

GM Canada | AJO POC

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1. [Agenda](#)
2. [Access](#)
3. [Lab Resources](#)
4. [Lab Exercises](#)
 - 4.1. [AJO Configurations](#)
 - 4.2. [Journeys](#)
 - 4.3. [Message Designer](#)
 - 4.4. [Campaigns & Experiments](#)
 - 4.5. [Experience Decision](#)
 - 4.5.1. [Foundational Components](#)
 - 4.5.2. [Create Offer Item](#)
 - 4.5.3. [Create a Collection](#)
 - 4.5.4. [Create a Strategy](#)
 - 4.5.5. [Create an Email Placement](#)
 - 4.5.6. [Adding ExD to Campaigns](#)
 - 4.6. [AJO Reporting](#)

1. Agenda

First Part of the day (2 hours)

Agenda - Overview & Live Demonstration

- 01** Welcome & Objectives
- 02** Adobe Journey Optimizer Overview
- 03** Live Demo 1: UC1 & UC5 on Cadillac Web Events
- 04** Live Demo 2: UC2, UC3, & UC4 in Action
- 05** Break

Second Part of the day (2 hours)

Agenda – Hands on Lab & Deep Dive

- 01** Kick-off & Environment Orientation
- 02** Lab: Journey Build (UC1/UC5) & Email Design
- 03** Lab: Campaigns & Experiments (UC2)
- 04** Lab: Experience Decisioning (UC3)
- 05** Lab: Reporting & Close (UC4)

2. Access

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.
- We recommend to start a fresh incognito window before following the below steps.

Hands-on Lab URLs

<https://experience.adobe.com/> Experience Cloud Home Page

<https://platform.adobe.com/> Opens Experience Platform Directly

Your user information

Password:

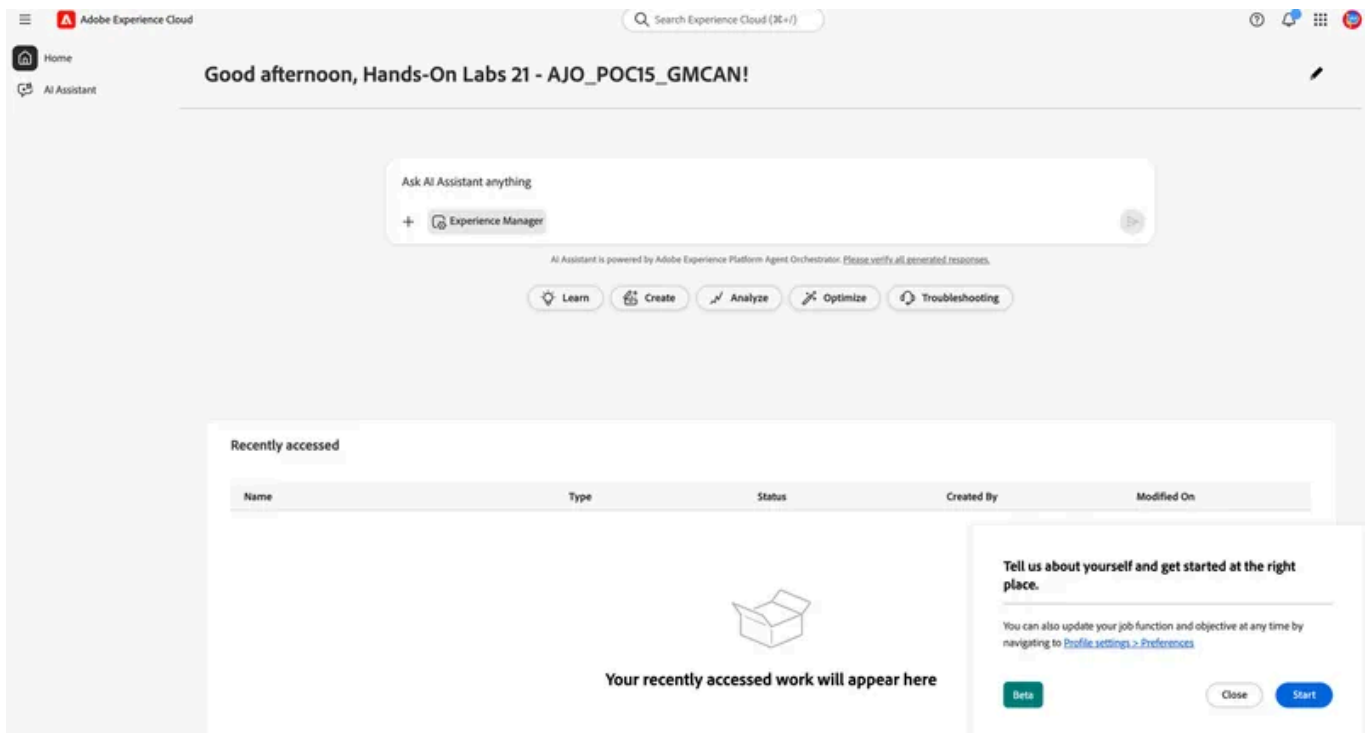
Password: ajoL@b26

All user names below share the same password highlighted in red.

User Names:

User	Name	User ame
01	Umer Adil	gmlab_u01@ma1.aephandsonlabs.com
02	Patricia Burton	gmlab_u02@ma1.aephandsonlabs.com
03	Nancy Lachance	gmlab_u03@ma1.aephandsonlabs.com
04	Sarika Reghunath	gmlab_u04@ma1.aephandsonlabs.com
05	Susan Robinson	gmlab_u05@ma1.aephandsonlabs.com
06	Emma Mckay	gmlab_u06@ma1.aephandsonlabs.com
07	Brendan Marley	gmlab_u07@ma1.aephandsonlabs.com
08	Abhishek Maggo	gmlab_u08@ma1.aephandsonlabs.com
09	Tissy Taylor	gmlab_u09@ma1.aephandsonlabs.com
10	Mike Young	gmlab_u10@ma1.aephandsonlabs.com
11	Merywyn Xavier	gmlab_u11@ma1.aephandsonlabs.com
12	Chris Watson	gmlab_u12@ma1.aephandsonlabs.com
13	Jim Hastings	gmlab_u13@ma1.aephandsonlabs.com
14	Sangeeta Govindan	gmlab_u14@ma1.aephandsonlabs.com
15	Kurt Uy	gmlab_u15@ma1.aephandsonlabs.com
16	Benjamin Lake	gmlab_u16@ma1.aephandsonlabs.com
17	Adwin Lam	gmlab_u17@ma1.aephandsonlabs.com
18	Michelle Bandstra	gmlab_u18@ma1.aephandsonlabs.com
19	David Bright	gmlab_u19@ma1.aephandsonlabs.com
20	Waiching Lee	gmlab_u20@ma1.aephandsonlabs.com

After Successfully Login



You'll gain more access on the day of the lab. For now, you are logged in in Experience Cloud successfully.

3. Lab Resources

Lab Recording, Resources & Survey

Your post-lab page for content, recording, helpful links to product documentation, and our survey.

Adobe Experience Platform Documentation

[Experience League Documentation](#)

Orientation Presentation

Orientation Recording

4. Lab Exercises

4.1. AJO Configurations

All journey optimizer instances will need to be configured to support all the Journey Actions. For example, not all experience event captured by platform equate to a Journey Event; Only a few hand-raising activities will need to be configured as a Journey Event. There are other situations where you need to connect to API end points to retrieve data mid-journey. Also, all actions (i.e email, sms, inApp) require configurations and each have their own setup.

This section will cover what has been configured in our platform to support the POC and Lab.

