Retail Apparel Group - Hands on Lab

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7. Lab 4 - Post Purchase Journey
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1. Welcome

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

Demo Data

> The HOL environment is a shared test environment with fictitional, generated dummy data for demonstration purposes only.

Exercises

There are 3 exercises you will complete today.

Exercise	Description
Lab 1 - Unified Profile & Audiences	Understand how your customer data is brought together to form a unified profile.
Lab 2 - Standalone Email Campaign	Learn how to manage content and configure email actions
Lab 3 - Melbourne Cup Campaign	Learn how to create a multi-action campaign
Lab 4 - Post Purchase Journey	Learn how to create a real-time journey triggered by inbound events.
Bonus: Website Personalisation	Learn how to personalise and optimise the website for unknown and known visitors.

2. Access

Log In

Open **https://experience.adobe.com** in a new browser tab.

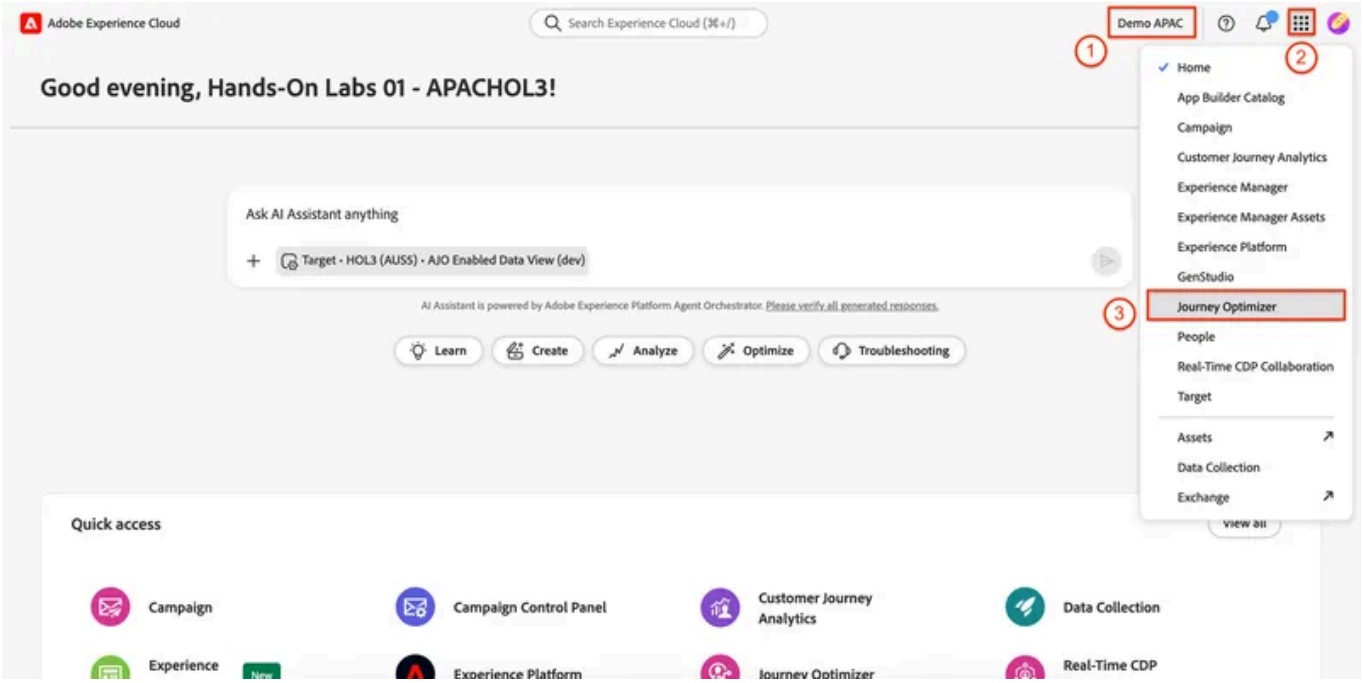
Find your username below and use it to login with password**: ragAEP@2026**

If it ask you to **Stay signed in?** you can simply say No but it doesn't really matter.

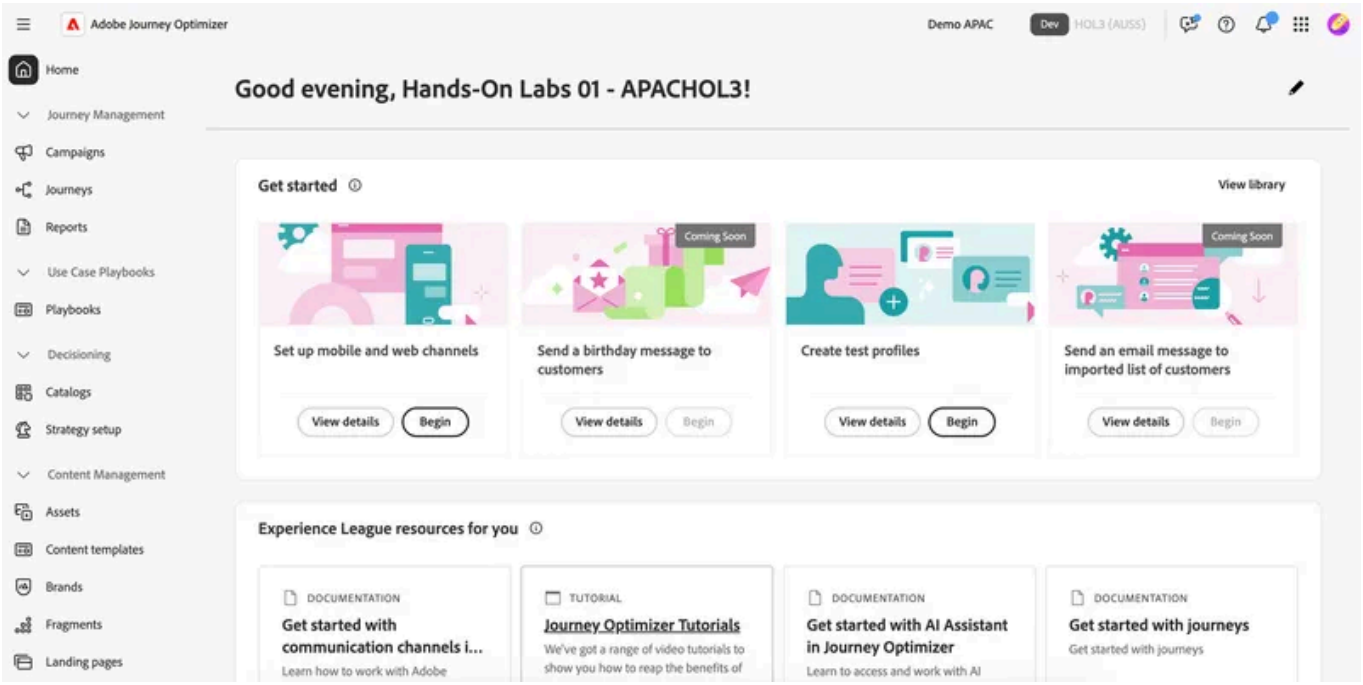
Attendee	Attendee Name	Username
1		hol1u01@apac.aephandsonlabs.com
2		hol1u02@apac.aephandsonlabs.com
3		hol1u03@apac.aephandsonlabs.com
4		hol1u04@apac.aephandsonlabs.com
5		hol1u05@apac.aephandsonlabs.com
6		hol1u06@apac.aephandsonlabs.com
7		hol1u07@apac.aephandsonlabs.com
8		hol1u08@apac.aephandsonlabs.com
9		hol1u09@apac.aephandsonlabs.com
10		hol1u10@apac.aephandsonlabs.com

Navigate to AJO

- Make sure the **Demo APAC** sandbox is selected. Click on the **9-dot menu** at the top-right and select **Journey Optimizer**.



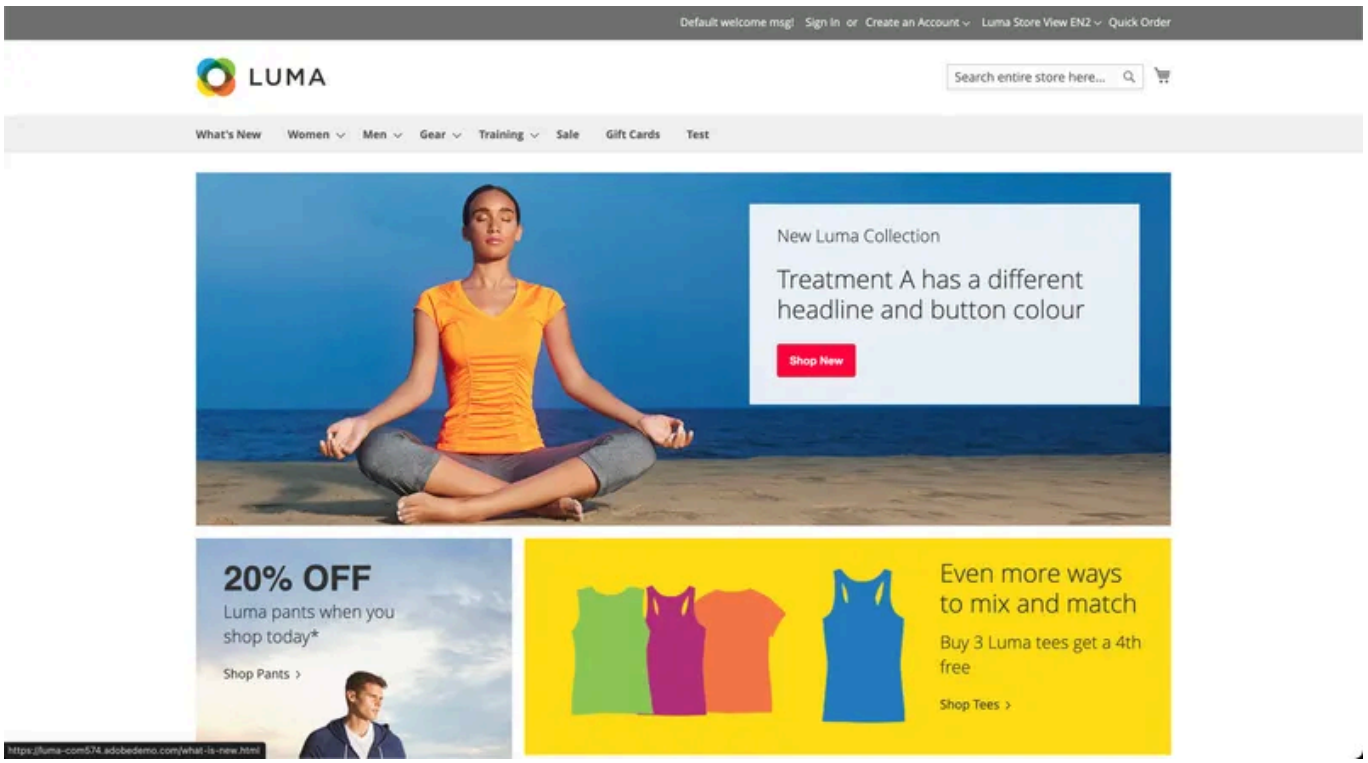
You should land on the AJO home page:



3. Demo Website

We will use our demo brand Luma for our lab you can access the website running on Adobe Commerce here:

https://luma-com574.adobedemo.com/



4. Lab 1 - Unified Profile & Audiences

Learning Objectives

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

You will learn about the different types of audiences that can be created through the rule-based audience builder, including real-time audiences based on streaming events being received from the website or other systems.

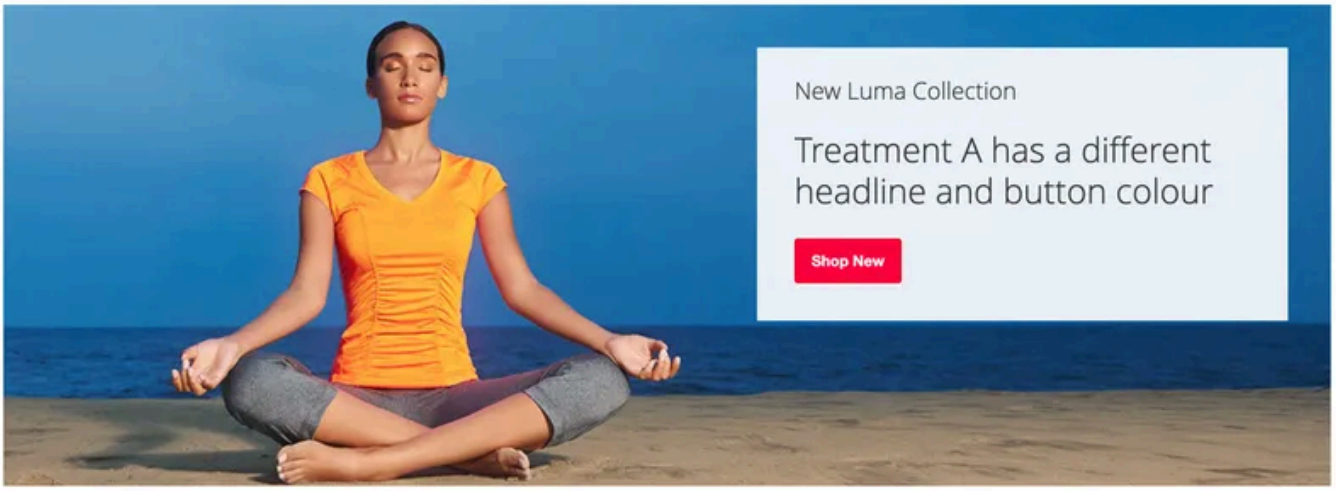
1.1 Visit the website

In this exercise you'll visit the website to browse some products before signing in as a known user and adding some products to your cart.

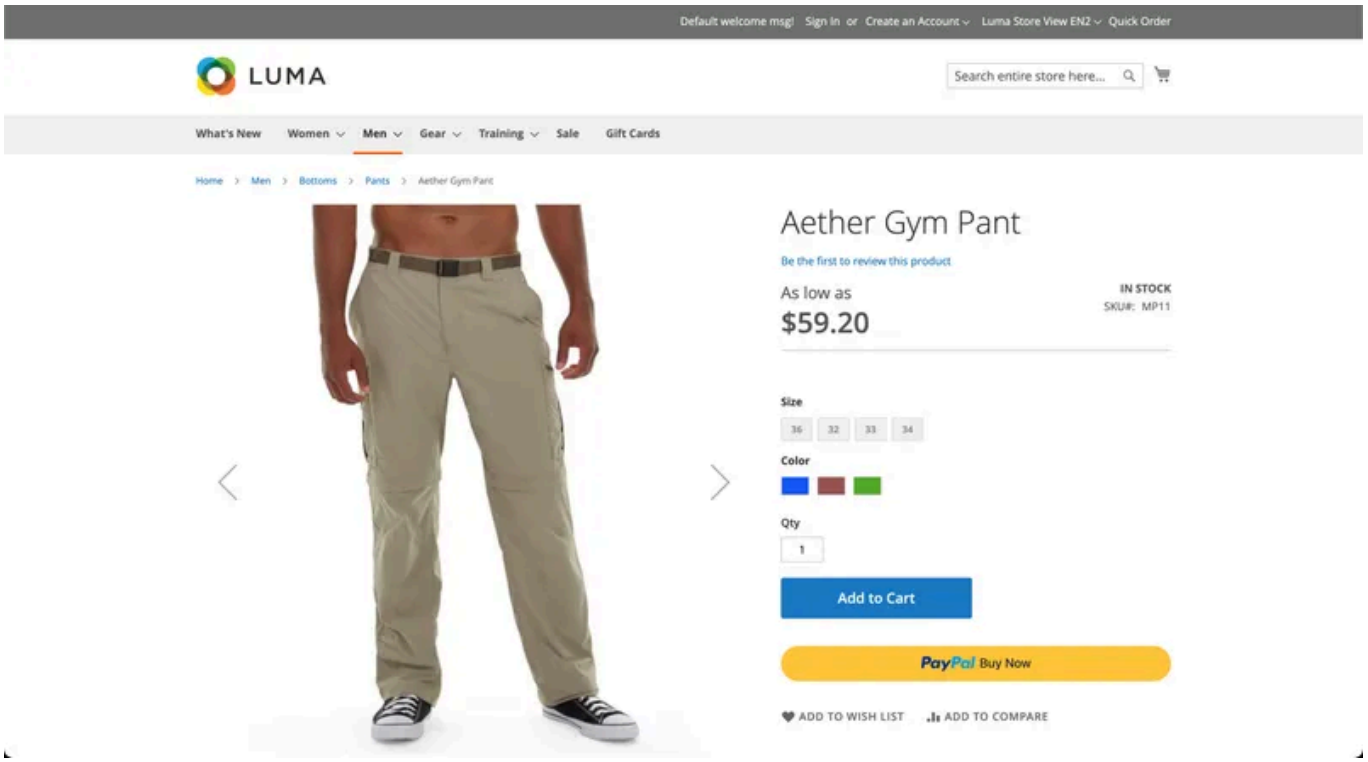
Using an incognito window, open the demo website at **https://luma-com574.adobedemo.com/**

You'll notice on the home page we have a banner optimization experiment running. You'll either see Treatment A or Treatment B.

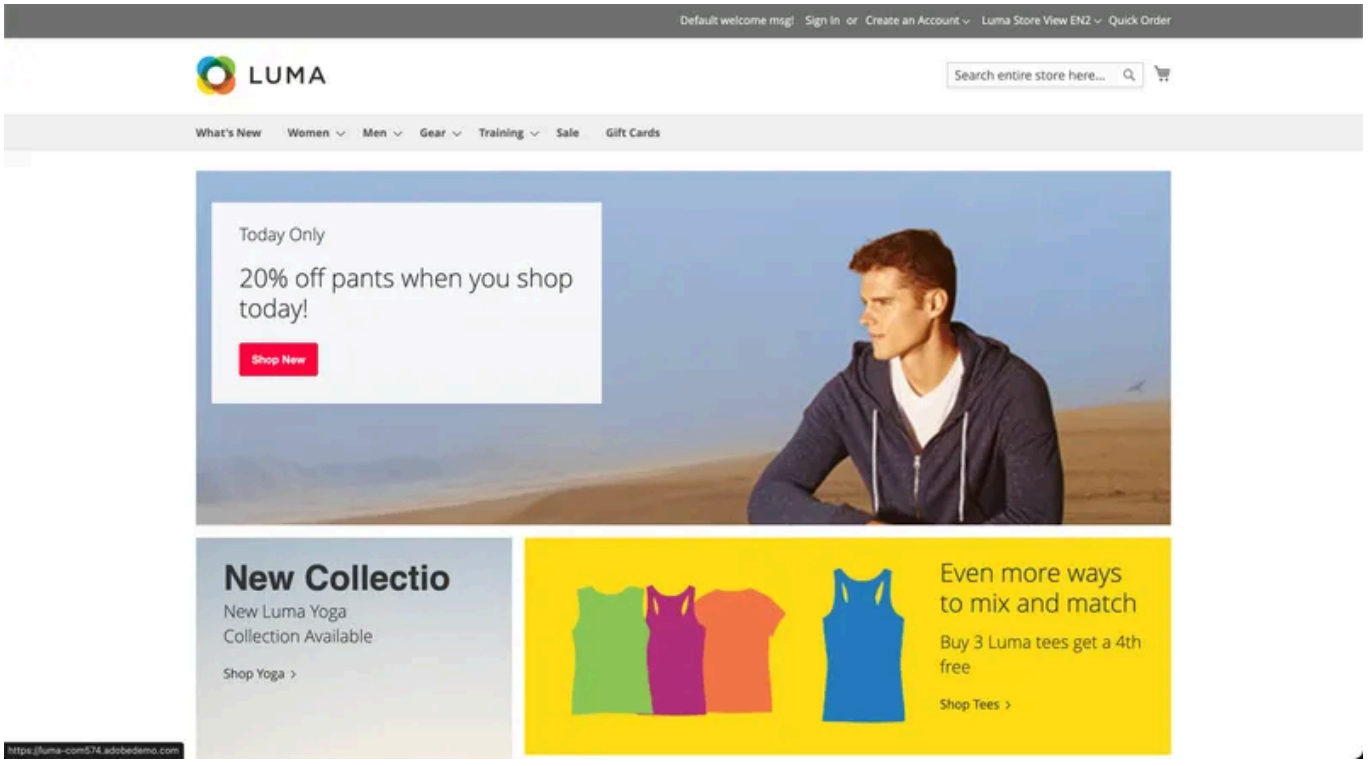
Treatment A | Treatment B



Click through and view some of the products under the mens pants category.



Every interaction you have on the site is being shared to Adobe Experience Platform in realtime via the SDK and these events can qualify you into an audience for personalisation whether you have identified yourself or not. Return to the home page, the experience will be updated in real time to promote the current Pants promotion rather than the new yoga collection.



Click to Sign In. Use one of the customer id's below to sign in.

Email Address	Password
luma+1@gmail.svpoc.io	adobeTest123
luma+2@gmail.svpoc.io	adobeTest123
luma+3@gmail.svpoc.io	adobeTest123
luma+4@gmail.svpoc.io	adobeTest123
luma+5@gmail.svpoc.io	adobeTest123
luma+6@gmail.svpoc.io	adobeTest123
luma+7@gmail.svpoc.io	adobeTest123
luma+8@gmail.svpoc.io	adobeTest123
luma+9@gmail.svpoc.io	adobeTest123
luma+10@gmail.svpoc.io	adobeTest123

Your anonymous profile will now stitch to the known profile.

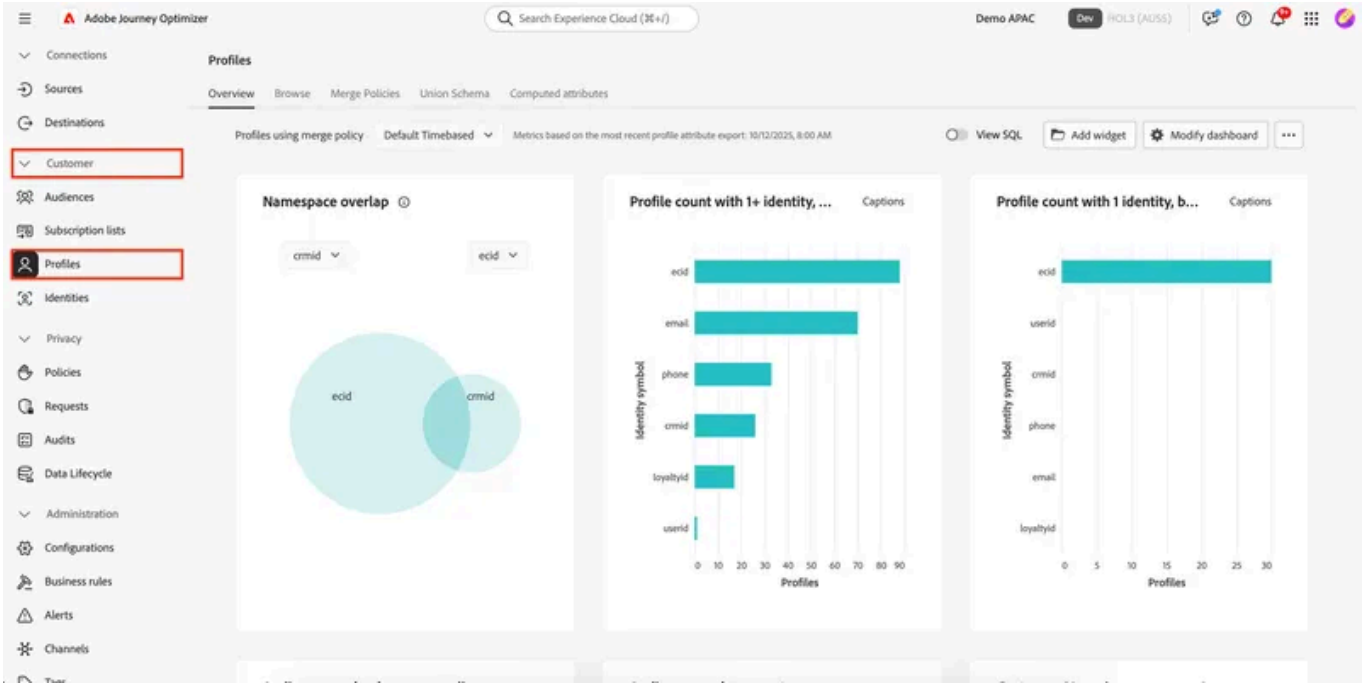
1.2 View a Profile

Next we'll look up your customer profile in Adobe Journey Optimizer.

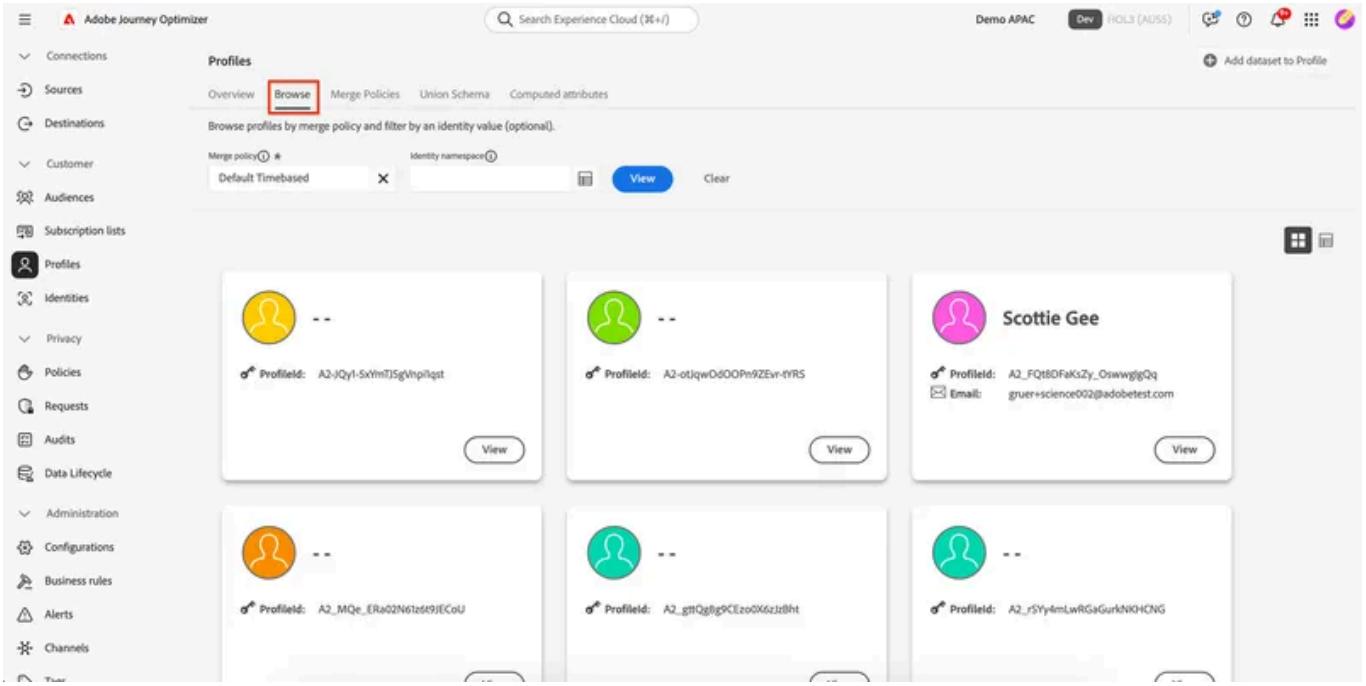
Adobe Experience Platform combines data from multiple sources into an actionable profile. Each profile consists of 4 key components:

- Attribute Data
- Event Data
- Audiences
- Identity

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

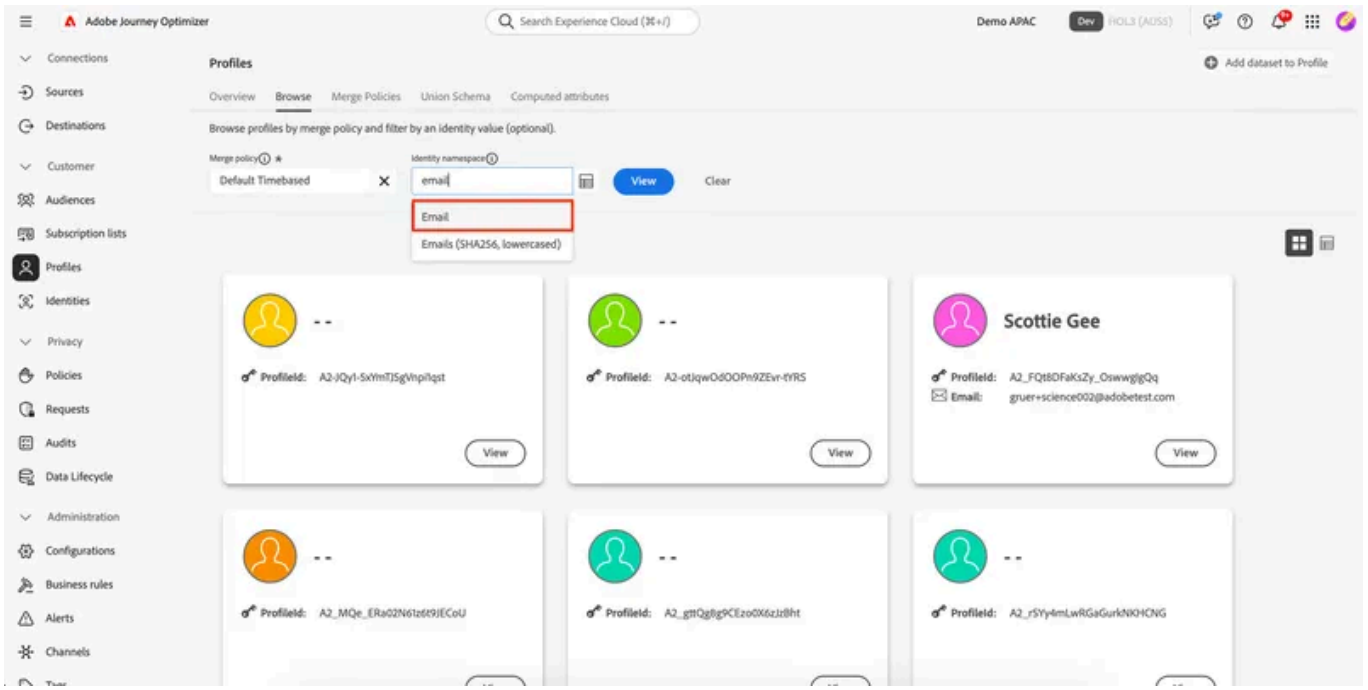


To lookup a specific profile, move to the **Browse** tab.



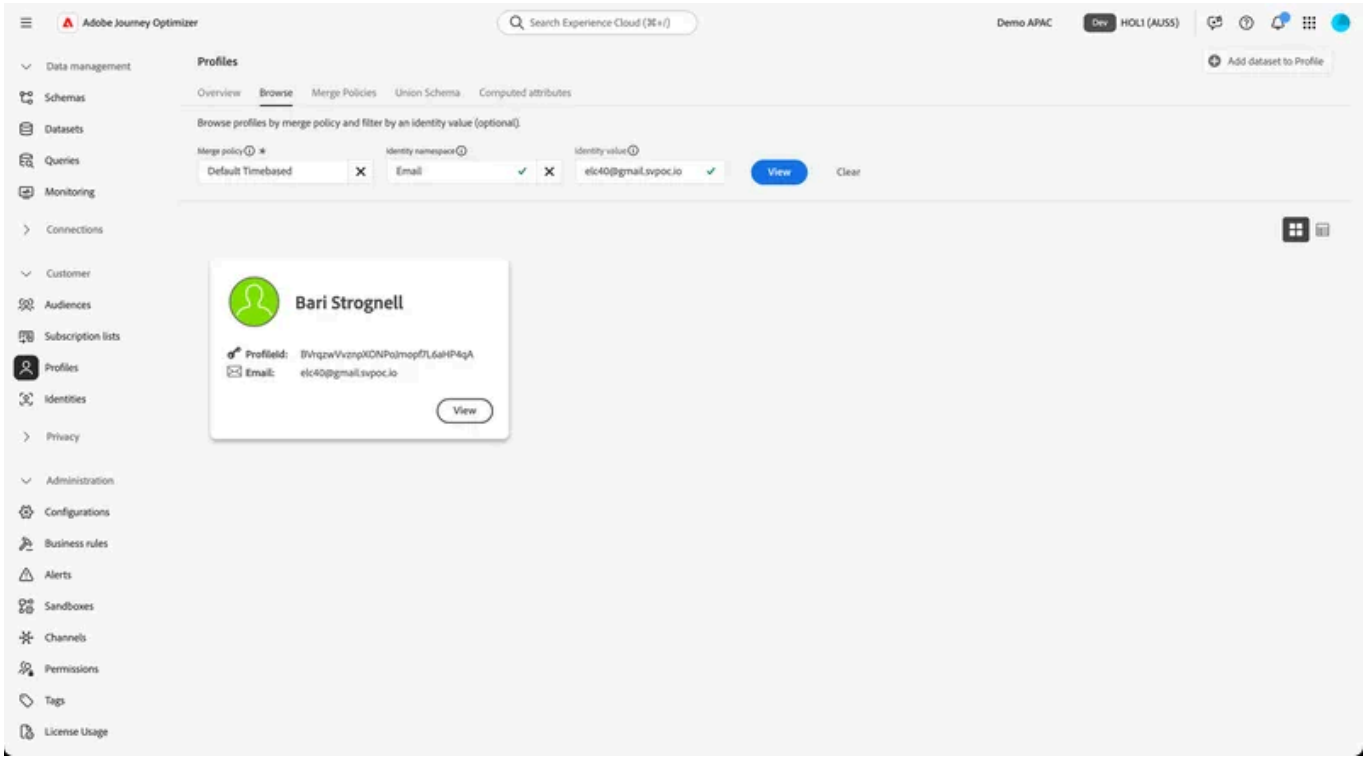
Profiles can be retrieved by any of the identities that are attached to that profile. Which identity namespaces are leveraged depends on your organisations requirements. For this exercise we will use Email to look up your profile.

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

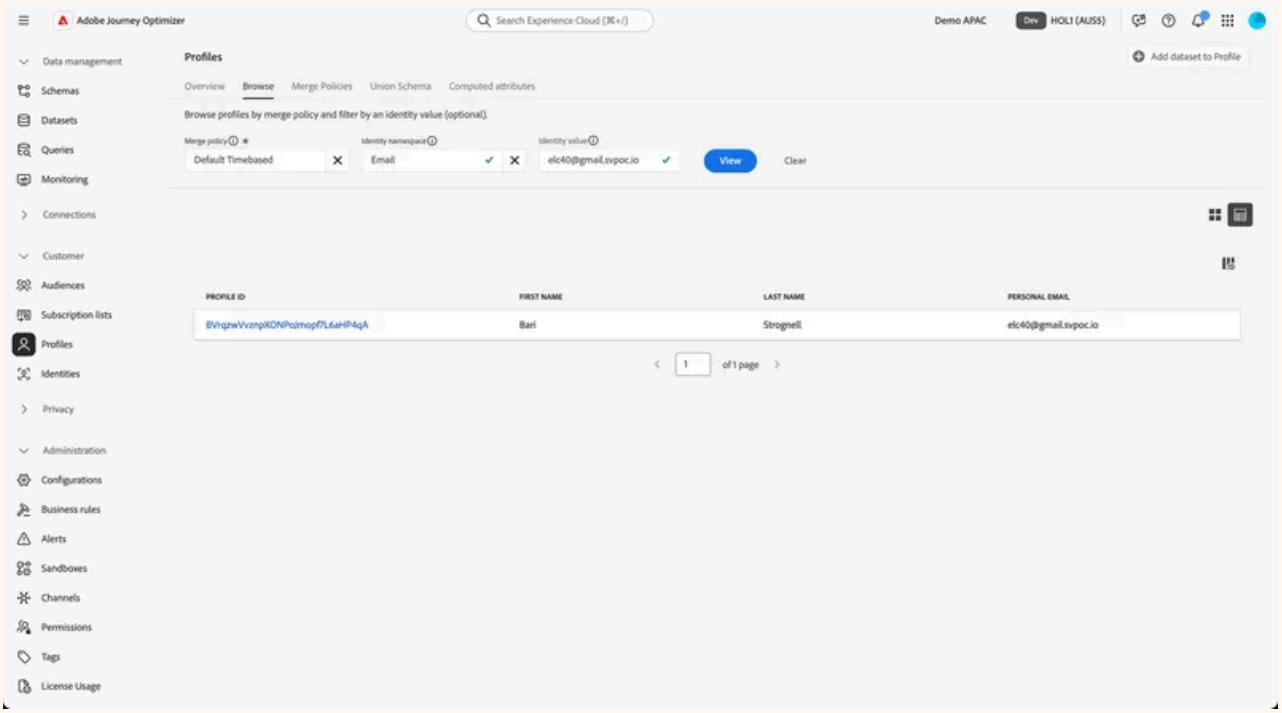


Type the **email** you used to login on the website into the **Identity value** field and click **View**, then **View** again on the profile card.

Remember this email as we'll use it in the next exercise as well.

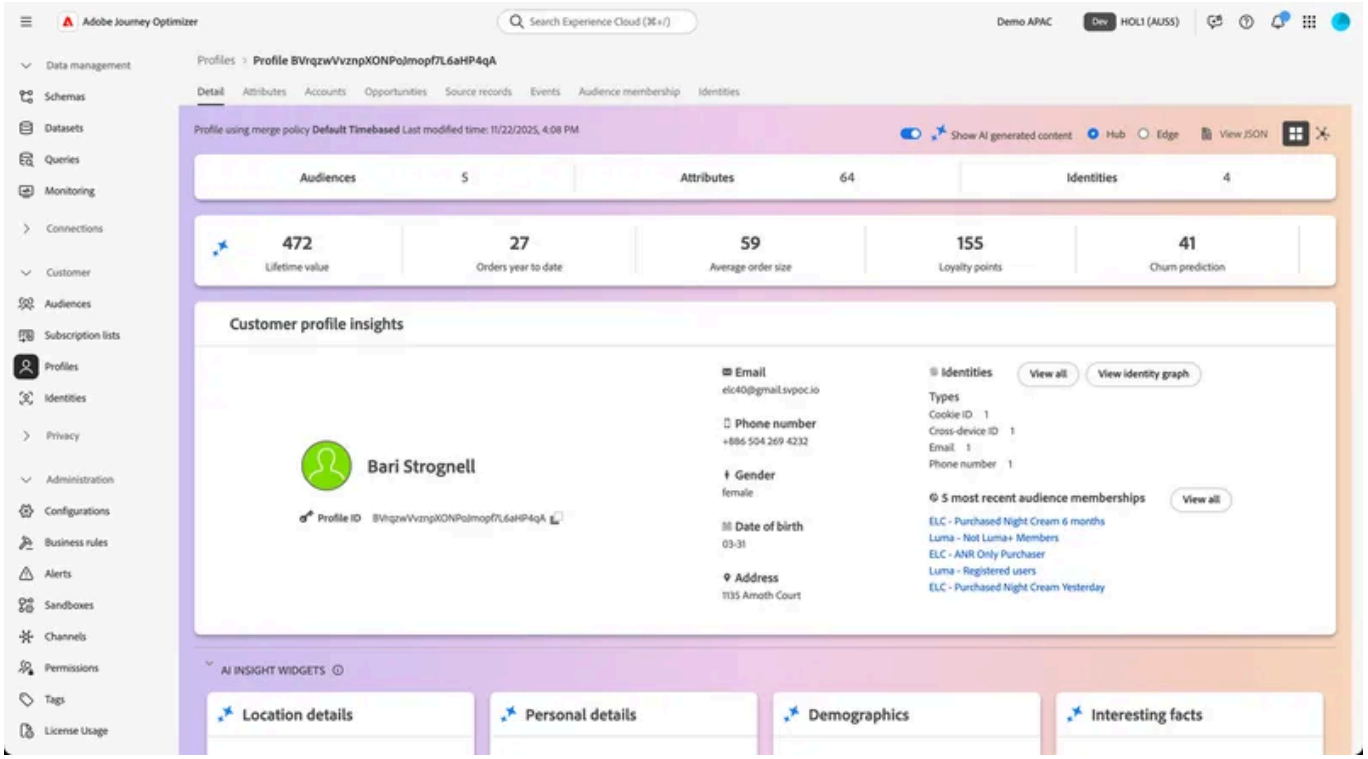


Note: you may not see the profile card. If this is the case you might be in the List View. If this is the case you can simply click on the **PROFILE ID** to view the profile details.

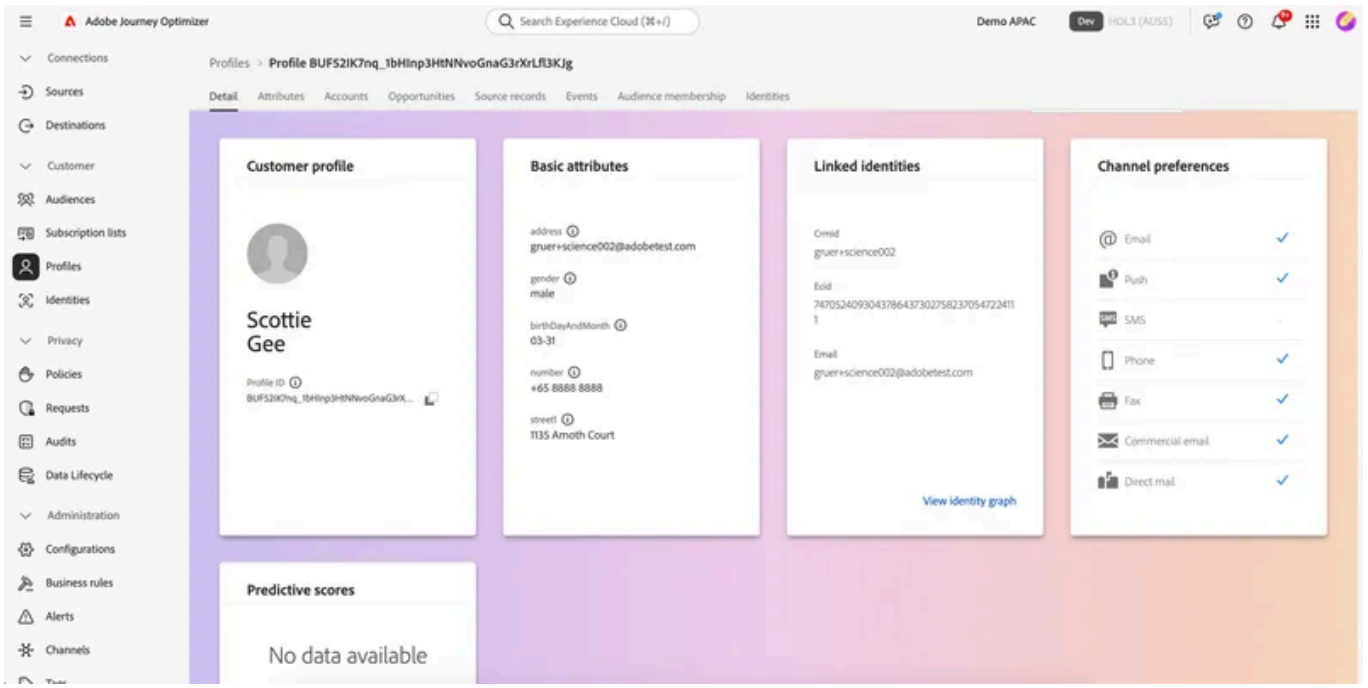


The **Detail** tab shows us some basic information about the profile, starting with some AI-generated insights.

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

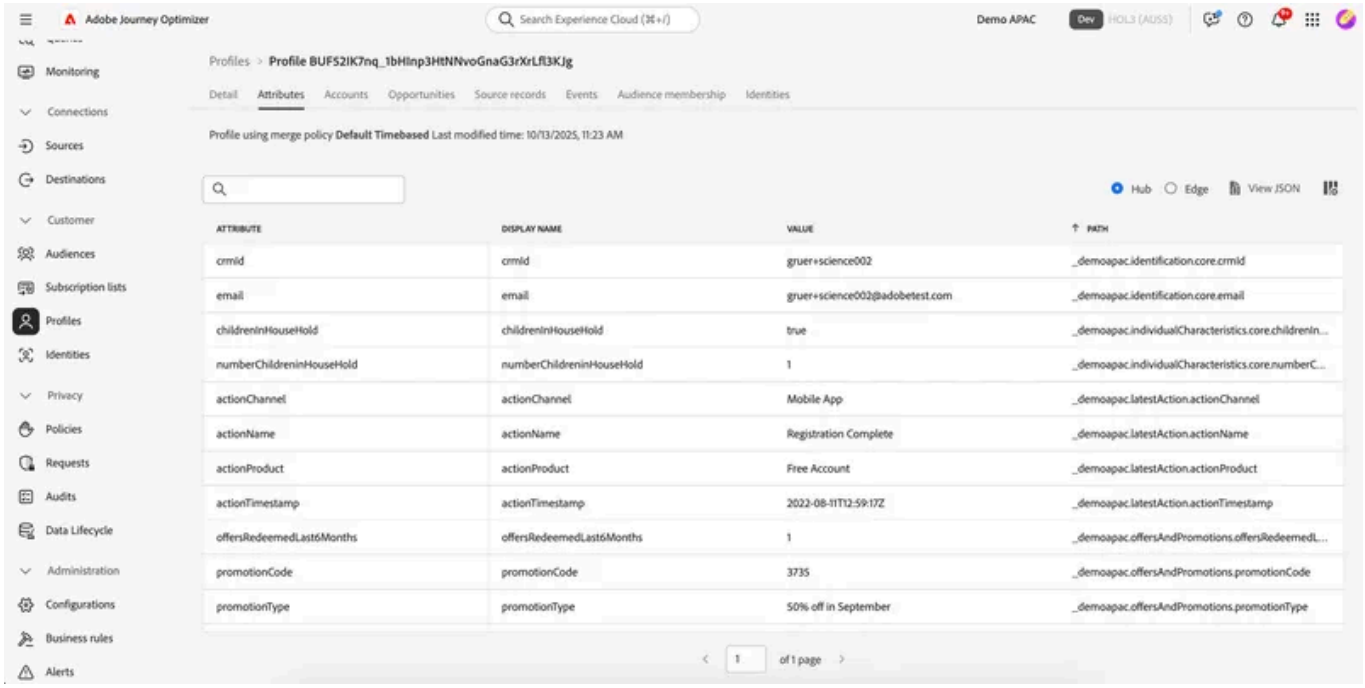


Below are some content cards and fields which can be customized according to business needs.

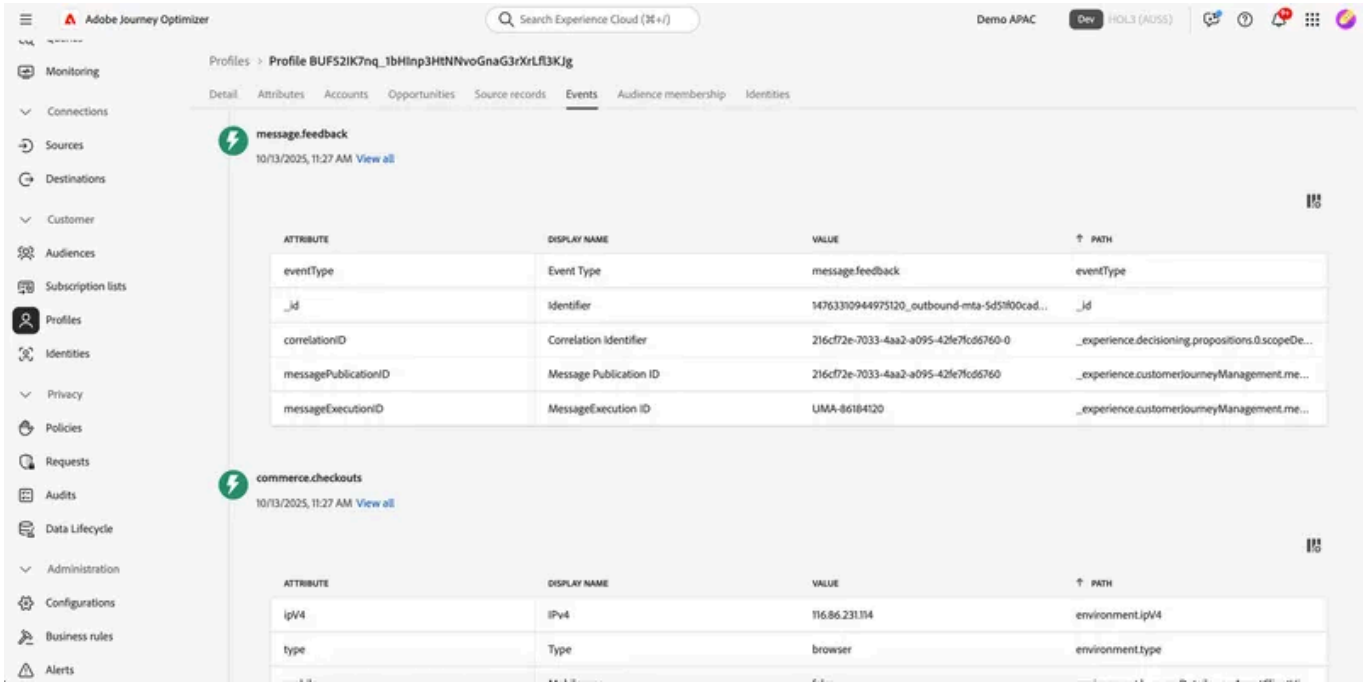


There are 2 main types of data collected against the profile, **Attributes** and **Experience Events**. Attributes tend to be fairly static, slower-moving data (sometimes called Record Data) while Experience Events represent point-in-time interactions a profile has had with your brand, whether that's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

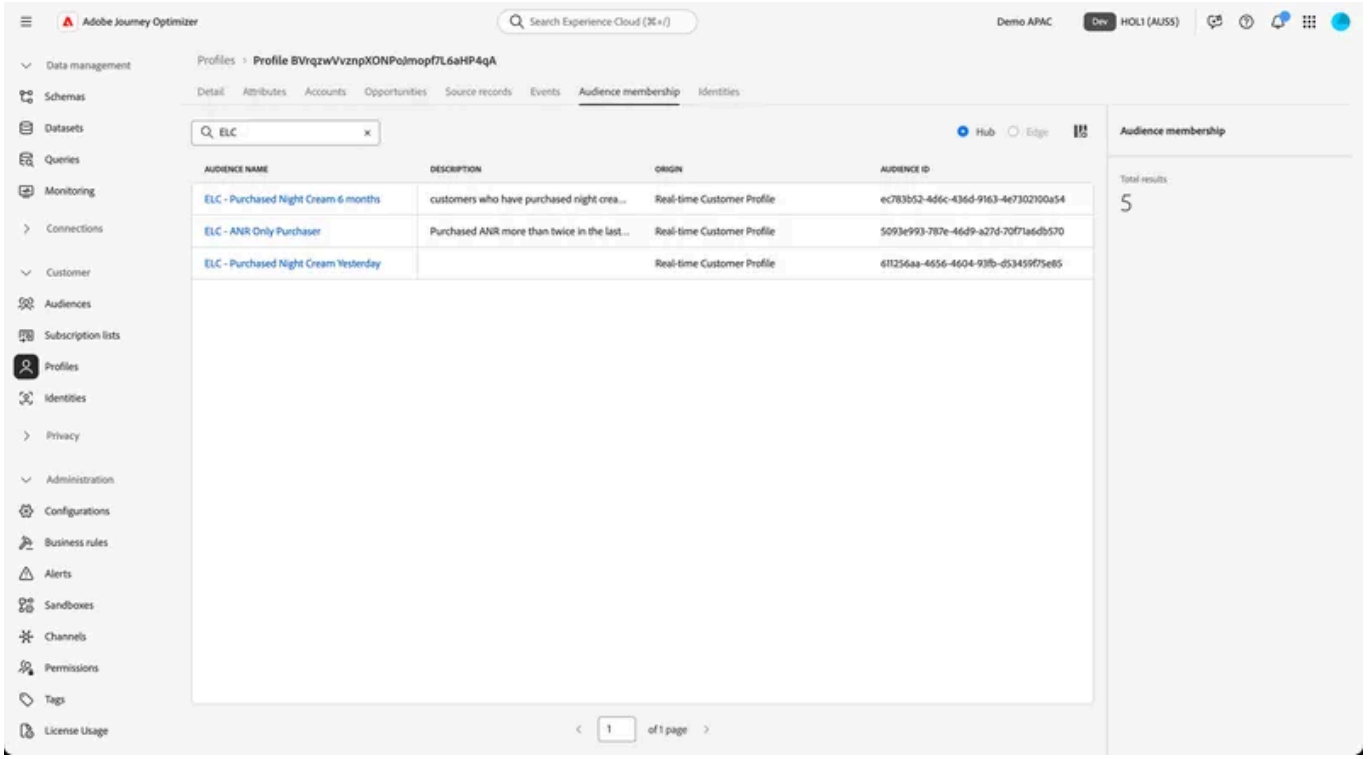
Click on the **Attributes** tab to view the full list of attributes ingested for this profile. These attributes can come from different source systems. The platform will merge them in real-time.



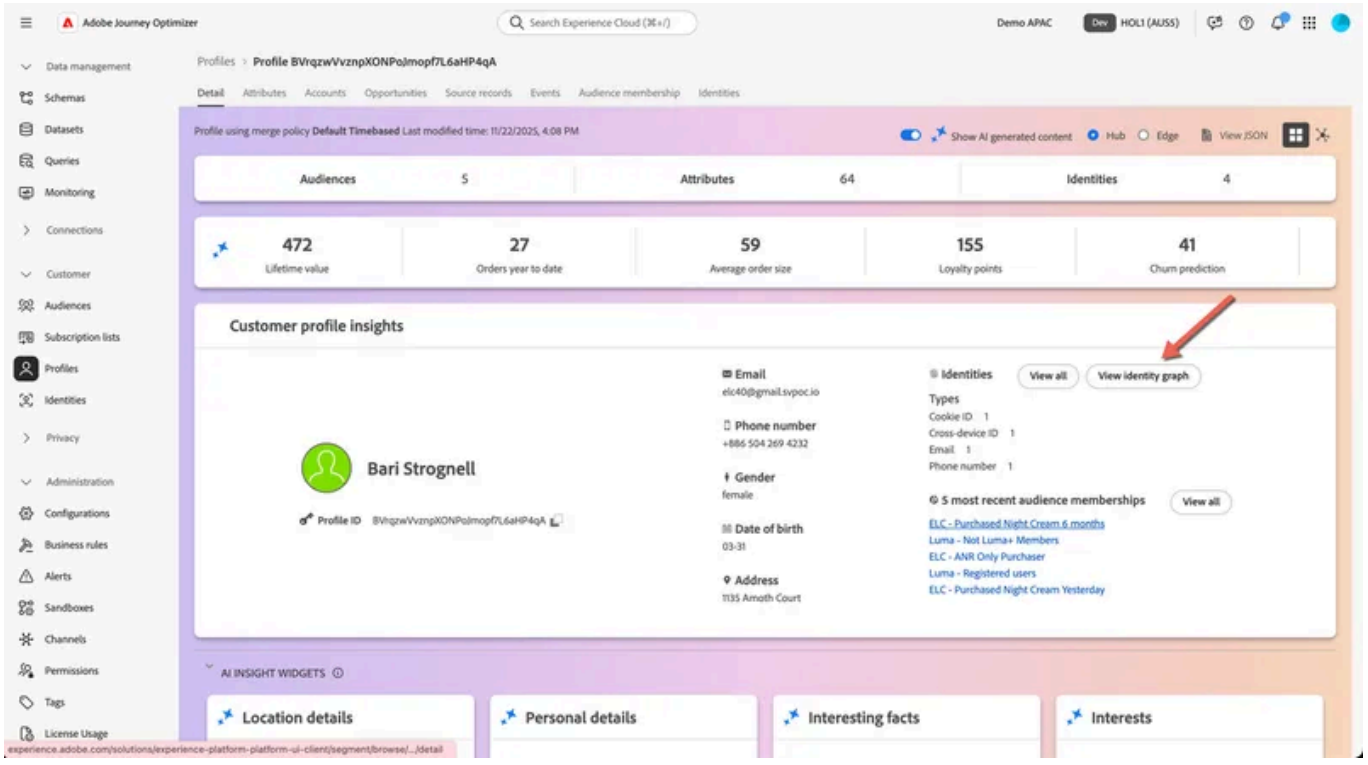
Click on the **Events** tab. Here you can see a chronological view of all the behavioural experience events coming from different source systems for this profile. These events are ingested in real-time from the sources like your website or mobile app.



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

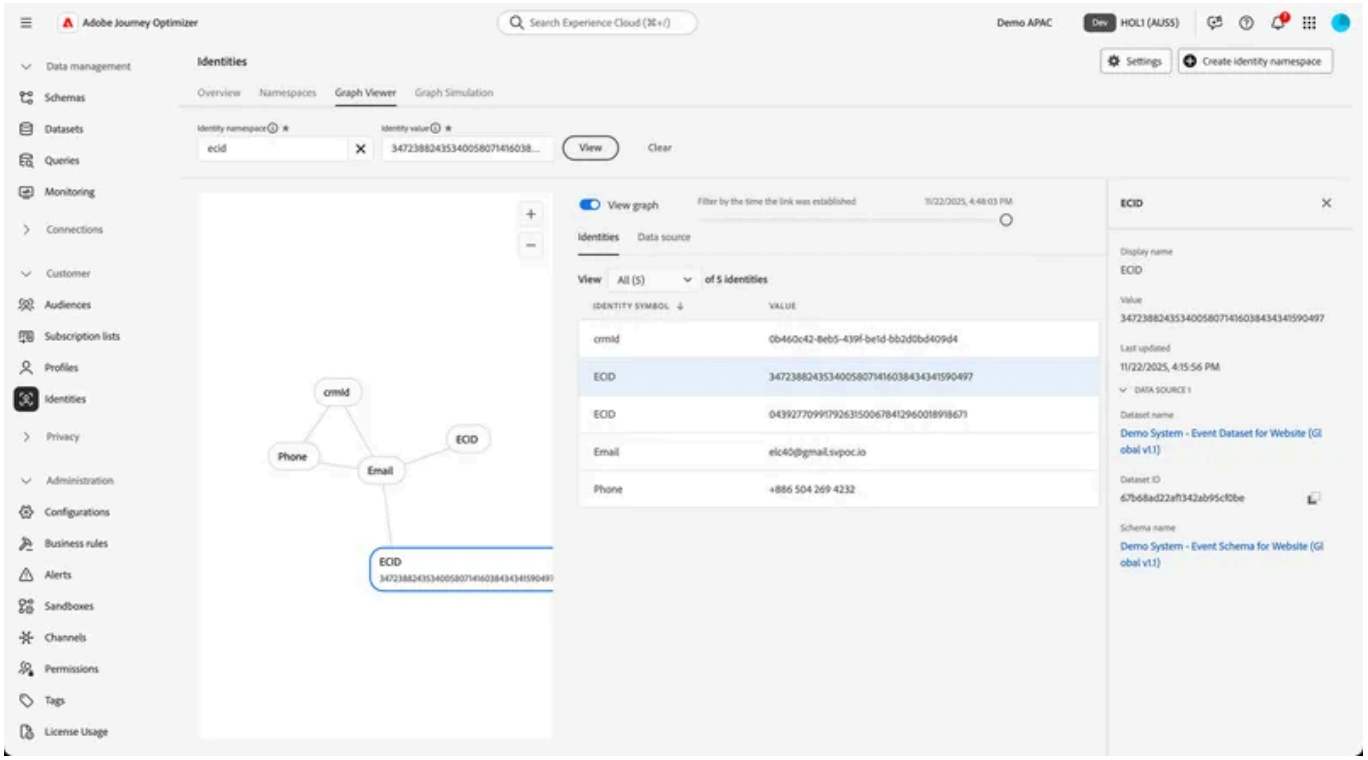


Lastly, return to the **Details** tab, scroll down to Linked Identities and click **View Identity Graph**.

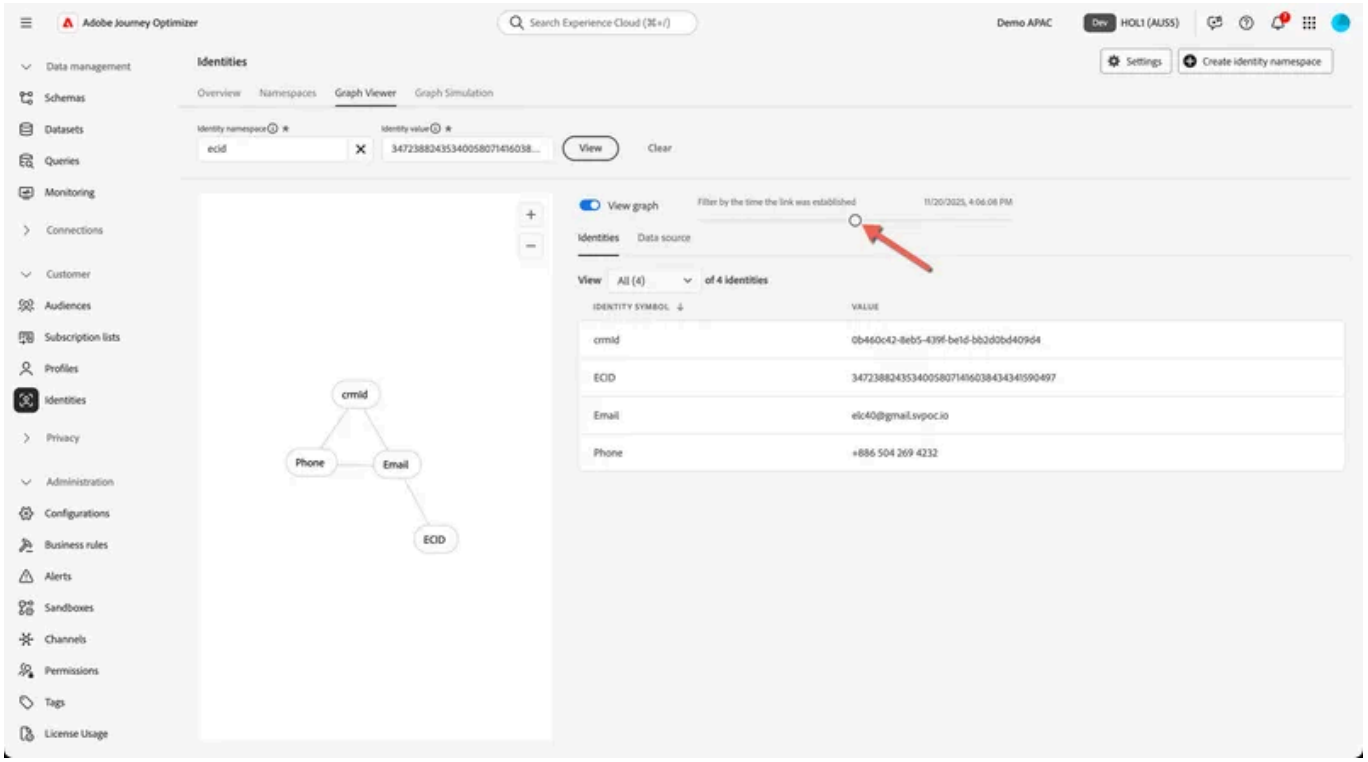


Here you can see a visualisation of the Identity Graph linking all of the different sources of information together to create our profile. You can see that there are multiple ECID's or Cookie ID's attached to the profile, this represents the different devices that the customer has identified themselves on, for example by logging in or providing their email address or

another durable identifier. Multiple ECIDs could be desktop and mobile for example, or the customer using multiple browsers (or even clearing cookies).



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



1.3 Create a simple audience

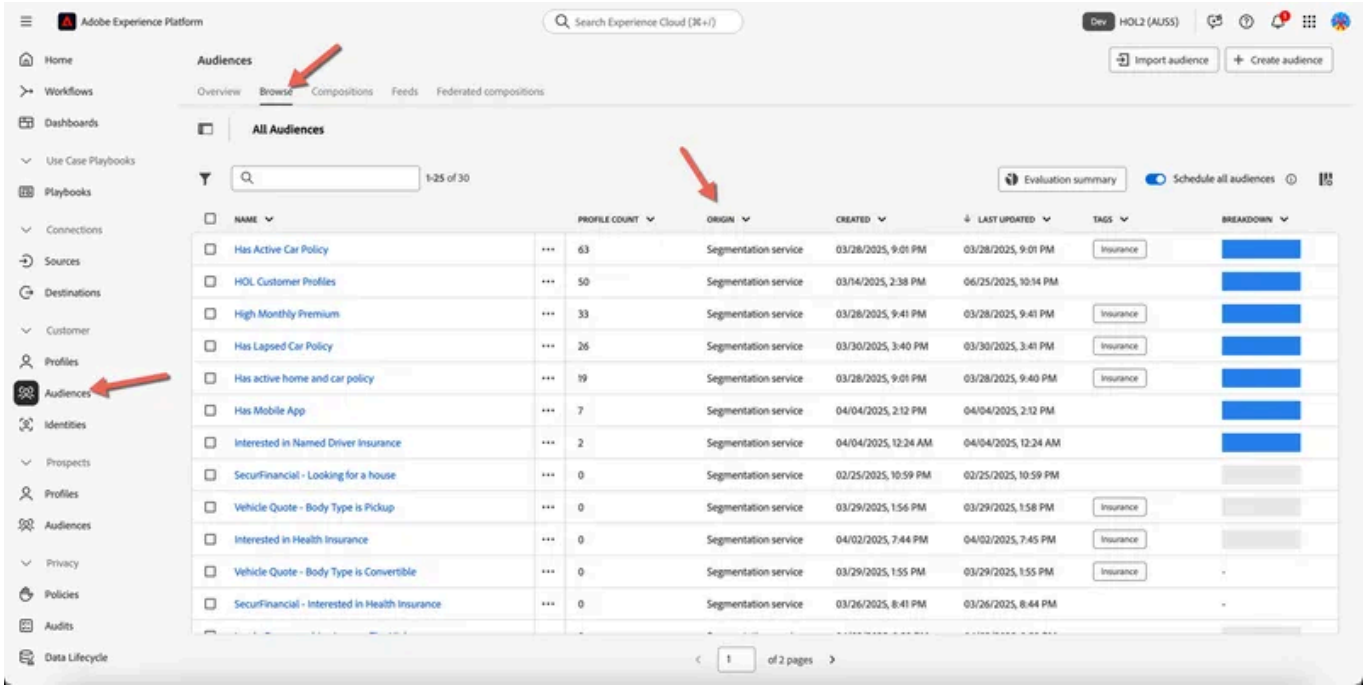
In this exercise we'll create an **Email Engaged** audience to use in the next lab. For this audience we'll use a pre-calculated attribute on our profile which stores the count of links clicked in the last month and select only profiles with a count greater than or equal to two.

> Pre-calculated aggregates like this can be created directly through the UI using Adobe Real-time CDP's **computed attributes**.

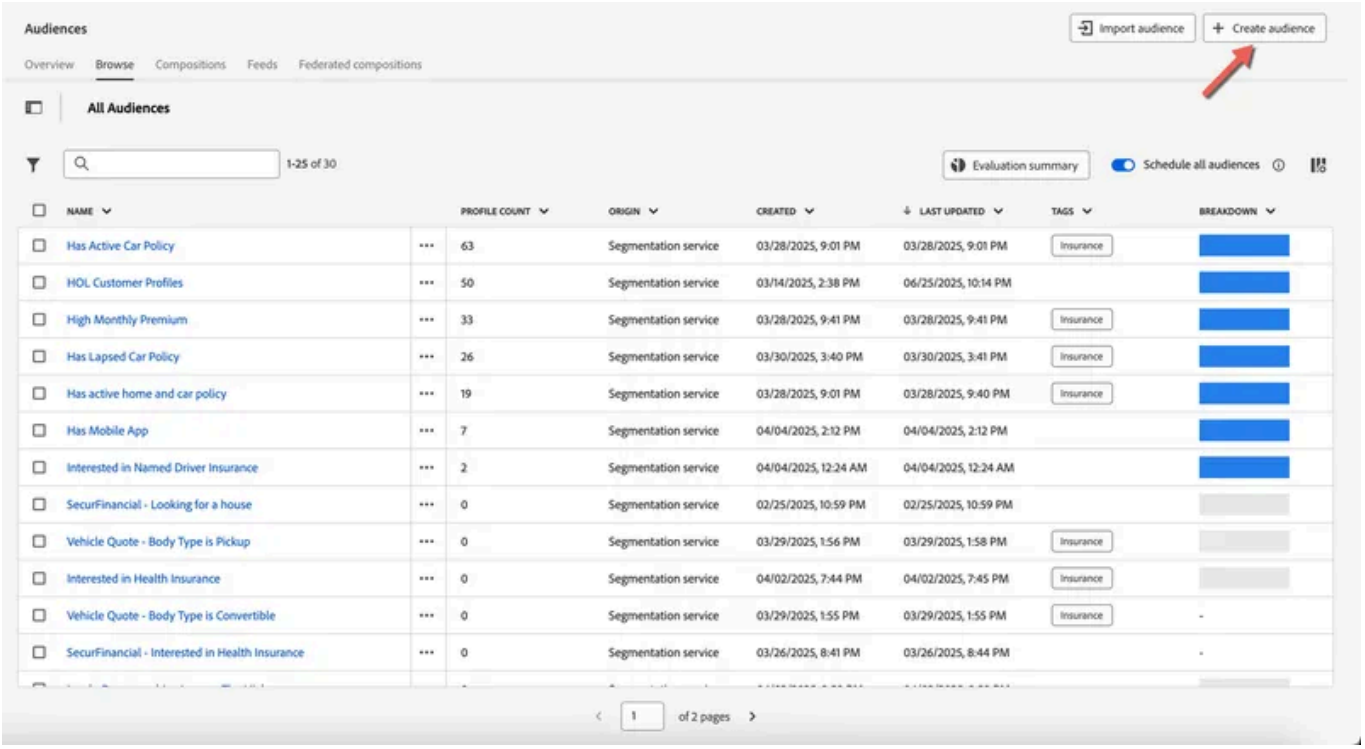
Click on **Customer → Audiences** and go to the **Browse** tab.

This is the **Audience Portal** where you'll find all of the centralised audiences, regardless of how they were created. The **origin** column indicates where the audience was created:

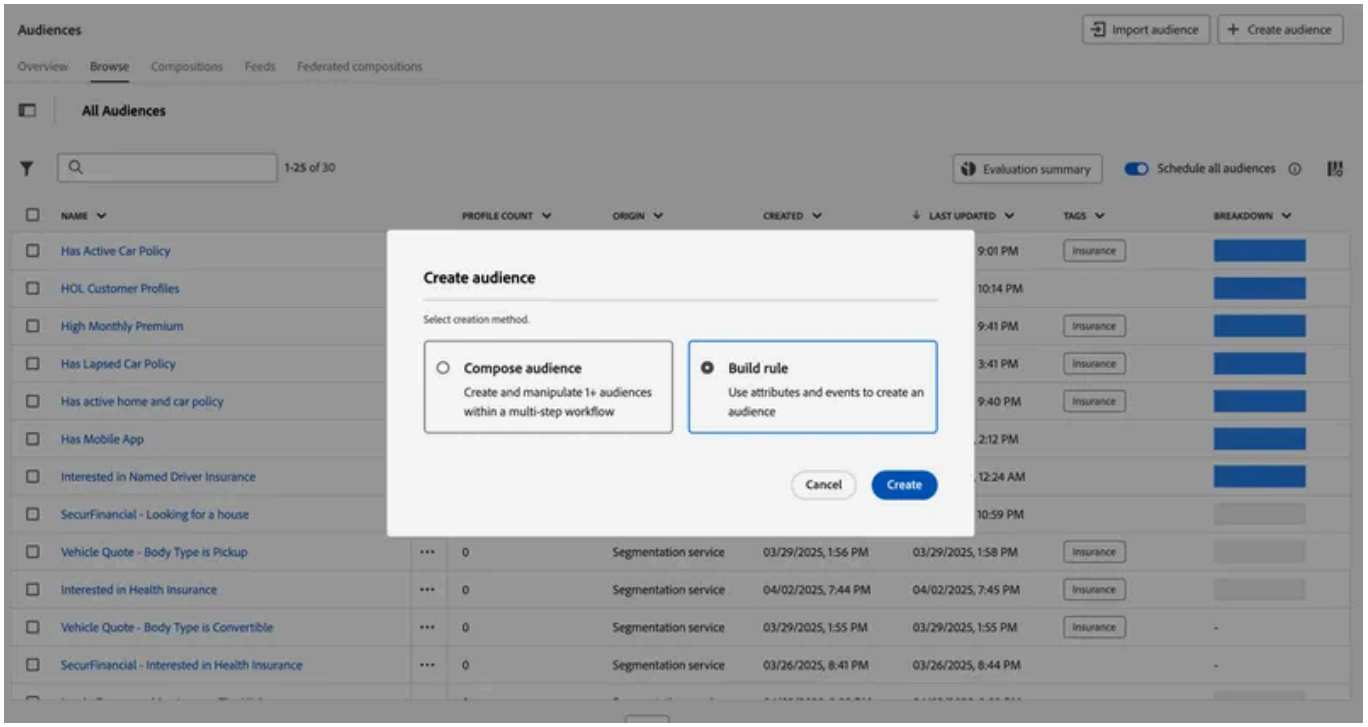
- Segmentation Service - rule based audiences using data onboarded to the real-time profile
- Federated Audience Composition - using data that lives in a remote data warehouse
- Customer Journey Analytics - audiences can be created directly from the dashboards built in CJA
- Custom Upload - directly from files



Click to **Create Audience.**



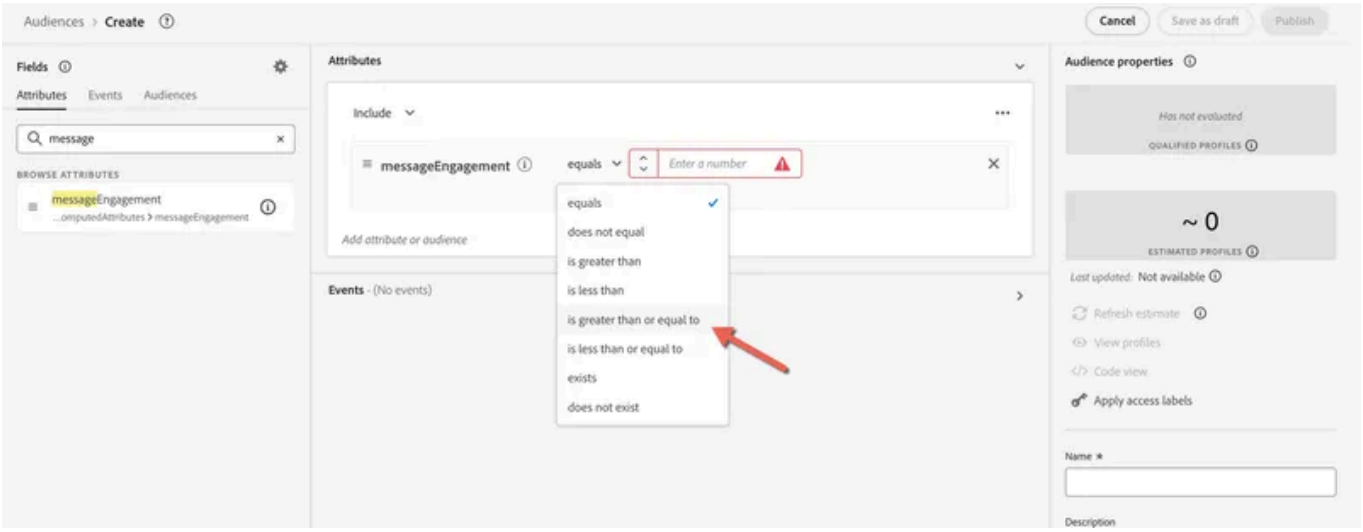
Change the option from compose audience to **Build rule** and click **Create.** We are going to create a new rule based audience using the attributes and events in our profile.



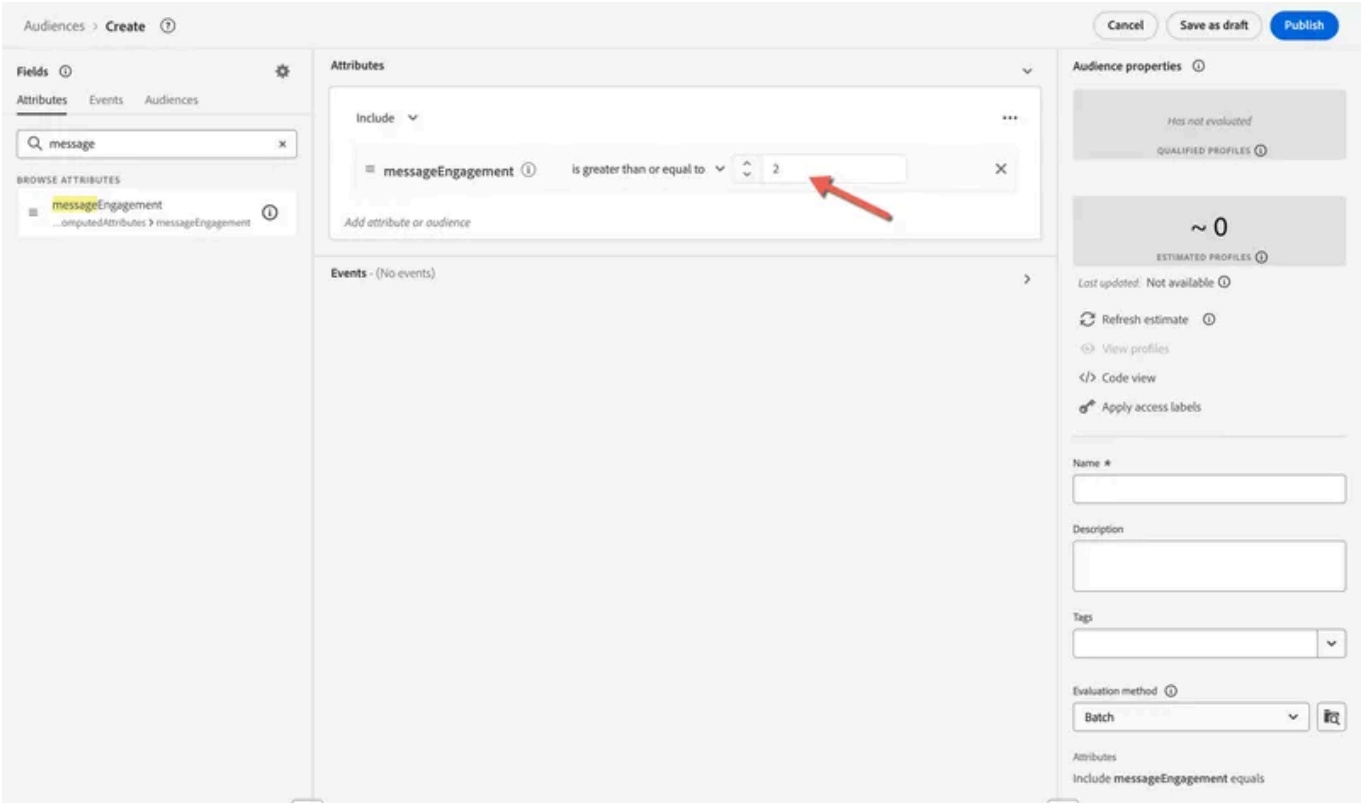
In the audience builder we can add attribute and event based rules. In the **Attributes** tab search for **EmailEng.** Then drag the **EmailEngagement** attribute into the canvas.



