

HOL Science Centre Singapore AJO

HOL Science Centre Singapore AJO

1. Welcome
2. Lab 1 - Unified Customer Profile & Audiences
3. Lab 2 - Journeys and Content

1. Welcome



Welcome to the Adobe Journey Optimizer (AJO) Hands on Lab! We have carefully curated some exercises to introduce you to the platform, address your questions and highlight it's ease-of-use and differentiators.

Demo Data

The HOL environment is a shared test environment with fictional, generated dummy data for demonstration purposes only. We have tried to make it representative of real-world use cases but it may not be 100% due to the way we randomly generate the data.

Exercises

There are 2 core exercises you will complete.

Exercise	Description
<u>Lab 1 - Unified Customer Profile & Audiences</u>	Understand how your customer data is brought together and how you can build valuable audiences ready for omnichannel activation.
<u>Lab 2 - Journeys and Content</u>	Learn how to build omnichannel customer journeys to drive business objectives. Leverage Generative AI to achieve faster go-to-market and scale your content and campaigns.

2. Lab 1 - Unified Customer Profile & Audiences

Learning Objectives

In this exercise you will learn how to view a real-time unified customer profile and understand how the different pieces of information collected about that customer are stitched together through the evolving Identity Graph.

You will learn about the different types of audiences that can be created through the rule-based audience builder, including real-time audiences that can be used across different channels.

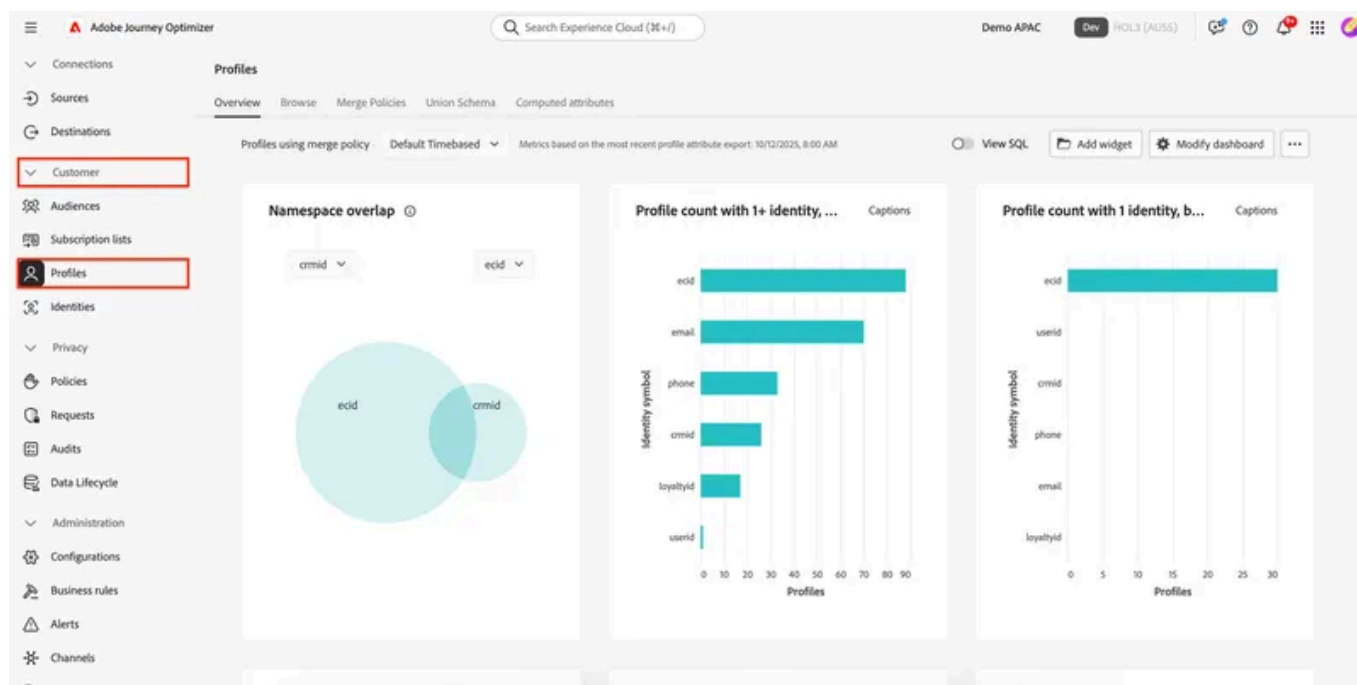
2.1 Unified Customer Profile

Earlier you saw a live demo where Scott performed a booking abandonment on your web site. AJO was used to send a retargeting email. We will look up the profile that was used to understand the key components of the Unified Customer Profile. These are:

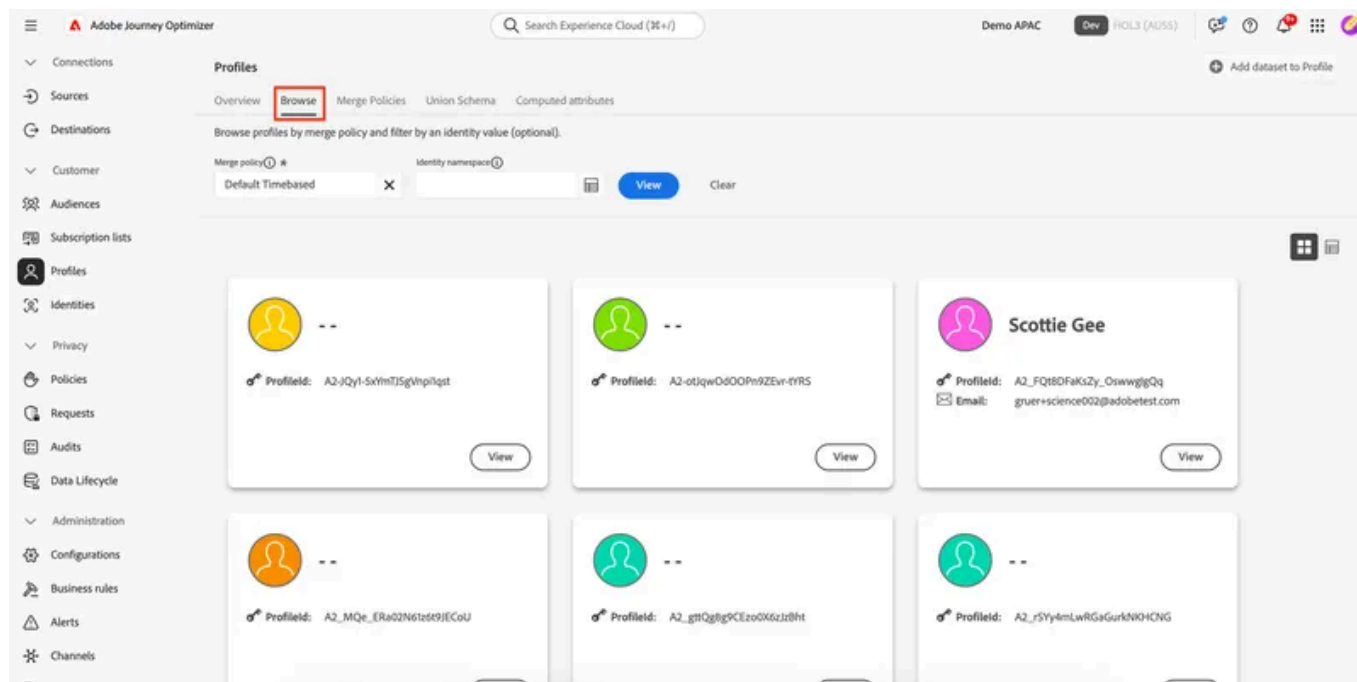
- Attribute Data
- Event Data
- Audiences
- Identity

The system combines data from multiple sources into an actionable profile. It also has an advanced identity management system to build the single view of the customer and to manage how data is merged into the profile.

From the AJO home page you accessed earlier, browse to **Customer → Profiles**. The **Overview** dashboard shows insights on how many profiles exist in the sandbox along with the distribution of identities.

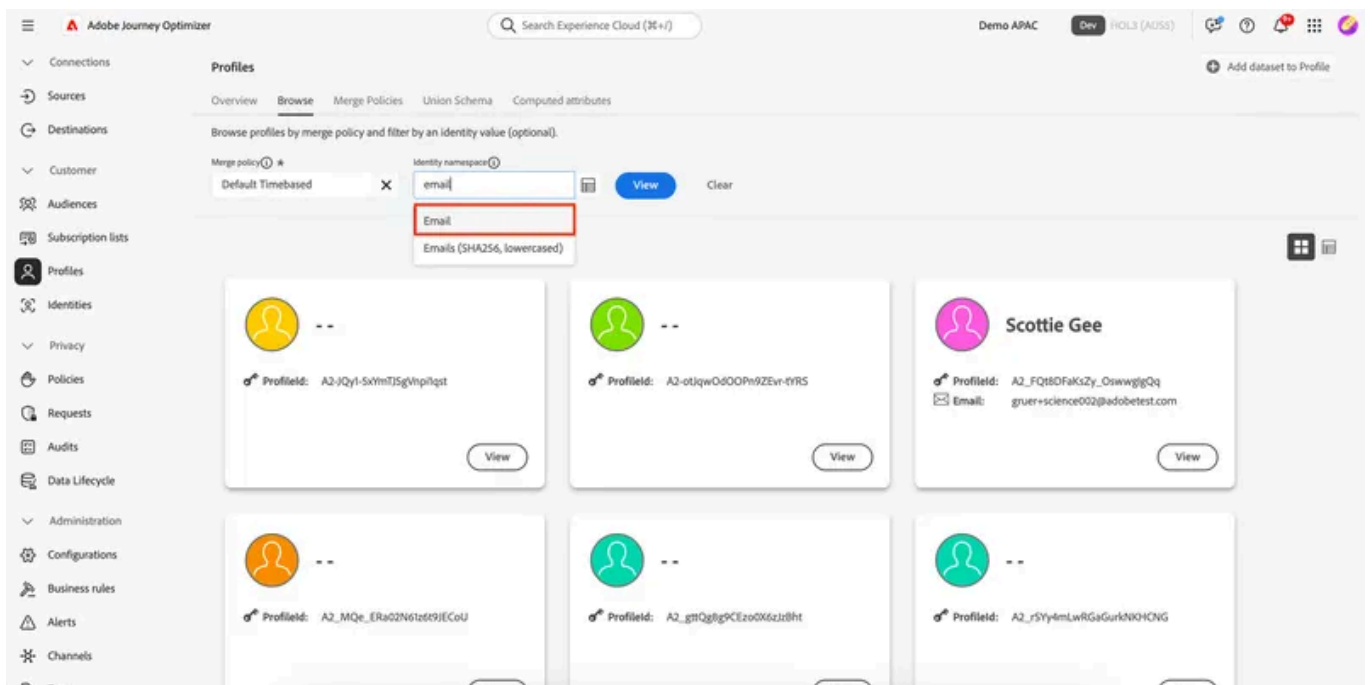


To lookup a specific profile, move to the **Browse** tab.

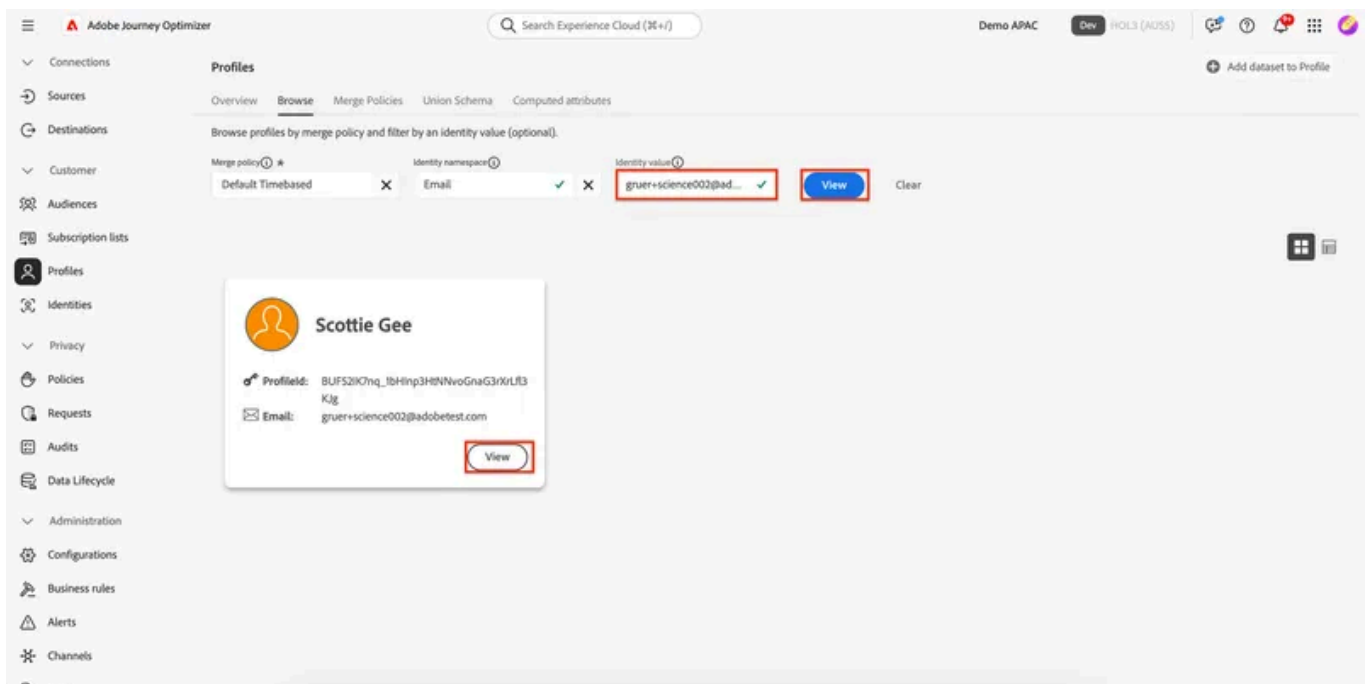


Profiles can be retrieved by any of the identities that are attached to that profile. Which identity namespaces are leveraged depends on your organisations requirements. For this exercise we will use Email to look up your profile.

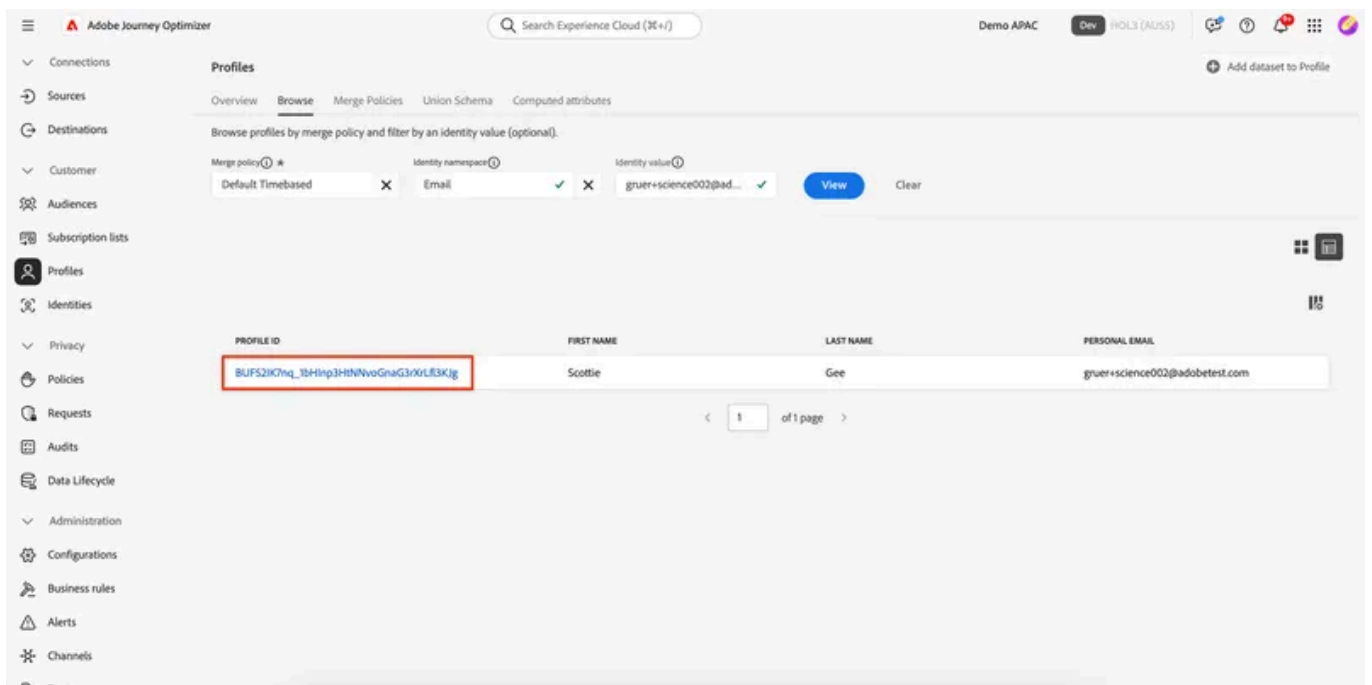
Type **Email** in the **Identity namespace** field, select the first option, **Email**.



Type **gruer+science002@adobetest.com** into the **Identity value** field and click **View**, then **View** again on the profile card.

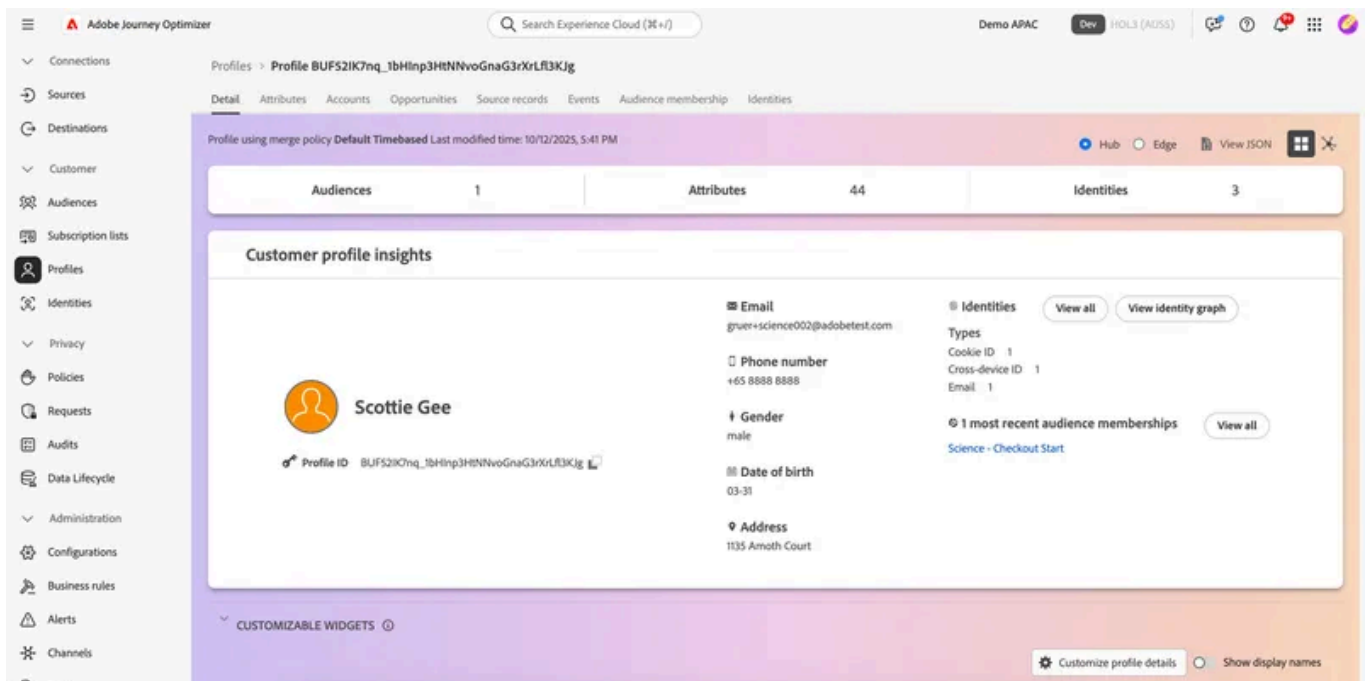


Note: you may not see the profile card. If this is the case you might be in the List View. If this is the case you can simply click on the **PROFILE ID** to view the profile details.

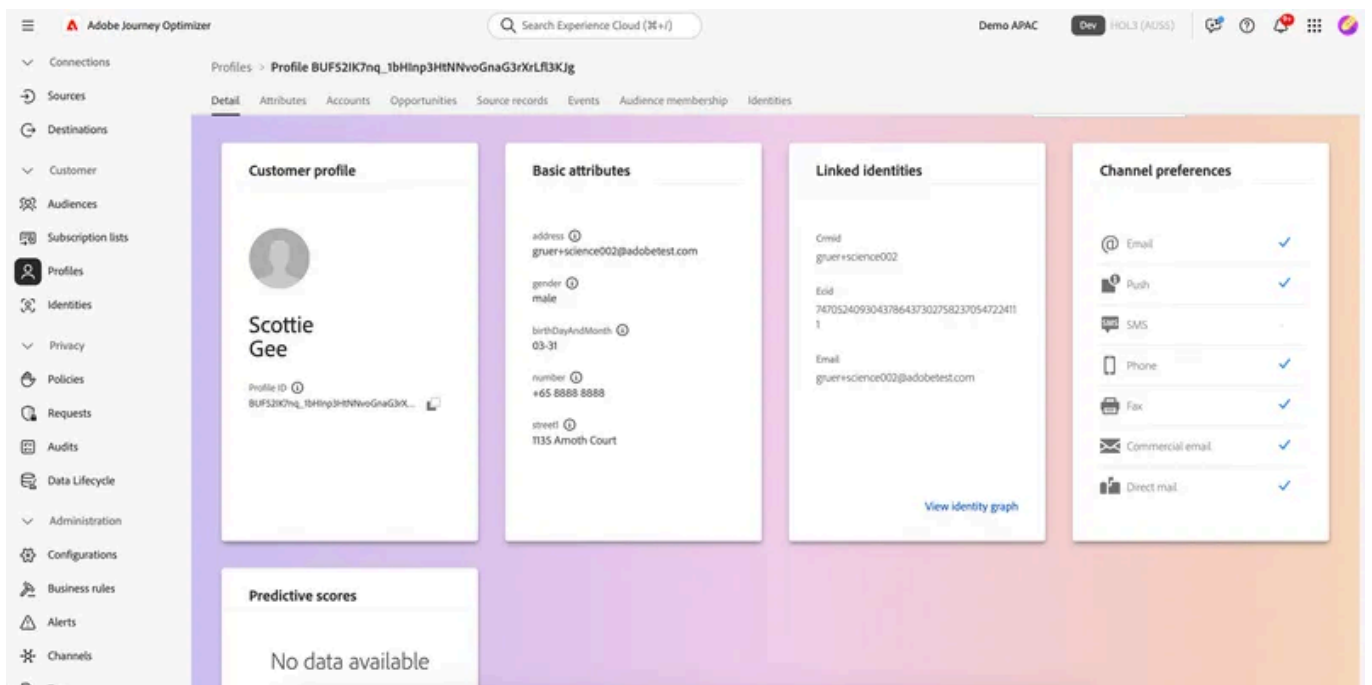


The **Detail** tab shows us some basic information about the profile, starting with some AI-generated insights.

Note: the profile data in the screenshots may not 100% match what you're seeing in this lab but should be fairly representative.



Below are some content cards and fields which can be customized according to business needs.



There are 2 main types of data collected against the profile, **Attributes** and **Experience Events**. Attributes tend to be fairly static, slower-moving data (sometimes called Record Data) while Experience Events represent point-in-time interactions a profile has had with your brand, whether that's viewing a web page, watching a show, making a booking, calling the call center or visiting a store (i.e. time series data).

Click on the **Attributes** tab to view the full list of attributes ingested for this profile. These attributes can come from different source systems. The platform will merge them in real-time.

ATTRIBUTE	DISPLAY NAME	VALUE	PATH
cmid	cmid	gruer+science002	._demoapac.identification.core.cmid
email	email	gruer+science002@adobetest.com	._demoapac.identification.core.email
childrenInHousehold	childrenInHousehold	true	._demoapac.individualCharacteristics.core.childrenInHousehold
numberChildrenInHousehold	numberChildrenInHousehold	1	._demoapac.individualCharacteristics.core.numberChildrenInHousehold
actionChannel	actionChannel	Mobile App	._demoapac.latestAction.actionChannel
actionName	actionName	Registration Complete	._demoapac.latestAction.actionName
actionProduct	actionProduct	Free Account	._demoapac.latestAction.actionProduct
actionTimestamp	actionTimestamp	2022-08-11T12:59:17Z	._demoapac.latestAction.actionTimestamp
offersRedeemedLast6Months	offersRedeemedLast6Months	1	._demoapac.offersAndPromotions.offersRedeemedLast6Months
promotionCode	promotionCode	3735	._demoapac.offersAndPromotions.promotionCode
promotionType	promotionType	50% off in September	._demoapac.offersAndPromotions.promotionType

Click on the **Events** tab. Here you can see a chronological view of all the behavioural experience events coming from different source systems for this profile. These events are ingested in real-time from the sources like your website and mobile app.

The screenshot shows the Adobe Journey Optimizer interface with the 'Events' tab selected for a specific profile. The left sidebar contains navigation options like Monitoring, Connections, Sources, Destinations, Customer, Audiences, Subscription lists, Profiles, Identities, Privacy, Policies, Requests, Audits, Data Lifecycle, Administration, Configurations, Business rules, and Alerts. The main content area displays two event cards: 'message.feedback' and 'commerce.checkouts', both dated 10/13/2025, 11:27 AM. Each card has a 'View all' link and a table of attributes.

ATTRIBUTE	DISPLAY NAME	VALUE	↑ PATH
eventType	Event Type	message.feedback	eventType
_id	Identifier	1476330944975120_outbound-mta-5d5f00cad...	_id
correlationID	Correlation Identifier	216cf72e-7033-4aa2-a095-42fe7cd65760-0	...experience.decisioning.propositions.0.scopeDe...
messagePublicationID	Message Publication ID	216cf72e-7033-4aa2-a095-42fe7cd65760	...experience.customerJourneyManagement.me...
messageExecutionID	MessageExecution ID	UMA-86184120	...experience.customerJourneyManagement.me...

ATTRIBUTE	DISPLAY NAME	VALUE	↑ PATH
ipV4	IPv4	116.86.231.114	environment.ipV4
type	Type	browser	environment.type

Move to the **Audience membership** tab. Here you can see which audiences the profile is currently a member of, this list will update as the profile moves in and out of audiences based on their attributes and behavior.

The screenshot shows the Adobe Journey Optimizer interface with the 'Audience membership' tab selected for the same profile. The left sidebar is identical to the previous screenshot. The main content area displays a table of audience memberships. A search bar is at the top left of the table. The table has columns for Audience Name, Description, Merge Policy, Origin, Audience ID, and Last Modified. One audience is listed: 'Science - Checkout Start'. On the right side, there is a summary box showing 'Total results: 1'.

