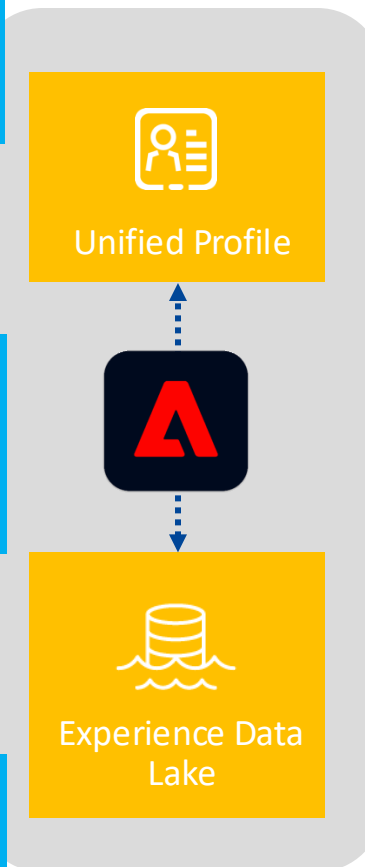
XDM



Identity Service



Governance

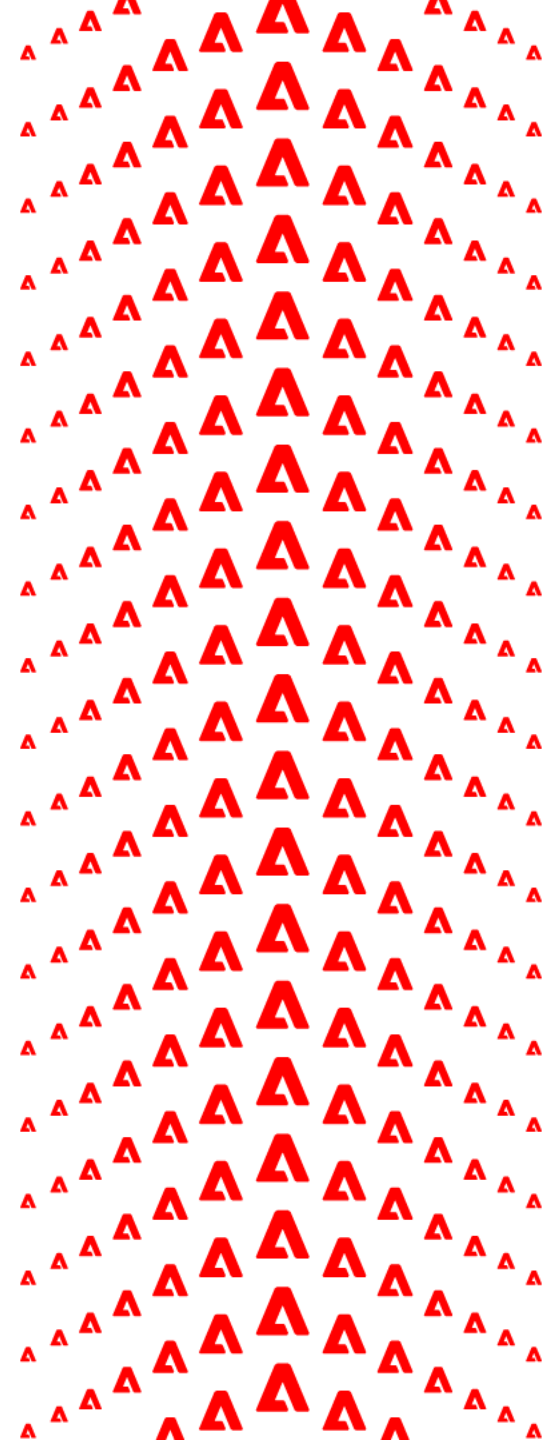


Unified Profile

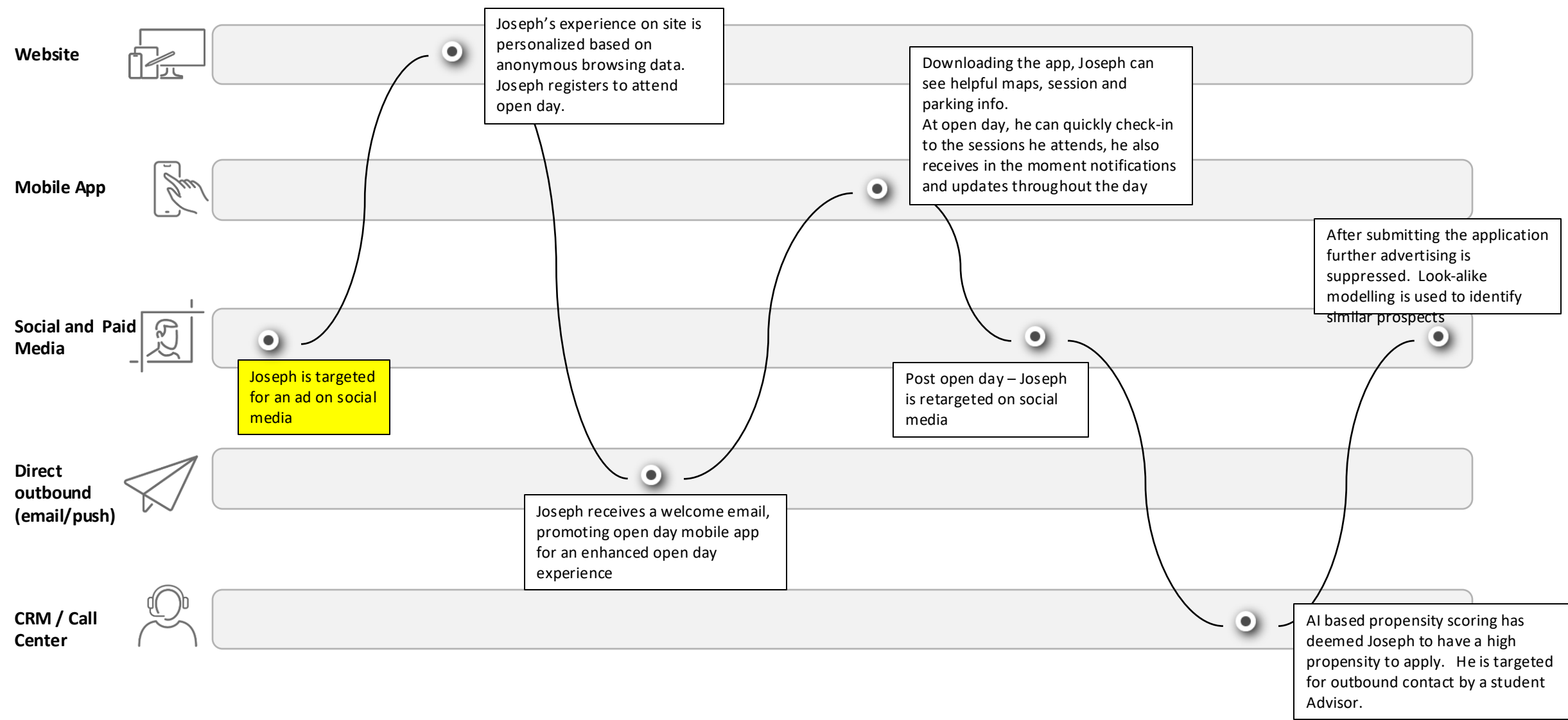


Experience Data Lake

# UI Walkthrough

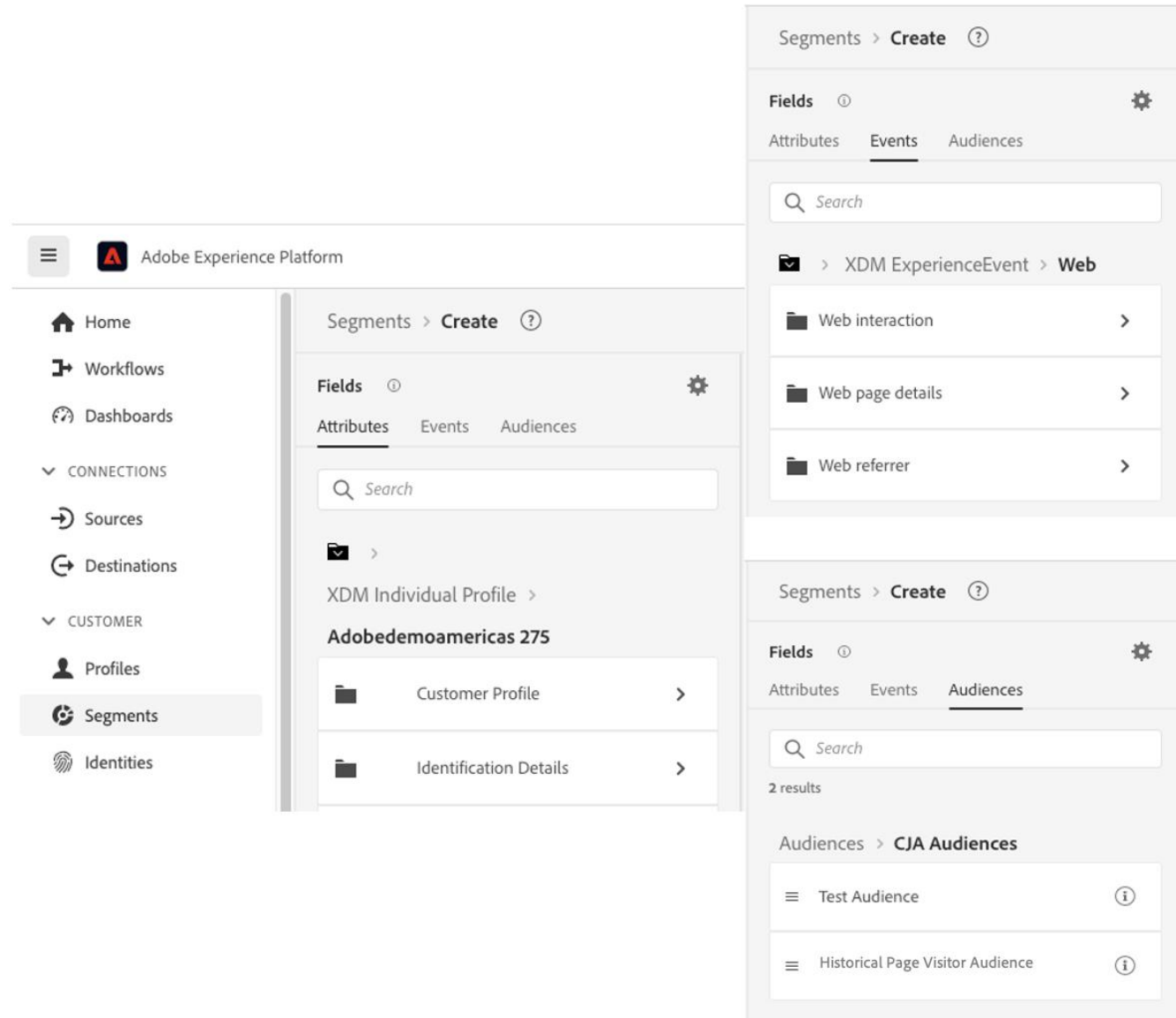


# Use Case 1: Media Suppression



# Rule-based Audiences

- Attributes: use one or more individual profile attributes
  - Study Levels
  - Location details
  - Interest Areas
- Events: use transactional / interaction / behavioral / engagement data
  - Page views
  - Button clicks
  - Application events
  - Call center actions



# Activation to Social and Paid Destinations

Destinations

OverviewCatalogBrowseAccountsSystem view

All destinations

My destinations

TYPES

Connections

Extensions

DATA TYPES

Accounts

Datasets

Prospects

Audiences

CATEGORIES

Social

social

x

Social

in

(Companies) LinkedIn Matc...

Connection

Set up

...

f

Facebook Custom Audience

Connection

Activate audiences

...

in

LinkedIn Matched Audience

Connection

Activate audiences

...

TikTok

Connection

Activate audiences

...

Twitter Custom Audiences

Connection

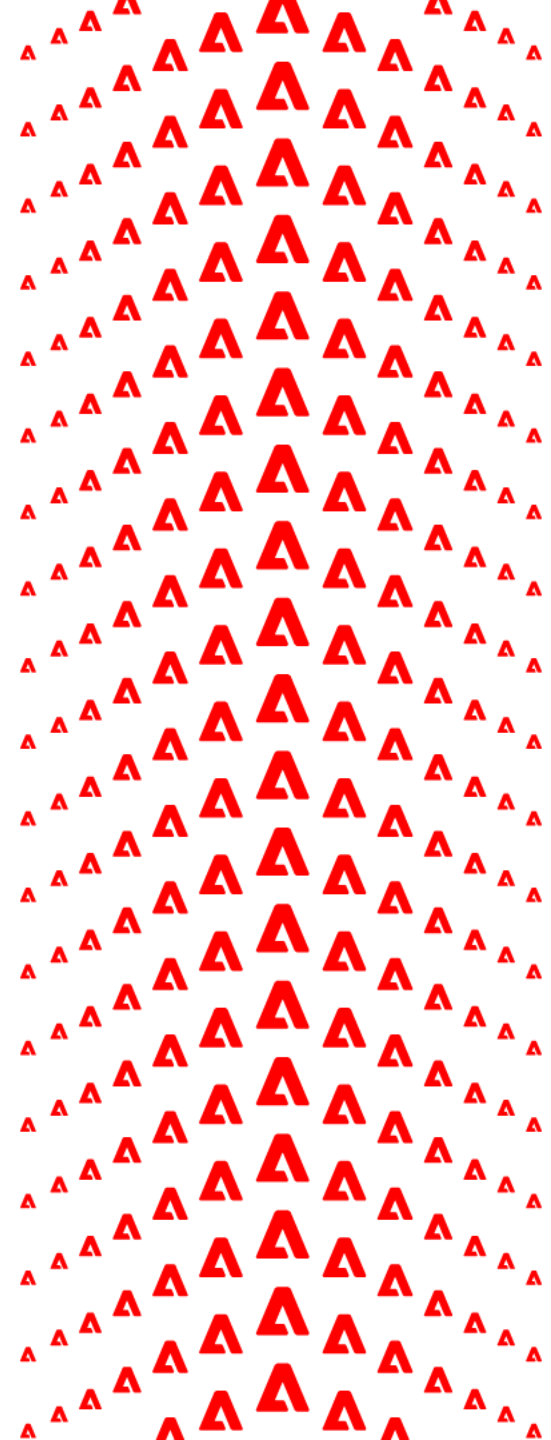
Set up

...