Update the operator to **is greater than or equal to**

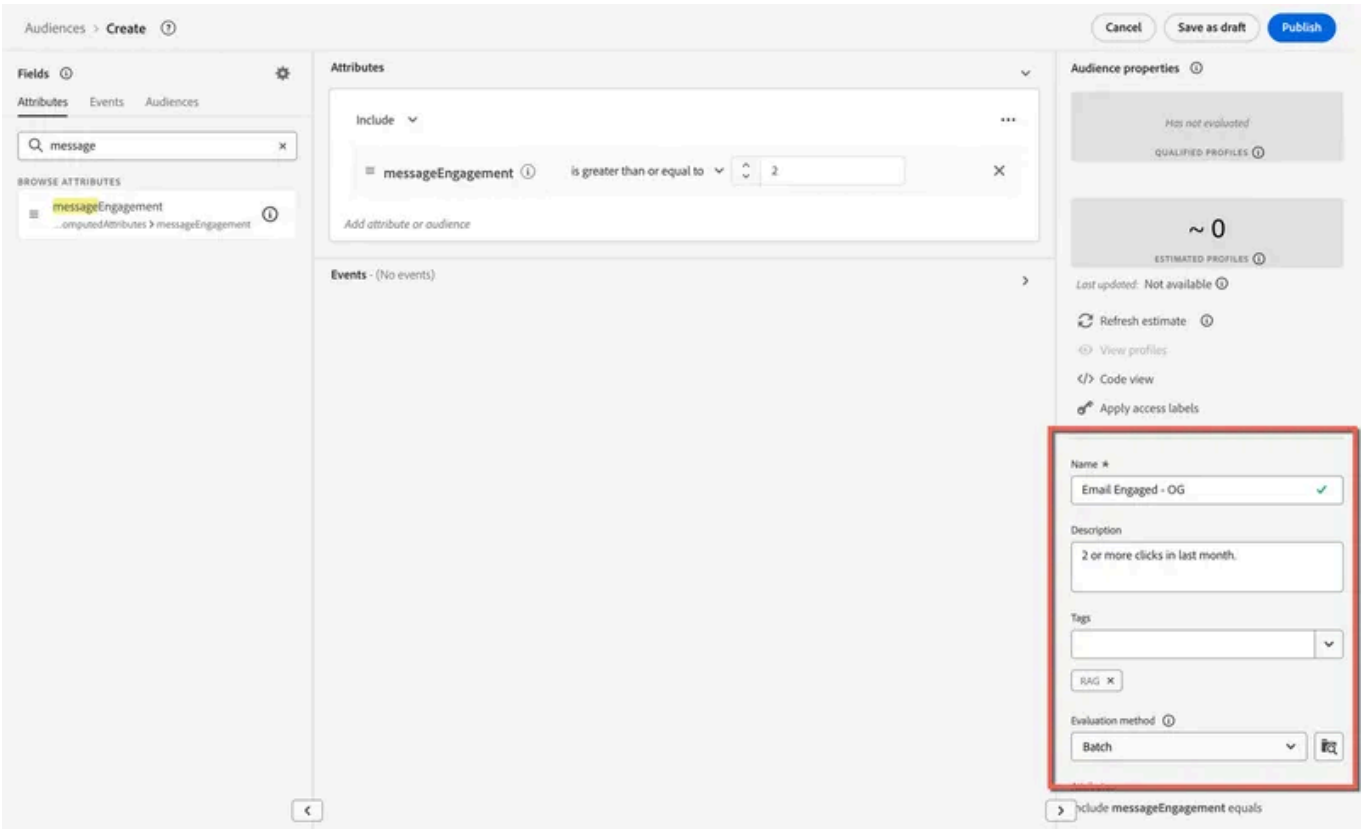


Set the value to 2.

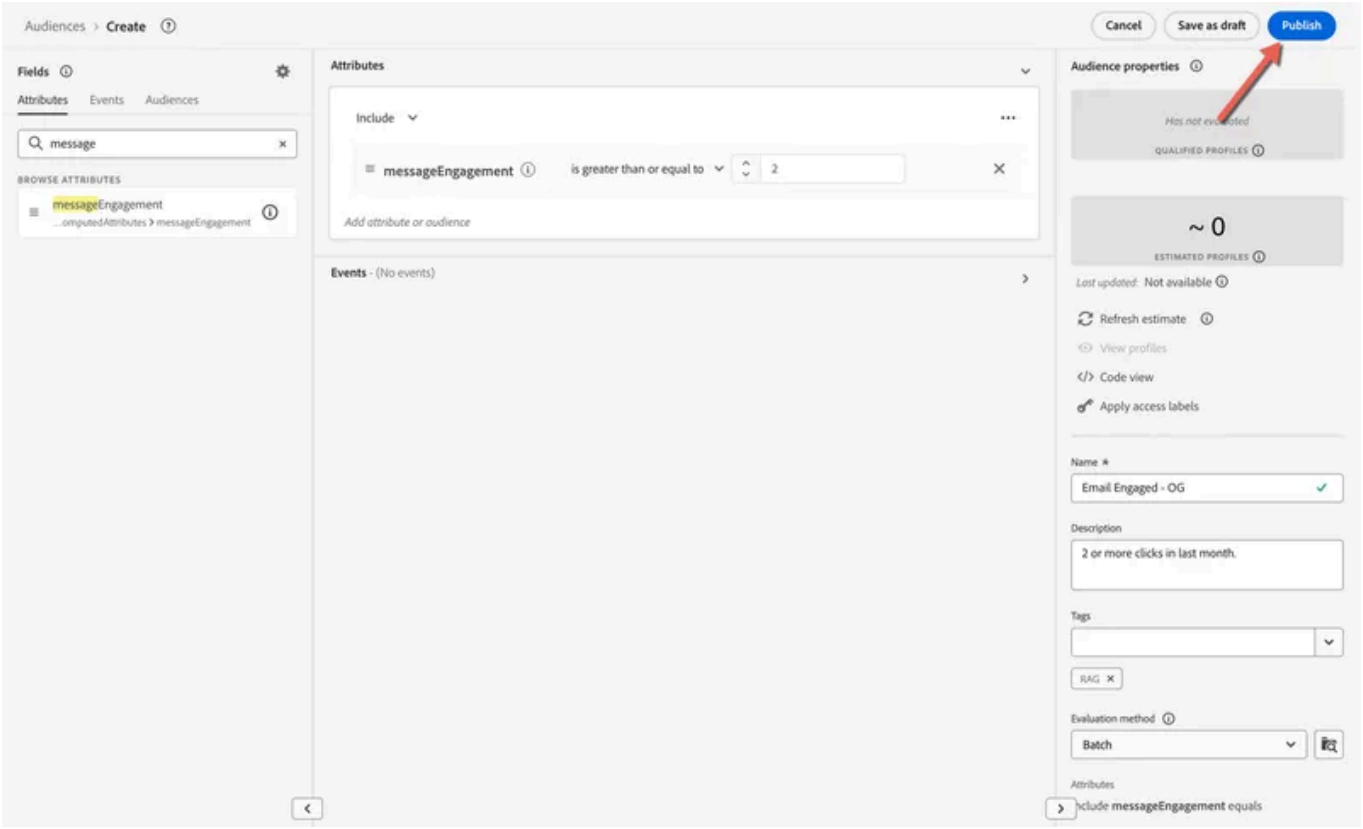


We can now give the audience a name - append your initials so you know how to find it again!

Add a description for others and add the tag **RAG** for easier searching.



Click to **Publish.**



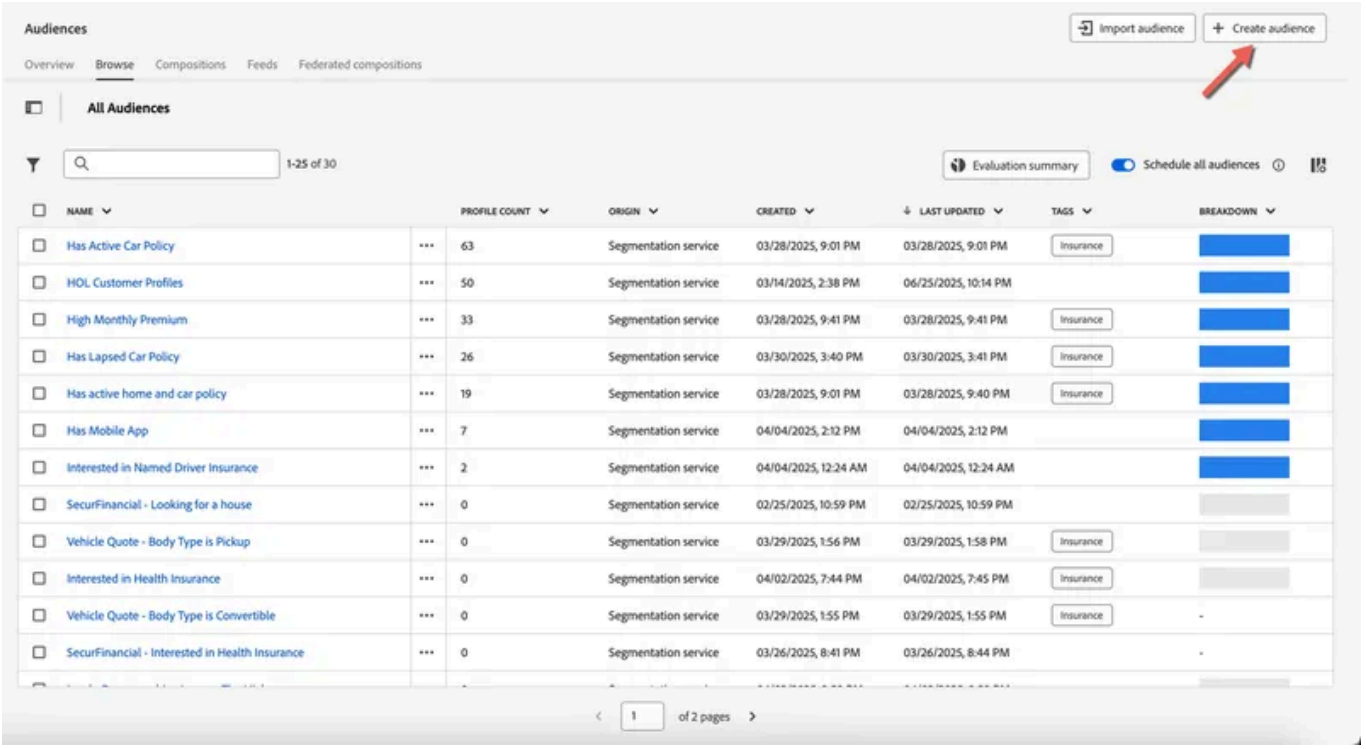
> As a batch audience it will now be added to the nightly schedule and will calculate each night to ensure it has the most up to date content each day automatically removing customers who show less engagement and adding new customers who start engaging.

1.4 Create a real-time audience

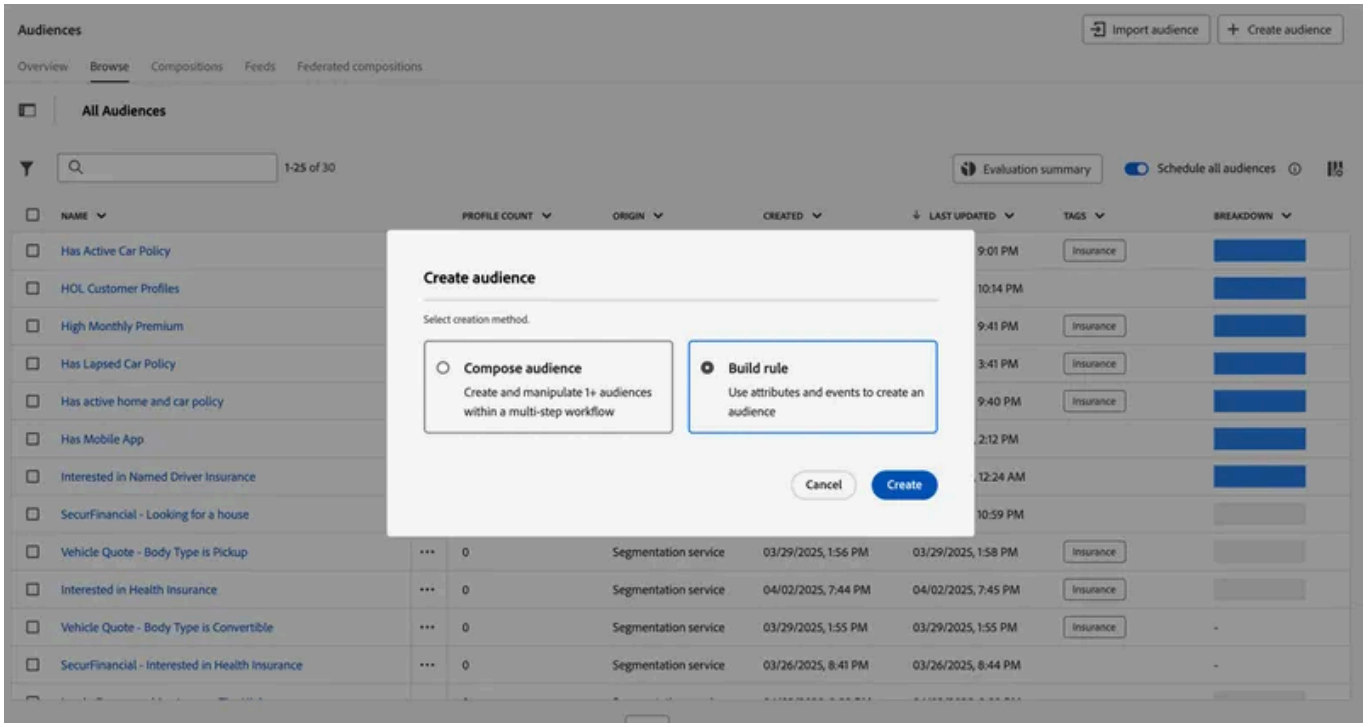
In this exercise we'll recreate the real-time audience which was used to power the onsite experience you just had where the home page updated after you viewed pants.

> **Real-time - Interested in Pants** audience definition
>
> - Events: **Product View** event where product **mainCategory** contains **Pants** in the **last 24 hours**

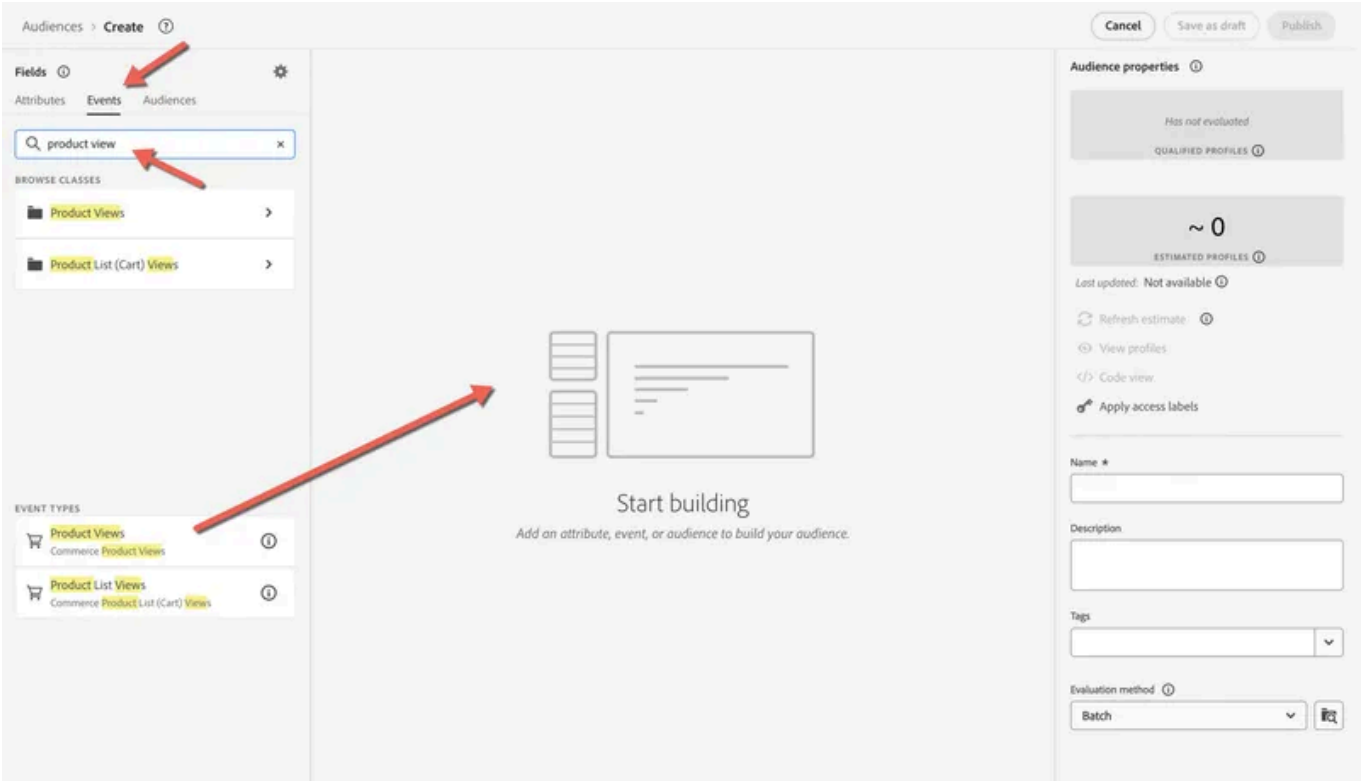
Click to **Create Audience.**



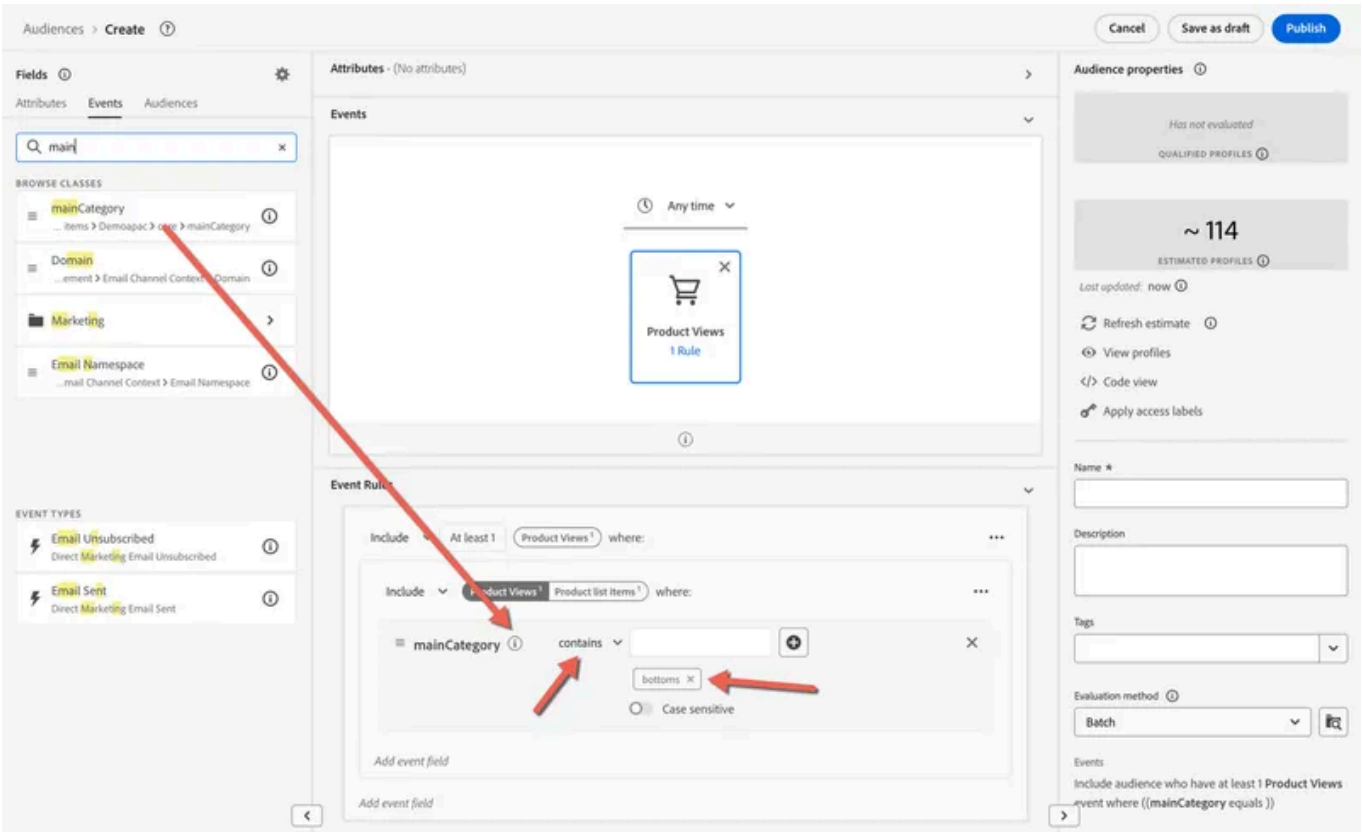
Change the option from compose audience to **Build rule** and click **Create.** We are going to create a new rule based audience using the attributes and events in our profile.



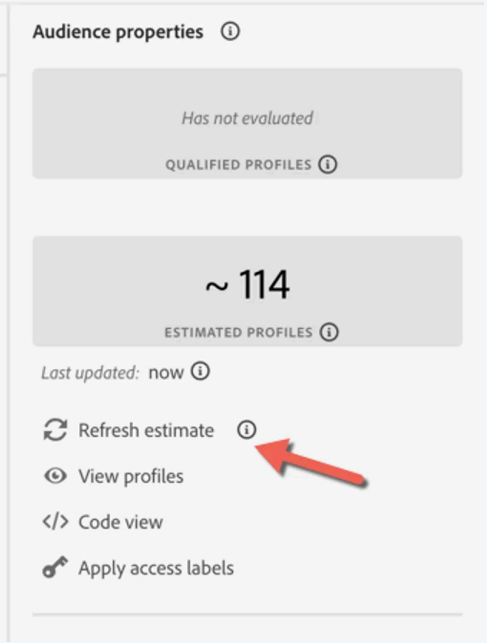
For this audience we will leverage the events being recorded against our profiles instead of the attributes. On the **Events tab** search for **product view** and drag the **Product Views** event type into the canvas.



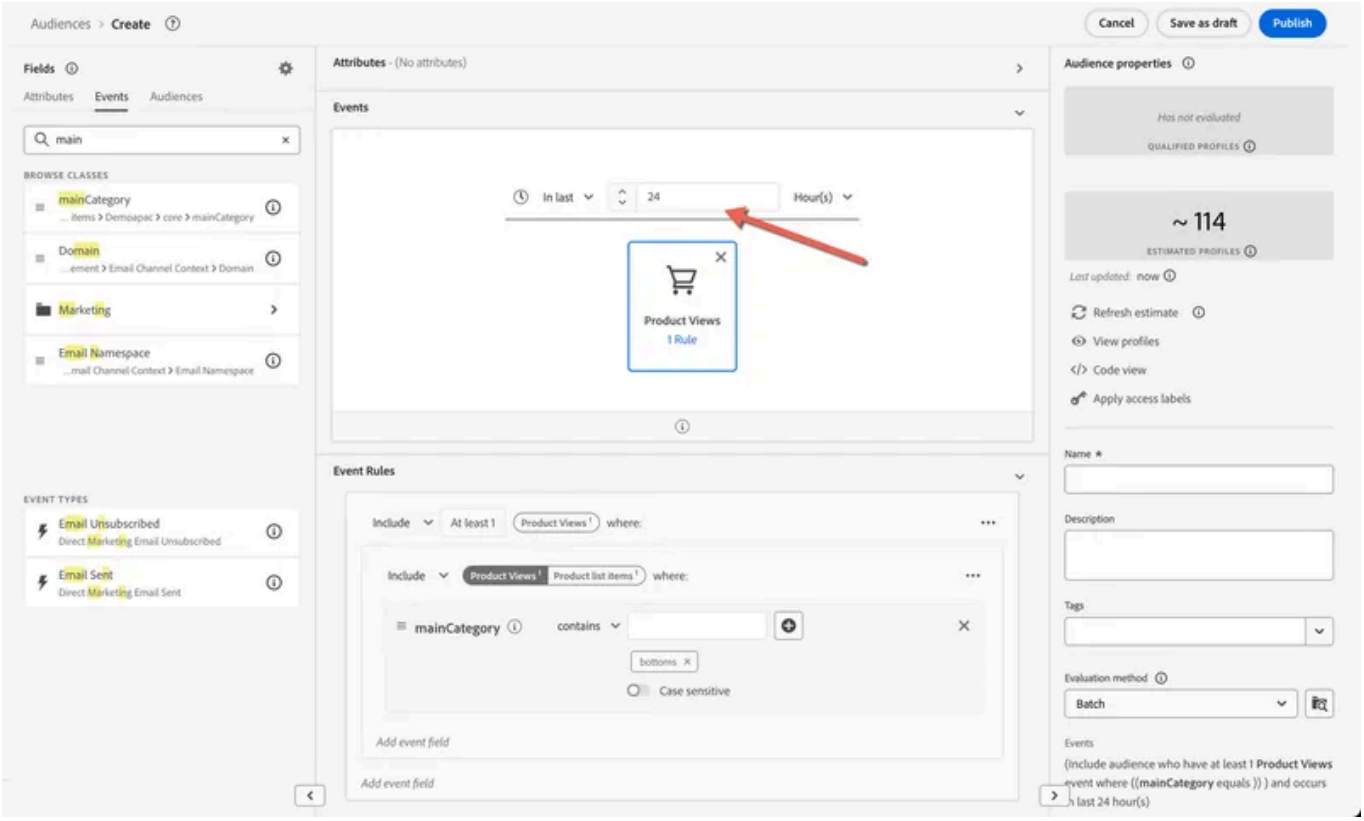
We want to filter the profiles we target to those who have viewed products in the pants category. We need to use some of the event metadata to do that. Search for **mainCategory** and drag it into the event rules area, set the operator to **contains** and add **bottoms** as a value.



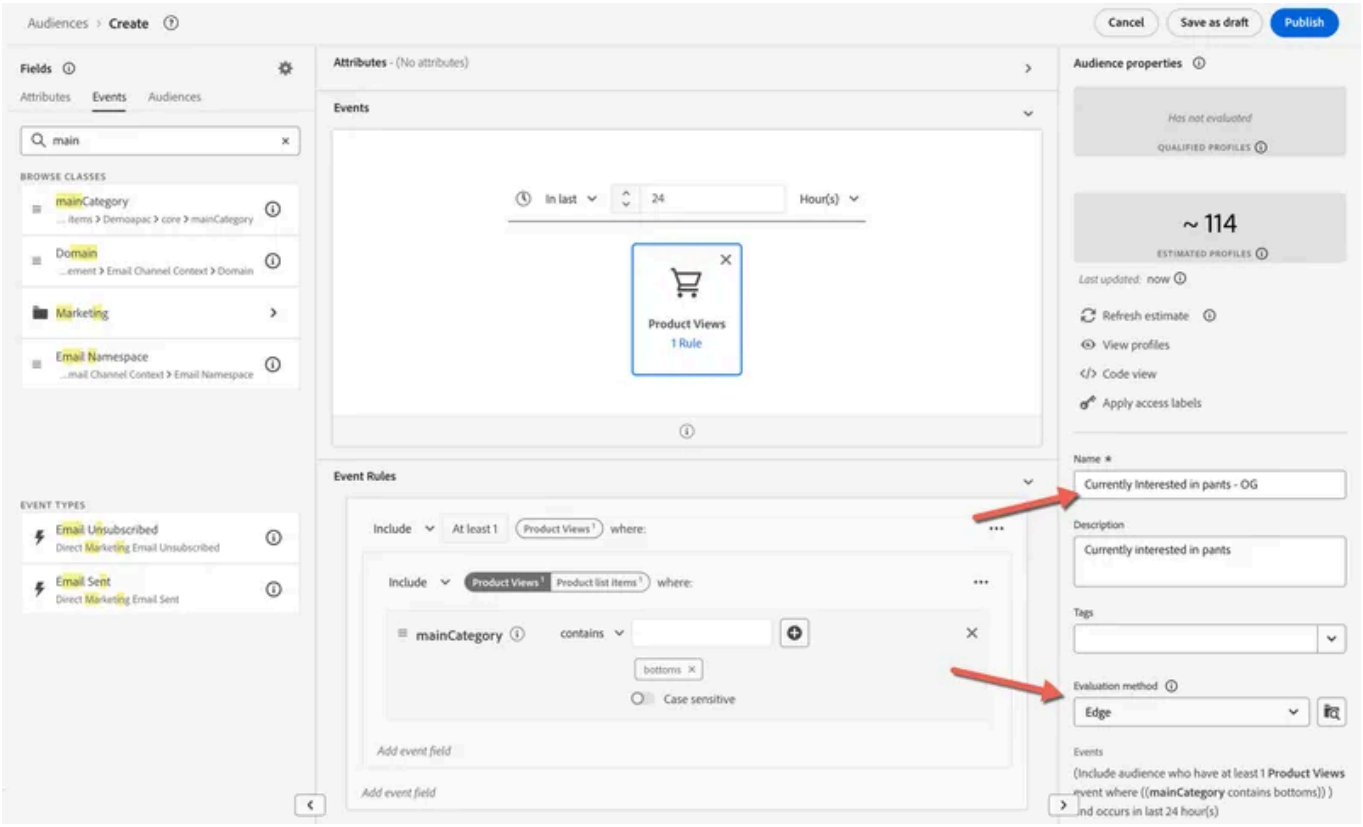
You can click on **Refresh Estimate** on the right at any time to get a count of how many profiles are likely to qualify.



Since this will be a real-time audience set the lookback window to the last 24 hours.



Give your audience a name - append your initials so you can recognise it later. We also need to change the **Evaluation method** from **Batch** to **Edge.**



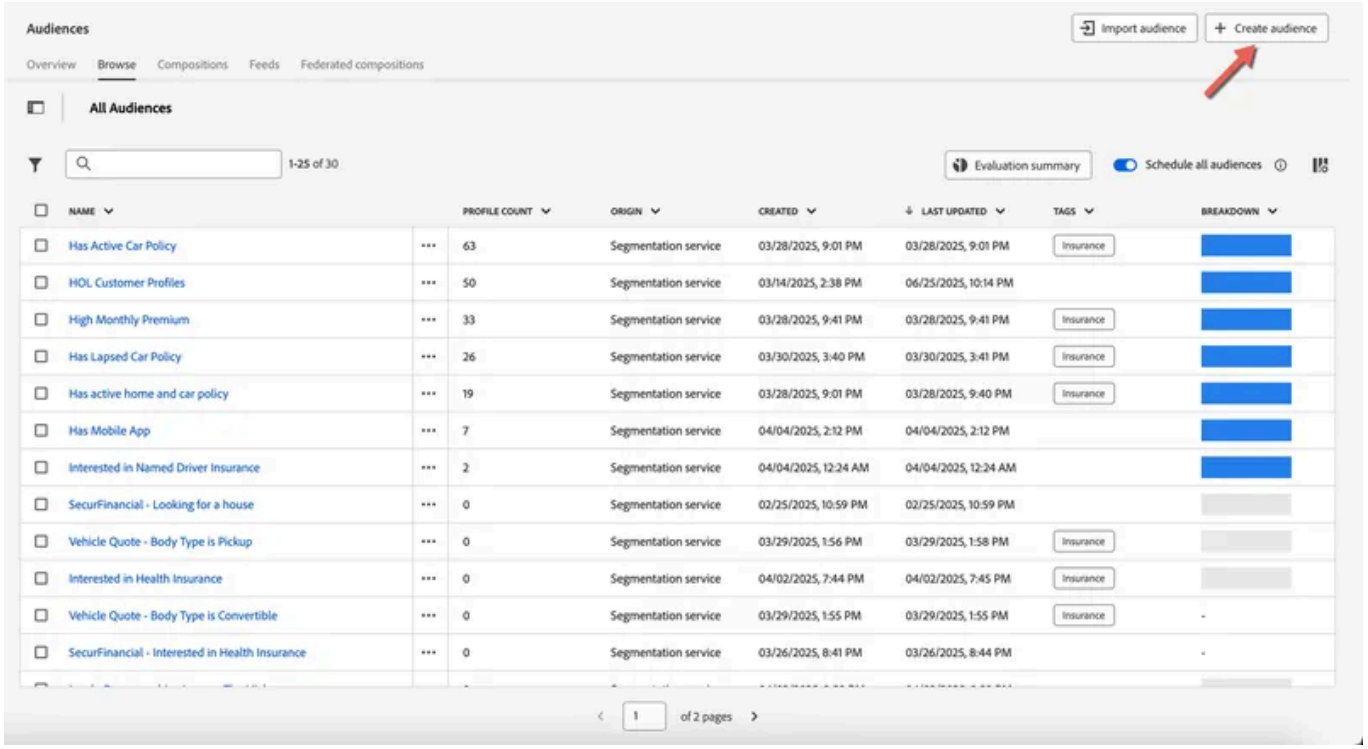
Congratulations! You've created a real-time audience that can be used for onsite personalisation or for triggering journey entries.

Bonus Exercise

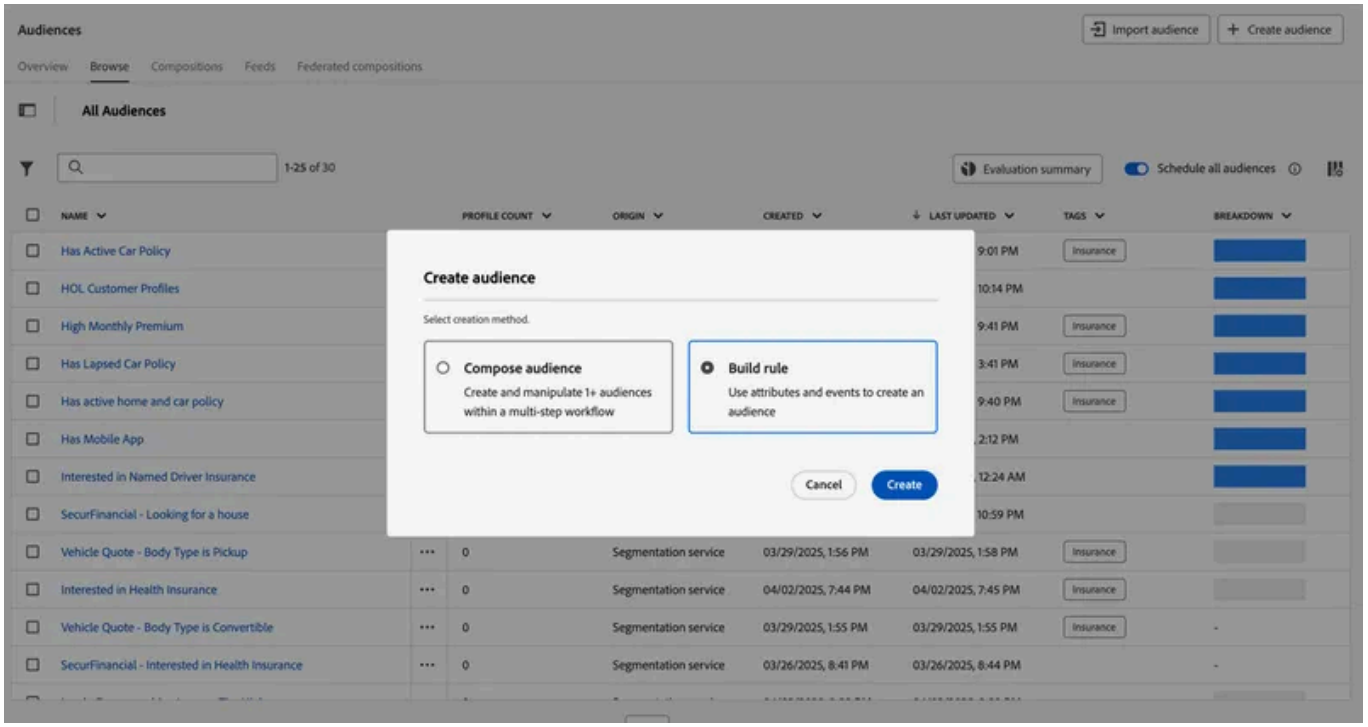
Create an advanced audience

Let's take a look now at a more complex audience example. In exercise 1.3 we created an email engaged audience leveraging a pre-calculated aggregate field. This makes for easier segmentation but a pre-calculated aggregate might not always be available. In this exercise we'll recreate the same audience using the raw events and the segment builder's frequency options.

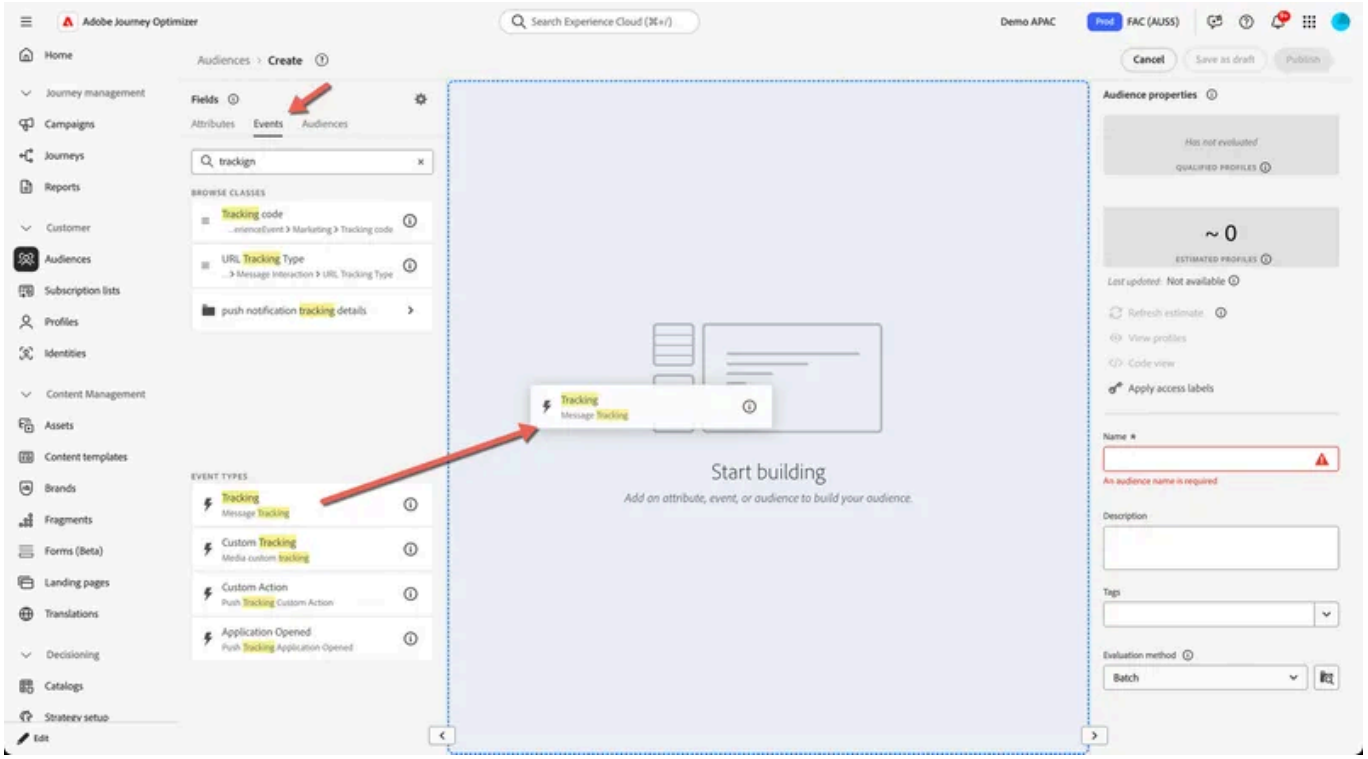
Click to **Create Audience**



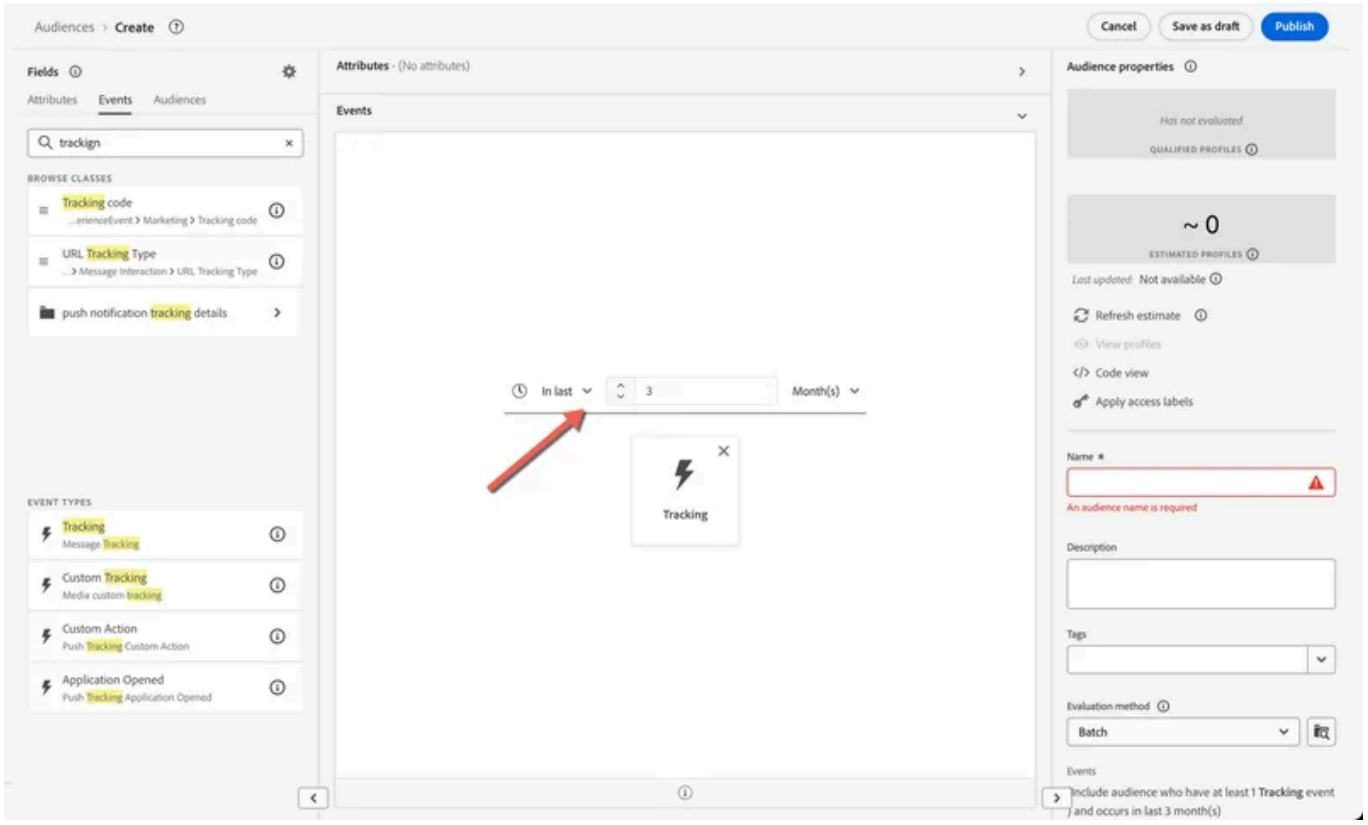
Select **Build rule**



On the **Events** tab search for **Tracking.** Drag the **Message Tracking** Event Type onto the canvas.

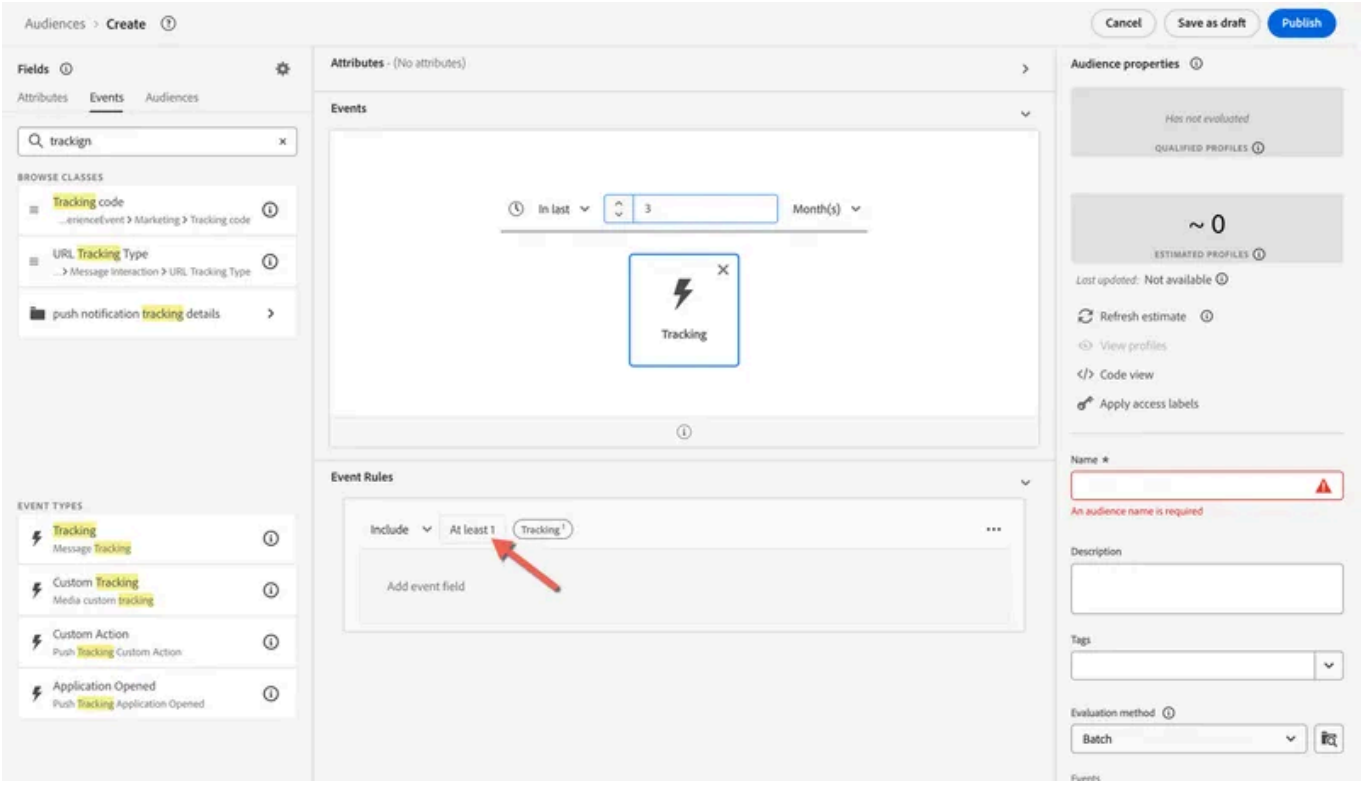


Let's set the time range first, select **in last 3 months.**

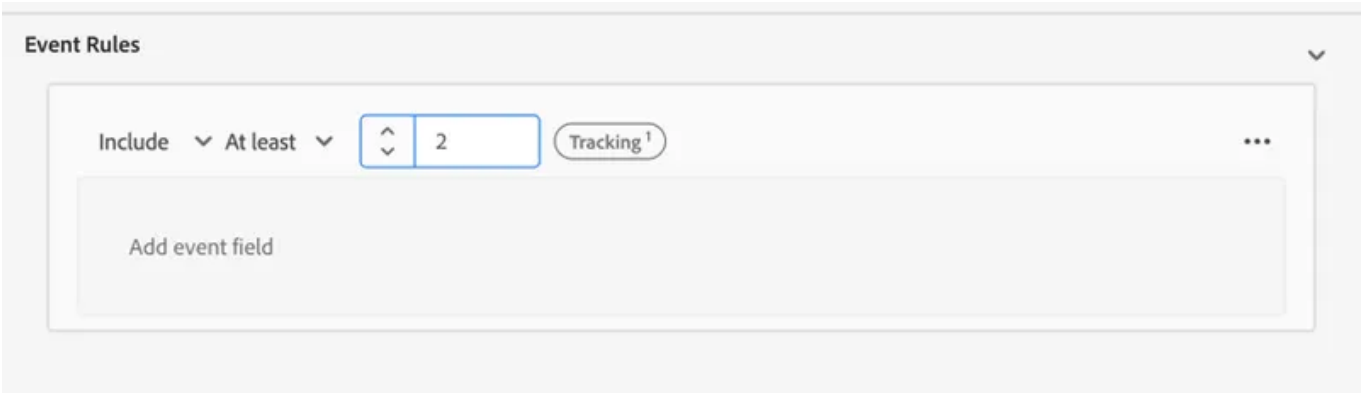


Now we'll define the frequency, ie. how many click events do customers need to have done to be considered engaged?

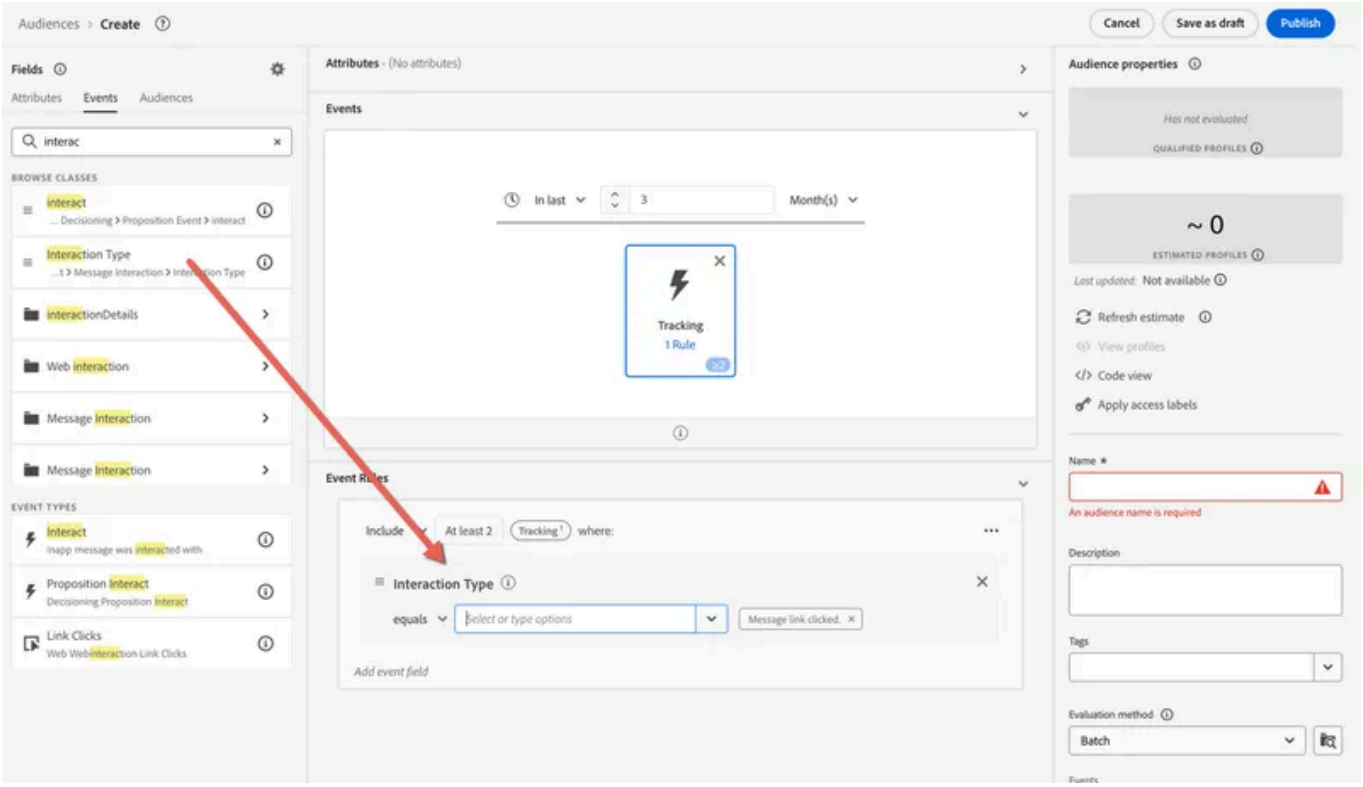
In the Event Rules, click where it says **At least 1**



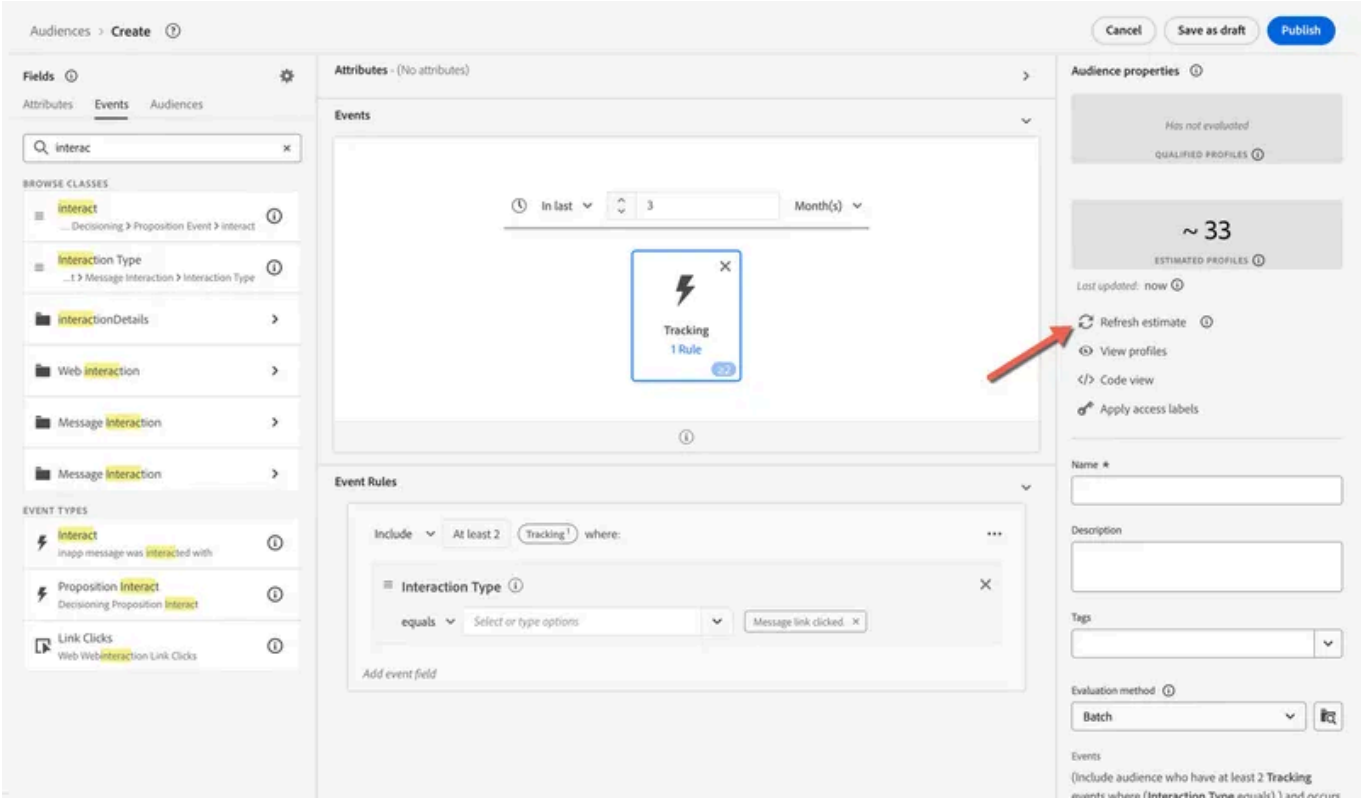
Change the value to **At least 2.**



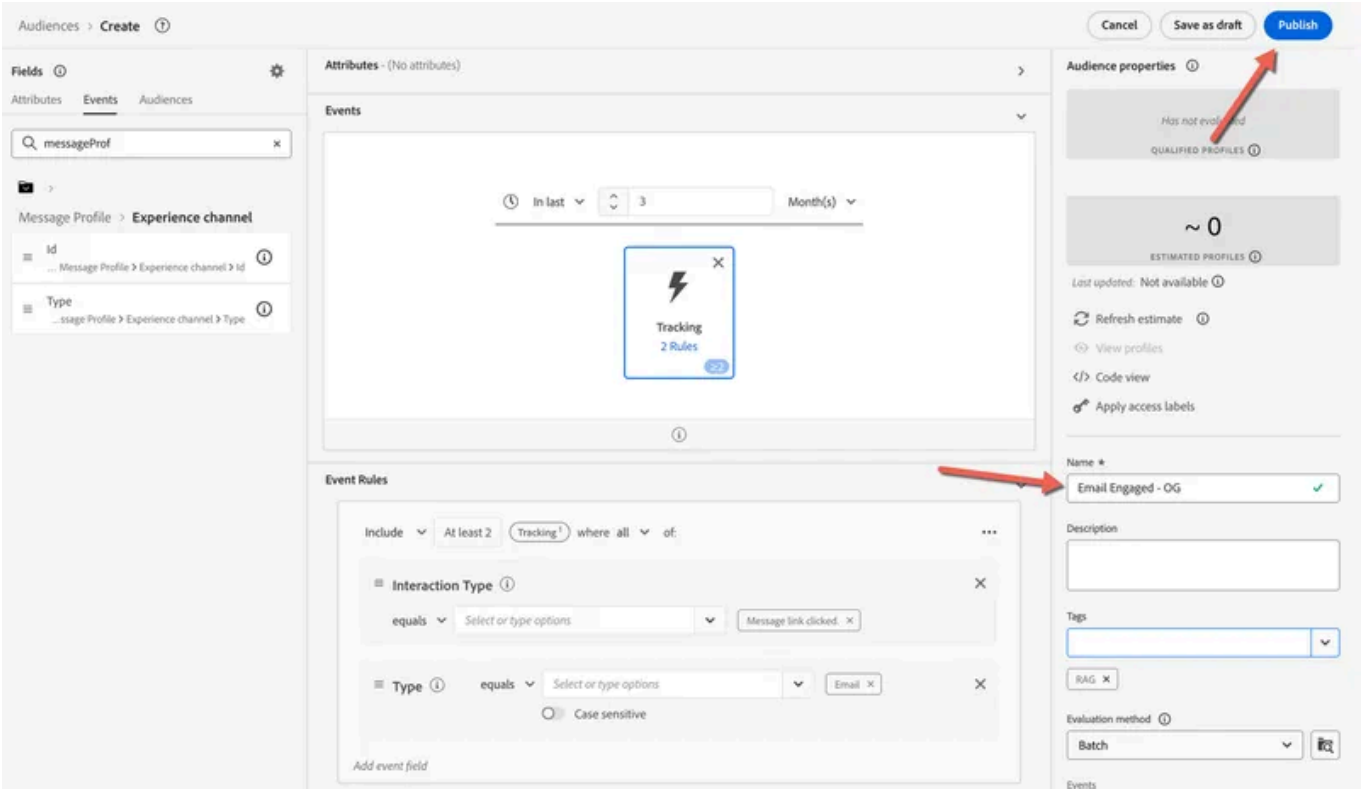
The message tracking event covers different types of interactions, so let's limit this audience to only link click interactions. Search for **interaction** and drag the **Interaction Type** into the event rules and select **Message Link Clicked**



Click on **Refresh Estimate** to get an idea on how many profiles will qualify.



Your audience is now ready to be saved. Give it a name and append your initials to distinguish it from your colleagues. Click to **Publish** the audience.



The audience builder is a powerful tool to help you create complex targeting using a simple drag and drop interface. In addition to frequency calculations, multiple events can be included within a single audience, if we place the events next to each other rather than above and below we can also understand when a customer does this, then that in a specific order, such as when a customer adds a product to their cart but does not complete the purchase within a specific timeframe.

Summary

Congratulations, you've completed the first lab! Next we'll use our audience to target a standalone email campaign.

5. Lab 2 - Standalone Email Campaign

Learning Objectives

We're going to build a simple standalone email campaign. You'll learn how to leverage a pre-existing email template and update it using Adobe's email designer.

You'll learn how to add personalisation and additional content before simulating and sending a proof message for verification. Once testing is complete you can schedule the email for delivery.

Finally we'll take a quick look at the available reporting.

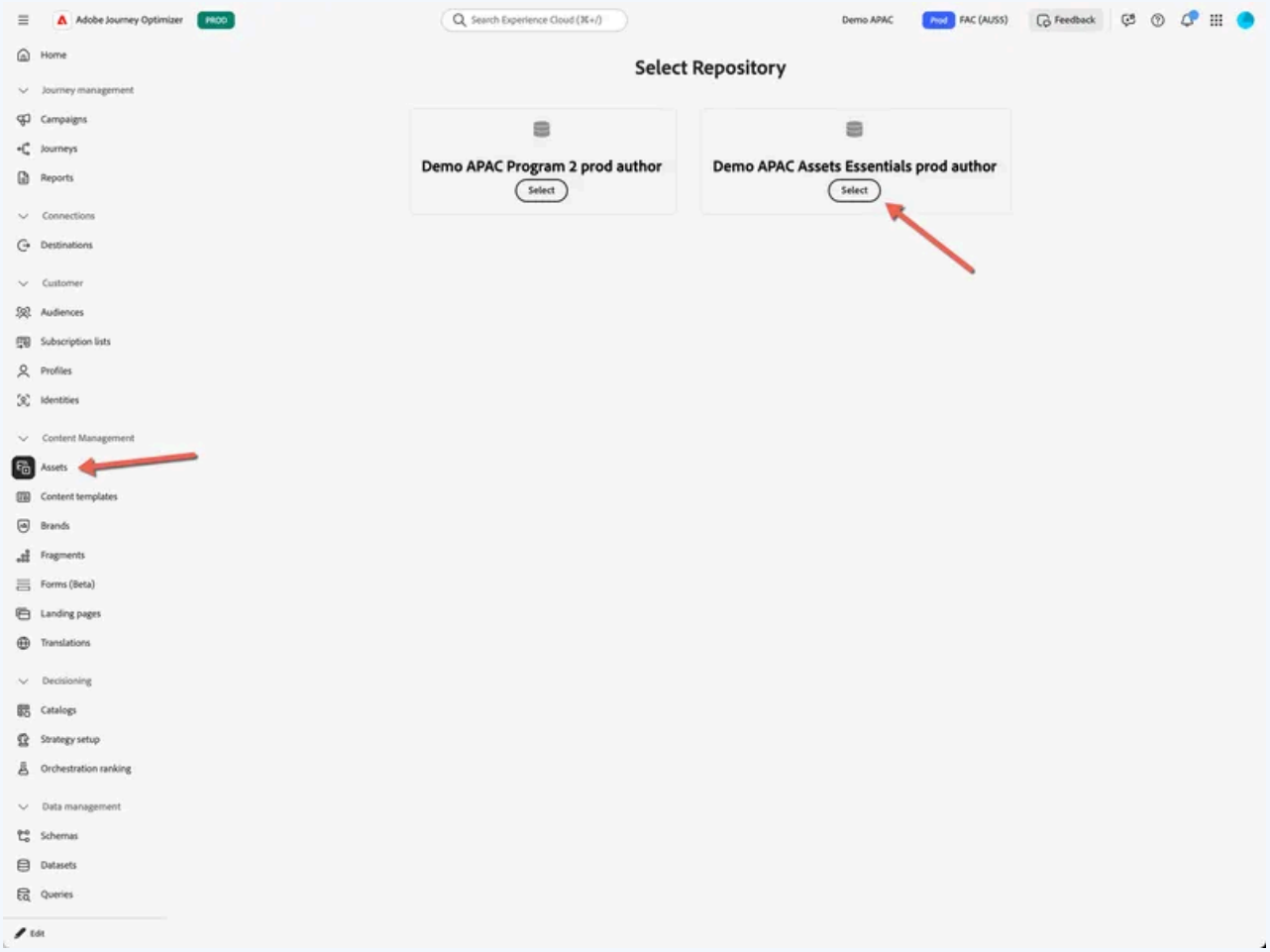
2.1 Assets

Adobe Journey Optimizer provides native integration with Adobe Experience Manager Cloud Service Assets. If you don't have an AEM Assets license already, a repository is provided out of the box with Journey Optimizer. If you add a full license later the new repository will automatically be available within AJO alongside the old repo.

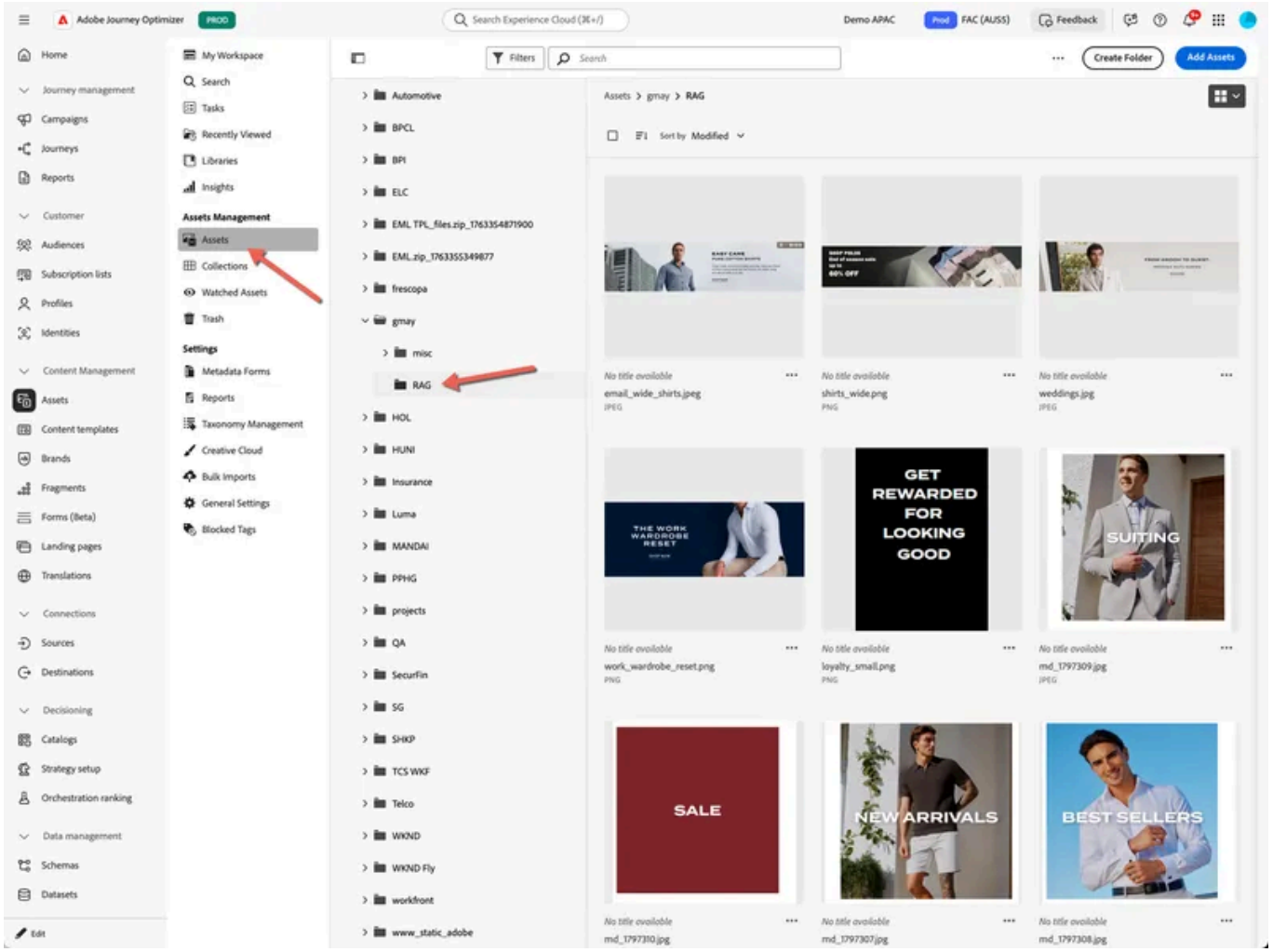
In this exercise you will upload a banner image for use in our email, the asset repository also provides integrated access to Adobe Express so you can quick make image updates without needing to leave the UI!

Navigate to **Content Management → Assets**

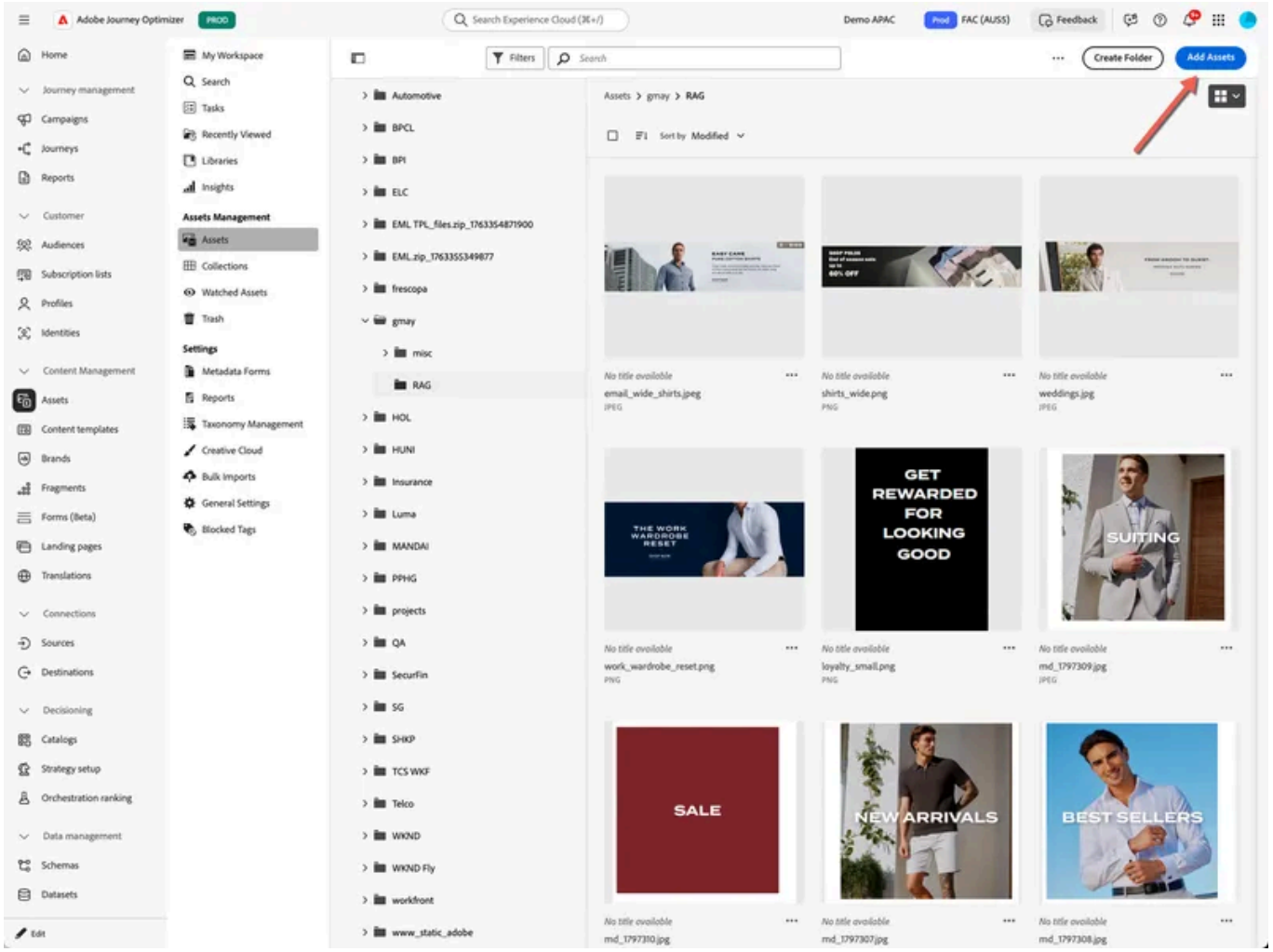
Our lab environment has access to more than one repository, if prompted, select the Demo APAC Assets Essentials prod author repository.



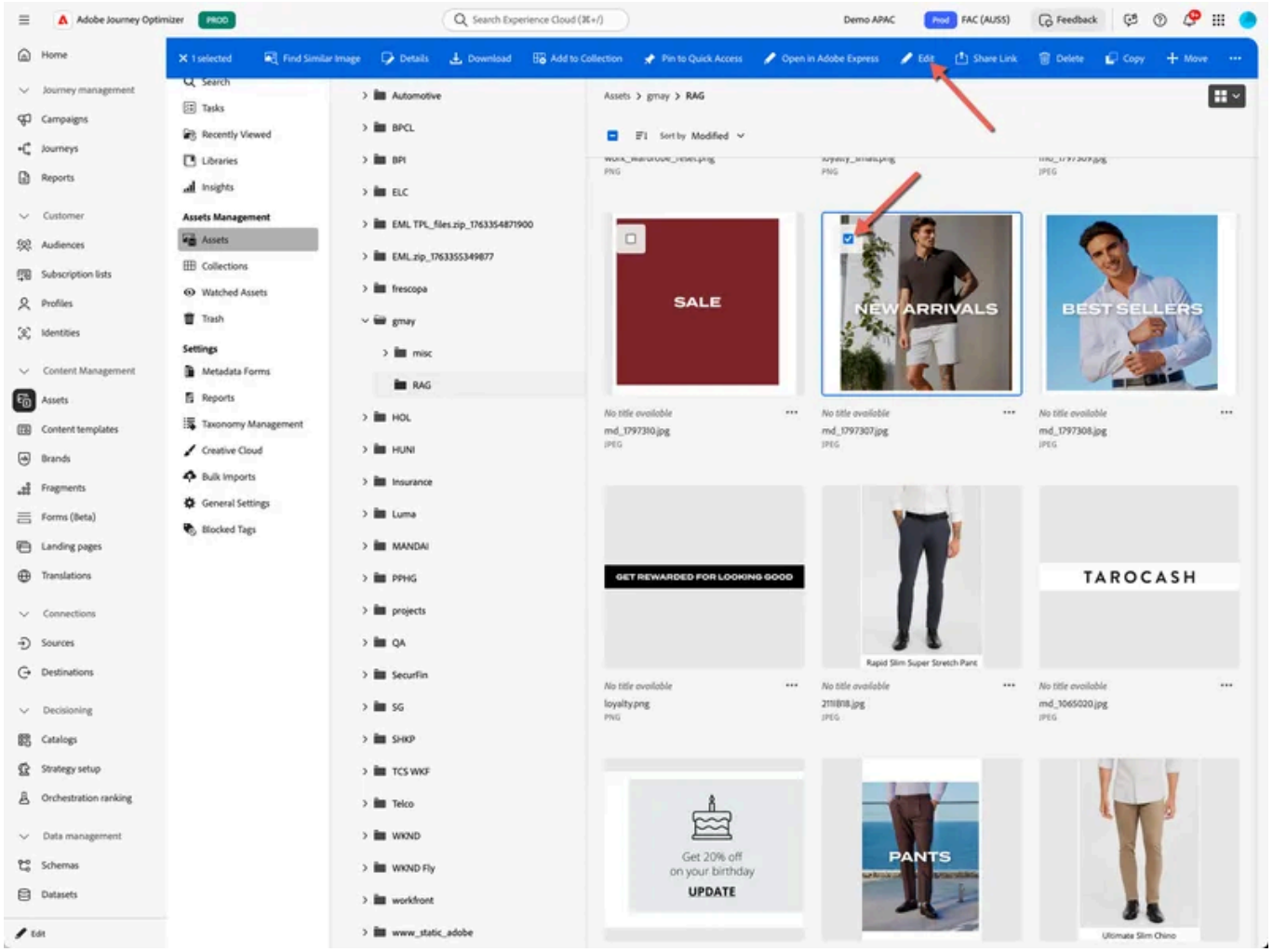
Click on the **Assets** menu and open the **gmay/RAG** folder. You can see a bunch of assets used for the previous demo.



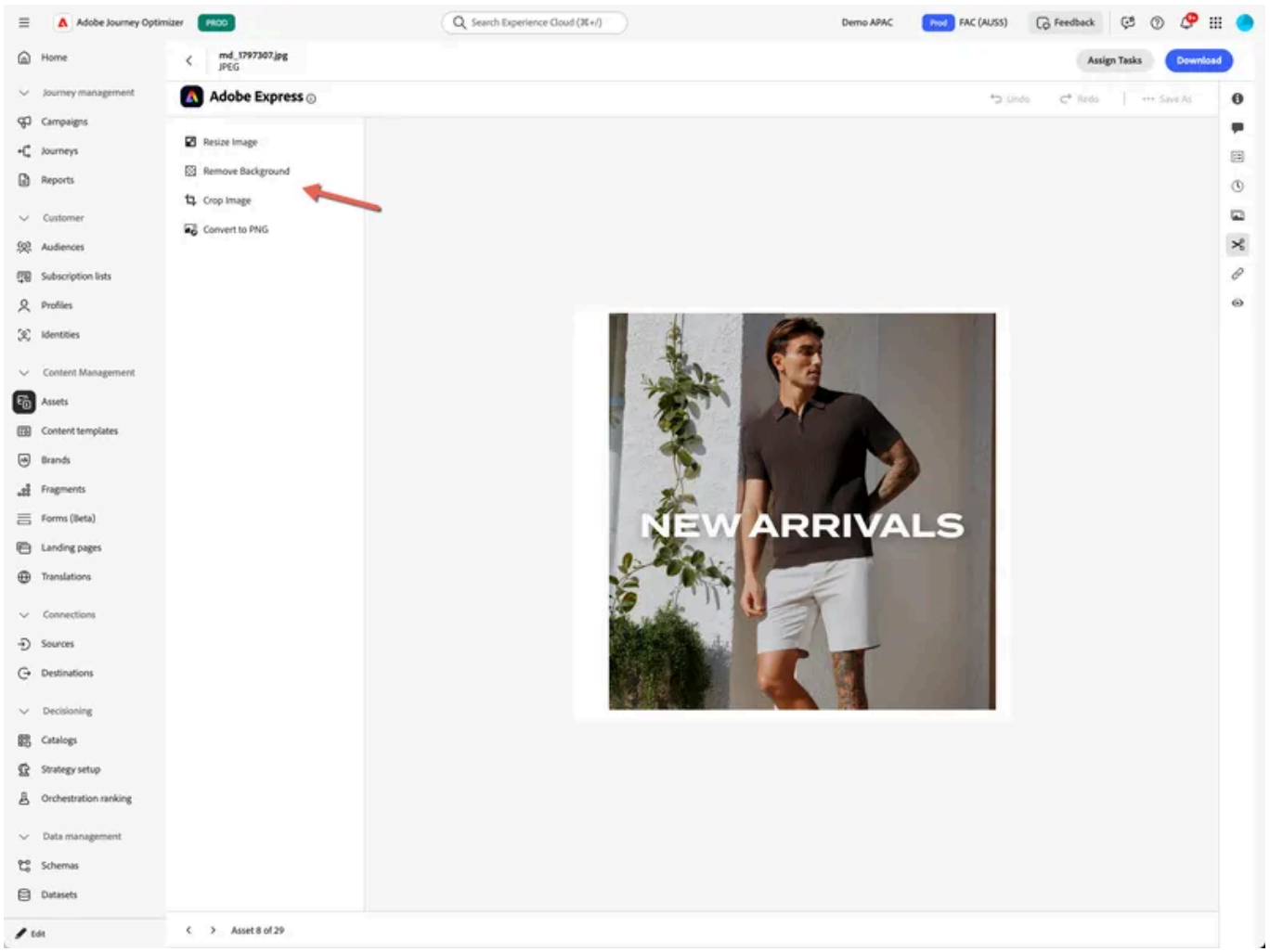
If you have an image available, you can upload it using the **Add Assets** button.



Select an asset and click to **edit**.

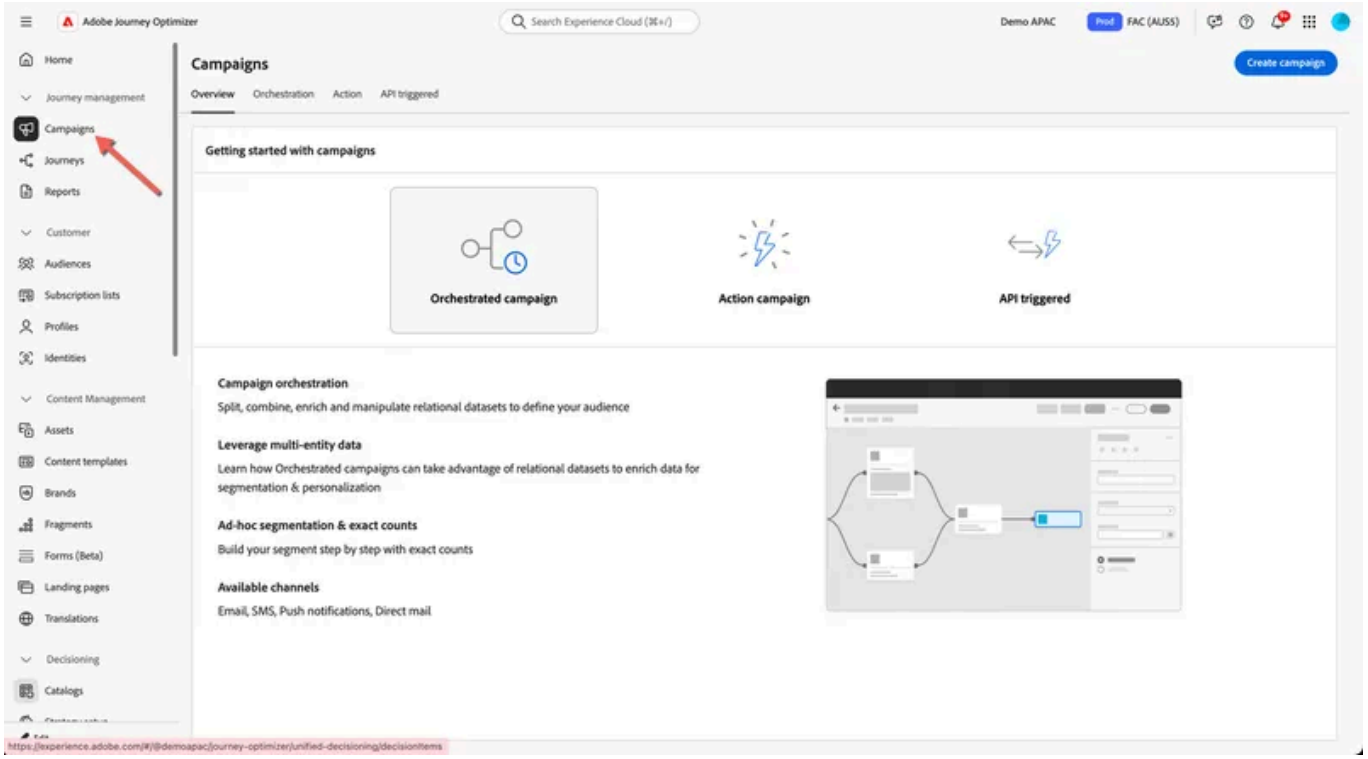


You are able to make quick edits to the image using the embedded Adobe Express editor. Super handy for those last minute updates.

