



Adobe Target

A Guide for Marketing, Business, and IT Professionals

CLASSROOM IN A BOOK[®]

The official training workbook from Adobe

Brian Hawkins and Lily Chiu-Watson



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Adobe® Target Classroom in a Book®

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—Brian Hawkins

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—Lily Chiu Watson

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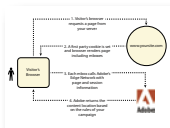
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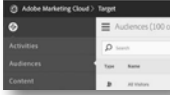

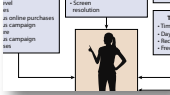







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GETTING STARTED

If you're reading this book, you probably have a vested interest in Adobe Target. Maybe your organization just purchased it and you are preparing for its implementation. You may have started a job and your new employer uses Target. Perhaps you are leading a team tasked with evaluating a purchase. Or you could already be familiar with Target and want to deepen your knowledge.

Whatever prompted your interest in Target, you should be excited about its testing and optimization features because they allow your organization to make significant impact to key success events and increase your knowledge of your digital consumers.

This book describes the value of Adobe Target for a marketing team—more specifically, a digital marketing team. It describes technology-agnostic challenges that digital marketers face and then explains how Target can help you address those challenges.

If you've worked with Adobe technology, you're probably familiar with the Classroom in a Book series. This book, however, is an atypical Classroom in a Book. You won't find step-by-step directions that explain how to use each and every feature of Adobe Target. Instead, our goal is to help you understand the business value of Target's features so that you can evaluate if and how you may want to use them.

● **Note:** You can reference the Adobe documentation (available online) for step-by-step directions on implementing many Target features.

We structured the book in this way because organizations can approach testing using a wide range of execution and prioritization strategies. Adobe Target is an enterprise technology platform that enables organizations to run tests of static and dynamic webpages, on mobile devices and applications, within emails, and as part of display ads. These tests can also be targeted to very specific segments of traffic that you pre-define or define based on testing results. No matter what the scenario or the digital property, Adobe Target can enable your organization to execute marketing strategies in a very timely manner.

At the end of this book, you will be prepared for your role as a marketer who can supervise Adobe Target tests and real-time reporting. You will be able to assemble an actionable plan that applies Adobe Target to accomplish your digital marketing goals. You'll be able to make technical decisions with an implementation partner. Lastly, you'll probably be fired up about how Adobe Target can transform your marketing organization.

Who is this book for?

We wrote this book for the marketer and for the information technologist, although we generally refer to you as a marketer throughout the book. That general term could include a chief marketing officer, web writer, copy editor, digital marketing manager, information architect, developer, coder, designer, or any number of other job titles.

We deliberately made the assumption that you are reading this book *before* working through your first digital tests or making your first enterprise testing solution purchase. However, the book will also have value for marketers who are experienced in using Adobe Target. Working through the implementation and execution of tests is the best way to learn the platform, and exploring Adobe Target through that implementation lens is the best way to become more skillful with it.

Target has also attracted a growing, loyal community of technologists, programmers, and system administrators who are passionate about what it offers. If you are a member of that group looking for tutorials on how to code JavaScript or how to construct server-side offers for use within tests, you generally won't find those here. This is not a book for the techies.

It's primarily a book for marketers, even though this book often bridges the marketer-techie gap. The book does include some code, but only code that is absolutely fundamental. If as a marketer you can understand the technical fundamentals, you will be much better prepared to execute and understand what Target can do for you and your company.

That said, this book does have value for technical folks who are interested in learning the platform and increasing the efficiency of their Target implementation. If you want to be great at technically implementing Adobe Target, you *need* to understand the marketing context in which it operates. Why would you put Adobe Target on key pages? Why would you make that integration to SiteCatalyst? All the programming or administration tasks you might undertake are rooted in the marketing needs that this book will help you understand.

What's in the book?

Adobe Target is incredibly flexible because it provides many ways to approach the same scenario or issue. This book will lay the groundwork to help you understand the mechanisms available and how to choose the ideal solution.

Part 1: Understanding Adobe Target

The first section of this book explains why Adobe Target is important to you. You'll look at the following general topics:

- The state of optimization and testing today
- Best practices for test execution, test prioritization, and communication of test results
- The implementation approaches that are available to your organization
- Key terms used within Adobe Target
- Debugging techniques and workflow demonstrations

If you know very little about the platform or about Adobe's vision for digital marketing technology, this section is for you. The rest of the book builds on the concepts discussed in this section.

Part 2: Executing with Adobe Target

Part 2 goes to the nuts and bolts of Adobe Target. You'll learn the business values of its basic features:

- The types of tests that are available and why you would choose one over the other
- How Adobe Target is able to provide near real-time reporting
- The data available within the reporting interface
- Segments and how to use them within Adobe Target to increase the value of your testing efforts
- Built-in targeting capabilities and how to make them most relevant for your business
- Best practices for evaluating test results and basing a decision on the data produced by each test

This section describes the features of Adobe Target but doesn't include step-by-step directions. After reading this section, you should understand all of the basic Adobe Target functionality and why it can be valuable to your marketing organization.

Part 3: Optimizing Adobe Target

Part 3 looks at the Adobe Target functions that set it apart from its competition. You'll discover how to optimize your content to create incredible web experiences for customers. This part explores the following issues:

- How to leverage Adobe Target profiles to bring your testing efforts to a higher level

- User management and security management
- Managing tests and testing ideas
- Adobe Target 1:1 and how these solutions can best leverage the same implementation of Adobe Target
- How tag management systems can solve for key testing issues or problems and help bridge Target to other internal and external data sets for advanced targeting and segmentation

After reading this section, you'll understand what sets Adobe Target apart from other systems. You'll also know how to build dynamic, effective tests that will directly impact your key success events and allow you to learn from your digital consumers.

About the screenshots

Adobe Target has undergone some significant changes over the last year, and much more change is coming. The images in this book highlight both the new and old interfaces to help organizations that are using new installations along with legacy systems.

