

AJO Orchestrated Campaigns Lab - Fe...

AJO Orchestrated Campaigns Lab - Feb25

1. Orchestrated Campaigns

1.1. Lab Resources

1.2. Data Foundation

1.2.1. Relational Based XDM

1.2.2. Data Ingestion

1.3. Campaign Workflows

1.3.1. Build a Workflow

1.3.2. Channel Activities Personalization

1.3.3. Scheduling, Debugging, Testing

1. Orchestrated Campaigns

Agenda:

AJO Orchestrated Campaigns – Hands-on Lab Agenda

Intros, User Access and Lab Overview | 20 min

Intro & login	Adobe team introduction. Participants to log in to demo environment and confirm access
Lab use case	Adobe provides an industry-centric marketing use case to outline common challenges & opportunities and how Adobe Journey Optimizer Orchestrated Campaigns will solve and/or improve brand objectives

Understand Core Capabilities | 30 min

On-demand audiences	Query audiences in real-time to build campaign workflows and leverage them across email, SMS, push, and DM.
Multi-entity segmentation & sending	- Go beyond person-based campaigns—use entities like product catalogs, store locations, or service data to target with precision. - Support multi-level sending, where one message is sent per Profile and per associated secondary entity.
Pre-send visibility & precision	Get exact segmentation counts and full campaign scope before launch, ensuring accuracy and confidence.
Multi-step campaign workflows	Design multi-steps campaigns from daily messages to complex campaigns like seasonal promotions or major product launches.

Learn How to Build | 130 min

Relational data model	How to create a relational XDM schema and relate to different entities
Data ingestion	How to ingest information into different relational XDM datasets
Activation workflows	- How to query from a secondary entity (Like, bookings, purchases, products) to formulate a person-based campaign - How to query from a primary entity like a recipient and enrich their activation delivery with information from secondary entities.

AJO Orchestrated Campaigns – Hands-on Lab Agenda

- Learn some of the most used orchestration workflow nodes (Like build audience, splits, forks, joins)

TOTAL HoL TIME: 3 hours, 10-15 min breaks included throughout session

1.1. Lab Resources

Lab Recording, Resources & Survey

Your post-lab page for content, recording, helpful links to product documentation, and our survey.

Adobe Experience Platform Documentation

[Experience League Documentation](#)

Scheduling

<https://experienceleague.adobe.com/en/docs/journey-optimizer/using/campaigns/orchestrated-campaigns/launch/create-orchestrated-campaign>

Custom Consent

<https://experienceleague.adobe.com/en/docs/experience-platform/landing/governance-privacy-security/consent/adobe/dataset#custom-consent>

Orientation Presentation

 [AJOCO_POC_HOL_Feb25.pdf](#)



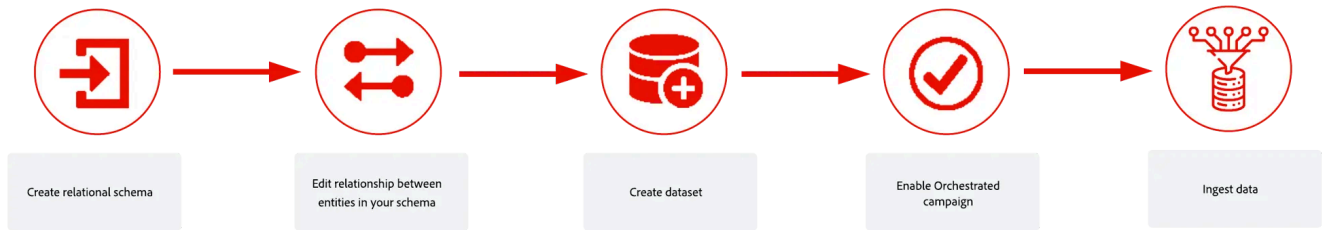
Orientation Recording

2:37:52

Survey

<https://forms.office.com/pages/responsepage.aspx?id=Wht7-jR7h0OUrtLBeN7O4X8UE8M7FCNPiFqKGvIE635UNFNPUkZRR1VXTFQyVkhPMVBSVDVDWEUwMSQIQCN0PWcu&origin=QRCode&route=shorturl>

1.2. Data Foundation



A **Relational-based schema** is the formal definition of the model-based data model.