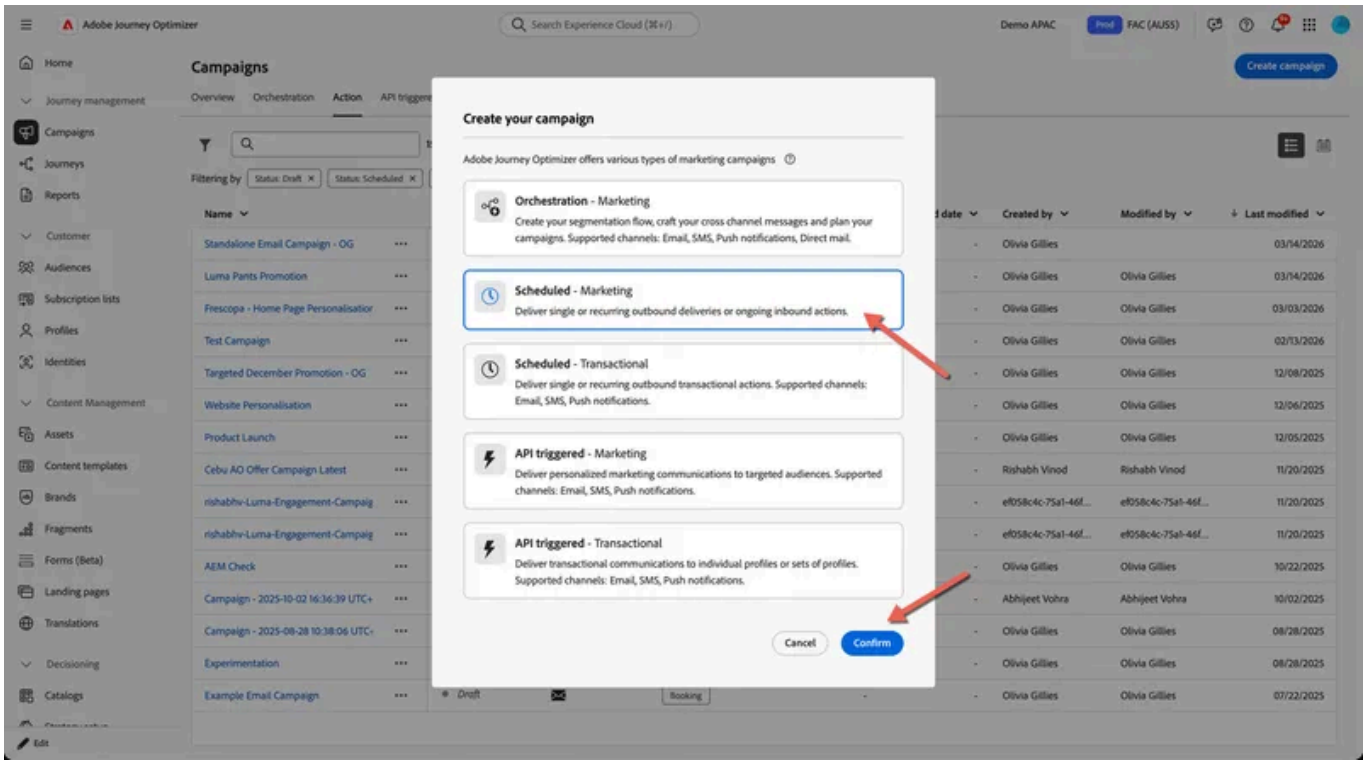


2.2 Create Campaign

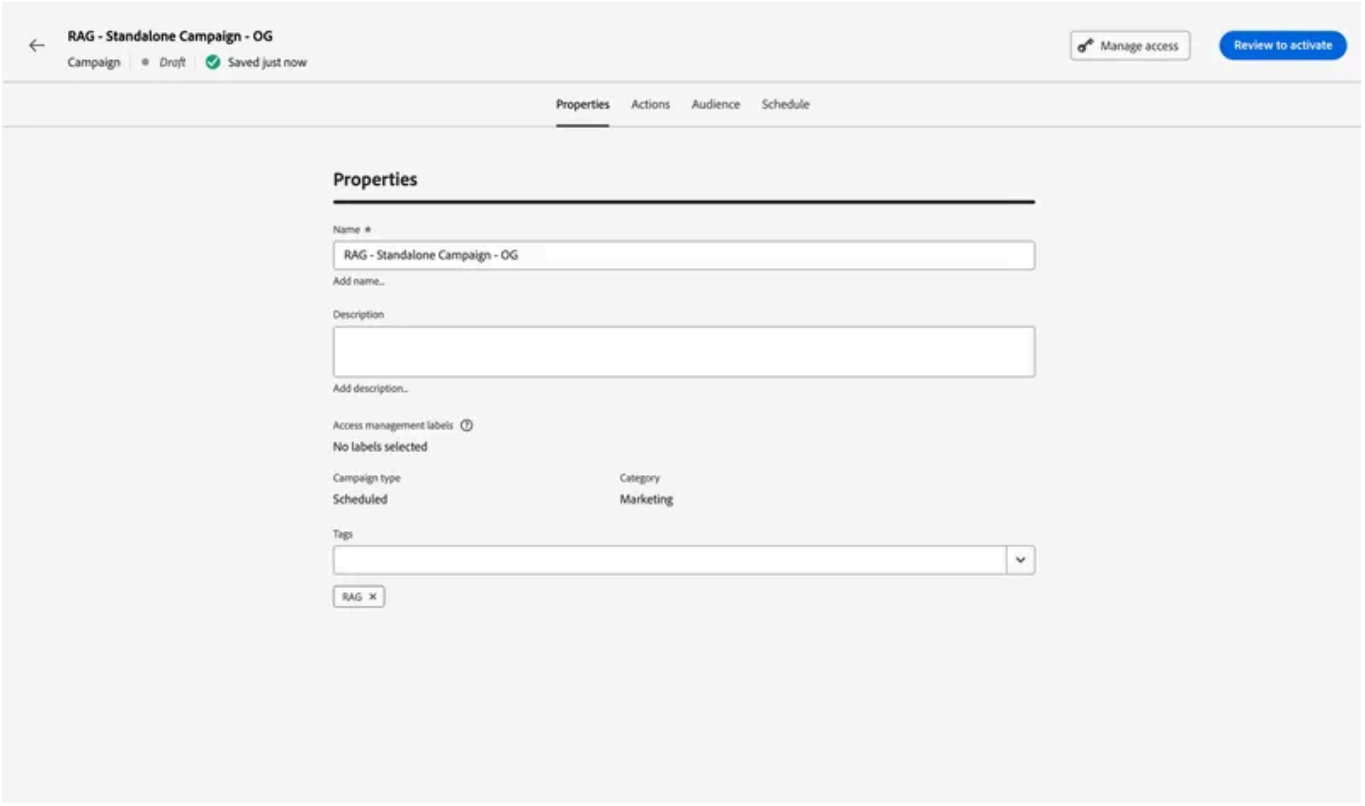
In this exercise we'll create the email campaign to send to our audience. Browse to **Journey Management → Campaigns**



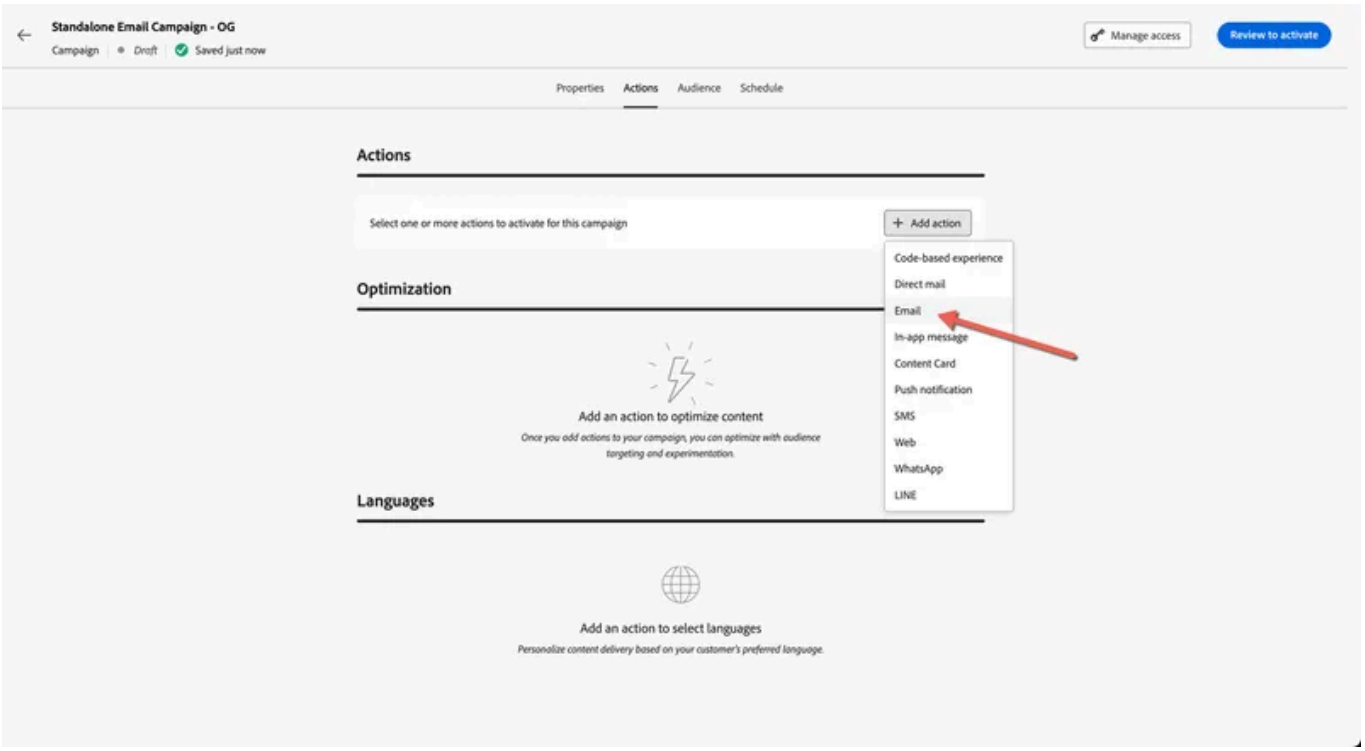
AJO supports different types of campaigns. Select **scheduled marketing** since this is a single channel once off send.



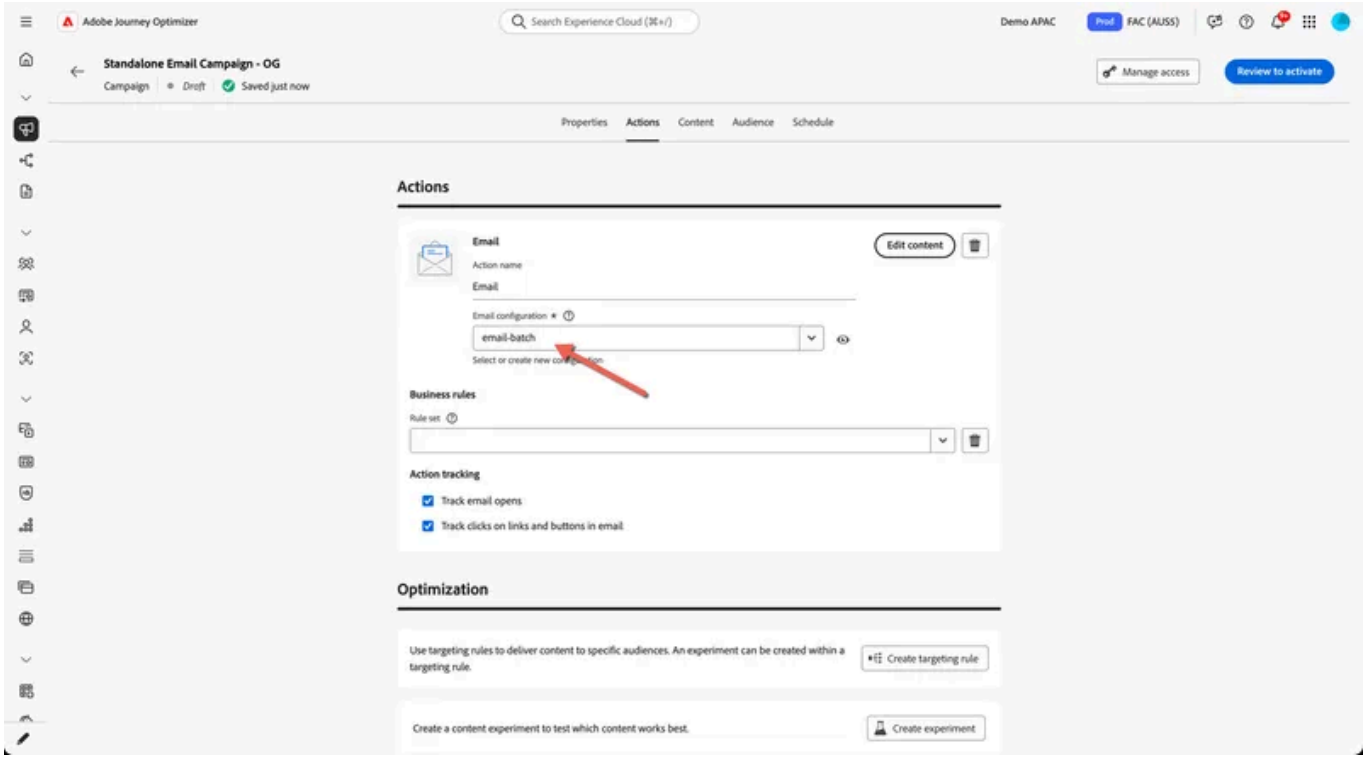
Give your campaign a name - append your initials so you can identify it later. Add some tags for easier management.



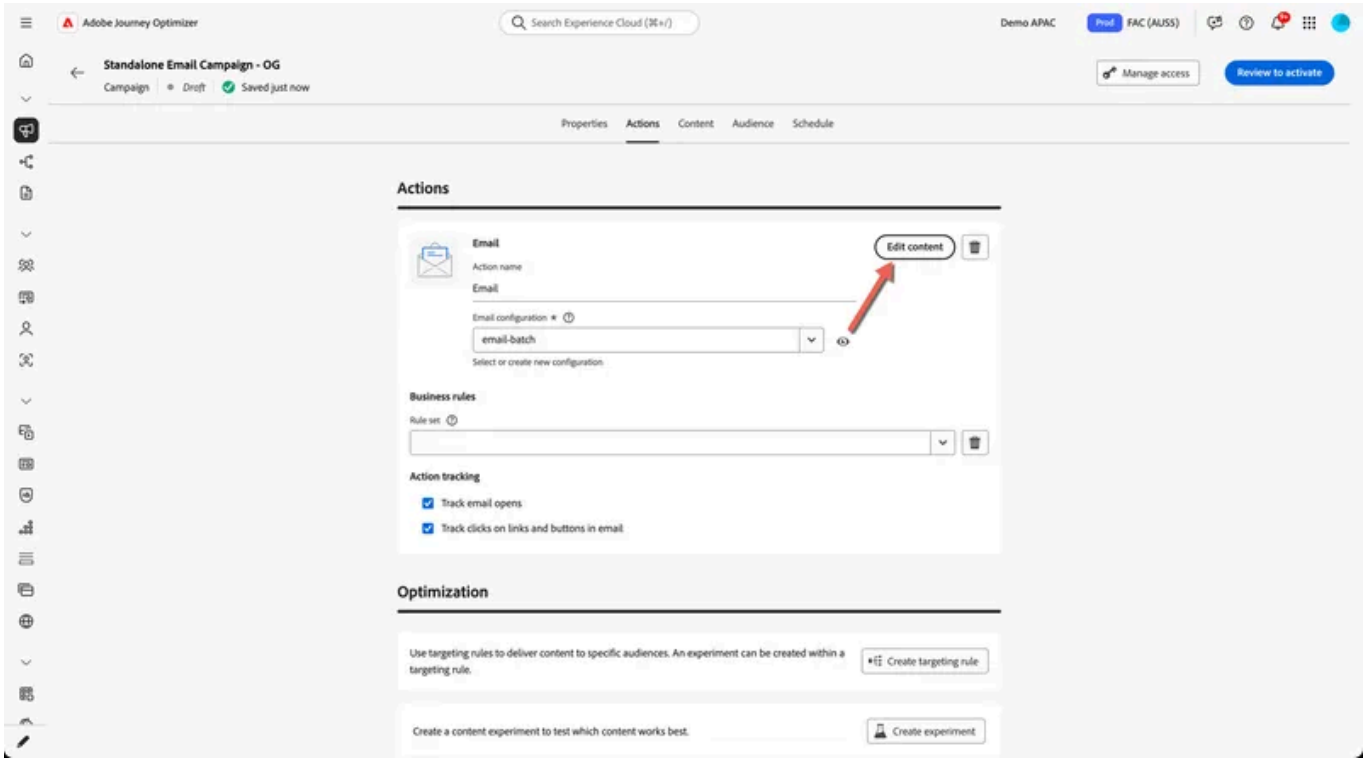
Move to the **Actions** tab and select **Email** action.



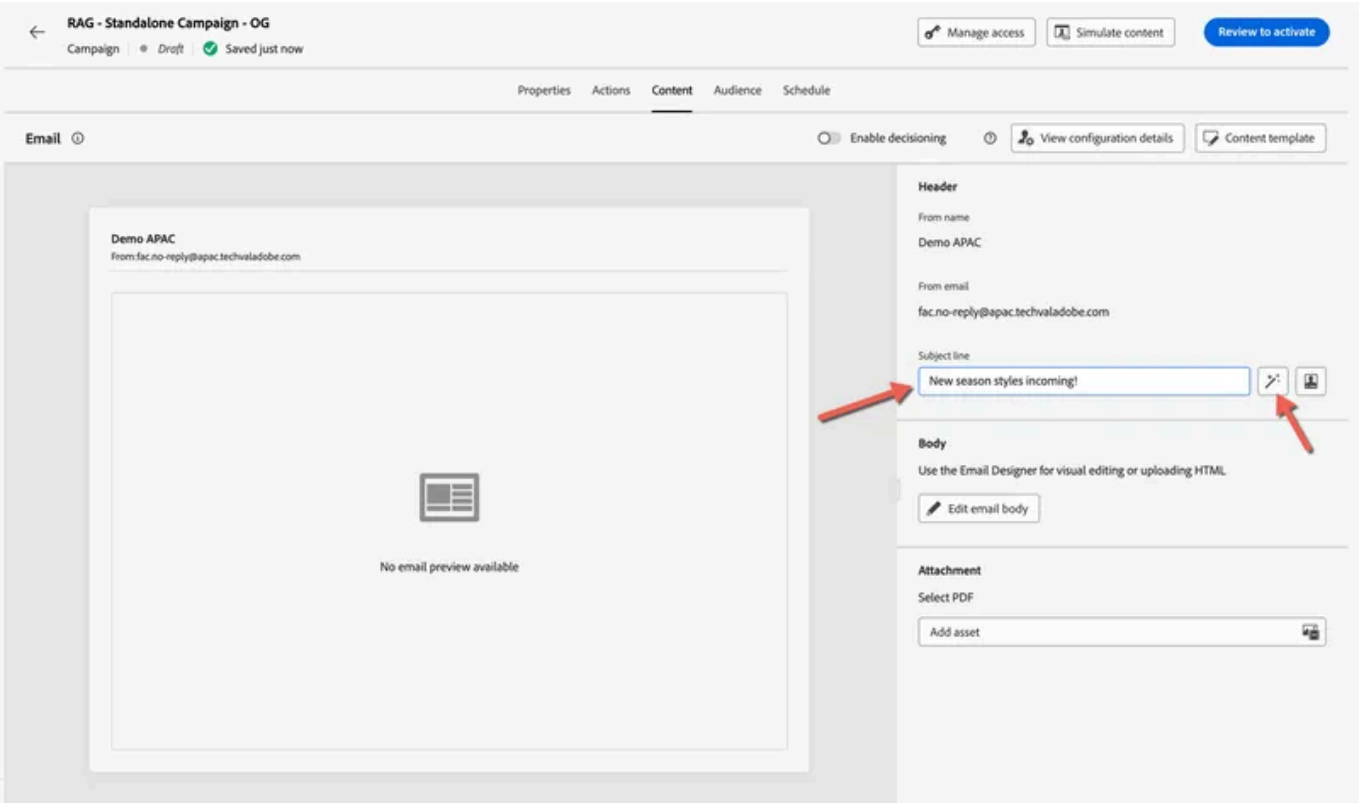
Select an email configuration - this controls the header of your email - eg. sender and reply addresses as well as things like seed lists which will be automatically appended.



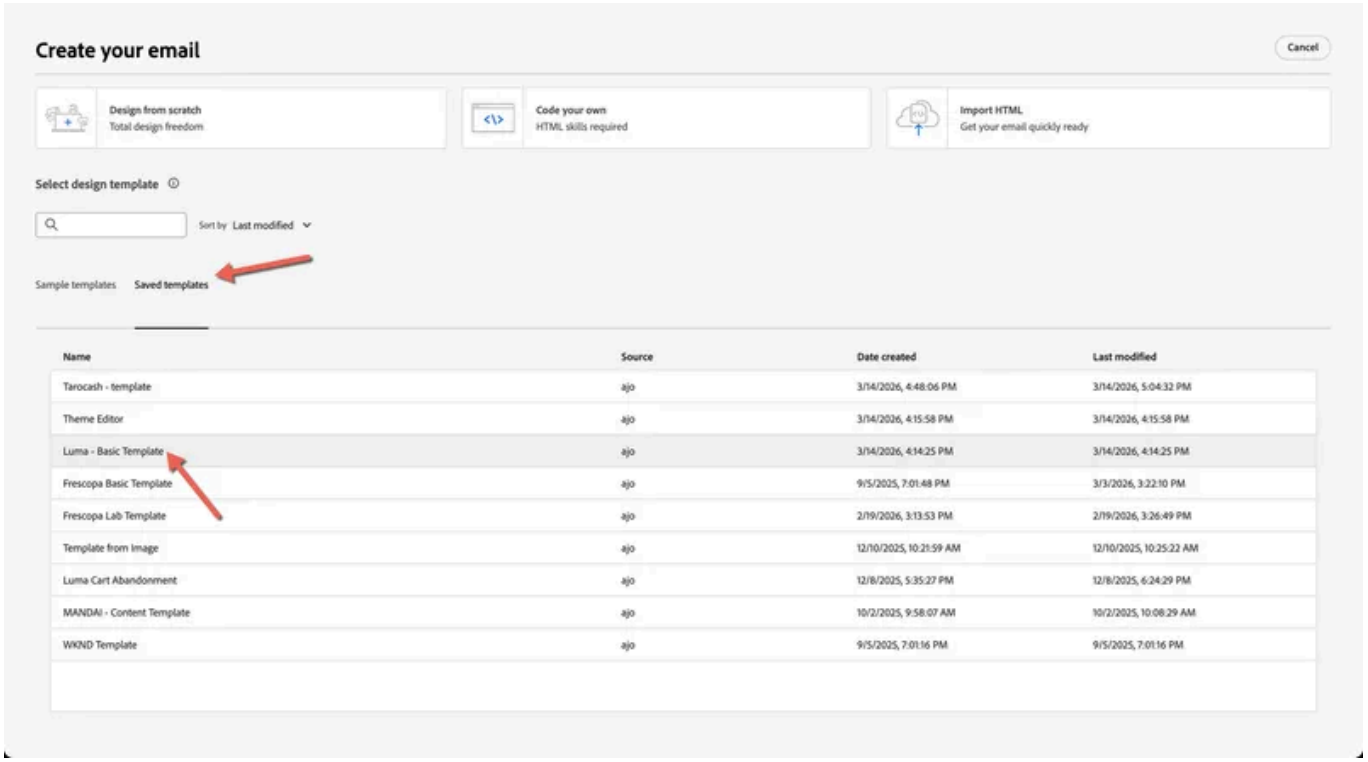
Click to **Edit content**



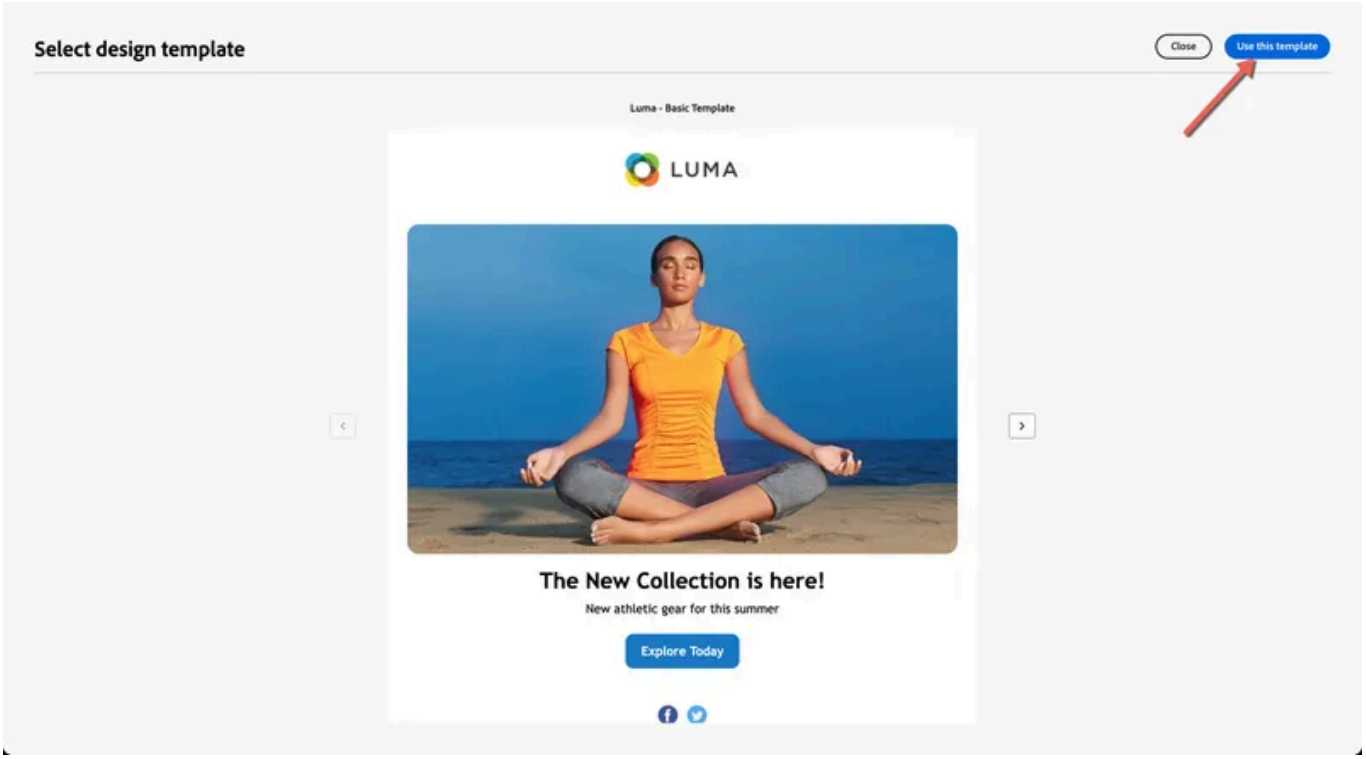
Give your email a subject line of your choosing - *you can use the AI Assistant to generate one for your if you prefer!*



Click to Edit email body. The email designer allows users to create email content from scratch easily but for this exercise we'll start with a pre-built template. Click to **Saved Templates** and select the **Luma - Basic Template** or the **Tarocash - template.**



Click to **use the template.**



The template will open into the email designer.

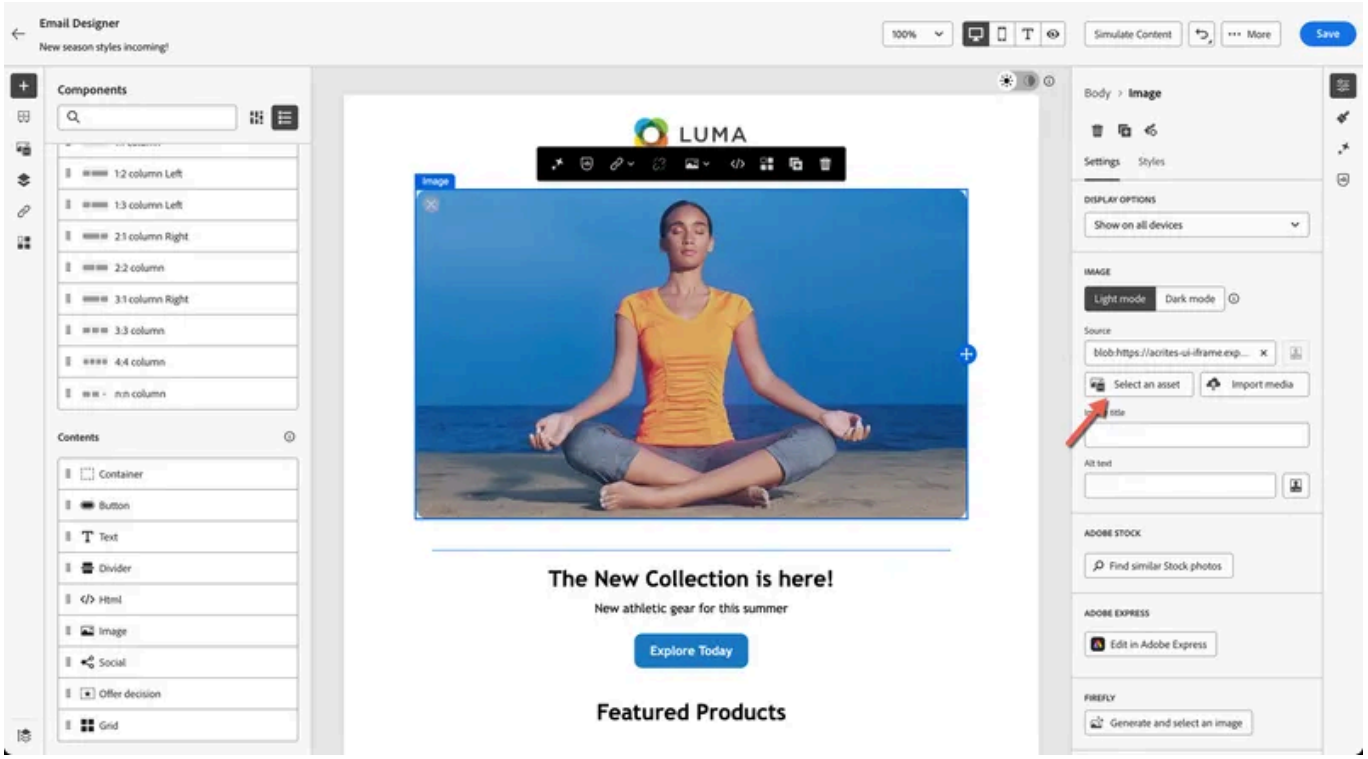
2.3 Edit Content

The email designer is one of the most powerful features in Journey Optimizer and there is plenty we can do to modify the content without needing any technical skills.

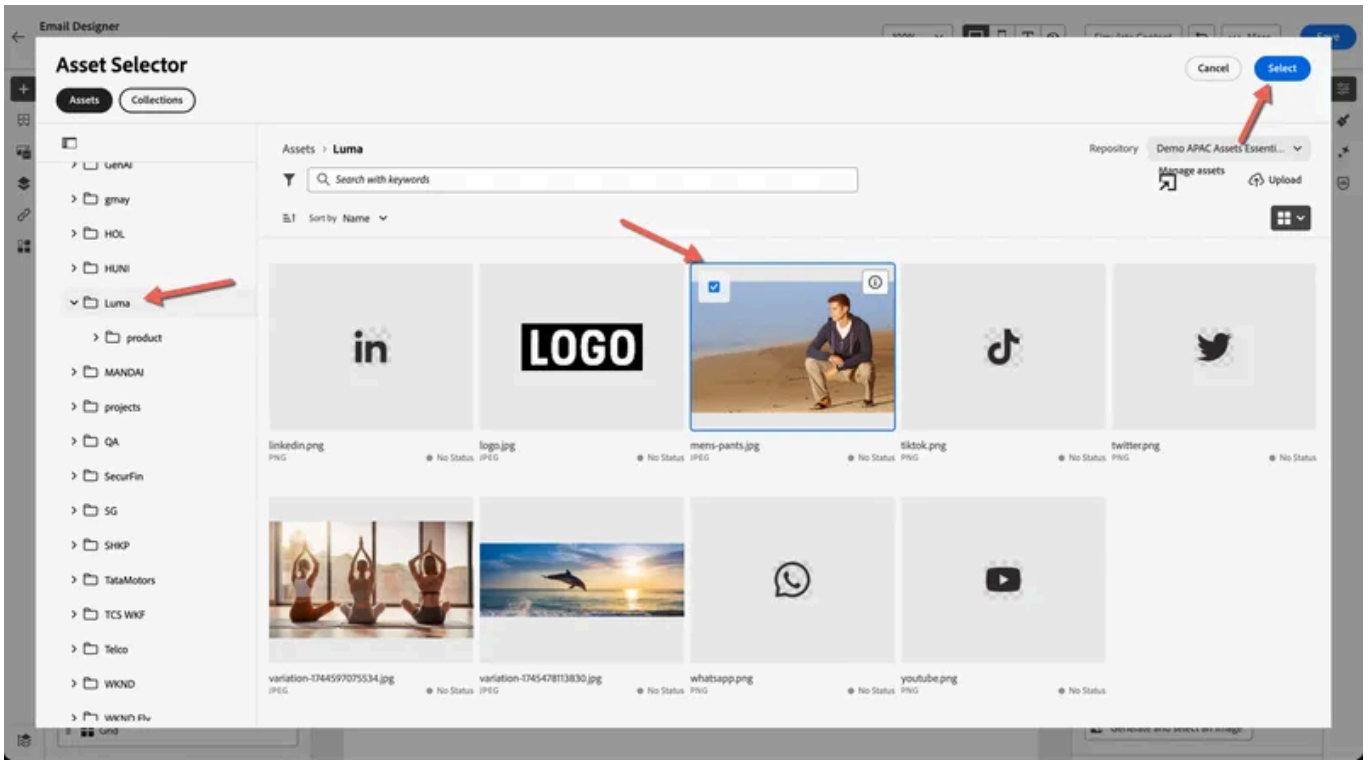
For this exercise we'll make the following updates:

1. Update the banner image using an asset from the built in asset repository
2. Personalise the text with the customers first name
3. Add a new section and header
4. Add a featured products block

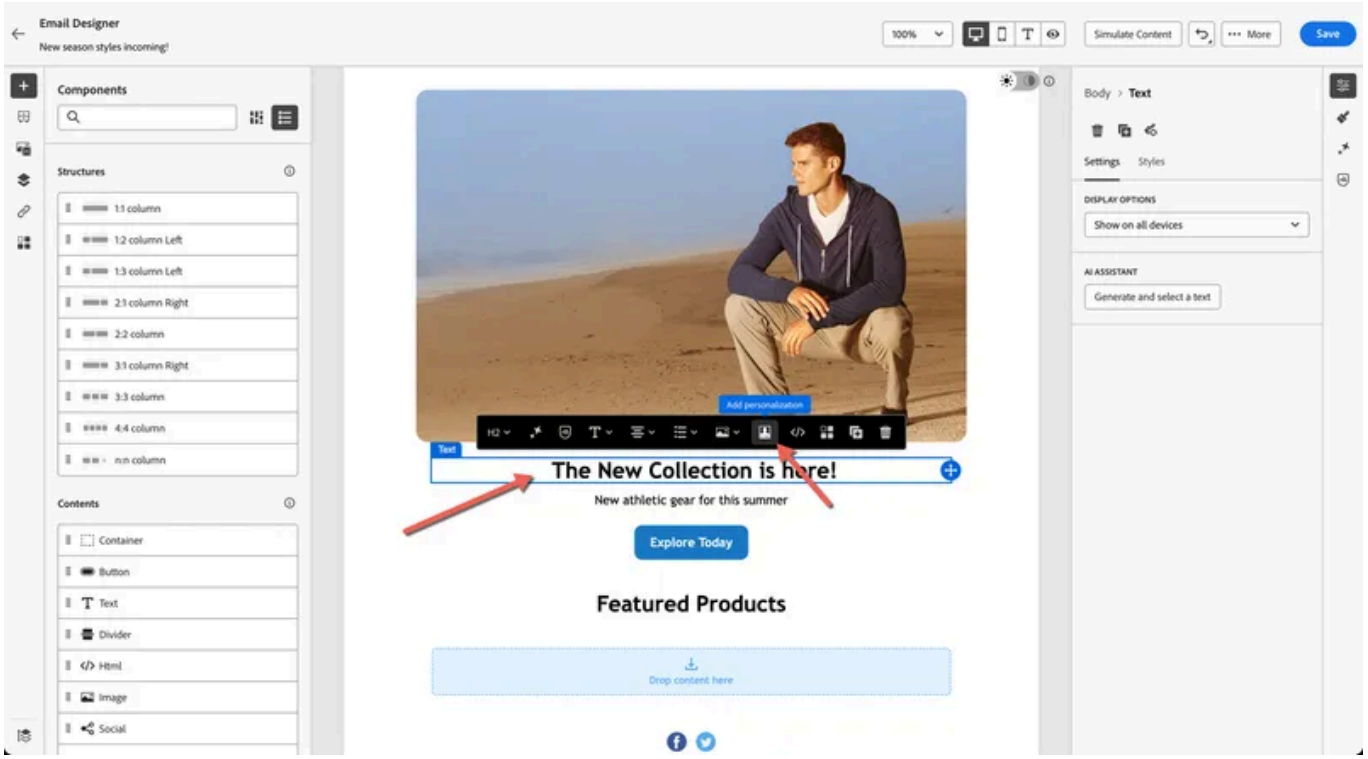
Click on the banner image, you'll see the properties on the right hand side. Click to **Select an asset.**



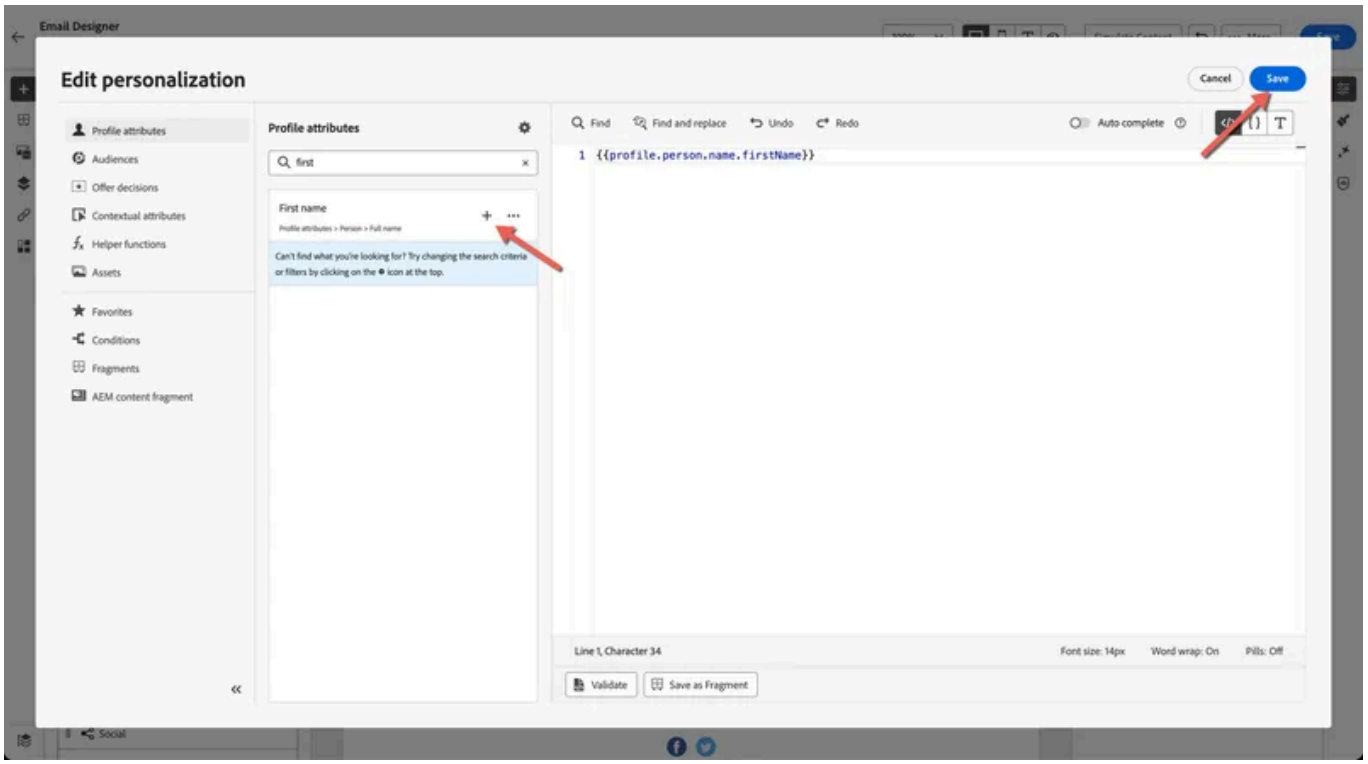
In the asset selector open the **Luma** folder and find the same image you saw on the website of the man squatting on the beach. Select it and click to Insert.



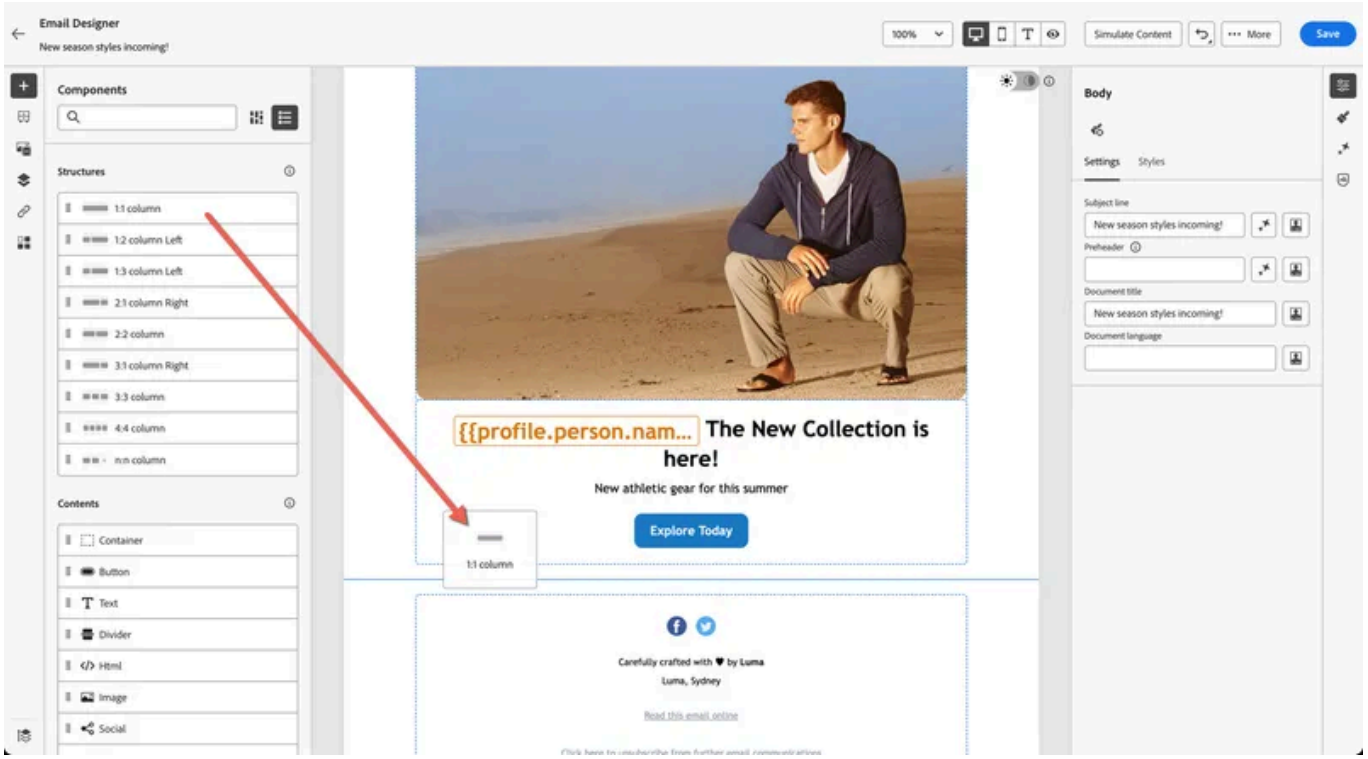
Click into the text heading underneath the banner. Place your cursor at the start and click to **Add personalisation.**



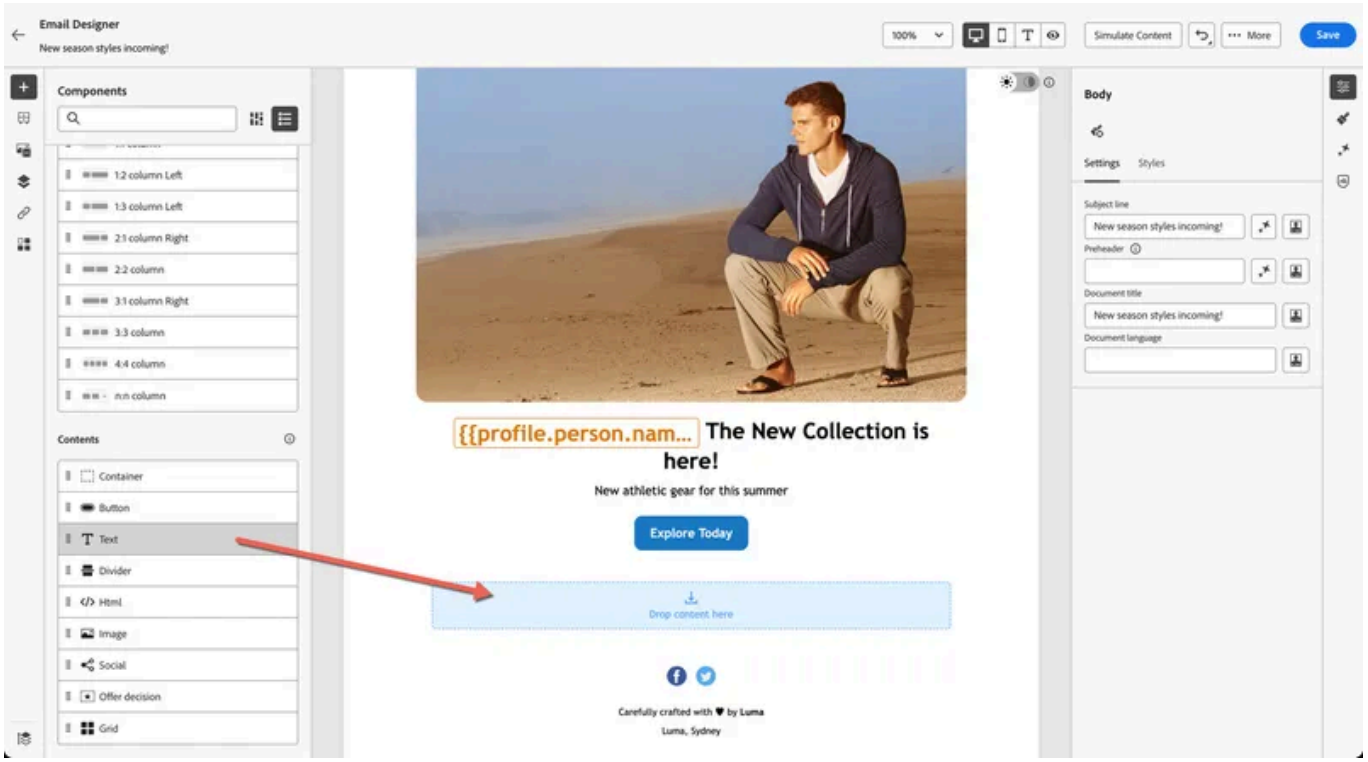
The personalisation editor allows you to insert any attribute from the customer profile. Search for **first** and click the plus next to **First name** to add the personalisation syntax. Click **Save** to insert this back into the email.



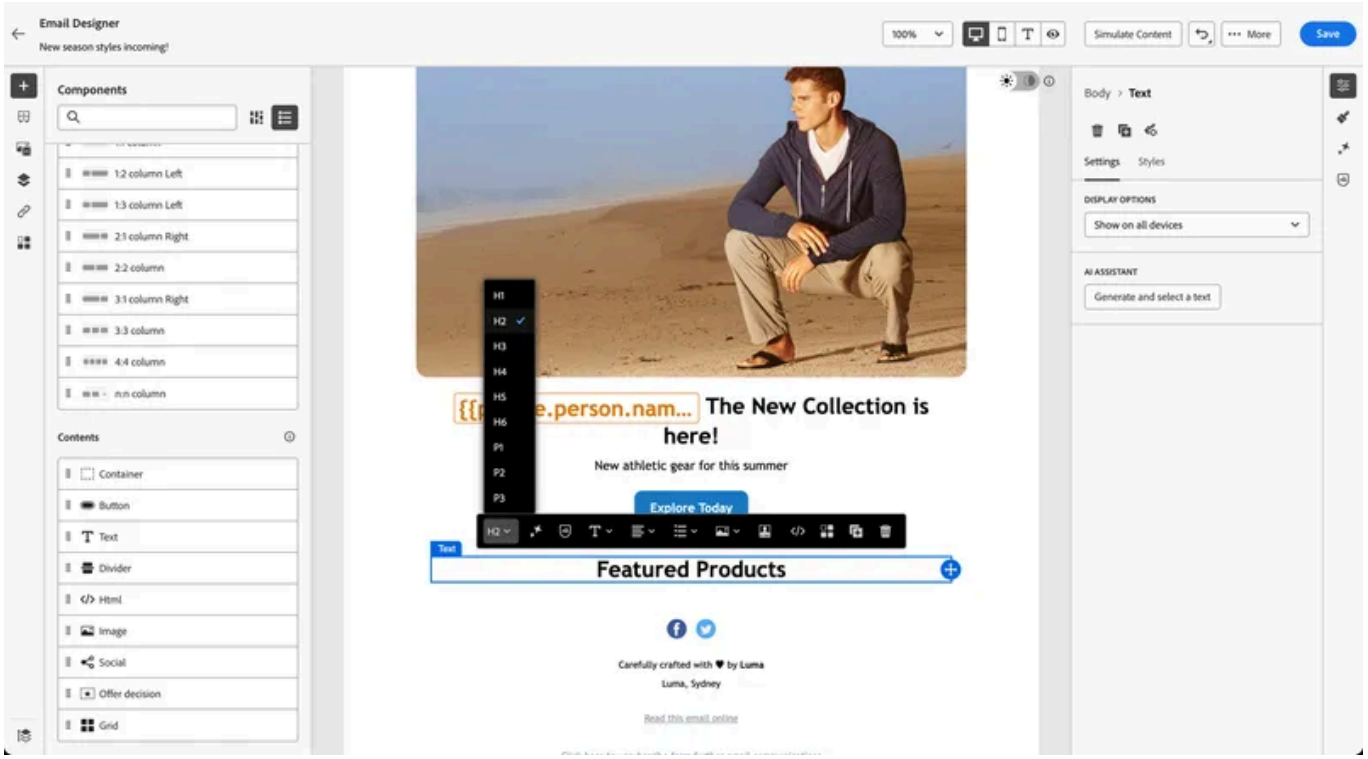
Next we'll add a whole new **Featured Products** block. Drag a **1:1 column** structure into the content below the call to action button.



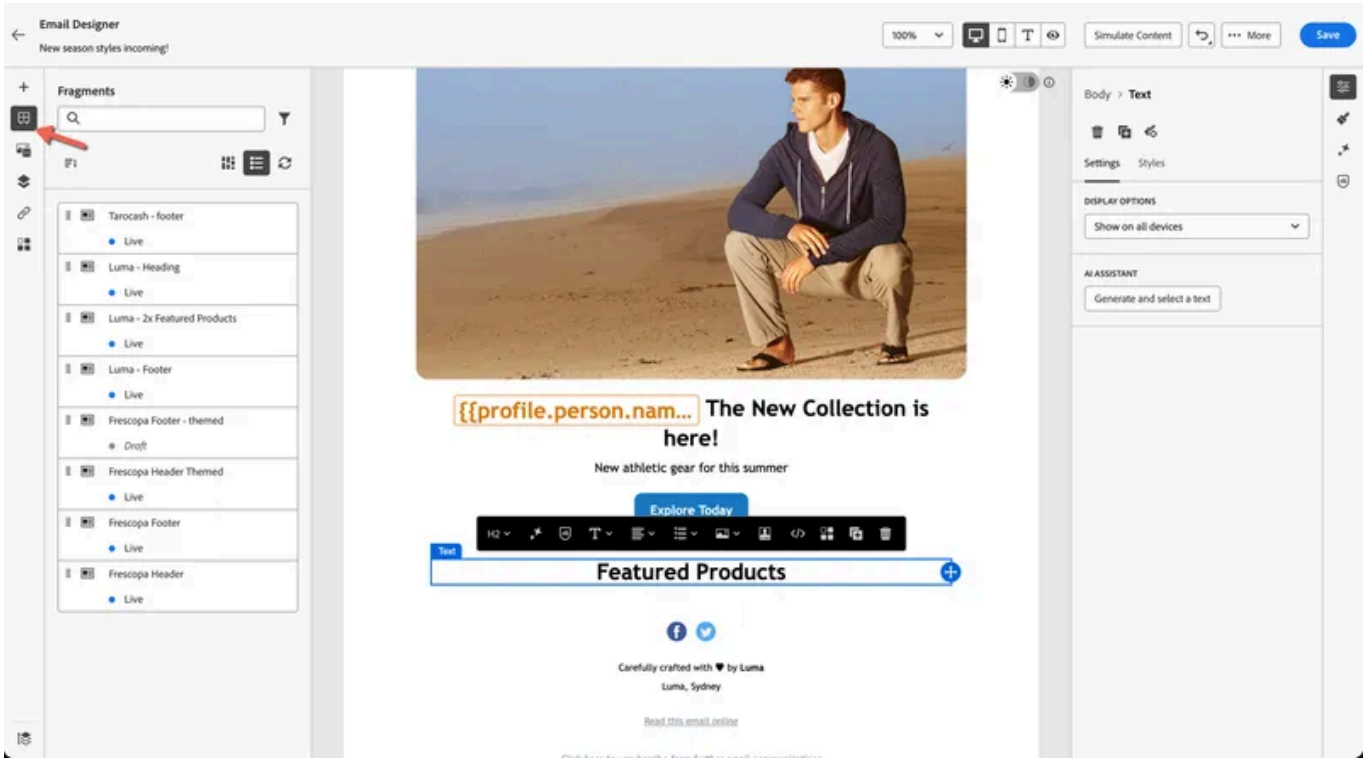
Drag a **Text** component and add it to the structure.



Update the text to **Featured Products** and change the style to a **H2.** The theme applied to the template will automatically reformat the title appropriately.



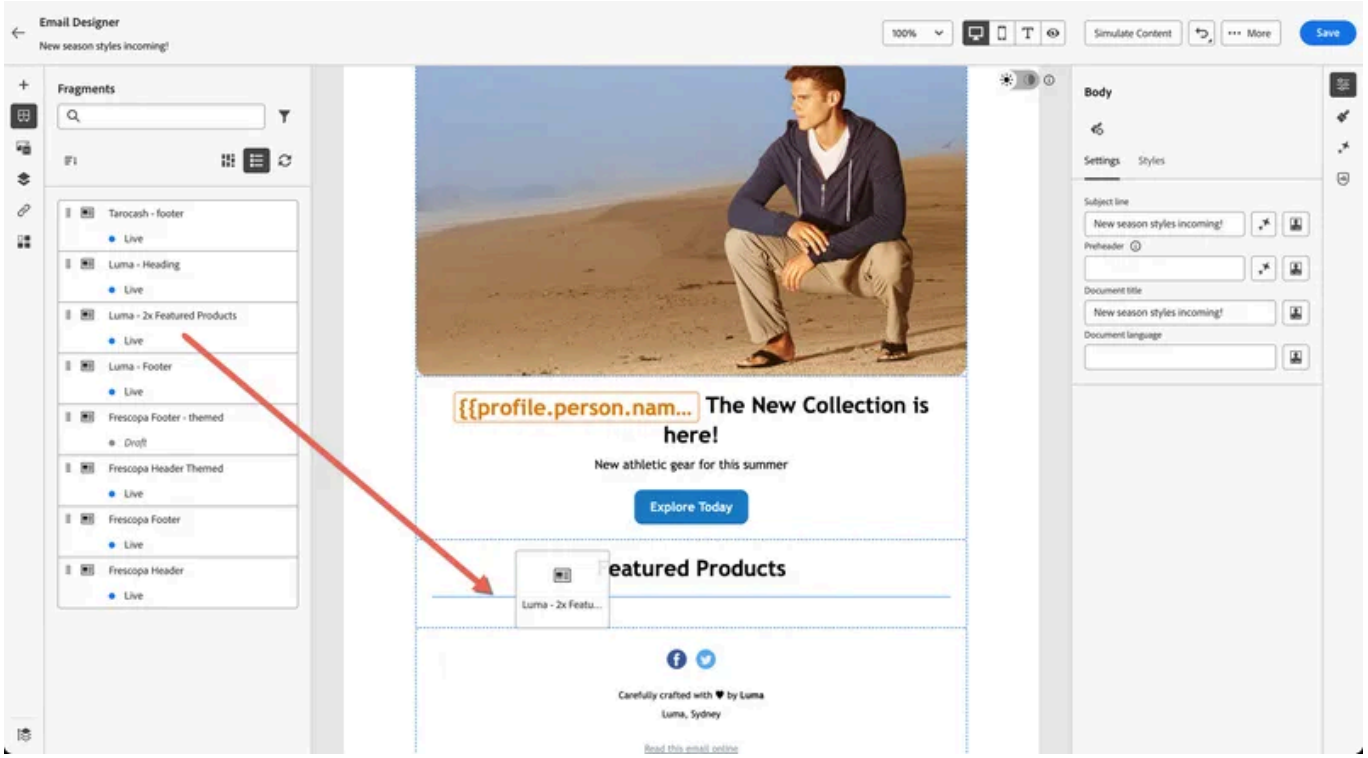
Now we're going to use a pre-built content fragment to insert a two column product block beneath the title. Open the **Fragments** panel from the left navigation.



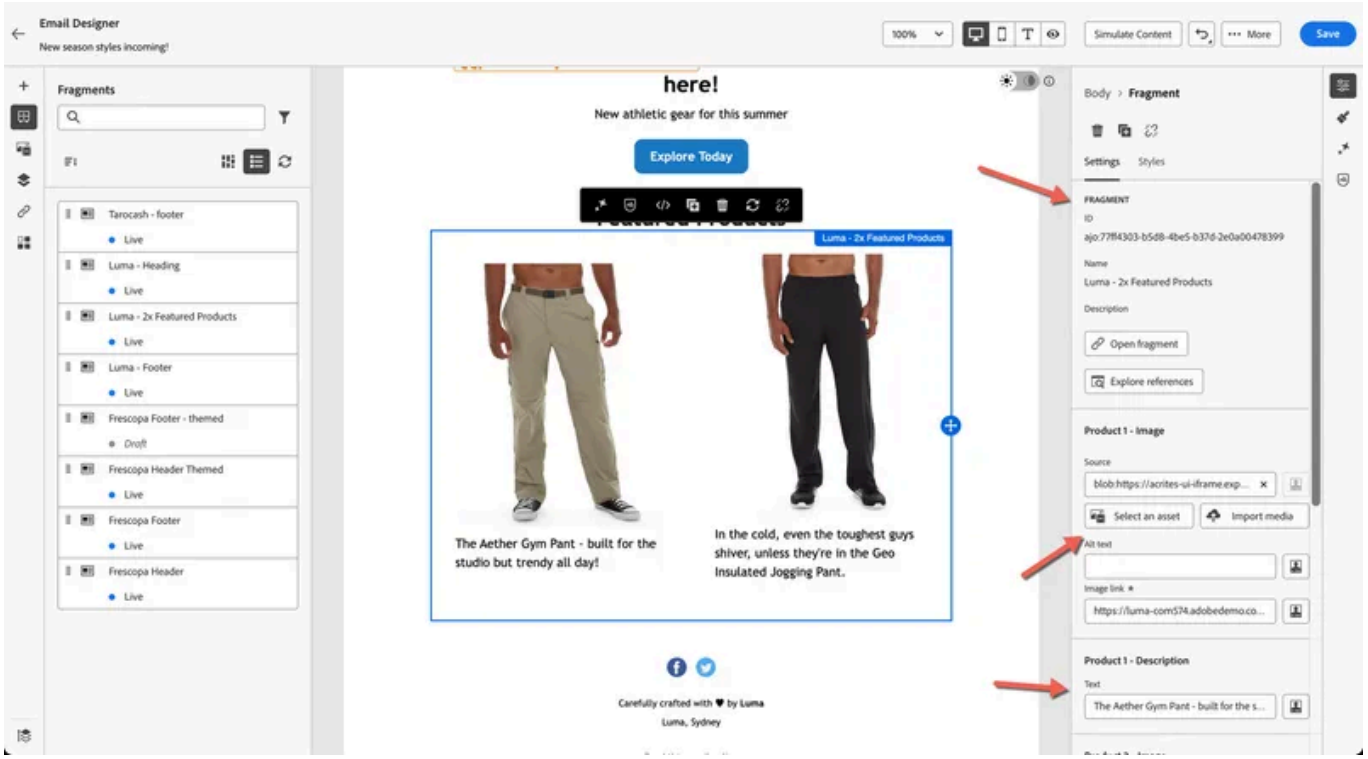
Fragments support content blocks which are shared across campaigns and allow common components to be easily updated from a single location, for example your standard header and footer.

In this case we're going to use what we call a **customisable fragment**. This allows the fragment to control the layout of the block but let's the user modify certain attributes within it. For example which product image is shown and what is said about it.

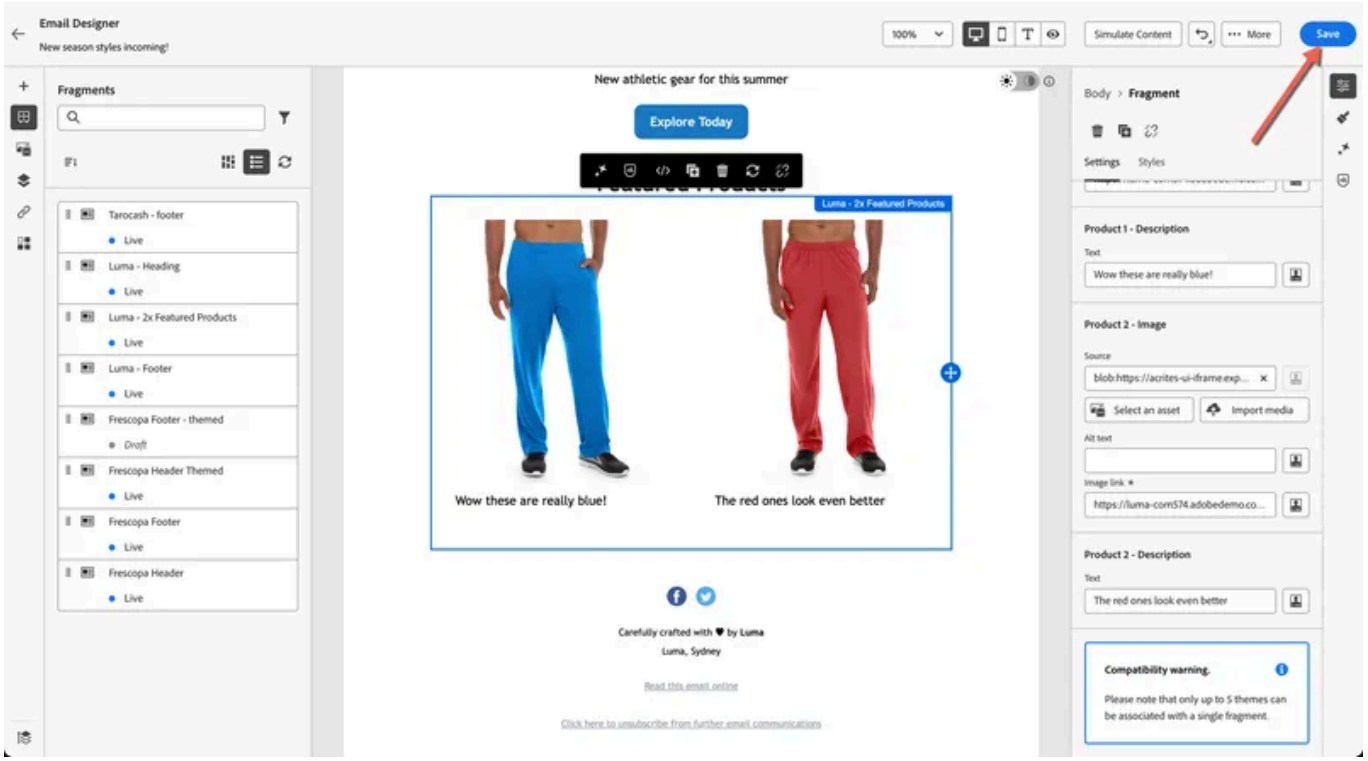
Drag the **Luma - 2x Featured Products** fragment and drop it below the featured products title in the same structural component.



You can see the usual editor options are not available. Instead in the properties panel on the right we can see the fragment reference, and underneath that the fields that we are allowed to *customise.*

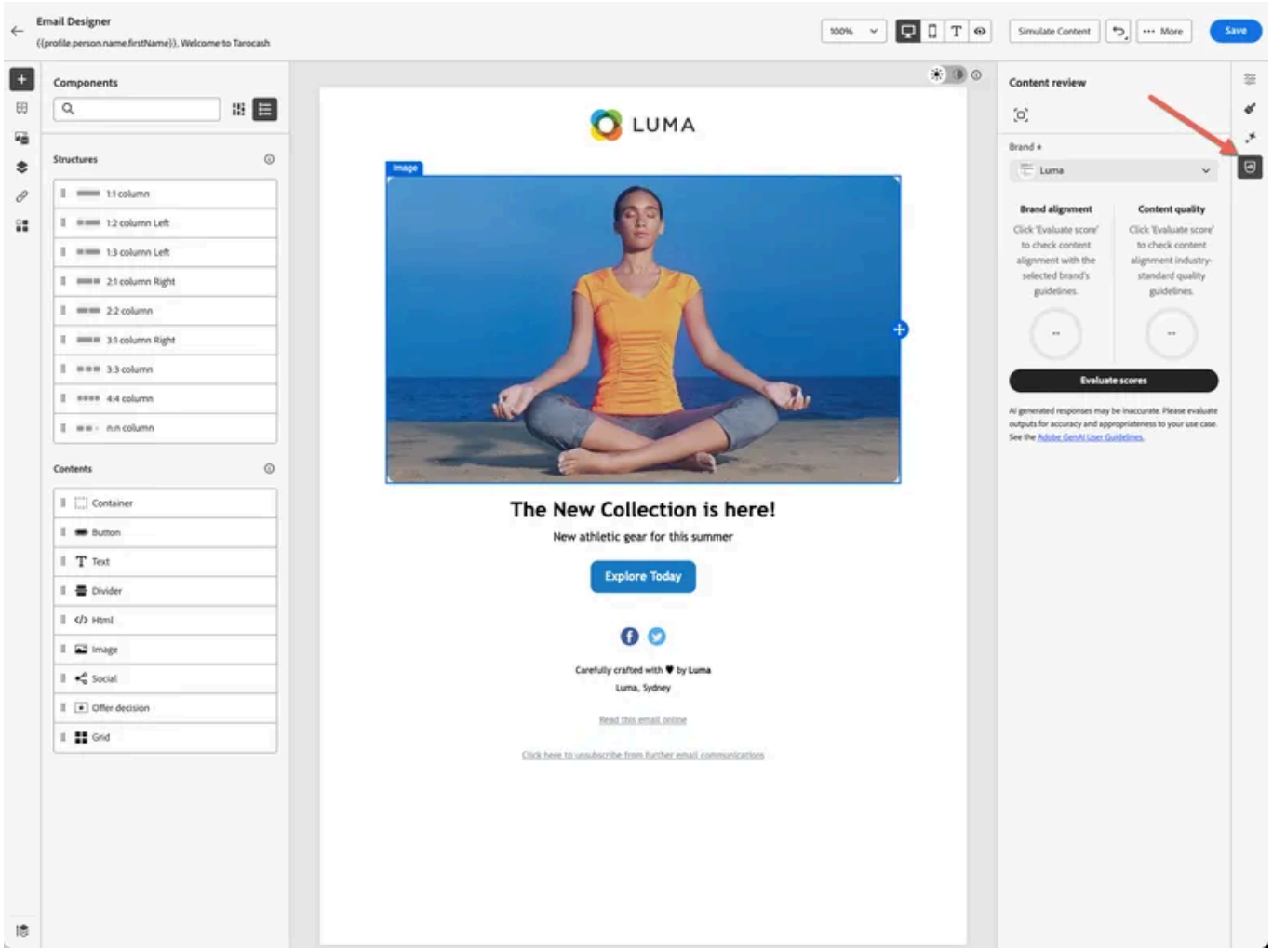


This gives editors the flexibility to update the content while ensuring their is no risk of them breaking the layout of the component. Once you're happy with the updates click to **Save** the content.

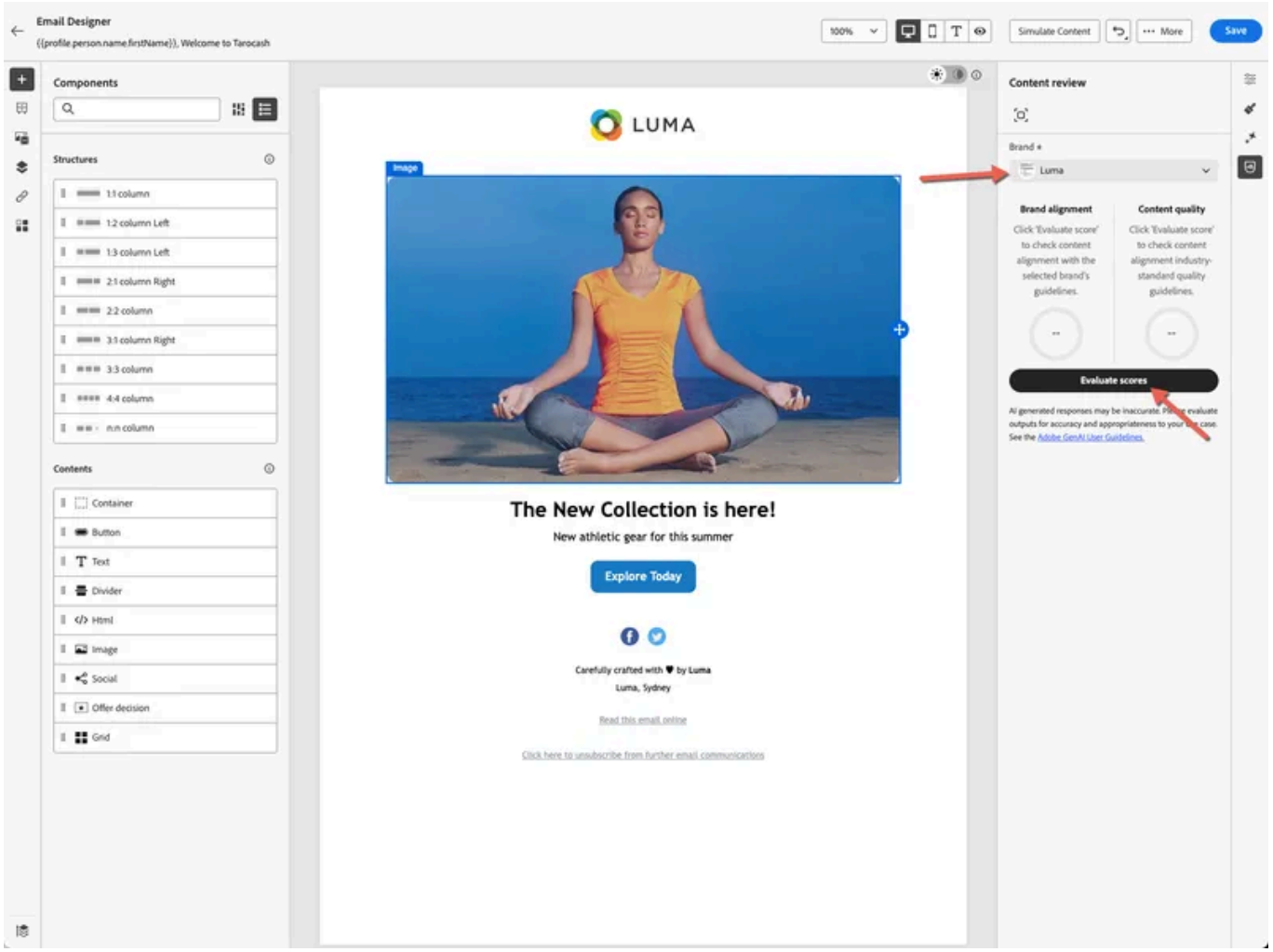


2.4 Check Brand Alignment

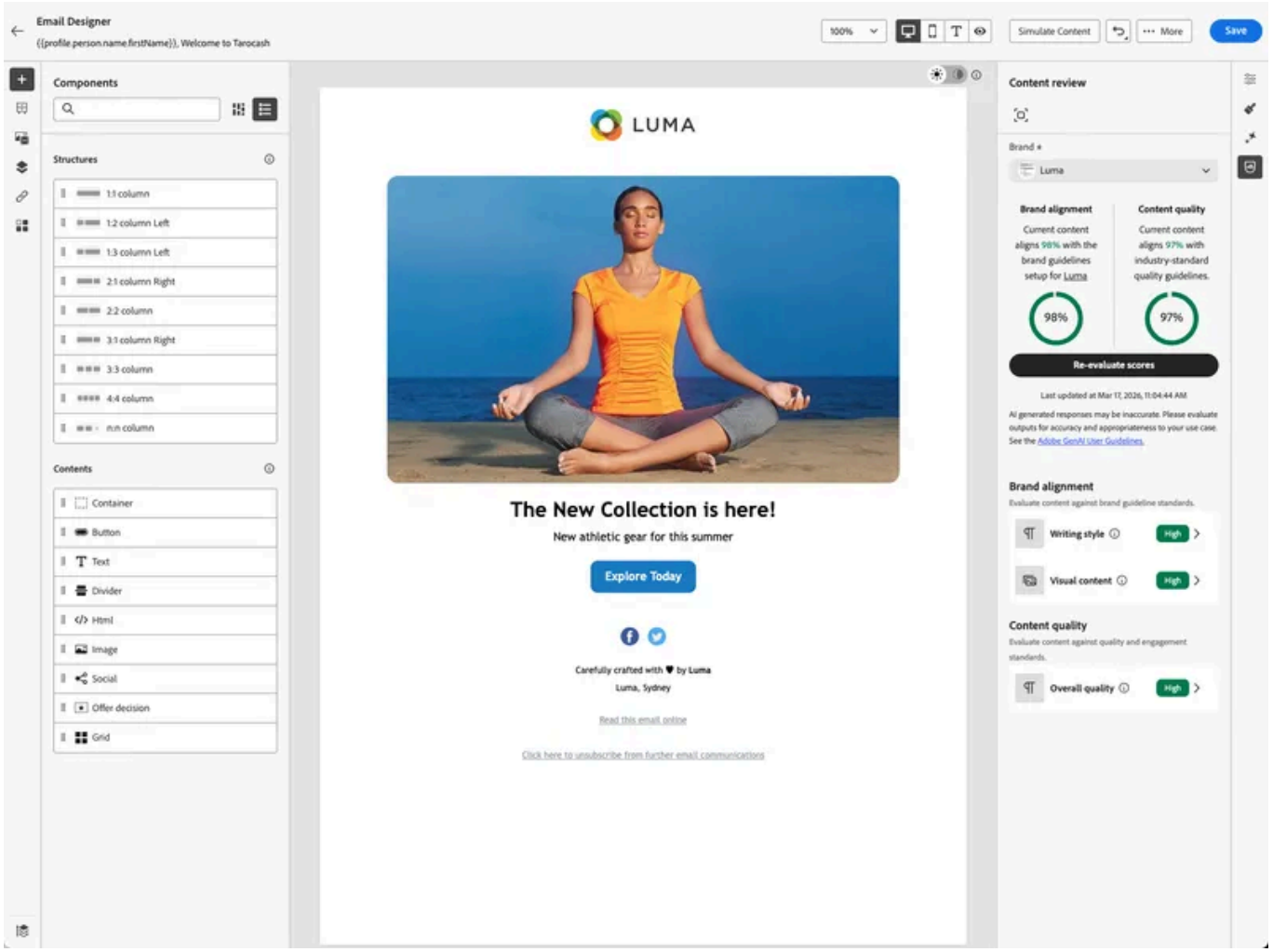
Generative AI can be used to validate your email content aligns to your predefined brand guidelines. From the right hand nav open the **Brand Alignment** panel.



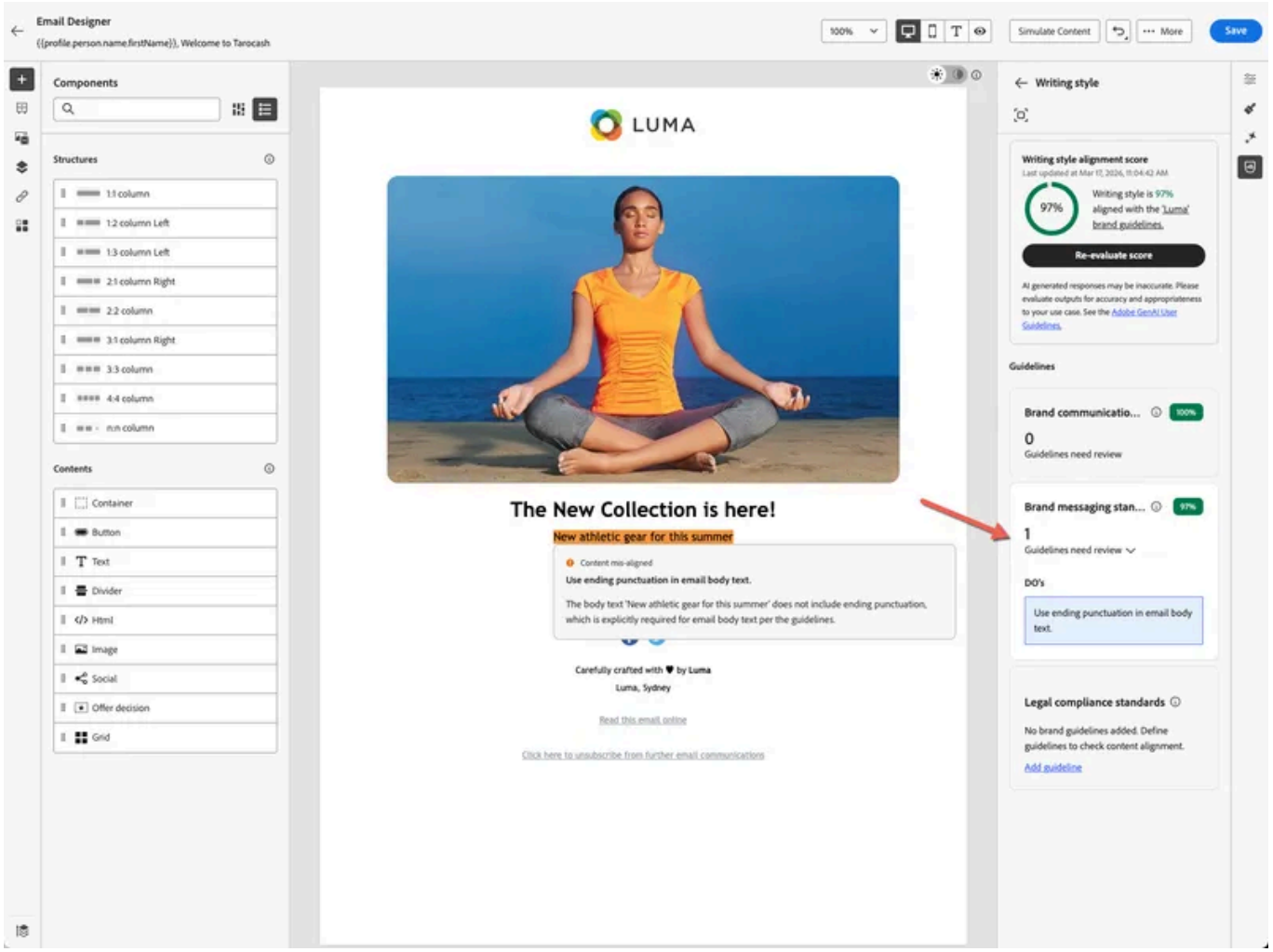
Change the brand to **Luma** and click to **Evaluate Scores.**



Your content will be scored based on writing style and visual content.