About Classroom in a Book

Adobe Target: Classroom in a Book is part of the official training series for Adobe digital marketing software developed with the support of Adobe product experts. The content is designed so you can learn at your own pace. If you're new to Target, you'll learn the fundamental concepts and features you'll need to use the program. *Adobe Target: Classroom in a Book* also teaches many advanced features, including tips and techniques for using the latest version of this application.

Prerequisites

Before using *Adobe Target: Classroom in a Book*, you should have a working knowledge of the technology of the web, such as how websites are constructed. The book assumes basic understanding of HTML-based webpages, web analysis, basic information technology concepts, and digital marketing.

Additional resources

Adobe Target: Classroom in a Book is not meant to replace the Target documentation available online or to be a comprehensive reference for every

feature. For comprehensive information about program features and tutorials, please refer to these resources:

Official Adobe Target documentation

http://microsite.omniture.com/t2/help/en_US/tnt/help/?r=target&f=home

The official Adobe Target documentation contains detailed descriptions of almost every feature in the platform. It also includes information specifically aimed at programmers, marketers, system administrators, and managers. This documentation site is frequently updated and does a nice job of helping readers understand key functionality that is added to Adobe Target in the form of updates.

The blogosphere

There is a *ton* of great Adobe Target content on the web. The community of developers, marketers, and other professionals who are passionate about Adobe Target is growing quickly. It seems that every day new blogs and Twitter accounts are popping up. Sometimes simply searching online for the information you need is the best way to go. You may even find a few of author Brian Hawkins's blog posts about Adobe Target at <http://brian.webanalyticsdemystified.com> and <http://blogs.adobe.com/digitalmarketing/author/brian-hawkins>.

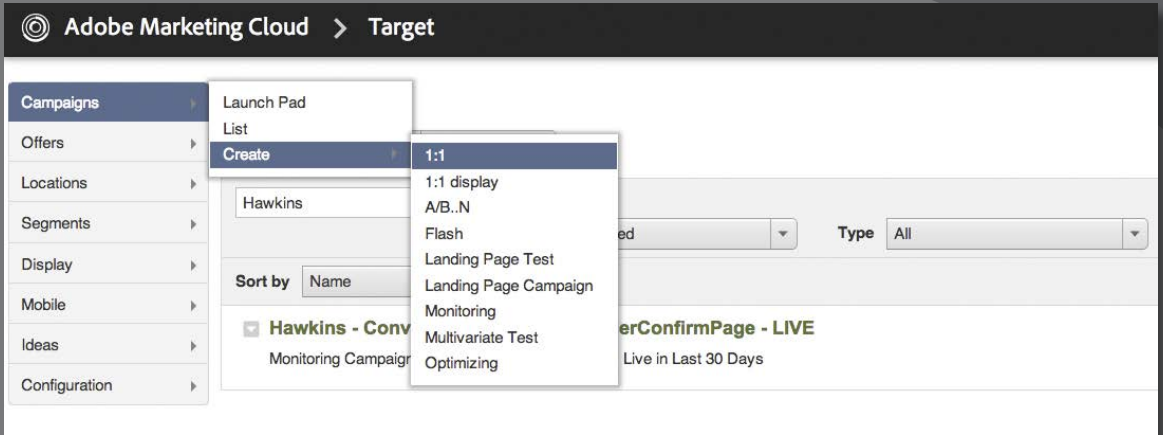
4

ACTIVITIES: KEY TOOLS IN YOUR OPTIMIZATION TOOL BELT

Testing and optimization cannot be approached in the same way for every activity. In many instances Adobe Target users will want to manage visitor participation in a customized way based on an activity design, and Adobe Target has the mechanisms available to give you this flexibility. Additionally, not all activities or test types offer the same data for interpretation or analysis. With Target, you'll have a number of tools at your disposal. In this lesson, you'll learn

- How activity types differ
- When and where you should use each type of activity
- How to use different activities together
- What success events are and how to include them within your activities

By the end of this lesson, you should have a holistic view of how activity variation will allow you to get the most out of your optimization efforts.



Creating activities within Adobe Target Advanced

Activity themes

An activity is a test or what Adobe Target previously called a campaign. An activity determines which people see which experience. Those experiences that make up the activity are tested against each other to see how they impact any and all key success events on the digital property.

Although this lesson is entirely devoted to the different types of test activities available in the Adobe Target platform, some elements span all activities, no matter what activity type you're using:

- **Mboxes:** Although mboxes are not the main focus when setting up an activity (as they have been in the past), mboxes are the key to attaching test content or offers to the digital content that is used to create the visitors' experience. As discussed in Lesson 1, "Adobe Target and Optimization Today," mboxes are JavaScript tags incorporated within a site that create calls to Adobe servers to insert referenced content that customizes the experience for the visitor. All activities use mboxes to inject content and to gather data.
- **Offers:** Offers consist of code that represents the alternative experiences that a visitor may receive as part of an activity. HTML, JavaScript, and CSS code can be written in an HTML offer. A Dynamic offer type also exists, which can include server-side code versus static HTML, CSS, or JavaScript to deliver custom messages, show different forms, and more. Target has redirect offers as well that take visitors to entirely different pages. No matter what offer type you apply, all offers are usable across activity types. Users can use the same HTML offer for any type of activity within Adobe Target. In the activity, users are essentially assigning offers to mboxes with rules and then defining the success events (discussed next) to allow the offers to be compared against each other.
- **Success events:** Success events are defined per activity and track whether or not a visitor reached particular goals. Adobe Target users create and select these success events during the activity setup. The success events are essentially specific mbox calls or actual mboxes. For example, if you wanted to understand how two different pieces of content impacted visitor registrations, the mbox on the registration thank you page would be selected for the success event "Email Registrations" by the Adobe Target user while setting up the activity. This tests which activity experience leads to more "Email Registrations" and allows the Adobe Target user to see the results in the reporting interface. Success events are used within all activity types.
- **Experiences:** Experiences are variations within an activity. If you are testing two options, Version A and Version B, they are also called Experience A and Experience B. An experience determines which offer(s) will be delivered in which mbox(es). An activity experience can have more than one offer associated with it. For example, within Adobe Target you can set up an activity that spans multiple pages of the

website and each of those pages can have different offers. This is one of the key benefits to Adobe Target in that users can create activities that span several pages.

