

AJO Orchestrated Campaigns Lab - OLD

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1. Orchestrated Campaign Lab - OLD

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1. Orchestrated Campaign Lab - OLD

Agenda

AJO Orchestrated Campaigns – Hands-on Lab Agenda

Intros, User Access and Lab Overview | 20 min

Intro & login	Adobe team introduction. Participants to log in to demo environment and confirm access
Lab use case	Adobe provides an industry-centric marketing use case to outline common challenges & opportunities and how Adobe Journey Optimizer Orchestrated Campaigns will solve and/or improve brand objectives

Understand Core Capabilities | 60 min

On-demand audiences	Query audiences in real-time to build campaign workflows and leverage them across email, SMS, push, and DM.
Multi-entity segmentation & sending	- Go beyond person-based campaigns—use entities like product catalogs, store locations, or service data to target with precision. - Support multi-level sending, where one message is sent per Profile and per associated secondary entity.
Pre-send visibility & precision	Get exact segmentation counts and full campaign scope before launch, ensuring accuracy and confidence.
Multi-step campaign workflows	Design multi-steps campaigns from daily messages to complex campaigns like seasonal promotions or major product launches.

Learn How to Build | 100 min

Relational data model	How to create a relational XDM schema and relate to different entities
Data ingestion	How to ingest information into different relational XDM datasets
Activation workflows	- How to query from a secondary entity (Like, bookings, purchases, products) to formulate a person-based campaign - How to query from a primary entity like a recipient and enrich their activation delivery with information from secondary entities.

AJO Orchestrated Campaigns – Hands-on Lab Agenda

- Learn some of the most used orchestration workflow nodes (Like build audience, splits, forks, joins)

TOTAL HoL TIME: 3 hours, 10-15 min breaks included throughout session

1.1. 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.