Channel Configurations

Email Marketing:

<https://experience.adobe.com/#!/@adobedemoamericas275/sname:poc11-0326/journey-optimizer/configui/message-preset/edit/734ff02c-3baf-4f83-be44-519e6e0866bc>

In App Messaging:

<https://experience.adobe.com/#!/@adobedemoamericas275/sname:poc11-0326/journey-optimizer/configui/message-preset/edit/inbound/5dcfae02-20ee-4f03-a399-33a85a099621>

SMS Marketing:

<https://experience.adobe.com/#/@adobedemoamericas275/sname:poc11-0326/journey-optimizer/configui/message-preset/edit/118934d3-53e0-433c-bf14-77f7aec7120b>

Code Base Experiences:

<https://experience.adobe.com/#/@adobedemoamericas275/sname:poc11-0326/journey-optimizer/configui/message-preset/edit/inbound/b9e0afc0-8af3-4669-aaeb-ced099a3c0b0>

Journey Experience Events

Request a Quote:

<https://experience.adobe.com/#/@adobedemoamericas275/sname:poc11-0326/journey-optimizer/admin/events>

Schedule a Test Drive:

<https://experience.adobe.com/#/@adobedemoamericas275/sname:poc11-0326/journey-optimizer/admin/events>

Data streams and Data Collection

The above experience events stream via the Experience Platform SDK. They are stored in their respective Datasets to capture leads and web events (page views, quote or Test Drive forms). This allows to create audiences based on these coming from the web. Additionally, this is the same mechanism AJO uses to transmit Web Personalization decisions, from Journeys or Campaigns, back to the website. All in a single call. Track the event and tell me if you have any personalization decision.

Experience Platform Service

<https://experience.adobe.com/#/@adobedemoamericas275/sname:poc11-0326/data-collection/scramjet/cf6ac861-b248-4945-93e2-6797e8e8b373/>

Custom Actions

UC5 contains a requirement to orchestrate the Lead Information Captured from the online form back to a GM Lead Routing End Point.

DealerNotificationLeadRouting

<https://experience.adobe.com/#/@adobedemoamericas275/sname:poc11-0326/journey-optimizer/admin/actions>

4.2. Journeys

This Lab will allow you to create the same journey as use case 1.

✓ Use Case Brief

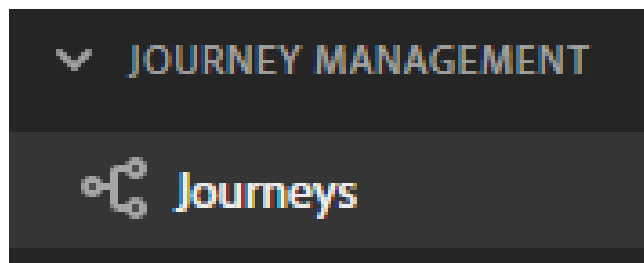
Setup a Journey that has the ability to orchestrate personalized, multi-step journeys for different lead types across multiple GM brands, leverage brand, model, dealer, and behavioral data to drive engagement and conversion.

Journey Steps Concept

1. Trigger Journey Request a Quote submission
2. Check for Consent for Email
3. Blast First Email as a response back to the Quote Submission
 1. The email must be personalized with the quote information such as dealer, car, and user information. Must be brand aware.
4. For those customers who do not open the initial email within 2 days, let's follow up with another email. Different Subject Line.
5. If User clicks on second email, let's target him on the web. This will be on for 14 days.
6. After the 14 days, let's nudge the consumer with an SMS. Invite him to check our inventory.
7. Follow up with an in app only for those that are current customers.
8. The Journey Should Have the Following Global Rule Sets Configured:
 1. Journey Rule Set (Maximum of concurrent Journeys)
 2. Channel Rule Set (Maximum of Total Messages by Month)
 3. This Journey should have the highest priority

Create and Configure a Journey

1. Navigate to Journeys



2. Click on "Create Journey"



3. Provide a Name and Description

4. Add a start date for tomorrow

5. Scroll Down to section **Conflict management**

6. Select Rule Set: **Journey Rule Set**

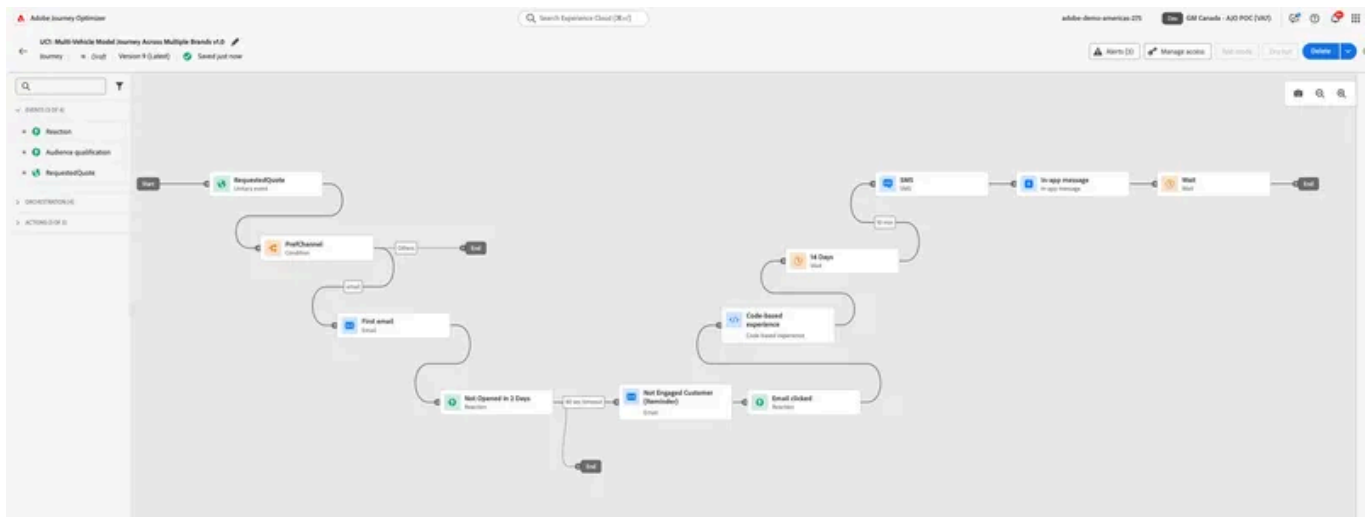
7. Add a priority. Click Potential Conflicts

A screenshot of a web form titled "Journey Properties" in bold black text. At the top right of the form is a small circular icon with an "i". Below the title are two icons: a trash can and an eye. To the right of these icons are two buttons: "Cancel" and "Save". The form contains several fields: "Name *" with a value "UC1: Multi-Vehicle Model Journey Across Multi...", "Version" with a value "v. 9 (Latest)", "Author" with a value "Juan Magana", "Created" with a value "3/25/2026, 2:07:17 PM", and "Description" with a text area containing the text "Demonstrate the platform's ability to orchestrate personalized, multi-step journeys for different lead types across multiple GM brands, leveraging brand, model, dealer, and behavioral data to drive engagement and conversion." Below the description are two dropdown menus: "Tags" and "Journey metrics", both with a downward-pointing chevron icon.

Build The Journey Steps

1. Under Events, find, drag and drop the **RequestedQuote** Event node onto the Canvas.
2. From the Orchestration, find, drag and drop the **Condition** node next to the event.
 1. Label PrefChannel
 2. Label the Path with email
 3. Click on the pencil
 4. From the **Context** Folder Under **RequestedQuote** > **_adobedemoamericas275** > **customerInformation** > **preferredChannel** is equal to "email"
 5. Click **Ok**.
 6. Click **Show path for other cases than the ones above**.
 7. Click **Save**.
3. From **Actions**, find, drag and drop the **Action** onto the Email path and chose **email**.
4. Label the email node with **First Email**.
5. From the Events, Drop a **Reaction** Node.
6. Select the Action (First Email), and the Event (email opened).
7. Check **Define the event timeout and wait for** 2 days
8. Check "Set a timeout path"
9. Click **Save**.
10. On our time out path, drag and drop another **action** node and select **email**.
11. Label the email with **Not Engaged Customer (reminder)**
12. From the **Events**, drag and drop the **Reaction** node again.
13. **Set it up for Clicks**. Do not add timeout.
14. From the Actions, drag and drop the **Action node**, and select **Code-based experience**.
15. Set the **Wait for 14 days**.
16. Drag and Drop an **Action** next to the wait, and select **SMS**.
17. Lastly, drag and drop another **Action node**. Select **In-App message**. Set the **Wait** for **5 days**.