- **Conversion event:** The conversion event is the final success event within an activity. Unlike success events, there is only one conversion event. The important distinction between a success event and a conversion event is that by default, when visitors see the conversion event (as the result of an mbox call), they are kicked out of the activity.

When visitors are kicked out of the activity, they are excluded from the Adobe Target reporting at that point unless they happen to visit a page where the activity is running. At that point, they can re-enter the activity and be counted as a second visitor of that activity. By default, this visitor will see the same experience that she was originally presented, although that can be reconfigured, if desired, by the Adobe Target user.

The conversion event should be the primary metric that Adobe Target users wish to impact as part of the activity. For those instances where Adobe Target users wish to understand how the activity impacted other key success events within the digital property, those additional events should be selected as success events within the activity setup.

- **Entry event:** An entry event establishes a visitor as a member of a given activity. If you were running a test on the home page of your website, the mbox on that home page would be the entry event. When visitors see that mbox and meet the targeting or entry rules of the activity, they are considered members of the activity until a conversion event occurs or the activity is deactivated, which simply means when the activity was turned off.
- **Targeting/Segmenting:** The targeting and segmenting capability allows users to set rules for visitor participation in an activity and to define subsets of visitors to participate in that activity. For example, if you wanted to deliver an activity to visitors who reached your site from Google, you would use targeting to define activity participation only if the visitor's referring URL is Google. If you wanted to further break down Google visitors into new or repeat visitors to your site, you could add a rule to define New or Repeat in the activity segments.
- **On step actions:** On step actions (**Figure 4.1**) are custom actions that you can apply to visitors when they see a previously defined success event. For example, if someone made a purchase and that purchase was defined as a success event, you could apply one of the actions shown in the following figure.

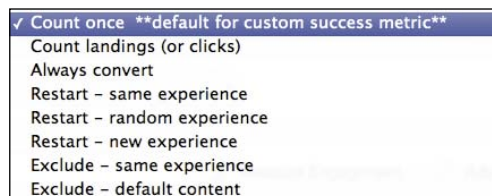


Figure 4.1
On step actions configuration as seen in Adobe Target Advanced

Adobe Target is incredibly flexible in that users can leverage on step actions in strategic use cases when they want greater control over what happens to visitors when certain events occur, such as when you want to exclude visitors from an activity after an event occurs or force visitors to have a different experience than what they were previously presented with after an event. These actions provide that flexibility.

- **Activity scheduling:** Users of Adobe Target can apply conditions to when activities start and end. This is incredibly helpful when you want to start a test at midnight or over the weekend, or when you want to end an activity to coincide with the conclusion of a specific marketing campaign. Scheduling allows users to set a day and a time when an activity should start and finish. With scheduling in place, users do not have to log in to Adobe Target to save and approve an activity or stop it from running.
- **Activity status:** An activity can maintain any one of the following three statuses:
 - **Approved:** When an activity is running—that is, it is live and visitors can become members—it is considered approved. Only users who have the proper rights can approve activities, either by scheduling a date and time to go live or by clicking the Save and Approve button to immediately make the activity live.
 - **Unapproved:** If an activity has not been approved, it is in the unapproved state. Only visitors that are on staging or development hosts or websites can see the alternative content or activity content. Outside visitors will never see activity content or be counted in an unapproved activity.
 - **Archived:** Archived activities are old activities that are no longer in use. More often than not, they have been run and their results communicated. The ability to archive activities also allows users to easily access and manage activities that are either running or in the development process.

Although the preceding information may seem like a lot to remember, after creating and launching just a few activities, you will find it becomes second nature. The great characteristic of all these activity configurations, in addition to all the flexibility they enable, is that they make the activity seem straightforward because all are applicable to each activity type.

Activity types

Now that we walked through the common features applicable to all activity types, let's dive into the various types available so you can see the value that each offers in terms of visitor management and the data each one offers. It is very important to understand the activities available in Adobe Target because they enable you to apply additional strategies to your optimization efforts.

A/B/n activities

A/B/n is by far the most popular of the activity types, and as you might imagine, it is the activity type that allows you to compare two or more experiences. Here is the architecture of a standard A/B activity with two different offers assigned to two different mboxes.

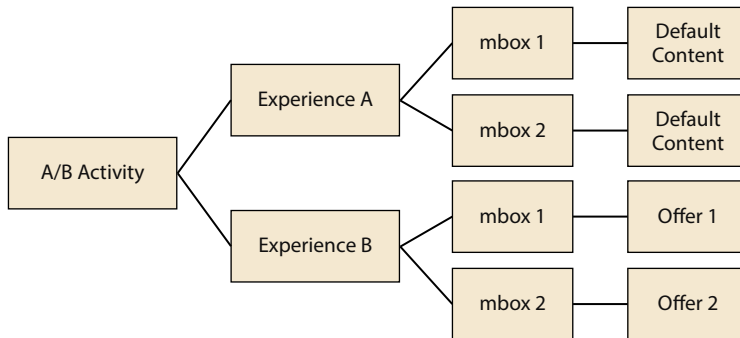


Figure 4.2
Visual example of the components that make up an A/B activity.

