

Rogers Communications - AJOCO - M...

Rogers Communications - AJOCO - MAY2026

1. Orchestrated Campaigns

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1. Orchestrated Campaigns

Rogers Communication 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

[Campaign Orchestration Documentation](#)

Presentation Video

2:39:45

HOL Presentation

 [Rogers - AJOCO HOL Presentation.pdf](#)



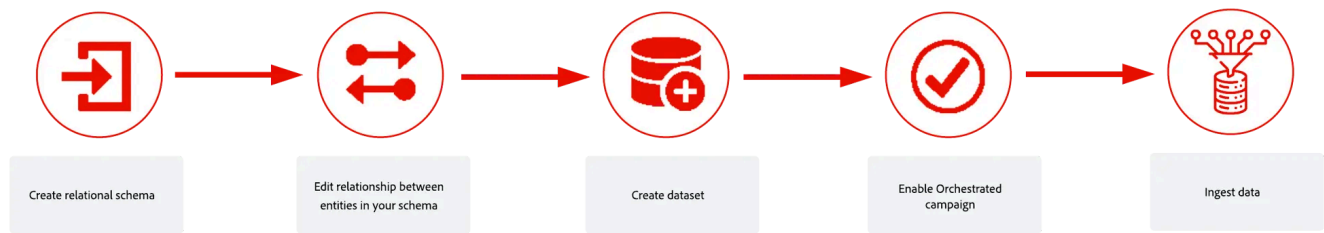
HOL Survey

<https://forms.microsoft.com/r/H1ECg9nC99>

Adobe Journey Optimizer -
Orchestrated Campaigns - HOL
Feedback: Rogers Communications



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.

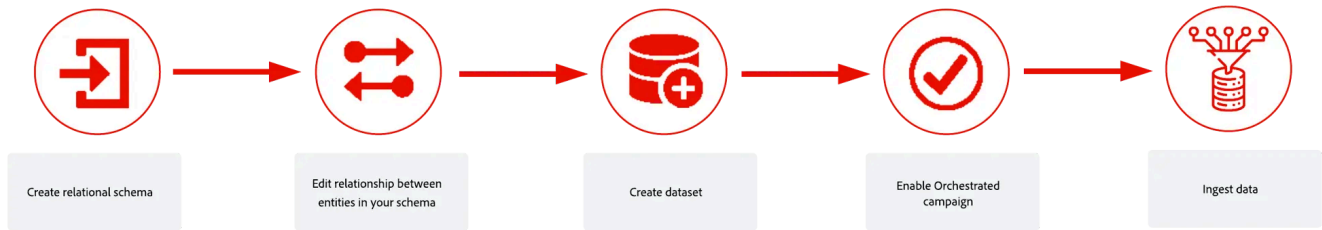
There are 2 ways to create a **Relational-based schema**. We will only cover the fastest way which is using a DDL file. If you are interested on how to create manually, then visit this [page](#). Otherwise, check the steps below to see how straight forward it is from a Data Management perspective.



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



✓ Lab Material

Sample DDL (Data Definition Language) File

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.

 [adhoc_list_schema.ddl](#)



✓ **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 the Done button in the top right corner.
- On the next screen, review your Schema and click **Save**.

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.

uctl_bookings_v99
26 of 26 columns selected

Schema properties
Schema name: uctl_bookings_v99
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_adhoc_lists_U...	
recipientListID*	String PK
channel_preference	Integer
clickActivity	Boolean
email	String
enrollDate	Date/Time
listId	String
modified	Date/Time
msisdn	String
recipientId	String

1.2.1.1. Raw DDL Content

Copy and paste the below text into a text editor and append the **.ddl** file extension to the saved file.

```

-- =====
-- Lab Adhoc Lists - Table DDL
-- =====
-- Purpose: Adhoc lists for recipients
-- Primary Key: recipientListID (compound key: CRMID_ListID)
-- =====

CREATE TABLE lab_adhoc_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,
    msisdn VARCHAR(50),
    channel_preference INTEGER,
    PRIMARY KEY (recipientListID)
);

-- =====
-- Column Descriptions
-- =====
-- recipientListID: Unique identifier for each adhoc list entry (PK); compound key (C
-- recipientId: CRM identifier linking to recipient/customer
-- 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
-- msisdn: Mobile phone number (MSISDN format)
-- channel_preference: Channel preference (maps to "channel preference" 1= email, 2=sms,
-- =====

```

1.2.2. Data Ingestion



✓ 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.

 [Adhoc_List.csv](#)



✓ Exercise

Configure a Data Flow

- Go to **Sources** under **Connections** 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**

The screenshot shows the 'Map CSV to XDM schema' workflow configuration interface. At the top, there's a breadcrumb 'Workflows > Map CSV to XDM schema' and two buttons: 'Cancel' and 'Next'. Below this is a progress bar with three steps: 'Dataflow detail' (active), 'Select data', and 'Mapping'. The main content area is titled 'Change data capture' and contains a toggle for 'Enable change data capture' which is turned on. Below this is a 'Dataset details' section with a blue-bordered box containing the text: 'Change data capture requirements. Dataset selection will be limited to those datasets which are mapped to relational schemas, in which the primary key and version descriptor are defined. These datasets are used to support specific application use cases.' Underneath is a 'Target dataset' section with three radio buttons: 'Existing dataset' (selected), 'New dataset', and 'Create a new schema using ML recommendations'. A dropdown menu shows 'lab_adhoc_lists_SAMPLE' with a green checkmark and a dropdown arrow. Below the dropdown is a link for 'Advanced search'. A message states 'Selected dataset's schema is not enabled for Profile'. At the bottom, there are two sections: 'Error diagnostics' with a toggle turned on, and 'Partial ingestion' with a toggle turned off.