It specifies:

- The set of tables
- The columns in each table
- The constraints
- The relationships across tables

Organizing schemas or tables in a model-based data model is about structuring your data into multiple tables. Ensure each table stores one type of entity/schemas.

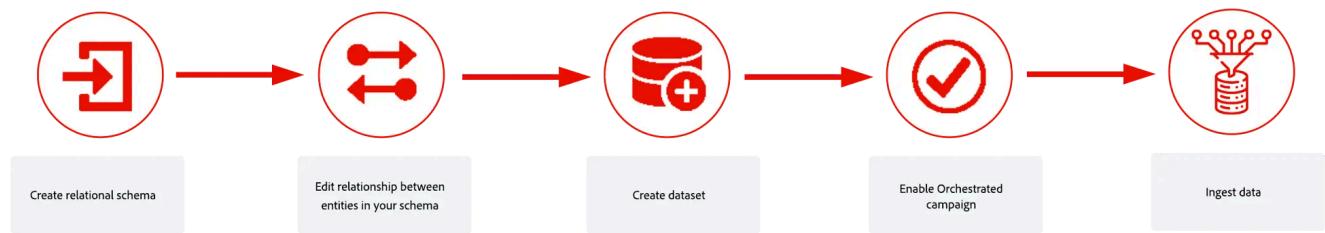
There are 2 ways to create a **Relational-based schema**. We will only cover the fastest way which is using a DDL file. If you are interested on how to create manually, then visit this [page](#). Otherwise, check the steps below to see how straight forward it is from a Data Management perspective.



Data Ingestion for the most part remains the same for AJOCO. The following Sources are supported for use with Orchestrated campaigns:

Type	Source
Cloud Storage	<u>Amazon S3</u>
	<u>Google Cloud Storage</u>
	<u>SFTP</u>
Cloud Data Warehouses	
	<u>Snowflake</u>
	<u>Google BigQuery</u>
	<u>Data Landing Zone</u>
	<u>Azure Databricks</u>
File-Based Uploads	
	<u>Local File Upload</u>

1.2.1. Relational Based XDM



✓ **Excercise**

Upload Your DDL

- Under **Data Management**, click **Schemas**.
- Click **Create Schema**
- Select the option **Relational Schema**
- Select the option **Upload DDL File**
- Drag and Drop your DDL File, Click **Next**

Create a relational schema

Select an option to create a relational schema *

☐**Create manually**
Build schema by manually adding fields

☒**Upload DDL file**
Import a DDL file to define an entity relationship diagram and create schemas

 [View all DDL import jobs](#)

Choose files

Entities and Fields to Import

We are creating a flat table with a Primary Key without relatable entities or identity namespaces (we will connect this data to a profile during our campaign workflow). However, we must do a few things here:

- Add your initials to the dataset name so every participant has a different table of their own. "brand_list_INITIALS"
- Select the modifiedDate as the version column.
- Click Done.

Select entities and fields to import 1 table, 26 columns selected Cancel Done

Selected tables
Each selected table will create a schema containing selected columns. Configure each schema and its columns.

uct_bookings_u99
26 of 26 columns selected

Schema properties
Schema name * Description
Column selection
Select columns that you want to import as fields into your schema

SQL column	SQL Type	Relationship	Field label	Type	Identity	Field type	Version ID	Key
X bookingNu...	STRING	0	bookingNumber	String		☒ Required	☐ Versioning	☒ Primary key
X version	NUMBER (38, 0)	0	version	Integer		☒ Required	☒ Versioning	☐ Primary key
X emailAddress	STRING	0	emailAddress	String	Email	☒ Required	☐ Versioning	☐ Primary key
X firstName	STRING	0	firstName	String		☐ Required	☐ Versioning	☐ Primary key
X lastName	STRING	0	lastName	String		☐ Required	☐ Versioning	☐ Primary key
X productLine	STRING	0	productLine	String		☐ Required	☐ Versioning	☐ Primary key

✓ Lab Material

Sample DDL

You can either download the file or copy the contents and save it in a note pad (notepad++, notes, textEdit, etc) with the extension .ddl.

