



Wyndham | AJO HOL
Jun2026

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1. Agenda

Agenda – Hands on Lab & Deep Dive

- 01** Kick-off & Environment Orientation
- 02** Lab: Journey Build & Message Design
- 03** Lab: Campaigns & Experiments
- 04** Lab: Experience Decisioning & Campaigns
- 05** Lab: Reporting, Testing, and & Close

2. Access

Accessing the Experience platform

- Use Chrome or Firefox.
- **Sign-out from all Adobe instances** that might be open.
- Do **NOT** use your own credentials to access the demo instance for this lab. Instead, you'll use specific credentials provided in this document.
- We recommend to start a fresh incognito window before following the below steps.

Hands-on Lab URLs

<https://experience.adobe.com/> Experience Cloud Home Page

<https://platform.adobe.com/> Opens Experience Platform Directly

Your user information

Password:

Password: **HOL2026adobe!**

All user names below share the same password highlighted in red.

User Names:

User	Name	User Login
01	Sarah Pannacciulli	wyndhamu01@ma1.aephandsonlabs.com
02	Jaeyanthi Padmanab	wyndhamu02@ma1.aephandsonlabs.com
03	Prithwiraj Deb	wyndhamu03@ma1.aephandsonlabs.com
04	Sonja Mindrebo	wyndhamu04@ma1.aephandsonlabs.com
05	Susana Noria	wyndhamu05@ma1.aephandsonlabs.com
06	Steve Petersen	wyndhamu06@ma1.aephandsonlabs.com
07	Kristin Bozios	wyndhamu07@ma1.aephandsonlabs.com
08	User 08	wyndhamu08@ma1.aephandsonlabs.com
09	User 09	wyndhamu09@ma1.aephandsonlabs.com
10	User 10	wyndhamu10@ma1.aephandsonlabs.com
11	User 11	wyndhamu11@ma1.aephandsonlabs.com
12	User 12	wyndhamu12@ma1.aephandsonlabs.com
13	User 13	wyndhamu13@ma1.aephandsonlabs.com
14	User 14	wyndhamu14@ma1.aephandsonlabs.com
15	User 15	wyndhamu15@ma1.aephandsonlabs.com
16	User 16	wyndhamu16@ma1.aephandsonlabs.com
17	User 17	wyndhamu17@ma1.aephandsonlabs.com
18	User 18	wyndhamu18@ma1.aephandsonlabs.com
19	User 19	wyndhamu19@ma1.aephandsonlabs.com
20	User 20	wyndhamu20@ma1.aephandsonlabs.com

After Successfully Login

You'll gain more access on the day of the lab. For now, you are logged in in Experience Cloud successfully.

3. 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](#)

[Integrate AEM Assets with Figma. | Adobe Experience Manager](#)

[Create dynamic content | Adobe Journey Optimizer](#)

[Create conditions | Adobe Journey Optimizer](#)

Orientation Presentation

 [AJO_Wyndham_LAB.pdf](#)



Orientation Recording

Part 1:

1:59:26

Part 2:

1:49:17

4. Lab Exercises

4.1. AJO Configurations

All journey optimizer instances will need to be configured to support all the Journey Actions. For example, not all experience events captured by platform equate to a Journey Event; Only a few hand-raising activities will need to be configured as a Journey Event. There are other situations where you need to connect to API end points to retrieve data mid-journey. Also, all actions (i.e email, sms, inApp) require configurations and each have their own setup.

This section will cover what has been configured in our platform to support the Lab.

Channel Configurations

Email Marketing:

<https://experience.adobe.com/#/@adobedemoamericas275/sname:hol02-0626/journey-optimizer/configui/message-preset/edit/2a82b220-88ce-4f81-8e1f-abee838e0dd3>

[Official Doc](#)

Push Messaging:

<https://experience.adobe.com/#/@adobedemoamericas275/sname:hol02-0626/journey-optimizer/configui/message-preset/edit/d7ec496a-5bcb-4bd3-bd43-7cad44f2c833>

[Official Doc](#)

Mobile Marketing:

<https://experience.adobe.com/#/@adobedemoamericas275/sname:hol02-0626/journey-optimizer/configui/message-preset/edit/41da7cee-708b-42d1-9ac1-707aa486ac74>

[Official Doc](#)

Journey Experience Events

Cart Abandon:

<https://experience.adobe.com/#/@adobedemoamericas275/sname:hol02-0626/journey-optimizer/admin/events>

[Official Doc](#)

Custom Actions

Property Look-up Information

<https://experience.adobe.com/#/@adobedemoamericas275/sname:hol02-0626/journey-optimizer/admin/actions>

[Official Doc](#)

Integrations

Property Look-up Information

<https://experience.adobe.com/#/@adobedemoamericas275/sname:hol02-0626/journey-optimizer/admin/integrations>

[Official Doc](#)

4.2. Journeys

This lab will build an abandoned booking / abandoned cart journey both using the UI and Agent Orchestration with the Journey Agent.

✓ Use Case Brief

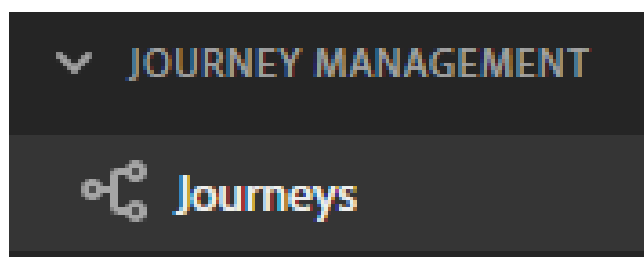
Setup a Journey that has the ability to orchestrate personalized, multi-step journeys for different lead types across multiple Wyndham brands and behavioral data to drive engagement and conversion.

Journey Steps Concept

- Trigger Journey with a Cart Abandon Event
- Wait for 1 Day for a Purchase
- Check for Channel Preferences
- Deliver Messages Based on Channels
 - Push
 - Email
 - SMS
- The Journey Should Have the Following Global Rule Sets Configured:
 - Journey Rule Set (Maximum of concurrent Journeys)
 - Channel Rule Set (Maximum of Total Messages by Month)
 - This Journey should have the highest priority

Create and Configure a Journey

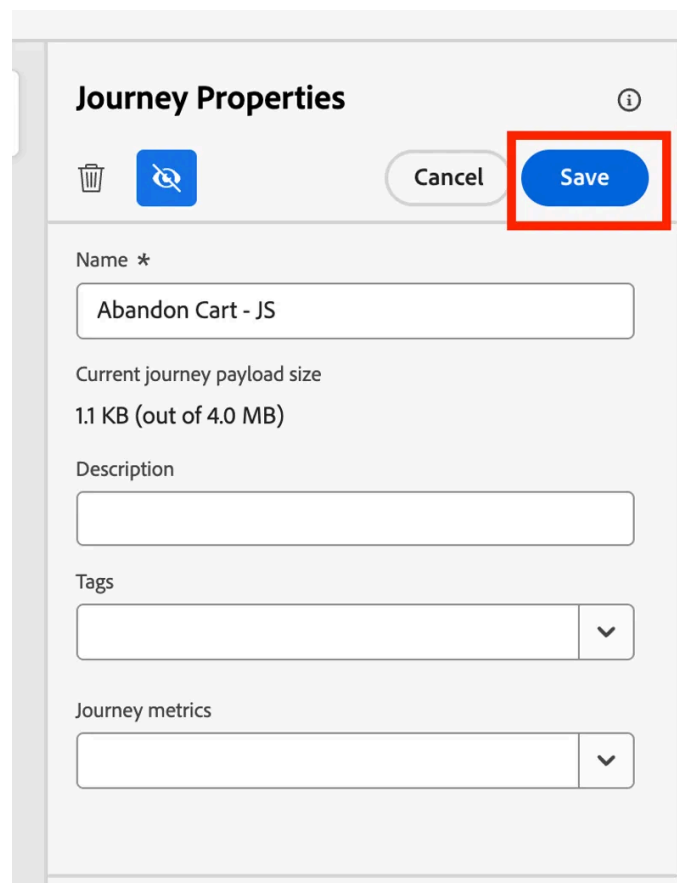
- Navigate to Journeys



- Click on “Create Journey”