- Drag and Drop **your_adhoc_list** file. Click **Next**.

Workflows > Map CSV to XDM schema

Cancel

Back

Next

Dataflow detail

Select data

Mapping

Upload files

Acceptable file formats are: CSV. The maximum file size for each file is 1 GB.

Adhoc_List.csv

application/vnd.ms-excel

×

Preview:

Data format *

Delimited

Delimiter

,

Sample data (shows a sample of 10 records)

	RECIPIENTLISTID	RECIPIENTID	EMAIL	LISTID	MODIFIED	ENROLLDATE	CLICKACTIVITY
1	16e5ebe06_12052025	16e5ebe06		12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00	True
2	4bd7c7cdd_12052025	4bd7c7cdd		12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00	False
3	3b467367b_12052025	3b467367b		12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00	False
4	f48dbfec6_12052025	f48dbfec6		12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00	False
5	1d4aba31f_12052025	1d4aba31f		12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00	False
6	0de179631_12052025	0de179631		12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00	False
7	fed16257d_12052025	fed16257d		12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00	False
8	c13c20cef_12052025	c13c20cef		12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00	False
9	cc7ee970e_12052025	cc7ee970e		12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00	False
10	6fde462d2_12052025	6fde462d2		12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00	False

- Click **Finish**.

- **NOTE:** Presenter may choose to change certain fields ingested, depending upon preference of the Presenter. Example would be the inclusion of a "New Field Type", as seen in the screenshot below:

The screenshot displays the 'Map CSV to XDM schema' workflow interface. At the top, there are tabs for 'Dataflow detail', 'Select data', and 'Mapping', with 'Mapping' being the active tab. Below the tabs, a progress bar shows 'Mapped fields: 9 of 9', 'Required fields: 3 of 3', and 'Identity fields: 0 of 0'. A 'Cancel' button and a 'Back' button are visible, along with a 'Finish' button. The main area is titled 'Map desired source fields to target dataset fields'. It features a search bar for 'Search source fields' and a dropdown menu for 'All fields'. There are also buttons for 'New field type', 'Import mapping', and 'Validate'. Below these, there are buttons for 'Download template', 'Preview data', and 'Clear all'. The interface is divided into two main sections: 'Source: Adhoc_List.csv' and 'Mapping schema: lab_adhoc_lists_USER12'. The 'Source' section lists fields: 'now()', 'recipientListID', 'recipientid', 'email', 'listid', 'enrollDate', 'clickActivity', 'msisdn', and 'channel preference'. The 'Mapping schema' section lists target fields: 'modified', 'recipientListID', 'recipientid', 'email', 'listid', 'enrollDate', 'clickActivity', 'msisdn', and 'channel_preference'. Each source field is mapped to a target field. The 'modified' field is highlighted in blue. On the right side, there is a 'Target schema: lab_adhoc_lists_USER12' section with a 'SCHEMA STRUCTURE' tree. The tree shows the following structure: 'lab_adhoc_lists_USER12' (root) with children: 'channel_preference' (Integer), 'clickActivity' (Boolean), 'email' (String), 'enrollDate' (DateTime), 'listid' (String), 'modified' (DateTime, highlighted in blue), 'msisdn' (String), 'recipientid' (String), and 'recipientListID' (String).

1.2.2.1. Raw Recipient List CSV

Copy and paste the below text into a text editor and append the **.csv** file extension to the saved file.

