

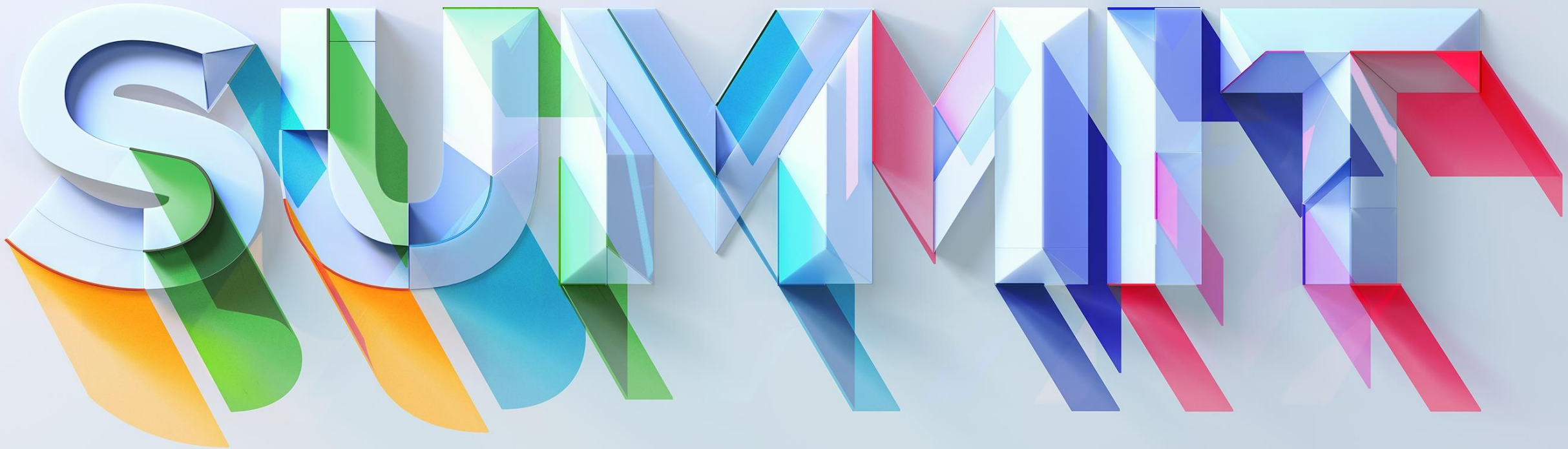


pollev.com/adobesummit6

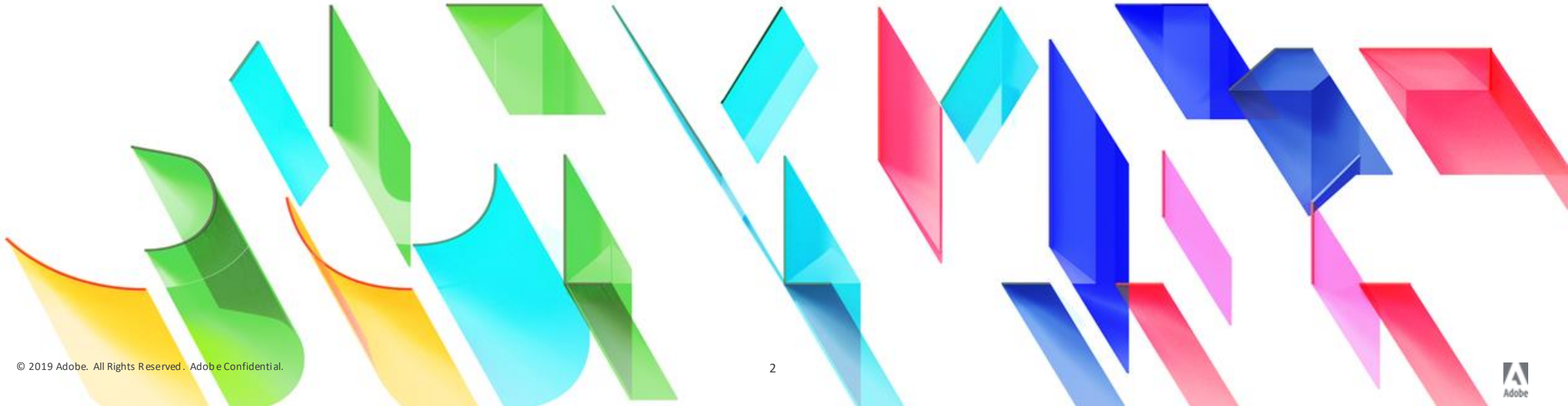
Adobe Analytics & Adobe Target: Personalize with Precision

Till Büttner | Senior Data Analyst, DHL

Eric Matisoff | Senior Evangelist, Analytics and Data Science, Adobe



Let's Get To Know Each Other A Bit



Let's Get To Know Each Other A Bit

pollev.com/adobesummit6

Text ADOBESUMMIT6 to 22333

Take the Survey for a chance to win!

pollev.com/adobesummit6



\$10 Starbucks Card



Day 1
Bash
Experience



Day 2
Signed Sports
Memorabilia



Day 3
Bose
Home Speaker

1

What is A4T and where can you use it?

2

How to use A4T to think first about optimization and later about reporting

3

What is on its way to the A4T roadmap?



Does your company currently have the ECID service deployed?

Yes

No

Unsure

Is your company currently using A4T?

Yes

No

Unsure

What movie do you most like to post animated GIFs from?

“Star Wars”

“Ace Ventura”

“Office Space”

“Super Troopers”

Intro to Experience Cloud ID Service (ECID)

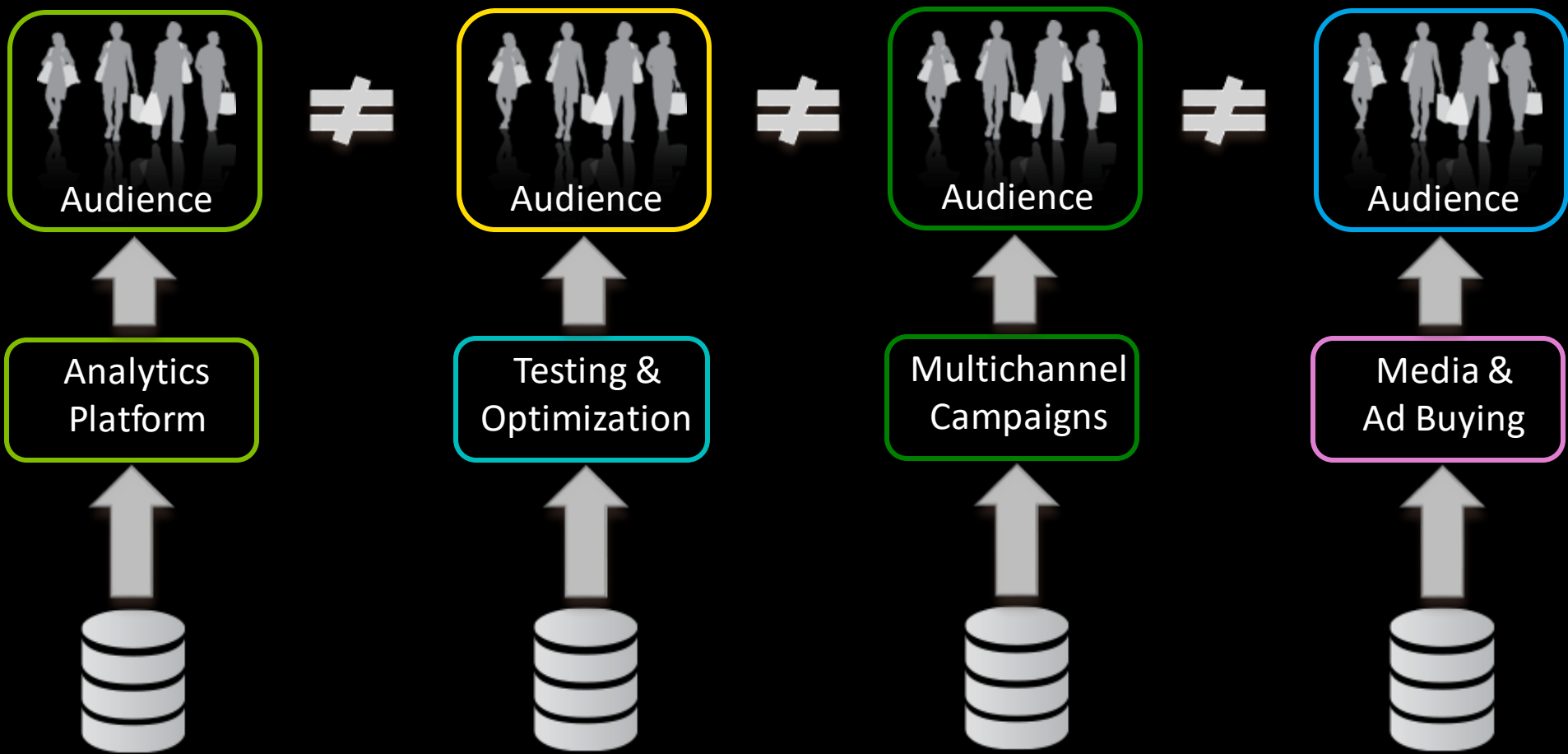


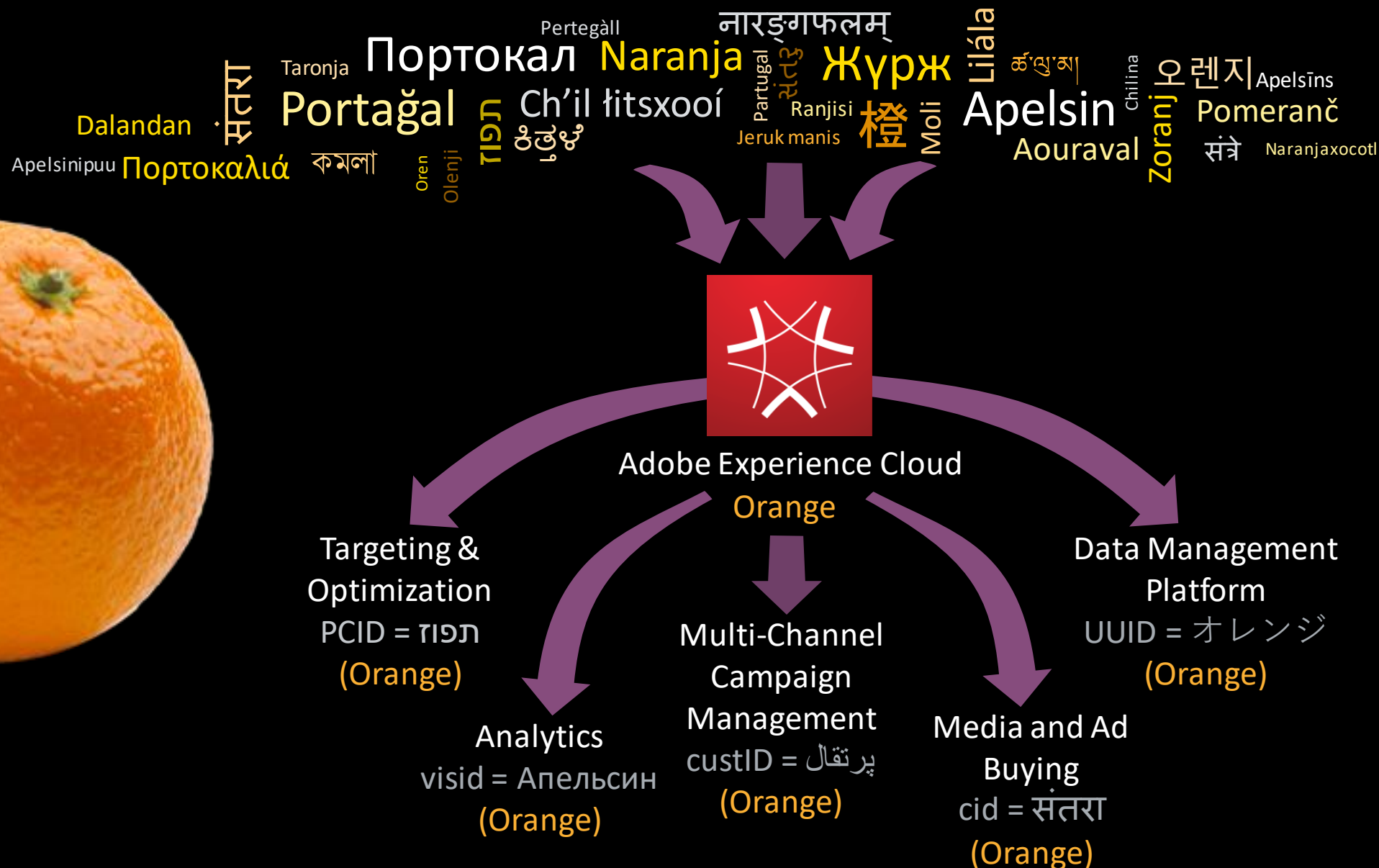
Intro to Experience Cloud ID Service (ECID)





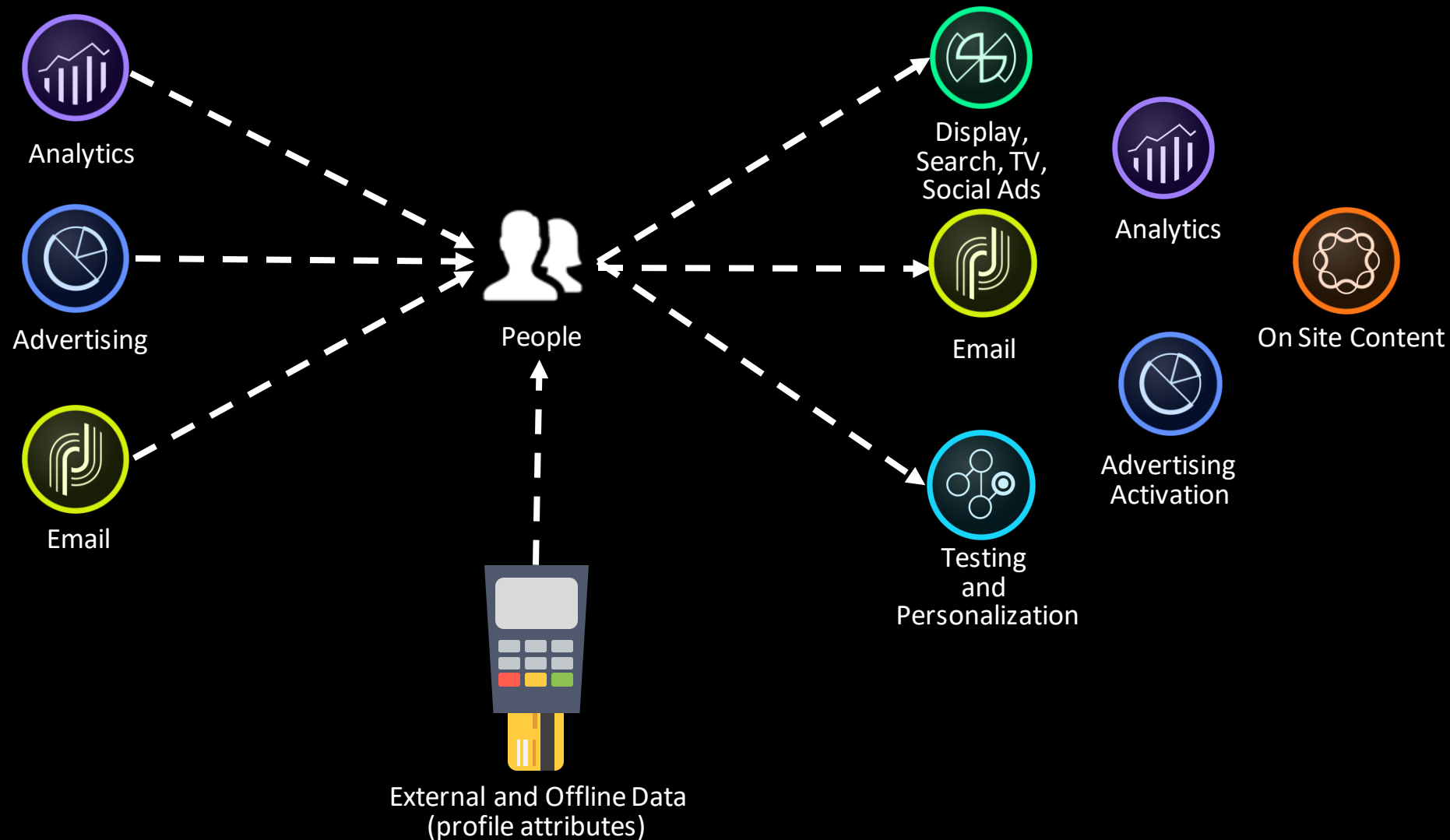
Portokal
Taronja
Portagal
Portokaliá
Laranjeira
Jeruk manis
Apelsinipuu
Olenji
Apelsin
Pomeranč
Zoranj
Chilina
Naranja
Pertegall
Oren
Ch'il fitsxooí
Moli
Apelsin
Ranjisi
Жүрж
Sinaasappel
Laranja
Naranjaxocotl
Aouraval
Apelsins
Portugal
Lilála
Dalandan
Portocale
Chungwa
Pir nqal
Narāṅgafalam
Lilála