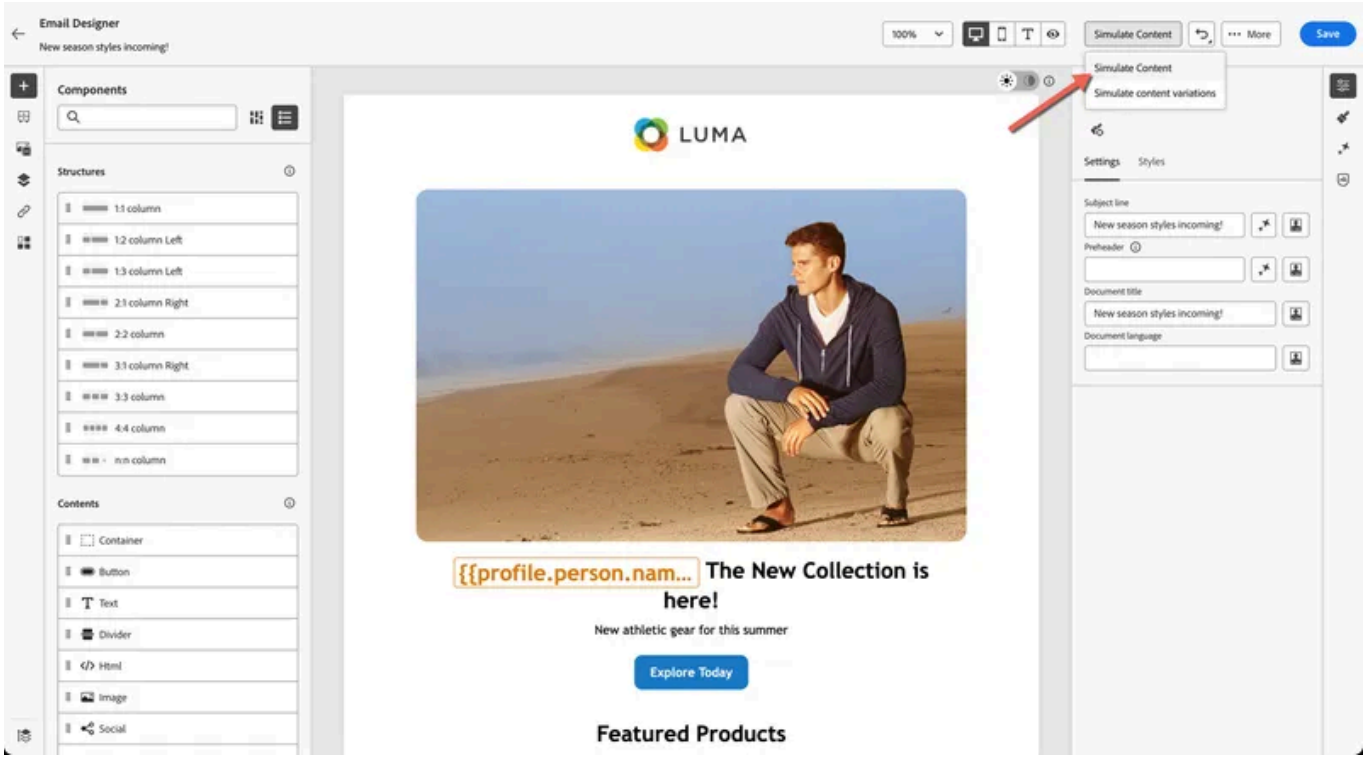
You can click on each category to view any recommendations provided.



2.5 Simulate and Test

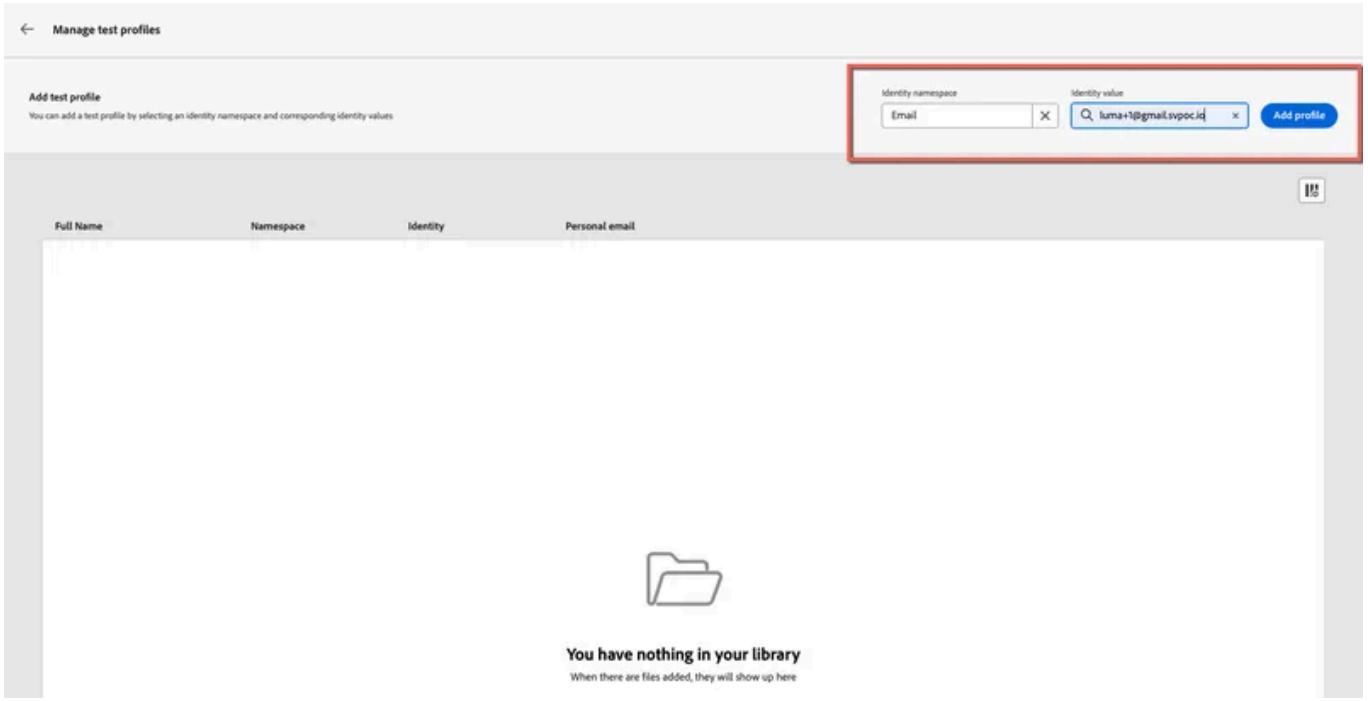
Once you're happy with the content we can simulate how it will look using test profiles and send proof messages or run rendering tests using litmus.

Click on the **Simulate Content** button at the top of the editor.

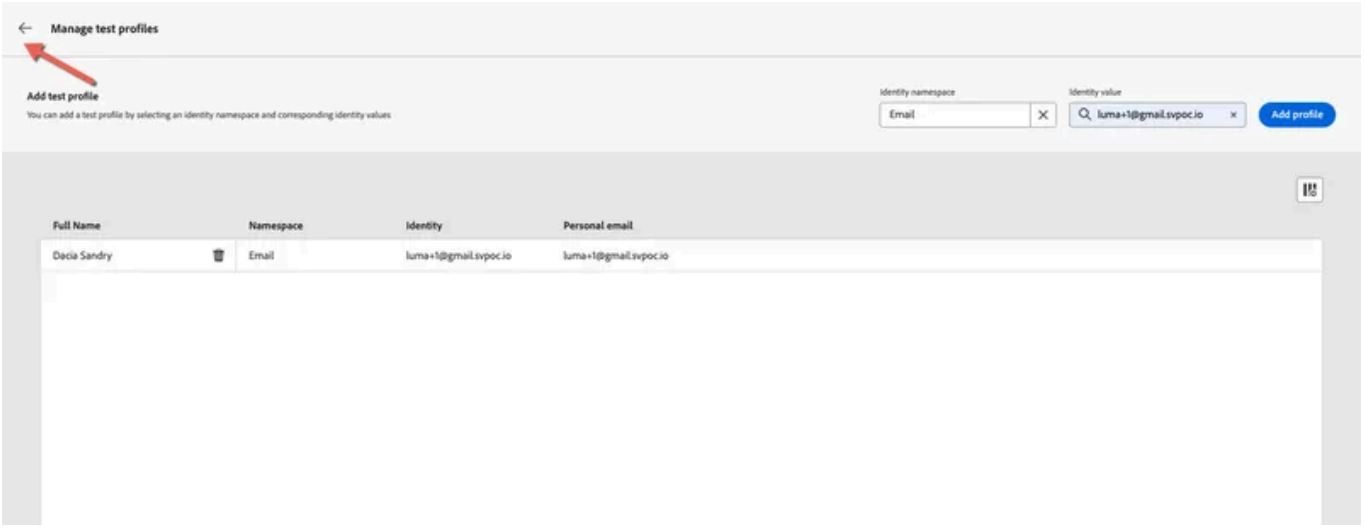


The simulator will load with a cached set of test profiles. Since this is the first time you've loaded it you'll need to select which profiles to add. Click to **Manage Profiles**

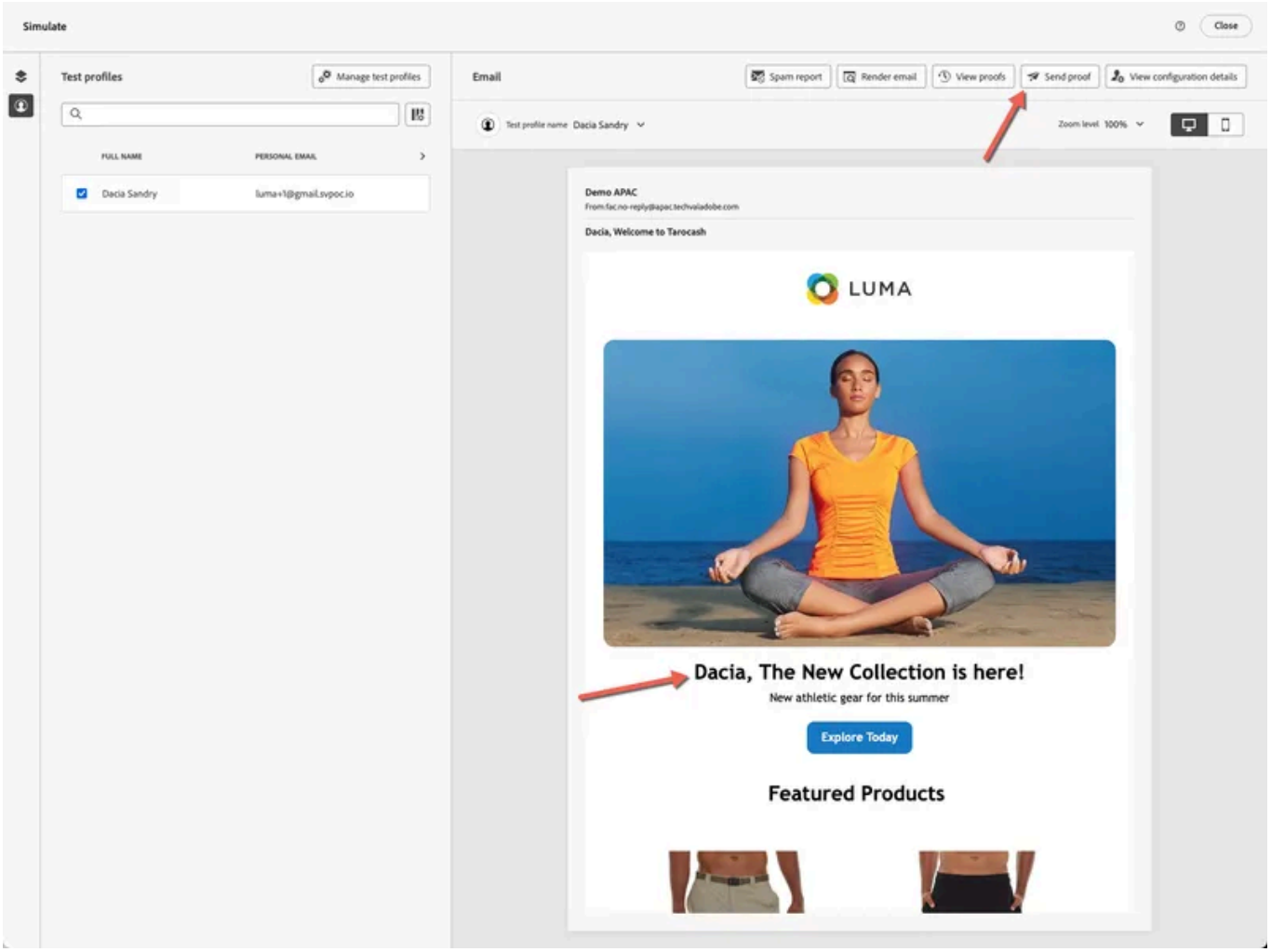
Select the **Email** namespace and search for your email from the first lab. eg. **luma+1@gmail.svpoc.io**. Click to **Add profile.**



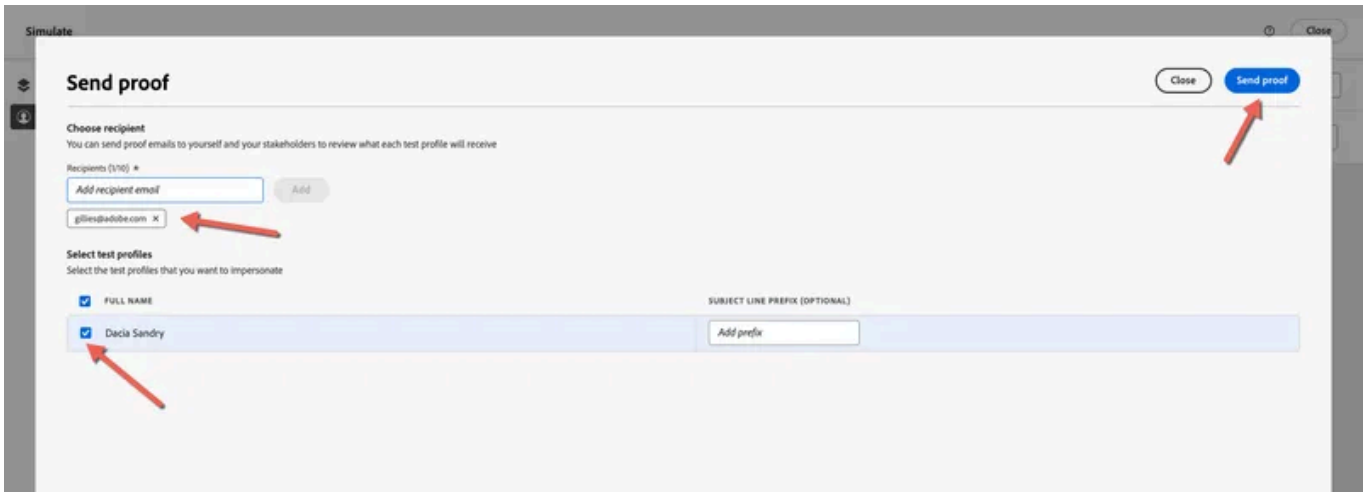
Once the profile appears in the list below, use the arrow to return to the simulator. You can add more than one profile to compare personalisation if necessary.



You can see the preview now shows the selected customers first name. Click to **Send Proof.**

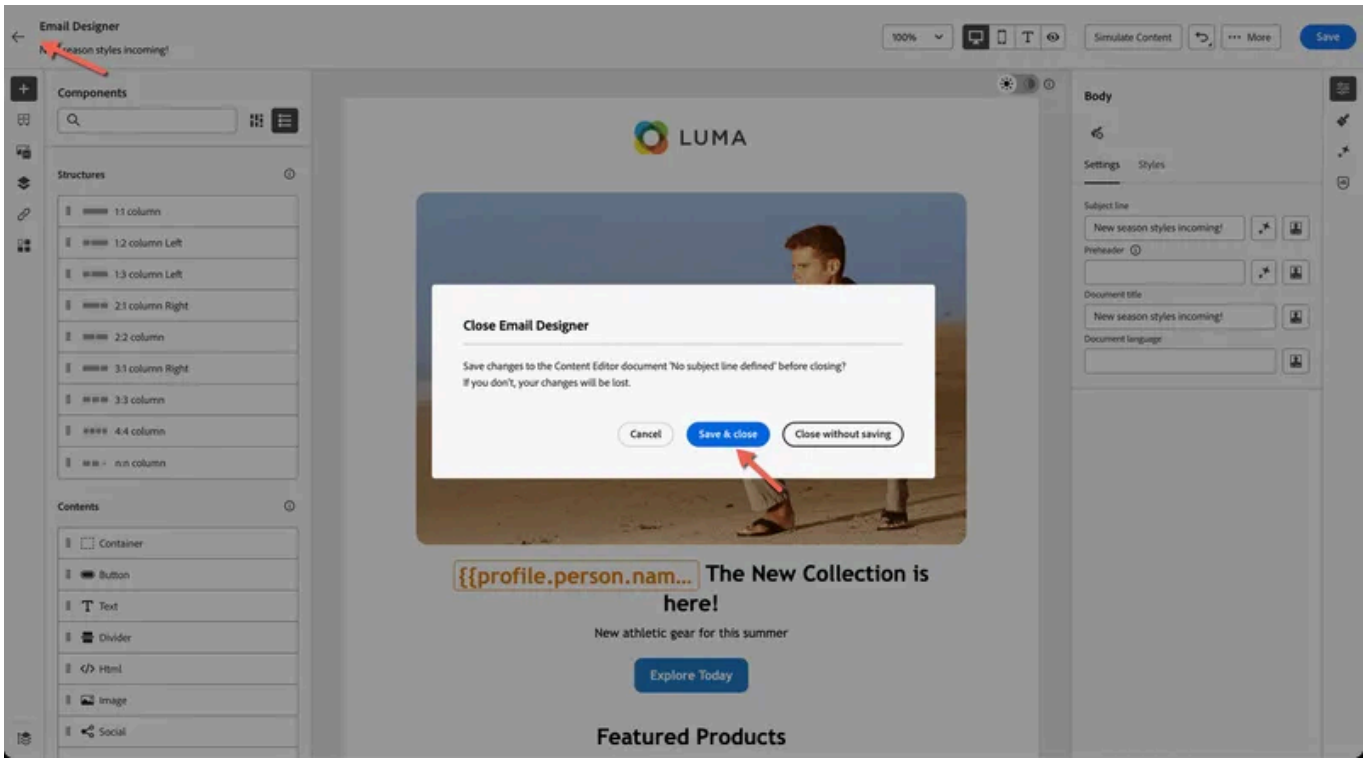


Select the **test profile** whose version you want to test. Add up to ten **Recipient** email addresses to receive the proof message. These do not need to exist in the system. Finally click to **Send Proof.**

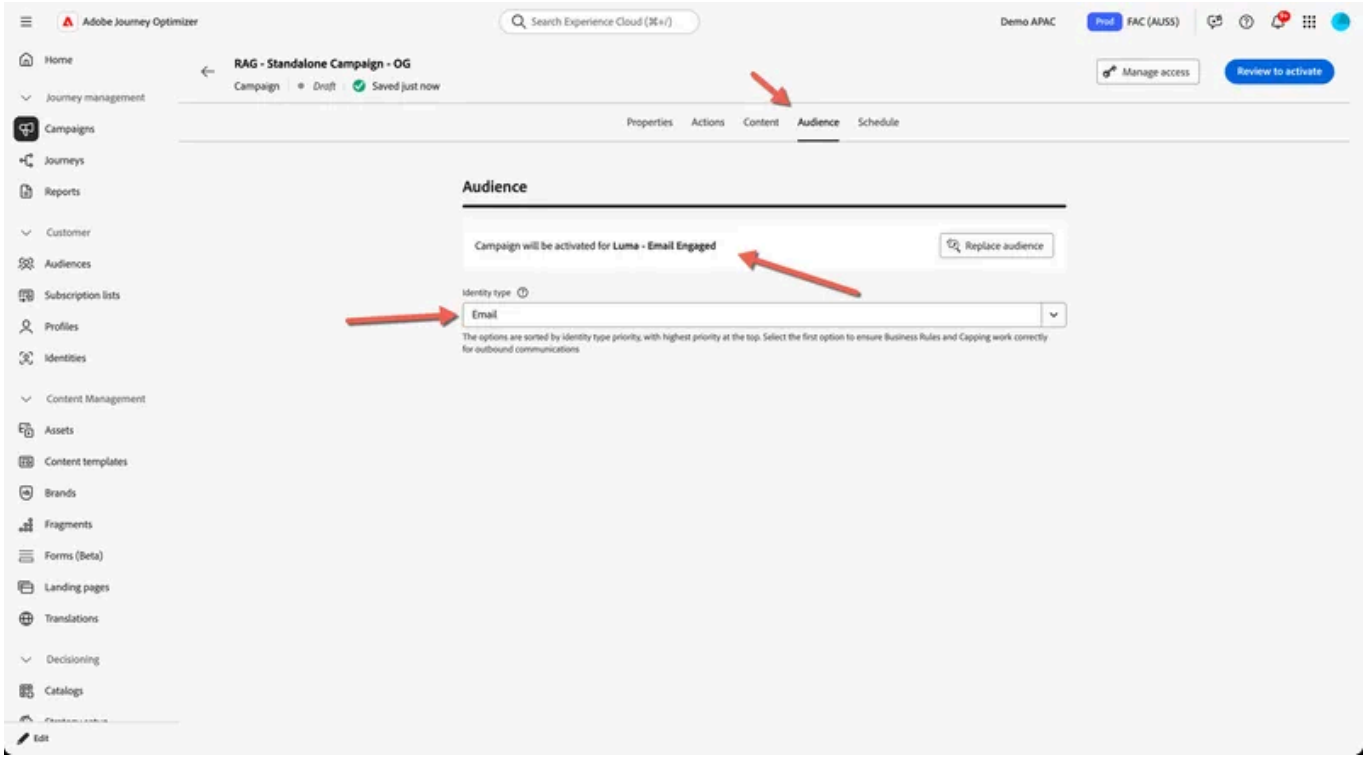


2.5 Target Audience

Return to the campaign editor by clicking the arrow on the top left of the email designer and select to **save and close.**



1. On the **Audience** tab select the **Luma - Email Engaged** audience. Also change the identity namespace to **Email.**

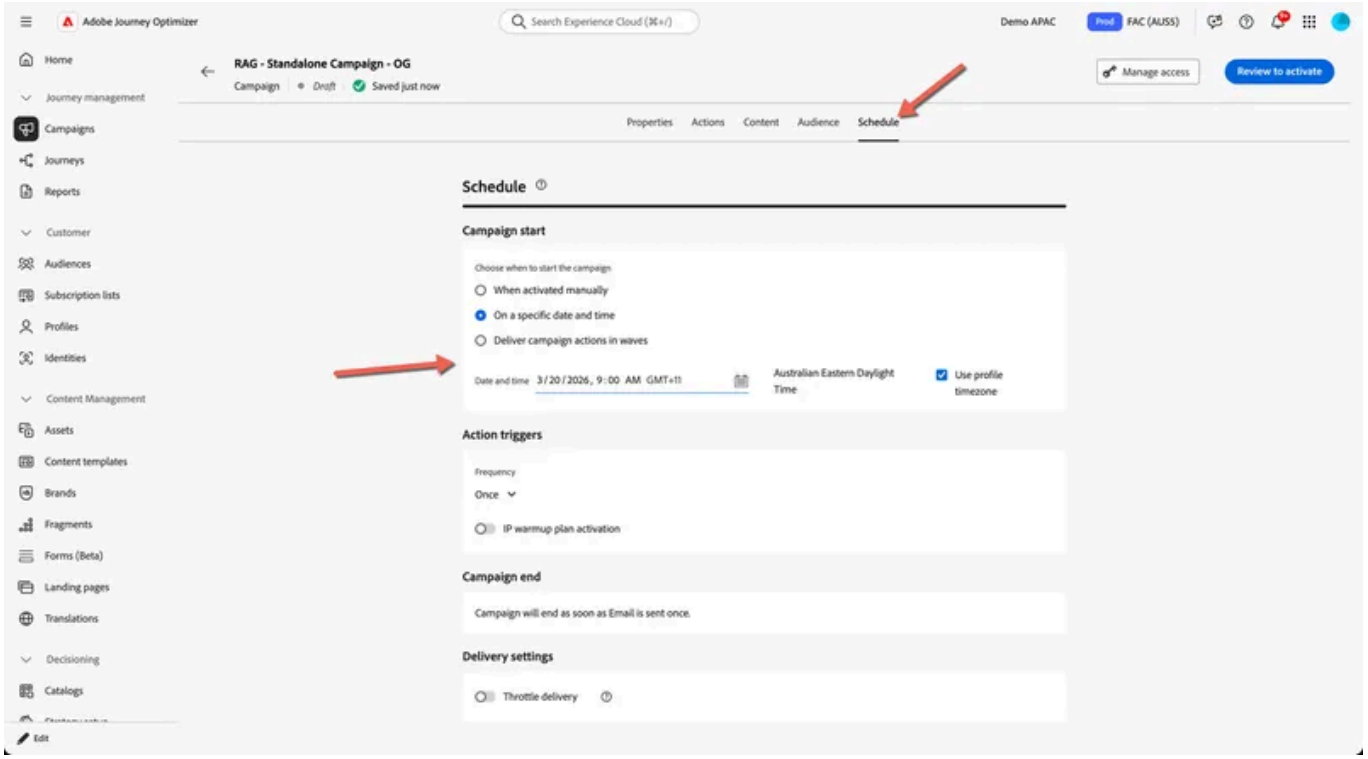


2.6 Scheduling

Move the the **Schedule** tab, this controls when the email will send. There are multiple options for scheduling and distributing the delivery if needed such as:

- Scheduling send time based on customer timezone
- Throttling the delivery by messages per second
- Splitting the delivery into waves executed hourly or daily

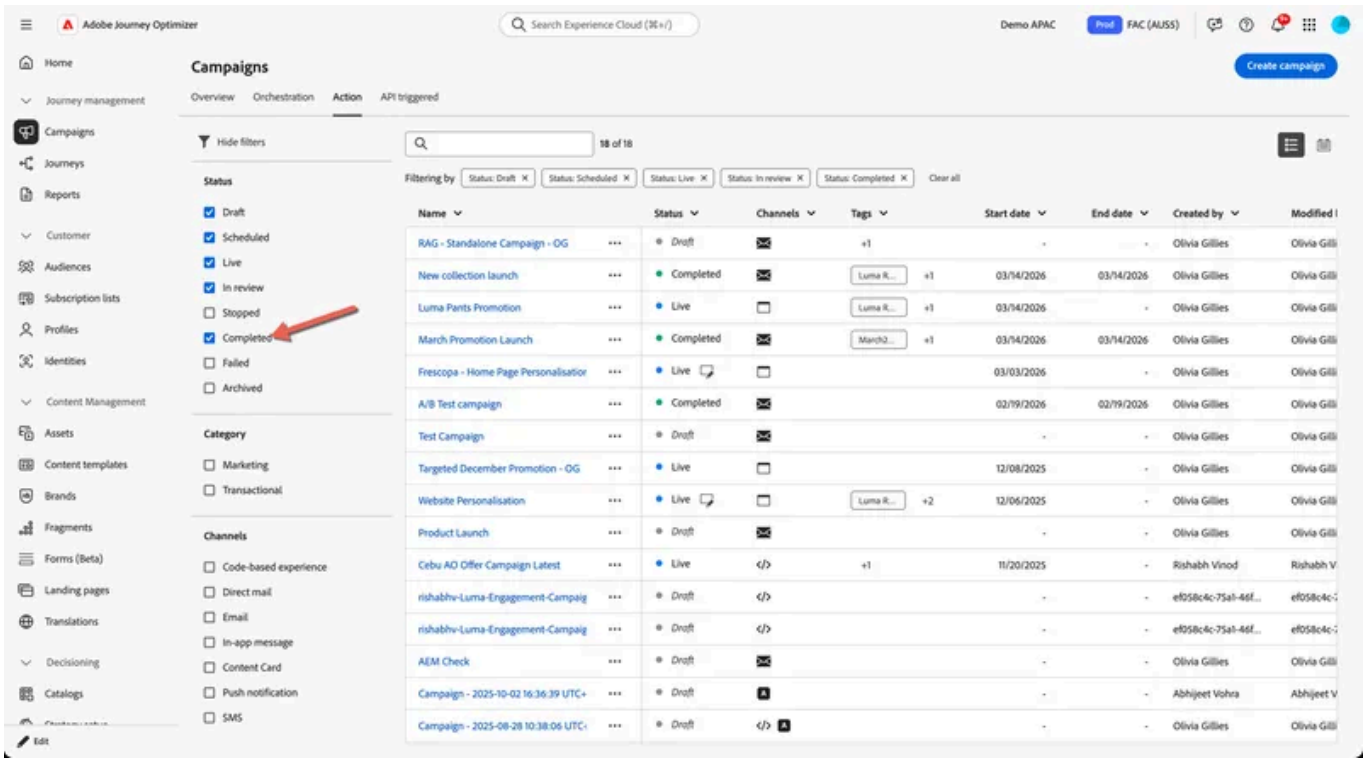
Set your send date and you are done!



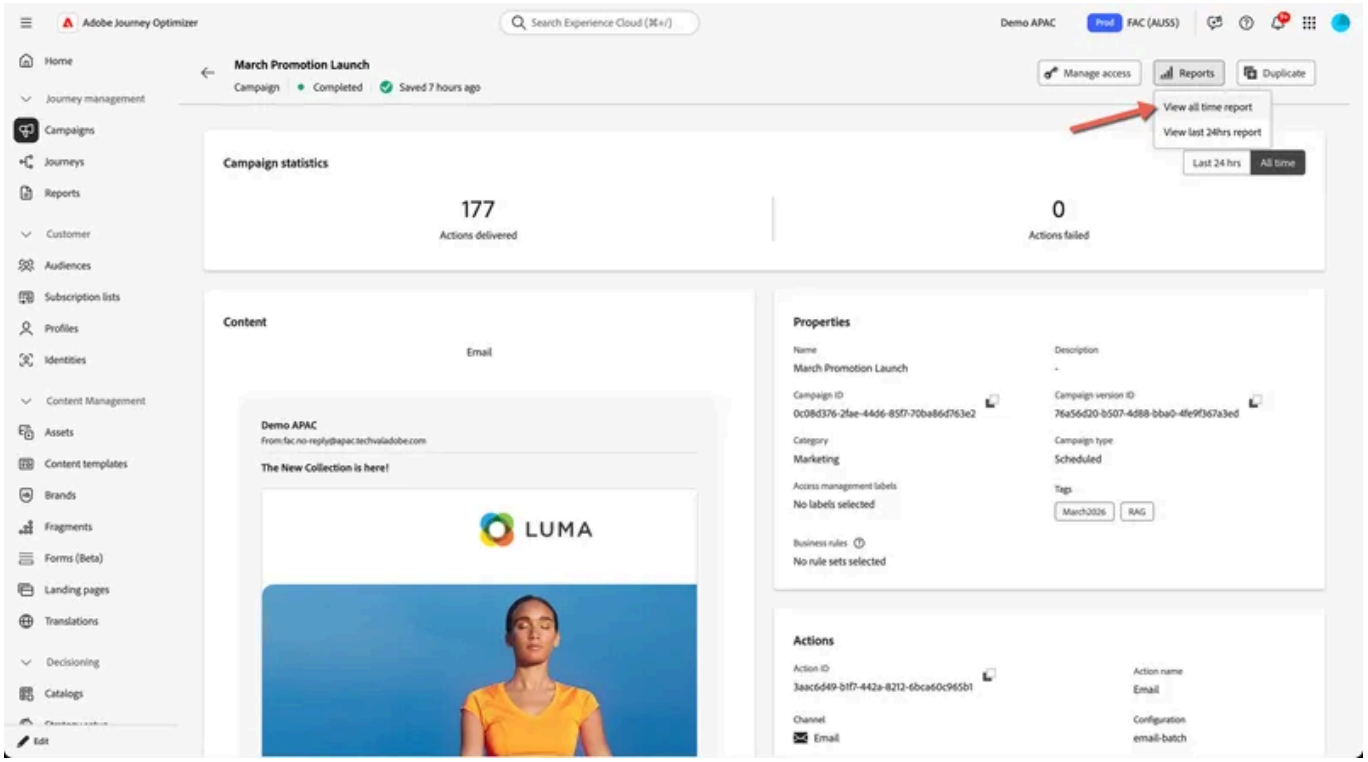
Congratulations you've created your first email campaign. The last step is to Activate it. Activation can also be tied to an approval process requiring different team members to approve the campaign before it can be successfully activated.

2.7 Reporting

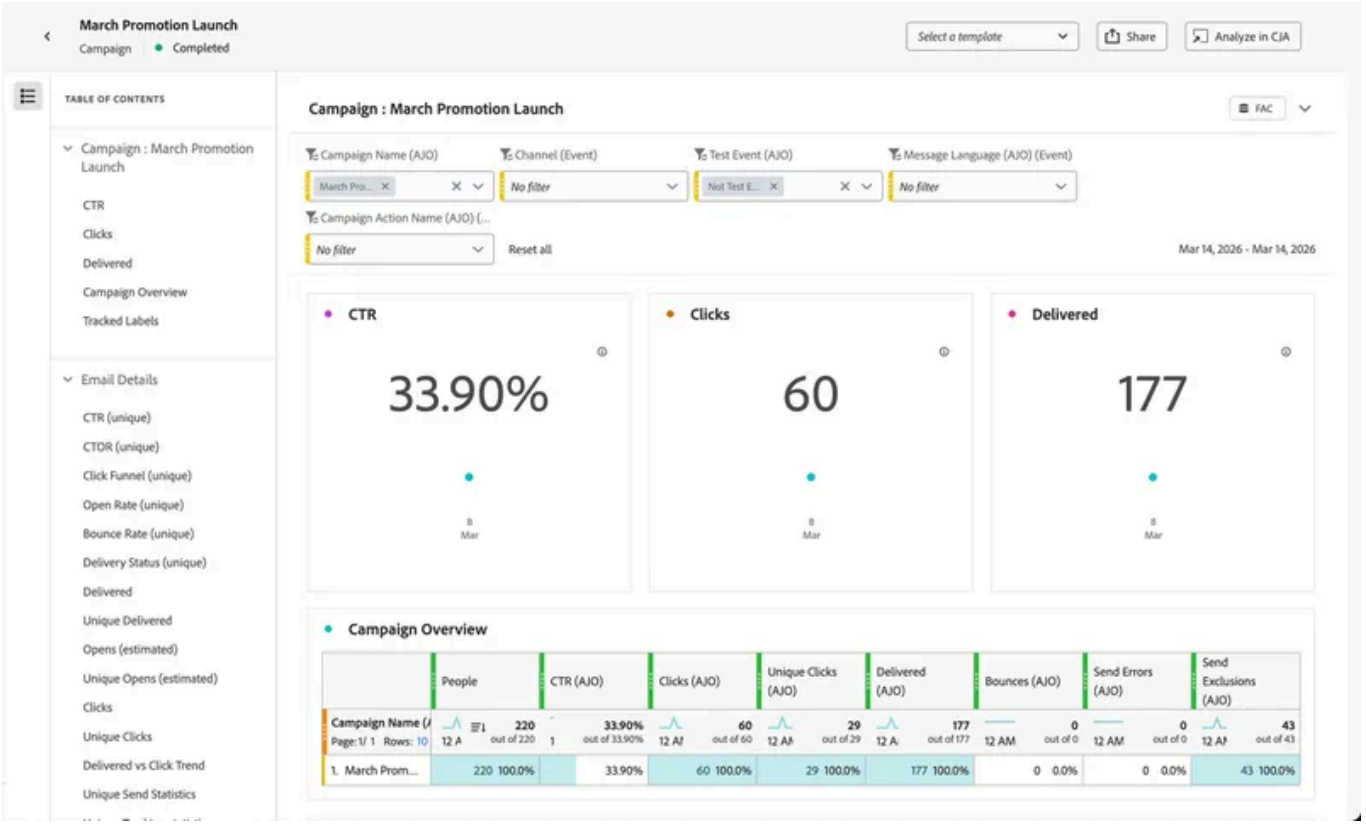
Let's take a quick look at an earlier campaign that was sent last week. From the **Campaign Actions** tab search for **March Promotion Launch**. Note: You might need to edit the view filters to show **Completed** campaigns.



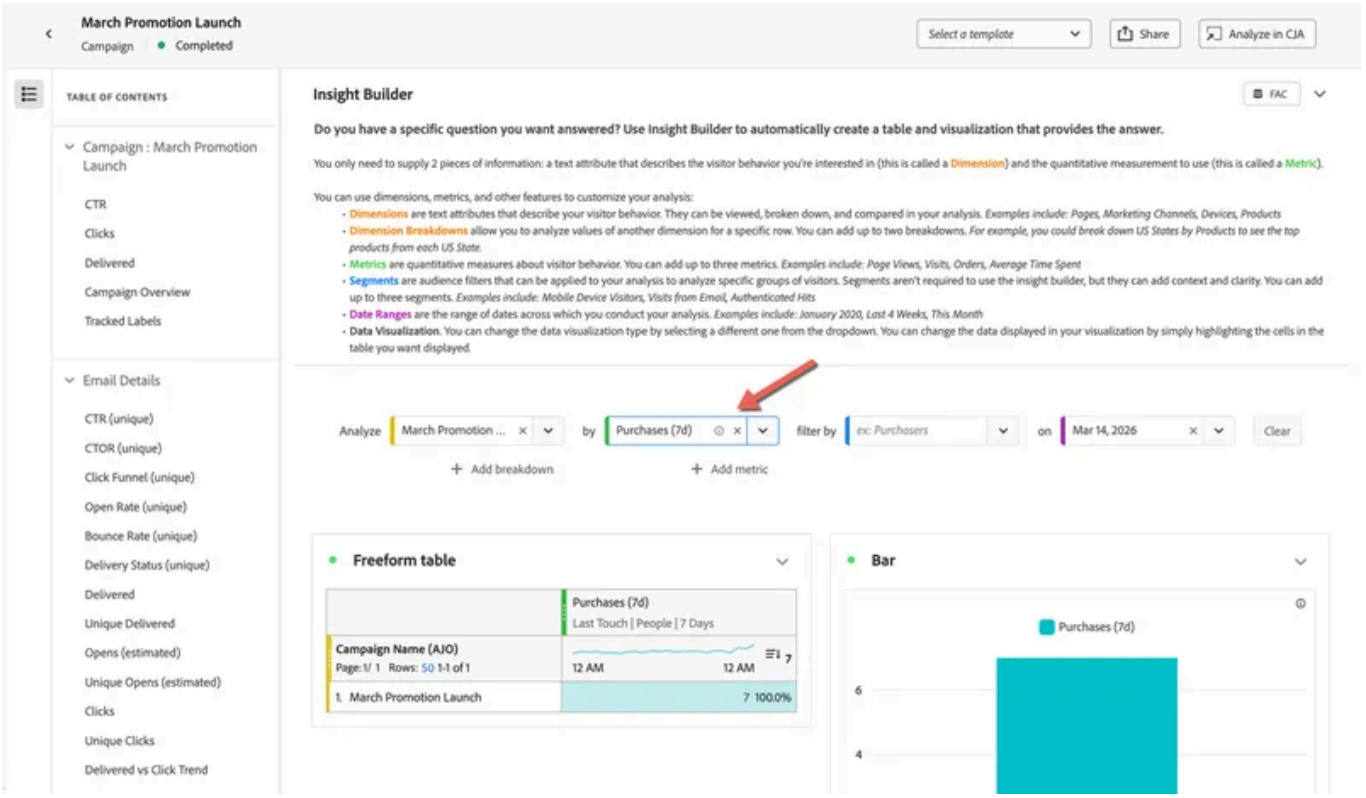
Open the campaign and click to view the all-time report.

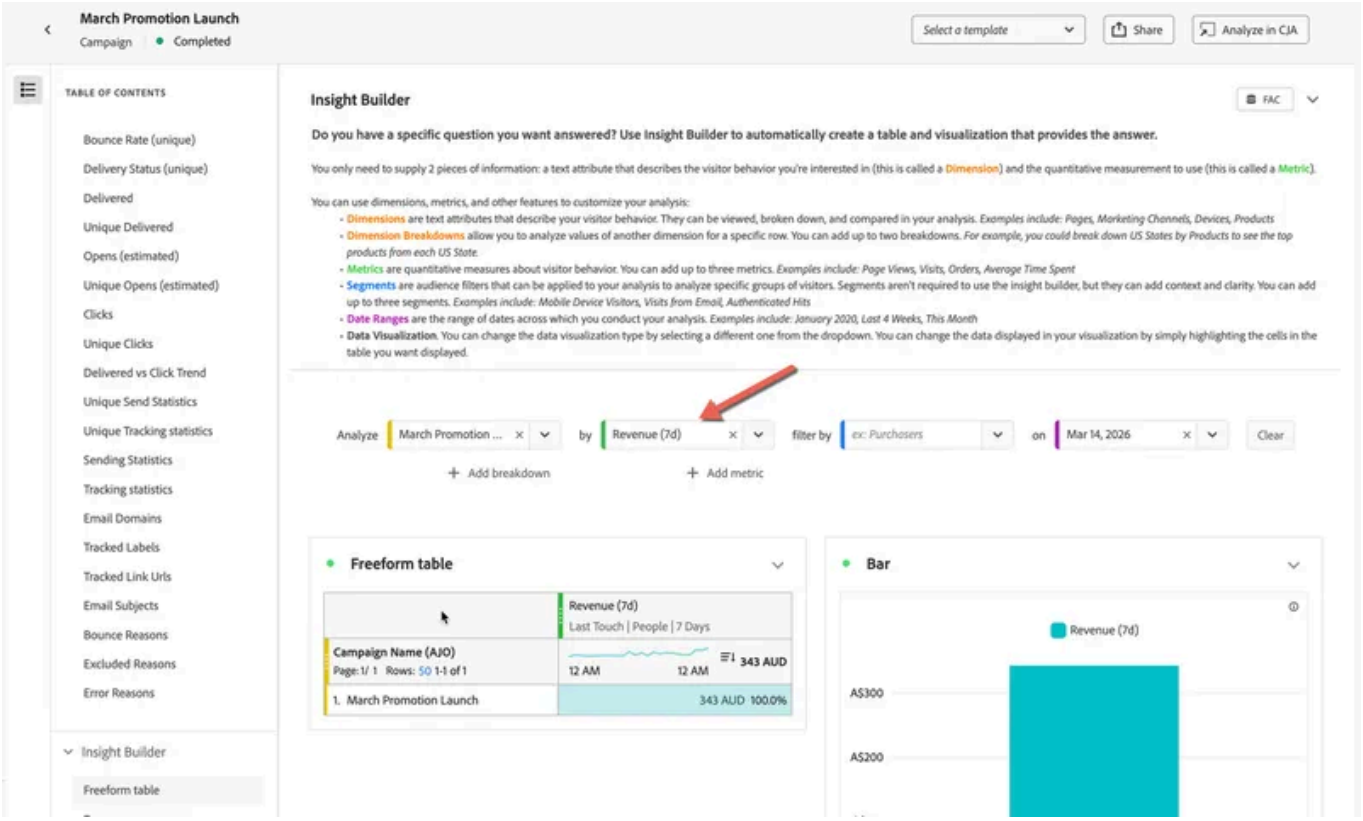


This opens the default campaign report. You'll find all of the standard Email reporting metrics on this dashboard.

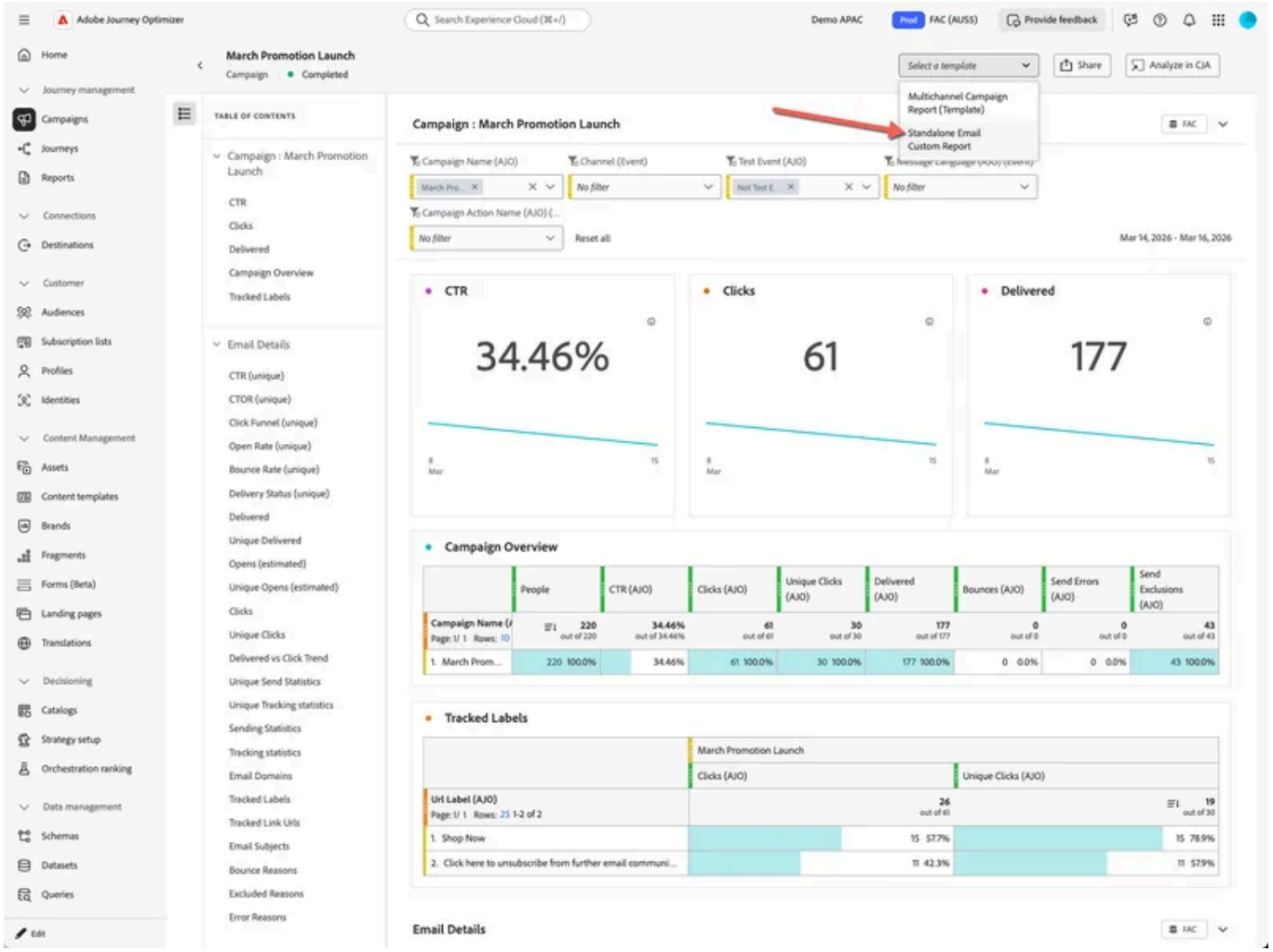


You can jump to different areas using the table of contents on the left. At the bottom of the dashboard you'll find the **Insight Builder.** It's here that you can add additional attribution metrics to your report such as **purchases**:

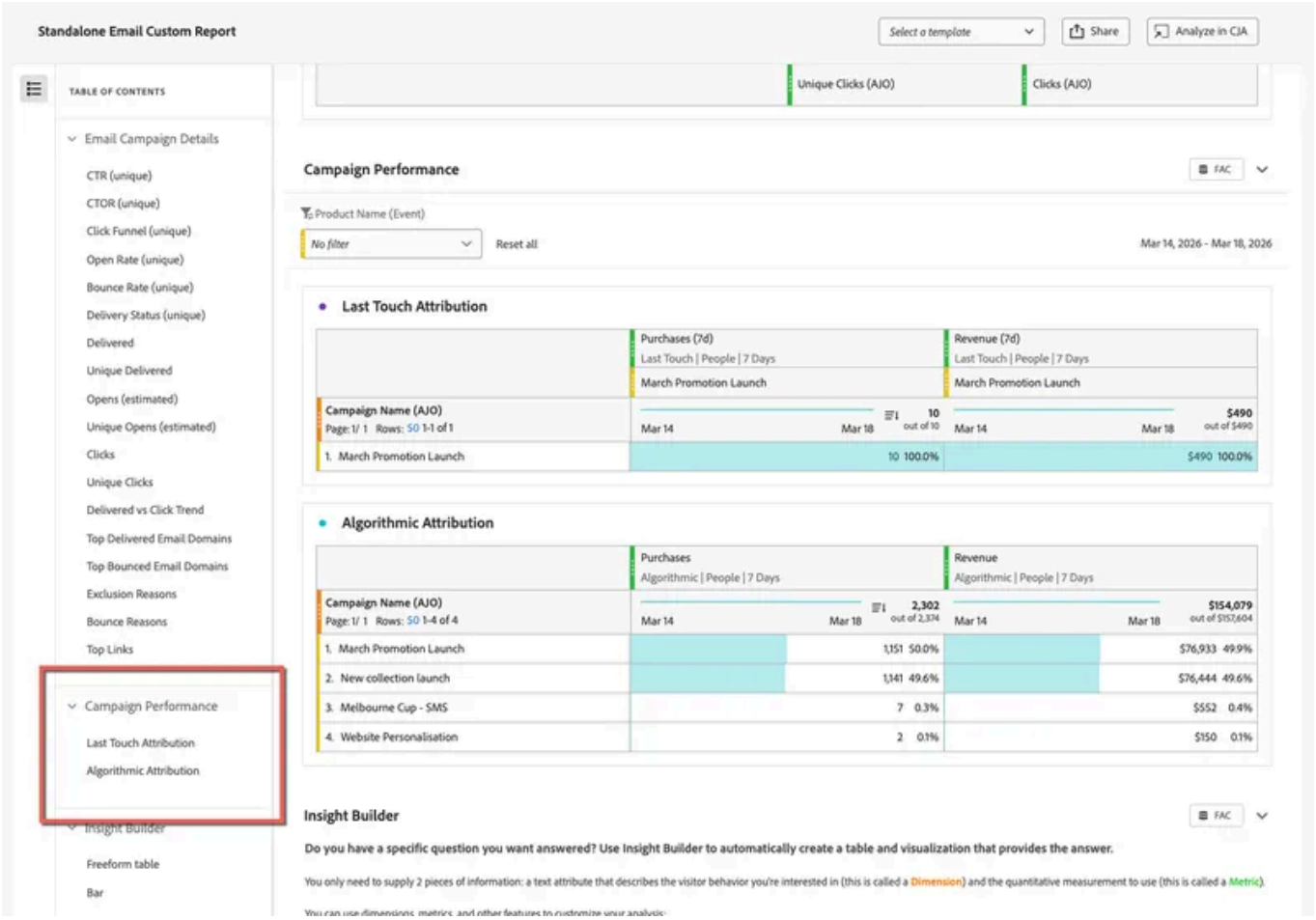




Custom versions of this report can be created within **Customer Journey Analytics** as templates which can be accessed directly from the **Journey Optimizer UI**. Use the drop down selector at the top of the report to pick the **Standalone Email Custom Report**



The custom report can have it's own unique layout and can expand the attribution reporting to cover multi-touch attribution which can significantly impact your revenue attribution per campaign if customers are likely to interact with more than one communication within the reporting window.

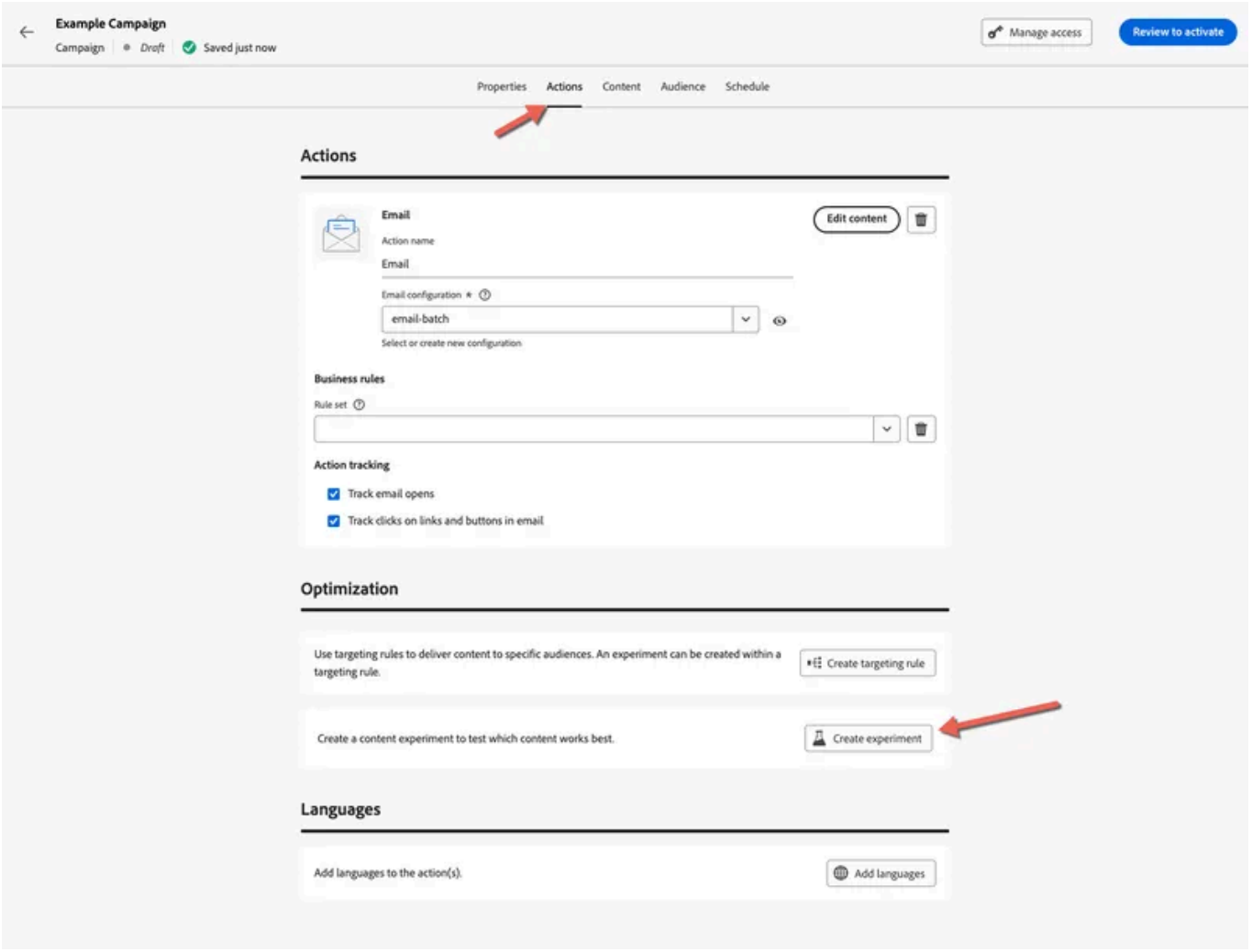


Bonus Exercise

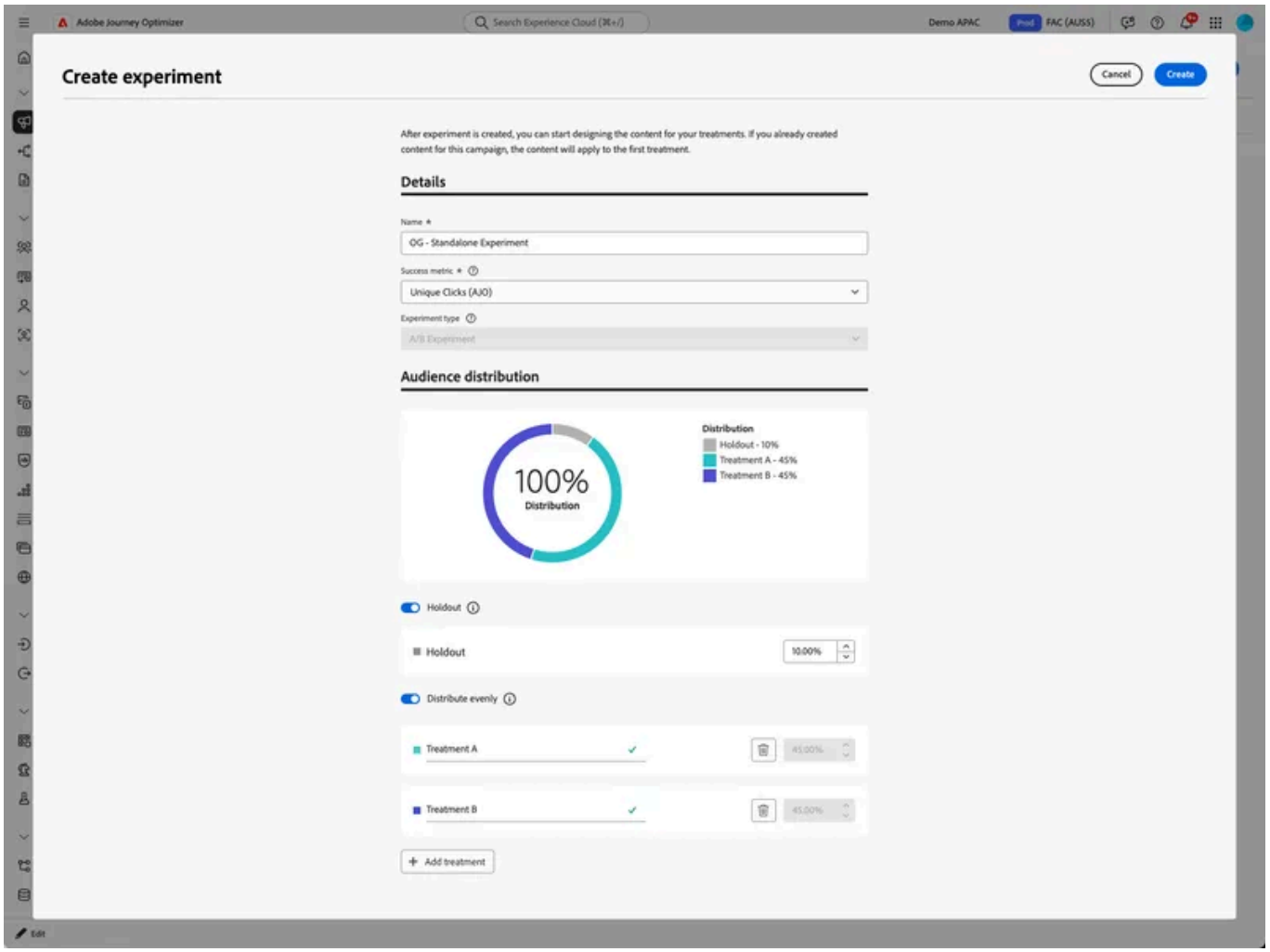
Add Experimentation

Experimentation is an essential tool for Marketers because it removes guesswork, allowing you to validate subject lines, content, and CTAs based on real audience behaviour rather than assumptions. By testing and learning quickly, marketers can maximise impact, improve engagement, and generate insights that directly inform future campaigns.

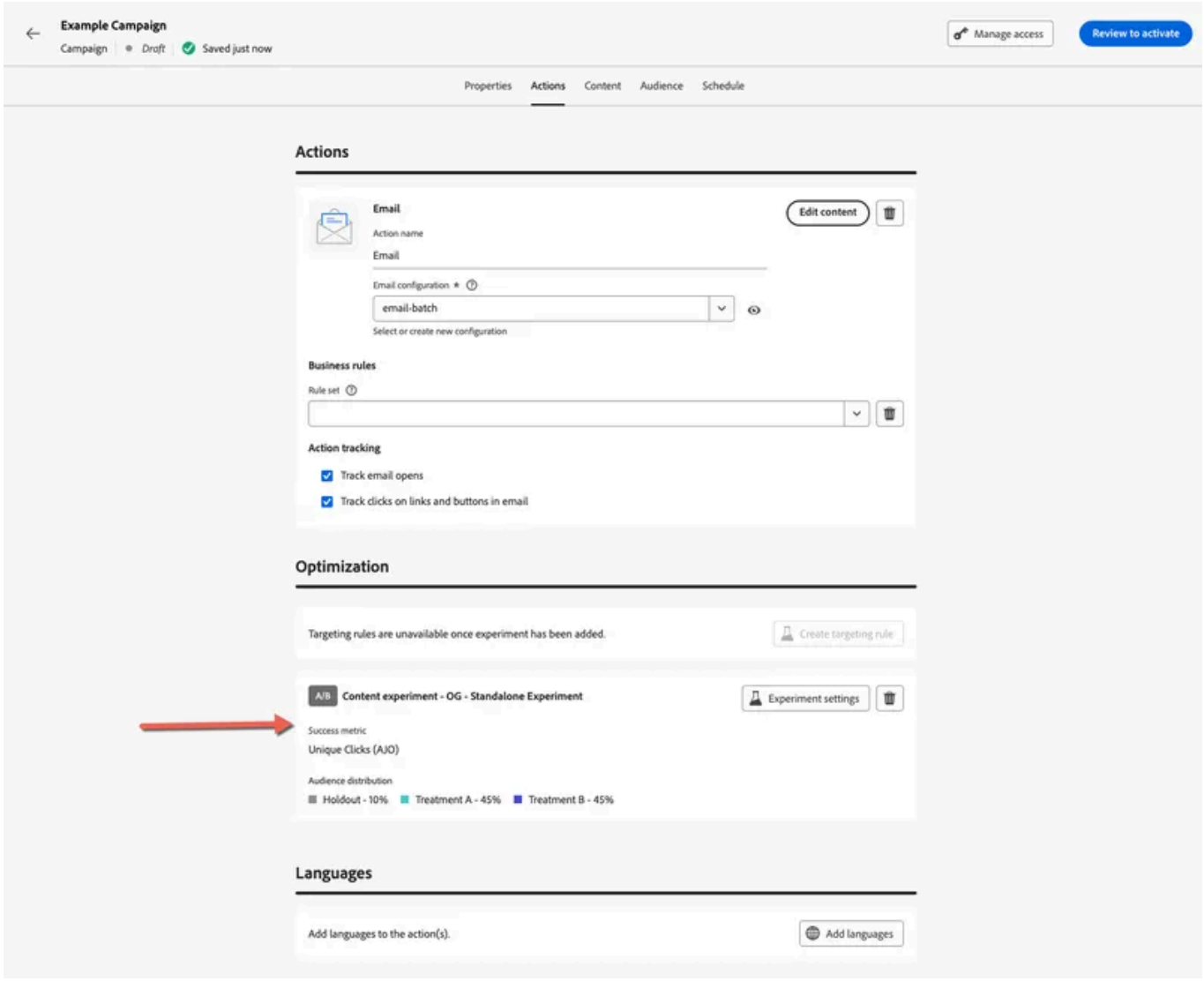
To add experimentation to your email return to the **Action** tab and click to **Add Experiment**



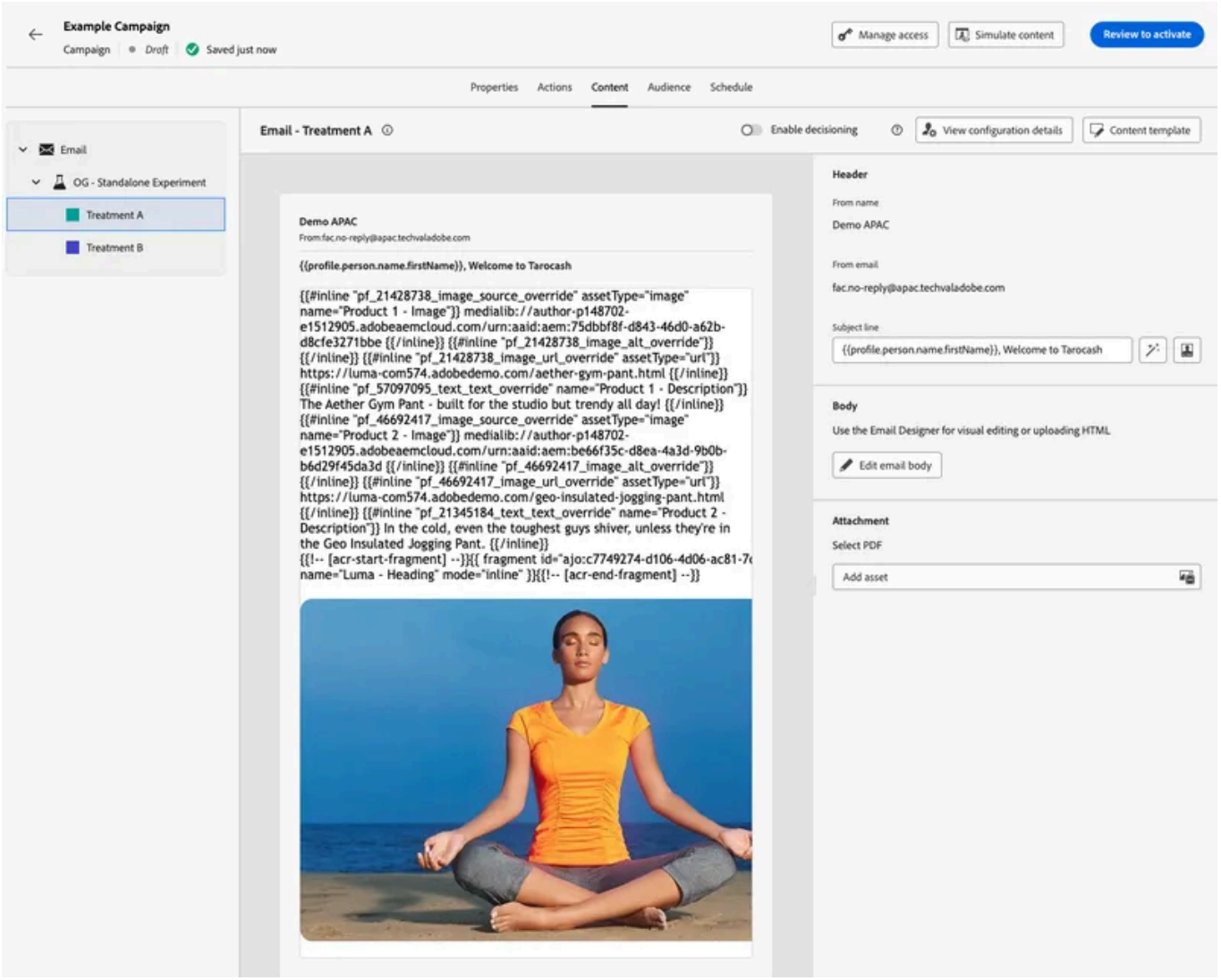
Here you can configure which metric to experiment on, and define the number of treatments including an optional control (holdout) group. Click **Create** to add the experiment once you're done.



Your experiment details are now listed.



Return to the **Content** tab and you'll see you now have 2 treatment options. The first treatment will have your original email content, the second is ready to be added.


Example Campaign
Campaign
Draft
Saved just now
Manage access
Simulate content
Review to activate
Properties
Actions
Content
Audience
Schedule
Email
OG - Standalone Experiment
Treatment A
Treatment B
Email - Treatment A
Enable decisioning
View configuration details
Content template
Demo APAC
From:fac.no-reply@apac.techvaladobe.com
{{profile.person.name.firstName}}, Welcome to Tarocash
{{#inline "pf_21428738_image_source_override" assetType="image" name="Product 1 - Image"}} medialib://author-p148702-e1512905.adobeaemcloud.com/urn:aaid:aem:75dbbf8f-d843-46d0-a62b-d8cfe3271bbe {{/inline}} {{#inline "pf_21428738_image_alt_override"}} {{/inline}} {{#inline "pf_21428738_image_url_override" assetType="url"}} https://luma-com574.adobedemo.com/aether-gym-pant.html {{/inline}} {{#inline "pf_57097095_text_text_override" name="Product 1 - Description"}} The Aether Gym Pant - built for the studio but trendy all day! {{/inline}} {{#inline "pf_46692417_image_source_override" assetType="image" name="Product 2 - Image"}} medialib://author-p148702-e1512905.adobeaemcloud.com/urn:aaid:aem:be66f35c-d8ea-4a3d-9b0b-b6d29f45da3d {{/inline}} {{#inline "pf_46692417_image_alt_override"}} {{/inline}} {{#inline "pf_46692417_image_url_override" assetType="url"}} https://luma-com574.adobedemo.com/geo-insulated-jogging-pant.html {{/inline}} {{#inline "pf_21345184_text_text_override" name="Product 2 - Description"}} In the cold, even the toughest guys shiver, unless they're in the Geo Insulated Jogging Pant. {{/inline}} {{!-- [acr-start-fragment] --}}{{ fragment id="ajo:c7749274-d106-4d06-ac81-7
name="Luma - Heading" mode="inline" }}{{!-- [acr-end-fragment] --}}
Header
From name
Demo APAC
From email
fac.no-reply@apac.techvaladobe.com
Subject line
{{profile.person.name.firstName}}, Welcome to Tarocash
Body
Use the Email Designer for visual editing or uploading HTML
Edit email body
Attachment
Select PDF
Add asset

6. Lab 3 - Melbourne Cup Campaign

Learning Objectives

In this exercise we'll launch a Melbourne Cup campaign across multiple channels, including Email, SMS and Social.

With Adobe's shared audience portal you can create your campaign audience once and activate across as many channels as needed.

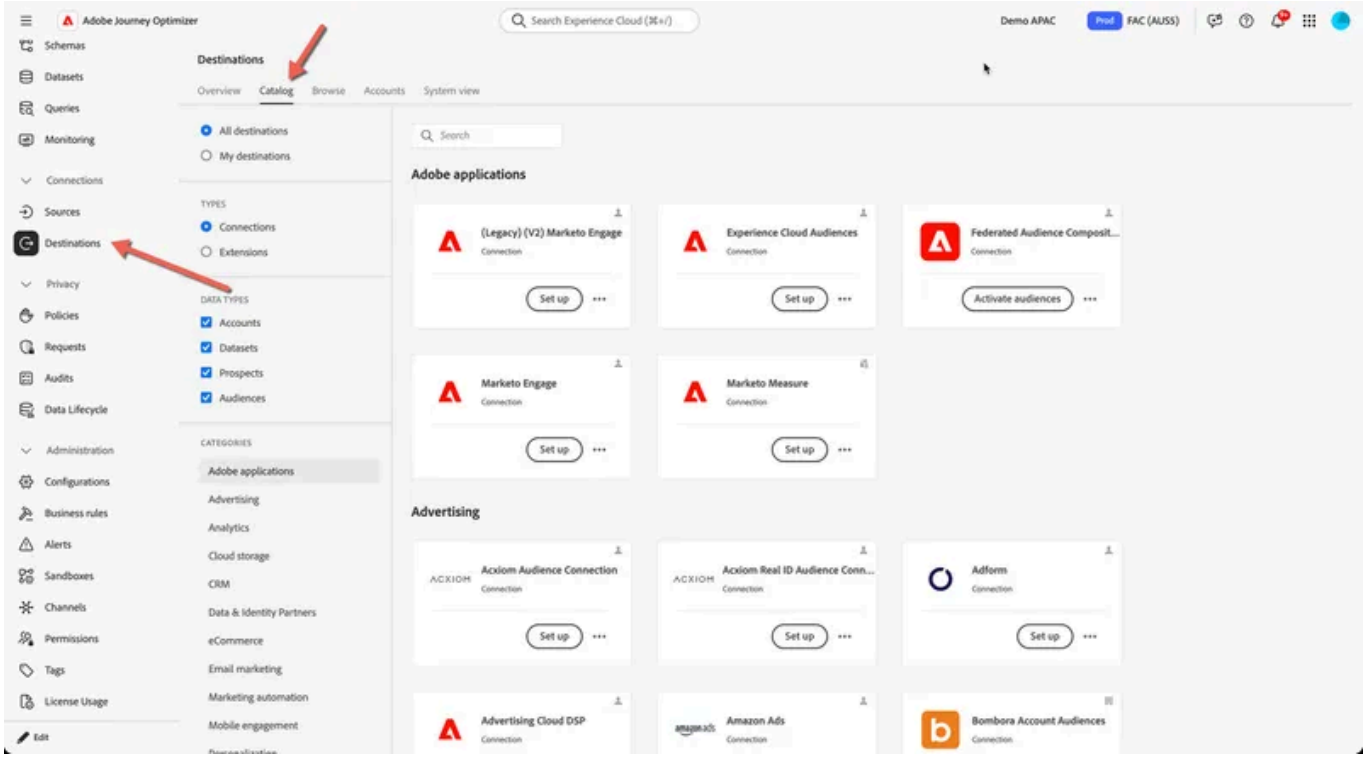
We'll assume for this exercise that the audience has already been created and calculated, we'll use the **Luma - Melbourne Cup** audience.

3.1 Activate audience to social

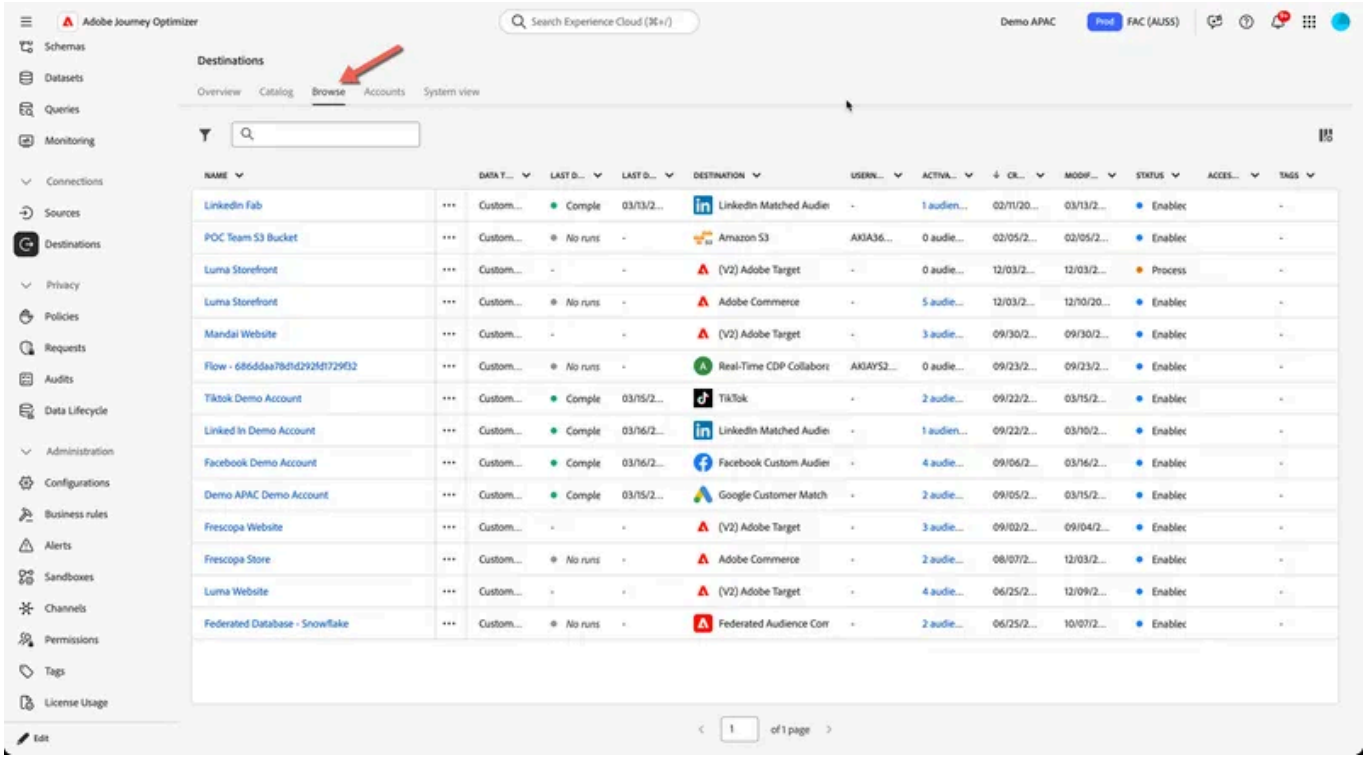
Navigate to **Connections → Destinations**.

You can use destinations for audience targeting to reach and re-engage with your customers across paid and social properties like Facebook and Instagram.

The **Catalog** tab shows the list of available destinations. These are pre-built connectors.

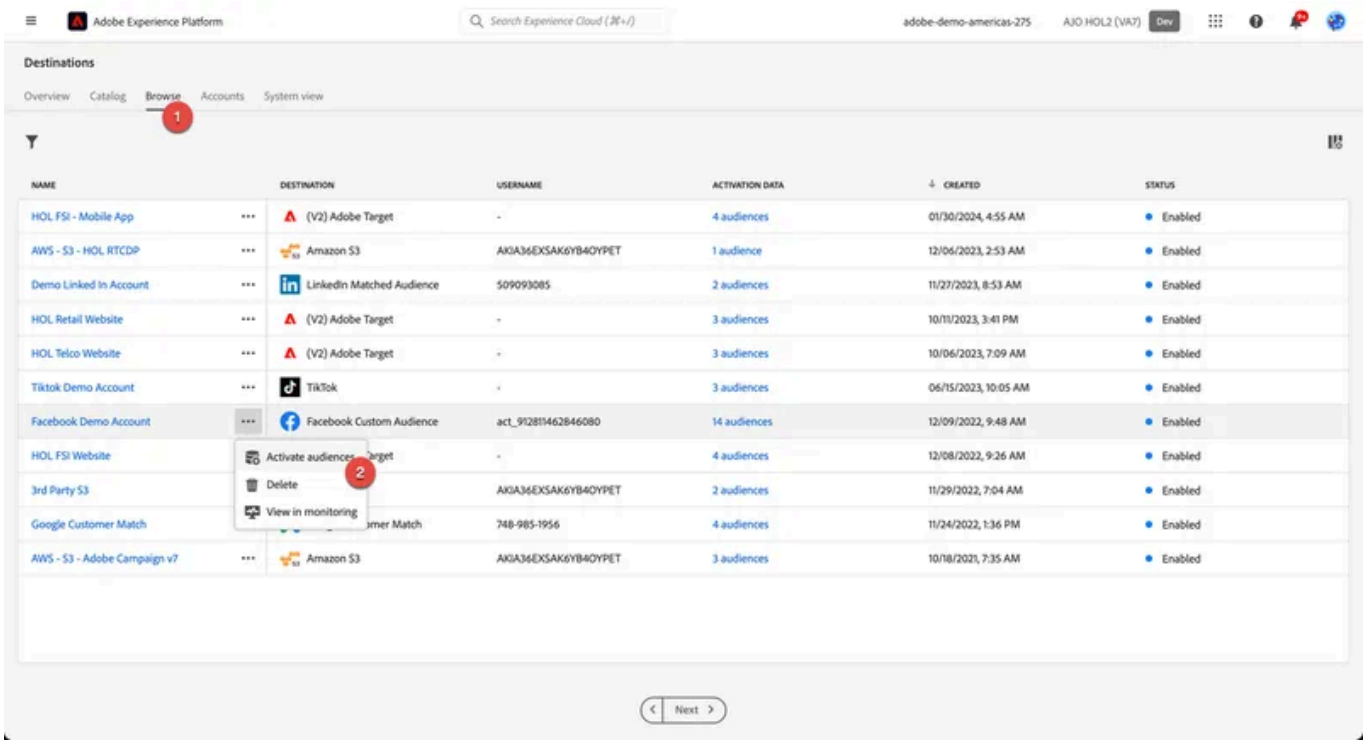


The **Browse** tab shows the list of destinations already connected in this environment.

