

# The Warehouse Group Hands on Lab

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# 1. Welcome

**Welcome to the Hands on Lab!**

The  objective of our lab today is to help you understand how the Adobe Experience Cloud can help to deliver customer experiences that are consistent, contextual and real-time in an omni-channel world.

The lab exercises demonstrate how your brand can

- Analyse customer journeys and campaign performance
- Build and activate high-value audiences
- Create targeted promotions
- Personalise experiences at scale across channels

**We hope you are ready to get your hands dirty!!**

# 2. Access

1. Go to **Adobe Experience Cloud**
2. Sign-out from any Adobe instances that might be open (or use incognito browser)
3. When prompted for authentication, use the following Adobe ID. Do not use your own email address.

**Password** for all users is: **twgUCX@2025**

| User # | Attendee | Login Email |
|---|---|---|
| 1 | Cameron Keats | hol1u01@apac.aephandsonlabs.com |
| 2 | Kathryn Wilson | hol1u02@apac.aephandsonlabs.com |
| 3 | Dylan Toomey | hol1u03@apac.aephandsonlabs.com |
| 4 | David Mannl | hol1u04@apac.aephandsonlabs.com |
| 5 | Ben Clarke | hol1u05@apac.aephandsonlabs.com |
| 6 | Reuben Mitchell | hol1u06@apac.aephandsonlabs.com |
| 7 | Carey Evans | hol1u07@apac.aephandsonlabs.com |
| 8 | Ella Mampusti | hol1u08@apac.aephandsonlabs.com |
| 9 | Yao Sun | hol1u09@apac.aephandsonlabs.com |
| 10 | Nitin Bhargava | hol1u10@apac.aephandsonlabs.com |
| 11 | Joanna Fell | hol1u11@apac.aephandsonlabs.com |
| 12 | Jake Cordtz | hol1u12@apac.aephandsonlabs.com |
| 13 | Mark Hyunh | hol1u13@apac.aephandsonlabs.com |
| 14 | Ian Bryant | hol1u14@apac.aephandsonlabs.com |
| 15 | | hol1u15@apac.aephandsonlabs.com |

You will be pushed through an Azure login flow:

00:26

If you're asked to add in any additional data or to add a mobile number as part of your sign-in, **please ignore these prompts** and if allowed skip or otherwise ignore or complete the step with the defaults. If you have problems logging in, alert your presenter immediately.

# 3. Setting the Scene

The objective of our lab today is to help you understand how the Adobe Experience Cloud can help to deliver customer experiences that are consistent, contextual and real-time in an omni-channel world.

Today's Lab will focus on an end-to-end process flow. This is a continuous process that most companies will be familiar with.  It's separated into three sections:

- **Research & analysis**
  In a live environment that has dozens of automated journeys, it's likely that the first step in the process is going to be analysing reports and finding possibilities to improve.

- **Creation & production**
  Once the project has started, content will need to be created, reviewed and prepared for use in the messages.

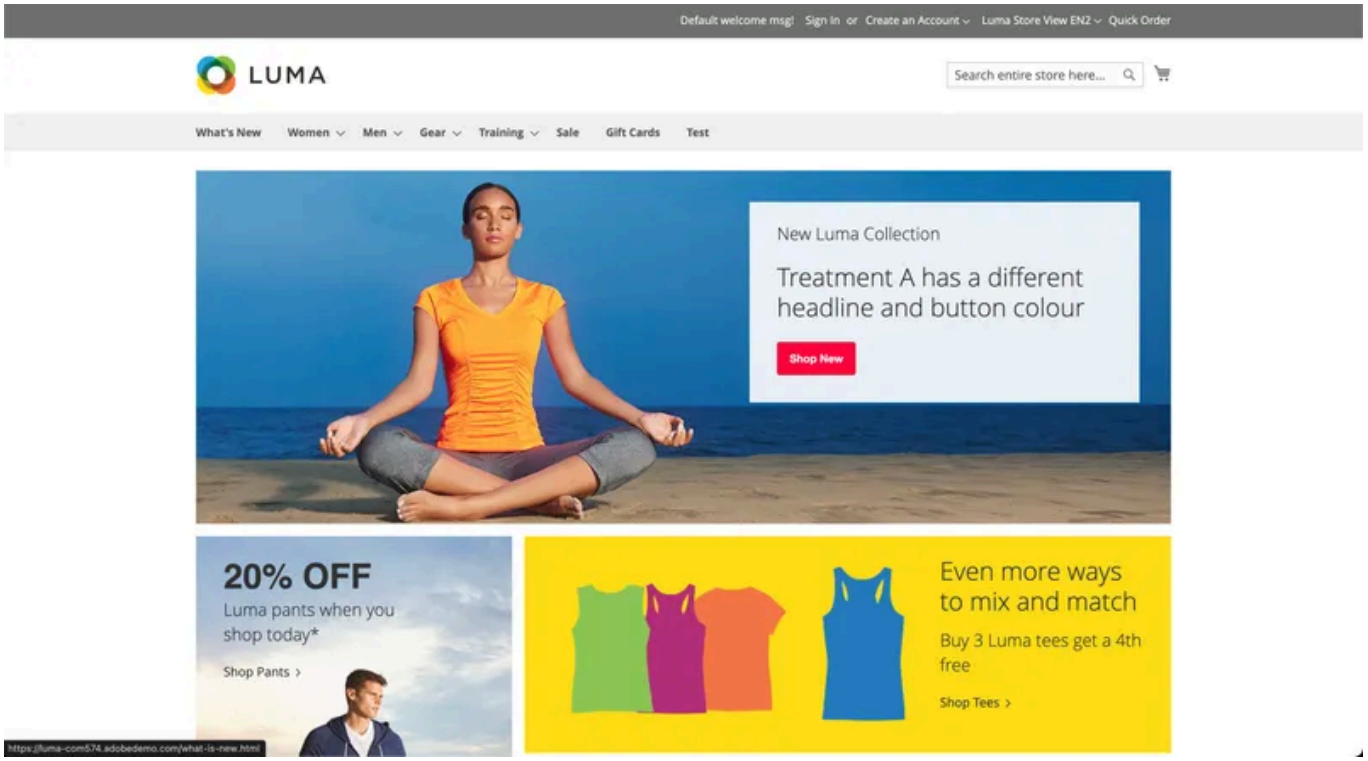
- **Delivery & activation**
  Once everything is ready, we can start building our customer experiences and create the messaging and experiences we want to deliver.

And of course after the campaign is finished, we can report on it's results and start the Research & analysis again!

# 3.1. Demo Website

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

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



## 3.2. Demo Profiles

For the purposes of the lab we've created some fake customer profiles for you to use, use the profile that aligns with your lab number to login to the demo website and to view events tracked against your profile in Adobe Experience Platform.

| User no | Attendee | Customer Email | Password |
|---|---|---|---|
| 1 | Cameron Keats | fresco898@gmail.svpoc.io | adobeTest123$ |
| 2 | Kathryn Wilson | fresco72@gmail.svpoc.io | adobeTest123$ |
| 3 | Dylan Toomey | fresco599@gmail.svpoc.io | adobeTest123$ |
| 4 | David Mannl | fresco210@gmail.svpoc.io | adobeTest123$ |
| 5 | Ben Clarke | fresco872@gmail.svpoc.io | adobeTest123$ |
| 6 | Reuben Mitchell | fresco969@gmail.svpoc.io | adobeTest123$ |
| 7 | Carey Evans | fresco841@gmail.svpoc.io | adobeTest123$ |
| 8 | Ella Mampusti | fresco143@gmail.svpoc.io | adobeTest123$ |
| 9 | Yao Sun | fresco104@gmail.svpoc.io | adobeTest123$ |
| 10 | Nitin Bhargava | fresco7@gmail.svpoc.io | adobeTest123$ |
| 11 | Joanna Fell | fresco5@gmail.svpoc.io | adobeTest123$ |
| 12 | Jake Cordtz | fresco9@gmail.svpoc.io | adobeTest123$ |
| 13 | Mark Hyunh | fresco10@gmail.svpoc.io | adobeTest123$ |
| 14 | Ian Bryant | fresco1@gmail.svpoc.io | adobeTest123$ |
| 15 | | fresco3@gmail.svpoc.io | adobeTest123$ |

You can look up your profile in Adobe Experience Platform:

00:33

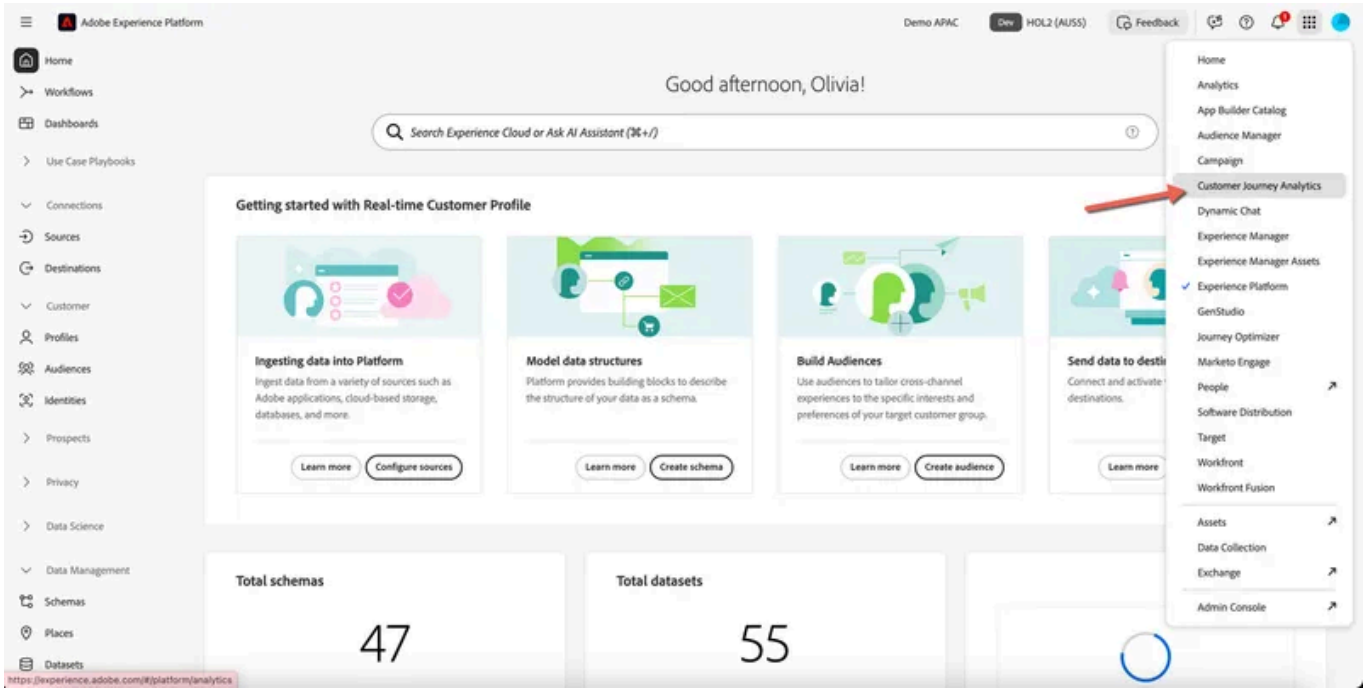
# 4. Lab 1: Research & Analysis

## Objective

In this lab you will leverage **Customer Journey Analytics** to understand how customers are engaging across channels and identify friction points in your customer journeys in order to plan for upcoming campaigns.

## Access

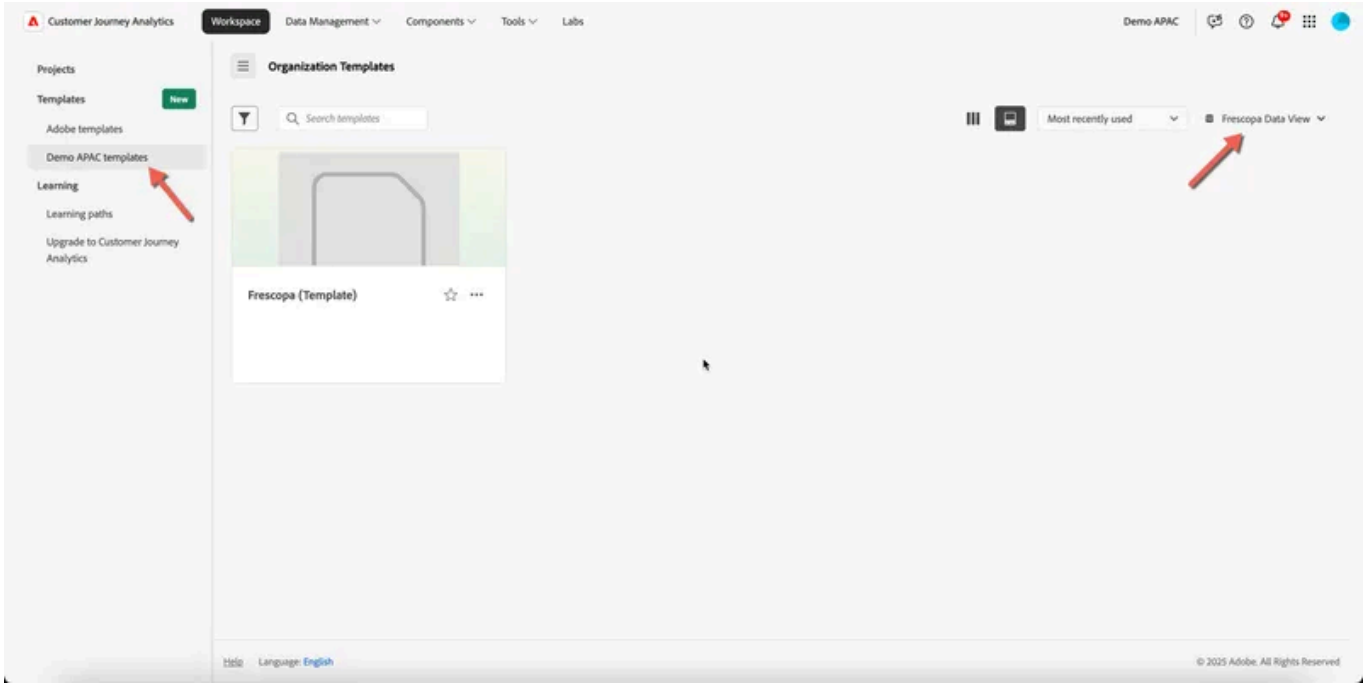
Switch to **Customer Journey Analytics** using the solution switcher:



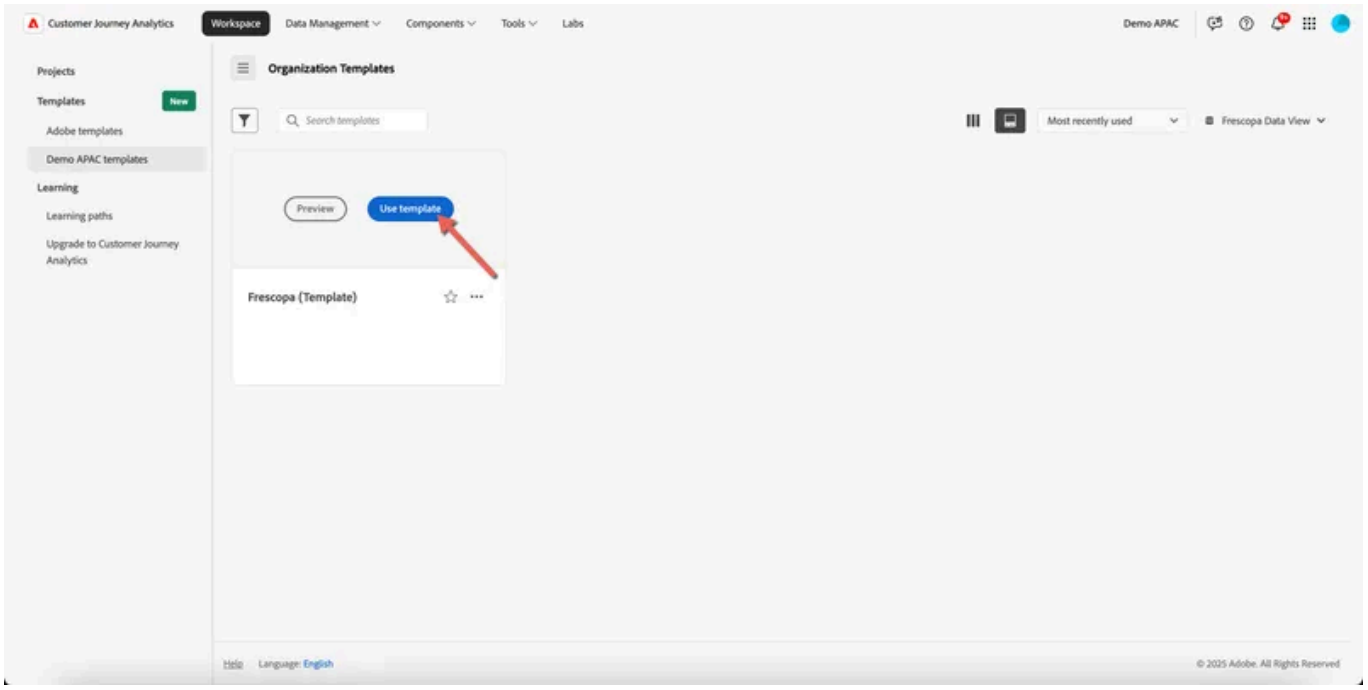

## CJA Introduction

First we'll start by creating a new project from 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 **Luma Data View** on the right side.




Hover over the **Luma (Template)** card and click to **Use template**



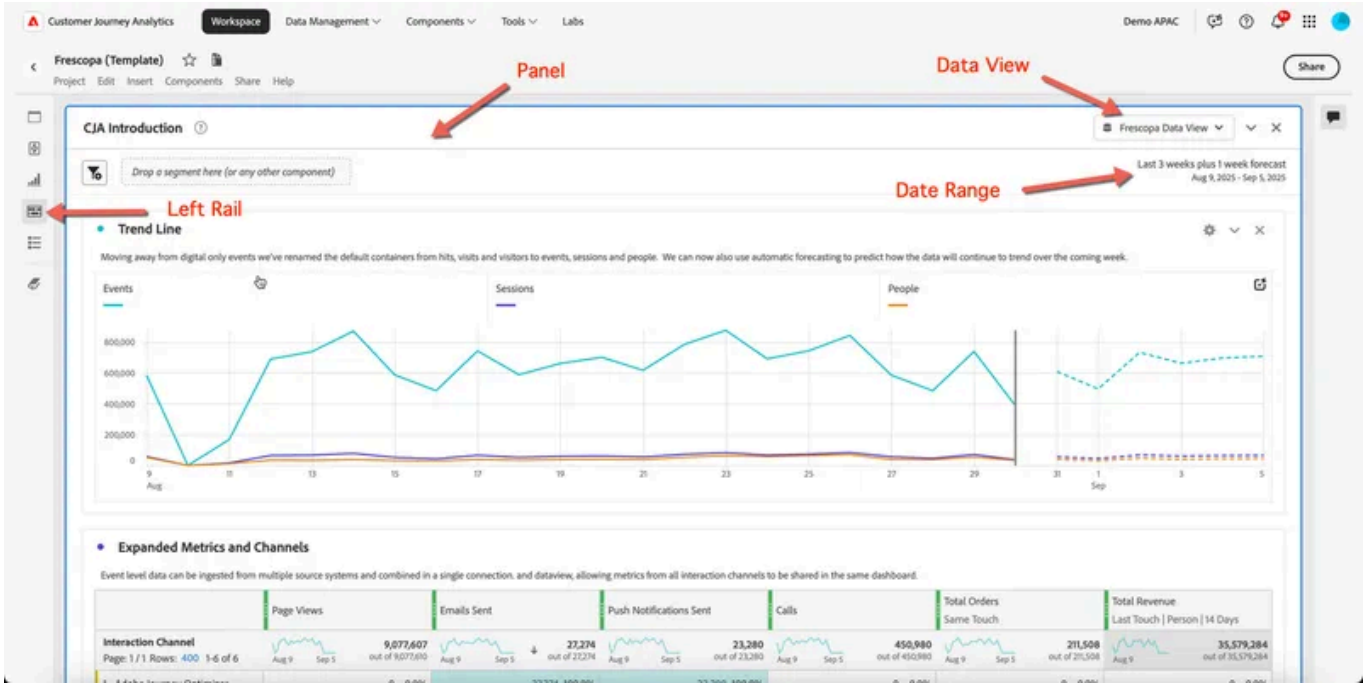

Take note of the following UI components:

**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.

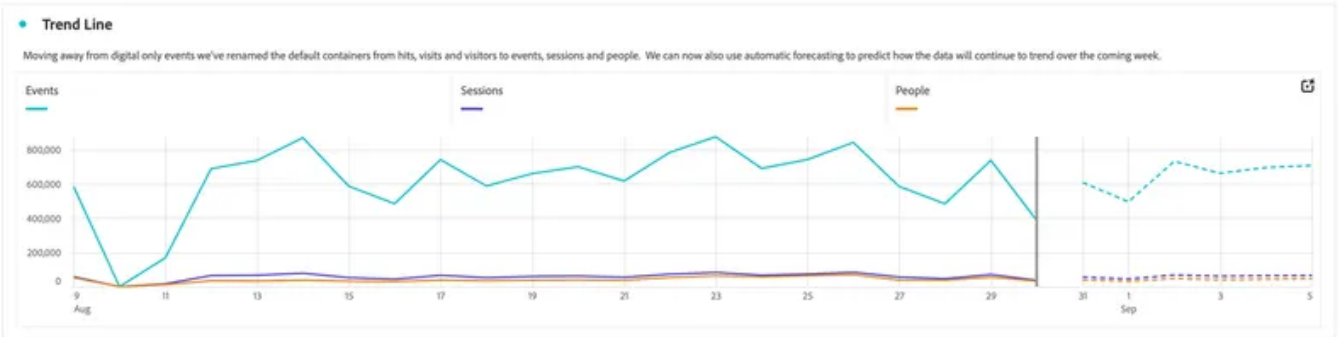
**Date Range** - The date range controls what data is displayed in the panel

**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.




For this exercise we will walk through the first panel together.

You can see in the first Trend Line visualisation the new 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).




Based on the forward looking date range defined for this panel, Customer Journey Analytics has provided some automatic **forecasting** to predict how the data will continue to trend over the coming weeks.  You can leverage forecasting for:

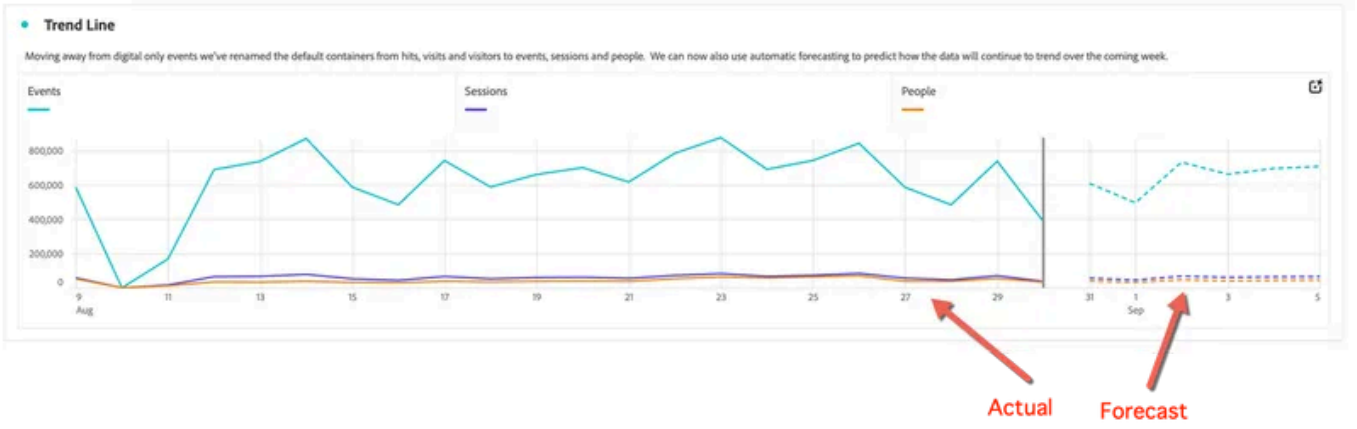
**Planning**: By analyzing trends and predicting future outcomes, you can identify potential opportunities and threats and adjust your strategies accordingly.

**Budgeting**: By forecasting future revenue and expenses, you can ensure that teams have adequate funds to cover their costs and invest in growth opportunities.

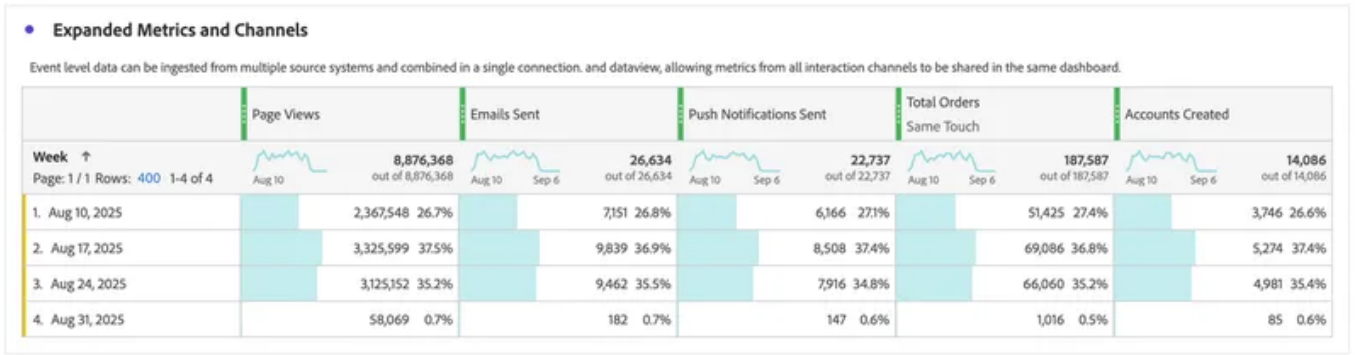
**Risk management**: By anticipating future events and trends, you can take proactive steps to mitigate risks and minimize potential losses.

**Resource allocation**: By predicting future demand, you can ensure the necessary resources are available to meet customer needs and avoid stock-outs or overstocking.

**Performance evaluation**: By comparing actual results to forecasted results, you can identify areas for improvement and make necessary adjustments.

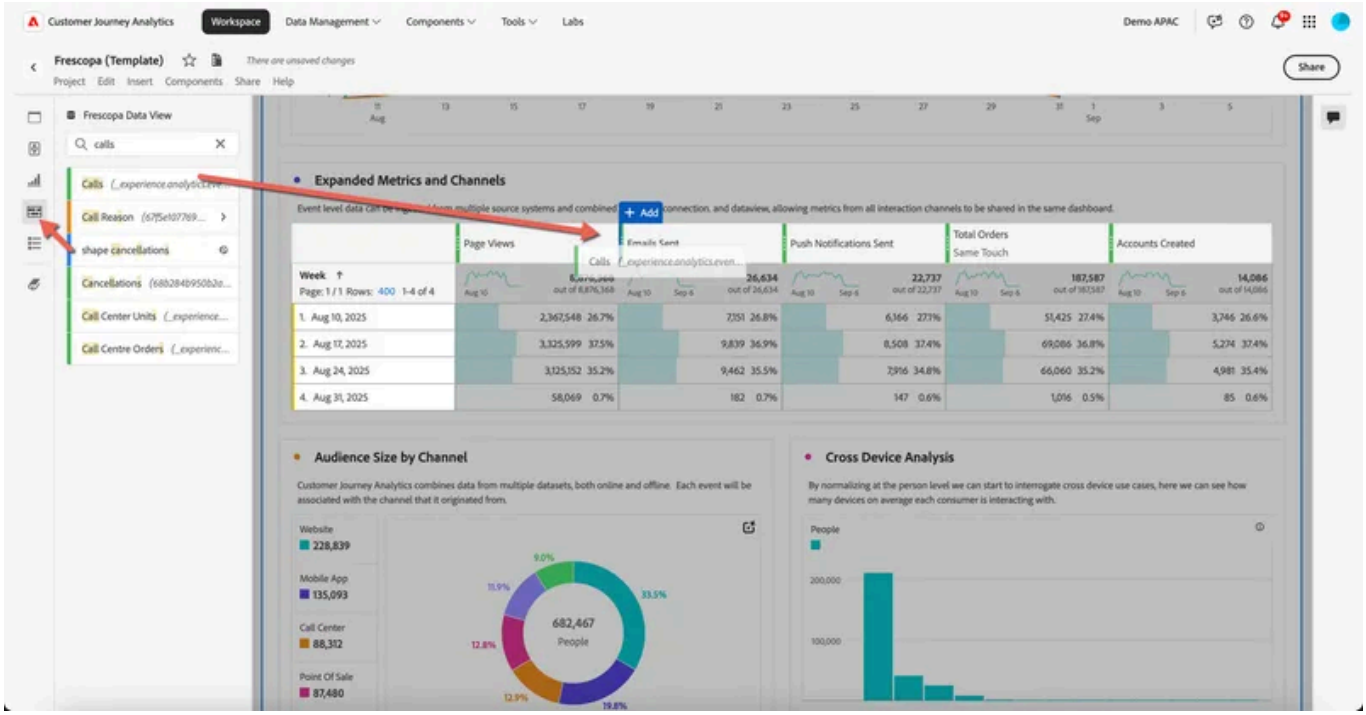



Since the event data ingested to CJA comes from multiple sources not just your website and app we can combine many different types of metrics into the same dashboard.  Scroll down to the expanded metrics table.

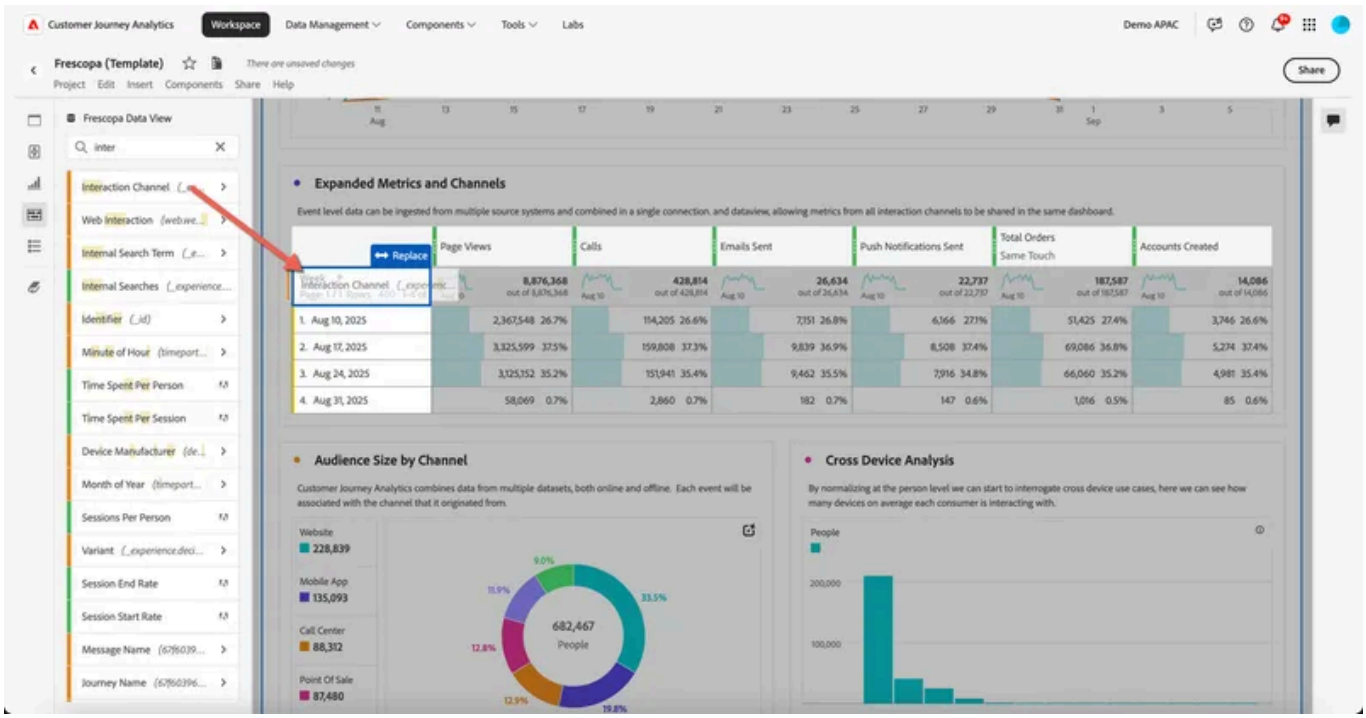



| Week ↑ Page: 1 / 1 Rows: 400 1-4 of 4 | Page Views | Emails Sent | Push Notifications Sent | Total Orders Same Touch | Accounts Created |
|---|---|---|---|---|---|
| | Aug 10 — 8,876,368 out of 8,876,368 | Aug 10 – Sep 6 — 26,634 out of 26,634 | Aug 10 – Sep 6 — 22,737 out of 22,737 | Aug 10 – Sep 6 — 187,587 out of 187,587 | Aug 10 – Sep 6 — 14,086 out of 14,086 |
| 1. Aug 10, 2025 | 2,367,548 26.7% | 7,151 26.8% | 6,166 27.1% | 51,425 27.4% | 3,746 26.6% |
| 2. Aug 17, 2025 | 3,325,599 37.5% | 9,839 36.9% | 8,508 37.4% | 69,086 36.8% | 5,274 37.4% |
| 3. Aug 24, 2025 | 3,125,152 35.2% | 9,462 35.5% | 7,916 34.8% | 66,060 35.2% | 4,981 35.4% |
| 4. Aug 31, 2025 | 58,069 0.7% | 182 0.7% | 147 0.6% | 1,016 0.5% | 85 0.6% |

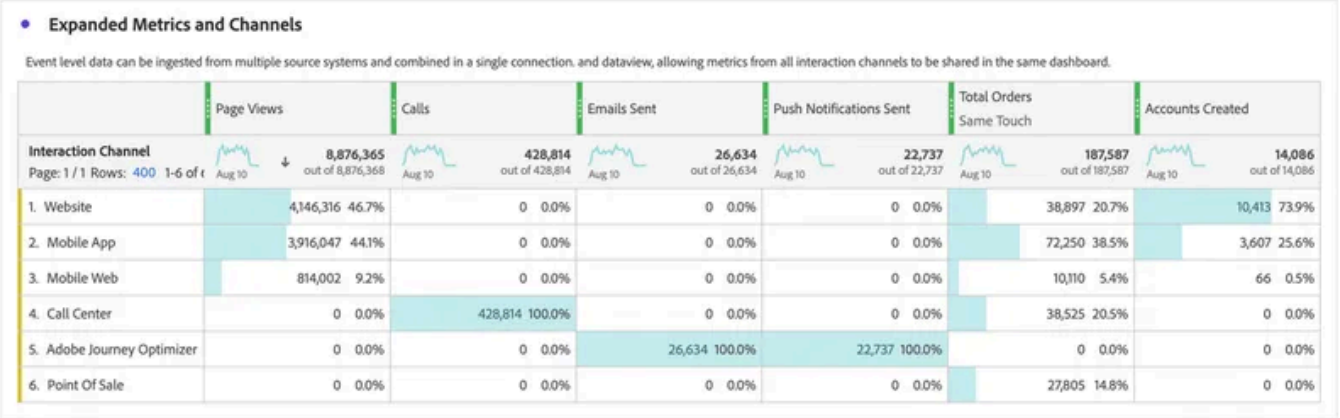
Open the components menu and drag the calls metric to add it to your tables columns.




Each of these metrics come from one or more source systems.  Search for **interaction channel** in the components menu and drag it onto the table to **replace** the week dimension.

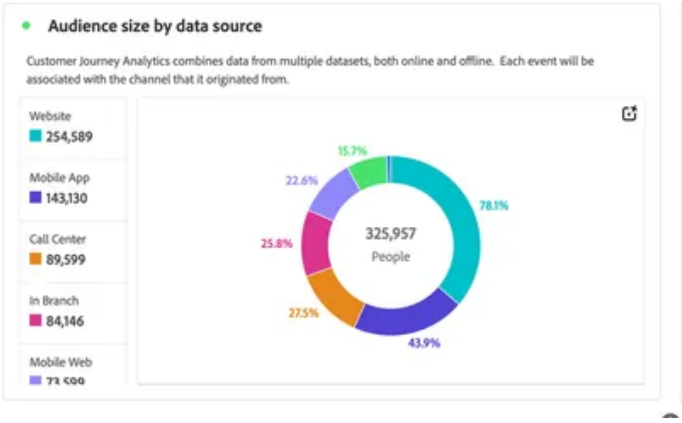


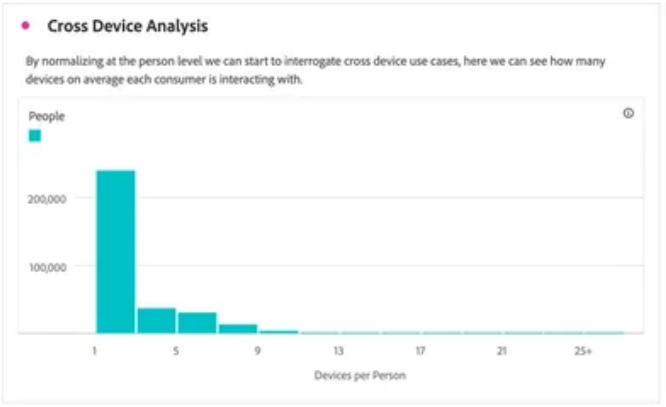

Some metrics will be specific per channel, for example the **Calls** metric comes from the **Call Center** dataset, others will be shared across multiple source systems, for example the business metrics for **Total Orders** and **Accounts Created**.



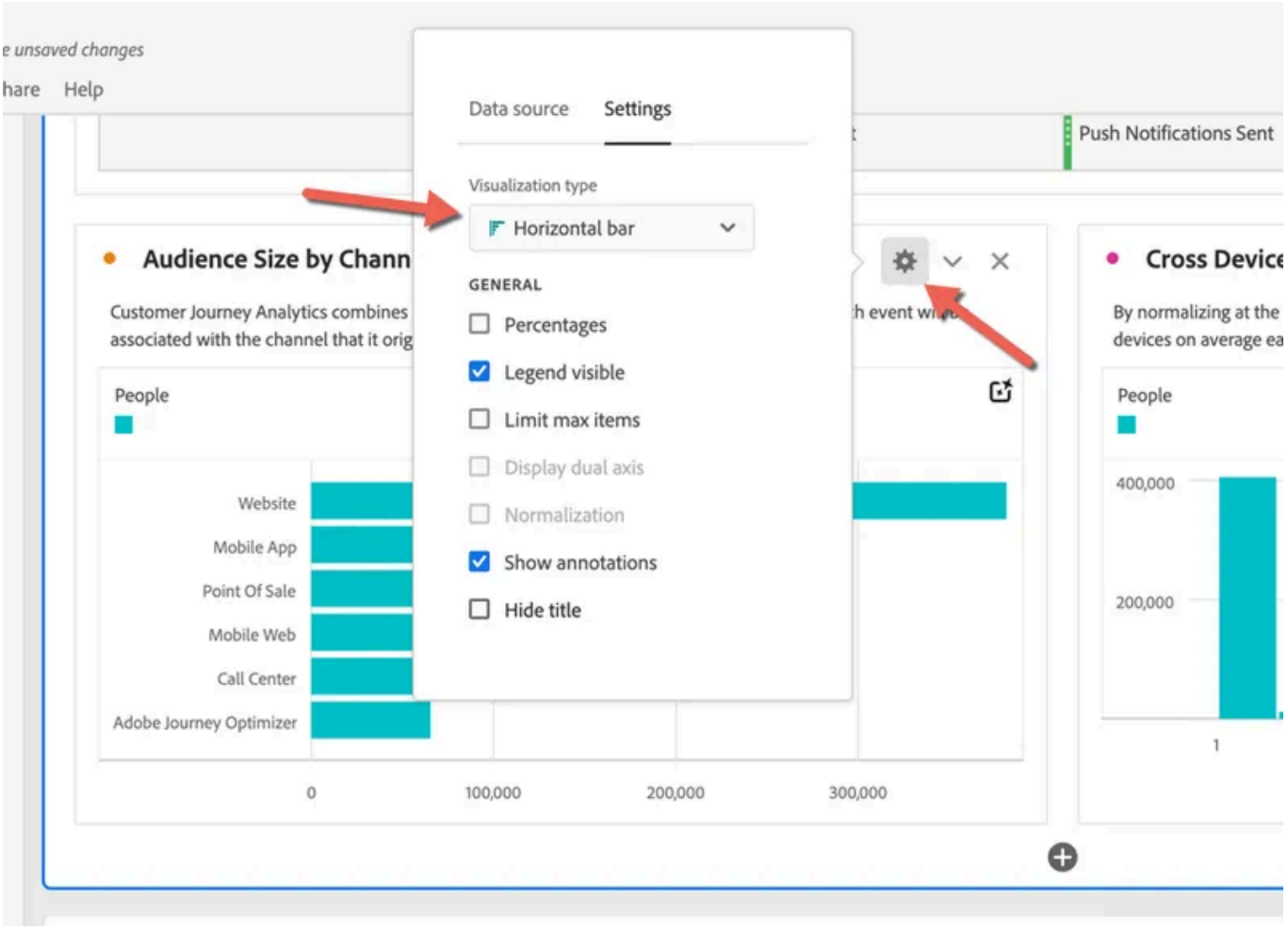

> Like Adobe Analytics, Customer Journey Analytics **does not use sampling**. It processes all ingested data at query time, allowing for full-fidelity analysis across massive datasets without approximation.
>
> There are also **no cardinality limits** allowing for any unique value to appear and be counted.

Since each of these source datasets are stitched at the person level, we can start to analyze things like audience size per channel and devices per person.

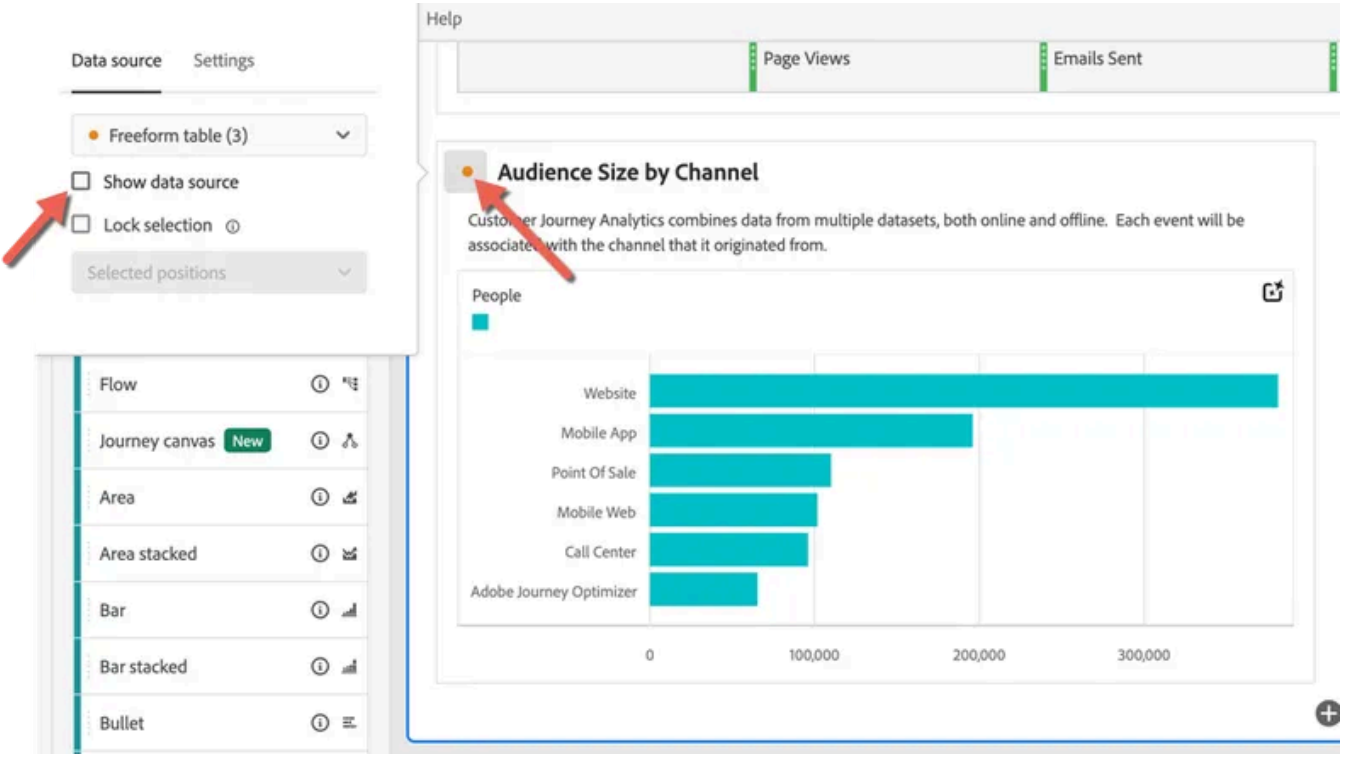


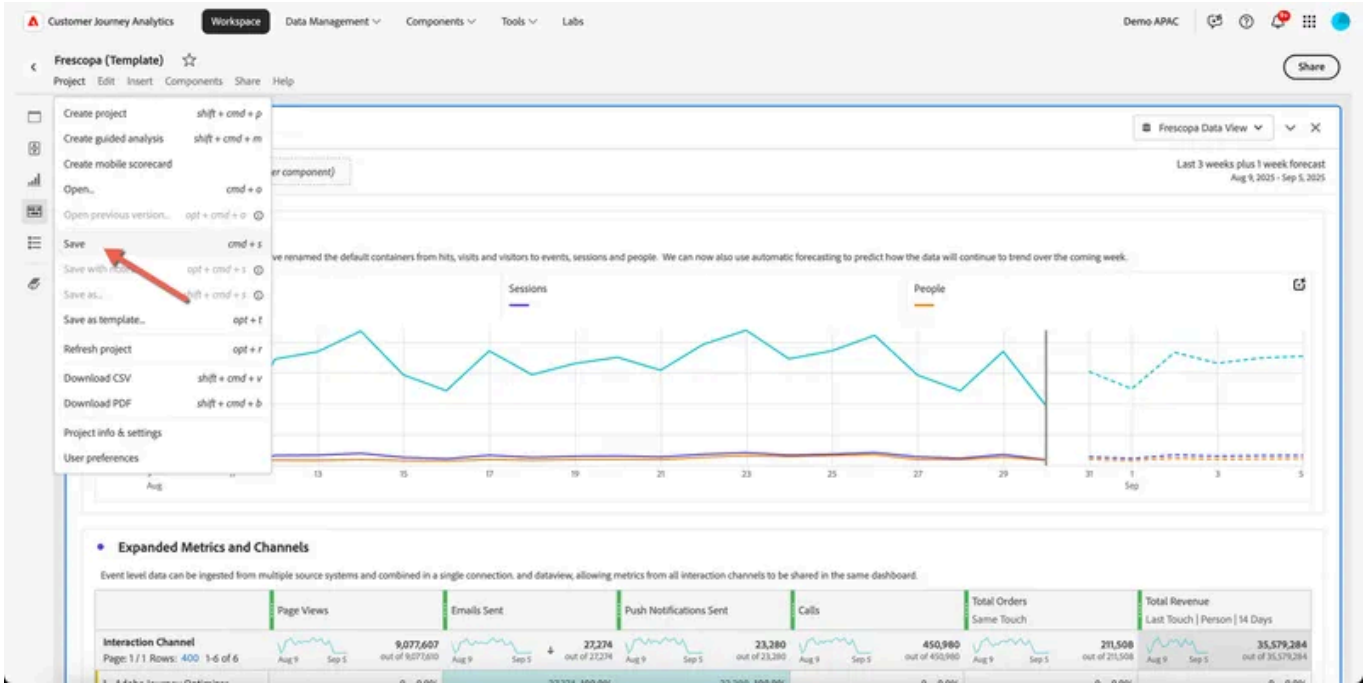

You can update the visualisation type by clicking on the cog icon.



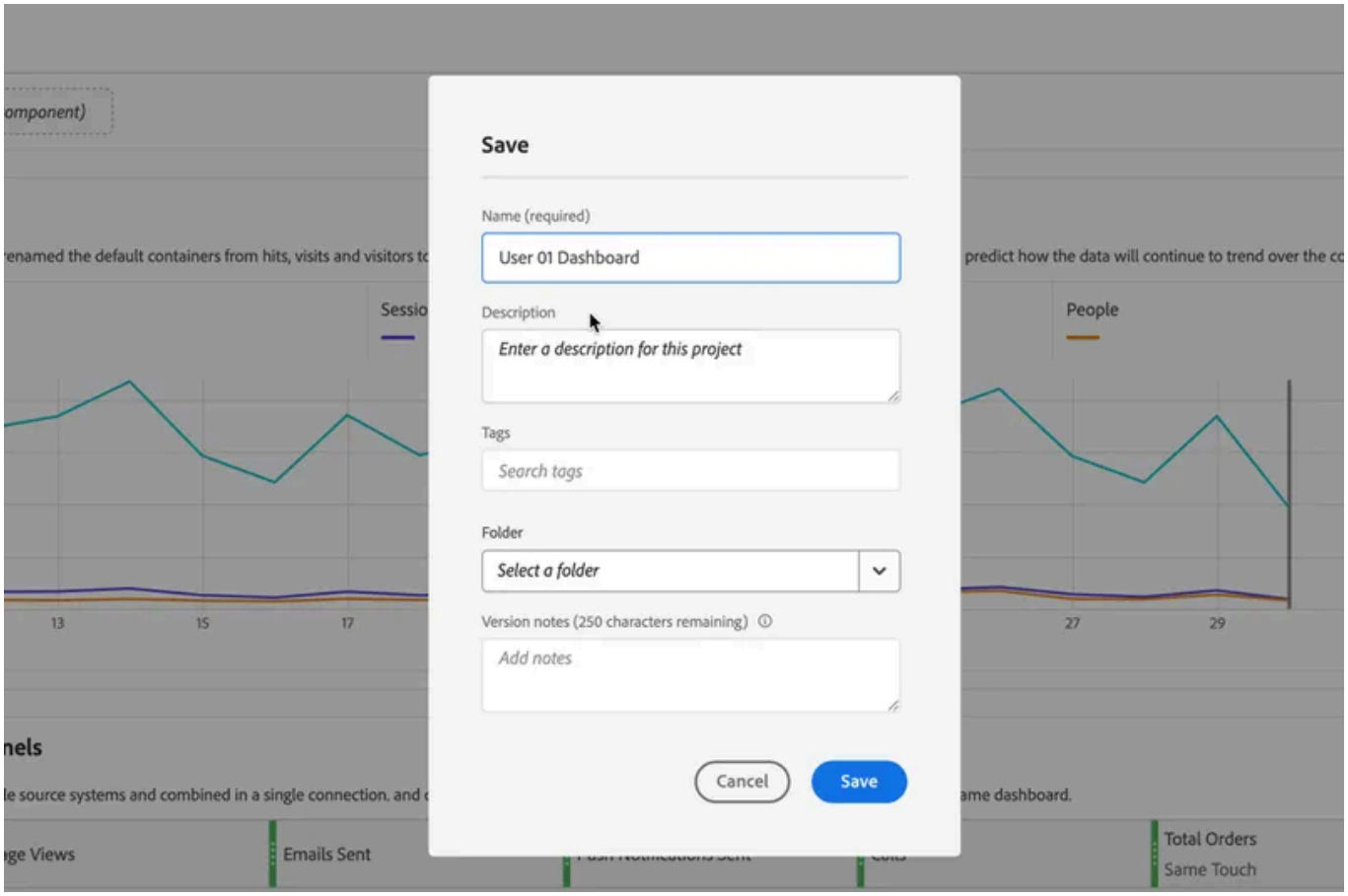

Each visualisation is tied to a freeform table which can hidden or visible. Click the icon left of the heading to toggle this on and off.




Before we continue, let's save our dashboard. Click **Project → Save.**




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



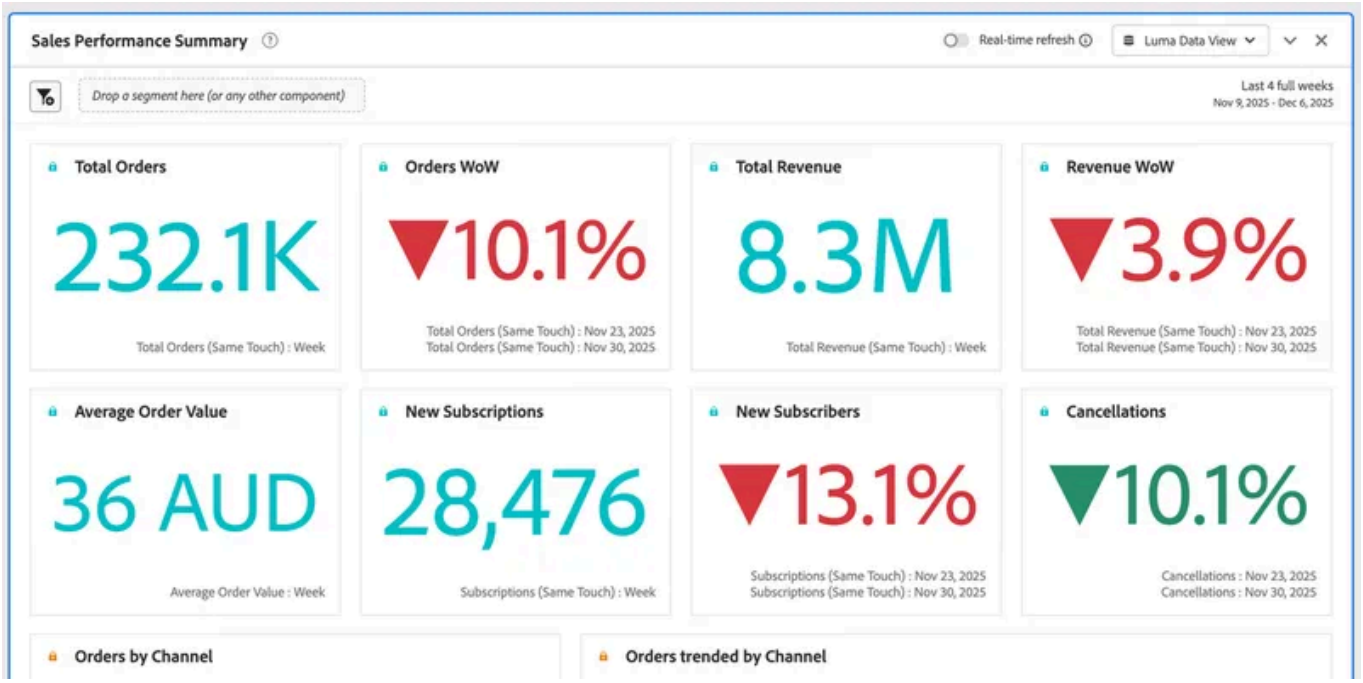

Now we've covered some basics, let's take a closer look at Luma's recent results and check whether we can see any changes to customer behaviour since the competitor launched last month.

# Data Insights Agent

Scroll down to the next panel **Sales Performance Summary** to see some of Luma's key performance metrics summarized.

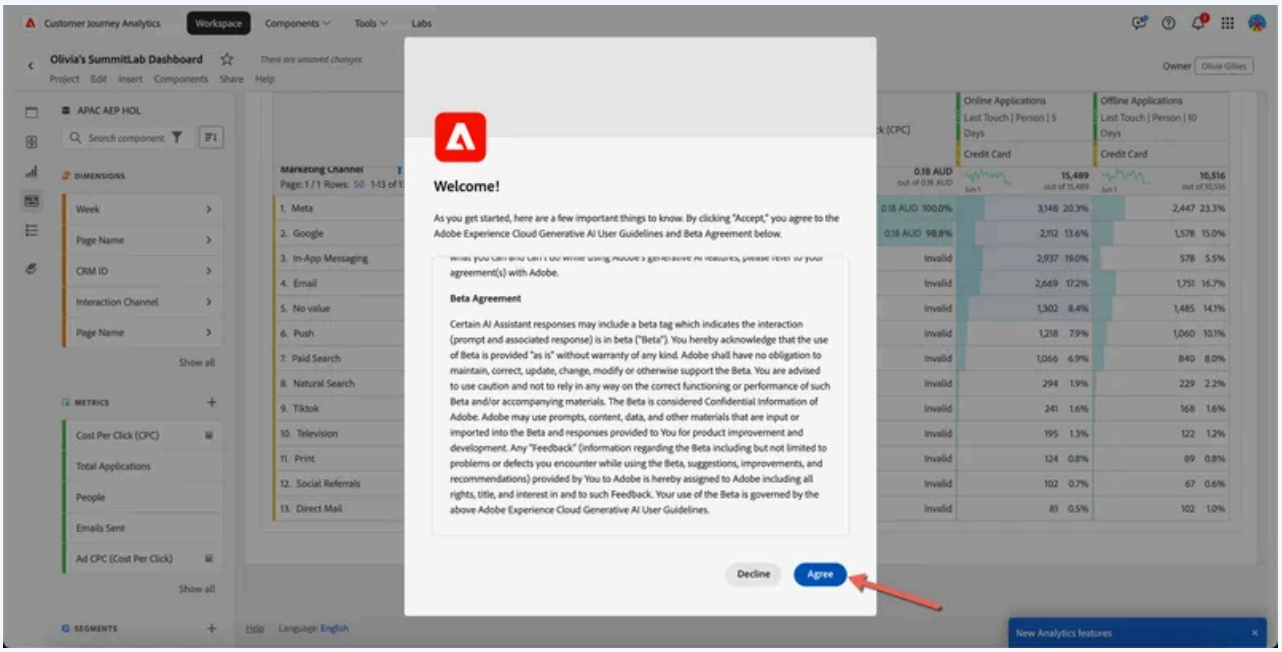
We can see from this report that orders and revenue are trending down week on week, but the total number of people has increased, it would seem we're successfully driving traffic but having trouble converting that traffic.

Let's use CJA's **Data Insights Agent** to analyse how the offline (ie. in store) sales are performing and whether there have been any recent changes.

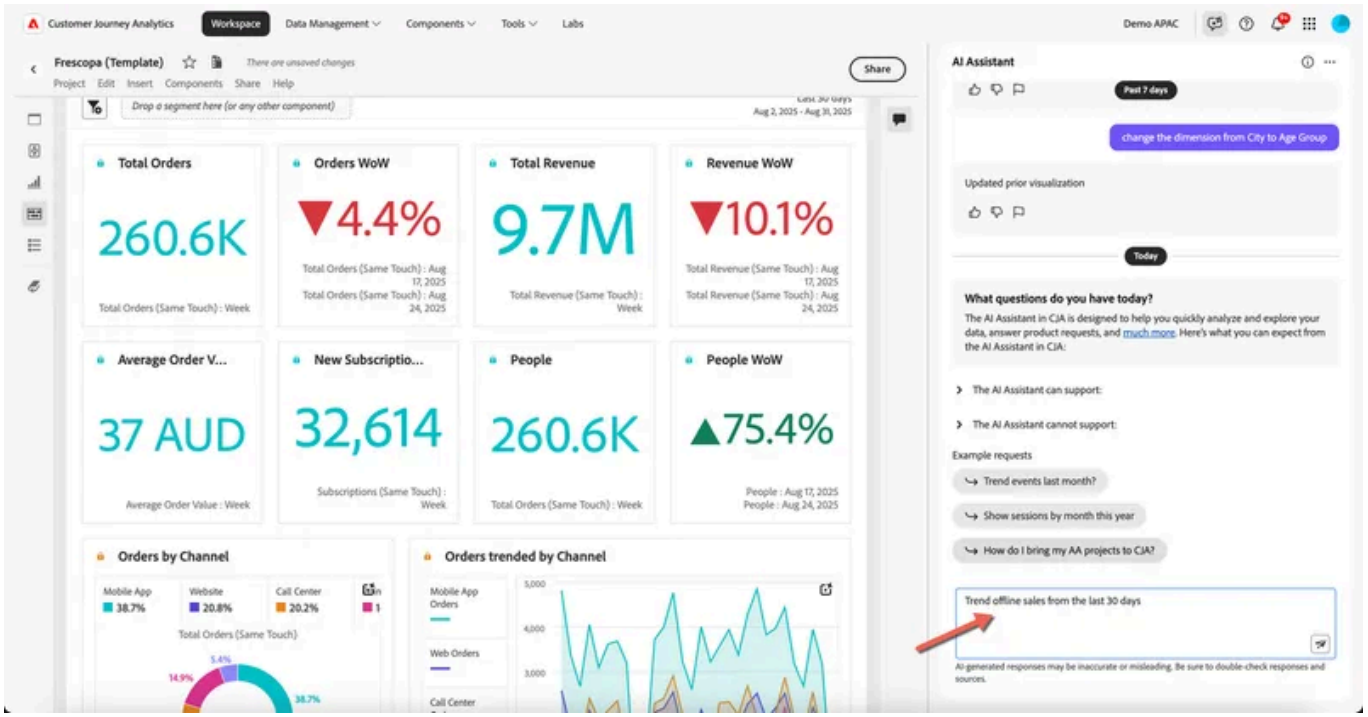




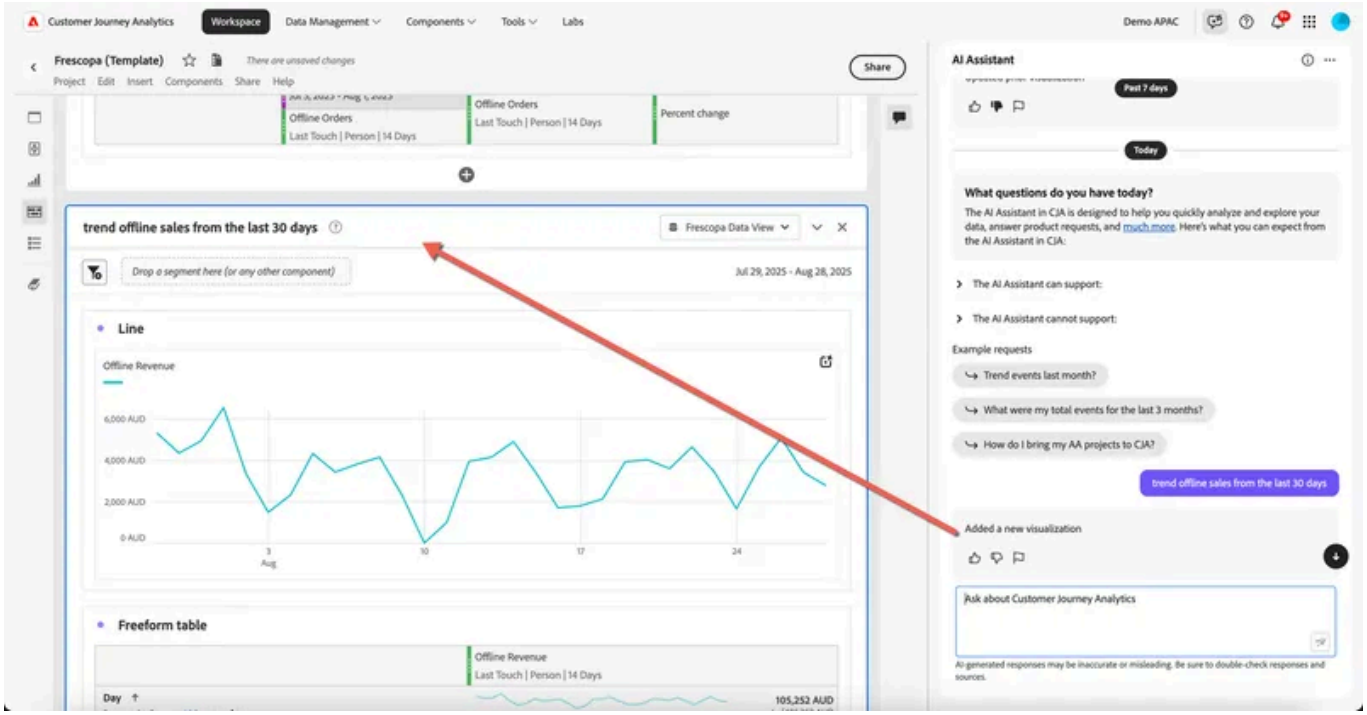

You might be asked to accept the Generative AI User Guidelines and Beta Agreement, you can safely do this in our demo environment.




Ask AI Assistant to: **trend offline sales from the last 30 days** and hit enter.



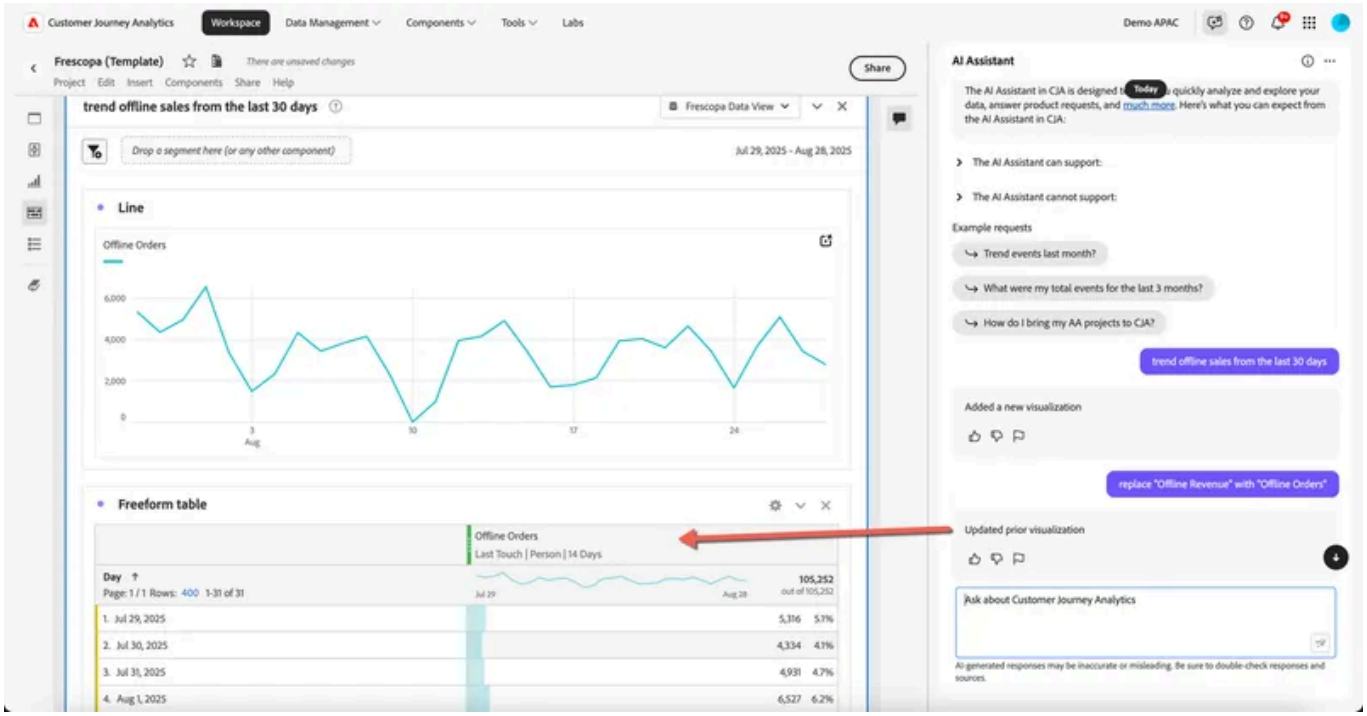

The assistant has added a new panel to our project and added a line visualisation and freeform table.




I actually want to look at order numbers though not revenue.

- Ask AI Assistant to: **replace "Offline Revenue" with "Offline Orders"**

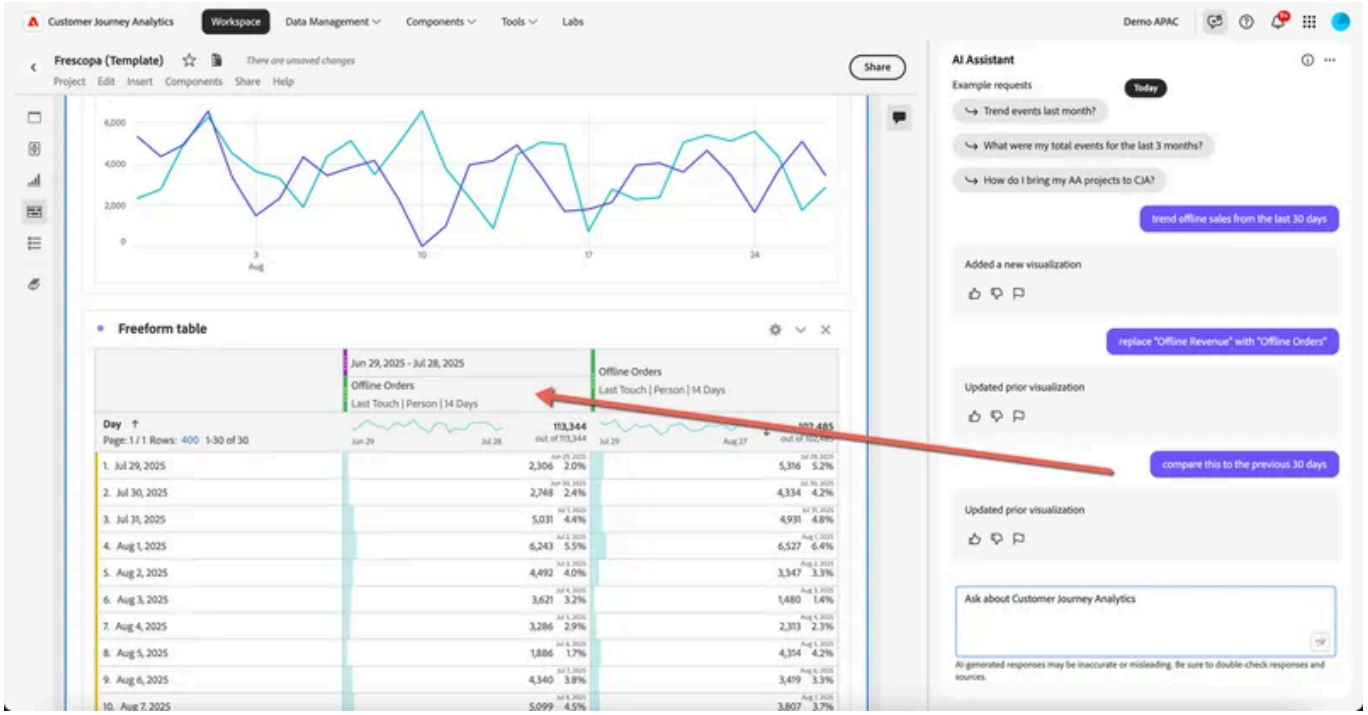
The data in the generated visualisation is updated to use offline orders metric not revenue. This metric represents our instore orders.