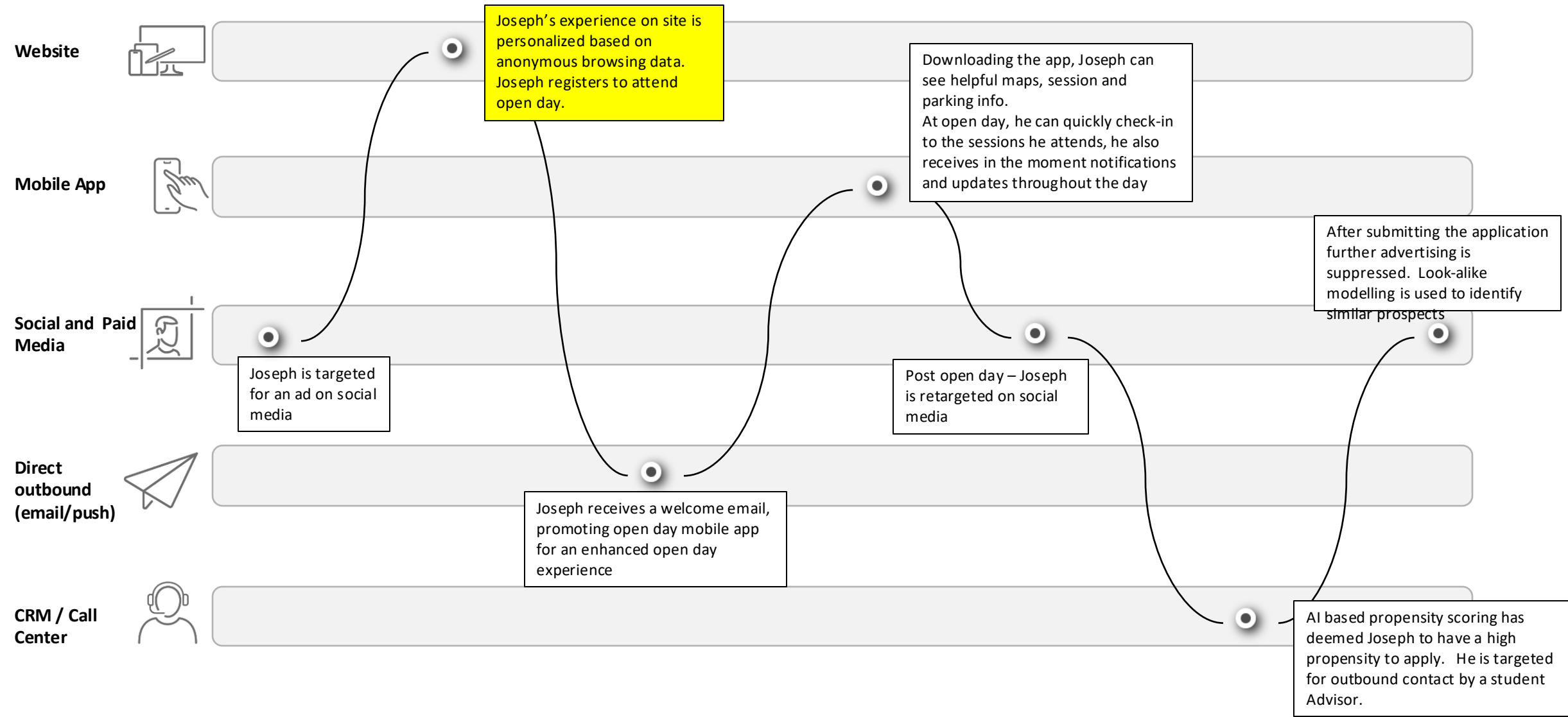
Adobe

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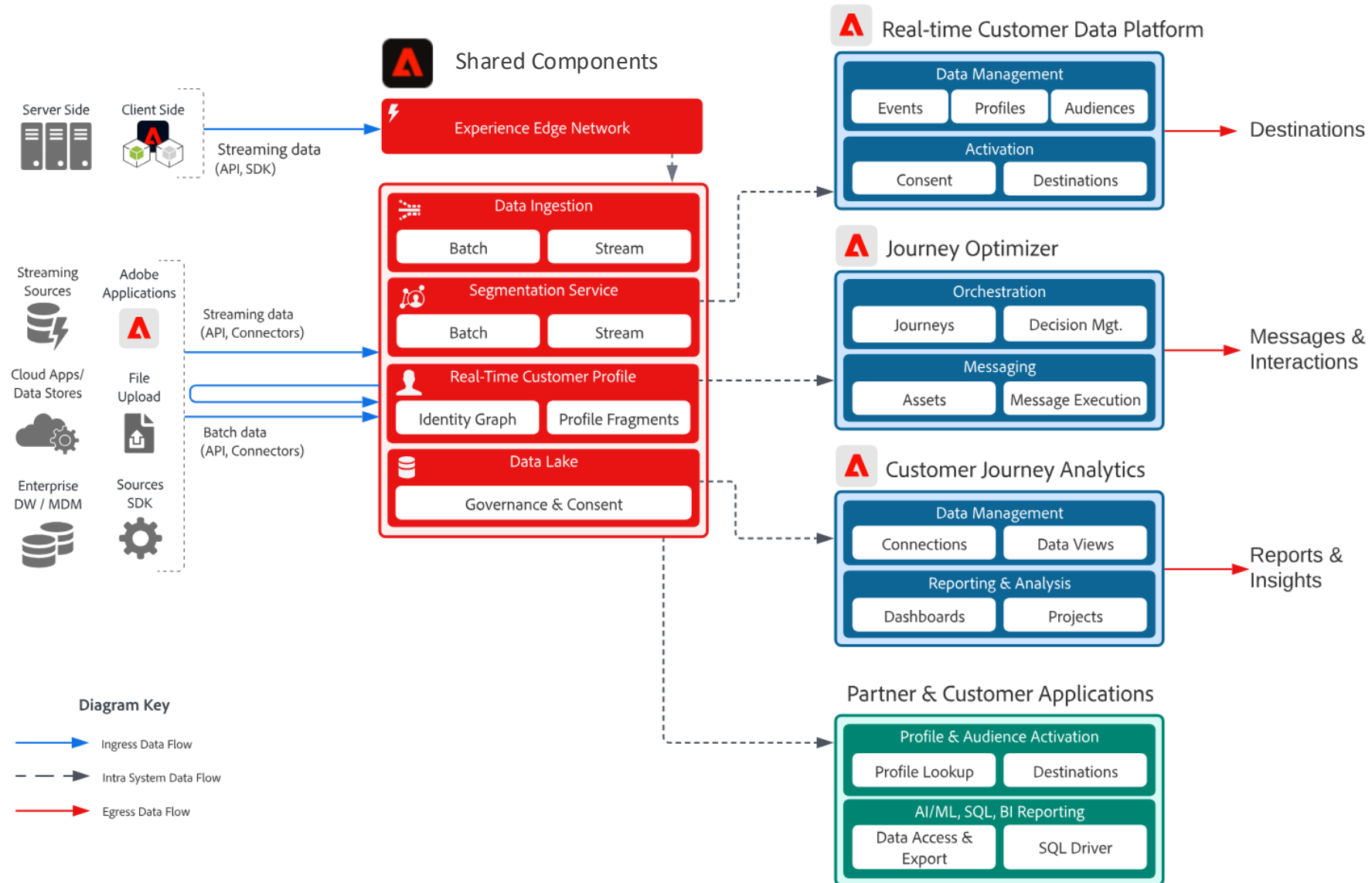
# Hands on: Exercise 1



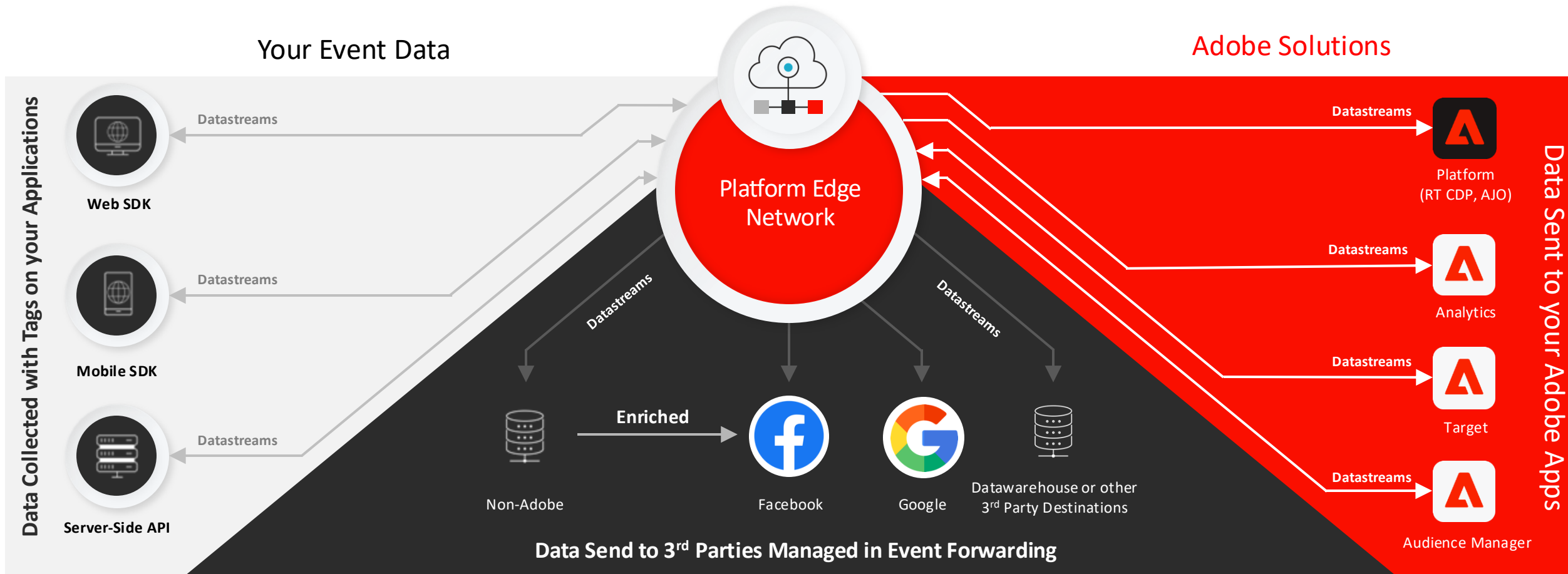
# Use Case 2: Onsite Personalisation



# Adobe Experience Platform – Native Applications



# Experience Platform Real-time Data Collection



# 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 are evaluated on a daily schedule

Segments

OverviewAudiencesSegmentsCompositionsFeeds

| 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  |

Segments

Add all segments to schedule

# Activation – Target Destination

Home

Workflows

Dashboards

CONNECTIONS

Sources

Destinations

CUSTOMER

Profiles

Audiences

Identities

ACCOUNTS

PROSPECTS

PRIVACY

Policies

Requests

Audits

Data Lifecycle

DATA SCIENCE

Services

DATA MANAGEMENT

Schemas

Places

Datasets

Queries

Adobe Experience Platform

Search Experience Cloud (⌘+⌕)

adobe-demo-americas-275

AJO HOL2 (VA7)

Dev

?

3

Destinations > Target HOL

(V2) Adobe Target

3 Audiences · Last updated April 3, 2024 at 10:07 AM

| AUDIENCE NAME                                 | START DATE | END DATE    | AUDIENCE DESCRIPTION                |
|-----------------------------------------------|------------|-------------|-------------------------------------|
| <a href="#">WKND Fly - Customer</a>           | 04/03/2024 | No end date | Person who booked at least one trip |
| <a href="#">AP - interested in Sofa</a>       | 04/03/2024 | No end date | -                                   |
| <a href="#">gillies - Interested in sofas</a> | 04/03/2024 | No end date | -                                   |

Target HOL

Activate

Delete

Destination name

Target HOL

Description

Destination

(V2) Adobe Target

Assets

Data Collection

Exchange

Admin Console

Onsite personalization

Category

Personalization

Connection type

Frequency

Streaming

Identity

Created by

Pankaj Pandey

Created

Home

Analytics

App Builder Catalog

Audience Manager

Campaign

Customer Journey Analytics

Experience Manager Assets

Experience Platform

Journey Optimizer

Mix Modeler

Offers

People

Target

Assets

Data Collection

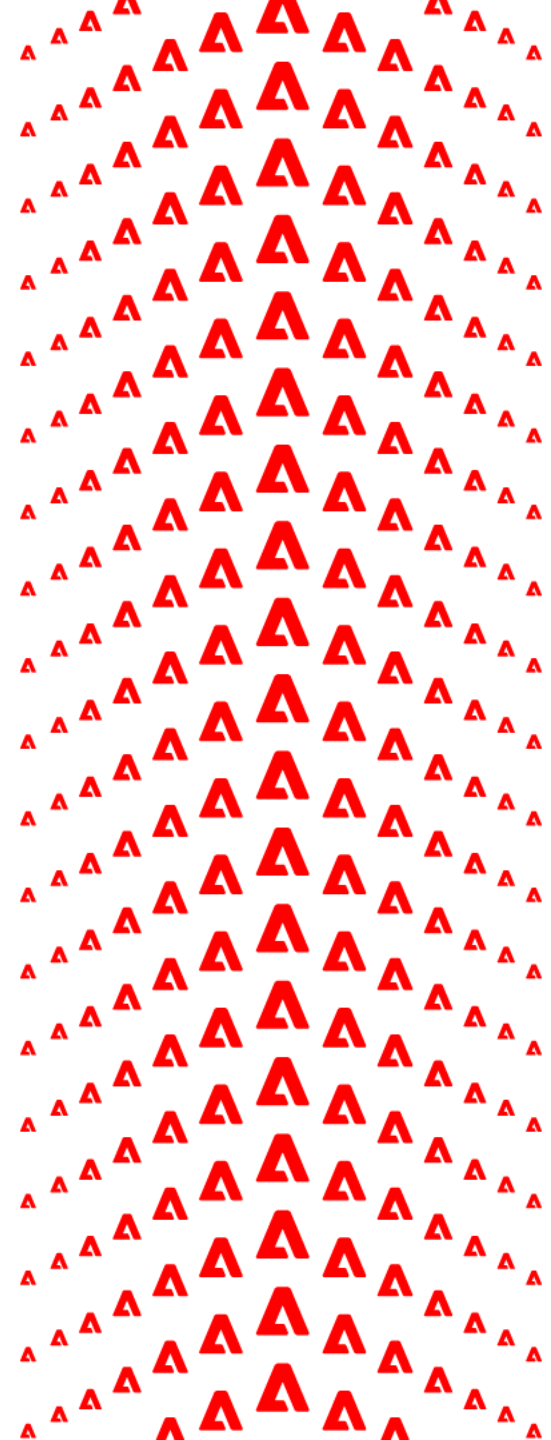
Exchange

Admin Console

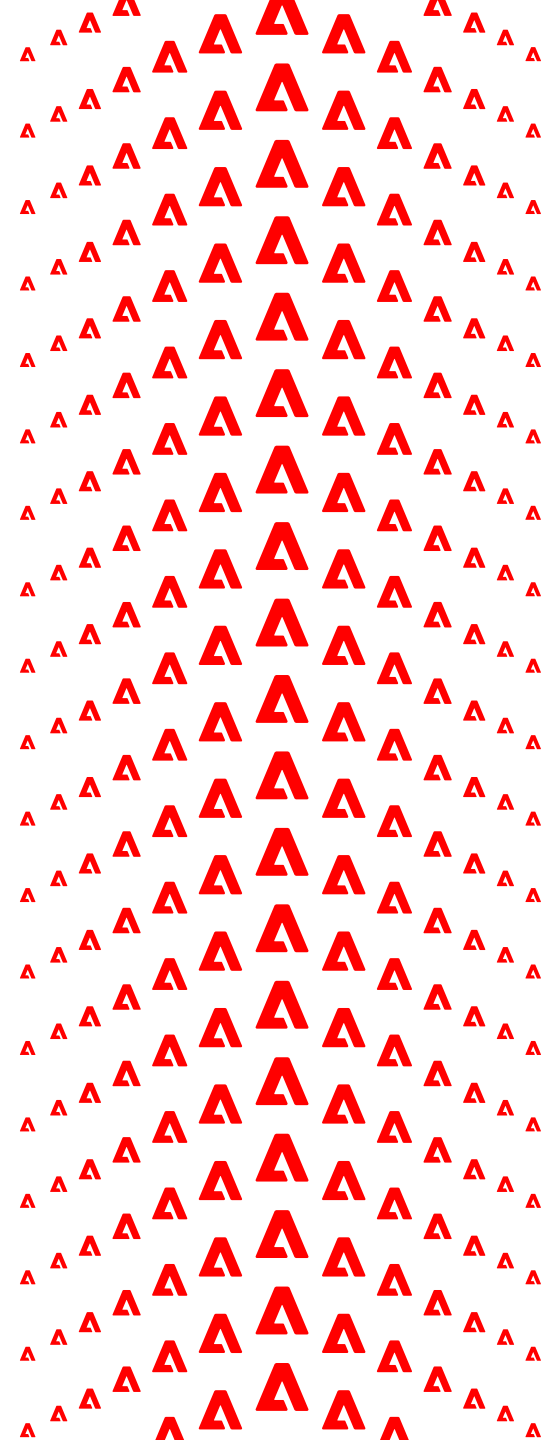
Adobe

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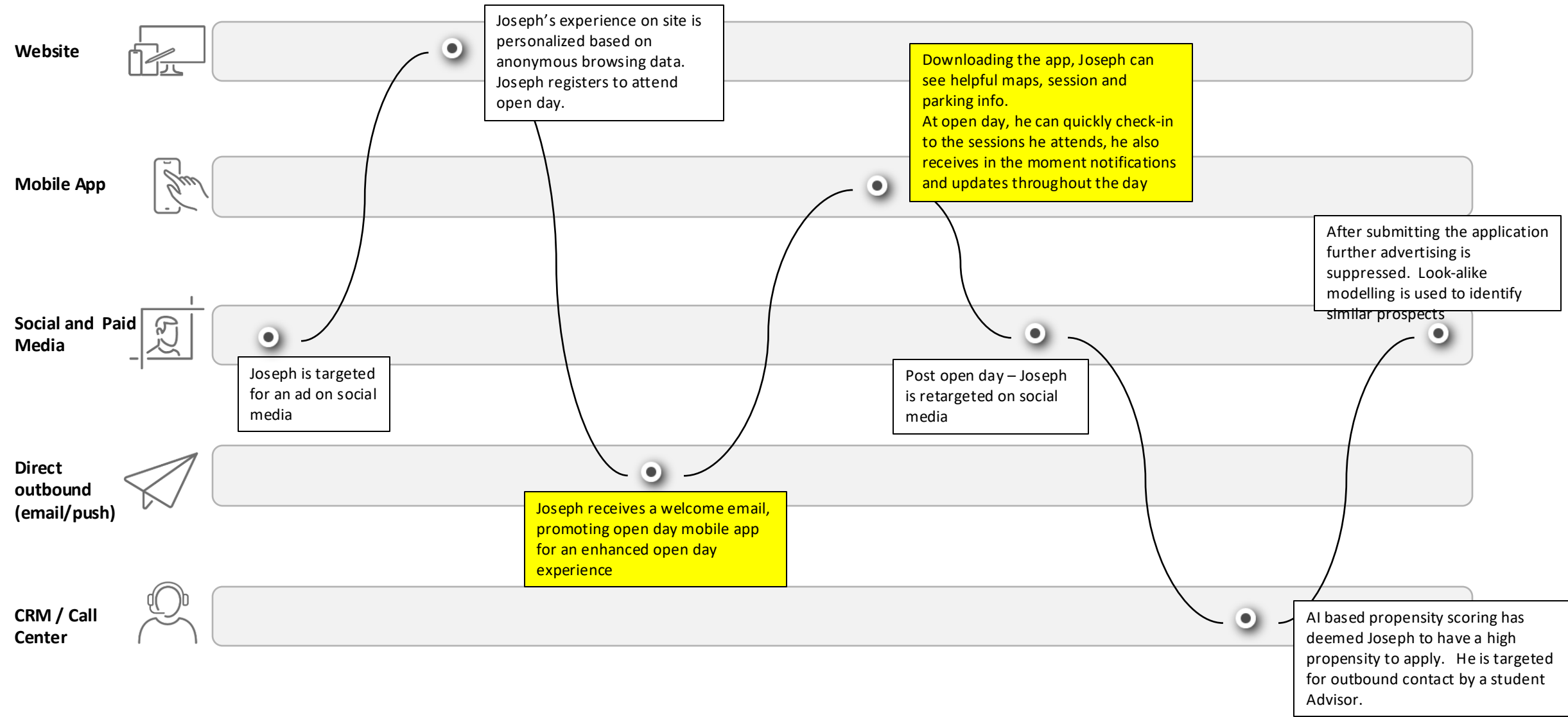
## Hands on: Exercise 2



