

Estee Lauder Hands on Lab

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1. Welcome

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

Demo Data

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

Exercises

There are 3 exercises you will complete today.

Exercise	Description
<u>Lab 1 - Unified Profile & Audiences</u>	Understand how your customer data is brought together to form a unified profile.
<u>Lab 2 - Content and Journeys</u>	Learn how to manage content and configure customer journeys
<u>Lab 3 - Web InApp Message</u>	Learn how to add a personalized popup to the website.

2. Access

Log In

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

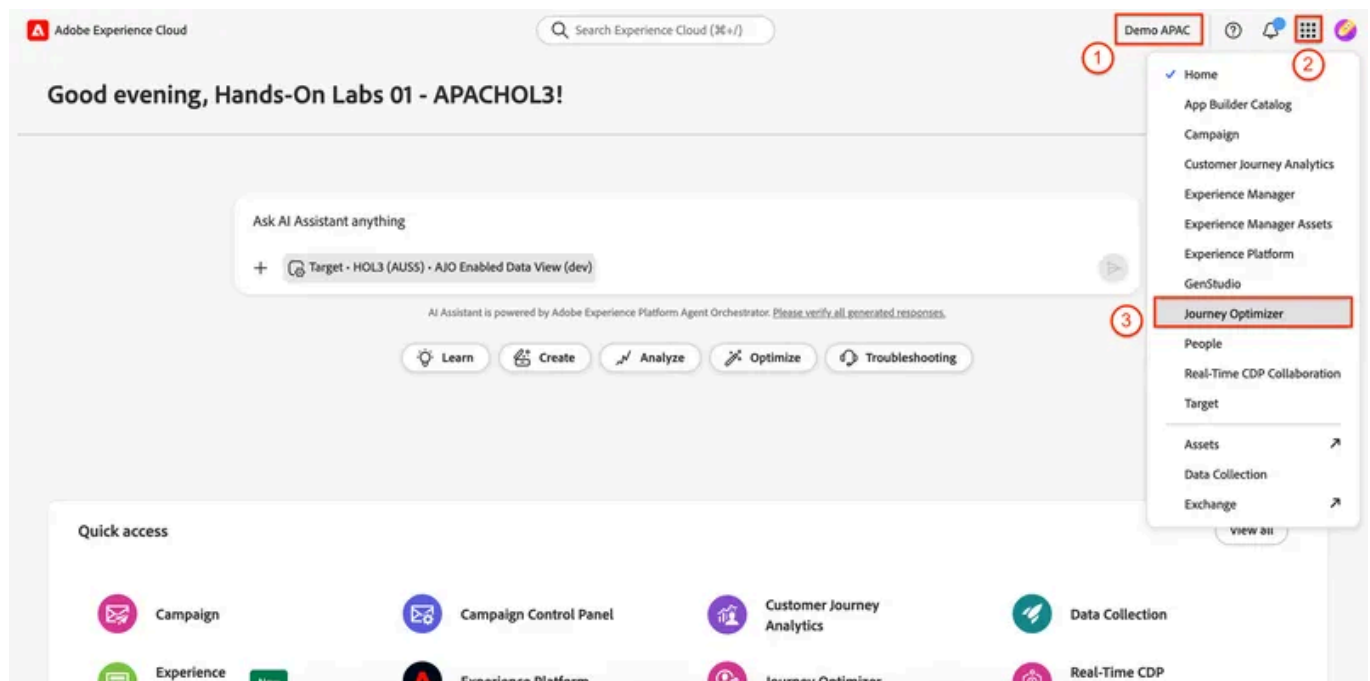
Find your username below and use it to login with password: **elcAJO@2025**

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

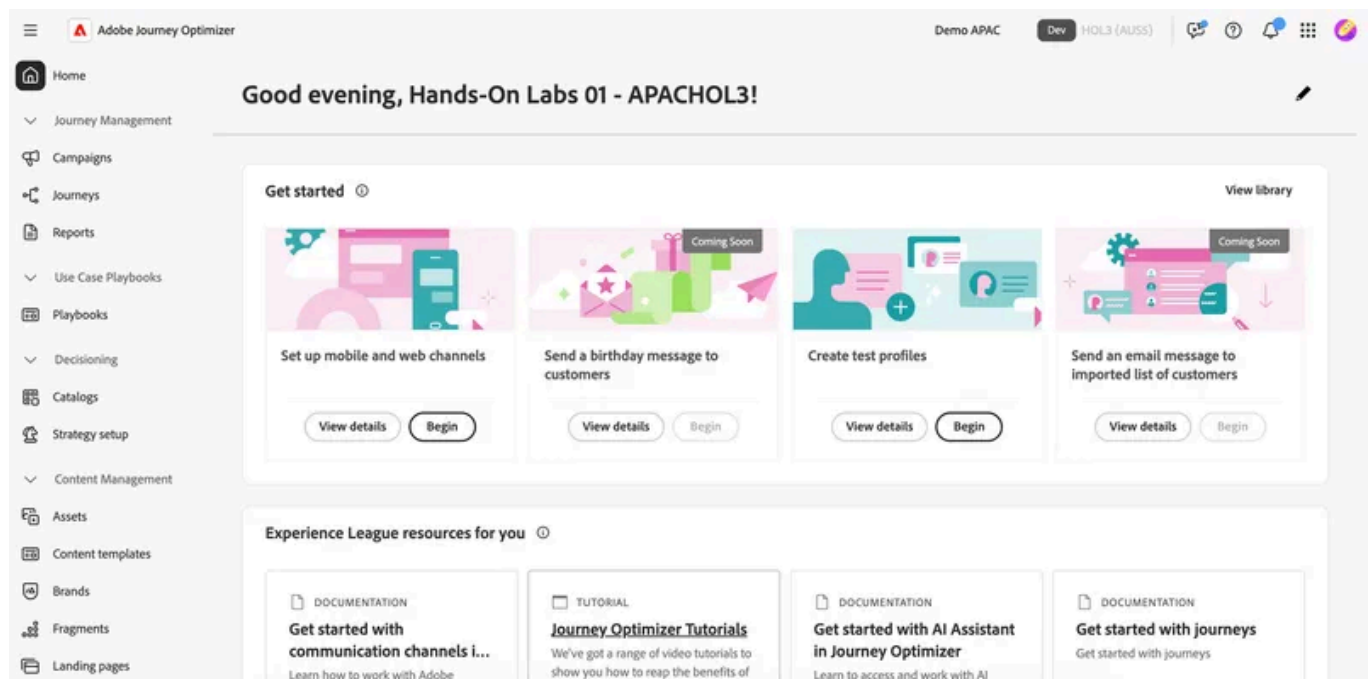
Attendee	Attendee Name	Username
1	Joyce Lam	hol1u01@apac.aephandsonlabs.com
2	Chloe Chan	hol1u02@apac.aephandsonlabs.com
3	Annie Chau	hol1u03@apac.aephandsonlabs.com
4	Permaly Lai	hol1u04@apac.aephandsonlabs.com
5	Rosa Chan	hol1u05@apac.aephandsonlabs.com
6	Nitthakorn (Bird) Wongwan	hol1u06@apac.aephandsonlabs.com
7	Jacky Lung	hol1u07@apac.aephandsonlabs.com
8	Don Ho	hol1u08@apac.aephandsonlabs.com
9	Young Yang	hol1u09@apac.aephandsonlabs.com
10	rliang@estee.com	hol1u10@apac.aephandsonlabs.com

Navigate to AJO

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



You should land on the AJO home page:



3. Lab 1 - Unified Profile & Audiences

Learning Objectives

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

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

1.1 Unified Customer Profile

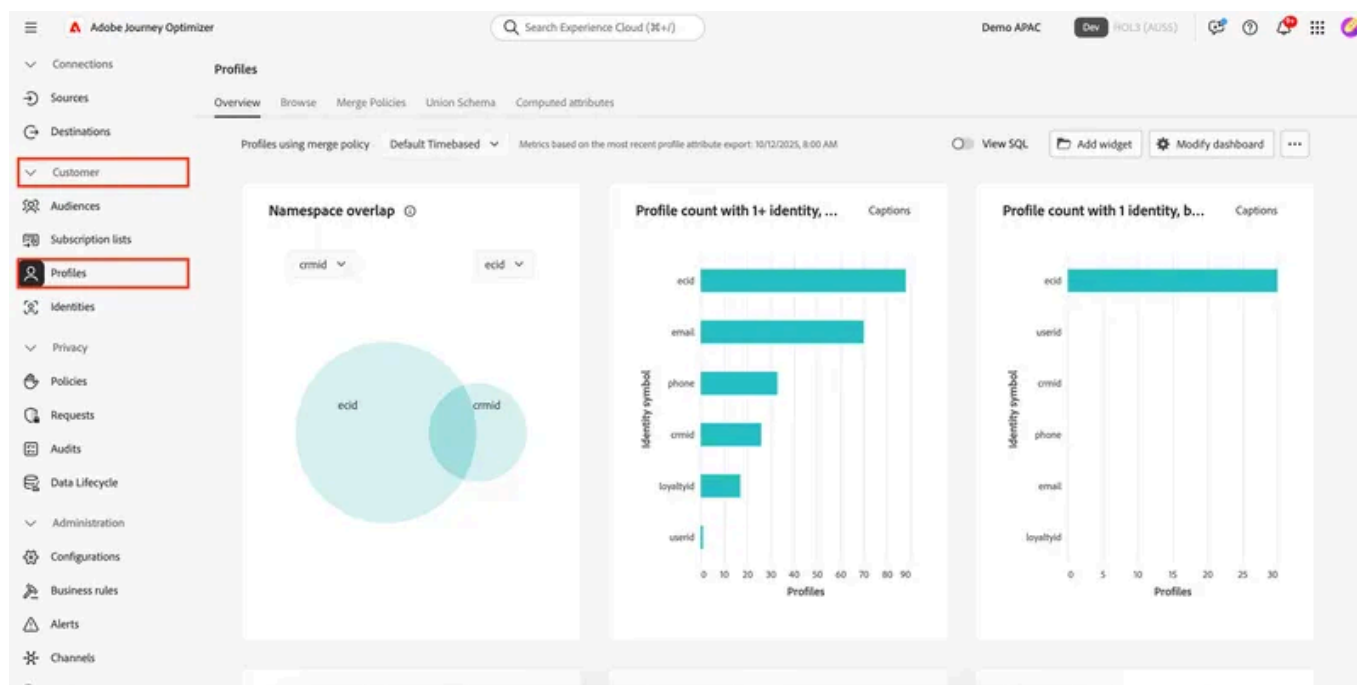
Let's start by looking up a customer profile.

The system combines data from multiple sources into an actionable profile. It also has an advanced identity management system to build the single view of the customer and to manage how data is merged into the profile.

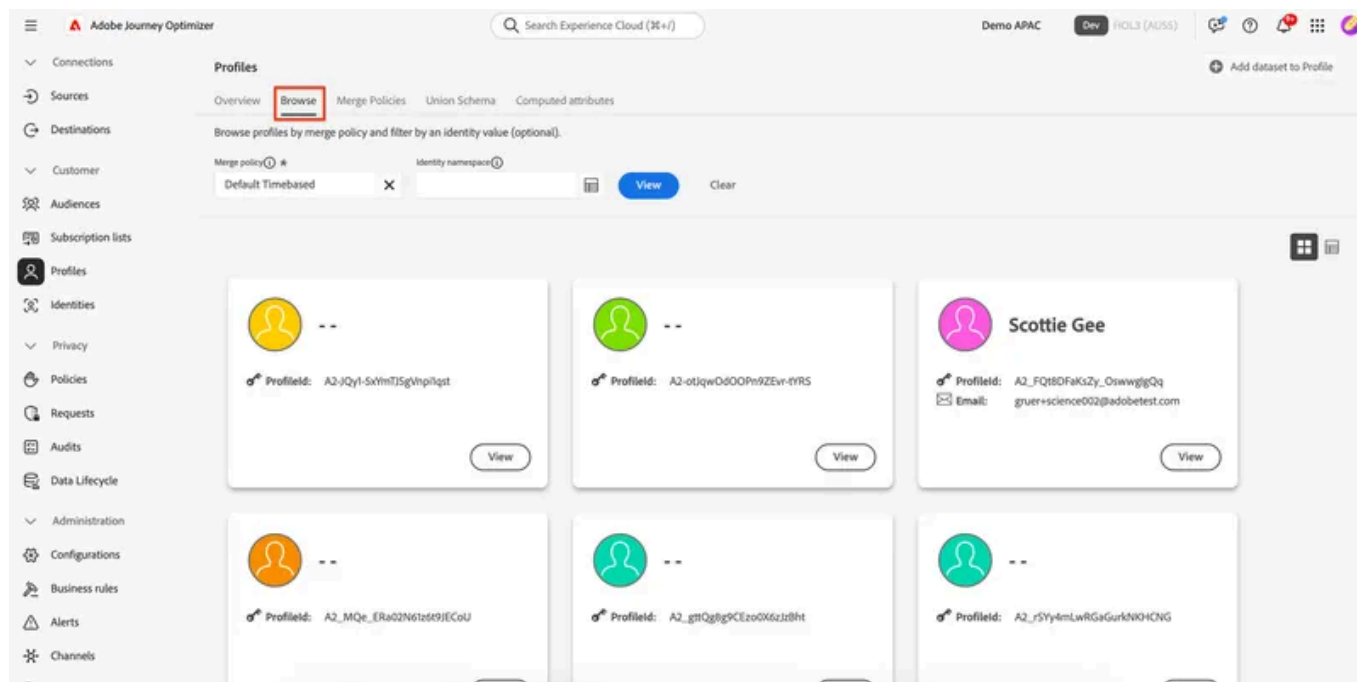
Each profile consists of 4 key components:

- Attribute Data
- Event Data
- Audiences
- Identity

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

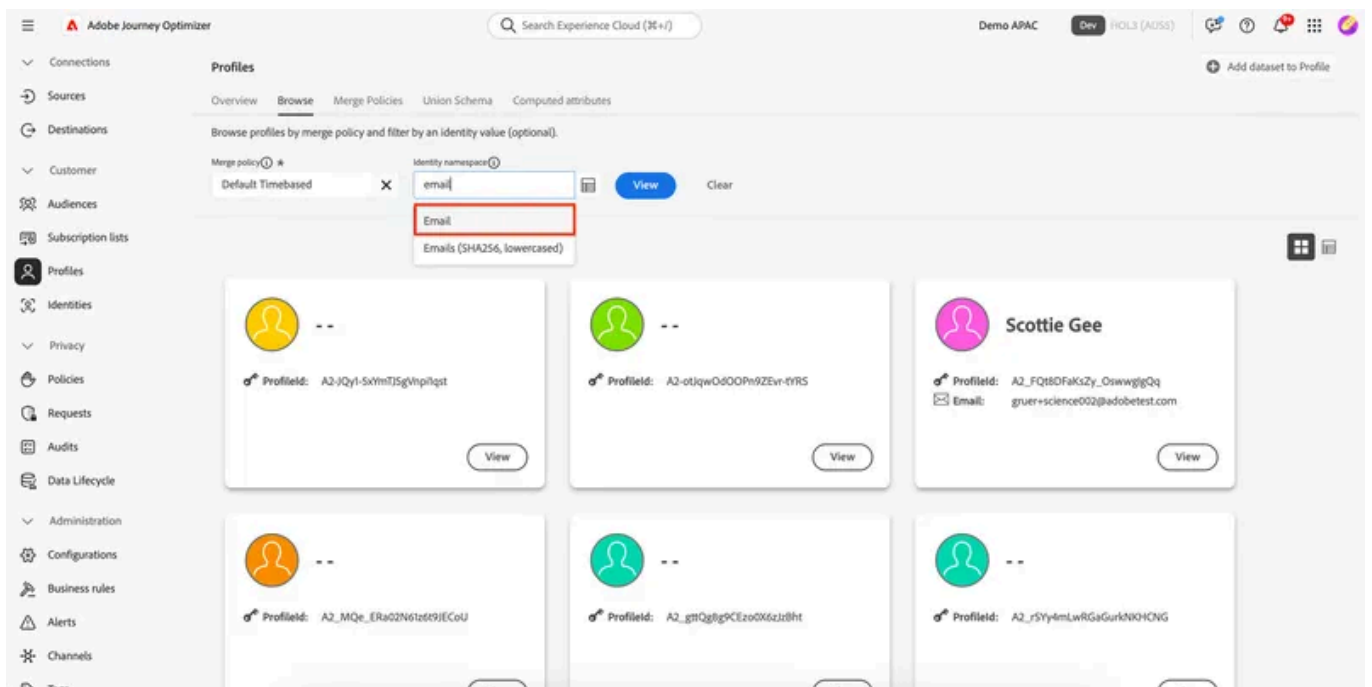


To lookup a specific profile, move to the **Browse** tab.



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

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

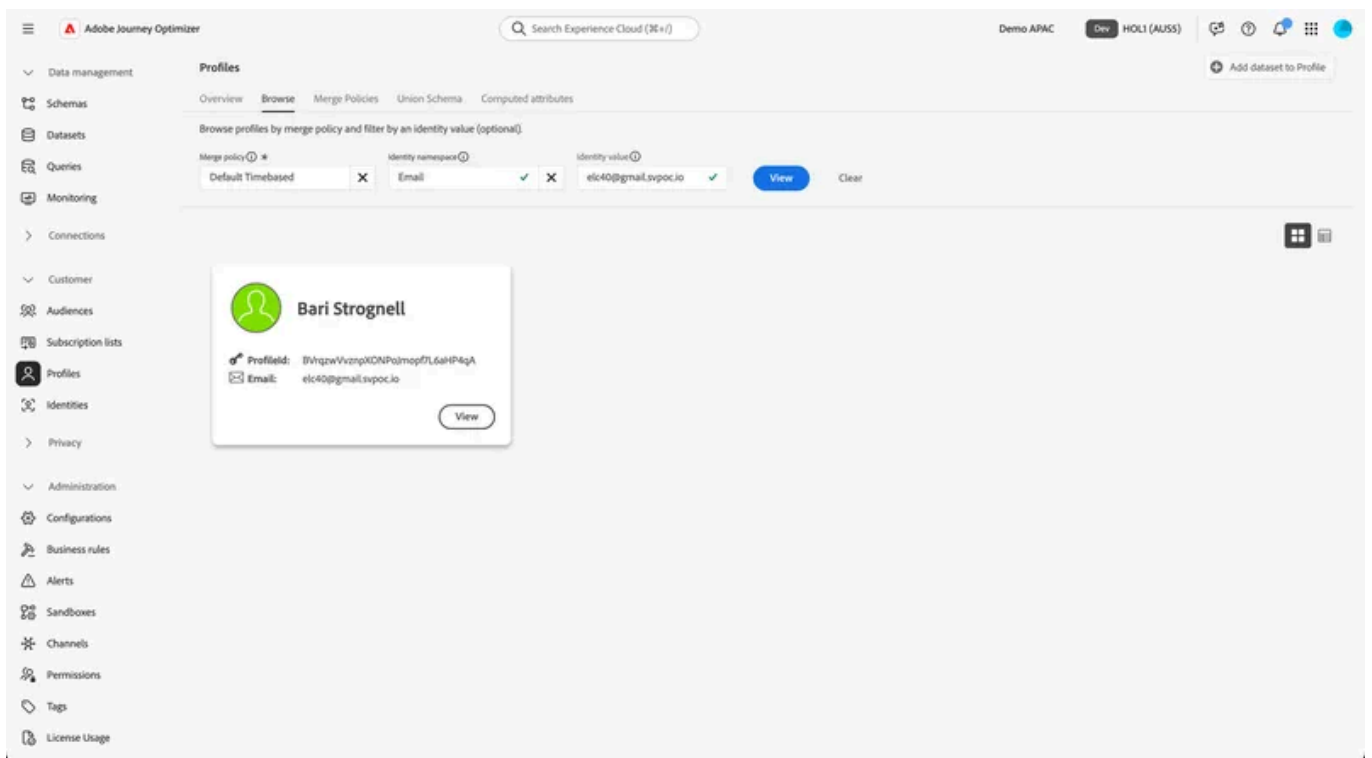


We've loaded customer profiles for each of you.

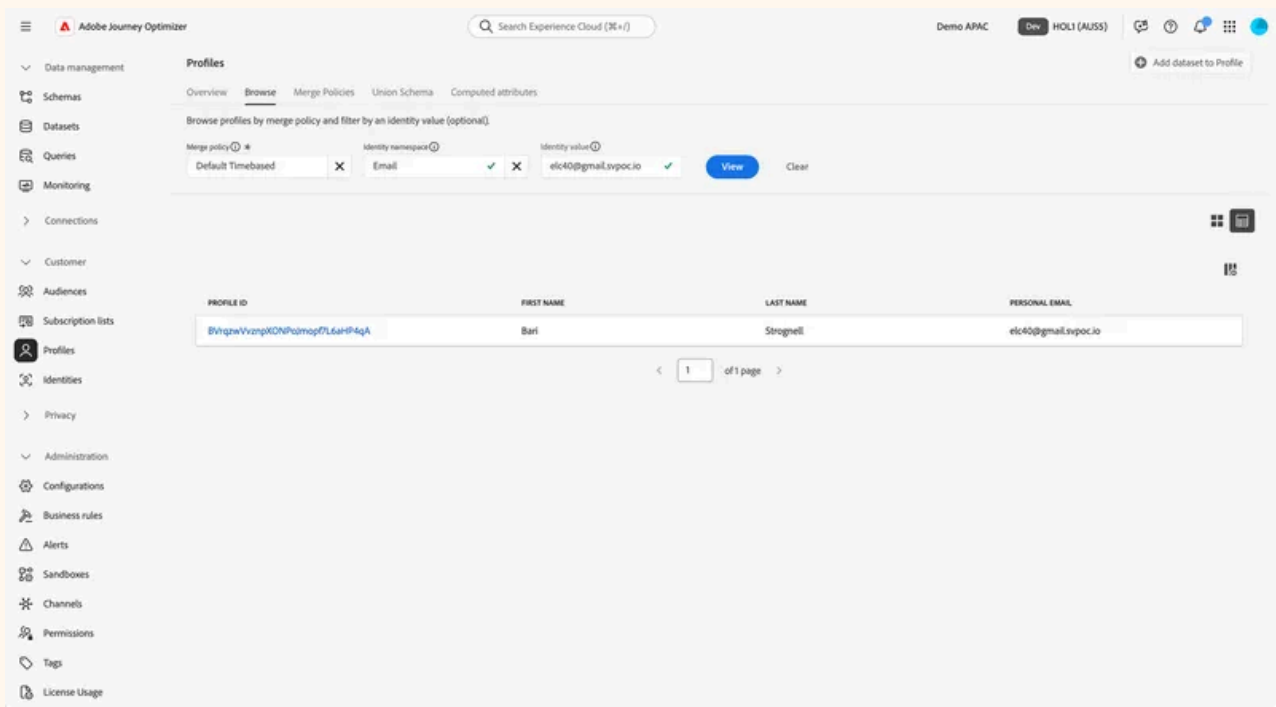
Attendee	Attendee Name	Customer Email
1	Joyce Lam	elc1@gmail.svpoc.io
2	Chloe Chan	elc2@gmail.svpoc.io
3	Annie Chau	elc3@gmail.svpoc.io
4	Permaly Lai	elc4@gmail.svpoc.io
5	Rosa Chan	elc5@gmail.svpoc.io
6	Nitthakorn (Bird) Wongwan	elc6@gmail.svpoc.io
7	Jacky Lung	elc7@gmail.svpoc.io
8	Don Ho	elc8@gmail.svpoc.io
9	Young Yang	elc9@gmail.svpoc.io
10	rliang@estee.com	elc10@gmail.svpoc.io

Type your **customer email** into the **Identity value** field and click **View**, then **View** again on the profile card.

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



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



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

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

The screenshot displays the Adobe Journey Optimizer interface. The left sidebar contains navigation menus for Data management, Schemas, Datasets, Queries, Monitoring, Connections, Customer, Audiences, Subscription lists, Profiles, Identities, Privacy, Administration, Configurations, Business rules, Alerts, Sandboxes, Channels, Permissions, Tags, and License Usage. The main content area shows the 'Profile' tab for a specific customer. At the top, there's a search bar and a 'Search Experience Cloud (XE+)' button. Below this, a summary bar shows 'Audiences: 5', 'Attributes: 64', and 'Identities: 4'. A second bar displays key metrics: '472 Lifetime value', '27 Orders year to date', '59 Average order size', '155 Loyalty points', and '41 Churn prediction'. The 'Customer profile insights' section features a profile card for 'Bari Strogneil' with a green profile icon. To the right of the card, there are sections for 'Email' (elo40@gmail.svpoc.io), 'Phone number' (+886 504 269 4232), 'Gender' (female), 'Date of birth' (03-31), and 'Address' (1135 Amoth Court). Further right, the 'Identities' section lists types like 'Cookie ID', 'Cross-device ID', 'Email', and 'Phone number'. Below this, '5 most recent audience memberships' are listed, including 'ELC - Purchased Night Cream 6 months' and 'Luma - Not Luma+ Members'. At the bottom, there are four 'AI INSIGHT WIDGETS': 'Location details', 'Personal details', 'Demographics', and 'Interesting facts'.

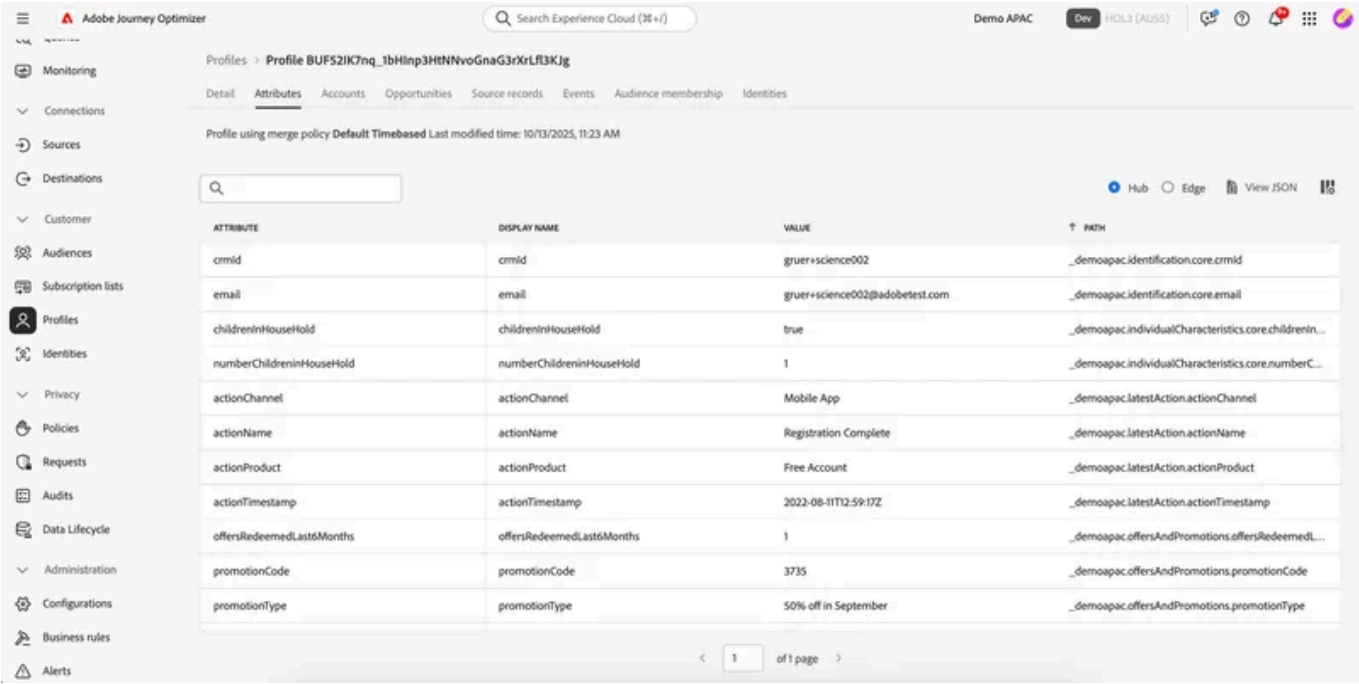
Below are some content cards and fields which can be customized according to business needs.

The screenshot displays the Adobe Journey Optimizer interface for a different customer profile. The left sidebar is the same as the previous screenshot. The main content area shows the 'Profile' tab for 'Scottie Gee'. The layout is divided into four main sections: 'Customer profile' (with a grey profile icon and name), 'Basic attributes' (listing address, gender, birth date, number, and street), 'Linked identities' (listing email, phone, and other identifiers), and 'Channel preferences' (listing various communication channels like Email, Push, SMS, Phone, Fax, Commercial email, and Direct mail, each with a checkmark indicating preference). A 'Predictive scores' section at the bottom left shows 'No data available'.

There are 2 main types of data collected against the profile, **Attributes** and **Experience Events**. Attributes tend to be fairly static, slower-moving data (sometimes called Record

Data) while Experience Events represent point-in-time interactions a profile has had with your brand, whether that's viewing a web page, making a purchase, calling the call center or visiting a store (i.e. time series data).

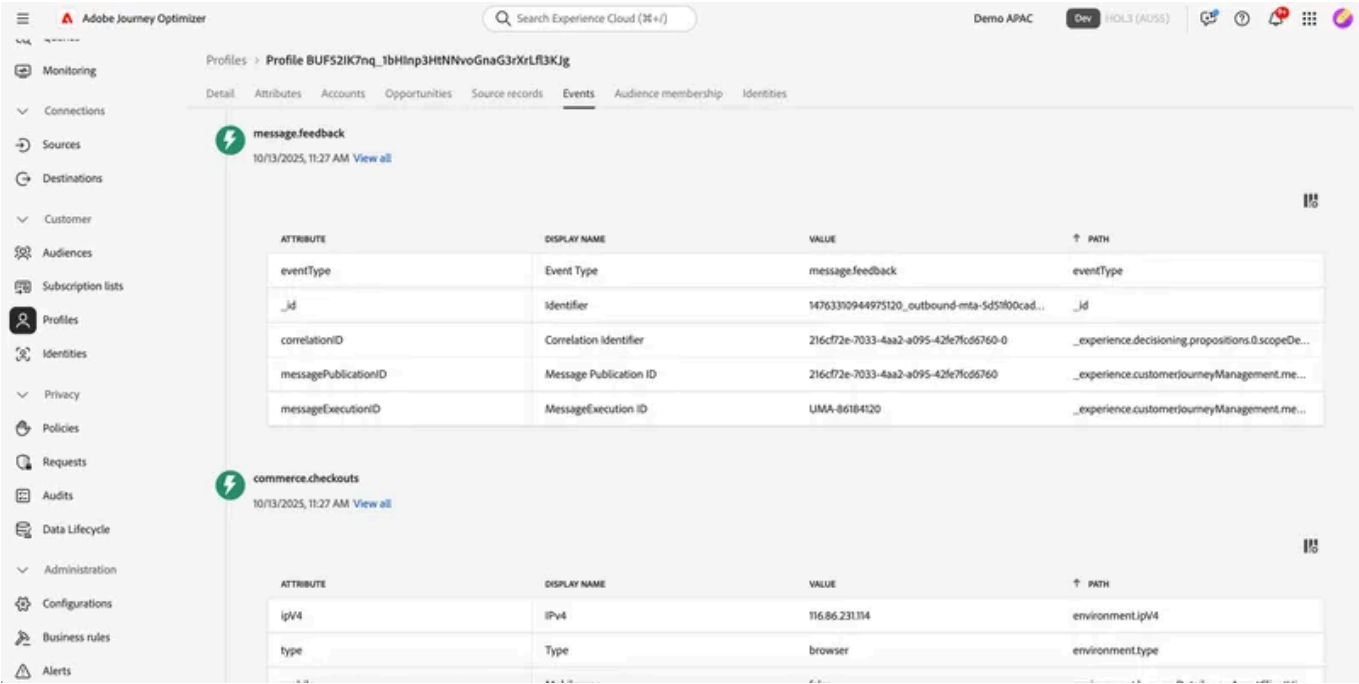
Click on the **Attributes** tab to view the full list of attributes ingested for this profile. These attributes can come from different source systems. The platform will merge them in real-time.



The screenshot shows the Adobe Journey Optimizer interface. The left sidebar contains navigation options: Monitoring, Connections, Sources, Destinations, Customer, Audiences, Subscription lists, Profiles (selected), Identities, Privacy, Policies, Requests, Audits, Data Lifecycle, Administration, Configurations, Business rules, and Alerts. The main content area is titled 'Profiles > Profile BUF52IK7nq_1bHlnp3HtNNvoGnaG3rXrLf3KJg'. Below the title are tabs: Detail, Attributes (selected), Accounts, Opportunities, Source records, Events, Audience membership, and Identities. A search bar is present above a table of attributes. The table has columns: ATTRIBUTE, DISPLAY NAME, VALUE, and PATH. The profile is using the 'Default Timebased' merge policy, last modified on 10/13/2025 at 11:23 AM. The table lists 12 attributes related to user identification and actions.

ATTRIBUTE	DISPLAY NAME	VALUE	PATH
cmid	cmid	gruer+science002	._demoapac.identification.core.cmid
email	email	gruer+science002@adobetest.com	._demoapac.identification.core.email
childrenInHousehold	childrenInHousehold	true	._demoapac.individualCharacteristics.core.childrenIn...
numberChildrenInHouseHold	numberChildrenInHouseHold	1	._demoapac.individualCharacteristics.core.numberC...
actionChannel	actionChannel	Mobile App	._demoapac.latestAction.actionChannel
actionName	actionName	Registration Complete	._demoapac.latestAction.actionName
actionProduct	actionProduct	Free Account	._demoapac.latestAction.actionProduct
actionTimestamp	actionTimestamp	2022-08-11T12:59:17Z	._demoapac.latestAction.actionTimestamp
offersRedeemedLast6Months	offersRedeemedLast6Months	1	._demoapac.offersAndPromotions.offersRedeemed...
promotionCode	promotionCode	3735	._demoapac.offersAndPromotions.promotionCode
promotionType	promotionType	50% off in September	._demoapac.offersAndPromotions.promotionType

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

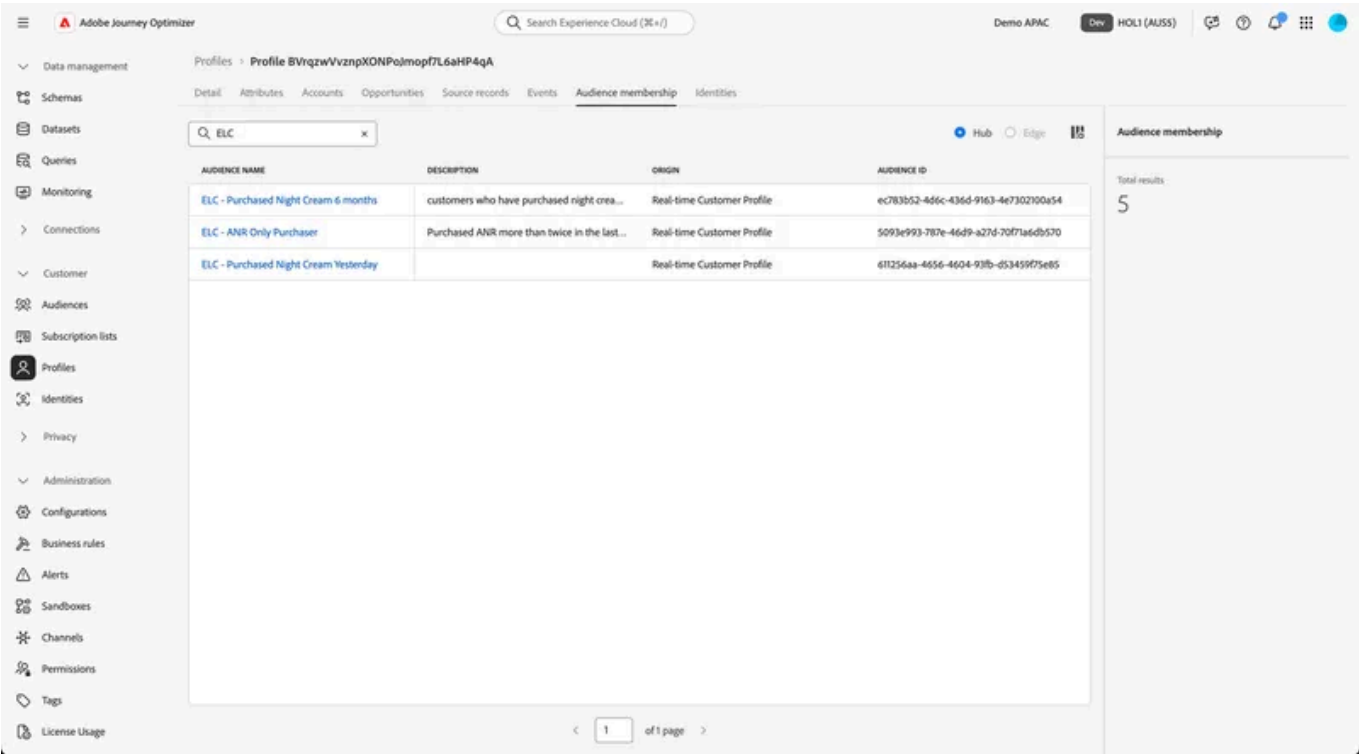


The screenshot shows the Adobe Journey Optimizer interface with the 'Events' tab selected. The left sidebar is the same as in the previous image. The main content area shows a list of events for the profile 'BUF52IK7nq_1bHlnp3HtNNvoGnaG3rXrLf3KJg'. Two events are visible: 'message.feedback' and 'commerce.checkouts', both dated 10/13/2025 at 11:27 AM. Each event has a table of attributes below it. The 'message.feedback' event table has 5 attributes, and the 'commerce.checkouts' event table has 3 attributes.

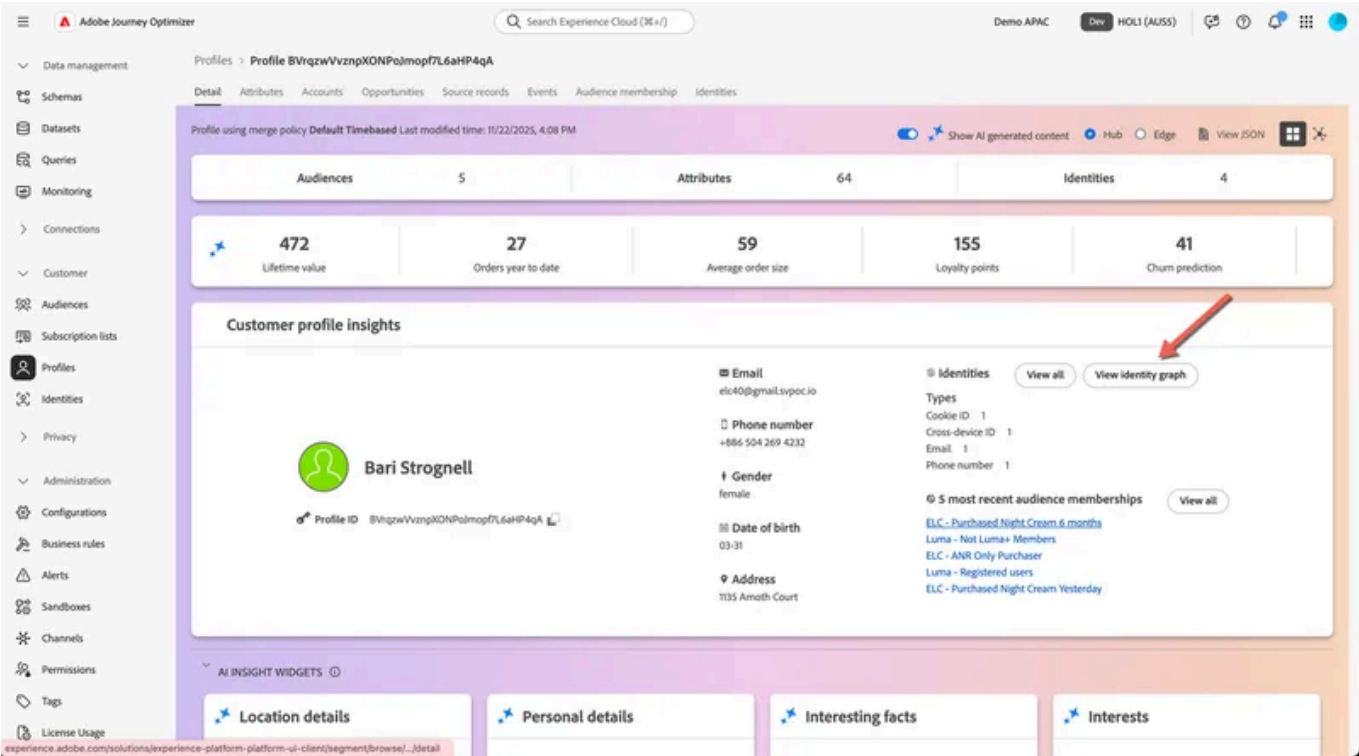
ATTRIBUTE	DISPLAY NAME	VALUE	PATH
eventType	Event Type	message.feedback	eventType
_id	Identifier	1476330944975120_outbound-mta-5d5f00cad...	_id
correlationID	Correlation Identifier	216cf72e-7033-4aa2-a095-42fe76c65760-0	._experience.decisioning.propositions.0.scopeDe...
messagePublicationID	Message Publication ID	216cf72e-7033-4aa2-a095-42fe76c65760	._experience.customerJourneyManagement.me...
messageExecutionID	Message Execution ID	LIMA-86184120	._experience.customerJourneyManagement.me...

ATTRIBUTE	DISPLAY NAME	VALUE	PATH
ipV4	IPv4	116.86.231.114	environment.ipV4
type	Type	browser	environment.type

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



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



Here you can see a visualisation of the Identity Graph linking all of the different sources of information together to create our profile. You can see that there are multiple ECID's or Cookie ID's attached to the profile, this represents the different devices that the customer has identified themselves on, for example by logging in or providing their email address or another durable identifier. Multiple ECIDs could be desktop and mobile for example, or the customer using multiple browsers (or even clearing cookies).

The screenshot shows the Adobe Journey Optimizer interface. On the left is a navigation menu with options like Data management, Schemas, Datasets, Queries, Monitoring, Connections, Customer, Audiences, Subscription lists, Profiles, Identities (selected), Privacy, Administration, Configurations, Business rules, Alerts, Sandboxes, Channels, Permissions, Tags, and License Usage. The main area is titled 'Identities' and has tabs for Overview, Namespaces, Graph Viewer, and Graph Simulation. The Graph Viewer tab is active, showing a graph with nodes for 'crmid', 'Phone', 'Email', and 'ECID'. The 'ECID' node is highlighted with a blue box. To the right of the graph is a table of identities. The table has columns for 'IDENTITY SYMBOL' and 'VALUE'. The rows are: 'crmid' with value '0b460c42-8eb5-439f-be1d-bb2d0b409d4', 'ECID' with value '34723882435340058071416038434341590497', 'Email' with value 'elc40@gmail.svpoc.io', and 'Phone' with value '+886 504 269 4232'. A filter bar at the top right of the table shows 'Filter by the time the link was established' with a date range of '11/22/2025, 4:48:03 PM'. On the far right, a sidebar shows details for the selected 'ECID', including its display name, value, last updated time, and data source.

IDENTITY SYMBOL	VALUE
crmid	0b460c42-8eb5-439f-be1d-bb2d0b409d4
ECID	34723882435340058071416038434341590497
Email	elc40@gmail.svpoc.io
Phone	+886 504 269 4232

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

This screenshot is similar to the one above, but with a red arrow pointing to the filter bar at the top right of the identity table. The filter bar shows 'Filter by the time the link was established' with a date range of '11/20/2025, 4:04:08 PM'. The table now shows 4 identities instead of 5. The rows are: 'crmid' with value '0b460c42-8eb5-439f-be1d-bb2d0b409d4', 'ECID' with value '34723882435340058071416038434341590497', 'Email' with value 'elc40@gmail.svpoc.io', and 'Phone' with value '+886 504 269 4232'. The graph on the left shows the same nodes, but the 'ECID' node is no longer highlighted with a blue box.

IDENTITY SYMBOL	VALUE
crmid	0b460c42-8eb5-439f-be1d-bb2d0b409d4
ECID	34723882435340058071416038434341590497
Email	elc40@gmail.svpoc.io
Phone	+886 504 269 4232

1.2 Create a streaming audience

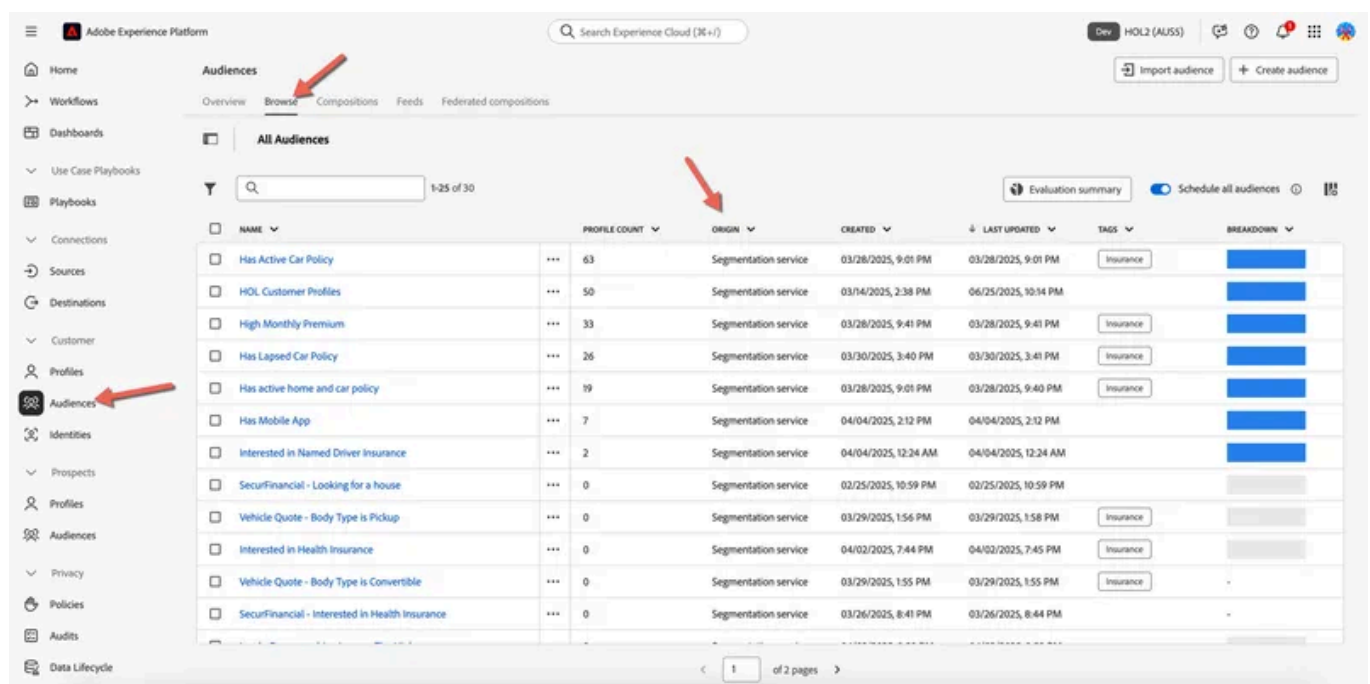
In this exercise we'll create a streaming audience to qualify customers who have purchased night cream in the last 24 hours. This audience will be used later in the lab to trigger our Post Purchase journey.

Purchased Night Cream Yesterday audience definition

- Attributes: **Opted in to Marketing**
- Events: **Purchase** event where product **SKU** one of **46HL01,46HM01,46HN01** in the **last 24 hours**

Click on **Customer → Audiences** and go to the **Browse** tab. This is the **Audience Portal** where you'll find all of the centralized audiences, regardless of how they were created. The **origin** column indicates where the audience was created:

- Segmentation Service - using data onboarded to the real-time profile
- Federated Audience Composition - using data that lives in a remote data warehouse
- Customer Journey Analytics - segments can be shared directly from the analysis done in CJA
- Custom Upload - directly from files



NAME	PROFILE COUNT	ORIGIN	CREATED	LAST UPDATED	TAGS	BREAKDOWN
Has Active Car Policy	63	Segmentation service	03/28/2025, 9:01 PM	03/28/2025, 9:01 PM	Insurance	
HOL Customer Profiles	50	Segmentation service	03/14/2025, 2:38 PM	06/25/2025, 10:14 PM		
High Monthly Premium	33	Segmentation service	03/28/2025, 9:41 PM	03/28/2025, 9:41 PM	Insurance	
Has Lapsed Car Policy	26	Segmentation service	03/30/2025, 3:40 PM	03/30/2025, 3:41 PM	Insurance	
Has active home and car policy	19	Segmentation service	03/28/2025, 9:01 PM	03/28/2025, 9:40 PM	Insurance	
Has Mobile App	7	Segmentation service	04/04/2025, 2:12 PM	04/04/2025, 2:12 PM		
Interested in Named Driver Insurance	2	Segmentation service	04/04/2025, 12:24 AM	04/04/2025, 12:24 AM		
SecurFinancial - Looking for a house	0	Segmentation service	02/25/2025, 10:59 PM	02/25/2025, 10:59 PM		
Vehicle Quote - Body Type is Pickup	0	Segmentation service	03/29/2025, 1:56 PM	03/29/2025, 1:58 PM	Insurance	
Interested in Health Insurance	0	Segmentation service	04/02/2025, 7:44 PM	04/02/2025, 7:45 PM	Insurance	
Vehicle Quote - Body Type is Convertible	0	Segmentation service	03/29/2025, 1:55 PM	03/29/2025, 1:55 PM	Insurance	
SecurFinancial - Interested in Health Insurance	0	Segmentation service	03/26/2025, 8:41 PM	03/26/2025, 8:44 PM		

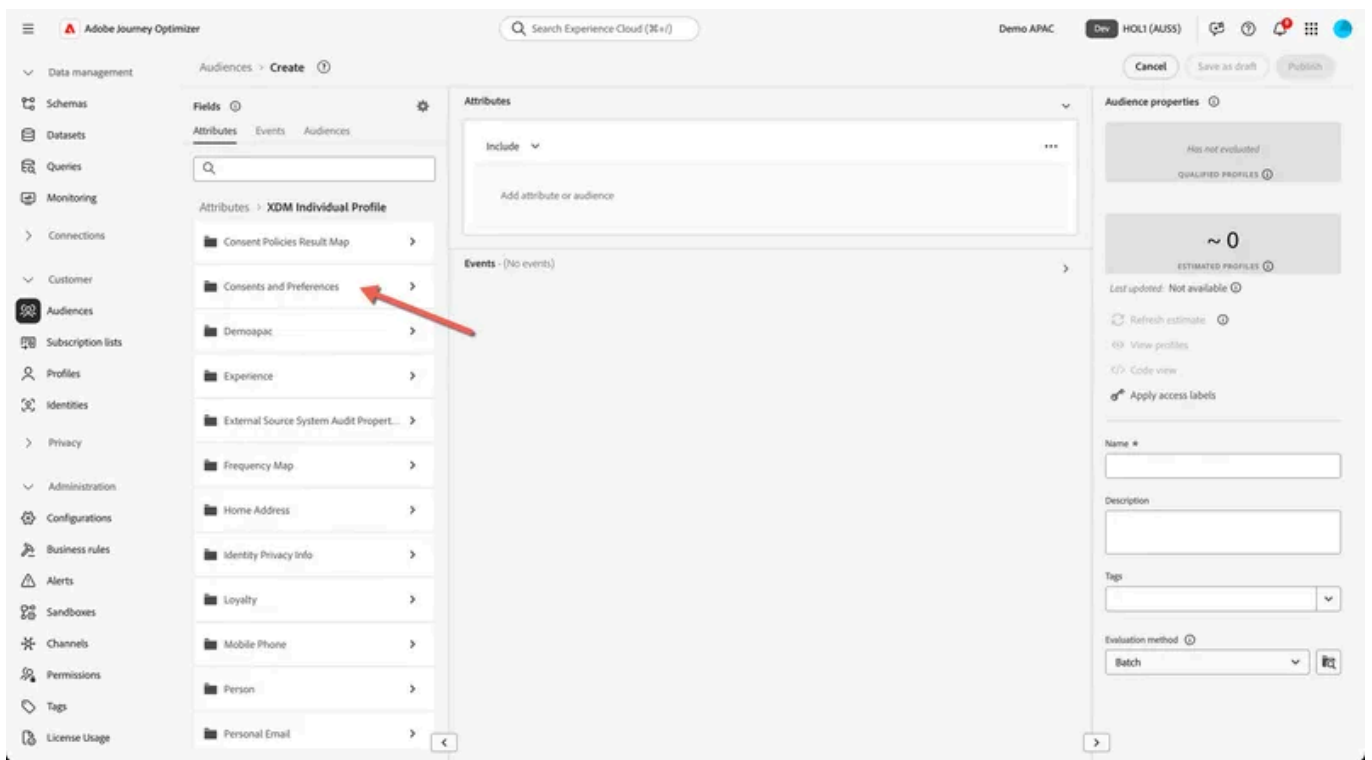
Click to **Create Audience**.