Hands-on Lab URLs

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

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

Your user information

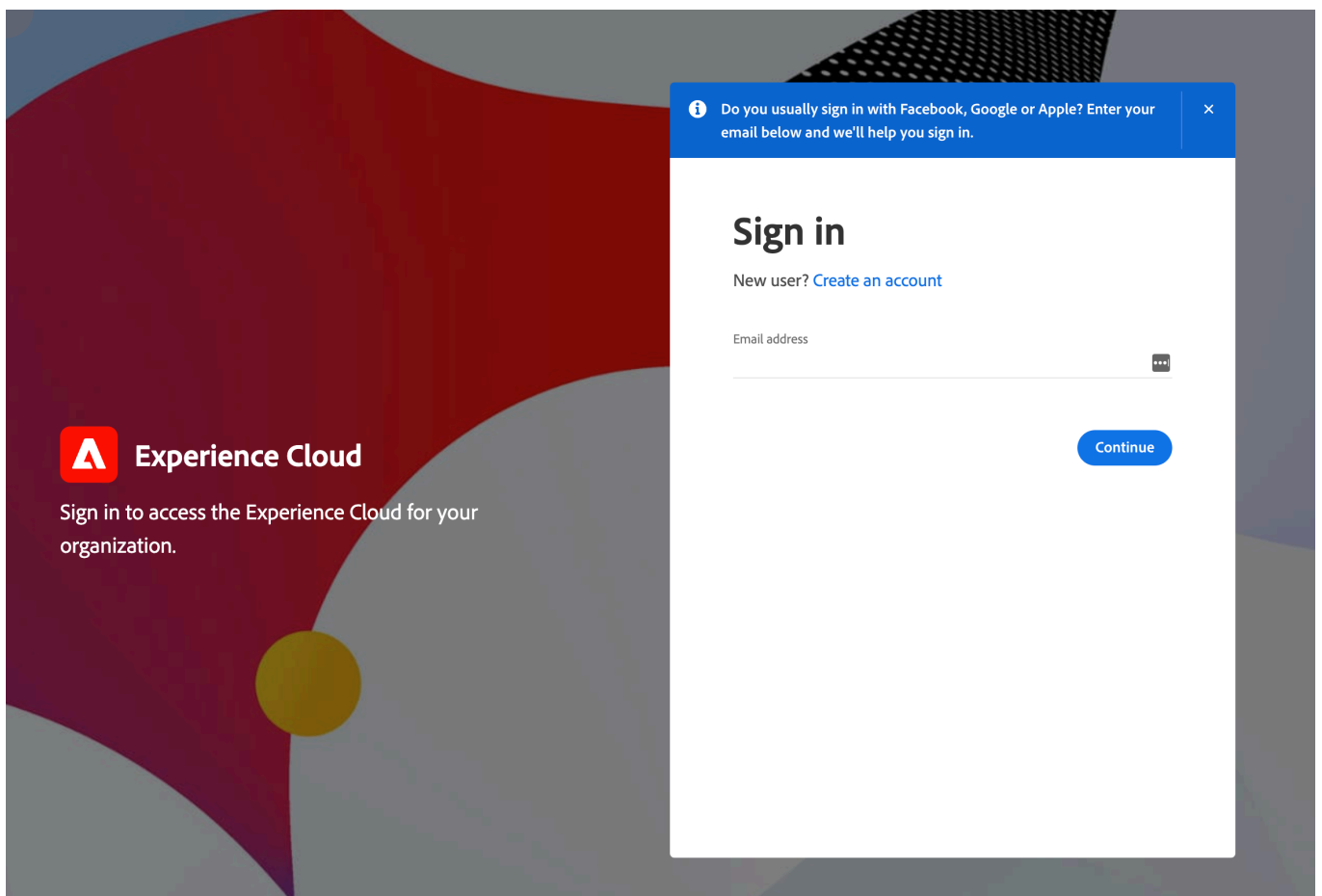
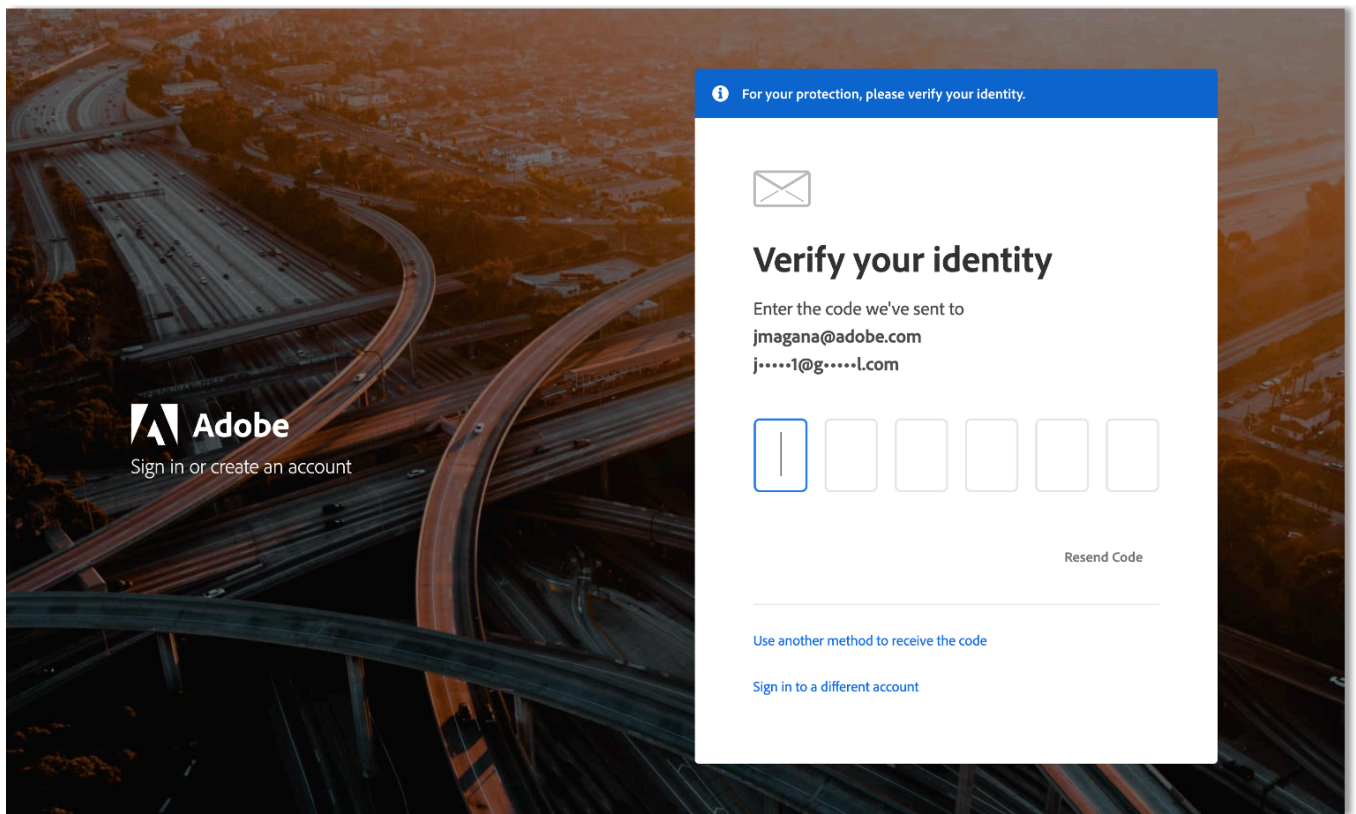
Password:

User	Name	Username



If asked to send a verification code, please proceed. You should see a screen like this. Please give a few minutes and we will provide you the verification code via the chat per your username as assigned on the credentials table above.

Do not enter your mobile number, if prompted.



If you're asked to add in any additional data or to add a mobile number as part of your sign-in, **please ignore these prompts** and if allowed skip or otherwise ignore or complete

the step with the defaults. If you have problems logging in, alert your presenter immediately.

After Successfully Login

Adobe Experience Cloud

Search Experience Cloud (36+)

adobe-demo-americas-275

Good morning, Juan!

Recents

NAME	TYPE	STATUS	CREATED BY	MODIFIED ON
Demo System - Event Dataset for Website (Global v1)	Dataset	-	33b84e8-cf71-4278-a558-8b738dfb397...	June 28, 2023
DG - Scenario 1 - Triggered Offer	Journey	Draft	Rishabh Vinod	June 28, 2023
DG - Scenario 2 - Cross Channel Journey	Journey	Draft	Rishabh Vinod	June 28, 2023
DG - Scenario 5 - Coupon Personalization	Journey	Draft	Rishabh Vinod	June 28, 2023
Web Events Dataset v0	Dataset	-	15f4d217-7297-4605-be5d-d2c0ba4dc43...	June 27, 2023

Show more

Quick access

View all

Admin (Beta)

Audience Manager

Experience Manager Assets

Privacy UI

Admin Console

Customer Journey Analytics

Experience Platform

Software Distribution

Analytics

Data Collection

Journey Optimizer

System Status

App Builder Catalog

Experience Manager

Permissions

Target

1.2. 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:

1.3. Data Foundation Labs

1



MODEL



Define relational data model

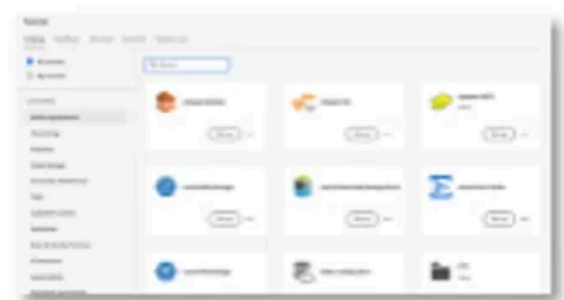
Create flat **XDM relational schemas** (1:1 with datasets) via bulk DDL or manual setup.

Design using entity relationships — **no arrays or maps** for full relational clarity.