 [lab_brand_lists_schema.ddl](#)





```
-- =====
-- Lab Brand Lists - Table DDL
-- =====
-- Purpose: Brand lists for recipient engagement tracking
-- Primary Key: recipientListID
-- =====

CREATE TABLE lab_brand_lists (
    recipientListID VARCHAR(50) NOT NULL,
    recipientId VARCHAR(255) NOT NULL,
    email VARCHAR(255),
    listId VARCHAR(50),
    modified TIMESTAMP NOT NULL,
    enrollDate TIMESTAMP,
    clickActivity BOOLEAN,
    divisionalPreference VARCHAR(255),
    msisdn VARCHAR(50),
    responseModel INTEGER,
    PRIMARY KEY (recipientListID)
);

-- =====
-- Column Descriptions
-- =====
-- recipientListID:      Unique identifier for each brand list entry (PK) compound key
-- recipientId:          Identifier linking to recipient/customer --> profile
-- email:                Recipient email address
-- listId:               Brand list identifier
-- modified:             Last modification timestamp (required)
-- enrollDate:           Date/time when recipient enrolled in list
-- clickActivity:        Boolean flag for click engagement
-- divisionalPreference: Divisional preference selection
-- msisdn:               Mobile phone number (MSISDN format)
-- responseModel:        Propensity Response model integer value
-- =====
```


1.2.2. Data Ingestion



✓ Exercise

Configure a Data Flow

- Go to **Sources** under **Catalog** from the **Navigation**.
- In the catalog: Search for **Local File Upload**
- Click **Add Data**
- Click the **toggle under Change data Capture**
- Select the **dataset** you created under your initials
- Click Next
- Drag and Drop **your_brand_list** file. Click Next. Click Finish.

✓ Lab Material

You can either download the file or copy the contents and save it in a note pad (notepad++, notes, textEdit, etc) with the extension .csv.



[lab_brand_lists_data.csv](#)