As you can see, each experience comprises separate offers that are competing against each other. When a visitor qualifies or is randomly placed in Experience B, that visitor will see both Offer 1 and Offer 2 when the visitor visits the page where mbox 1 or mbox 2 are placed. The mboxes can be on different webpages, so if a visitor sees only mbox 1, he will be presented with only Offer 1. Also worth noting is that each experience uses the same mboxes, which ensures you are comparing apples to apples in your reports. Adobe Target manages which experience a visitor sees based on the rules or the activity structure that you create.

An important detail to note regarding the A/B/n activity is that whichever experience or branch of the activity the visitor is part of, they remain in that experience for the life of the activity. That is, if they continue to visit the area that is being tested, they will continue to see that test content until they convert in the conversion event that you set up.

Multivariate, or MVT, activities

Multivariate testing (MVT) is a somewhat controversial topic in the testing world, with many schools of thought and much debate about whether it is as beneficial as A/B testing. For this book, we'll set that controversy aside and examine how Adobe Target approaches MVT testing.

The default or productized MVT approach in the Adobe Target platform is the Taguchi approach—a partial factorial methodology in which only a portion of the possible combinations of elements and alternatives are delivered to the site and full results are extrapolated from the experiment. The key benefit Adobe Target advocates is that less time is needed to get results because fewer experiences require less traffic to test.

Here is an example of the Taguchi approach: Let's say you have three elements, or pieces of content, that you wish to test, with two alternatives for each element. The elements are the call to action, the color, and the text. If you had two iterations of each of these elements, that would represent a 3X2 MVT design. If you mixed and matched each element and each alternative, all possible combinations would total eight ($2^3 = 8$). By applying the Taguchi approach, only four of those eight combinations will be tested as chosen using the Taguchi model. Here is an example (Figure 4.3) of a test design created by Adobe Target with a 3X2 MVT.

Figure 4.3
A sample multivariate test design created by Adobe Target

	Call to Action	Color	Text
Experience A	Alternative 1 (1)	Alternative 1 (1)	Alternative 1 (1)
Experience B	Alternative 1 (1)	Alternative 2 (2)	Alternative 2 (2)
Experience C	Alternative 2 (2)	Alternative 1 (1)	Alternative 2 (2)
Experience D	Alternative 2 (2)	Alternative 2 (2)	Alternative 1 (1)

	Call to Action	Color	Text
Alternative 1	Alternative 1	Alternative 1	Alternative 1
Alternative 2	Alternative 2	Alternative 2	Alternative 2

The Taguchi approach becomes especially handy when you have more than three elements. In the previous example, testing eight experiences rather than four wouldn't present as much of a challenge as testing seven elements, each with two alternatives. A 7X2 MVT with all possible combinations would require testing 128 experiences (2^7) versus the Taguchi approach, which compares only eight experiences.

The reporting of an Adobe Target MVT test is very similar to what you could expect from any other type of test technique but with one exception. For MVT tests, Adobe Target provides an Element Contribution report that has two primary benefits.

Adobe Target collects the results from running the specified experiences and predicts which combination of options will offer the best result, even if that combination was not delivered to visitors. That best combination is called the *Predicted Best Experience*.

The first primary benefit is that when you test a subset of all possible test combinations, you receive data on only those tested experiences. This report presents a Predicted Best Experience based on the data collected thus far. With a 7X2 MVT Taguchi test design, you are testing only eight of the 128 possible experiences. This report indicates which experience would have been the best given that 120 experiences were not presented to visitors because only 8 experiences were part of the test design. The predicted best experience is determined using data collected from only the test experiences that were actually presented to visitors of the activity.

The other benefit to this report helps you understand how each element of an experience impacts the given success event. This data is incredibly helpful because you can use it for other test designs. For example, I have seen many Taguchi MVT Element Contribution reports infer that a certain message approach was incredibly impactful with high statistical confidence. That message concept can be incorporated into A/B tests or even offline marketing efforts. The report identifies themes that can be incorporated into other marketing efforts as well.

Here below in **Figure 4.4**, is an example of an Element Contribution report in which you can see each element and the alternative of that element that was most successful, thereby identifying what would be the best test experience even if it wasn't part of the test design. Additionally, you can see that the most influential element was the Submit button.

Predicted Best Experience ? hide stats

Pool ?	Elements	Winning Alternatives	Lift	Influence	Confidence
<input type="checkbox"/>	Submit Button	Price (2)	8.81%	85.89%	99.47%
<input type="checkbox"/>	Headline	Free Emphasis (2)	3.57%	14.09%	98.69%
<input checked="" type="checkbox"/>	Offer	Dollars Off (1)	--	--	--
Total			12.38%		

Green - element contribution is significant and confidence level is above 90%.
Orange - element contribution is significant but confidence level is below 90%.
Grey - element contribution is not significant.

Figure 4.4
Example of the Element Contribution report as seen in Adobe Target.

Although Adobe Target's native approach to MVT is the Taguchi approach, you aren't limited to running partial factorial MVT tests. I have worked with many clients who use Adobe Target for full factorial MVT tests. To do this, you simply create your test design offline and set it up as an A/B activity within Adobe Target. The post-activity data is then analyzed offline as well to quantify interaction effects.

1:1 activity

The 1:1 activity is an activity type that is available only to those customers who have a 1:1 license with their Adobe Target contract.

The 1:1 activity leverages machine learning models to determine the right content to present to an individual based on how similar individuals have responded to the same content. These models focus on a single success event that you specify in the activity setup. These events may be anything that can happen in a session, such as click-through, form complete, purchase, revenue per visitor, and so on.

This type of test will have two groups, similar to an A/B test. The first branch serves as a control and is presented to 10 percent of the traffic. These visitors will randomly see any one of the offers that you are using in the test. The engine evaluates

this 10 percent of the traffic by observing how visitors react to the content and then correlates that reaction to the profile attributes of those visitors.

This learning is then applied to the other 90 percent of the traffic, so they see the best content based on everything Target knows about that visitor and how similar they are to visitors who responded earlier in the activity.

