

Alterra | AJO HOL

1. 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](#)

HOL Presentation:

 [AJOCO_POC_HOL.pdf](#)



HOL Survey:

<https://forms.office.com/r/ef6CLSFnb8>

Alterra - Adobe Journey Optimizer Orchestrated Campaigns Feedback



2. Email Designer

This lab will walk through the steps to create an Email in Adobe Journey Optimizer.

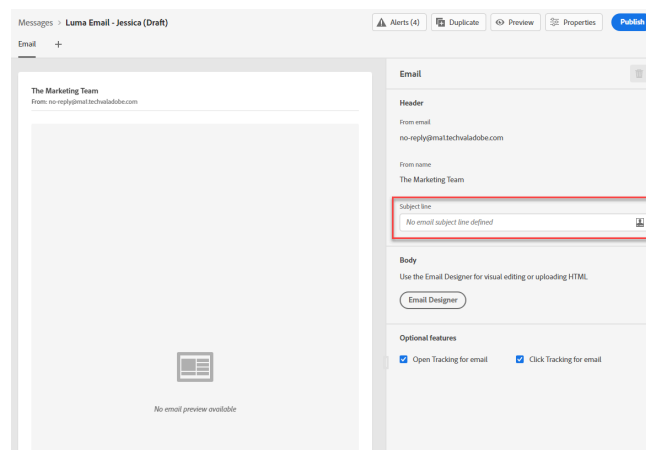
NOTE: Some exercises may vary during the actual Hands on Lab versus what is listed in the Archbee Page, due to industry setup and / or Presenter preferences.

Create a New Message Template

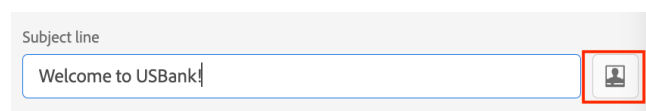
1. Navigate to Content Templates
2. Click "Create" to create a new Email template

Define a Subject Line

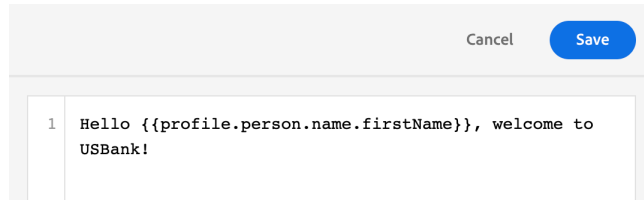
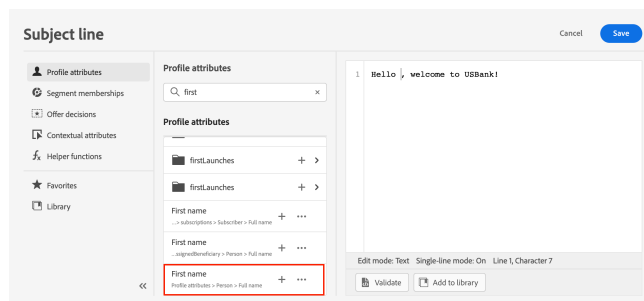
1. Enter a Subject Line.



2. Click on the Personalization icon to add personalized data available for customer record.

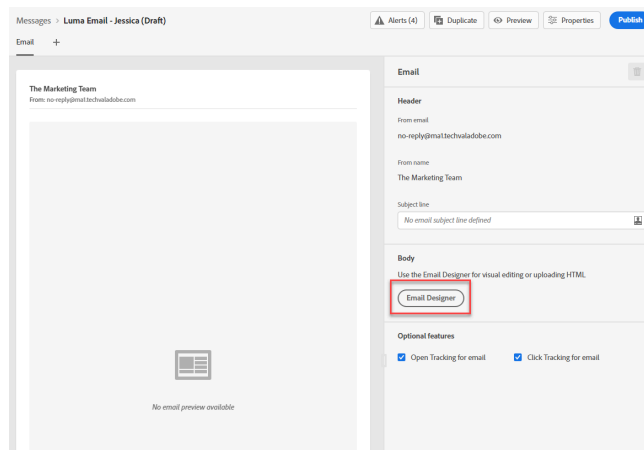


3. To add personalization, place your cursor where you want the personation added.
Search for first name by searching for "first" and clicking the plus sign. Click Save.