The screenshot shows the 'Audiences' management interface. At the top right, there are two buttons: 'Import audience' and '+ Create audience'. A red arrow points to the '+ Create audience' button. Below the buttons, there are tabs for 'Overview', 'Browse', 'Compositions', 'Feeds', and 'Federated compositions'. The 'Browse' tab is selected, showing a list of audiences. The list has columns for 'NAME', 'PROFILE COUNT', 'ORIGIN', 'CREATED', 'LAST UPDATED', 'TAGS', and 'BREAKDOWN'. The first few rows show audiences like 'Has Active Car Policy', 'HOL Customer Profiles', and 'High Monthly Premium'. At the bottom, there is a pagination control showing '1 of 2 pages'.

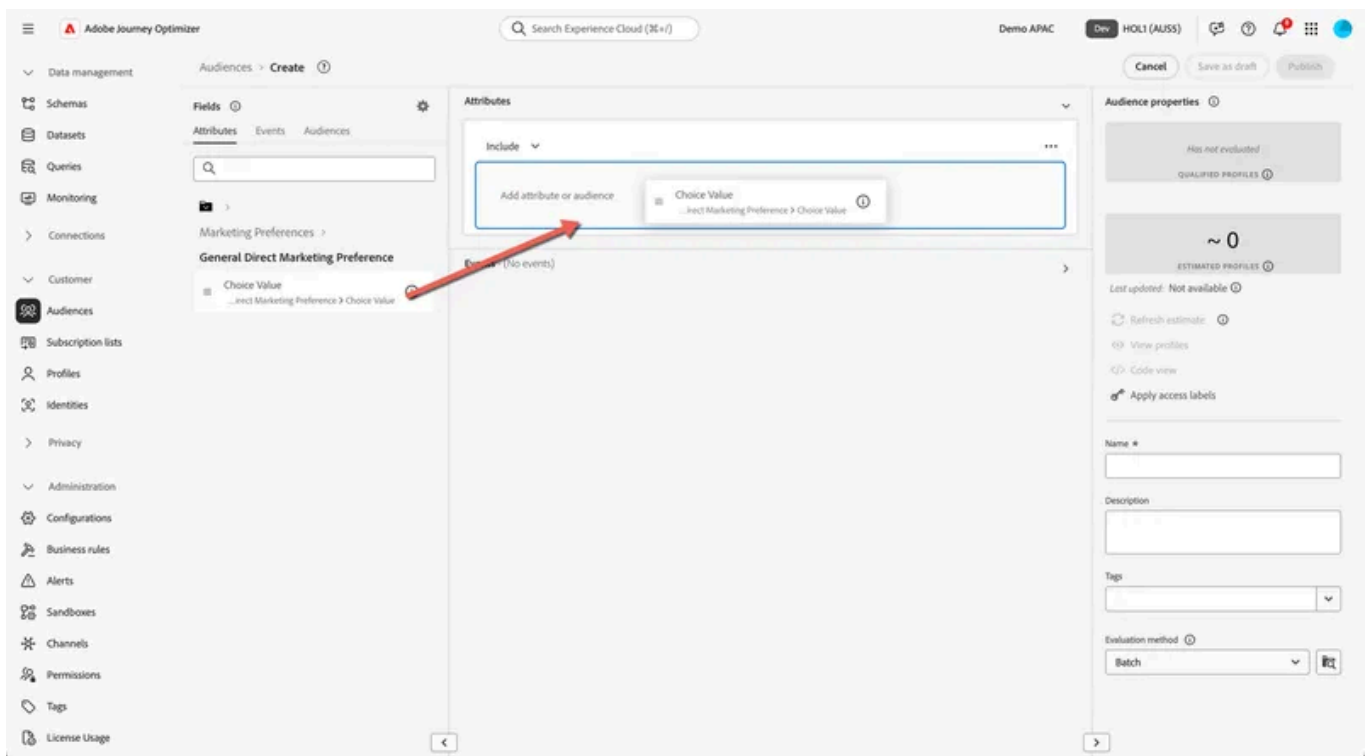
Change the option from compose audience to **Build rule** and click **Create**. We are going to create a new rule based audience using the attributes and events in our profile.

This screenshot shows the same 'Audiences' interface, but with a 'Create audience' dialog box open in the center. The dialog box has a title 'Create audience' and a subtitle 'Select creation method.'. There are two options: 'Compose audience' (with a radio button) and 'Build rule' (with a radio button and a blue border). The 'Build rule' option is selected. Below the options, there is a 'Cancel' button and a 'Create' button. The background interface is dimmed, showing the same list of audiences as in the previous screenshot.

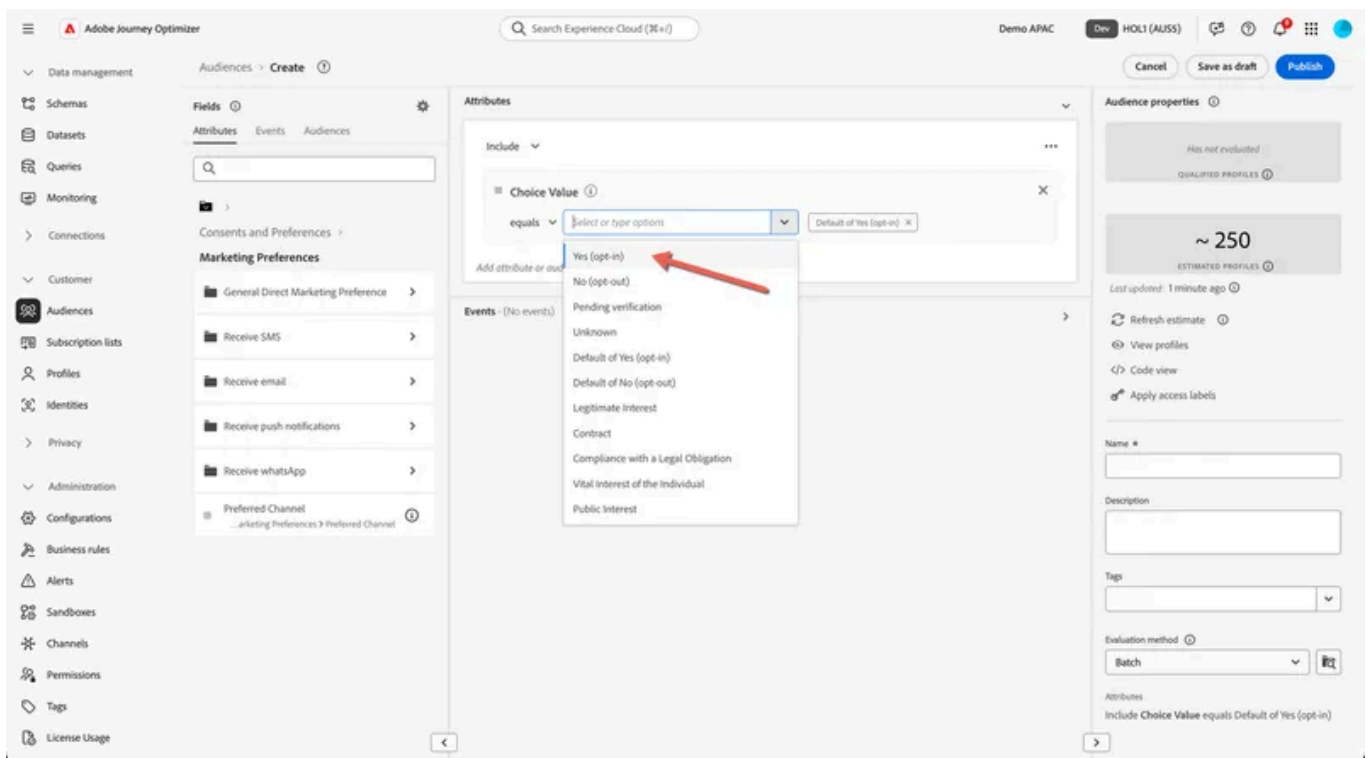
In the audience builder we can add attribute and event based rules. From the Attributes tab, click into the XDM Individual Profile and select **Consents and Preferences**.



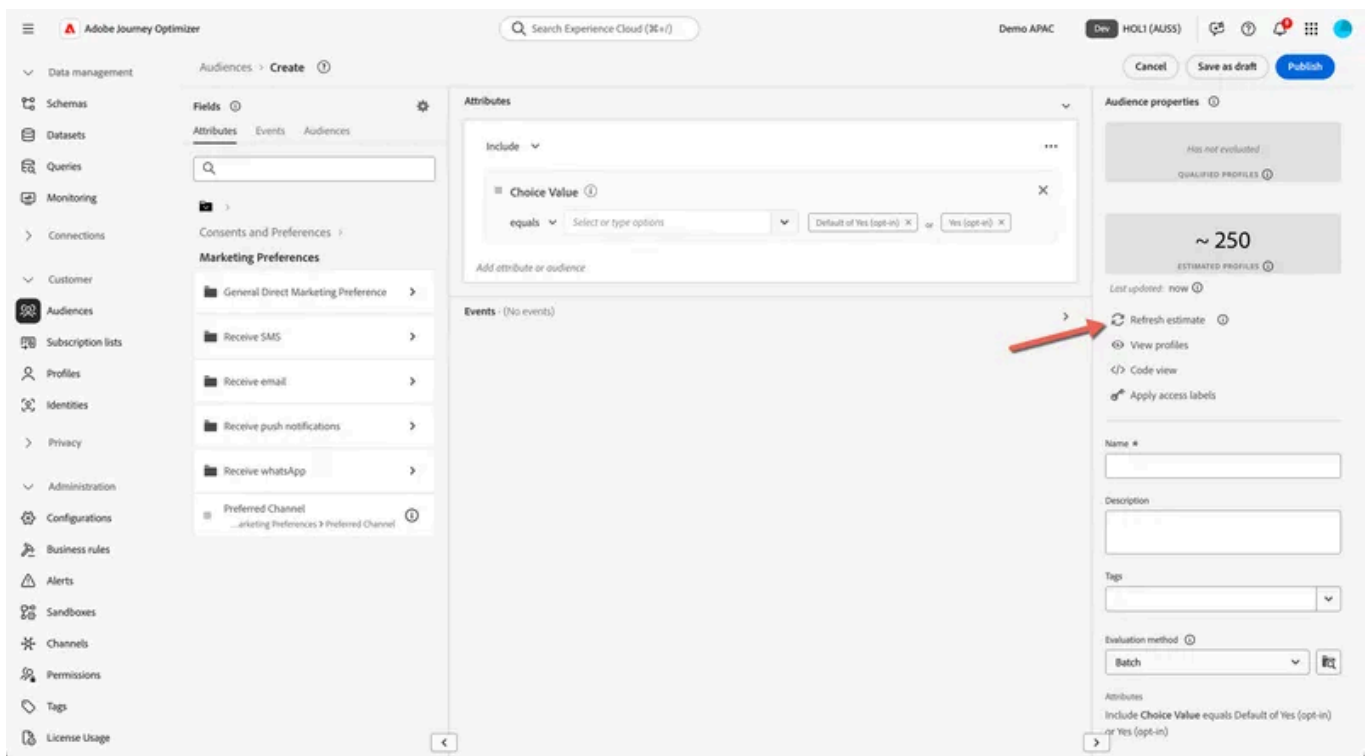
From there drill down to **Marketing Preferences** → **General Direct Marketing Preference**.
 Drag the **Choice Value** attribute into the builder.



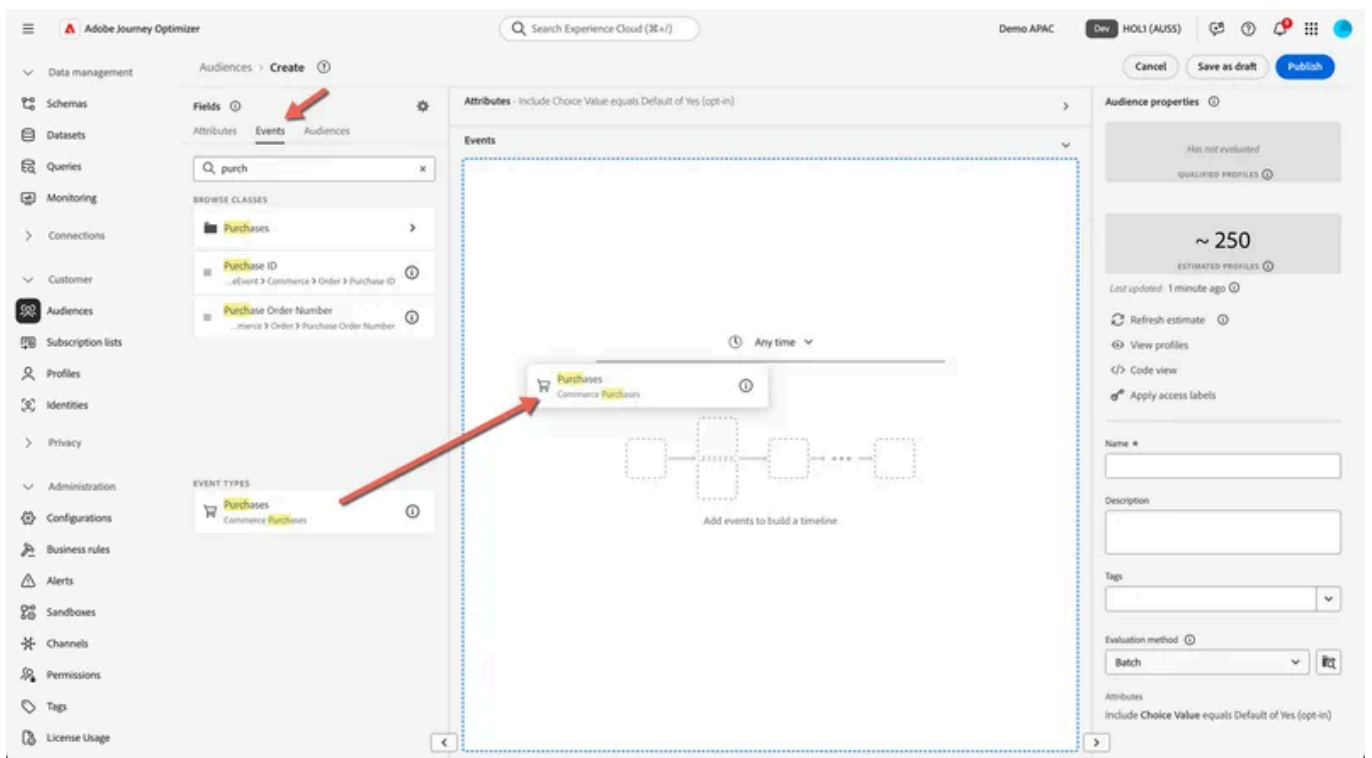
Select the **default of yes (opt-in)** and **Yes (opt-in)** options from the dropdown.



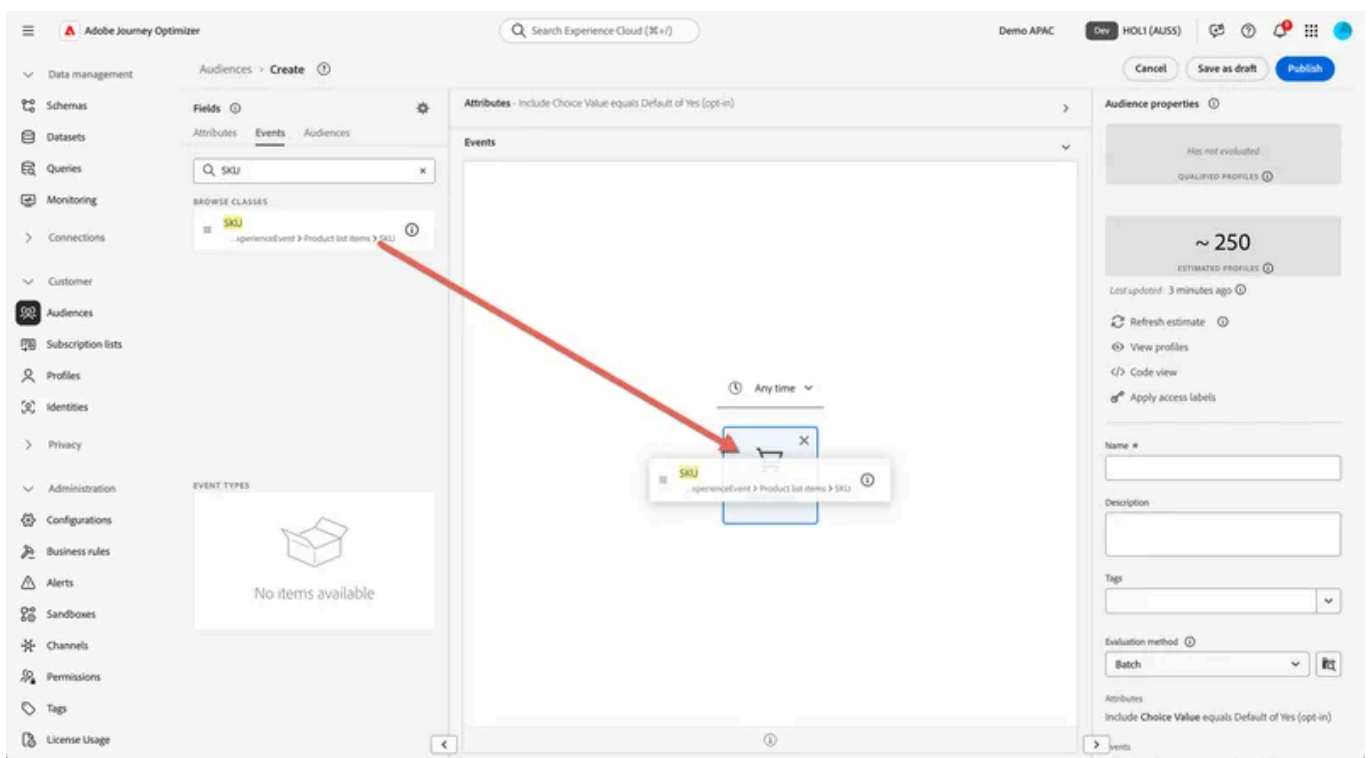
You can estimate the size of your audience at any time while configuring it. Click the **Refresh estimate** link in the **Audience properties** panel.



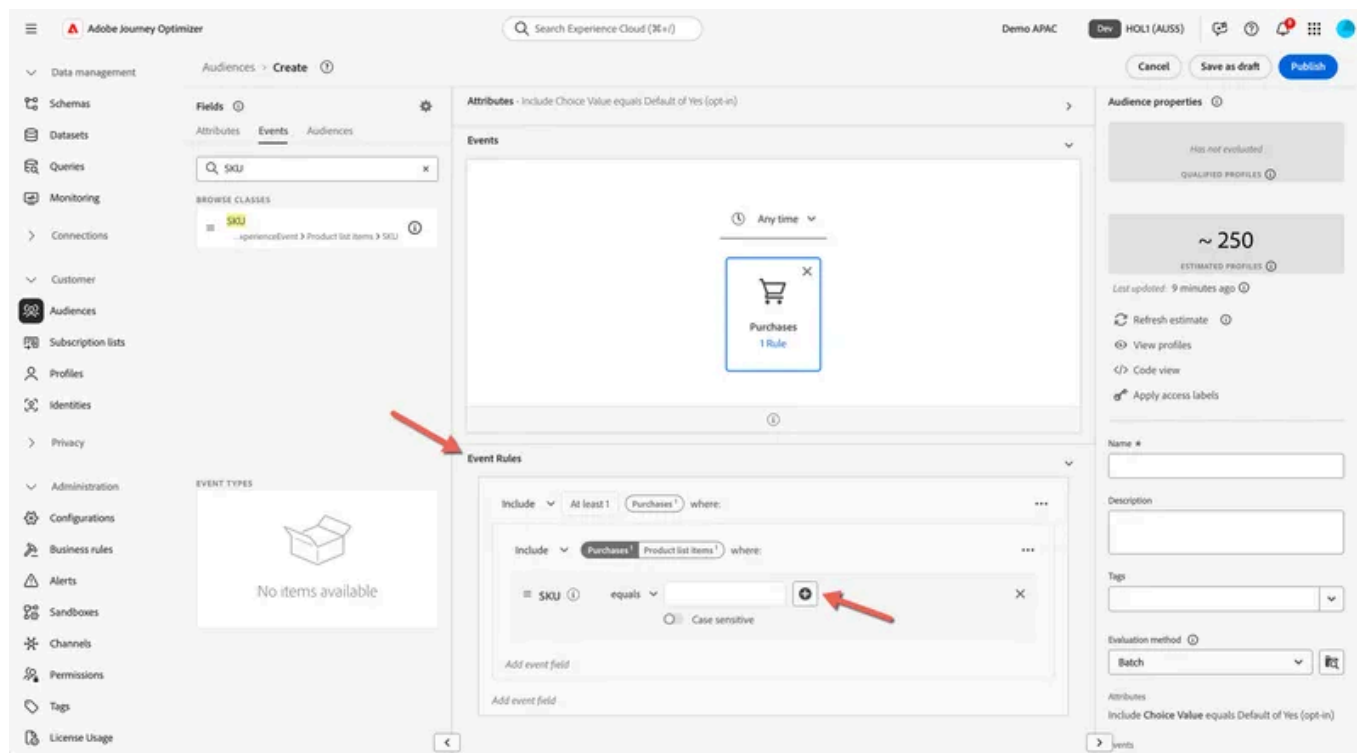
Now we want to add an event based rule. Change to the **Events** tab and search for **Purchase**. Drag-and-drop the **Purchases** event type into the Events section of the builder.



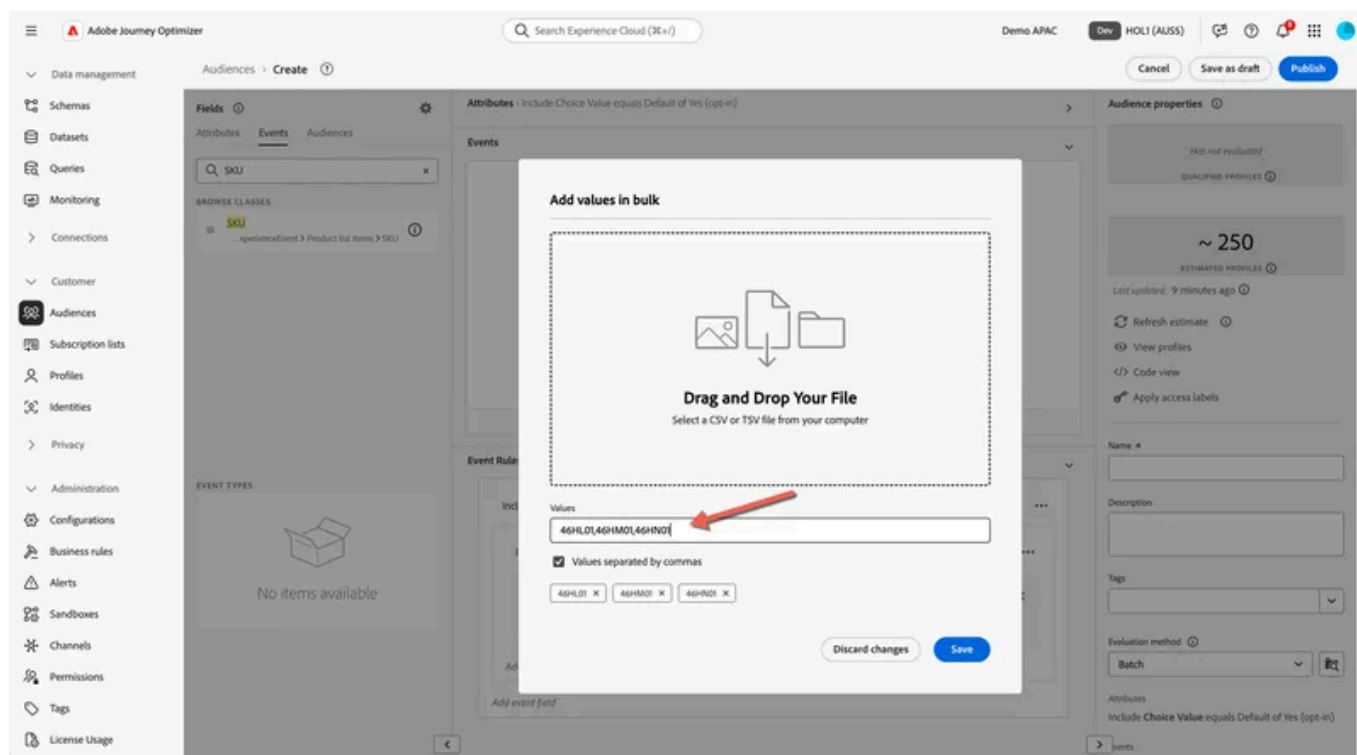
Now we want to filter the purchases by product, each purchase event contains a list of products included in the transaction. Let's search for **SKU**, and drag the event attribute and drop it on top of the purchase event.



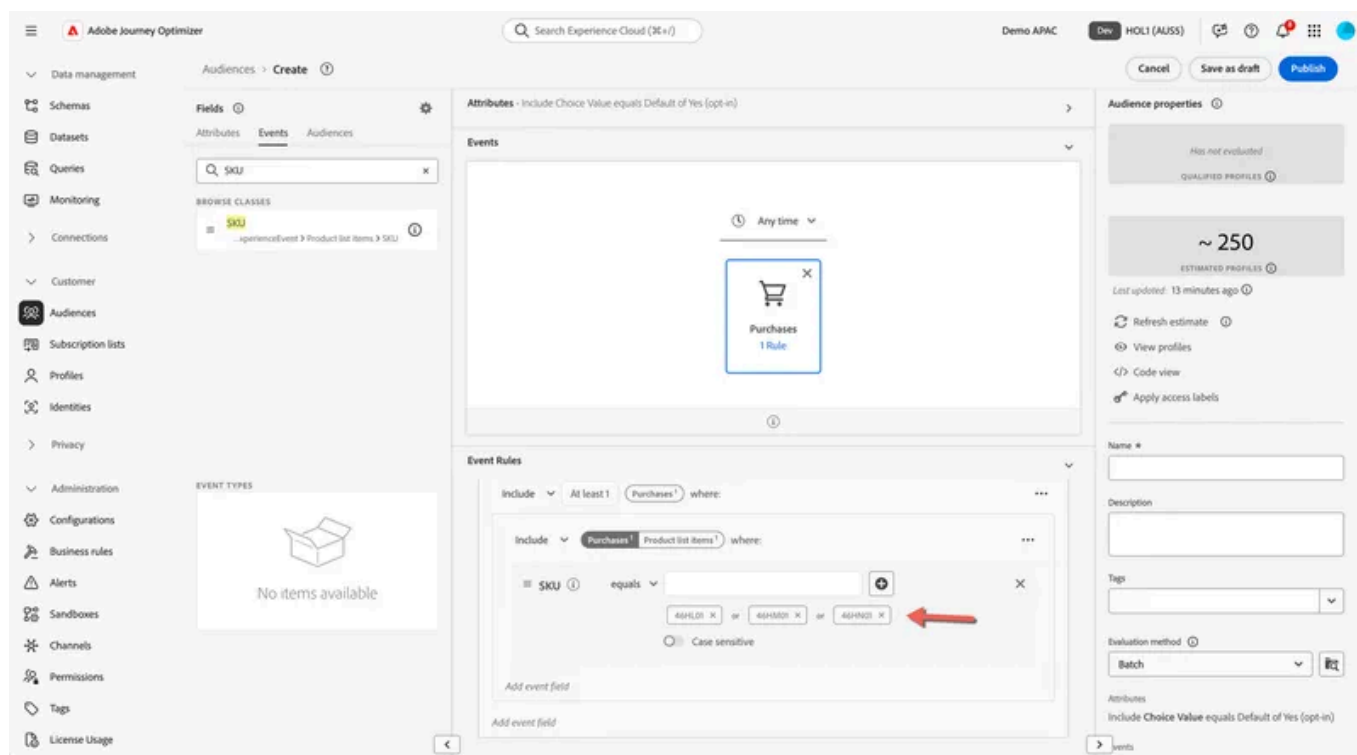
This will add some event rules to our audience definition, click on the + icon next to the SKU field to easily add a list of values.



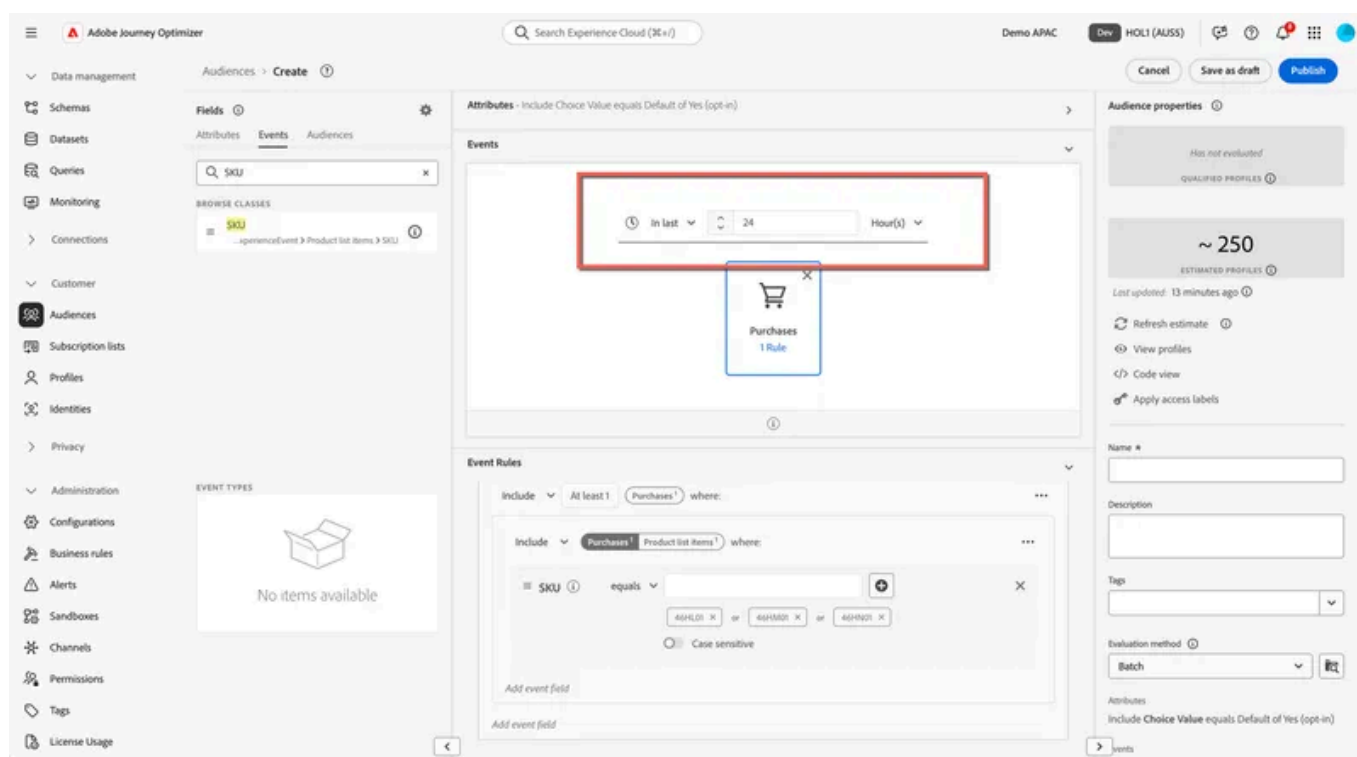
From here you can upload a CSV of values if the list is large or you can copy and paste a comma delimited list into the values field. Copy **46HL01,46HM01,46HN01** into the values field and hit enter to add the values. Then click Save.



Our audience is now looking for customers who are opted in for marketing with a night cream included in their purchase transaction.



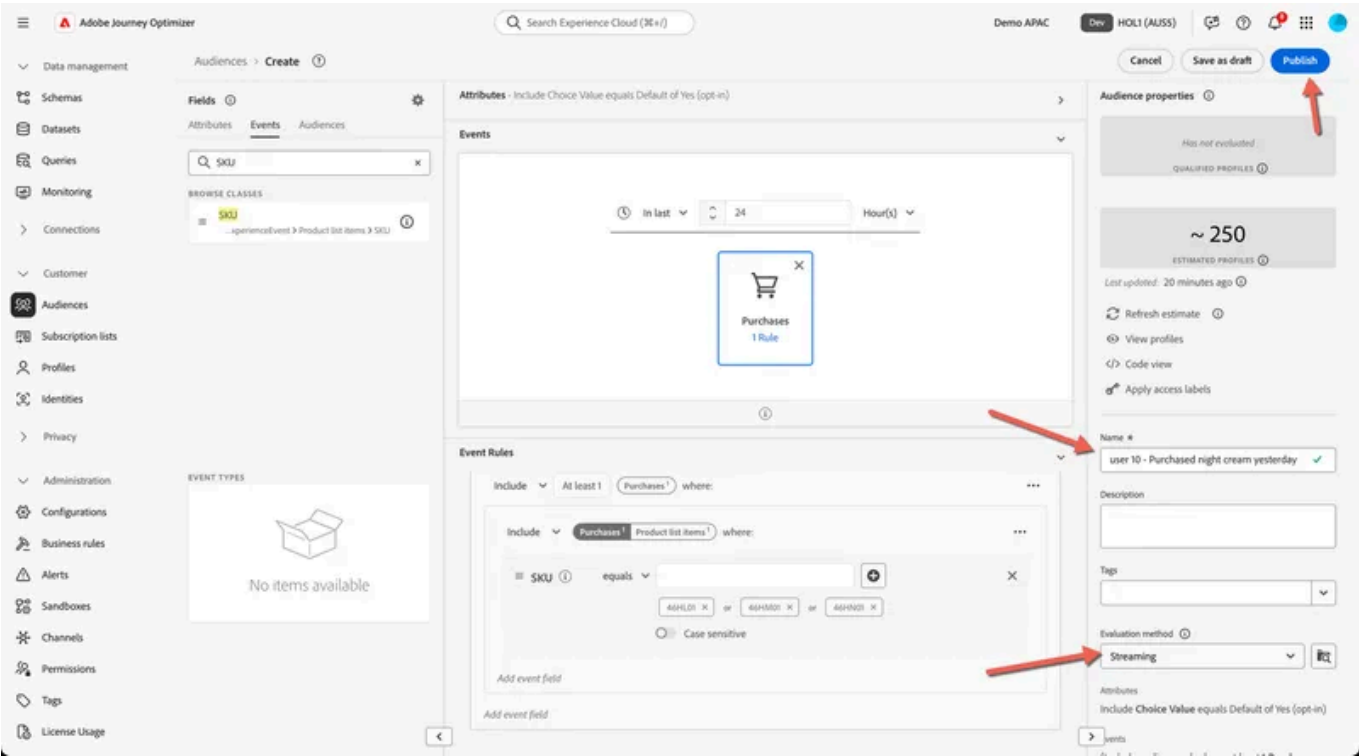
Now we want to add a time constraint to the audience, if we want to use this audience to trigger our post purchase journey we want to limit the purchase events to just those that have occurred in the last 24 hours. Change the time condition drop down above the event from **Any Time** to **In Last** and set the value to **24 hours**.



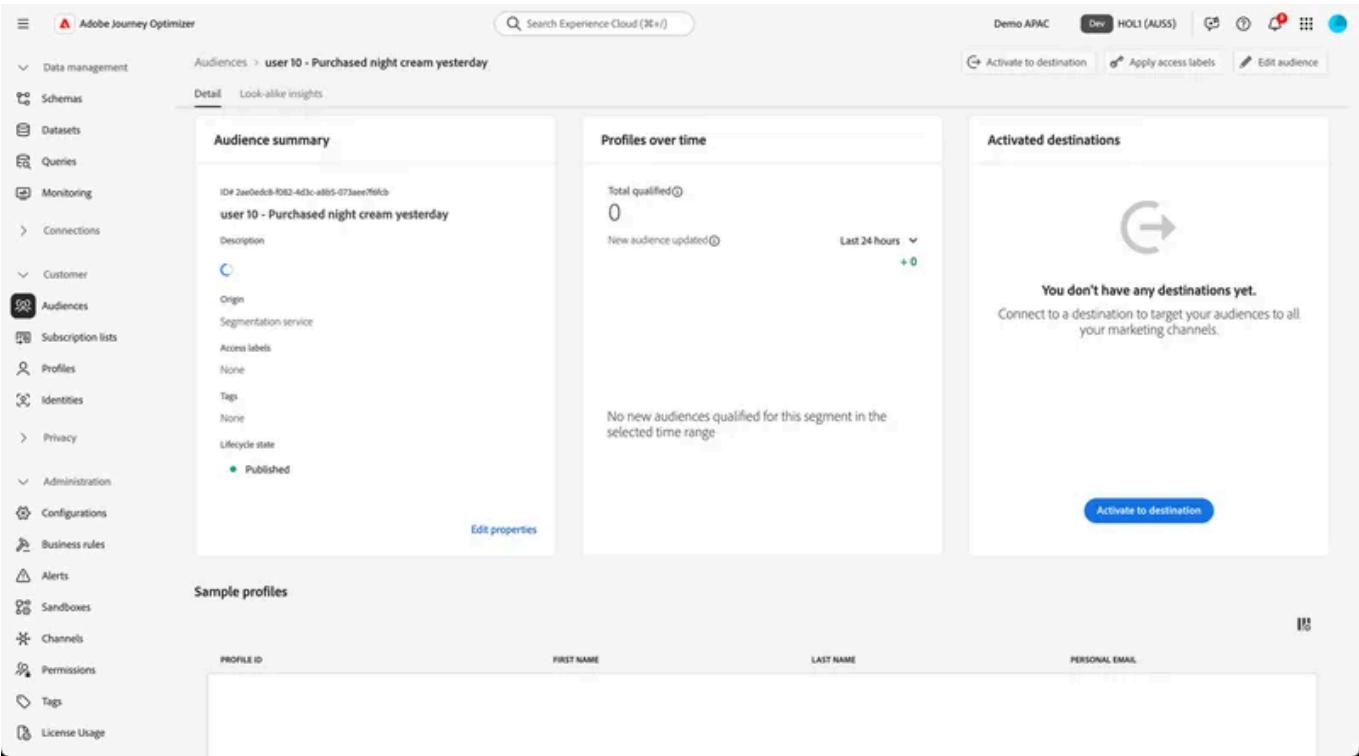
Enter a **Name** for your audience such as **<your name or lab number> - Purchased Night Cream Yesterday**.

For the evaluation method, change this to **Streaming**. This means the audience will qualify in near real-time as data streams into the platform.

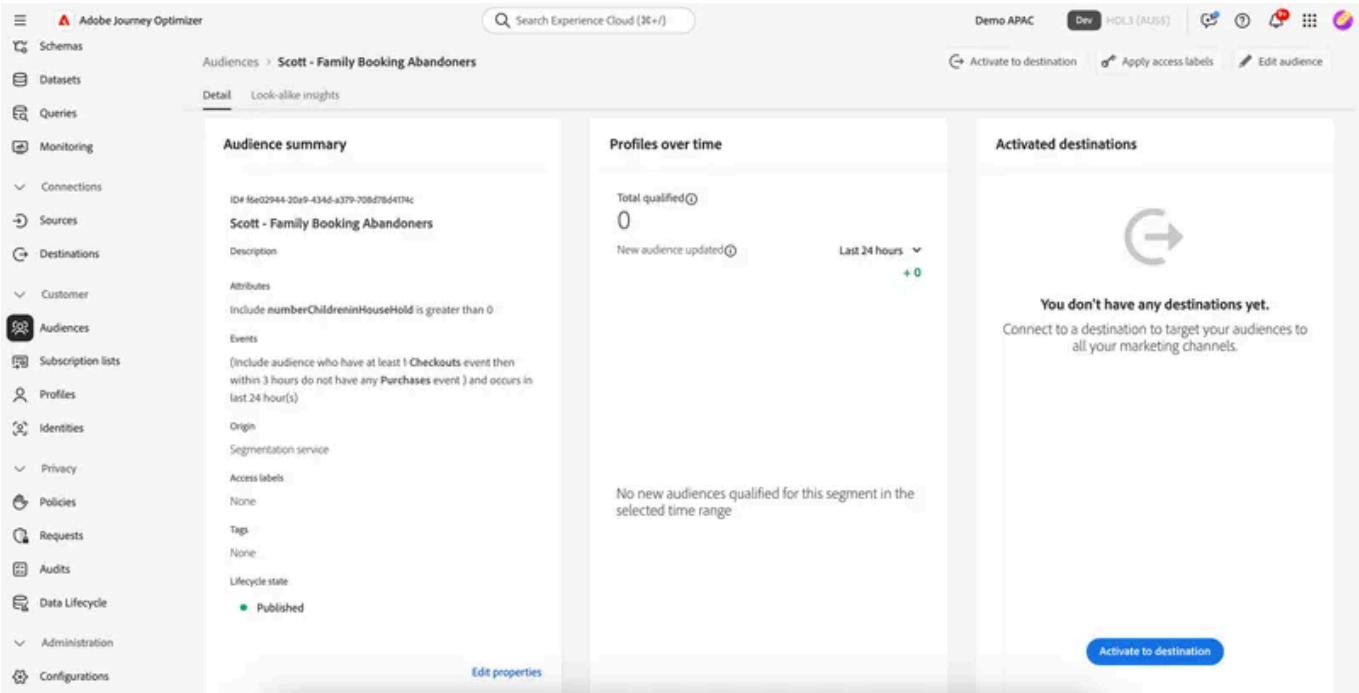
Then click **Publish**.



You should land on the audience details screen. The Profile count will be 0 to start with and update daily as part of an overnight batch but since this is a streaming audience profiles will qualify throughout the day as events are received.

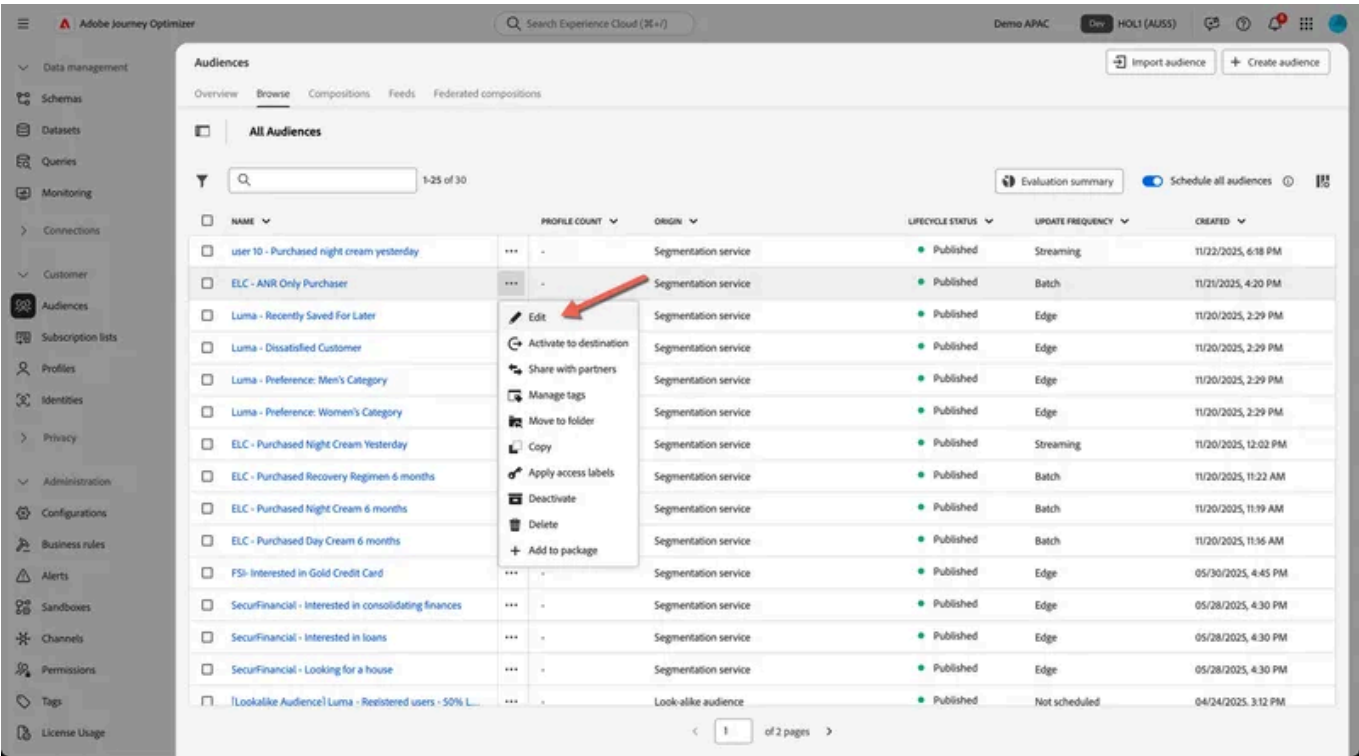


Congratulations! You've created a streaming audience that combines attributes and events and can be activated omni-channel! ☐☐



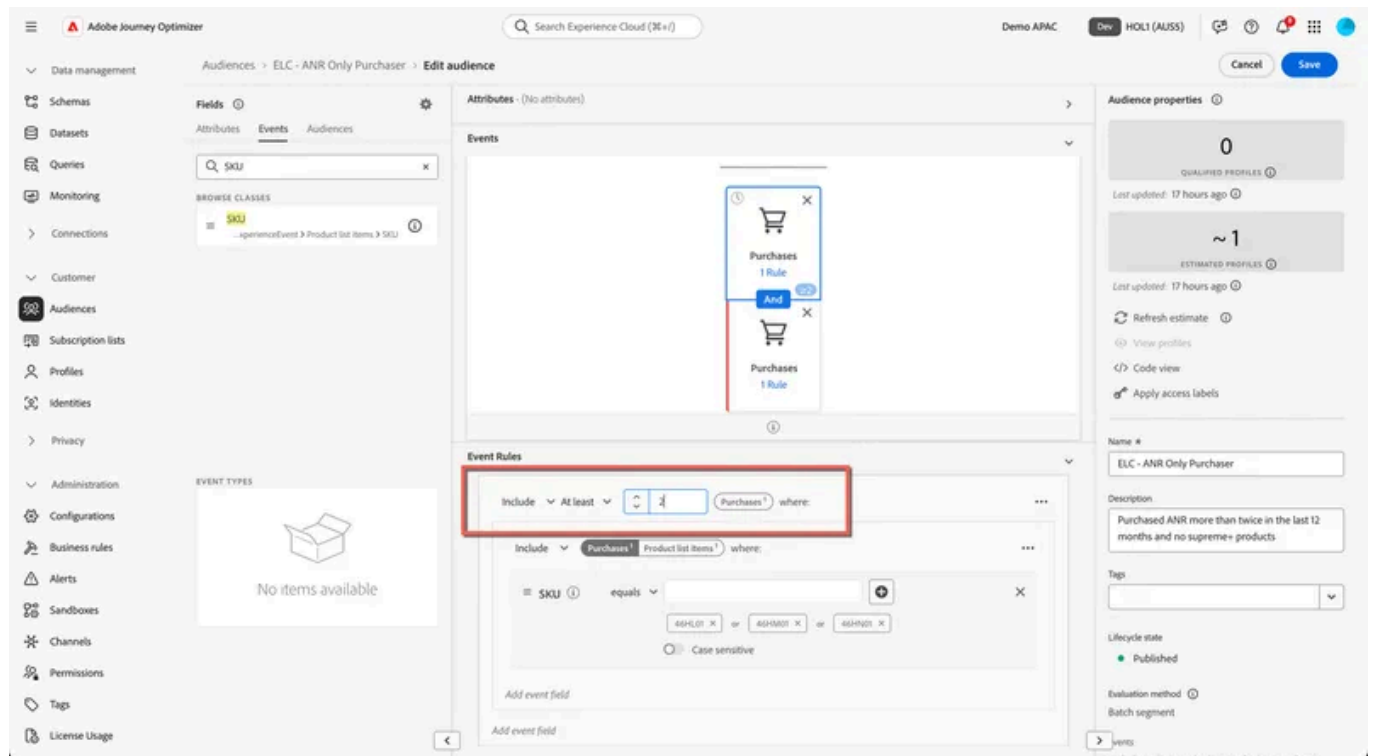
1.3 View a complex audience

Let's take a look now at a more complex audience example. From the **Browse** screen, click to **Edit** the **ELC - Purchased ANR twice in last year** audience.

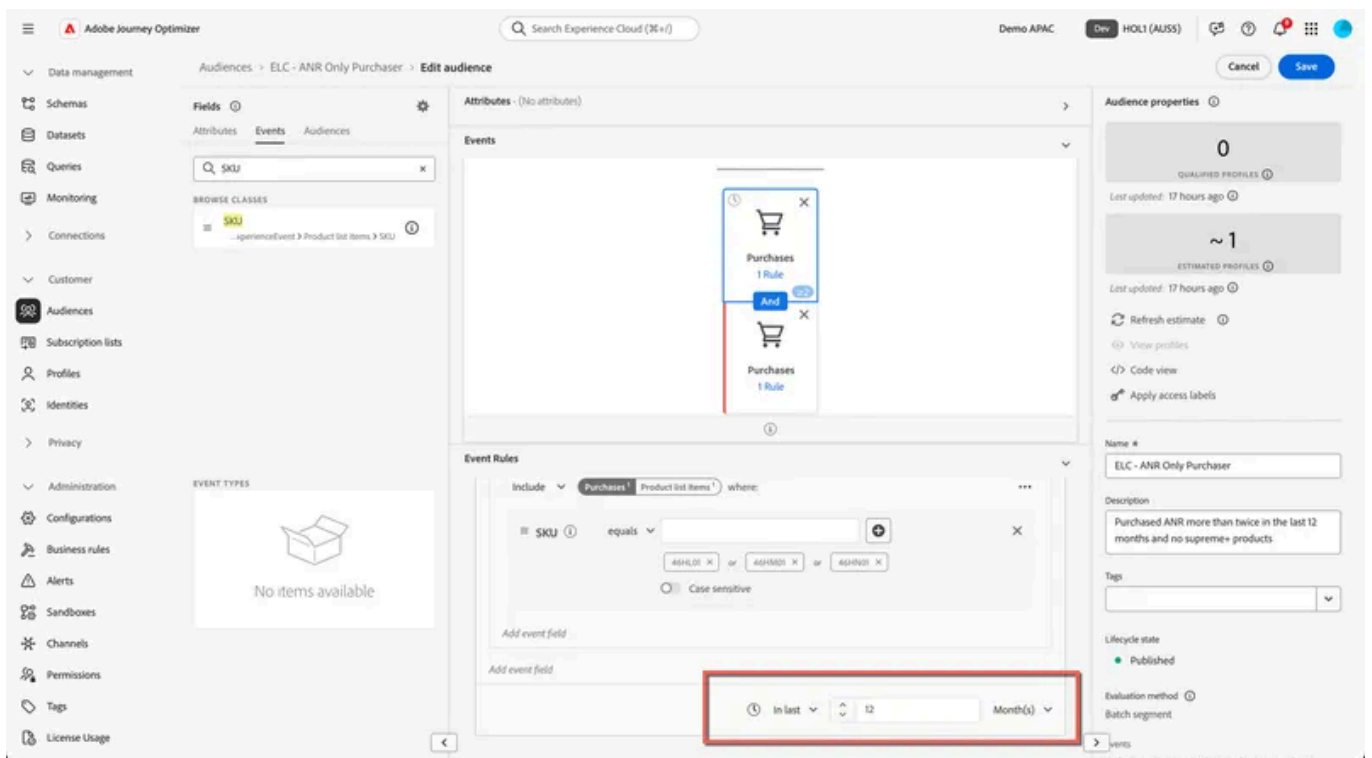


This audience leverages frequency controls to look for customers who have made at least 2 purchases of ANR in the last 2 years and uses an exclusion rule to remove anyone who has purchased Supreme+ products.