I have seen this activity type offer a ton of value to customers in highly trafficked pages, such as a home page or main landing pages. The main benefit here is the automation. You set it up and let it do its thing with minor tweaking here and there.

Below in **Figure 4.5** is what a Summary report looks like in the 1:1 activity type. It shows the two branches of the test.

Figure 4.5
1:1 Summary report
example as seen within
Adobe Target

	Experience	Visit	Conversion	Lift	Confidence
	Campaign	100.00% (100,507)	12.70% (12,762)	8.27%	
	Testing Traffic [CONTROL]	9.99% (10,036)	11.73% (1,177)	---	--
	Visitor Targeted	90.01% (90,471)	12.81% (11,585)	9.19%	

The other key value that this test type provides is an Insights report. Yes, Adobe has an Insight product for analytics and also a report in 1:1 called Insights. This report in 1:1 provides data on which profile attributes of visitors represent a positive and negative propensity against a given offer. In other words, this report discovers segments or profile attributes that are impactful, such as discovering that people on their third session who are from California respond positively to a particular offer. The Insights report discovers such segments for you and provides a marketing insight that can be used in other tests or in offline marketing.

1:1 activity display

The 1:1 activity display type is the same as the 1:1 activity type except it is used in offsite display ads instead of a website.

Landing page test/landing page activity

The landing page test/landing page activity type of test is very different from an A/B test in that visitors *can* switch branches or experiences of a test.

Both the landing page test and the landing page activity types allow visitors to switch experiences. The key difference between these two types is that a landing page test is used for MVT testing, whereas the activity strategy involves having the visitors change experiences as part of an MVT test.

This technique is highly effective when your test strategy requires that visitors be able to change branches of a test, compared to the A/B approach in which visitors maintain membership in a particular test branch for the life of the test.

A great example of such a test is based around SEM (search engine marketing) reinforcement. Let's say you have two ad activities taking place on Google. One ad activity is promoting a particular product, and the other is promoting discount messaging. If you have a test running that is quantifying the value of message reinforcement associated with source, you would have an A, B, C activity. Experience A would be the default content or what is currently running on the landing page. Experience B would be targeted to the first Google SEM messaging on product messaging, and Experience C would be targeted to the second Google SEM ad on discount messaging.

To effectively run this type of scenario, you would want to leverage the landing page activity in the event that visitors happen to click through on both of the SEM ads. If you used an A/B activity, a user who clicked on the first ad and then returned to Google and clicked on the second ad would always see the site experience tailored for the first ad. In contrast, the landing page activity would recognize the ad clicked on and switch the user to the corresponding experience.

Monitoring activity

The monitoring activity is typically used to collect data before other tests are run, or to track visitor behavior across activities. The monitoring activity does not typically display content, although it can if needed. It automatically has a lower priority than all other activities, so it displays content only when no other activities are running in the same mbox(es).

A great use case for a monitoring activity is to set a baseline for conversion rates or revenue metrics, such as total sales, revenue per visitor, or average order value. I often recommend that if customers have the mbox(es) on their site but alternative content isn't ready, starting a monitoring activity is a good practice to not only see some metrics but also become familiar with the platform. You can also run a monitoring activity to track success through a flow or on a page while a series of tests are run. That way you can track the improvement of a particular metric over time and run multiple tests along the way.

The monitoring activity was not designed to replace an organization's analytics, but many organizations use the monitoring activity to provide data on behaviors defined in Adobe Target or to augment analytics with pathing reports.

Another interesting use of a monitoring activity is using it to deploy tags to the site independent of Adobe Target. Before tag management solutions became so popular, the mbox was a nice, easy way to get code to the page (if an mbox was already in place) without involving IT. Nowadays, Adobe Target has a plug-in capability that can handle getting code to a page without setting up a monitoring activity.

Optimizing activity

The optimizing type of activity technique is (surprisingly) unique to the Adobe Target platform, particularly considering that it can be very helpful to any optimization team within an organization.

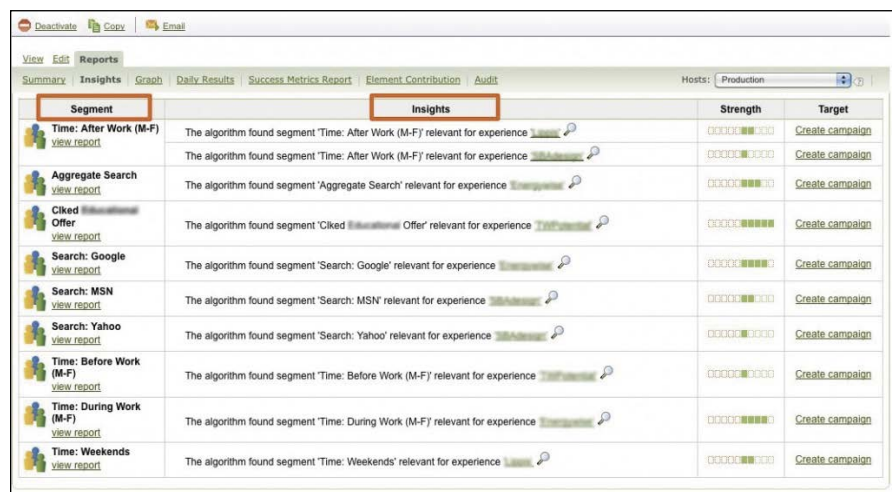
The optimizing activity is not really designed for Adobe Target users to learn which activity experience is best, although it can provide that information. Rather, an optimizing activity is more about automation.

Imagine if you will, five pieces of content for testing. This content can be home page hero content, navigational elements, calls to action, email content.... really anything that you want to evaluate as part of a test design. Typically, you would employ an A/B activity technique or a multivariate activity to see which version leads to increases in success events. The optimizing activity test technique doesn't maintain an equal distribution of test content, but will automatically direct traffic to the best performing experience. If Experience C was consistently outperforming the other experiences, the optimizing activity will automatically direct more visitor traffic to that test experience.

