

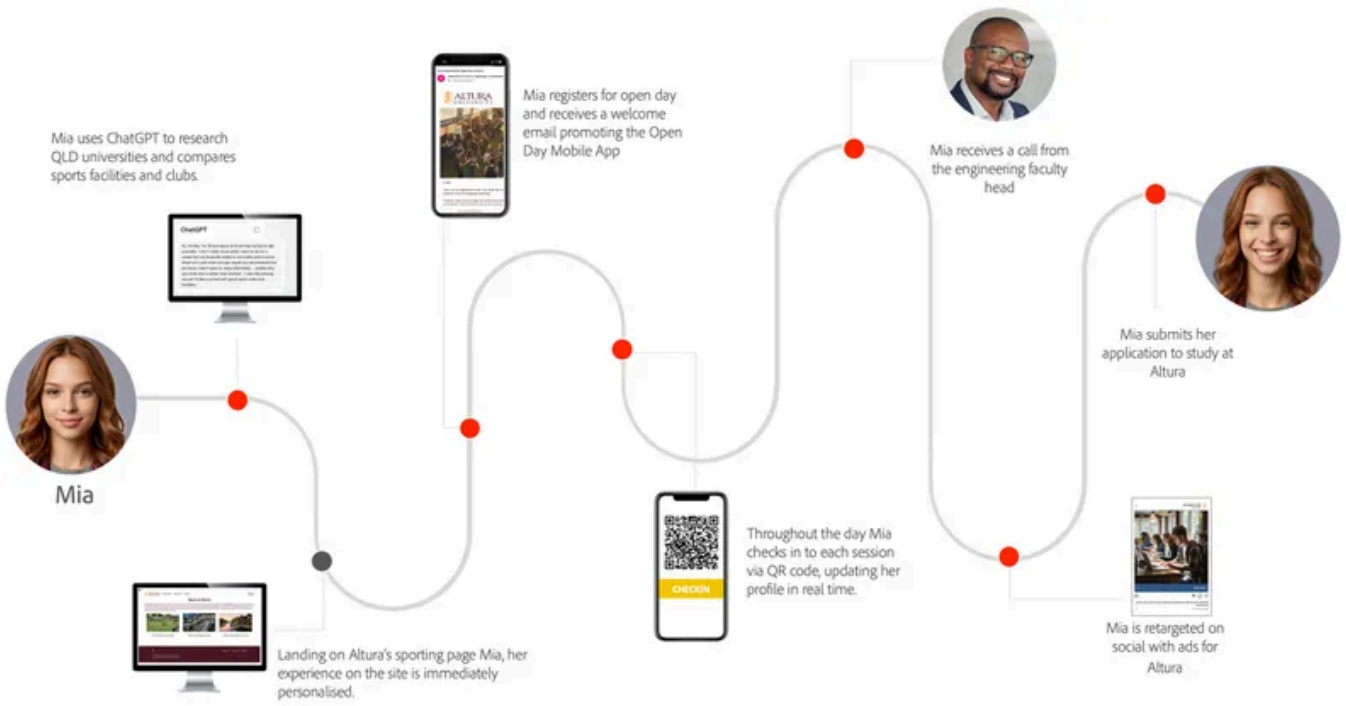
MULTICUSTOMER-HOL - QLD - Higher EDU

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1. Getting Started

Welcome to this Hands-On-Lab

This Hands-on-lab will demonstrate how as a marketer you can leverage Adobe's Experience Platform to bring Mia's journey with Altura to life.



The Lab will consist of the following modules:

Exercise 1 - Discover

Exercise 2 - Engage

Exercise 3 - Decide

Exercise 4 - Learn

1.1. Access

Credentials

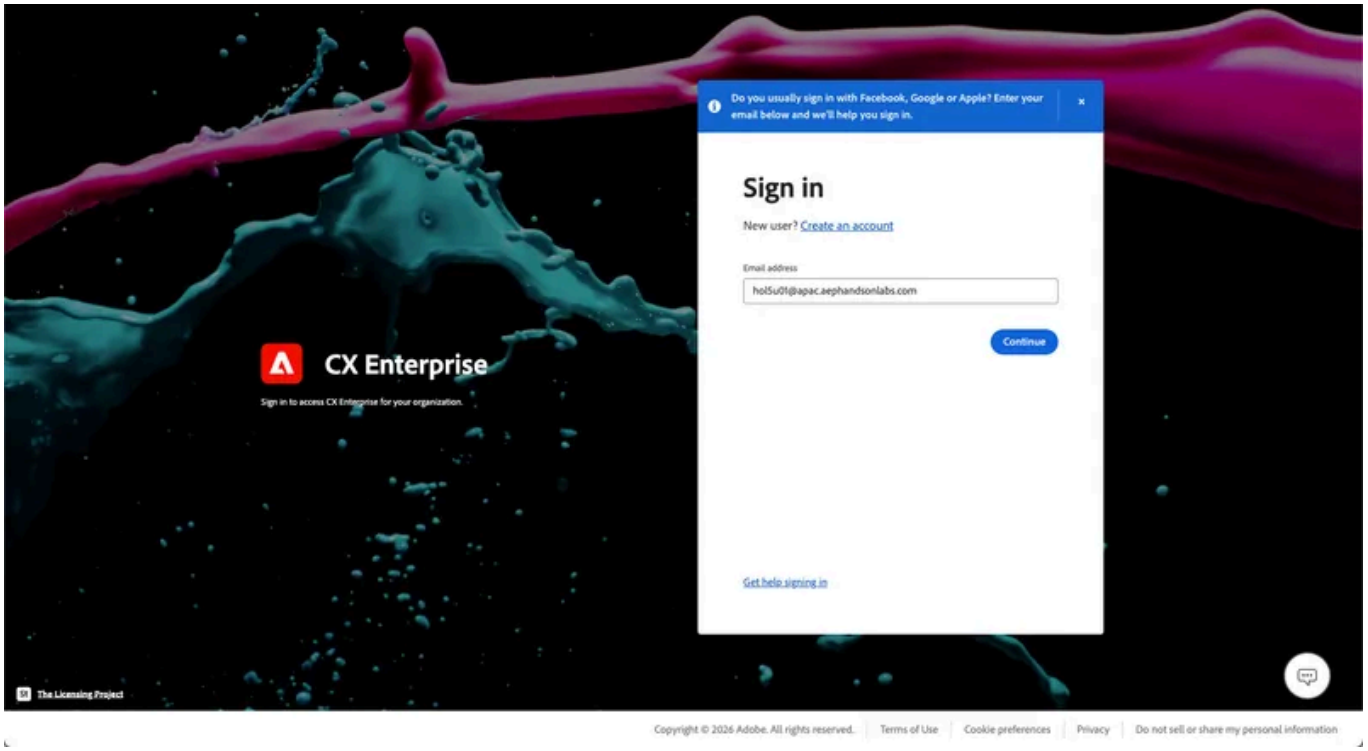
Password for all users is: **apacTVTL@bs**

User #	Login Email
1	hol5u01@apac.aephandsonlabs.com
2	hol5u02@apac.aephandsonlabs.com
3	hol5u03@apac.aephandsonlabs.com
4	hol5u04@apac.aephandsonlabs.com
5	hol5u05@apac.aephandsonlabs.com
6	hol5u06@apac.aephandsonlabs.com
7	hol5u07@apac.aephandsonlabs.com
8	hol5u08@apac.aephandsonlabs.com
9	hol5u09@apac.aephandsonlabs.com
10	hol5u10@apac.aephandsonlabs.com
11	hol5u11@apac.aephandsonlabs.com
12	hol5u12@apac.aephandsonlabs.com
13	hol5u13@apac.aephandsonlabs.com
14	hol5u14@apac.aephandsonlabs.com
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25	hol5u25@apac.aephandsonlabs.com

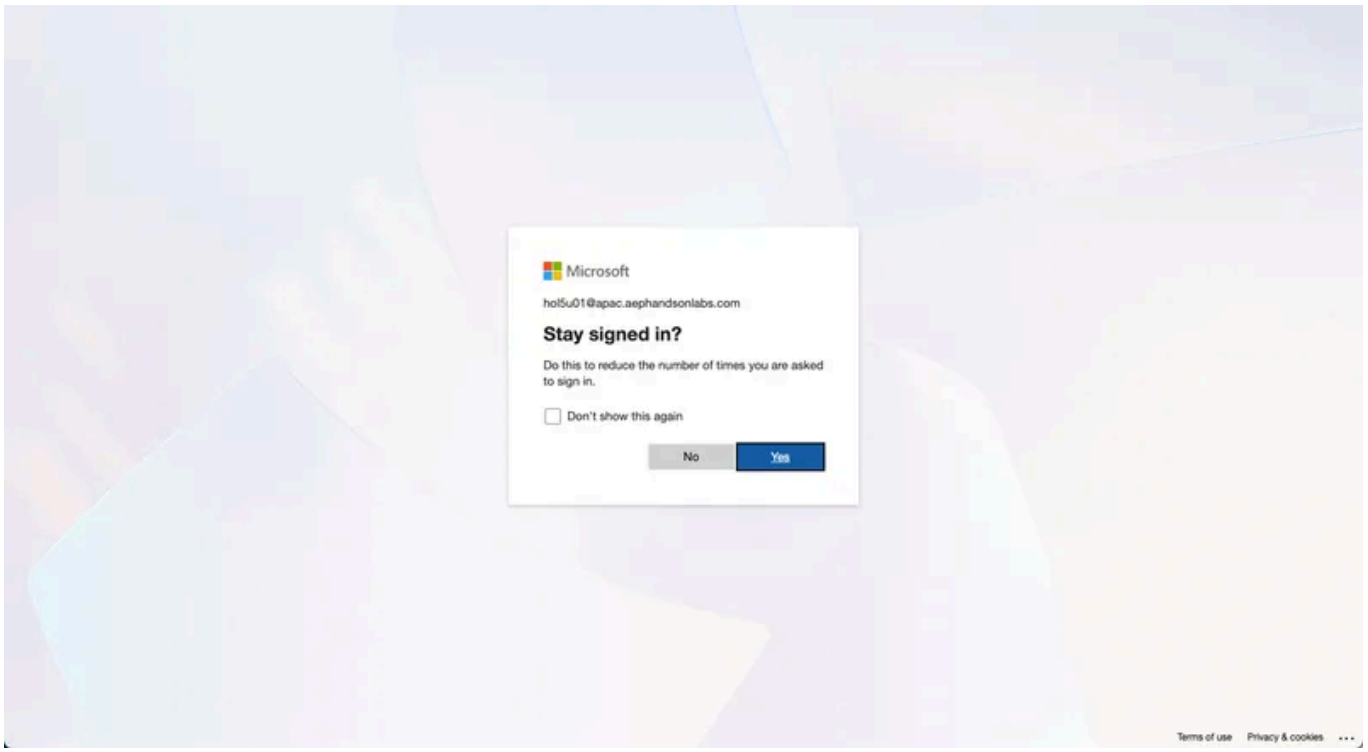
User #	Login Email
26	hol5u26@apac.aephandsonlabs.com
27	hol5u27@apac.aephandsonlabs.com
28	hol5u28@apac.aephandsonlabs.com
29	hol5u29@apac.aephandsonlabs.com
30	hol5u30@apac.aephandsonlabs.com

Login Instructions

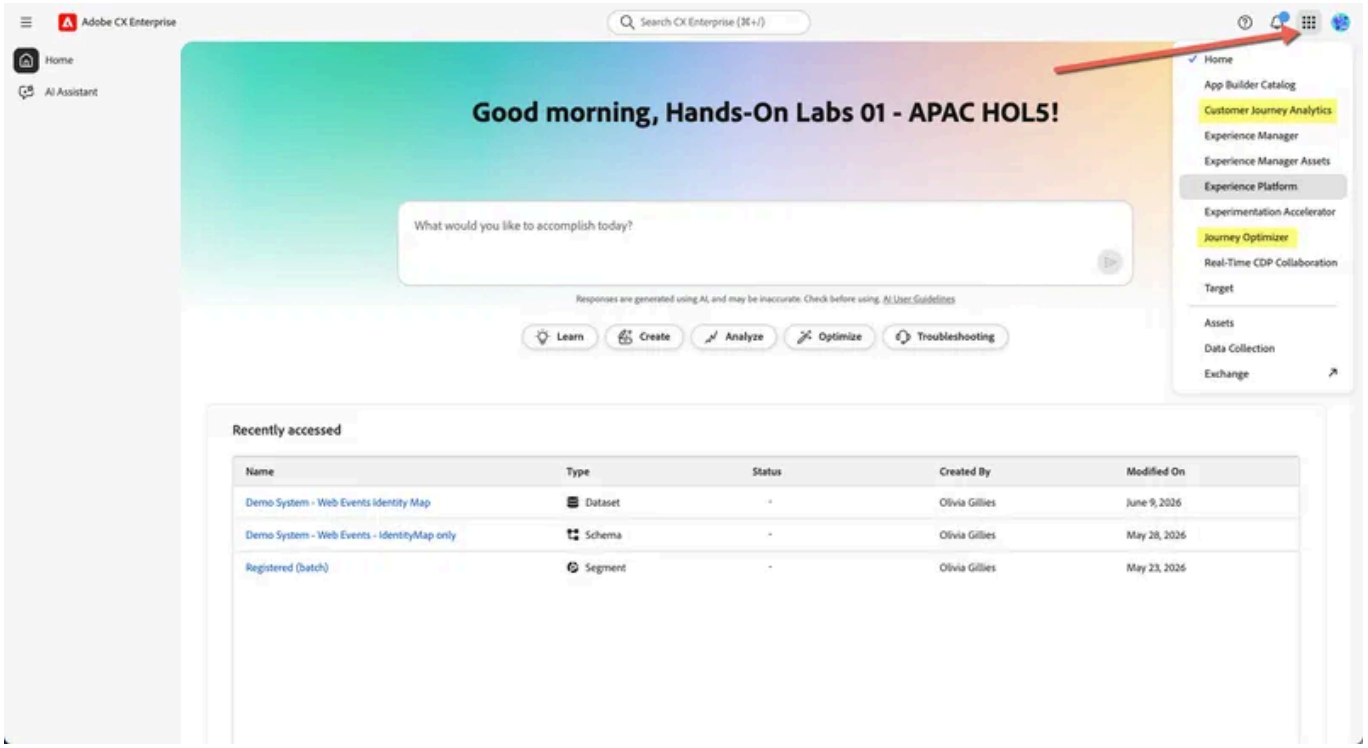
Go to **Adobe Experience Cloud**



It will take you through a microsoft login screen, enter the shared password **apacTVTL@bs** and continue through. Doesn't matter if you say yes or no to stay signed in.



You will land on Adobe's CX Enterprise home page. We will be using 3x Adobe solutions during this lab. Use the solution switcher to change between Adobe Experience Platform, Journey Optimizer, Customer Journey Analytics.

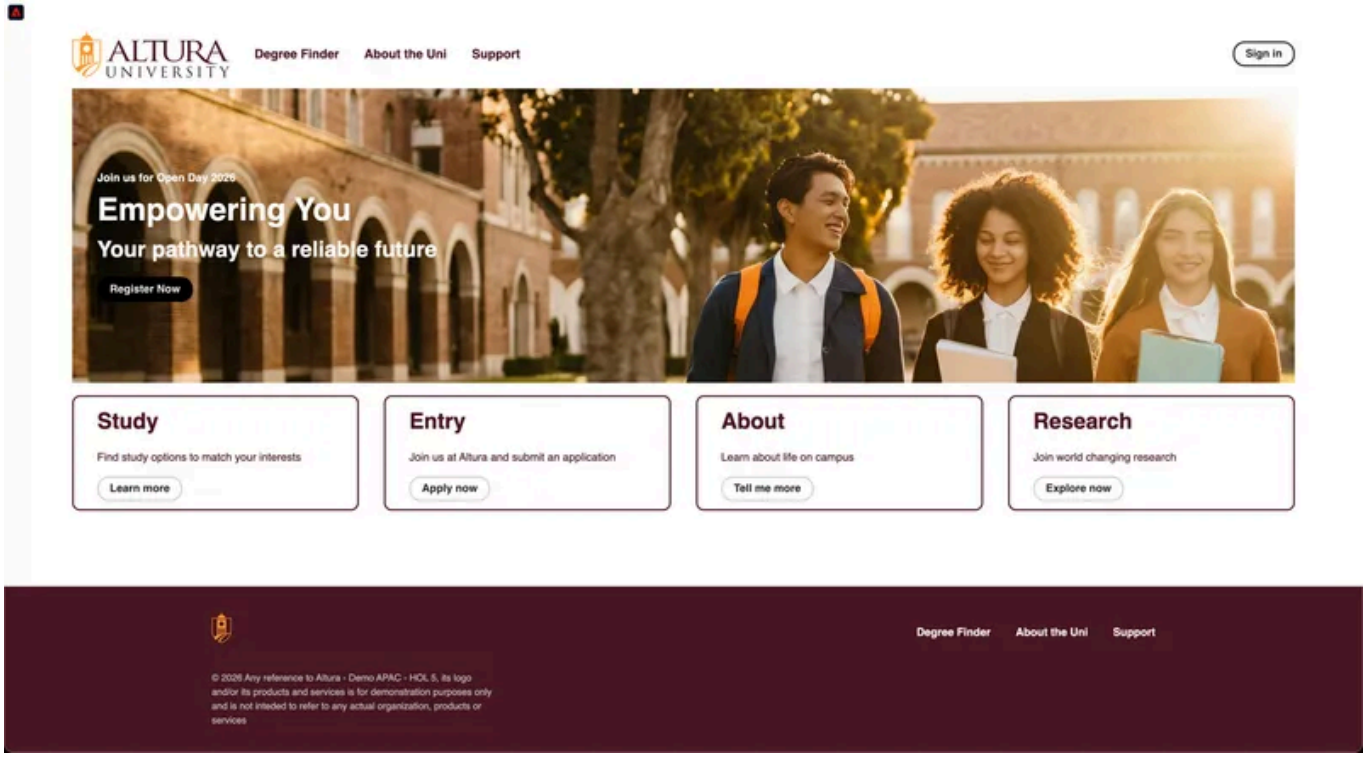


1.2. Website

For the lab, we are using a demo website representing our fictional **Altura University**.

https://dsn.adobe.com/p/altura

You should see the home page like this:



1.3. Lab Slides

The slides presented during the lab will be added here for review post session.

2. Lab Exercises

The lab will consist of 4 hands-on modules, covering three of the core Adobe Experience Platform solutions: **Real-time CDP, Adobe Journey Optimizer** and **Customer Journey Analytics**.

Exercise 1 - Discover

Exercise 2 - Engage

Exercise 3 - Decide

Exercise 4 - Learn

2.1. Exercise 1 - Discover

Scenario

Mia our soon to be high school graduate starts researching universities in Queensland using ChatGPT. Being an avid soccer player she's interested in the sport facilites offered. Following an Altura university citation she lands on the Altura website and browses their sports pages. Returning to the home page she sees a personalised banner encouraging her to register for the upcoming open day, which she does.

Objective

In this exercise you will experience:

- Visiting the website and experience the onsite personalisation based on browsing behaviour in anonymous state
- Register for open day converting your unknown profile to known

You will learn as a marketer:

- How to create a real-time audience
- How to configure a personalised web campaign

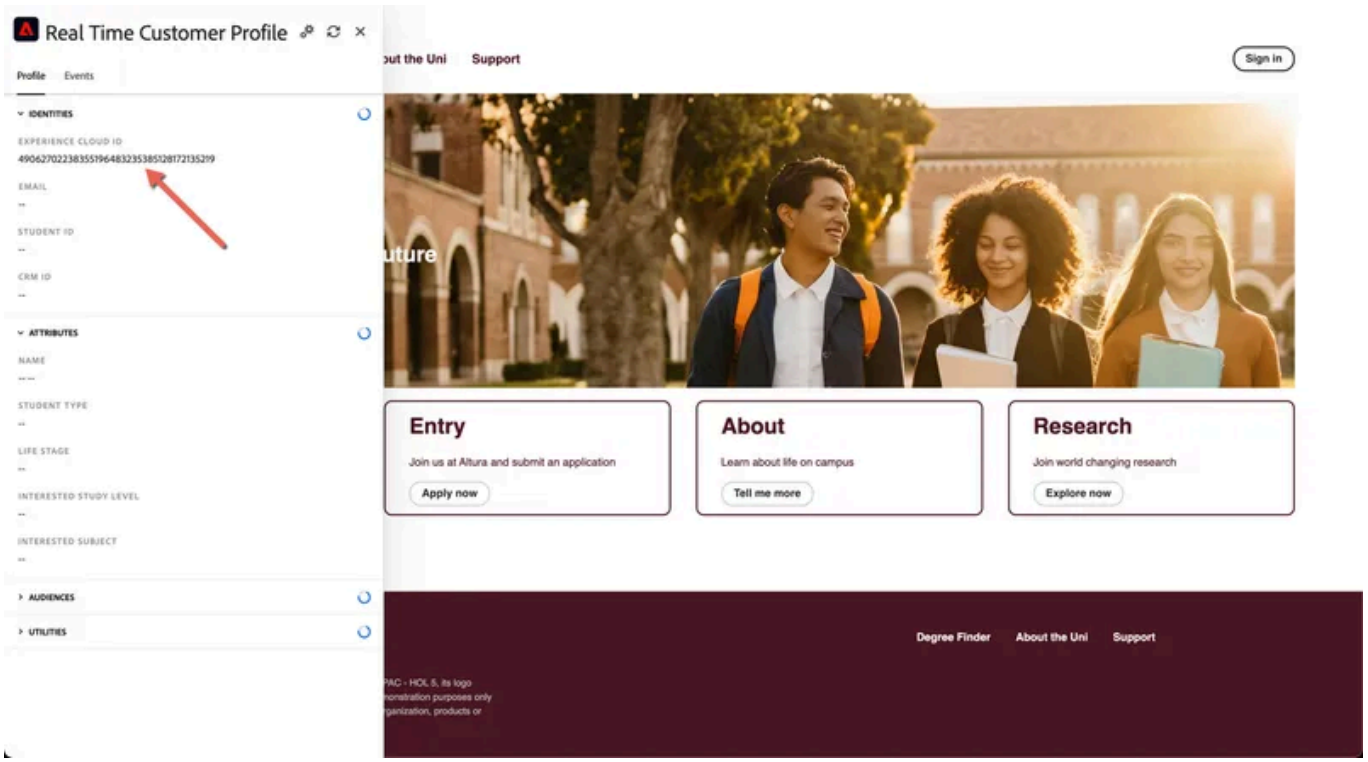
Experience It

Visit the Website

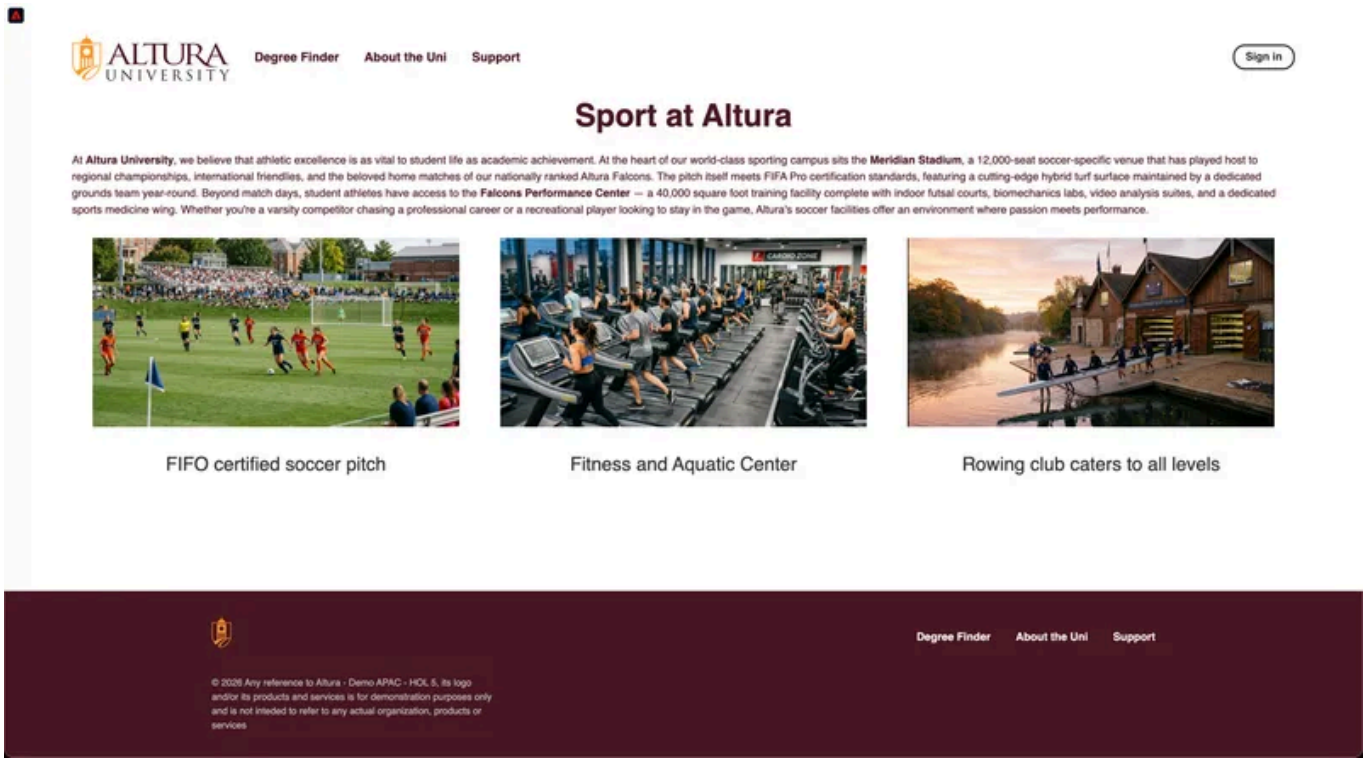
Click to open the **Altura website**.

We've added to the site a debugging widget so you can see Adobe Experience Platform understands about the current customer.

1. Click the Adobe logo icon in the top left corner of your screen to open the **REAL TIME CUSTOMER PROFILE** viewer.
2. Notice the **Experience Cloud ID** within **IDENTITIES**. The Experience Cloud ID or ECID is Adobe's first party cookie id, currently this is all we know about you since this is the first time you've visited the site.



Click through to the **About** page and from there into **Sport:**

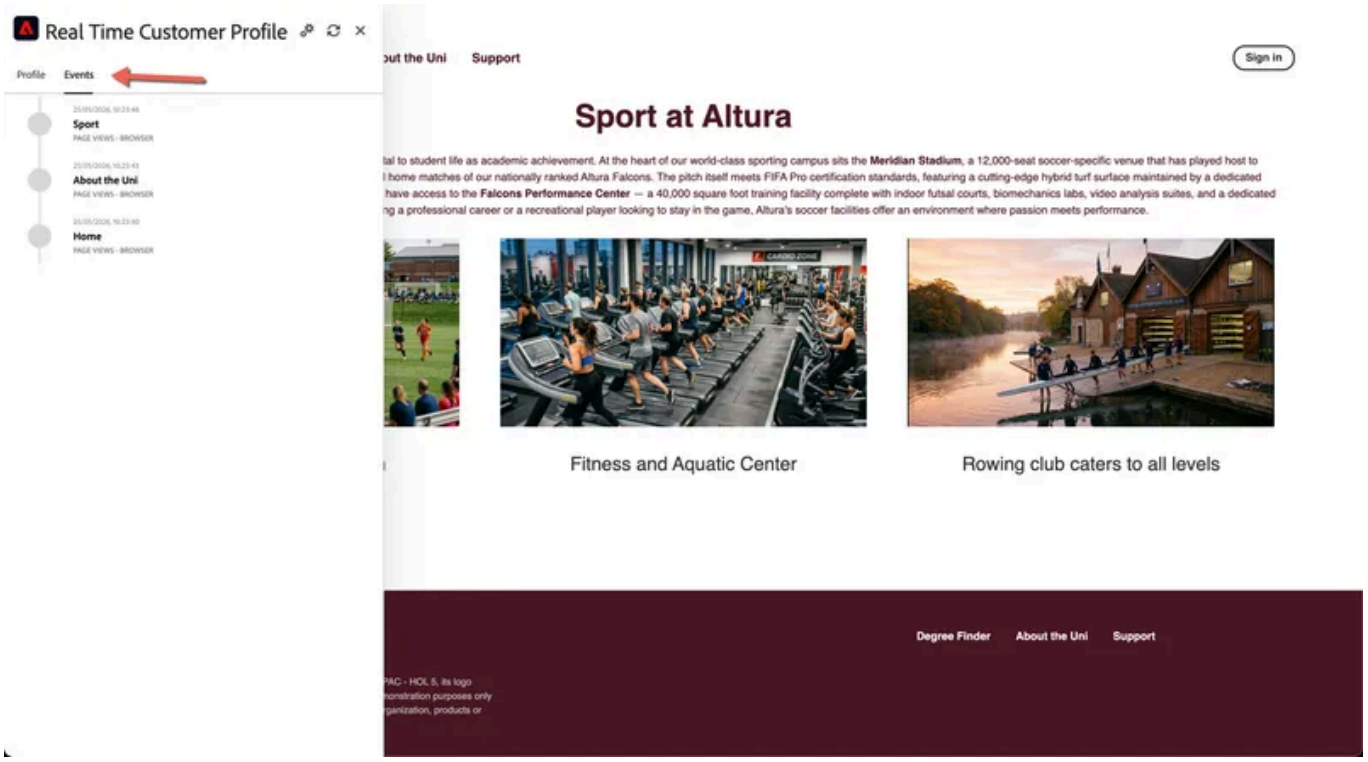


Every interaction on the site is being tracked you can see these events as they're recorded through the profile viewer widget:

1. Open the **REAL TIME CUSTOMER PROFILE** panel by click on the adobe icon.
2. Take a look at the **EXPERIENCE EVENTS**.

You will see the interactions you have had with the demo web site.

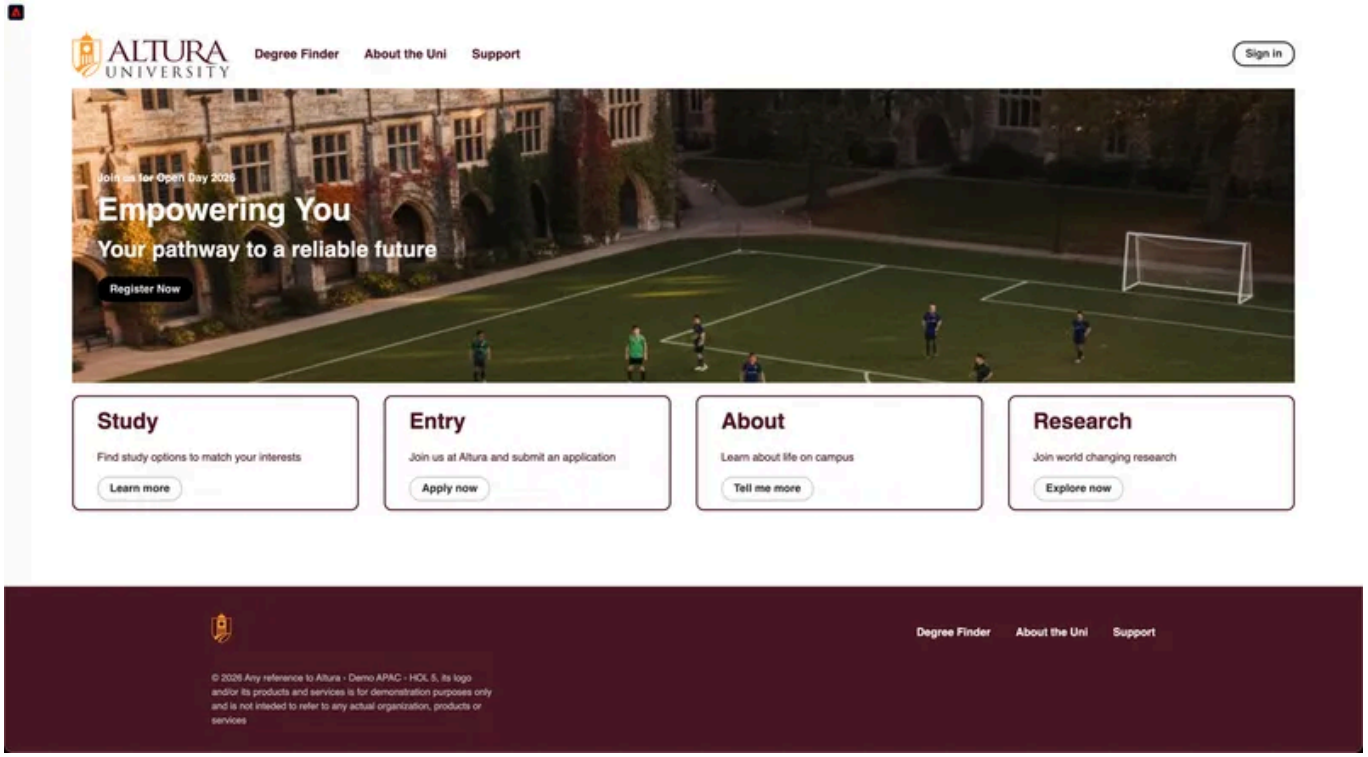
> If you don't see the events appear, tap on the refresh button at the top of the panel. Note that the panel is querying the Experience Platform hub not the Edge Network which is where the realtime actions are being processed, as such it can be slightly slower to reflect the updates.



While the behaviour is anonymous, we're able to track every click and store it in Adobe Experience Platform and we can use that information to qualify the customer into real-time audiences which we can use to personalise the website.

1. Return to the home page (click logo on top left)

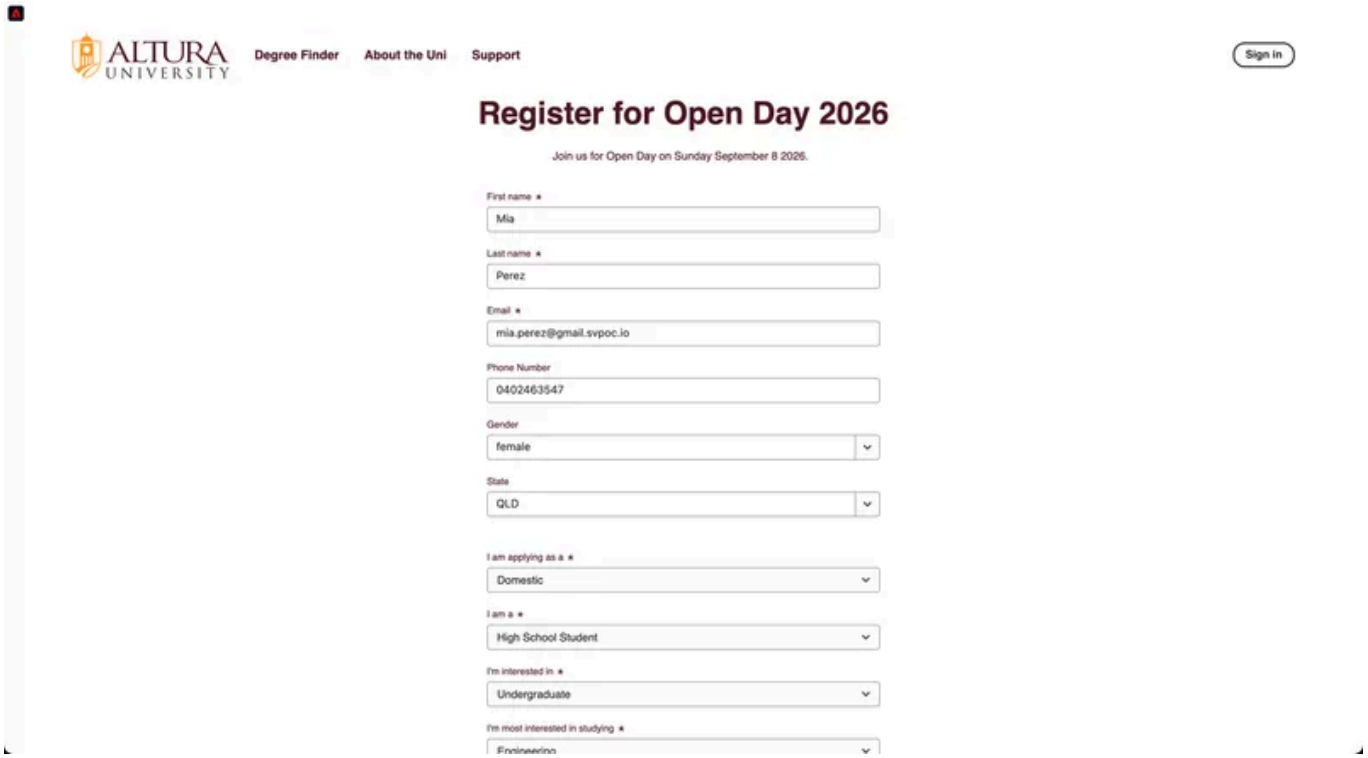
You'll noticed the banner image is now personalised to reflect what we know about you so far - you're interested in sport.



Register for Open Day

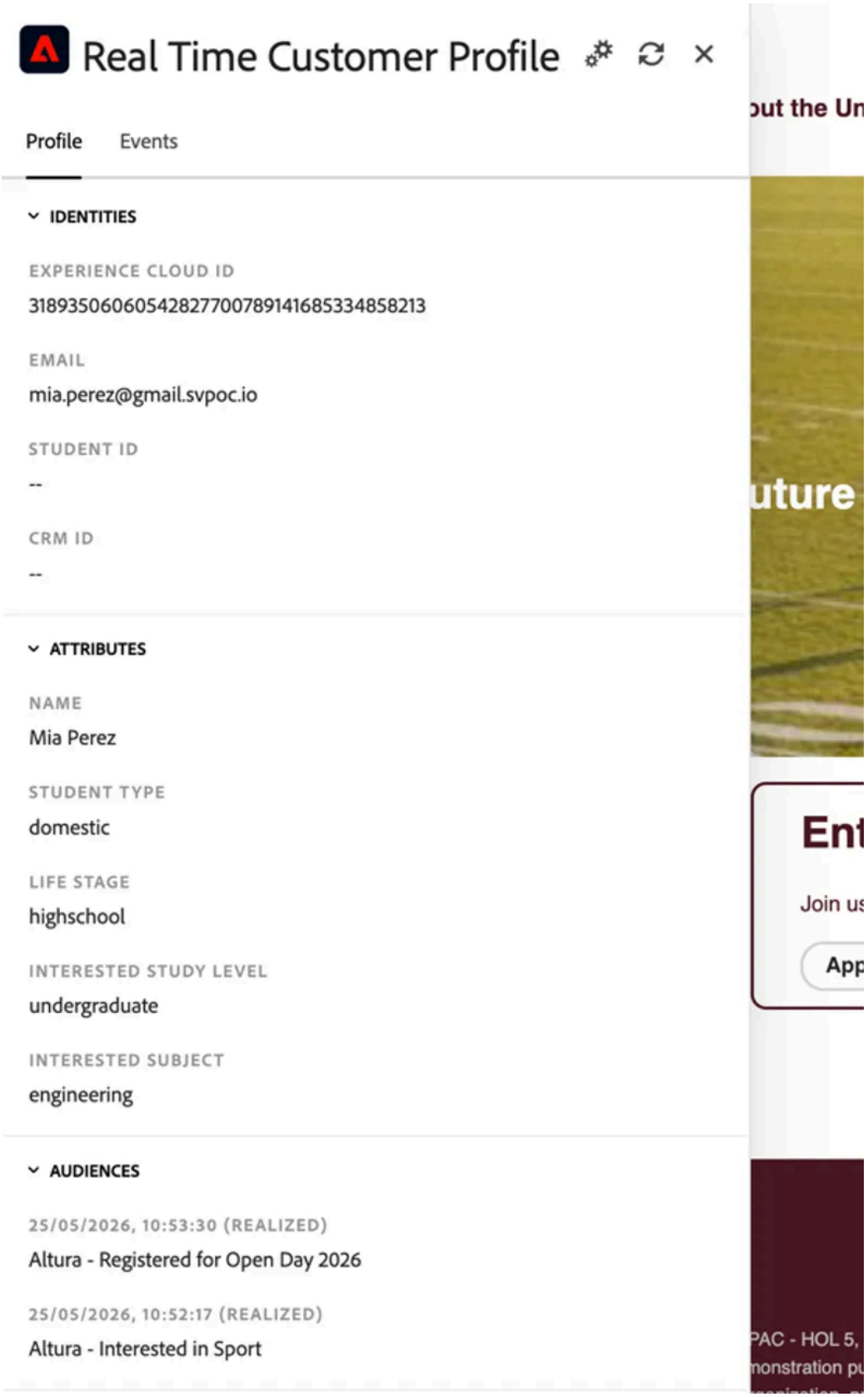
Click on the **Register Now** button in the banner.

Enter your details and complete the registration. If you don't wish to provide your real email address, use any address ending in **@gmail.svpoc.io,** emails to this domain will be routed to our webmail server and can be displayed at the front of the class.



Submitting the form has sent an event to Adobe containing both the **ECID** and the **EMAIL** address which we've configured as an Identity. These identities will now be stitched in the identity graph.

The profile has also qualified into some additional audiences. Refresh the profile viewer on the site to see the updates.



Make it

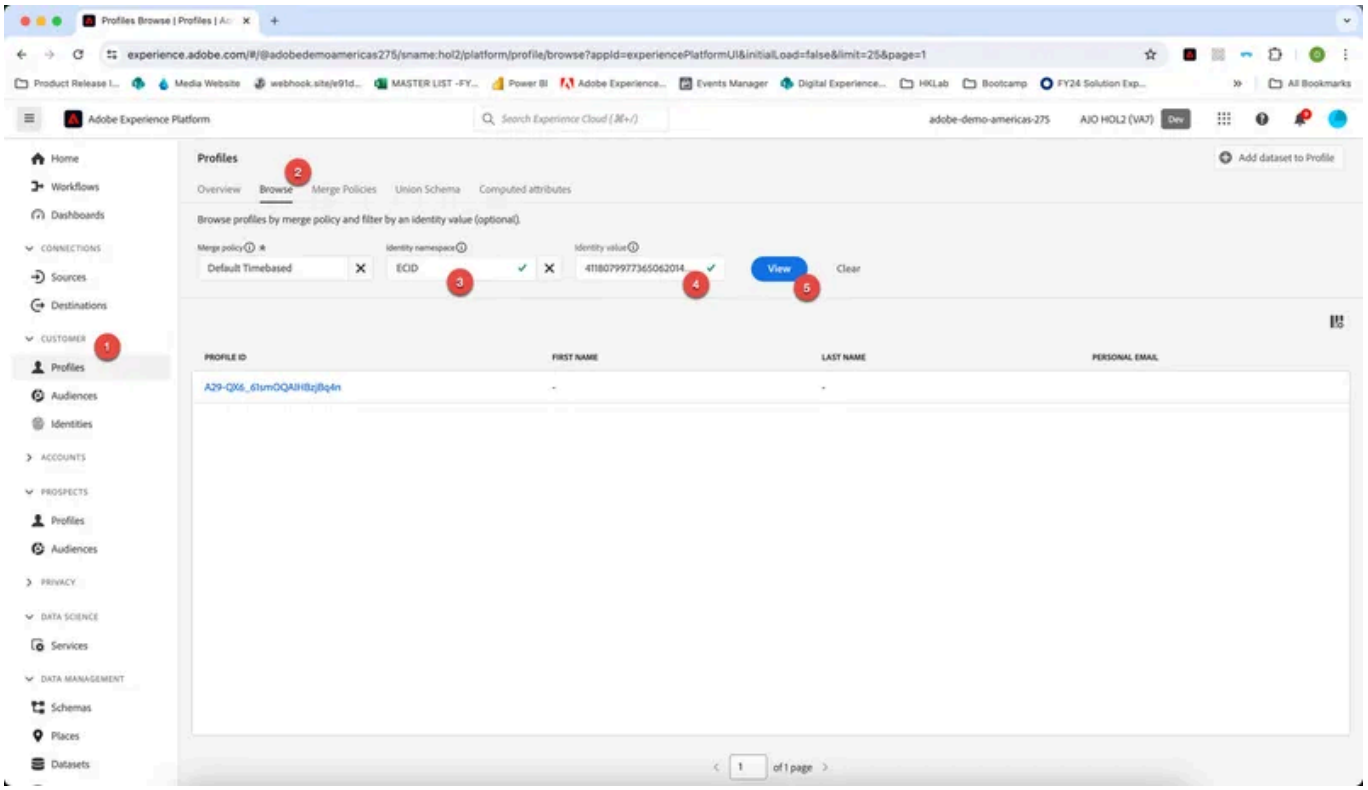
Now you've experienced it from the student perspective, let's take a look behind the scenes.

Find your profile

In Adobe Experience Platform, all profile data is shown alongside event data, as well as existing audience memberships. The data shown can come from anywhere, from Adobe applications and external solutions. This is the most powerful view in Adobe Experience Platform, the true experience system of record.

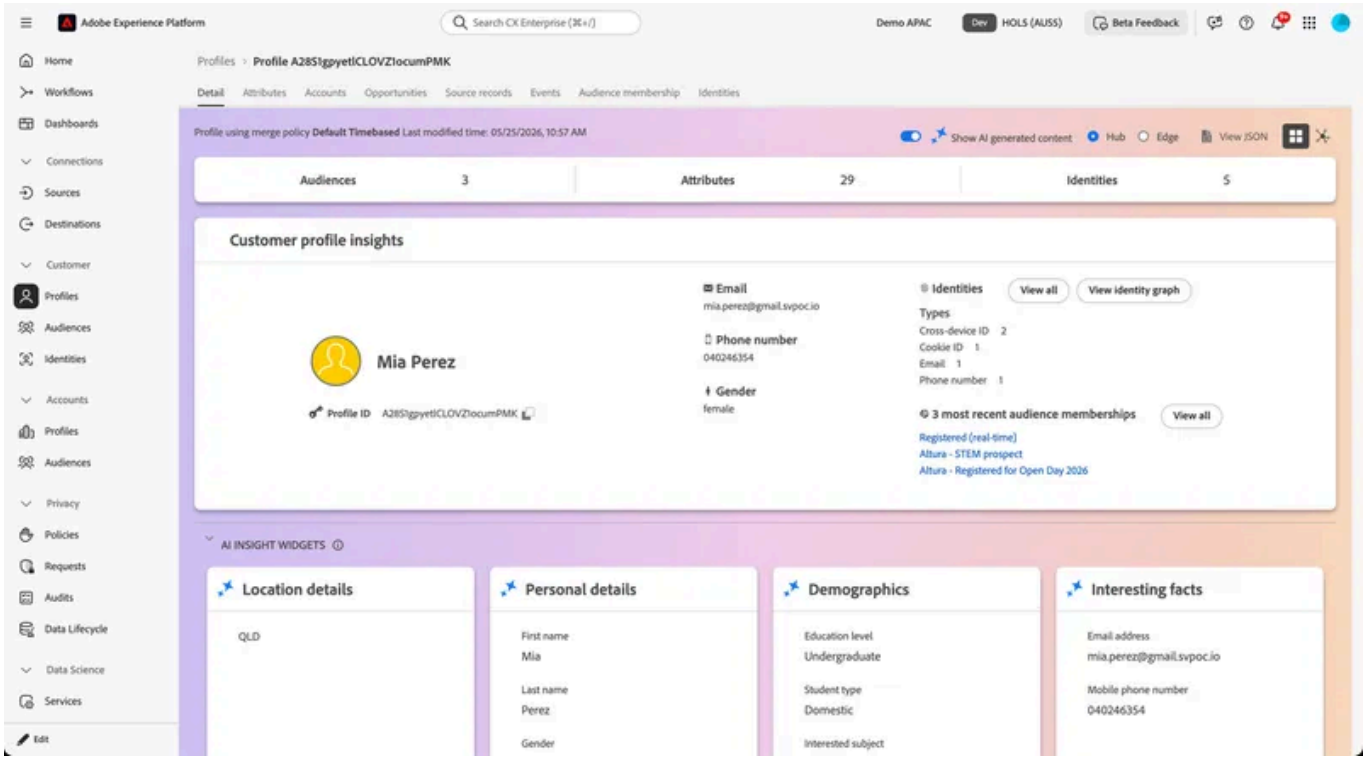
To view your profile from the UI:

1. In the left rail, click on **Customer** → **Profiles**
2. On the **Profiles** tab, click on **Browse**
3. For the field **Identity Namespace**, select **ECID**
4. For the field **Identity Value** enter the ecid value from the real time profile viewer widget on the site
5. Click **View.** You'll see your profile in the list.

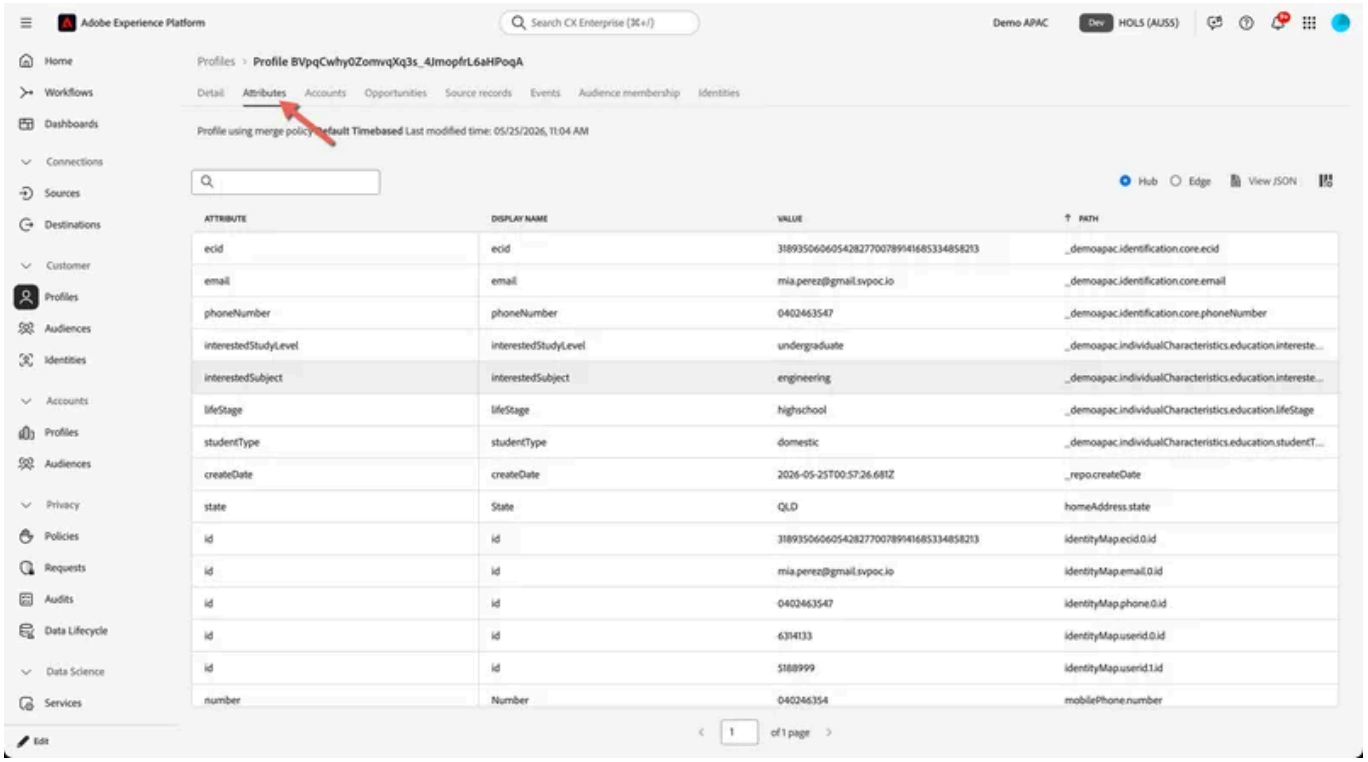


1. Click the **Profile ID** to open your profile.

The detail tab shows the profile dashboard, providing an overview of everything we know about the profile so far.

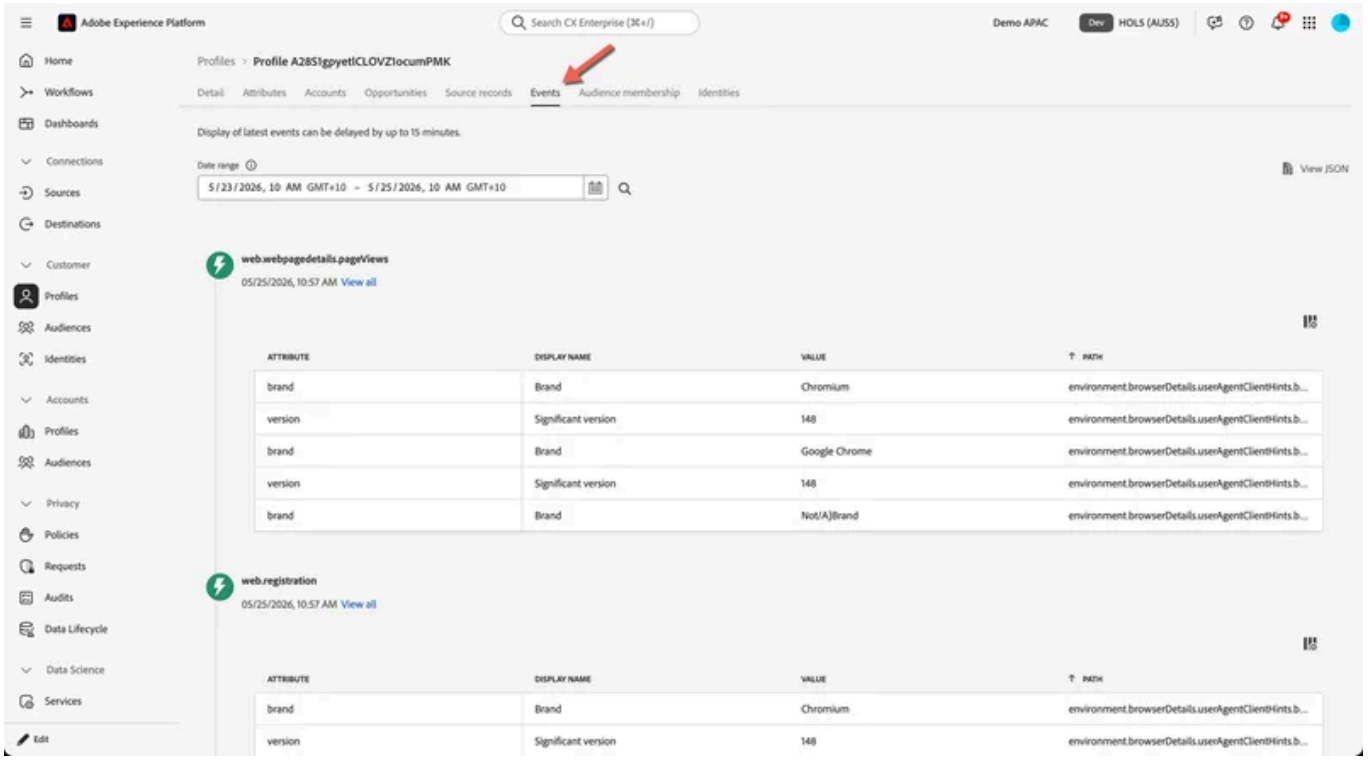


Most of the profile attributes can be found in the dashboard but a comprehensive list is available on the **Attributes** tab.

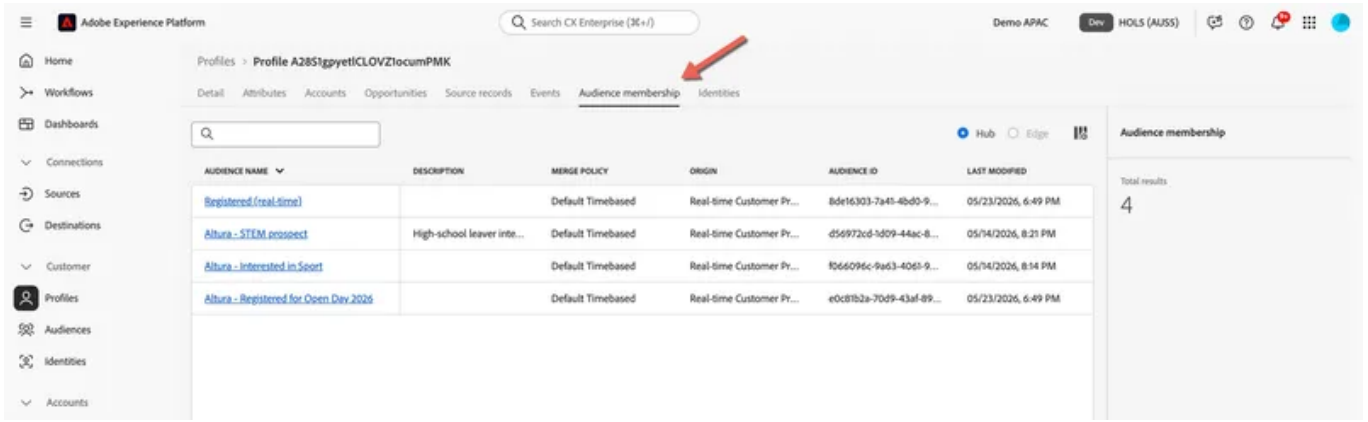


The **Events** lets you explore how the customer has been interacting, events are listed in timestamp desc order and default to the last 2 days but you can search for specific dates

as needed.

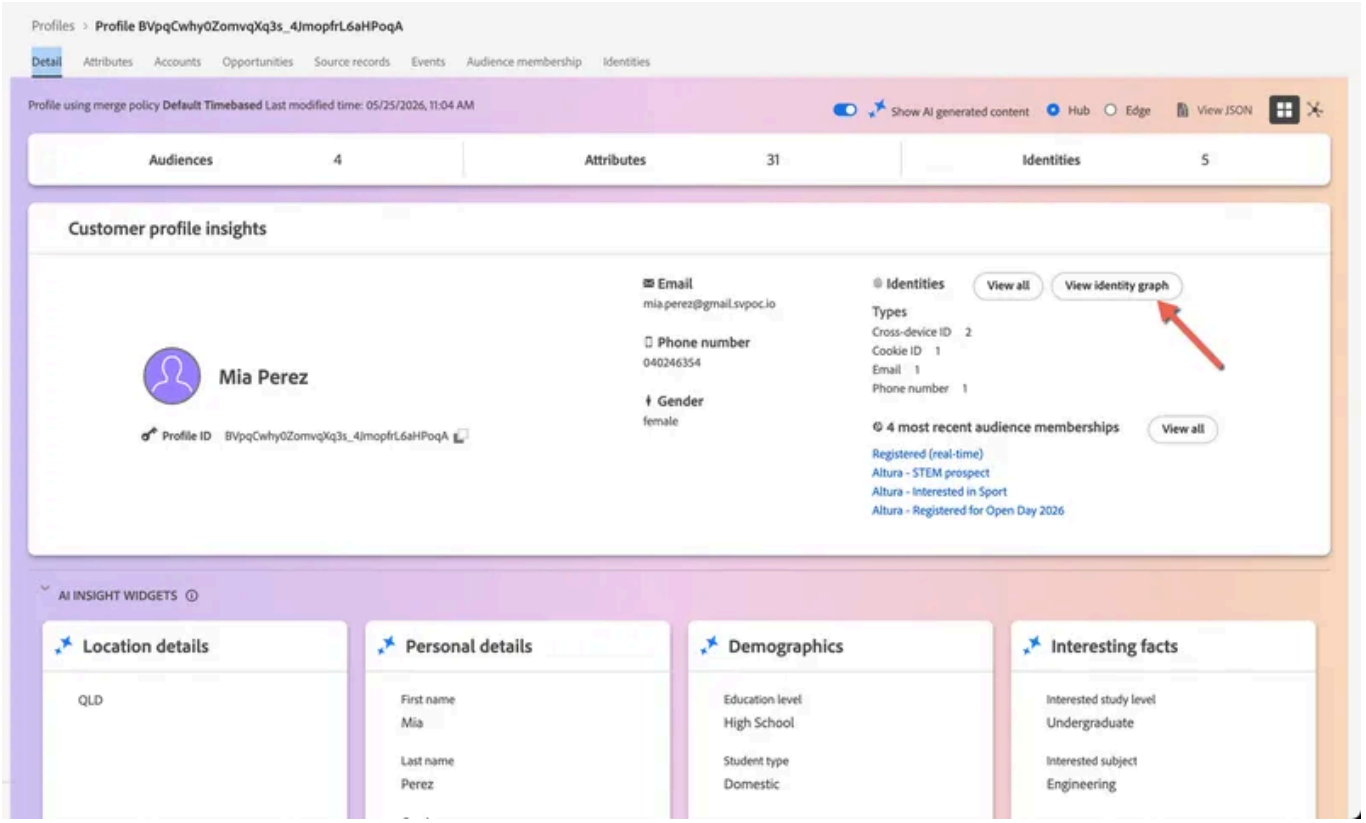


The **Audience Membership** tab shows which audiences the profile is currently a member of.

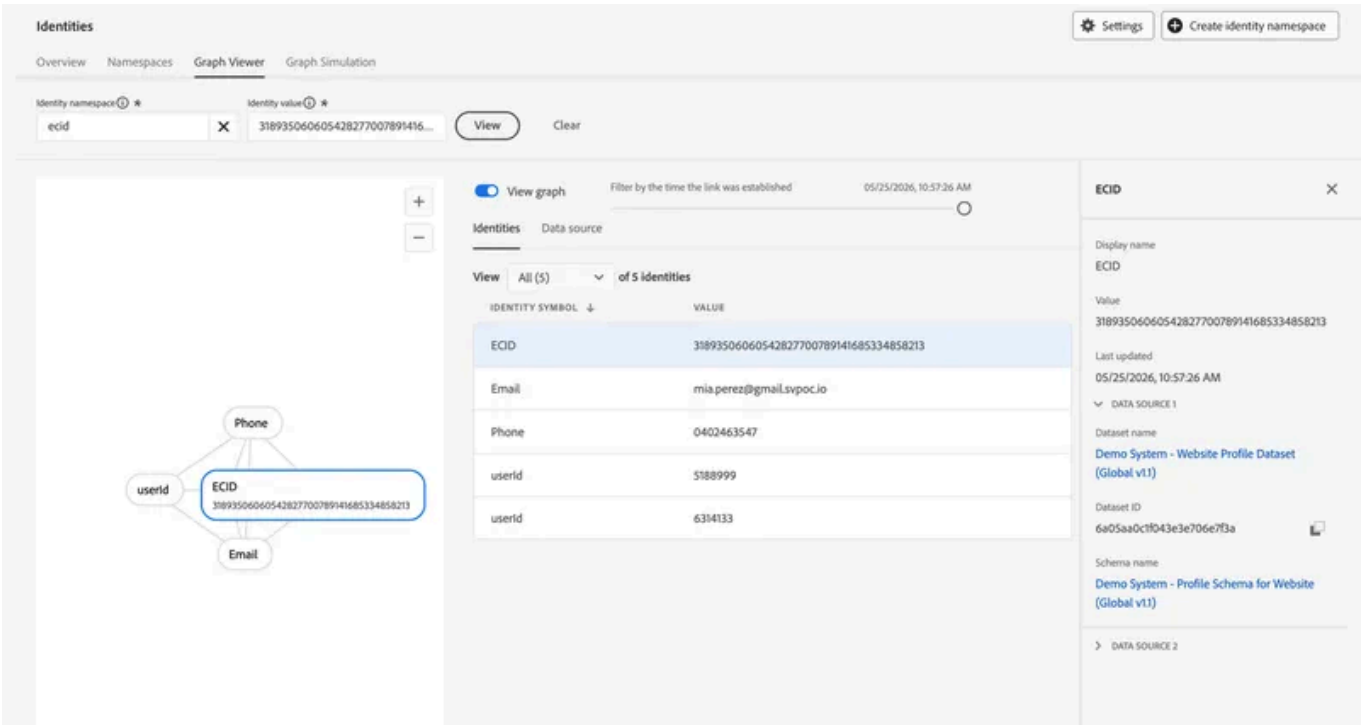


View the Identity Graph

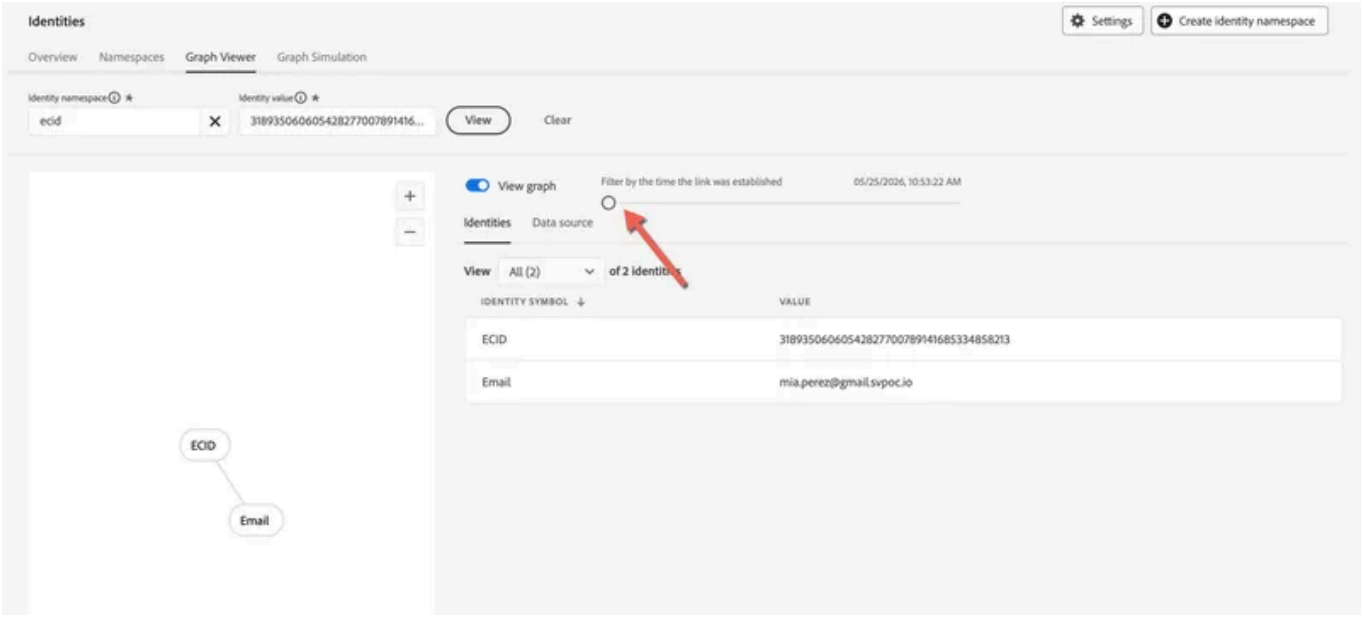
From the profile dashboard click to **View the Identity Graph**



The Graph Viewer shows how the different Id's have been stitched in the graph.