CSV

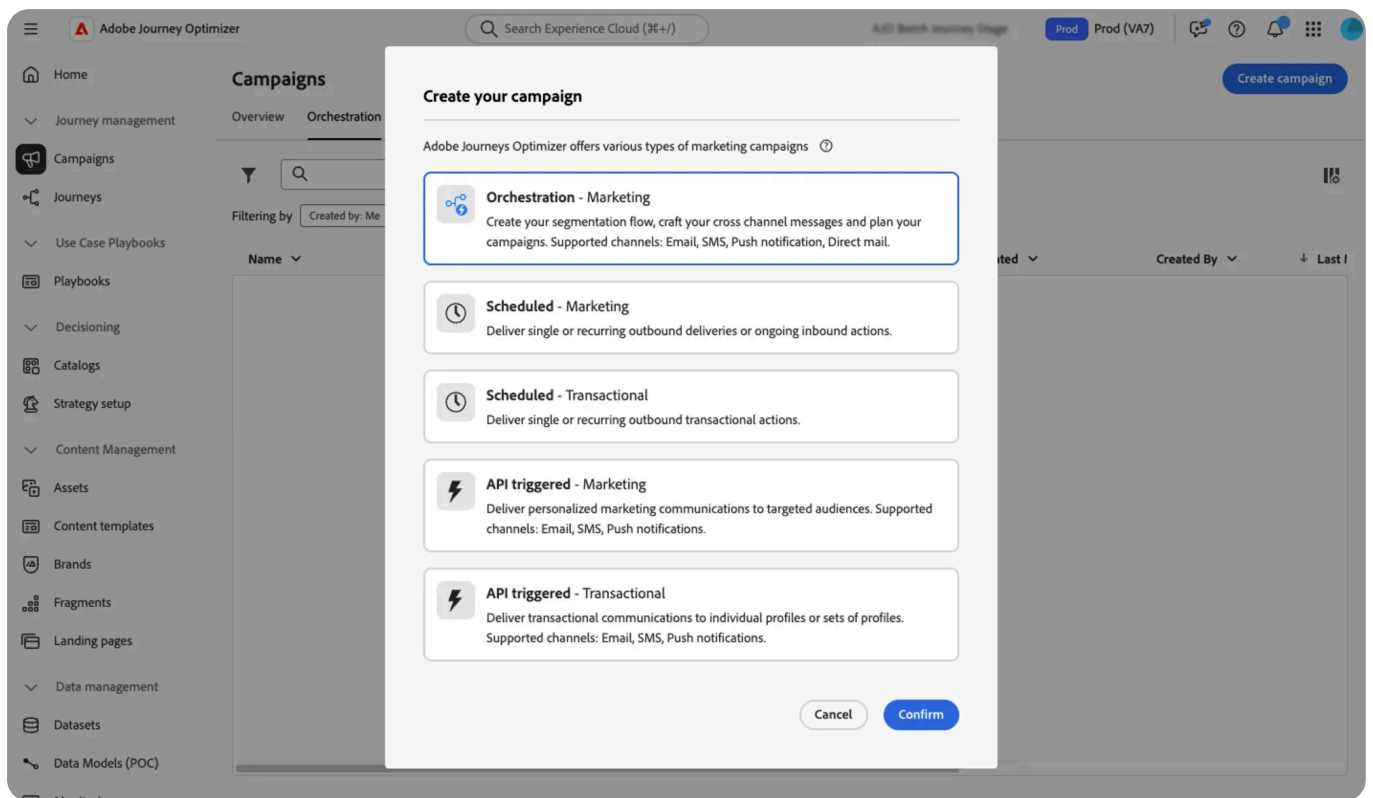


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217f8bda7_12052025,217f8bda7,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,
6dad75431_12052025,6dad75431,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,
e146ba467_12052025,e146ba467,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,
49f6b047f_12052025,49f6b047f,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,
e387e5674_12052025,e387e5674,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,
```

1.3. Campaign Workflows



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

Activity Nodes

Orchestrated campaign activities in Adobe Journey Optimizer empower you to design seamless, data-driven marketing journeys that connect with your audience at the right time and through the right channels. By combining targeting, channel, and flow control activities, you can define precise audience segments, personalize messages, and automate complex workflows. Whether you're building audiences, synchronizing campaign branches, or adding delays for perfect timing, these activities work together to streamline your campaign execution. With tools like Enrichment for data enhancement or Split for audience segmentation, you'll have a flexible toolkit to create meaningful, impactful customer experiences. More information about [Activities](#).

1.3.1. Build a Workflow



✓ Lab Use Case

We will launch our omni-channel summer campaign to promote our offers/services based on cohorts. We will target social media and email. We will accomplish this by creating a campaign workflow that targets our list of recipients. Using data on a list, we will categorize these targetable recipients into cohorts. The cohorts will be distributed among High, Low, and Complement (the mediums).

Workflow Steps

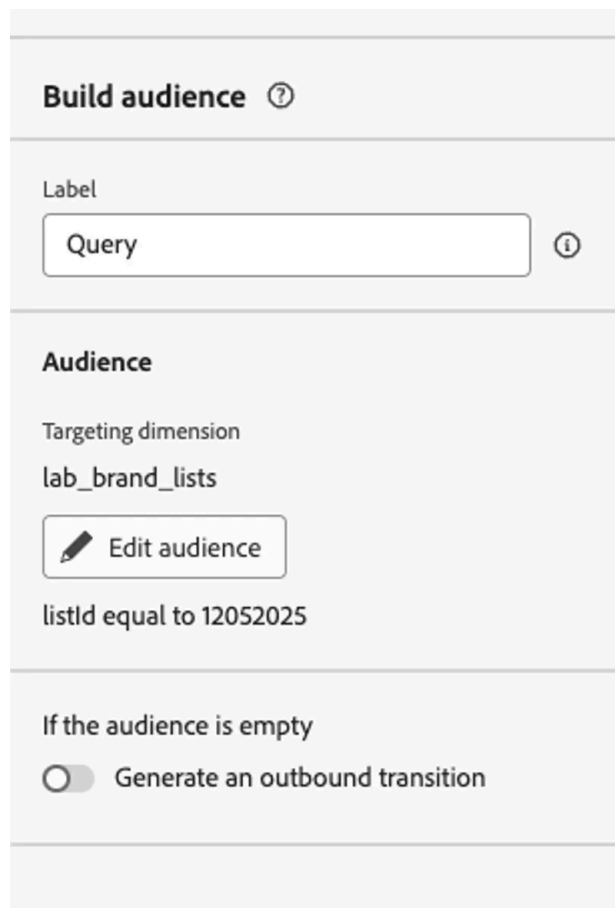
In general, these are the steps of our campaign workflow:

- 1 Query Campaign Metadata – Extract campaign constraints and/or metadata from the list dataset(s) you uploaded into the system on x basis.
- 2 Enrich Profiles – Augment each member of the list with propensity information and any other information you might find relevant for campaign personalization.
- 3 Enlist Members – Merge qualified members on the campaign list with recipients
- 4 Segment by Cohorts – Target three distinct cohorts based on scores
- 5 Add Save Audience and Message (Email) Nodes
- 6 Create Schedule, and Publish!

✓ Exercise

Add "Build Audience"

1. Click the **Plus Sign Icon** in the canvas.
2. Select **Build Audience**
3. Select our **Lab Brand List Table** as the **Targeting Dimension**
4. Click **Create Audience** and **add a condition**
5. The criteria should be *listId equal to 12052025*
6. Click **calculate**.
7. Confirm, hit Start