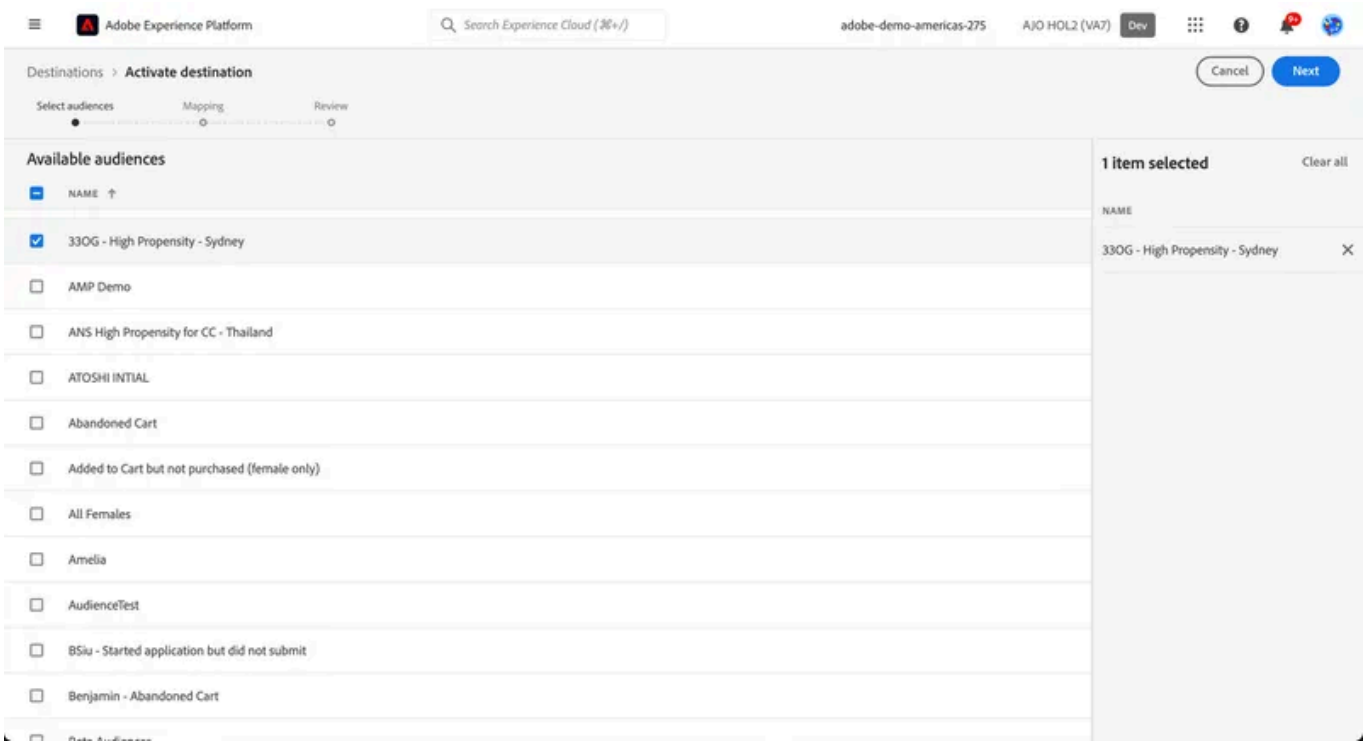


Paid media destinations require that no personally identifiable information (PII) is sent in clear text. Therefore, the audiences activated to these destinations needs to be keyed off *hashed* identifiers, such as email addresses or phone numbers.

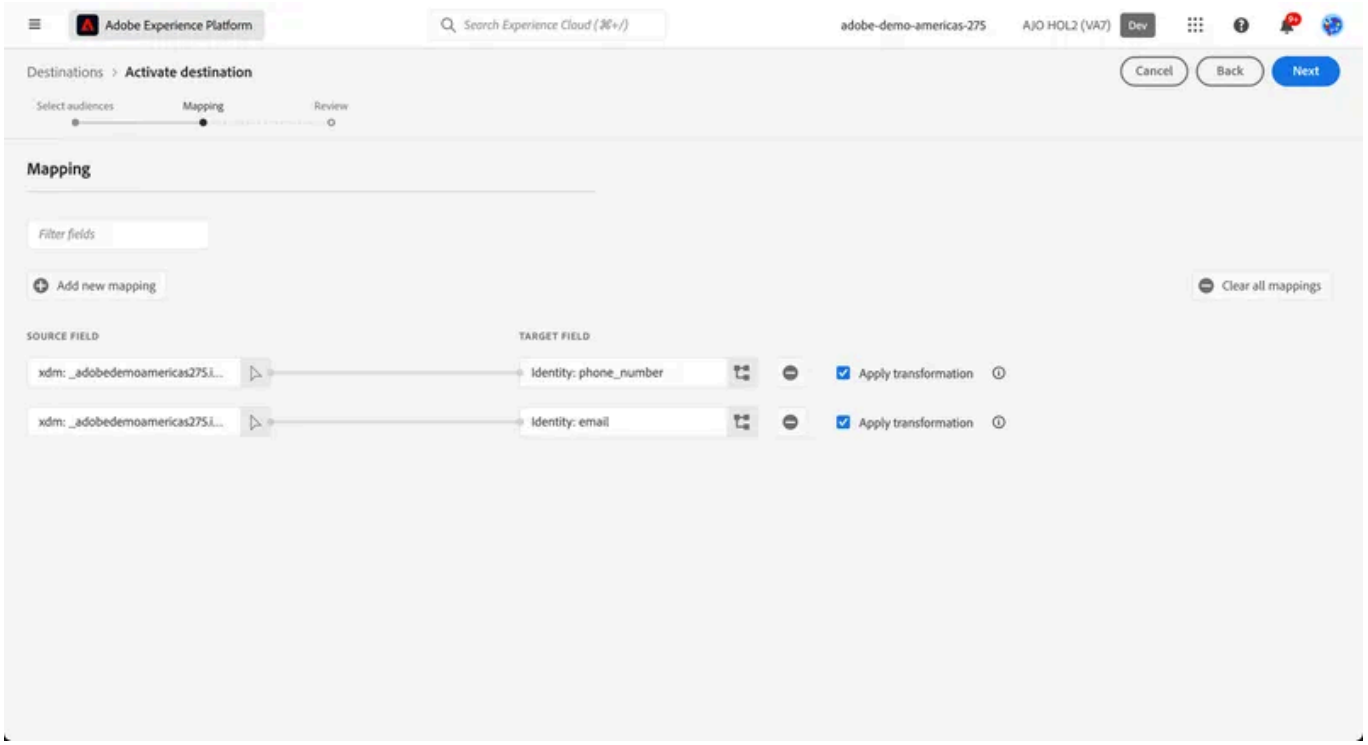
Select either the **TikTok, Google** or **Facebook** destination and click on the 3 dots and select to **Activate audiences**



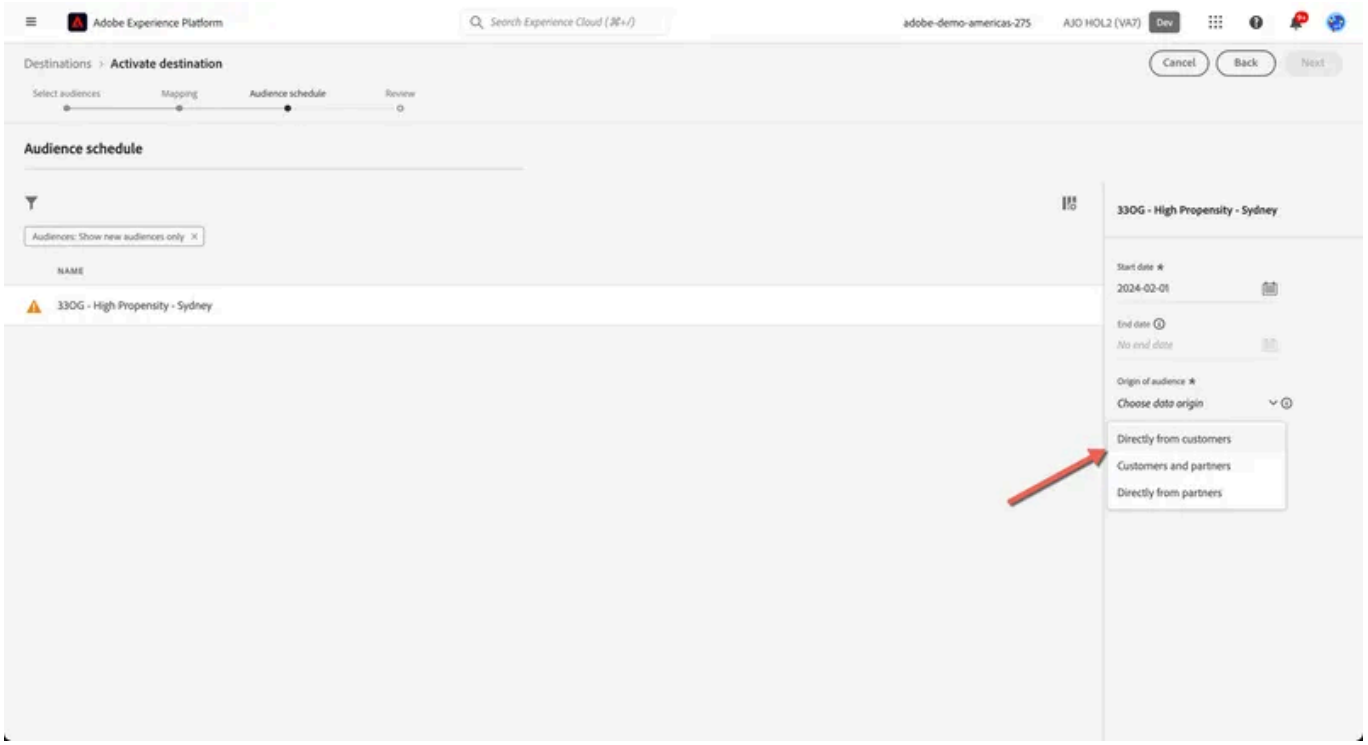
In the list of available segments, select the **Luma - Melbourne Cup** audience.



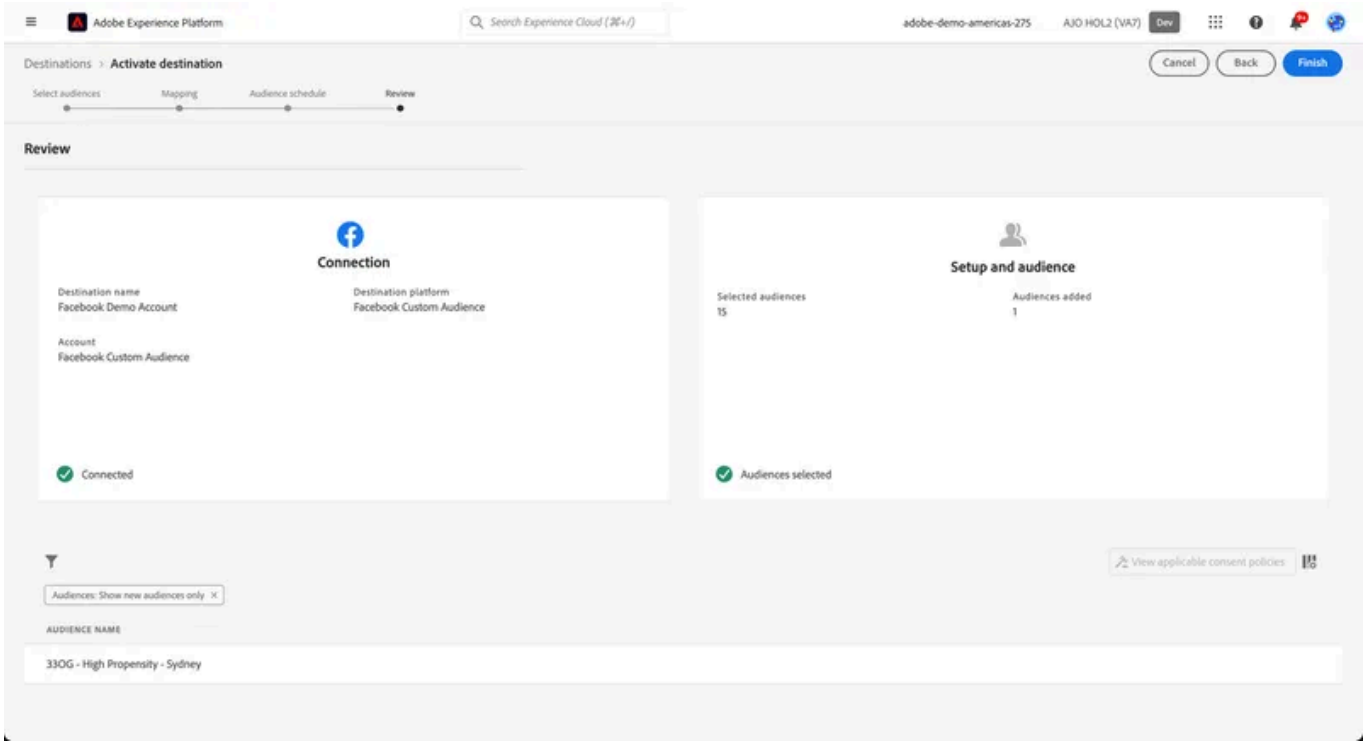
3. The mapping step only needs to be completed once, after that every segment will use the same set of **mapping identifiers** to match customers between Adobe Experience Platform and your destination. For Tiktok we use hashed email and phone number. Click **Next** to proceed to the next step.



Meta requires that you declare where the audience data has come from, on the audience schedule step, select that the audience data has come directly from **Your Customers.**



Finally, on the **Review** page, click **Finish**.

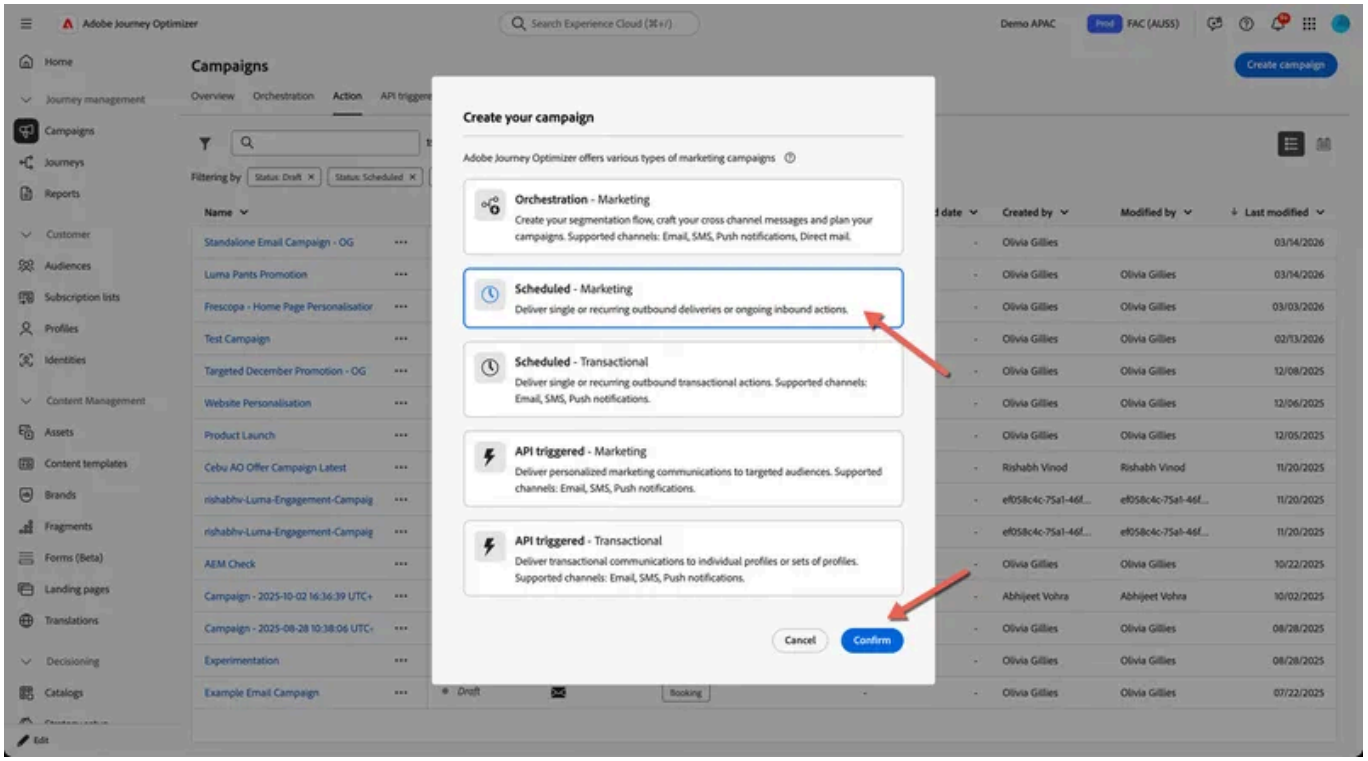


Your audience is now activated. A successful activation means that a custom audience would be created programmatically on the destination side. Segment membership in the audience would be added and removed as users are qualified or disqualified for the activated segments. Ie. As new customers enter the audience during the nightly batch they will be automatically added to the paid media campaign.

3.2 SMS Campaign

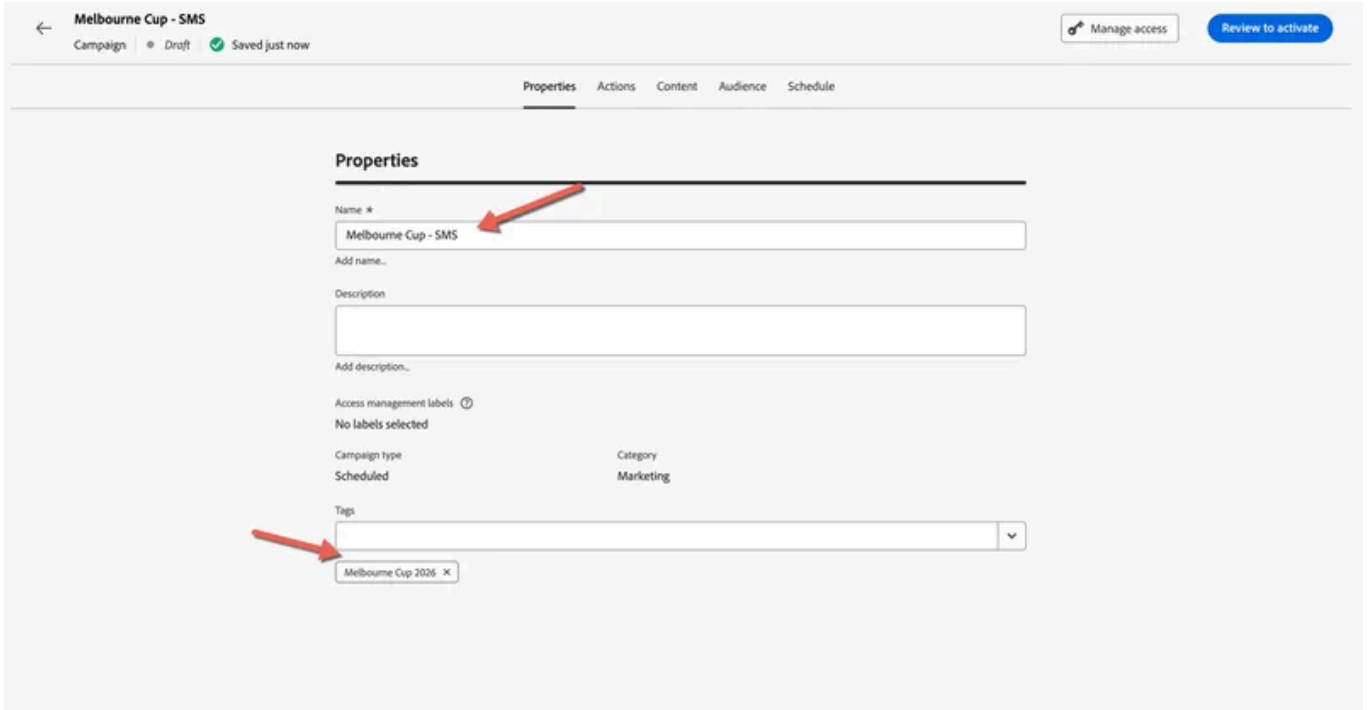
You can now use the same audience to target your SMS Campaign. Similar to the email campaign in Lab 2, browse to Campaigns and click to **Create Campaign.**

Select an **Scheduled - Marketing** campaign

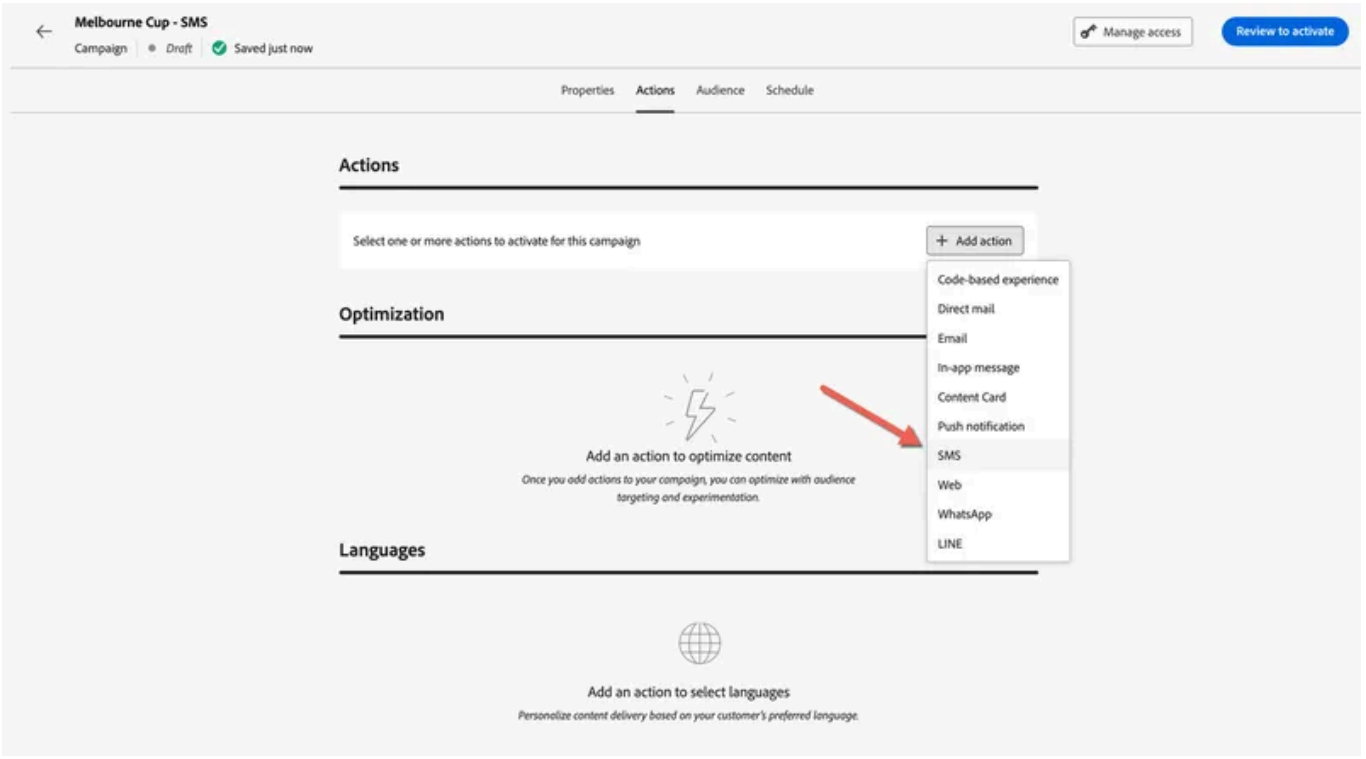


Give your campaign a **Name** - add your initials so you'll recognise it later.

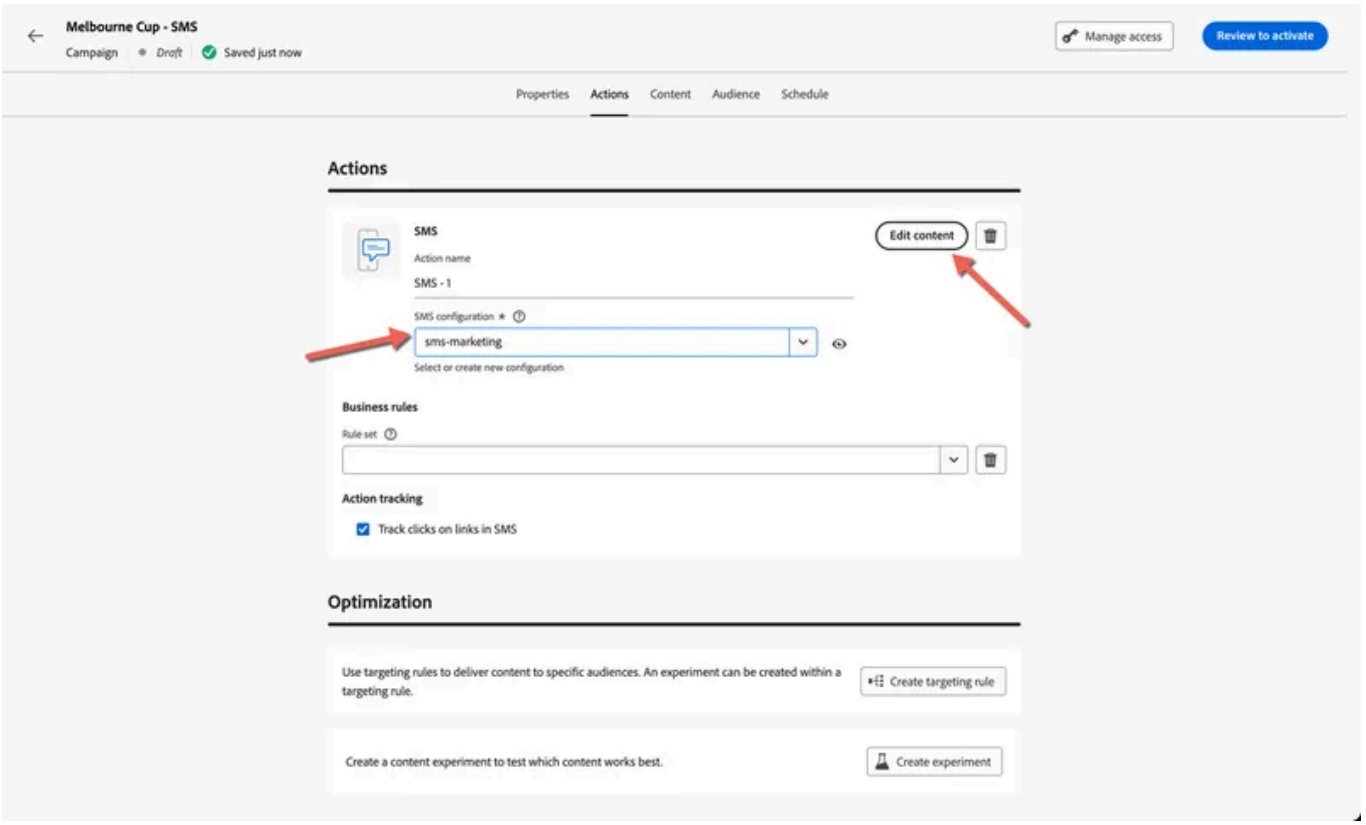
Add the *Melbourne Cup 2026* **Tag**.



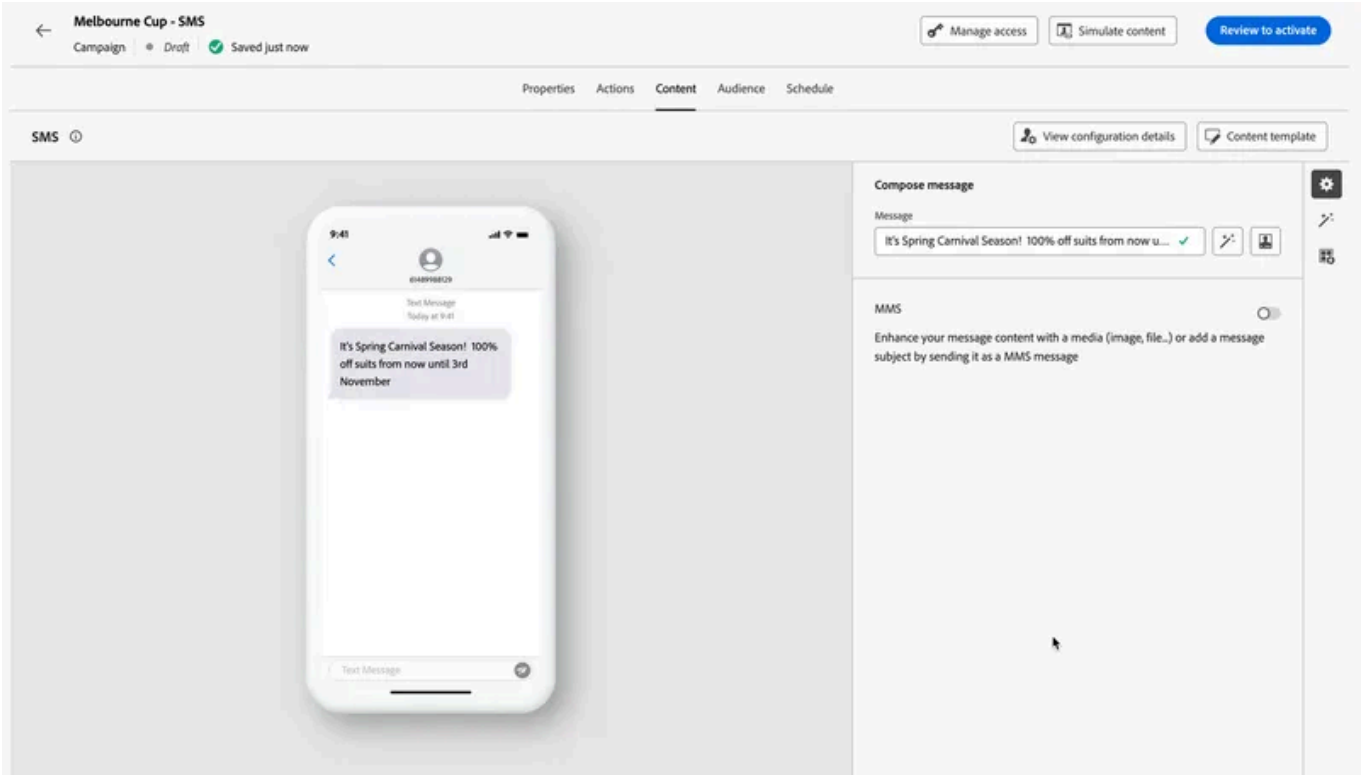
Add an **SMS** action.



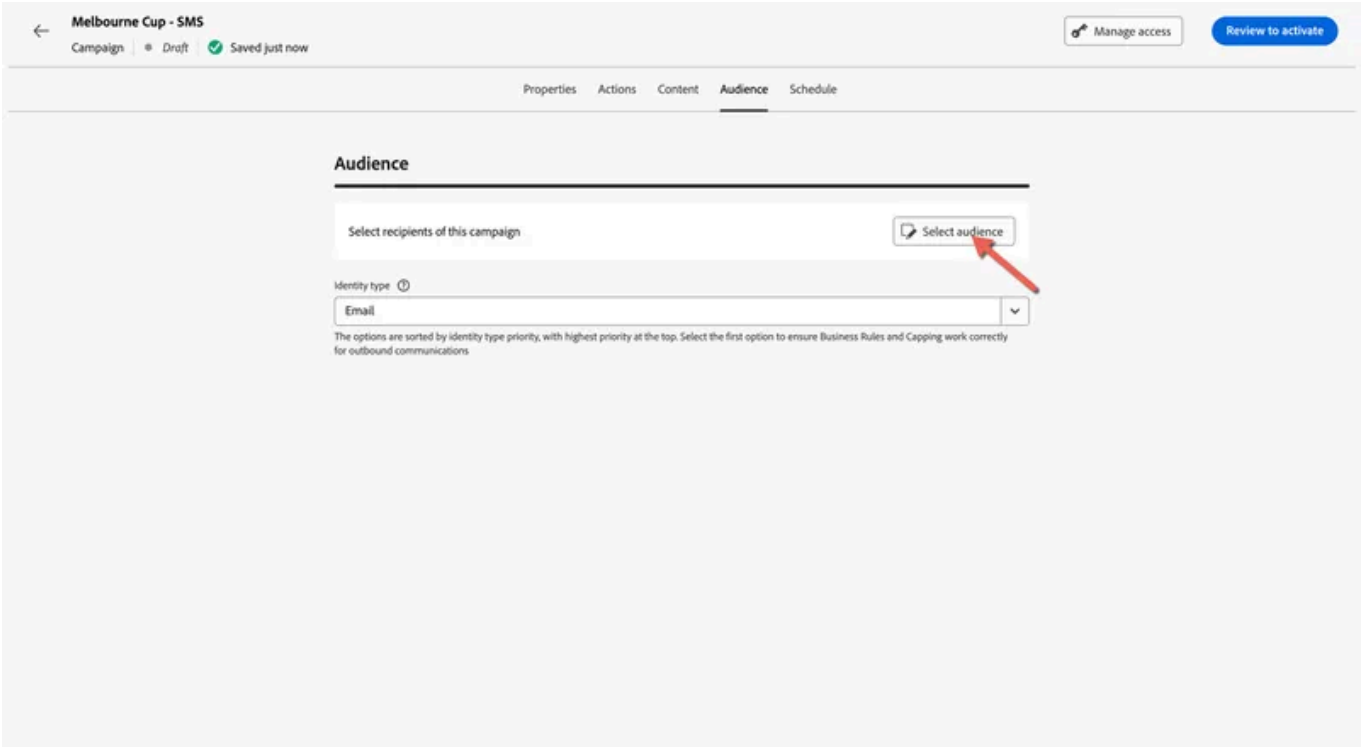
Set the **SMS configuration** to sms-marketing and click to **Edit content.**



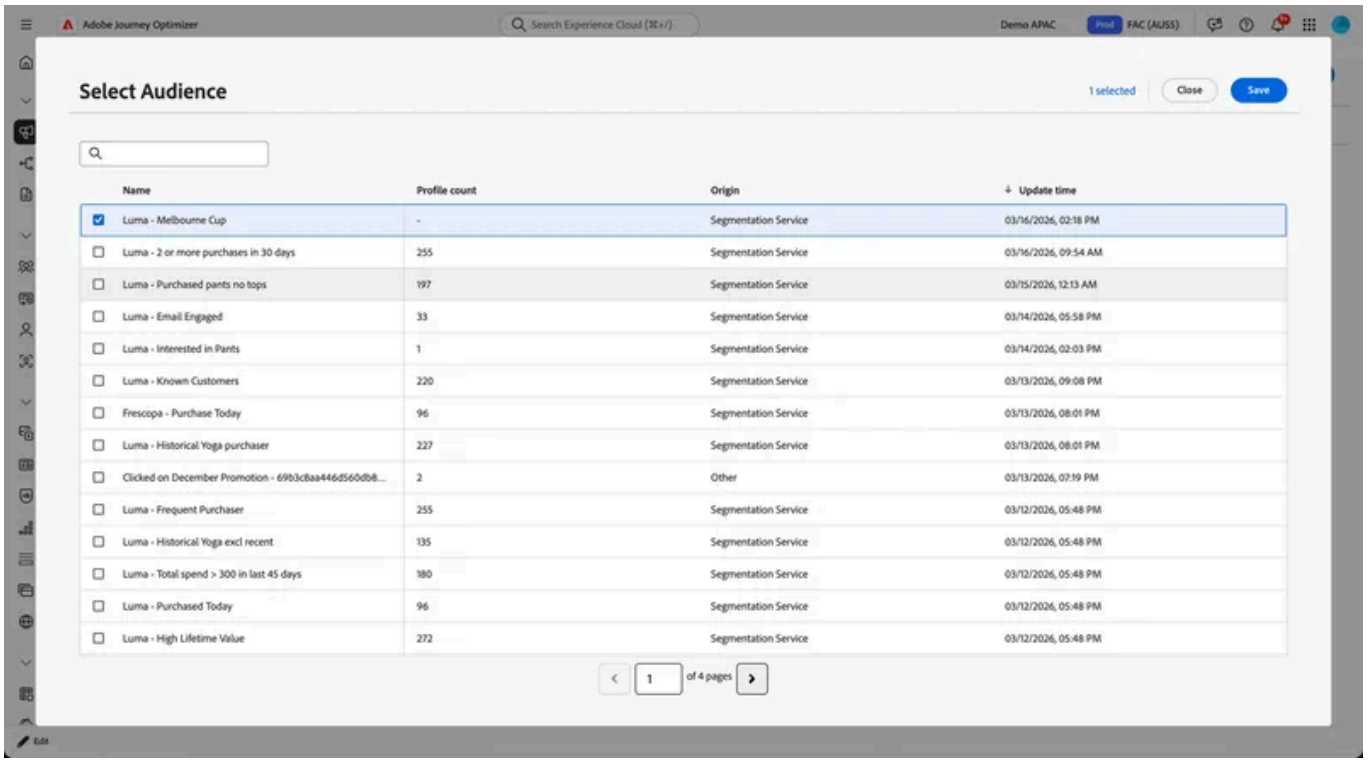
Add your **SMS Content,** including any links that will be automatically shortened and tracked.



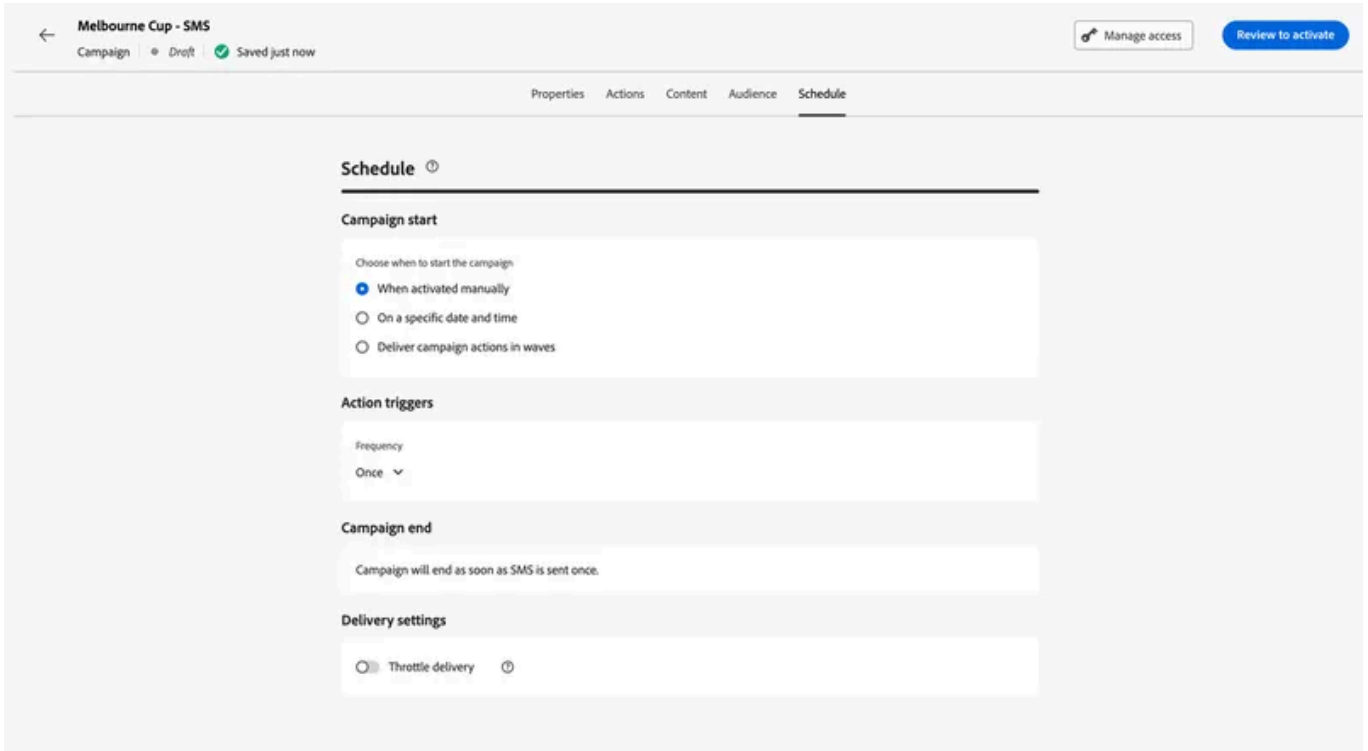
From the audience tab, click to **Select audience**



Select the same **Melbourne cup** audience.



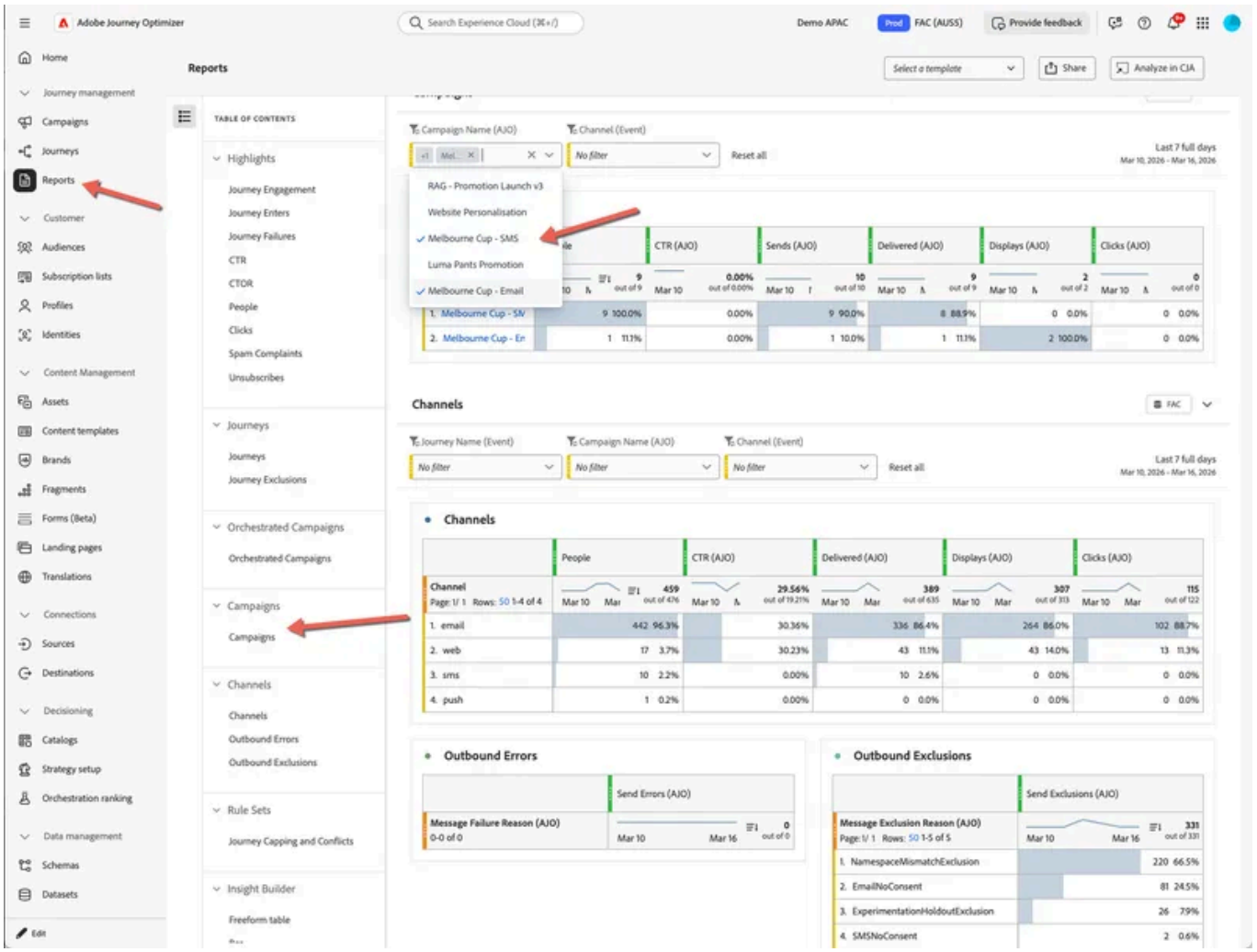
Complete the configuration with scheduling and you're ready to **Review and Activate** your campaign.



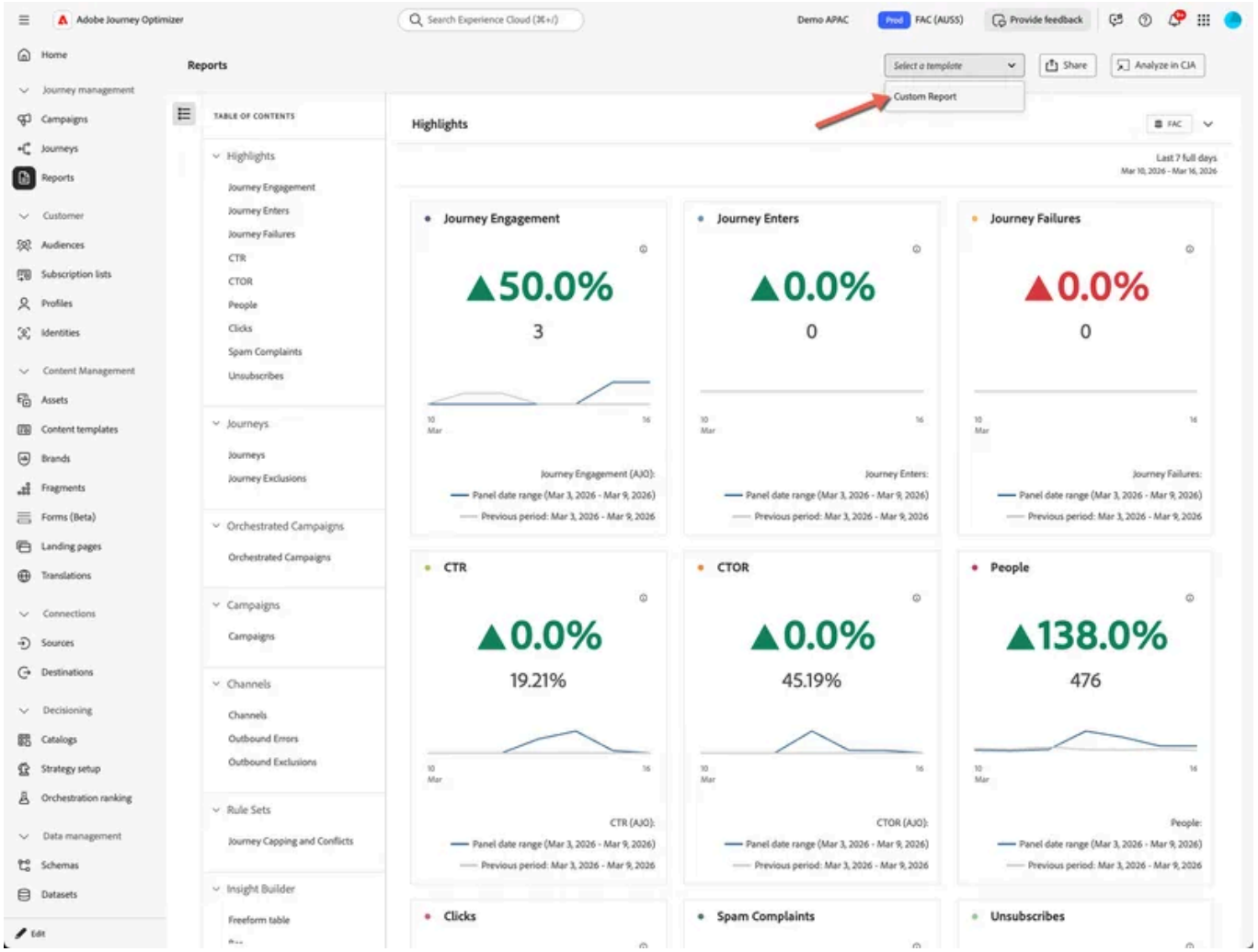
3.3 Reporting

When sending a delivery via multiple actions, you can report on each action separately using the same approach from Lab 2 or combine the actions using the global reports.

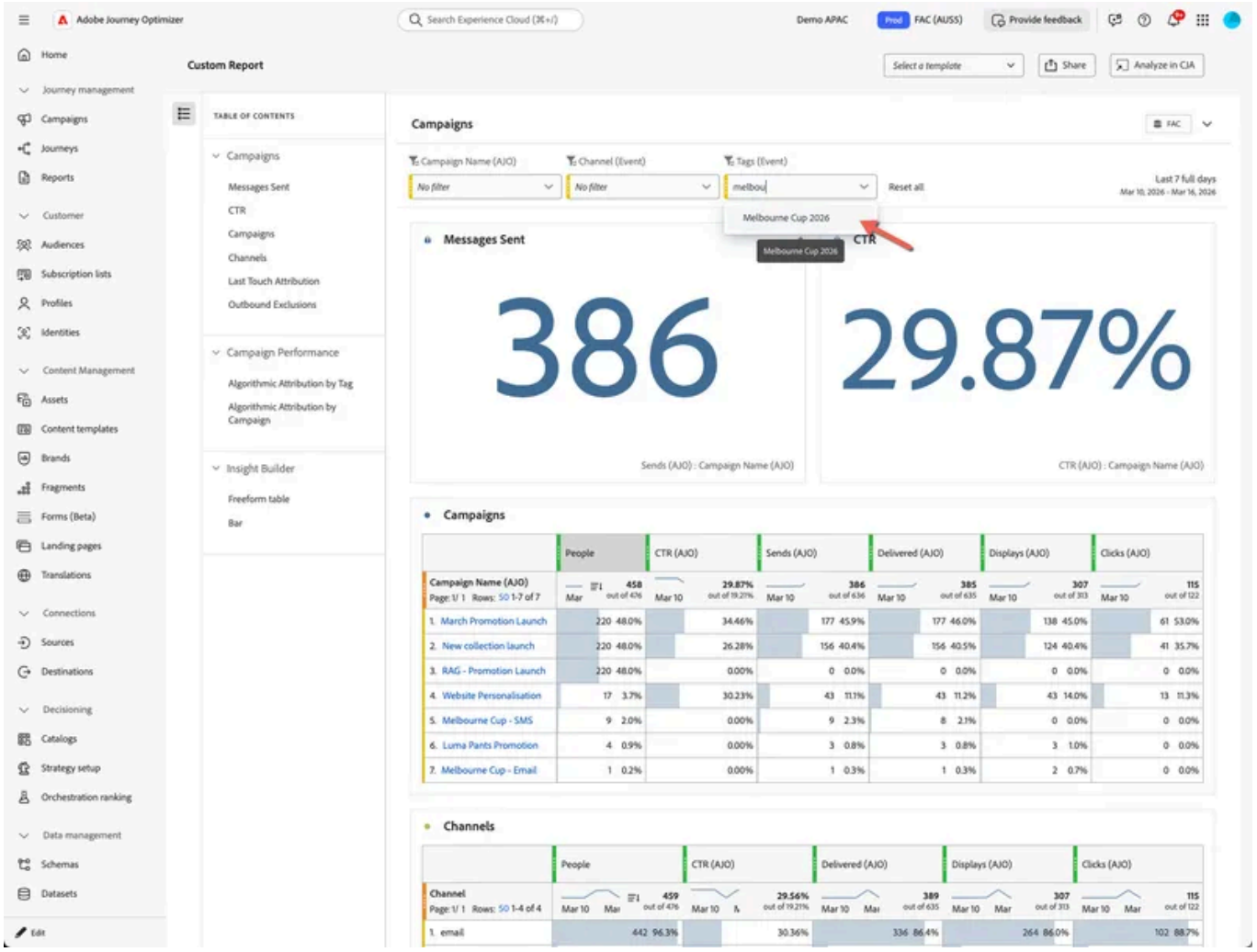
Navigate to **Journeys → Reporting**



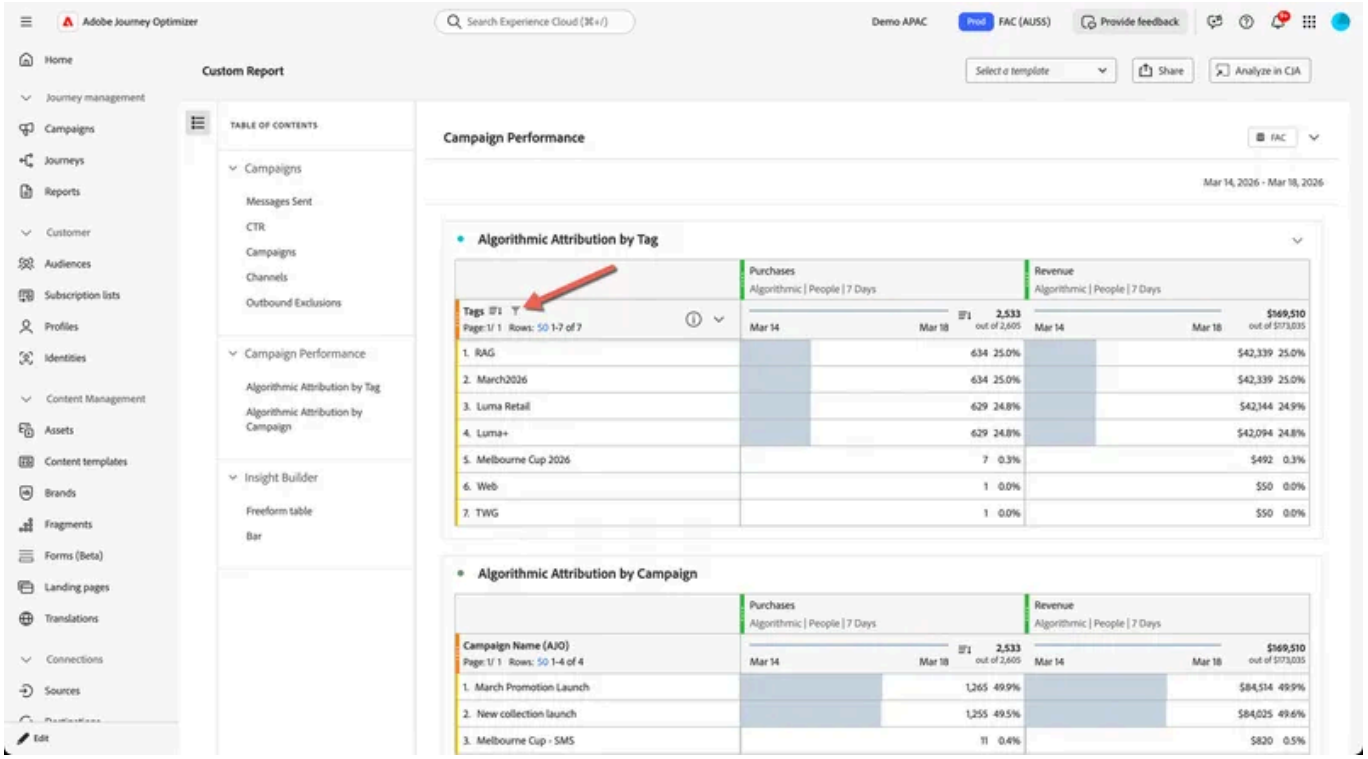
With **Customer Journey Analytics** we can again go one step further in our reporting and leverage the **Tags** applied to your campaign actions to report at the campaign, program or any level of filtering you would like. Change to the **Custom Report** template.



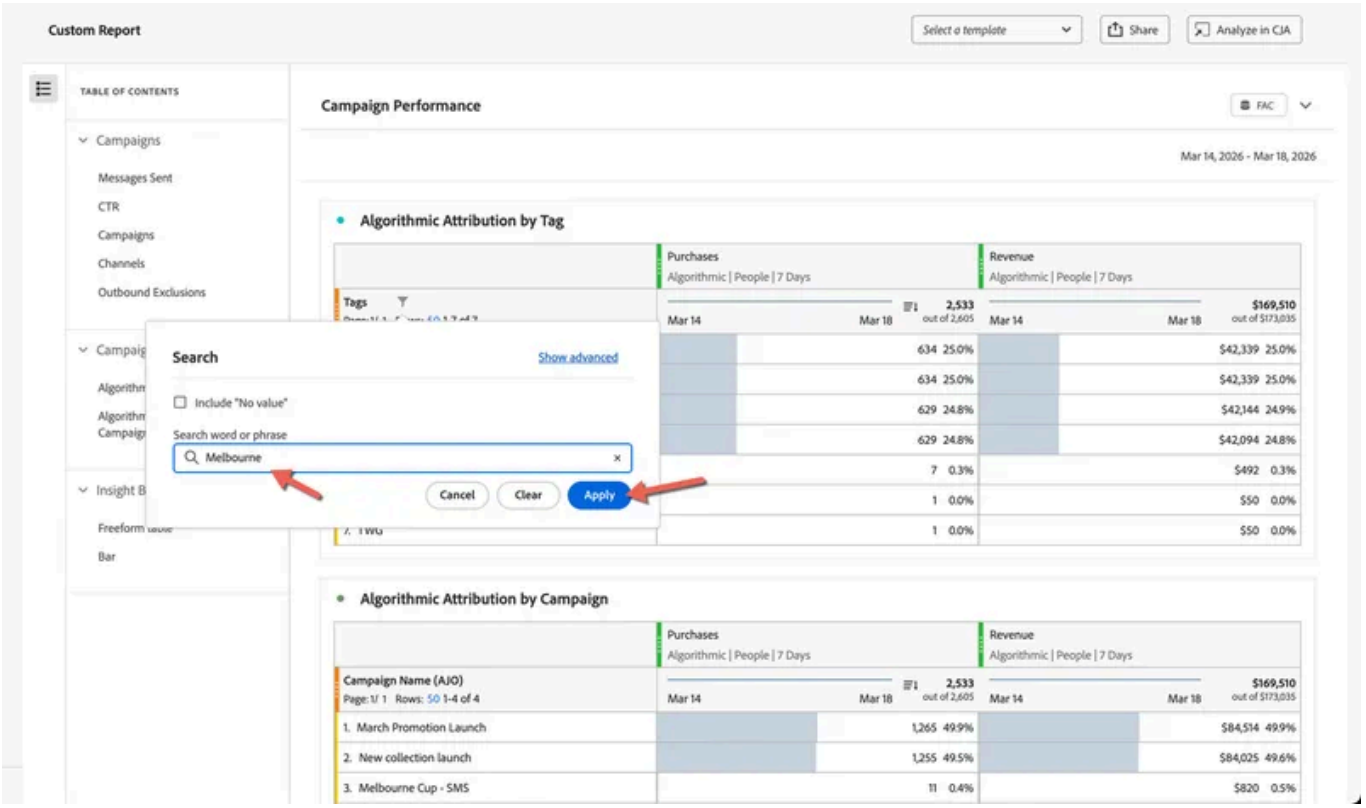
You can now filter the first panel by the tag applied to the campaign.



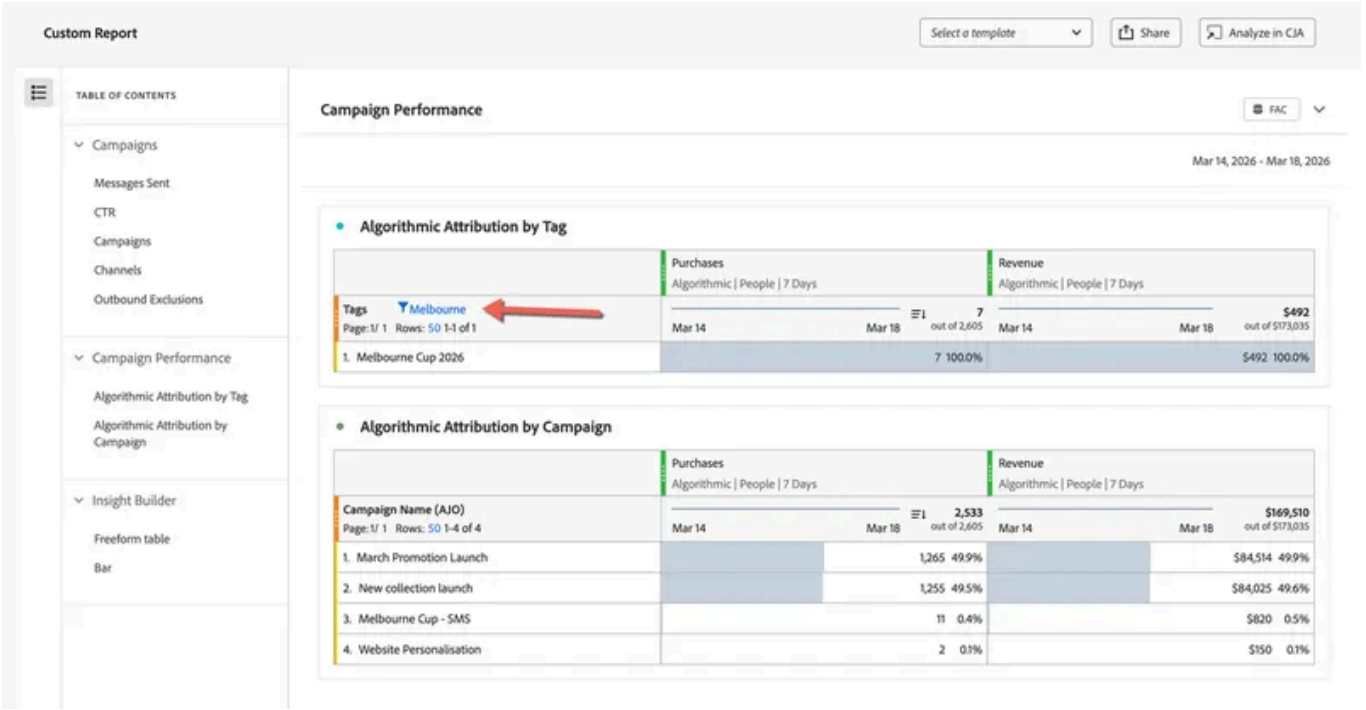
You can do the same in the campaign performance panel by filtering directly in the column names.



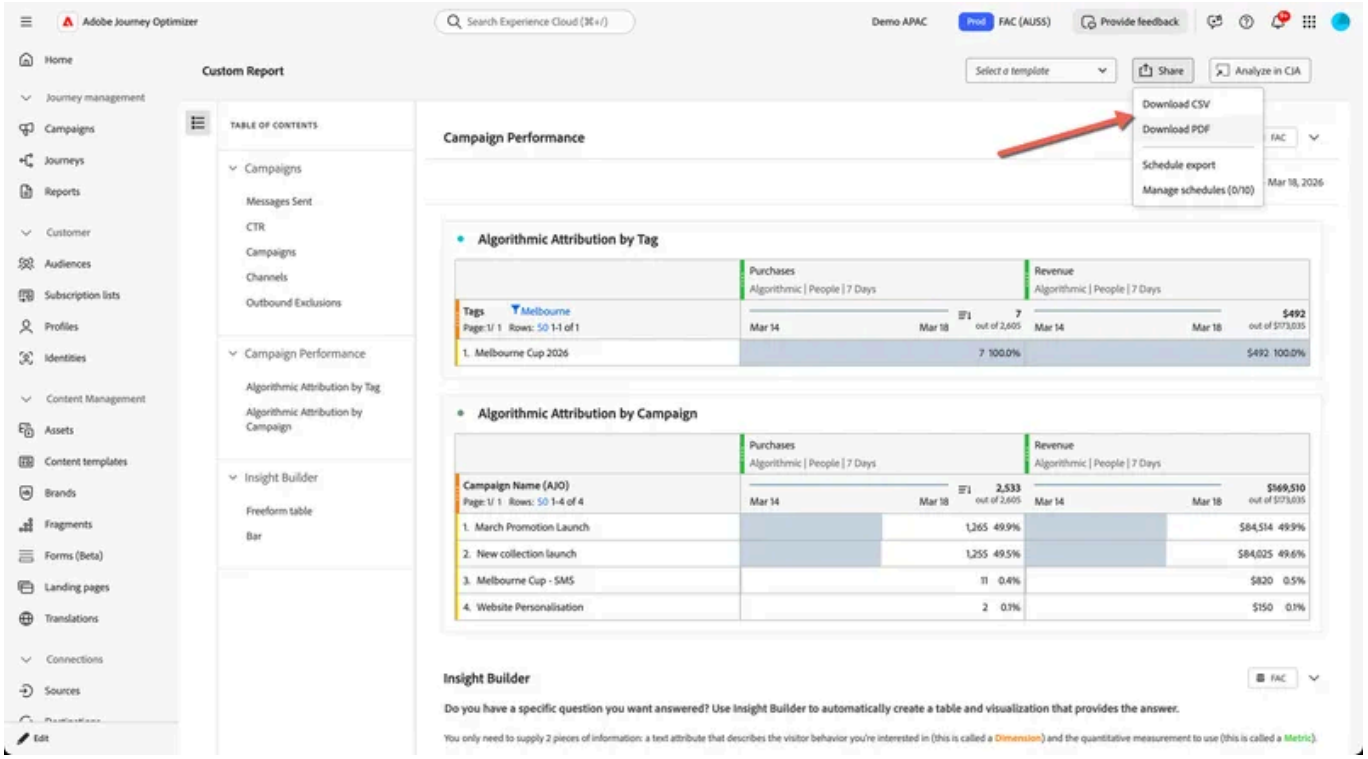
Type the tag name (or part thereof) and click **Apply** to filter the list.



The list is now filtered



Don't forget you can download the report as a CSV or PDF or schedule it for export.


Adobe Journey Optimizer
Search Experience Cloud (⌘+/)
Demo APAC
Prod
FAC (AUSS)
Provide feedback
Home
Journey management
Campaigns
Journeys
Reports
Customer
Audiences
Subscription lists
Profiles
Identities
Content Management
Assets
Content templates
Brands
Fragments
Forms (Beta)
Landing pages
Translations
Connections
Sources
Edit
Custom Report
Select a template
Share
Analyze in CJA
Download CSV
Download PDF
Schedule export
Manage schedules (0/10)
TABLE OF CONTENTS
Campaigns
Messages Sent
CTR
Campaigns
Channels
Outbound Exclusions
Campaign Performance
Algorithmic Attribution by Tag
Algorithmic Attribution by Campaign
Insight Builder
Freeform table
Bar
Campaign Performance
FAC
Mar 18, 2026
Algorithmic Attribution by Tag
Purchases
Algorithmic | People | 7 Days
Revenue
Algorithmic | People | 7 Days
Tags
Melbourne
Page: 1/ 1 Rows: 50 1-1 of 1
7
out of 2,605
$492
out of $173,035
Mar 14
Mar 18
1. Melbourne Cup 2026
7 100.0%
$492 100.0%
Algorithmic Attribution by Campaign
Campaign Name (AJO)
Page: 1/ 1 Rows: 50 1-4 of 4
2,533
out of 2,605
$169,510
out of $173,035
1. March Promotion Launch
1,265 49.9%
$84,514 49.9%
2. New collection launch
1,255 49.5%
$84,025 49.6%
3. Melbourne Cup - SMS
11 0.4%
$820 0.5%
4. Website Personalisation
2 0.1%
$150 0.1%
Insight Builder
FAC
Do you have a specific question you want answered? Use Insight Builder to automatically create a table and visualization that provides the answer.
You only need to supply 2 pieces of information: a text attribute that describes the visitor behavior you're interested in (this is called a Dimension) and the quantitative measurement to use (this is called a Metric).

7. Lab 4 - Post Purchase Journey

Learning Objectives

In this Lab we'll create a post purchase journey to cross sell products based what the customer just purchased.

The journey will be triggered by the purchase event and will use dynamic content to select the right products to promote based on the products in the current purchase event.

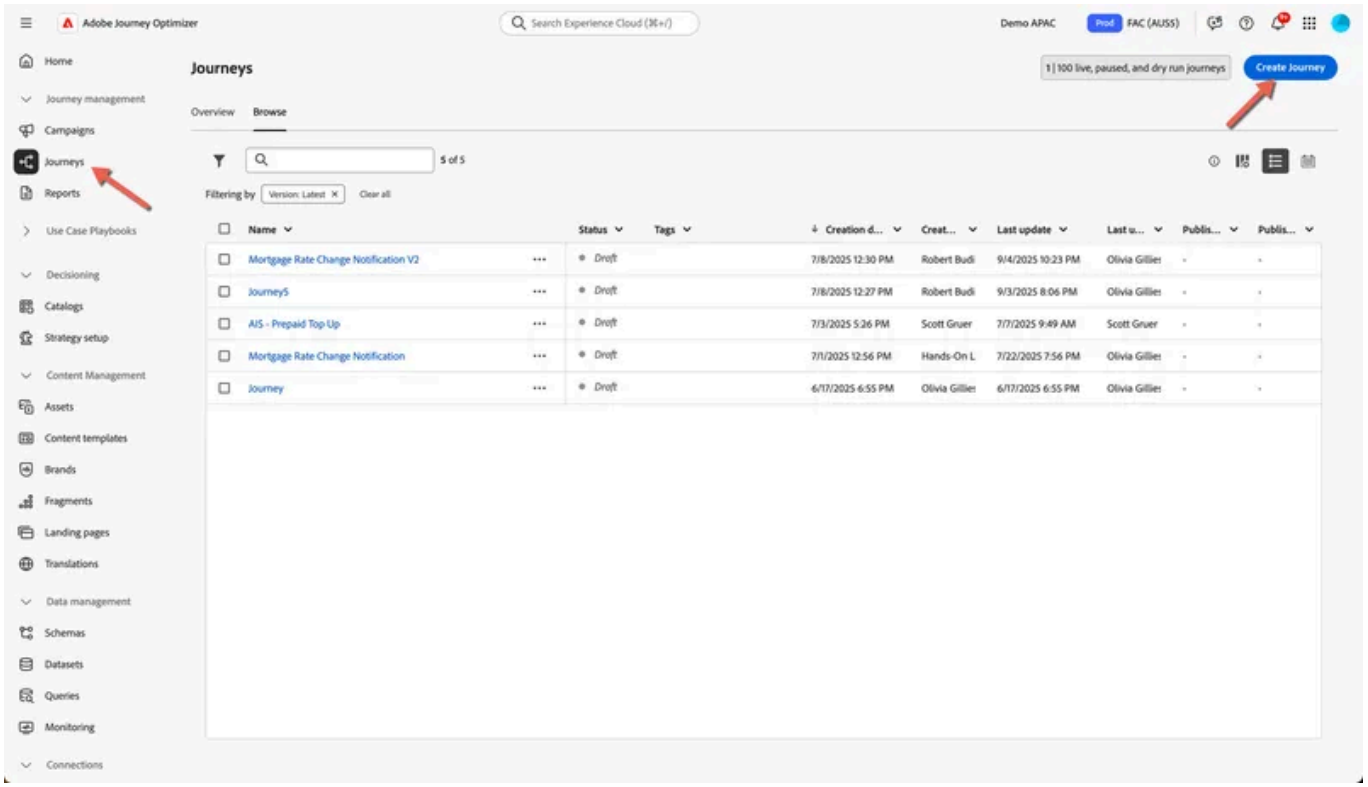
If the customer does not click on the email for 1 day the journey will follow up with a push notification instead.

Re-entry criteria will restrict customers entering the journey more than once a week and exit criteria will ensure they are removed if a new purchase is made.

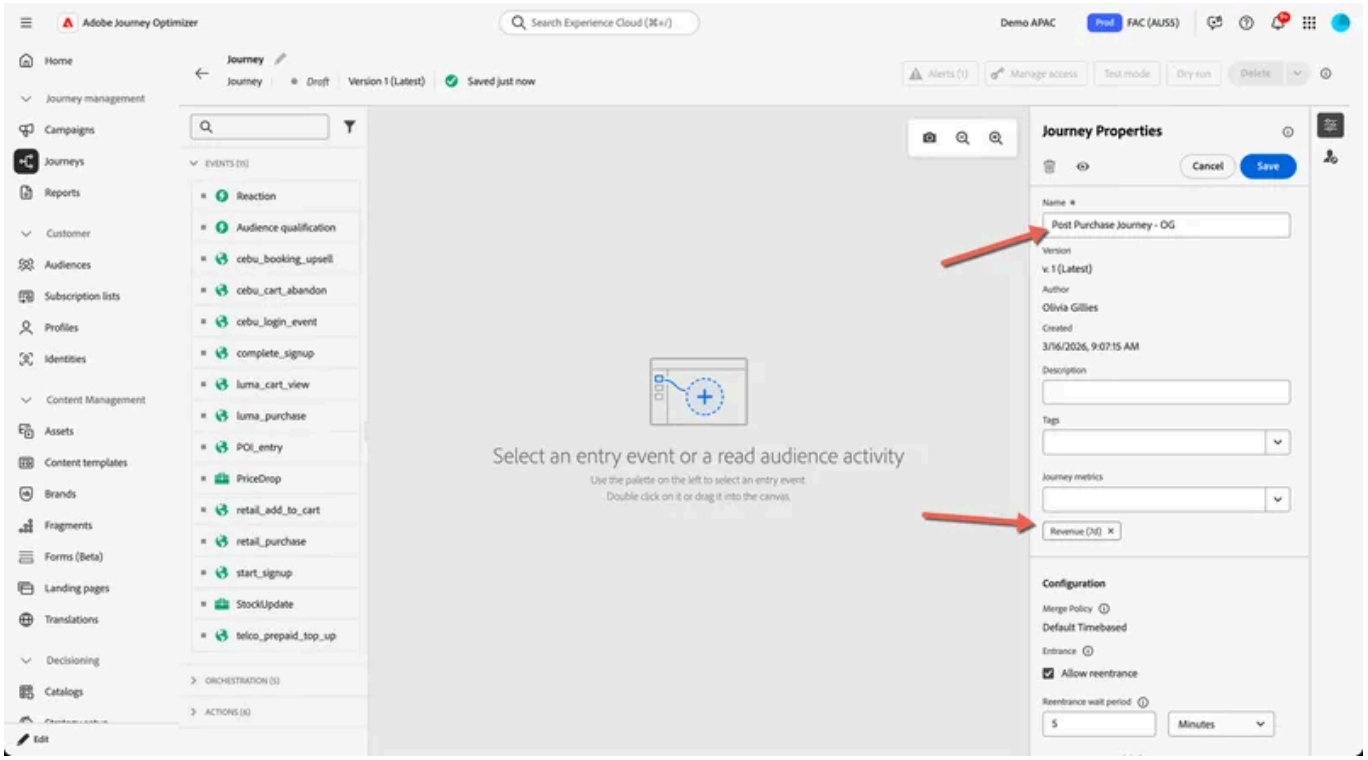
For paid media channels we'll use separate audiences since you'll need to define different audiences per category while journeys can use context to reduce the configuration effort.

4.1 Create a journey

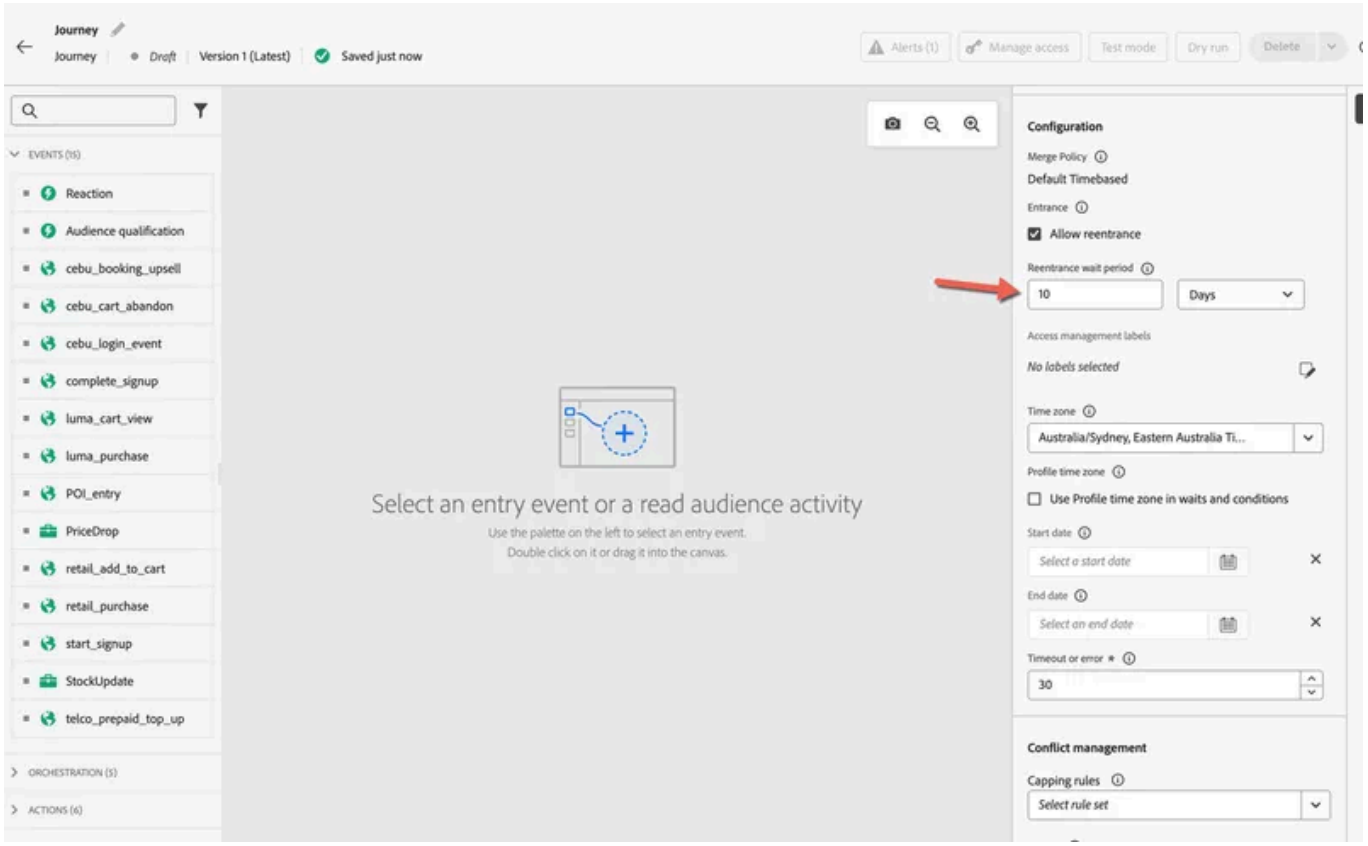
Navigate to **Journey Management → Journeys** and click on **Create Journey.**



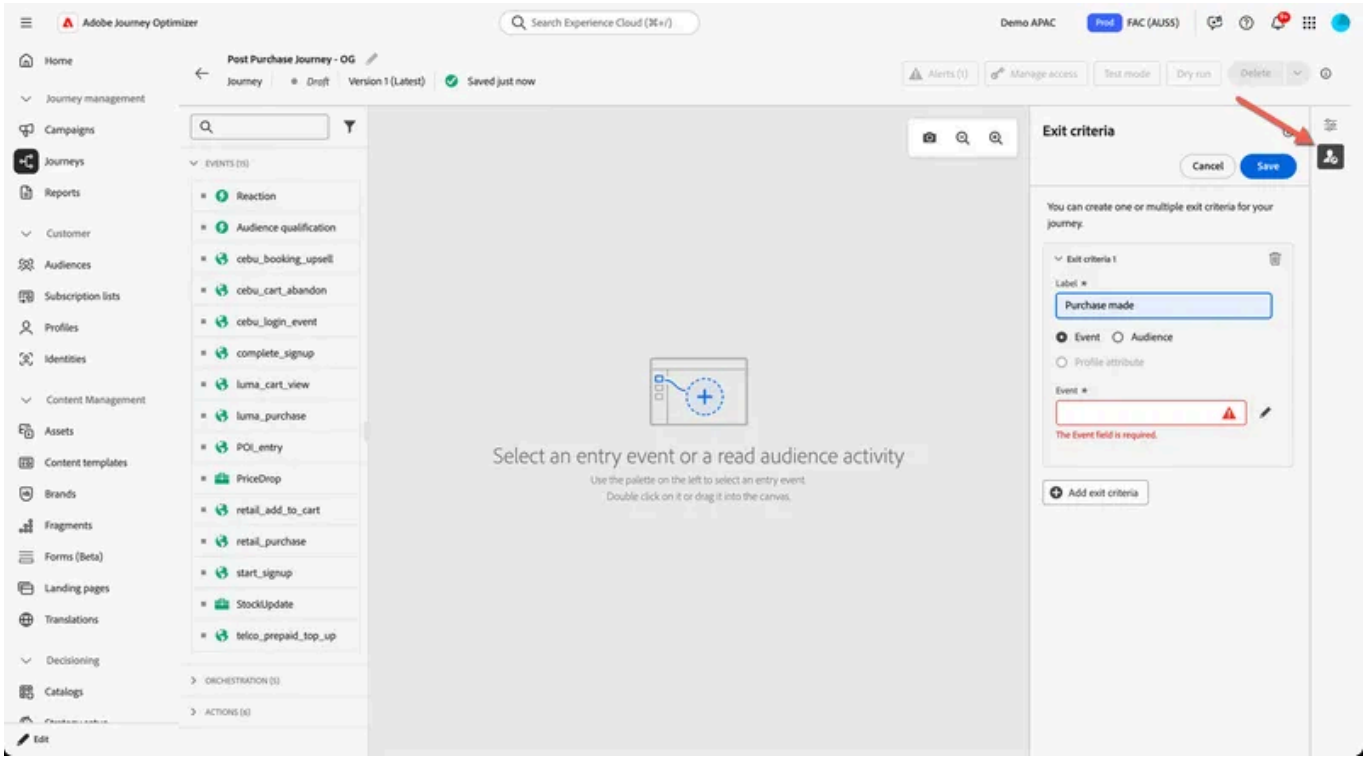
Give your journey a **name**, add your initials so you can recognise it from other lab participants. You can also set the success metric for the journey based on the objective.