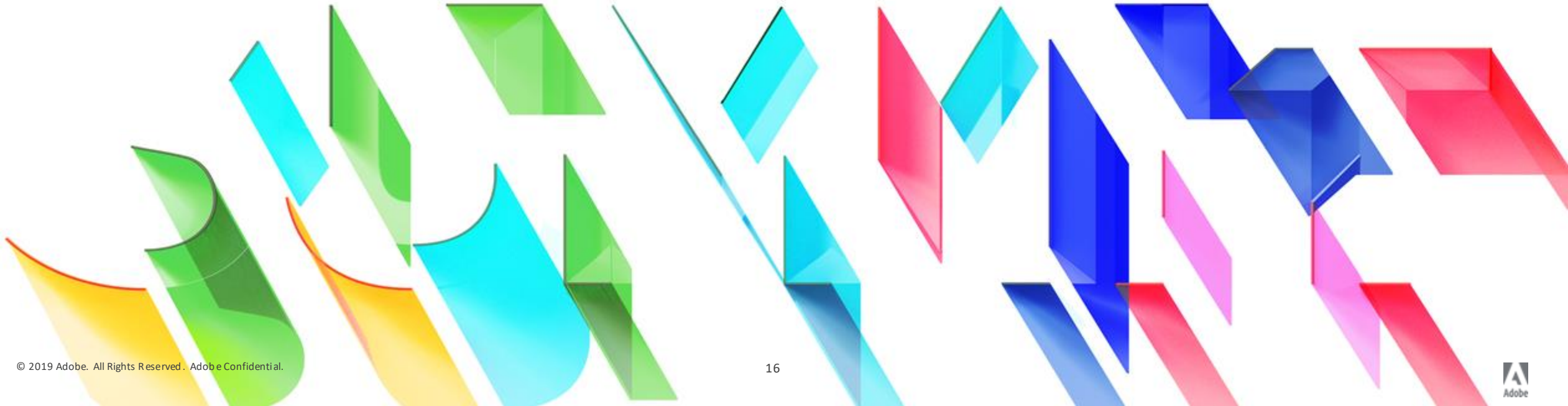
Create audiences

Consume audiences





Intro to A4T



Intro to A4T



A4T: What's in it for me?

"It takes too long to configure & launch a test. Time is money!"

"I have to plan in advance what metrics I want to capture and which audiences I plan to report on. If I forget something important I'm out of luck."

"I think we have Analytics & Target integrated but I'm not sure how to use it."

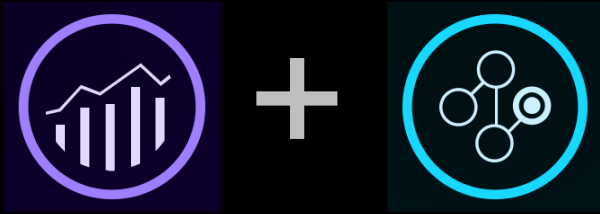
"My leadership wants regular updates on live test performance."

"Performing segment analysis on my test results is difficult because I have to filter reports by each segment individually."

"I like to use Workspace for analysis but I can't see my test data there."

"I'm interested in optimization but I don't have access to Target."

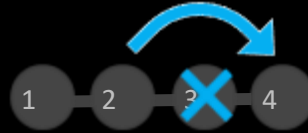
Analytics + Target



Launch Now. Learn Later.

Testing and targeting has
never been easier

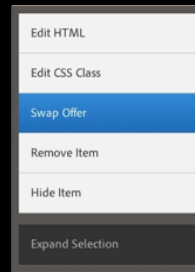
1



Launch Faster

Fewer configuration steps during activity setup.

2



Think Bigger

See all Analytics audiences and metrics, right from within the Target interface.

3



Dig Deeper

See all Target activity in Analytics for deeper analysis.



Launch Faster

Create segments once, then apply them to your Target activities.

Choose Audience (1) Cancel Combine Multiple Audiences Done

Audience Library Activity-Only Audience + Create Audience

58 Of 58 Audiences

<input type="checkbox"/>	Name	Source	Modified ↓
<input type="checkbox"/>	Fall Campaign - View Throughs	Experience Cloud	Oct 22 2017 08:15 AM by aam-integration-user@adobe.com
<input type="checkbox"/>	Acxiom Females - IT Professionals	Experience Cloud	Oct 22 2017 08:15 AM by aam-integration-user@adobe.com
<input type="checkbox"/>	Bots for blog post	Experience Cloud	Oct 21 2017 07:54 AM by aam-integration-user@adobe.com
<input type="checkbox"/>	Acxiom Premium - IT Professionals	Experience Cloud	Oct 20 2017 09:43 AM by aam-integration-user@adobe.com
<input type="checkbox"/>	Registration Abandoners	Experience Cloud	Oct 19 2017 08:53 AM by aam-integration-user@adobe.com
<input type="checkbox"/>	Bots	Experience Cloud	Aug 19 2017 07:04 AM by aam-integration-user@adobe.com
<input type="checkbox"/>	Premium Audience	Adobe Target	Mar 16 2017 10:15 AM by Eric Matisoff
<input type="checkbox"/>	30-39-year-old Working Moms	Adobe Target	Jan 12 2017 12:56 PM by Eric Matisoff
<input type="checkbox"/>	mode param = brah	Adobe Target	Jan 04 2017 08:47 AM by Eric Matisoff

Audiences shared with entire Experience Cloud



Launch Faster

Fewer activity configuration steps. No more configuring multiple sets of metrics in different tools.

A/B

A/B/C/D test hp hero

Create

Target

Goal & Settings

Cancel

Save

Priority

Low

High

Duration

Start

When Activated

End

When Deactivated

Reporting Settings

Reporting Source

Adobe Analytics

Adobe Target

Adobe Analytics

Tracking Server *

metrics.adobe.marketingcloud.com

Average Page Depth

Average Time Spent on Page

Average Time Spent on Site

Average Visit Depth

Bots

Bounce Rate

Select Metric

Select Report Suite

All Geomatrix Demo Sites

AML_Geomatrix_Outdoors

Think Bigger
You can break down and
analyze any test by any
audience, using any metric.

Adobe Target

Activities

Audiences

Content

Recommendations

Setup

adobe-david-bilbrough

?

12

GINA A/B Nav test 6.25.16 (a4t)

A/B

Deactivate

Edit Activity

Share to Feed

View Experience URLs

Live (Jun 24 2016 - Present)

Source: Adobe Target

Overview

Reports

Collisions

Change Log

View Report in Adobe Analytics

Running Page Views

(Change metric)

Start

2016-06-23

End

2016-07-11

Audience

All Qualified Visitors

Experience C

Experience B

Experience D

Experience A [Control]

Page Views

80.00

60.00

40.00

20.00

7

9

11

Select Audience for Reporting

Cancel

Change Audience

ALL

All Qualified Visitors

OTHERS

A4T nav test Experience C

California visitor

Chrome

Customer

FFox visitors

Frequent shopper

From email campaign

Experience

Experience C

Experience B

Experience D

Experience A [Control]

Activity

26.26%

25.17%

24.68%

23.89%

100.00%

265

254

249

241

1,009

1.91

1.78

1.77

1.80

1.81

505.00

452.00

440.00

433.00

1,830.00

6.07%

-0.95%

-1.65%

95.16%

34.05%

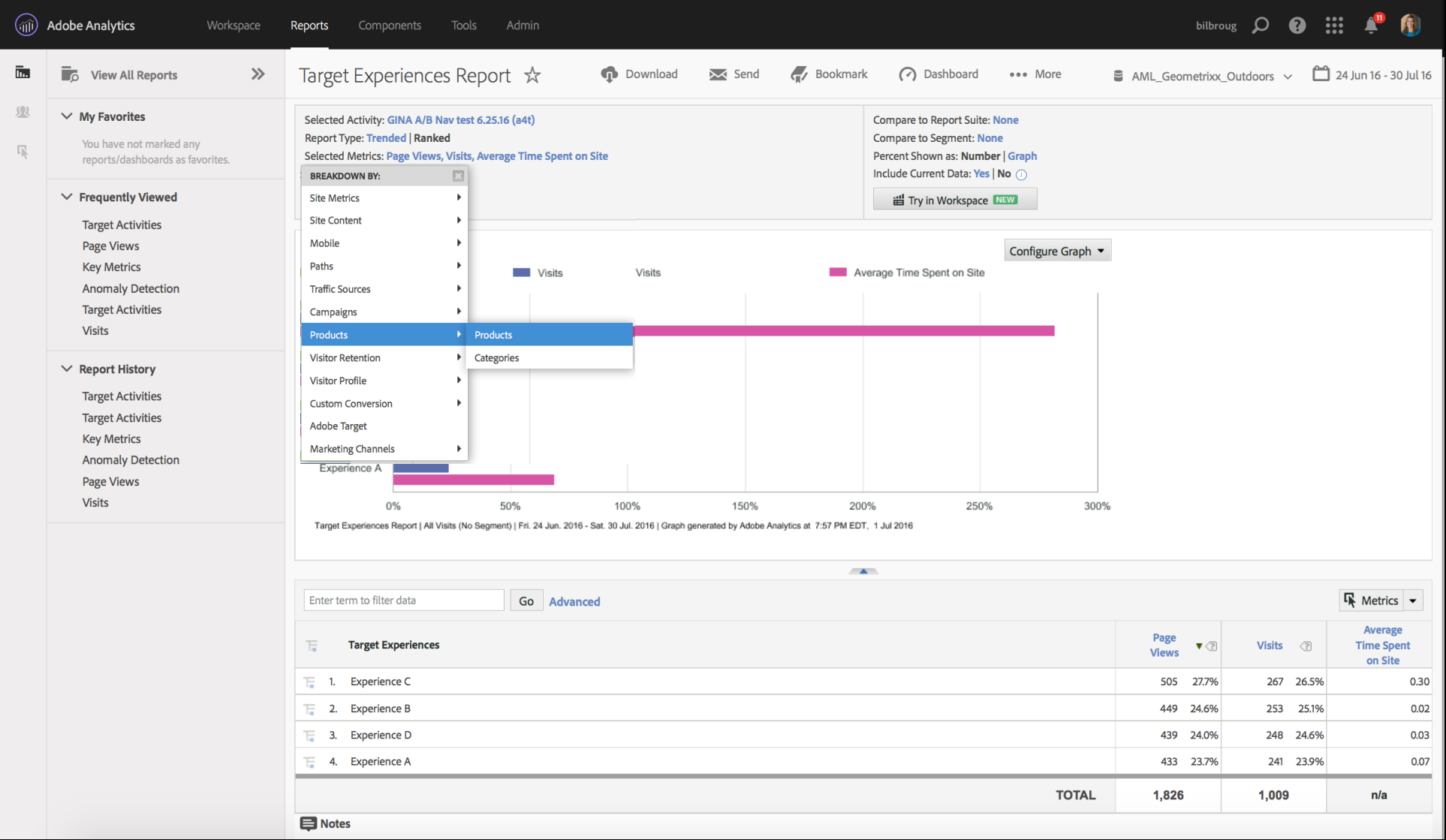
54.20%

© 2019 Adobe. All Rights Reserved. Adobe Confidential.

22

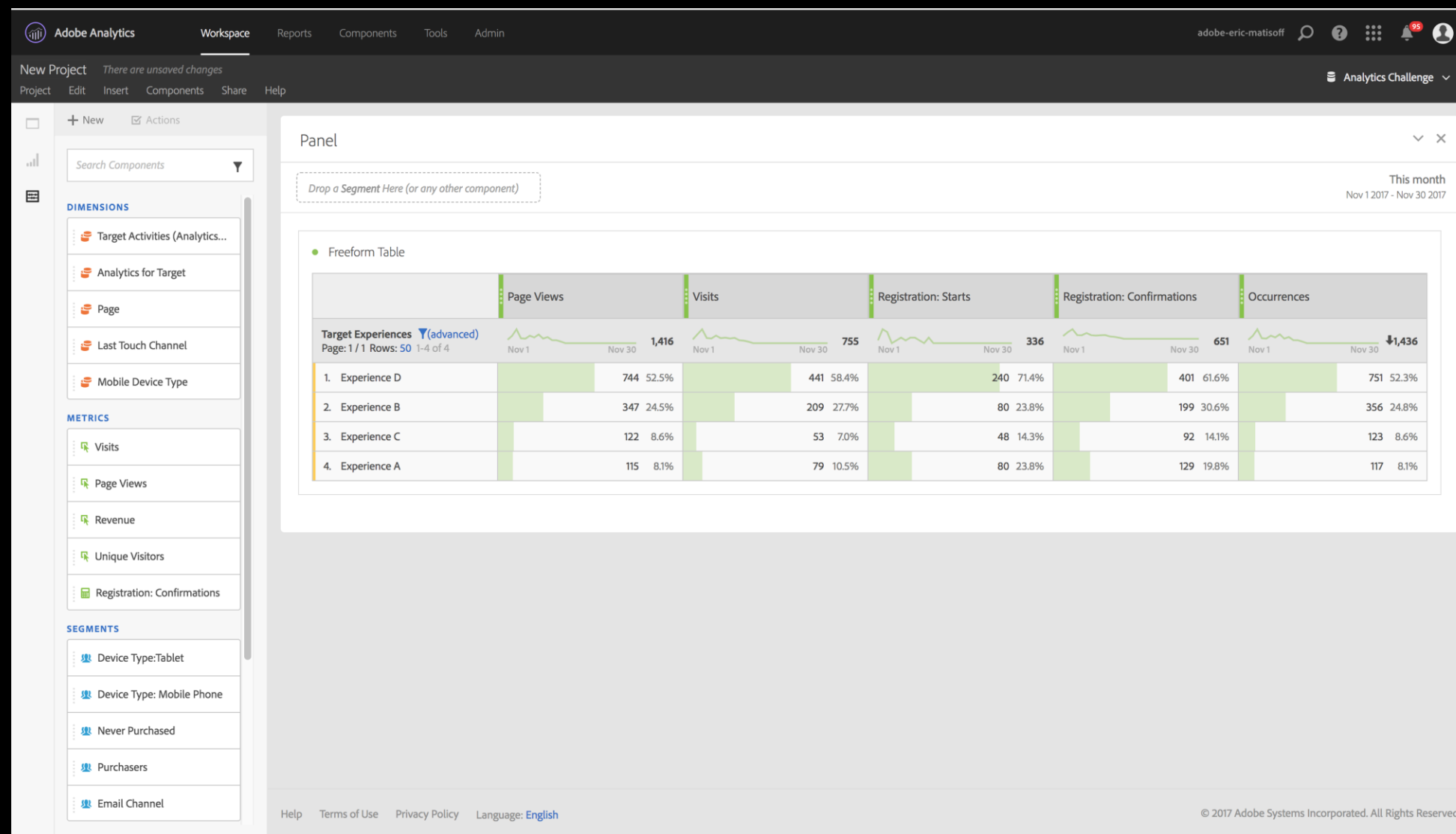
Dig Deeper

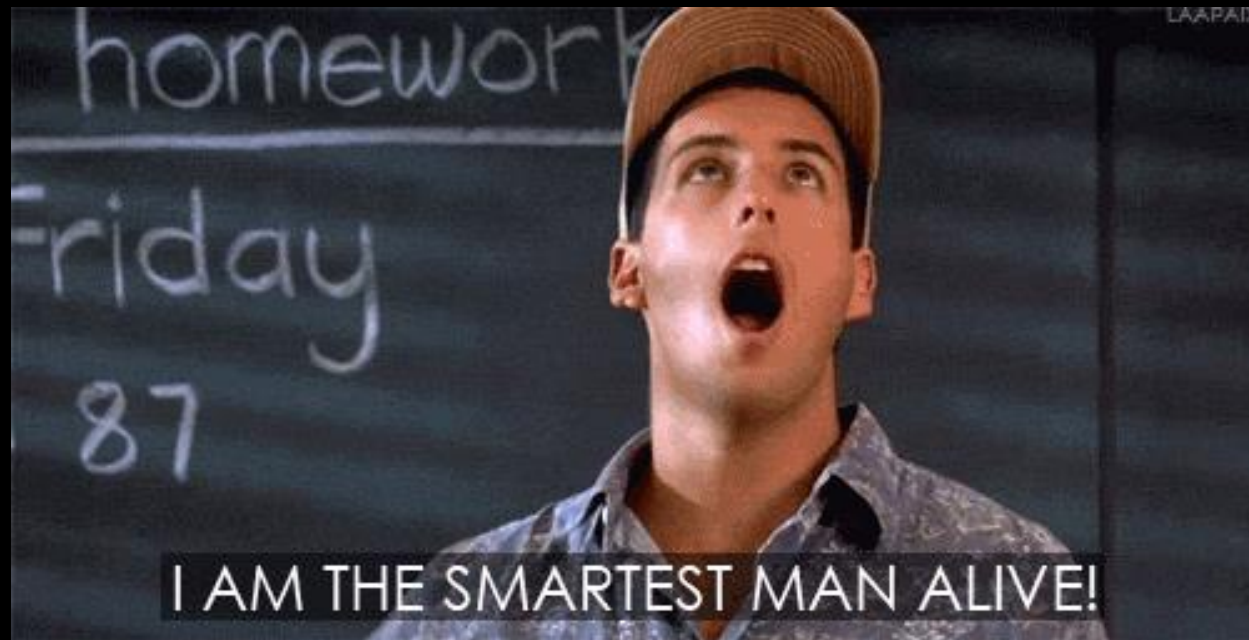
View Target activity reports directly in Reports & Analytics (with Lift/Confidence)



