

Summit Lab L223

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1. Introduction to L223

Adobe Journey Optimizer B2B Edition is designed to help organizations orchestrate meaningful, data-driven engagement across complex buying groups. In today's B2B landscape, where multiple stakeholders influence purchasing decisions, marketers must move beyond isolated campaigns and instead deliver coordinated, personalized experiences that reflect both account-level and individual-level intent. This hands-on lab is built to immerse you in that approach, combining practical exercises with AI-powered capabilities to demonstrate how modern B2B journey orchestration works in real time.

Throughout this lab, you will **gain experience building both account journeys and person journeys**, learning how to align engagement strategies across an entire buying group while still tailoring interactions to individual roles and behaviors. You will also **explore how AI agents can accelerate key workflows**, including audience creation and journey design, enabling faster time-to-value and more adaptive campaign execution.

In addition, the lab emphasizes the importance of continuous insight and optimization. You will **learn how to quickly analyze account activity, interpret engagement signals, and assess buying group completeness**. By evaluating intent and solution interest, you'll be able to identify gaps, prioritize outreach, and refine your strategies to better support progression through the buying cycle.

By the end of this lab, you will have a practical understanding of how to leverage Adobe Journey Optimizer B2B Edition to create coordinated, insight-driven experiences that drive deeper engagement and more effective account-based marketing outcomes.

AI is probabilistic, not deterministic.

Your prompt results may not be exactly like what appears in this workbook or the lab presenter's screen. AI agents don't give identical outputs every time—think of them like smart strategists, not calculators. They factor in context (like prior inputs or data), interpret intent slightly differently, and generate responses probabilistically. Just like two marketers given the same brief, you may get variations in ideas, emphasis, and execution.

2. Account Audience Discovery

In this exercise we'll learn to use Audience Agent to find and scale audiences. We'll be leveraging product intent signals to infer which personas we should be targeting based on their propensity to engage and activate. Audience Agent will analyze structured and unstructured data, ranging from customer and account profiles to the activities that both entities generate as well as related opportunities, to dial in our focus.

Use Audience Agent

Audience Agent Prompt 1

What are the top accounts that are showing interest in Engage360?

Audience Agent Prompt 2

What industry are those accounts in and do they have open opportunities?

Audience Agent Prompt 3

What are the personas of the known contacts associated to those accounts?

Audience Agent Prompt 4

What job titles are associated to BeaconPoint Asset Management, EverSpace Solutions, FreshFare, and UrbanLiving Furnishings?

2.1. Profiles

BeaconPoint

Account View

<https://experience.adobe.com/#/@adobedemoamericas275/sname:ajo-b2b/journey-optimizer-b2b/accounts/71>

Buying Group

<https://experience.adobe.com/#/@adobedemoamericas275/sname:ajo-b2b/journey-optimizer-b2b/buying-groups/14881>

3. Building Journeys

This section introduces the core concepts and hands-on process of building account journeys and person journeys in Adobe Journey Optimizer B2B Edition. As B2B marketing becomes increasingly complex, successful engagement requires orchestrating experiences that span both the entire account and the individuals within it. Understanding how these two journey types work together is key to delivering relevant, coordinated interactions across the buying group.

In the following exercises, you will learn how to design account journeys that guide engagement at the organizational level—helping you manage buying group progression, track solution interest, and drive alignment across stakeholders. At the same time, you will build person journeys that focus on individual roles, behaviors, and preferences, enabling more personalized and timely communications.

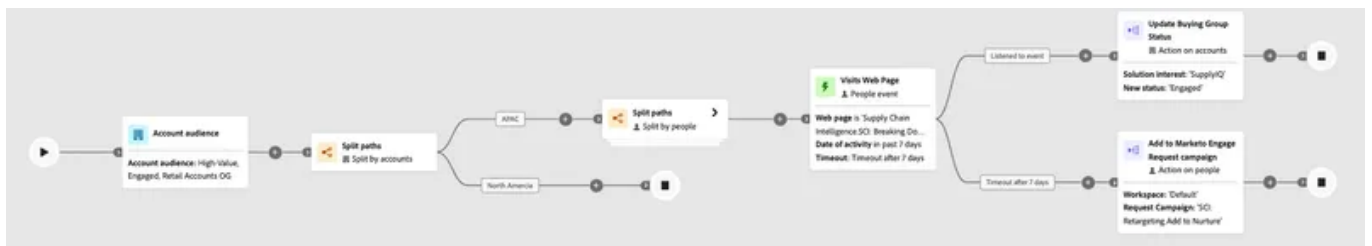
3.1. Account Journey Building

In this exercise we'll create an account journey targeting your High Value Retail accounts with a nurturing email campaign.

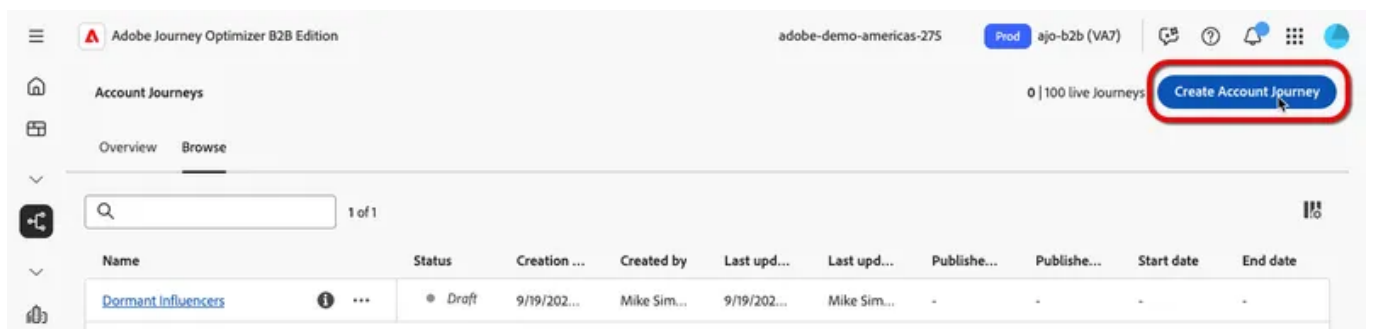
Our journey will:

- Regionalize communications based on the account location
- Personalize messaging and communication channel based on role within the buying group
- Listen for follow up activity on the website and update the buying group status accordingly

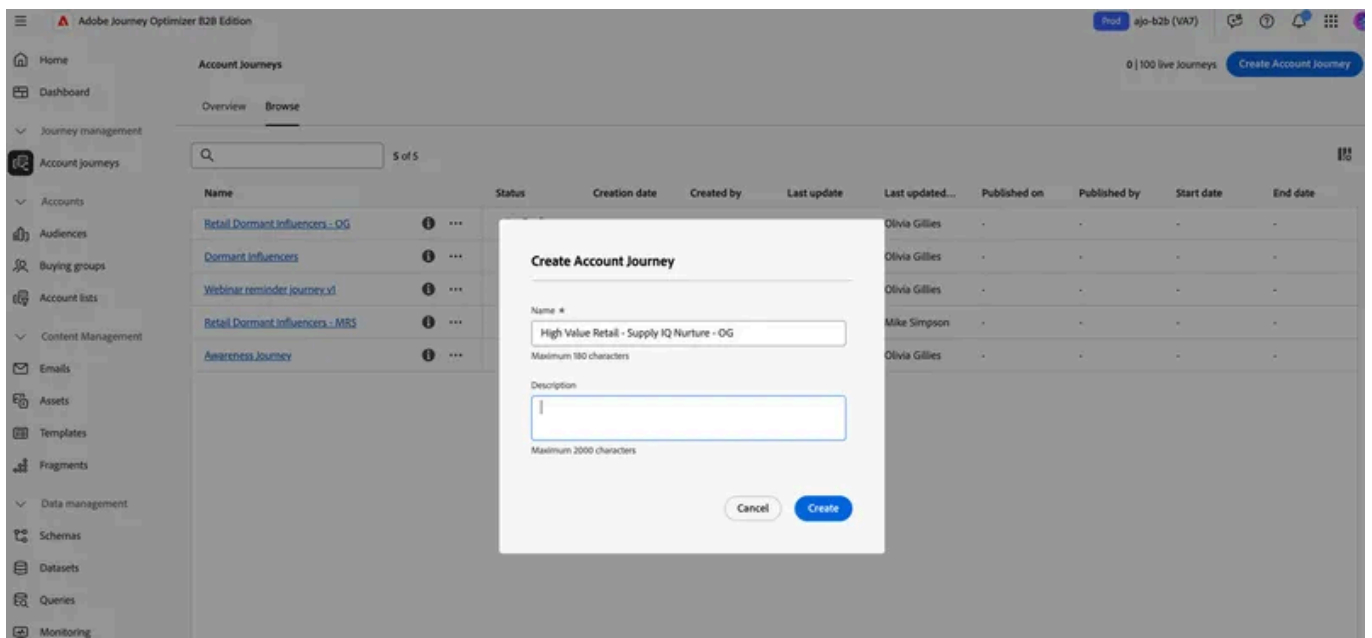
The final journey will look like this:



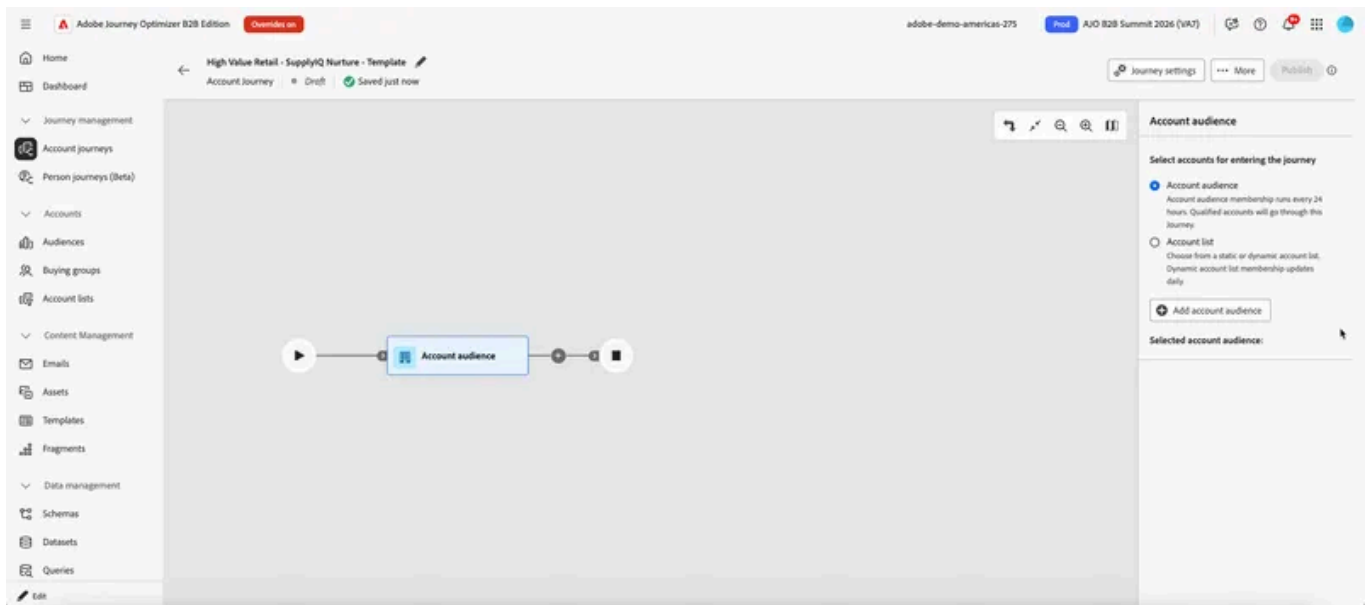
1. From the menu, select "**Account Journeys**" on the left navigation bar and click "**Create Account Journey**".



2. Name your journey "**High Value Retail - Supply IQ Nurture - <your initials>**" and click to **Create**



3. Select the **High-Value, Engage, Retail Accounts** audience to start the journey



4. Add a Split Paths node and select the **Account audience** radio button

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Dormant Influencers | Account Journey | Draft | Saved 3 minutes ago

Account audience

Select accounts for entering the journey

- ☒ **Account audience**
Account audience membership runs every 24 hours. Qualified accounts will go through this Journey.
- ☐ **Account list**
Choose from a static or dynamic account list. Dynamic account list membership updates daily.

[Change account audience](#)

Selected account audience: HV Retail Accounts, Stalled Opportunities

Split paths

Account audience: HV Retail Accounts, Stalled Opportunities

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Add audience | 1 selected | [Cancel](#) | [Add audience](#)

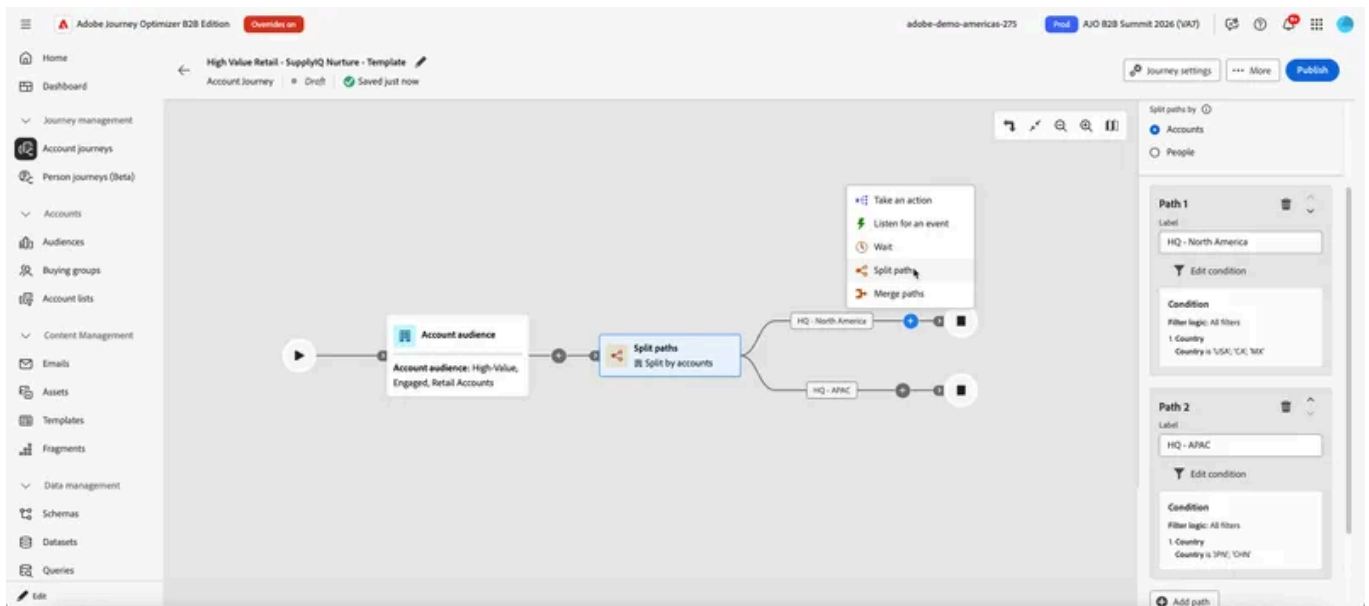
Name	Profile count	Created	Updated	Origin	Description	Created by	Lifecycle status	Up
☐ SupplyIQ Cross Sell	7	3/3/2026	4/12/2026	Segmentation service	Customers who are current...	Mike Simpson	Published	
☐ Top Strategic Account	1242	3/16/2026	4/12/2026	Segmentation service	-	Jamar Smith	Published	
☒ High-Value, Engaged, Retail Accounts	1	9/17/2025	4/12/2026	Segmentation service	-	Mike Simpson	Published	
☐ WidgTech - Food Manufacturing	244	4/1/2026	4/12/2026	Segmentation service	-	Michaela Iery	Published	
☐ WidgTech - Oil & Gas	226	4/1/2026	4/12/2026	Segmentation service	-	Michaela Iery	Published	
☐ HV Retail Accounts, Stalled Opportu...	1	9/18/2025	4/12/2026	Segmentation service	-	Mike Simpson	Published	
☐ Strategic Accounts	1242	3/16/2026	4/12/2026	Segmentation service	-	Jamar Smith	Published	
☐ WidgTech Target Industries - No Op...	757	4/1/2026	4/12/2026	Segmentation service	-	Michaela Iery	Published	
☐ Request for Information - Form Fill	-	3/30/2026	3/30/2026	Segmentation service	-	Mike Simpson	Published	
☐ Engage360 Cross Sell	-	3/3/2026	3/3/2026	Segmentation service	Customers who are current...	Mike Simpson	Published	
☐ TalentSync Customers	-	3/3/2026	3/3/2026	Segmentation service	Customers who are current...	Mike Simpson	Published	
☐ SupplyIQ Customers	-	3/3/2026	3/3/2026	Segmentation service	Customers who are current...	Mike Simpson	Published	