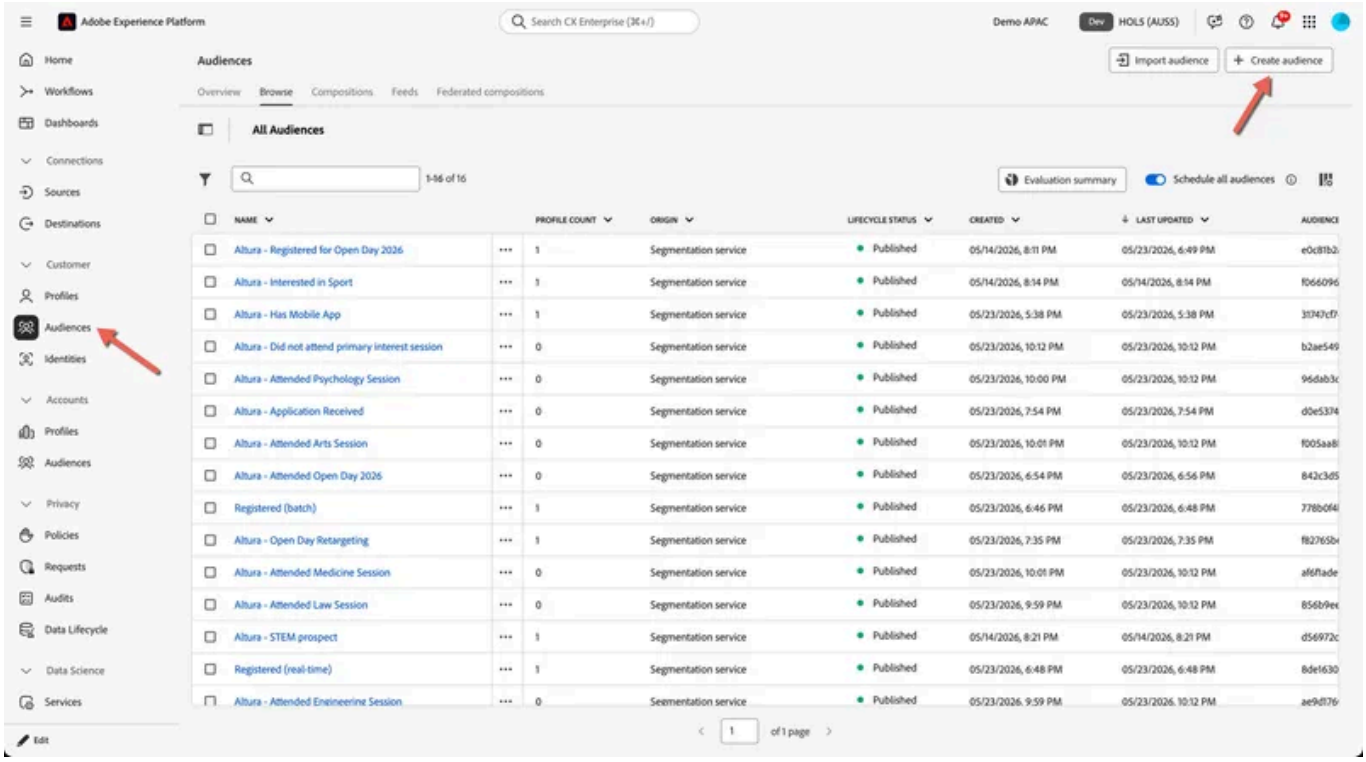
Use the slider to see how the graph has changed over time.



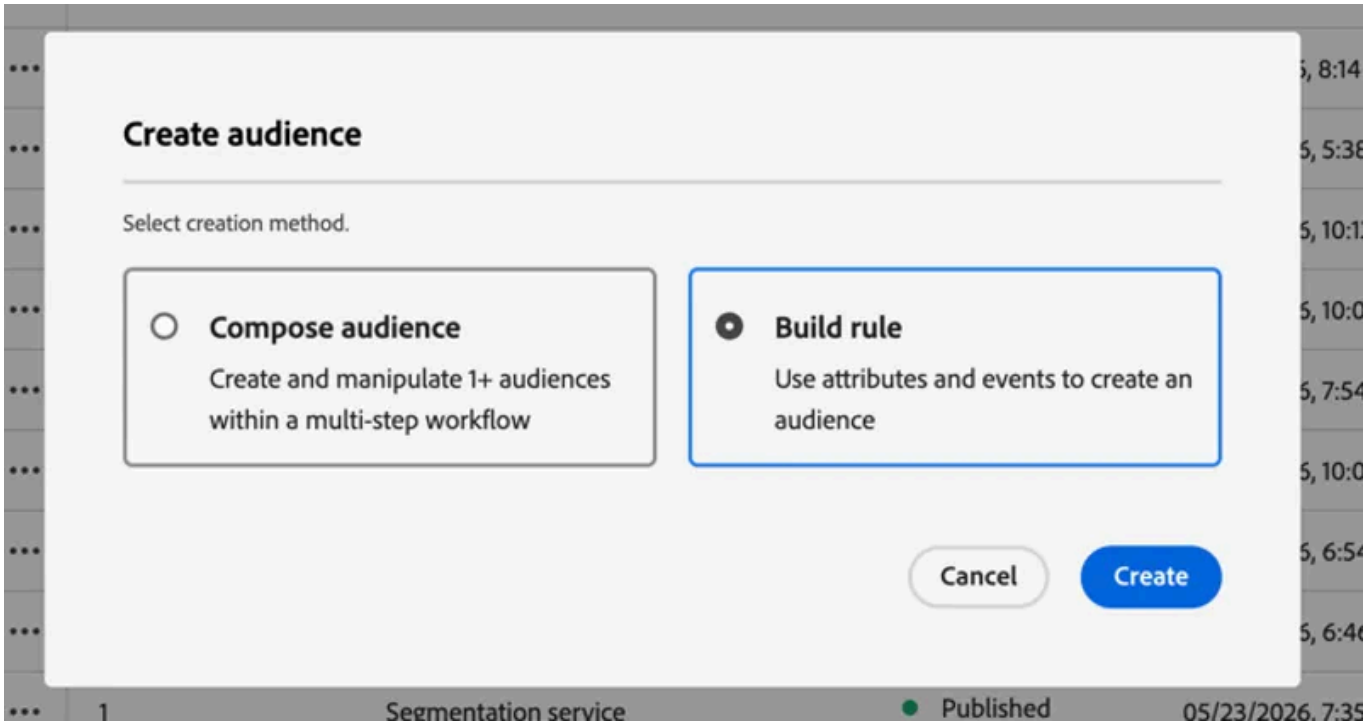
Create a Real-time Audience

Edge (or real-time) audiences are designed for personalisation use cases occurring on your website or app where response time in milliseconds is required. The open day banner appearing on the home page was controlled by an Audience evaluated on Adobe's Edge Network before the data has even arrived in Adobe Experience Platform. This exercise will show you how to create an Edge Audience to qualify visitors who have recently browsed Sport related content.

Go to **Customer** → **Audiences** and click to **Create audience**



Select to **build a rule based** audience:

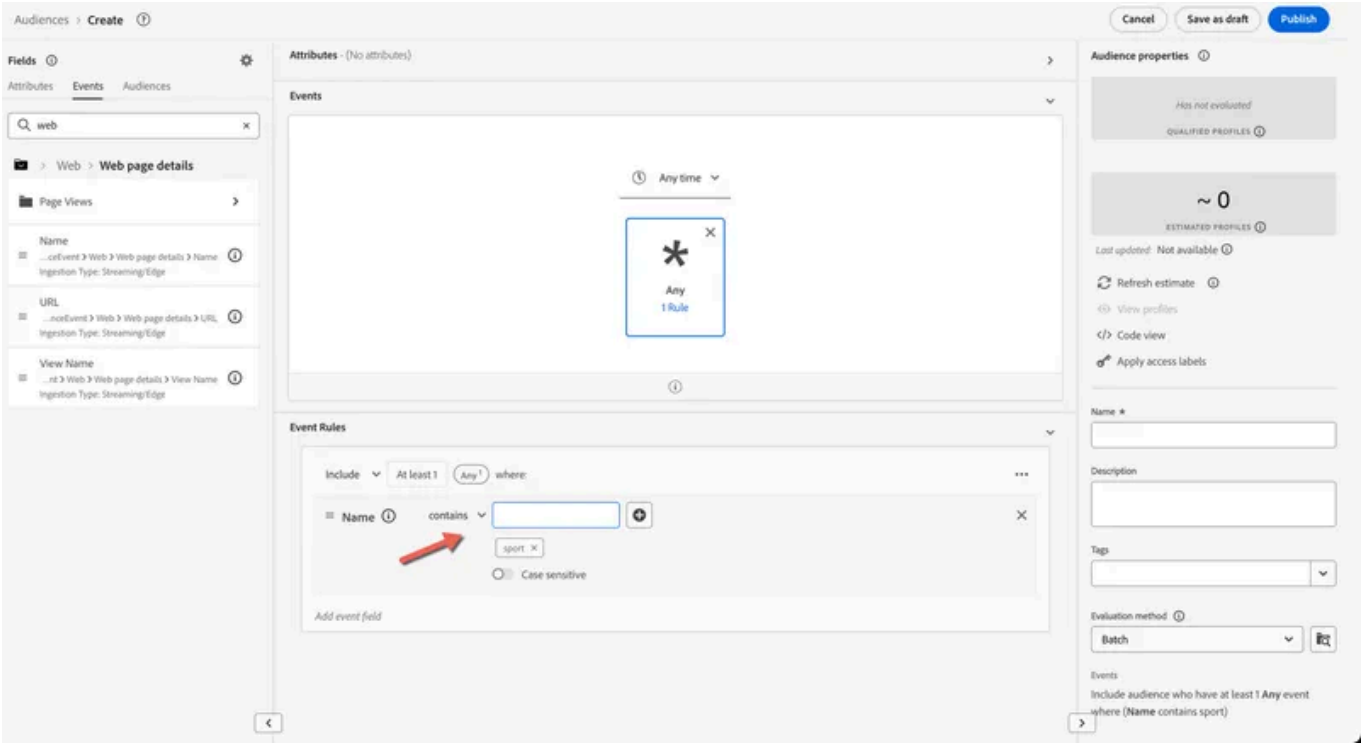


In the audience builder you have access to all of the profile attributes and events.

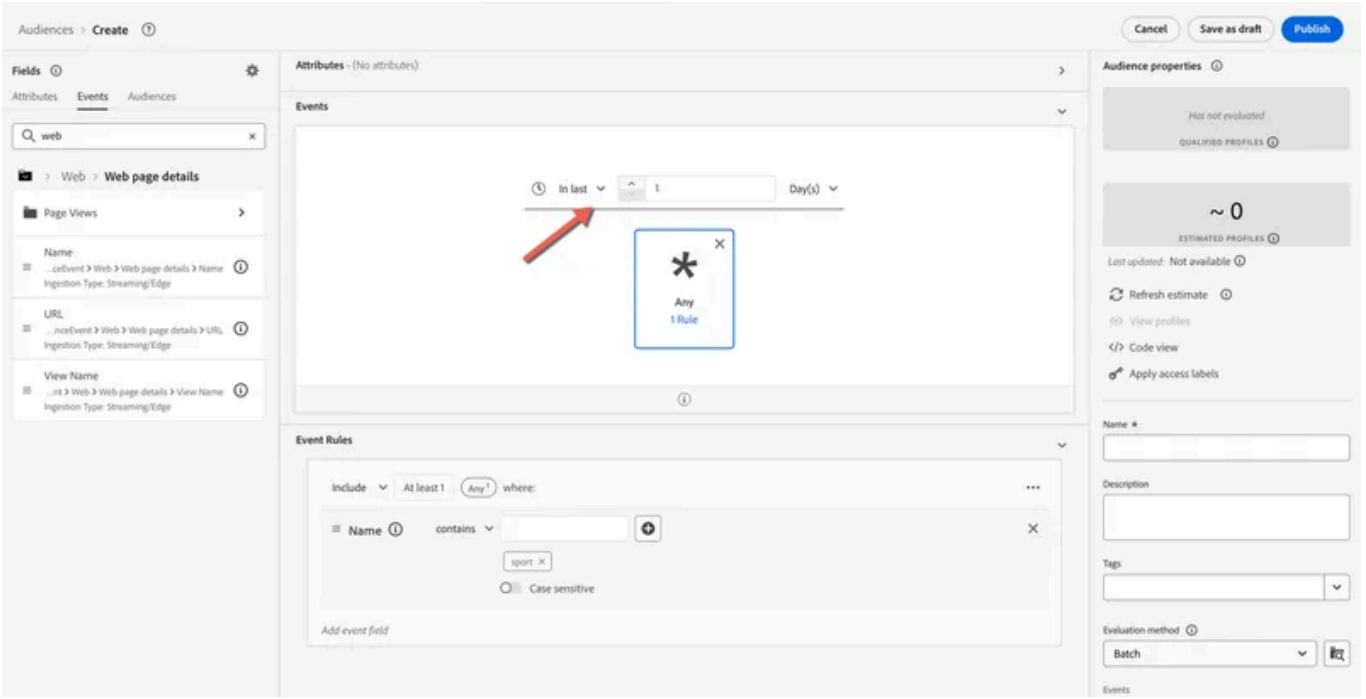
1. Change to the **events** tab to create an audience based on a real time event.
2. Search for **web** and click into the **Web page details**
3. Drag the **Name** attribute into the canvas



4. Set the rule to **contains** value `sport`



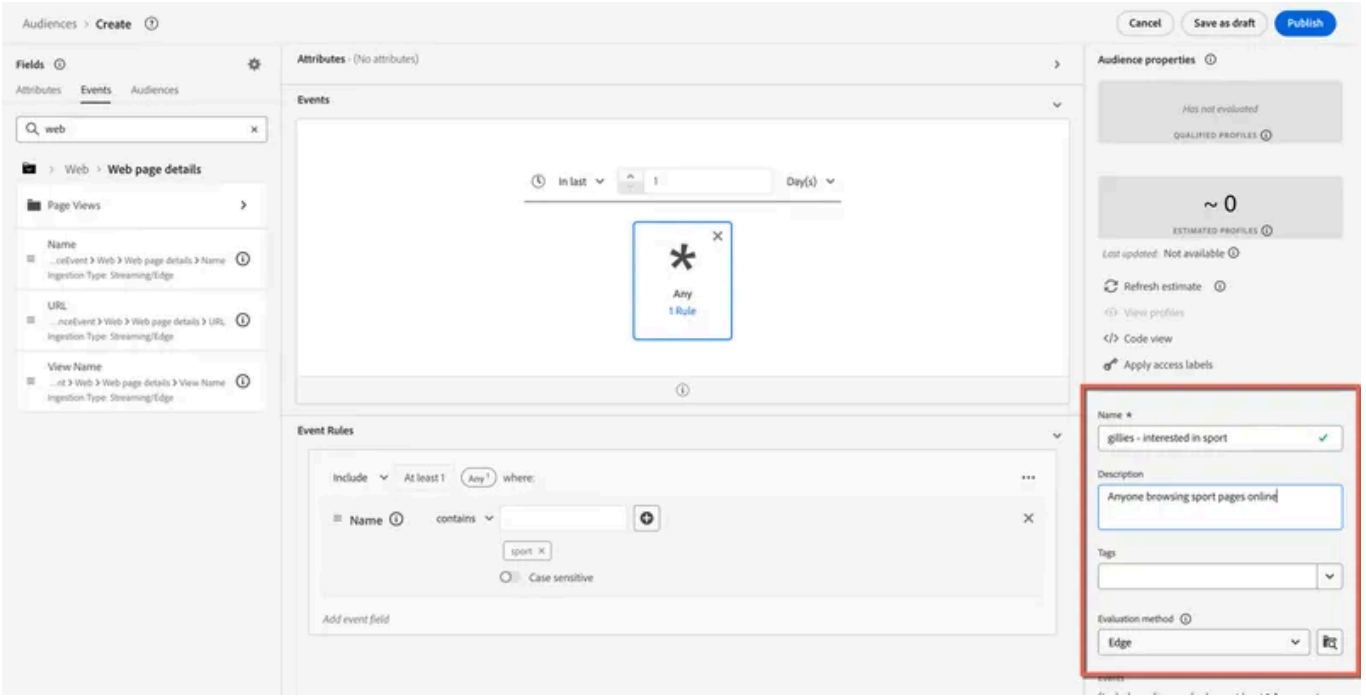
5. Add a timeframe for your qualification to **In last 1 day.**



Now let's give your audience a **Name** - add a prefix, something unique to distinguish your audience from everyone else's like your last name Eg. `[last name] - Interested in Sport`

Add a **description** to help others quickly understand your audience logic.

Now set the **Evaluation method** to **Edge.** This specifies that the audience can be calculated on the edge for qualification within milliseconds.



Click **Publish.** To save your audience and enable it for further use.

> Audiences must be published before they are included in any kind of evaluation (edge, streaming or batch).

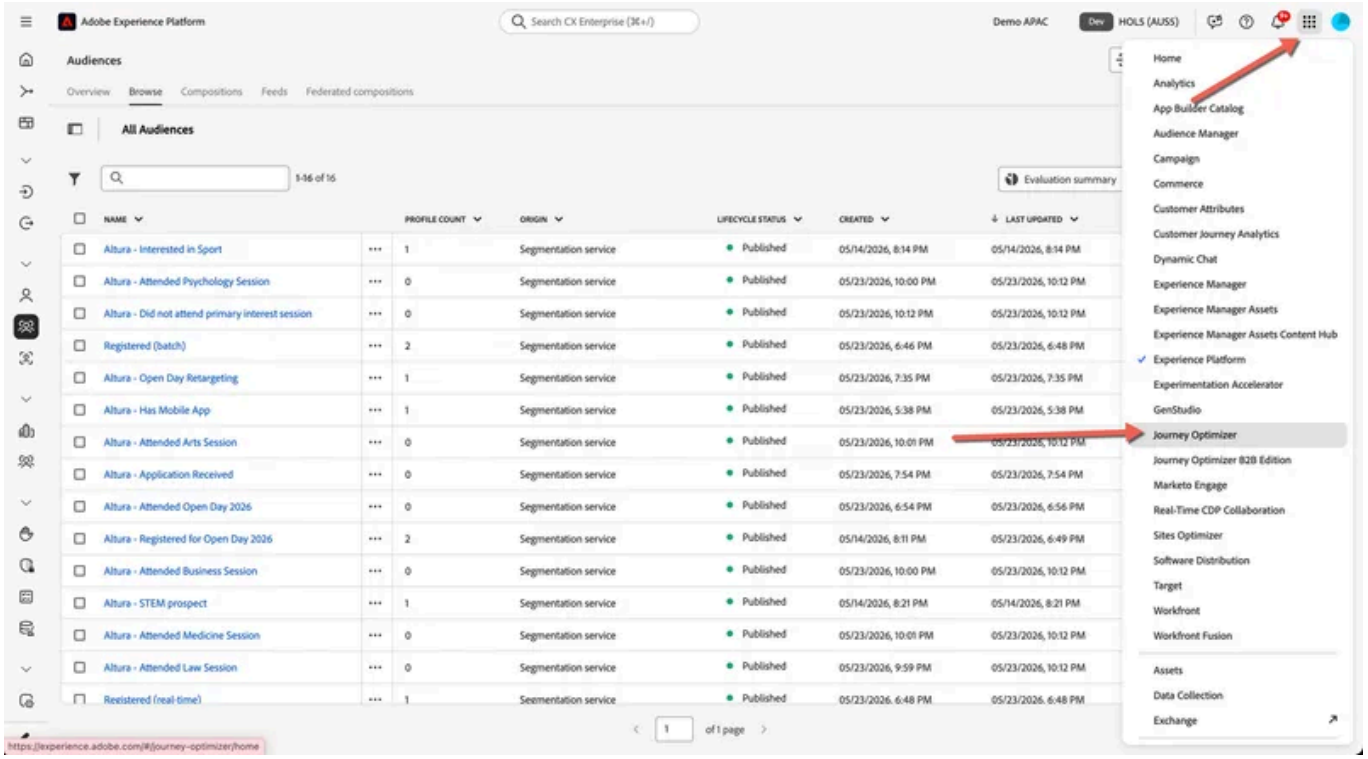
> Congratulations you've created your first real-time Audience!

Create a web campaign

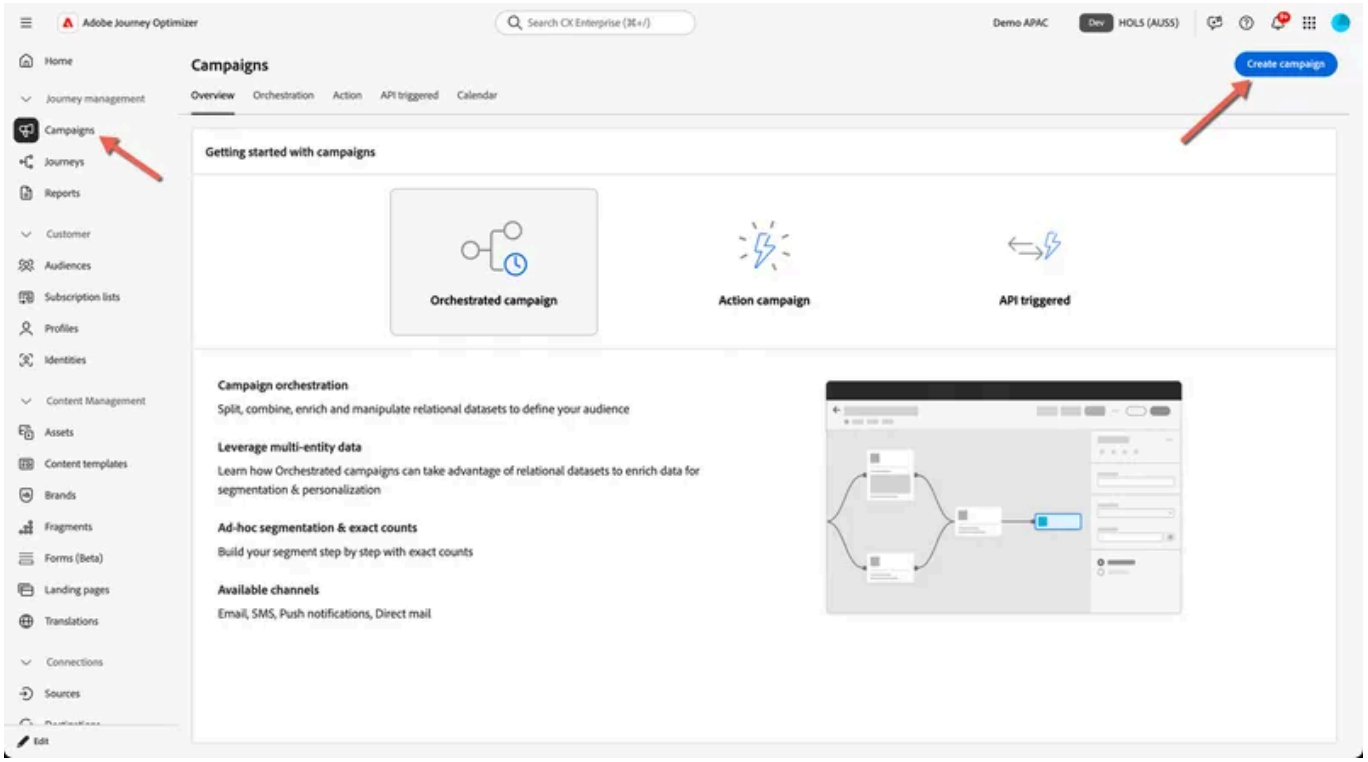
Now that we have a real-time audience defined, we can leverage an optimisation tool to modify the experience when customers qualify for the audience.

This can be managed through tools such as Adobe Target, Dynamic Yield or Optimizely but for this exercise we'll use Adobe Journey Optimizer a part of Adobe Experience Platform.

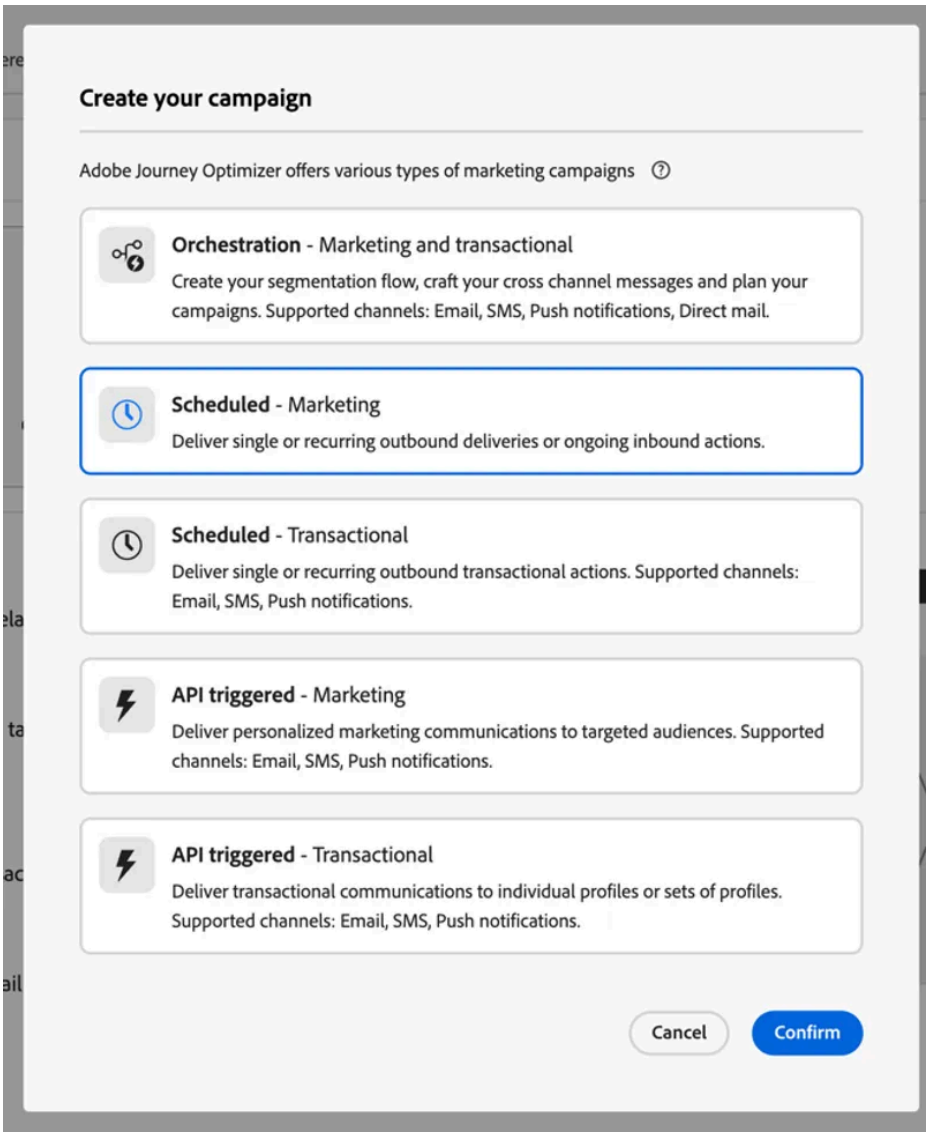
Use the solution switcher on the top right to change from Adobe Experience Platform to Adobe Journey Optimizer.



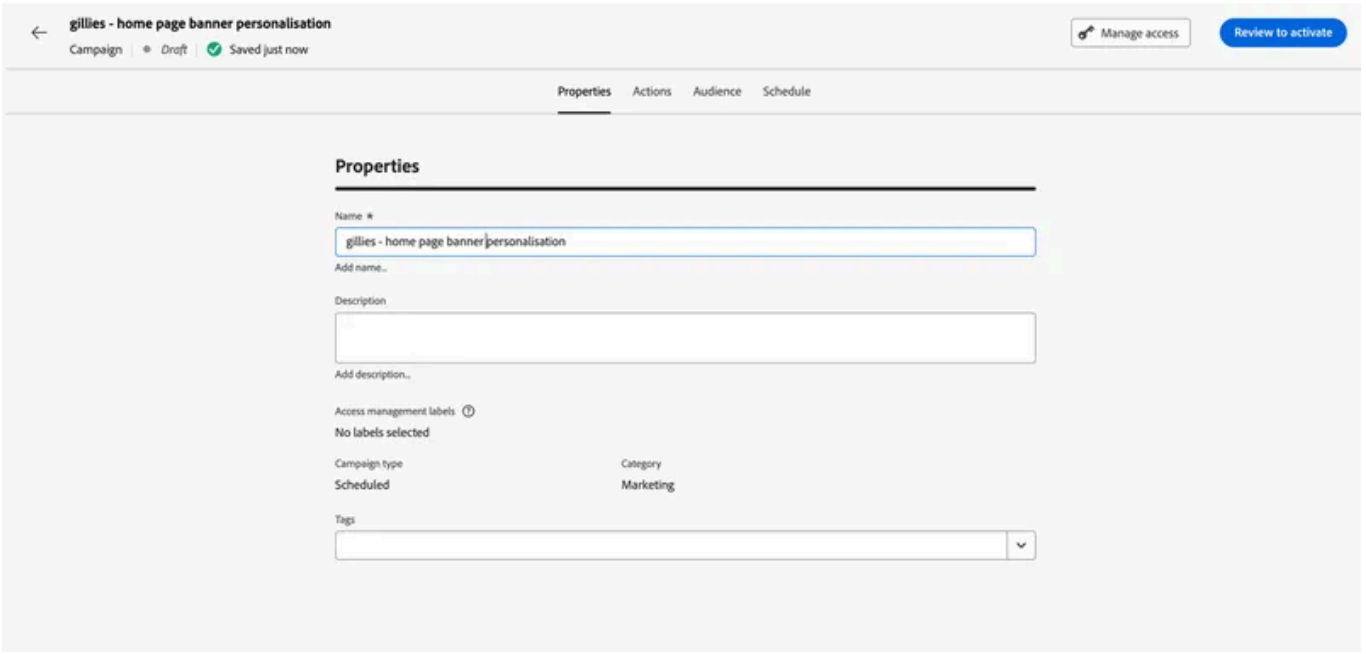
Navigate to **Campaigns** and click to **Create campaign**



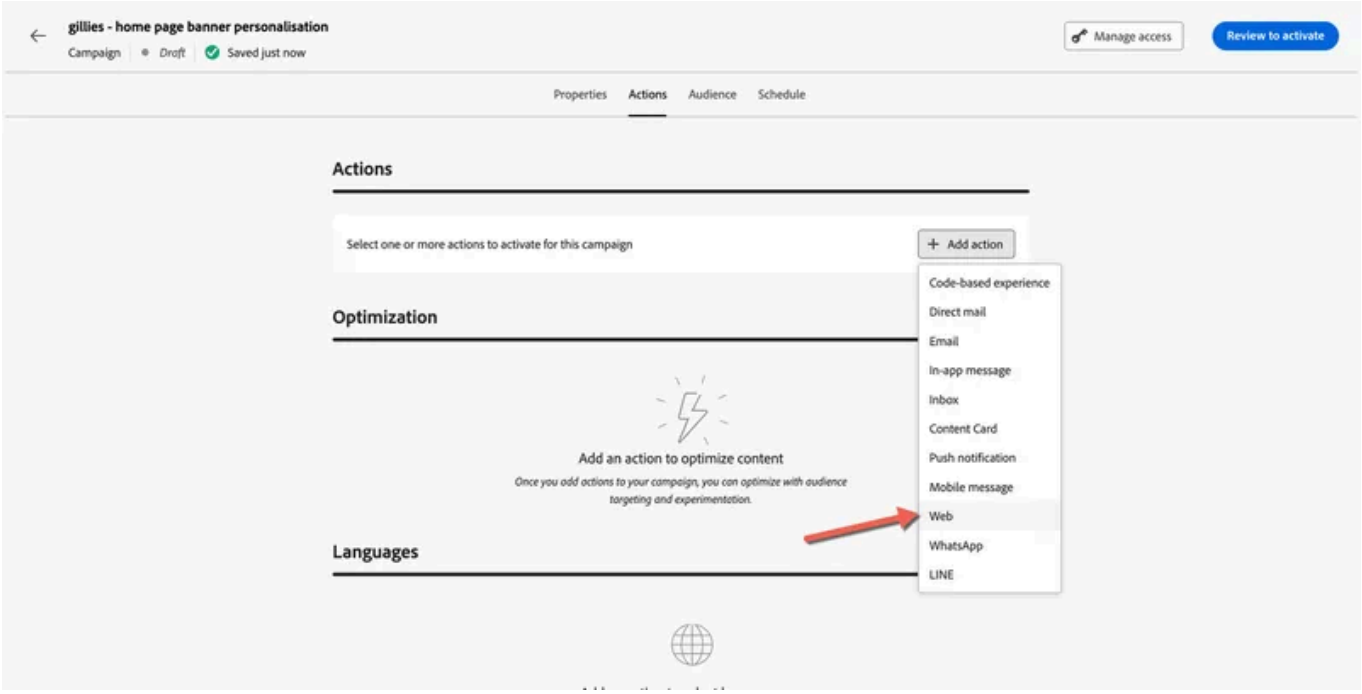
Adobe supports many types of campaigns but this exercise we will use a **Scheduled - marketing** campaign - these campaigns deliver single or recurring outbound messages as well as ongoing inbound actions - such as web experiences.



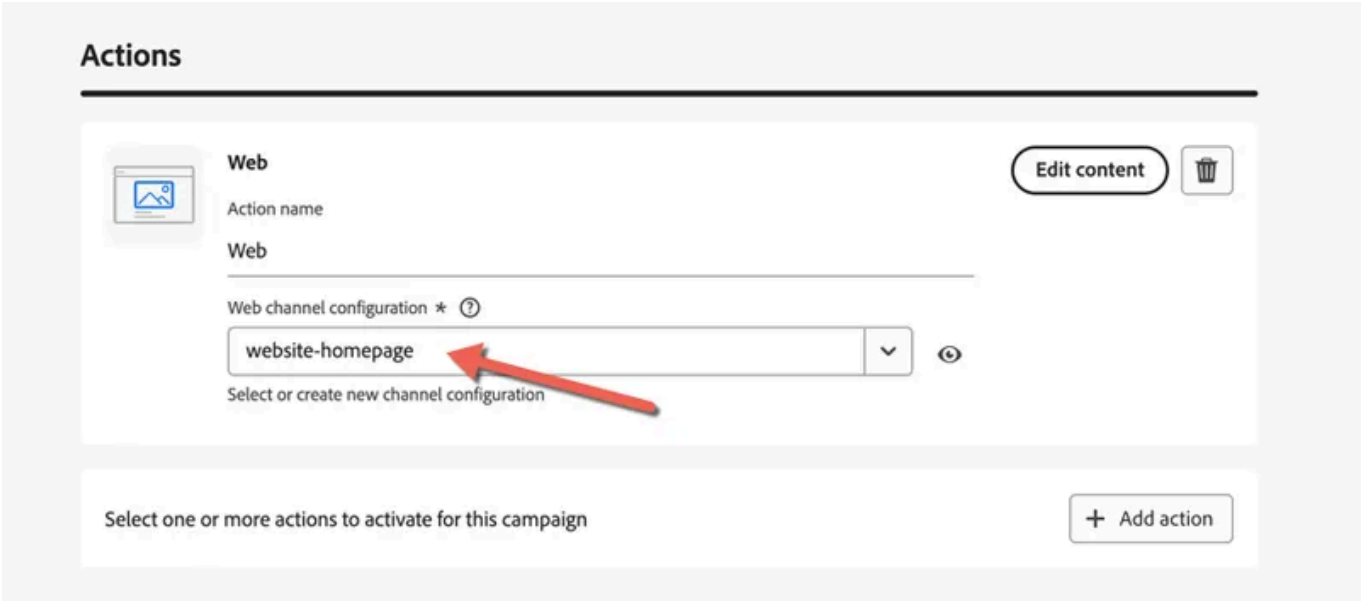
Give your campaign a name, something unique you'll recognise `[your name] - home page banner personalisation`



On the **Actions** tab, click to add a **Web** action - you can see the full list of supported channels here.

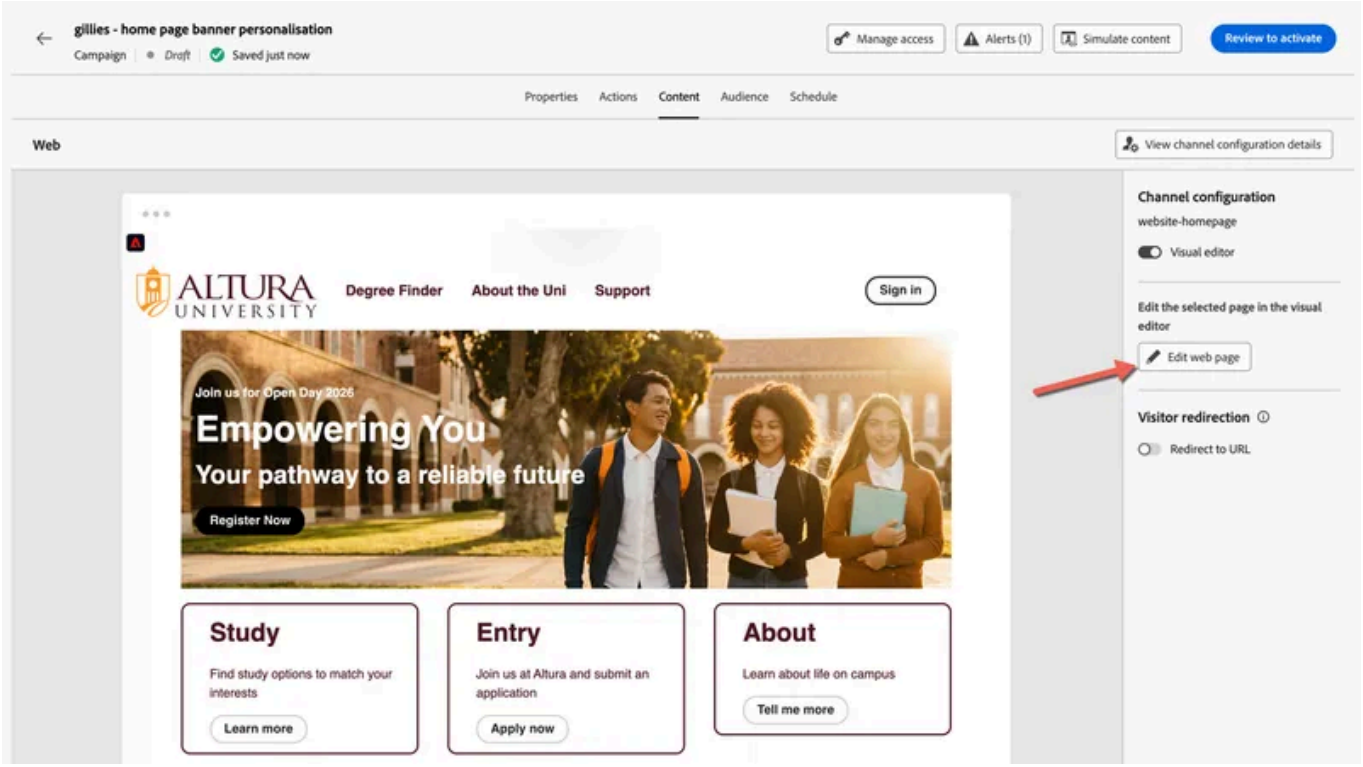


Select the **website-homepage** as web channel configuration. The configuration controls the location on the website where the experience will be triggered. These configurations are controlled under the Admin → Channels and will usually be configured by an admin user and do not need to be modified by marketers.

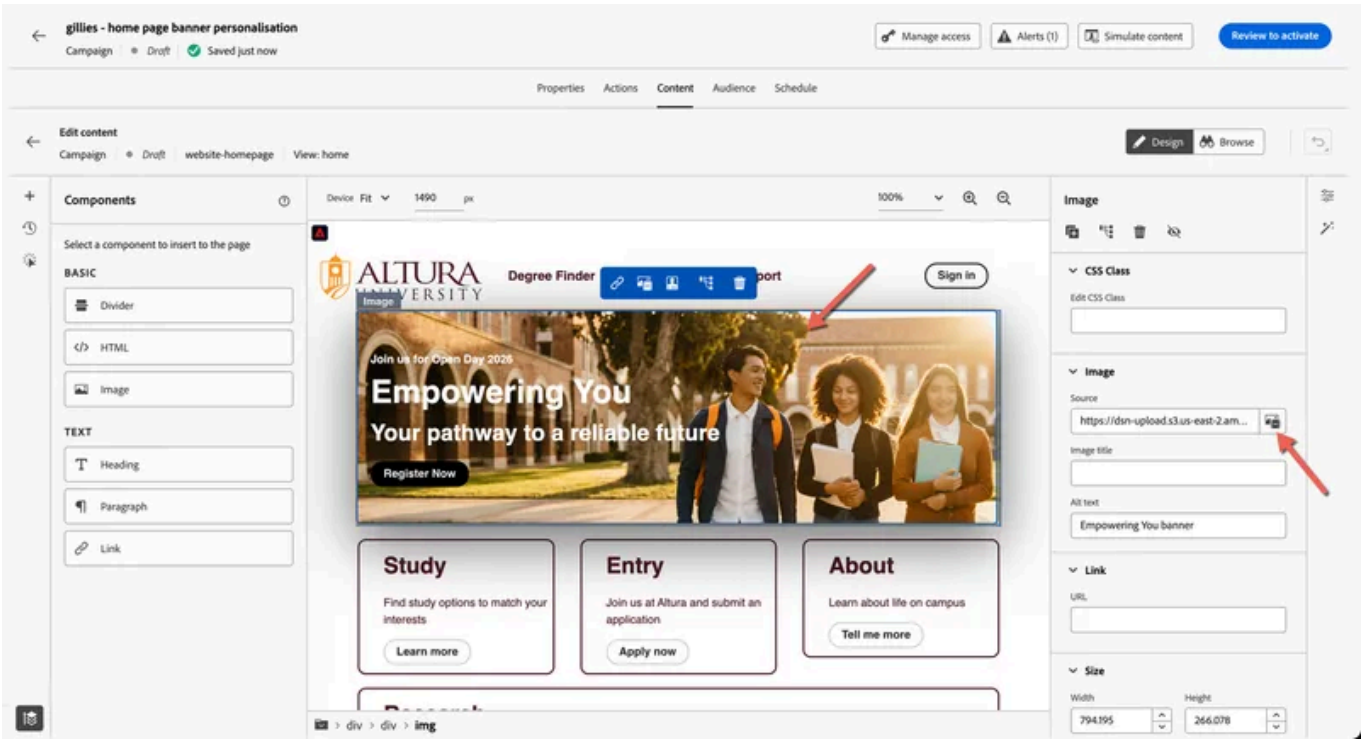


> To configure multiple experiences in the same campaign - for example different banners for users interested in science vs sport you would leverage Targeting Rules.

Click to **Edit Content** or move to the Content tab. You should see a preview of the default home page. Click to **Edit web page.**



Click on the banner image and use the Image Properties on the right side to open the Asset Selector to choose a new image source.



There are a number of options for selecting an image:

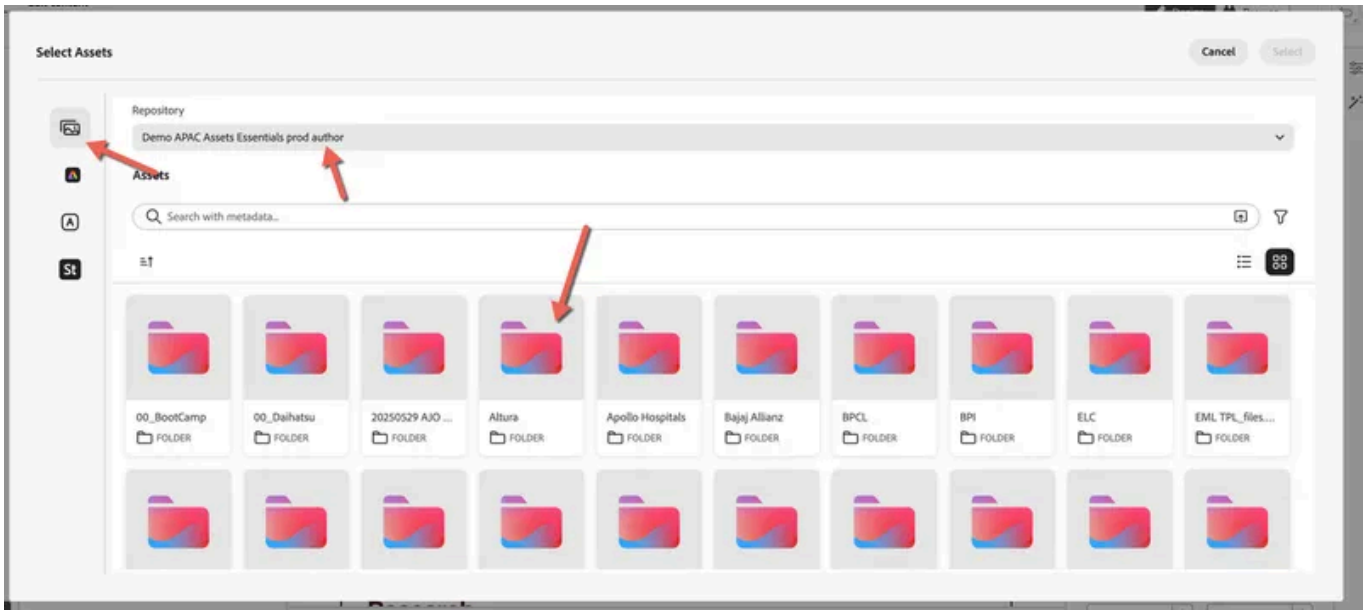
1. Asset Selector - Select a pre-existing image from the Asset Repository

2. Adobe Express - Use Adobe Express to create a new image (requires Adobe Express license)
3. Adobe Firefly - Use Adobe's AI tools to generate a new image using a text prompt
4. Adobe Stock - Pick an image from Adobe's Stock (requires an Adobe Stock license)

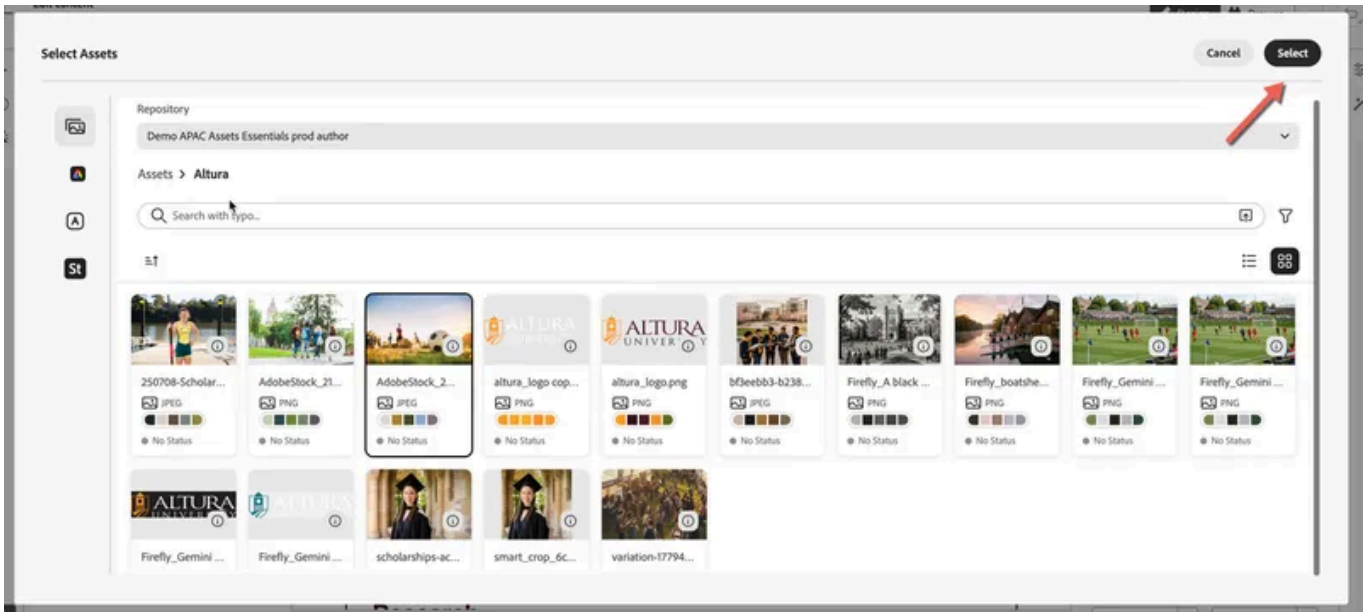
By default it prompts you to use Adobe's AI Tools to generate an image based on a text prompt. You can use this if you want, otherwise click the top icon to select a pre-existing image from the asset repository.

Generate using AI | **Select an existing Asset**

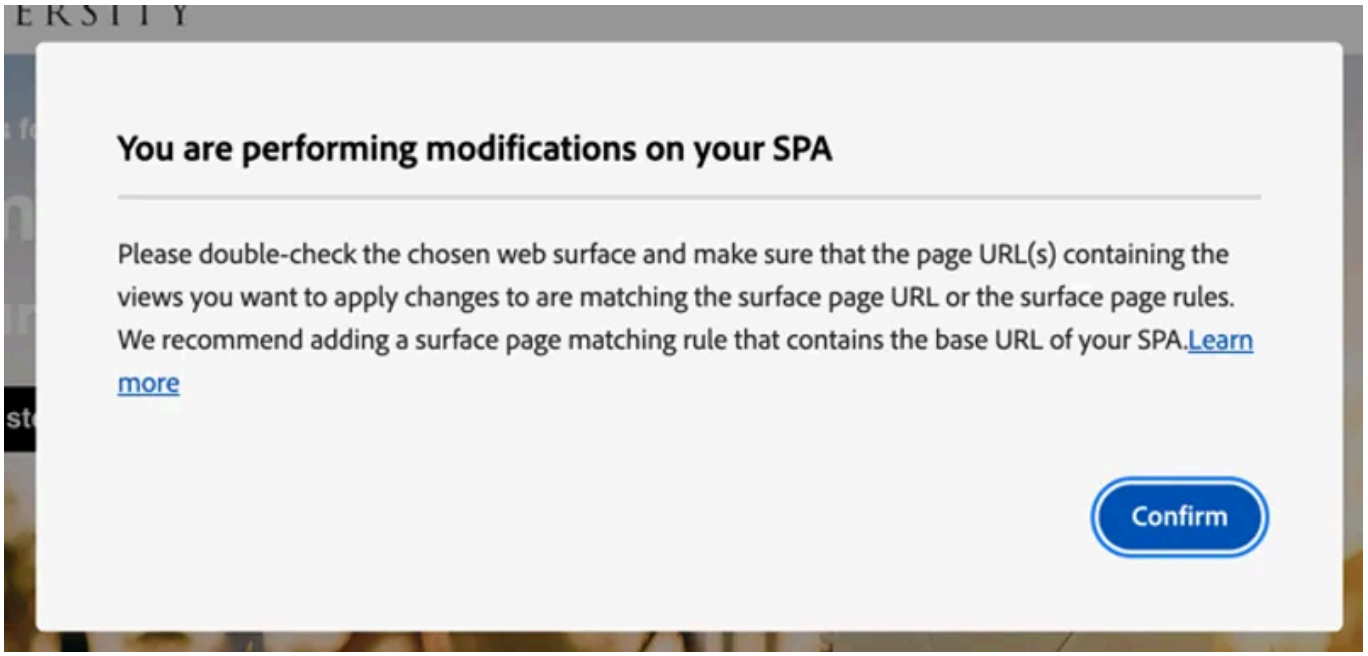
Using the **Asset Selector**, ensure the repository is set to **Demo APAC Asset Essentials prod author.** Then click into the **Altura** folder.



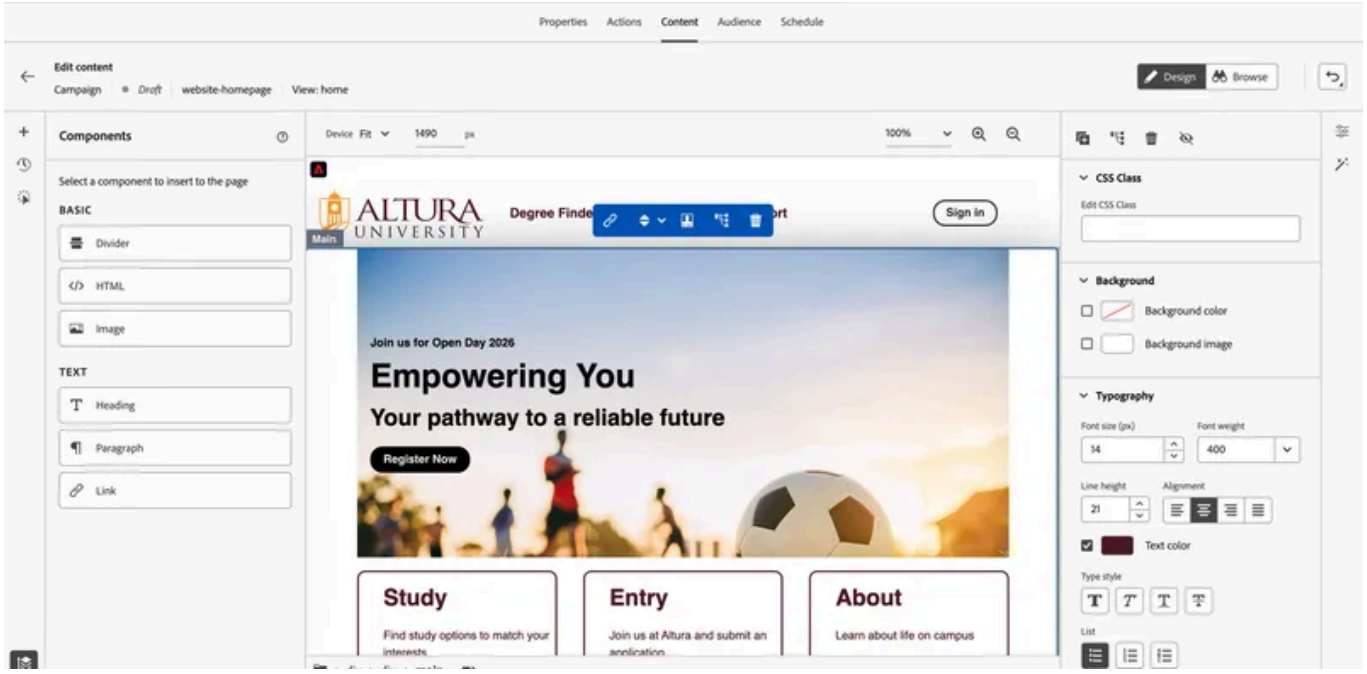
Pick one of the existing banners and hit **Select** to add it to your page.



Click to Confirm the SPA warning.

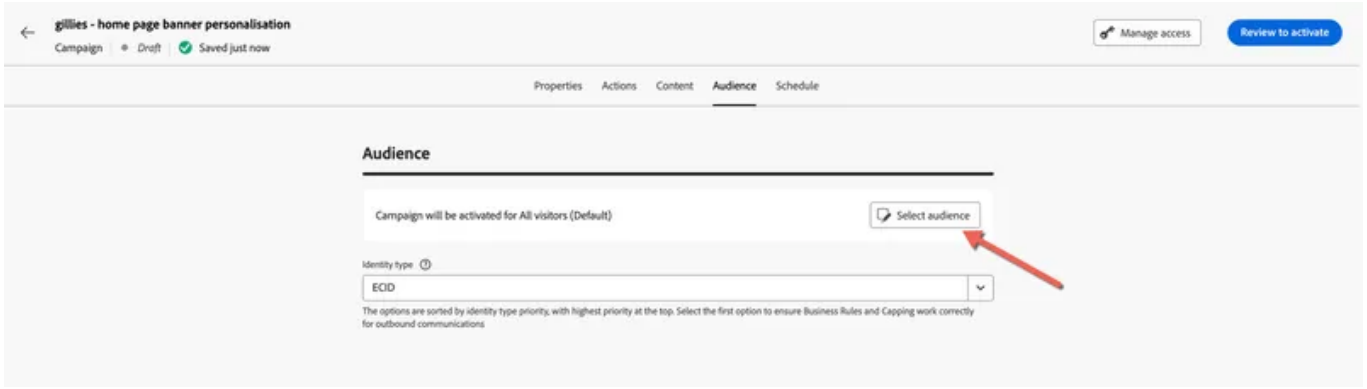


Make further updates to the page if needed such as changing the text colour.

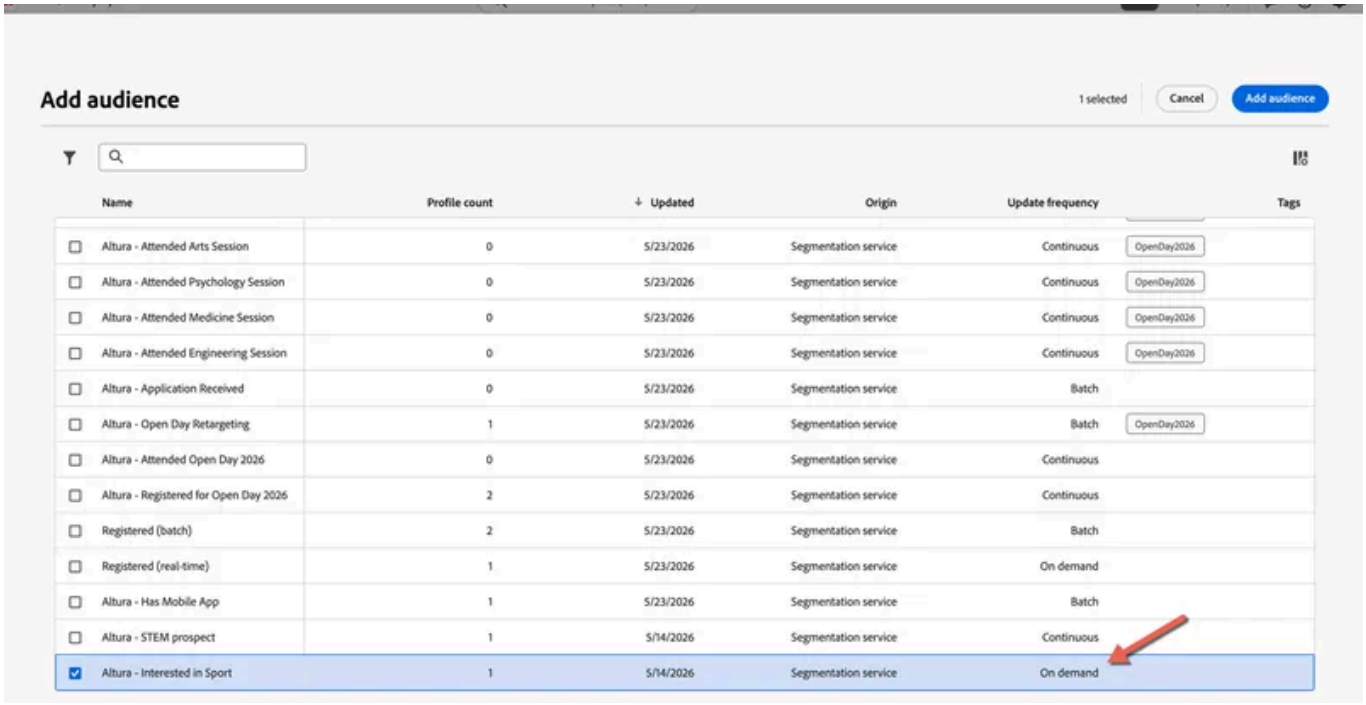


Once you're happy with the results, use the arrow on the top left to return to the campaign.

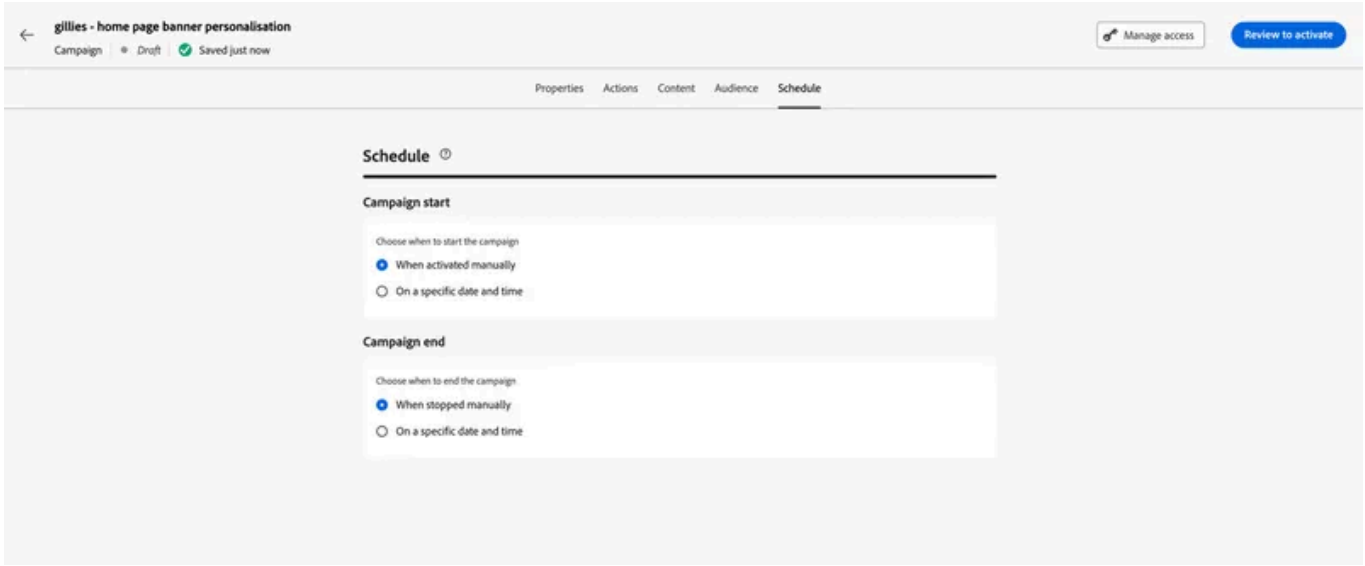
Next we need to define the campaign audience and schedule. Click on the **Audience** tab and click to **select audience.**



Select your real time audience created in the previous exercise - or *Altura - Interested in Sport.* Being an application built natively on Adobe Experience Platform Journey Optimizer has direct access to all AEP audiences - no need to transfer data between solutions. You can see the "real-time" audiences are those defined as "On demand" for Update frequency.



Lastly the Schedule tab lets you assign a start and end date for your campaign. You can leave the default values here.



Your campaign is now ready to activate.

But what if another campaign has also defined an experience for this location? Conflict management on the Actions tab allows you to assign priority weights (1-100) for each campaign to control which experience takes precedence should a customer qualify for multiple experiences at the same time using the same configuration.



Congratulations you've created your first personalised web experience!

Take Away

Understanding who someone is, from the very first anonymous visit through to a fully known, registered profile is the foundation of any effective personalisation strategy. The unified real-time profile brings together behavioural data, declared attributes, and cross-channel identities into a single view, giving marketers a level of insight that simply isn't possible when data is fragmented across separate tools.

The identity graph shows how individual touch-points stitch together over time, meaning you can connect an anonymous website browse to a known profile the moment someone identifies themselves. With this in place, you're no longer guessing who you're talking to, you're responding to real signals with real context, and the onsite personalisation you experienced firsthand demonstrates just how immediate and impactful that can be.

2.2. Exercise 2 - Engage

Scenario

Mia has now registered online for the upcoming Open Day at Altura University. We know that she's looking to study engineering and is interested in sports. She receives a personalised email upon registration and receives reminder messages via mobile push or SMS in the lead up to the day.

During the day she checks in to the sessions she attends using the QR codes provided throughout the campus. Unfortunately, she get's distracted touring the sports facilities and misses the engineering session.

The next day she receives an email thanking her for attending. Later that week she receives a call from the head of engineering faculty to check in on her experience and whether she had any questions since she missed the group session.

Objective

In this exercise you will experience as a future student:

- Checking in to sessions throughout the room

You will learn as a marketer:

- How to create a dynamic segment
- How to build a personalised post event journey

Experience It

Check in to sessions

There are QR codes placed around the room, each represents a different session on Open Day, using your phone scan the QR to register your attendance at a few.

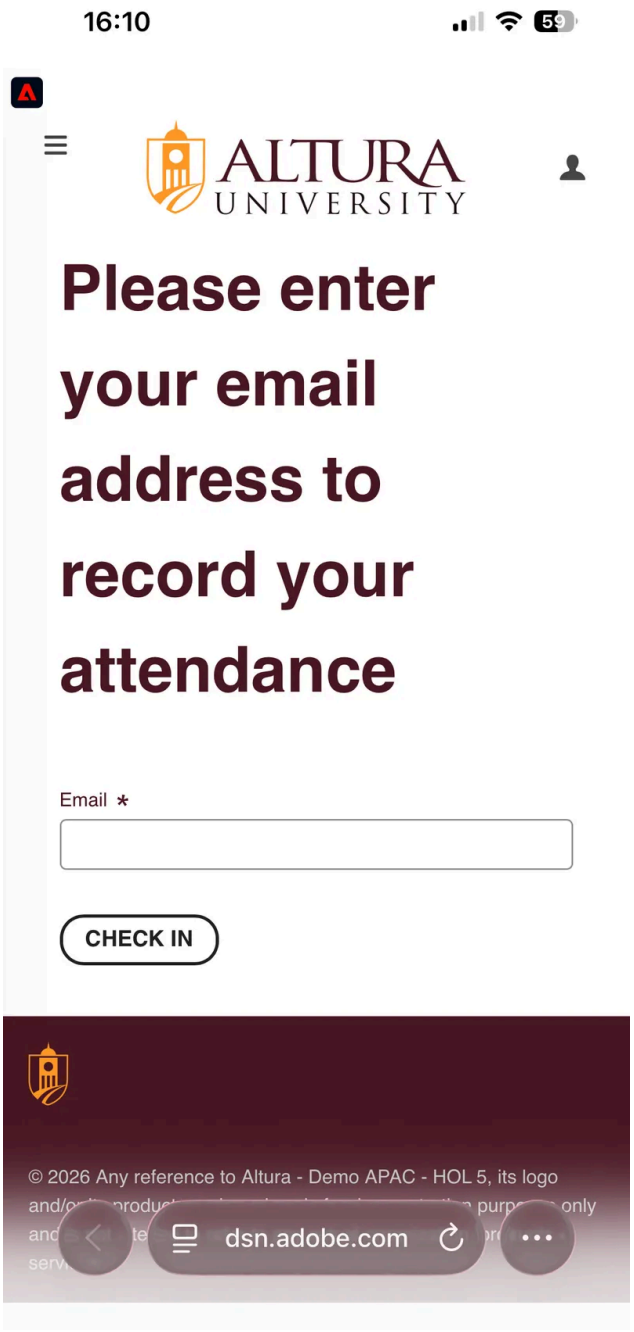
With a mobile app installed there would be no need to provide an email address as part of this checkin, using just your mobile browser you'll need to provide the same email address you used to register for open day in exercise 1 to insure the check-in event is stitched to your known profile. Even with this web only approach the email will be remembered for 24 hours so students can check in to multiple sessions providing their email address only the first time.