Your Journey should look like (With a few warnings on the Actions):



Congratulations, you have configured your journey. Next, we need to configure the actions. Let's Move to the Message Designer Labs.

4.3. Message Designer

Email Designer

First Email

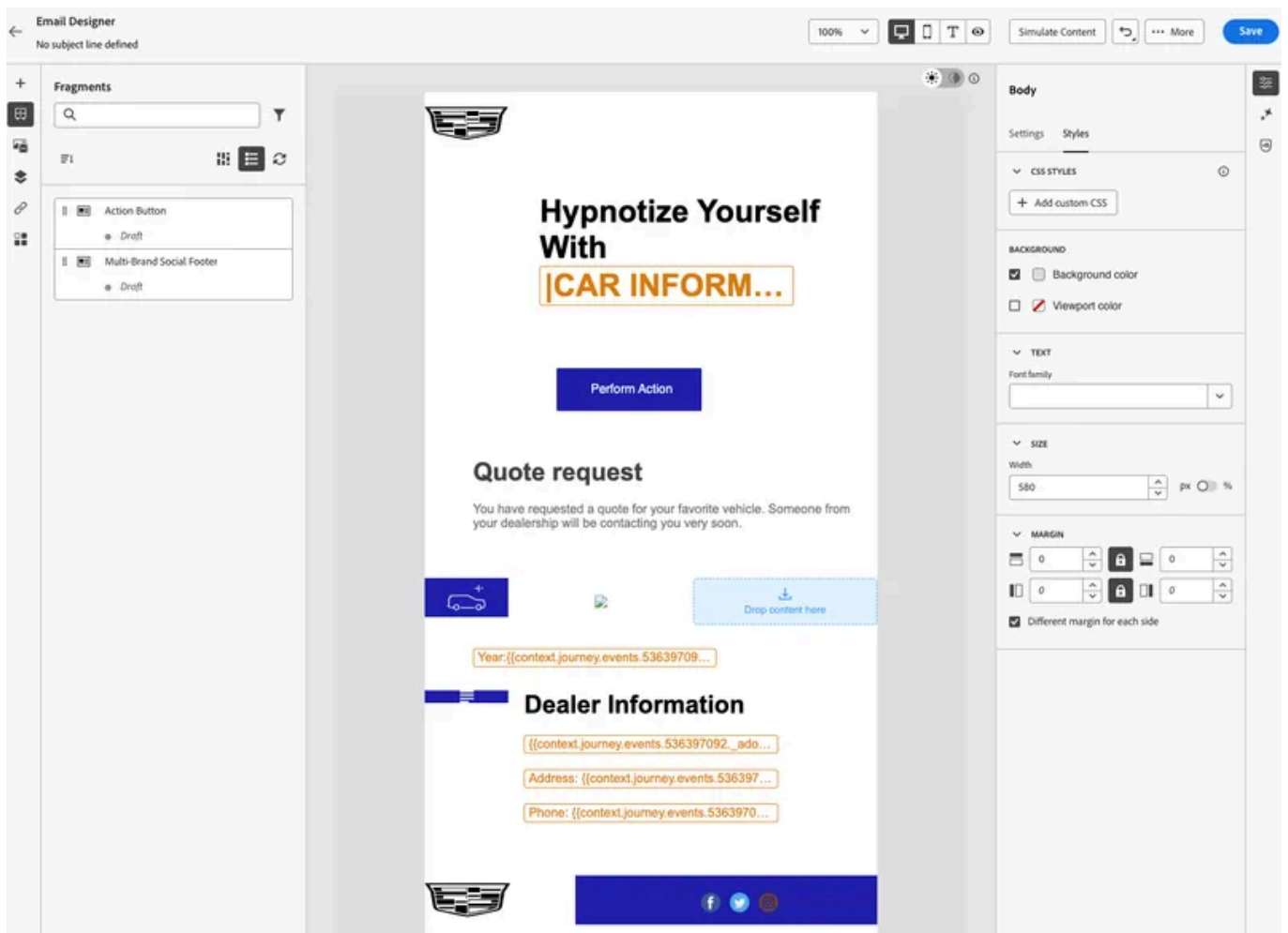
Action Configurations:

- Click on the First Reminder Email
- Click Configure Action
- Select Email Configuration: Email-Marketing
- Click Track Email Opens and Track Clicks
- Rule Set: Channel Rule Set
- Click On Edit Content

Content:

- Click on Content Template
- Select Apply Content Template
- Select UC1: Multi-Brand Content Template
- Click Edit Email Body
- Double Click on "**CAR IFORM...**
- In the Editor, delete the message |Car Information Here|
- Click on **Contextual Attributes > Journey Orchestration > Events > RequestedQuote > _adobedemoamericas275 > VehicleConfig > Model Year & Brand** (Format Attributes correctly)
- Click Save
- From the left Rail, click on **Fragments**
- Drag and Drop **Multi-Brand Social Footer** onto the **Wider Drop Content Here.**
- Drag and Drop **Action Button**
- Break the inheritance
- Under Settings, click the personalization Icon from the Url field.

- Click on **Contextual Attributes > Journey Orchestration > Events > RequestedQuote > _adobedemoamericas275 > VehicleConfig > carLine**
- Save
- Change the Label with: View Configuration
- Click on the **Styles Tab**.
- Under the **Background**, click **Button Color**
- Copy and Paste this value: **#211FAB**
- Click Save.
- Click Save.
- Go Back and Add a Subject Line: **We Received Your Request**



Not Engaged Customer

- Once you are back on the canvas.
- Click on the **First Email Node, and Copy**.
- Click on Not Engaged Customer (Reminder), and delete.