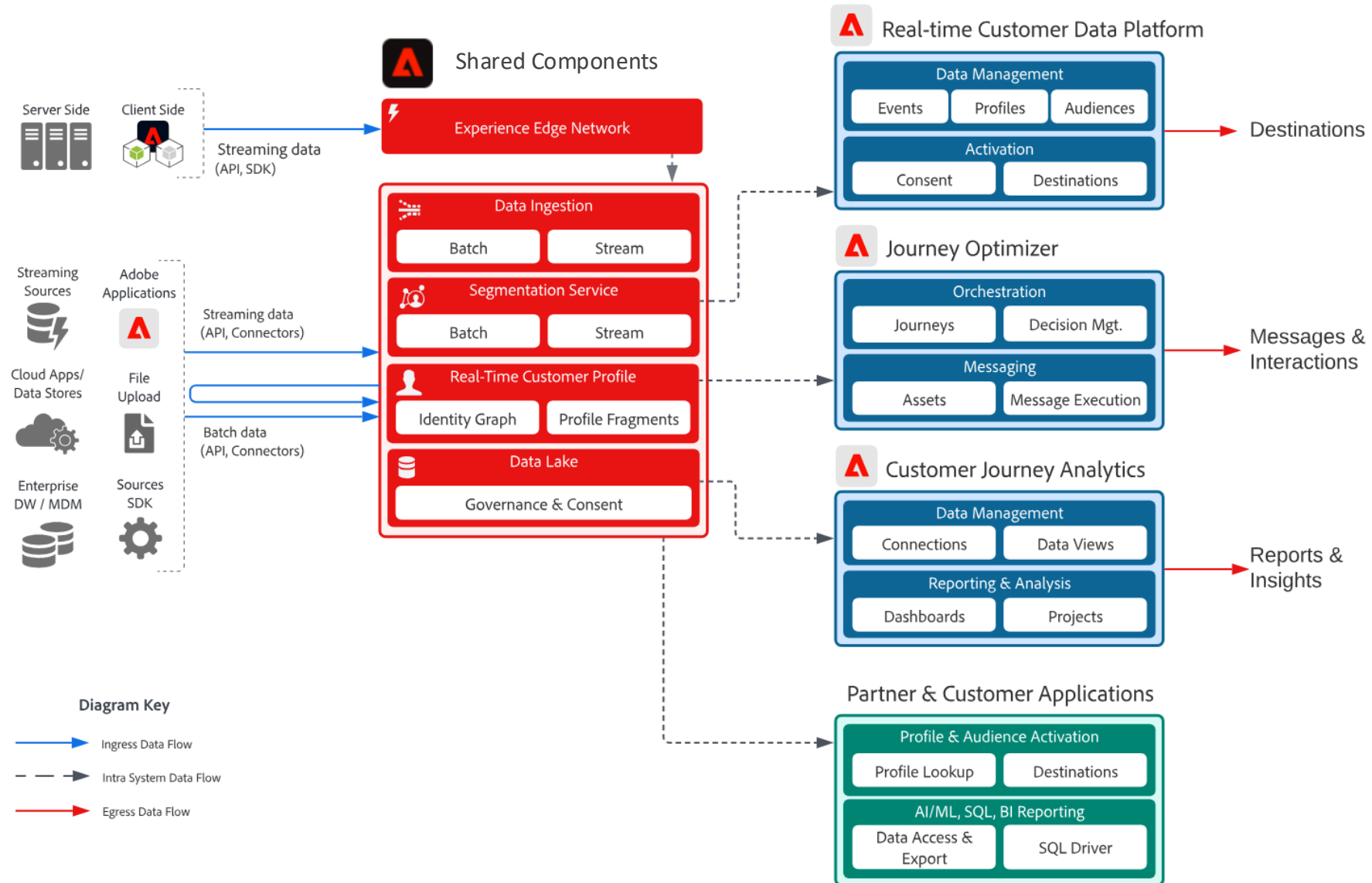
Lunch Break!



# Use Case 3: Unknown to Known



# Adobe Experience Platform – Native Applications



# 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 student-led  
engagement

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

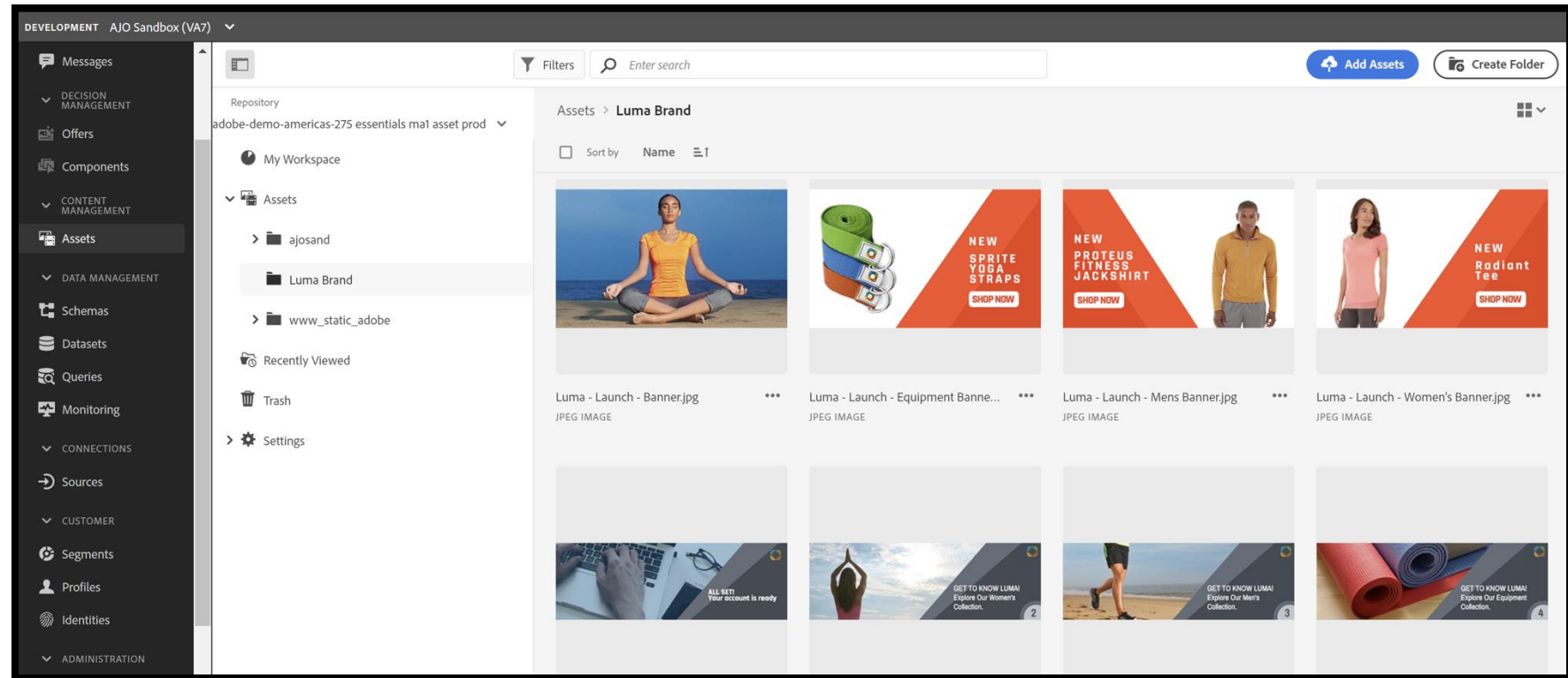


Breaking down  
experience silos

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

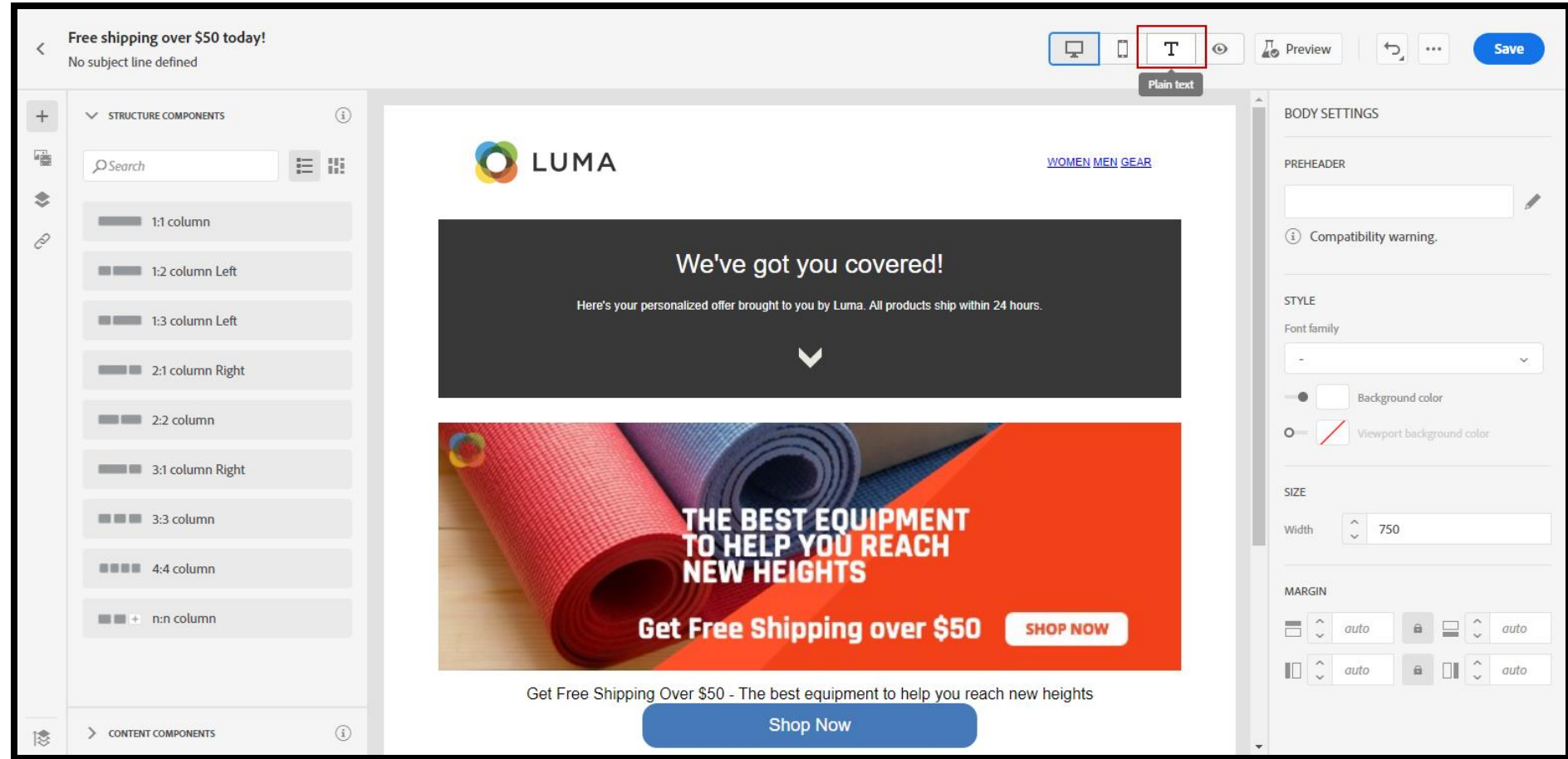
# Asset Essentials Overview

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



# Email Content Templates and Fragments

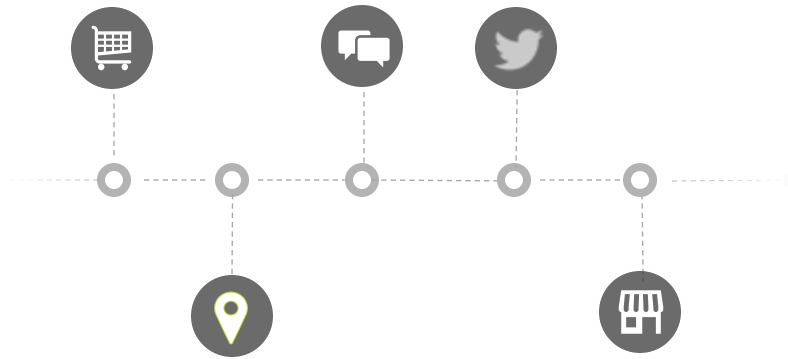
- Create content fragments that can be used across multiple emails
- Create content templates to kick start email design
- Drag and drop email editor, supporting dynamic content and personalization
- Generative AI to enhance content creation



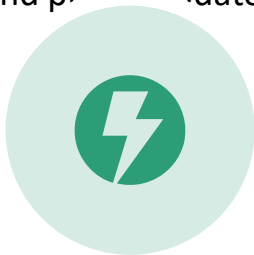
# How we do it

1

*Listen* **EVENTS**



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

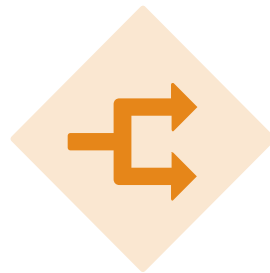


2

*Orchestrate* **JOURNEYS**

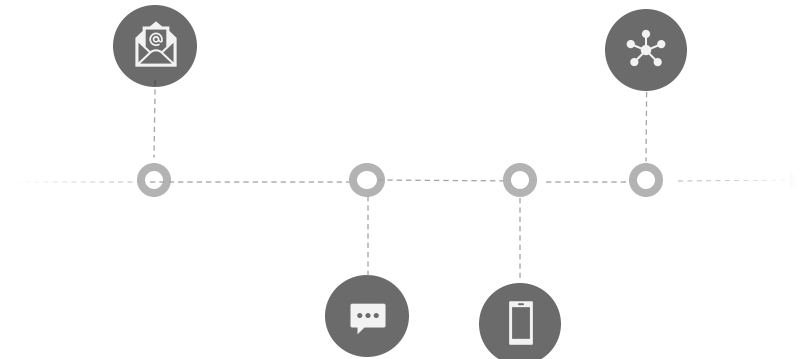


As events occur, applied conditions guide customers through the most optimal in-moment experiences