Check in to record your attendance at today's ARTS session and to receive follow up information and material from the session.



Your phone will prompt you to identify yourself the first time, enter the email you used to register in exercise 1 and click to Checkin.



Repeat the same for a few sessions around the room, you'll only need to enter your email address once.

Make it

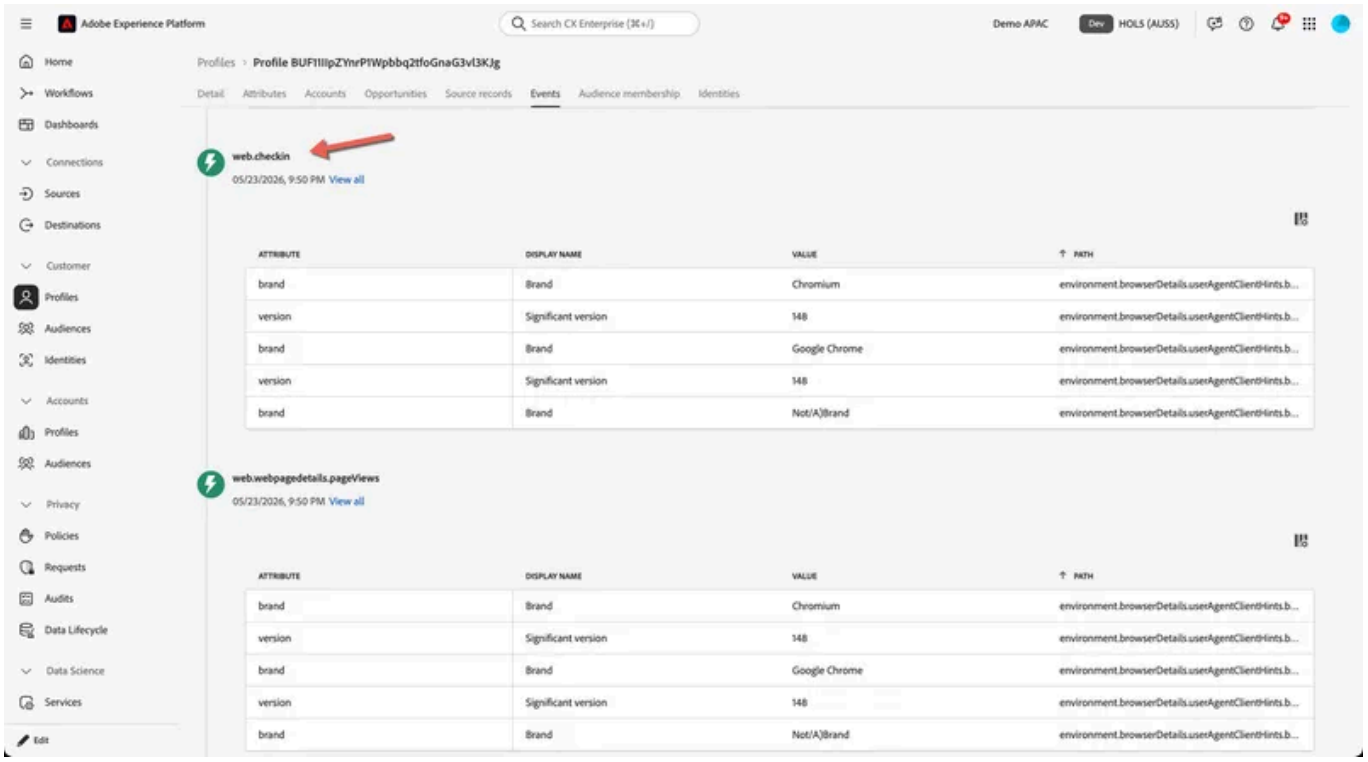
Now you've experienced it from the student perspective, let's take a look behind the scenes. We've broken this exercise up into two parts.

Part 1 - Building the journey

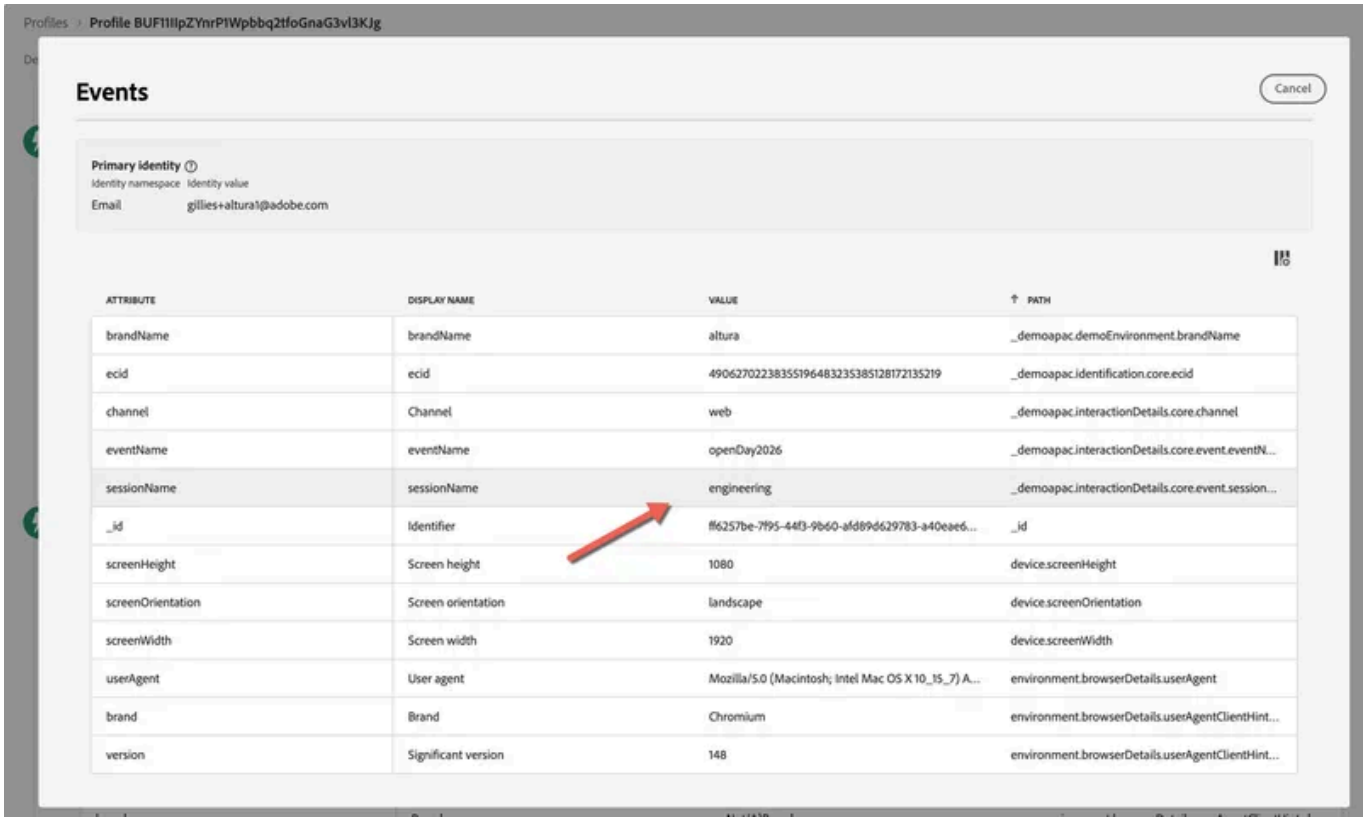
Inspect events

Return to the tab with your profile open - or find it again following the **Find your profile** exercise.

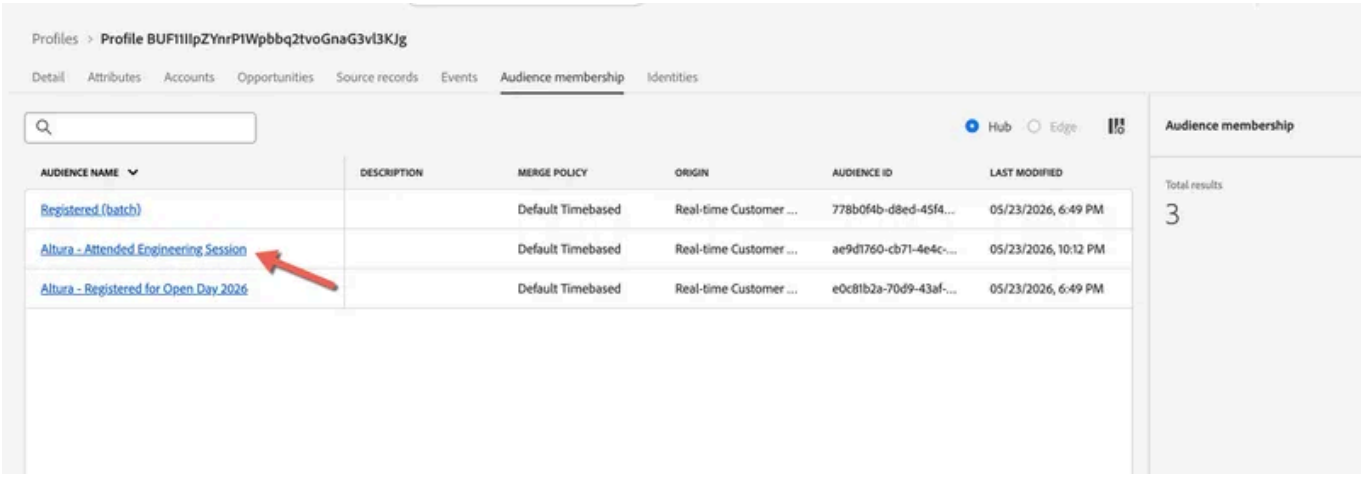
Switch to the **Events** tab where you will see the check in events.



Click to **View all** to see the details of the event including the session name.



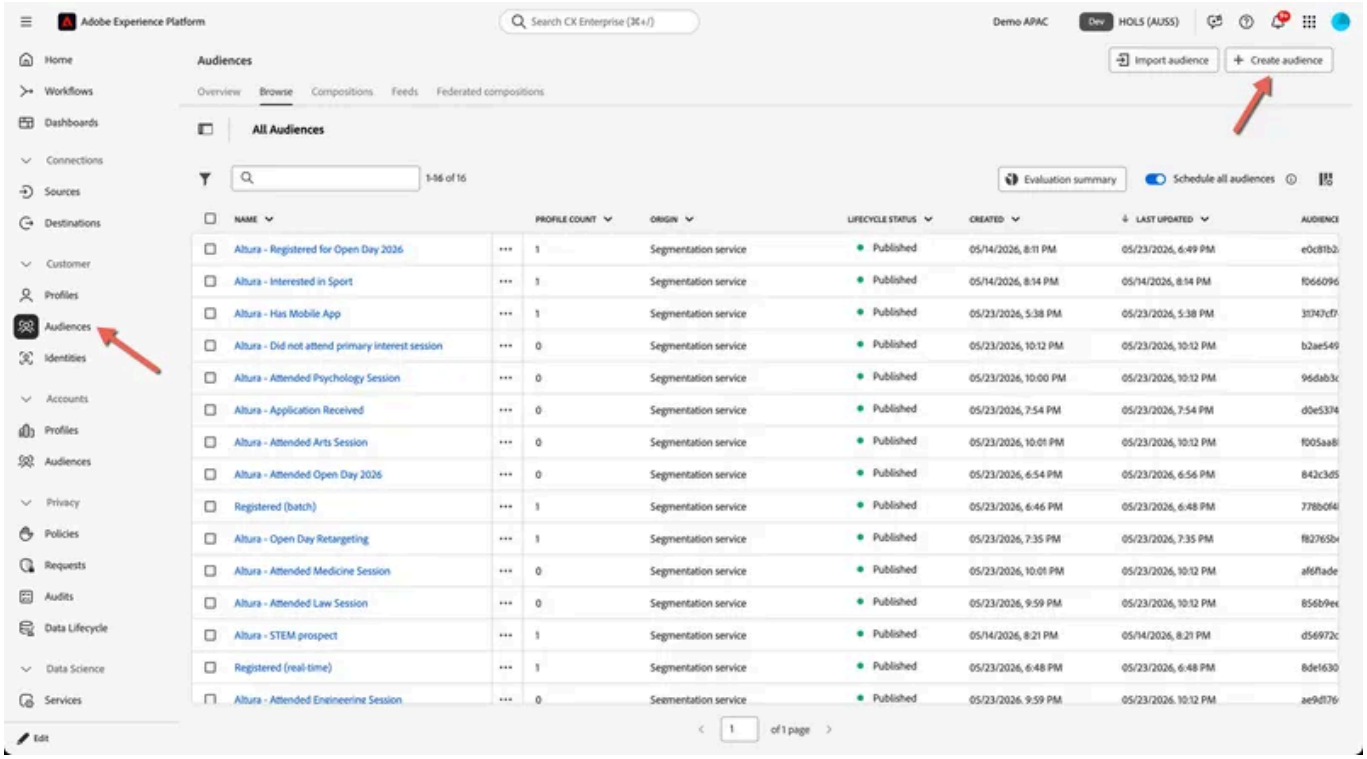
Switch to the **Audience Membership** tab and you can see their attendance is now available as an audience also.



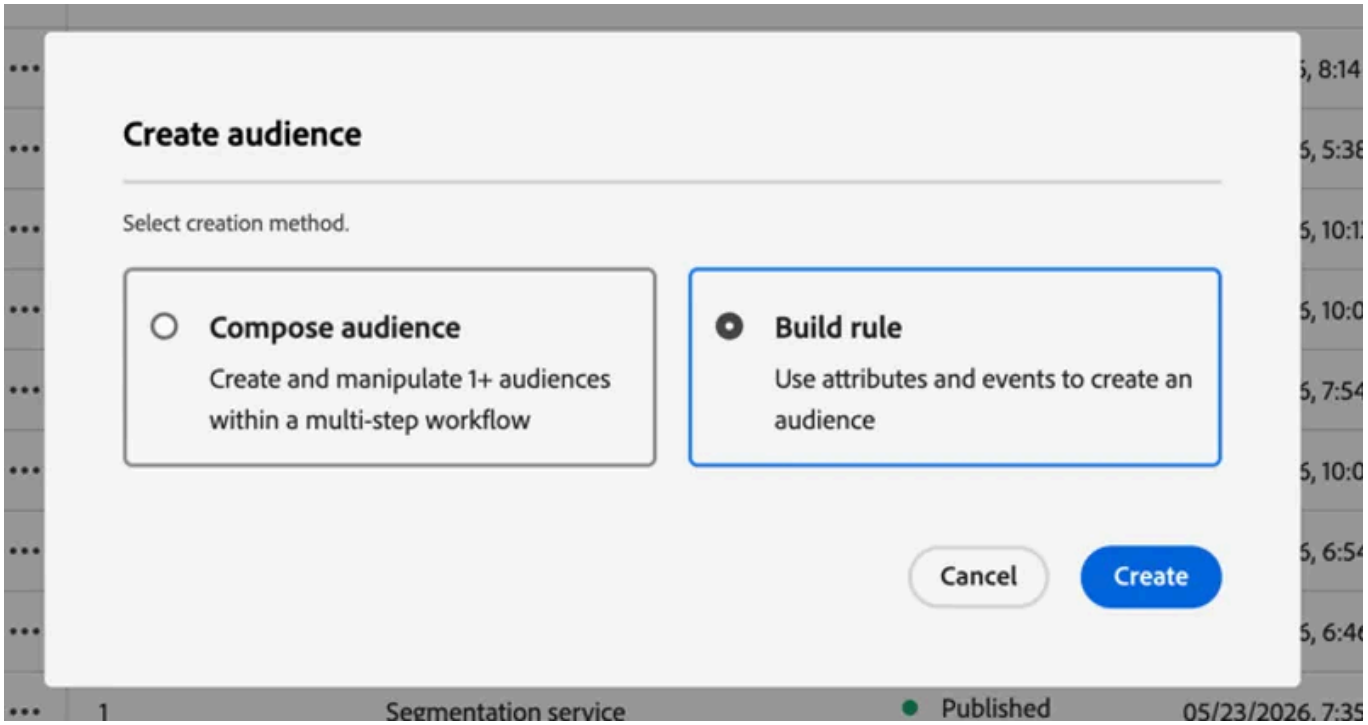
Configure Audience

Altura want to personalise the post event followups to ensure that high value prospects such as STEM focused school leavers are given priority. If attendees didn't make it to the session for their primary interest area they should be added to an outbound call list for the faculty head to reach out. Having detailed check in information and adobe's ability to create dynamic audience rules makes identifying these profiles easy.

Return to **Customers → Audiences** and click to **Create Audience**.

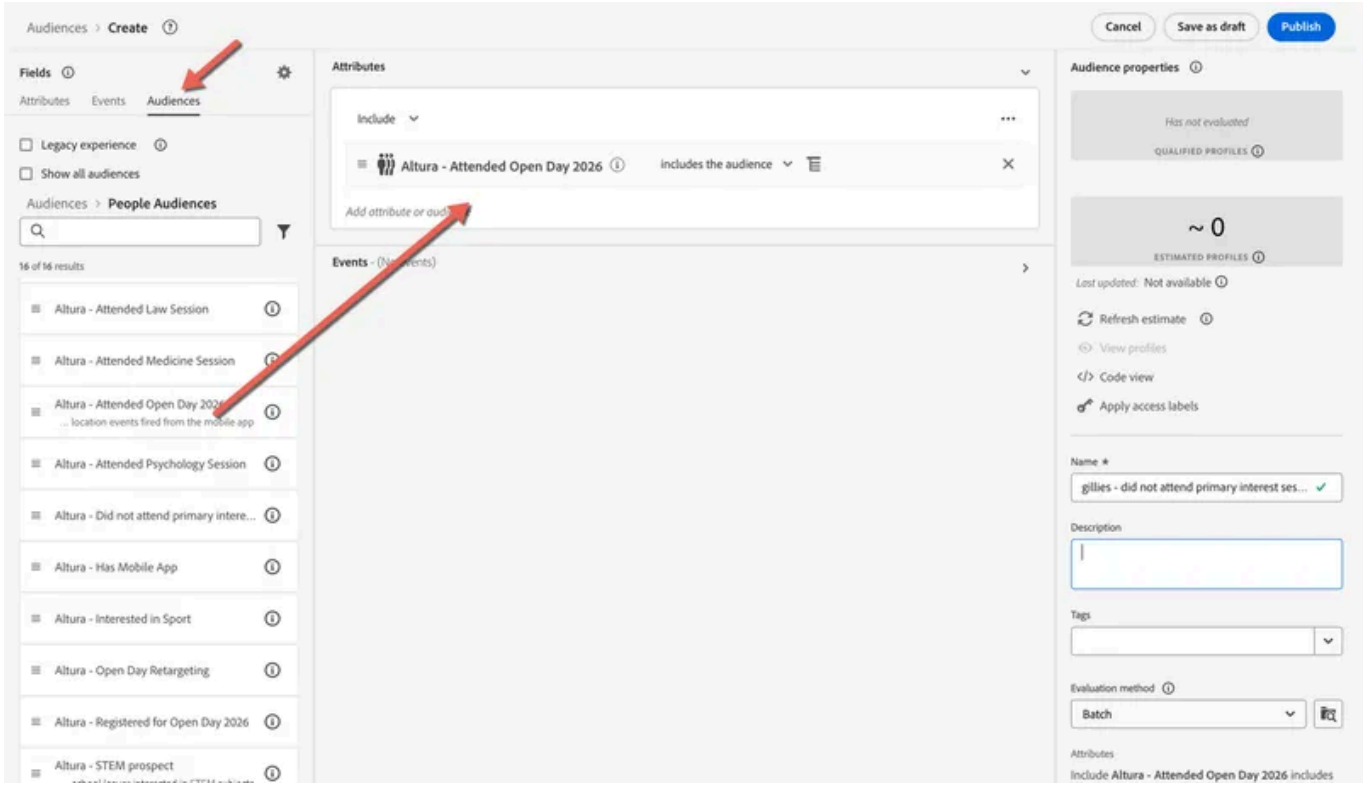


Select to **build a rule based** audience:



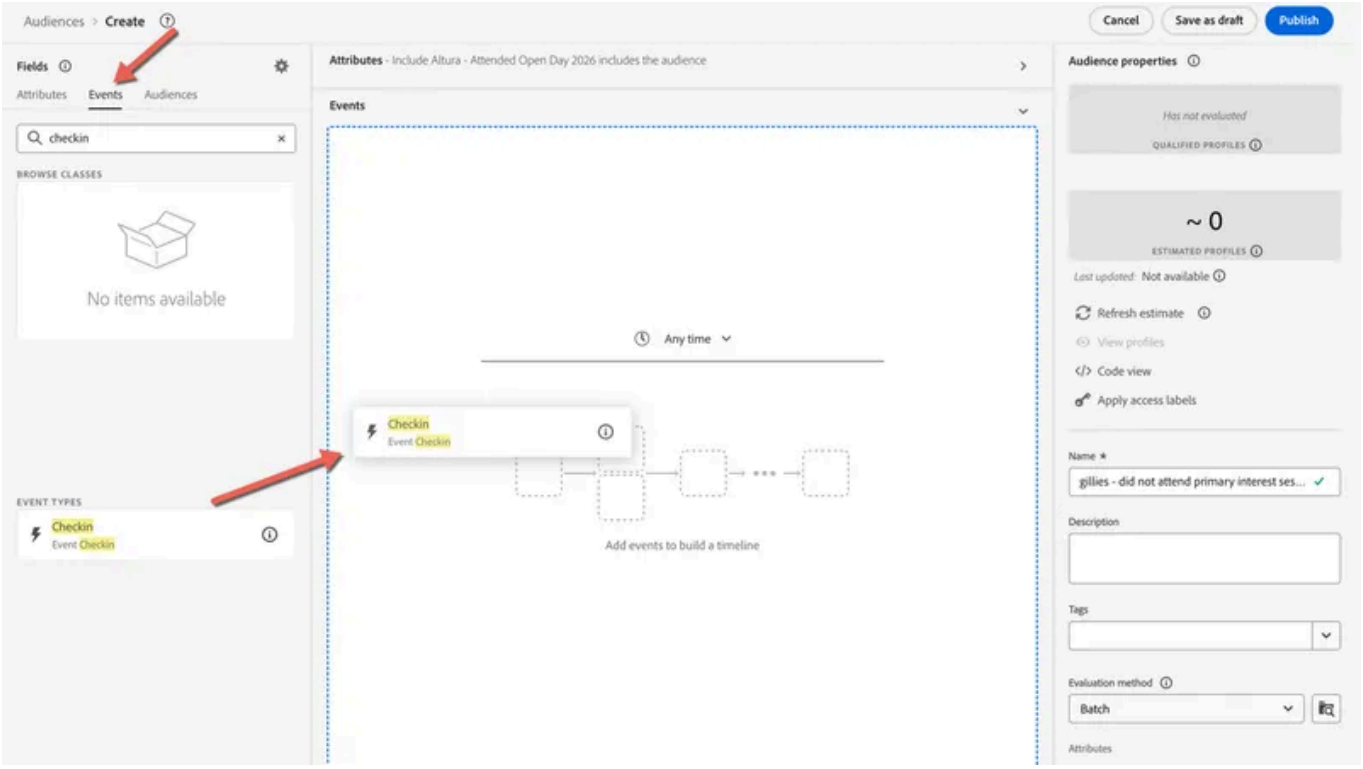
In the audience builder you have access to all of the profile attributes and events and audiences.

1. Change to the **Audiences** tab to add a pre-existing audience into our conditions.
2. Drag the **Altura - Attended Open Day 2026** audience in to the canvas.

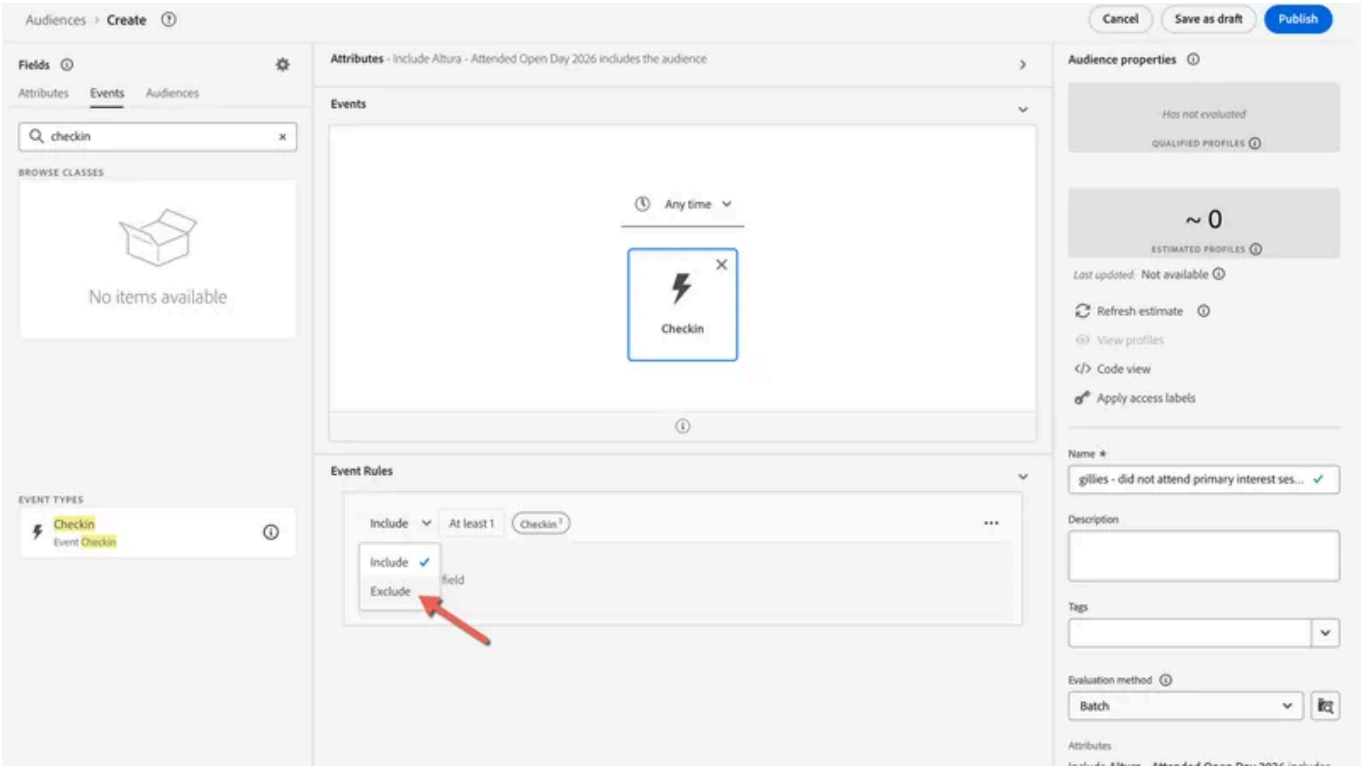


Only customers who have qualified for that audience will be able to qualify for this one. Next we'll add a condition based on their individual check in events.

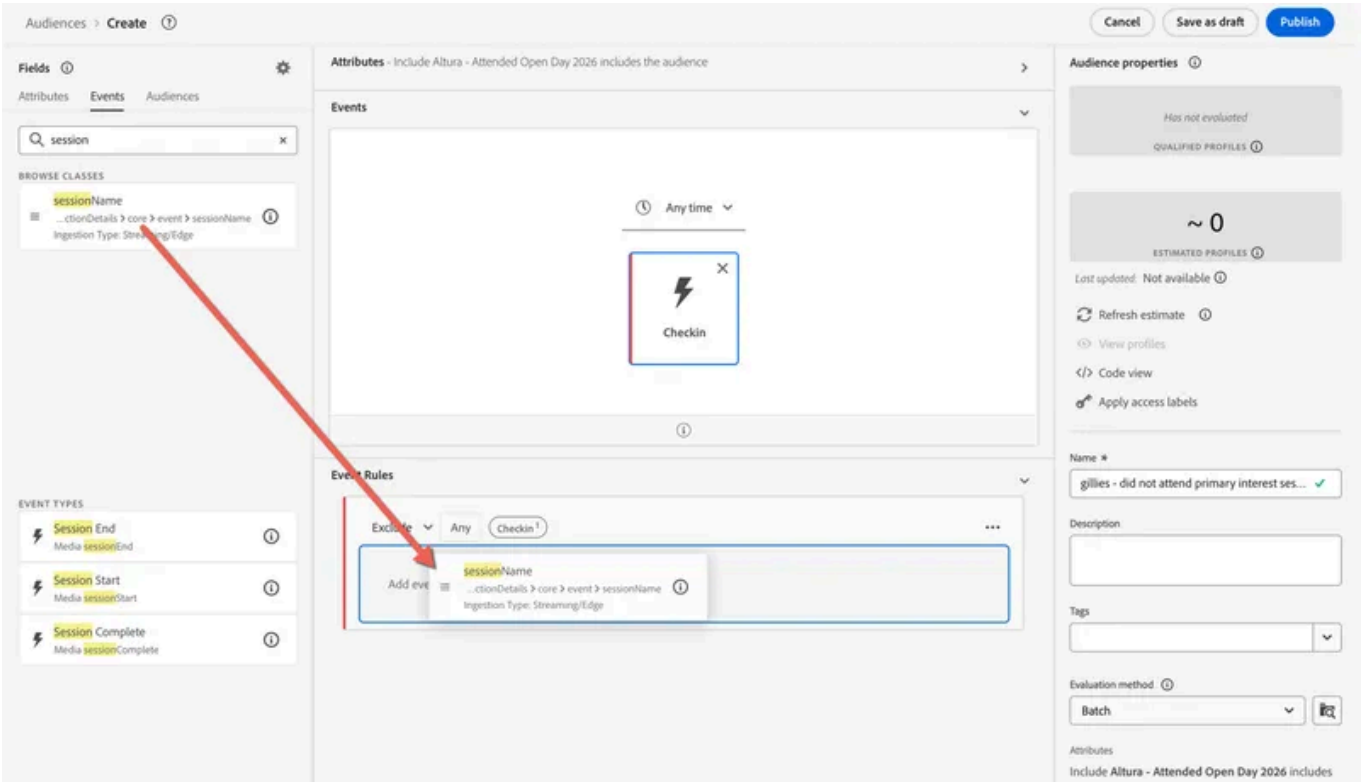
1. Change to the **Events** tab and search for checkin.
2. Drag the **Event Checkin** event type into the canvas



3. Change the Event Rules from the default of Include to **Exclude.** We want to find people came to open day but DID NOT attend a particular session.

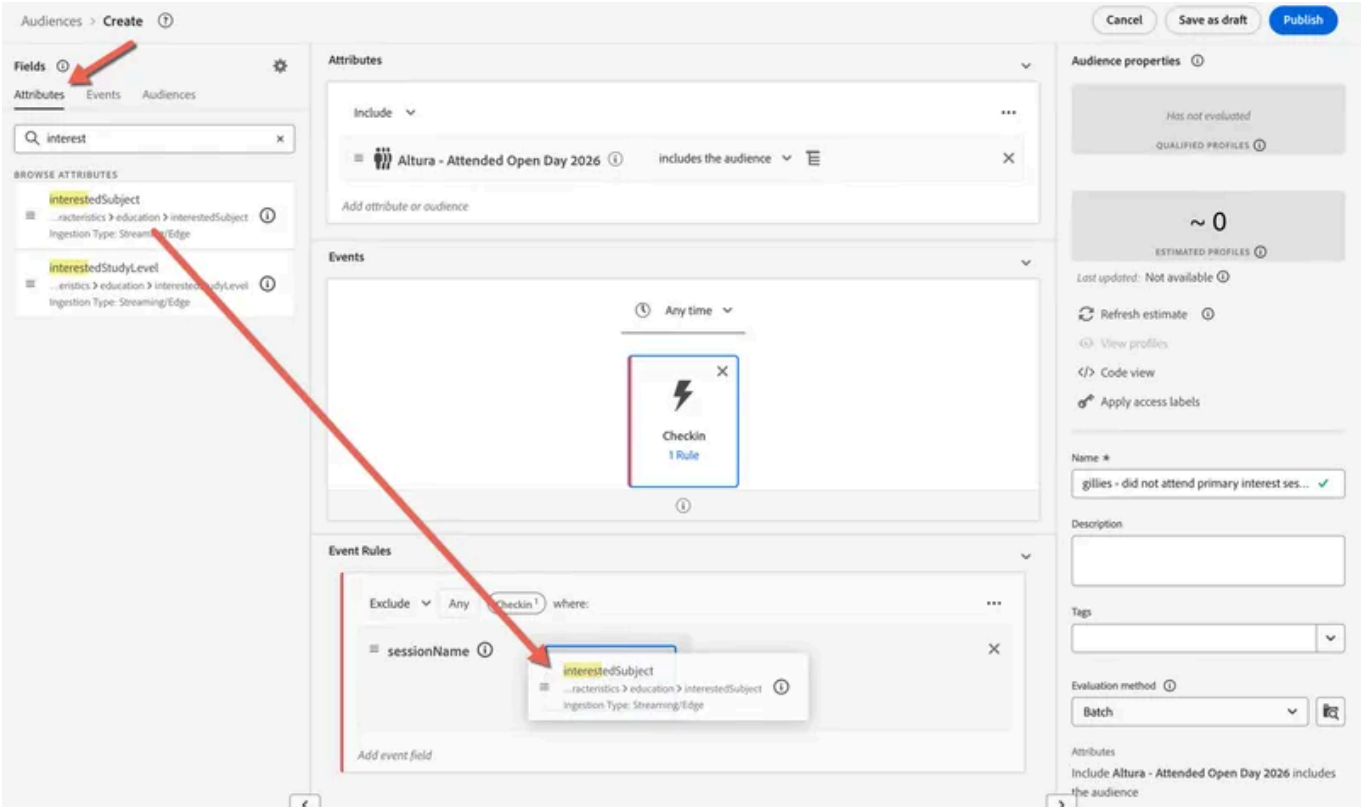


4. Find the **sessionName** event field and drag it into the event rules.



Now we're going to compare the session name from the event with the primary interest subject the student recorded when registering for Open Day. This selection was placed onto the profile as an attribute as part of that registration.

1. Switch to the **Attributes** tab
2. Find the **interestedSubject** field and drag it into the event rule as the **Compare operand.**



Give your audience a name, something unique you will remember and click to **Publish**.

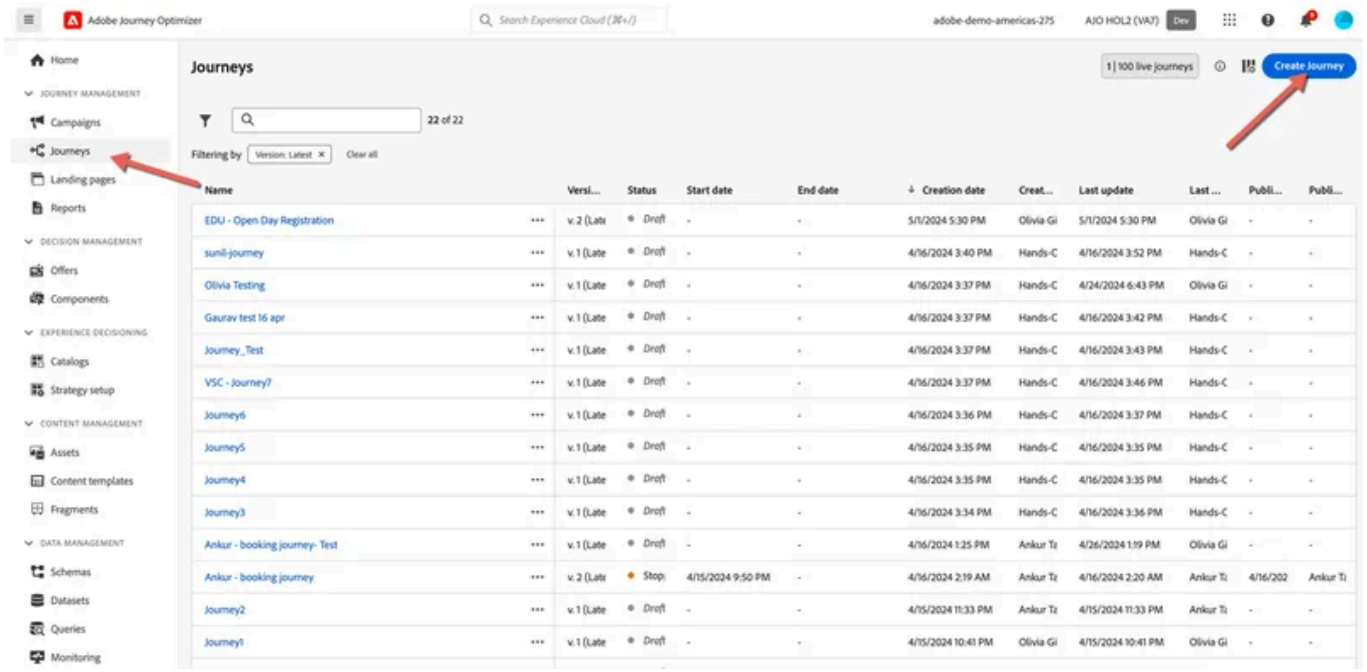
> You now have a dynamic audience that will qualify anyone who attended open day but did not check in to the session aligned with their primary interest, regardless of which subject that is. Dynamic segmentation is a powerful way to create simple segments to cover a range of combinations, imagine how many audiences would be needed if we had to build one for each subject! We'll use this audience

Build the Journey

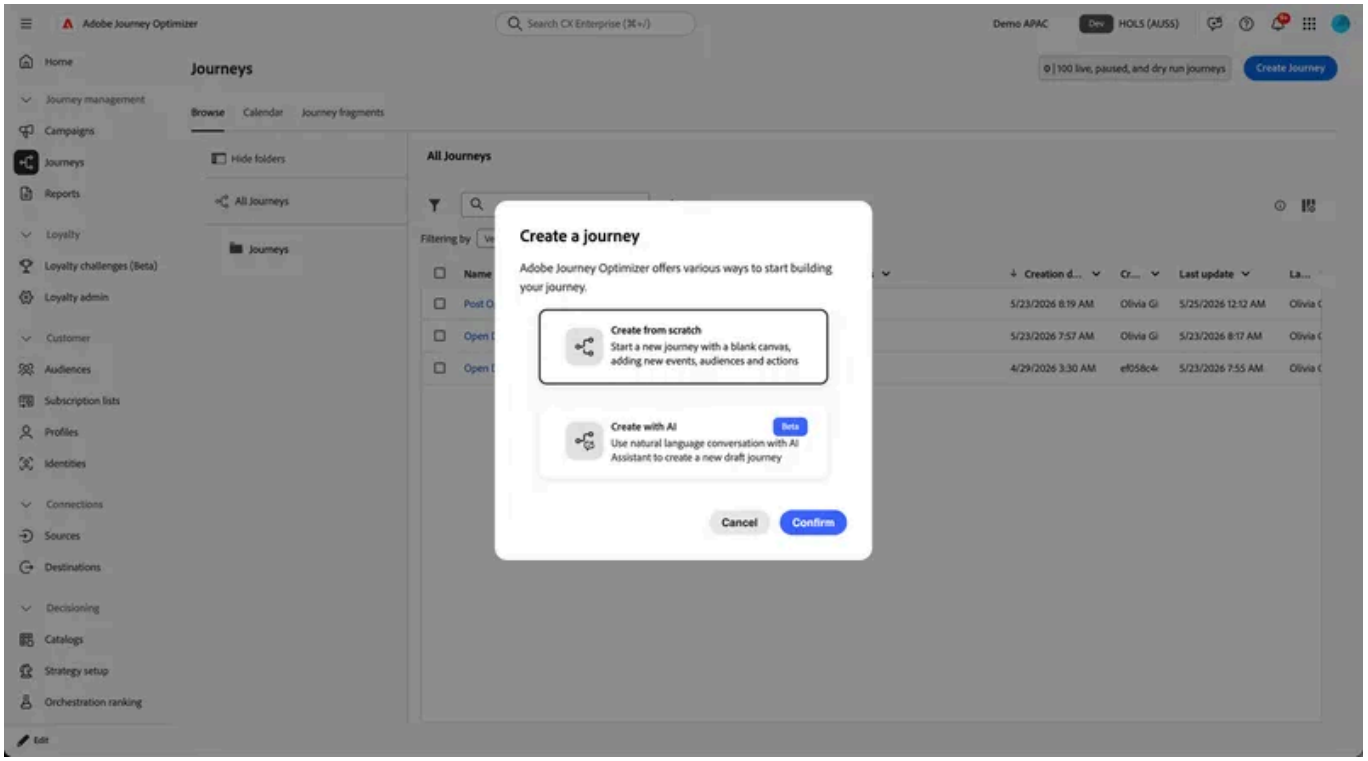
The post event journey used to contact attendees after Open Day will be a once off journey scheduled to execute the day after the event. Unlike the registration journey which was always on allowing each profile to enter at a different time, triggered by their registration form submission.

Both types of journeys are supported and have access to the same set of actions and orchestration activities.

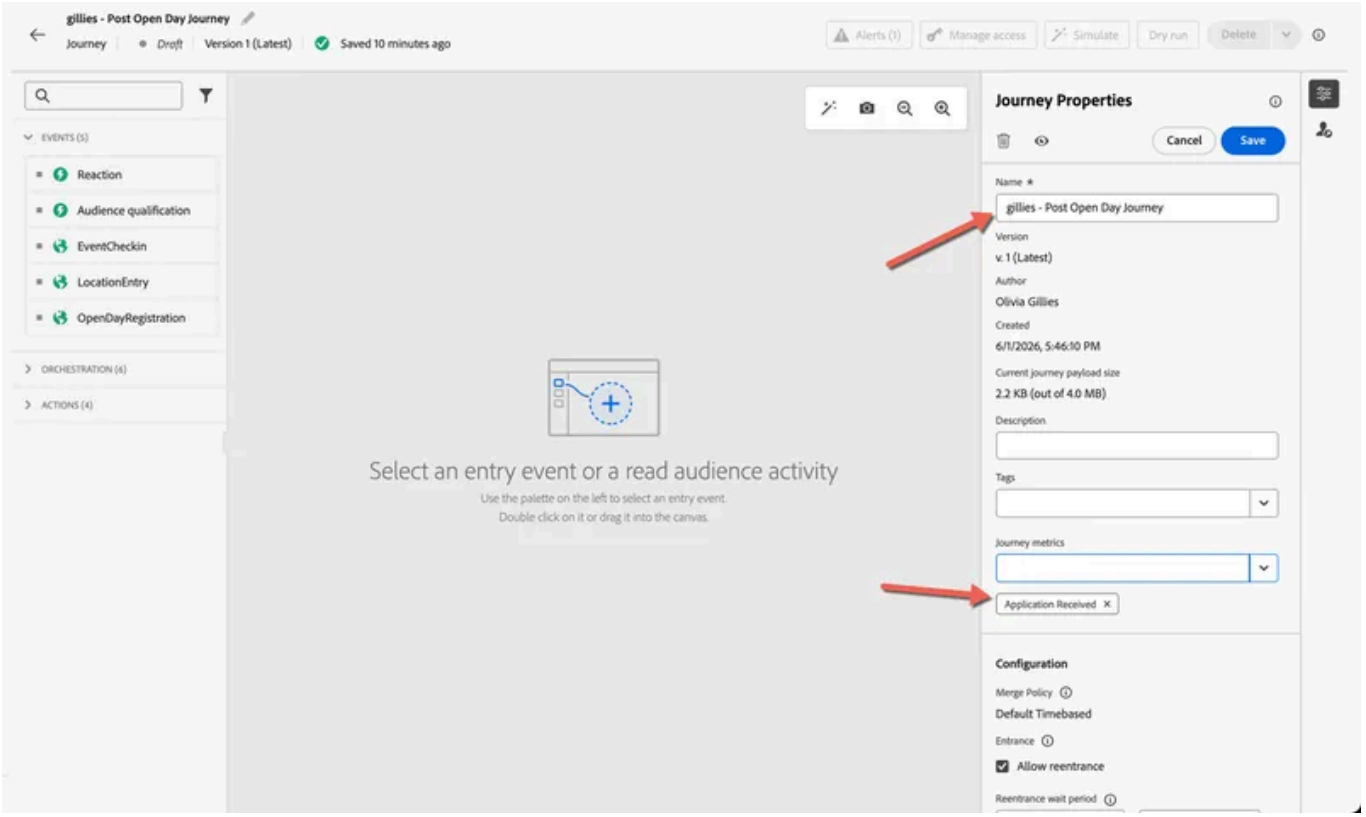
To create Altura's post event journey, click on **Journeys** in the left hand navigation under **Journey Management**. Click the **Create Journey** button on the right hand side.



We can now select to create our journey from scratch or using our natural language AI Assistant. Let's start manually as it's important to understand the basics before we progress to using AI.



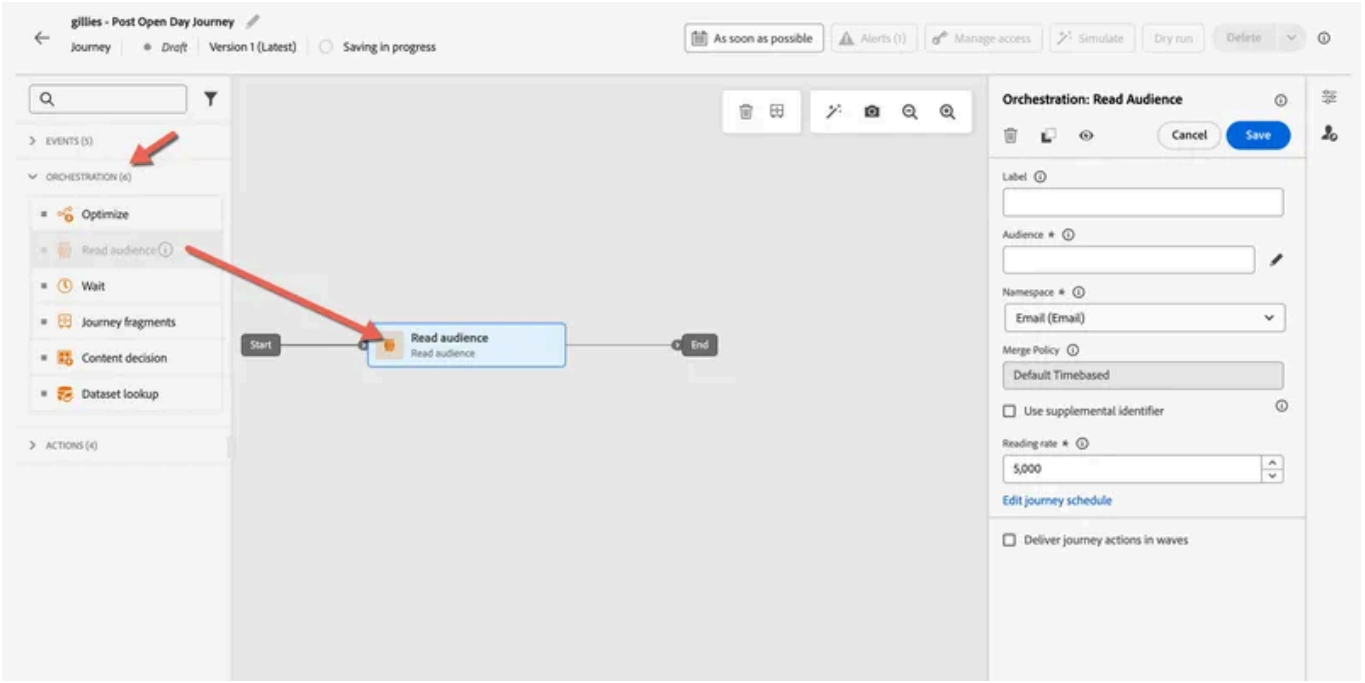
Give your journey a **name** - something unique so you can distinguish it from your colleagues in the class. You can also define here what the success criteria is that you'd like to report on for this journey. In our case we are encouraging future students to submit their application, so we can set the Journey Metrics to **Application Received.**



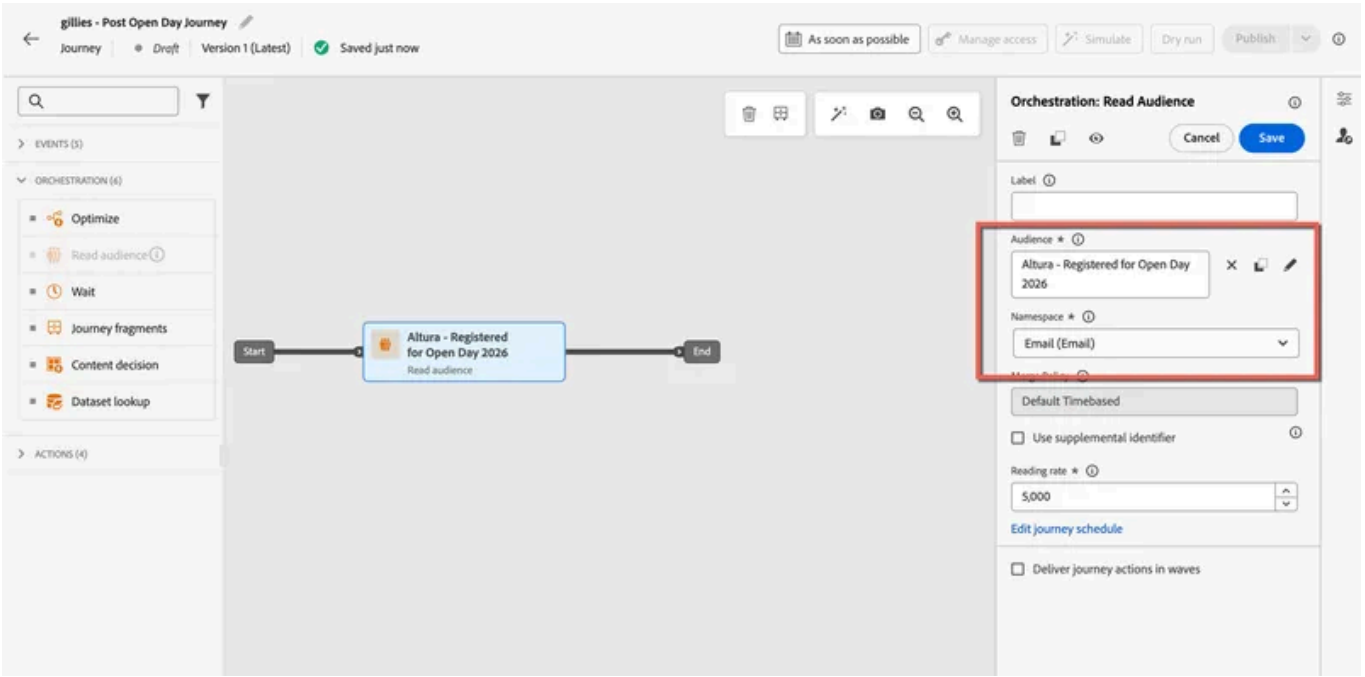
There are three ways to start a journey:

1. **Inbound Events** - always on journeys triggered by inbound events like our Open Day Registration event or the Session Check in events
2. **Audience Qualifications -** always on journeys triggered when entering or exiting an audience
3. **Read Audience** - Scheduled recurring or once off journeys using a pre-defined audience

Our post event journey is designed to fire once only after the open day. Open the **Orchestration** panel and drag a **Read Audience** activity in the canvas.

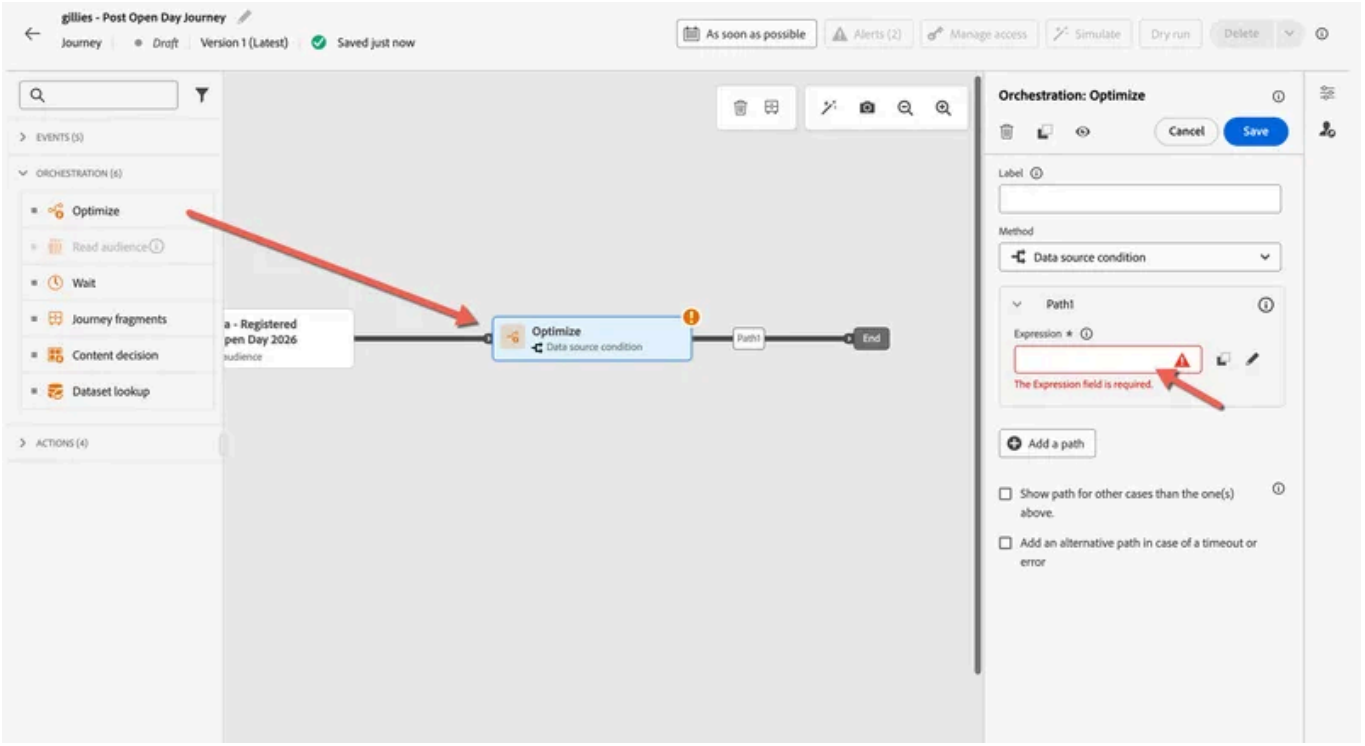


Select the **Altura - Registered for Open Day 2026** audience. Ensure the identity namespace is **Email** we are only targeting known profiles in this journey.

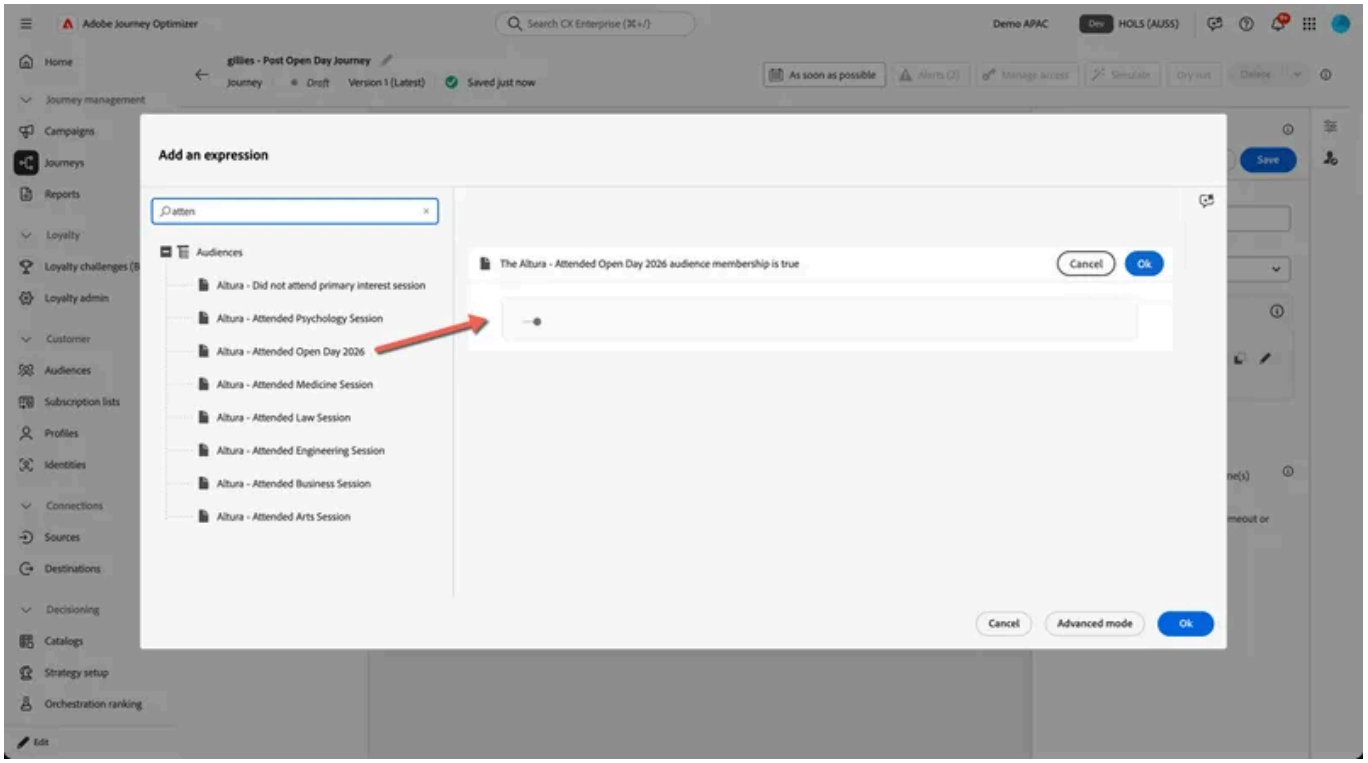


We'll send a different message to prospects who attended the session vs those who did not.

1. Drag an **Optimize** activity into the canvas and append it to the end of the journey.
2. Click to open the **Expression** editor for the default path

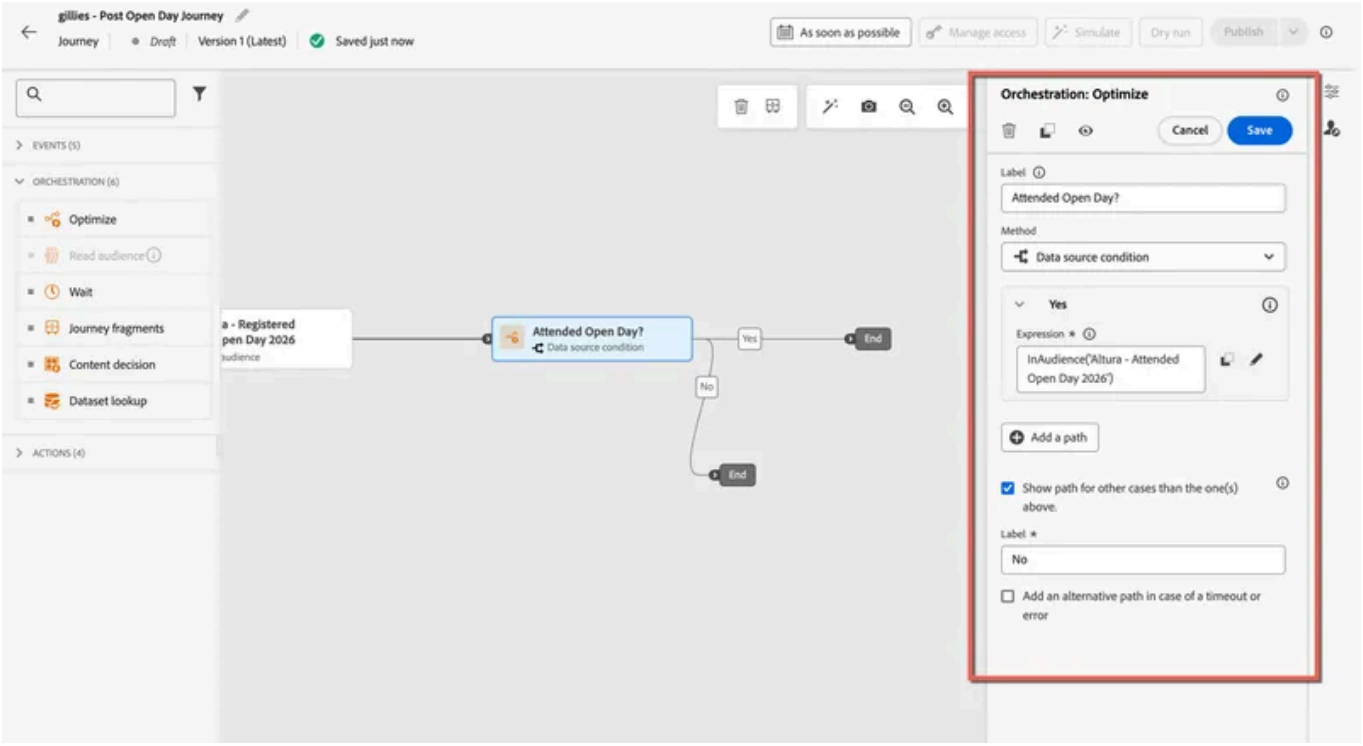


3. Search for the attended audience
4. Drag it into the editor
5. Click **Ok** to store the condition
6. Click **Ok** to close the editor



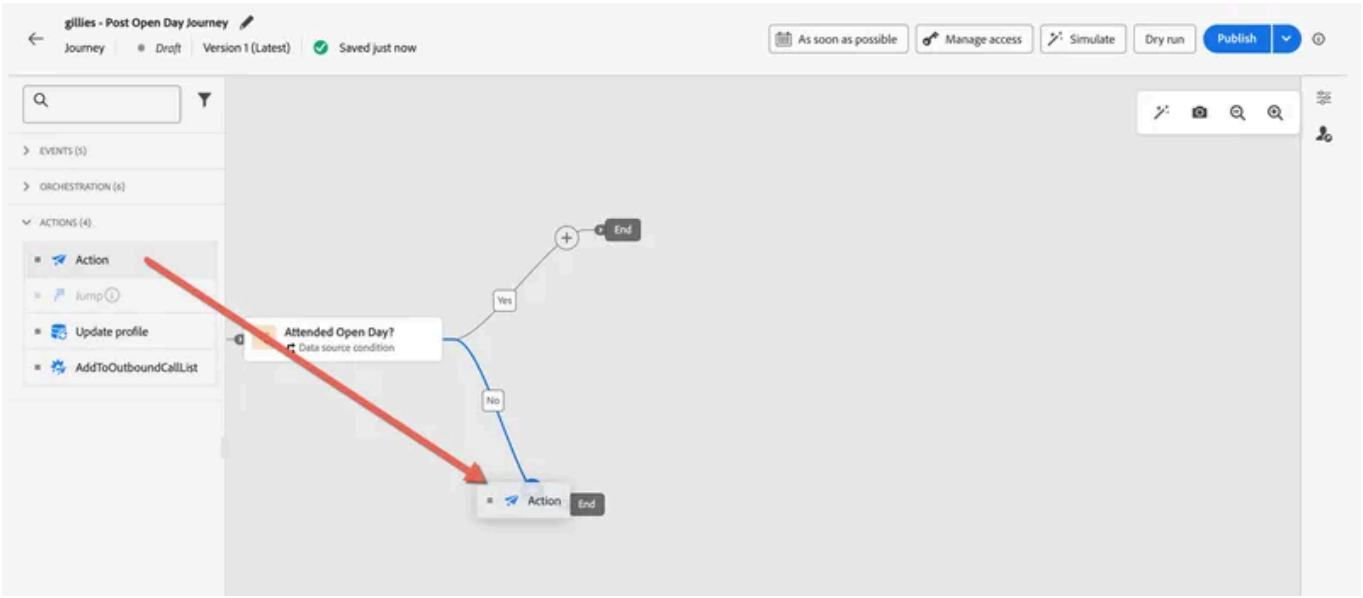
Now we have our path condition defined we need to configure the rest of the activity to push profiles who are not part of the audience to a different experience.

