Adobe Data Bootcamp

1. Overview
    1.1. Welcome
2. Module 1
    2.1. Introduction To Module 1
    2.2. 1. Acquisition
        2.2.1. 1. Acquisition
        2.2.2. 1.1 Visit the website
        2.2.3. 1.2 Create an account on the website
        2.2.4. 1.3 Create an audience segment in AEP UI
        2.2.5. 1.4 Take Action: send your segment to Facebook
        2.2.6. 1.5 Advanced Segmentation - optional
    2.3. 2. Onboarding Journey
        2.3.1. 2. Onboarding Journey
        2.3.2. 2.1 Visualise your customer profile in AEP
        2.3.3. 2.2 Create a login event
        2.3.4. 2.3 Create a login journey
        2.3.5. 2.4 Trigger your journey
3. Module 2
    3.1. Introduction to Module 2
    3.2. 3. Digital x physical
        3.2.1. 3. Digital x Physical
        3.2.2. 3.1 Personalisation in the call centre
    3.3. 4. Customer Journey Analysis
        3.3.1. 4. Customer Journey Analysis 101
        3.3.2. 4.1 Get familiar with the CJA UI & Person centric Insights
        3.3.3. 4.2 Use case: Call center deflection insights
        3.3.4. 4.3 Use case: Cross Channel Attribution
        3.3.5. 4.4 Put insights into action

1. Overview

1.1. Welcome

The main objective of Adobe Data Bootcamp is to help organisations understand what personalisation at scale means and how it is different from what most organisations are doing today. To deliver customer experiences that are consistent, contextual and real-time in an omni-channel world, you need a platform-first mindset where you define everything just once and re-use it everywhere. As part of the bootcamp, we will take a look at a real journey that combines customer interactions across website and call center to showcase what personalisation at scale really means, in a hands-on way. So hope you are ready to get your hands dirty!

Youtube

You can find other helpful videos on our YouTube channel, such as:

- Your siloed ecosystsem and POV on Adobe Experience Platform https://www.youtube.com/watch?v=5uRNGURQr_A
- AEP Architecture Whiteboard https://www.youtube.com/watch?v=LLFgpPW3KfU

Agenda

The exercises span across four key sections, details can be found with the links below:

1. Acquisition

2. Onboarding Journey

3. Digital x Physical

4. Customer Journey Analysis

2. Module 1

2.1. Introduction To Module 1

The journey from unknown to known is one of the most important topics amongst brands these days, as is the customer journey from acquisition to retention.

Adobe Experience Platform plays a huge role in this journey. Platform is the brains for communication, the experience system of record.

Platform is an environment in which the word customer is broader than just the known customers. An unknown visitor on the website is also a customer from Platform's perspective and as such, all of the behaviour as an unknown visitor is also sent to Platform. Thanks to that approach, when this visitor eventually becomes a known customer, a brand can visualise what happened before that moment as well. This helps from an attribution and experience optimisation perspective.

- 1. Acquisition
  - 1.1 Visit the website
  - 1.2 Create an account on the website
  - 1.3 Create an audience segment in AEP UI
  - 1.4 Take Action: send your segment to Facebook
  - 1.5 Advanced Segmentation - optional
- 2. Onboarding Journey
  - 2.0 Visualise your customer profile in AEP
  - 2.1 Install & use the mobile app
  - 2.2 Create a login event
  - 2.3 Create a login journey
  - 2.4 Trigger your journey

2.2. 1. Acquisition

2.2.1. 1. Acquisition

Prerequisites

- Access to Adobe Experience Platform: https://experience.adobe.com/platform
- Access to the Demo Website: https://dsn.adobe.com/web/gillies-8WFS/home

> **Important!**
>
> This tutorial was created to facilitate a particular bootcamp format. It uses specific systems and accounts to which you might not have access while not attending the Bootcamp. If you're a participant in one of the Bootcamps and need your access credentials, please contact your Adobe representatives present who will provide you with the required information.

Exercises

1.1 Visit the website

In this exercise, you'll follow a script and walk through the website as a customer.

1.2 Create an account on the website

In this exercise, you'll create an account on the website and receive a welcome email.

1.3 Create a segment in UI

In this exercise, you'll login to Adobe Experience Platform and create a segment by making use of Adobe Experience Platform's Segment Builder.

1.4 Take Action: send your segment to Facebook

Use the segment that you built to send it to Facebook destination.

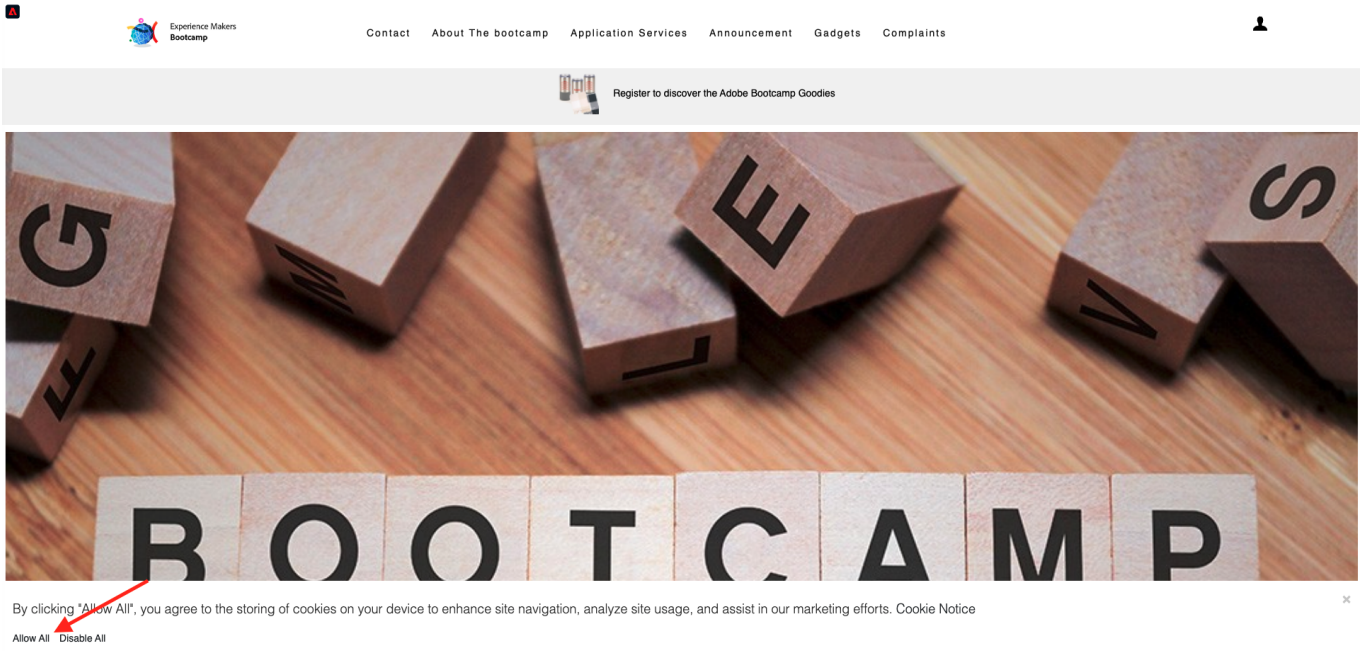
1.5 Advanced Segmentation - optional

Learn how we can manipulate existing audiences with Audience Composition.

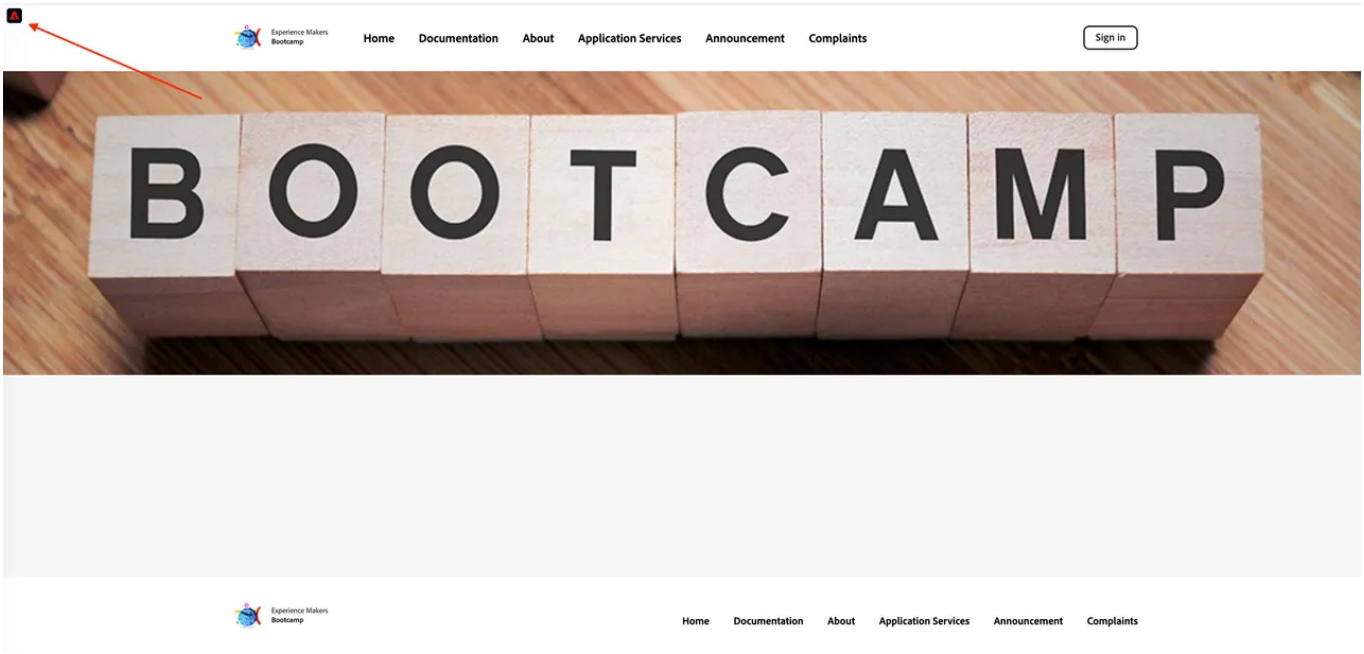
2.2.2. 1.1 Visit the website

Access the demo website here: https://dsn.adobe.com/web/gillies-8WFS/home

If you receive a pop up regarding cookies on your device, please click **Allow All.**

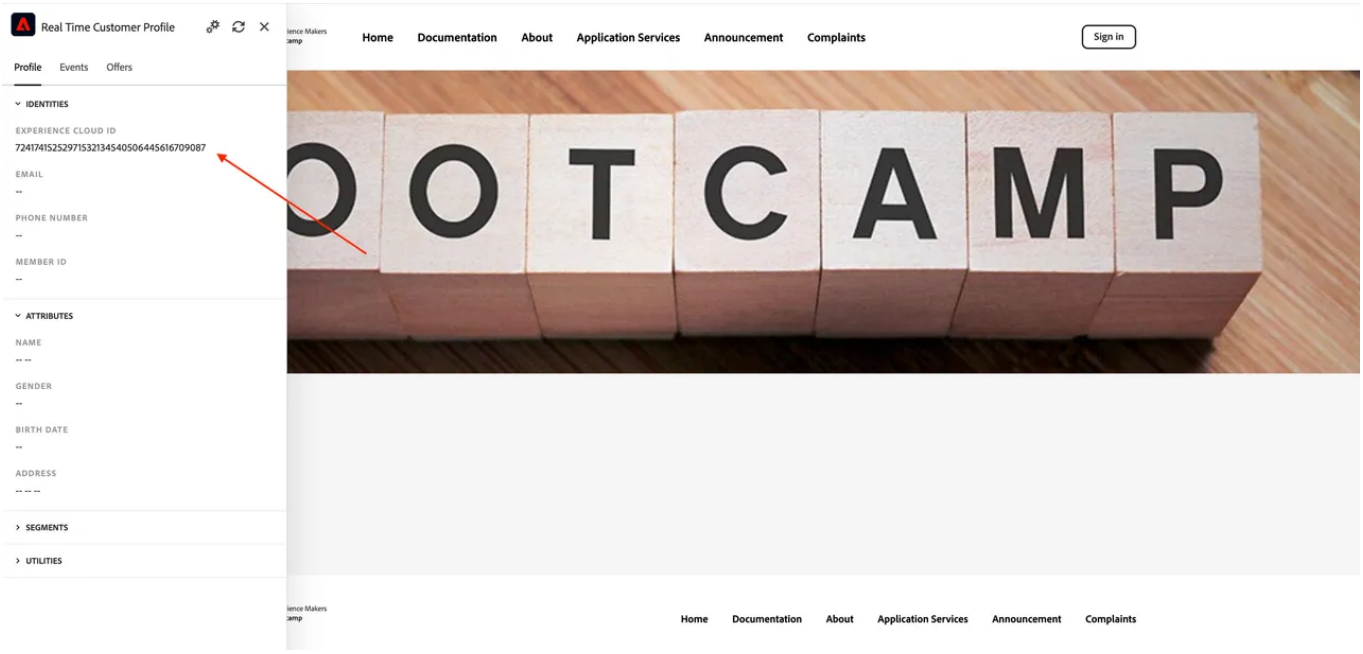


Click the Adobe logo icon in the top left corner of your screen to open the Profile Viewer.

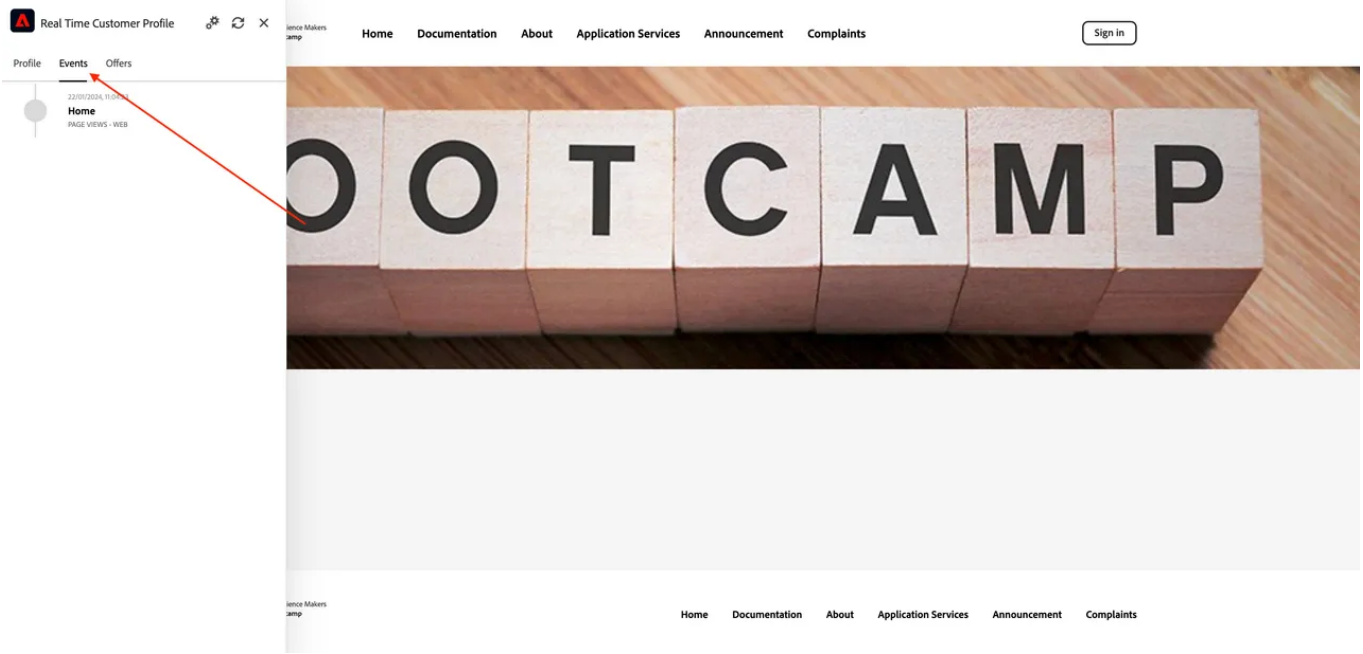


Have a look at the Profile Viewer panel and the Customer Profile with the **Experience Cloud ID (ECID)** as the primary identifier for this currently unknown customer. Please **copy**

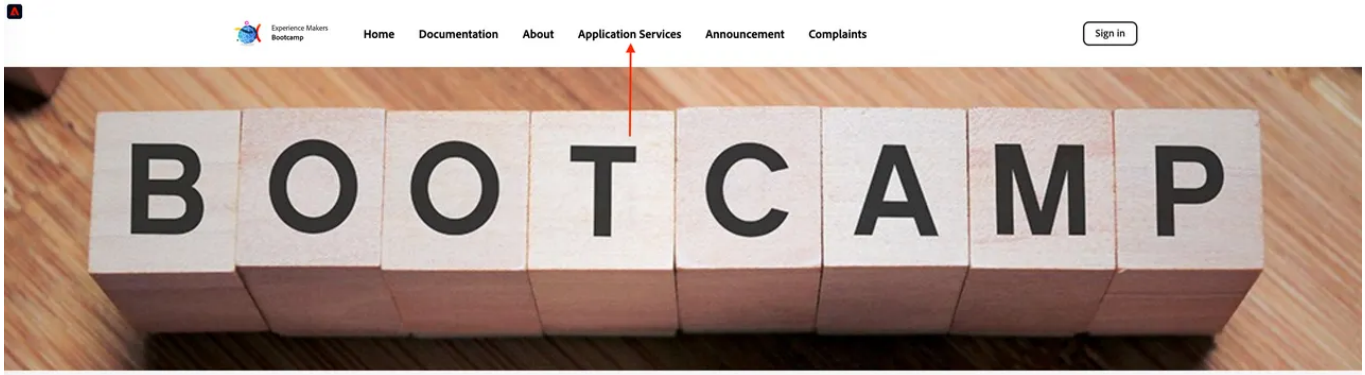
and save this identifier for use as a reference in further exercises.



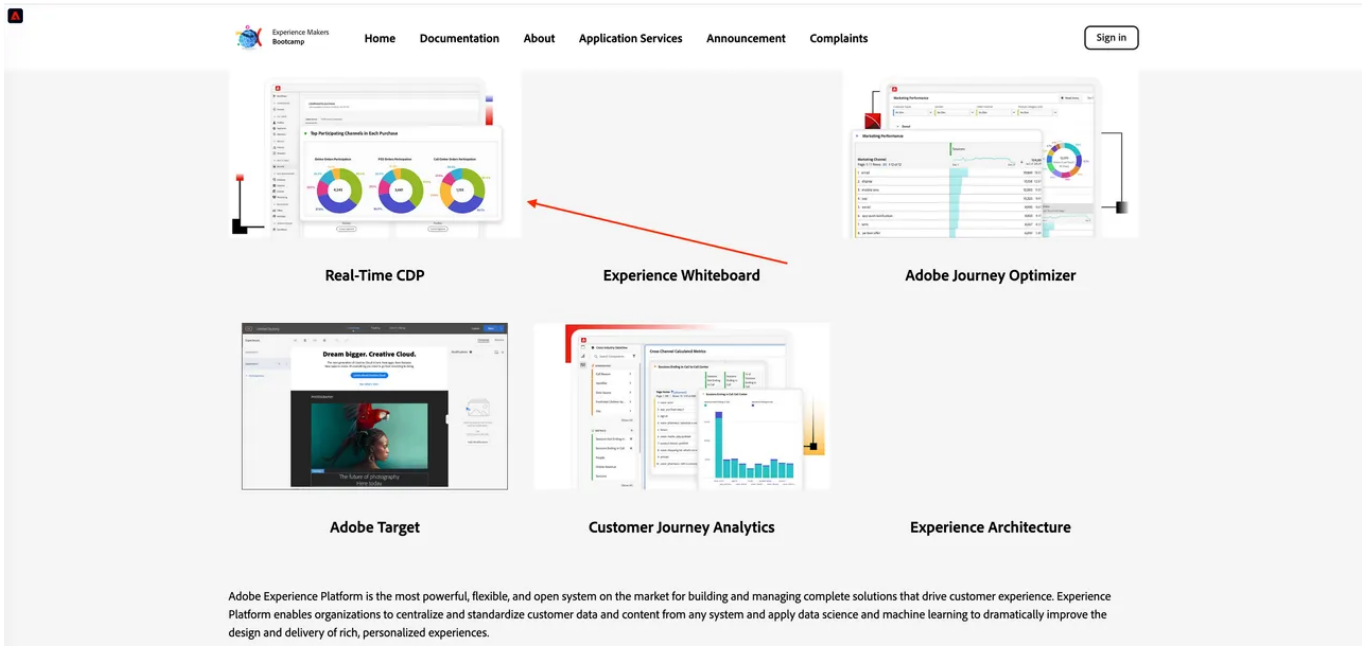
You can also see all the Experience Events that were collected based on the customer's behaviour. Your list may currently be empty but that will change soon.



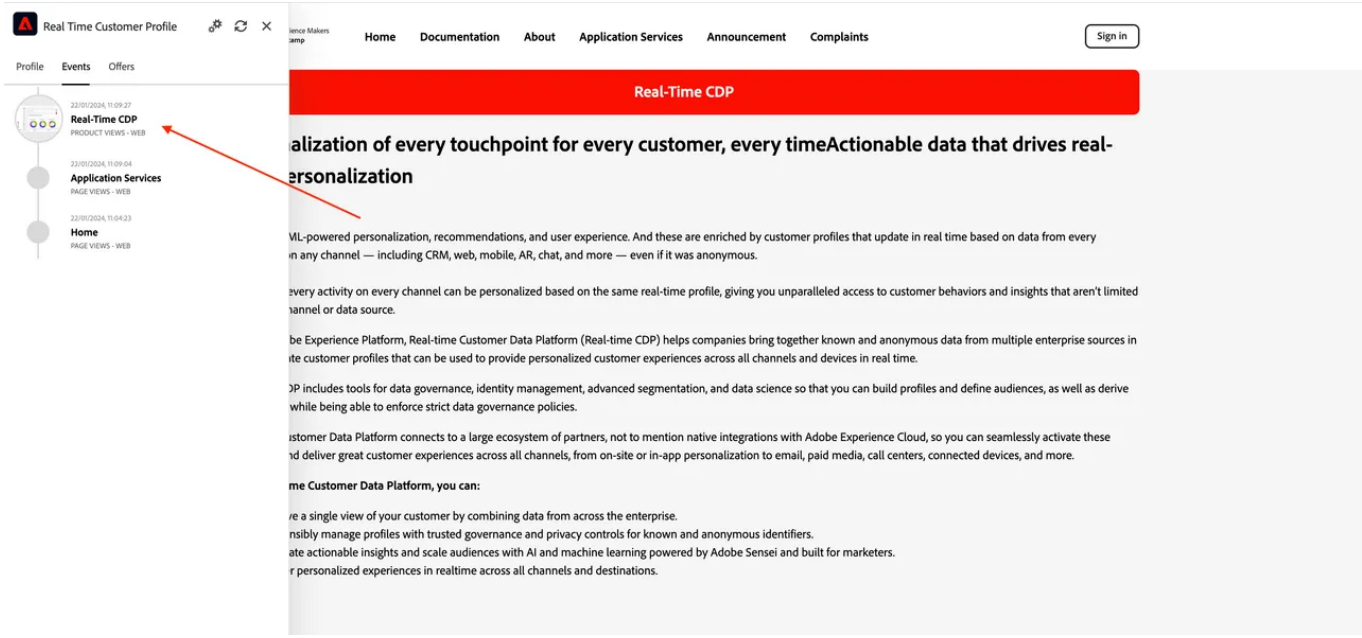
Click on '**Application Services**' from the menu option, and then click on the product **Real-Time CDP**.



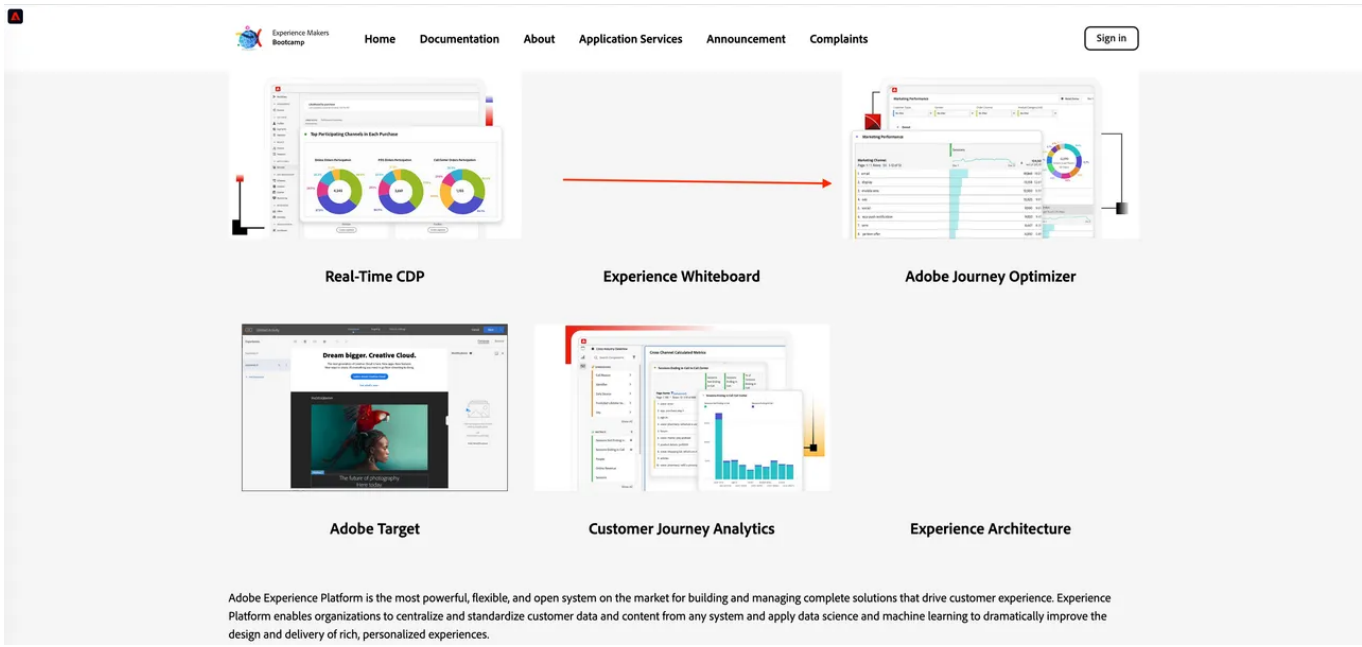




You'll then see the product detail page. An Experience Event of type **Product View** has now been sent to Adobe Experience Platform using the Web SDK. Open the Profile Viewer panel and have a look at your **Experience Events**. (You may need to press refresh on the panel.)

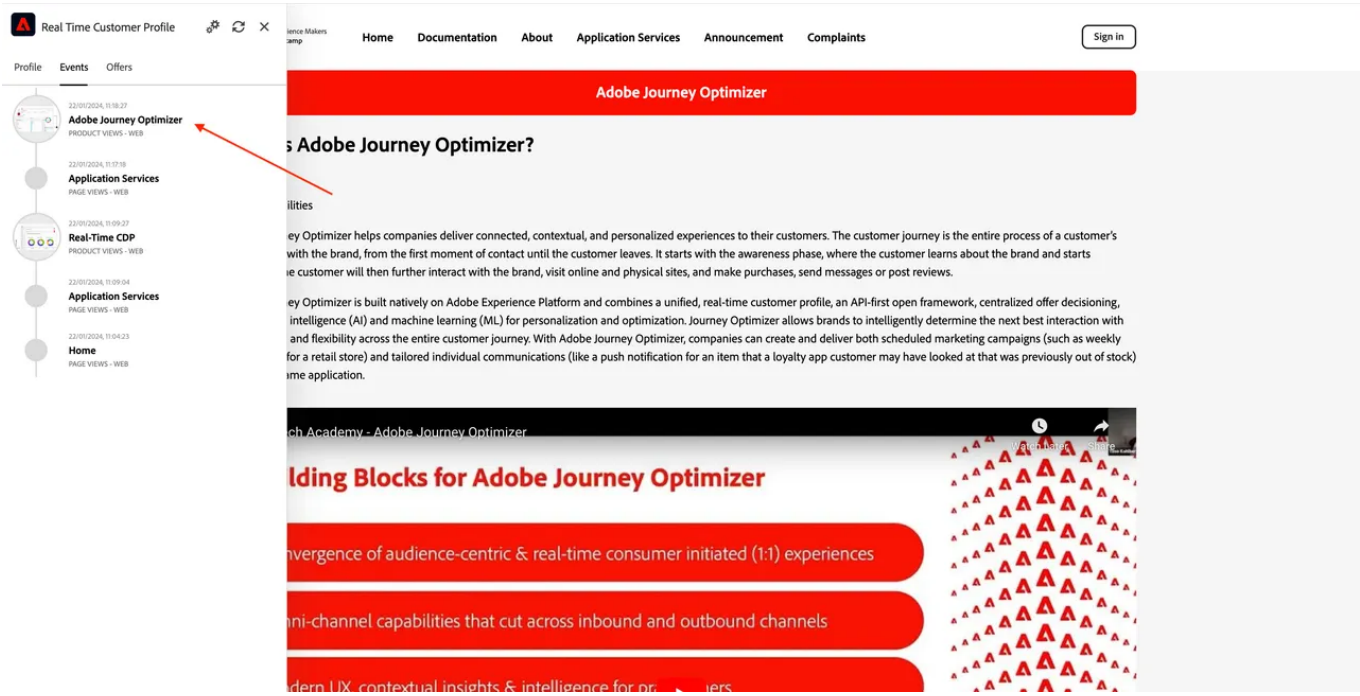


Go to the **Application Services** menu option and click on the product **Adobe Journey Optimizer**. Another Experience Event has been sent to Adobe Experience Platform.



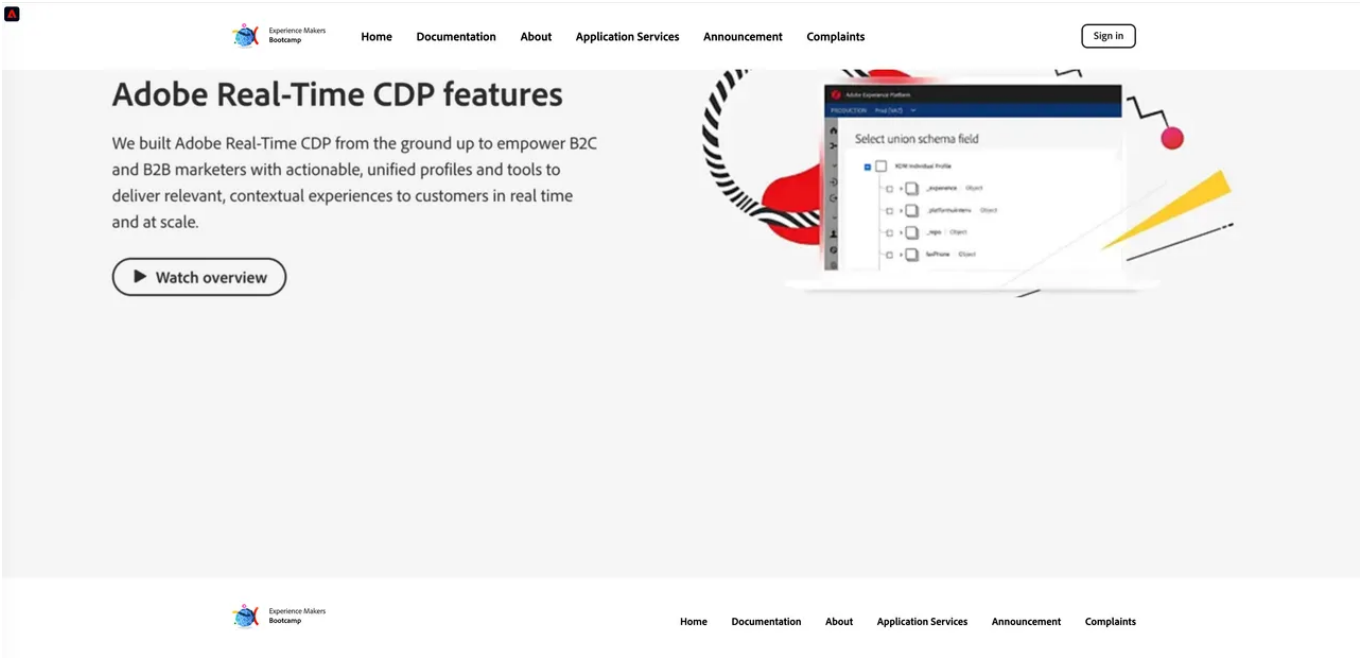


Open the Profile Viewer panel. You'll now see multiple Experience Events of type **Product View**. While the behaviour is anonymous, every click is tracked and stored in Adobe Experience Platform. Once the anonymous customer becomes known, we'll be able to merge all anonymous behaviour automatically to the know profile.



> All these browsing events captured can be used to qualify your profile for segments to provide you with more personalised experiences.
>
> For example, the event of browsing the page for Real-Time CDP could be used to qualify profiles for a segment called "Interest in Real-Time CDP" and that segment could form an audience for an on-site personalisation activity that further emphasises the Real-Time CDP product.

Navigate back to the home page of the Bootcamp website and you should see that the home page banner has changed to promote the Real-Time CDP.



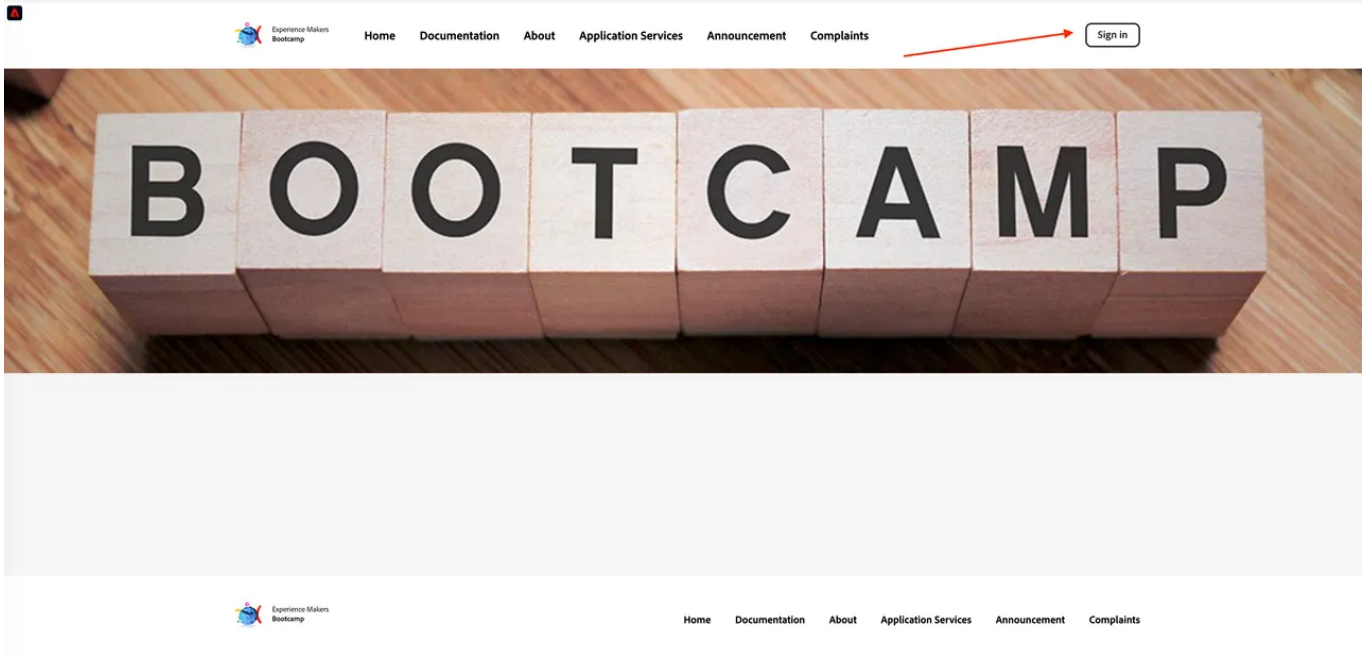
Shortly we will build a segment similar to this in Adobe Experience Platform. But before we do so, lets register our profile on the website.

Exercise complete checklist

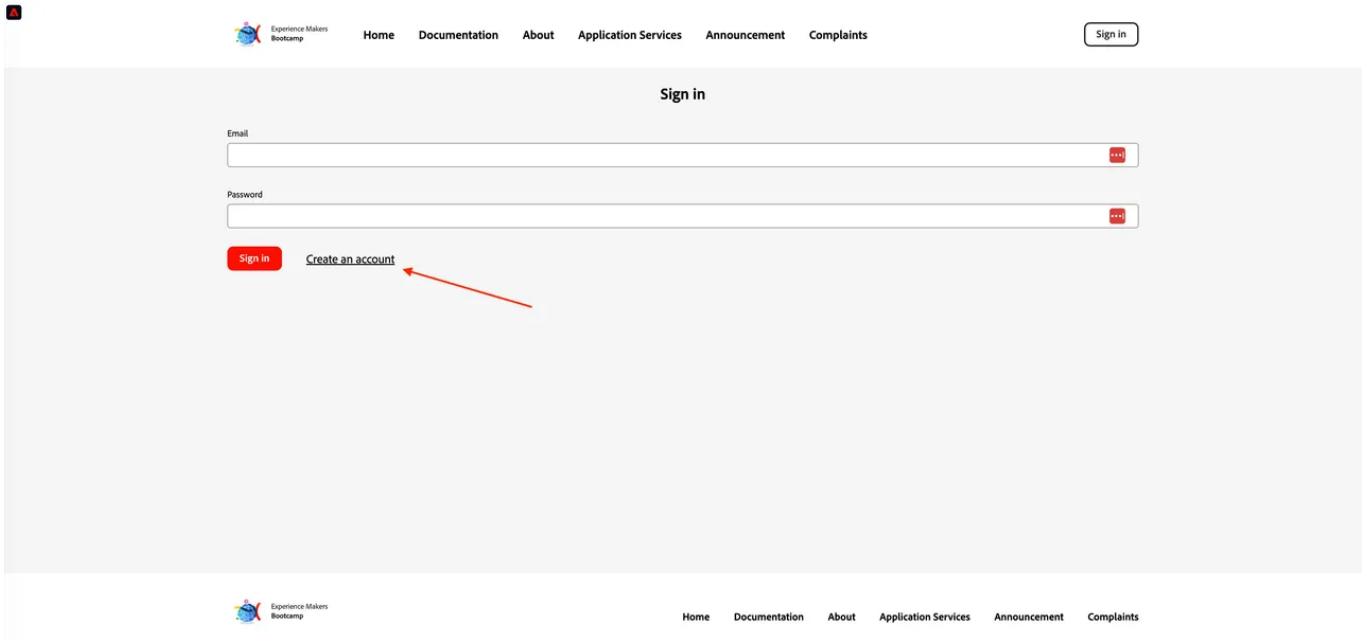
- [ ] Copy and pasted Experience Cloud ID (ECID) for use as reference in further exercises
- [ ] Browsed Real-Time CDP and AJO products on the website
- [ ] Viewed Experience Events in Profile Viewer (top left hand corner of website)

2.2.3. 1.2 Create an account on the website

Click the **Sign In** button in the top right corner of your screen.



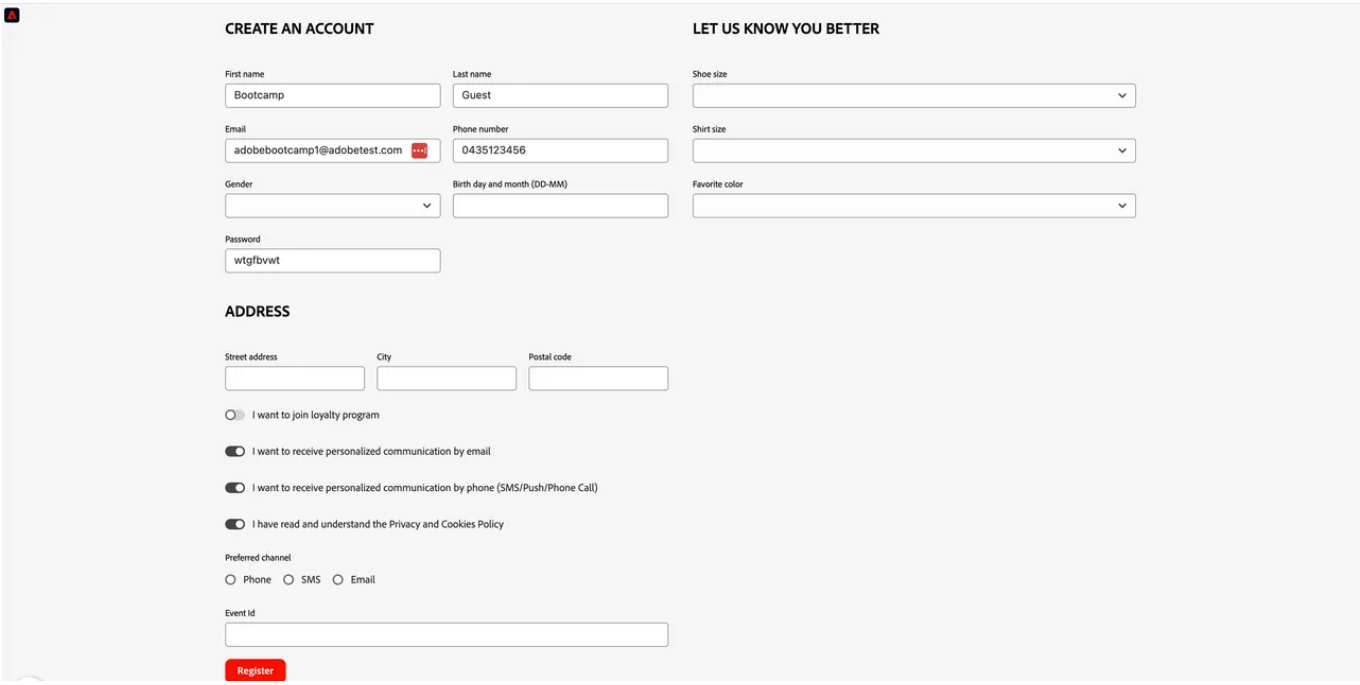
Click **Create an account**.



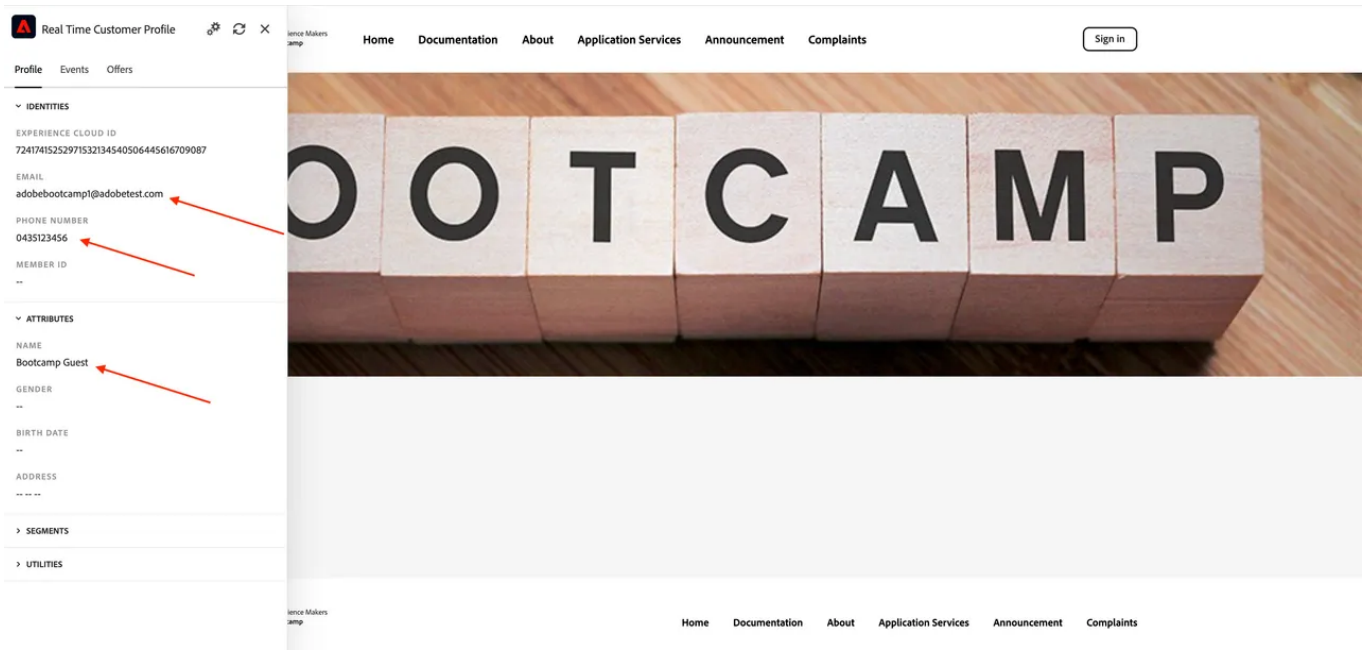
Fill out all the fields of the form and click **Register**. Use a real value for your own email address (not the Bootcamp Experience Cloud user login), as it will be used in later

exercises for delivery of email communications. (Note, there is no need to fill out the Event ID field at this stage in the form.)

> As this registration email will be used to deliver a registration email to your inbox, use an email address that you have access to at the Bootcamp. If you prefer not to enter your email then you can of course use a made up value, but in that case you will not be receiving any of the communication related to the exercises.



Take a look at your now registered profile in the **Profile Viewer** panel. You should be able to see your **ECID**, **email** address, and **phone number** (if you entered one) under 'identities'.



We will revisit the account creation welcome journey in exercise 2, but next we will log into Adobe Experience Platform to build a segment.

Exercise complete checklist

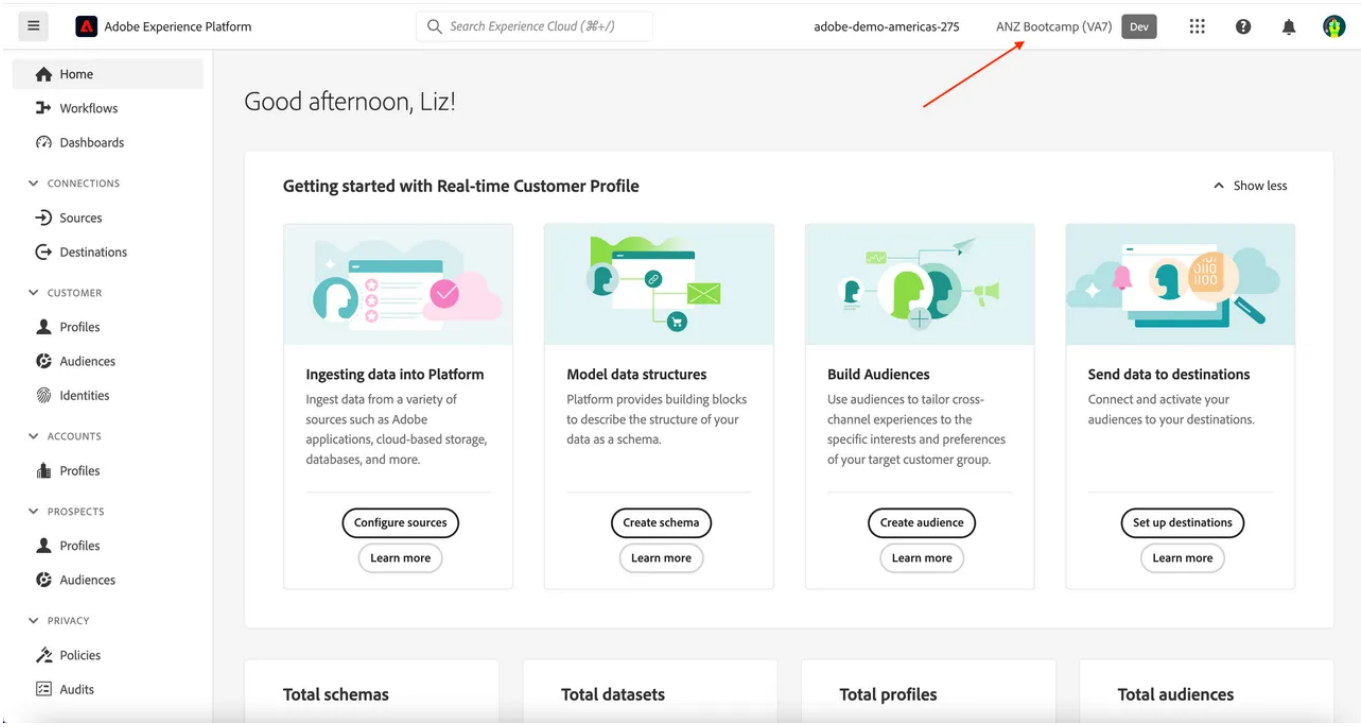
- [ ] Created an account on website
- [ ] Additional identities able to be viewed in Profile Viewer panel

2.2.4. 1.3 Create an audience segment in AEP UI

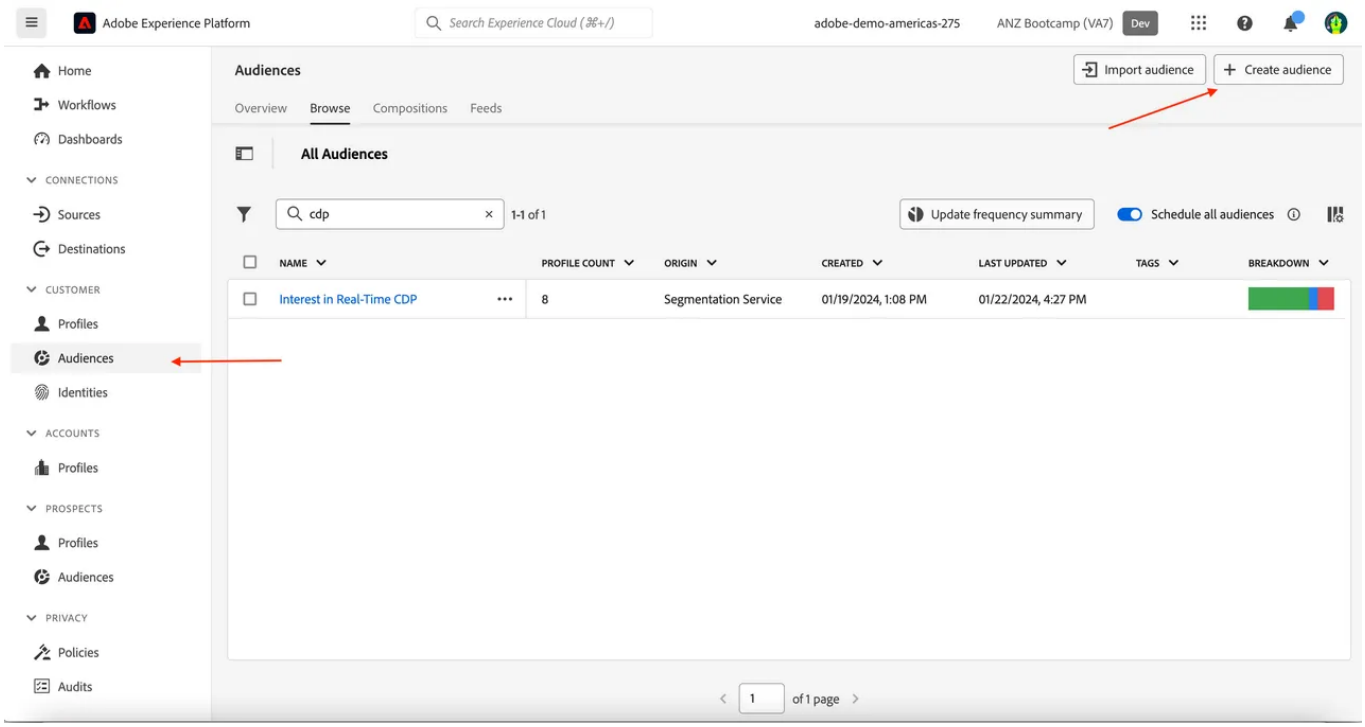
In this exercise, you'll create an audience segment by making use of Adobe Experience Platform's Segment Builder.

Go to Adobe Experience Platform. After logging in, you'll land on the homepage of Adobe Experience Platform.

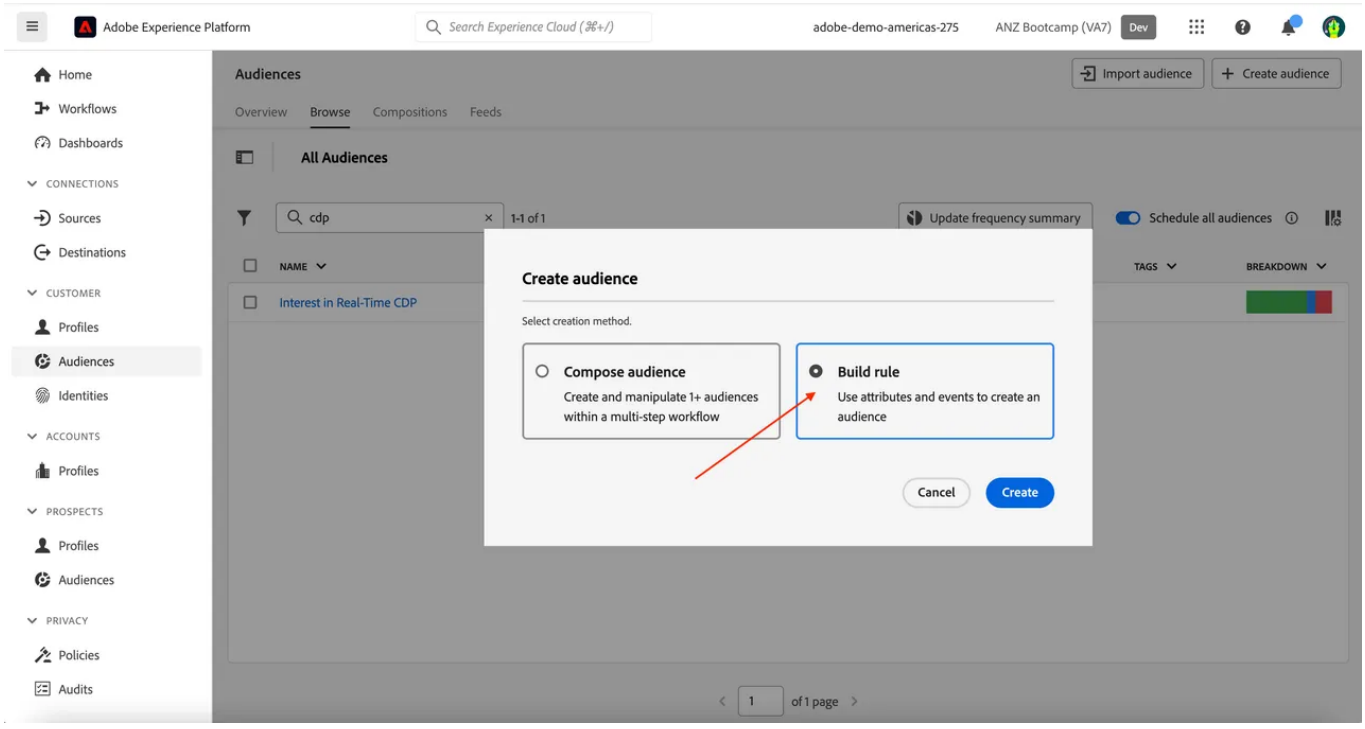
Before you continue, check that the sandbox you are in is named .



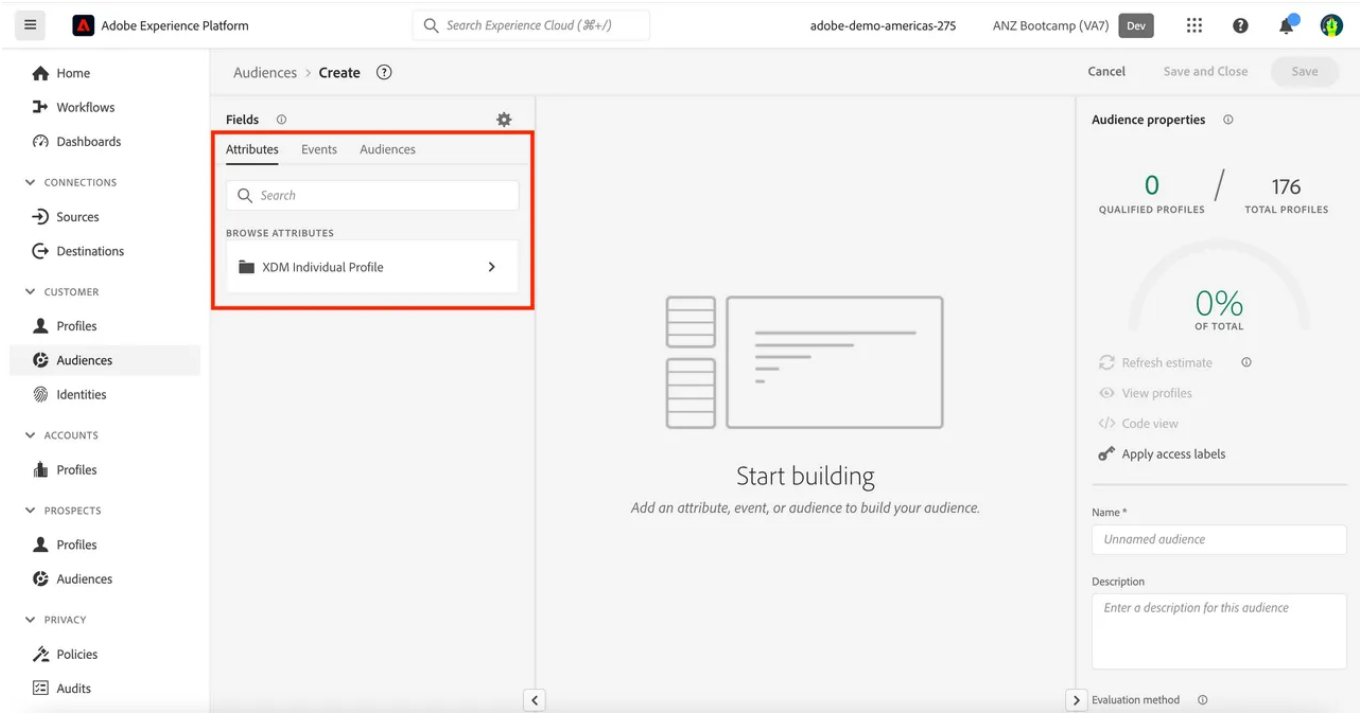
In the menu on the left hand side, go to **Audiences,** which can be found under the "Customer" section. On this page, you can see an overview of all existing audiences.You may need to select the Browse tab in top left corner if you are not already there. Click on the **+ Create audience** button in the top right corner.



Select **Build rule** option in the popup and click **Create**.



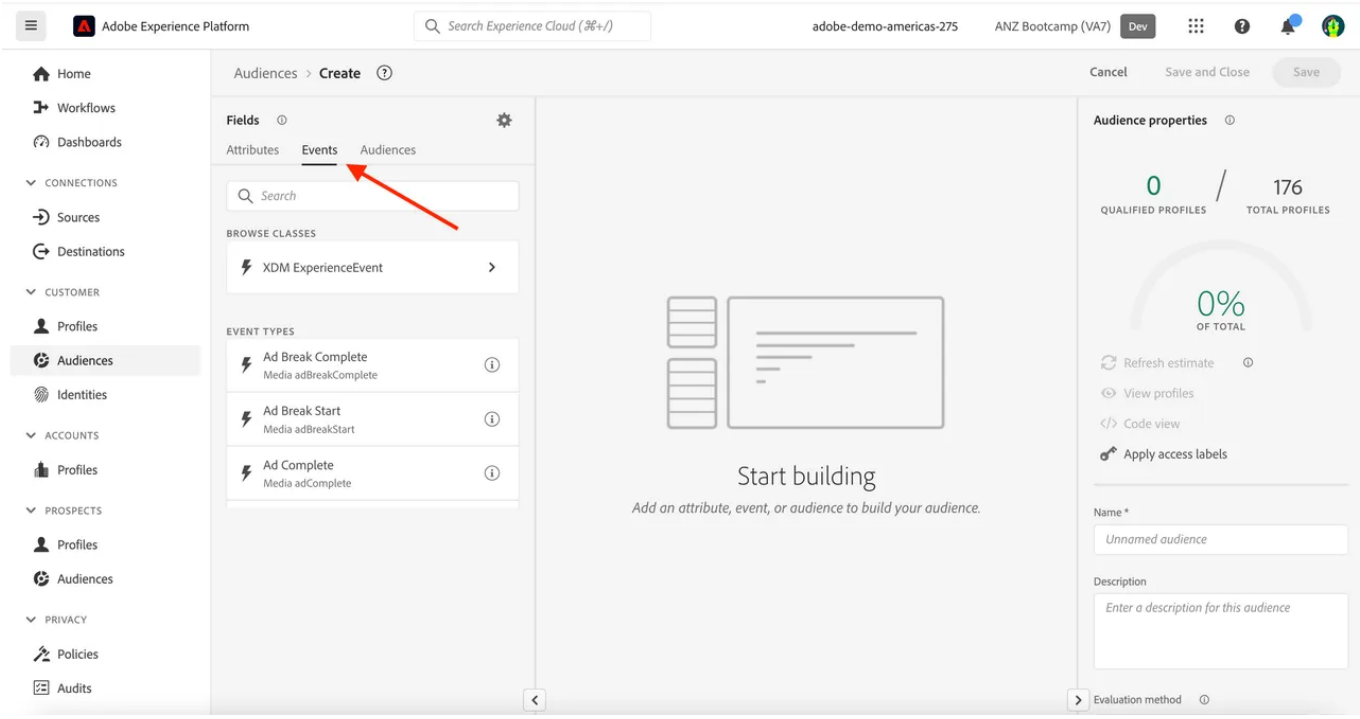
Once you're in the new segment builder interface, you will notice the **Attributes** menu option and the **XDM Individual Profile** reference in the top left.



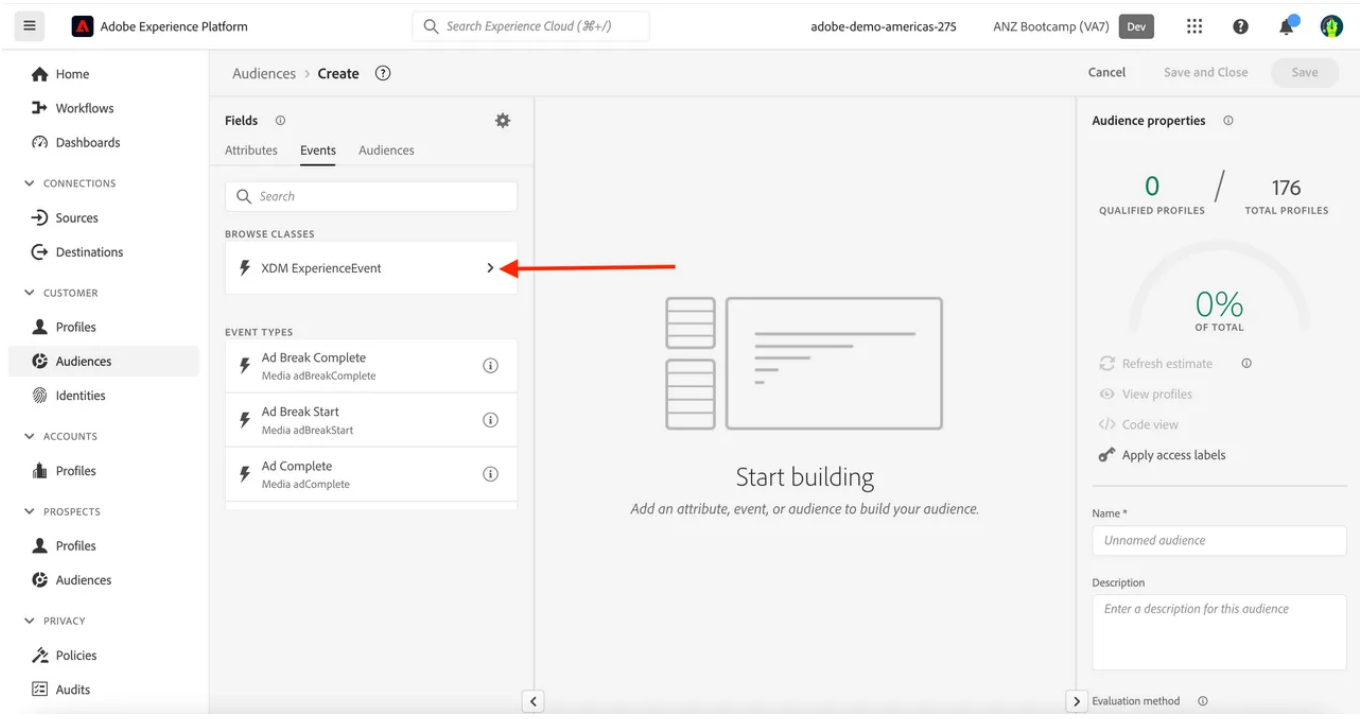
> Since XDM is the language that powers the experience business, XDM is also the foundation for the segment builder. All data that is ingested in Platform should be mapped against XDM, and as such, all data becomes part of the same data model regardless of where that data comes from. This gives you a big advantage when building segments, as from this one segment builder UI, you can combine data from any origin in the same workflow. Audience segments built within Segment Builder can be sent to solutions like Adobe Target, Adobe Campaign and external systems for activation. Also, these segments are available to use in both interfaces - in Adobe Experience Platform for RT-CDP use cases and also in Adobe Journey Optimizer.