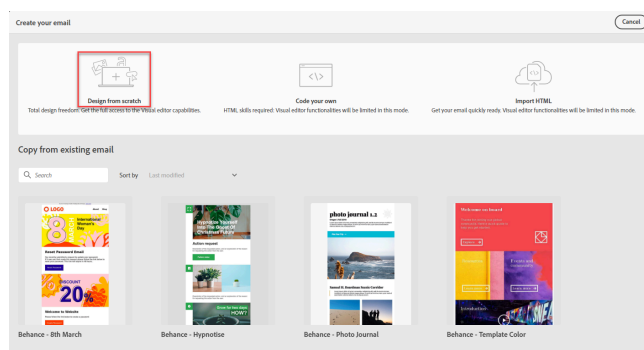


Design Email

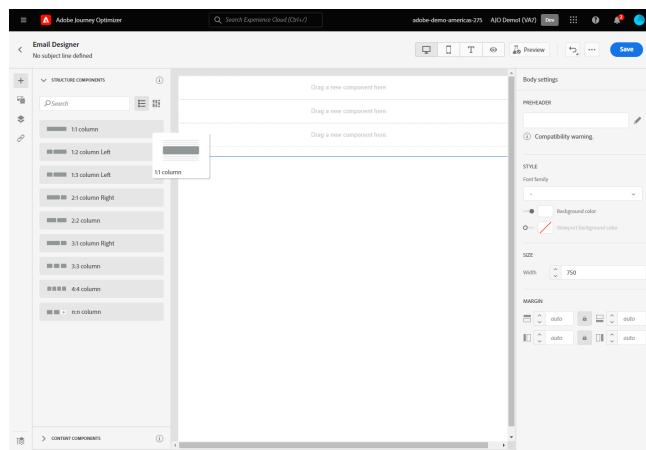
1. Click Email Designer



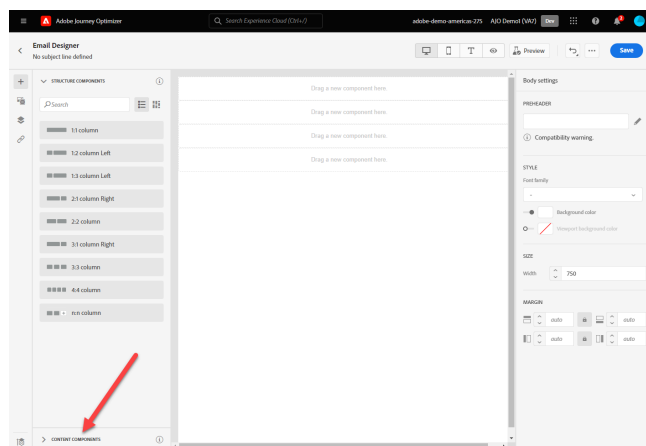
2. Select "Design from Scratch"



3. Click on the 1:1 Column. Drag it 5 times onto the Canvas. Click Save



4. Select Content Components



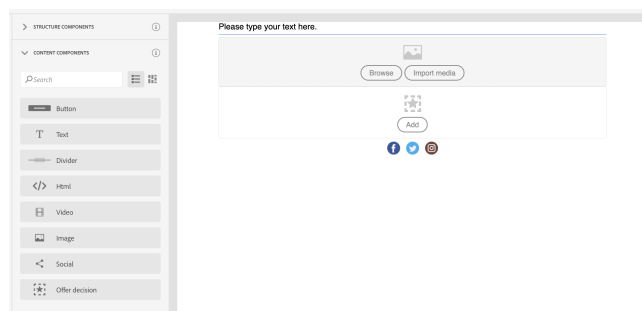
5. Add an Image Component in the first Component