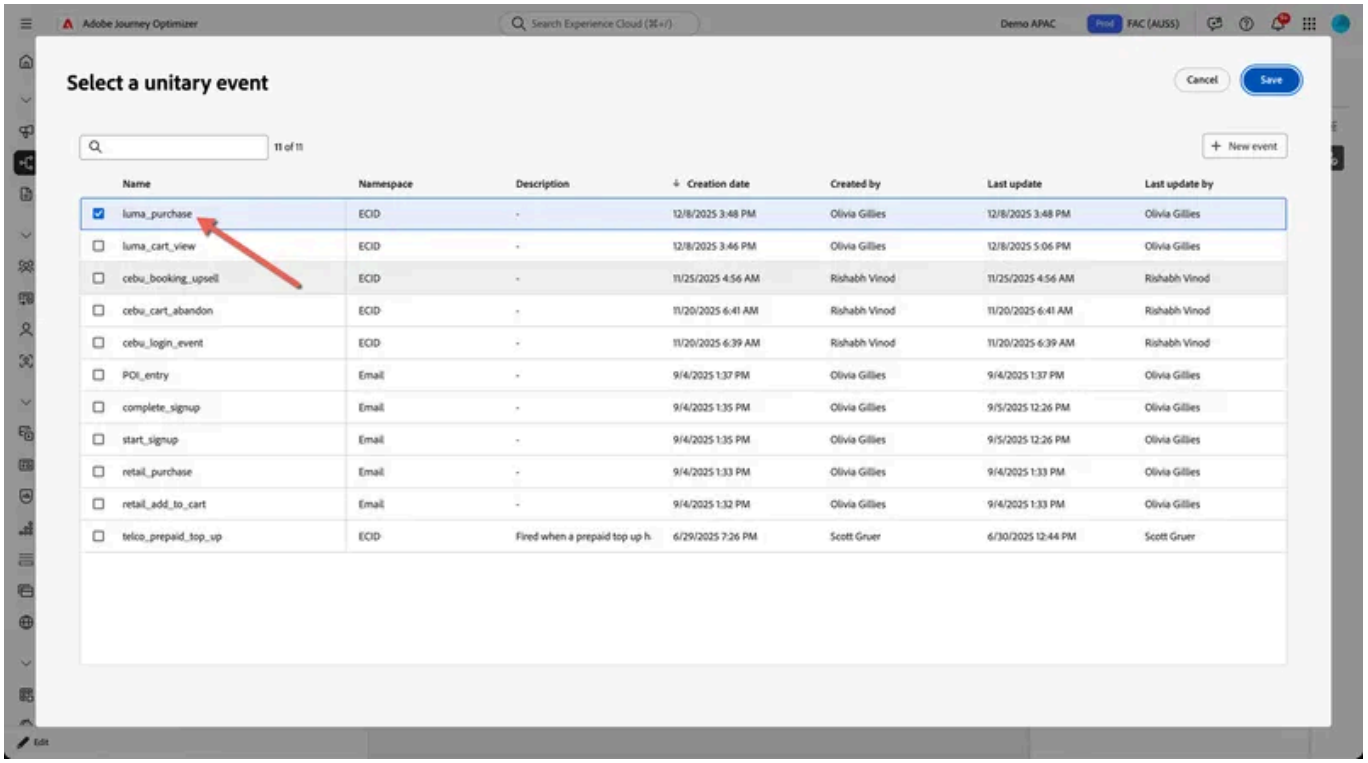
Scroll down to manage the **re-entrance** criteria. Chances are you don't want people to enter this journey every time they make a purchase - we can limit how frequently it can be entered here.



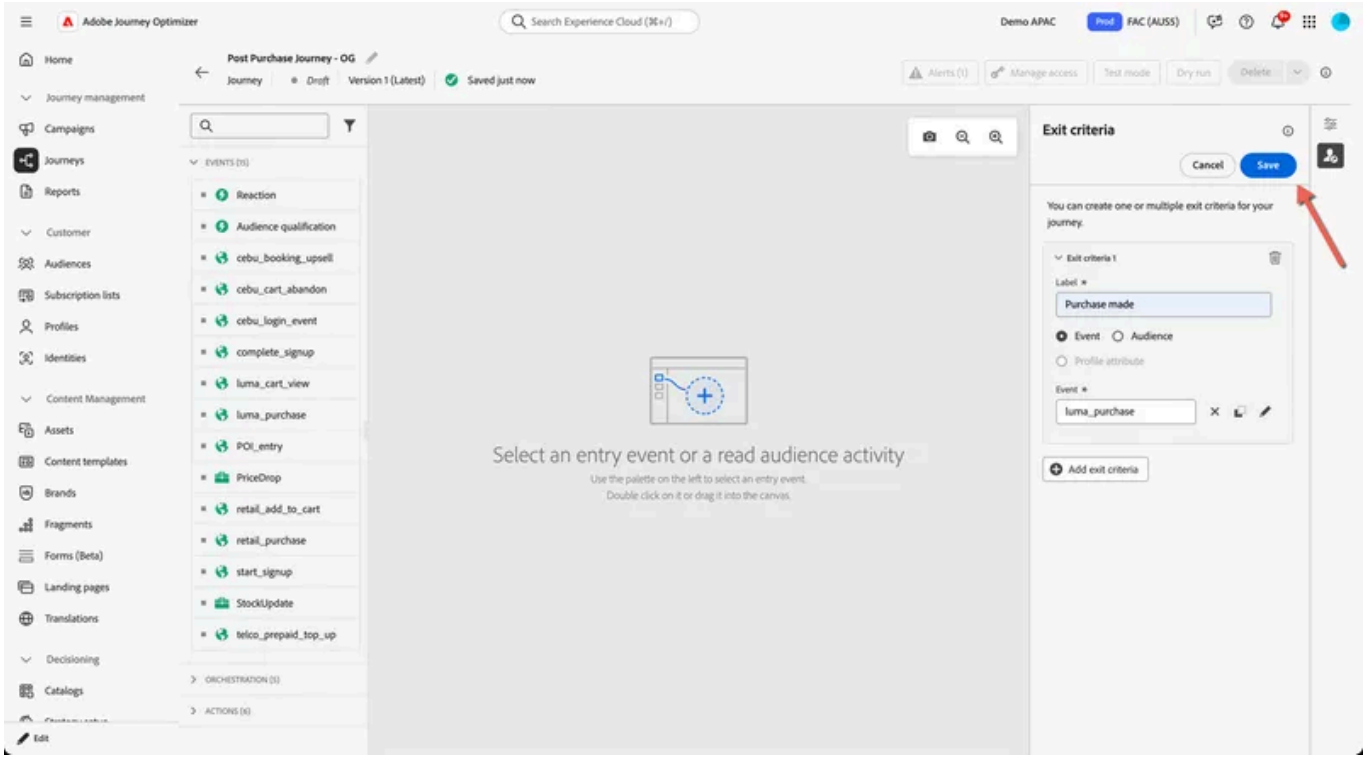
Save the properties and move to the **Exit Criteria** tab.



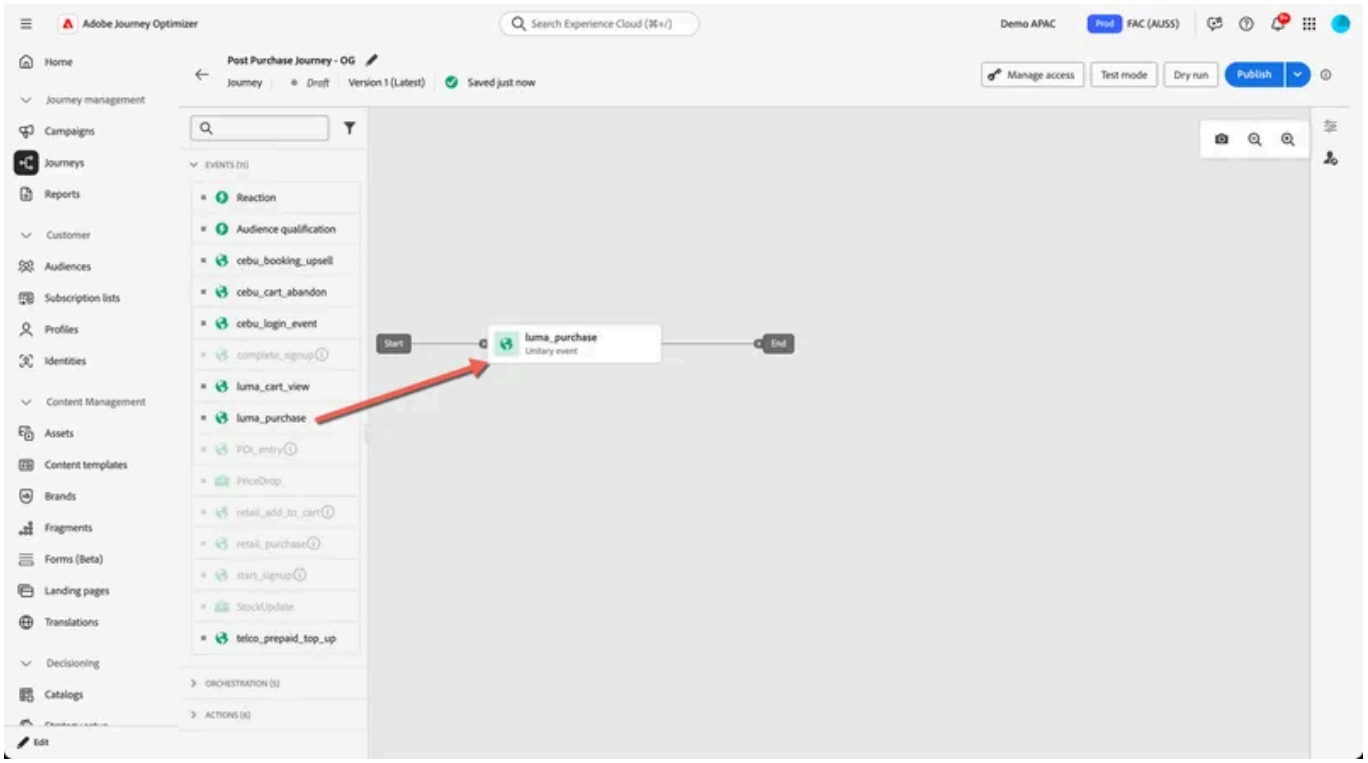
We can use either events or audience memberships to exit profiles from the journey after they've entered. Select the **luma_purchase** event to exit profiles when they make another purchase.



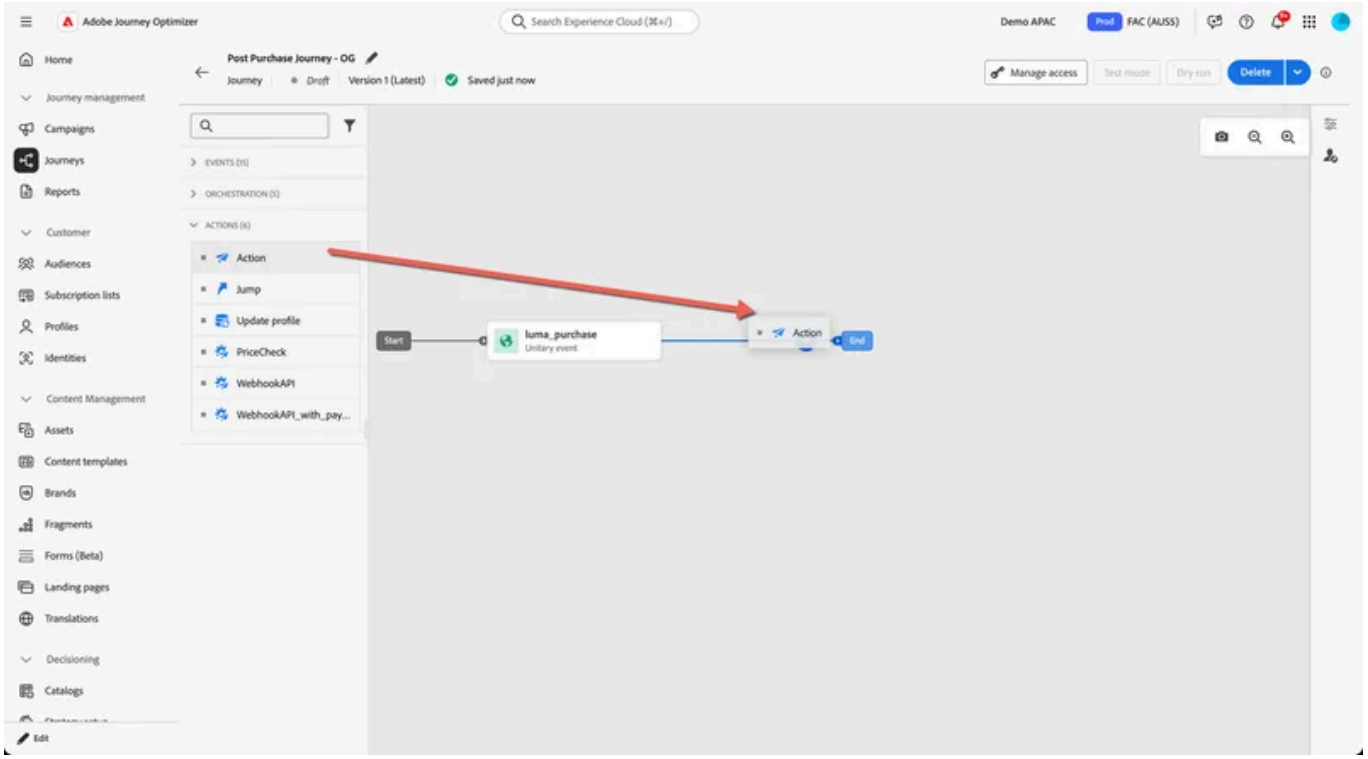
Save the exit criteria.



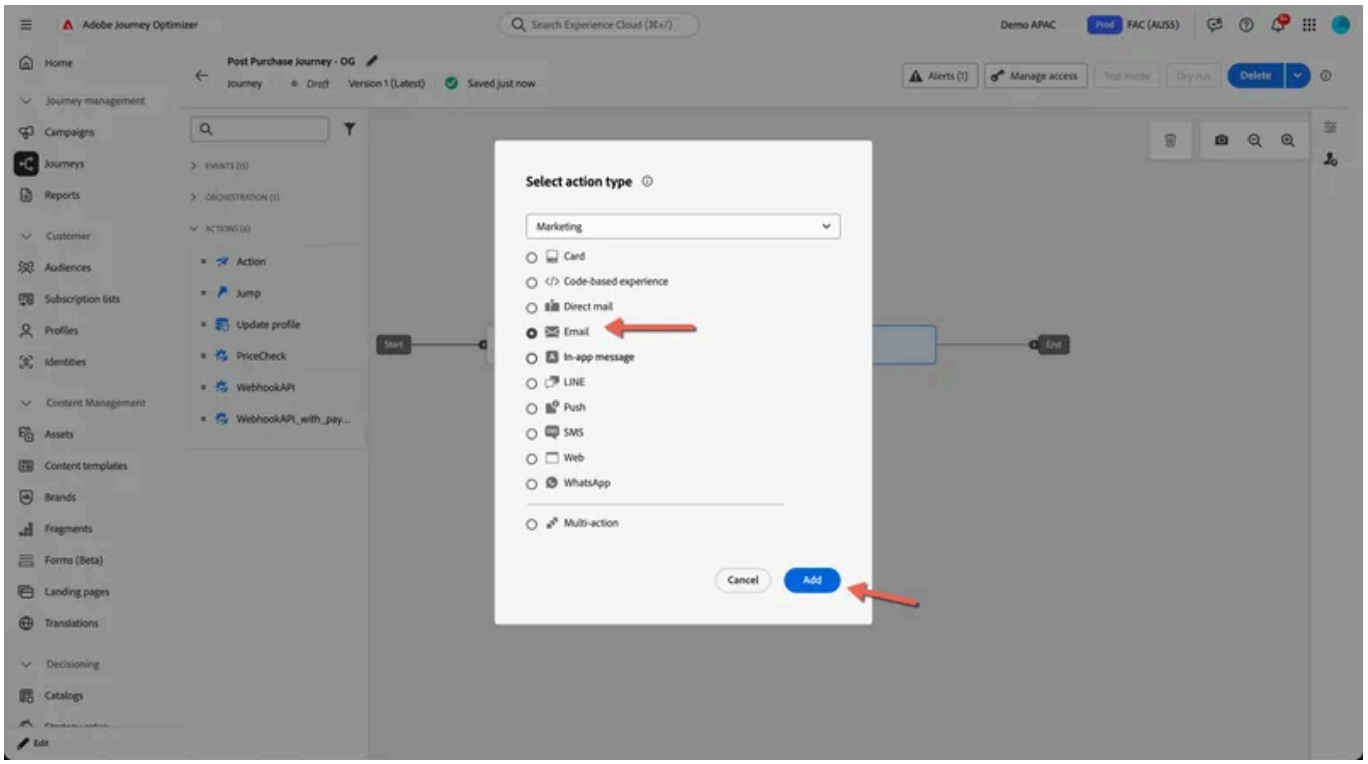
Now we'll add the journey logic. Journeys can be triggered from individual events or when a customer enters or exits a streaming audience. You can see the events that are configured as journey triggers in the left panel - this list is configurable and will depend on your implementation. Drag the **luma_purchase** event into the canvas.



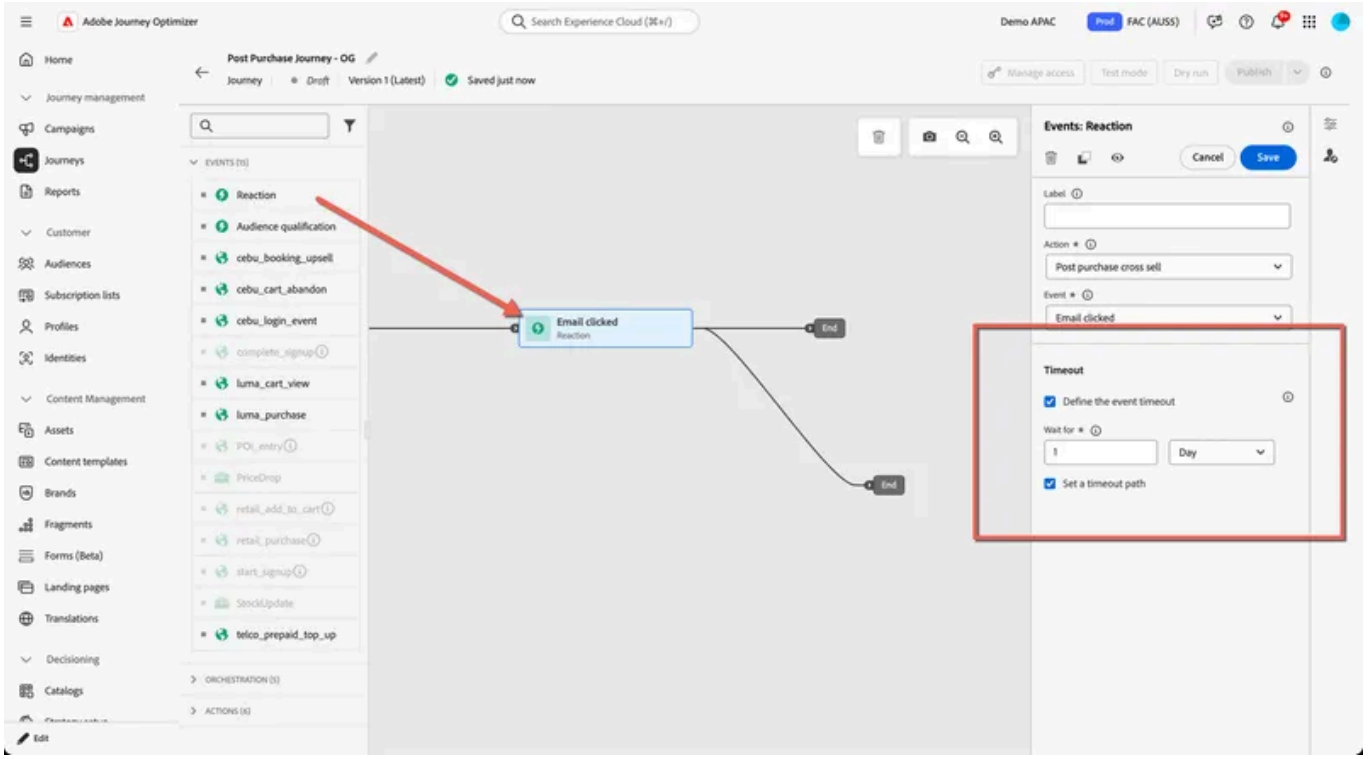
From the Actions panel, add an **Action** activity after the event.



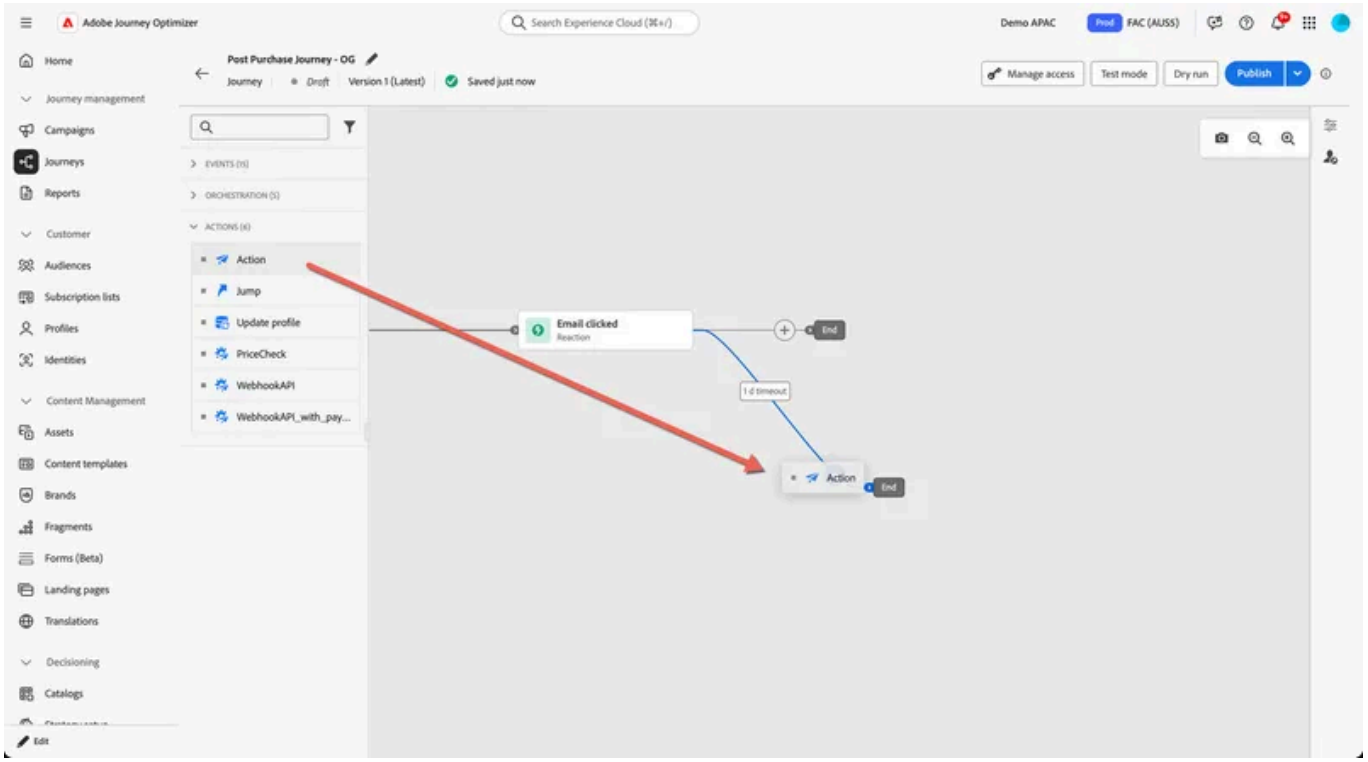
Set the action type to **Email.**



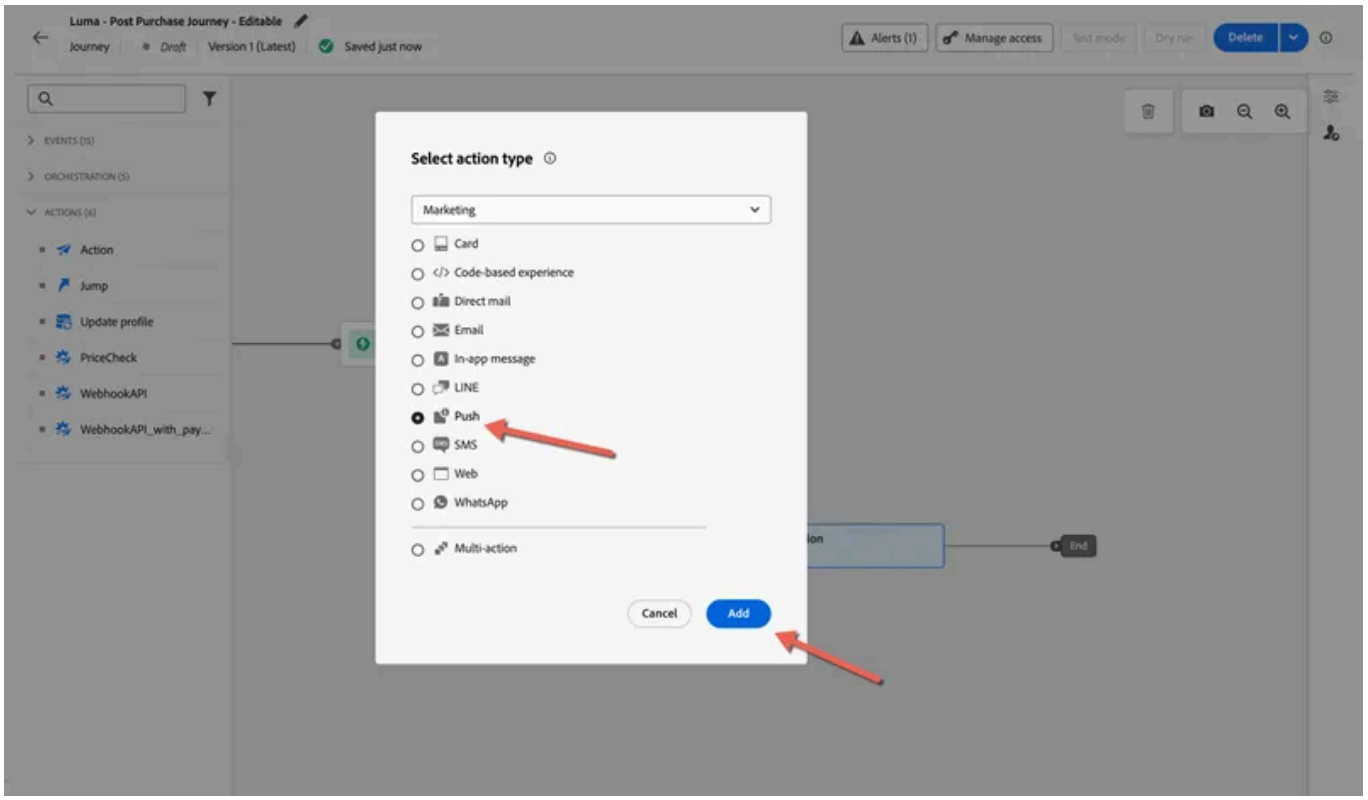
Drag a **Reaction** node from the Events panel and add it after your email. Add a **Timeout** condition. This will make the journey wait for 1 day, if the customer clicks on any links in the email they will follow the top path otherwise after 1 day they'll follow the timeout path.



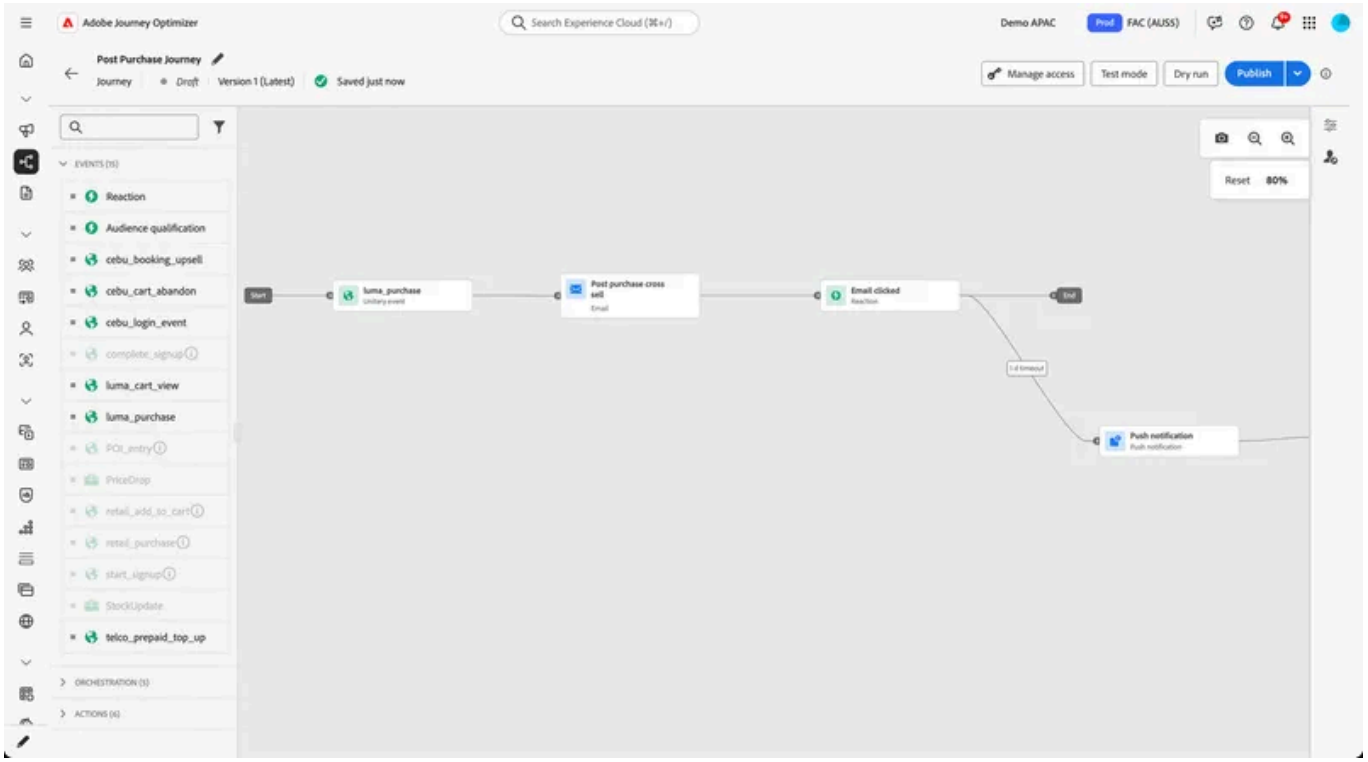
Lastly add another **Action** node to the timeout path.



Set the action type to **Push** and click to Add.



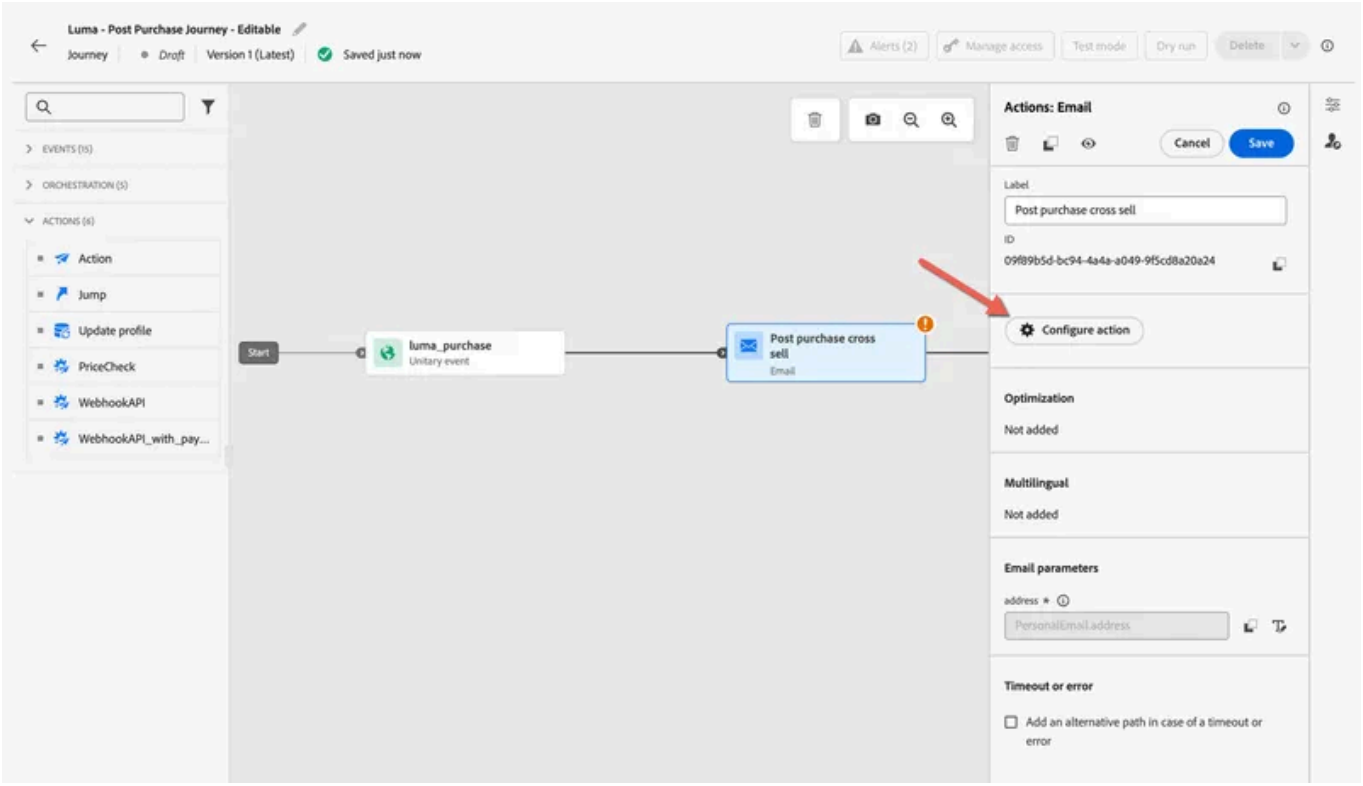
Your journey logic is now complete.



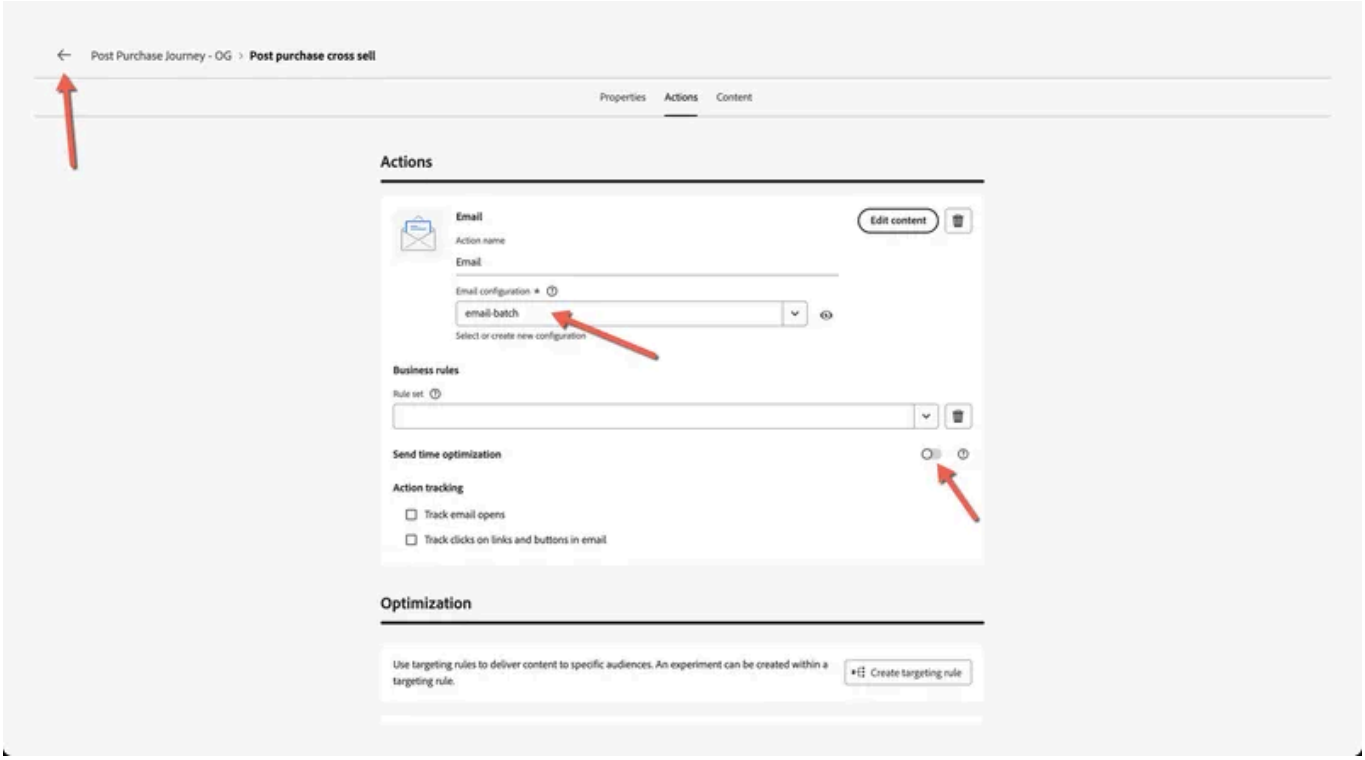
Next we'll add the content.

4.2 Add Email Content

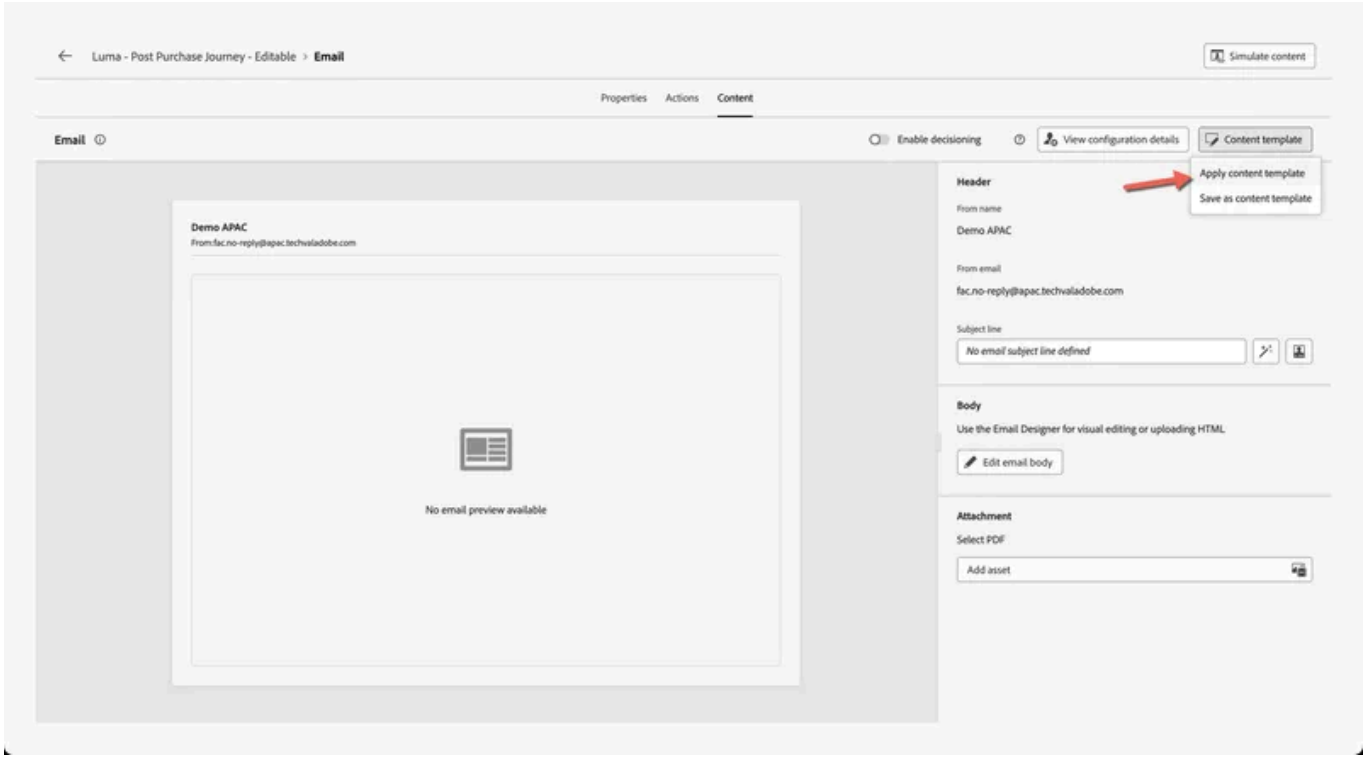
Select the email activity in your journey and click to **Configure action.**



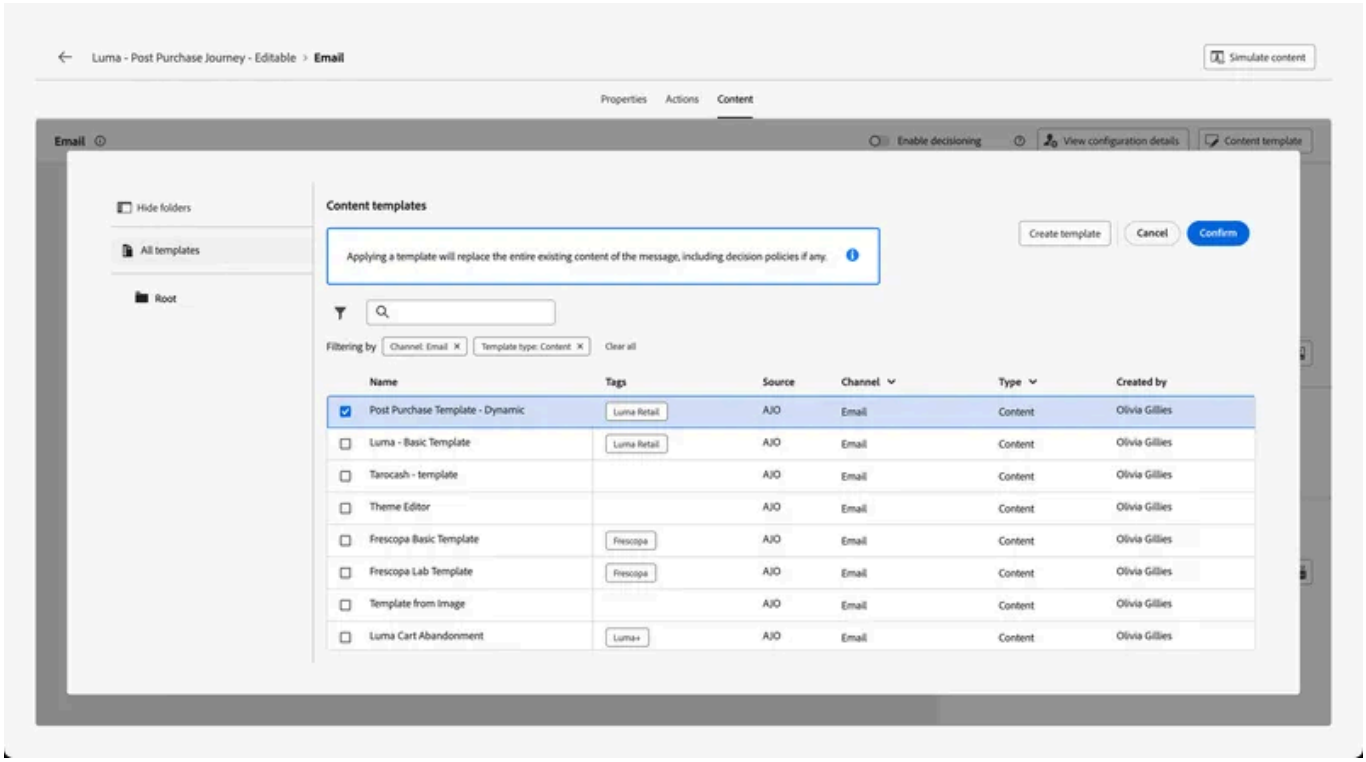
Set the email **configuration** to email-batch. Note that you can also use send time optimisation to send the message at the most appropriate time per customer.



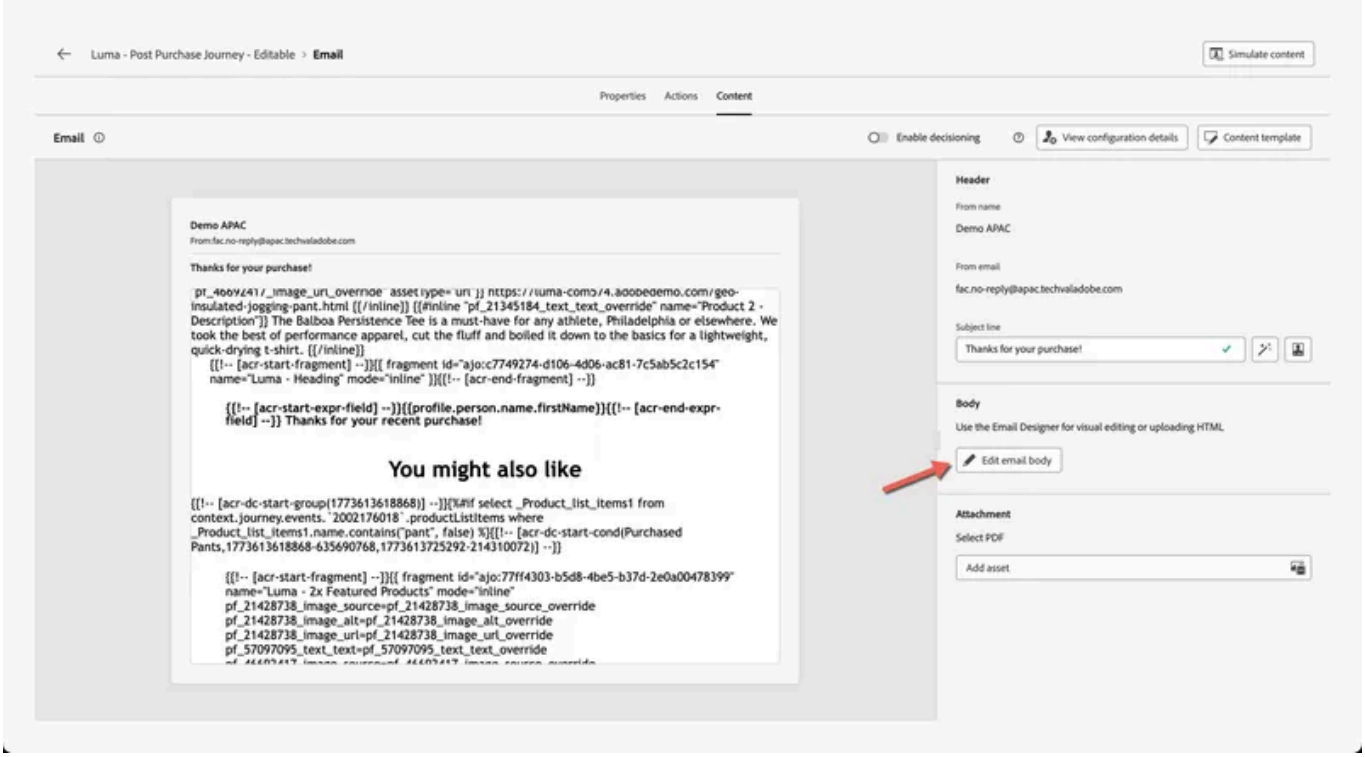
Click to **Edit Content.** In order to save time, we've pre-built a dynamic template for you, click to **Apply content template.**



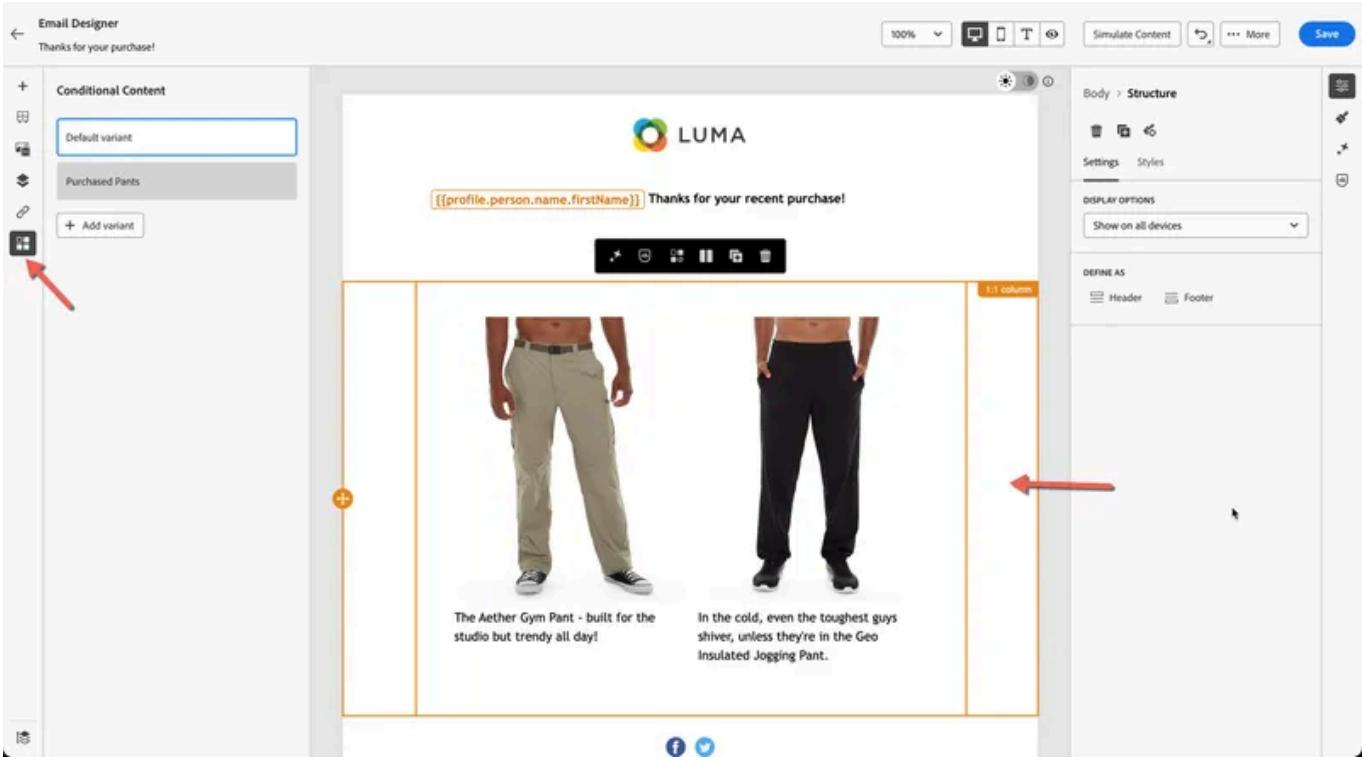
Select the **Post Purchase Template - Dynamic.**



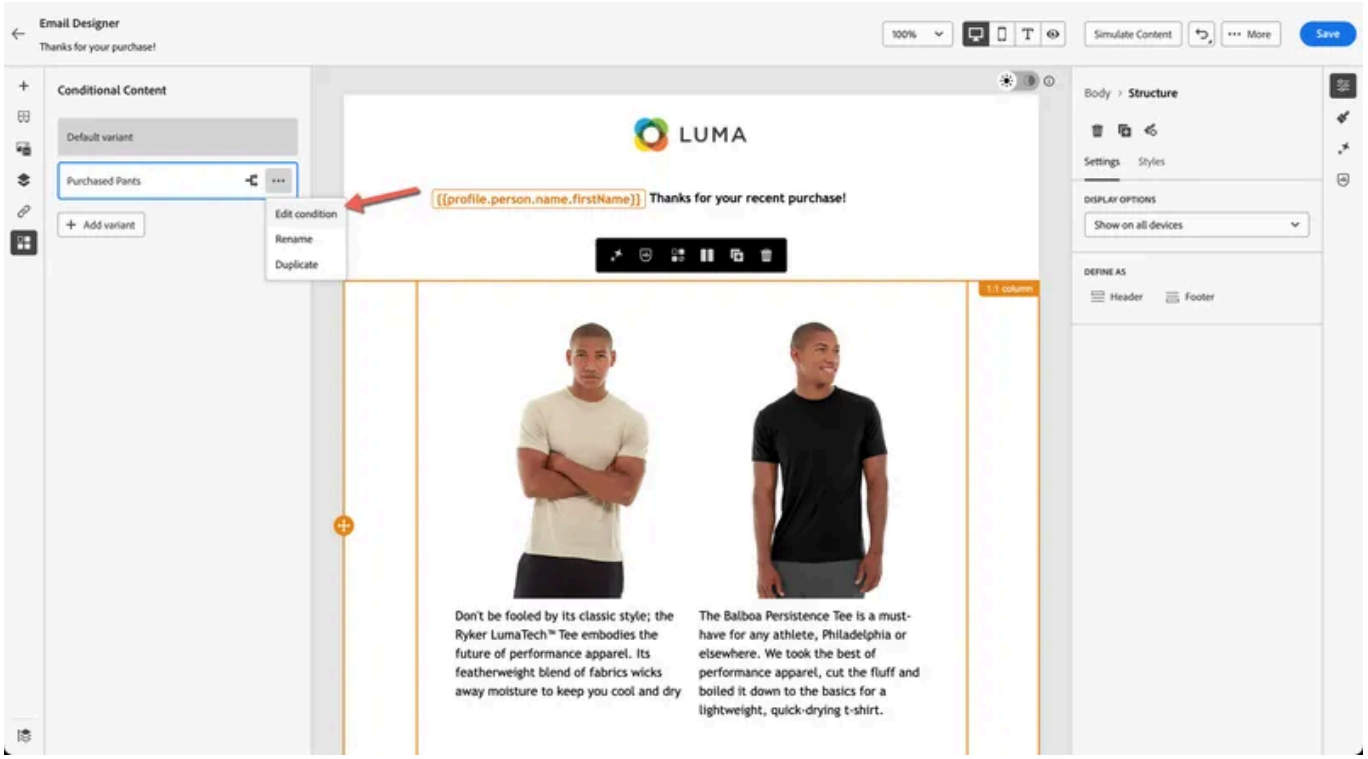
Click to **Edit email body**



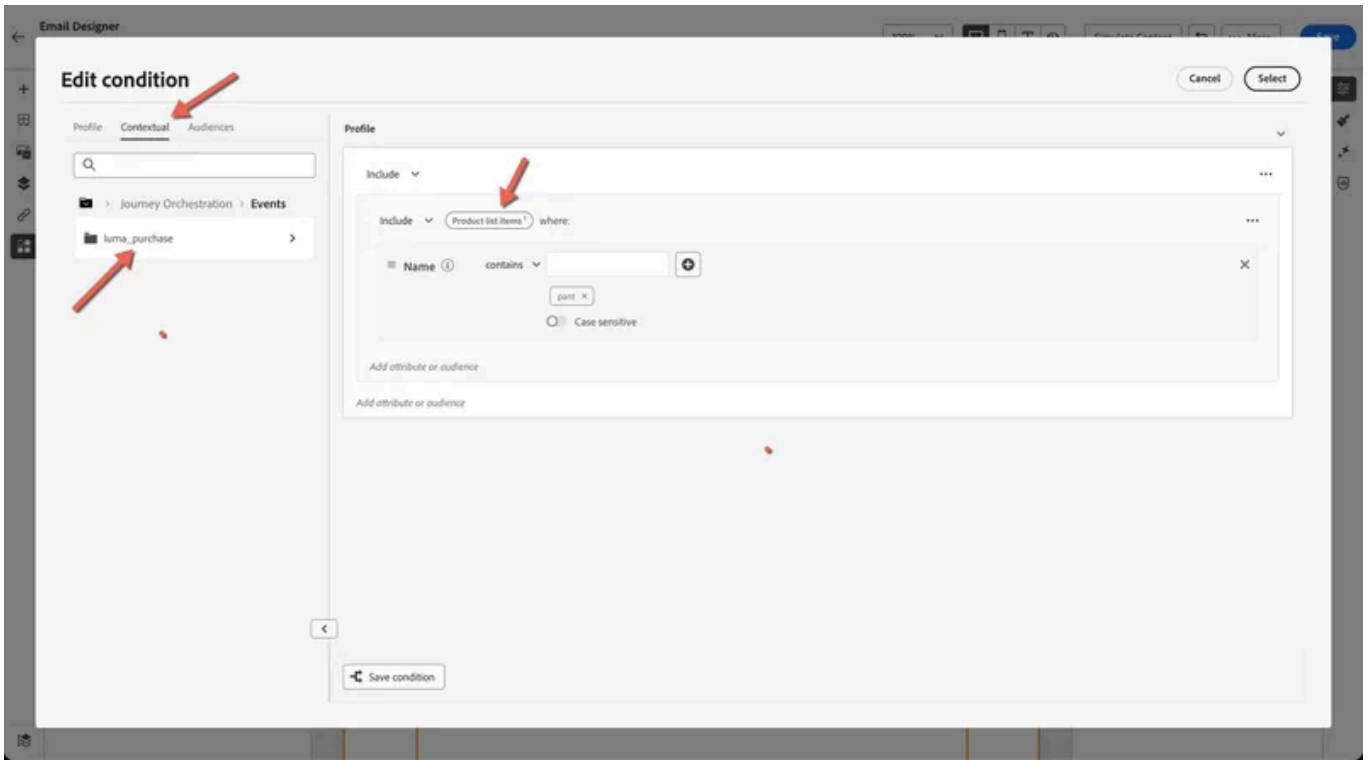
We've used dynamic content to change which products are shown in the email depending on the cart details which came in with the purchase event. Click the block with the products in it. You'll notice the outline is orange, this indicates that the block has dynamic rules attached. The panel on the left will automatically change to **Conditional Content.**



You can switch between the variations by clicking on the blocks. New variants can be added at any time. Select the **Purchased Pants** variant and click to edit the condition.



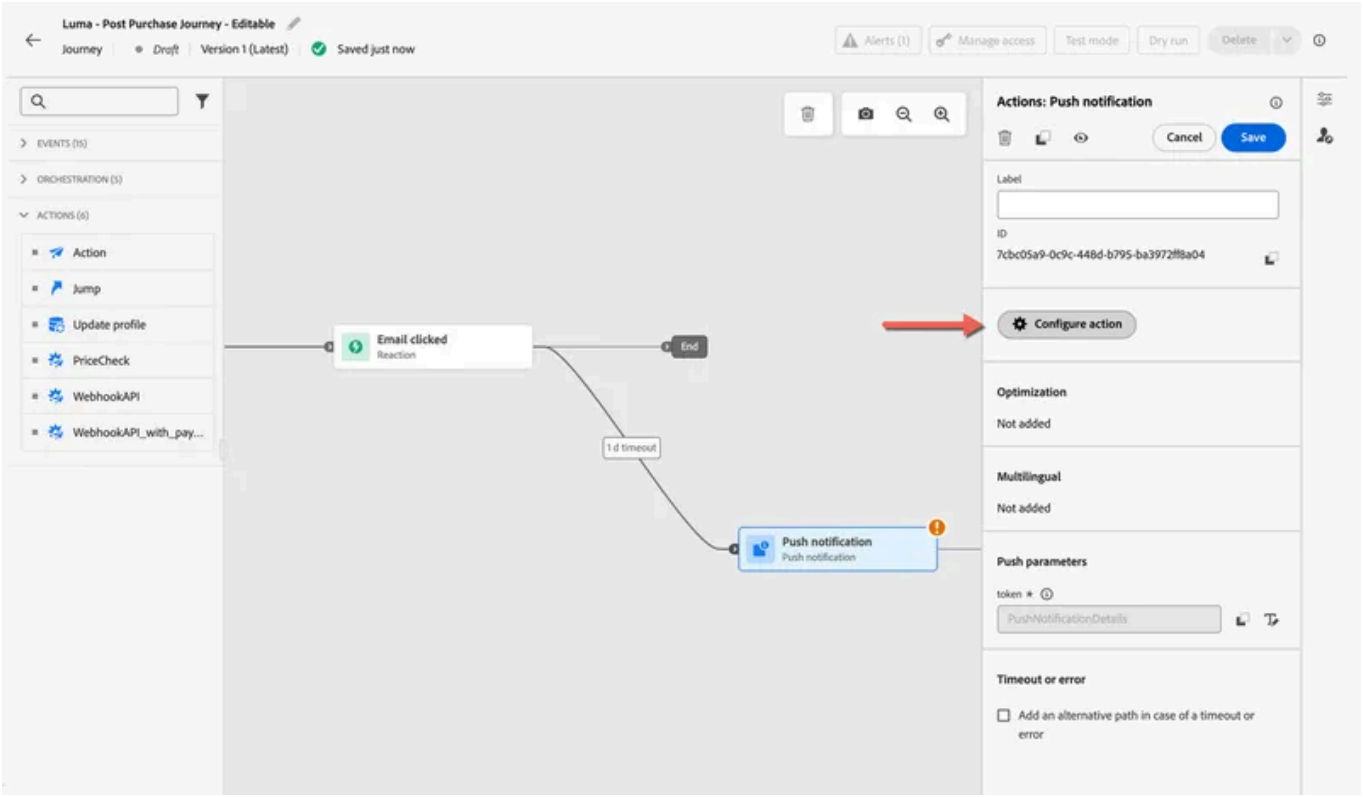
This opens the rule builder where you can see we have access to all of the profile attributes and audiences but also the **Context** of the journey. This means we can look up the products included in the **luma_purchase** event that triggered the journey entry.



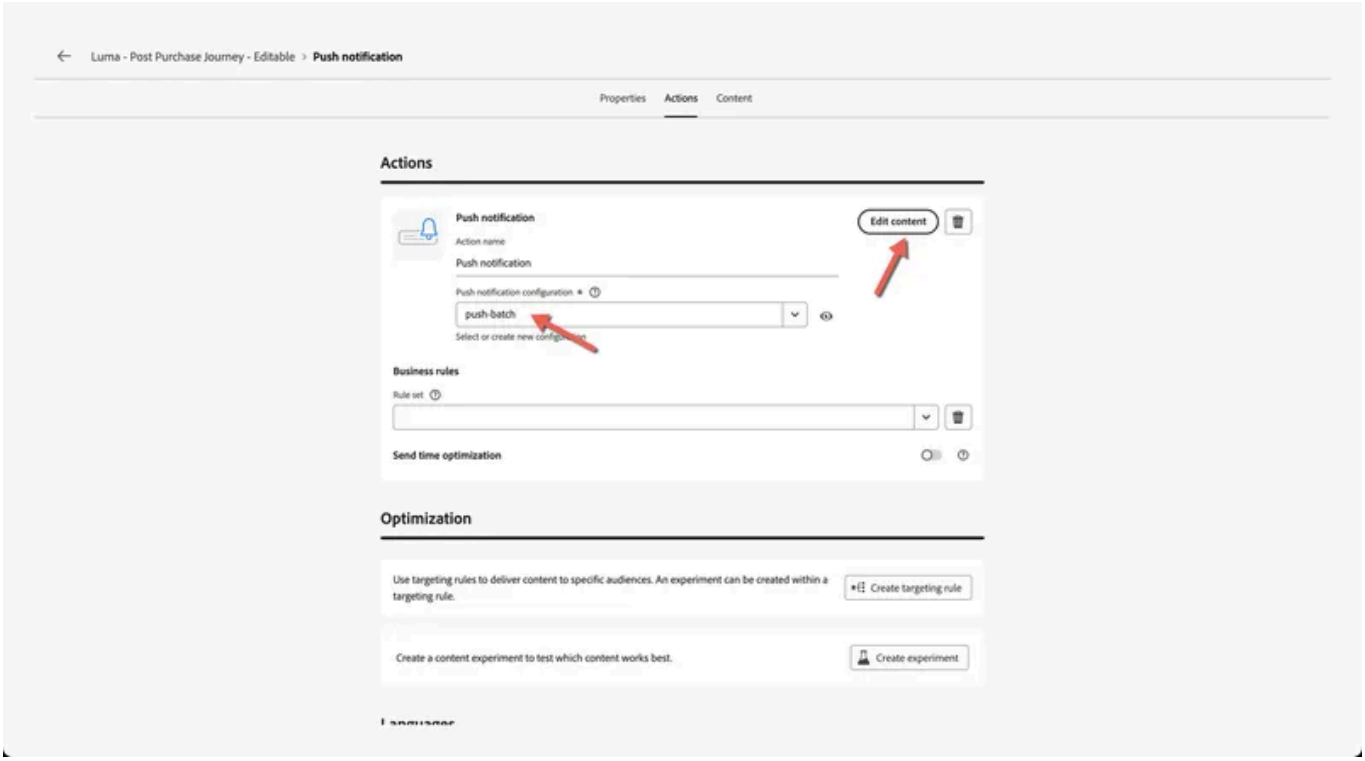
Conditional content blocks are a great way to personalise communications and ensure each customer receives the most relevant content based on their real time behaviour.

4.3 Add Push Content

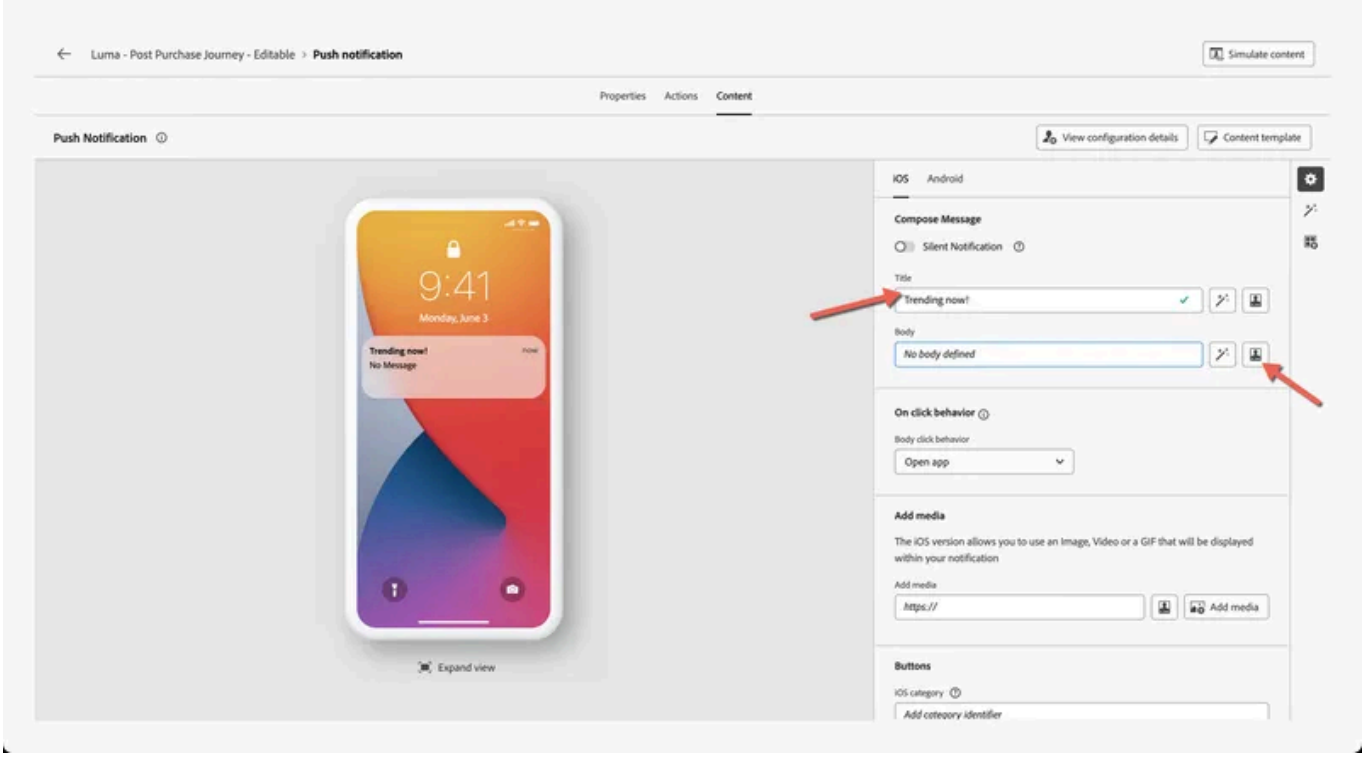
Select the push action in your journey and click to configure the action.



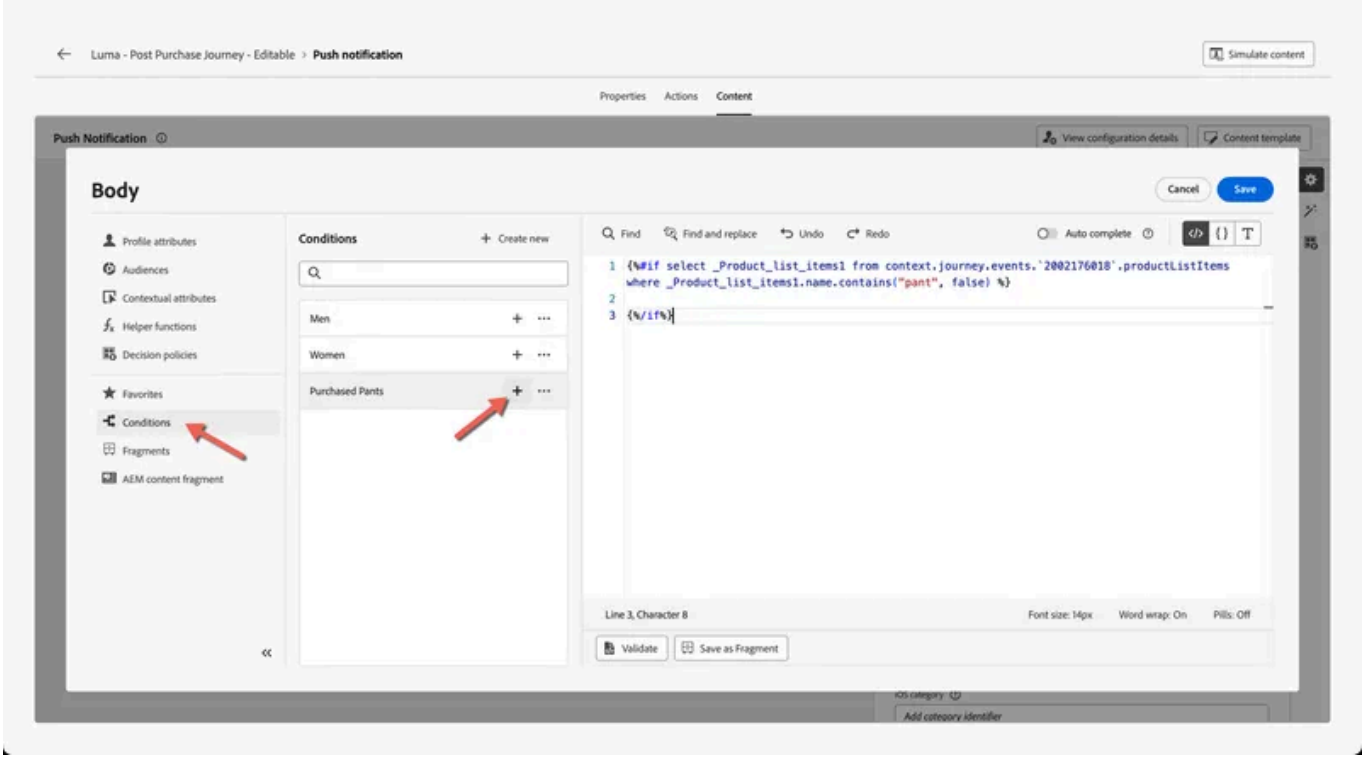
Select the **push-batch** configuration and click to **Edit content.**



Add a generic **title** then click to open the personalisation editor for the message **body**.

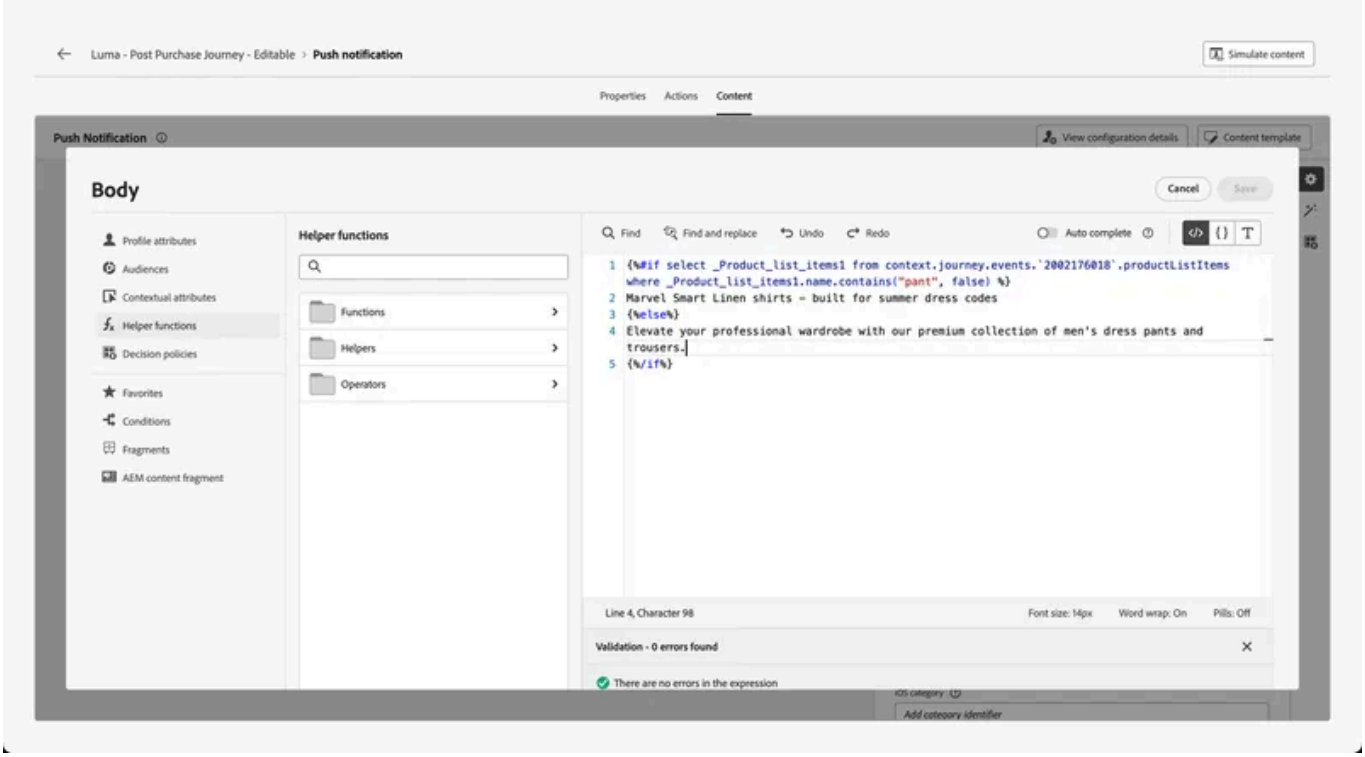


Our saved conditions are available to insert into the push message also. Click on **conditions** then use the **+** to inject the condition syntax into the content.

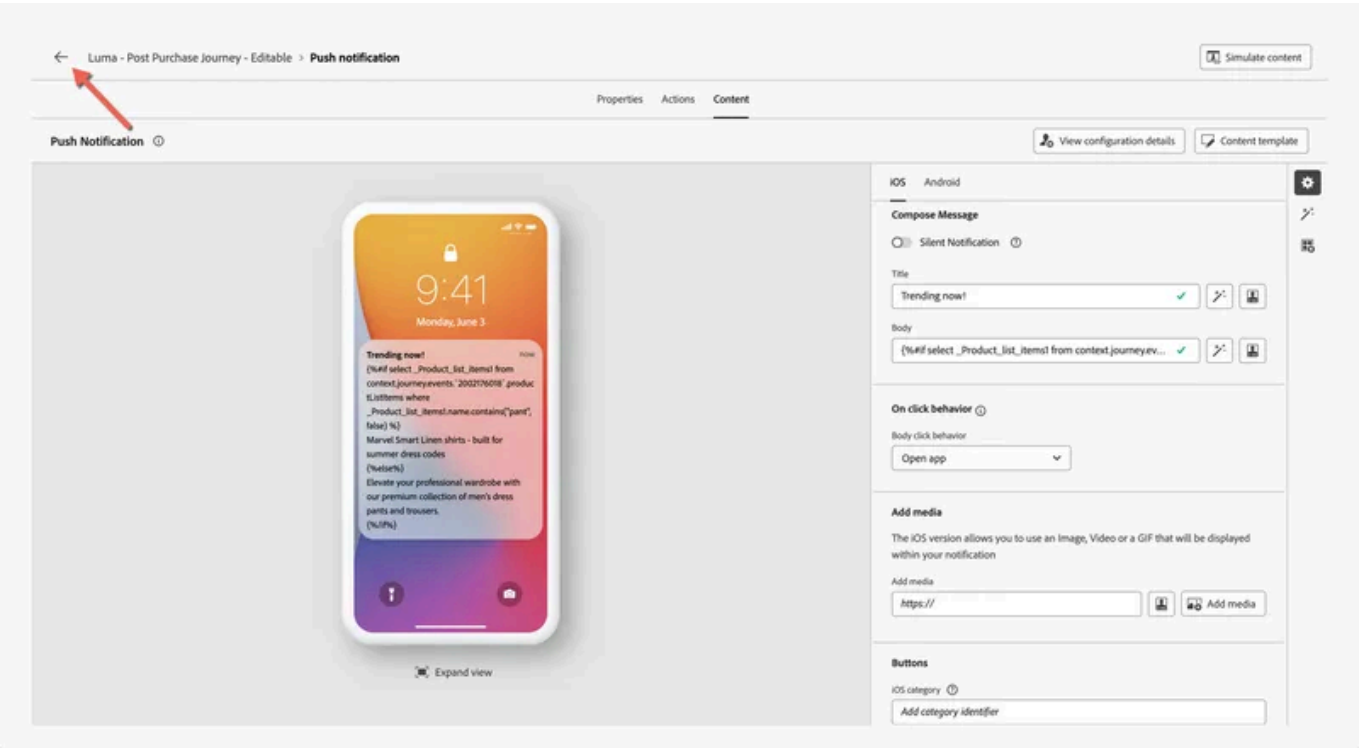


Add your message between the code blocks. You can use {%else%} to insert default content. For example:

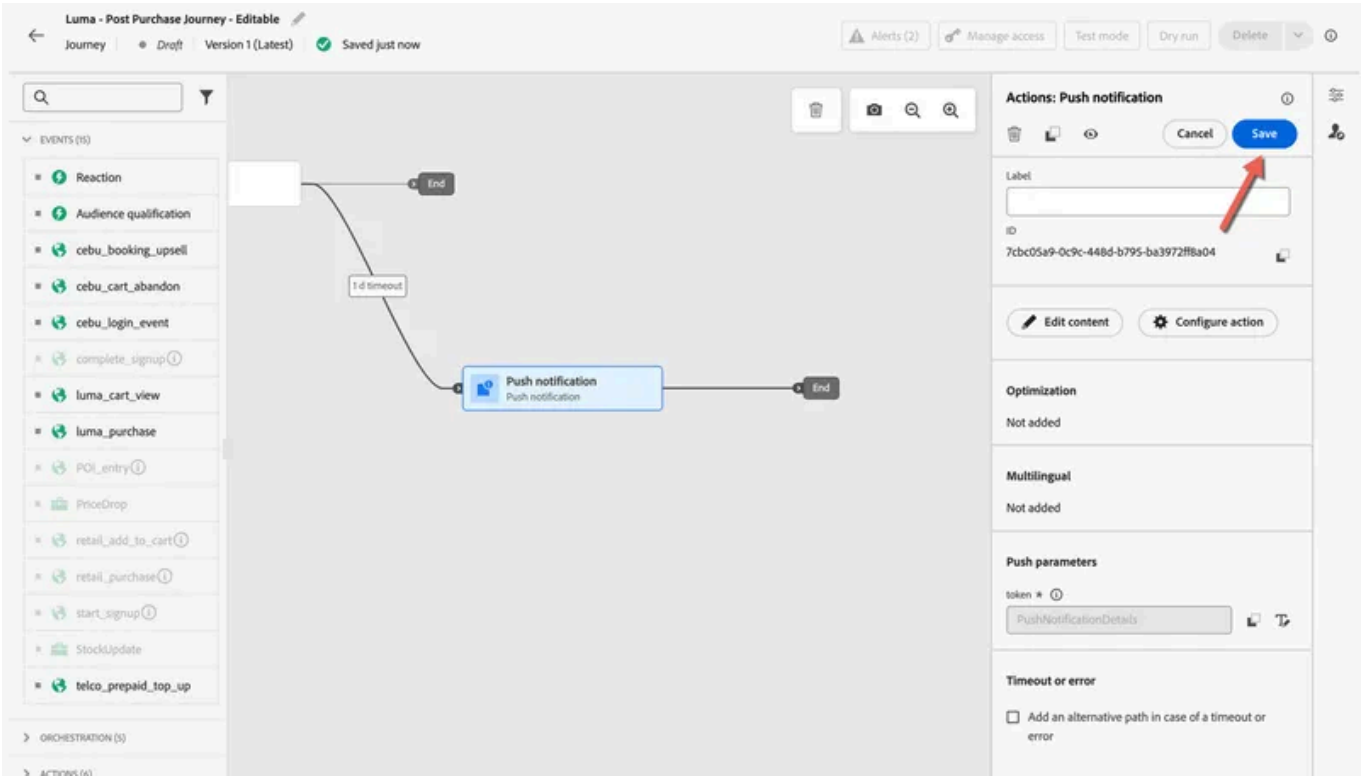
```
Marvel Smart Linen shirts - built for summer dress codes
{%else%}
Elevate your professional wardrobe with our premium collection of men's dress pants and
```



Your push message is now ready. Return to the journey using the arrow on the top left.