You now need to create a segment of all customers that have viewed the product **Real-Time CDP**.

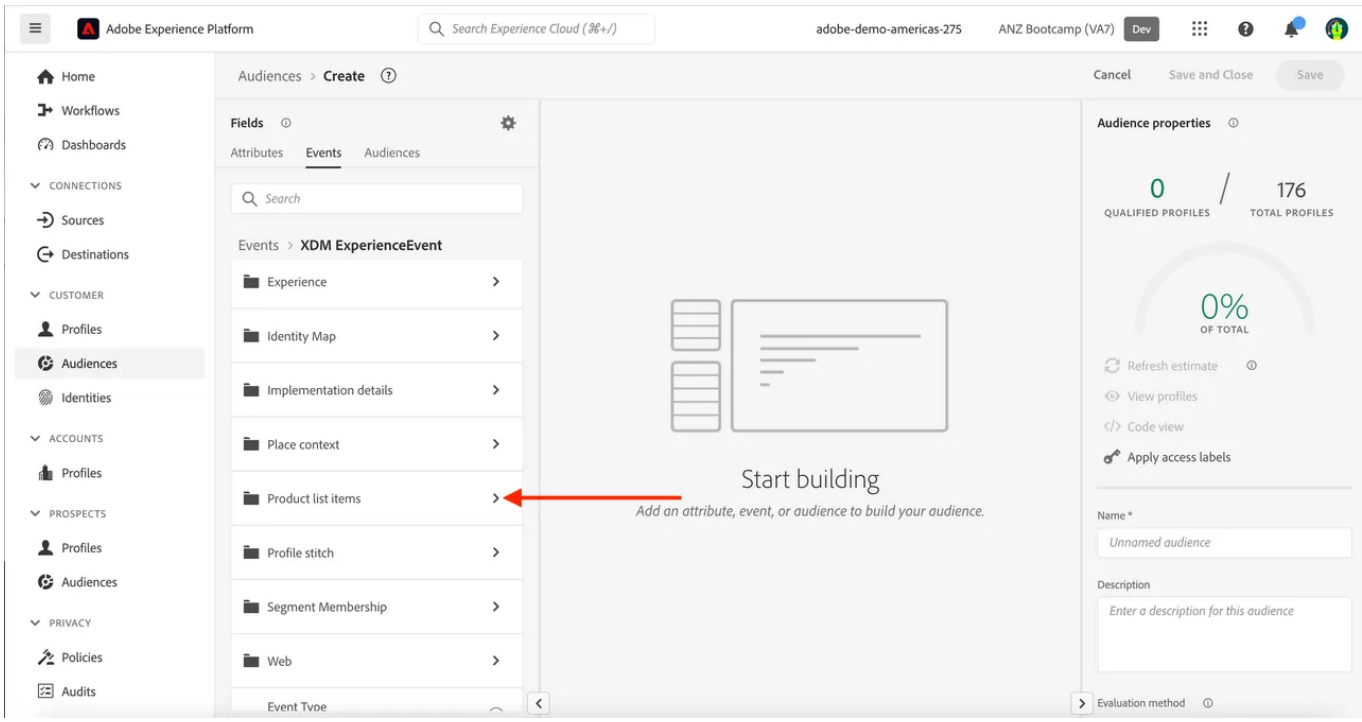
To build out this segment, you need to add an Experience Event. You can find all Experience Events by clicking on the **Events** icon in the **Fields** menu bar.



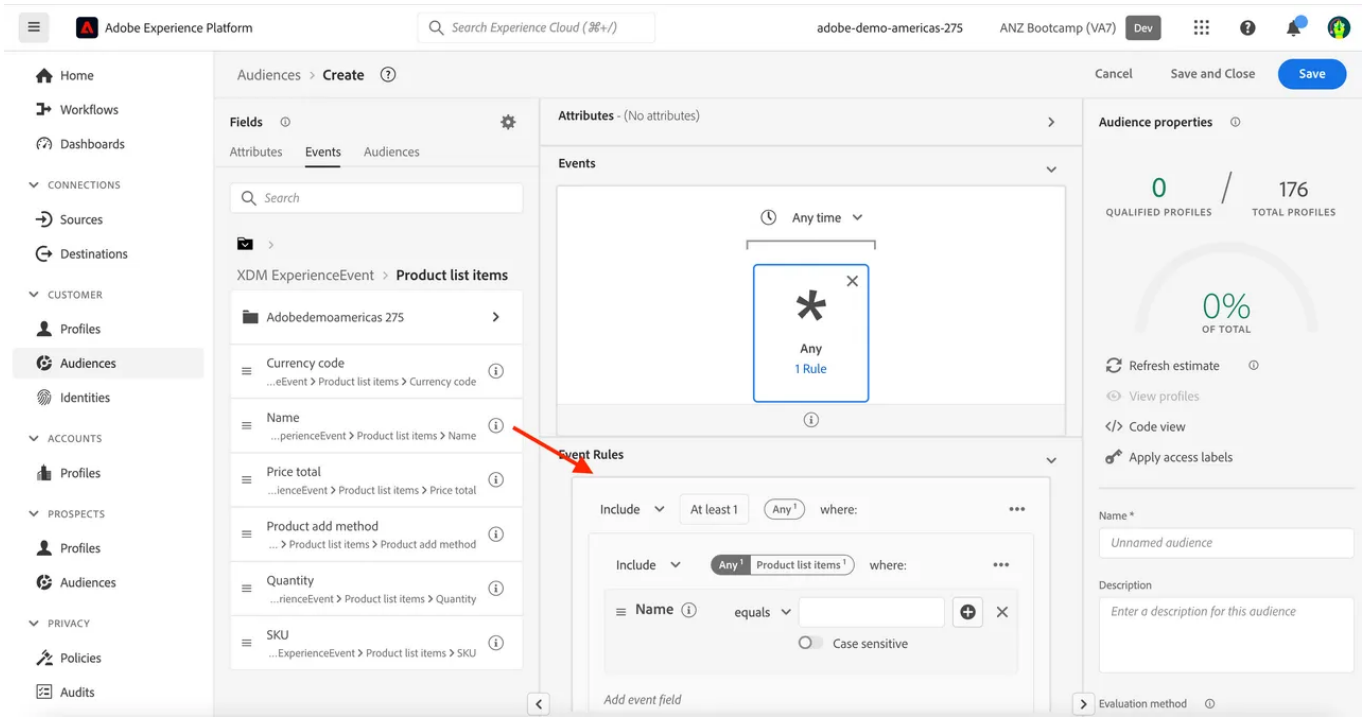
Next, you'll see the top-level, **XDM ExperienceEvents** node. Click on **XDM ExperienceEvent**.



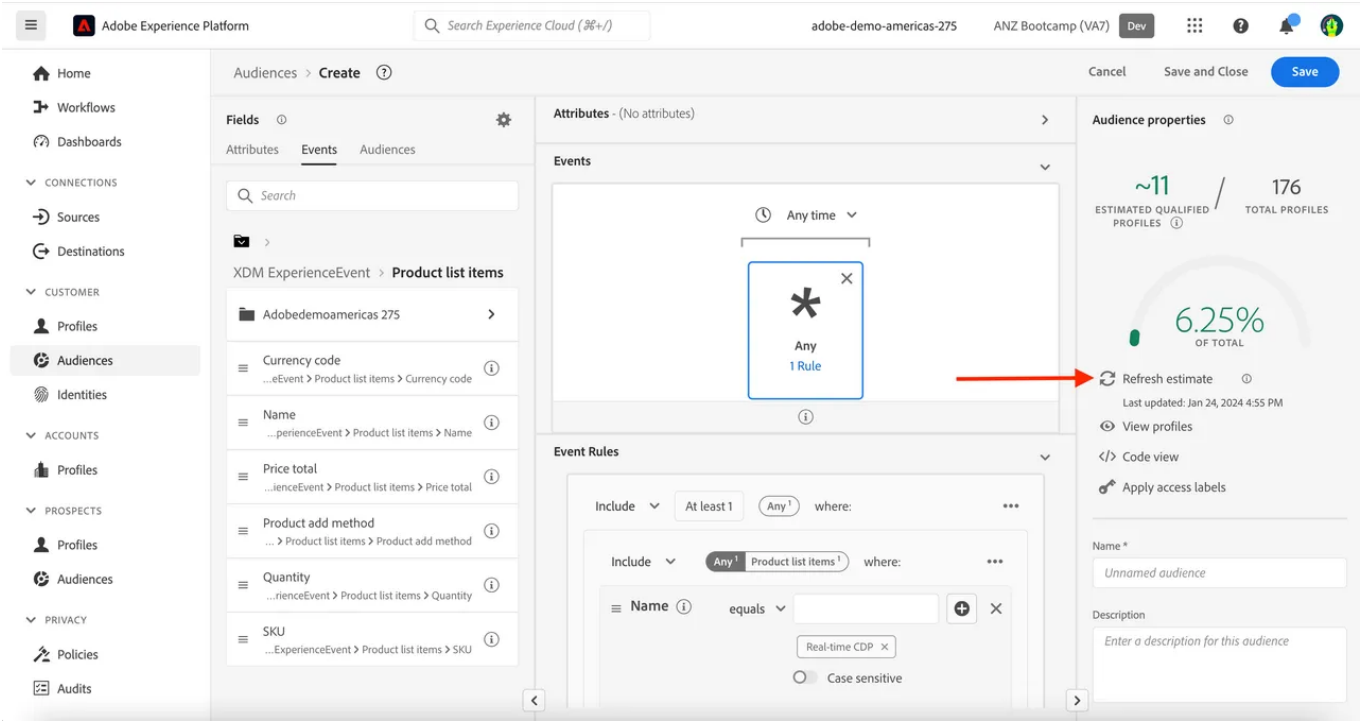
Go to **Product List Items**.



Select **Name** and drag and drop the **Name** object from the left menu onto the segment builder canvas into the **Events** section. You'll then see this:



The comparison parameter should be **equals** and for the input field type '**Real-time CDP**'.

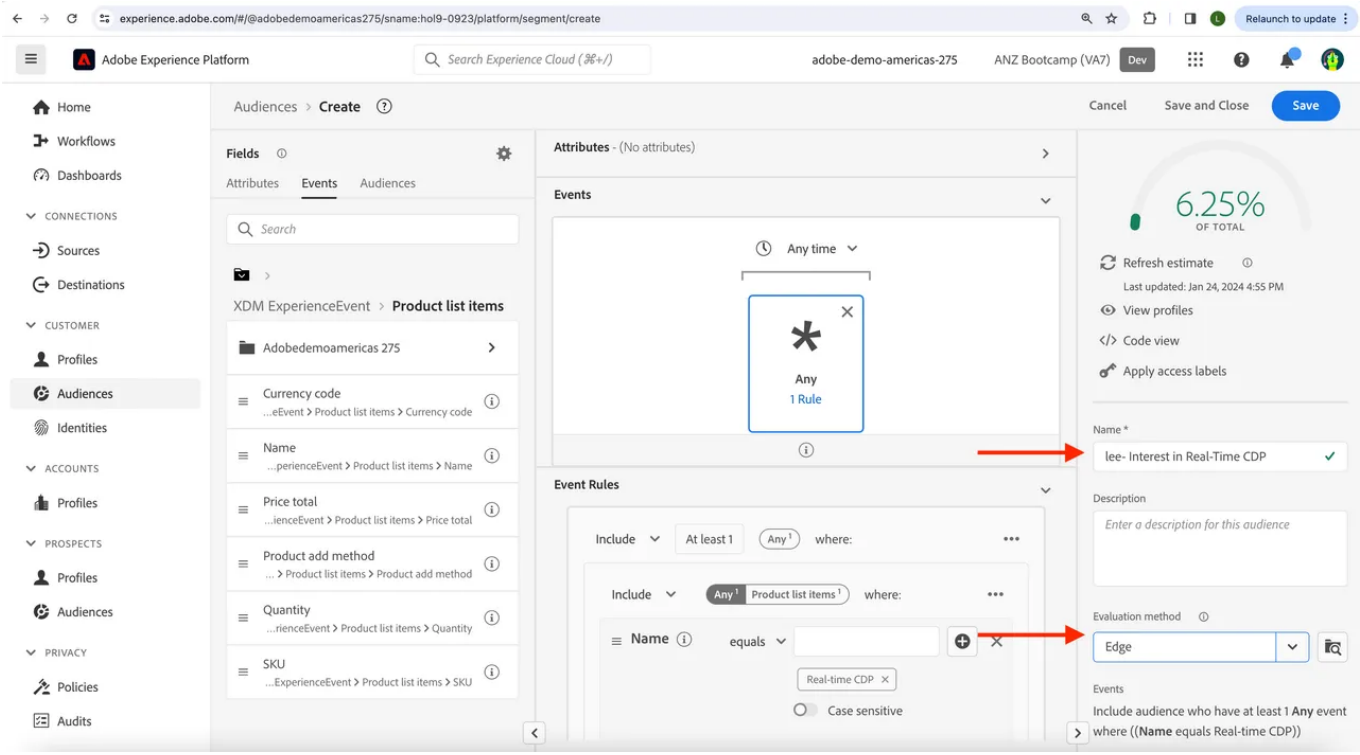


Every time you add an element to the segment builder, you can click the **Refresh Estimate** button to get a new estimate of the population in your segment.

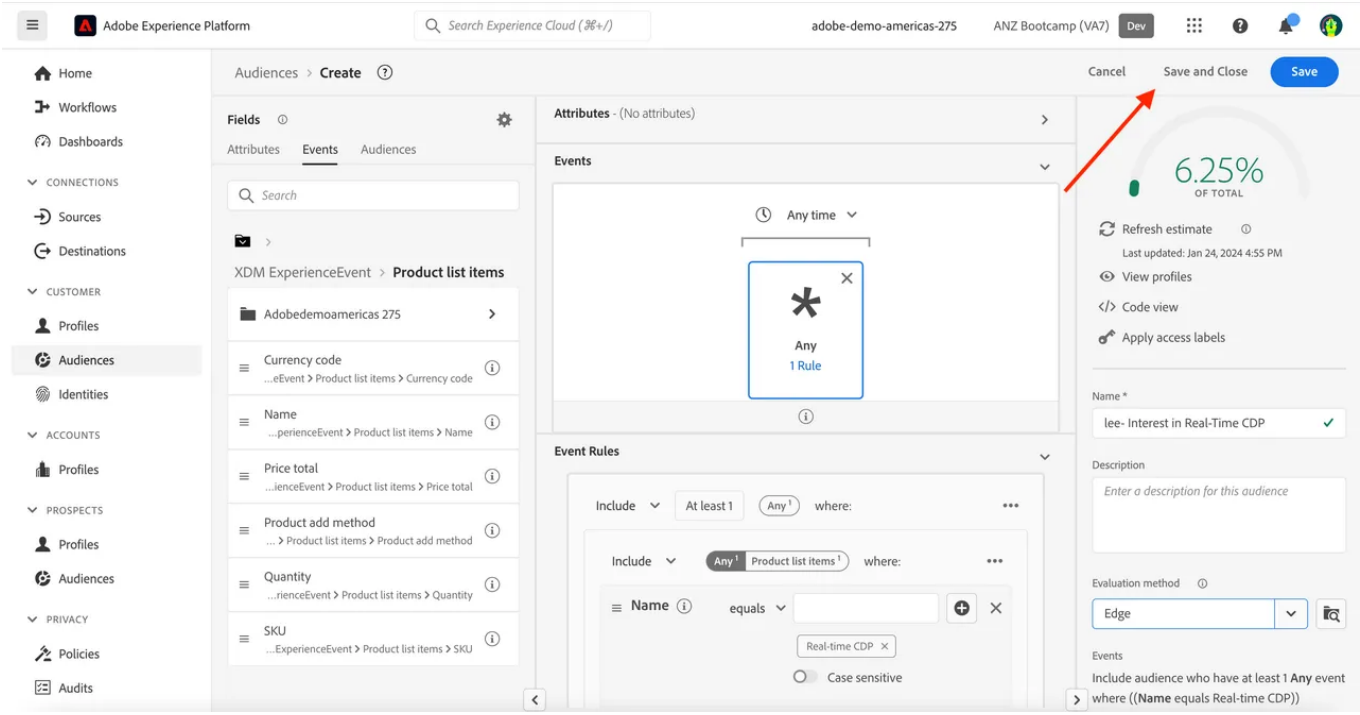
Let's give your segment a name. As a naming convention, use:

- `yourLastName - Interest in Real-Time CDP`

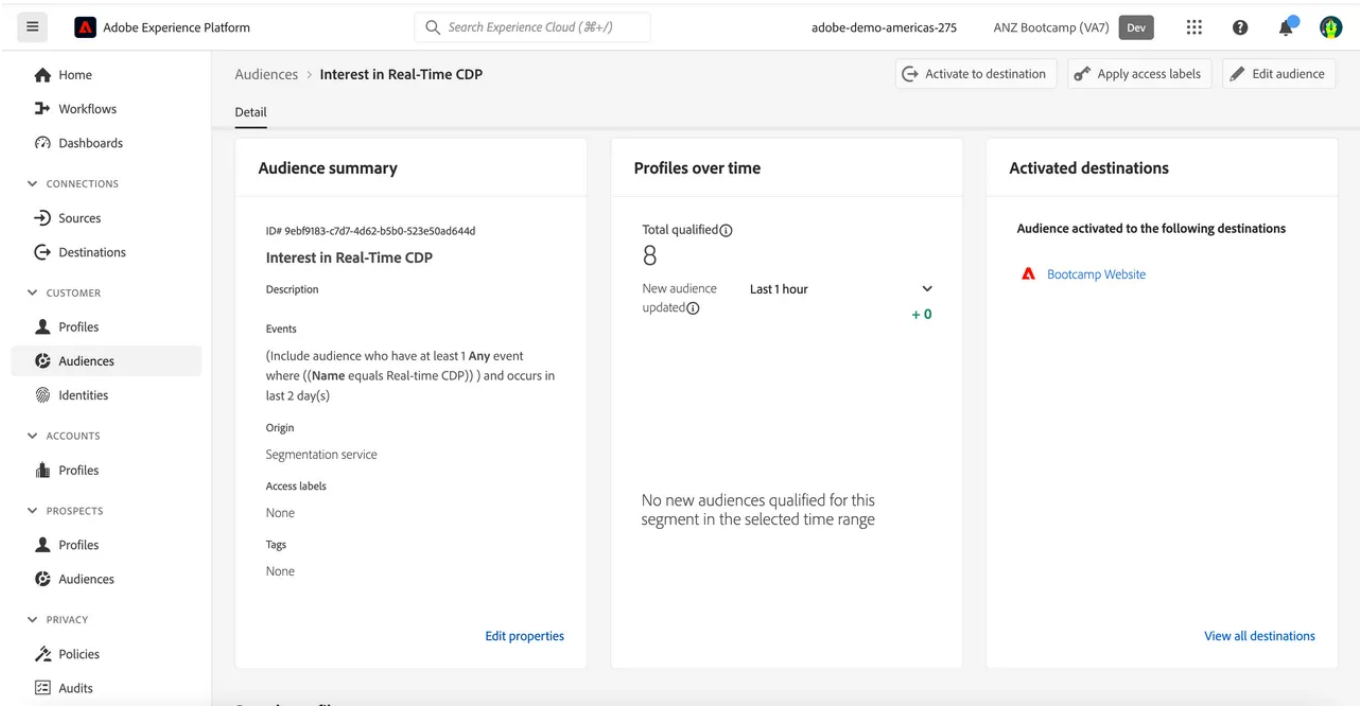
Finally, as the **Evaluation Method**, select **Edge** from the dropdown or click the browse folder to the right of it to make the selection.



Then, click the **Save and Close** button to save your segment.



You'll be taken back to the segment overview page now, where you'll see a sample preview of customer profiles that qualify for your segment.



You can now continue to the next exercise and send your audience segment to Facebook.

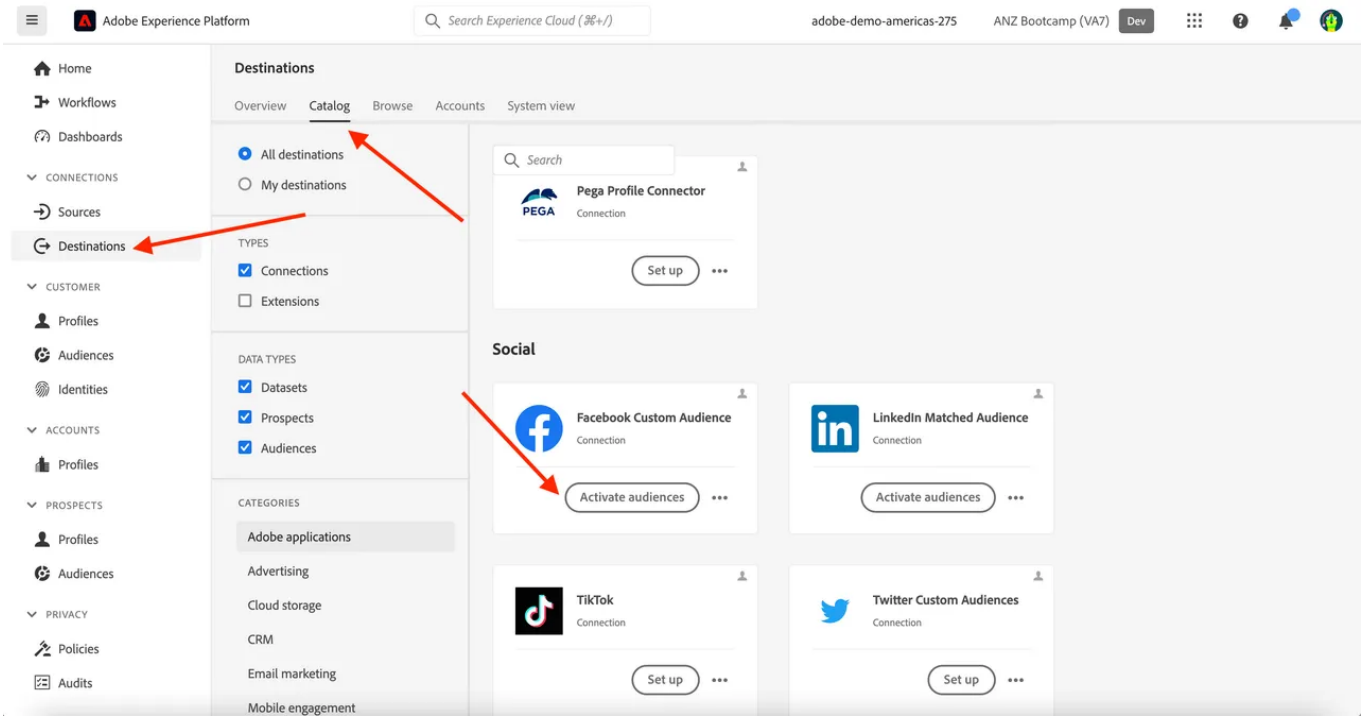
Exercise complete checklist

- [ ] Interest in Real-Time CDP segment has been created, named and saved

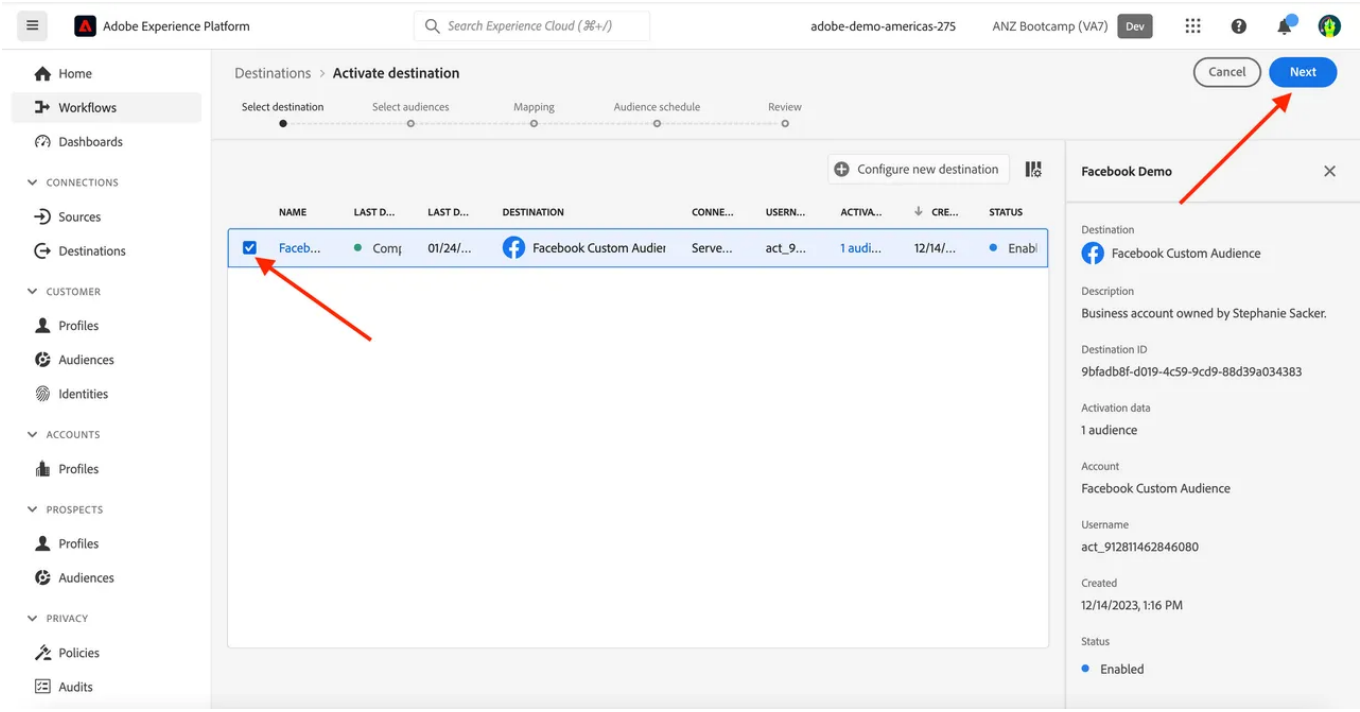
2.2.5. 1.4 Take Action: send your segment to Facebook

Facebook is one of the many destinations available for Real-Time CDP. To send a segment to Facebook, go to **Destinations** in the left hand menu and then to **Catalog** tab.

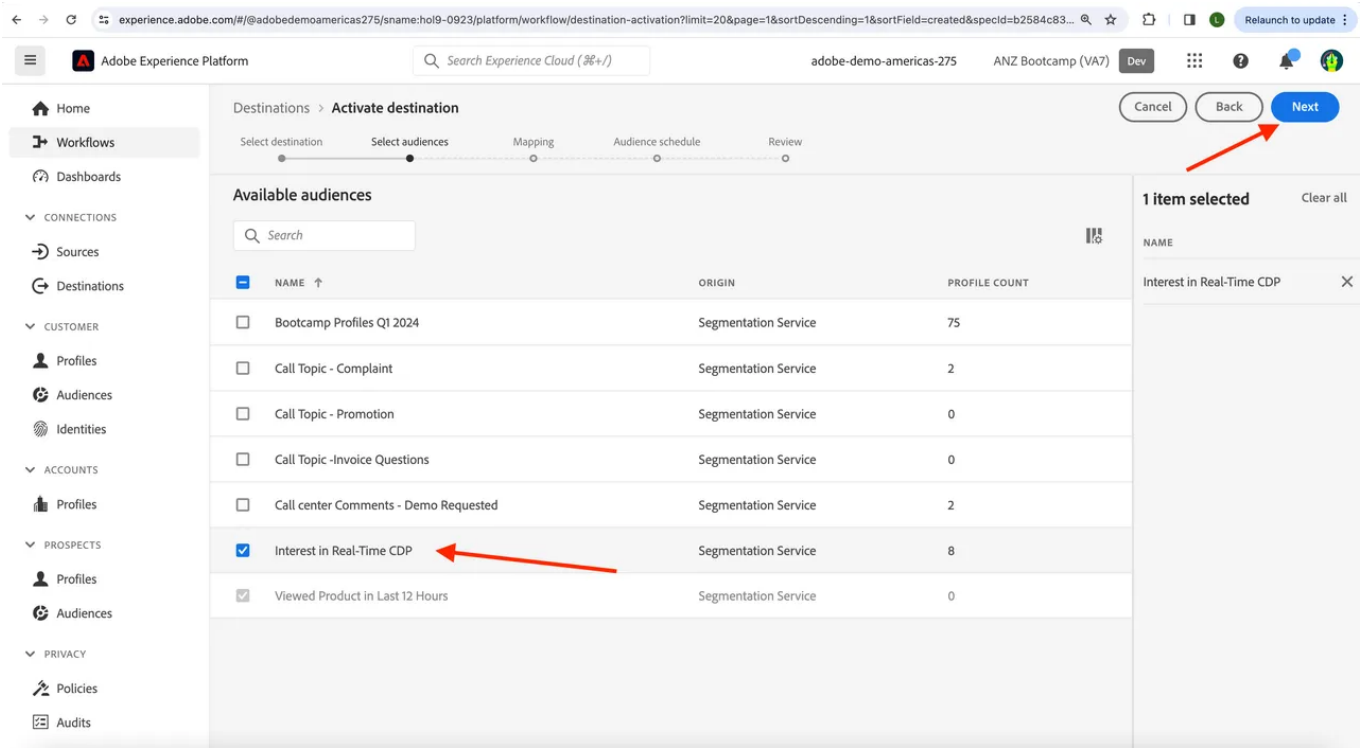
Scroll down until you see the **Facebook Custom Audiences** destination card. Click **Activate audiences**.



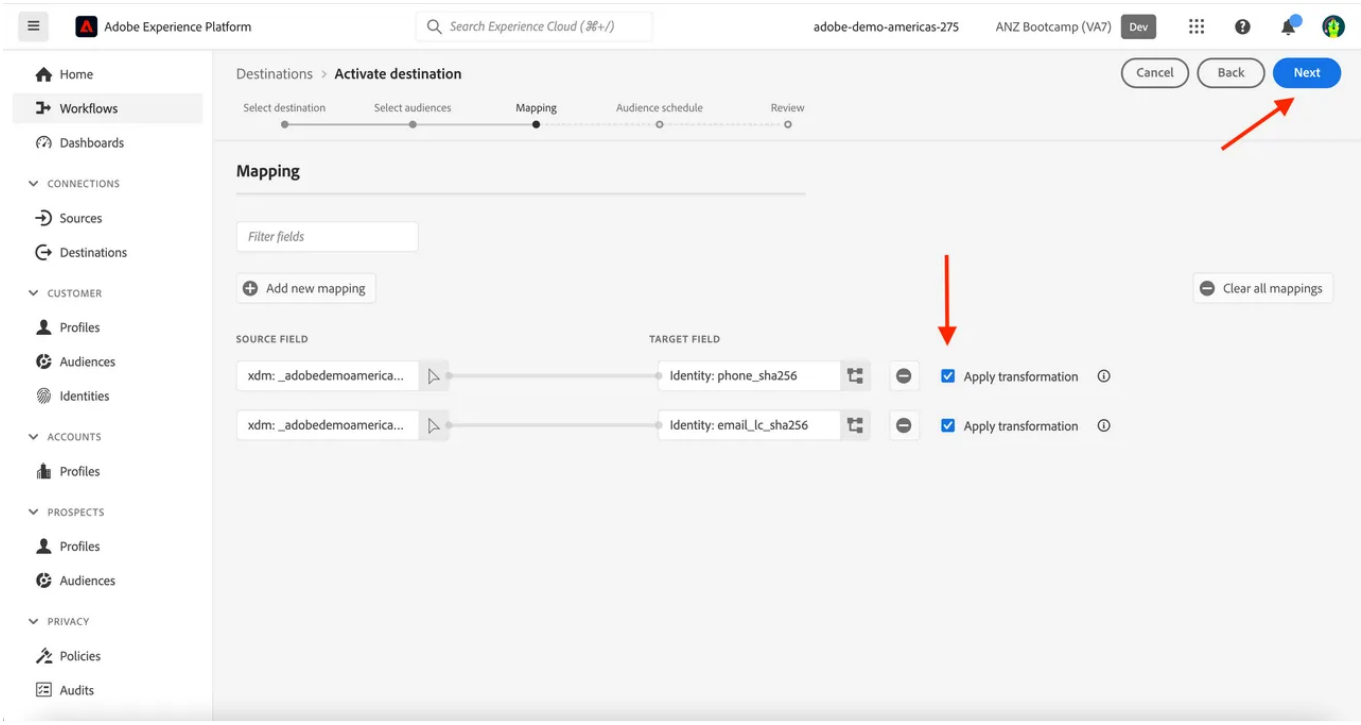
Select the destination `Facebook demo` by clicking on the box and click **Next**.



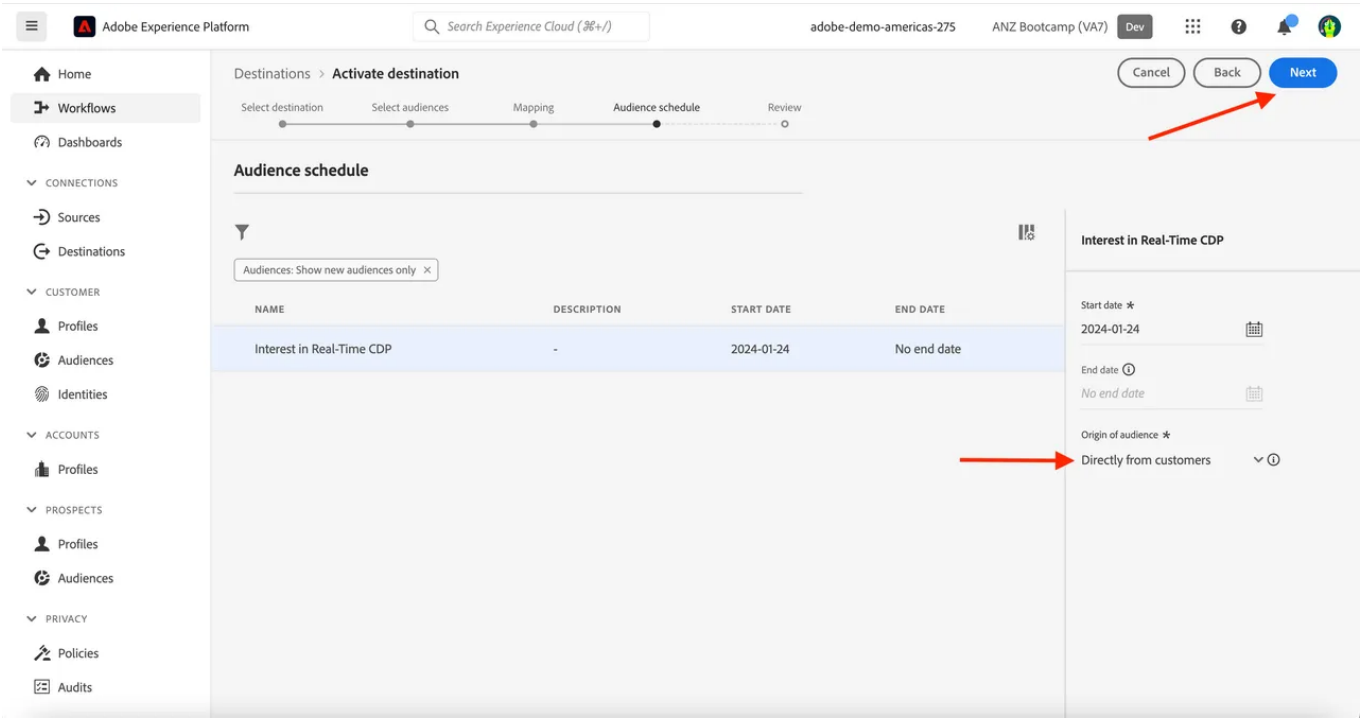
In the list of available segments, select the segment you created in 1.3 Create a segment, which is named `yourLastName - Interest in Real-Time CDP`. If you cannot see your segment on the first page, you can search for it by your last name. Then, click **Next**.



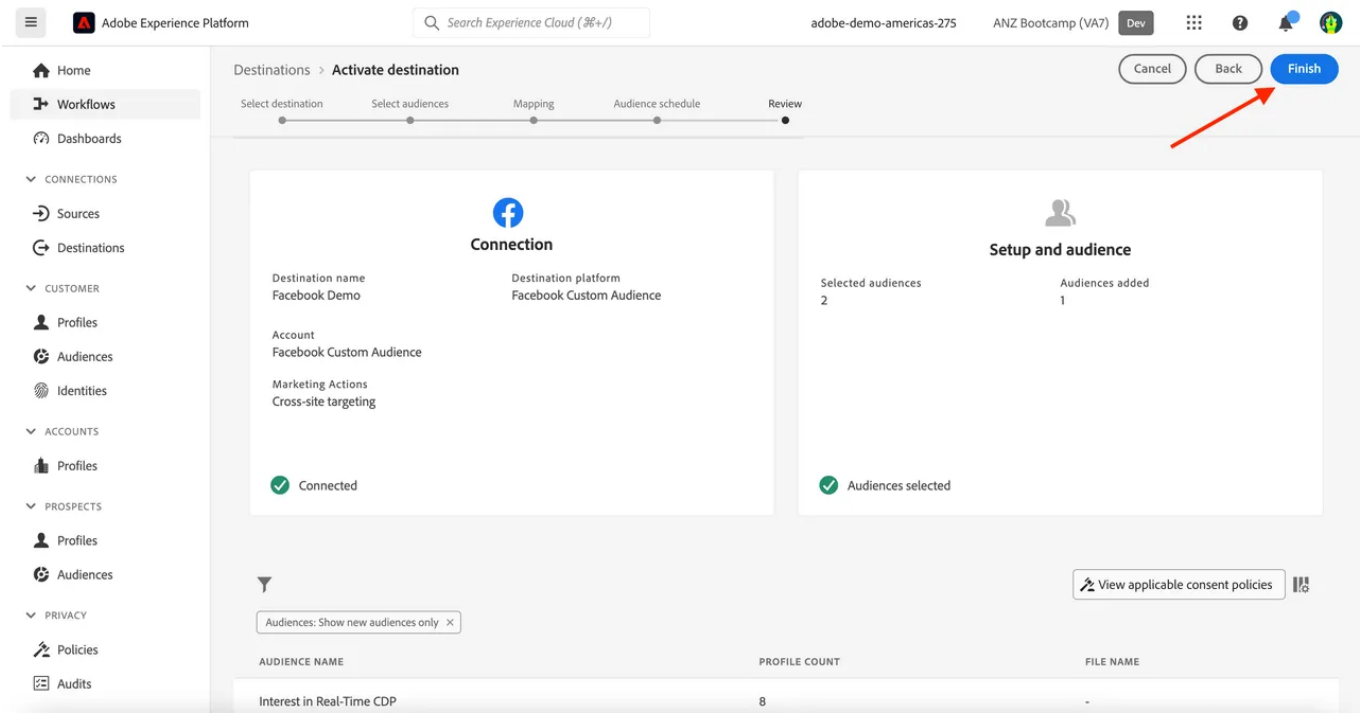
On the Mapping page you will see the email address and phone number source fields being mapped to the target fields in Facebook which are hashed email address and hashed phone number. Make sure that the **Apply Transformation** is ticked for the source email to be hashed and click **Next**.



On the Segment Schedule page, select the **Origin of audience** and set it to **Directly from customers**. Click **Next**.



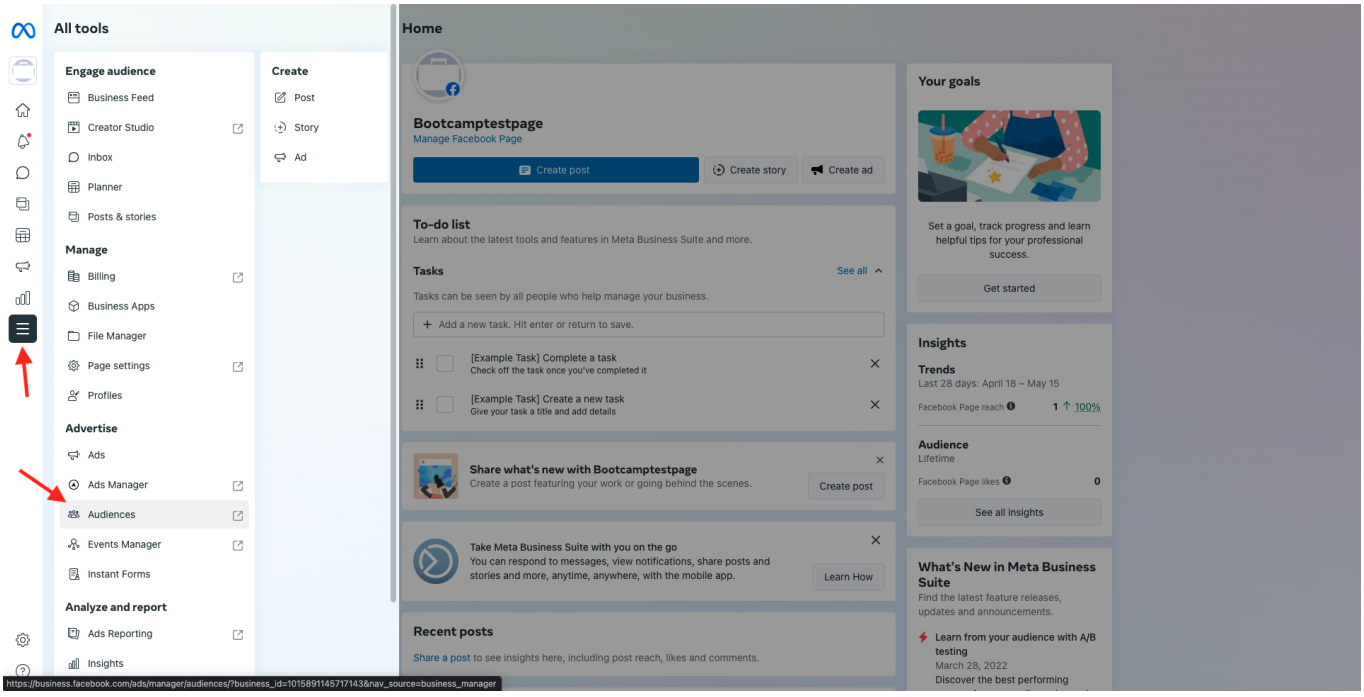
Finally, on the Review page, click **Finish**.



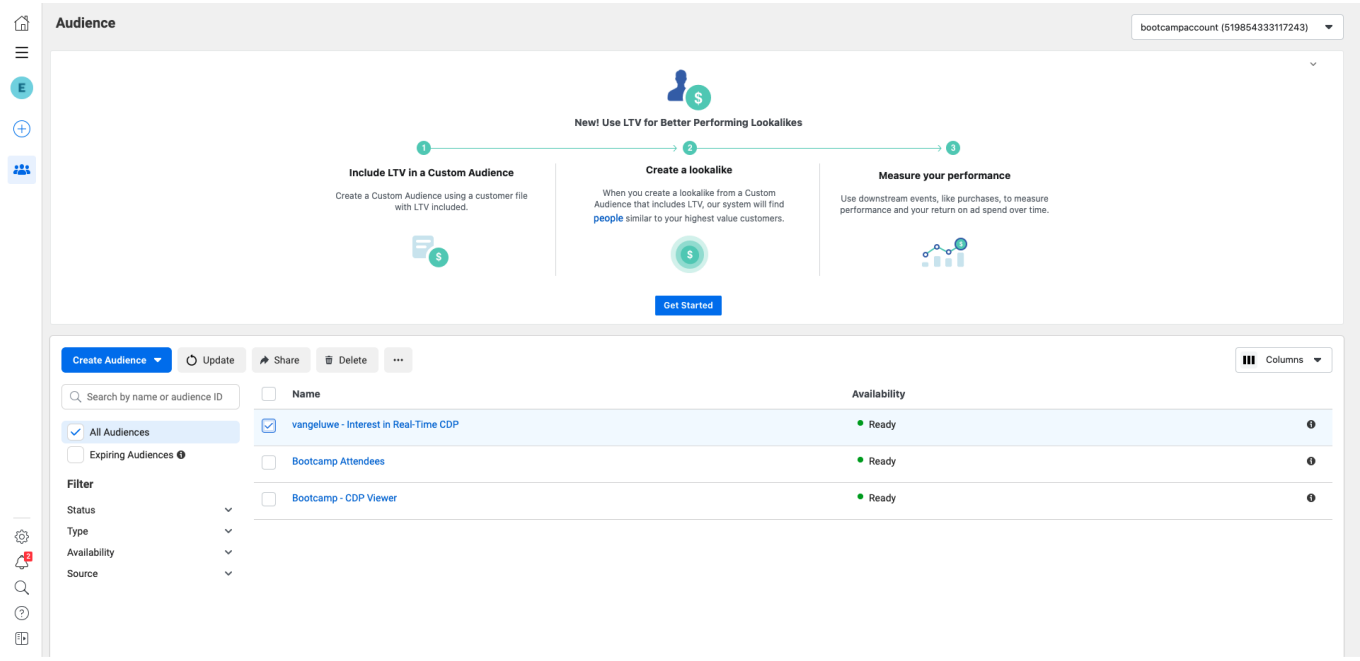
Your segment is now sent to Facebook Custom Audiences. Every time a customer qualifies for this segment, a signal will be sent to Facebook server-side to include that customer in the Custom Audience at Facebook side.

> You do not have access to Bootcamp Facebook account, but the screenshots below outline what you would see if you did.

In Facebook, you would find your segment from Adobe Experience Platform under Custom Audiences

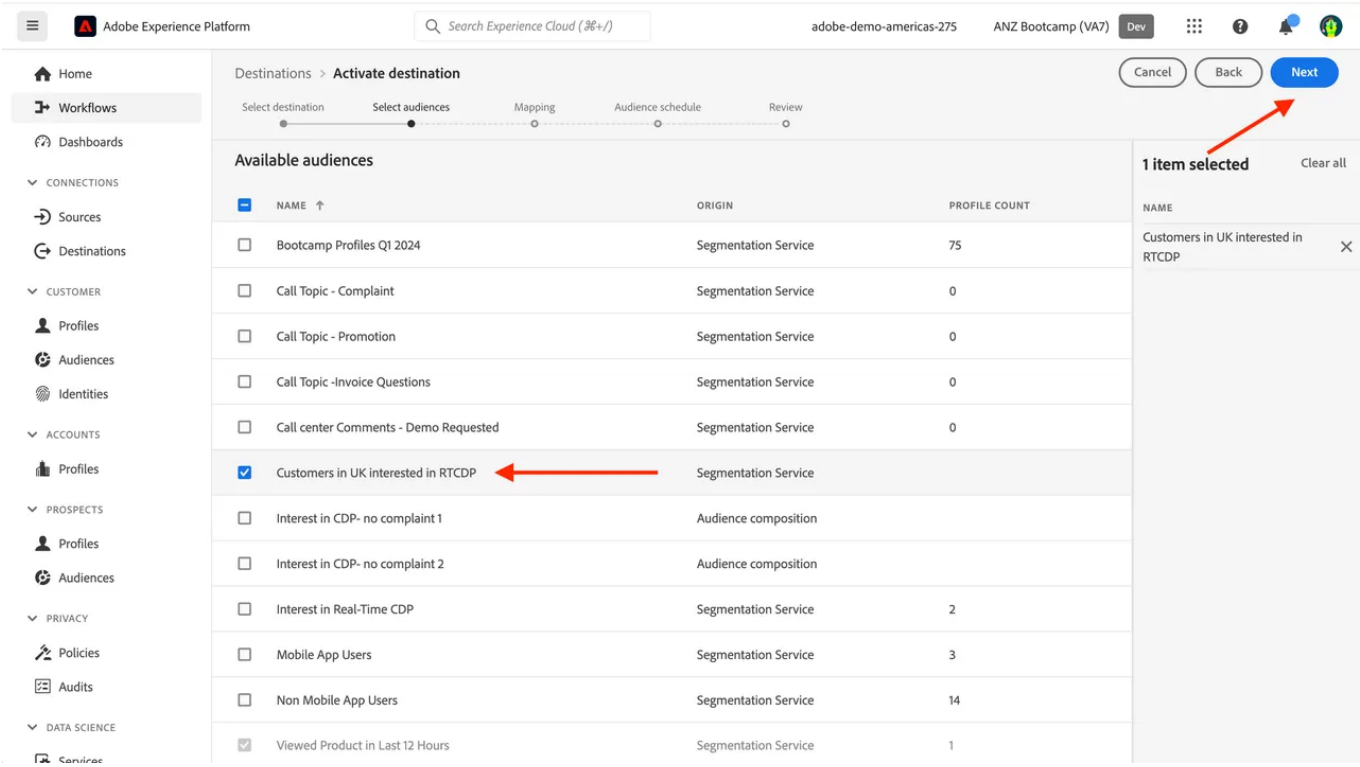


It would be listed alongside your other custom audiences in Facebook

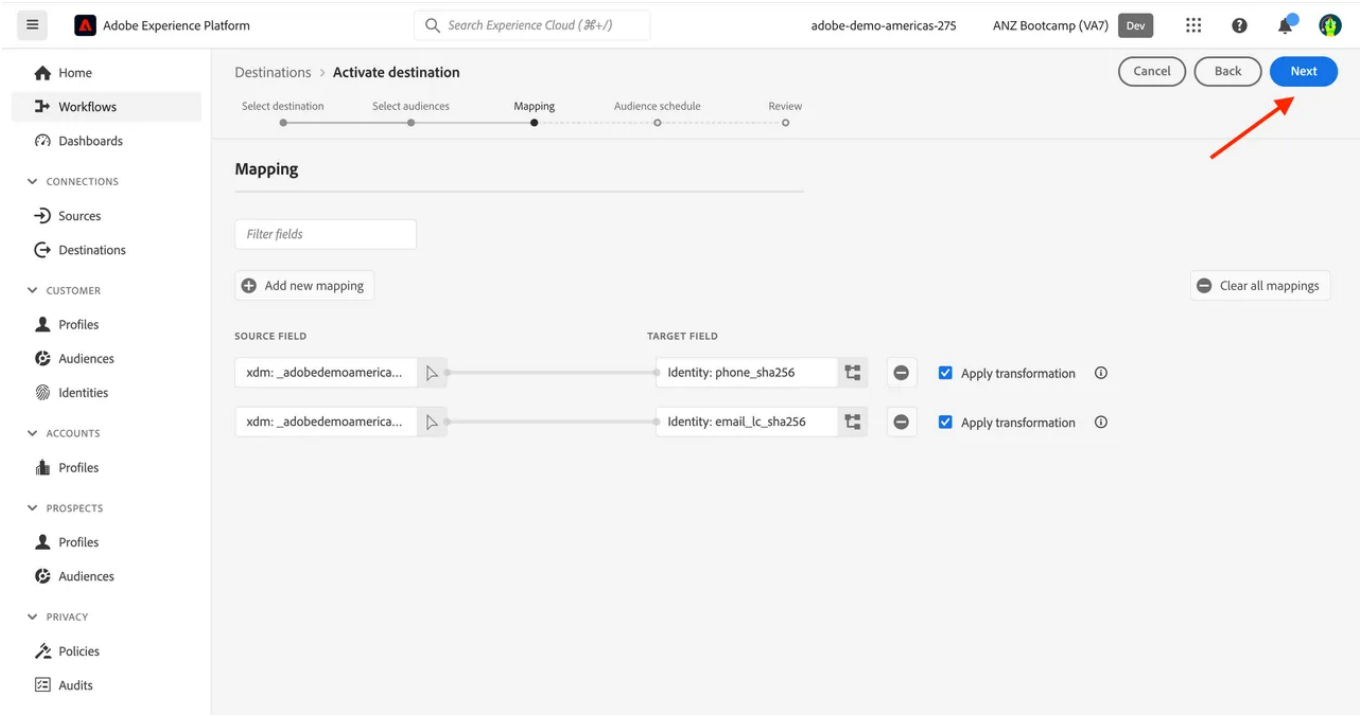


This next activity is designed to illustrate what happens when you **try to activate an audience that is in violation of the in-built automated policy enforcement** as part of the Adobe Experience Platform Data Governance policy and DULE framework.

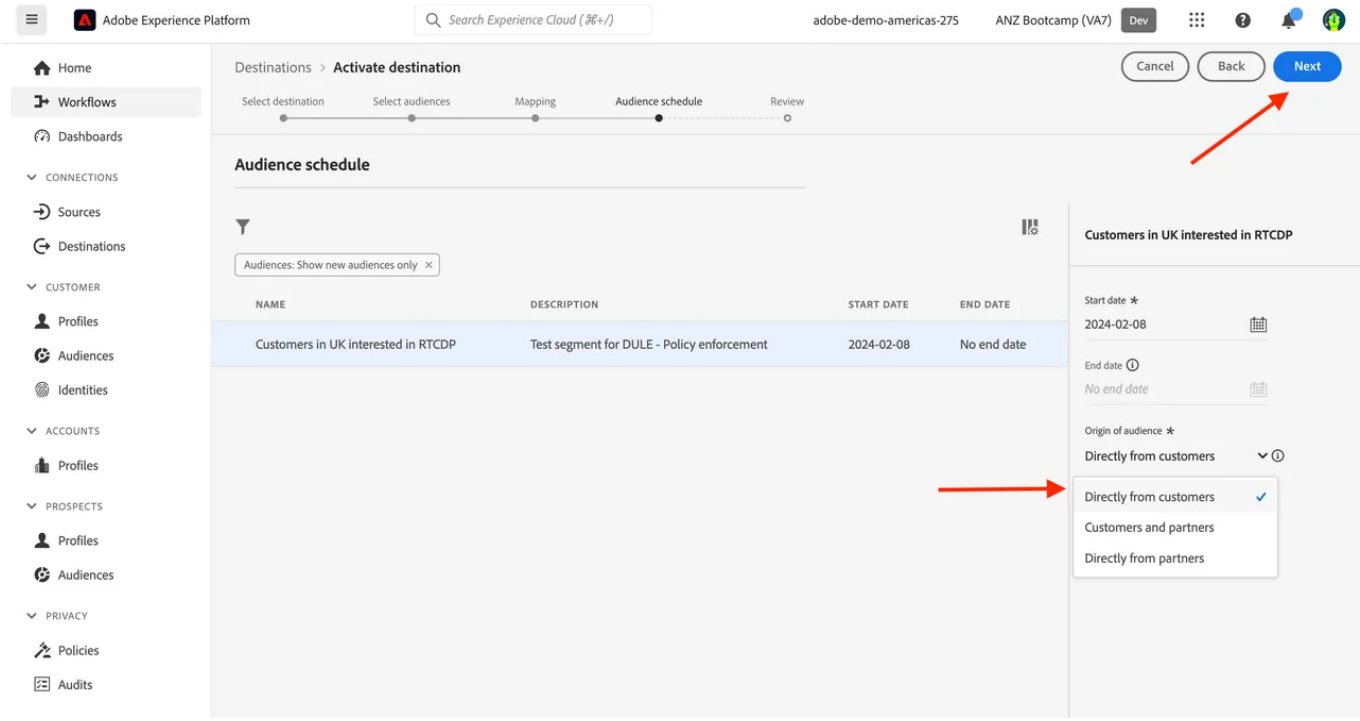
Following the same steps to select Facebook as a destination, this time please select **"Customers in UK interested in RTCDP"** , and then click **Next**



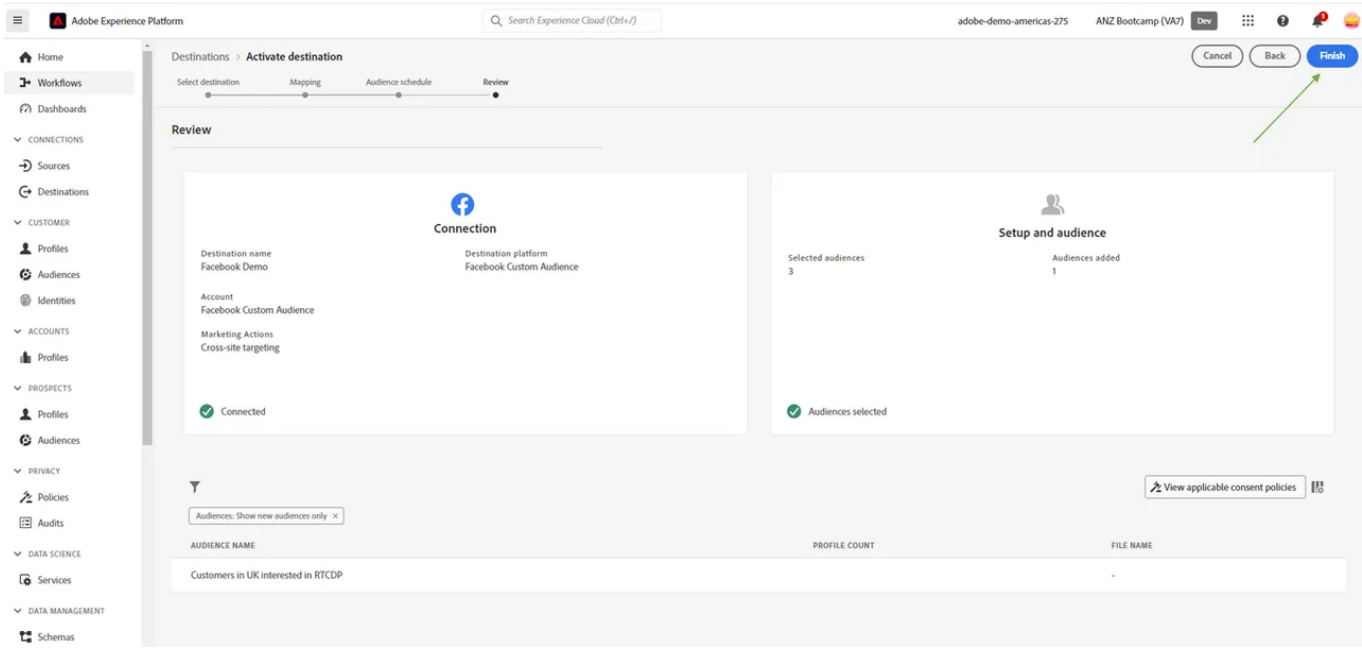
Same as last time, click **Next** again for the mapping section



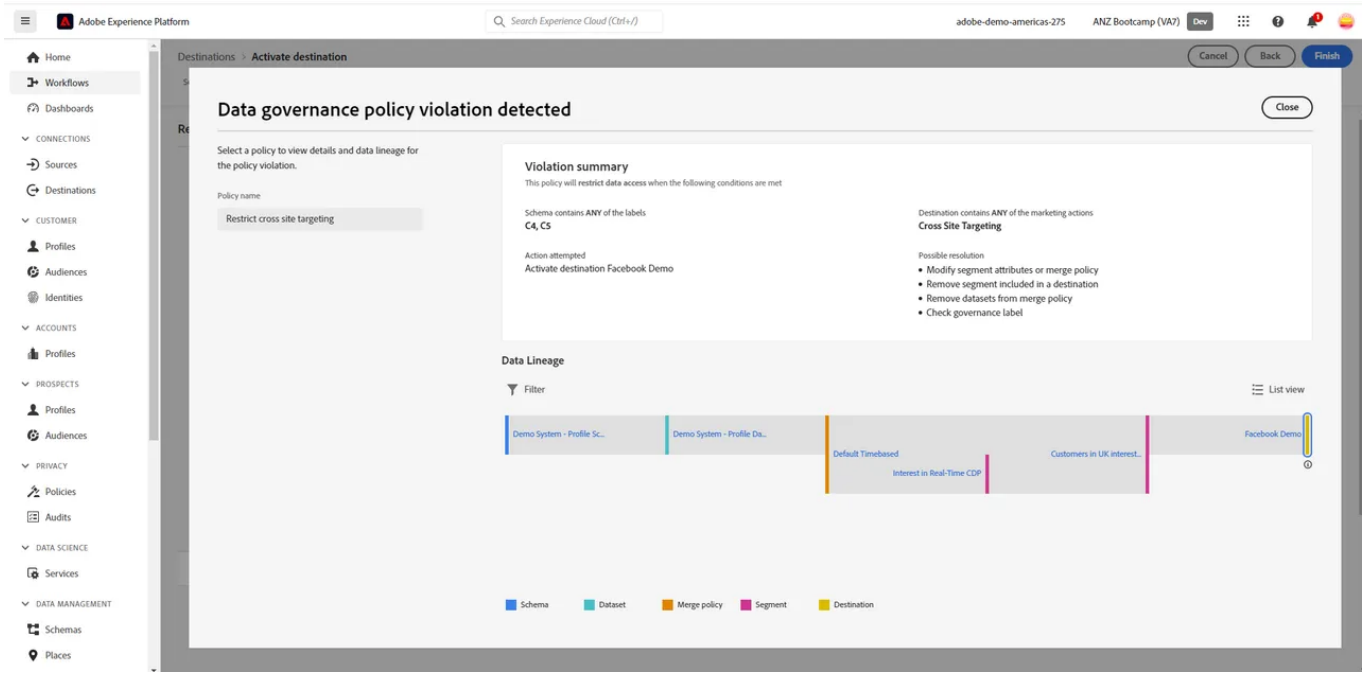
Select "**Directly from customers**" for the Origin of Audience and then click **Next**



Click **Finish**.



This should pop up with a policy violation error detailing the reason and steps. In the background, the segment 'Customers in UK inetrested in CDP' contains a field 'homeaddress → country' which is labelled as C4, C5 - not to be used for targeting of any type and or based on interest.



Please click "Close" and "Cancel to navigate back to the destinations page.