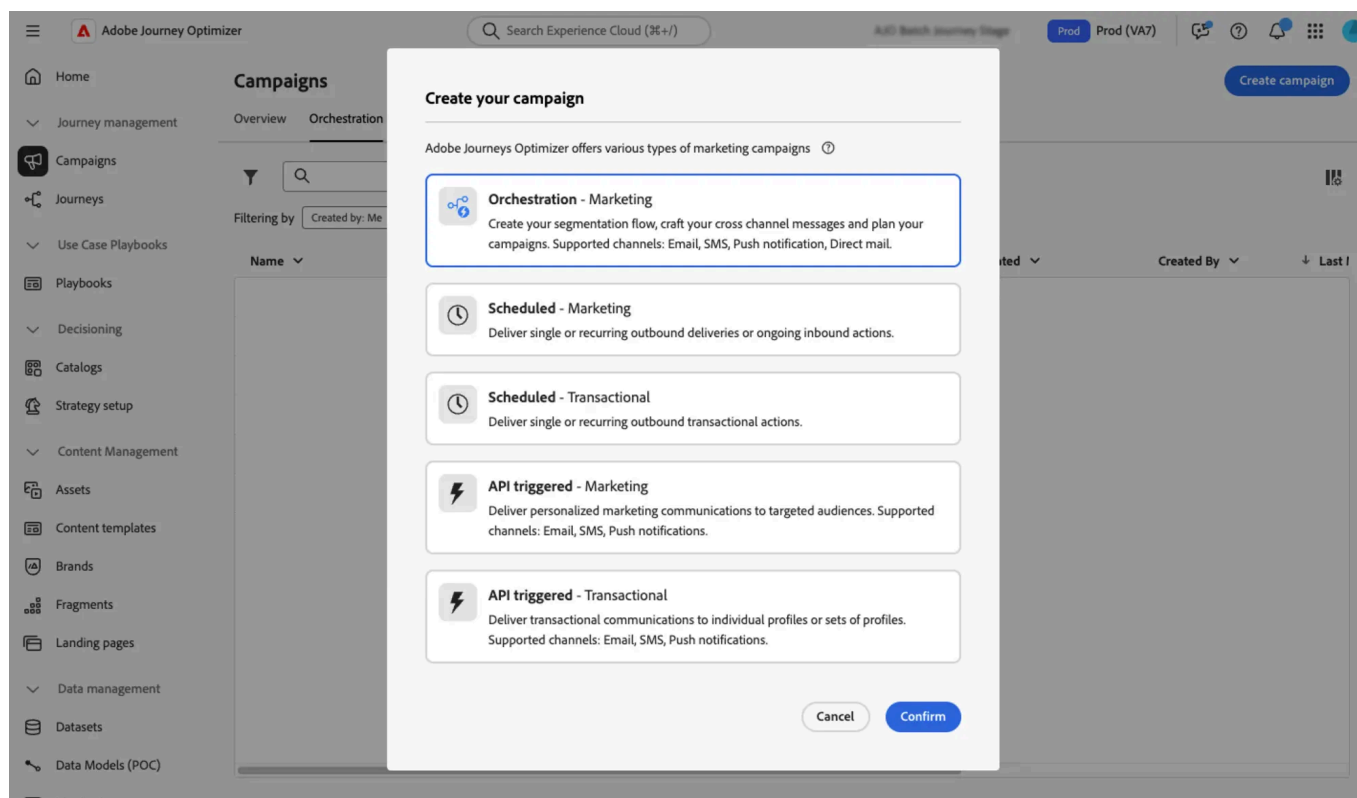
recipientListID,recipientId,email,listId,modified,enrollDate,clickActivity,msisdn,channel

16e5ebe06_12052025	16e5ebe06	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
4bd7c7cdd_12052025	4bd7c7cdd	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
3b467367b_12052025	3b467367b	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
f48dbfec6_12052025	f48dbfec6	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
1d4aba31f_12052025	1d4aba31f	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
0de179631_12052025	0de179631	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
fed16257d_12052025	fed16257d	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
c13c20cef_12052025	c13c20cef	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
cc7ee970e_12052025	cc7ee970e	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
6fde462d2_12052025	6fde462d2	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
f1e0b04d0_12052025	f1e0b04d0	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
f3de27983_12052025	f3de27983	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
952206701_12052025	952206701	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
134f8c0e0_12052025	134f8c0e0	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
bba2d07b6_12052025	bba2d07b6	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
5e3fcbbe9_12052025	5e3fcbbe9	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
02505ecec_12052025	02505ecec	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
ece13f511_12052025	ece13f511	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
4679ad3e8_12052025	4679ad3e8	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
2a1e1d509_12052025	2a1e1d509	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
f72d8ca79_12052025	f72d8ca79	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
f00f04a70_12052025	f00f04a70	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
26c3d5055_12052025	26c3d5055	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
10a702f9c_12052025	10a702f9c	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
a8ba6af71_12052025	a8ba6af71	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
169a8c383_12052025	169a8c383	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
6ce7d8c73_12052025	6ce7d8c73	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
a28cfd914_12052025	a28cfd914	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
84737af9a_12052025	84737af9a	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
83d801b3f_12052025	83d801b3f	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
2076c930e_12052025	2076c930e	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
29ec986ee_12052025	29ec986ee	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
d987dc594_12052025	d987dc594	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
0a3ca6809_12052025	0a3ca6809	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
79d54de2e_12052025	79d54de2e	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
0621bc497_12052025	0621bc497	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
298761c6d_12052025	298761c6d	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
827c76f79_12052025	827c76f79	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
aad2efdf0_12052025	aad2efdf0	,	12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00		
f7dd9b14c_12052025	f7dd9b14c	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
3b0392a06_12052025	3b0392a06	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		
b6e1908e1_12052025	b6e1908e1	,	12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00		

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377488002_12052025,377488002,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,
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b032a9667_12052025,b032a9667,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,
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1.3. Campaign Workflows