The screenshot shows the 'Build audience' configuration panel. At the top, there's a title 'Build audience' with a help icon. Below it, the 'Label' section contains a text input field with the value 'Query' and an information icon. The 'Audience' section shows the 'Targeting dimension' set to 'lab_brand_lists'. Below this is an 'Edit audience' button with a pencil icon. Further down, the condition 'listId equal to 12052025' is displayed. At the bottom, there's a section 'If the audience is empty' with a toggle switch for 'Generate an outbound transition', which is currently turned off.

Add "Enrichment"

- Click the Plus Sign Icon
- Select the **Enrich Node**
- Add 3 Enrichment data attributes: **ResponseModel**, **EnrollDate**, **DivisionalPreference** by following these steps:
 - Click **Add Enrichment Data**

- Select **Attribute** from the Targeting Dimension
- Do these steps for at least 1 of the above fields. **ResponseModel** is the only one required to complete this lab.

Enrichment ?

Label

Enrichment

☒ Query (Result)

Primary set

Query

Enrichment data ?

▼ responseModel

Attribute

responseModel (target/@responseModel)

Label

responseModel

Alias

Add "Reconciliation"

- Select a new targeting dimension: **Recipient**
- Select **Simple Attributes**
- Click on **Add rule**
- Source: **Targeting Dimension** → **recipientId**
- Destination: **recipientID**
- Click on **Create Filter**
- Confirm
- Hit Re-Start

Reconciliation ?

Label

Reconciliation

 ⓘ

Targeting dimension ?
New targeting dimension
Recipients

Reconciliation rules ?
Select the reconciliation conditions
☒ Simple attributes
☐ Advanced reconciliation condition

▼ Join 1

Source
recipientId (target/@recipientId)
Destination
recipientID (@recipientID)

🔿 Create filter

☐ Keep unreconciled data ⓘ

Add a "Split"

- Click on the plus sign, next to your Reconciliation node.
- Select the **Split Node**
- On **Subset**, change the name to **Model-High**
- **Transition** Label: **Model-High**
- Segment Code: **MH**
- Click Create **Filter**, and **Add a condition**
- **Condition:** *responseModel greater than 2*
- Confirm
- Click **Add Segment**

- Repeat the previous steps on the Result Segment and use:
 - Transition Label: **Model-Low**
 - Segment Code: **ML**
 - Condition: *responseModel less than 2*
- Once done, select: Generate complement
- Click Start/Resume

Label

Split

Segment

+ Add segment

Model-High

Transition label

Model-High

Segment code

Edit filter

responseModel greater than 2

Enable limit

Skip empty transition

Model-Low

Generate complement

You cannot deactivate a transition linked to subsequent activities. To deactivate the "Generate complement", please delete the subsequent activity.



Add "Save Audience"

- Click the plus sign next to the Complement (Model-Medium; which will include only records equal 2) path of your split