2



INGEST

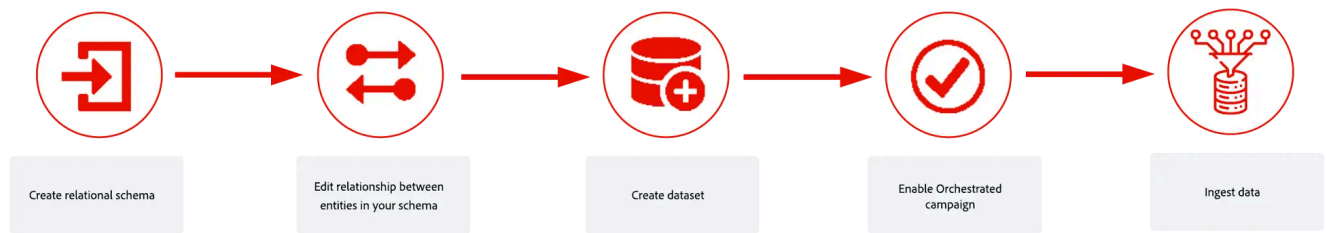


Load structured data

Ingest data via **batch-compatible sources** (S3, Snowflake, Azure Blob, etc.).

Each schema maps to a **single dataset**, ensuring clean, consistent ingestion.

1.3.1. 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 bookingNu...	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 is a number and its 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!