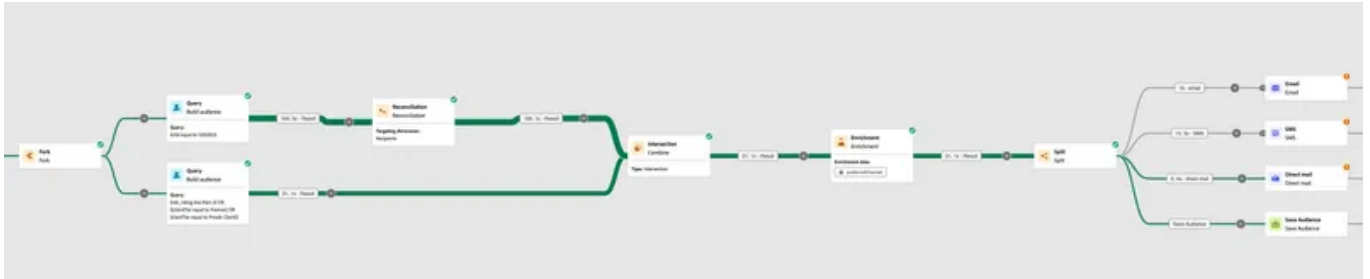


- Under Journey Management, click **Campaigns**
- Click **Create** campaign
- Select Orchestration - Marketing, and click **confirm**
- Type campaign name **AJOCOLAB-U#**, click **Save**

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

Create a workflow in Campaign Orchestration that targets the uploaded list and based on specific attributes.

Combine the ad-hoc data with data that has been ingested in other datasets within the workflow.

Create a split of the data to configure multiple cohorts to personalize based on preferences.

✓ Exercise

Create a Campaign

1. Click Create Campaign
2. Choose **Orchestration - Marketing**
3. Name your campaign : Test Campaign - NN

Create your campaign

Adobe Journey Optimizer offers various types of marketing campaigns ⓘ

 **Orchestration - Marketing**
Create your segmentation flow, craft your cross channel messages and plan your campaigns. Supported channels: Email, SMS, Push notifications, Direct mail.

 **Scheduled - Marketing**
Deliver single or recurring outbound deliveries or ongoing inbound actions.

 **Scheduled - Transactional**
Deliver single or recurring outbound transactional actions. Supported channels: Email, SMS, Push notifications.

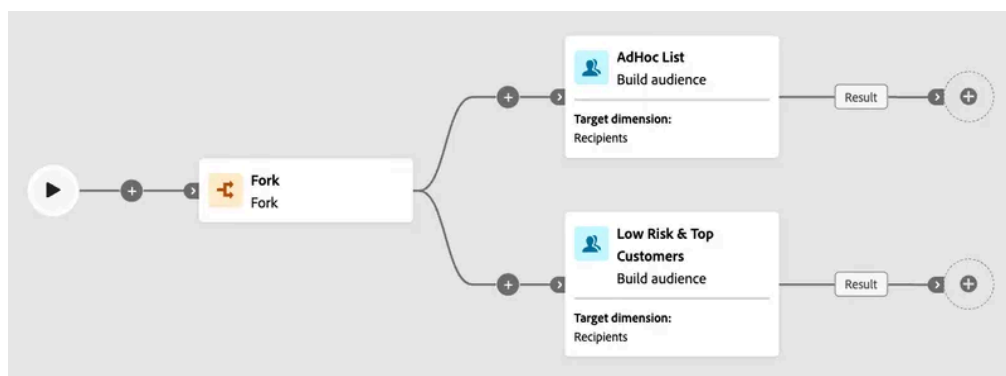
 **API triggered - Marketing**
Deliver personalized marketing communications to targeted audiences. Supported channels: Email, SMS, Push notifications.

 **API triggered - Transactional**
Deliver transactional communications to individual profiles or sets of profiles. Supported channels: Email, SMS, Push notifications.

CancelConfirm

Add a Fork

1. Click on the **Plus Sign Icon** in the canvas
2. Select **Fork** under flow control
3. Add a **Build Audience node** to **both** paths
 1. **Top** Build Audience Node **Label: Adhoc List**
 2. **Bottom** Build Audience Node **Label: Low Risk and Top Customers**



Build Audience Queries

1. Click back on Adhoc List Audience Node: **Adhoc List**
 1. **Click** the **Folder Icon** under Targeting Dimension
 2. Select your **Ad-hoc List**
 3. Click the button **Create Audience**
 4. Click **Add Condition**
 5. The criteria should be *listld equal to 12052025*
 6. Click **Calculate**.
 7. **Confirm** and exit to Canvas

Build audience ?