AUDIENCE NAME	DESCRIPTION	MERGE POLICY	ORIGIN	AUDIENCE ID	LAST MODIFIED
Science - Checkout Start		Default Timebased	Real-time Customer Pr...	9060777c-1bc9-4d8f-8...	10/10/2025, 11:40 AM

Lastly, return to the **Details** tab, scroll down to Linked Identities and click **View Identity Graph**.

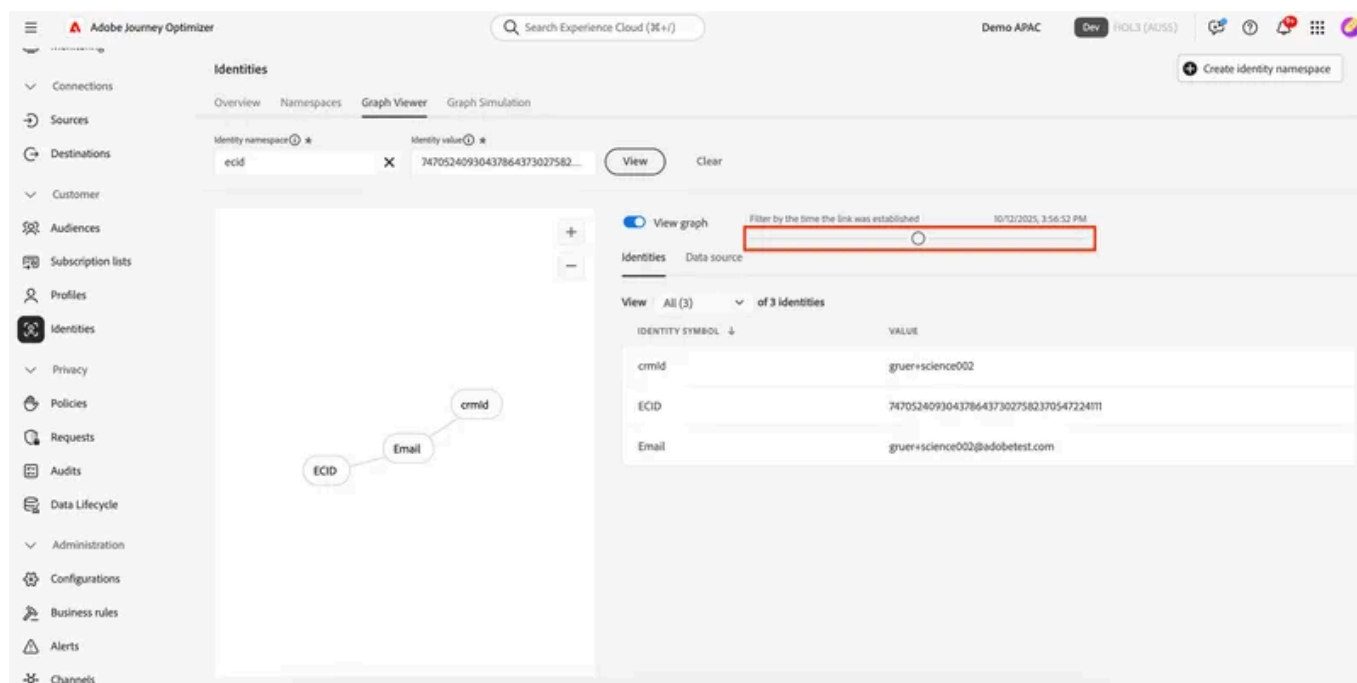
The screenshot shows the Adobe Journey Optimizer interface for a customer profile. The profile is for 'Scottie Gee' with ID 'BUF52IK7nq_1bHlmp3HtHnVoGnaG3rXrL83KJg'. The 'Basic attributes' section lists: address (gruer+science002@adobetest.com), gender (male), birth date (03-31), number (+65 8888 8888), and street (8 Temasek Boulevard). The 'Linked identities' section shows: CRM ID (gruer+science002), ECID (7470524093043786437302758237054722411), another ECID (15920747205553204933660367024192952237), and Email (gruer+science002@adobetest.com). A red box highlights the 'View identity graph' link. The 'Channel preferences' section shows various channels like Email, Push, SMS, Phone, Fax, Commercial email, and Direct mail, all with checkmarks indicating they are active. The 'Predictive scores' section shows 'No data available'.

Here you can see a visualisation of the Identity Graph linking all of the different sources of information together to create our profile. You can see that there are multiple ECID's or Cookie ID's attached to the profile, this represents the different devices that the customer has identified themselves on, for example by logging in or providing their email address or another durable identifier. Multiple ECIDs could be desktop and mobile for example, or the customer using multiple browsers (or even clearing cookies).

The screenshot shows the 'Identities' section in Adobe Journey Optimizer, specifically the 'Graph Viewer'. The graph shows a central 'Email' node connected to two 'ECID' nodes and one 'CRM ID' node. The 'Email' node has the value 'gruer+science002@adobetest.com'. The 'ECID' nodes have values '7470524093043786437302758237054722411' and '15920747205553204933660367024192952237'. The 'CRM ID' node has the value 'gruer+science002'. A table on the right lists the identities with their symbols and values. A filter slider is visible at the top right of the graph area.

IDENTITY SYMBOL	VALUE
crmId	gruer+science002
ECID	7470524093043786437302758237054722411
ECID	15920747205553204933660367024192952237
Email	gruer+science002@adobetest.com

Use the slider to see how the graph grew as the profile interacted over time.



2.2 Create a real-time audience

Now you've seen the types of data that lives on our real-time profile, let's create an audience that combines both attribute data and event data. We want to target Family Booking Abandoners. Or at least, bookings that are most likely families based off known data about customers from profile data. The **Family Booking Abandoners** audience is made up of:

Family Booking Abandoners audience definition

- Attributes: **Number of Children in Household > 0**
- Events: **Checkout** event but **no Purchase** event in the **last 3 hours**

Click on **Customer → Audiences** and go to the **Browse** tab. This is the **Audience Portal** where you'll find all of the centralized audiences, regardless of how they were created. The **origin** column indicates where the audience was created:

- Segmentation Service - using data onboarded to the real-time profile
- Federated Audience Composition - using data that lives in a remote data warehouse
- Customer Journey Analytics - segments can be shared directly from the analysis done in CJA.

- Custom Upload - directly from files

Adobe Experience Platform

Search Experience Cloud (XE+)

Dev HOL2 (AUSS)

Import audience + Create audience

Audiences

Overview Browse Compositions Feeds Federated compositions

All Audiences

1-25 of 30

Evaluation summary Schedule all audiences

NAME	PROFILE COUNT	ORIGIN	CREATED	LAST UPDATED	TAGS	BREAKDOWN
Has Active Car Policy	63	Segmentation service	03/28/2025, 9:01 PM	03/28/2025, 9:01 PM	Insurance	
HOL Customer Profiles	50	Segmentation service	03/14/2025, 2:38 PM	06/25/2025, 10:14 PM		
High Monthly Premium	33	Segmentation service	03/28/2025, 9:41 PM	03/28/2025, 9:41 PM	Insurance	
Has Lapsed Car Policy	26	Segmentation service	03/30/2025, 3:40 PM	03/30/2025, 3:41 PM	Insurance	
Has active home and car policy	19	Segmentation service	03/28/2025, 9:01 PM	03/28/2025, 9:40 PM	Insurance	
Has Mobile App	7	Segmentation service	04/04/2025, 2:12 PM	04/04/2025, 2:12 PM		
Interested in Named Driver Insurance	2	Segmentation service	04/04/2025, 12:24 AM	04/04/2025, 12:24 AM		
SecurFinancial - Looking for a house	0	Segmentation service	02/25/2025, 10:59 PM	02/25/2025, 10:59 PM		
Vehicle Quote - Body Type is Pickup	0	Segmentation service	03/29/2025, 1:56 PM	03/29/2025, 1:58 PM	Insurance	
Interested in Health Insurance	0	Segmentation service	04/02/2025, 7:44 PM	04/02/2025, 7:45 PM	Insurance	
Vehicle Quote - Body Type is Convertible	0	Segmentation service	03/29/2025, 1:55 PM	03/29/2025, 1:55 PM	Insurance	
SecurFinancial - Interested in Health Insurance	0	Segmentation service	03/26/2025, 8:41 PM	03/26/2025, 8:44 PM		

1 of 2 pages

Click to **Create Audience**.

Audiences

Import audience + Create audience

Overview Browse Compositions Feeds Federated compositions

All Audiences

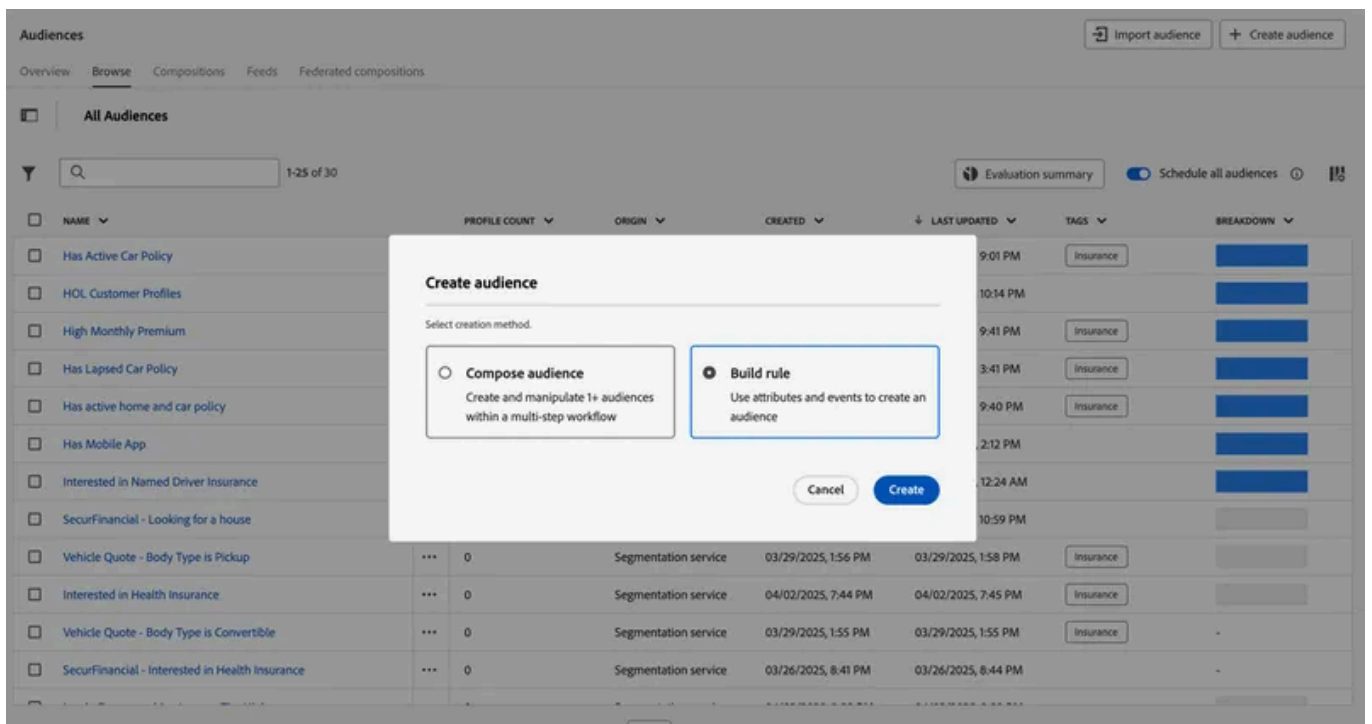
1-25 of 30

Evaluation summary Schedule all audiences

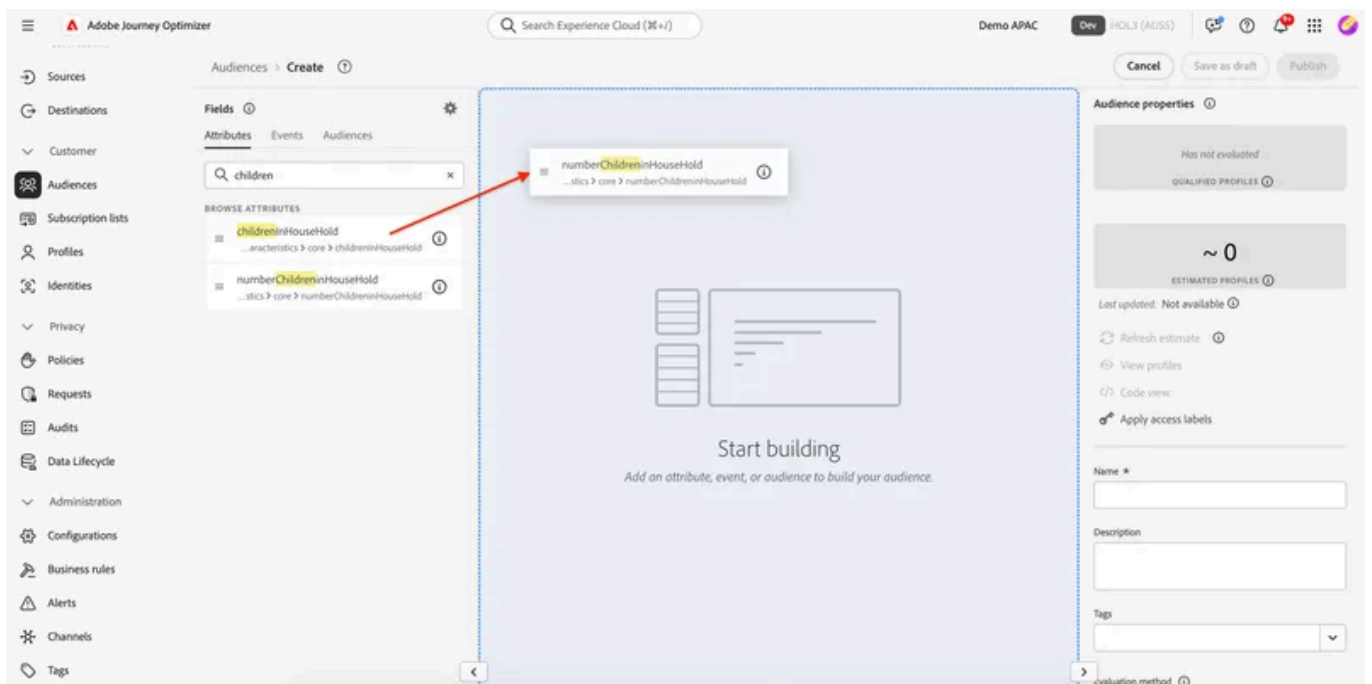
NAME	PROFILE COUNT	ORIGIN	CREATED	LAST UPDATED	TAGS	BREAKDOWN
Has Active Car Policy	63	Segmentation service	03/28/2025, 9:01 PM	03/28/2025, 9:01 PM	Insurance	
HOL Customer Profiles	50	Segmentation service	03/14/2025, 2:38 PM	06/25/2025, 10:14 PM		
High Monthly Premium	33	Segmentation service	03/28/2025, 9:41 PM	03/28/2025, 9:41 PM	Insurance	
Has Lapsed Car Policy	26	Segmentation service	03/30/2025, 3:40 PM	03/30/2025, 3:41 PM	Insurance	
Has active home and car policy	19	Segmentation service	03/28/2025, 9:01 PM	03/28/2025, 9:40 PM	Insurance	
Has Mobile App	7	Segmentation service	04/04/2025, 2:12 PM	04/04/2025, 2:12 PM		
Interested in Named Driver Insurance	2	Segmentation service	04/04/2025, 12:24 AM	04/04/2025, 12:24 AM		
SecurFinancial - Looking for a house	0	Segmentation service	02/25/2025, 10:59 PM	02/25/2025, 10:59 PM		
Vehicle Quote - Body Type is Pickup	0	Segmentation service	03/29/2025, 1:56 PM	03/29/2025, 1:58 PM	Insurance	
Interested in Health Insurance	0	Segmentation service	04/02/2025, 7:44 PM	04/02/2025, 7:45 PM	Insurance	
Vehicle Quote - Body Type is Convertible	0	Segmentation service	03/29/2025, 1:55 PM	03/29/2025, 1:55 PM	Insurance	
SecurFinancial - Interested in Health Insurance	0	Segmentation service	03/26/2025, 8:41 PM	03/26/2025, 8:44 PM		

1 of 2 pages

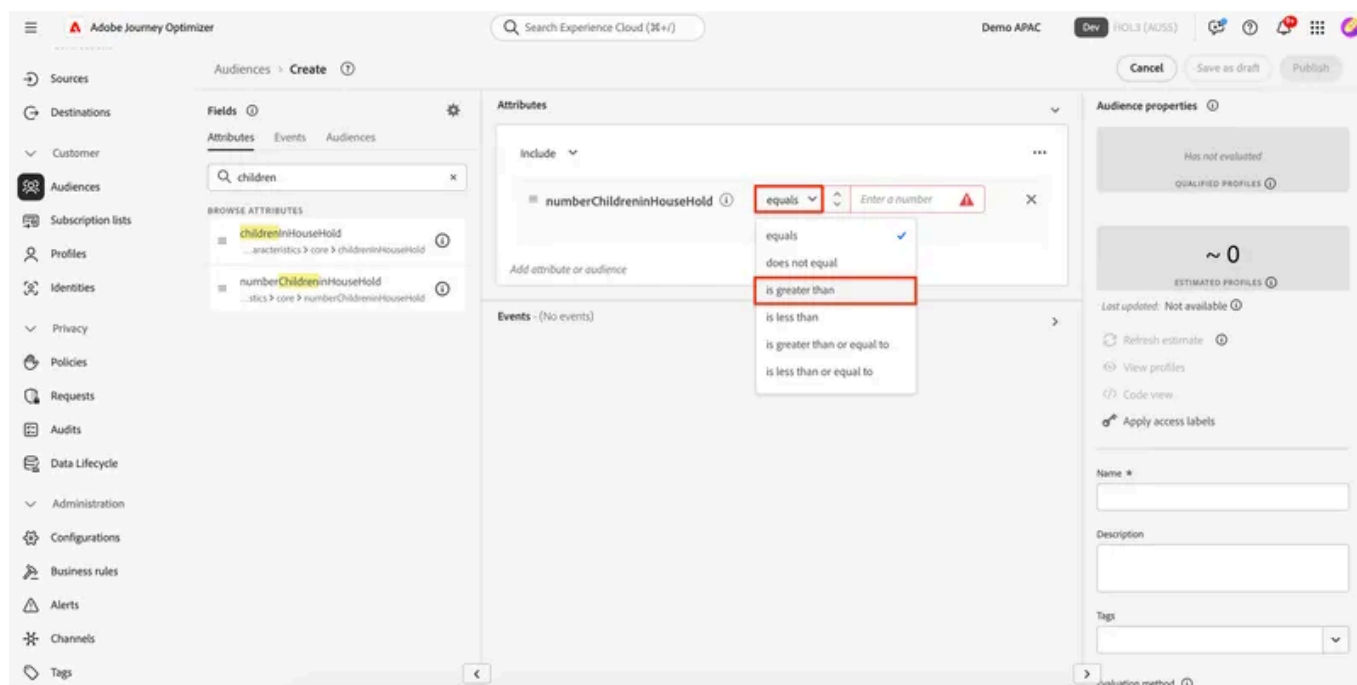
Change the option from compose audience to **Build rule** and click **Create**. We are going to create a new rule based audience using the attributes and events in our profile.



In the audience builder we can add attribute and event based rules. From the Attributes tab, search for **children** and drag the **numberChildrenHouseHold** attribute into the builder.

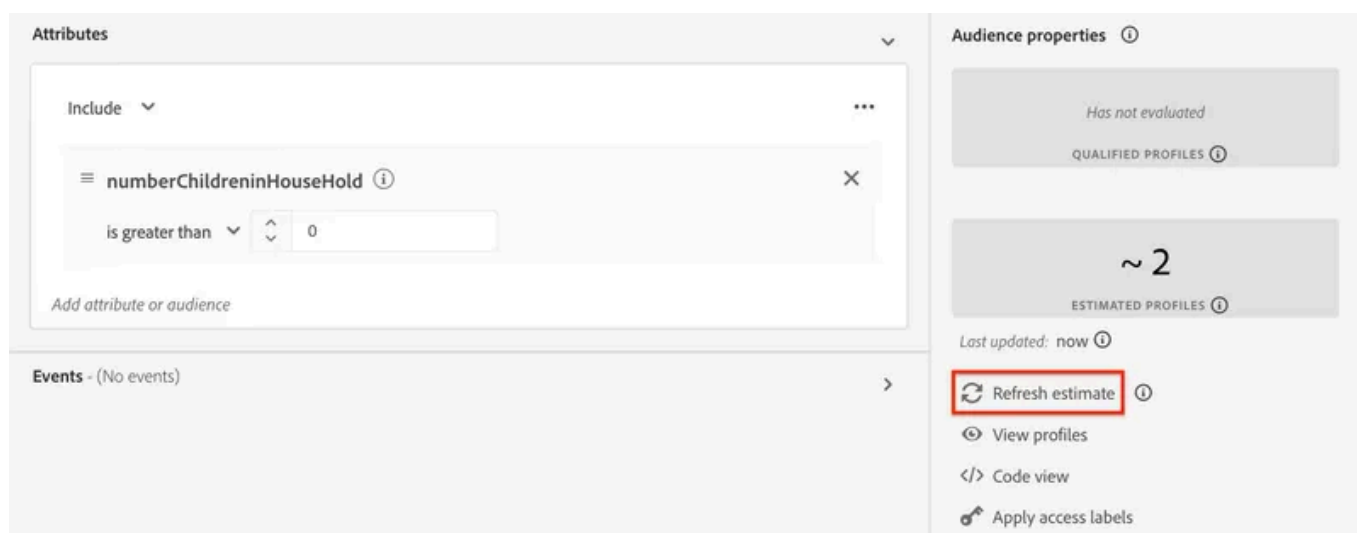


Click on the **equals** drop-down and change it to **is greater than** and enter a value of **0**, indicating there are children in the household.



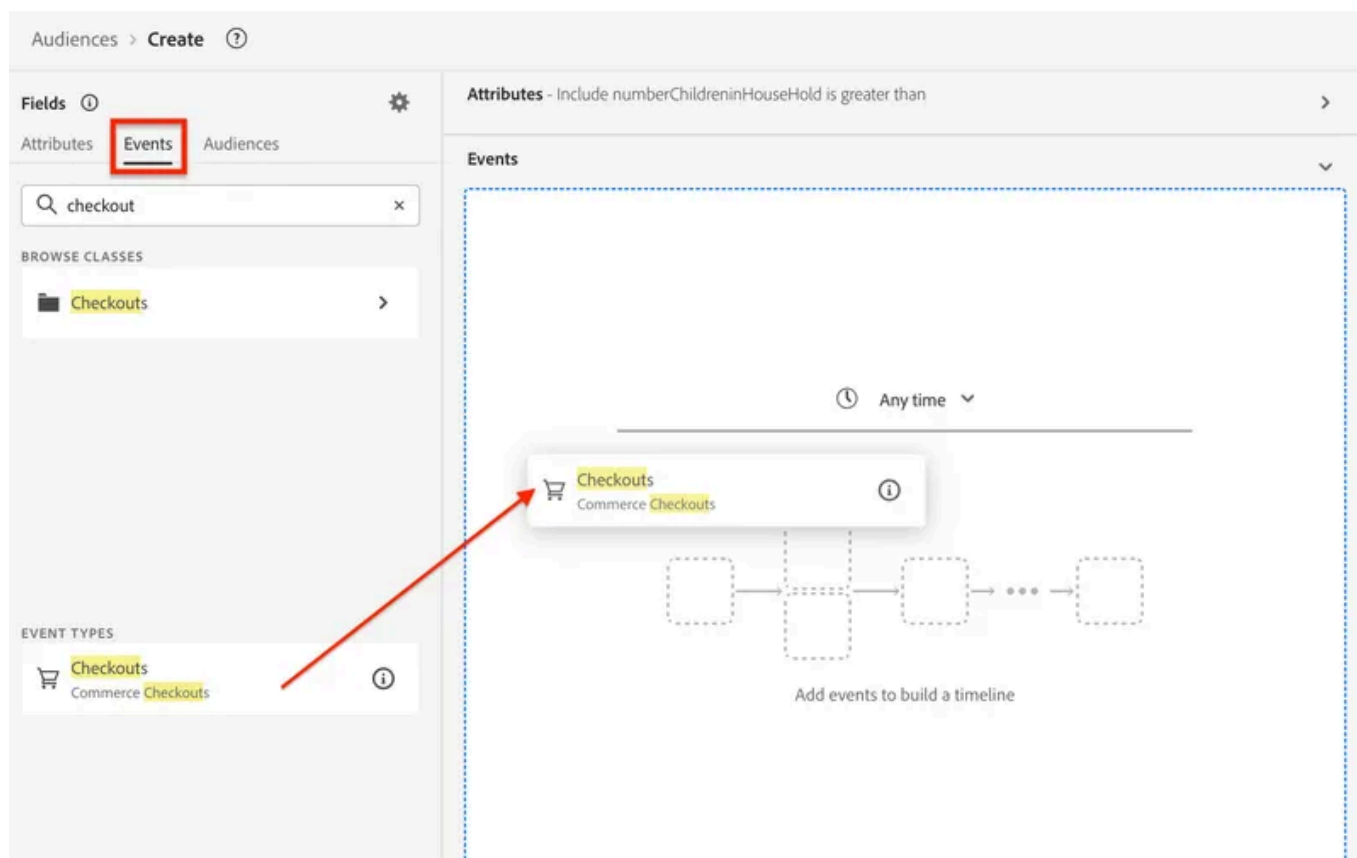
Alternatively, we could have dragged in `childrenHouseHold = true`, but `numberChildrenHouseHold` is more flexible as it allows us to target larger families with special offers (e.g. `numberChildrenHouseHold >= 2`, or 3, or anything you specify).

You can estimate the size of your audience at any time while configuring it. Click the **Refresh estimate** link in the **Audience properties** panel.