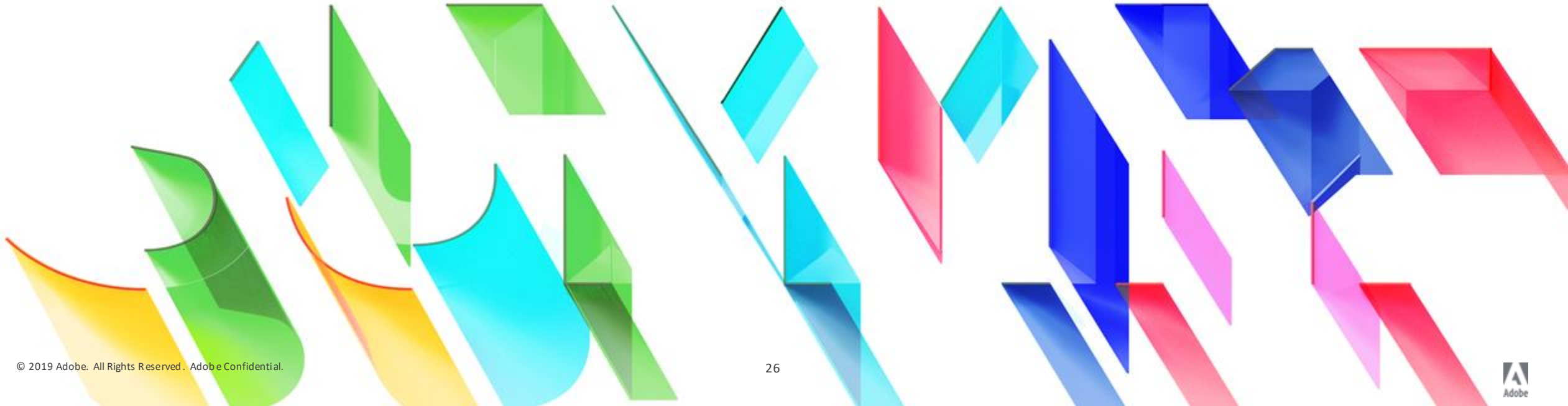
Dig Deeper

View Target activity reports directly in Analysis Workspace





How To Set Up A4T



How To Set Up A4T



A Four Step Process

1. Complete Provisioning Form



adobe.com/go/audiences

A Four Step Process

1. Complete Provisioning Form
2. **Set Up User Permissioning**



All Report Access
Web Services Access Group



A Four Step Process

1. Complete Provisioning Form
2. Set Up User Permissioning
3. **Recent Code Versions**

- ✓ App Measurement v2.3.0
- ✓ ECID v2.1
- ✓ at.js v0.9.6

A Four Step Process

1. Complete Provisioning Form
2. Set Up User Permissioning
3. Recent Code Versions
4. QA!

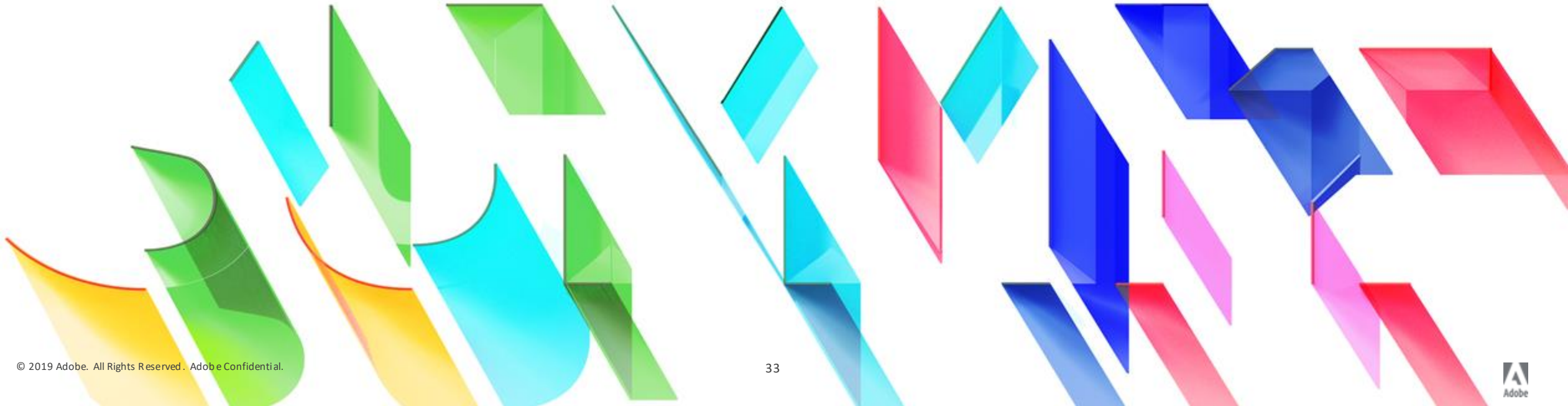
mboxMCSDID parameter = sdid parameter

The screenshot displays the Adobe Experience Cloud Debugger interface. At the top, the Adobe logo is followed by the text "Adobe Experience Cloud Debugger" and a "BETA" badge. Below this is a navigation bar with icons and labels for "Summary", "Network" (with a blue circle containing the number 3), "Tools", "Logs" (with a blue circle containing the number 45), "Analytics" (with a blue circle containing the number 1), "Target" (with a blue circle containing the number 1), and a settings icon. Below the navigation bar are two buttons: "Download" and "Clear All Requests". Underneath these is a "Solutions Filter" section with three buttons: "All", "Analytics" (which is highlighted in blue), and "DTM". The main content area is a table with three columns: "Solution", "Target", and "Analytics". The table contains various request details. The "Supplemental Data ID" row is highlighted with a red border, showing the same value "SFE891577130ABDE-7D83DC8A740B114F" for both Target and Analytics. The "Mbox Name" row shows "target-global-mbox" for Target and is empty for Analytics.

Solution	Target	Analytics
Request URL - Hostname	adobeintericmatisoff.tt.omtrdc.net	matisoft.d1.sc.omtrdc.net
Request URL - Pathname	/m2/adobeintericmatisoff/mbox/json	/b/ss/matisoftglobal/10/JS-2.10.0-L80B/s8862...
Request URL - Search	?mbox=target-global-mbox&mbxSess...	?AQB=1&ndh=1&pf=1&callback=...
Request URL - Hash		
Request - Body		
Request - Parameters	{ "mbox": "target-global-mbox", "mbxSessio...	{ "AQB": "1", "ndh": "1", "pf": "1", "callback": "s_c...
Request - Method	GET	GET
Page/Frame URL	http://adobeanalyticschallenge.com/rules	http://adobeanalyticschallenge.com/rules
Version	1.6.0	JS-2.10.0-L80B
Experience Cloud Visitor ID	62852279354942855752257643516833737282	62852279354942855752257643516833737282
Analytics Visitor ID	2DFE2C0005035F44-6000119C40000CCI	2DFE2C0005035F44-6000119C40000CCI
Audience Manager Blob	RKhpRz8krq2tLO6pguXWp5olkAcUniQYPHa...	RKhpRz8krq2tLO6pguXWp5olkAcUniQYPHa...
Audience Manager Location Hint	9	9
Supplemental Data ID	SFE891577130ABDE-7D83DC8A740B114F	SFE891577130ABDE-7D83DC8A740B114F
Mbox Name	target-global-mbox	



Where A4T can be used (and where it can't)



Where A4T can be used (and where it can't)



Use A4T With...

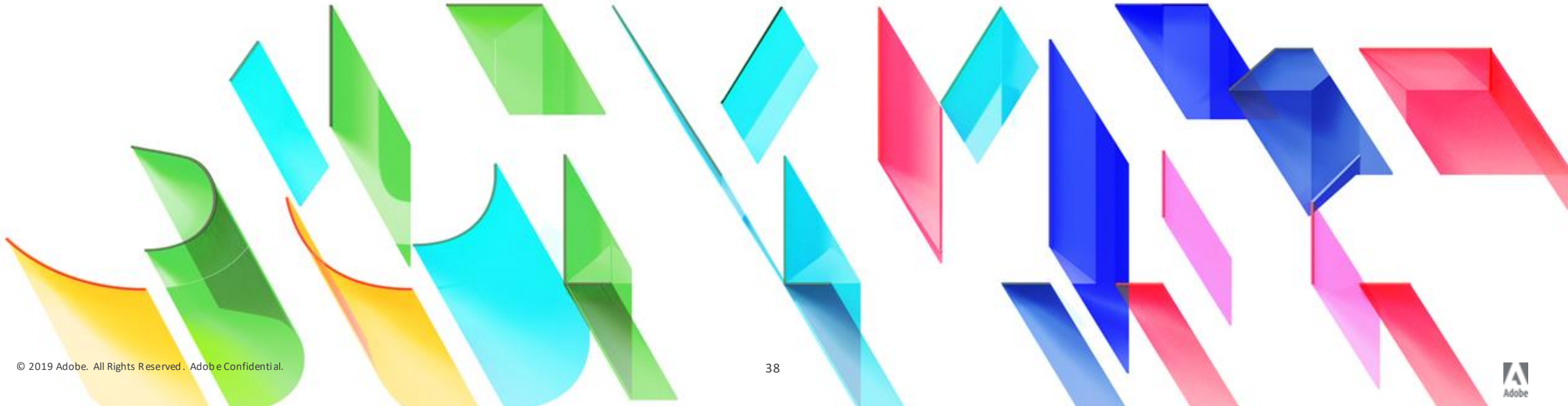
- Experience Targeting (Rules-Based Targeting)
- A/B...n Testing
- Multivariate Test (MVT)
- Recommendations
- Mobile App Activities
- Redirect Offers
- AEM 6.2+ Integrations

Don't Use A4T With...

- Auto-Allocate
- Auto-Target
- Automated Personalization
- Targeted Email



Multiple Integrations, More Fun!



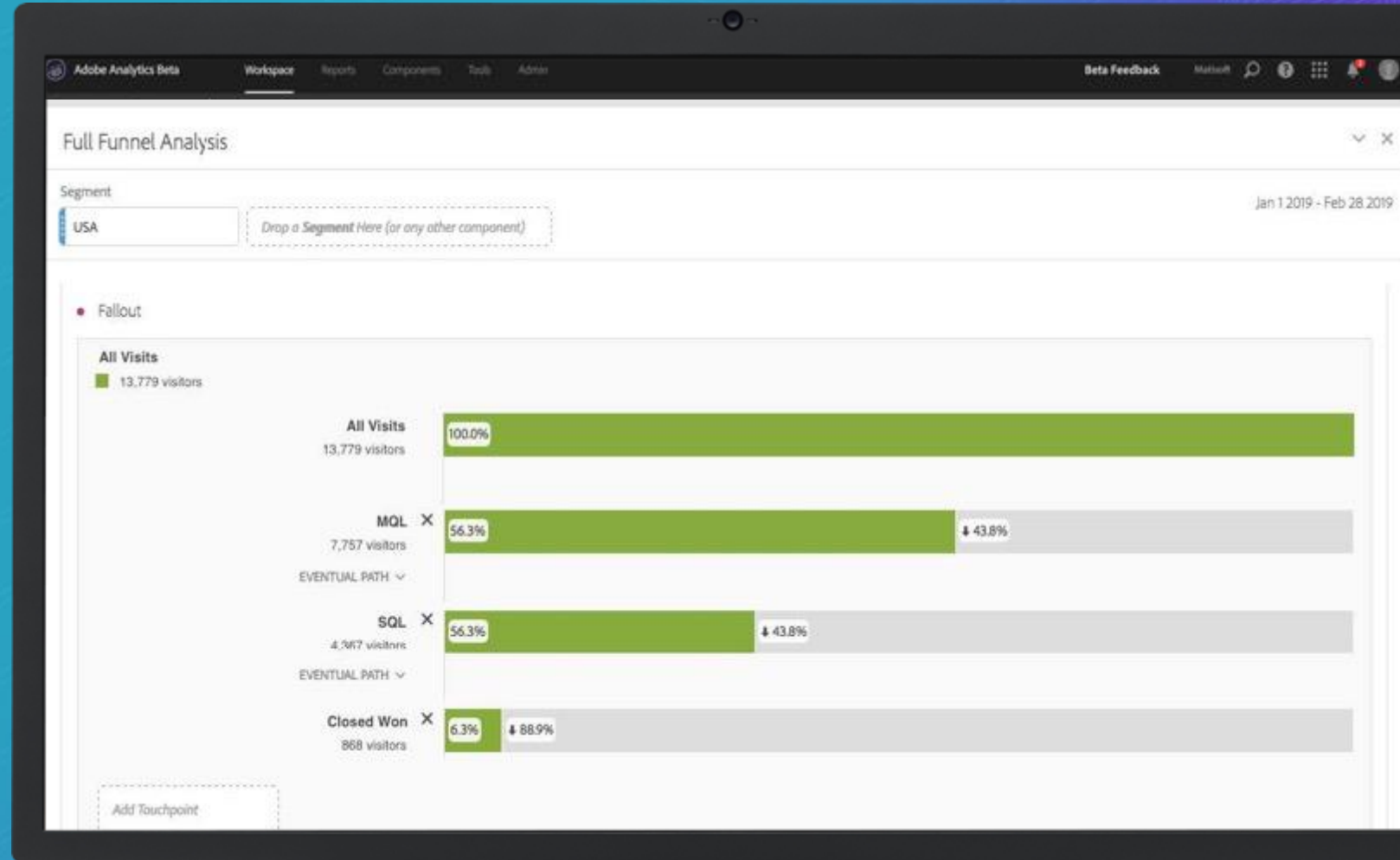
Multiple Integrations, More Fun!



