



Viking Cruises | AJOCO

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1. Deliverables

1.1. POCLite Deliverables

You can find the data that was generated for Usecase 1 and Usecase 2. Use this information to get a new environment created with the same use cases. Just need to give your data and source it according to your glossary.

Scope Document

 [Viking - AJO CO - Demo Scope.pdf](#)



Scope and Agreement Session Review

✓ Use Case Technical Implementation Highlights

Use Case 1: River Cruise Book & Do Program

Technical Implementation:

- **Recipients Dataset**: 200 unique customer profiles with demographics, preferences, and customer tier
- **Bookings Dataset**: 402 bookings with departure dates, destinations, and booking status-
- **Source: Snowflake**

Data Schema Highlights (See - Scope Document):

- **Recipients**: (Primary Key)- emailAddress- firstName, lastName- customerSegment (Classic, Silver, Gold, Platinum)- destinationPreference- launchCode
- **Bookings** (*Related Entity*)- bookingId (Primary Key)- emailAddress (Foreign Key)- departureDate- destination- bookingStatus- tripType
- **Relationship**: 1:many (customer → bookings)
- **AEP Profile Email Address Namespace**

Personalization Strategy:

- Dynamic content based on destination, departure date, and customer segment
- Campaign Timing: 45-90 days before departure for optimal conversion

Sample Campaign Flow:

1. Identify customers with bookings departing in 60-90 days
2. Filter for customers who haven't purchased premium add-ons
3. Personalize email based on destination and customer tier
4. Track engagement and conversions

Use Case 2: Survey Series

Data Schema Highlights (See scope document):

- **Recipients**: (Primary Key)- customerId

Technical Implementation:

Recipients Dataset: 200 unique customer profiles

Source: Snowflake

DDL Files



[uc1_schema.ddl](#)



[uc2_schema.ddl](#)



Raw Data

Usecase1:



[UC1_Recipients.csv](#)



[UC1_Bookings.csv](#)



Usecase2:



[UC2_Recipients.csv](#)



1.2. Orientation 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:

 [Viking_AJOCO_POC_HOL.pdf](#)



Orientation Recording:

2:00:13

[Orientation Survey](#)

1.3. Post Orientation - Office Hours

You can find the Office hour recordings and any material or links to support your post-demo validation.

✓ **Session 1**

45:45

Brandon walked the team on today's usage of Adobe Journey Optimizer. Juan suggested the necessary approach to get started in Campaign Orchestration using the setup they currently have in AEP.

✓ Session 2

Recording:

1:11:40

Validation Topics:

Show case Direct Mail.

Answer these questions:

1. I've created a few schemas that I feel could work for our email operations. I'd like to show that to you and have you validate if I am on the right path.
 1. Let's review the schemas together.
2. Does every schema need an identity and a primary key?
 1. Only those schemas that are required for blasting require an identity, but all model schemas need a primary key and a version column.

Documentation

3. If we are looking to create a table that is strictly used for storing personalization values, should we create a relational table or a dataset enabled for lookup?
 1. Example: In an email, we want to dynamically populate a URL based on the itinerary name that the guest is booked on. We would want to have a table that maps itinerary name to custom URL. Should that be a table in the relational store? Or a dataset enabled for lookup?

1. This example is perfect for dataset lookups from what you showed me during session 1 of office hours.
4. One of the schemas that I created should be profile enabled, but I am not seeing that as an option. Is that because we're in a demo environment?

Brandon_Profile_Schema_Example

1. These datasets are not required for profile as the data doesn't need to be attached as a profile fragment. The only thing you enrich the profile with using the linking of identity in your model schema are the Message Feedback and Tracking experience events.
5. I am trying to create a dataset for this schema but am receiving the following error:
 1. This error stems from the fact that your model lacks a version identifier and if you want to maintain updating those records, then you must also include (**Documentation**):
 - A version identifier, such as a lastmodified field of type datetime or number.
 - For Change Data Capture (CDC) ingestion, a special column named `_change_request_type` of type String, which indicates the type of data change (e.g., insert, update, delete) and enables incremental processing. Note that `_change_request_type` should not be part of the table schema, it should only be added to the data file during ingestion.