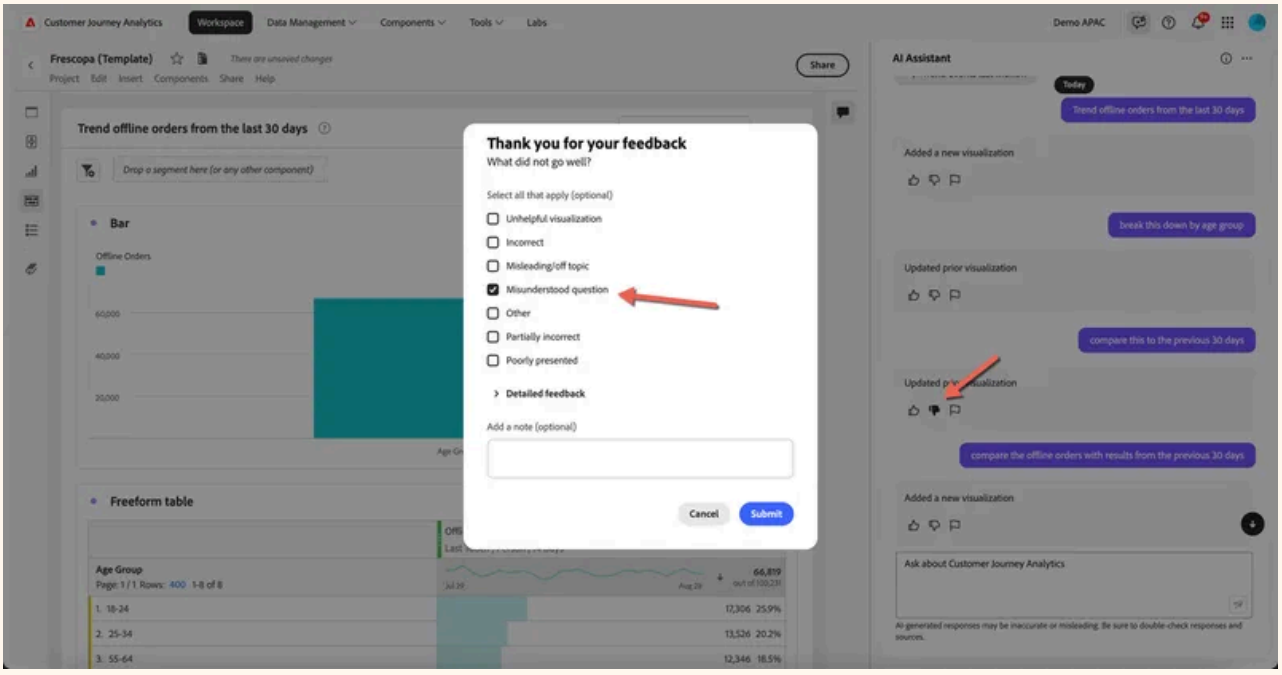

We're looking for changes in recent purchasing behavior so let's see how the orders compare to last month.

- Ask AI Assistant: **compare this with the previous 30 days**

The visualisation has been updated with a new column showing the previous time period.

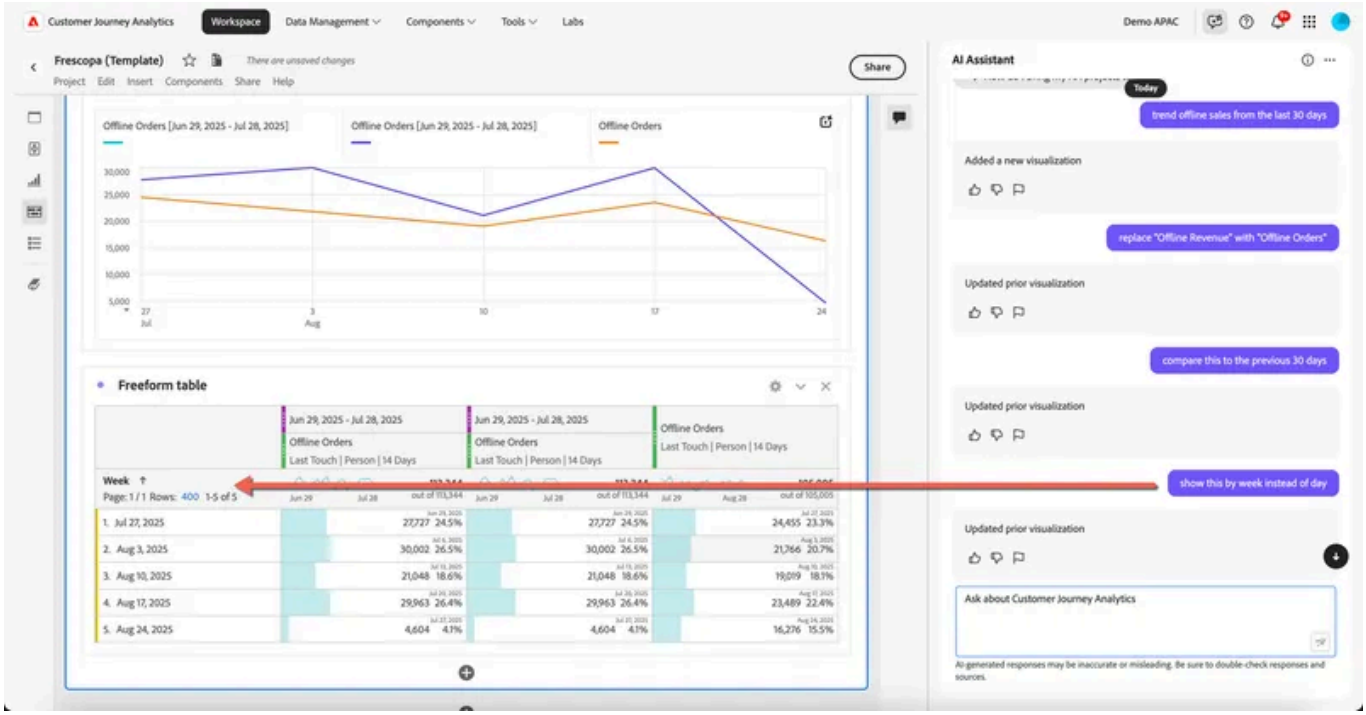



The agent is still learning and might not get the answers right every time, if you see a result that's unexpected, use the thumbs up and thumbs down feedback buttons to provide context on what went wrong and help us to improve the accuracy of the agents results.



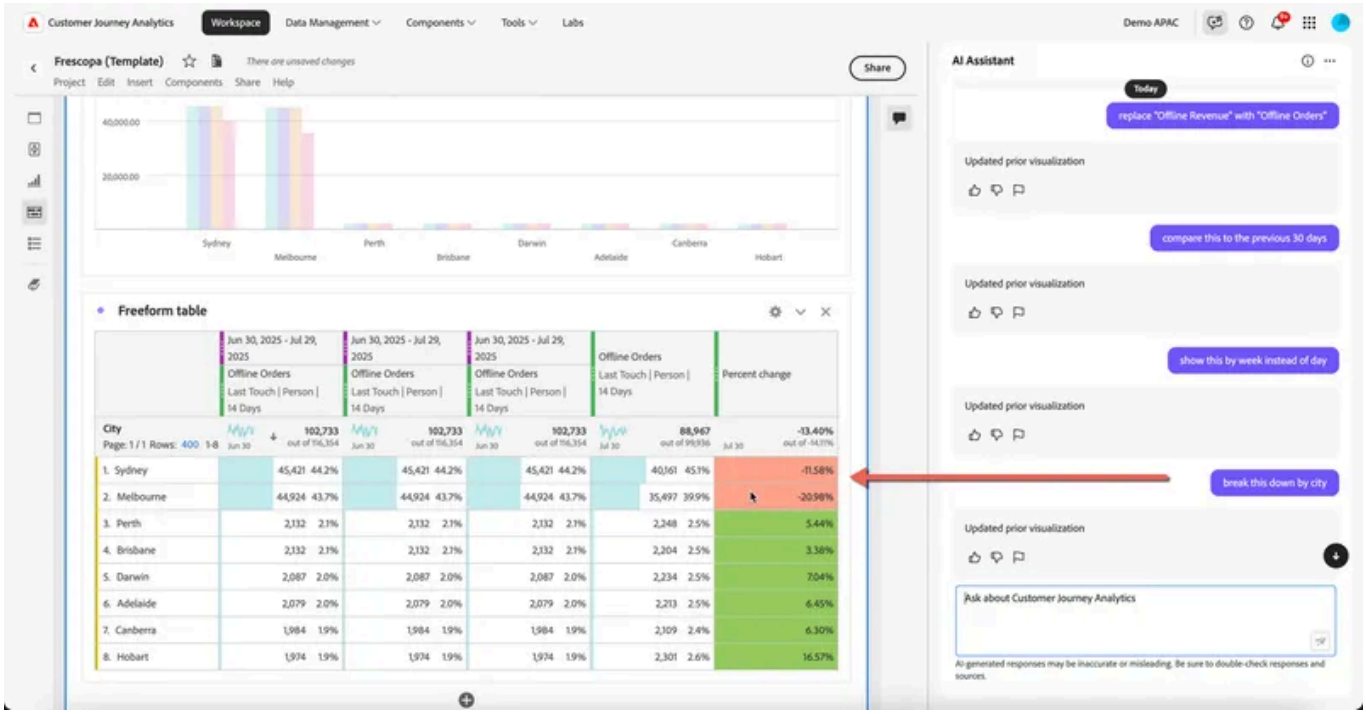
I want to reduce the granularity in my table from daily to weekly.

- Ask AI Assistant to **show this by week instead of day**




Let's check now whether these numbers vary depending on the location of the customer.

- Ask AI Assistant to **change week to city**




We can see that yes, offline orders are down month on month in Sydney and Melbourne.

With Data Insights Agent, business users can use natural language prompts to quickly and efficiently answers questions about their data. It builds relevant visualizations in Analysis Workspace using components and data from the currently active data view.  This can save time and effort building out new visualisations.

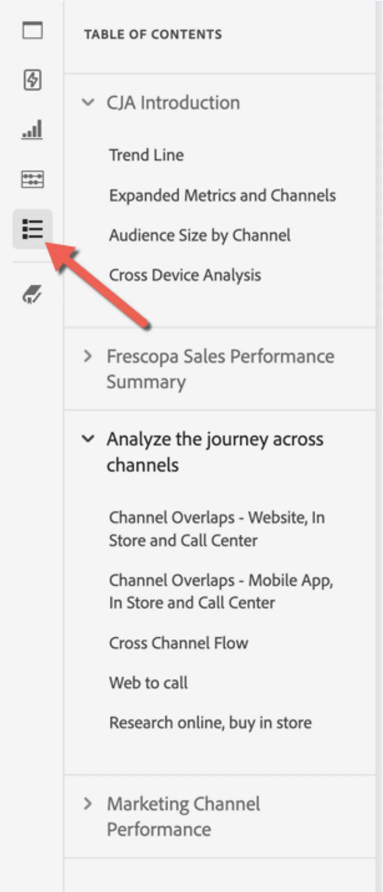
**Read more here**

# Analysing the Journey

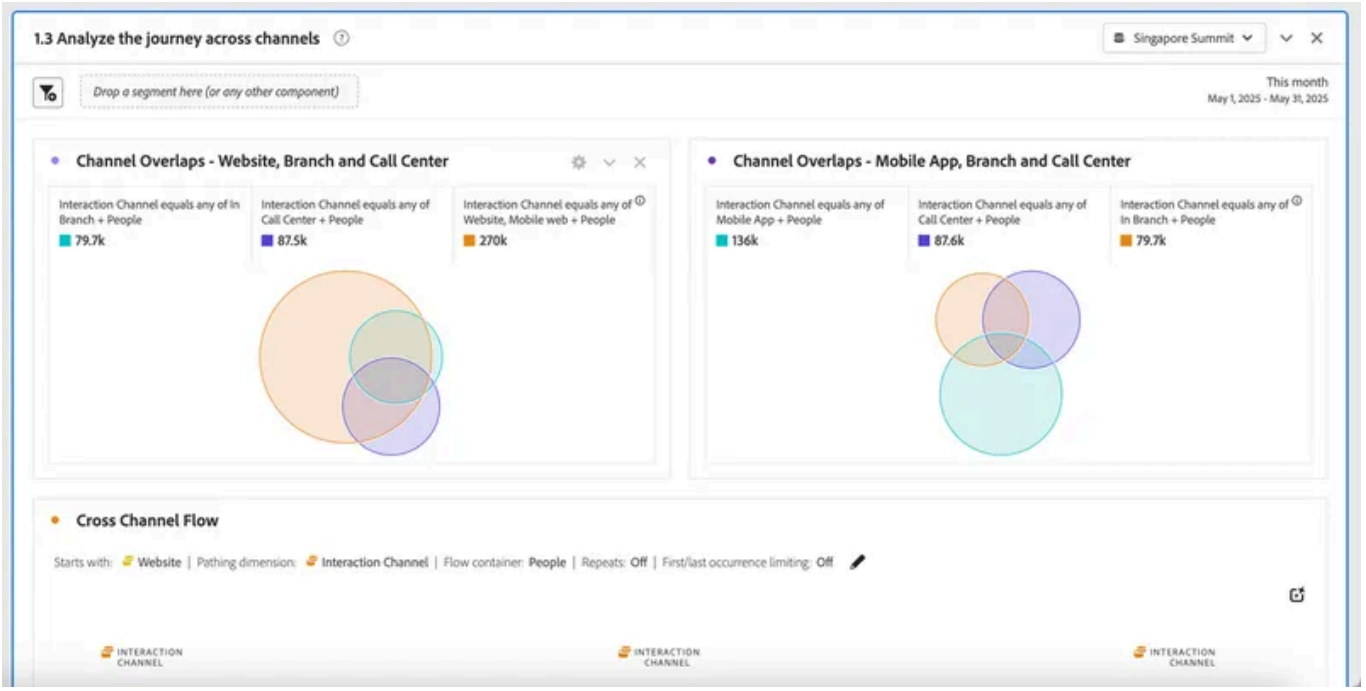
Now that we've generated some quick insights using the Data Insights Agent, let's take a look at the how customers are behaving across channels.

Scroll back up to the panel labeled **Analyse the journey across channels.**

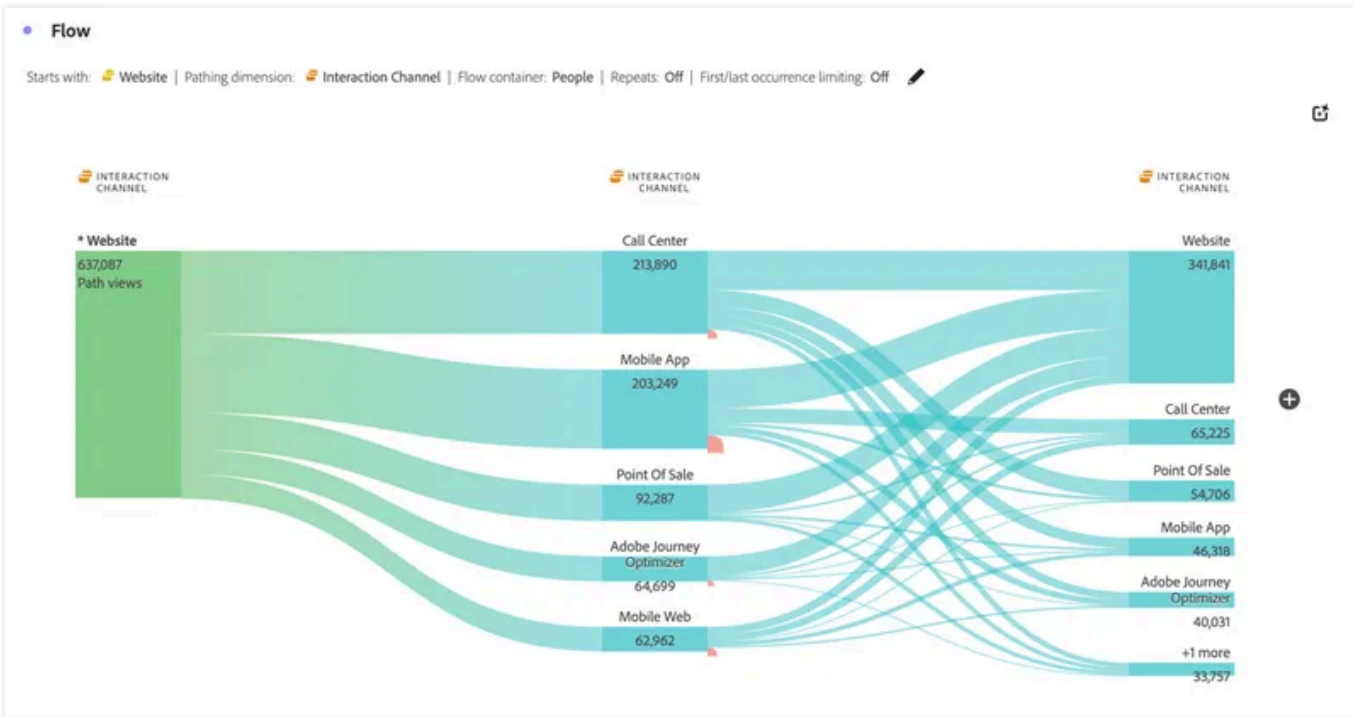
***Hint:*** *you can use the table of contents on the left rail to find and change panels quickly.*



Here we can see the overlap of people interacting across channels.  The **Channel Overlap** venn diagrams show the overlap of customers engaging on the website or mobile app while also calling the call center or visiting a store.

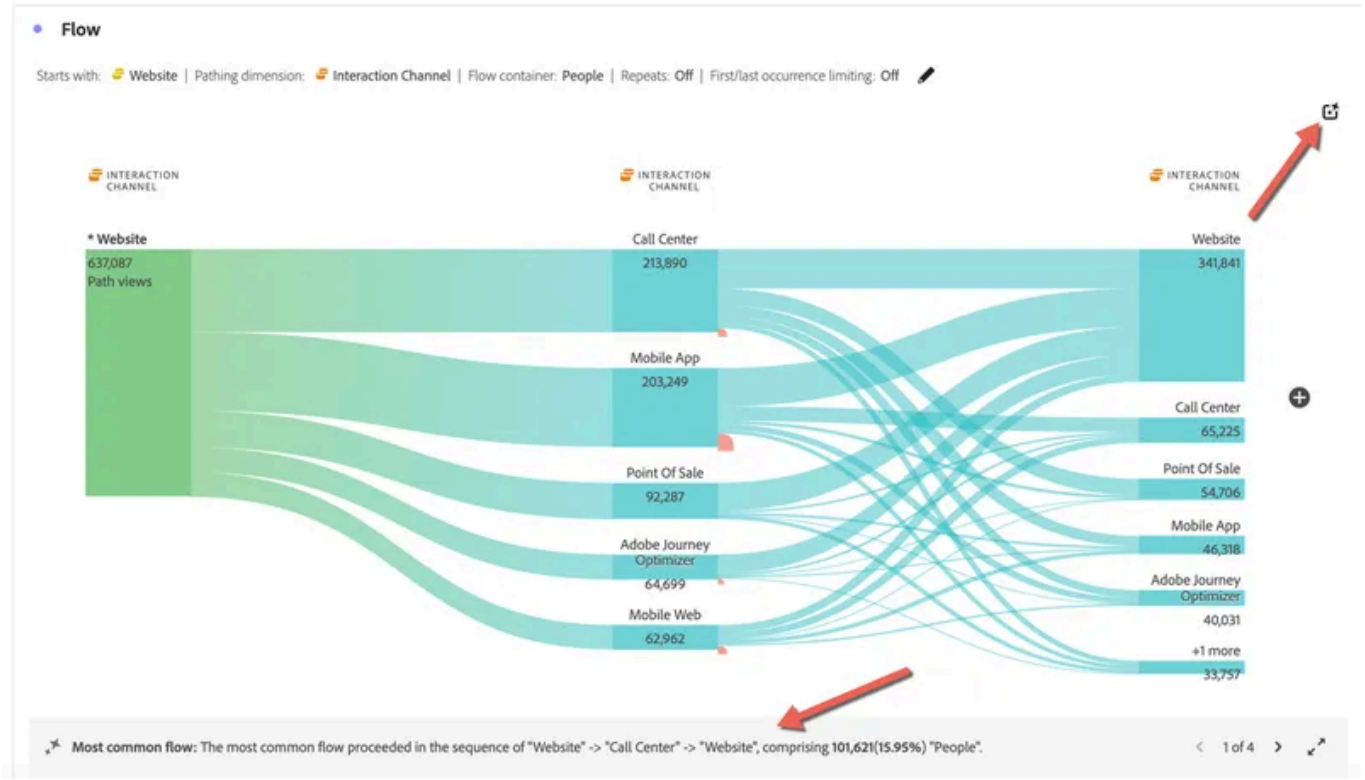



The Flow visualisation is a powerful way to understand customer journeys through your website or app.  Now with CJA you can leverage the same visualisation to discover the journey your customers are taking across all of your channels.



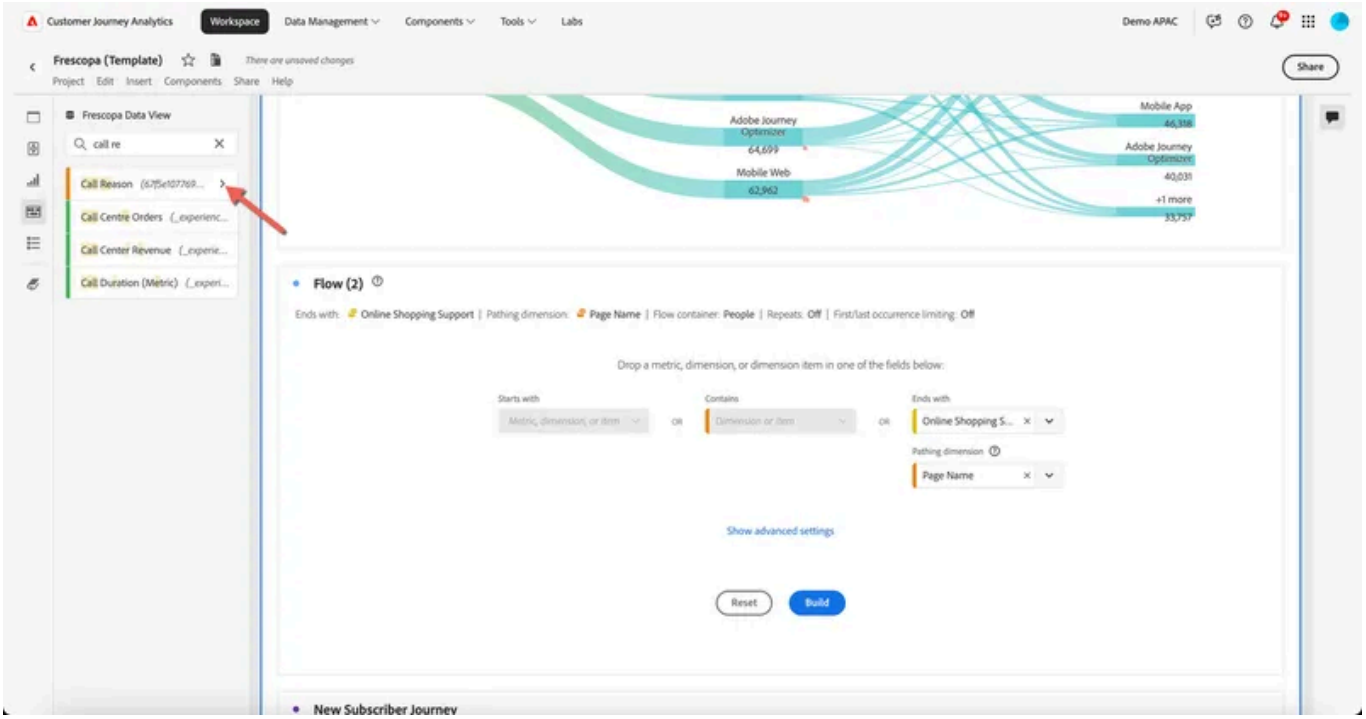

Intelligent Captions provide high level takeaways allowing you to share your findings easily with other users.  Click on the icon in the top right to generate the captions.  Use the

arrow icons on the right to expand and collapse the captions.

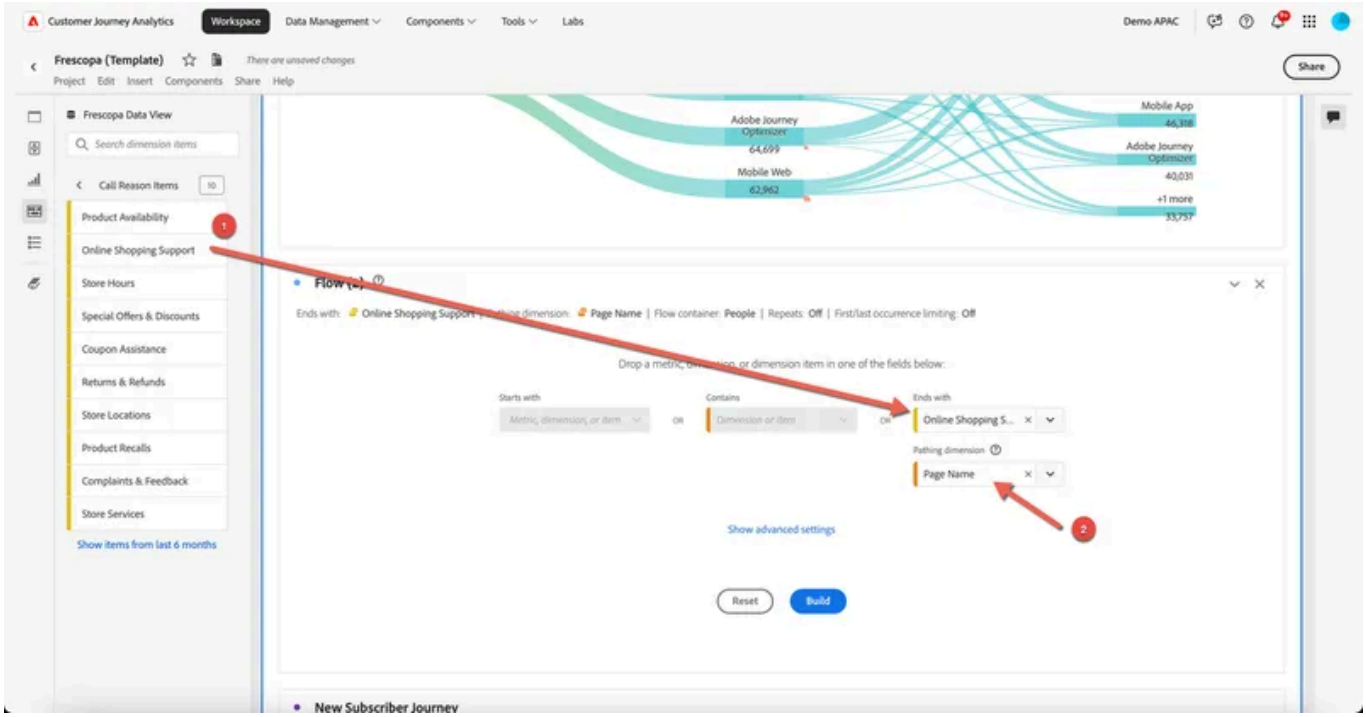



We can see that a lot of customers are calling the call center after visiting the website, let's explore this further and look at what pages customers are viewing on the site before making a call.  This can help us find opportunities to optimize the website in order to deflect calls to the call center.

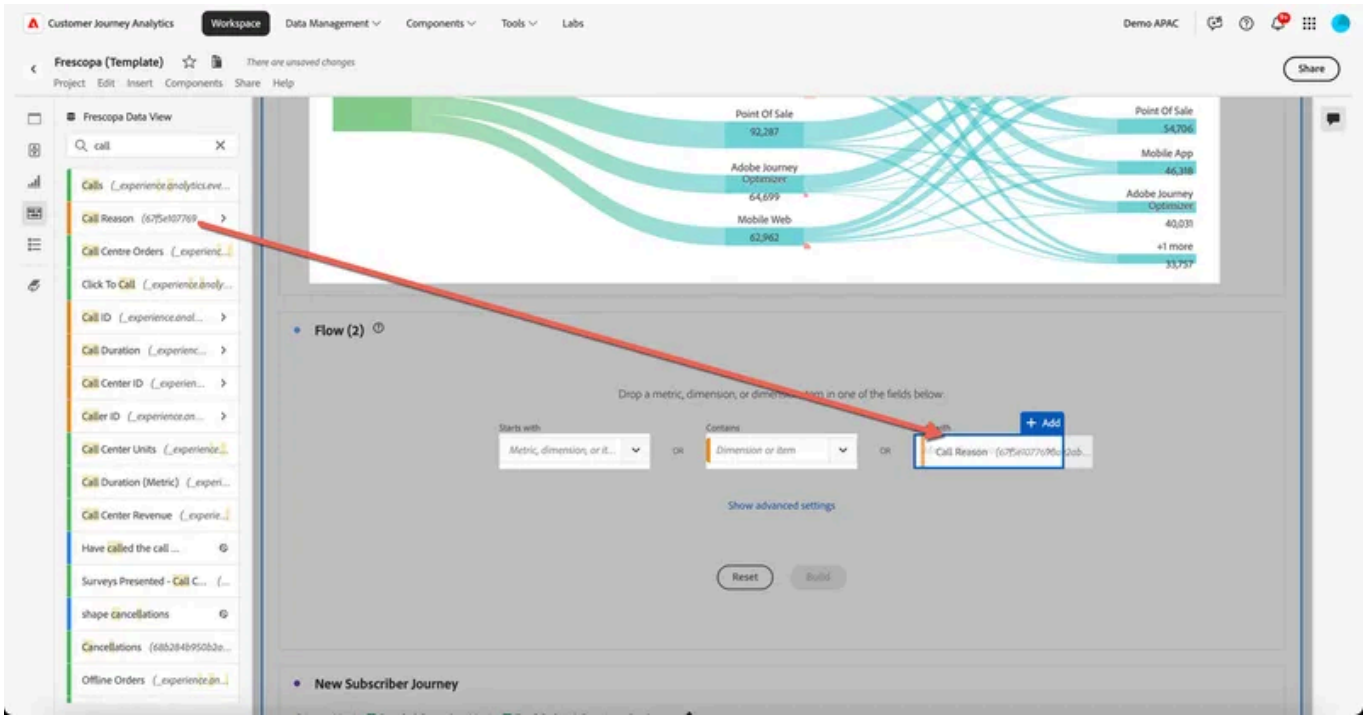
Drag a flow visualisation into your panel and search for the **Call Reason.**  Click the arrow to see the individual values for this dimension.



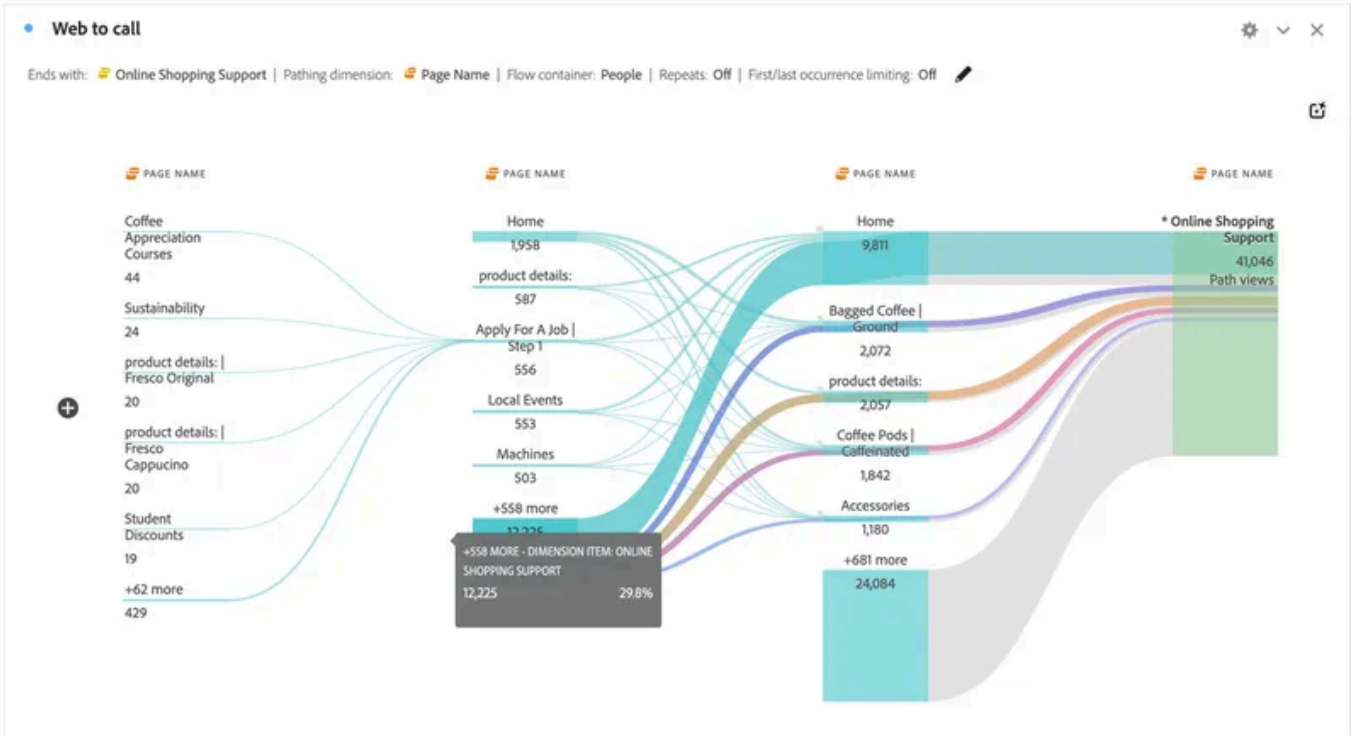
Drag the **Online Shopping Support** reason into the **Ends With** drop down in the freeform and change the pathing dimension to **Page Name.**



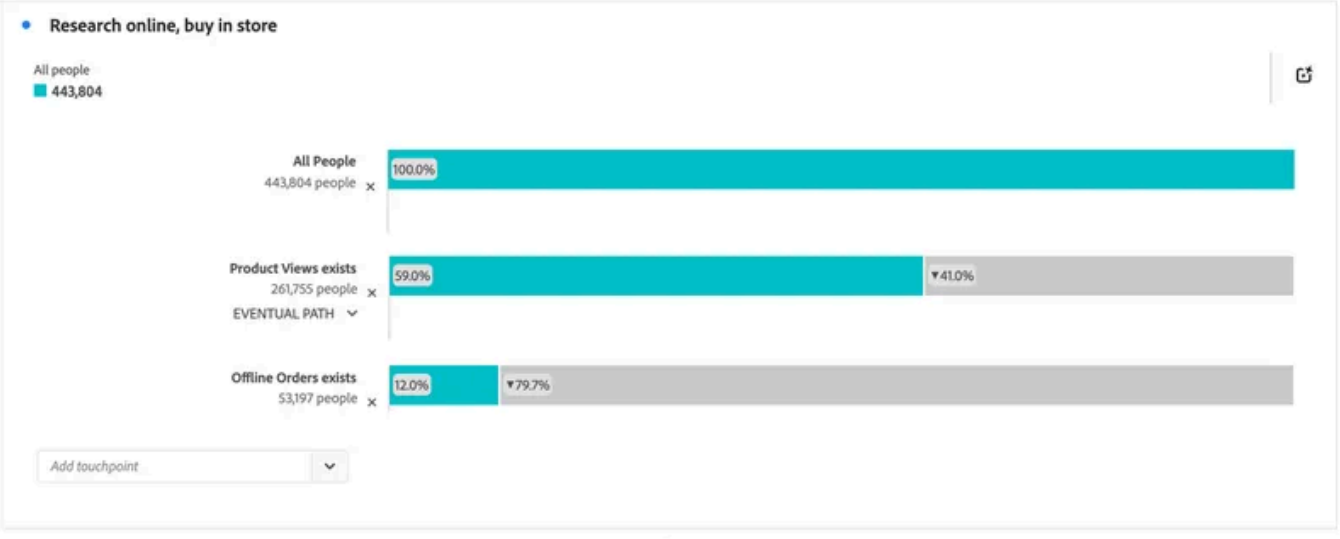

Click **Build**



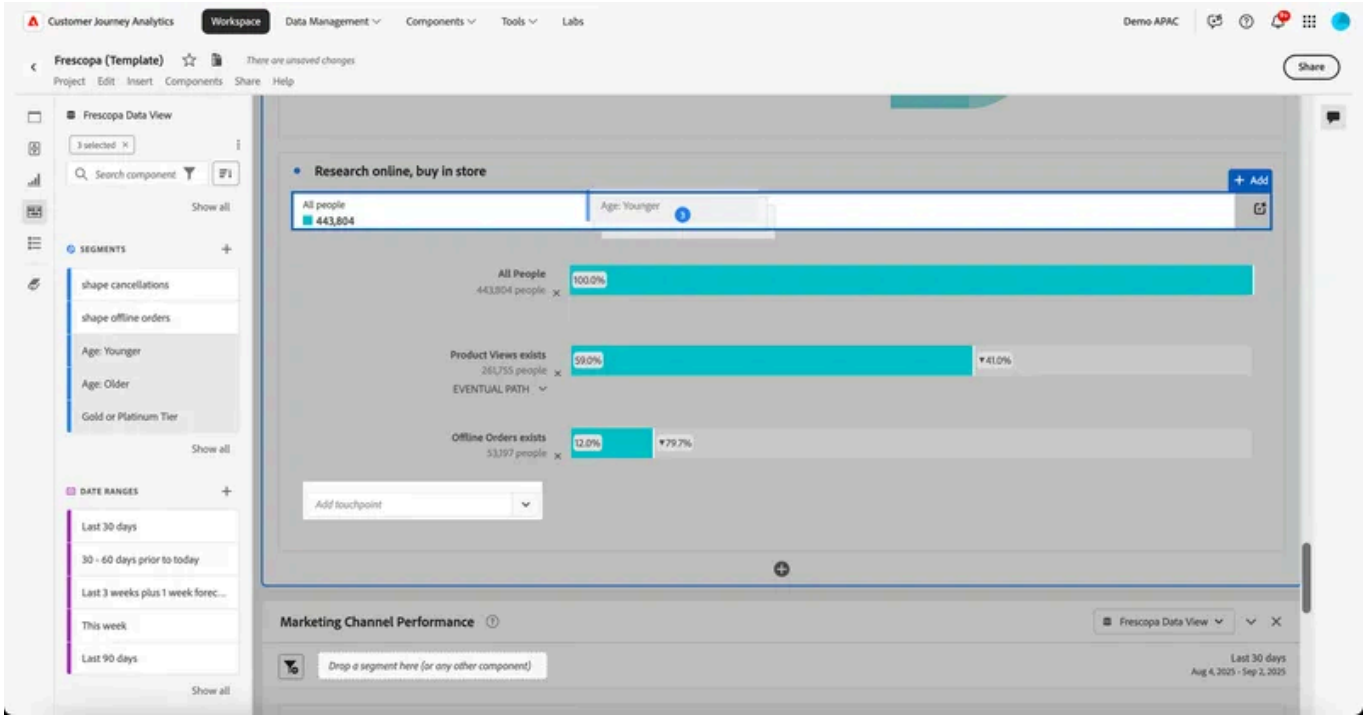

We can now see which pages a customer is viewing on the site in the lead up to a call.




We know a lot of customers research online but buy instore. Scroll down to the **Fallout** visualisation**.** We can see the number of people viewing product pages online before completing an offline order.




Let's take a look at how this behavior compares across segments. Drag the **Age: Younger**, **Age: Older** and **Gold or Platinum Tier** segments and add them to the fallout.




Interestingly we can see that this behaviour is more common with a younger demographic, and our gold and platinum tier members.  A targeted online only offer might help to promote online sales.



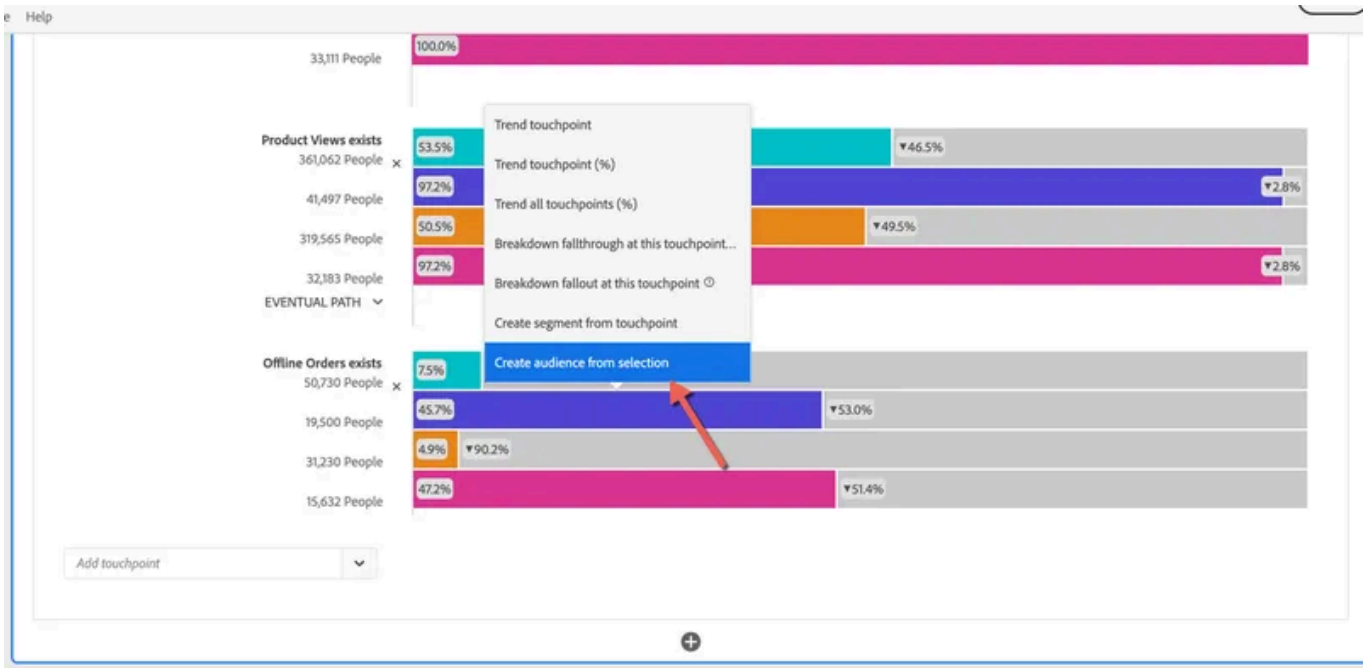
> With these kind of visualisations and connected customer data we can run analysis of fallout and fallthrough that accommodates complex user journeys crossing any number of channels, dimensions and metrics.

# Create Audience

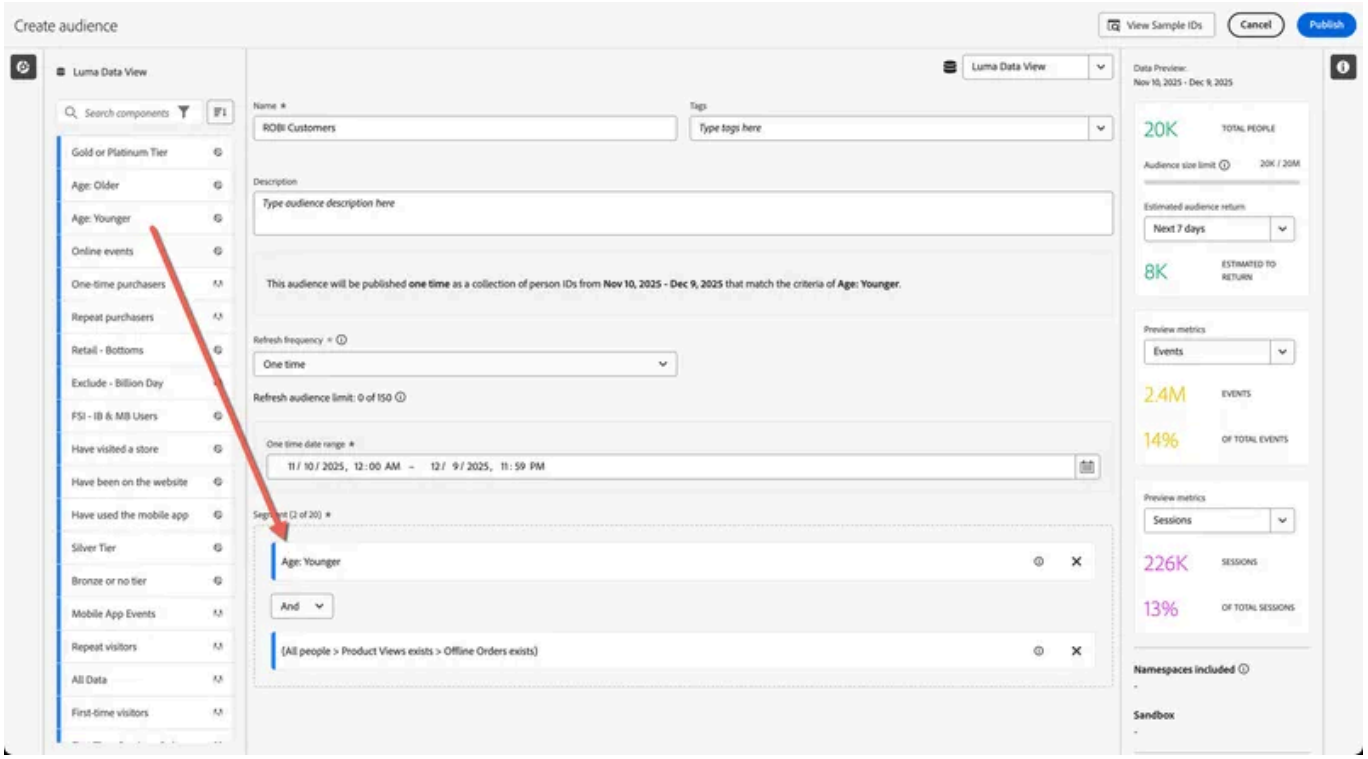
Based on the analysis above, Luma decide to run a targeted online promotion for customers who tend to research online but buy instore to encourage online purchasing.

As an analyst you can create an audience directly from the dashboard for use by Adobe CDP and Journey Optimizer.

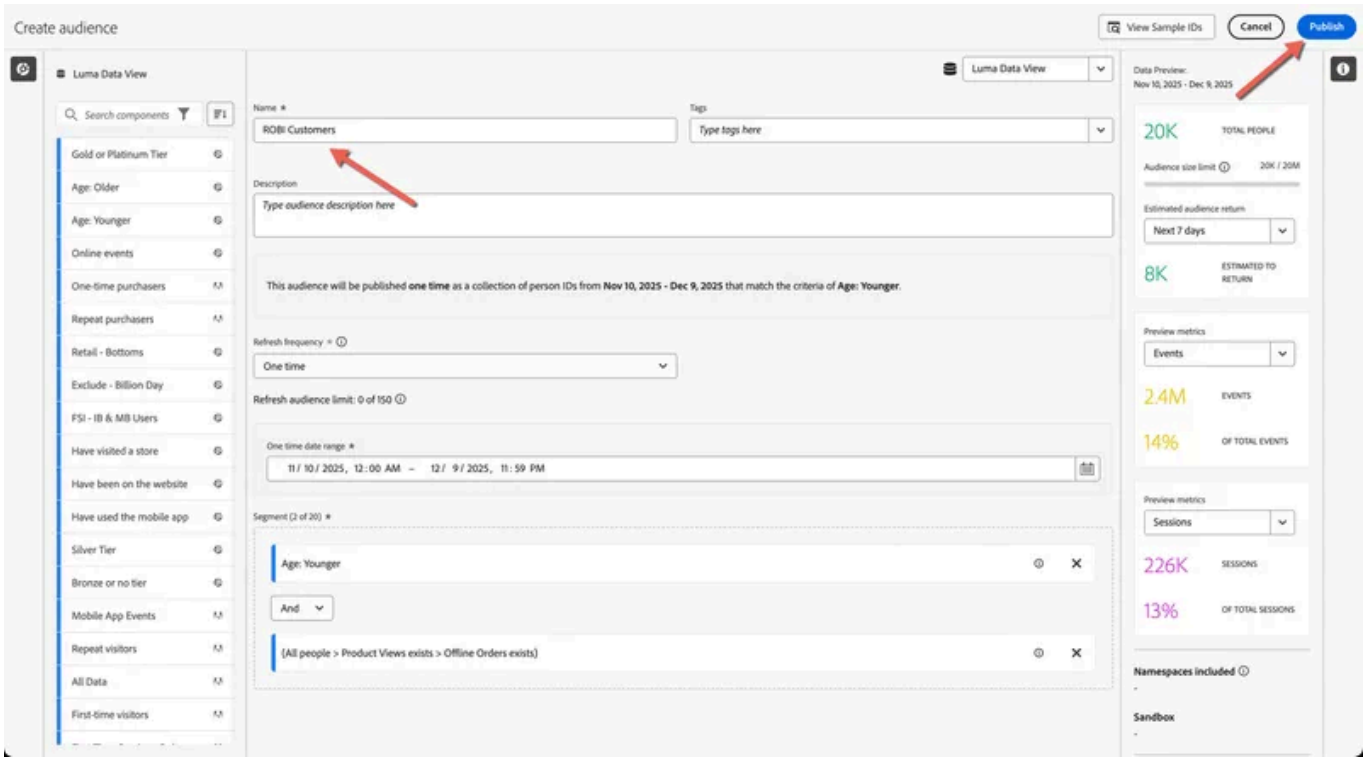
Right click on the last step of the fallout chart and select **Create Audience from selection**



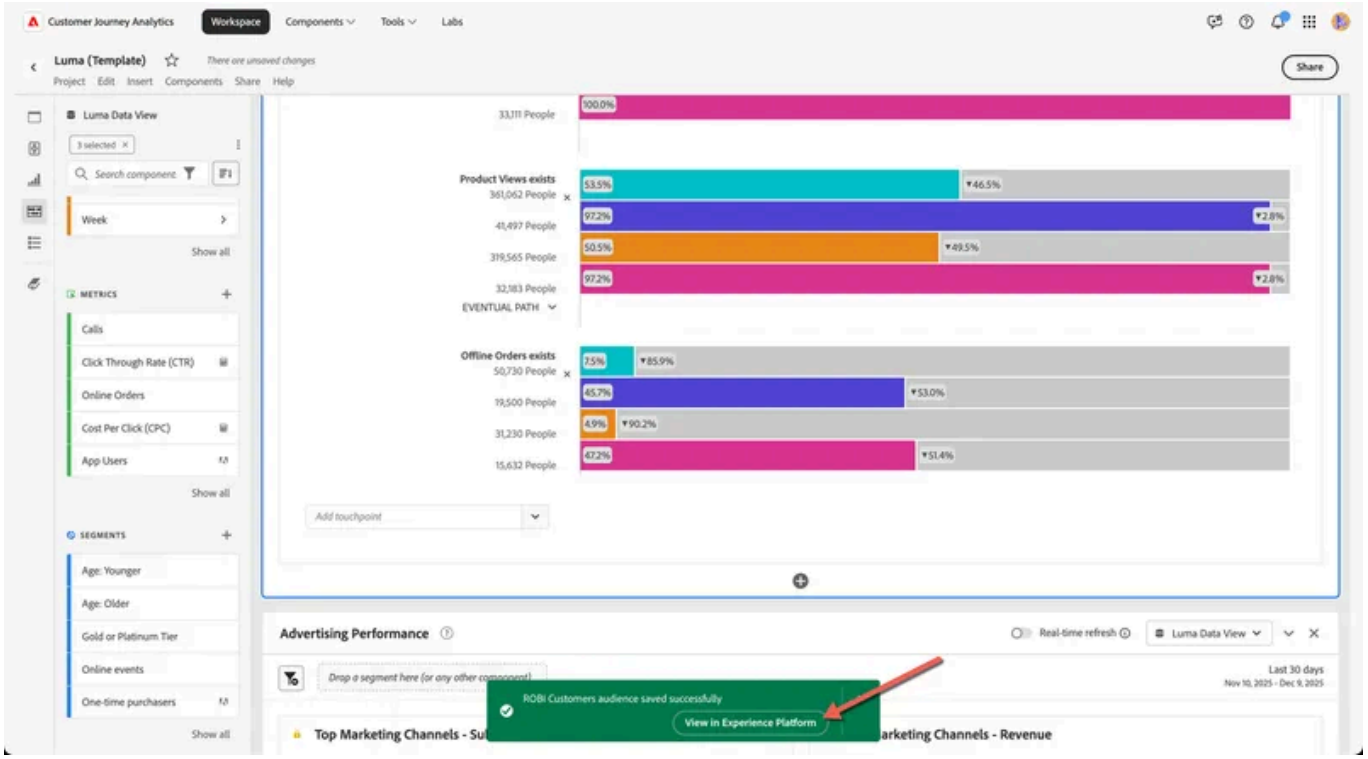

By default it selects just the primary path from the fallout, drag the **Age Younger** segment into the conditions to filter it further.




Give your audience a **name** and click **publish** to share the audience.




The audience is now ready for activation via Adobe CDP and Journey Optimizer.  Click to view the Audience in Adobe Experience Platform.

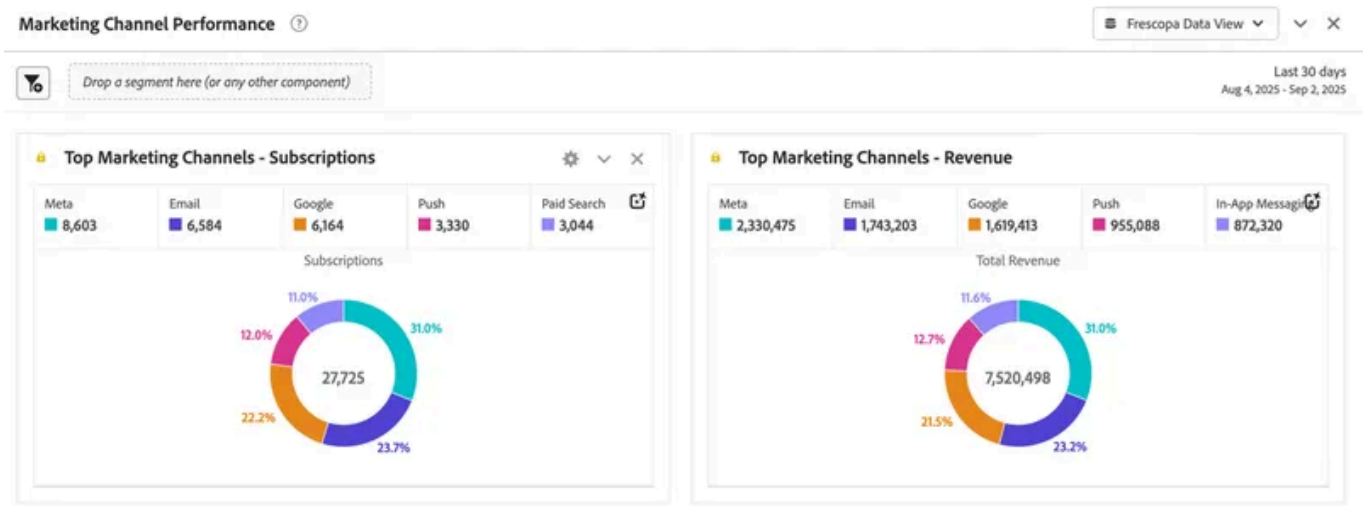



# Bonus Exercises

## Marketing Attribution

Let's take a quick look now at how our marketing channels have been performing.

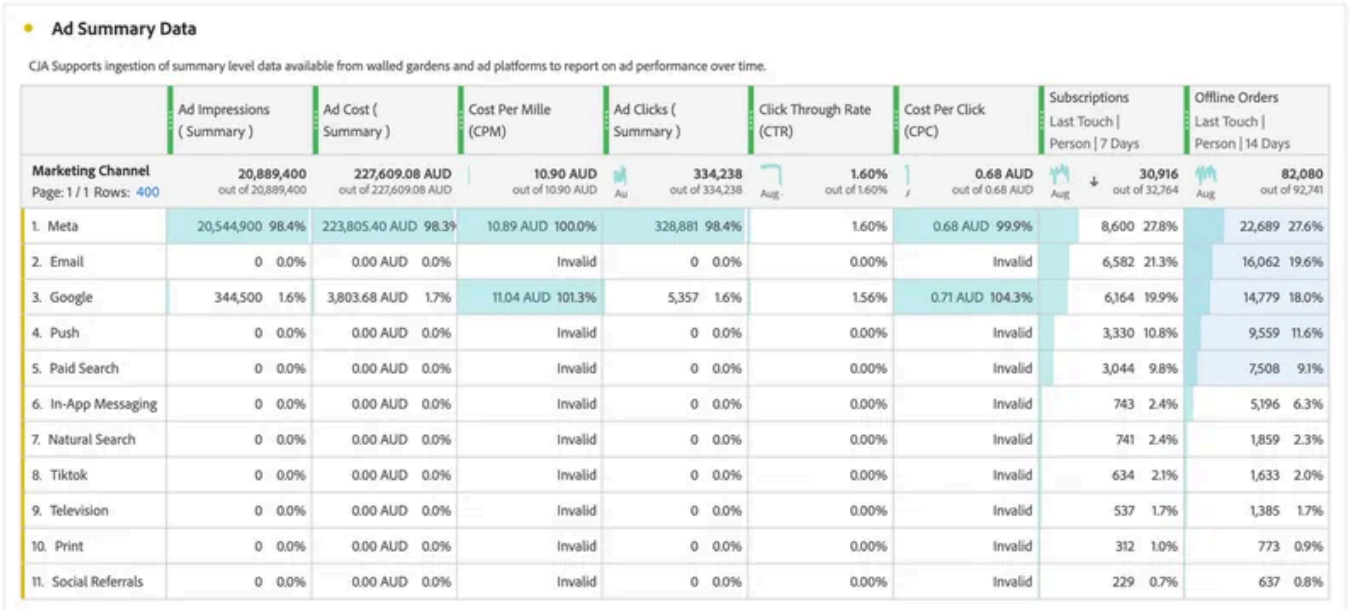
Scroll down to the last panel in your dashboard.  We can see here a quick visualisation to show the top performing channels for both new subscriptions and total revenue.



> The "Marketing channel" dimension differs from the "Interaction Channel" dimension we used earlier. The marketing channel represents the channel the customer came from when landing on the website or app. It is typically derived from campaign parameters attached to digital ads or marketing messages like emails.

If you scroll down to the data table which enables these visualisations, you can see we also have summary data from Meta and Google to understand how many impressions, clicks and the cost for these paid channels for the reporting period. This data is collected as daily aggregates and can be tied to the person level event metrics through shared Campaign Id's collected when a customer clicks through from an Ad.

With this summary level data we can start to report on advertising metrics like cost per click, return on ad spend and cost per aquisition across not only online but offline channels as well.

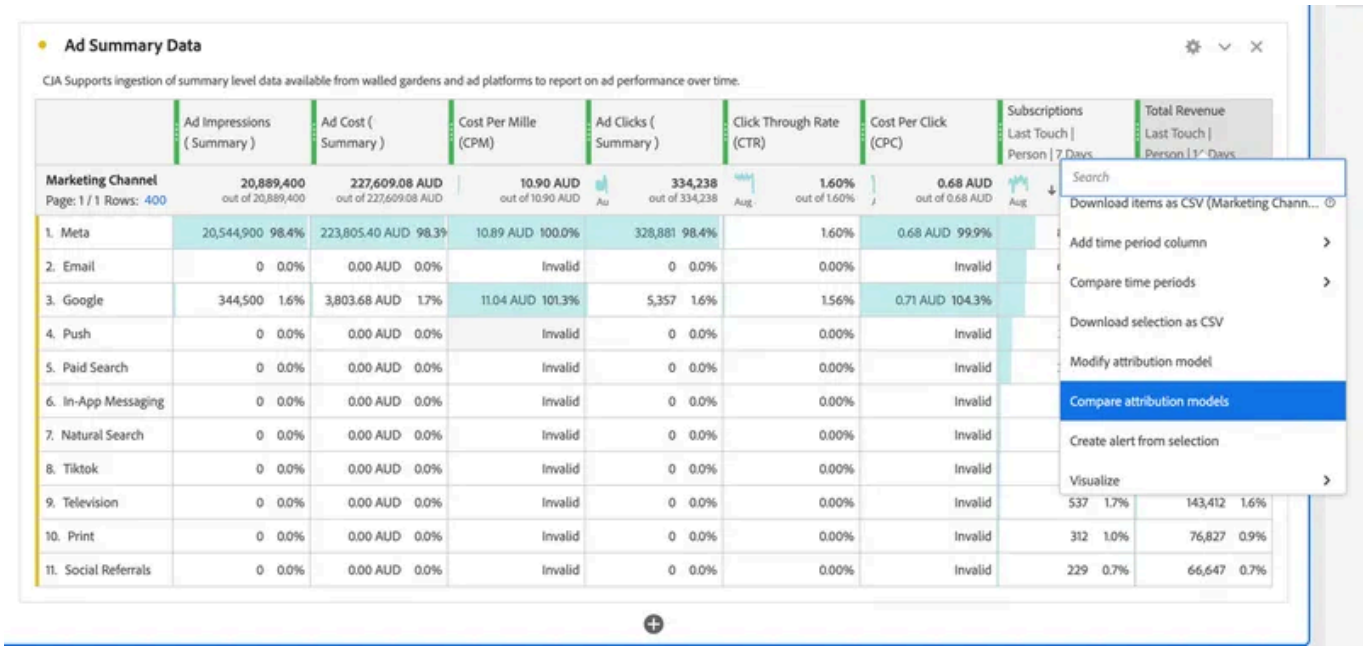


**Ad Summary Data**

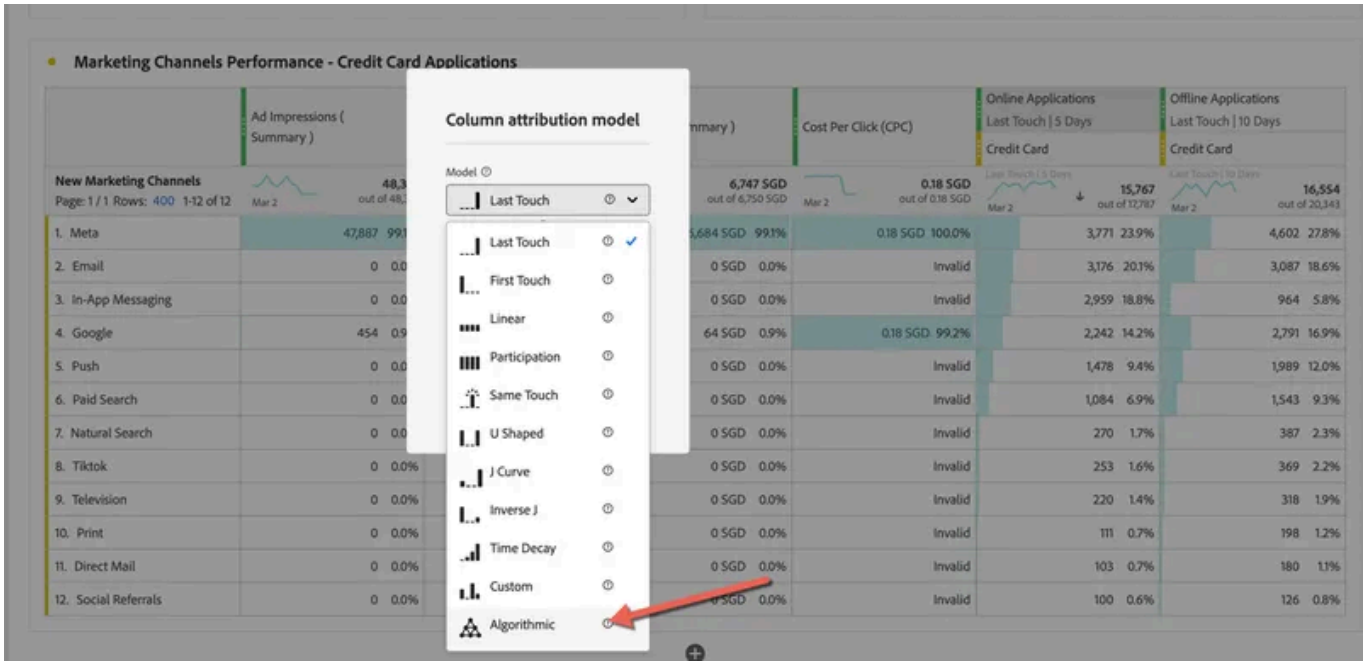
CJA Supports ingestion of summary level data available from walled gardens and ad platforms to report on ad performance over time.

| | Ad Impressions ( Summary ) | Ad Cost ( Summary ) | Cost Per Mille (CPM) | Ad Clicks ( Summary ) | Click Through Rate (CTR) | Cost Per Click (CPC) | Subscriptions Last Touch \| Person \| 7 Days | Offline Orders Last Touch \| Person \| 14 Days |
|---|---|---|---|---|---|---|---|---|
| **Marketing Channel** Page: 1 / 1 Rows: 400 | **20,889,400** out of 20,889,400 | **227,609.08 AUD** out of 227,609.08 AUD | **10.90 AUD** out of 10.90 AUD | **334,238** out of 334,238 | **1.60%** out of 1.60% | **0.68 AUD** out of 0.68 AUD | **30,916** out of 32,764 | **82,080** out of 92,741 |
| 1. Meta | 20,544,900 98.4% | 223,805.40 AUD 98.3% | 10.89 AUD 100.0% | 328,881 98.4% | 1.60% | 0.68 AUD 99.9% | 8,600 27.8% | 22,689 27.6% |
| 2. Email | 0 0.0% | 0.00 AUD 0.0% | Invalid | 0 0.0% | 0.00% | Invalid | 6,582 21.3% | 16,062 19.6% |
| 3. Google | 344,500 1.6% | 3,803.68 AUD 1.7% | 11.04 AUD 101.3% | 5,357 1.6% | 1.56% | 0.71 AUD 104.3% | 6,164 19.9% | 14,779 18.0% |
| 4. Push | 0 0.0% | 0.00 AUD 0.0% | Invalid | 0 0.0% | 0.00% | Invalid | 3,330 10.8% | 9,559 11.6% |
| 5. Paid Search | 0 0.0% | 0.00 AUD 0.0% | Invalid | 0 0.0% | 0.00% | Invalid | 3,044 9.8% | 7,508 9.1% |
| 6. In-App Messaging | 0 0.0% | 0.00 AUD 0.0% | Invalid | 0 0.0% | 0.00% | Invalid | 743 2.4% | 5,196 6.3% |
| 7. Natural Search | 0 0.0% | 0.00 AUD 0.0% | Invalid | 0 0.0% | 0.00% | Invalid | 741 2.4% | 1,859 2.3% |
| 8. Tiktok | 0 0.0% | 0.00 AUD 0.0% | Invalid | 0 0.0% | 0.00% | Invalid | 634 2.1% | 1,633 2.0% |
| 9. Television | 0 0.0% | 0.00 AUD 0.0% | Invalid | 0 0.0% | 0.00% | Invalid | 537 1.7% | 1,385 1.7% |
| 10. Print | 0 0.0% | 0.00 AUD 0.0% | Invalid | 0 0.0% | 0.00% | Invalid | 312 1.0% | 773 0.9% |
| 11. Social Referrals | 0 0.0% | 0.00 AUD 0.0% | Invalid | 0 0.0% | 0.00% | Invalid | 229 0.7% | 637 0.8% |

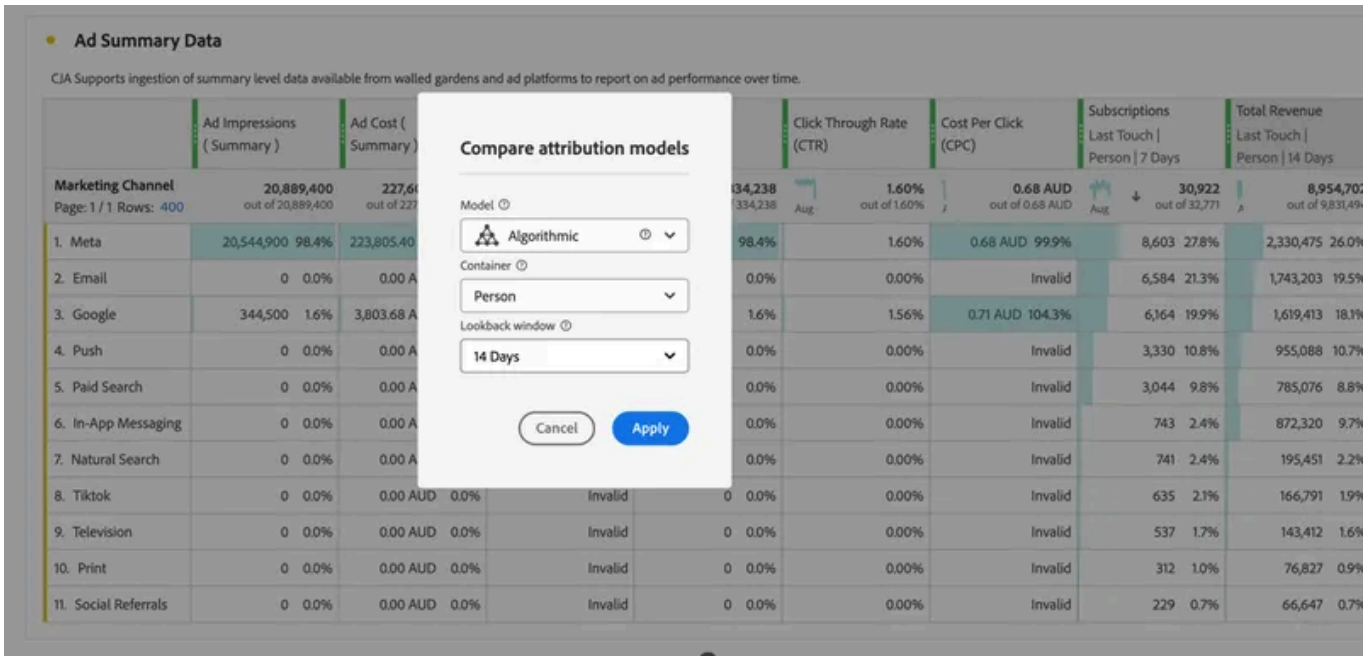
Currently Luma is using a last touch attribution model, this means they assign 100% of the credit for the conversion to the last channel that the customer came from, but what if the customer sees more than one marketing message? CJA supports 11 different attribution models, including Algorithmic attribution which uses machine learning and statistical modelling to distribute credit across multiple touchpoints. Right click on the Total Revenue column and select **Compare attribution model.**



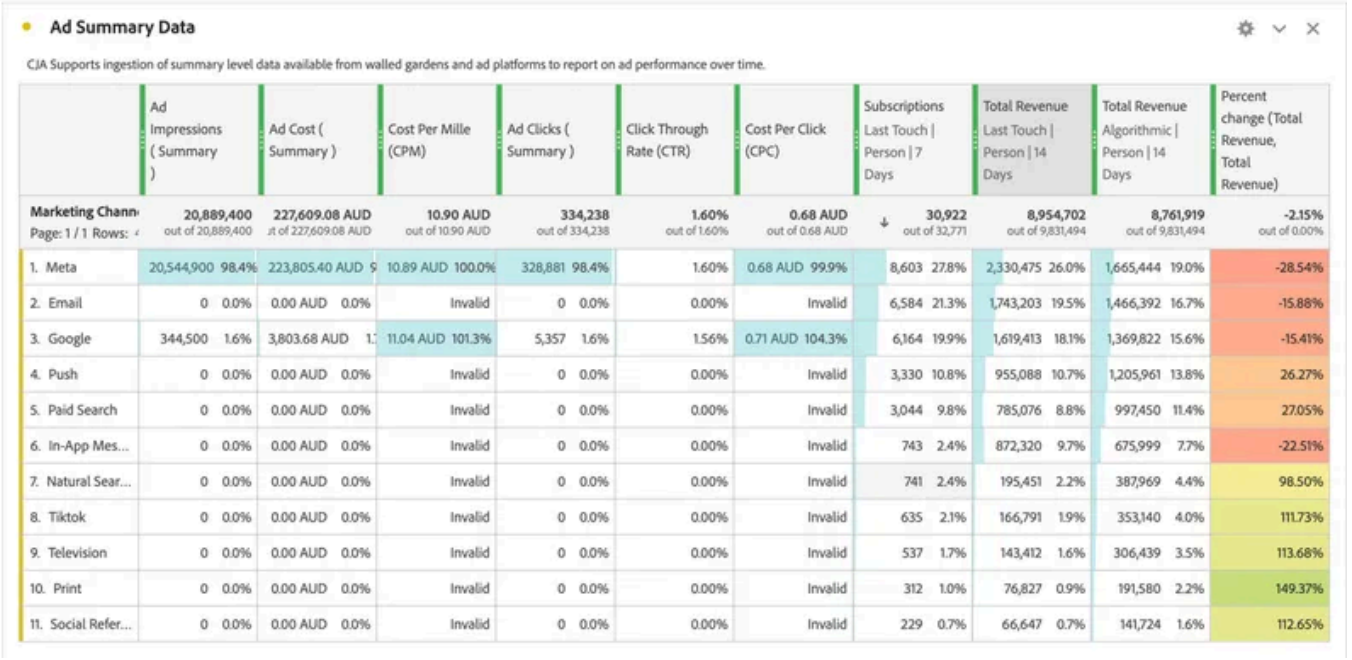

Select **Algorithmic**




Update the **lookback window** the 14 days and click **Apply**




We can see the credit applied to our top 3 channels have all been reduced and greater weight applied to channels we otherwise might have deprioritized.