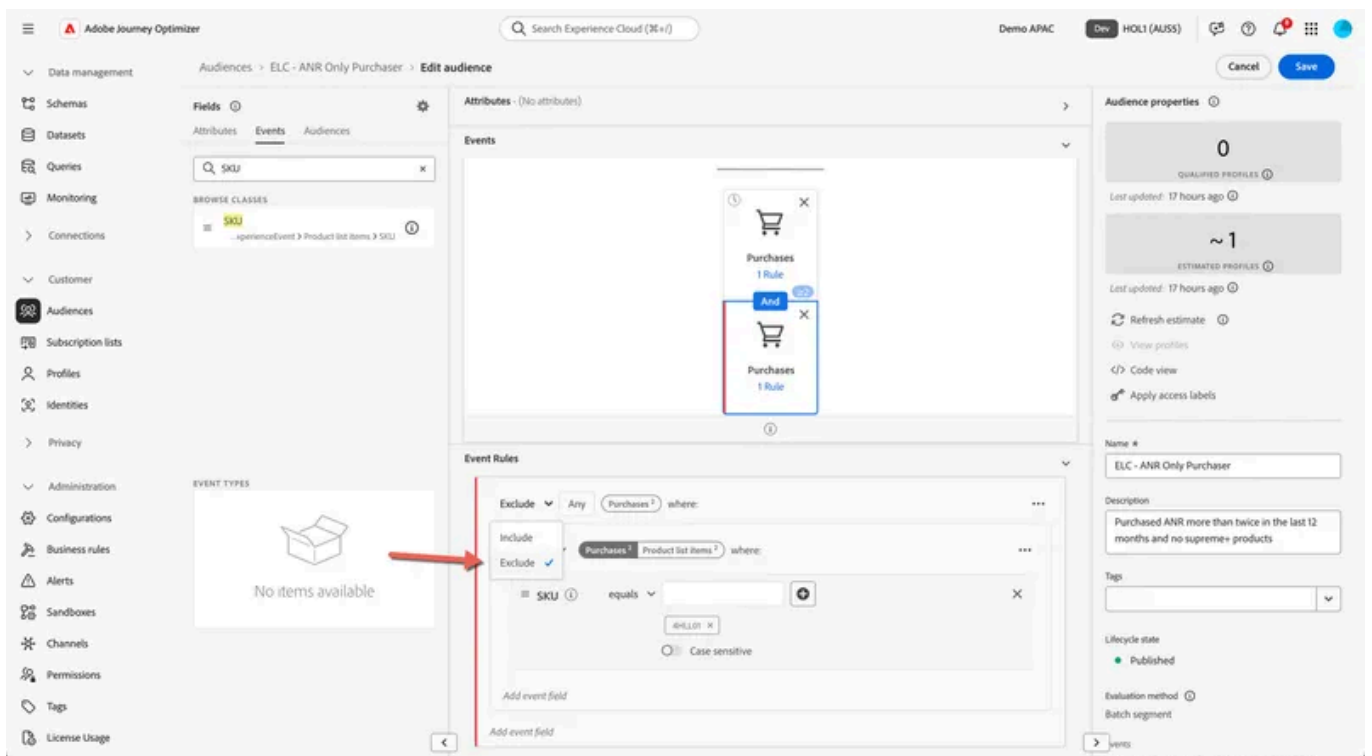
Click on the top **Purchases** event to see it's event rules. You can see the frequency settings at the top.



This event also has it's own time constraint different from the bottom event, you can see this at the bottom of the event rules.



Click on the bottom event, this is the exclusion rule to remove anyone who has purchased Supreme+ products before. There is no time constraint applied to this event. You can see the event is configured the same way but switched from **include** to **exclude**.



The audience builder is a powerful tool to help you create complex targeting using a simple drag and drop interface. Multiple events can be included within a single audience, if we place the events next to each other rather than above and below we can also understand

when a customer does this, then that in a specific order, such as when a customer adds a product to their cart but does not complete the purchase within a specific timeframe.

Summary

Congratulations, you've completed the first exercise! You have successfully:

1. Looked up the profile used in the live demo and explored how data has been unified to produce a single, actionable view of the customer
2. Combined slow and fast moving data that's been ingested into the platform to create a streaming audience
3. Viewed a more complex audience using multiple events incorporating frequency settings and exclusions

4. Lab 2 - Content and Journeys

Learning Objectives

In this exercise you will:

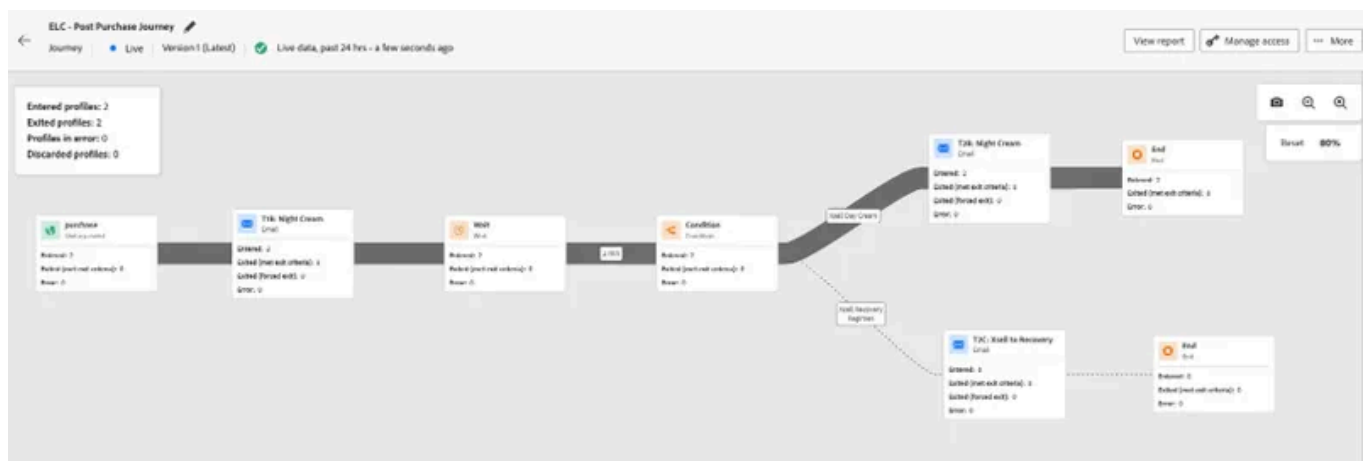
1. Understand types of journey triggers
2. Build a multi-step journey
3. Add email content - leveraging generative AI, automated translations and built-in experimentation
4. Test your journey using a personalized profile

Scenario

We're going to build a simplified version of your Post Purchase Use Case that was shared prior to the lab. We will configure this as an always on journey triggered from the streaming audience you created in the last exercise.

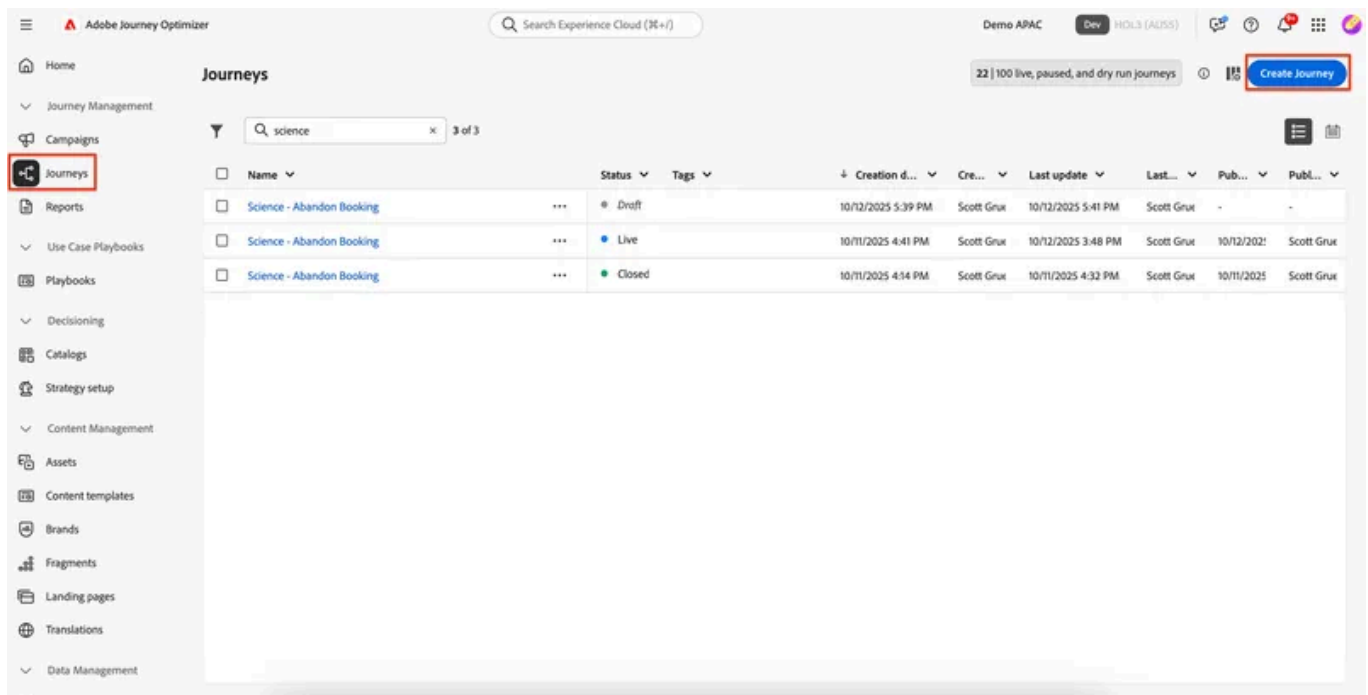
The final journey will include 3x emails, one sent immediately after qualifying into the audience, another sent 14 days later either recommending day cream (if they have not purchased any in the last 6 months) or cross selling recovery regimen (if they have not purchased any in the last 6 months).

Your final journey will look like this:

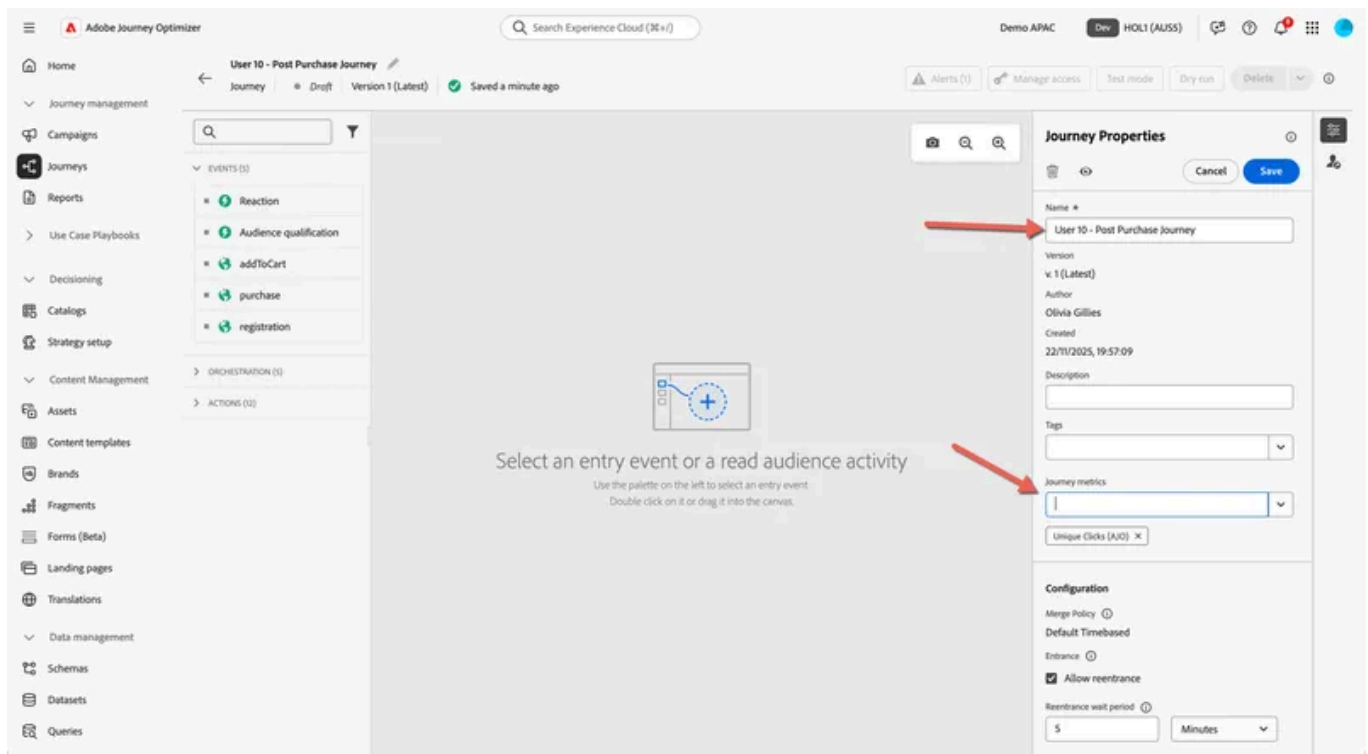


2.1 Create Journey

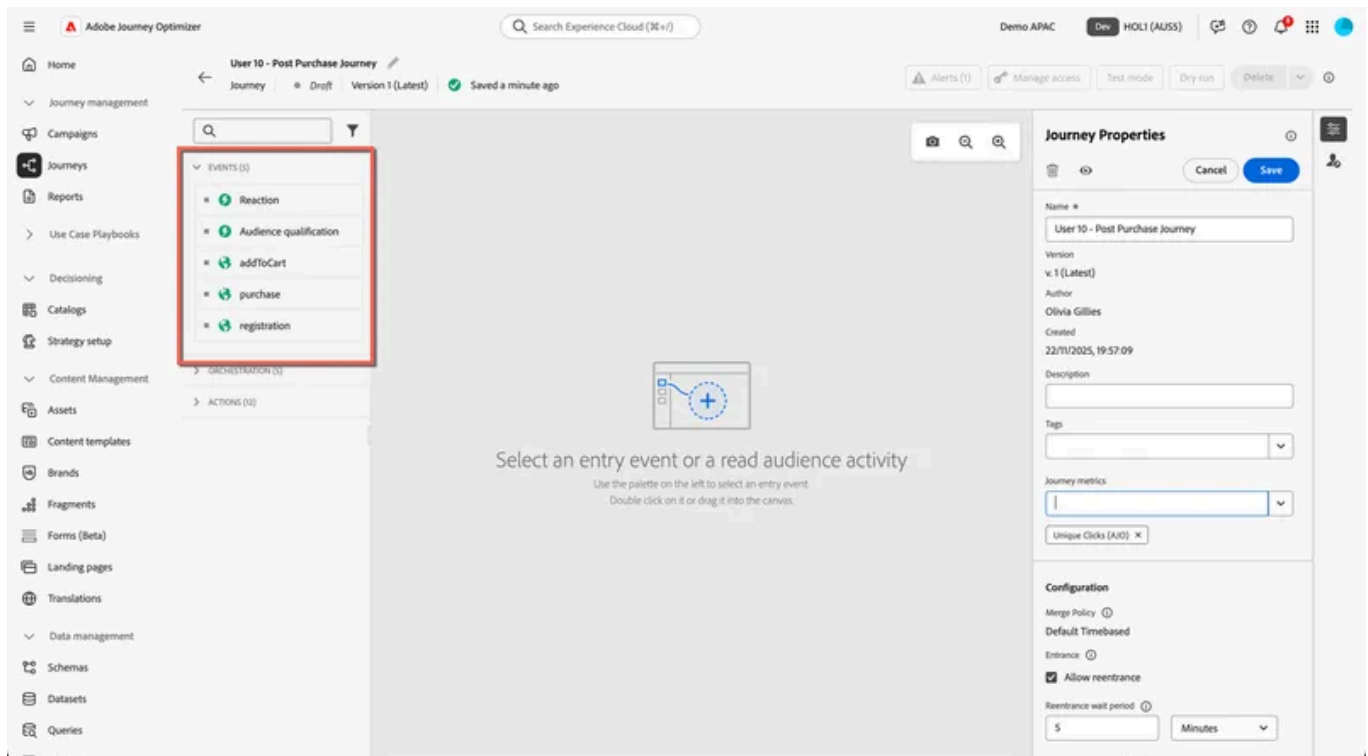
Navigate to **Journey Management** → **Journeys** and click on **Create Journey**.



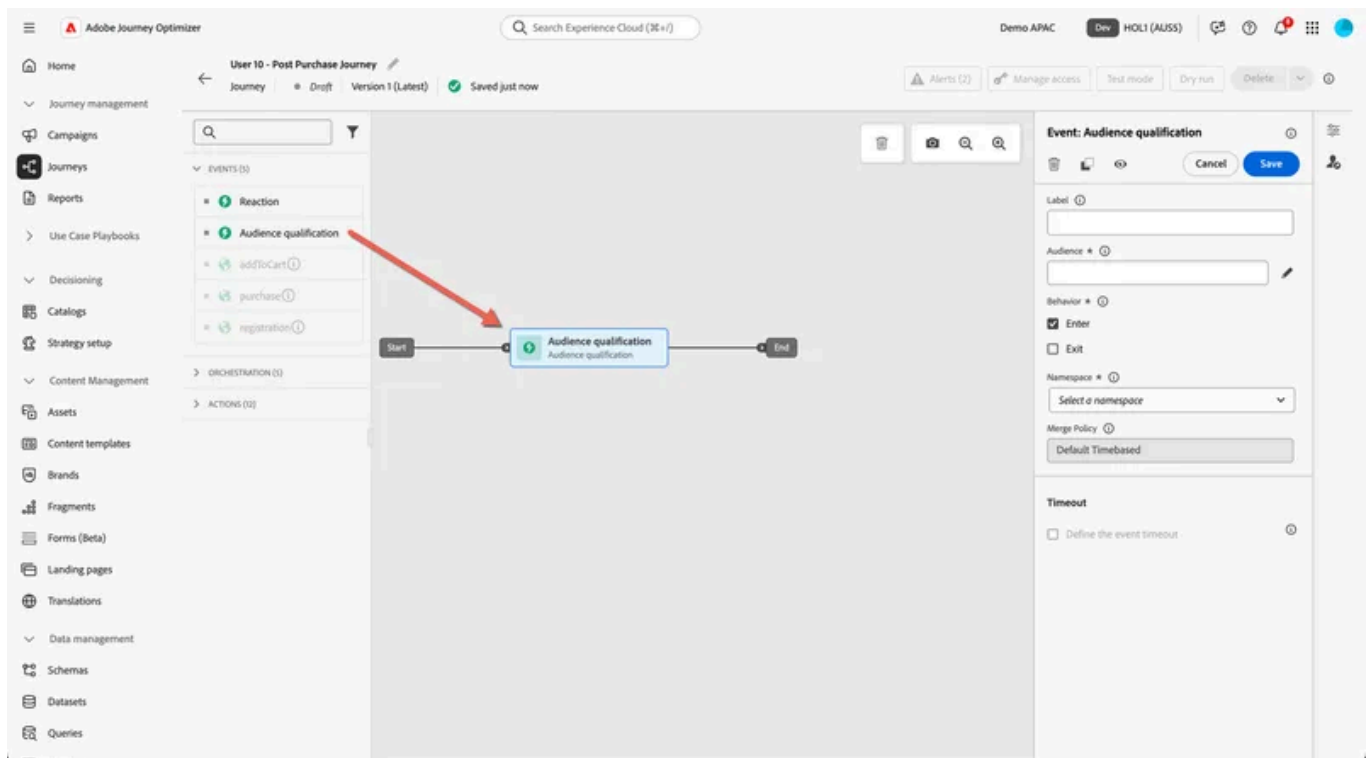
Give your journey a name such as **<your name or lab number> - Post Purchase Journey**. This is also where you can define the goal or success metric you want to measure. This can include traditional email metrics like clicks but can also expand to ecommerce metrics like purchases that occur within 7 days of receiving messaging from the journey.



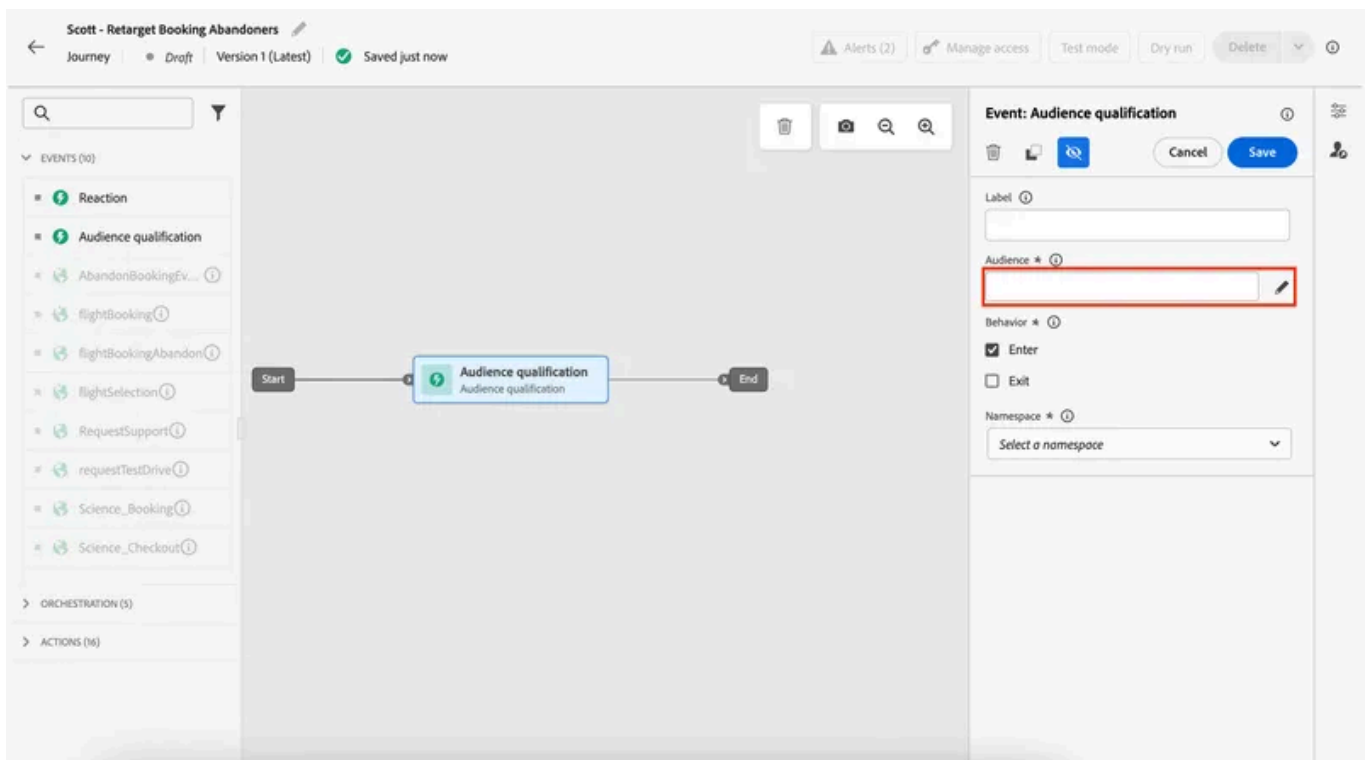
Journeys can be triggered from individual events or when a customer enters or exits a segment. You can see the events that are configured as journey triggers in the left panel - this list is configurable and will depend on your implementation.



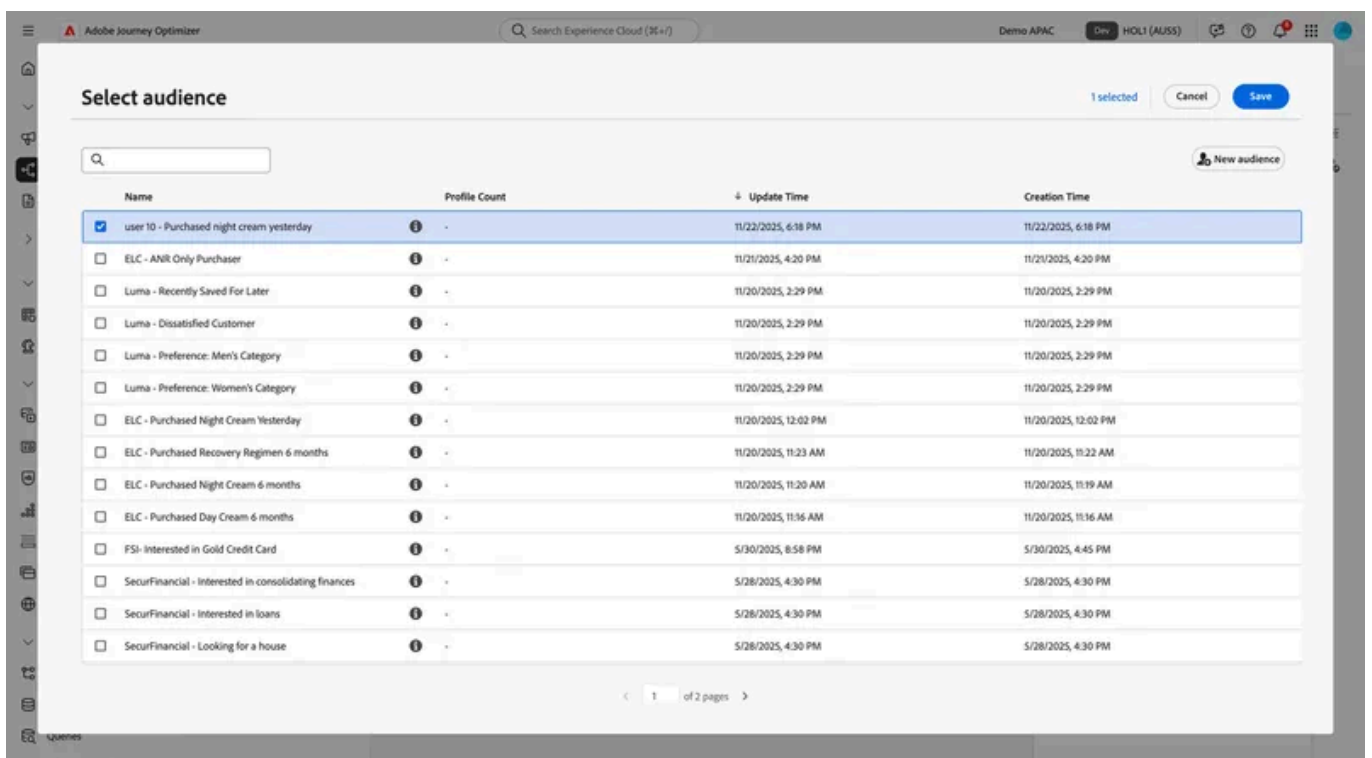
Drag-and-drop **Audience qualification** into the panel as our journey trigger.



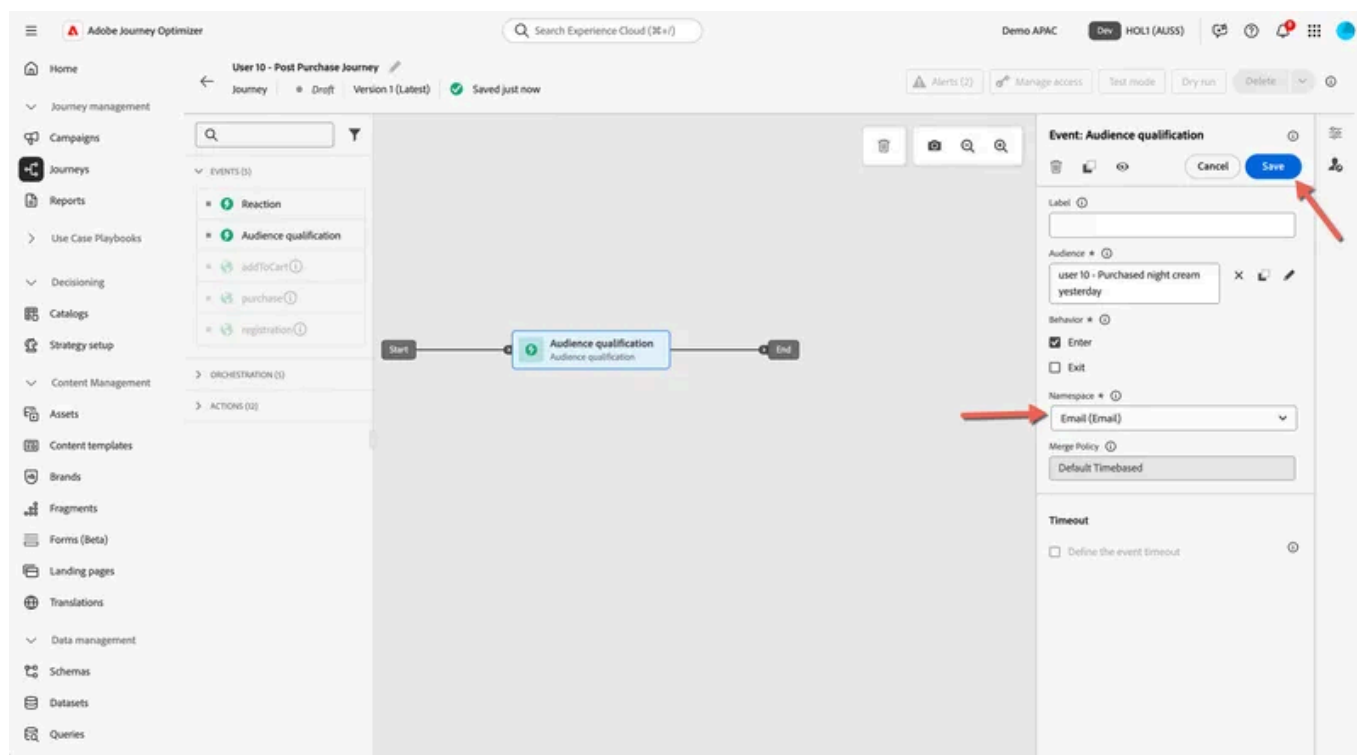
Click on **Audience** or the pencil icon.



Use the search box to **search for the Audience** you created in the previous Exercise. **Select the audience** and then click **Save**.

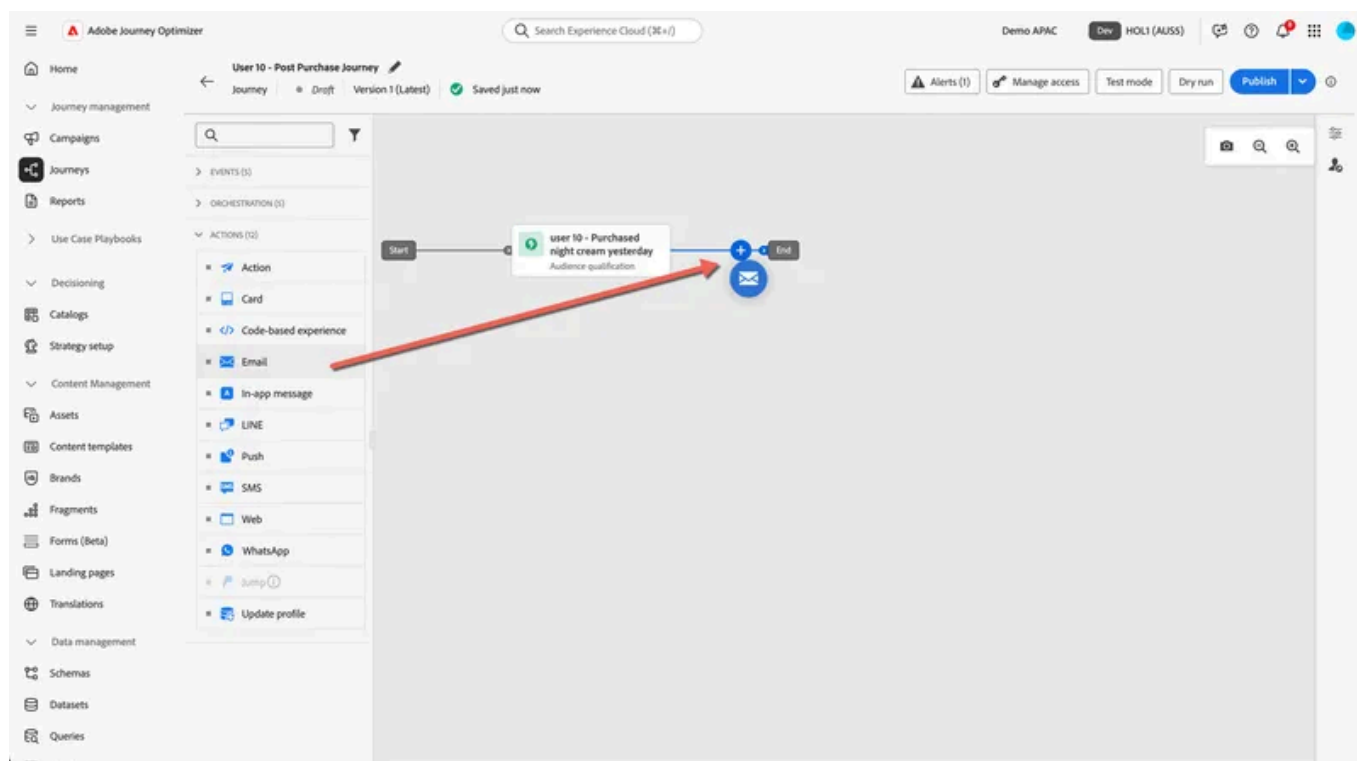


Change the **Namespace** to **Email** and click **Save**. Customers will now enter the journey in near real-time after making a purchase of Night Cream.



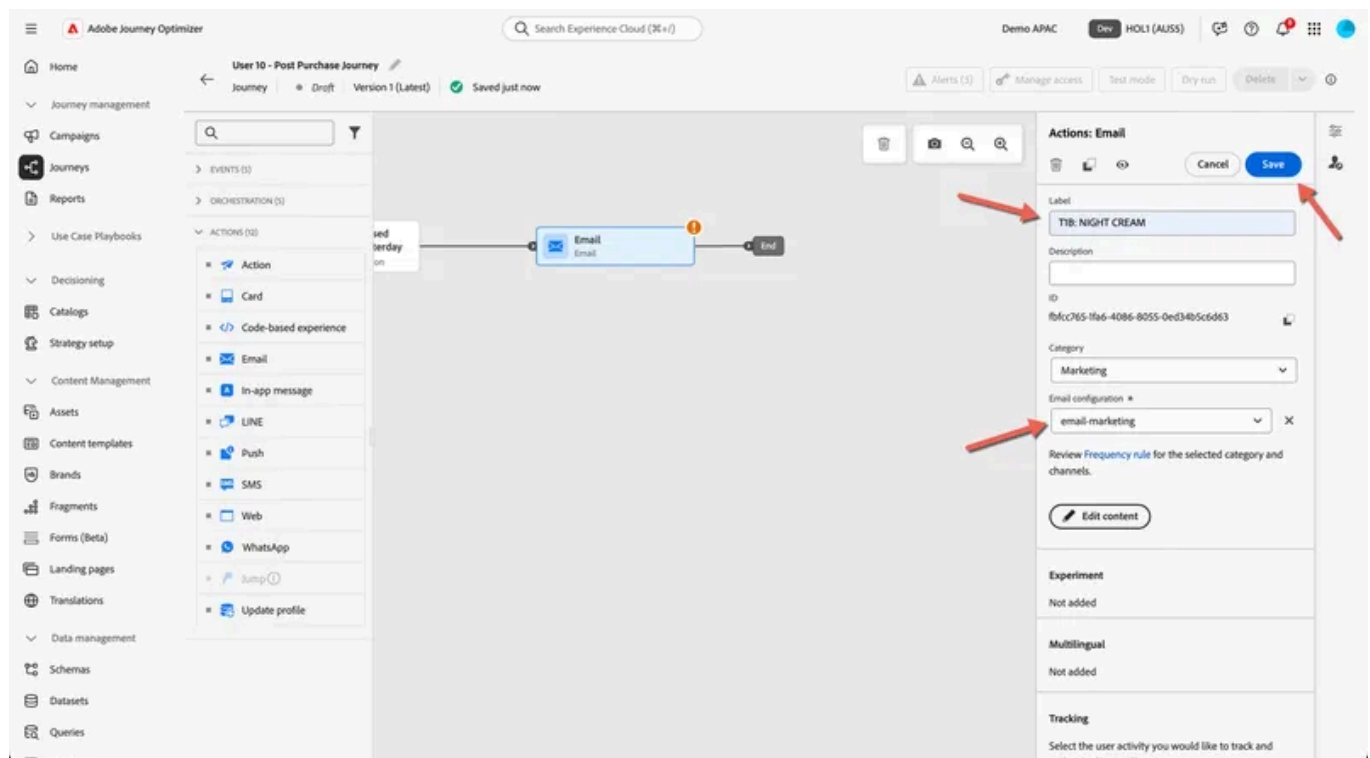
Expand the **Actions** tab in the left panel, you can see the range of channels that are supported out of the box plus any additional custom actions that might be defined.

We're going to send a thankyou email as the first step. Drag-and-drop an **Email** action to the end of the journey.

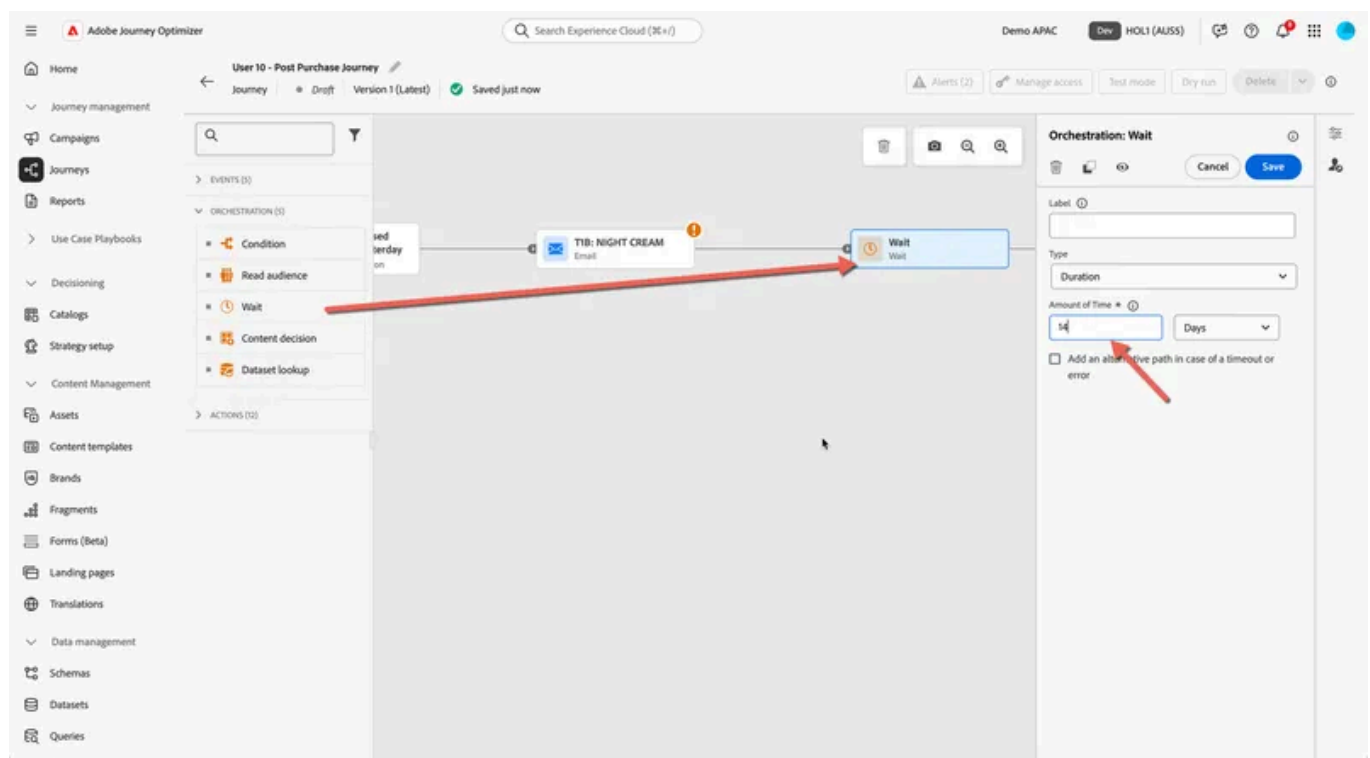


Give your email a label, this will be used in the journey reporting: **T1B: NIGHT CREAM**.

Select the default **email-marketing configuration**. The configuration controls the delivery settings like from address and link tracking and seed addresses. Eg. You would have different configurations for different brands and or message types. Click **Save**. We'll come back to configure the content after we've built the journey logic.



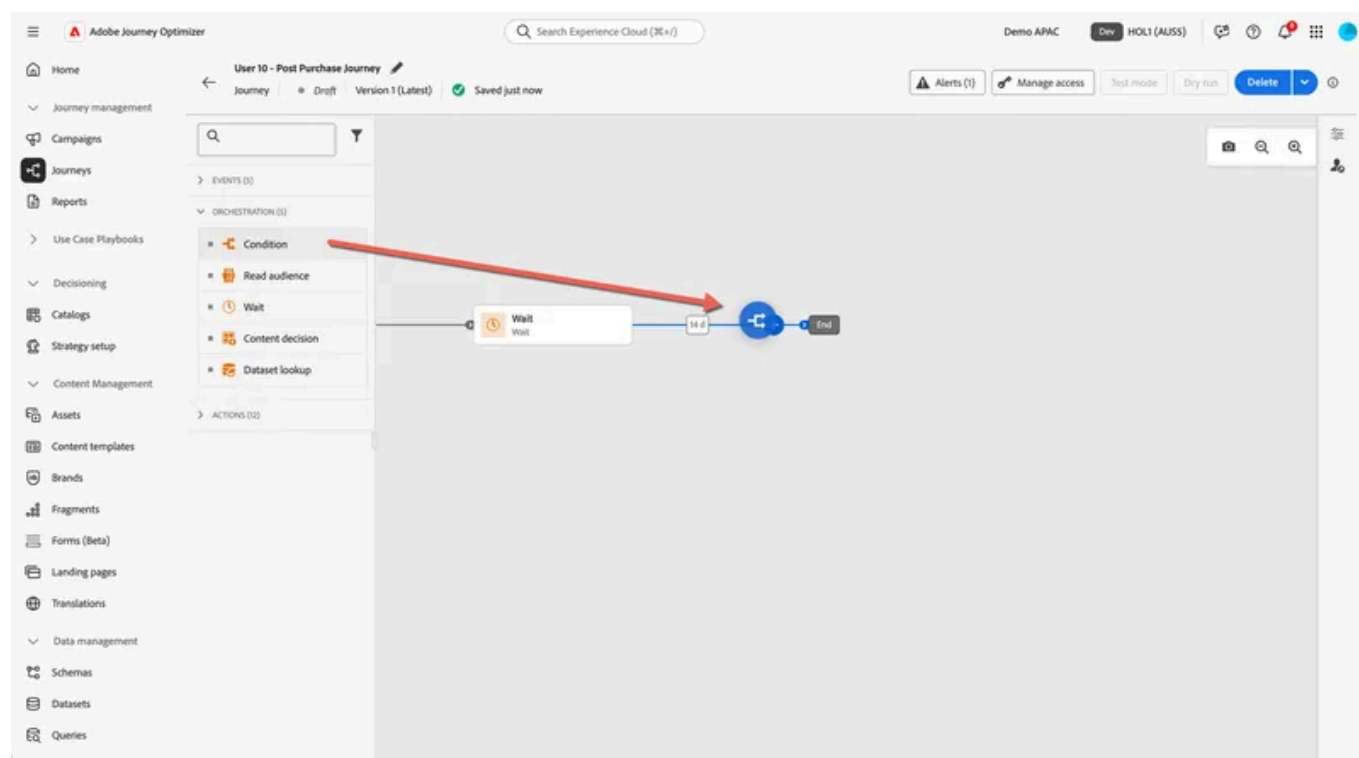
Expand the **Orchestration** tab in the left panel. Here you can see the different orchestration options. Drag a **Wait** activity to the end of your journey and set the duration to **14 days**



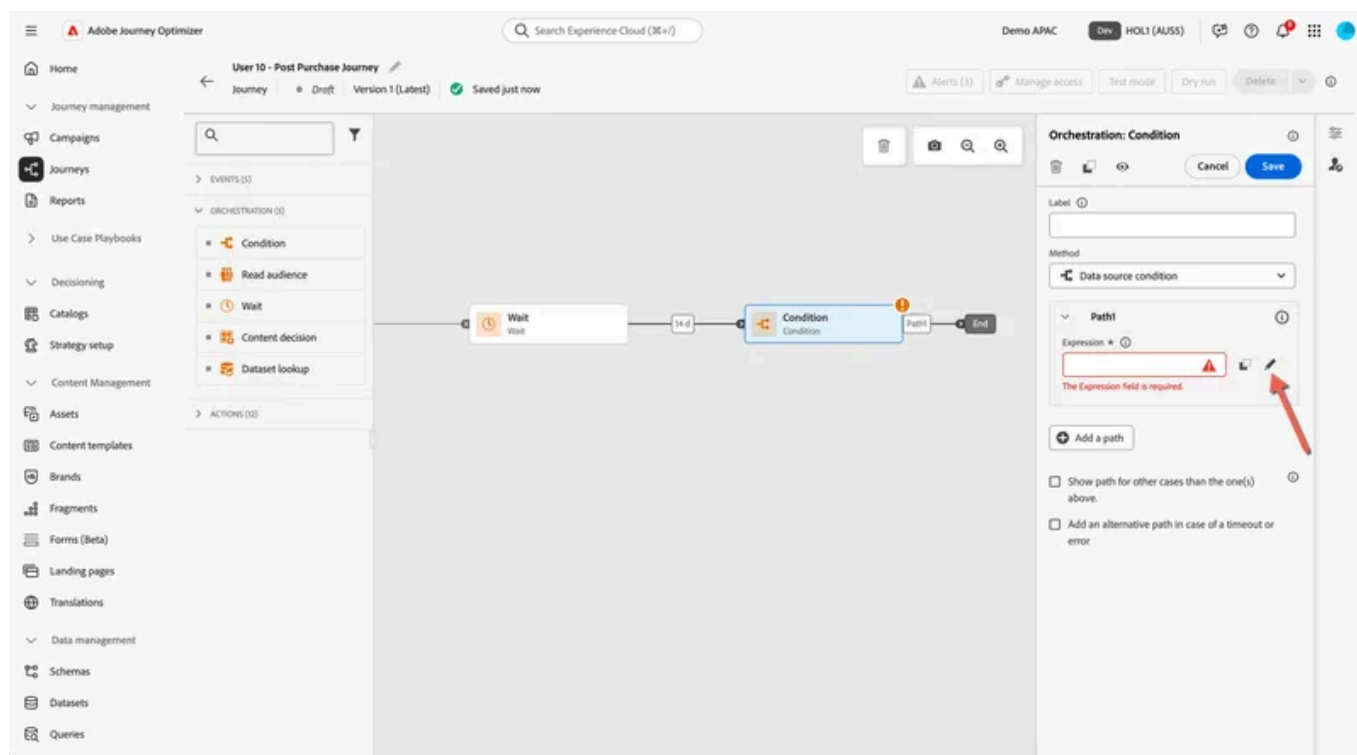
We want to send different content in the follow up message depending on the customers purchase history, this can be managed in a few different ways:

- Content Decisioning could be used to intelligently select a recommended product and include it in the message
- Dynamic content could be configured within a single message
- Journey Conditions can direct customers to different static message content

For the purpose of this lab we're going to use a journey condition to push customers to different email messages. Drag a **Condition** activity after the wait activity.



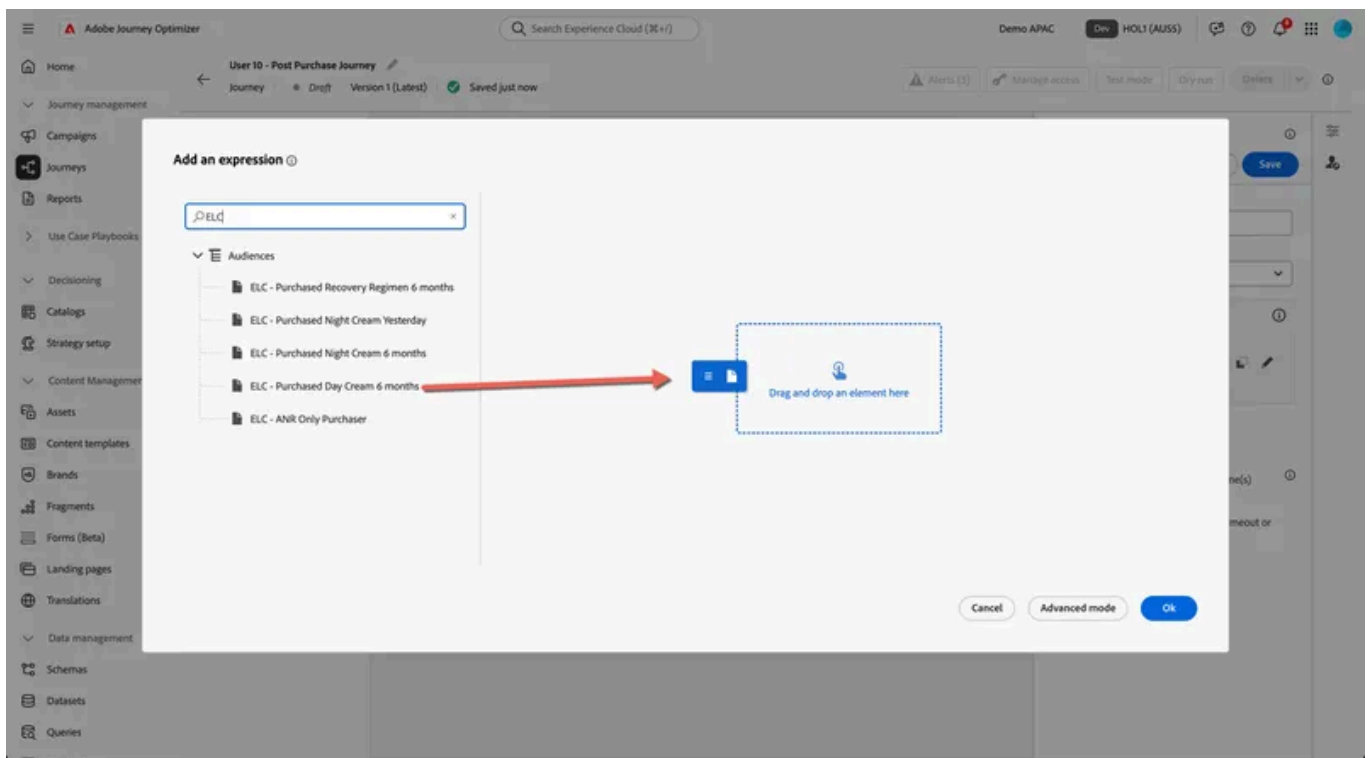
Click on **Expression** or the pencil icon.