Label

Query

 ⓘ

Audience

Targeting dimensionlab_brand_lists

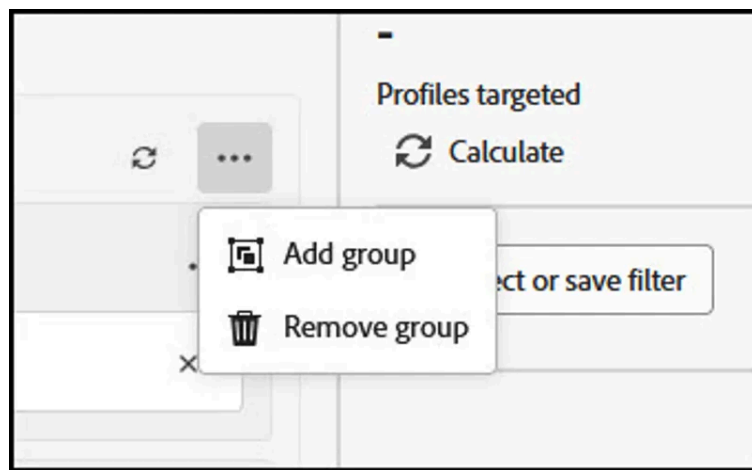
 Edit audience

listId equal to 12052025

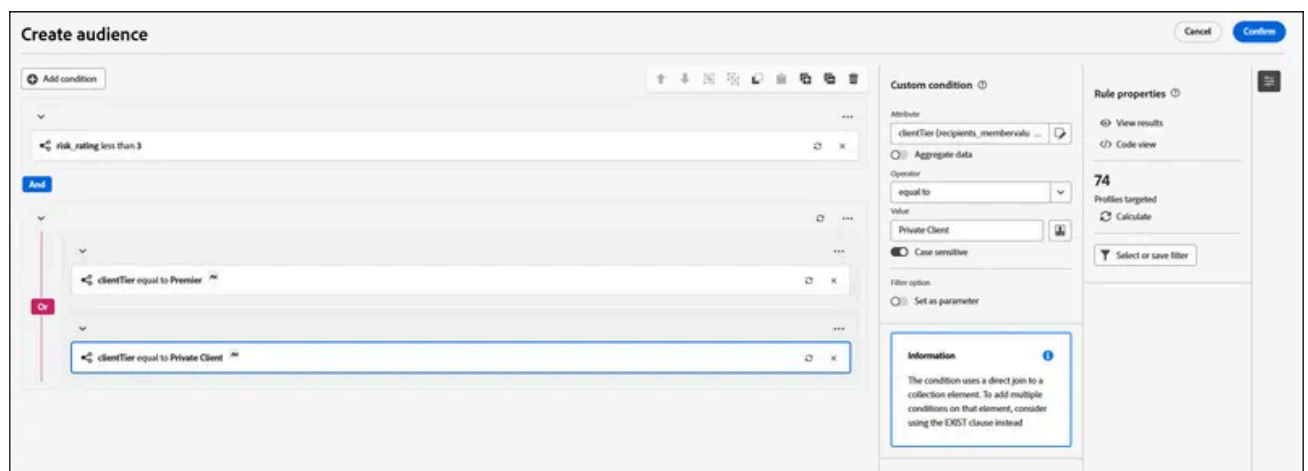
If the audience is empty

☐ Generate an outbound transition

2. Click back on Low Risk and Top Customers (Bottom Path Build Audience Node)
 1. **Click** on the **Folder Icon** Under Targeting Dimension
 2. Select **Recipients**
 3. **Click** the button **Confirm**
 4. Click **Create Audience**
 5. Click **Add Condition**
 6. Choose **@recipients-accts > risk_rating**
 7. Click **Confirm**
 8. The criteria should be **risk_rating less than 3**
 9. We are going to add an additional condition for Client Tier. Click on the three dots and choose "Add Group":
 - 10.



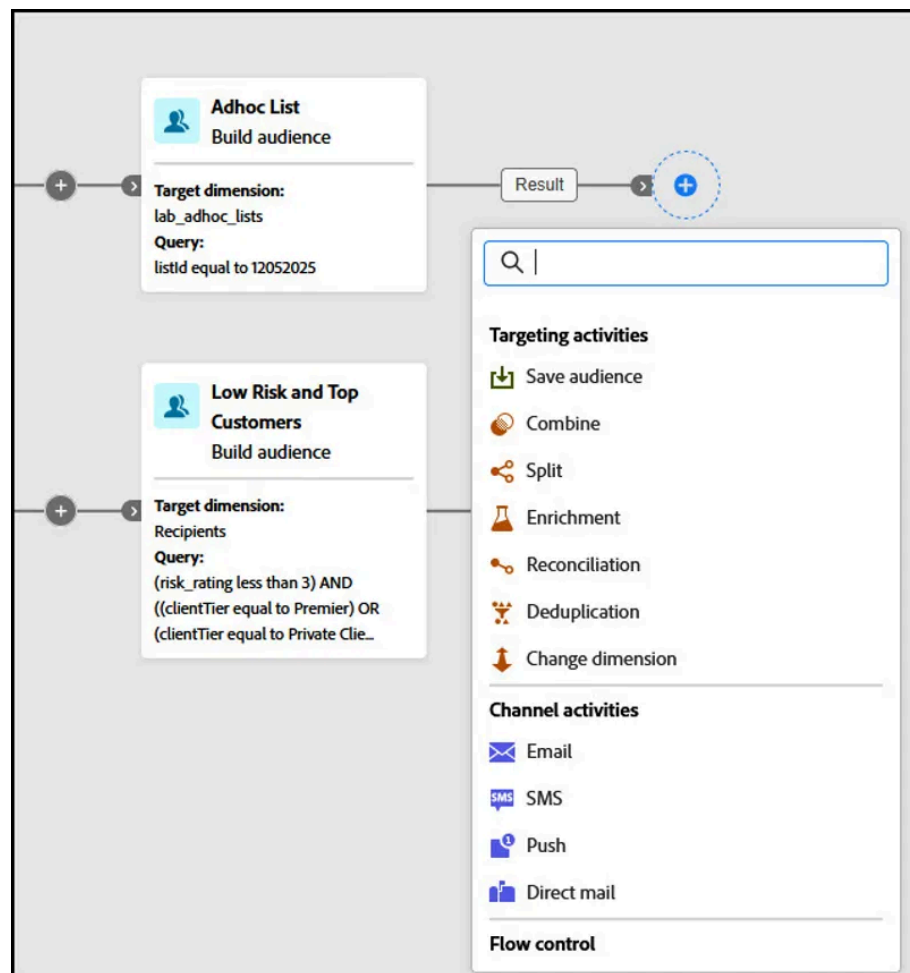
11. Similar to the steps above, click to add a condition and choose **@recipients-memberValue > clientTier**
12. Set condition **clientTier equal to Premier OR clientTier equal to Private Client**
13. Click **Calculate** to see the Profiles targeted:
- 14.