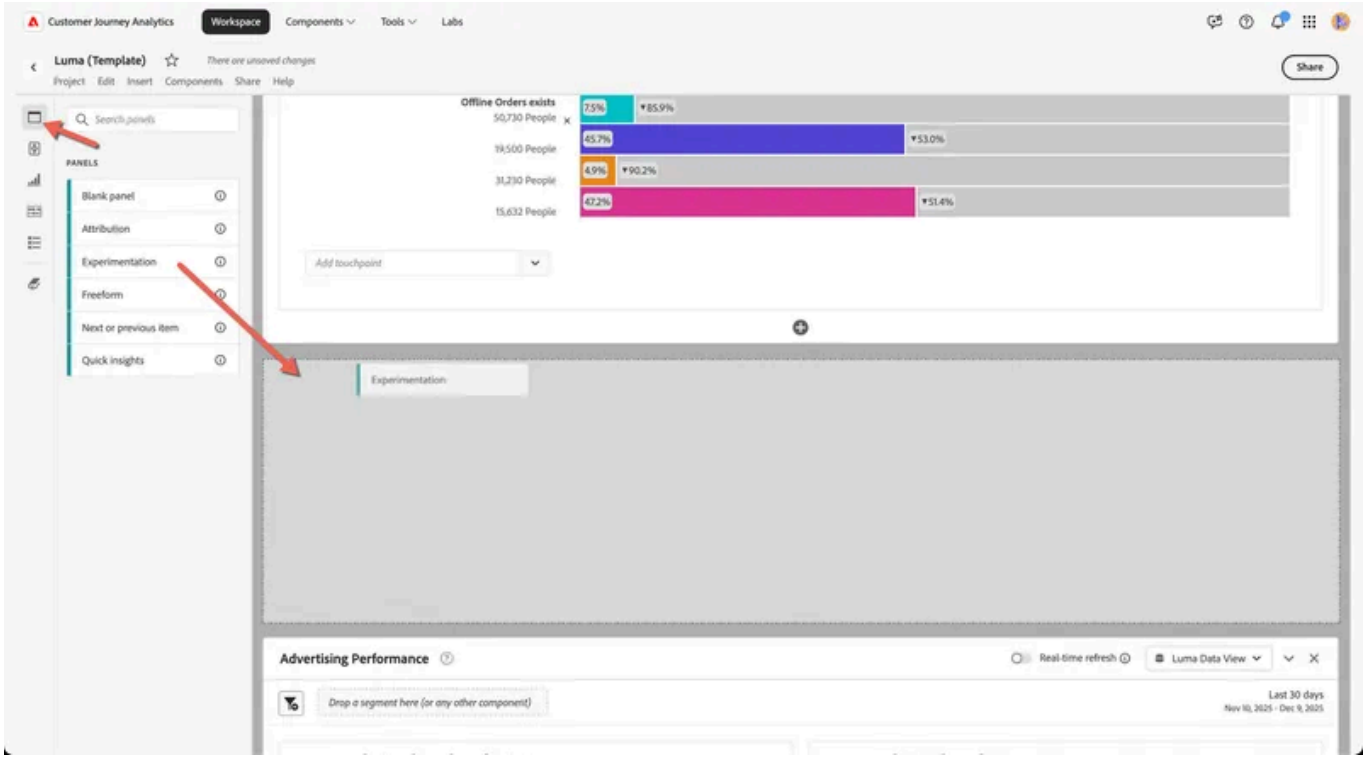

> Adobe's Attribution IQ allows customers to understand the full impact of their marketing efforts whether the conversion happens online or offline.

## Experimentation Panel

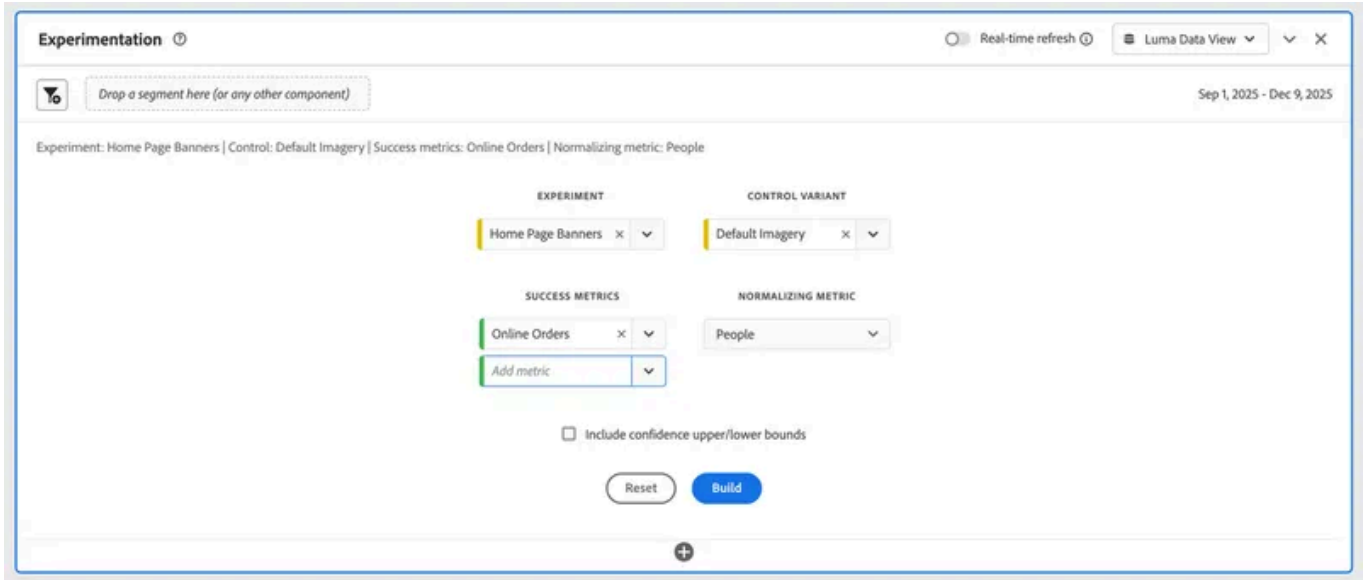
In this exercise you'll learn how to use Adobe's Experimentation panel.  The **Experimentation** panel lets analysts compare different user experiences, marketing, or

messaging variations to determine which is best at driving a specific outcome.

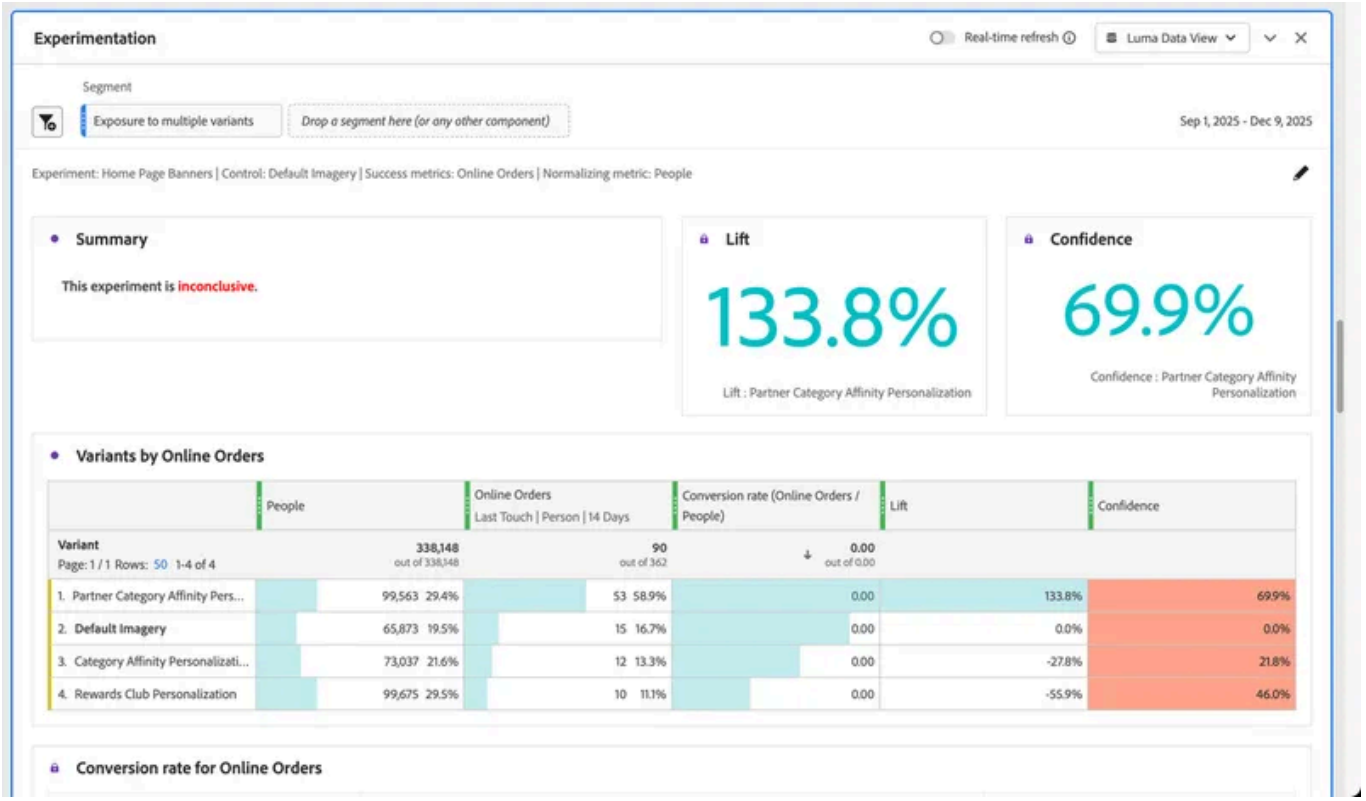
- From the left rail, select **Panels**.
- **Drag-and-drop** the **Experimentation** panel into the canvas




Select **Home Page Banners** from the list of experiments and select **Default Imagery** as the control variant.  We want to measure the experiments impact on **online orders**, so set this as the **Success Metric.**




Click **Build** to show the results.




We can see the experiment results are currently inconclusive. While the *Partner Category Affinity Personalisation* variant showed a significant lift of **133.8%**, its confidence level was only **69.9%**, which is below the typical threshold for statistical significance. Other variants, such as *Default Imagery* and *Rewards Club Personalisation*, demonstrated negligible or negative lift with low confidence scores. This suggests that although one variant appears promising, more data or further testing is needed before making any definitive changes.

Read more about **Interpreting the Results of your experiment**

# Summary

Customer Journey Analytics empowers organisations to see the full customer journey across every channel - online and offline. CJA unifies fragmented data into a single, intuitive interface, enabling even non-technical users to uncover deep, actionable insights with drag and drop ease. With Data Insights Agent we're democratising access even further building reports through natural language prompts. Whether you're optimising campaigns or troubleshooting customer pain points, CJA delivers clarity, agility, and precision that traditional analytics tools simply can't match.

# 5. Lab 2: Asset Management

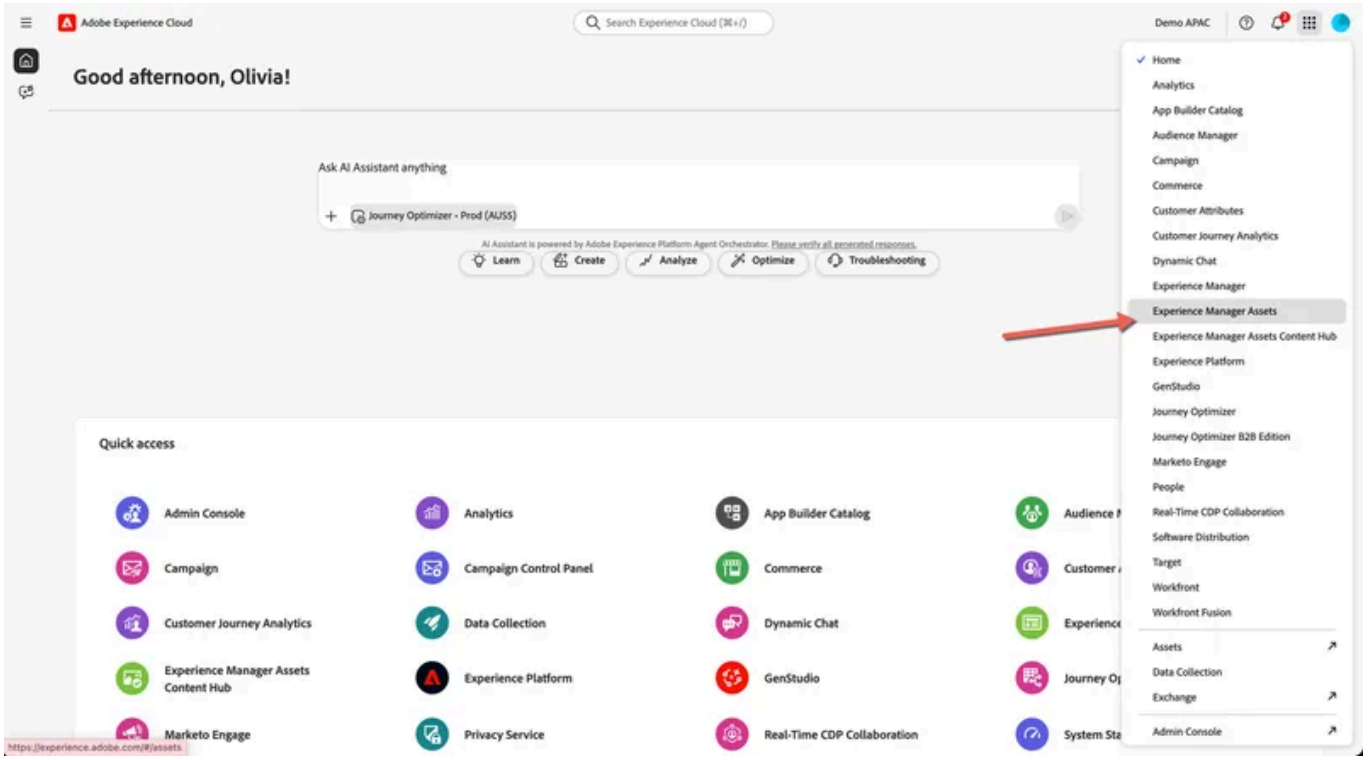
## Objective

In this lab you'll learn how **Adobe Experience Manager Assets** is used to manage the product images for Adobe Commerce and the creative for your marketing campaigns.

Through automation, access controls and built in approval processes, you can ensure users have streamlined access to approved imagery directly from the applications they're working in.

## Access

Switch to **Adobe Experience Manager Assets** using the solution switcher:

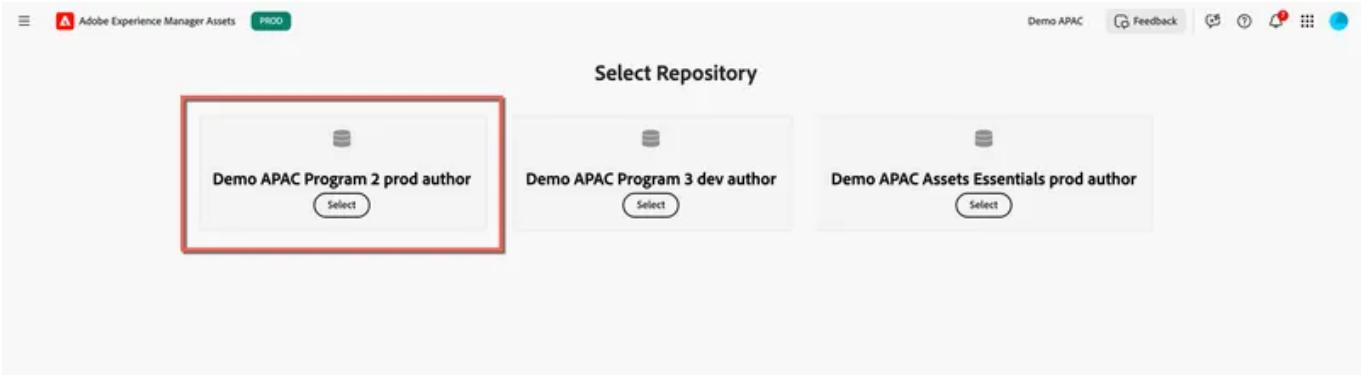



## Select Repository

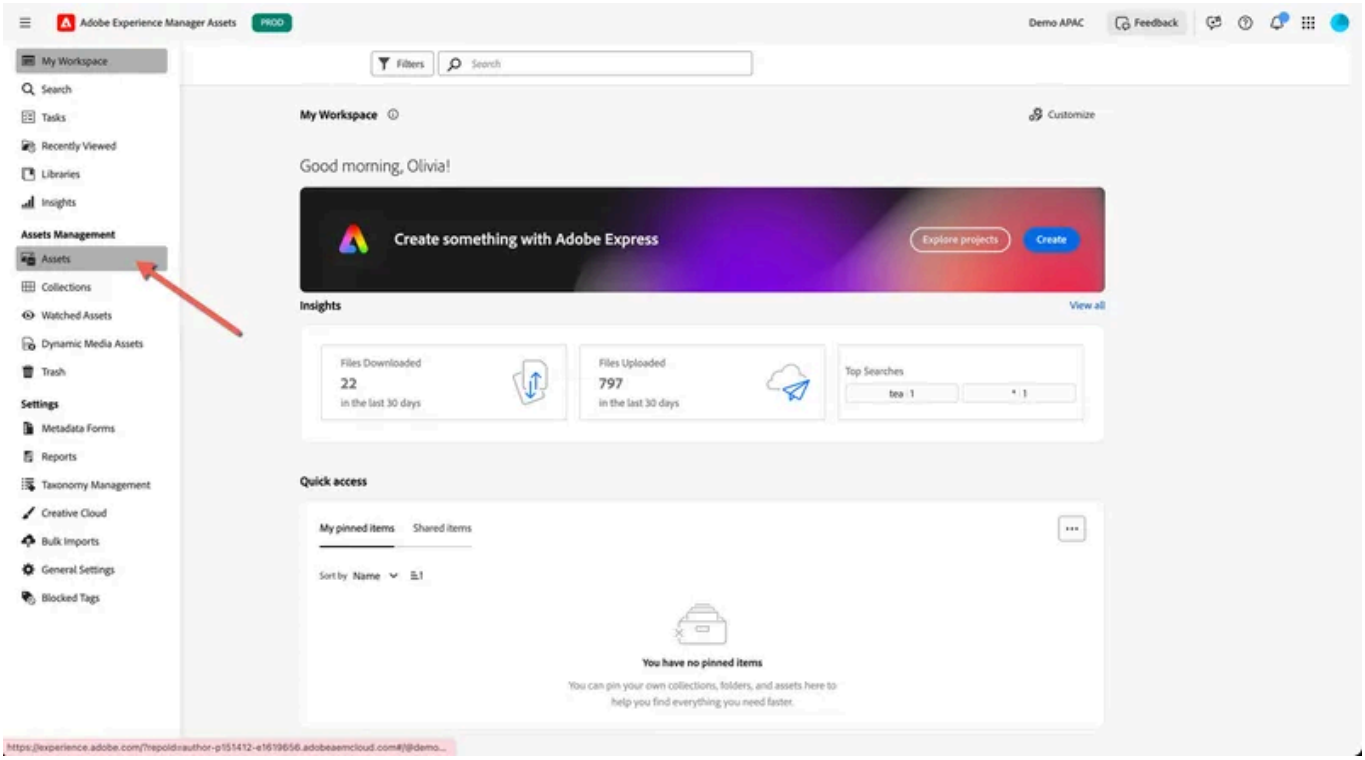
Each AEM environment has multiple repositories, access to each repository is managed by user access controls.  For the lab we will use the **Demo APAC Program 2 prod** environment and we'll leverage 2 repositories:  **author** and **delivery**

The author environment is where unapproved assets will live, once approved, they are automatically transfered to the delivery repository.

1. Select the **Demo APAC Program 2 prod author** repository.




2. From the navigation on the left select **Asset Management → Assets**



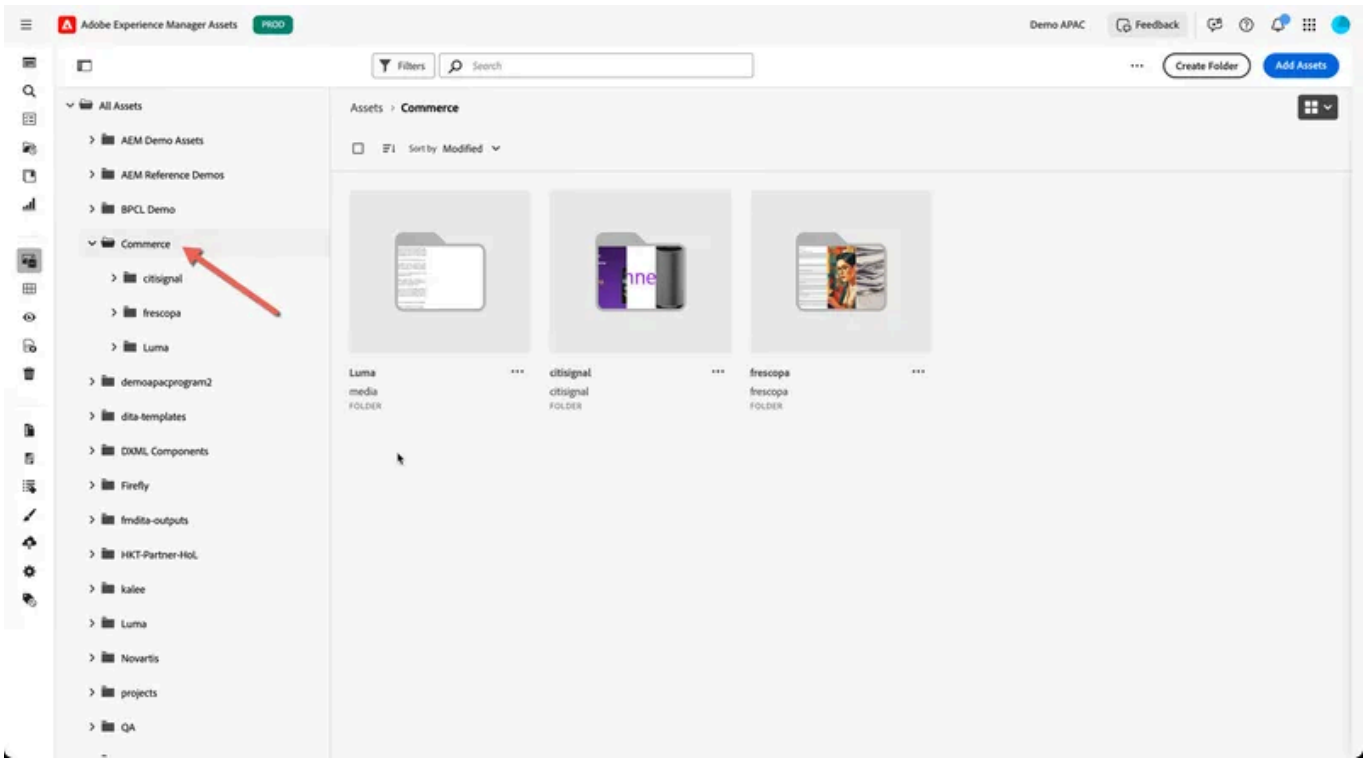
You can switch repositories at any time by clicking on your profile icon in the top right corner:



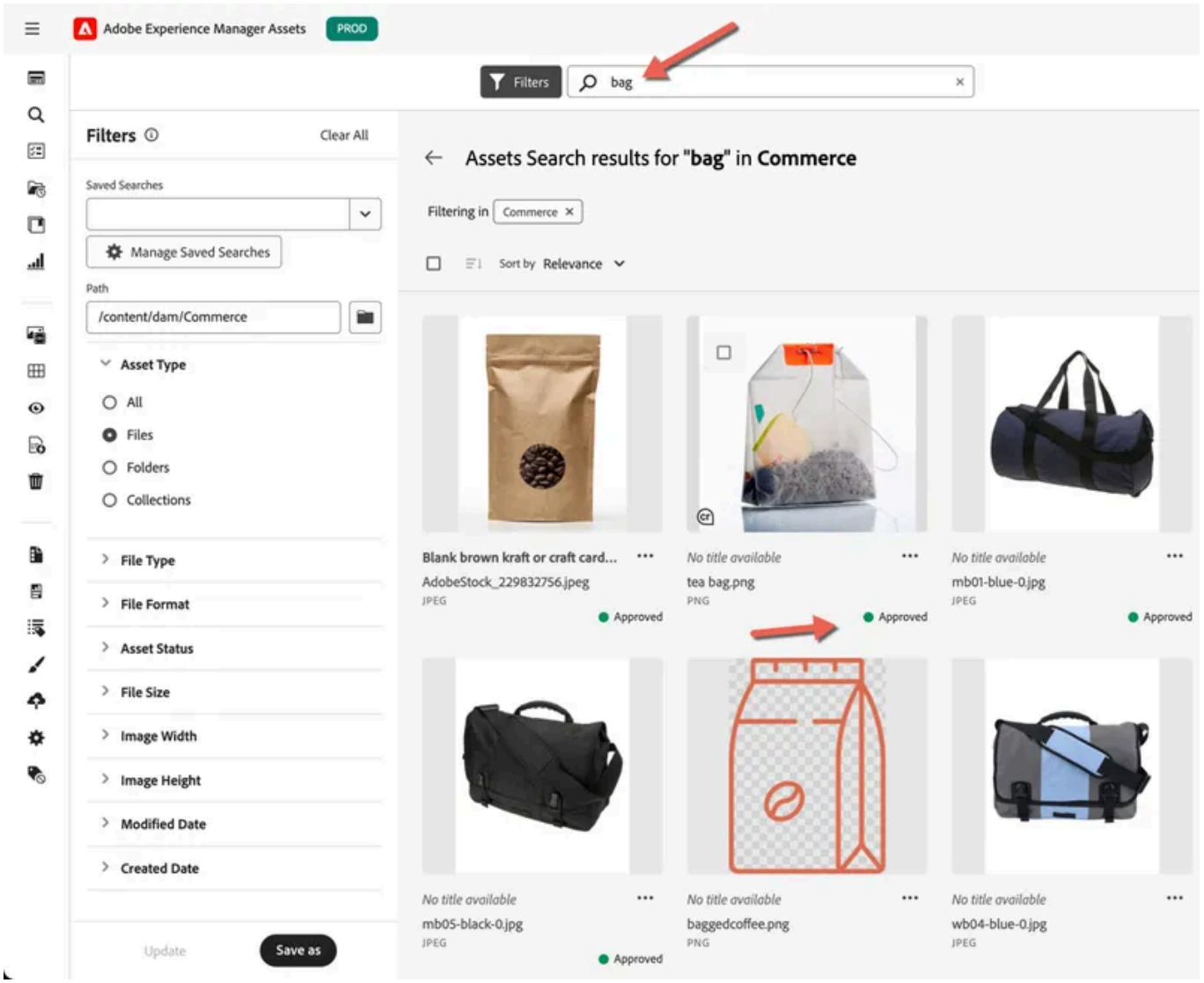
## View Product Assets

Product imagery for your website and mobile app are managed through the asset repository and approved assets are automatically synchronized with the Adobe Commerce Product Catalog using commerce based meta data attached to the image.

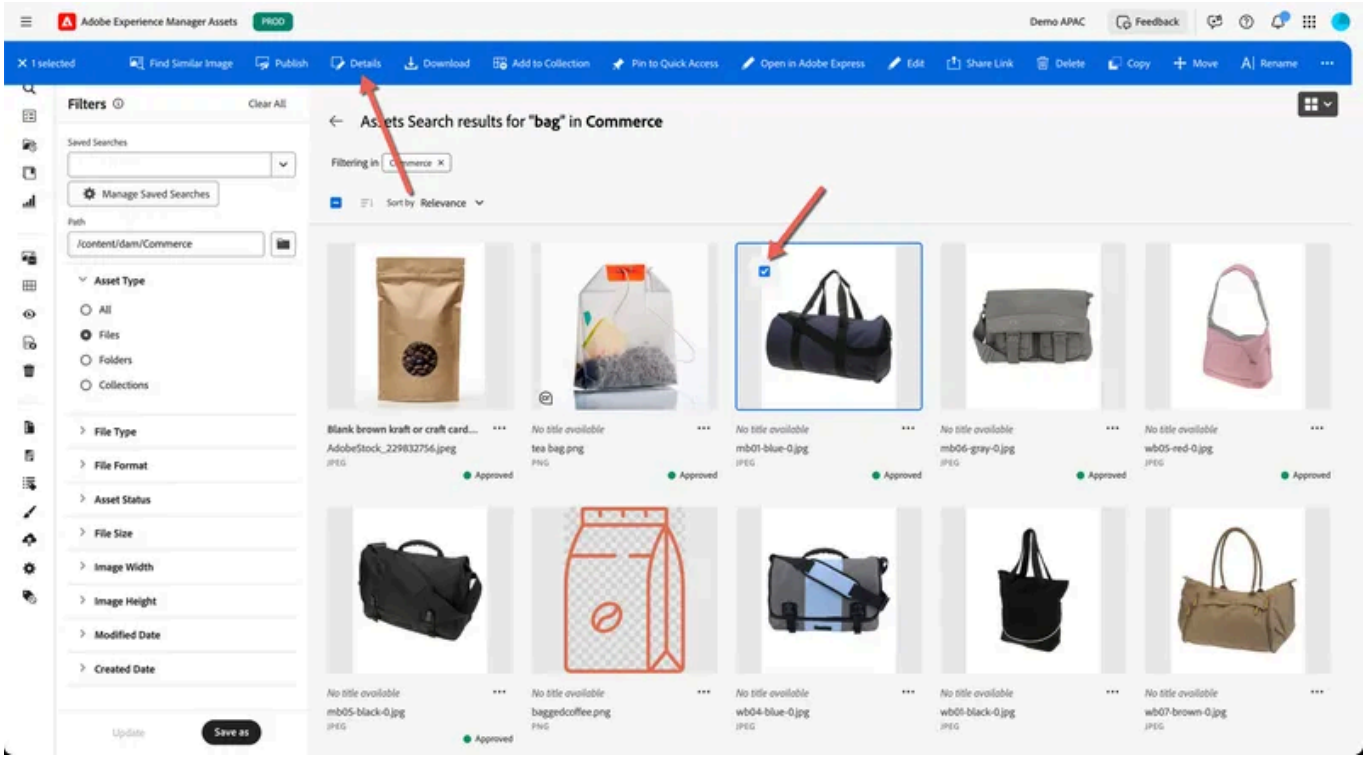
1. Click into the **Commerce** folder



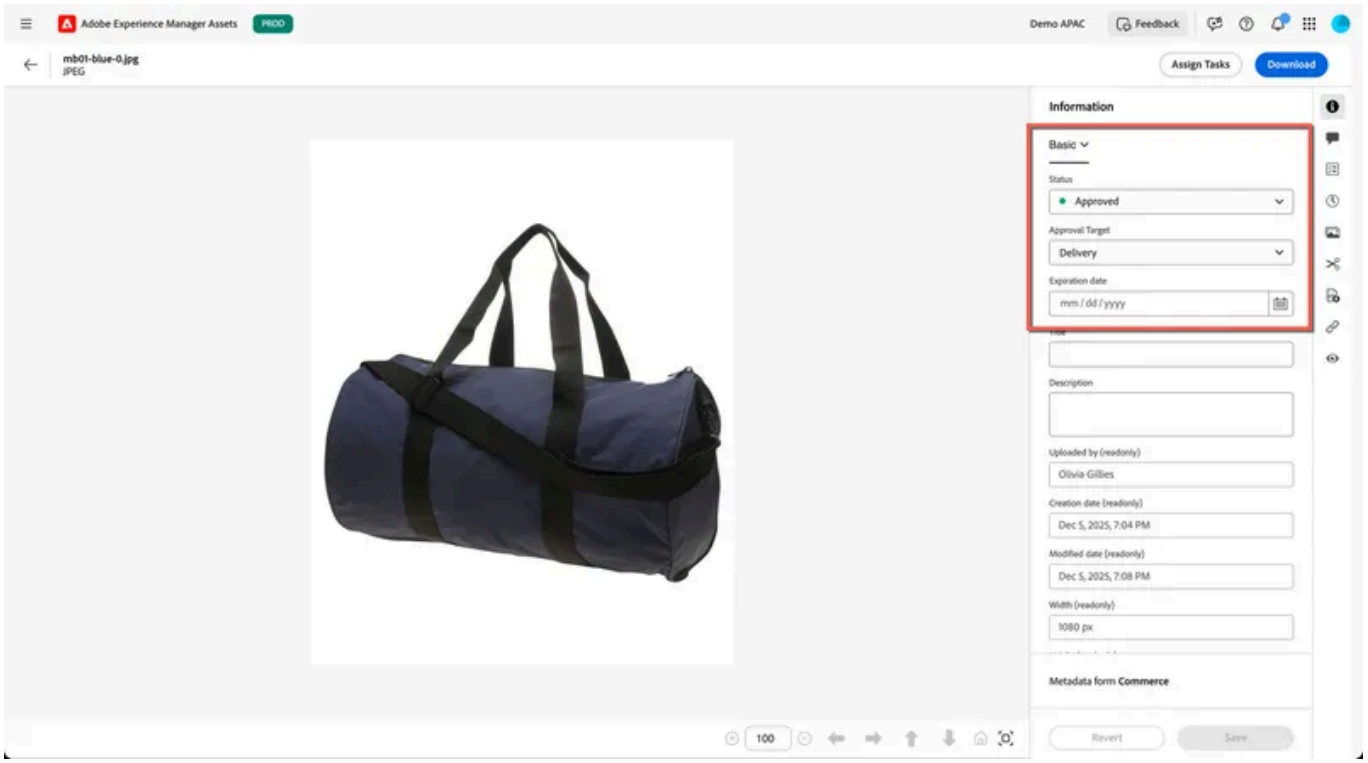

2. Search for **bag** and click enter.  You'll notice approved assets are flagged.



3. Click on the **mb01-blue-0.jpg** and select to view details.



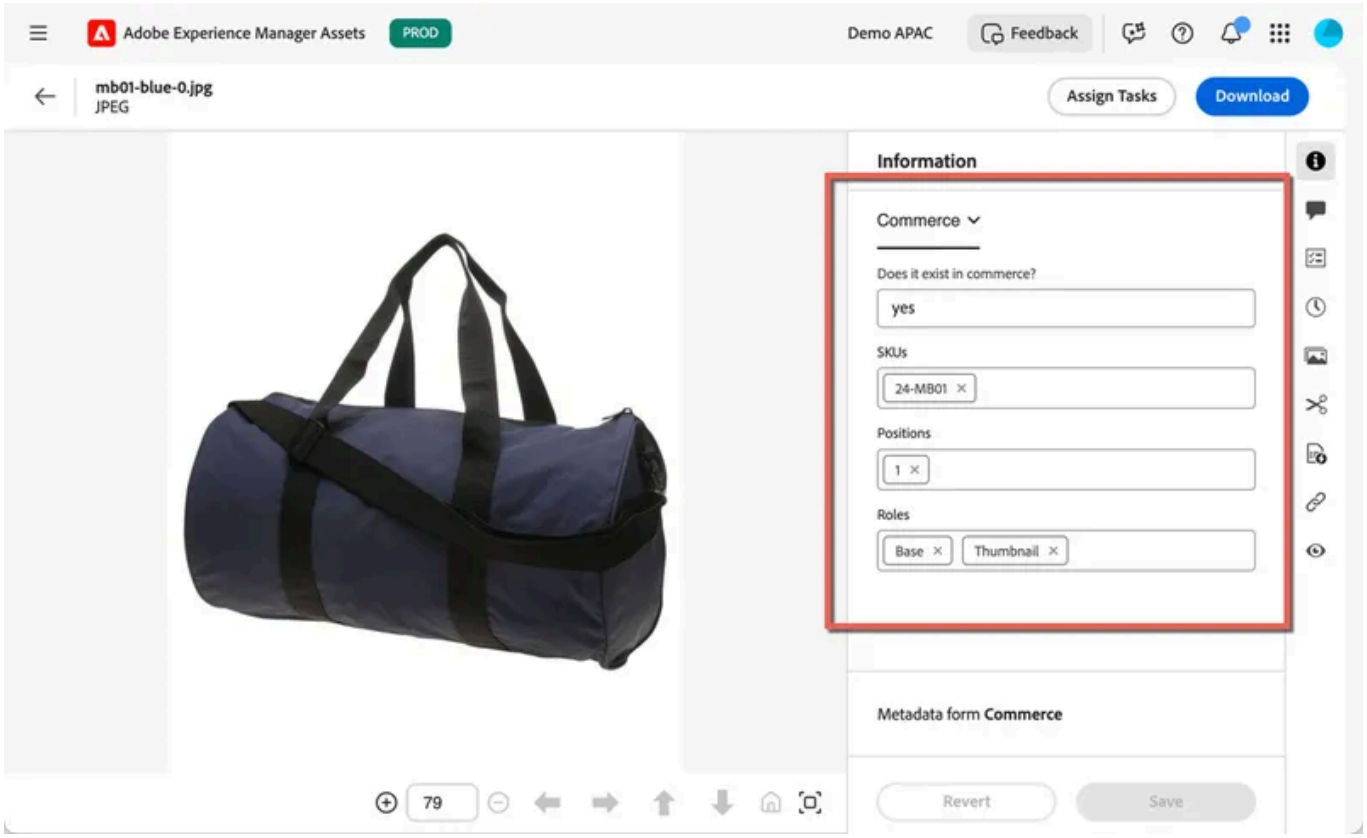

4. You can see the Approval status and target in the **Basic** metadata on the right.



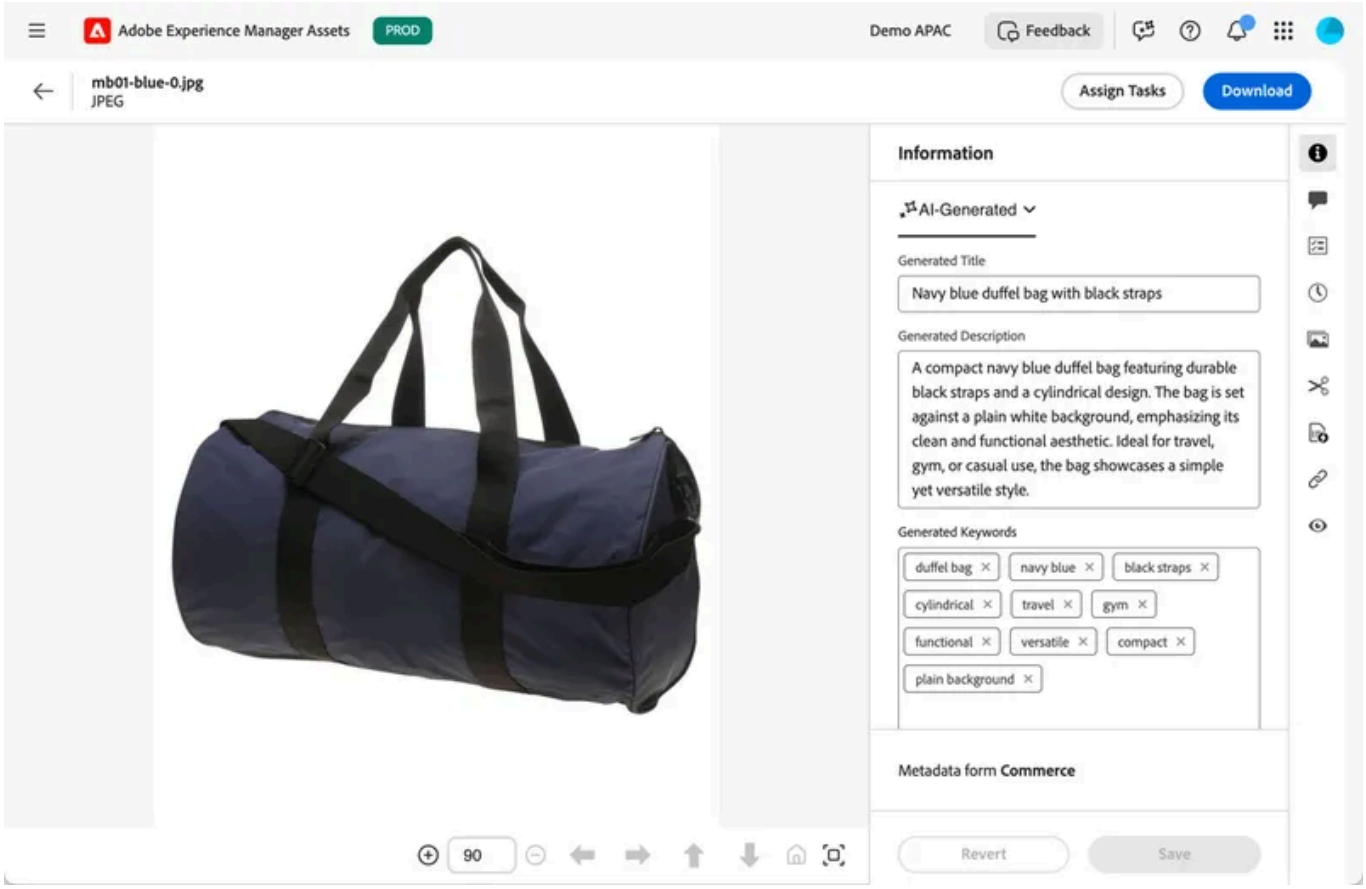

5. Change to the **Commerce** meta data tab by using the drop down.

Document image

6. Here you can see the metadata which is used by Commerce to know which product and which role (or roles) and positions the image should be used.



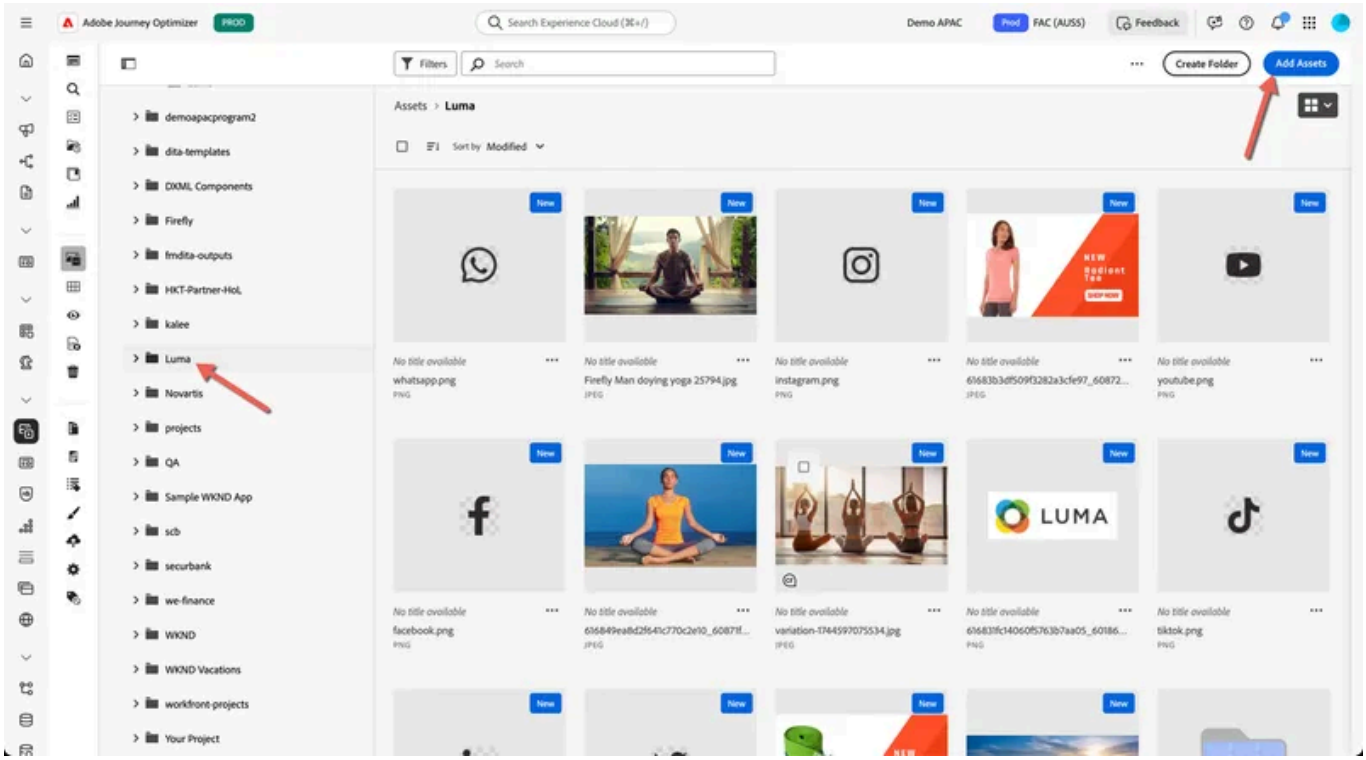

7. The AI-Generated tab shows the automated AI tags attached to the image.



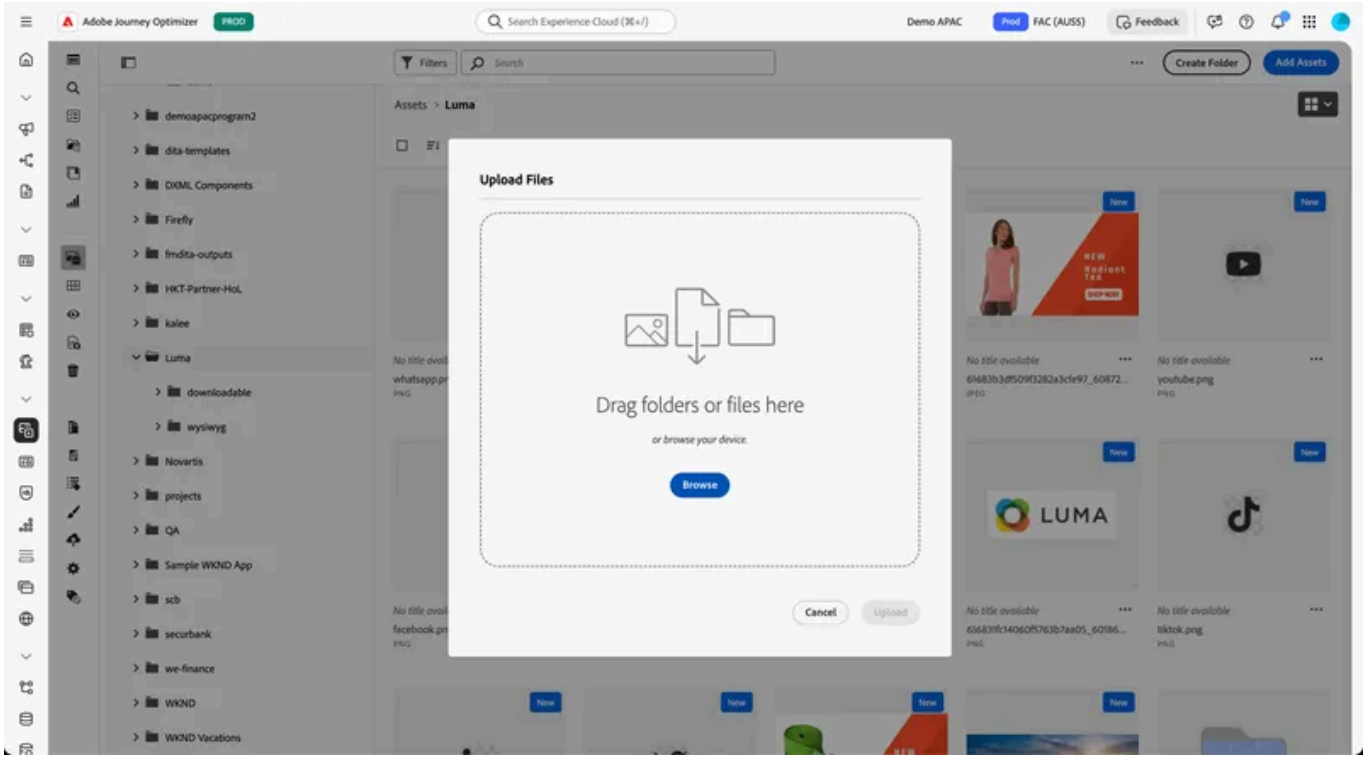

# Import Banner Image

If you have a image handy on your laptop you can import it into the asset repository.

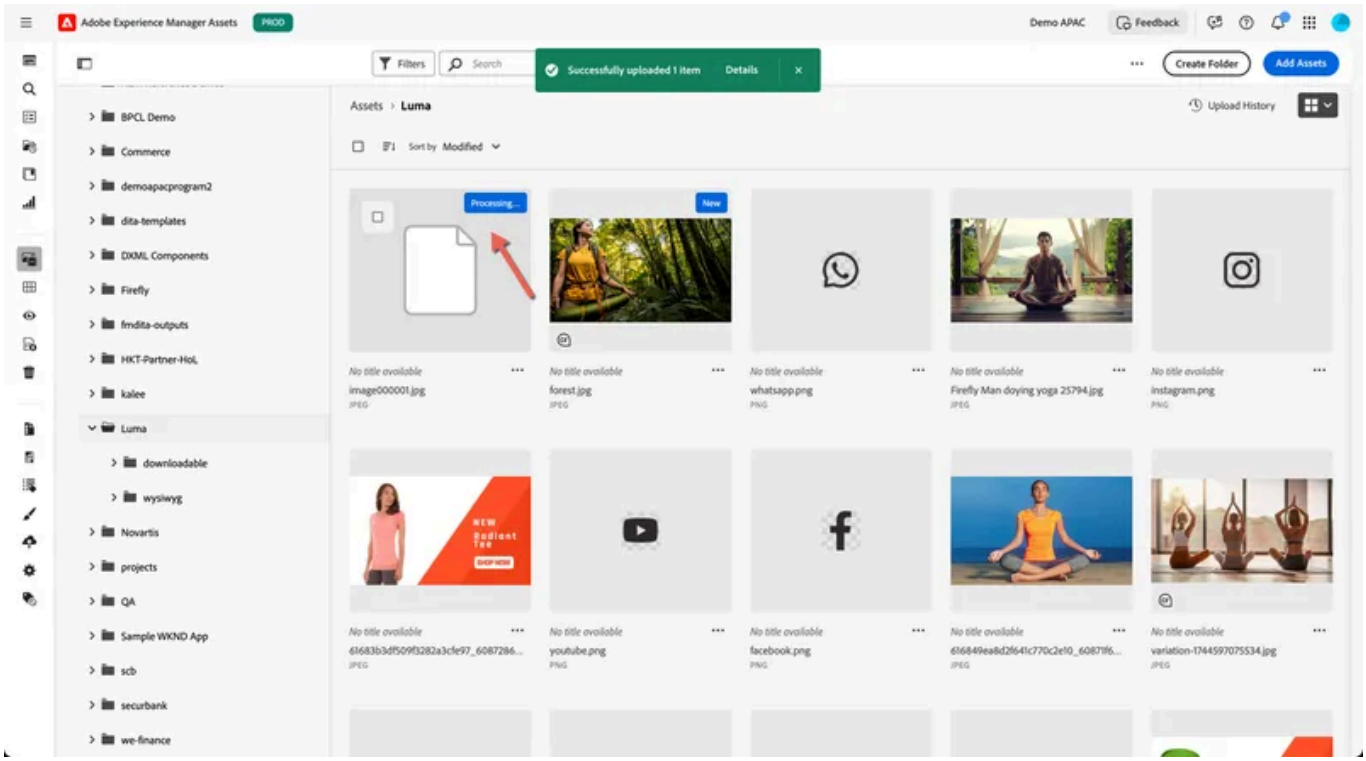
1. Click into the luma folder and click to **Add Assets**



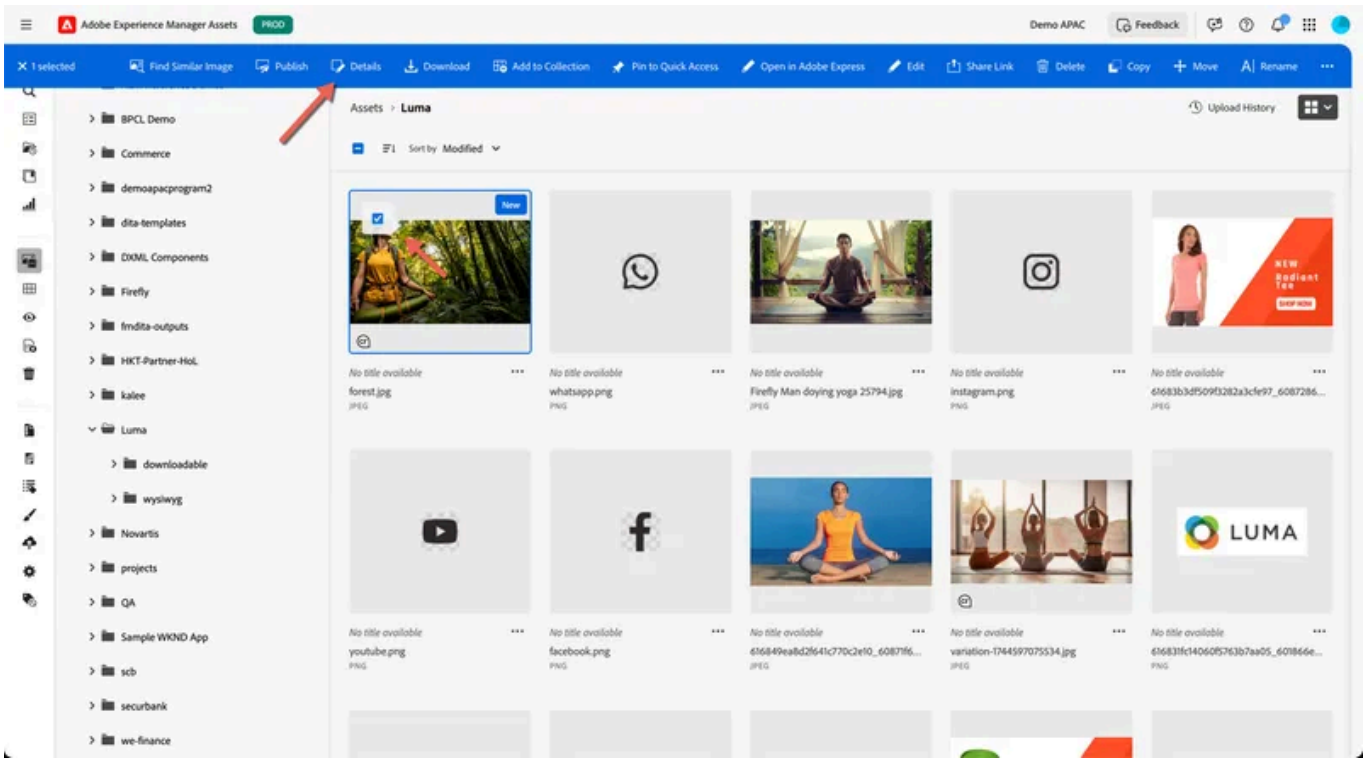
2. Drag an image from your laptop into the folder.



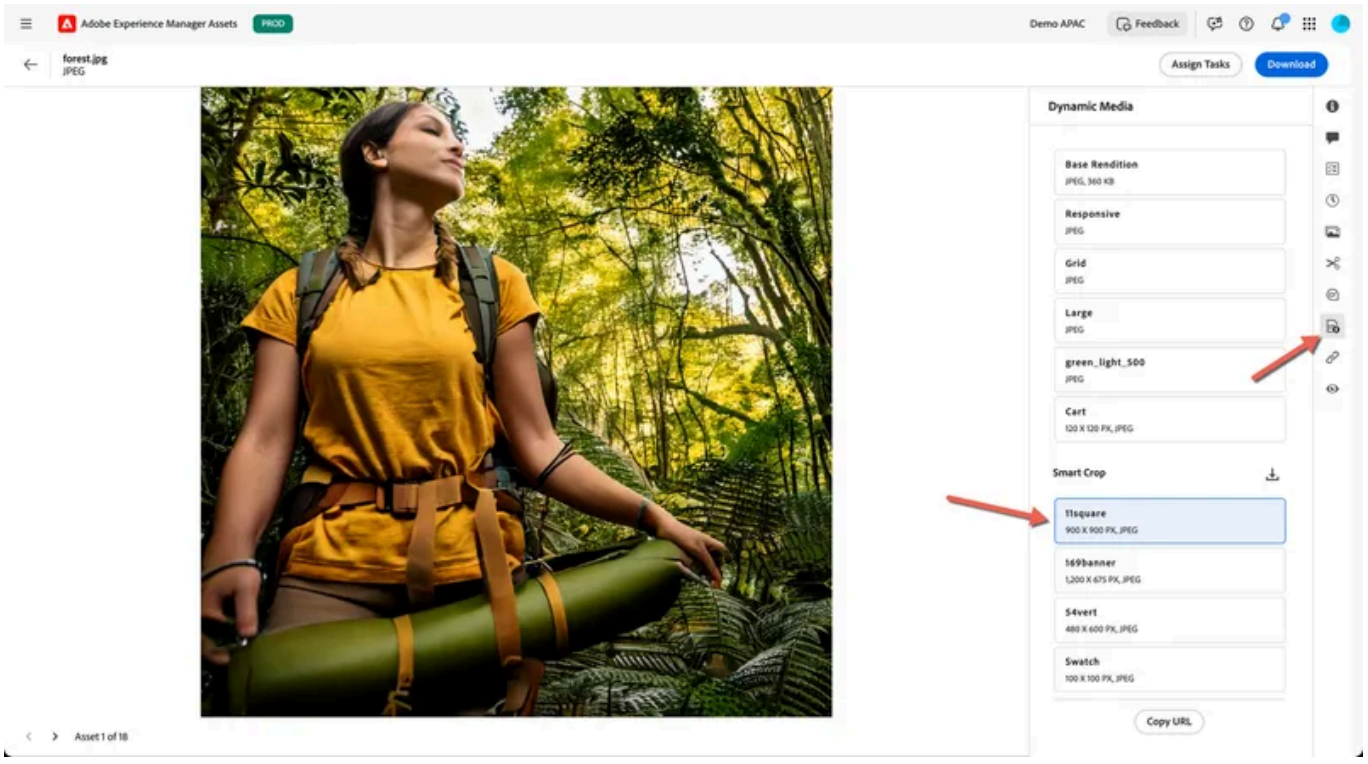

3. Once uploaded the automated processing will start. Wait for a minute or so for the processing to complete.



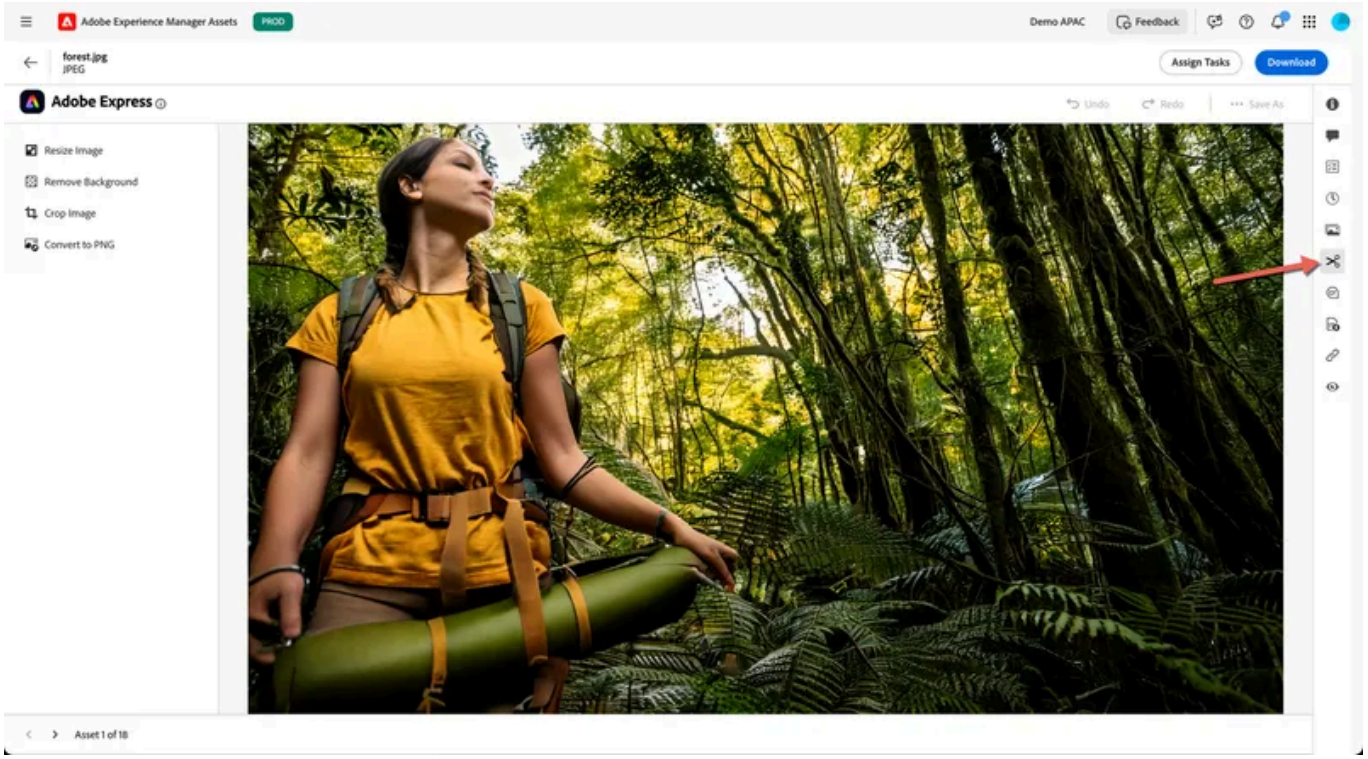

4. Once the status moves to New from Processing. Click to view the details



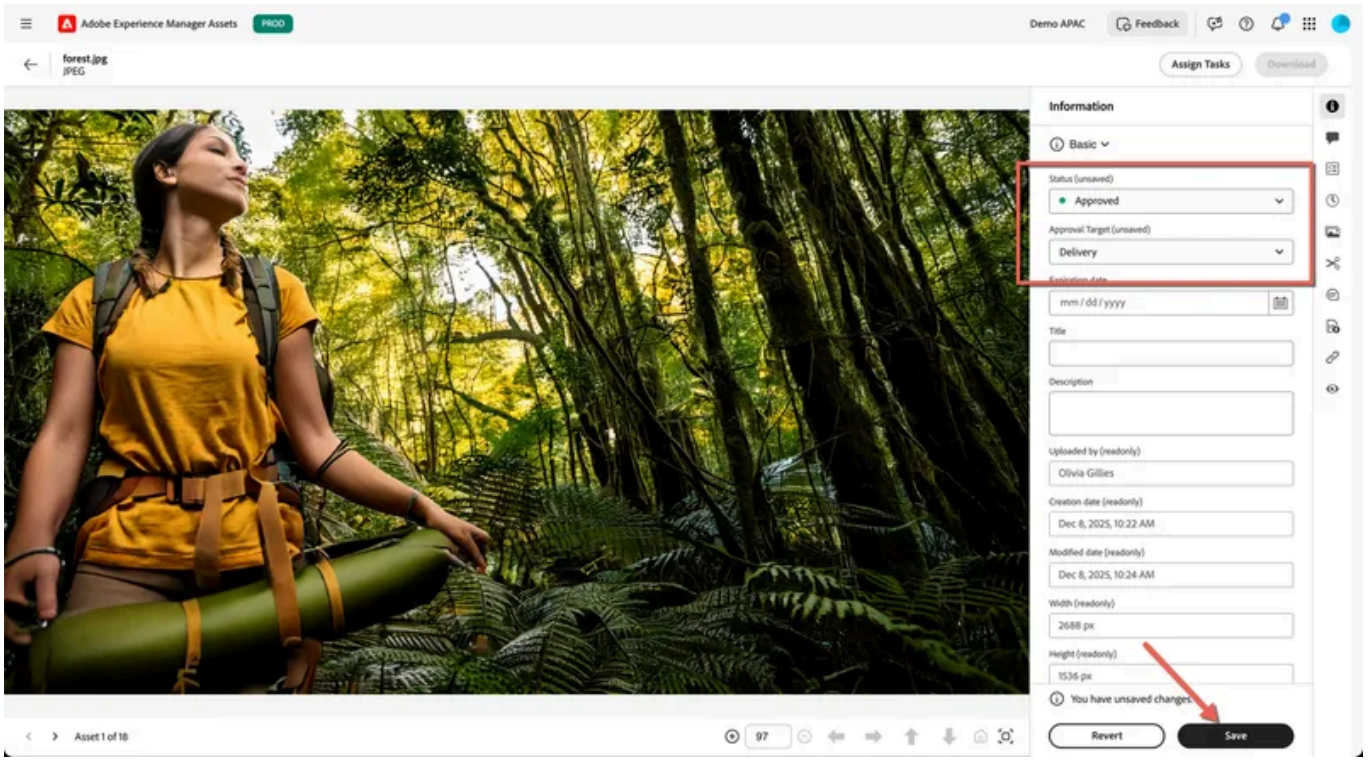

5. Click to the dynamic media tab and you'll see how the Smart Cropping has automatically created different renditions of the image for use across channels.




6. Should further edit be required, you can click the scissor icon to edit with Adobe Express directly from the repository.




7. Change the status of your asset to **Approved** and Approval Target of **Delivery.** Save the asset.




Next we'll use your image in a personalised web campaign.