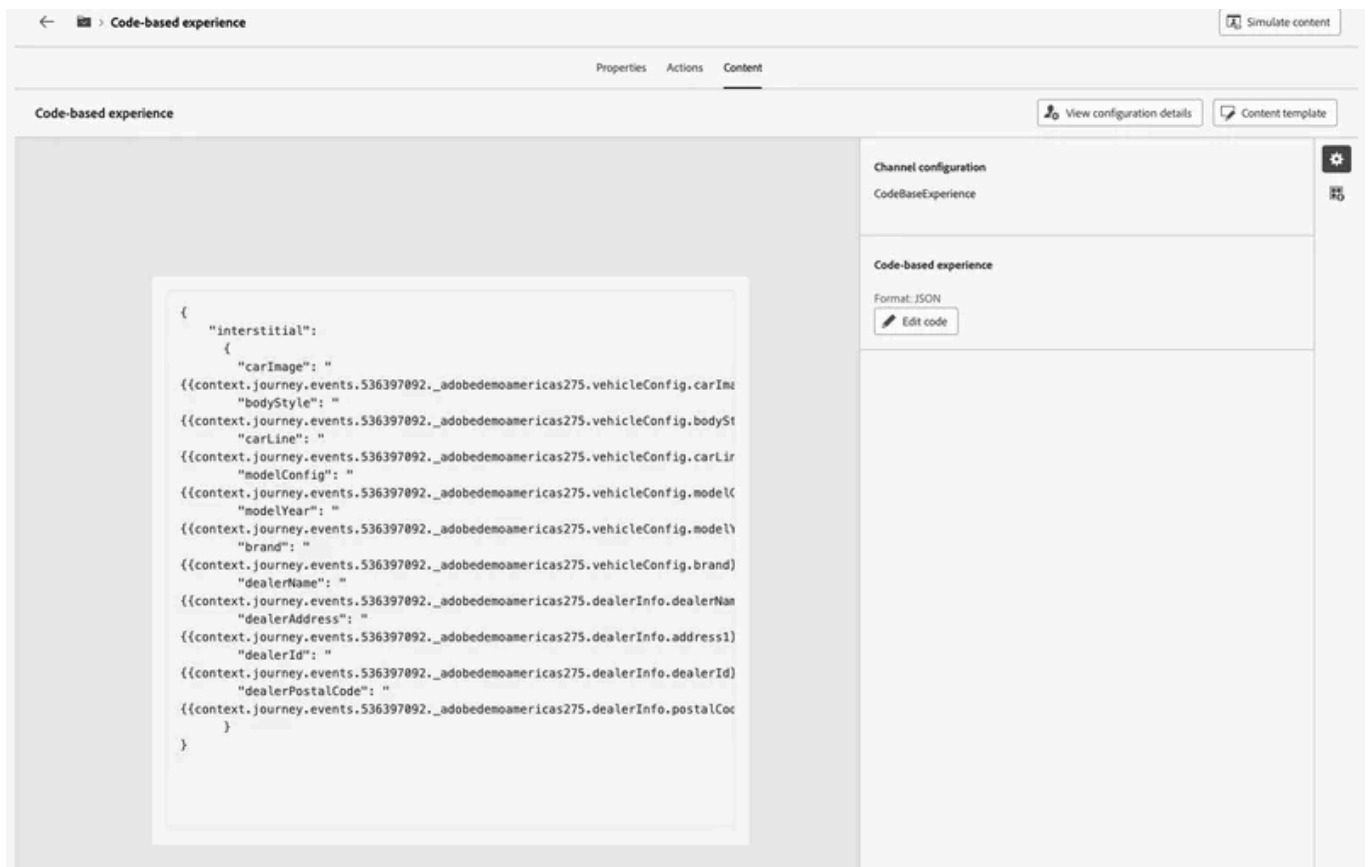
- In your keyword, Do: CTRL + P or Command + P in order to paste the **First Email Node**.
- Drag and Drop it into the Time out.
- Reconnect the Reaction.
- Click on it again, change the Label one more time.
- Click on Edit Content.
- Add A Subject Line.

Code Base Experience

- Click on Configure Action.
- Select the CodeBaseExperience Configuration.
- Select Use Journey Priority
- Click Edit Content
- Click Edit Code
- Copy and Paste the following into the Editor:

```
{
  "interstitial":
  {
    "carImage": "{{context.journey.events.536397092._adobedemoamericas275.vehicleCon",
    "bodyStyle": "{{context.journey.events.536397092._adobedemoamericas275.vehicleCo",
    "carLine": "{{context.journey.events.536397092._adobedemoamericas275.vehicleConf",
    "modelConfig": "{{context.journey.events.536397092._adobedemoamericas275.vehicle",
    "modelYear": "{{context.journey.events.536397092._adobedemoamericas275.vehicleCo",
    "brand": "{{context.journey.events.536397092._adobedemoamericas275.vehicleConfig",
    "dealerName": "{{context.journey.events.536397092._adobedemoamericas275.dealerIn",
    "dealerAddress": "{{context.journey.events.536397092._adobedemoamericas275.deale",
    "dealerId": "{{context.journey.events.536397092._adobedemoamericas275.dealerInfo",
    "dealerPostalCode": "{{context.journey.events.536397092._adobedemoamericas275.dea",
  }
}
```

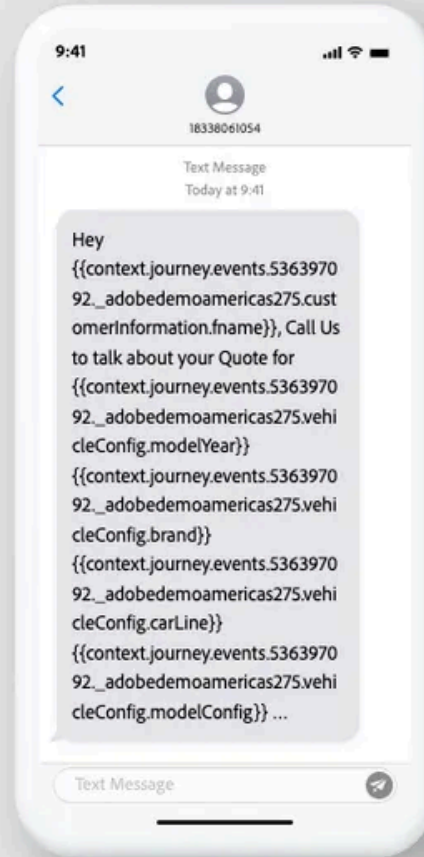
- Click Save, Go Back to your Journey Canvas.



SMS Designer

- Click on SMS
- Click on Configure Action
- Select sms-marketing Configuration
- Select Rule: Channel Rule Set
- Select Track clicks on links in SMS
- Click Edit Content
- Click Content Template, and Select the SMS Template.
- Go back to your Journey.