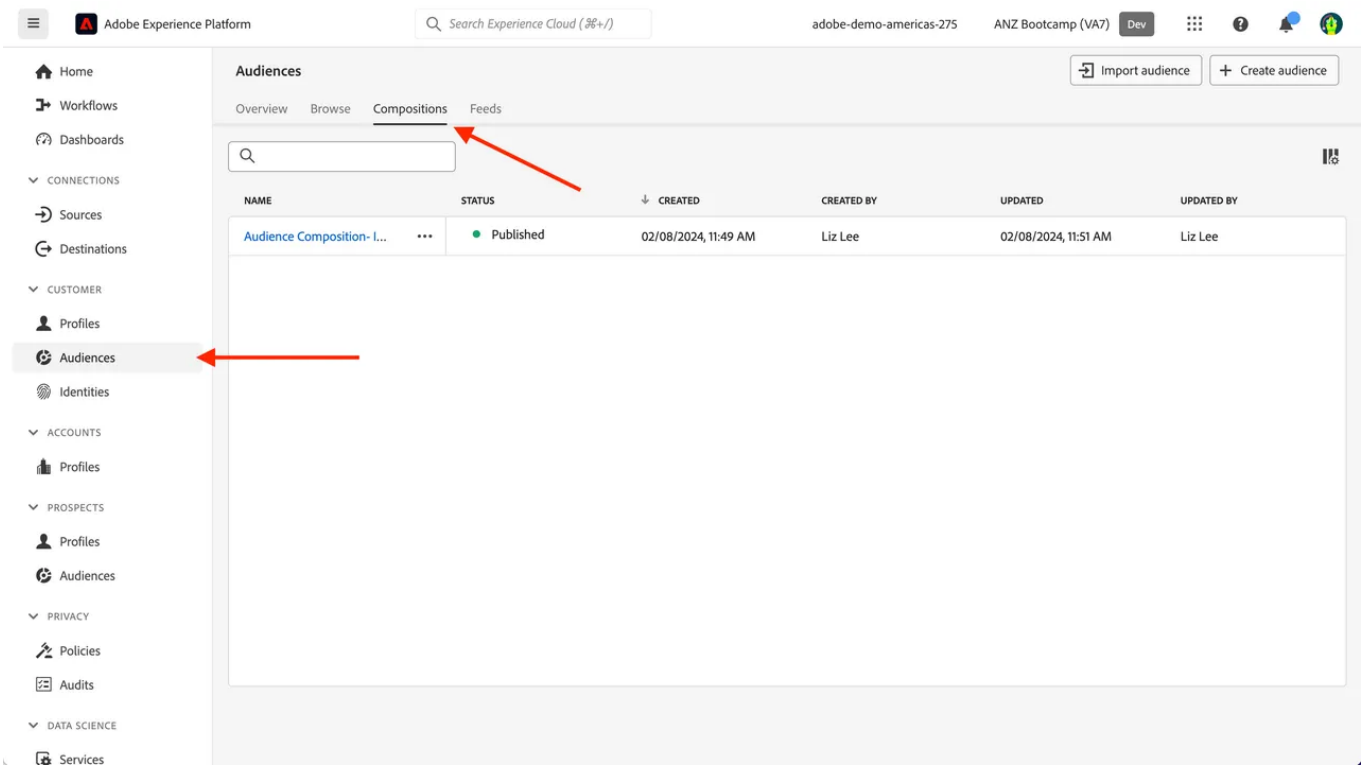
Exercise complete checklist

- [ ] `yourLastName - Interest in Real-Time CDP` has been activated to facebook
- [ ] Attempted to send "**Customers in UK interested in RTCDP**" to facebook, however received policy violation message

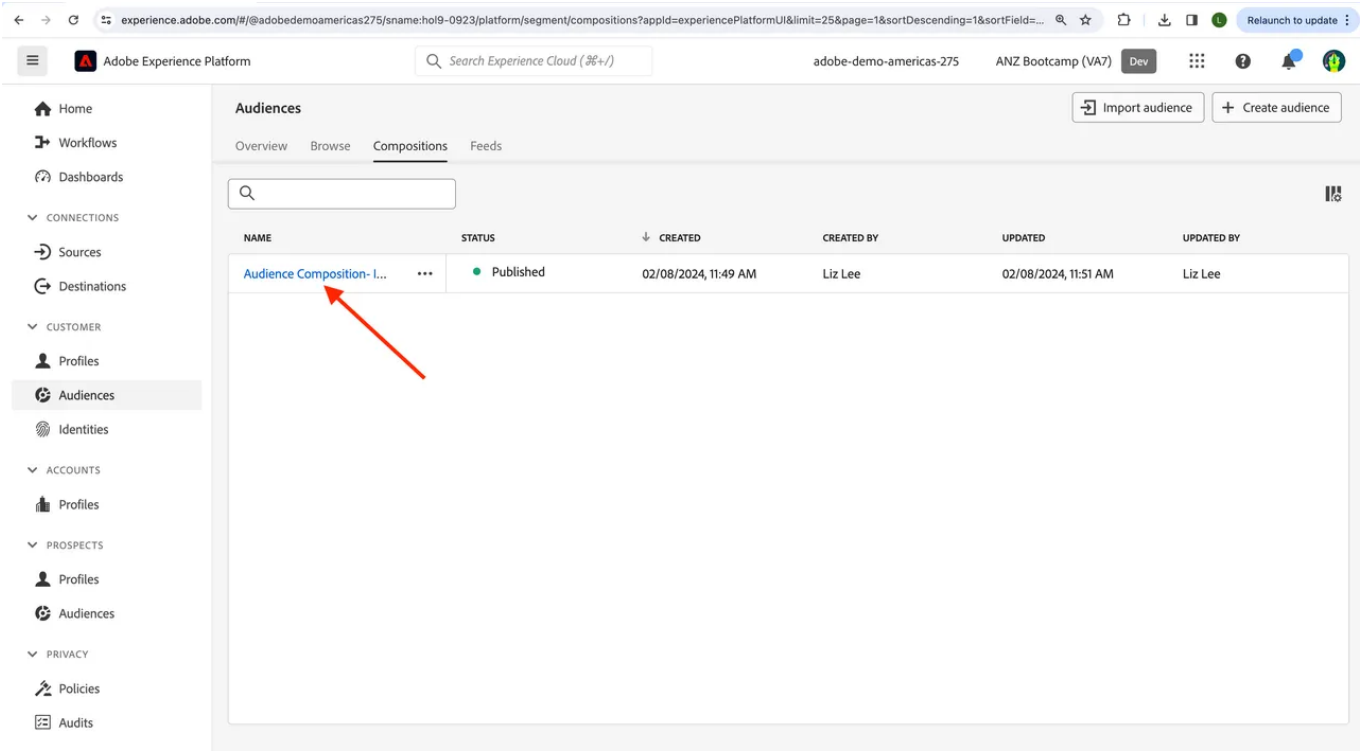
2.2.6. 1.5 Advanced Segmentation - optional

The way that you created a segment in Module 1.3 is only one of the ways to create audiences. Now you will be walked through an example audience that was created using **Audience Composition**, a feature that provides a workspace to build and edit audiences.

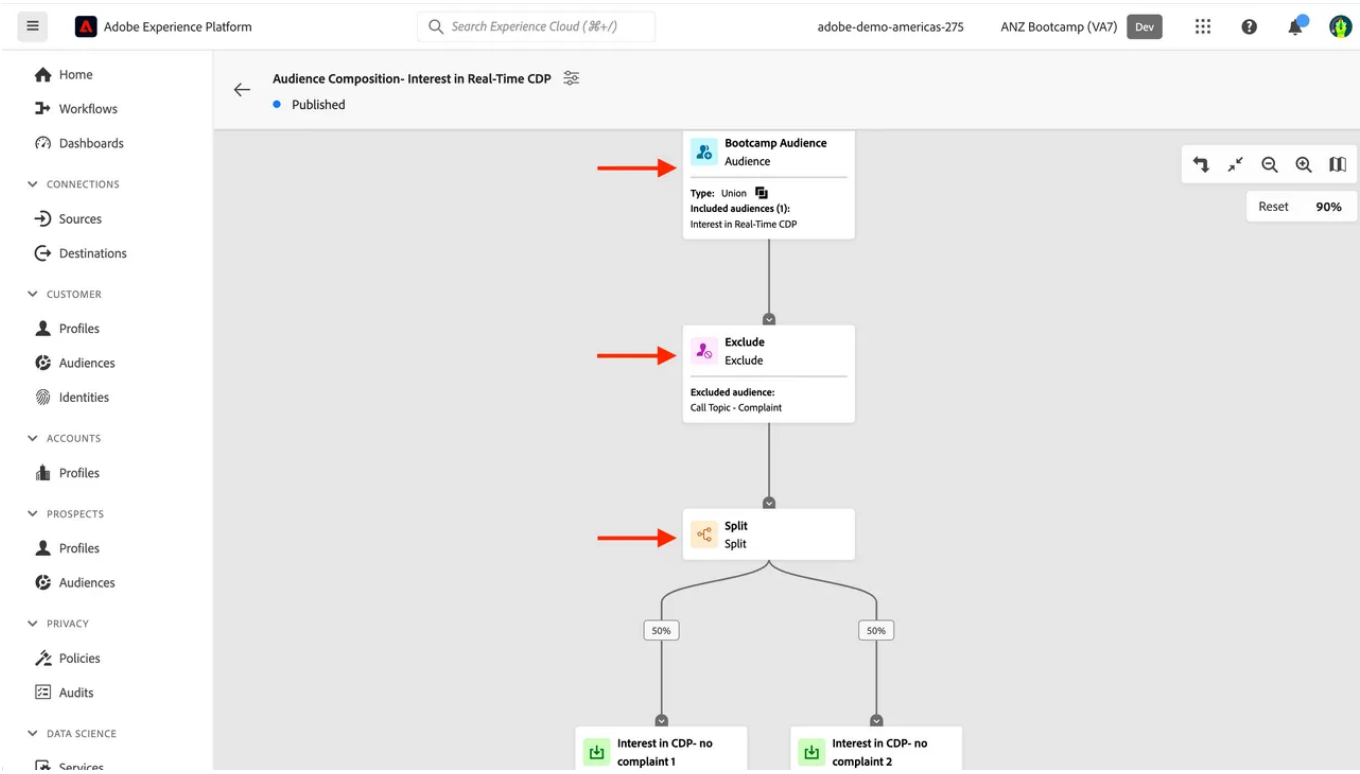
First, click **Audiences** on the left hand side, and navigate to the **Compositions** tab.



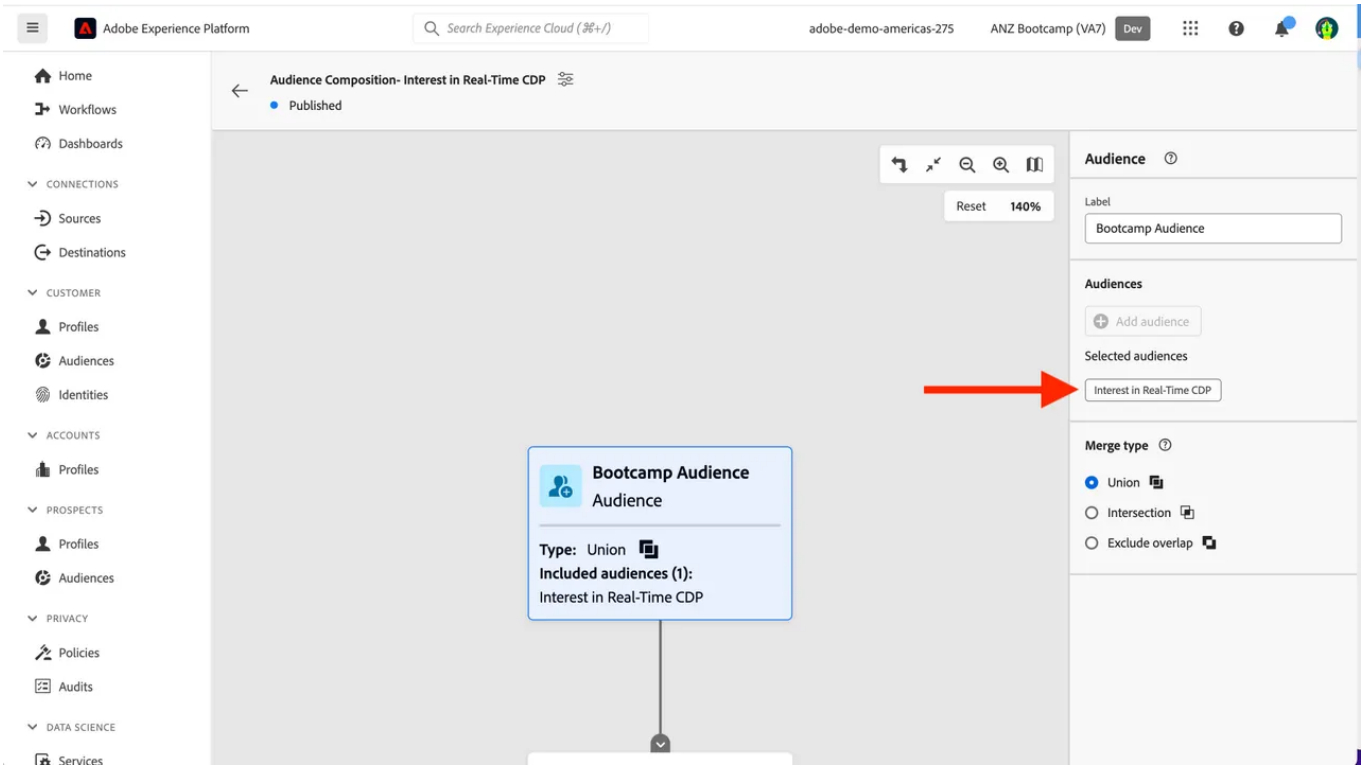
You will see that there is already an audience there for you to inspect, called "**Audience Composition- Interest in Real-Time CDP".** Click on this audience.



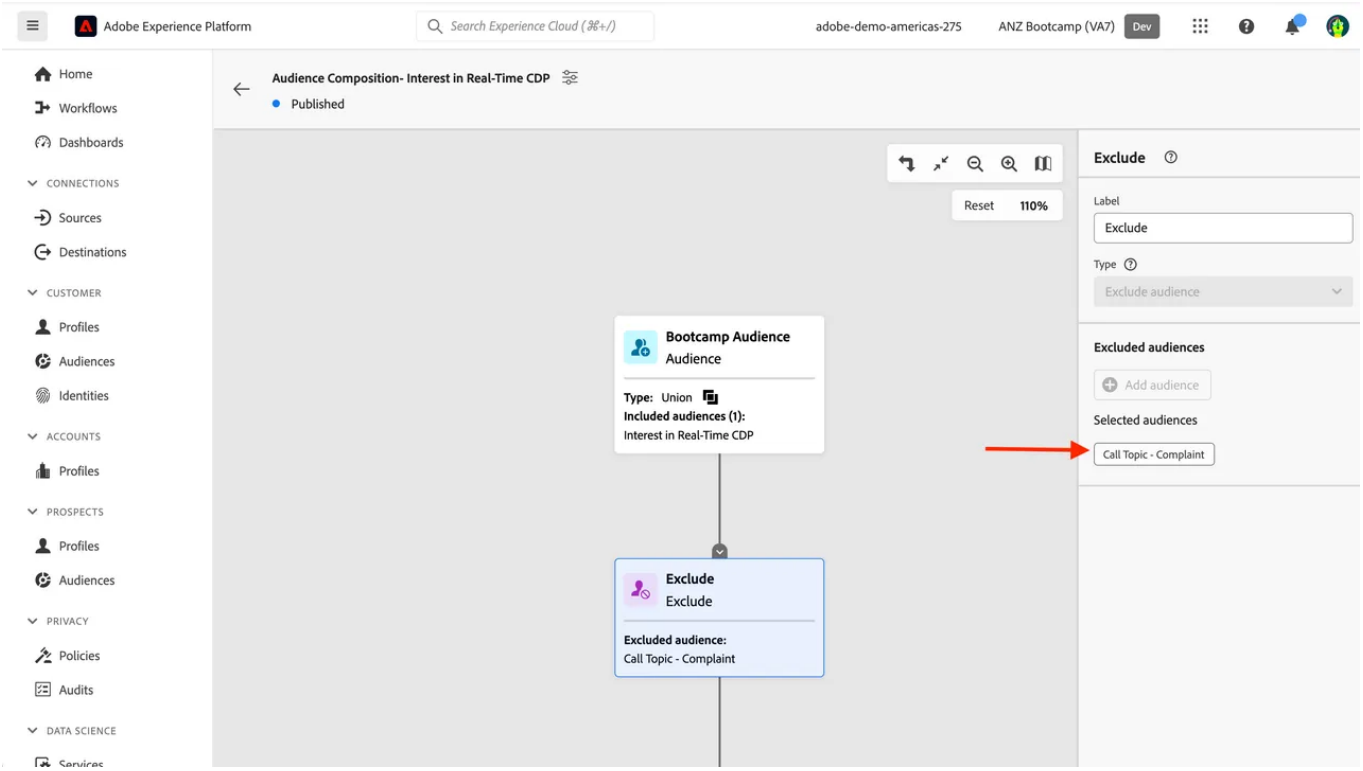
You can now see there are a number of actions that have been taken within this workspace, for illustrative purposes.



First, We started with our **"Interest in Real-Time CDP"** audience. Click on the box- "Bootcamp Audience" to see the details.

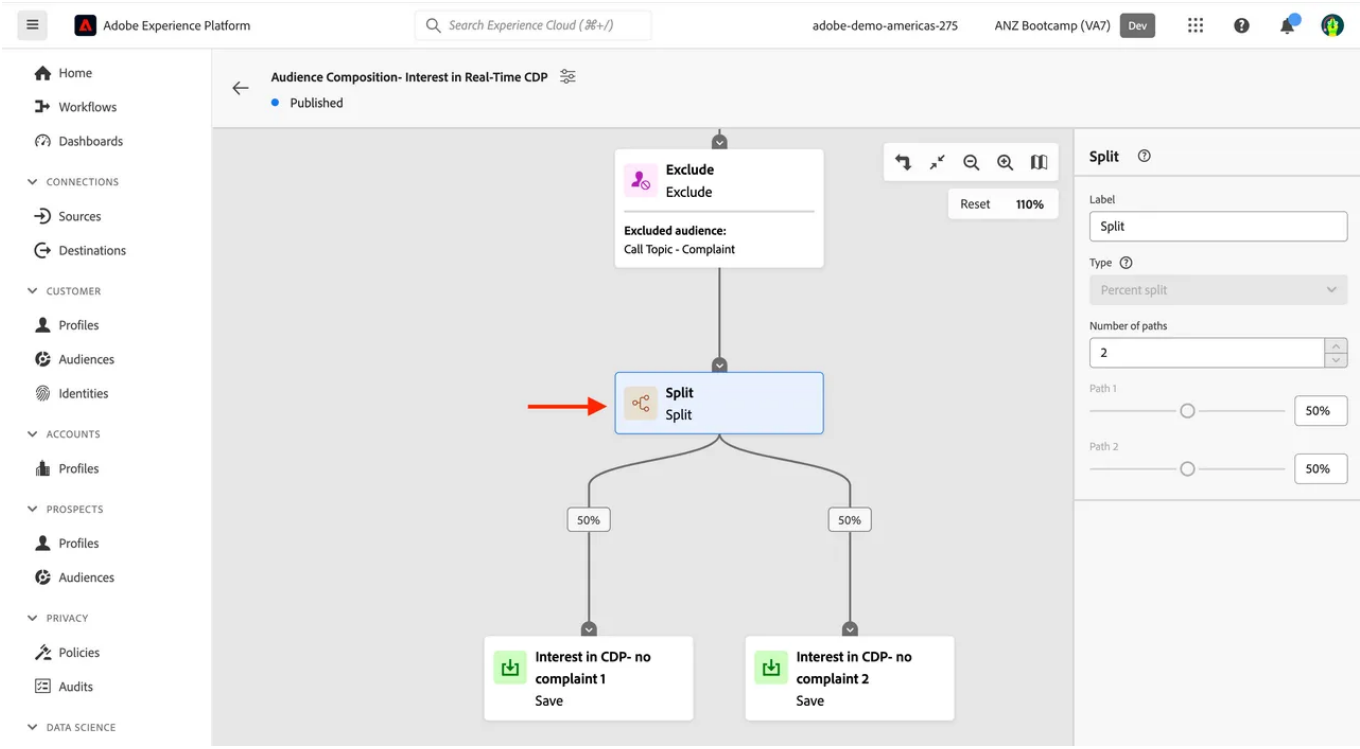


We then selected the **Exclude** block, which allows you to exclude specified sub-audiences or attributes from your new larger audience. We chose to **exclude** an audience of those people who had called the call centre to complain (**"Call Topic- Complaint"**), with the rationale that we don't want to be communicating with these people right now.

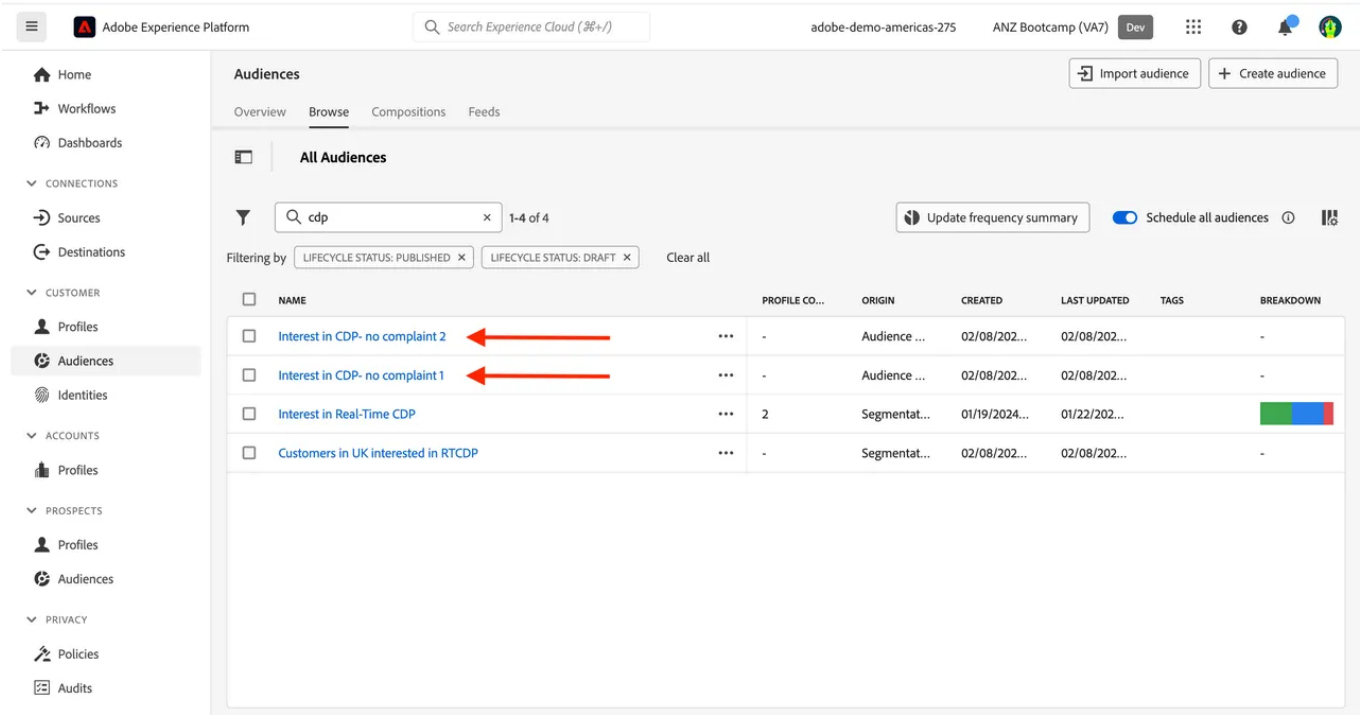


Next, we used the **Split** block type which allows you to split your new audience into various sub-audiences. You can either split this audience based on percentage or by an

attribute. Our audience was **split** in half, in order to create two sub audiences to send them and test different communications or creatives when activated.



These two final audiences were created and saved, and can therefore be seen in the list of audiences available to you.



You have now finished Module One.

2.3. 2. Onboarding Journey

2.3.1. 2. Onboarding Journey

Learning Objectives

Prerequisites

- Access to Adobe Experience Platform: https://experience.adobe.com/platform
- Access to the demo website: https://dsn.adobe.com/web/gillies-8WFS

> **IMPORTANT!**
>
> This tutorial was created to facilitate a particular bootcamp format. It uses specific systems and accounts to which you might not have access. If you're a participant at the Bootcamp and need your access credentials, please contact your Adobe representative present who will provide you with the required information.

Exercises

2.1 Visualise your customer profile in AEP

In this exercise, you'll take a closer look at the profile you created in 1. Acquisition user flow

2.2 Create a login event

In this exercise, you'll learn how to configure an event.

2.3 Create a login journey

In this exercise, you'll learn how to configure a journey and create an email message.

2.4 BONUS EXERCISE: Test the customer experience for your registration journey

In this exercise, you'll test the journey you just created.

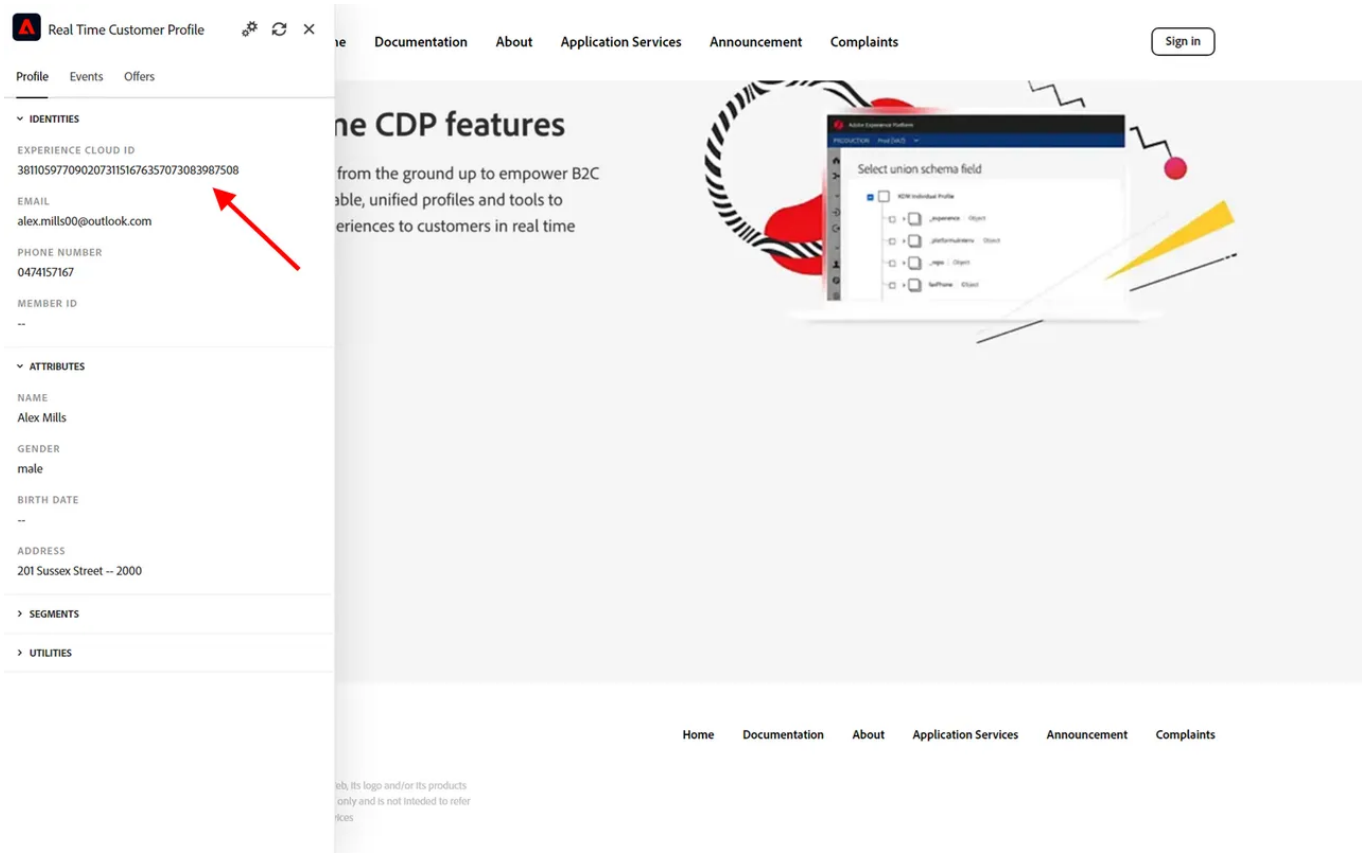
2.3.2. 2.1 Visualise your customer profile in AEP

In the 1. Acquisition flow you visited the Bootcamp website, browsed different product categories, may have been presented personalised content based on your segment qualification and then authenticated on the website by creating an account.

In this exercise, you'll take a closer look at your profile in the Adobe Experience Platform UI.

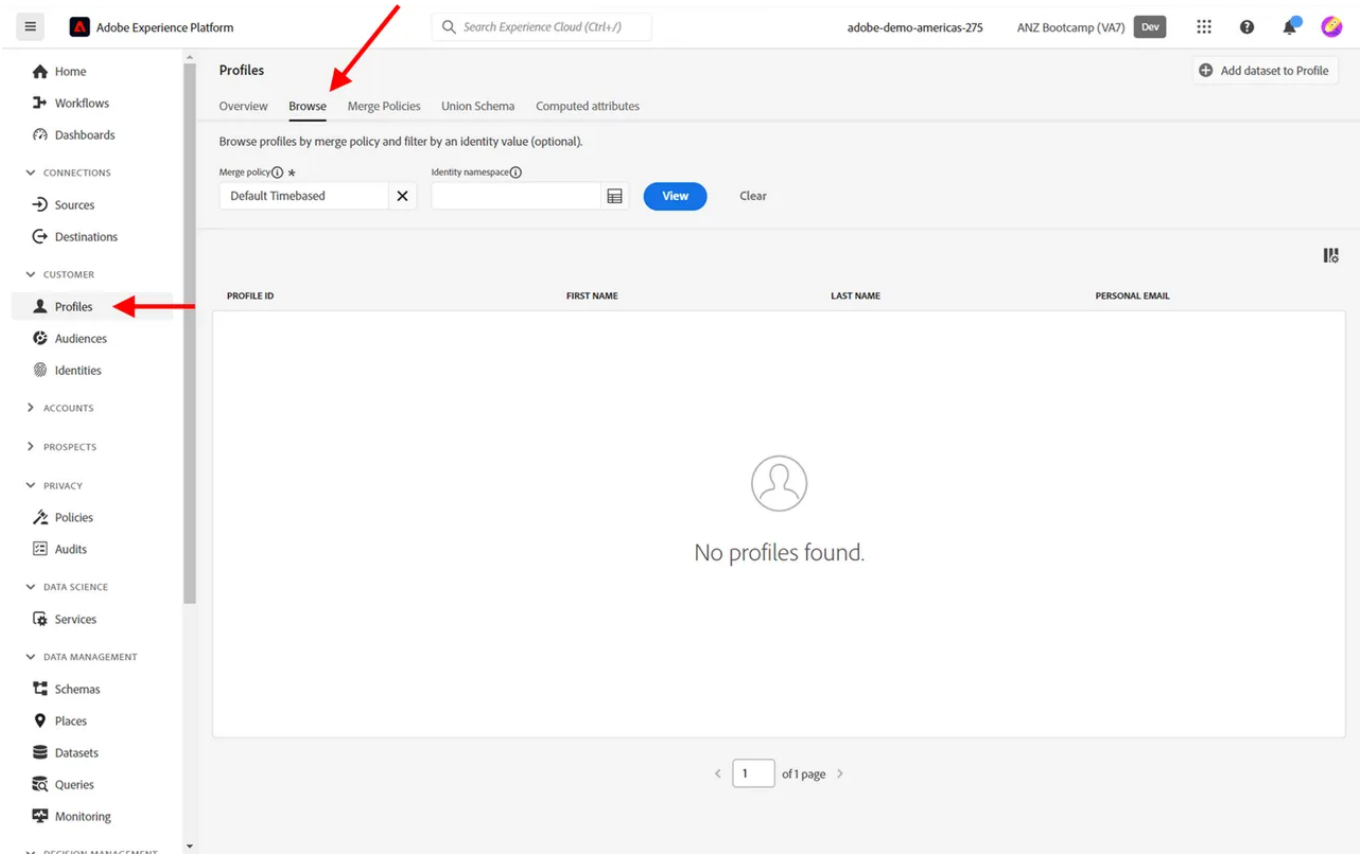
> In the customer profile, all profile data is shown alongside event data, as well as existing segment memberships. The data shown can come from anywhere, from Adobe applications and external solutions. This is the most powerful view in Adobe Experience Platform, the true experience system of record.

In exercise 1.1 Visit the website you copied and saved the **Experience Cloud ID (ECID)** from the Profile Viewer panel of the website. Now it is time to use this value to look up your profile in AEP.

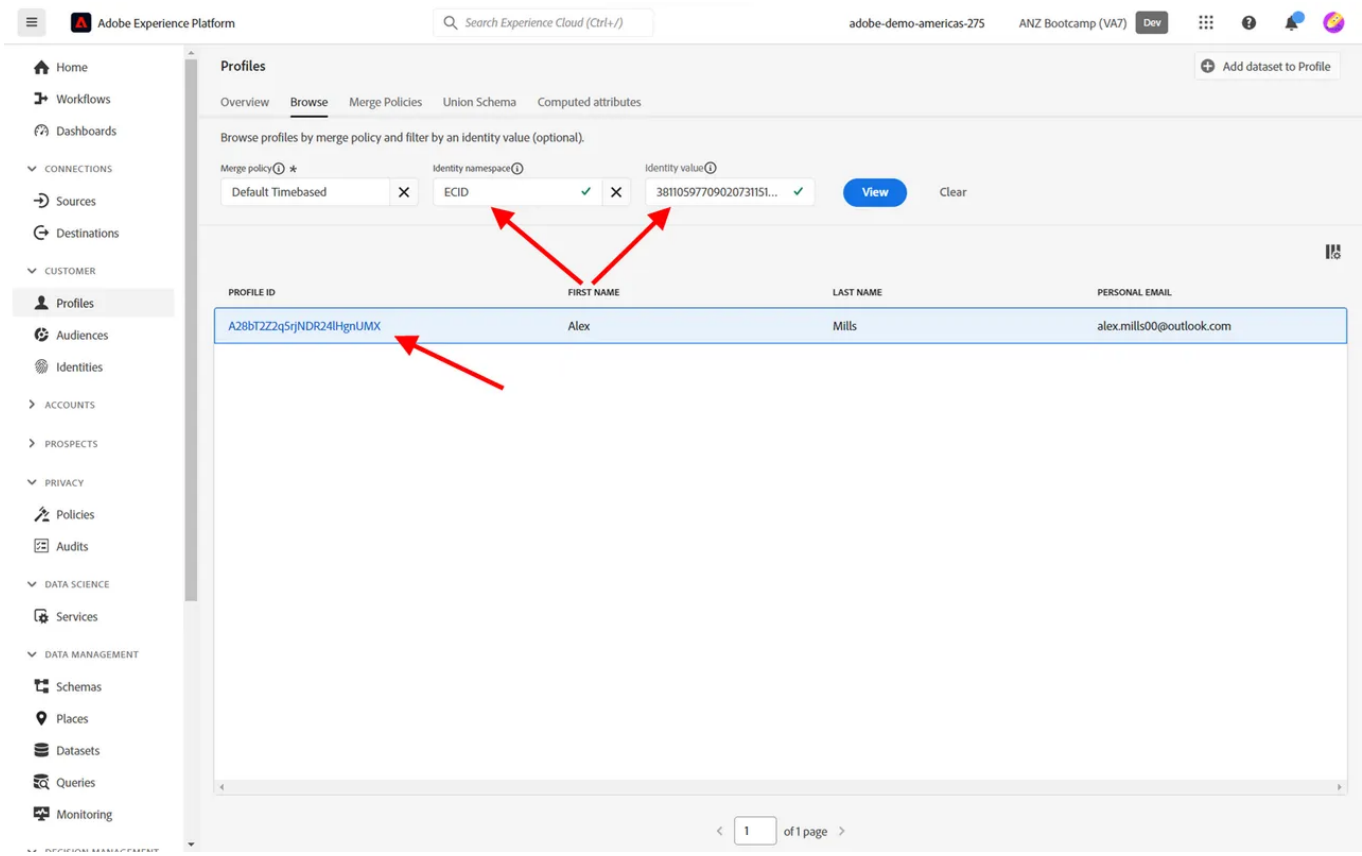


> With Adobe Experience Platform, all IDs are equally important, and every ID can be considered a primary identifier.
>
> Typically, the primary identifier depends on the context. If you ask your Call Center, **what is the most important ID?** They will probably answer, **the phone number!** But if you ask your CRM team, they will answer, **the email address!** Adobe Experience Platform understands this complexity and manages it for you. Every application, whether an Adobe application or non-Adobe application, will speak with Adobe Experience Platform by referring to the ID they consider primary.

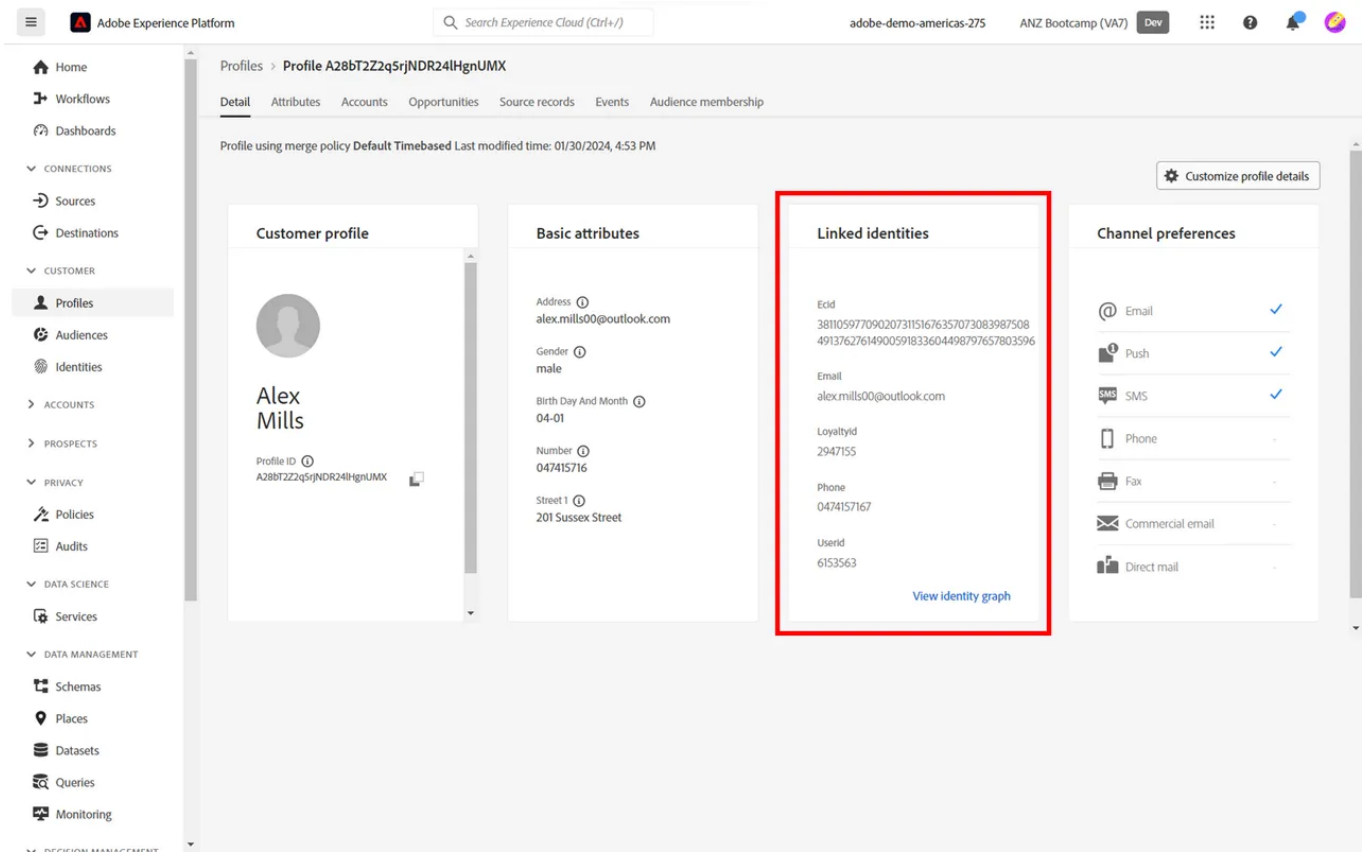
In the left menu of Adobe Experience Platform, go to **Profiles in the Customer section** and then select the **Browse** tab.
NOTE: There are also Profiles under Accounts section which relate to B2B use cases, but you will be looking at your profile in the **Customer** section.



For the field **Identity namespace**, select **ECID** and for the field **Identity Value** enter the ECID you copied from the Profile Viewer panel on the bootcamp website. Click **View**. You'll then see your profile in the list. Click the **Profile ID** to open your profile.

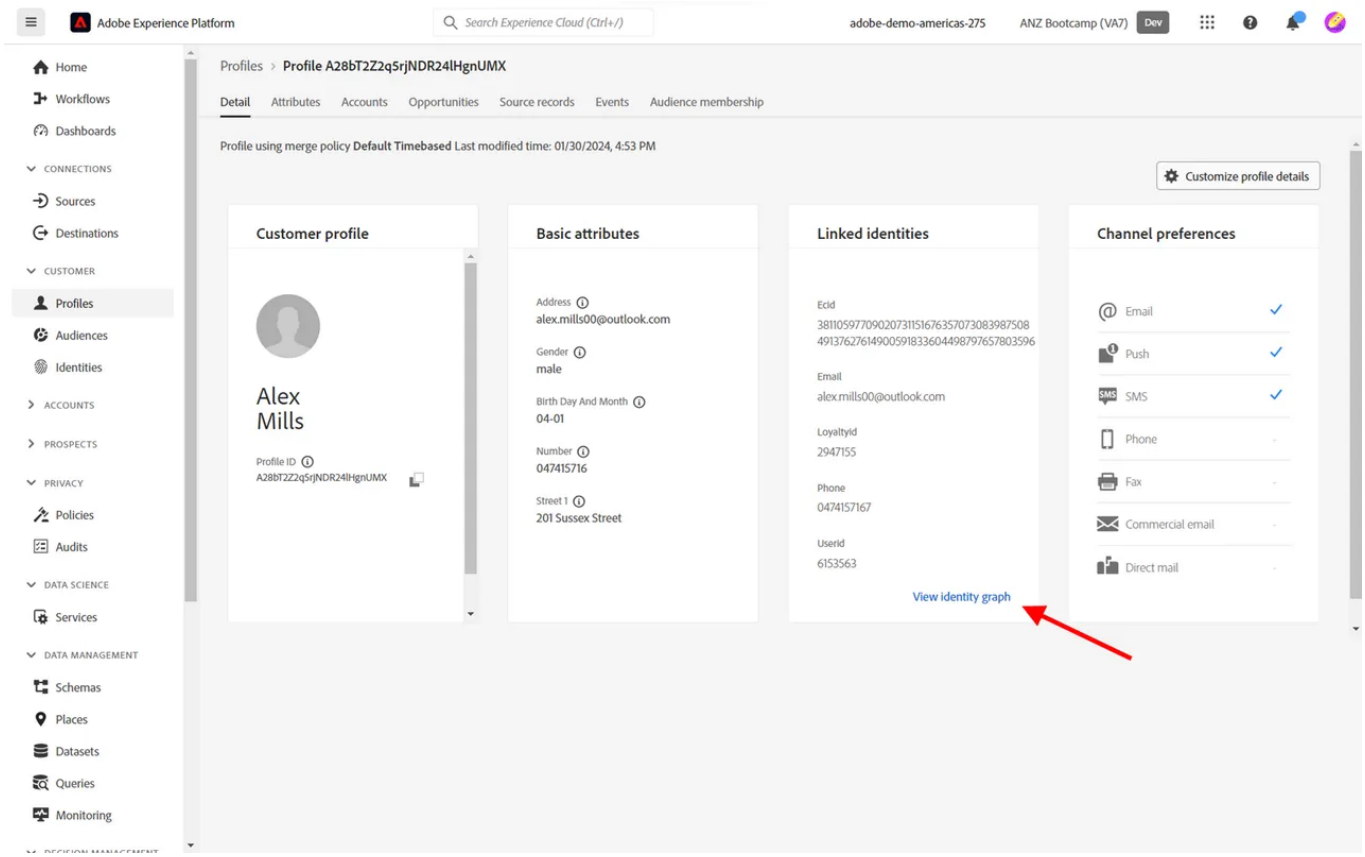


You now see an overview of the profile attributes and linked identities for your customer profile, such as the ECID, the identity email as well as loyalty Id and CRM Id that were assigned to your account upon registration. Please **copy and save all these identities** for use in tomorrow's hands on exercises.

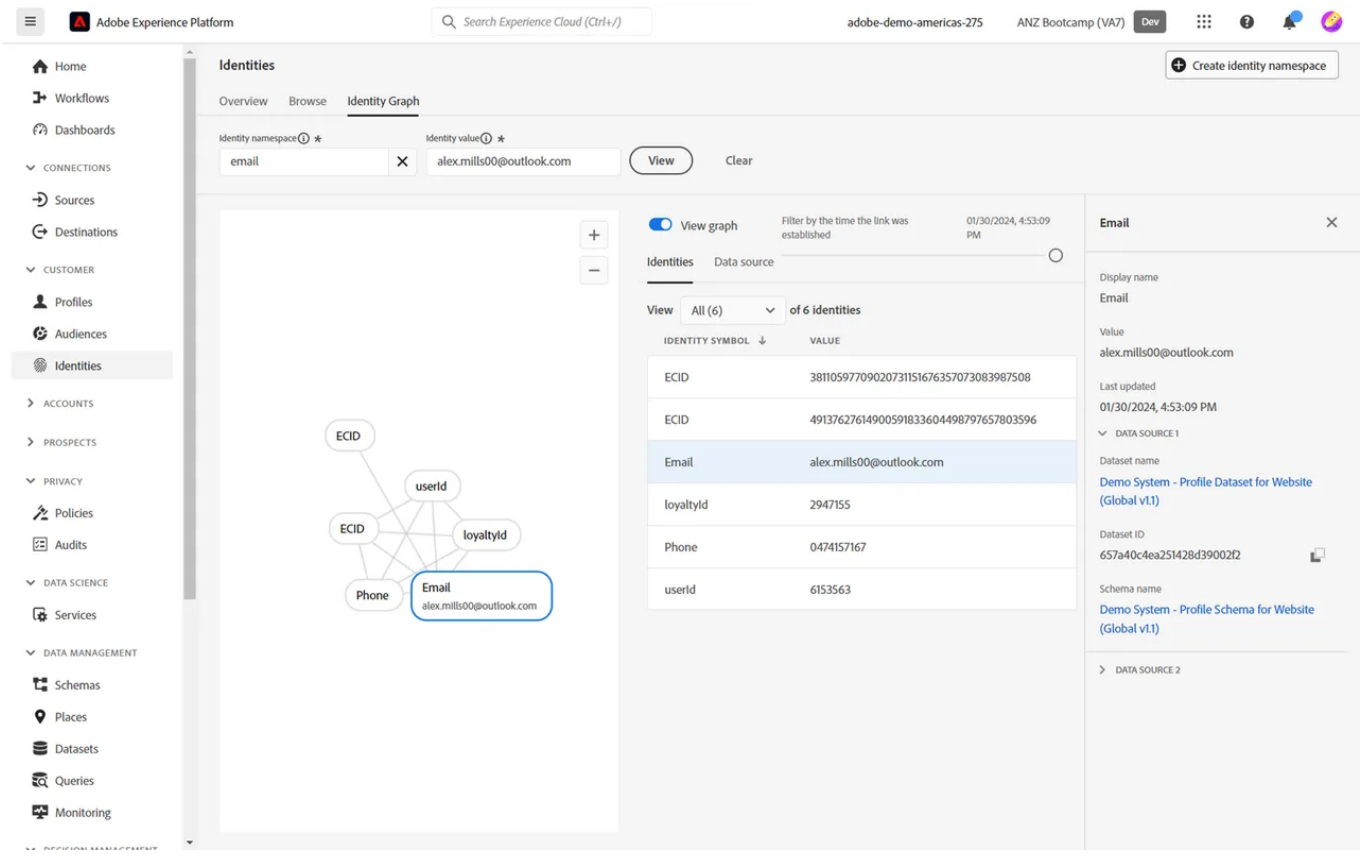


Now that you have saved all the identities for afternoon's exercises, you can take a closer look at other information associated with the profile.

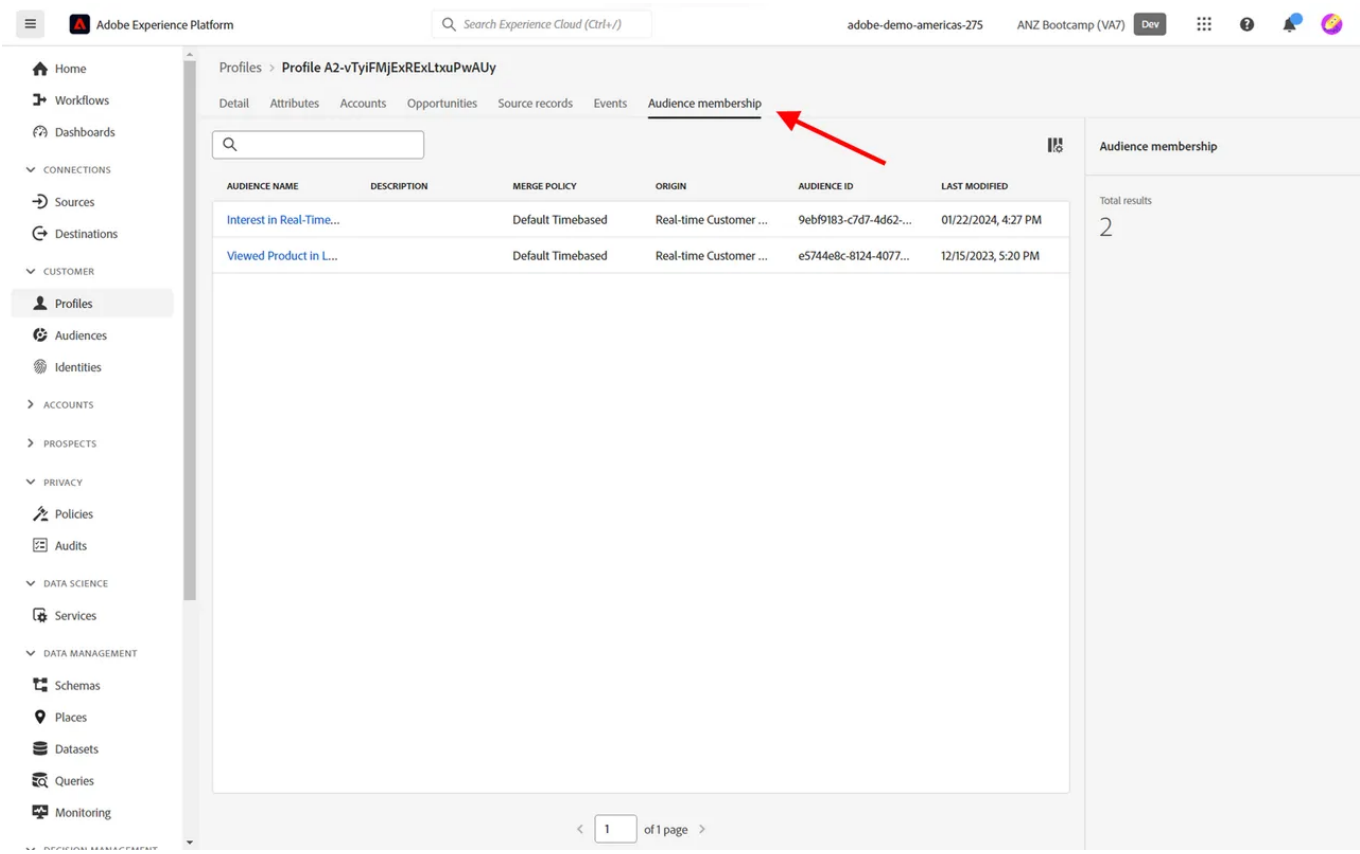
Click on the **View identity graph** link at the bottom of Linked identities panel, a new tab will open.



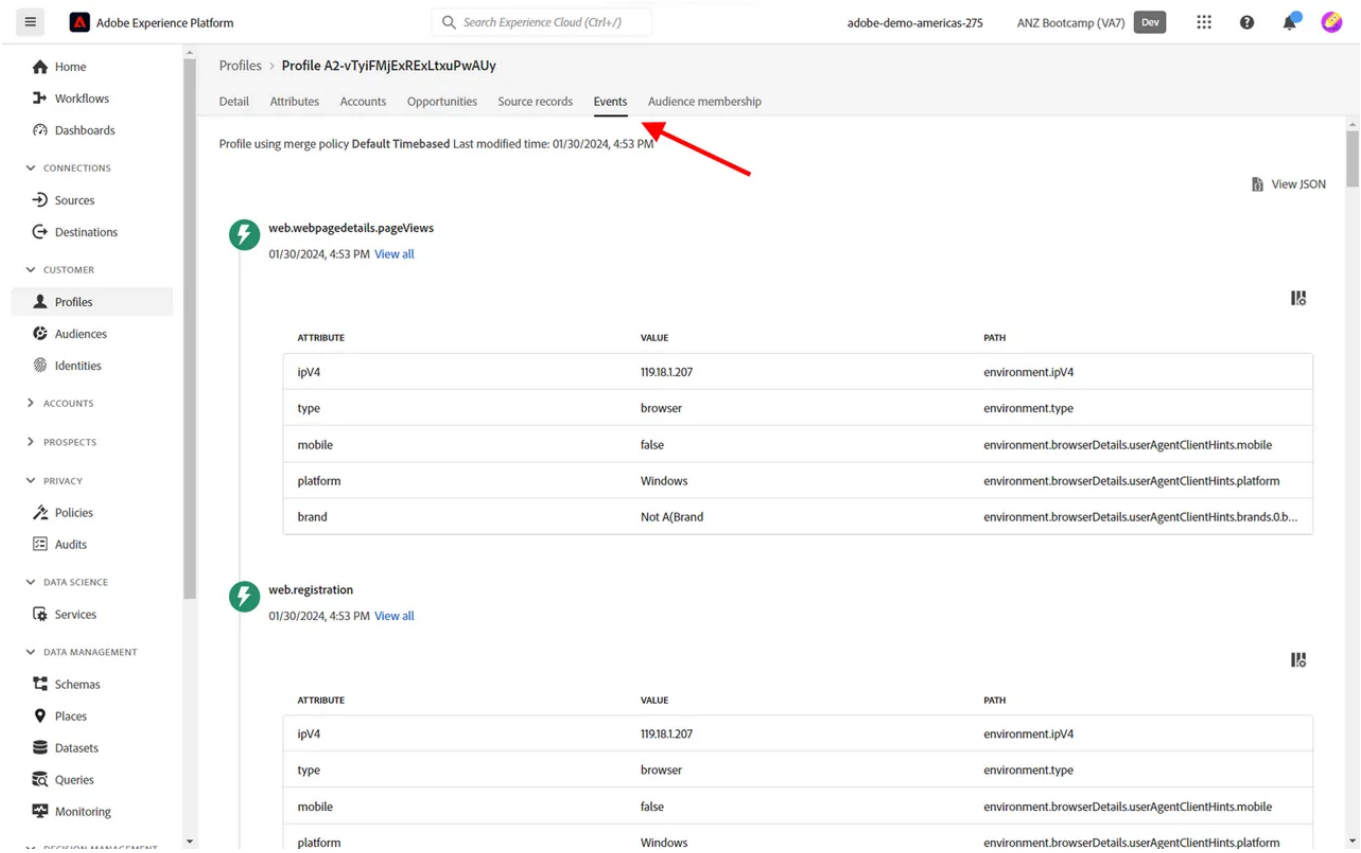
This tab will be displaying your identity graph and how all the identities associated with your profile have been linked together. You can select the individual identities to view more detail about them in the right rail.



Returning to the previous browser tab, go to the menu option **Audience membership**. You'll see all audiences that this profile qualifies for, including "Interest in Real-Time CDP" that you were working with before.



Finally, go to **Events**, where you can see entries for every experience event that has been linked to your Profile so far, both across anonymous stage as well as since registration. These events will include a registration event that was used by Adobe Journey Optimizer to trigger the journey that sent you the welcome email.



Exercise complete checklist

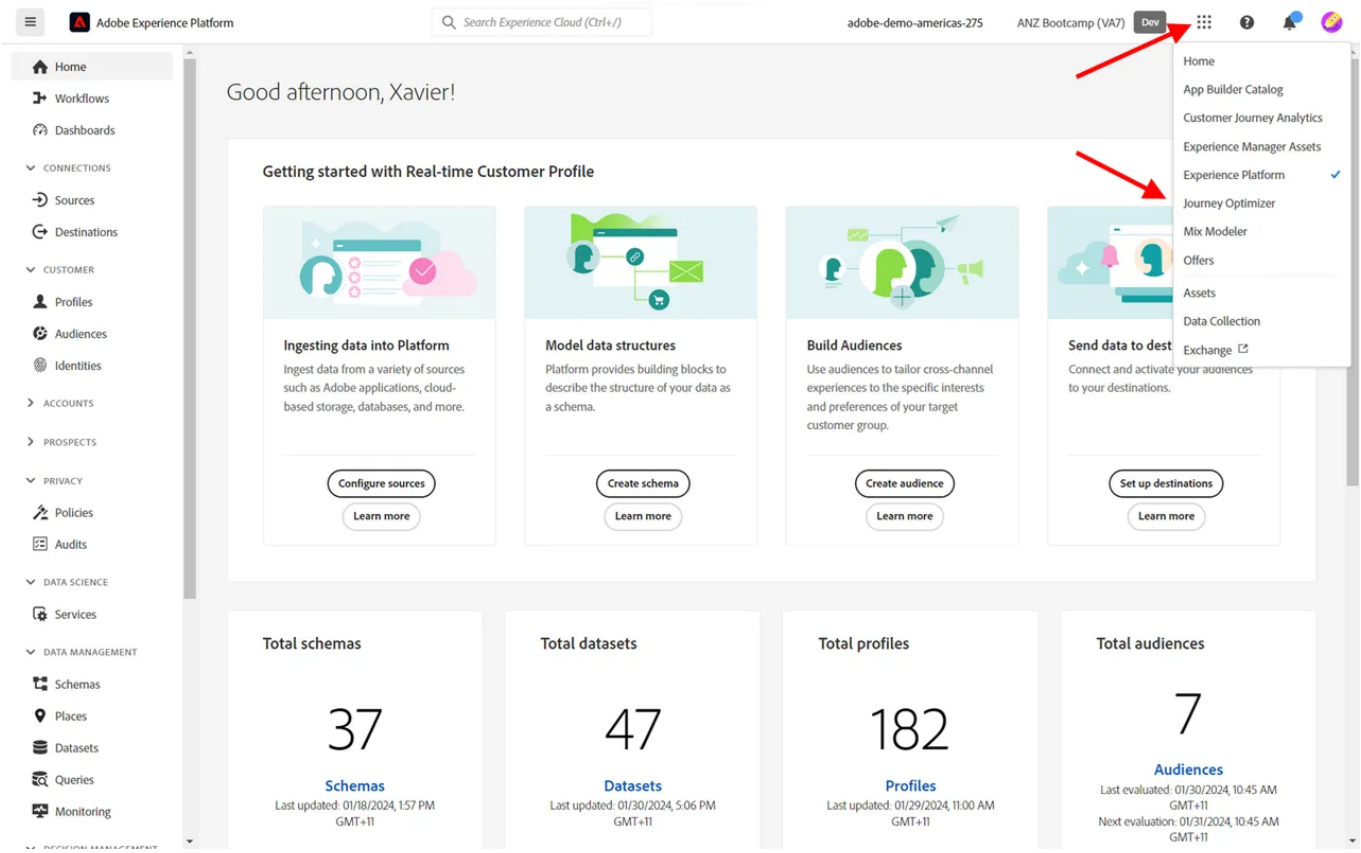
- [ ] Able to search a profile and view the profile details
- [ ] Able to view the identity graph
- [ ] Able to view the profile events and audience membership

Let's now build a journey in **Adobe Journey Optimizer** to support the registration process.

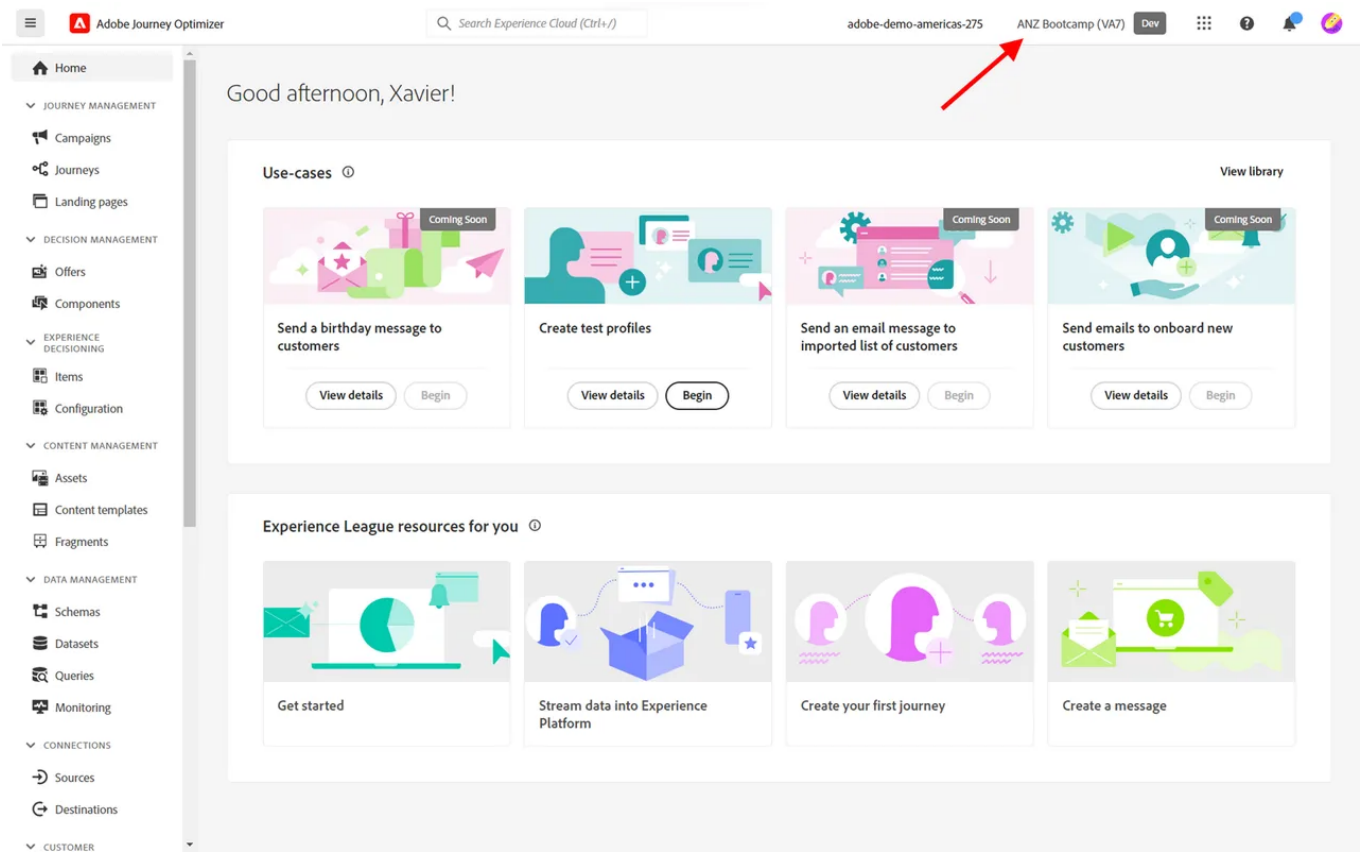
2.3.3. 2.2 Create a login event

We will now take a look at orchestrating real-time experiences.