Next Steps

Booking Schema Uniqueness Workaround: Validate with the team whether creating a serialized unique contact ID prior to ingestion is the recommended workaround for booking schemas requiring uniqueness, and confirm feasibility of this approach.
Investigate Composite Keys use case state. (Juan)

Custom Action Node and API Availability: Advise on alternate solutions or workarounds

for the absence of API-based custom action nodes in campaign orchestration and update on any plans for API availability. (Juan)

Permission Error in Federated Composition: Follow up with Shey to resolve the permissioning error encountered during the creation of federated compositions in the FAC lab. (Shey)

Scheduling Next Office Hours: Send an email and meeting invite to schedule the next office hours session with the team. (Juan/Brandon)

✓ Session 3

Recording:

45:45

Validation Topics:

- **Versioning Requirements and Data Ingestion:** Juan explained to Brandon Farraye, Kyle, and the team the requirements for versioning in the data ingestion process, emphasizing the need for a version column (date, time, or number) and a change data capture column, and discussed the implications of using system-generated timestamps versus source data for versioning.
 - **Version Column Specification:** Juan clarified that the version column in the ingestion schema can be a date, time, or number, and is used to track the latest state of a record; the change data capture column must be a string indicating insert, update, or delete operations.
 - **Ingestion Process Mapping:** During the ingestion process, users must explicitly map the version column in their schema, and enabling change data capture is only available for relational schemas, as demonstrated by Juan using a Snowflake table example.
 - **System-Generated Timestamps:** Juan advised against using system-generated 'now' timestamps during ingestion, explaining that this approach artificially marks all ingested records as the latest, which may not reflect the true recency of the data as known by the source system.

- **Practical Use of Version Field:** Brandon inquired about the practical application of the version field, to which Juan responded that it is standard in systems like Adobe Campaign for maintaining records without full table replacements, and that the current workflow may require augmenting data tables or creating new views to support this paradigm.
- **Audience Building and Workflow Differences:** Juan, Sheyla, and Imran discussed with Brandon Farraye and Kyle the differences between building audiences using relational schemas in campaign orchestration versus the traditional audience portal, highlighting the need for new workflows and potential training for the team.
 - **Relational vs. Profile-Based Audiences:** Juan and Sheyla explained that audiences built from relational schemas are managed within the orchestrated campaign canvas, while the audience portal references only the data lake, profile store, and identity service, making the two approaches distinct and non-interchangeable.
 - **Workflow and Query Functionality:** Juan described that campaign orchestration offers more advanced query capabilities compared to the segment builder, allowing for complex workflows and the ability to join multiple entities, whereas the rule builder operates on a flat, document-based profile schema.
 - **Migration and Training Needs:** Juan and Kyle noted that transitioning to campaign orchestration will require the team to adapt their processes, document changes, and potentially undergo additional training to leverage the new workflow engine and relational data structures.
 - **Audience Reuse and Limitations:** Brandon raised concerns about reusing audiences across workflows, and Juan confirmed that, currently, audiences built from relational schemas must be created within each workflow, and cannot be referenced in multiple workflows as with the audience portal.
- **Custom Action Logging and System Data Export:** Juan and Imran addressed Brandon Farraye's questions about maintaining custom action logging in campaign orchestration, explaining the limitations of custom actions in batch

processing and recommending the use of system datasets and campaign tags for logging and data export.

- **Custom Action Limitations:** Juan explained that campaign orchestration does not support custom actions in the same way as journeys, due to the batch nature of processing, which makes per-user API calls impractical for large audiences.
- **System Dataset Logging:** All activity resulting from campaign orchestration is logged in AGO system datasets, including message feedback, tracking, and campaign metadata, which can be exported for reporting and analysis.
- **Metadata and Tagging Solutions:** Imran suggested that metadata such as product line can be captured by adding campaign tags or encoding information in campaign titles, which can then be queried and exported as needed for downstream systems like Power BI.
- **Scheduled Queries for Data Export:** Imran described how clients typically run scheduled queries against AGO datasets to extract, transform, and export measurement data, using fields like 'updated at' and campaign tags to filter and join relevant information.
- **Transition Planning and Access Management:** Brandon Farraye, Juan, and the team discussed the need for internal documentation, transition planning for new workflows, and the timeline for continued access to the platform and related resources.
 - **Documentation and Change Management:** Brandon emphasized the importance of documenting current versus new processes to support the transition to campaign orchestration, especially given the complexity of their business model and the anticipated workflow changes.
 - **Platform Access Extension:** Juan agreed to provide Brandon and the team with a few extra days of access to the platform, pending internal scheduling, and committed to notifying them by email when access would be removed.
 - **Resource Availability:** Juan confirmed that all use case documentation, DDL files, and sample data are available on the team's website for future reference, and that the session recording would also be posted there.