# 6. Lab 3: Website Personalisation

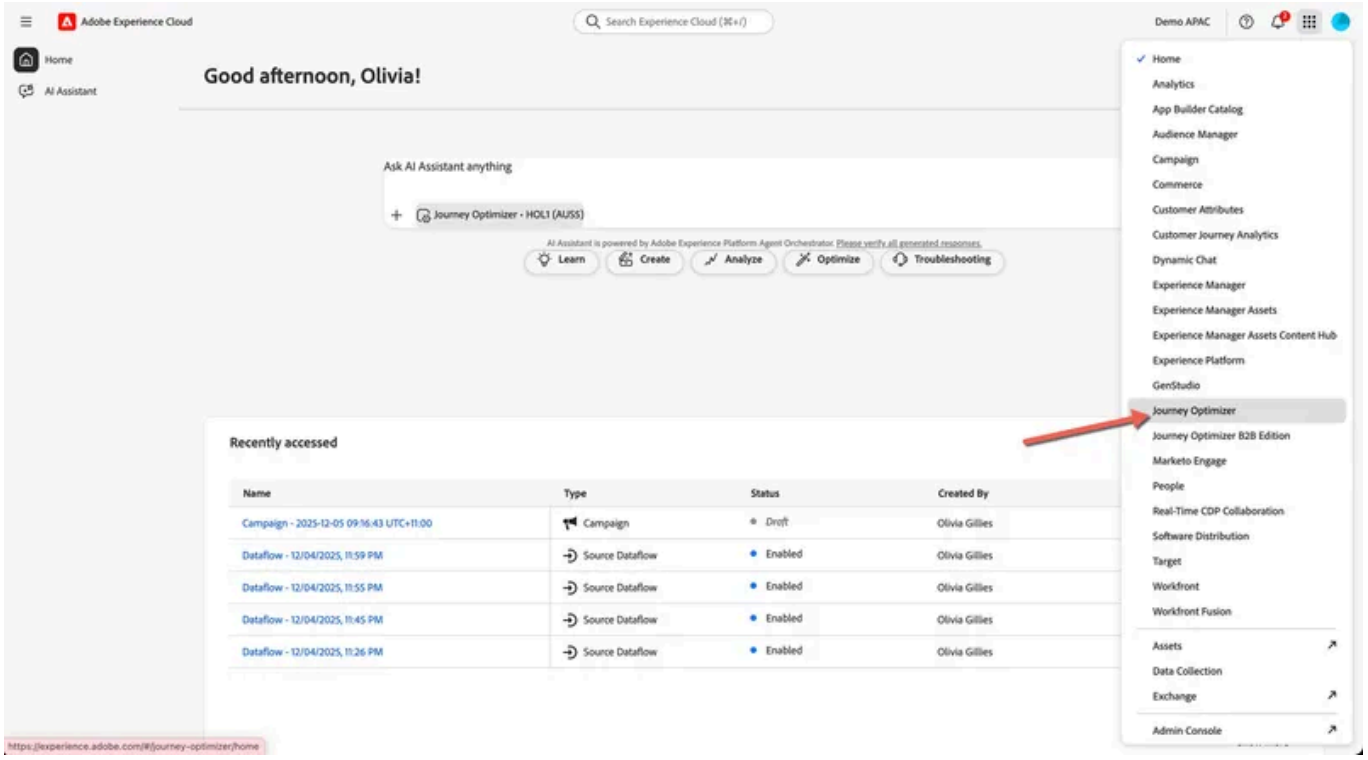
## Objective

In this lab you'll learn how Adobe Journey Optimizer can personalize and optimize website experiences.  This use case can be managed by either Adobe Target or Adobe Journey Optimizer.  We've decided to focus today on Adobe Journey Optimizer but you also have access to Adobe Target if you want to set up an experience there.

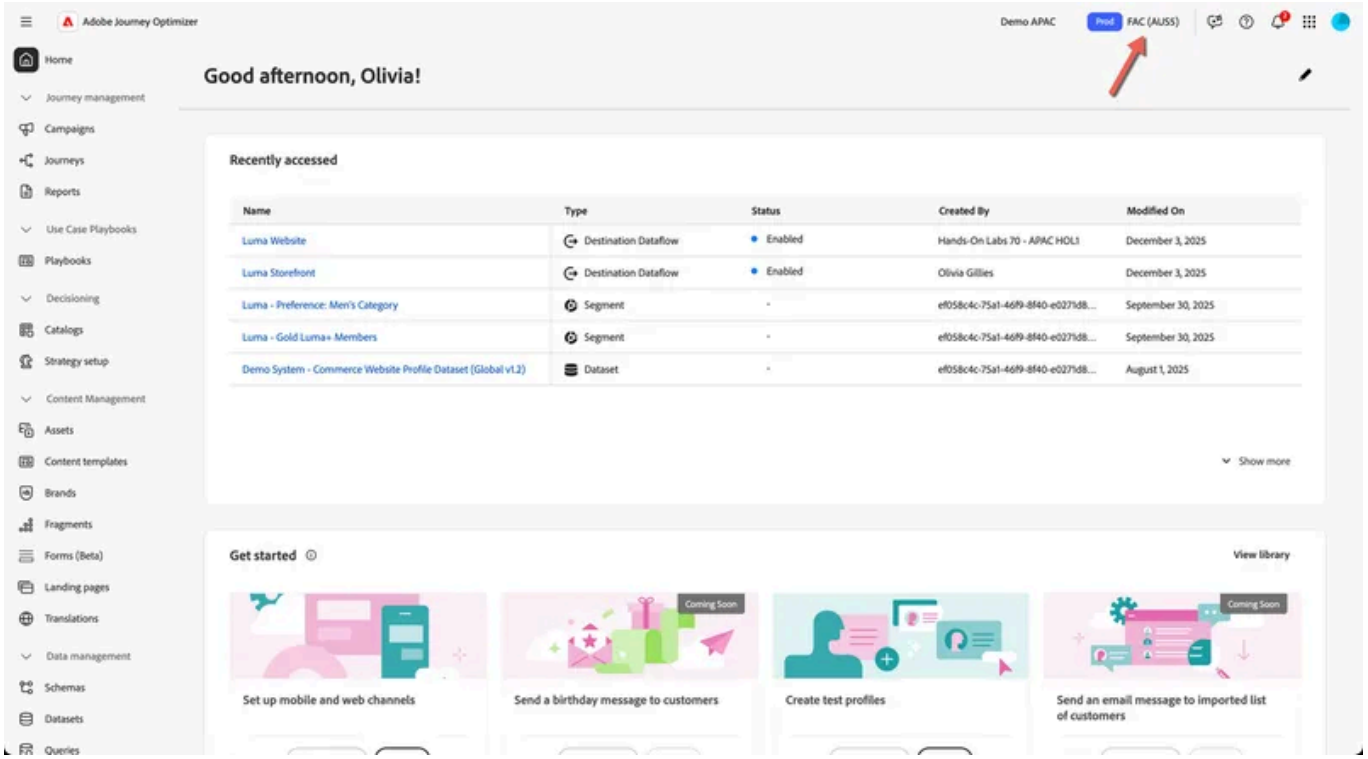
Adobe Journey Optimizer operates off the same events, profiles and audiences as Real-time CDP and CJA, no need to wait for ETL processes to share data.  As part of the digital operations team you will set up a web campaign to promote online only discounts to our target audience.  You'll add experimentation to A/B test the impact of different creative imagery on conversions.

## Access

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

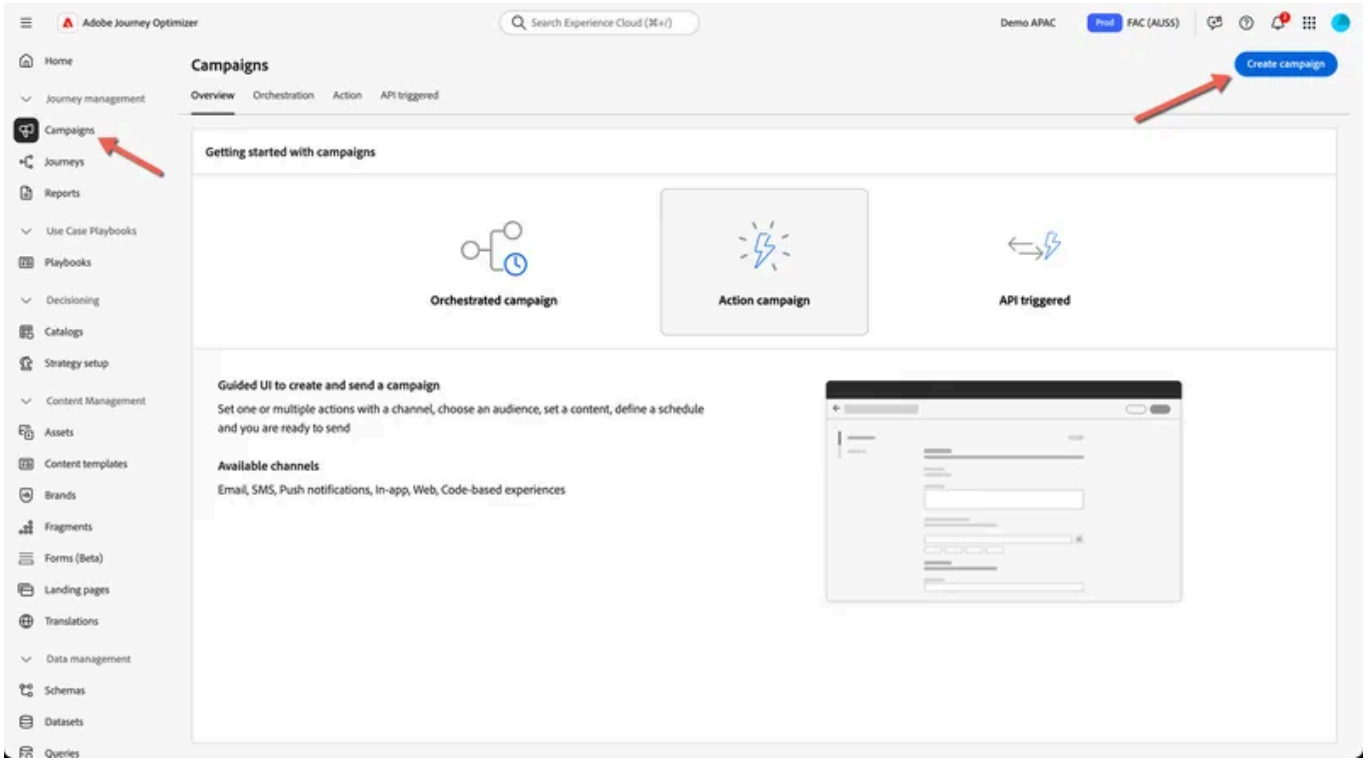



Check that you are in the **FAC** sandbox

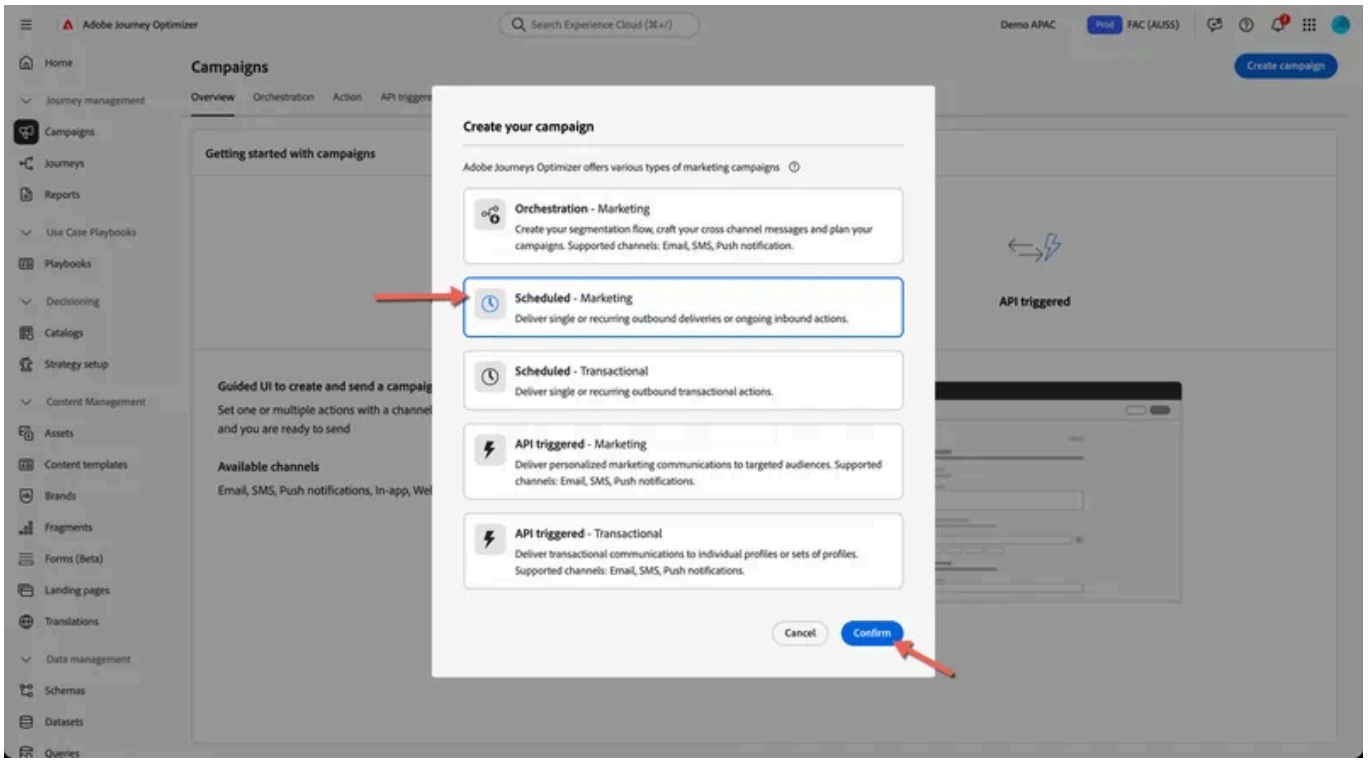



# Create Web Campaign

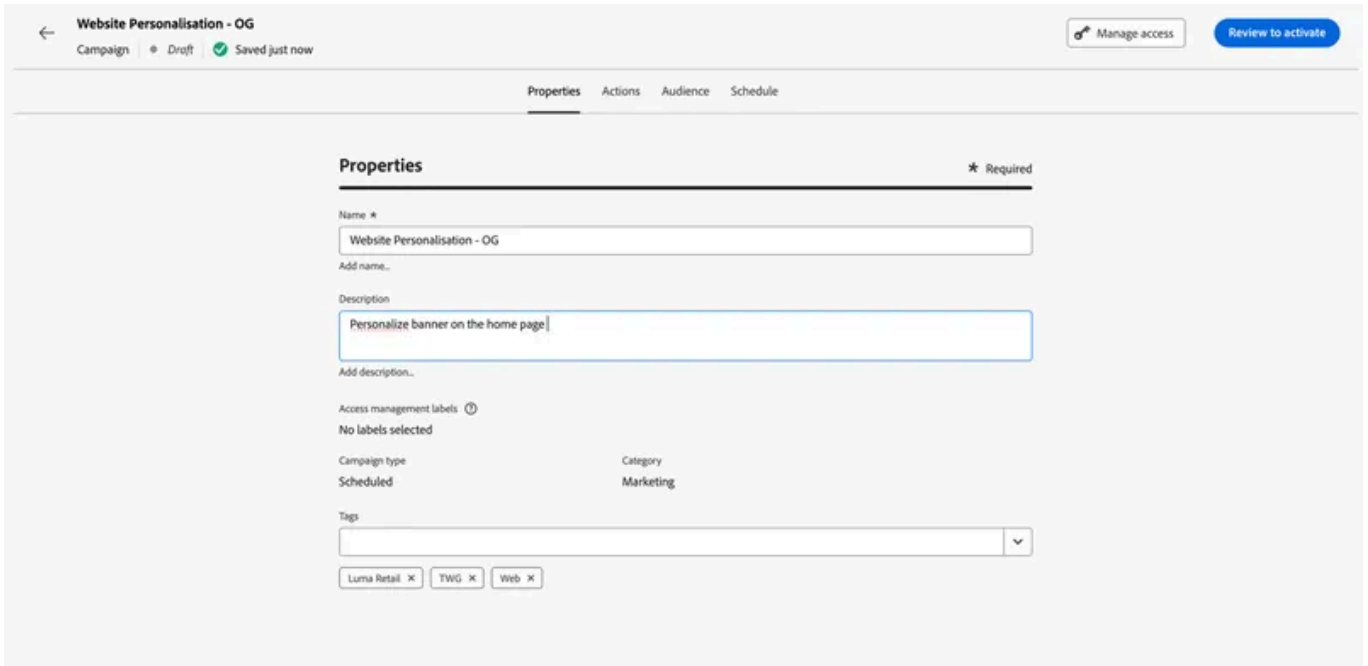
1. Navigate to **Journey Management → Campaigns.** AJO supports multiple campaign types, we will be create a single action campaign for this use case. Click to **Create Campaign.**



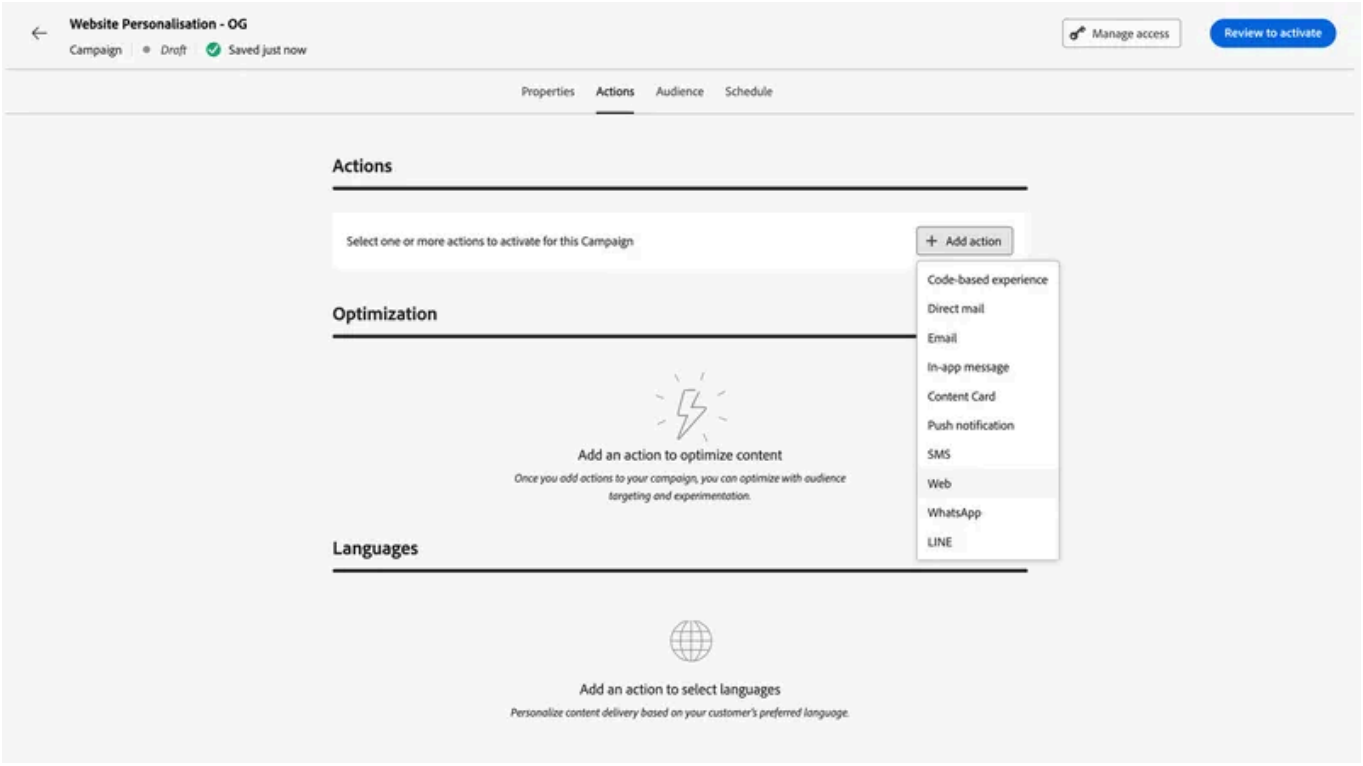

2. Choose the **Scheduled - Marketing** option and click **Confirm**



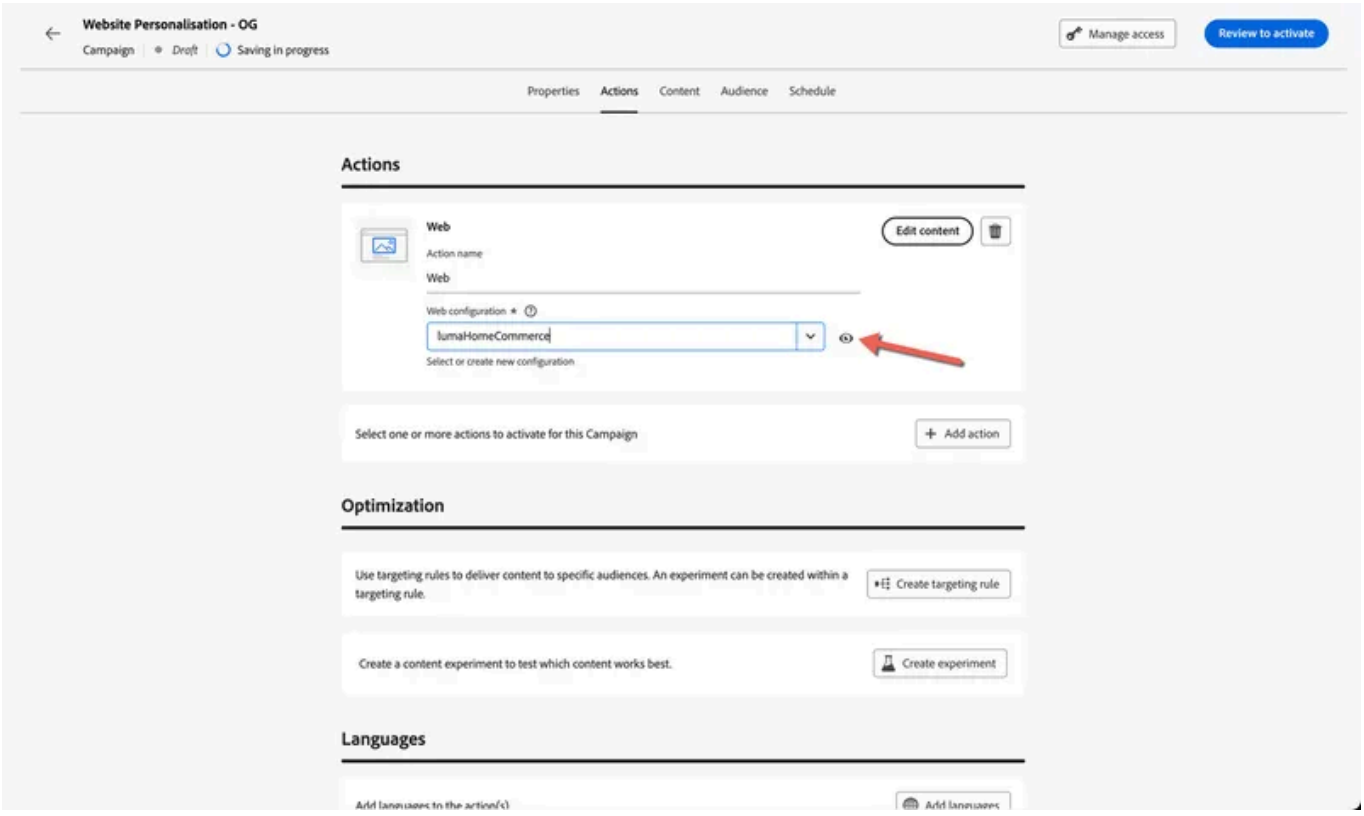

3. **Name** your campaign.  Add your initials or lab number at the end so you can recognize it later.  You can add a **description** and **tags** to help with organization but these are optional.



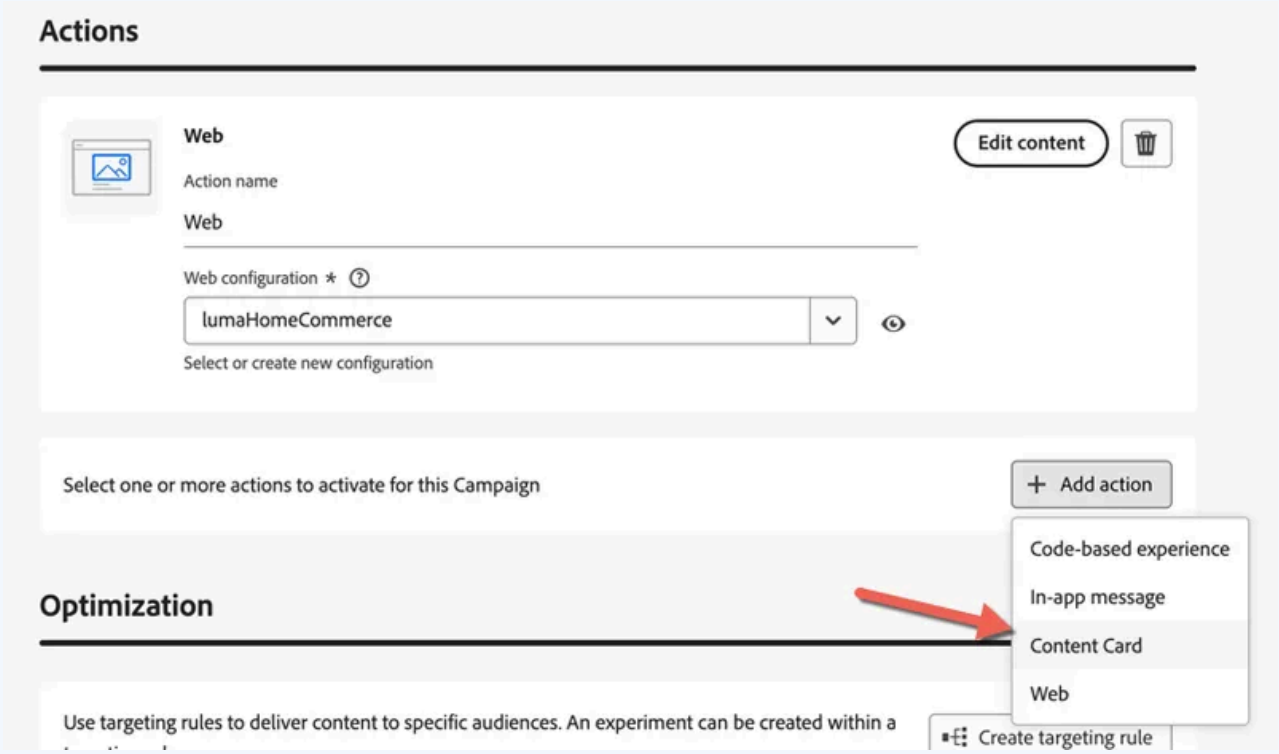

4. Click to **Add action** and select **Web**




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



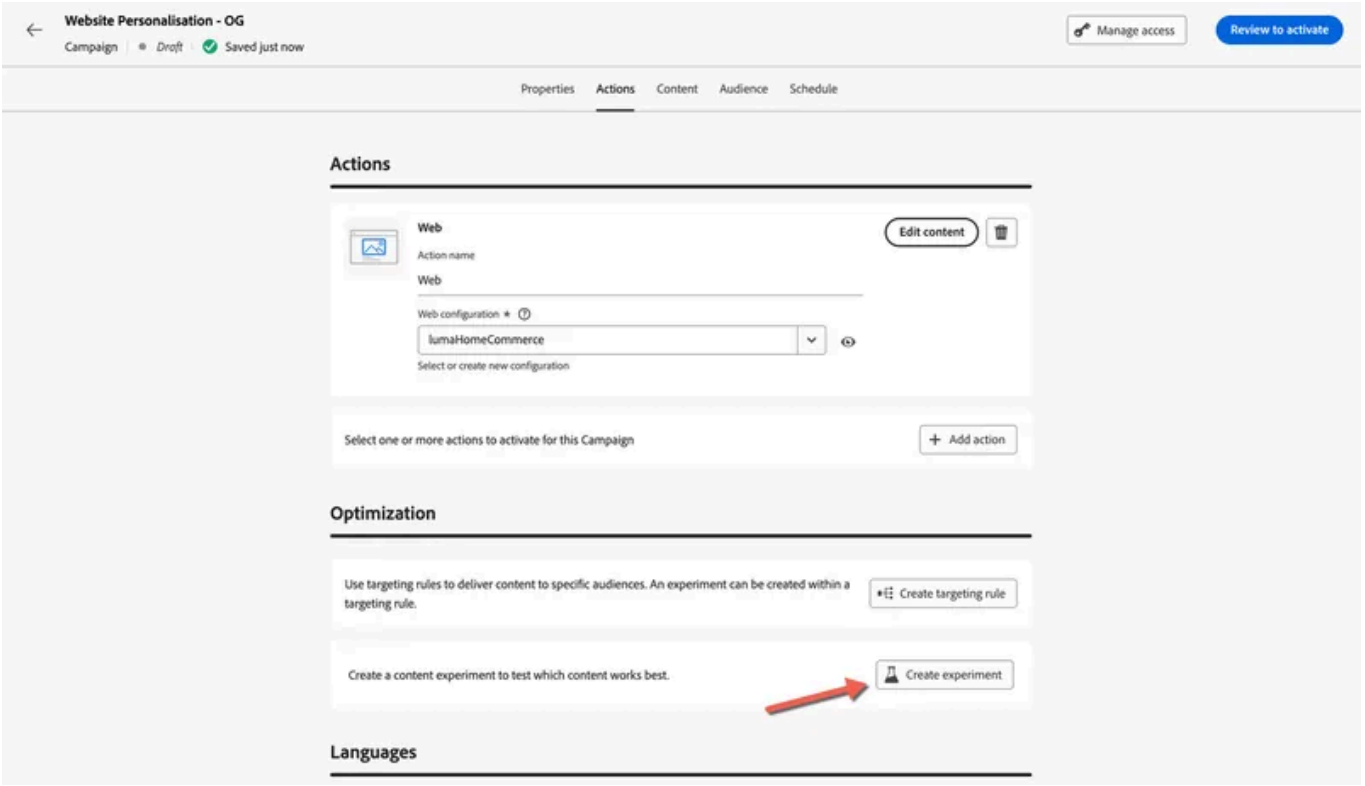
**Note** - Inbound Action Campaigns can support multiple channels.  So you could add a similar experience to your mobile app using a Content Card or In App message within the same campaign definition if you add a second action.  We will skip this for the lab.




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

## Create Experiment

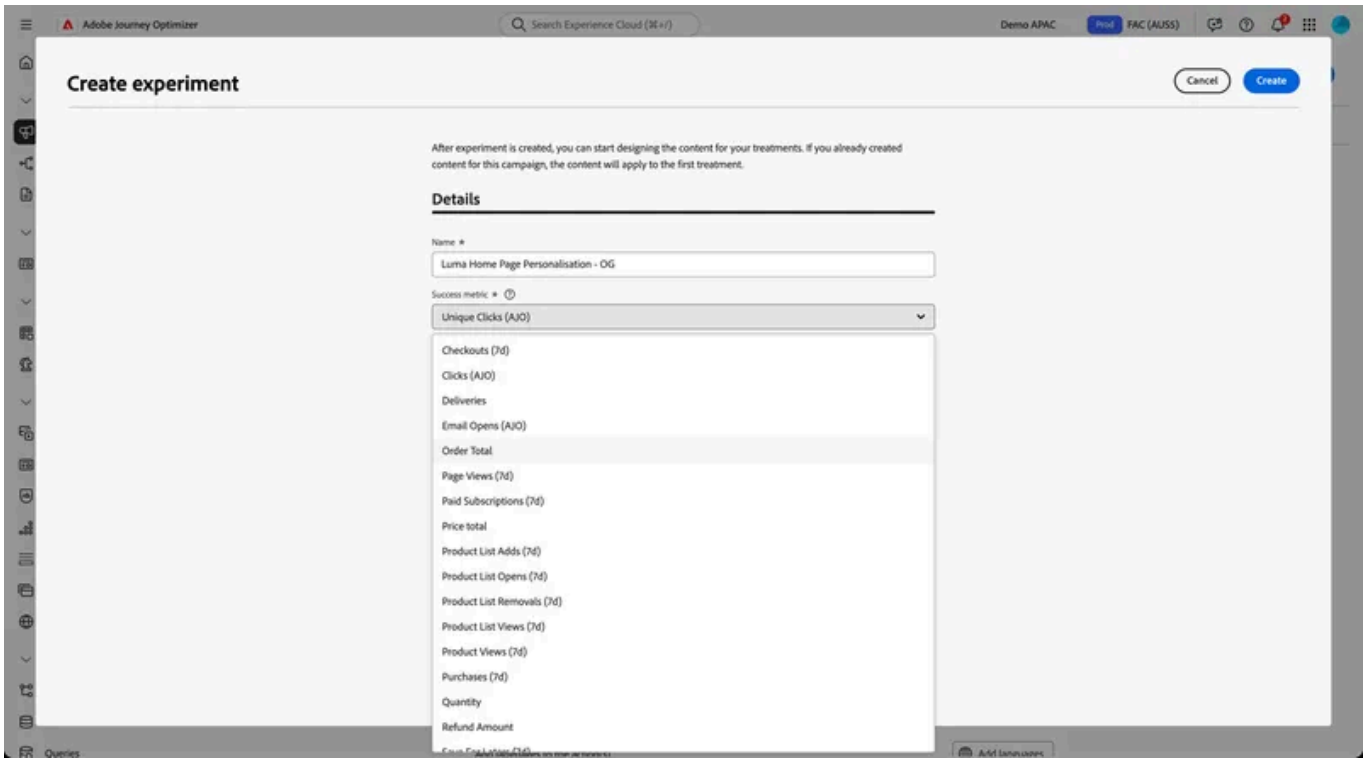
1. Now we want to test different versions of our creative, so let's click to **Create experiment.**




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

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

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



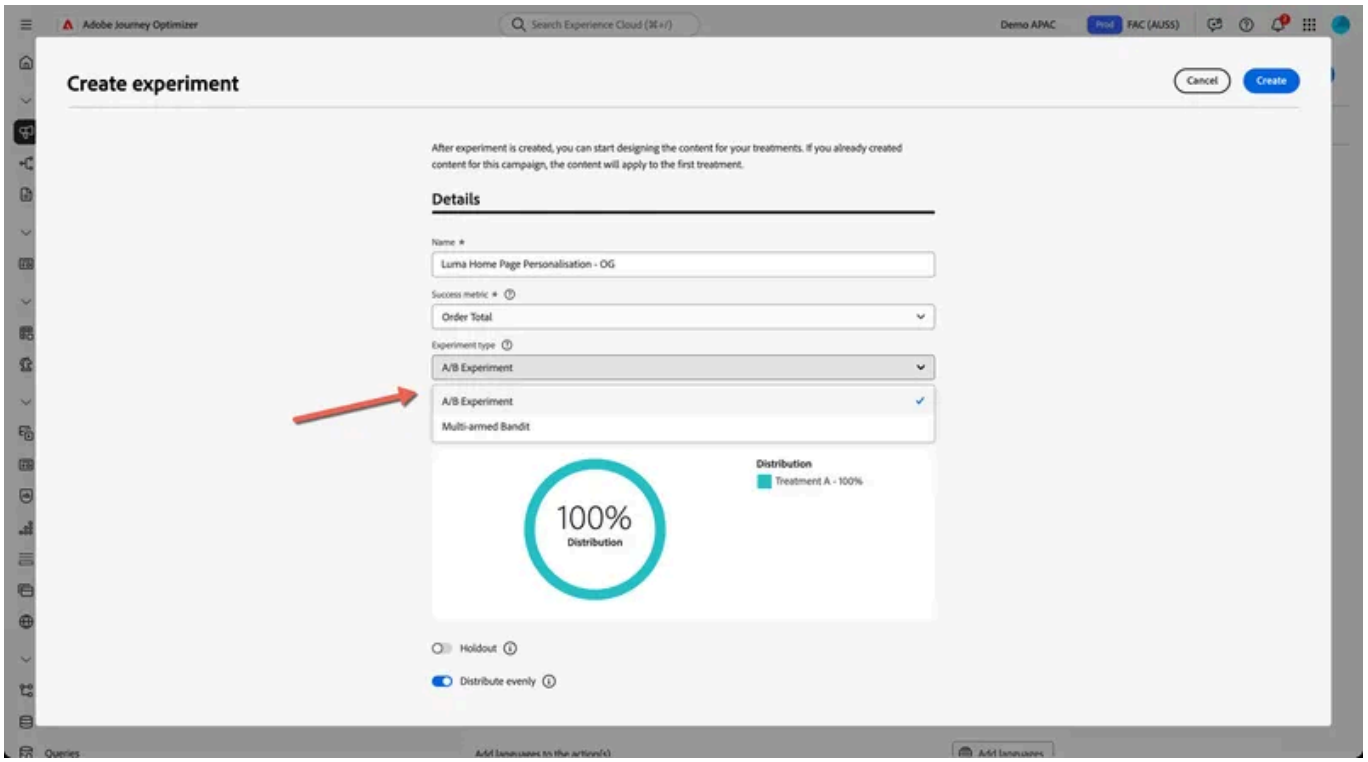

3. Next we need to choose the experiment type, for this lab we will select **A/B experiment**.

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

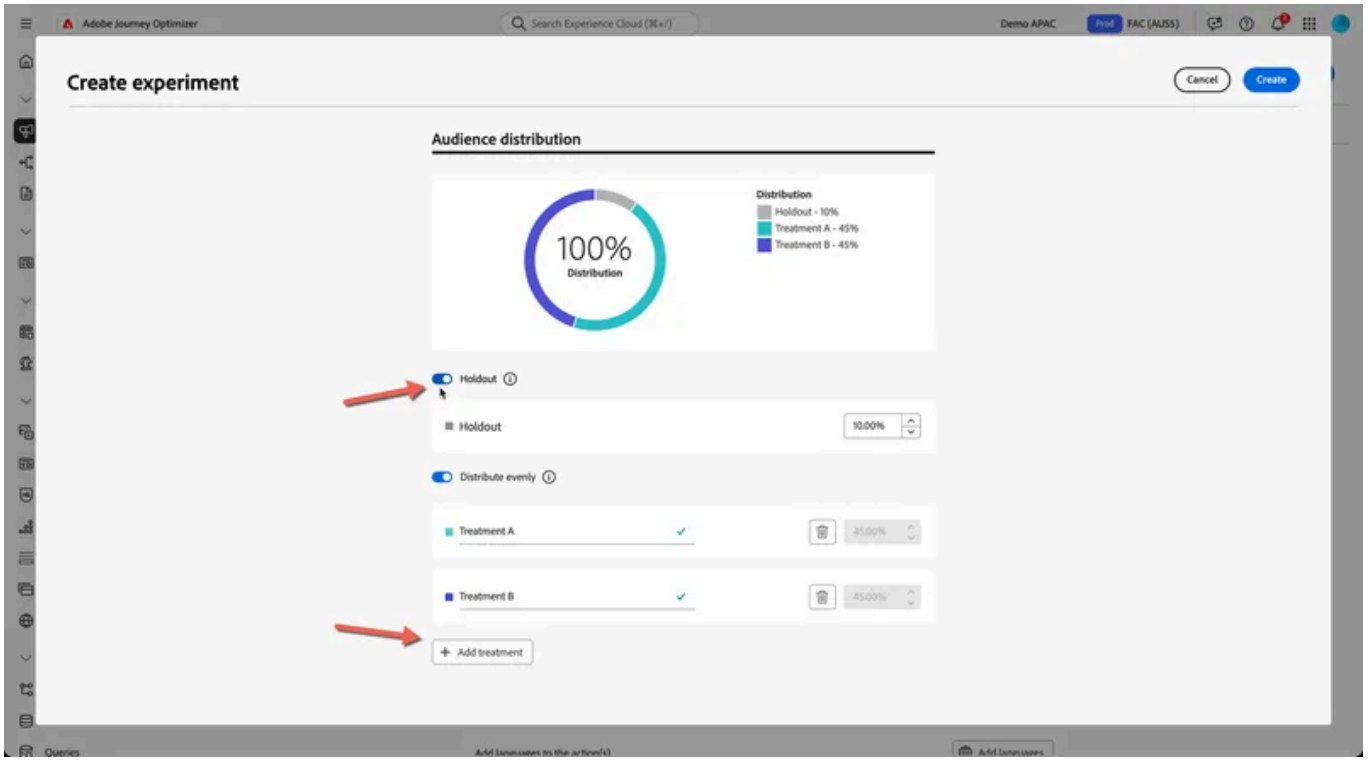
**Multi-armed Bandit** Shifts traffic toward higher-performing treatments as data is collected, balancing speed and optimization. Useful when you want to maximize conversions during the experiment.

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

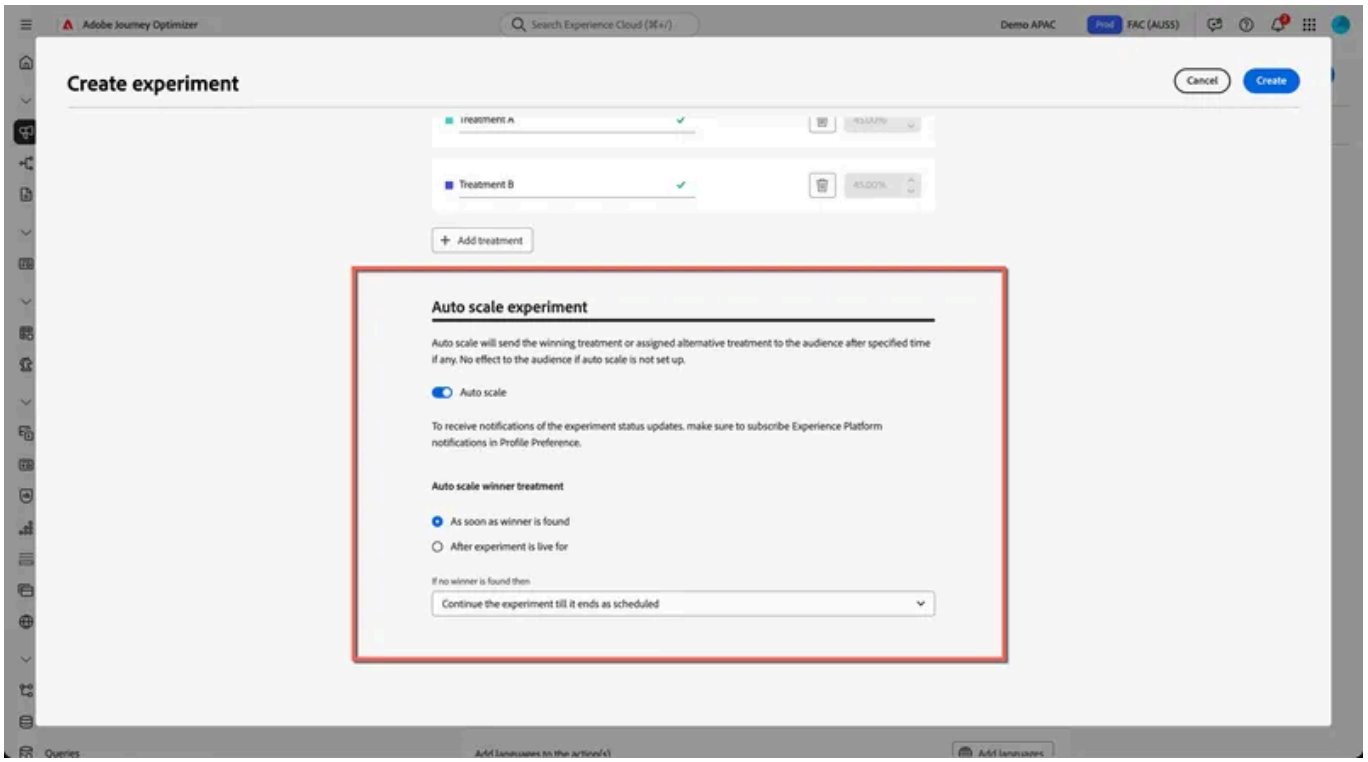
**Read more**



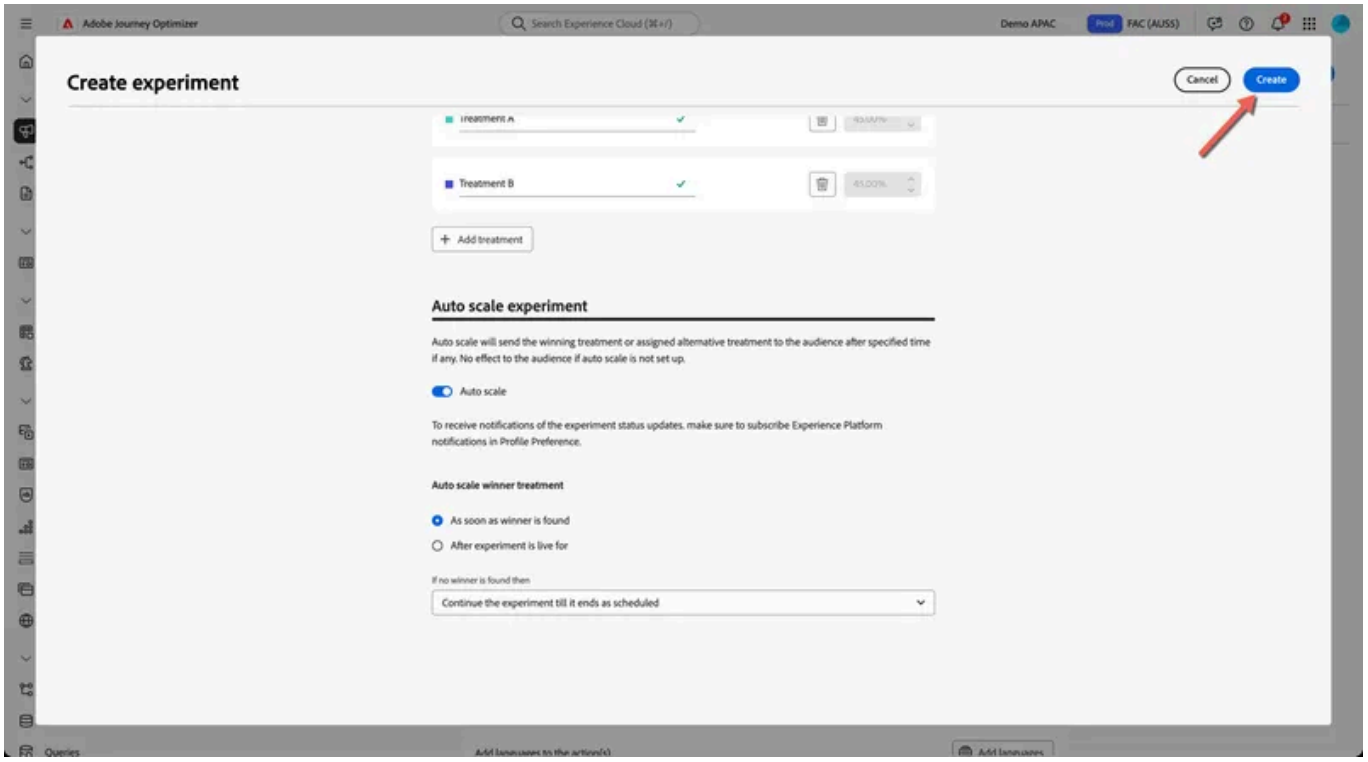

4. Click to add a second treatment or variant to our experiment and decide if you want to apply a holdout (ie. control) group or not.




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



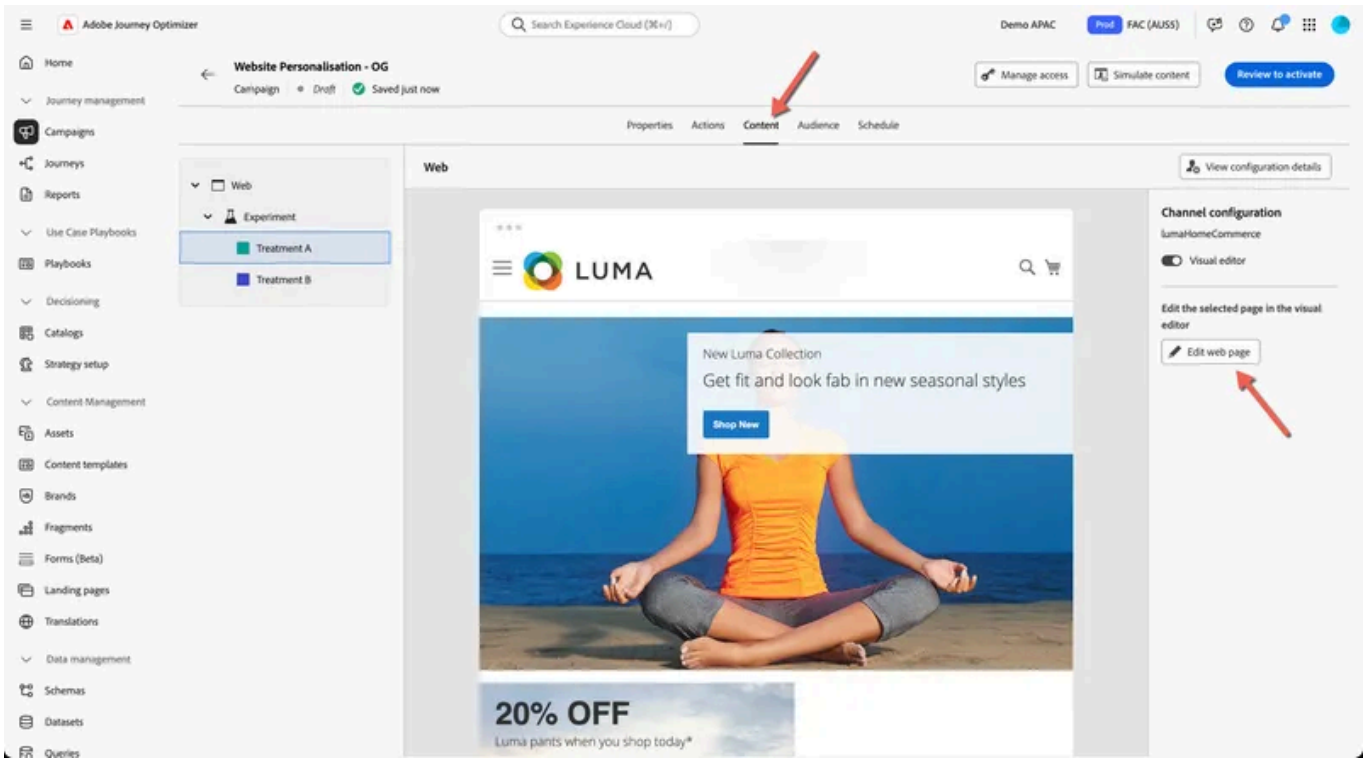

6. Click **Create** to create the experiment and return to the Campaign configuration.



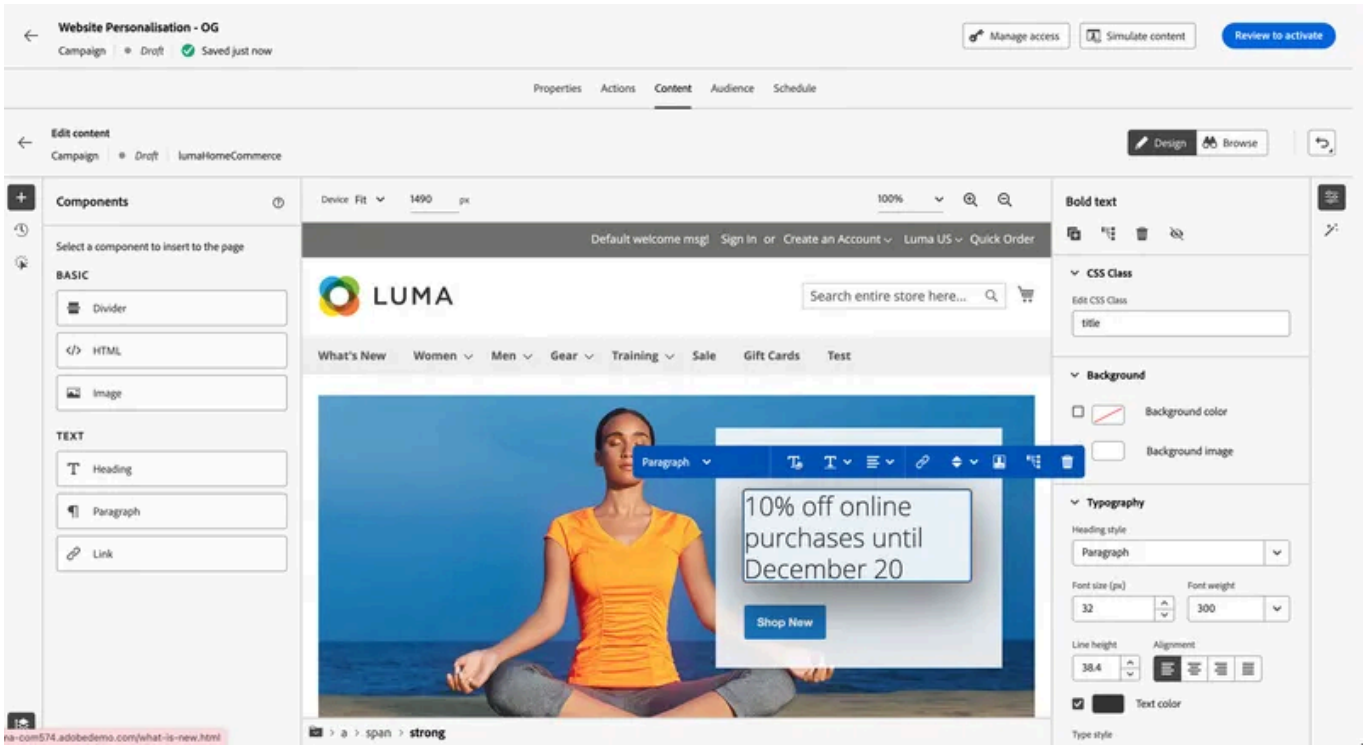

# Define Content

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

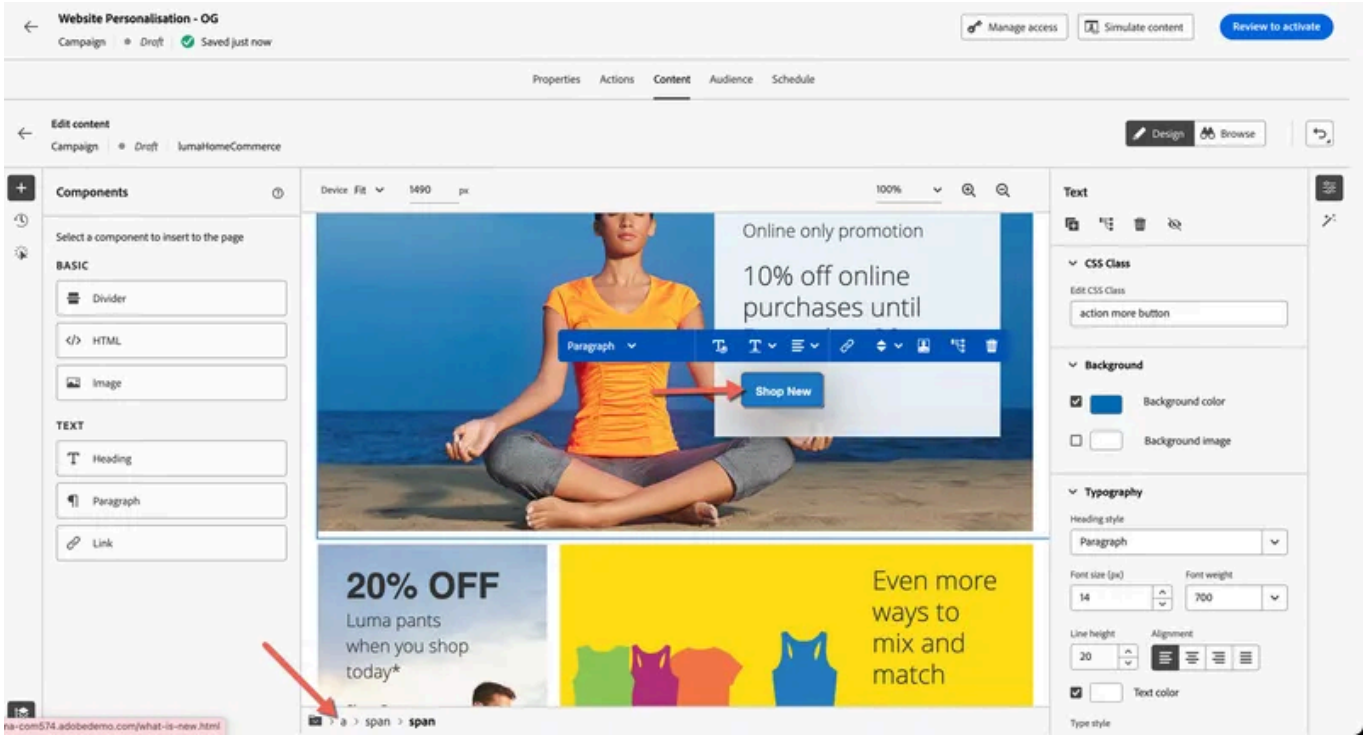
1. Click to the **Content** tab and click to **edit web page**



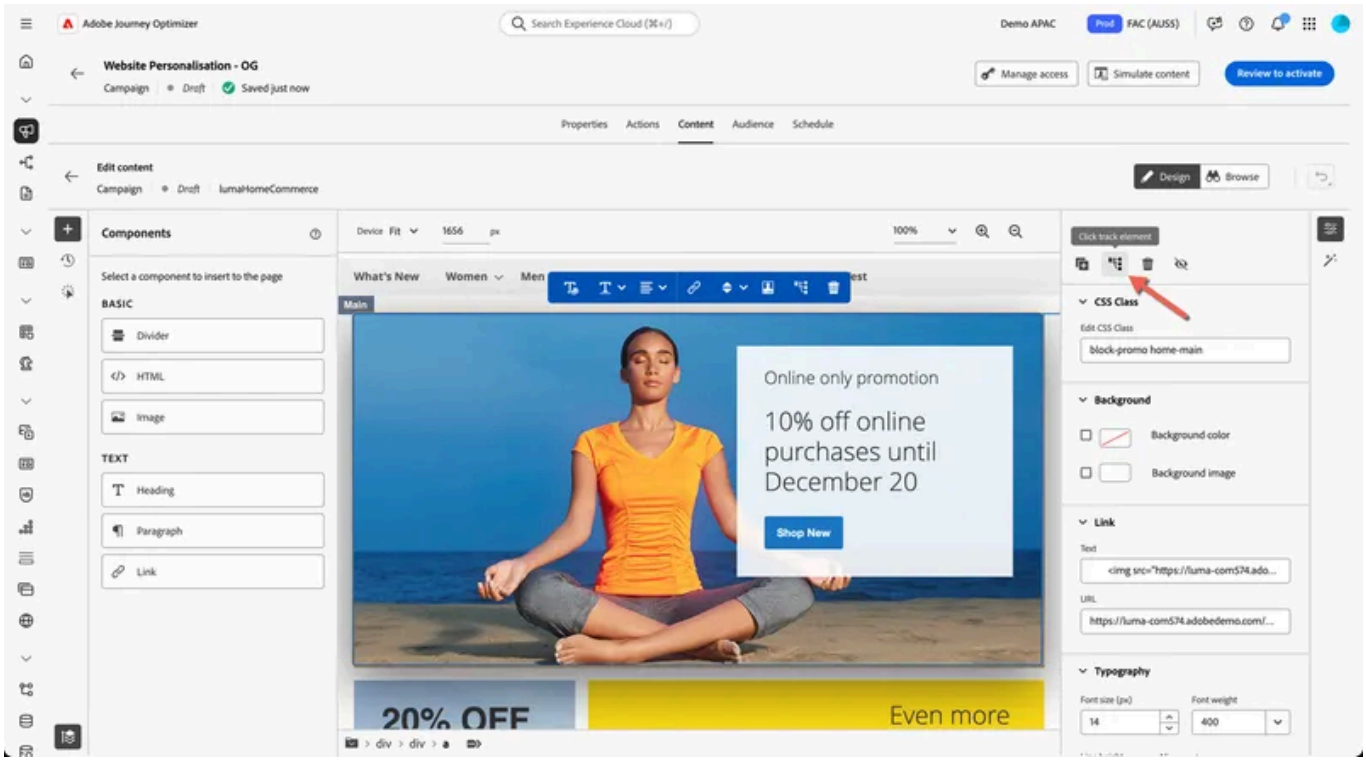

2. Use the visual editor to update the text within the main banner.



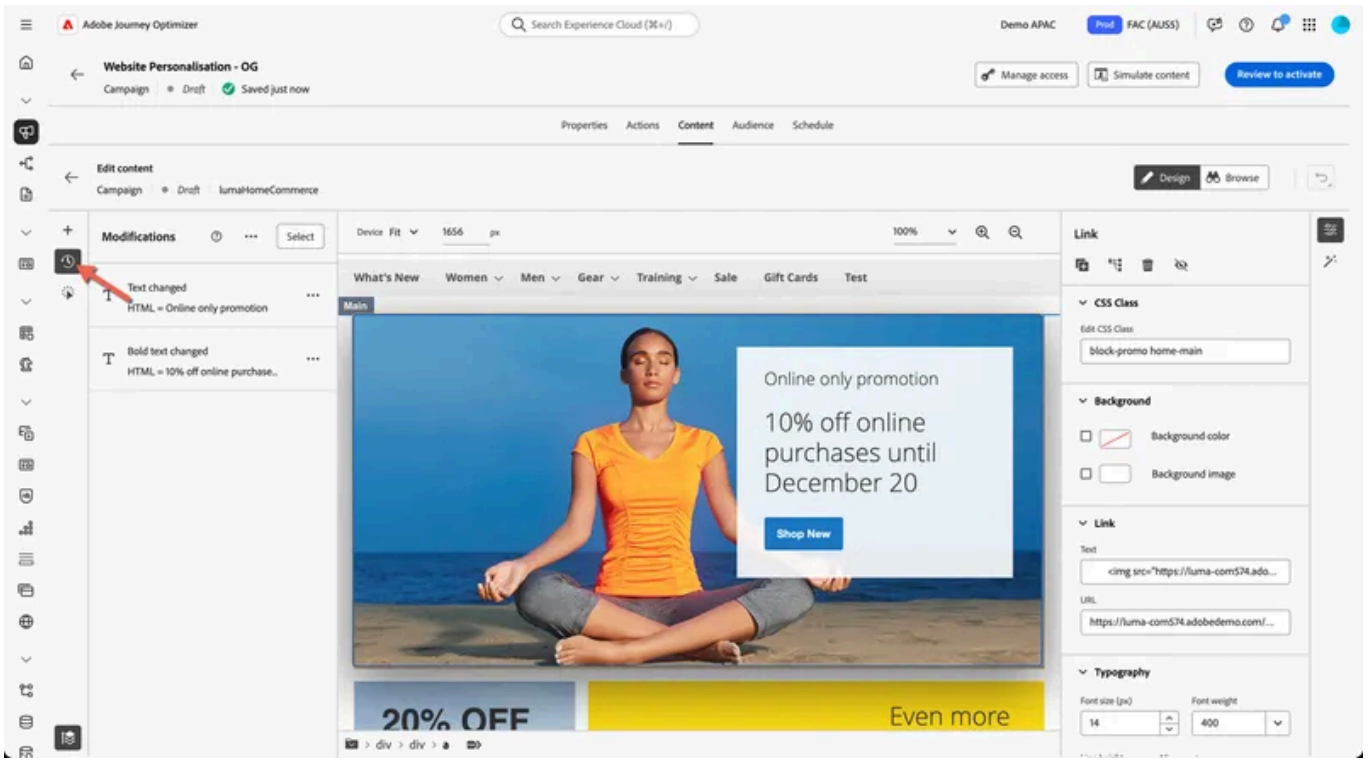

3. Next we need to configure the elements that will be tracked.  Click on the shop new button then use the element list at the bottom of the editor to select the anchor <a> tag wrapping the span.



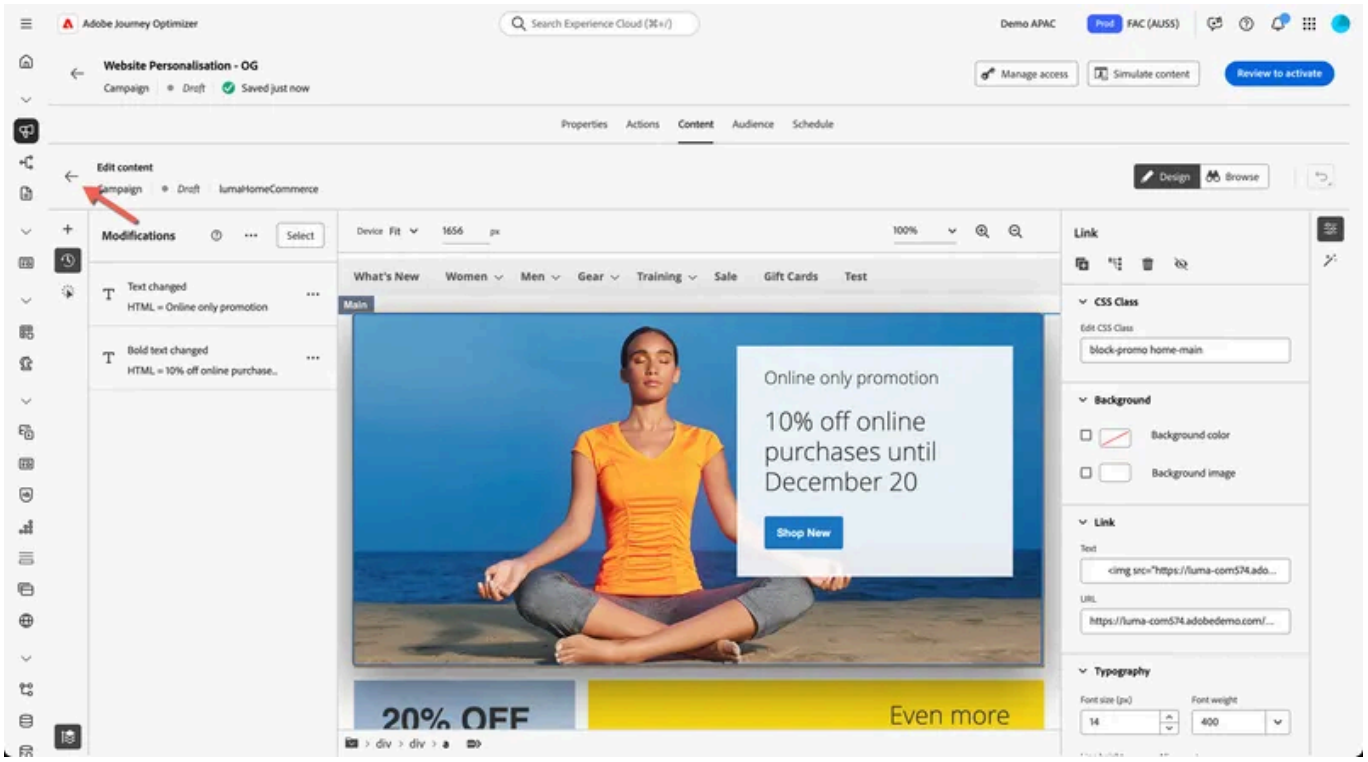

4. Select the second icon in the link setting on the right to add **Click Tracking** to the element - this will ensure a new experience event is added to profiles interacting with the modified content.  This is used by the reporting and can be used to further segment your customers.