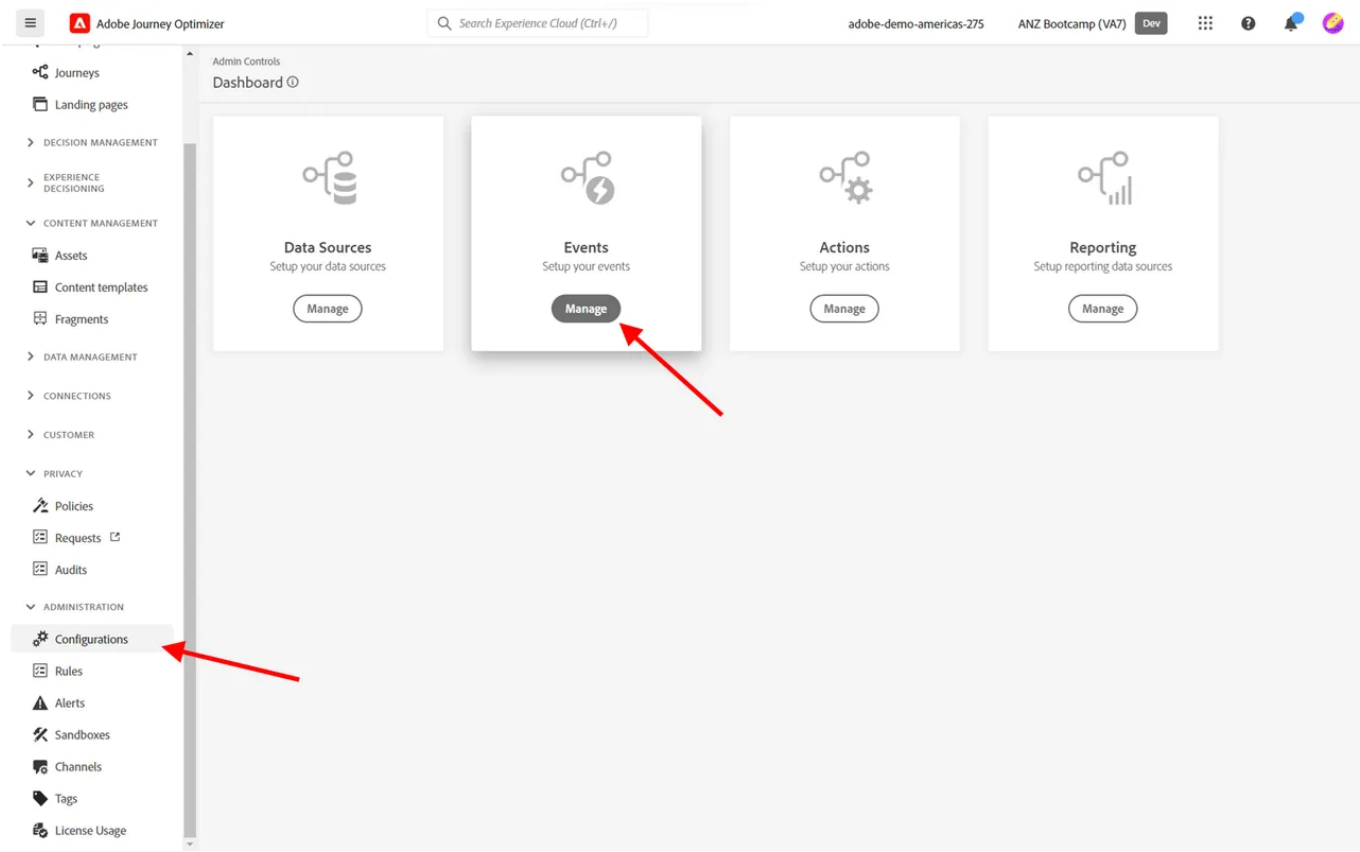
Access Adobe Journey Optimizer through the dropdown under nine dots in top right corner.



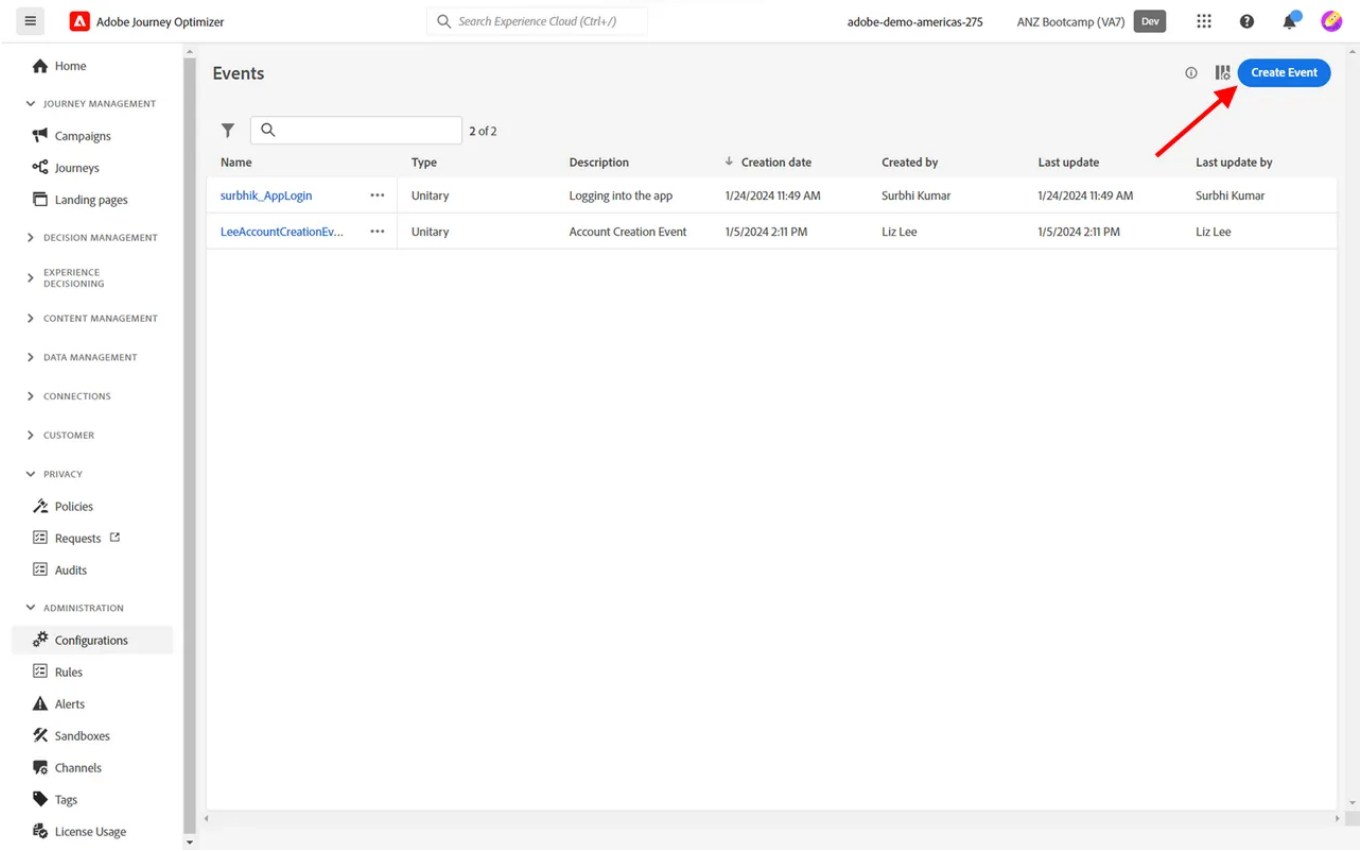
You'll be directed to the **Home** view of Journey Optimizer. You should have automatically landed in the right sandbox called `ANZ Bootcamp (VA7)`.



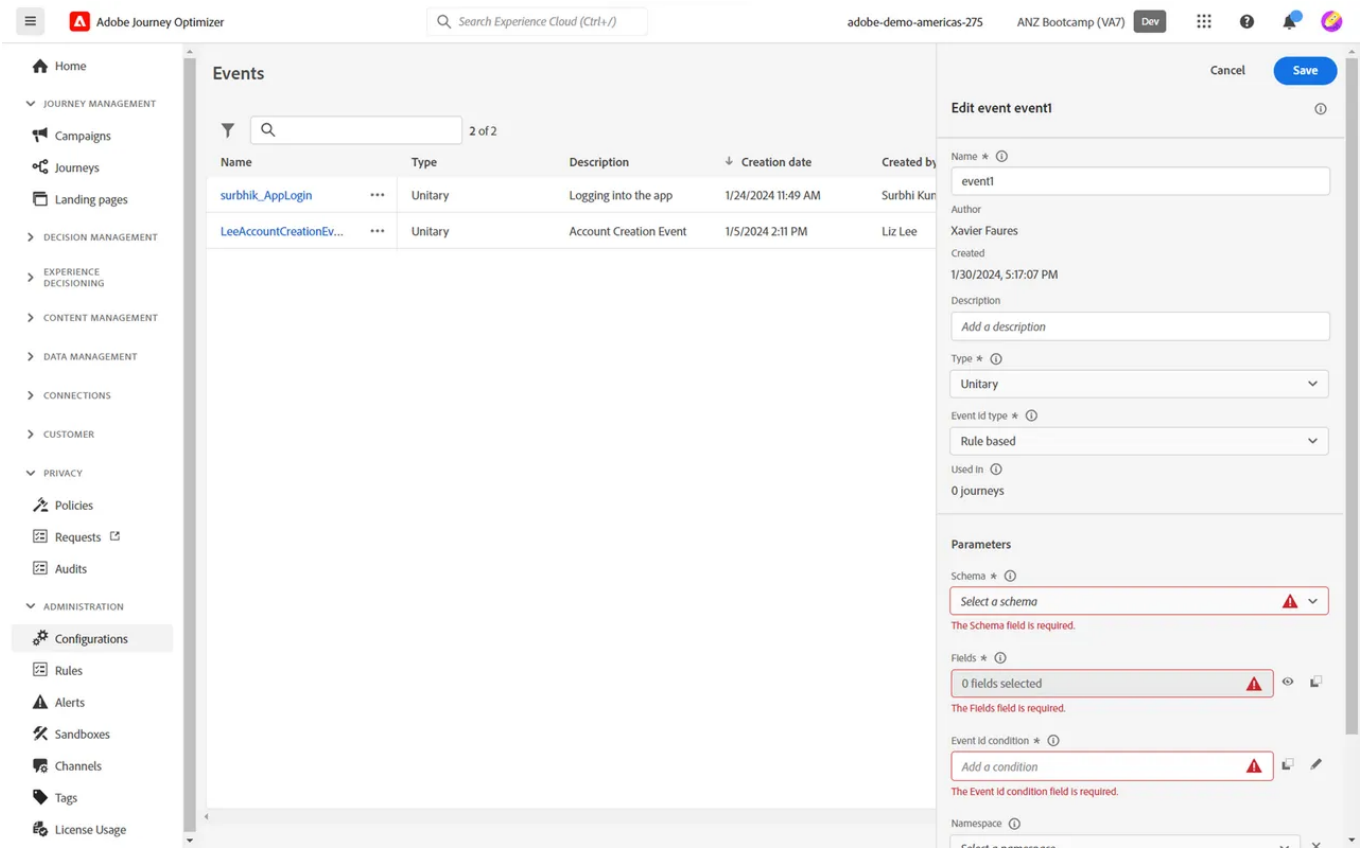
In the left menu, scroll down to Administration section and click **Configurations**. Next, click the **Manage** button for **Events**.



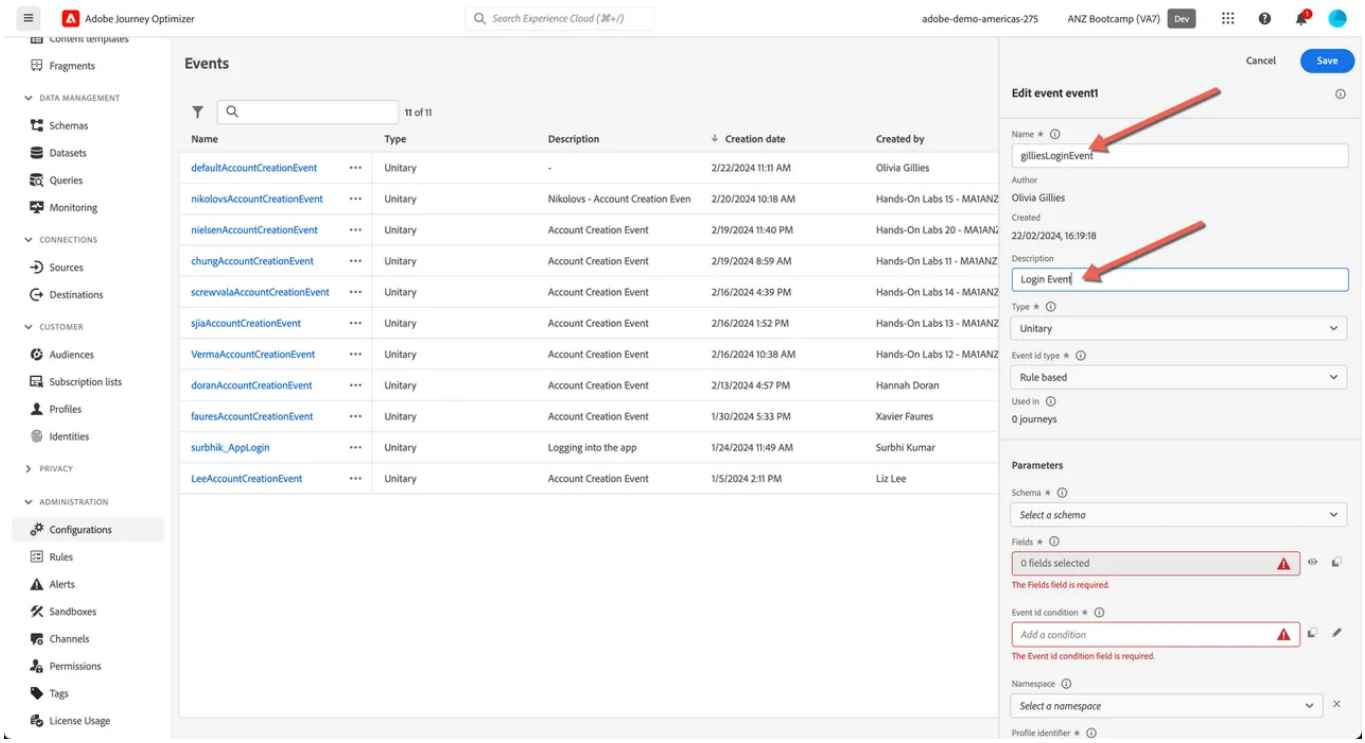
You'll then see an overview of all available events. Click **Create Event** to start creating your own event.



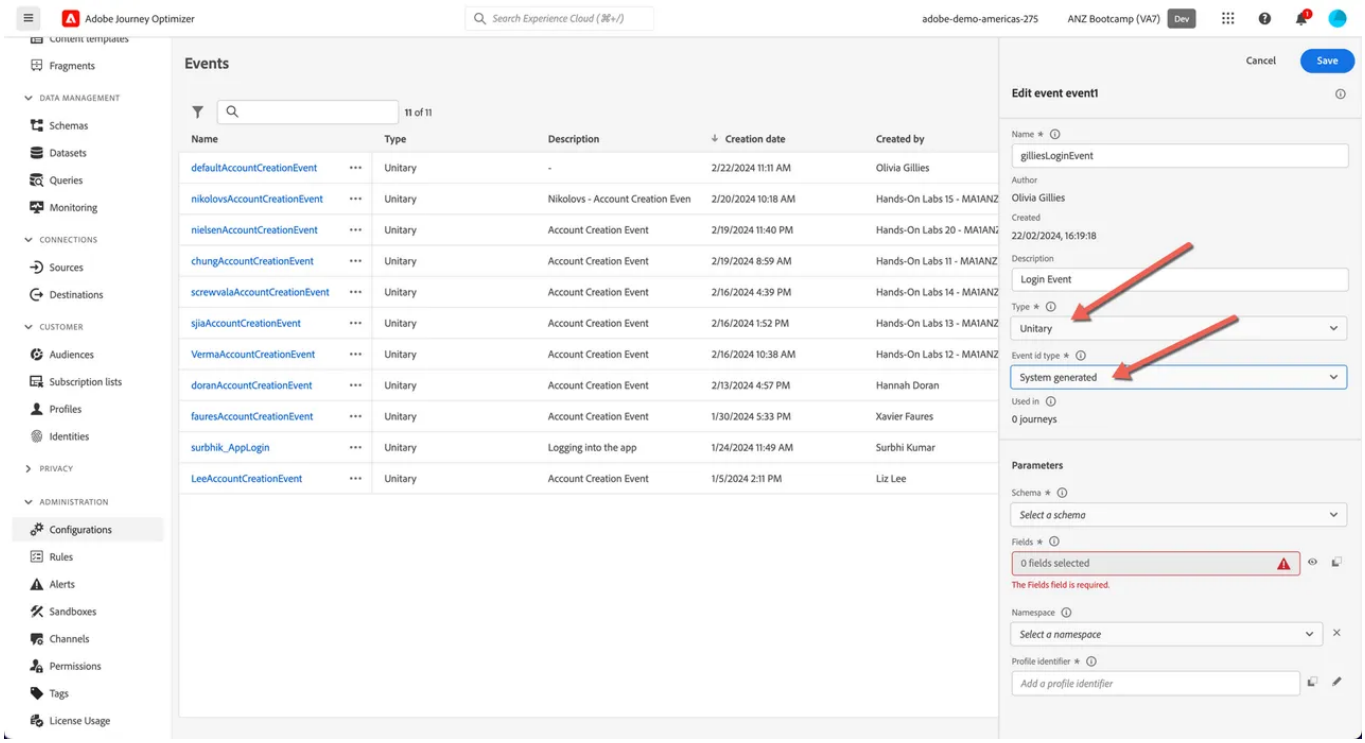
A new, empty event window will then pop up on the right.



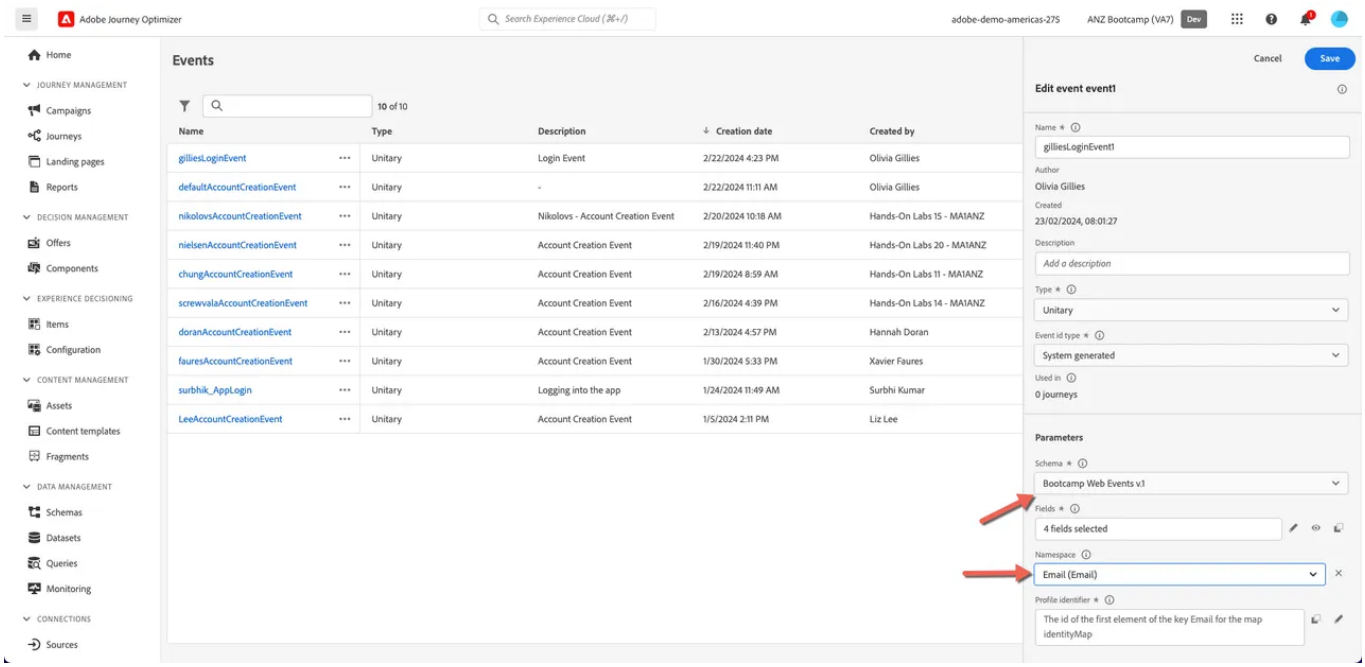
First of all, give your Event a Name like this: `yourLastNameLoginEvent` and add a description like this `Login Event`.



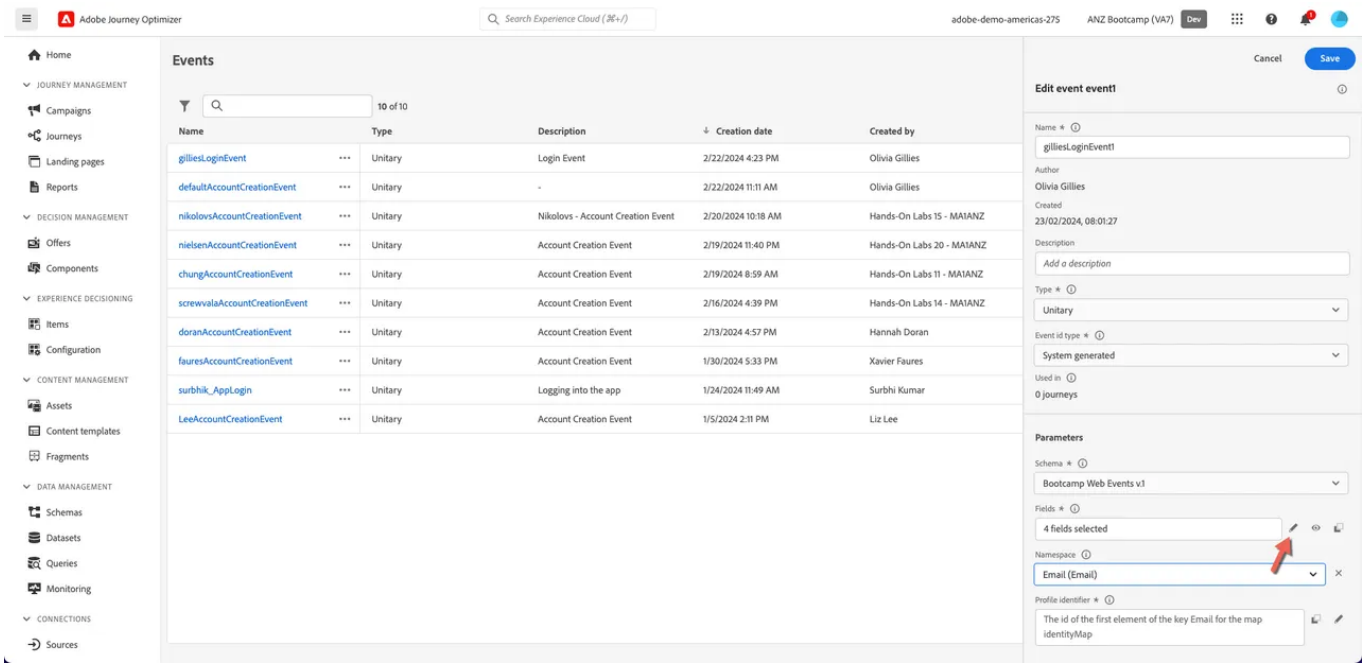
Next, make sure the **Type** is set to **Unitary**, and for the **Event ID Type** selection, select **System Generated**.



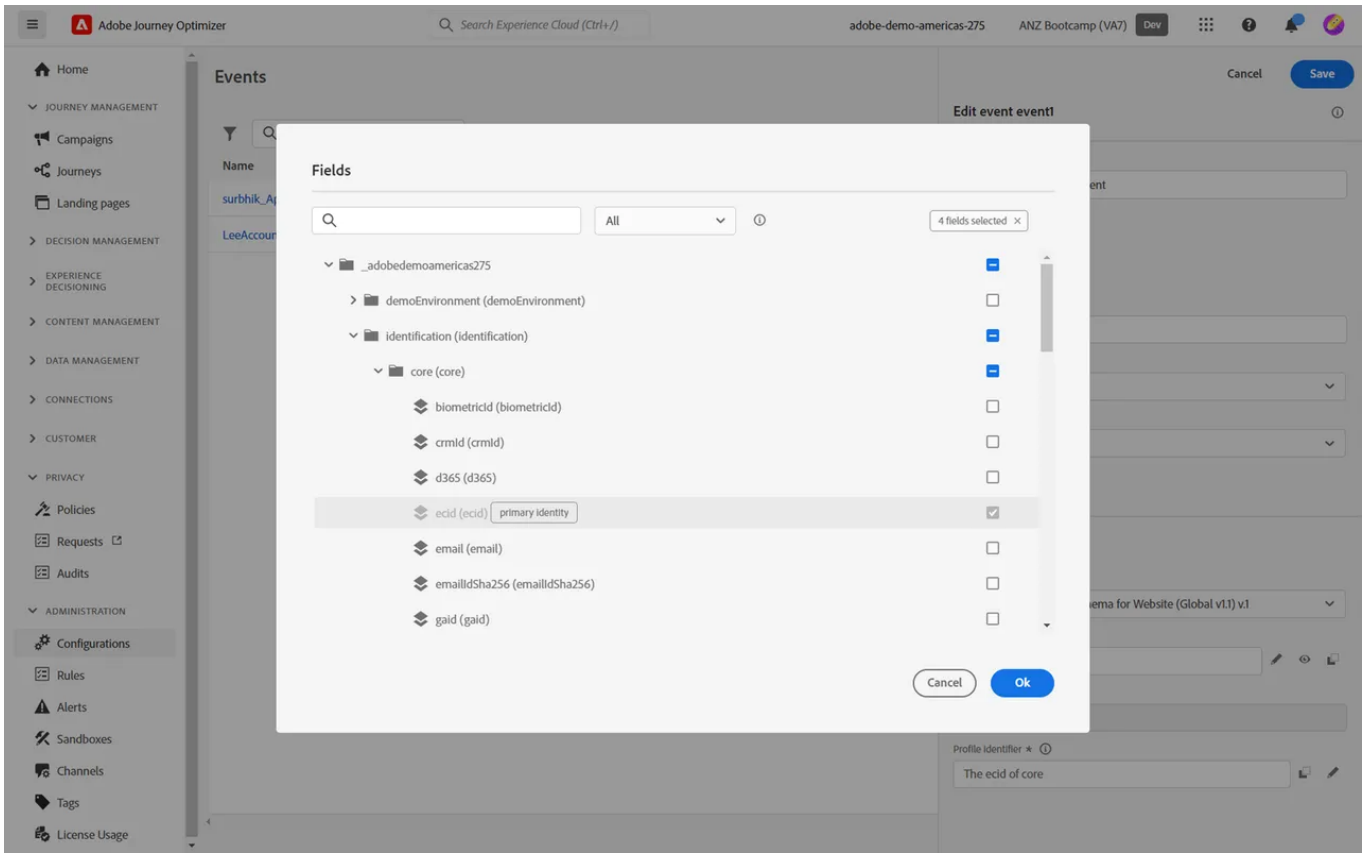
Next is the **Schema** selection. A schema was prepared for this exercise. Please use the schema `Bootcamp Web Events v.1`. Once the schema is selected you need to set the **Namespace**. Choose `Email (Email)`.



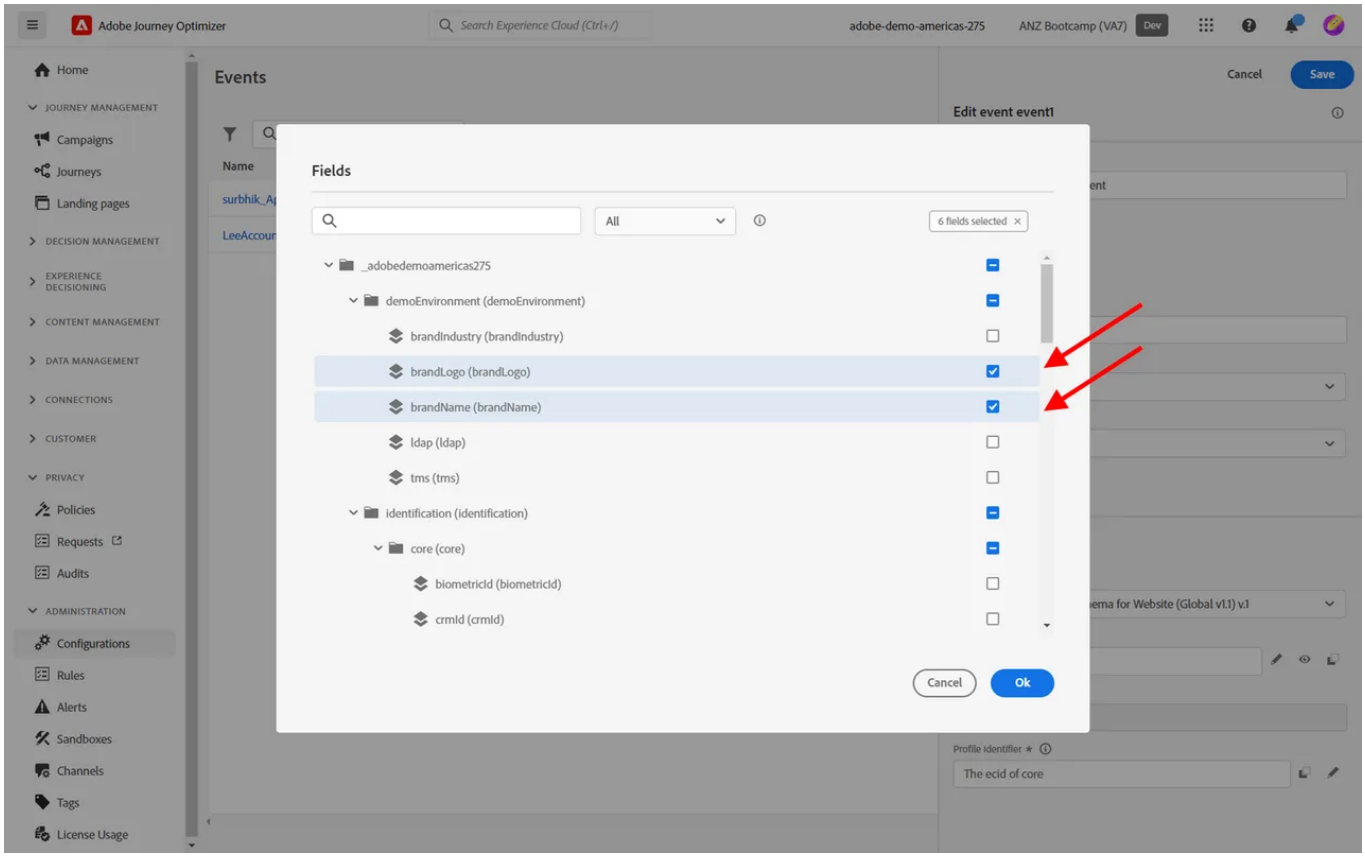
After selecting the Schema, you'll see a number of fields being selected in the **Fields** section. Click on the **Edit** icon pencil next to the field.



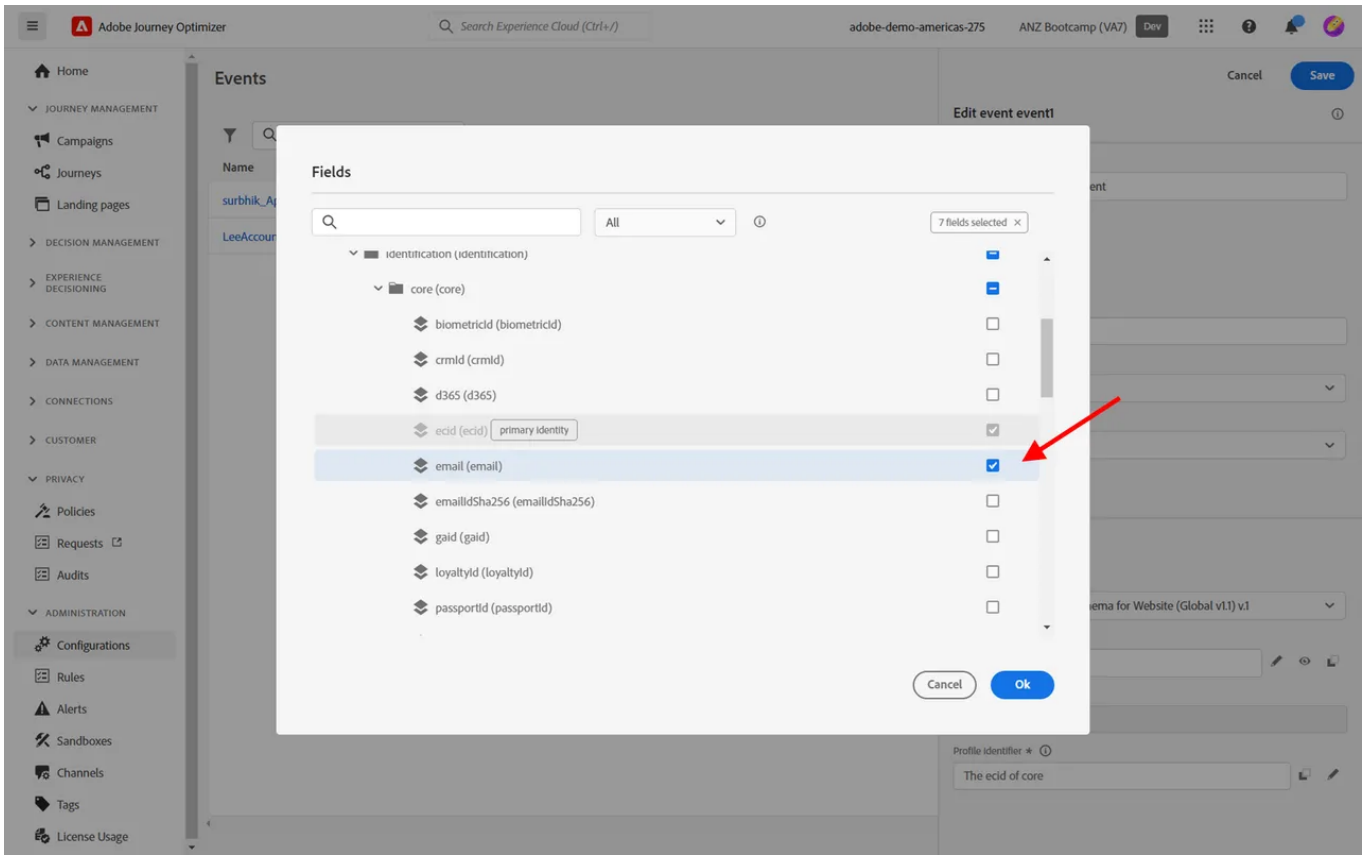
You'll see a **Fields** window popup, in which you need to select some of the fields that we need to personalise the email. We will choose other profile attributes later, using the data already in Adobe Experience Platform.



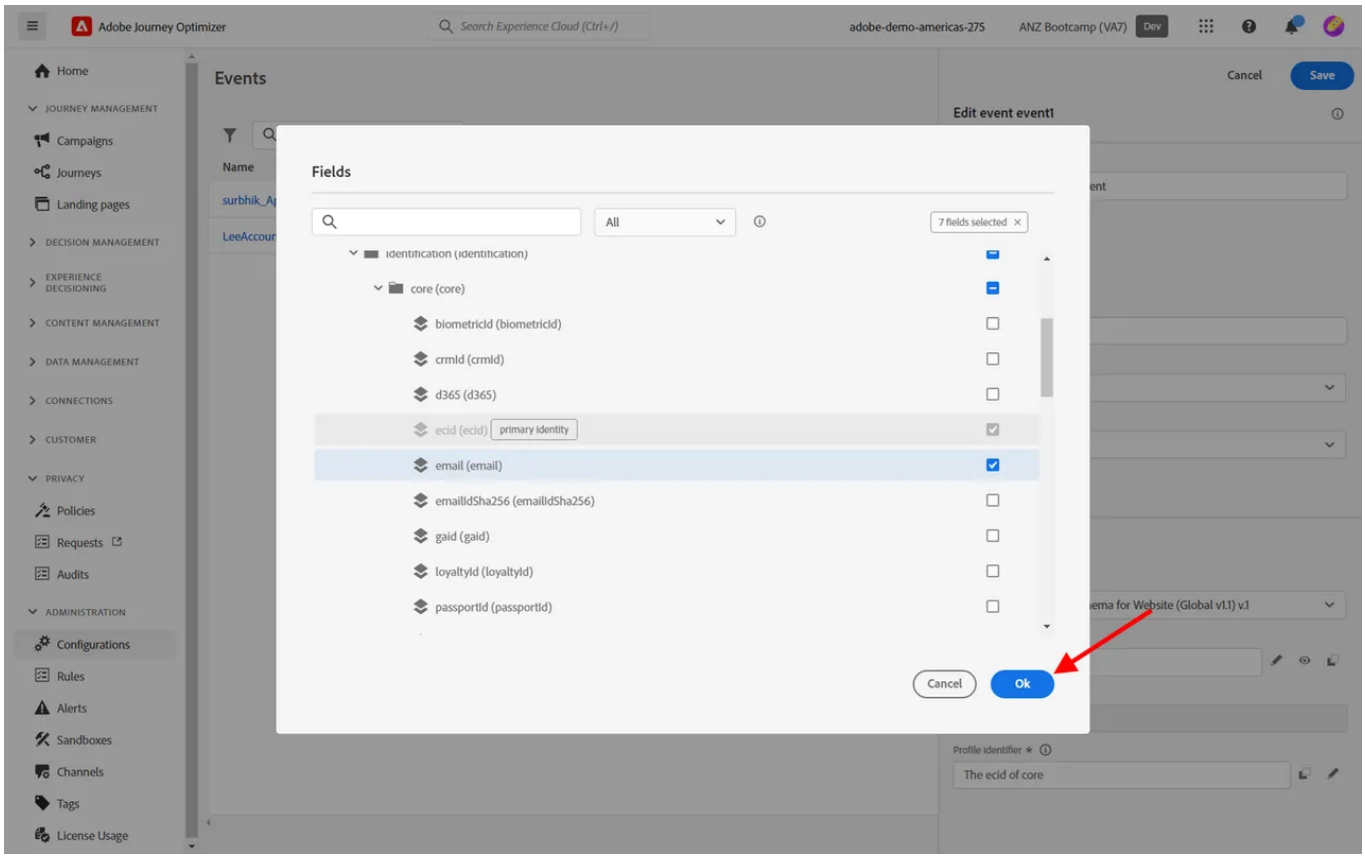
In the object `_adobedemoamericas275.demoEnvironment`, please make sure to select the fields **brandLogo** and **brandName**.



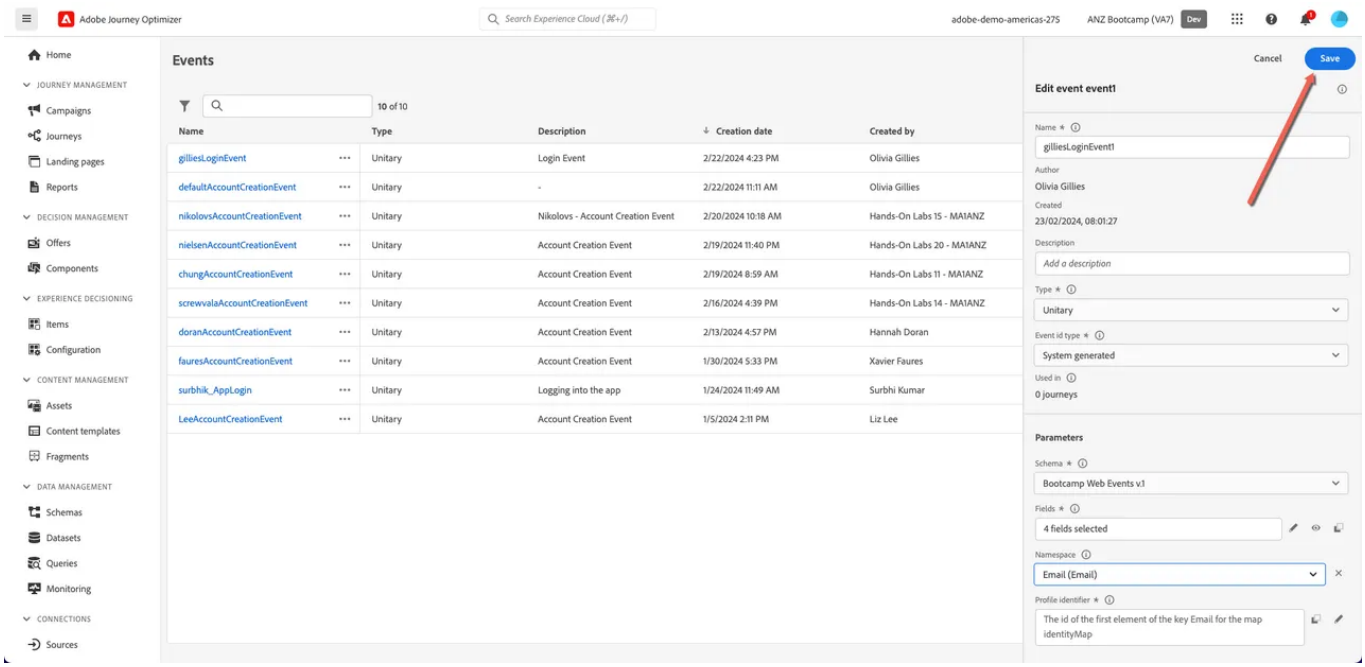
In the object `_adobedemoamericas275.identification.core`, please make sure to select the field **email**.



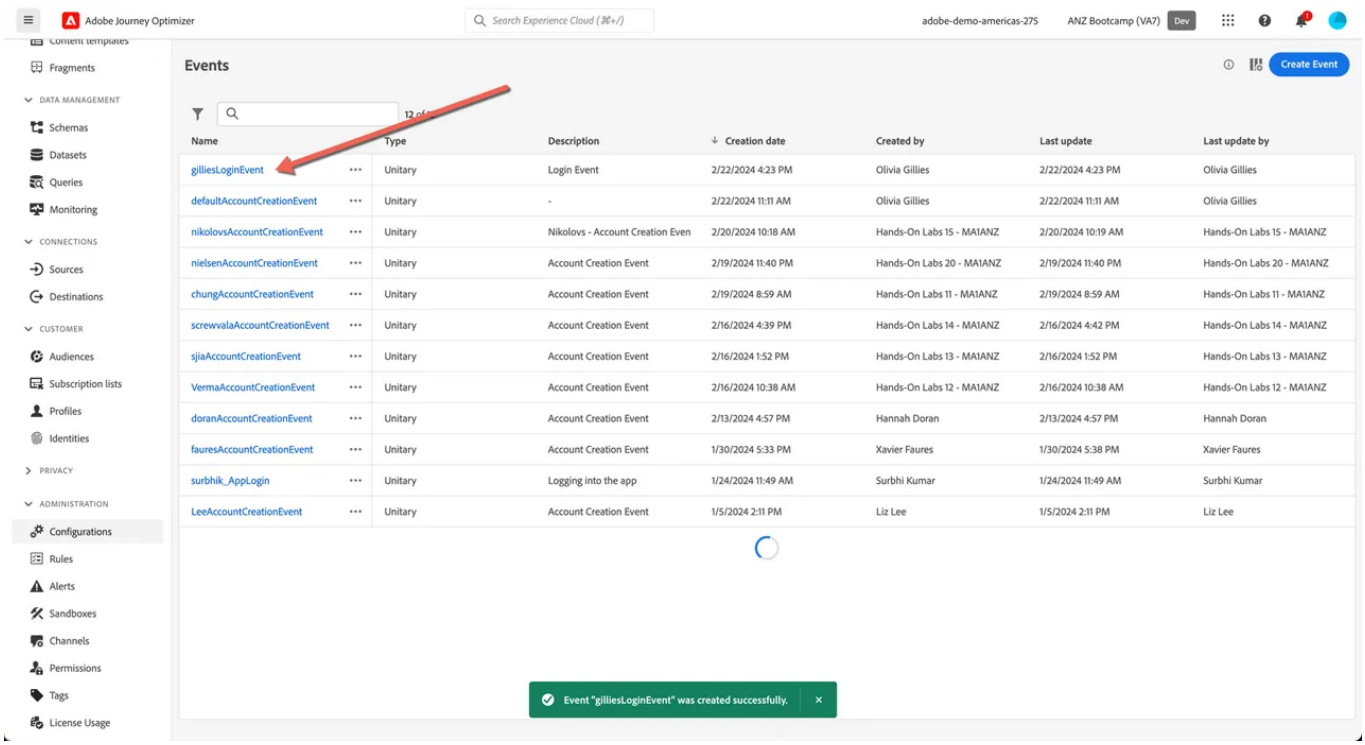
Click **Ok** to save your changes.



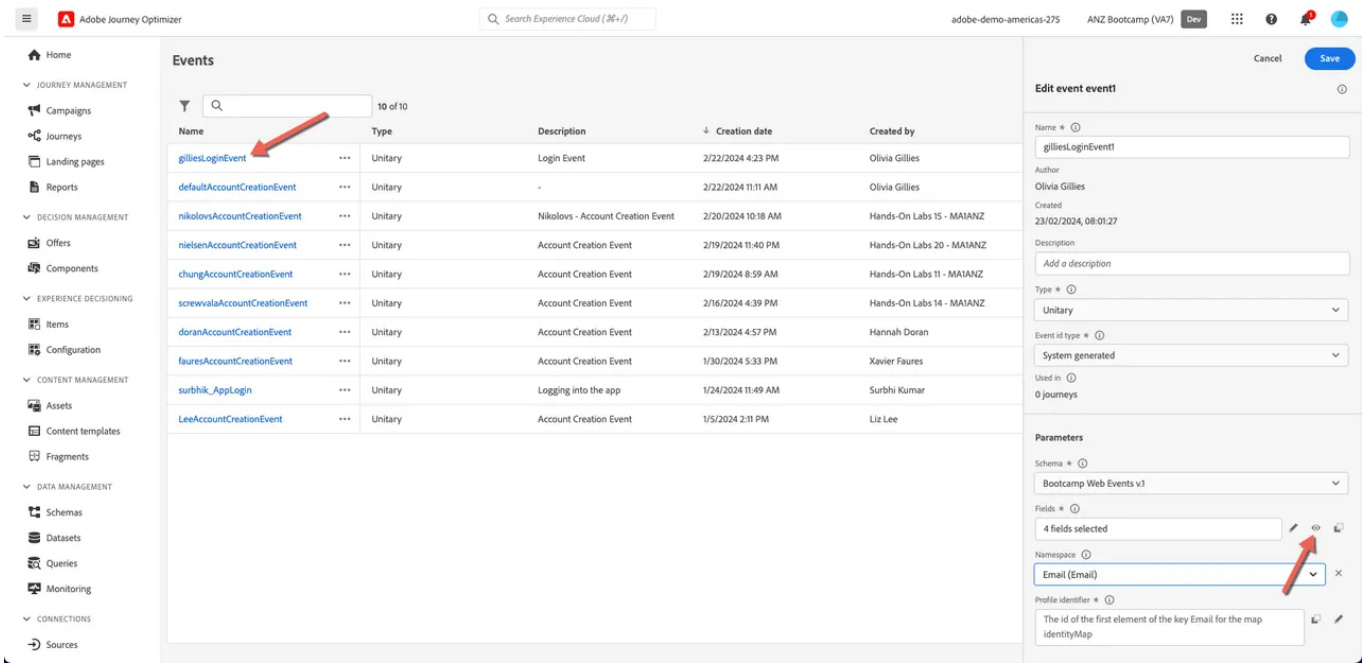
You should then see this. Click **Save** once more to save your changes.



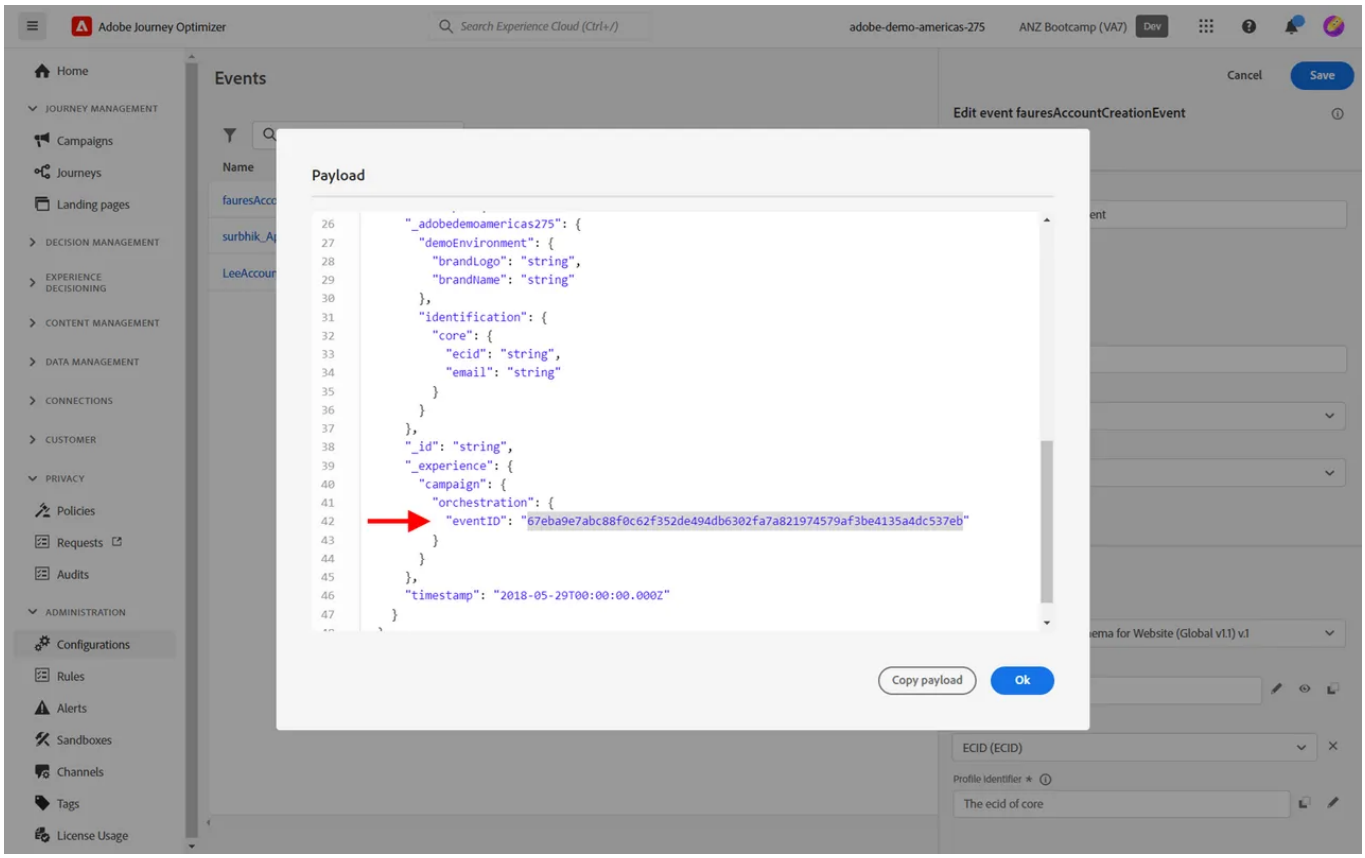
Your event is now configured and saved.



Click your event again to open up the **Edit Event** screen again. Next to **Fields** click on the **View Payload** icon eye.



You'll now see an example of the expected payload. Your event has a unique orchestration eventID, which you can find by scrolling down in that payload until you see `_experience.campaign.orchestration.eventID`.



The event ID is what needs to be sent to Adobe Experience Platform in order to trigger the journey that you'll build in the next exercise. Save a copy of this eventID to use in the bonus exercise to trigger specifically your own registration journey. `"eventID":`

`"cf3482b2b40ccec5f2b6579b73214522dbc00bf911263075cd6a6884abc4df9b" (example value)`

Click **Ok**, followed by clicking **Cancel**.

Exercise complete checklist

- [ ] Able to create a registration event called `yourLastNameLoginEvent`
- [ ] Saved a copy of the eventId to be reused in the next exercise.

Congratulations! You have created your first Event in **Adobe Journey Optimizer**.

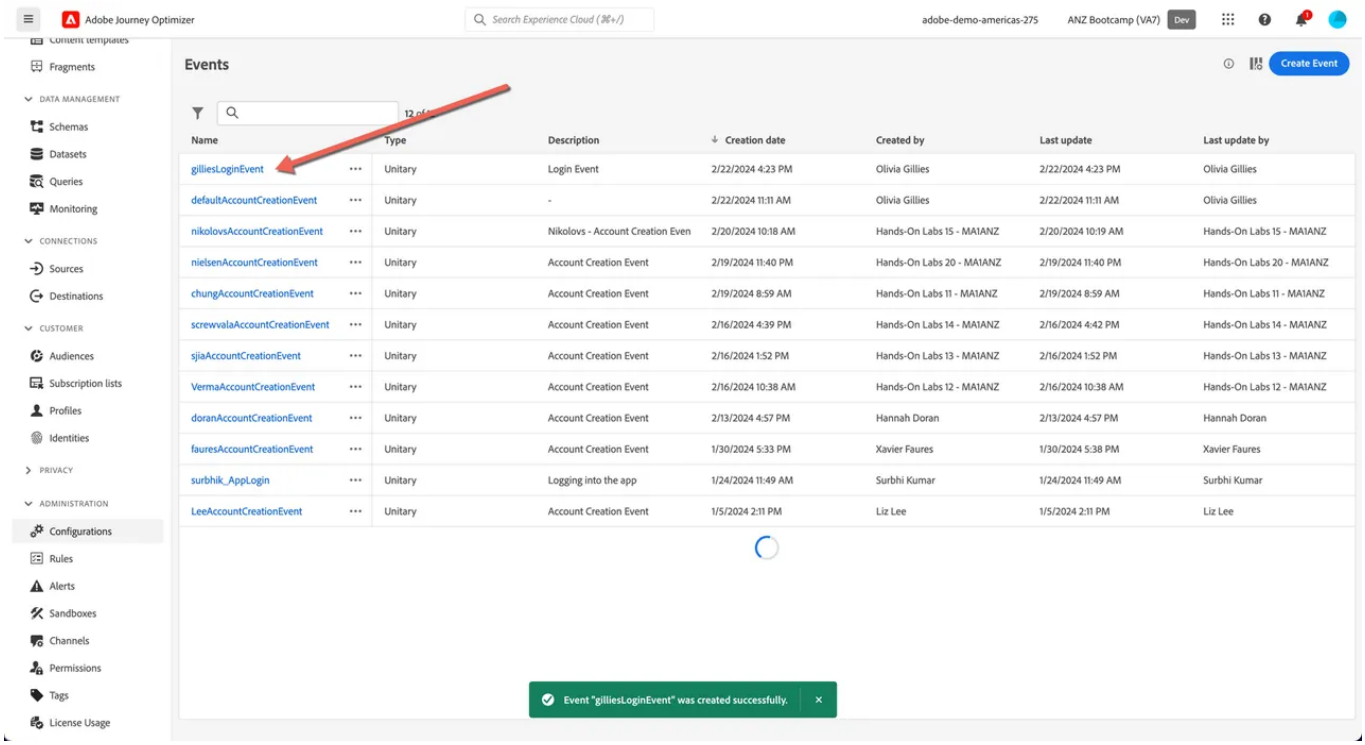
You have now finished this exercise.

2.3.4. 2.3 Create a login journey

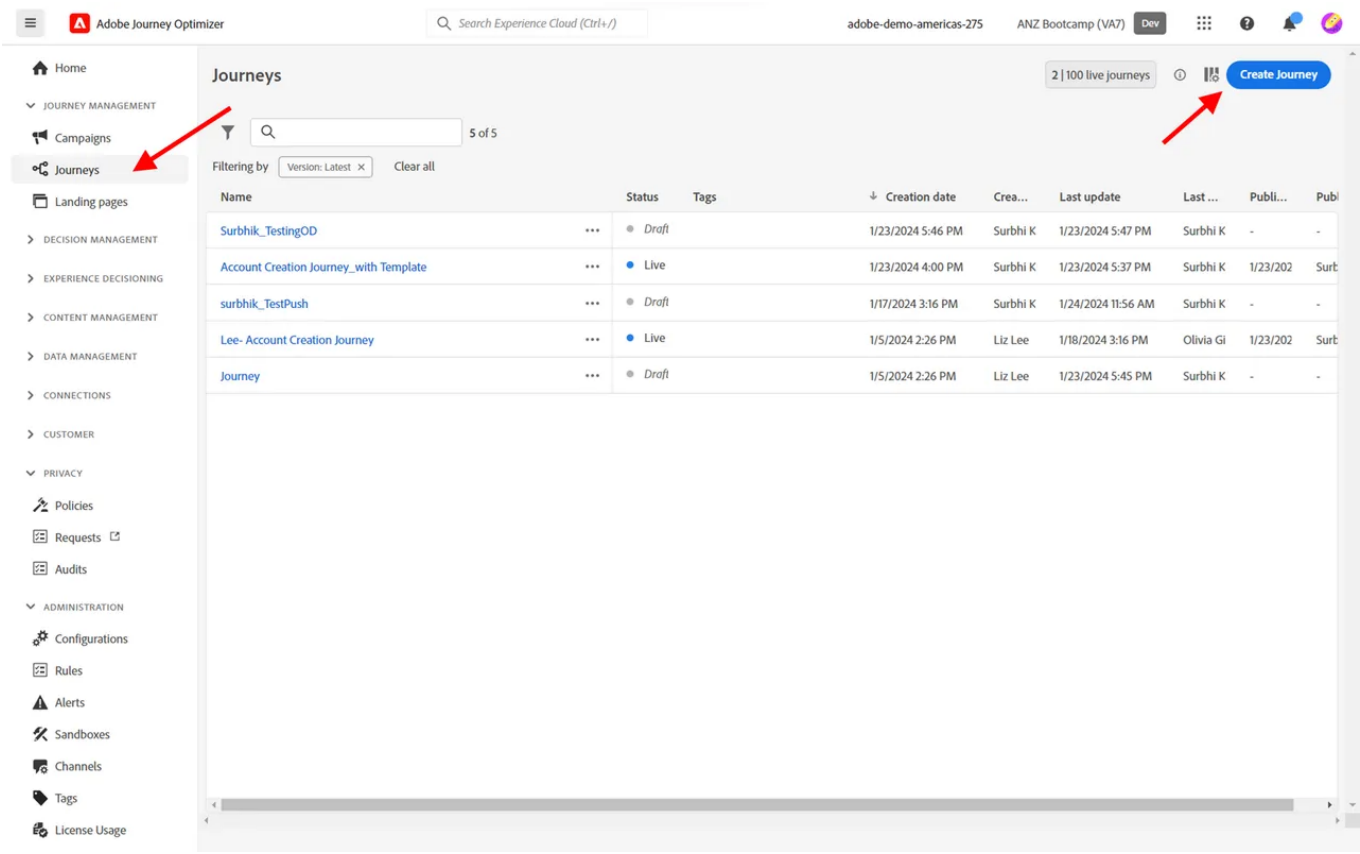
In this exercise, you'll configure the journey in **Adobe Journey Optimizer** that needs to be triggered when someone logs in on the demo website.

2.3.1 Create your journey

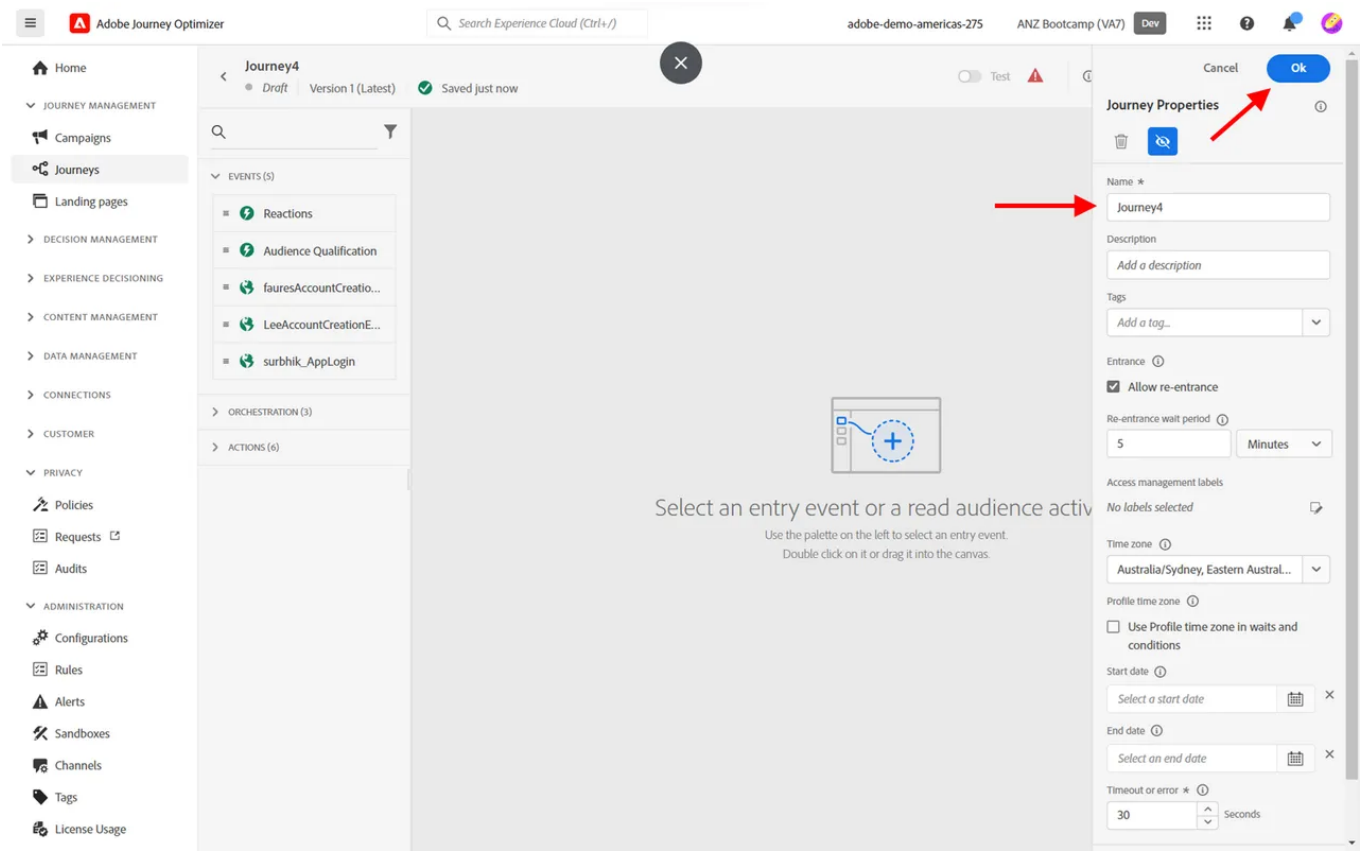
In the previous exercise, you created a new **Event**. You named it like this `yourLastNameLoginEvent` and replaced `yourLastName` with your last name. You should be able to see the Event you created under Configurations in Manage Events section:



To start creating your journey, click **Journeys** in the left menu. Next, click **Create Journey** to create a new journey.

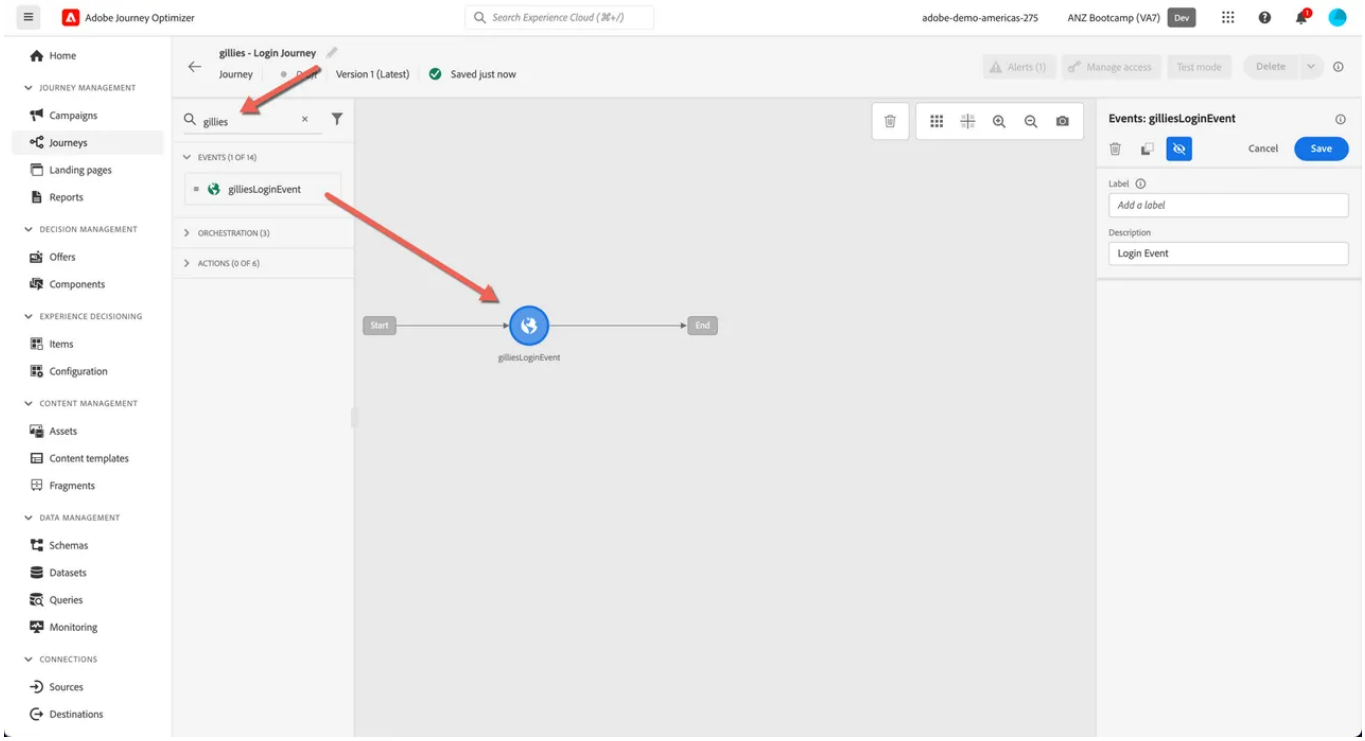


You'll then see an empty journey screen. You can name your journey in the right hand panel using the naming configuration `yourLastName - Login Journey`. Click **OK** at top right to save your changes.