Next Steps:

- **Platform Access Extension:** Check and confirm the extended duration for platform access and notify Brandon via email when access will be removed. (Juan)
- **Internal Documentation Preparation:** Develop internal documentation comparing current processes with new processes for campaign orchestration adoption, focusing on workflow changes and business model challenges. (Brandon Farraye)
- **Custom Action Metadata Tagging:** Add campaign-specific metadata (e.g., product line) as a campaign tag or in the title to enable querying and exporting for reporting needs. (Brandon Farraye)
- **Reference Materials Distribution:** Post the session recording on the designated website and ensure the team is notified when access will be removed. (Juan)

2. Orchestrated Campaigns Labs

2.1. Orchestrated Campaign Labs (cloned with children)

2.1.1. Lab Resources

Lab Recording, Resources & Survey

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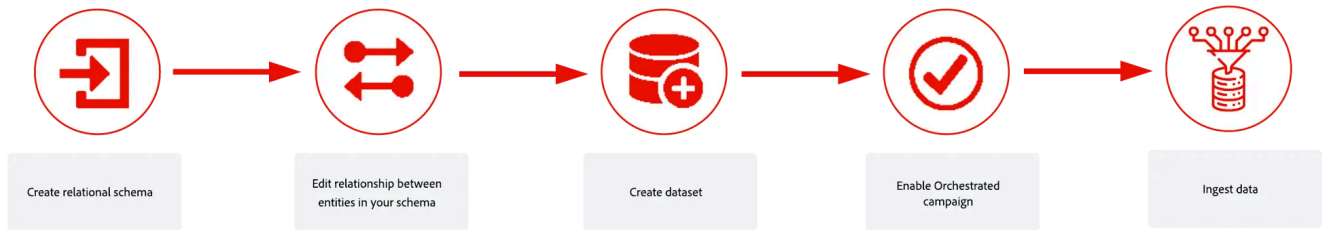


Orientation Recording:

2:00:13

[Orientation Survey](#)

2.1.2. 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




```

-- =====
-- 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 AJO 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

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

X

Schema properties

Schema name * 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 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!

2.1.3. 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**

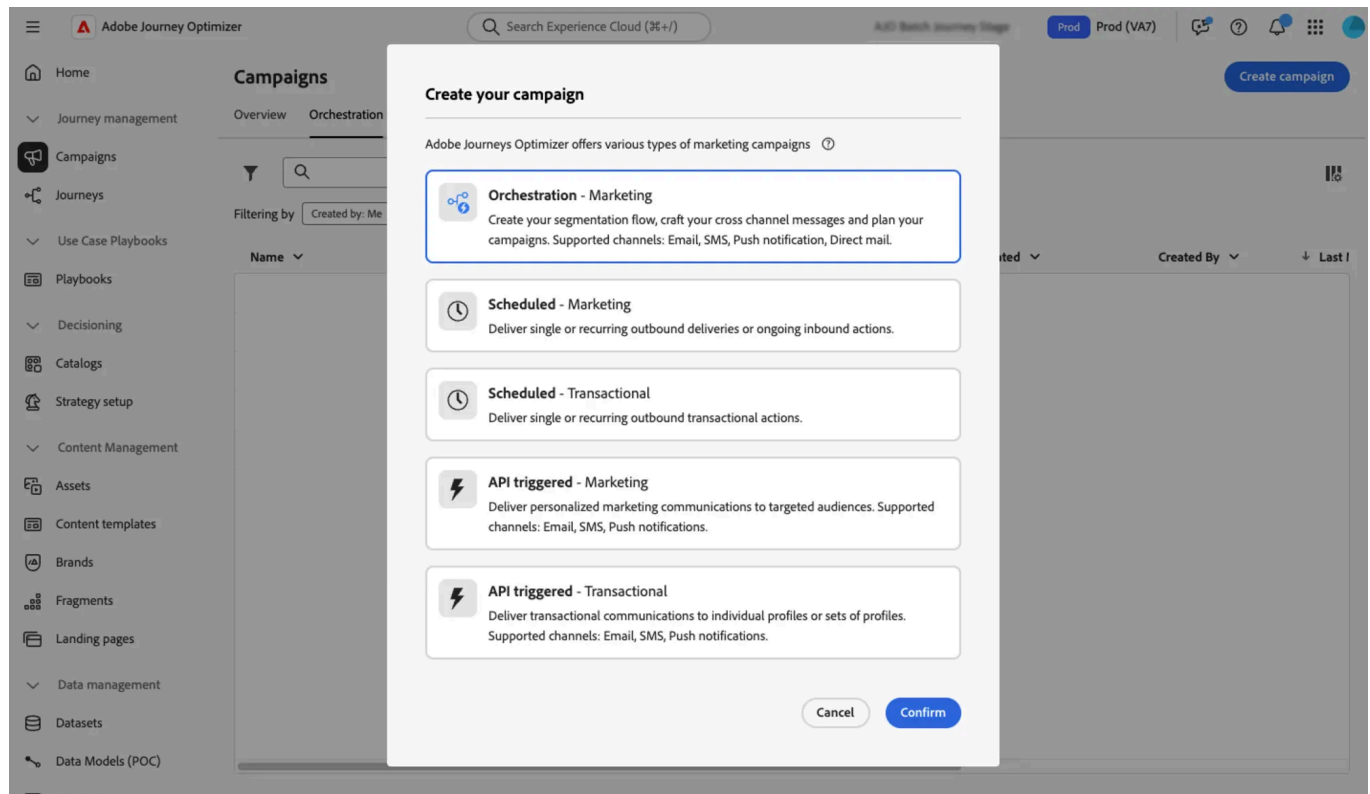


