

Target CJA POC

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1. Resources

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Kickoff Deck

 [Target Corp CJA POC Kickoff_20250604....](#)



Scoping Document

 [Target - CJA POC Scope_20250523_FIN...](#)



POC Readout Deck

 [Adobe CJA_Target Meeting-07.23.2025.pdf](#)



POC Readout CJA Workspace

 [Target POC Project \(FINAL\).pdf](#)



Other Documents

Target Corp AA Marketing Channel Processing Rules

 [Target_Processing_Rules_Checklist.xlsx](#)



Resource Links

- [Customer Journey Analytics Guide](#)
- [Evolution from Adobe Analytics](#)
- [Analytics Source Connector Field Mapping](#)

Recordings

July 23, 2025 - POC Readout - Atlanta (MS Teams)

2:19:49

June 12, 2025 - Weekly Office Hours - Marketing (MS Teams)

15:17

June 4, 2025 - POC Kickoff (Zoom)

June 11, 2025 - POC Weekly Meeting (Zoom)

June 18, 2025 - POC Weekly Meeting (Zoom)

June 25, 2025 - Weekly Office Hours - Commerce (Zoom)

June 25, 2025 - POC Weekly Meeting (Zoom)

June 26, 2025 - Weekly Office Hours - Marketing (Zoom)

July 8, 2025 - Weekly Office Hours - Commerce (Zoom)

July 9, 2025 - POC Weekly Meeting (Zoom)

July 10, 2025 - Weekly Office Hours - Marketing (Zoom)

July 15, 2025 - Weekly Office Hours - Commerce (Zoom)

July 16, 2025 - POC Weekly Meeting (Zoom)

July 17, 2025 - Weekly Office Hours - Marketing (Zoom)

July 22, 2025 - Weekly Office Hours - Commerce (Zoom)