- Provide a Name and Description
 - **Abandon Cart - {Your Initials}**
- Scroll Down to section **Conflict management**
 - Select Rule Set: **Wyndham Journey Rules**
- Then click **Save**

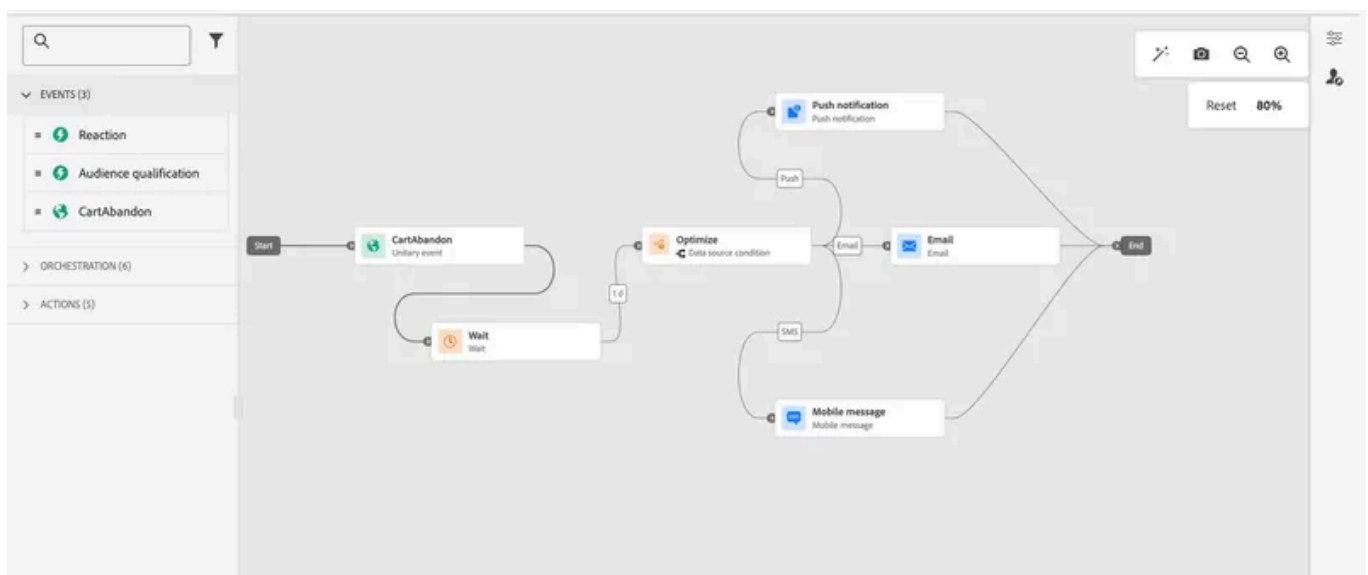
A screenshot of the "Journey Properties" form. At the top, there's a title "Journey Properties" with an information icon. Below the title are icons for delete and edit, and buttons for "Cancel" and "Save". The "Save" button is highlighted with a red rectangle. The form fields include: "Name *" with the value "Abandon Cart - JS"; "Current journey payload size" showing "1.1 KB (out of 4.0 MB)"; "Description" with an empty text area; "Tags" with a dropdown menu; and "Journey metrics" with a dropdown menu.

Build The Journey Steps

- Under Events, find, drag and drop the **CartAbandon** Event node onto the Canvas.
- From the Orchestration, find, drag and drop the **Wait** node next to the event.
 - Add **1 Day Wait** to label
 - Leave the duration at 1 Day

- Click **Save**
- Label the Path with email
 - Click on the pencil
 - Search for **Preferred Channel**
 - From the **Context** Folder Under **Experience Platform > ProfileFieldGroup > profile > Consents and Preferences > Marketing Preferences > Preferred Channel** is equal to "email"
 - Click **Ok.**
 - Click **Save.**
- Click **Add a Path**
 - Follow the step above for the **Preferred Channel for SMS and Push**
- From **Actions**, find, drag and drop the **Action** onto the Email path and chose **email**
 - Label the email node with **Email**
- From **Actions**, find, drag and drop the **Action** onto the SMS path and chose **SMS**
 - Label the email node with **SMS**
- From **Actions**, find, drag and drop the **Action** onto the Push path and chose **Push**
 - Label the email node with **Push**

Your Journey should look like (With a few warnings on the Actions):



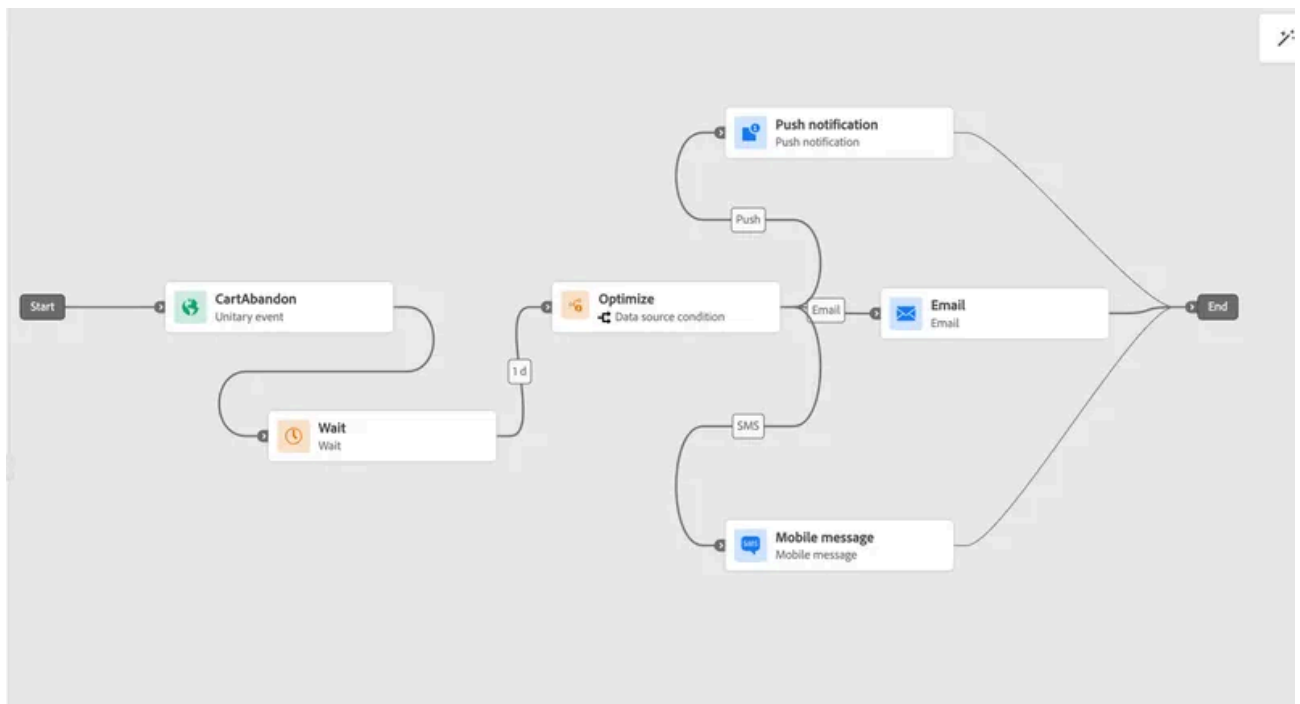
Congratulations, you have configured your journey.

Create and Configure a Journey Using Agent Orchestrator

- When you create a journey select with
- Copy the Prompt below to copy into the prompt box

Create an event-triggered journey for cart abandonment: after a customer abandons their cart, wait 1 day, then check their preferred marketing channel. If they prefer email, send an email; if they prefer push notifications, send a push; if they prefer SMS, send an SMS.