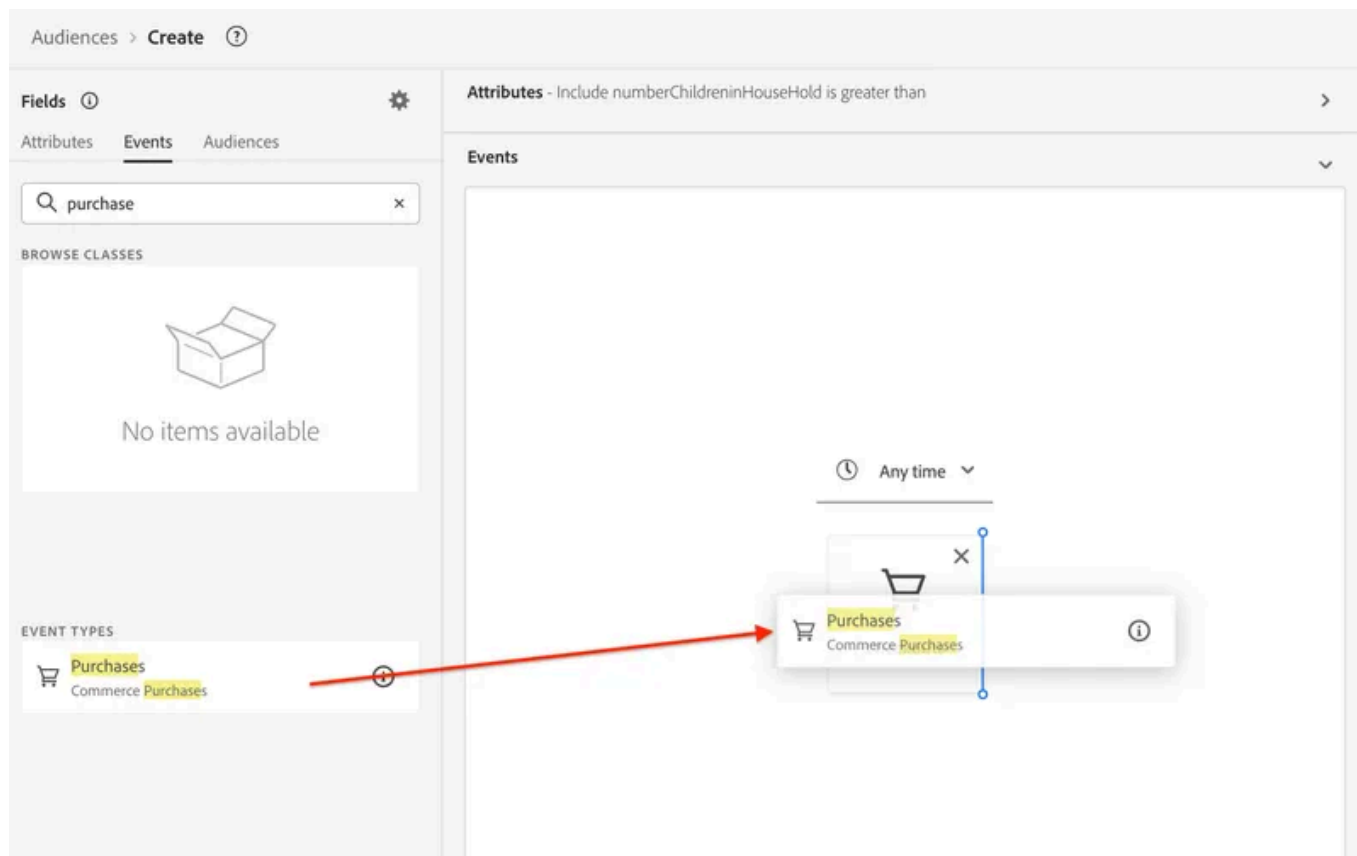


As this is a demo environment with limited data, *sometimes the estimate will be zero*.

Now we want to add an event based rule. Change to the **Events** tab and search for **Checkout**. Drag-and-drop the **Checkouts** event into the Events section of the builder.



Search for **Purchase** and drag-and-drop the the **Purchases** event to the right-side of the Checkouts event (notice the **blue guidemark** will appear). This is what we call a Sequential Audience and is an example of a differentiator of the Adobe platform.



We want to check that there has NOT been any Purchases (i.e. abandon). Click on **Purchases** then change Include to **Exclude**.

The screenshot shows the 'Events' section with a sequence of two events: 'Checkouts' followed by 'Purchases'. The 'Purchases' event is highlighted with a red box. Below this, the 'Event Rules' section shows a rule where the 'Include' dropdown is selected and highlighted with a red box. The rule is set to 'At least 1' and 'Purchases¹'. Below the rule, there are two more dropdowns: 'Include' (selected) and 'Exclude' (highlighted with a red box).

The screenshot shows the 'Events' section with a sequence of two events: 'Checkouts' followed by 'Purchases'. The 'Purchases' event is highlighted with a red box. Above the events, a time range is set to 'In last' followed by a dropdown arrow, a text input field containing '1', and a 'Day(s)' dropdown. This entire time range configuration is highlighted with a red box. Below this, the 'Event Rules' section shows a rule where the 'Exclude' dropdown is selected and highlighted with a red box. The rule is set to 'Any' and 'Purchases¹'. Below the rule, there is a text input field labeled 'Add event field'.

Now let's get a little more precise. Let's set how long we'll give a customer to purchase once they checkout. Click on **Clock icon** 🕒 in between the 2 events, and set it to **Within 3 Hour(s)**.

🕒 In last ▾ 24 Hour(s) ▾

🛒 × → 🕒 × → 🛒 ×

☐ After ☒ Within

Within ▾ 3 Hour(s) ▾

Enter a **Name** for your audience such as **<your name> - Family Booking Abandoners**.

For the evaluation method, change this to **Streaming**. This means the audience will qualify in near real-time as data streams into the platform.

Then click **Publish**.

Adobe Journey Optimizer

Search Experience Cloud (34/7)

Demo APAC Dev HOL3 (AUSS)

Audiences > Create ⓘ

Fields ⓘ

Attributes Events Audiences

purchase

BROWSE CLASSES

No items available

EVENT TYPES

Purchases Commerce Purchases ⓘ

Attributes - Include numberChildrenInHousehold is greater than

Events

🕒 In last ▾ 24 Hour(s) ▾

🛒 × → 🕒 × → 🛒 ×

Checkouts Purchases

Event Rules

Exclude ▾ Any Purchases ⓘ

Add event field

Cancel Save as draft **Publish**

Last updated: 3 minutes ago ⓘ

Refresh estimate ⓘ

View profiles

Code view

Apply access labels

Name *

Scott - Family Booking Abandoners ✓

Description

Tags

Evaluation method ⓘ

Streaming

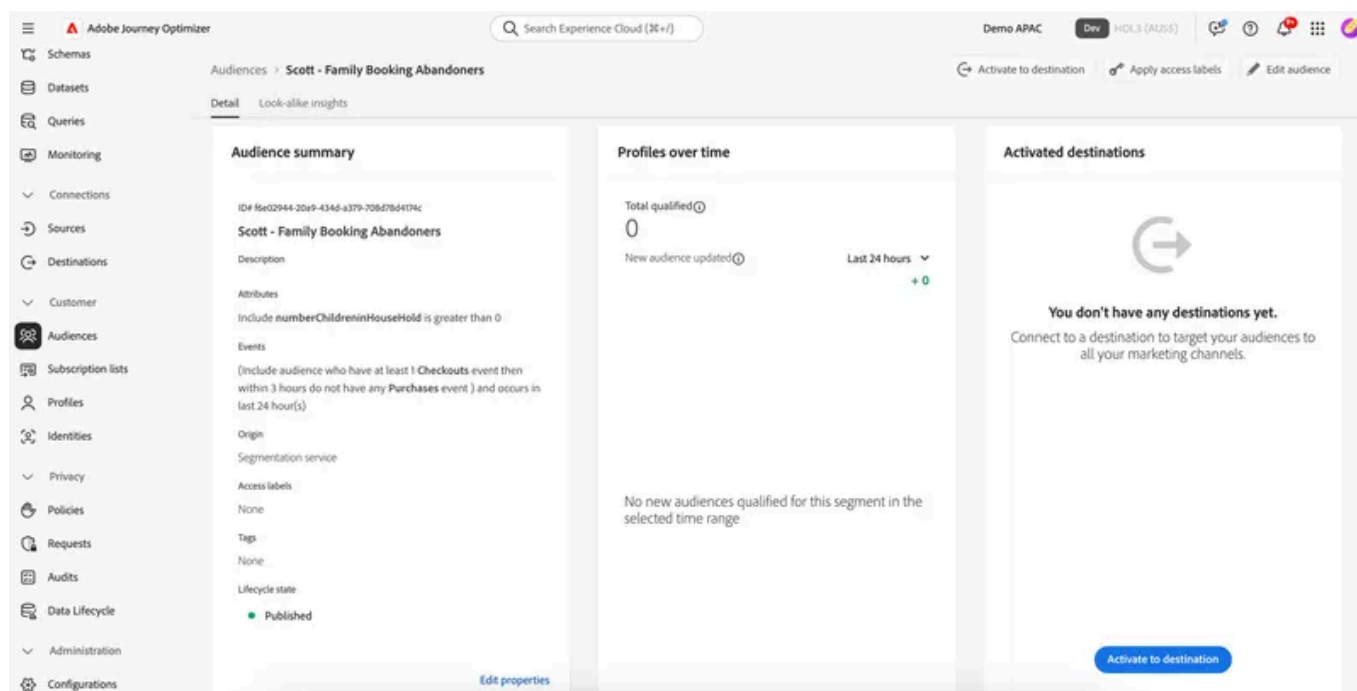
Attributes

Include numberChildrenInHousehold is greater than 0

Events

(Include audience who have at least 1 Checkouts event THEN do not have any Purchases event) and occurs in last 24 hour(s)

You should see a screen like this. Stay on this screen for the next part:

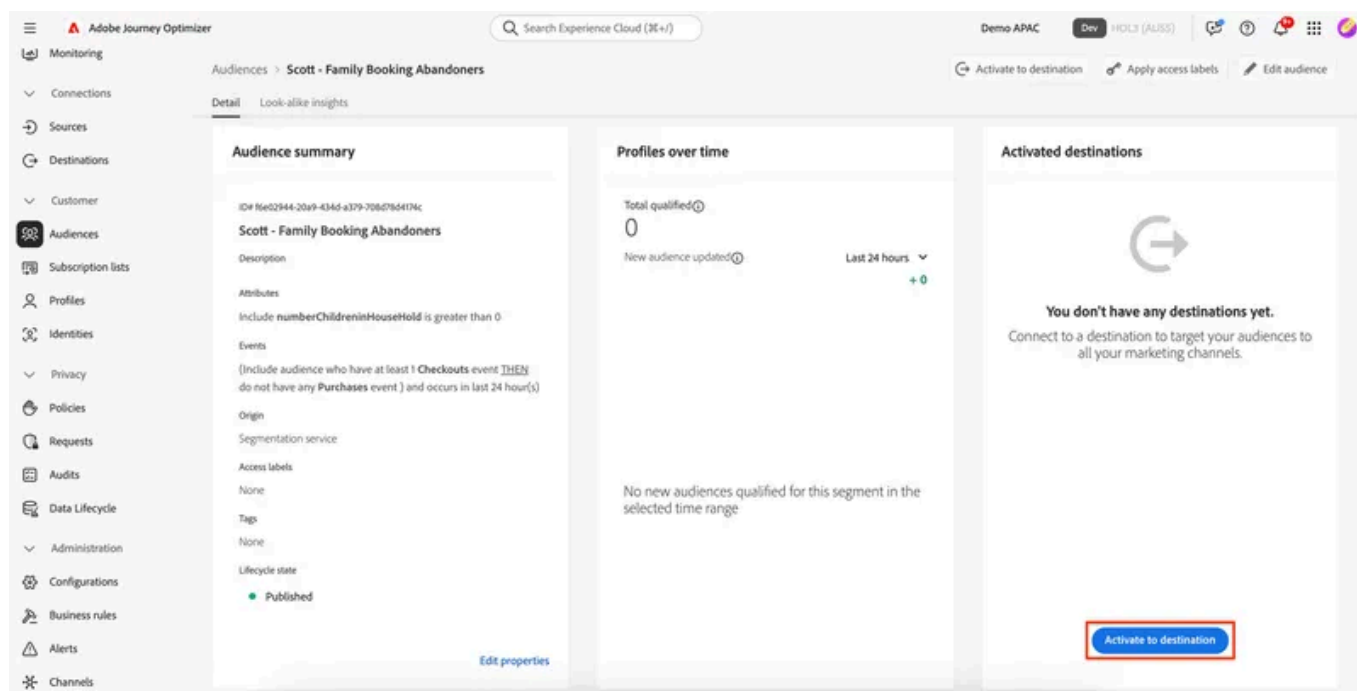


Congratulations! You've created a streaming audience that combines attributes and events and can be activated omni-channel! ☐☐

2.3 Activate Audience (optional)

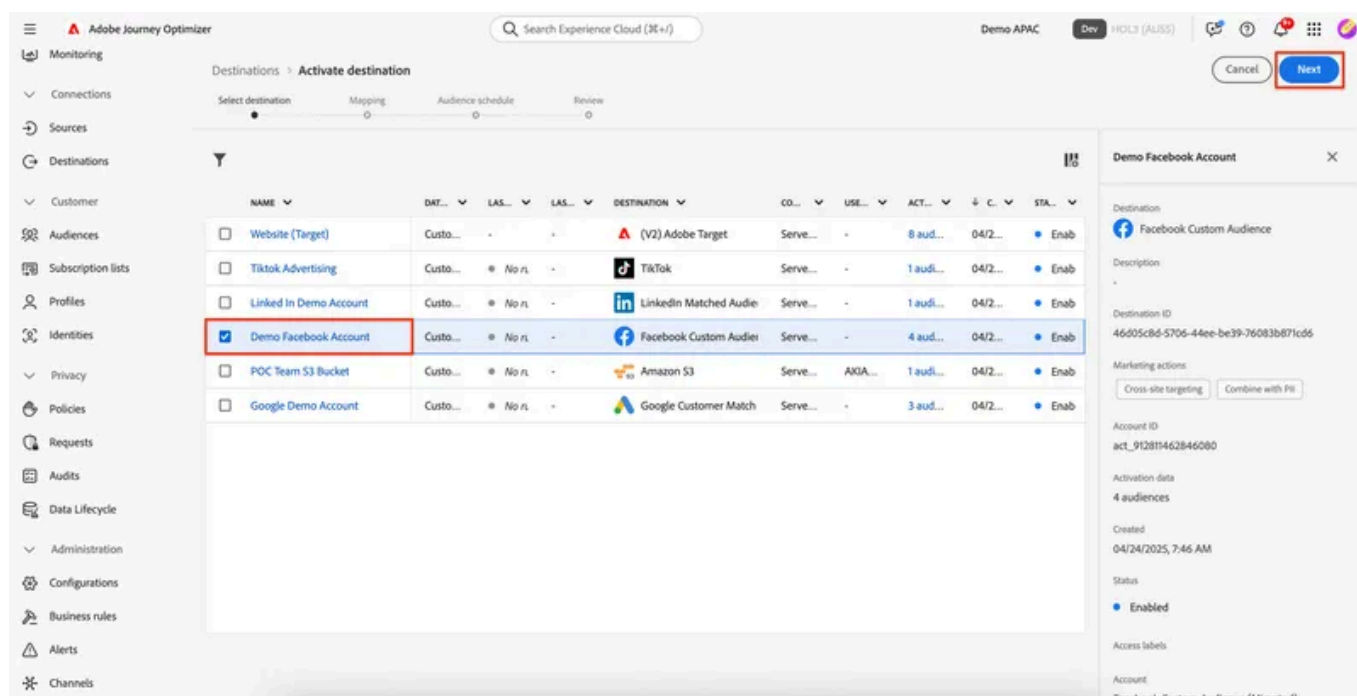
Later we will use this audience in an omnichannel journey, however we can also activate this audience directly for other channels to consume using Adobe Real-Time CDP. The good news is because both AJO and Real-Time CDP are built on the same platform (Adobe Experience Platform), the audiences and data are ready to use.

Click on **Activate to destination**



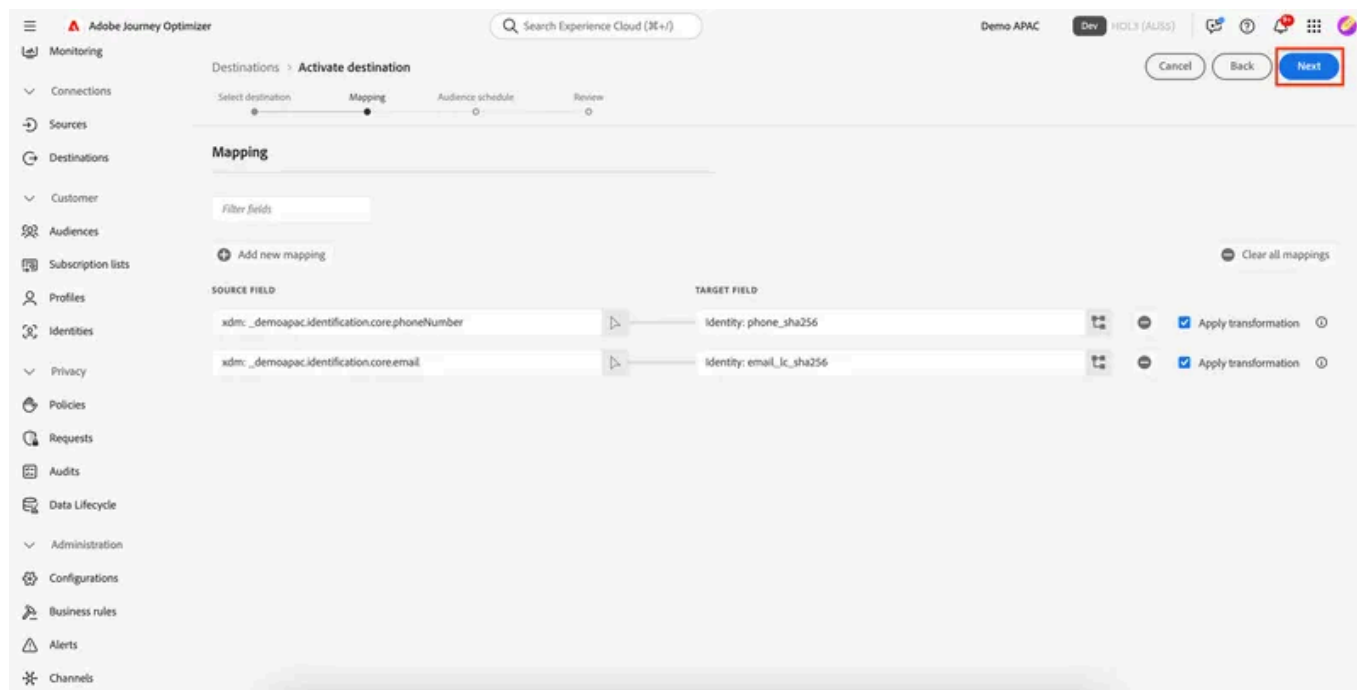
You will see a list of Destinations that have been configured for this sandbox. There is a huge catalog of prebuilt connectors available to both get data into the platform (Data Sources) and to activate (Destinations). You can view the Destination Catalog here and the Data Source Catalog here.

From the list of Destinations that have been configured for this sandbox, check the **Facebook** destination and click **Next**.

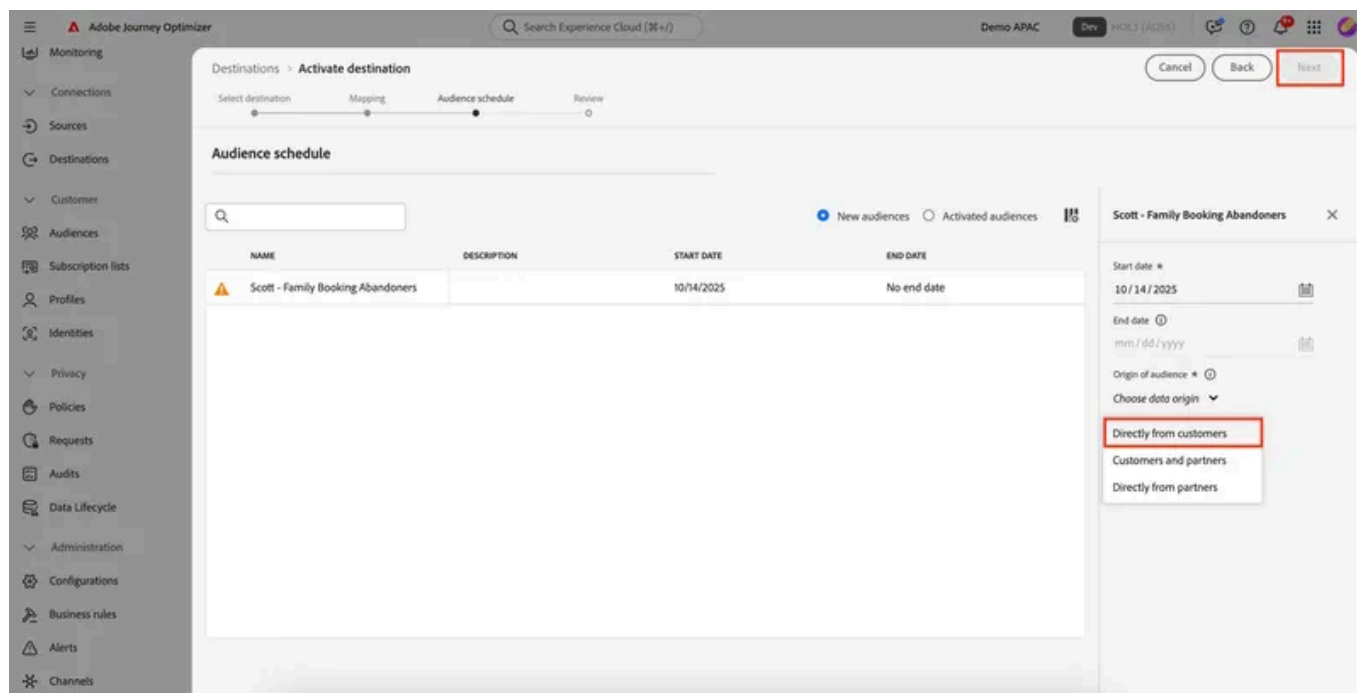


You'll see some pre-configured mappings which transform the data in the platform to what Meta expects to receive. At this point you could add any extra fields that might need to be

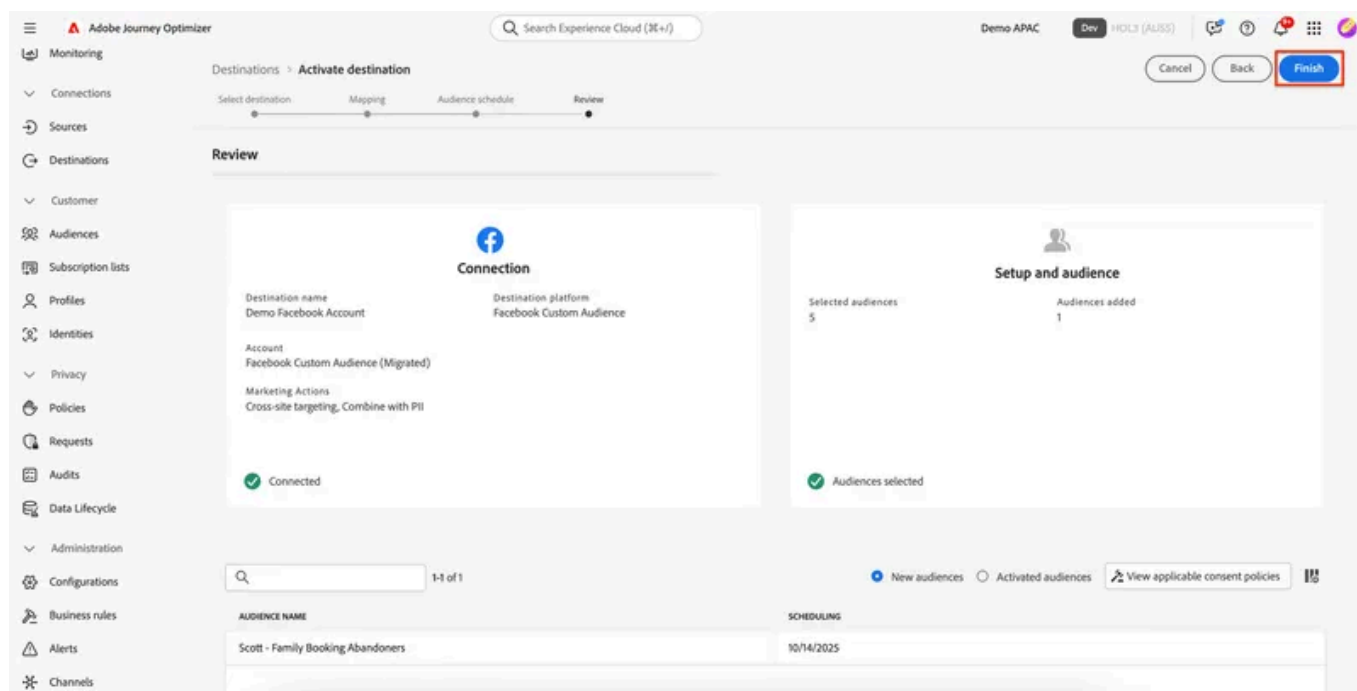
sent. For this lab there is no need to do anything here. Simply click **Next**.



Meta requires you to specify where the audience data has come from. Set the Data Origin to be **Directly from customers** then click **Next**.



Click **Finish** on the final Review screen and you're done.



Summary

Congratulations, you've completed the first exercise! You have successfully:

1. Looked up the profile used in the live demo and explored how data has been unified to produce a single, actionable view of the customer
2. Combined slow and fast moving data that's been ingested into the platform to create a streaming audience
3. (optional) Activated an audience to Meta using hashed first party identifiers.

If you finish early feel free to have a look at the next exercise - **Lab 2 - Journeys and Content.**

3. Lab 2 - Journeys and Content

Learning Objectives

In this exercise you will:

1. Understand types of journey triggers
2. Design a multi-step journey
3. Generate brand aligned content using AI
4. Use experimentation to optimise content (A/B Testing)

Scenario

We're going to rebuild the Booking Abandoners journey that was in the live demo, but this time we will use Audience Qualification instead of an Event based trigger.

We will also add in some logic to check if the user has the mobile app. If they have the app, we will send them a push notification. If they don't, we will send them an email.

2.1 Navigation Overview

Let's take a quick look through the menu options on the left hand side.

Journey Management is where you will find your Campaigns, Journeys and global Reporting. Campaigns are single channel bulk or recurring messages, while journeys are multi-step and multi-channel.

Use Case Playbooks provide a catalog of use cases to get you started faster.

Decisioning is where you'll find the next best offer catalog and strategies.