7. Update the activity Label to **Attended Open Day?**
8. Change the configured path name to **Yes**
9. Tick the checkbox to **Show path for other cases than the ones above**
10. Update the label for the other path to **No**
11. Click to **Save** the optimize activity

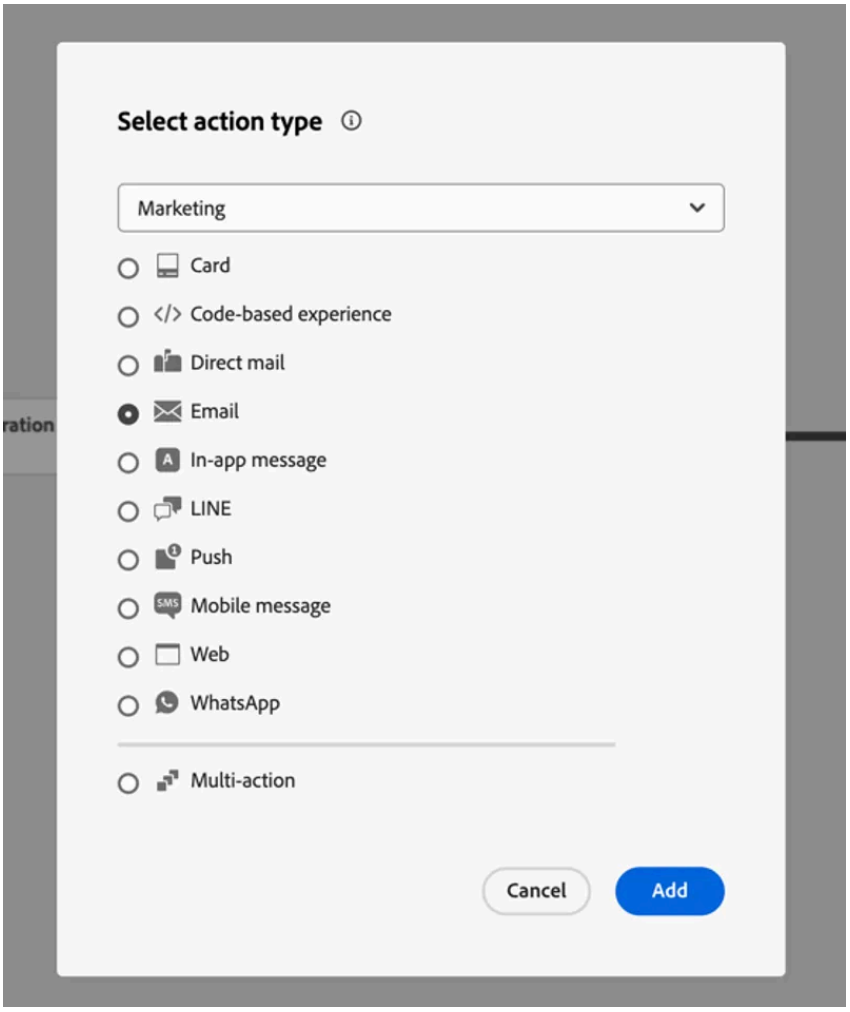


The Action activity is used to add messages across any of the natively supported channels.

1. Drag an **Action** activity and append it to the end of the No path.

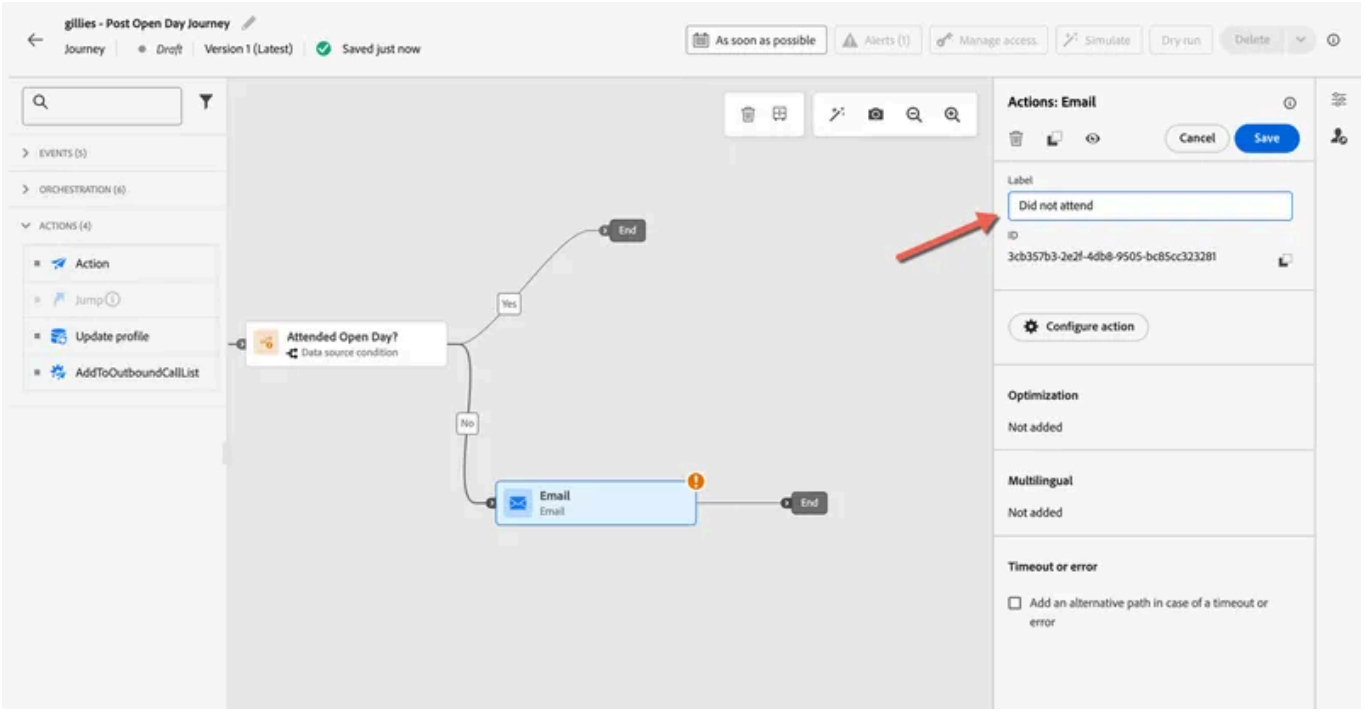


2. Select the **Email** channel and click to **Add** the action.

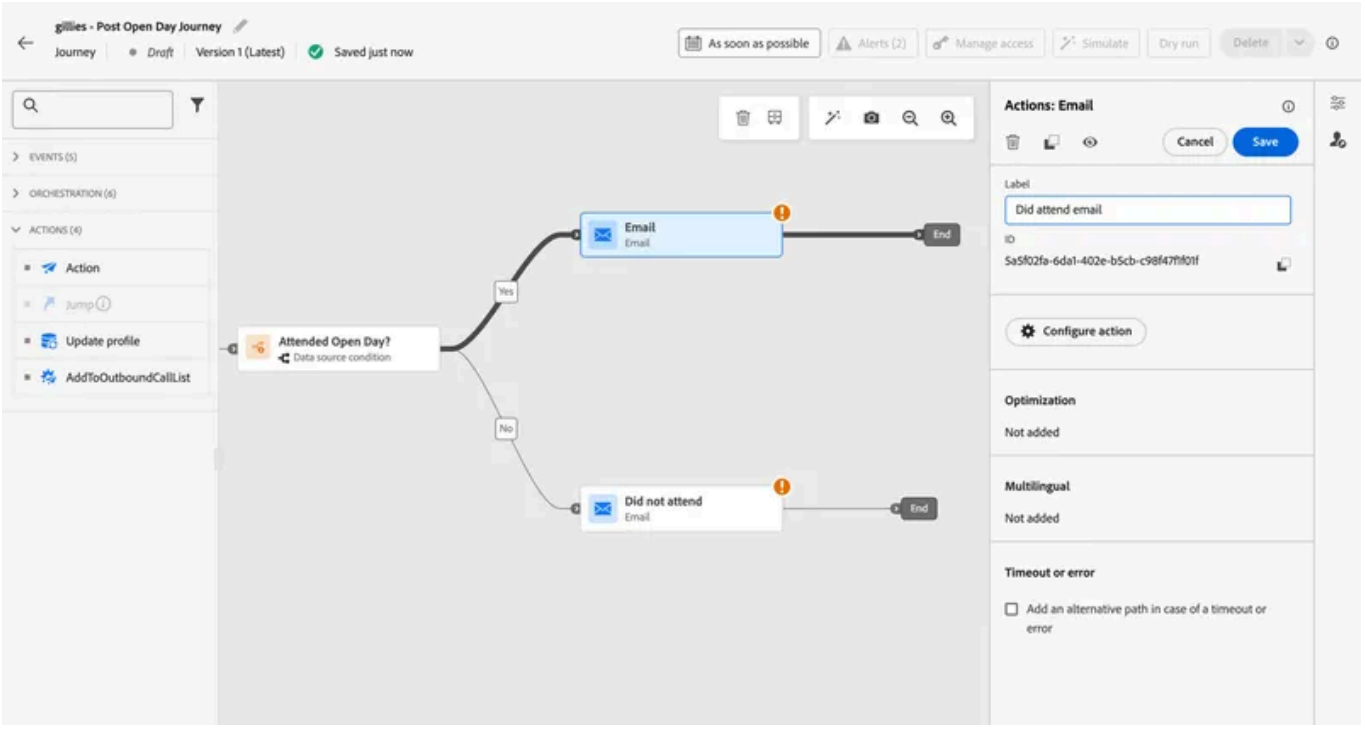


> The **category** controls whether optin for email channel is required or not. Marketing messages require optin while transactional messages can be sent in reaction to a customer initiated action.

3. Label your email activity **Did not attend OpenDay** and click **Save.**



Repeat the same steps to add an email action to the **Yes** path.

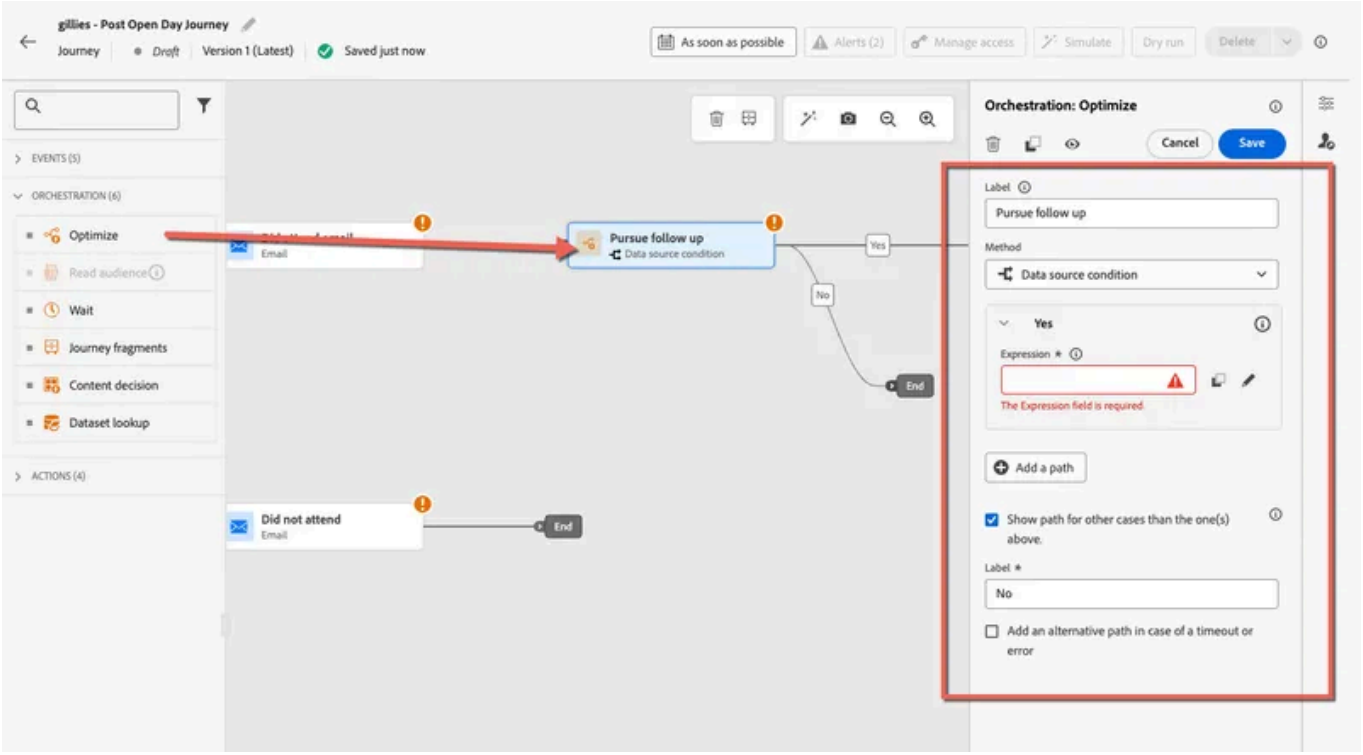


We'll come back to add the content for these emails later, for now let's continue the journey logic.

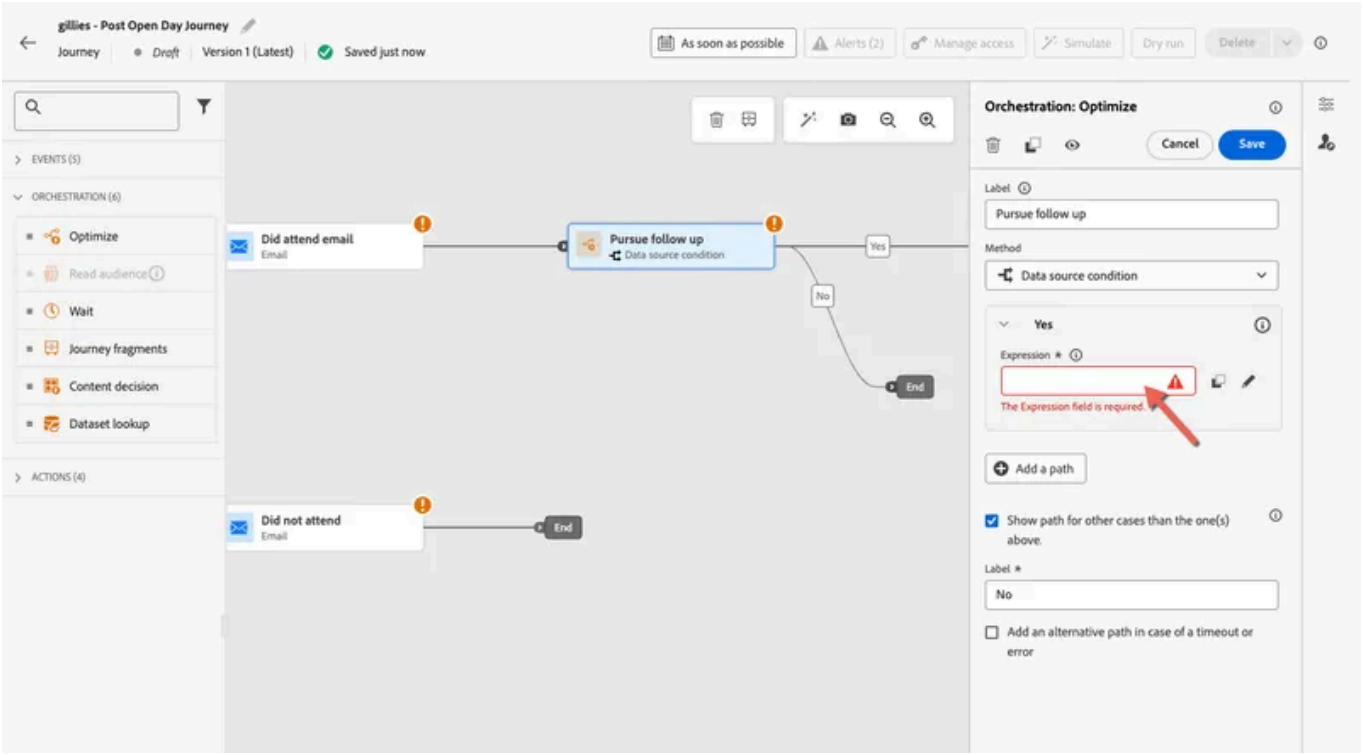
Altura want to ensure that high value prospects who missed their primary choice session are actively pursued.

1. Drag an **Optimize** activity into the canvas
2. Update the action label to **Pursue follow up?**

3. Update the path label to **Yes**
4. Tick the box to show a path for others and update the label to **No**

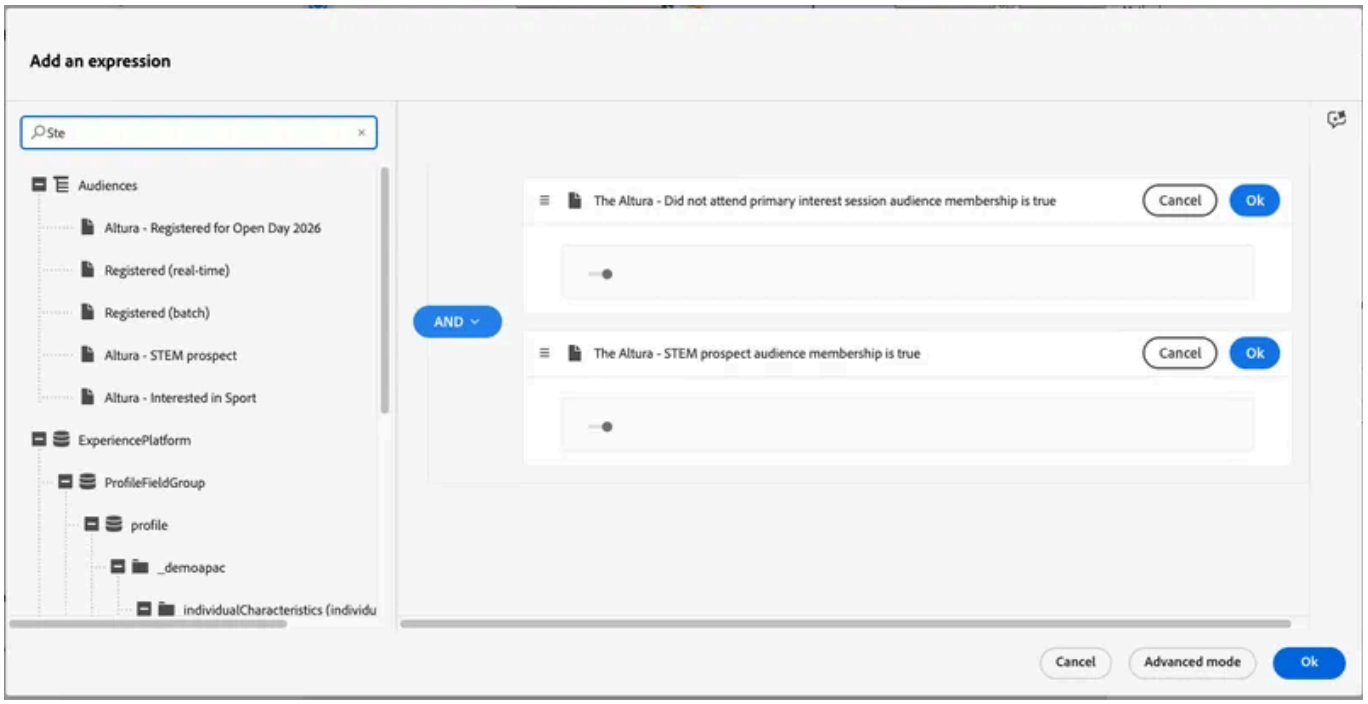


5. Click to open the **Expression** editor

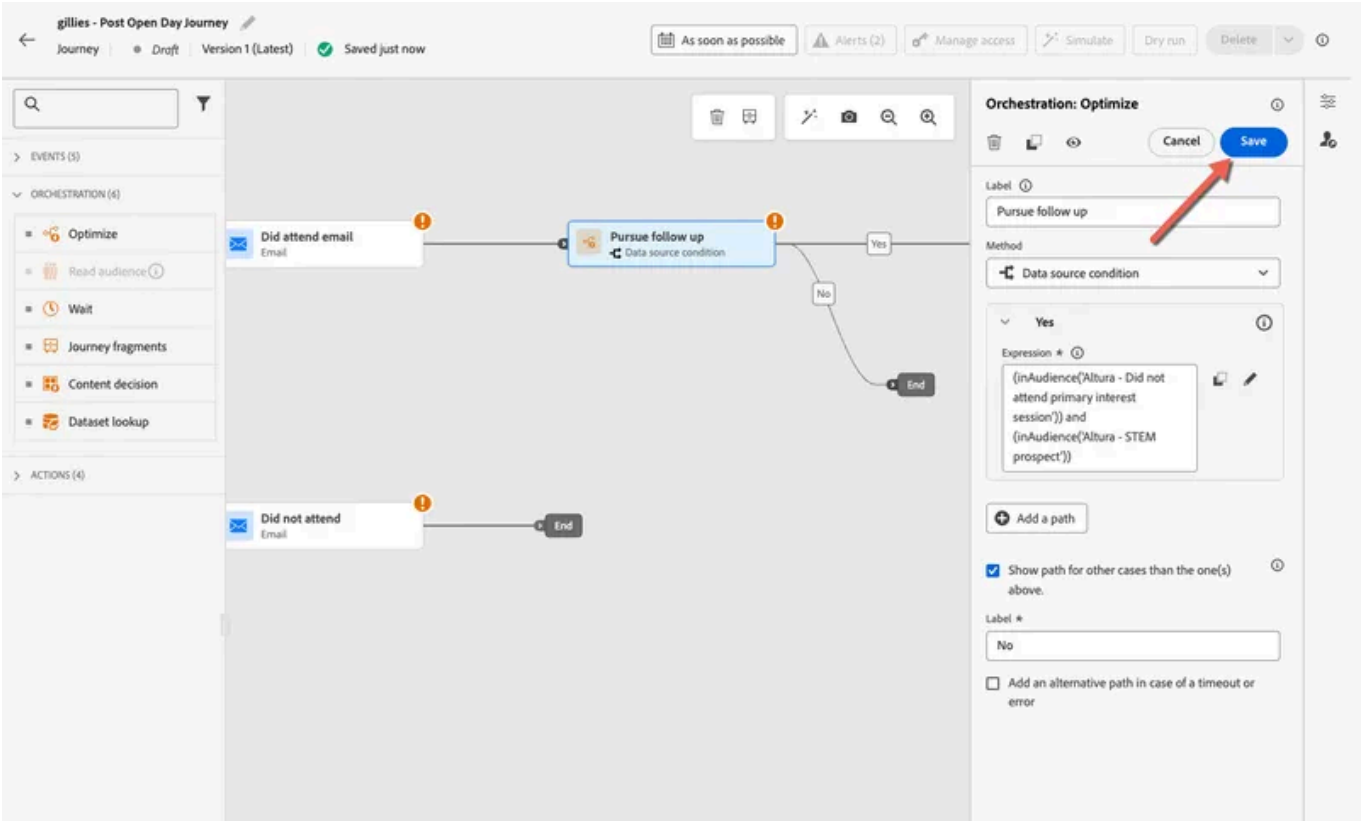


Altura consider all STEM prospects to be high value and we'll use the dynamic audience we created in the previous step to understand whether the prospect attended their priority session or not.

6. Drag the **Altura - Did not attend primary interest session** audience into the editor
7. Drag the **Altura - STEM prospect** audience into the editor.
8. Leave the condition as **AND** - only prospects who are in both audiences will proceed through this path
9. Click **Ok** to save the condition
10. Click **Ok** to return to the journey



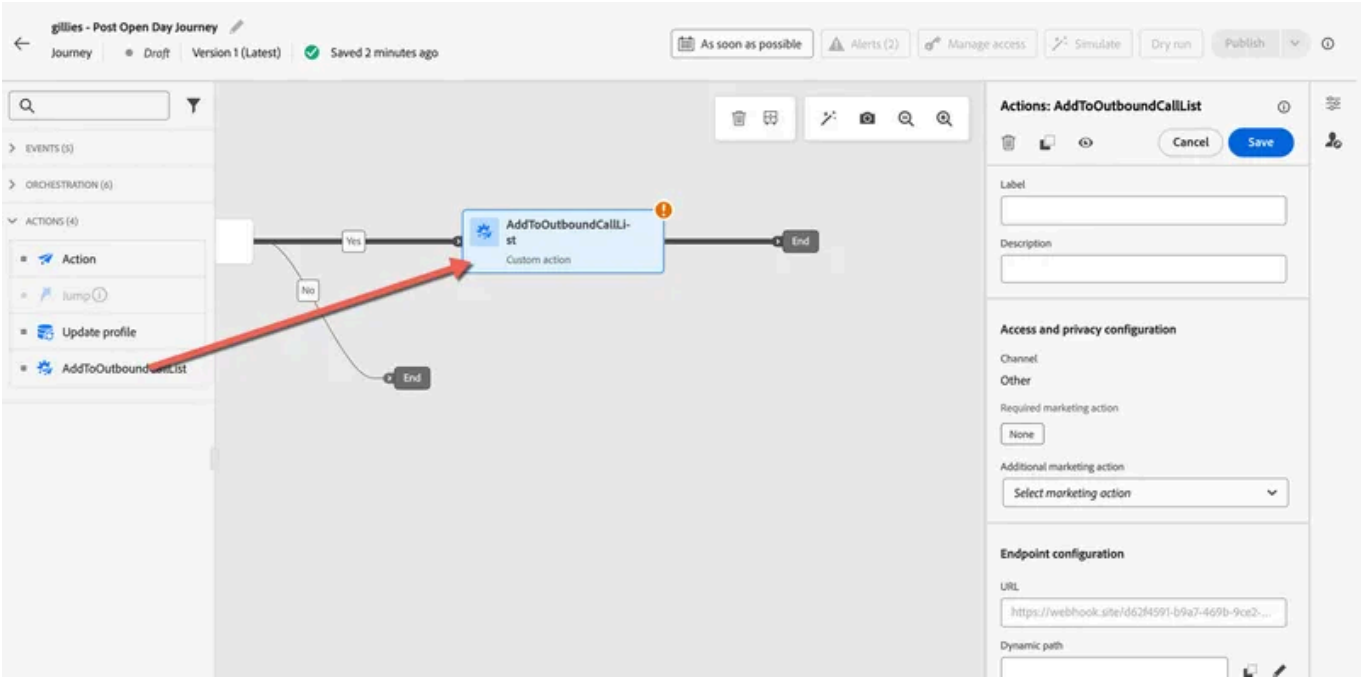
11. Click to **save** the activity



Lastly we'll use a **custom action** to send the qualified profiles to an external call list.

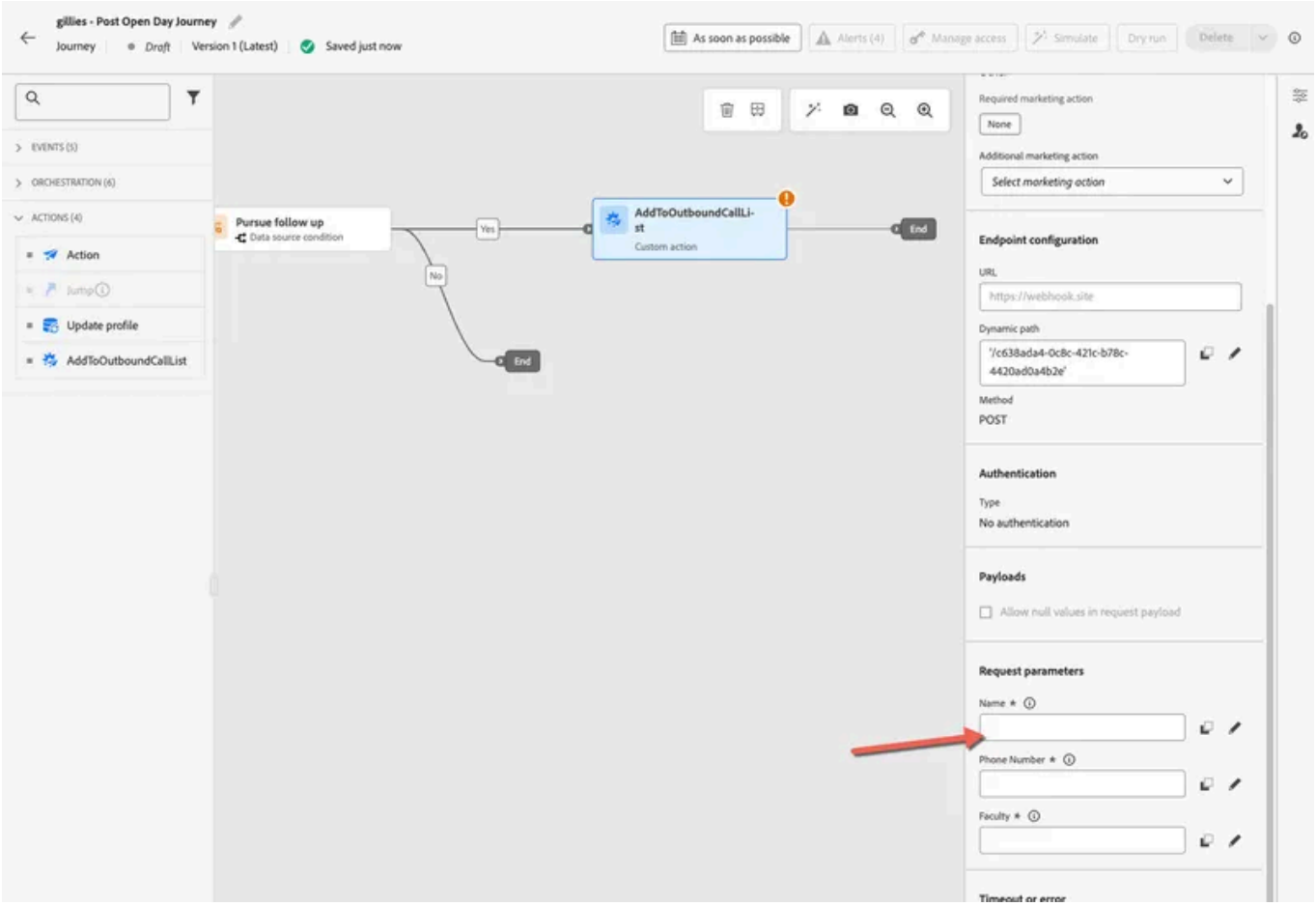
> Custom Actions are API based integrations to external solutions - for the purpose of this exercise we're using a generic webhook, in the real world it might be adding tasks to Salesforce CRM for example.
>
> These actions are configured directly through the UI by technical admins for marketers to use when needed across their journeys.

From the Actions panel, drag the **AddToOutboundCallList** action and append it to the Yes path



Now we need to define what we want to send to the endpoint, in this case we want to share the prospect name and phone number as well as the subject or faculty they registered interest in.

Click into the **Name** request parameter

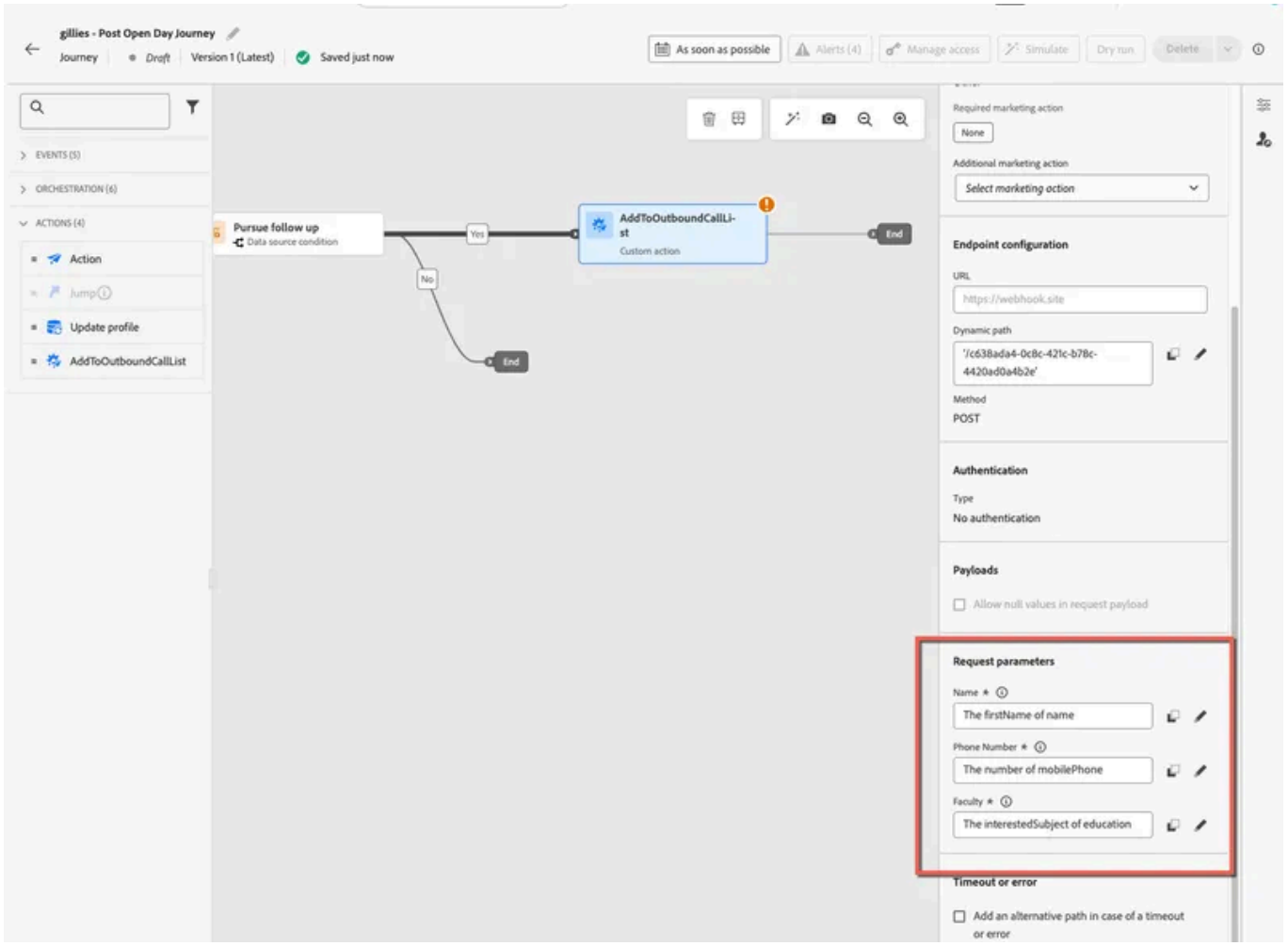


Search for **First Name** and tick the checkbox to insert it.

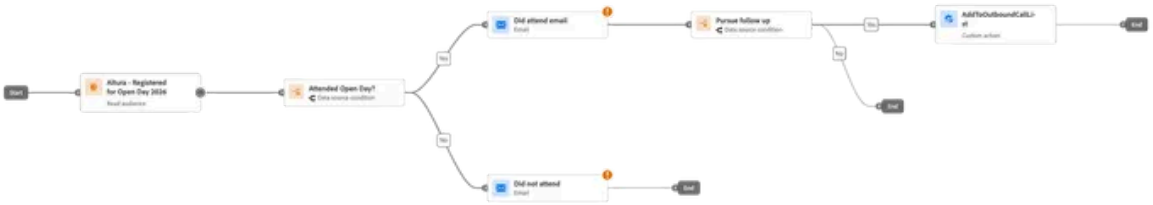
Click **Ok** to return to the journey



Repeat the same to add **Mobile phone** and **interestedSubject** as personalised parameters in our action



Click to **save** the action. Our journey logic is now complete, your journey should look like:



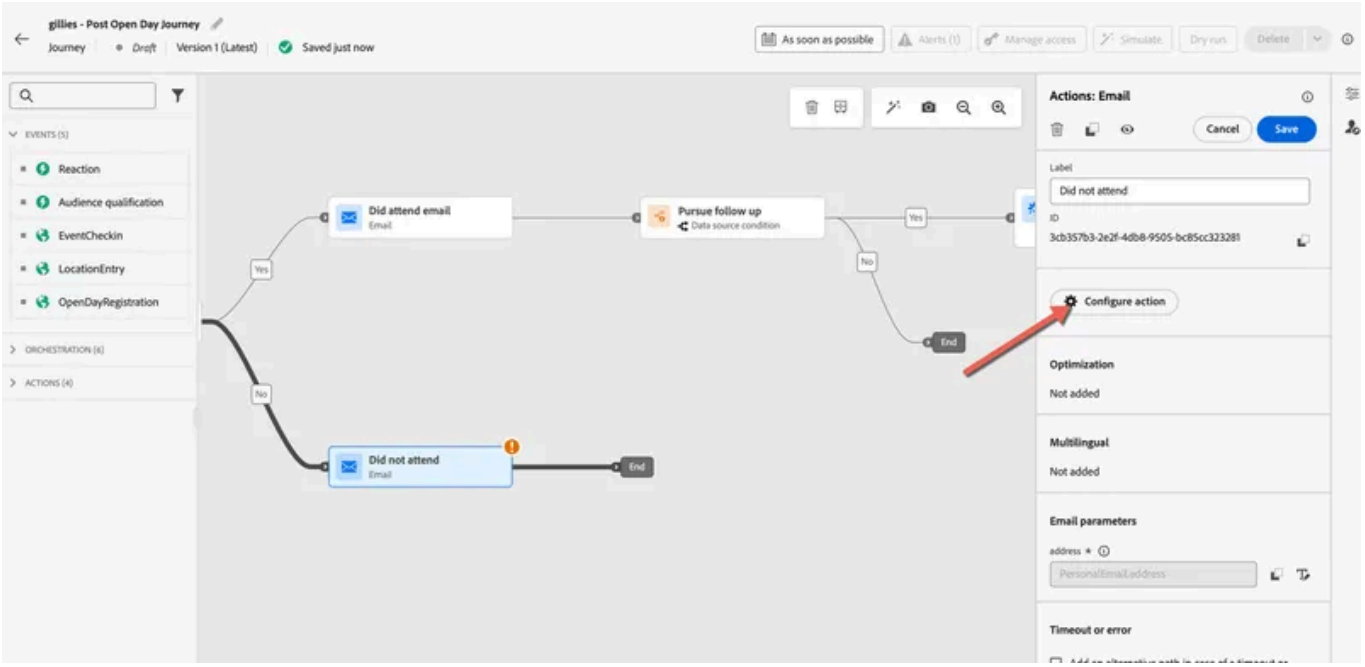
With this logic now complete we can proceed to configure the message content.

Part 2 - Optimization and Testing

Add the Content

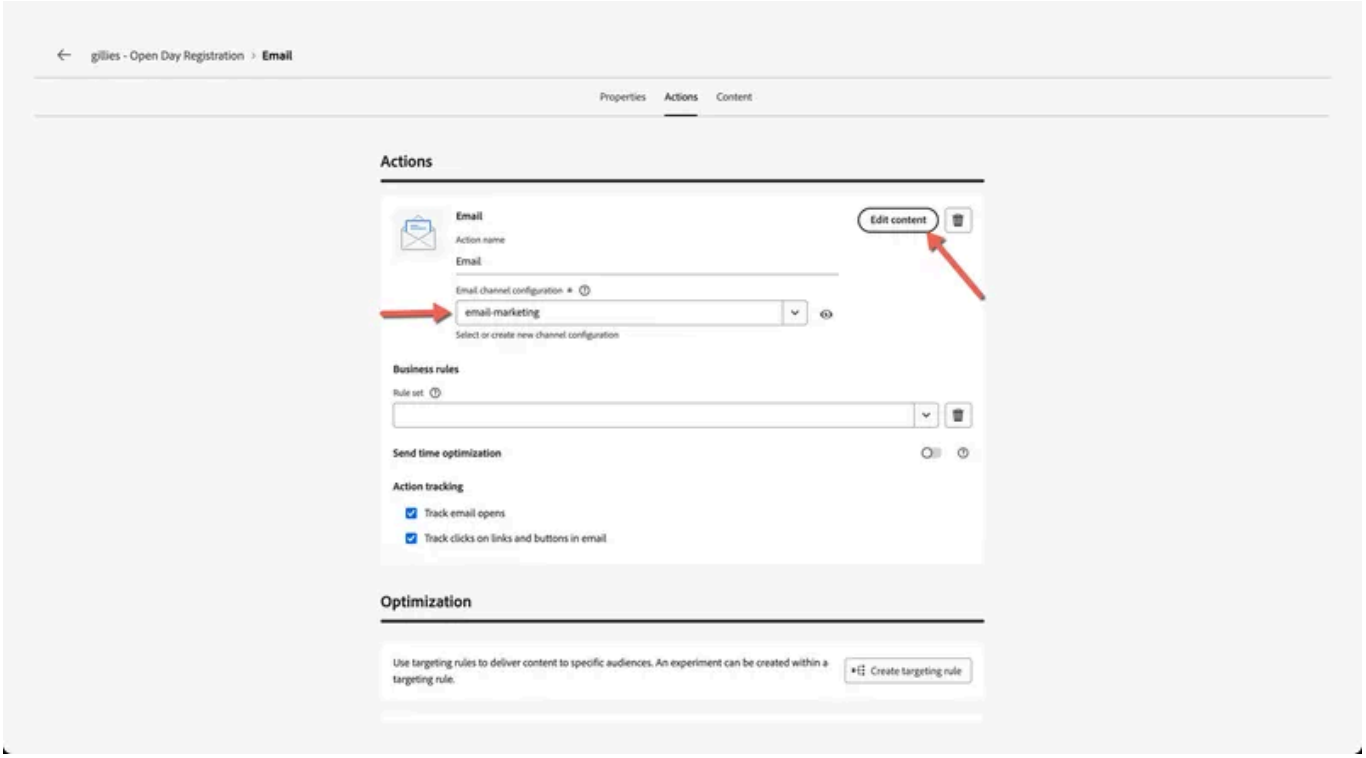
In some cases different users will be managing content from those who are building journeys. In that case, often content managers will work directly in templates making it easy for journey builders to simply add the content from the template once it's ready. We'll do this for our **Did not attend Open Day** email.

Select the did not attend email, and click to **configure the action**.

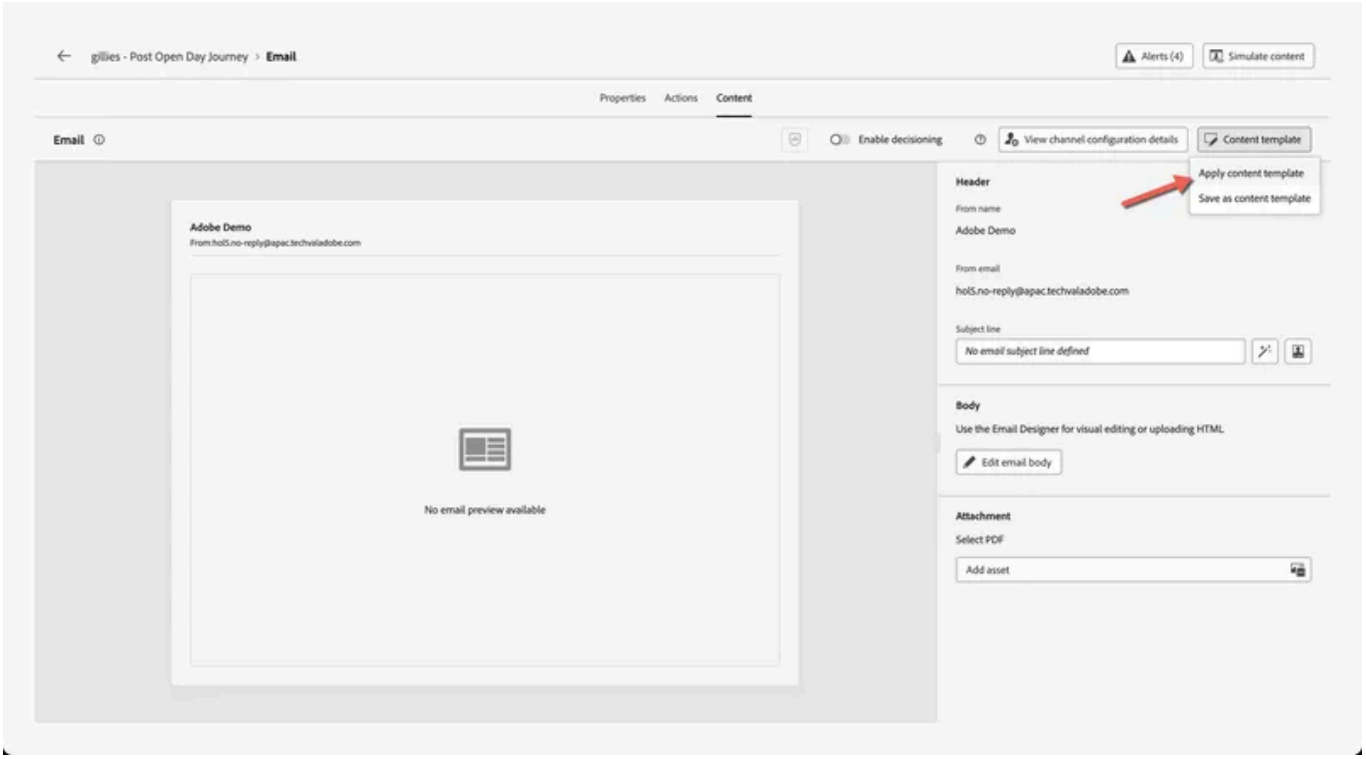


Select **email-marketing** as the **channel configuration**, then click to **Edit content.**

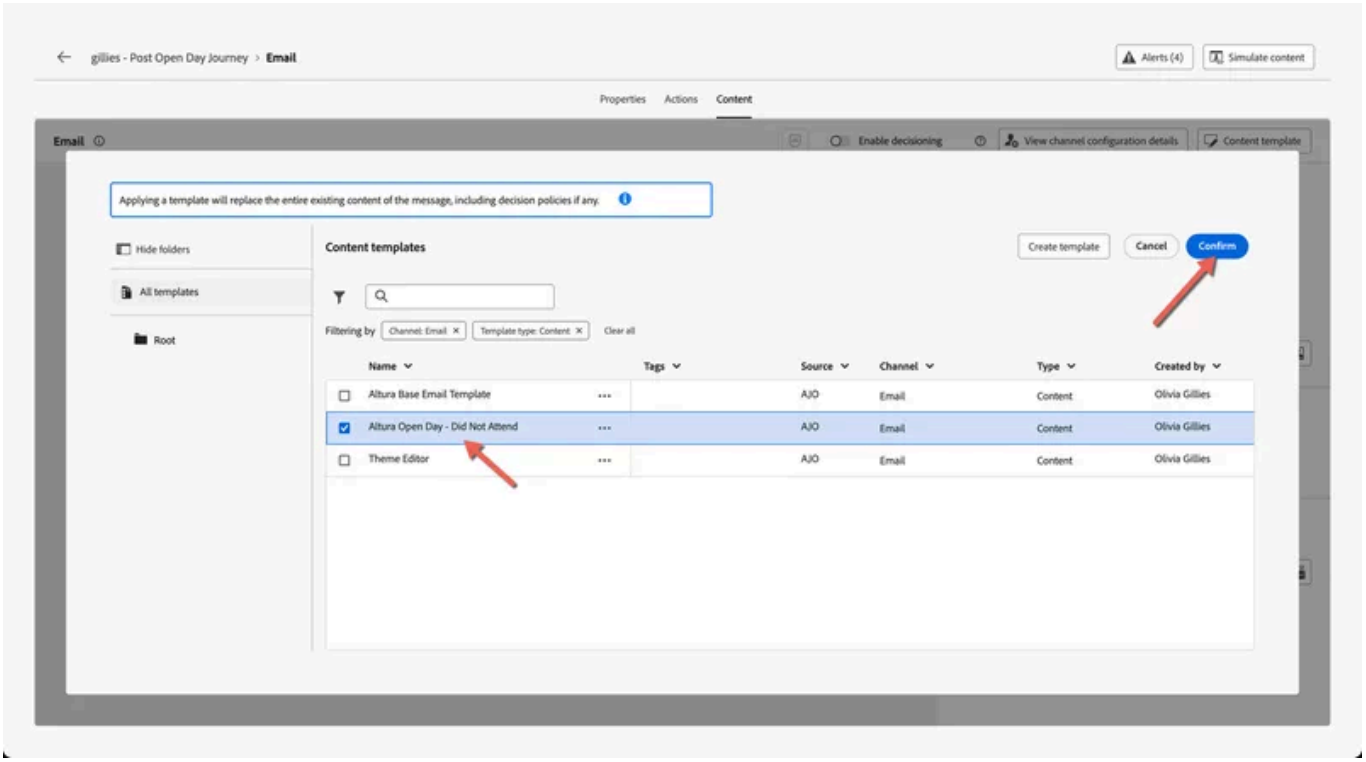
> The **Email channel configuration** controls the email headers such as the from address, sending IP and additional configurations such as seed addresses to be included in the delivery.



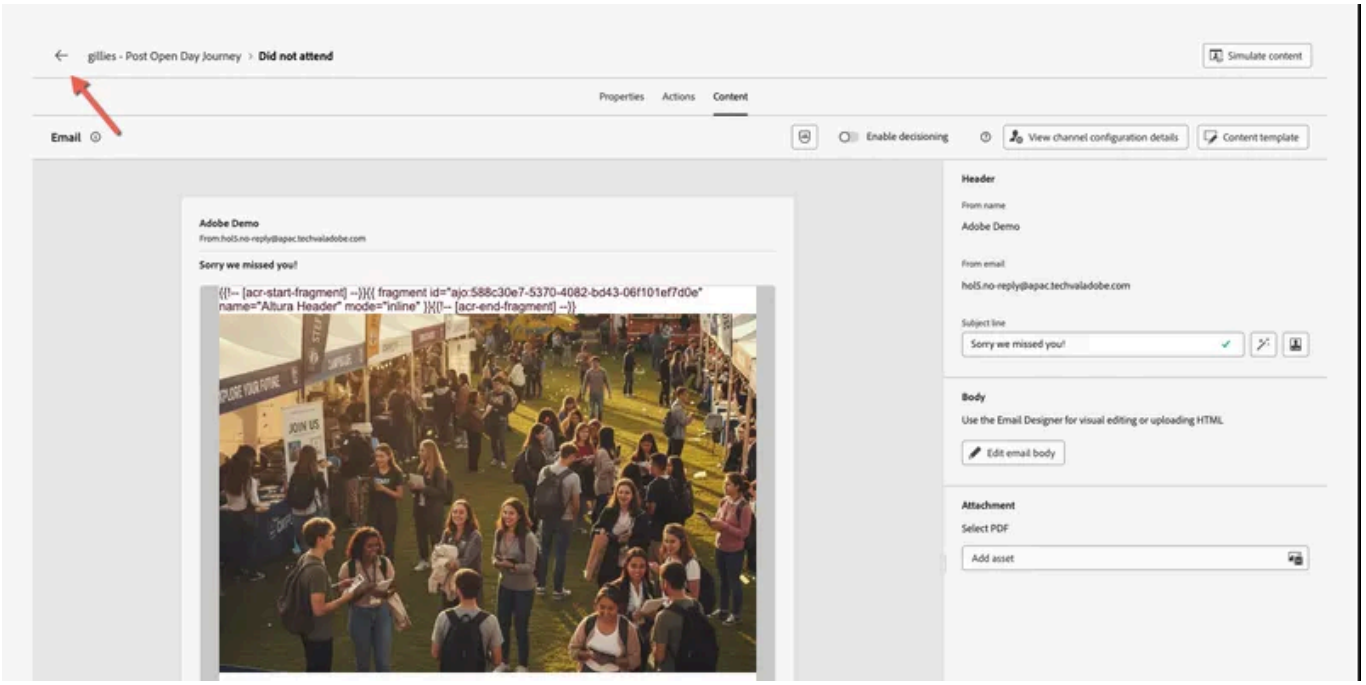
From the content tab click to **Apply content template**



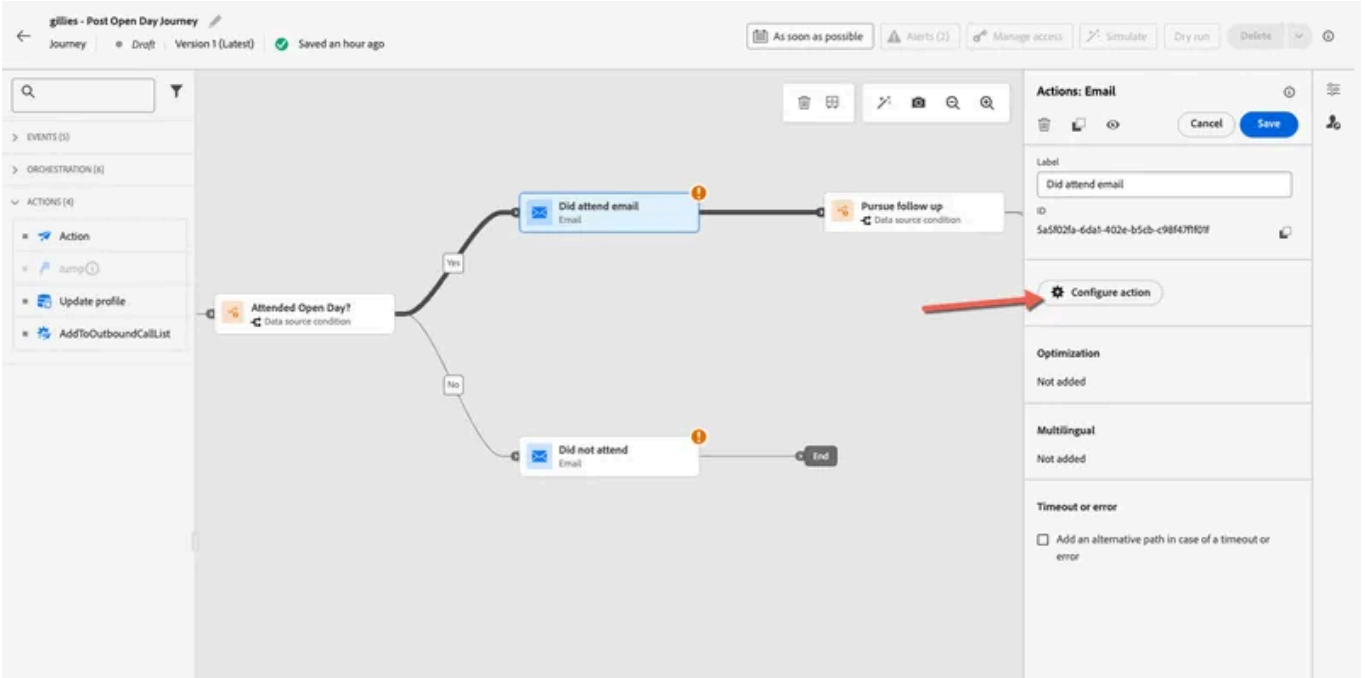
Select the **Altura Open Day - Did not attend** template and click to **Confirm**



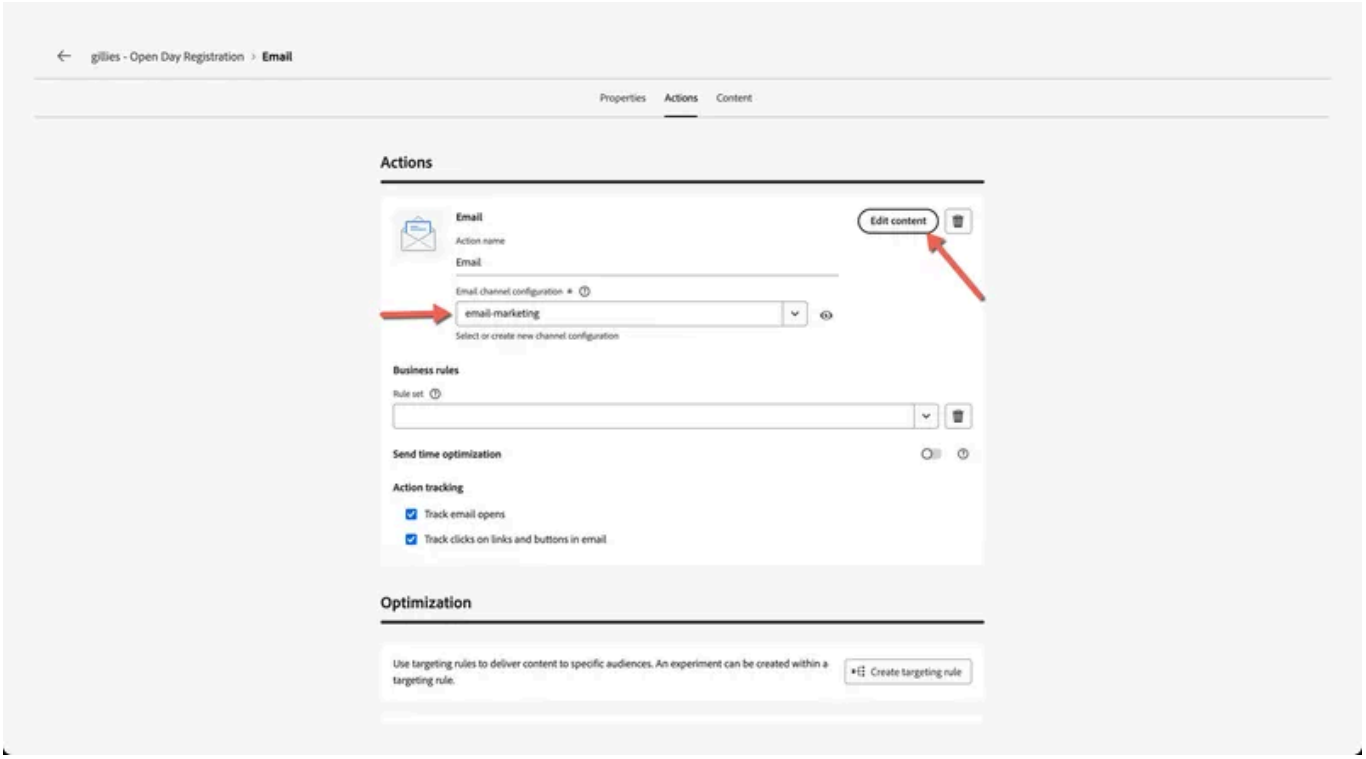
The content is now added, you can return to the journey using the arrow in the top left corner.



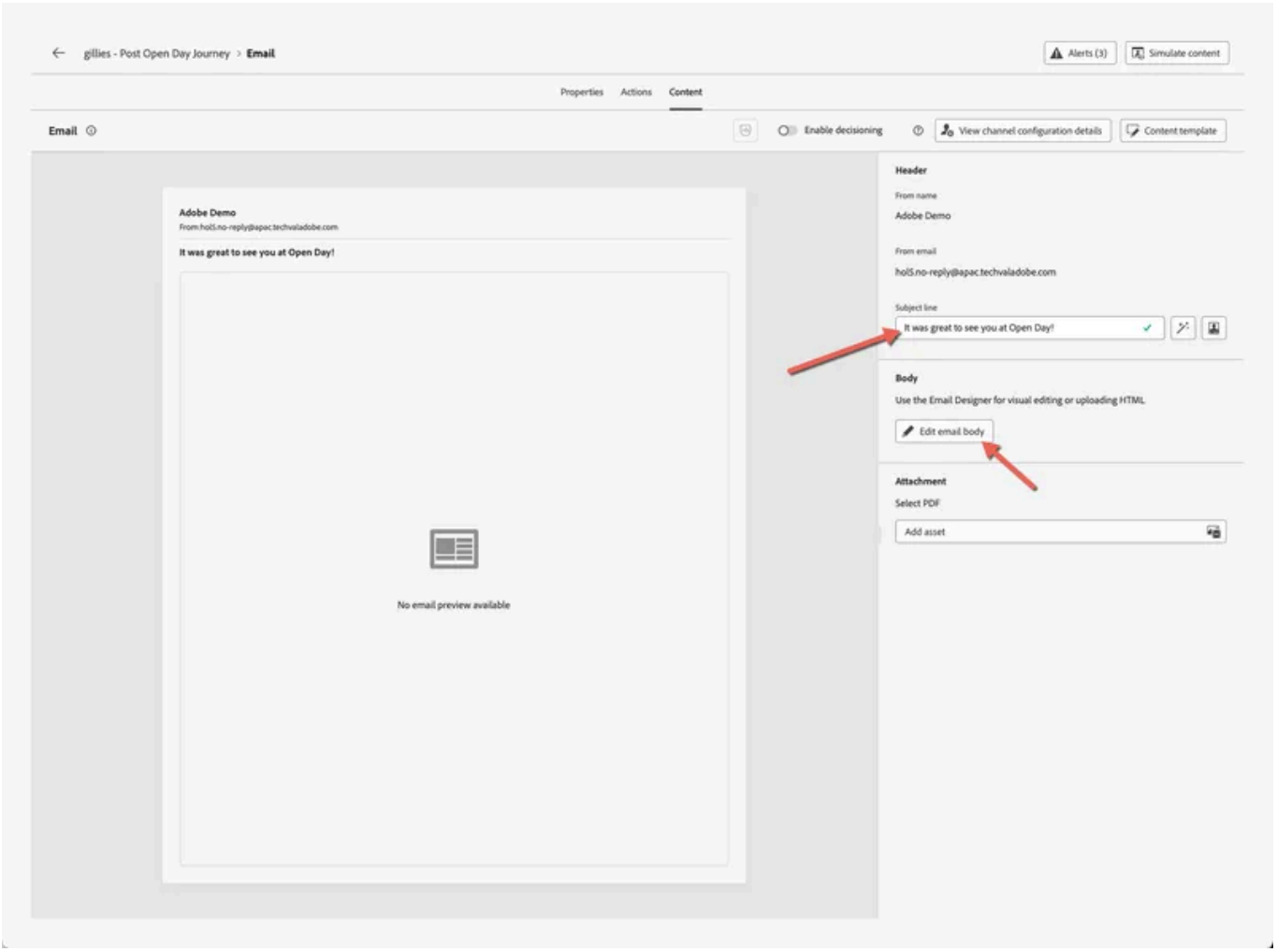
Next we'll take a look at the email editor and adding some content directly to the message in our journey. Select to the **Attend Open Day** email activity and repeat the same steps to **Configure Action.**



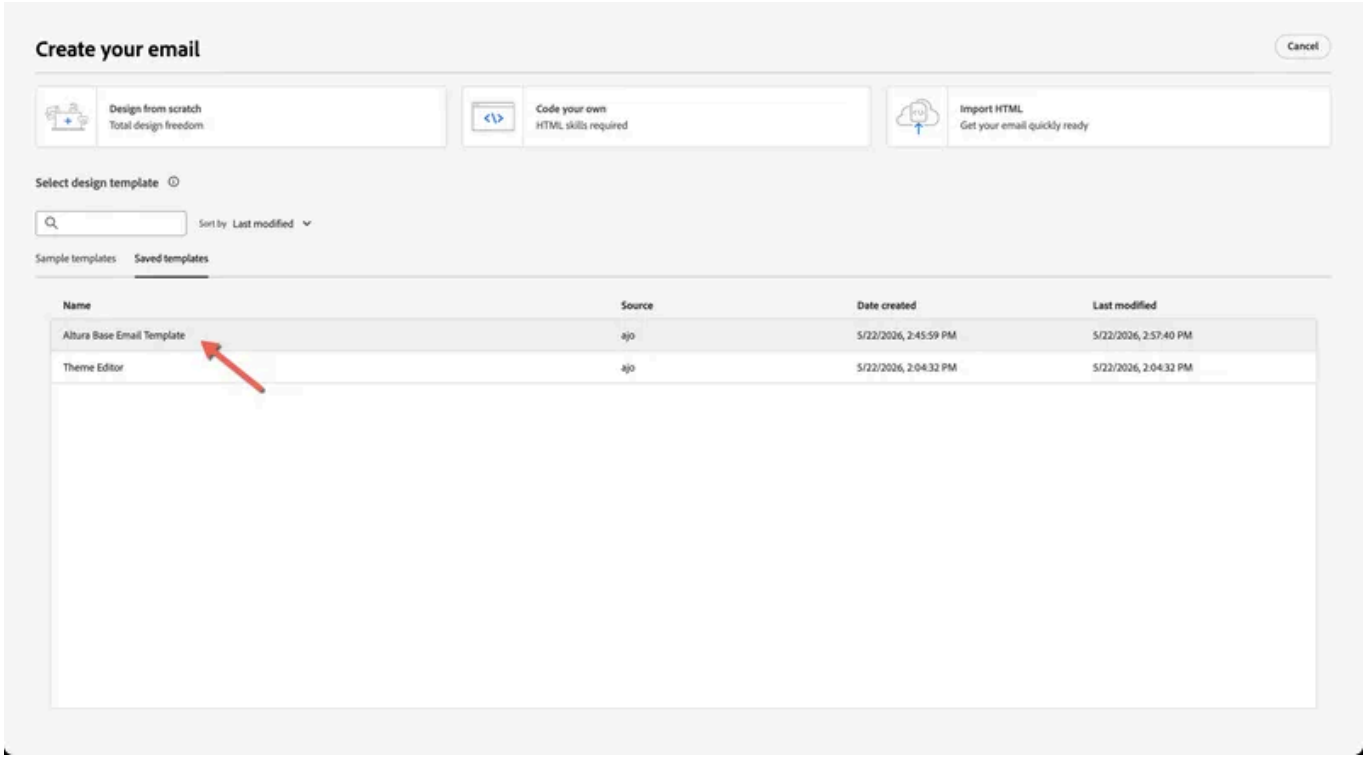
Select **email-marketing** as the **channel configuration**, then click to **Edit content.**



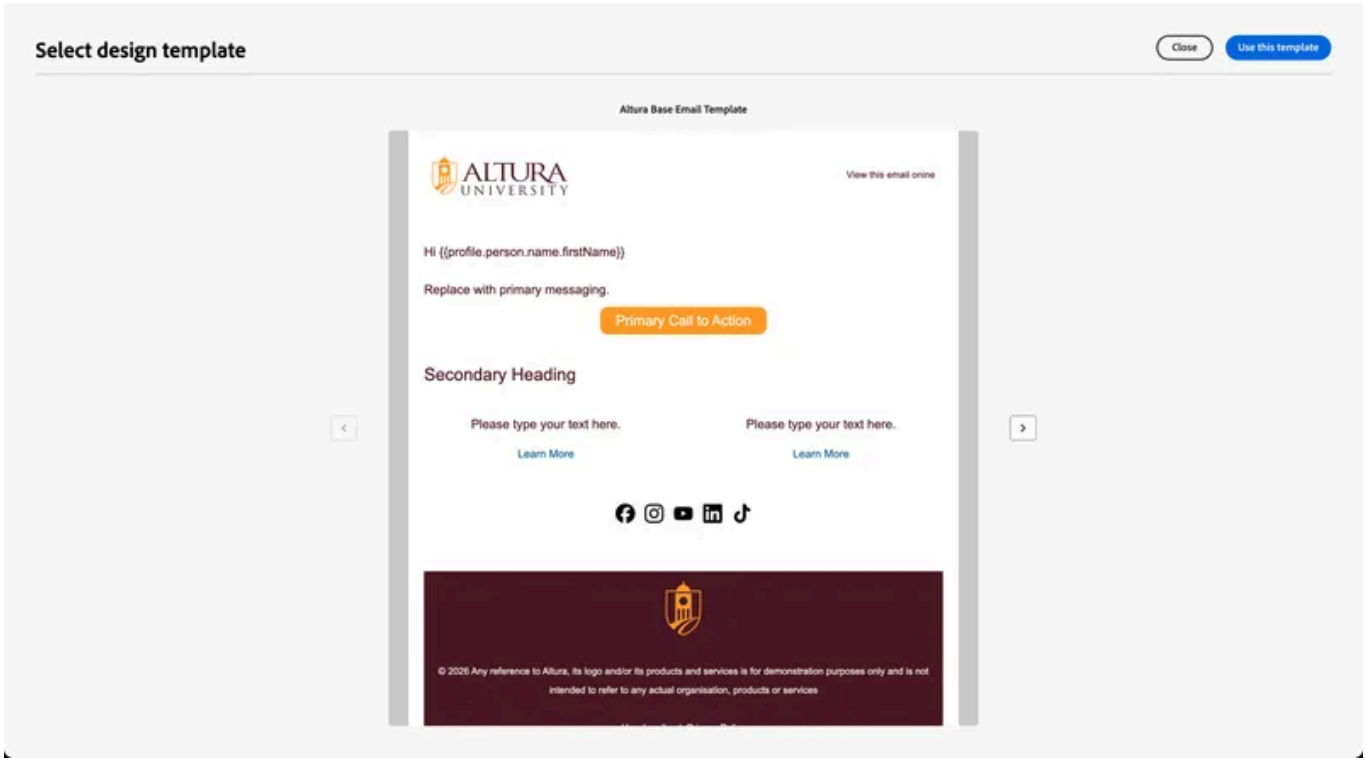
Add a **subject line** and click **Edit email body** to configure the body of the email.