- Now save the image below to add as a reference image



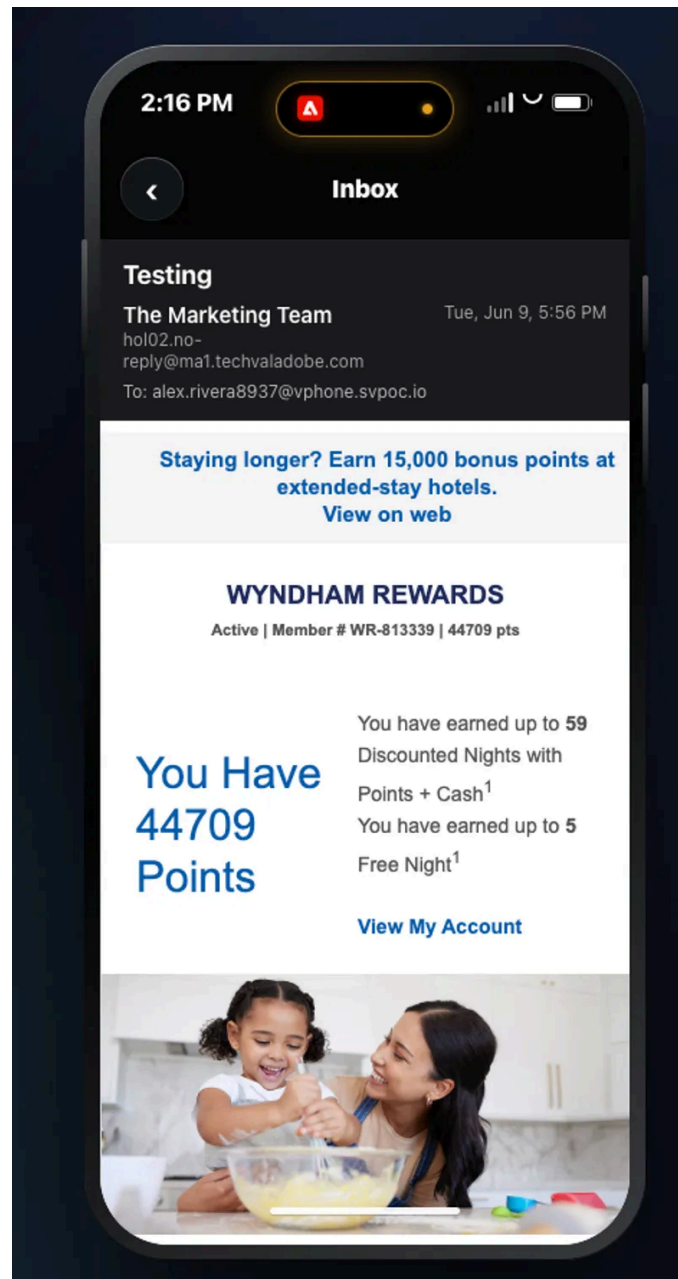
- Now we will flow through a series of questions and validations that will allow us to select the configurations that will be needed for the journey.
- At the end of the journey flow you should be asked if you want to generate the content for this journey. Type yes to continue.
 - If you don't get this prompt, then add this prompt below:

Create content for the journey created.

Next, we need to configure the actions. Let's Move to the Message Designer Labs.

4.3. Message Designer

Email Designer



eNews Template

Action Configurations:

- Click on the **eNews email node**
- Click Configure Action
- Select Email Configuration: Email-Marketing

- Click Track Email Opens and Track Clicks
- Rule Set: Wyndham Message Rules
- Click On Edit Content

Using AI Assistant to craft an in brand Subject Line

- In the subject line field, click the AI assistant button.
- Use the following URL in the AI assistant as a reference.
 - <https://adbecdn.blob.core.windows.net/labs/Wyndham/reference2.png>
- Wait for it to set up.
- Use this prompt, then hit generate:

We advertising our 2 free night offer for our summer getaway campaign targetin

- Select your favorite.

Templates and Re-usable Fragments:

- Click on Content Template button
- Select Apply Content Template
- Select: **Imported Wyndham Template - enews**
- Click Edit **Email Body**
- From the left Rail, click on **Fragments**
- Drag and Drop **Pre-header, Header, and Loyalty Balance Tracker** onto their respective **Drop Content Here blocks**.
- Break the inheritance of the **Loyalty Balance Tracker** fragment

This is a good time to use brand guidelines to make sure we are in brand. Click the Brand Alignment Icon.

Breaking Inheritance from a Fragment

- This fragment is conditional. Let's edit the variant

- Click the Branch icon
- Create a new condition
- The condition must be member ID exists.

Personalizing an Email

- Click on the content itself, and click the code icon
- Add the Loyalty Points Balance in the profile and replace the placeholder with it

Using Re-usable Expression Fragments

- Click on Fragments
- Click the 3 dots under Points Tracker Expression
- Click View Fragment

Expression Fragments via AI Assistant

- Click the AI Assistant button
- Use this prompt:

Using the profile field `profile._adobedemoamericas275.loyaltyPointsBalance`, create a fragment that:

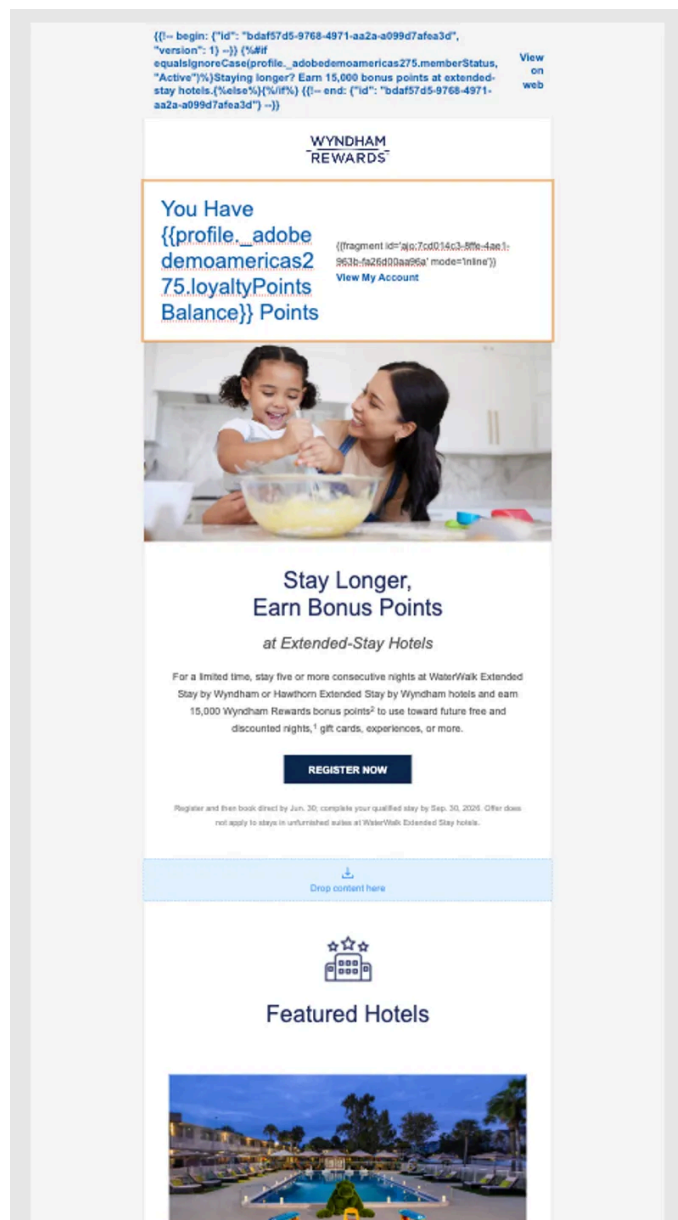
1. sets the points balance to 0 if the field is null,
2. calculates discounted nights as `loyaltyPointsBalance` divided by 750 and rounded down to the nearest integer,
3. calculates free nights as `loyaltyPointsBalance` divided by 7500 and rounded down to the nearest integer,
4. outputs:

"You have earned up to {discountedNights} Discounted Nights with Points + Cash1"

and

"You have earned up to {freeNights} Free Night1"

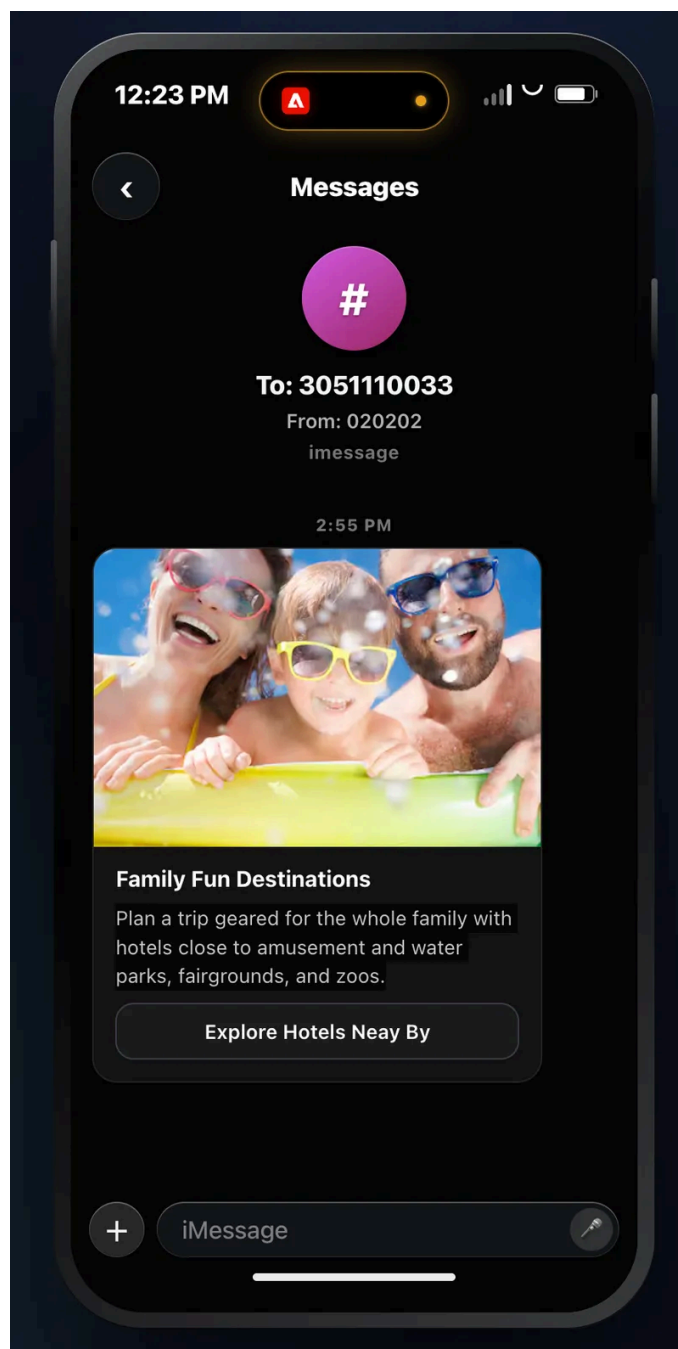
- Insert the generated Fragment into the canvas
- Click Ok or Save.
- Click Content Templates
- Click Save Template and use you name or initials
- Click Save and go back to the journey.



Mobile RCS Designer

- Click on SMS Node.
- Click on Configure Action
- Select RCS marketing Configuration
- Select Rule: Wyndham Message Rules
- Click Edit Content
- Select the Card - Rich Card with Media option
- Add a Title: "**Family Fun Destinations**"
- Add a description: "Plan a trip geared for the whole family with hotels close to amusement and water parks, fairgrounds, and zoos."

- Add a media URL: https://www.wyndhamhotels.com/content/dam/creative-images/en-us/wr/text/3x2/whr_1x1_family_fun_collections_may25.jpg?downsize=420:*
- Media Height: "**Medium**"
- Suggested Actions' label: "Explore Hotels Near By"
- Open URL: "https://demo.wyndham.com"
- Use your Title and your description as the fallback text.
- WebView mode leave empty.
- Click Save.
- Go back to your Journey.



Push Message

- Click on the Push Node
- Click Configure Action
- Select Push as the Channel Configuration
- Select the Rule Set: Wyndham Message Rules
- Click on Send Time Optimization
- Send within the next 6 hours
- Click Edit Content
- Click Content Template
- Click Apply Content Template
- Select the Push Template

4:04 PM



Stay Longer, Earn Bonus Points

now



Stay five or more consecutive nights at WaterWalk Extended Stay by Wyndham or Hawthorn Extended Stay by Wyndham hotels and earn 15,000 bonus points.

[Book Now](#)

Unlock

4.4. Campaigns & Experiments

Let's now create an Experiment using a Campaign to launch it.

Creating a Campaign

- Under Action, click Campaign
- Click create campaign
- Select Scheduled - Marketing
- Provide a Name: **Newsletter - Experiment - Initials**

Configure Experiment

- Click on the Actions Tab.
- Click Add Action
- Select Email
- Select Email-Marketing
- Rule Set: Wyndham Message Rules
- Check Track Email Opens and track clicks on Links and buttons in email
- Click Create Experiment
- Name Your Experiment: **Cardholders Test - Initials**
- Select a Success Metric
- Select a hold out group
- Click Add Treatment
- Click Save

Add Treatments

- Navigate to the Content Tab
- For Variant A, click Content template
 - Select **Imported Wyndham Template - enews**

- For Variant B, click Content Template
 - Select **Imported Wyndham Template - Broadscale**

Select Audience

- Navigate to the Audience Tab
- Select the Identity Type as Email
- Click Select Audience
- Select **Wyndham HOL - Cardholder Members**

Define a Schedule

- Navigate to the Schedule Tab
- Make changes as you desired.
- Click Review to Activate

Treatment A

Content

Email

Targeting rule
Not added

Experiment
Treatment A

Language
Not added

The Marketing Team
From: h6022.no-reply@mar.tachivaladobe.com

June Newsletter



**Stay Longer,
Earn Bonus Points**

at Extended-Stay Hotels

Properties

Name
Newsletter - Experiment - JS

Campaign ID
c01cd287-45df-4137-929a-7a9f828b04e

Category
Marketing

Access management labels
No labels selected

Business rules ⓘ
Wyndham Message Rules

Description
-

Campaign version ID
728e47bd-fbc4-4129-846c-a0d328f0b897

Campaign type
Scheduled

Tags
No tags selected

Actions

Action ID
0dca3f0d-cd99-4424-b4ac-710d5a3d8f9

Channel
☒ Email

Action tracking
Track email opens and Track clicks on links and buttons in email

Channel configuration ⓘ
Email-Marketing

Optimization

> Message optimization

Treatment B

Content

Email

Targeting rule
Not added

Experiment
Treatment B

Language
Not added

The Marketing Team
From:hol02.no-reply@mail.techvaladobe.com

Cardholders Rewards Newsletter

Unlock up to 2 Free Nights this summer.

View on web

WYNDHAM
REWARDS



Properties

Name
Newsletter - Experiment - JS

Description
-

Campaign ID
c05c8287-45df-4137-929a-7af9f2f8c4e

Campaign version ID
728e47bd-f8c4-4129-846c-a0d228f0b997

Category
Marketing

Campaign type
Scheduled

Access management labels
No labels selected

Tags
No tags selected

Business rules ⓘ
Wyndham Message Rules

Actions

Action ID
0dca3f0d-cd99-4424-84ac-710dfa3e1f9

Action name
Email

Channel
✉ Email

Channel configuration
Email-Marketing ⓘ

Action tracking
Track email opens and Track clicks on links and buttons in email

Optimization
➤ Message optimization

Congratulations, you have completed working with campaigns and experiments.