6. Add a Divider in the Second Component

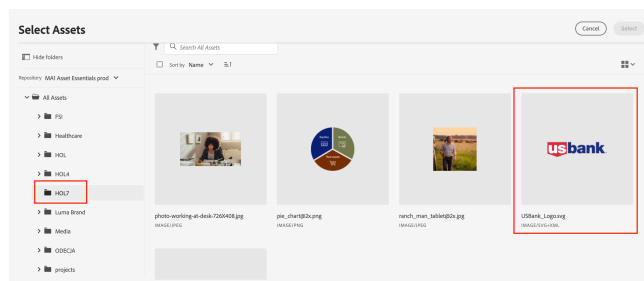
7. Add an Image in the Third Component

8. Add an Offer Decision in the Fourth Component

9. Add Social in the Fifth Component

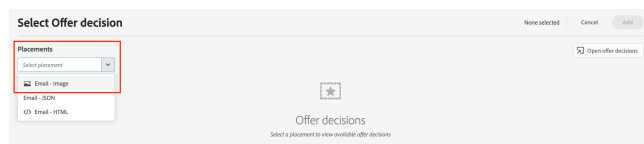


10. Select Browse to select an image. Choose US Bank logo available in the HOL7 folder in Asset Essentials

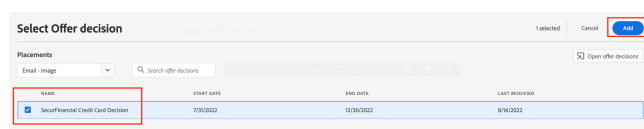


11. Add a hero image to the email message.

12. Click on the Offer Decision component. Then choose Email-Image as Placement type



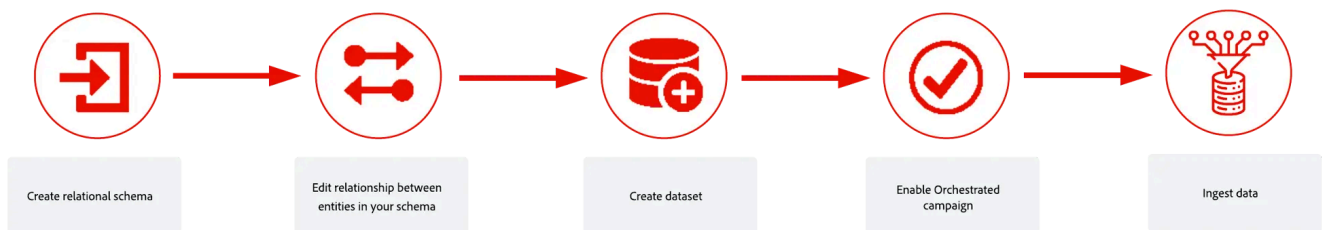
13. Choose the desired offer from the Offers Library. Click Add.



14. Click Save to save the message and then exit out of the Designer.

3. Campaign Orchestration Labs

3.1. Model Based Schema



A **model-based schema** is the formal definition of the model-based data model.

It specifies:

- The set of tables
- The columns in each table
- The constraints
- The relationships across tables

Organizing schemas or tables in a model-based data model is about structuring your data into multiple tables. Ensure each table stores one type of entity/schemas.

There are 2 ways to create a **model-based schema**. We will only cover the fastest way which is using a DDL file. If you are interested on how to create manually, then visit this [page](#).

Create Model Based Schema using DDL

Upload Your DDL:

✓ **DDL File For Lab**

Either download the file, or copy the code and paste in a Text Editor (Notepad ++ or textEdit or notes) save with the extension .ddl upload to AEP.