Choose to start from the **Altura Base Email Template.**



Once the preview has loaded. Select to **Use this template.**

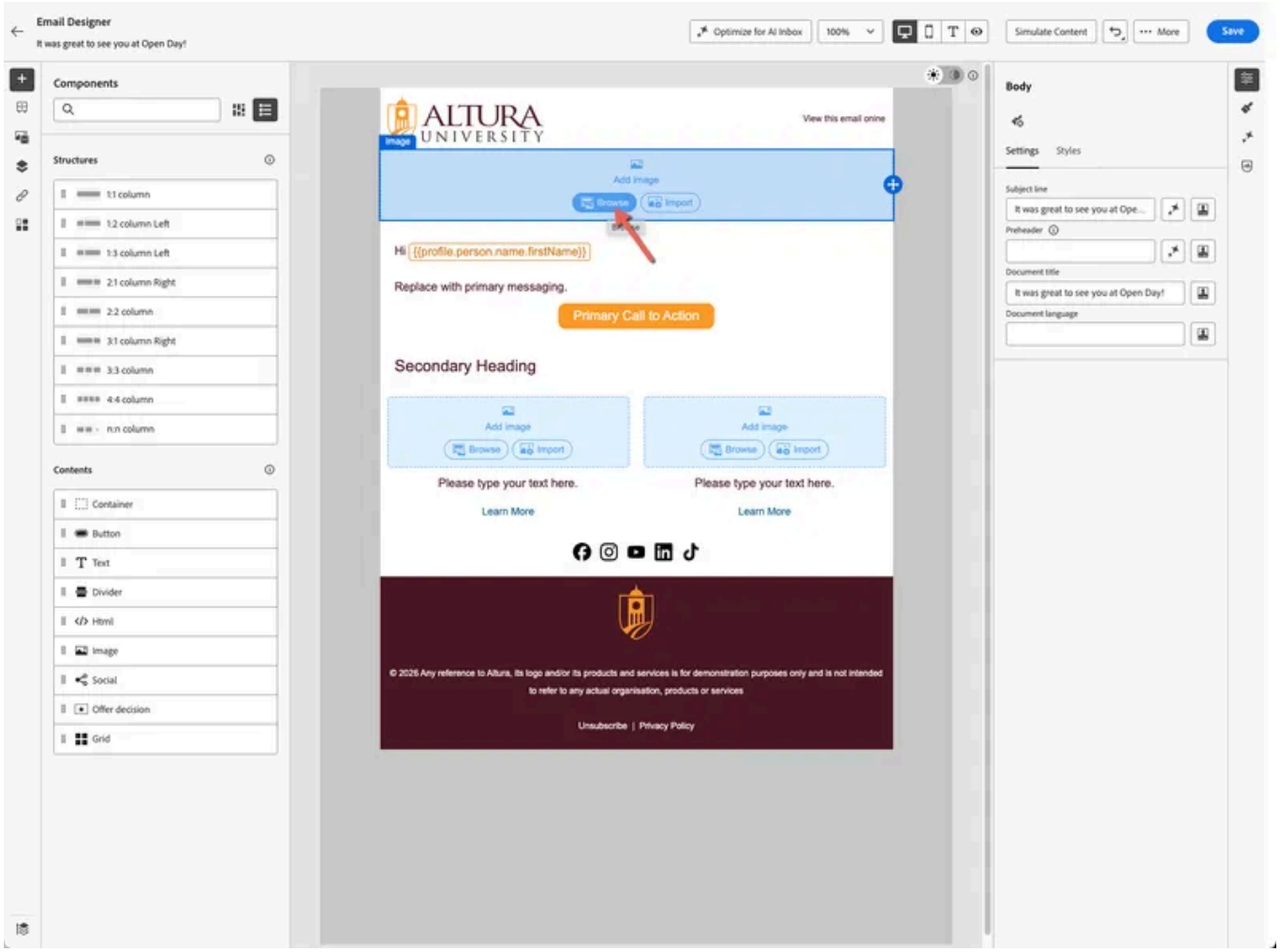


The template will now open in our marketer friendly **Email Designer**. The email is divided into structure components which each contain content components. Highlight each component to view the properties on the right hand side.

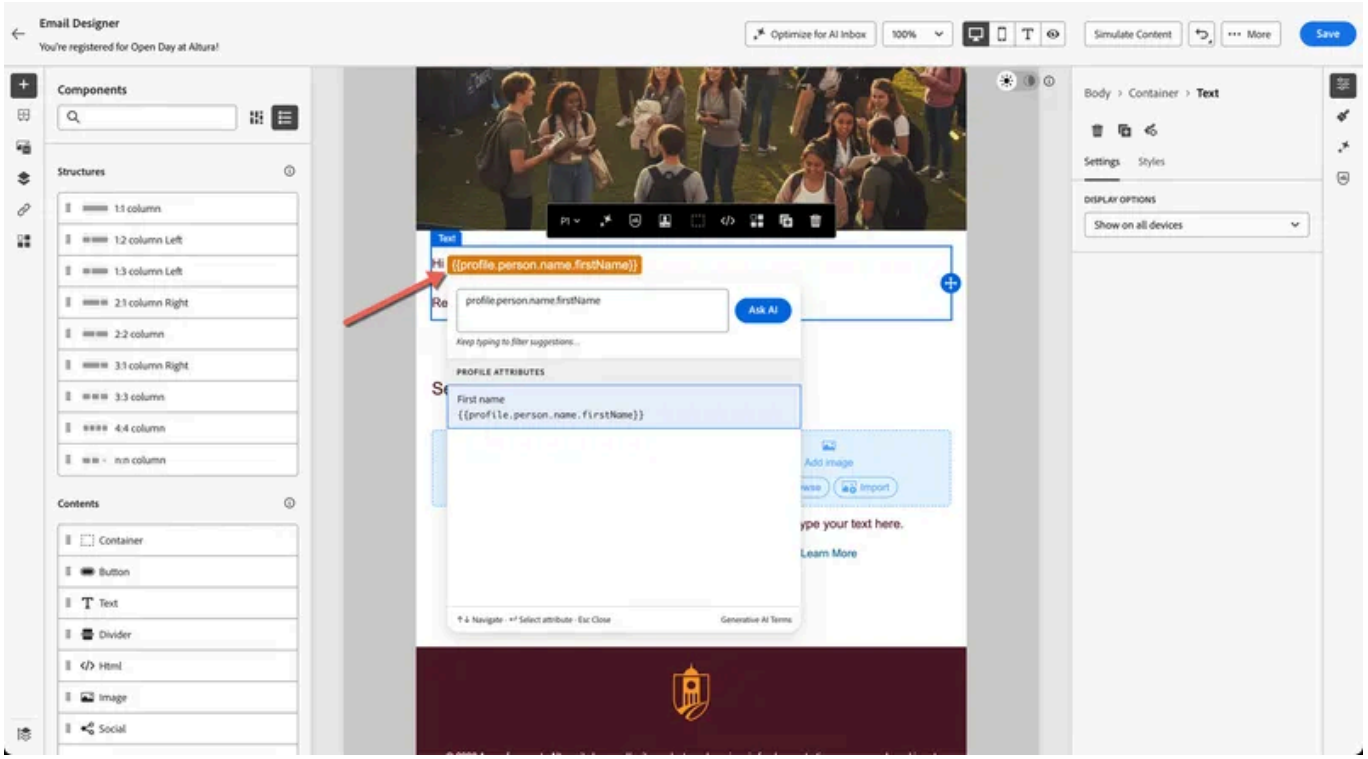
Content fragments are used to manage shared content blocks like the header and footer. Updates to the fragment can be managed centrally and will apply globally across all

messages using the block.

For the image banner component, you can choose to add an existing asset from the **Asset Repository** or we can use Adobe's **Generative AI** to create an image based on text prompts the same way you did in the web campaign in exercise 1.

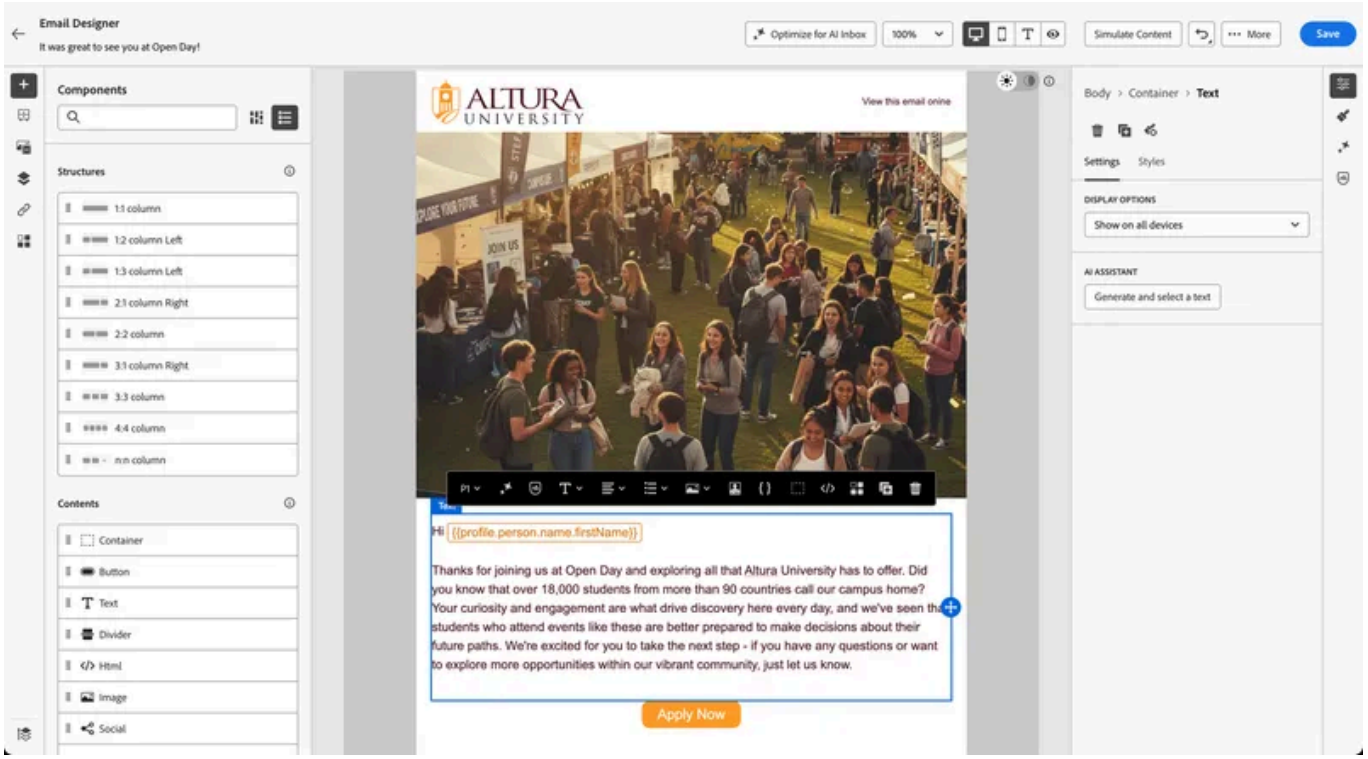


The email template is already personalised with the attendee's first name.



Add a paragraph to thank them for attending the open day, such as:

> *Thanks for joining us at Open Day and exploring all that Altura University has to offer. Did you know that over 18,000 students from more than 90 countries call our campus home? Your curiosity and engagement are what drive discovery here every day, and we've seen that students who attend events like these are better prepared to make decisions about their future paths.*
> *We're excited for you to take the next step - if you have any questions or want to explore more opportunities within our vibrant community, just let us know.*



Select the call to action button, update the button properties to:

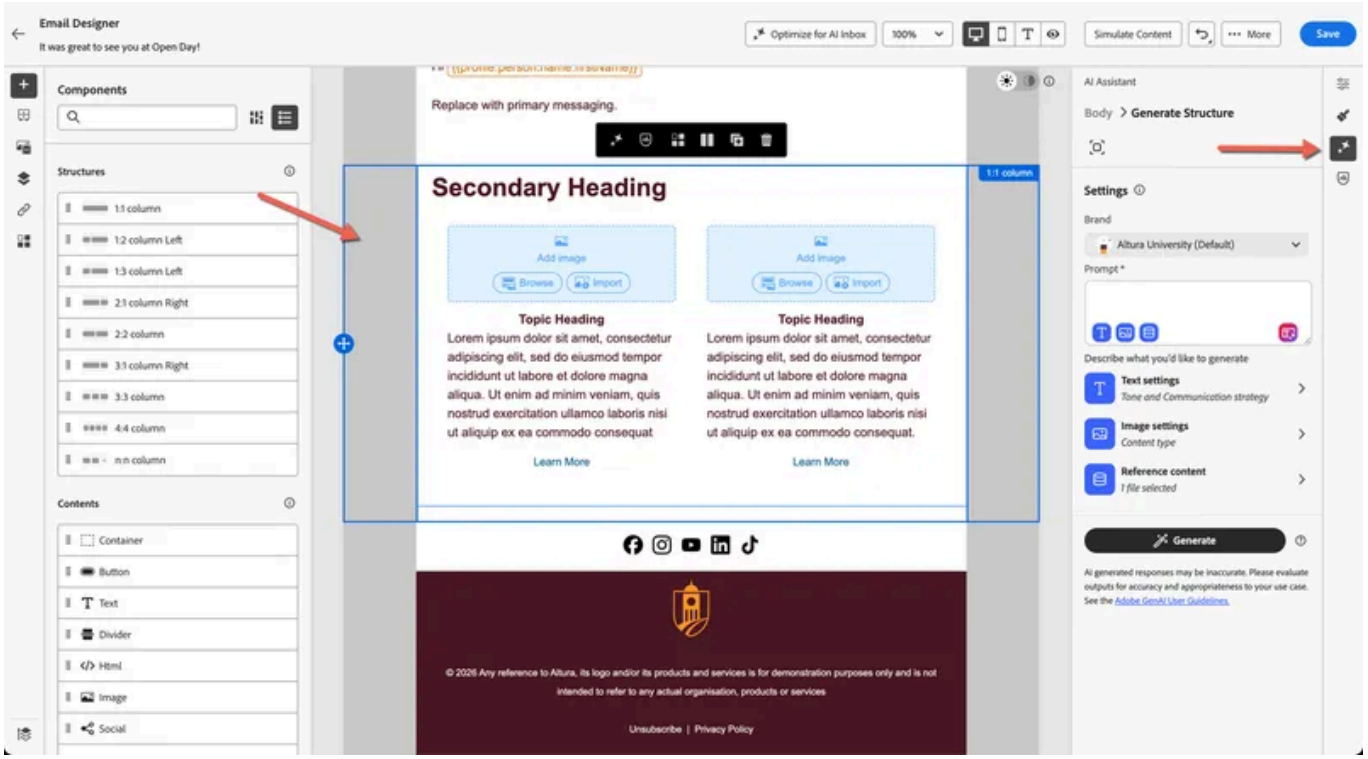
Label: `Apply Now`

Url: `https://qtac.edu.au`

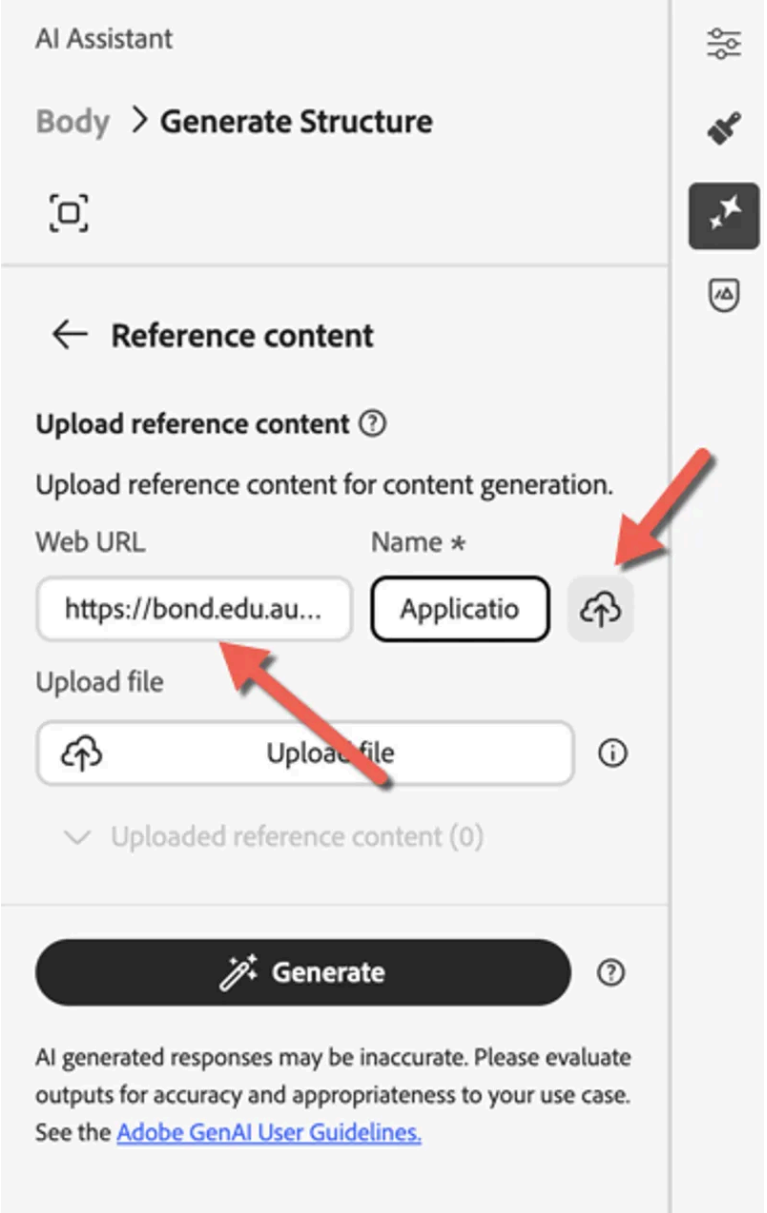
Target: Blank

Next we'll update the secondary block using Adobe's AI Assistant - in this case we'll use some reference content to help the AI create relevant content using information that's already published and approved.

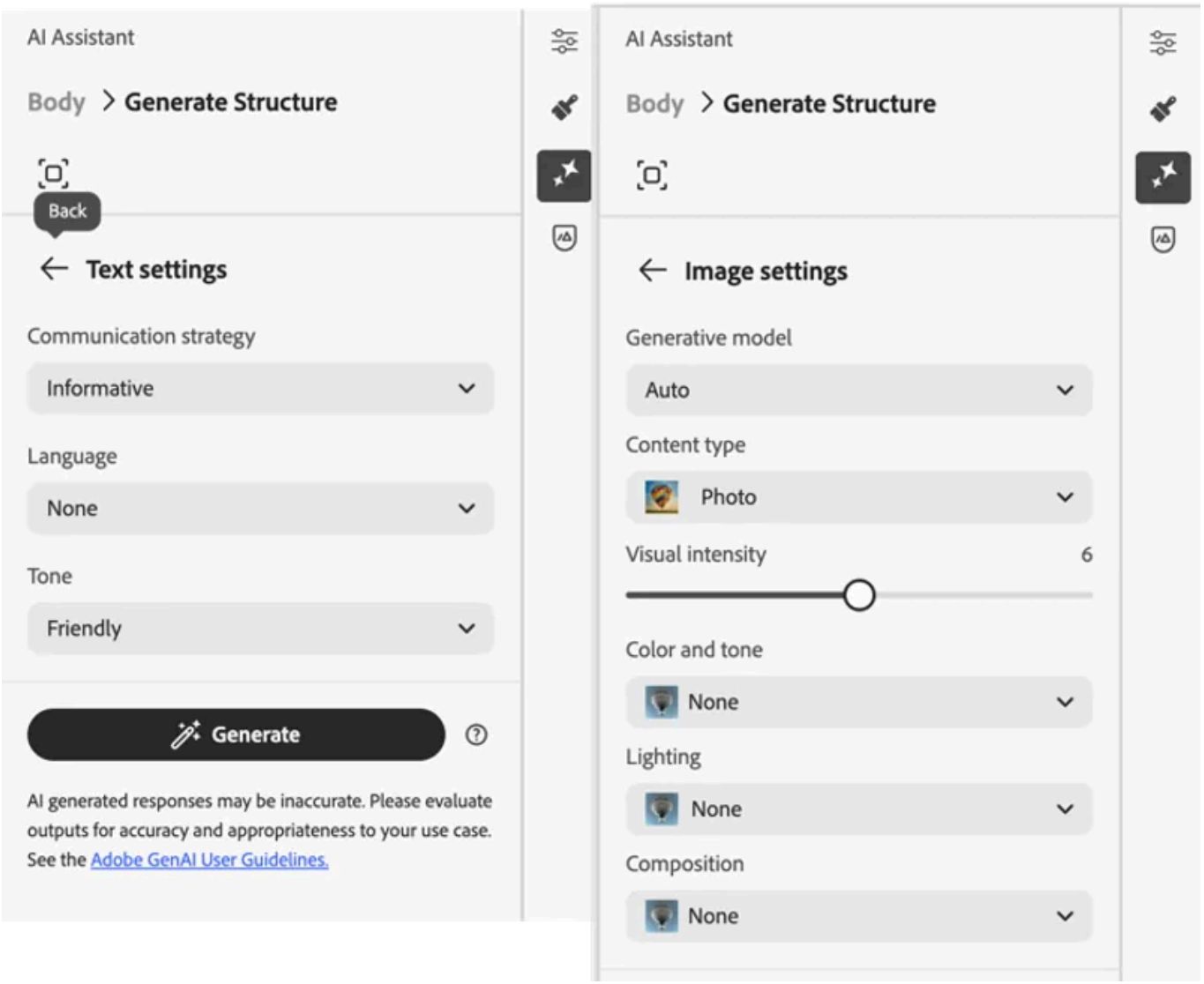
1. Select the block and open the AI Assistant panel on the right.



2. Add reference content. You can enter a page from your own website or use this example from Bond University: `https://bond.edu.au/entry-to-bond/how-to-apply/application-tips`



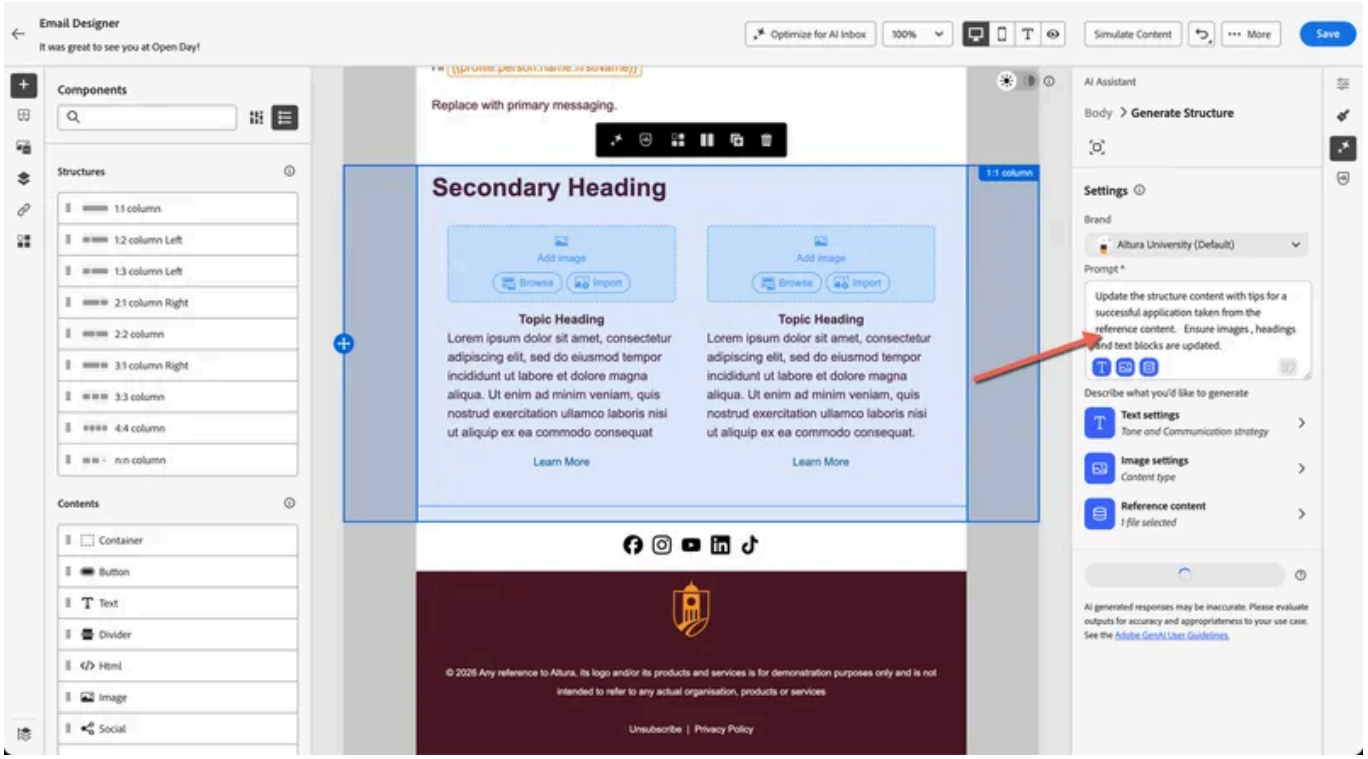
3. Update the text and image settings to control the tone and look of your messaging



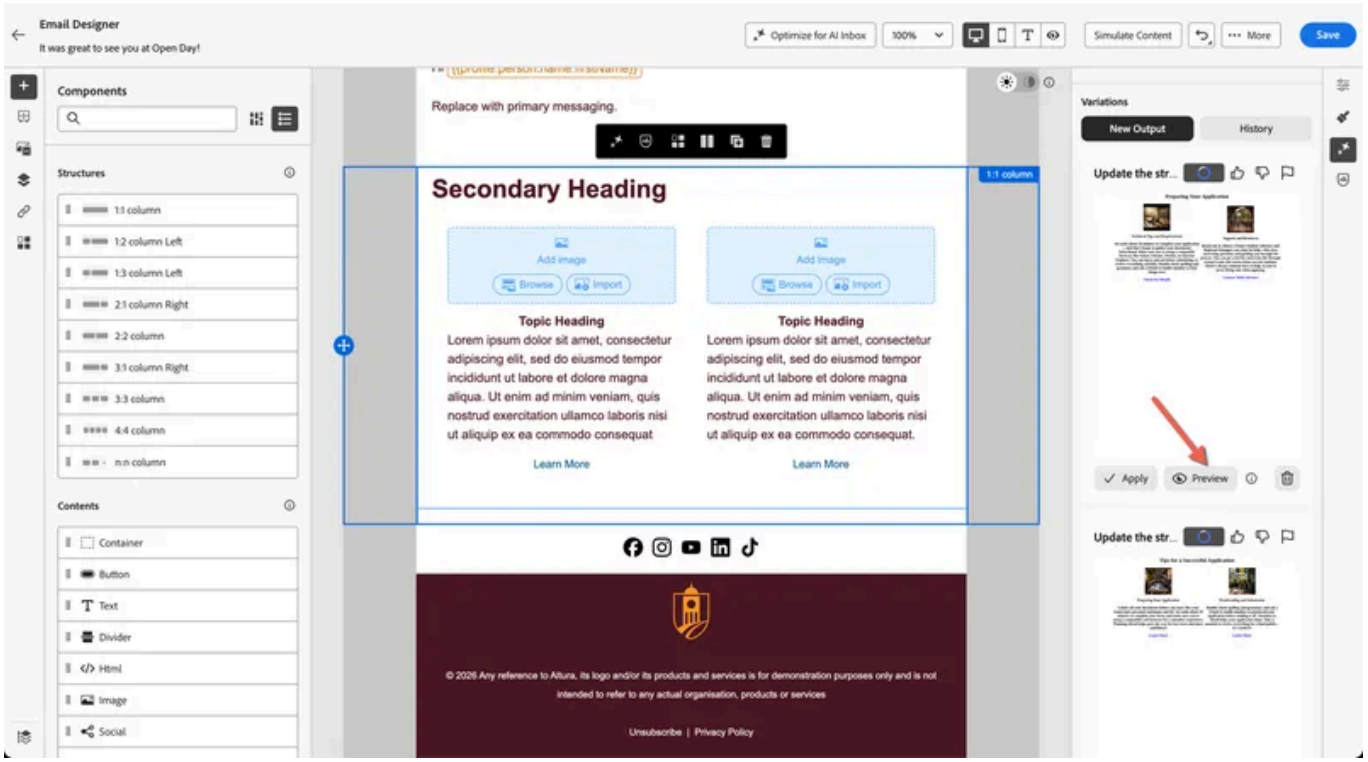
4. Add a **prompt** such as

```
Update the content structure with helpful tips for a successful application taken from the reference website.  Ensure imagery, headings and text are updated.
```

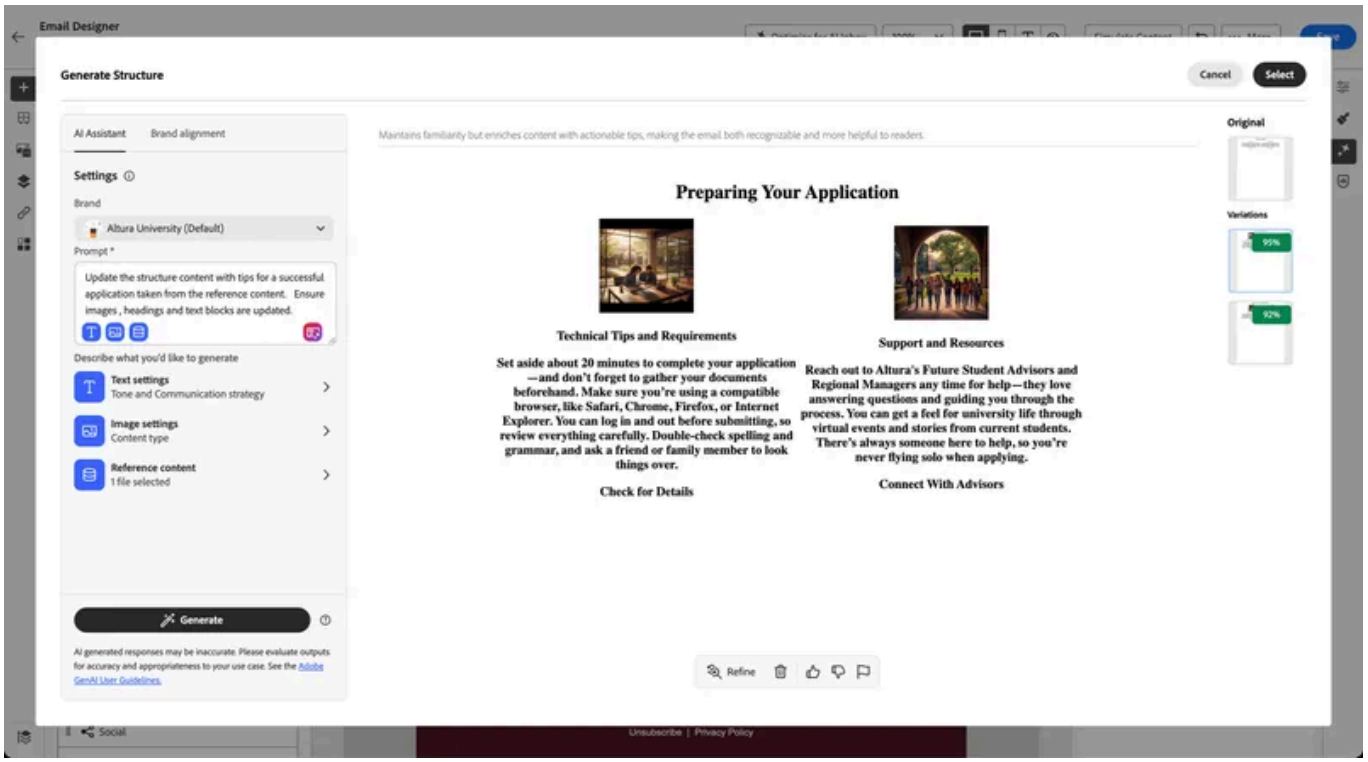
5. Click to **Generate**



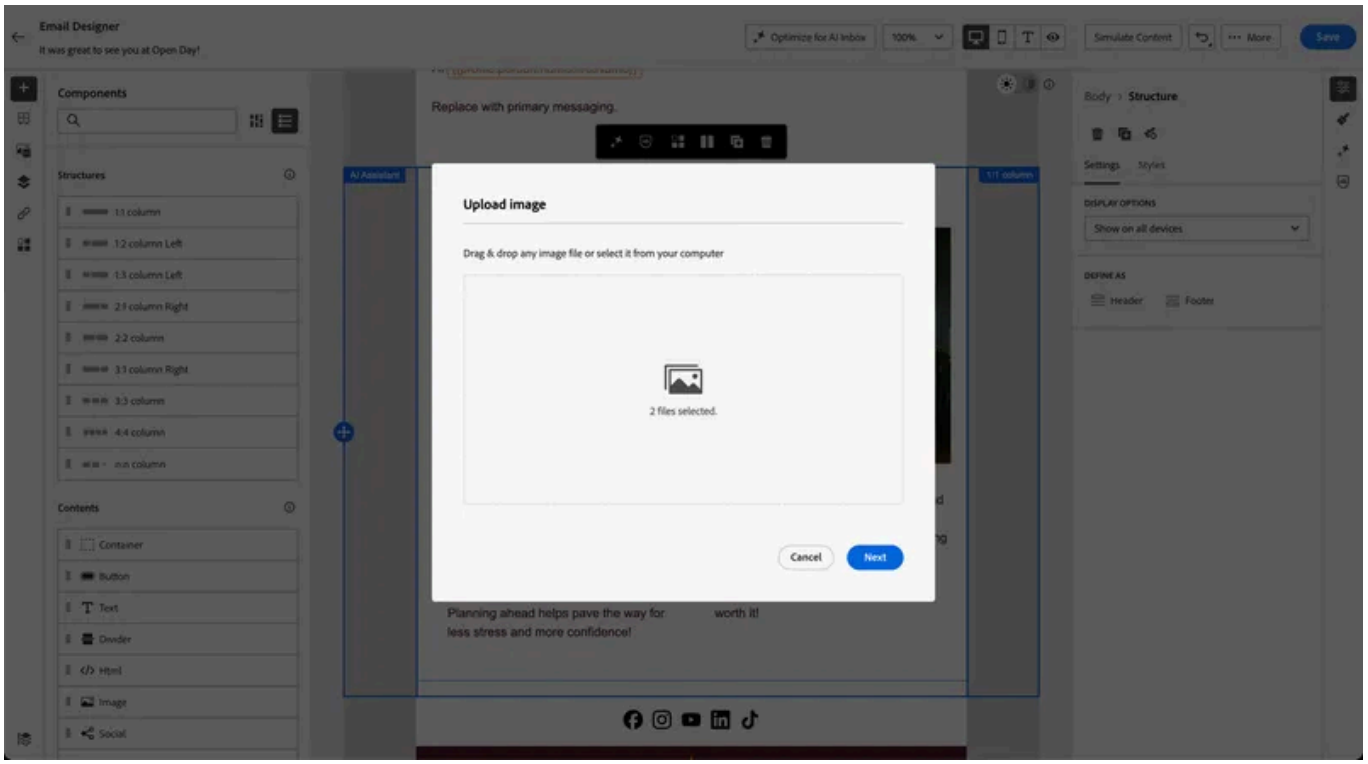
It will take a minute or so for the variations to appear. Click **Preview** to take a closer look at what was generated.



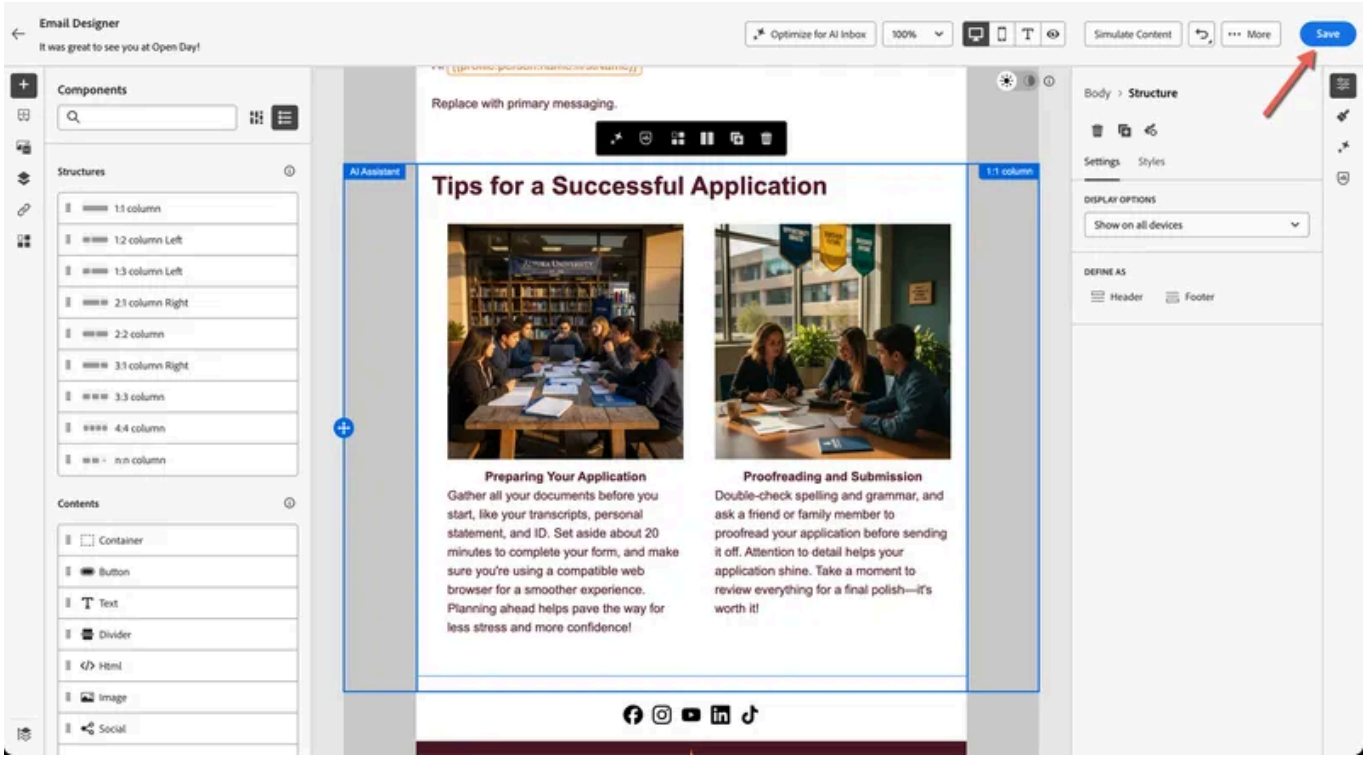
Decide which variation you prefer and select to insert it into the message.



You'll be prompted to save the generated images into the image repository. Click **Next** and upload the images to the **Altura** folder.



Click to **Save.**

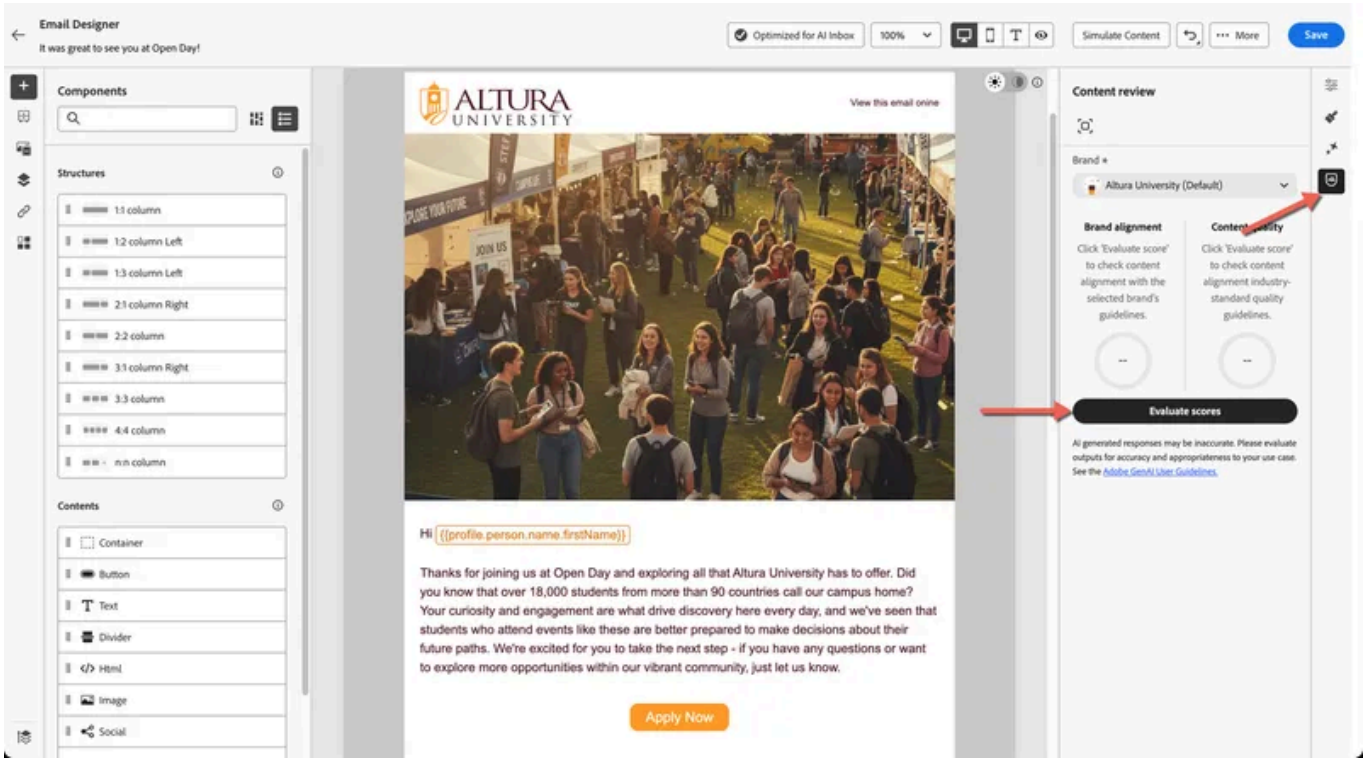


Optimise the content

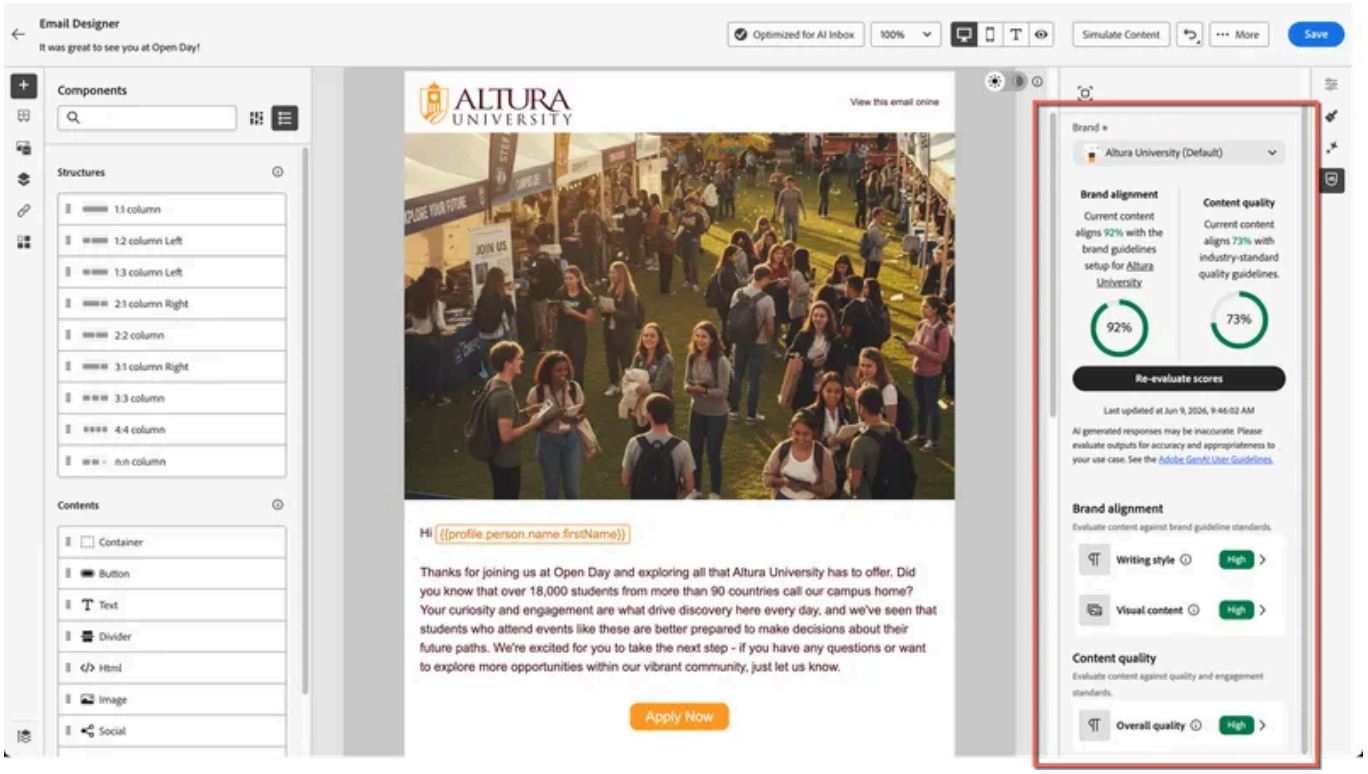
Now the content is ready, we can optimise it. The first way we'll do this is by checking the content against Altura's brand guidelines.

Click to open the Brand Review panel from the right rail and click to **Evaluate Score/**

Click to **Evaluate Score.**



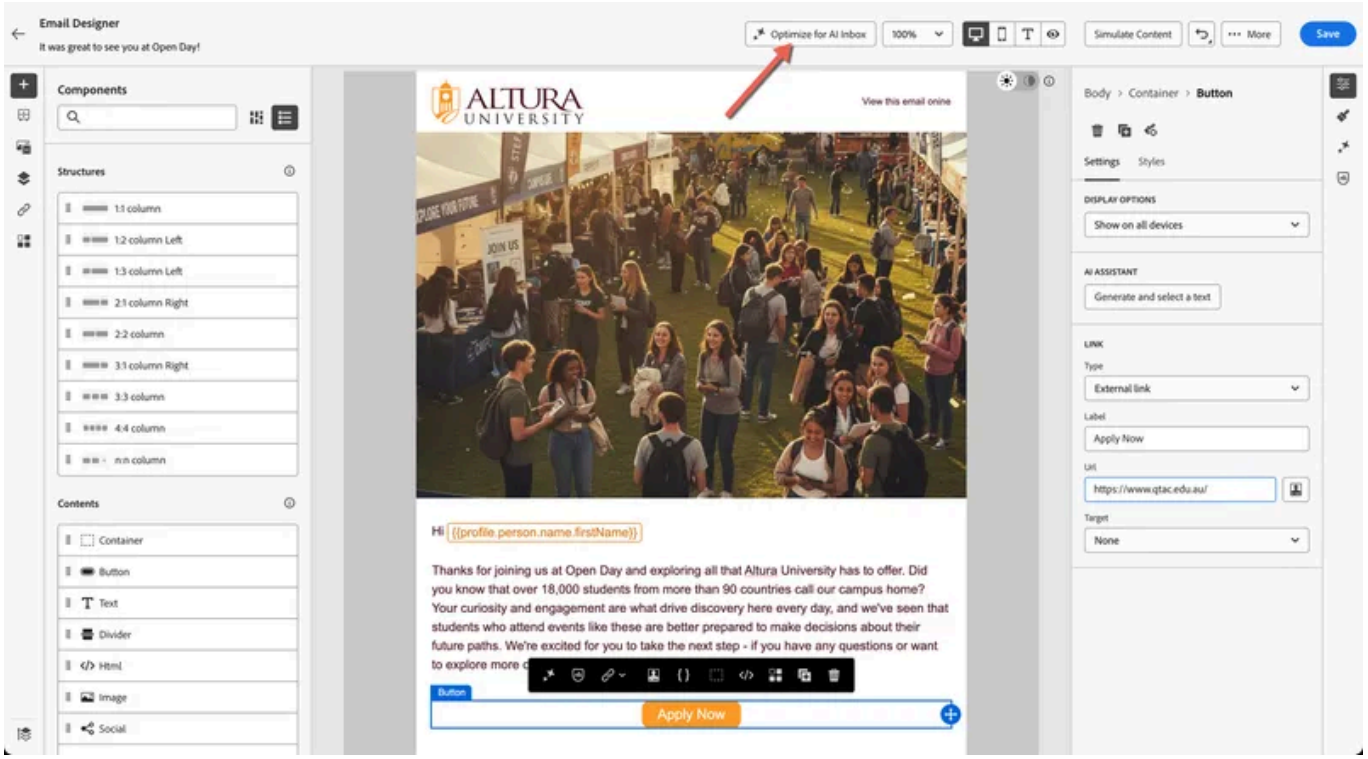
The content of the email will be verified against the preconfigured brand guidelines and given a score for brand alignment and content quality.



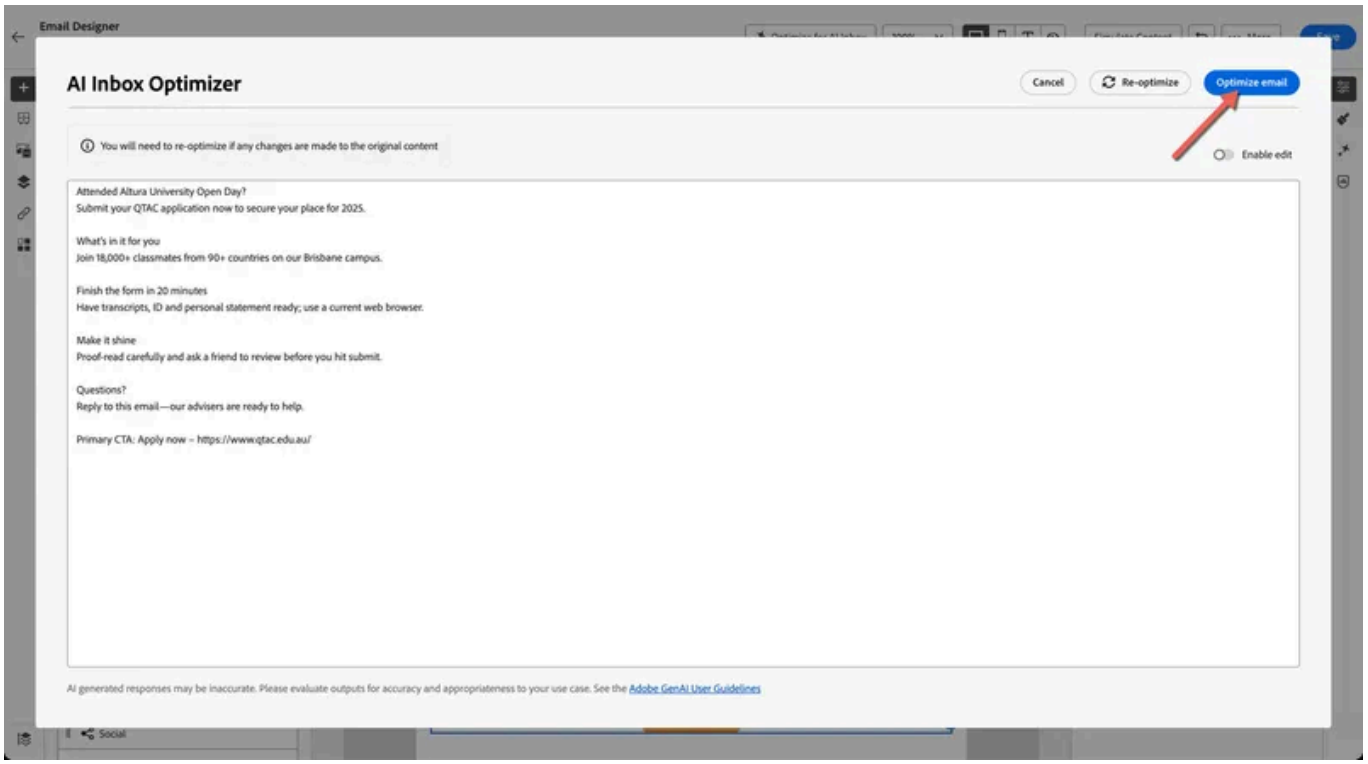
From here you can drill into specific recommendations within each category and make updates if needed.

The other optimisation we can make is to **Optimize for AI Inbox.** With email providers now offering AI Summaries it's important that your emails are easily read by AI tools to ensure they are summarised accurately and don't get lost.

Click the **Optimize for AI Inbox** button

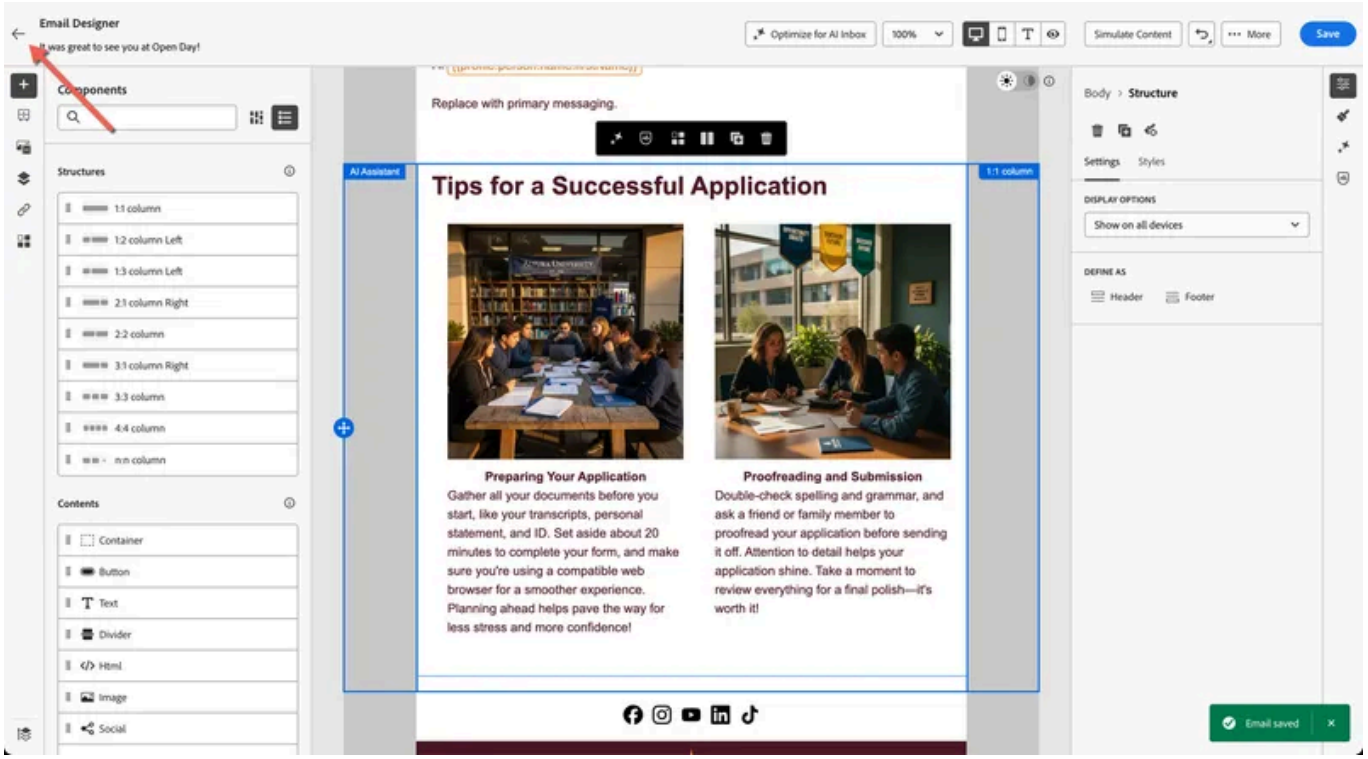


Review the summary version and click to **Optimize Email**



The content of the email has now been updated to ensure AI crawlers can quickly retrieve the key messaging and calls to action.

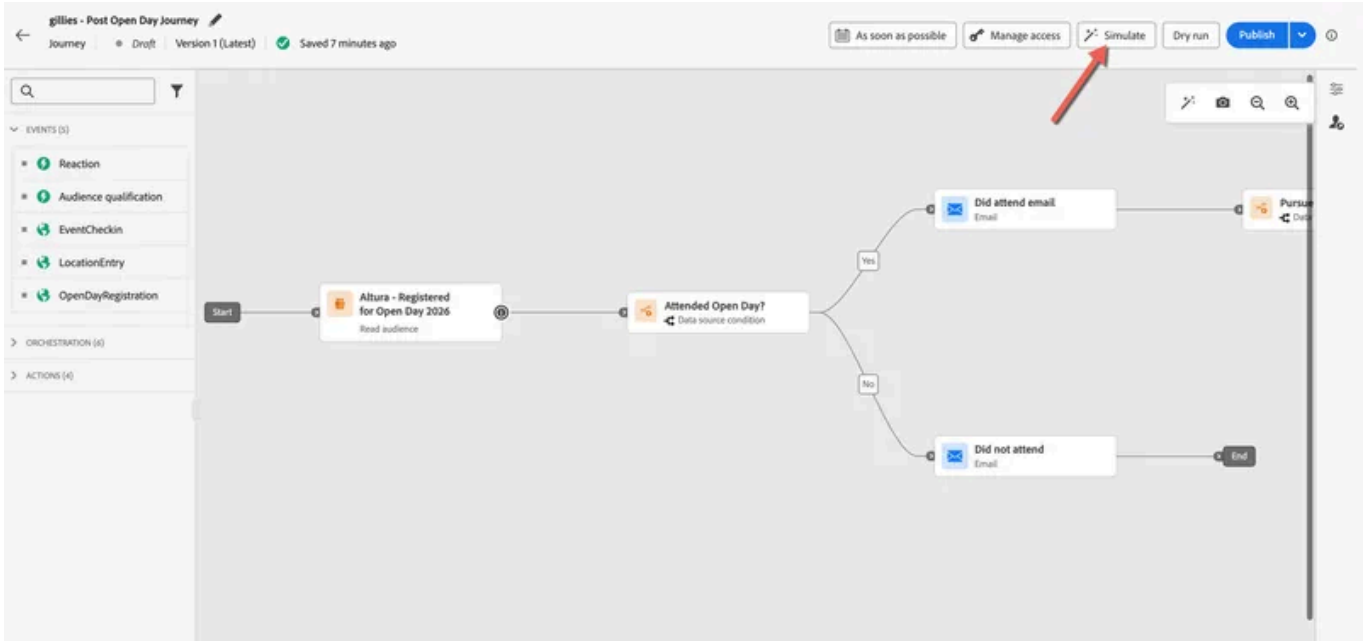
With the content now complete, return to the journey using the **Arrows** on the top left.



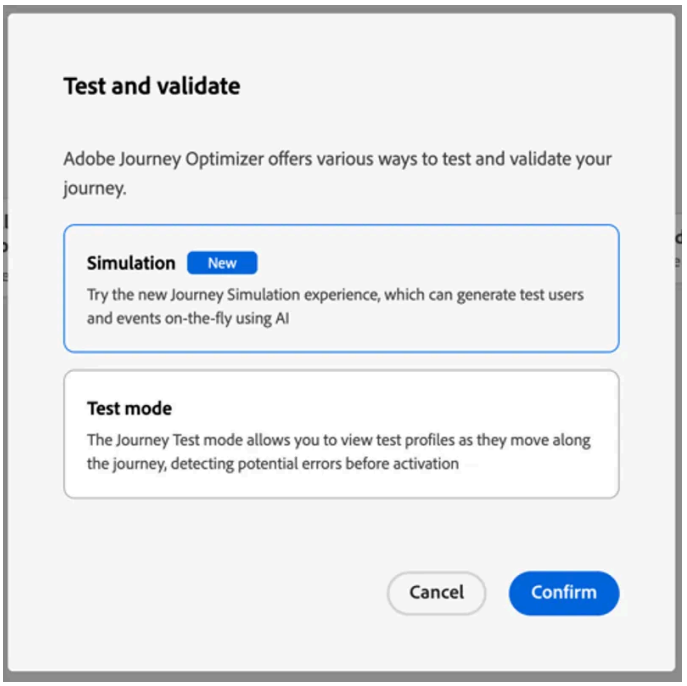
Test your journey

Before setting your journey live you need to test it, this is often the part that takes the most time! Traditionally the more personalised and complex your journeys, the harder they become to test and ensure that all variants and paths are properly validated.

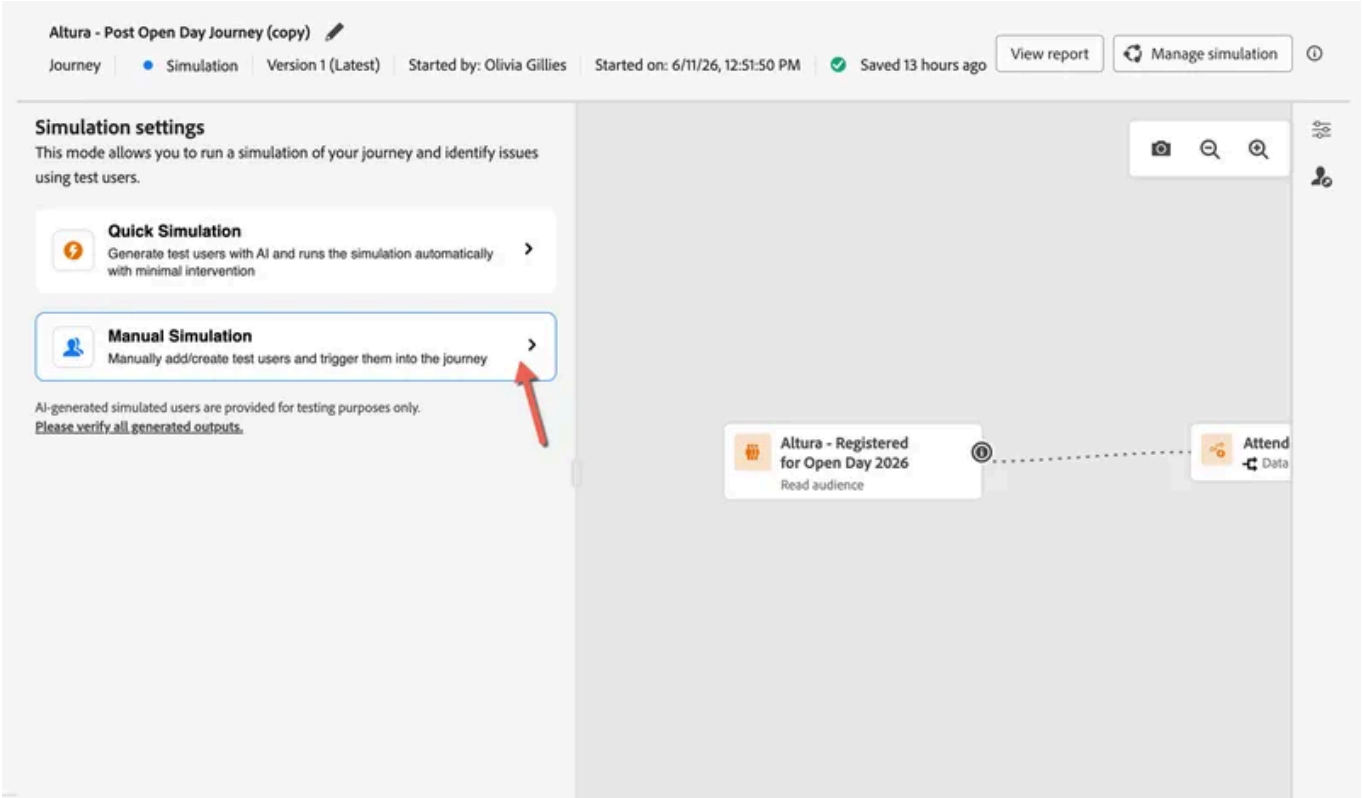
Click on the **Simulate** button.