However, in order to complete this campaign, you must now complete Experience Decision Labs.

4.5. Experience Decision

4.5.1. Foundational Components

Experience Decision

Every visual component on the web, emails, or even IoTs can be driven by Experience Decision in their entirety. This is because you can fully customize your Experience Catalog to serve multiple channels at once or just pieces of content inside those channels using placements.

Catalog

Adobe Journey Optimizer

Search CX Enterprise (36+)

adobe-demo-americas-275 Dev Wyndham Har

Home Schemas > Personalized Offer Items - Experience Decisioning

Journey management Structure Labels

Campaigns

Journeys

Reports

Decision Management

Offers

Components

Use Case Playbooks

Playbooks

Decisioning

Catalogs

Strategy setup

Content Management

Data management

Schemas

Datasets

Queries

Monitoring

Composition

Schema

Personalized Offer Items ~...

Class ① Assign

Field groups ① Add

Identities ①

Relationships ①

Required fields

- ..experience.decisioning.offeritem.life...
- ..experience.decisioning.offeritem
- ..experience.decisioning
- ..experience

Personalized Offer Items - Experience Decisioning

offerContent Object

mediaAssets Object

- destinationURL String
- edgePath String
- repository String
- sourceURL String
- trackedURL String
- type String

textFields Object

- ctaLabel String
- ctaUrl String
- description String
- title String

Show display names for fields

Fragments or Templates

April Offers

Fragment Draft Email Visual Fragment

100%

Save

Components

Structures

- 1:1 column
- 1:2 column Left
- 2:1 column Right
- 2:2 column
- 1:3 column Left
- 3:1 column Right
- 3:3 column
- 4:4 column
- n:n column

Contents

- Container
- Button
- Text

Body

Settings Styles Editable fields

FRAGMENT INHERITANCE

- Allow inheritance to be broken
- Prevent inheritance from being broken

earner+ WYNDHAM REWARDS

Earn up to 10 Free Nights

With the Wyndham Rewards Earner® Cards, you can earn up to 75,000 bonus points—enough for up to 10 free nights, gift cards, or more.* Terms & Conditions apply.

Learn More

4.5.2. Create Offer Item

Create Your Item

- On the navigation menu, click Catalogs under Decisioning.
- Click Create Item.
- Provide standard attributes.
 - Offer Name: "Insider Offer - Initials"
 - Set a Start and End dates.
 - Create a Tag with **Your initials**
- Provide Custom Attributes:
 - Expand **offerContent** under Custom attributes:
 - Select Add from URL or Add asset from library. This is a sample image you can use:
 - https://www.emailimagecdnr8z1.com/7tjf2p3g48/en_us/images/69cec48c9198b-1775158412.5964.jpg
 - Under Text Fields:
 - ctaLabel: *Register*
 - Description: *Earn one 7,500 bonus for Eligible Insider Members could earn additional bonus when using Wyndham Rewards Visa Card for the qualifying booking.*
 - Title: *Hey Insider, Earn a Max 7,500 Points!*
- Click Next

Eligibility

- Select By Rule
- Select Insider Member Not A Card Holder Member
- Click Next, Review, Save, and Approve.

Standard attributes



Name

Insider Offer

Start date

–

End date

–

Priority

1

Id

dps:72a0a76d06964d023d67ee4f665d40d541bb1bc8cc2bb6ca:1ca75183f9a79fb0

Tags

JMMA

Custom attributes



offerContent

textFields

title

Hey Insider, Earn a Max 7,500 Points!

description

Earn one 7,500 bonus for Eligible Insider Members could earn additional bonus when using Wyndham Rewards Visa Card for the qualifying booking.

ctaLabel

Register

mediaAssets

https://www.emailimagecdnr8z1.com/7tjf2p3g48/en_us/images/69cec48c9198b-1775158412.5964.jpg



Profile constraints



Eligibility rule

Name

Insider Member Not A Card Holder Member

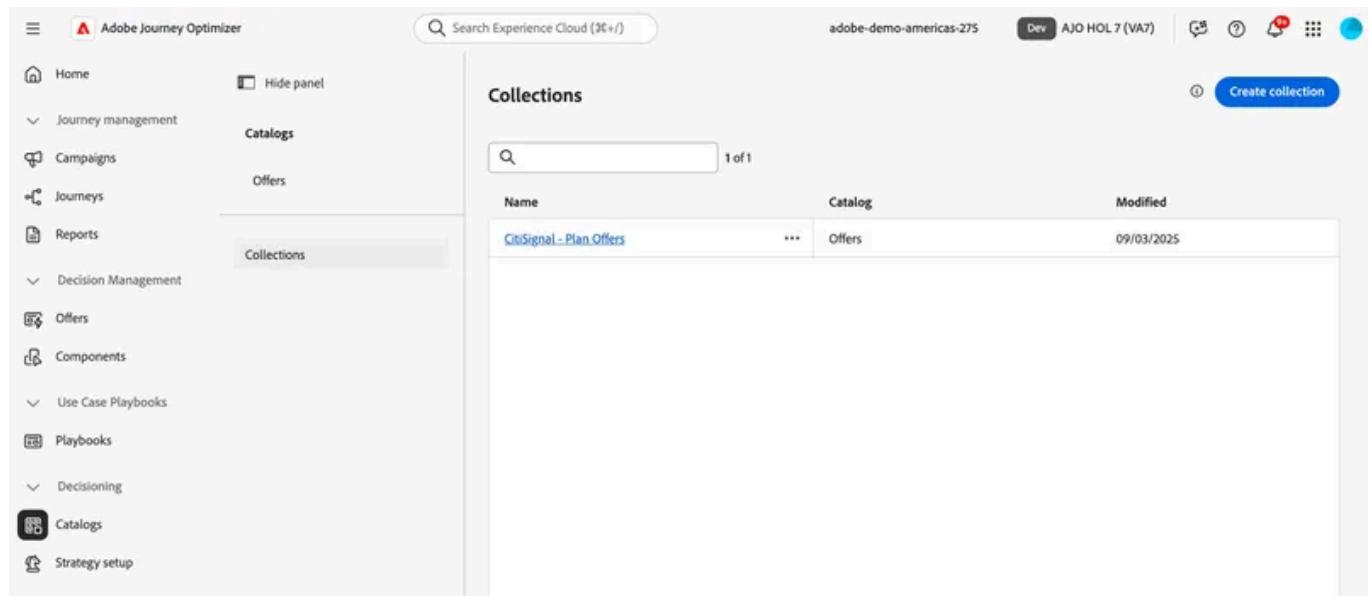
Id

dps:eligibility-rule:1ca75303bac1e551

Congratulations, you have created your first offer item!

4.5.3. Create a Collection

Now that you have created your own Offer Item. It is time to group them into collections. These collections will be later used by the decision engine as the pool of offers available for an specific strategy setup.



Create a Collection

- Click Create Collection
- Give it a descriptive name: "Broadscale Offers - Initials"
- Click on where it says "click to create a decision item"
- Click on select attribute and select Tags and hit Save
- Select Contains.
- On the empty field, start typing the Label with your initials. Then select it.
- Click Create.

Create collection

Manage access

Cancel

Create

Details

Name *

Plan Offer Collection - Initials

Description

Catalog

Offers

Collection rules ⓘ

* Required

Items that meet below rules will be included in this collection.