```
bookingNumber,version,emailAddress,firstName,lastName,productLine,productName,bookin
VRV000500,1,Sarah.Williams@yahoo.svpoc.io,Sarah,Williams,River,Imperial Jewels of Ch
VRV000501,1,Sarah.Williams@yahoo.svpoc.io,Sarah,Williams,River,Romantic Danube,2025-
VRV000502,1,Sarah.Williams@yahoo.svpoc.io,Sarah,Williams,River,Charms of the Rhine,2
```

Congratulations, you have completed this lab!

2.1.4. Orchestration

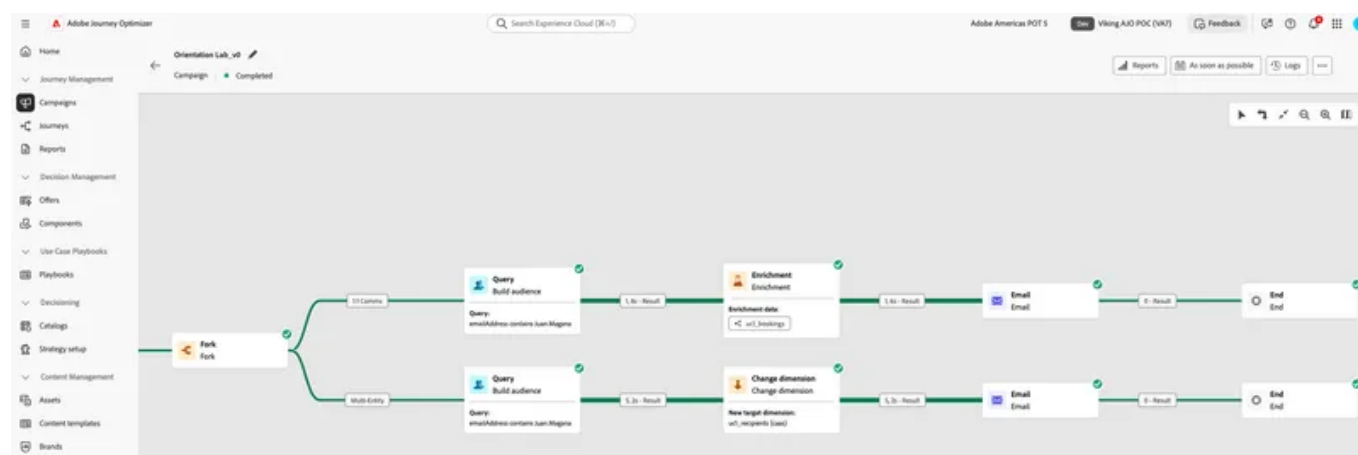
During the course of this lab, we will create a orchestrated flow. The goal for this campaign will be to target individual bookings and individual recipients that get enriched by bookings.



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

2.1.4.1. 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

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.

2.1.4.2. 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 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!

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2.2.1. Lab Resources

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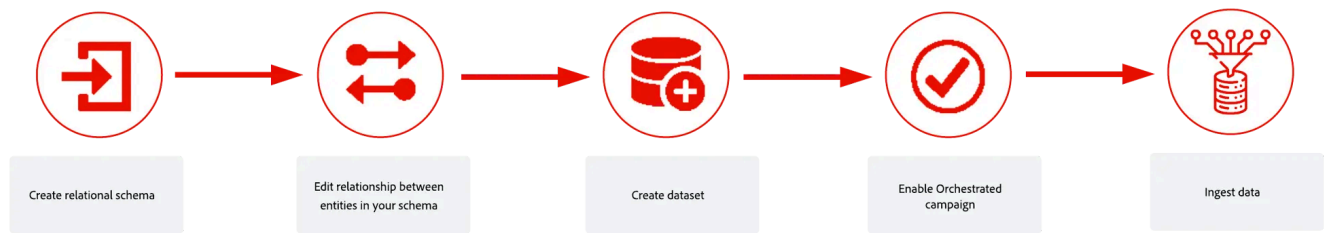