Content Management is where you'll manage all of your content, including your Asset Repository powered by Adobe Experience Manager **Assets**, re-usable multi-channel **Content Templates**, HTML and Expression **Fragments, Landing pages** and **Translations**

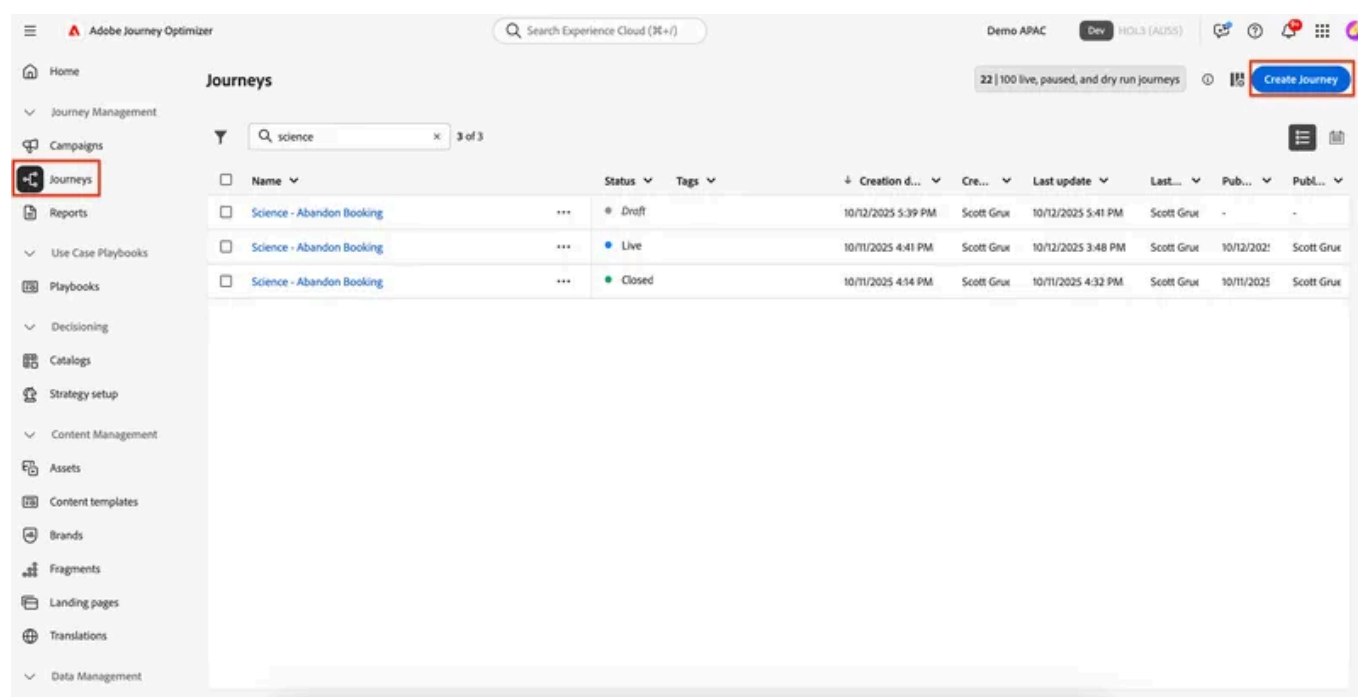
for multi-lingual support. You'll also find your **Brand** guidelines here used to ensure all content is brand aligned (BETA feature).

Data Management, Connections and **Customer** is where you can access the same shared components as RT-CDP. The Unified Profile and Audience definitions are part of the core Adobe Experience Platform and are shared by both solutions which helps to reduce duplication and create consistent experiences across channels.

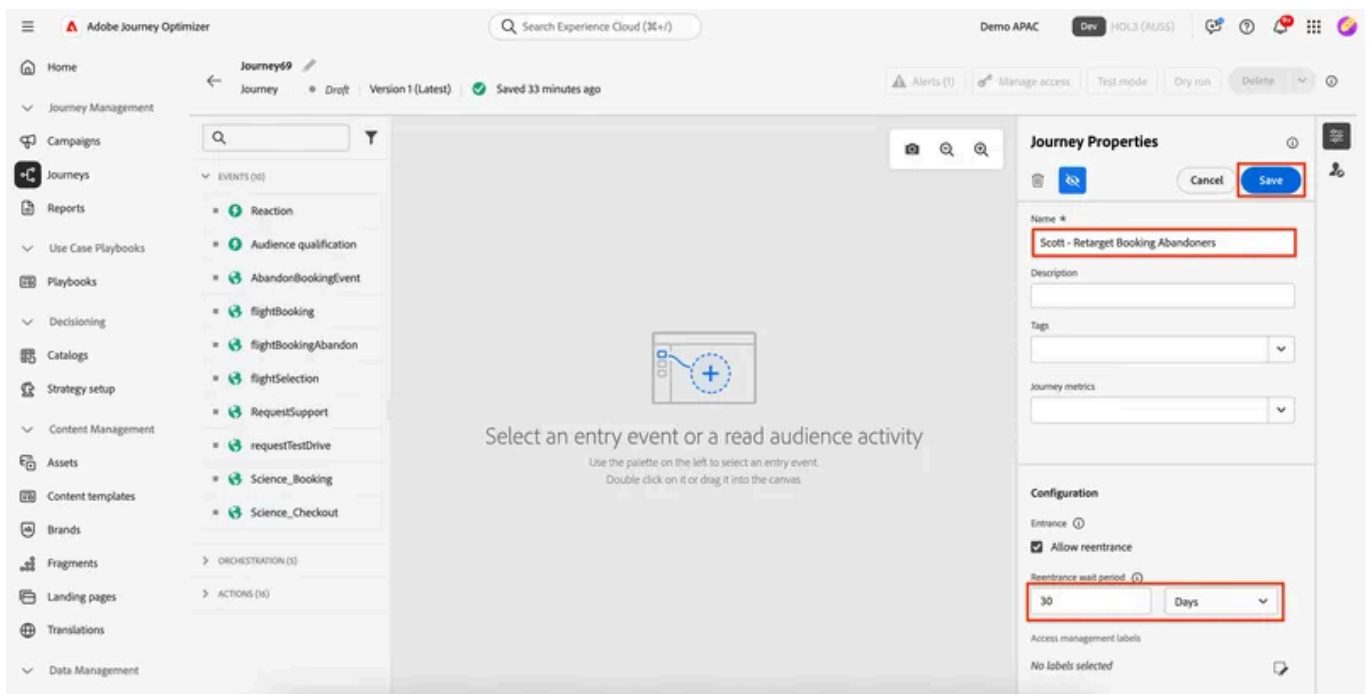
Administration is where you will find configuration items for journey triggers, custom actions, channels and business rules to control channel based frequency capping.

2.2 Create Journey

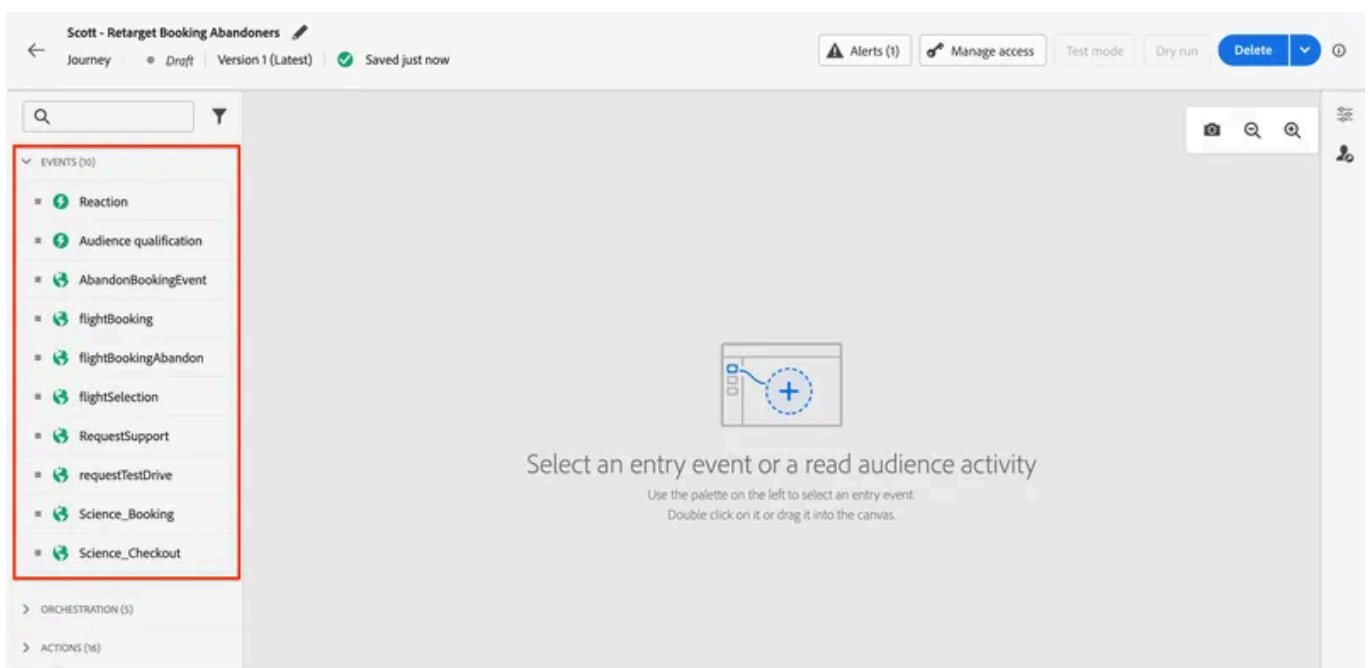
Navigate to **Journey Management → Journeys** and click on **Create Journey**.



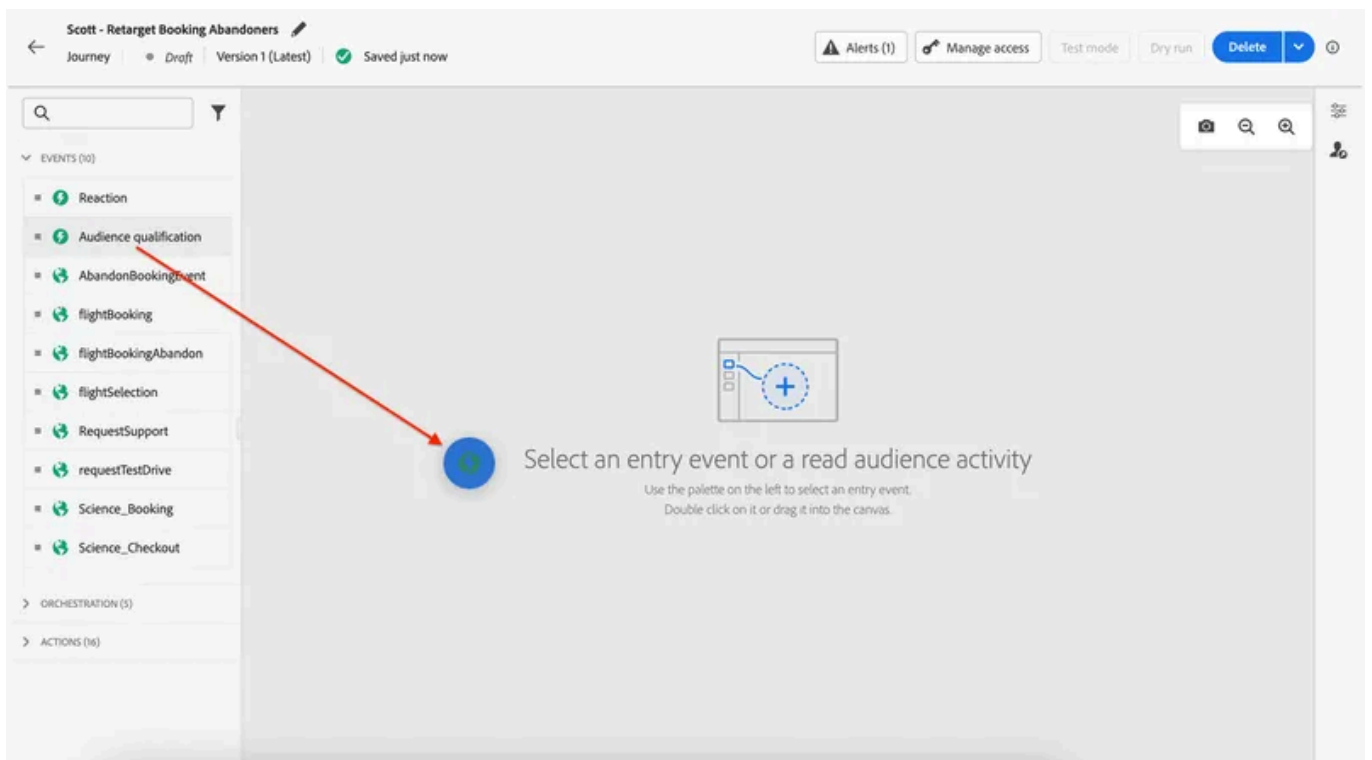
Give your journey a name such as **<your name> - Retarget Booking Abandoners**. The journey properties are also where you can set up the re-entrance criteria, set re-entry wait period to every **30 days**. Click **Save**.



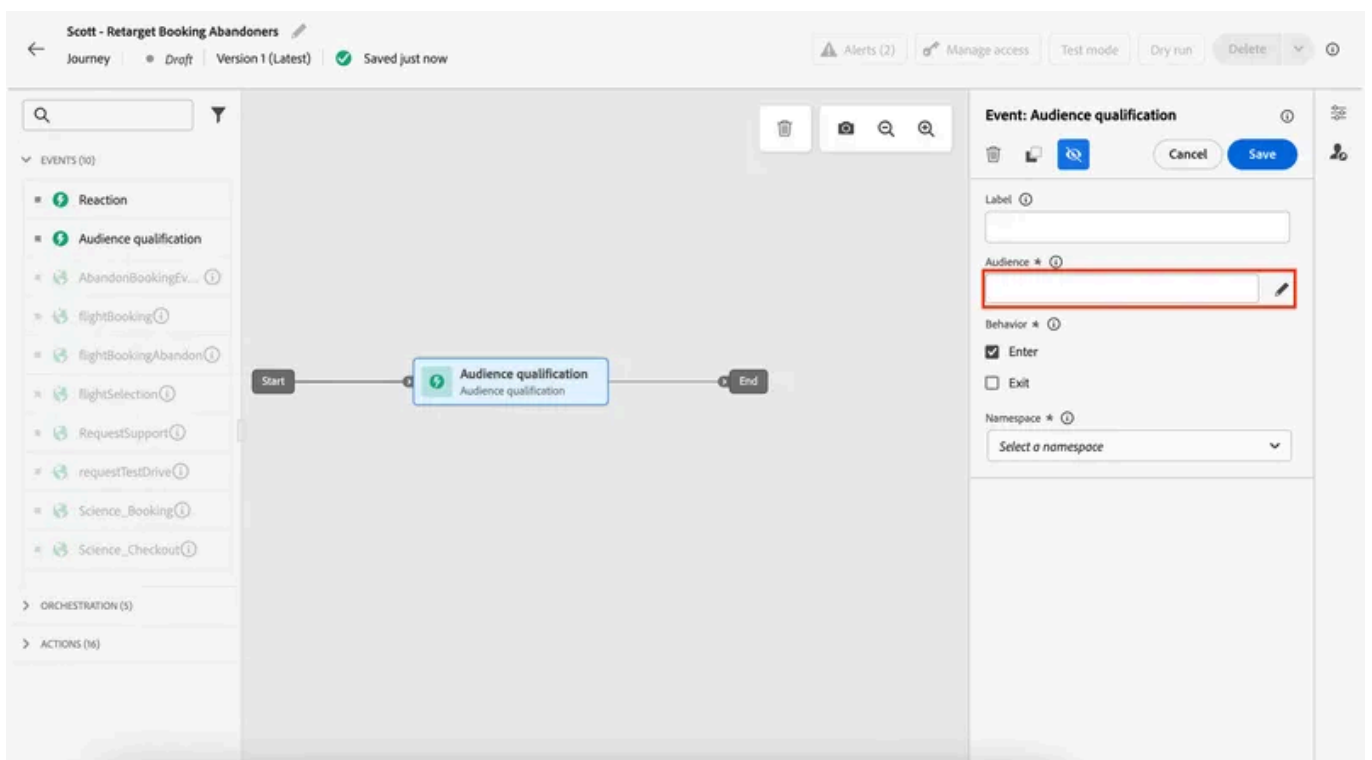
Journeys can be triggered from individual events or when a customer enters or exits a segment. You can see the events that are configured as journey triggers in the left panel - this list is configurable and will depend on your implementation.



Drag-and-drop **Audience qualification** into the panel as our journey trigger.



Click on **Audience** or the pencil icon.



Use the search box to **search for the Audience** you created in the previous Exercise. **Select the audience** and then click **Save**.

Select audience

1 selected Cancel Save

Search: scott x

New audience

Name	Profile Count	Update Time	Creation Time
☒ Scott - Family Booking Abandoners	-	10/14/2025, 9:32 AM	10/14/2025, 9:32 AM

Change the **Namespace** to **ECID** and click **Save**.

Event: Audience qualification

Cancel Save

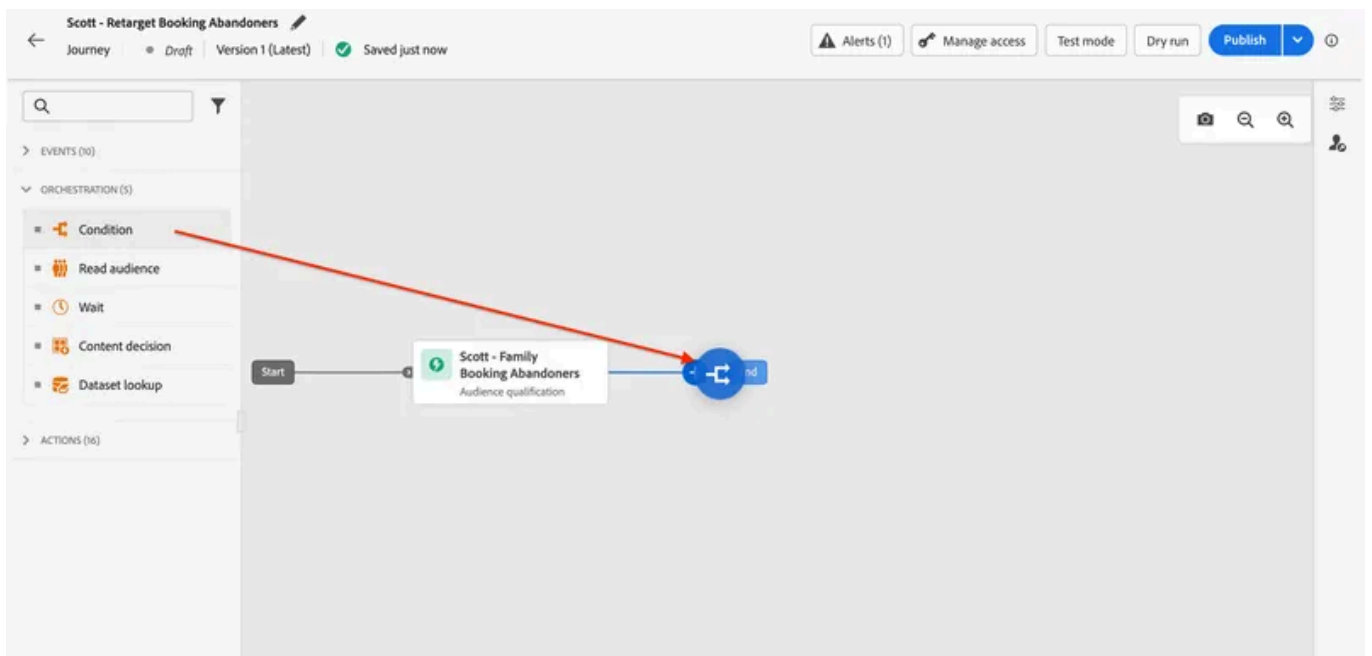
Label

Audience *
Scott - Family Booking Abandoners

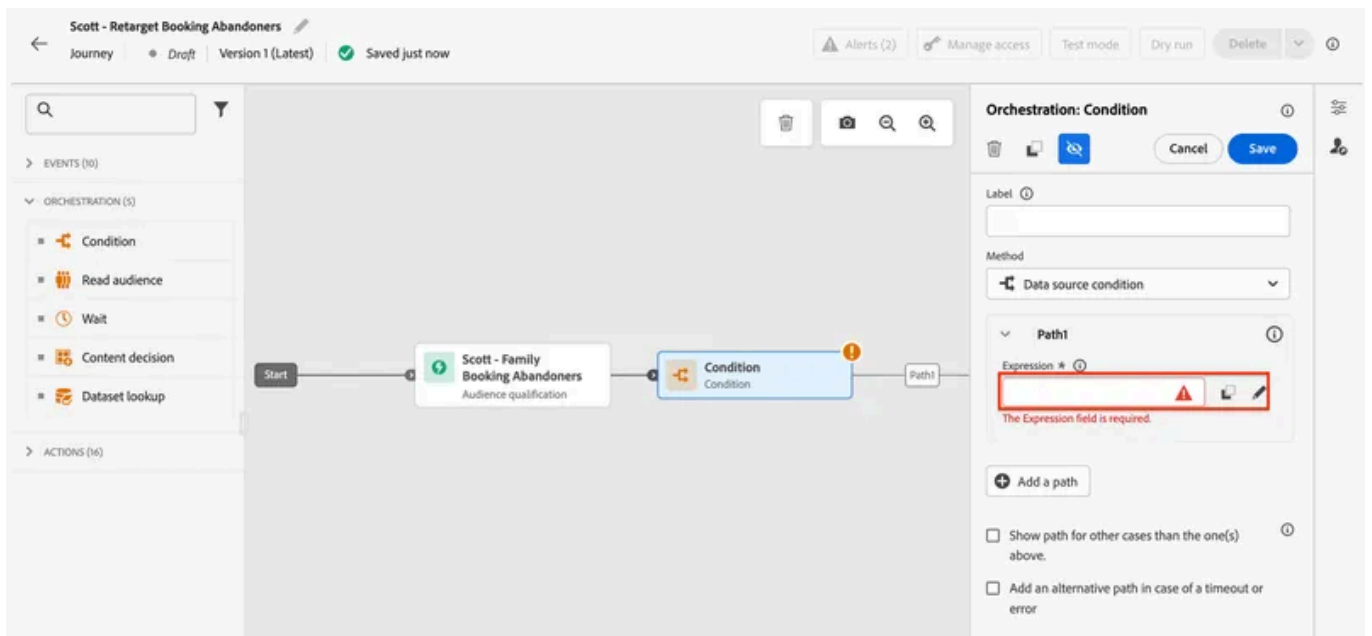
Behavior *
☒ Enter
☐ Exit

Namespace *
ECID (ECID)

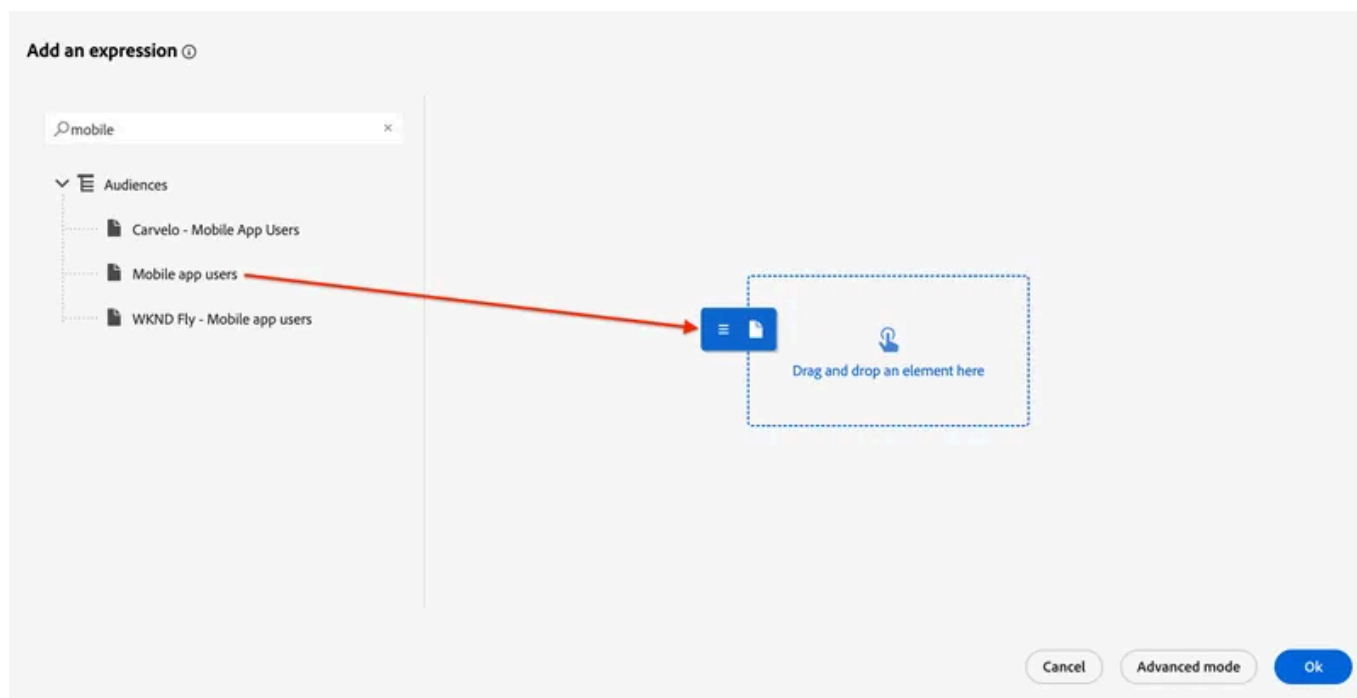
Collapse the Events in the left panel and **expand Orchestration**. Drag-and-drop **Condition** to the end of the journey.