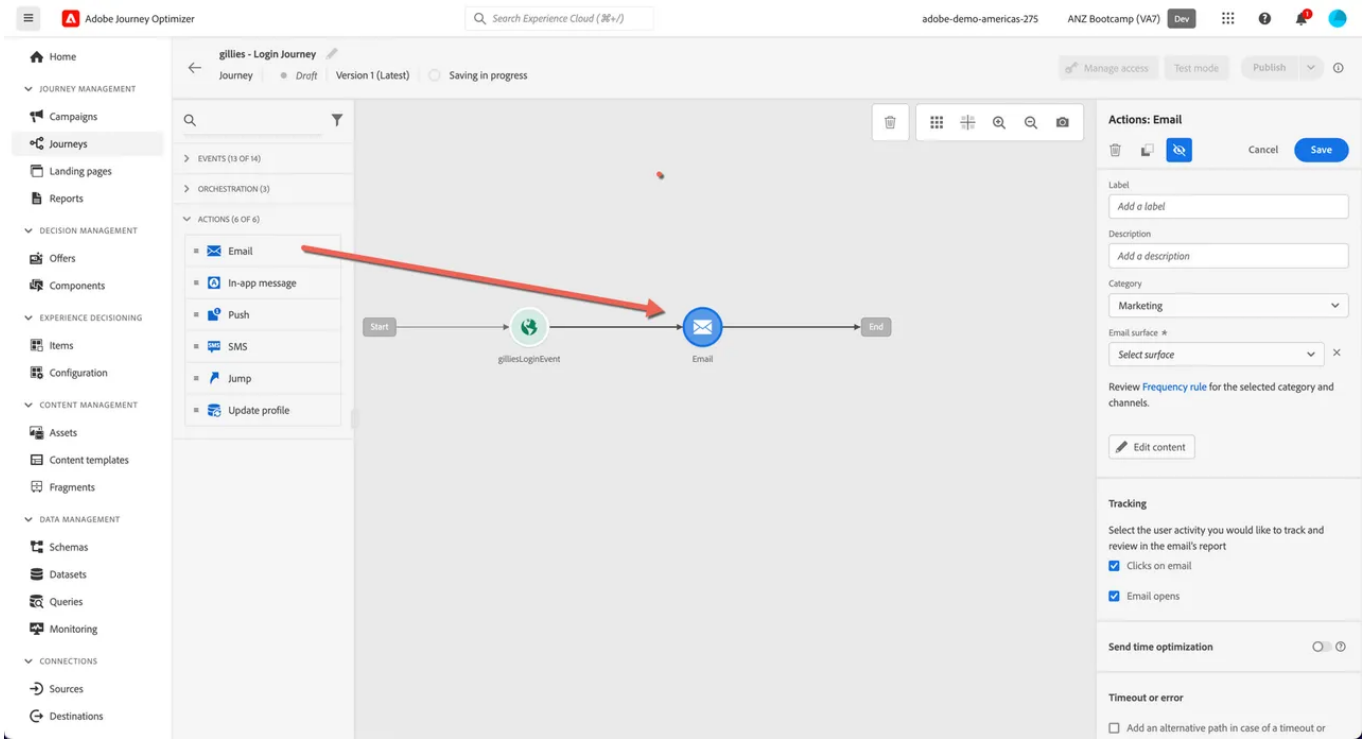
You will now need to use your event as the start of this Journey. You can do this by going to the left side of your screen and searching for your event in the list of events. The naming convention of the event was `yourLastNameLoginEvent`.

Select your event, drag and drop it on the Journey canvas. Your Journey now looks like this:

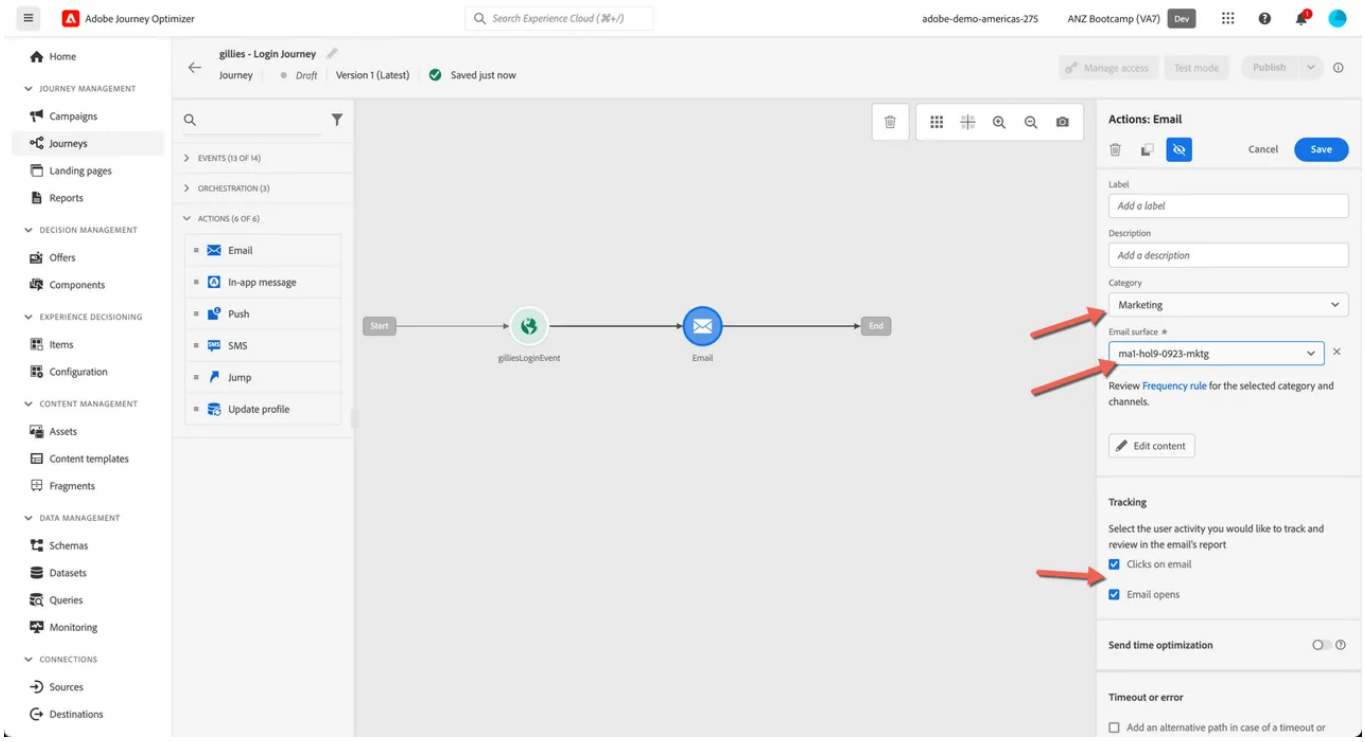


Click **Ok** to save your changes.

Now let's add an **Email** action. Go to the left side of your screen, clear the search and open the **Actions** palette, select the **Email** action, then drag and drop it on the second node in your journey. You now see this.



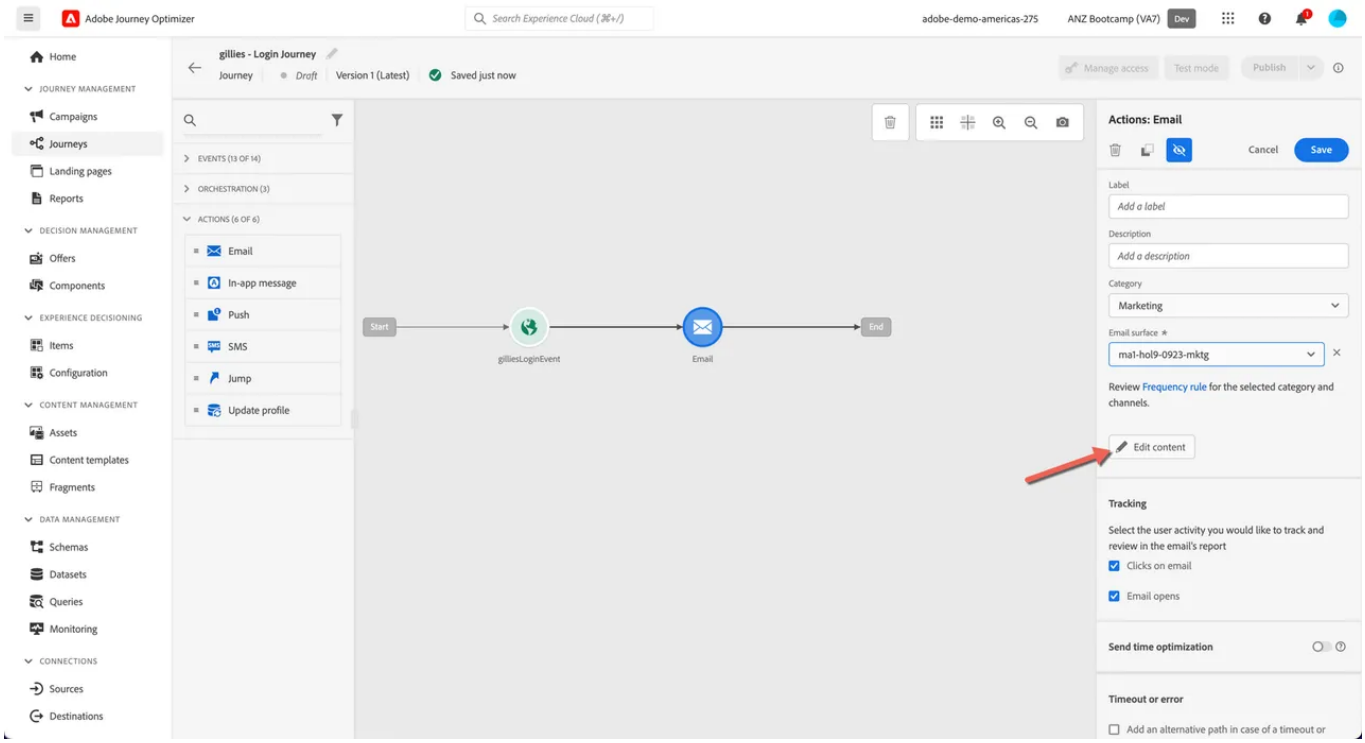
Set the **Category** to **Marketing** and select an email surface that enables you to send email. In this case, the email surface to select is **ma1-hol9-0923-mktg**. Ensure that the checkboxes for **Clicks on email** and **Email opens** are both enabled.



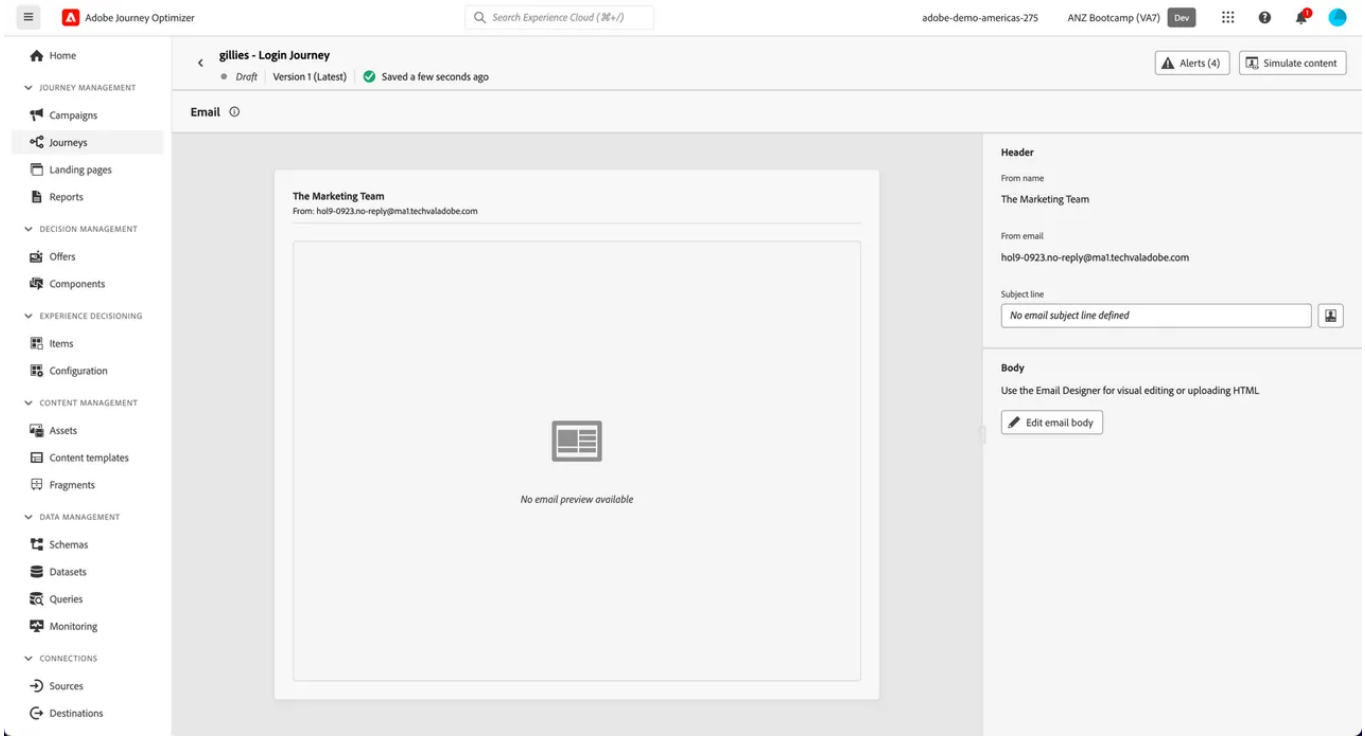
The next step is to create your message.

2.3.2 Create your email

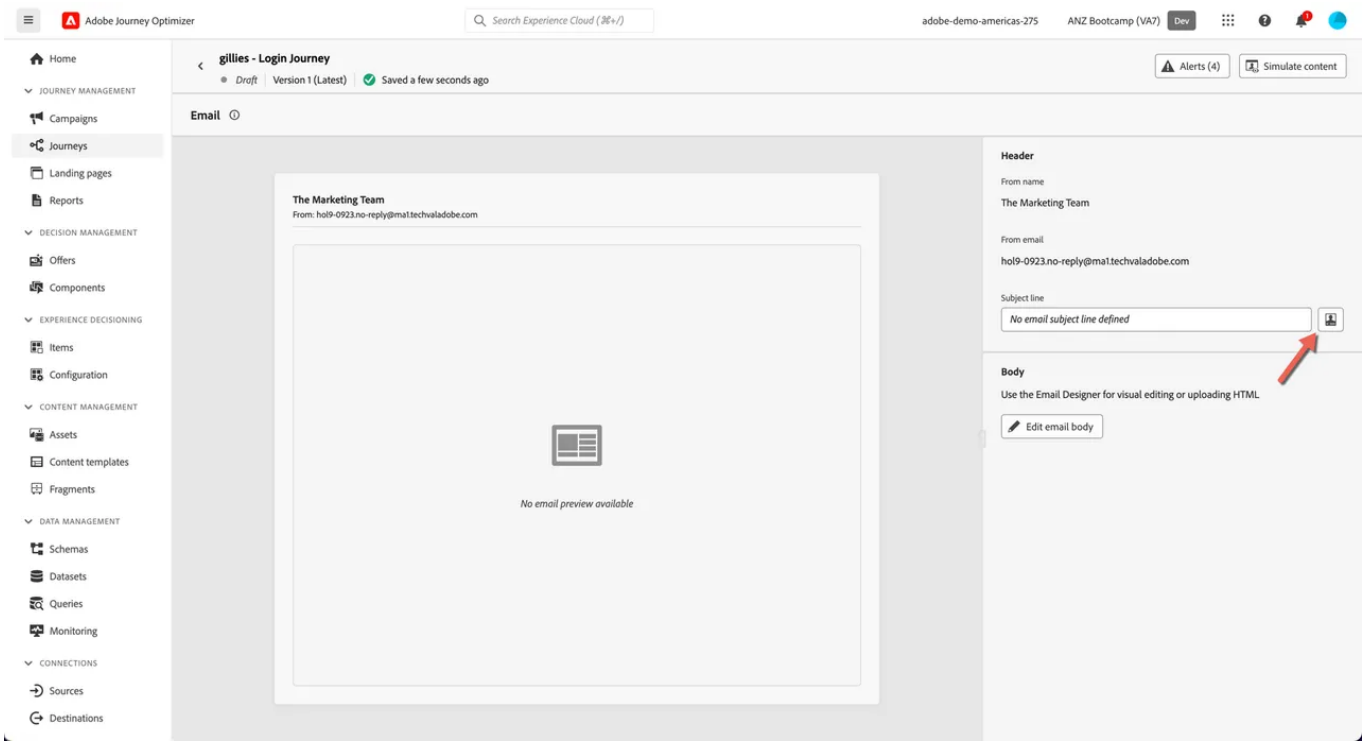
To create your email message, click **Edit content**.



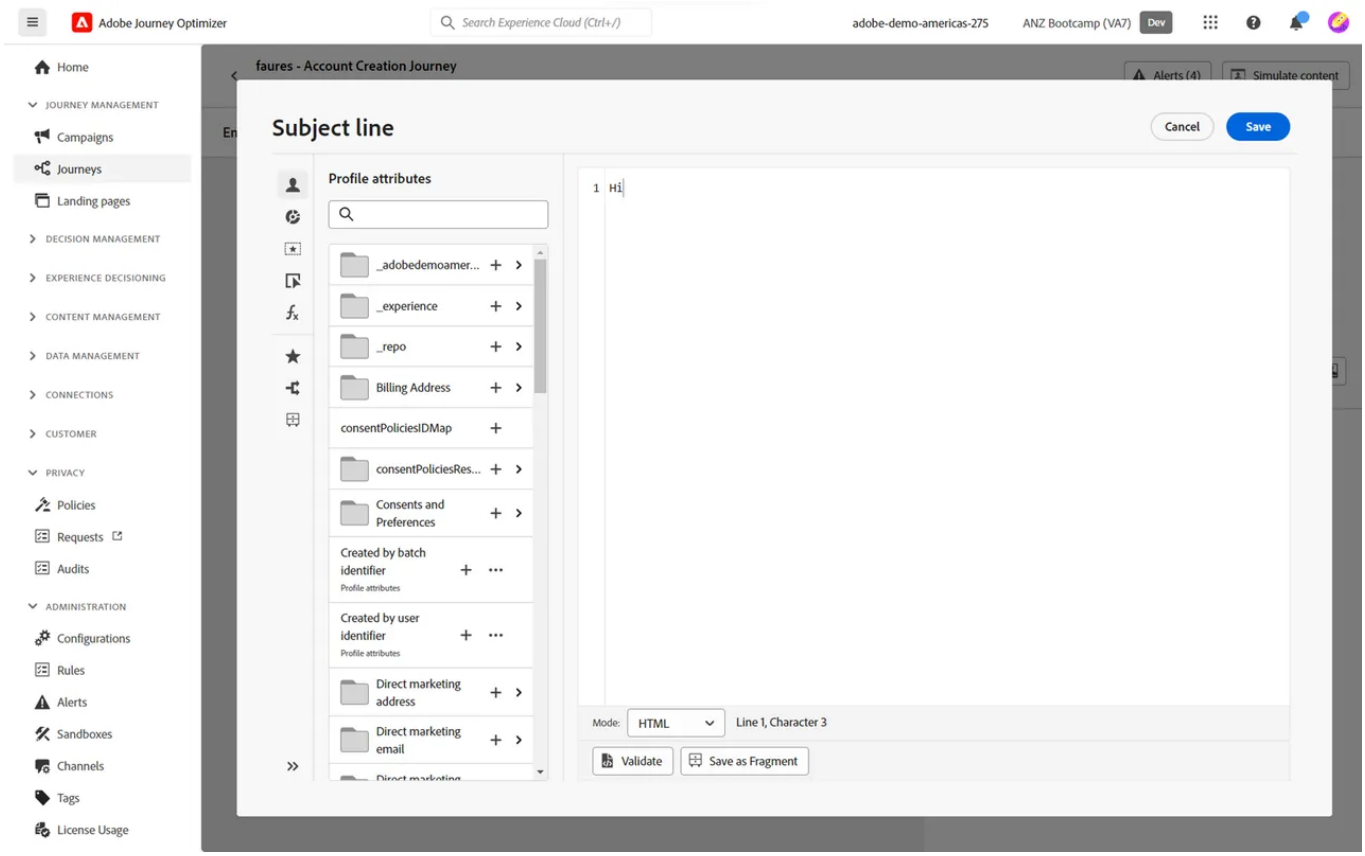
You now see this.



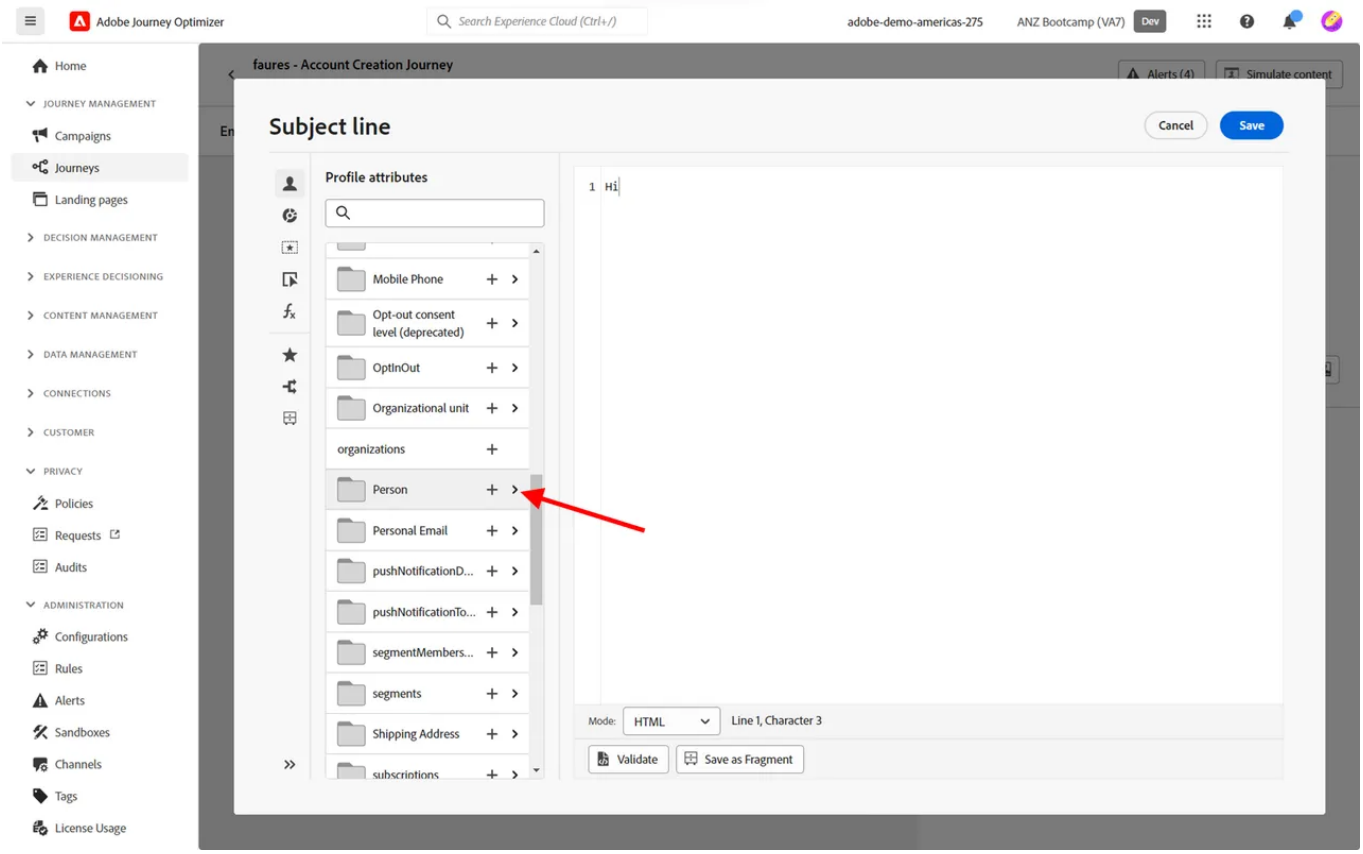
While you can simply click the **Subject line** text field to define a static subject line, click the **Add Personalization** icon person to personalise the subject line.



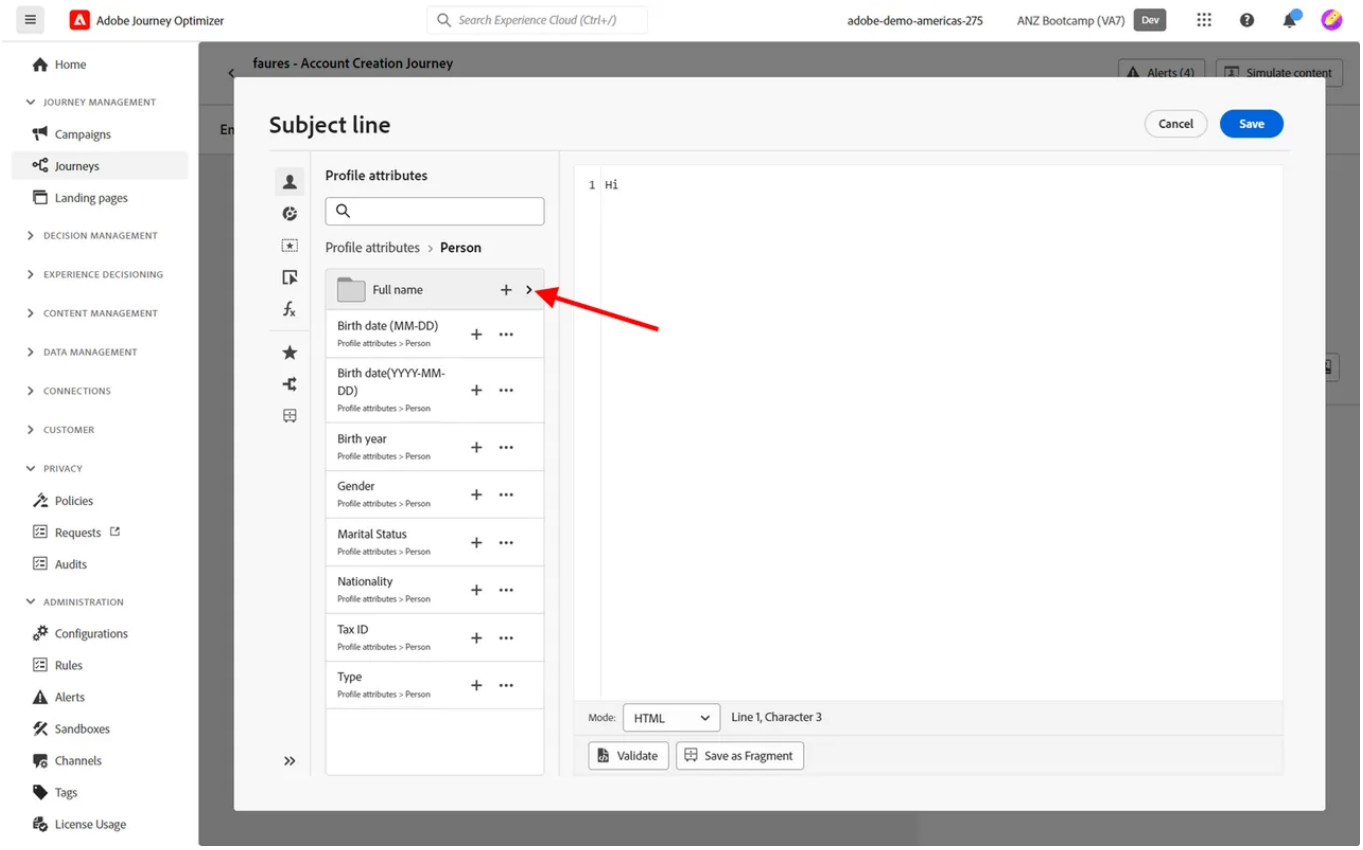
In the text area start writing **Hi**



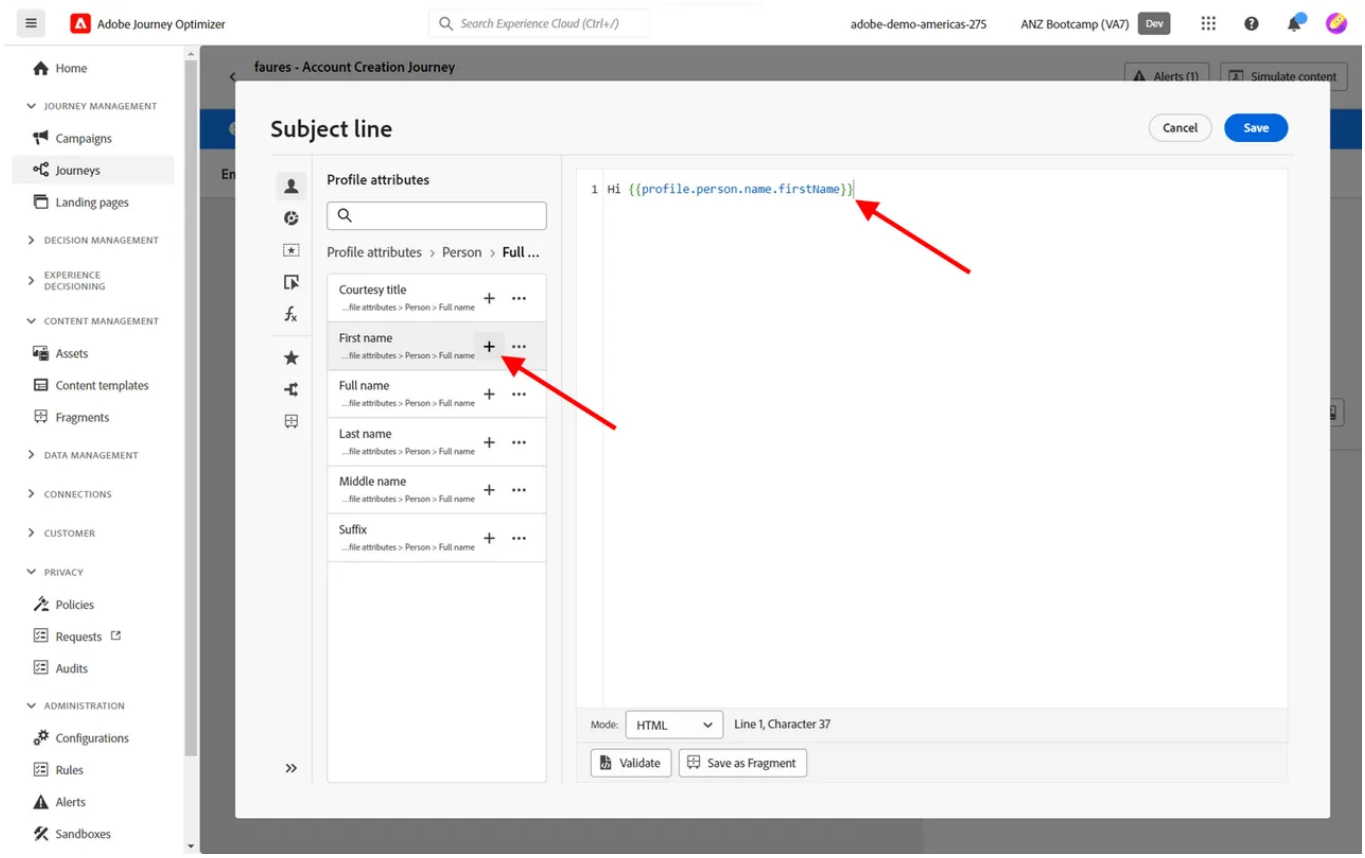
The subject line is not done yet. Next you need to bring in the personalisation token for the field **First name** which is stored under `profile.person.name.firstName`. In the **Profile attributes**, scroll down to find the **Person** element and click on the arrow to go a level deeper.



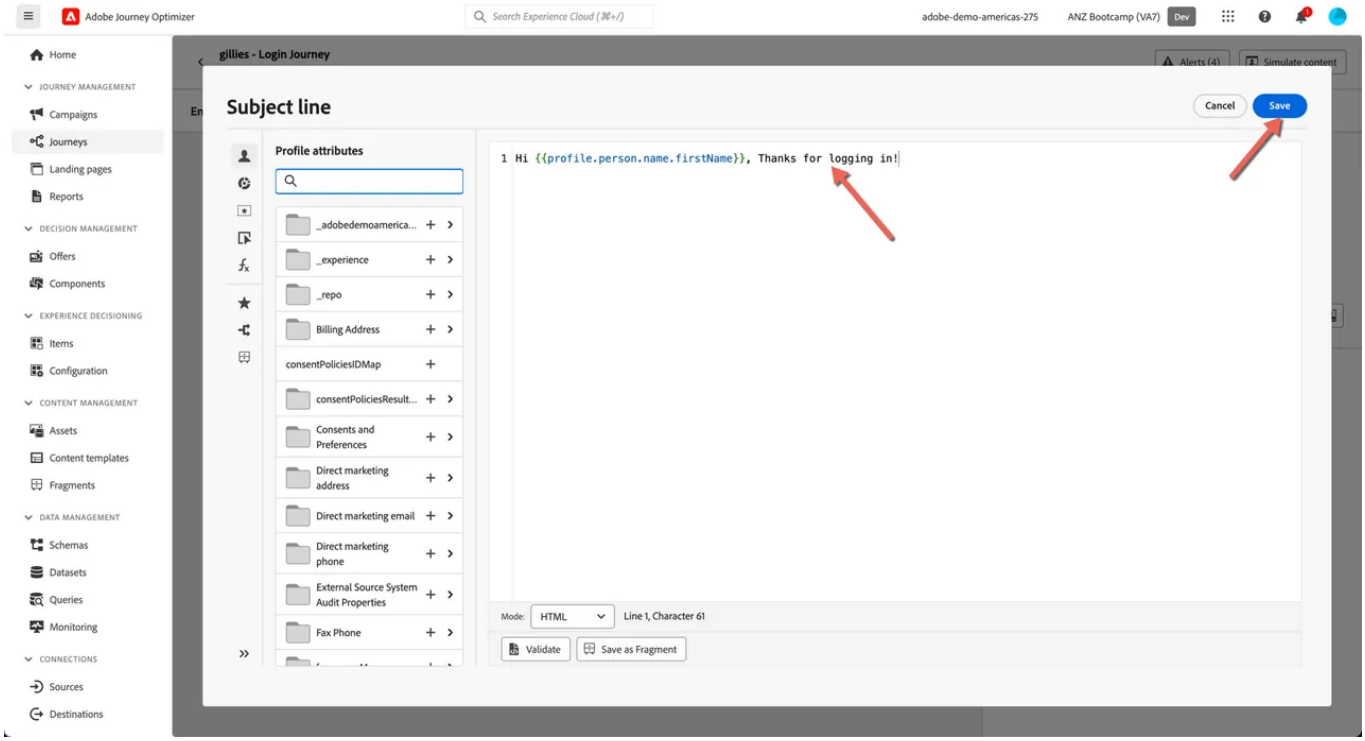
Find the **Full name** element and click on the arrow to go a level deeper.



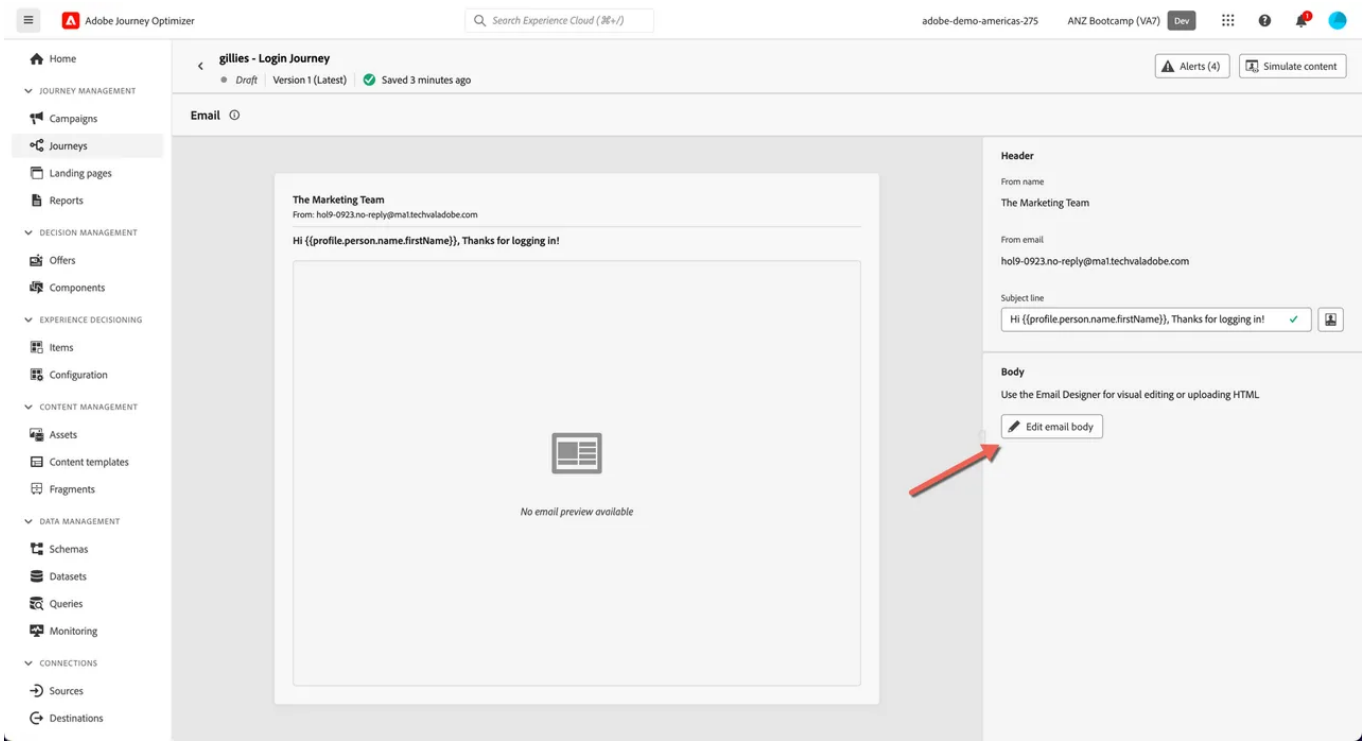
Finally, find the **First name** field and click on the **+** sign next to it. You'll then see the personalisation token appear in the text field.



Next, add the text , **Thank you for logging in!** Click **Save**.



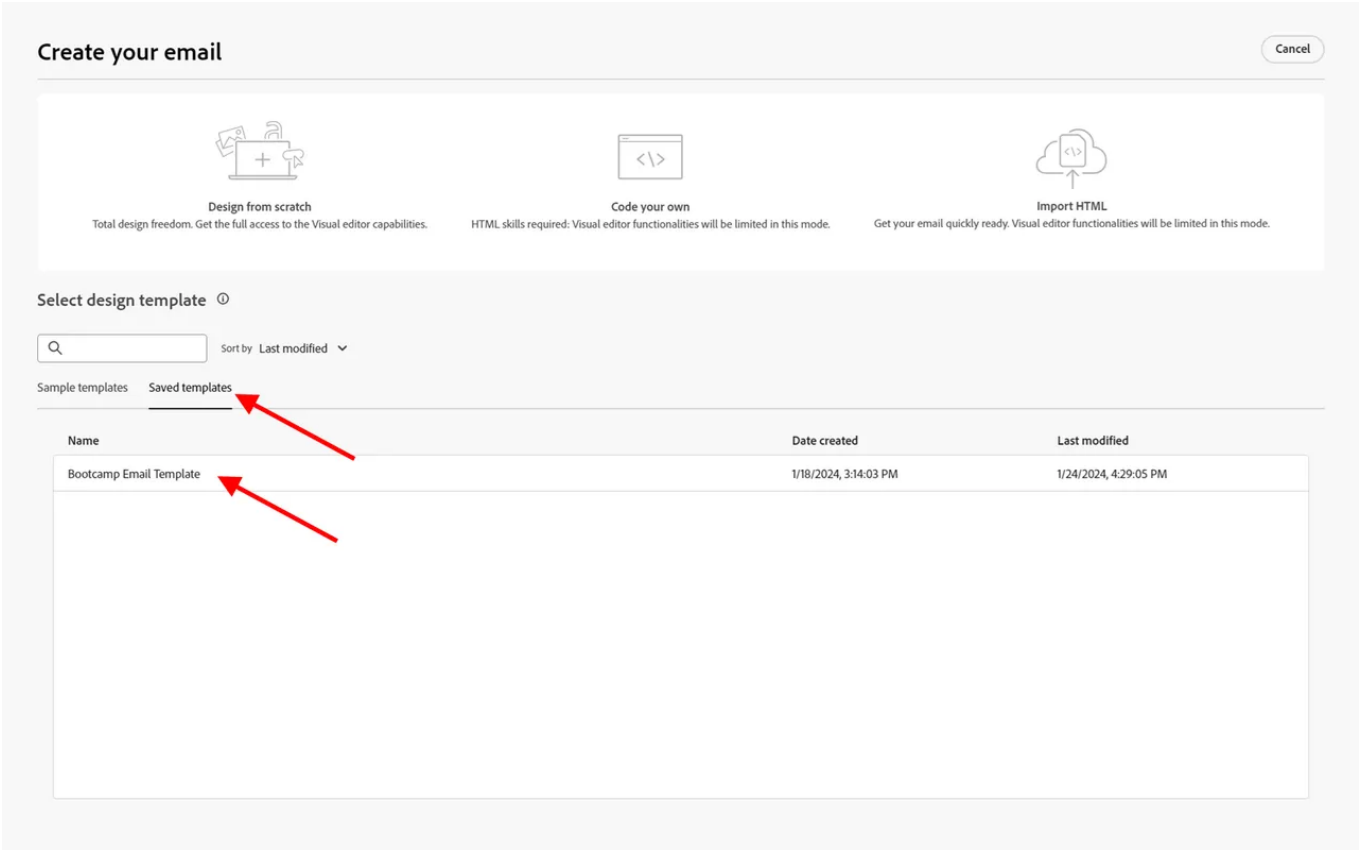
You'll then be back here. Click **Edit email body** to create the email's content.



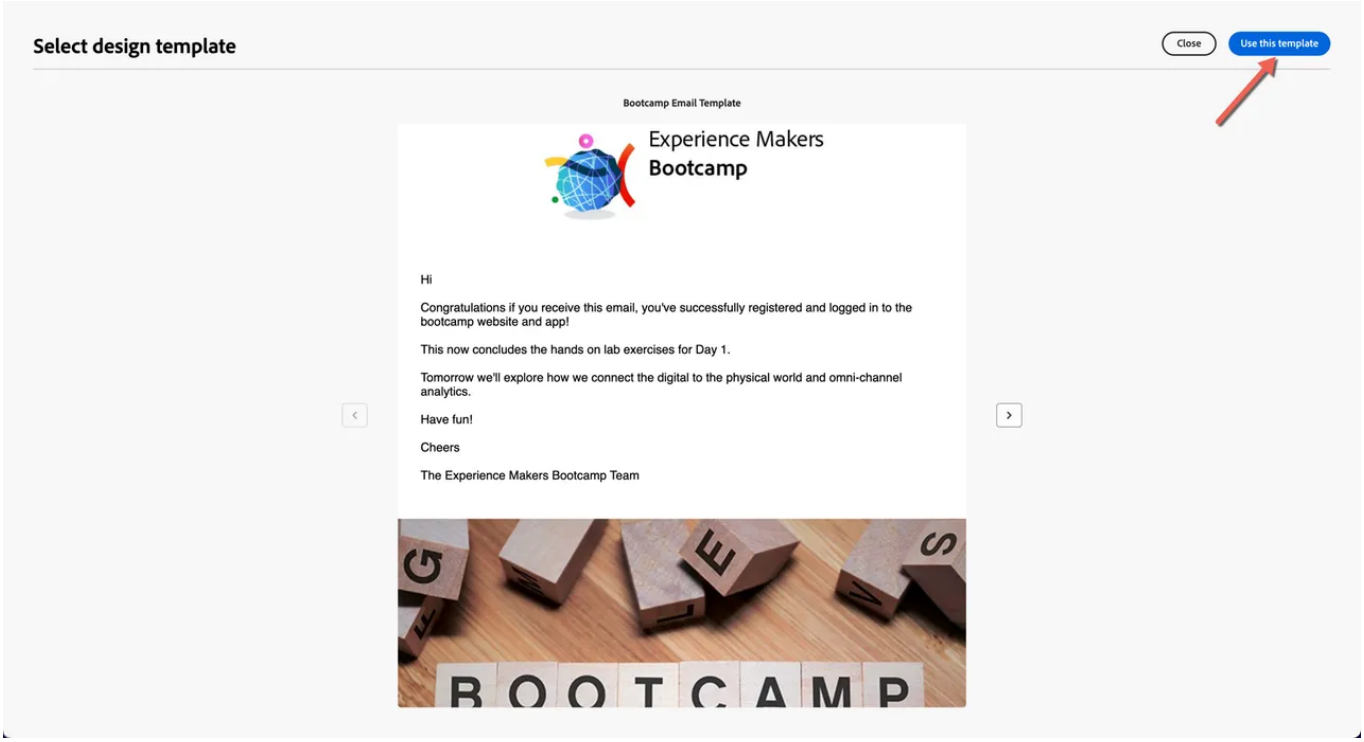
In the next screen you will be prompted with 4 different methods to provide the email's content:

- **Design from scratch**: Start with a blank canvas and use the WYSIWYG editor to drag and drop structure and content components to visually build up the email's content.
- **Code your own**: Create your own email template by coding it using HTML
- **Import HTML**: Import an existing HTML template, which you'll be able to edit.
- **Select design template** (below the rest): with tabs for Sample Templates & Saved Templates

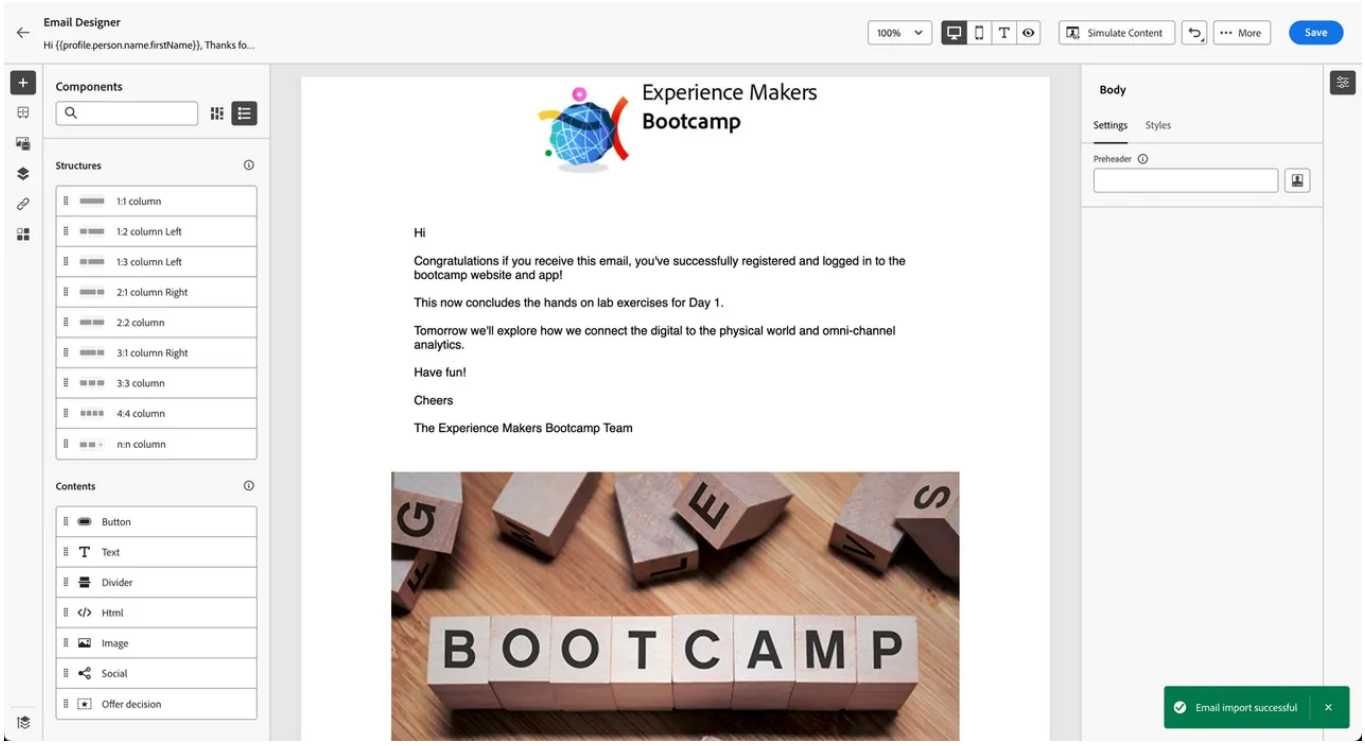
You can click the **Saved Templates** tab under Select design template, select the template **Bootcamp Email Template**.



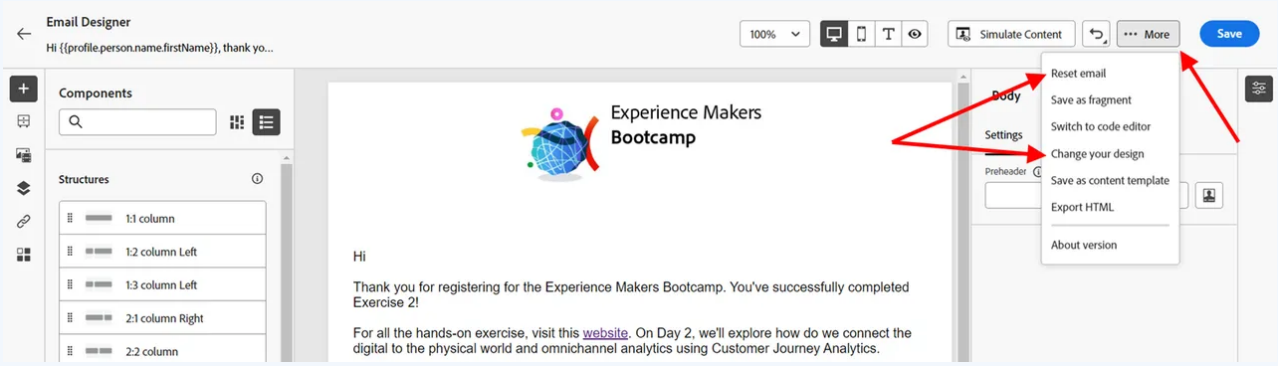
Then click **Use this template**



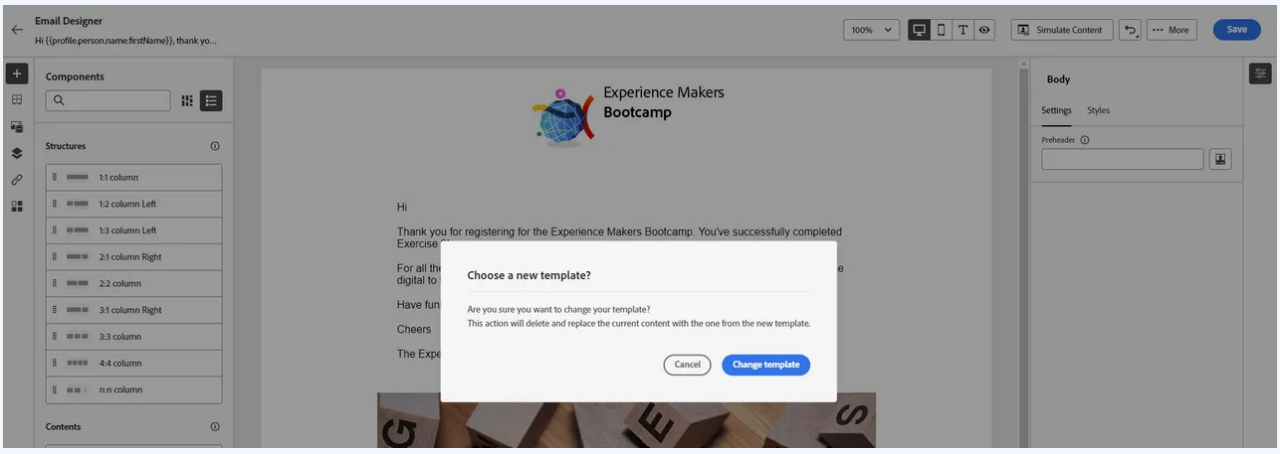
You'll see this Bootcamp email template:



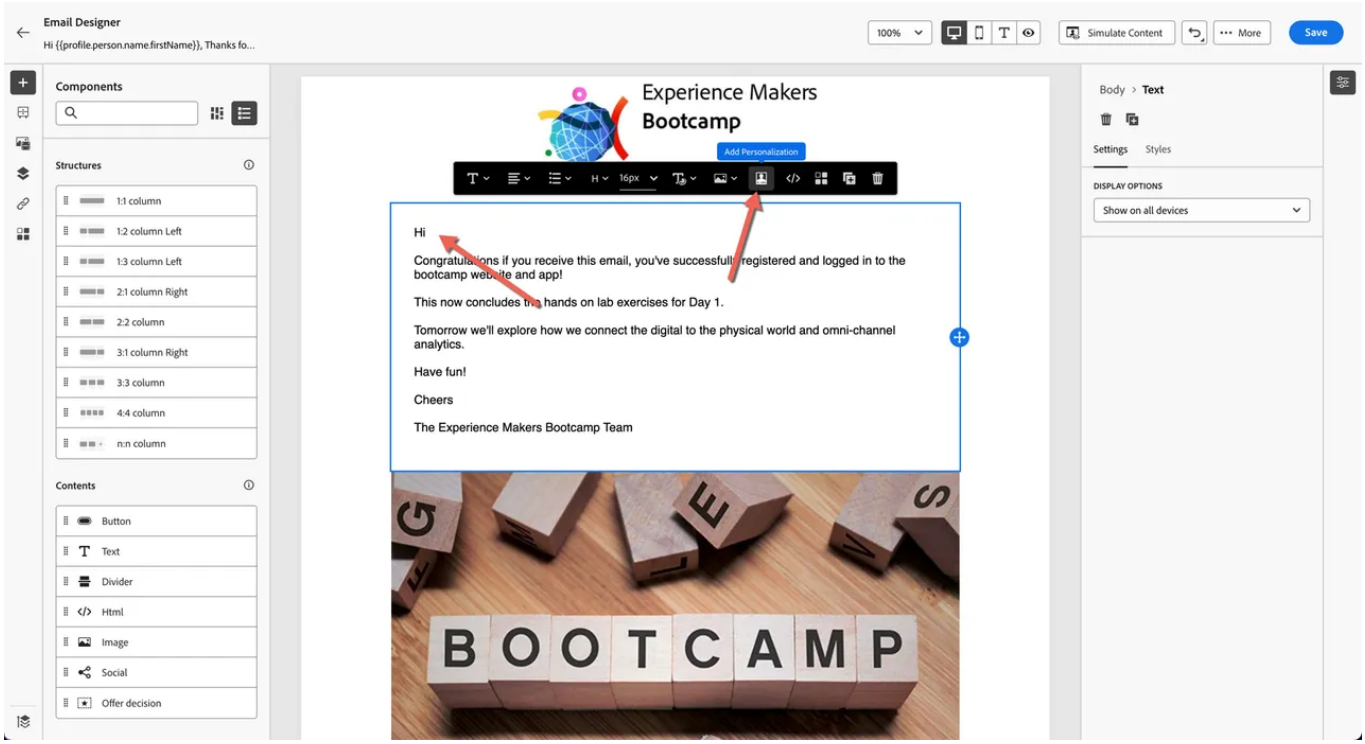
At any point in time, you can reset your email template by clicking the **... More** button and selecting **Reset email** to clear the template and restart the design from scratch or **Change your design** to restart by selecting the same or another template.



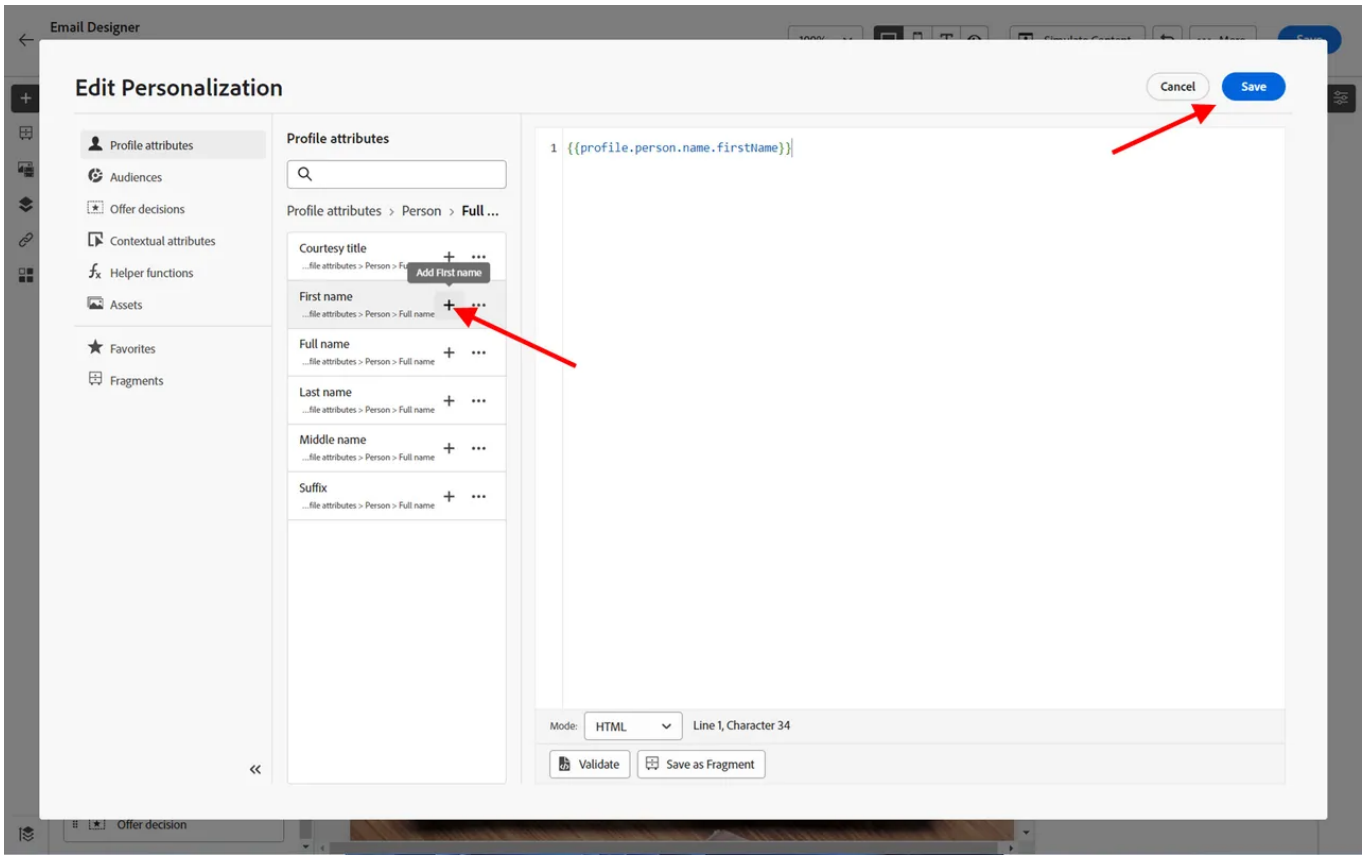
After selecting the **Change your design option**, you will need to confirm your choice by clicking the **Change template** button.



Let's personalise the email. Click next to the text **Hi** and then click the **Add Personalization** icon person in a frame.

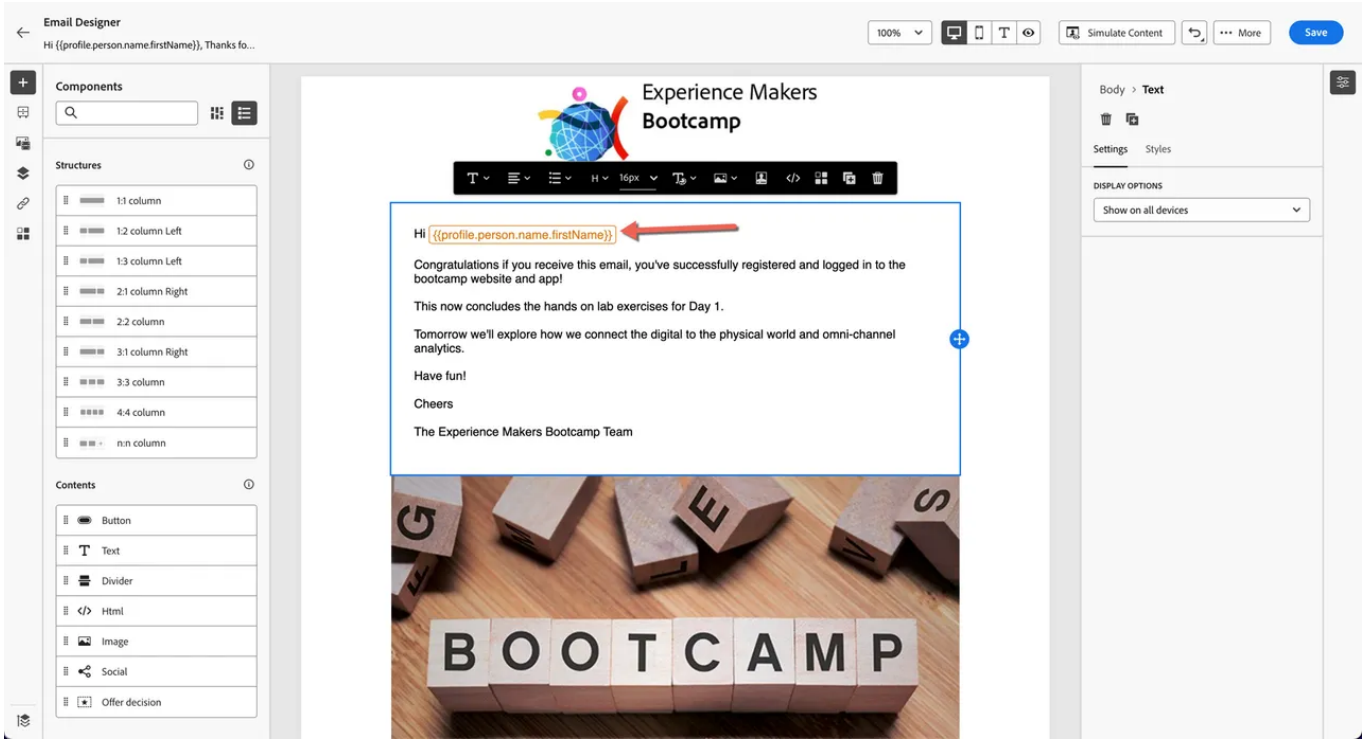


Next, you need to bring the **First name** personalisation token which is stored under `profile.person.name.firstName`. In the menu, find the **Person** element, drill down to the **Full Name** element, and then click the **+** icon to add the First Name field onto to expression editor.