Preview collection

NUMBER OF ITEMS 1

Tags

Contains

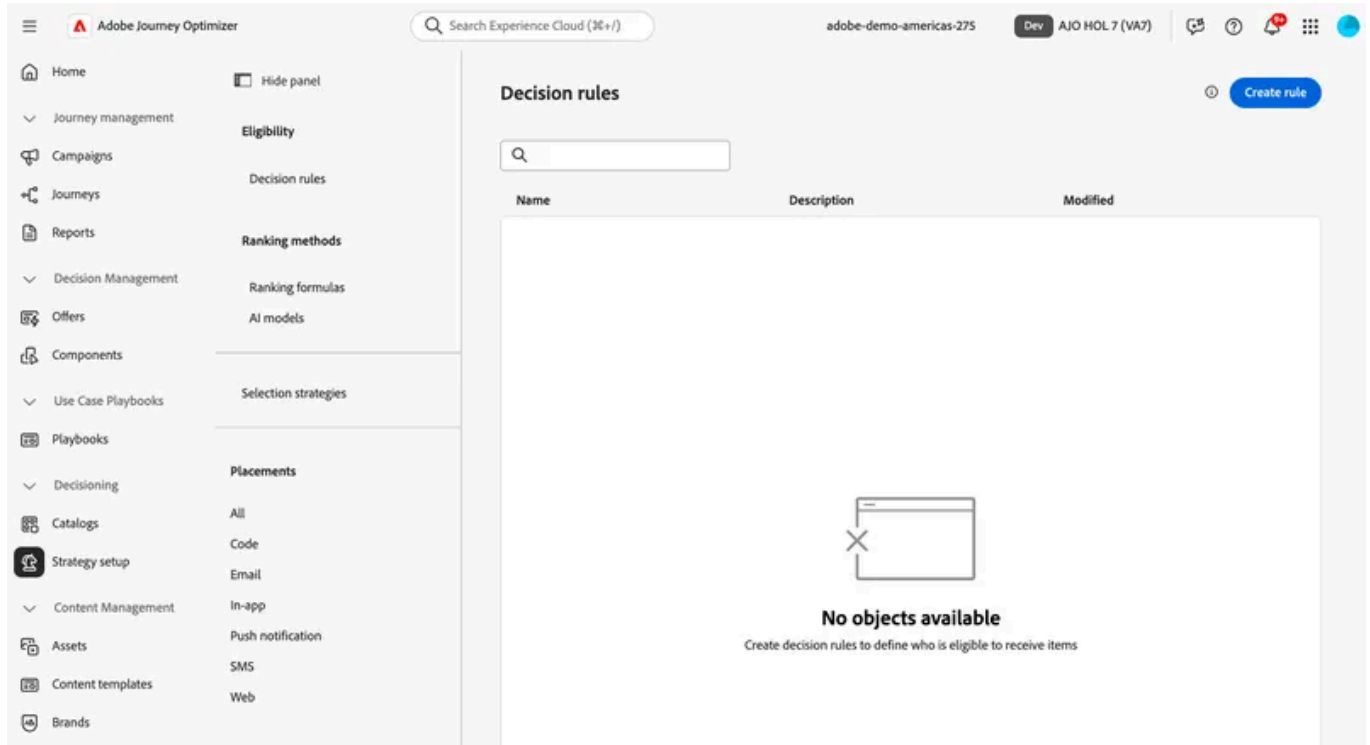
JMMA

+ Add rule

Congratulations! You completed this lab!

4.5.4. Create a Strategy

Now that we have our offer items inside of collections, and we know how to rank them. It is time to develop our selection strategy.



Creating a Selection Strategy

- Click on Selection Strategies
- Click Create Selection Strategy
- Name your Selection Strategy: "**Broad Scale Offers - Marketable Profiles (US) + Initials**"
- Click Select Collection and select your collection
- For eligibility lets select an audience: **Wyndham HOL - Broadscale Offer Eligible**
- Click Save
- For the Ranking Method. Leave **Offer priority**.
- Click Create.

* Required

Details

Selection strategy name *

Offer Plan Summer Campaign + Initials

Catalog

Offers

Collection * ⓘ

Plan Offer Collection - Initials

 Edit

Eligibility ⓘ

Eligibility

Audiences



CitiSignal - Registered Users

 Edit

Ranking method ⓘ

Ranking method

Formula

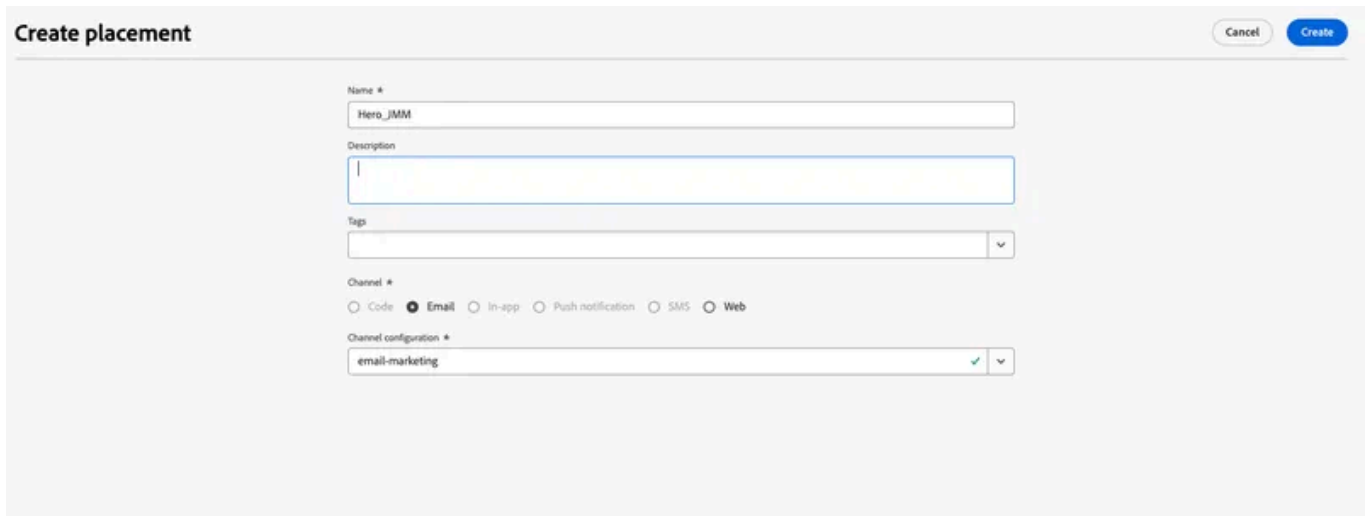


Prioritize based on External Audience Name

 Edit

Congratulations, you are ready to create an Email Placement

4.5.5. Create an Email Placement



The screenshot shows a 'Create placement' form with the following fields and options:

- Name ***: Text input containing 'Hero_JMM'.
- Description**: Text input with a cursor.
- Tags**: A dropdown menu.
- Channel ***: Radio button options: ☐ Code, ☒ Email, ☐ In-app, ☐ Push notification, ☐ SMS, ☐ Web.
- Channel configuration ***: A dropdown menu showing 'email-marketing' with a green checkmark and a dropdown arrow.

At the top right of the form are 'Cancel' and 'Create' buttons.

- Click on Email, under **Placements**.
- Click **Create a Placement** button.
- Give it a name: **Extra-BonusCard-INITIALS**
- Select the Channel Configuration: **Email-Marketing**
- Click Create

Congratulations, you are now ready to add your Offer into your email. Go to Adding ExD to Campaigns Lab next.

4.5.6. Adding ExD to Campaigns

Experience Decision is supported on both Journey Optimizer Campaigns and Journeys. Both of them are capable of running Code-Base-Experiences and Email Channel.