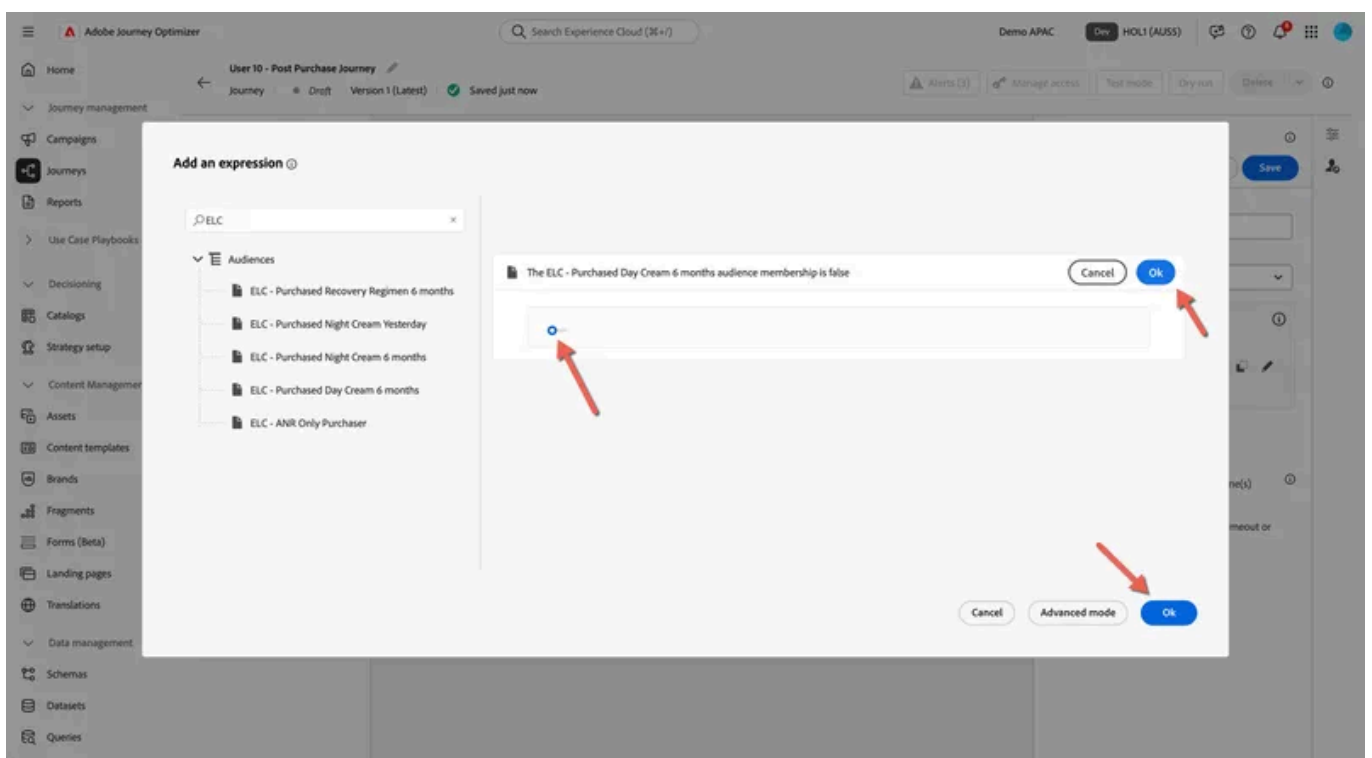
The condition has access to the journey context (including event attributes if triggered from an event), all of the profile attributes and the audiences that each profile is a member of.

We want to promote **Day Cream** in our follow up email but only to people who haven't already purchased it in the last 6 months. We have an audience already built for customer who have purchased day cream, so we'll check that customers are NOT part of this audience in our condition.

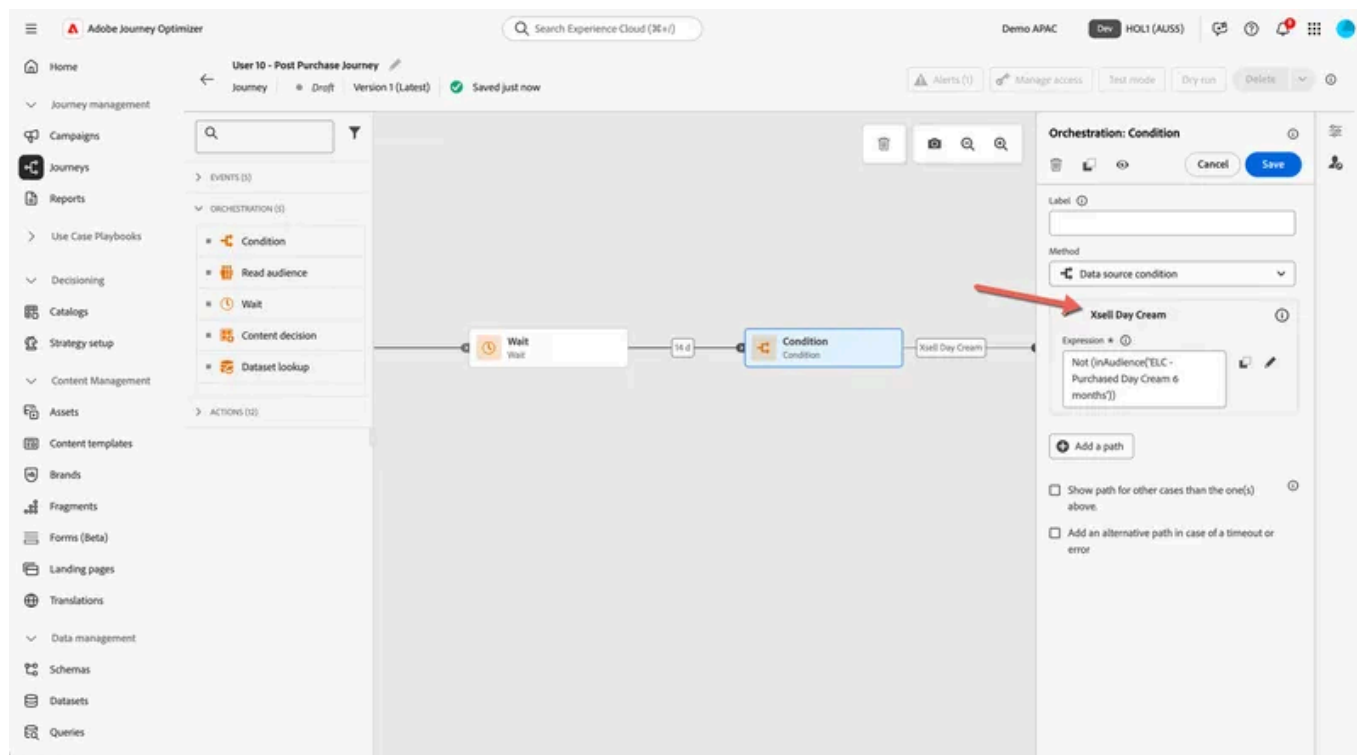
In the expression editor, search for **ELC** and drag the **ELC - Purchased Day Cream 6 months** into the canvas.



Toggle the **membership status** from the default true to **false** then click **Ok**, then **Ok** again to return to the journey.

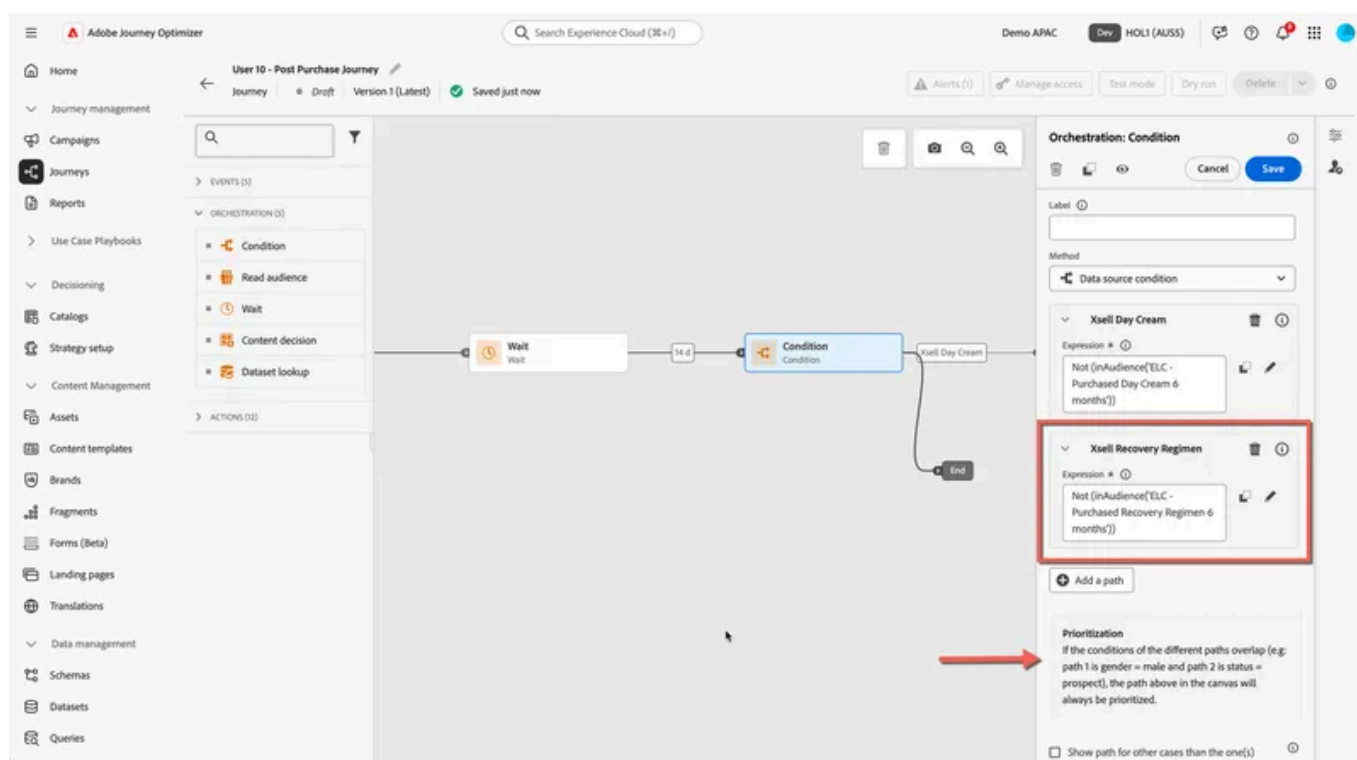


Set the Label to **XSell Day Cream**.

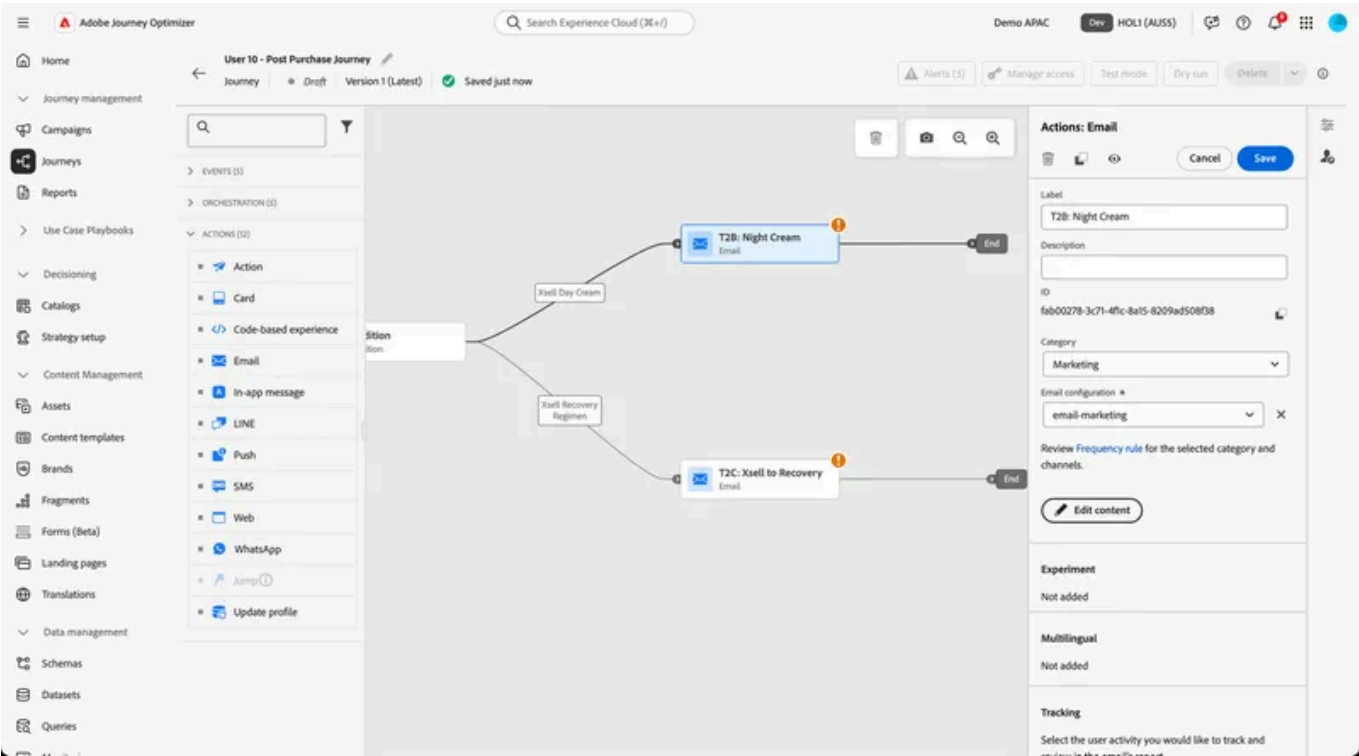


If customers have purchased Day Cream but have not purchased Recovery Regiman we will send a different message promoting this product range. The automatic

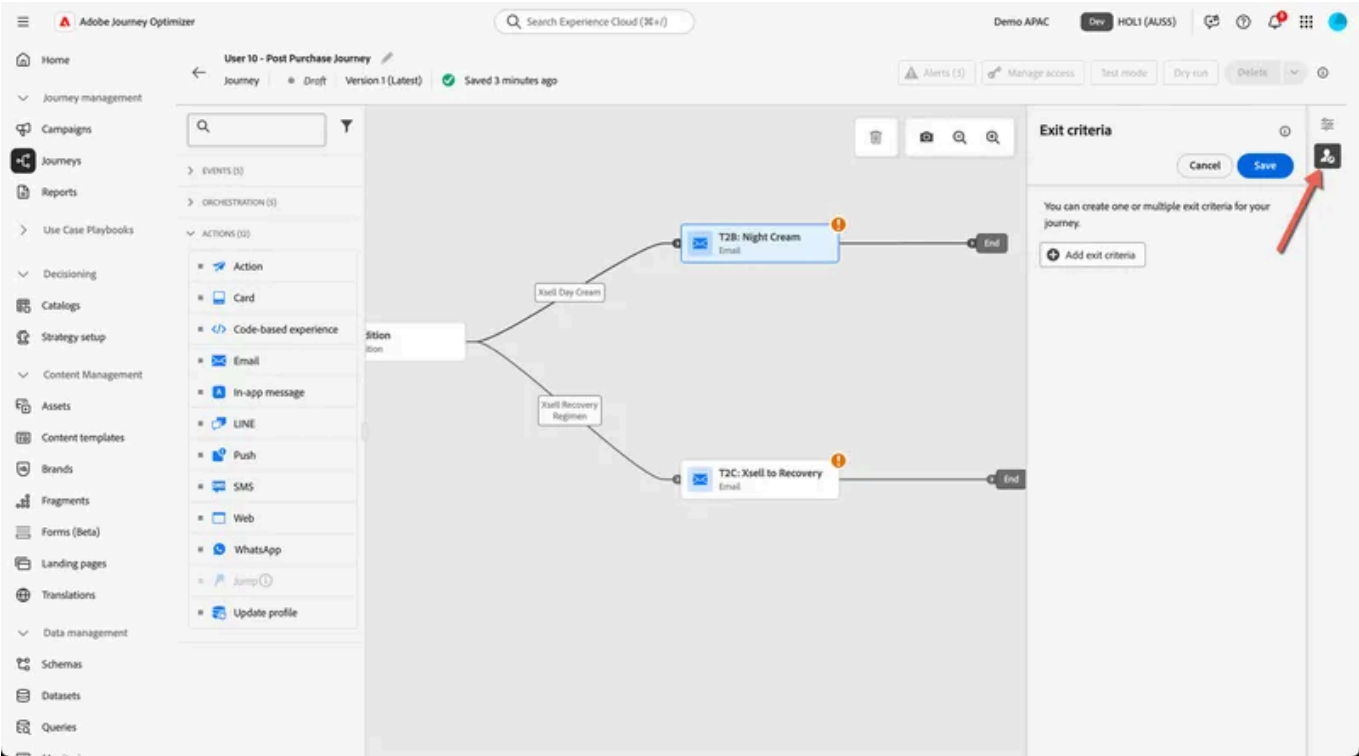
Click to **Add a path** then repeat the same expression settings using the **ELC - Purchased Recovery Regimen 6 months**. The default path prioritization will ensure that only customers who don't follow the top path will be evaluated against the bottom path.



Drag an **Email** actions onto the canvas and attach them to the end of each path. Add your email labels **T2B: Night Cream** and **T2C: Xsell to Recovery** and set the configuration to **email-marketing**.



Lastly, we can configure **Exit Criteria** to remove customers from the journey should their status change during the 14 days. You can use either events or audiences as exit criteria.

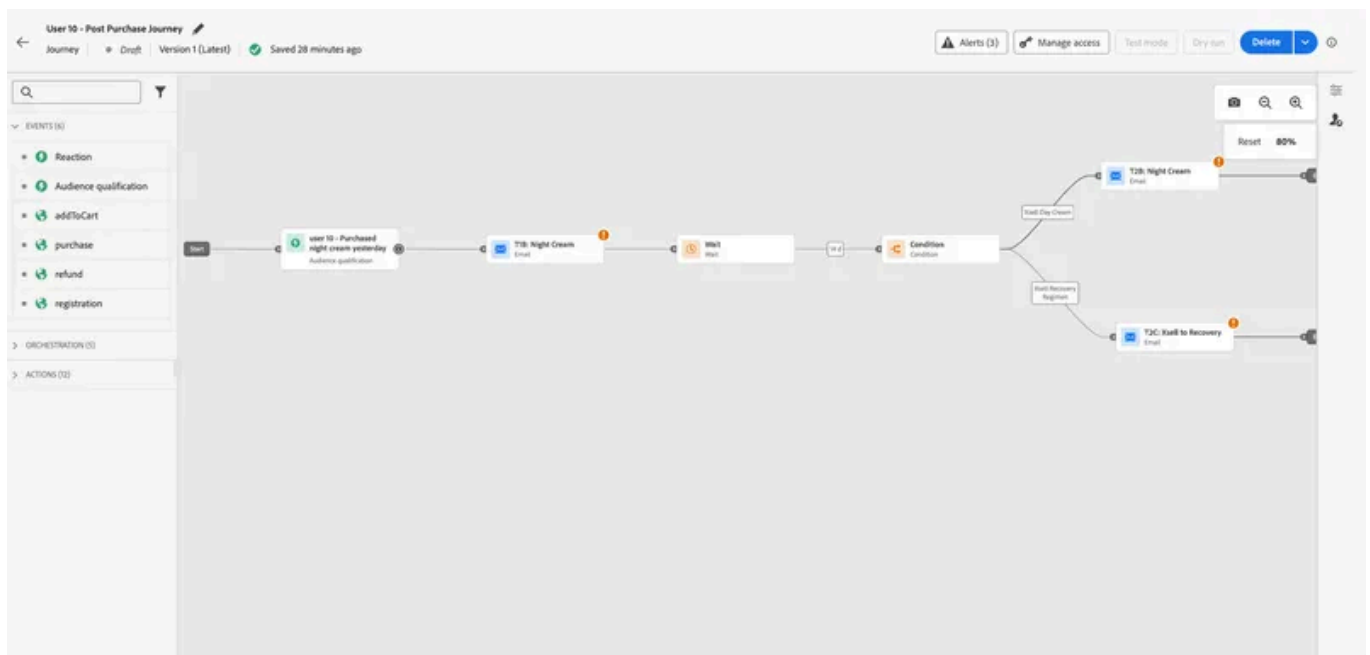


For this journey we will exit if a negative review or refund is received. Click to **Add exit criteria**.

Give your exit criteria a label and select **events** and choose the **refund** event. Click to **Save** the criteria.

The screenshot shows the Adobe Journey Optimizer interface. On the left, a sidebar lists various management tools. The main workspace displays a journey map for 'User 10 - Post Purchase Journey'. The journey starts with 'user 10 - Purchased night cream yesterday' (Audience qualification), followed by 'T1B: Night Cream' (Email). An 'Exit criteria' dialog box is open on the right, highlighted with a red border. It contains the following fields: 'Exit criteria 1' (Label: 'Refund'), 'Event' (selected), and 'refund' (Event). The dialog also has 'Cancel', 'Save', and 'Add exit criteria' buttons.

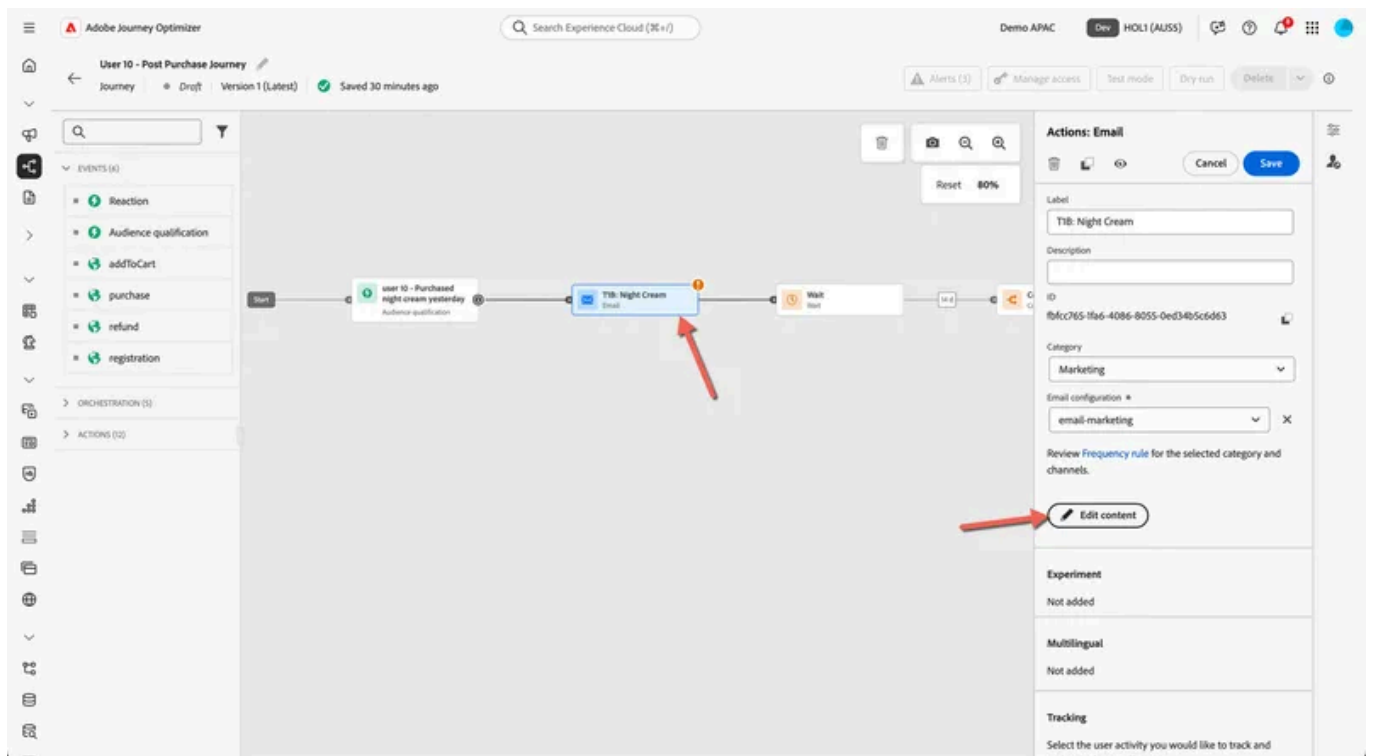
Your journey should look like this.



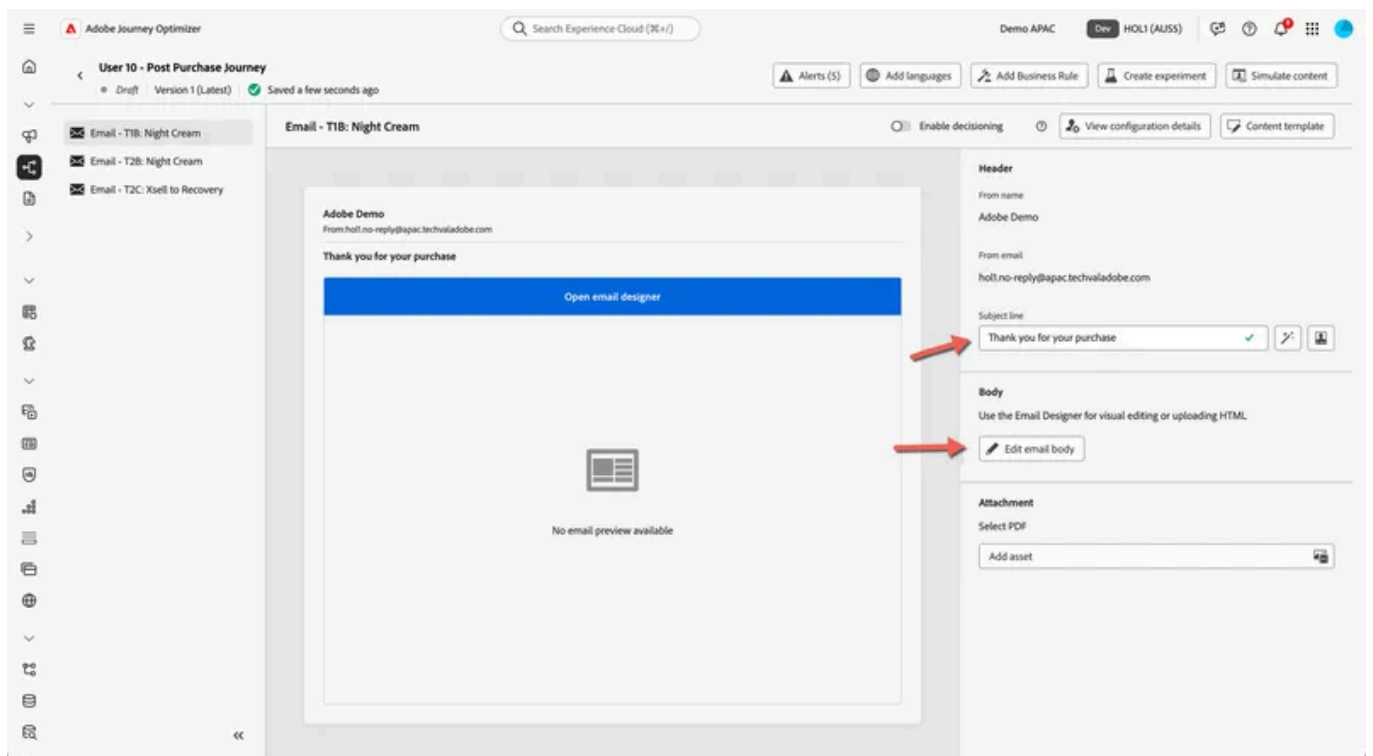
Next we'll add content to our messages.

2.2 Add Multilingual Email Content

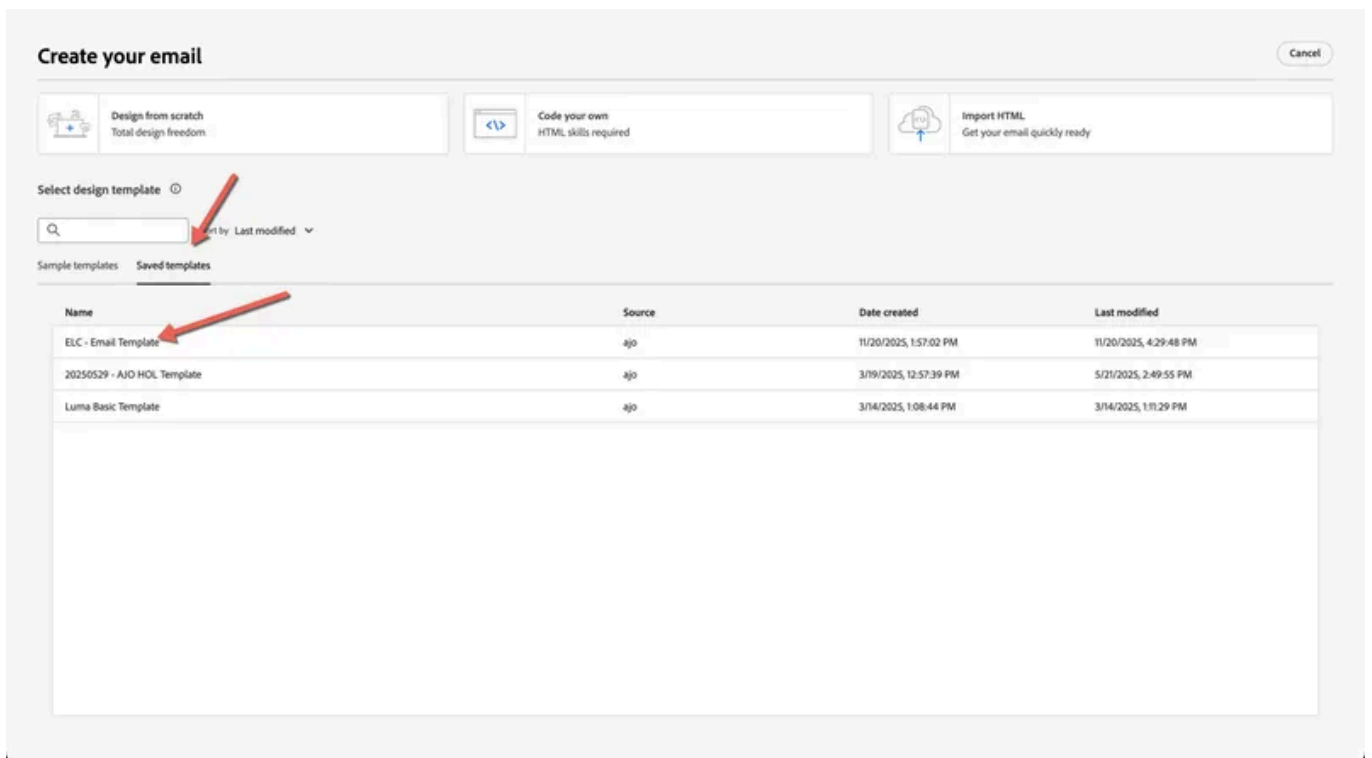
Click on the **T1B: Night Cream** email activity in your journey, click to **Edit Content**.



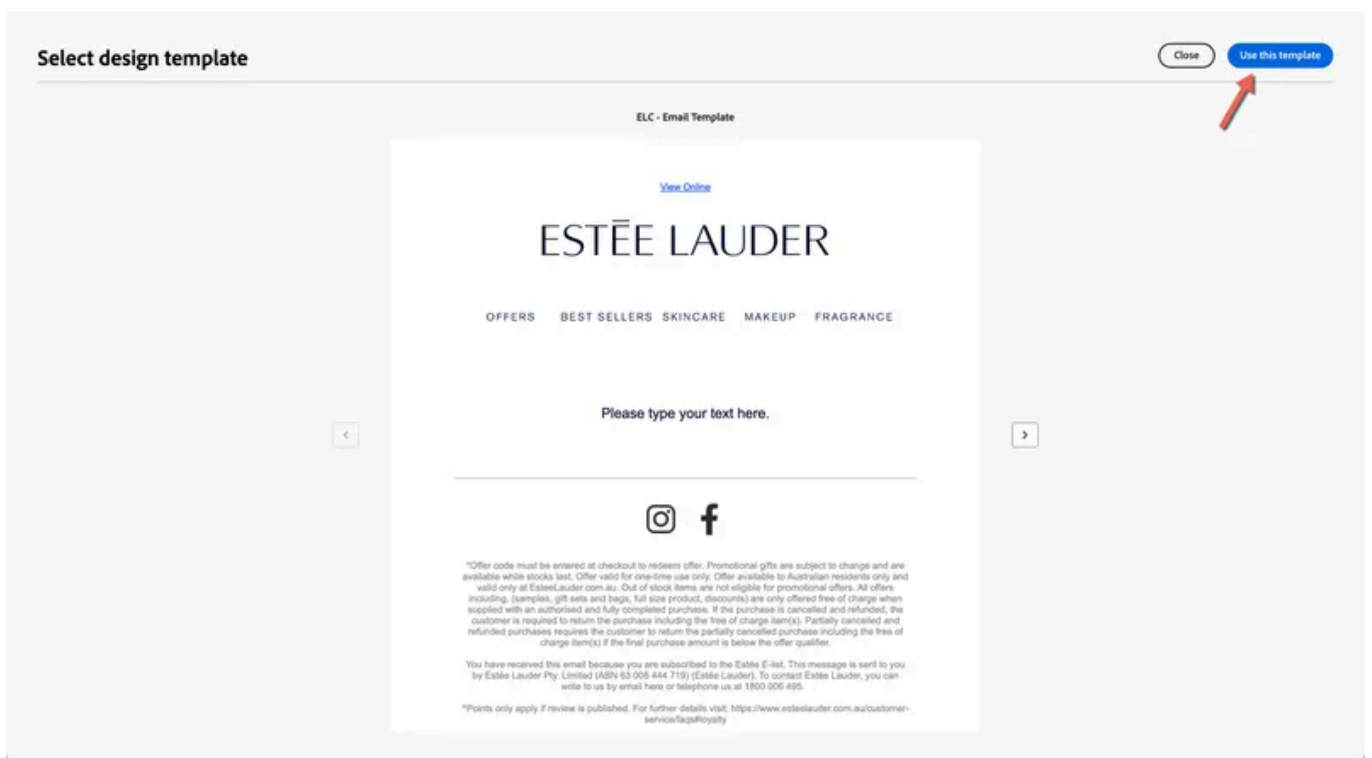
Add a subject line **Thank you for your purchase**. Click to **Edit email body**.



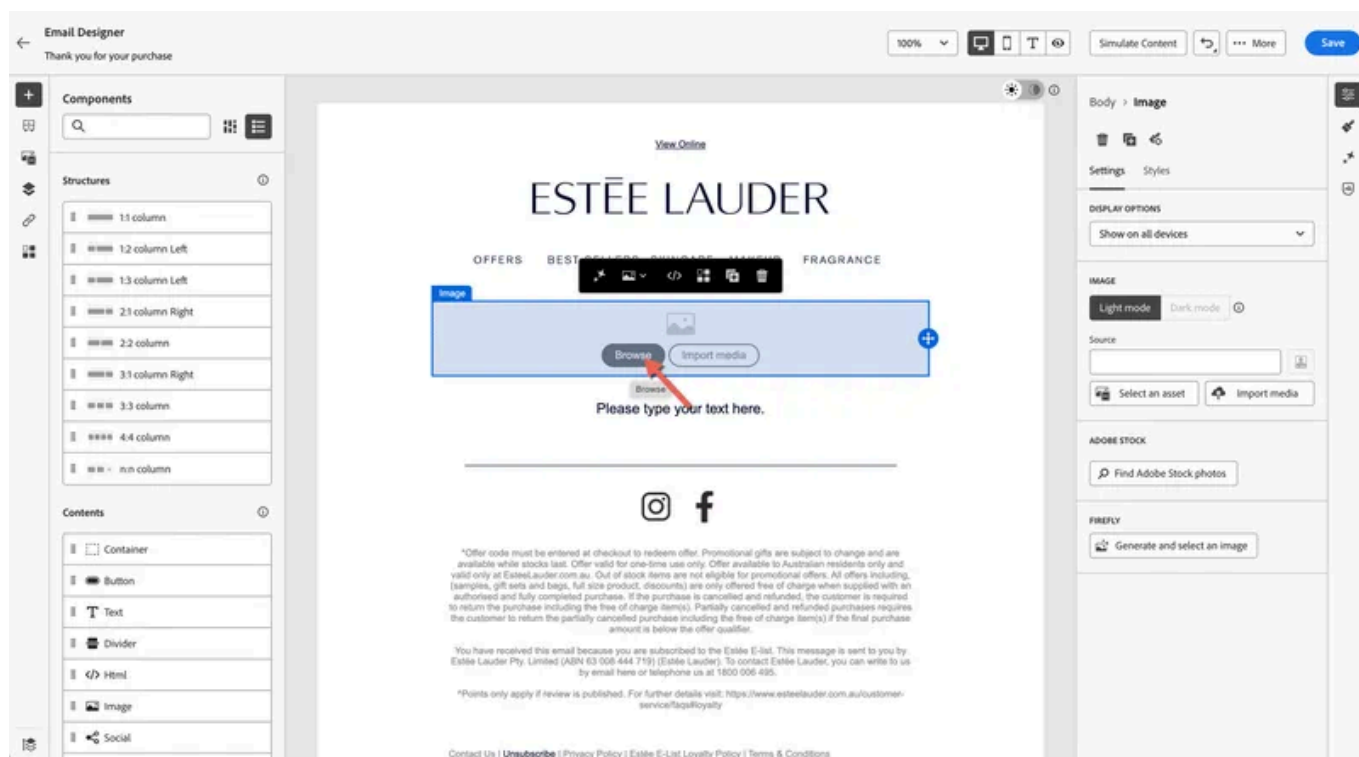
For this exercise we'll start with a pre-defined content template. Open the tab to see the **Saved Templates**, then select the **ELC - Email Template**



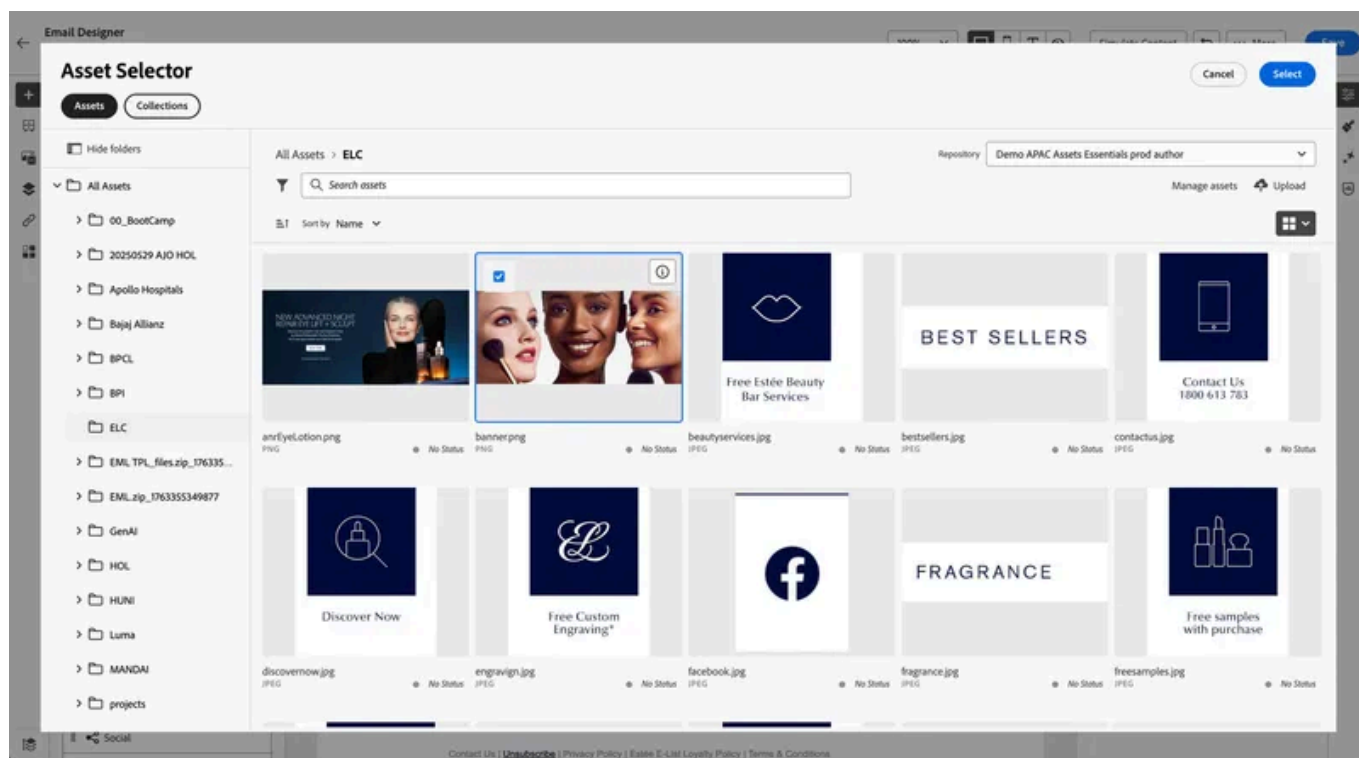
Click to **Use this Template**



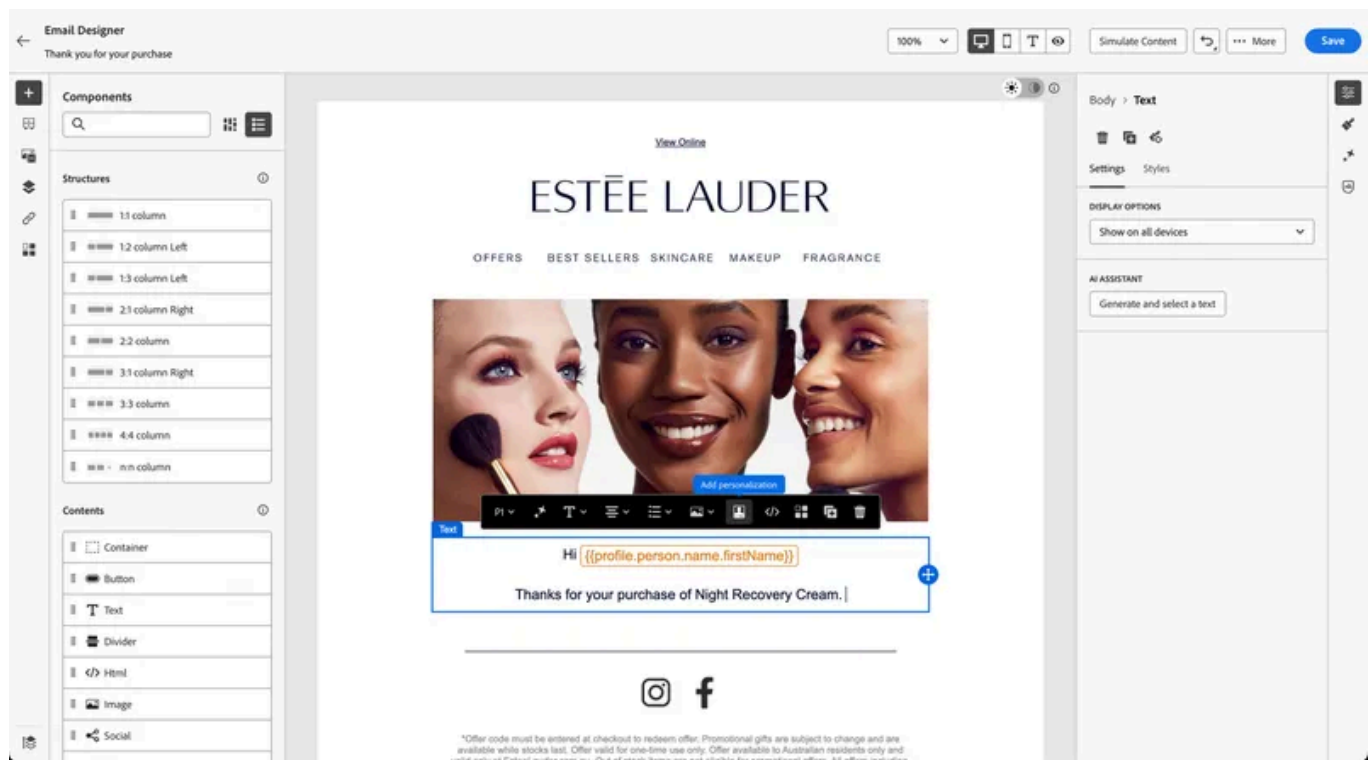
Click on Browse to add a banner image to the email from Adobe Experience Manager Assets.



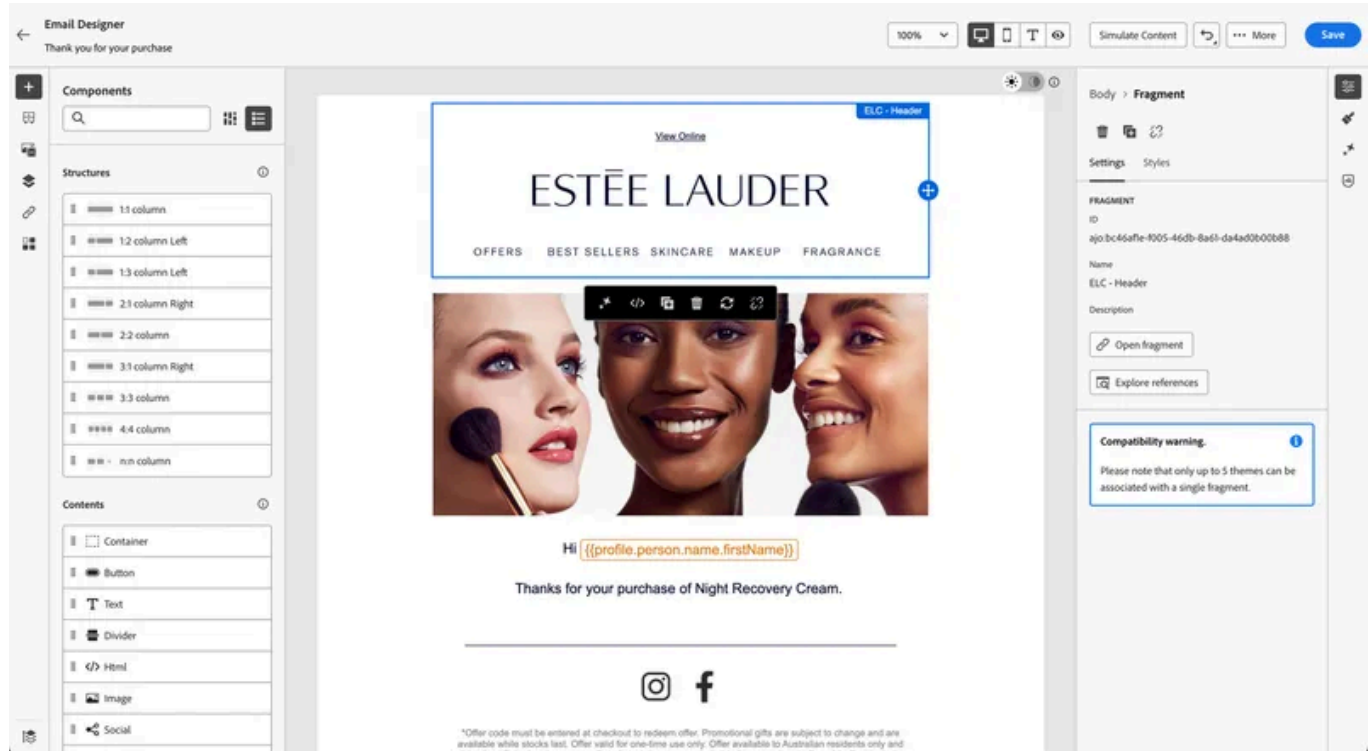
Select a banner from the ELC folder or upload one from your local machine.



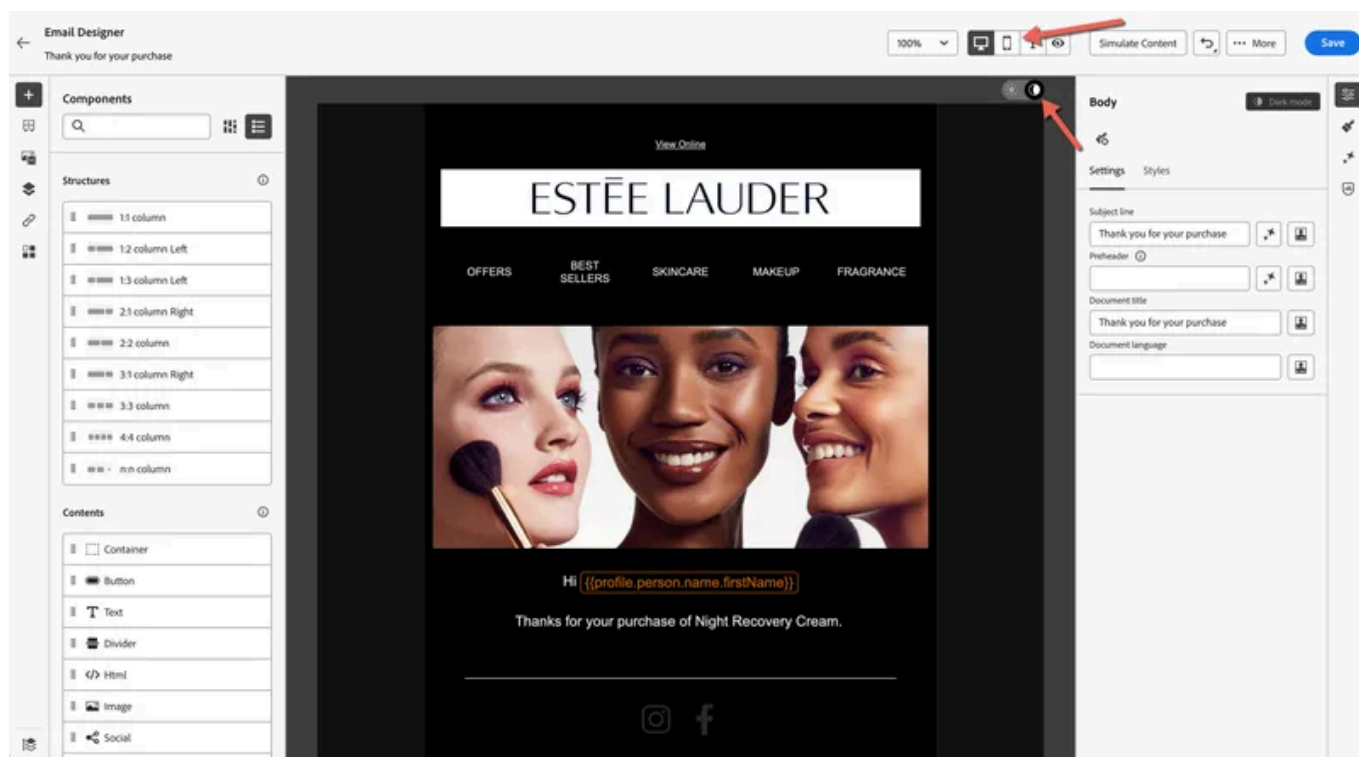
Update the text content as desired, you can use the personalisation editor to insert profile attributes such as the customer first name.



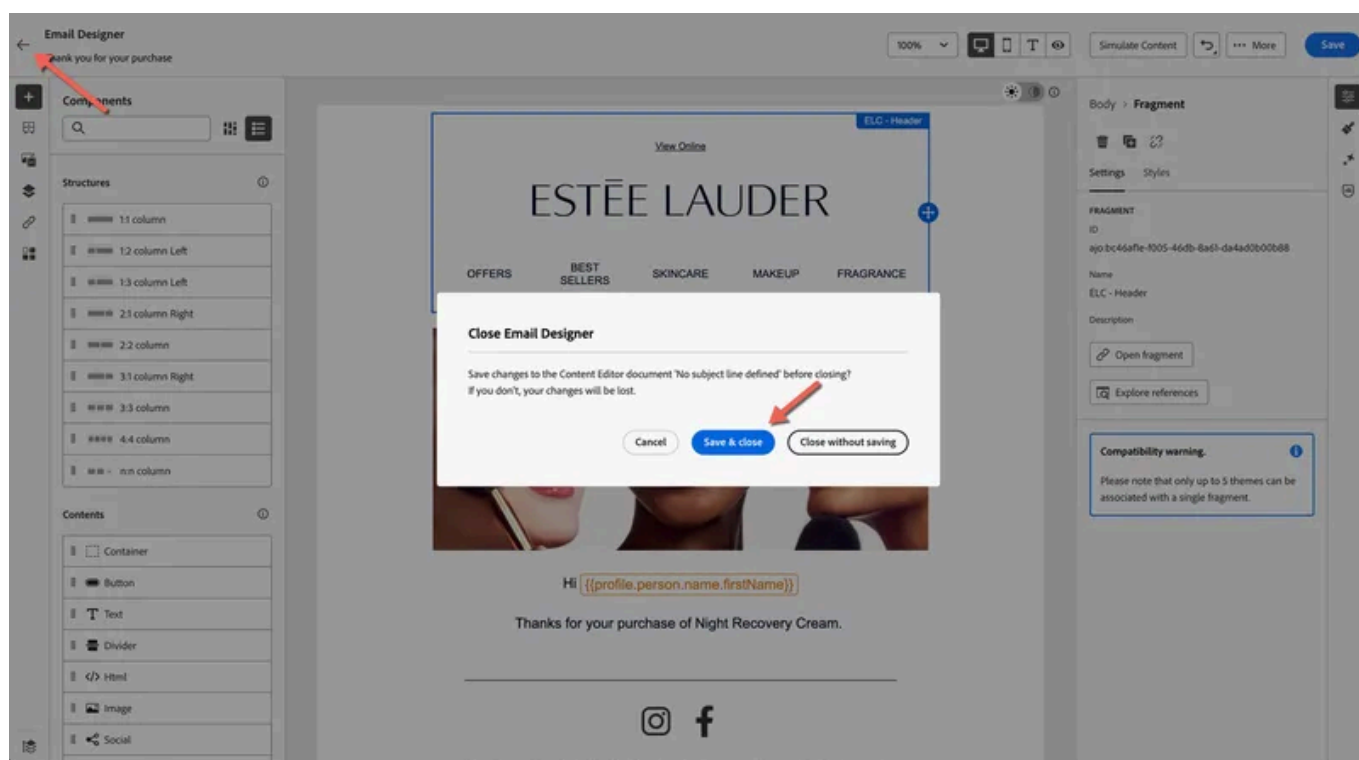
Note that the header and footer use pre-built fragments. Leveraging fragments allows you to manage these common components in a centralized way, updating the fragment will update content across all journeys leveraging that fragment. You can click to Explore References to see where else the fragment is used.