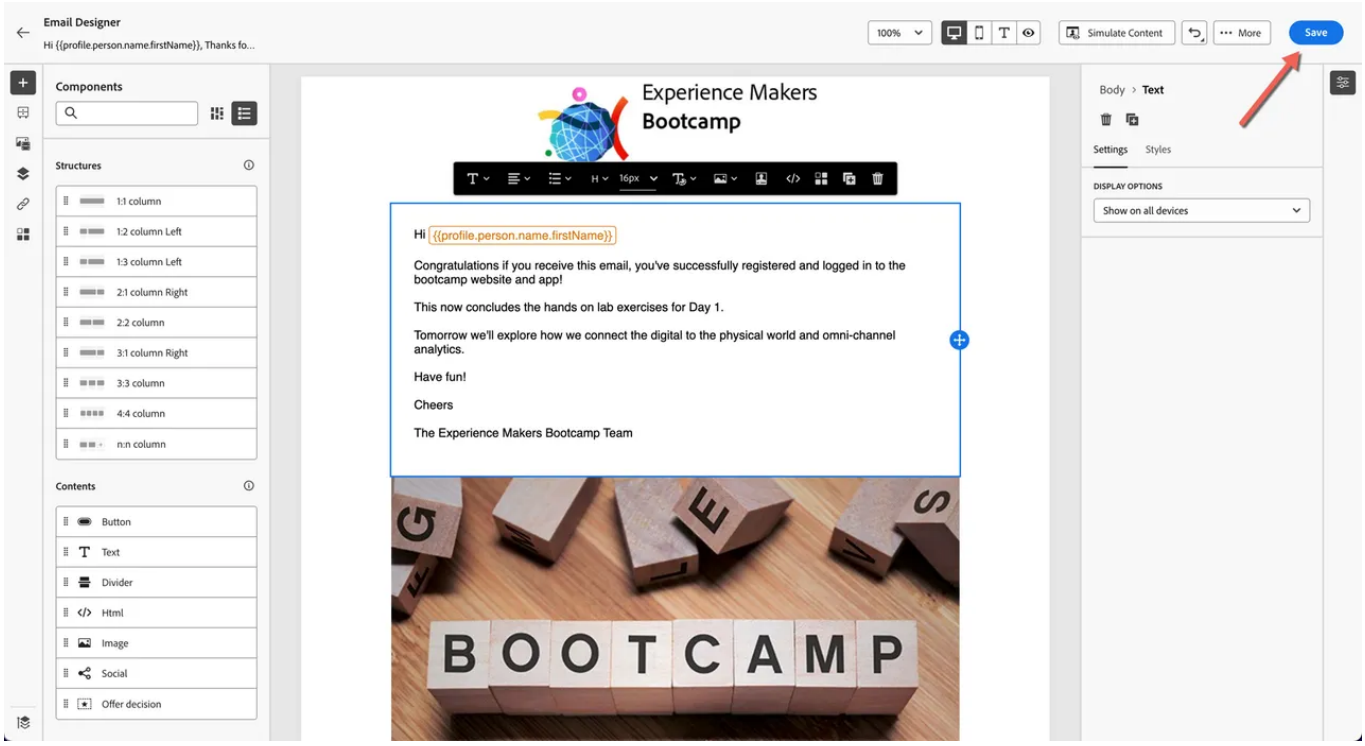
Click **Save**.

You'll now notice how the personalisation field has been added to your text.

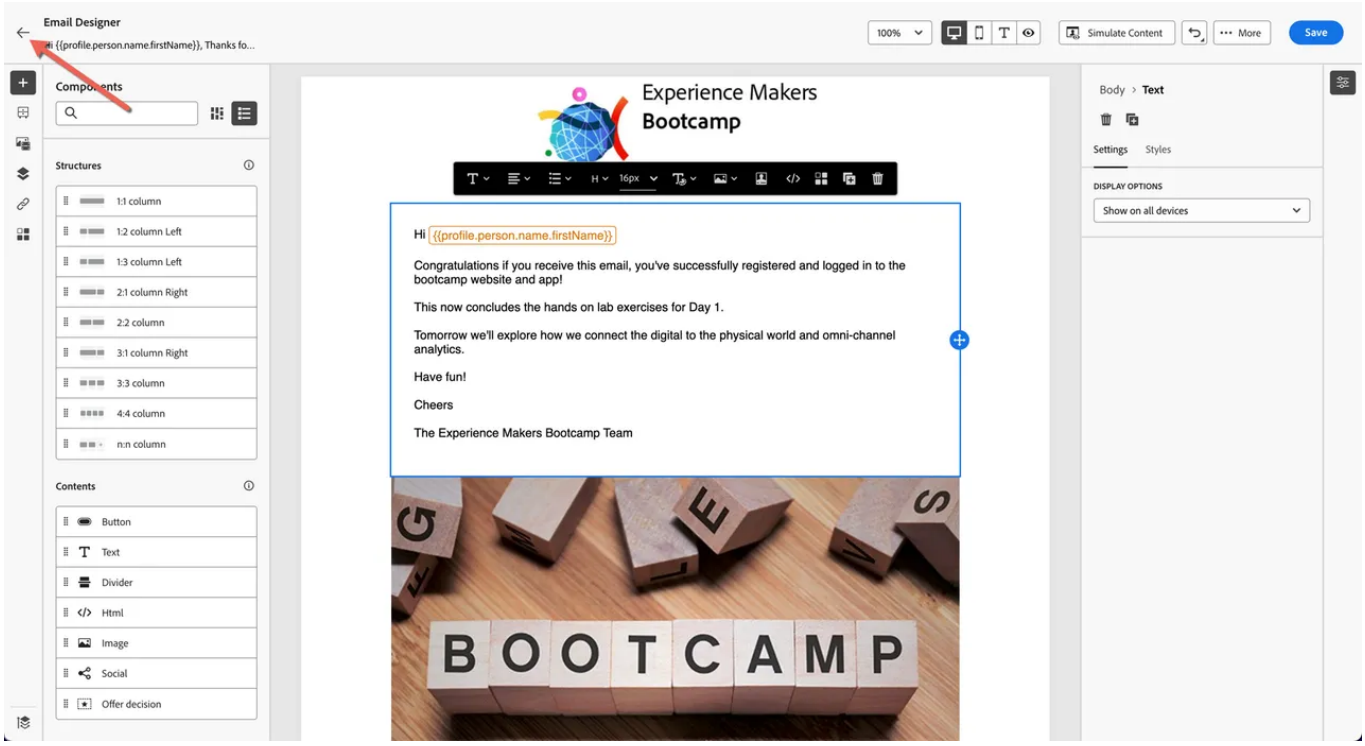


To be able to later verify that the email received is indeed the one you set up, feel free to add your last name or initials in the copy of the email.

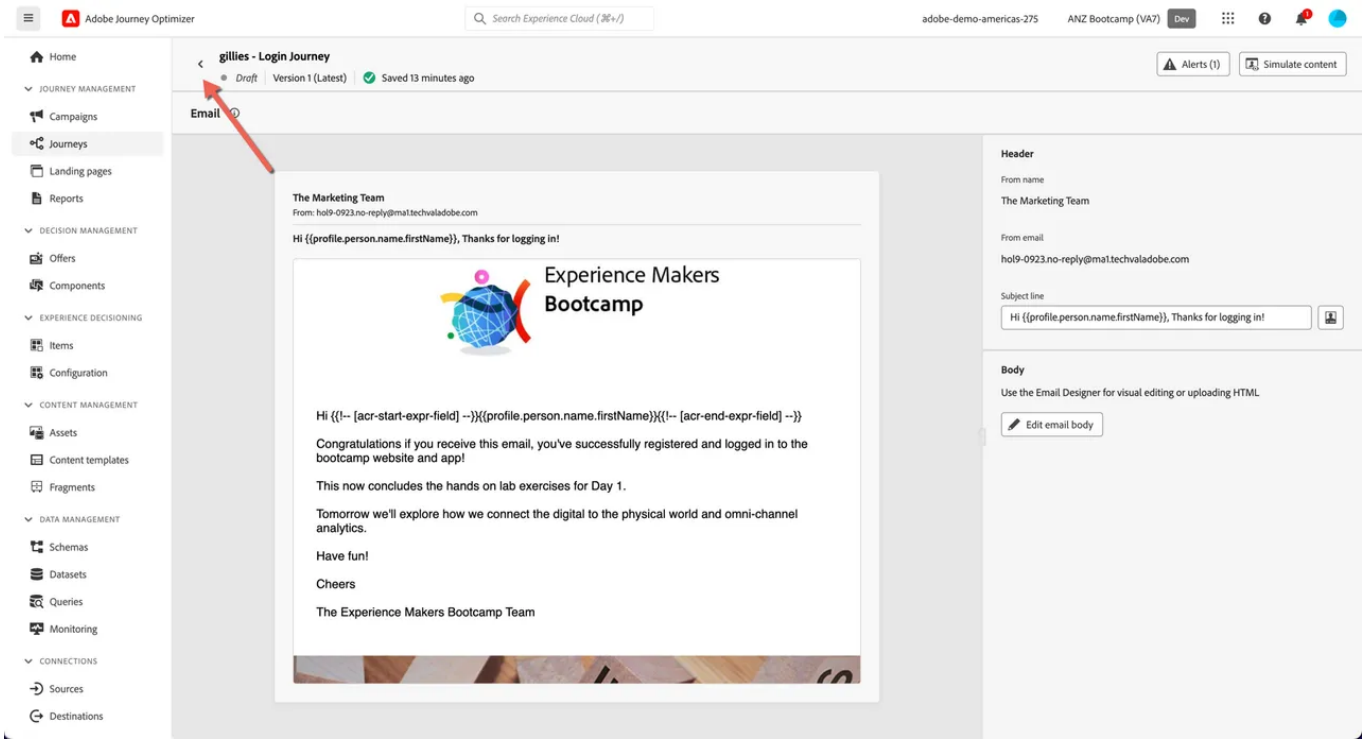
Click **Save** to save your message.



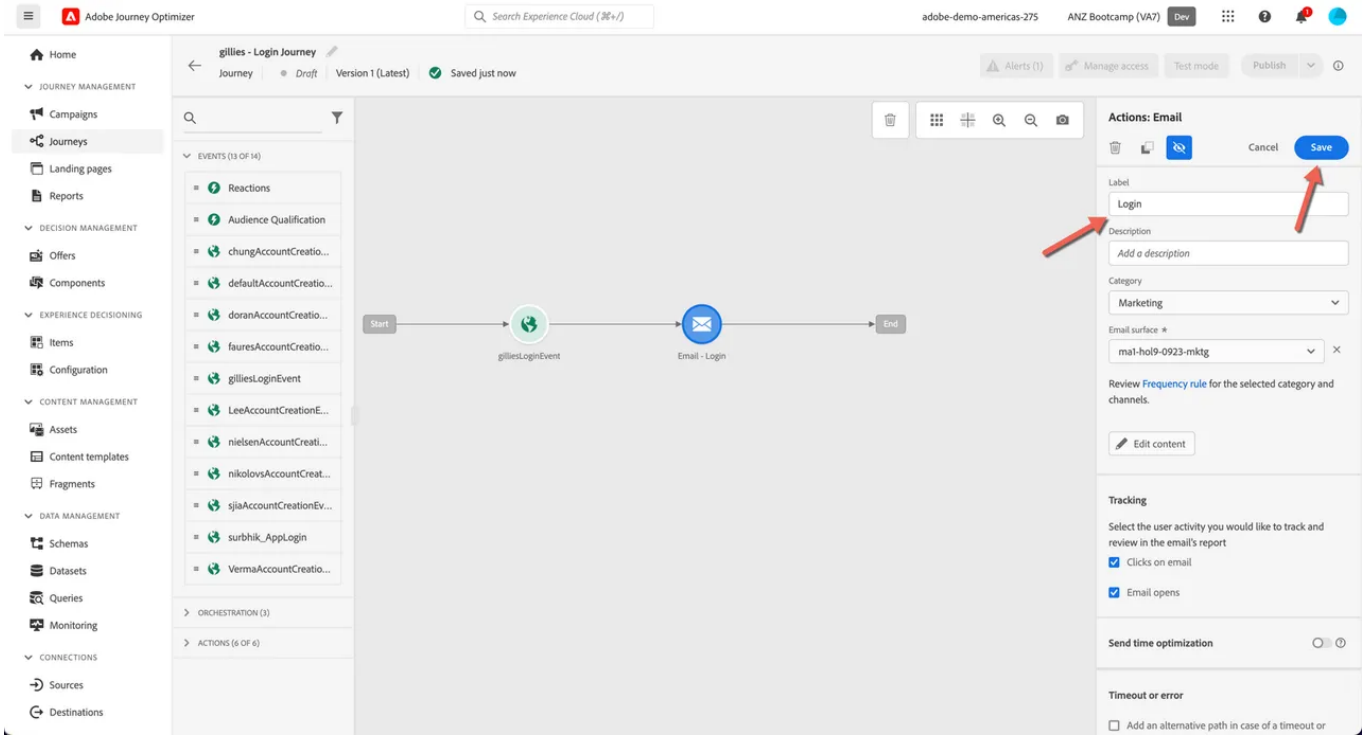
Go back to the message dashboard by clicking the **arrow** next to the subject line text in the top-left corner.



You've now completed creating your registration email. Click the arrow in the top left corner to go back to your journey.

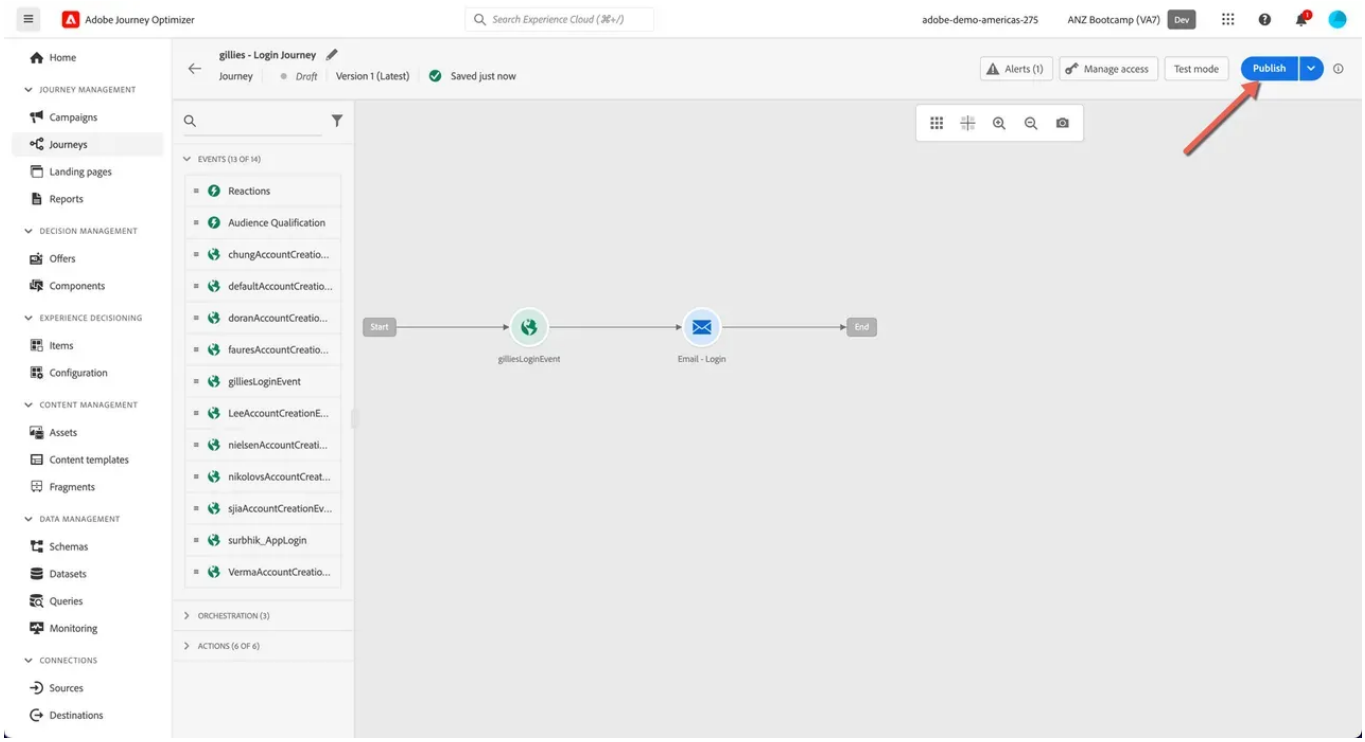


Give your email a label `Login` and click **Ok**.

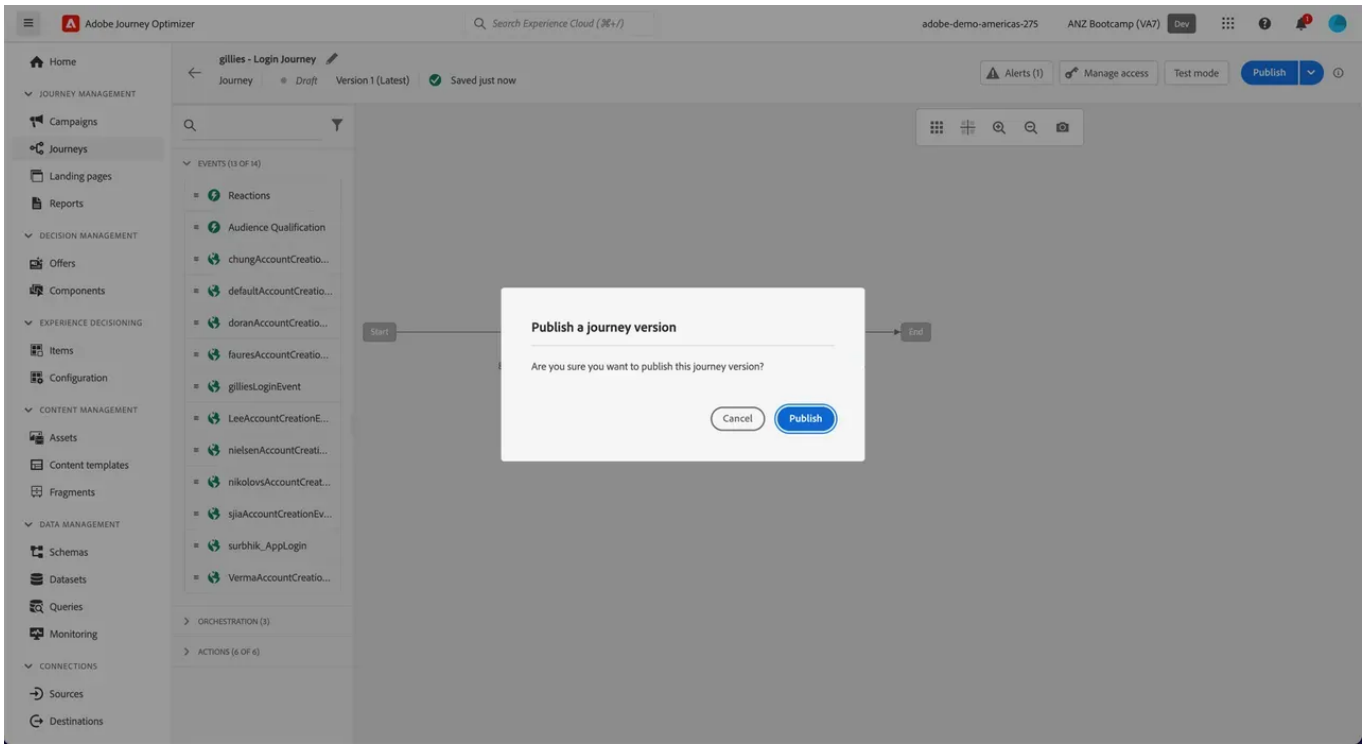


2.3.3 Publish your journey

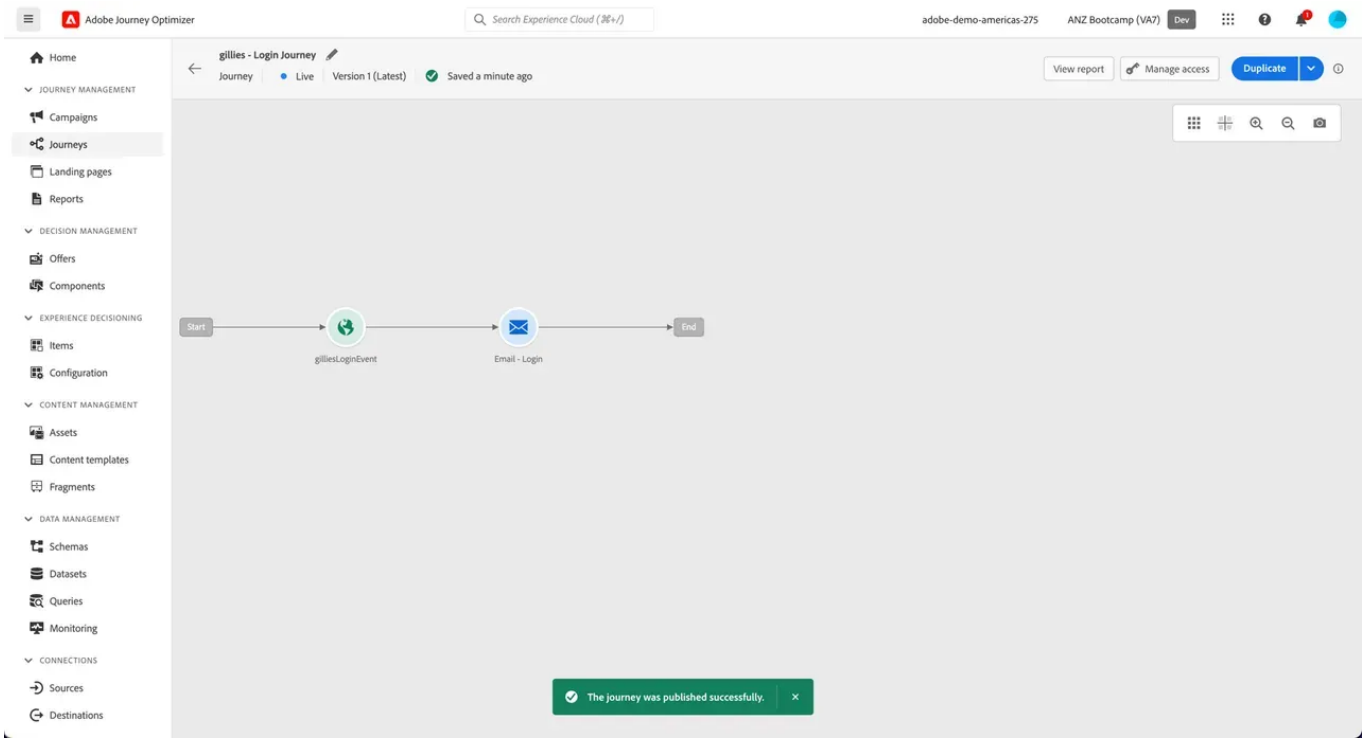
You can now publish your journey by clicking **Publish**.



Click **Publish** again to confirm you want to publish your journey.



You'll then see a green confirmation bar saying that your journey is now Published.



Exercise complete checklist

- [ ] Able to create a journey called `yourLastName - Login Journey`
- [ ] Able to design the journey by draging and dropping the Event and Email activities in the journey canvas
- [ ] Able to create and personalise your email template
- [ ] Successfully published your journey

Congratulations! You have created your first journey.

You have now finished this exercise.

2.3.5. 2.4 Trigger your journey

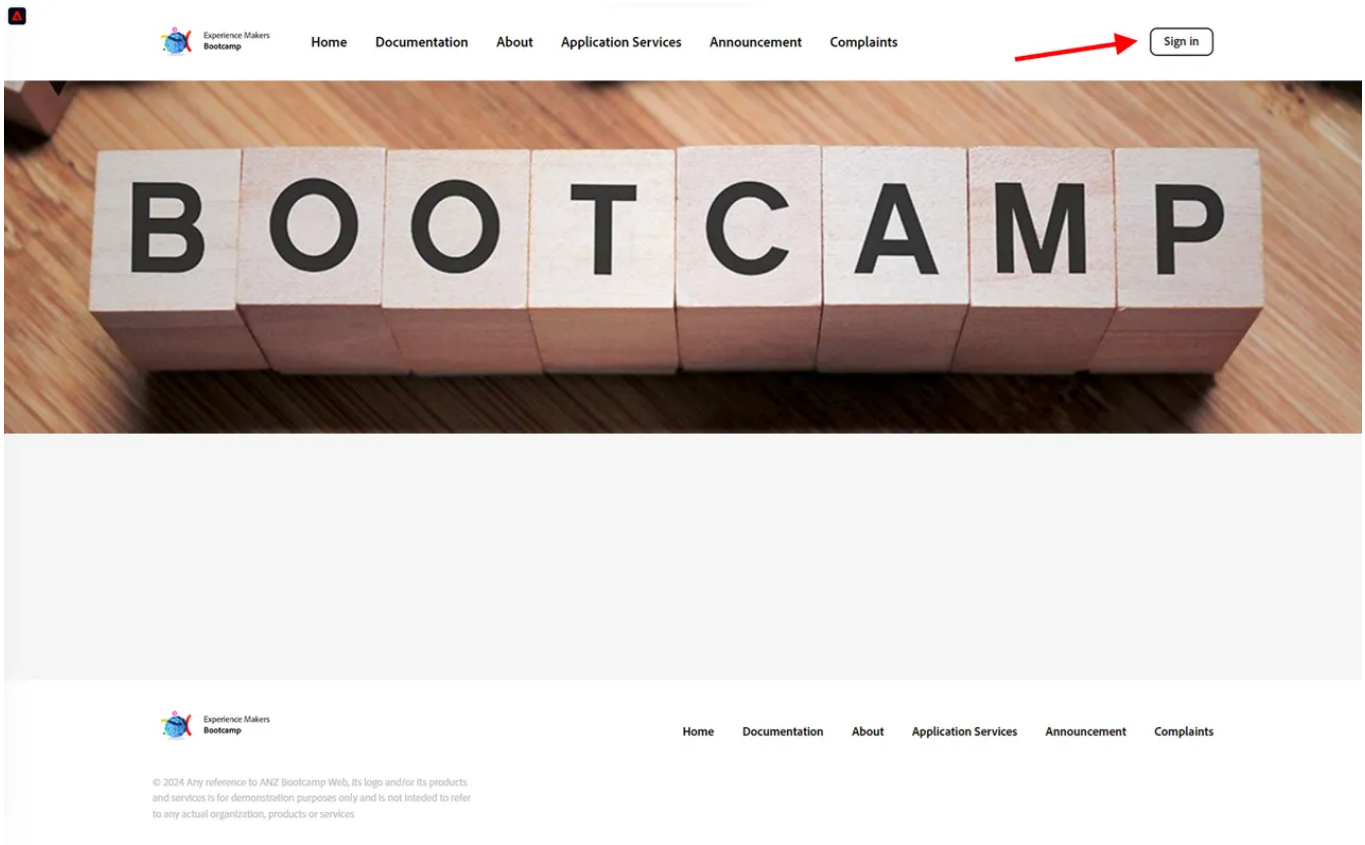
Customer journey flow

In exercise 1.2 Create an account on the website you received a welcome email as part of the general journey triggered by the general registration event. Now that you have created your own login event and your own login journey, you have the opportunity to test these in action.

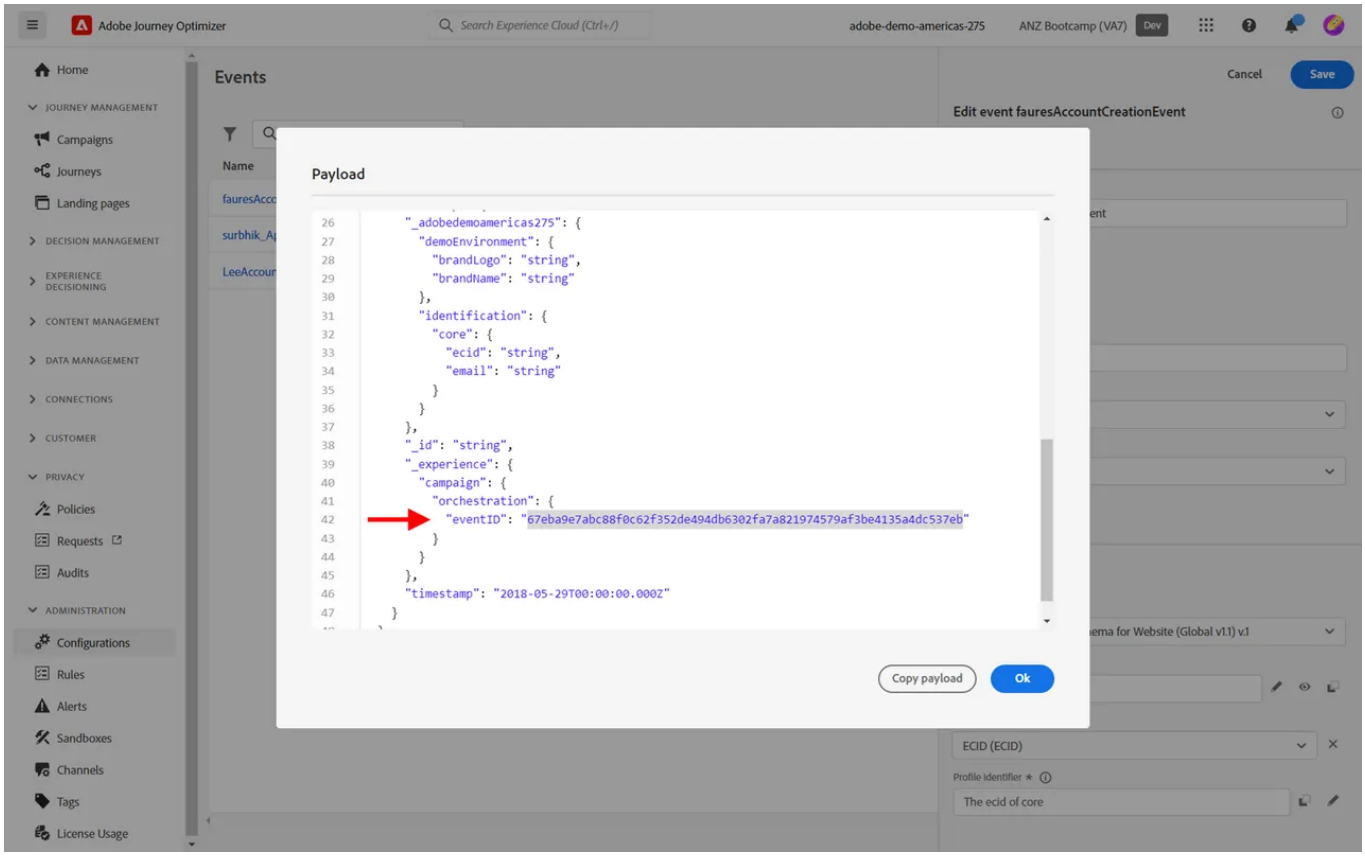
Return to the demo website: https://dsn.adobe.com/web/gillies-8WFS

> NOTE: This web site is a demo site whose access is limited to the bootcamp attendees. When clicking on the link, you will need to log in with the Experience Cloud ID you were provided.

Click the **Sign in** button in the top right corner of your screen.

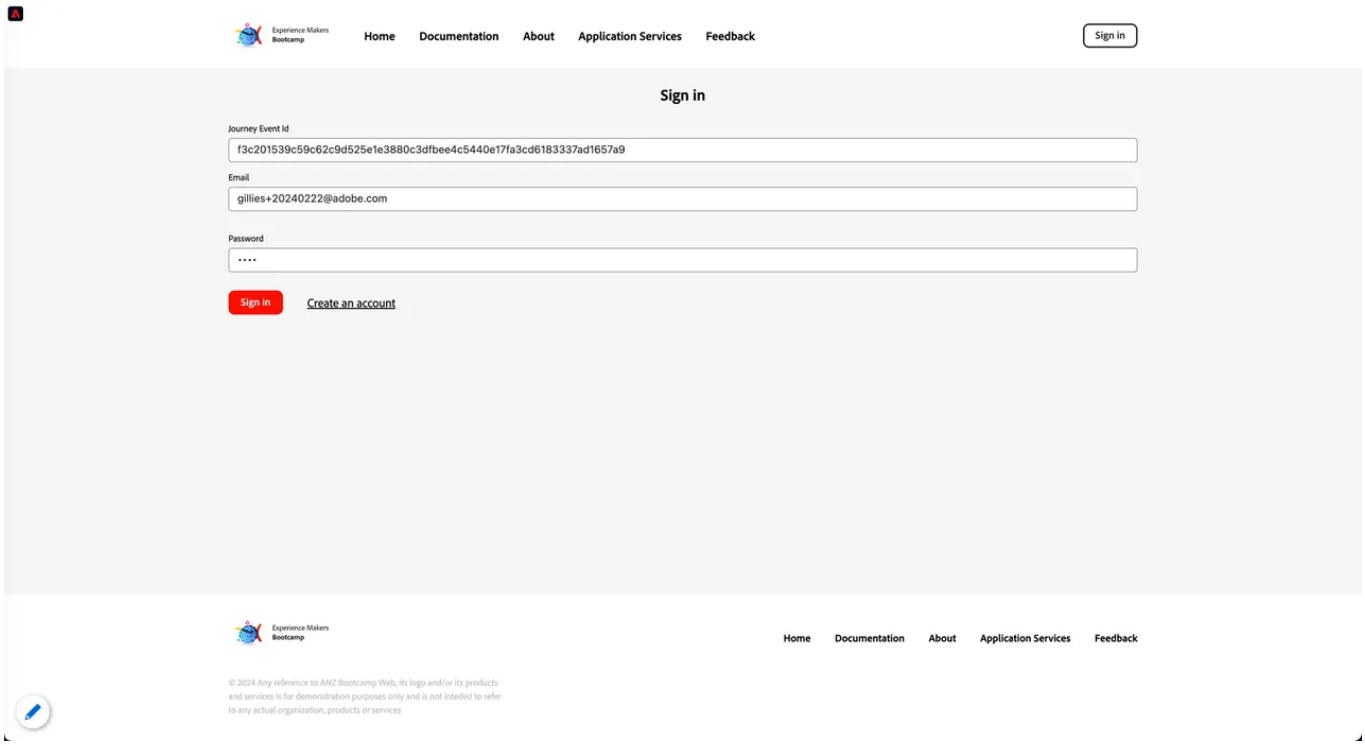


You now need to input the eventID of your custom event that you created in exercise 2.2 Create a login event. You may have saved it earlier or you can find it here:



This event ID is what needs to be sent to Adobe Experience Platform in order to trigger the exact journey that you have built. The eventID in this example: `"67eba9e7abc88f0c62f352de494db6302fa7a821974579af3be4135a4dc537eb" (example value)`

Fill out the **eventID** in the field **Journey Event Id,** then sign in using the email address and password you registered with in exercise 1.2 Create an account on the website earlier today. Click **Sign in**.



> Naturally the necessity to enter a precise event ID through a form interface is only so that we can make sure every Bootcamp participant can send the login event to their exact journey. In real situation there would only be one login event sent from your website to Adobe Journey Optimizer and it would not need to be specified in the form interface.

You should now receive the email you created yourself as part of exercise 2.3 Create a login journey

External **Hi Olivia, Thanks for logging in!**

TM

The Marketing Team <hol9-0923.no-reply@ma1.techvaladobe.com>

Today at 5:24 pm

To: gillies+20240222@adobe.com

EXTERNAL: Use caution when clicking on links or opening attachments.

Experience Makers
Bootcamp

Hi Olivia

Congratulations if you receive this email, you've successfully registered and logged in to the bootcamp website and app!

This now concludes the hands on lab exercises for Day 1.

Tomorrow we'll explore how we connect the digital to the physical world and omni-channel analytics.

Have fun!

Cheers

The Experience Makers Bootcamp Team



Exercise complete checklist

- [ ] Able to login on the Bootcamp web site
- [ ] Have received the login email

Congratulations! You have now completed all exercises from Day 1.

3. Module 2

3.1. Introduction to Module 2

In this section we will start with a quick re-cap of Module 1.

Hopefully by now you understand the unified customer profile is at the heart of digital transformations that integrate digital and physical touchpoints seamlessly to deliver omnichannel customer experiences. We will finish with Customer Journey Analytics which can access data sets ingested into Adobe Experience Platform such as call centre, CRM data, campaign and response data coming from direct marketing channels, on-site interaction data etc. You will get a taste of having a rich set of data at your finger tips and start analysing the data with some hands-on exercises.

- 3. Digital x Physical
  - 3.1 Personalisation in the call centre
- 4. Customer Journey Analysis
  - 4.1 Get familiar with the CJA UI & Person centric Insights
  - 4.2 Use case: Call centre deflection
  - 4.3 Use case: Cross channel attribution
  - 4.4 Put insights into action

3.2. 3. Digital x physical

3.2.1. 3. Digital x Physical

Learning Objectives

- Understand how the customer profile can be leveraged across both digital and physical channels.
- Understand how Offer Decisioning application service can be used to impact real-life customer journeys.

Prerequisites

- Access to Adobe Journey Optimizer: https://experience.adobe.com/journey-optimizer/home
- Access to Adobe Experience Platform: https://experience.adobe.com/platform
- Access to the demo website: https://dsn.adobe.com/web/gillies-8WFS/home
- Access to the CX app: https://dsn.adobe.com/cx2/gillies-OVNT

> This tutorial was created to facilitate a particular workshop format. It uses specific systems and accounts to which you might not have access. Even without access, we think you can still learn a lot by reading through this very detailed content. If you're a participant in one of the workshops and need your access credentials, please contact your Adobe representative who will provide you with the required information.

Exercises

3.1 Personalisation in the call centre

In this exercise, you'll see how a call centre experience can be optimised based on the intelligence of Adobe Experience Platform.

3.2.2. 3.1 Personalisation in the call centre

Now that we have seen website interactions & mobile app interactions enriching the customer profile, let's see how we can enrich it further by bringing in the call center interactions.

Front line systems and teams like call centre, in store, are often disconnected or remain in silo from the rest of the digital customer journey resulting in poor customer experience. With the right policies and applicable content captured we can connect these channels for a true omni-channel experience. Whether that's informing a call centre representative of the customer's journey up until the call, inclusive of website interactions which happened moments before and/or adjusting the onsite experience based on a call centre conversation telling us the customer needs more service support vs xsell/upsell messaging.

3.2.1 Example use case

e.g. A superannuation customer while calling to enquire on consolidation of super accounts, also asks about First Home Super Saver Scheme given they are thinking about buying their first home, this is a critical information that can then be passed to AEP and can be used to further to tailor the customer experience and provide more relevant information across channels.

3.2.2 Exercise

Keeping to the theme of being truly multichannel, in this exercise we'll see how we can leverage the same Adobe Experience Platform data, segments, profiles beyond the digital interactions. In this exercise:

1. Let's see, how we are able to pass digital interactions context to the call center system for the call center agent to have more relevant conversation.
2. We'll simualte a call ceter call to the customer & capture key customer interactions provided during the call and view the details back in Adobe Experience Platform.

We've created a demo CX app that we'll use for the purpose of this exercise. In real life, AEP RTCDP will integrate with your call center systems like Genesys, Twilio etc.

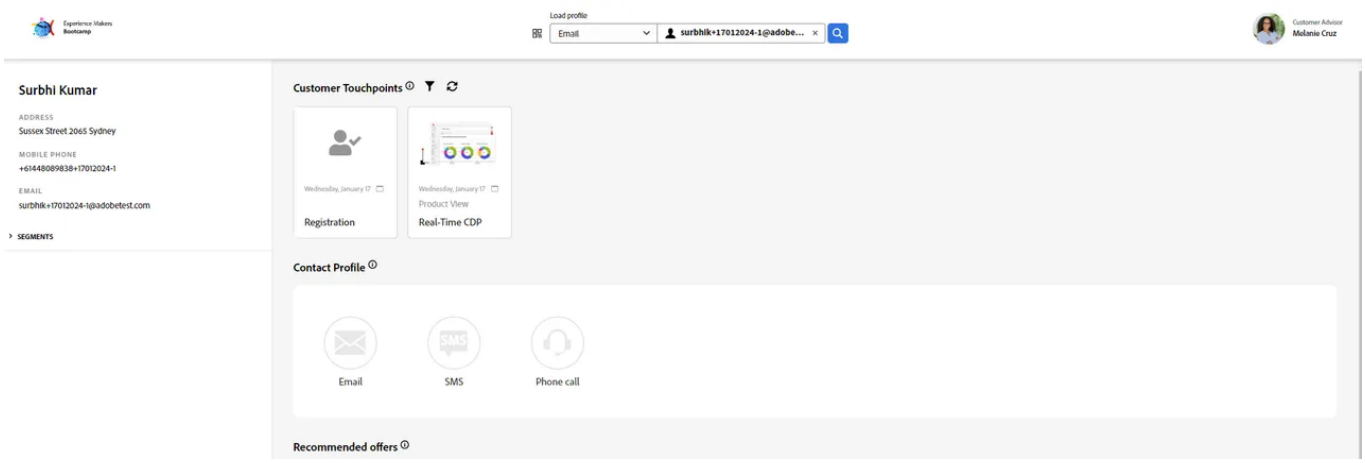
Demo CX app - https://dsn.adobe.com/cx2/gillies-OVNT

3.2.3 Customer Journey Flow

Scenario 1:

After browsing through the products on the website, the customer wants to call the call centre to ask about a product. When they call the call center, this is what the call center agent can see:

1. Go to the CX app https://dsn.adobe.com/cx2/gillies-OVNT
2. Enter ***your*** email address (as a customer - email address that you'd have used to register to the bootcamp website in Exercise 1.2 & **not** the Experience Makers hands on exercise email)
3. On top under the **Customer Touchpoints** section, you can view the latest interactions from what was done on the app and the website. These are the details that the call center agent will see about the customer so that they can have a much more meaningful conversation.



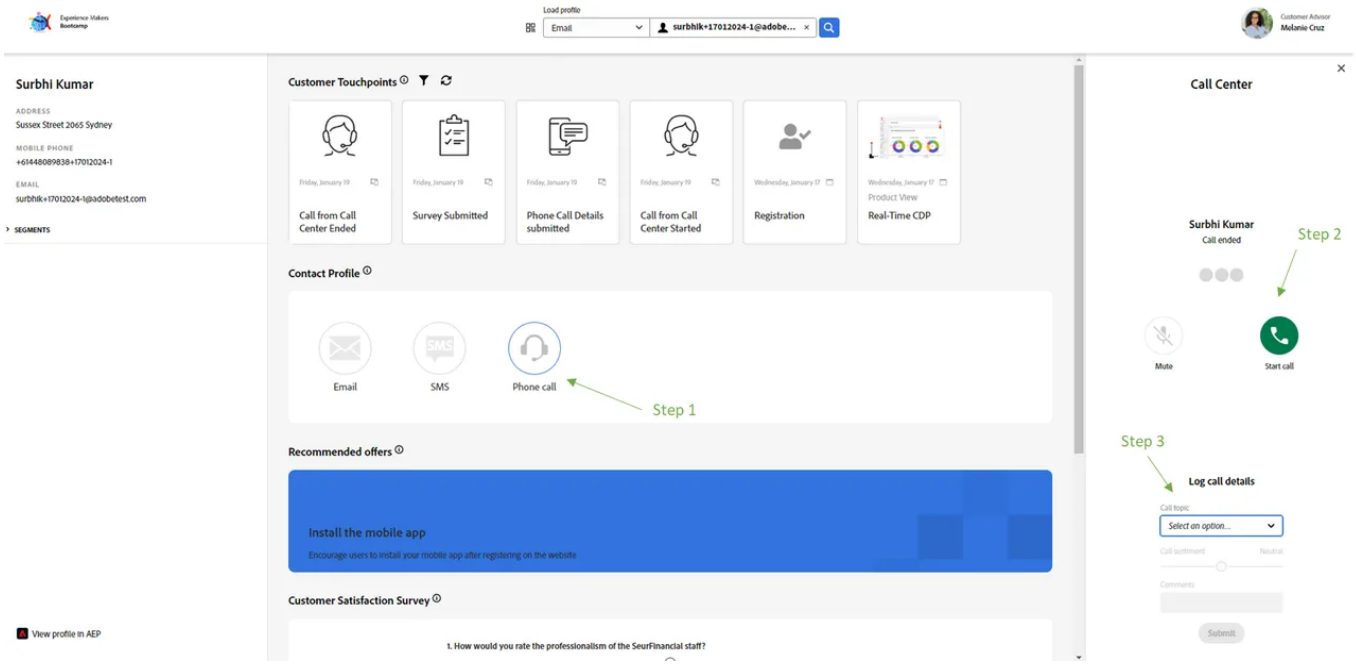
4. If you scroll down further, under the Recommended offers, the call center agent can access the offers to be presented to the customer. This is powered by Offer decisioning which we'll cover in the next section.

How does this all work: In the backend, we have connected this CX app with AEP RTCDP using a HTTP connector. E.g., If you're using Genesys or Twilio call centre system, AEP RTCDP can integrate with them to pass & get relevant information. Details of Genesys and Adobe Experience Platform can be viewed here.

Scenario 2:

After browsing through the products, a customer has submitted a form on the website to request a call back. The call center agent calling the customer back, can view all these

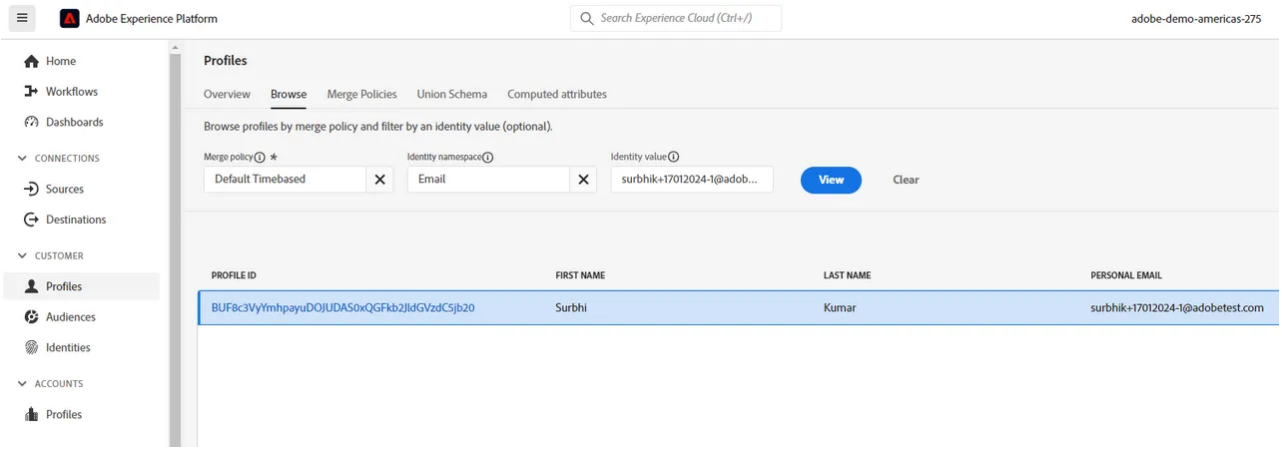
details as seen in Scenario 1. Now let's simulate a call to the customer using the CX app.

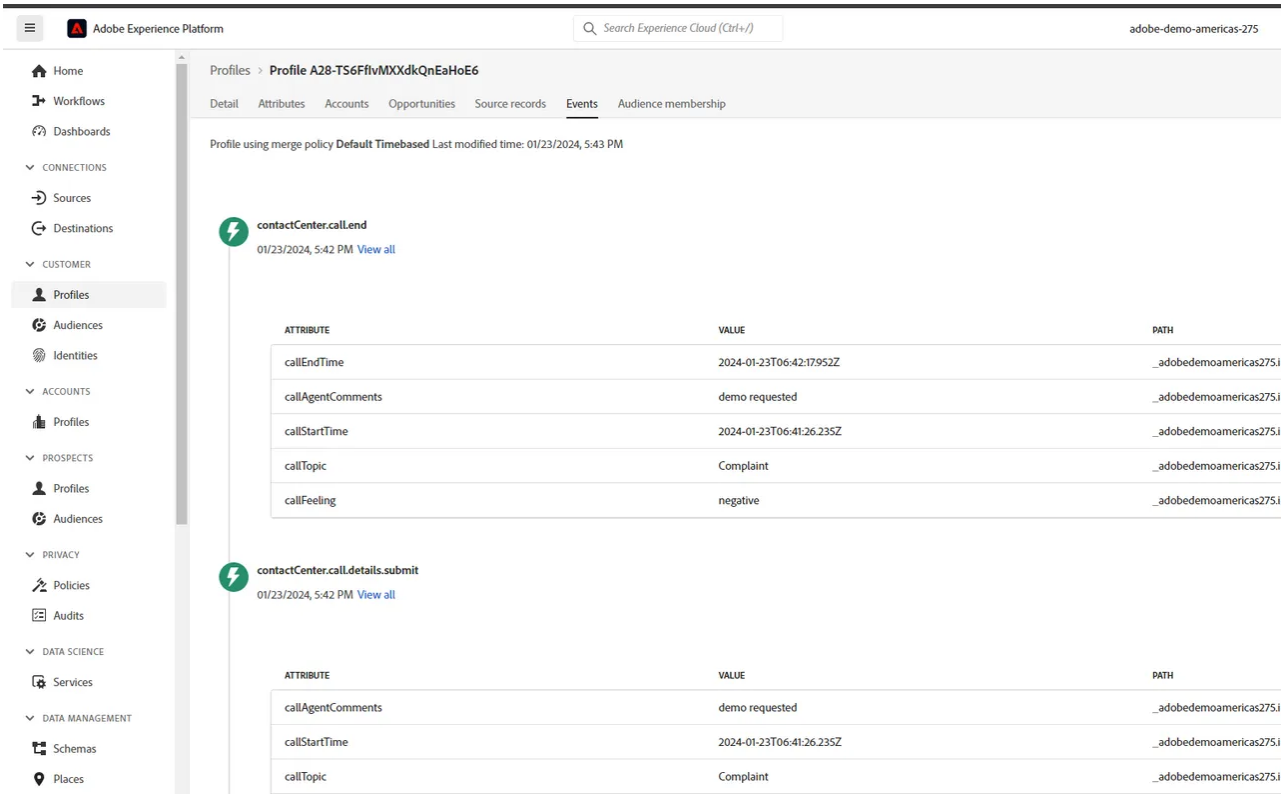


1. After logging in to the CX app - In the top '**Contact Profile**' section, select Phone call
2. Click **Start call** to start simulating a call to the customer.
3. During the call, a customer rep/call center agent can log details on the call. Under the **Log call details** section, you as a customer rep can log the call details.
    1. Select a '**Call topic**' from the drop down - Select any topic from top 3 - Promotion, Invoice Questions or Complaint.
    2. Drag the 'Call sentiment' to whatever you like - positive or negative.
    3. Add '**demo requested**' in the comments section.
    4. Click Submit
4. Click End call to end the call simulation.
5. [This step 5 is optional] You can scroll down further to update the survey as a customer and submit. This information will also be passed to Platform. In real life, Platform can integrate with any of your Voice of customer systems like Medallia, Qualtrics.

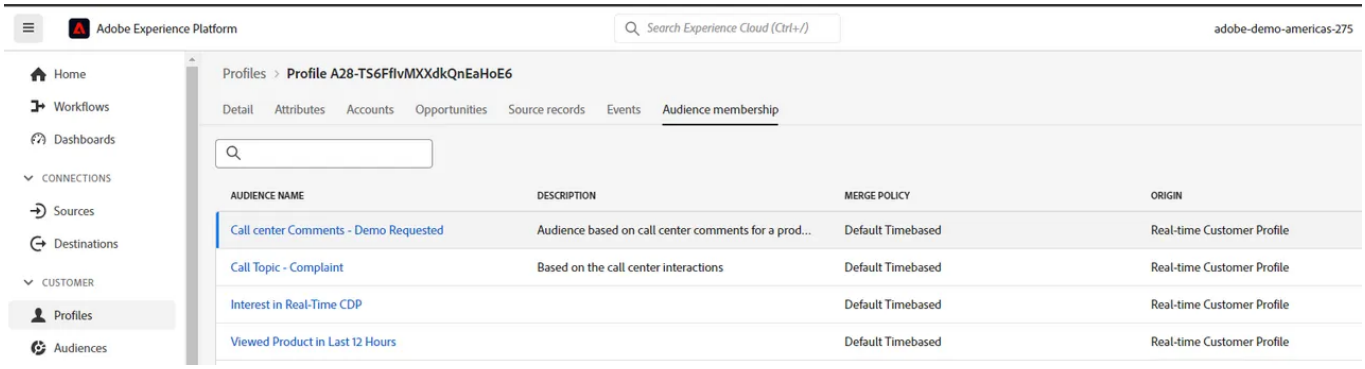
Let's go back to AEP and see how these details from the call have been passed to the platform. Go to **Adobe Experience Platform** tab and to **Customer→ Profile**

1. Select Email as the Identity Namespace and enter *the* email address (as a customer, **not** the Experience Makers hol login) that you've used to create the bootcamp profile and in the call center. Click on the **Profile ID** - this will take you to the customer profile in platform.

2. 

3. Go to **Events tab** and check if the call center events have come through. We can now use these details to create segment/audience and target further as we did in our previous exercise on Day 1.
4. 

5. Go to the **Audience Membership** tab, and see the audiences you've qualified for based on the call center interactions. These segments were pre-built.



Exercise complete checklist

- [ ] Able to view the customer details in the CX app in the customer touchpoint section
- [ ] Simulated a call and entered the call topic, sentiments and ended the call
- [ ] Able to view the call details in Adobe Experience Platform Profiles → Events

3.3. 4. Customer Journey Analysis

3.3.1. 4. Customer Journey Analysis 101

In this user flow, you will get hands-on experience with the Customer Journey Analytics application service.

Learning Objectives

- Become familiar with the Customer Journey Analytics UI
- Use Analysis Workspace to get insights
    - At a person level
    - Analyse the customer journey beyond digital channel
    - Attribute non digital interactions to a proper campaign
- Put Insights into Action via RTCDP or AJO

Prerequisites

- Access to Adobe Experience Platform: https://experience.adobe.com/platform
- Access to Customer Journey Analytics: https://experience.adobe.com/platform/analytics

> This tutorial was created to facilitate a particular bootcamp format. It uses specific systems and accounts to which you might not have access. Even without access, we think you can still learn a lot by reading through this very detailed content. If you're a participant in one of the bootcamp and need your access credentials, please contact your Adobe representative who will provide you with the required information.

Overview of CJA

Customer Journey Analytics (CJA) allows you to analyze your customer's behaviour/journey across channels using any data available to you in Adobe Experience Platform, leveraging the power of Analysis Workspace for rapid insights. Customer Journey Analytics lets you control how you connect your online and offline data in Analysis Workspace *on any common person ID.* The capabilities within Customer Journey Analytics deliver context and clarity to the complex multi-channel customer journeys. The provided context generates actionable insight into how to remove pain points from the customer conversion process and deliver positive experiences in the moments that matter most.

Common Use Cases

Types of insights that you can get with CJA:

1. Call center deflection: I need to understand which digital experiences can be improved to reduce the calls to our call center.
2. Cross Channel Attribution: I need to understand & attribute successes from any digital or non-digital interaction to the proper campaign
3. Improve NPS by integrating voice of the customer data: I need to understand where in the journey were the customers when they gave the score; Understand the context to identify pain points and optimise.
4. Combine my Adobe Analytics report suites: I want to combine data from my different Adobe Analytics report suites & visualise customers journey across devices & brands.

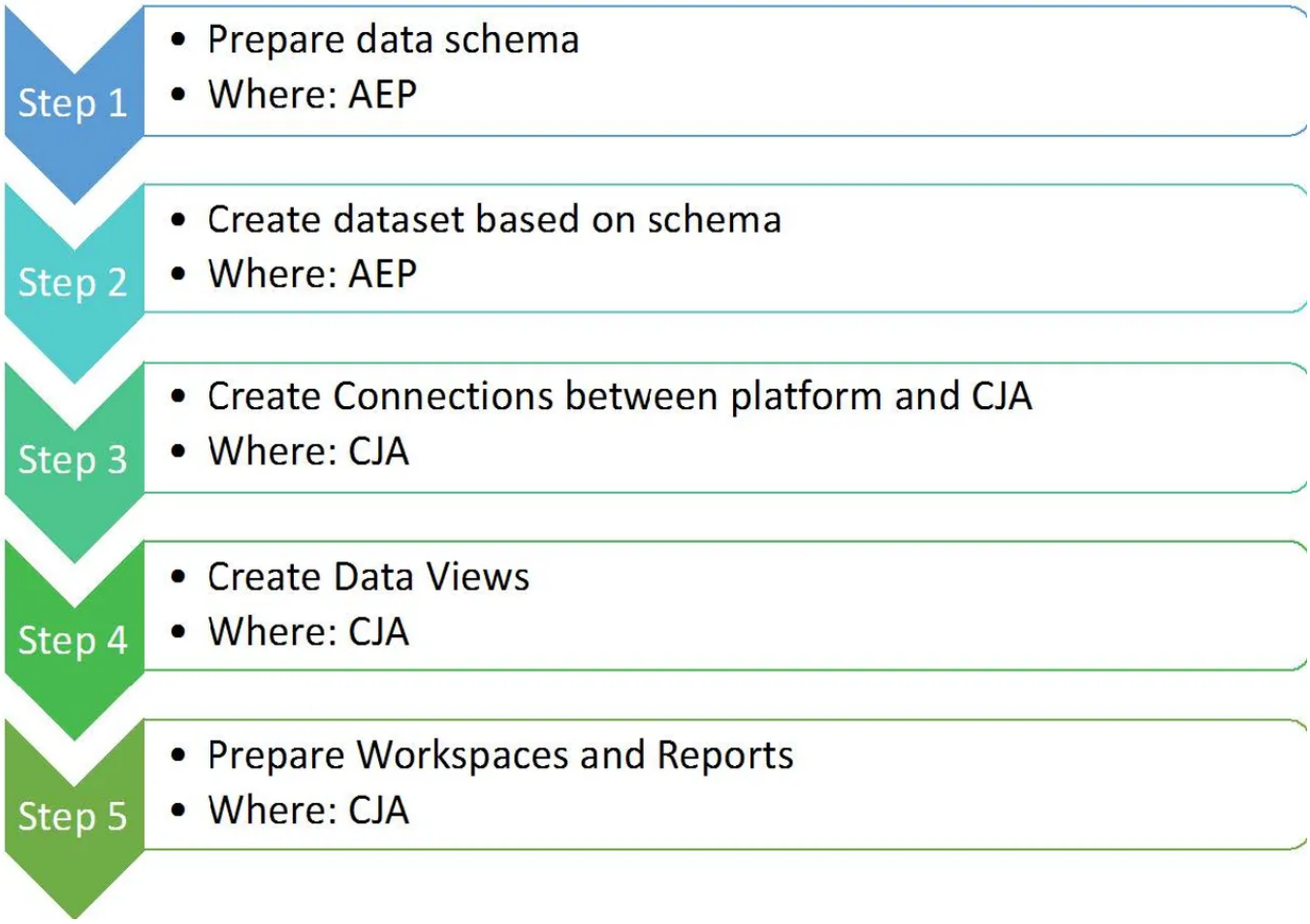
Have a look at this video to understand the value, customer journey and configuration process:

{% embed url="https://video.tv.adobe.com/v/327188?learn=on&quality=12" %}

Overview of Customer Journey Analytics can be found here and this link provides a comprehensive learning journey to introduce you to Customer Journey Analytics (CJA).

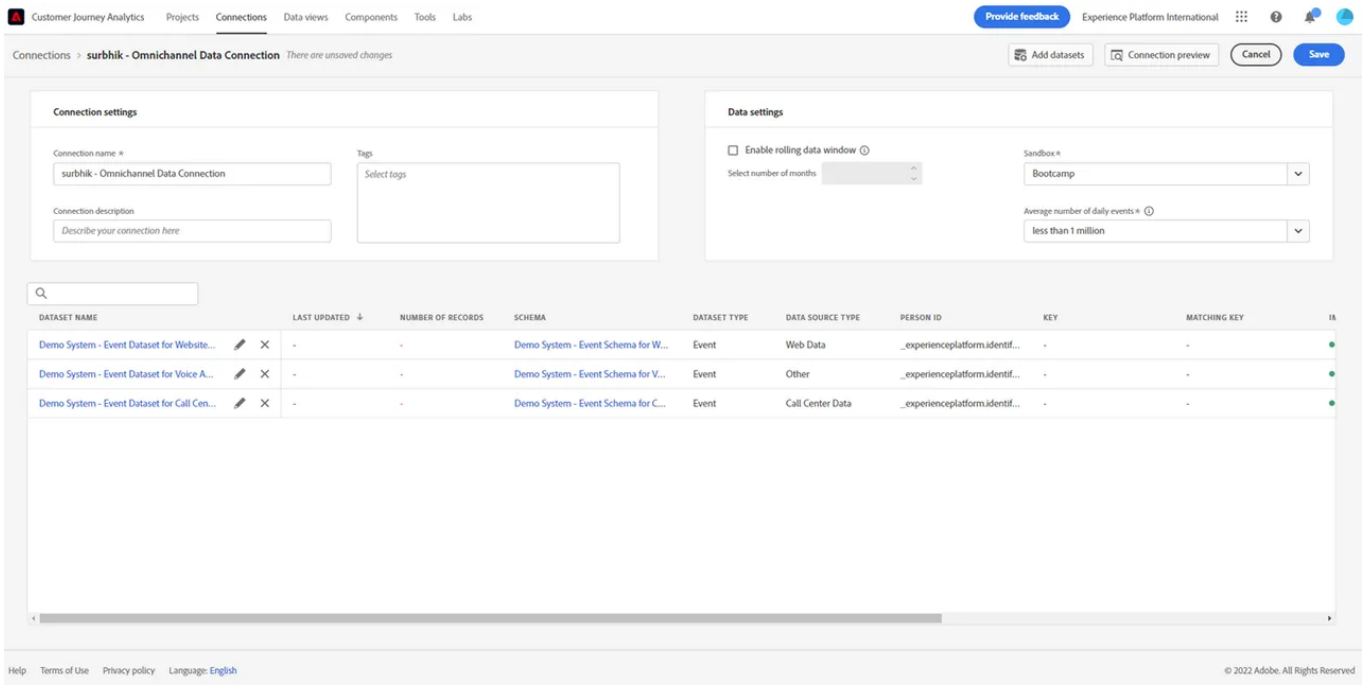
Understand the Customer Journey Analytics workflow

Before starting the next exercises it's key to understand what steps are needed to bring data from Adobe Experience Platform into CJA in order to visualise it and get some deep insights. It's what we call CJA Workflow and will be covered by a live demo.



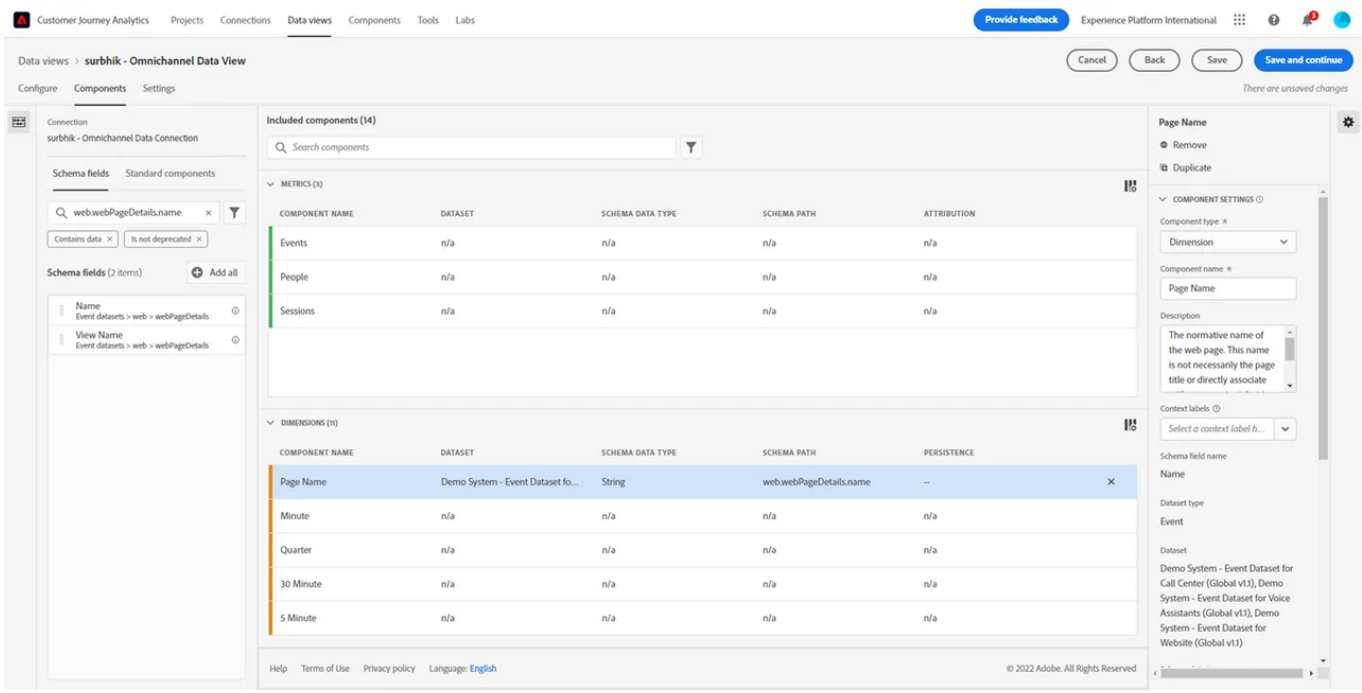
Step 1 & 2 : Get data into Adobe Experience Platform

Step 3: Create a **CJA connection**- A CJA connection allows you to combine multiple Experience Platform datasets into a single analysis environment in Analysis Workspace.