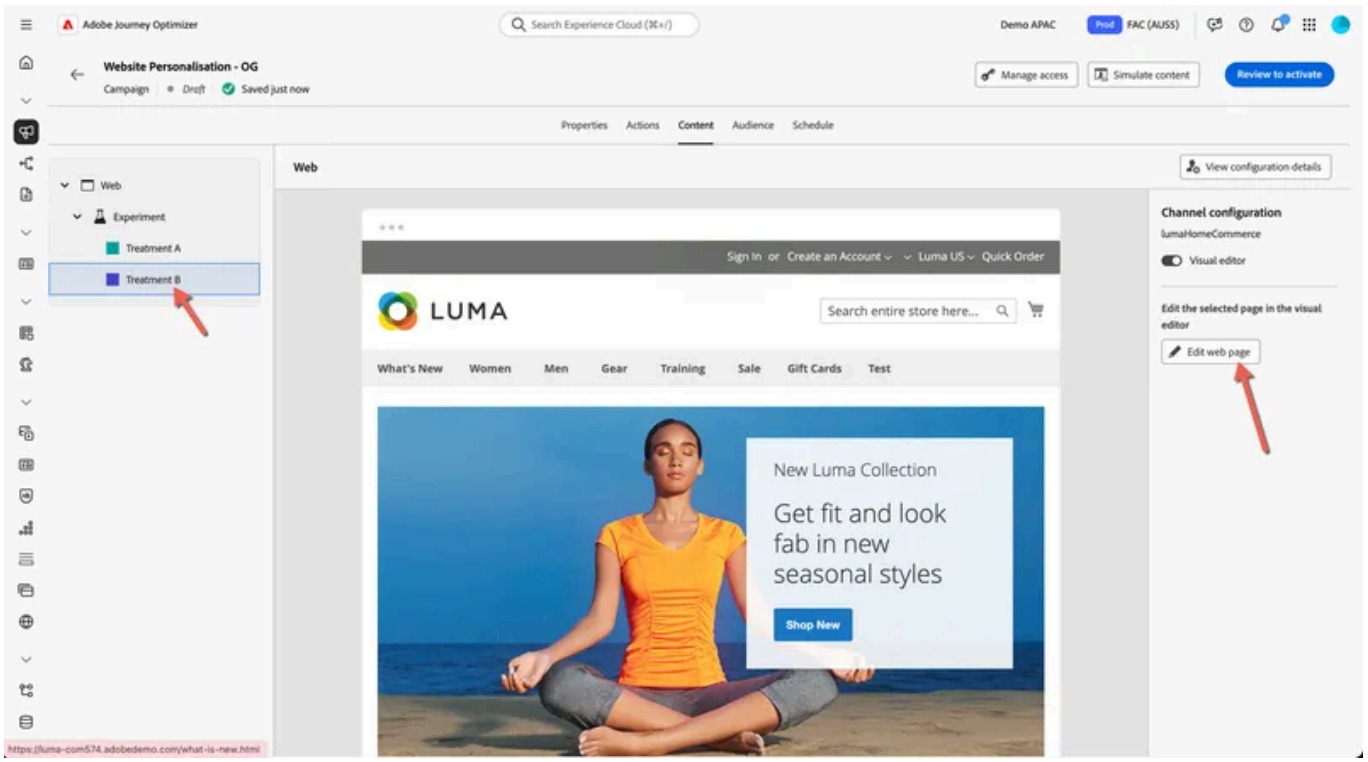

5. You can see the list of modifications you've made to the page using the tabs on the left.



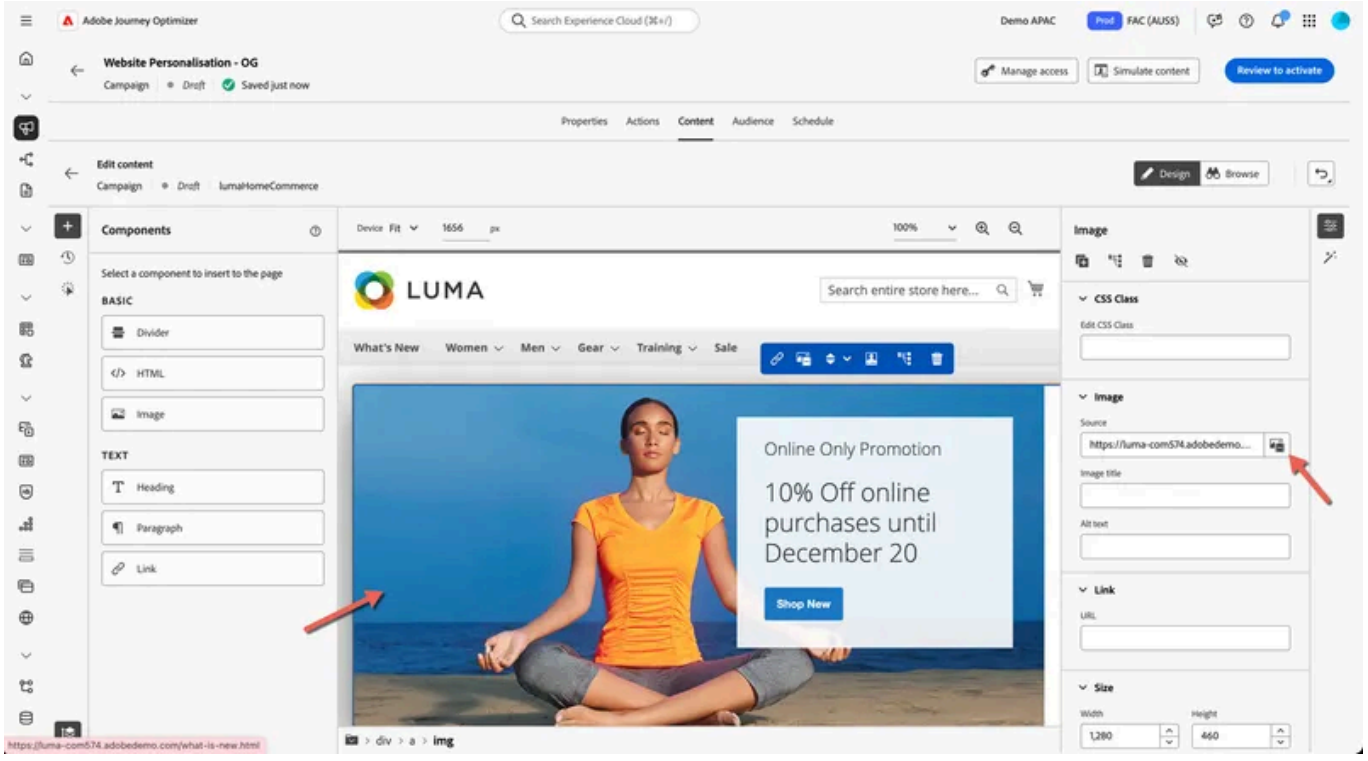

6. Click on the arrow to exit the editor




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

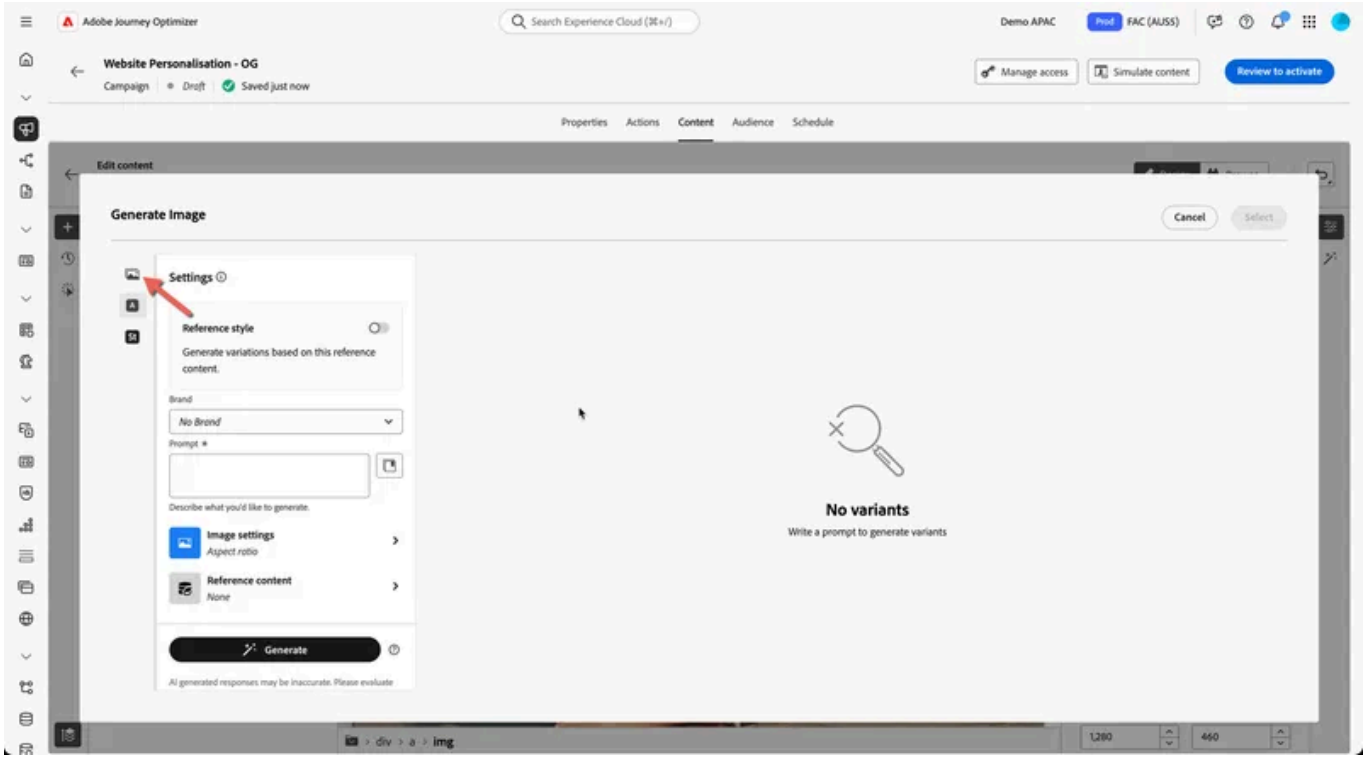



8. In this variant we'll update the banner image as well.  Add the same text updates, then select the banner **image** and click to edit the **source.**

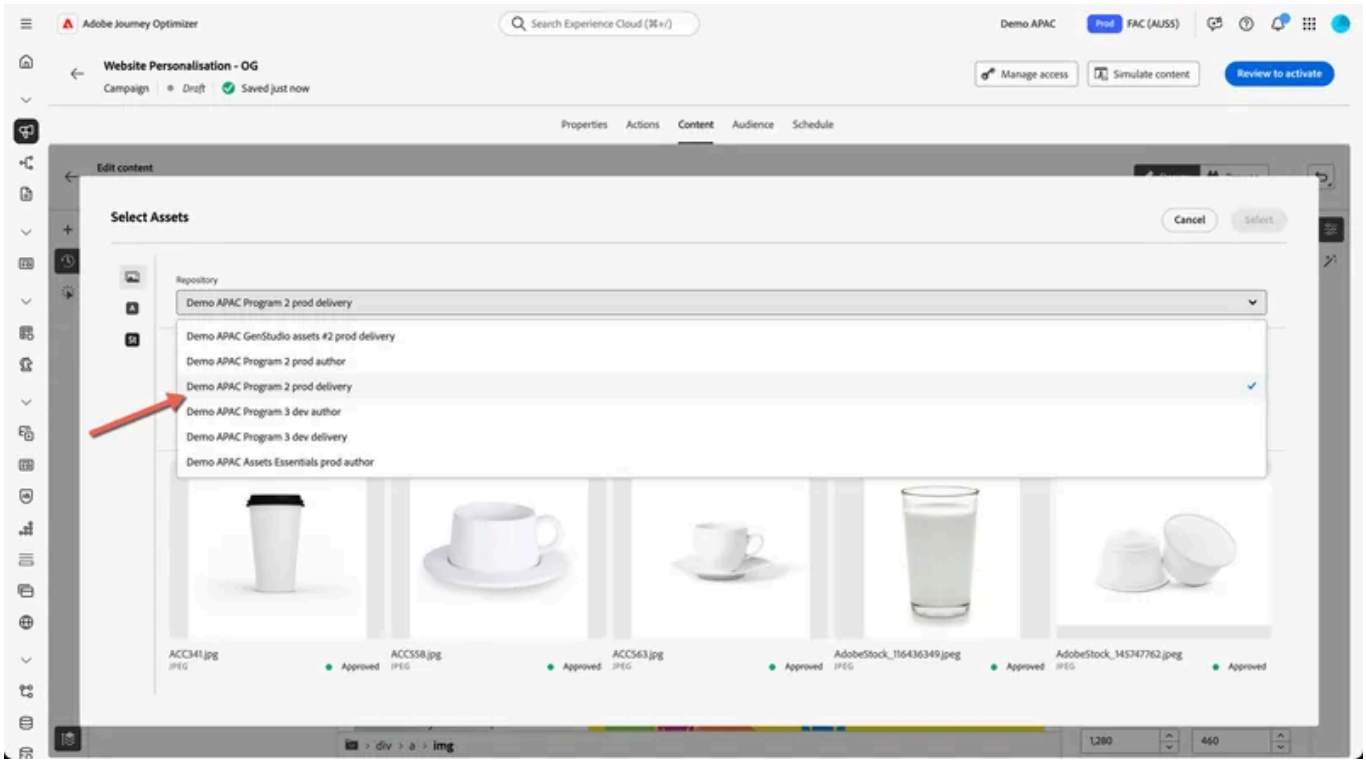



9. You can use Generative AI to create a new image or select an existing image from Adobe Stock (if licensed) or from your Asset Repository.  For this exercise we'll select the banner you added to the asset repository earlier.

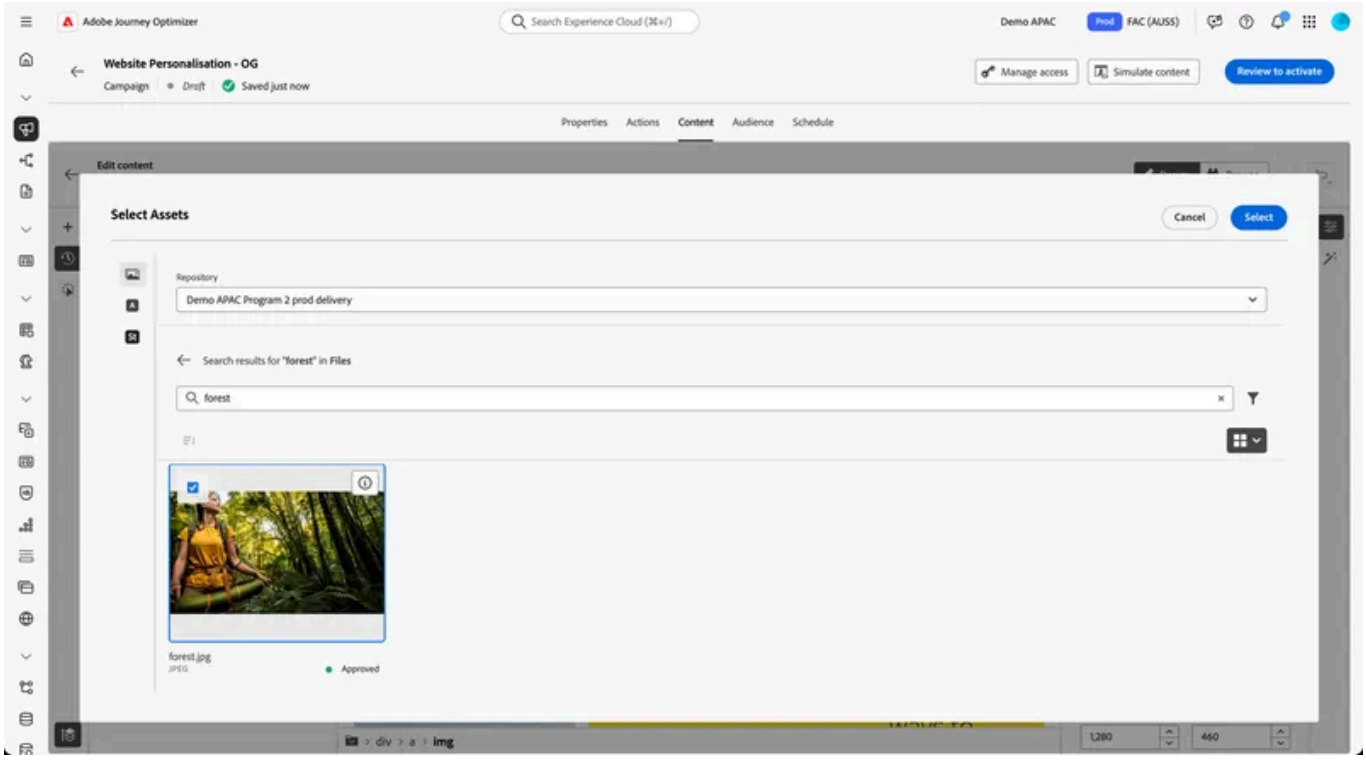
Click on the top navigation icon to access the repository.



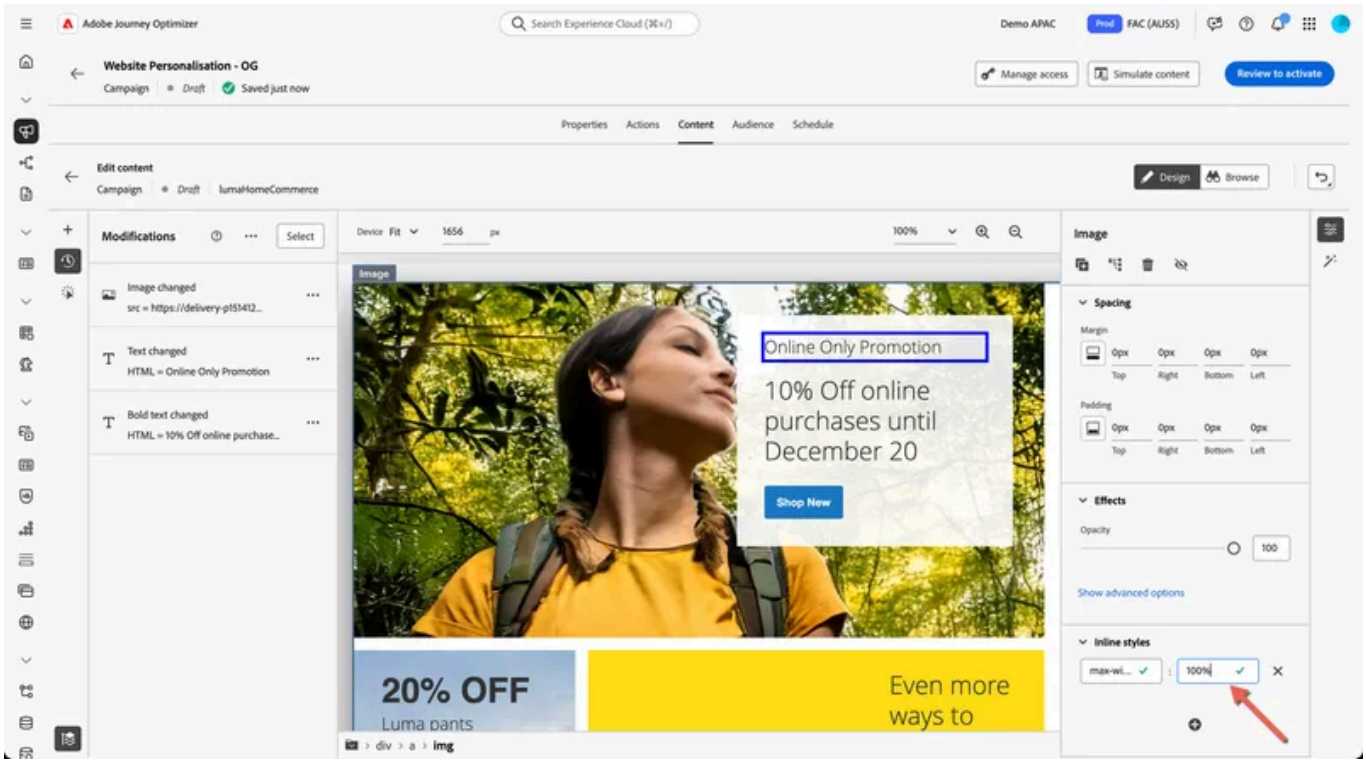

10. Make sure you're in the right repository **Demo APAC Program 2 prod delivery -** this is where you'll find the "approved" assets.  You have access to both repositories but marketers might be restricted to accessing this repository only.



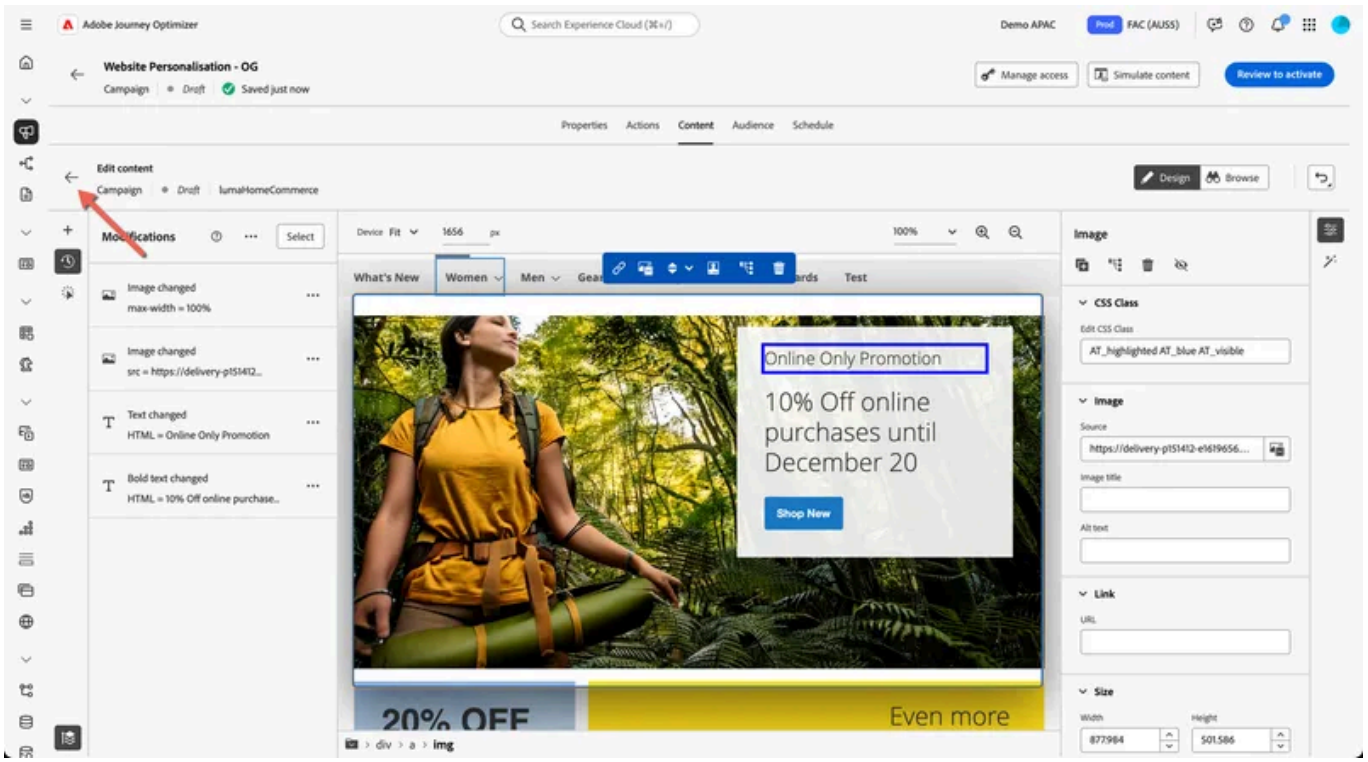
11. Search for your image using one of the AI generated keywords.  Click select to add it to the campaign.



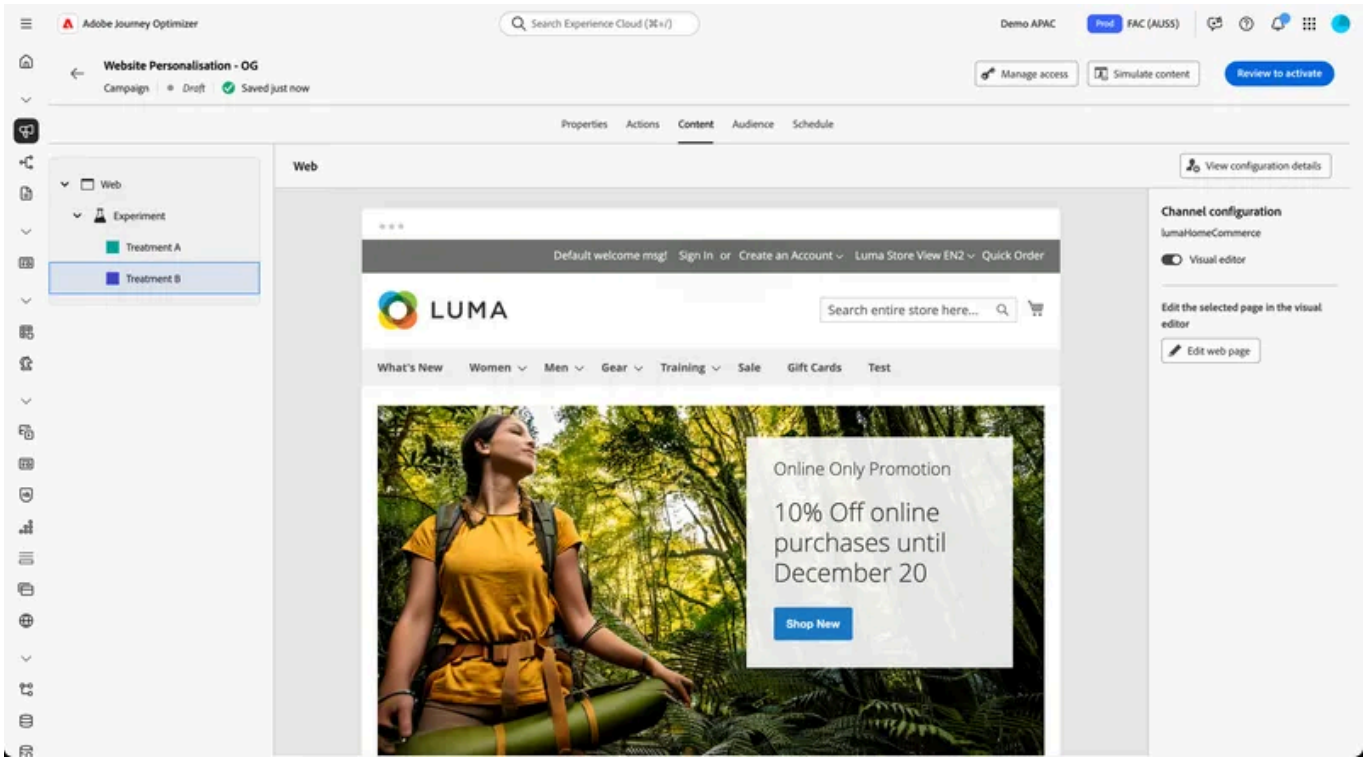

12. Scroll to the bottom of the image properties on the right panel and set the inline styles to have **max-width : 100%**




13. Click on the arrow to exit the editor



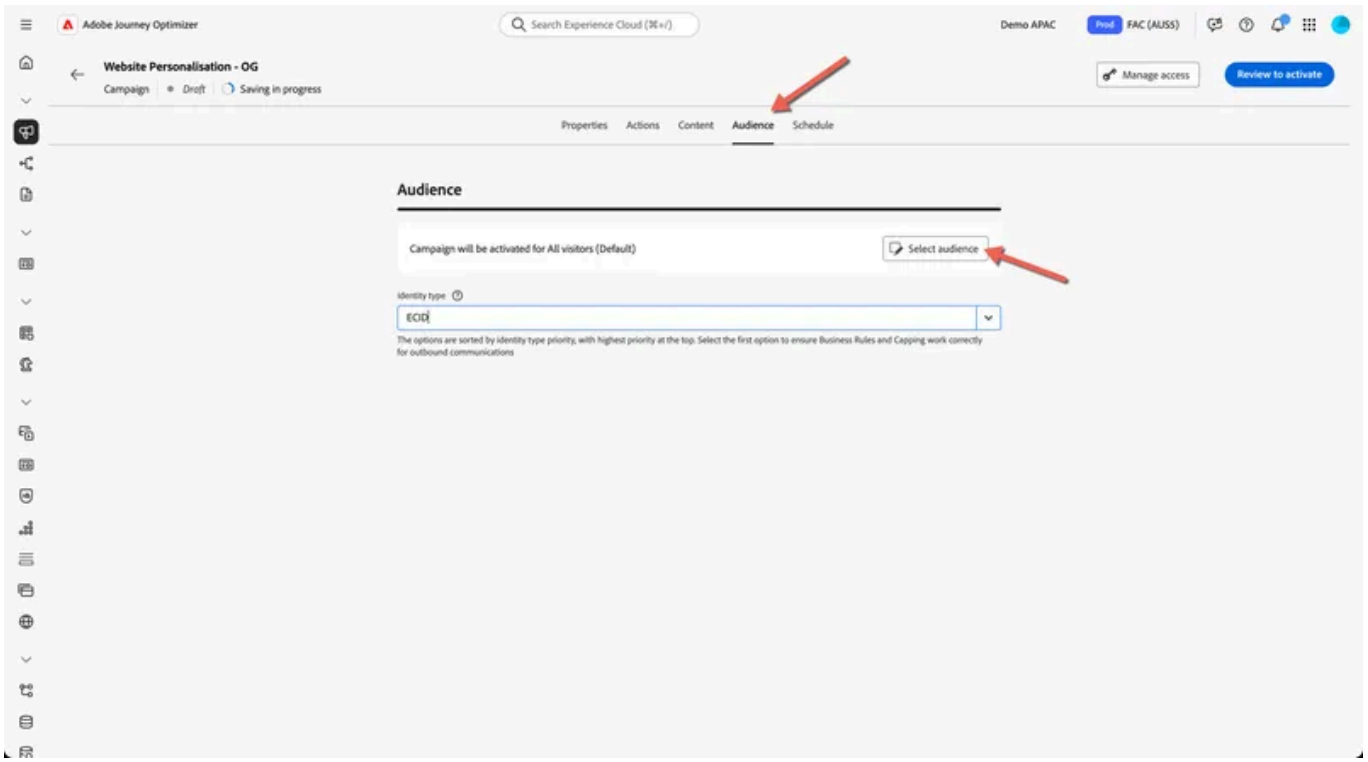

14. You can preview the different experiences here



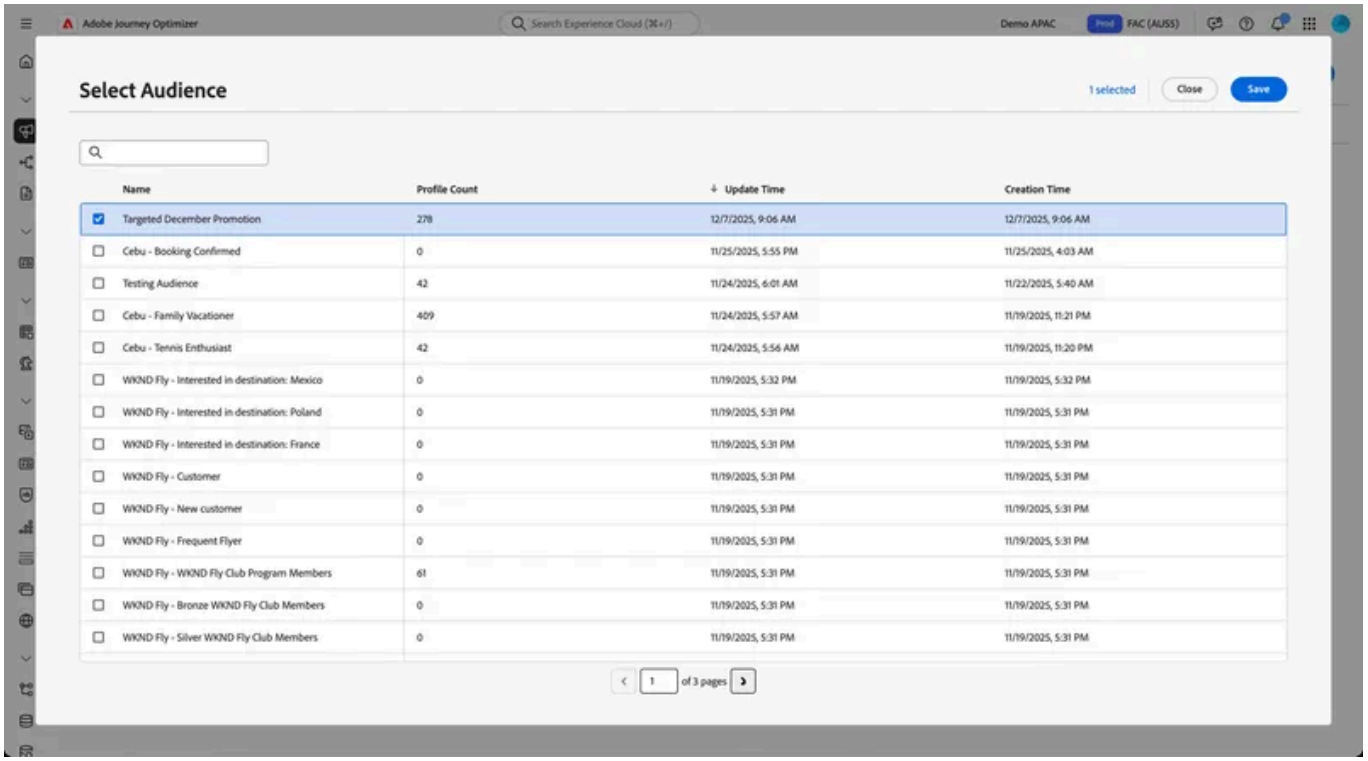

## Select Audience

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

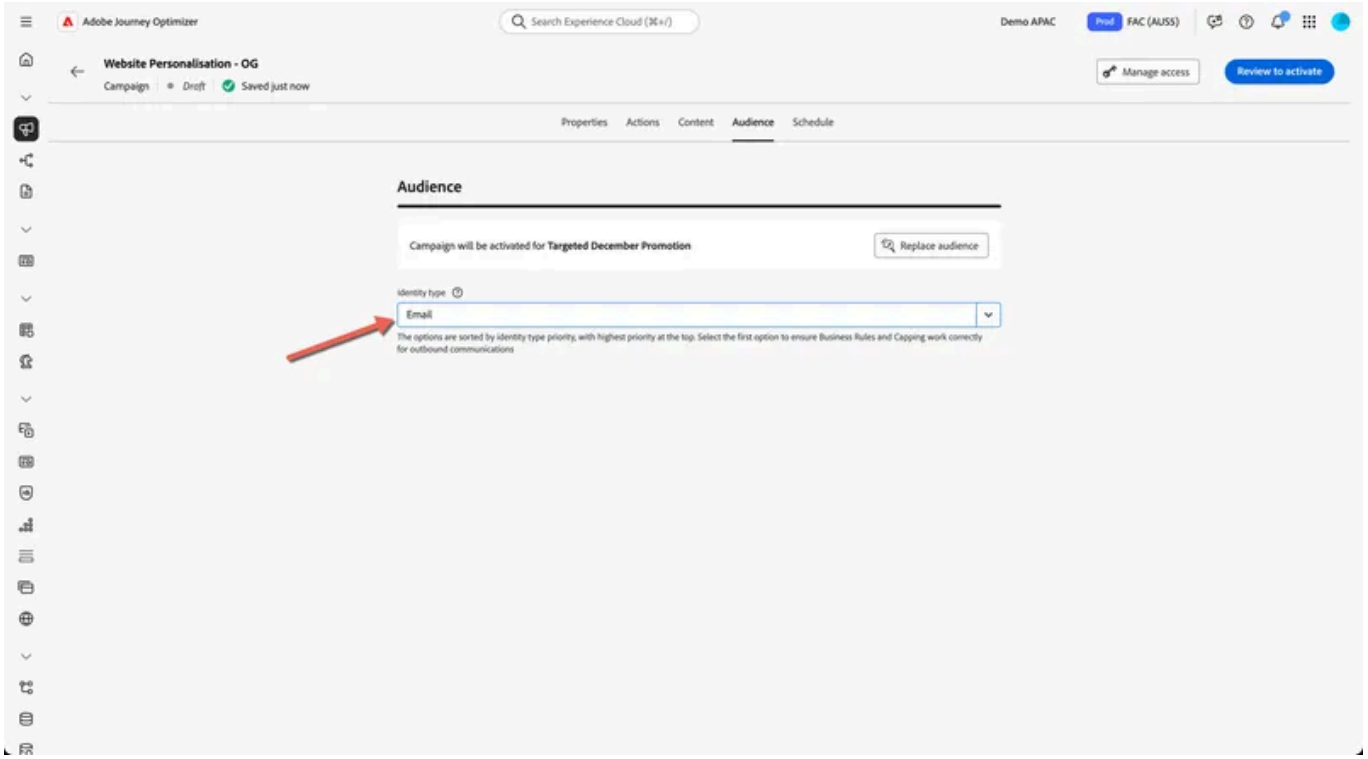
1. Change to the **Audience** tab and click to **Select audience**




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

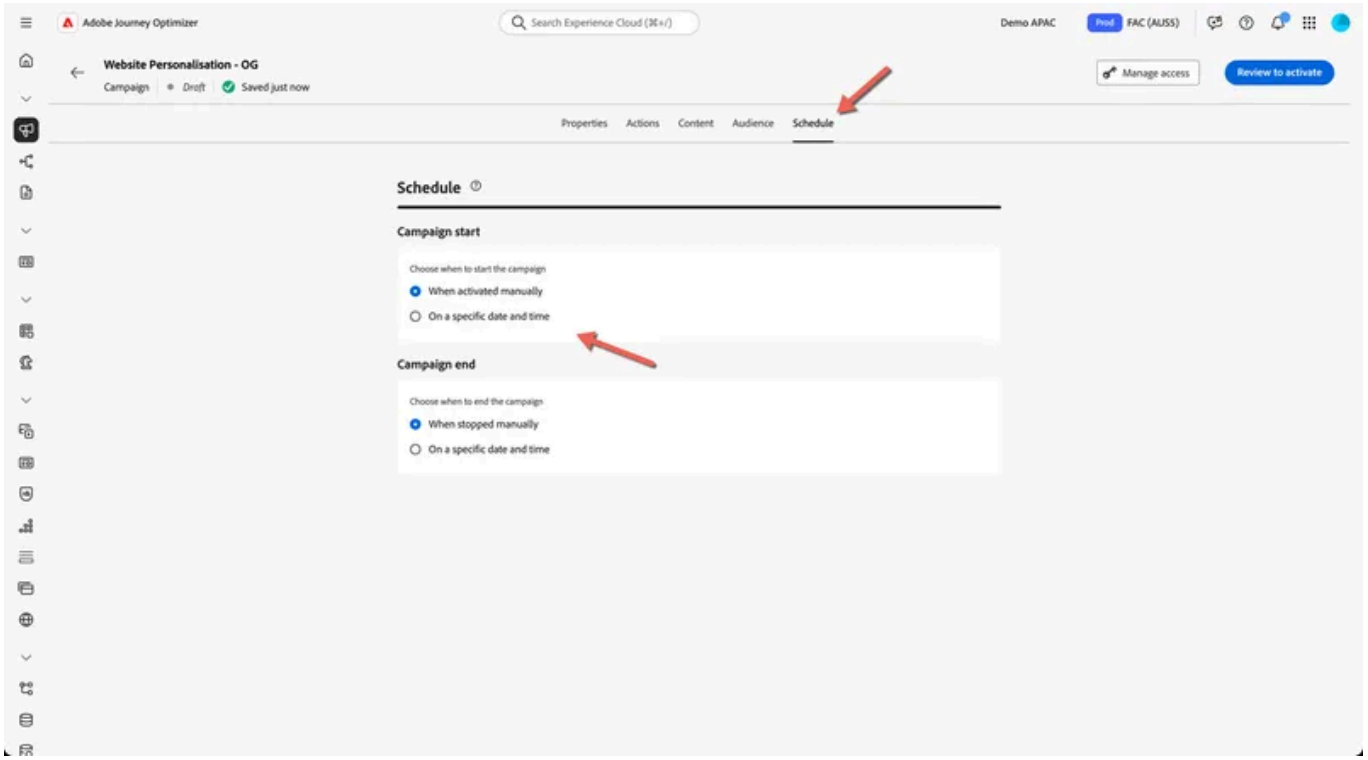



3. We will limit the experience to known customers so change the identity type to **Email.**

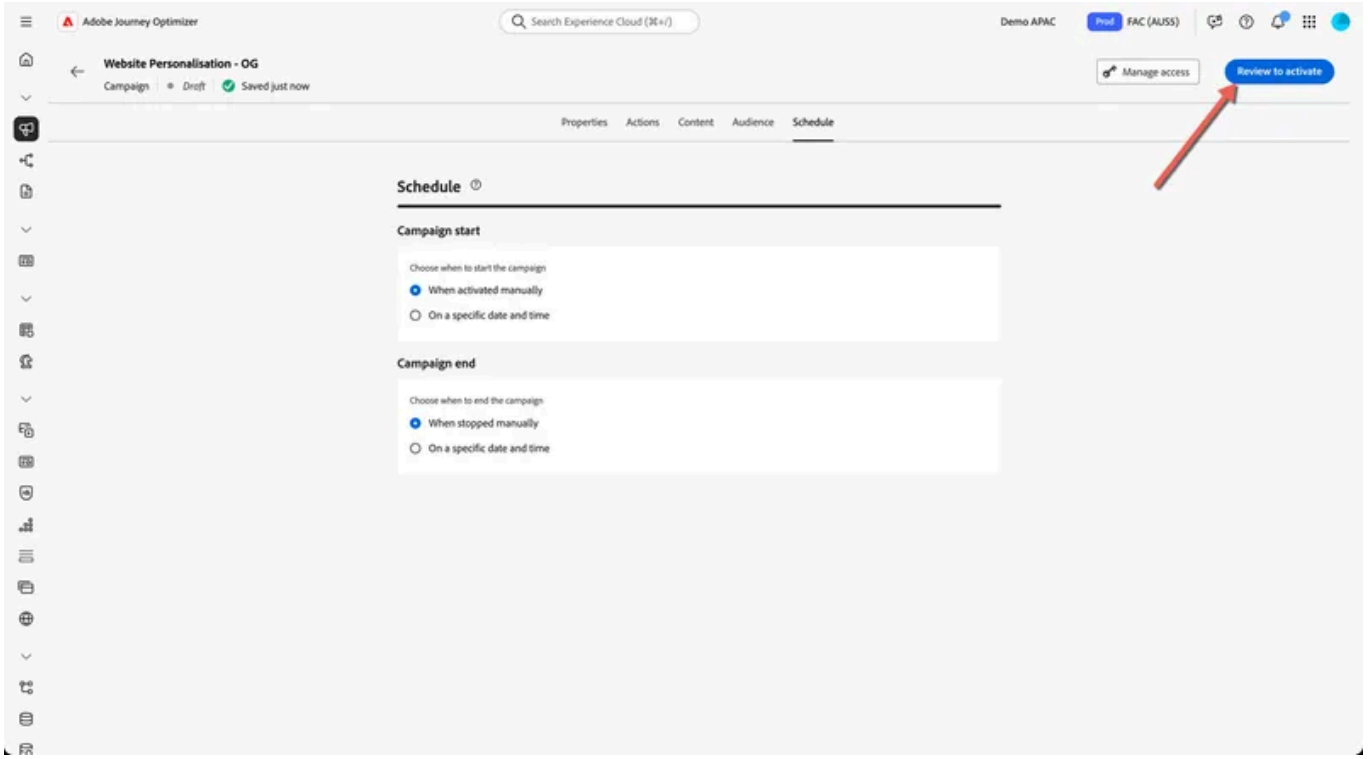



# Schedule

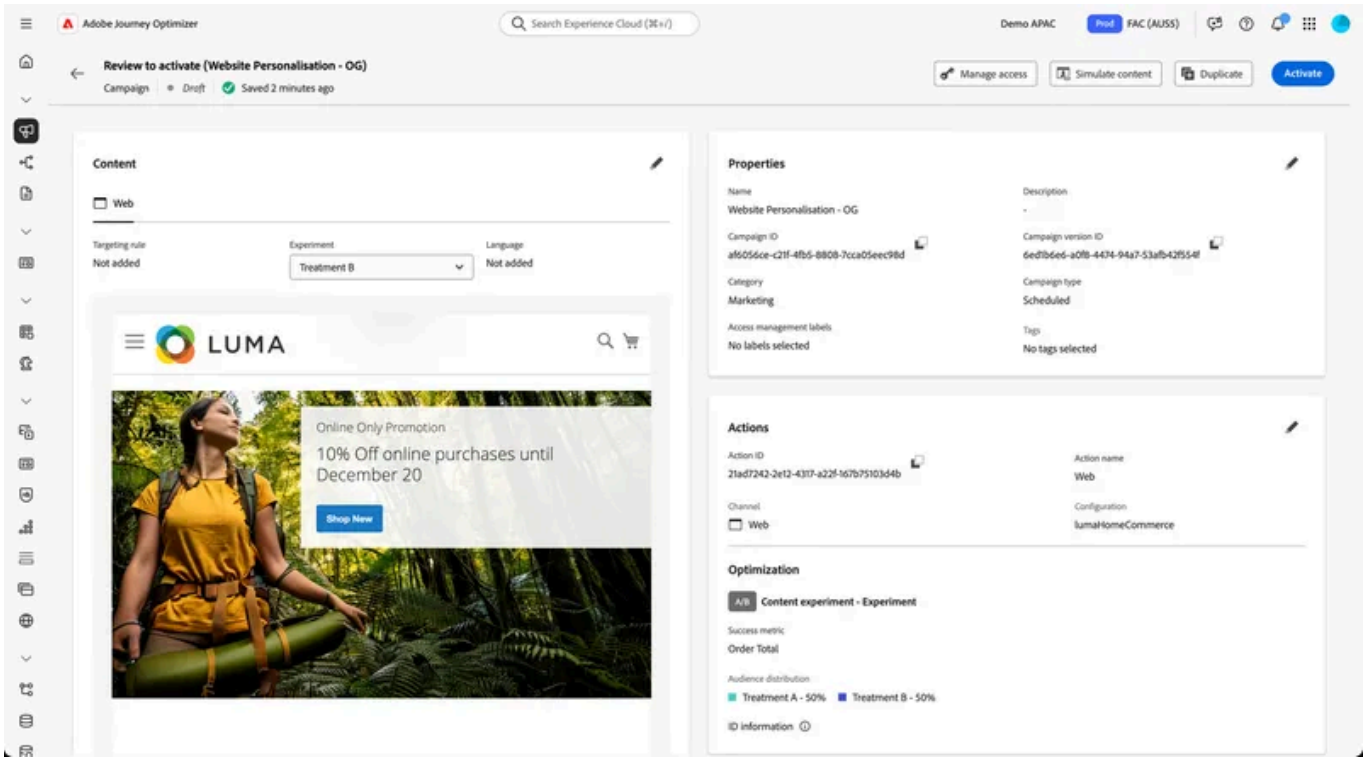
Lastly you can schedule when the campaign should be active by switching to the Schedule tab.  You can leave these as default for now.




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




Congratulations!  Your campaign is now ready.



# 7. Lab 4: Commerce Marketing

## Objective

In this lab you'll learn how audiences shared from Adobe Real-time CDP can be used to trigger cart based promotions within Adobe Commerce and how to configure product recommendations for display across the website and mobile app.  These same recommendations can be passed to Adobe Journey Optimizer for inclusion in outbound communications.

## Access

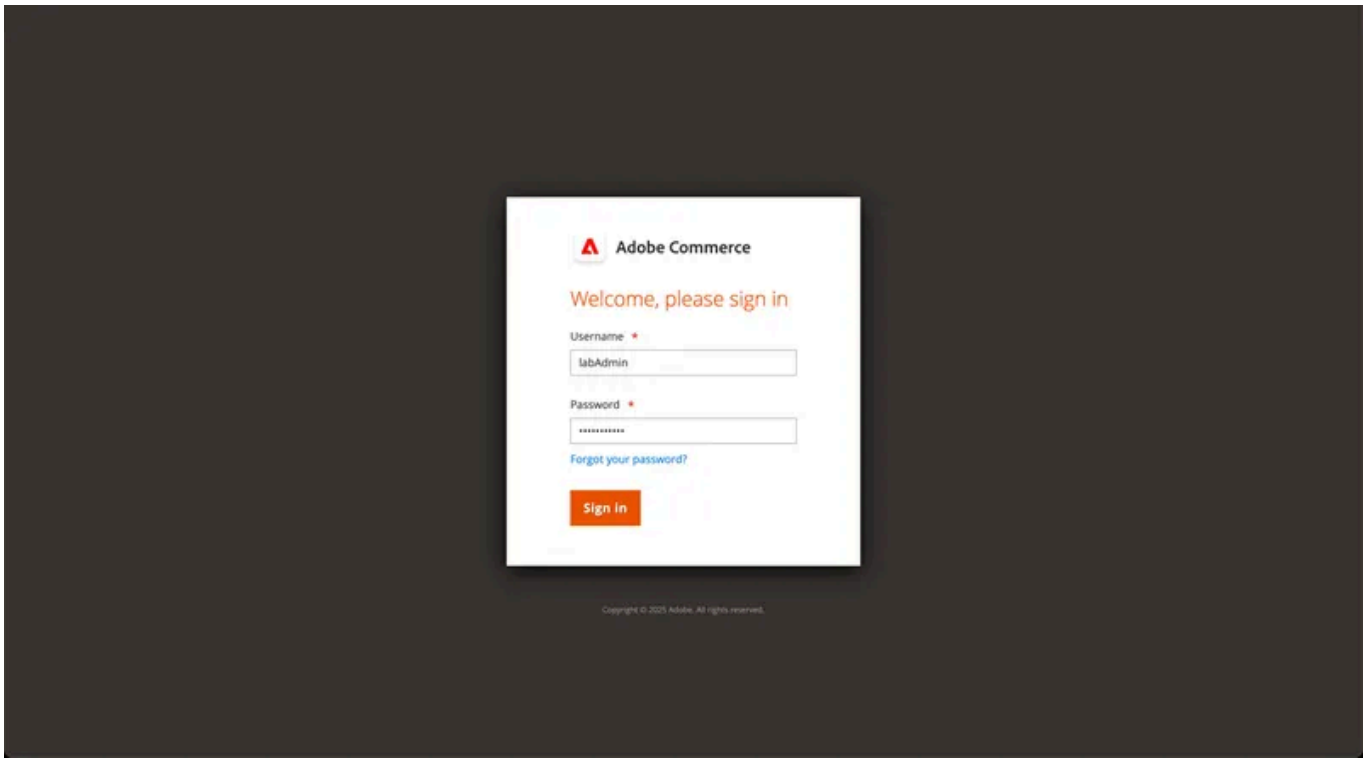
Our lab instance today has not been connected to the Adobe IMS, use the following URL and credentials to access the Adobe Commerce Backend UI.

> Production instances will be integrated with Adobe IMS and utilise the federated identity solution as your other Adobe products.

**Admin URL**: **https://com574.adobedemo.com/admin_8uj2nk**

**Username**: labAdmin

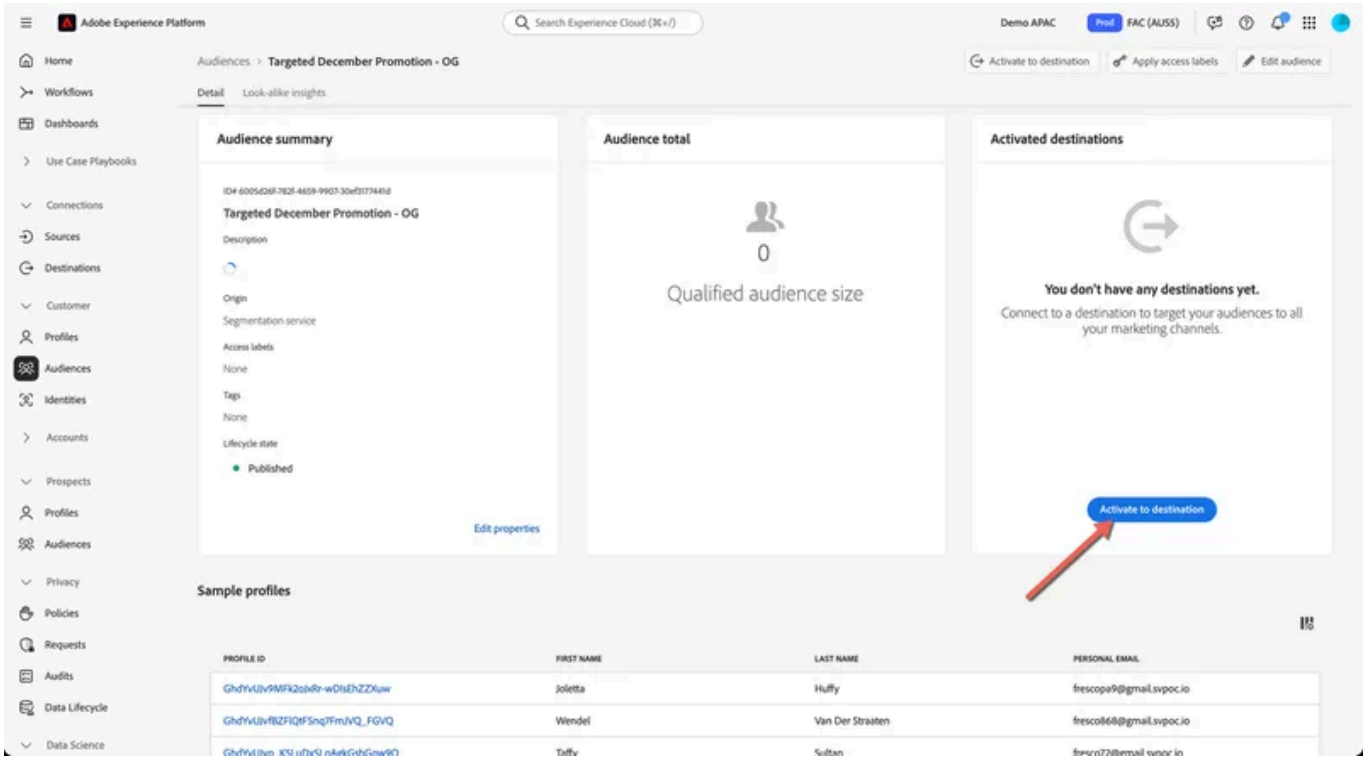
**Password**: twgUCX@2025



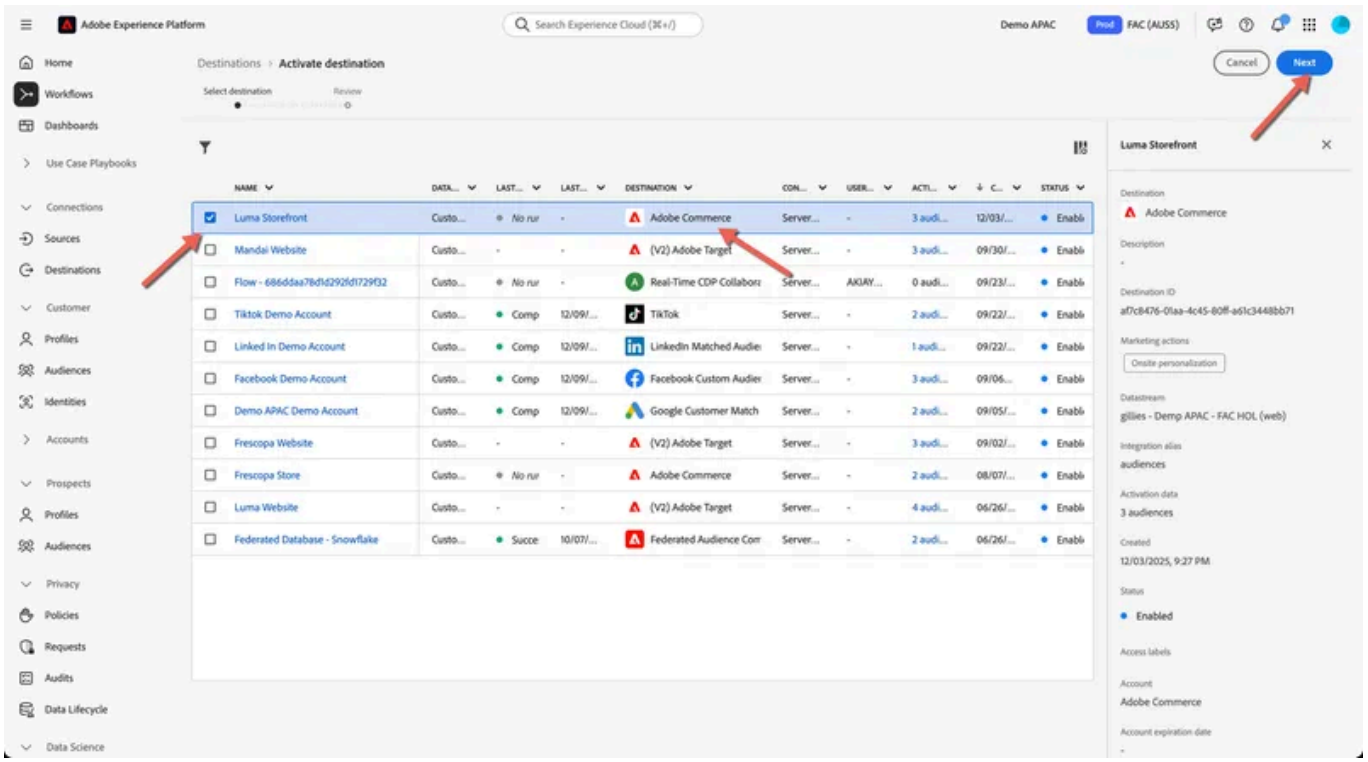

# Real-time CDP Audiences

The Adobe Commerce CDP destination allows AEP audiences to be shared with Adobe Commerce.

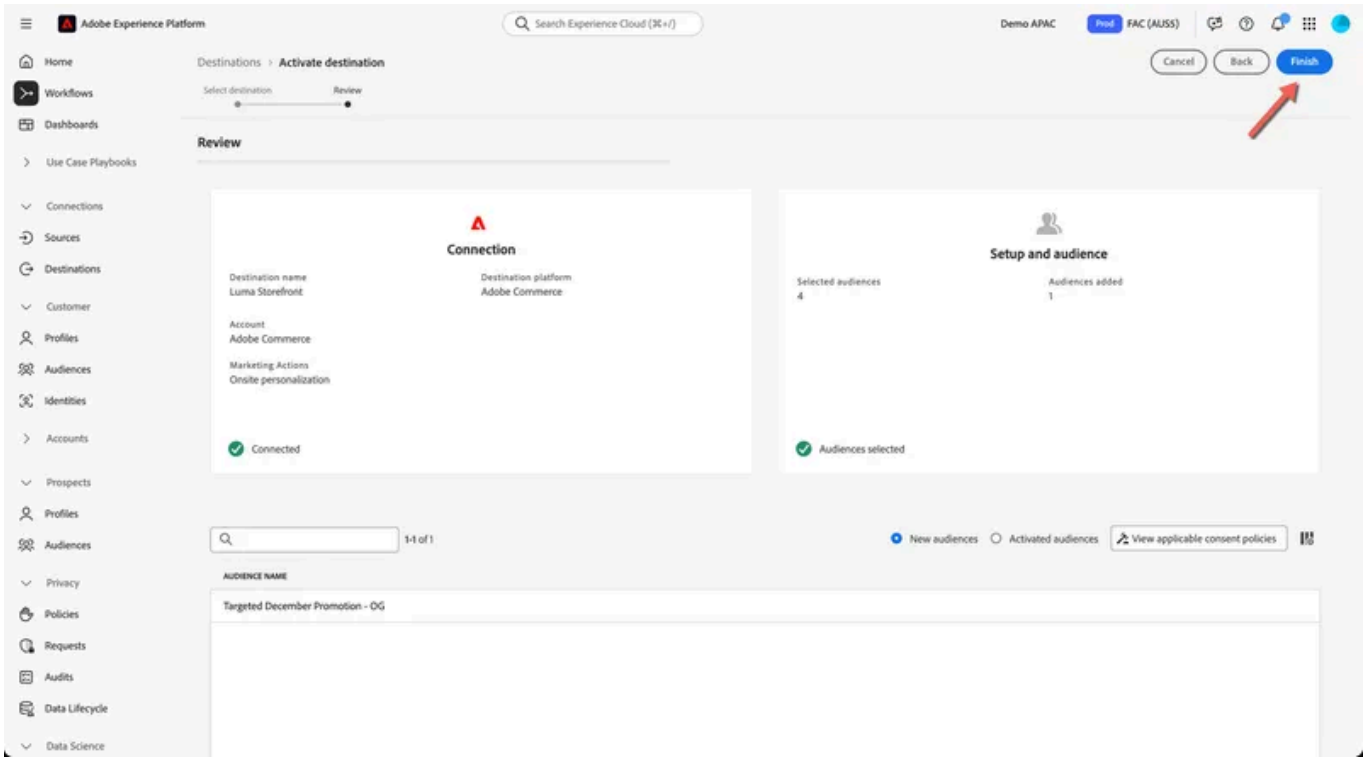
1. Select to activate your audience from Adobe CDP



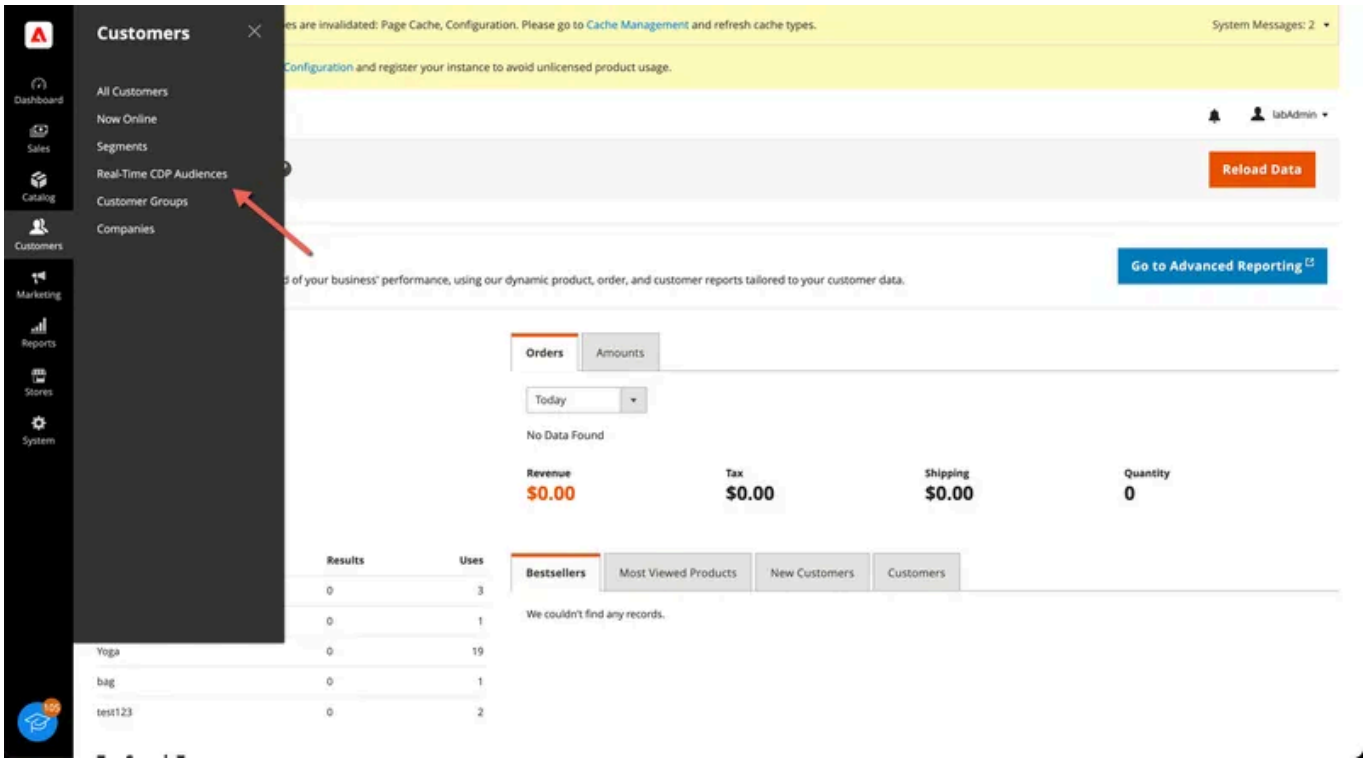

2. Select the **Adobe Commerce → Luma Storefront** destination



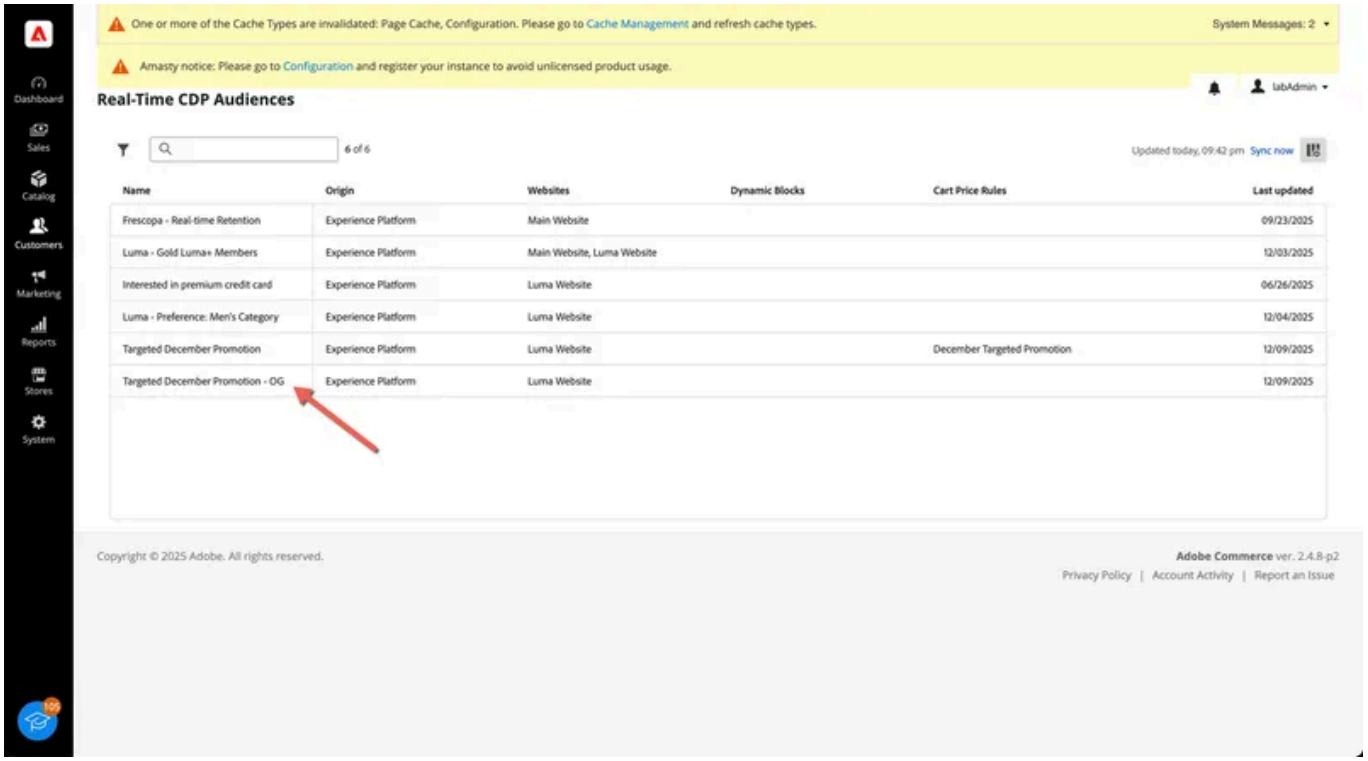

3. Click **Finish** to activate the audience




4. Switch to Adobe commerce and click into **Customers → Real-time CDP**



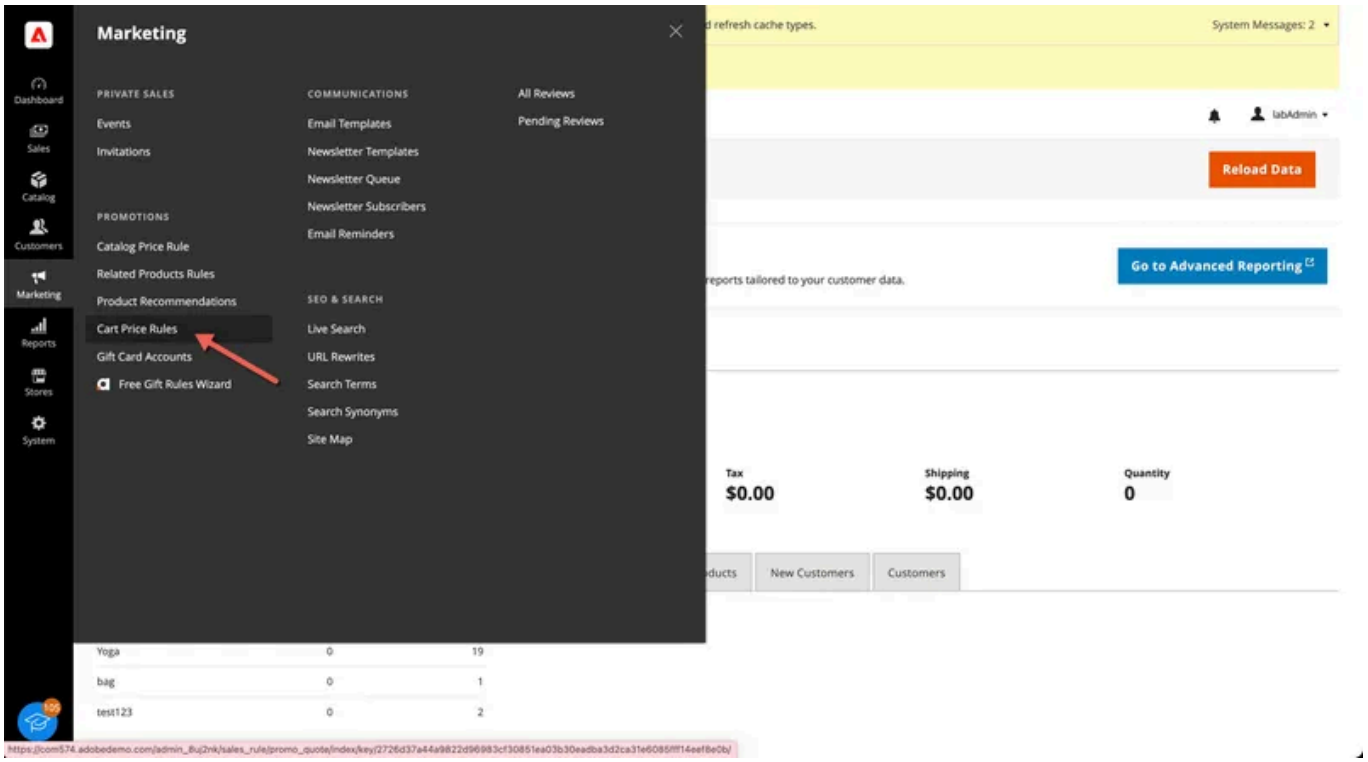

5. Your audience is now available in Adobe Commerce



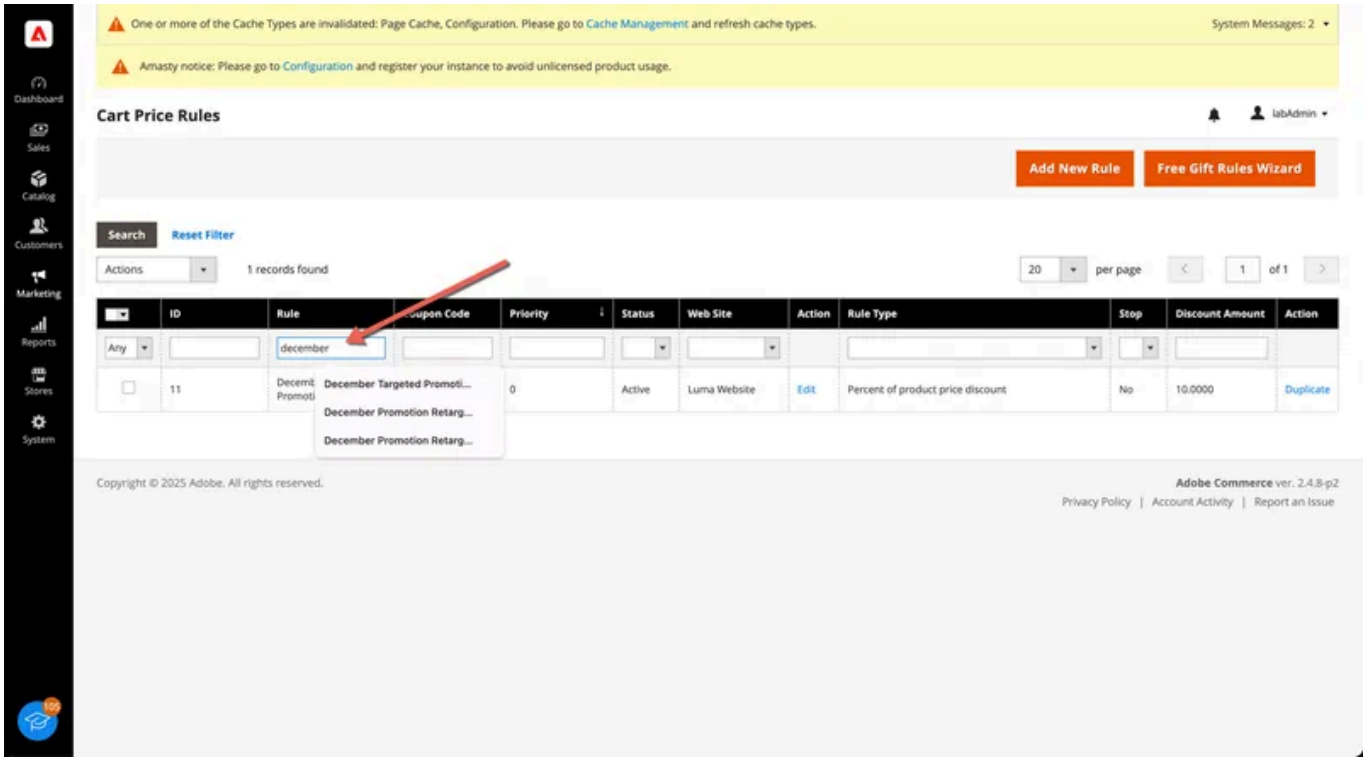

# Apply Cart Rules

Once the audience is availabe it can be used to apply targeted promotions using cart price rules.