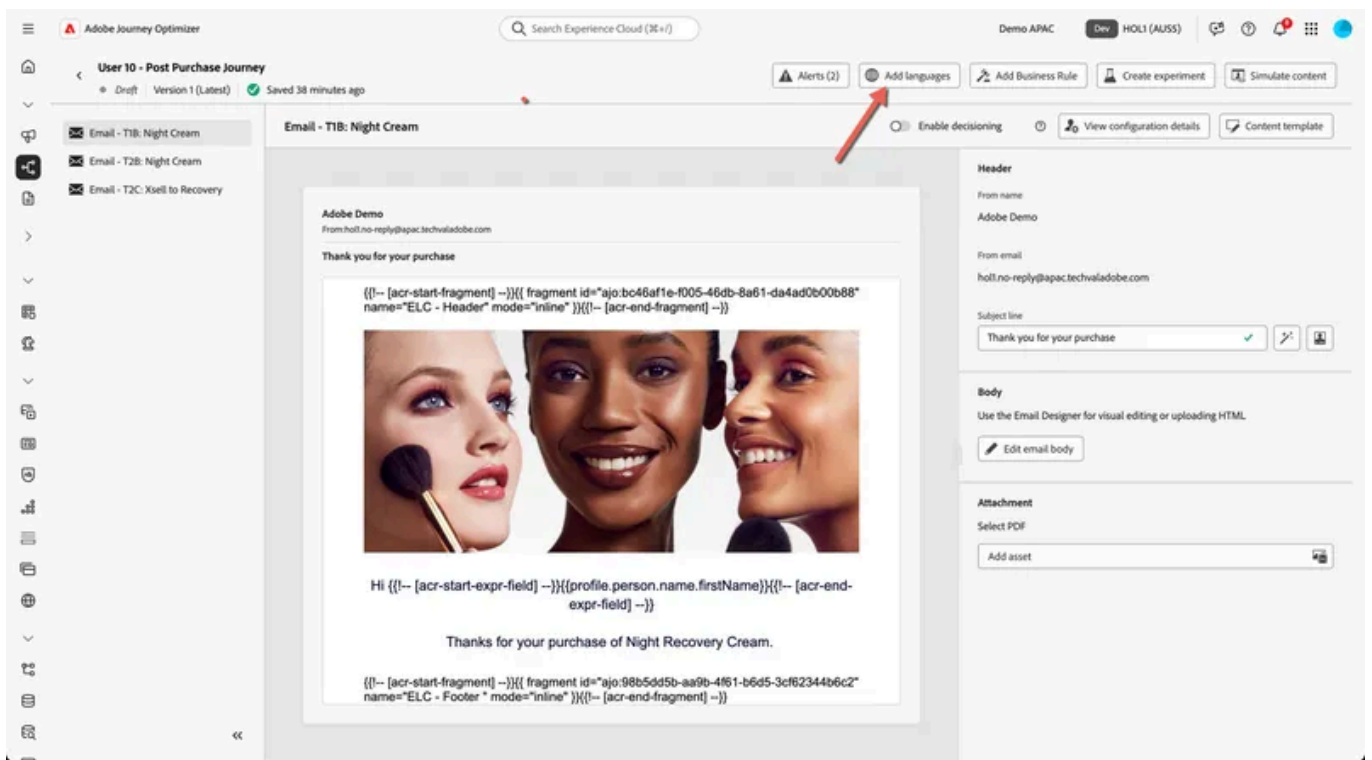
You can switch from desktop to mobile view and from light to dark mode directly in the editor.



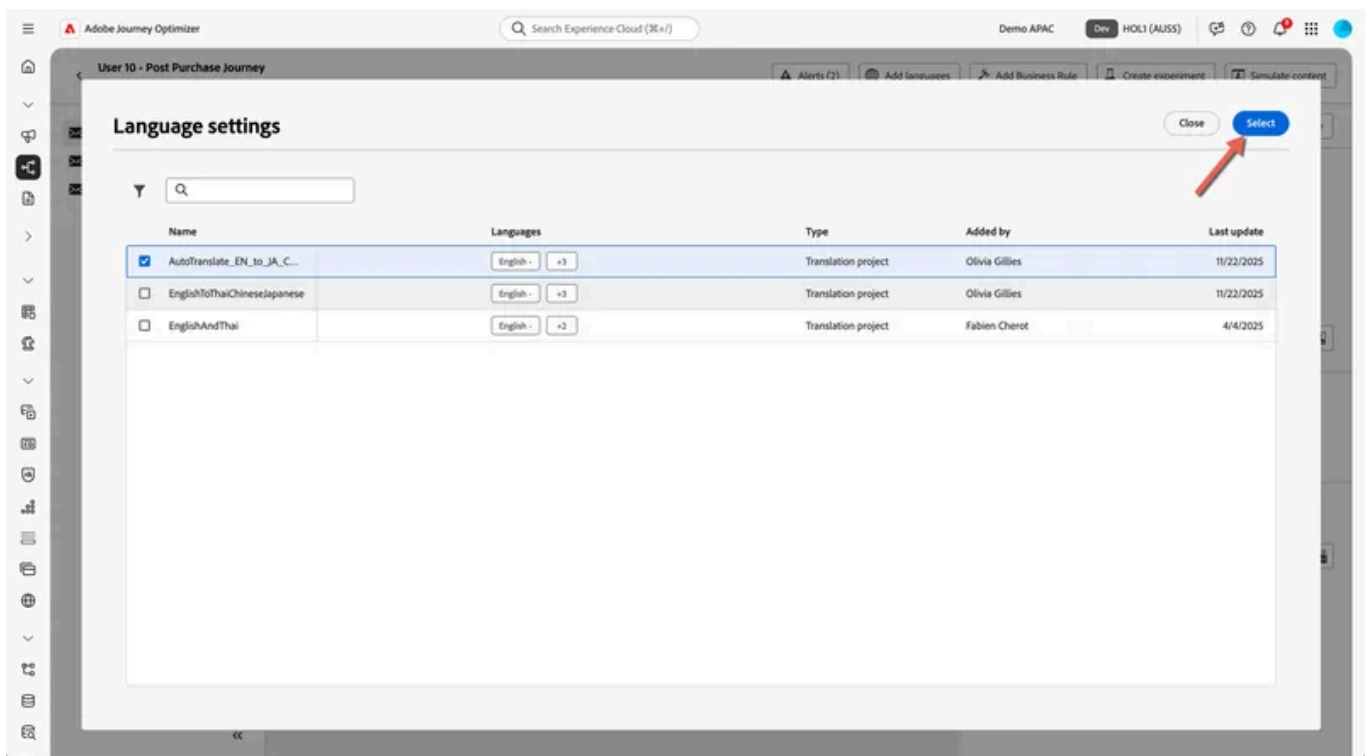
Once you're happy with the content click on the ← on the top left to exit the editor.
Choose to **Save and Close** if prompted.



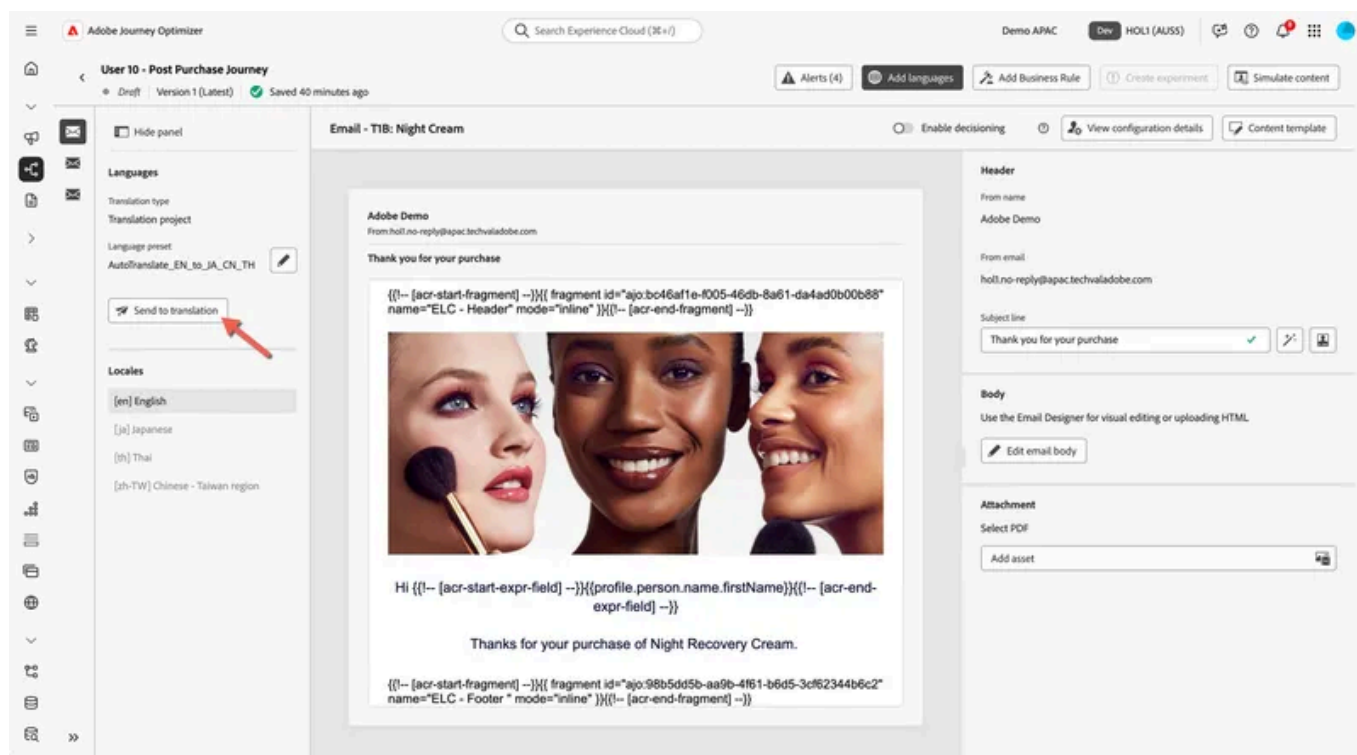
Click to **Add Languages**



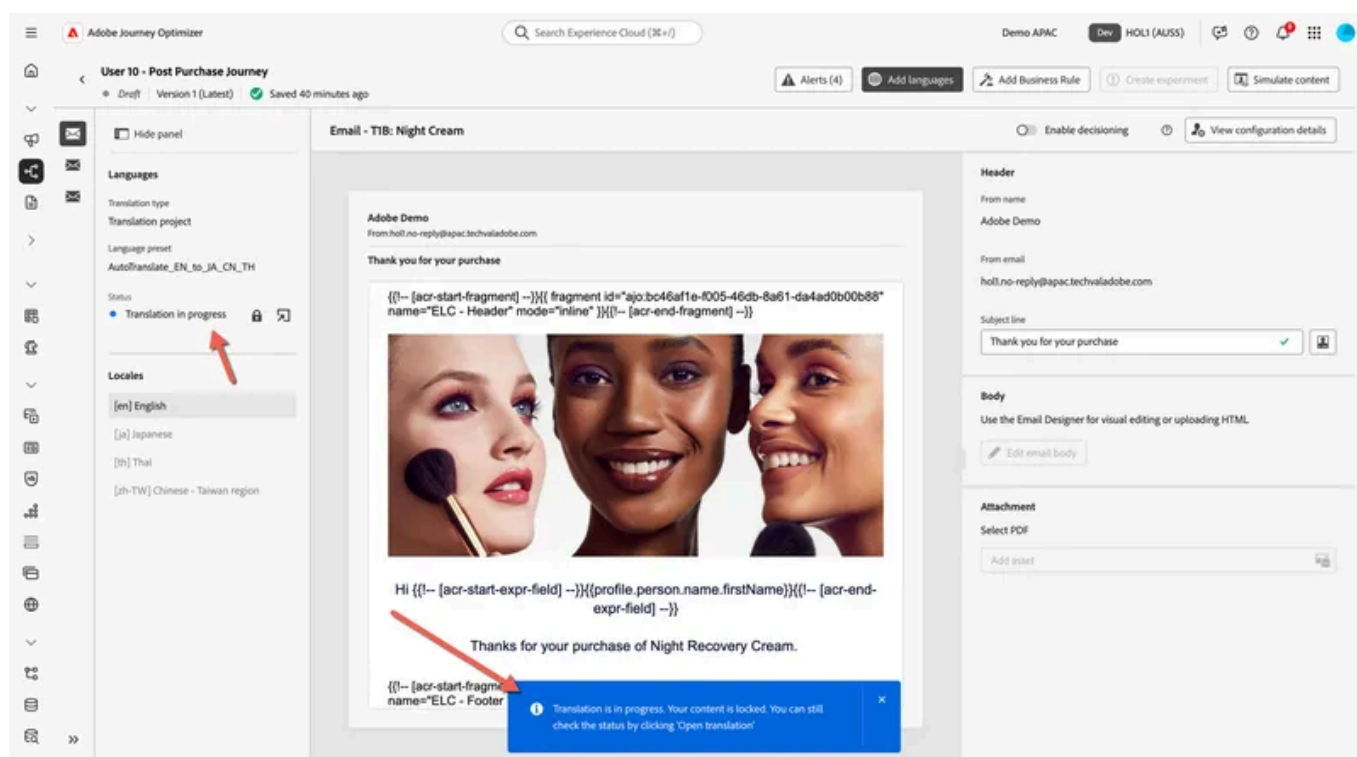
Select the **AutoTranslate_EN_to_JA_CN_TH** from the language settings. This is connected to Azure Translation services and will automatically add a Japanese, Thai and Traditional Chinese version to your email.



Click to **Send to Translation**



The translation job has started, we'll come back and review the output later.

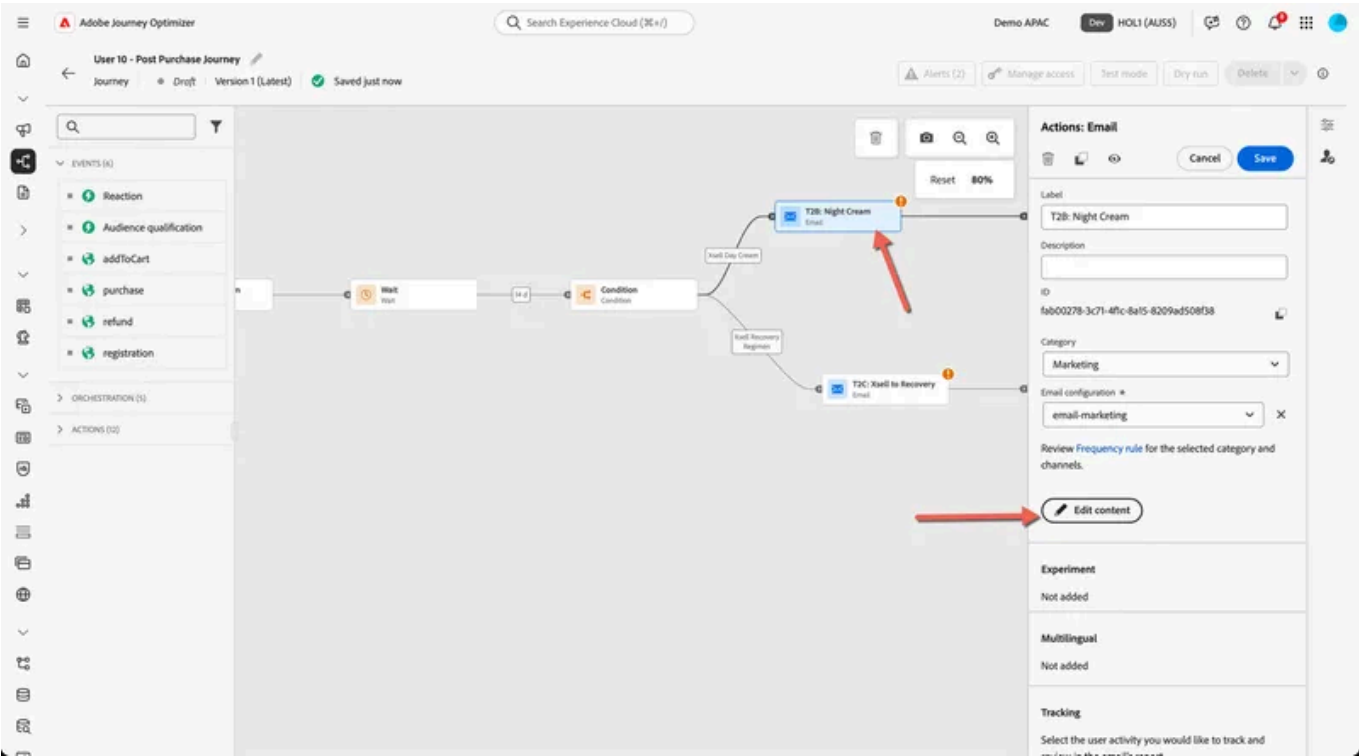


2.3 AI Assistant and Brand alignment

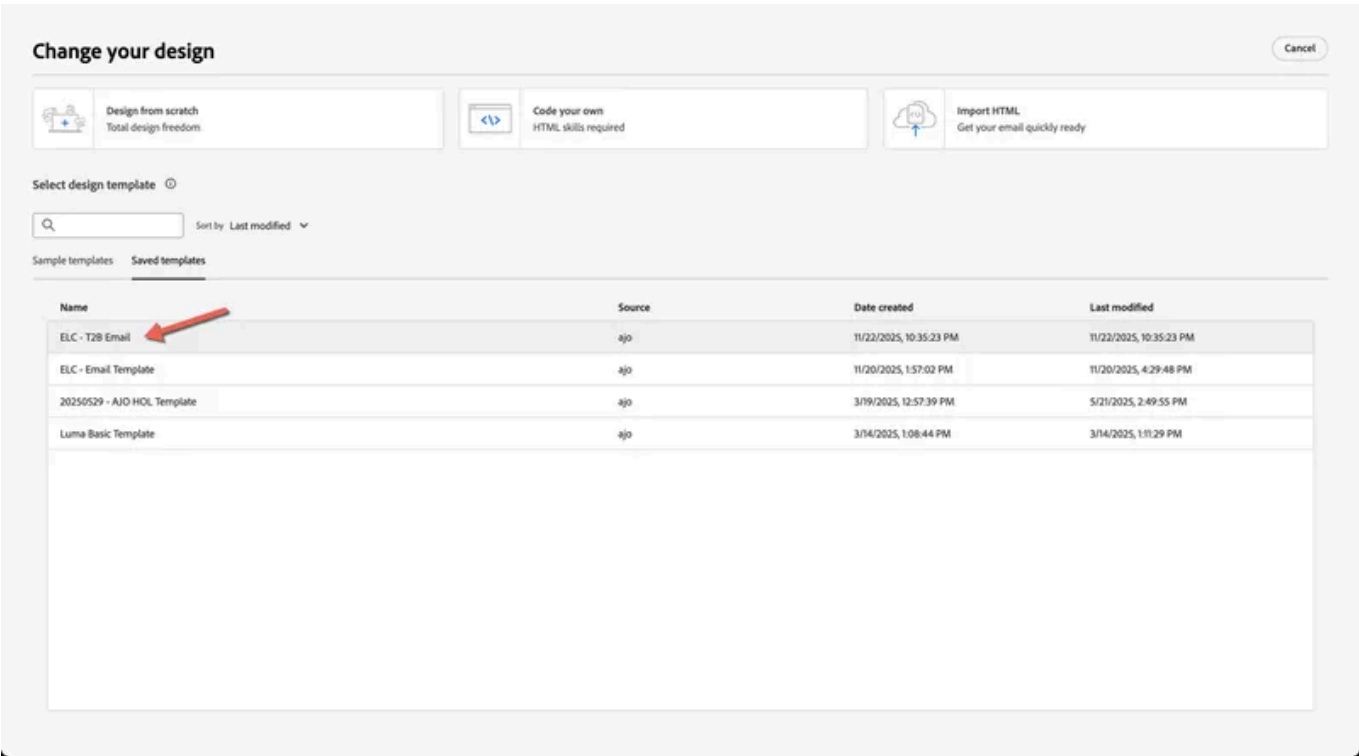
Next we'll configure the T2 emails. For these we'll use AI Assistant to help us generate variations of this content to use for A/B testing. AI Assistant can be used to generate

individual images or text components but in this case we're going to generate new variations of the full email.

Return to the journey and select the **T2B** email and click **Edit content**.

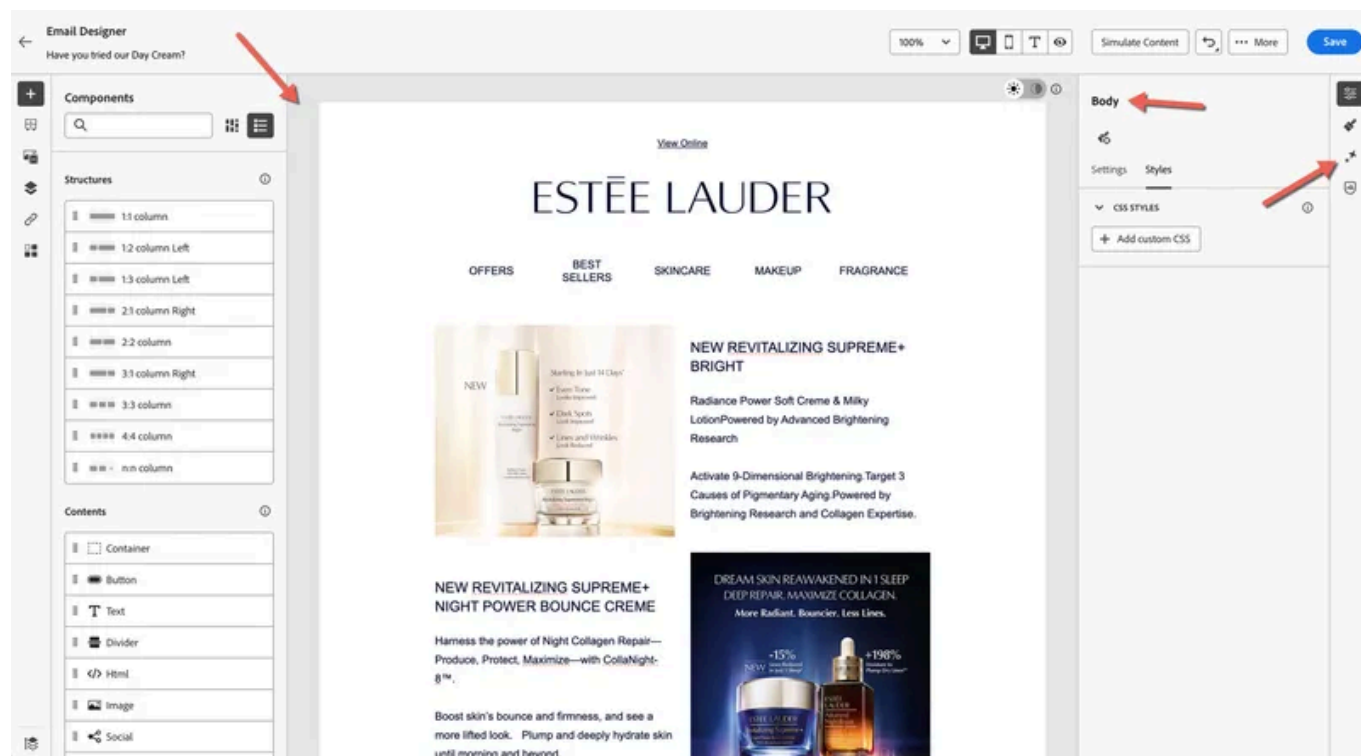


Add a subject line and click to edit the email body. Select the **ELC - T2B email** template as our starting point.

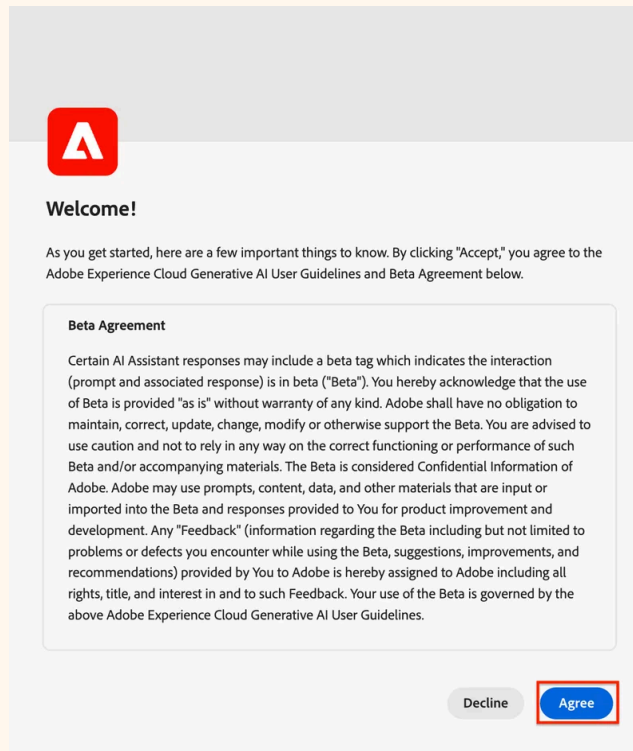


Make sure you have selected the **Body** of the email then click to open the **AI Assistant**.

Top Tip - To select the body click the lighter grey area surrounding the content of the email.



You might see an Agreement popup. If you do, scroll to the bottom and click **Agree**.



Before generating content we need to select the Brand Guidelines and provide a prompt. Make sure **Estee Lauder** is selected and add a prompt of your choosing. Select to generate subject line and Preheader also.

AI Assistant

Generate Email



Settings ⓘ

Brand

 Estee Lauder 

Prompt *

Promote the benefits of the supreme+ bright day cream 

Describe what you'd like to generate.

☐ Subject line ☐ Preheader

 **Text settings** >
Tone, Communication strategy, and La...

 **Image settings** >
Content type and Color and tone

 **Reference content** >
None

 **Generate** ⓘ

AI generated responses may be inaccurate. Please evaluate outputs for accuracy and appropriateness to your use case. See the [Adobe GenAI User Guidelines](#).

Update the **Text settings** to select the **Tone**, **Language** and **Communication Strategy**.

AI Assistant

Generate Email



 **Text settings**

Communication strategy

Scarcity 

Language ⓘ

English 

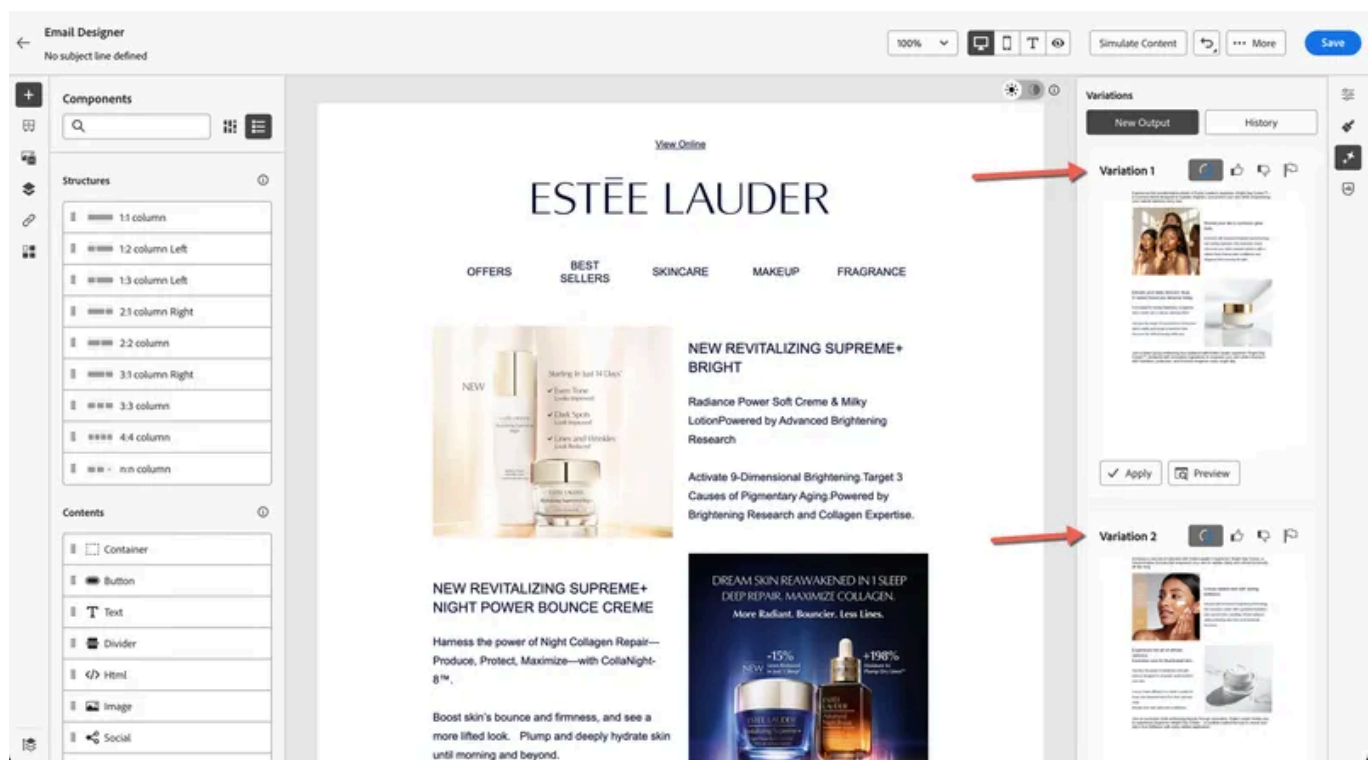
Tone

Inspirational 

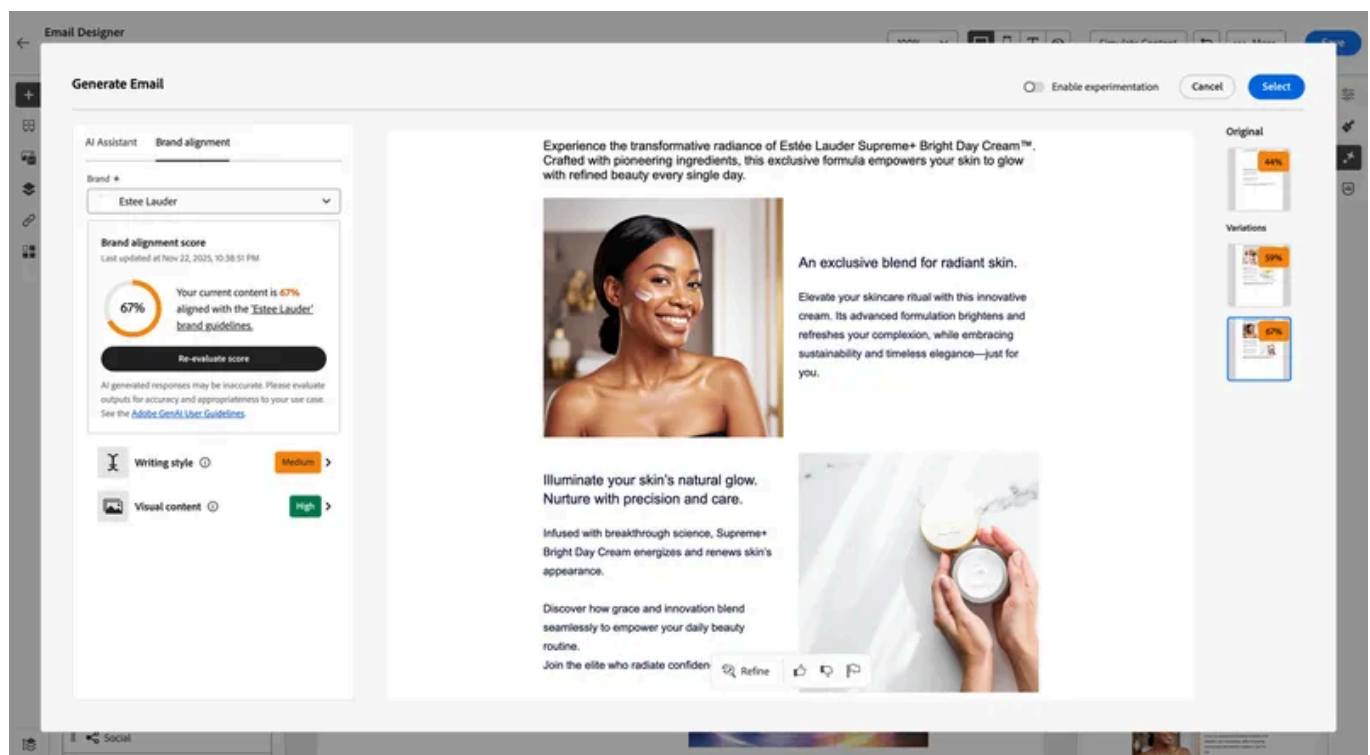
 **Generate** 

AI generated responses may be inaccurate. Please evaluate outputs for accuracy and appropriateness to your use case. See the [Adobe GenAI User Guidelines](#).

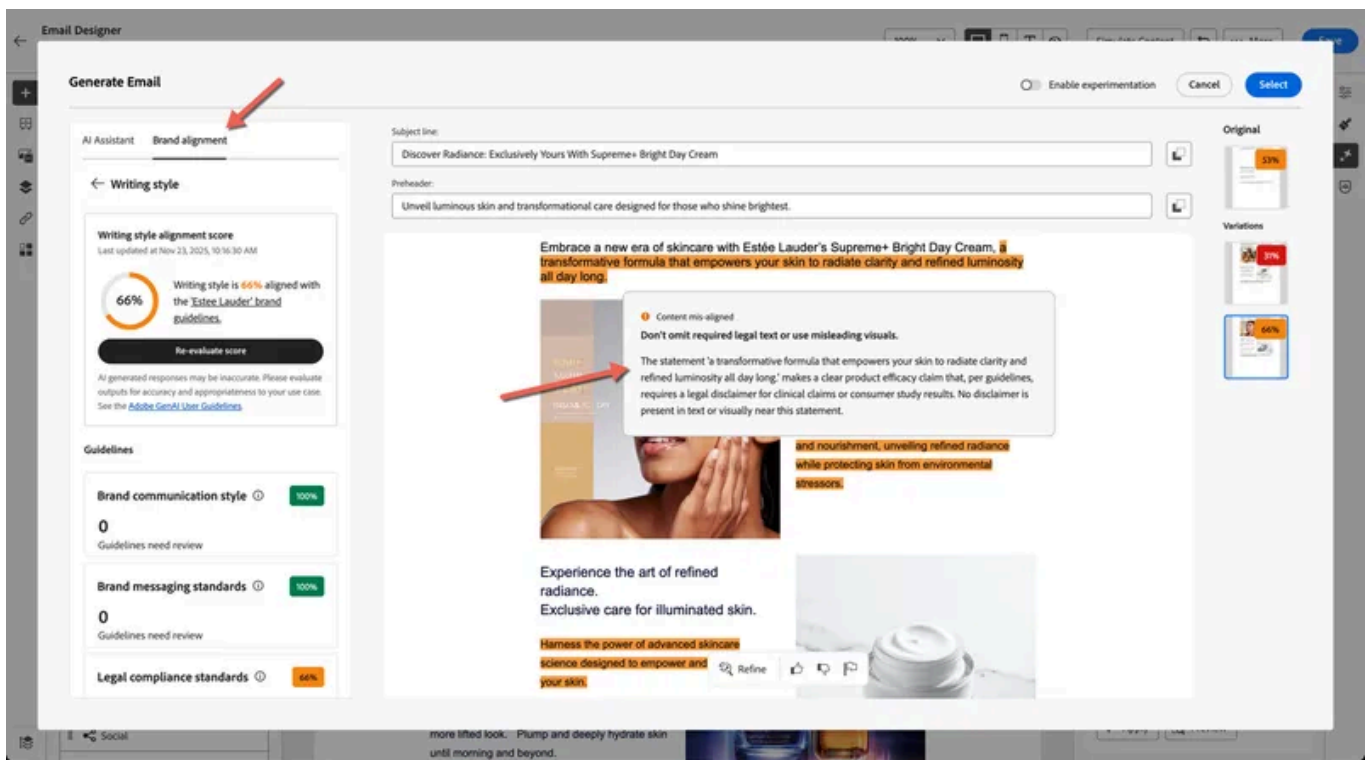
Once you're happy with the settings click to **Generate**. You will see two new variations of the content generated. Here, AI is being used not only to generate the text but also the imagery and other elements like CTAs.



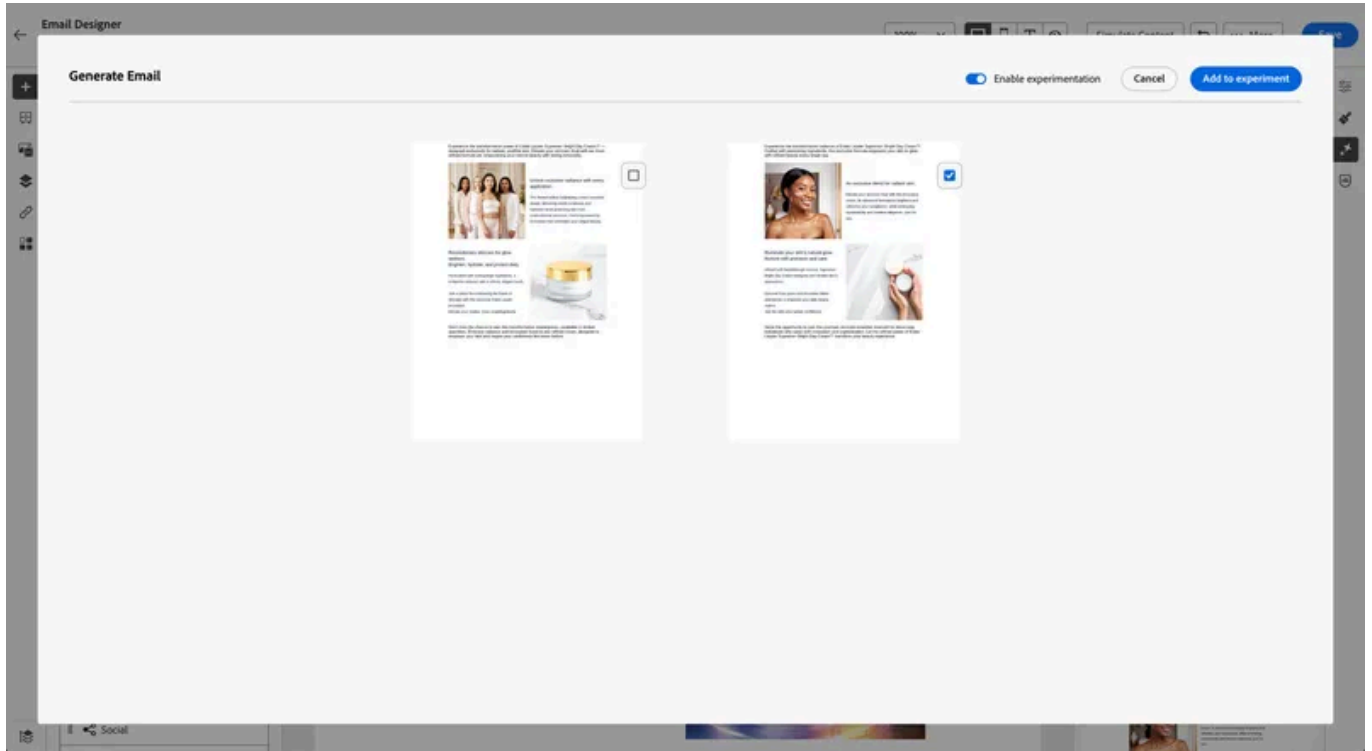
Click to **Preview** a variation. In this view you can review the content in detail, make updates to the prompt and regenerate if needed. It's also where you can review whether or not the content aligns to the Brand guidelines selected. Click on the **Brand alignment**.



Here you'll see the brand alignment score. If it's below 100% you will be able to click on the brand elements such as **Writing style** or **Visual content** to get more detail why the content didn't meet 100%.



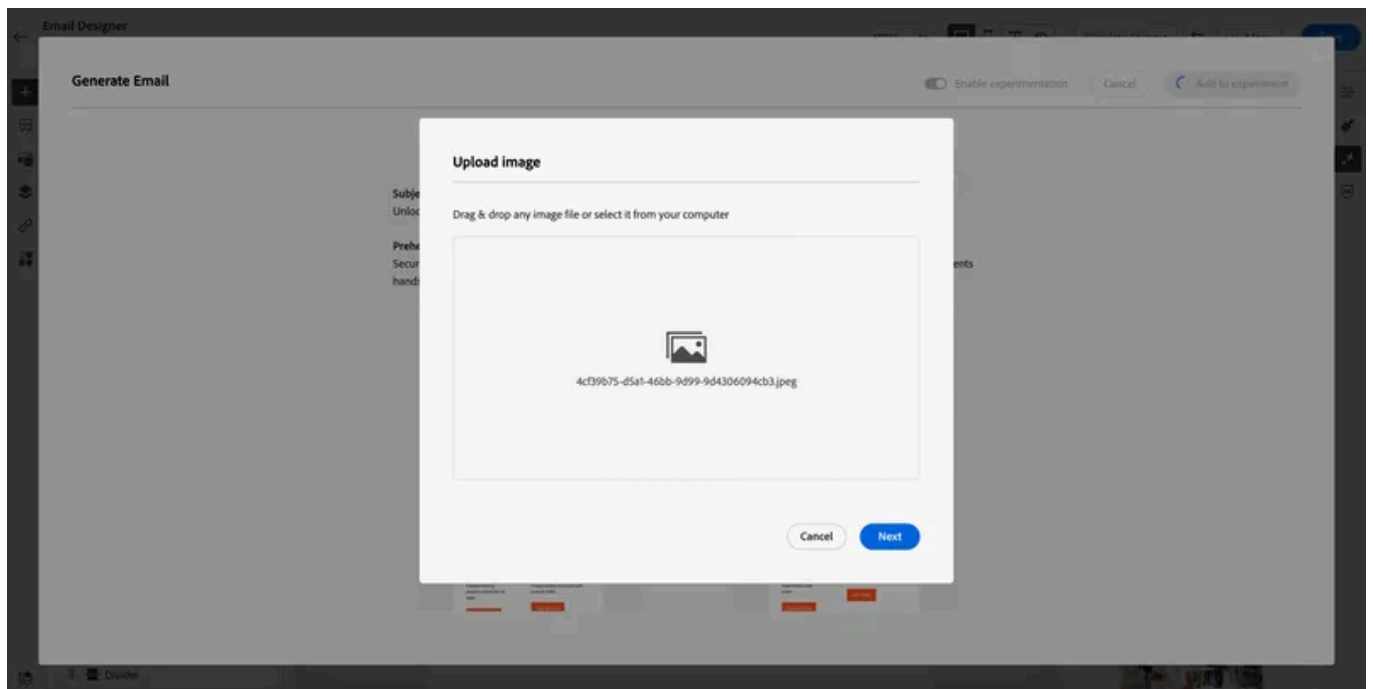
From here you can either select one of the variations to use as your email content or we can create an experiment and add the generated content as variations to test which performs the best. Click the **Enable experimentation** toggle. Choose one or both of the variations to **Add to Experiment**



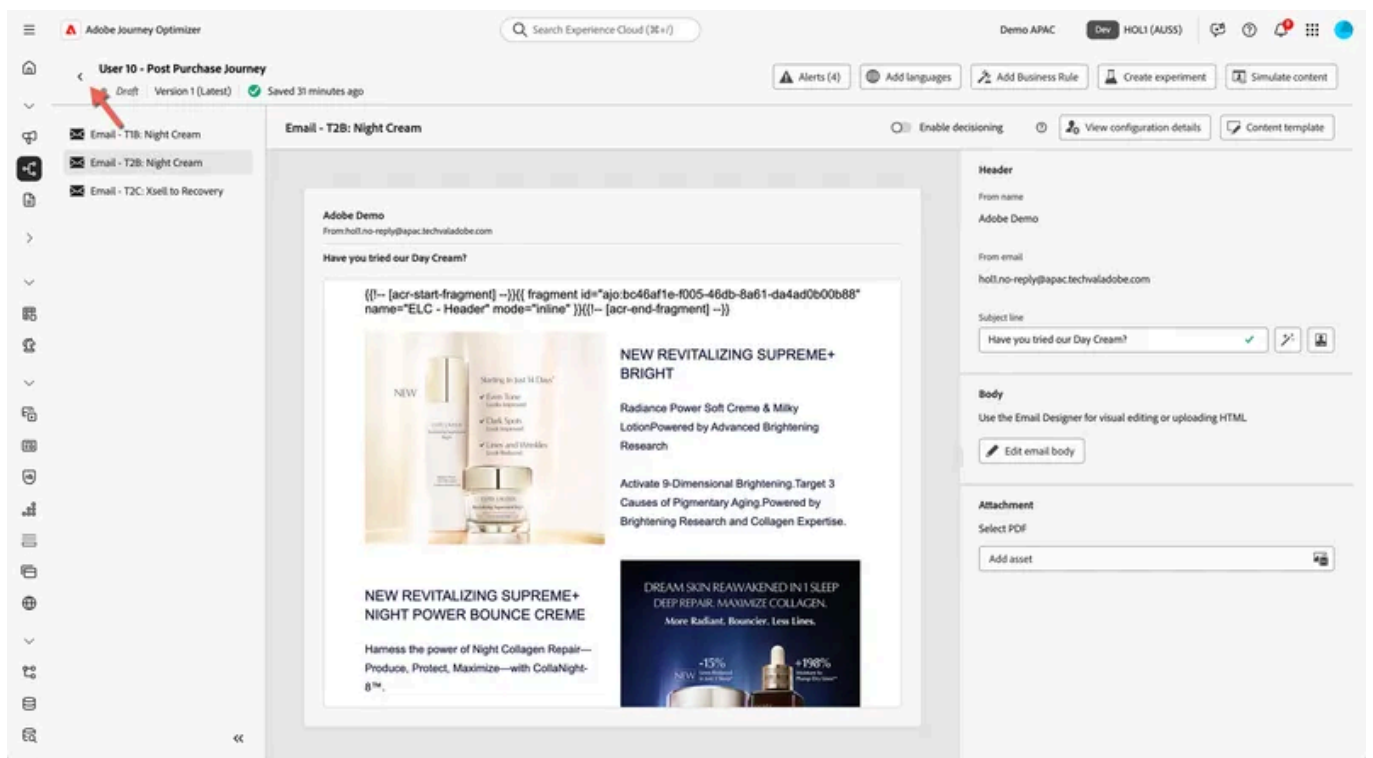
You need to specify where the generated images should go. AJO comes with Adobe Experience Manager Assets Essential which is a lightweight, cloud-native digital asset

management (DAM) solution designed for creative and marketing teams to store, manage, find, and distribute digital assets.

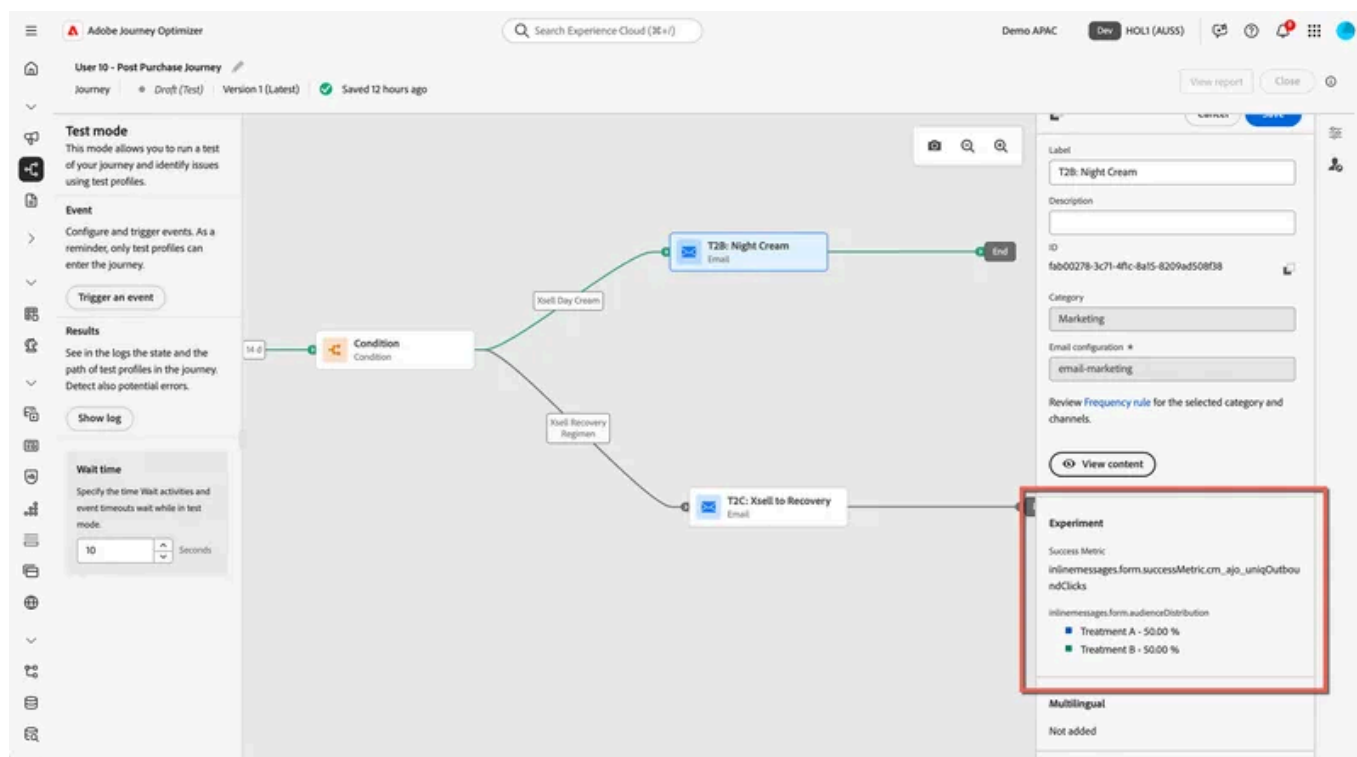
Having an integrated DAM is a differentiator and empowers your teams to scale and get campaigns to market faster. Click **Next** when the Upload image dialog appears.



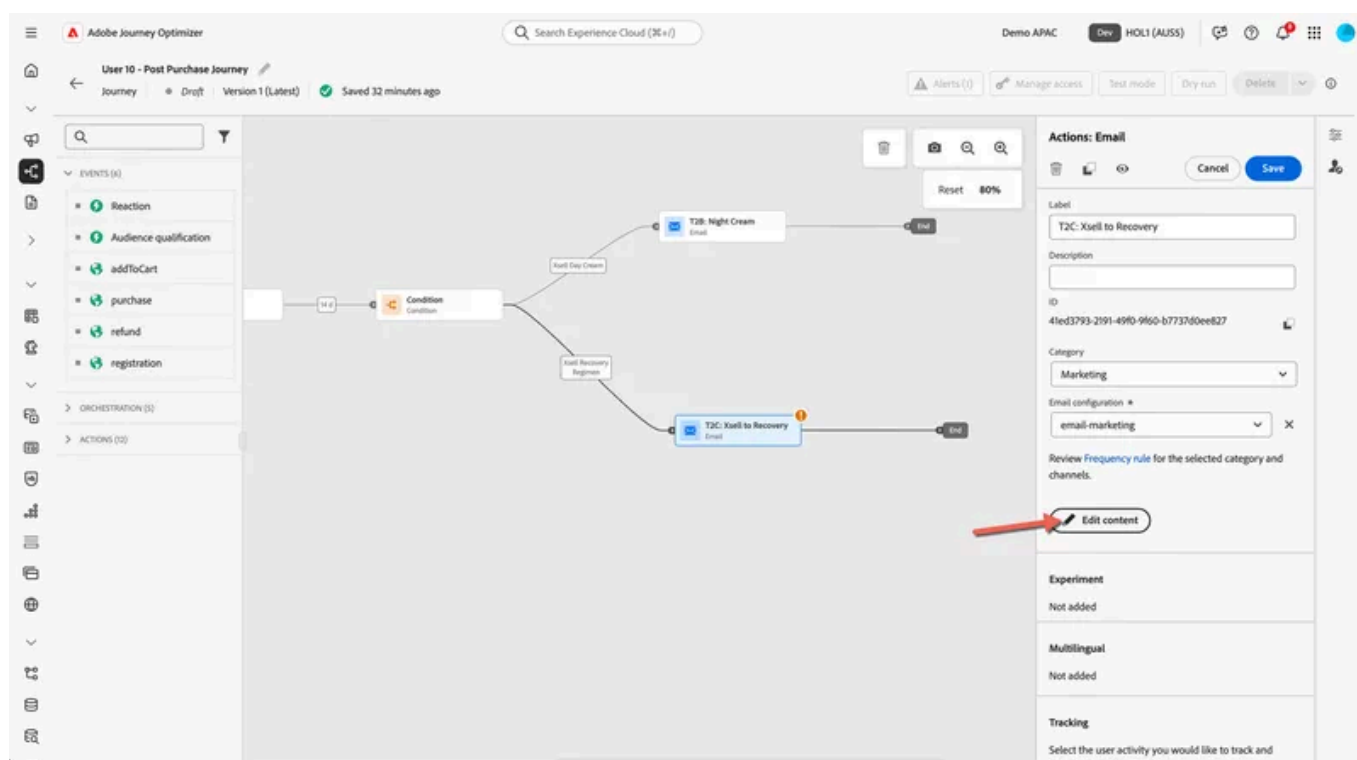
Click the **top left arrow** to return to the journey.