Getting started with campaigns



Orchestrated campaign



Action campaign



API triggered

Campaign orchestration
Split, combine, enrich and manipulate relational datasets to define your audience

Leverage multi-entity data
Learn how Orchestrated campaigns can take advantage of relational datasets to enrich data for segmentation & personalization

Ad-hoc segmentation & exact counts
Build your segment step by step with exact counts

Available channels
Email, SMS, Push notifications, Direct mail



Updating our Campaign for Decisioning

- On the Nav, click Campaigns, under Journey Management
- Search for the campaign you had already created
- Click on your campaign Name
- Click the pencil button under the Content Section
- Click on **Broadscale Template** Variant
- Enable the Toggle Enable Decisioning and click continue
- Click on Content Template and Select Apply Content (Broadscale Template)
- Click Confirm
- Click Edit Email Body
- Drag and Drop a 1:1 column Structure and place it above the Awards Section
- Click on Fragments, drag and drop April Offers into the above structure

- Break the inheritance so we can edit
- Click the fragment inside the email body in order to select it
- Click the Decisioning Icon (next to the left side of the code icon)
- Select Add New Policy

Creating a Decision Policy

Decision policies are containers for your offers that leverage the Decisioning engine to dynamically return the best content to deliver for each audience member. Their goal is to select the best offers for each profile, while the campaign/journey authoring allows you to indicate how the selected decision items should be presented, including which item attributes to be included in the message.

- Give it a name: Broadscale Offer - Initials
- Number of items: 1
- Click Next.
- Select a your strategy sequence by click the Add button
- Select your strategy.
- Click Next. Click Create

Create decision policy

Details

Strategies

Review

Cancel

Back

Next

Strategy sequence

* Required

This sequence will determine the order in which selection strategies and decision items are evaluated. Strategies within groups will be evaluated together.

1

>

Offer Plan Summer Campaign + Initials

ITEMS 1

–

+

+ Add

Fallback items (optional) ⓘ

★

CitiSignal - Registered Offer

View item

–

Select fallback

Select Your Email Placement

- Click on Assign Placement
- Select your email placement
- Click Assign

Select Decision Policy Mapping

- Click the code icon
- Select Decision Policies
- Select your policy
- Click Insert Syntax
- CUT the HTML and PASTE inside the code that was printed.
- Replace the content with our Item Catalog attributes, for example:
 - Replace the **title** with Click on **_adobedemoamericas275 > Offer Content > Text Fields > Title**
 - Feel free to do all the attributes if you want.
 - Click Save

Optimize for AI Inbox100%

Simulate Content↶⋮ MoreSave

The Summer of Rewards

Unlock up to 2 Free Nights

There's no better time to book your summer vacation. Earn up to 15,000 Wyndham Rewards bonus points¹—that's enough for two future free nights² at more than a thousand Hotels by Wyndham around the world.

JOIN & REGISTER NOW

Join, register, and then book direct by Sep. 3; complete your qualifying stay by Sep. 30, 2026. You are limited to 15,000 bonus points total across one or two qualified stays. Free night redemption varies by location, ranging from 7,500–30,000 points per bedroom. Not valid at hotels in China (including Hong Kong, Macao, and Taiwan).

earner+ WYNDHAM REWARDS
W.A. Member
Member 1234567890
VISA Signature

{{item._adobedemoamericas275.offerContent.textFields.title}}

With the Wyndham Rewards Earner® Cards, you can earn up to 75,000 bonus points—enough for up to 10 free nights, gift cards, or more.¹ Terms & Conditions apply.

[Learn More](#)

{{#each decisionPolicy.ad2e0137-f7bc-4955-b124-d73dca72b287.placement.Extra-BonusCard-JMMA.items as item}}

{{/each}}

Decisioning

Decision policy ⓘ

Decision policyJMMA

CatalogOffer

Number of returned items1

Edit decision policy🗑

Placement ⓘ

NameExtra-BonusCard-JMMA

Edit assignment

Complete decisioning setup by using the personalization editor to select decision attribute.

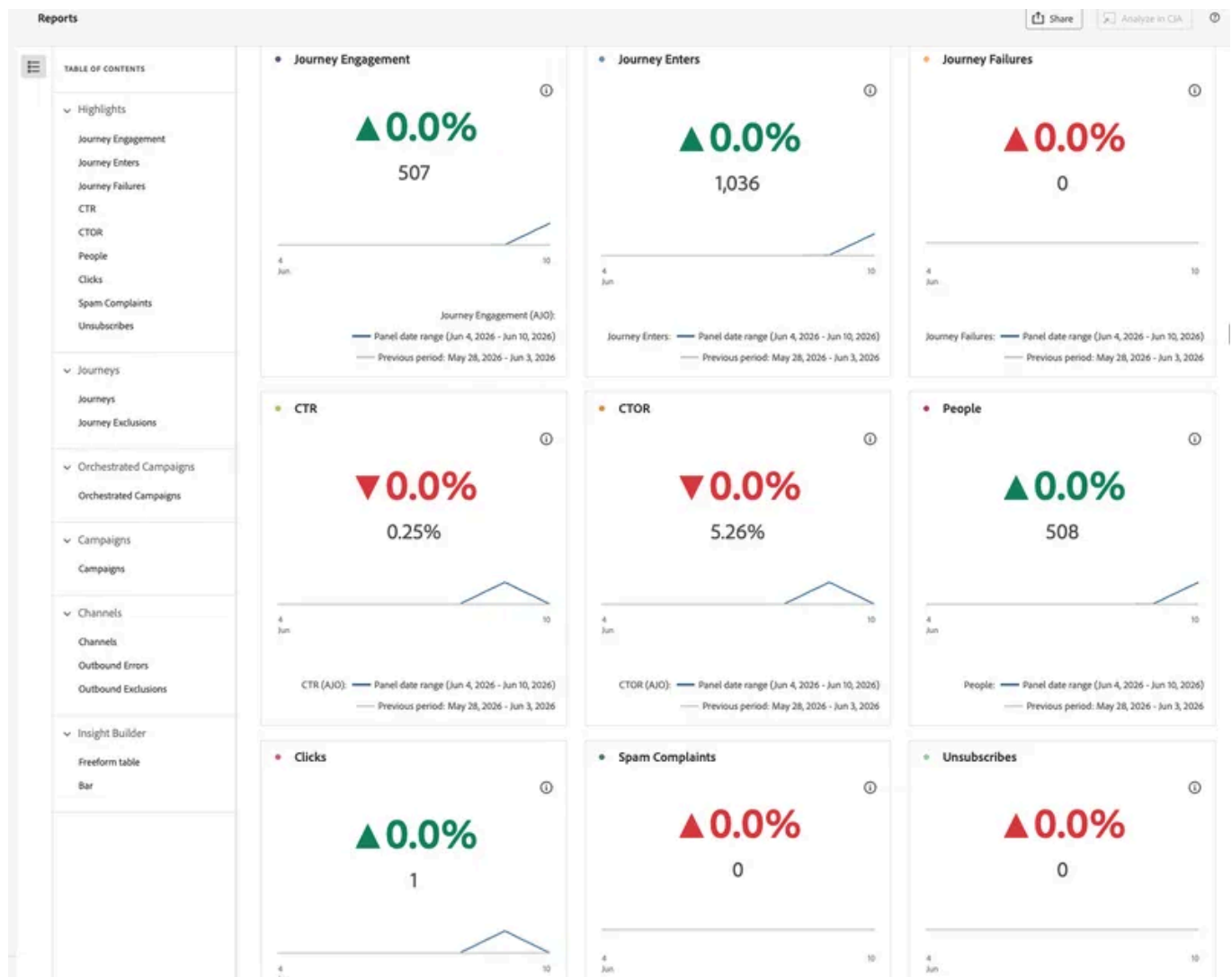
Congratulations, this concludes the Experience Decision Labs, Next Offer Decision