15. Click **Confirm** and exit to Canvas

Add Reconciliation

- **On the Top Path (Adhoc List query)**
 - Click on the + sign and add a Reconciliation Node:
 -



- Select a new targeting dimension: **Recipients**
- Select **Simple Attributes**
- Click on **Add rule**
- Source: **Targeting Dimension** → **recipientId**
- Destination: **recipientID**
- Click **SAVE**

Reconciliation ?

Label

Reconciliation

 ⓘ

Targeting dimension ?
New targeting dimension
Recipients

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

▼ Join 1

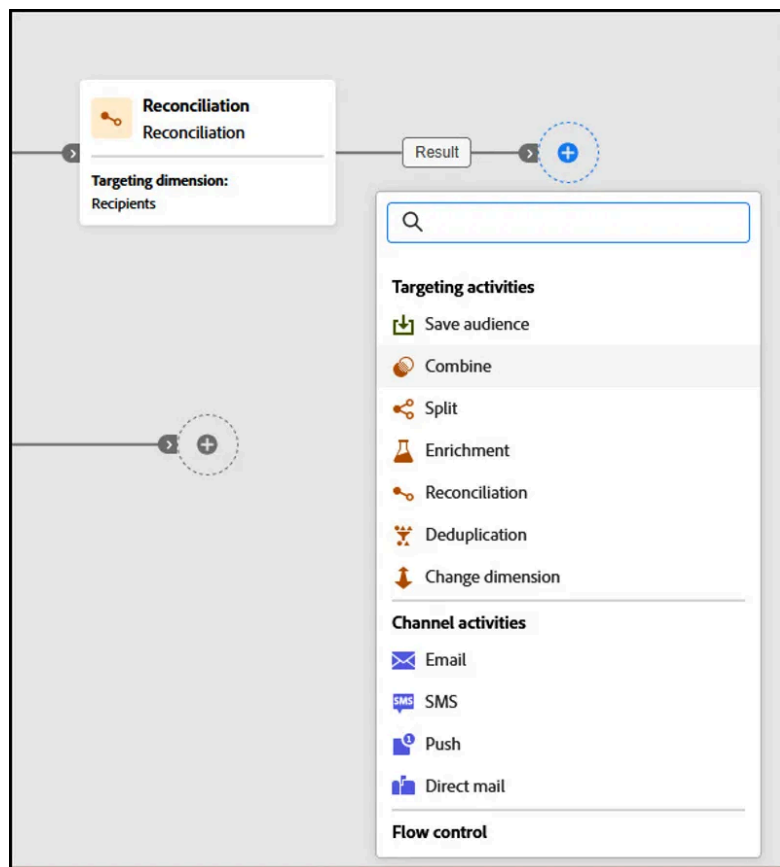
Source
recipientId (target/@recipientId)
Destination
recipientID (@recipientID)

⌵ Create filter

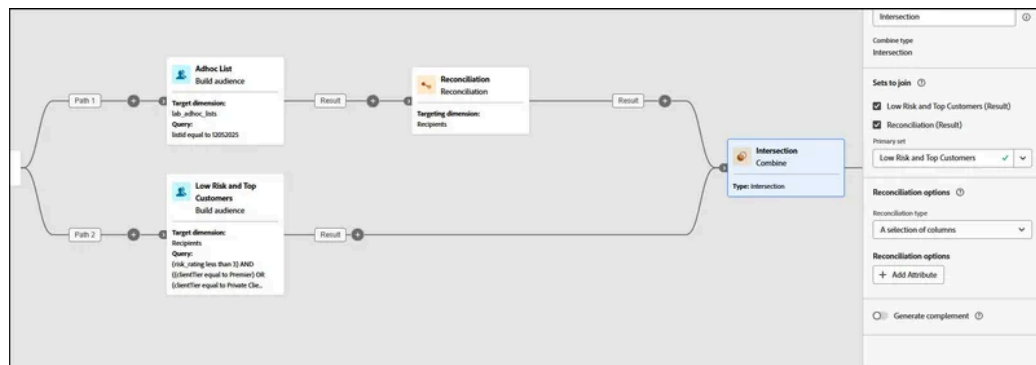
☐ Keep unreconciled data ⓘ

Add a Combine

- On the **Top Path**, click the **plus sign**
- **Add a Combine Node**
-



- Select **Intersection** as the type.
- Click on the Check Box for "Low Risk and Top Customers" to merge the two paths:



- Click on the Reconciliation Options and select "A selection of Columns" for the Reconciliation Type.
- Click on Reconciliation Options - "Add Attribute" and select the "RecipientID":

Reconciliation options ?