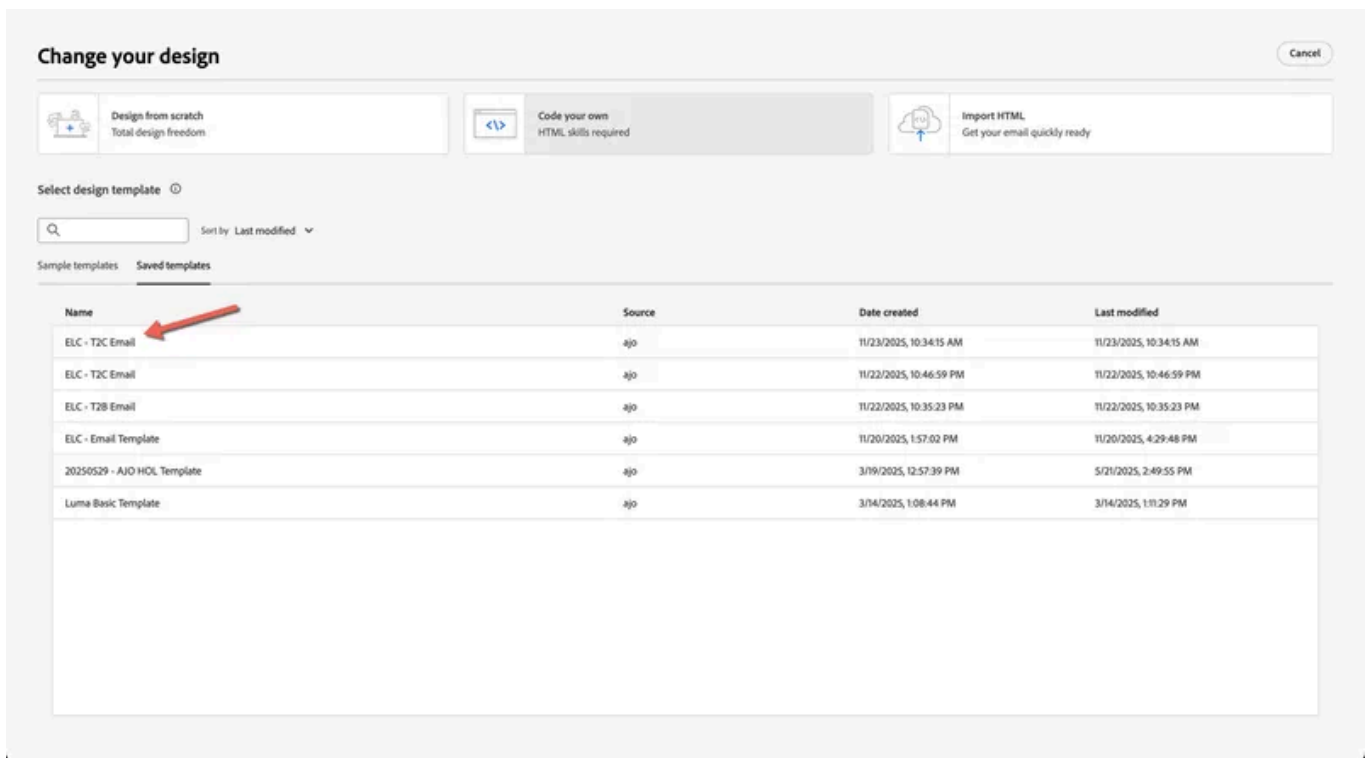
You can see the experiment configuration in the email properties from the journey canvas. Click to **Save** the email.



Lastly we'll add some content to the **T2C Email** action.



Add a subject line and select the pre-built **T2C Email** template

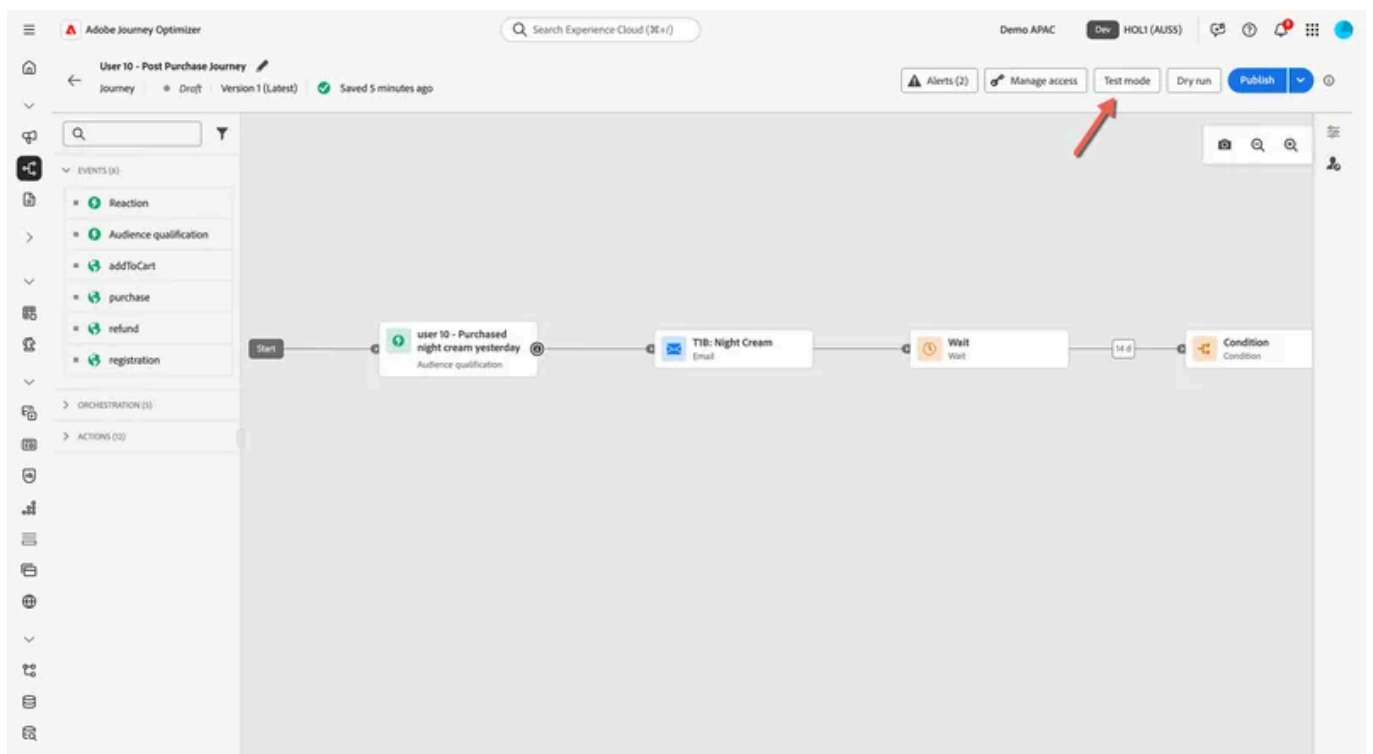


Click to Save and exit back to the journey.

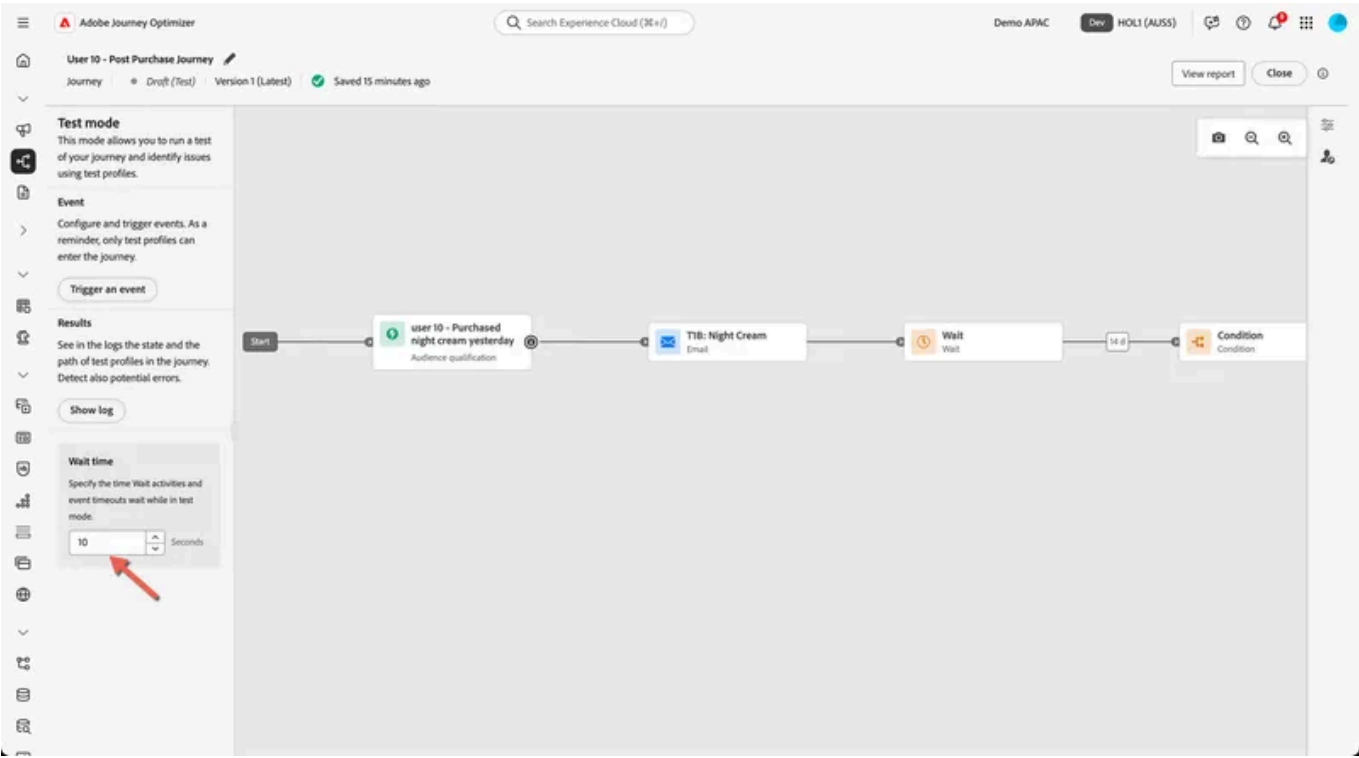
Congratulations your journey is now configured with content, next we'll run some tests to verify the logic and check the content.

2.4 Test your journey

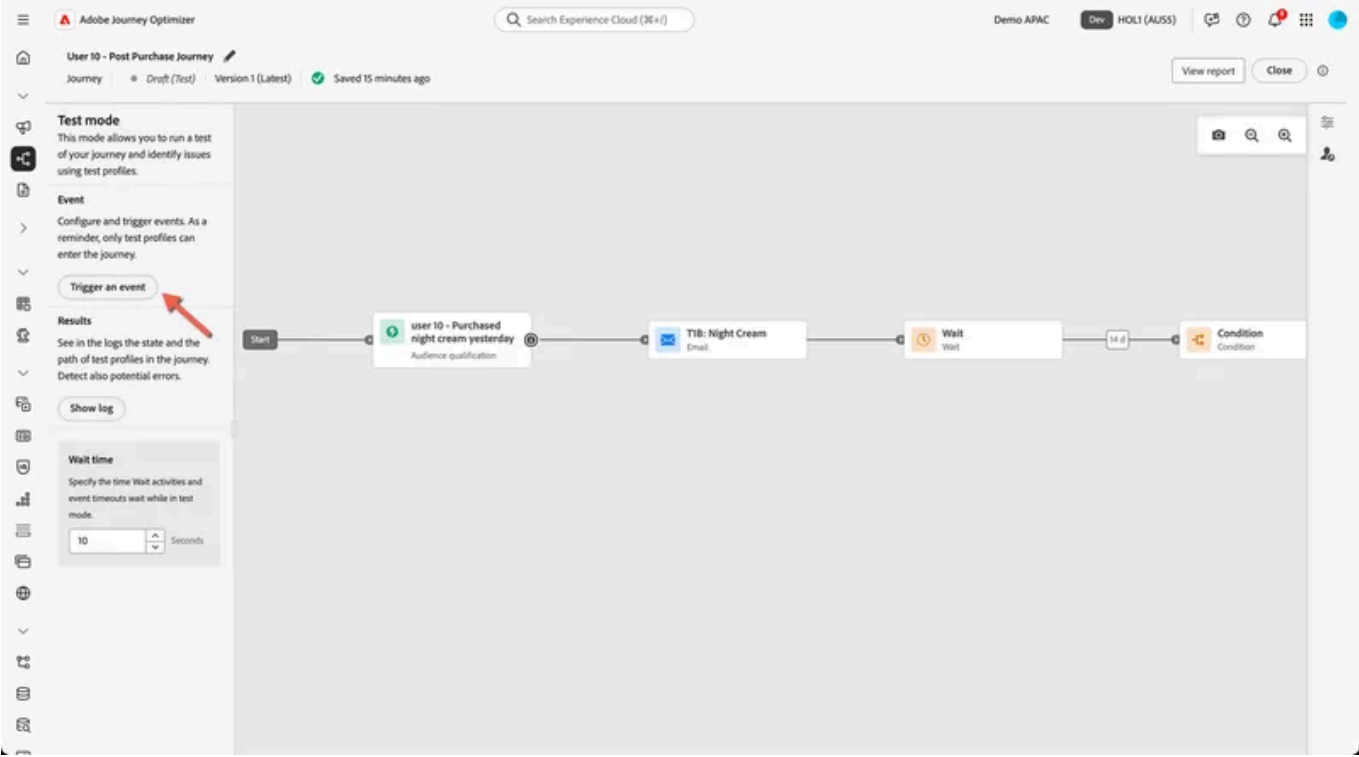
Click to move your journey to **Test Mode**



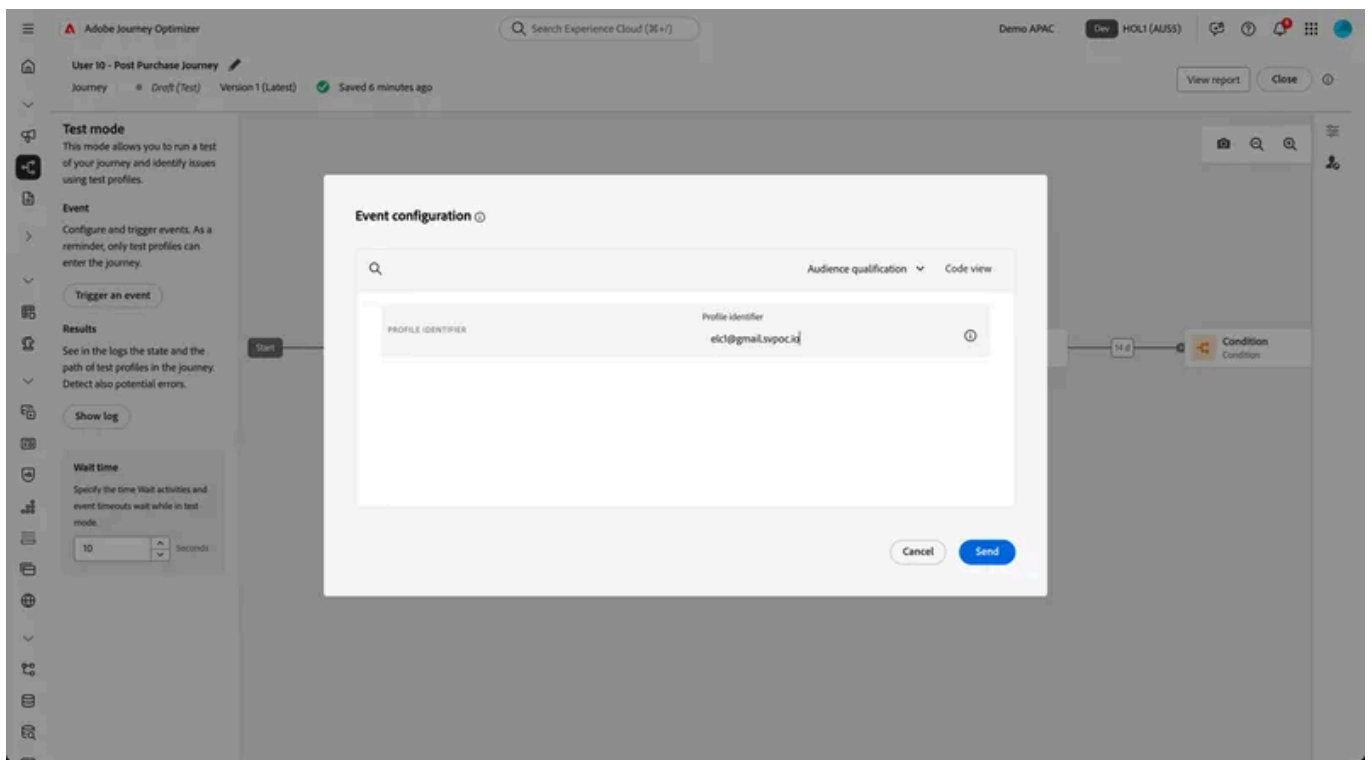
In Test Mode, the wait times are reduced so you can test the logic without waiting 14 days.



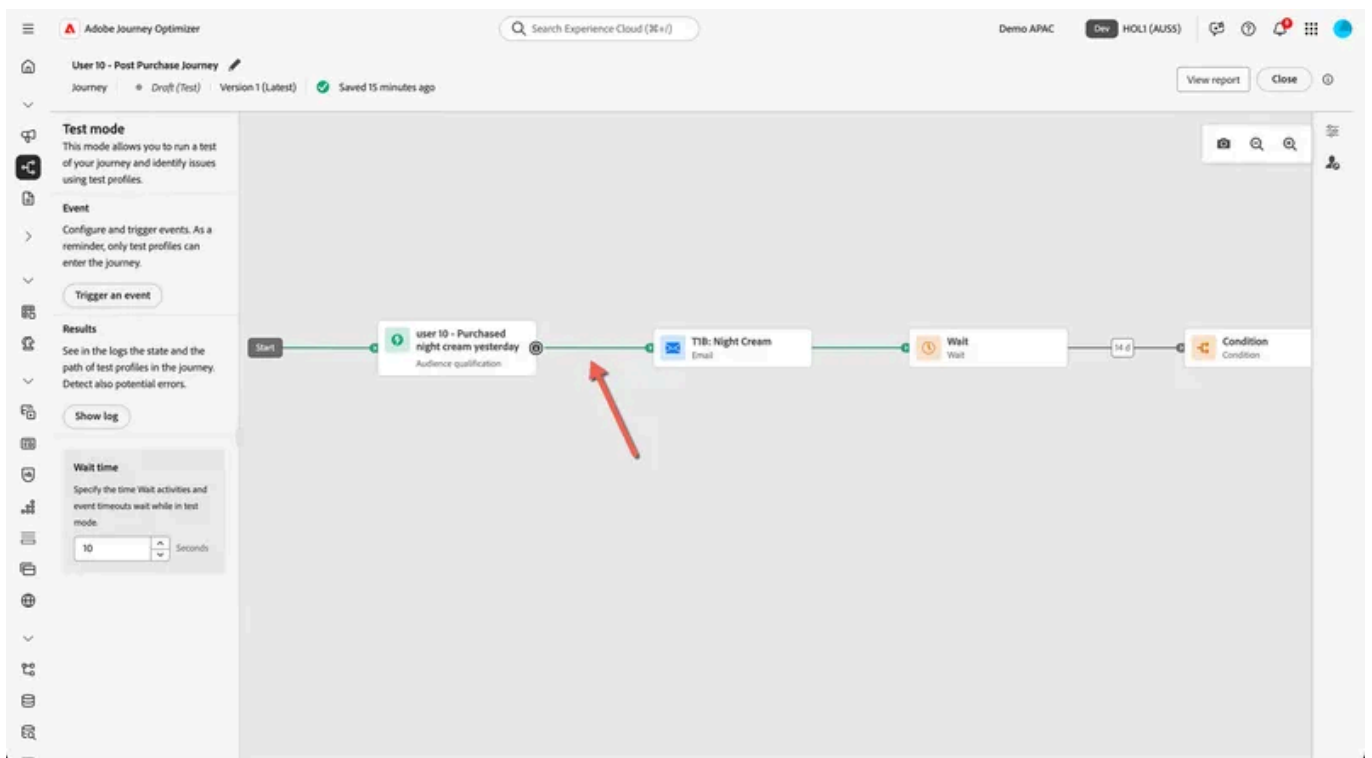
Click to **Trigger an Event**.



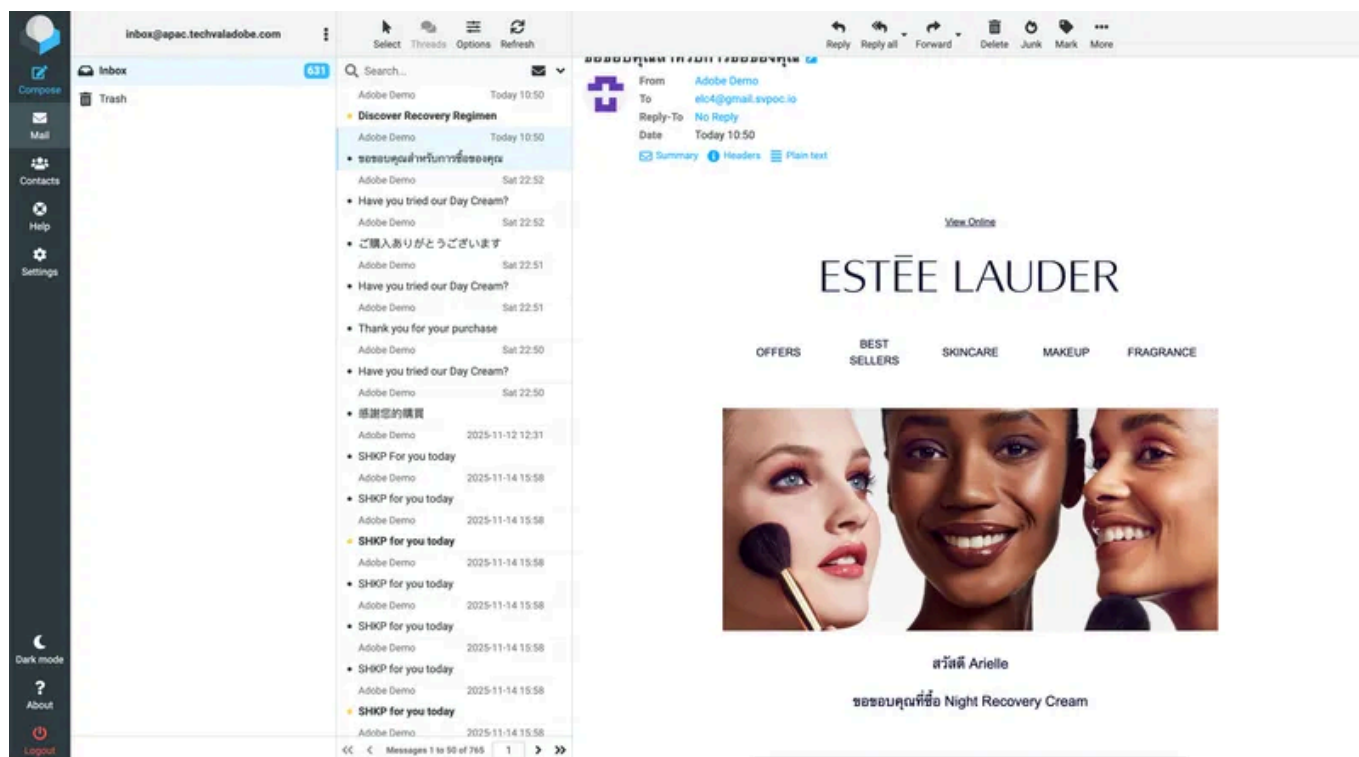
Enter the email address you saved from Lab 1 as the profile identifier.



The path that the test profile takes through the journey will turn green.



The test emails will land in our mail catcher and will be displayed on by the moderator!



Summary

Congratulations, you've successfully created a multi-step post purchase journey with cross sell based on historical purchase behaviour! You've used AI Assistant to quickly generate variations without compromising on brand integrity.

5. Lab 3 - Web InApp Message

Learning Objectives

In this exercise you will:

1. Learn how to configure a popup message to appear on the website when the profile belongs to a specific audience

Scenario

We're going to rebuild the web popup campaign that was shown the demo. The popup is shown only to profiles who are part of the **ELC - Purchased ANR twice in last year** audience.

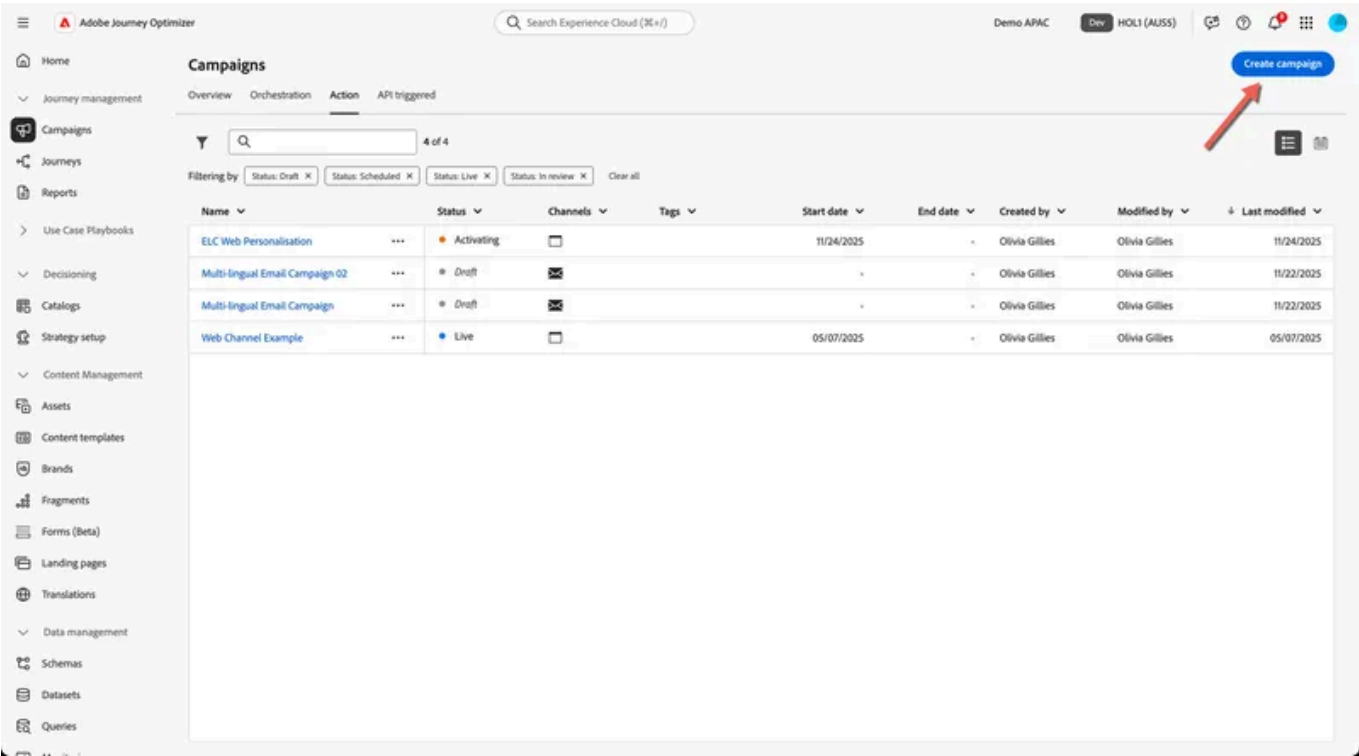
3.1 Create Web InApp Campaign

InApp messages can be configured either within the context of a journey or as their own Campaign in isolation. For this exercise we will configure it in a campaign action. From the left navigation click to **Campaigns** and select the **Action** tab. Here you can see the list of actions already configured.

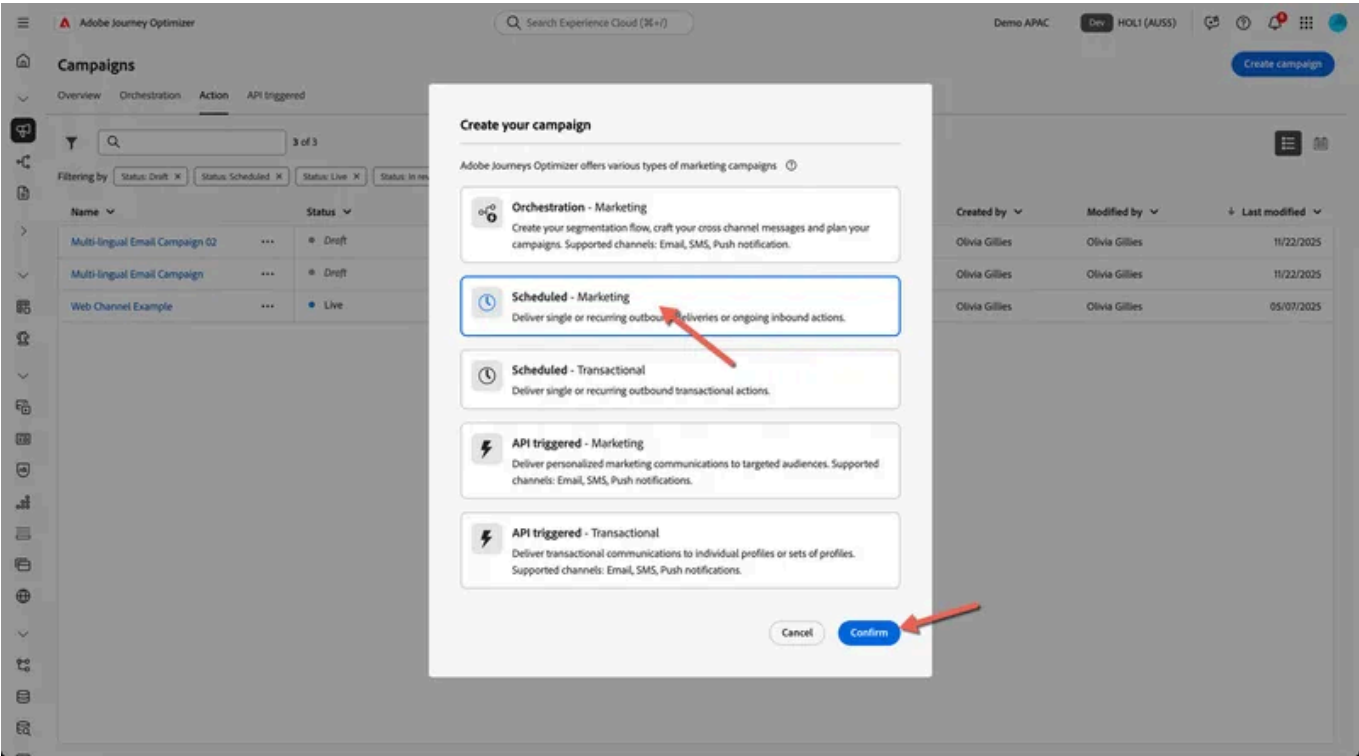
The screenshot displays the Adobe Journey Optimizer interface. On the left, the navigation menu includes 'Home', 'Journey management', 'Campaigns' (highlighted with a red arrow), 'Journeys', 'Reports', 'Use Case Playbooks', 'Decisioning', 'Catalogs', 'Strategy setup', 'Content Management', 'Assets', 'Content templates', 'Brands', 'Fragments', 'Forms (Beta)', 'Landing pages', 'Translations', 'Data management', 'Schemas', 'Datasets', and 'Queries'. The main area is titled 'Campaigns' and has tabs for 'Overview', 'Orchestration', 'Action' (selected with a red arrow), and 'API triggered'. Below the tabs, there's a search bar and a filter section showing '4 of 4' results. The filter section includes buttons for 'Status: Draft', 'Status: Scheduled', 'Status: Live', and 'Status: In review', along with a 'Clear all' button. The table below lists the following campaigns:

Name	Status	Channels	Tags	Start date	End date	Created by	Modified by	Last modified
ELC Web Personalisation	Activating			11/24/2025	-	Olivia Gillies	Olivia Gillies	11/24/2025
Multi-lingual Email Campaign 02	Draft			-	-	Olivia Gillies	Olivia Gillies	11/22/2025
Multi-lingual Email Campaign	Draft			-	-	Olivia Gillies	Olivia Gillies	11/22/2025
Web Channel Example	Live			05/07/2025	-	Olivia Gillies	Olivia Gillies	05/07/2025

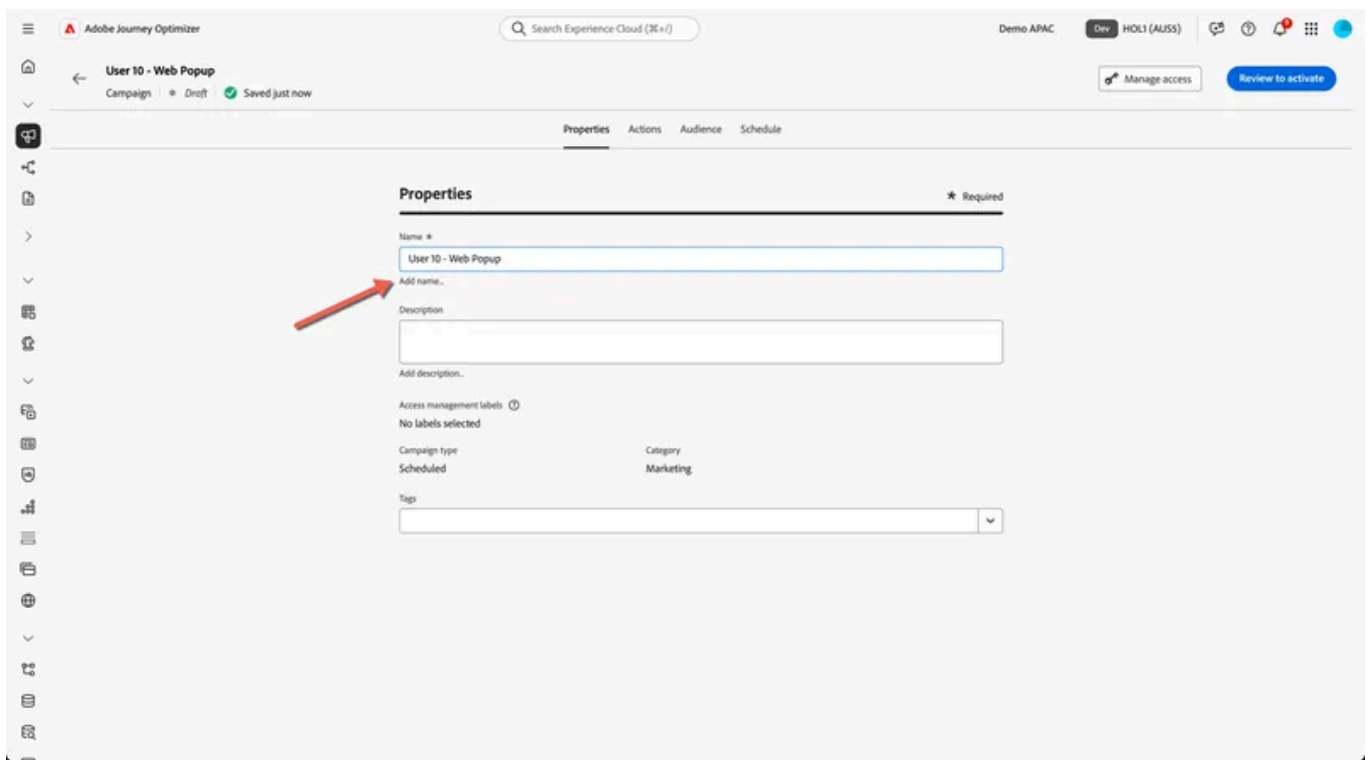
Click to **Create campaign**



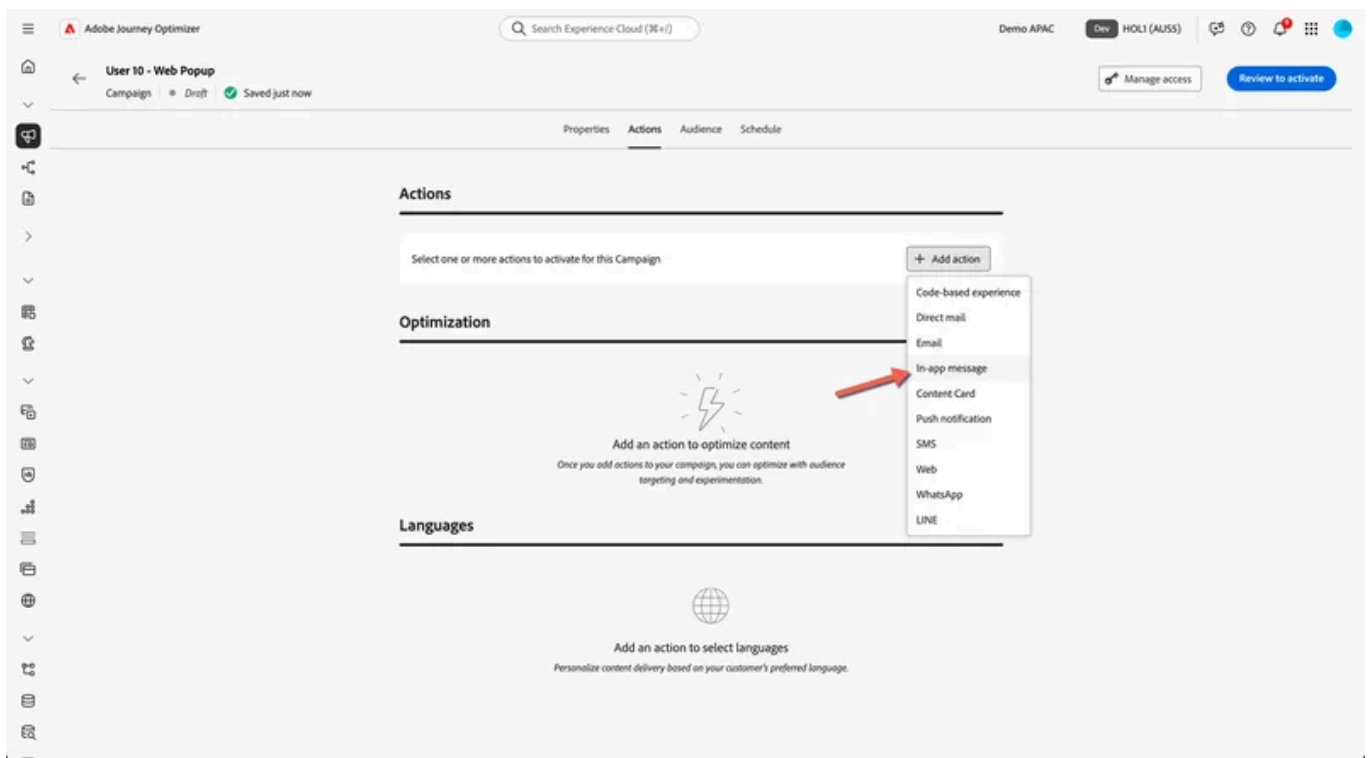
Select **Scheduled - Marketing** and click **Confirm**.



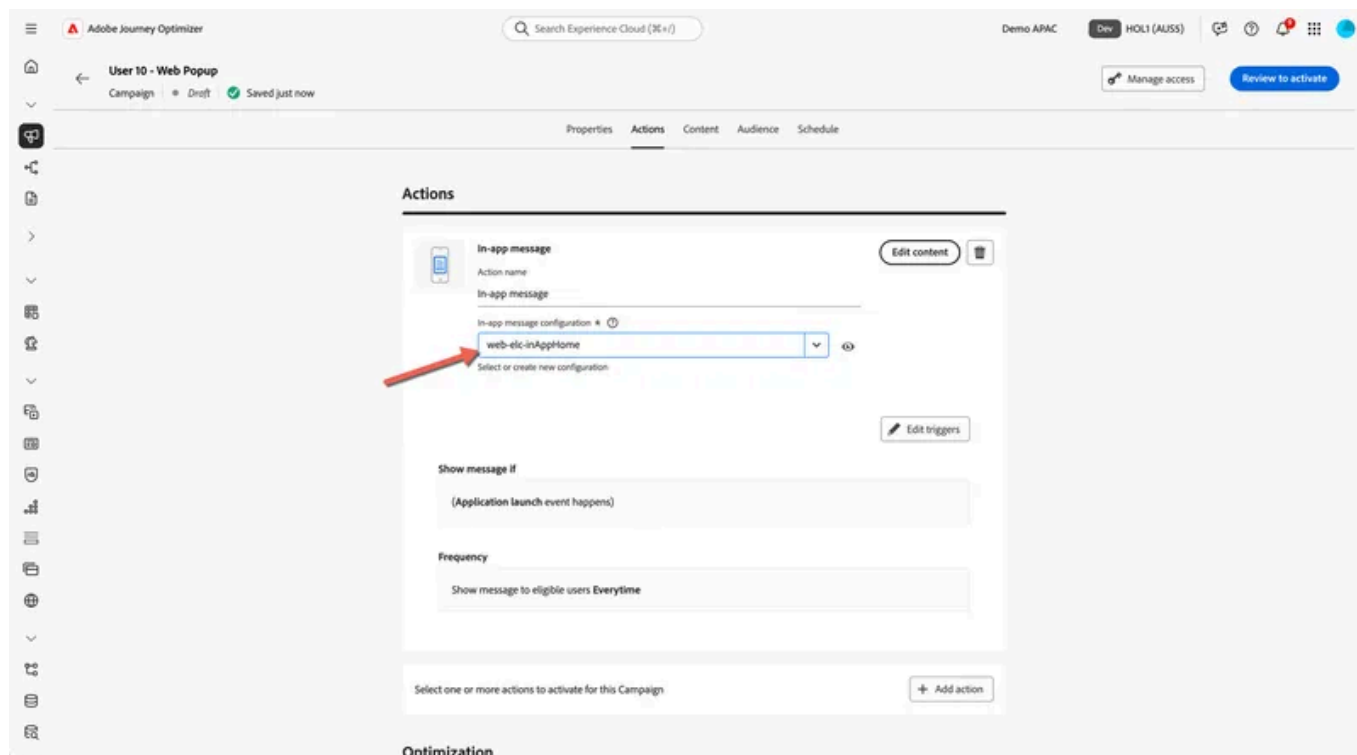
Give your action a unique name something like **<your name or lab number> Web Popup**.



Move to the **Actions** tab and click to add a **In-app message** action.



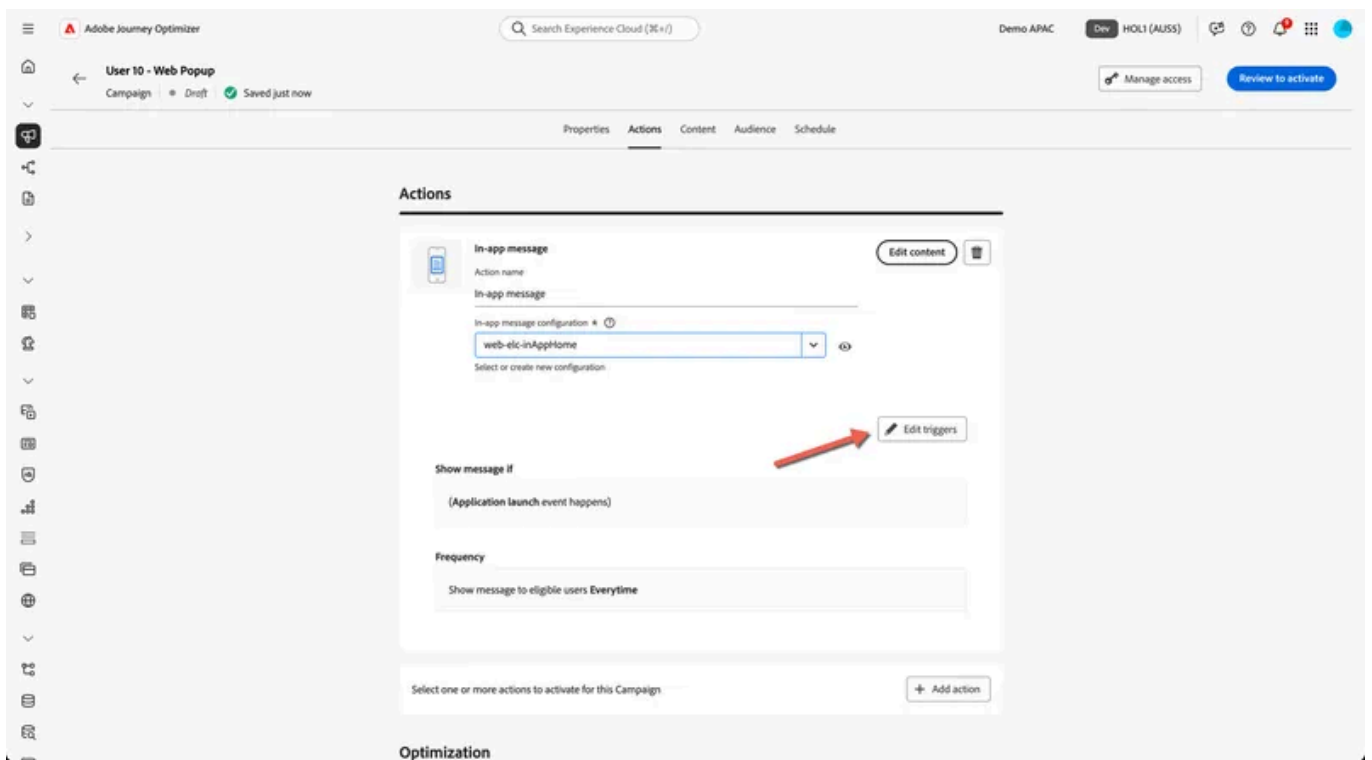
Select the web-elc-inAppHome configuration. The In-app message configuration controls where on a website (or which mobile app) the experience will be placed. This configuration is set to display on the home page of the Australian Estée Lauder website.



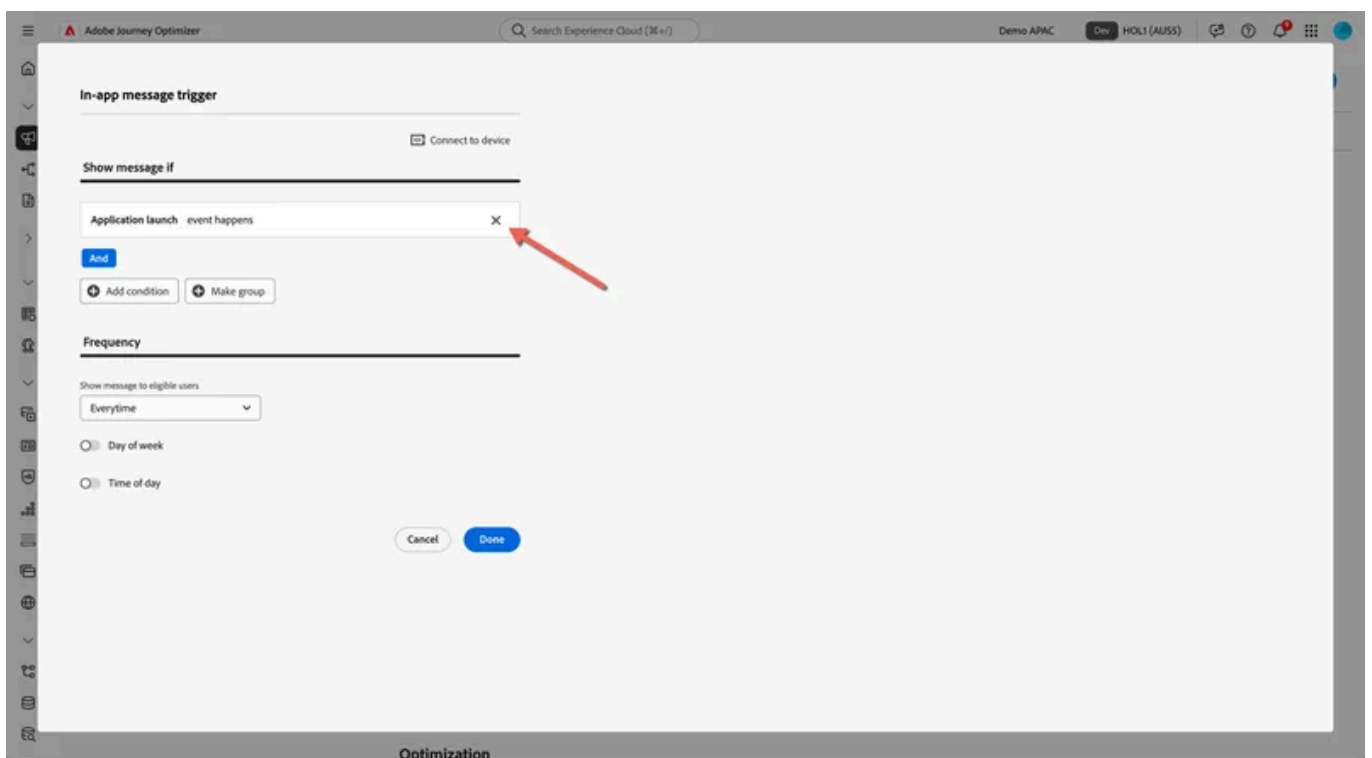
You can view the configuration details by clicking the eye icon to the right of the drop down. It will show you what has been configured by administrator.