Stoke SFDC + Adobe Integration

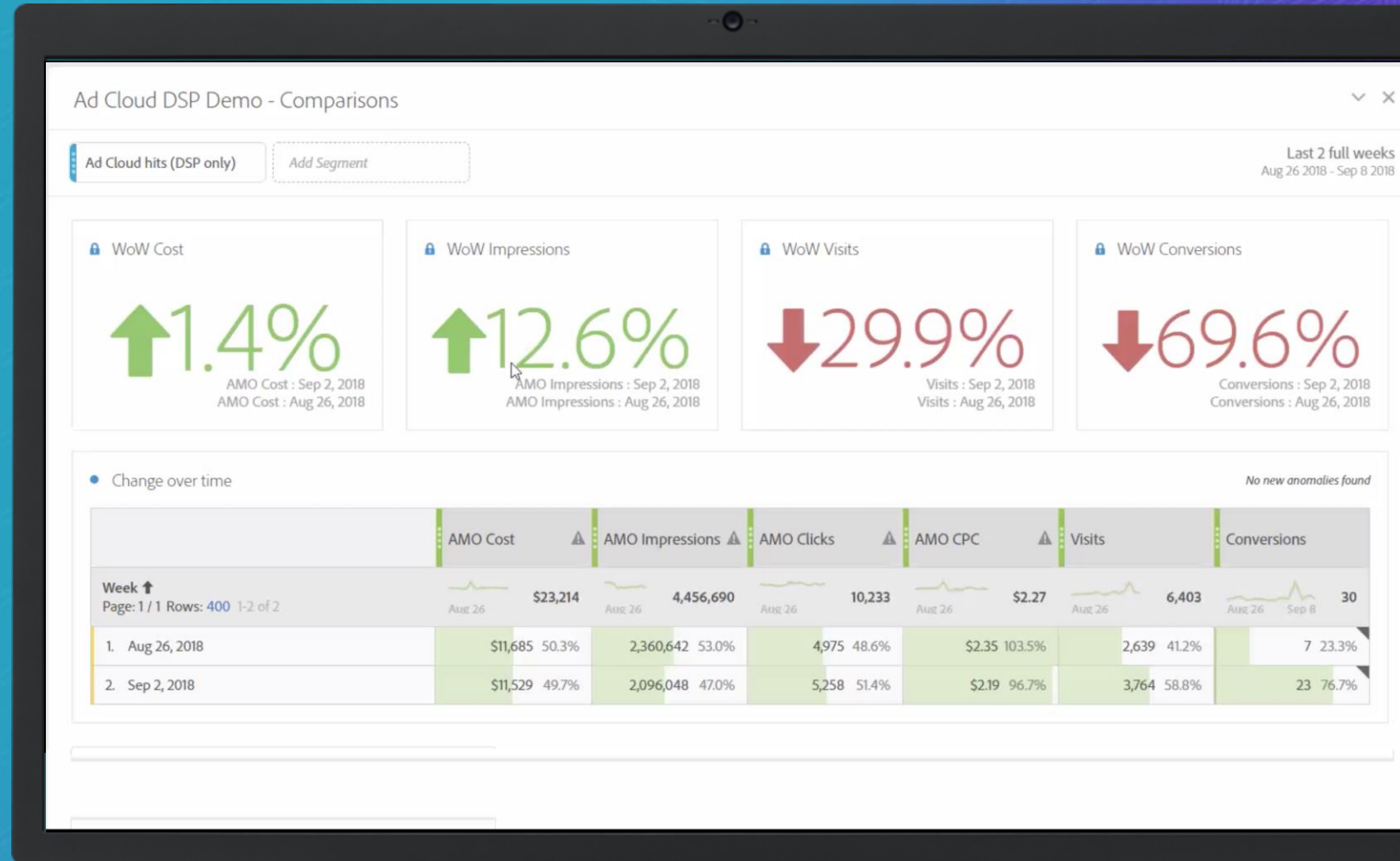


- Combines digital behavior and CRM data to provide a more comprehensive view of the customer journey.
- Understand which marketing channels or tactics are most effective at driving sales conversions.
- Unlimited dimensions of SFDC data and configurable for multiple instances of SFDC.
- Easy to set-up and requires no technical knowledge.



Analytics for Ad Cloud Plus Target!

- Analyze how your campaigns affect your Target activities
- Identify experiences that align with ads, placements, campaigns, and channels





There are 8 GIFs out
of series/movies in
this slide deck, if you
name them all
→ This is yours

Till Büttner

Digital Analytics
Digital Customer Interaction



 @oarsi





WORLD'S LEADING MAIL
AND LOGISTICS GROUP

EXCELLENCE. SIMPLY DELIVERED.

About **550,000 employees** in
more than **220 countries** and
territories

Group revenues: EUR 61.55bn
Group EBIT: **EUR 3.16bn**
Market capitalization¹⁾:
EUR 29.411bn

~ **955,000** international express
shipments per day (Time Definite
International)
+7.4% versus 2017

48.8m letters per workday in
Germany
4.1m parcels per workday in
Germany

3.8m tons of air freight.
3.2m TEU²⁾ of ocean freight.
~**8mn** square meter of warehouse
space

We aim to build upon our position
as **quality leader** in **contract
logistics**.

50 YEARS

EXCELLENCE. SIMPLY DELIVERED.

Source: Annual Report 2018; 1) As of 12/31/2018; 2) TEU = Twenty-foot equivalent unit;

What we aim to do



**Analytics
Implementation**



**Reporting's &
Analysis of the user
behavior**



**A/B-Test &
Personalization**



**Generating Insights
based
on online data
for projects**

Let's get ready to personalize content



Basics first - Requirements



Focus



Goals

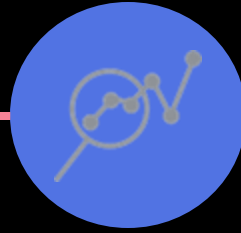


Evolution

Ready to go?



Set up additional
tracking and/or
connect other data if
needed

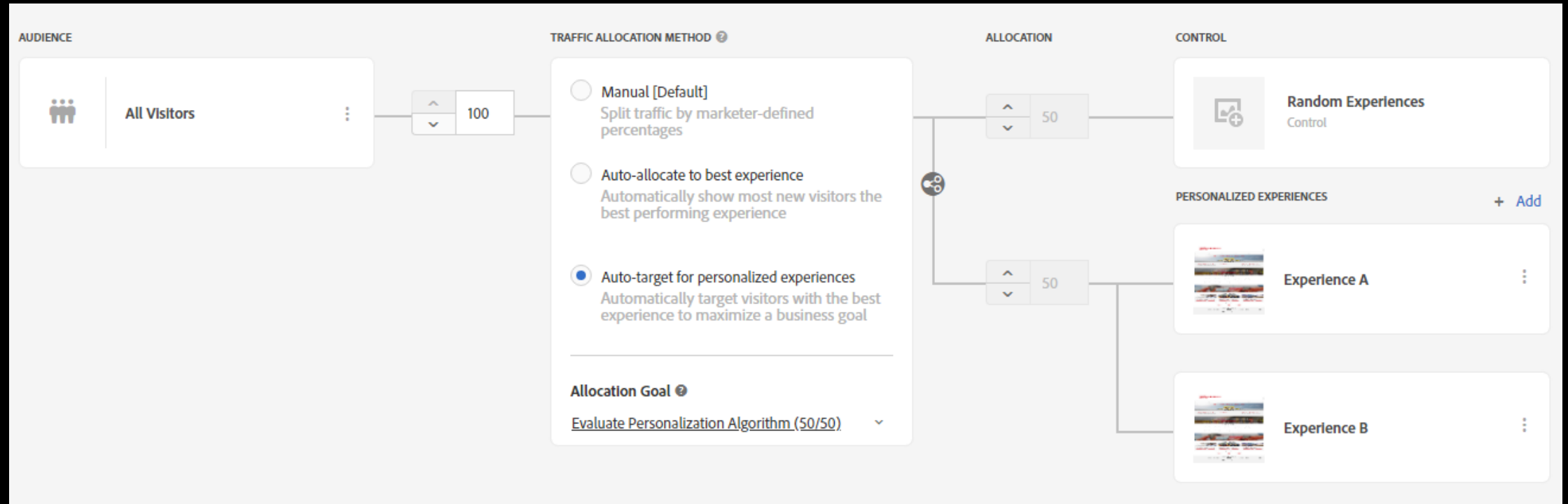


Define segments,
customer attributes,
profile scripts

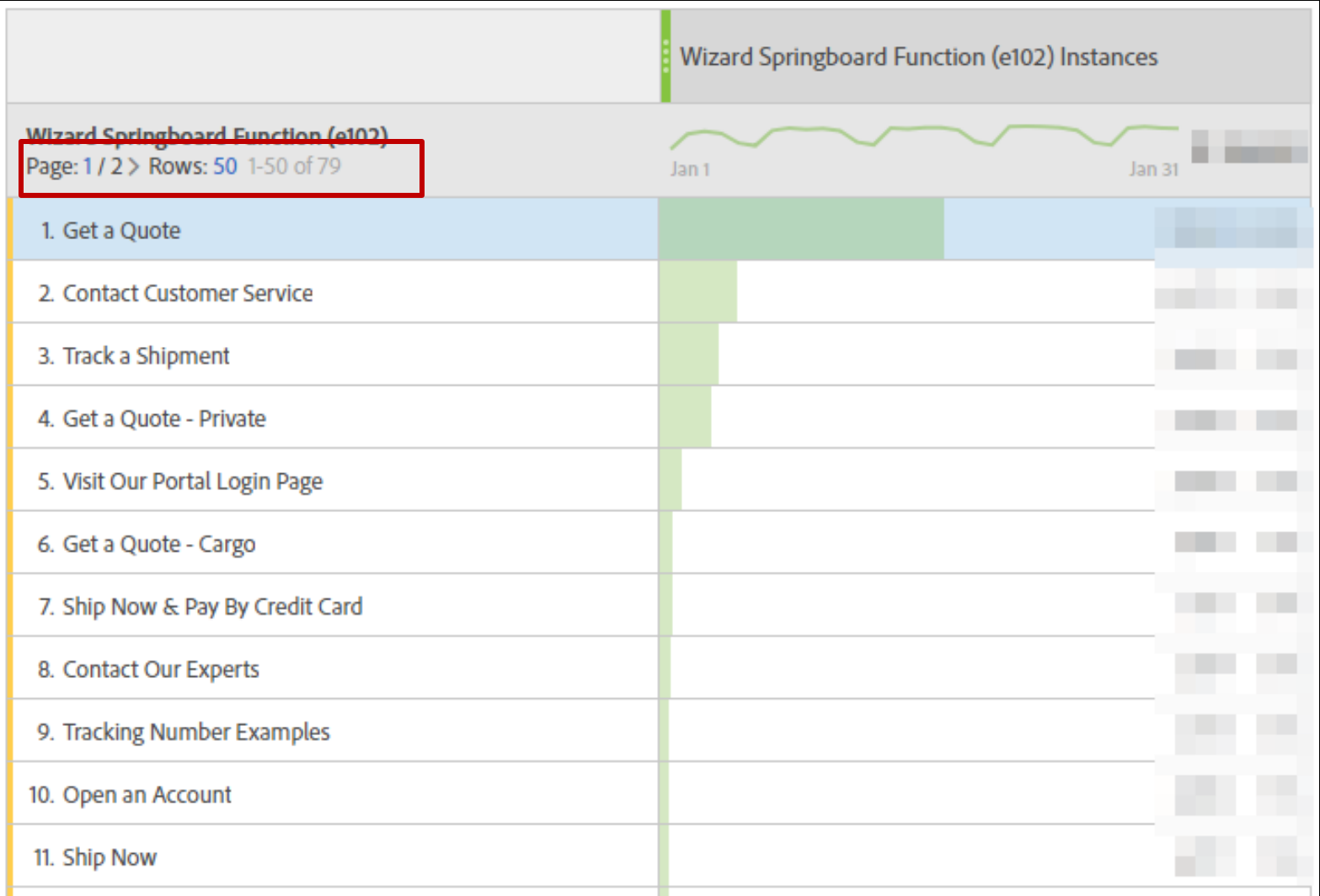


Build your first
personalization

Test before you trust your gut feeling



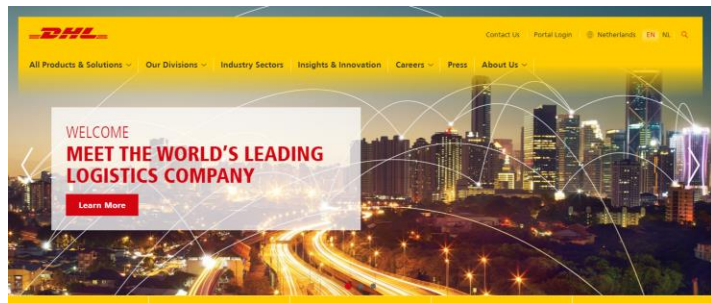
Short excursion: Why do standards matter?



Let me entertain you and let's get practical

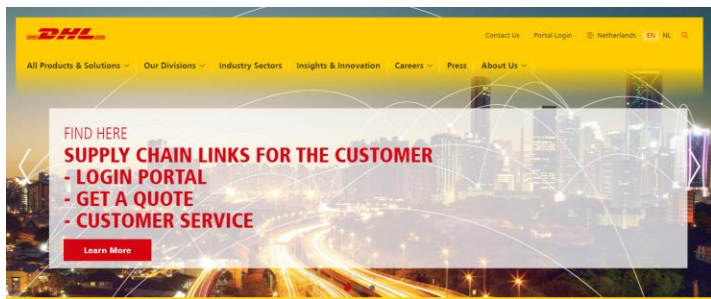


Customer intelligence in a nutshell (business view)



Anonym ID: 1234XYZ
User State: ?
Business Unit: ?
...

E.g. Submitted Form or Searched for Warehousing or ...

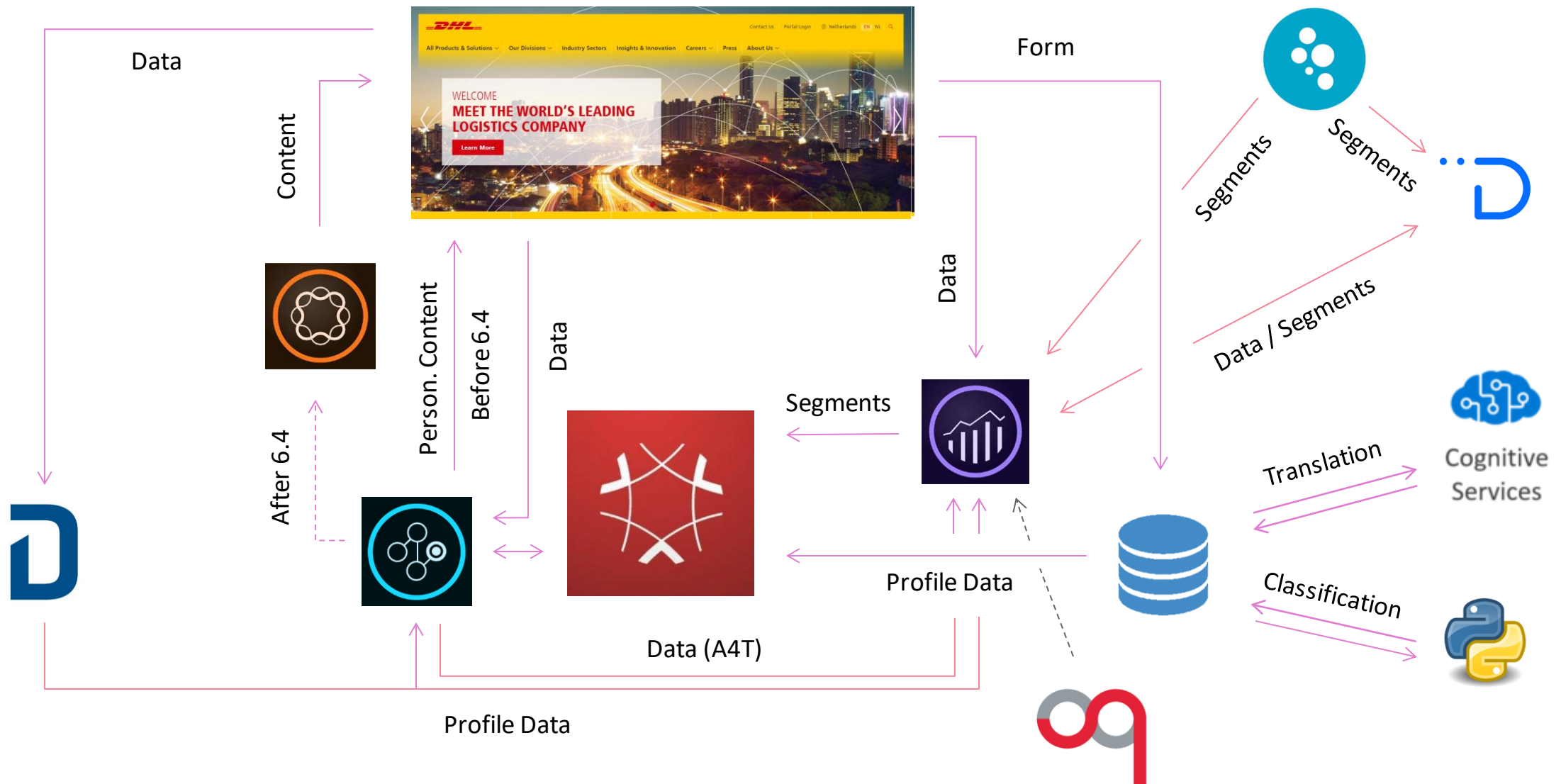


Anonym ID: 1234XYZ
User State: **Customer**
Business Unit: **Supply Chain**
...