Reconciliation type

A selection of columns ▼

Reconciliation options

+ Add Attribute

Attribute 1

recipientID (@recipientID) ✎ 🗑

- Click **SAVE**.

Add "Enrichment"

- Click the Plus Sign Icon next to our Intersection
- Select the **Enrichment Node**
- Click on **Add enrichment data**
- Choose on **Targeting Dimension > preferredChannel**

Enrichment

Label

Enrichment

☒ Intersection (Result)

Primary set

Intersection

Enrichment data

+ Add enrichment data

▼ preferredChannel

Attribute

preferredChannel (target/@pref...

Label

preferredChannel

Alias

Add a Split

- Click on the plus sign, next to your Reconciliation node.
- Select the **Split Node**
- **Add** a total of **3 Segments** (Labels: Email, SMS, Direct Mail)
- Email Segment:
 - Click **Create Filter**
 - Click **Add Condition**
 - Select **preferredChannel**
 - Condition: **preferredChannel equal to email**
- Repeat the steps above but for "sms" and "direct mail" (these are the values)

- Once done, select: **Generate complement**
- Click Start/Resume to review counts:

Label
 ⓘ

Segment ⓘ

+ Add segment

> email
↑ ↓ 🗑️

> SMS
↑ ↓ 🗑️

▼ direct mail
↑ ↓ 🗑️

Transition label

Segment code

🔍 Edit filter ⓘ ×

preferredChannel equal to push

☐ Enable limit ⓘ

☐ Skip empty transition ⓘ

☐ Generate complement ⓘ

Add Save Audience

- **Click** the plus **sign** next to the Complement path of your split
- Select **Save Audience**
- Audience Label: **Social Media Activation - Initials**

- Select the Profile Mapping Field: **Recipients - recipientID**
- Add an Audience Mapping and feel free to store any attribute you would like to expose as part of the audience

Save audience ?



Label

i

Audience label *

Profile mapping field *

▼

Audience mappings *

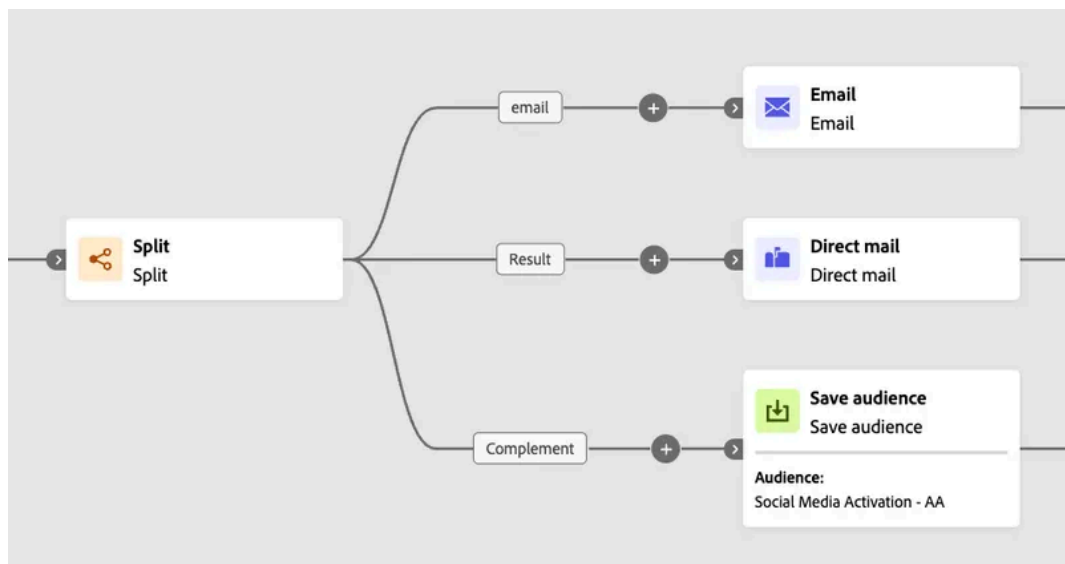
+ Add audience mapping

➤ Recipients_RecipientID 

➤ Recipients_Email 

Add Channel Activity Nodes

- On All the other paths of our split, please click the sign plus next to them
- Add Email, SMS, and DirectMail respectively



Congratulations, you completed the Campaign Workflow! Now, we'll add content!