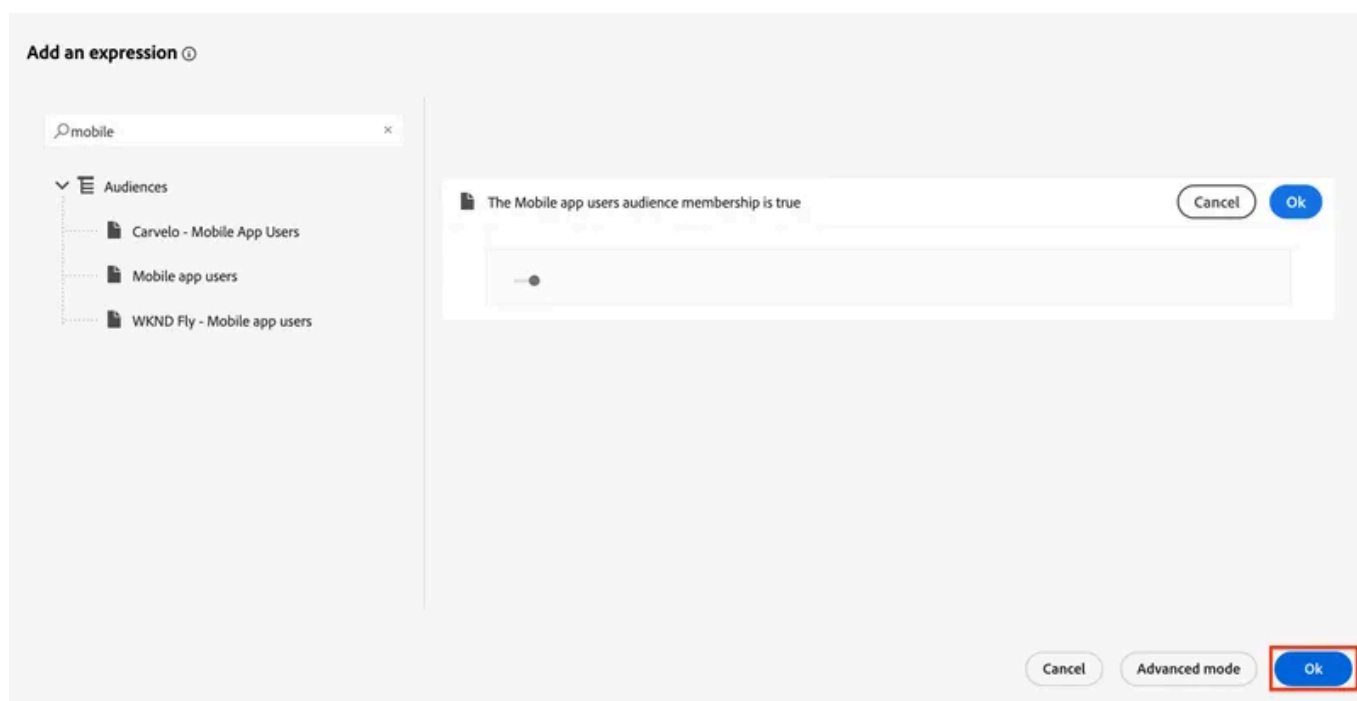
Click on **Expression** or the pencil icon.



Search for **mobile** in the expression builder and drag-and-drop the **Mobile app users** audience to the main panel.

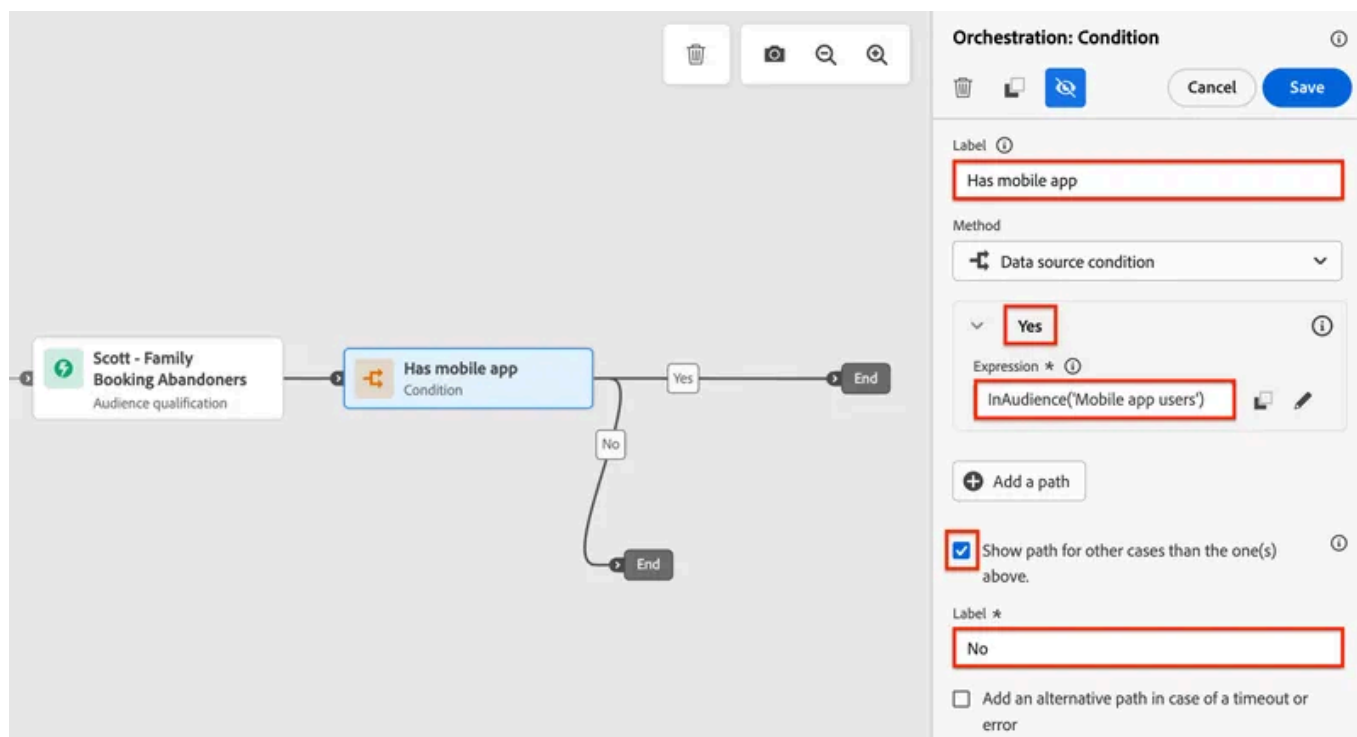


Click the bottom **Ok** button.

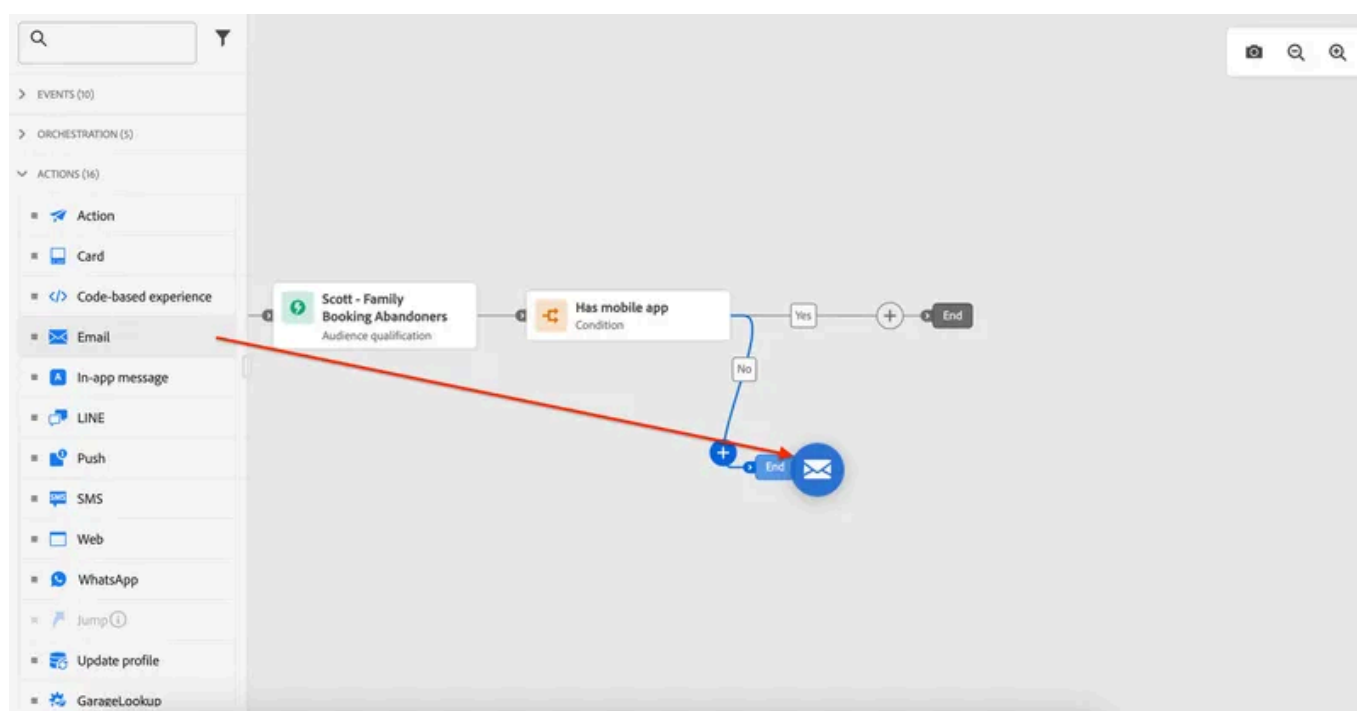


Set the Label to **Has mobile app**. Check the **Show path for other cases other than the one(s) above option** and change the bottom path Label from Others to **No**.

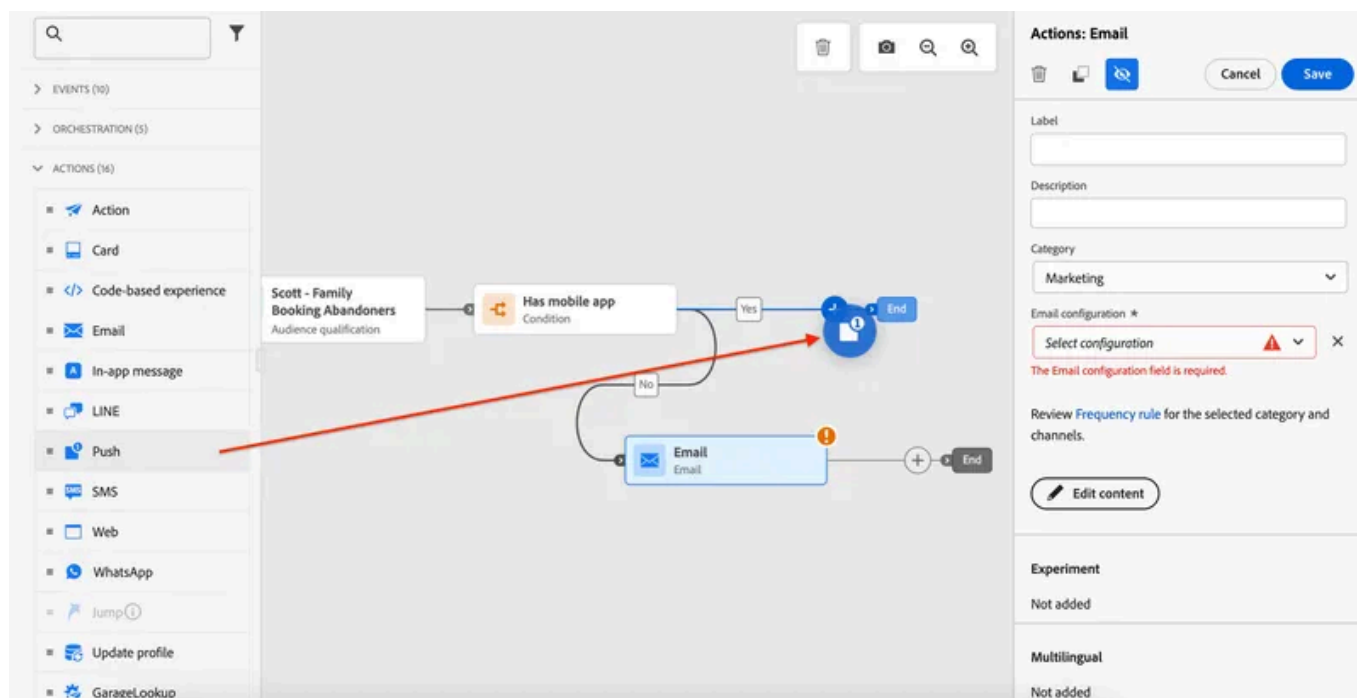
Double click on **Path1** and change the name to **Yes**. Then click Save. It should all look like this:



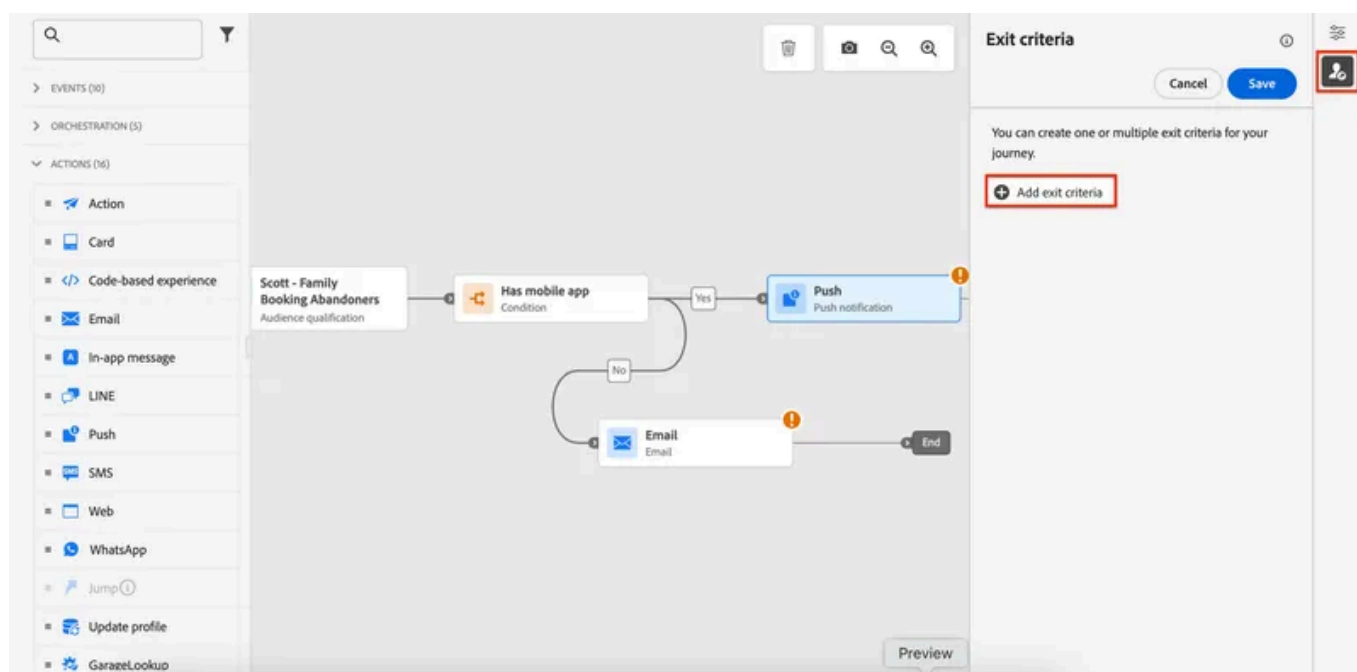
From the left, collapse Orchestration and expand Actions. The **Actions** panel is where you'll find the native messaging channels as well as any custom channels or actions that have been enabled in the sandbox. Drag an **Email** action onto the canvas and attach it to the end of the **No path**.



Before we configure the email content we'll finish the journey flow. Drag **Push** from the events panel and drop it at the end of the **Yes path**.



Lastly, we'll add exit criteria to remove profiles from the journey once they complete the desired action, in this case completing their booking. Click on the **profile icon** to the right of the journey to open the exit criteria panel. Click **Add exit criteria**.



You can use events or audiences as exit criteria, for this example we'll use an event. Set the **Label** to **Booking Complete** and click **Event** / pencil icon to select an event.

The screenshot shows a journey builder interface. On the left is a sidebar with a search bar and a list of actions: Action, Card, Code-based experience, Email, In-app message, LINE, Push, SMS, Web, WhatsApp, Jump, Update profile, and GarazetLookup. The main area displays a flowchart for 'Scott - Family Booking Abandoners'. The flow starts with an 'Audience qualification' step, followed by a 'Has mobile app' condition. If 'Yes', it leads to a 'Push' action (Push notification). If 'No', it leads to an 'Email' action (Email). Both paths converge at an 'End' step. On the right, the 'Exit criteria' panel is open. It contains a 'Label #' field with the text 'Booking Complete' and an 'Event #' field which is empty and has a red border and a warning icon. Below the 'Event #' field is a red error message: 'The Event field is required.' There are 'Cancel' and 'Save' buttons at the top of the panel, and an 'Add exit criteria' button at the bottom.

Select the **Science_Booking** event and click **Save**.

The screenshot shows a 'Select a unitary event' dialog. At the top right are 'Cancel' and 'Save' buttons. Below the title is a search bar and a 'New event' button. The main part of the dialog is a table with the following columns: Name, Namespace, Description, Creation date, Created by, Last update, and Last update... The table contains 8 rows of events. The first row, 'Science_Booking', is selected, indicated by a blue highlight and a checked checkbox in the first column. The other rows are 'Science_Checkout', 'AbandonBookingEvent', 'flightBookingAbandon', 'flightBooking', 'flightSelection', 'requestTestDrive', and 'RequestSupport'.

	Name	Namespace	Description	Creation date	Created by	Last update	Last update...
☒	Science_Booking	ECID	Booking complete	10/11/2025 4:19 PM	Scott Gruer	10/14/2025 11:44 AM	Scott Gruer
☐	Science_Checkout	ECID	Checkout complete	10/10/2025 5:33 PM	Scott Gruer	10/14/2025 11:44 AM	Scott Gruer
☐	AbandonBookingEvent	Email	-	6/30/2025 7:08 PM	Pankaj Singh	6/30/2025 7:40 PM	Pankaj Singh
☐	flightBookingAbandon	ECID	-	6/27/2025 3:36 PM	Pankaj Singh	6/27/2025 10:09 PM	Pankaj Singh
☐	flightBooking	ECID	-	5/30/2025 1:02 PM	Fabien Cherot	6/28/2025 10:20 PM	Hands-On La
☐	flightSelection	ECID	-	5/30/2025 1:01 PM	Fabien Cherot	5/30/2025 1:04 PM	Fabien Chero
☐	requestTestDrive	Email	-	5/1/2025 12:08 PM	Fabien Cherot	5/1/2025 12:08 PM	Fabien Chero
☐	RequestSupport	ECID	-	4/24/2025 8:01 AM	Olivia Gillies	4/24/2025 8:01 AM	Olivia Gillies

Click to **Save** the criteria.

Exit criteria

Cancel Save

You can create one or multiple exit criteria for your journey.

Exit criteria 1

Label *

Booking Complete

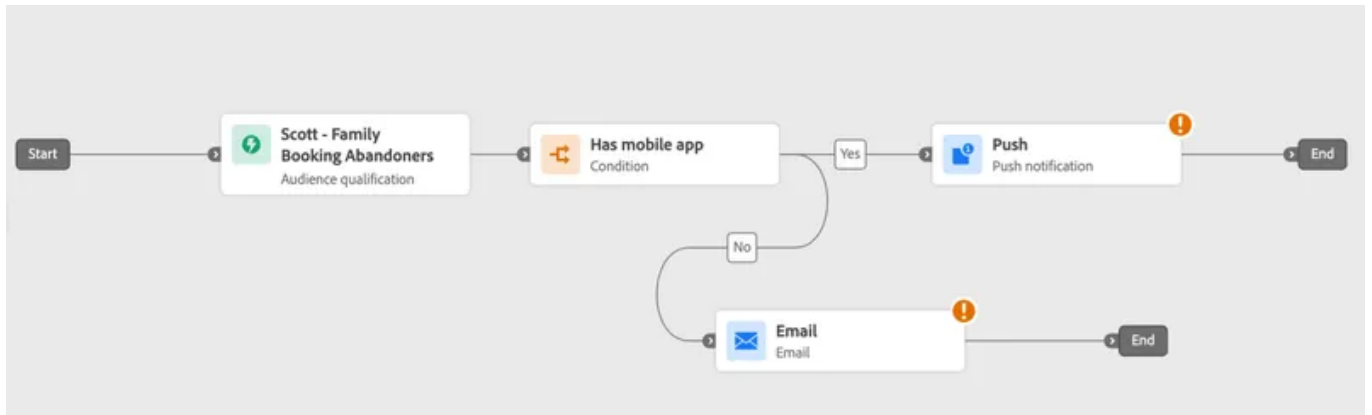
☒ Event ☐ Audience ☐ Profile Attribute

Event *

Science_Booking

+ Add exit criteria

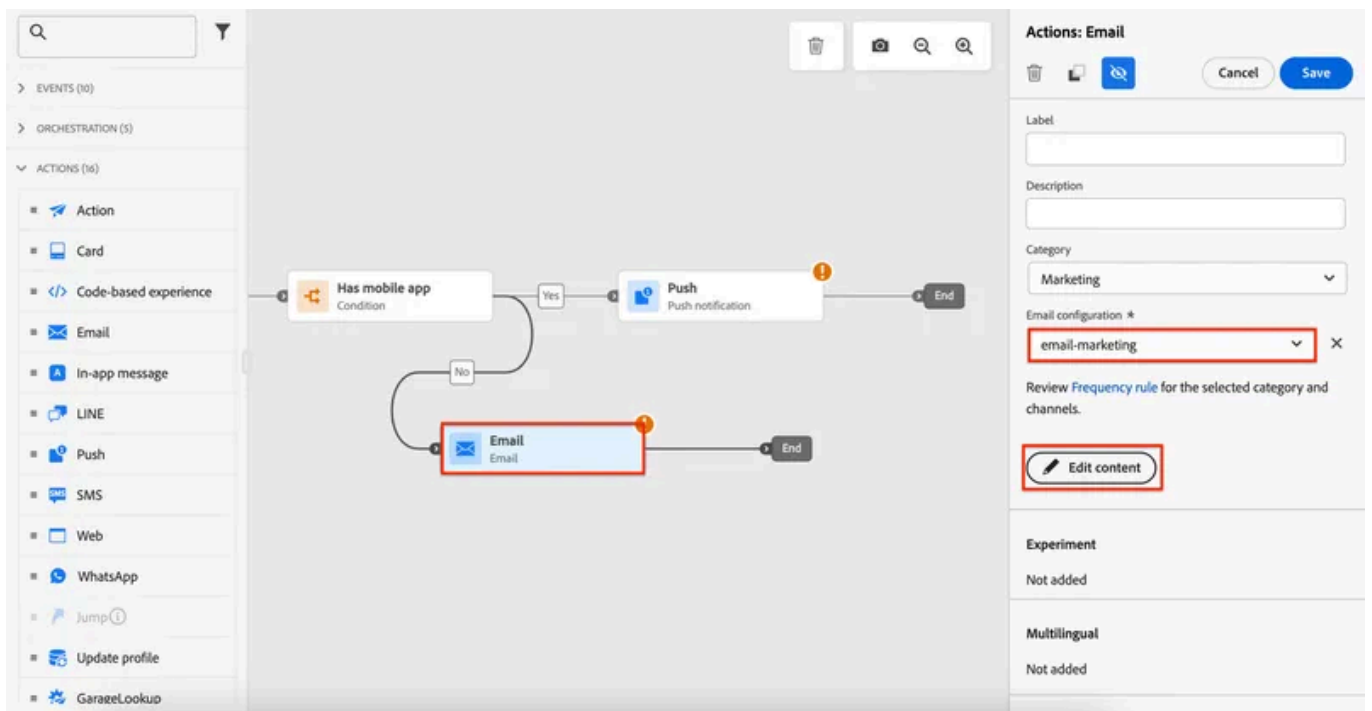
Your journey should look like this.



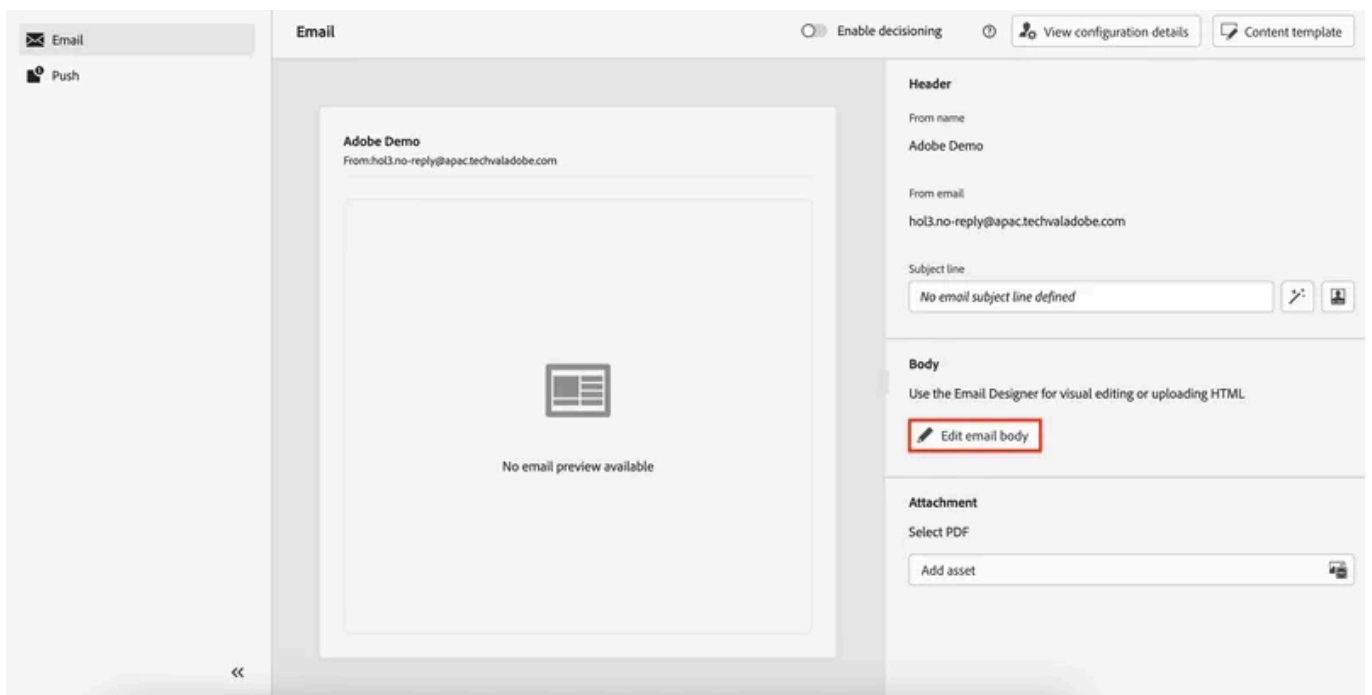
Next we'll add content to our messages.