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  -- RELATIONSHIP FIELD: Must match emailAddress in uc1_recipients table
  -- This is how we link bookings to customers (1:many relationship)
  emailAddress STRING NOT NULL,

  -- 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**
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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

i [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 * 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
☒ bookingNumber	STRING	0	bookingNumber	String		☒ Required	☐ Versioning	☒ Primary key
☒ version	NUMBER (38, 0)	0	version	Integer		☒ Required	☒ Versioning	☐ Primary key
☒ emailAddress	STRING	0	emailAddress	String	Email	☒ Required	☐ Versioning	☐ Primary key
☒ firstName	STRING	0	firstName	String		☐ Required	☐ Versioning	☐ Primary key
☒ lastName	STRING	0	lastName	String		☐ Required	☐ Versioning	☐ Primary key
☒ 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!

2.2.3. 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**

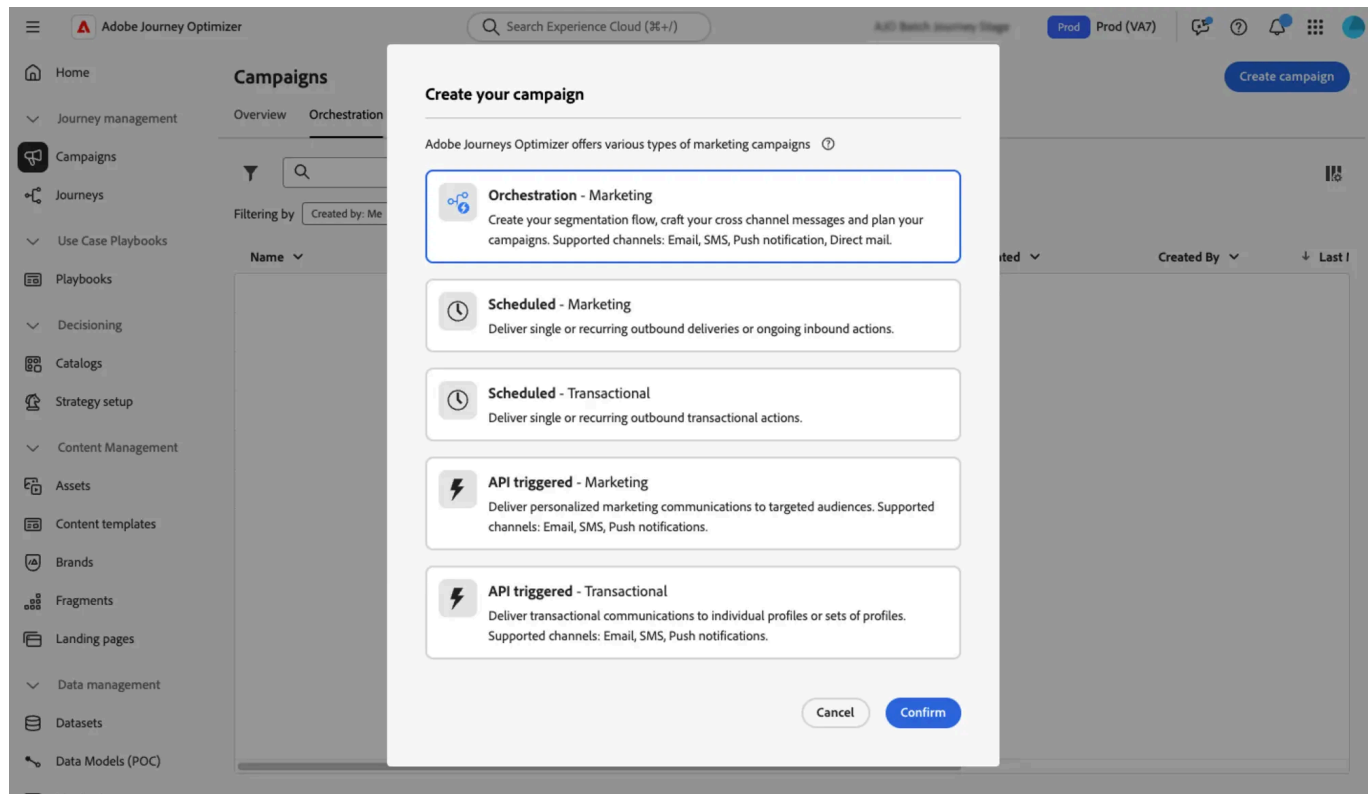