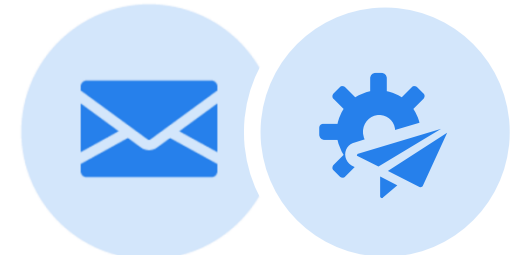


3

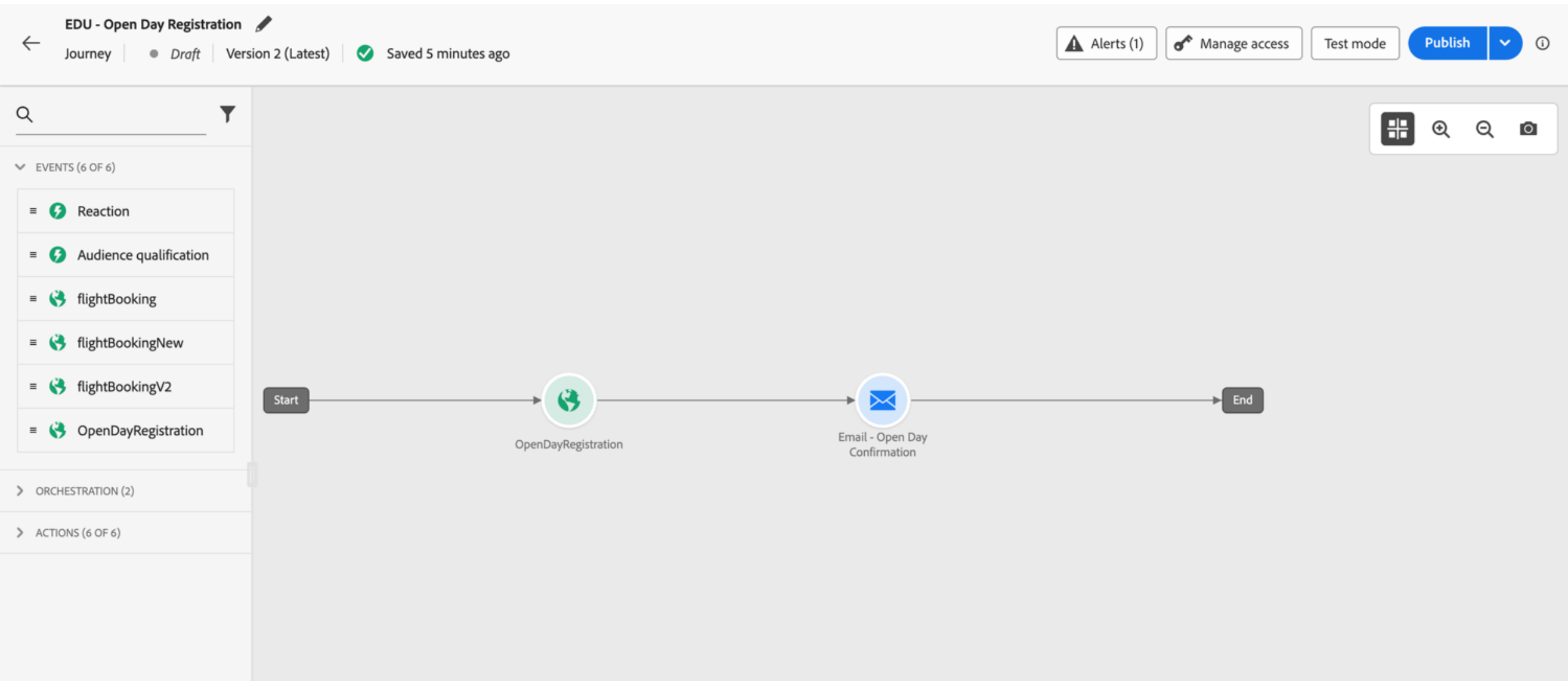
*Personalize* **EXPERIENCES**



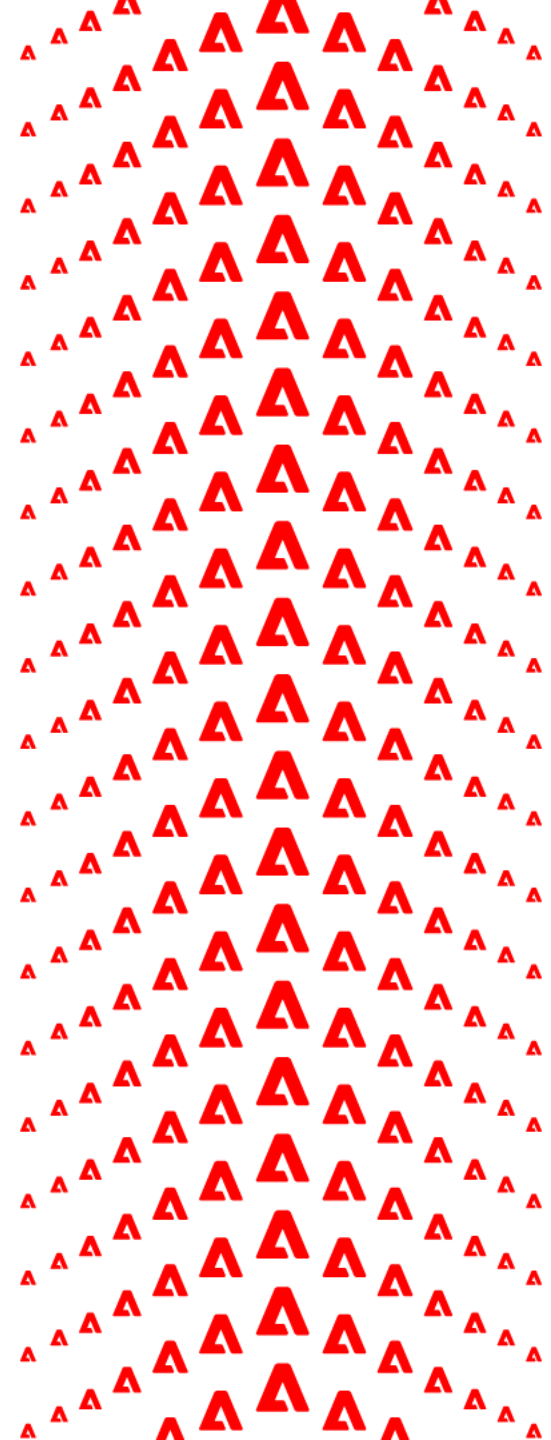
Based on the conditions, relevant experiences are delivered across all channels through any system



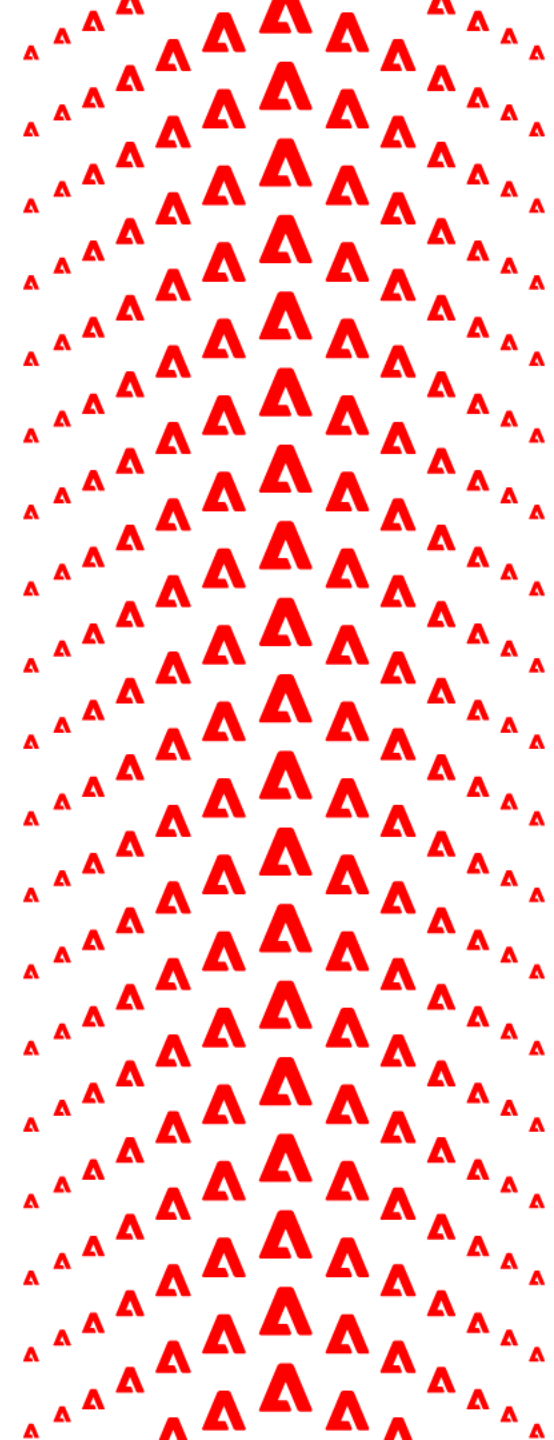
# The real-time journey you will build and test



## Hands on: Exercise 3

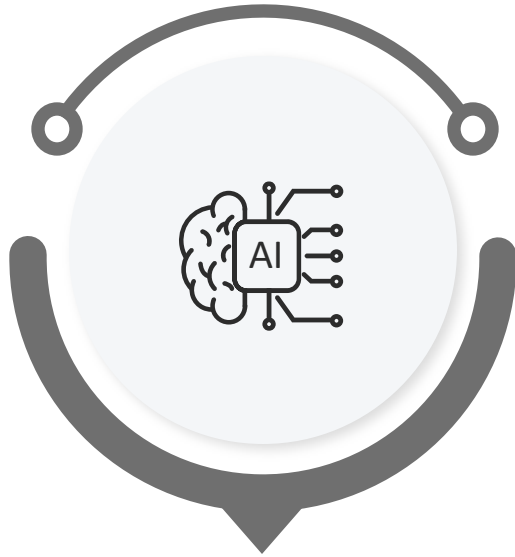


# AI based Audiences



# Putting AI in the hands of marketers

We don't just talk about the promise of AI, we're putting it in the hands of our users today



## Embedded AI\*

Purpose built AI that is natively integrated into every application to deliver personalized customer experiences



## Turnkey models

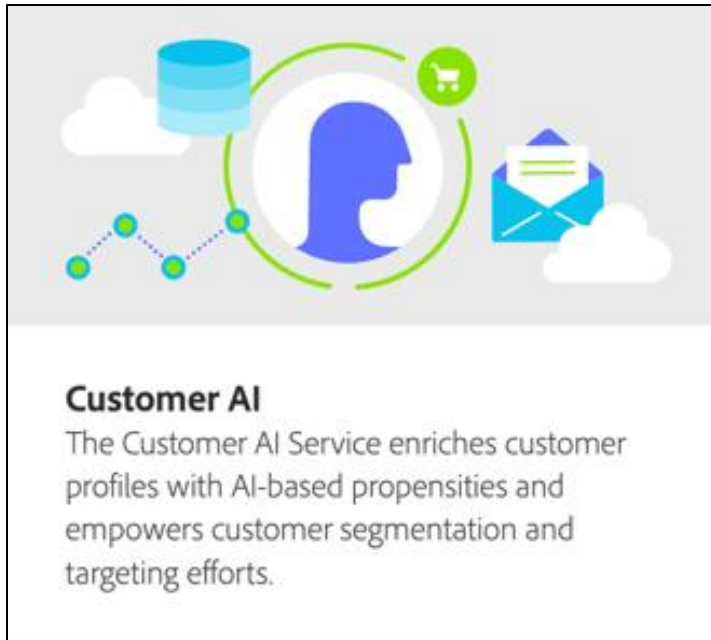
Turnkey AI services for common marketing use cases to reduce dependency on data science resources providing greater time to value



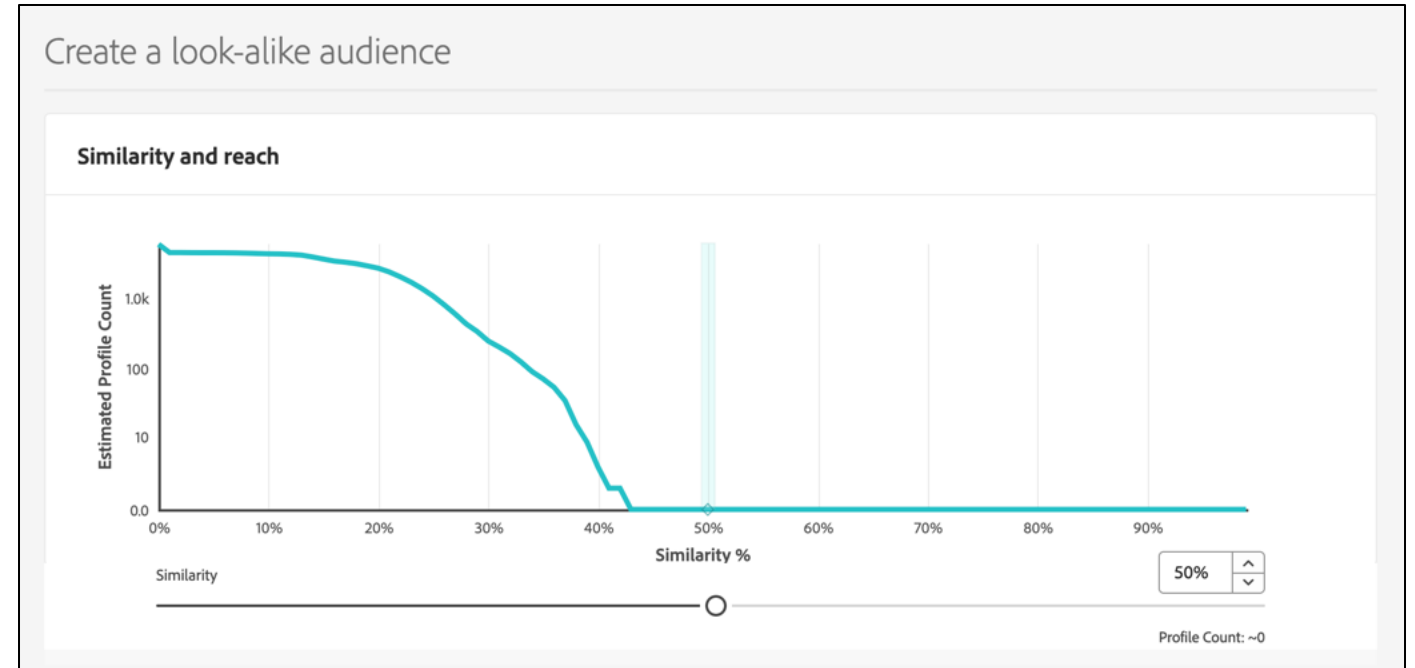
## Customer Models

Event pipeline to hydrate and/or execute your data science team model outputs across all channels.

# Define audiences through the power of AI



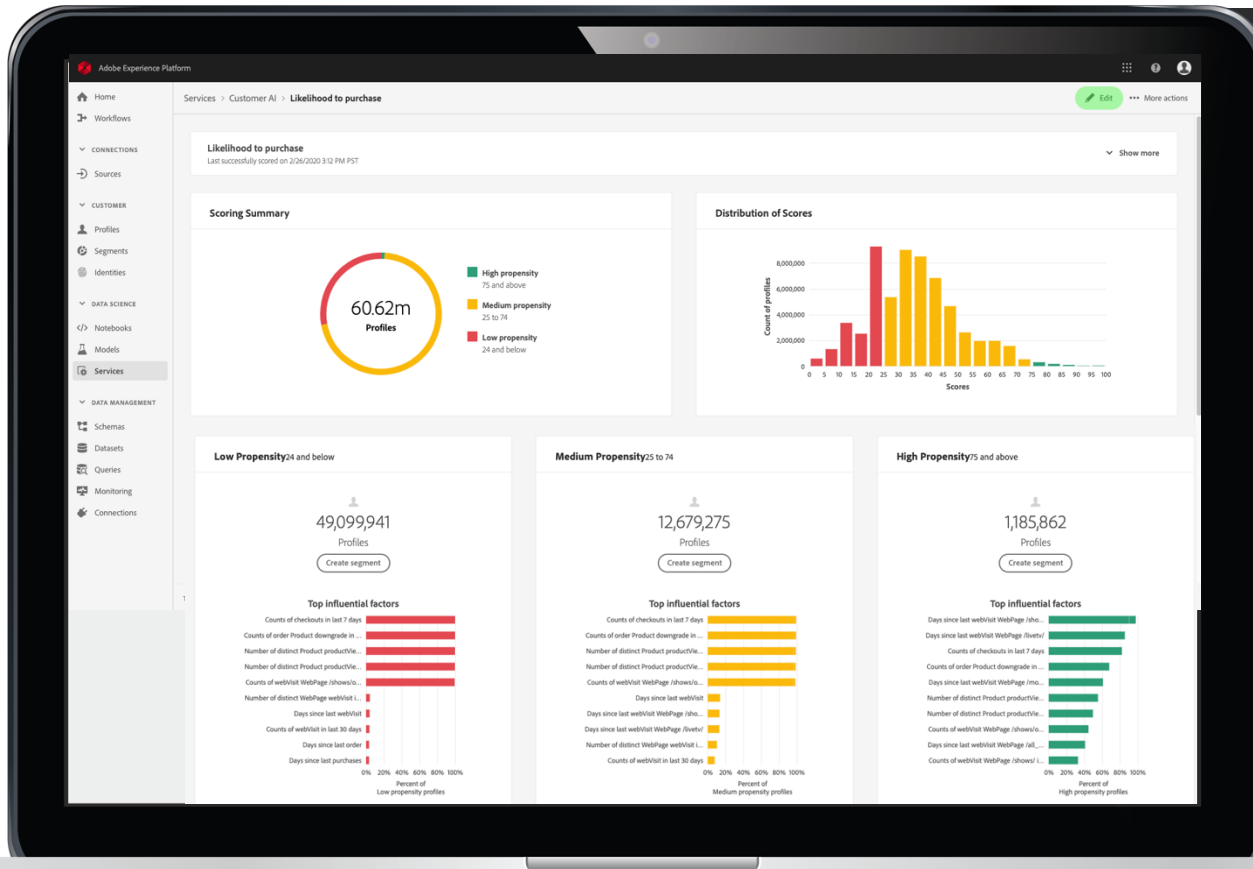
Propensity Modeling



Lookalike Audiences

# Customer AI – Predict which of your profiles are likely to convert or churn

Predict the propensity of a student applying for or churning from a course and the key drivers behind their propensity to apply or churn in order to target them more effectively and increase marketing ROI



## BENEFITS

- 1 Deliver **high accuracy** customer propensity models for stronger segmentation and targeting
- 2 Understand the **reasoning** or influential factors behind customer propensity behaviors
- 3 Easy to configure **self-service** interface designed for the marketer to reduce time-to-value
- 4 Seamlessly **activate** customer propensity scores across Adobe Experience Cloud and external apps

# Lookalike Audiences - Finding more of your best prospects



Prospects who applied

## Shared characteristics

-  Attended an in-person event
-  Are in the 25-34 age group
-  Downloaded the mobile app
-  Searched for degree info



Prospects who look like  
those who applied

# Customer AI and Look-Alike Audiences in Real-Time CDP



## Customer AI Use to Predict

- **Estimates the propensity of a profile to complete a given event (e.g., conversion or churn)**
- Cannot create a look-alike audience
- Workflow generates propensity scores as profile attributes, which in turn can be used to create new audiences
- Uses event and customer data data with a longer lookback window as input
- Not limited to event datasets enabled for profile