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

← Luma summer campaign > Email

Properties **Actions** Content

Actions

**Email**Edit content

Email configuration * ⓘ

config with identitygroup ▼ ⓘ

Select or create new configuration

Business rules

Rule set ⓘ

▼ 🗑️

Action tracking

- ☒ Track email opens
- ☒ Track clicks on links and buttons in email

Adding Email Content

- On the email node, click **Edit Email**
- Click on **Actions** tab
- Select the **email** preset
- Click **Edit** Content

Use a Template

- Click on **Edit** email body
- Click on the **Saved Templates** Tab
- Select the **Email Template**
- Click **Use this template**

Use Asset Essentials

- Click **Browse** at the top of the email body
- **Add** the FSI Logo from **Asset Essentials** Repo

Generate Assets

- Press the button: **Generate and Select an Image**
- Have Fun! Otherwise, use a prompt from the template library.
- Click **Generate Content**.
- Select a **variation**
- **Click Next**
- Save in **LabGen** Folder

Using Fragments

- **Scroll down** to the bottom of the email body
- **Click** on the **Fragments** icon on the left rail
- **Drag** the "App Details Content" fragment and drop it into the **Drop Content here block**
- Click Save, and go back to the email configuration screen.

Adding Personalization

- Under **Subjectline**, click on the **Personalization** icon.
- Click on **Target Attributes**
- Click on **Recipients**
- Search for **First Name**
- Click the plus sign next to it
- Copy and paste this ", take advantage and download our app now"
- Click **Save** and go back to the canvas.

Adding SMS Content

- Click on the **SMS node**
- Click on **Actions tab**
- Select the **SMS configuration**
- Click **Edit Content**
- Press the button: **Content Template**
- Select the content template available.
- Replace the FirstName with the **Recipients** First Name **attribute**, just like **email**.
- **Go back** to the canvas

Adding Direct Mail

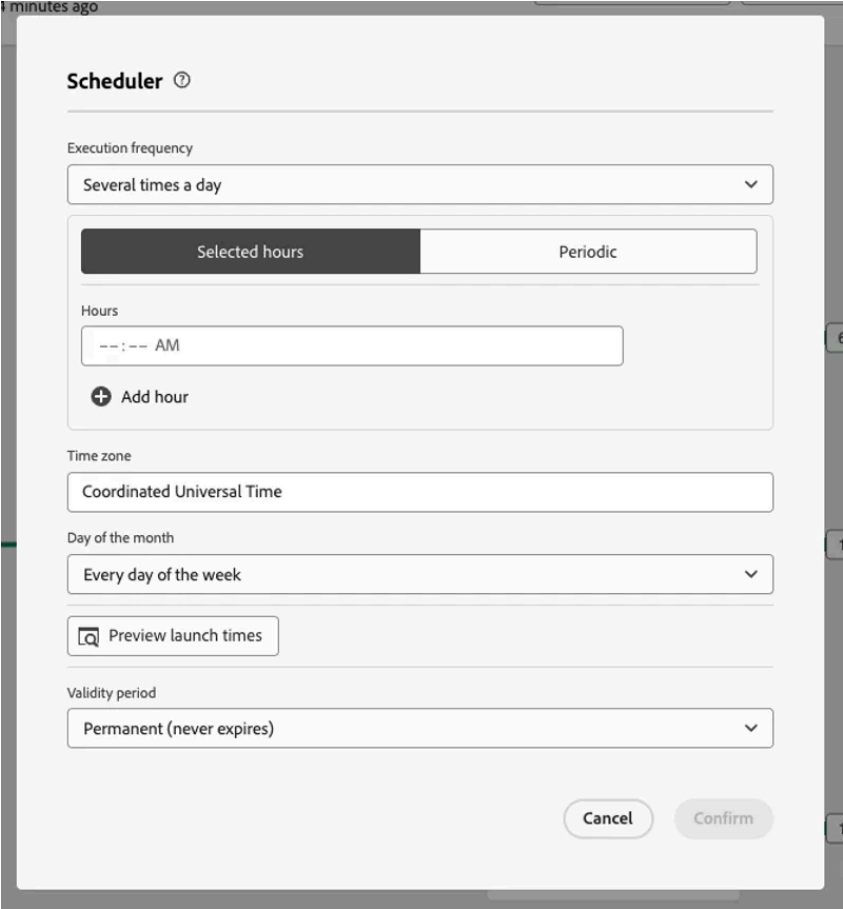
- Click on the **Direct Mail node**
- Click on **Edit** Direct Mail
- Click on **Actions** Tab
- Select the **Direct Mail** configuration
- Click **edit** content
- Provide a **name**
- Click **Add** button
- Label: Address
- Click the **personalization icon**

- Click on **Target Attributes**
- Click on **Recipients**
- Select **Address Line 1**
- Click **save**.
- Go back to your 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)'.
- Buttons**: '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

Workflow logs and tasks

Purge history

Close

Logs

Tasks

Q

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	DACD-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 '7544355f-68db-4db5-acda-da38c2371b8f' (do not validate=0, ignore missing=0)	
Today 12:40:20 PM	Info	ajoEmailCampaign1	Using default merge policy '2b28c100-14c0-4023-b237-4ea75fcfae9'	
Today 12:40:20 PM	Info	ajoEmailCampaign1	Running pre-export	
Today 12:40:20 PM	Info	ajoEmailCampaign1	Starting campaign action (batchinstanceid='011b112f-a7e1-4fd-9e80-b9b1d578e53.ajoEmailCampaign1' orchestratedCampaignVersionId='6ef9b4a7-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 the Elipsis icon, and select Logs
- Review the logs and tasks of your workflow.

Email Forecasting

- 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