You think that's all?



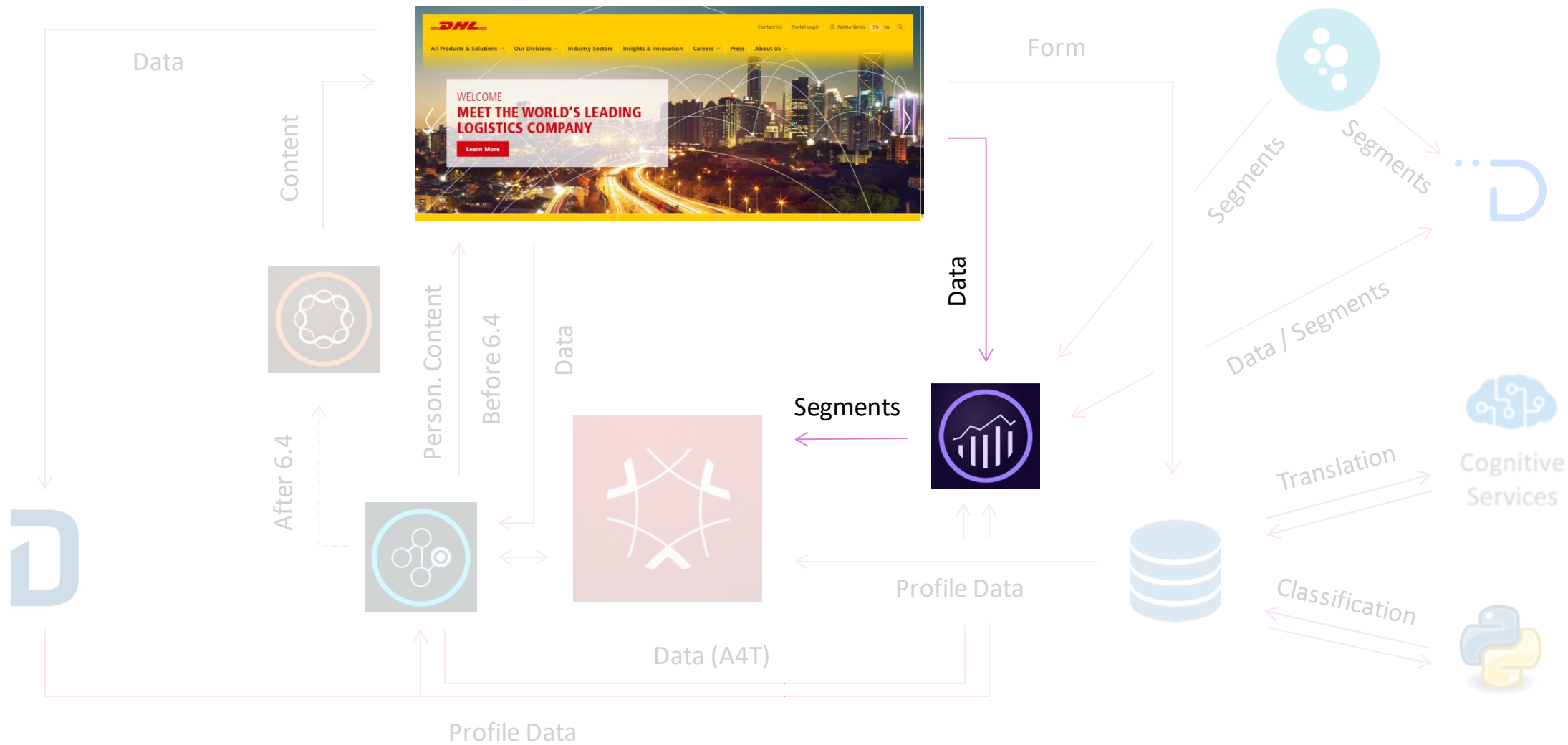
Customer intelligence in a nutshell (tech view)



Let's stay in Wonderland



Easy - Analytics Segments



Easy - Analytics Segments

TITLE *

Link out Customer Portal | Personalization Segment

DESCRIPTION *

Enter a description for this segment

TAGS

Targeting

Customer

DEFINITION *

Show Visitor

Options

Login to Portal

Log In

equals

-

2

+

×

And

Page Name (e74)

starts with

Login to Customer Portals and Tools


☒ Make this an Experience Cloud audience (for DHL GR PROD)

Select the window for audience creation: Last 90 days


Hint: Max. 20 million audience members.


Easy - Analytics Segments


ADVERTISING CLOUD


Media Optimizer


MARKETING CLOUD

Social


Target


Campaign

Experience Manager

Primetime

ANALYTICS CLOUD

Analytics

Audience Manager

PLATFORM

Activation

Administration

Assets

Exchange

Experience Cloud Home

Feed

Mobile Services

Offers

People

Easy - Analytics Segments

Adobe Experience Cloud People

Audience Library

Customer Attributes

?

325


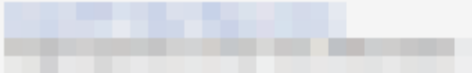
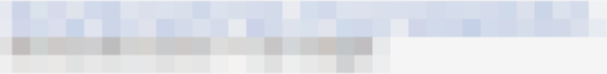

Search All

+

New

↑

Newest to Oldest

<input type="checkbox"/>	Title & Description	Source ↑	Current Size	Active	Date Modified
<input type="checkbox"/>		Analytics	1,022	✓	03/12/2019 11:57 AM
<input type="checkbox"/>		Analytics	115	✓	03/06/2019 5:03 PM
<input type="checkbox"/>		Analytics	98,777	✓	02/27/2019 12:37 PM
<input type="checkbox"/>		Analytics	2,143	✓	02/19/2019 11:48 AM

Easy - Analytics Segments

Portal Login Menu ...

+ Add Experience

target-global-mbox

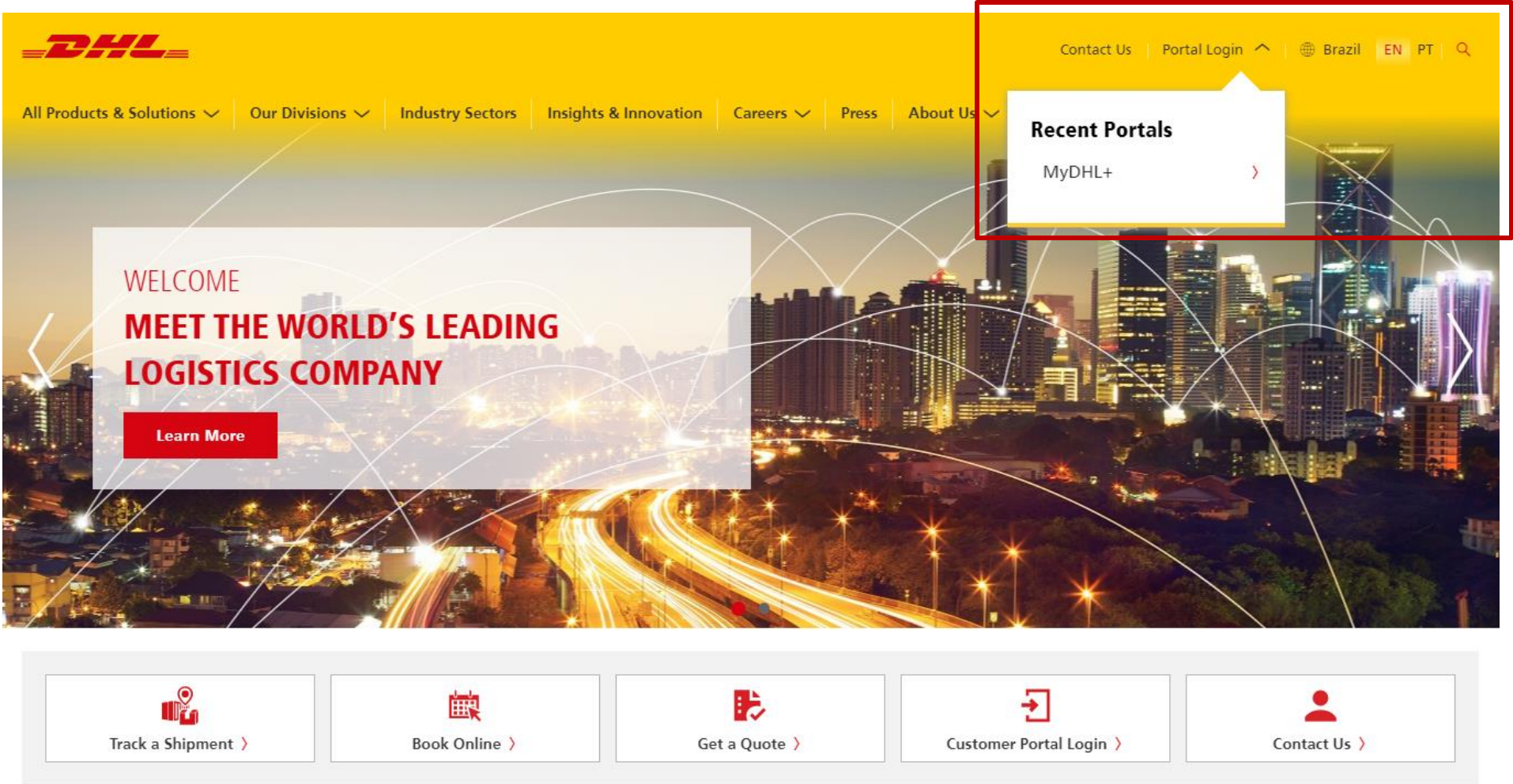
+ Add Audience Refinements

CONTENT

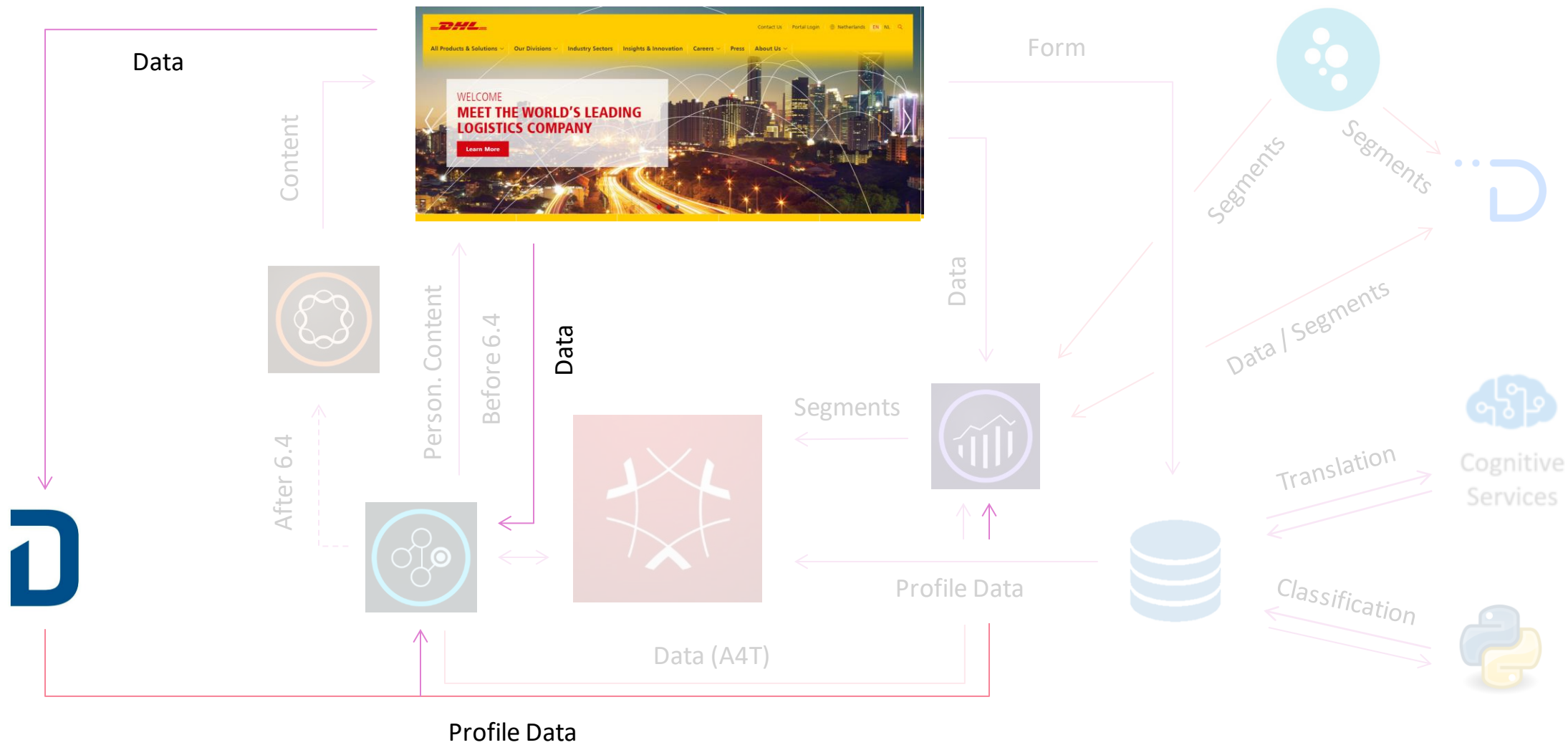
HTML Content

```
1 <script>
2 "use strict";function _classCallCheck(a,b){if(!(a instanceof b))throw new TypeError("Cannot call a class as a
function");}function _defineProperties(a,b){for(var
c,d=0;d<b.length;d++)c=b[d],c.enumerable=c.enumerable||!1,c.configurable=!0,"value"in c&&
(c.writable=!0),Object.defineProperty(a,c.key,c)}function _createClass(a,b,c){return
b&&_defineProperties(a.prototype,b),c&&_defineProperties(a,c),a}var PortalLoginMenu=function(){function a()
{_classCallCheck(this,a),this.personalized_html="<h4 _ngcontent-c1=\\\"\\\" class=\\\"fw-b fg-black\\\">Recent
Portals</h4><ul _ngcontent-c1=\\\"\\\"><li _ngcontent-c1=\\\"\\\"><a class=\\\"has-icon\\\" _ngcontent-c1=\\\"\\\"><span
class=\\\"sr-only\\\"></span><{{BUSINESS_UNIT}}</a></li></ul>",this.container_html="<div _ngcontent-c1=\\\"\\\"
class=\\\"hide navigation-tertiary navigation-tertiary-right a-left\\\"> <nav _ngcontent-c1=\\\"\\\">
{{PERSONALIZATION}}<h4 _ngcontent-c1=\\\"\\\" class=\\\"fw-b fg-black\\\">All Portals</h4> <ul _ngcontent-c1=\\\"\\\"> <li
_ngcontent-c1=\\\"\\\"><a class=\\\"has-icon\\\" _ngcontent-c1=\\\"\\\"><span class=\\\"sr-only\\\"></span>My DHL Express</a>
</li><li _ngcontent-c1=\\\"\\\"><a class=\\\"has-icon\\\" _ngcontent-c1=\\\"\\\"><span class=\\\"sr-only\\\"></span>DHL
eCommerce Portal</a></li><li _ngcontent-c1=\\\"\\\"><a class=\\\"has-icon\\\" _ngcontent-c1=\\\"\\\"><span class=\\\"sr-
only\\\"></span>DHL Freight</a></li><li _ngcontent-c1=\\\"\\\"><a class=\\\"has-icon\\\" _ngcontent-c1=\\\"\\\"><span
class=\\\"sr-only\\\"></span>DHL Same Day</a></li><li _ngcontent-c1=\\\"\\\"><a class=\\\"has-icon\\\" _ngcontent-c1=\\\"\\\">
<span class=\\\"sr-only\\\"></span>MySupply Chain</a></li><li _ngcontent-c1=\\\"\\\"><a class=\\\"has-icon\\\" _ngcontent-
```

Easy - Analytics Segments



Moderate – Visitor Profile



Moderate – Visitor Profile

Rules

Remove

Visitor Profile x

industry

equals

static value

Software & Technology

+ Add Rule

AND

Visitor Profile x

state

equals

static value

UT

+ Add Rule

AND

Visitor Profile x

country_name

equals

static value

US

+ Add Rule

Hint: Visitor profiles are just stored for two weeks. To extend up to 90 days contact Customer Care

Moderate – Visitor Profile

Information

Audience Name *(Required)*

AccountInterest = Insights

Rules

Visitor Profile ▾

Category Affinity 1) ▾

Insights

+ Add Rule

Favorite category ▾

contains (case insensitive) ▾

static value ▾

Remove

1) Credits goes out to Observepoint: <https://resources.observepoint.com/blog/adobe-target-personalization-category-affinity>

Moderate – Visitor Profile

Information

Audience Name *(Required)*

Adobe Summit Date

Rules

Time Frame ▾

[Remove](#)

Choose a time range and/or apply week and day parting.