## Look-Alike Audiences Use to Scale

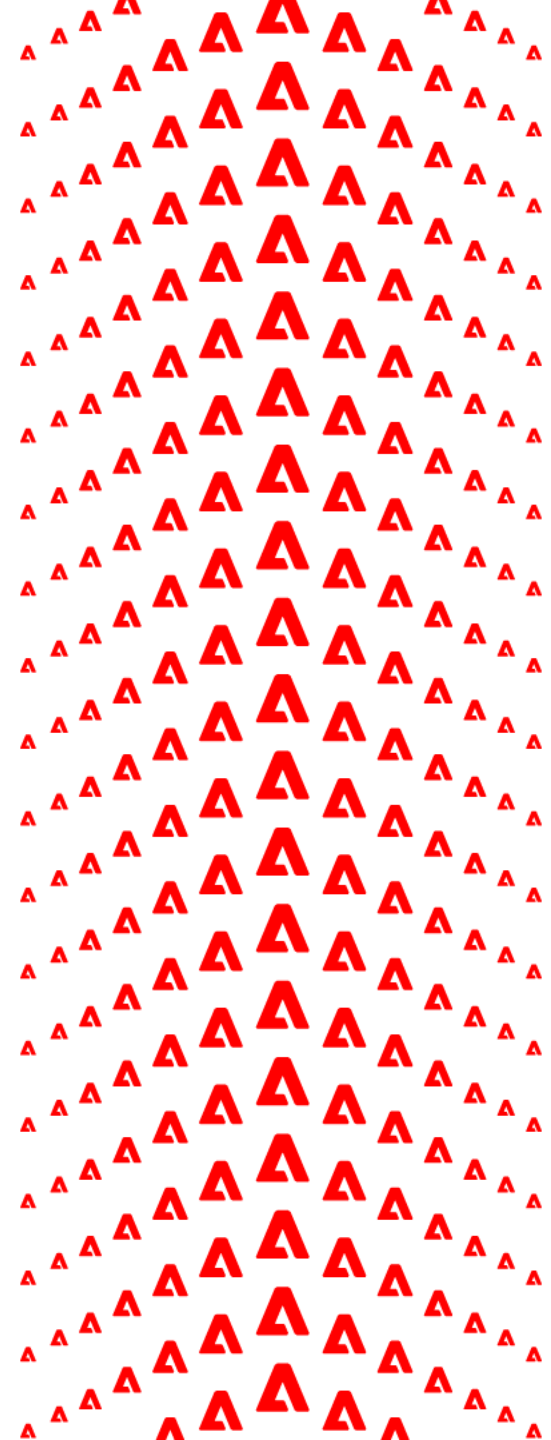
- Estimates the similarity of a profile to members of a given seed audience
- **Workflow creates new audiences directly**
- Uses all XDM fields (attributes, events, audience memberships) as inputs to the look-alike audience
- **If propensity score is available as an attribute, it will be used to generate look-alikes.** If propensity was an influencing factor, it will be displayed as such in look-alike insights



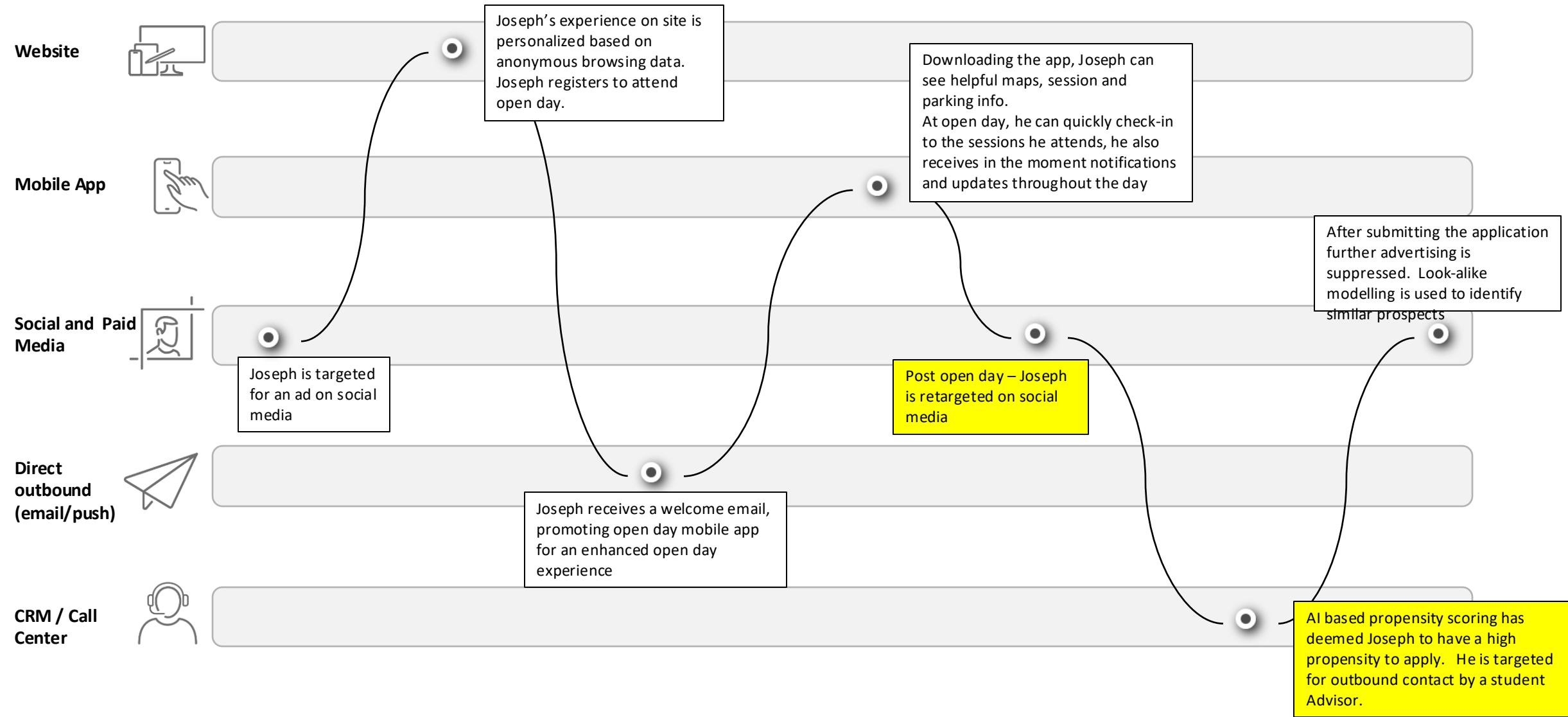
## What to use when

- Use Customer AI when looking to predict propensity to take a certain action, with a longer lookback window into behavioral event data
- Use Look-alike audiences to expand targetable audiences and scale marketing campaigns.
- Leverage Customer AI propensity score as a Look-alike audience attribute to further power activation

# UI Walkthrough



# Use case 4: Retargeting and Lead Prioritisation



# Sequential Segmentation

- Advanced segmentation
- Sequencing of events along a timeline

The screenshot displays the Adobe Audience Manager 'Create' interface. The left sidebar contains a search bar and three sections: 'BROWSE CLASSES' with 'XDM ExperienceEvent', 'EVENT TYPES' with 'Abandoned', 'Ad Break Complete', 'Ad Break Start', and 'Ad Complete', and 'BROWSE VARIABLES' with 'Checkin', 'Received', and 'Registration'. The main area shows 'Attributes - (No attributes)' and 'Events'. Below the 'Events' section, a timeline diagram illustrates a sequence of three events: 'Registration', 'Checkin', and 'Received', connected by arrows and labeled 'Any time'.

Audiences > Create ?

Fields ⓘ ⚙️

Attributes Events Audiences

🔍

BROWSE CLASSES

⚡ XDM ExperienceEvent >

EVENT TYPES

⚡ Abandoned  
form.abandoned ⓘ

⚡ Ad Break Complete  
Media adBreakComplete ⓘ

⚡ Ad Break Start  
Media adBreakStart ⓘ

⚡ Ad Complete  
Media adComplete ⓘ

BROWSE VARIABLES

⚡ Checkin<sup>1</sup> >

⚡ Received<sup>1</sup> >

⚡ Registration<sup>1</sup> >

Attributes - (No attributes)

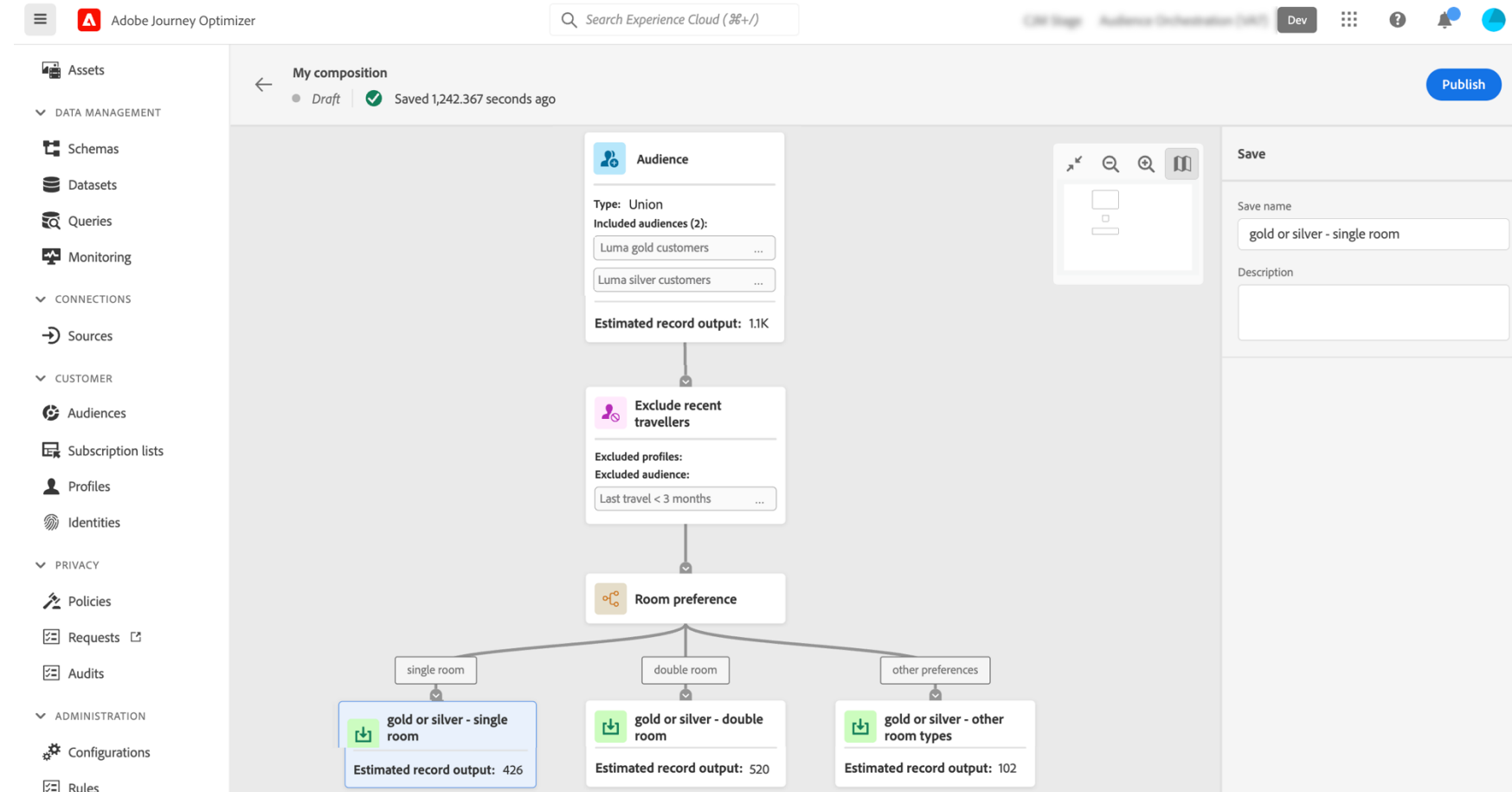
Events

🕒 Any time ▼

Registration → Checkin → Received

# Audience Compositions

- Transform existing audiences in a visual canvas
- Join audiences – union or intersect
- Exclude audiences
- Exclude audiences
- Rank audiences
- Split into multiple subsets
- Leverage resulting audiences within Journeys and Campaigns



# Activation to Social or CRM

Destinations

Overview

Catalog

Browse

Accounts

System view

All destinations

My destinations

TYPES

Connections

Extensions

DATA TYPES

Accounts

Datasets

Prospects

Audiences

CATEGORIES

Adobe applications

Advertising

Analytics

Cloud storage

CRM

Data & Identity Partners

eCommerce

Email marketing

Search

CRM

HubSpot

HubSpot

Connection

Set up

Microsoft Dynamics 365

Microsoft Dynamics 365

Connection

Set up

Outreach

Outreach

Connection

Set up

Salesforce CRM

Salesforce CRM

Connection

Set up

Zendesk

Zendesk

Connection

Set up

Data & Identity Partners

Acxiom Data Enhancement

Acxiom Data Enhancement

Connection (Beta)

Set up

Acxiom Prospect-Suppression

Acxiom Prospect-Suppression

Connection (Beta)

Set up

Merkury Enterprise Connectio...

Merkury Enterprise Connectio...

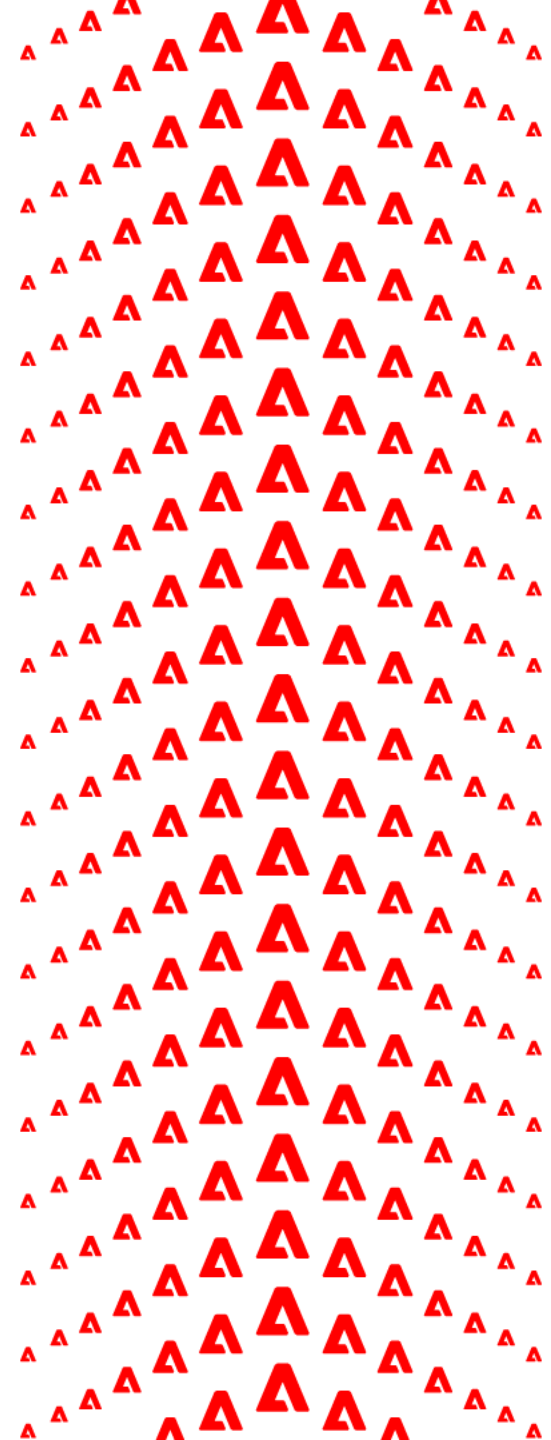
Connection (Beta)