1.3.2. 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**



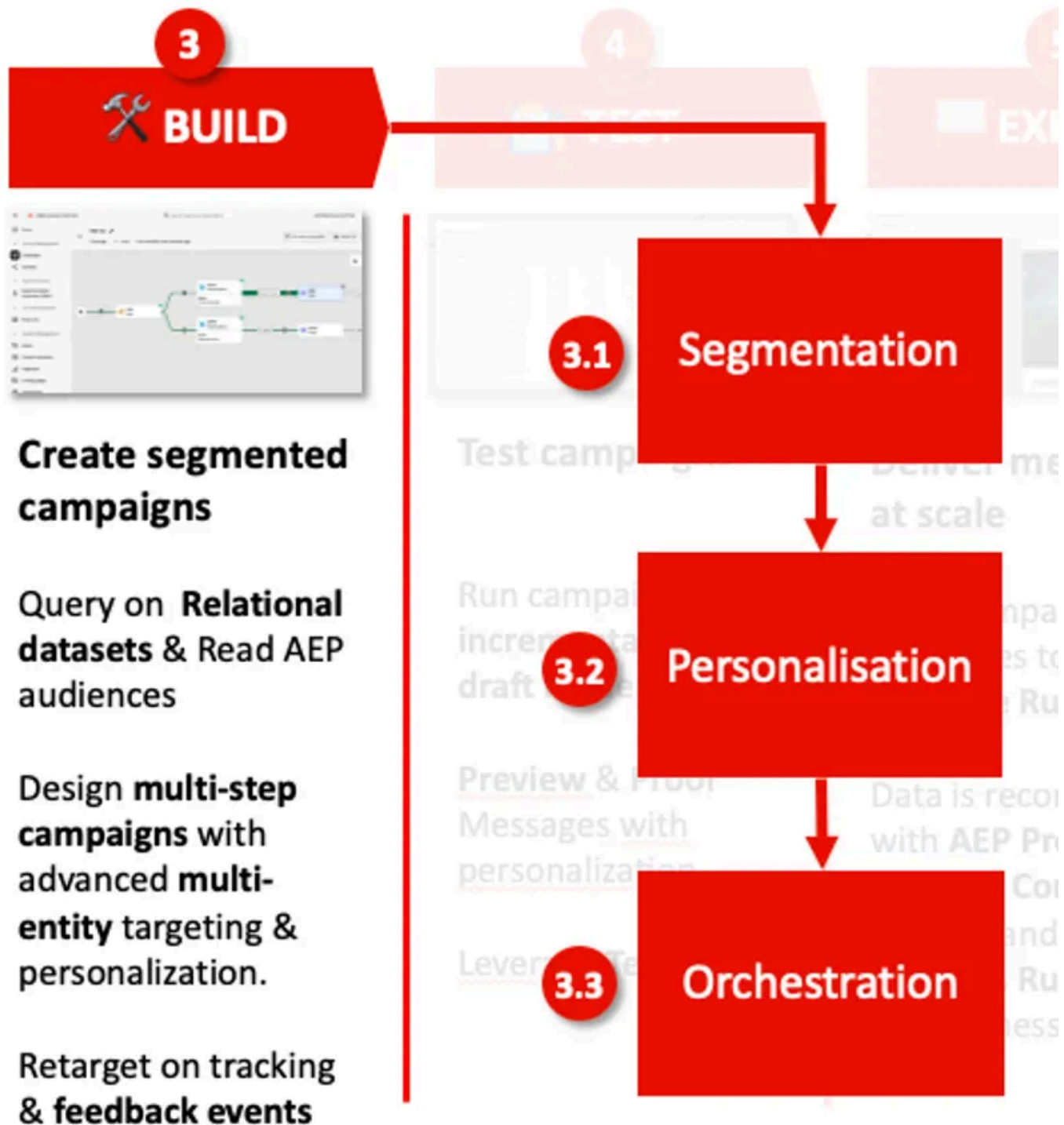
csv



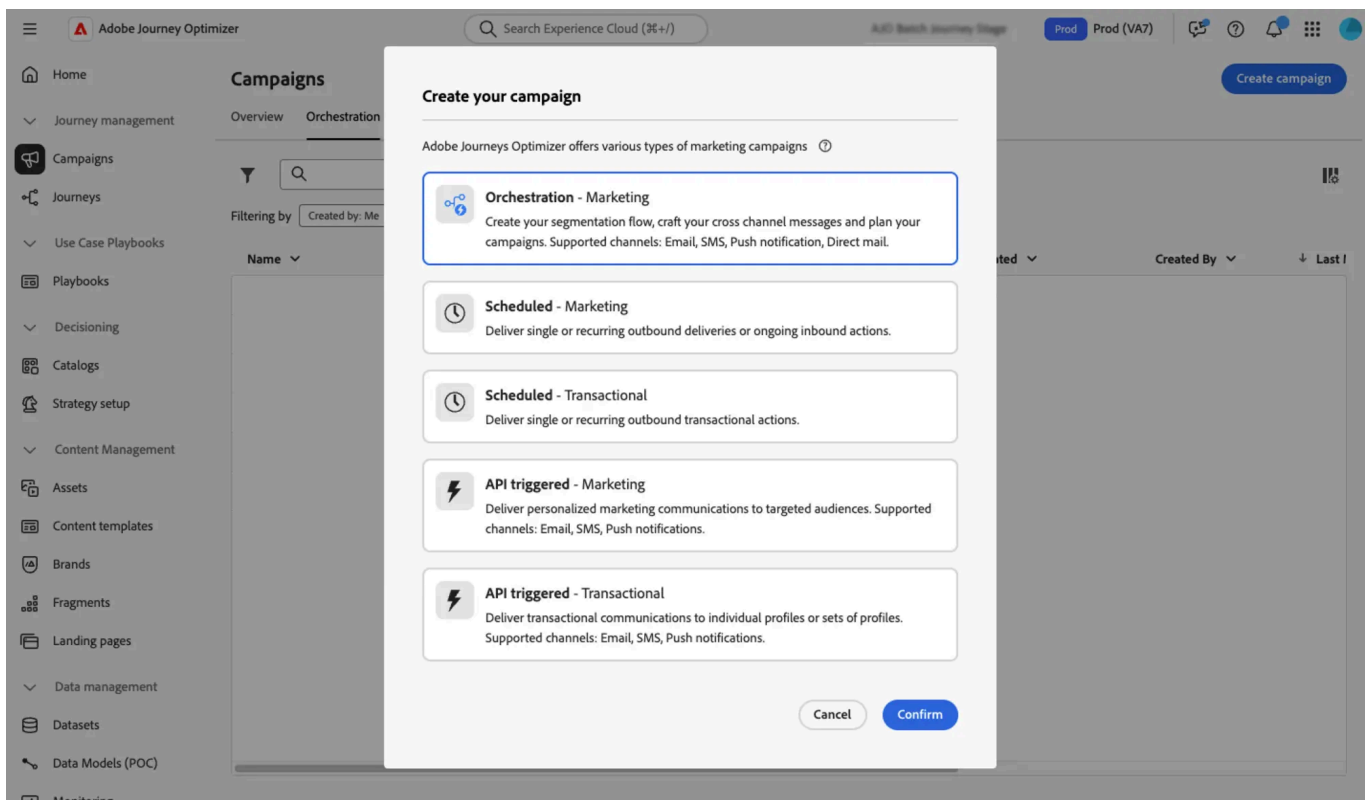
```
bookingNumber,version,emailAddress,firstName,lastName,productLine,productName,bookingDate
VRV000500,1,Sarah.Williams@yahoo.svpoc.io,Sarah,Williams,River,Imperial Jewels of China,2025-09-20
VRV000501,1,Sarah.Williams@yahoo.svpoc.io,Sarah,Williams,River,Romantic Danube,2025-09-20
VRV000502,1,Sarah.Williams@yahoo.svpoc.io,Sarah,Williams,River,Charms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

Congratulations, you have completed this lab!

1.4. Orchestration Labs



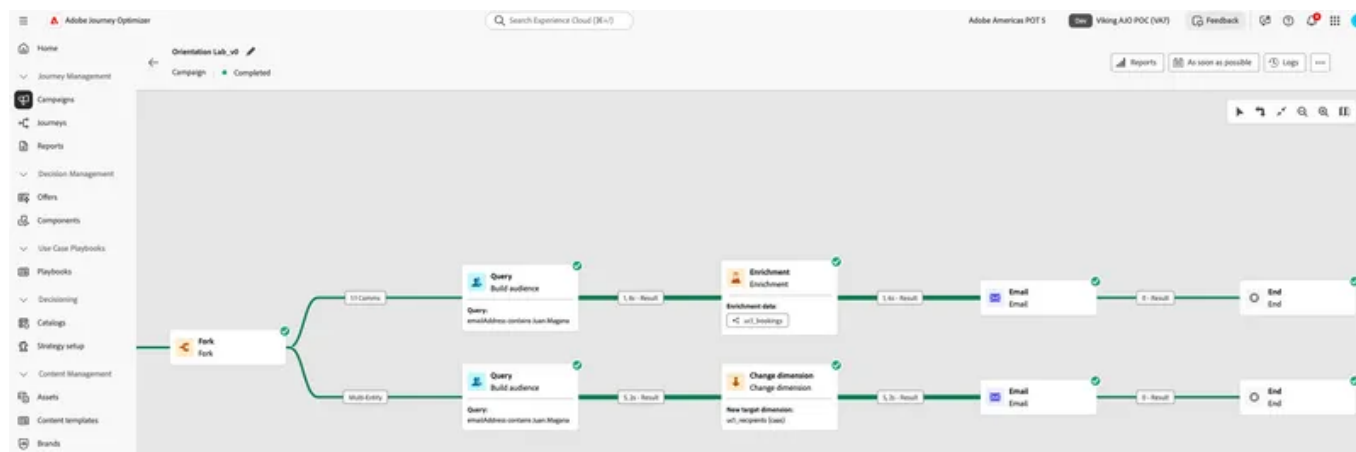
During the course of this lab, we will create a orchestrated flow. The goal for this campaign will be to target individual bookings and individual recipients that get enriched by bookings.



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

1.4.1. 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

A Fork enables users to create independent linear flows, resulting in distinct actions. While there are mechanisms to join these flows, this lab will focus on 3 typical use cases: Enrichment, using data from adhoc Lists, and Multi-Entity Blast Messaging. We will utilize a Fork to develop these separate pathways.

1. Click on the plus sign and select Fork and add paths, so we have 3 transitions

Name First Transition: Top Path. Then Follow these steps:

1. Add a Build Audience Node
2. Click the folder icon next to Targeting Dimension, select **uc1_recipients**. Do not select your table. Select the one without a number.
3. Click Create an audience. Add a Condition.

4. Search for the `customerTier` field and select it.
5. Set the *customerTier equals to Platinum*
6. Click Add Condition.
7. Select `bookingDate` and confirm
8. Select Presets
9. Select Last Quarter and confirm.