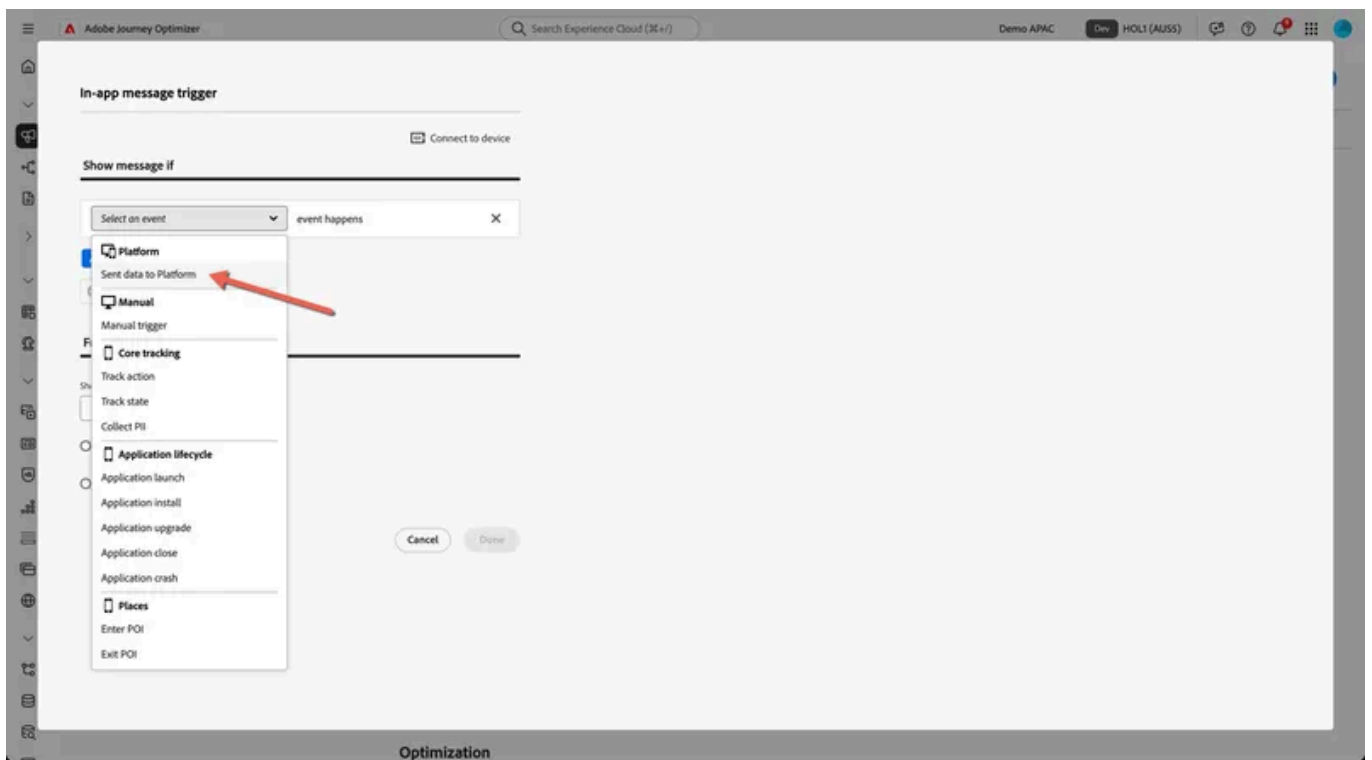
Next we need to configure what action on the website will trigger the popup to appear. Click to **Edit triggers**.



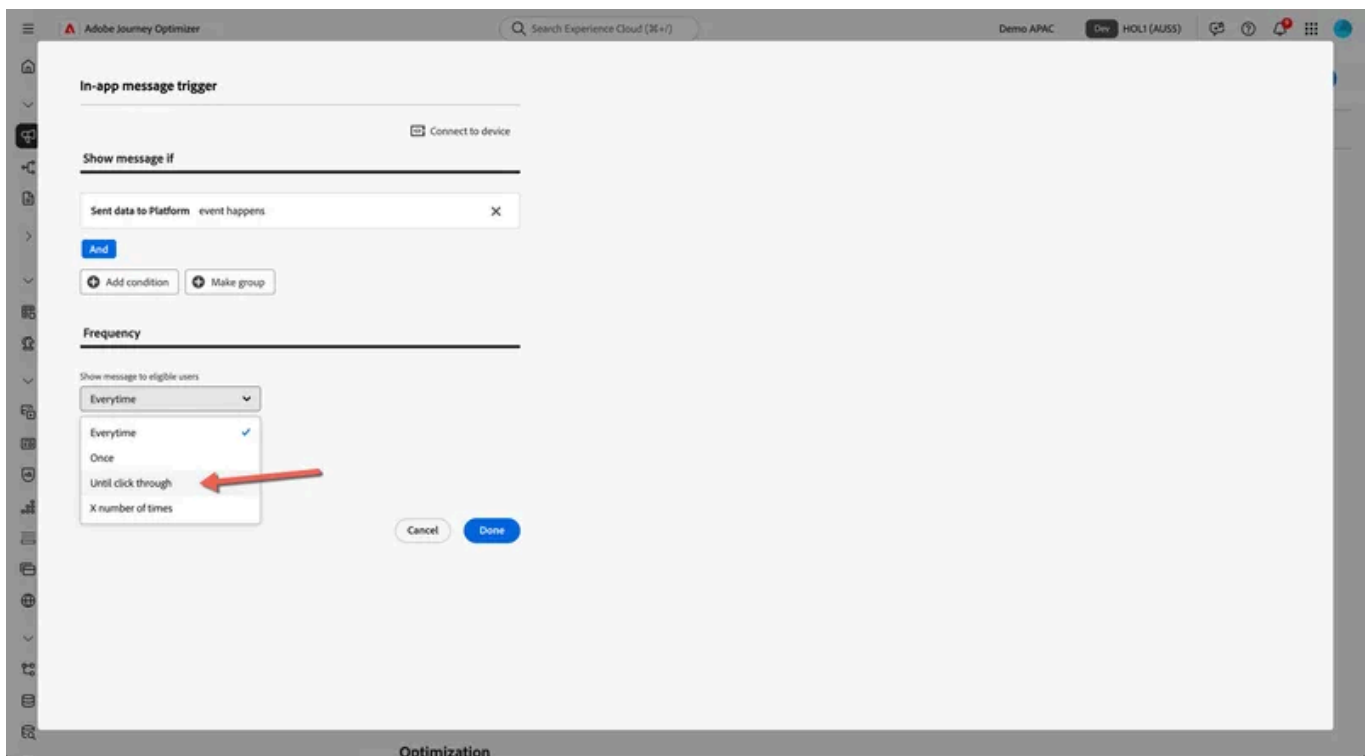
Remove the default **Application Launch** trigger by clicking the x - this would be applicable to mobile app in app messages only.



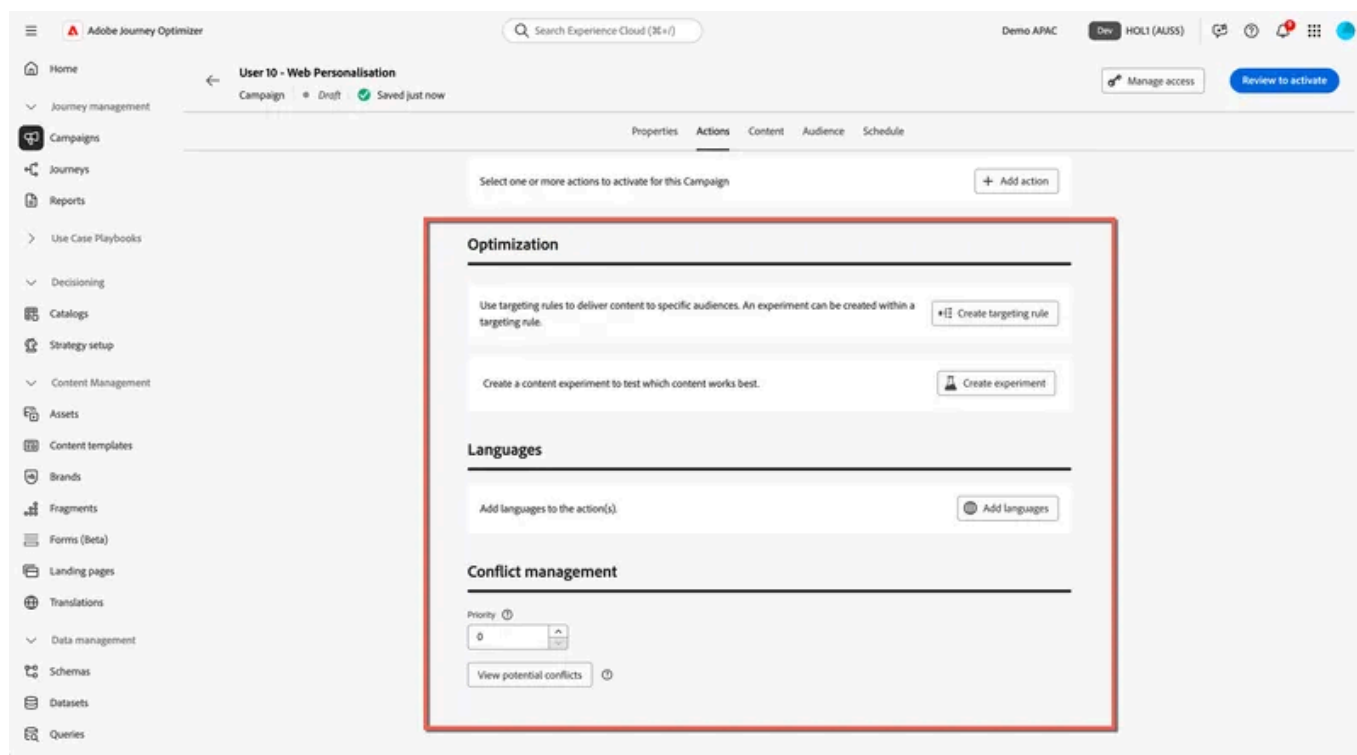
Replace the trigger with **Sent data to Platform**. This trigger is applicable to both web and mobile in-app messages.



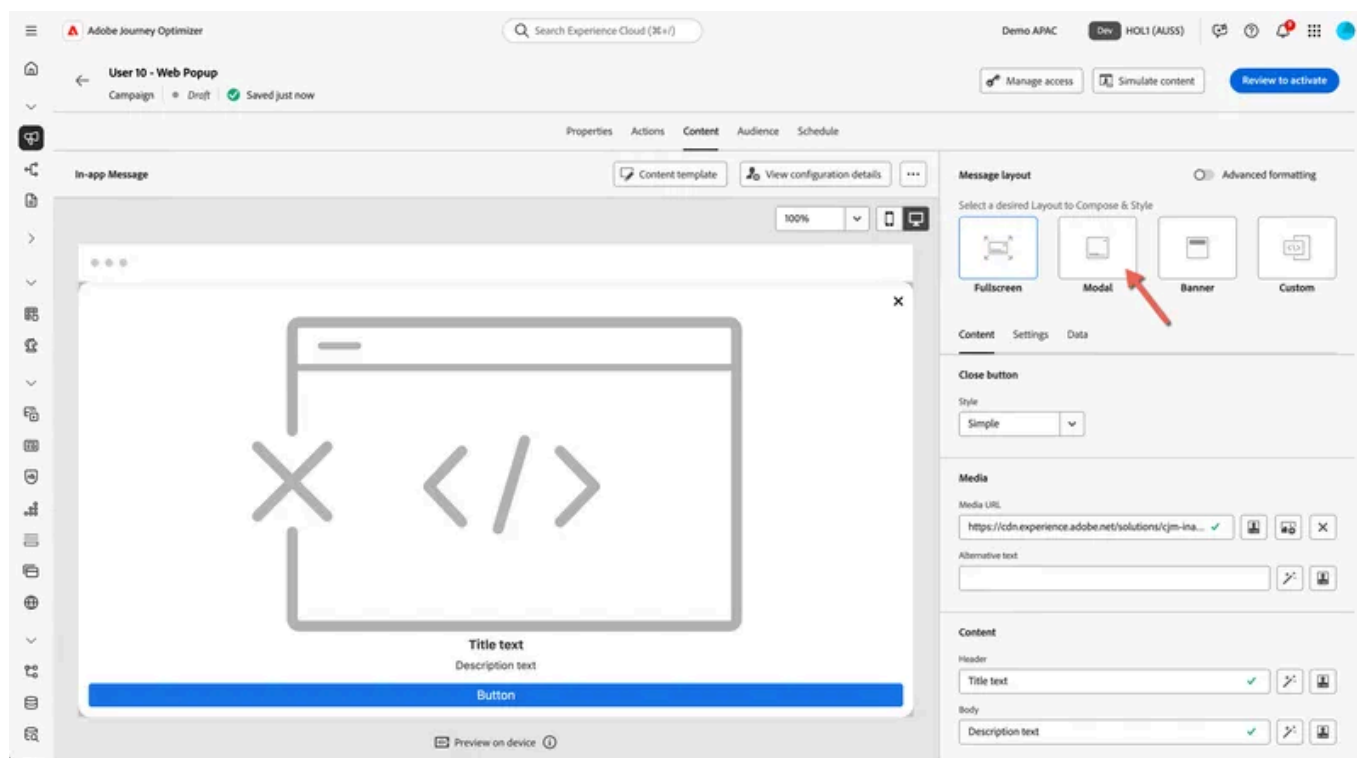
Update the frequency rule to show the message to eligible users **until click through**, that way the message will appear whenever they return to the home page until they click on the call to action.



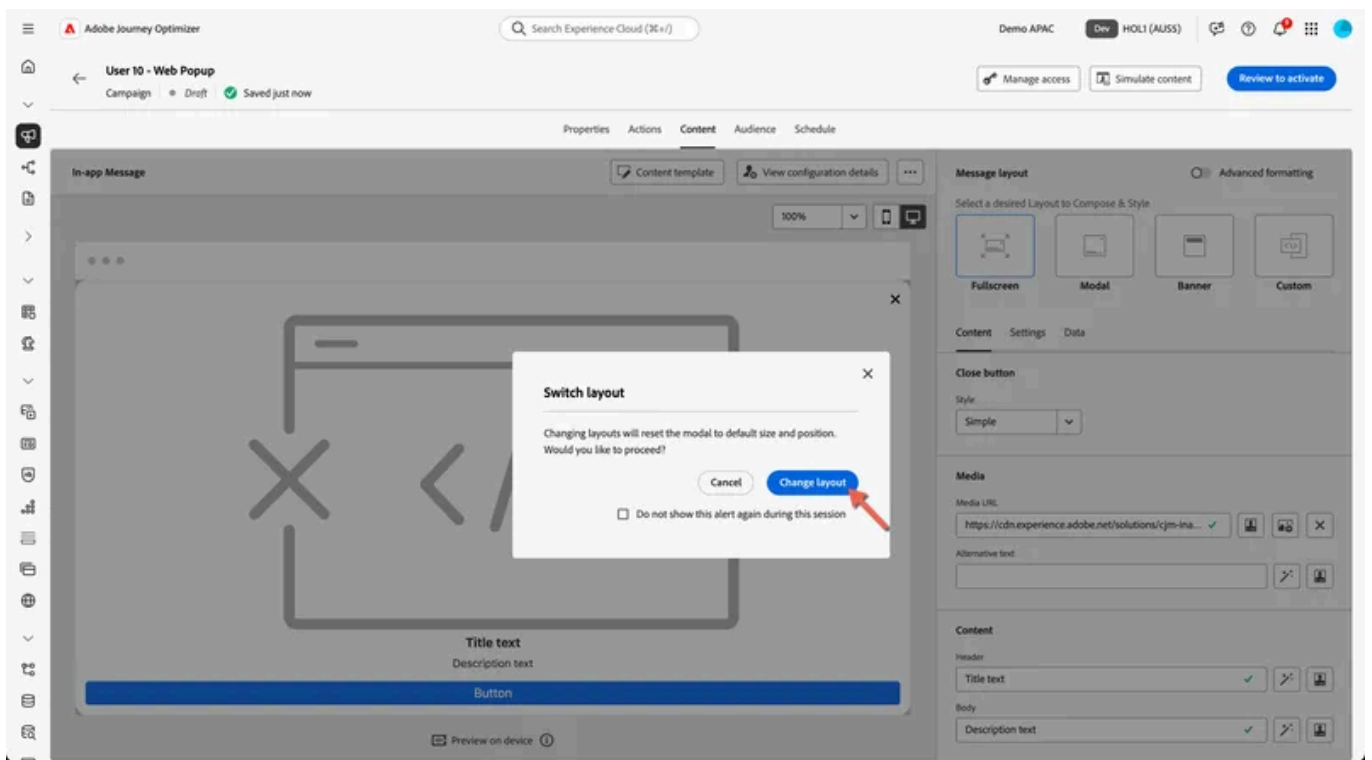
Just like the emails we configured in the journey, you can add experimentation or multi-lingual translations to a campaign as well. The conflict management controls which experience will get priority if multiple campaigns are targeting the same profile on the same page at the same time.



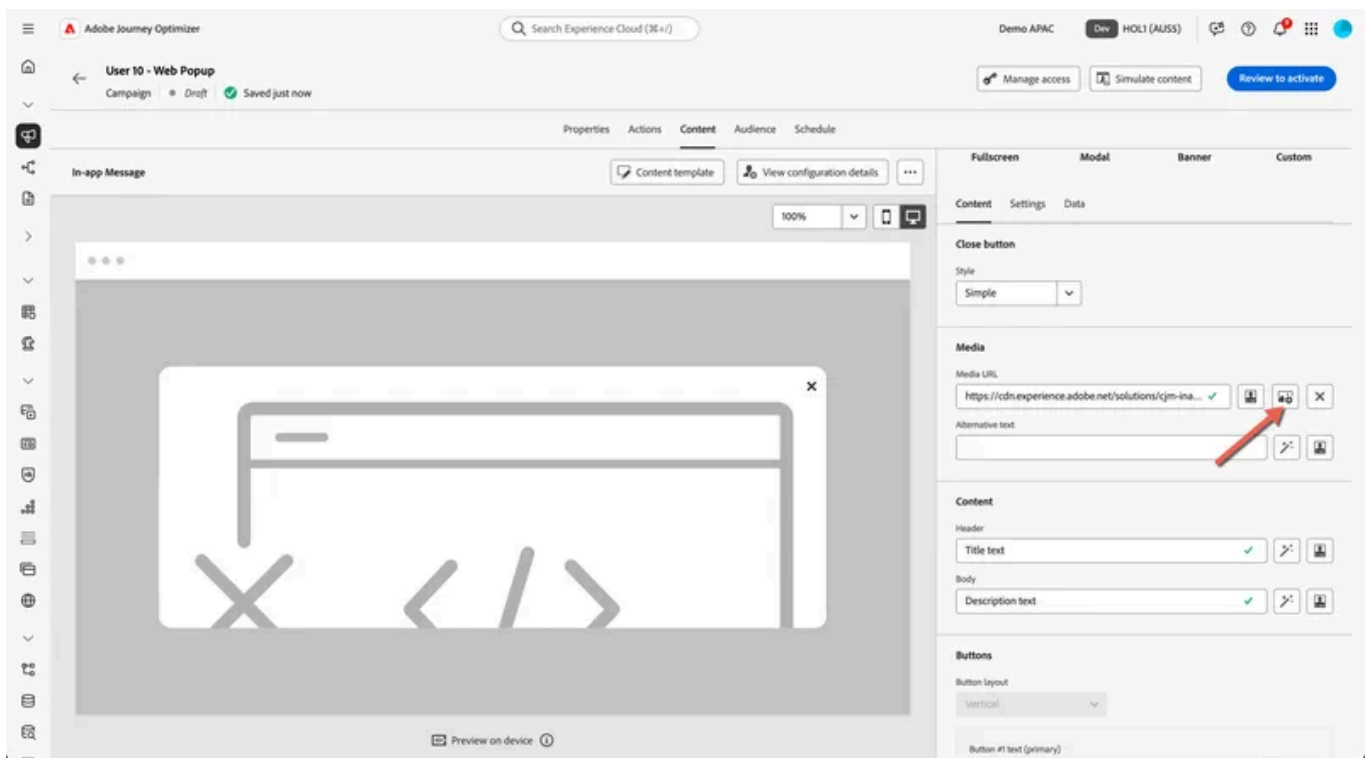
For this exercise we will ignore this and move straight onto the **Content** tab. Multiple message layouts are supported, click to select a **Modal** layout for a center positioned popup.



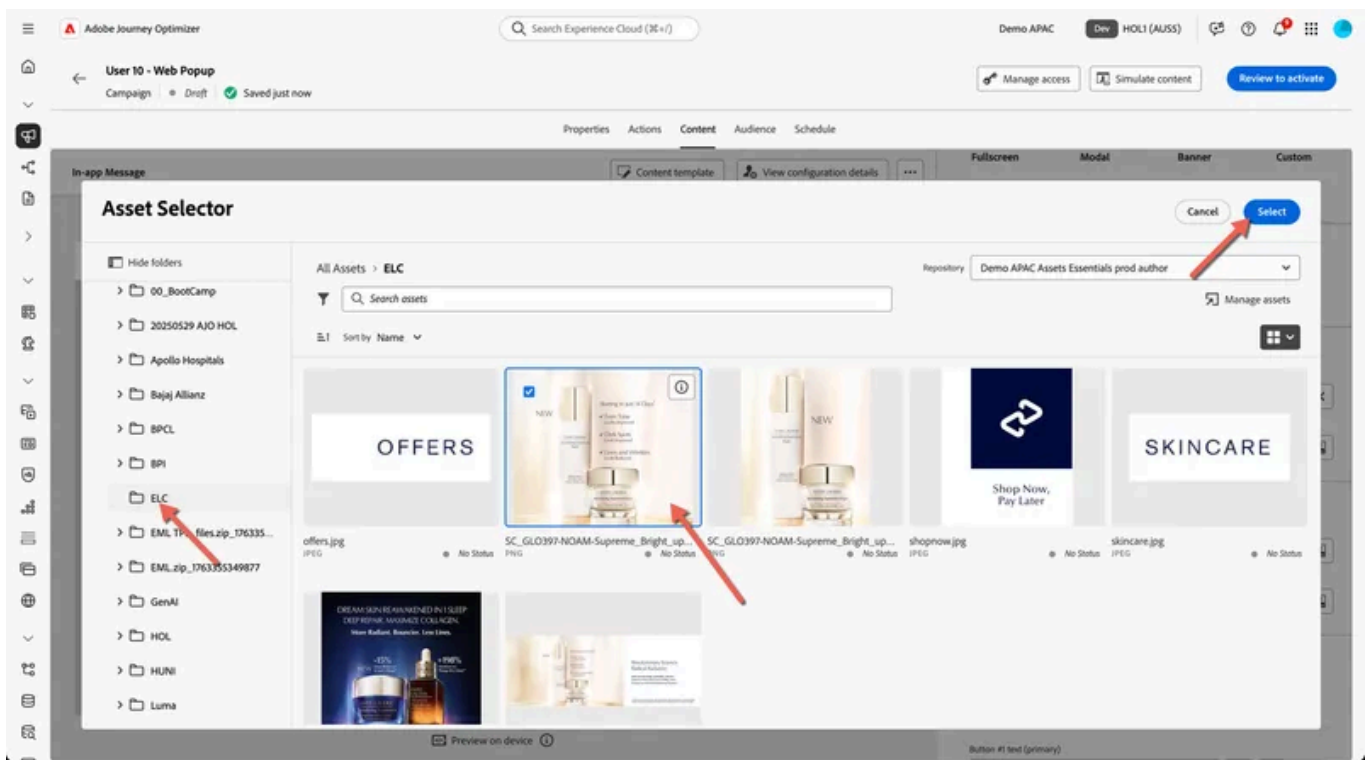
Click to confirm the **change of layout**.



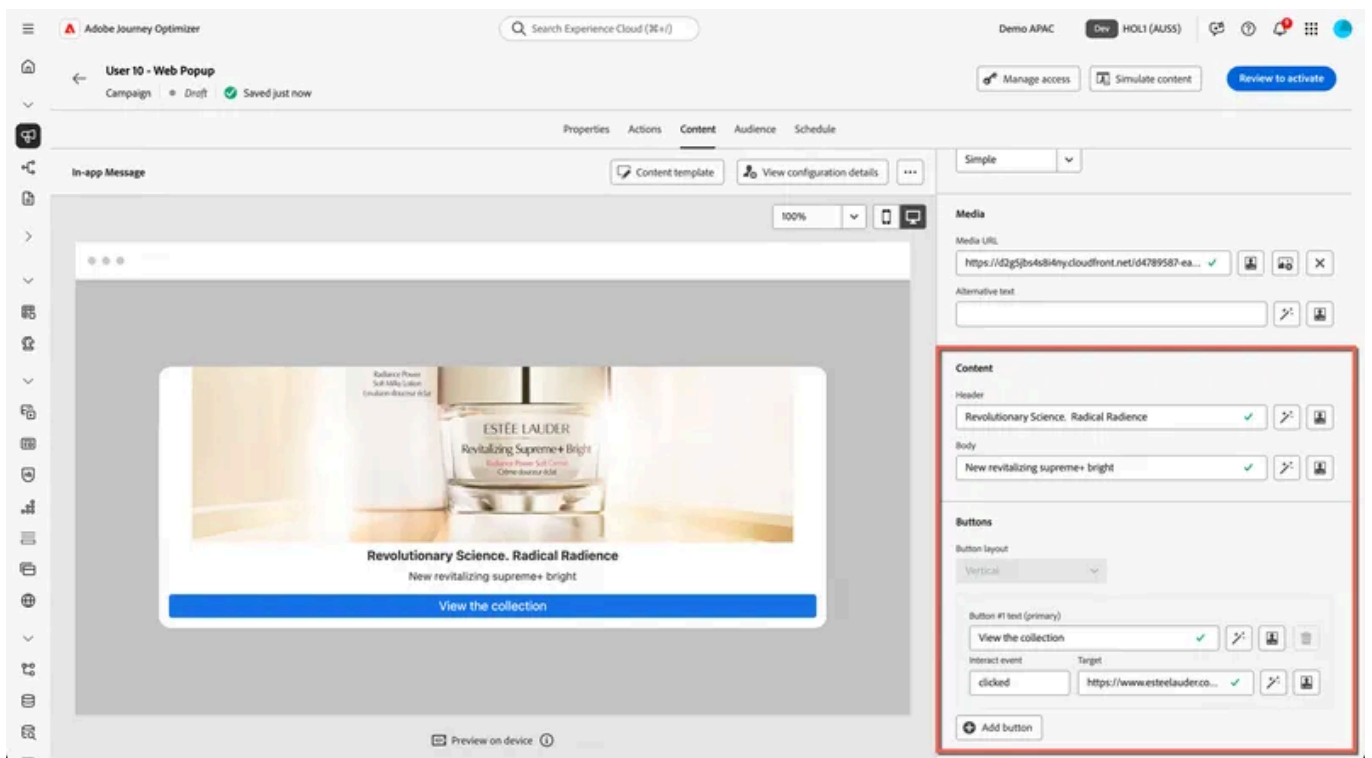
Click to change the media asset.



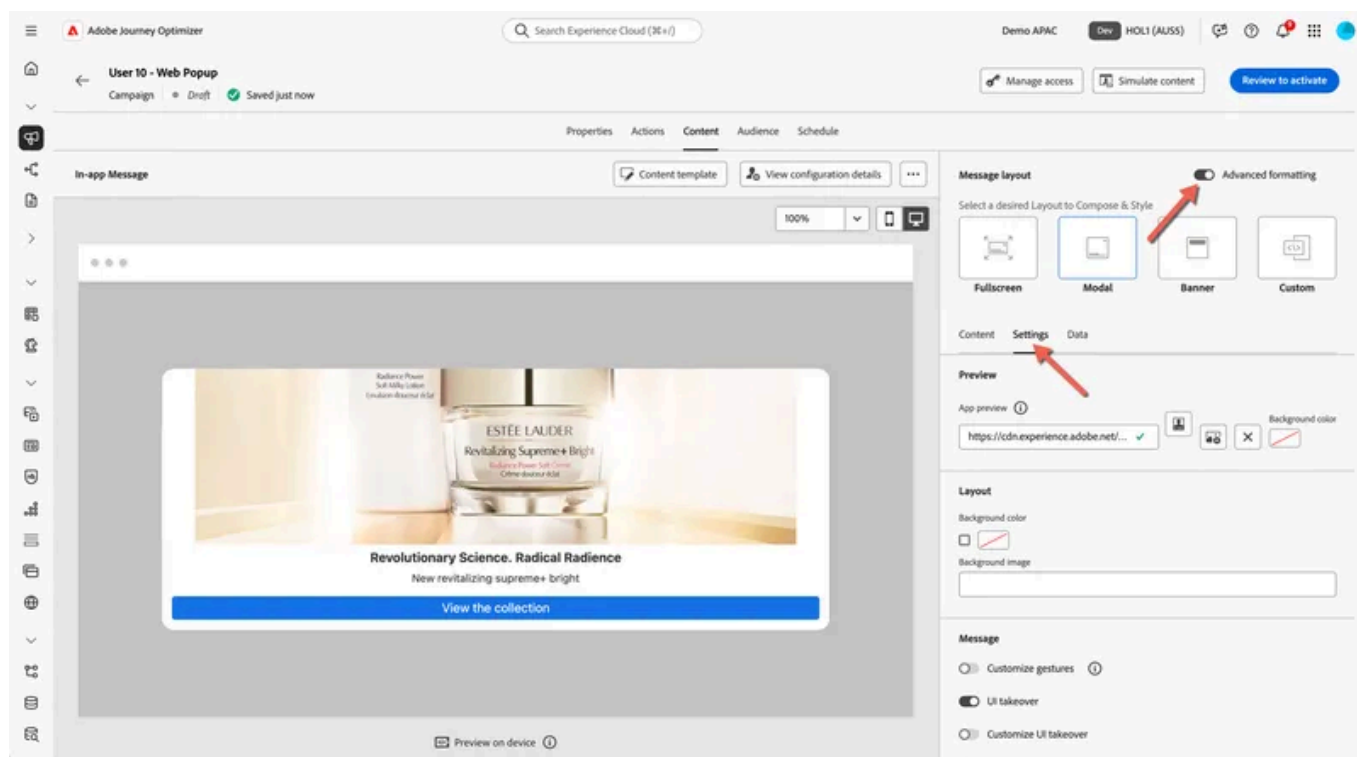
From the Asset Selector pick an asset from the DAM in the ELC folder to add to your popup.



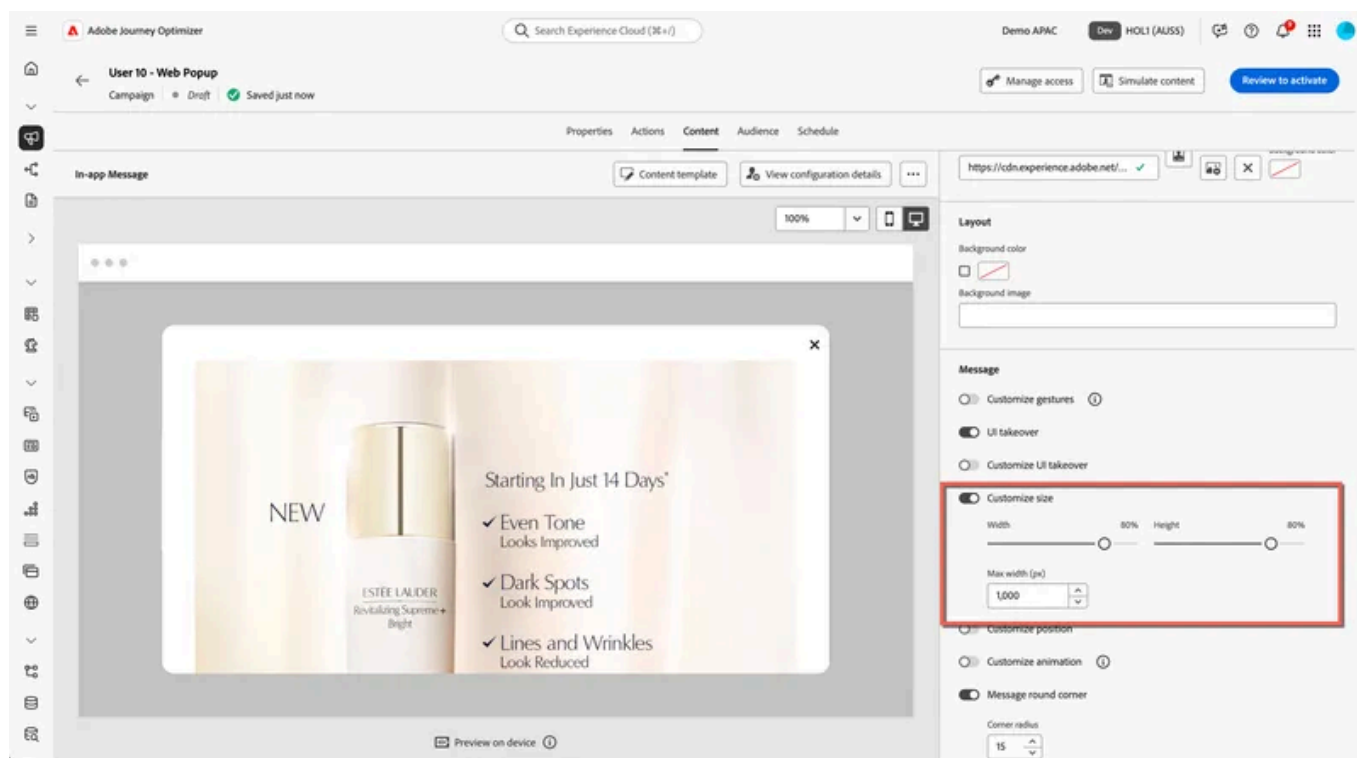
Update the **Content** to have a meaningful **Header**, **Body**, **Button Text** and **Target URL**



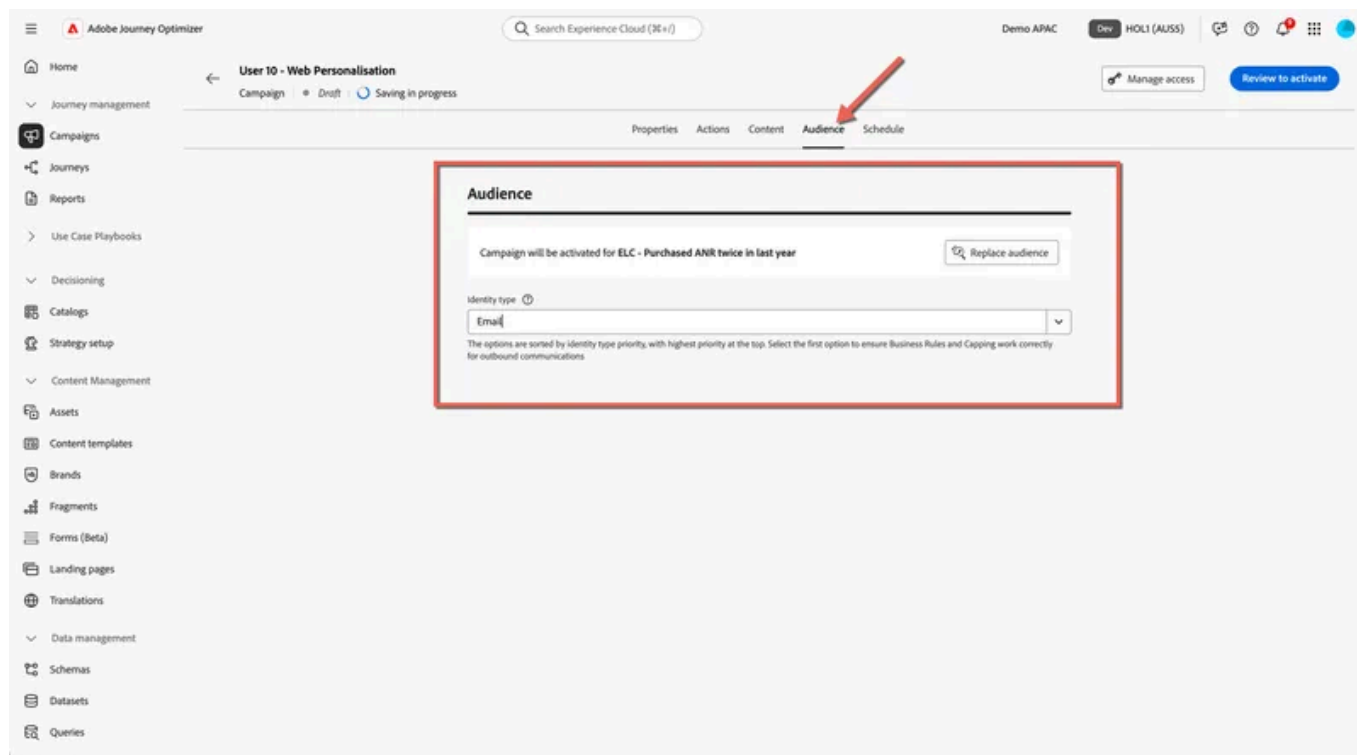
Switch on **Advanced formatting** and switch to the **Settings** tab to modify some of the styling.



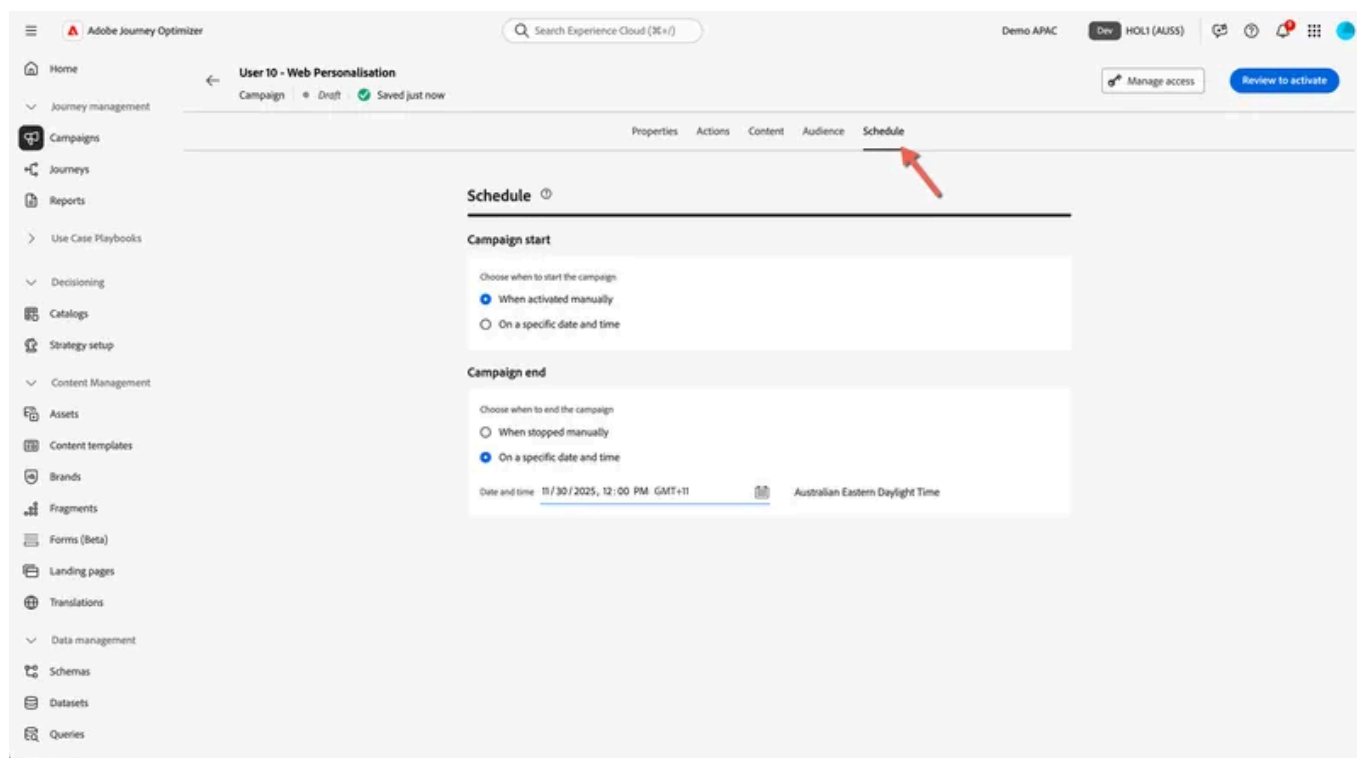
Scroll down to the Message settings and toggle on the **Customize size**. Change the **height** to **80%** and add a **Max Width** of **1000px**. This will ensure the message doesn't get too large when viewing the website on a big screen.



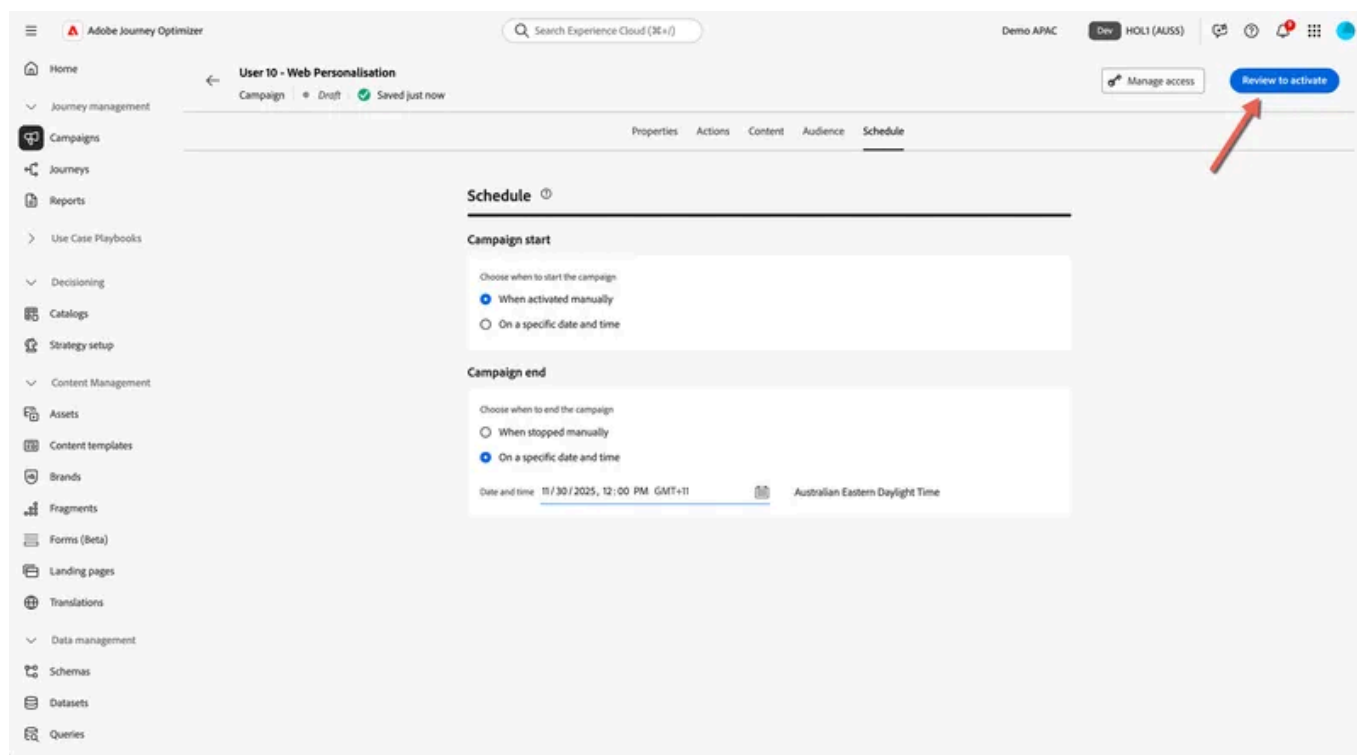
Move now to the **Audience** tab to control who will see this banner. Change the audience to the complex audience we reviewed earlier: **ELC - Purchased ANR twice in last year**.



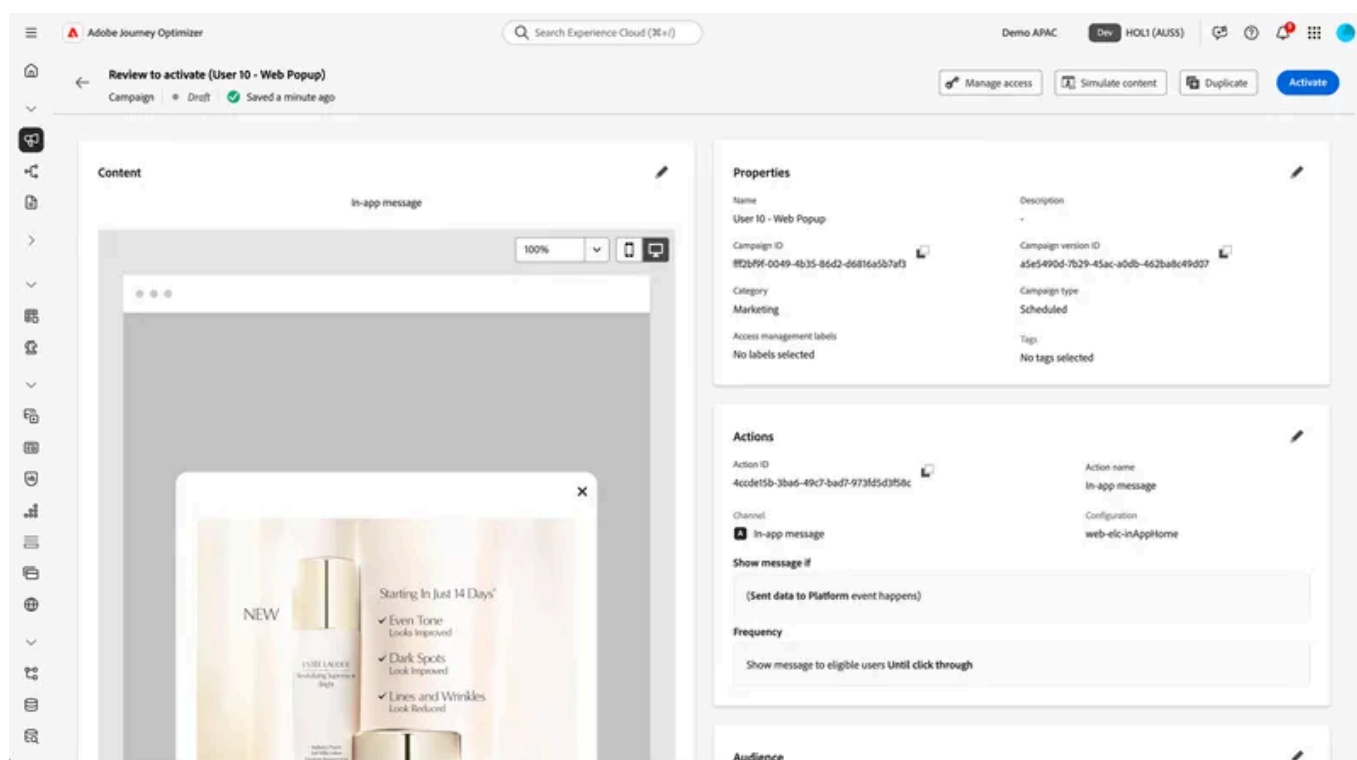
Lastly you can define a schedule for your campaign to control when it will be available.



Click **Review to activate**.



Here you can review your campaign settings and check everything before setting the campaign to be active.



Summary

Congratulations, you've successfully created a personalized web in app message campaign.

6. Bonus - Web Channel

Learning Objectives

In this exercise you will:

1. Learn how to configure a personalized web banner

Scenario

During the demo you saw the banner update on the skincare category page once the customer authenticated. This banner was injected using Adobe Journey Optimizers web channel and visual editor. Follow this exercise to either create a new web campaign or add an additional action to the campaign you built in Lab 3.

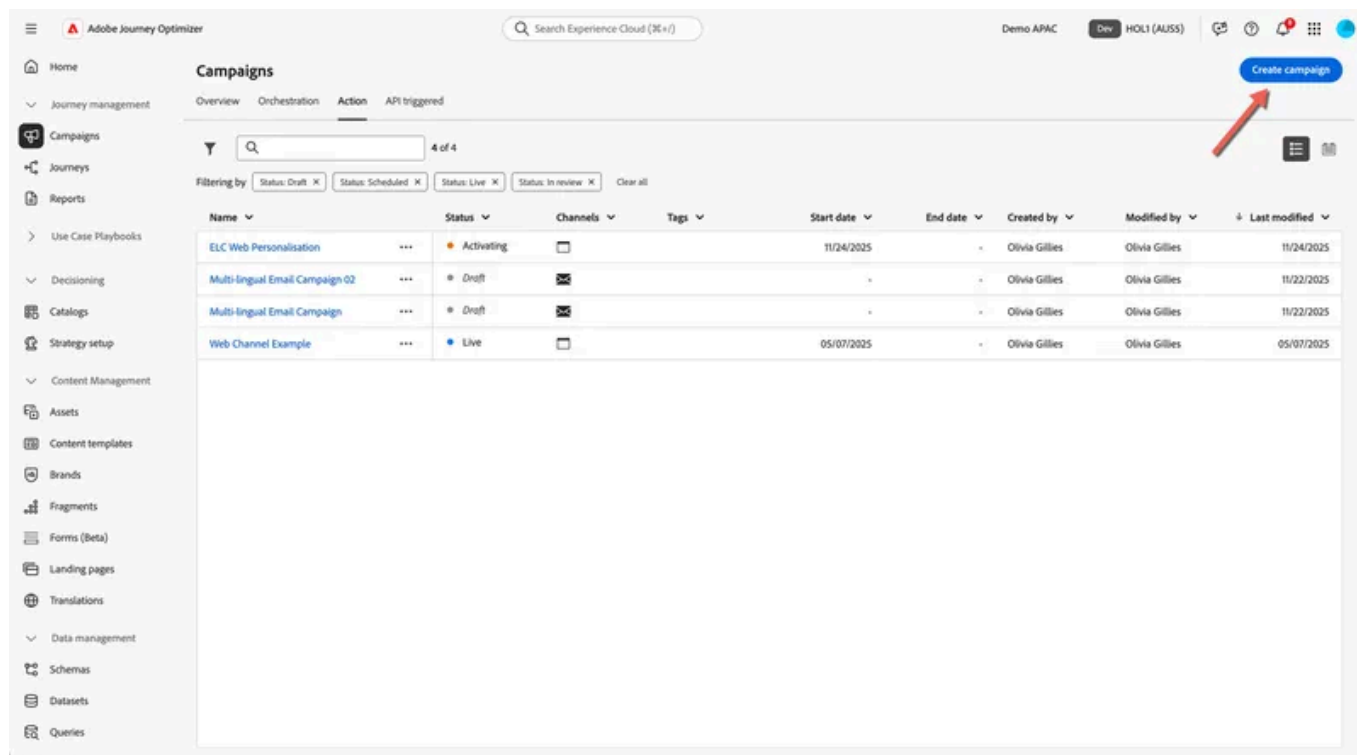
3.1 Create Web Campaign

Web personalisation can be configured either within the context of a journey or as it's own Campaign in isolation. For this exercise we will configure it in a campaign action. From the left navigation click to **Campaigns** and select the **Action** tab. Here you can see the list of actions already configured.