Set up

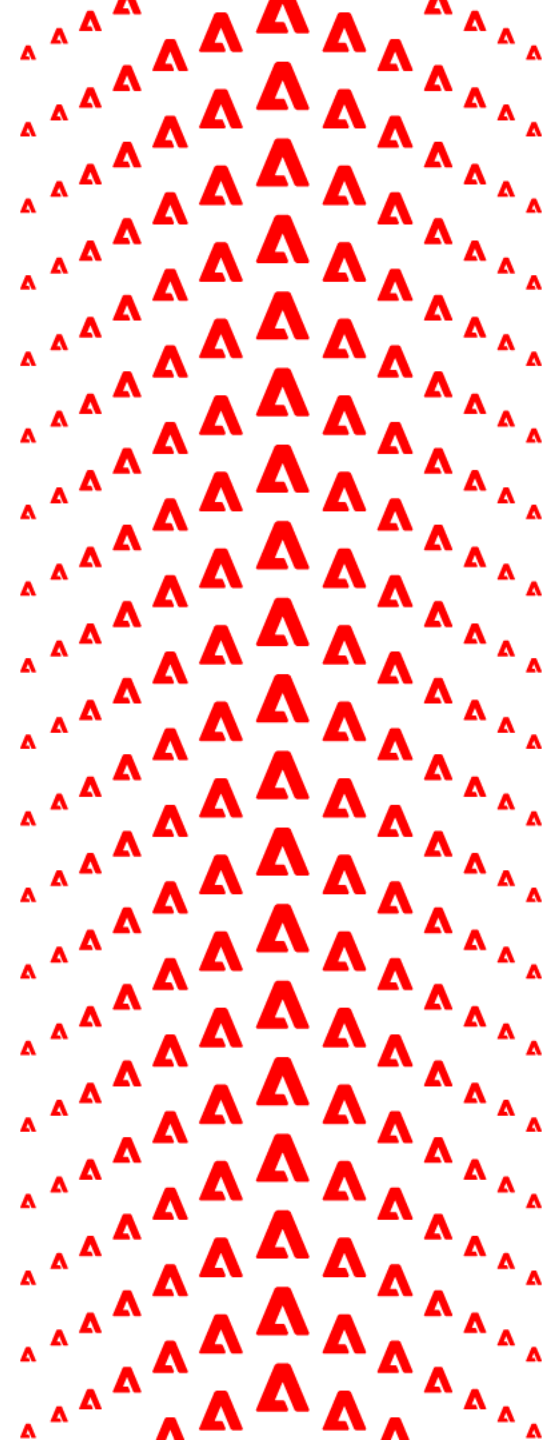
Adobe

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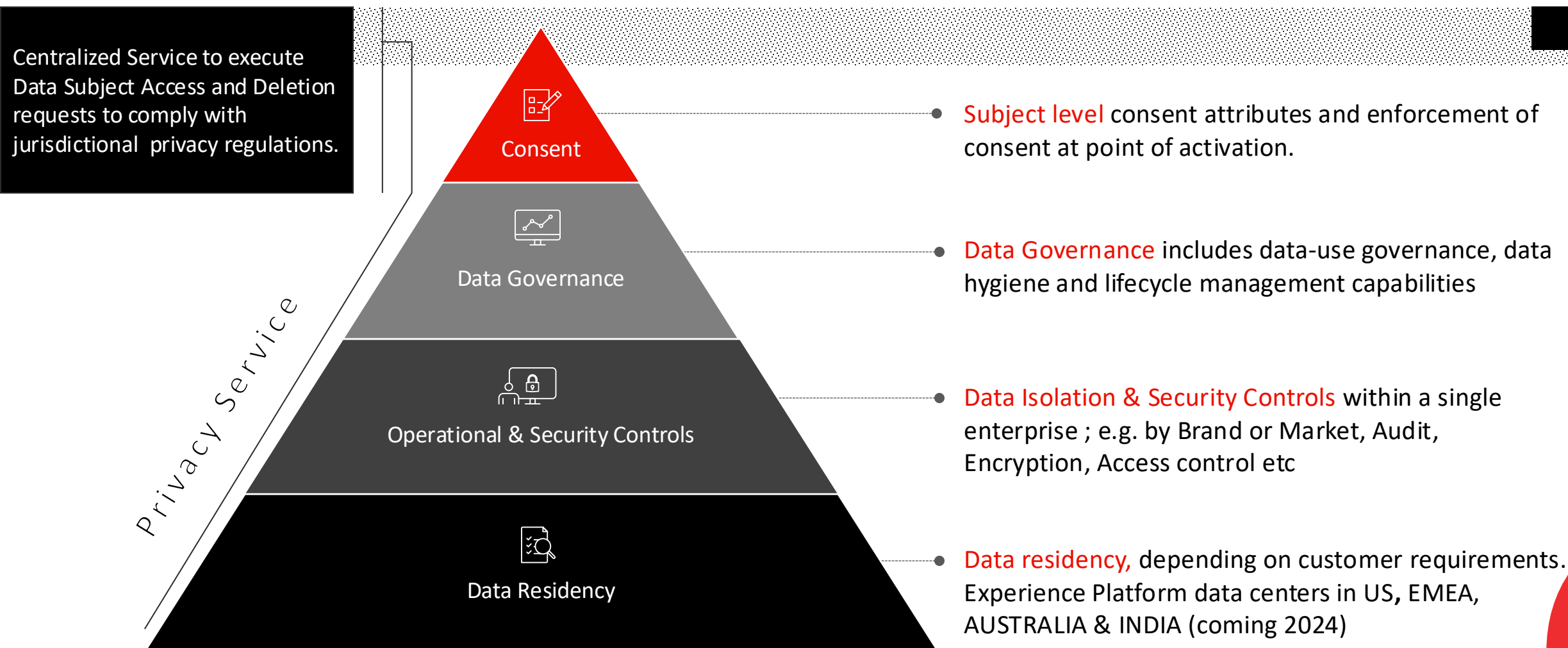
## Hands on: Exercise 4



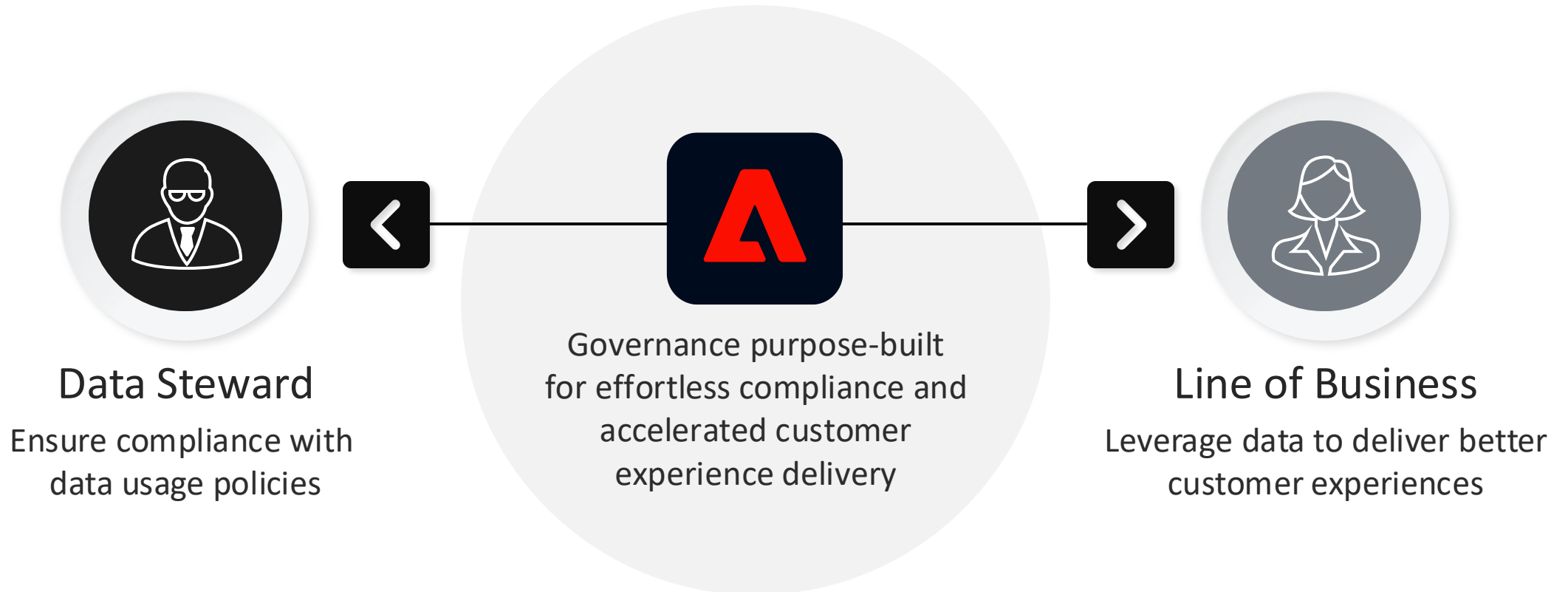
# Data Governance and Privacy



# Adobe's Development Approach to Privacy, Security and Governance



# Data Governance: Seamless Control

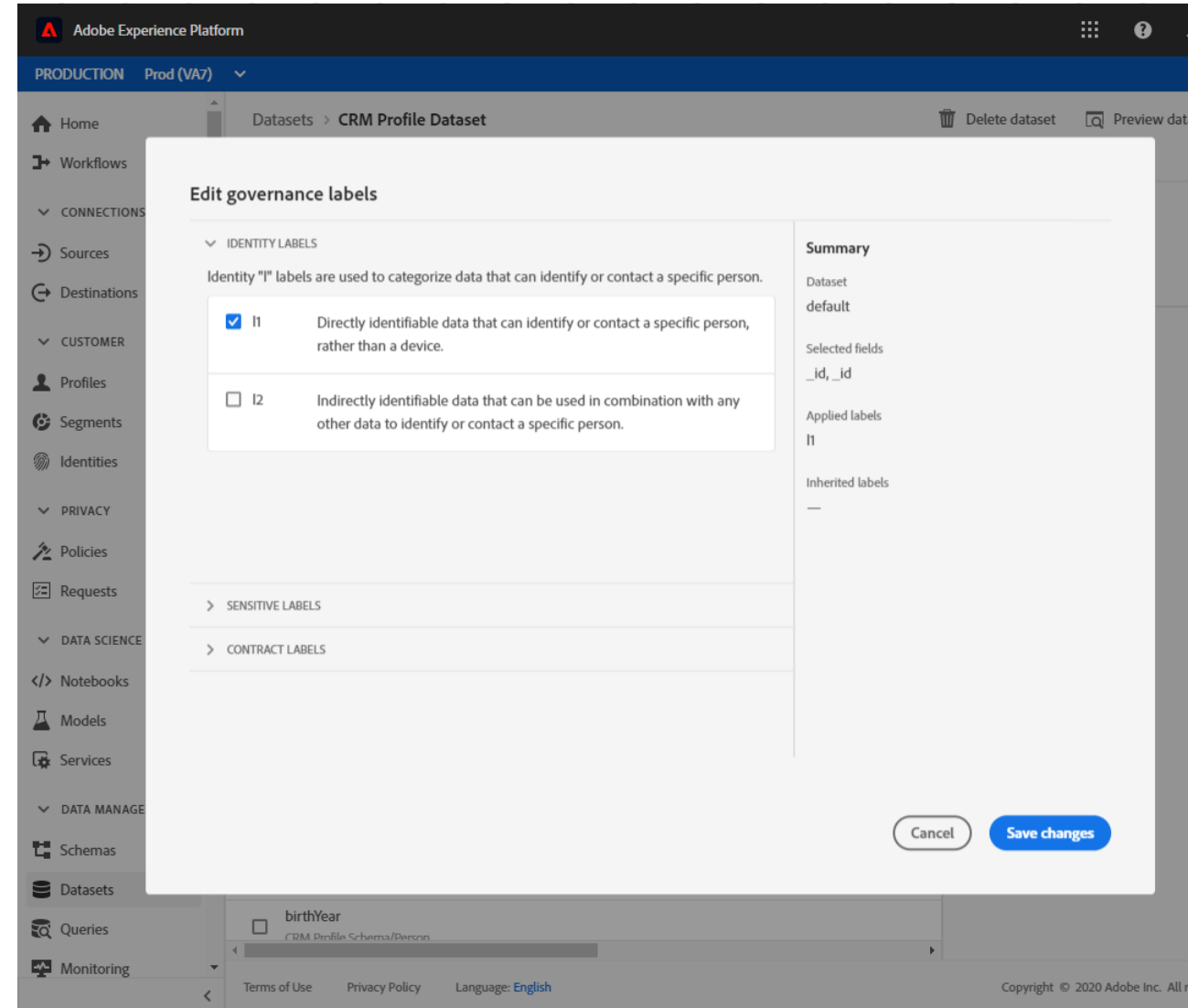


# Data Governance | Labels



Labels classify data and objects in order to reflect governance considerations to be compliant with regulations and organization policies.

- Applied at dataset, field and object level
- Leveraged by both data usage policies and data access permissions
- Applied at any time
- Core or custom labels



# Data Governance | Marketing Actions

- Applied to all data activation points – RTCDP Destinations and both native and custom Channels in AJO
- Indicate activation purpose
- Leveraged by both Usage and Consent policies

Account type \*

DFP by Google ▼

**Marketing actions**

Marketing actions help provide guidance and ensure activated segments are compatible with data governance policies.

Select one or more options ▼

- Export to third party
- Email targeting
- Data Science
- Cross-site targeting
- Combine with PII

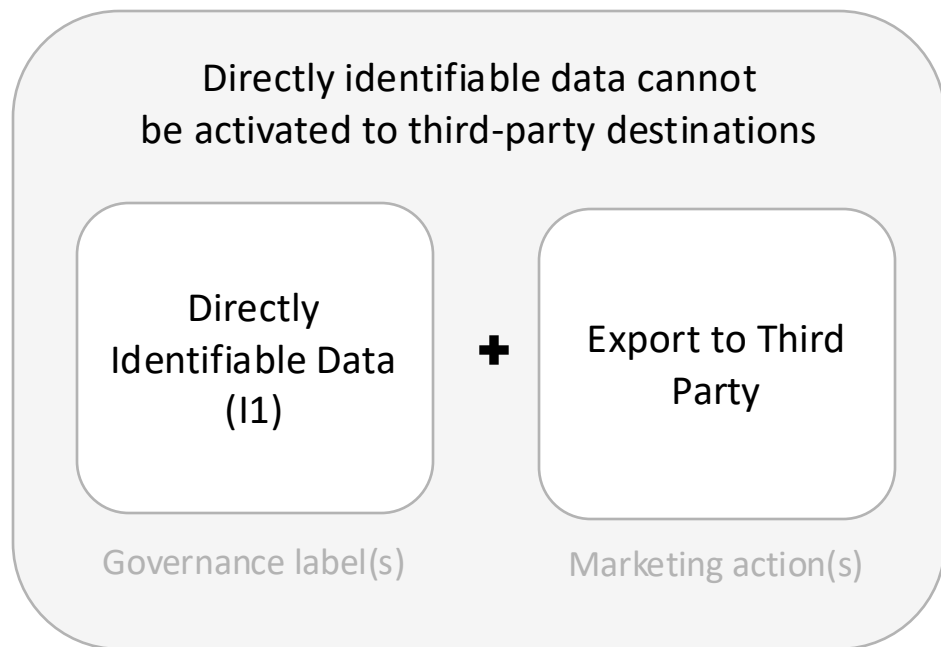
Language: English

# Data Governance | Policies



## Data Usage Policy

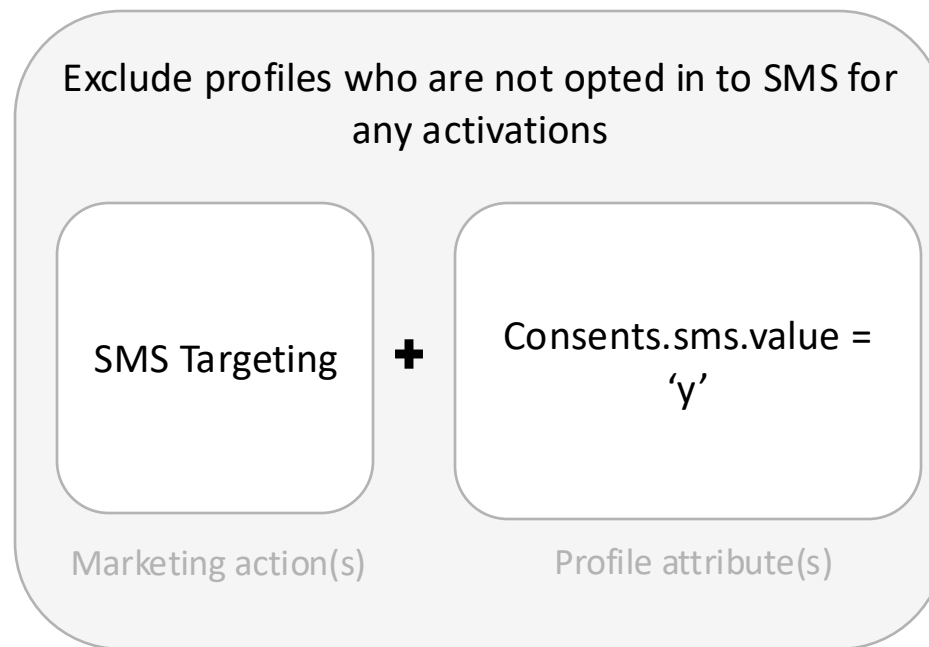
Governance label(s) + restricted marketing action(s)



Data Usage Policy

## Consent Policy

Marketing action(s) + profile attribute value(s)



Consent Policy

# Data Governance | Automated Enforcement

- Applied on activation
- Consent policies remove non-consenting data at row level
- Usage policies block segment activation entirely
- Lineage context on what policies are violated and why
- Consent preview provided to verify estimated addressable audience

## Data governance policy violation detected

Close

Select a policy to view details and data lineage for the policy violation.