uc1_bookings_u1.ddl



DDL



```

-- =====
-- Hands-On Exercise: Create Your Bookings Table (User 1)
-- =====

-- Purpose: Practice creating a bookings table with proper relationships
-- Platform: Snowflake
-- Key Learning: Understanding 1:many relationships in Campaign Orchestration
-- =====

-- INSTRUCTIONS:
-- 1. This table will store individual booking transactions
-- 2. The emailAddress field is AEP Namespace
-- 3. Each booking is a separate record (customers can have multiple bookings)
-- 4. Primary Key: bookingNumber (unique identifier for each booking)
-- 5. Foreign Key: emailAddress (links to Recipients and AEP Profile)

-- =====
-- Create the uc1_bookings_u1 table
-- =====

CREATE TABLE uc1_bookings_u1 (
    -- Primary identifier for this booking
    bookingNumber STRING NOT NULL,

    -- Version field (required for AJ0 dataset versioning)
    version NUMBER(38,0) NOT NULL,

    -- RELATIONSHIP FIELD: Must match emailAddress in uc1_recipients table
    -- This is how we link bookings to customers (1:many relationship)
    emailAddress STRING NOT NULL,

    -- Customer information (duplicated from recipients for convenience)
    firstName STRING,
    lastName STRING,

    -- Cruise product details
    productLine STRING,          -- e.g., "River", "Ocean", "Expedition"
    productName STRING,         -- e.g., "Grand European Tour"

    -- Important dates
    bookingDate DATE,            -- When the booking was made
    departureDate DATE,          -- When the cruise departs

    -- Trip details
    fromPort STRING,             -- Departure port
    shipCode STRING,             -- Specific ship (e.g., "VIK001")

```

```

cabinCategory STRING,          -- Cabin type (e.g., "Veranda", "French Balcony")
sailingSeason STRING,          -- Season (e.g., "Spring", "Summer")

-- Extensions (pre/post cruise experiences)
preExtension STRING,           -- Pre-cruise extension indicator
postExtension STRING,          -- Post-cruise extension indicator
extPreName STRING,             -- Name of pre-cruise extension
extPostName STRING,            -- Name of post-cruise extension

-- Insurance and air travel
insuranceIndicator STRING,      -- Has travel insurance (Y/N)
airType STRING,                 -- Type of air package
airTicketed STRING,             -- Air tickets issued (Y/N)
airIndicator STRING,            -- Air travel included (Y/N)

-- Additional services
numShoreExcursions NUMBER(38,0), -- Count of shore excursions booked
numOfDays NUMBER(38,0),          -- Length of cruise in days

-- Administrative codes
packageCode STRING,             -- Package identifier
officeCode STRING,              -- Booking office
marketCode STRING,              -- Market segment

-- Define primary key
PRIMARY KEY (bookingNumber)
);

-- =====
-- KEY CONCEPTS FOR CAMPAIGN ORCHESTRATION
-- =====

-- 1. PRIMARY ENTITY: uc1_recipients (profiles)
--   - This is who you TARGET in campaigns
--   - One record per customer
--
-- 2. RELATED ENTITY: uc1_bookings_u1 (bookings)
--   - This is what you REFERENCE for personalization
--   - Multiple records per customer (1:many)
--   - Linked via emailAddress foreign key

```

- Under **Data Management**, click **Schemas**.
- Click **Create Schema**
- Select the option **Model Based Schema**

- Select the option **Upload DDL File**
- Drag and Drop your DDL File, Click **Next**

10/01/2025 6:03 PM

Create a model-based schema

Select an option to create a model-based schema *

☐

Create manually
Build schema by manually adding fields

☒

Upload DDL file
Import a DDL file to define an entity relationship diagram and create schemas

[View all DDL import jobs](#)

☒

uc1_bookings_u1.ddl

×

Cancel

Next

10/01/2025 6:03 PM

Entities and Fields to Import:

Select entities and fields to import

1 table, 26 columns selected

Cancel

Done

Selected tables

Each selected table will create a schema containing selected columns. Configure each schema and its columns.

uc1_bookings_u99

26 of 26 columns selected

×

Schema properties

Schema name *

uc1_bookings_u99

Description

Column selection

Select columns that you want to import as fields into your schema

SQL column	SQL Type	Relationship	Field label	Type	Identity	Field type	Version ID	Key
X bookingNa...	STRING	0	bookingNumber	String		☒ Required	☐ Versioning	☒ Primary key
X version	NUMBER (38,0)	0	version	Integer		☒ Required	☒ Versioning	☐ Primary key
X emailAddress	STRING	0	emailAddress	String	Email	☒ Required	☐ Versioning	☐ Primary key
X firstName	STRING	0	firstName	String		☐ Required	☐ Versioning	☐ Primary key
X lastName	STRING	0	lastName	String		☐ Required	☐ Versioning	☐ Primary key
X productLine	STRING	0	productLine	String		☐ Required	☐ Versioning	☐ Primary key

Notice that our version column of the SQL Type Number (38,0) got flagged by AEP as a Double. We know it is a number and it's our version column, let's fix that!