Adobe Target takes the optimizing activity to another level in the way it leverages segments in this automation. If you include segments in this activity setup, the optimizing activity will automatically present the most effective experience for each segment. Additionally, the Insights report available for this activity type shows which segments impacted which test offers and whether the impact was positive or negative. This is incredibly powerful because the tool is doing the discovery for you and you are enabled to create a new campaign targeted to that discovered segment.

In **Figure 4.6** you can see a sample of what you can expect to see from this Insights report.

Figure 4.6
Same Insights report available within the Reports section of an optimizing activity



Segment	Insights	Strength	Target
Time: After Work (M-F) view report	The algorithm found segment 'Time: After Work (M-F)' relevant for experience [Link]	0000000000	Create campaign
Aggregate Search view report	The algorithm found segment 'Aggregate Search' relevant for experience [Link]	0000000000	Create campaign
Clicked Offer view report	The algorithm found segment 'Clicked Offer' relevant for experience [Link]	0000000000	Create campaign
Search: Google view report	The algorithm found segment 'Search: Google' relevant for experience [Link]	0000000000	Create campaign
Search: MSN view report	The algorithm found segment 'Search: MSN' relevant for experience [Link]	0000000000	Create campaign
Search: Yahoo view report	The algorithm found segment 'Search: Yahoo' relevant for experience [Link]	0000000000	Create campaign
Time: Before Work (M-F) view report	The algorithm found segment 'Time: Before Work (M-F)' relevant for experience [Link]	0000000000	Create campaign
Time: During Work (M-F) view report	The algorithm found segment 'Time: During Work (M-F)' relevant for experience [Link]	0000000000	Create campaign
Time: Weekends view report	The algorithm found segment 'Time: Weekends' relevant for experience [Link]	0000000000	Create campaign

Optimizing activity test technique is most effective for tests that are run in email campaigns. Let's say you have an email blast going to 200,000 email subscribers and you are running an A/B/C test of content within that email. The optimizing activity has the potential to show which experience within that test design was the most successful based on the first sets of visitors that opened that email. If, for example, the first 2,000 visitors reacted much more favorably to Experience B, the optimizing activity would shift more and more visitors to receive Experience B. This approach allows organizations to immediately capitalize on test results for short marketing cycles such as those in email campaigns.

Activity priorities

Now that you know how Adobe activities work and understand when to use an A/B/n activity compared to, for example, a landing page activity, it is important that you understand another topic that is crucial to activities: activity priorities.

Activity priorities could have been discussed in the context of common themes, except that this component of an activity requires some special, additional attention and doesn't apply to all activity types.

Let's briefly review what happens when an mbox makes a call to Adobe servers. When a browser, mobile device, or mobile app sees an mbox, a call is made to Adobe Target Global Edge Network via an mbox. This mbox passes key information, such as the mbox name, the URL of the page, any data passed to the mbox, and the unique visitor ID that Adobe manages. **Figure 4.7** illustrates what happens when an mbox call is made.

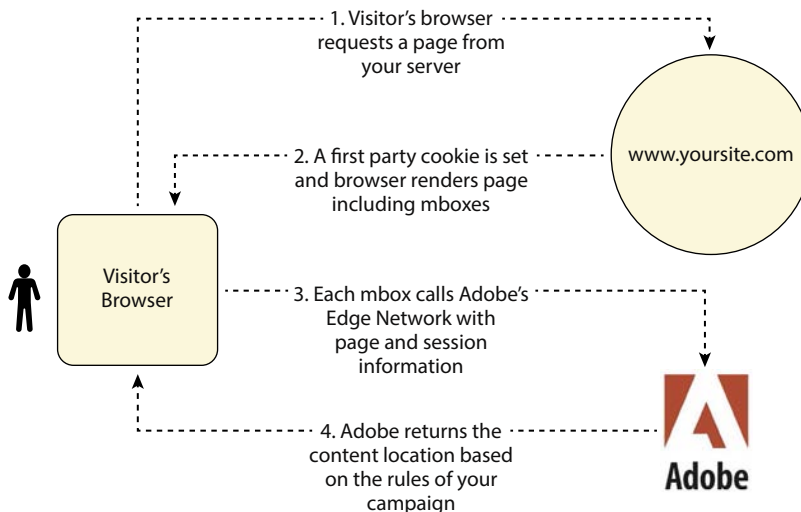


Figure 4.7
Step-by-step data flow
when an mbox call is
made to Adobe servers

When Adobe sees this mbox name, it evaluates whether that mbox is being used in a test, and if so, decides if this visitor becomes a member of the test. However, this gets challenging when multiple tests use the same mbox. Adobe has multiple ways

to address this scenario, but the common method is to use activity priorities, which may be set to high, medium, or low.

● **Note:** If two or more activities have the same priority level in an activity, Adobe will determine priority based on which activity was edited most recently. Activities updated most recently will have priority over older activities.

When Adobe sees this mbox call, it will evaluate activity membership from high to low. This functionality allows you to be more strategic with your optimization program. A great example of activity priorities in action is when you have an activity targeted to a specific audience while another activity is open for everyone else. That is, you might have an activity targeted to known customers sharing the page with another activity that is open to everyone. The Google activity could have a high priority, whereas the other activity might have medium or low priority. Adobe will first evaluate if the visitor is a known customer and whether she should be placed in the higher priority activity. Of course, because the monitoring activity has a lower activity status, it will be prioritized last.