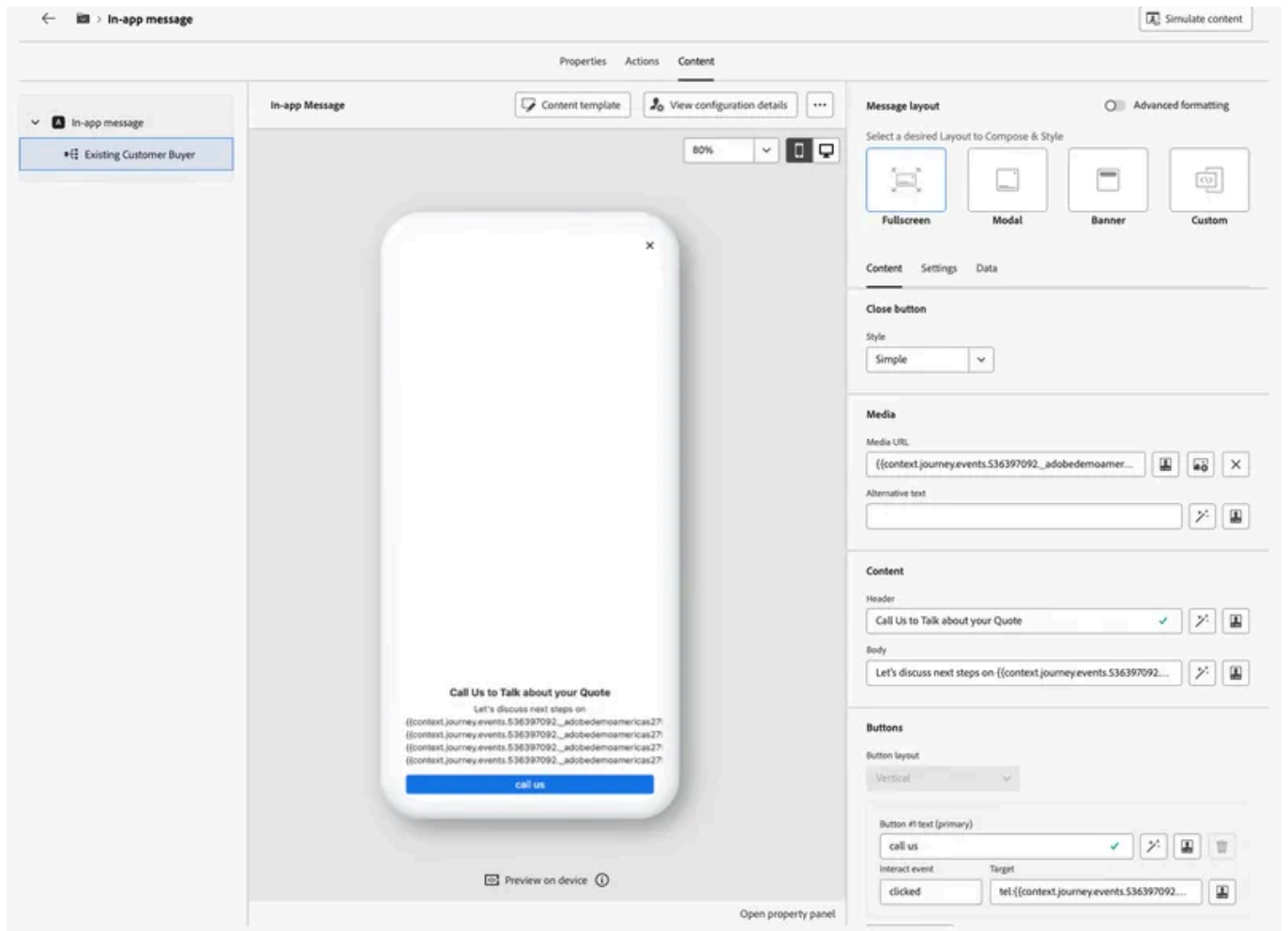
SMS ⓘ



In App Message

- Click Configure Action
- Select InApp Message Configuration
- Click on Add Targeting Rule
- Click Create Rule
- Click on Audiences
- Drag and Drop: Current Owner
- Click Save
- Click Save
- Click Edit Content

- Click on Content Template
- Apply Content Template
- Select the UC1 In App Template



4.4. Campaigns & Experiments

Let's now create an Experiment using a Campaign to launch it.

Creating a Campaign

- Under Orchestration, click Campaign
- Click create campaign
- Select Scheduled - Marketing
- Provide a Name: "UC2 - Experiment - Initials"

Configure Experiment

- Click on the Actions Tab.
- Click Add Action
- Select Email
- Select Email-Marketing
- Rule Set: Channel Rule Set
- Check Track Email Opens and track clicks on Links and buttons in email
- Click Create Experiment
- Name Your Experiment: Nurture Campaign Test - Initials
- Select a Success Metric
- Select a hold out group
- Click Add Treatment
- Click Save
- Navigate to the Content Tab

Add Treatments

- For Variant A, click Content template
- Select UC2: Template A

- For Variant B, click Content Template
- Select UC2: Template B

Select Audience

- Navigate to the Audience Tab
- Select the Identity Type as Email
- Click Select Audience
- Select UC1: Requested Quote - Nurture

Define a Schedule

- Navigate to the Schedule Tab
- Make changes as you desired.
- Click Review to Activate

Treatment A

Review to activate (UC2 - Experiment - Initials)
Campaign
DRAFT
Saved a minute ago
Alerts (5)
Manage access
Simulate content
Duplicate
Activate

You might want to check the 4 warnings before activating the campaign.

Content

Email

Targeting rule
Not added

Experiment
Treatment A

Language
Not added

The Marketing Team
From: pod11.no-reply@email.technaladobe.com

Check out our new inventory!



Check out our inventory, {{!-- [acr-start expr-field] --}}
{{profile.person.name.firstName}}{{!-- [acr-end-expr-field] --}}!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua quis nostrud.

Check Inventory

Properties

Name
UC2 - Experiment - Initials

Description

Campaign ID
5f569291-dcf4-4bdc-b794-18262baa0867

Campaign version ID
68d79c2b-44c5-49c3-8f5a-12e10d121d61

Category
Marketing

Campaign type
Scheduled

Access management labels
No labels selected

Tags
No tags selected

Business rules
Channel Rule Set

Actions

Action ID
14ad462a-7bc1-4461-8e8d-c929405c33be

Action name
Email

Channel
Email

Configuration
email-marketing

Action tracking
Track email opens and Track clicks on links and buttons in email

Optimization

A/B Content experiment - Experiment

Treatment B

←

Review to activate (UC2 - Experiment - Initials)

Alerts (5)

Manage access

Simulate content

Duplicate

Activate

Campaign

● Draft

✔ Saved a minute ago

You might want to check the 4 warnings before activating the campaign.

Content

✉ Email

Targeting rule
Not added

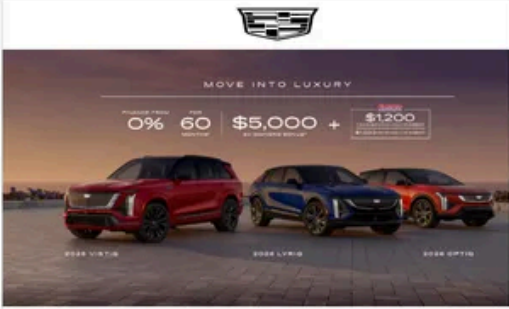
Experiment
Treatment C

Language
Not added

The Marketing Team

From: poc11.no-reply@mail.techvaladobe.com

The new Electric Inventory is Here!



Properties

Name
UC2 - Experiment - Initials

Description
-

Campaign ID
5f569291-dcf4-4bdd-b794-18262baa0867

Campaign version ID
68d79c2b-44c5-49c3-8f5a-12e10d121d61

Category
Marketing

Campaign type
Scheduled

Access management labels
No labels selected

Tags
No tags selected

Business rules ⓘ
Channel Rule Set

Actions

Action ID
14ad462a-7bc1-4461-8e8d-c929405c33be

Action name
Email

Channel
✉ Email

Configuration
email-marketing

Action tracking
Track email opens and Track clicks on links and buttons in email

Optimization

A/B Content experiment - Experiment

Congratulations, you have completed working with campaigns and experiments. However, in order to complete this campaign, you must now complete Experience Decision Labs.

4.5. Experience Decision

4.5.1. Foundational Components

Catalog

The screenshot displays the AEM Schemas console for the 'Personalized Offer Items - Experience Decisioning' schema. The interface is divided into several panels:

- Structure:** Shows the schema hierarchy. The root is 'Personalized Offer Items - Experience Decisioning'. It contains a class '_adobedemoamericas275' (Object) which has a 'content' field (Object). The 'content' field has an 'imageOffer' field (Object). The 'imageOffer' field has several string fields: 'destinationURL', 'edgePath', 'repository', 'sourceURL' (highlighted in blue), 'trackedURL', and 'type'. Below the 'content' field is an '_experience' field (Object) which has string fields '_id' and 'etag'.
- Field properties:** Shows the properties for the selected 'sourceURL' field. It includes fields for 'Field name', 'Display name', 'Type' (String), 'Field group' (GM Catalog), 'Default value', 'Pattern', 'Format', 'Minimum length', 'Maximum length', and 'Description'. The description is 'source URL of the asset. eg) URL of an image asset http://cdn.com/myimage.png'.
- Composition:** Shows the schema composition. It includes a 'Class' section with 'Offer Item' and an 'Assign' button. It also has 'Field groups' (GM Catalog, Decision Item), 'Identities', 'Relationships', 'Required fields' (listing '_experience.decisioning.offeritem.life...', '_experience.decisioning.offeritem', '_experience.decisioning', and '_experience'), and 'Deprecated fields'.

4.5.2. Create Offer Item

Create Your Item

- On the navigation menu, click Catalogs under Decisioning.
- Click Create Item.
- Provide standard attributes.
 - Offer Name: "March2026 Costco Campaign - Initials"
 - Set a Start and End dates.
 - Create a Tag with Your initials
- Provide Custom Attributes:
 - Expand content under Custom attributes:
 - Select Add from URL or Add asset from library. This is a sample image you can use:
 - <https://www.cadillaccanada.ca/content/dam/cadillac/na/canada/english/index/index-sub-content/retail/2026/march/new-version-2/Cadillac-MarchRetail-DesktopMasthead-ROCEN-5KEV-2810x1310-4March2026.png?imwidth=3000>
- Click Next

Eligibility

- Select Visitors who fall into one or more audiences
- Search for the Audience called: Current Owner
- Click Next, Review, Save, and Approve.