Start

26 March 2019 00:00



GMT +01:00

End

28 March 2019 23:59

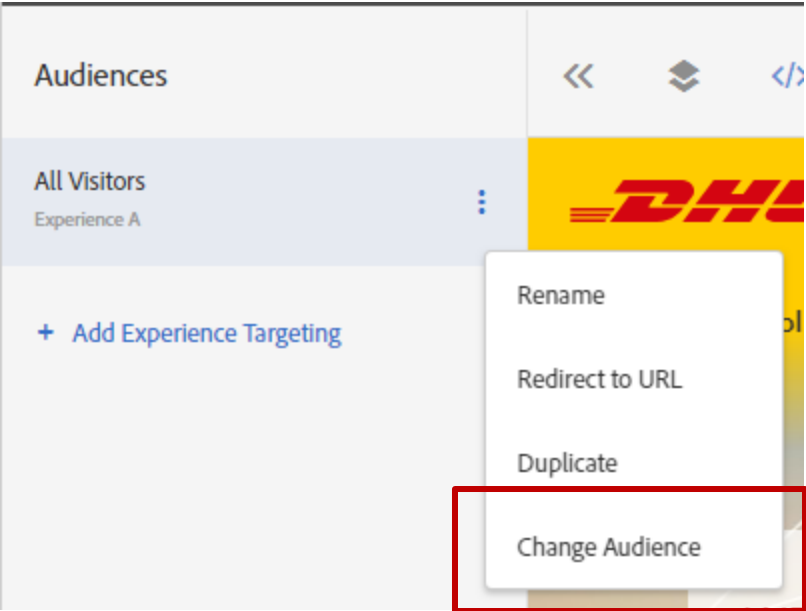


GMT +01:00

[+ Week and Day Parting](#)

[+ Add Rule](#)

Moderate – Visitor Profile



Choose Audience (3) Cancel **Combine Multiple Audiences**

Audience Library Activity-Only Audience

20 Of 67 Audiences

☐ Name

Modified

<input type="checkbox"/> All Visitors	Jun 13 2103 10:44 PM
<input checked="" type="checkbox"/> Account Interest = Insights	Mar 12 2019 09:29 PM by Till Buettner
<input checked="" type="checkbox"/> Adobe Summit Date	Mar 12 2019 09:28 PM by Till Buettner
<input checked="" type="checkbox"/> Utah Software Company	Mar 12 2019 09:26 PM by Till Buettner

+ Create Audience

Moderate – Visitor Profile

Audience Name

Combined Audience

Account Interest = Insights

Exclusion

Remove

AND

Adobe Summit Date

Exclusion

Remove

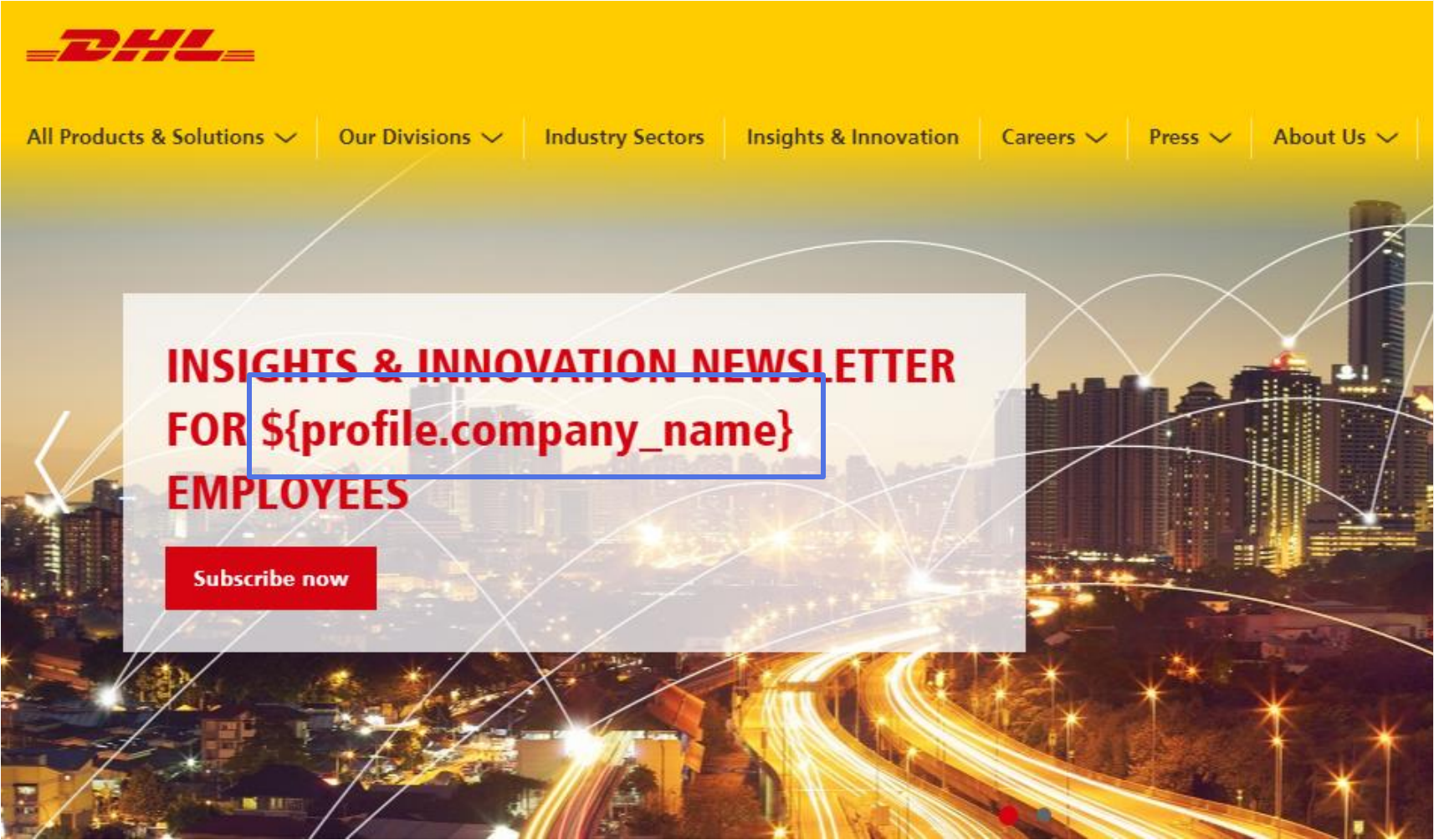
AND

Utah Software Company

Exclusion

Remove

Moderate – Visitor Profile



Modifications ⓘ

×

Action type

Set HTML

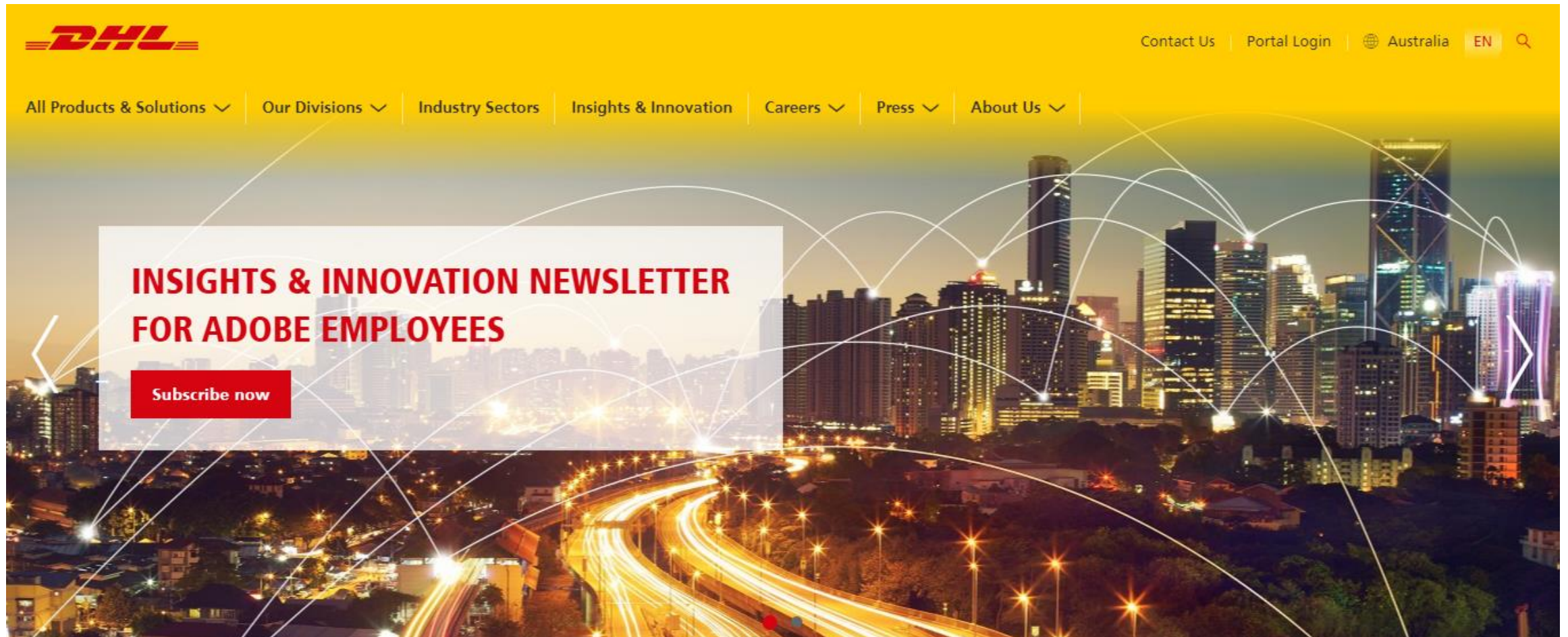
CSS Element Selector

#parsysPathStage_marketing_stage_cont > DIV.c-

Content

INSIGHTS & INNOVATION NEWSLETTER FOR
\${profile.company_name} EMPLOYEES

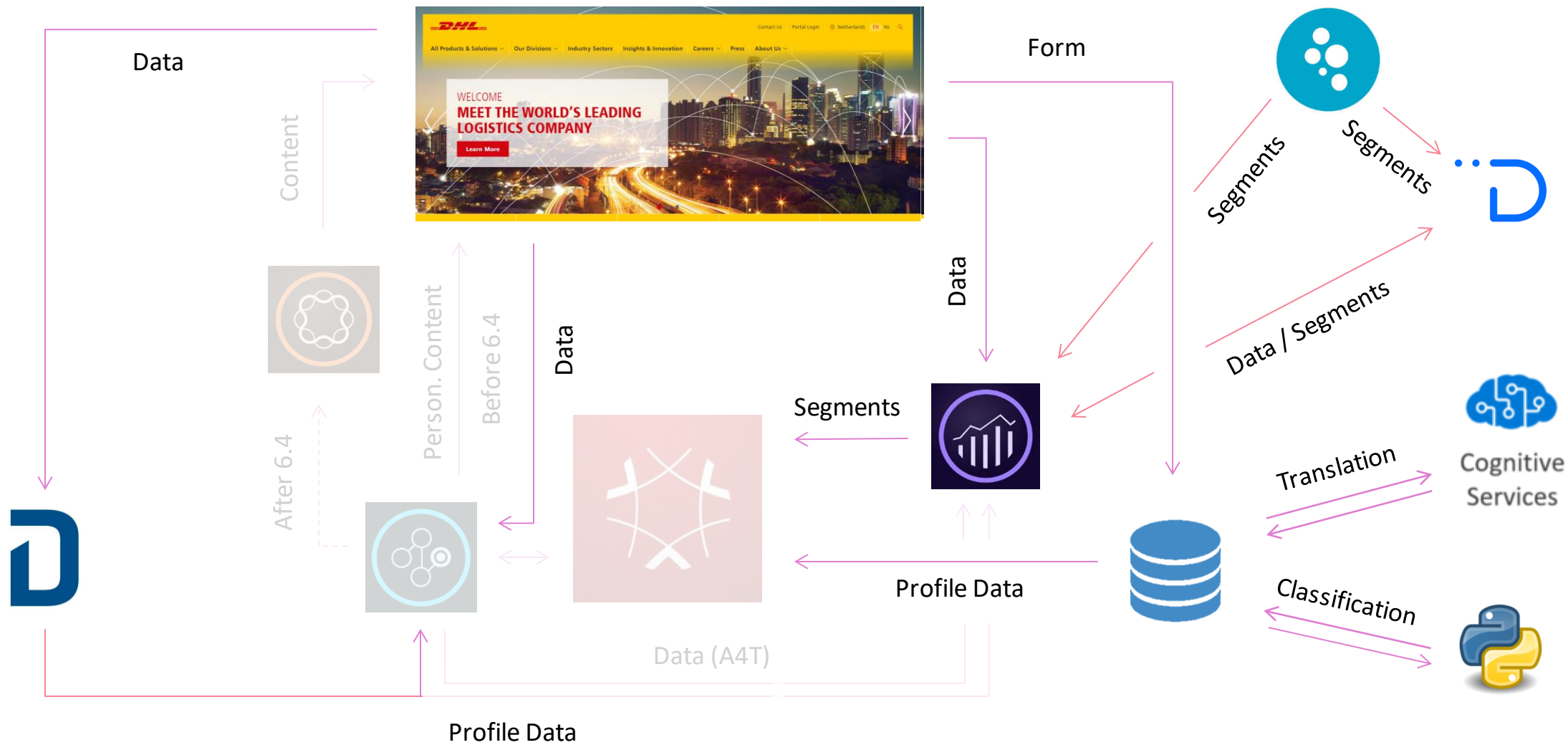
Moderate – Visitor Profile



I feel the need...