5. Create two paths for different market regions

- HQ - North America
- HQ - APAC

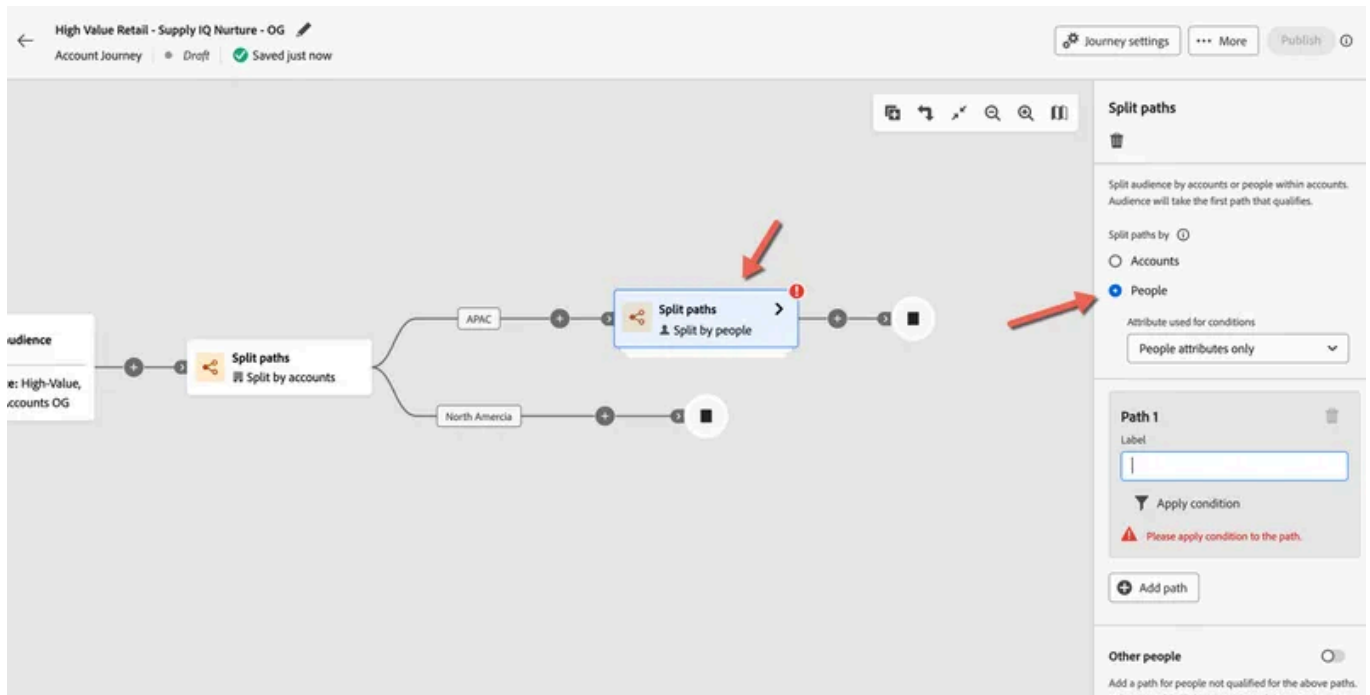
6. Add the filter Country to each path condition and add the following country codes to their corresponding region

- North America: USA, CA, MX
- APAC: JPN, CHN



The screenshot shows the 'Conditions for HQ - APAC' configuration window. The window has a 'Done' button in the top right. Below the title, it says 'Add filters that are applicable to each path'. On the left, there is a list of 'Account Filters' including 'Account Attributes', 'Account Phone Number', 'Address Postal Code', 'Address Region', 'Annual revenue', 'City', 'Country', 'Domain name', 'Employee size', 'Industry', 'Logo Url', and 'Name'. The 'Country' filter is selected and highlighted with a red box. A red arrow points from the 'Country' filter to the main configuration area. In the main area, the 'Filter logic' is set to 'Apply all filters'. Below this, there is a condition '1 - Country' with a dropdown menu set to 'Country is'. The dropdown menu is open, showing 'JPN' and 'CHN' as selected options, which are highlighted by a red box. The status 'Auto-save: no changes' is shown in the top right.

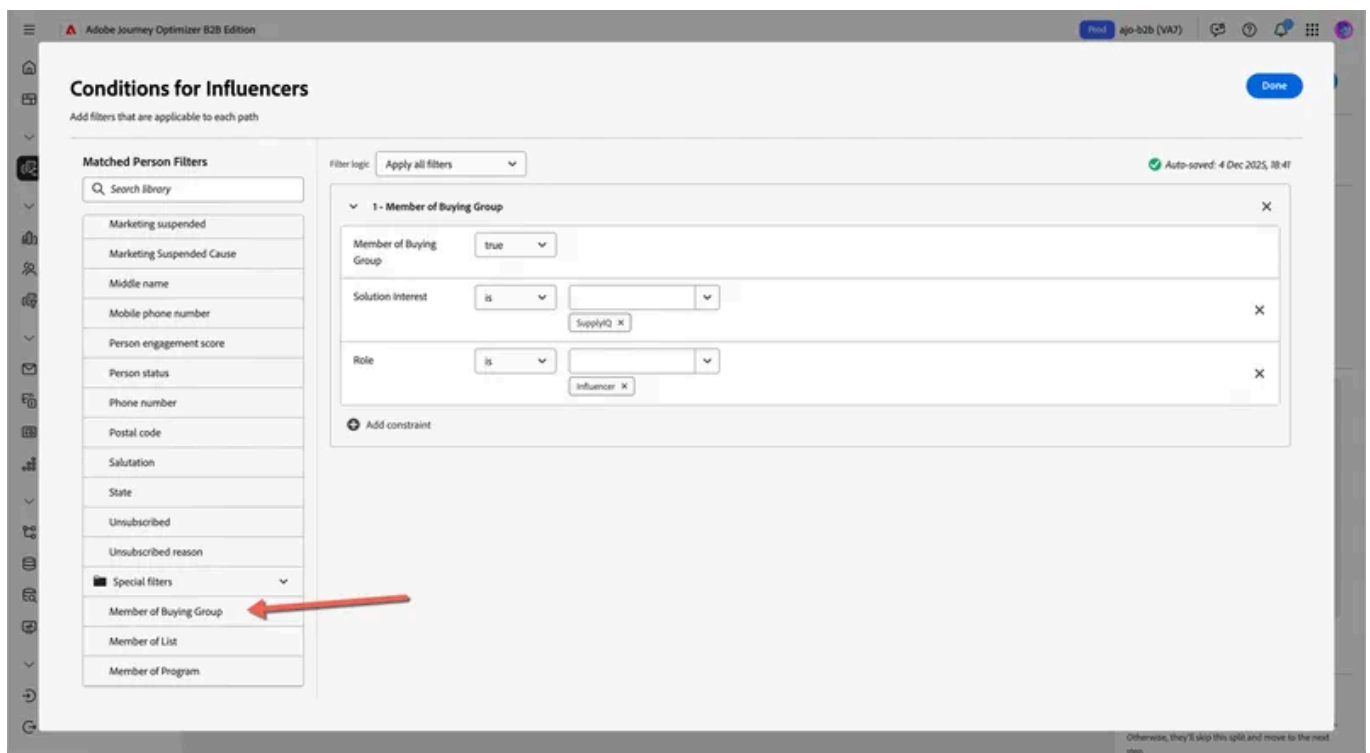
7. Split paths again for the North America branch and select the **People Audience** radio button.