Select the new **Simulation** mode and click **Confirm**



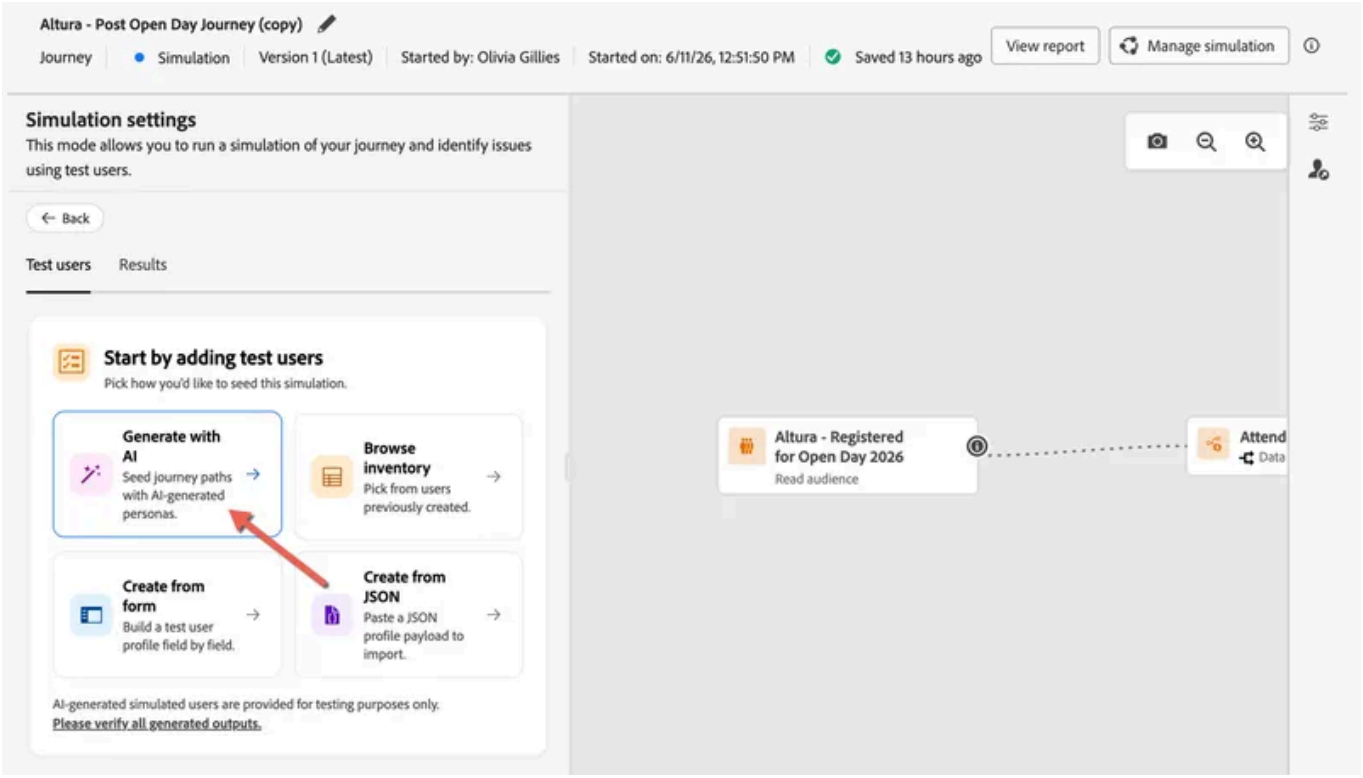
Once in Simulation mode, click to run a **Manual Simulation.**



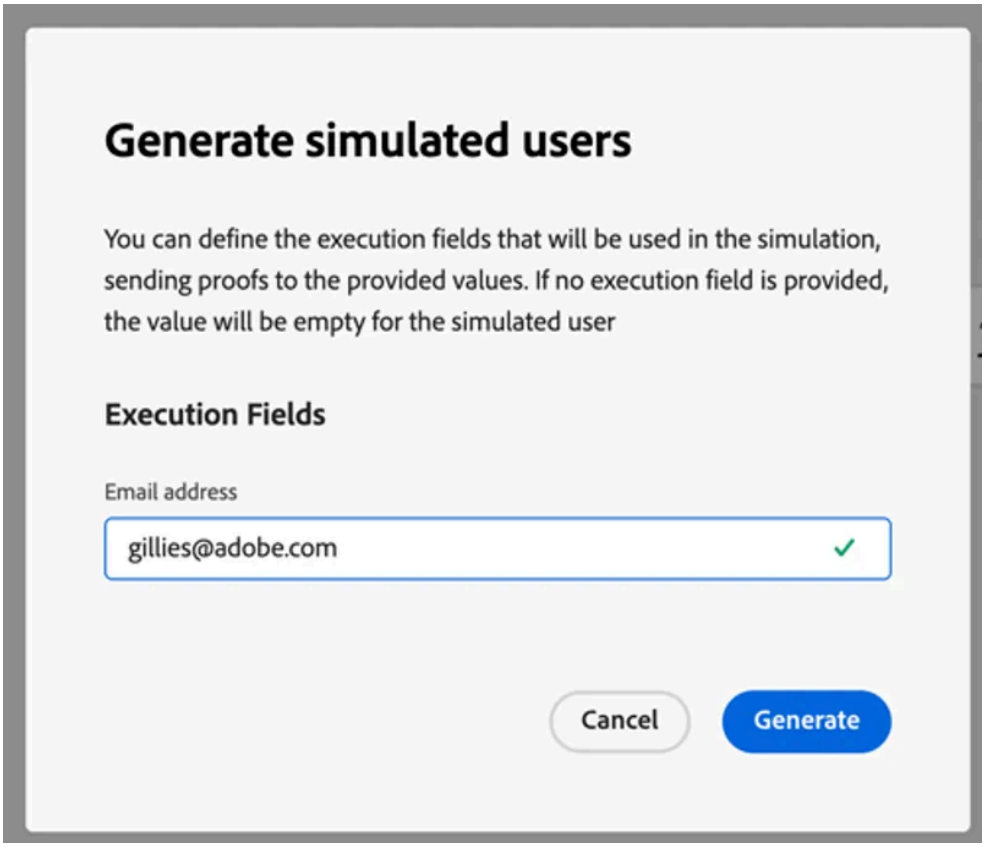
> Quick simulation will generate users and execute the simulation in one easy step but this will use leverage the email address of the logged in user, for this exercise we'll run each step separately so you can send proof messages to your own email address.

There are multiple ways to create or leverage simulated users for this exercise we'll use Generative AI to create some new users for us.

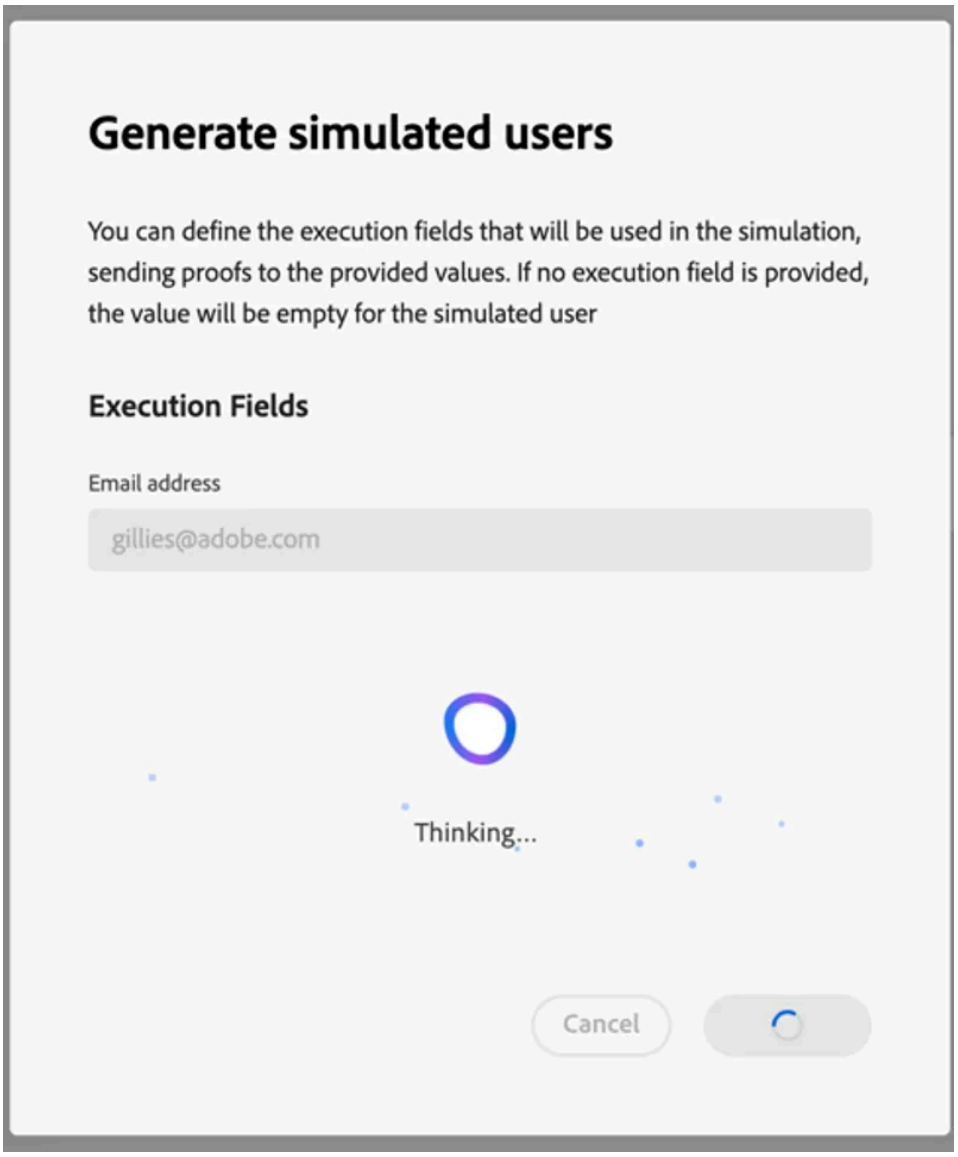
Click to **Generate with AI**



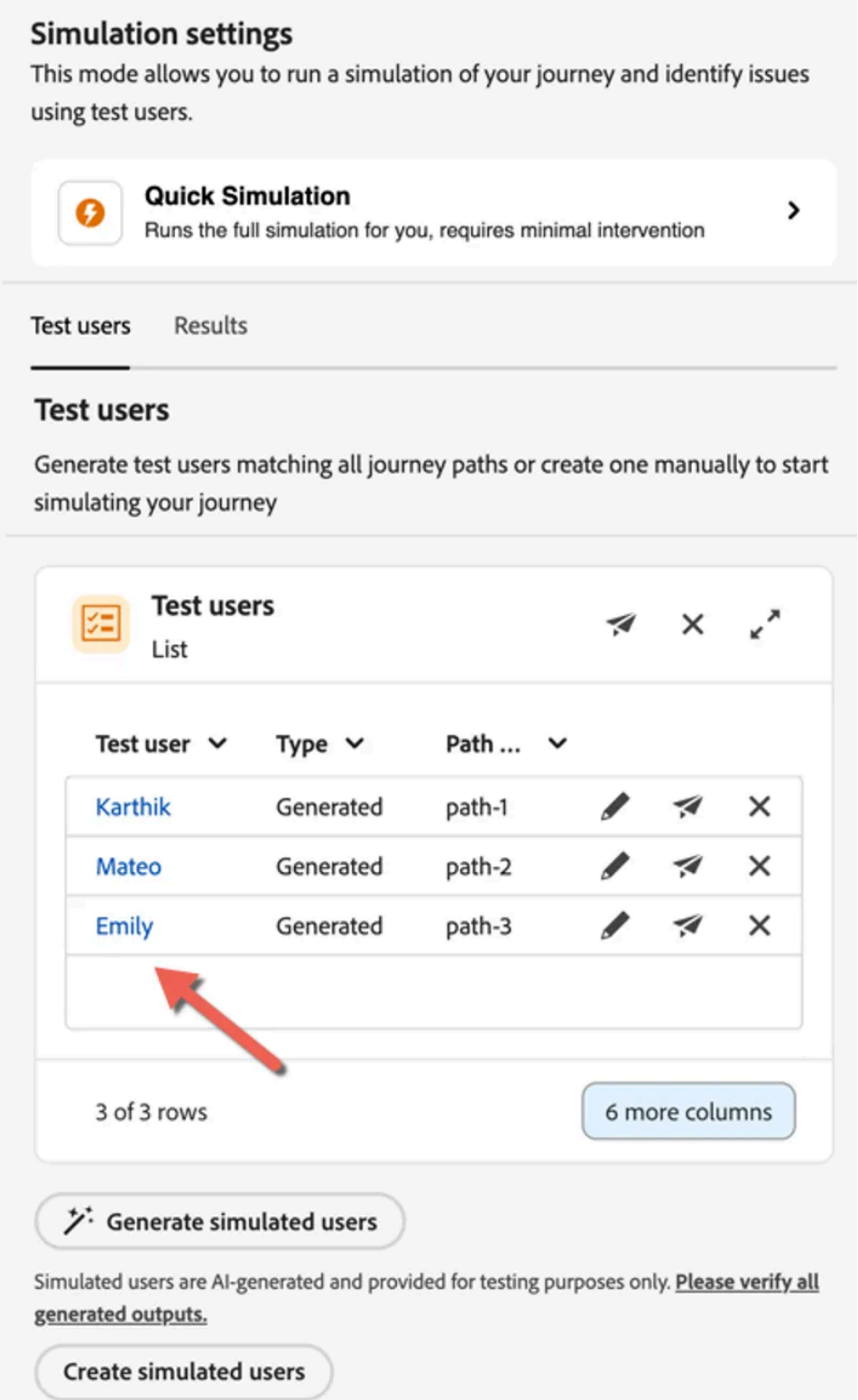
It will ask what email address you want to use as the execution address for the simulation. Enter **your** email address and click to **Generate**



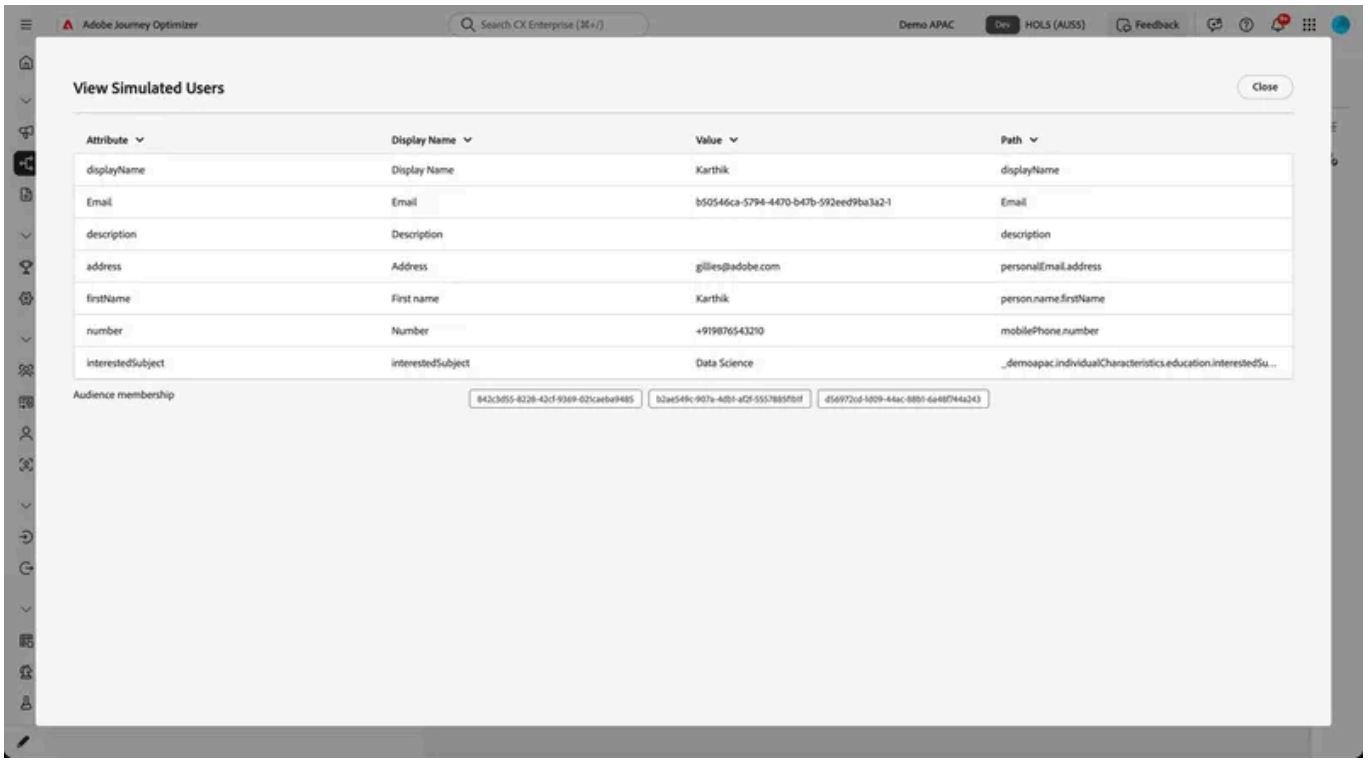
The AI will review the journey structure and generate appropriate test users including any personalisation fields that are required.



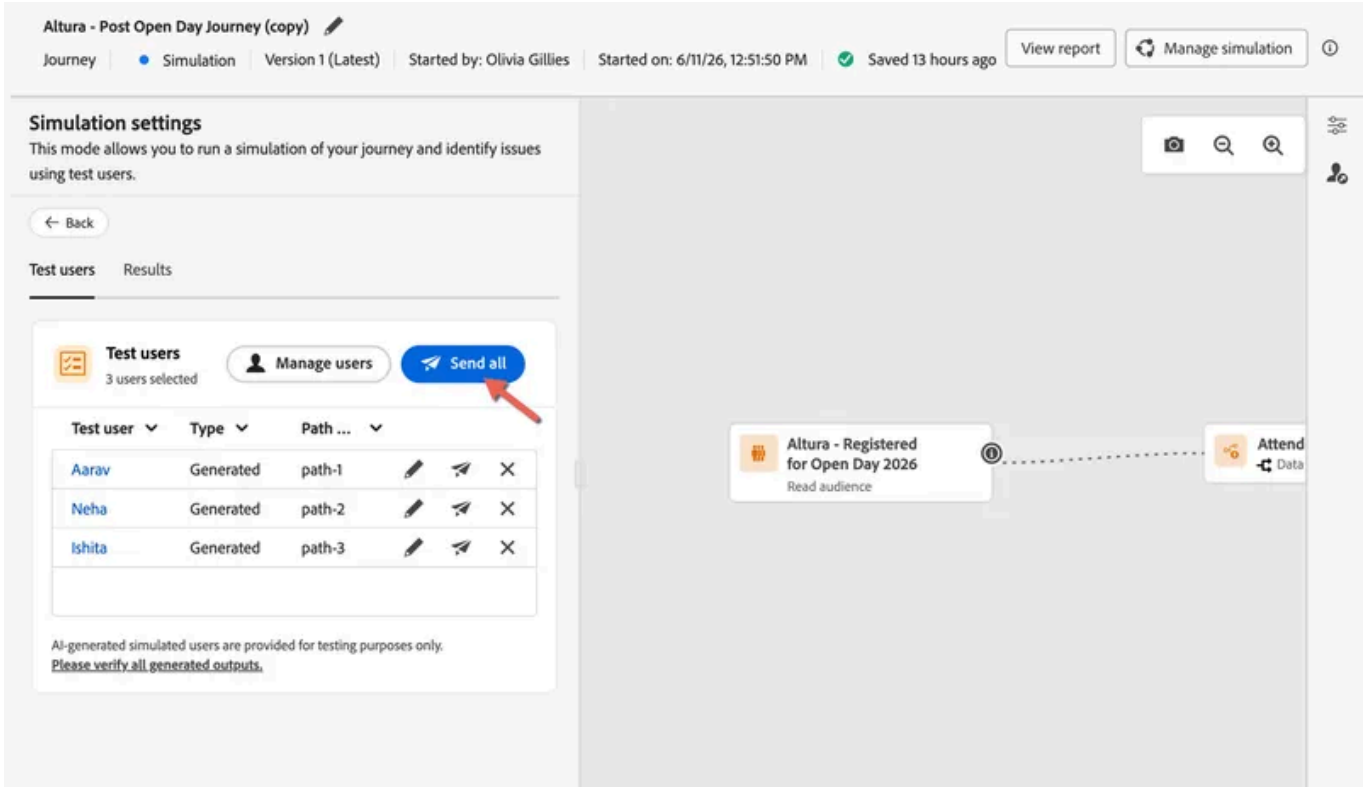
A set of users are fake profiles are created to test each path of the journey, you can see their attributes by clicking on the name.



Audience memberships and personalisation fields used in the journey are all populated with fake data for the simulation.

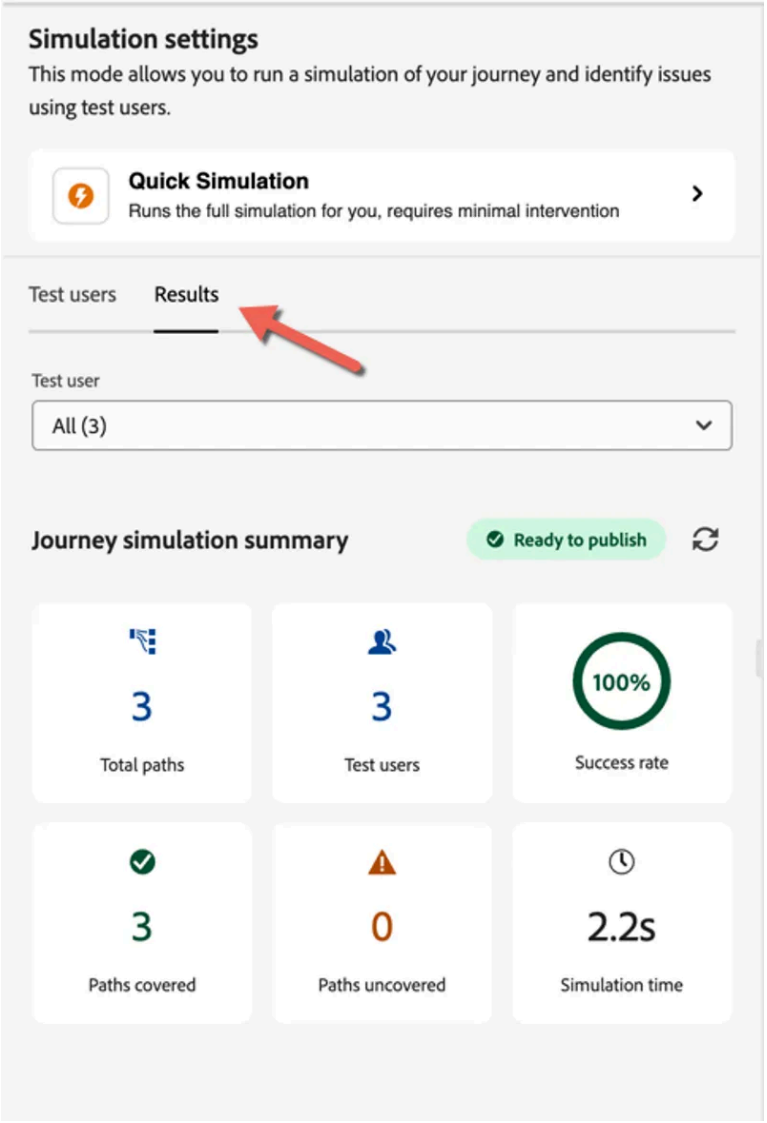


Click **Send all** to run the simulation.

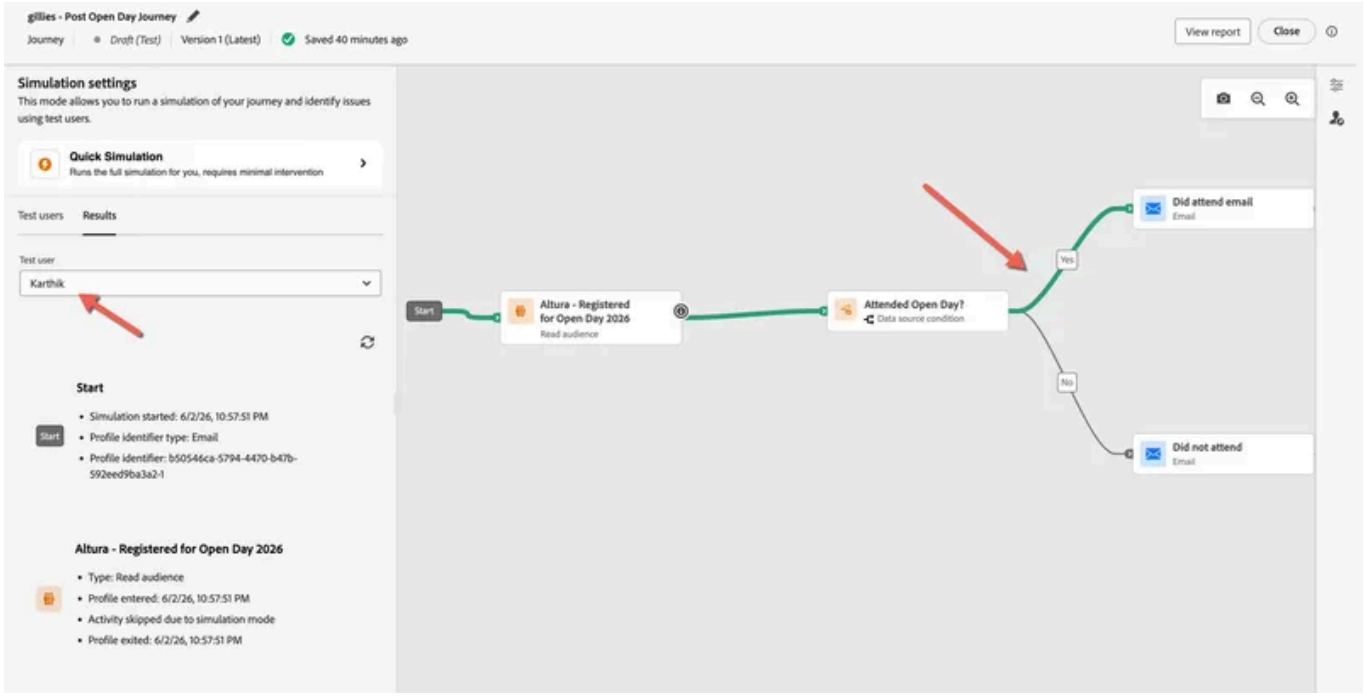


Click on the **Results** tab to see the results of the simulation.

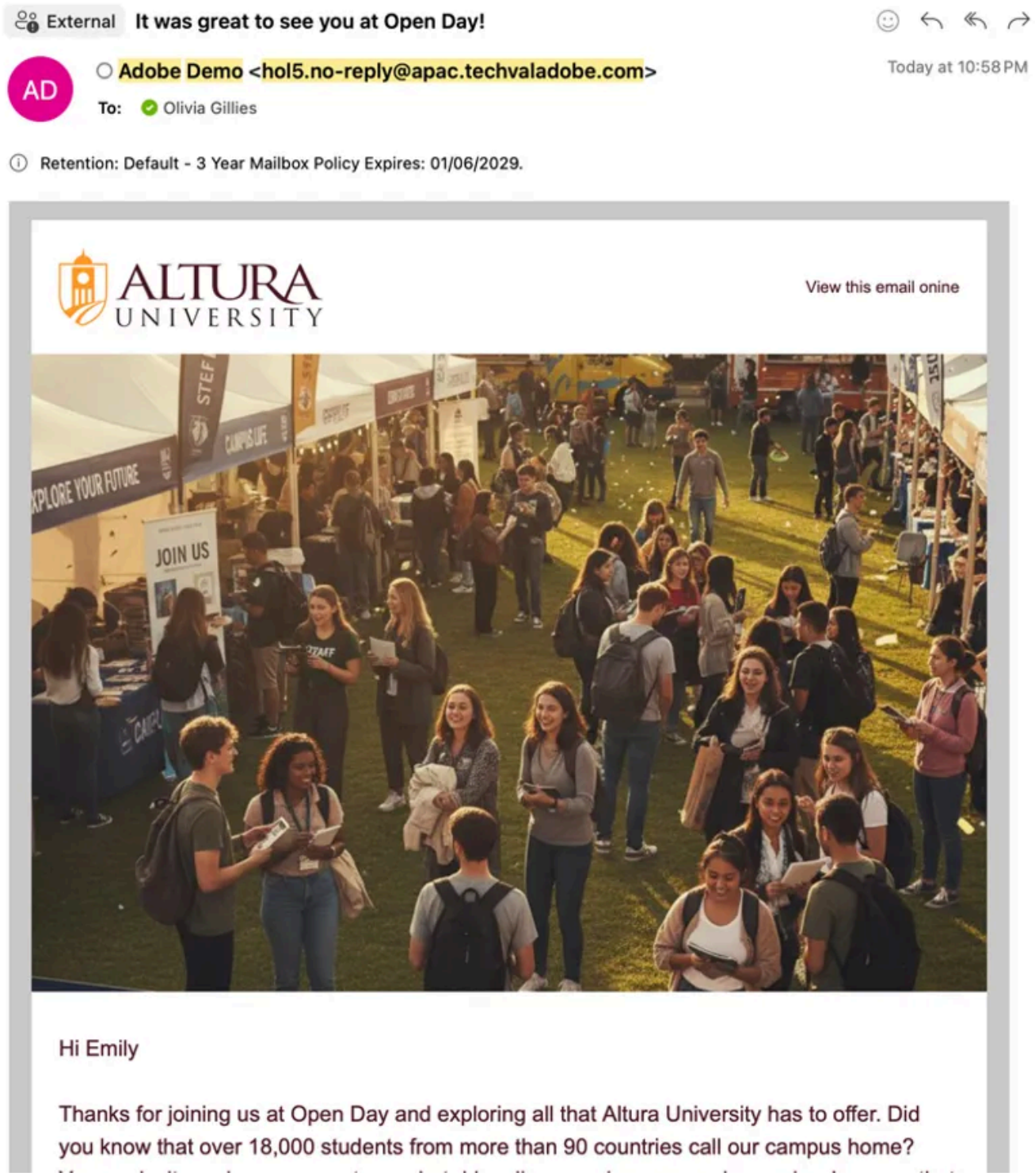
> It might take a minute or so for the results to appear.



Switch to one of the individual test users to see the path they took through the journey during the simulation.



Check your email to see the test messages that will have sent from the simulation.



Simulated users chosen for follow up calls will be displayed by the facilitator.

> Congratulations you've built and tested your first journey

Take Away

The ability to automate personalised, multi-step journeys based on real customer behaviour is one of the most powerful tools available to modern marketers. With access to Adobe's Unified Real-time Profile, Journey Optimizer is able to understand what each individual has actually done - whether they attended a session, missed it, or fall into a high-value segment - and respond accordingly, at scale, without manual effort for each interaction.

The combination of dynamic audience segmentation and flexible journey types (event-triggered, audience-based, or scheduled) means you can handle everything from a real-time registration response to a carefully timed post-event follow-up in one place. Critically, the AI-powered journey testing removes one of the most time-consuming barriers to getting campaigns live, making it faster and easier to validate complex, personalised flows before they reach real people.

2.3. Exercise 3 - Decide

Scenario

Mia has attended Open Day at Altura University and had a follow up conversation with the faculty head, but so far she has not submitted her application. Over the next few weeks Mia see's ads for Altura across her social media accounts.

She finally decides to complete her application and notices that the ads go away.

Objective

In this exercise you will learn how the audience builder supports targeting customers completing a sequence of events, or in this case, those who have not yet completed the sequence.

You will learn as a marketer:

- How to compose fixed size audiences retaining prospects with highest propensity to apply
- How to activate audiences to social media and paid destinations

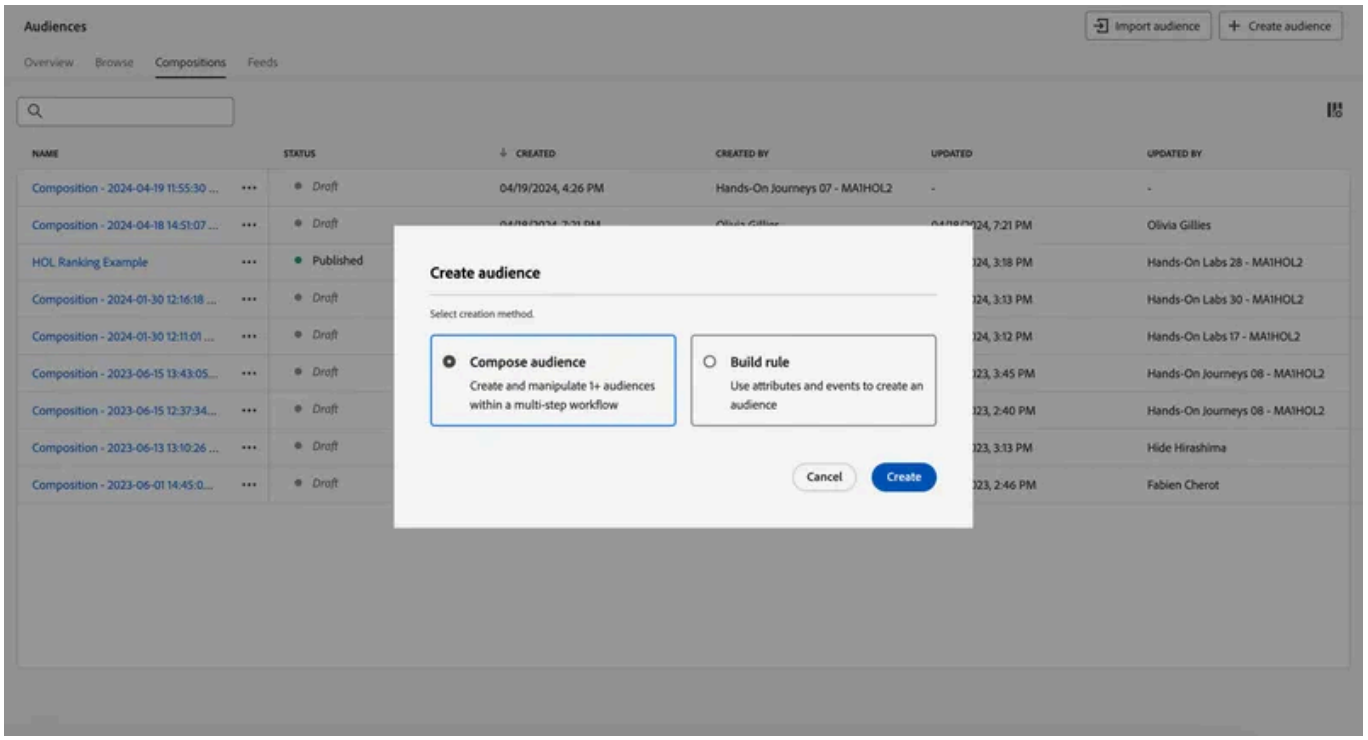
Make it

Audience Composition

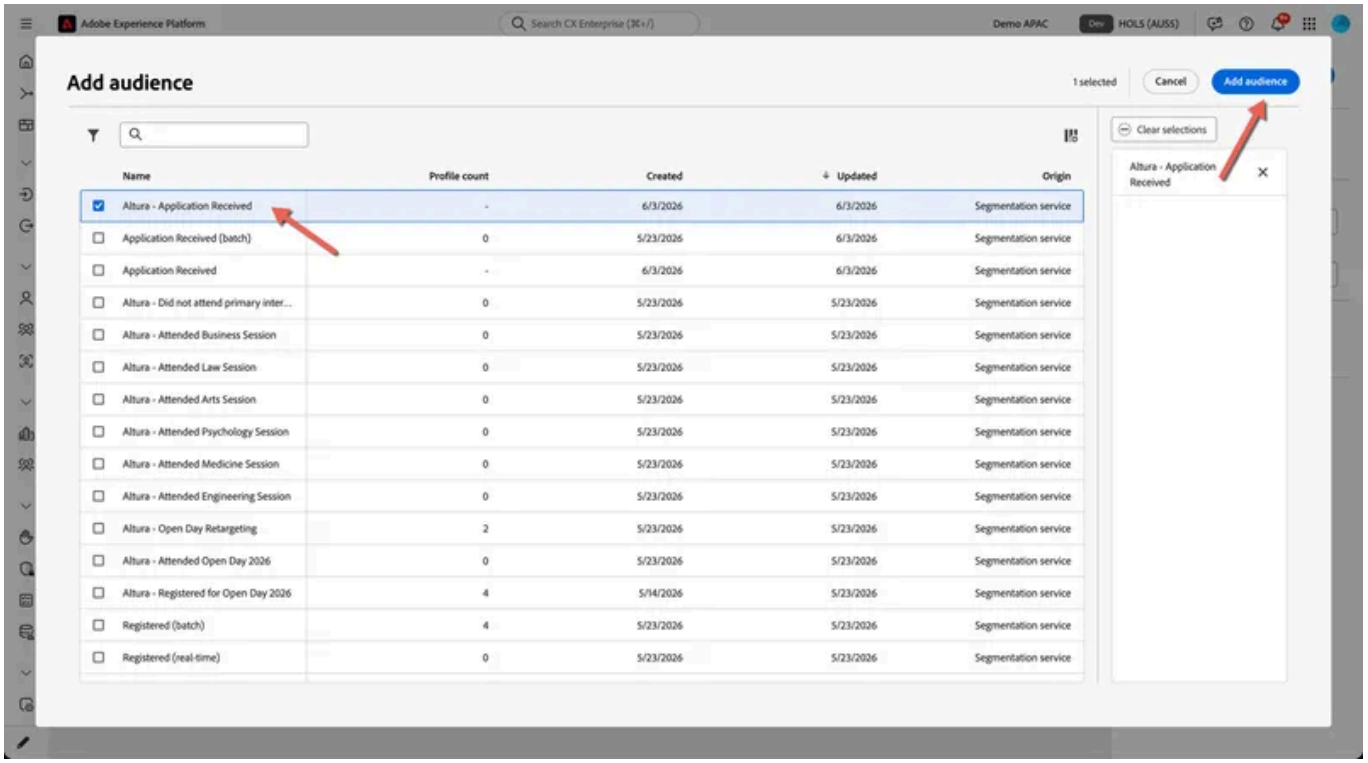
You've seen in the demo how Adobe's propensity models can be used to score profiles based on their interactions (or lack of interaction in the case of churn modelling). To target high propensity profiles you can create simple audiences where score is greater than X but for some use cases, like paid media engagement, you might want to expand your reach to include a certain number of profiles whilst still ensuring that only the top profiles are included. We can do this using the ranking capabilities within Audience Composition.

For this exercise, we'll create an audience composition to take the top 100 profiles with the highest propensity scores who registered for open day.

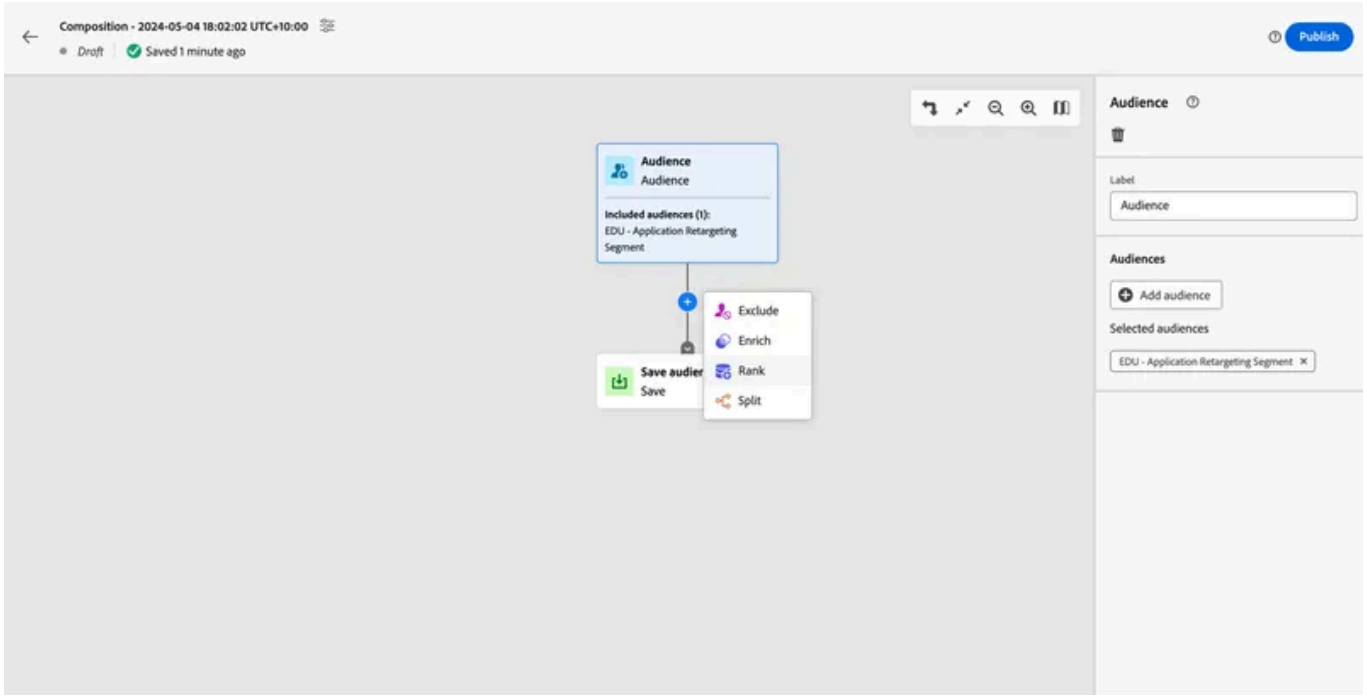
1. Go to **Audiences** and click to **+ Create Audience**. Select **Compose Audience** and click **Create.**



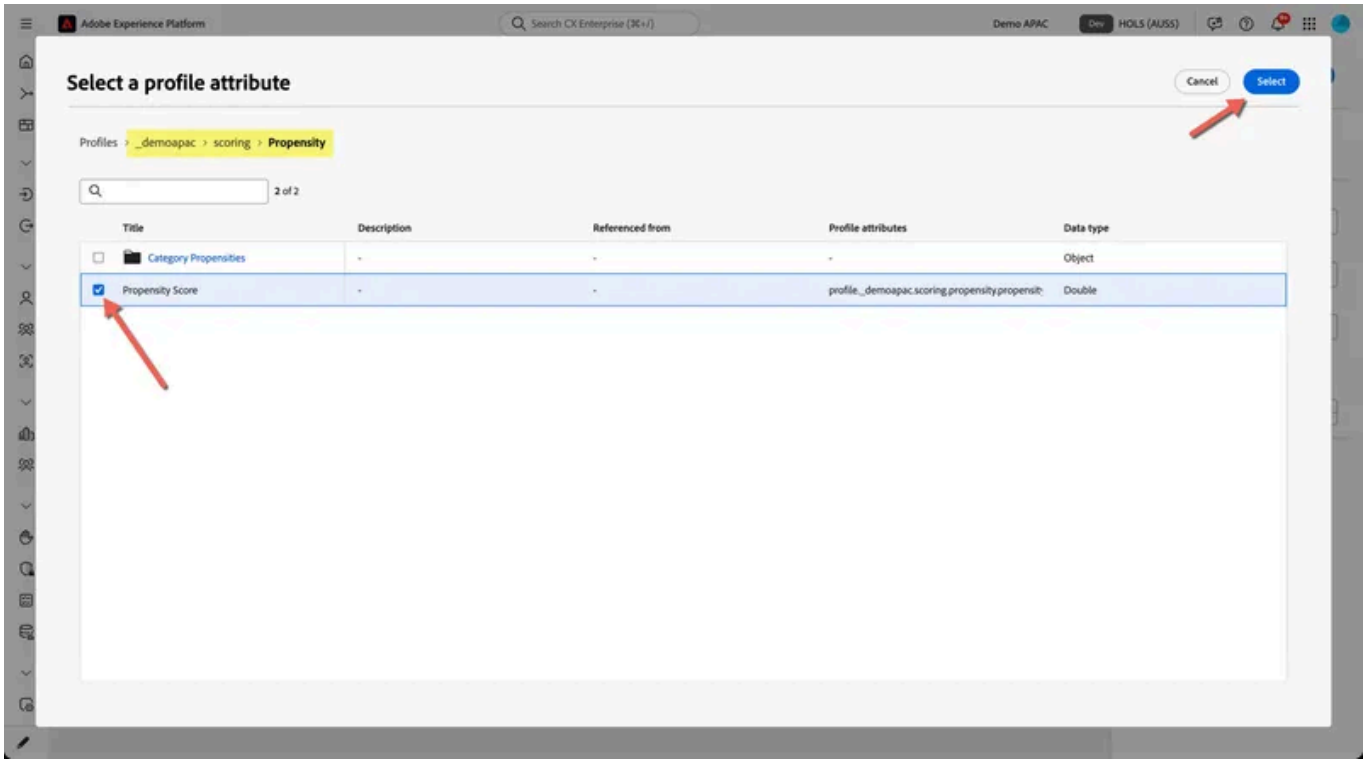
2. Select the **Audience** activity that starts the composition. Click to **Add Audience** and select the retargeting audience



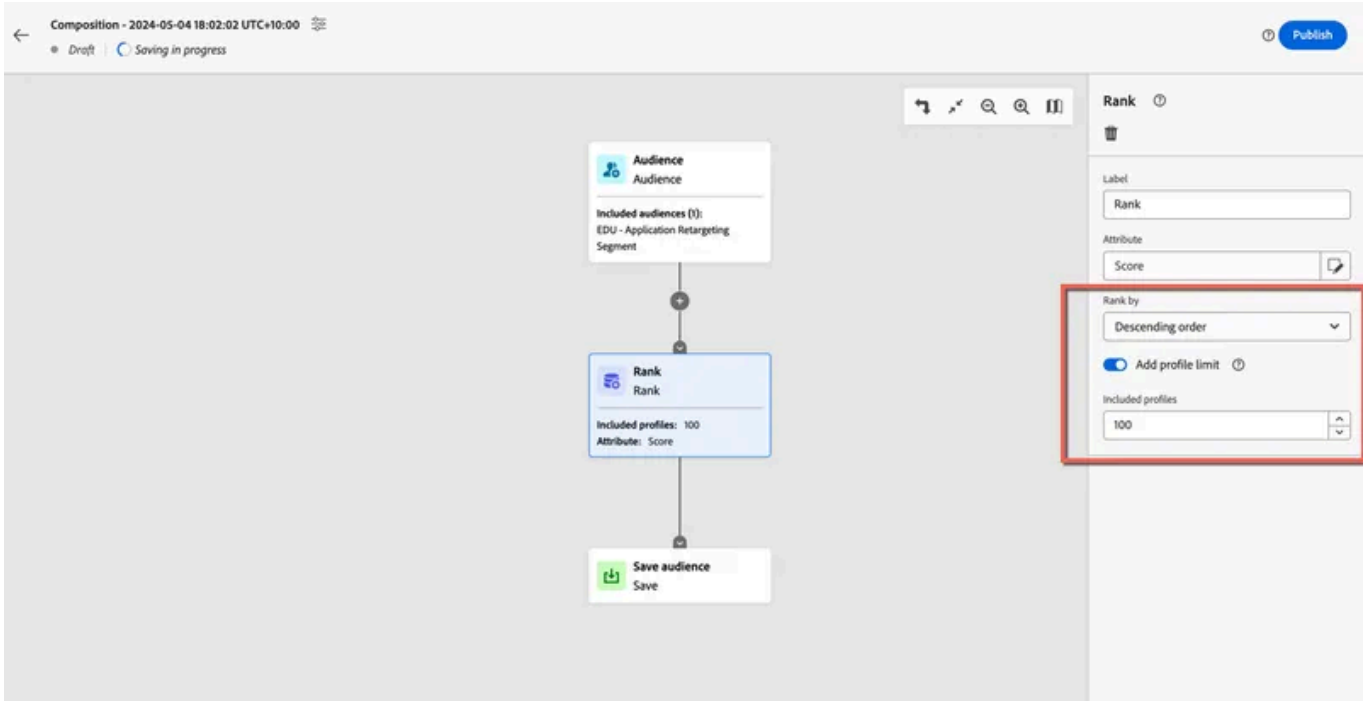
3. Click on the plus after the audience activity and select to add a **Rank** activity.



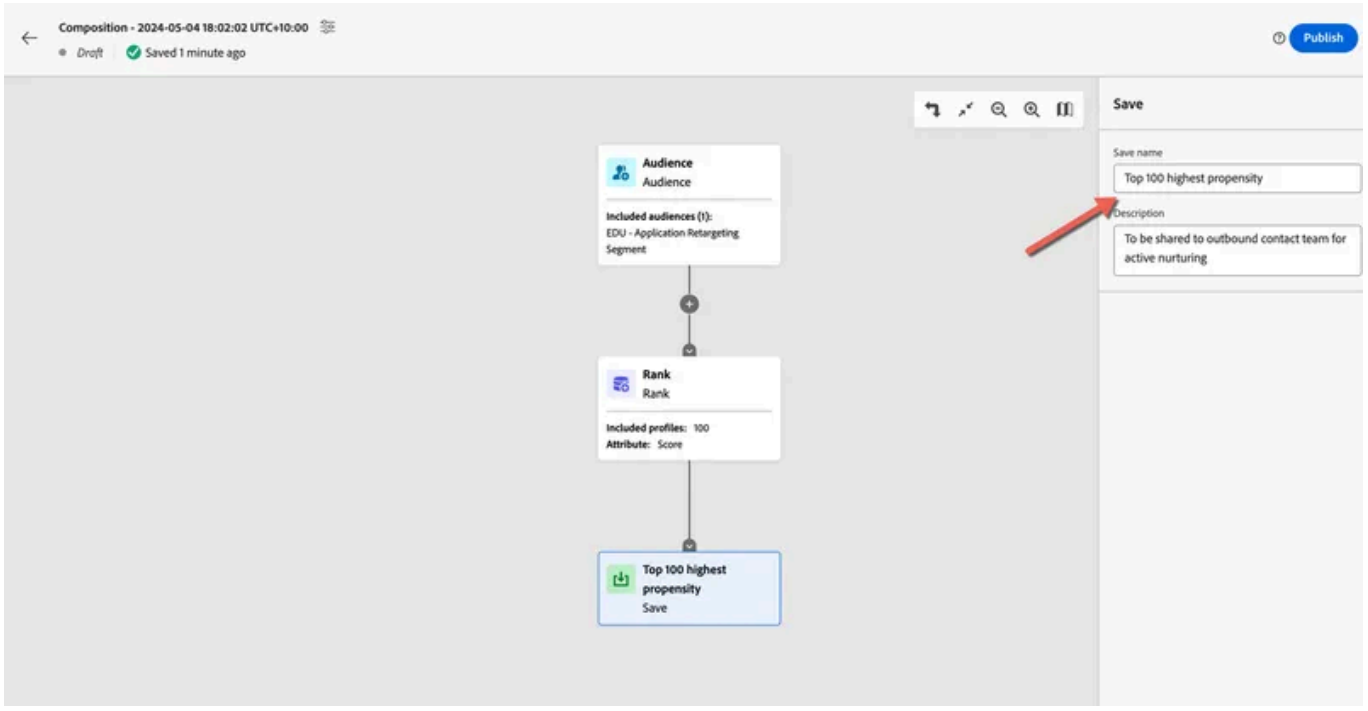
4. Select the **demoapac → scoring → propensity → propensityScore** as the attribute to use for ranking



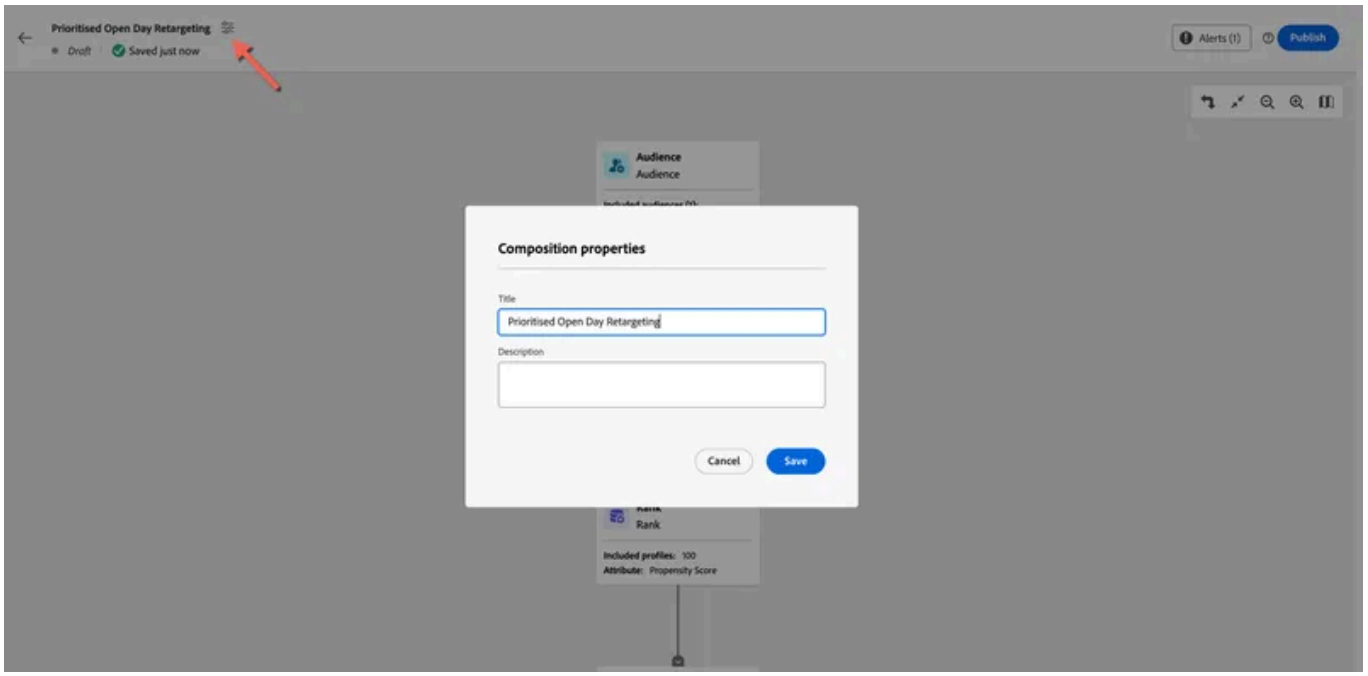
5. Change the Ranking order from **Ascending** to **Descending** - we want the profiles with the highest propensity. And add a limit of 100.



6. Give the output audience a name.



7. Give your composition a name by clicking on the settings at the top left. Make the name unique so you can identify it easily.



8. Click to **Publish** your composition. It will now execute daily, ensuring the top ranked future students are targeted.

> Congratulations you have successfully created an audience composition workflow. Once published the composition will execute once per day to populate the audience with the top 100 highest ranked members.

Activate to Social or Paid

Next we'll activate your priority audience to social and paid channels. We've provided instruction below for Tiktok but you can choose to activate an audience to any of the configured destinations including Meta, Google or LinkedIn.

Activate to Tiktok

Activate profiles to Tiktok for ad targeting, personalization, and suppression based on hashed email and phone number.

You can use this destination for audience targeting to reach and re-engage with your customers across Tiktok.

Tiktok supports the activation of identities:

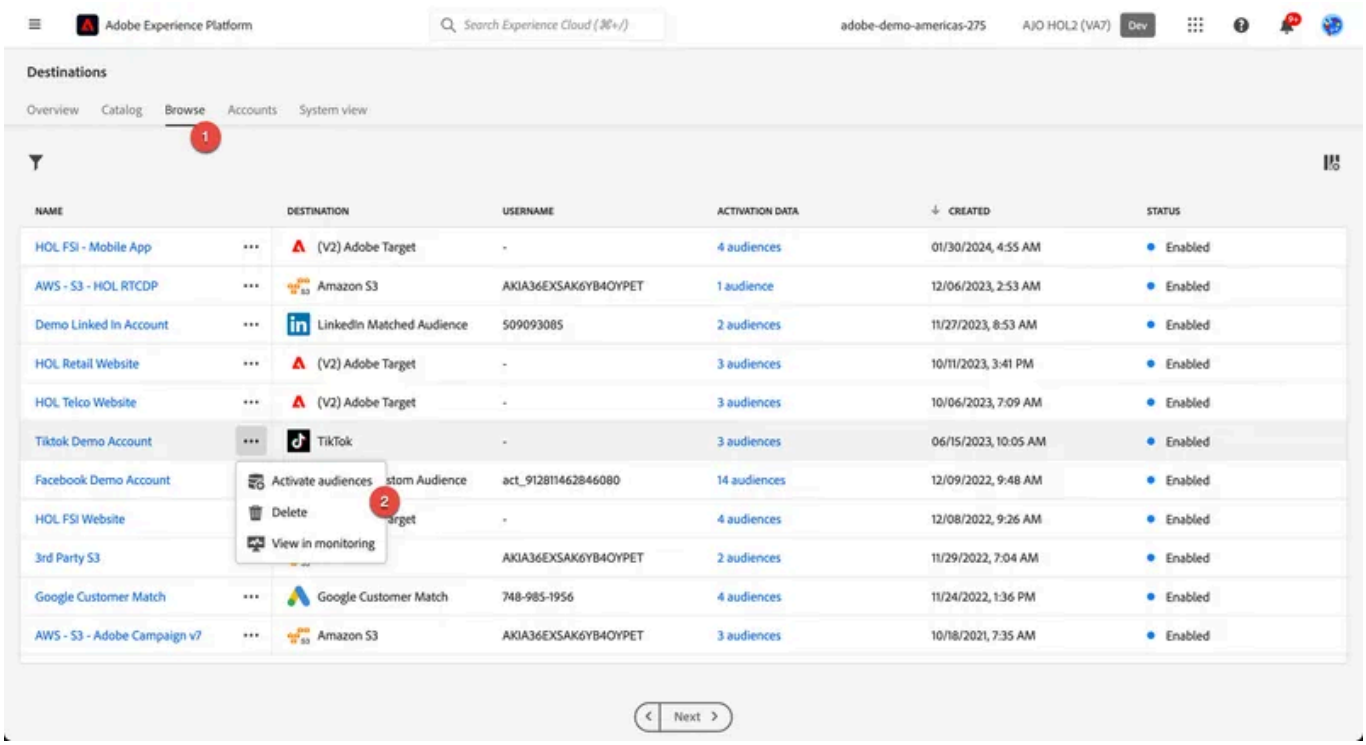
- GAID - Google Advertising ID
- IDFA - Apple ID for Advertisers
- phone_sha256 - Phone numbers hashed with SHA256 algorithm
- email_lc_sha256 - Email addresses hashed with SHA256 algorithm

Export Type = Segment Export

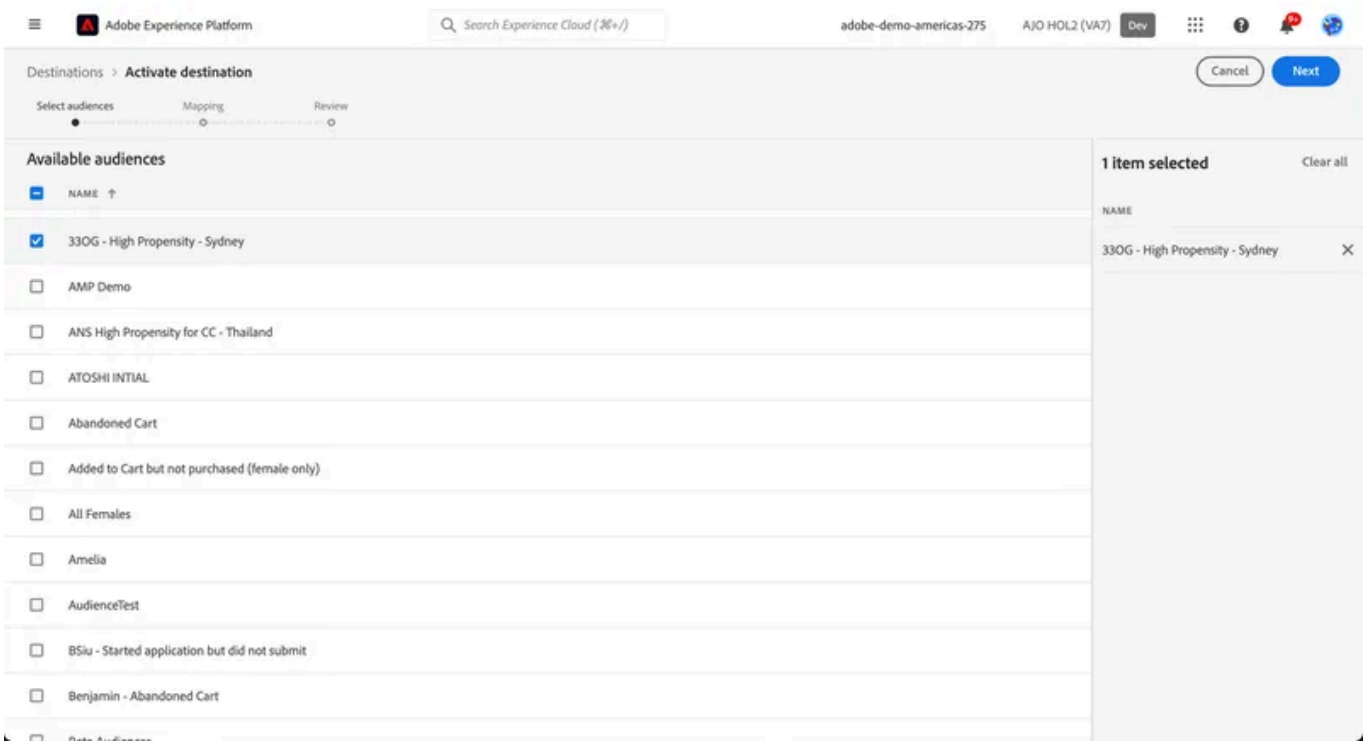
Tiktok both require that no personally identifiable information (PII) is sent in clear. Therefore, the audiences activated to these destinations can be keyed off *hashed* identifiers, such as email addresses or phone numbers.

Go to the Adobe Experience Platform.

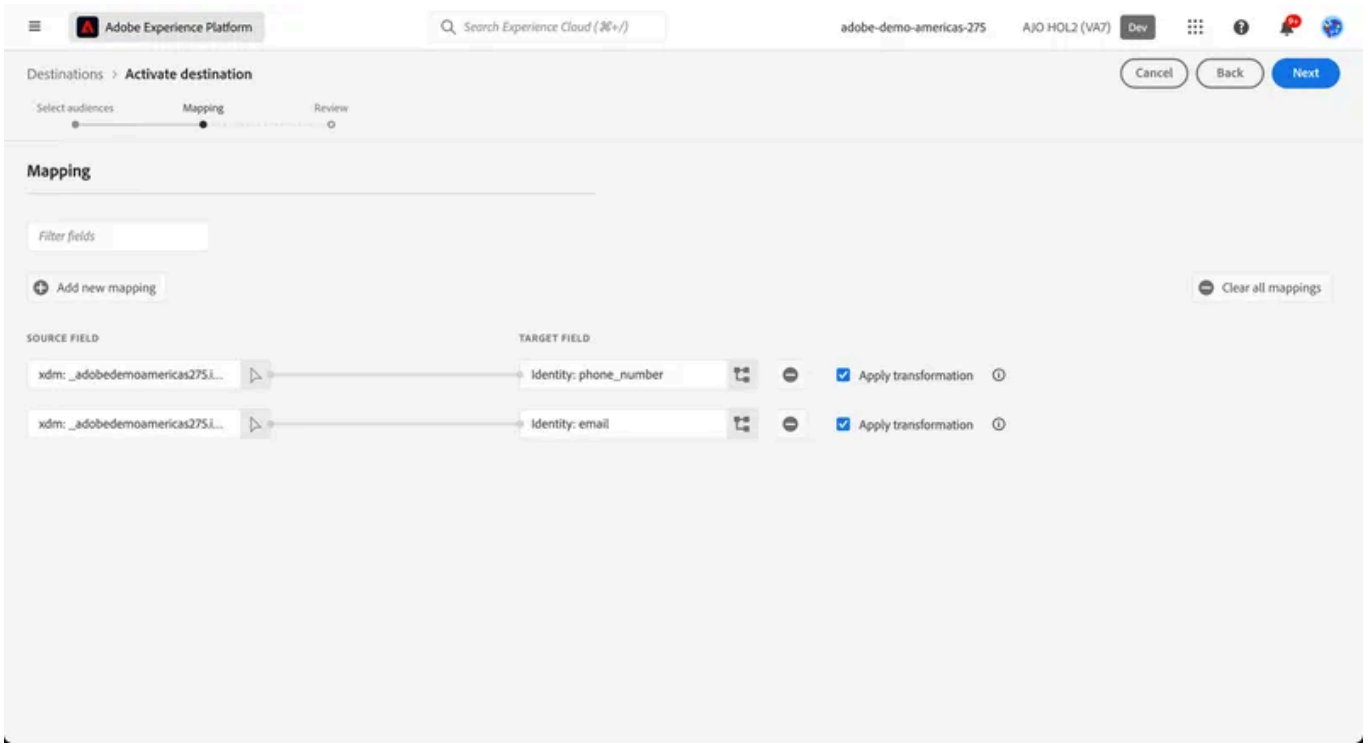
1. There are a few destinations already configured for this exercise. Click on **browse** on the top menu to see the list. Click on the 3 dots and select to **Activate audiences**



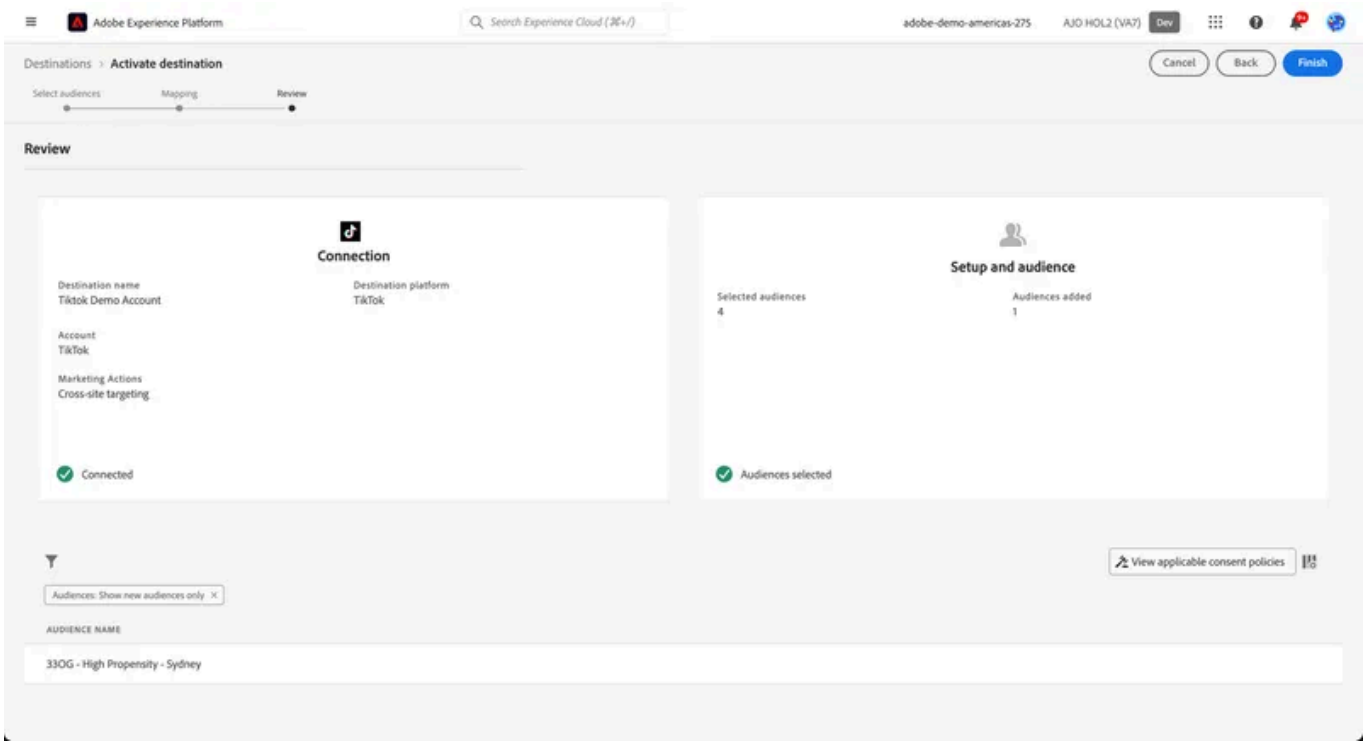
2. In the list of available segments, select the segment you created in the previous exercise.