- On the column called Type for Row "version" select Integer option.
- Then on the column Version hit the toggle Versioning for the same row.
- The row emailAddress, set its Identity as Email.
- Lastly, Look at your top left corner for the field "Schema Name". Change it so it matches your Lab User Number (i.e uc1_bookings_u**99**)
- Click Done. Click Save. Open Jobs.

Relationships

We ingested only one entity without relatable entities. We can add relationships by manually editing the schemas. Please follow your instructor on this part.

Congratulations, you finished this lab!

3.2. Data Ingestion



Data Ingestion for the most part remains the same for AJOCO. The following Sources are supported for use with Orchestrated campaigns:

Type	Source
Cloud Storage	<u>Amazon S3</u>
	<u>Google Cloud Storage</u>
	<u>SFTP</u>
Cloud Data Warehouses	<u>Snowflake</u>
	<u>Google BigQuery</u>
	<u>Data Landing Zone</u>
	<u>Azure Databricks</u>
File-Based Uploads	<u>Local File Upload</u>

Configure a Data Flow

- Go to Sources under Connections from the Navigation.
- In the catalog: Search for Local File Upload
- Click Add Data
- Click the toggle under Change data Capture
- Select the dataset you created
- Click Next
- Drag and Drop bookings file. Click Next. Click Finish.

✓ **SAMPLE Bookings File**

You can either download the file or copy the contents and save it in a note pad (notepad++, notes, textEdit, etc) with the extension .csv.



SAMPLE_BOOKINGS_DATA.csv



csv

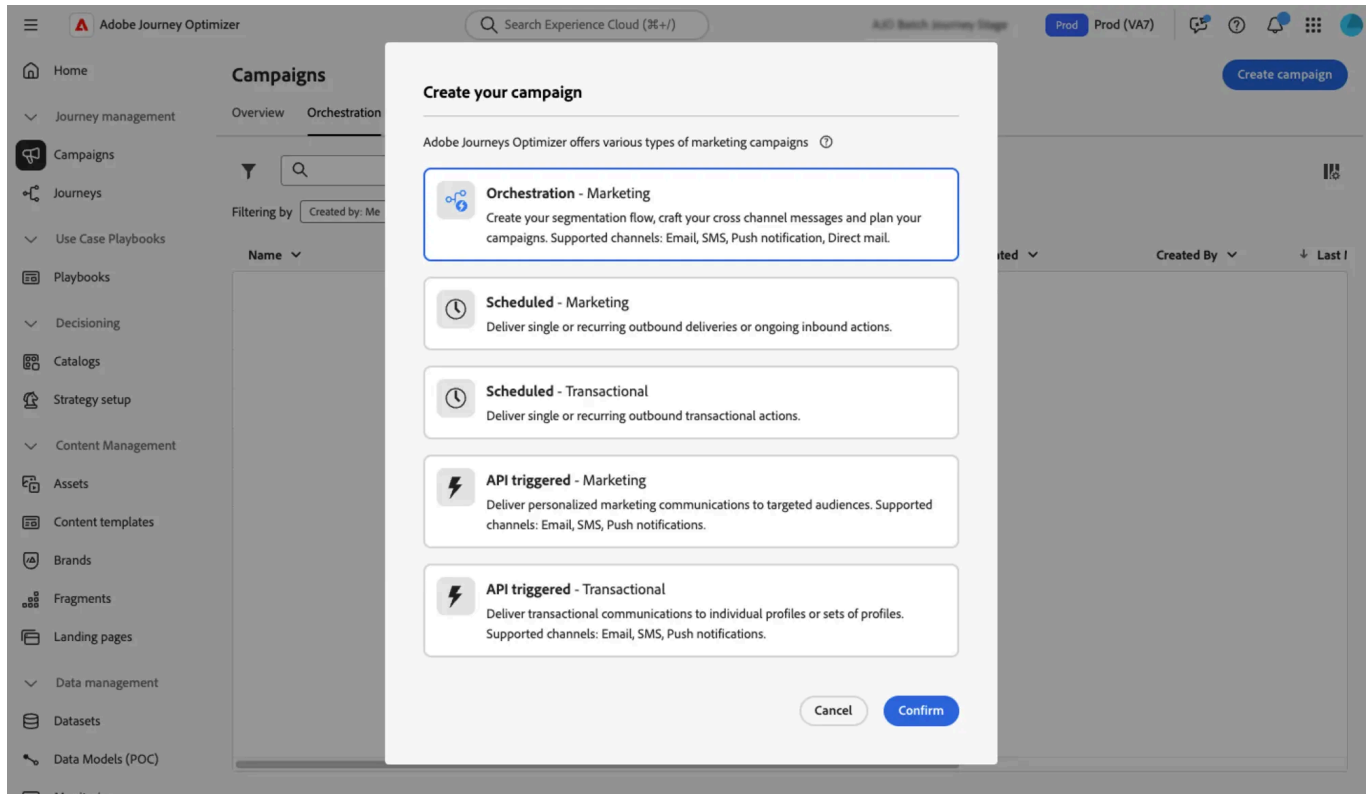


```
bookingNumber,version,emailAddress,firstName,lastName,productLine,productName,bookingDate
VRV000500,1,Sarah.Williams@yahoo.svpoc.io,Sarah,Williams,River,Imperial Jewels of China,2025-09-20
VRV000501,1,Sarah.Williams@yahoo.svpoc.io,Sarah,Williams,River,Romantic Danube,2025-09-20
VRV000502,1,Sarah.Williams@yahoo.svpoc.io,Sarah,Williams,River,Charms of the Rhine,2025-09-20
```