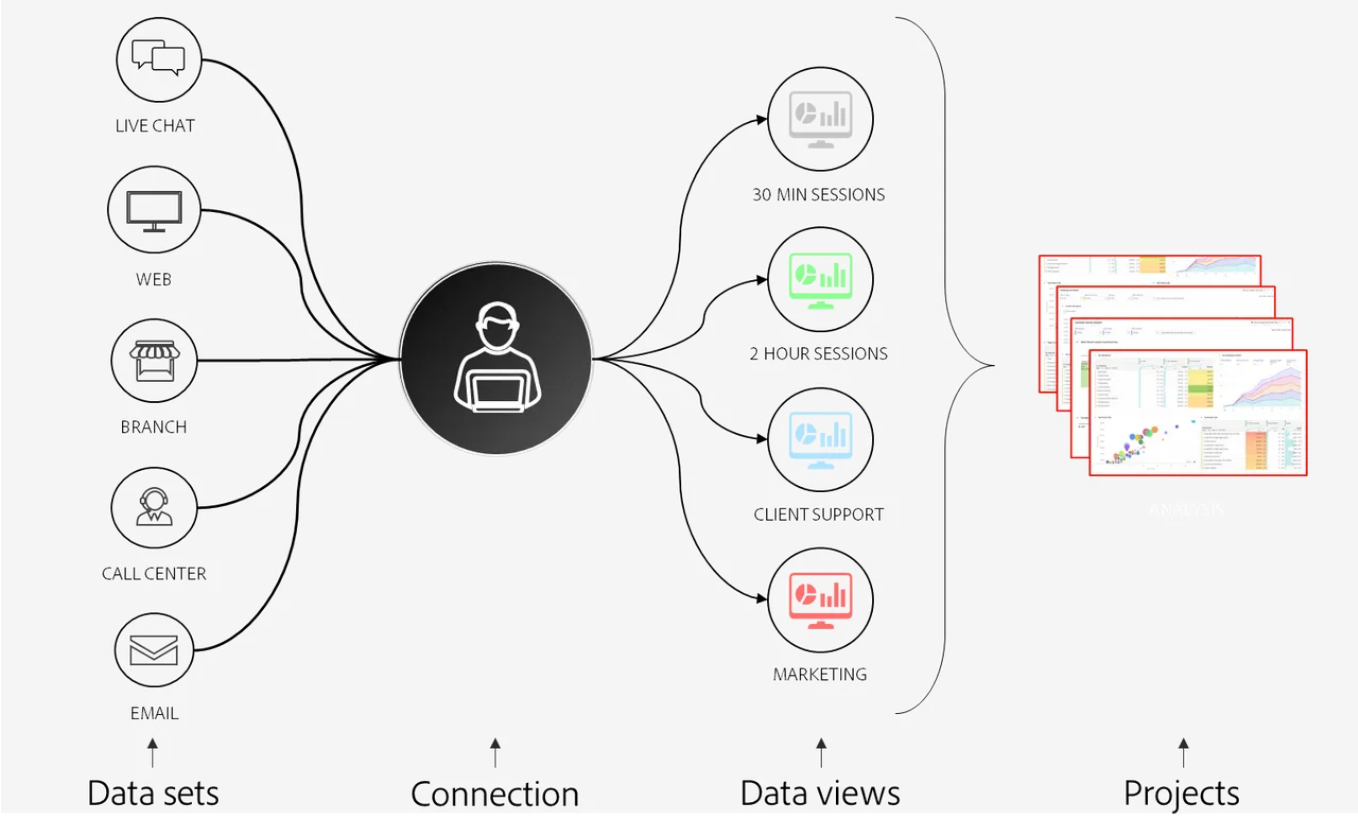


Step 4: Create **CJA data views** - Data views sit on top of your connections and act as a metrics layer for your data. They give you a consistent view of dimensions and metrics with the right transformations applied in just the right way so that anyone accessing data through CJA can speak the same language and use the same data

In Data views, you can use Derived Fields, to retrocatively apply complex data changes on-the-fly, without the need to rewrite or reingest the data.



Step 5: Analyse in **CJA workspace projects**.



Exercises

4.1 Get familiar with the CJA UI & Person centric Insights

Learn all about the Customer Journey Analytics UI & Person centric insights.

4.2 Use case: Call center deflection insights

Learn about omni channel insights, analyse top pages that led to calls.

4.3 Use case: Cross Channel Attribution

Learn about how to apply different attribution models and see the impact on non-digital channels.

4.4 Put insights into action

Learn how to take your insights in the form of an audience into action using Real-Time CDP and Adobe Journey Optimizer.

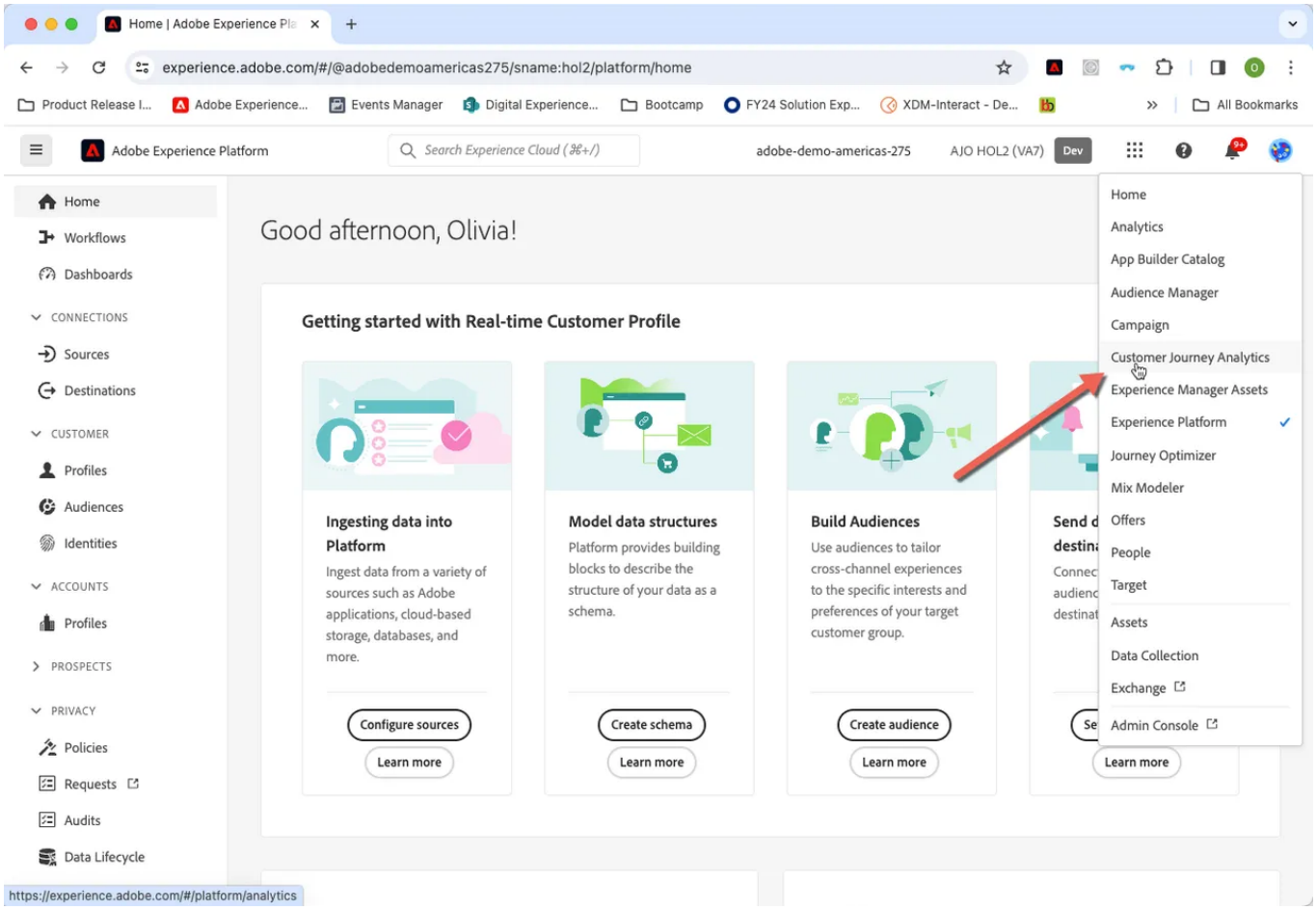
3.3.2. 4.1 Get familiar with the CJA UI & Person centric Insights

Exercise:

In this module you will familarise yourself with the Customer Journey Analytics (CJA) UI and how you can start to analyse data at a **person** level.

Access CJA

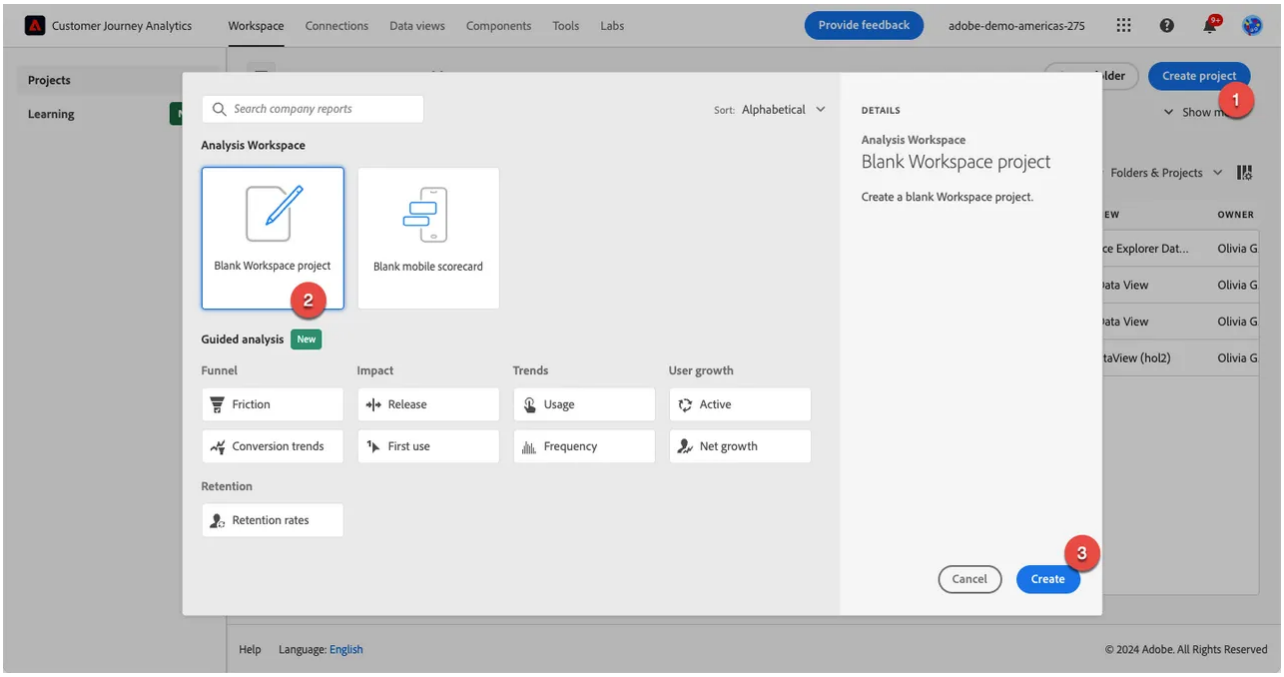
Click on the 9 dots on top right and select Customer Journey Analytics.



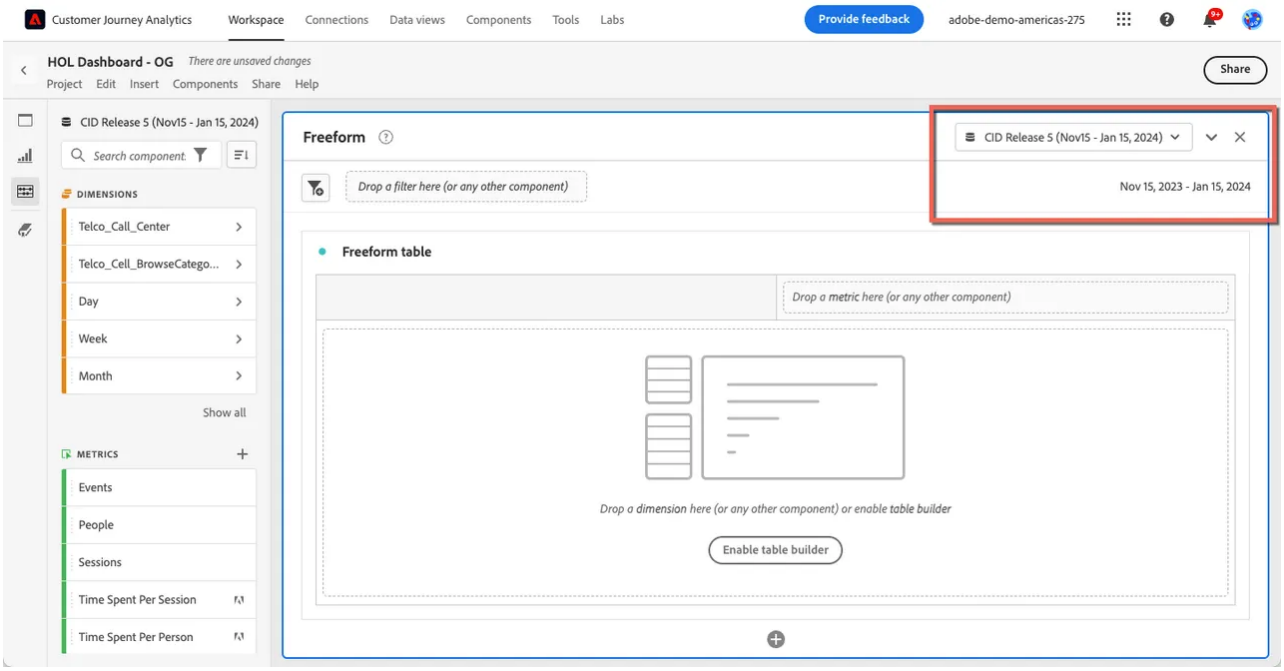
Introduction to the UI

4.1.1 Create a new workspace project

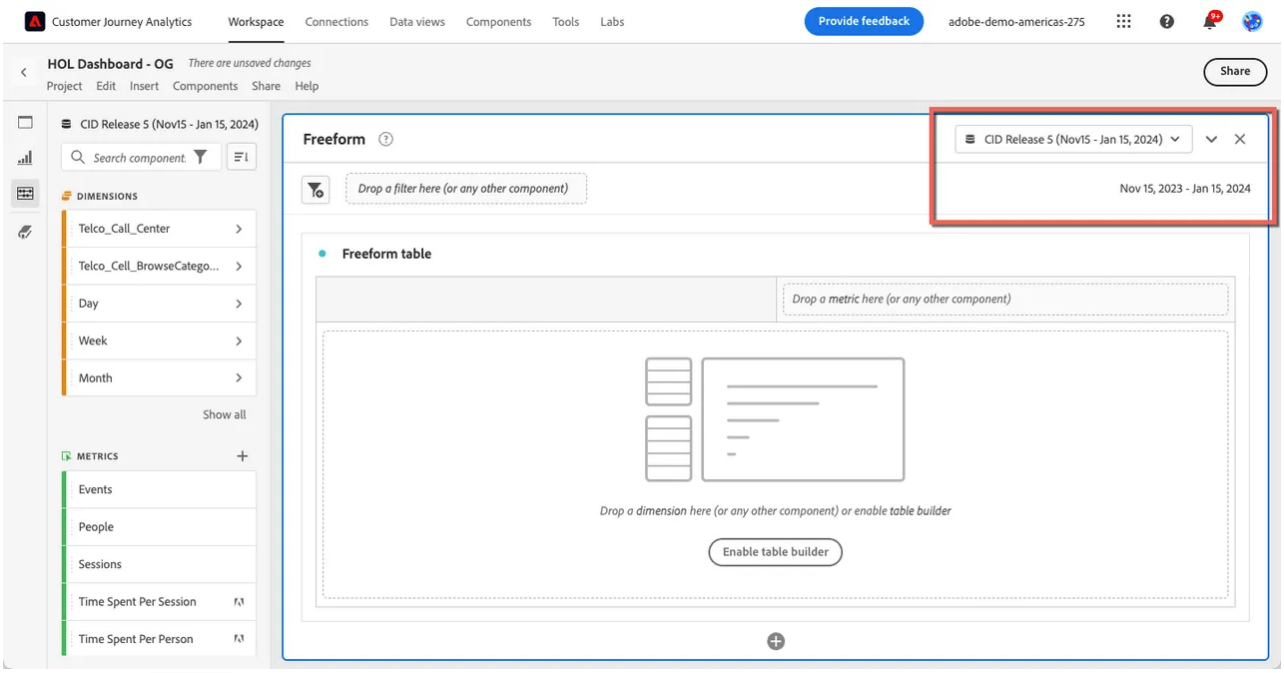
1. Create a new workspace project



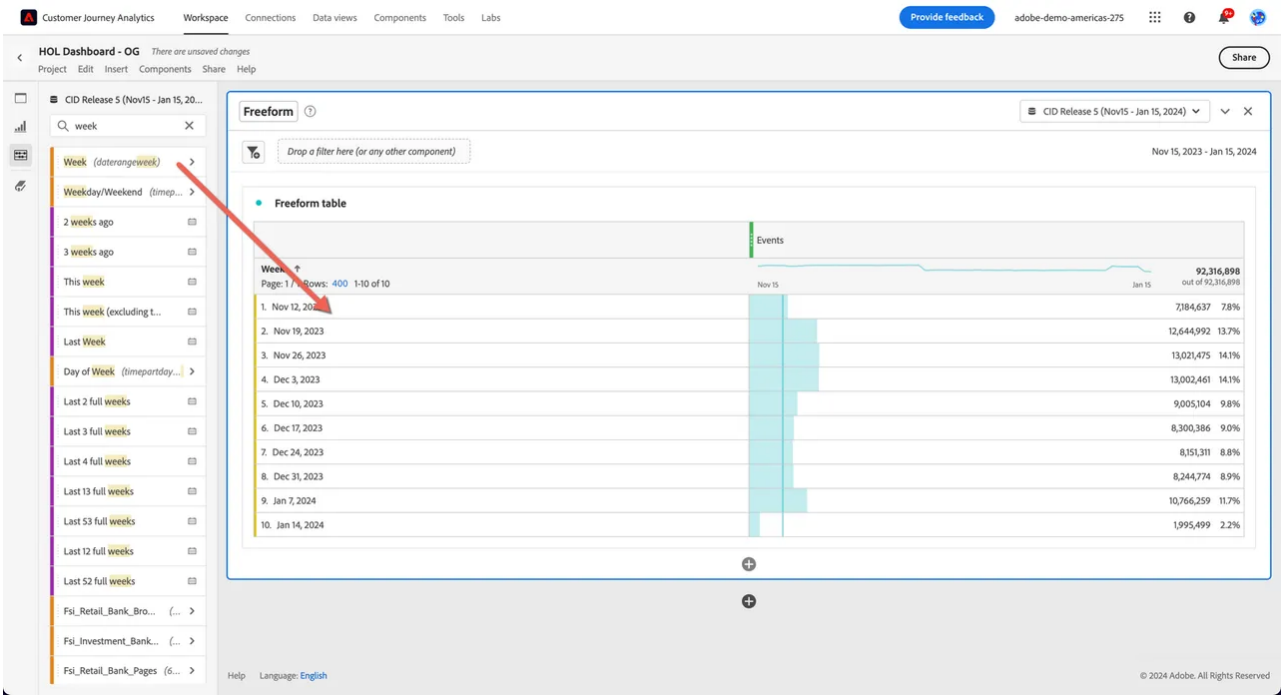
2. The left side rail contains the Panel menu (where new panels can be dragged to the project), the Visualisation menu (where visualisations can be dragged to a panel), and the Components menu (where Dimensions, Metrics and Filters are found and can be dragged to the panel visualisations). Ensure that the `CID Release 5 (Nov15 - Jan 15, 2024)` is selected in the Data View selector



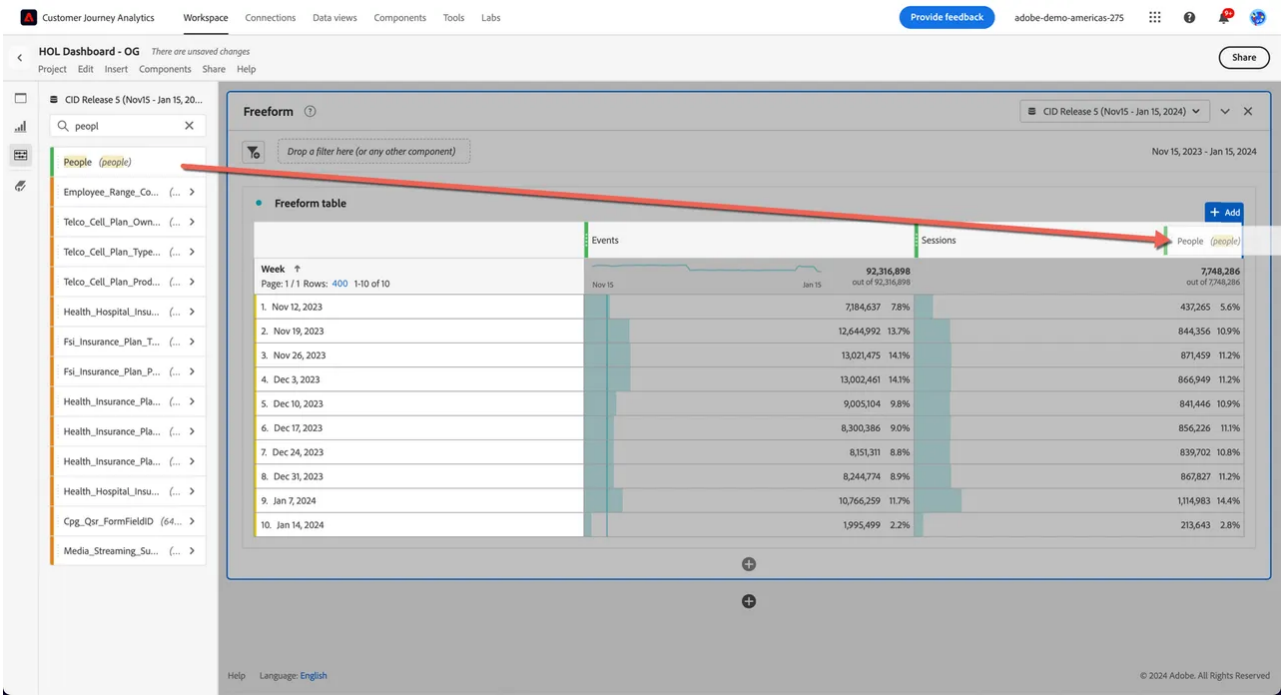
3. Set Reporting Date Range to **Nov 15 2023 - Jan 15, 2024** from table below and click **Apply**.



4. Drag the `Week` dimension from the Components menu and drop it into the Freeform Table visualization in the Panel.

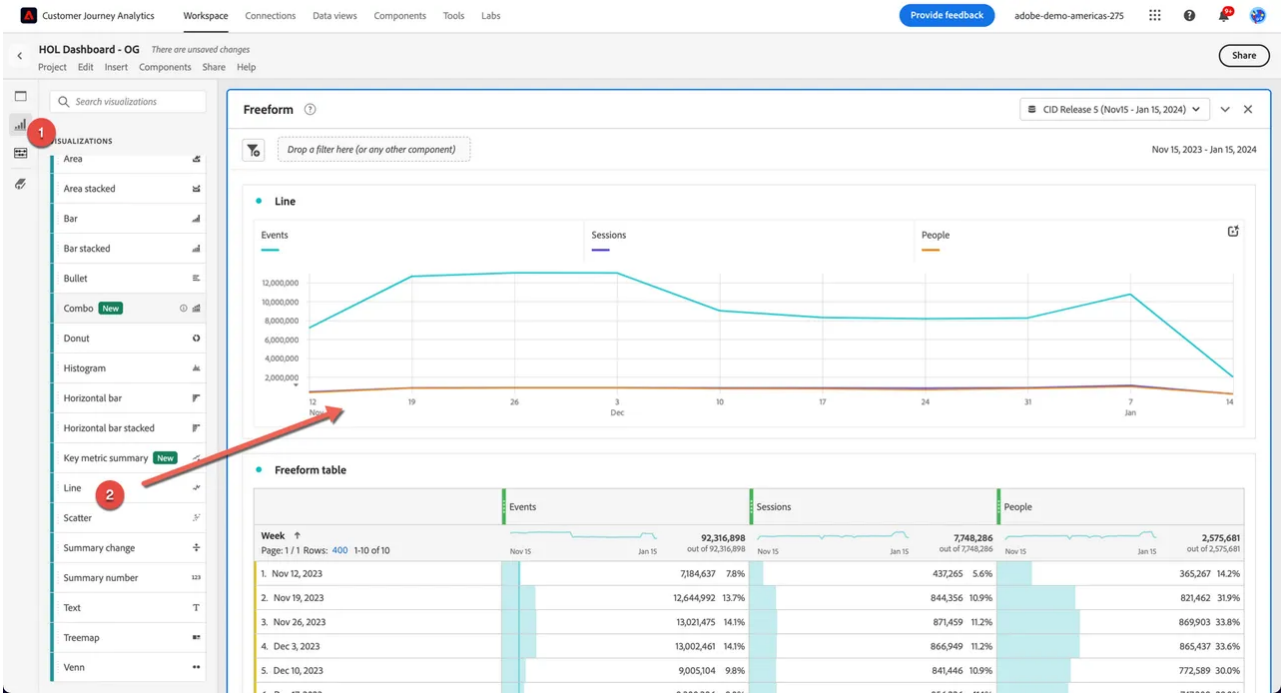


5. Drag the `Sessions` and the `People` metric from the Components menu and add these to the table

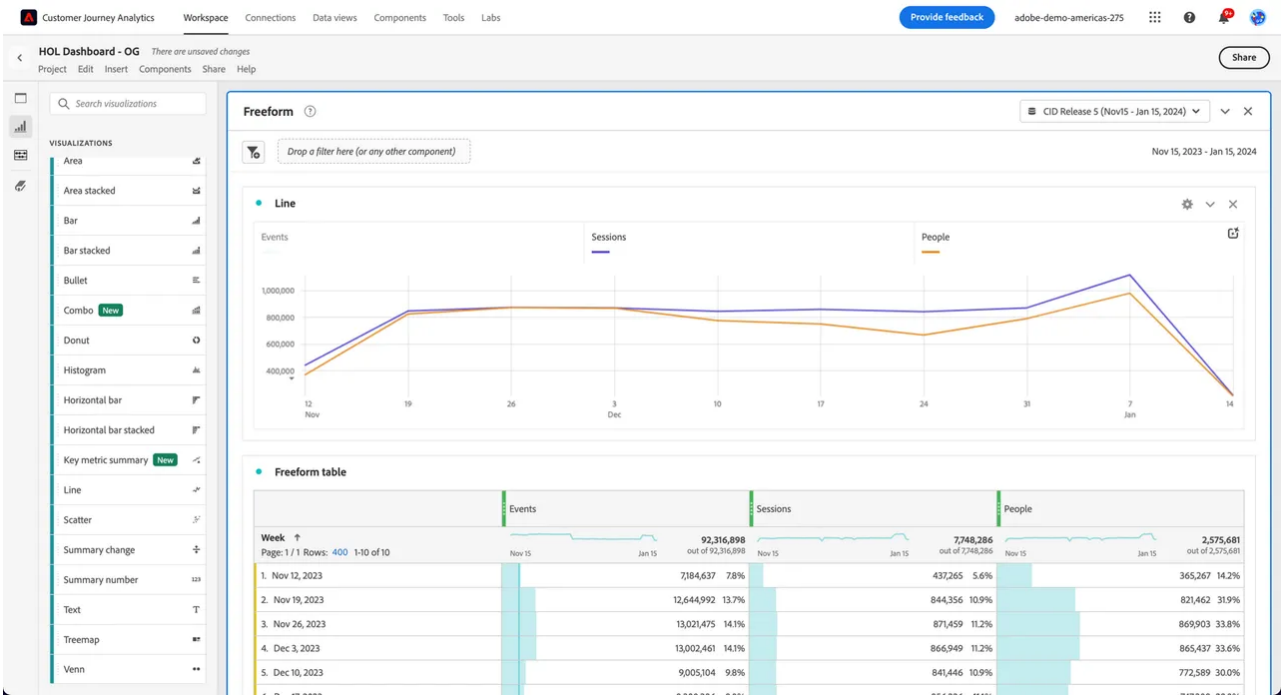


4.1.2 Add a line visualisation

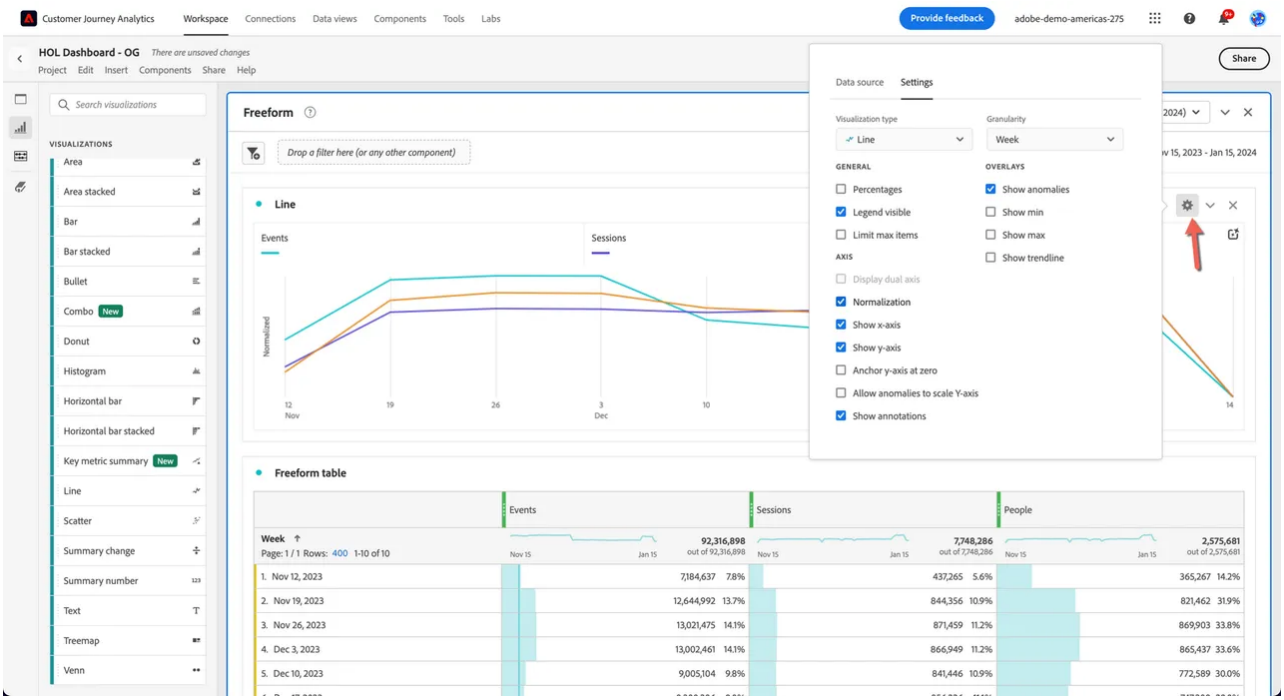
1. Click on Visualisations in the left menu and drag the Line visualisation to the Dashboard panel above freeform table.



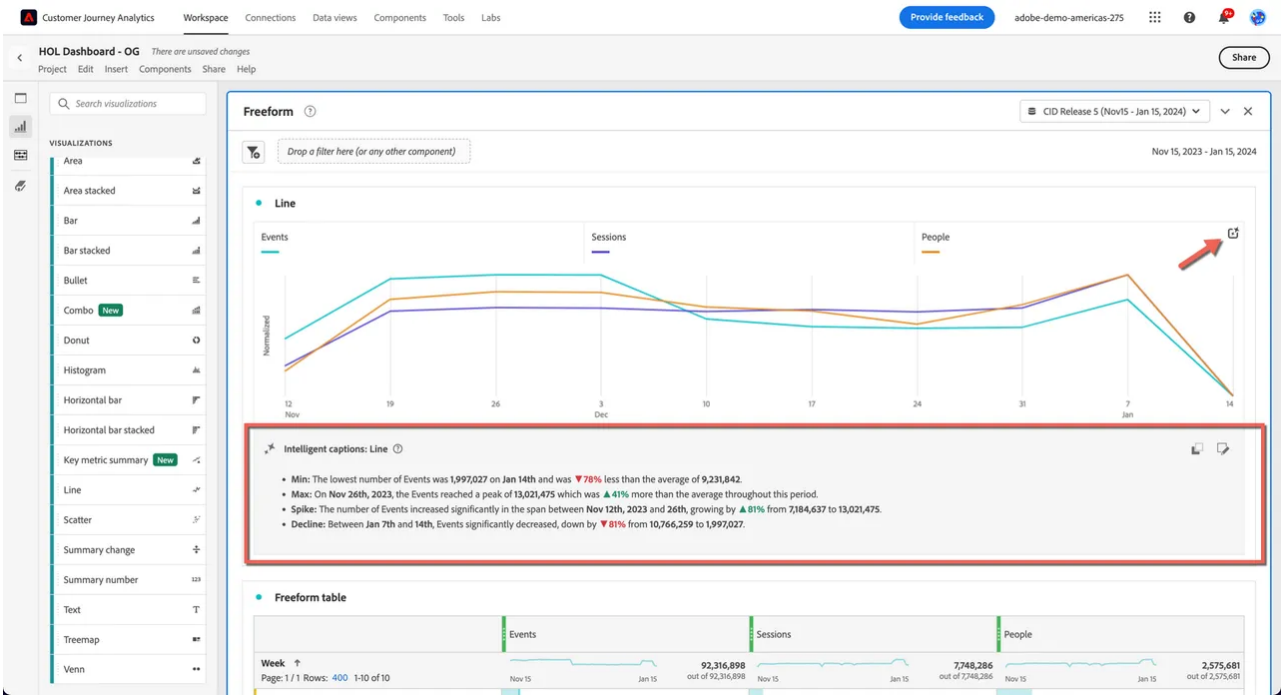
2. The Line visualisation will automatically connect to the data table closest to it and will visualise the dimensions and metrics in that table. The dimension is the x-axis and the metrics are trended. You can click individual metrics to disable them in the visualisation.



3. You can adjust the settings of the visualisation by clicking on the cog icon at the top right.



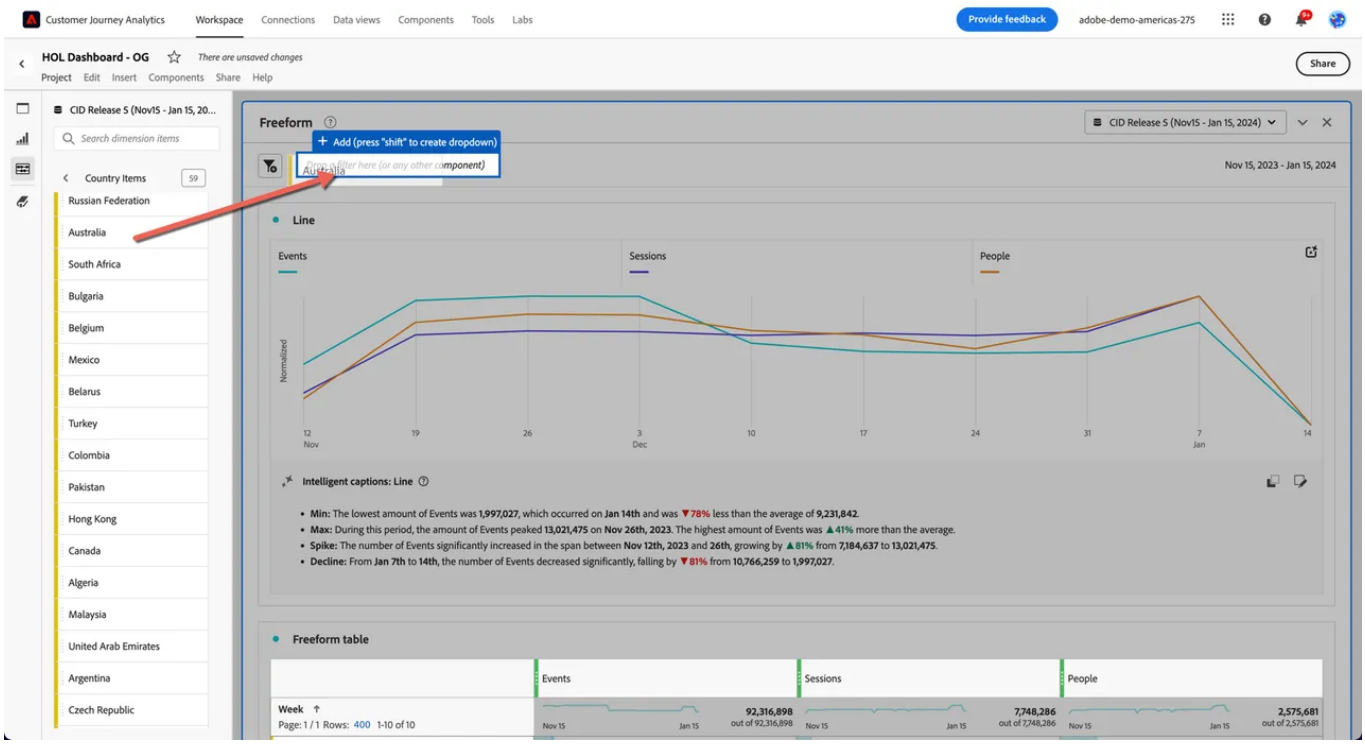
4. You can use Adobe Sensei to generate intelligent captions describing the trends seen from your data by clicking the AI icon in the top right.



4.1.3 Add a filter

In CJA, your events will be linked to your profile (at least for offline event and logged in session), so you can use your CRM data to filter your data.

1. Search for `Country` in the left panel.
2. **Press Shift** & Click on the ">" icon just right of **Country** and drag it to the filter section . This will create a drop down of different countries that you can filter the metrics on.



4.1.4 Save your project

1. Now would be a good time to save this Project so we don't lose any of our work.
2. Click on Project and then Save, or Control/Command S to open the Save Project window.
3. Name the project `<your lastname>_ DataBootcamp` and select **Company Folder** to store it in. Then click to Save the project.
4. Click Save Project.

Exercise Checklist:

- [ ] Able to drag & view `Sessions` & `People` by `Week` in Analysis workspace
- [ ] Able to save your CJA project as `<your lastname>_ DataBootcamp`

```
Congratulations! You have created your first CJA project!
```

3.3.3. 4.2 Use case: Call center deflection insights

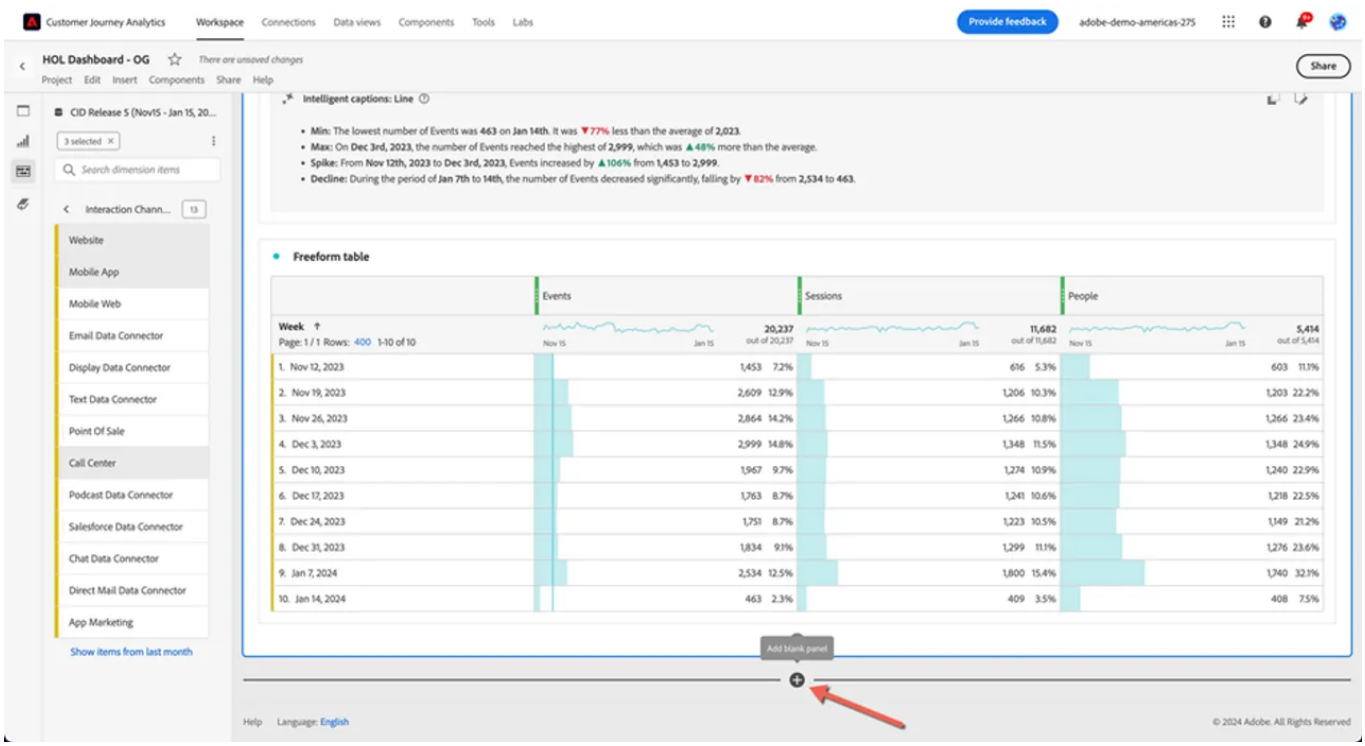
Exercise:

Use case: Call center deflection - I need to understand which digital experiences can be improved to reduce the calls to our call center. e.g. Understand what pages drove the calls to the call center.

For this exercise, we'll analyse the top call reasons to the call center and use the flow visualtion to understand what were they doing on other channels before calling the call center.

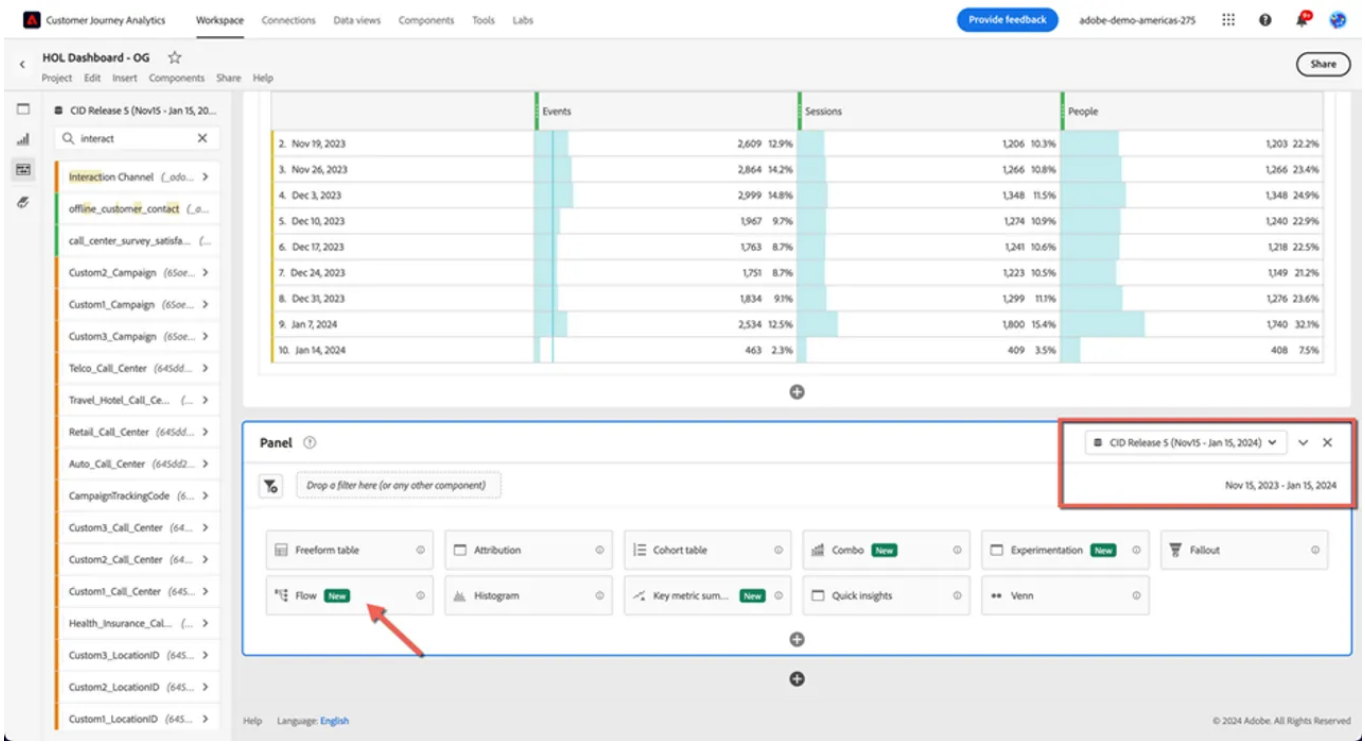
4.2.1 Understand the top call reasons to the call center

1. Add a **new blank panel** to our dashboard by clicking the **+ icon** at the bottom of our dashboard.



2. Ensure that the `CID Release 5 (Nov15 - Jan 15, 2024)` is selected in the Data View selector and the reporting date range is **Nov 15 2023 - Jan 15, 2024.** Then select the **Flow**

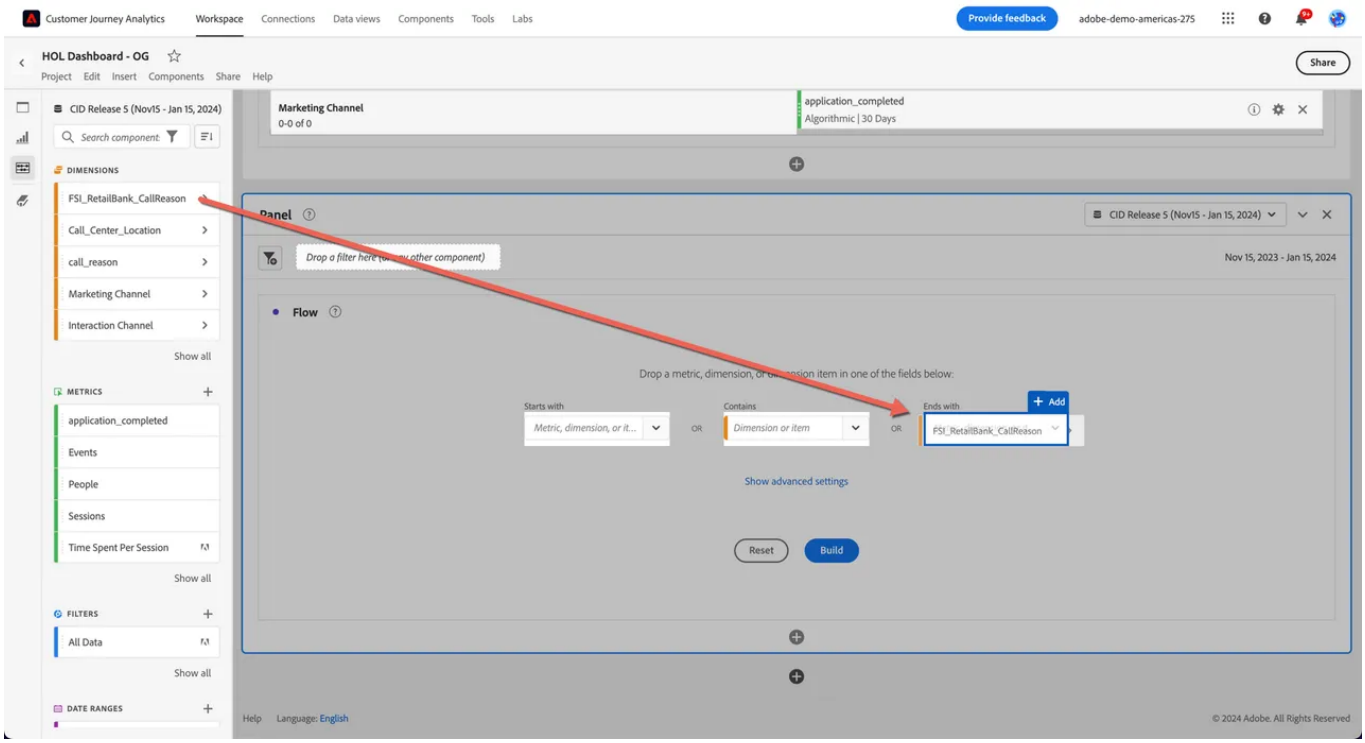
visualisation from the options presented.



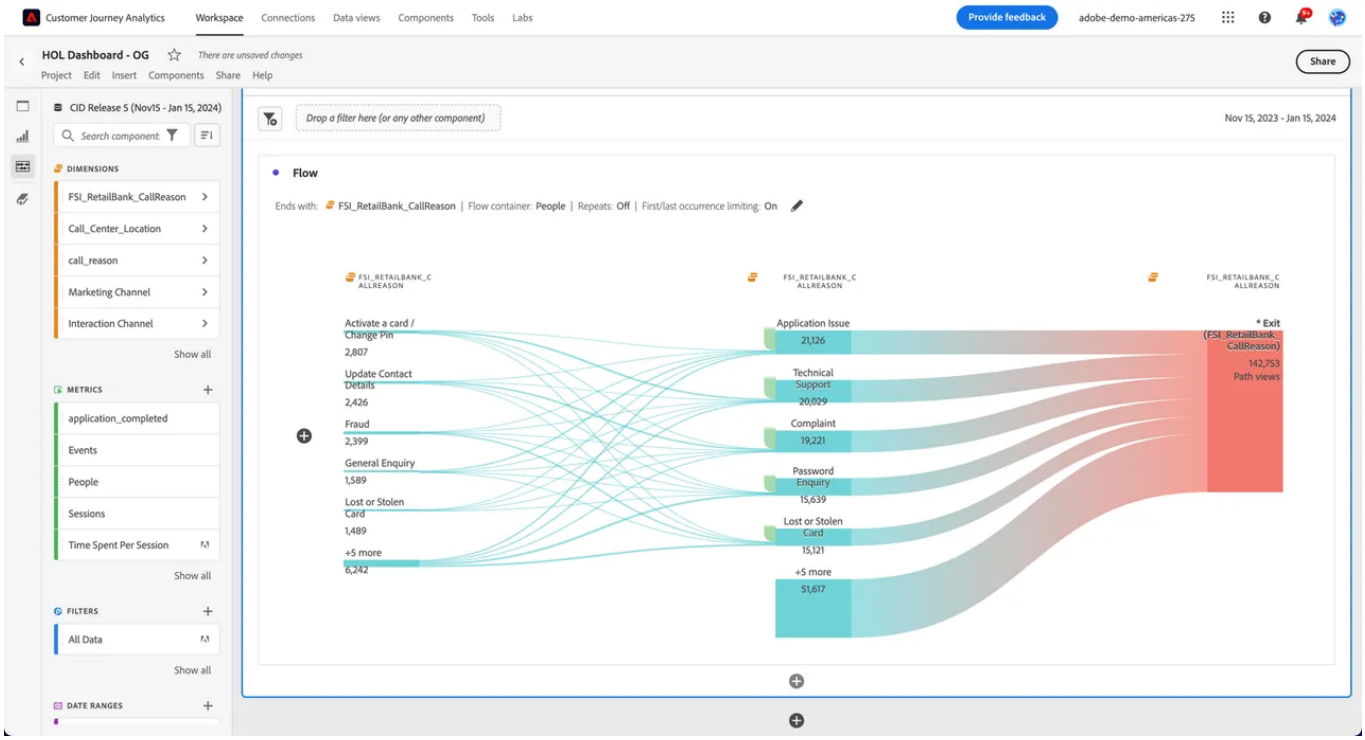
Notes on Dimension configuration:

- Dropping a dimension as the Entry point will show the top first values seen in that dimension either at a Session or Person level
- Dropping a dimension as the Exit point will show the top last values seen for a dimension at a Session or Person level
- Dropping a dimension or a dimensional element in the middle will show you how often that element is the entry or exit, as well as the top elements a person saw prior or after from a pathing perspective. This can also be configured at the Session or Person level.

3. Drag the `FSI_RetailBank_CallReason` dimension and drop it in the Exit drop zone. Then click **Build.**



This shows us the top Call Reasons for customer calls into the call center.

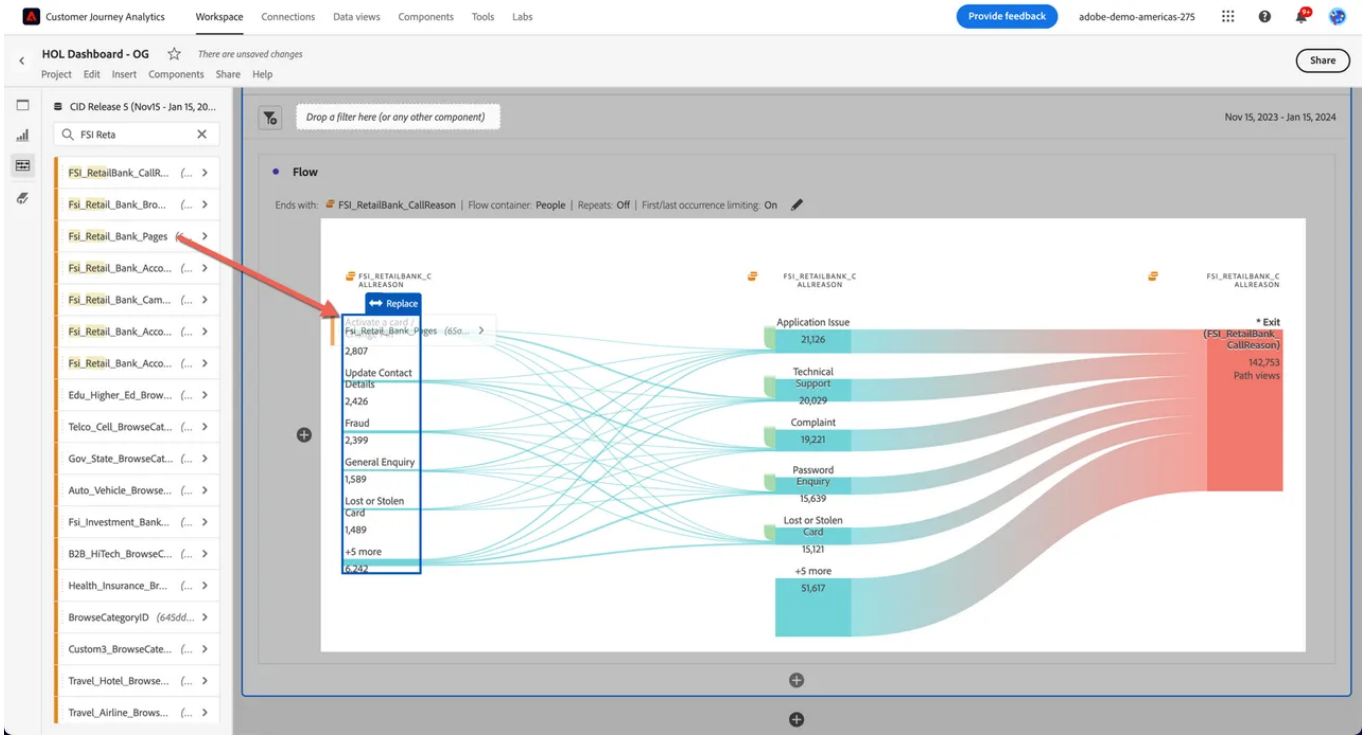


4.2.2 Understand which pages drove the calls

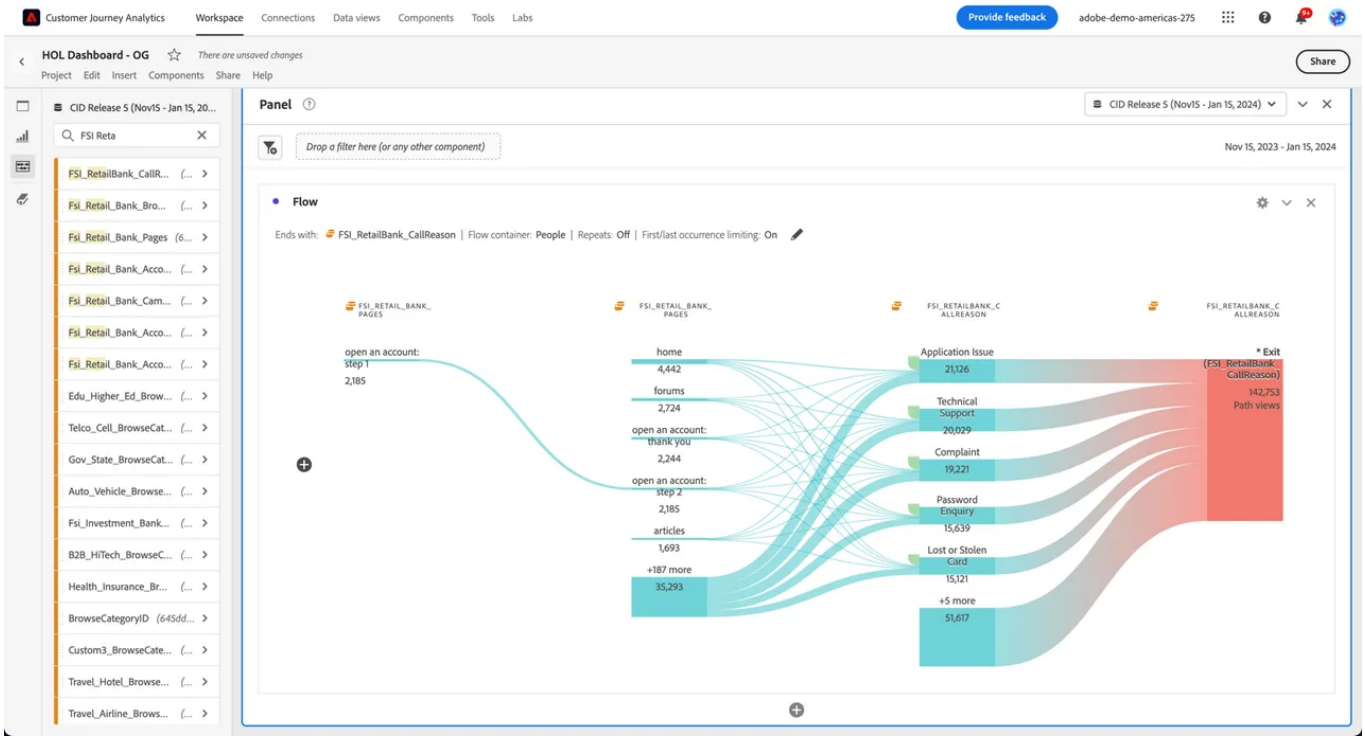
One very powerful capability the Flow visualization supports is the ability to mix and match the dimensions being used.

1. Drag the `FSI_Retail_Bank_Pages` dimension and drop it to replace the left most column of the flow visualisation. The result is a view into the top pages customers

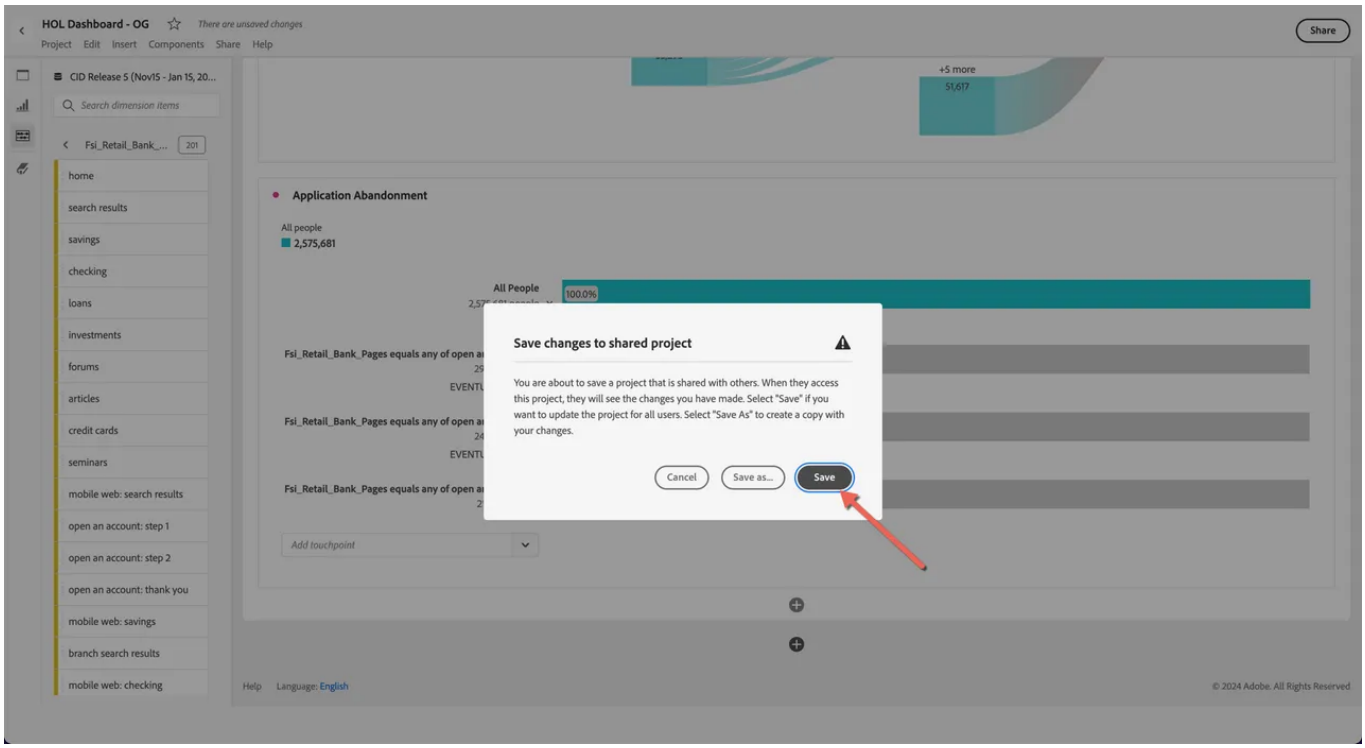
interact with prior to a call, broken out by call type:



2. Drill into any of the pages to see what customers interact with prior to that on their path to a call. We can see many customers are visiting the self help forums and still not finding an answer before calling in to the call center with an Application Issue. There could be value in running some optimisation tests on those pages.