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.



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



> Your segment is now activated to Tiktok

For Tiktok, a successful activation means that a Tiktok custom audience would be created programmatically. Segment membership in the audience would be added and removed as users are qualified or disqualified for the activated segments.

> The integration between Adobe Experience Platform and Tiktok supports historical audience backfills. All historical segment qualifications get sent to Tiktok when you activate the segments to the destination.

Activate to Google

Activate profiles to Google Customer Match for ad targeting, personalization, and suppression based on hashed email and phone number.

You can use this destination for audience targeting to reach and re-engage with your customers across Google's owned and operated properties, such as: Search, Shopping, Gmail, and YouTube.

Google Customer Match supports the activation of identities:

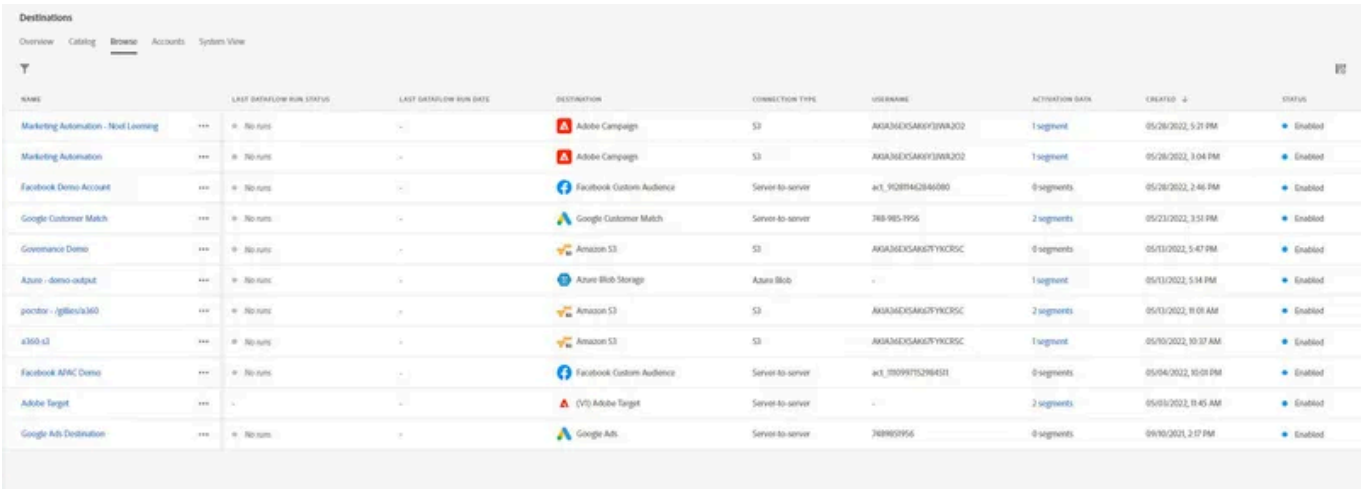
- GAID - Google Advertising ID
- IDFA - Apple ID for Advertisers
- phone_sha256 - Phone numbers hashed with SHA256 algorithm
- email_lc_sha256 - Email addresses hashed with SHA256 algorithm
- extern_id - Custom user IDs

Export Type = Segment Export

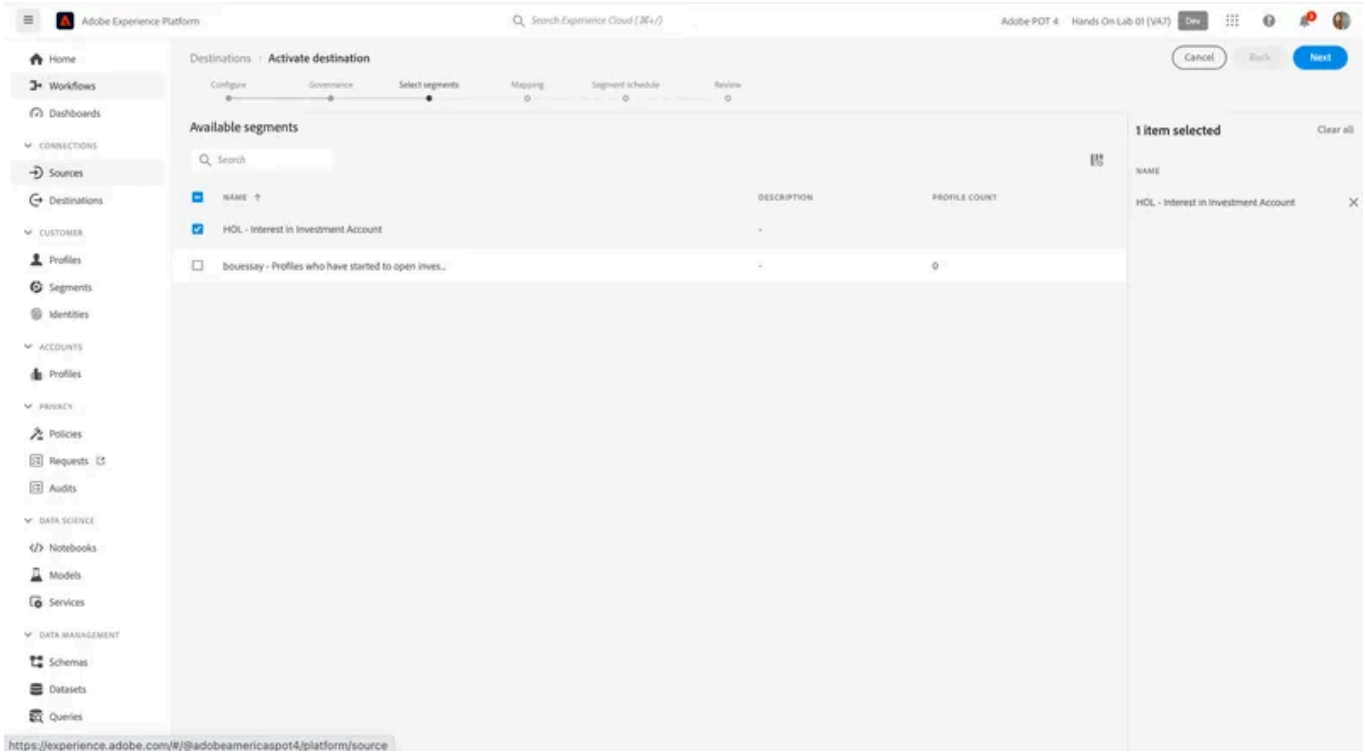
Google and Facebook both require that no personally identifiable information (PII) is sent in clear. Therefore, the audiences activated to these destinations can be keyed off *hashed* identifiers, such as email addresses or phone numbers.

Go to the Adobe Experience Platform.

1. There are a few destinations already configured for this HOL. click on **browse** on the top menu to see the list



3. In the list of available segments, select the segment you created in the previous exercise.



4. You need to specify your **mapping identifiers** between Adobe Experience Platform and your destination. These will be used to match the profiles in your segments between platforms.For this lab, the mapping has already been defined, we use email and phone number.Click to the **Next** step.

5. On the **Segment Schedule** step, We don't have anything to do. click next again

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

> Your segment is now activated to Google

For Google, a successful activation means that a Google custom audience would be created programmatically. Segment membership in the audience would be added and removed as users are qualified or disqualified for the activated segments.

> The integration between Adobe Experience Platform and Google supports historical audience backfills. All historical segment qualifications get sent to Google when you activate the segments to the destination.

Take Away

By using propensity scoring across a single unified profile, marketers can move beyond broad demographic targeting and instead focus paid spend on the individuals who are genuinely most likely to act - ranked by their actual engagement and behaviour. Activating these audiences directly to platforms like Google and TikTok means your CRM intelligence flows seamlessly into your media buying, and because membership updates dynamically as profiles qualify or dis-qualify, you avoid wasting budget on people who have already converted or opted out. This closed-loop approach between your data platform and your advertising channels is what separates efficient, signal-led media investment from broad, wasteful spend.

2.4. Exercise 4 - Learn

Scenario

With Open Day complete for another year the Altura team are keen to ensure the onboarding process is as seamless as possible and give their new applicants the best chance they can to successfully complete the first year.

The learnings from this analysis will be used to plan the Student onboarding journey for the next semester.

Objective

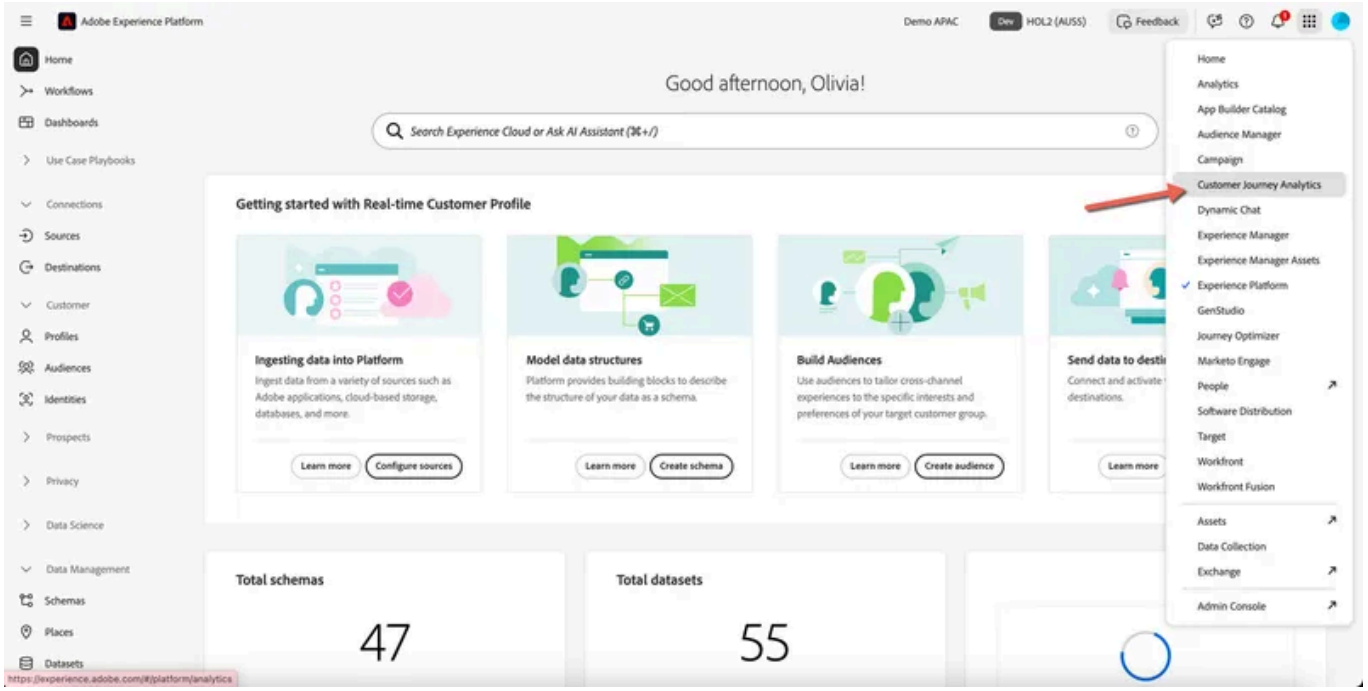
Use Adobe's CX Analytics to analyse student behavior across channels to derive insights that can help inform your marketing strategy for today and tomorrow.

As an analyst you'll learn how to

- Build dashboards and add visualisations
- Leverage AI-based attribution modelling
- Create cohorts and calculated metrics for analysis

Make it

For this exercise you will need to switch solutions to **Customer Journey Analytics (CJA).** Use the solution switcher in the top right corner.



Before we get started!

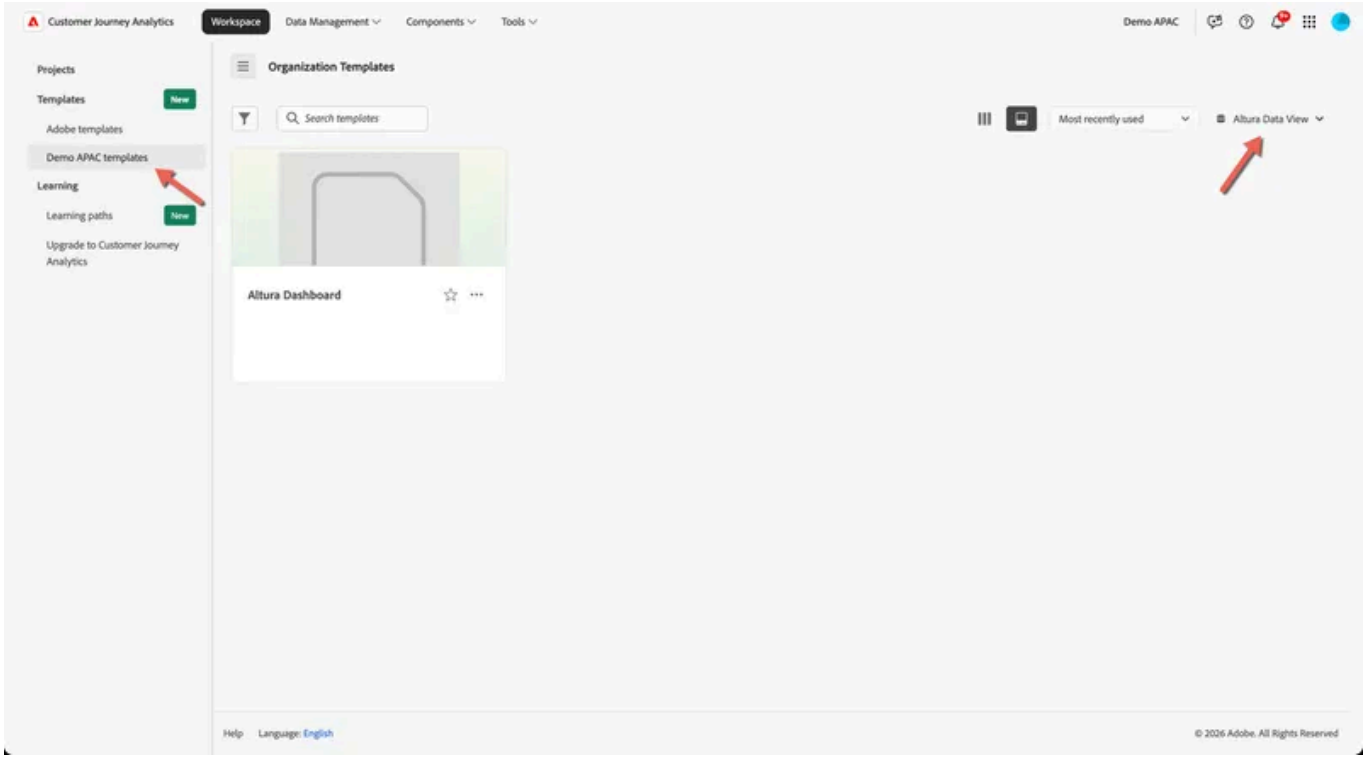
Please note that the numbers in your report will look different from those in the screenshots - this is a living dataset that is constantly changing. It is also demo data, so do not be too critical and if the numbers seem inflated or incorrect compared to a real world scenario.

Introduction

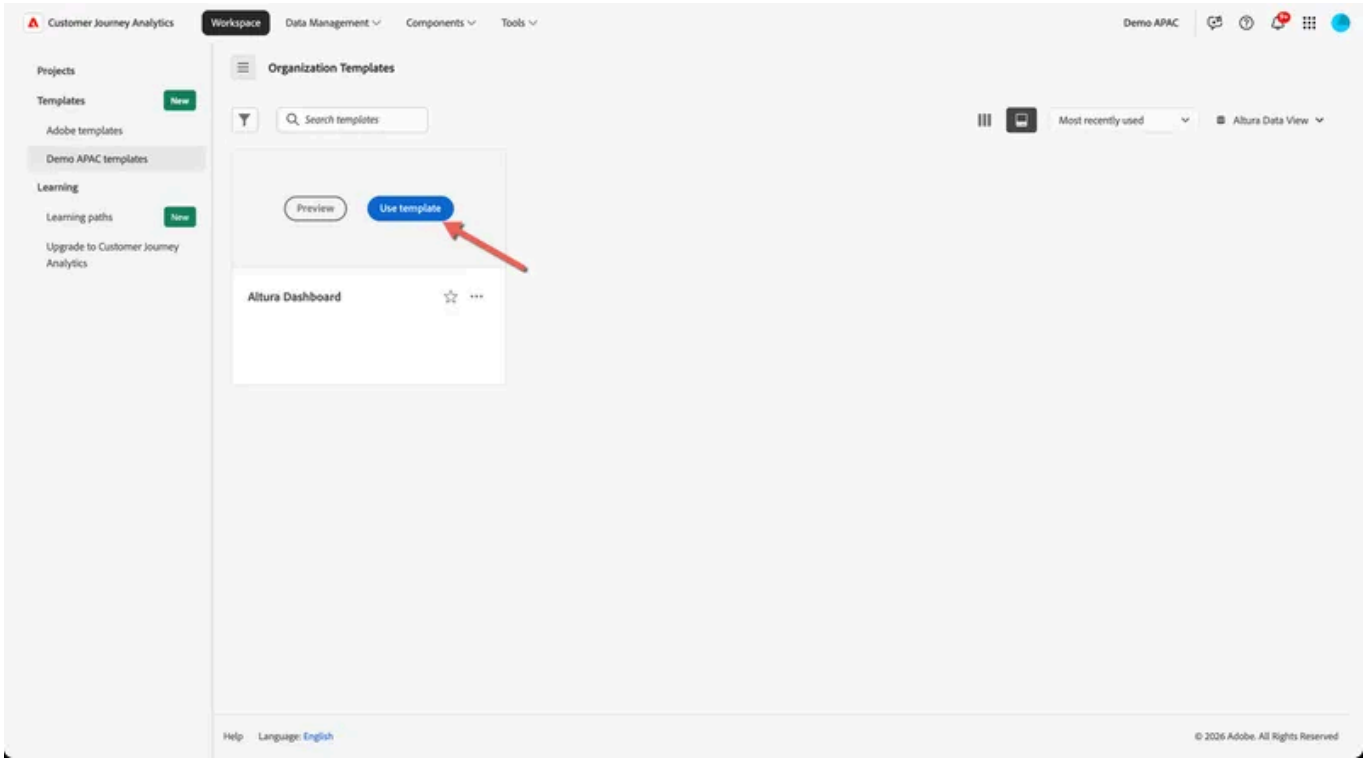
We'll start with the basics to get you familiar with the tool and the types of data available for analysis.

Rather than creating our whole dashboard from scratch we'll start with a pre-built template. This will provide you with some initial insights while giving you an isolated area to explore the data further.

Under **Workspace → Templates → Demo APAC templates** and select the **Altura Data View** on the right side.



Hover over the **Altura Dashboard** card and click to **Use template**



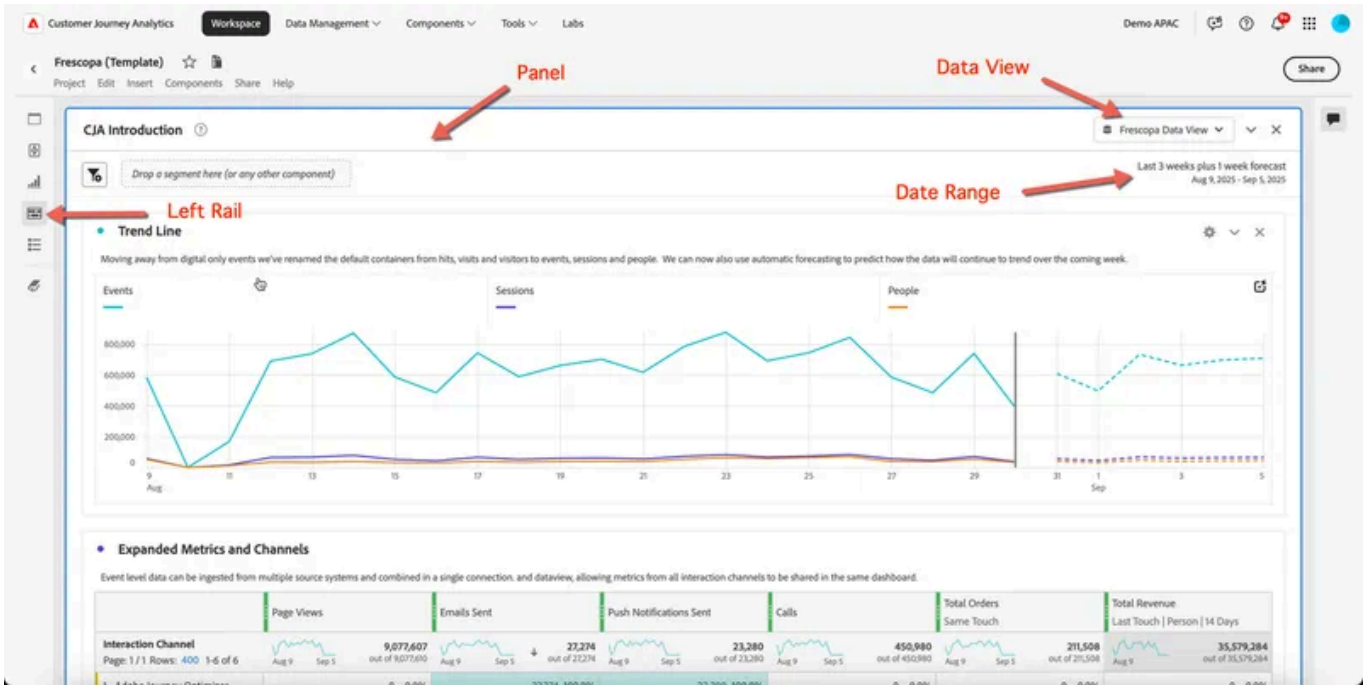
Take note of the following UI components:

Panel - Each dashboard/project is made up of one or more panels

Data View - Controls what data is available to the report - keep in mind this includes multiple datasets that can span multiple channels and data sources.

Date Range - The date range controls what data is displayed in the panel

Left Rail - Provides access to all of the components required to build your reports. You will find menu's for panels, components, visualisations, guided analyses and a table of contents for the current dashboard.

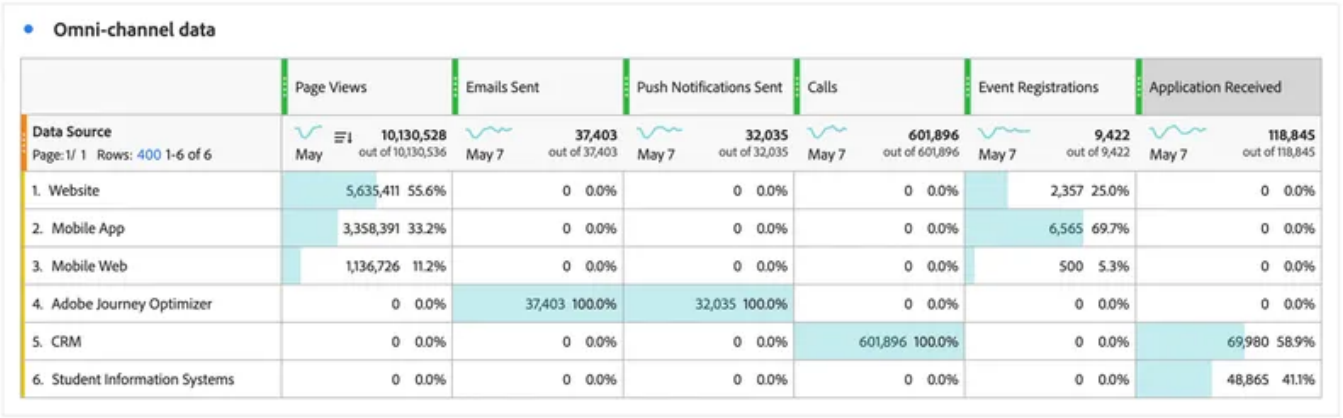


You can see in the first Trend Line visualisation the primary containers used by CJA: **Events, Sessions** and **People.** If you're familiar with Adobe Analytics you can think of these as being equivalent to Hits, Visits and Visitors - but remember in Customer Journey Analytics we're grouping data based on a person identifier, not a device (or cookie).



Since the event data ingested to CJA comes from multiple sources not just your website and app we can combine many different types of metrics into the same dashboard. Scroll down to the **Omni-channel data** table.

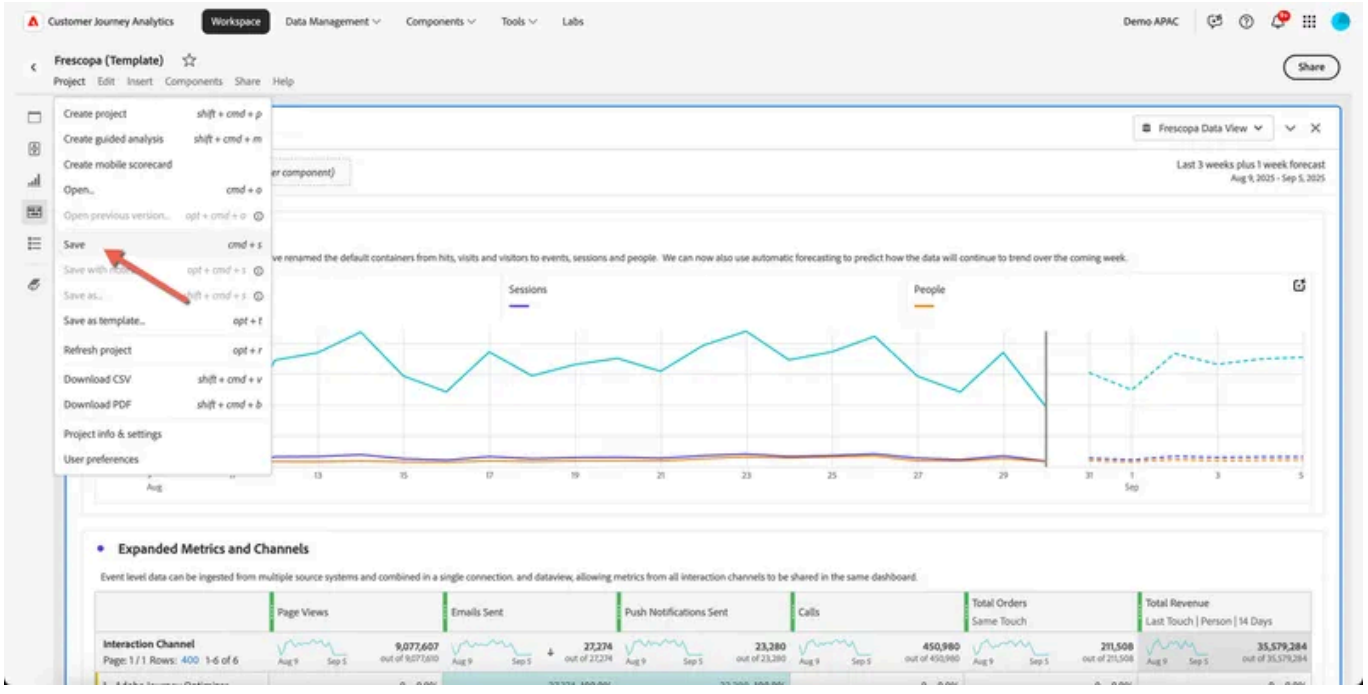
Here we can see page views coming from both the website and app. Direct marketing metrics like the number of emails sent coming from marketing automation tools (in this case Adobe Journey Optimizer) beside non-digital or external interactions like calls recorded through the CRM or applications received via QTAC.



Omni-channel data

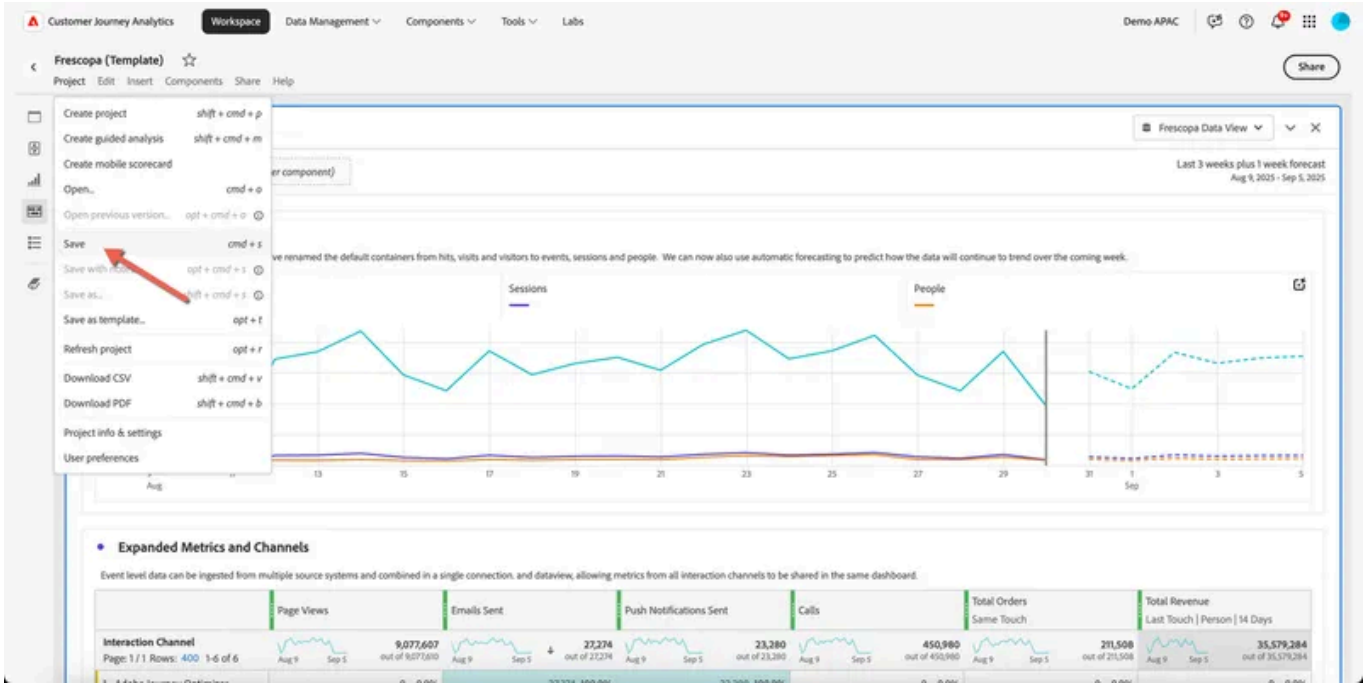
Data Source Page: 1/ 1 Rows: 400 1-6 of 6	Page Views May 10,130,528 out of 10,130,536	Emails Sent May 7 37,403 out of 37,403	Push Notifications Sent May 7 32,035 out of 32,035	Calls May 7 601,896 out of 601,896	Event Registrations May 7 9,422 out of 9,422	Application Received May 7 118,845 out of 118,845
1. Website	5,635,411 55.6%	0 0.0%	0 0.0%	0 0.0%	2,357 25.0%	0 0.0%
2. Mobile App	3,358,391 33.2%	0 0.0%	0 0.0%	0 0.0%	6,565 69.7%	0 0.0%
3. Mobile Web	1,136,726 11.2%	0 0.0%	0 0.0%	0 0.0%	500 5.3%	0 0.0%
4. Adobe Journey Optimizer	0 0.0%	37,403 100.0%	32,035 100.0%	0 0.0%	0 0.0%	0 0.0%
5. CRM	0 0.0%	0 0.0%	0 0.0%	601,896 100.0%	0 0.0%	69,980 58.9%
6. Student Information Systems	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	48,865 41.1%

Before we start making changes let's save the project. Click on **Project → Save.**

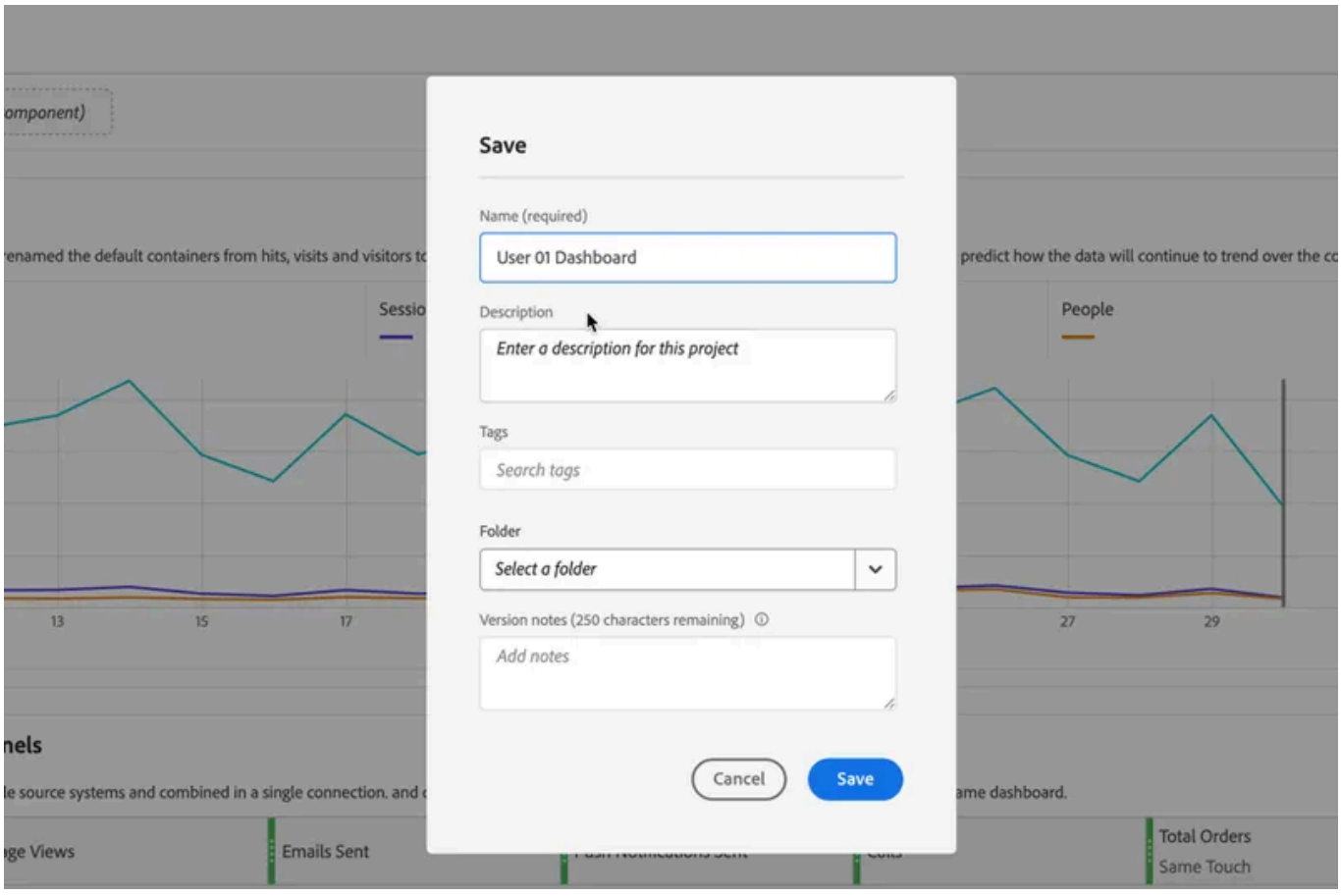


Give your project a unique name by including your lab number or name. Then click **Save**.

Now before we start our adhoc analysis let's save the project. Click on **Project → Save.**



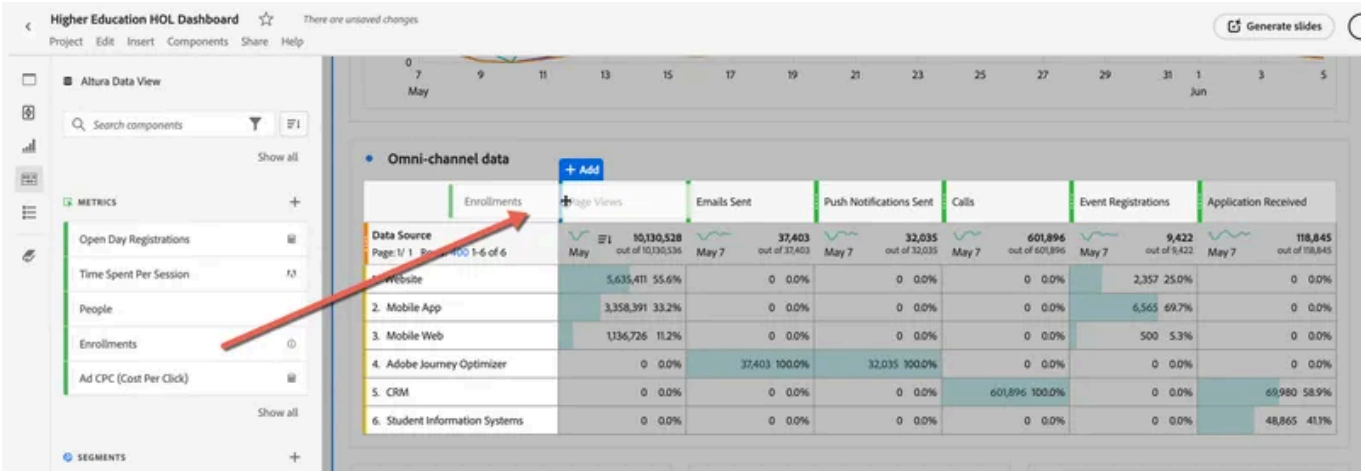
Give your project a unique name by including your lab number or name. Then click **Save**.



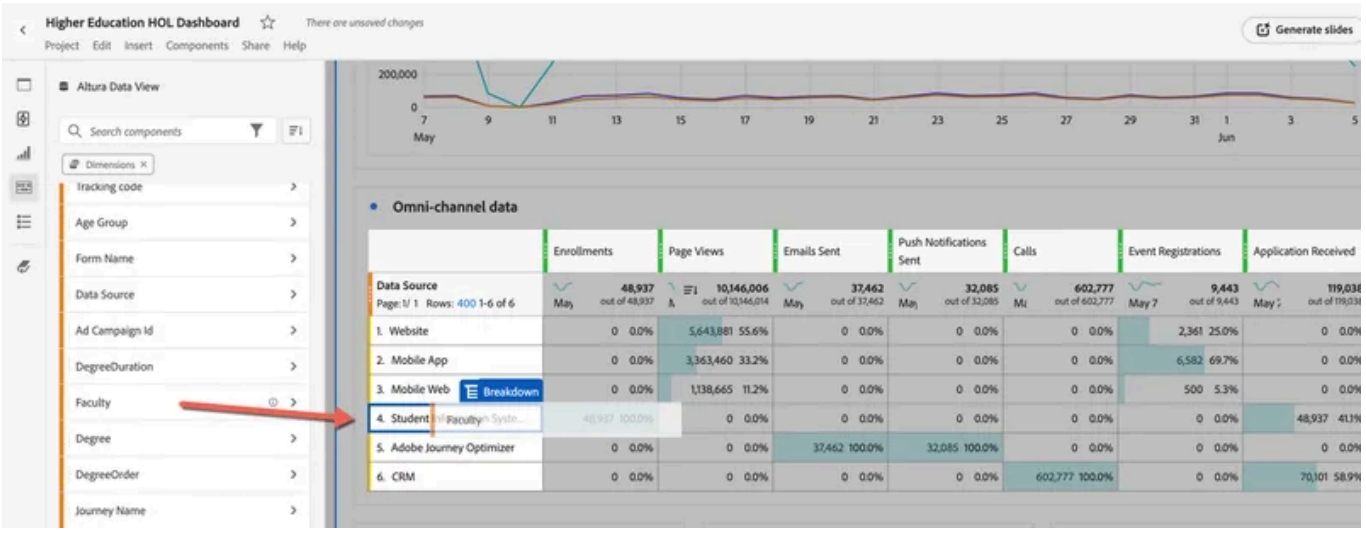
Open the components panel in the left rail, here you can see all of the dimensions and metrics available to use in your dashboard. These are configured by your administrator, some components will span multiple datasources, others will be specific to the source system. **Dimensions** are **orange** and are the **labels or categories** that describe your data

(the "who, what, or where"). **Metrics** are **green** and are the **numbers or quantities** that measure that data (the "how much or how many").

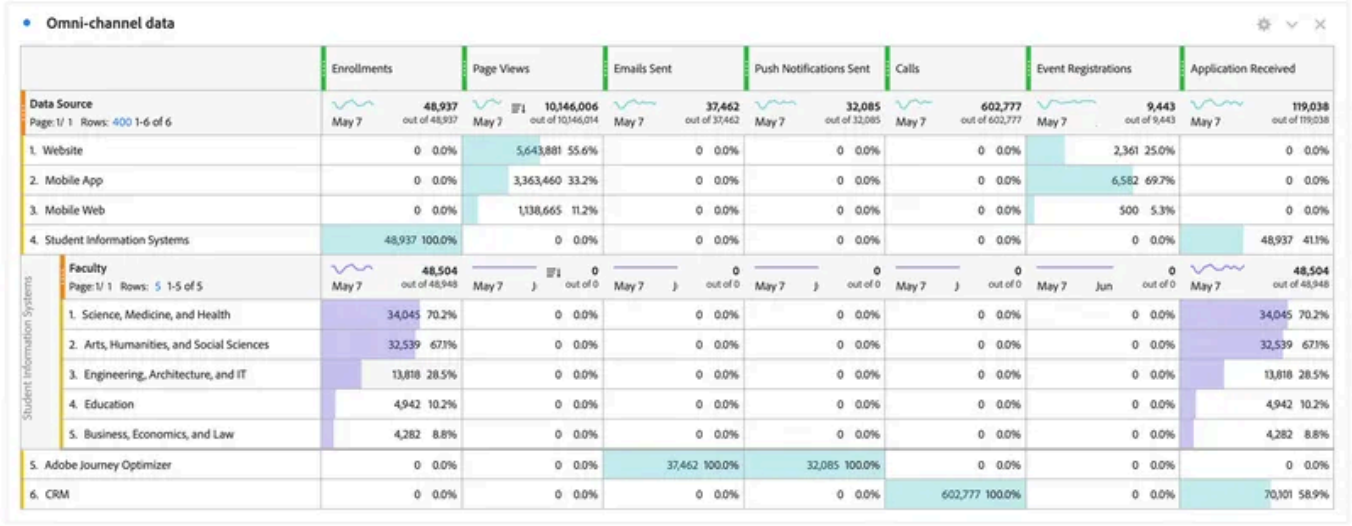
Find the **Enrollments** metric and drag to **Add** it to the table.



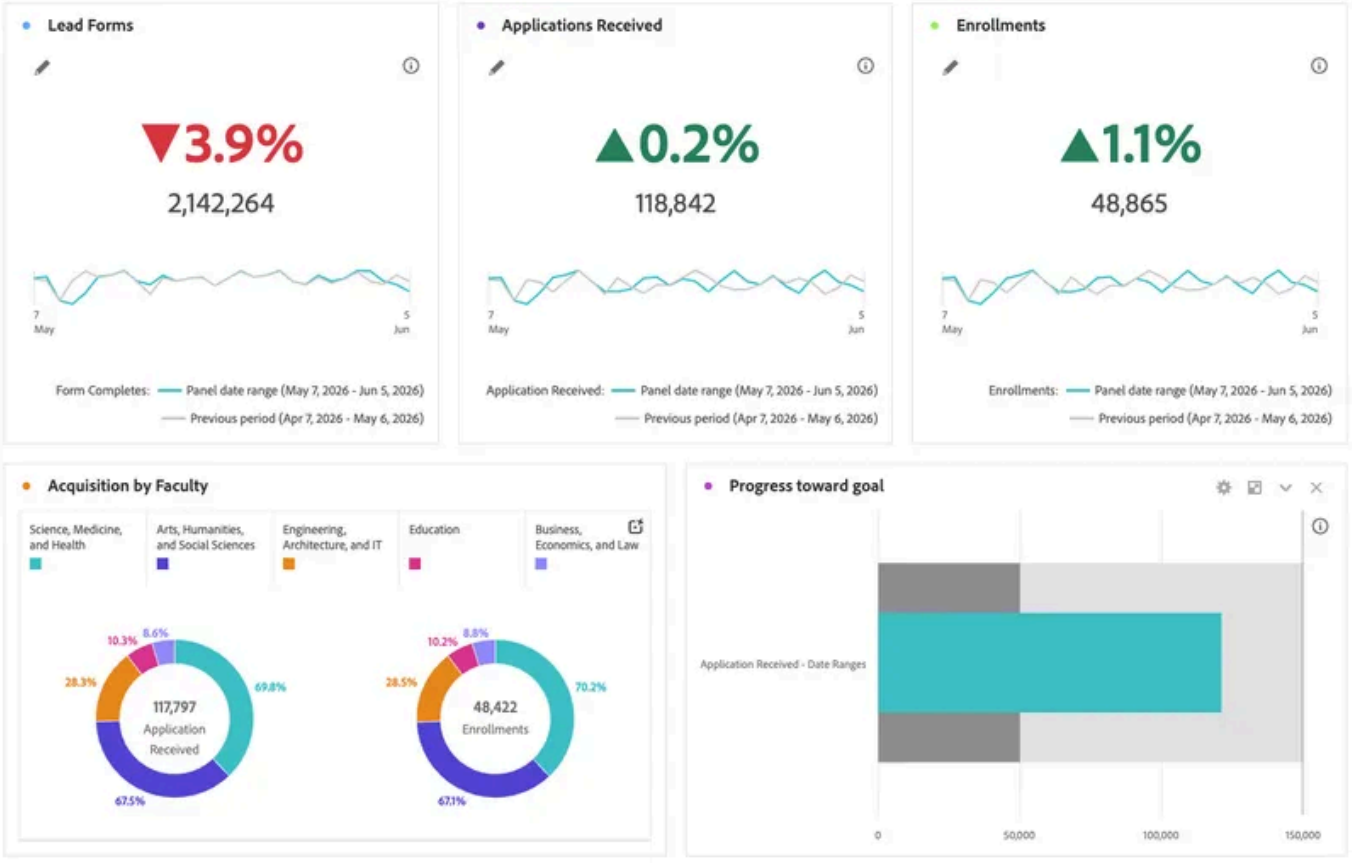
Find the **Faculty** dimension and drop it to **Breakdown** the **Student information Systems** data source.



You can now see how many enrollments have been received within each faculty.



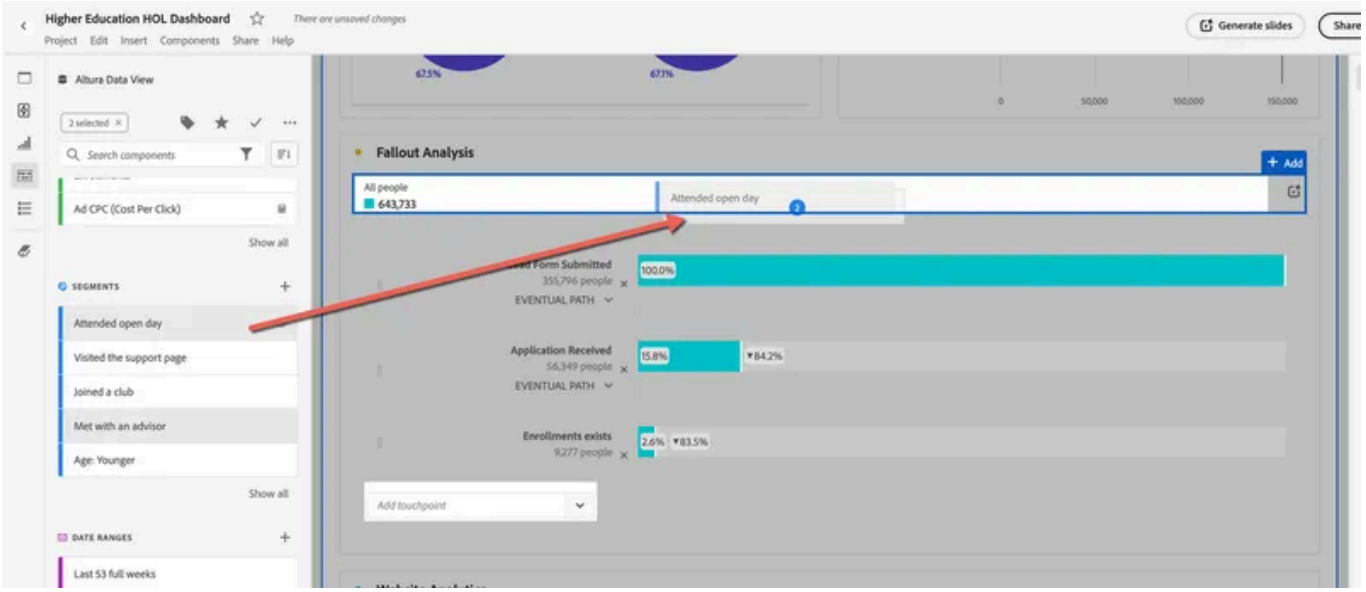
From this data we can start to add compelling and quick to read visualisations for key indicators across the university, such as Lead form submissions Month on Month growth rate, Acquisition by Faculty across both applications and enrollments, and progress measurement against set goals.



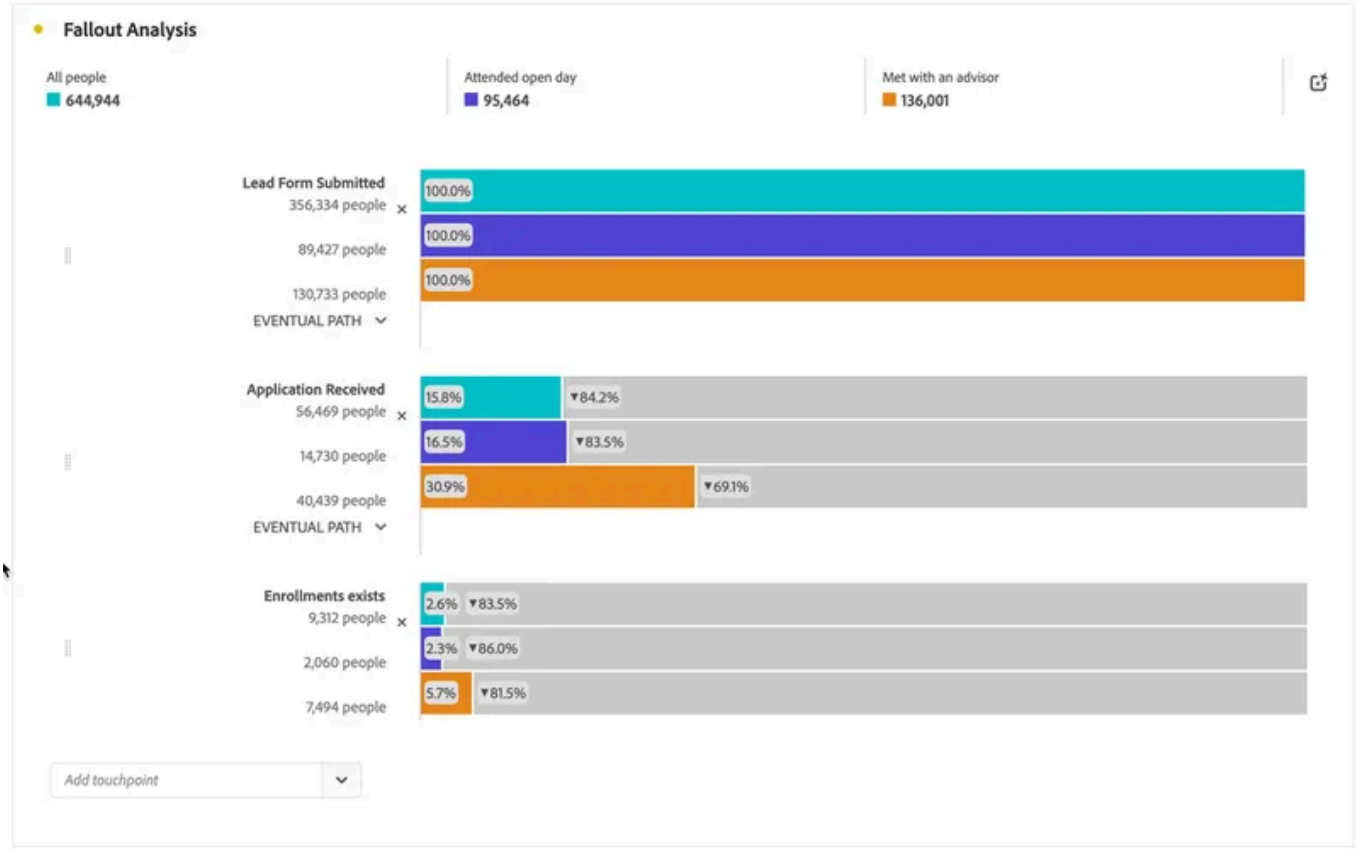
Segments are represented in **blue** and represent cohorts designed for analysis use cases. Unlike audiences, they are built for insight, not activation (although you can easily convert a CJA segment into an AEP Audience in a few clicks).

Scrolling down you can see the fallout analysis which shows where prospects are dropping off through the acquisition funnel. We can use segments to compare the fallout across cohorts.

Select the **Attended open day** segment and the **Met with an advisor** segment and drag it to the top of the fallout.



We can see that prospects who met with an advisor are much more likely to apply and to enroll, while attending open day seems to have only a moderate impact on the number of applications received.



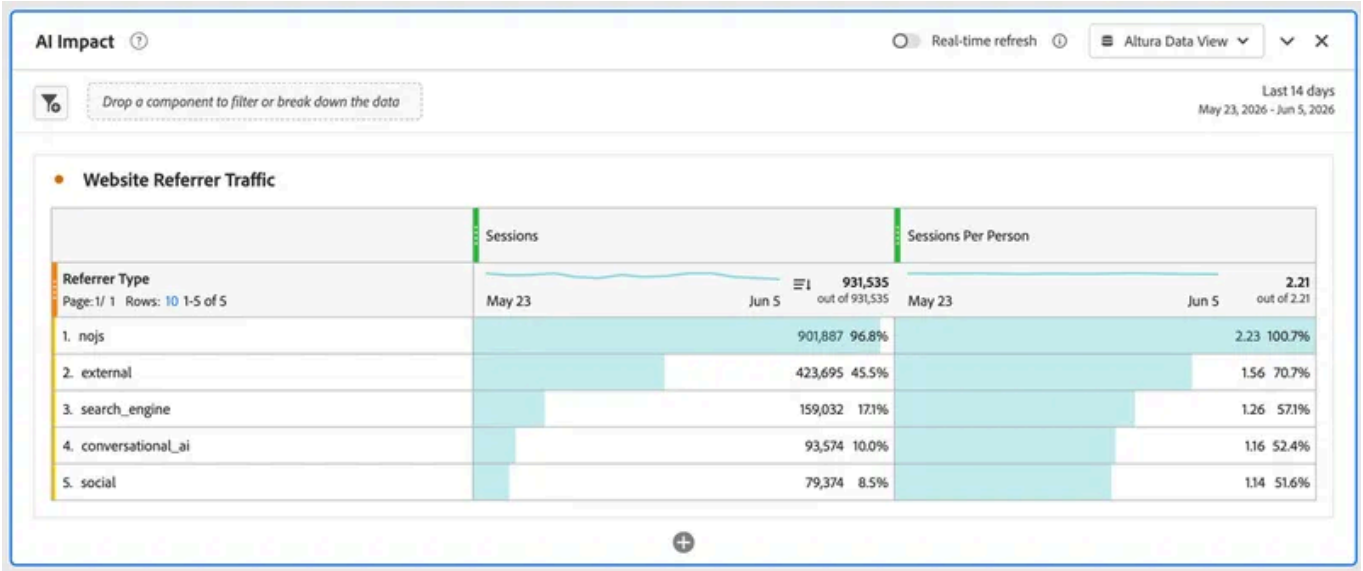
With the basics under your belt let's move on!

AI Impact Analysis

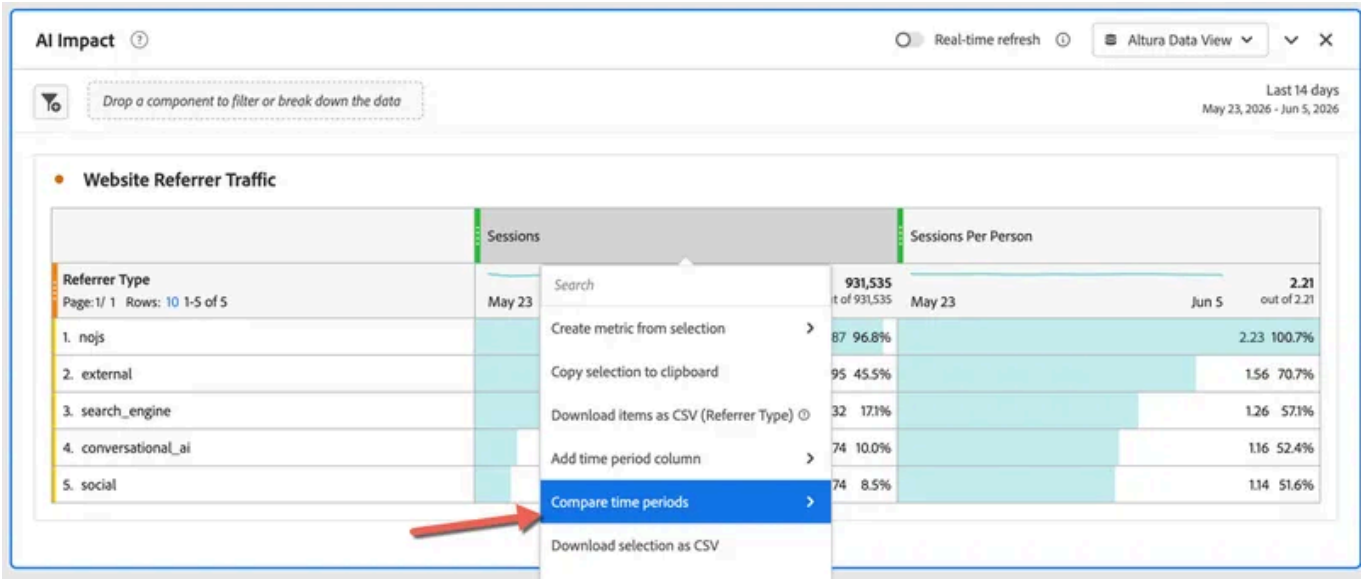
In our story Mia uses ChatGPT to research university options before she ever lands on the Altura website. With the rise of Large Language Models and tools like ChatGPT and Gemini the way people are accessing websites has changed, this in turn means the way businesses and universities need to optimise their websites and their web experiences is also changing. People are landing on websites which much more information and clearer purpose than they used to.

In this exercise we'll look at how much traffic is coming to the Altura site from LLMs and whether there is any discernible impact on metrics like their time on site or what paths they take through the site.

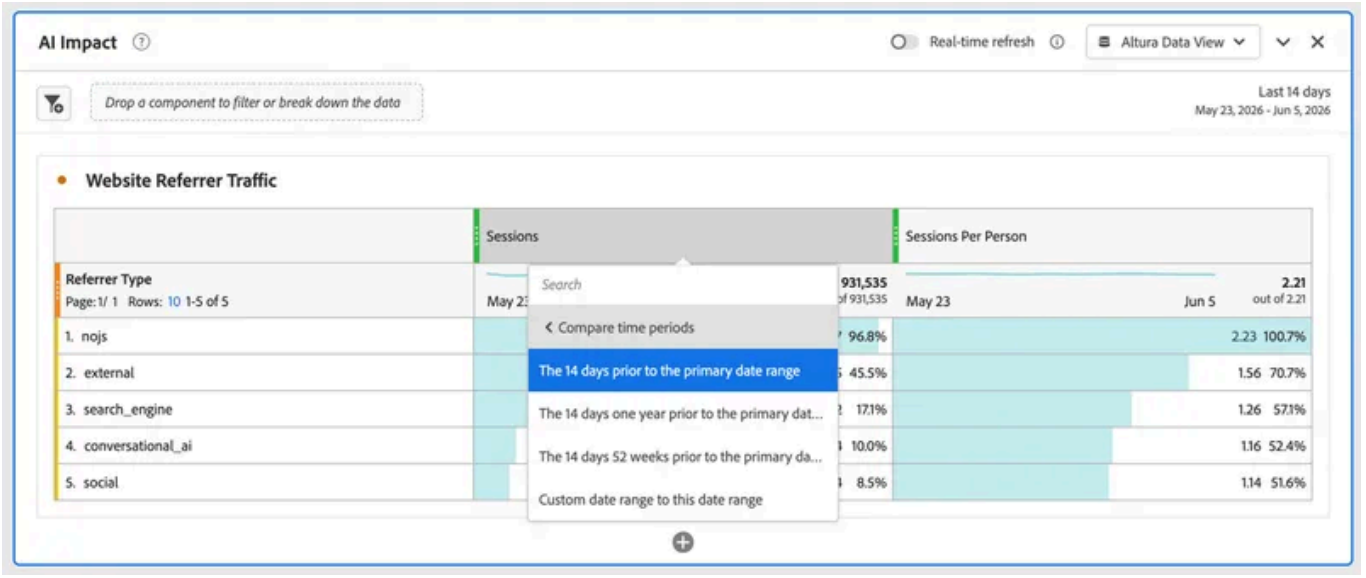
Scroll to the **AI Impact** panel. You can see a freeform table reporting the top website pages by number of sessions and sessions per person. We can see that 10% of Altura's website traffic (with referrer information) has come from **Conversational AI** (or LLMS).



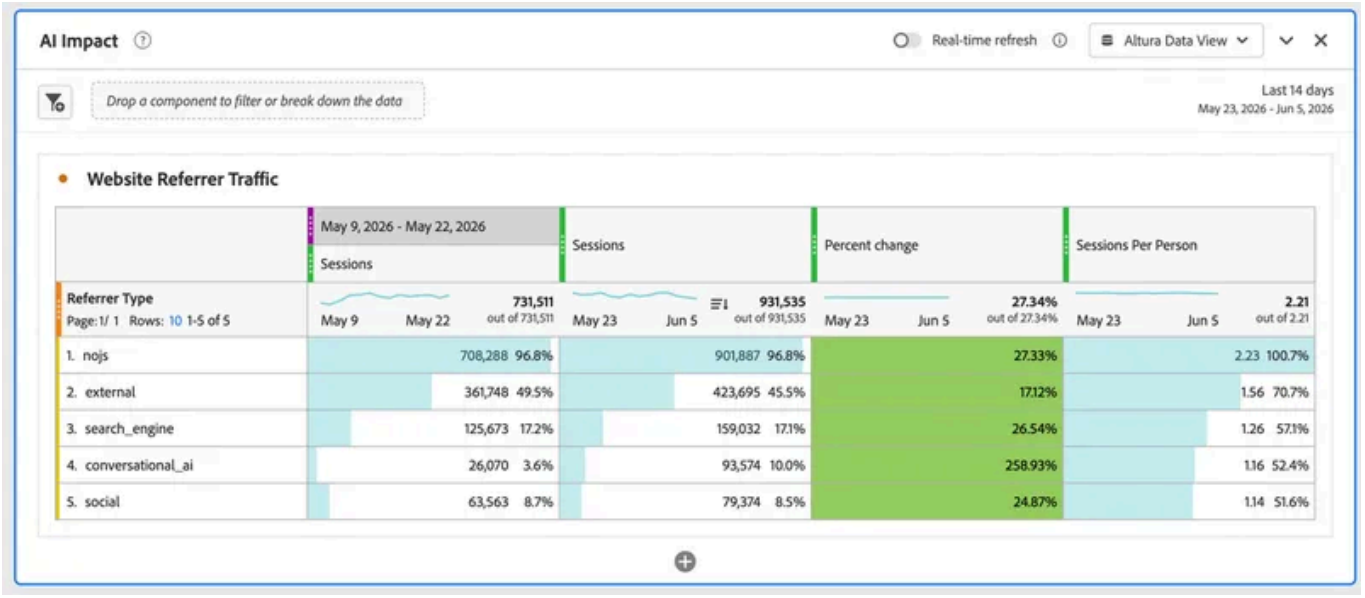
Right click on the sessions column heading and select **Compare time period**



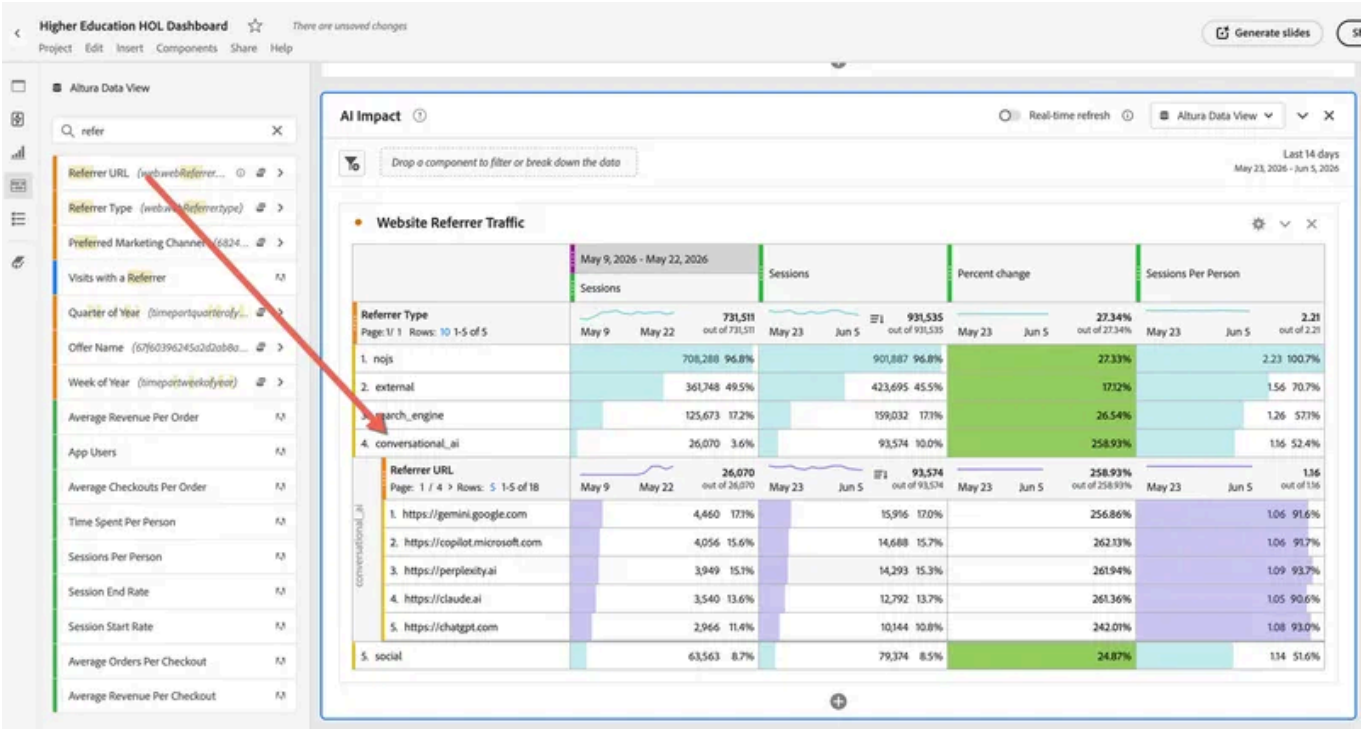
Choose to compare with the **14 days prior to the primary date range.**



We can see now that while it might only make up 10% of overall traffic it's growing at a rapid pace with a percent change over 200%.