10. Confirm

Name Second Transition: Middle Path. Then Follow these steps

1. Add a Build Audience Node
2. Click the folder icon next to Targeting Dimension, select **uc1_bookings**. Do not select your table. Select the one without a number.
3. Click Create an Audience. Add a Condition.
4. Search and add the following query: **bookingDate Equal to Last Quarter**
5. Confirm

Note: we will "join" with an Ad-hoc list which only includes platinum customers. This is to show how can you also rely on those one off campaign data with more permanent transactional data like bookings.

Name Third Transition: Bottom Path. Then Follow these steps

1. Click on the middle Audience Node.
2. In the properties panel, click the copy icon.
3. Then, click on the plus sign of the bottom path, and find the paste item.

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 a Reconciliation Node

- **On the Middle transition path**, click the plus sign next to its query, and select the Reconciliation.
 - **The Goal for this reconciliation is because we started with our transactions table (bookings), and now we want to map all recent bookings into users that belong to a list "uploaded" by the DBA.**
- Select **loyalty_lists** as a new targeting dimension.
- Select Simple Attributes and click on Add Rule.
- On the Join 1, click on the pencil for Source
- Select emailAddress
- click on the pencil for Destination
- select recipientId
- Click Add a Filter
- Create a filter with a condition such as "campaignId contains SPRING", save.
- Restart your workflow.

Reconciliation Node results

- After the workflow runs, click on the Result node in the canvas next to our reconciliation node.
- Click Preview results.
- Click on the Config icon on the top right (right next to the reload button).
- Notice we are now only filtering those customer with recent purchases/bookings and belong to our campaign for spring.