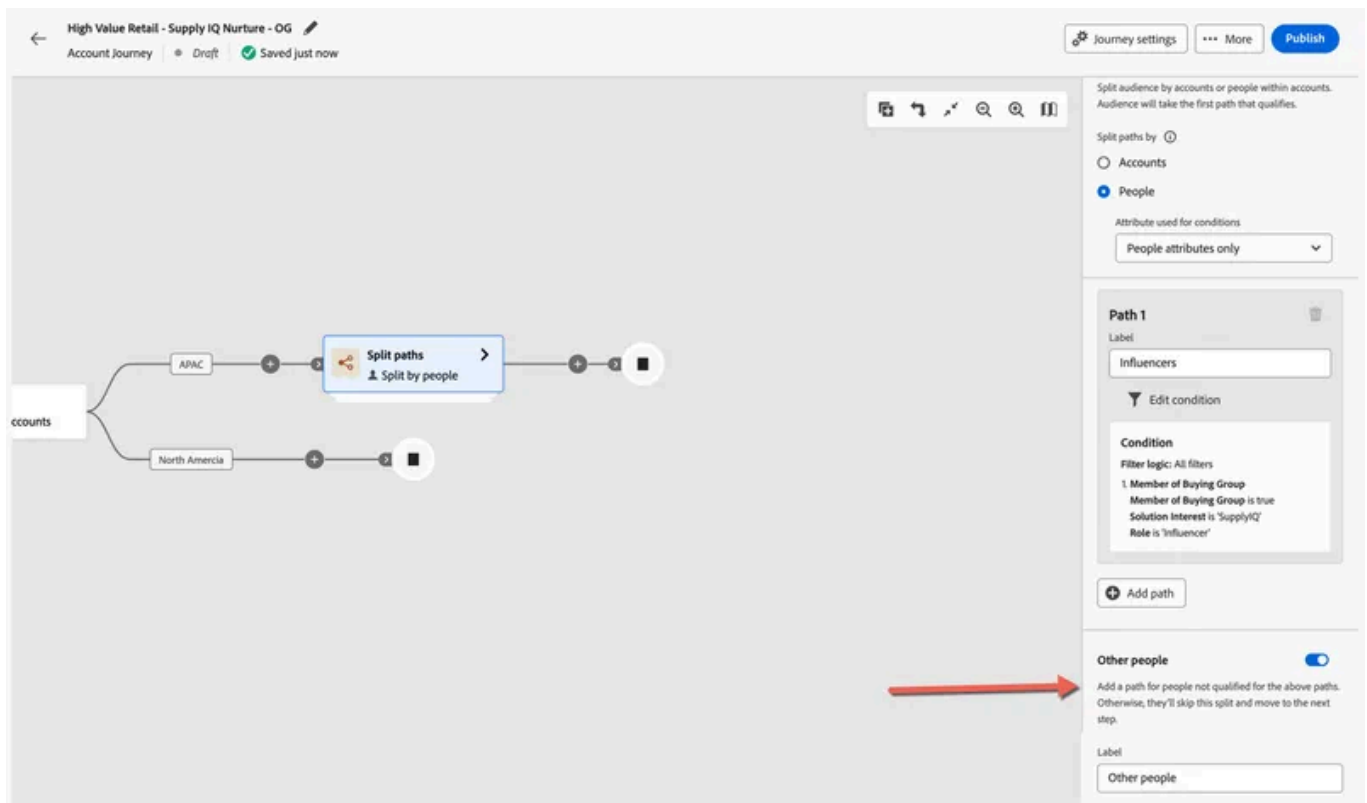
8. Name the first path **Influencers** and click **Apply condition** option.

Select the **Special Filter** condition **Member of Buying Group** and select:

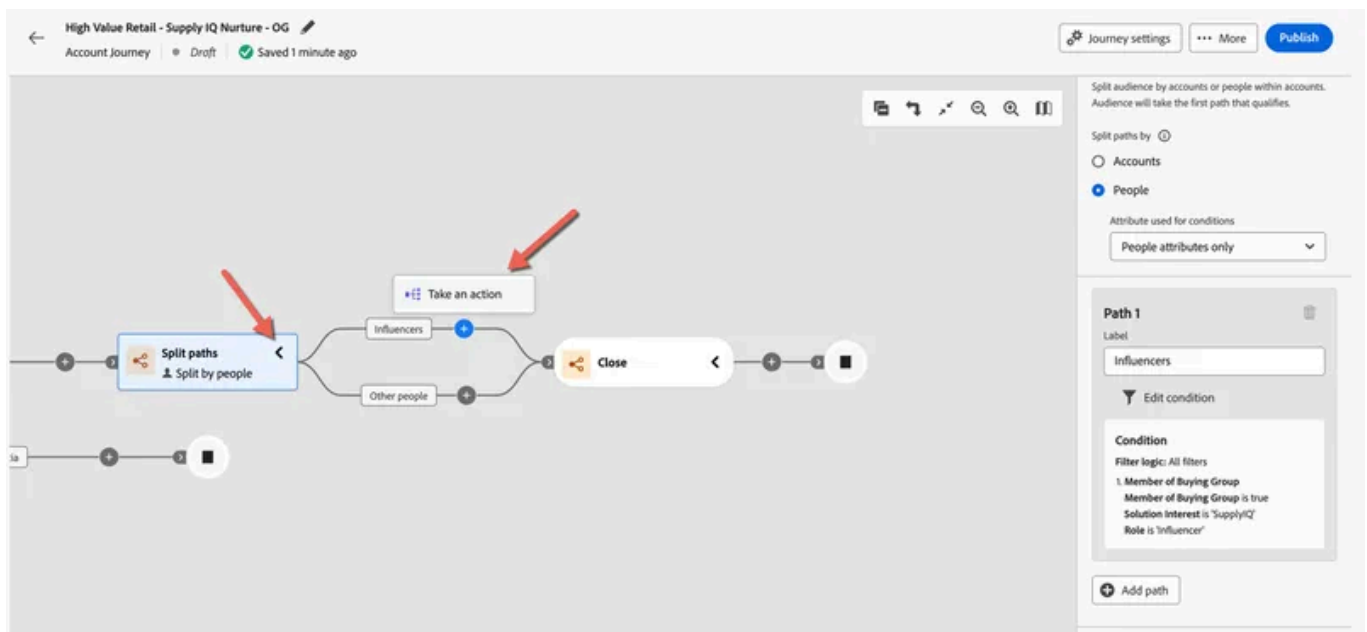
- Member of buying Group: **true**
- Solution Interest: **SupplyIQ**
- Role: **Influencer**