```
bookingNumber,version,emailAddress,firstName,lastName,productLine,productName,bookin
VRV000500,1,Sarah.Williams@yahoo.svpoc.io,Sarah,Williams,River,Imperial Jewels of Ch
VRV000501,1,Sarah.Williams@yahoo.svpoc.io,Sarah,Williams,River,Romantic Danube,2025-
VRV000502,1,Sarah.Williams@yahoo.svpoc.io,Sarah,Williams,River,Charms of the Rhine,2
```

Congratulations, you have completed this lab!

2.2.4. Orchestration

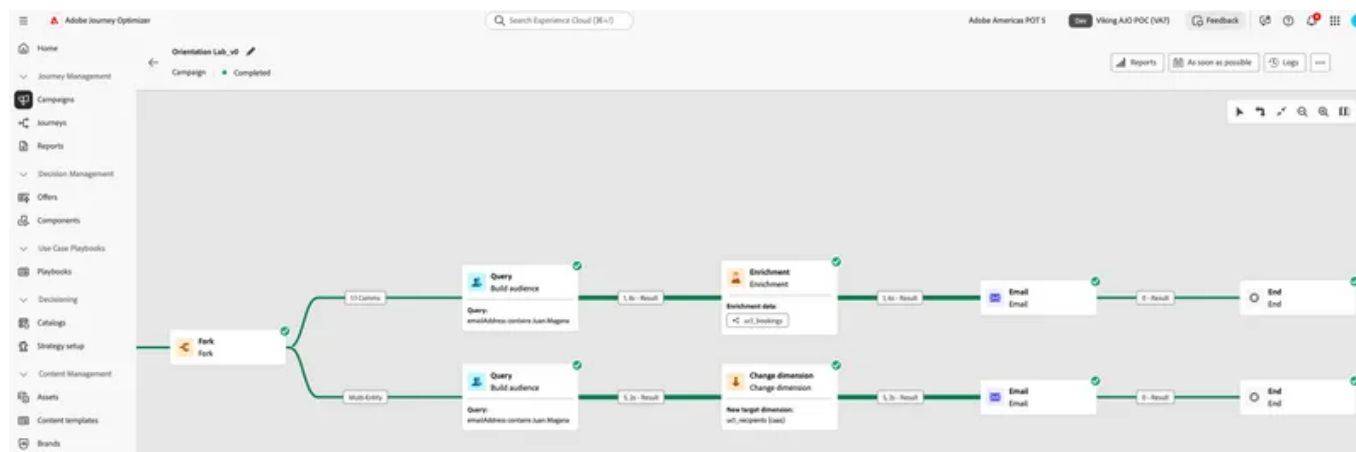
During the course of this lab, we will create a orchestrated flow. The goal for this campaign will be to target individual bookings and individual recipients that get enriched by bookings.



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

2.2.4.1. 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

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.

2.2.4.2. 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 identitymap', and a button labeled 'Edit content'.
- Business rules**: Includes the text 'Rule set ?' and a dropdown menu.
- 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 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!