2.3 Add Email Content

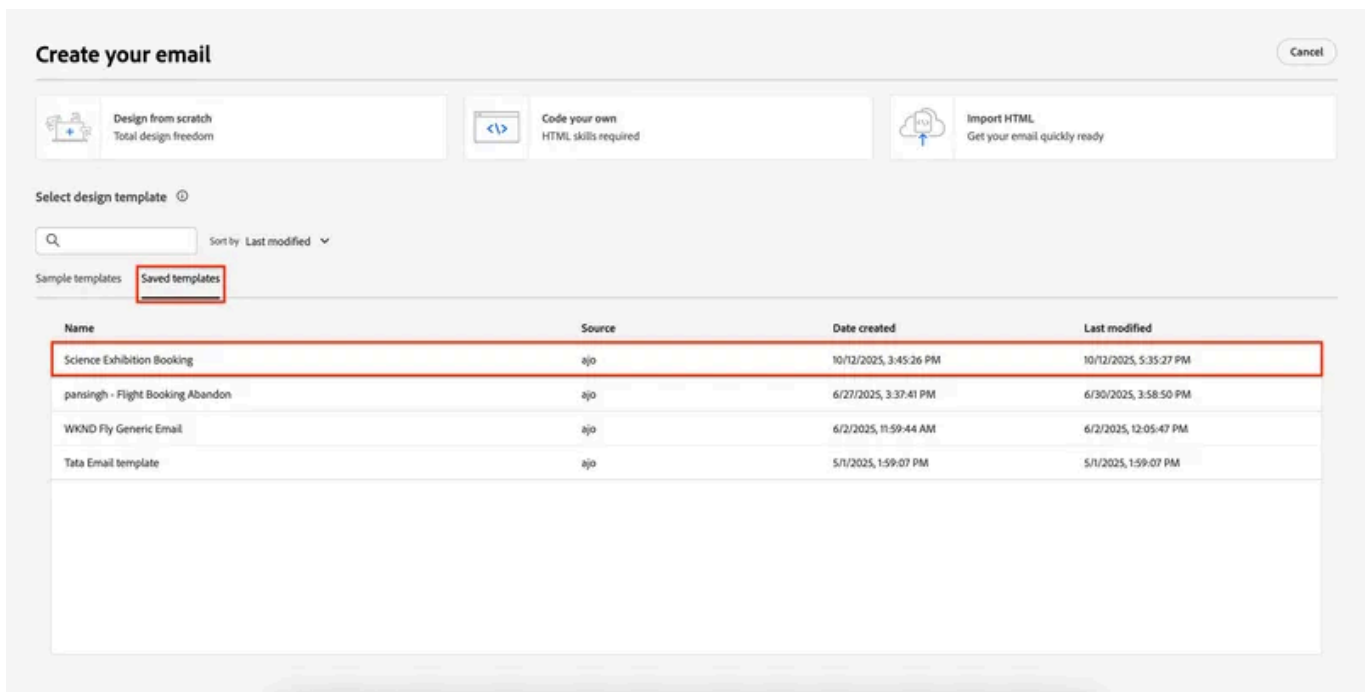
Click on the email activity in your journey, set the **Email Configuration** to 'email-marketing' and click to **Edit Content**.



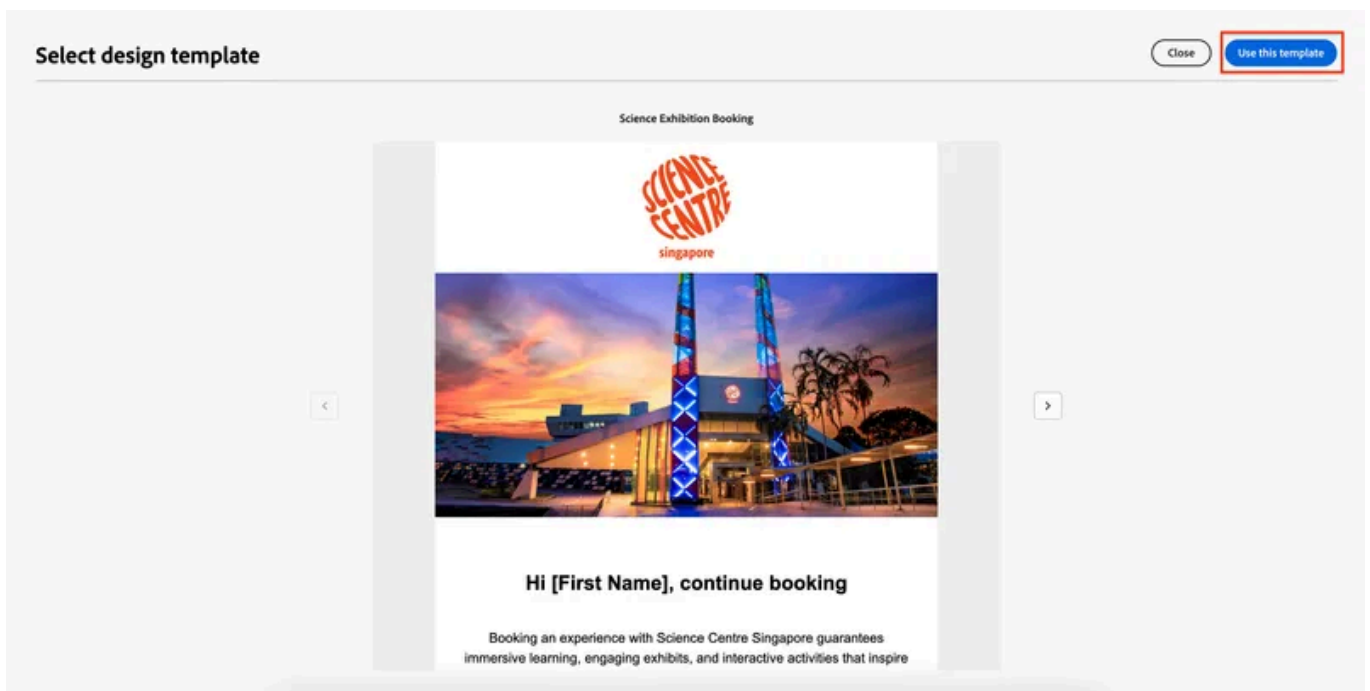
Click to **Edit email body**



For this exercise we'll start with a pre-defined content template. Open the tab to see the **Saved Templates**, then select the **Science Exhibition Booking**.



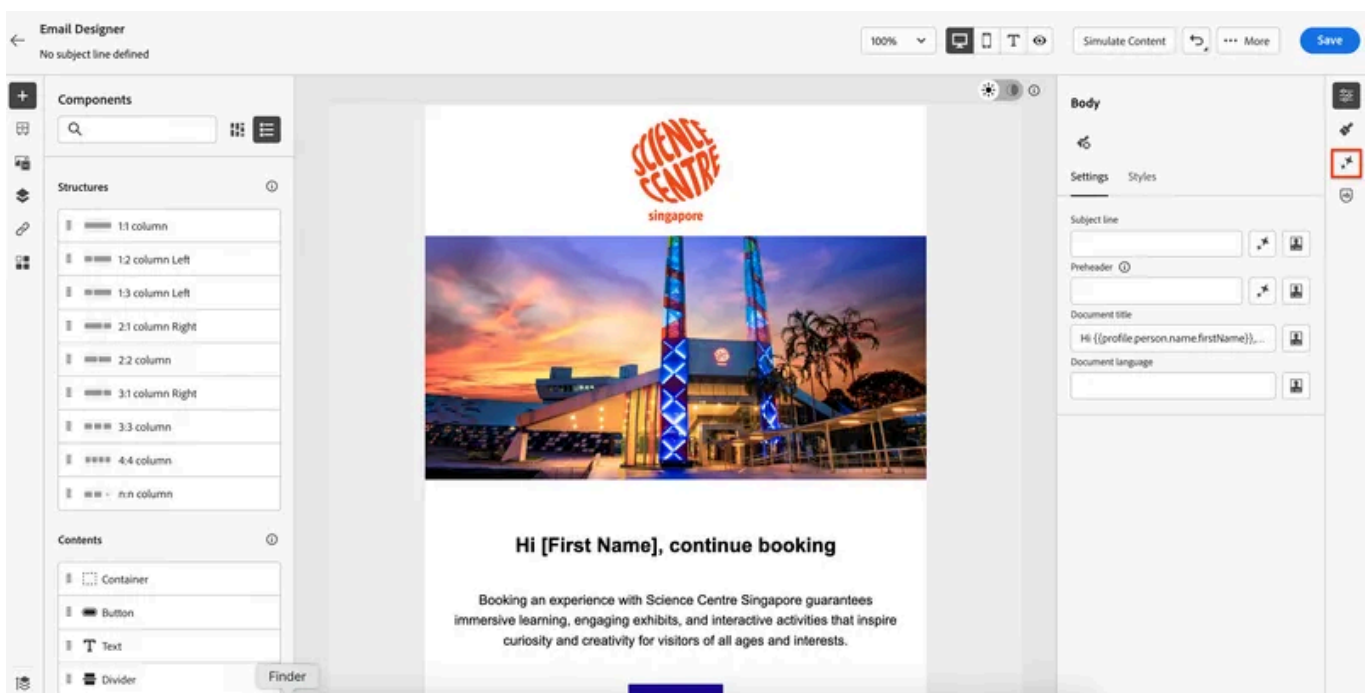
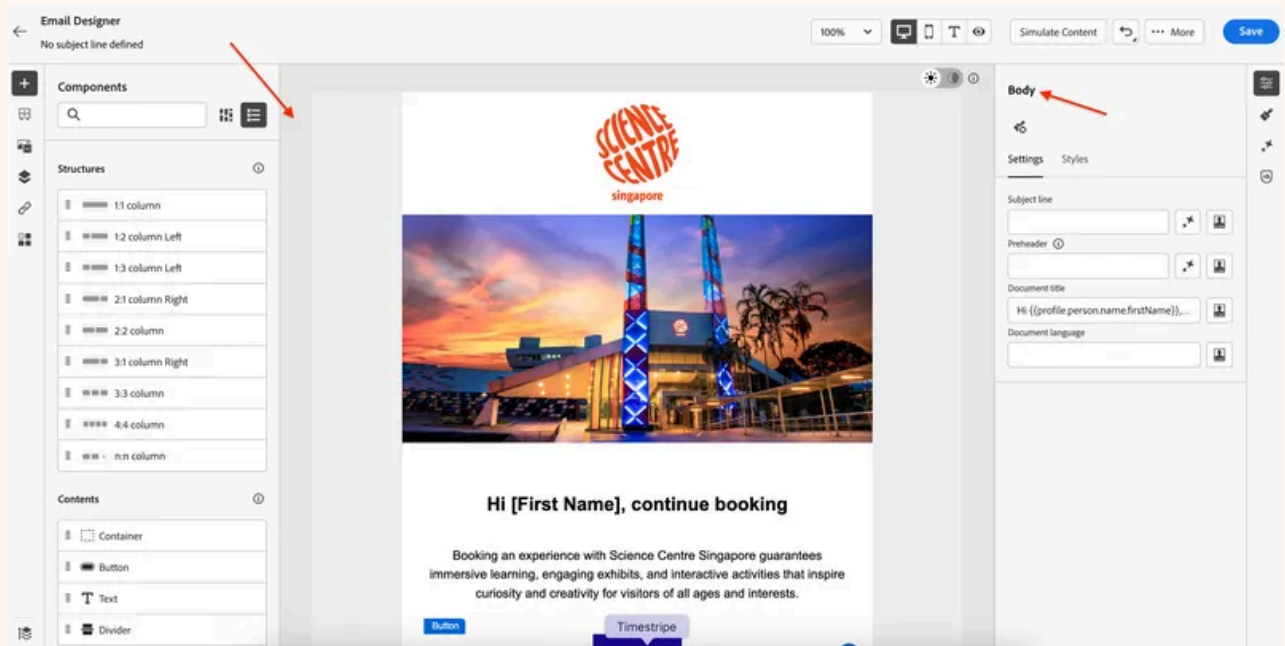
Click to **Use this Template**



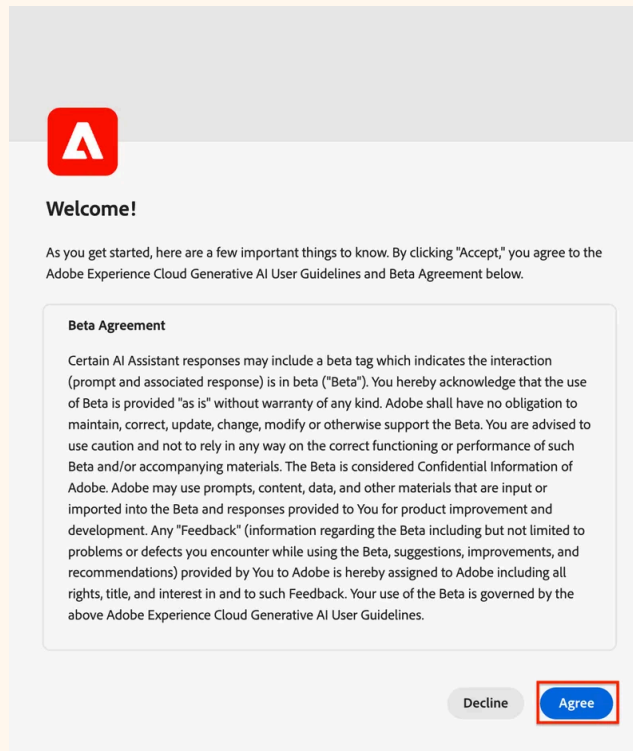
2.4 AI Assistant and Brand alignment

Now we'll use AI Assistant to help us generate variations of this content to use for A/B testing. AI Assistant can be used to generate individual images or text components but in this case we're going to generate new variations of the full email. Make sure you have selected the **Body** of the email then click to open the **AI Assistant**.

Top Tip - To select the body click the lighter grey area surrounding the content of the email.



You might see an Agreement popup. If you do, scroll to the bottom and click **Agree**.



Before generating content we need to select the Brand Guidelines and provide a prompt. Make sure **SCS Brand** is selected and add a prompt of your choosing. Select to generate subject line and Preheader also.

AI Assistant

Generate Email



Settings ⓘ

Brand

 SCS Brand (Default) ▼

Prompt *

An exciting day for the whole family
with science activities 

Describe what you'd like to generate.

☒ Subject line ☐ Preheader

 **Text settings** >
None

 **Image settings** >
None

 **Reference content** >
None

 **Generate** ⓘ

AI generated responses may be inaccurate. Please evaluate
outputs for accuracy and appropriateness to your use case.
See the [Adobe GenAI User Guidelines](#).

Update the **Text settings** to select the **Tone**, **Language** and **Communication Strategy**.

AI Assistant

Generate Email



 **Text settings**

Communication strategy

Scarcity 

Language ⓘ

English 

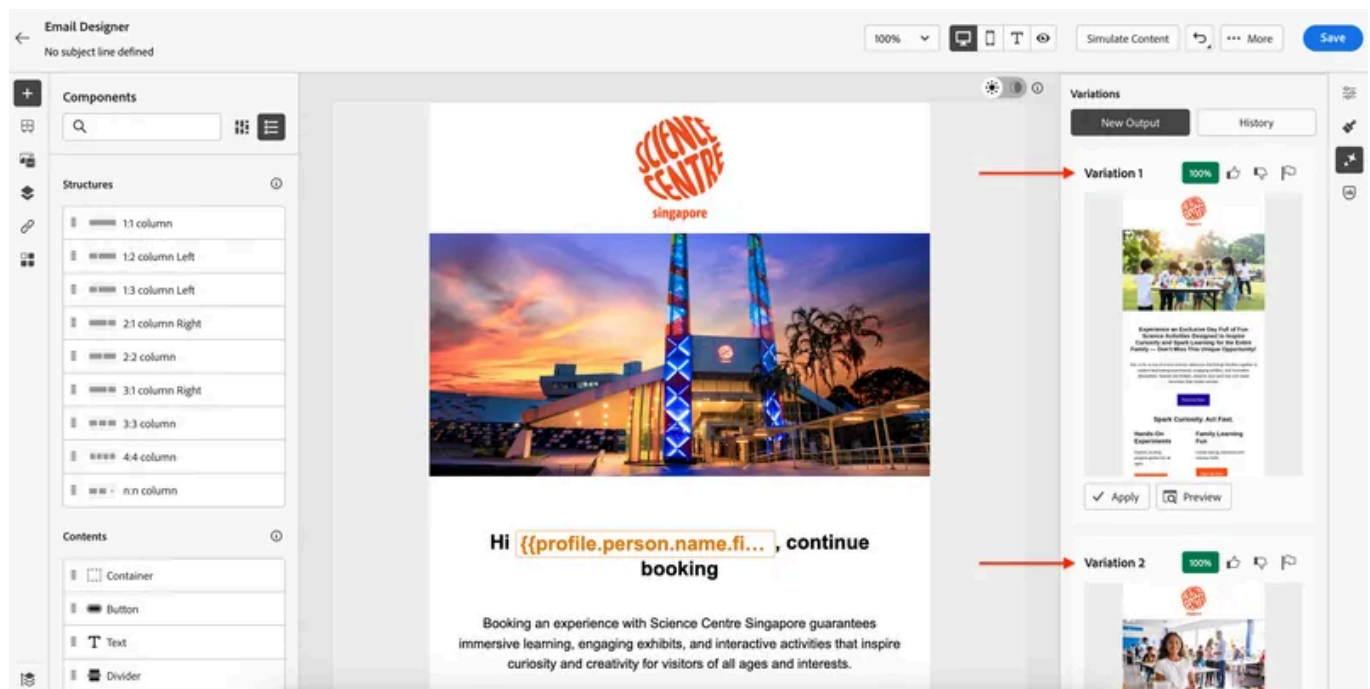
Tone

Inspirational 

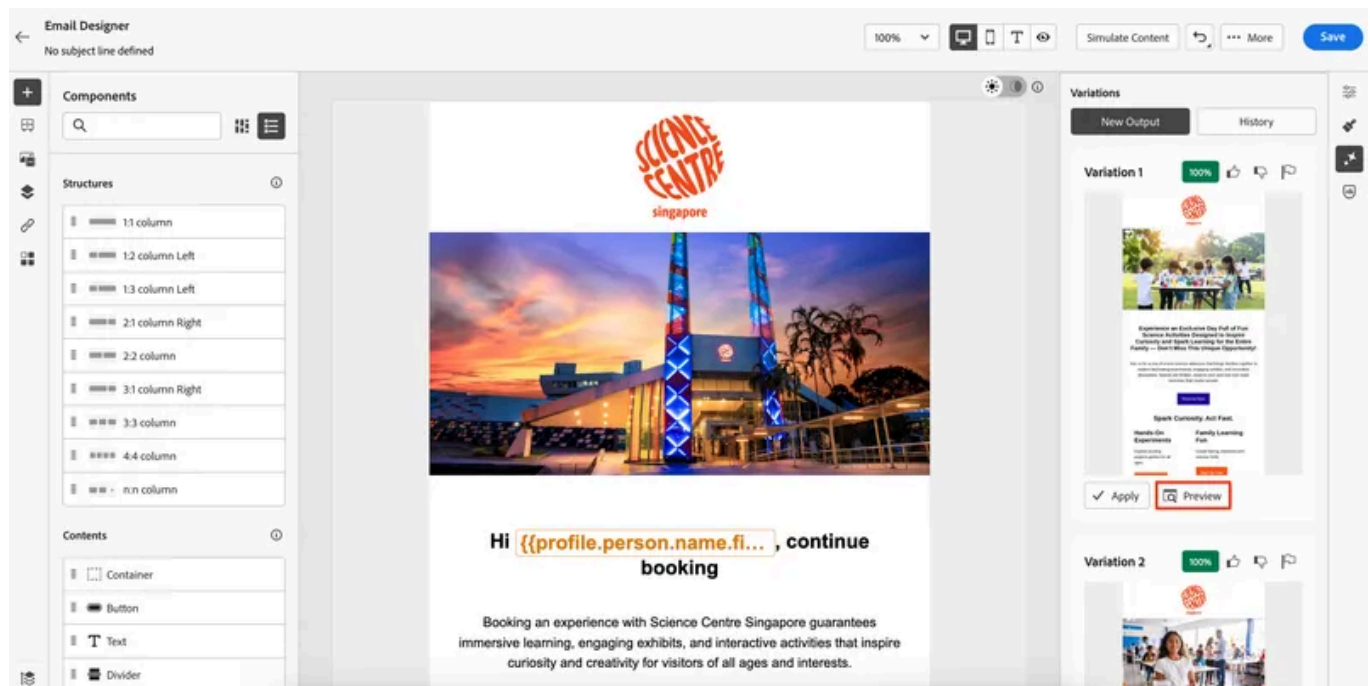
 **Generate** 

AI generated responses may be inaccurate. Please evaluate outputs for accuracy and appropriateness to your use case. See the [Adobe GenAI User Guidelines](#).

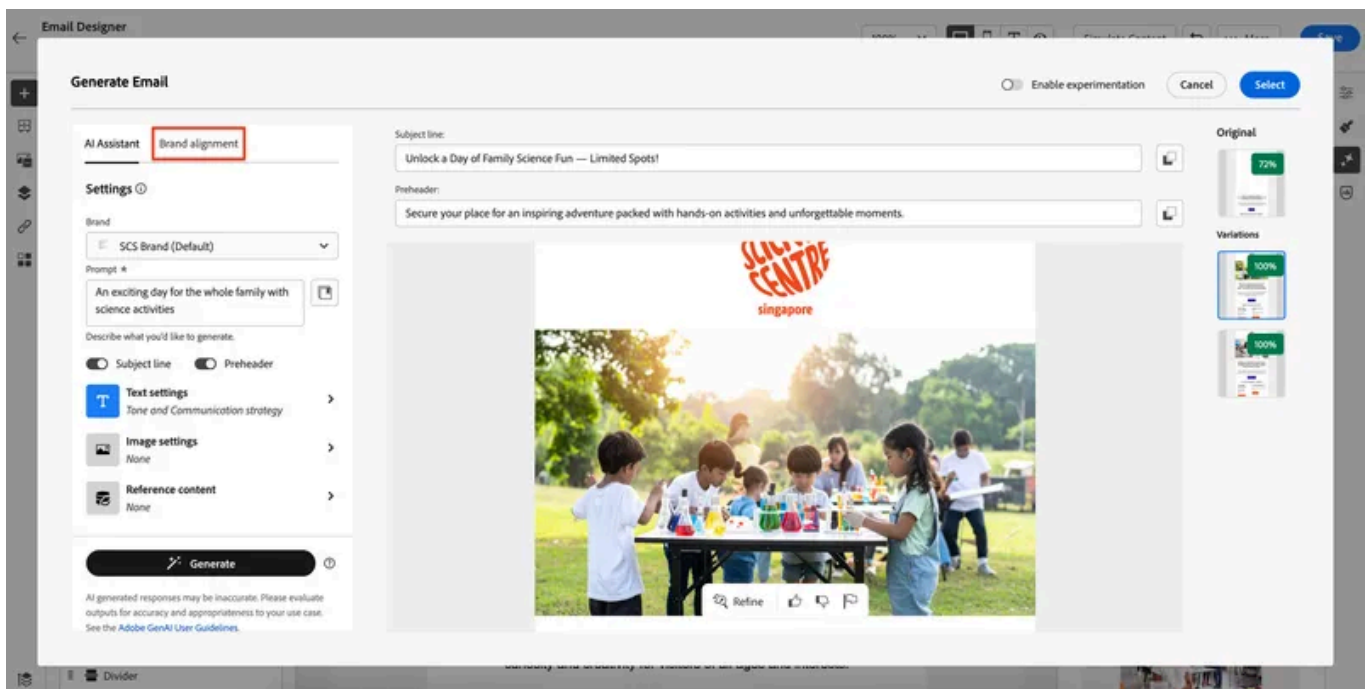
Once you're happy with the settings click to **Generate**. You will see two new variations of the content generated. Here, AI is being used not only to generate the text but also the imagery and other elements like CTAs.



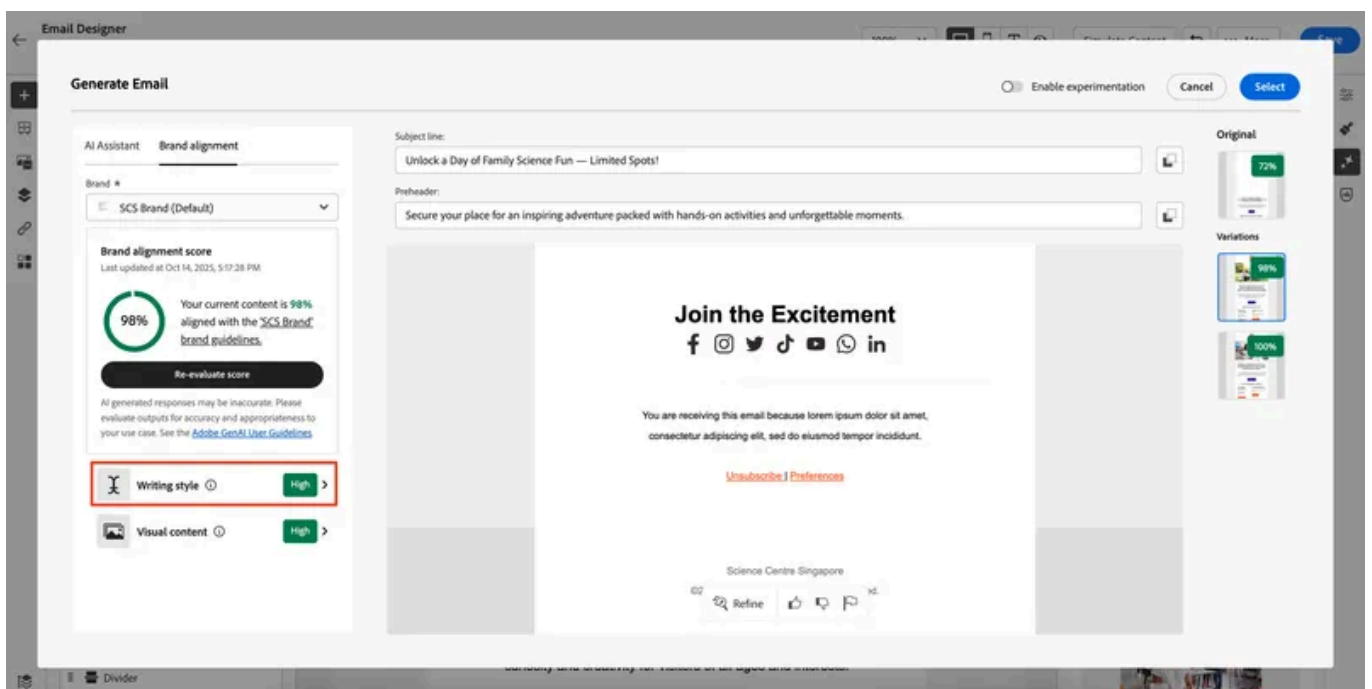
Click to **Preview** a variation.