Fully orchestrated



Fully orchestrated – Hint: Use Feedback data

TITLE *

Negative Feedback

DESCRIPTION *

Negative Feedback which Users gave via Usabilla

TAGS

X Usabilla

X Feedback

X Targeting

DEFINITION *

Show

Hit

Answer

Or

Answer

☒ Make this an Experience Cloud audience (for DHL GR PROD)

Select the window for audience creation:

Last 30 days

TITLE *

Helpful Feedback

DESCRIPTION *

Helpful Feedback which Users gave via Usabilla

TAGS

X Usabilla

X Feedback

X Targeting

DEFINITION *

Show

Hit

Answer

equals

Suggestion

☒ Make this an Experience Cloud audience (for DHL GR PROD)

Select the window for audience creation:

Last 60 days

Product Compatibility

Analysis Workspace

Reports & Analytics

Ad Hoc Analysis

Data Warehouse

Fully orchestrated

Analytics Segment

Searched for Customer Care contact &
A) Feedback Answer equals Suggestion
B) Feedback Answer equals Dislike

Demandbase

C) Company Name exists
D) Company Name does not exists

Form Analysis

E) Customer of Business Unit
F) No Customer Information

Recommendations

G) Has consumed FAQs
H) Has not seen FAQs at all

Fully orchestrated

Analytics Segment

Searched for Customer Care contact &
A) Feedback Answer equals Suggestion
B) Feedback Answer equals Dislike

Demandbase

C) Company Name exists
D) Company Name does not exists

Form Analysis

E) Customer of Business Unit
F) No Customer Information

Recommendations

G) Has consumed FAQs
H) Has not seen FAQs at all

IF A & C & E & G
THEN show specific Customer Care chat with account based thank you

Fully orchestrated

Analytics Segment

Searched for Customer Care contact &
A) Feedback Answer equals Suggestion
B) Feedback Answer equals Dislike

Demandbase

C) Company Name exists
D) Company Name does not exist

Form Analysis

E) Customer of Business Unit
F) No Customer Information

Recommendations

G) Has consumed FAQs
H) Has not seen FAQs at all

IF A & C & E & G
THEN show specific Unit Customer Care chat with account based apology

IF B & C & E & H
THEN show FAQ link first and below specific Customer Care phone number with account based apology

Fully orchestrated

Analytics Segment

Searched for Customer Care contact &
A) Feedback Answer equals Suggestion
B) Feedback Answer equals Dislike

Demandbase

C) Company Name exists
D) Company Name does not exist

Form Analysis

E) Customer of Business Unit
F) No Customer Information

Recommendations

G) Has consumed FAQs
H) Has not seen FAQs at all

IF A & C & E & G
THEN show specific Customer Care chat with account based apology

IF B & C & E & H
THEN show FAQ link first and below specific Customer Care phone number with account based apology

IF B & D & F & H
THEN thank anonymously for feedback and link to FAQs with general Customer Care email address shown below

And now some data



Reporting Example

Experiences

Targeting

Goals & Settings

Reporting Settings

Reporting Source ⓘ
Adobe Analytics
Company
DHL.com
Tracking Server ⓘ

Report Suite

Goal Metric*

▼ TESTING GOAL 1

What do you want to measure with this activity?
Use an Analytics metric
The following are metrics available from Analytics:
Testing Goal 1

Custom Success Events		
Event	Name	Type
event201	<input type="checkbox"/> Testing Goal 1	<input type="checkbox"/> Counter
event202	<input type="checkbox"/> Testing Goal 2	<input type="checkbox"/> Counter
event203	<input type="checkbox"/> Testing Goal 3	<input type="checkbox"/> Counter
event204	<input type="checkbox"/> Testing Goal 4	<input type="checkbox"/> Counter
event205	<input type="checkbox"/> Testing Goal 5	<input type="checkbox"/> Counter
event206	<input type="checkbox"/> Testing Goal 6	<input type="checkbox"/> Counter
event207	<input type="checkbox"/> Testing Goal 7	<input type="checkbox"/> Counter
event208	<input type="checkbox"/> Testing Goal 8	<input type="checkbox"/> Counter
event209	<input type="checkbox"/> Testing Goal 9	<input type="checkbox"/> Counter
event210	<input type="checkbox"/> Testing Goal 10	<input type="checkbox"/> Counter

Reporting Example

Reports

Metrics

Content

Navigation

Audience

Conversion

Traffic Sources

Adobe Target

Search Reports

Analytics for Target

Target Activities

Enter term to filter data

Go

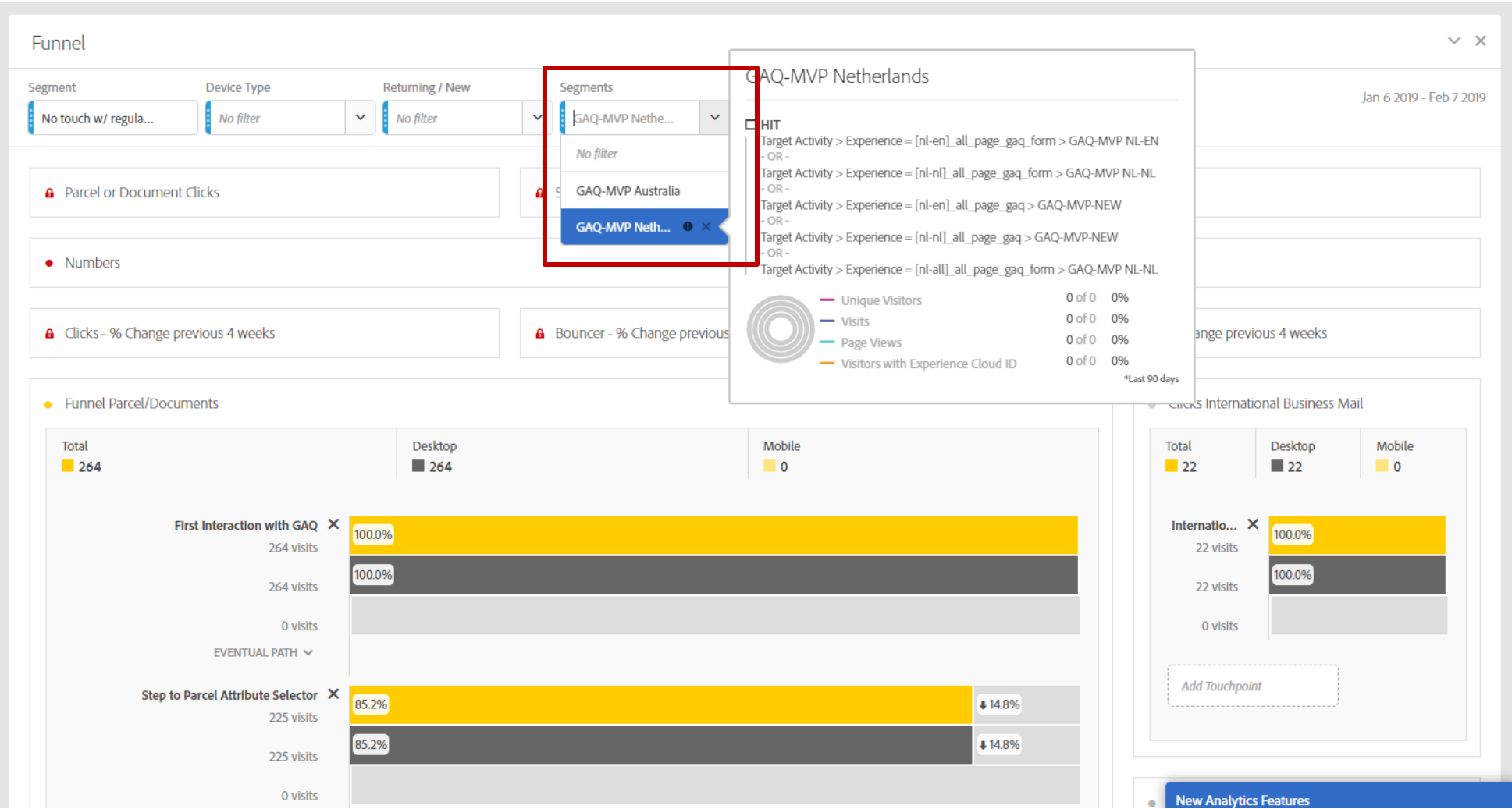
Advanced

Metrics

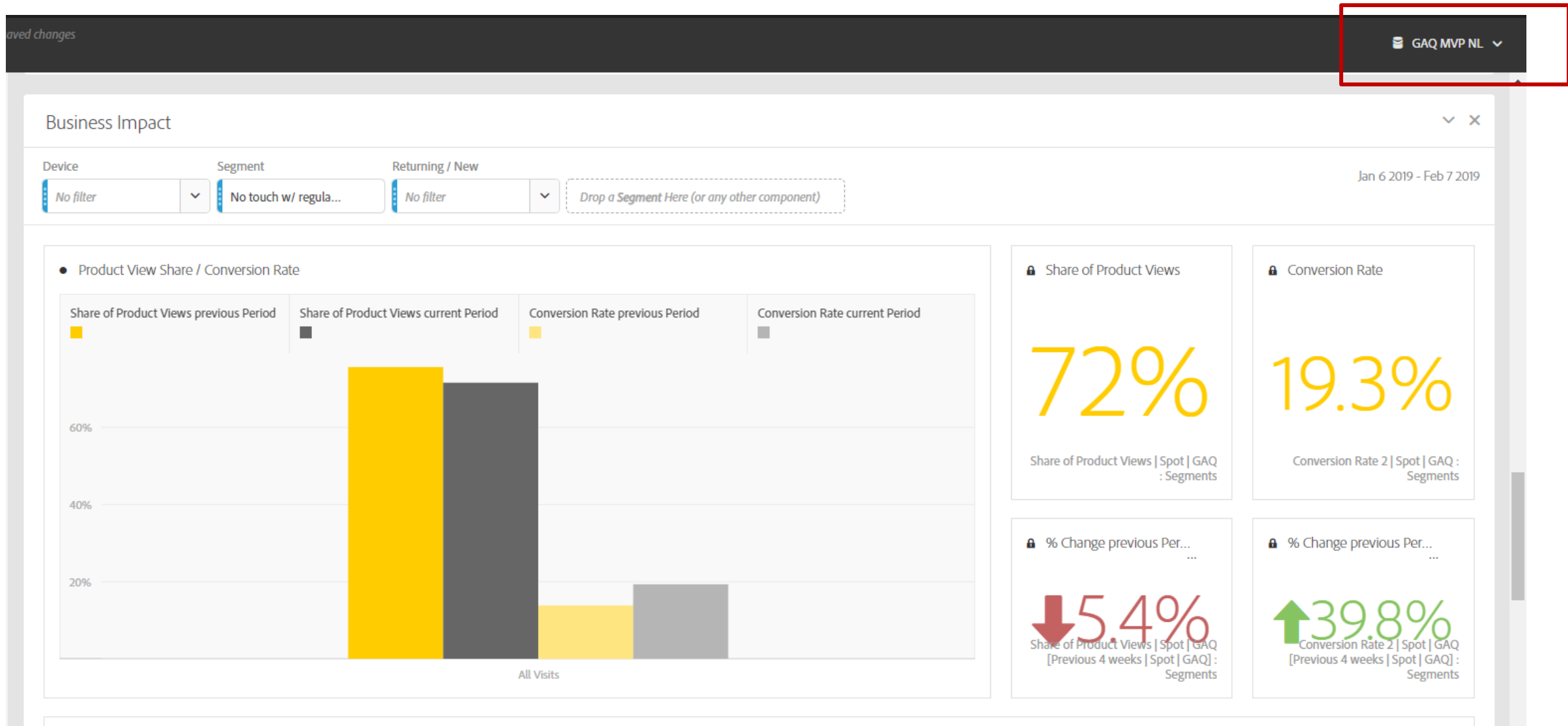
[au-en]_all_page_gaq_form	Cart Additions	Unique Visitors	Cart Additions / Unique Visitors	Lift	Confidence
1. GAQ-MVP AU-EN	52 68.4%	1,069 45.9%	0.03	155.78%	97.64%
2. Status Quo AU-EN [Control]	24 31.6%	1,262 54.2%	0.02	0.00%	0.00%
TOTAL	76	2,327	0.03	n/a	n/a

Performing Offline Calculations for Analytics for Target: <https://docs.adobe.com/content/help/en/target/using/reports/conversion-rate.html>

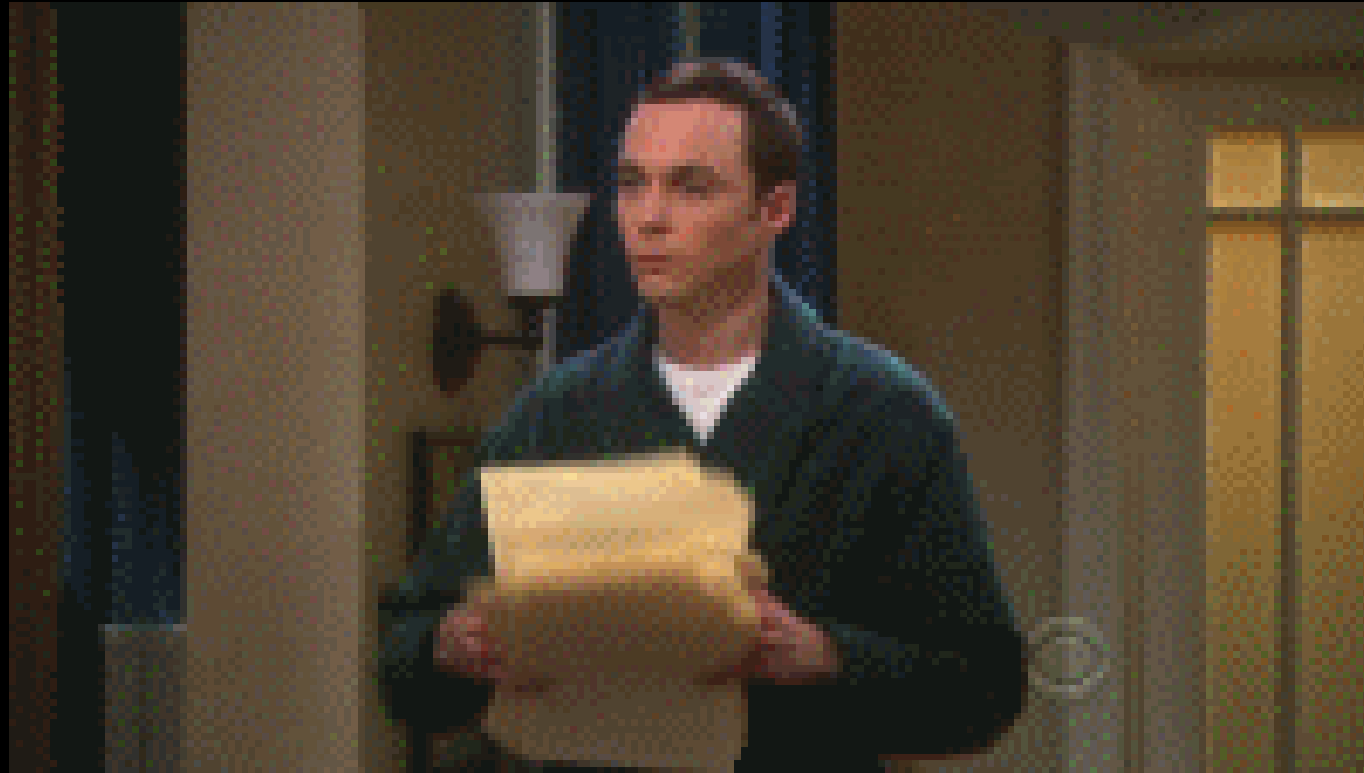
Reporting Example



Reporting Example



To fast? To much?

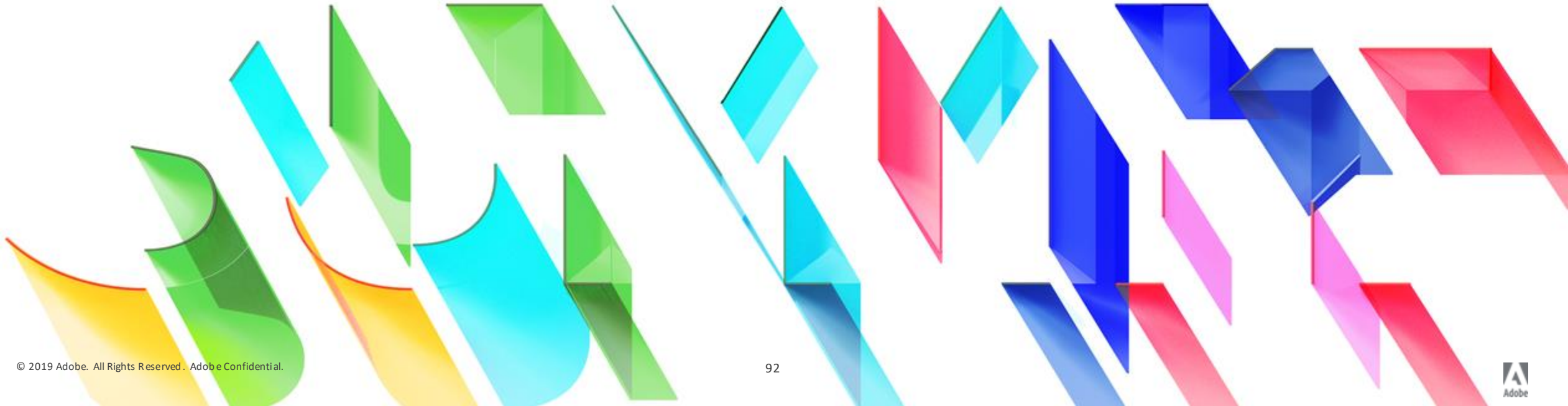


adobe.ly/precisepersonalization

What are you waiting for, Christmas?