6. Finally hit **Ctrl/Command S** to save your project.



This can be very powerful in understanding customer journeys across channels. Other use cases could be to analyse how are customers moving across different channels or post a campaign click.

Exercise complete checklist

- [ ] Able to view the top call reasons to the call center
- [ ] Able to find the top pages leading to the calls. (This insight can then be fed back to the digital team for any optimisation)

3.3.4. 4.3 Use case: Cross Channel Attribution

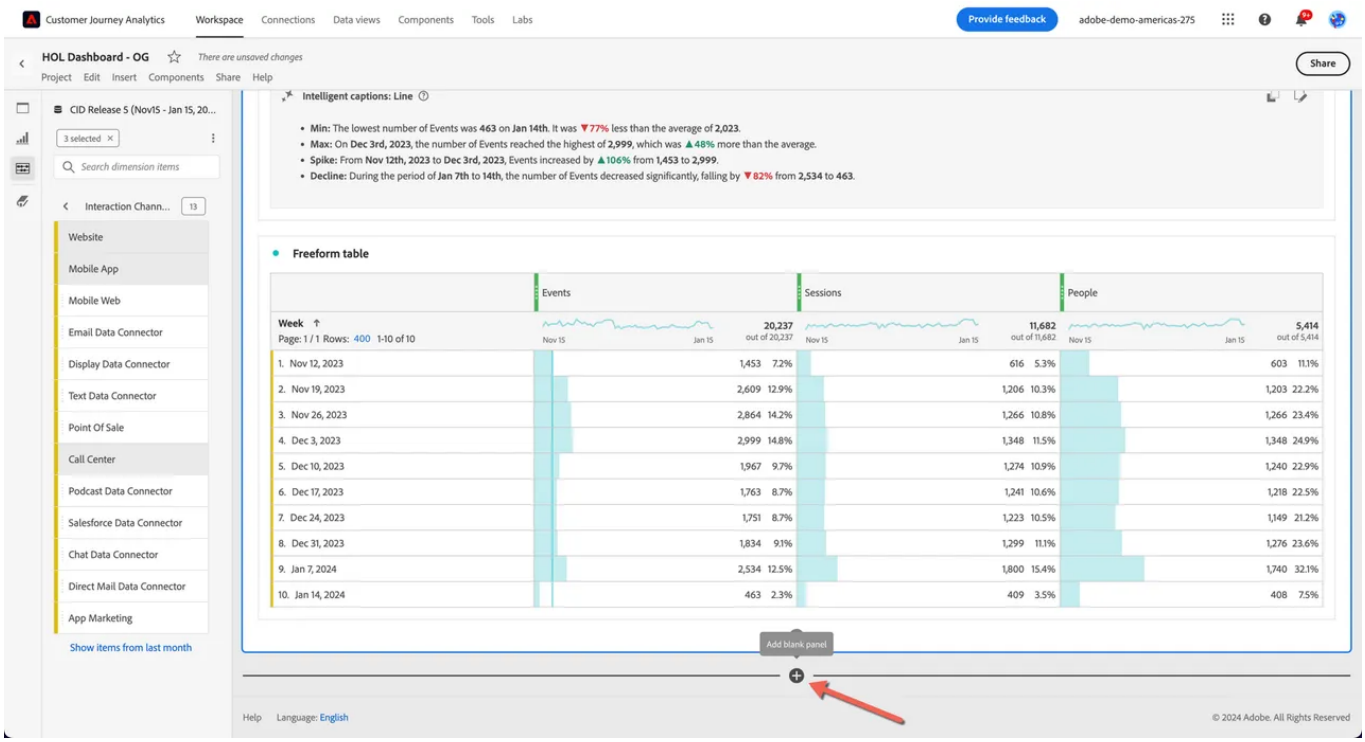
In most cases people think of measuring the influence of marketing touches on driving conversions when talking about attribution. Attribution IQ supports this use case very well, but it can also be used for many other use cases. When used in CJA we can measure the influence that any data point has on driving an event of interest, for example, measure the influence of web pages on driving calls.

Exercise:

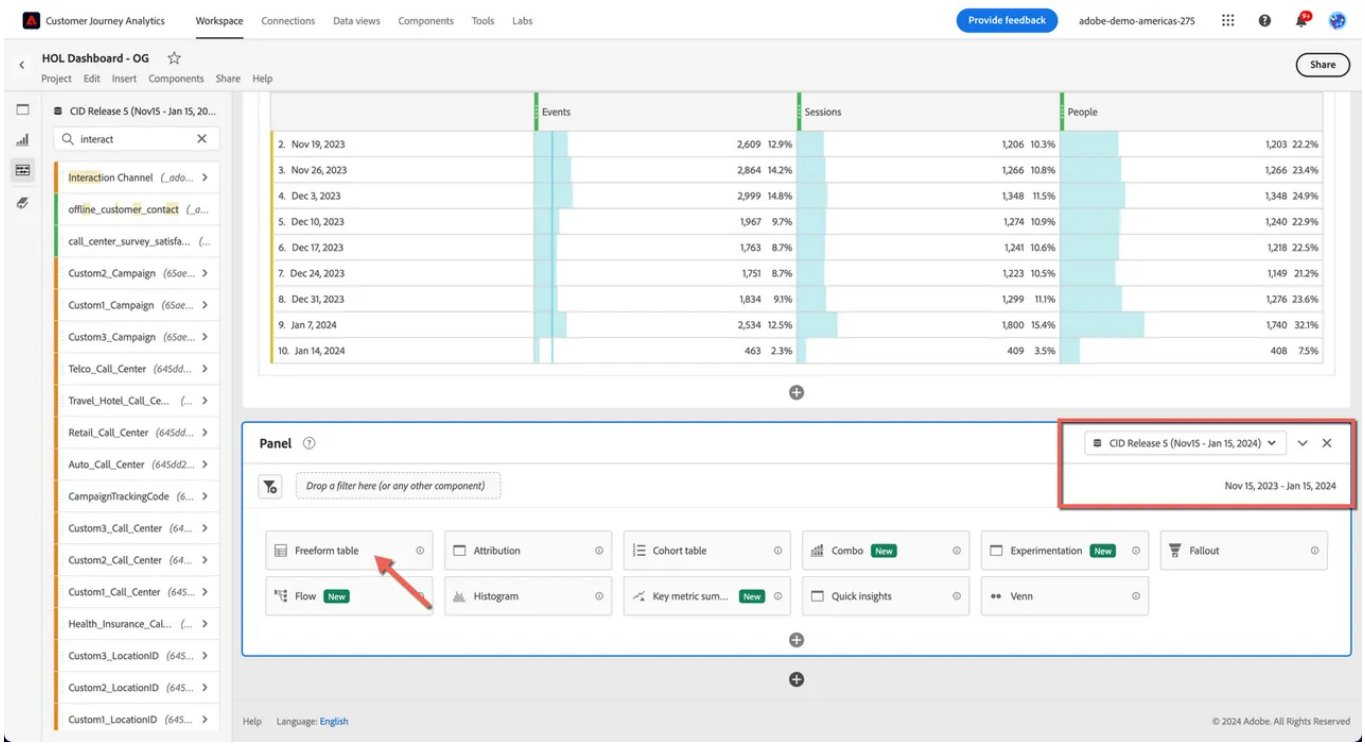
In this exercise we will use CJA to understand how your marketing campaign (email, Facebook, etc) impact your online applications, but also applications that may have been completed offline in a branch or via the call center. As those events are not directly linked (several days can pass between a marketing campaign and an application), we need to define the attribution method.

4.3.1 Analyse the application submission by Marketing channels

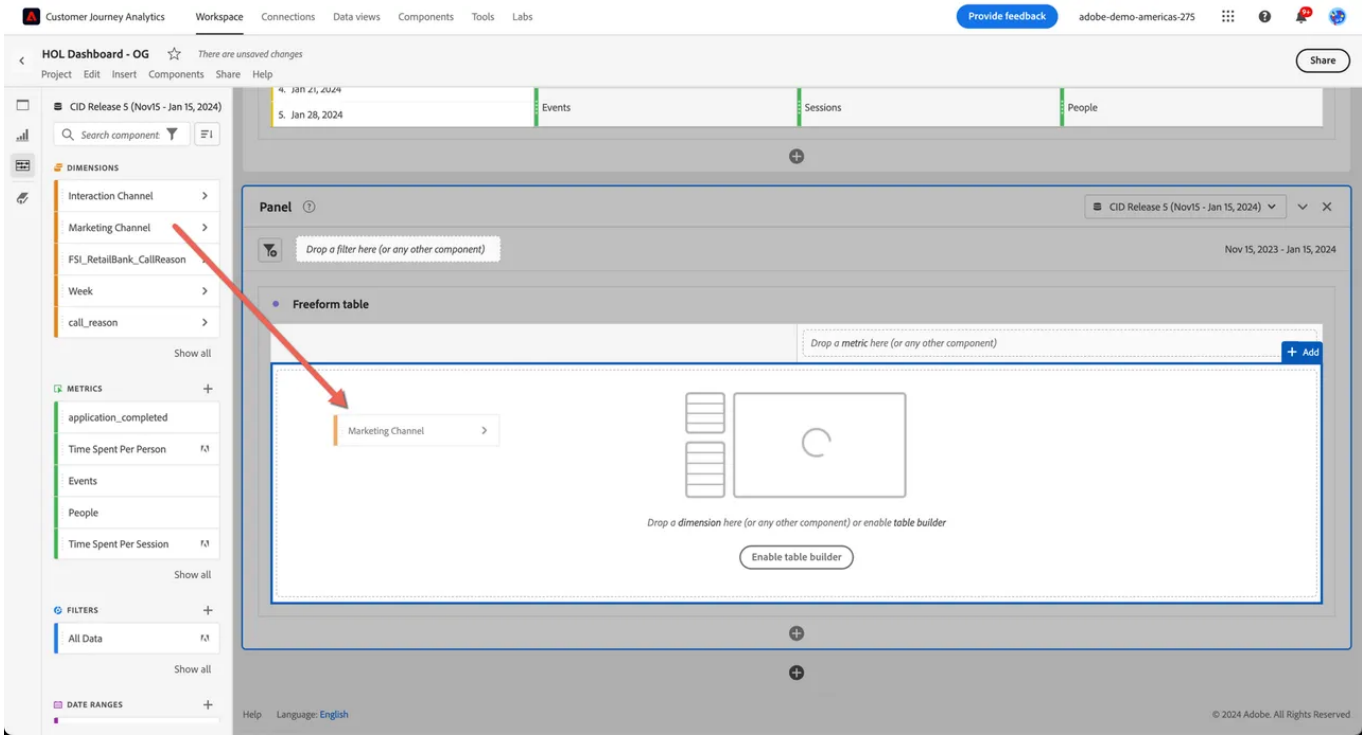
1. Add a **new blank panel** to our dashboard by clicking the **+ icon** at the bottom of our dashboard.



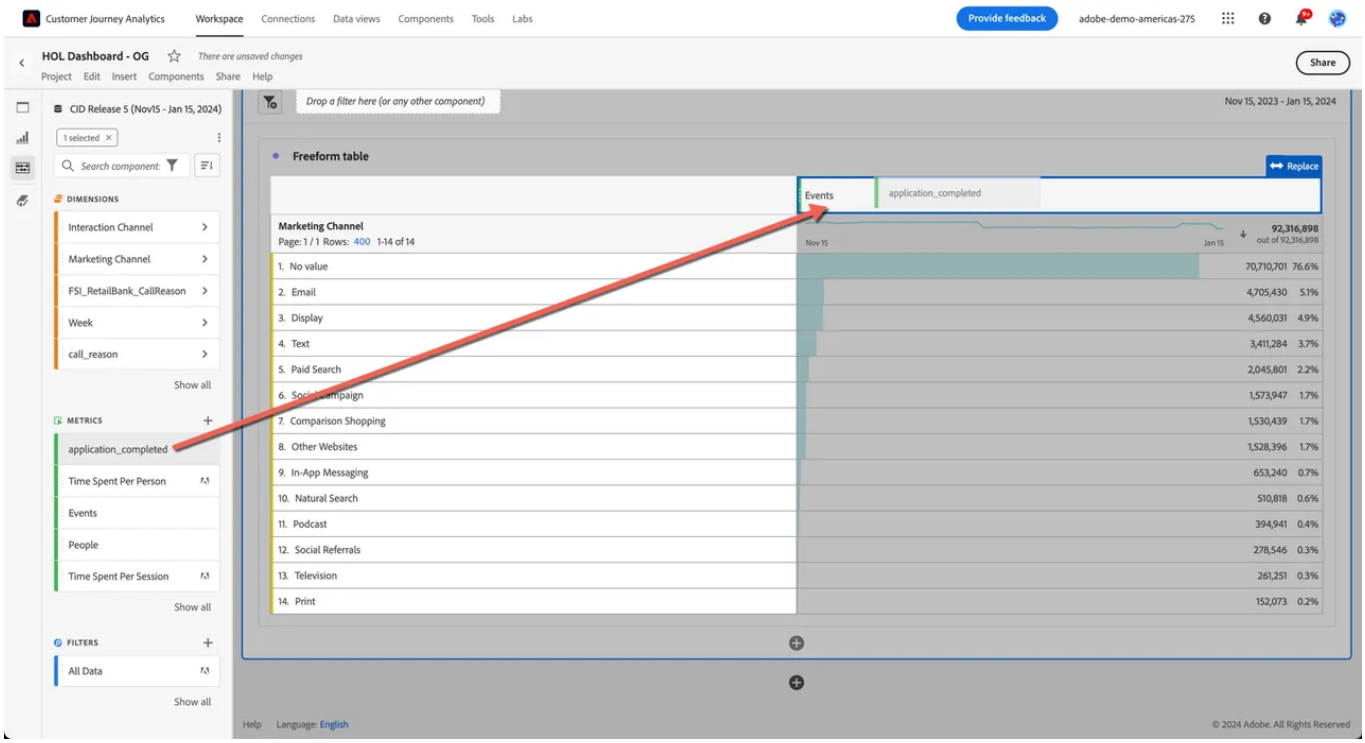
2. Ensure that the `CID Release 5 (Nov15 - Jan 15, 2024)` is selected in the Data View selector and the reporting date range is **Nov 15 2023 - Jan 15, 2024.** Then select the **Freeform** visualisation from the options presented.



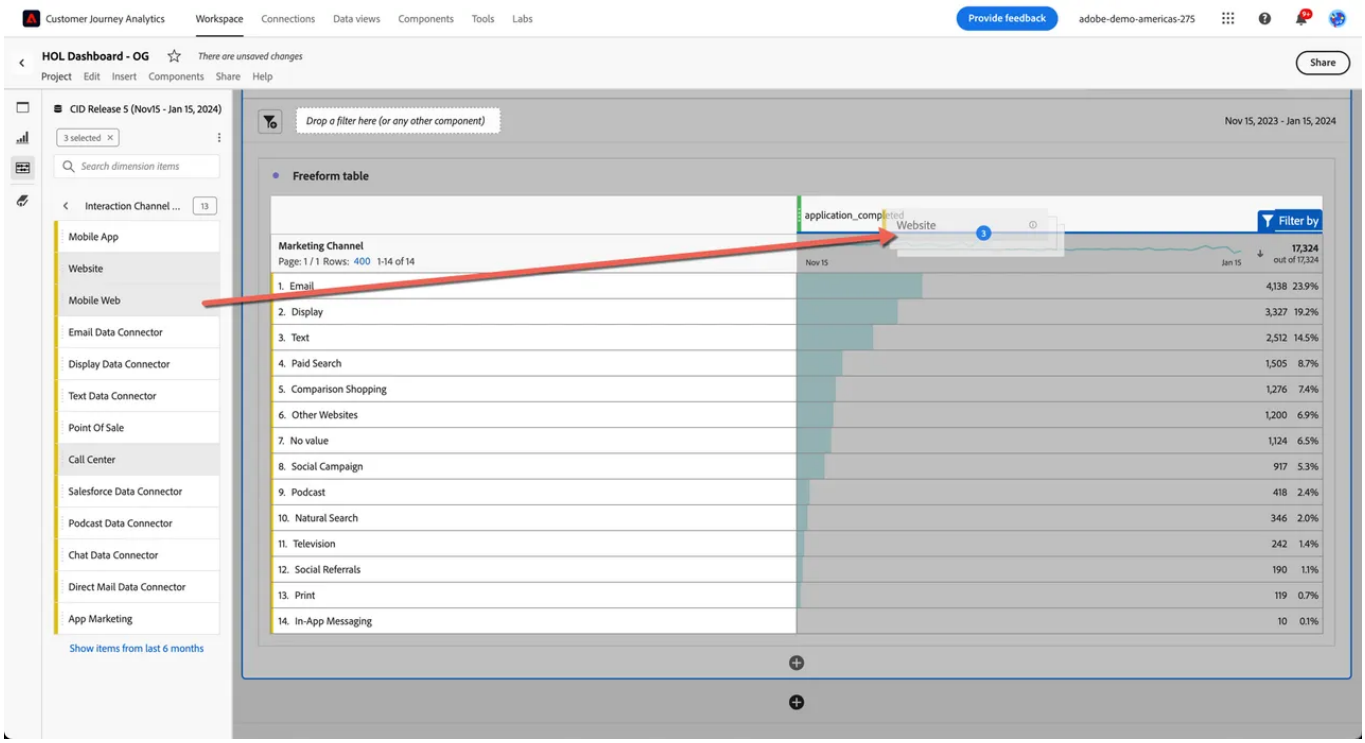
3. Drag & add the dimension `Marketing Channel` to your freeform.

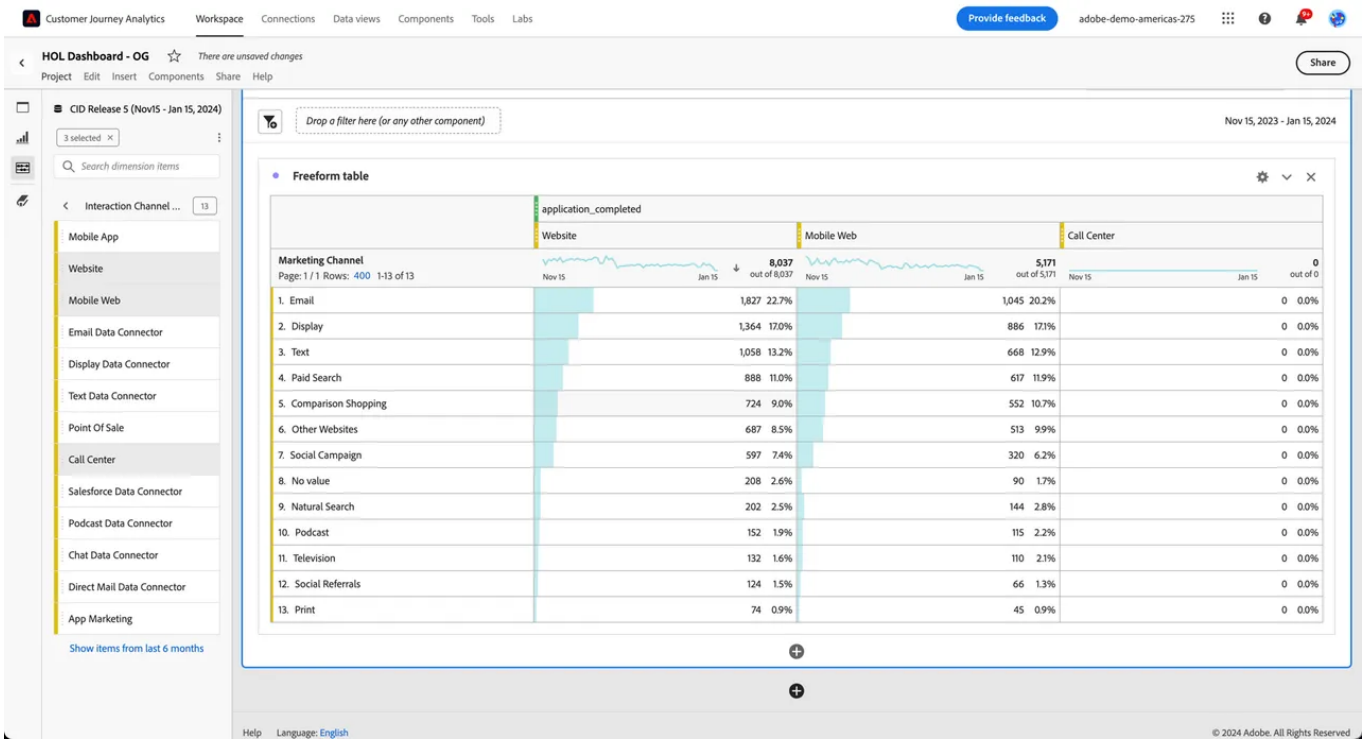


4. Now take the `application_completed` metric and **replace** the default **events** metric in your freeform.



5. You can see we now understand better which marketing channels are attributing to our application submissions. But the data we have in CJA is not just online data, we are also collecting application submissions from offline channels such as the Call Center. Let's break down the submissions here by **Interaction Channel.** Click into the `Interaction Channel` dimension and select *(control + select)* just the **Website, Mobile Web** and **Call Center** and drag them under the application completed metric.

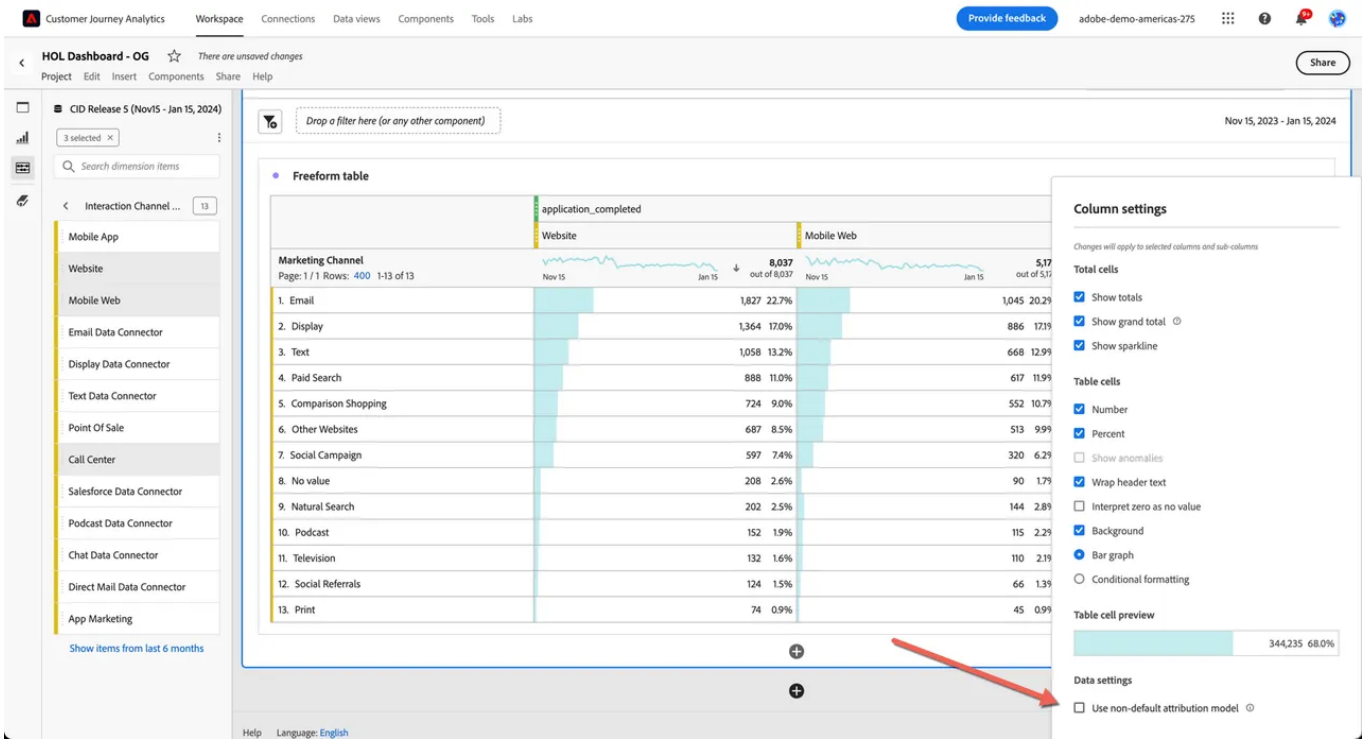




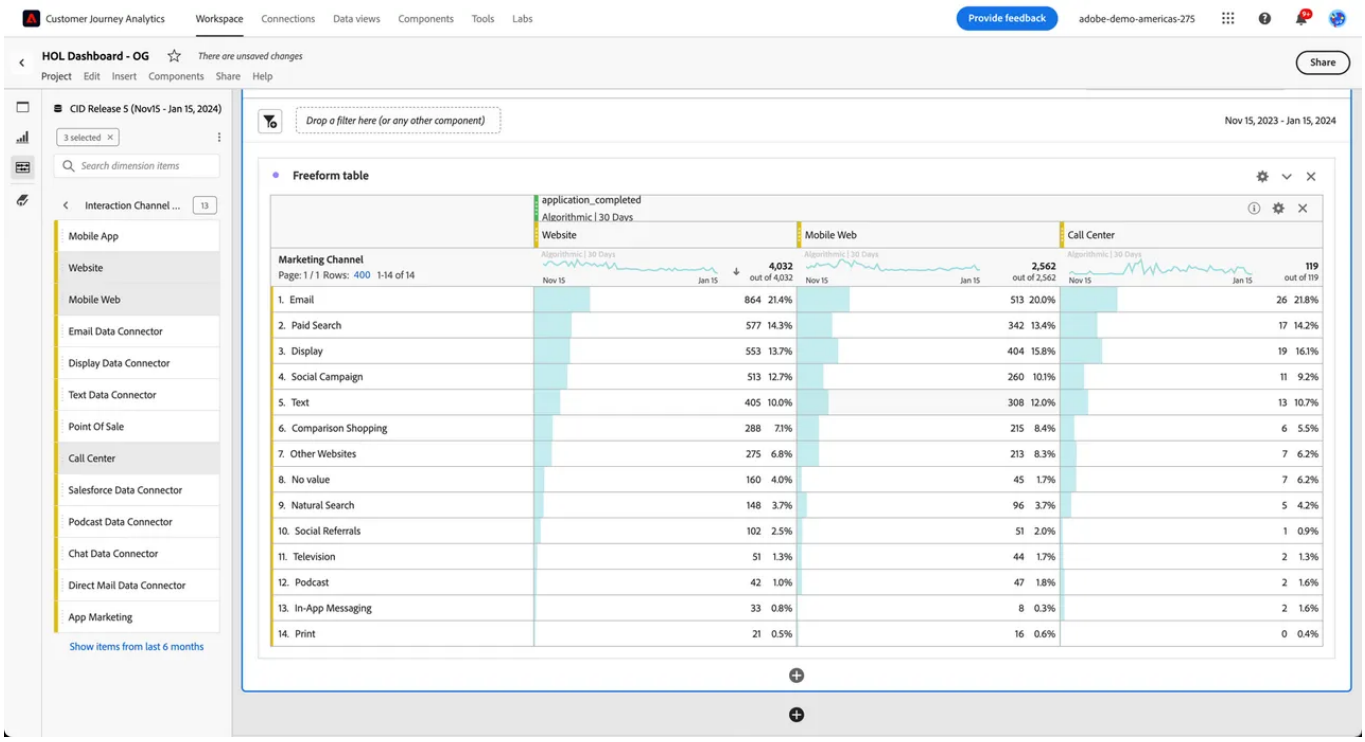
You can see we have applications completed on web and mobile web attributed to our marketing channels but not from the call center. This is because we use **Last Touch Session** attribution here, meaning we will consider that any submission is only due to the last communication your customer received within the same session. But maybe the call happened outside of the standard session time, or what if the customer received multiple communications. Let's see how values change based on the attribution model.

4.3.2 Apply the algorithmic attribution model

1. Click on the **tool** icon in your `application_completed` column. Then select to **Use non-default attribution model.**



2. Select `Algorithmic`, and define **lookback windows at 30 days.** By doing this, CJA will automatically calculate revenue by comparing conversion of people who have received this communication and people who haven't to determine what is the impact.



We can see now that multiple marketing channels have been influencing not only the online coversions but those completing offline also. Providing a more wholistic picture of the impact your marketing actions are having.

Exercise Complete Checklist

- [ ] Able to view `application completed` by different `marketing channels`
- [ ] Able to change the attribution model to view the impact of marketing campaigns on non digital channels

> Congratulations, this completes the exercise on Attribution

3.3.5. 4.4 Put insights into action

Publishing audiences provides a clear way to activate and to take action on insights found within Customer Journey Analytics. These actions might include:

- Using the audience for a journey in Adobe Journey Optimizer.
- Exporting the audience to a 3rd-party through a CDP destination.
- Enriching the Real-time customer profile with useful attributes derived from event-based data in Customer Journey Analytics.

The audiences you create in Customer Journey Analytics do not have to be based on datasets enabled for profile. You can ingest historical data into Experience Platform without enabling associated datasets and schemas for profile. Then use these datasets to discover relevant audiences in Customer Journey Analytics and publish these audiences to Real-time Customer Profile in Experience Platform for activation purposes.

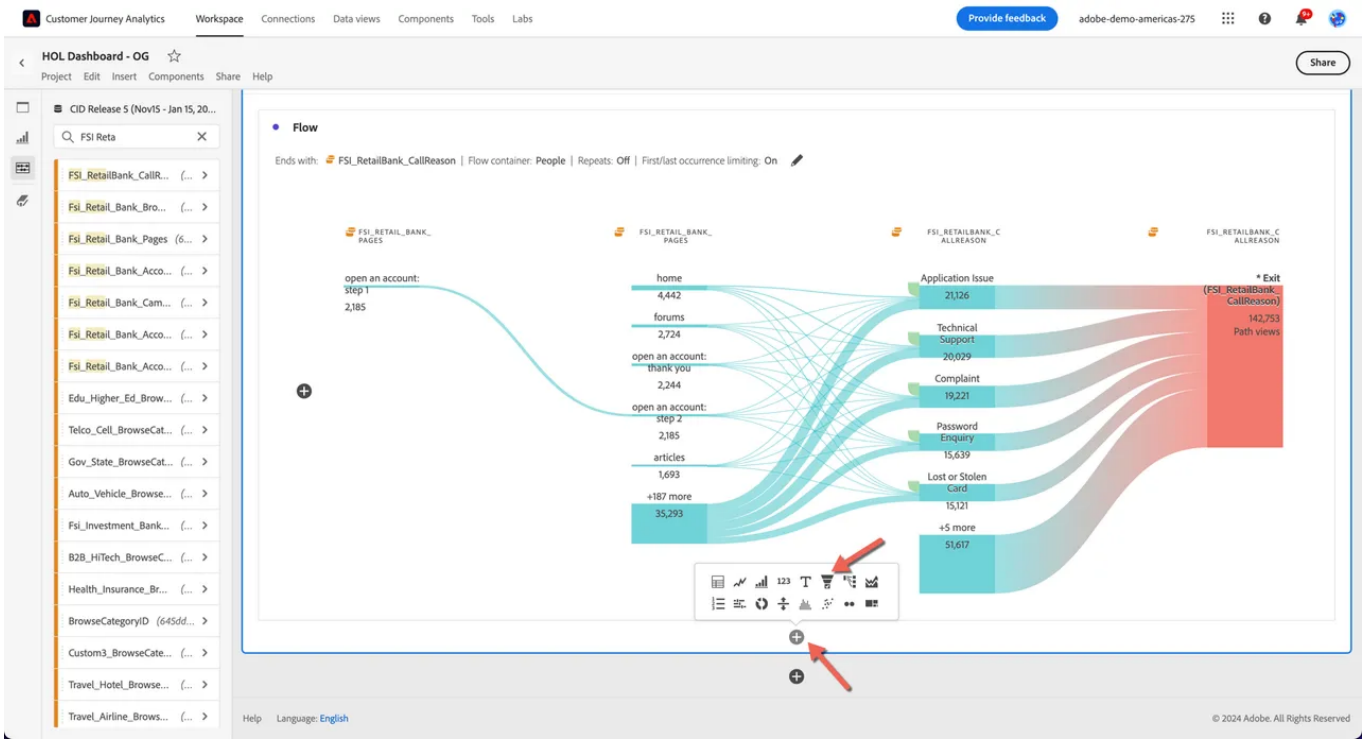
Exercise:

In this exercise, we'll use the application fall out audiences to be shared in AEP for activation via CDP or AJO.

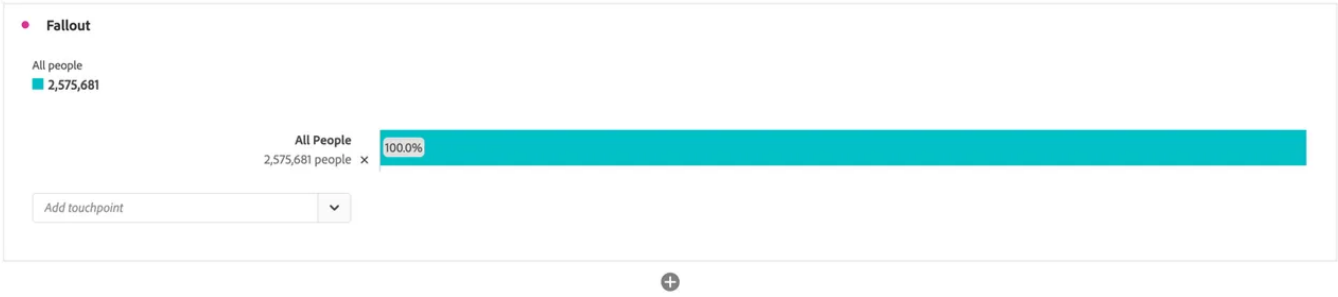
4.4.1 Understand the drop off point for applications to open an account

The Fallout visualisation is great for understanding customer paths when there are specific points or events you want to account for. For example, measuring which customers are starting a journey such as an application to open a new account or credit card, and understand where they drop off.

1. Add a new **visualisation** to your dashboard by clicking the **+** icon inside the panel at the bottom. Select the icon that looks like a **Funnel**

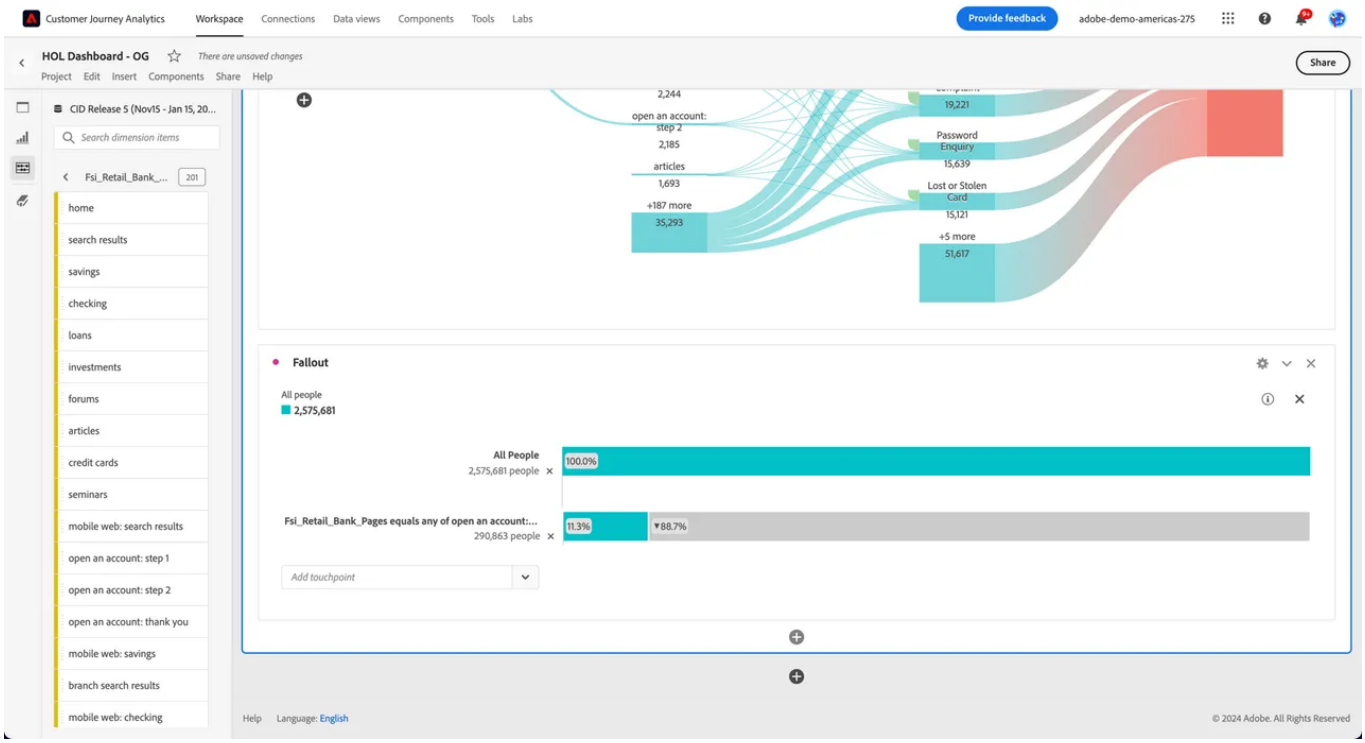


The fallout will start with all people. It then requires you to add the touch points in the process that you want to measure fall-through on as well as fall-out for.



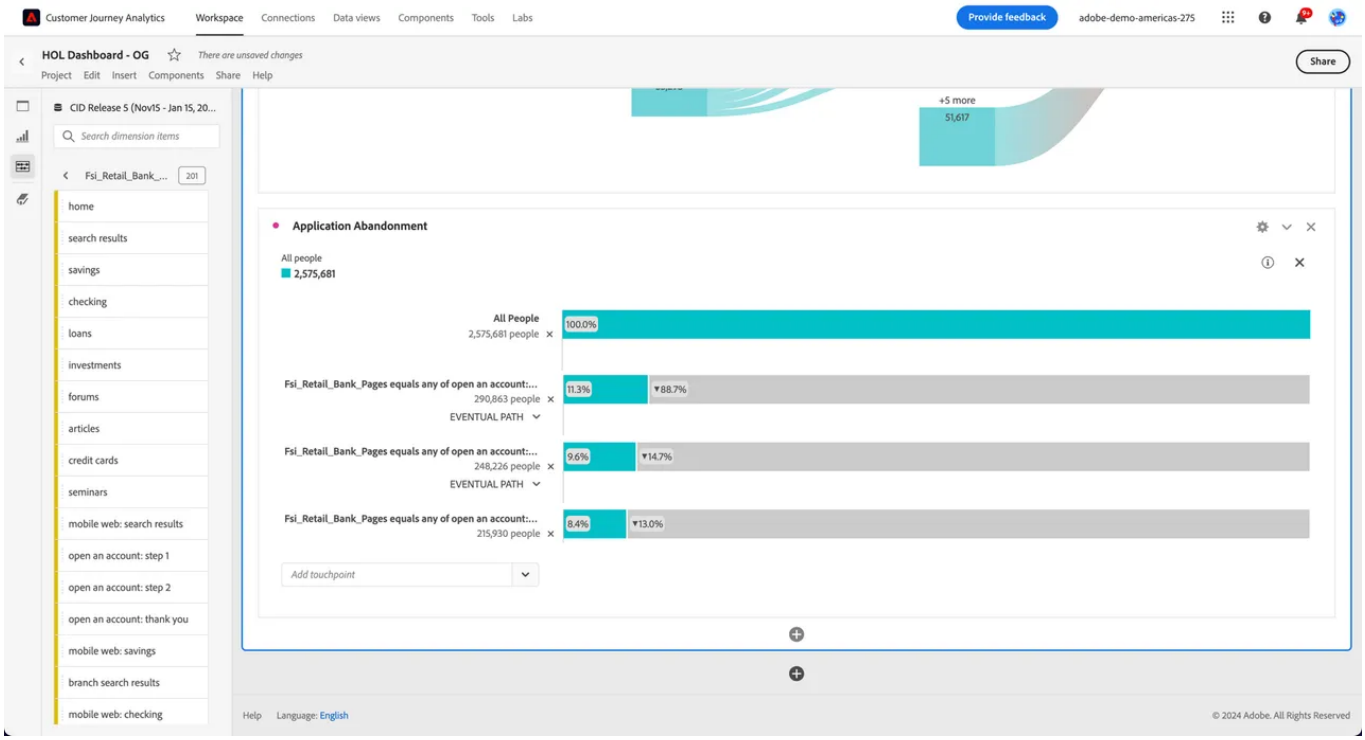
2. From the Components menu, drill into the values for **FSI_RetailBank_Pages** and search for **open.**

- Drag `open an account: step 1` into the Add Touchpoint drop zone, just under **all people**

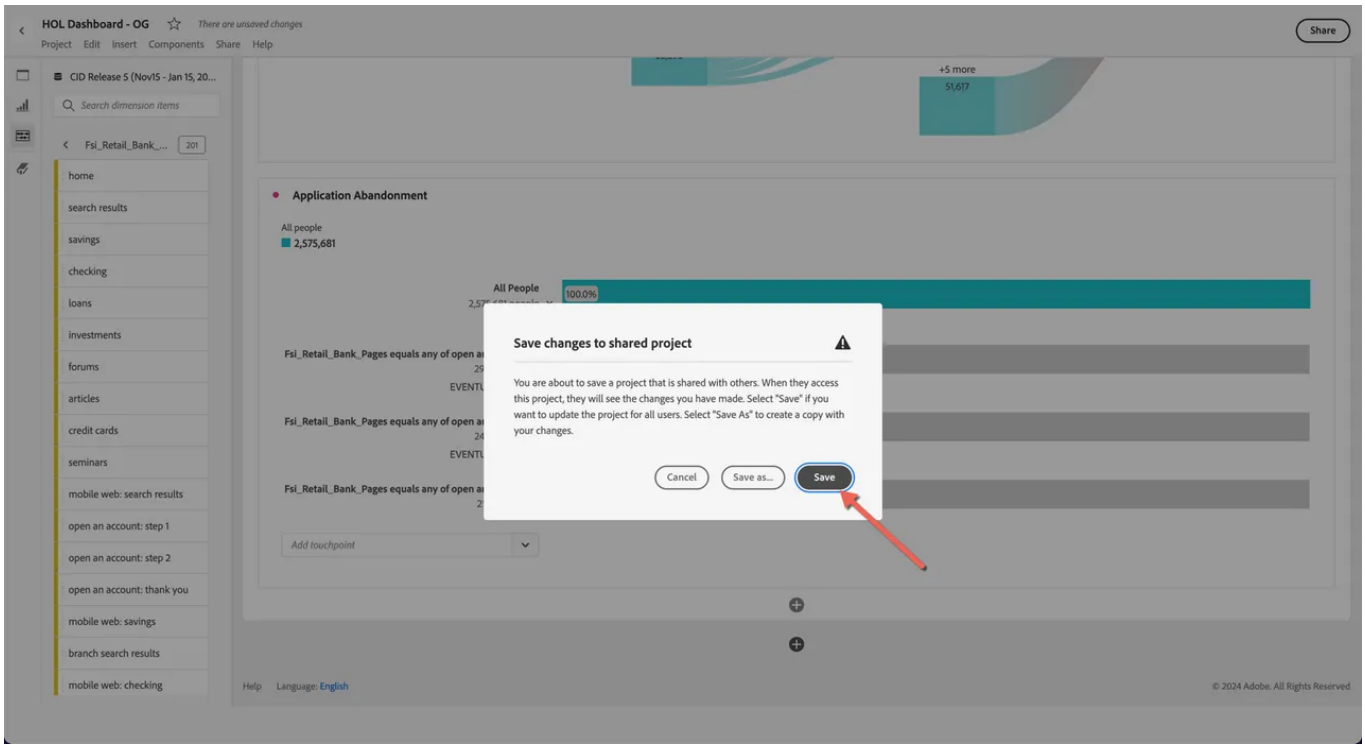


3. Repeat the process for `open an account: step 2` and `open an account: thank you`

4. Rename your fallout to **Application abandonment** (click on Fallout & rename)



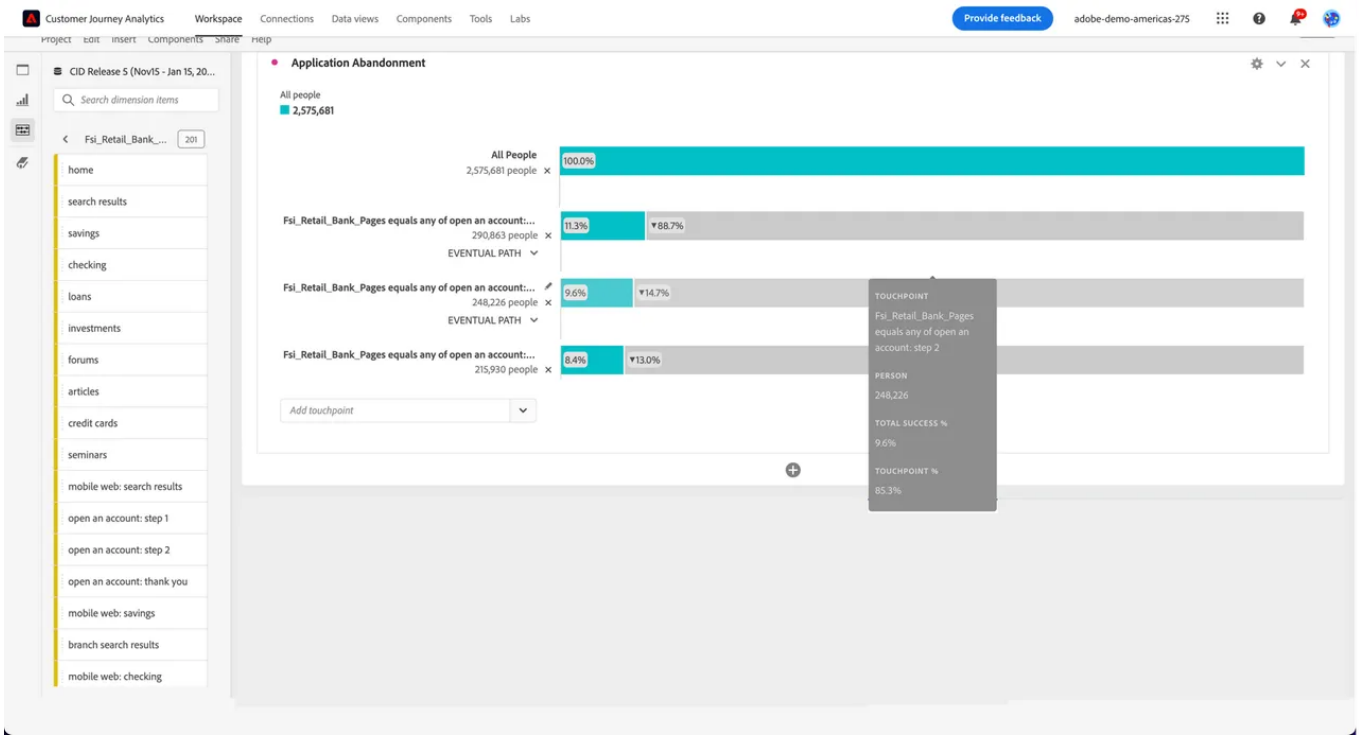
5. Finally hit **Ctrl/Command S** to Save your project.



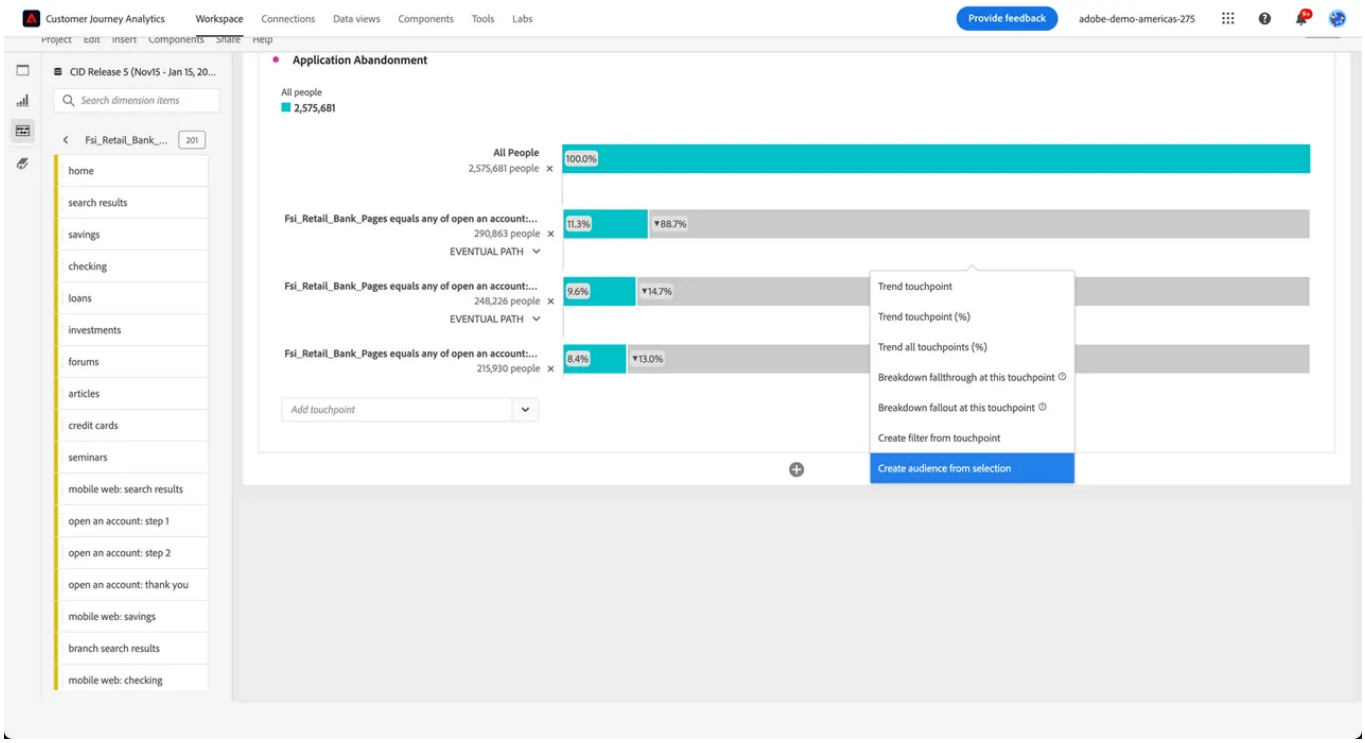
This is a great way to understand if your application process is too complex and need to be optimized.

4.4.2 Create an audience from the fall out

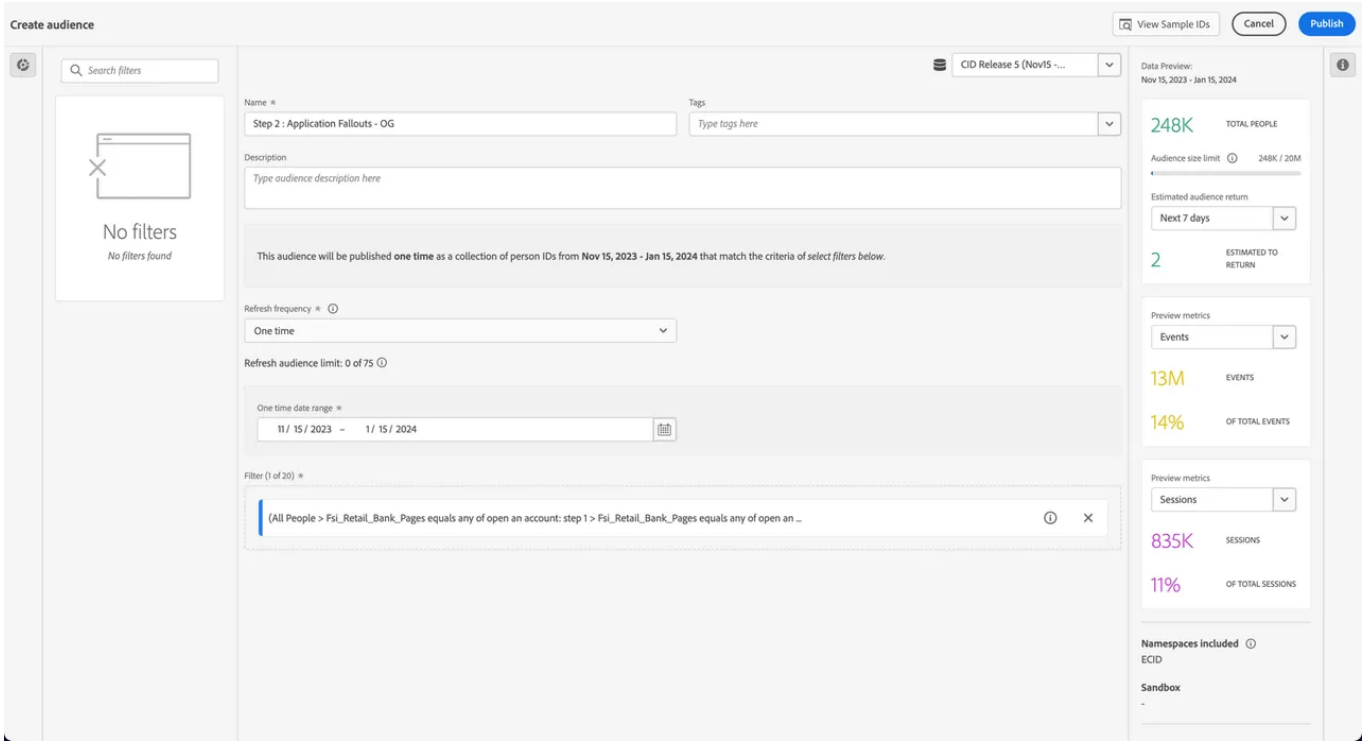
1. Looking at the fallout report, we can see the number of people who fell off the journey at step 2.



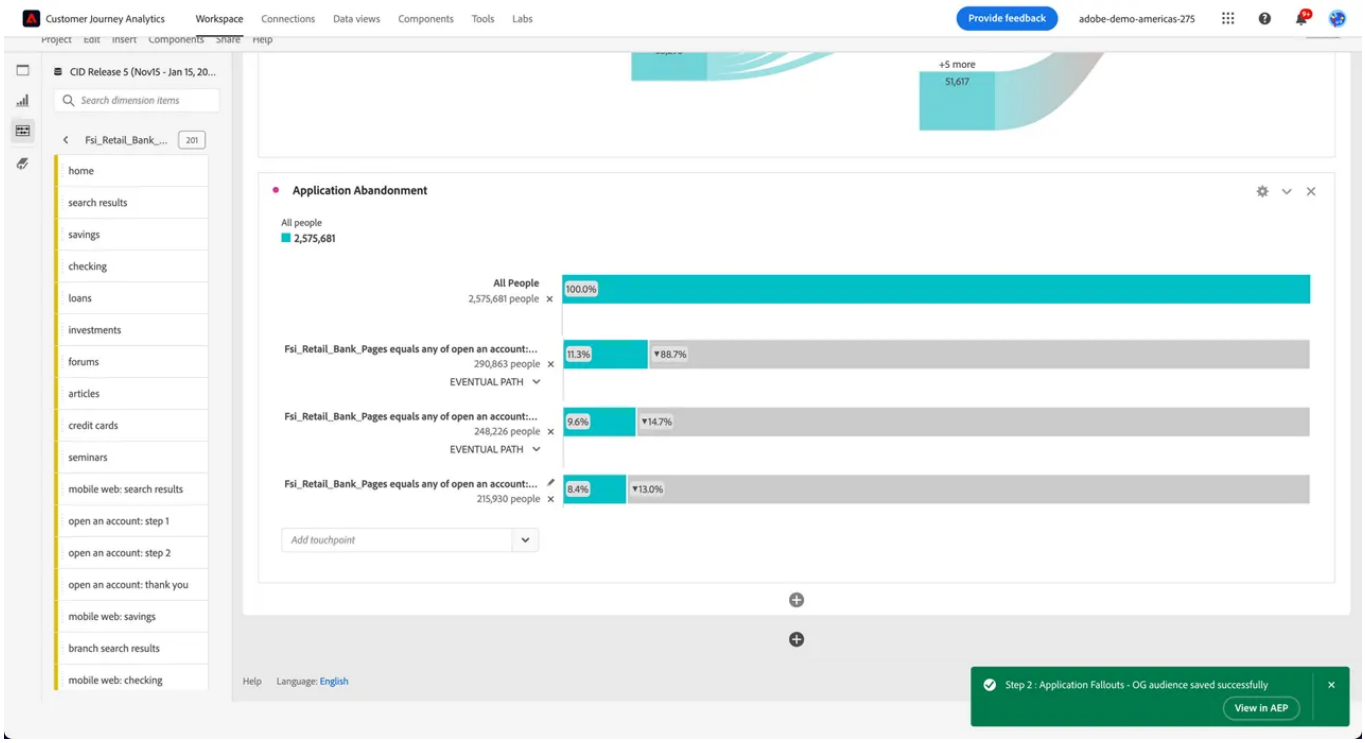
2. Right click on the fallout and select to **Create an Audience from Selection**



3. Give your audience a name `<lastname>_ApplicationFallOut`. You can see the estimated number of profiles on the right.

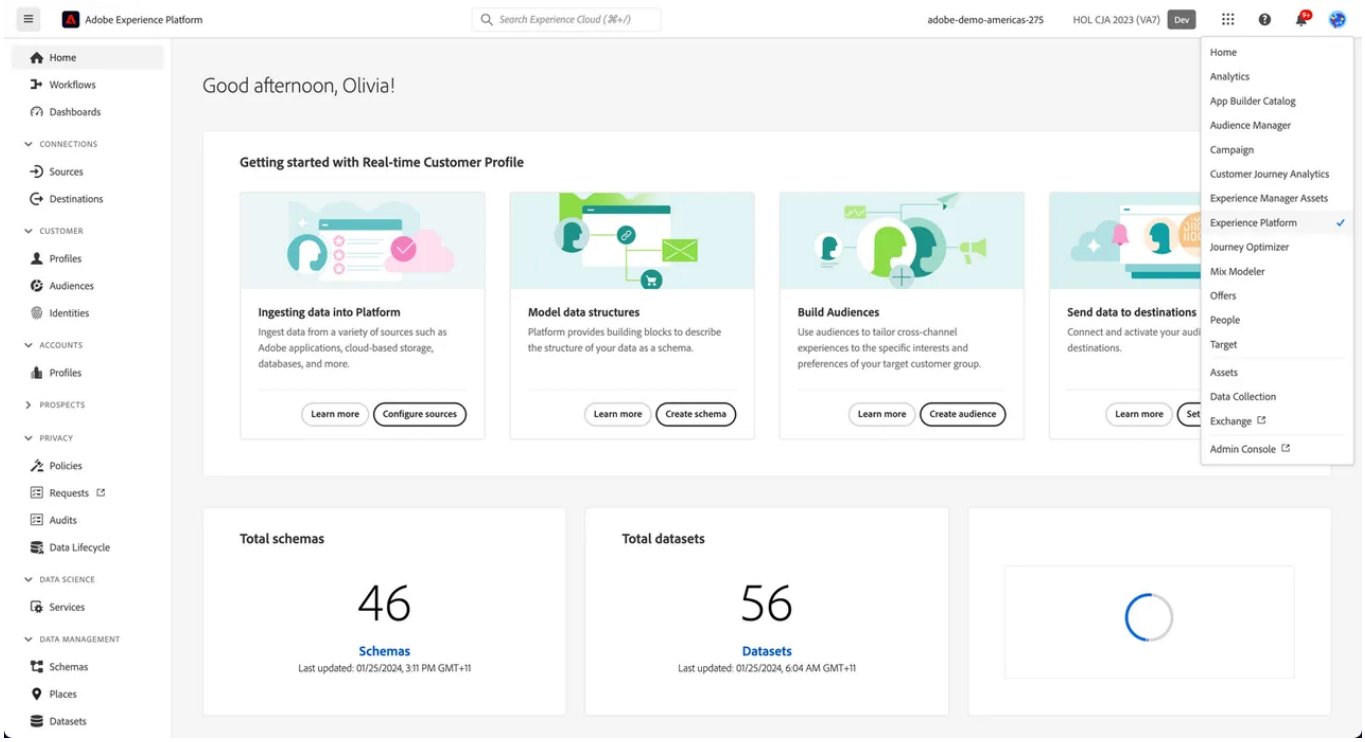


4. Finally, click **Publish.**

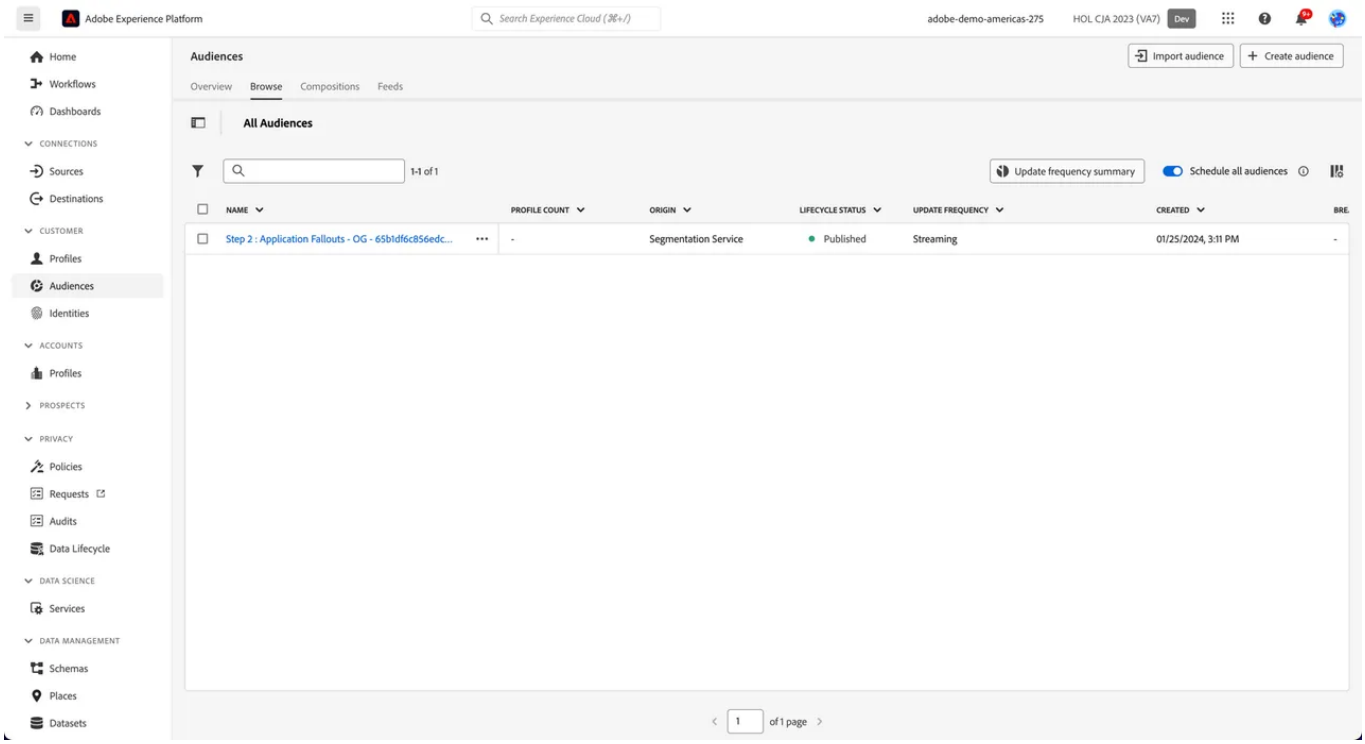


4.4.3 View your segment in Adobe Experience Platform

Click on the View in AEP - green box at the right hand side bottom screen (above screenshot). This will take you to **Adobe Experience Platform**. Change Sandboxe to `HOL CJA 2023` *(for the purpose of this bootcamp, this is the sandbox where the CJA data was loaded)*.



Search for your audience - your audience is now visible in the Audiences Screen and ready to activate via a **CDP Destination** or in a Journey or Campaign from **Adobe Journey Optimizer**.



Exercise Complete Checklist

- [ ] Able to create & publish an audience from CJA fall out chart
- [ ] Able to view the audience in AEP for further activation

> You have now seen how insights determined from looking at historical behaviour in Customer Journey Analytics can also be used to activate across your marketing destinations and channels.