Congratulations, you have completed this lab!

3.3. Orchestration

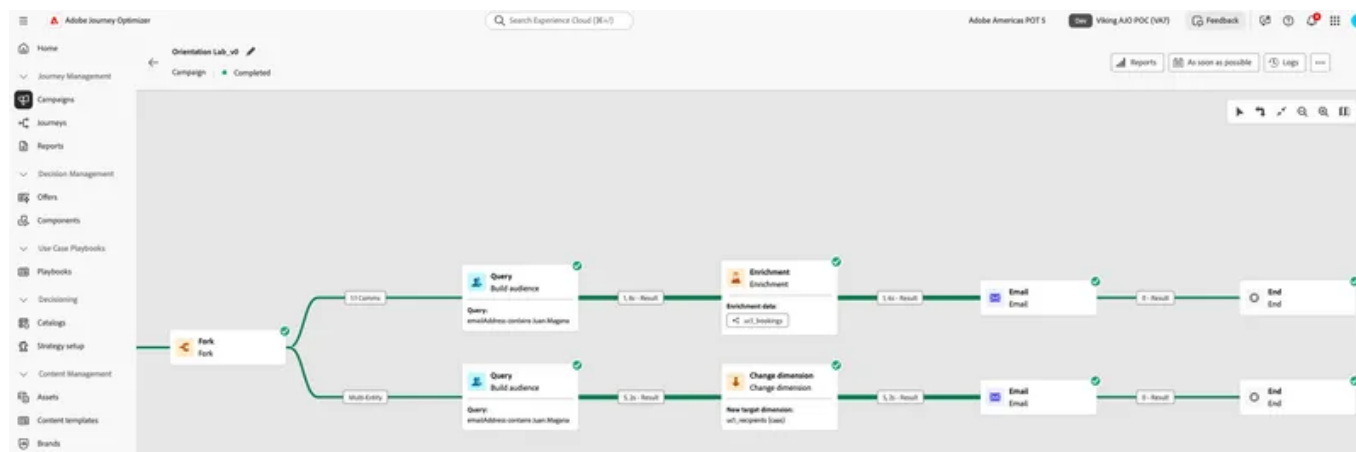
During the course of this lab, we will create a orchestrated flow. The goal for this campaign will be to target individual bookings and individual recipients that get enriched by bookings.