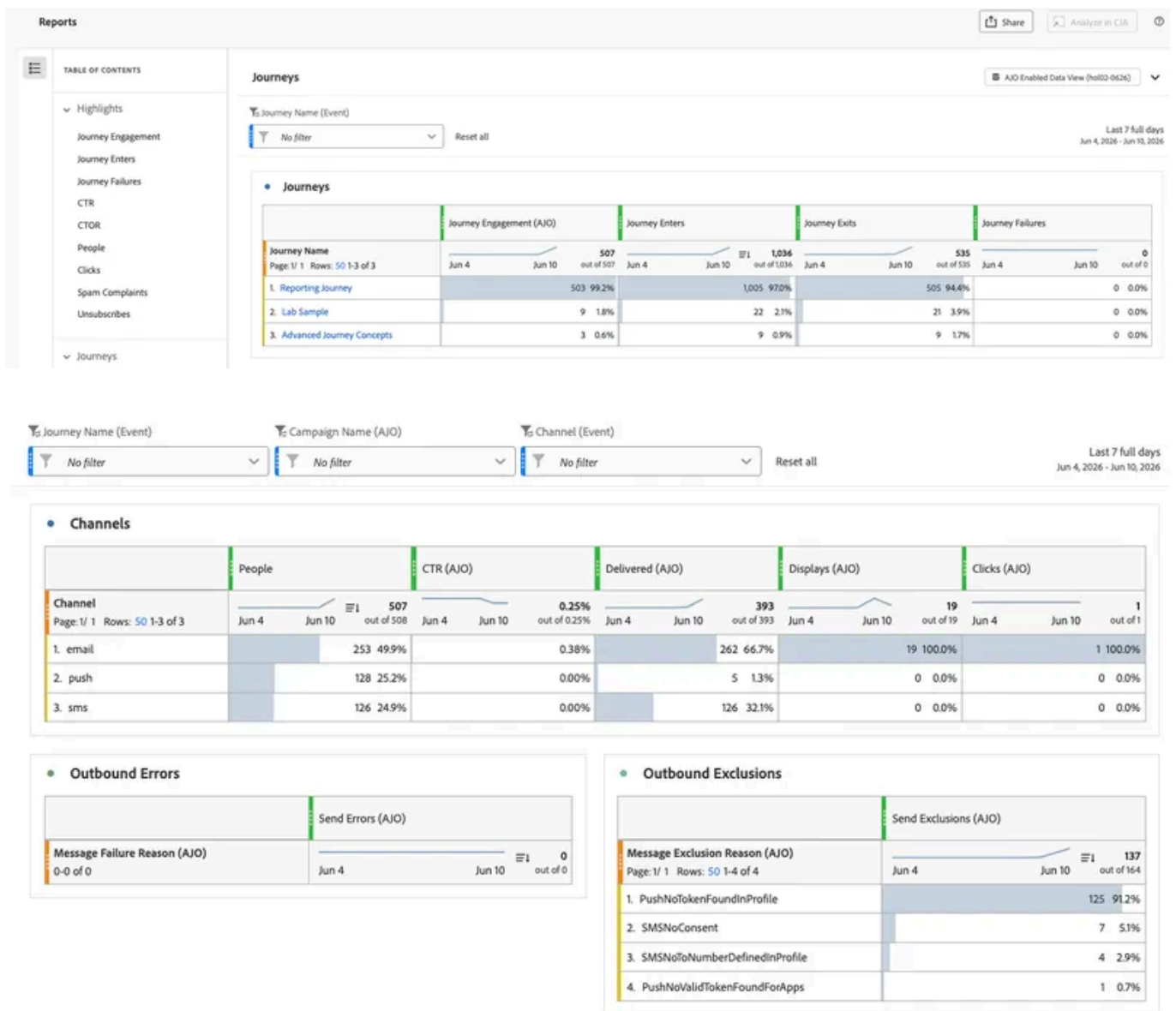
4.6. AJO Reporting

Journey Optimizer offers Journey or Campaign level reporting. These can be found on the Journey Management > Reports

Global Channel Reports:

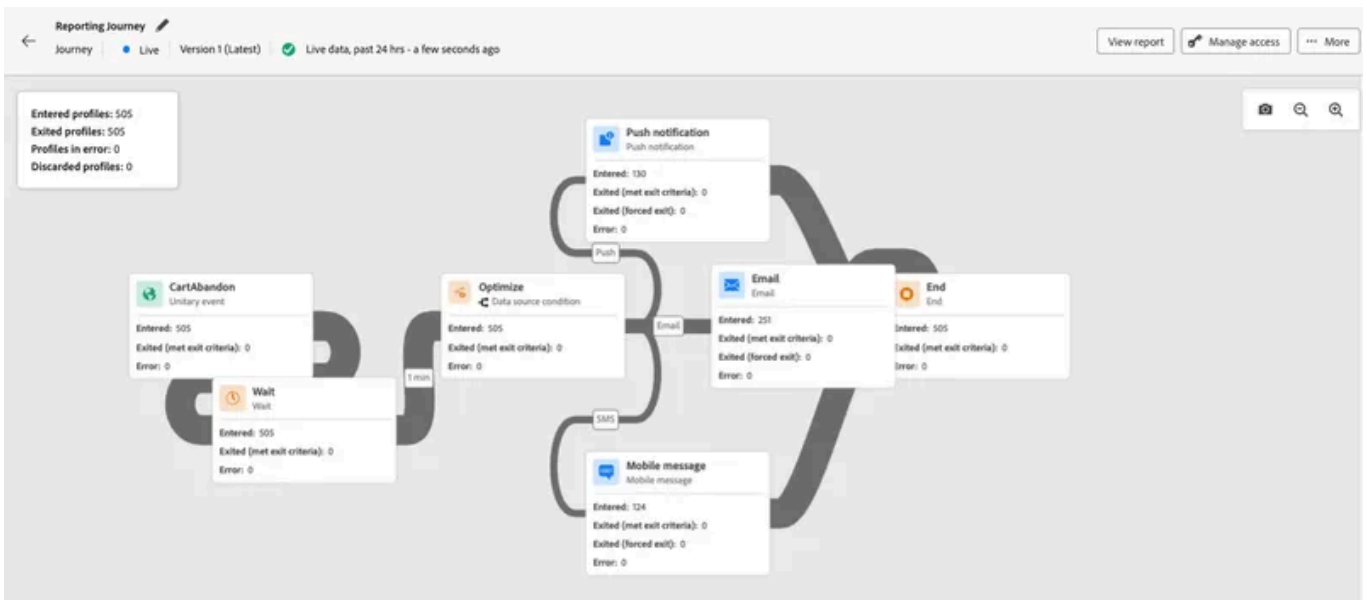
<https://experience.adobe.com/#/@adobedemoamericas275/sname:hol02-0626/journey-optimizer/channel/report/#/workspace/template/ajo-channel>





Journey Specific Reporting:

<https://experience.adobe.com/#/@adobedemoamericas275/sname:hol02-0626/journey-optimizer/journey/report/#/workspace/template/ajo-journey/73c059f0-8b9e-43d5-81a9-39860f8a65fd>



Content Experiment : Experiment - dbea822309

AJO Enabled Data View (hol02-0626)

Campaign Action Name (AJO) (Event) | Message Language (AJO) (Event) | Segment

No filter | No filter | Exposure to multiple variants | Reset all | Jun 10, 2026 - Jun 11, 2026

Experiment: Experiment - dbea822309 | Control: | Success metrics: Unique Clicks (AJO) | Normalizing metric: People

Summary

This experiment is **inconclusive**.

This experiment has run for less than 7 days.

Lift

0.0%

Lift : Treatment A

Confidence

0.0%

Confidence : Treatment A

Variants by Unique Clicks (AJO)

	People	Unique Clicks (AJO)	Conversion rate (Unique Clicks (AJO) / People)	Lift	Confidence Lower Bound	Confidence	Confidence Upper Bound
Variant	251	0	0.00				
Page: 1/ 1 Rows: 50 1-2 of 2	Jun 10	Jun 10	Jun 10	Jun 10	Jun 10	Jun 10	Jun 10
1. Treatment A	135 53.8%	0 0.0%	0.00	0.0%	0.0%	0.0%	0.0%
2. Treatment B	116 46.2%	0 0.0%	0.00	0.0%	0.0%	0.0%	0.0%

Conversion rate for Unique Clicks (AJO)