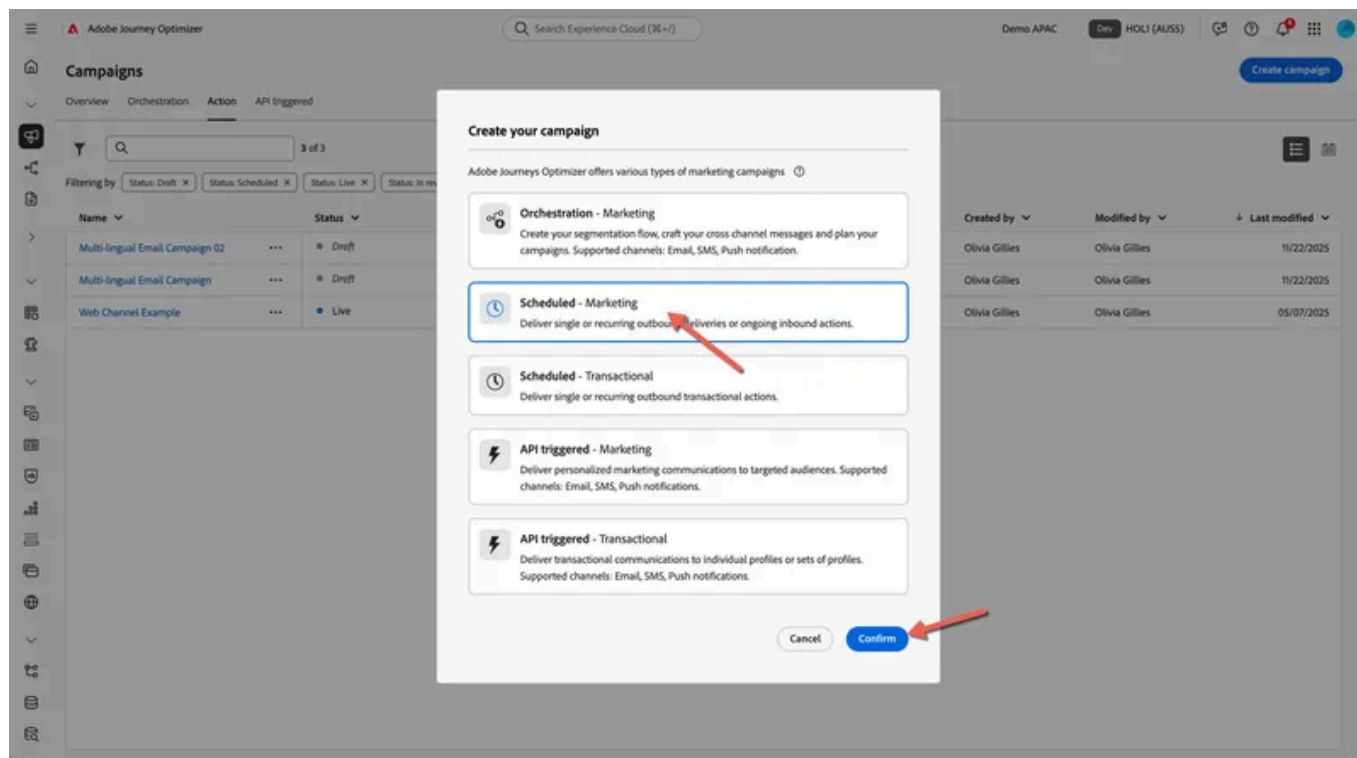
The screenshot shows the Adobe Journey Optimizer interface. On the left, the navigation menu has 'Campaigns' highlighted with a red arrow. The main area is titled 'Campaigns' and has tabs for 'Overview', 'Orchestration', 'Action' (selected with a red arrow), and 'API triggered'. Below the tabs, there's a search bar and a filter section showing '4 of 4' results. The filter section includes buttons for 'Status: Draft', 'Status: Scheduled', 'Status: Live', and 'Status: In review'. The main table lists four campaigns:

Name	Status	Channels	Tags	Start date	End date	Created by	Modified by	Last modified
ELC Web Personalisation	Activating			11/24/2025	-	Olivia Gillies	Olivia Gillies	11/24/2025
Multi-lingual Email Campaign 02	Draft			-	-	Olivia Gillies	Olivia Gillies	11/22/2025
Multi-lingual Email Campaign	Draft			-	-	Olivia Gillies	Olivia Gillies	11/22/2025
Web Channel Example	Live			05/07/2025	-	Olivia Gillies	Olivia Gillies	05/07/2025

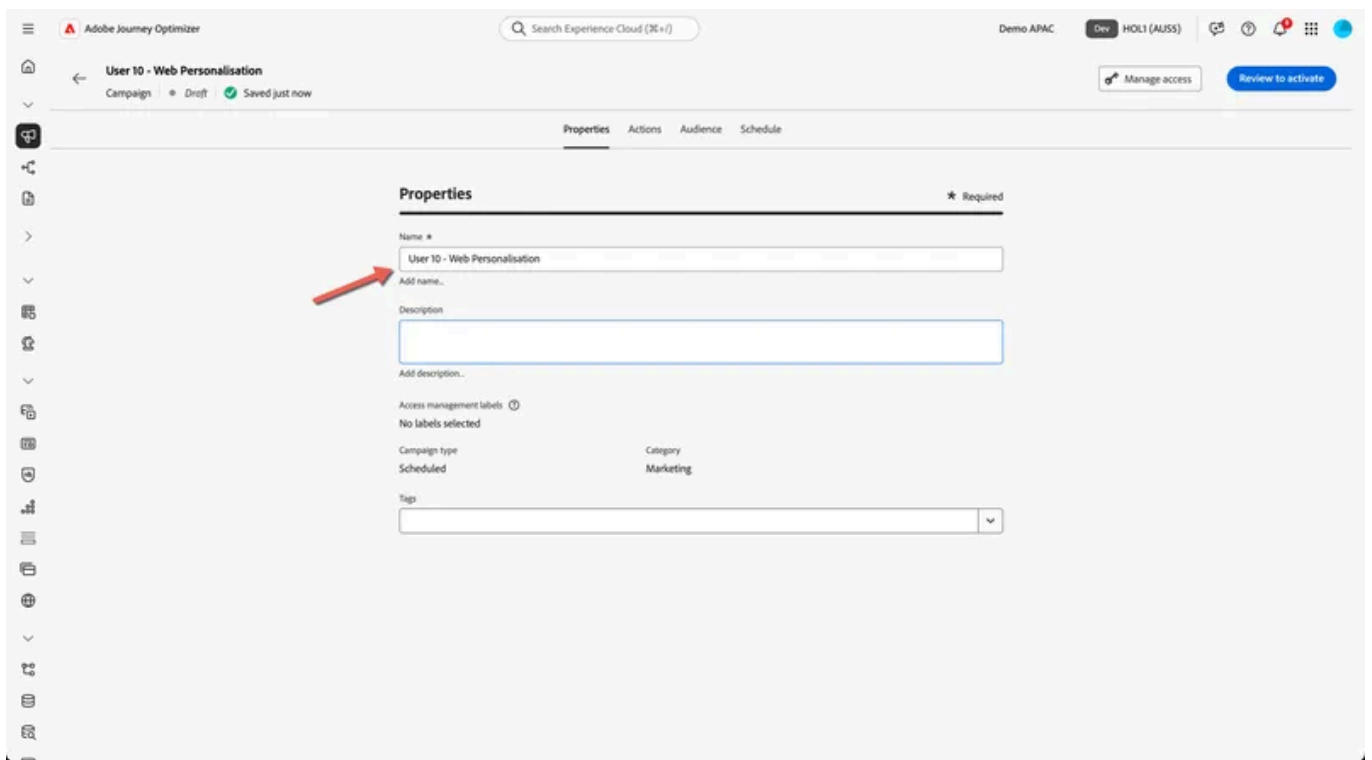
Click to **Create campaign**



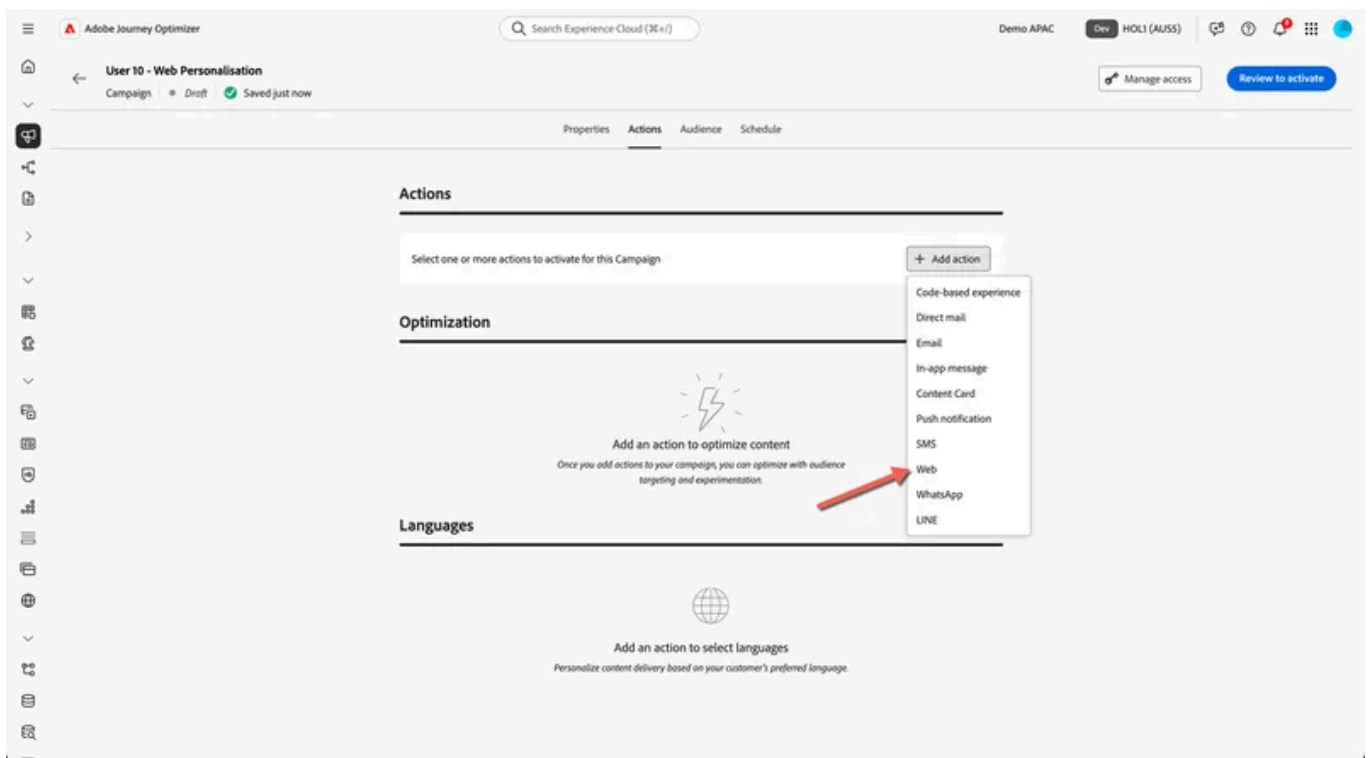
Select **Scheduled - Marketing** and click **Confirm**.



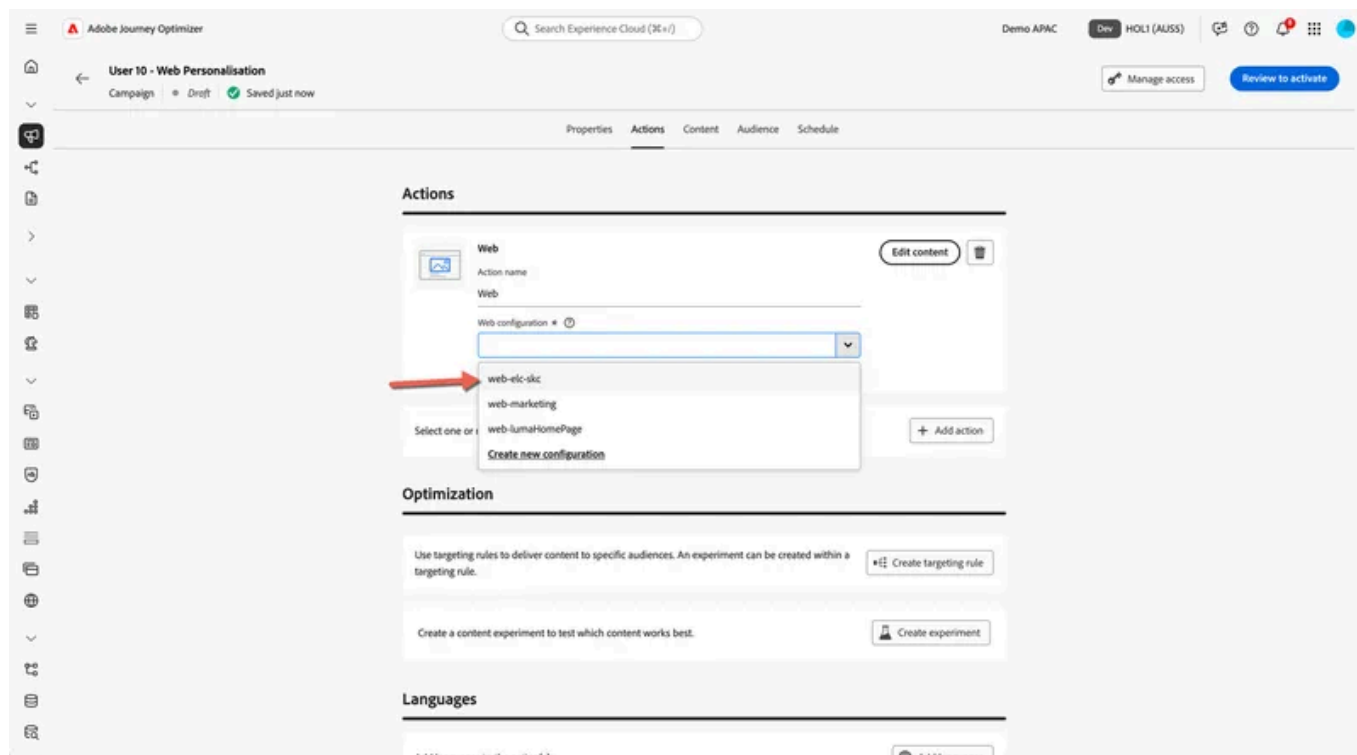
Give your action a unique name something like **<your name or lab number> Web Personalisation**.



Move to the **Actions** tab and click to add a **Web** action.



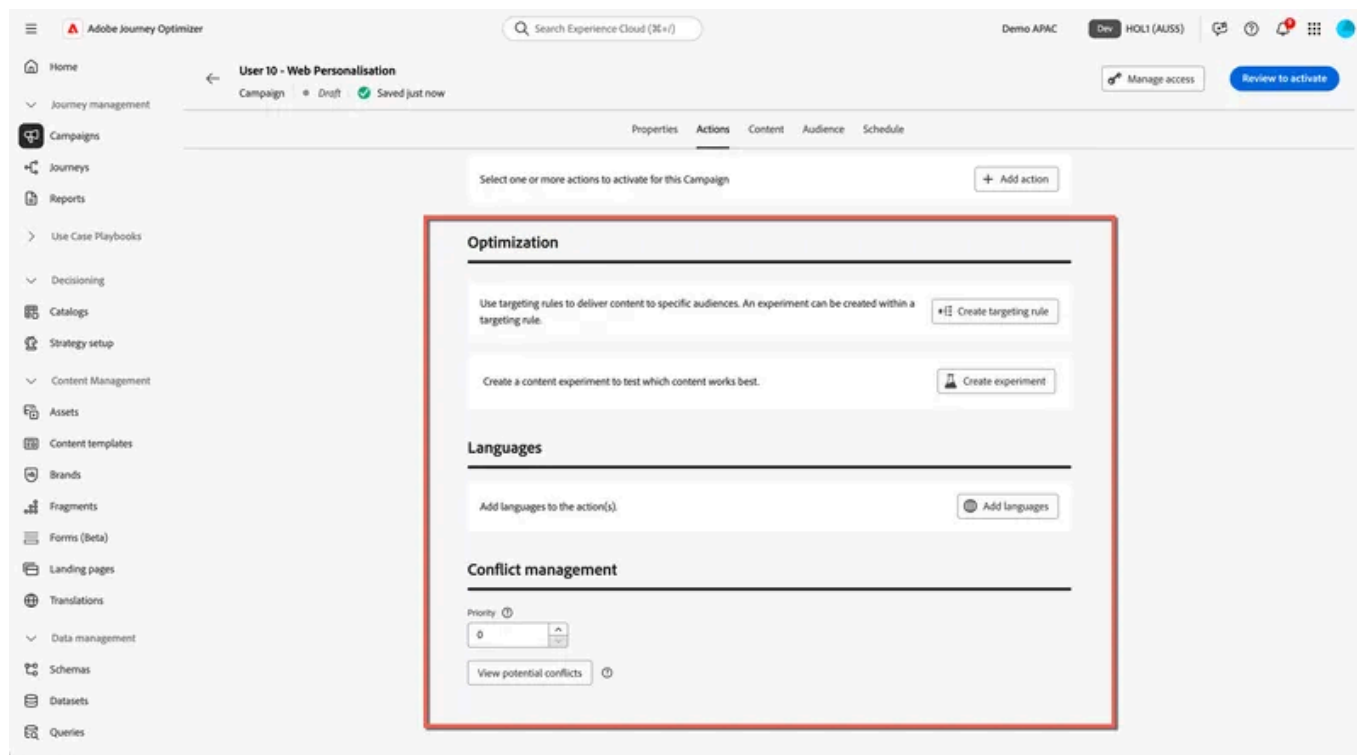
Select the web-elc-skf web configuration. The web configuration controls where on the website the experience will be updated. This configuration is set to display on the skincare product category page.



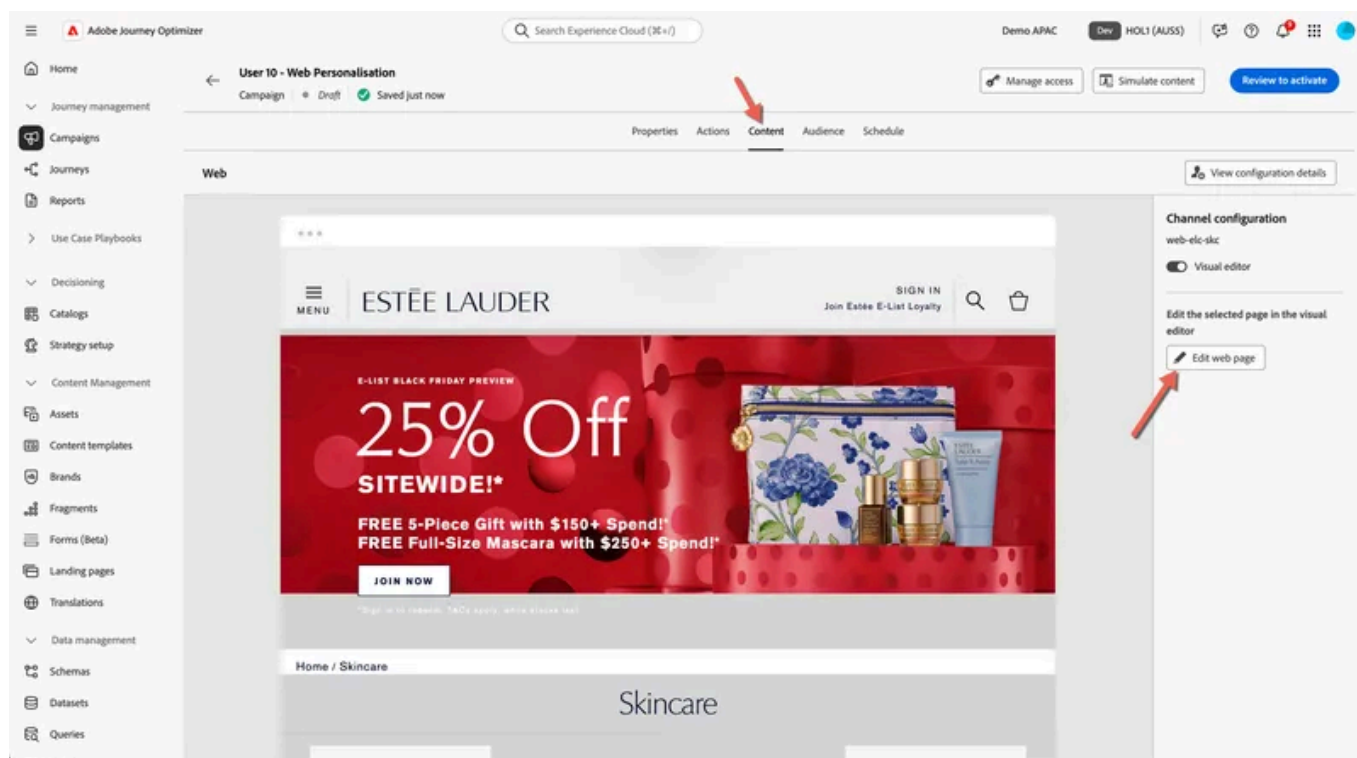
You can view the configuration details by clicking the eye icon to the right of the drop down. It will show you what has been configured by administrator.



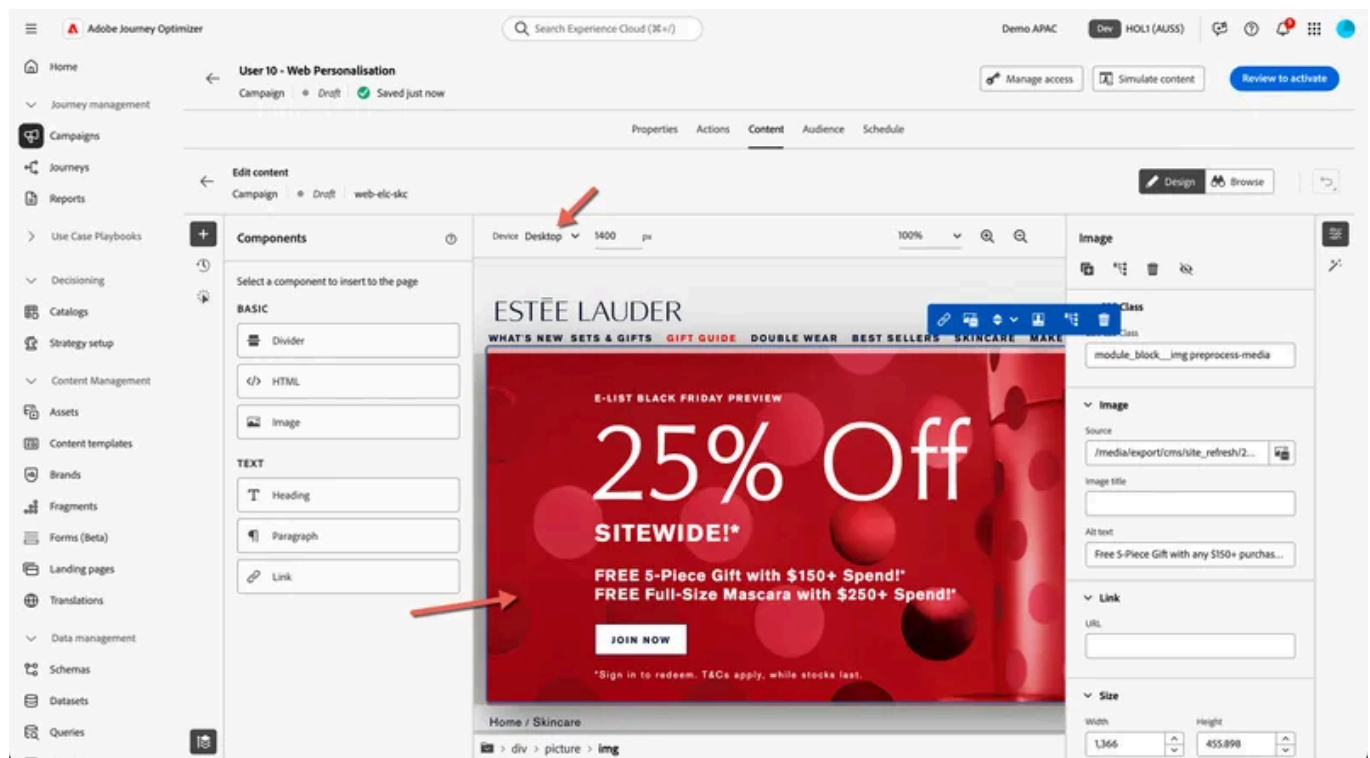
Just like the emails we configured in the journey, you can add experimentation or multi-lingual translations to a campaign as well. The conflict management controls which experience will get priority if multiple campaigns are targeting the same profile on the same page at the same time.



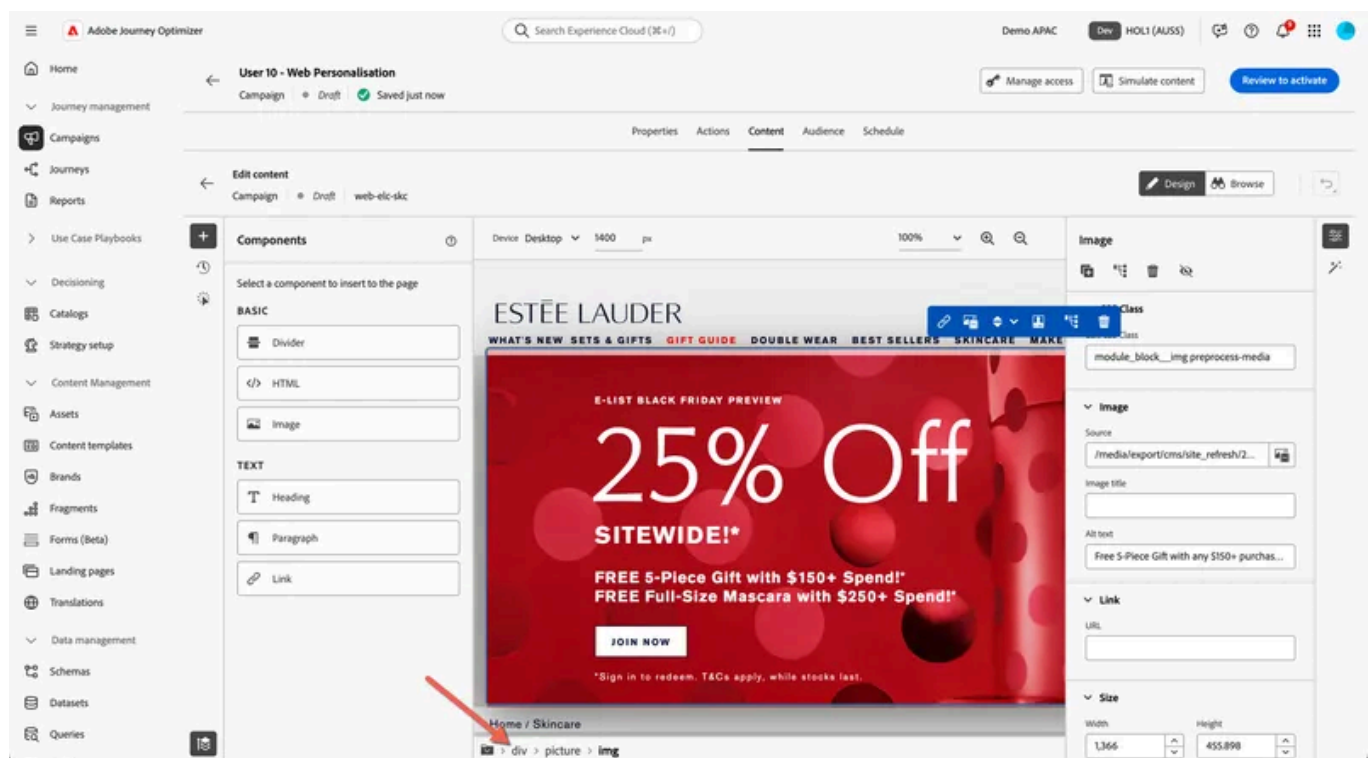
For this exercise we will ignore this and move straight onto the **Content** tab. You'll see a preview of the page we're going to update. Click to **Edit Web Page**.



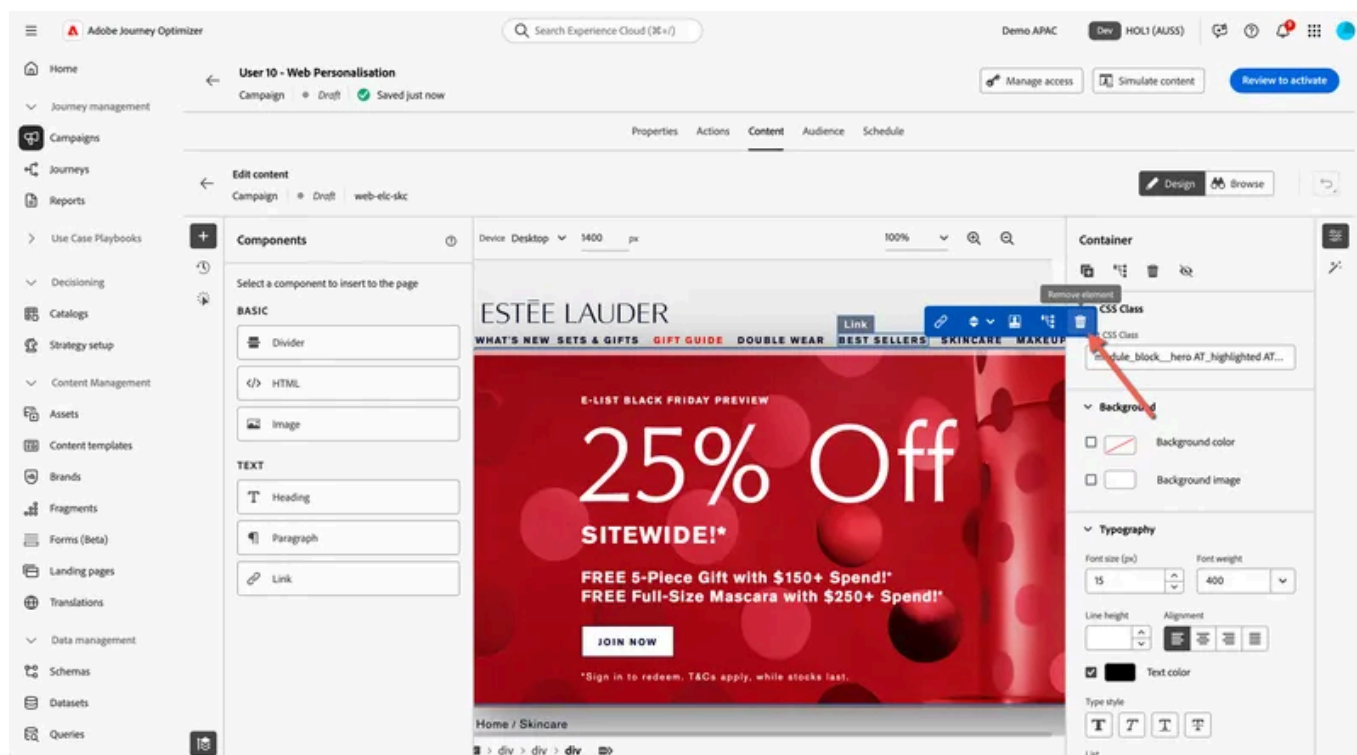
Change the device to **Desktop** then select the existing banner which we're going to replace.



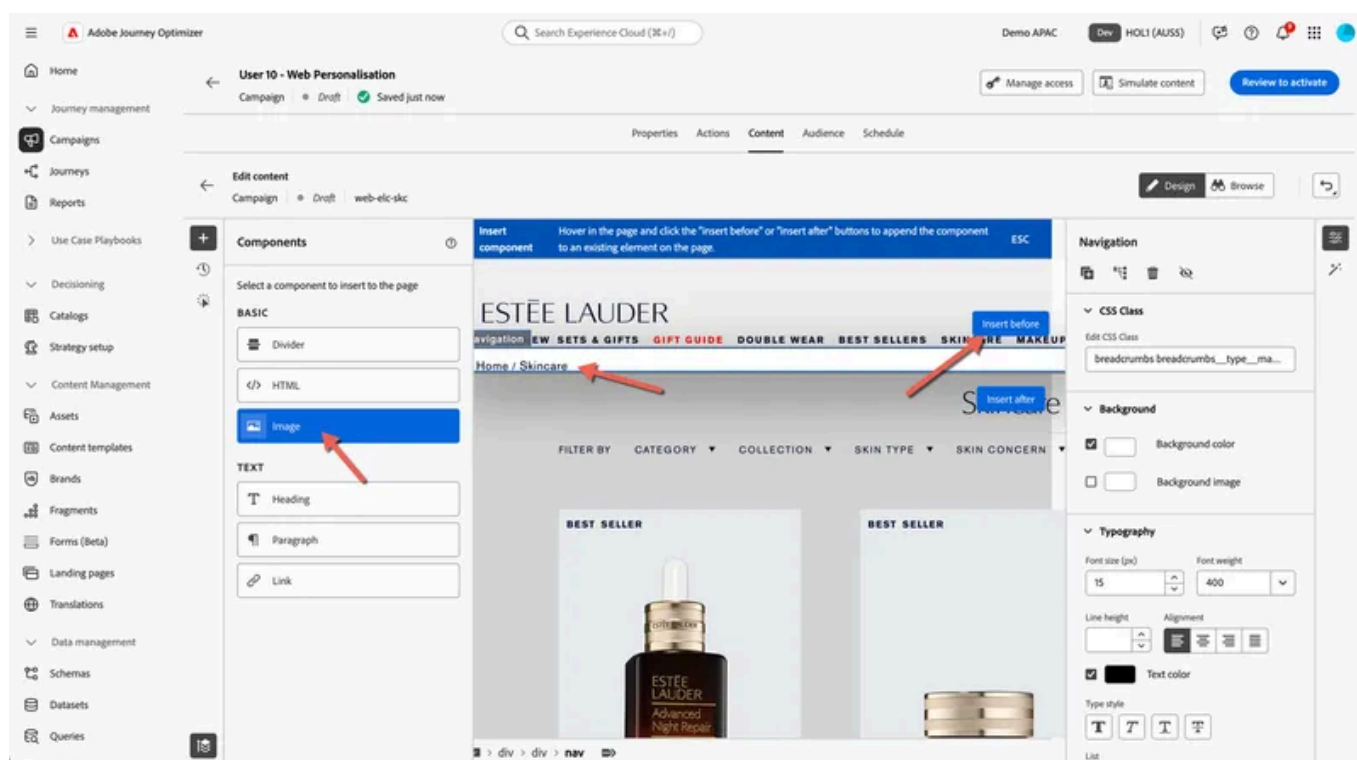
We want to remove the wrapping container around the picture, select the **div** before the **picture** in the list of elements at the bottom of the editor.



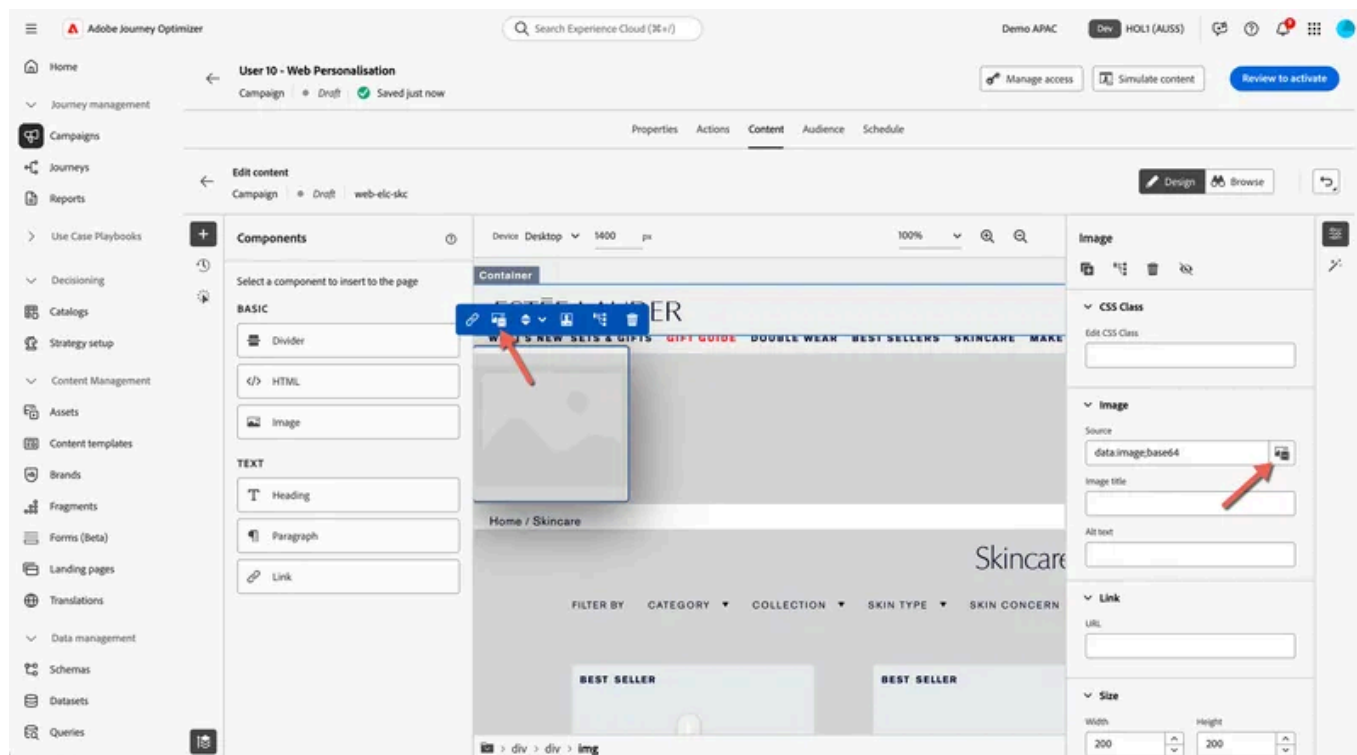
Now click to **Remove Element**.



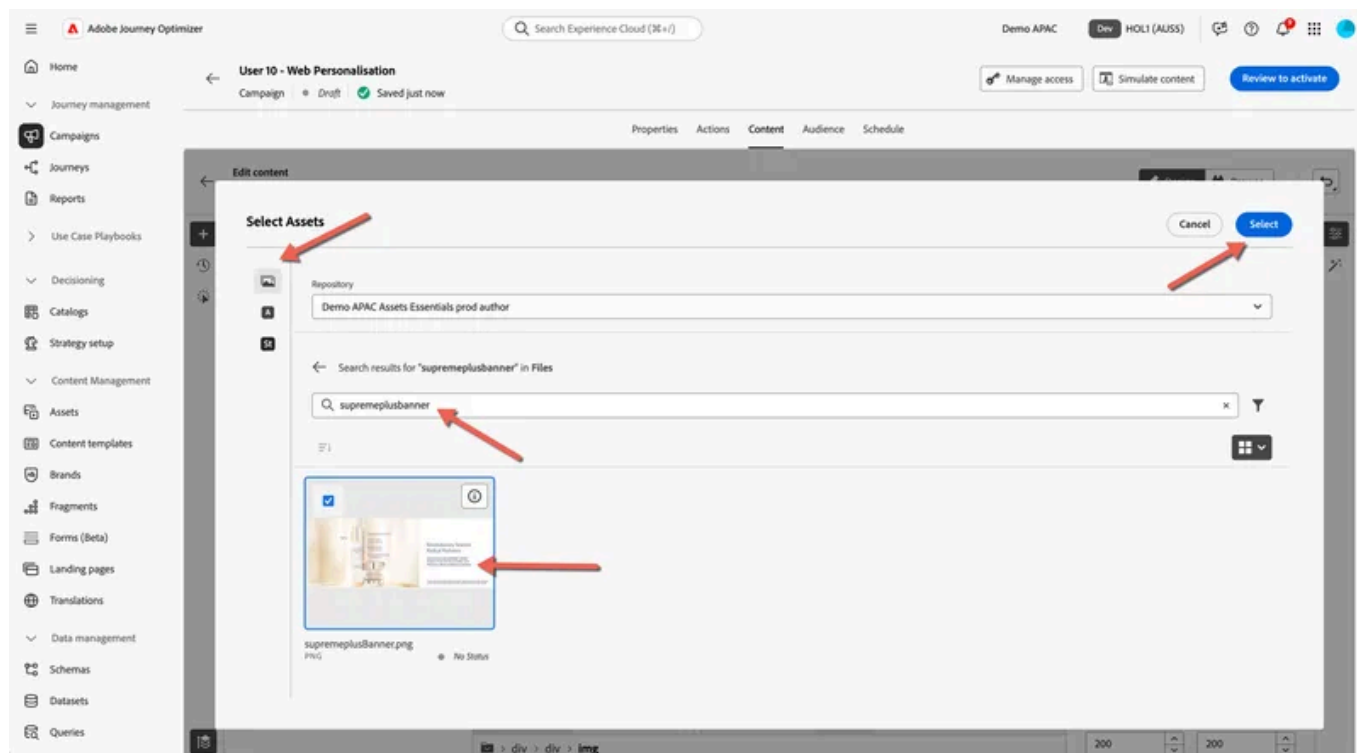
Select **Image** from the components menu, then select the **breadcrumbs block** on the page and click to **Insert Before**.



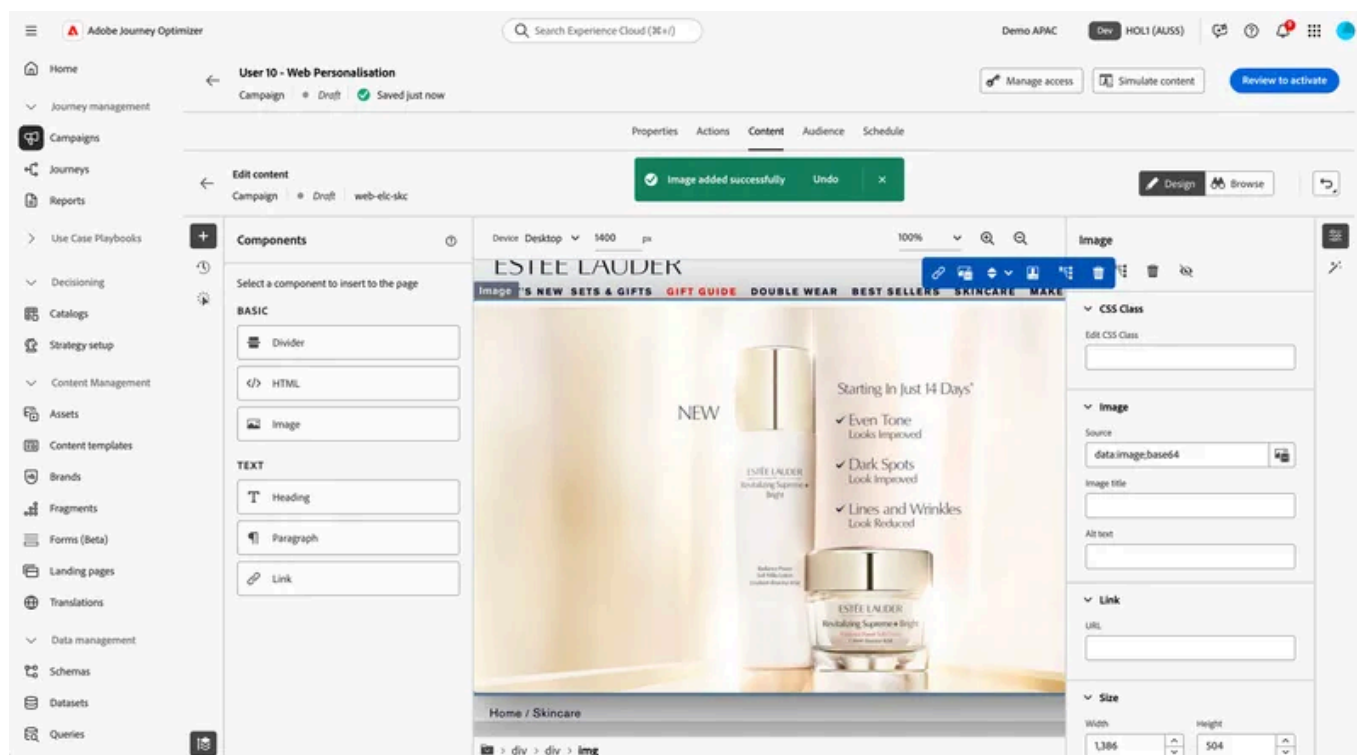
Click to update the image source either from the hover menu or the image properties on the right hand side



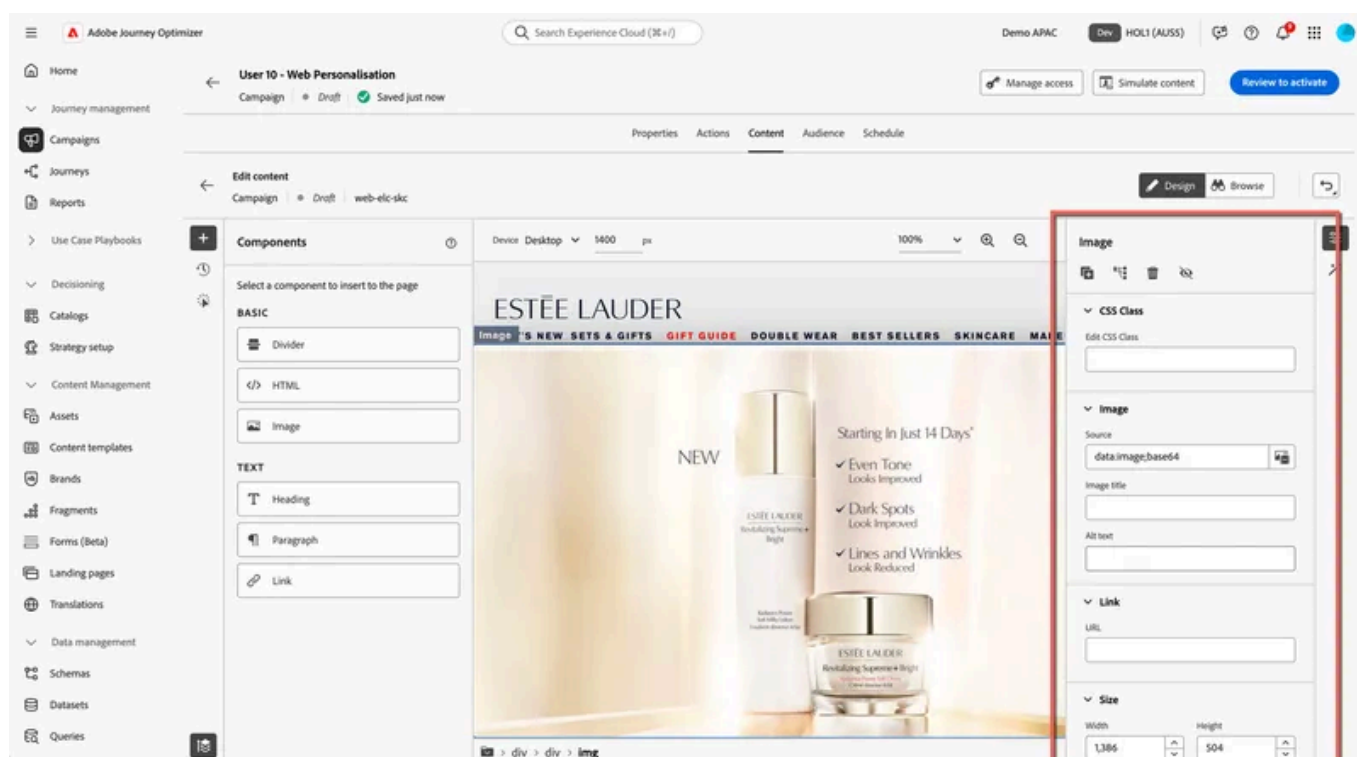
You can insert imagery from Adobe Stock, generate images using AI with Adobe Firefly or select a pre-existing image from your DAM using the **Asset Selector**, choose the **Asset Selector**. Search for **supremeplusbanner** and select the banner from the demo and hit **Select**.



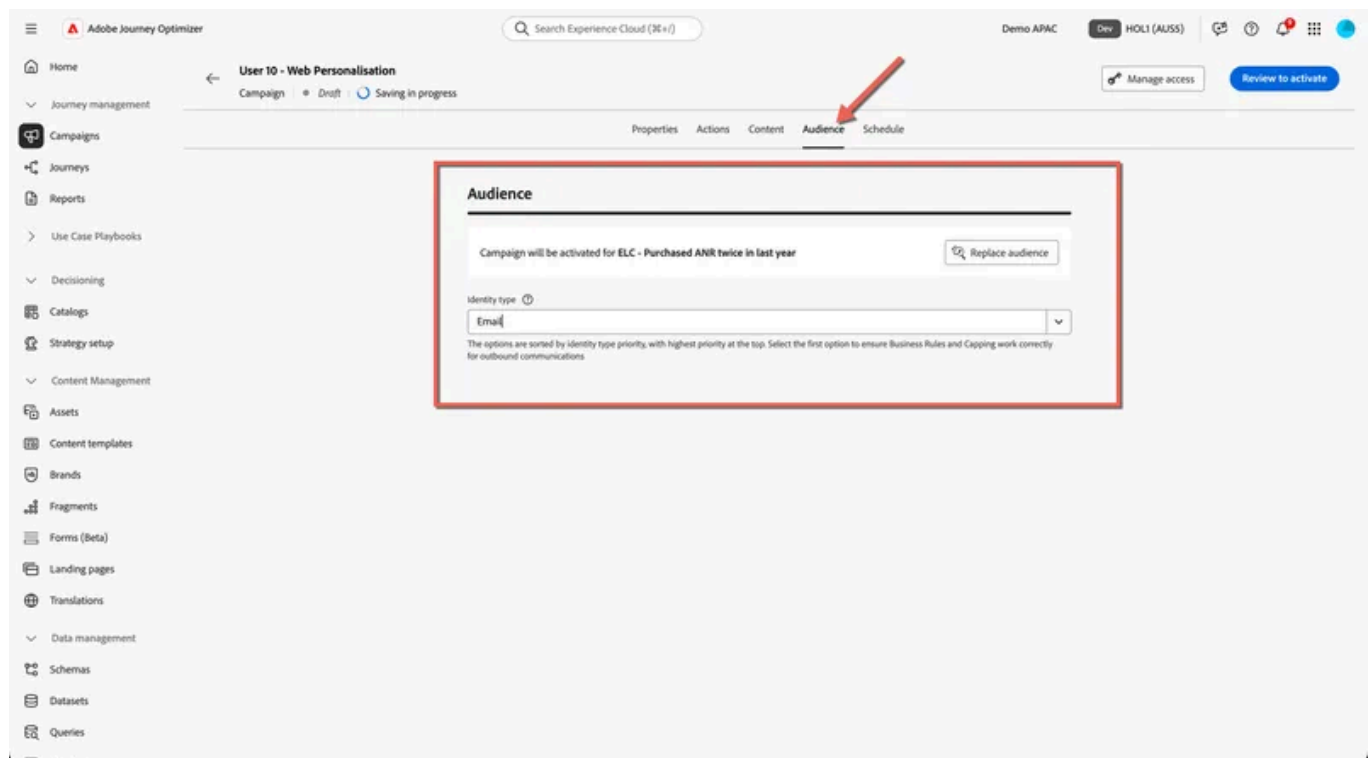
Your image should be successfully added.



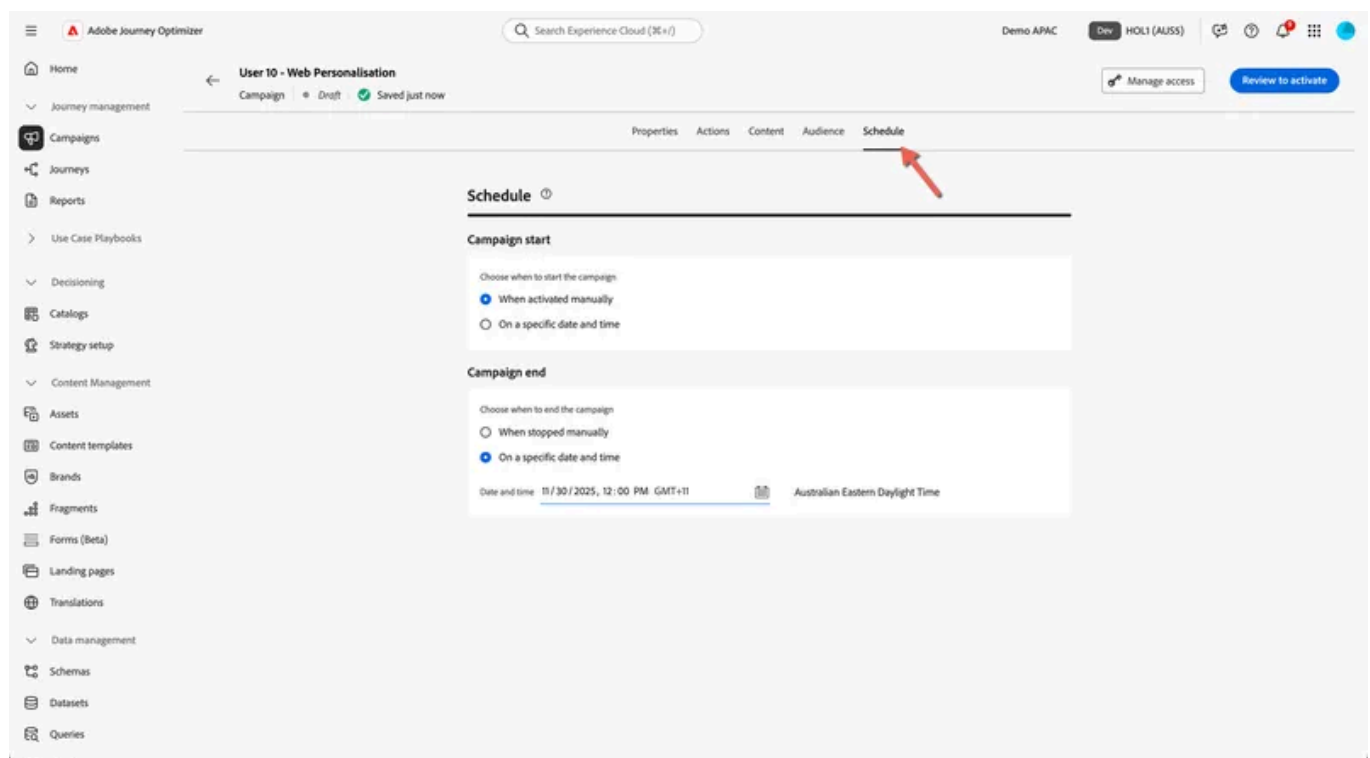
From here you can update your image properties using the panel on the left, adding a link or modifying the size or CSS class that will be applied. Custom styles can be added at the bottom of the image properties.



Move now to the **Audience** tab to control who will see this banner. Change the audience to the complex audience we reviewed earlier: **ELC - Purchased ANR twice in last year**.



Lastly you can define a schedule for your campaign to control when it will be available.



Click **Review to activate**.