9. Flip the **Other people** toggle



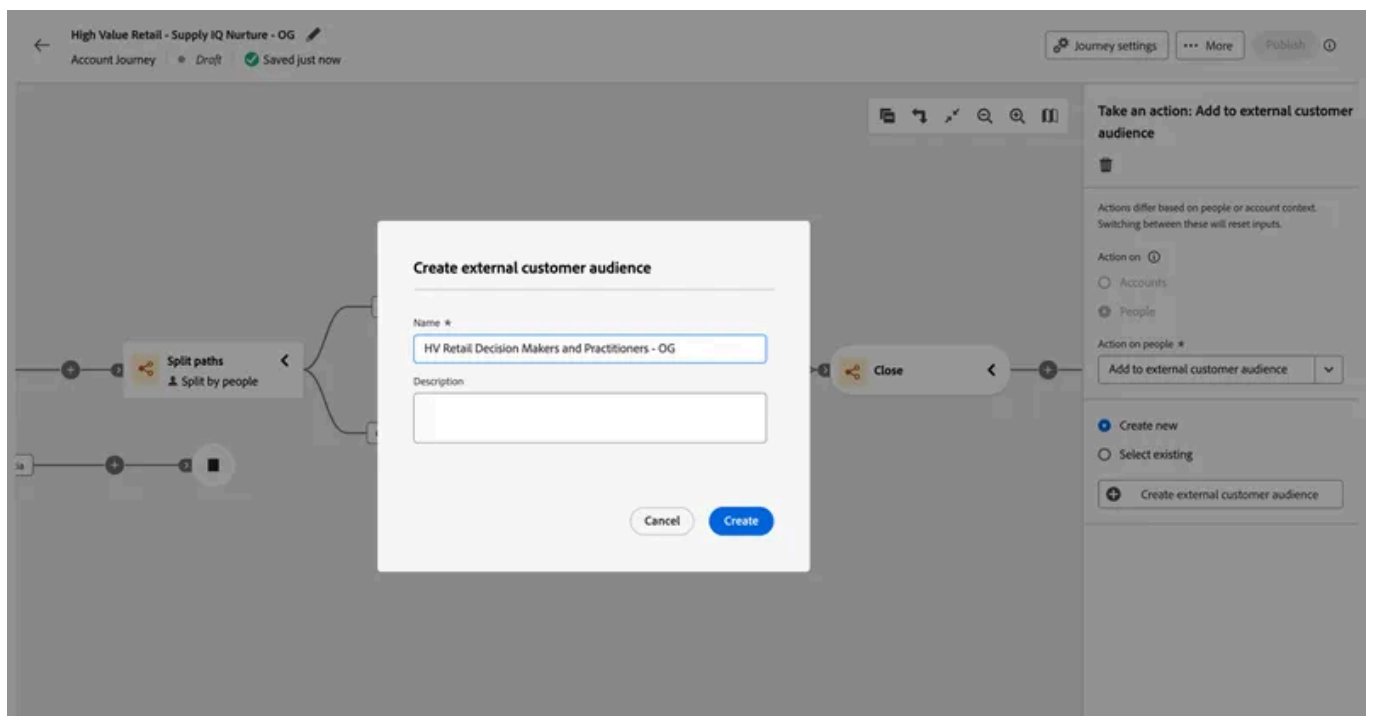
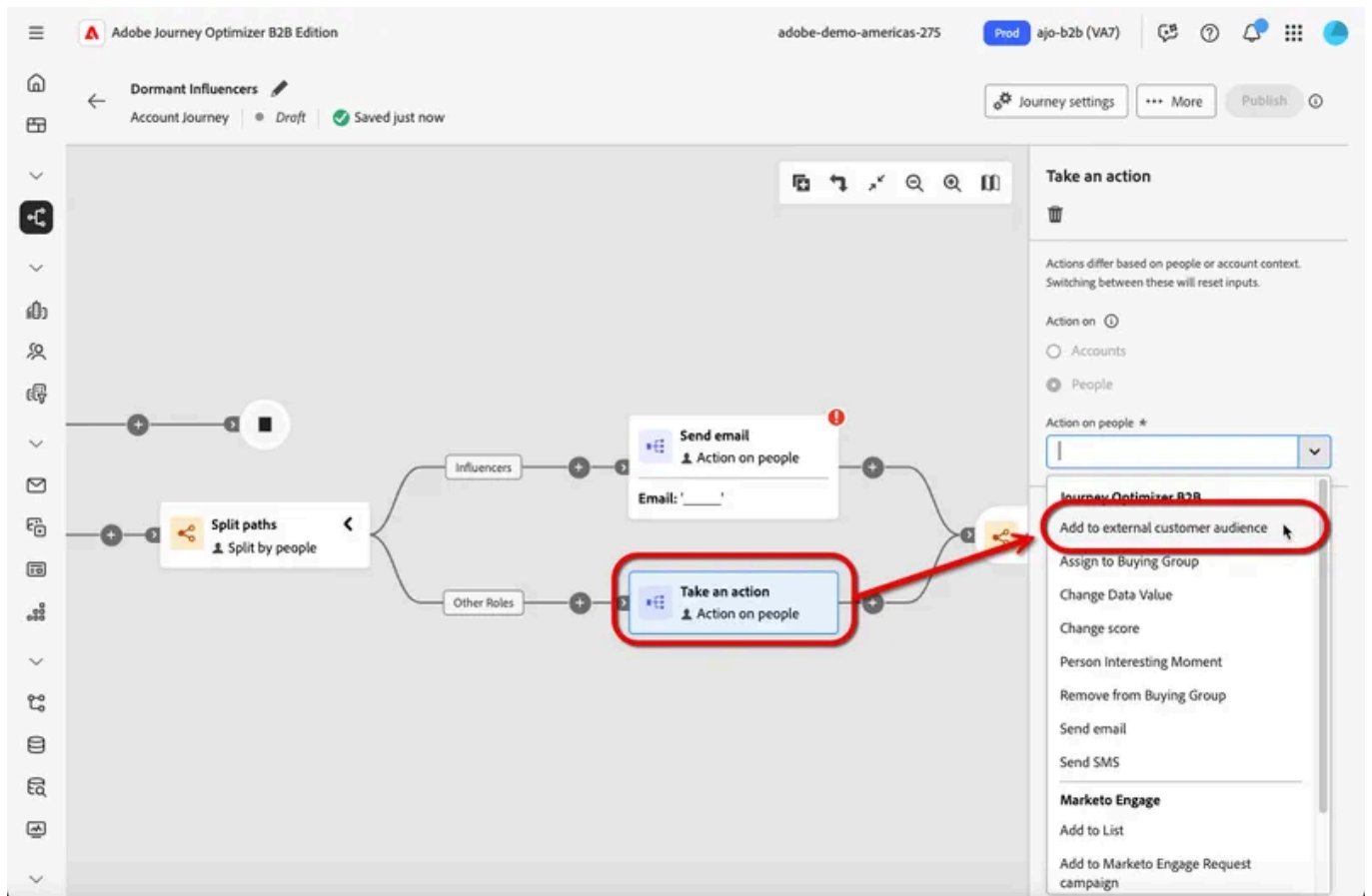
10. Open the split by clicking on the arrow and add a **Take an Action** node to the new **Influencers** path and the **Other Role** Path.