Create offer item

Offers | ● Draft

1 Attributes > 2 Eligibility > 3 Review

Manage accessCancelBackSave

Standard attributes

Name

March Offer

Start date

End date

-

-

Priority

1

Id

Custom attributes

content

imageOffer

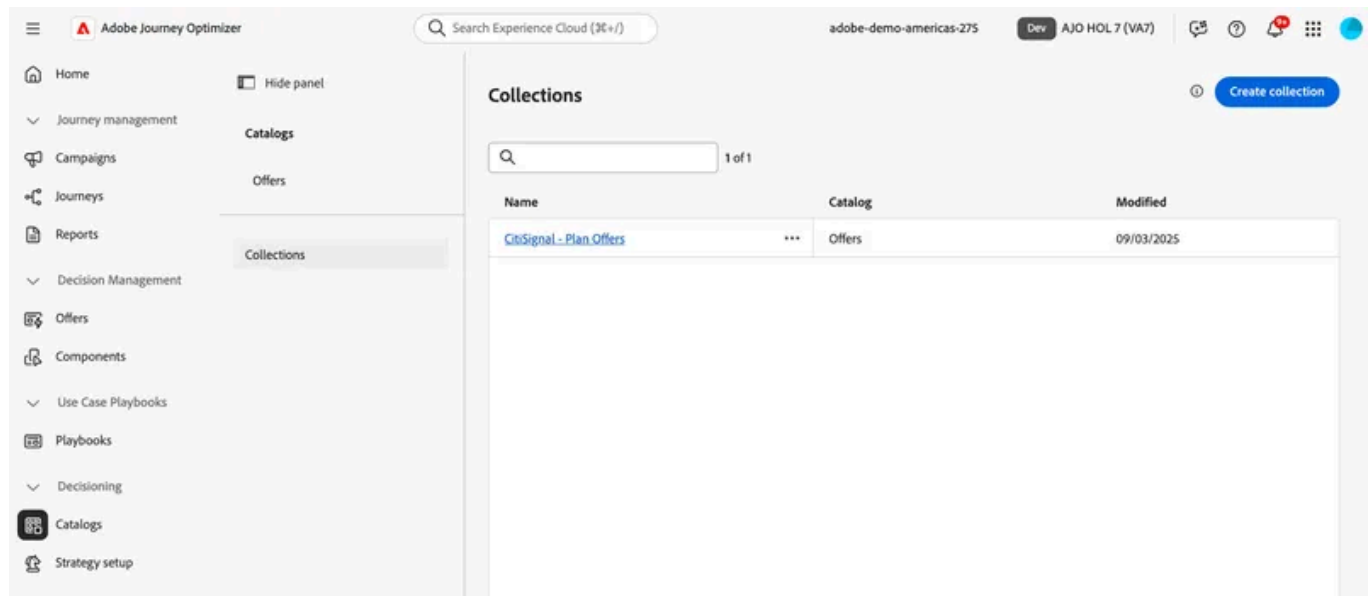
<https://www.cadillaccanada.ca/content/dam/cadillac/na/canada/english/index/index-sub-content/retail/2026/march/new-version-2/Cadillac-MarchRetail-DesktopMasthead-ROCDN-SKEY-2810x310-#March2026.png?mwidth=3000>



Congratulations, you have created your first offer item!

4.5.3. Create a Collection

Now that you have created your own Offer Item. It is time to group them into collections. These collections will be later used by the decision engine as the pool of offers available for an specific strategy setup.



Create a Collection

- Click Create Collection
- Give it a descriptive name: "March 2026 Offers - Initials"
- Click on where it says "click to create a decision item"
- Click on select attribute and select Tags and hit Save
- Select Contains.
- On the empty field, start typing the Label with your initials. Then select it.
- Click Create.

Create collection

Manage accessCancelCreate

Details

Name *

Plan Offer Collection - Initials

Description

Catalog

Offers

Collection rules ⓘ

* Required

Items that meet below rules will be included in this collection.

Preview collection

NUMBER OF ITEMS 1

Tags

Contains

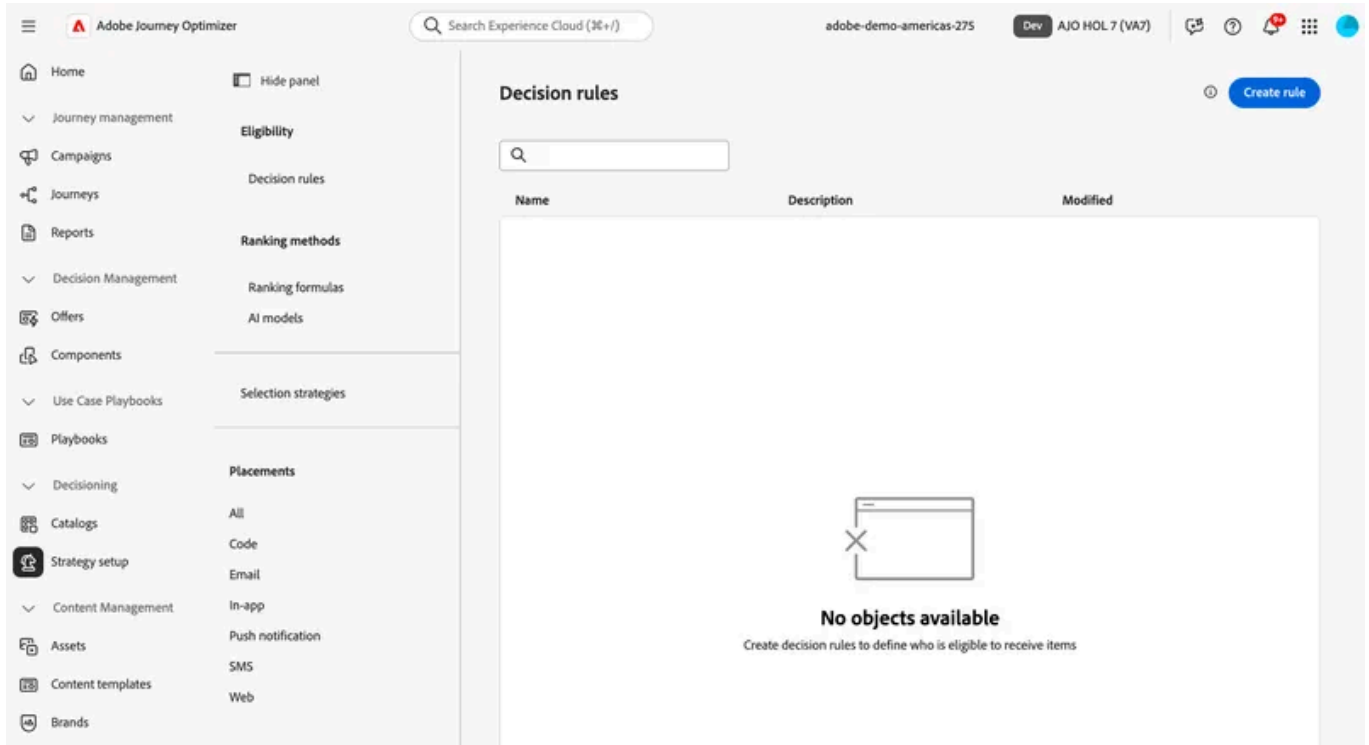
JMMA

+ Add rule

Congratulations! You completed this lab!