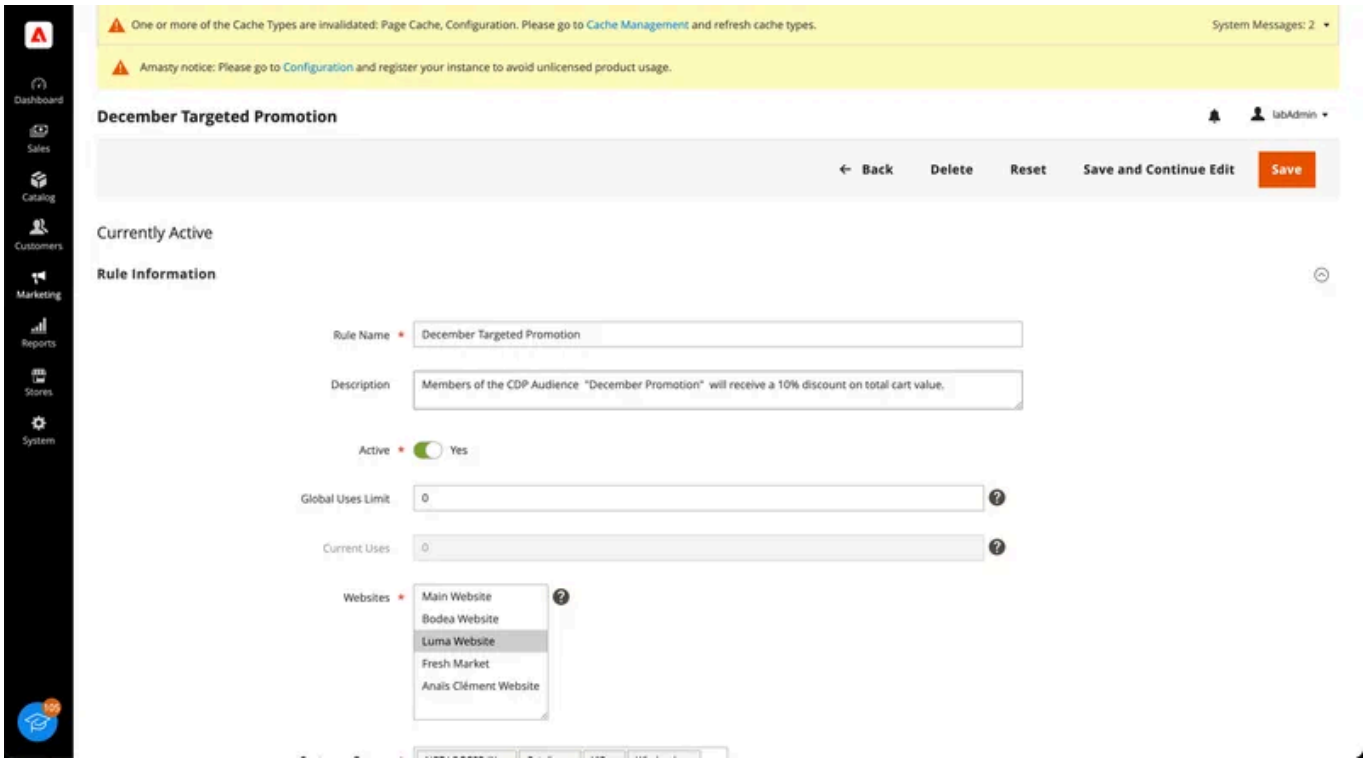
1. Click on **Marketing → Cart Price Rules**



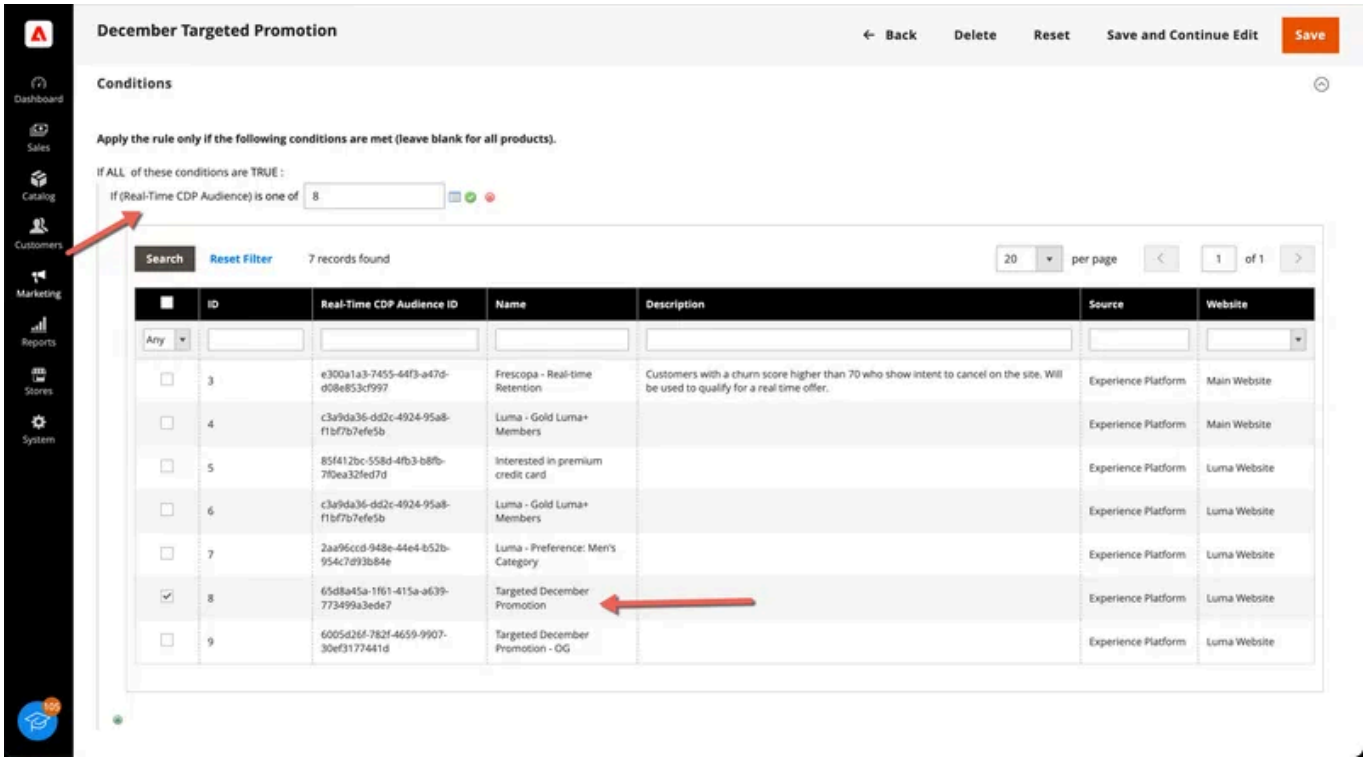

2. Use the search bar to look for the **December Targeted Promotion**




3. Click in to view the rule settings



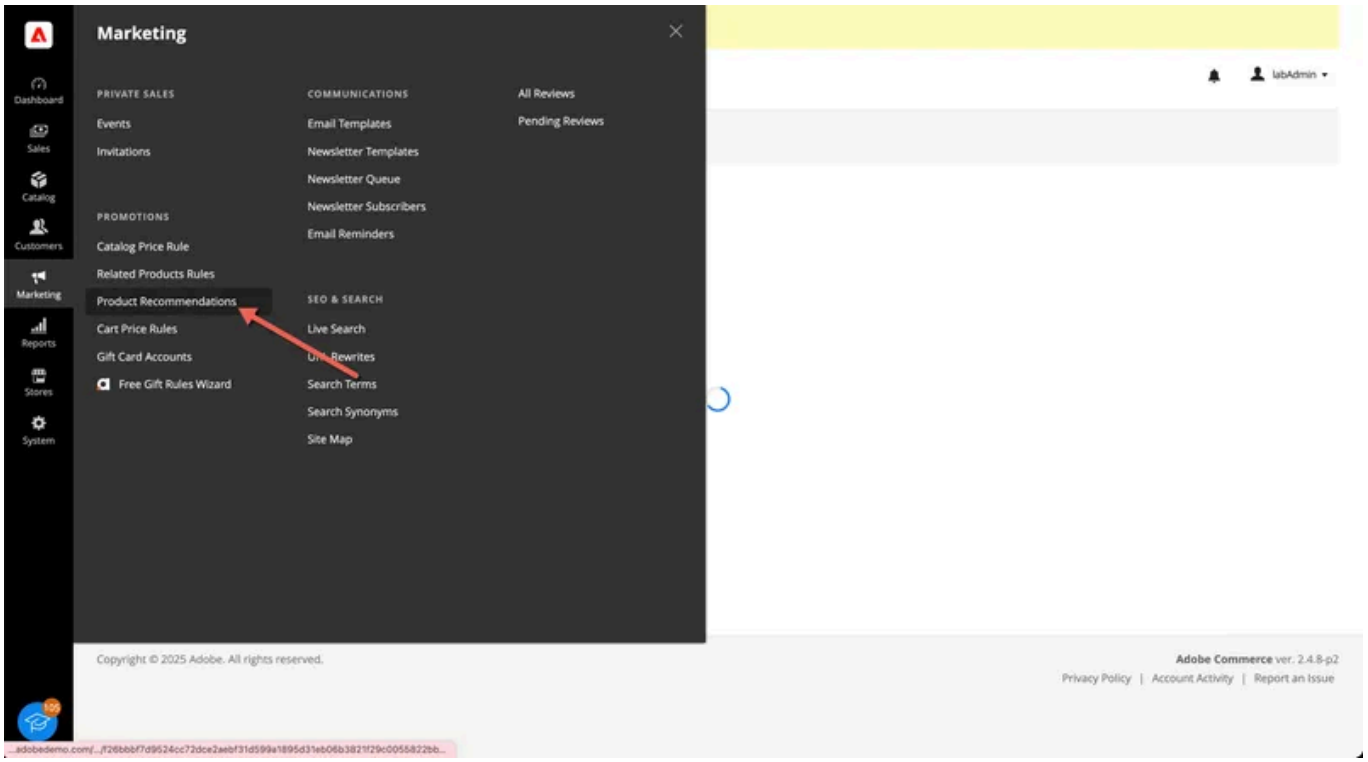

4. Check the rule **Conditions** - this configuration ensures the rule is only applied to members of the CDP audience



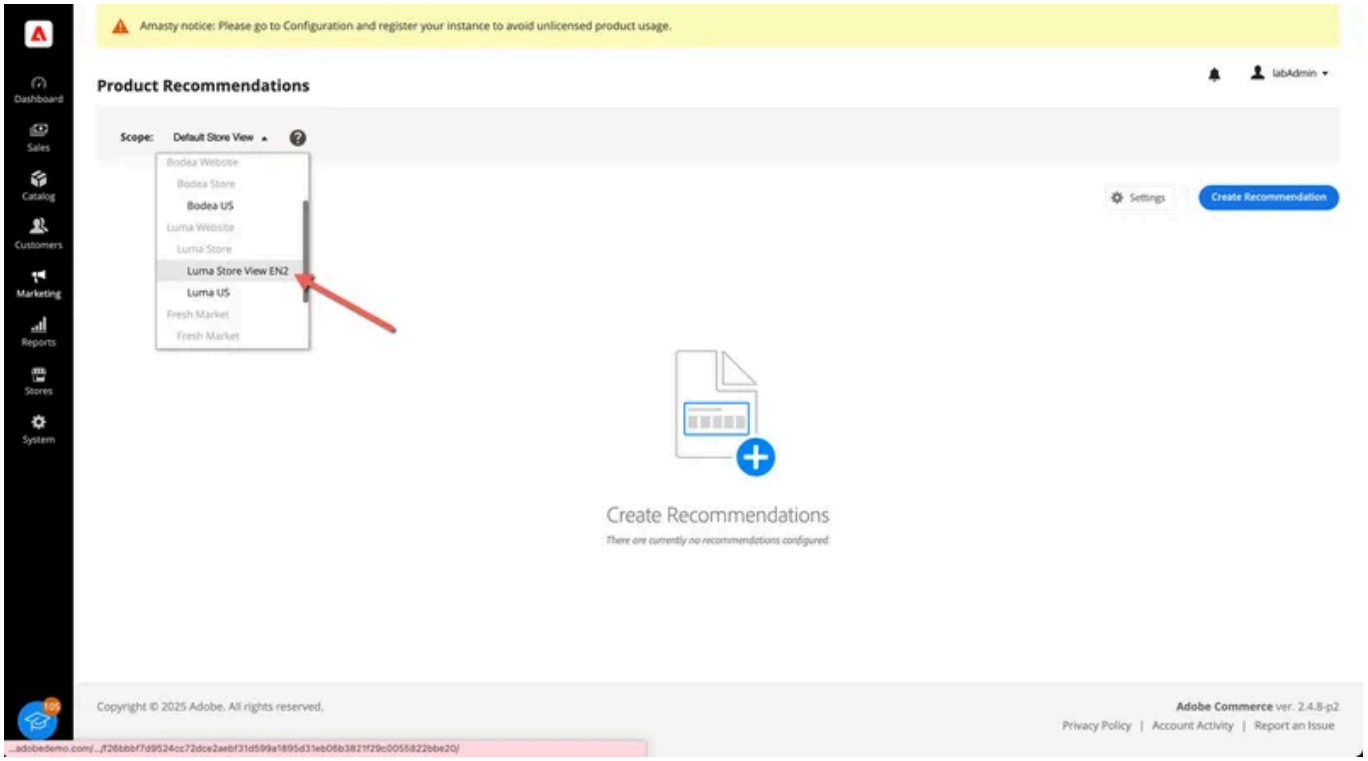

# Product Recommendations

In this exercise you'll learn how to configure AI based product recommendations.

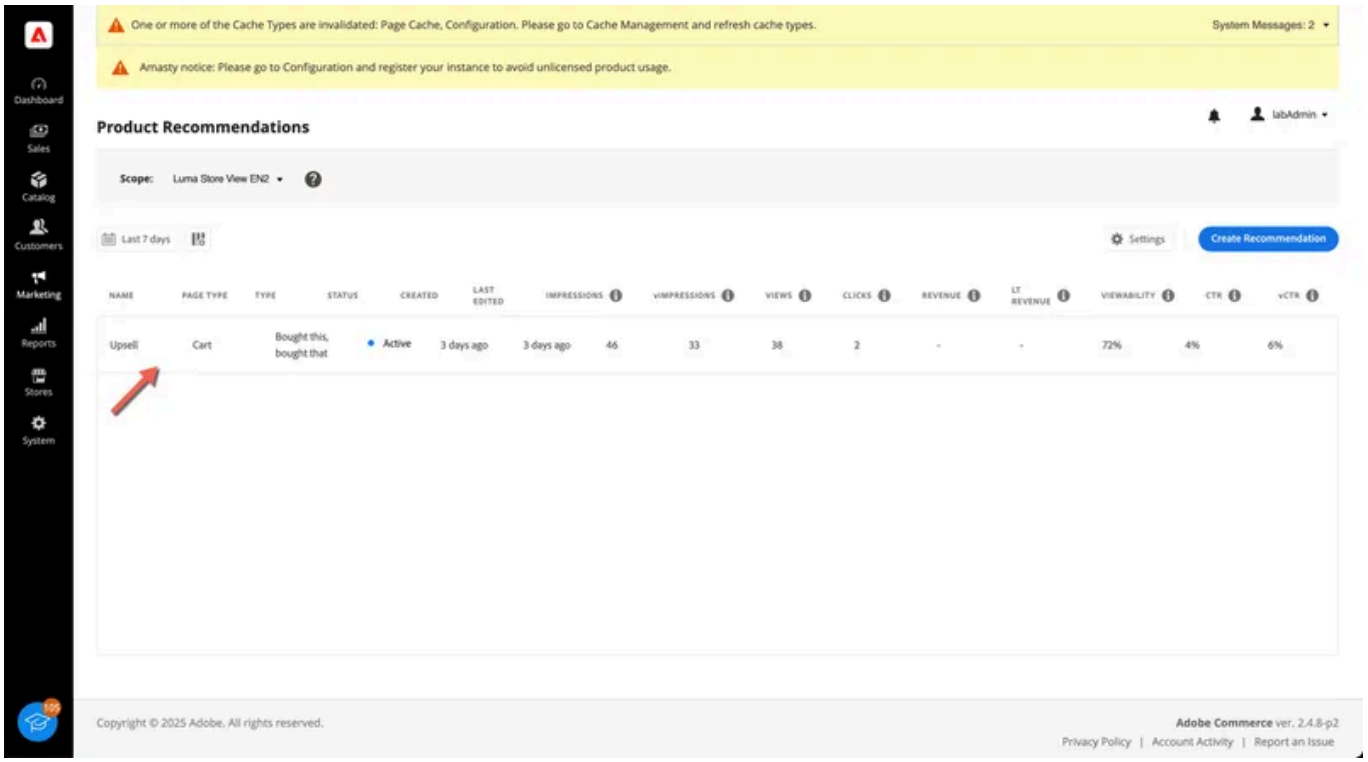
1. Click into **Marketing → Product Recommendations**




2. Select the **Luma Store View EN2**

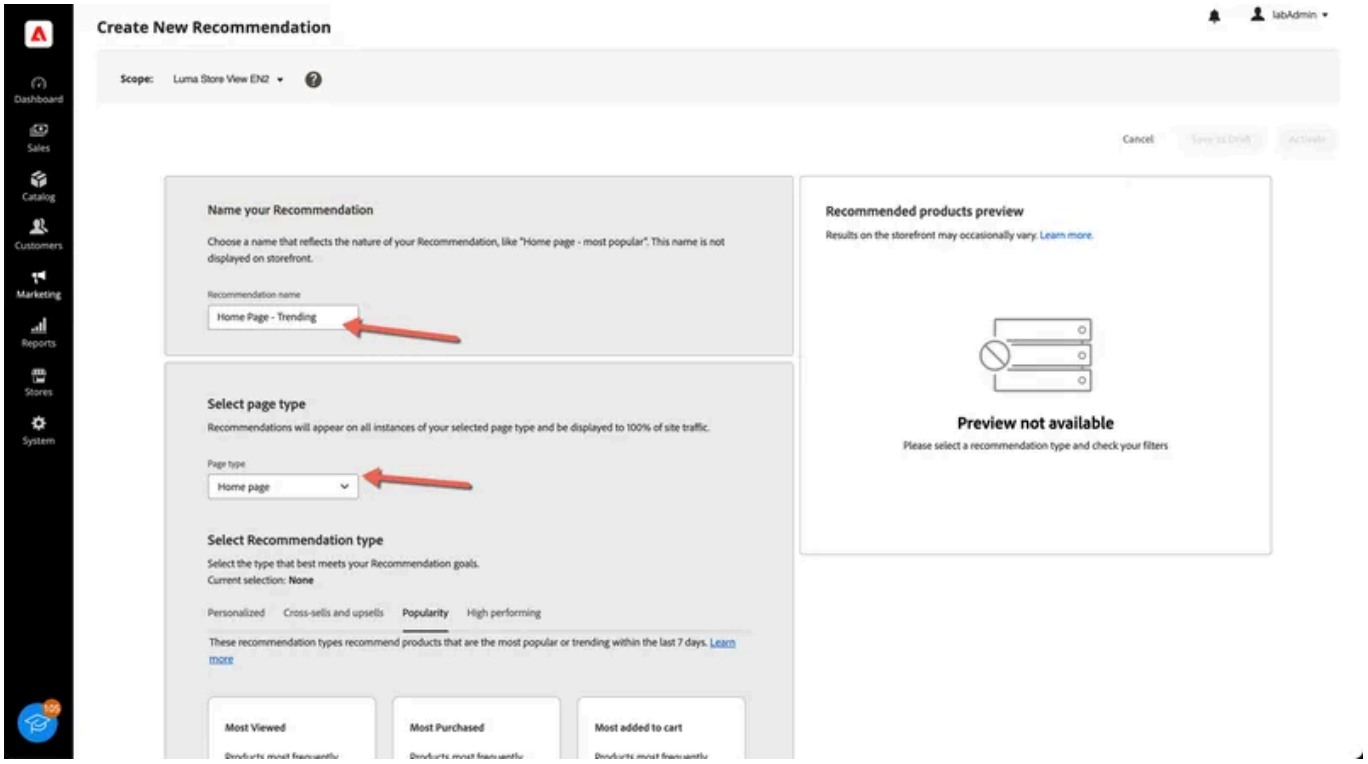



3. You can see the Product Recs that you saw in the demo on the cart page.

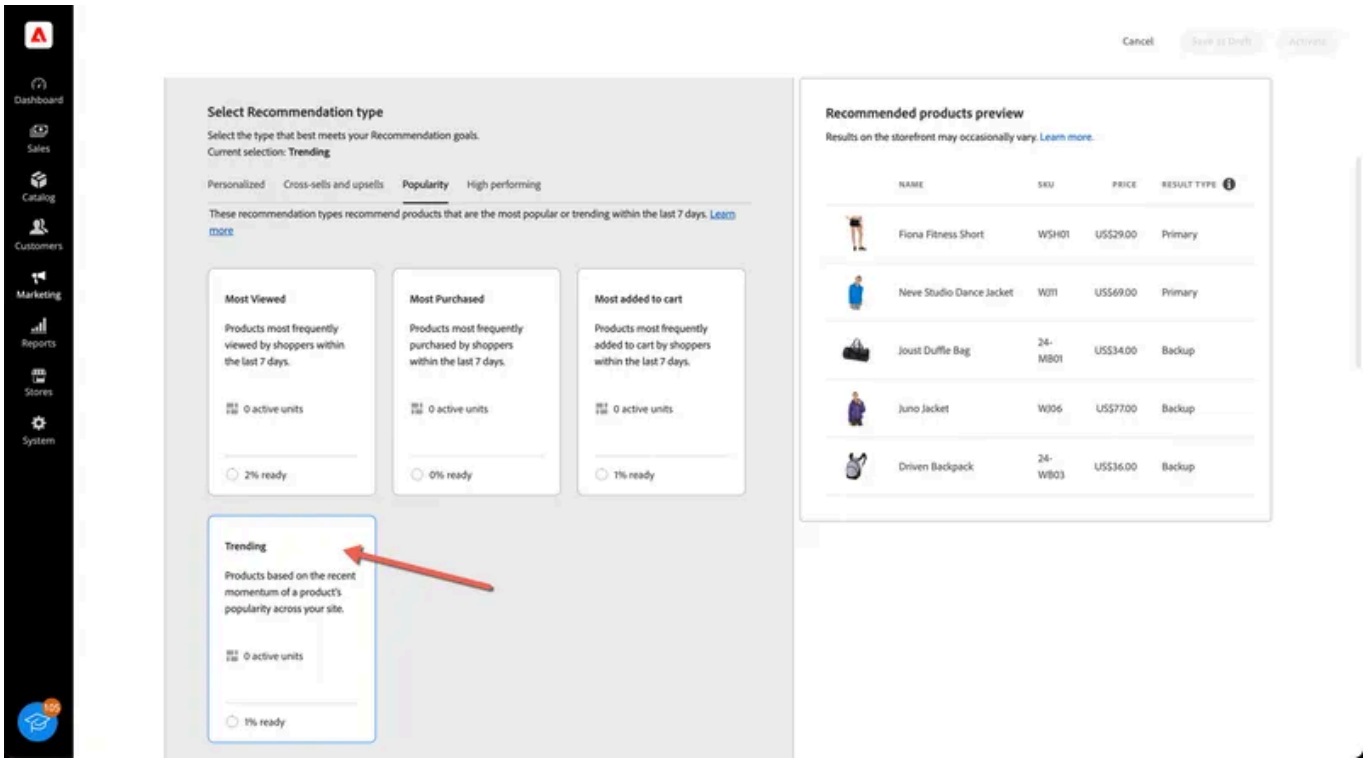



4. Click to **Create Recommendation**

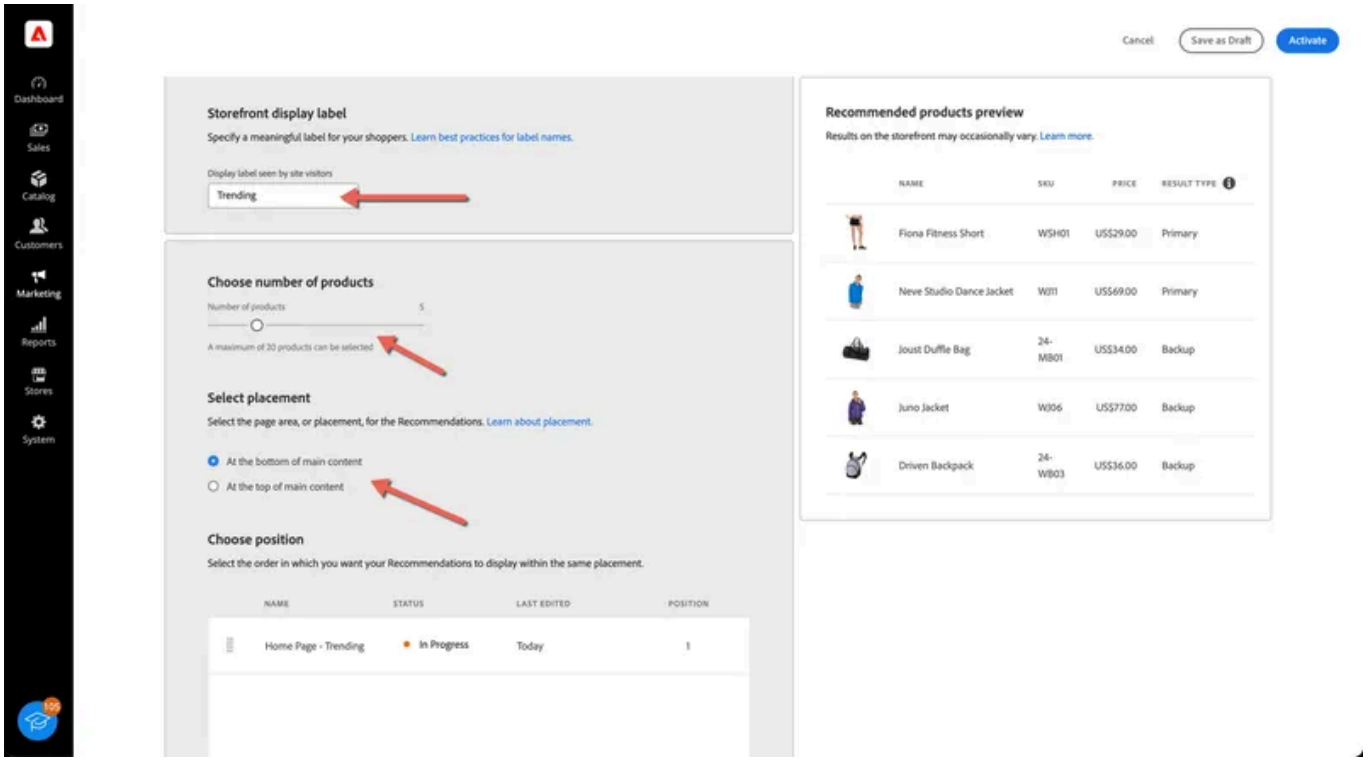
5. Give your recomendations a name and select which page type they should appear on



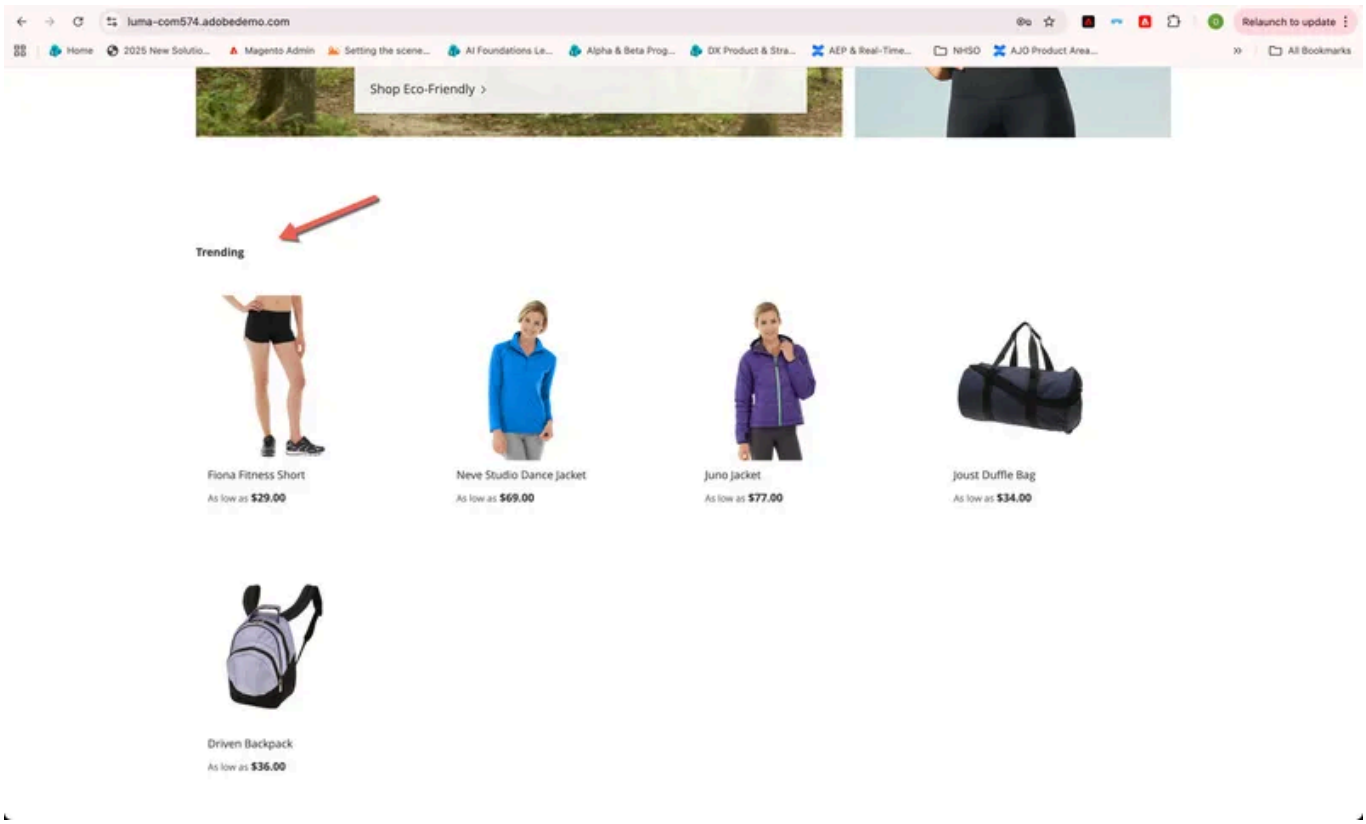

6. Explore the recommendation types and select which one you prefer




7. Lastly provide a label - add your initials to make yours unique and select how many products you want returned as well as the location

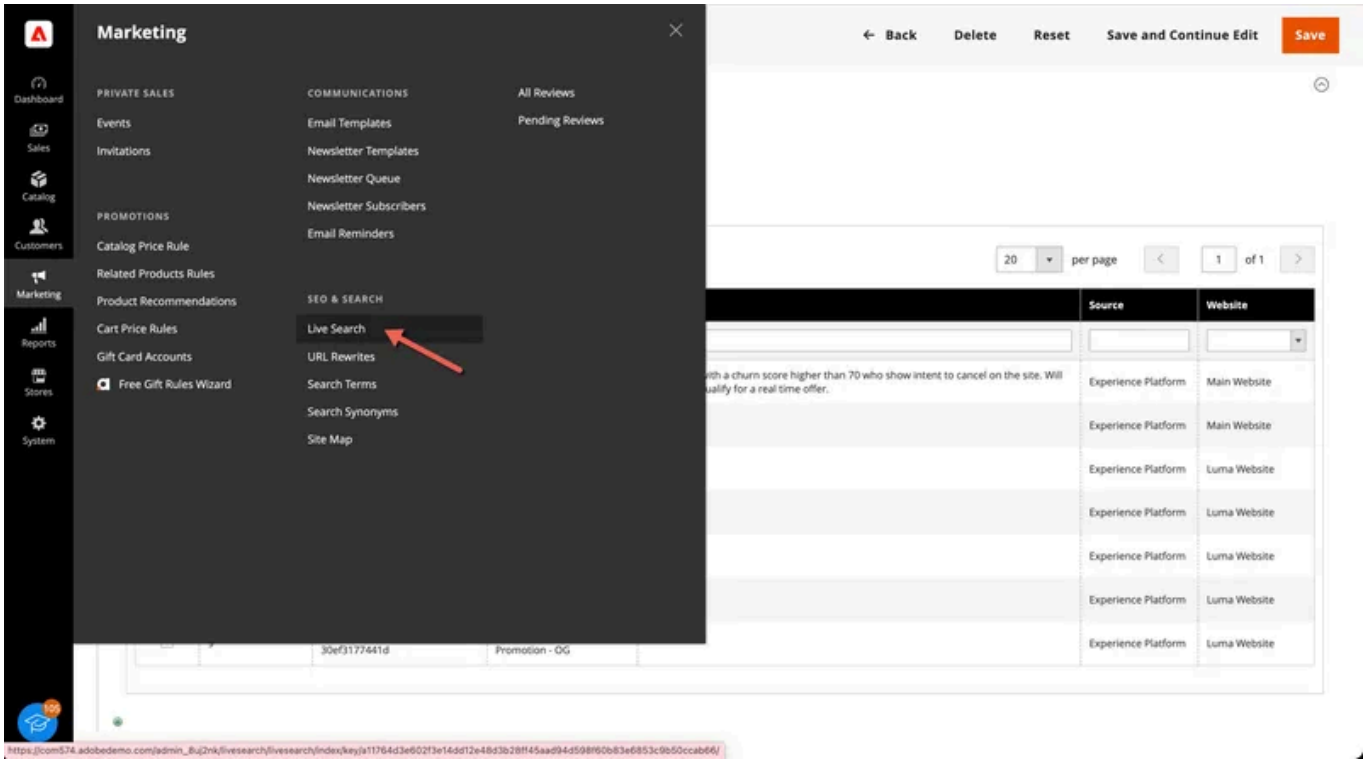



8. Activate your recommendations then check the front end to see your changes.




# Live Search

Live search configurations can be found under the **Marketing → Live Search** menu item.




Jason will walk through a demo of this feature and the configuraiton options available.

# 8. Lab 5: Marketing Automation

## Objective

In this lab you'll learn how Adobe Journey Optimizer can orchestrate real-time, personalised journeys.

Adobe Journey Optimizer operates off the same events, profiles and audiences as Real-time CDP and CJA, no need to wait for ETL processes to share data.

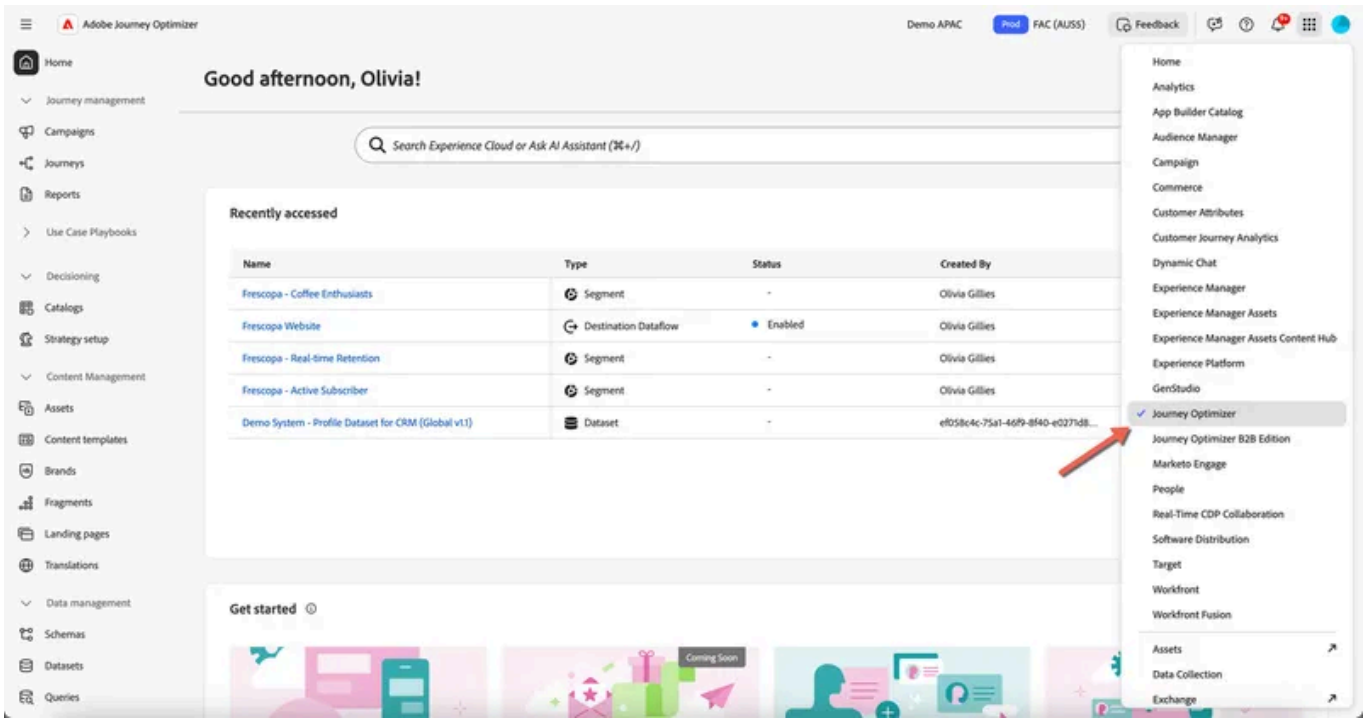
As part of the digital operations team you will set up a retargeting journey triggered by anyone adding products to their cart but not completing the purchase.

You'll see how Adobe Journey Optimizer has access to the cart context and how we can check for changes to the product price before we deliver the message.  You'll use imagery managed in Adobe Experience Manager Assets to ensure consistency across channels.

Any customers who make a purchase during the journey will be removed.

## Access

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



# Content Management

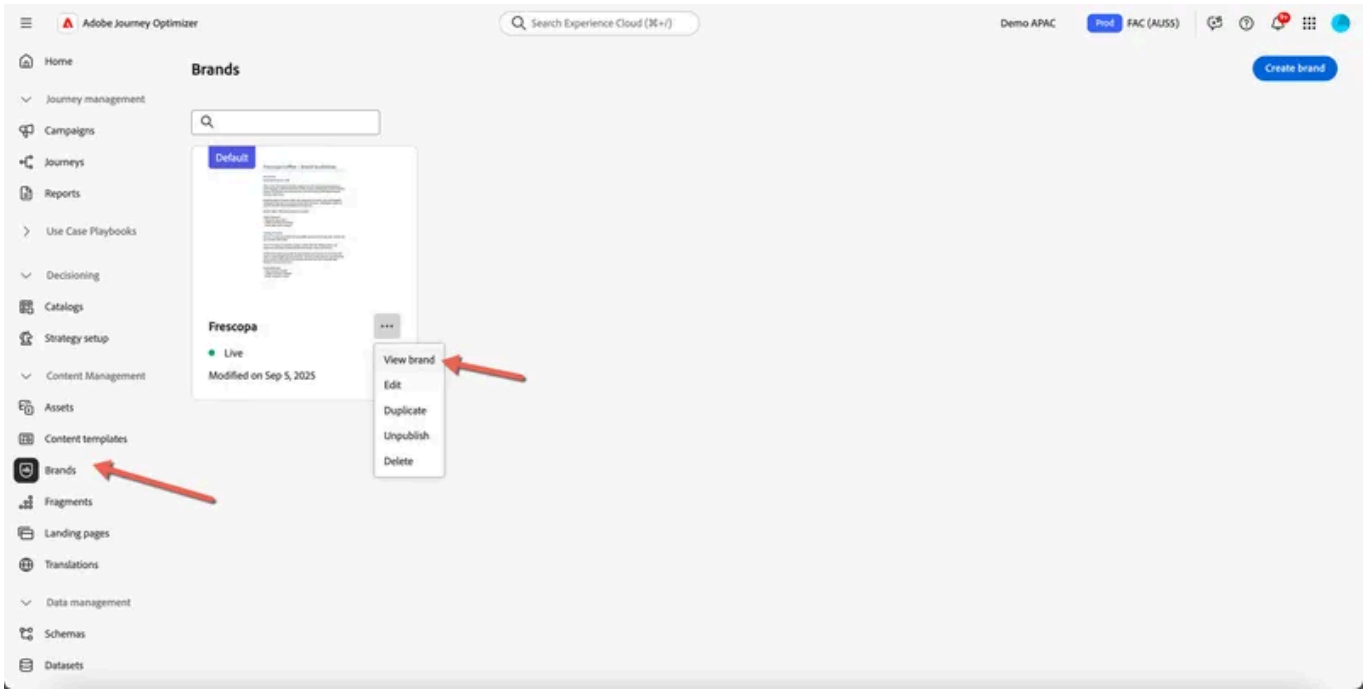
Before we create our retargeting journey for the campaign let's take a look at some of Adobe Journey Optimizers content management capabilities.

## Brand Guidelines

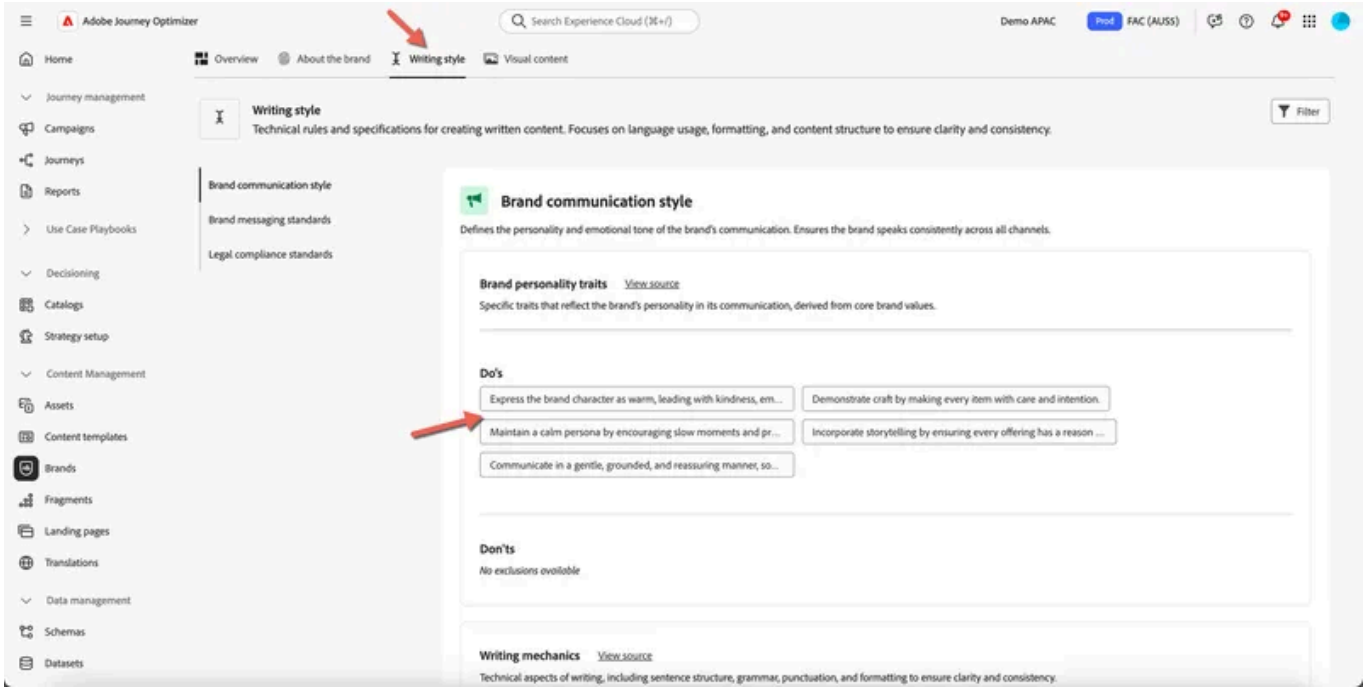
Brand guidelines are a detailed set of rules and standards that establish a brand's visual and verbal identity. They act as a reference to maintain consistent brand representation across all marketing and communication platforms.

In Journey Optimizer, you now have the option to manually input and organize your brand details or upload brand guideline documents for automatic information extraction.

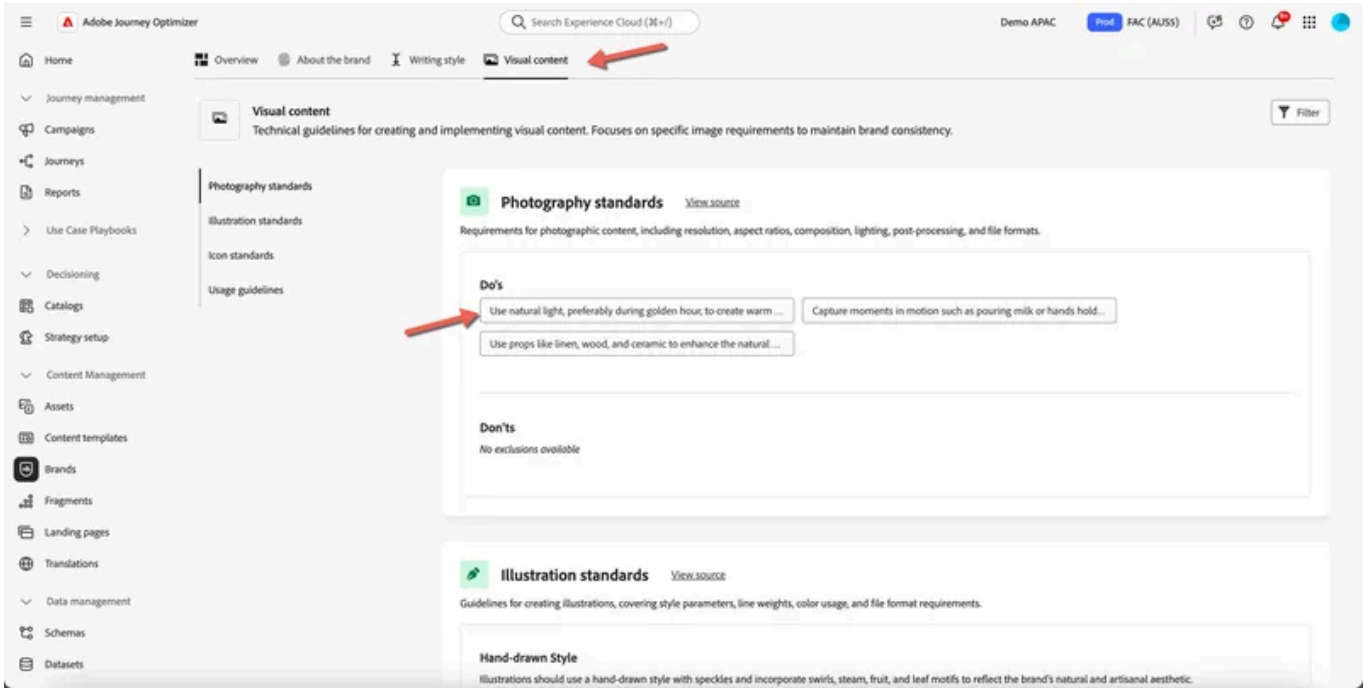
Click on **Brands** and click to **View** the Luma guidelines.




Here you can find all of the do's and dont's defined to ensure all content sent from Journey Optimizer aligns to Luma's brand.  Click on **Writing style** to see the guidelines that will be applied to text content.




Click on the **Visual Content** to see the guidelines that will be applied to imagery.




# Content Templates

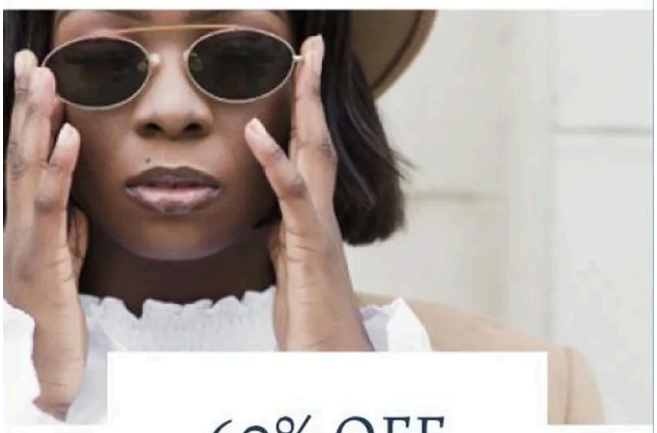
Content templates are pre-defined pieces of content.  Templates can be created for multiple channels and are used as starting points for messages in campaigns and journeys.

Importing your email templates into a new solution is usually a time-consuming task during implementations.  With Adobe Journey Optimizer we can generate an email editor compatible template directly from an image, saving potentially days of effort.

**Right click** and **Save As** the image below onto your hard drive.

LOGO GOES HERE

# New Arrivals



## 60% OFF

LOREM IPSUM DOLOR SIT AMET

*Lorem ipsum dolor sit amet, consectetuer elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.*

TAKE ME THERE



Lorem ipsum dolor sit amet adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

$48

Shop now



Lorem ipsum dolor sit amet adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

$62

Shop now

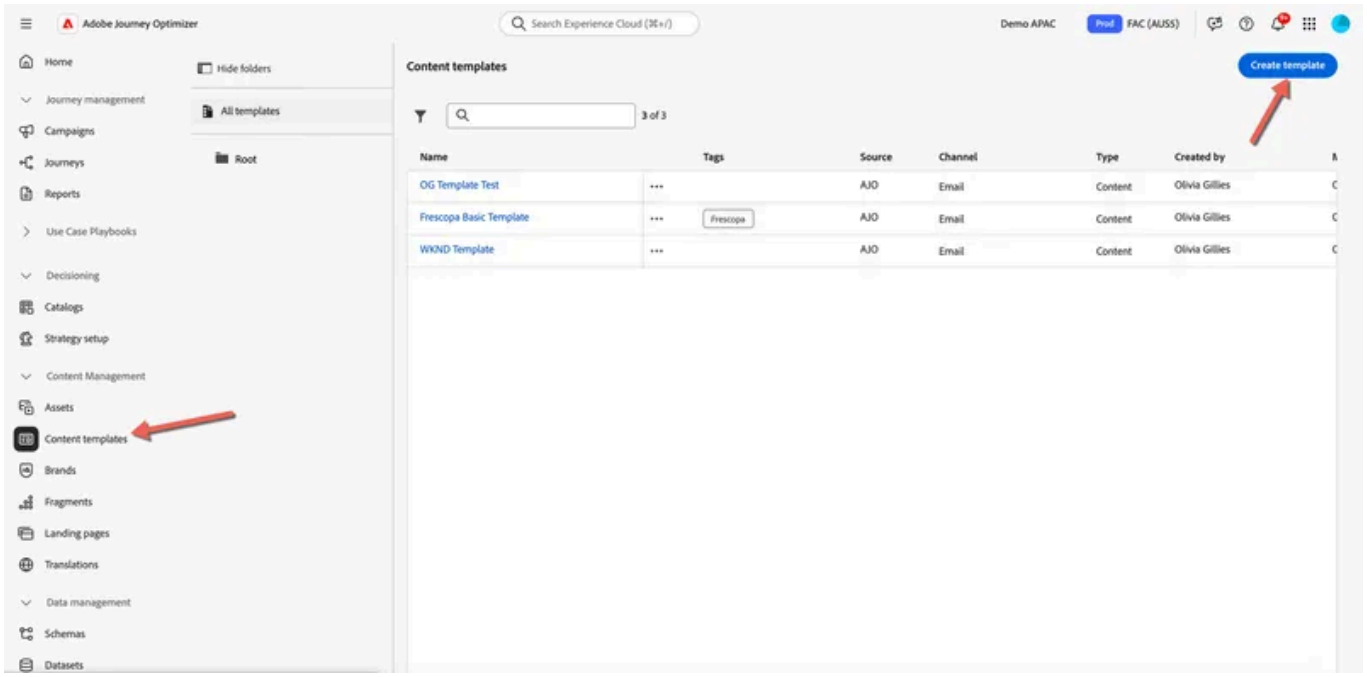
## GET 15% OFF

USE CODE: OCTOBER15 ON YOUR FIRST PURCHASE

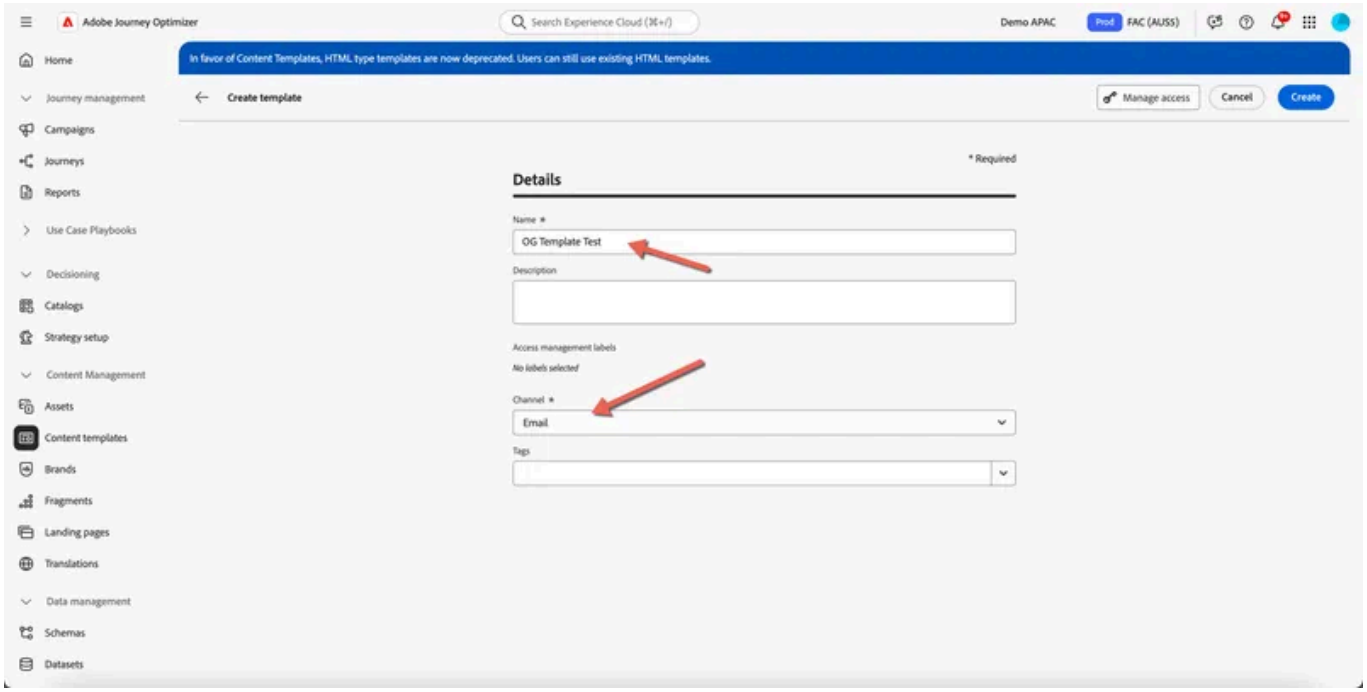
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hen

SHOP NOW

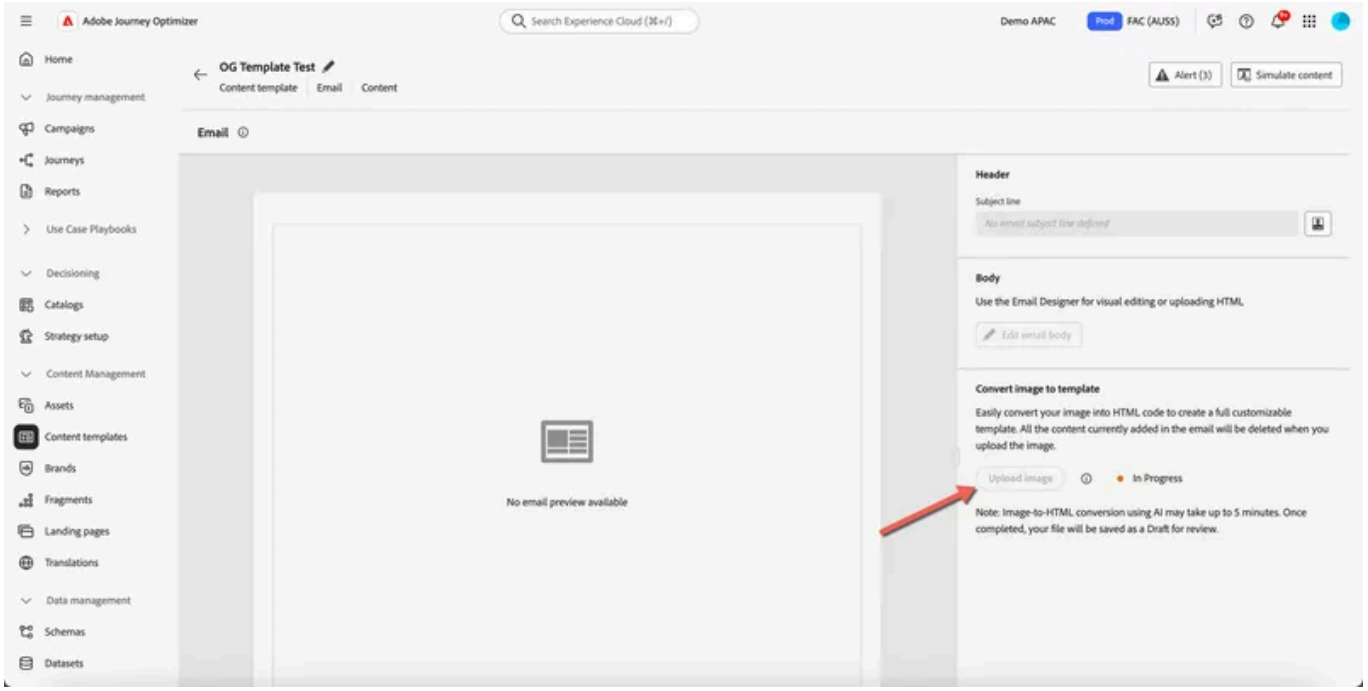
Navigate to **Content Templates** and click to **Create template.**




Give your template a name - something unique so you can recognise it.



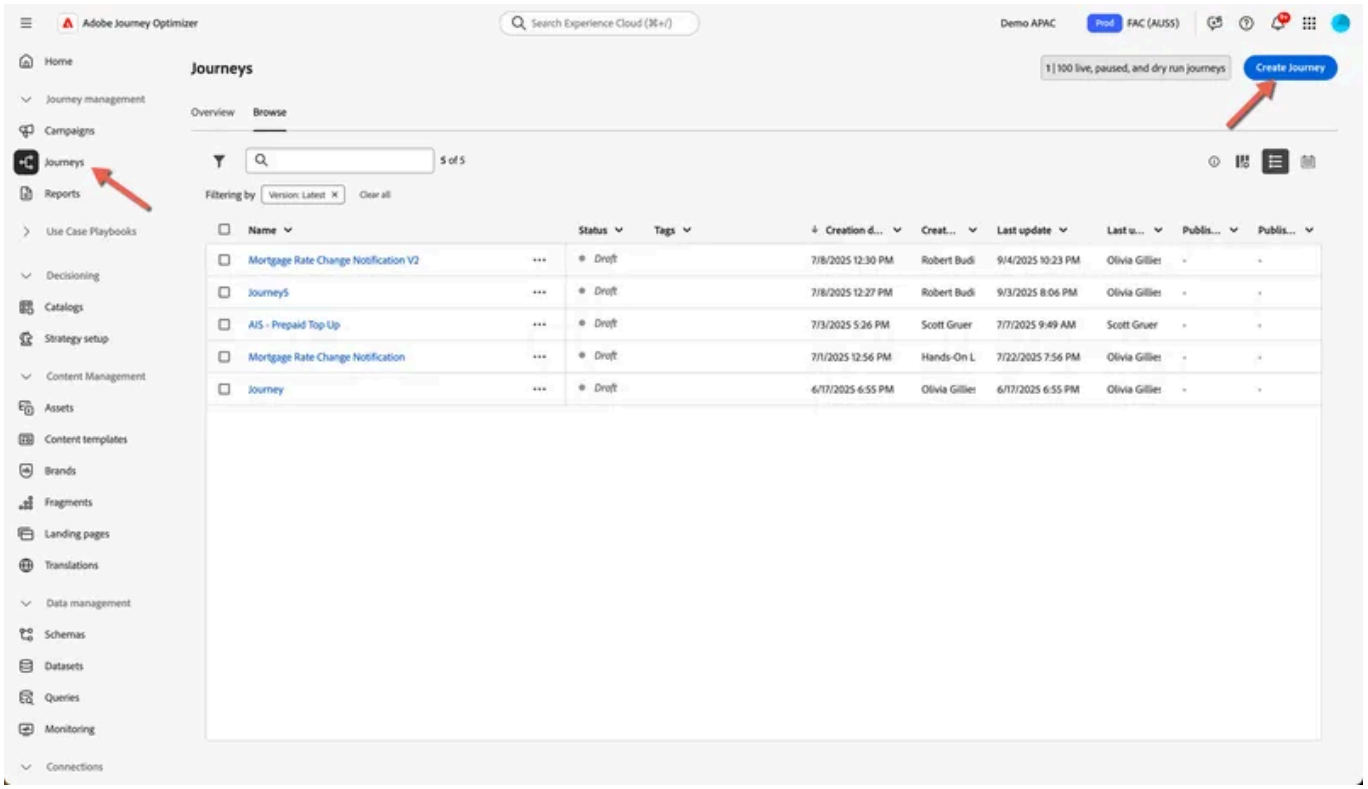

Now upload the image you downloaded from above (or one of your own email images if you have one handy!)



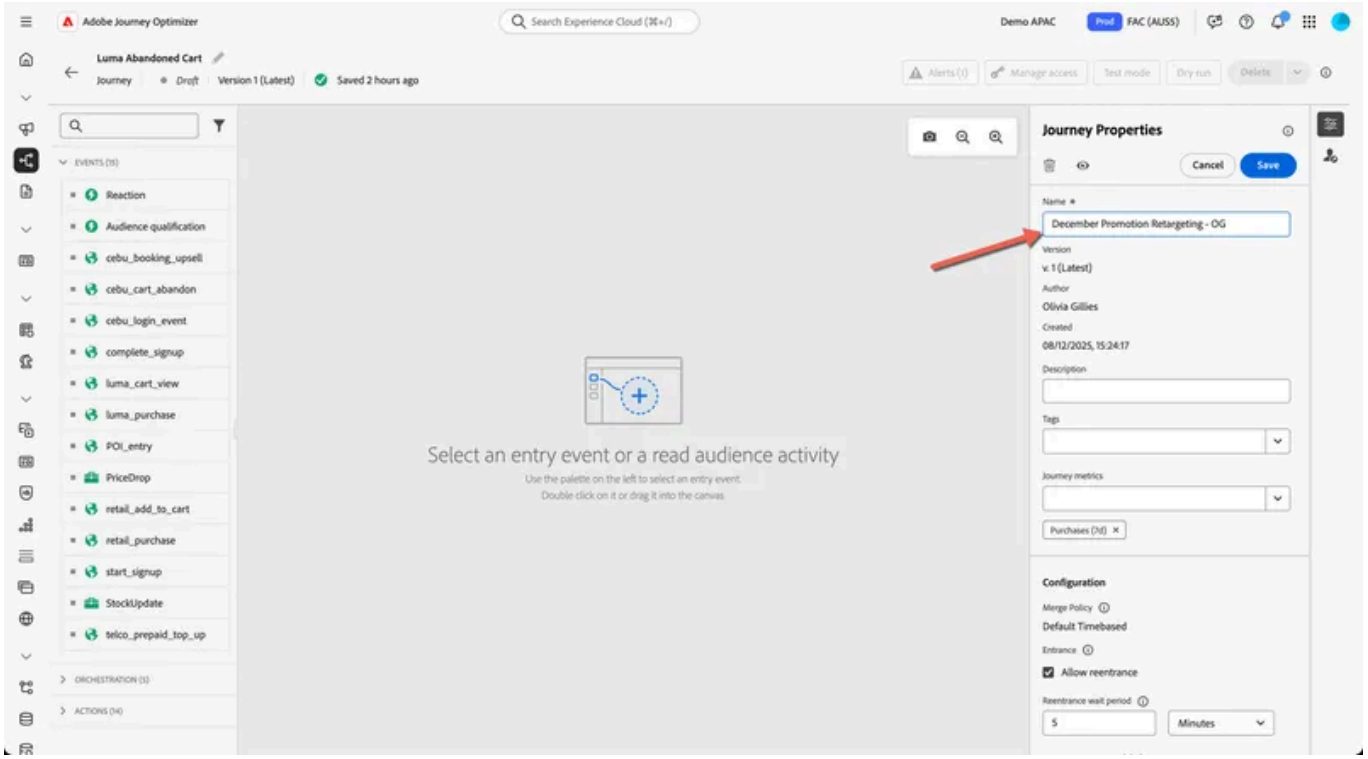

The generation will take a few minutes.  Move on to the next exercise and you can come back later to see how it went.

# Create a Journey

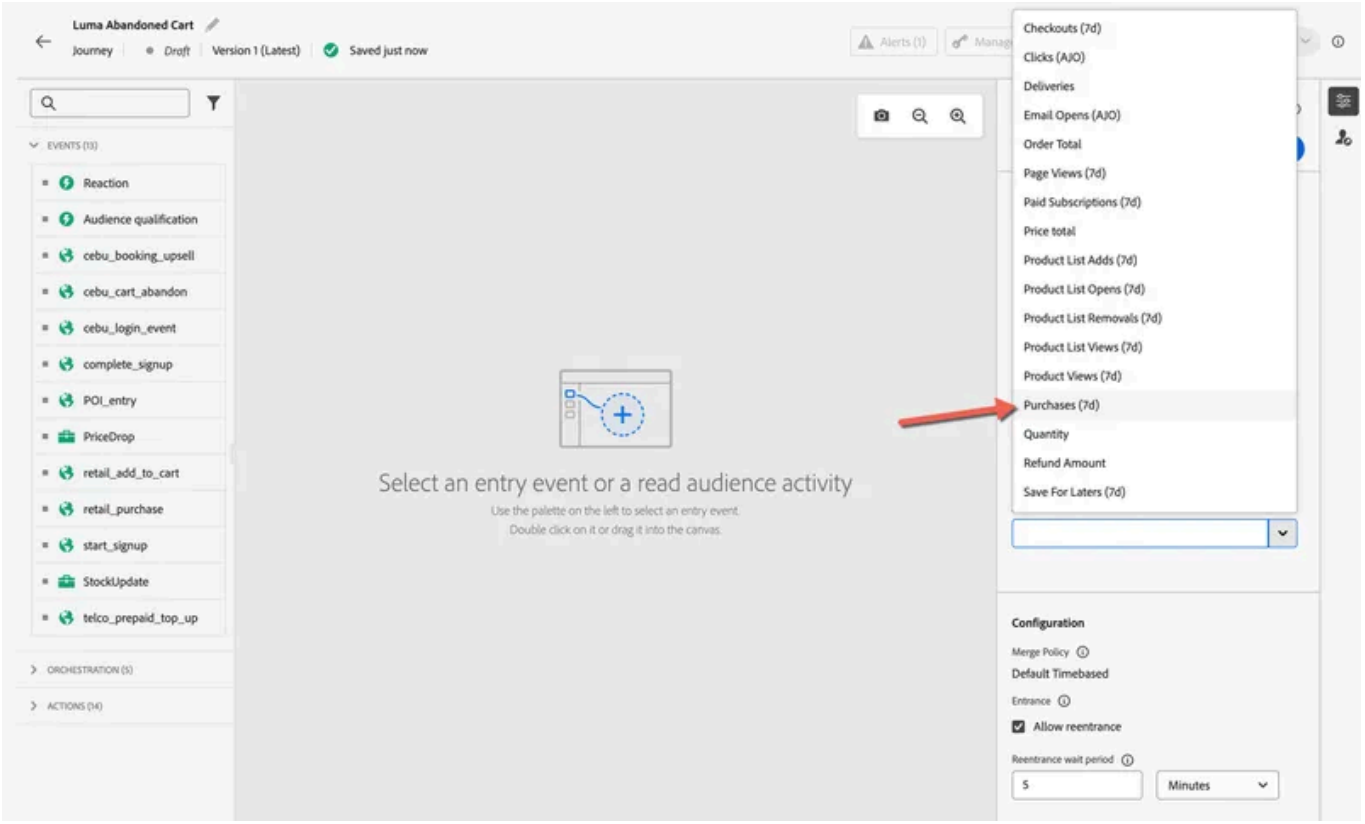
Navigate to **Journey Management → Journeys** and click on **Create Journey.**



Name your journey **December Promotion Retargeting**, add your initials so you can recognise it from other lab participants.