- Select **Save Audience**
- Audience Label: **Medium Propensity - Initials**
- Select the Profile Mapping Field: **Recipients - recipientID**
- Add an Audience Mapping: **responseModel**

On the other 2 paths, click the plus sign and select email.

Congratulations, you completed Campaign Workflow orientation!

1.3.2. Channel Activities Personalization

Personalization in Orchestrated campaigns works similarly to other **Journey Optimizer** campaigns or journeys, but with a few key differences specific to the orchestrated canvas.

When you access the personalization editor from an Orchestrated campaign, two main folders contain attributes available for personalization detailed below.

- **Profile attributes** This folder includes all profile-related data from Adobe Experience Platform. These are standard attributes such as name, email address, location, or any other traits captured in the user profile.
- **Target attributes** (specific to Orchestrated campaigns) This folder is unique to Orchestrated campaigns. It contains attributes calculated directly within the campaign canvas. It contains two subfolders:
 - **<Targeting dimension>** (e.g., "Recipients", "Purchases"): Contains all attributes related to the dimension targeted by your campaign.
 - **Enrichment**: Includes data added via **Enrichment** activities in your canvas. This allows you to personalize messages based on external datasets or additional logic incorporated during orchestration. Learn how to use an Enrichment activity

The screenshot shows the 'Email' activity configuration in the 'Actions' tab of the personalization editor. The breadcrumb navigation at the top indicates the path: 'Luma summer campaign > Email'. The 'Actions' tab is selected, with 'Properties' and 'Content' tabs also visible. The 'Email' activity card includes an 'Email' icon, an 'Email configuration' field with a dropdown menu (currently showing 'config with identitygroup'), and an 'Edit content' button. Below this, the 'Business rules' section shows a 'Rule set' dropdown menu. The 'Action tracking' section has two checked checkboxes: 'Track email opens' and 'Track clicks on links and buttons in email'.

Adding Content and Personalization

High Propensity

- Select the Email Configuration
- Click Edit Content
- On the subject line, click on the personalization icon
- Click on Target Attributes, then select on **recipients > firstName**
- Then paste this ", ***Free Shipping!***", click save
- Chose any template from the library if you like.
- Exit to the Canvas

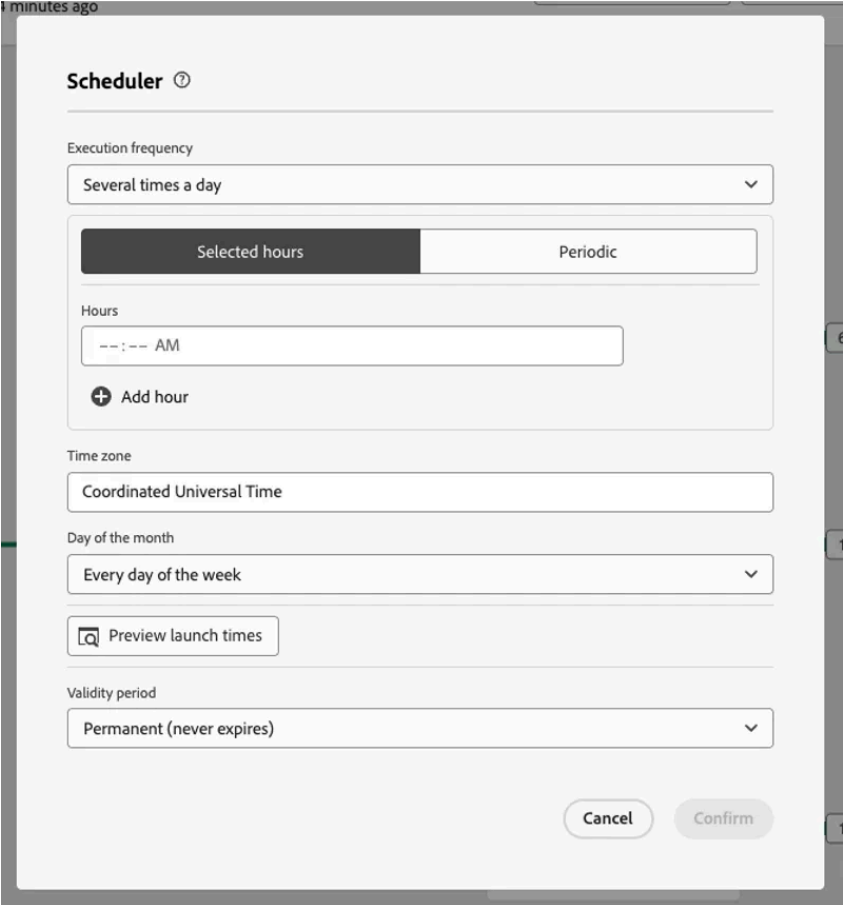
Low Propensity

- Select the Email Configuration
- Click Edit Content
- On the subject line, click on the personalization icon
- Click on Target Attributes, then select on **recipients > firstName**