- Notice that we have different purchase records for each list recipient (listRecipientId).
- This means we have dupes. We will deal with this later.

Reconciliation with Recipients

- After the Loyalty_list reconciliation node, add another reconciliation.
- This time select uc1_recipients dimension.
- Use Simple Attributes

- The Join Rule: recipientId (from the Bookings) as the Source with Destination Email Address from Recipients.
- Hit Restart.

Adding a Deduplication Activity

- On the middle path, add a Deduplication activity node.
- Add an attribute to reconcile. We want to reconcile using our listRecipientId since we want only those platinum users on the list.
- Leave deduplication settings as they are.
- Restart your workflow. Now, we will remove the dupes.

Adding a Split Node

- On the bottom path, next to the audience node, add a split node.
- Click On subset
- Click Create Filter, then on Create Rule
- Search for Offer Code
- Switch the Operator to Contains
- Value: CRU, click confirm
- Enable the toggle Generate Complement
- Click Re-start.

Multi-Entity Message Blasts

- On the Subset path of our split, add a Change Dimension Node
- Select uc1_recipients.
- Click Re-start.

Save New Audiences

- On the middle path, at the end of the deduplication node, add a Save Audience Node.
- Give it a Name.
- Select uc1_recipients - emailAddress

- Click Save.

Add Channel Activities (Email)

- Add an email to the end of the top and bottom paths.
- Click Save. Then Restart.

Congratulations you have completed the campaign activities and workflows lab successfully.

1.4.2. Channel Activities 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