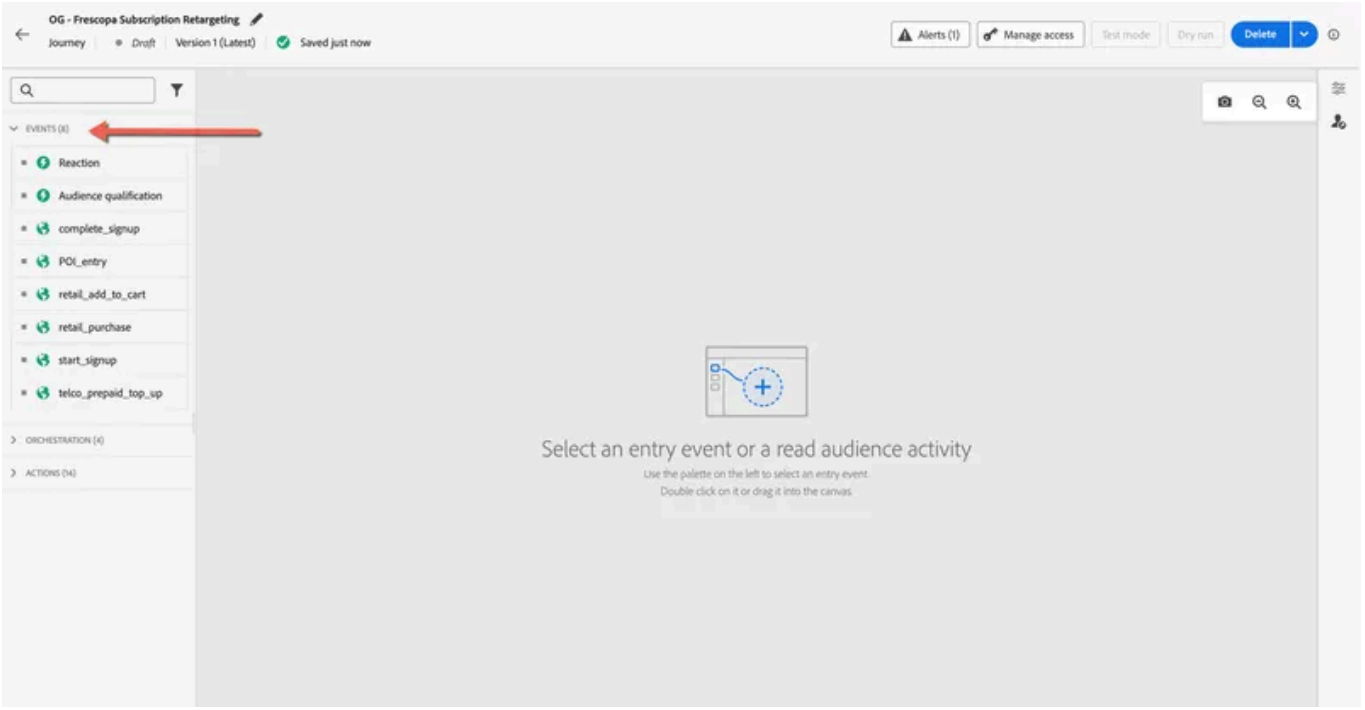



Measurement is critical to any journey, Adobe Journey Optimizer can use any of the metrics defined in Customer Journey Analytics as journey success metric. For this journey we are encouraging purchases, click on the **Journey Metric** drop down and select **Purchases (7d).** The attribution in this case is pre-set to Last Touch 7 days, but you can modify this within Customer Journey Analytics or create different versions for different purposes.

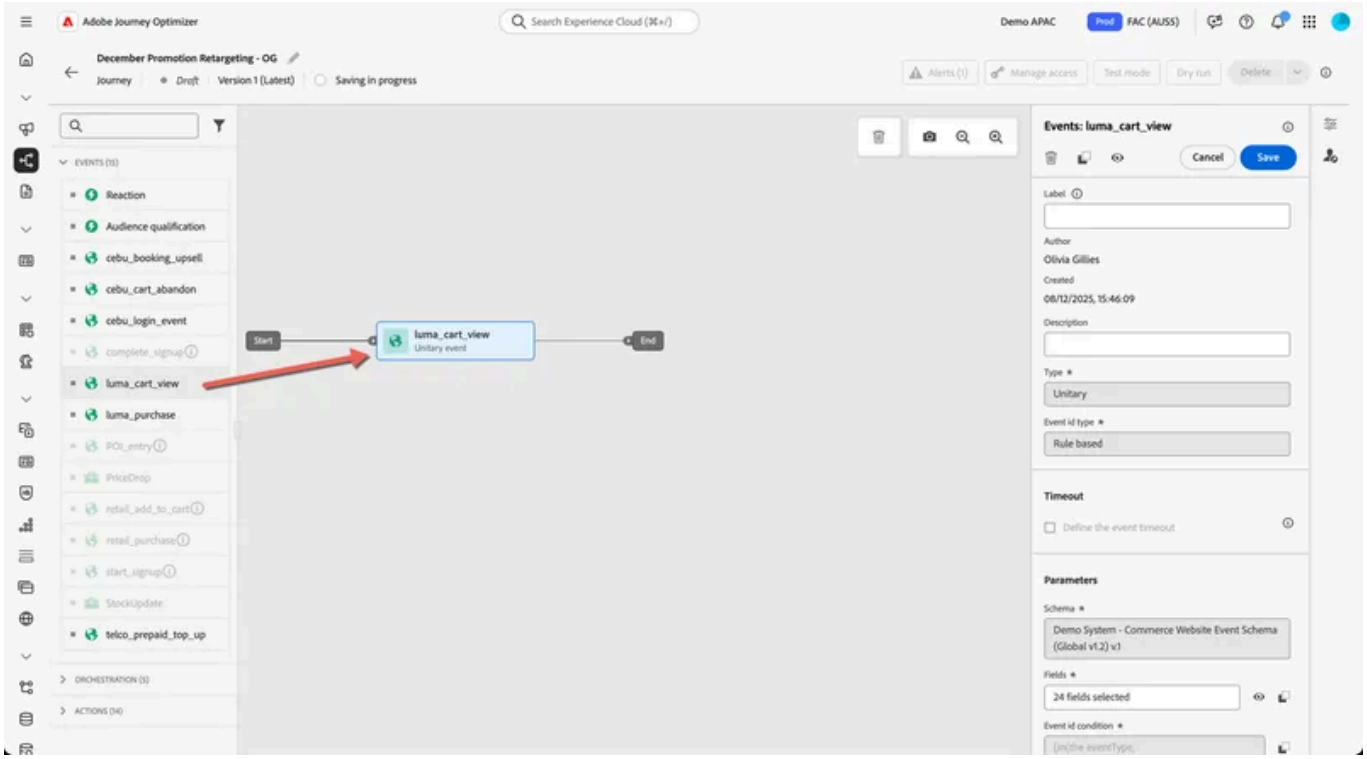



Click to **save** the properties.

Journeys can be triggered from individual events or when a customer enters or exits a streaming audience.  You can see the events that are configured as journey triggers in the left panel - this list is configurable and will depend on your implementation.

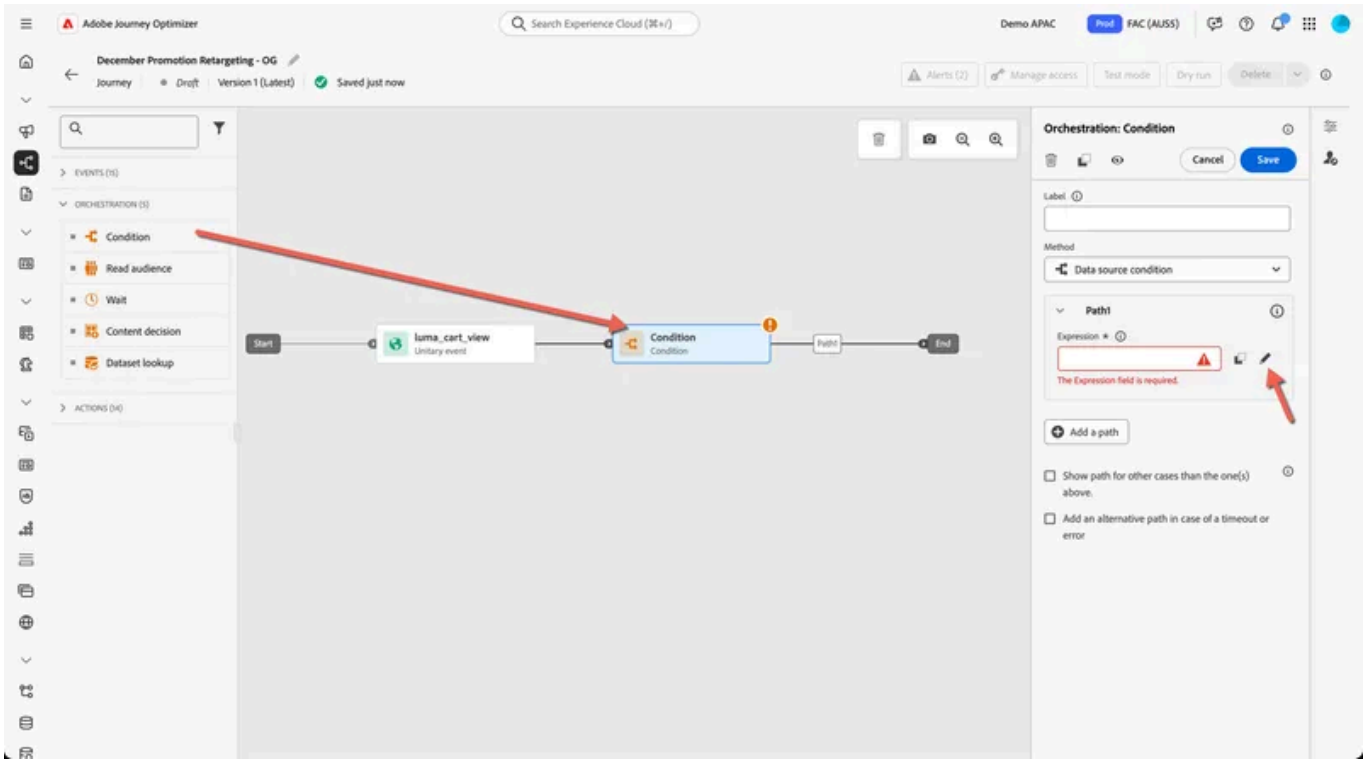



Drag the **luma_cart_view** event into the panel as your journey trigger.

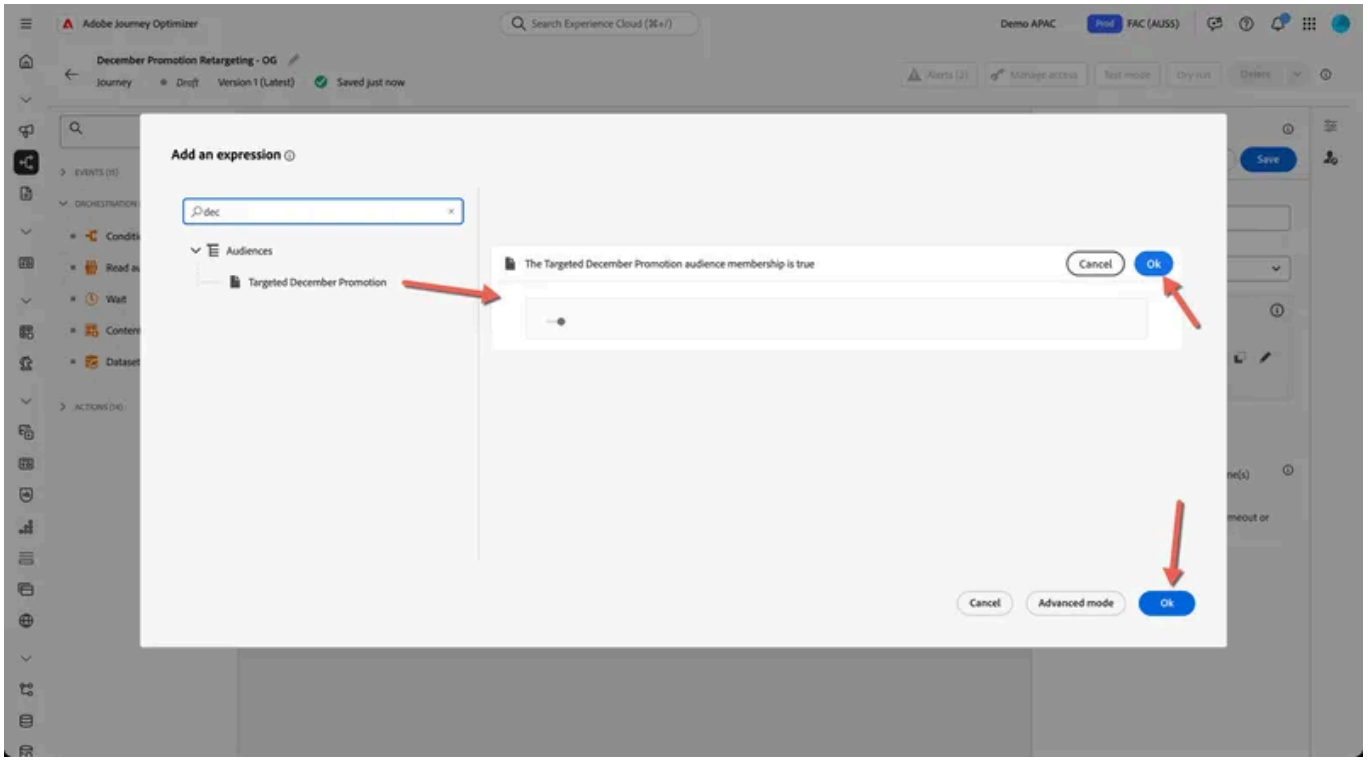



The **orchestration** panel is where we can find activites to control the pathing and flow of the journey.  We want to filter this journey to only those customers we've targeted for the promotion, so we'll add a condition to check the customers current audience membership status.

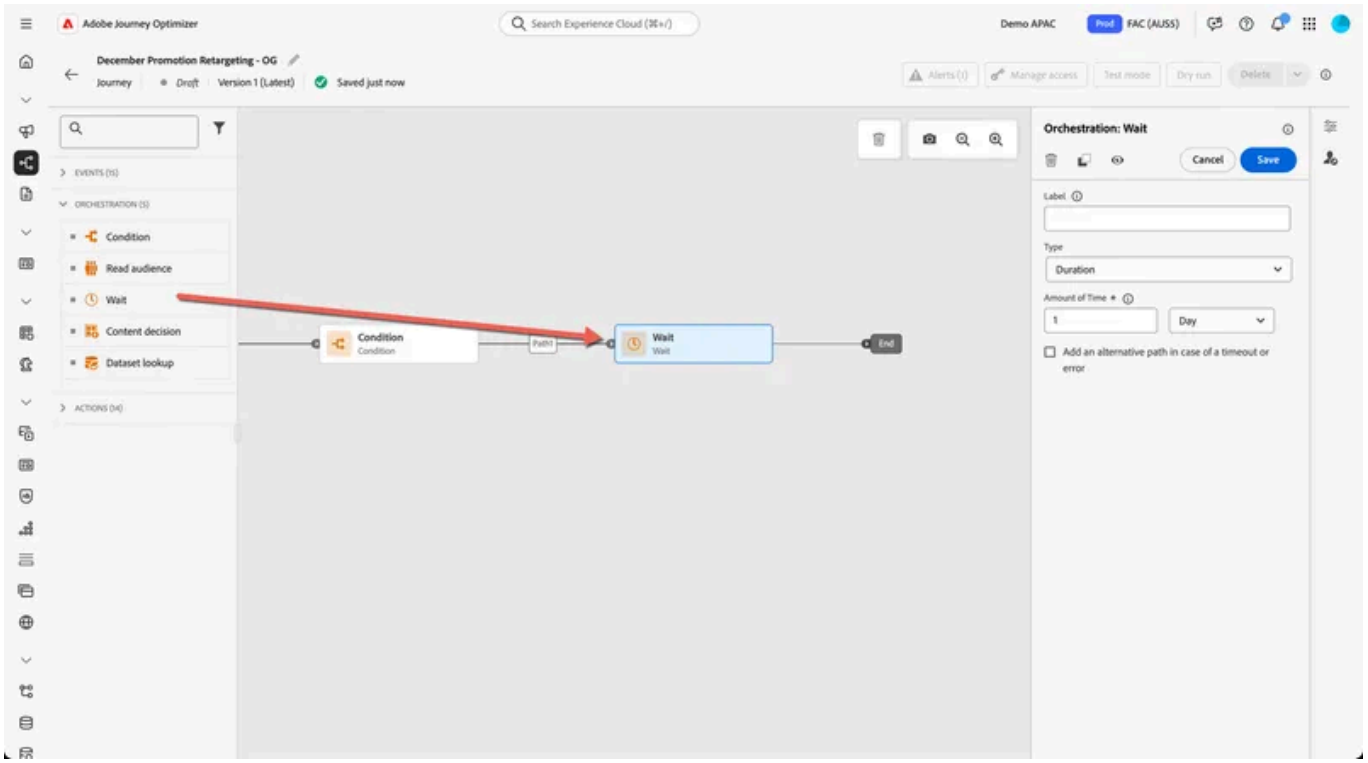
Drag a condition activity into the canvas then click to edit the expression.



In the expression editor search for audience that we are targeting and drag it into the panel.  Click **ok** and **ok** to finish the configuration.

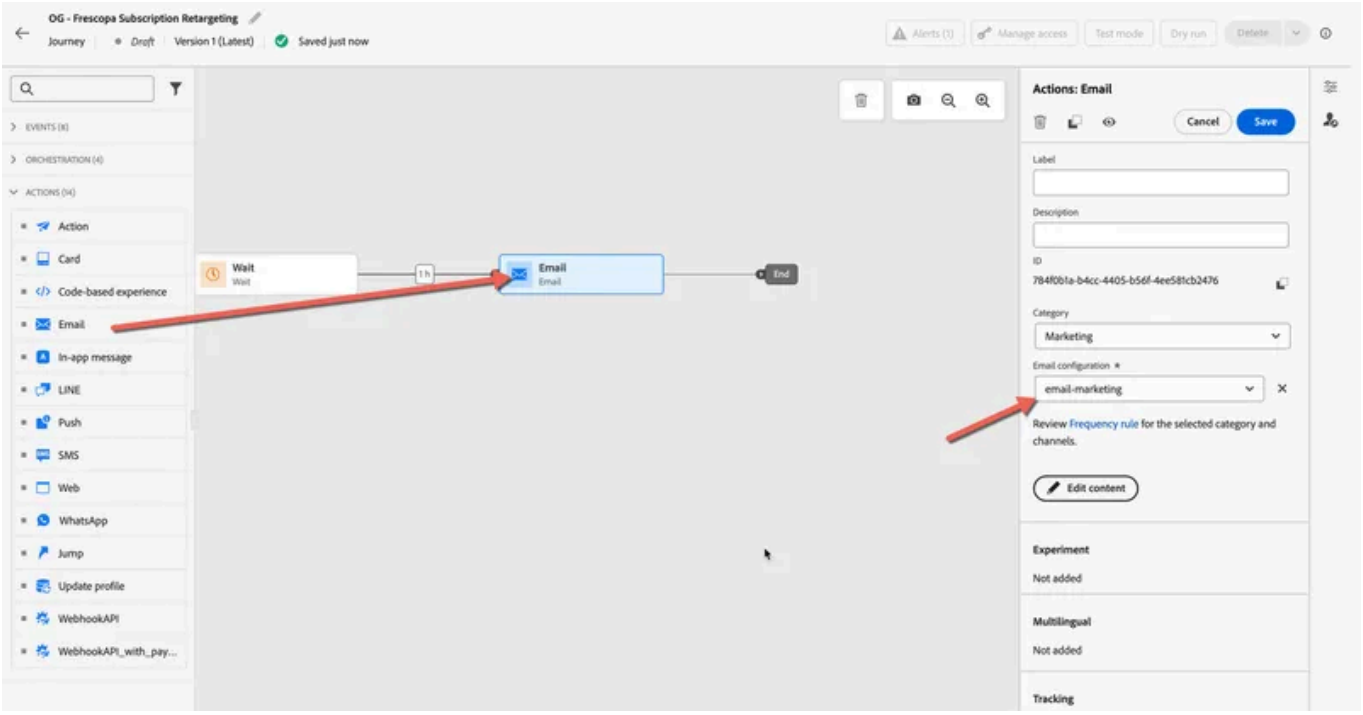



Drag a **wait** activity to pause the journey flow for a short duration to allow the customer time to complete the process they started before we start retargeting them.  The wait period can be as long or short as you want.

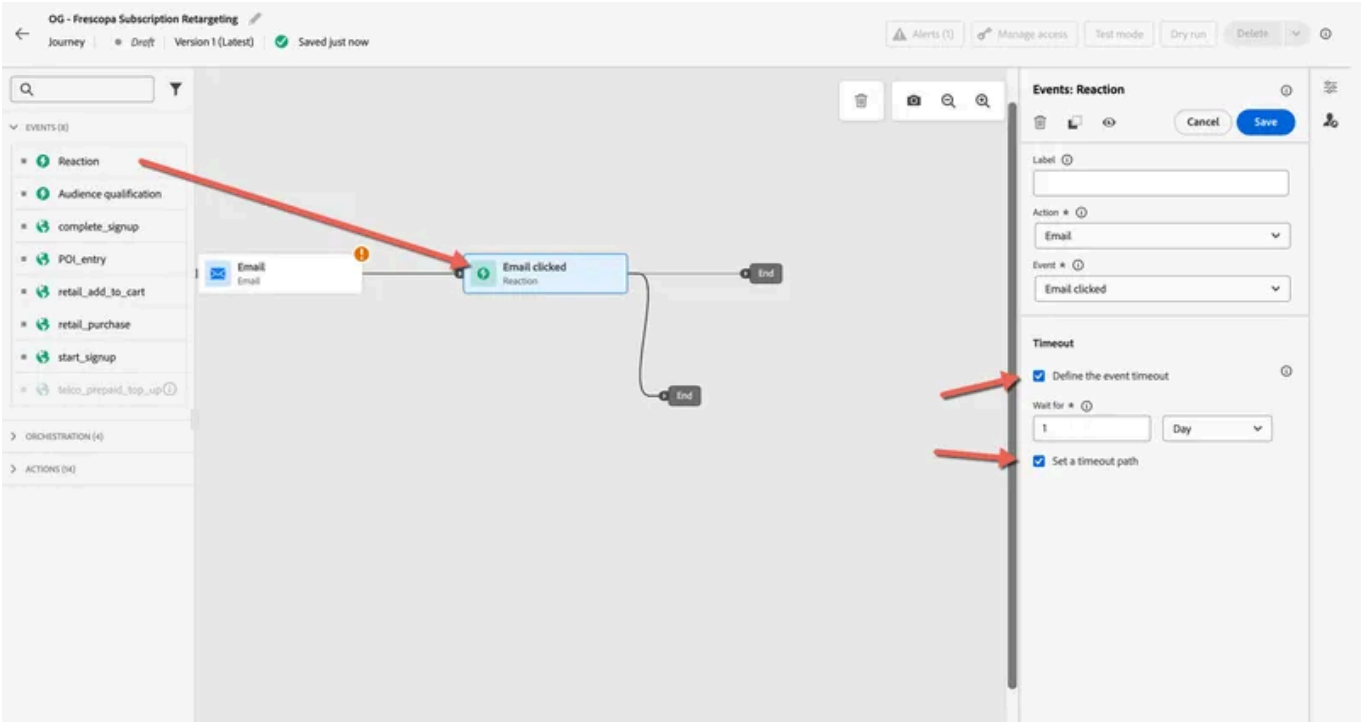


The **Actions** panel is where you'll find the native messaging channels as well as any custom channels or actions that have been enabled in the sandbox.

Drag an **Email** action onto the canvas and attach it to the trigger event. Set the **Email Configuration** to **email-marketing.**



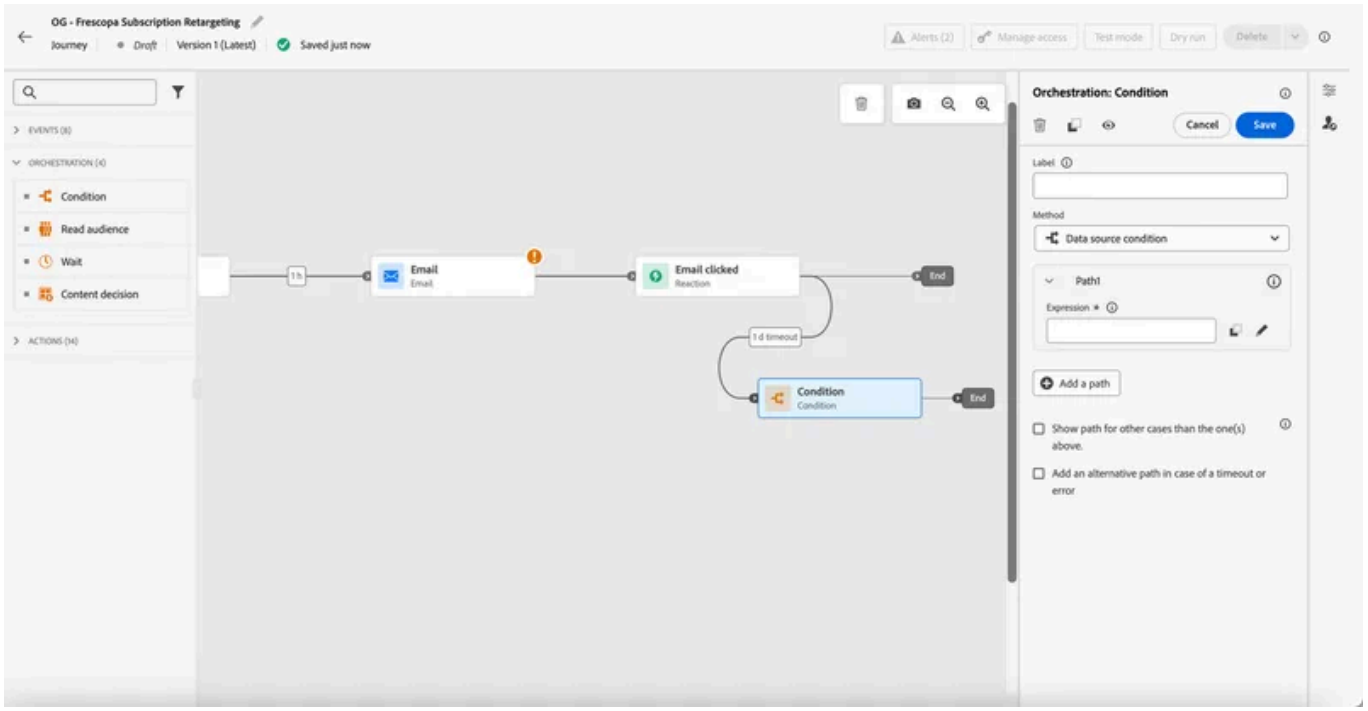

Before we configure the email content we'll finish the journey flow. Returning to the events panel, drag a **Reaction** activity after the email and configure a **Timeout** of 2 days. This triggers the journey to continue after 1 day along the timeout path if the customer does not click the link in the email.



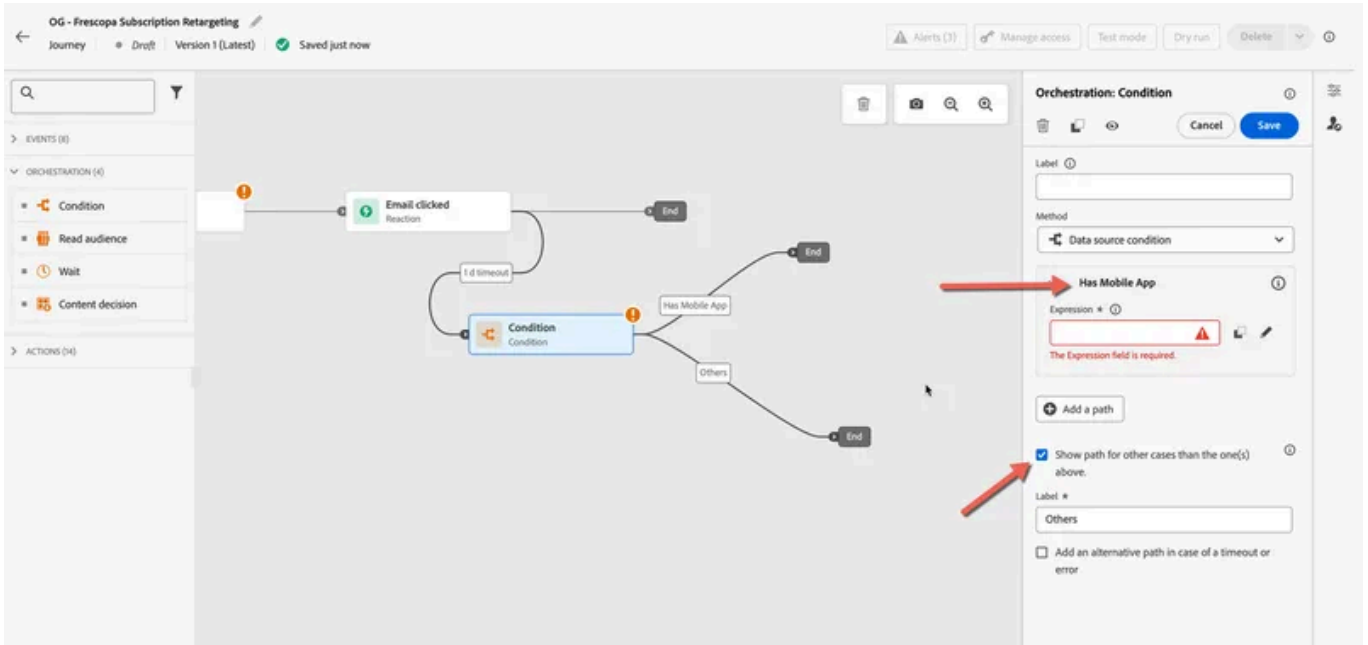
Click to **Save** the reaction.

If the customer does not click the email we'll continue to engage them on other available channels.  We will prioritize push notification as a less invasive channel but there's no point sending a push if the customer doesn't have the app, so let's check first and route customers to the right channel.

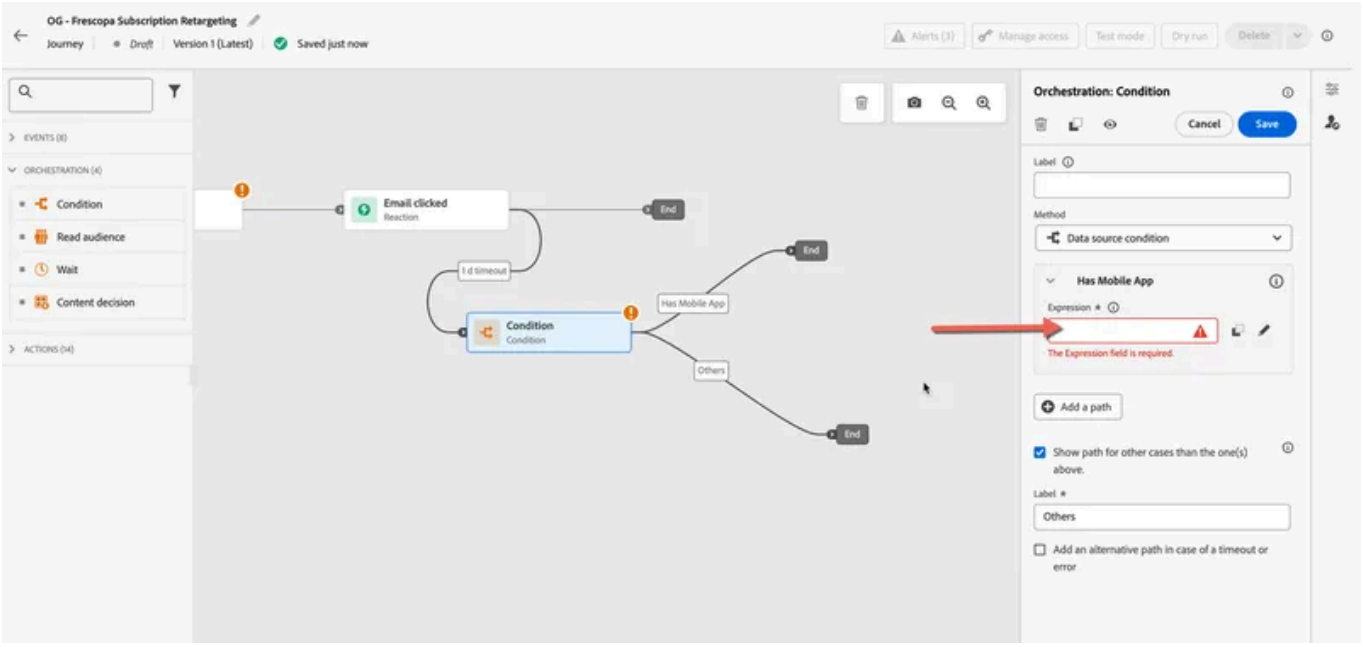
Drag a **Condition** activity, from the orchestration panel, into the canvas and connect it to the timeout branch.




Rename the default path condition to **Has Mobile App** and tick the checkbox to **show path for other cases.**  Then click into the **Expression** to configure the condition.

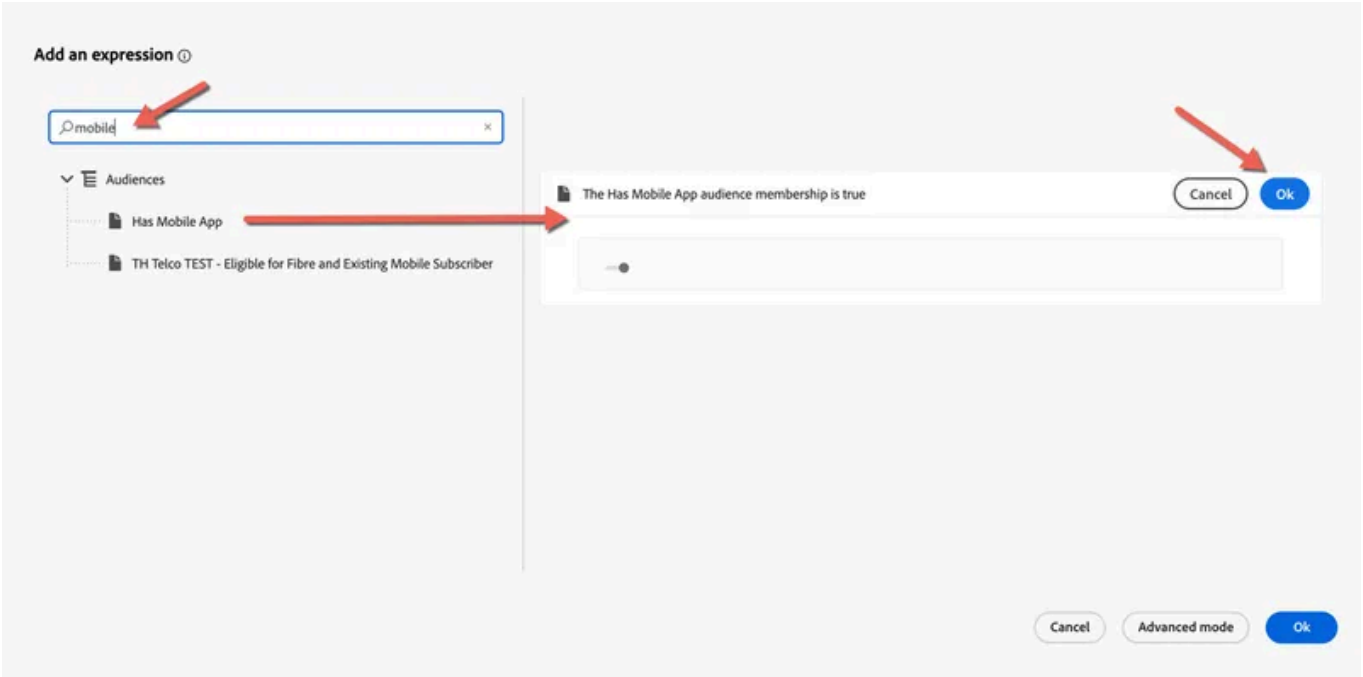


Then click into the **Expression** to configure the condition.

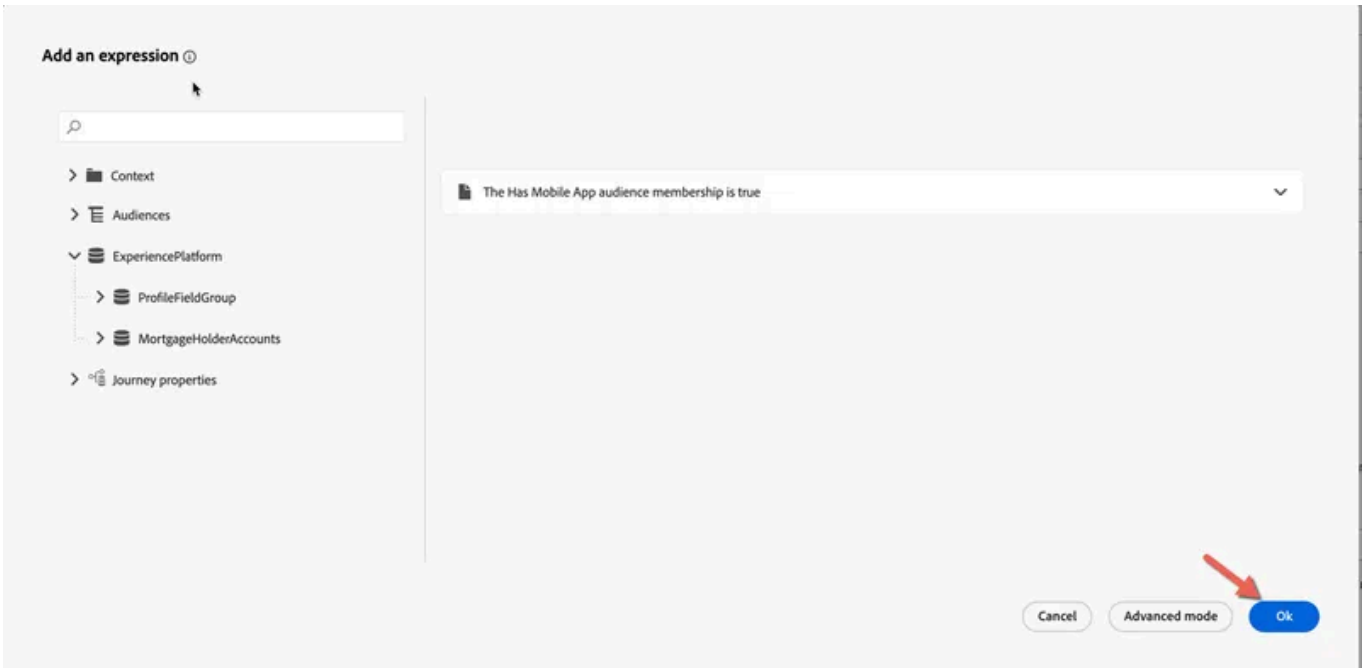



The expression editor let's you configure a boolean condition which if it evaluates to true will push the profile down the condition path.  Expressions can use context from the journey triggering event, audiences or other data stored in Adobe Experience Platform.

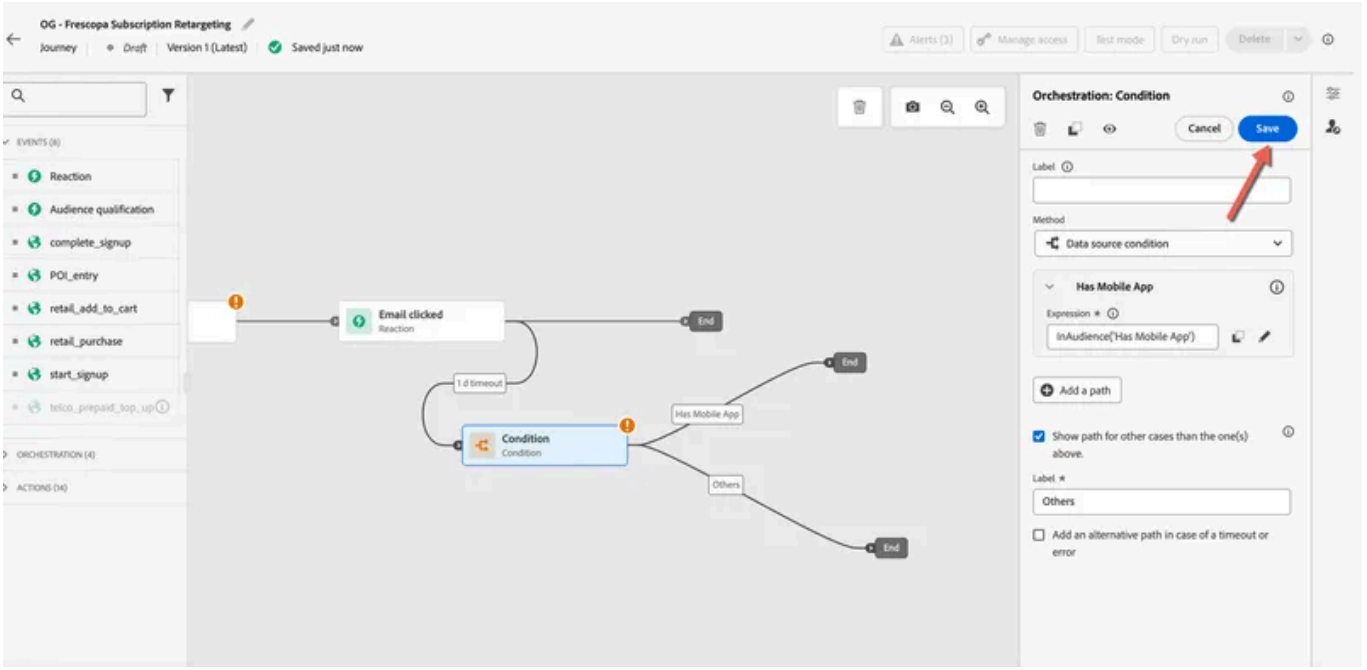
Search for **Mobile.**  Drag the pre-configured **Has Mobile App** audience into the expression then click **Ok.**



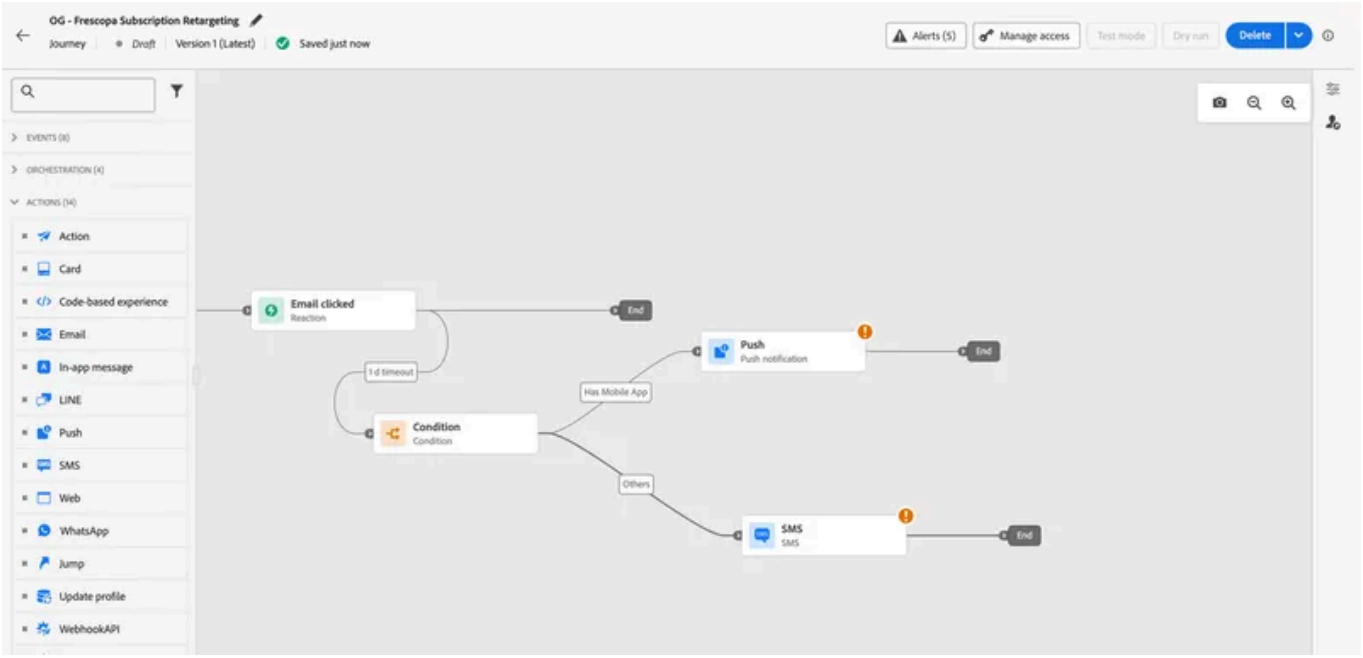

Click **Ok** again to store the condition.



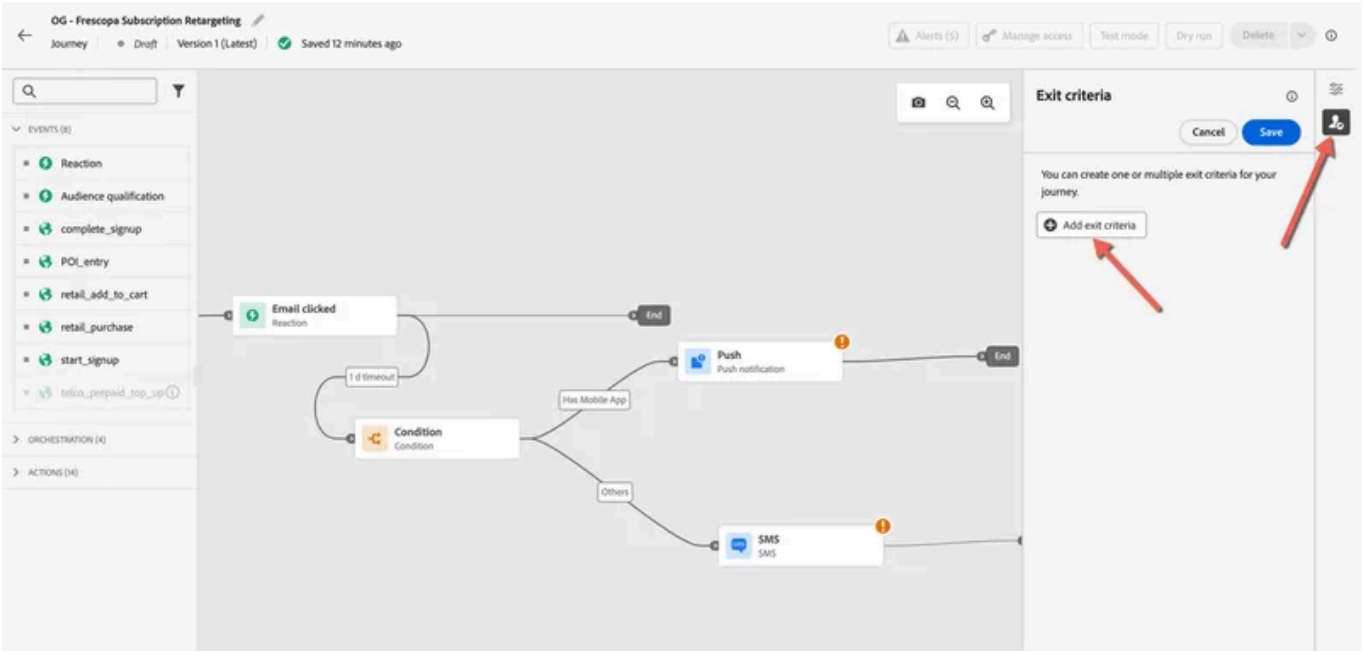

Click to **Save** the condition.



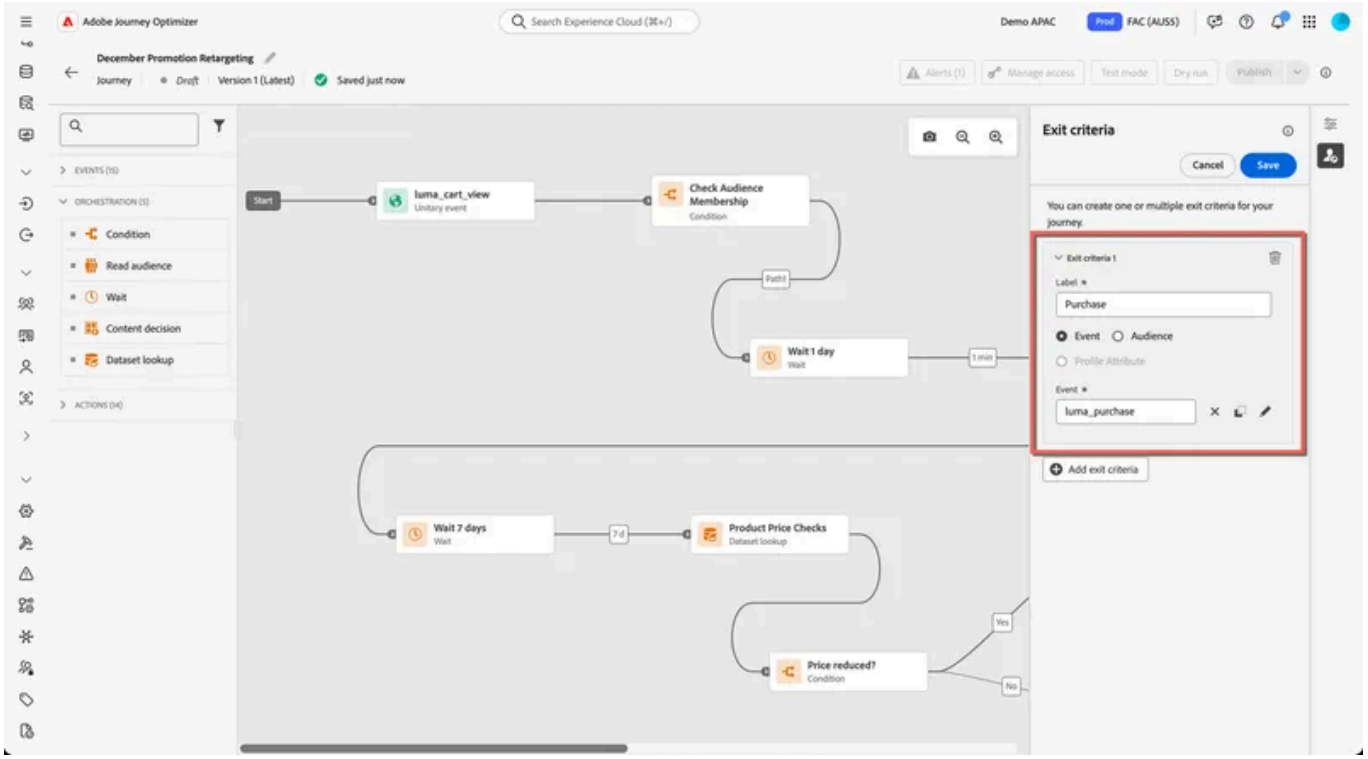

Now drag a push notification and add it to the "Has mobile app" path.  Drag an SMS action as the alternative channel, depending on your business you might choose Line or WhatsApp as an alternative.




Lastly, we'll add exit criteria to remove profiles from the journey once they complete the desired action, in this case completing their subscription. Click on the profile icon to the right of the journey to open the exit criteria panel. Click the button to add the **exit criteria**.




You can use events and/or audiences as exit criteria, for this example we'll use the luma_purchase event.

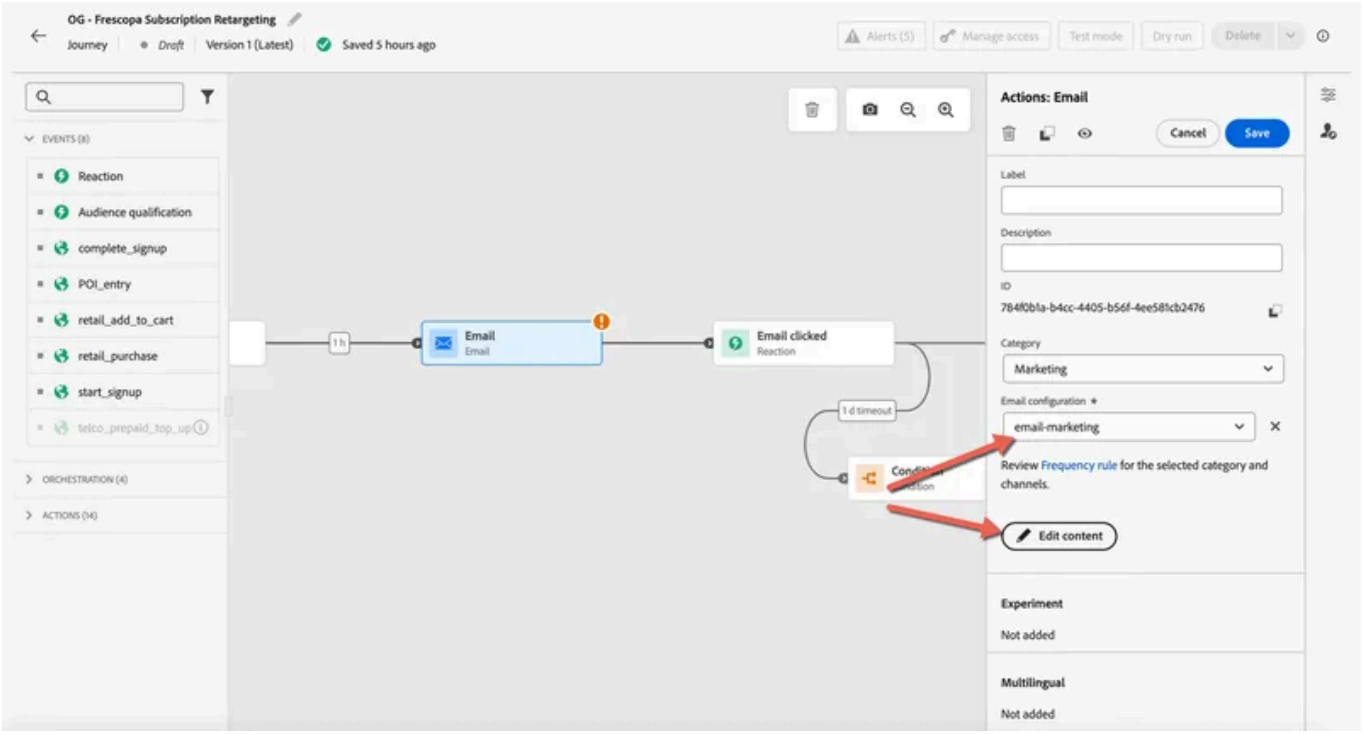



Click **Save** to complete your journey logic.

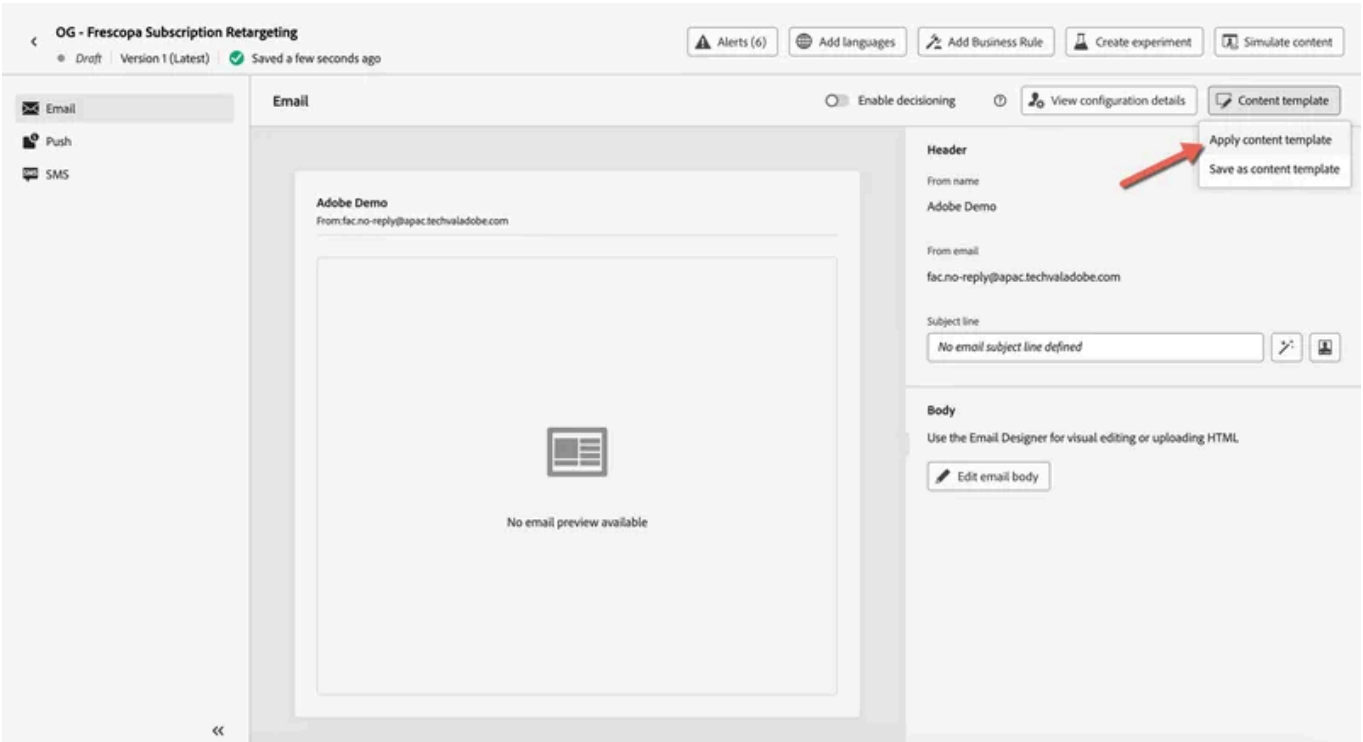
Next we'll add content to our messages.

# Add Email Content

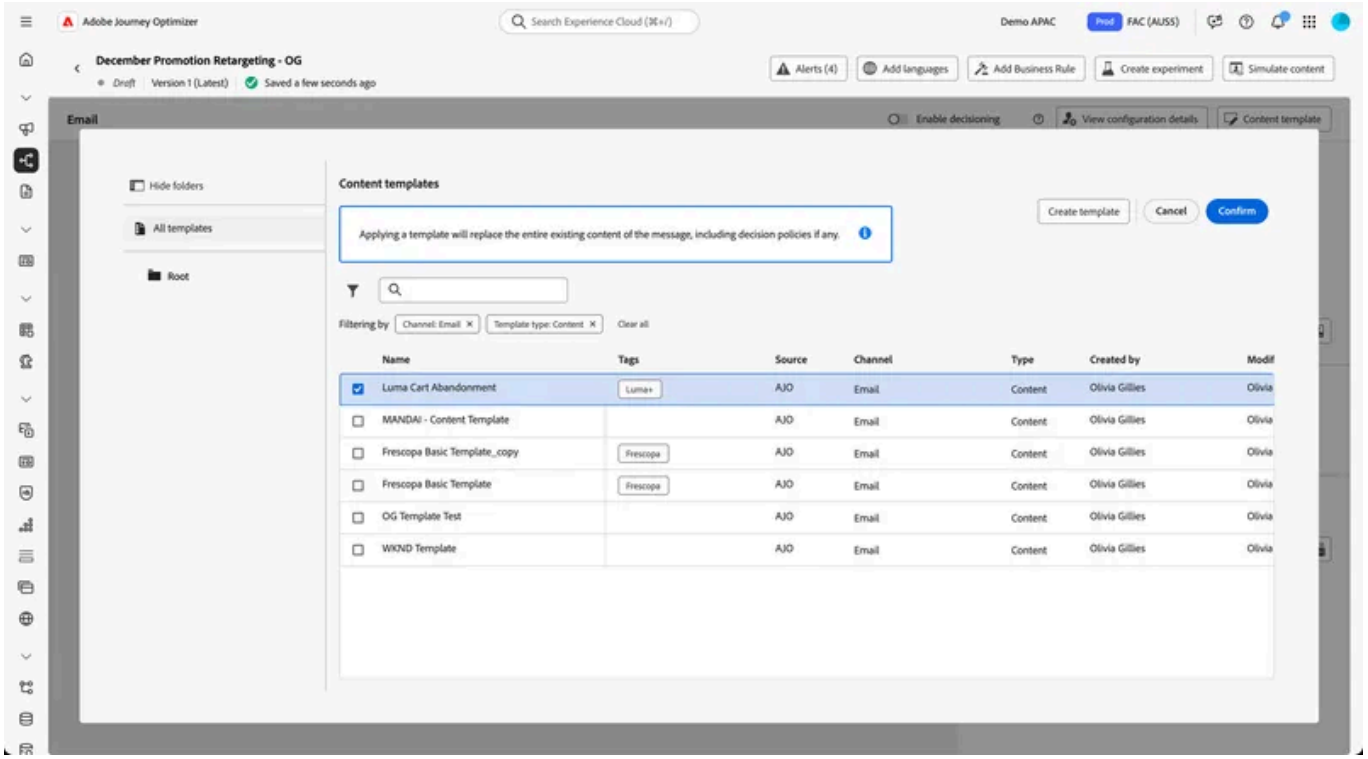
For this exercise we'll start with a pre-defined content template.  Select the email activity in your journey and set the **Email Configuration** to email-marketing and click to **Edit Content.**



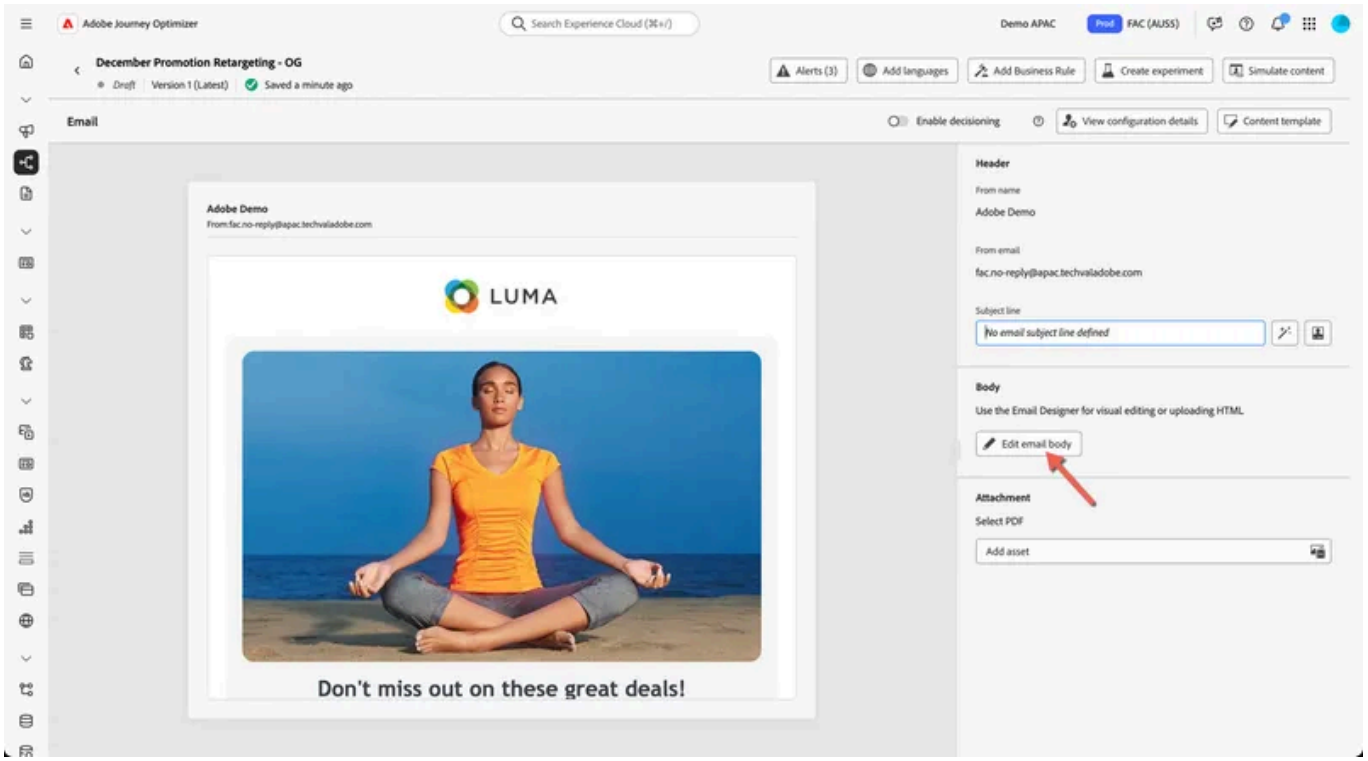

Click to **Apply content template**



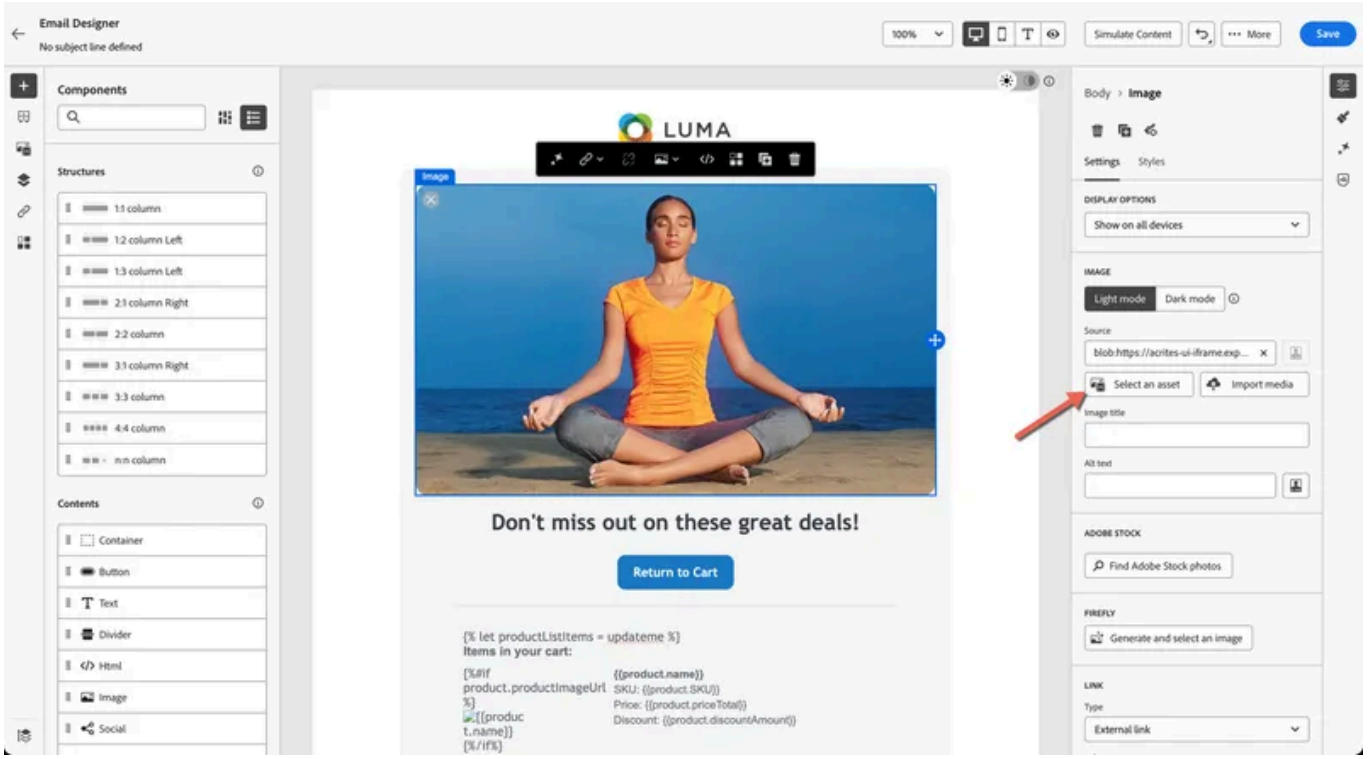

Select the **Luma Abandoned Cart** Template and click **Confirm.**



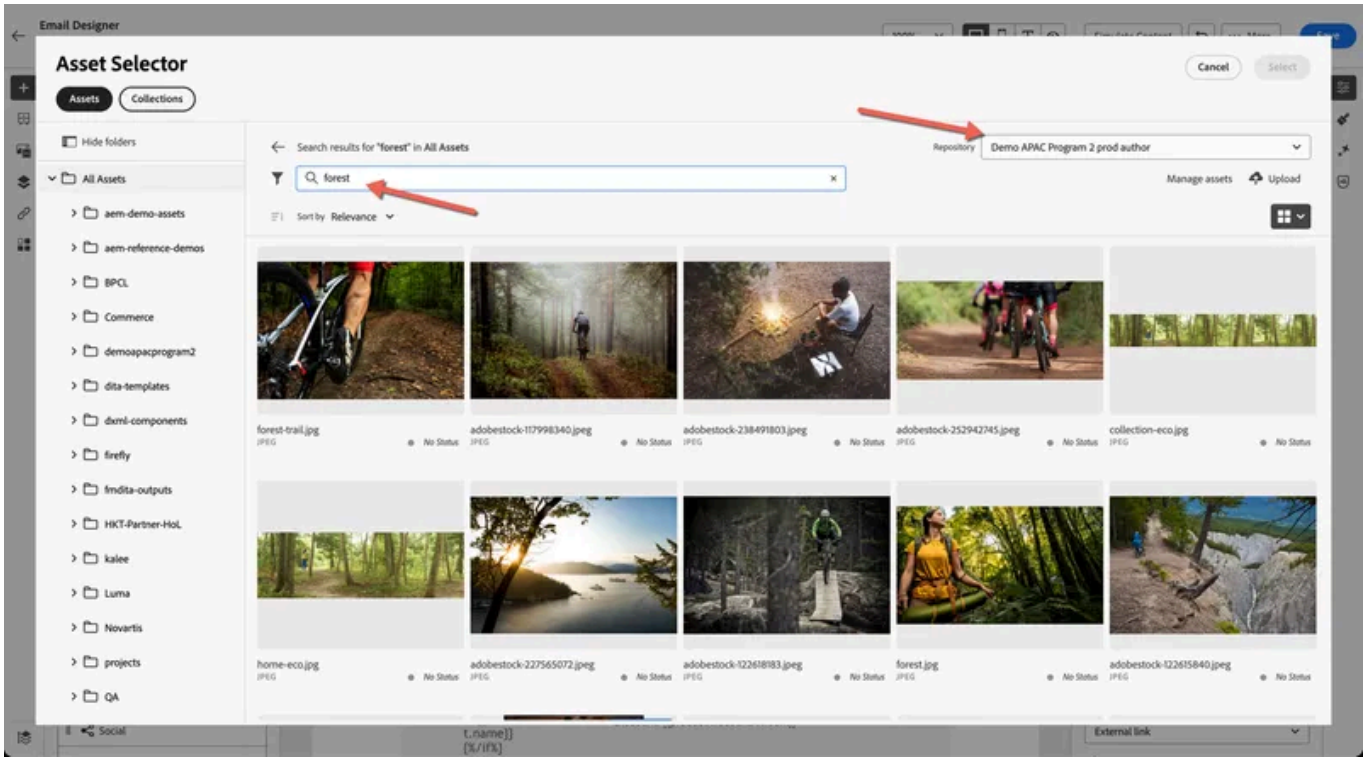

Now that the template is loaded click to **Edit** the email body.