Save the activity and your journey is now complete.

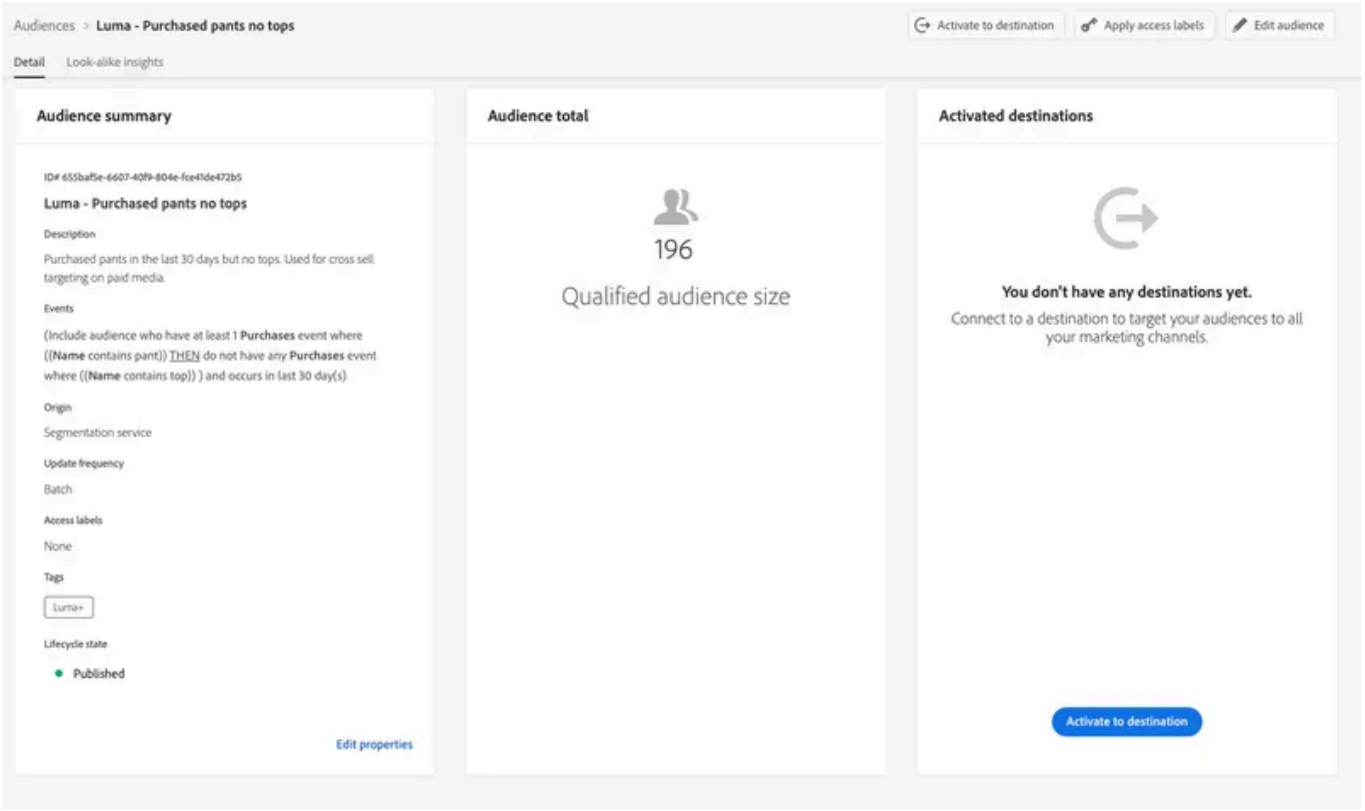


4.4 Paid media targeting

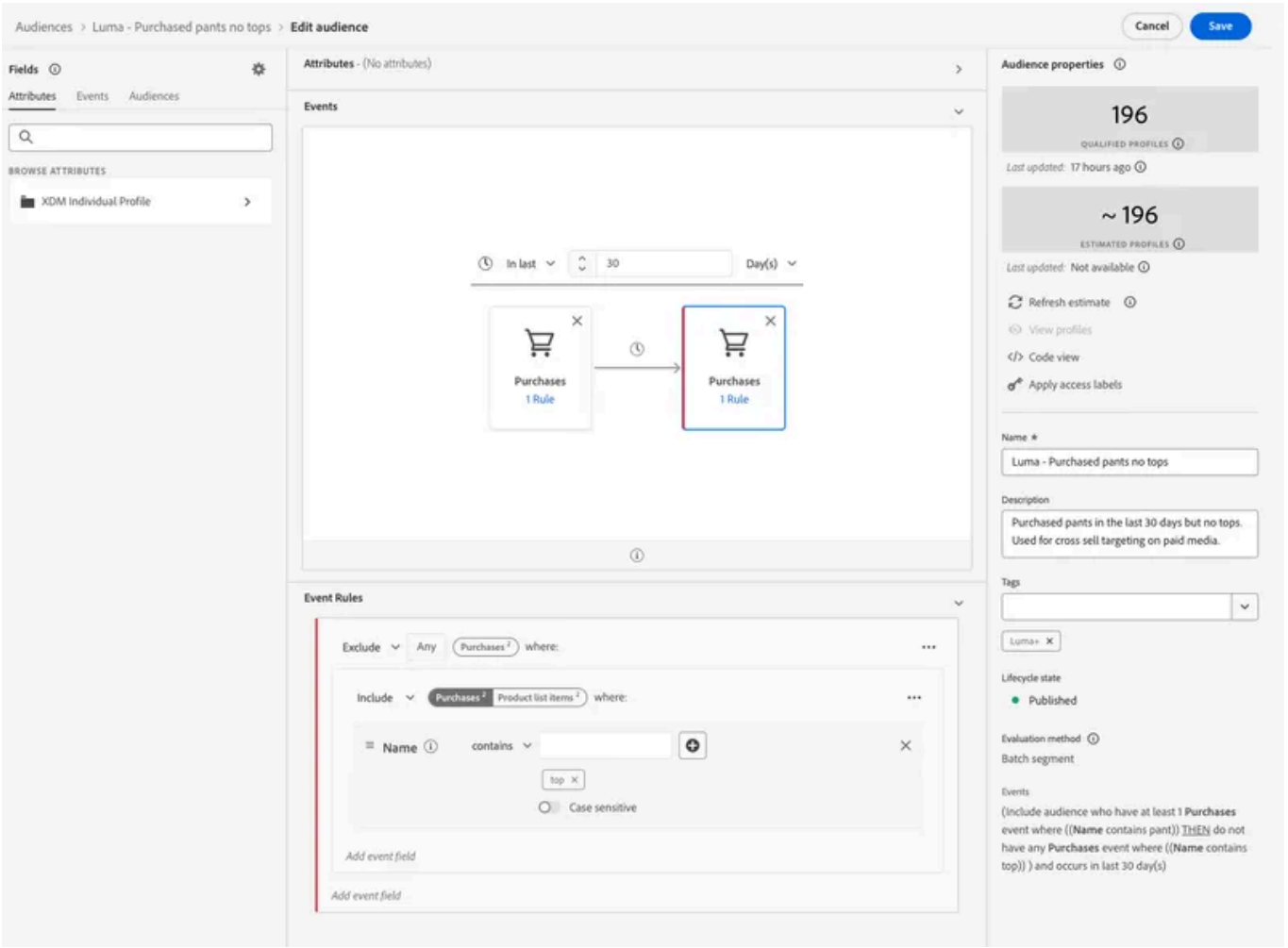
For social and paid media we'll use a separate audience to manage the targeting, this is required since each product category will require their own audience. Context data is not available at the audience level.

Adobe's sequential segmentation engine will allow you to easily create an audience which finds people who have completed a purchase event within a specific category but do not have a second purchase event in the cross sell category.

Click to view the **Luma - Purchased pants no tops** audience.



You can see the sequential logic defined within the audience builder.



This audience can be activated to paid media destinations the same as shown in Lab 3.

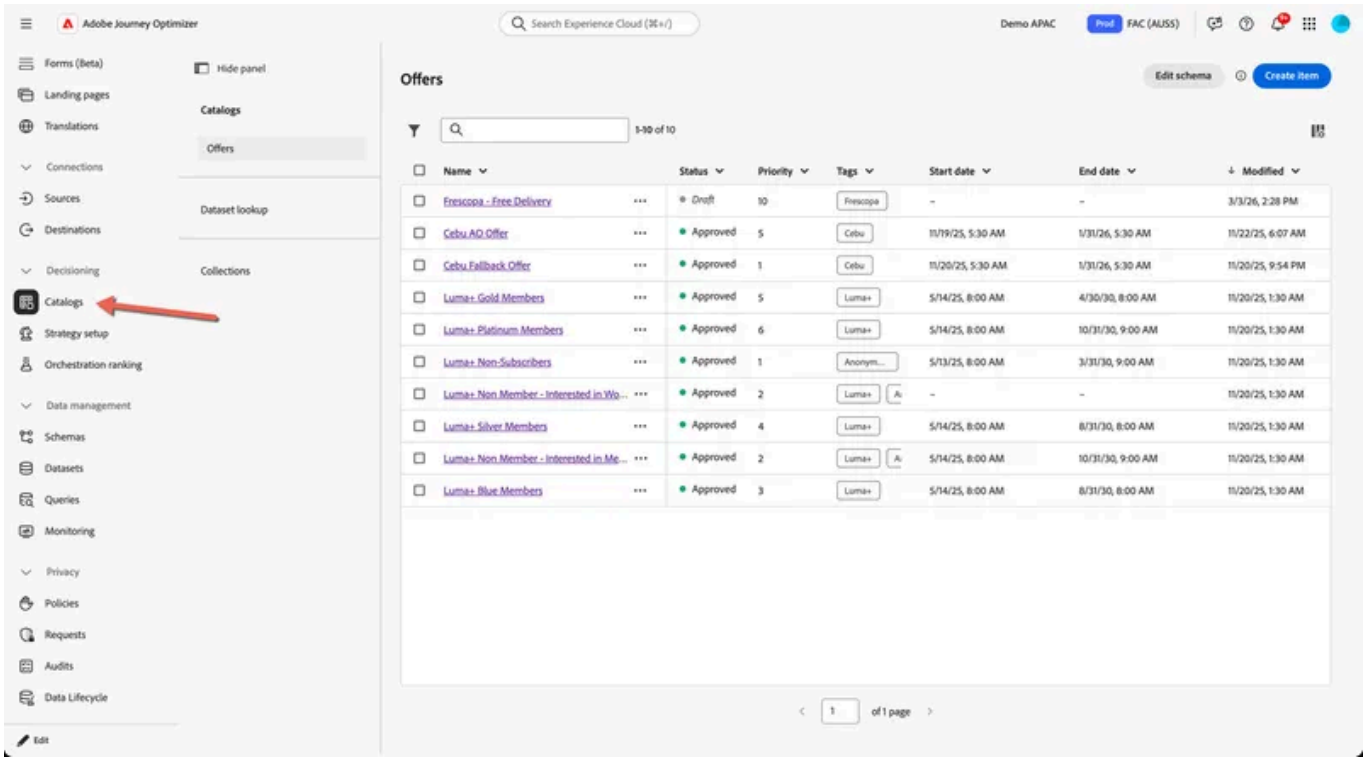
Bonus Exercise

Decisioning

Dynamic content is a great way to personalise communications but has limitations when it comes to scale. You don't want to create 50 variants in the email editor! This is where Adobe's Content Decisioning can help!

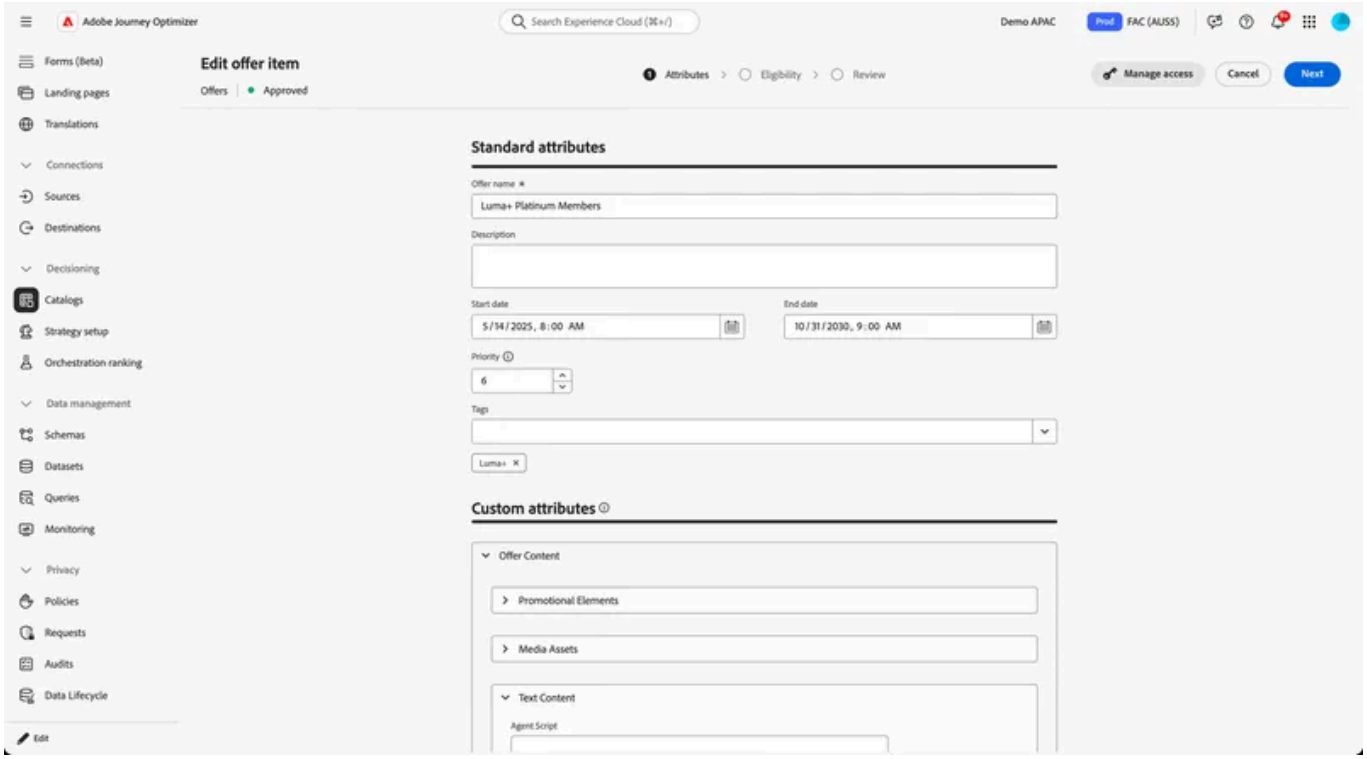
Using decisioning the content is chosen from a centralised catalogue based on business rules or predictive AI.

The centralised offer catalog can be found under **Decisioning → Catalogs.**

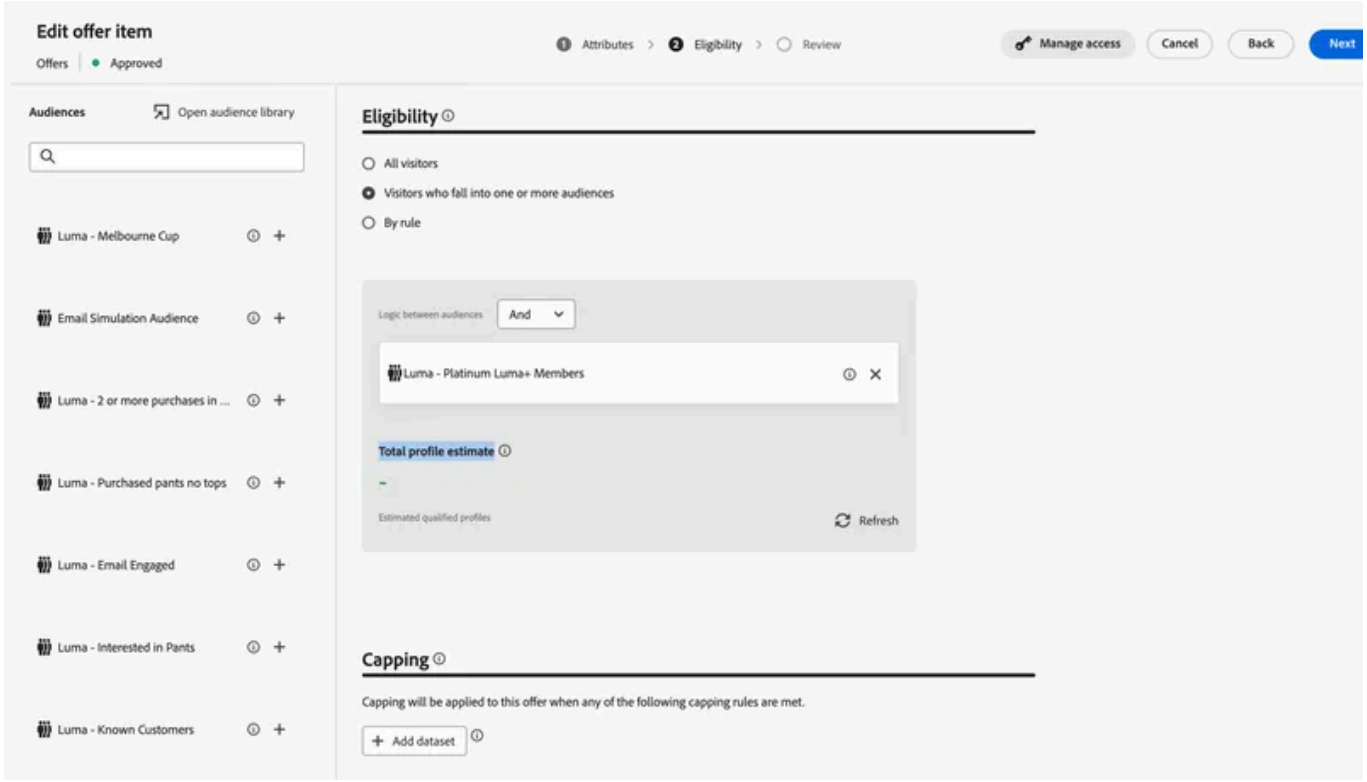


Offers are grouped into **Collections** which are then applied to **Selection strategies**. Each offer contains standard attributes like validity dates and tags but also supports custom attributes to hold the content of the offer.

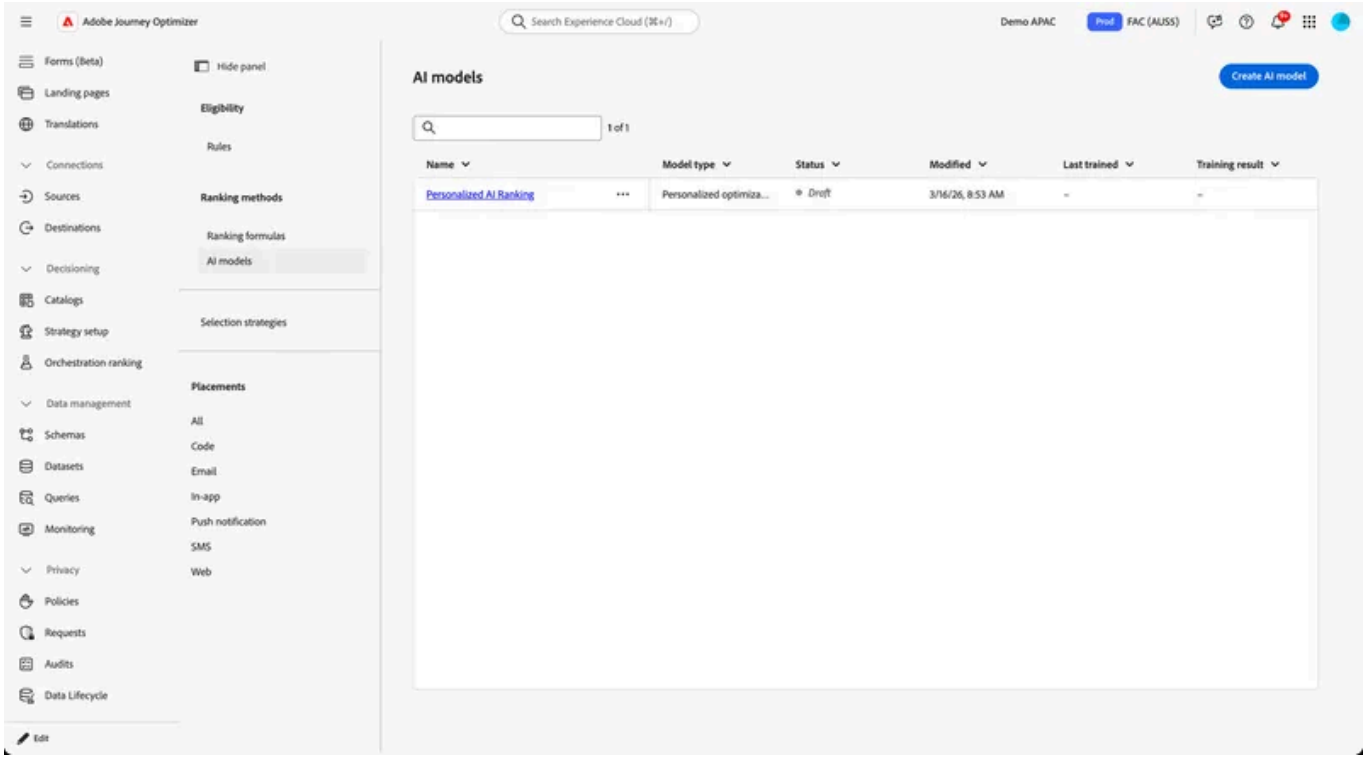
Standard Attributes | Custom Attributes



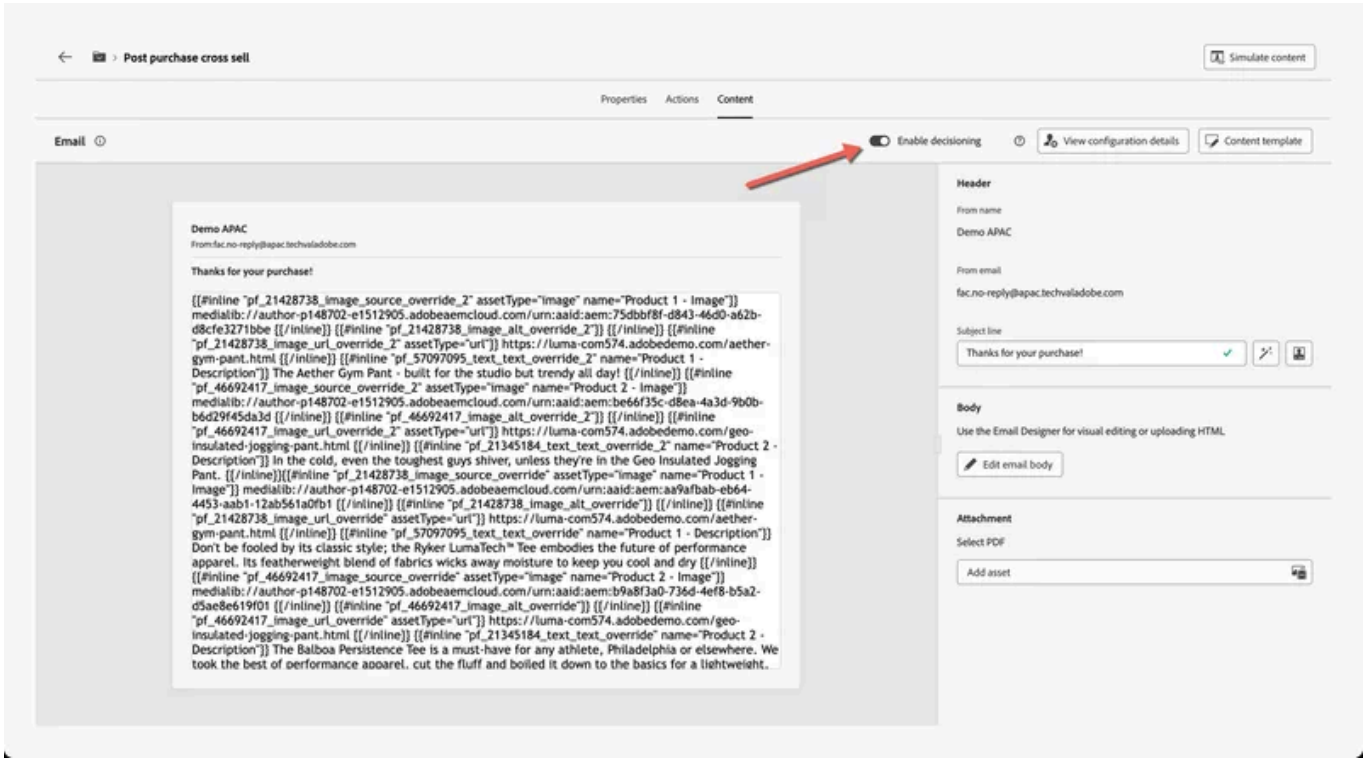
Eligibility conditions control which customers are allowed to receive each offer.



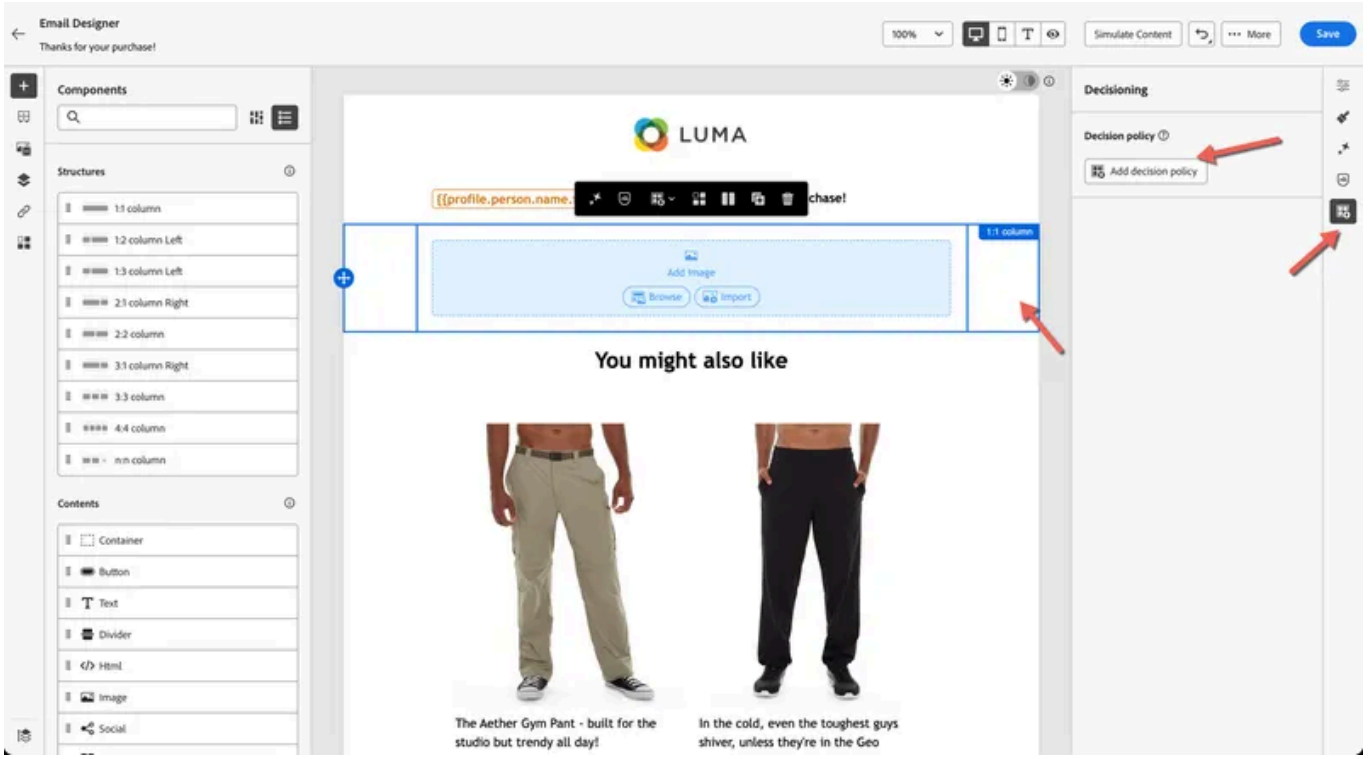
Offers are ranked by either a static priority value, a formula (expression) or AI. This ensures customers eligible for more than 1 offer are shown the most relevant to them.



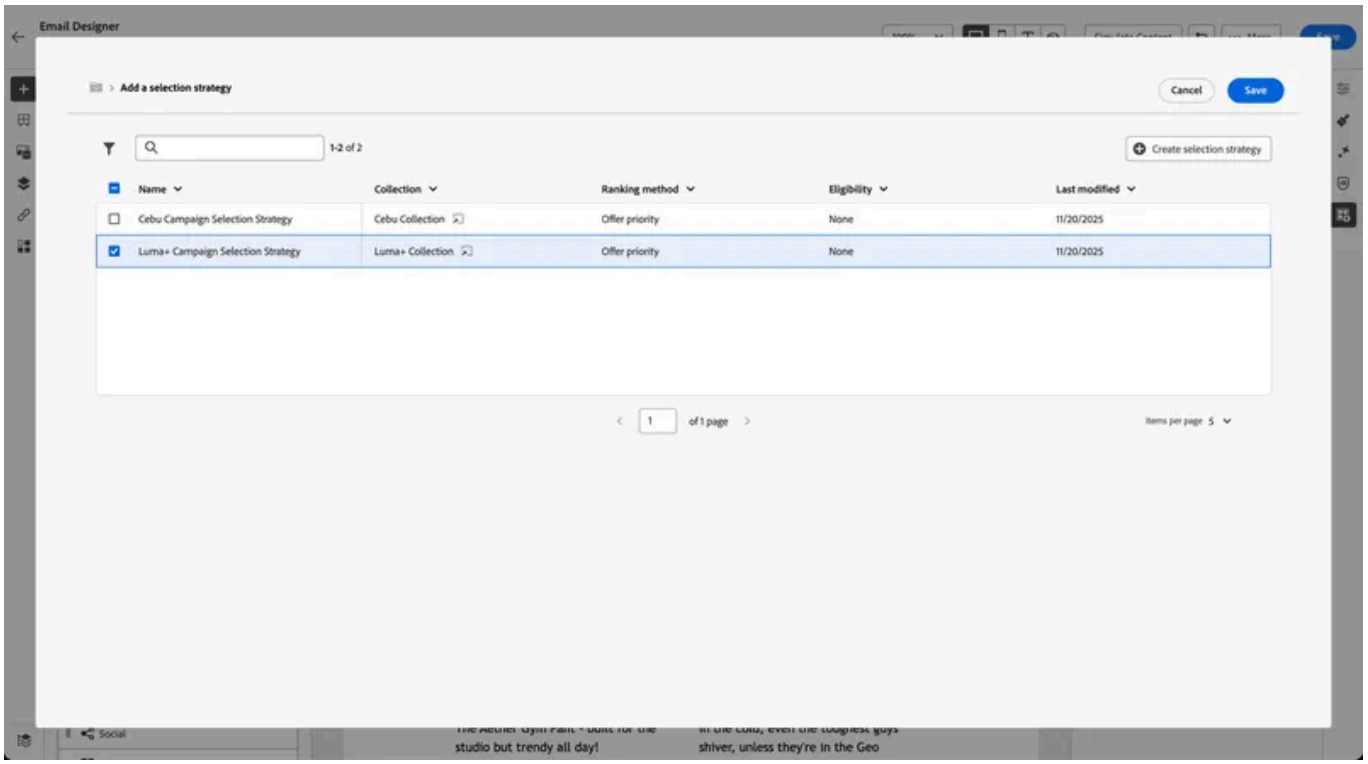
You can enable your email for decisioning by switching the toggle before opening the email designer.



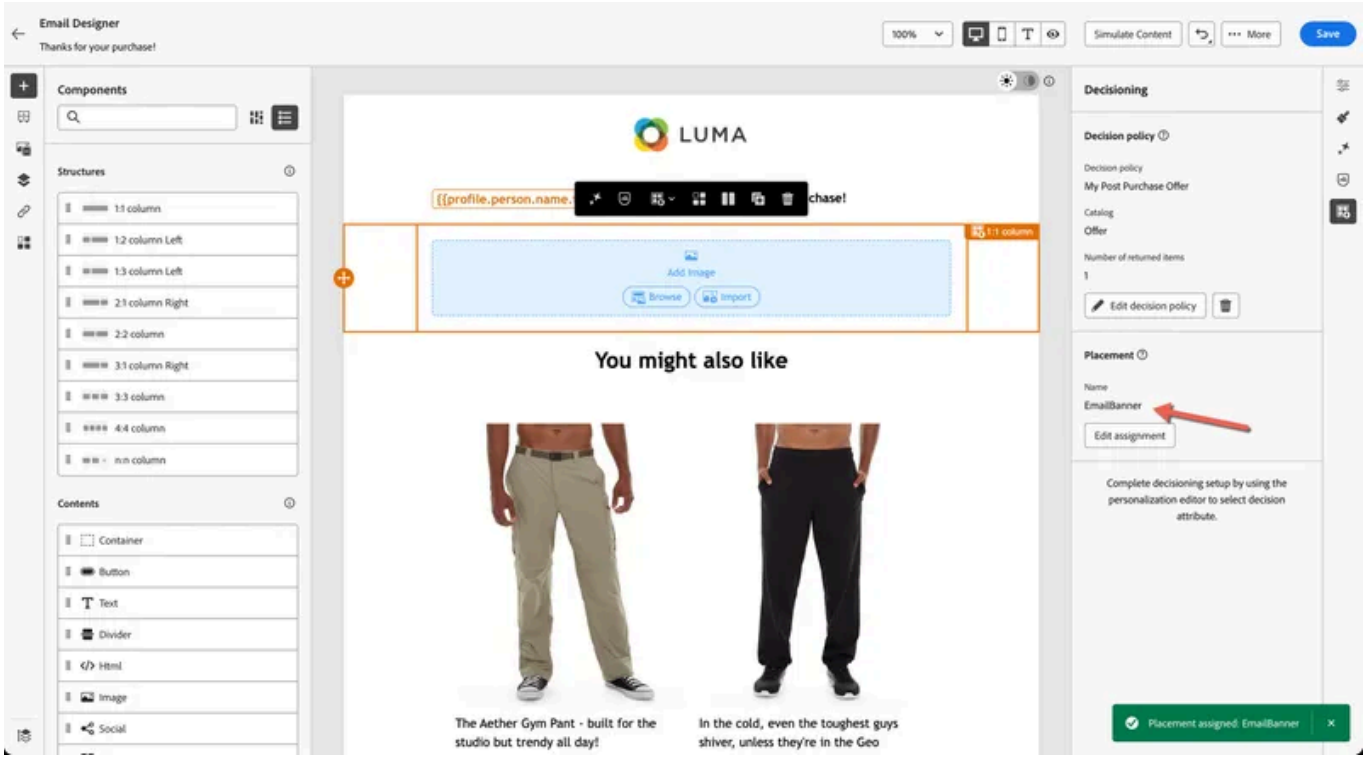
Within the Email designer you can now add a **Decision Policy** to a content block.



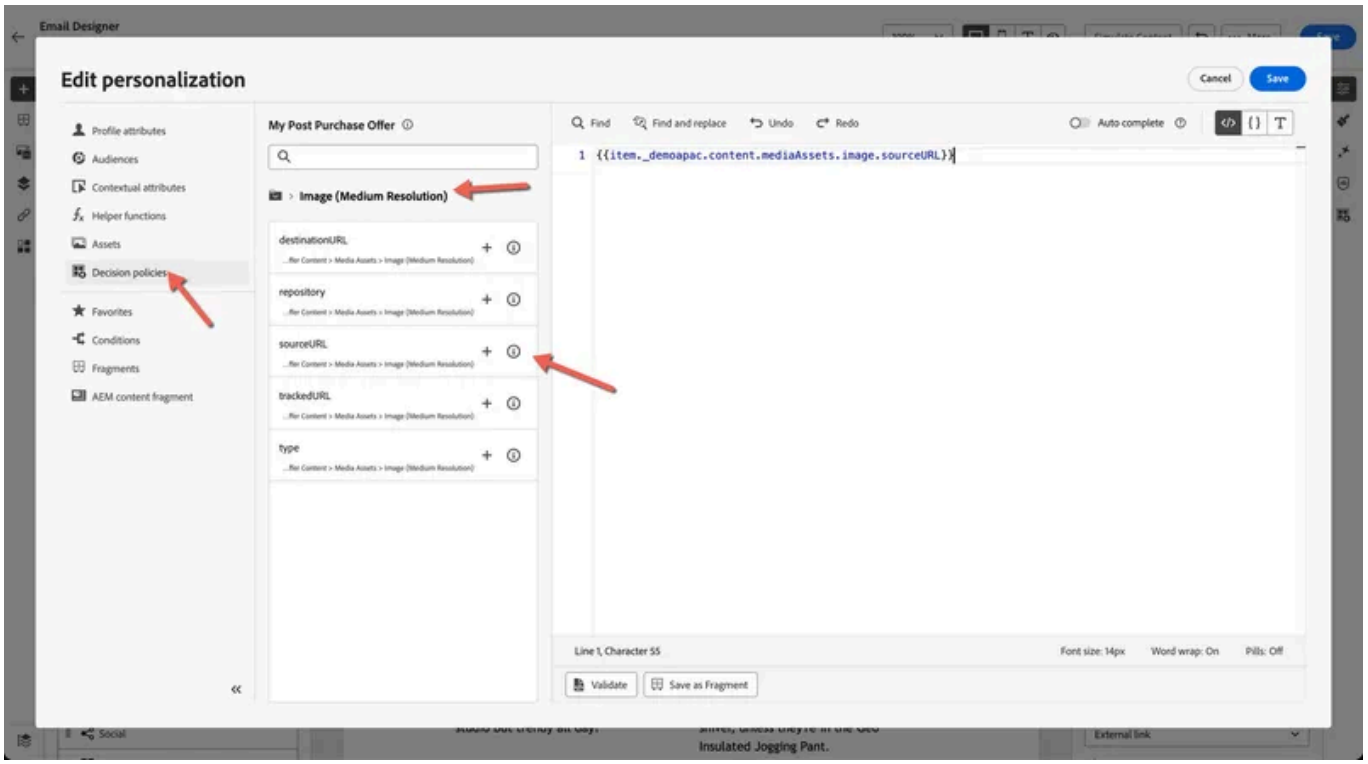
The policy defines the selection strategy to use and how many offers to return.



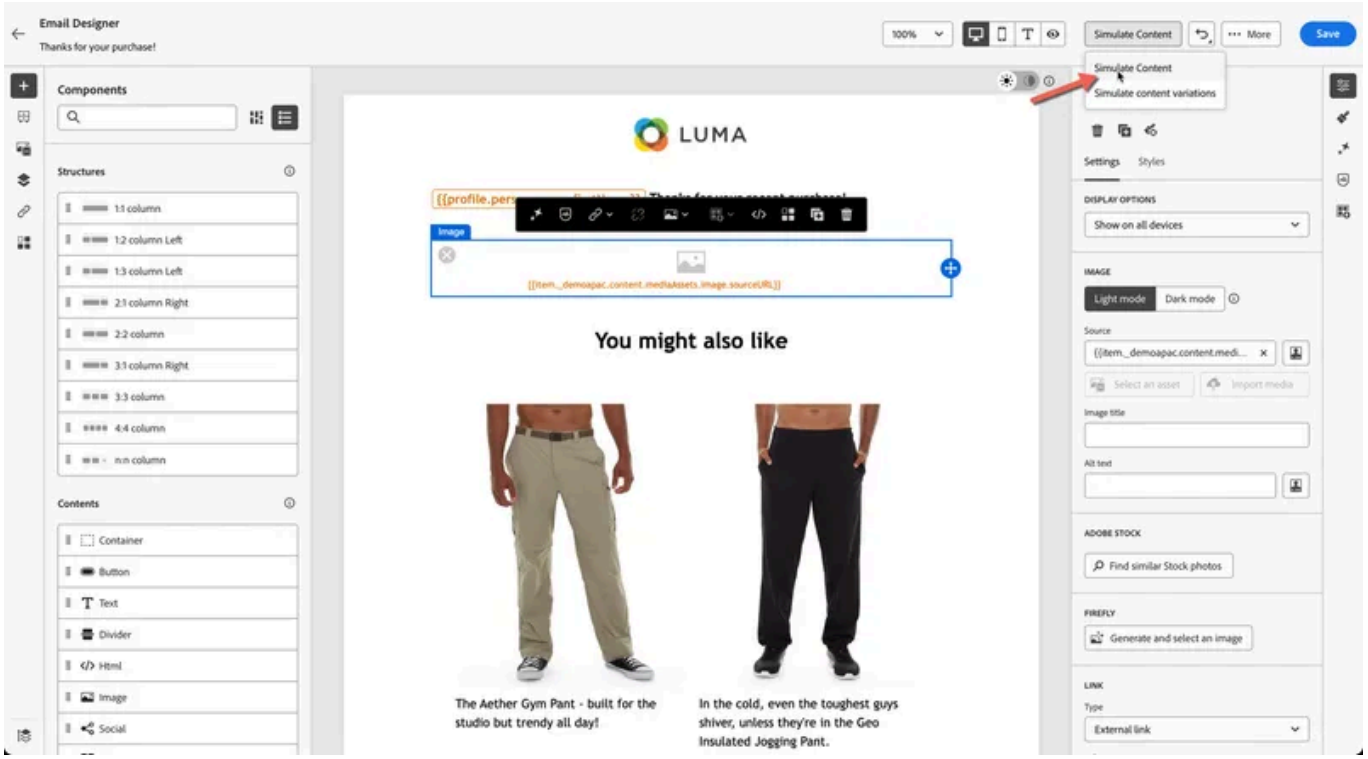
The **Placement** name helps to identify the block in reporting if multiple offer blocks are included in the same communication.



With the policy added you can now leverage the offer attributes to create your content. I'm using the medium resolution image url from my offer to populate the source field for this banner image.

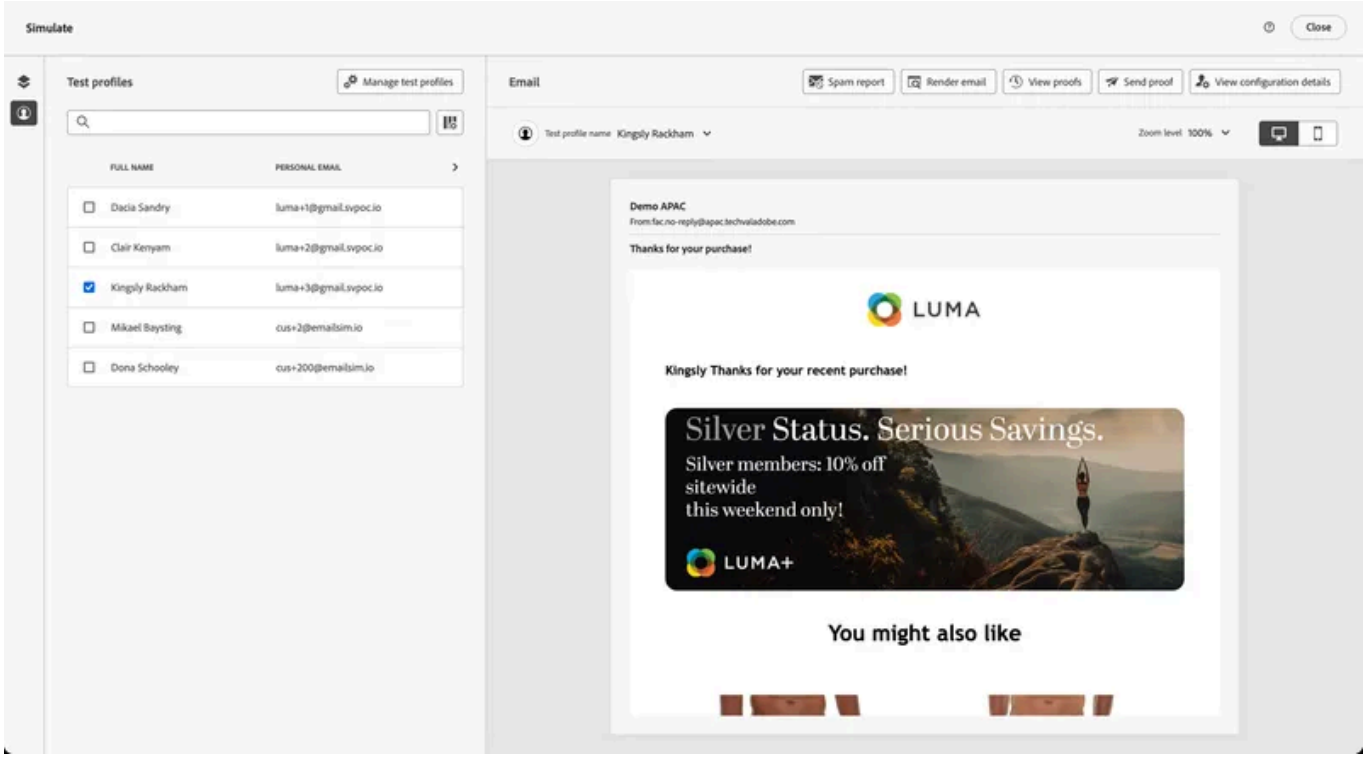


You can view the variations through the simulation view.



Different customers will receive different content according to the decisioning rules. As a campaign manager you only need to configure one block. You can also reuse the selection strategy in other messages and across channels to ensure consistency.

Platinum members | **Silver members**



Summary

Real-time journeys in Adobe Journey Optimizer allow brands to react instantly to customer behaviours and signals, delivering timely, relevant messages at the exact moment intent is highest. By orchestrating experiences as events happen, marketers can reduce latency, increase engagement, and create more meaningful, contextual customer interactions across channels.

A centralized decisioning catalog provides a single source of truth for offers, eligibility rules, and constraints, ensuring consistent decisions across channels and journeys. By reusing and governing decisions in one place, teams can scale personalization faster, reduce duplication, and maintain control as use cases grow.

8. Bonus: Website Personalisation

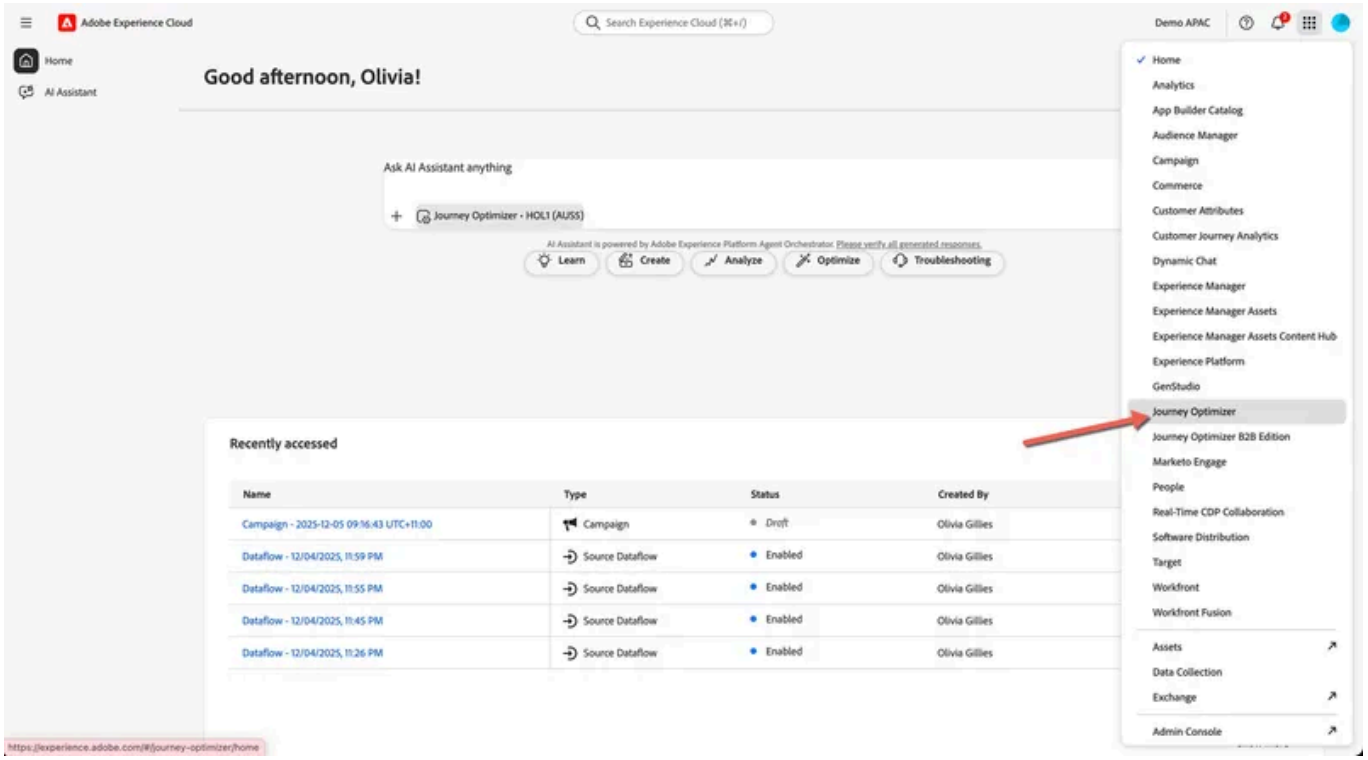
Objective

In this lab you'll learn how Adobe Journey Optimizer can personalize and optimize website experiences.

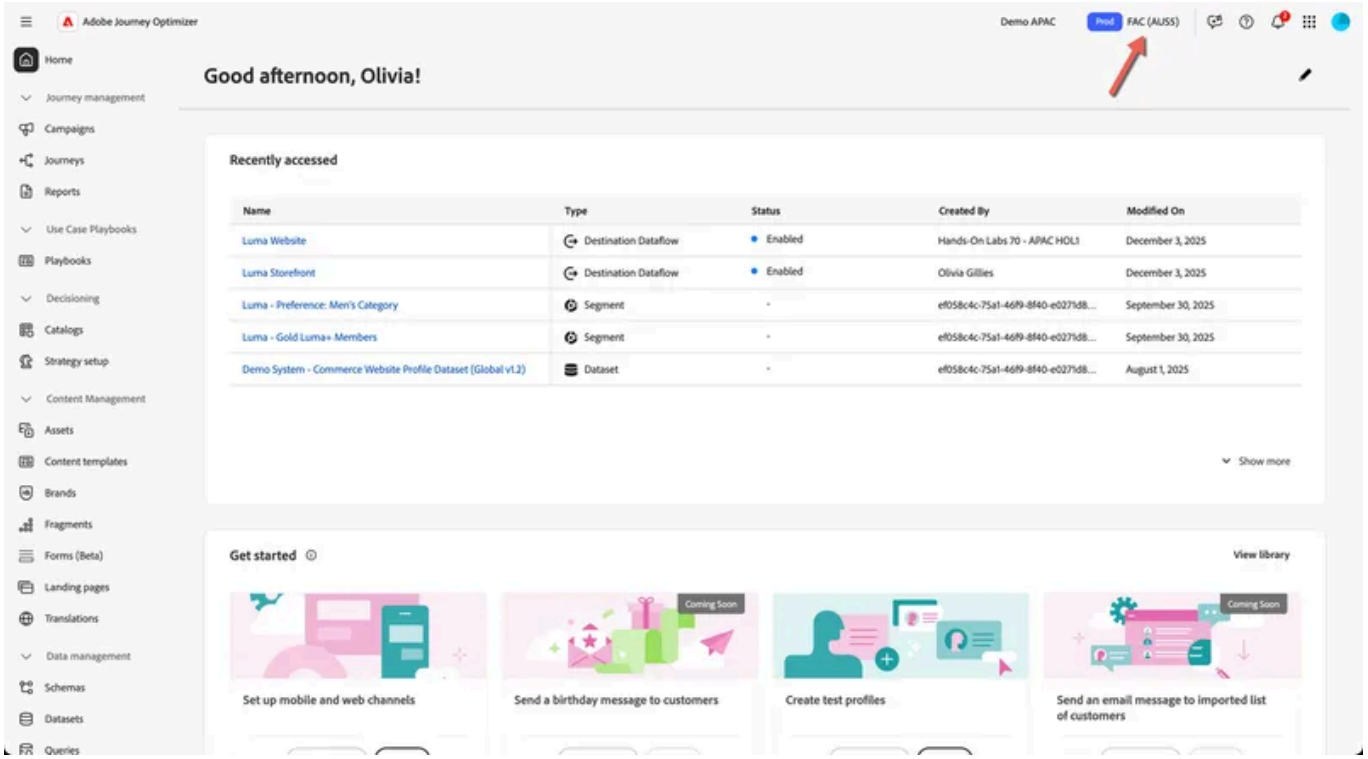
As part of the digital operations team you will set up a web campaign to promote online only discounts to our target audience. You'll add experimentation to A/B test the impact of different creative imagery on conversions.

Access

Switch to **Journey Optimizer** using the solution switcher:

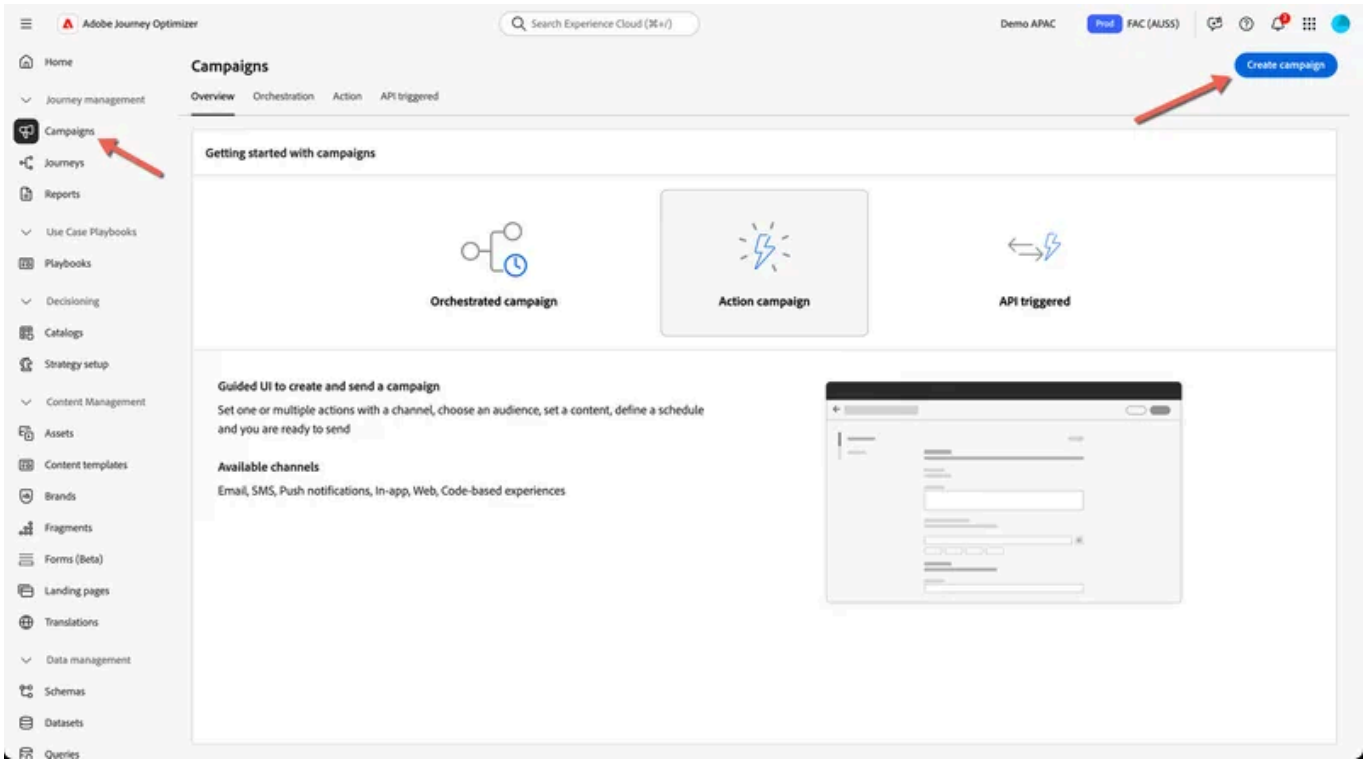


Check that you are in the **FAC** sandbox

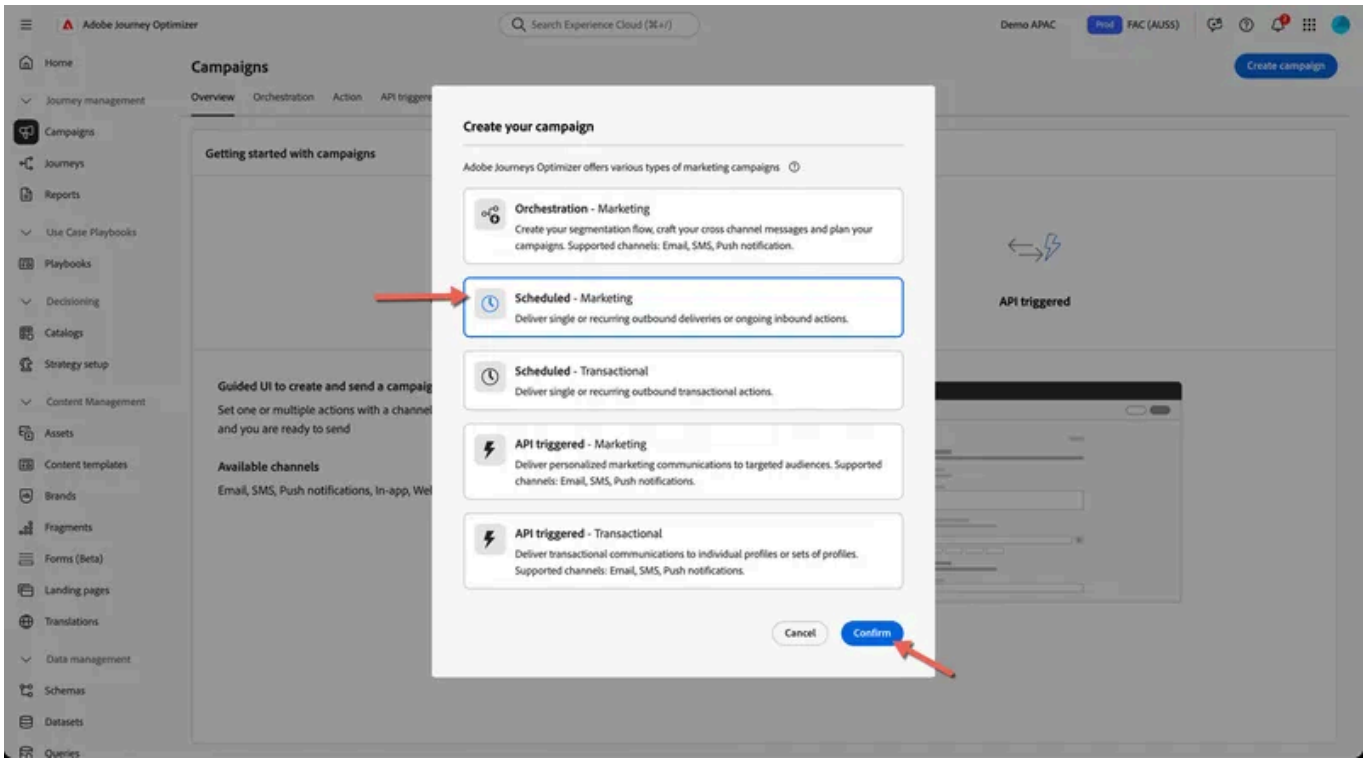


Create Web Campaign

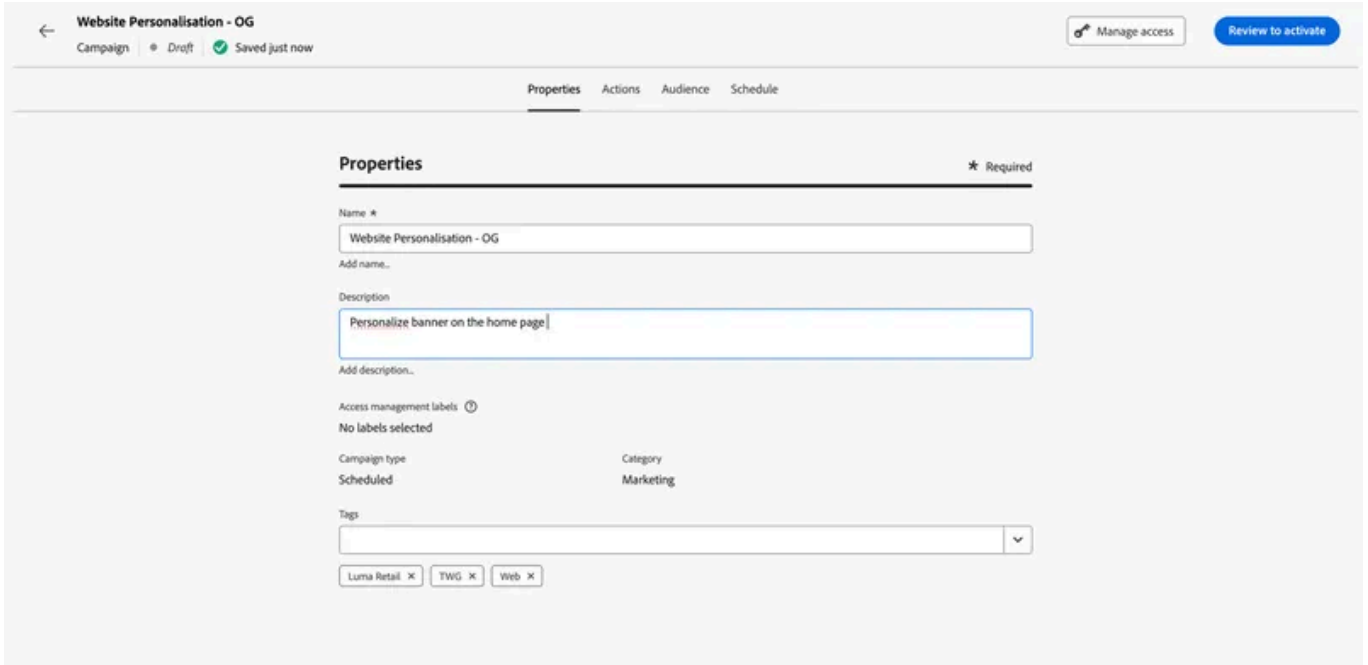
1. Navigate to **Journey Management → Campaigns.** AJO supports multiple campaign types, we will be create a single action campaign for this use case. Click to **Create Campaign.**



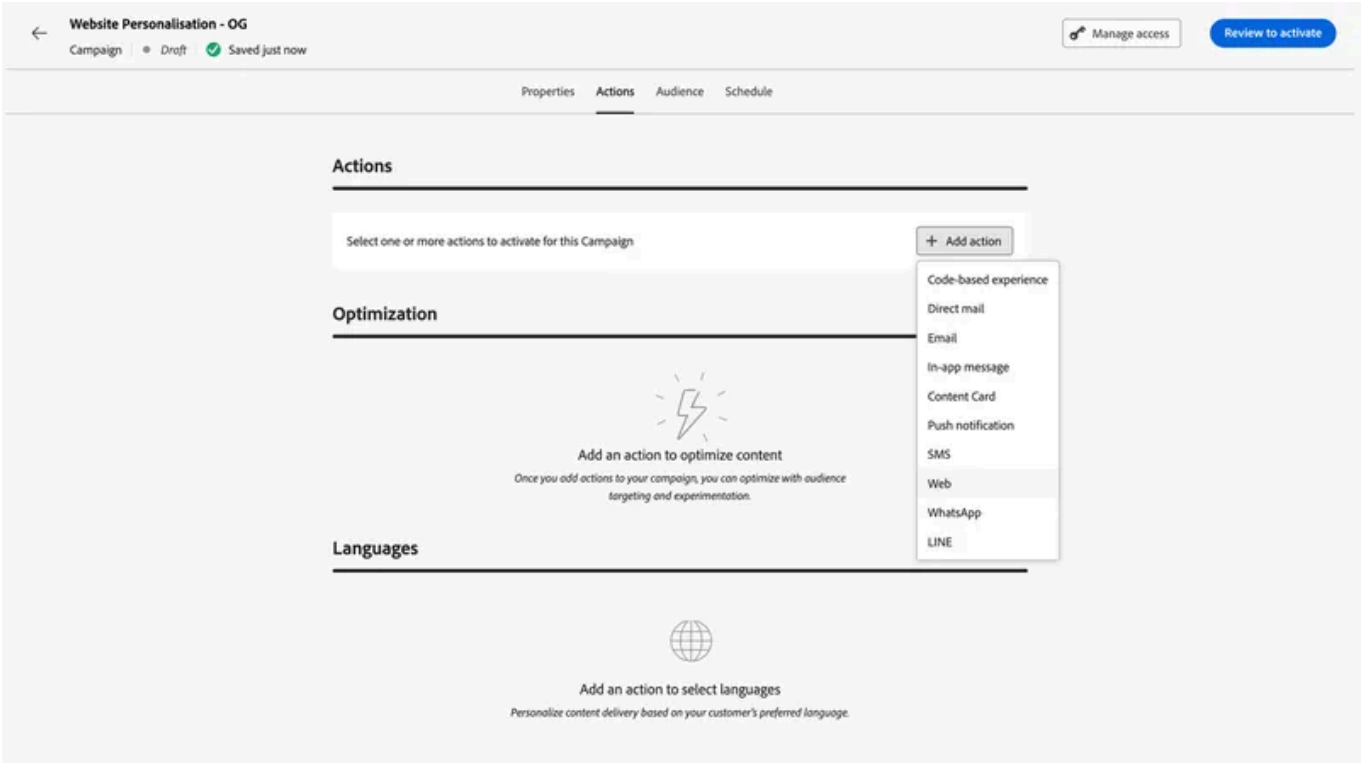
2. Choose the **Scheduled - Marketing** option and click **Confirm**



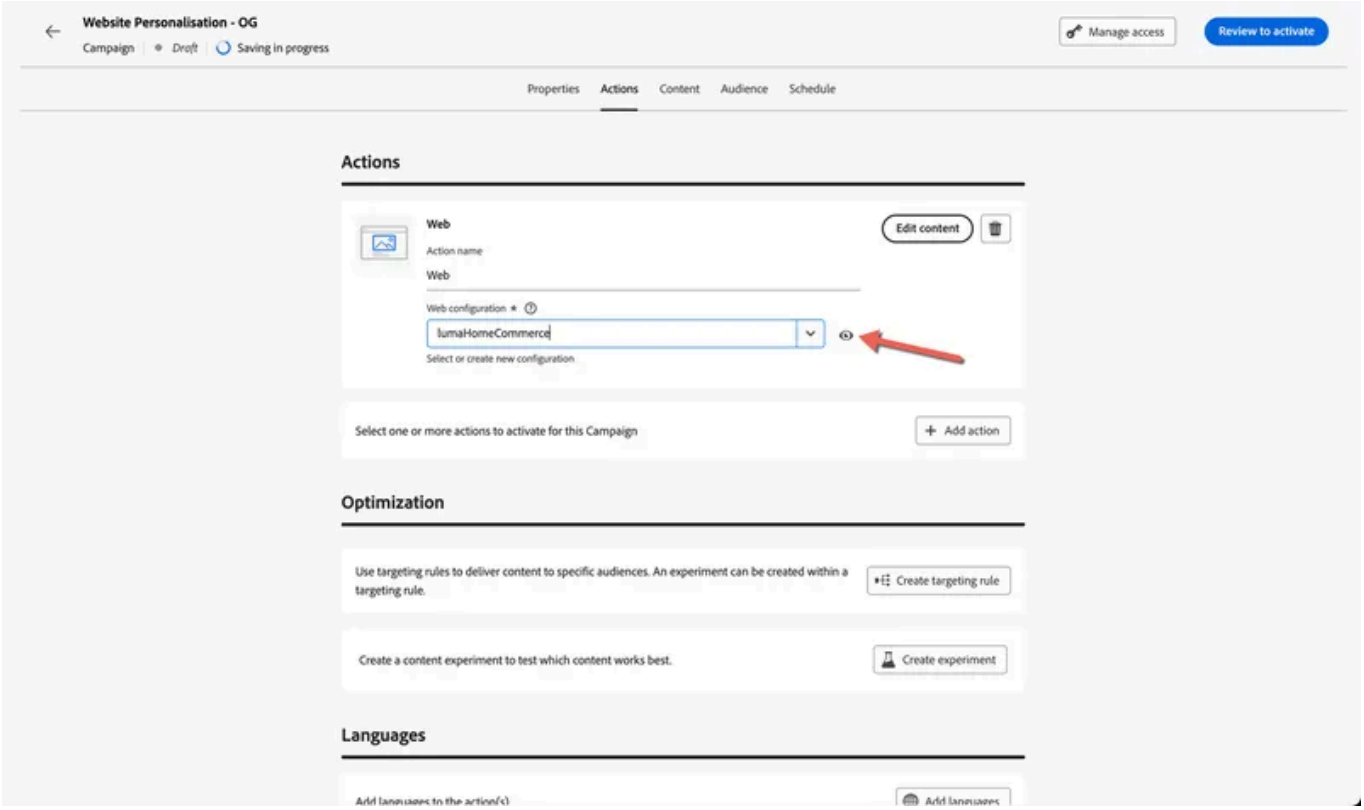
3. **Name** your campaign. Add your initials or lab number at the end so you can recognize it later. You can add a **description** and **tags** to help with organization but these are optional.



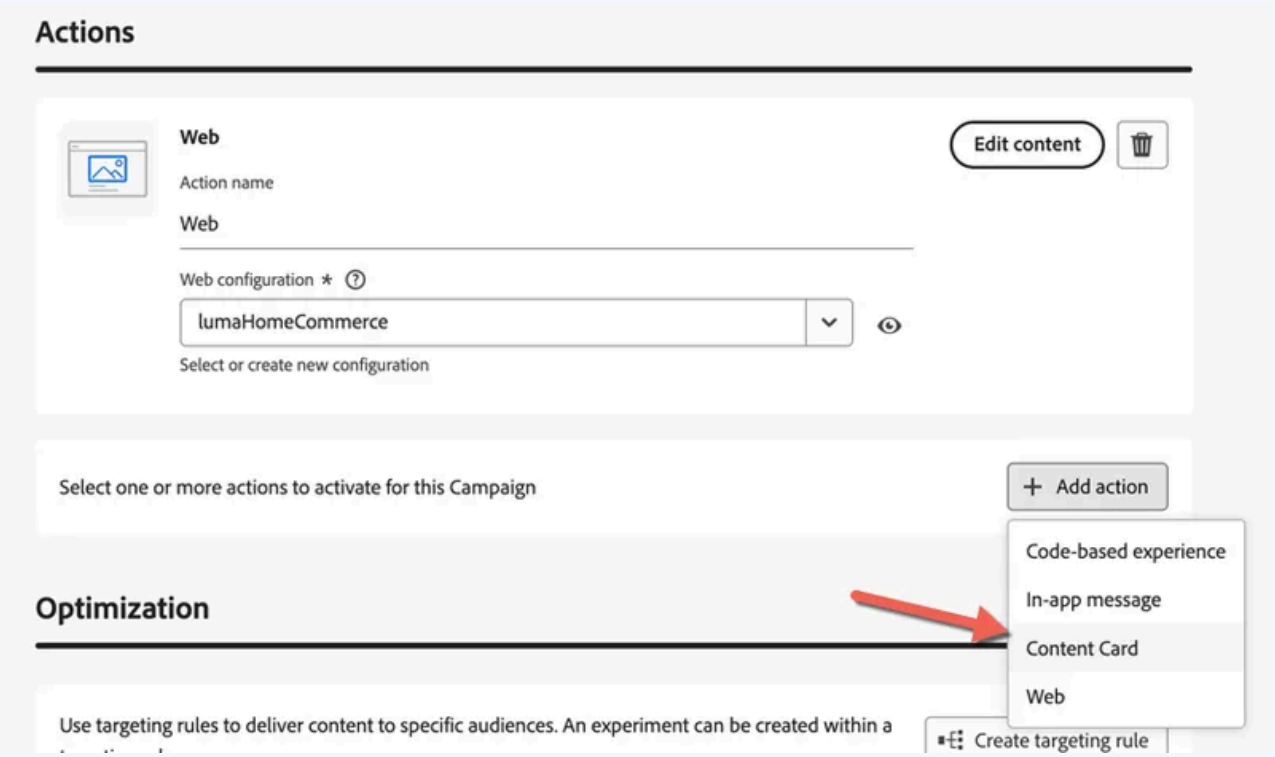
4. Click to **Add action** and select **Web**



5. Select the **lumaHomeCommerce** web configuration - this is a predefined object which defines the website location or locations where the experience will appear. You can see the details of the config by clicking the eye icon.



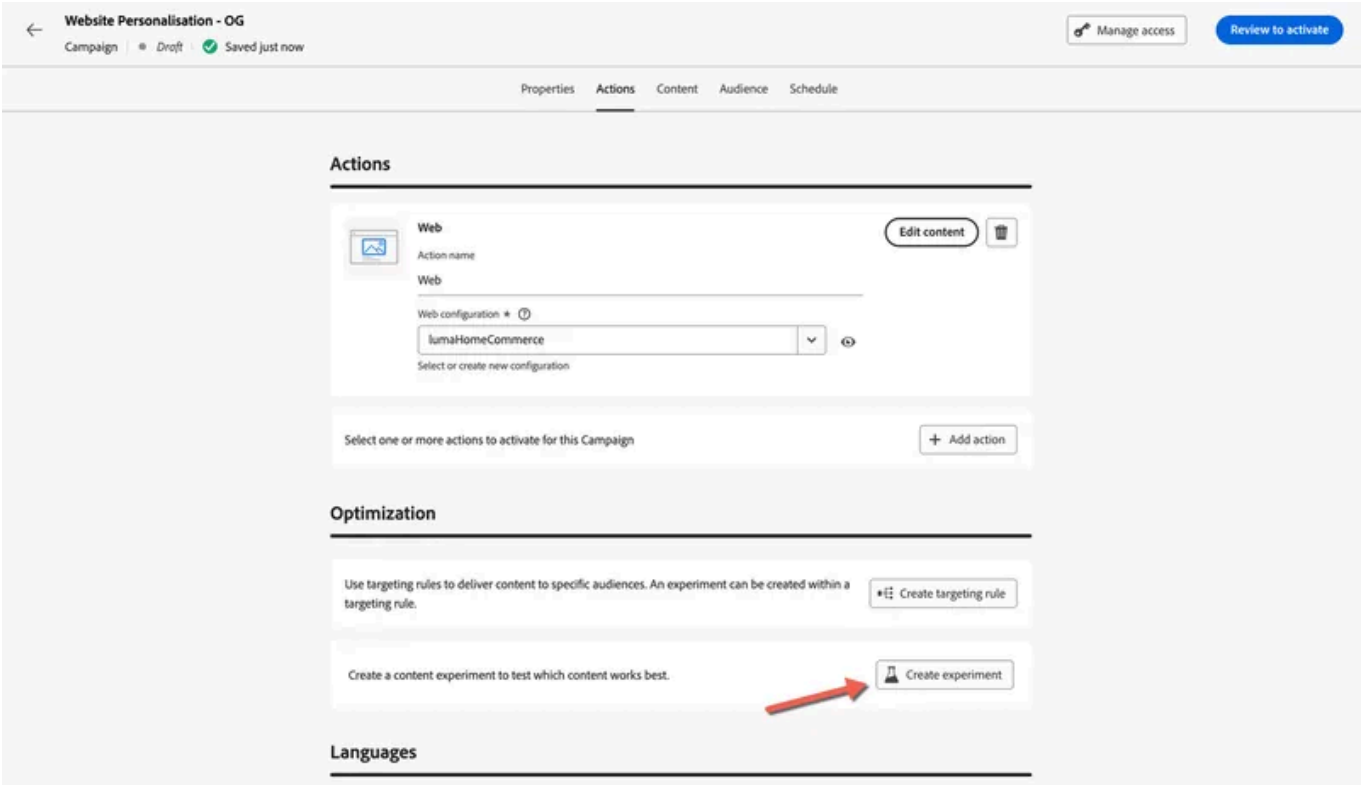
Note - Inbound Action Campaigns can support multiple channels. So you could add a similar experience to your mobile app using a Content Card or In App message within the same campaign definition if you add a second action. We will skip this for the lab.



Now we want to test different versions of our creative, so we'll go ahead and create an experiment within this campaign.