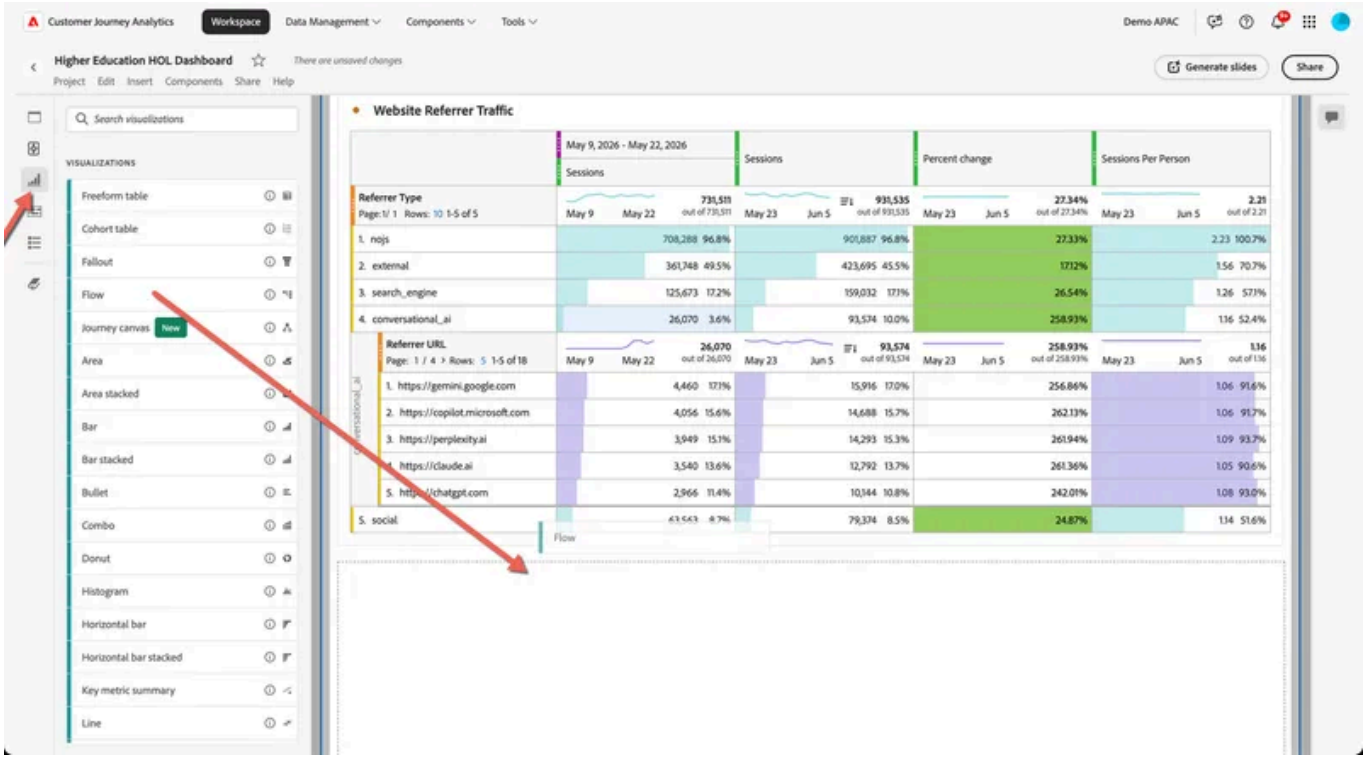


Add the referrer URL to see this broken down to individual apps.

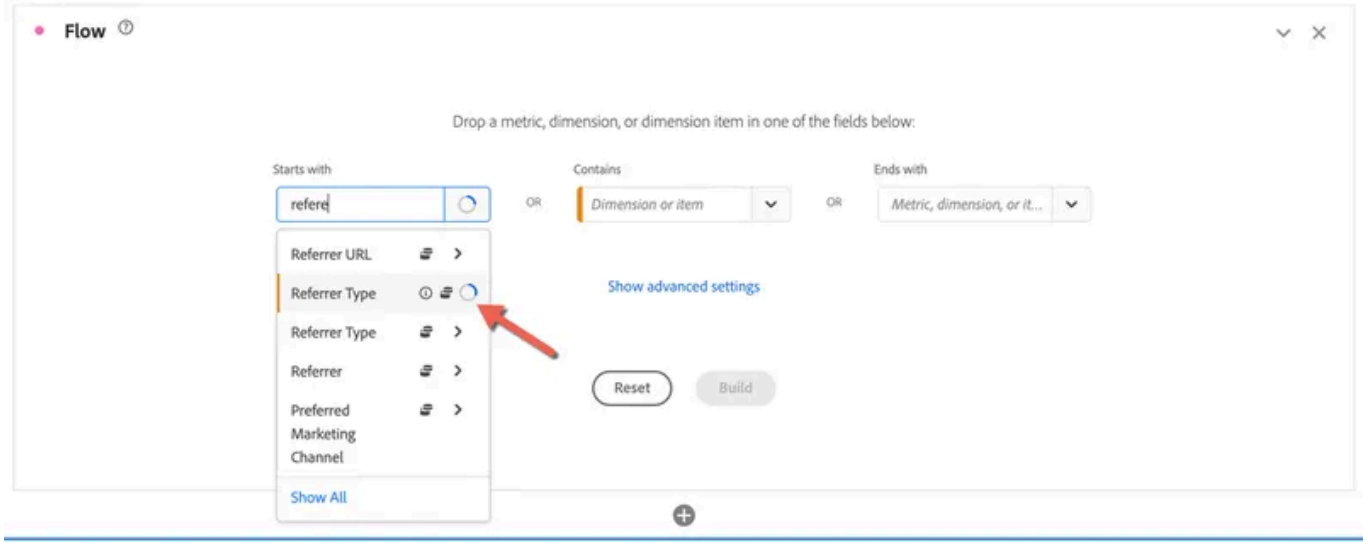


Let's take a look now at what paths people are taking through the website after landing from an LLM. Do these paths deviate from what you expect?

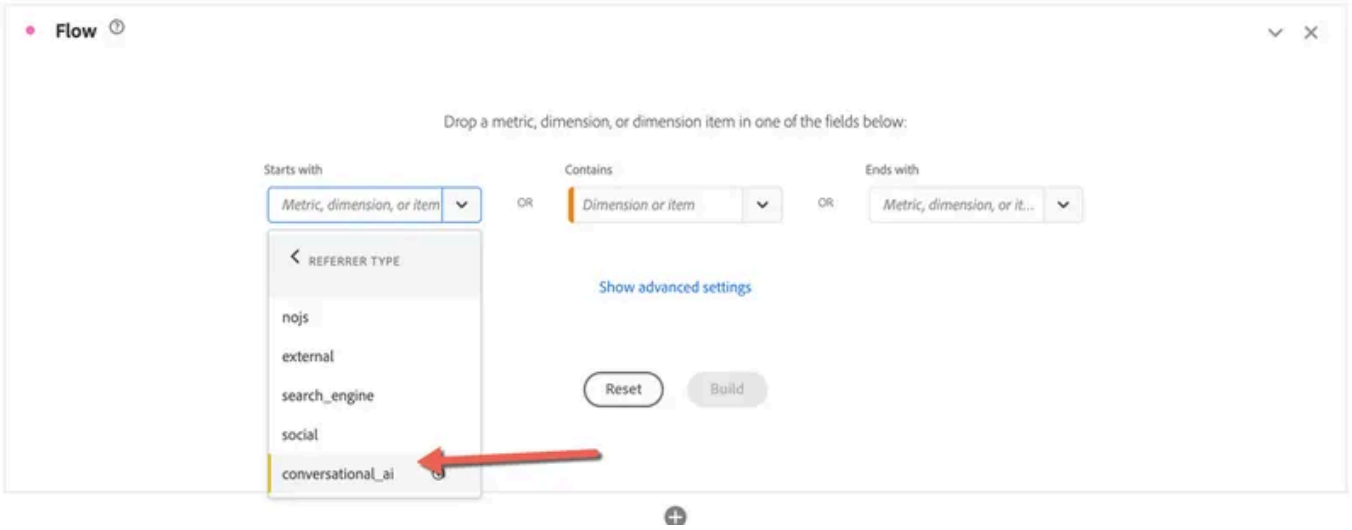
Open the **Visualisation** panel in the left rail and drag a **Flow** visualisation and drop it below the table.



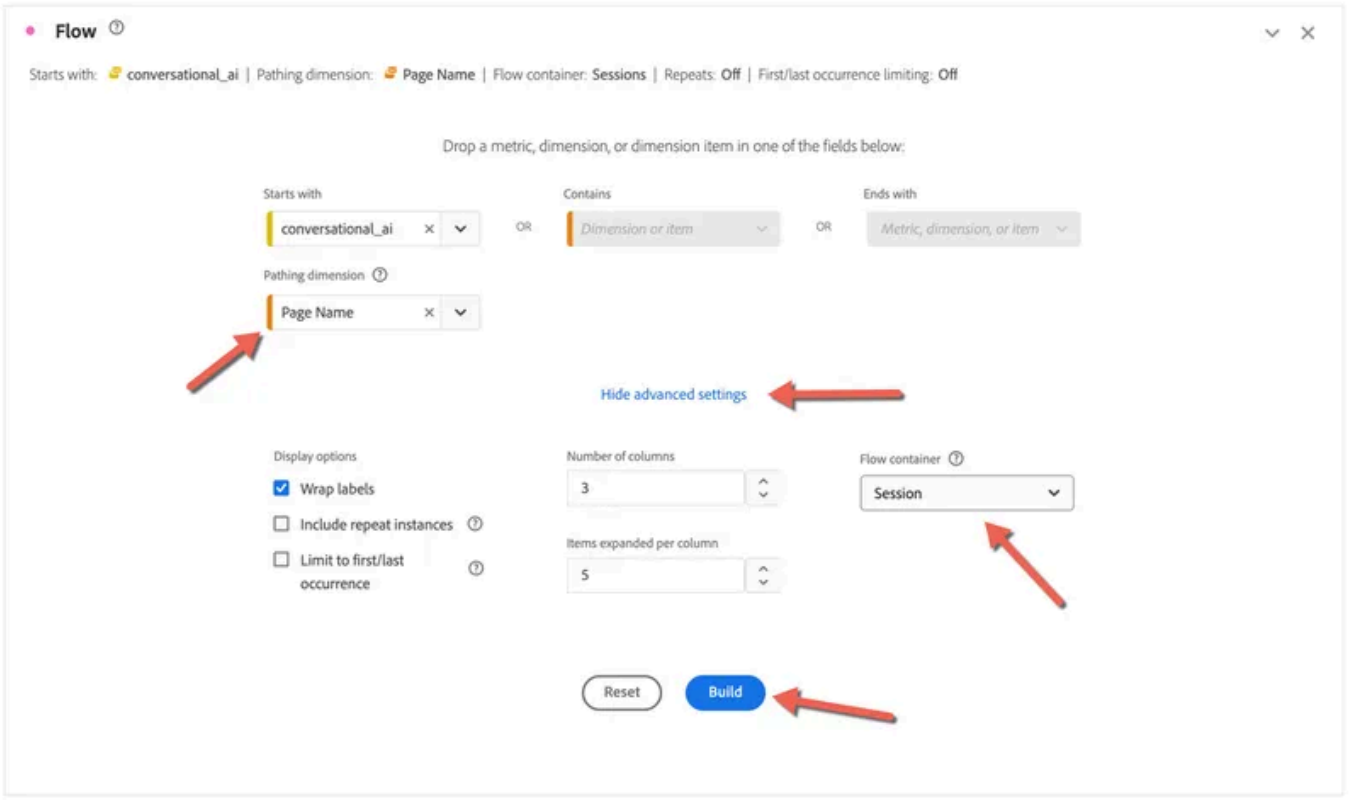
The flow visualisation let's us explore the journey people are taking across a single dimension or multiple dimensions either forwards from a specific starting point or backwards from an end point.



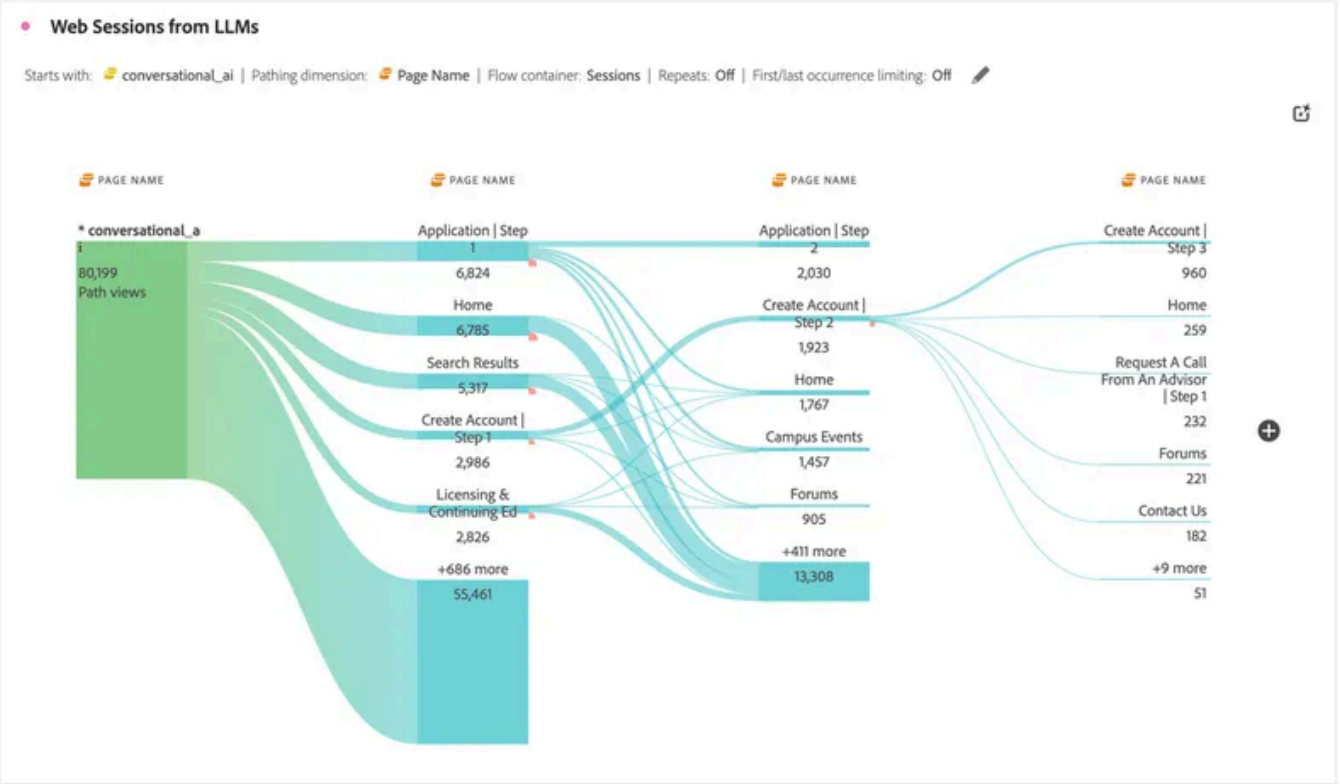
In the **Starts with** drop down, search for **Referrer Type** and click the arrow to drill into the dimension values. Pick the **conversational AI** value.



Change the pathing dimension to **Page Name.** In the advanced settings change the **flow container** from person to session and click to **Build.**



We can now explore which pages are being landed on from the LLM and what are the common paths people are taking from there.



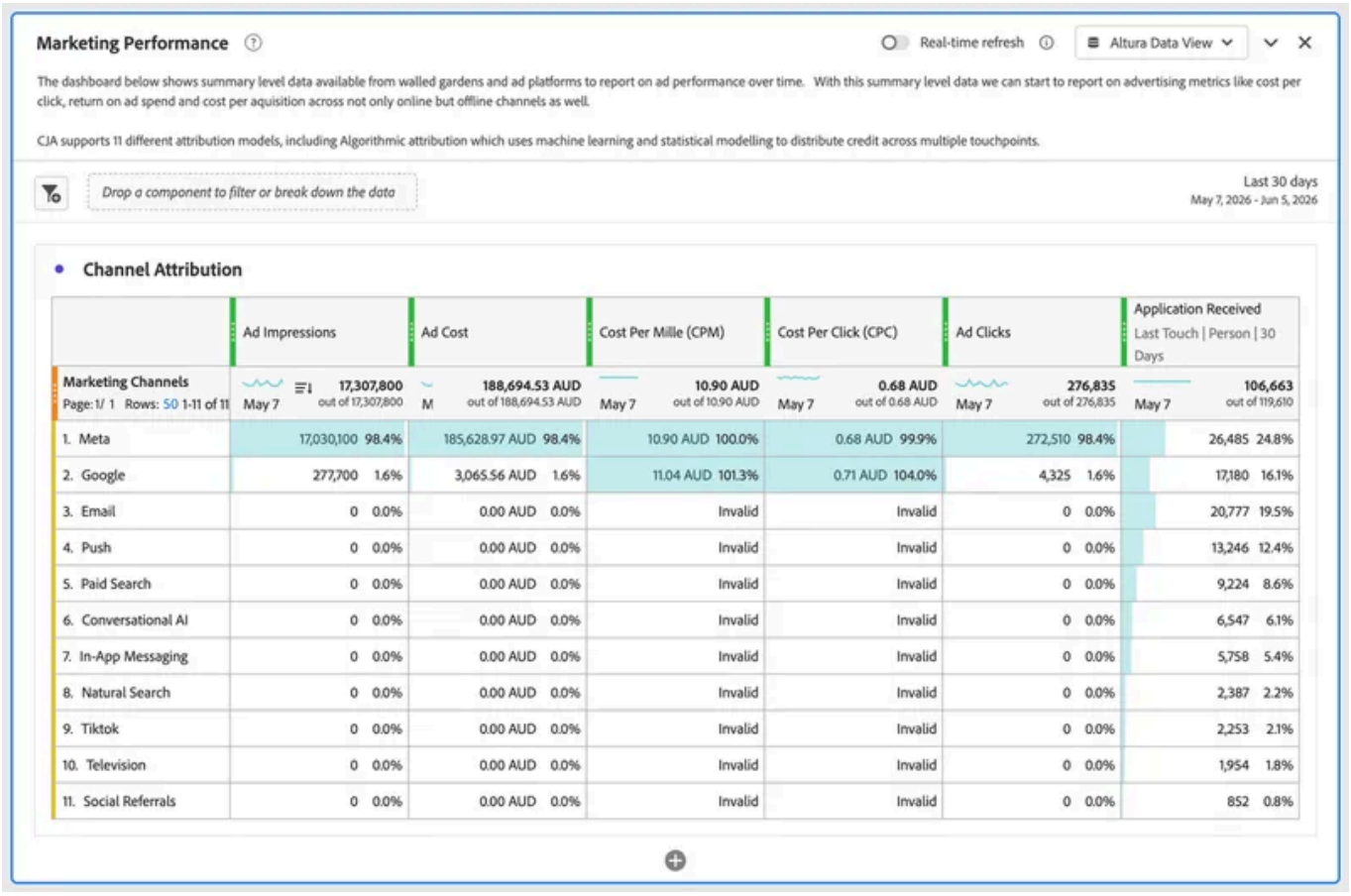
Adobe's LLM Optimizer and our recently acquired Semrush solutions focus specifically on analysing and optimising your brand for LLMs (also known as Generative Engine Optimization). What you can see within Customer Journey Analytics is just the tip of the iceberg. Speak to one of the facilitators if you'd like to arrange a separate session to cover this in more detail.

Marketing Performance

Let's now look at which of Altura's marketing channels are driving the greatest impact on applications. For universities, connecting QTAC application outcomes back to marketing activity beyond owned channels is often difficult. By bringing together omni-channel data and unifying it at the person level, Customer Journey Analytics makes it much easier to measure the true impact of marketing across the full student journey.

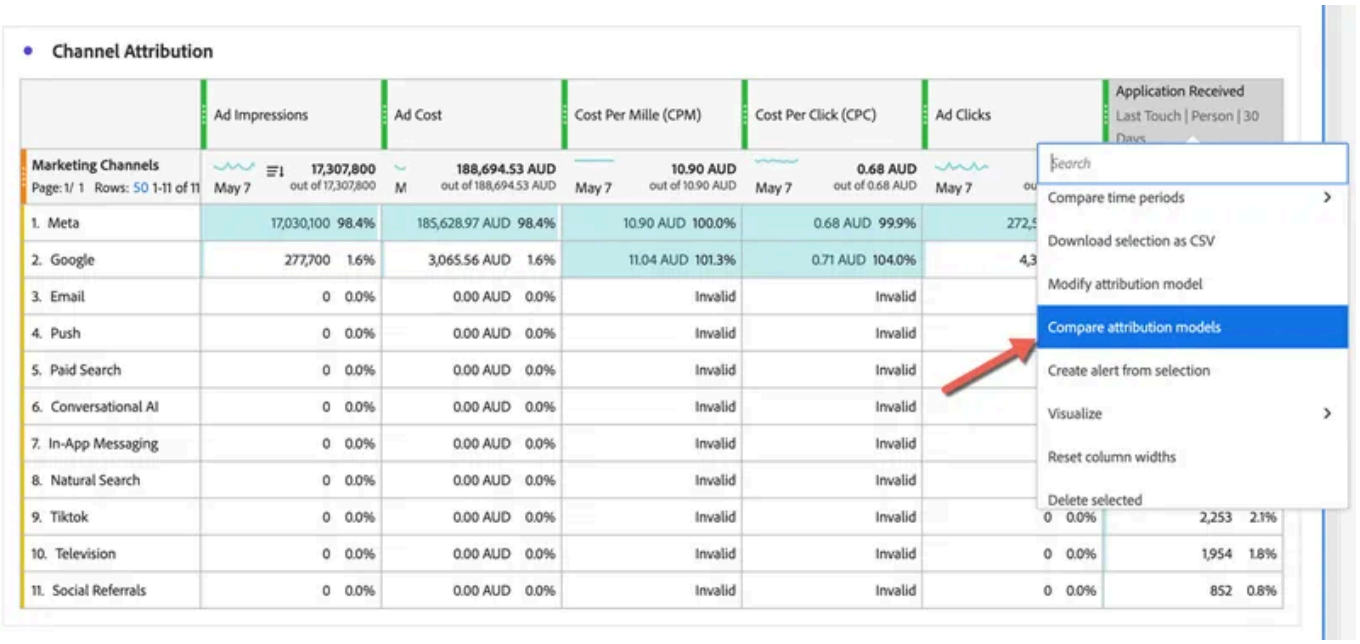
You'll notice that google and meta have numbers for Advertising metrics such as Ad Impressions. Most advertising and social platforms don't provide person level reporting data, rather they provide aggregated daily stats. We refer to this as summary level data which we can ingest it directly from the ad platforms.

> We only have summary data for Meta and Google in our data view but the same can be ingested from other platforms as well to ensure you have a holistic view of your paid advertising across channels.

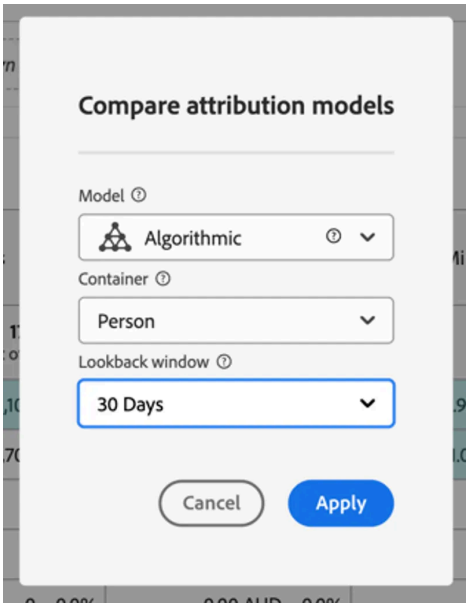


In the visualisation we've used a Last Touch attribution model to allocate 100% of the credit to the last channel that the student interacted with before applying. In today's world this is unlikely to be accurate, as we saw with Mia, she received communications and advertising material across multiple channels. With Adobe's Algorithmic attribution model we can use AI/ML to allocate credit intelligently across all channels that the student interacted with.

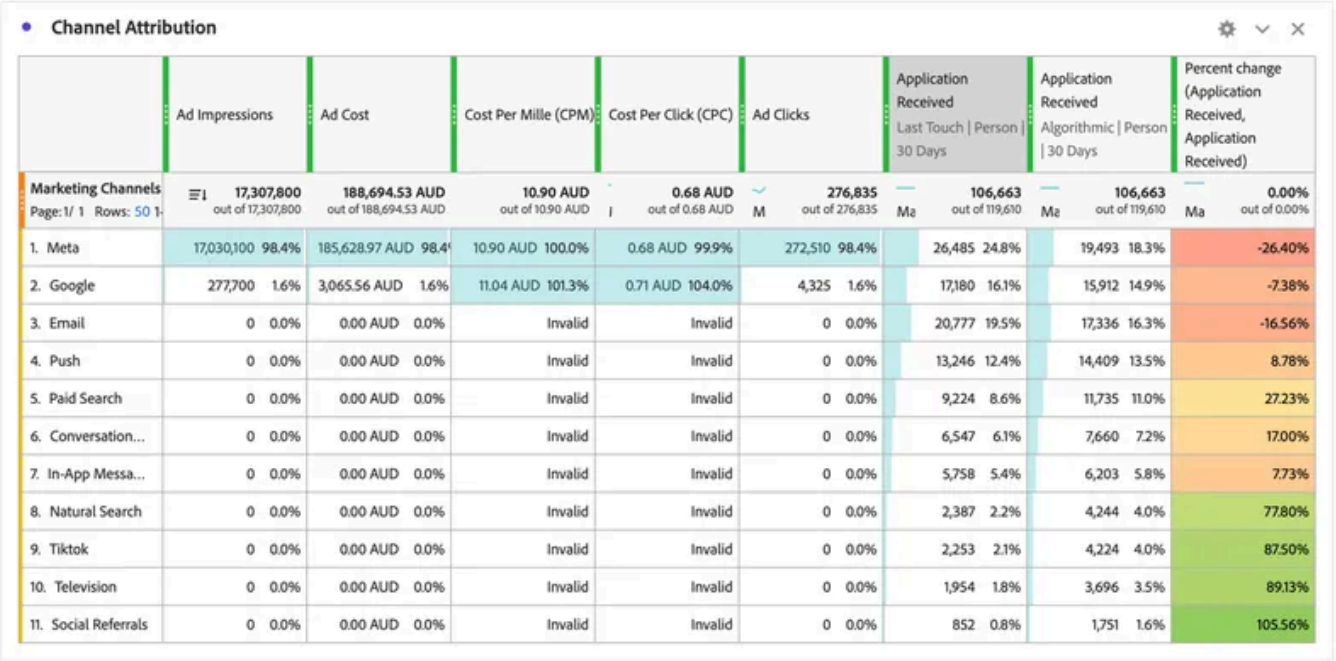
Right click on the Total Revenue column and select **Compare attribution model.**



Select **Algorithmic** as the attribution model and keep the container and lookback window as Person and 30 Days.



We can see that the top channels were receiving far more credit than they should have for received applications.



Channel Attribution

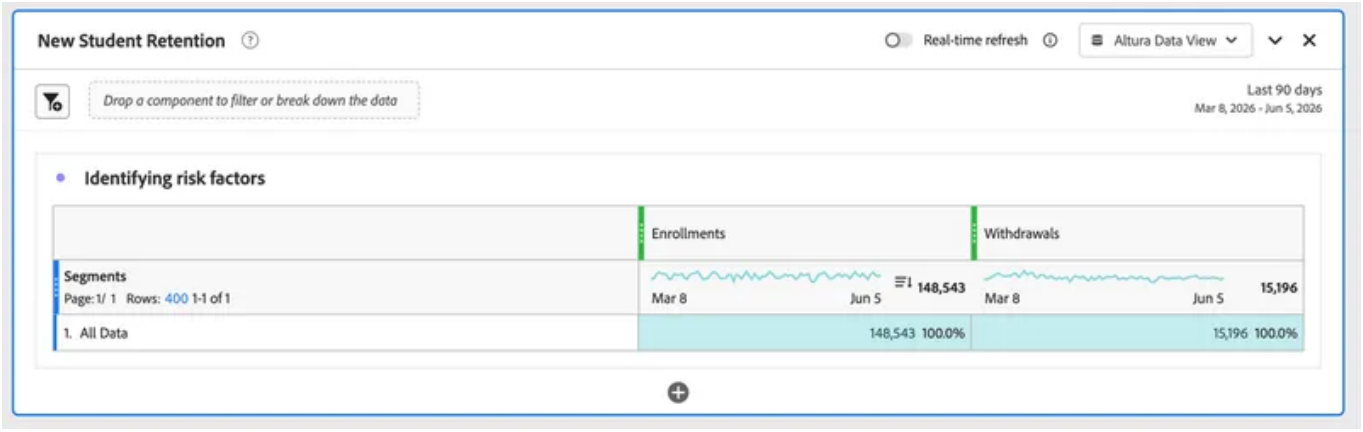
	Ad Impressions	Ad Cost	Cost Per Mille (CPM)	Cost Per Click (CPC)	Ad Clicks	Application Received Last Touch | Person | 30 Days	Application Received Algorithmic | Person | 30 Days	Percent change (Application Received, Application Received)
Marketing Channels Page: 1/ 1 Rows: 50 1-	17,307,800 out of 17,307,800	188,694.53 AUD out of 188,694.53 AUD	10.90 AUD out of 10.90 AUD	0.68 AUD out of 0.68 AUD	276,835 out of 276,835	106,663 out of 119,610	106,663 out of 119,610	0.00% out of 0.00%
1. Meta	17,030,100 98.4%	185,628.97 AUD 98.4	10.90 AUD 100.0%	0.68 AUD 99.9%	272,510 98.4%	26,485 24.8%	19,493 18.3%	-26.40%
2. Google	277,700 1.6%	3,065.56 AUD 1.6%	11.04 AUD 101.3%	0.71 AUD 104.0%	4,325 1.6%	17,180 16.1%	15,912 14.9%	-7.38%
3. Email	0 0.0%	0.00 AUD 0.0%	Invalid	Invalid	0 0.0%	20,777 19.5%	17,336 16.3%	-16.56%
4. Push	0 0.0%	0.00 AUD 0.0%	Invalid	Invalid	0 0.0%	13,246 12.4%	14,409 13.5%	8.78%
5. Paid Search	0 0.0%	0.00 AUD 0.0%	Invalid	Invalid	0 0.0%	9,224 8.6%	11,735 11.0%	27.23%
6. Conversation...	0 0.0%	0.00 AUD 0.0%	Invalid	Invalid	0 0.0%	6,547 6.1%	7,660 7.2%	17.00%
7. In-App Messa...	0 0.0%	0.00 AUD 0.0%	Invalid	Invalid	0 0.0%	5,758 5.4%	6,203 5.8%	7.73%
8. Natural Search	0 0.0%	0.00 AUD 0.0%	Invalid	Invalid	0 0.0%	2,387 2.2%	4,244 4.0%	77.80%
9. Tiktok	0 0.0%	0.00 AUD 0.0%	Invalid	Invalid	0 0.0%	2,253 2.1%	4,224 4.0%	87.50%
10. Television	0 0.0%	0.00 AUD 0.0%	Invalid	Invalid	0 0.0%	1,954 1.8%	3,696 3.5%	89.13%
11. Social Referrals	0 0.0%	0.00 AUD 0.0%	Invalid	Invalid	0 0.0%	852 0.8%	1,751 1.6%	105.56%

> If you're interested in learning more about Adobe's Campaign Marketing analysis including Mix-Modelling, ROI measurement, Forecasting and Budget planning speak to a facilitator about scheduling a separate session.

Identifying Risk Factors

While acquisition is important, getting new students successfully through their first year is also a focus area for Altura. In this exercise we'll analyse common behaviours and see how they impact student success.

Scroll to the **New Student Retention** panel, here you can see the number of enrollments vs withdrawals.



New Student Retention

Real-time refresh

Altura Data View

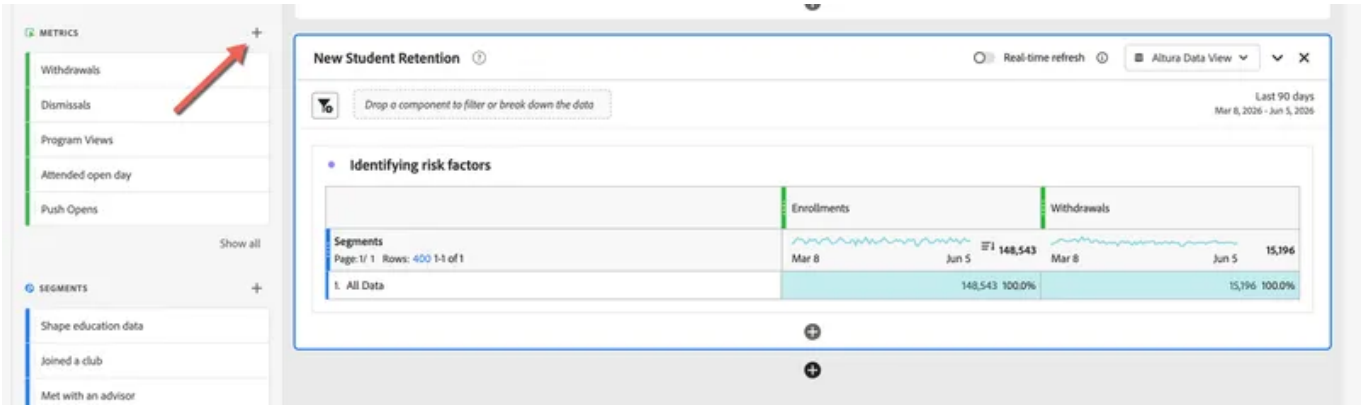
Drop a component to filter or break down the data

Last 90 days
Mar 8, 2026 - Jun 5, 2026

Identifying risk factors

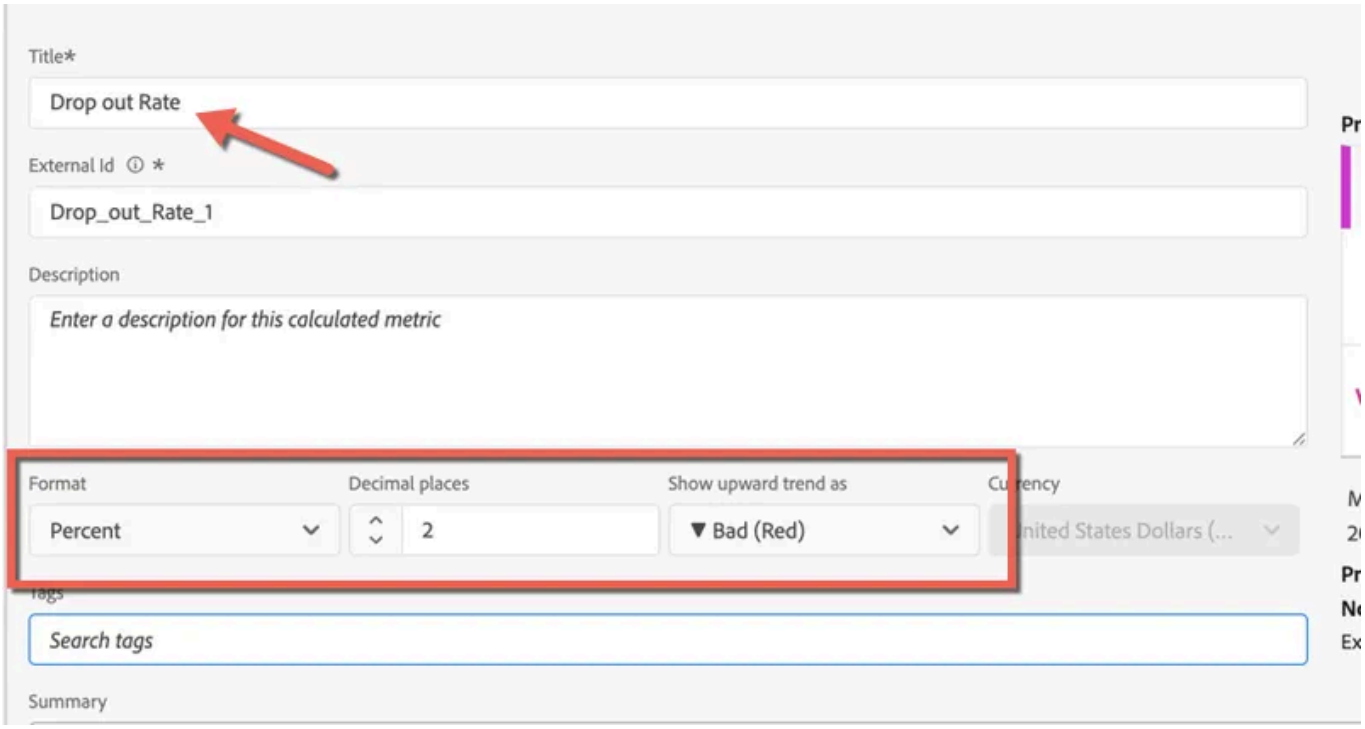
	Enrollments	Withdrawals
Segments Page: 1/ 1 Rows: 400 1-1 of 1	Mar 8 – Jun 5 148,543	Mar 8 – Jun 5 15,196
1. All Data	148,543 100.0%	15,196 100.0%

We can display this as a drop out rate by creating a calculated metric. Click the + icon next to the Metrics heading in the components left rail.

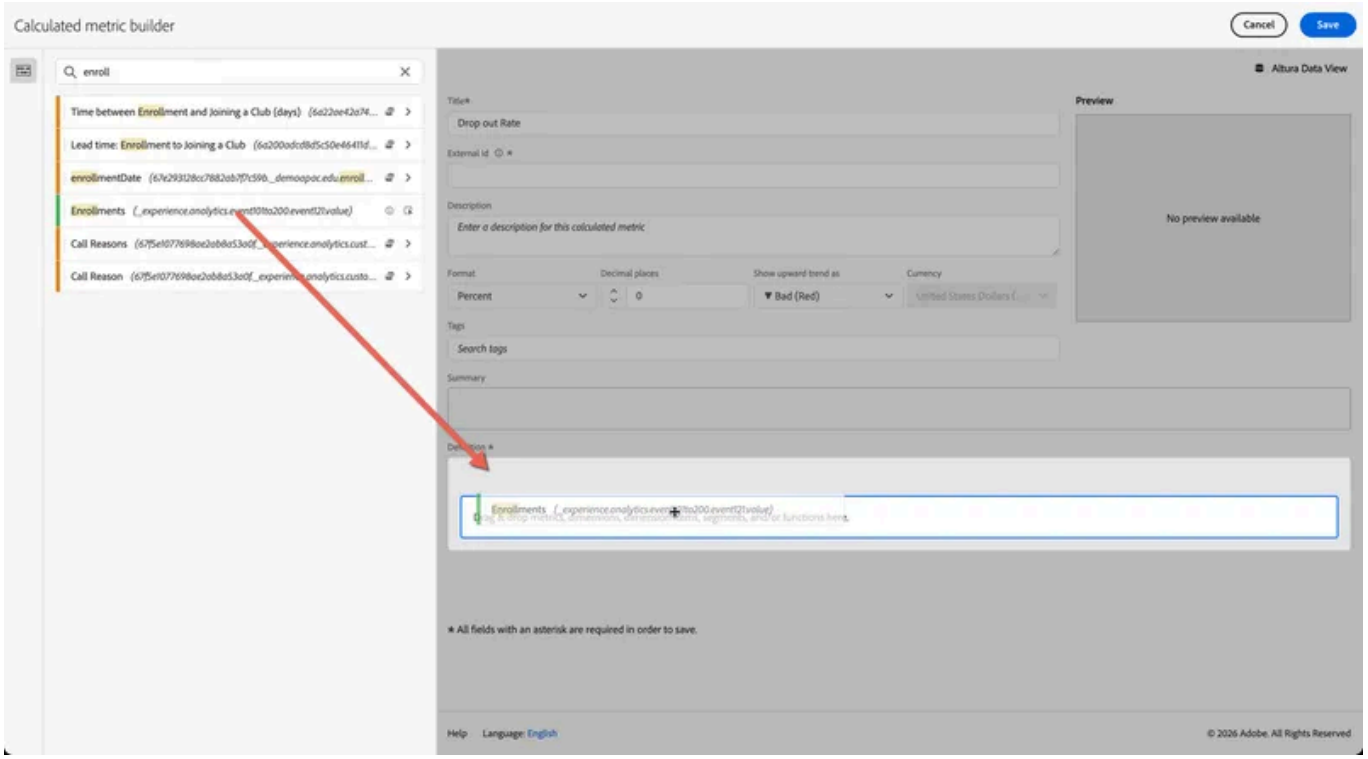


Name your metric **Drop out rate** and update the:

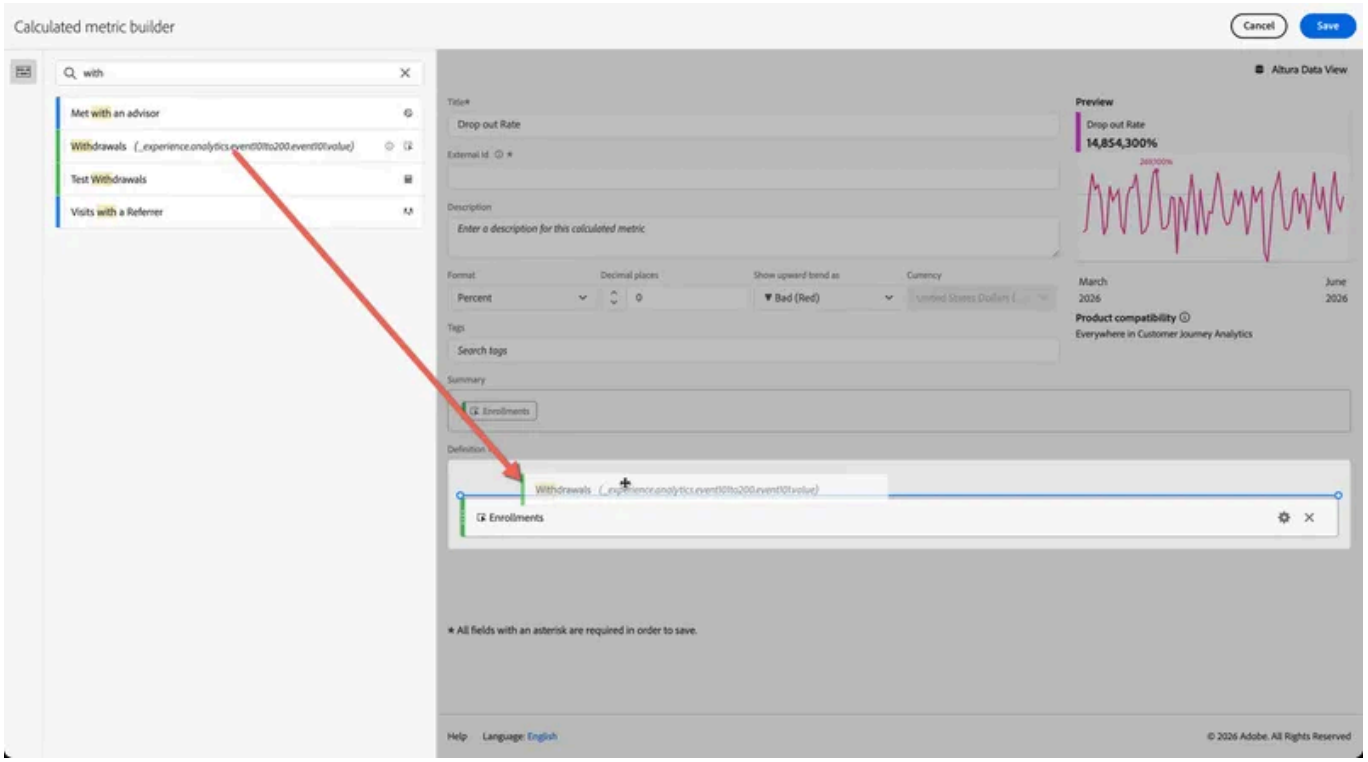
- **Format** to `Percent`
- **Decimal Places** to `2`
- **Show Upward trend** as `Bad (Red)` .



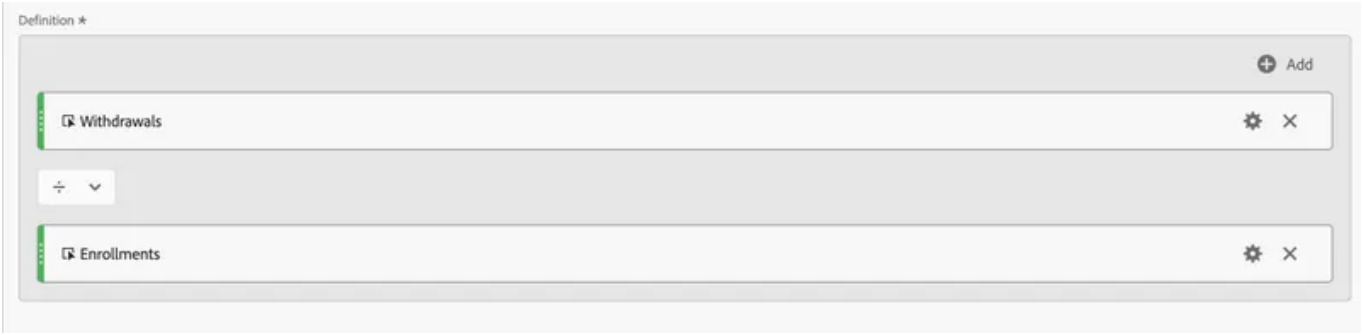
Next we'll add our calculation. Drag the **Enrollments** metric into the definition area.



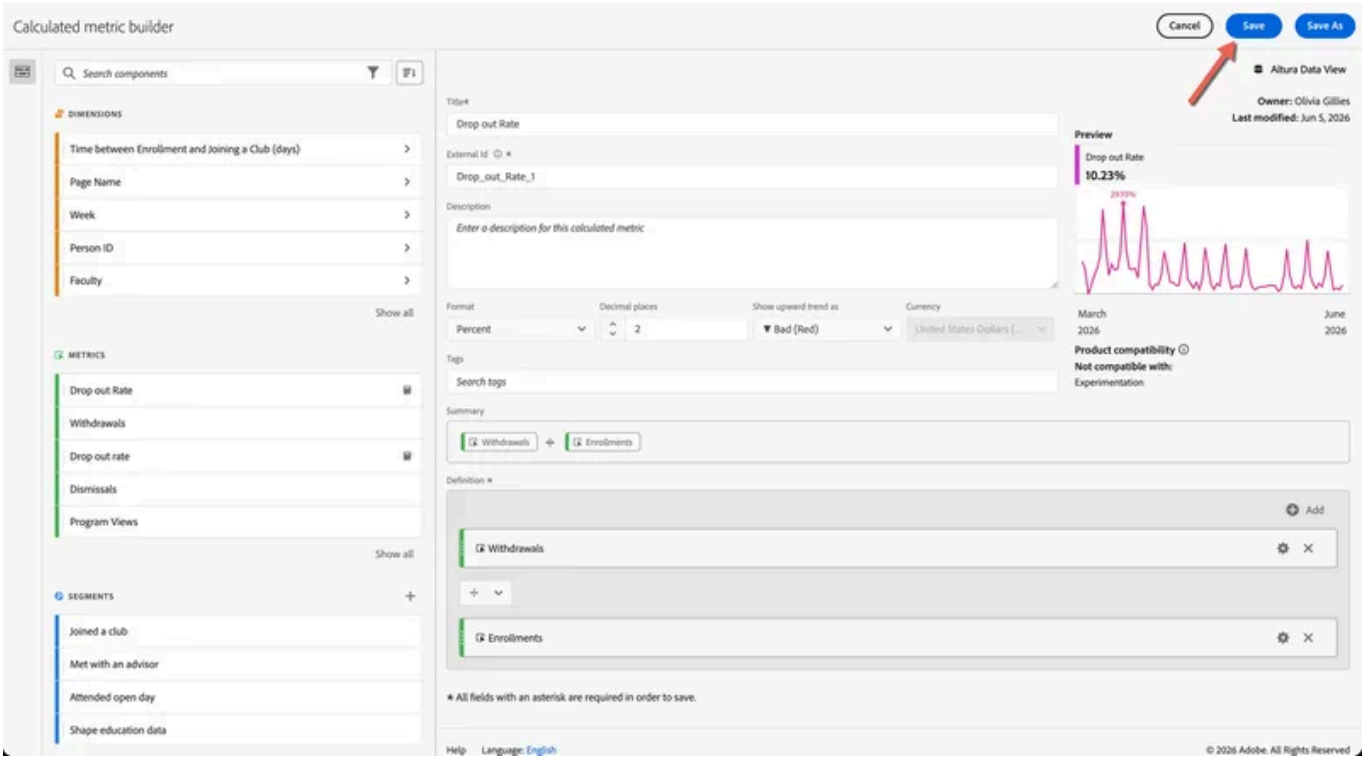
Now drag the **Withdrawals** metric and drop it above the **Enrollments** metric.



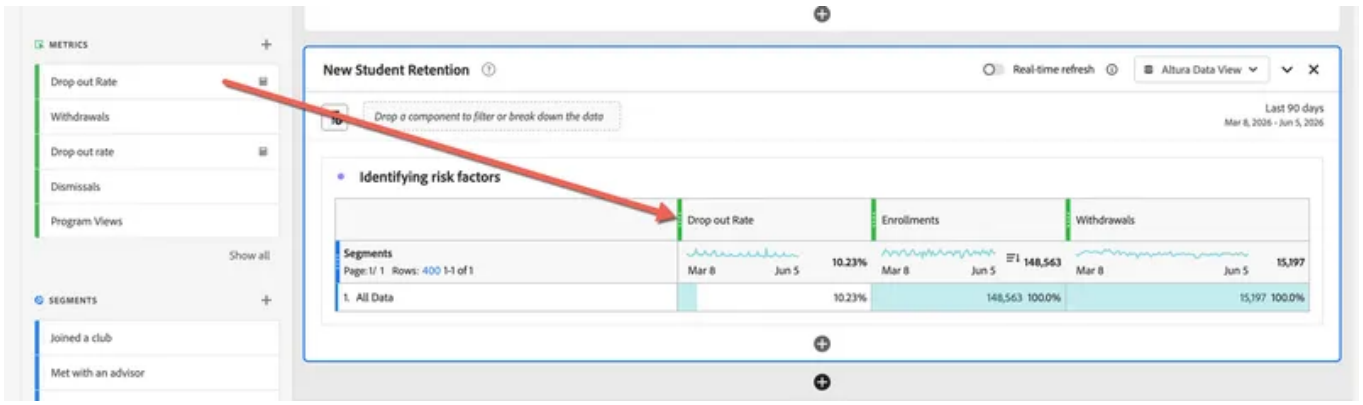
The default operation is division so no need to update it. Your new metric definition should look like this:



Click to save your metric and return to the dashboard.



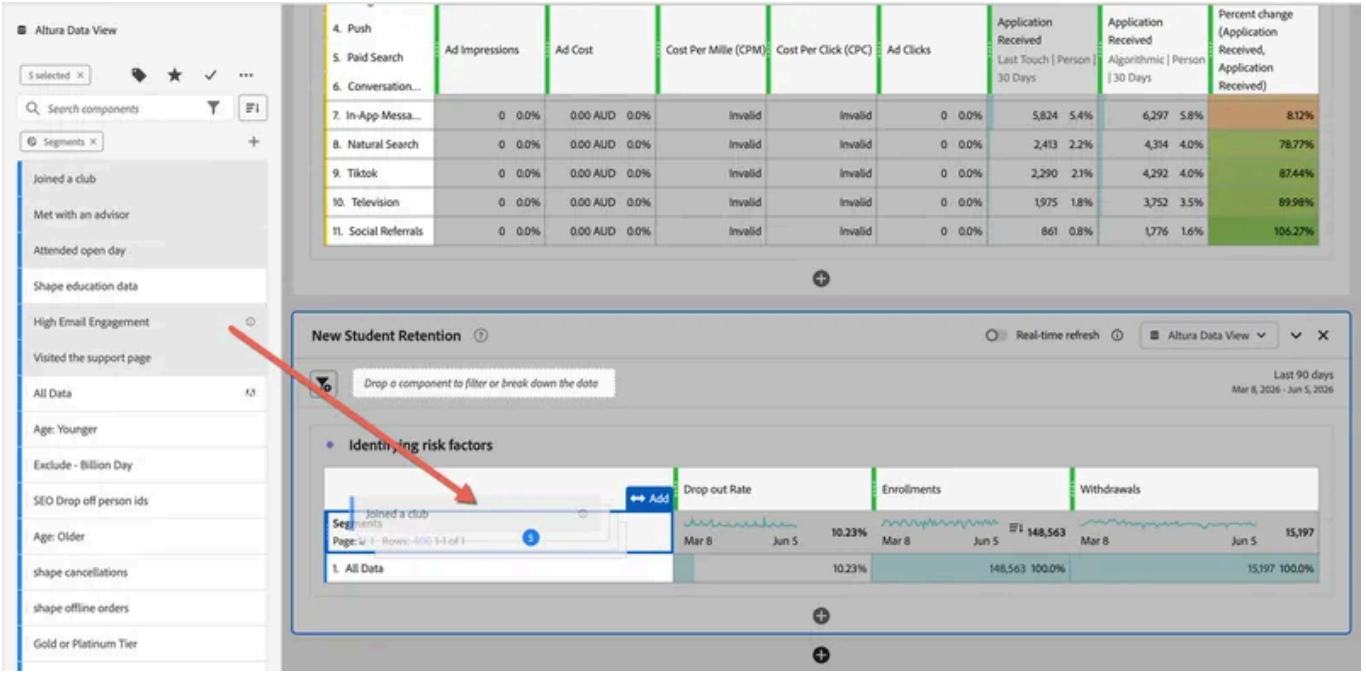
Your new metric is now available to add to your analysis, drag it into your table.



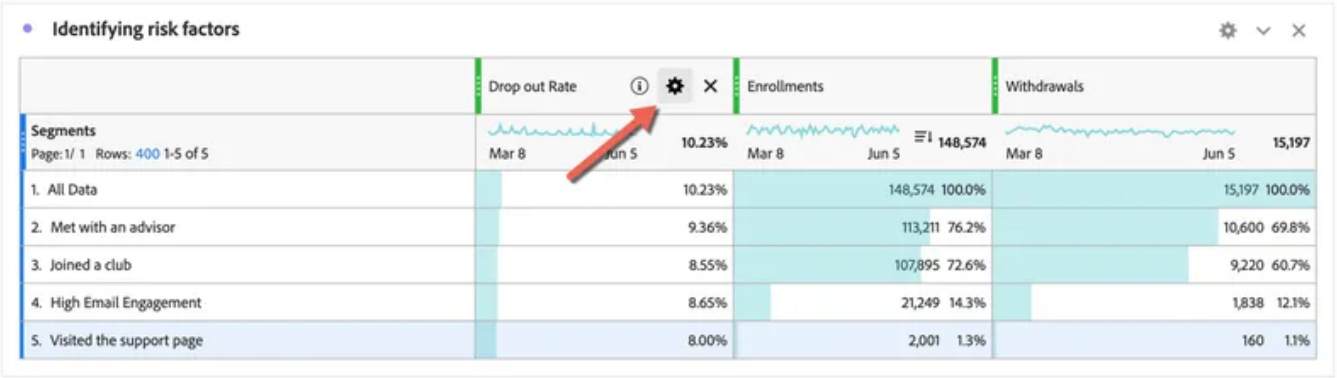
We can add additional person based segments to understand whether specific actions impact the drop out rate.

Drag the following pre-created segments and add them as dimensions to your table.

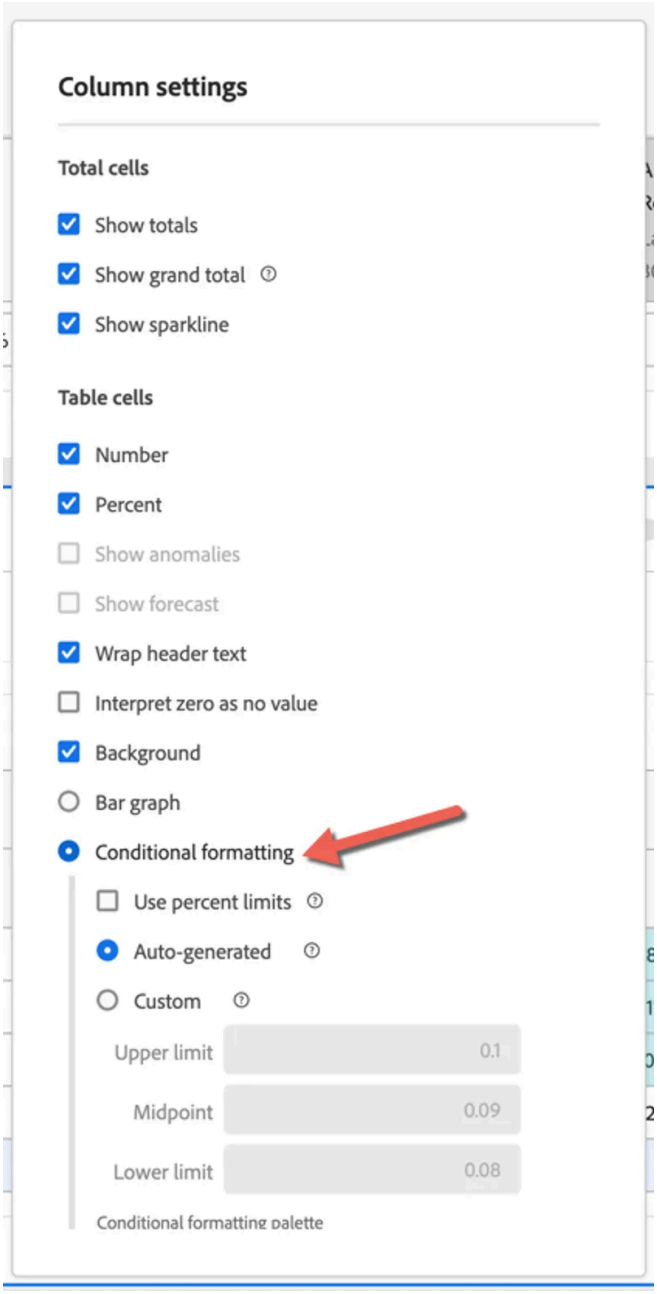
- Joined a club
- Met with an advisor
- High Email Engagement
- Visited the support page



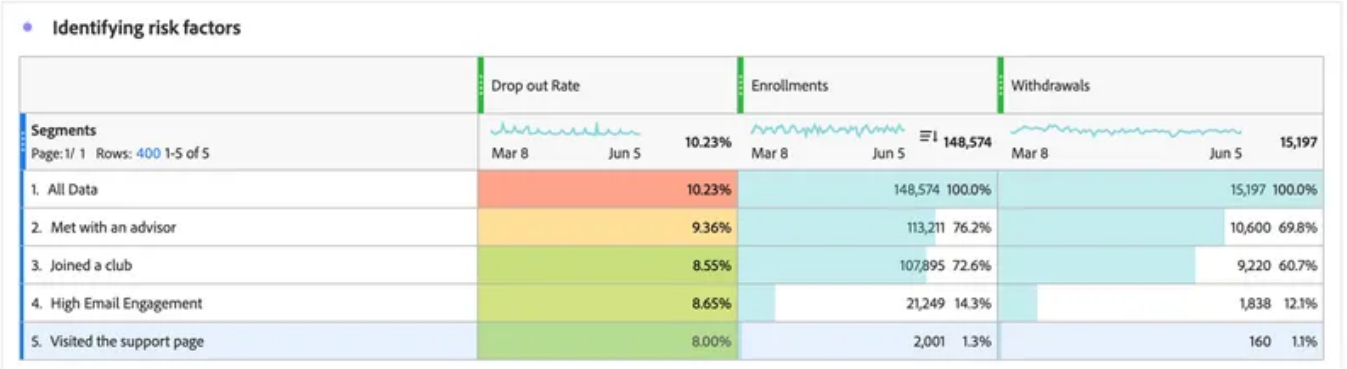
We can see that all of these actions have had a positive impact on the drop out rate. To aid the analysis click the cog icon in the Drop out Rate column heading.



Update the column settings to show the values using **Conditional Formatting.**



Click to return to the dashboard - the column is now coloured to highlight the rows who performed the best.

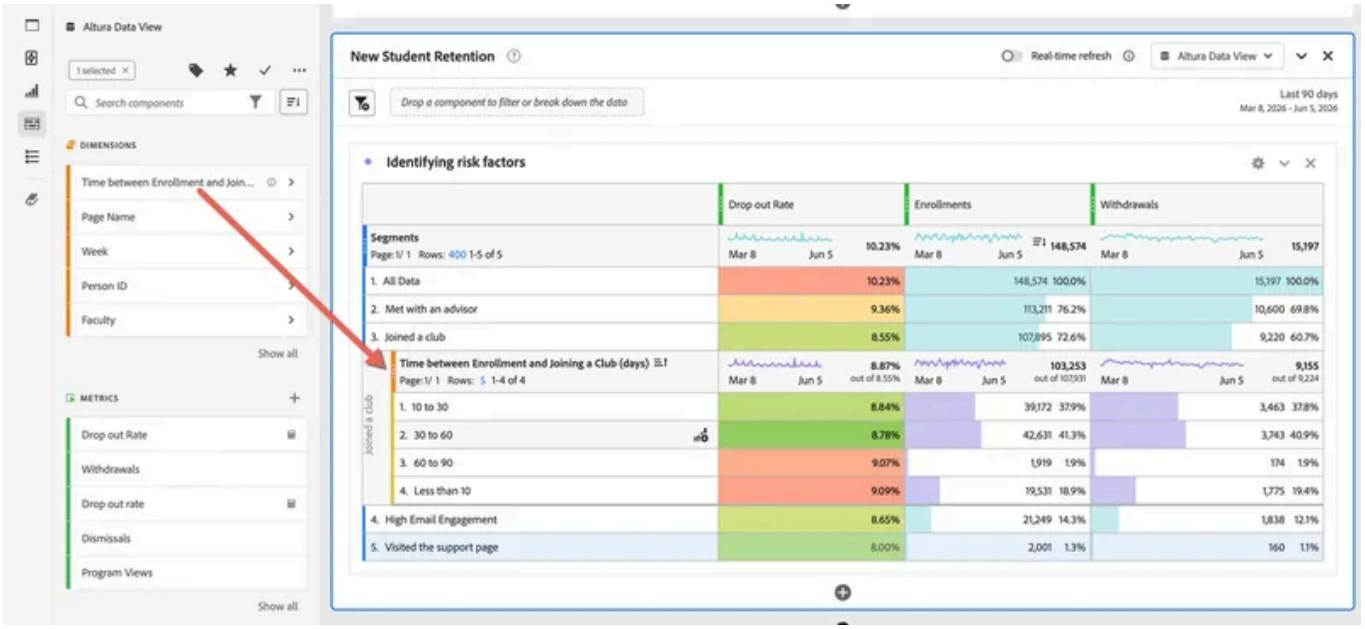


We can see that the visiting the support page has the lowest drop out rate, but these numbers are pretty small, only 1.3% of enrollments visited the page, perhaps an awareness

campaign is warranted to help inform students about the digital support resources that Altura have available.

Students who joined a club have the second lowest drop out rate, let's take this analysis further and look at whether **when** they join a club after enrolling has any material impact - this can help to inform the onboarding journey.

Drag the Time between Enrollment and Joining a club dimension into your table as a breakdown. This is a special type of dimension called a **Derived Field.** It uses date math to calculate the time between two events.



Overall it looks like students joining within the first 2 months after enrolling are the least likely to drop out, Altura can make sure their onboarding journey promotes club membership during this period.

Click to **ctrl S** to **save** your dashboard.

> Congratulations you've finished your analysis in Customer Journey Analytics. You could now share it with other users, schedule it to be emailed or use AI to generate slides from your analysis for presentation to management.

Take Away

Great marketing isn't just about what you do next - it's about understanding what's already working and why. Customer Journey Analytics gives marketers the ability to analyse behaviour across every channel in one place, build cohorts to understand how different

segments progress through the funnel, and apply AI-driven attribution models that reflect the true contribution of each touchpoint. These insights don't just inform reporting, they directly shape future journey design, audience strategy, and budget allocation, creating a continuous feedback loop between performance data and marketing execution.

3. Conclusion

Congratulations, you've successfully completed our Adobe Experience Platform Hands on Lab.

Hopefully you've seen how Adobe Experience Platform can help to connect your current and future student journey's across touchpoints to create a unified and improved experience for both your students and you!

Please complete the **survey form**