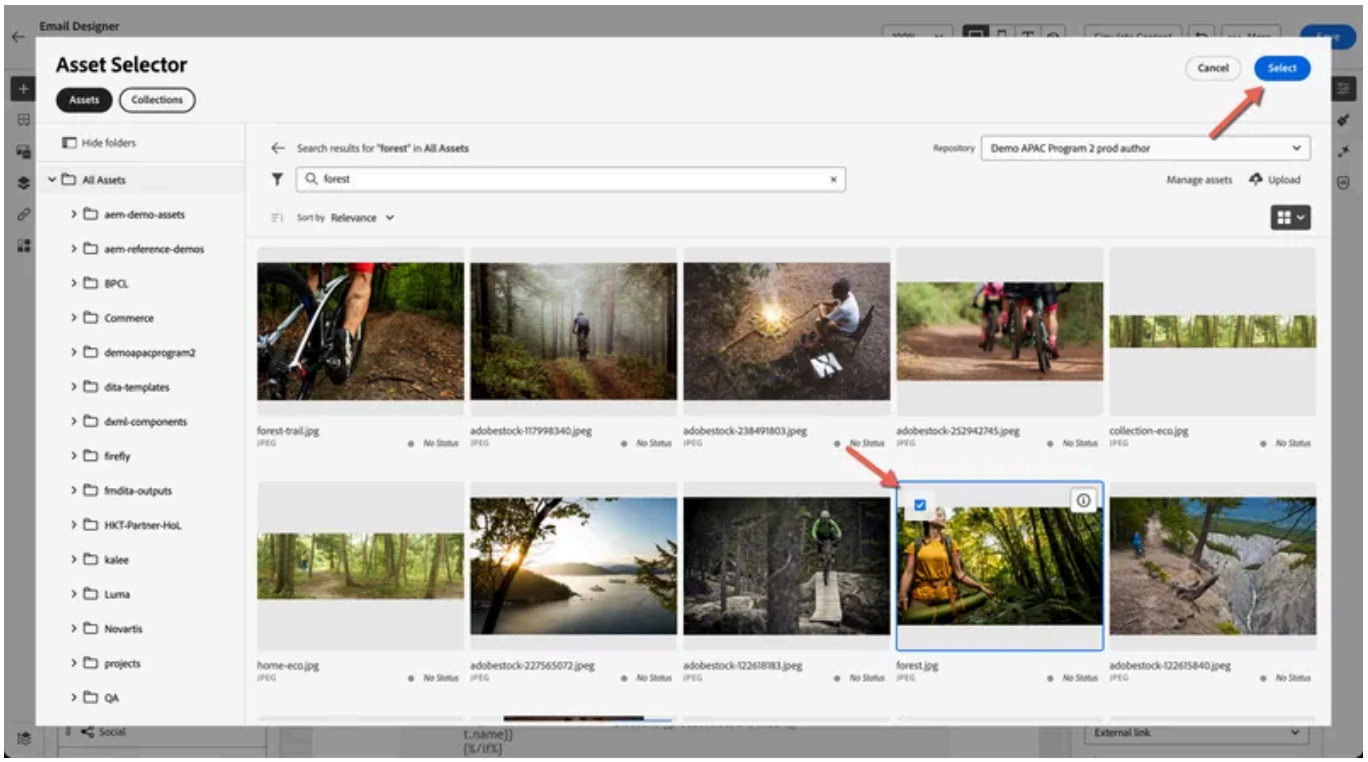

First we'll replace the template banner image with one from the asset repository. Select the banner and click to **Select an asset.**




Make sure you're in the right repository **Demo APAC Program 2 Prod Author**, then search for **forest** - this is leveraging the smart asset tags to find relevant images.  An essential time saver when working with a large repository.

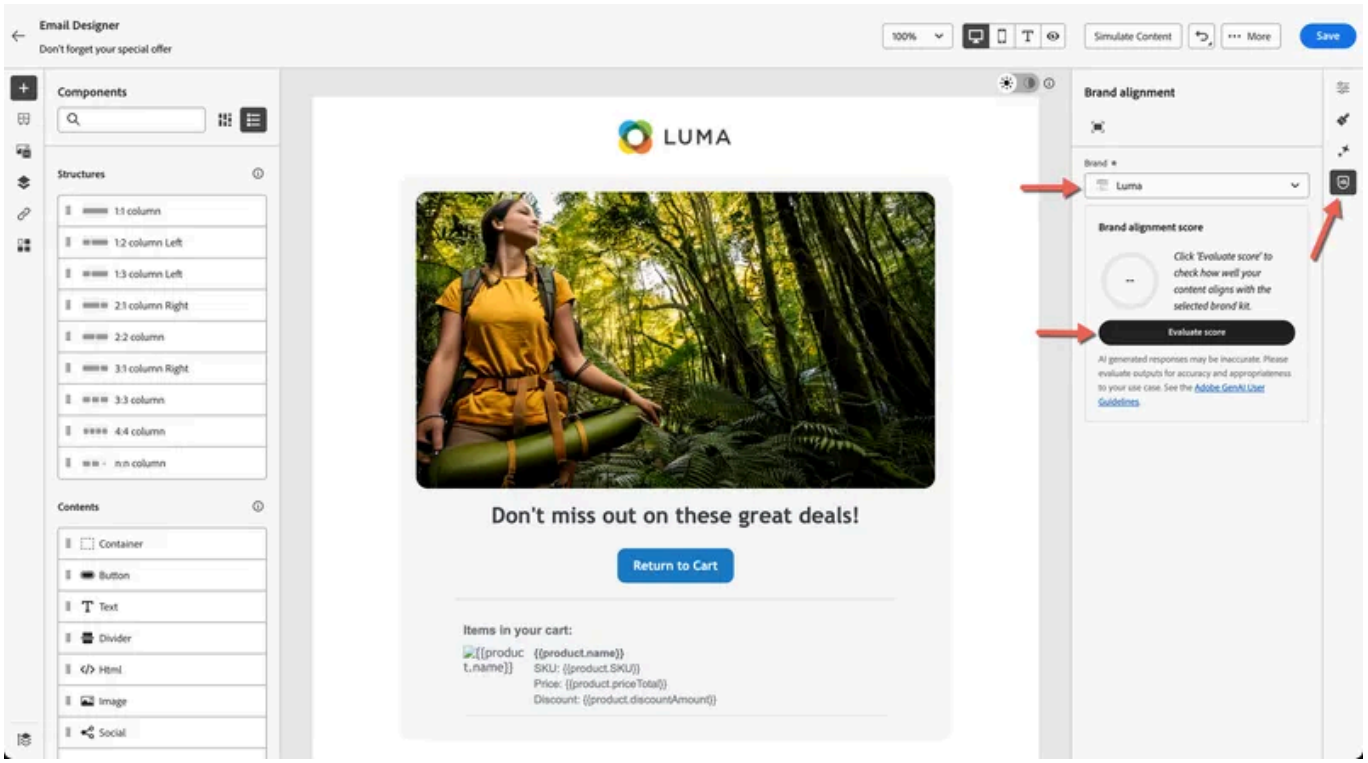



Choose an image and click select to add it to the email.

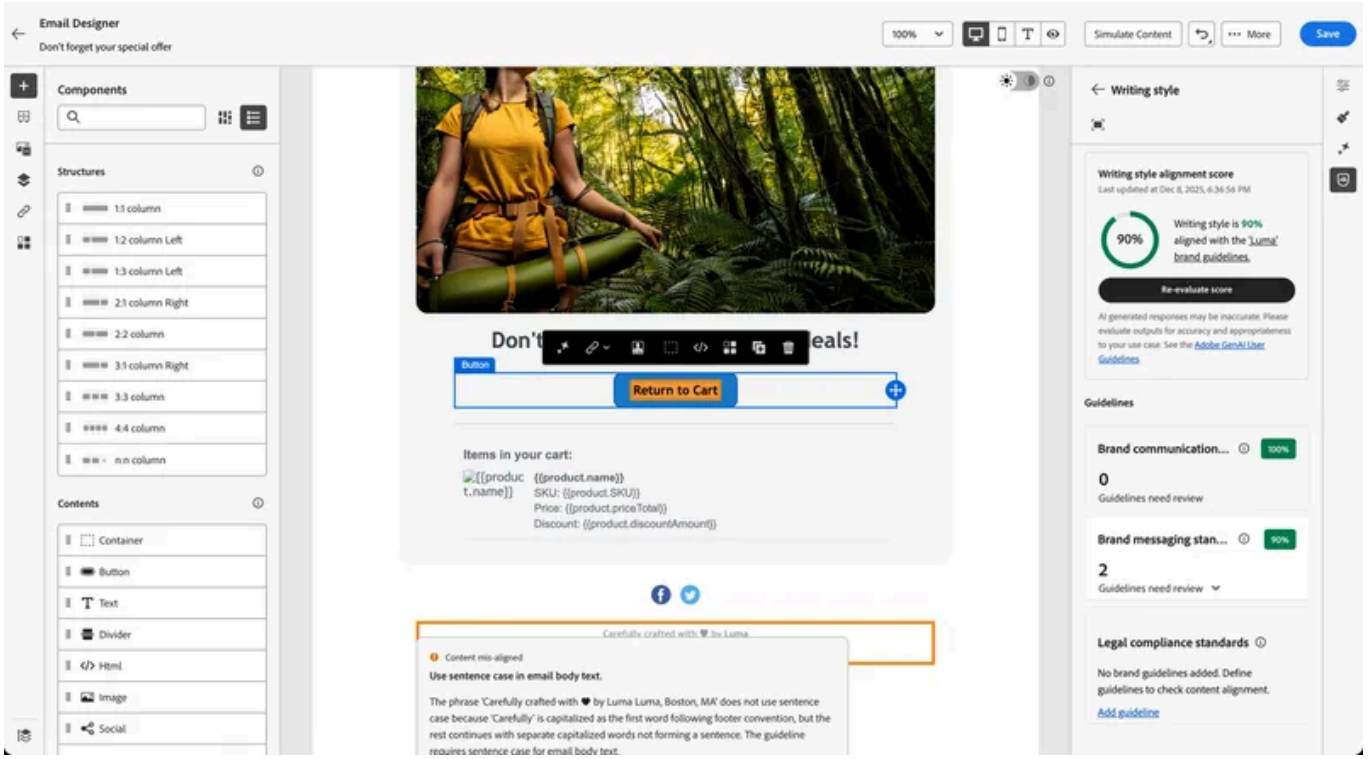



Next we'll check the Brand Alignment score.  Click on the gray background around the email to select the full message body.

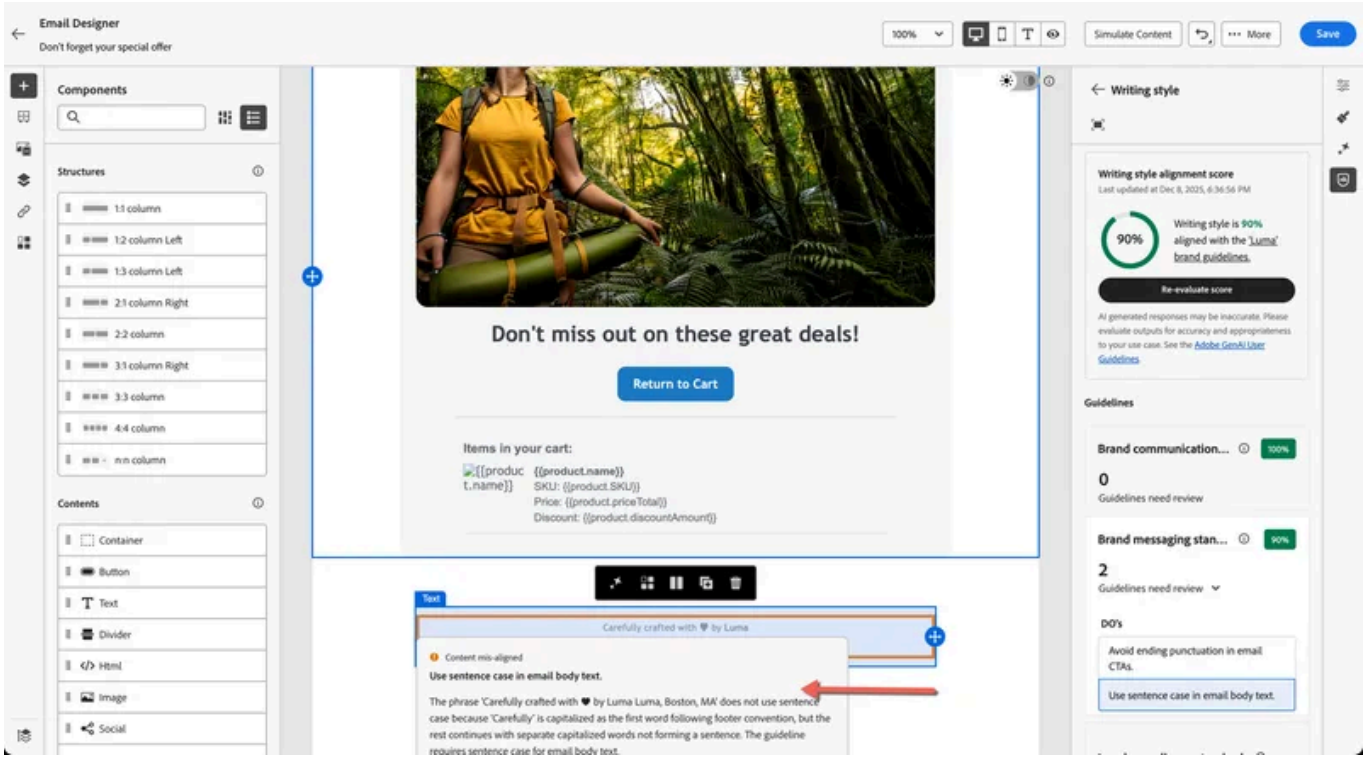
Click to open the **Brand Alignment** panel on the right, choose the **Luma** guidelines then click to **Evaluate Score.**




Not too shabby at 90%!  Yours might be a bit different.

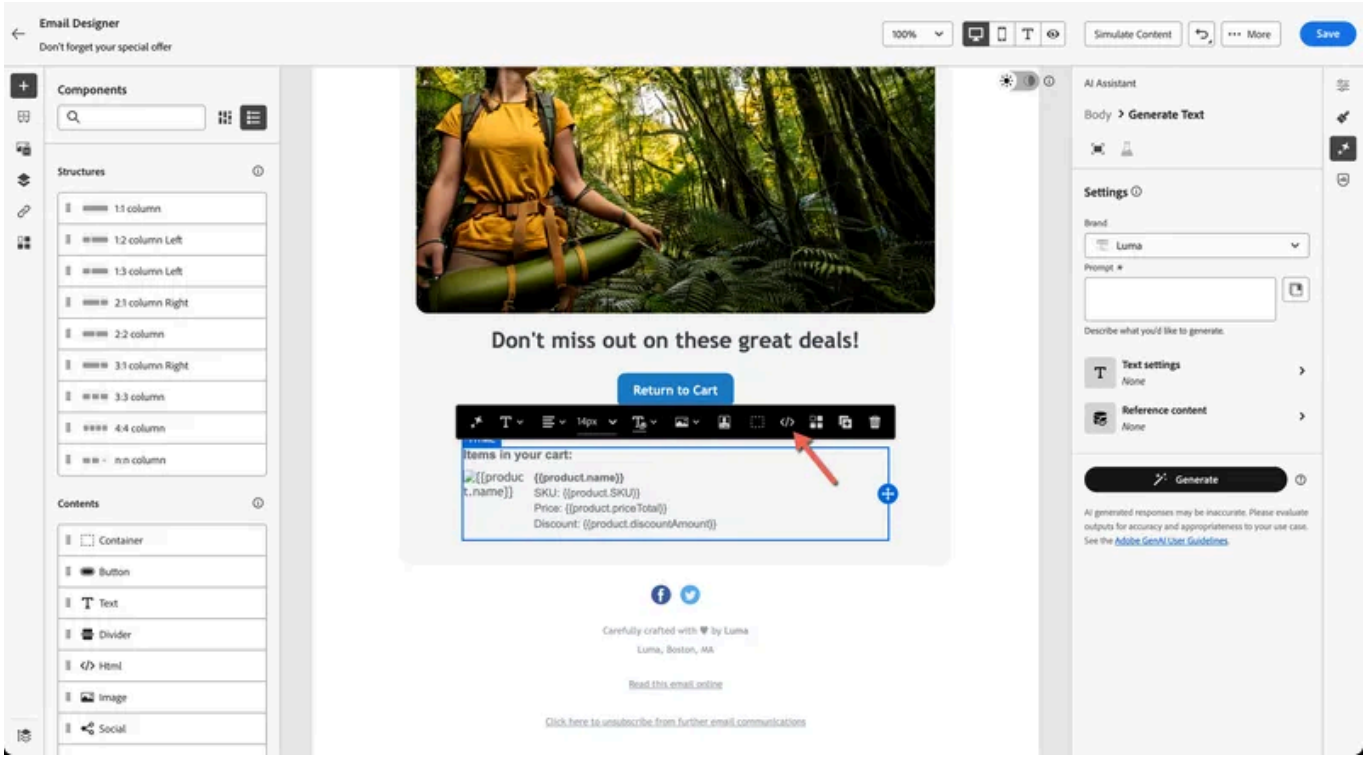



Click into the **Writing Style** to review individual guideline feedback, you can make adjustments and re-evaluate as needed.




Lastly we need to update the personalization block that is including the Cart content into the email.  The message has access to the payload that was sent from the commerce front end, this event contains the list of products in their cart - and any product recommendations if included.

The syntax has already been included for you in the template but we need to update the event id to match our journey.  Click on the HTML block and click to edit the HTML.

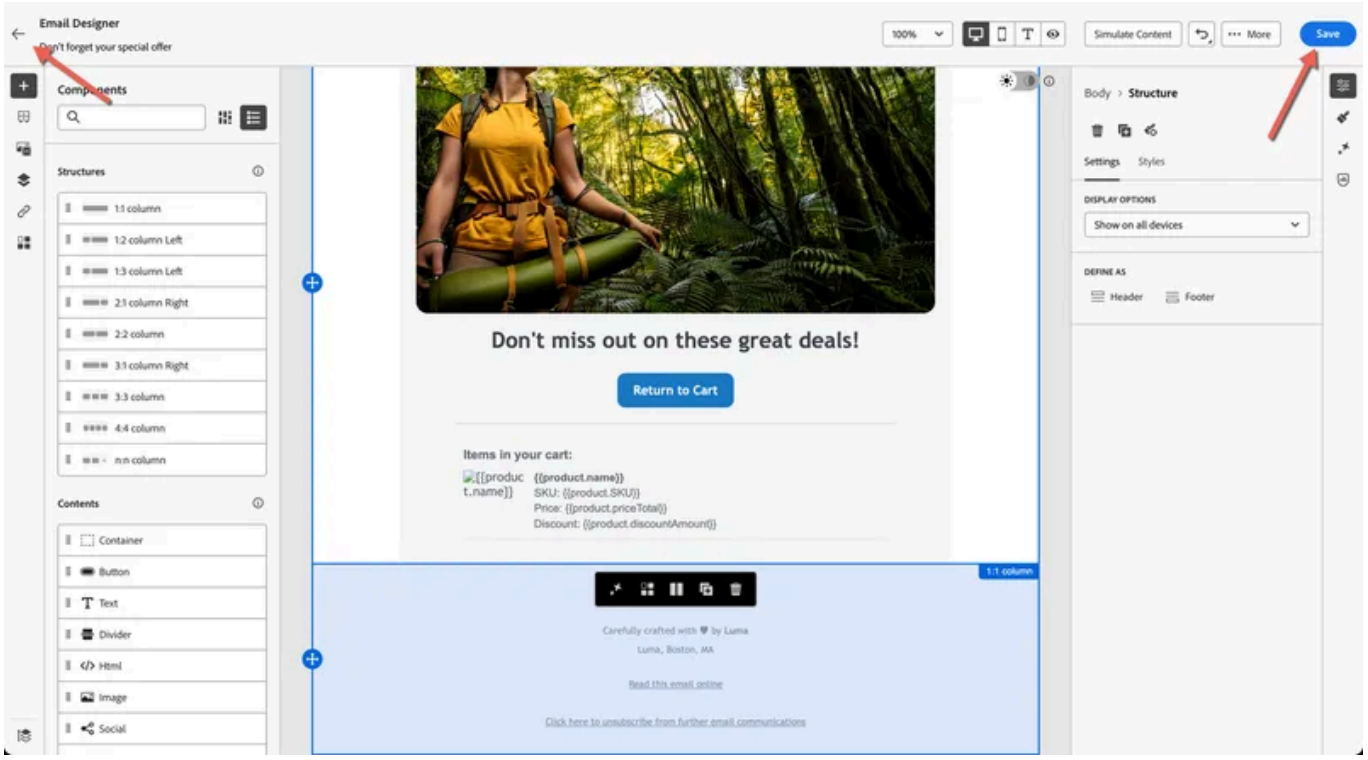



Once you're in the editor, we need to replace the variable for the **context.event.1232949.productListItems.**  This is referencing the array of products that are currently in the cart.  Each journey has it's own unique event id so we need to replace the default value from our template with the value from our journey context.

00:23

> This same process can be leveraged to include product recommendations in the email also.

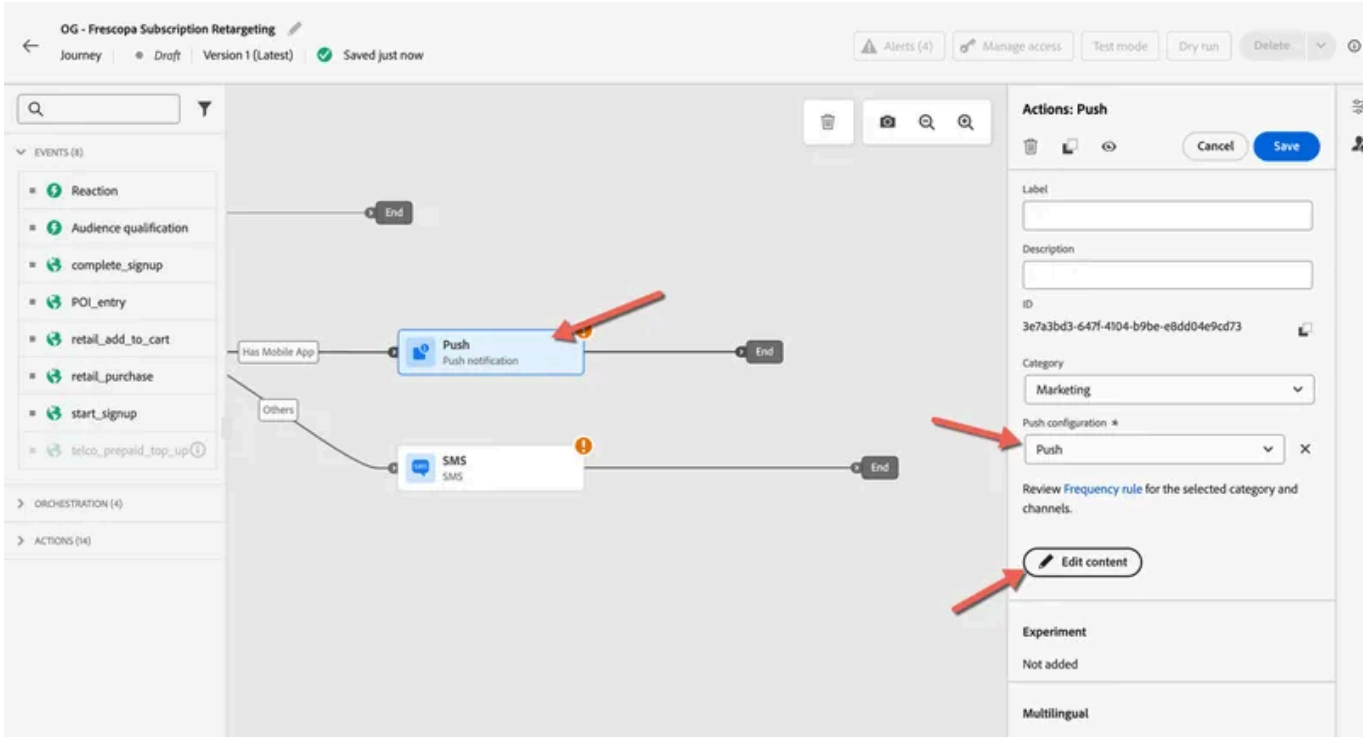
Click to Save your email and return to the journey using the arrow on the top left.




# Add Mobile Content

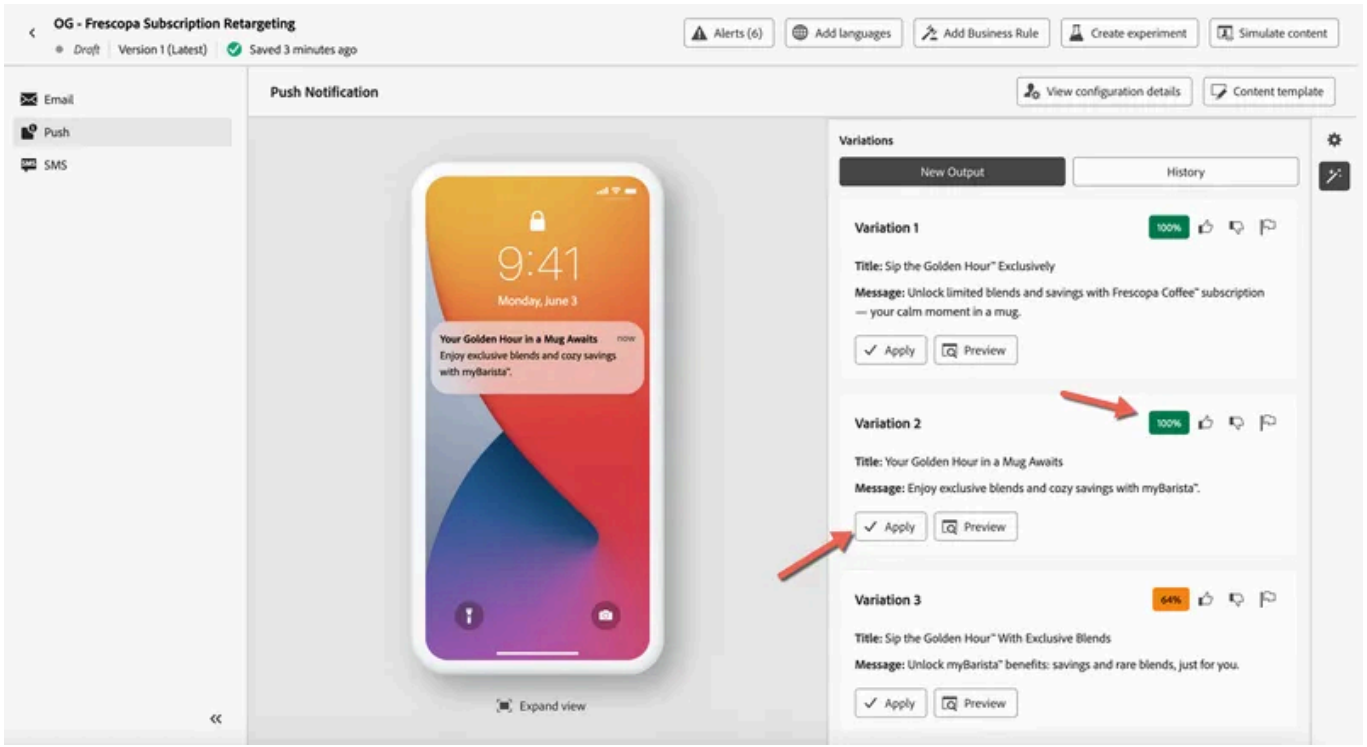
To complete the journey, we need to add content to the SMS and Push Notification activities.

Click on the **Push** activity and select **Push** in the configuration drop down, then click **Edit content.**

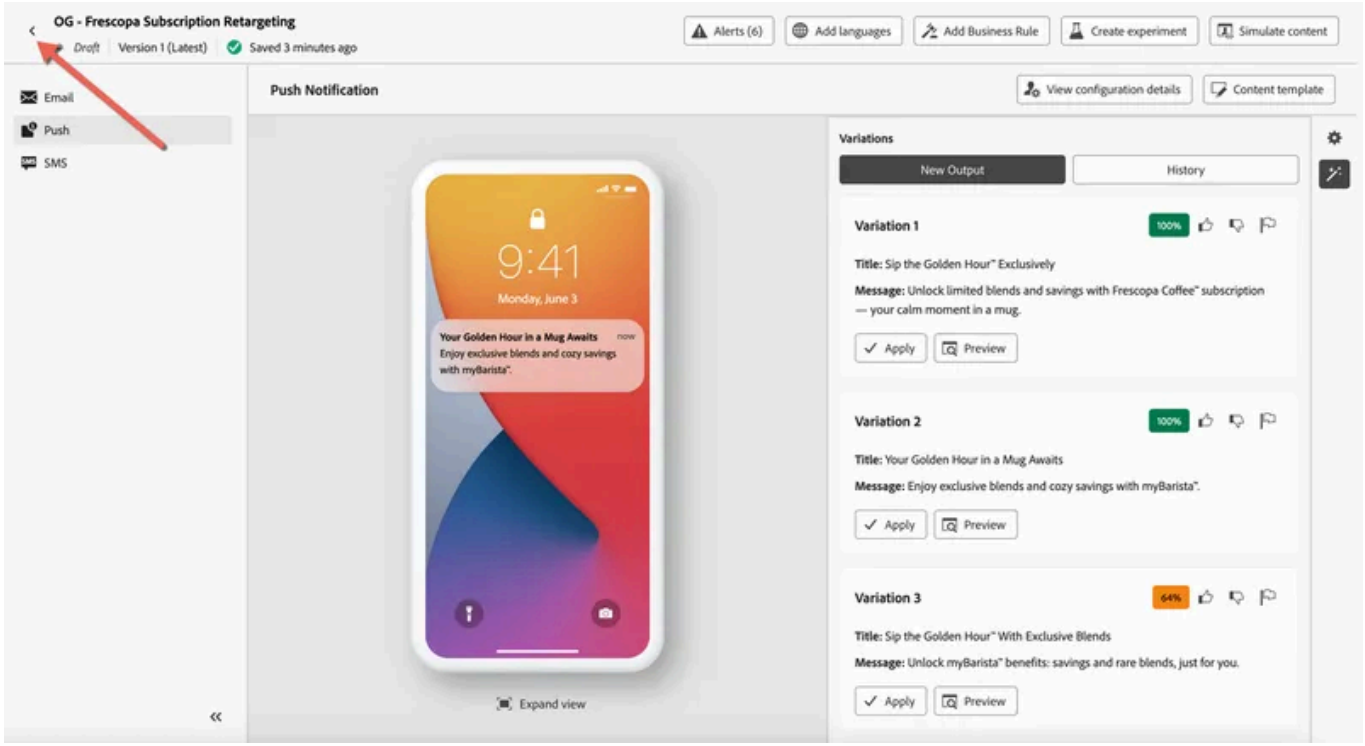



Once again you can either manually add content or use AI Assistant to generate it for you. Open the AI Assistant panel and reuse the prompt and text settings from your email to keep messaging consistent.

The generated content is again scored against the Brand Guidelines.  Select the variation you prefer and click to **Apply** it to your message.




Click the arrow in the top left to return to your journey.



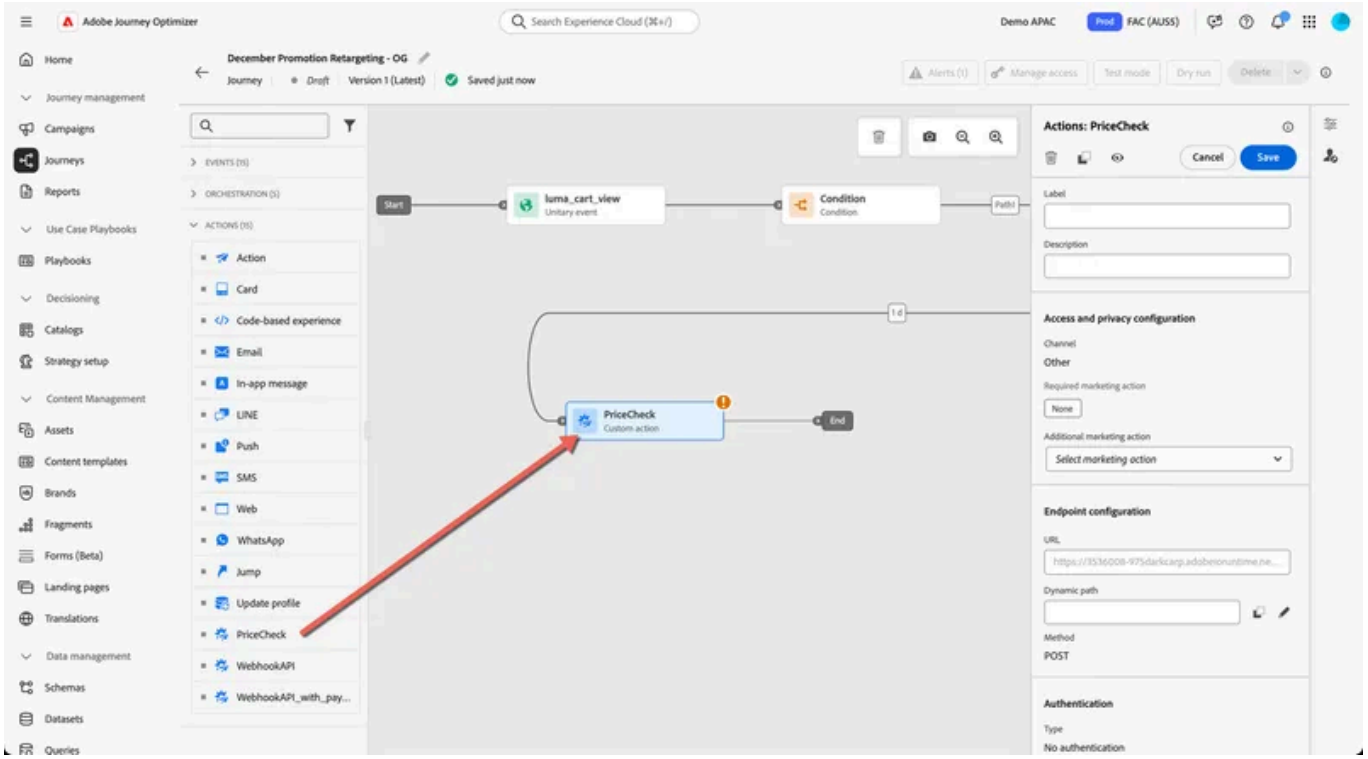

Repeat the same process for the SMS Activity.

# Bonus

## Add a price check

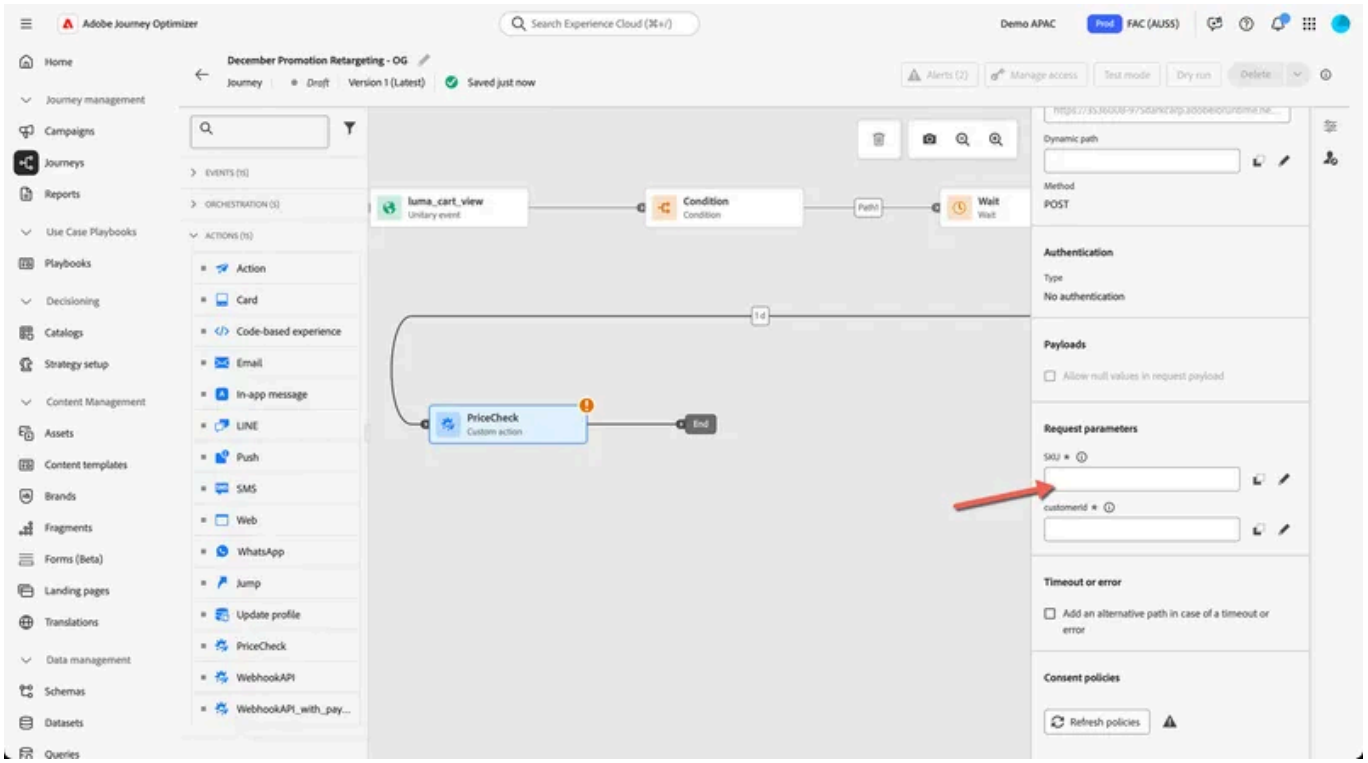
Using a custom action we can request a live price from Adobe Commerce for the products in the customer cart.  For simplicity we will lookup the first product from their cart only.

Drag the PriceCheck action onto the canvas before your email activity.

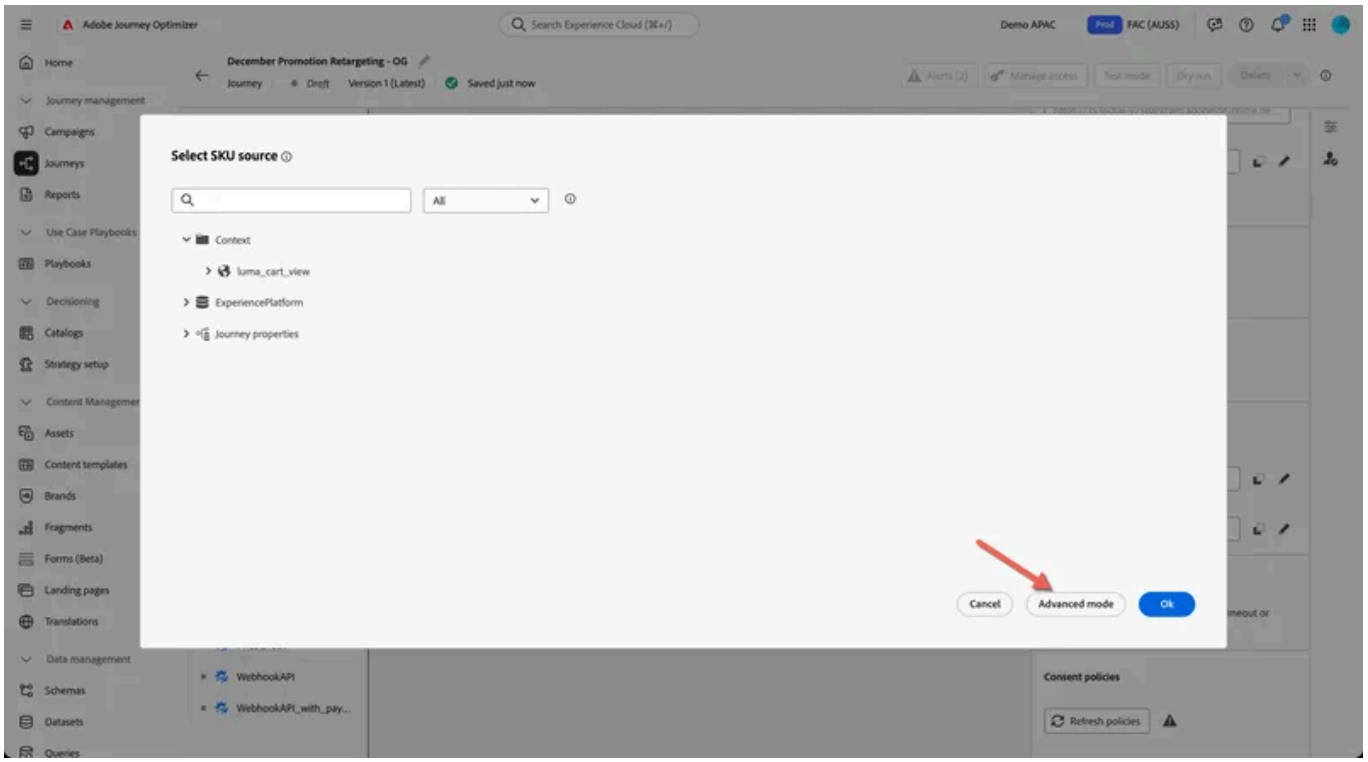



This custom action makes an API call to Adobe Commerce to retrieve the current price for a product SKU and customer.

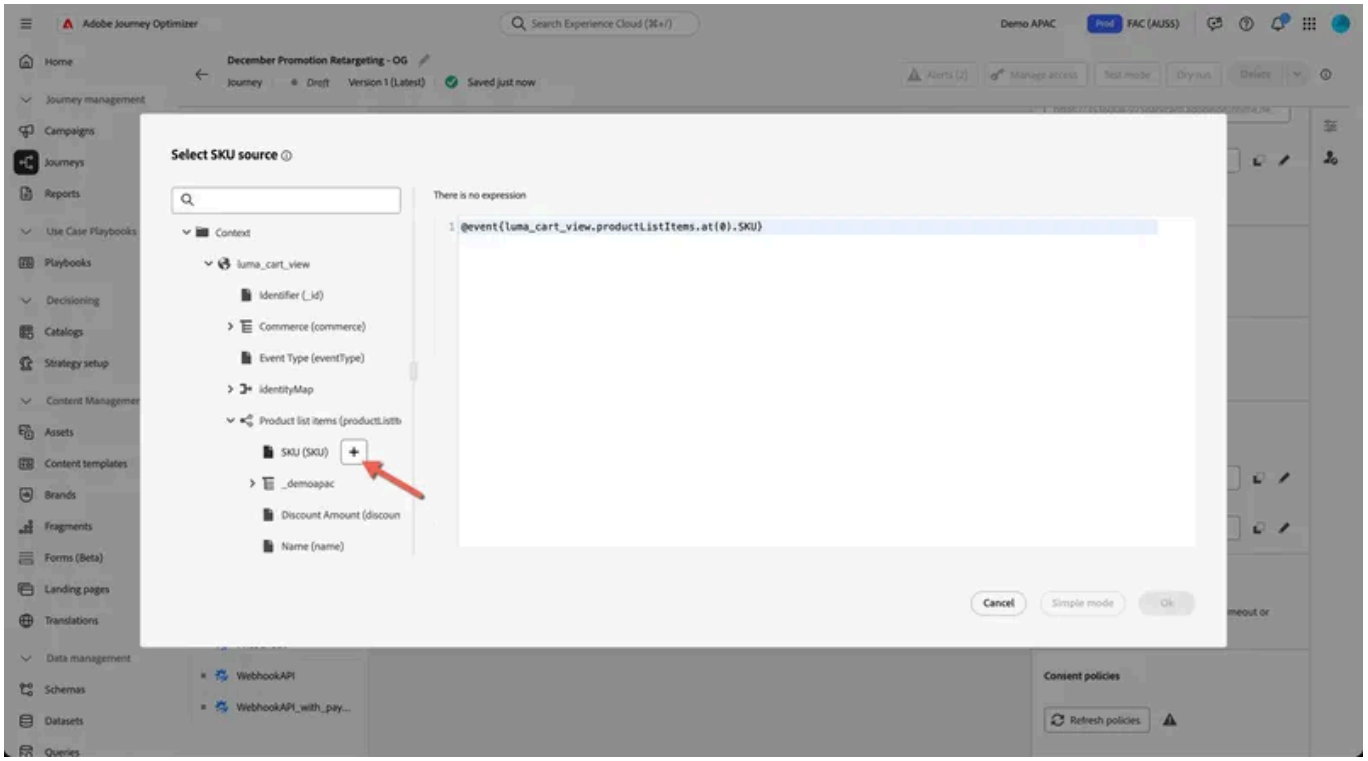
Click to configure the variable product SKU parameter



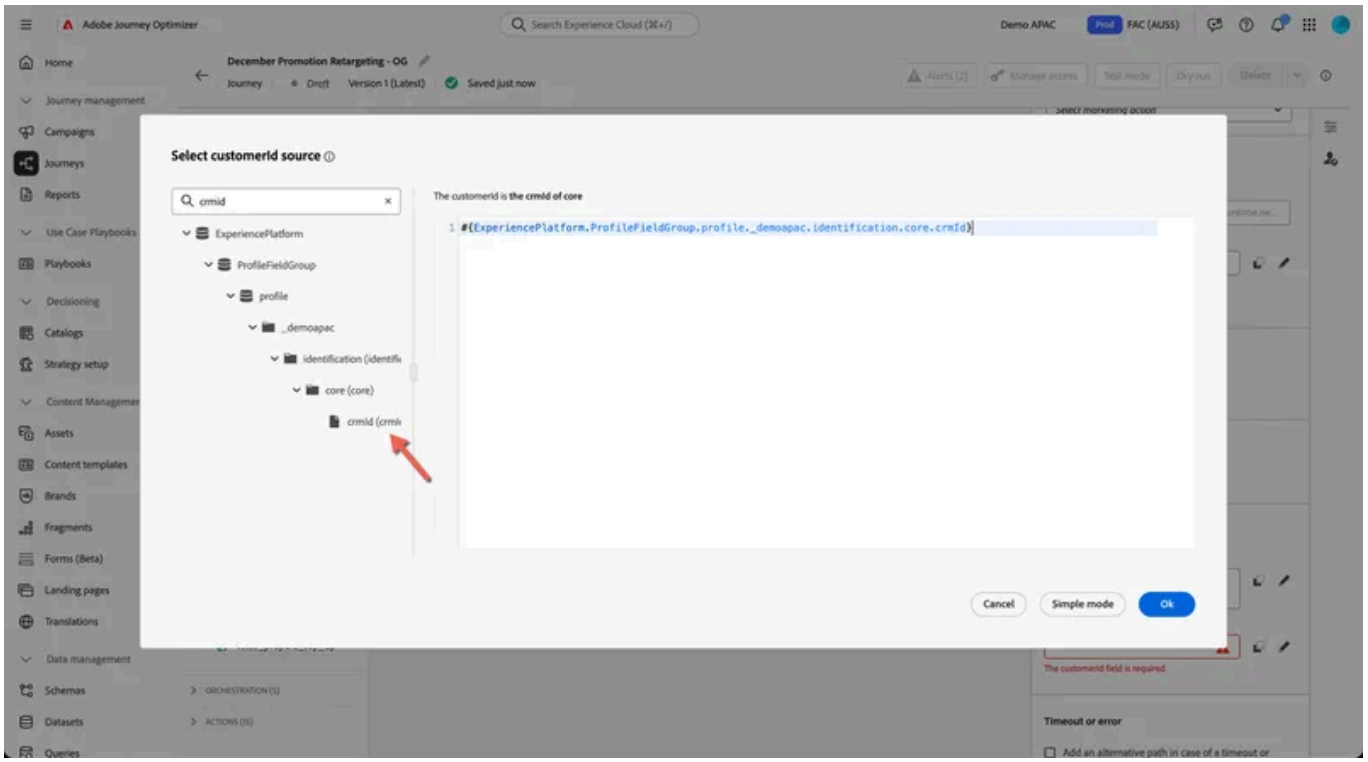

Click to **Advanced mode**




Click to add the **SKU** from the product list in the event context.

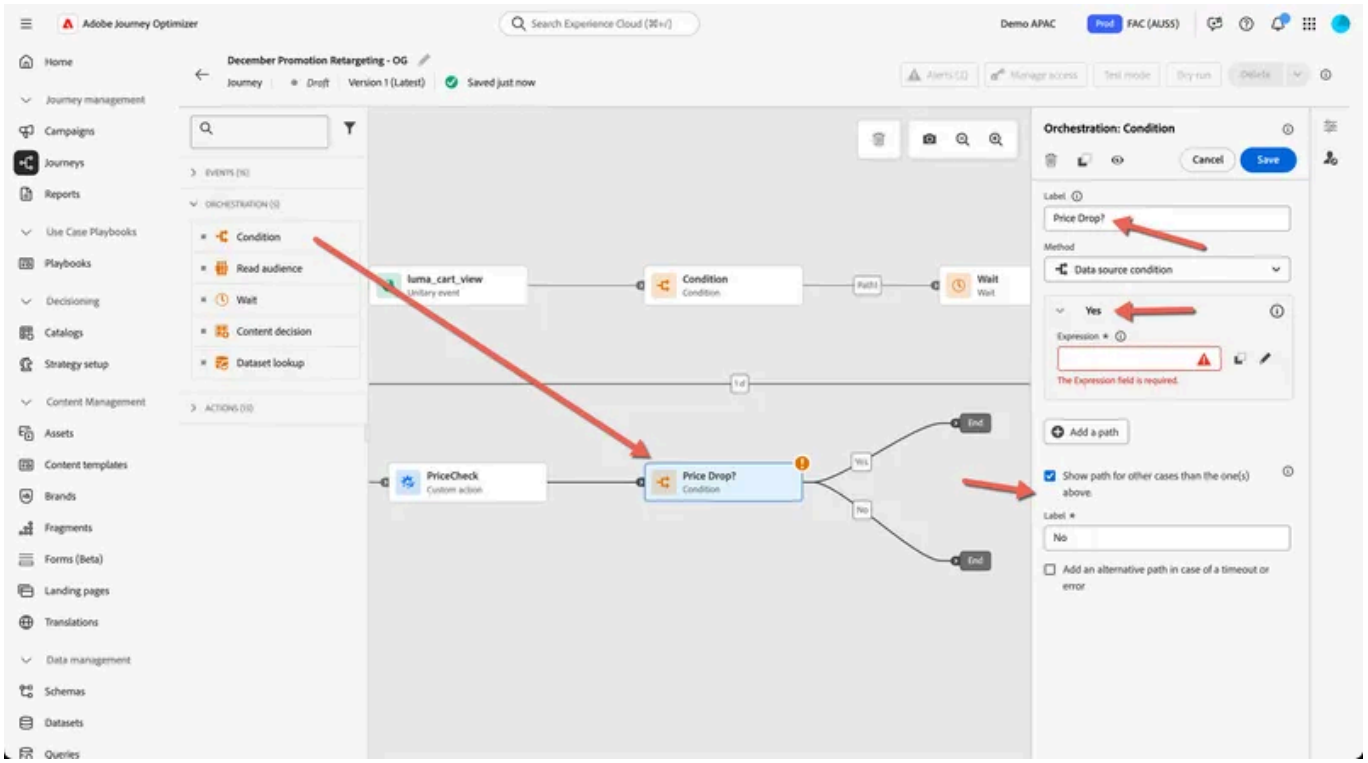



Repeat the same for the Customer ID parameter, but this time we'll be retrieving the value from the profile in AEP not the event context.




Your custom action will now return the current price and you can compare it using a condition and send a whole different email OR use dynamic content in your email to modify the message.

Drag a condition activity the end of your action, set the label to **Price Drop?** set the main path label to **Yes** and add a path for Others labelled **No**




Click into the expression editor for the **Yes** path.

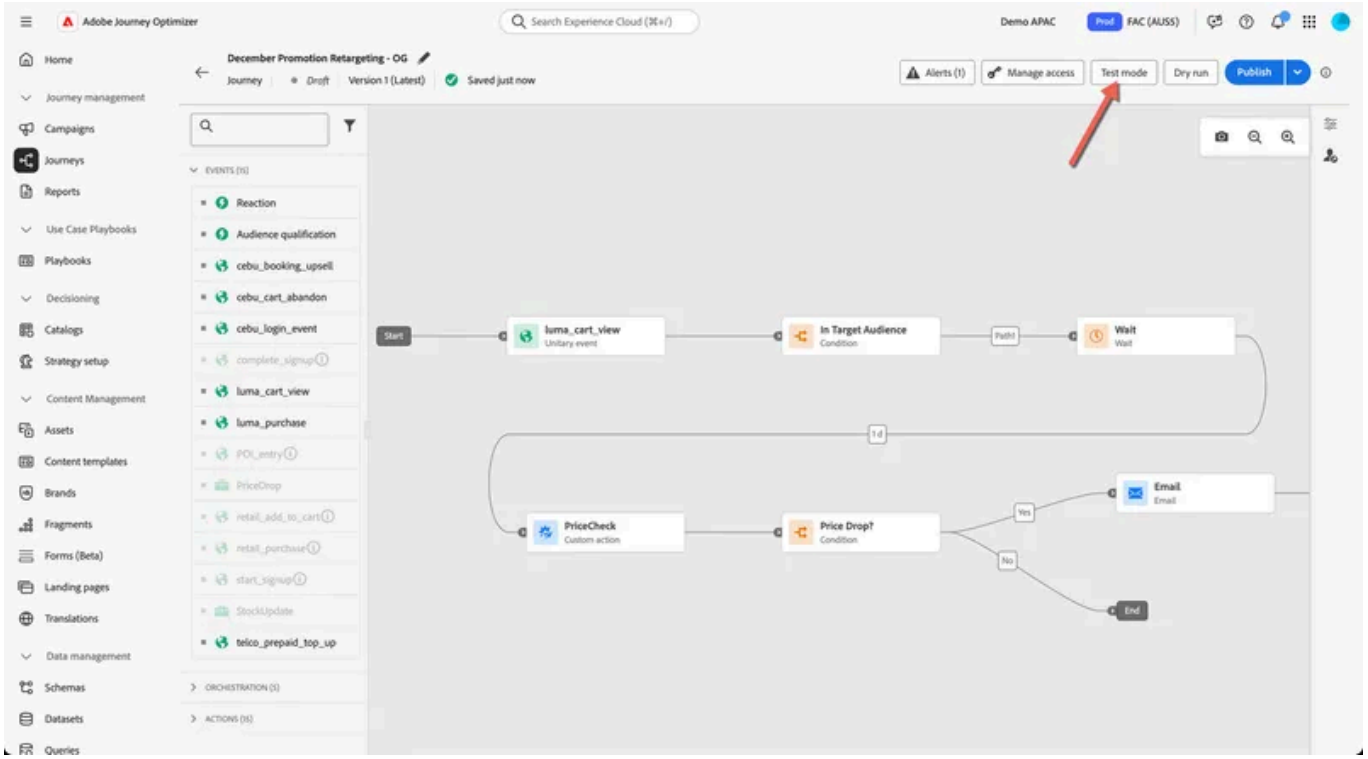
We now have 2 types of context data - the triggering event (luma_cart_view) and the priceCheck API response.  You can create a simple expression to check if the current price is less than the price from the cart.



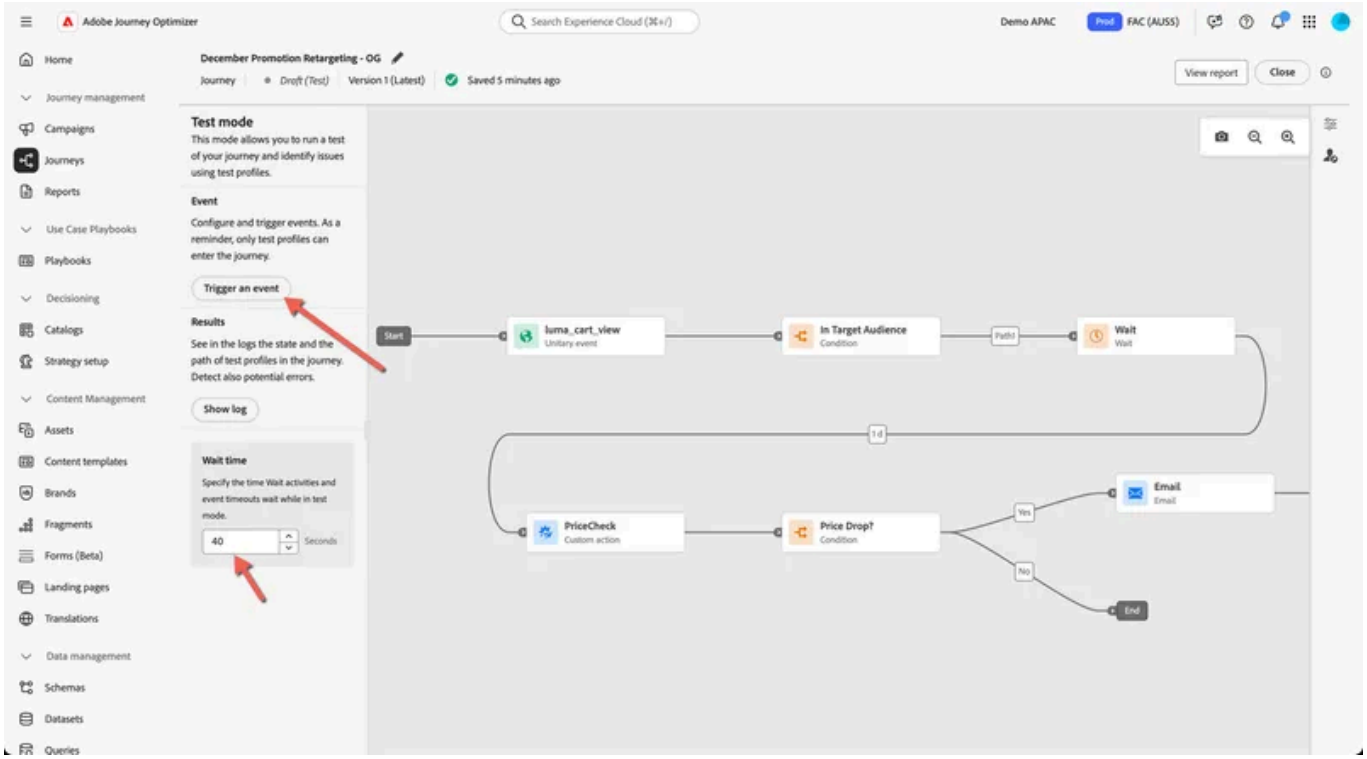

# Testing your Journey

Now that your journey is built you can push it into Test mode to verify the logic.

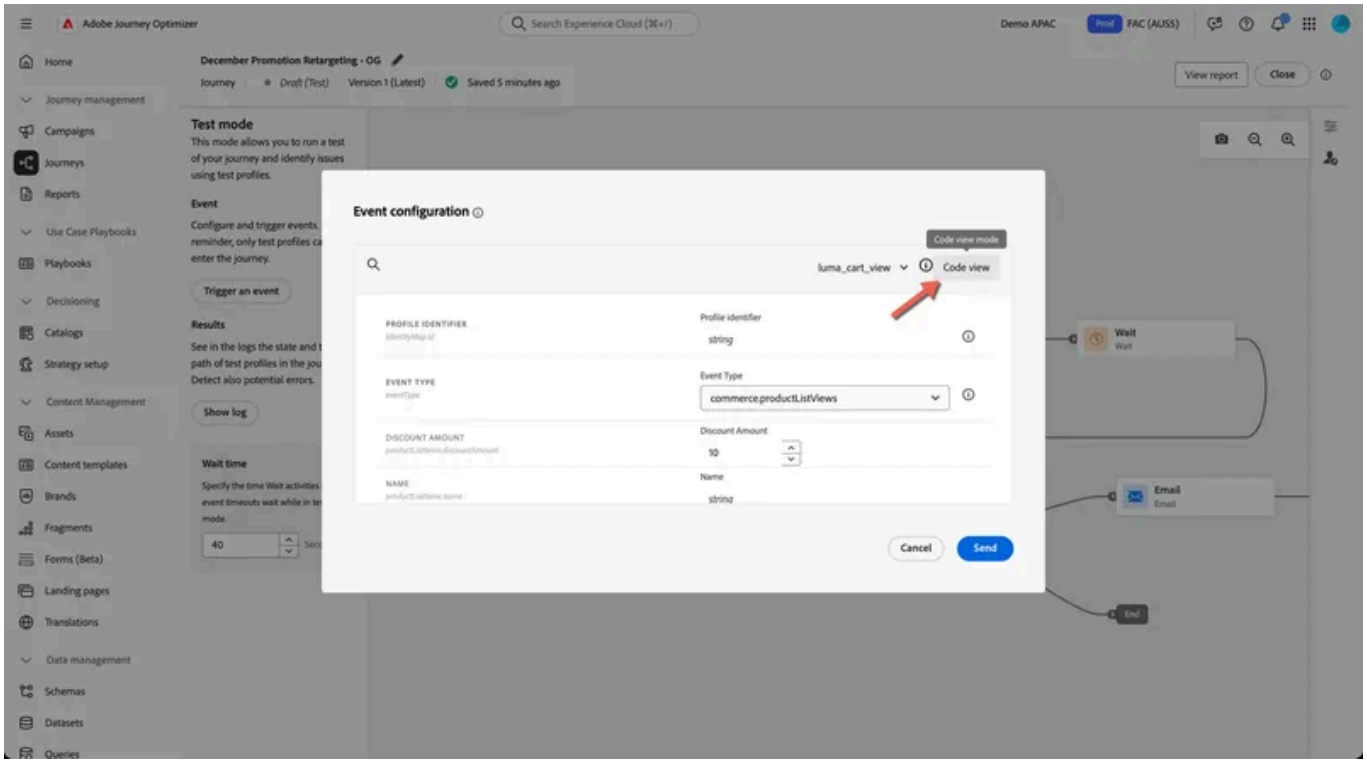
1. Click on **Test mode**



2. Click on **Trigger an Event**

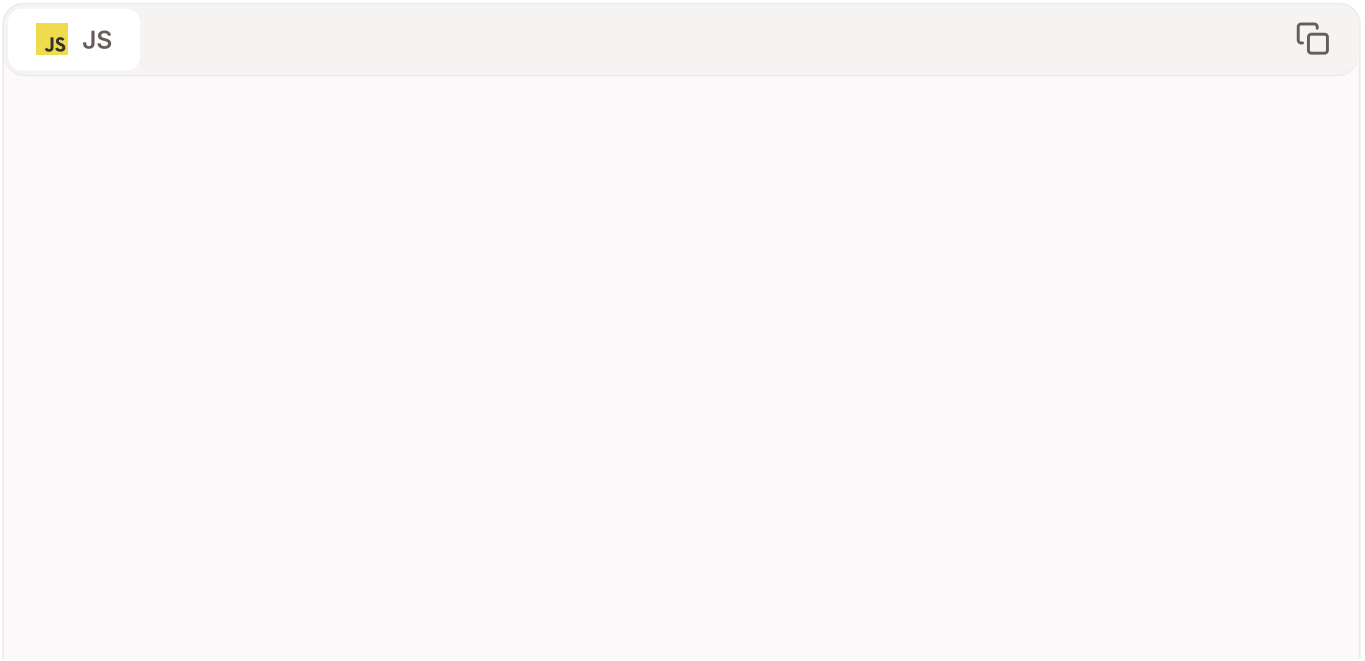



3. Switch to **Code View**




You can paste the event payload from here to test your journey - update the price on the first product item in the list to verify if the lookup call.

## Example Payload


JS
JS

```
{
    "web": {
        "webPageDetails": {
            "URL": "https://luma-com574.adobedemo.com/checkout/cart/"
        },
        "webReferrer": {
            "URL": "https://luma-com574.adobedemo.com/neve-studio-dance-jacket.html"
        }
    },
    "eventType": "commerce.productListViews",
    "identityMap": {
        "ECID": [
            {
                "id": "91419109371912064483565003388064520029",
                "primary": true
            }
        ]
    },
    "commerce": {
        "order": {
            "discountAmount": -11.4
        },
        "cart": {
            "cartID": "85"
        },
        "productListViews": {
            "value": 1
        },
        "commerceScope": {
            "environmentID": "a085d638-e027-4c9a-978a-2e93c8a4ceef",
            "storeCode": "luma_store",
            "storeViewCode": "luma_en",
            "websiteCode": "luma"
        }
    },
    "productListItems": [
        {
            "SKU": "24-WB07",
            "name": "Overnight Duffle",
            "quantity": 1,
            "priceTotal": 45,
            "productImageUrl": "https://luma-com574.adobedemo.com/media/catalog/product/
            "currencyCode": "USD",
            "discountAmount": 4.5,
            "selectedOptions": []
```

```
        },
        {
            "SKU": "WJ11-S-Blue",
            "name": "Neve Studio Dance Jacket",
            "quantity": 1,
            "priceTotal": 69,
            "productImageUrl": "https://luma-com574.adobedemo.com/media/catalog/product/
            "currencyCode": "USD",
            "discountAmount": 6.9,
            "selectedOptions": [
                {
                    "attribute": "Size",
                    "value": "S"
                },
                {
                    "attribute": "Color",
                    "value": "Blue"
                }
            ]
        }
    ]
}
```

# 9. Conclusion

Congratulations, you have completed all of the exercises!  Thanks for your time and effort to attend today.

If you have more questions, please reach out to any of the Adobe experts in the room and we'll be happy to follow up!