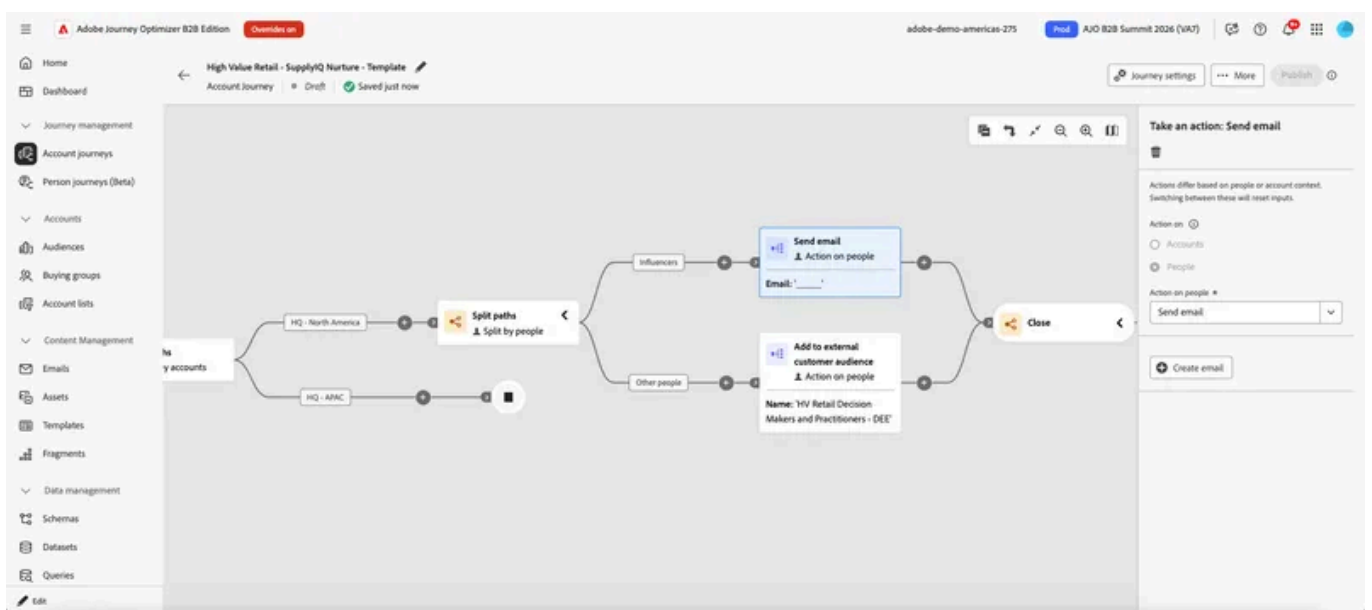
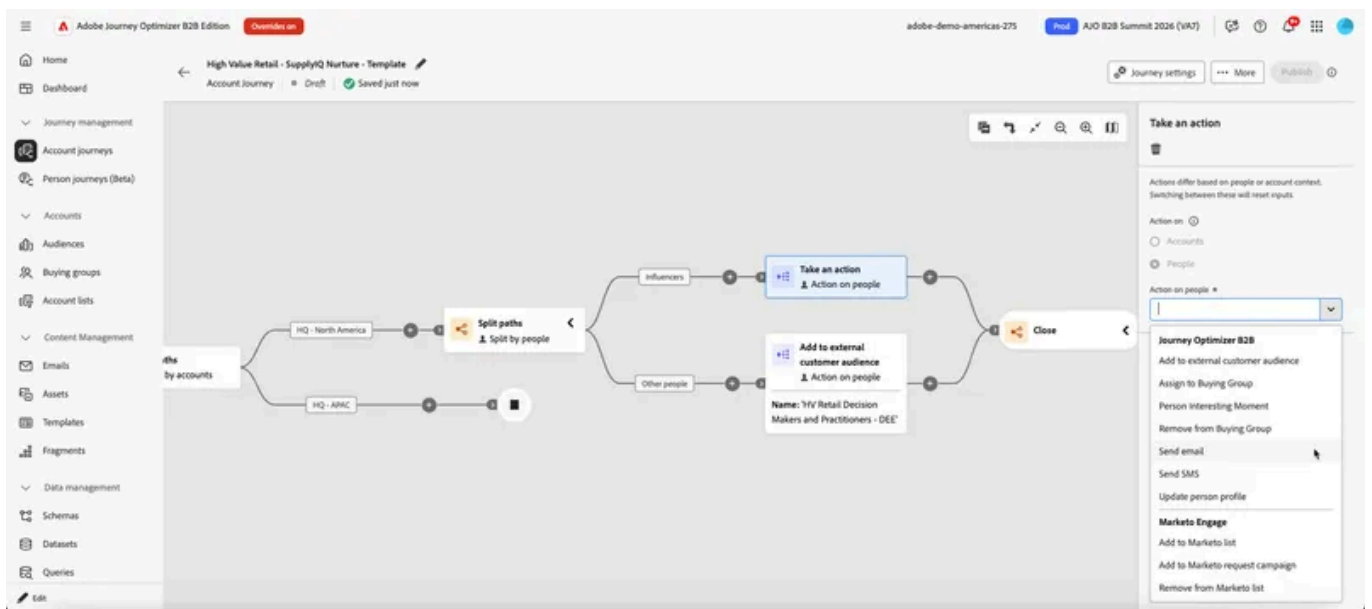
We're going to send the influencers a personalized email - but we'll send the other roles to an external customer audience for targeting on Paid and/or Social Media sites like LinkedIn.

11. Add an **Add to external customer audience** node to the **Other Role** path. Create a new external audience and name it **HV Retail Decision Makers and Practitioners** -

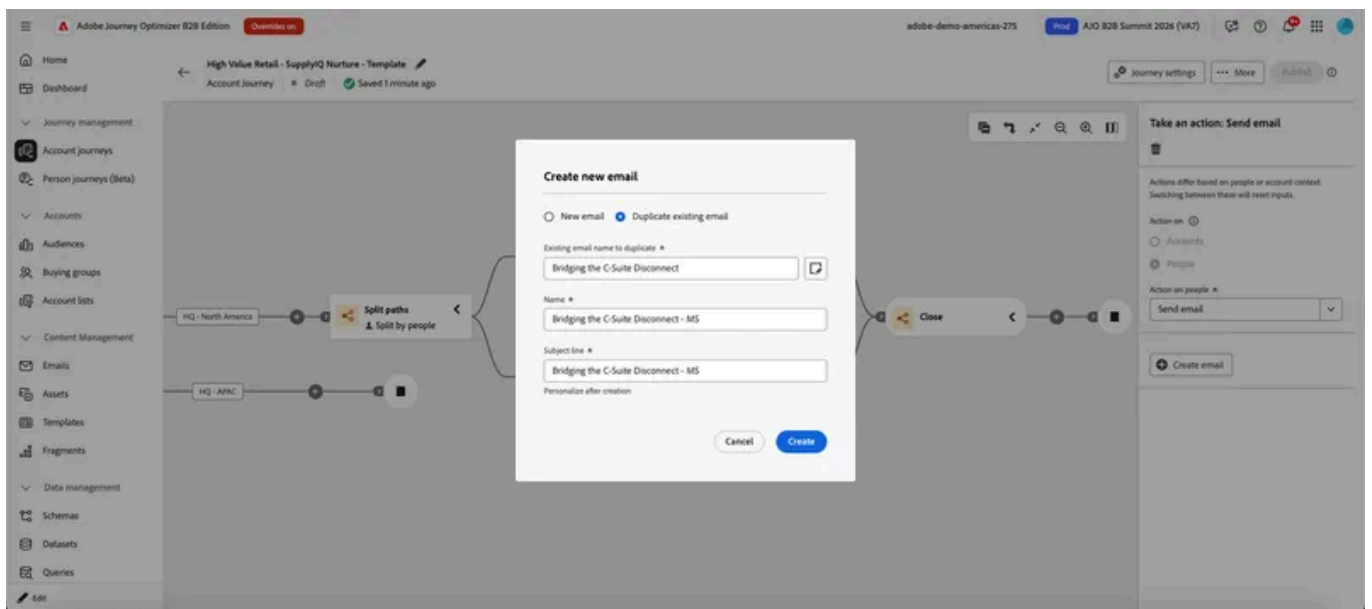
{your initials}.