Policy name

Restrict fitness data usage

### Violation summary

This policy will restrict data access when the following conditions are met

|                                                   |                                                                                                                                                                                                                                                         |
|---------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Dataset contains ANY of the labels<br><b>S3</b>   | Destination contains ANY of the marketing actions<br><b>Social Media Retargeting</b>                                                                                                                                                                    |
| Action attempted<br>Activate destination Facebook | Possible resolution <ul style="list-style-type: none"><li>• Modify segment attributes or merge policy</li><li>• Remove segment included in a destination</li><li>• Remove datasets from merge policy</li><li>• Check dataset governance label</li></ul> |

### Data Lineage

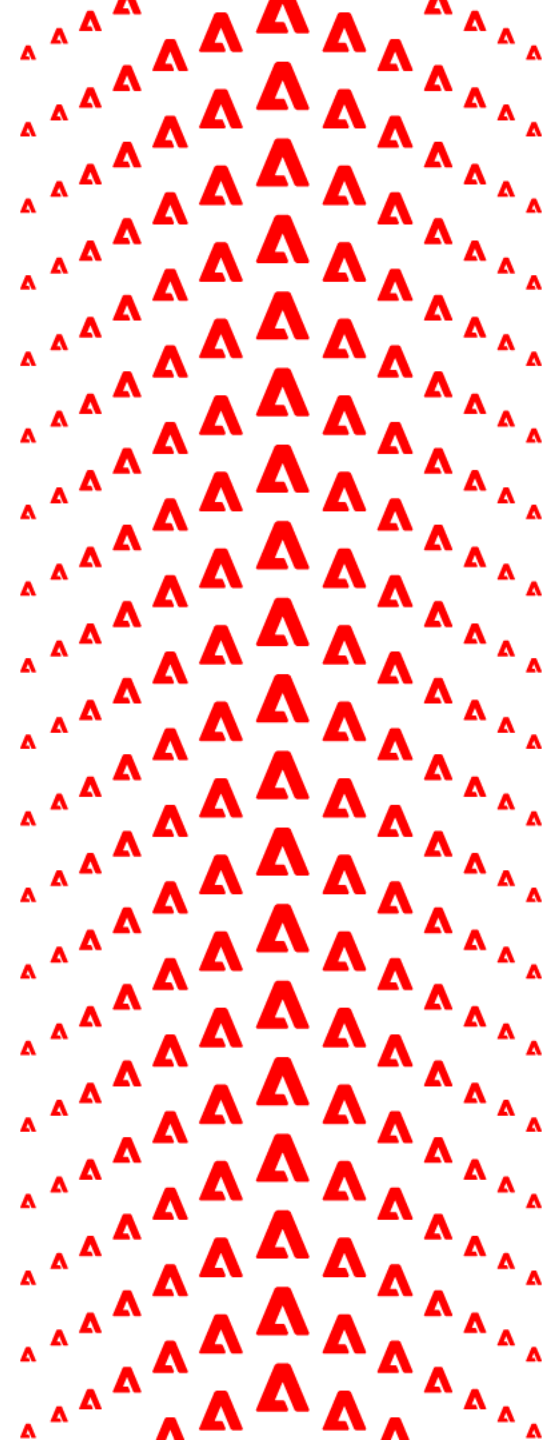
Filter

List view

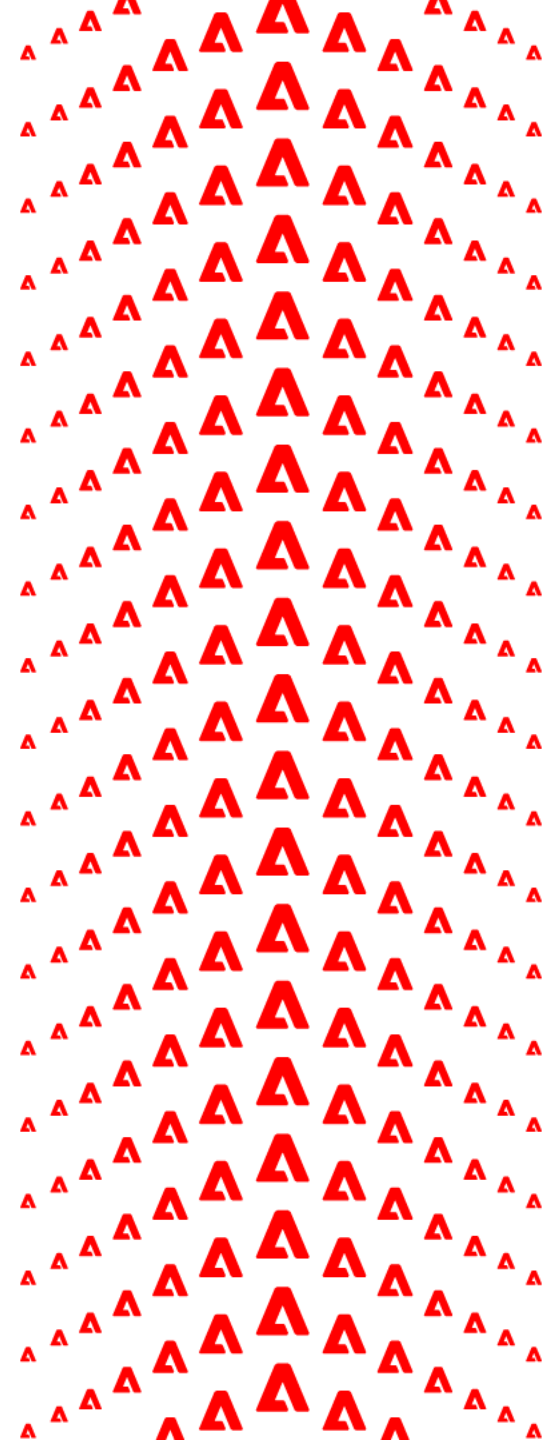
Health Activity Event Data | Dataset Precedence | Customers with Recent... | Facebook

Dataset Merge policy Segment Destination

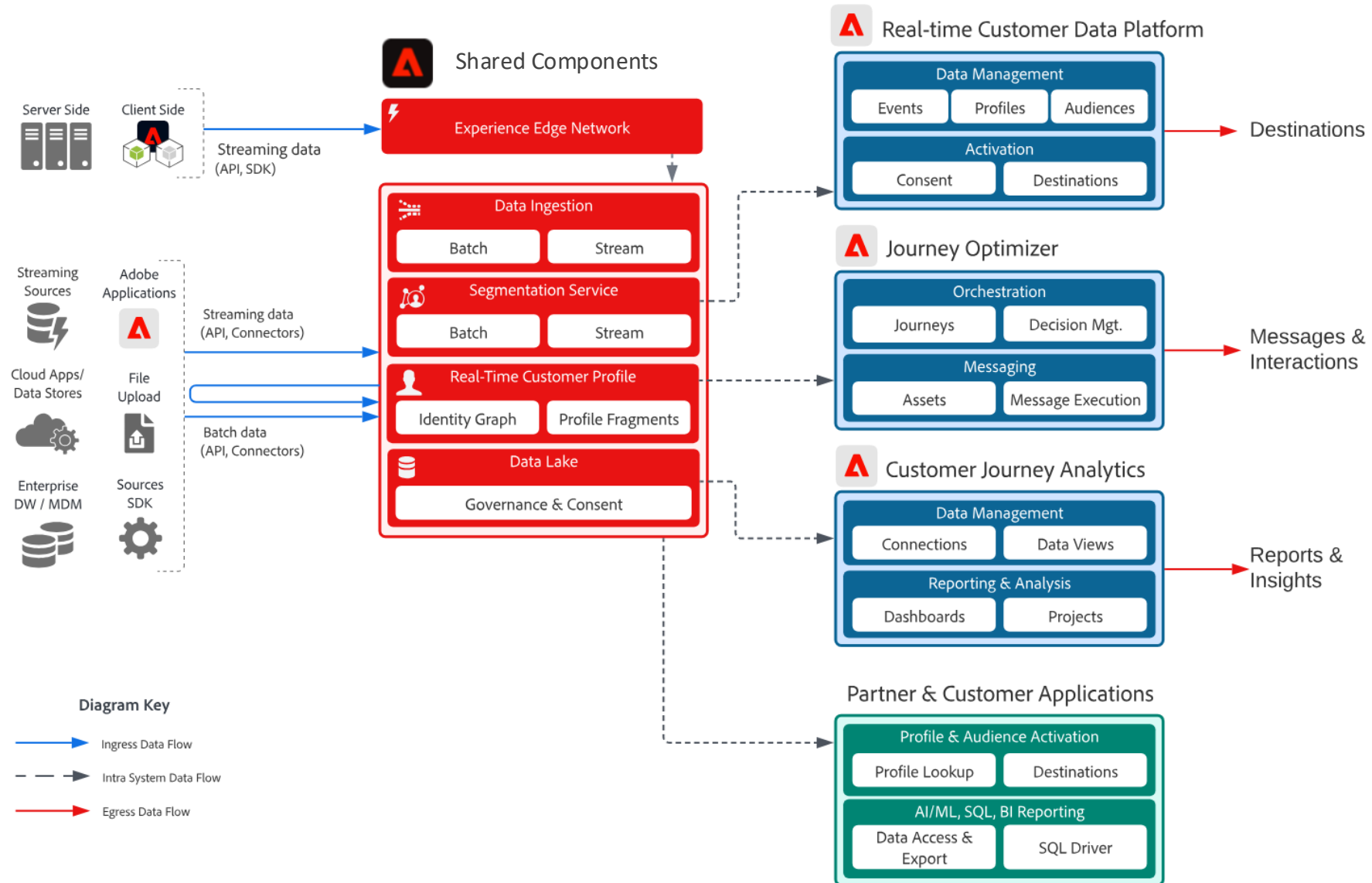
# UI Walkthrough



# Reporting and Attribution



# Adobe Experience Platform – Native Applications



# 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.

# Customer Journey Analytics | Common Use Cases

- Report in a single dashboard actions made on the web, in-app, in-person, and through a call center
- Call Center Deflection: Understand what areas of the website are leading to inbound calls.
- Track customers journeys from digital channels to in-person visits.
- Understand impact of any touchpoint on revenue – cross channel attribution



# Connected Data

Ingest, connect and standardize data from online and offline sources for fast, non-destructive querying, analysis, and modeling

- **Seamlessly share offline and online datasets** from Adobe Experience Platform
- **Use any customer ID** as the common connector to combine datasets, stitching at the person-level
- Two methods of stitching available:
  - Field-based stitching
  - Graph-based stitching

Create connection

Configure • Enable

Cancel Next

Select datasets

Q Demo X

- ☐ EXPERIENCE PLATFORM DATASETS
- ☐ Purchase Type Lookup Demo +
- ☐ Data Source Demo Lookup +
- ☐ Cross-Industry Demo Data postValues +
- ☐ Cross-Industry Demo Data midValues +
- ☐ CRM Demo Data 2 +
- ☐ tracking\_lookup\_demo\_data\_2 +
- ☐ Email Demo Data +
- ☐ POS Demo Data +
- ☐ Survey Demo Data +
- ☐ Tracking Lookup Demo Data +
- ☐ Ad Impression Demo Data +
- ☐ Analytics Demo Data +
- ☐ Call Center Demo Data +
- ☐ CRM Data Demo ⓘ +

1 dataset selected Remove all

| DATASET               | SOURCE | SCHEMA                  |     |
|-----------------------|--------|-------------------------|-----|
| Analytics Demo Data   | Schema | Analytics Demo Schema   | ✓ X |
| Call Center Demo Data | Schema | Call Center Demo Schema | ✓ X |
| POS Demo Data         | Schema | POS Demo Schema         | ✓ X |
| CRM Data Demo         | Schema | CRM Data Demo Schema    | ✓ X |

Connection preview Columns

|    | GN UPS | IP ADDRESS     | ORDERS | DATA SOURCE    | TRACKING CODE |
|----|--------|----------------|--------|----------------|---------------|
| 1. |        | ip_address2499 | 0      | Analytics Data | campaign948   |
| 2. |        | ip_address3077 | 0      | Analytics Data | campaign104   |
| 3. |        | ip_address3077 | 0      | Analytics Data | campaign104   |
| 4. |        | ip_address3077 | 0      | Analytics Data | campaign104   |
| 5. |        | ip_address3077 | 0      | Analytics Data | campaign104   |
| 6. |        | ip_address3077 | 0      | Analytics Data | campaign104   |

CRM Data Demo

Remove Refresh Dataset

CONFIGURE DATASET

Dataset type ⓘ

Profile

Schema

CRM Data Demo Schema

Person ID ⓘ

User ID ✓ ▼

**Experience Platform Person ID**

Select a person ID from the available identities defined in the dataset schema in the Experience Platform. View our [video tutorial](#) for more information.

Close

# Data Flexibility & Transformation

- **Connect different datasets in separate data views based on analysis use case, and further adjust settings and permissions**
- **Specify the dimensions and metrics** available in Analysis Workspace and where the data comes from
- **Change metrics to dimensions and vice versa**, apply formatting, adjust attribution and lookback windows in a non-destructive way

Customer Journey Analytics Projects Connections Data views Components Tools Labs Provide feedback Adobe

Data views > DV 001

Configure Components Settings

Connection  
Conn 001

Schema fields Standard compone

Search schema fiel...

Contains data X

Is not deprecated X

Schema fields (91 items) + Add all

Profile datasets >

Event datasets >

Adobe lookups >

Included components (228)

Search components

METRICS (47)

| COMPONENT NAME | DATASET         | SCHEMA DATA TYPE | SCHEMA PATH      | ATTRIBUTION |
|----------------|-----------------|------------------|------------------|-------------|
| Longitude      | Reduced W...    | Double           | ...a.longitude   | --          |
| Latitude       | Reduced W...    | Double           | ...ma.latitude   | --          |
| Calls          | Call Center ... | Integer          | ...ails.callFlag | --          |
| call length    | Call Center     | Integer          | s call length    | --          |

DIMENSIONS (181)

| COMPONENT NAME | DATASET        | SCHEMA DATA TYPE | SCHEMA PATH     | PERSISTENCE |
|----------------|----------------|------------------|-----------------|-------------|
| Status         | CRM Profile... | String           | ...Email.status | --          |
| CRMIDCom...    | CRM Profile... | String           | ...MIDCombo     | --          |
| Validity       | CRM Profile... | String           | ...one.validity | --          |
| Call ID        | Call Center    | String           | etails.callID   | --          |

Help Terms of Use Privacy policy Language: English © 2022 Adobe. All Rights Reserved

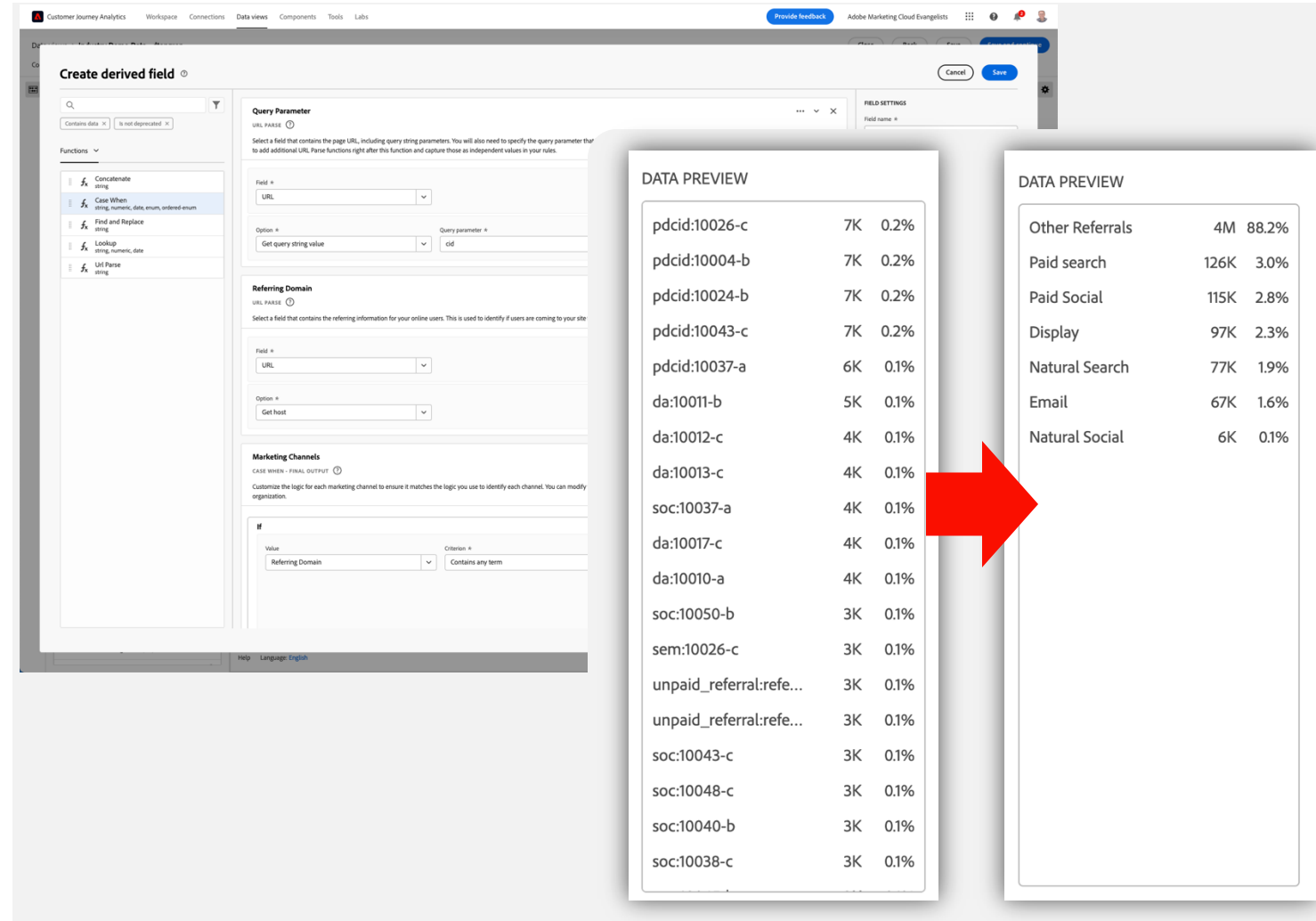
# Derived Fields

Significantly reduce costly IT cycles for sophisticated data updates –speeding up time to insight

Use a customizable rule-builder to **instantly and retroactively apply complex data changes on-the-fly**, without the need to rewrite and re-ingest data

Build marketing channels reports and do on-the-fly classifications

Create new dimensions or metrics from multiple fields, rename field values to those of your choice, or fix errant data



**Create derived field**

**Query Parameter**

URL PARAMETER

Select a field that contains the page URL, including query string parameters. You will also need to specify the query parameter that to add additional URL Parse functions right after this function and capture those as independent values in your rules.