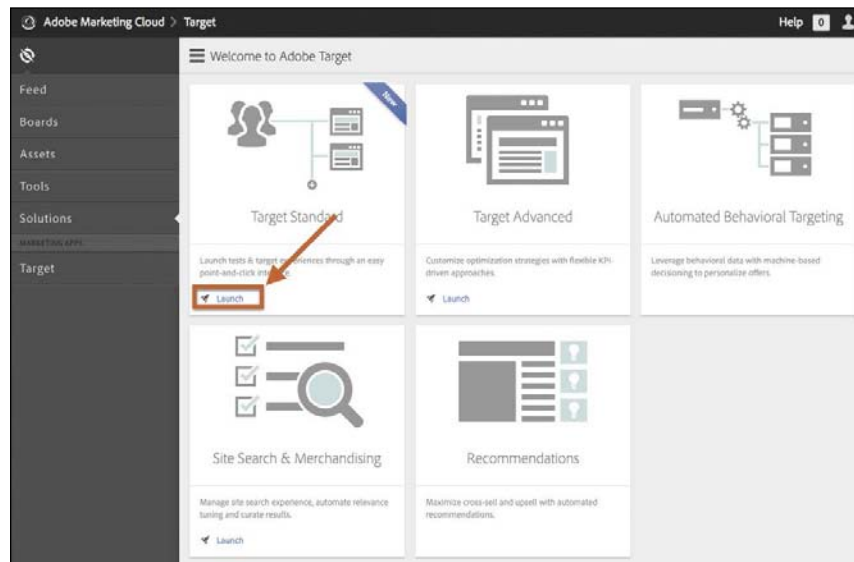
Creating an activity

Creating an activity within the new Adobe Target Standard platform is incredibly easy, because Adobe spent much time and effort to make the process as simple as possible. Additionally, Adobe has incorporated strategic best practices for test setup to ensure that your organization gets the most out of the activity or test. In this section, you will walk through how to set up a test using Target's new simplified user interface.

- 1 Click the Target Standard Launch button. This screen is available after you log in to the Adobe Marketing Cloud and click on Target in the left navigation pane.

After arriving on the Target Standard platform, you are presented with all the current activities in your account. For demonstration purposes, I have created a blank account with no activities in place.

Figure 4.8
Target Standard Launch button



- 2 Click Create Activity in the upper-right corner of the page.

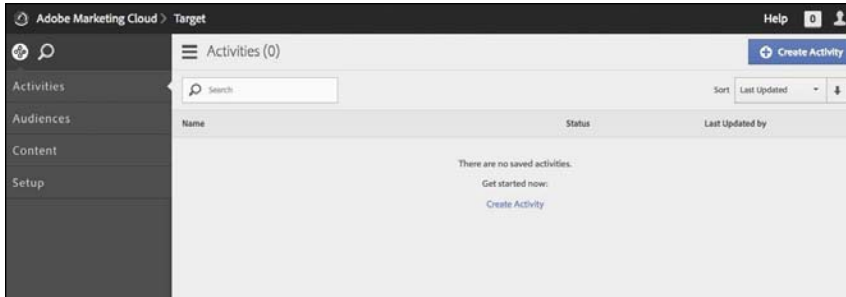


Figure 4.9
In an activities list page, activities can be accessed or created.

- 3 Name your activity **Adobe Classroom in a Book**, and then define the objective of the activity. Although providing an objective is not required, I recommend filling out this section so others will know what the activity was for.

An example of a well-written objective is: “Test which home page hero style gets more clicks: a person using the product or the product on its own.”

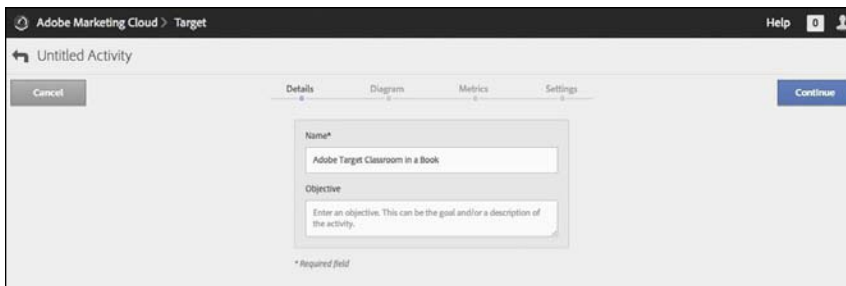


Figure 4.10
The initial step of the activity creation, where Adobe Target users name the activity and add any notes describing the objective of the activity

- 4 Choose the audience for this activity by selecting or specifying the rules that qualify a visitor to become a member of the activity. The sky is the limit in terms of what you can use for rules, but in this case, let's simply leave the activity open to all visitors.
- 5 Create an experience. Adobe's new platform enables you to create experiences using a visual editor. It is incredibly easy to use and allows marketers to quickly and efficiently get activities out the door without relying on creative or IT resources.

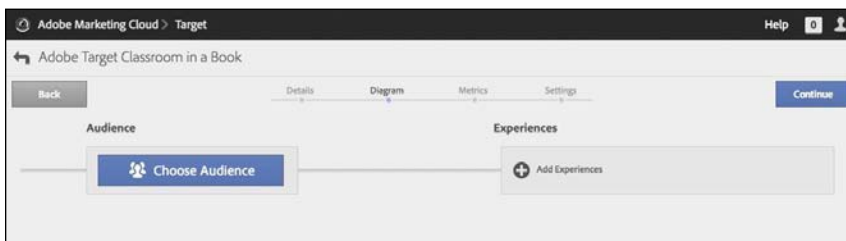


Figure 4.11
In the second step of the activity creation process, you select the audience for activity participation and create activity experiences.

After creating an experience, you will see the results, as displayed in the following figure. At this point, you have named your activity Adobe Classroom in a Book, and you have created two experiences that are open to all visitors.