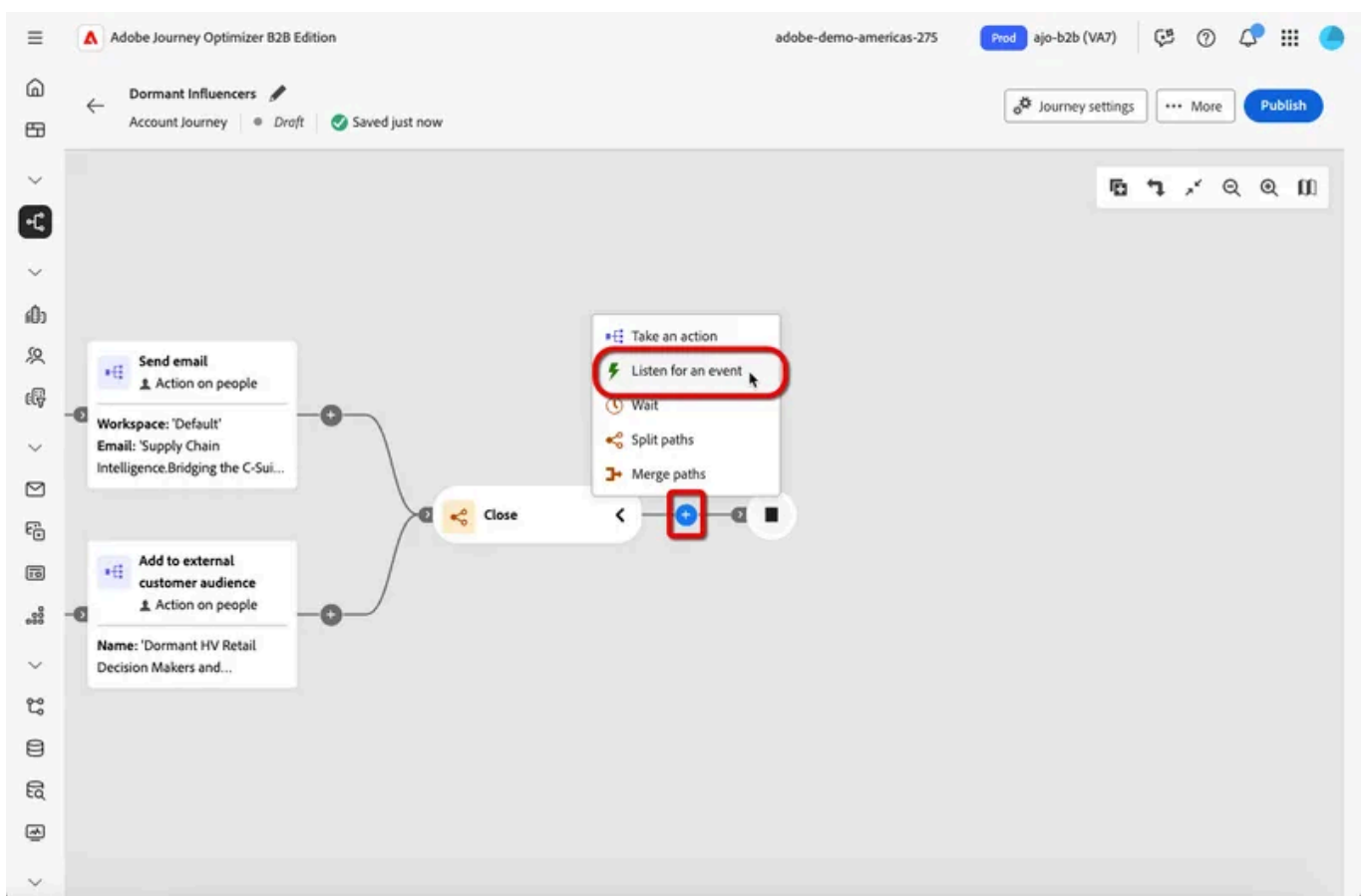
12. Return to the action for **Influencers** and select the **Send email** action



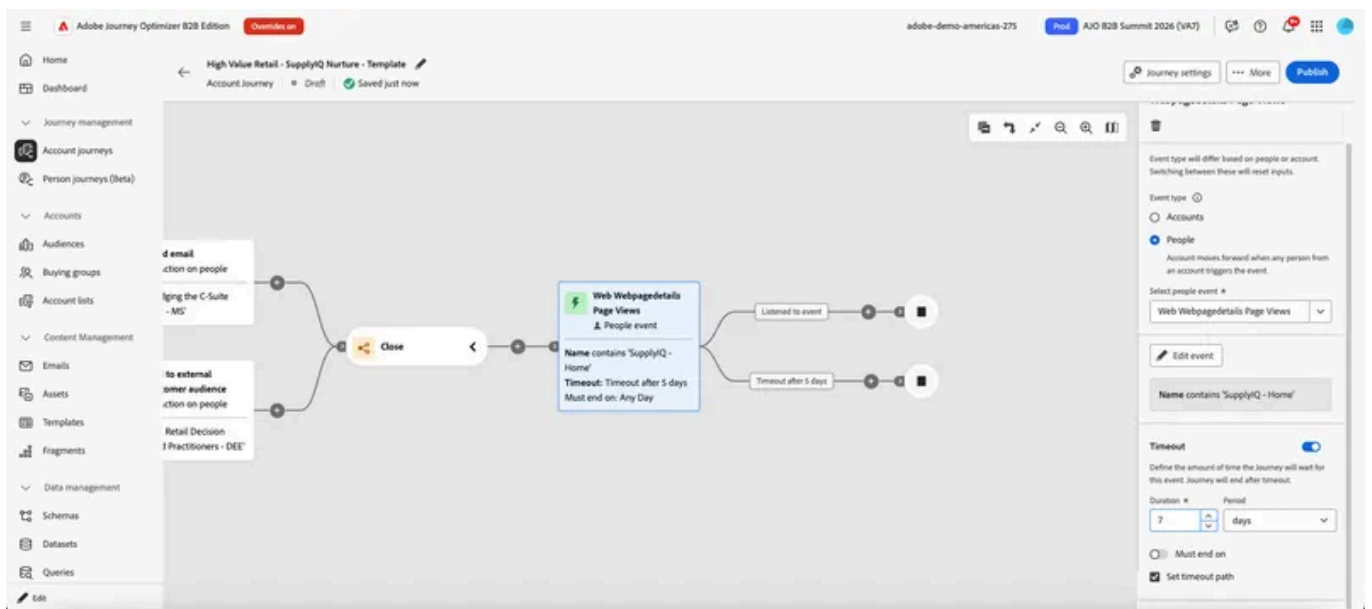
13. You can choose to create a new email or you can duplicate an existing Email. For now, duplicate existing email **Bridging the C-Suite Disconnect** and rename it **Bridging the C-Suite Disconnect - <your initials>**



14. Next we want to see who reacts to our email and if they visit our landing page or take specific actions we will promote the buying group to a new stage. Add the **Listen for an event** action to the merged path.



15. Select the **People** event type radio button and select the **Visits Web Page** event. Click the **Edit event** button.



16. Select the **Name** constraint, change the operator to **contains**, and add **SupplyIQ - Home** as the web page name.

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Prod

AJO B2B Summit 2026 (V1A7)