- Then paste this ", ***25% Discount!***", click save
- Chose any template from the library if you like.
- Exit to the Canvas

Congratulations you completed this lab!

1.3.3. Scheduling, Debugging, Testing

Scheduler



The screenshot shows a 'Scheduler' dialog box with the following fields and options:

- Scheduler** (title bar)
- Execution frequency**: A dropdown menu set to 'Several times a day'.
- Selected hours** and **Periodic** tabs. The 'Selected hours' tab is active.
- Hours**: A text input field containing '--:-- AM' and a '+ Add hour' button.
- Time zone**: A dropdown menu set to 'Coordinated Universal Time'.
- Day of the month**: A dropdown menu set to 'Every day of the week'.
- Preview launch times**: A button with a magnifying glass icon.
- Validity period**: A dropdown menu set to 'Permanent (never expires)'.
- Cancel** and **Confirm** buttons at the bottom right.

- Click on the scheduler icon at the top right
- Select Weekly
- Add a Start Time
- Add a Validity Period
- Click Confirm

Logs

Purge history Close

Y		100 of many (calculate)		
Date	Log type	Activity name	Message	
Today 12:40:29 PM	Info	saveDCGroup2	Campaign will not be executed in simulation mode	
Today 12:40:29 PM	Info	saveDCGroup2	DACO-100000 Starting save audience activity	
Today 12:40:26 PM	Info	dedup1	Executing query 'Result' (step 'Deduplication')	
Today 12:40:23 PM	Info	ajoEmailCampaign1	Test mode. Waiting for user action to proceed with campaign preparation	
Today 12:40:20 PM	Info	ajoEmailCampaign1	Fetching AJO Campaign '754455f-68db-4db5-acda-da38c2311b8f' (do not validate=0, ignore missing=0)	
Today 12:40:20 PM	Info	ajoEmailCampaign1	Using default merge policy '2b28c100-14c0-4023-b237-4ea75fcae9'	
Today 12:40:20 PM	Info	ajoEmailCampaign1	Running pre-export	
Today 12:40:20 PM	Info	ajoEmailCampaign1	Starting campaign action (batchinstanceId='011b112f-47fd-4fe0-b9bfd578e53.ajoEmailCampaign1' orchestratedCampaignVersionId='6e9b4a7-e4c1-48fe...	
Today 12:40:20 PM	Info	extract1	14 record(s) result from the extraction 'Complement' (step 'Split')	
Today 12:40:20 PM	Info	extract1	Computing complementary set 'Complement' (step 'Split')	
Today 12:40:20 PM	Info	extract1	94 record(s) result from the extraction 'Subset' (step 'Split')	
Today 12:40:17 PM	Info	extract1	Executing extraction 'Subset' (step 'Split')	
Today 12:40:11 PM	Info	query4	108 record(s) selected for the query 'Result' (step 'Query')	
Today 12:40:10 PM	Info	query4	Executing query 'Result' (step 'Query')	

- Click on your email node (any of them)
- Click Run test
- This will let you know how many users will be reached if you publish the campaign and won't count against your sending

- Click on your email node (any of them)
- Click Run test
- This will let you know how many users will be reached if you publish the campaign and won't count against your sending