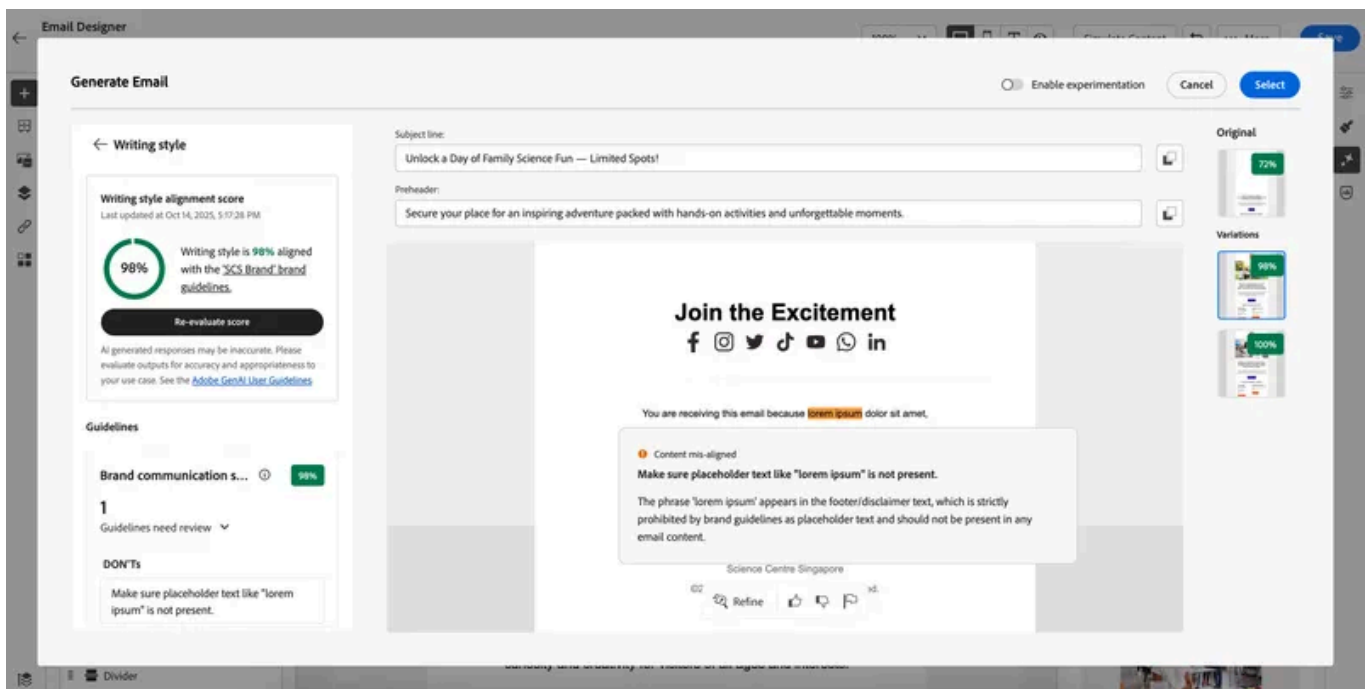


In this view you can review the content in detail, make updates to the prompt and regenerate if needed. It's also where you can review whether or not the content aligns to the Brand guidelines selected. Click on the **Brand alignment**.

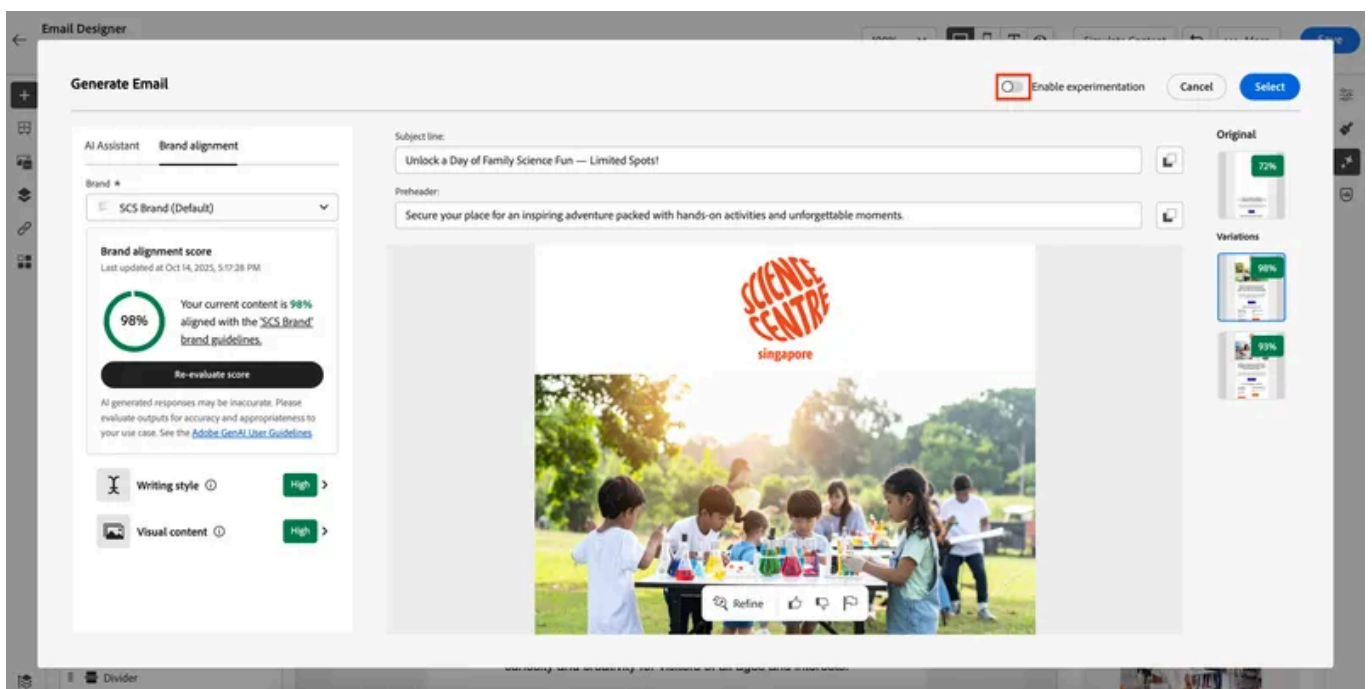


Here you'll see the brand alignment score. If it's below 100% you will be able to click on the brand elements such as **Writing style** or **Visual content** to get more detail why the content didn't meet 100%.

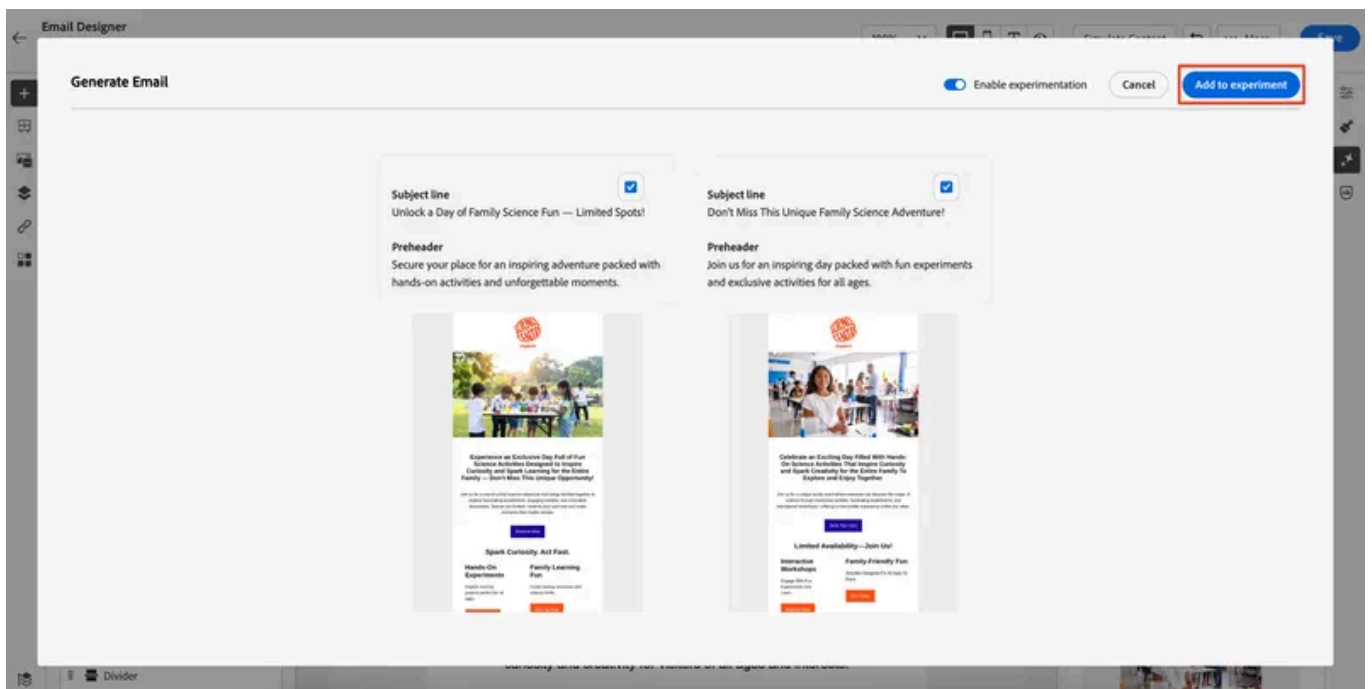




From here you can either select one of the variations to use as your email content or we can create an experiment and add the generated content as variations to test which performs the best. Click the **Enable experimentation** toggle.

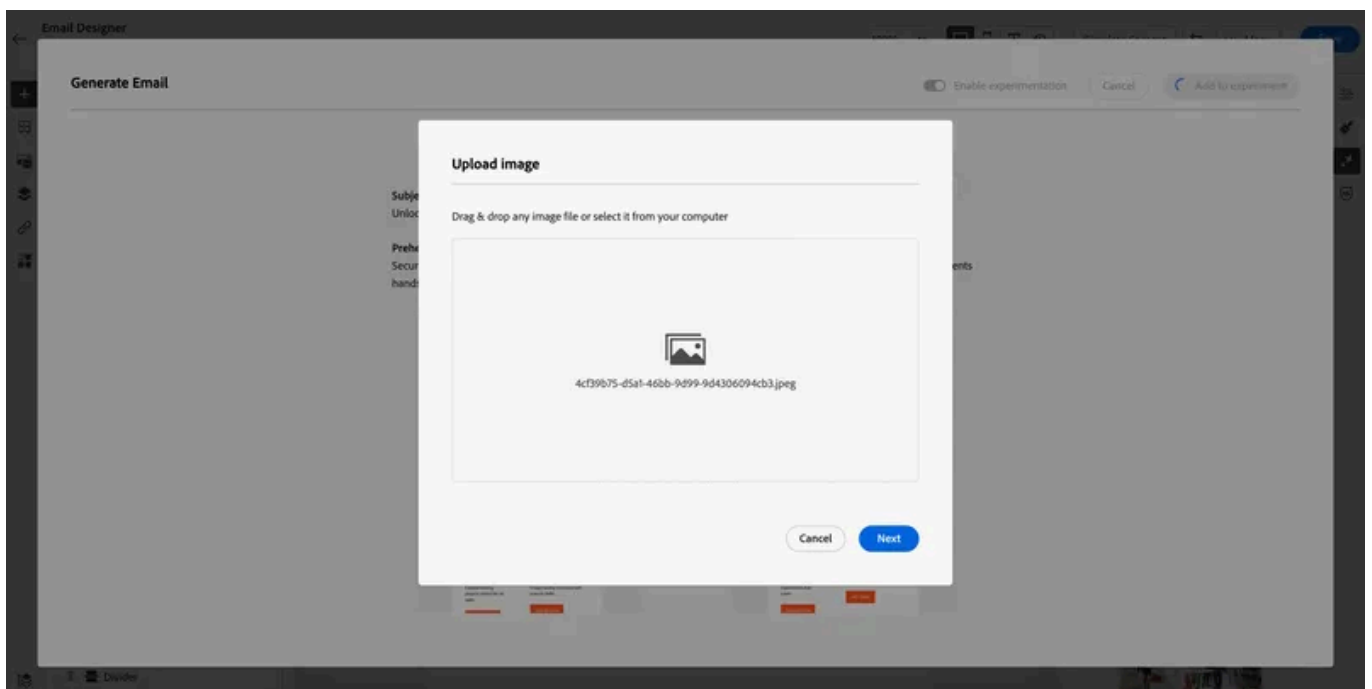


Choose one or both of the variations to **Add to Experiment**



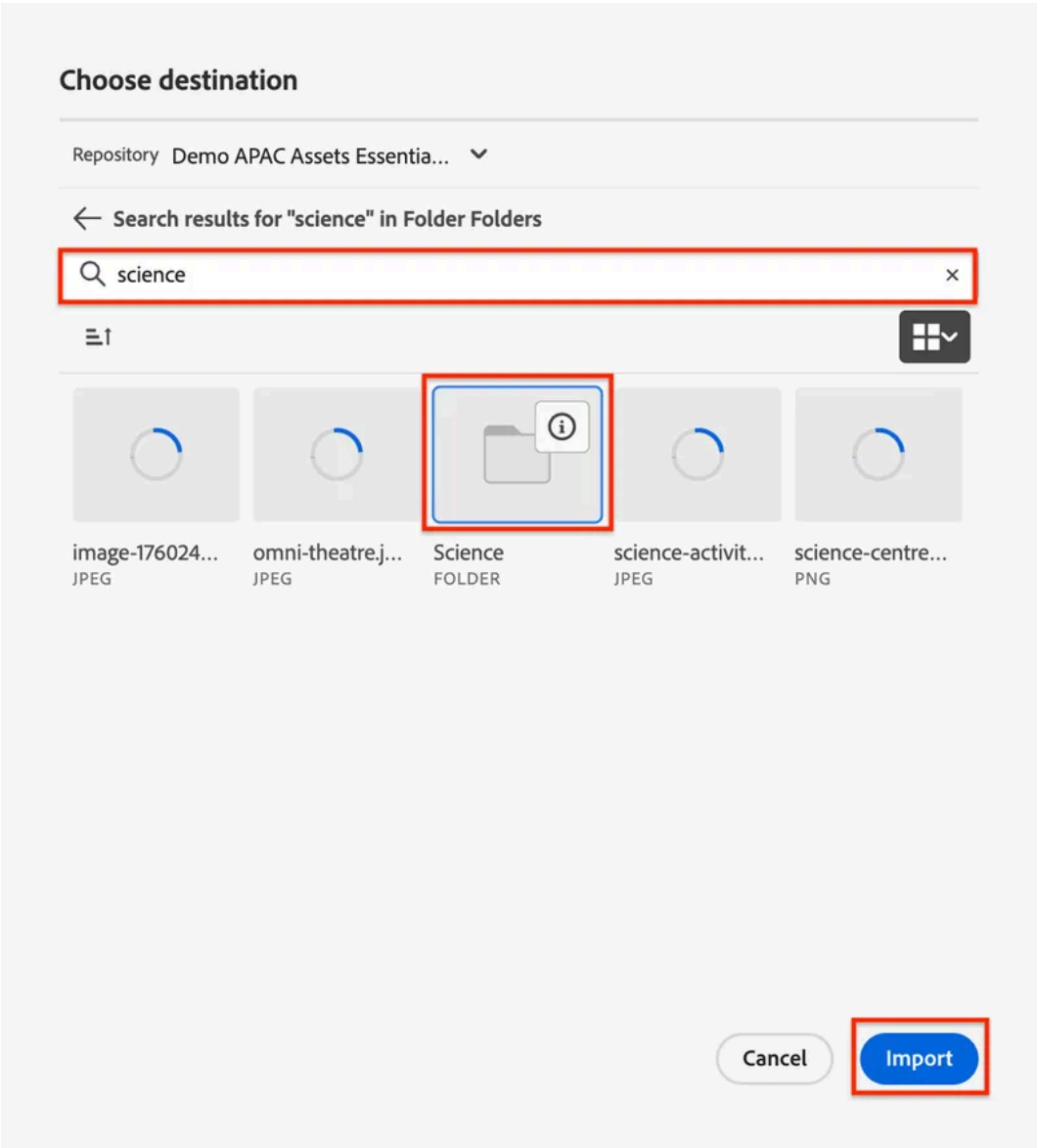
You need to specify where the generated images should go. AJO comes with Adobe Experience Manager Assets Essential which is a lightweight, cloud-native digital asset management (DAM) solution designed for creative and marketing teams to store, manage, find, and distribute digital assets.

Having an integrated DAM is a differentiator and empowers your teams to scale and get campaigns to market faster. Click **Next** when the Upload image dialog appears.

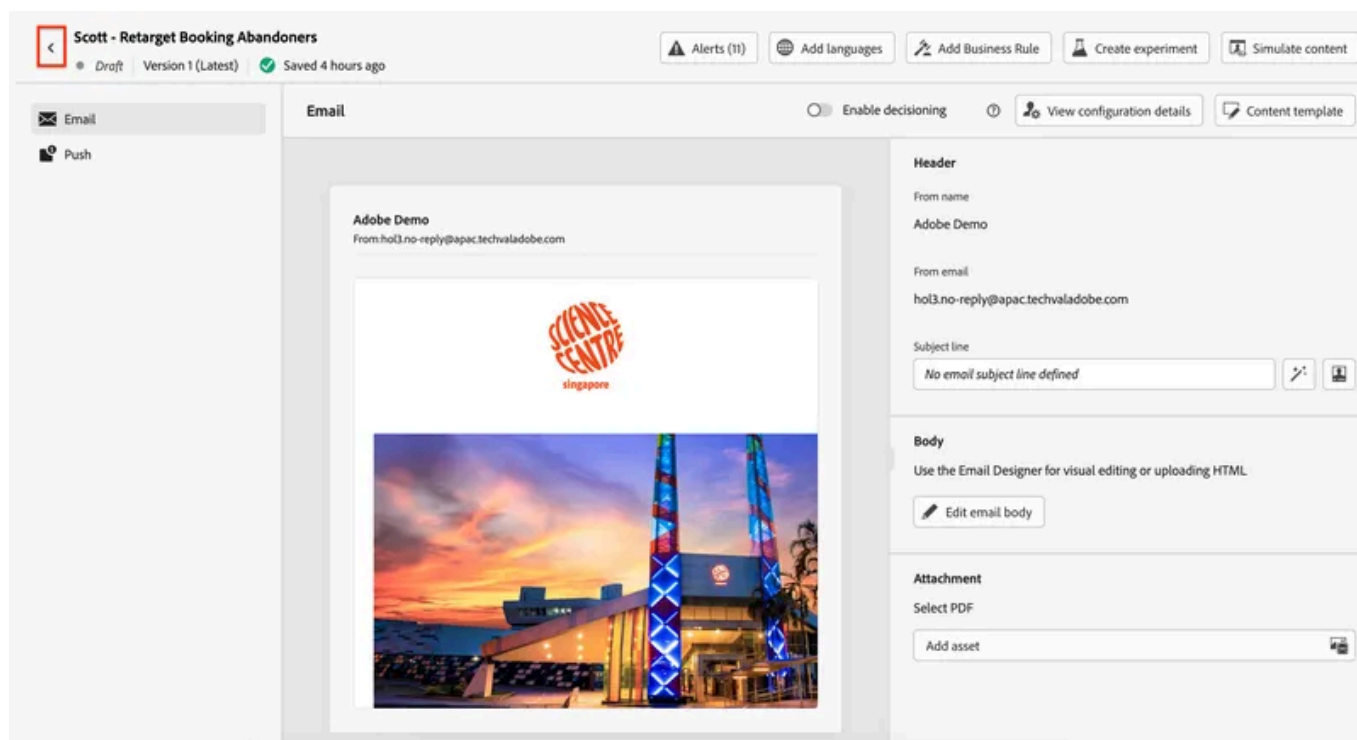


In the search box type **science** and **hit enter**. Click on the **Science** folder and then **Import**. *You don't have to wait for the images to load, you can click through even if the spinners*

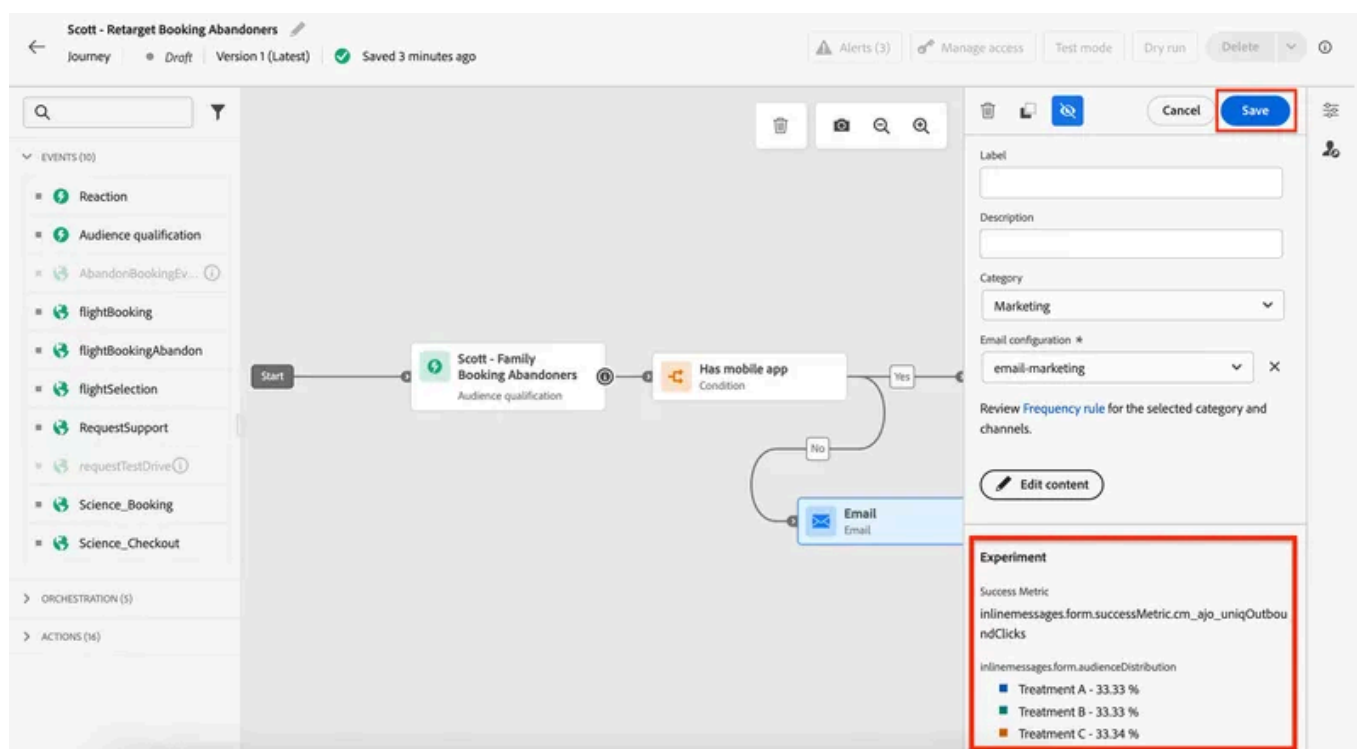
are still spinning. Repeat this process one more time for the 2nd image.



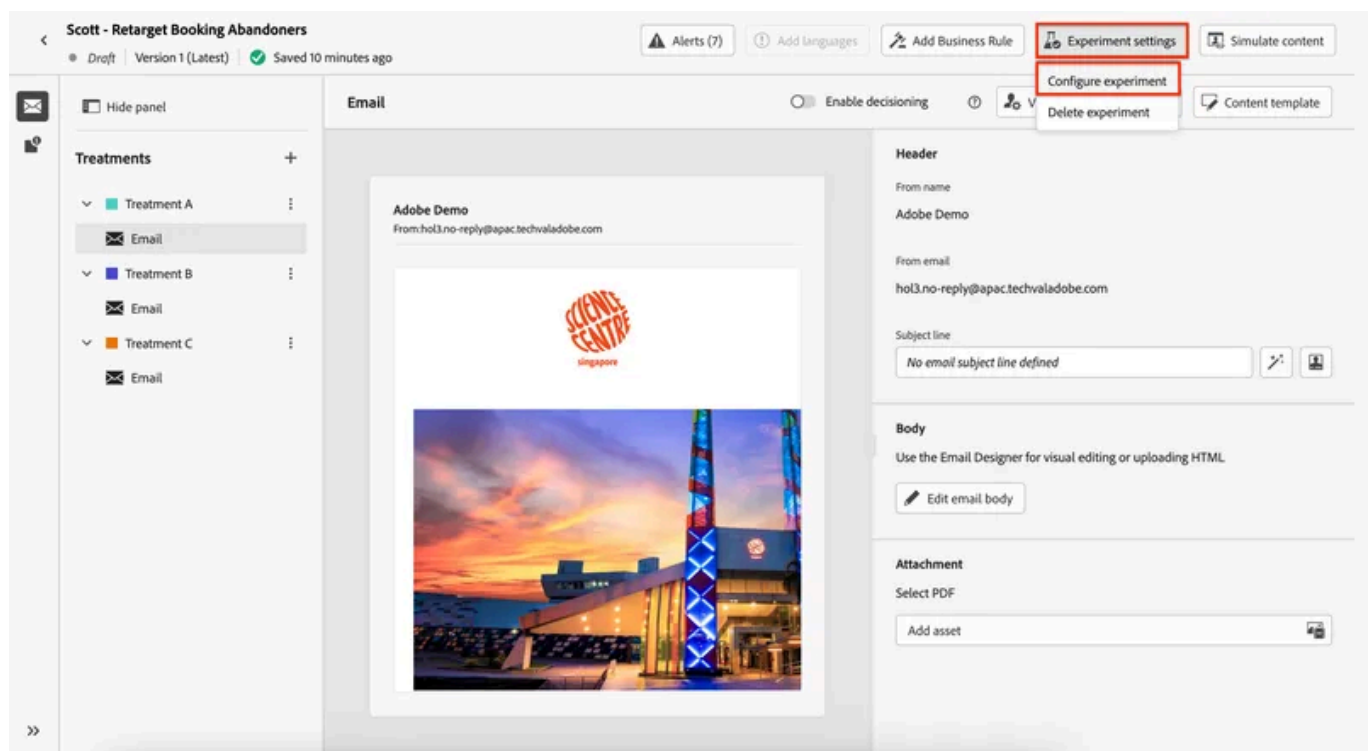
Click the **top left arrow** to return to the journey.