4.5.4. Create a Strategy

Now that we have our offer items inside of collections, and we know how to rank them. It is time to develop our selection strategy.



Creating a Selection Strategy

- Click on Selection Strategies
- Click Create Selection Strategy
- Name your Selection Strategy: March 2026 Campaign + Initials"
- Click Select Collection and select your collection
- For eligibility lets select an audience:
- Click Save
- For the Ranking Method. Leave Offer priority.
- Click Create.

* Required

Details

Selection strategy name *

Offer Plan Summer Campaign + Initials

Catalog

Offers

Collection * ⓘ

Plan Offer Collection - Initials

 Edit

Eligibility ⓘ

Eligibility

Audiences



CitiSignal - Registered Users

 Edit

Ranking method ⓘ

Ranking method

Formula

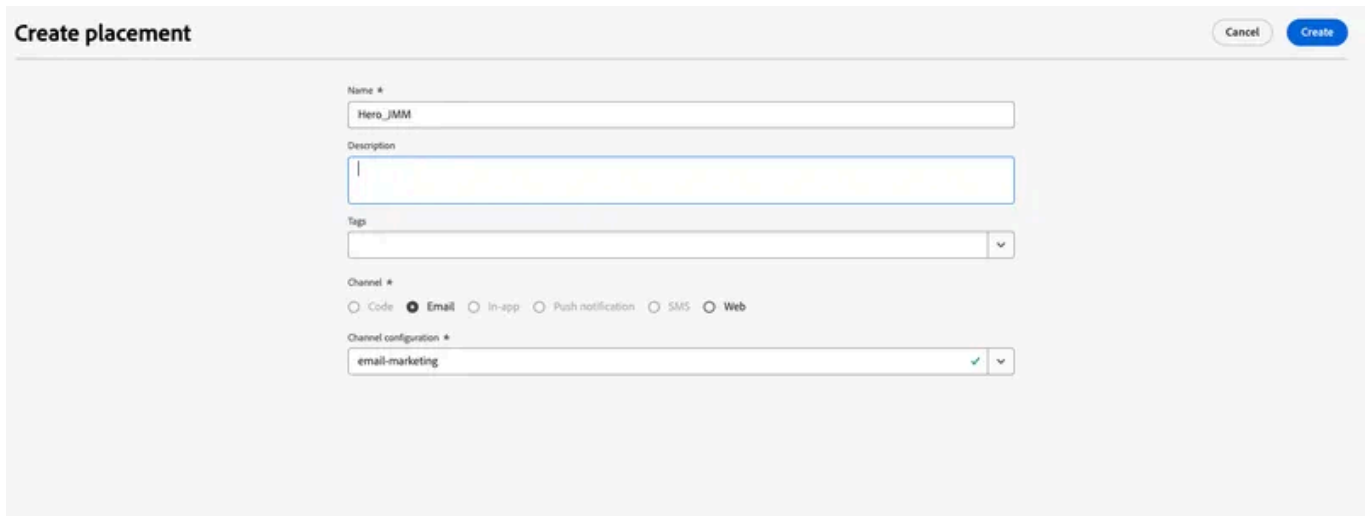


Prioritize based on External Audience Name

 Edit

Congratulations, you are ready to create an Email Placement

4.5.5. Create an Email Placement



The screenshot shows a 'Create placement' form with the following fields and options:

- Name ***: Text input containing 'Hero_JMM'.
- Description**: Text input with a cursor.
- Tag**: Dropdown menu.
- Channel ***: Radio button group with options: Code, **Email** (selected), In-app, Push notification, SMS, and Web.
- Channel configuration ***: Dropdown menu showing 'email-marketing' with a green checkmark and a dropdown arrow.

At the top right of the form are 'Cancel' and 'Create' buttons.

- Click on Email, under **Placements**.
- Click **Create a Placement** button.
- Give it a name: **Hero_Initials**
- Select the Channel Configuration: **Email-Marketing**
- Click Create

Congratulations, you are now ready to add your Offer into your email. Go to Adding ExD to Campaigns Lab next.

4.5.6. Adding ExD to Campaigns

Experience Decision is supported on both Journey Optimizer Campaigns and Journeys. Both of them are capable of running Code-Base-Experiences and Email Channel.

Getting started with campaigns



Orchestrated campaign



Action campaign



API triggered

Campaign orchestration
Split, combine, enrich and manipulate relational datasets to define your audience

Leverage multi-entity data
Learn how Orchestrated campaigns can take advantage of relational datasets to enrich data for segmentation & personalization

Ad-hoc segmentation & exact counts
Build your segment step by step with exact counts

Available channels
Email, SMS, Push notifications, Direct mail



Updating our Campaign for Decisioning

- On the Nav, click Campaigns, under Journey Management
- Search for the campaign you had already created
- Click on your campaign Name
- Click the pencil button under the Content Section
- Click on Treatment C
- Enable the Toggle Enable Decisioning and click continue
- Click on Content Template and Select Apply Content Template B
- Click Confirm
- Click Edit Email Body

Creating a Decision Policy

Decision policies are containers for your offers that leverage the Decisioning engine to dynamically return the best content to deliver for each audience member. Their goal is to select the best offers for each profile, while the campaign/journey authoring allows you to indicate how the selected decision items should be presented, including which item attributes to be included in the message.

- Click on the hero image.
- Click the X icon that shows to clear the image block.
- While the image block is still highlighted, click on the decisioning button.
- Click Add New Policy
- Give it a name: Hero Image Initials
- Number of items: 1
- Click Next.
- Select a strategy sequence by click the Add button
- Click Selection Strategy and select your strategy.
- Click Next. Click Create

The screenshot shows the 'Create decision policy' interface. At the top, there's a title 'Create decision policy' and a progress bar with three steps: 'Details' (active), 'Strategies', and 'Review'. To the right of the progress bar are three buttons: 'Cancel', 'Back', and 'Next' (highlighted in blue). Below the progress bar, the 'Strategy sequence' section is titled with a '* Required' label. A descriptive text states: 'This sequence will determine the order in which selection strategies and decision items are evaluated. Strategies within groups will be evaluated together.' Below this text is a list of strategy sequences. The first sequence is numbered '1' and contains the item '> Offer Plan Summer Campaign + Initials'. To the right of this item is a label 'ITEMS 1' and a minus icon. Below the list is a plus icon and an 'Add' button. Below the 'Add' button is the 'Fallback items (optional)' section, which contains a list of fallback items. The first item is 'CitiSignal - Registered Offer' with a 'View item' link and a minus icon. Below this list is a 'Select fallback' button.

Select Your Email Placement

- Click on Assign Placement
- Select your email placement
- Click Assign

Select the Image Source

- Click the settings icon.
- In the source, type space to enable the personalization icon.
- Click on the personalization icon.
- Navigate to _adobedemoamericas275 > content > imageOffer > sourceURL
- Select sourceURL by clicking the plus sign.
- Click Save
- Click Save