Edit event

Event details | Filter

Auto-saved: Apr 17, 2026, 10:01 AM

1 - Web Webpagedetails Page Views

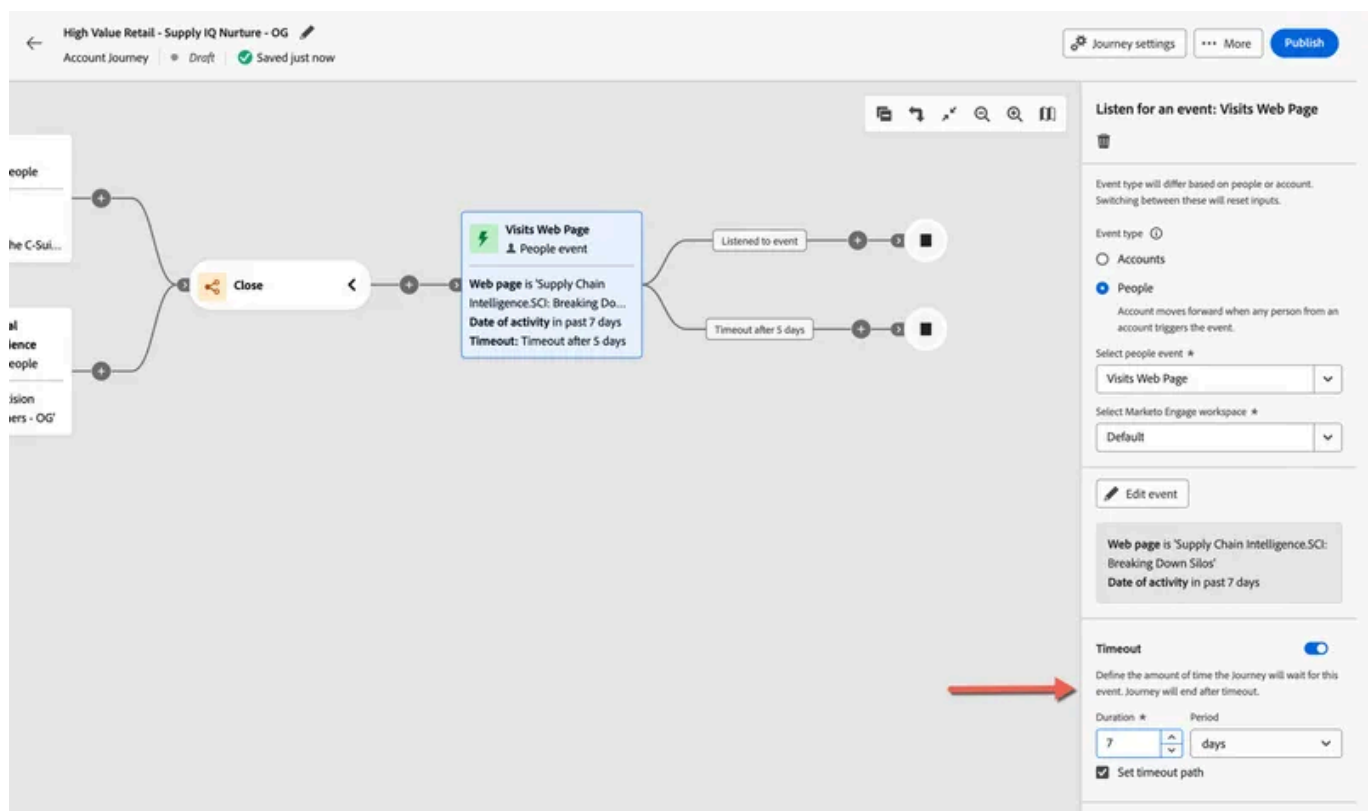
Name

contains

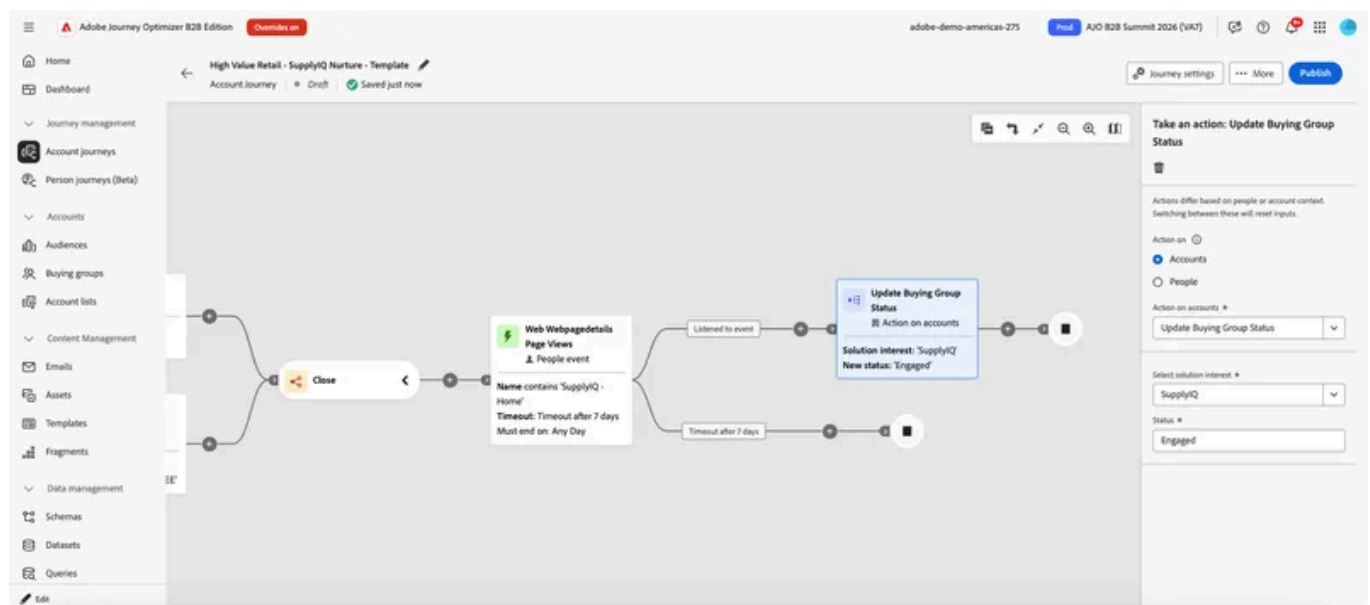
SupplyIQ - Home

Add constraint

17. Add a **Timeout** of 7 days to our event



18. Add a **Take an Action** node to the **Listened to event** path. Select the **Account** radio button and select the **Update Buying Group Status** action from the dropdown. Select the **SupplyIQ** solution interest and enter the status **Engaged**.



19. Add a **Take an Action** node to the **Timeout** path. Select the **People** radio button, select the action **Add to external customer audience**, and select the **Select** existing radio button and choose the **Profiles that didn't react** audience from the list

Adobe Journey Optimizer B2B Edition

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Prod

AJO B2B Summit 2026 (VIA7)

Home

Dashboard

Journey management

Account journeys

Person journeys (Beta)

Accounts

Audiences

Buying groups

Account lists

Content Management

Emails

Assets

Templates

Fragments

Data management

Schemas

Datasets

Queries

Edit

High Value Retail - SupplyIQ Nurture - Template

Account Journey

Draft

Saved just now

Journey settings

More

Publish

Web Webpagedetails Page Views

People event

Name contains 'SupplyIQ - Home'

Timeout: Timeout after 7 days

Must end on: Any Day

Close

Listen to event

Update Buying Group Status

Action on accounts

Solution interest: 'SupplyIQ'

New status: 'Engaged'

Timeout after 7 days

Add to external customer audience

Action on people

Name: 'Profiles that didn't react'

Take an action: Add to external customer audience

Actions differ based on people or account context. Switching between these will reset inputs.

Action on: Accounts

People

Action on people: Add to external customer audience

Create new

Select existing

Select external customer audience

External customer audience: Profiles that didn't react

3.2. Person Journey Building

In this exercise we'll create a person journey targeting people that have filled out a web form requesting more information about Engage360, a customer onboarding and success platform.

Goal: build the framework for a journey that incorporates multiple splits and activations based on buying group composition and customer preferences

Use Journey Agent

Journey Agent Prompt

Create a person journey that starts with the **Request for Information audience**. Split the journey into two paths based on **buying group completeness**. The first path should filter for 100% completeness and the second path should be all other people. The others path should be open ended. The 100% complete path should split paths again by **buying group roles**. The roles are influencers and all other roles. The influencer path should listen for a **demo request event** and then either send an email if the customer's **preferred channel is email** or **request a Marketo campaign**. Add a timeout to the influencer path after demo request event.

Try It Yourself

There are many actions you can program into a person journey. Try using some of the actions below.

Complete the Person Journey Build

Start a Journey

Select a Profile audience or an Event audience

Take an Action

Action	Description
Add to external customer audience	Add a person to a Customer Audience that is used for activation outside of AJO B2B Edition (eg LinkedIn, Target)
Add to Marketo list	Add a person to an existing list in Marketo Engage
Add to Marketo request campaign	Add a person to an existing Marketo Engage campaign that is designed to activate from outside of Marketo via the Campaign is Requested Trigger
Person Interesting Moment	Create a customized, detailed event or comment that can be surfaced to sales team or other marketing staff via Marketo Sales Insights
Remove from Marketo list	Remove a person from an existing list in Marketo Engage
Send email	Send and email
Update person profile	Update a contact or lead profile profile

Listen for an Event

Event	Description
Person profile changes	Listen to changes made to specific attributes to a person's profile. Attributes are limited to those exposed to the journey builder.
Lead Operation Score Changed	Listen for a profile score change
Media downloaded content	Listen for a media download event
Demo Request	Listen for a demo request via form fill
Web Form Filled Out	Listen for a specific form fill event
Web Page View	Listen for a specific web page view event

Wait

Configuration	Description
Type	Duration or Date
Duration	A whole number representing minutes, hours, days, weeks or months.
Period	A period of time that is specified as minutes, hours, days, or months.
Must end on	A toggled configuration that allows the user to specify when a wait ends for individual profiles. (eg any profile stopped a wait step may progress after Tuesday at 8:00 AM. PDT.

Split Paths

Filter Type	Description
Custom Objects/Special Filters	Person has an account relationship or is a member of a specific buying group
Person Attributes	Attributes that pertain specifically to the person profile