Create Experiment

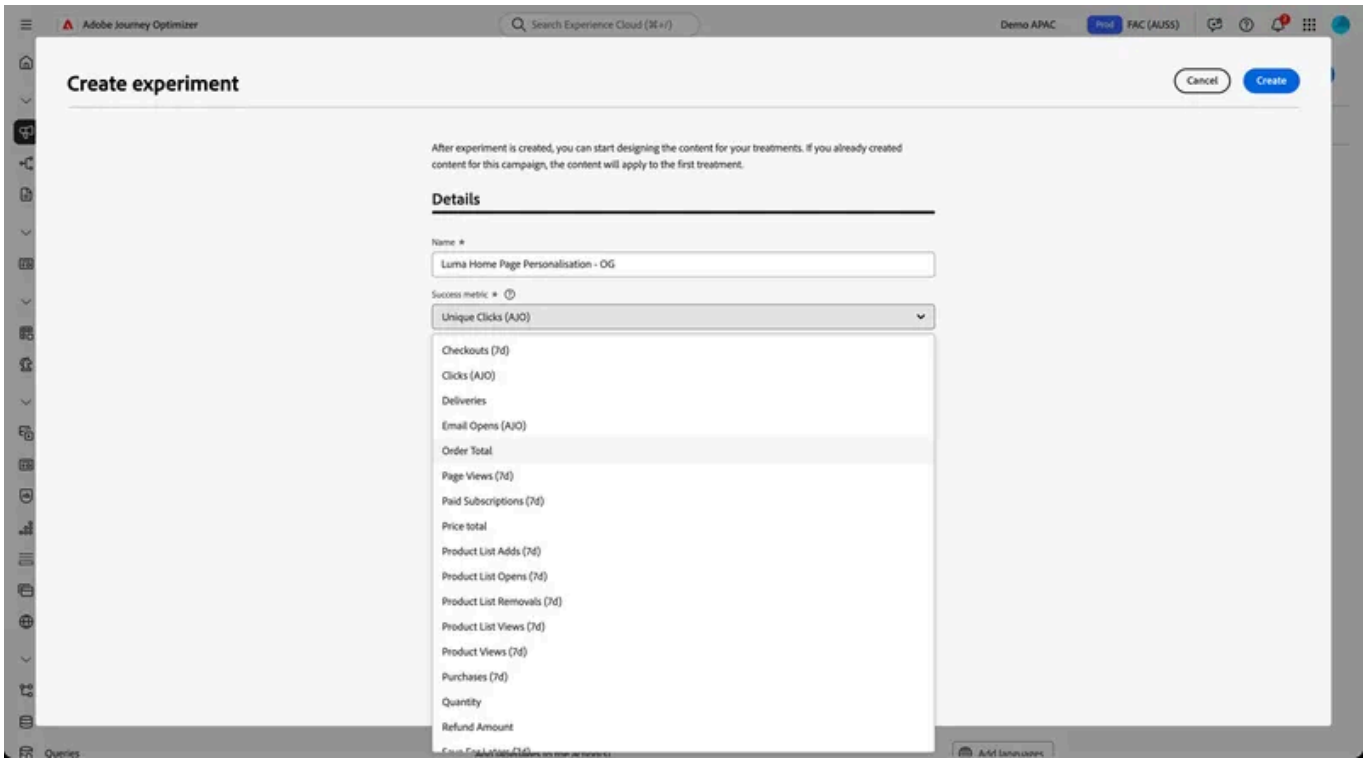
1. Now we want to test different versions of our creative, so let's click to **Create experiment.**



2. Give your experiment a name like **Luma Home Page Personalisation** add your initials so you can recognise it later - this experiment name will be leveraged by reporting.

   We then need to define the **Goal** or **Success Metric** for the campaign. This can be simple metrics like clicks or conversion metrics like **Purchases (7d)**.

> Journey Optimizer provides commerce conversion metrics out of the box but with Customer Journey Analytics license you can choose to optimize for any metric defined within your data view.



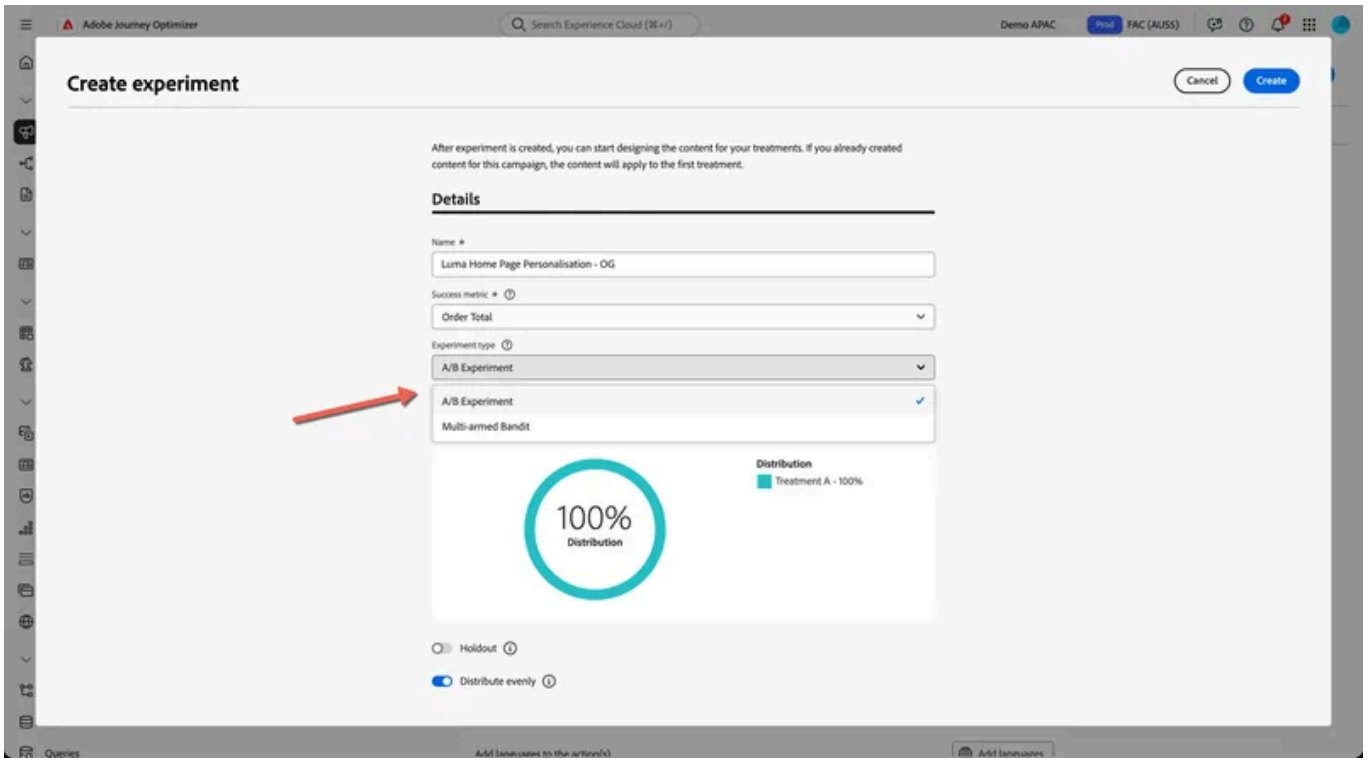
3. Next we need to choose the experiment type, for this lab we will select **A/B experiment**.

A/B Experiment Splits traffic as you define between treatments and measures performance until results are statistically significant. Best for learning which treatment performs better in a controlled comparison.

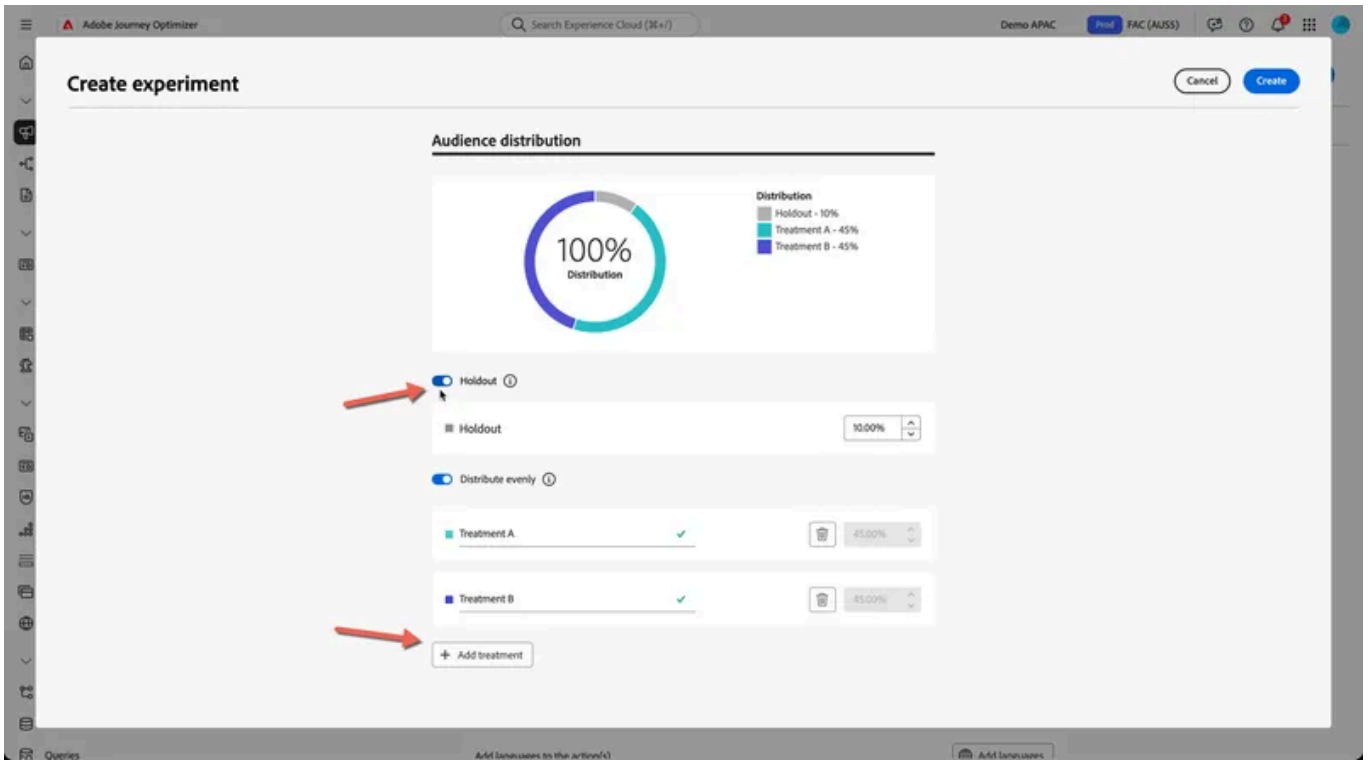
Multi-armed Bandit Shifts traffic toward higher-performing treatments as data is collected, balancing speed and optimization. Useful when you want to maximize conversions during the experiment.

You can even **Bring your own Multi-armed Bandit.**

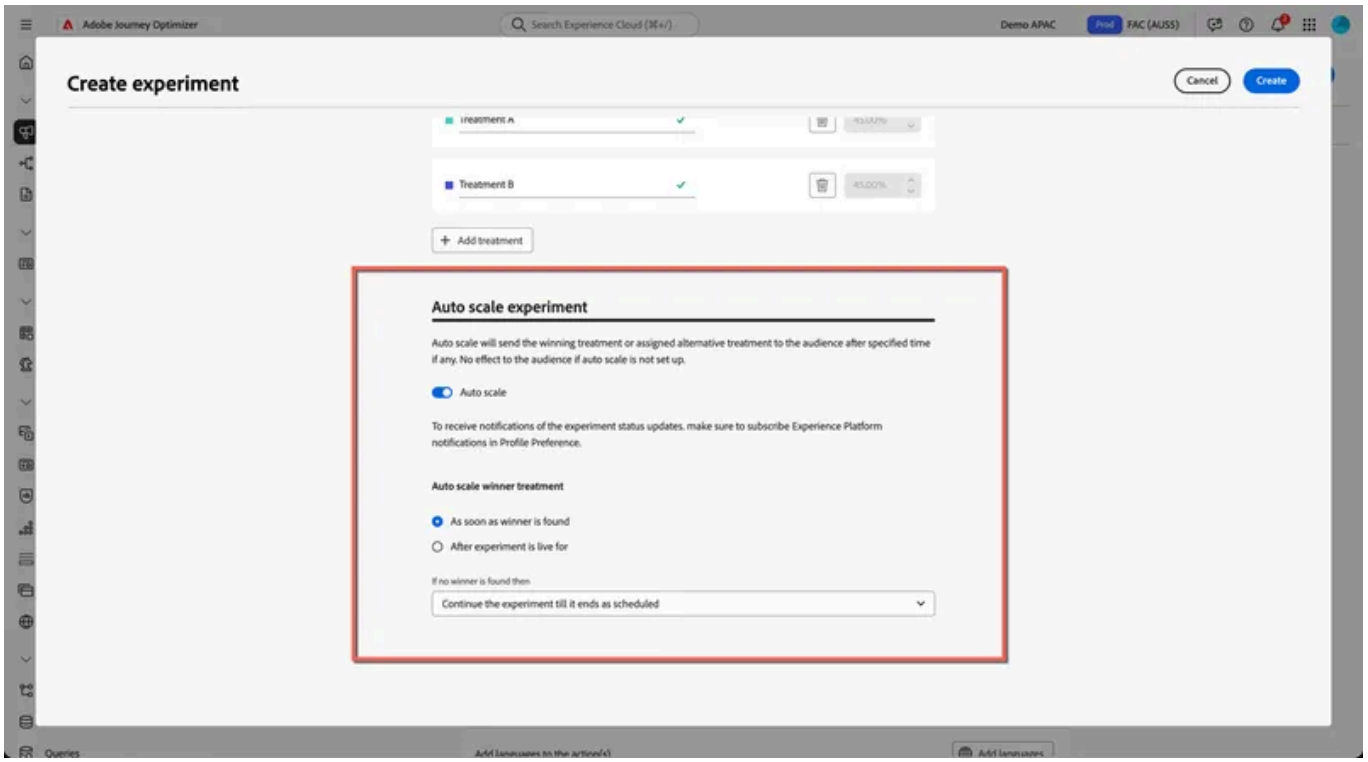
Read more



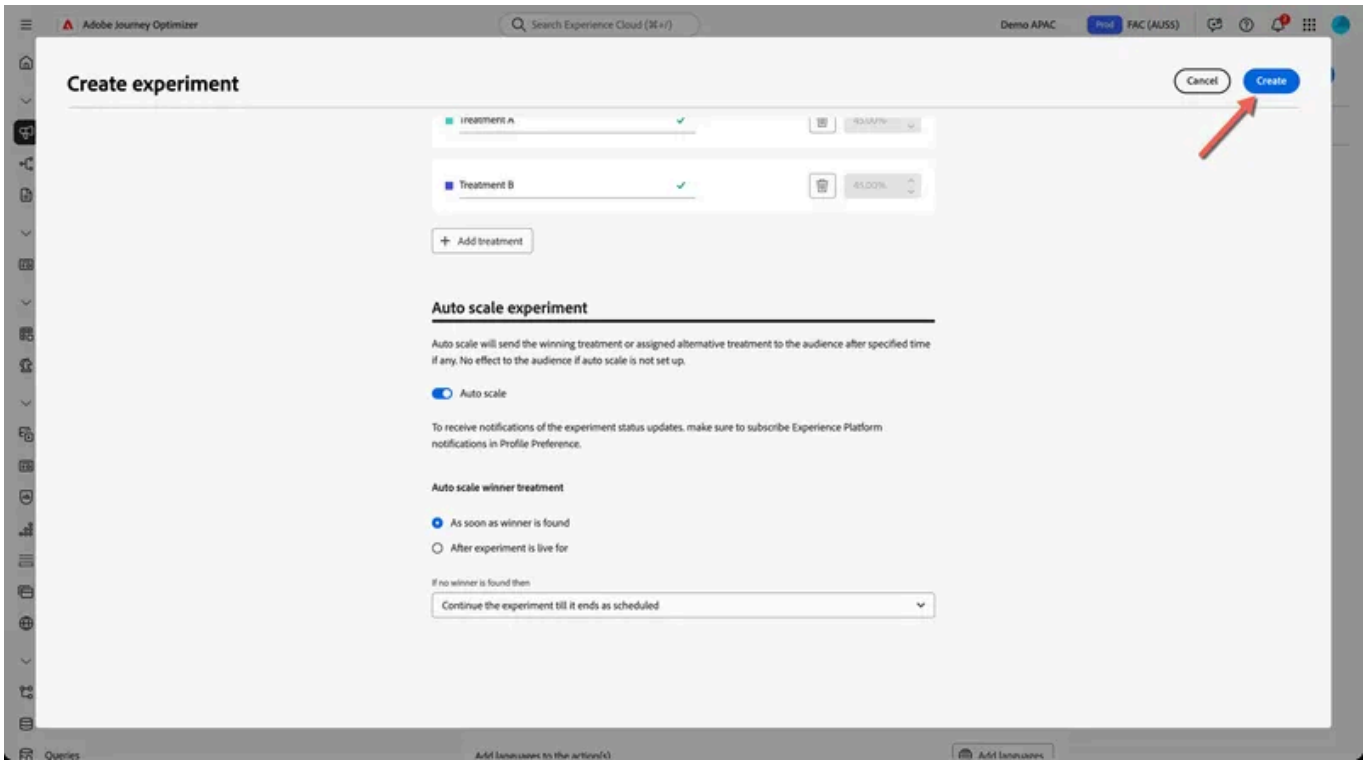
4. Click to add a second treatment or variant to our experiment and decide if you want to apply a holdout (ie. control) group or not.



5. Lastly you can choose to Auto Scale the experiment to present the winning version once a statistical winner has been found.



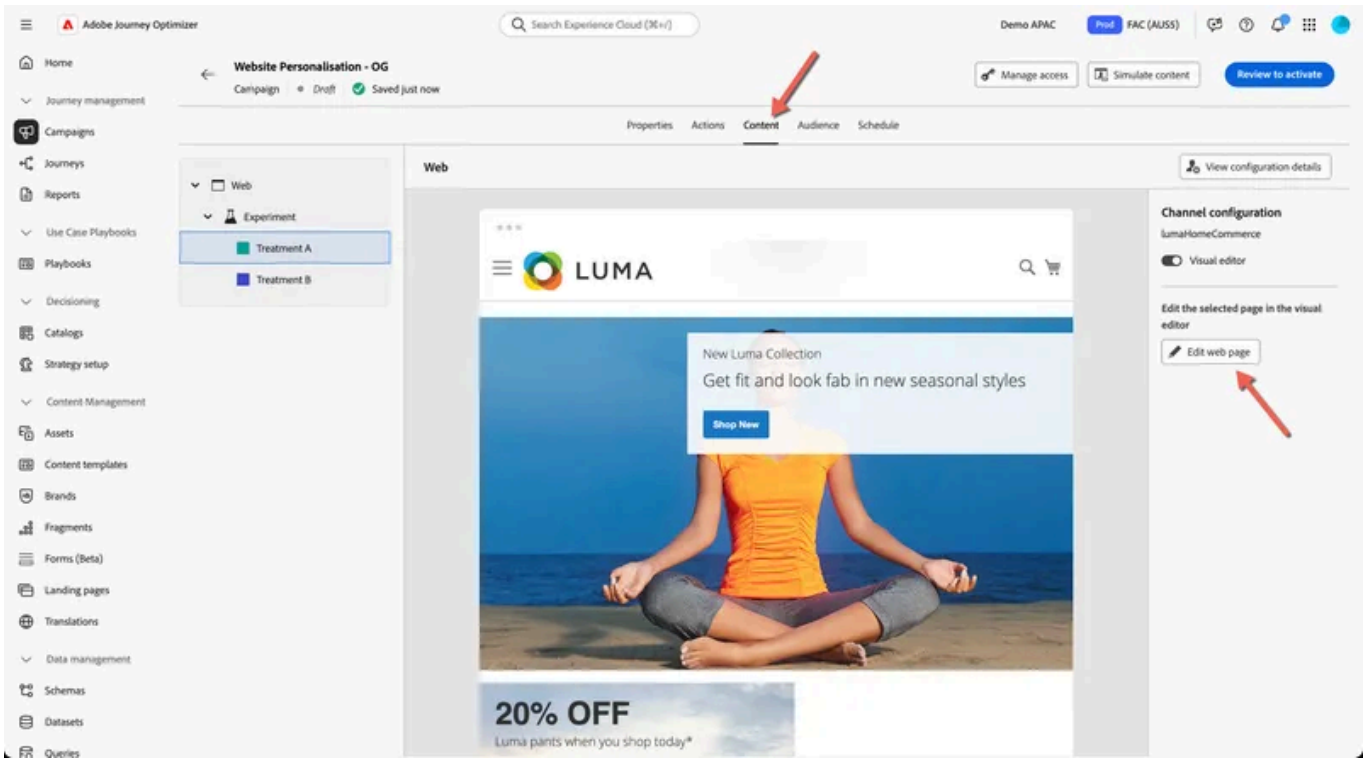
6. Click **Create** to create the experiment and return to the Campaign configuration.



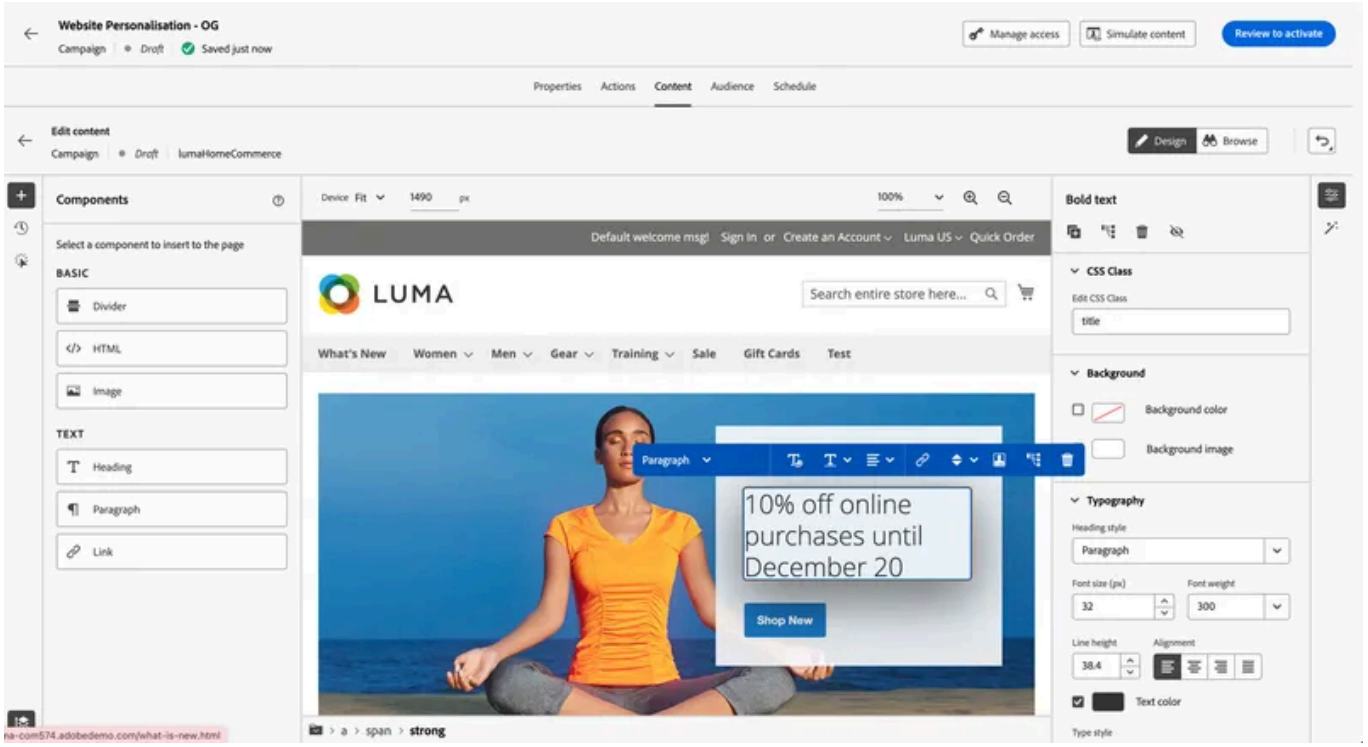
Define Content

Next we'll add our updates for each of the treatments.

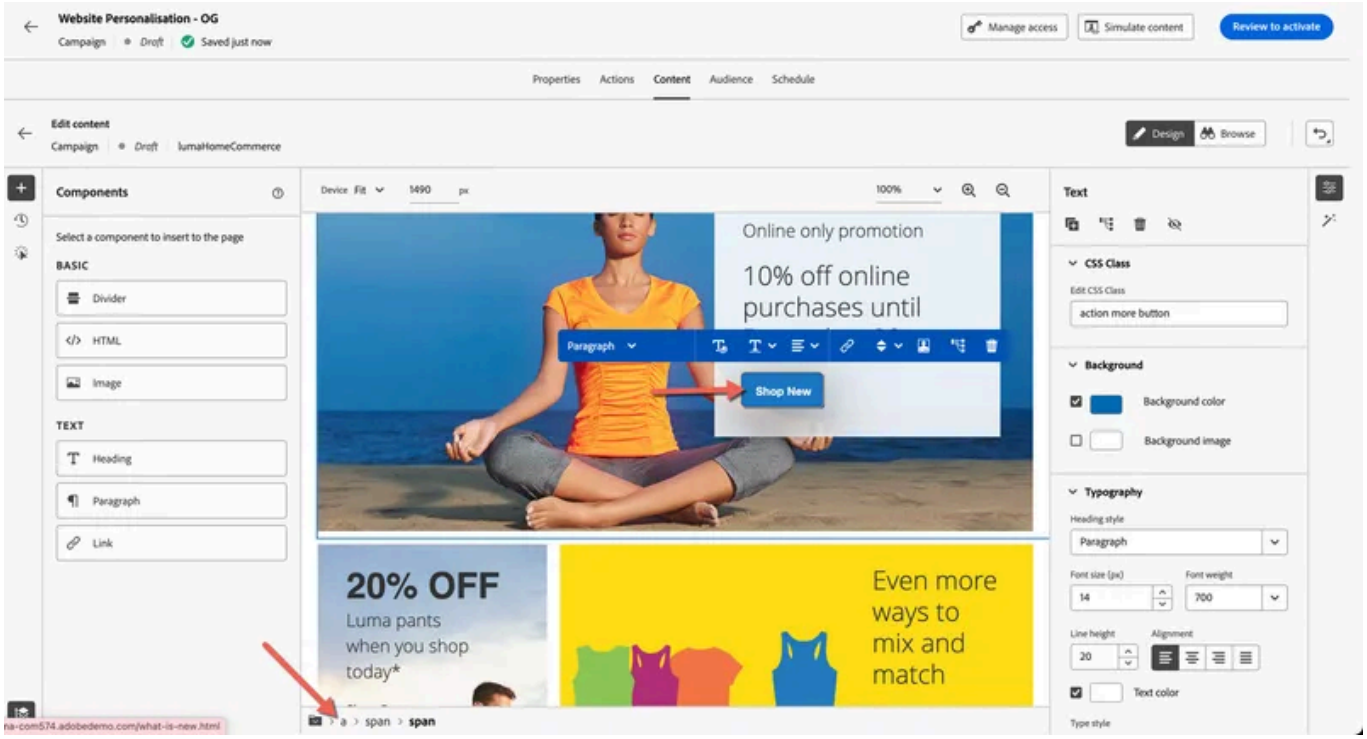
1. Click to the **Content** tab and click to **edit web page**



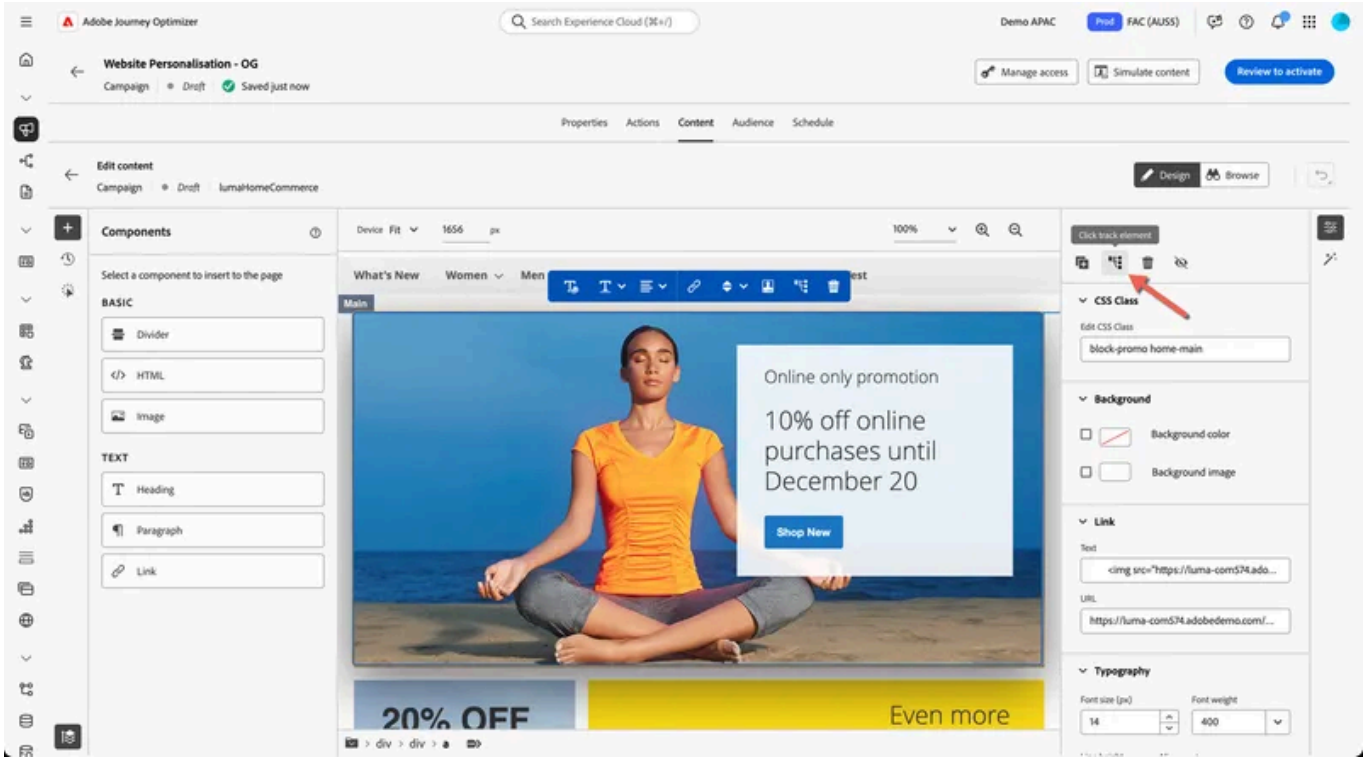
2. Use the visual editor to update the text within the main banner.



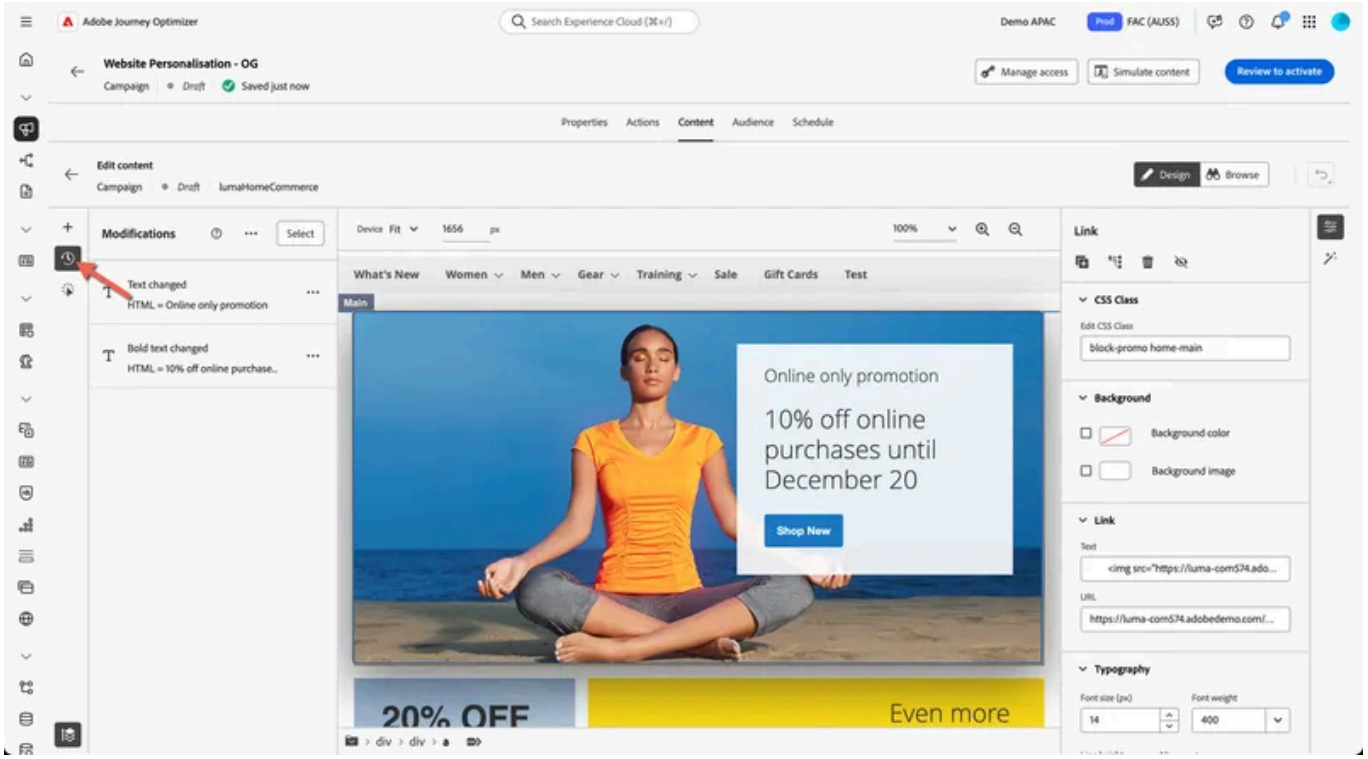
3. Next we need to configure the elements that will be tracked. Click on the shop new button then use the element list at the bottom of the editor to select the anchor <a> tag wrapping the span.



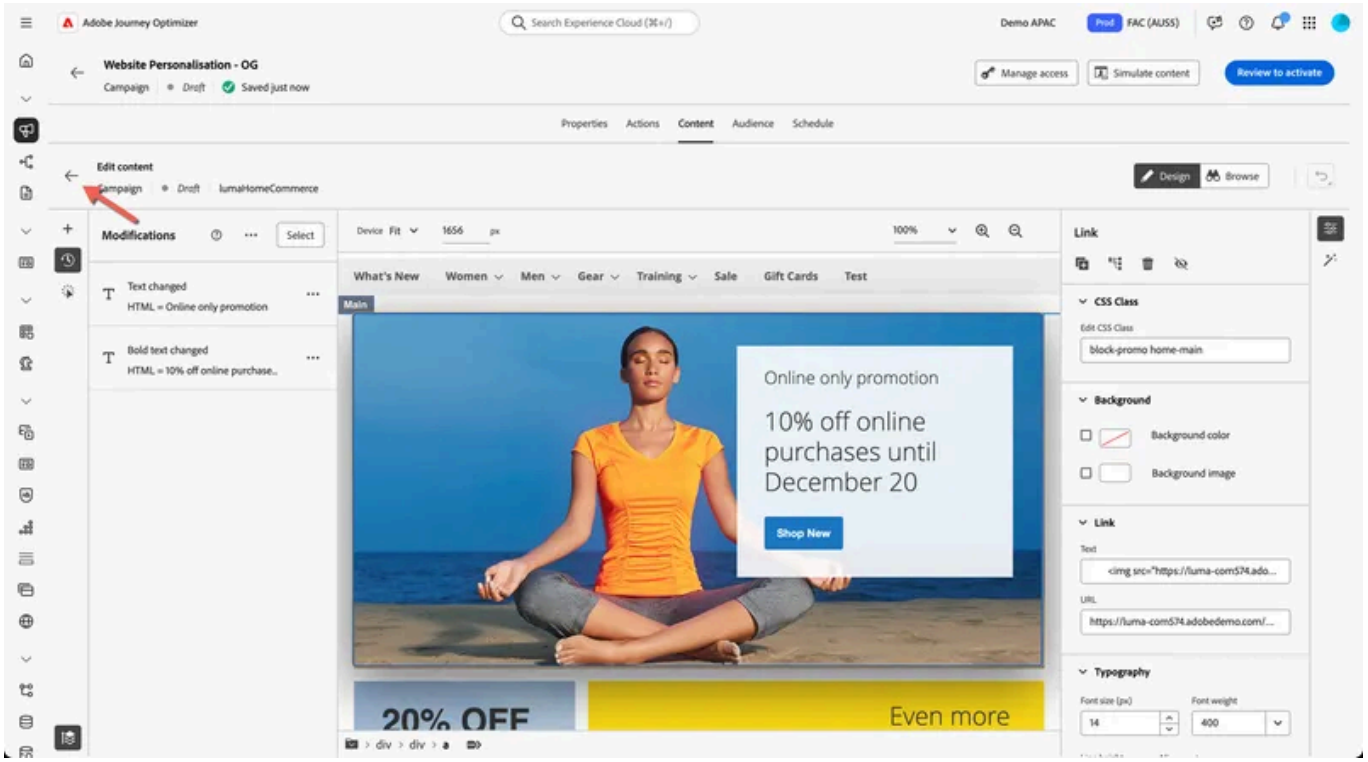
4. Select the second icon in the link setting on the right to add **Click Tracking** to the element - this will ensure a new experience event is added to profiles interacting with the modified content. This is used by the reporting and can be used to further segment your customers.



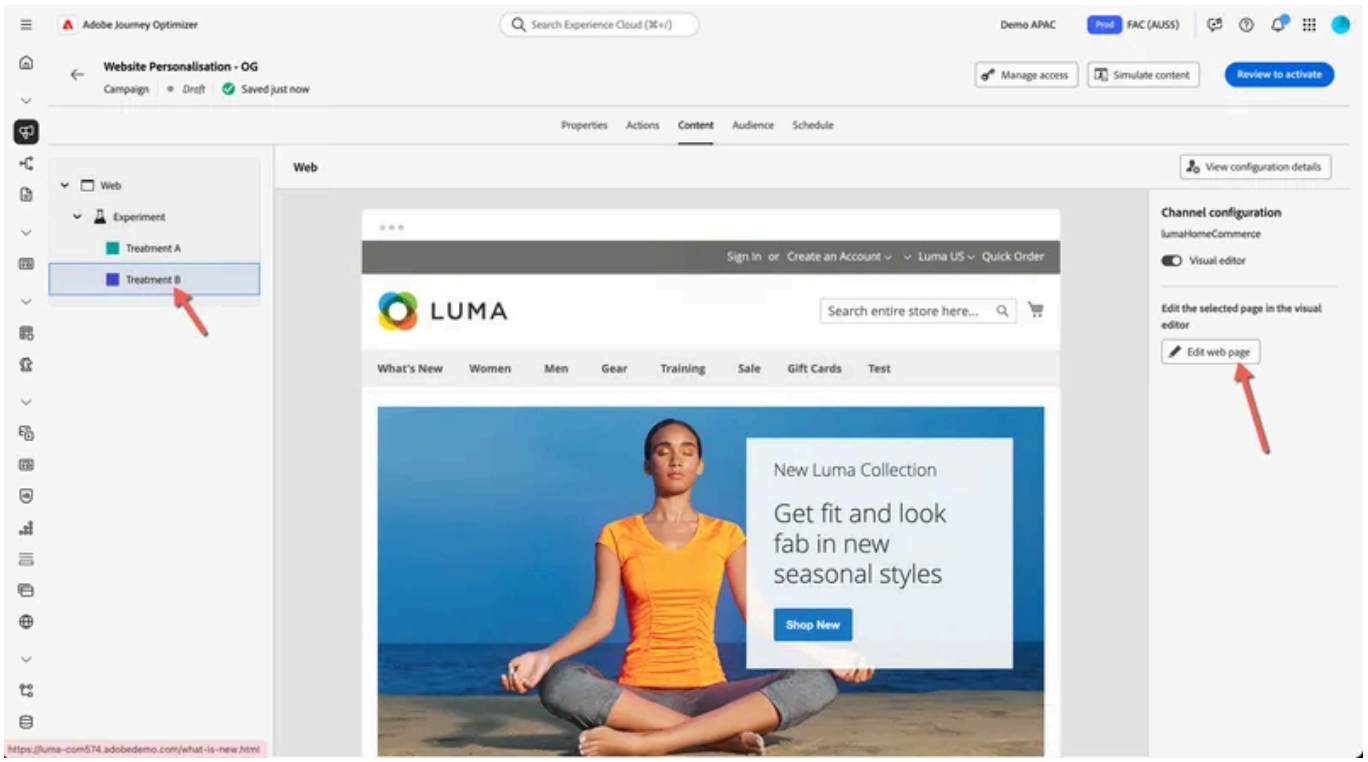
5. You can see the list of modifications you've made to the page using the tabs on the left.



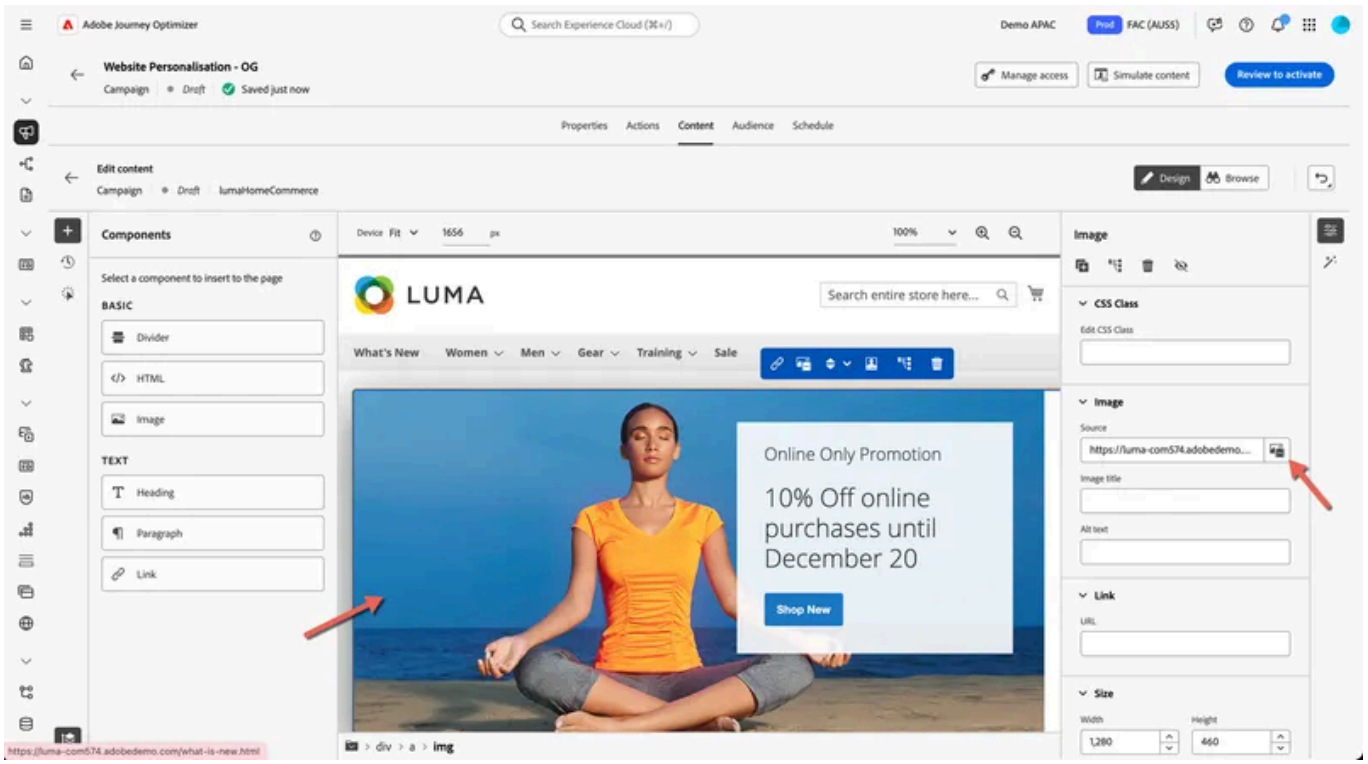
6. Click on the arrow to exit the editor



7. Select **Treatment B** and click to **Edit Web Page** to configure the second variation.

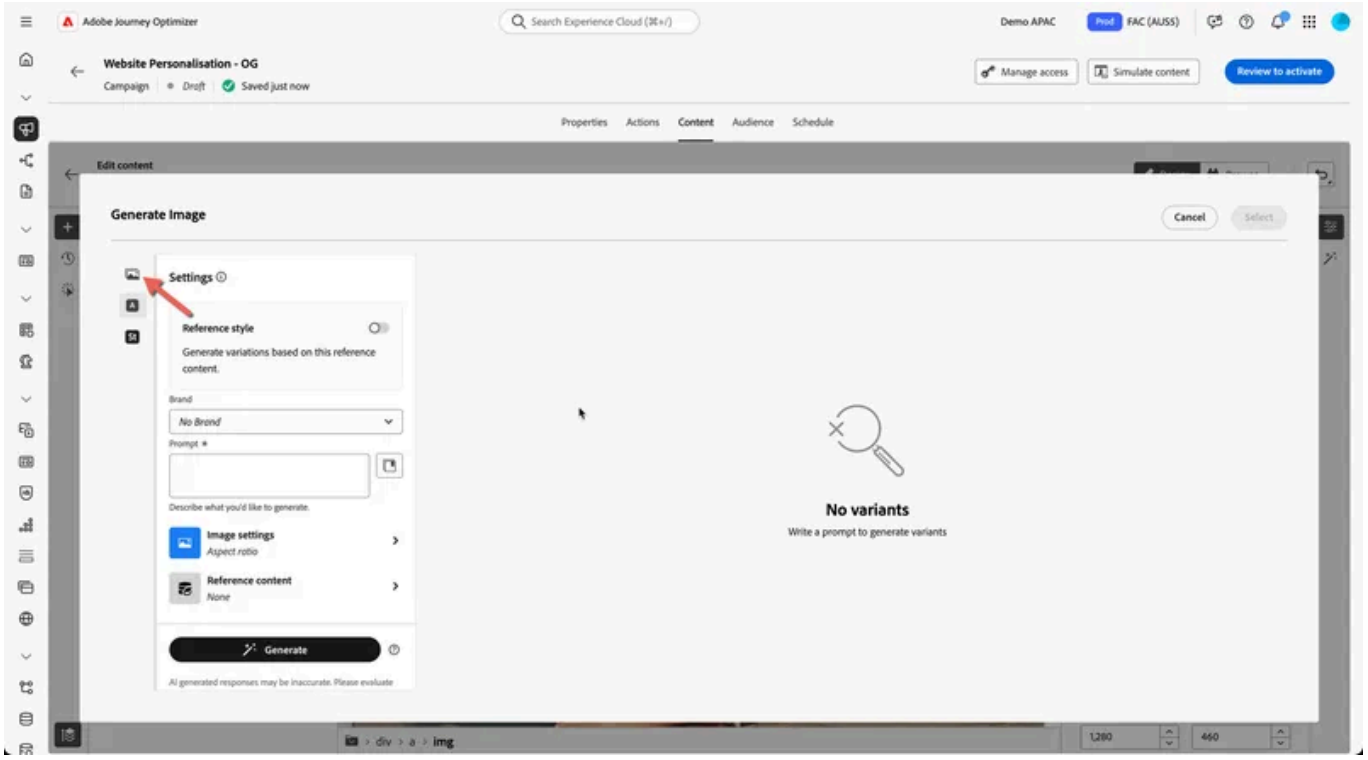


8. In this variant we'll update the banner image as well. Add the same text updates, then select the banner **image** and click to edit the **source.**

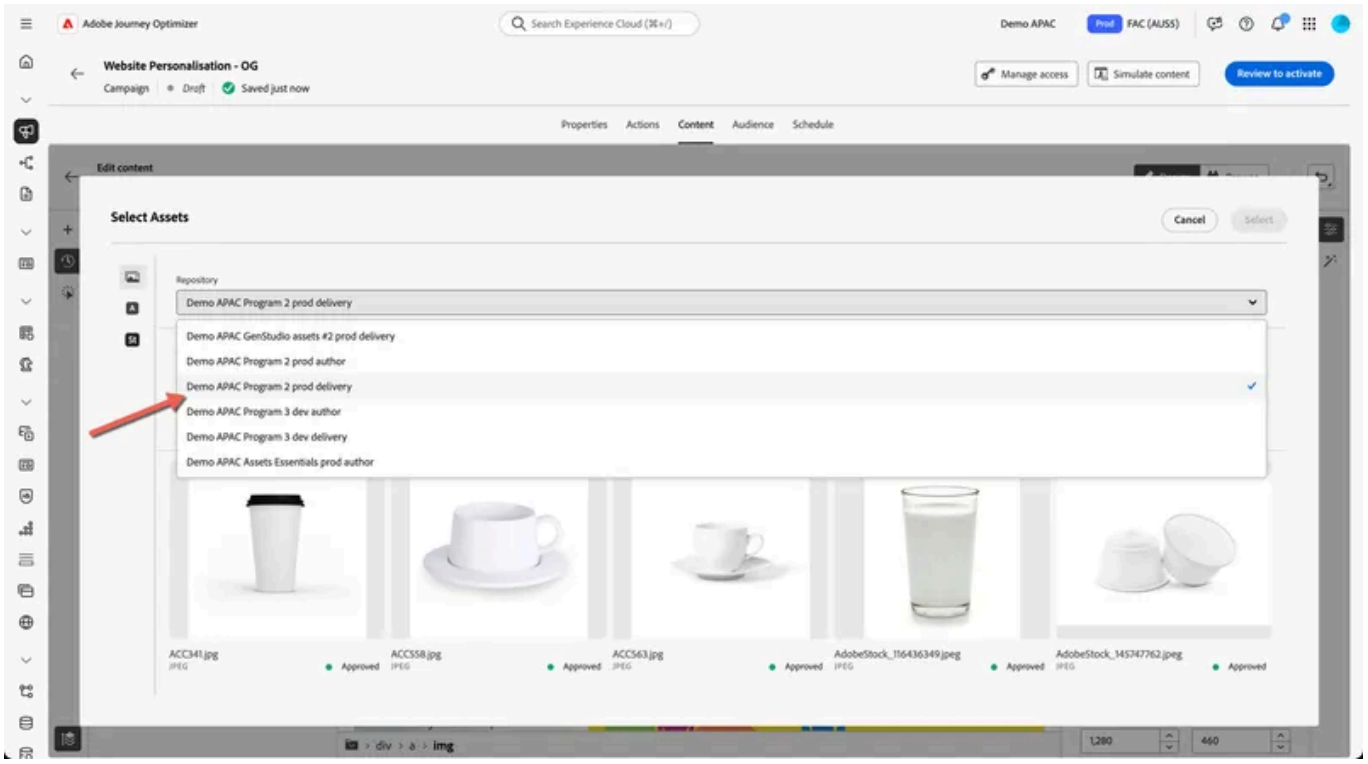


9. You can use Generative AI to create a new image or select an existing image from Adobe Stock (if licensed) or from your Asset Repository. For this exercise we'll select the banner you added to the asset repository earlier.

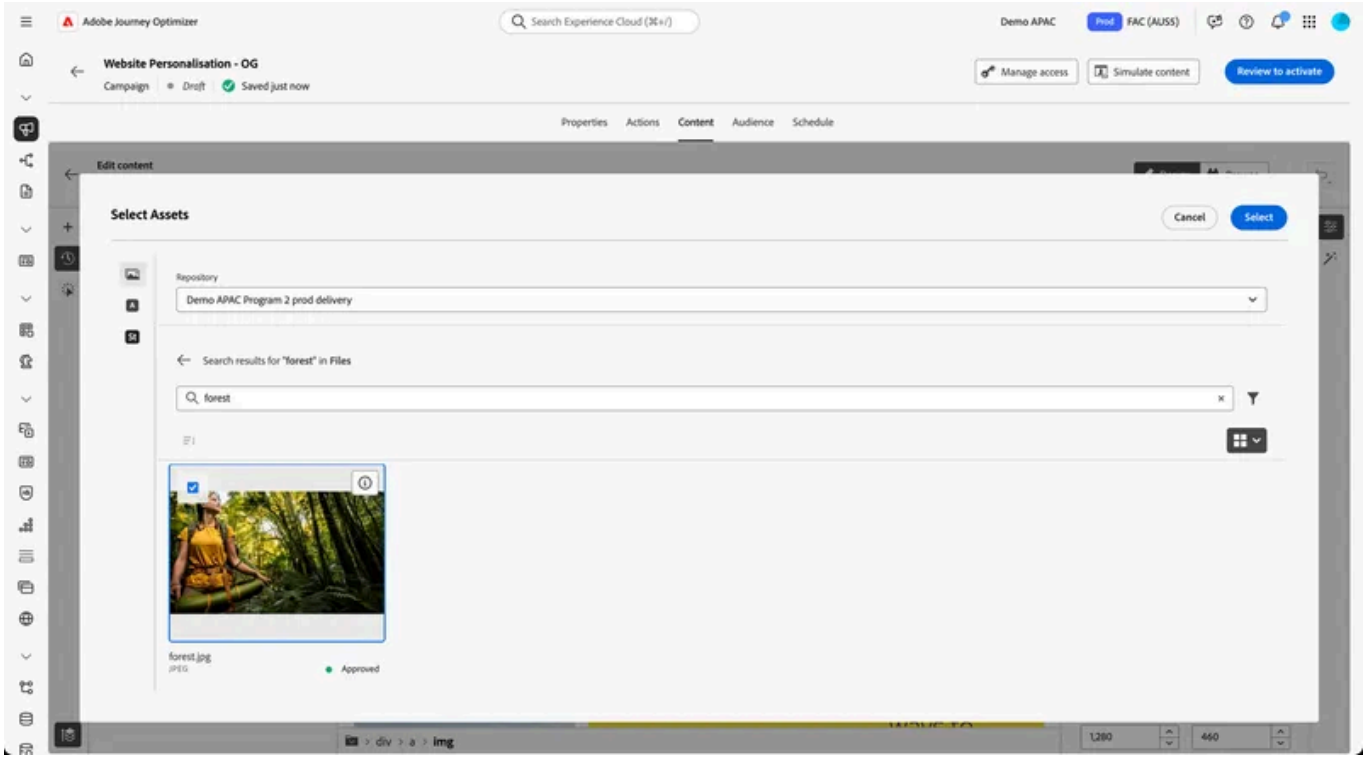
Click on the top navigation icon to access the repository.



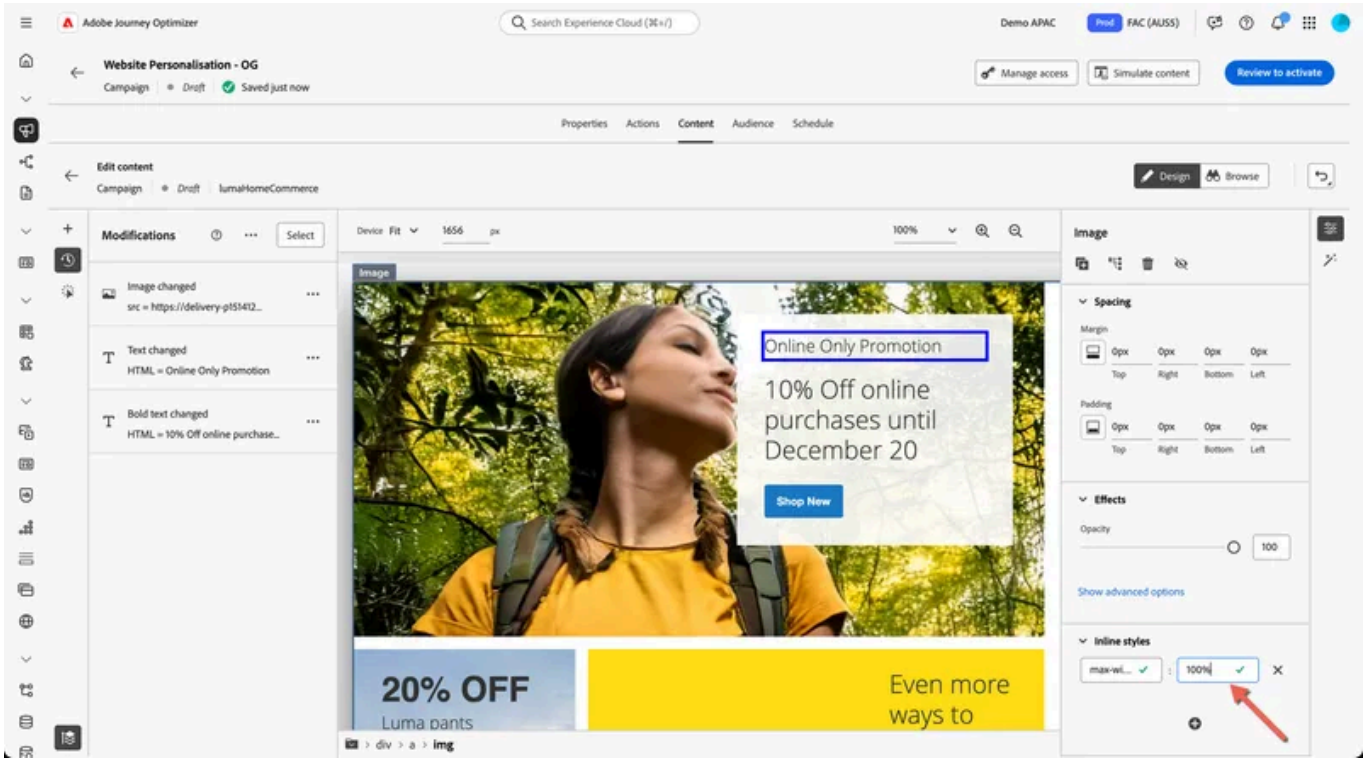
10. Make sure you're in the right repository **Demo APAC Program 2 prod delivery -** this is where you'll find the "approved" assets. You have access to both repositories but marketers might be restricted to accessing this repository only.



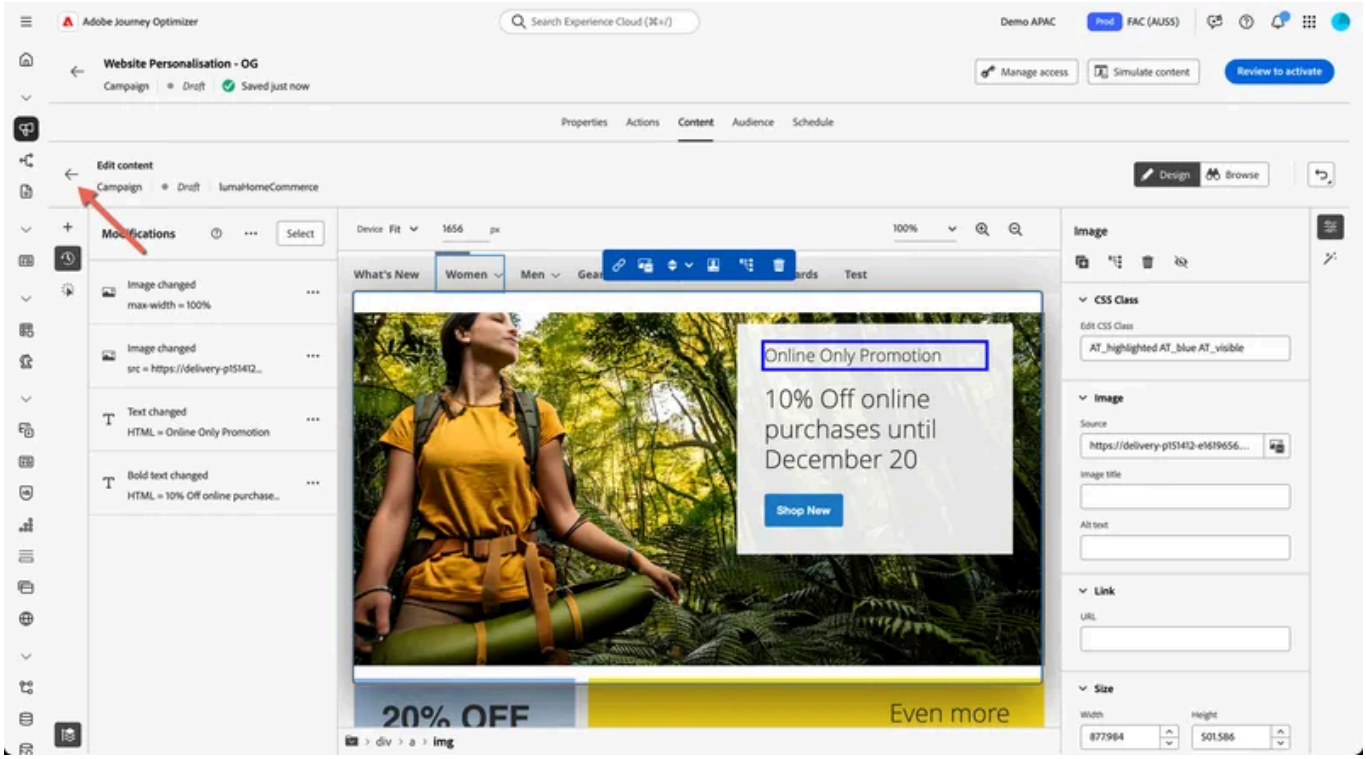
11. Search for your image using one of the AI generated keywords. Click select to add it to the campaign.



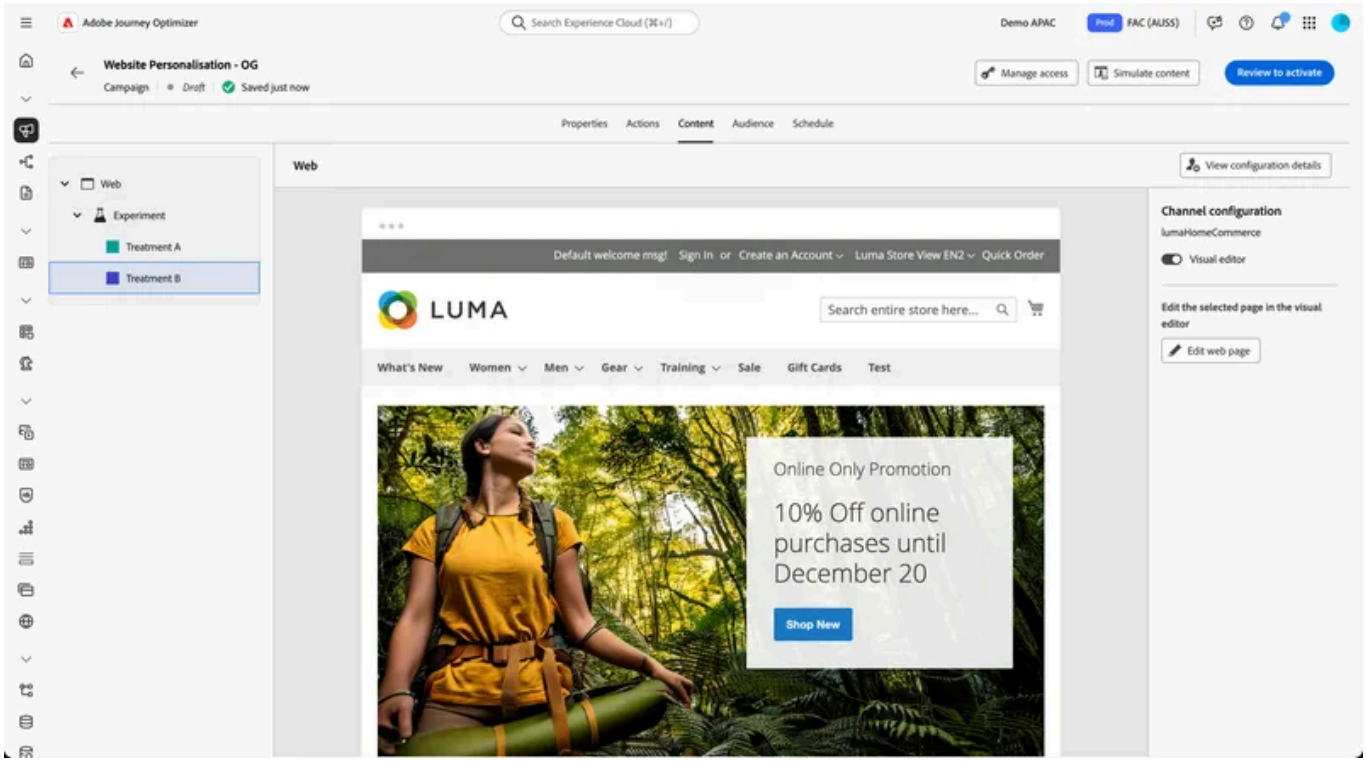
12. Scroll to the bottom of the image properties on the right panel and set the inline styles to have **max-width : 100%**



13. Click on the arrow to exit the editor



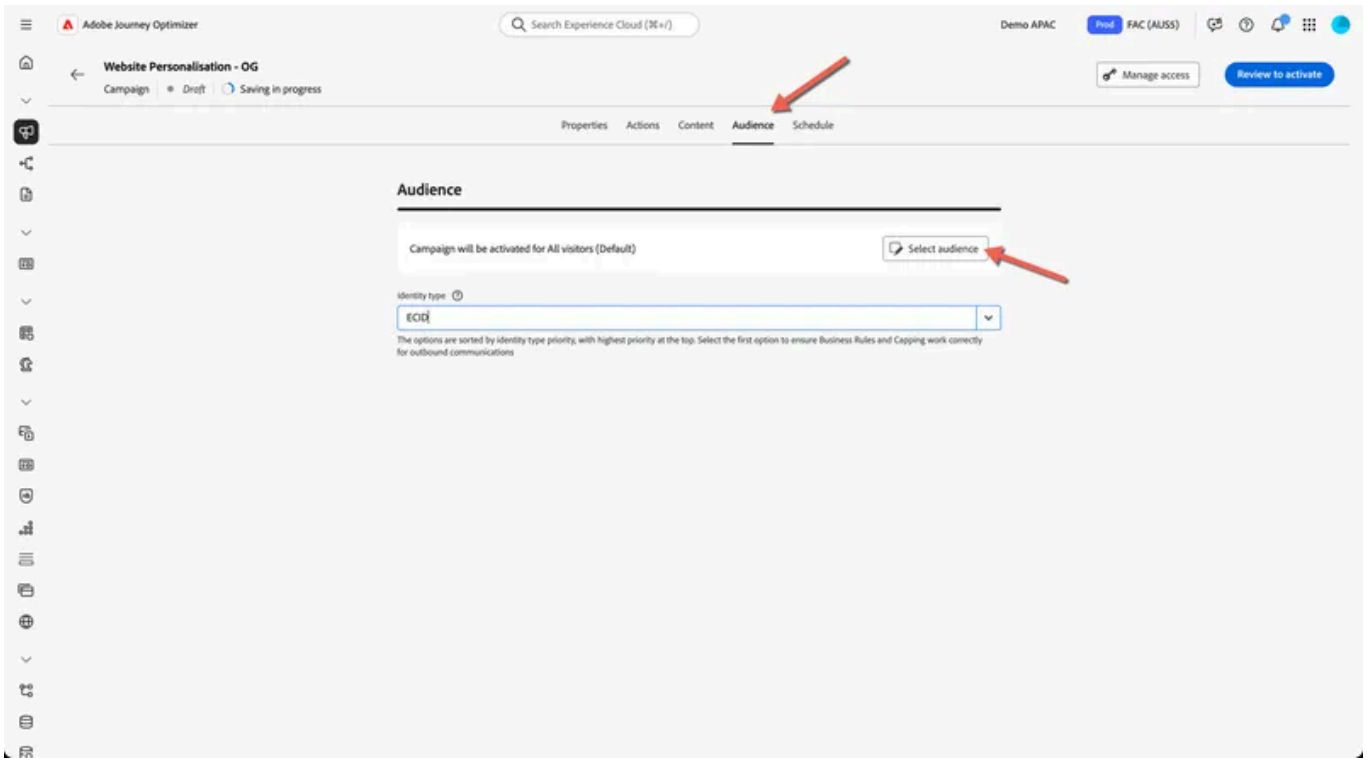
14. You can preview the different experiences here



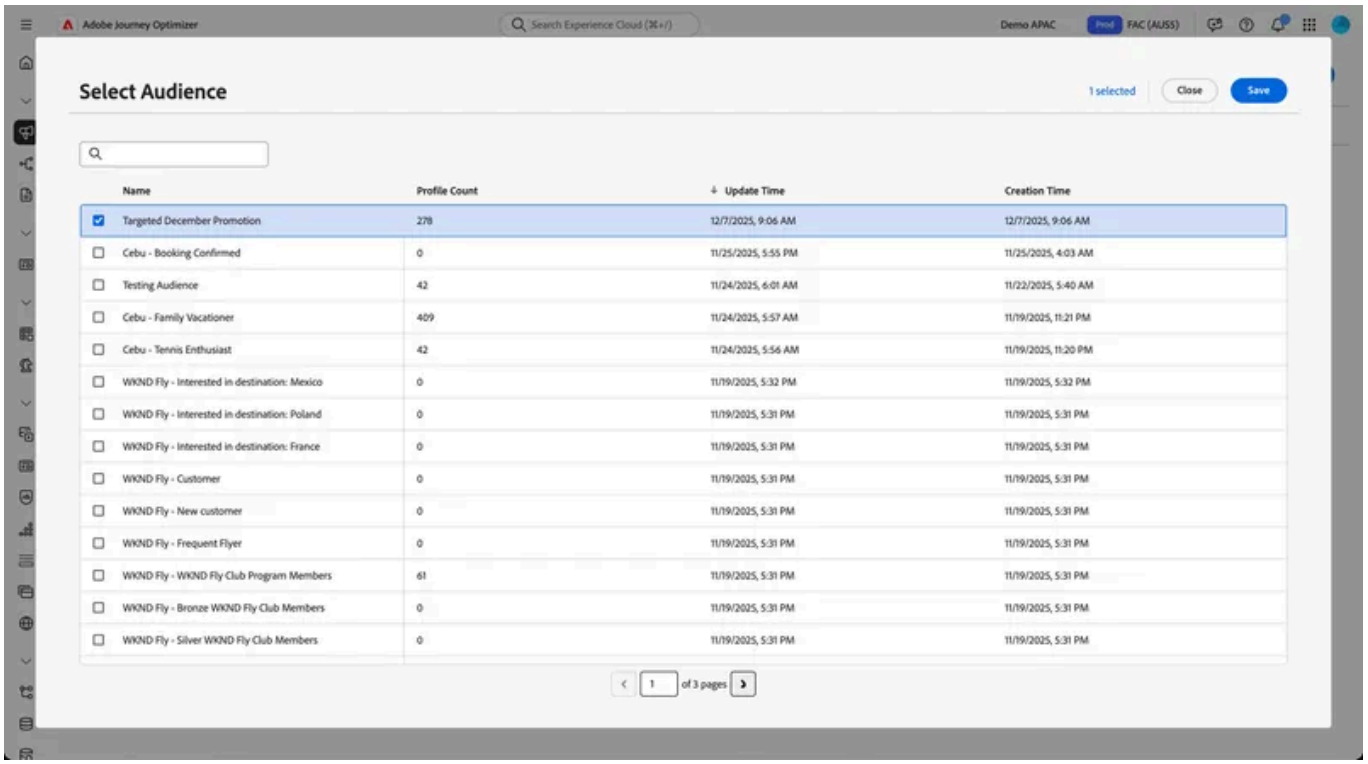
Select Audience

Web experiences can be targeted to all visitors or specific audiences. We want this experience to only show to customers we've identified to be eligible for the promotion.

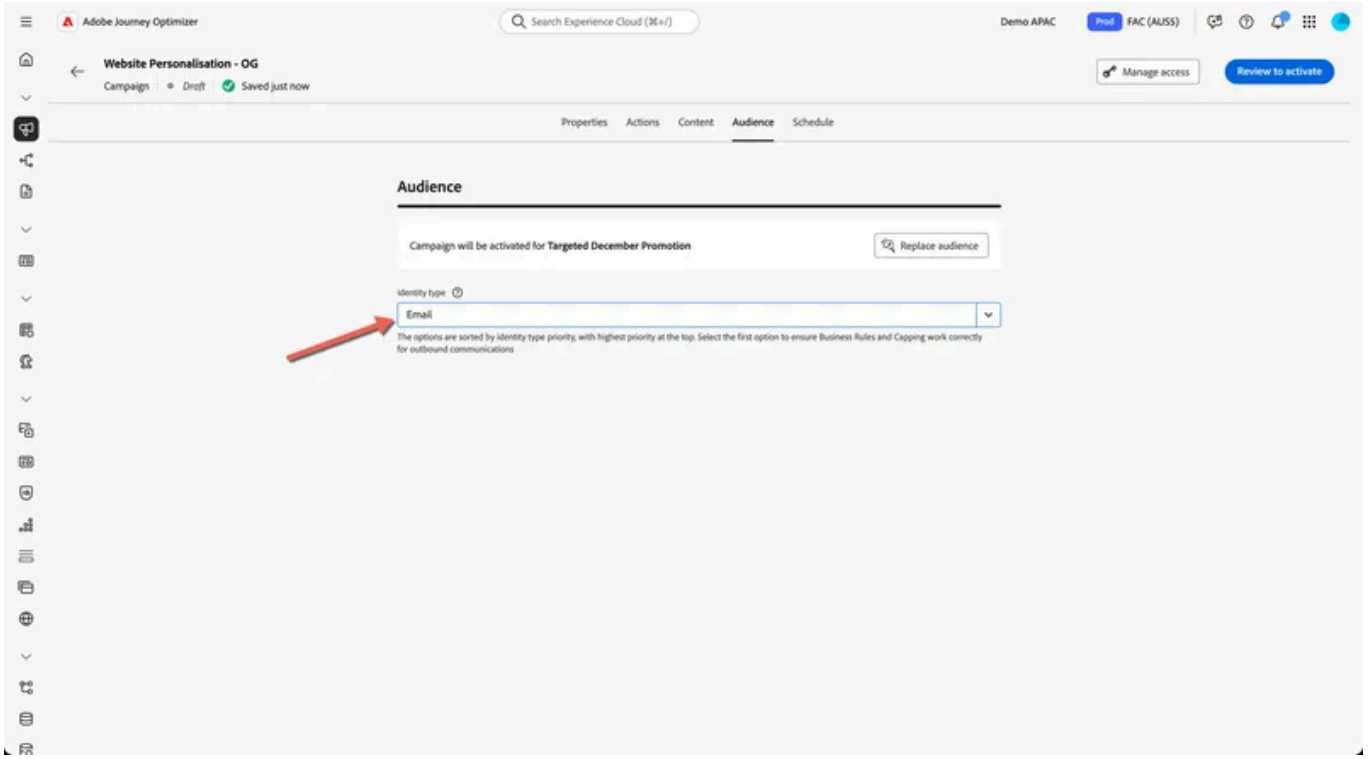
1. Change to the **Audience** tab and click to **Select audience**



2. Select the AEP Audience we created earlier in the lab.

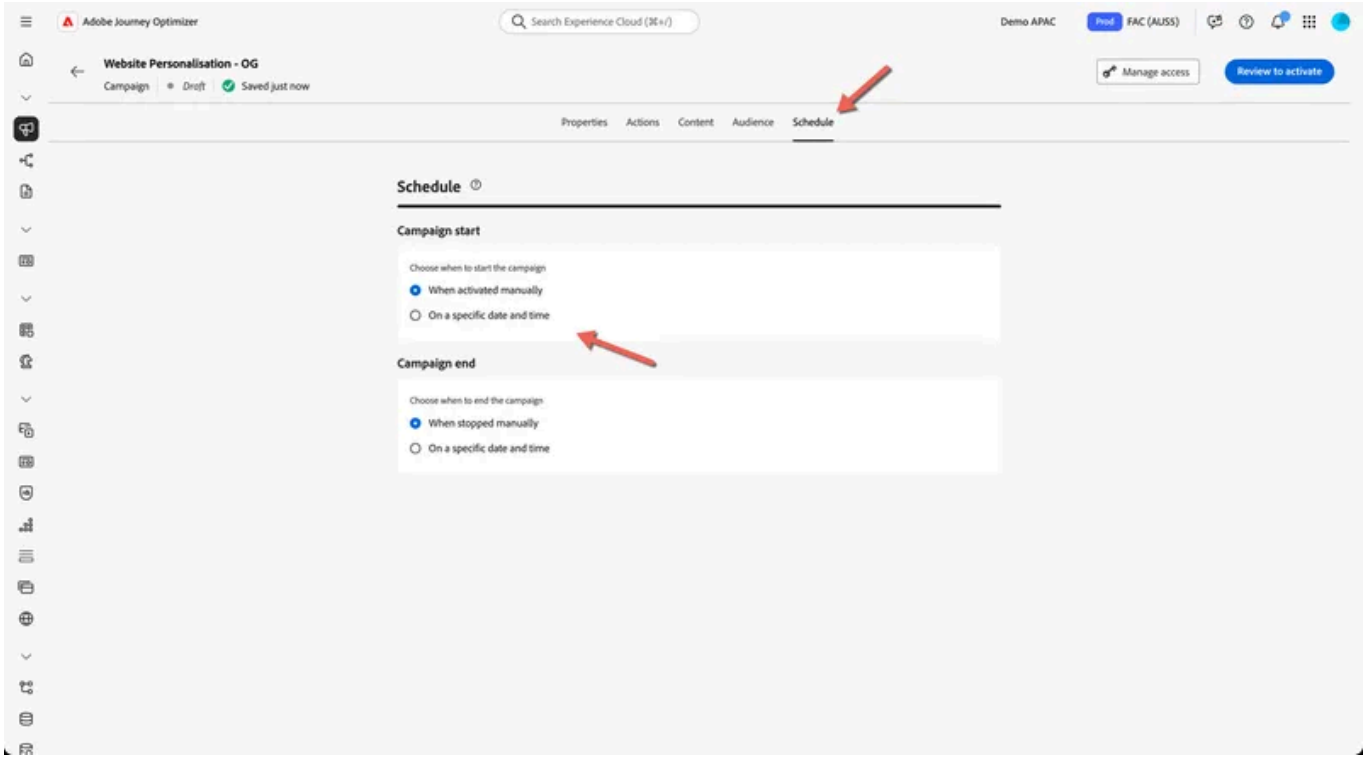


3. We will limit the experience to known customers so change the identity type to **Email.**

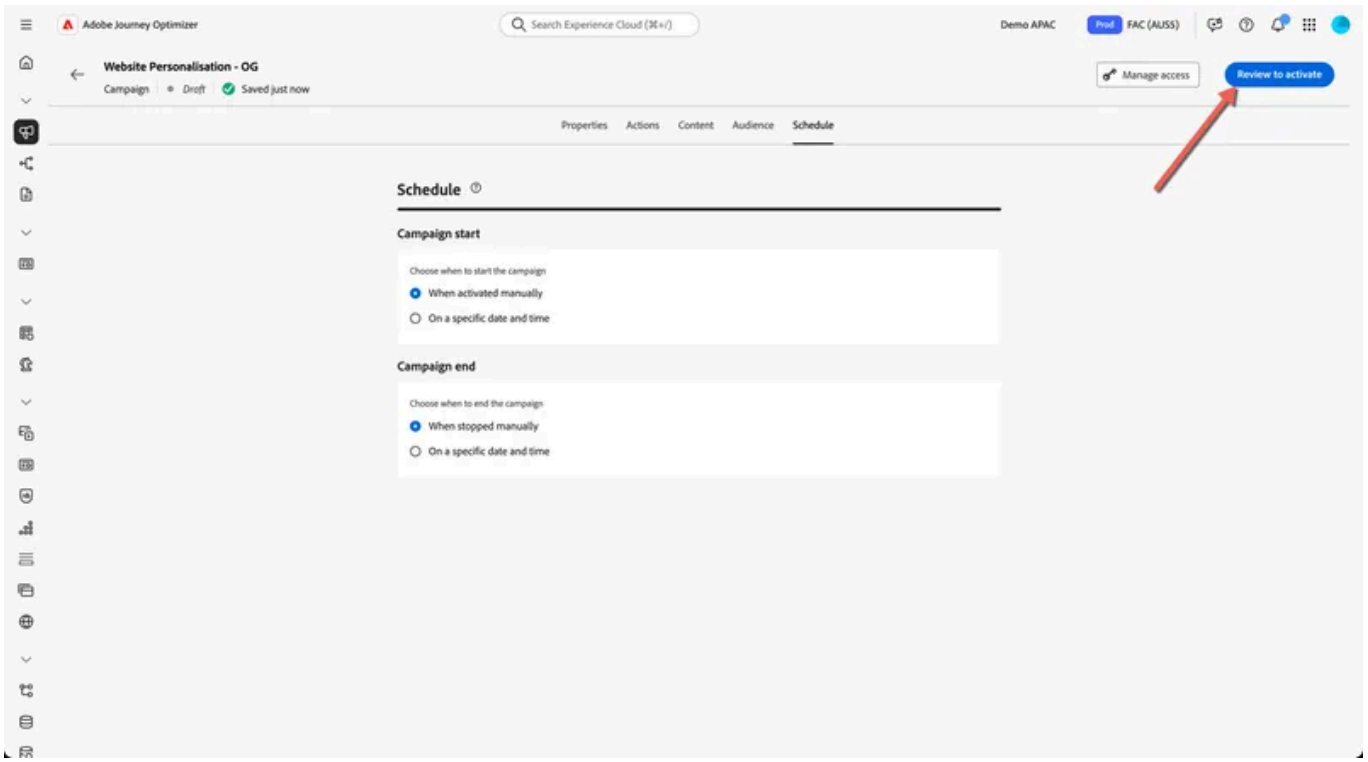


Schedule

Lastly you can schedule when the campaign should be active by switching to the Schedule tab. You can leave these as default for now.



Your campaign is now ready to be activated, click on **Review to activate**



Congratulations! Your campaign is now ready.