- Under Journey Management, click **Campaigns**
- Click **Create** campaign
- Select Orchestration - Marketing, and click **confirm**
- Type campaign name **AJOCOLAB-U#**, click **Save**

3.3.1. Campaign Activities

Orchestrated campaign activities in Adobe Journey Optimizer empower you to design seamless, data-driven marketing journeys that connect with your audience at the right time and through the right channels. By combining targeting, channel, and flow control activities, you can define precise audience segments, personalize messages, and automate complex workflows. Whether you're building audiences, synchronizing campaign branches, or adding delays for perfect timing, these activities work together to streamline your campaign execution. With tools like Enrichment for data enhancement or Split for audience segmentation, you'll have a flexible toolkit to create meaningful, impactful customer experiences. More information about [Activities](#).



Add Fork

1. Click on the plus sign and select Fork so we have 2 transitions
2. Add a Build Audience Node to each Transition path
3. On the first query, click the folder icon next to Targeting Dimension, select **uc1_recipients**. Do not select your table. Select the one without a number.
4. Click Create an audience. Add a Condition.
5. Search for the emailAddress field and select it.
6. Set the emailAddress contains **Sarah.Williams**
7. **Confirm**

8. On the second query, repeat step 3 thru 7, but this time around the Targeting Dimension will be **uc1_bookings**. Do not select your table. Select the one without a number.

Add Enrichment

- On the top transition path, click the plus sign next to its query, and select the Enrichment Node.
- Click add enrichment data.
- Click Targeting dimension, and select **uc1_bookings > ProductName**
- Click Add Attribute, and select **uc1_bookings > fromPort**

Add Change Dimension

- On the bottom transition path, click the plus sign next to its query, and select the Change Dimension.
- Select **uc1_recipients**.

Add Channel Activities (Email)

- Add an email to the end on both Transition Paths.

3.3.2. Message Personalization

Personalization in Orchestrated campaigns works similarly to other **Journey Optimizer** campaigns or journeys, but with a few key differences specific to the orchestrated canvas.

When you access the personalization editor from an Orchestrated campaign, two main folders contain attributes available for personalization detailed below.

- **Profile attributes** This folder includes all profile-related data from Adobe Experience Platform. These are standard attributes such as name, email address, location, or any other traits captured in the user profile.
- **Target attributes** (specific to Orchestrated campaigns) This folder is unique to Orchestrated campaigns. It contains attributes calculated directly within the campaign canvas. It contains two subfolders:
 - **<Targeting dimension>** (e.g., "Recipients", "Purchases"): Contains all attributes related to the dimension targeted by your campaign.
 - **Enrichment**: Includes data added via **Enrichment** activities in your canvas. This allows you to personalize messages based on external datasets or additional logic incorporated during orchestration. Learn how to use an Enrichment activity

← Luma summer campaign > Email

Properties Actions Content

Actions



Email

Edit content

Email configuration * ⓘ

config with identitymap

▼

👁

Select or create new configuration

Business rules

Rule set ⓘ

▼

🗑

Action tracking

☒ Track email opens

☒ Track clicks on links and buttons in email

Adding Content and Personalization

Top Path (Enrichment Email):

- Select the Email Configuration email-one-to-one-uc1
- Click Edit Content
- On the subject line, click on the personalization icon
- Click on Target Attributes, then select on **uc1_recipients > firstName**
- Then paste this "*, looking at your top 3 trips*", click save
- Click Edit Email Body
- Under Saved Templates, select the **Lab Email - Enrichment**
- Click Save. Go back to the canvas

Bottom Path (Change Dimension):

- Select the Email Configuration email-one-to-many-uc1
- Click Edit Content
- Add this to your subject line: **{{target.uc1_bookings.firstName}}, information about your booking: {{target.uc1_bookings.bookingNumber}}**
- Edit Email Body
- Under Saved Templates Select **Lab Email - Change Dimension**
- Click **Save**. Go **back** to the canvas

Congratulations, you should be ready to Publish your Campaign!