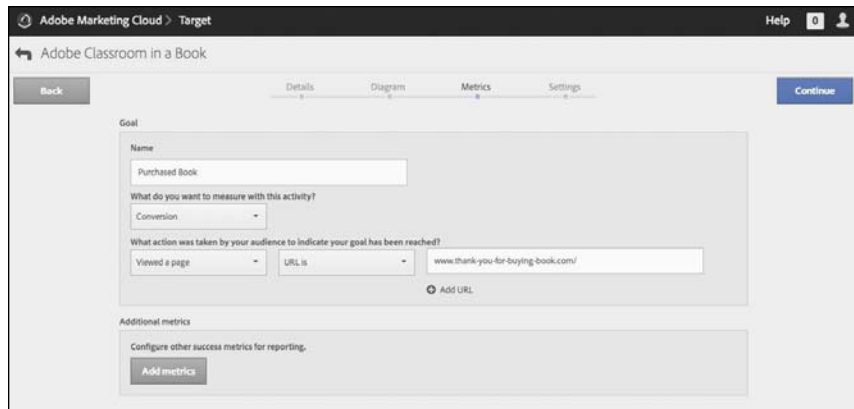
Figure 4.12
Specifying the experiences and audiences as part of the activity



- 6 Define the goal of your activity by identifying a conversion event. In this example, we'll specify a particular URL that represents buying the *Adobe Classroom in a Book*.

However, this primary success event could be making a purchase, visiting a page, buying a product, registering for something, and so on. The sky is the limit here, but be aware that this event will kick a visitor out of the test and represent their end of the road as it applies to this activity. Visitors would have to requalify for the activity to see other test offers or test experiences.

Figure 4.13
Selecting metrics of the activity in the activity setup process



- 7 Specify when the activity should start and/or end, set the activity priority, and identify segments of visitors for additional analysis when you are reading the activity's report.

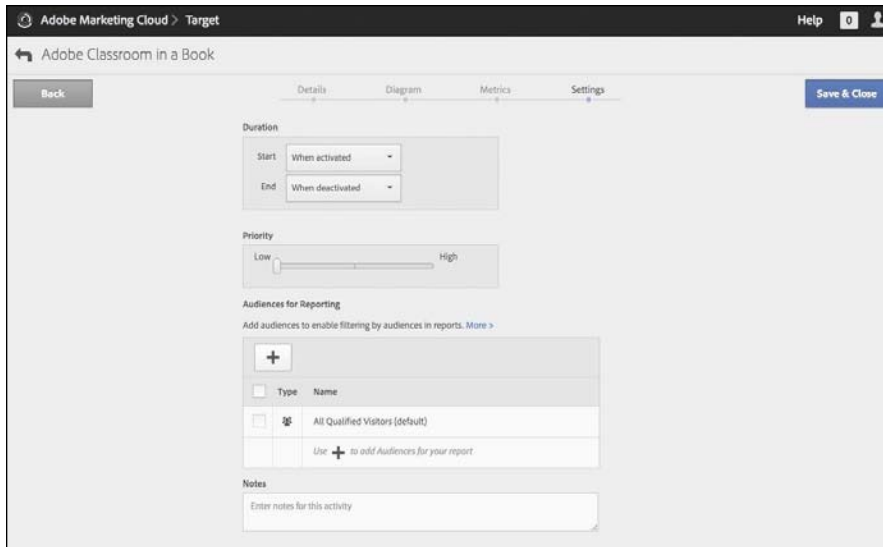


Figure 4.14
The final step in the activity creation process, when activity dates, activity priority, and audience segmentation are defined.

Creating an activity is pretty straightforward and easy, right? That is exactly what Adobe wanted so as to encourage users to create activities as quickly and efficiently as possible.

Best practices

Quite a bit was covered in this lesson, but I wanted to outline a couple of best practices that I have learned in my many years working with organizations helping them grow their optimization program and allowing them to get the most out of their testing platform:

- **Activity naming:** You have many ways to approach naming an activity, but organizations generally find it helpful to establish clear and concise conventions for doing so. Activity naming conventions allow users to quickly understand what an activity is for and its current state (whether it is a live activity or one being used for quality assurance purposes). A great example of an activity name is: Home Page Hero A/B – LIVE 3/15/2014.

This descriptive name communicates that the activity involves the home page, its status (in this case, LIVE), and the date the activity started. All of this information is helpful and allows for quick and easy interpretation, which is essential when your organization has dozens of activities taking place simultaneously.

- **Copying activities vs. re-creating them from scratch:** Creating an activity takes comparatively little time, but considerable strategic thought goes into defining success events and the segments for analysis. That brain trust is worth preserving. Creating a copy of an activity allows organizations to maintain the same success events and segments for every activity that is copied from a previously created activity. This capability helps organizations realize standardized visibility into how every activity impacts different success events. Many organizations find nice little surprises in the analysis by including the same events across all their activities.

These little surprises will include discovering how some activities impact some key success events, while other activities have more impact on other success events. The surprises are the knowledge that Adobe Target users get by standardizing the segments and success events to include in all activities so that every activity maintains the same success events and segments.

Summary

By now you should have a broad understanding of the tools available in Adobe Target, as well as the activities that help you manage visitors and collect and analyze data. No matter what your test scenario may be, Adobe Target provides the foundation to enable you to get your activity up and running in no time.

Review questions

- 1 What is the difference between an A/B/n activity and a landing page activity?
- 2 What is the native MVT activity approach available in Adobe Target?
- 3 What happens to a visitor when you have two activities with the same priority on the same page?
- 4 How many success events are you limited to in an activity?

Review answers

- 1 The main difference between an A/B/n activity and a landing page activity is that visitors can switch experiences of a landing page activity, whereas visitors in an A/B/n activity stick to their initial test variation or experience for the life of the activity.
- 2 Adobe Target can support full factorial and partial factorial (Taguchi) approaches, but the partial factorial, or Taguchi, method is native to the software.
- 3 If two or more activities have the same priorities, the visitor would qualify for the activity that was updated most recently. The date and time are the secondary metrics used to determine participation after activity priority.
- 4 There is no limit to the number of success events in a given activity. However, you should not have too many because this leads to analysis paralysis, where the results are too granular to offer any statistically relevant findings. You should only include the most important top key performance indicators as success events.

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