Field: URL

Option: Get query string value

Query parameter: cid

**Referring Domain**

URL PARAMETER

Select a field that contains the referring information for your online users. This is used to identify if users are coming to your site.

Field: URL

Option: Get host

**Marketing Channels**

CASE WHEN - FINAL OUTPUT

Customize the logic for each marketing channel to ensure it matches the logic you use to identify each channel. You can modify organization.

If

Value: Referring Domain

Criterion: Contains any term

**DATA PREVIEW**

|                         |    |      |
|-------------------------|----|------|
| pdcid:10026-c           | 7K | 0.2% |
| pdcid:10004-b           | 7K | 0.2% |
| pdcid:10024-b           | 7K | 0.2% |
| pdcid:10043-c           | 7K | 0.2% |
| pdcid:10037-a           | 6K | 0.1% |
| da:10011-b              | 5K | 0.1% |
| da:10012-c              | 4K | 0.1% |
| da:10013-c              | 4K | 0.1% |
| soc:10037-a             | 4K | 0.1% |
| da:10017-c              | 4K | 0.1% |
| da:10010-a              | 4K | 0.1% |
| soc:10050-b             | 3K | 0.1% |
| sem:10026-c             | 3K | 0.1% |
| unpaid_referral:refe... | 3K | 0.1% |
| unpaid_referral:refe... | 3K | 0.1% |
| soc:10043-c             | 3K | 0.1% |
| soc:10048-c             | 3K | 0.1% |
| soc:10040-b             | 3K | 0.1% |
| soc:10038-c             | 3K | 0.1% |

**DATA PREVIEW**

|                 |      |       |
|-----------------|------|-------|
| Other Referrals | 4M   | 88.2% |
| Paid search     | 126K | 3.0%  |
| Paid Social     | 115K | 2.8%  |
| Display         | 97K  | 2.3%  |
| Natural Search  | 77K  | 1.9%  |
| Email           | 67K  | 1.6%  |
| Natural Social  | 6K   | 0.1%  |

# End-to-End Visualizations

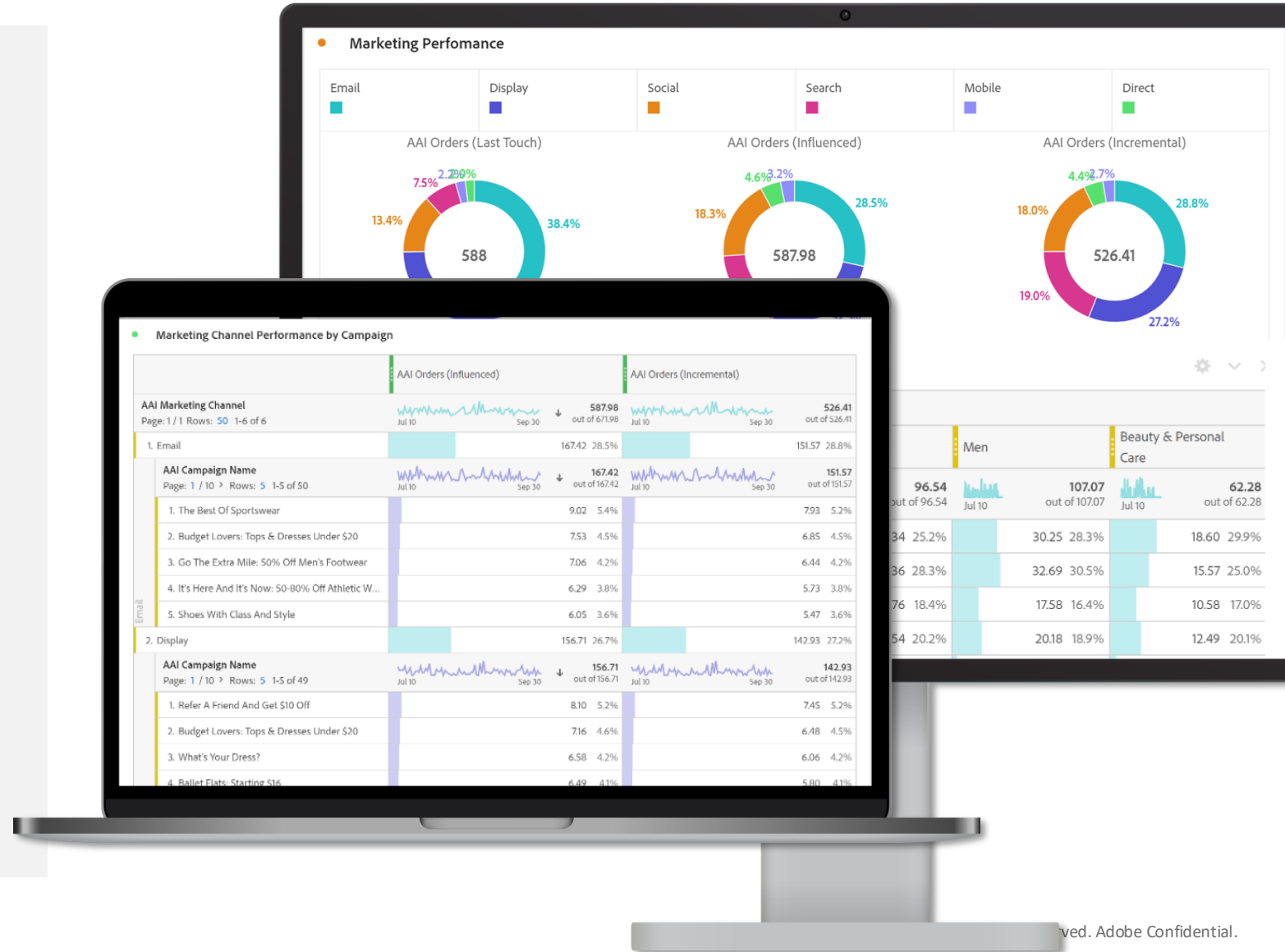
Visualize a customer's journey across multiple channels sequentially, putting each action in context

**Intuitive drag-and-drop interface** with flexible panels to build projects from scratch or further explore omnichannel data

**Standard and unique visualizations** with interactive capabilities and settings – bar, donut, histogram, treemap, venn, and more

**Analyze the exact customer paths** – where they continue through and where they drop with flow and fallout visualizations

**Understand audience/segment performance** over time; compare cohorts for insights into retention and churn

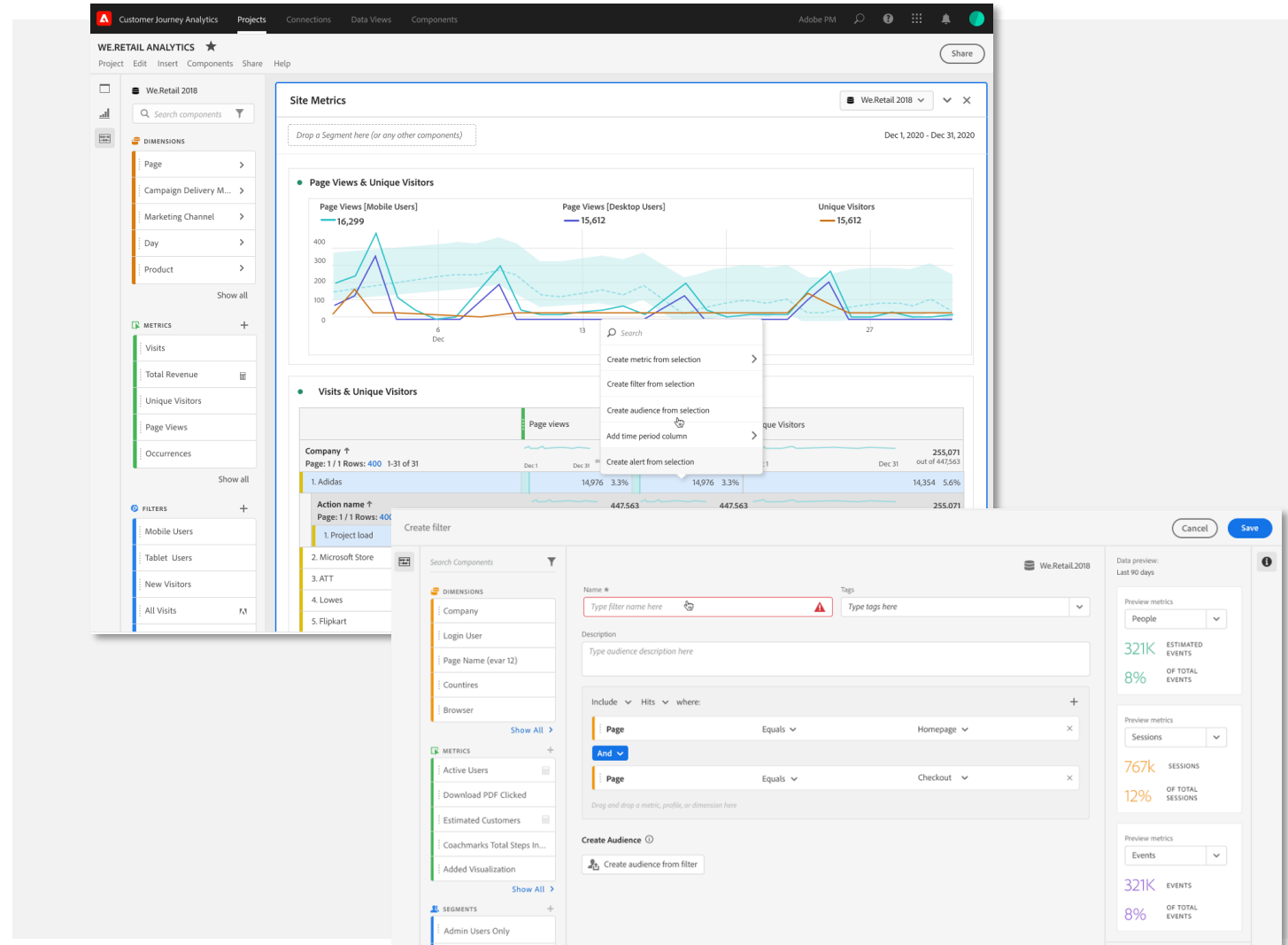


# Audience Publishing

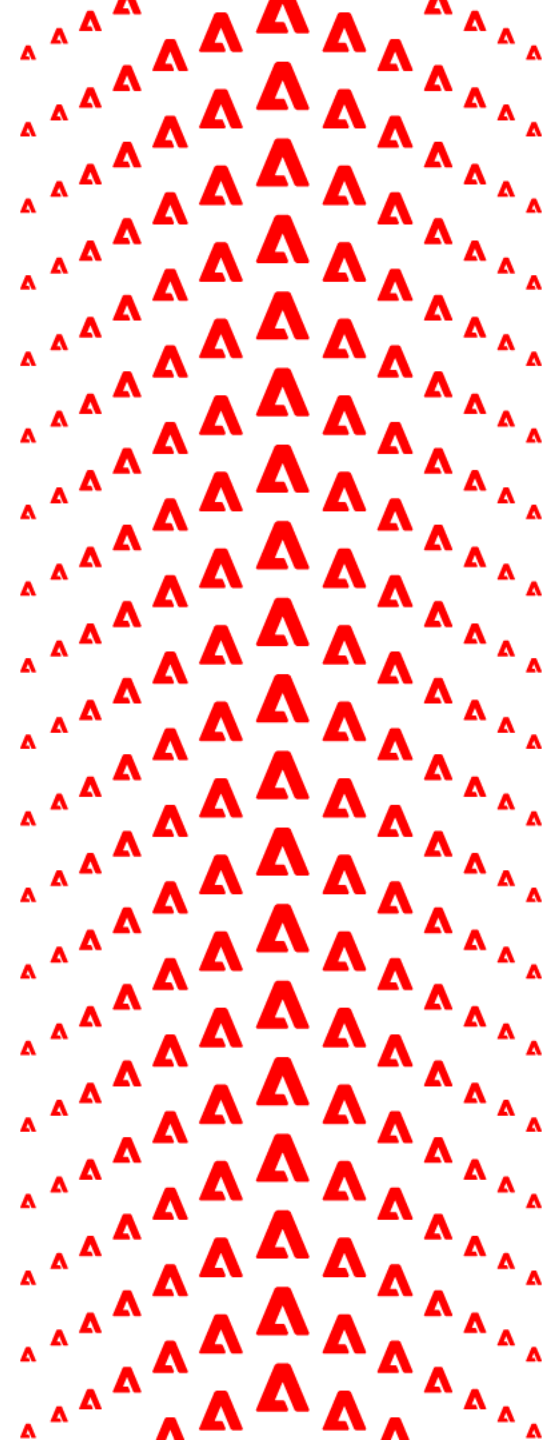
Seamlessly shares audiences derived from omni-channel insights for activation and orchestration

**Create insight-driven audiences** based on specific actions using multiple filters simultaneously and looking back over time.

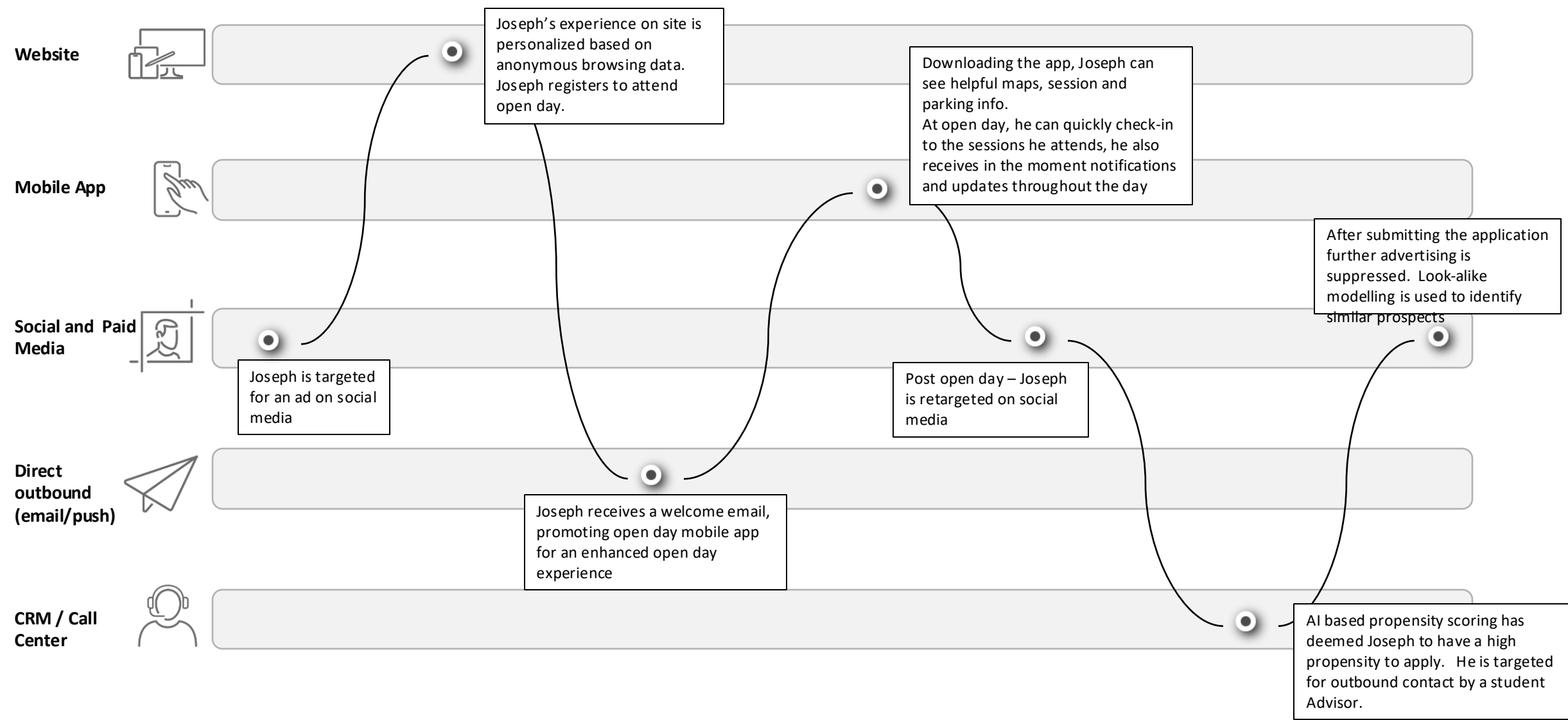
**Activate the audiences** for journeys in Adobe Journey Optimizer or export to a variety of destinations through Adobe Real-Time CDP



## Hands on: Exercise 5



# Hands on Lab Example Use Case



# Survey

**Adobe Experience Platform  
Hands On Lab for Higher  
Education**