The screenshot displays the 'Email' activity configuration in the Adobe Journey Optimizer interface. At the top, a breadcrumb shows 'Luma summer campaign > Email'. Below this are three tabs: 'Properties', 'Actions' (which is selected and highlighted with a blue border), and 'Content'. The main content area is titled 'Actions' and contains the following sections:

- Email**: Includes an email icon, the text 'Email configuration * ?' with a help icon, a dropdown menu showing 'config with identitygroup', and a button labeled 'Edit content'.
- Business rules**: Includes the text 'Rule set ?' with a help icon, a dropdown menu, and a trash icon.
- Action tracking**: Includes two checkboxes, both of which are checked: 'Track email opens' and 'Track clicks on links and buttons in email'.

Adding Content and Personalization

Top Path (Enrichment Email):

- Select the Email Configuration One-to-One-Delivery
- 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

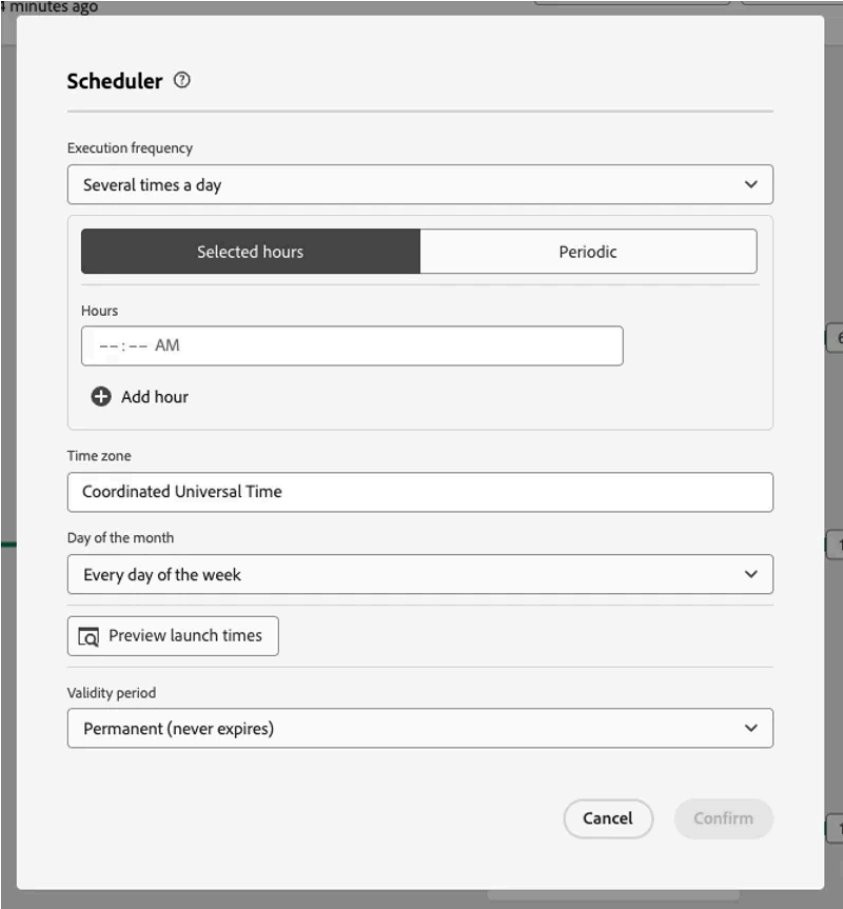
Bottom Path (Change Dimension):

- Select the Email Configuration One_to_Many_Delivery_Bookings
- 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!

1.4.3. Scheduling, Debugging, Testing

Scheduler



The screenshot shows a 'Scheduler' dialog box with the following fields and options:

- Scheduler** (title)
- Execution frequency**: A dropdown menu set to 'Several times a day'.
- Selected hours** and **Periodic** tabs. The 'Selected hours' tab is active.
- Hours**: A text input field containing '--:-- AM' and a '+ Add hour' button.
- Time zone**: A dropdown menu set to 'Coordinated Universal Time'.
- Day of the month**: A dropdown menu set to 'Every day of the week'.
- Preview launch times**: A button with a magnifying glass icon.
- Validity period**: A dropdown menu set to 'Permanent (never expires)'.
- Cancel** and **Confirm** buttons at the bottom right.

- Click on the scheduler icon at the top right
- Select Weekly
- Add a Start Time
- Add a Validity Period
- Click Confirm

Logs

Purge history Close

100 of many (calculate)