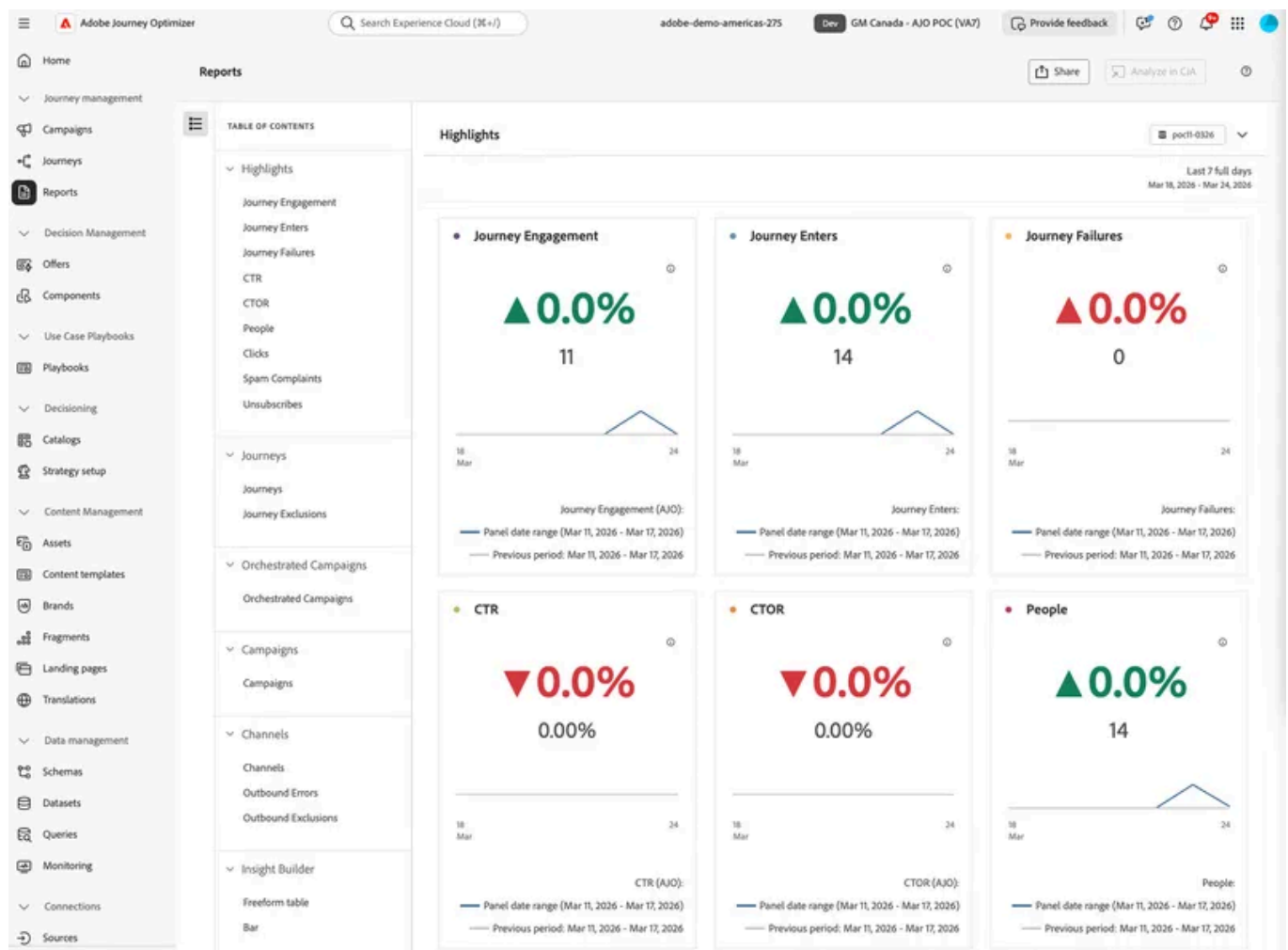
Congratulations, this concludes the Experience Decision Labs, Next Offer Decision

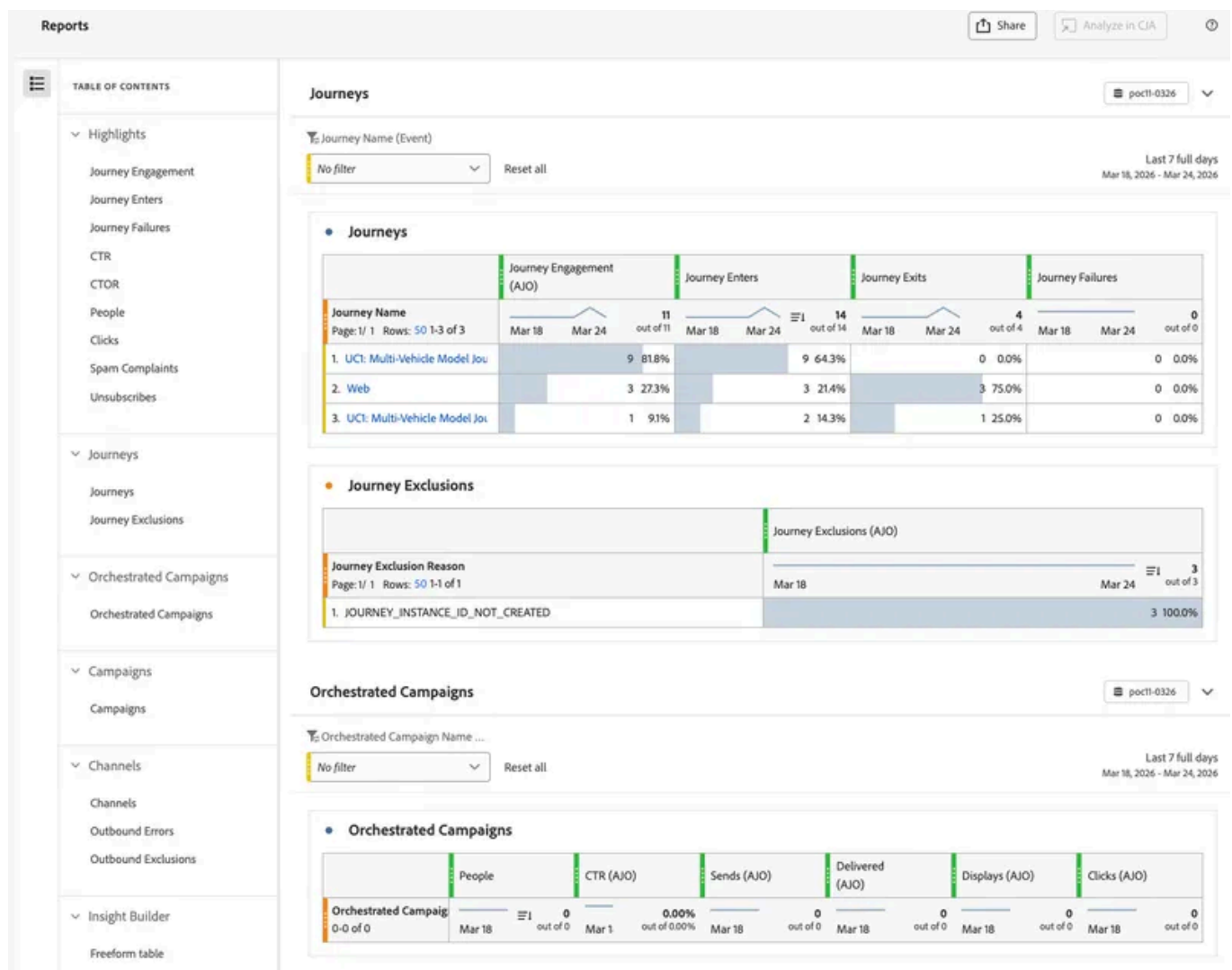
4.6. AJO Reporting

Journey Optimizer offers Journey or Campaign level reporting. These can be found on the Journey Management > Reports

Global Channel Reports:

<https://experience.adobe.com/#!/@adobedemoamericas275/sname:poc11-0326/journey-optimizer/channel/report/#!/workspace/template/ajo-channel>





Journey Specific Reporting:

UC1:

<https://experience.adobe.com/#!/@adobedemoamericas275/sname:poc11-0326/journey-optimizer/journey/report/#!/workspace/template/ajo-journey/0c16f83e-da4d-4e6f-8a66-4c04cafef35f>

UC2:

<https://experience.adobe.com/#!/@adobedemoamericas275/sname:poc11-0326/journey-optimizer/journey/report/#!/workspace/template/ajo-journey/a9391285-e5f5-407e-9bc3-3a5e40e86533>