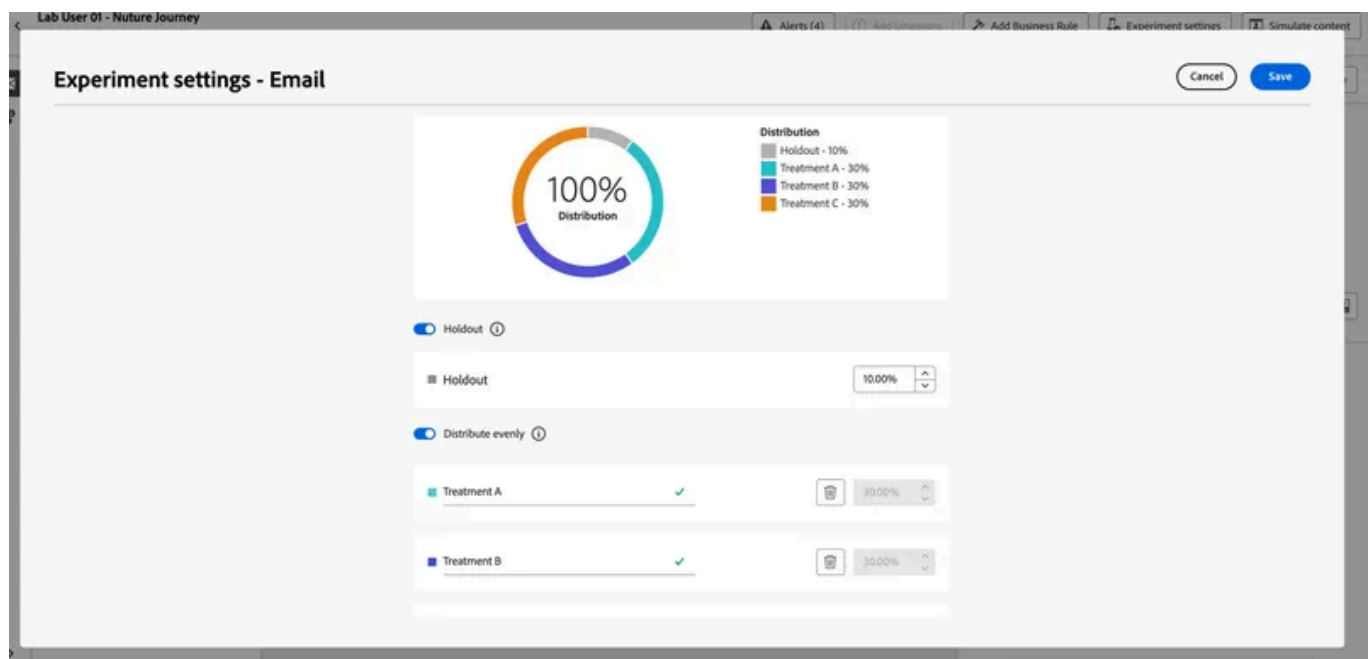
You can see the experiment configuration in the email properties from the journey canvas. Click to **Save** the email.



In the journey click on the **Email** action then **Edit content** again. **Click Experiment settings** → **Configure Experiment**.

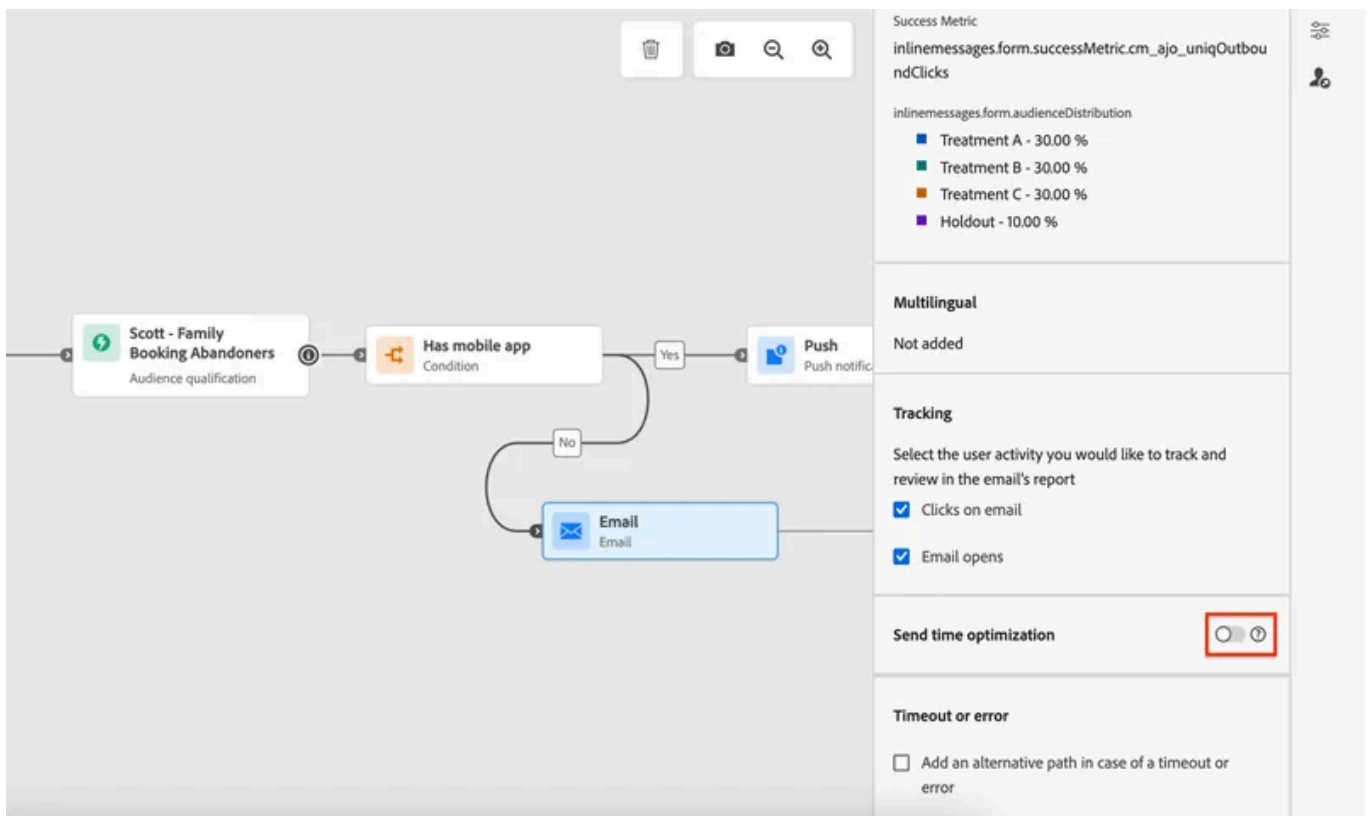


Here you can update the success metric that will be used for determining the outcome of the experiment and set a holdout group if desired. Click the toggles to add a 10% holdout and distribute the rest of the target evenly over the variations.



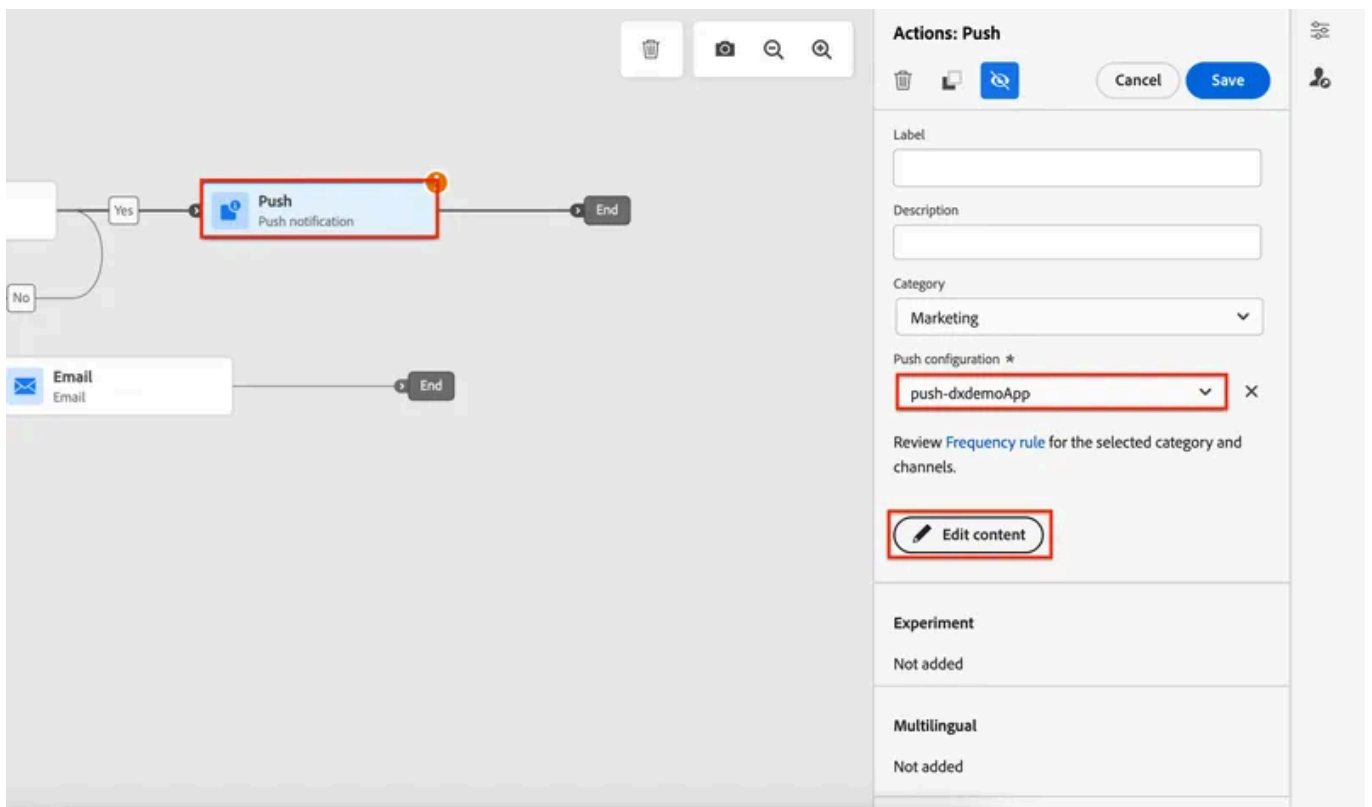
Click to **Save**, and return back to the journey canvas by clicking the **top left arrow**.

We can also enable predictive **Send time optimization** to send the messages at the most appropriate time for each profile that enters the journey based on their historical interactions. You can read more about Adobe's Send Time Optimization [here](#).

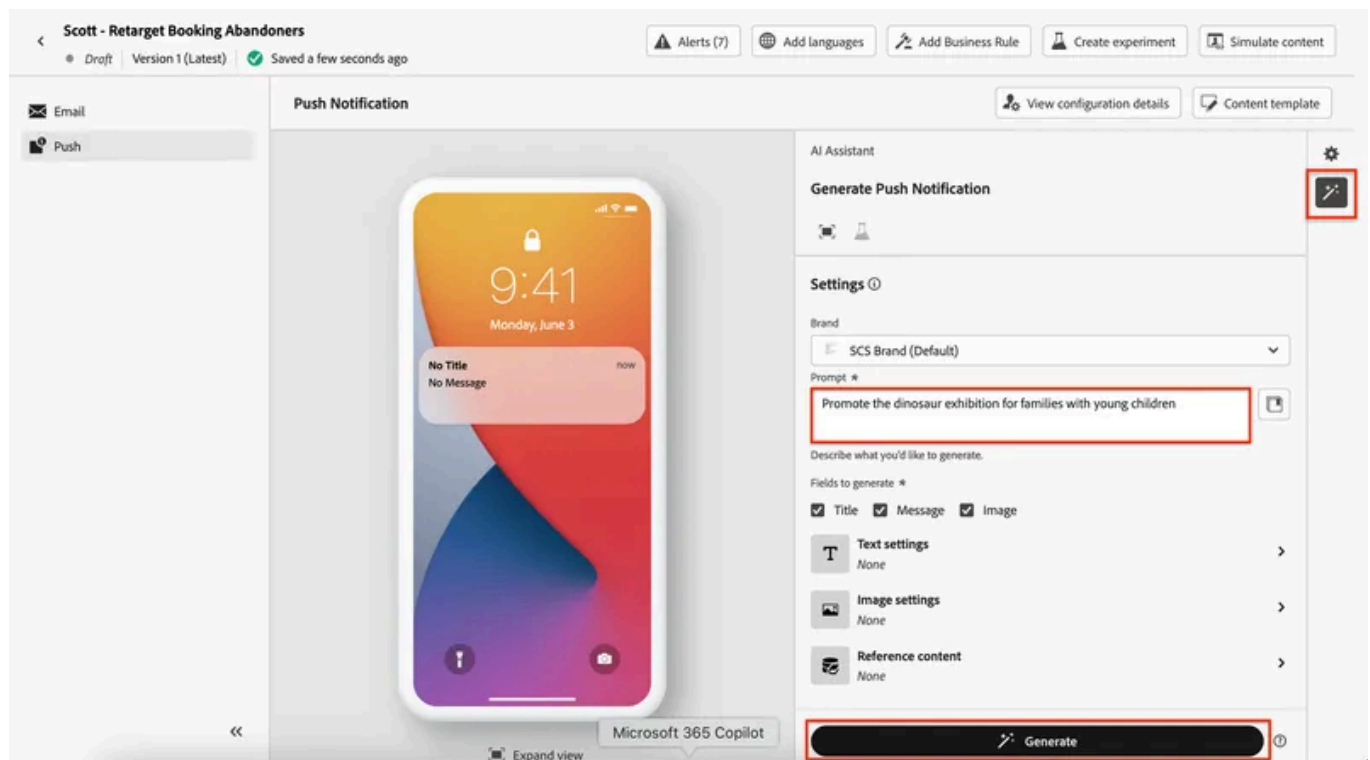


2.5 Add Mobile Push Content

Lastly we'll add some content to our push notification, we can use AI Assistant to help with this as well. Click on the **Push notification** action in your journey, set the **Push configuration** to push-dxdemoApp and click to **Edit Content**.



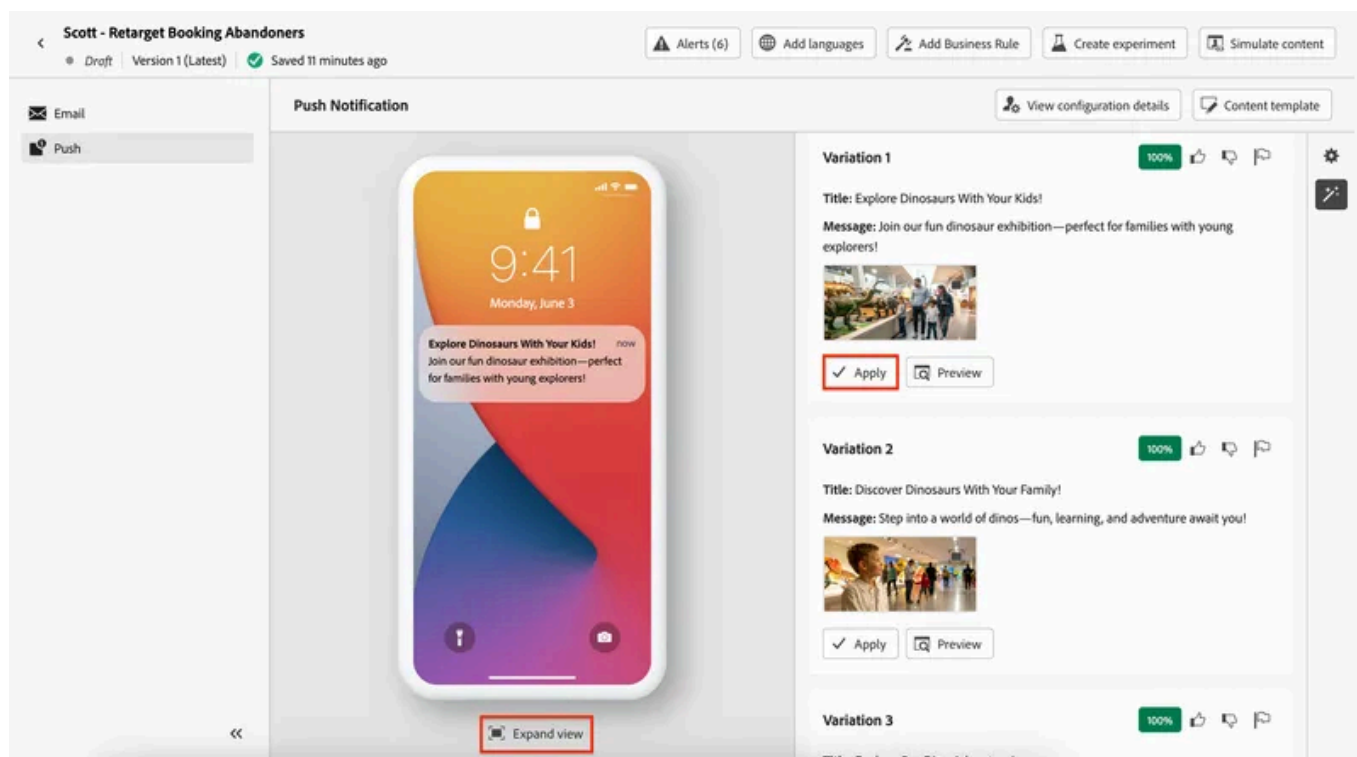
Open the AI Assistant, add a text prompt and tick the elements you want to generate (title, message and/or image). Click to **Generate**.



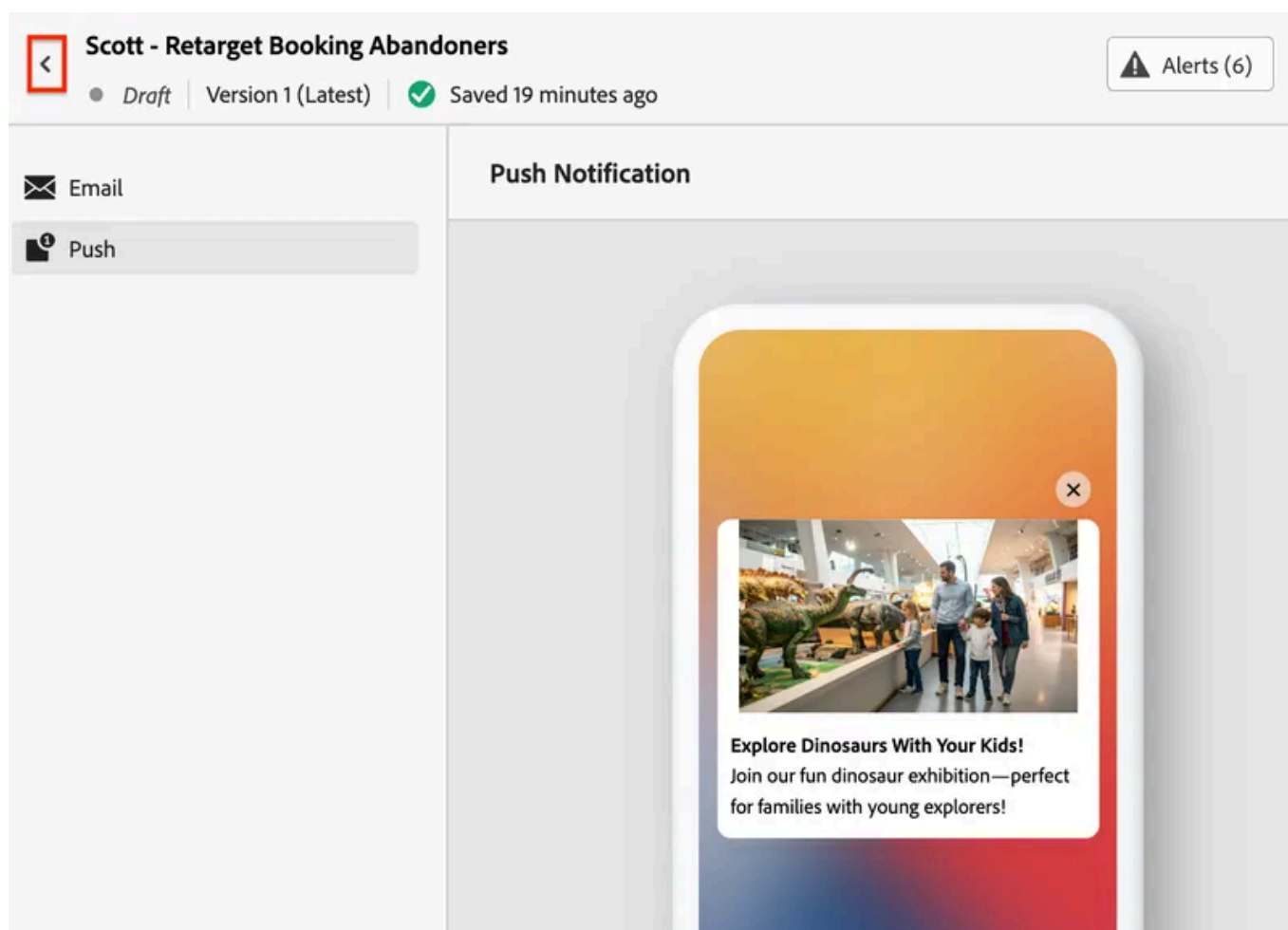
You can see the variations along with their brand alignment score, AI assistant has helped to generate a title a body and an image for the push. Click to Apply your chosen variation.

Note: You may see a message saying *"Error converting image to base64"* - you can close and ignore this as it's just part of our shared demo environment testing.

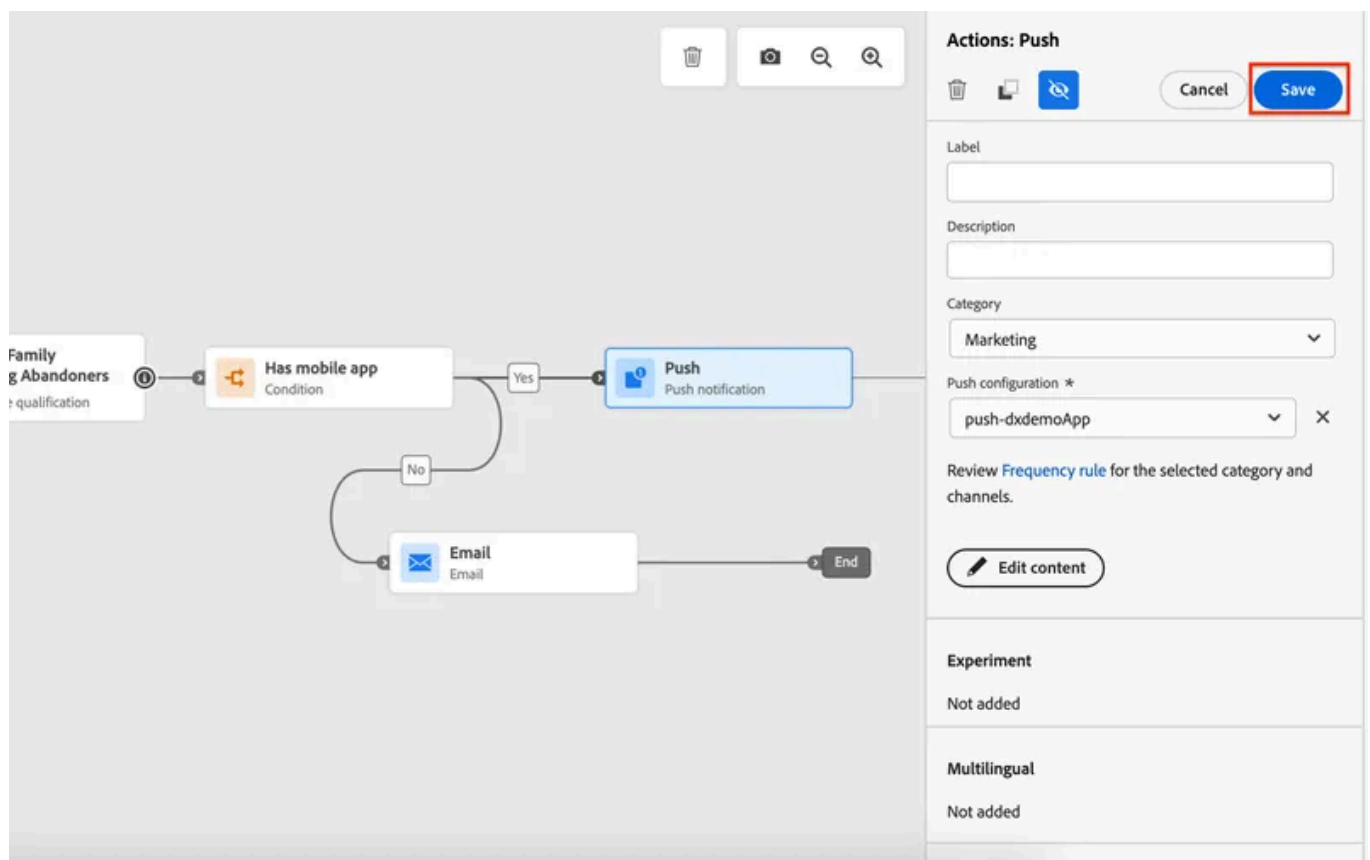
You can also use the **Expand View** button at the bottom of the editor to show how the message will look when previewed before tapping through.



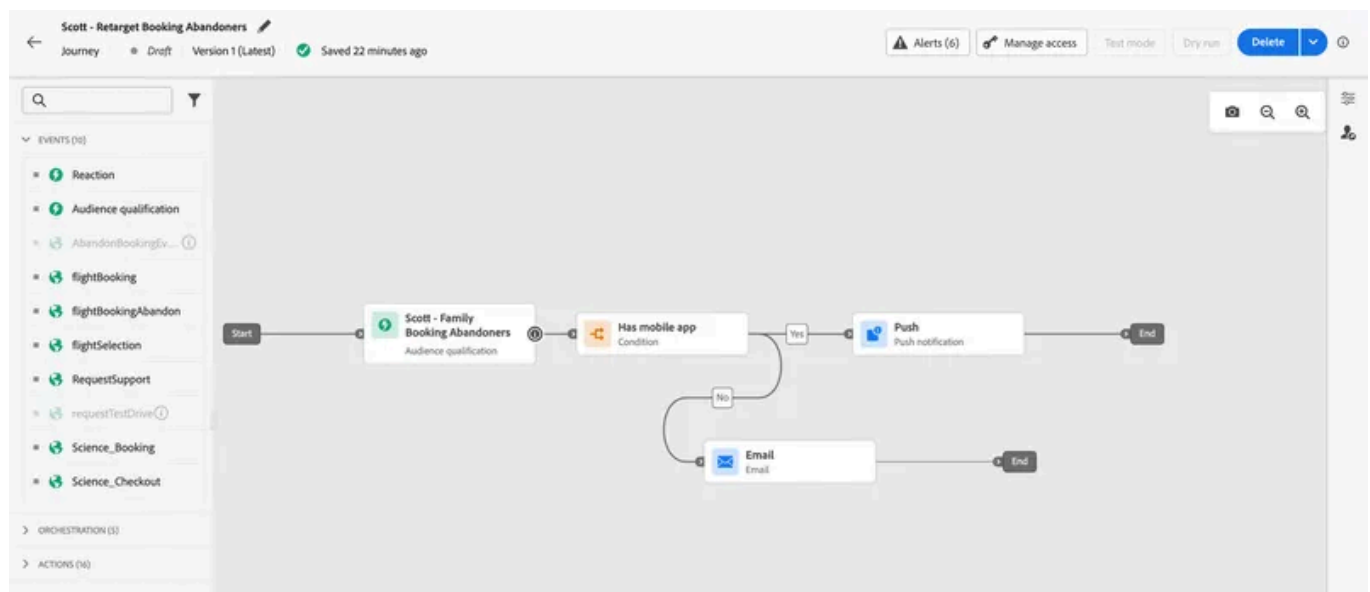
Click the **top left arrow** to return to your journey.



Then click to **Save** the push action.



Your journey is now complete!



Summary

Congratulations, you've successfully created a multi-channel journey to retarget customers to drive higher booking rates! You've used AI Assistant to quickly generate variations without compromising on brand integrity.

You've also completed the lab! Well done! ☐☐ There will be a wrap-up and Q&A after this (time permitting). Thank you so much! 🙏🙏🙏