What's Coming?

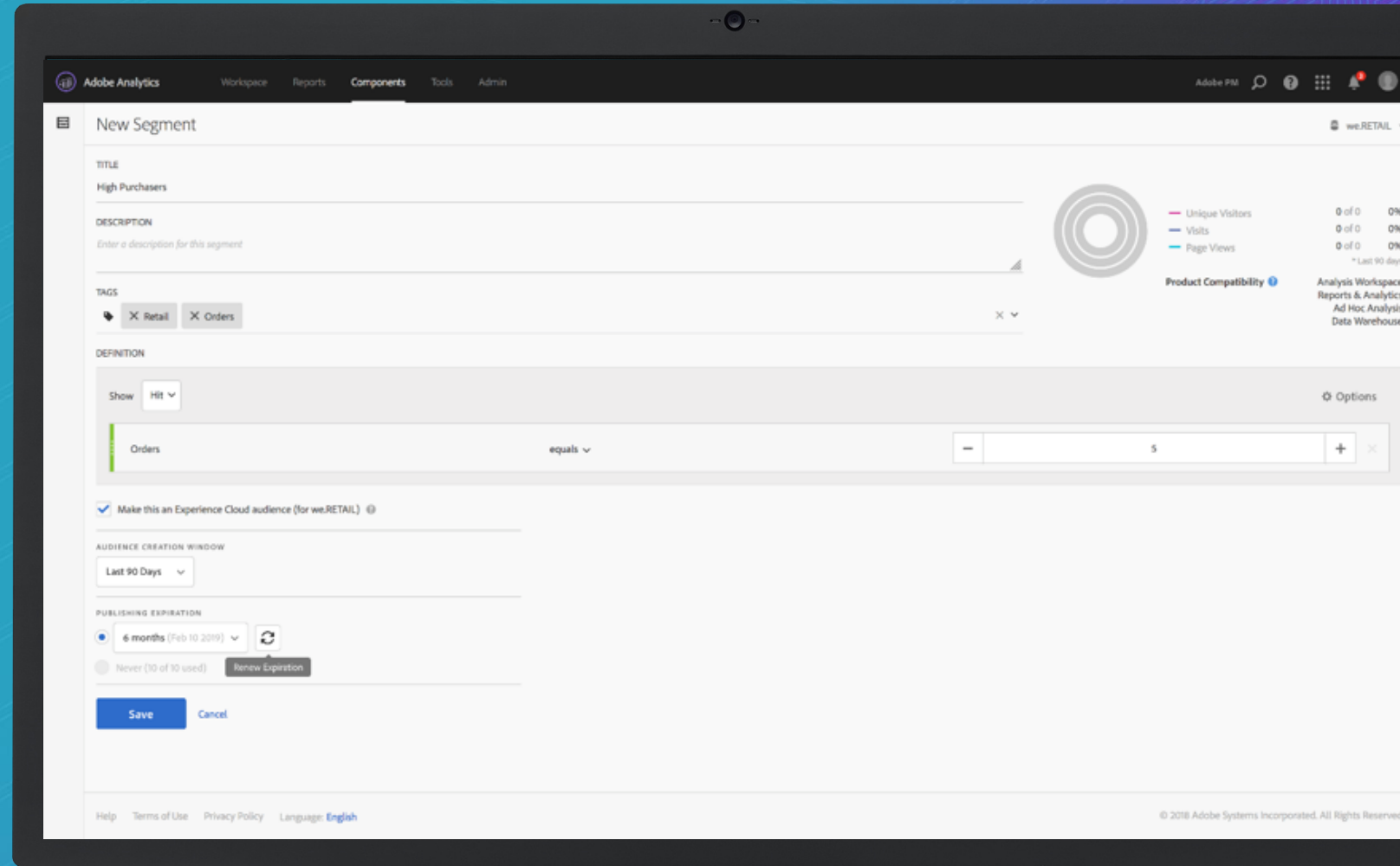


What's Coming?



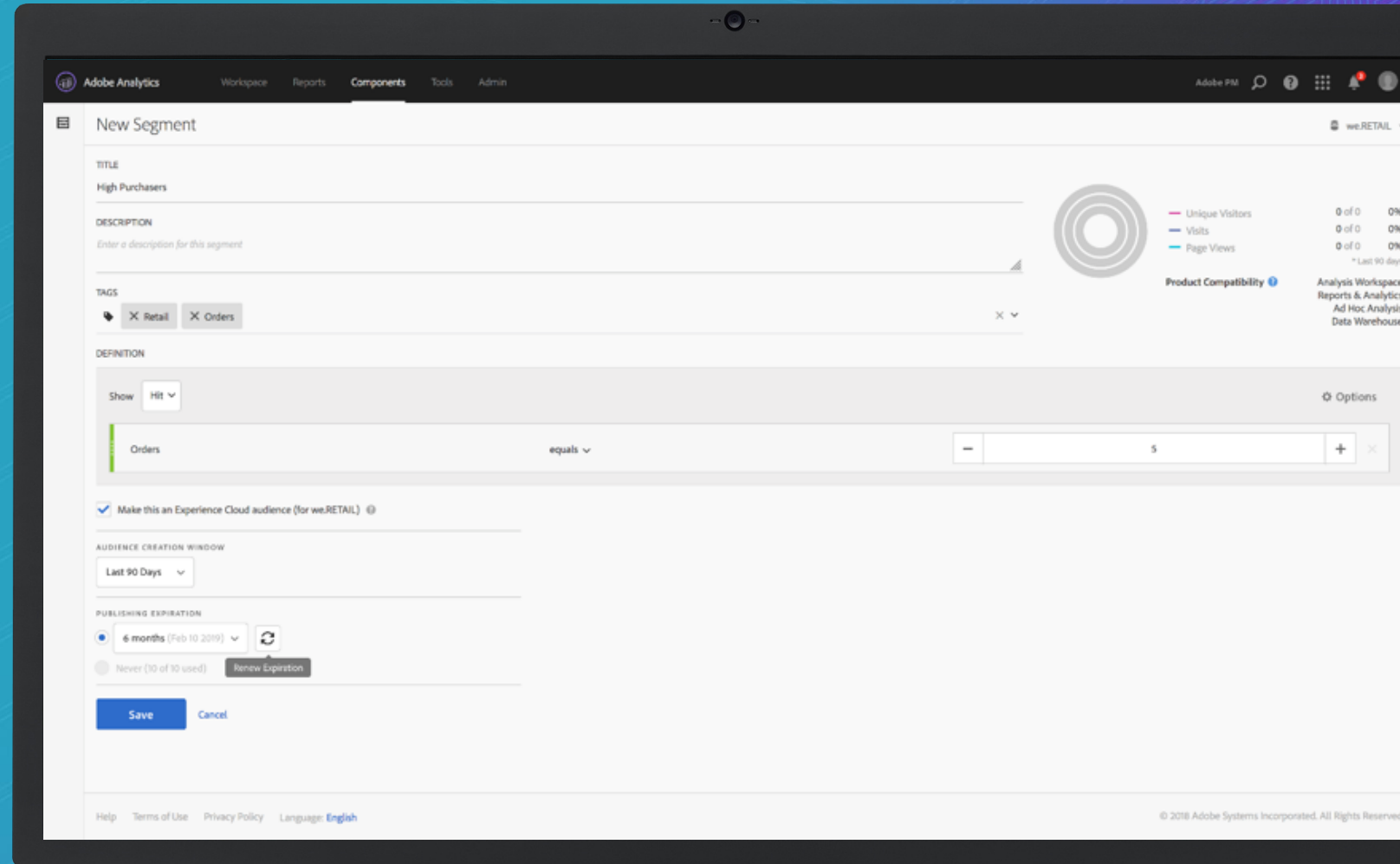
Published Segment Optimization

- Reduce time to publish Analytics segments to Experience Cloud by 90% (segments available within 4 hours)
- No implementation or settings changes required
- Establish and manage segment expiration through updates to the Segment Builder and the Segment Manager



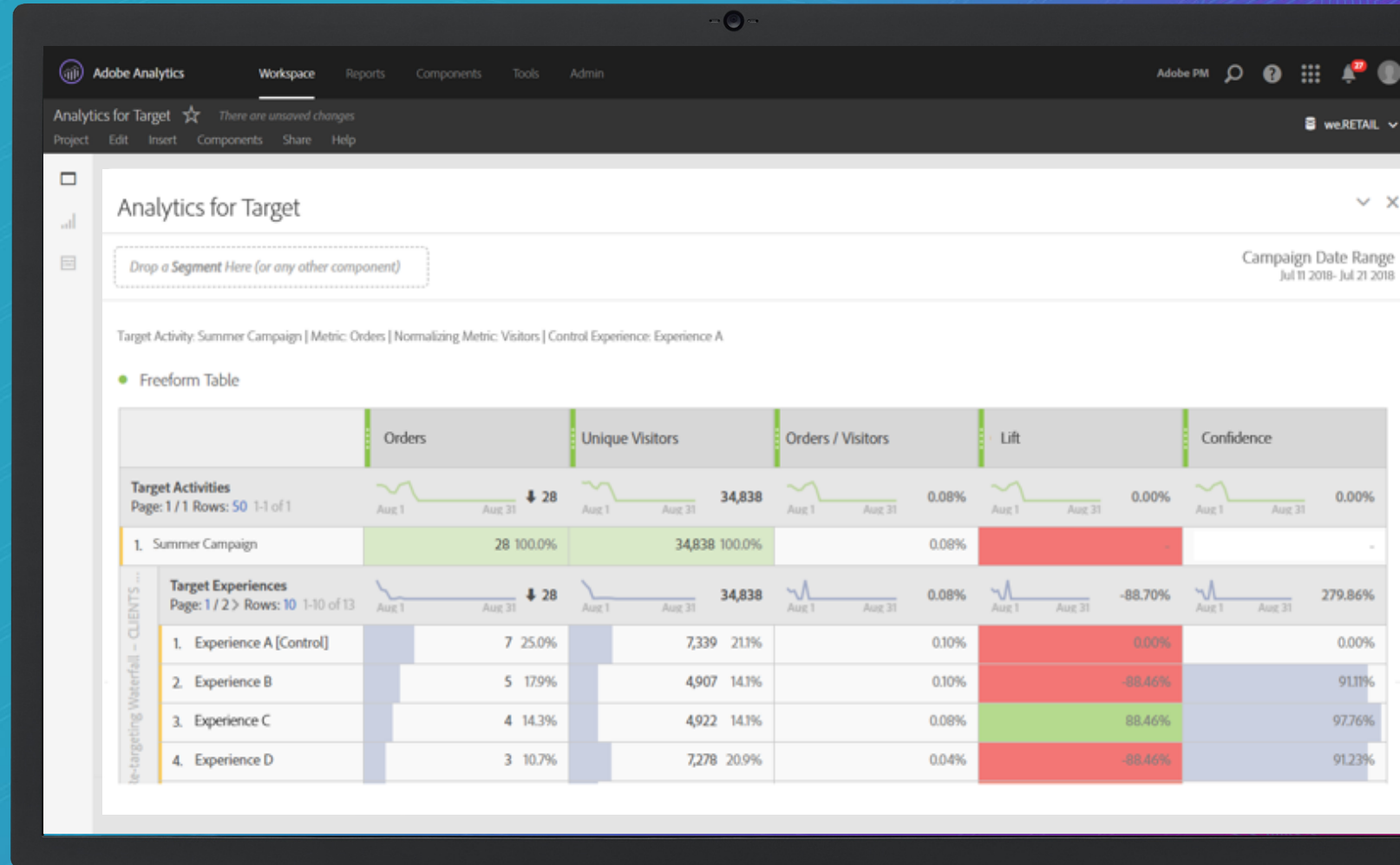
Increased Shared Segment Limits

- Current Shared Segment limit of 20
- Coming soon: 75 Shared Segment limit!



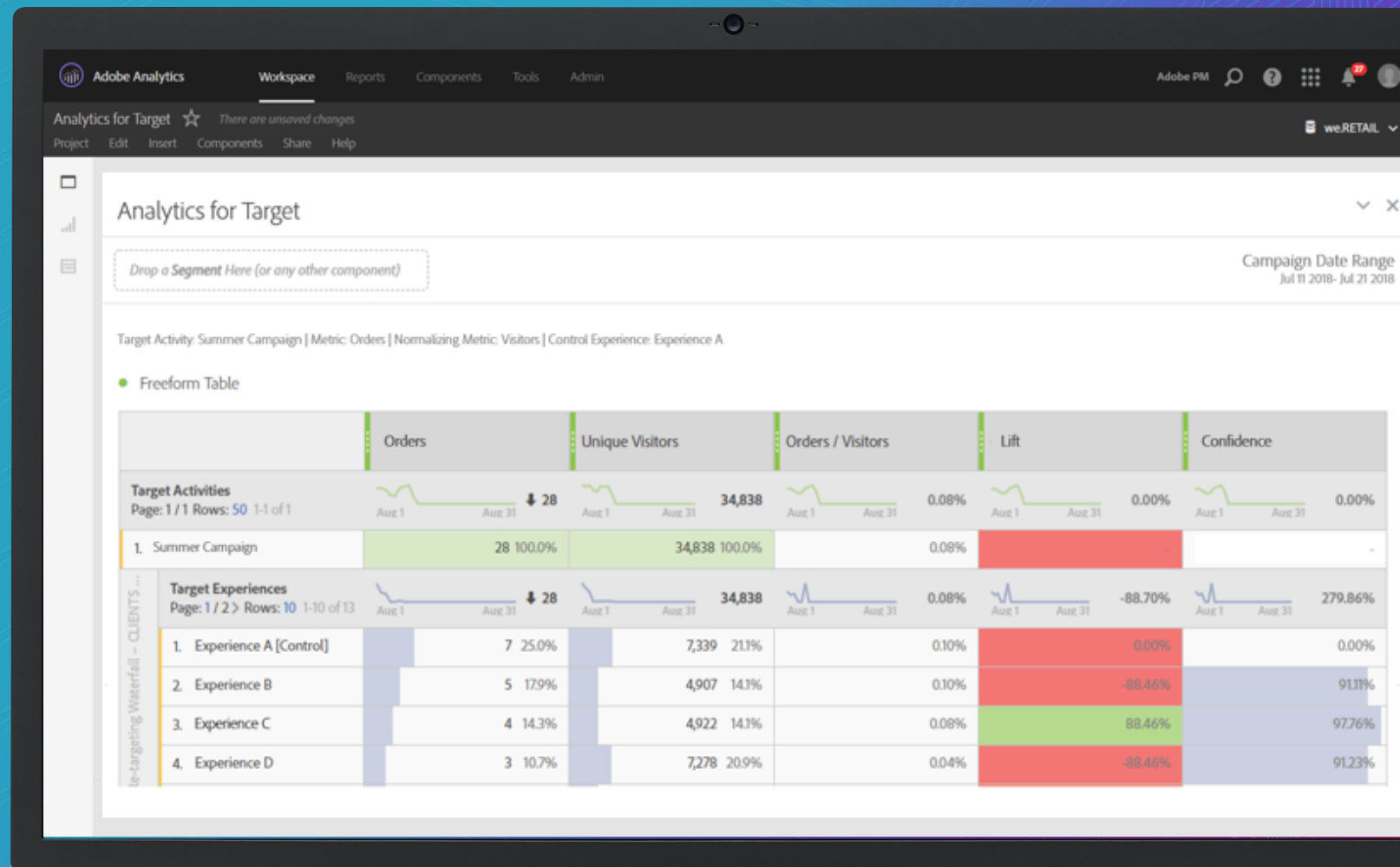
A4T in Analysis Workspace

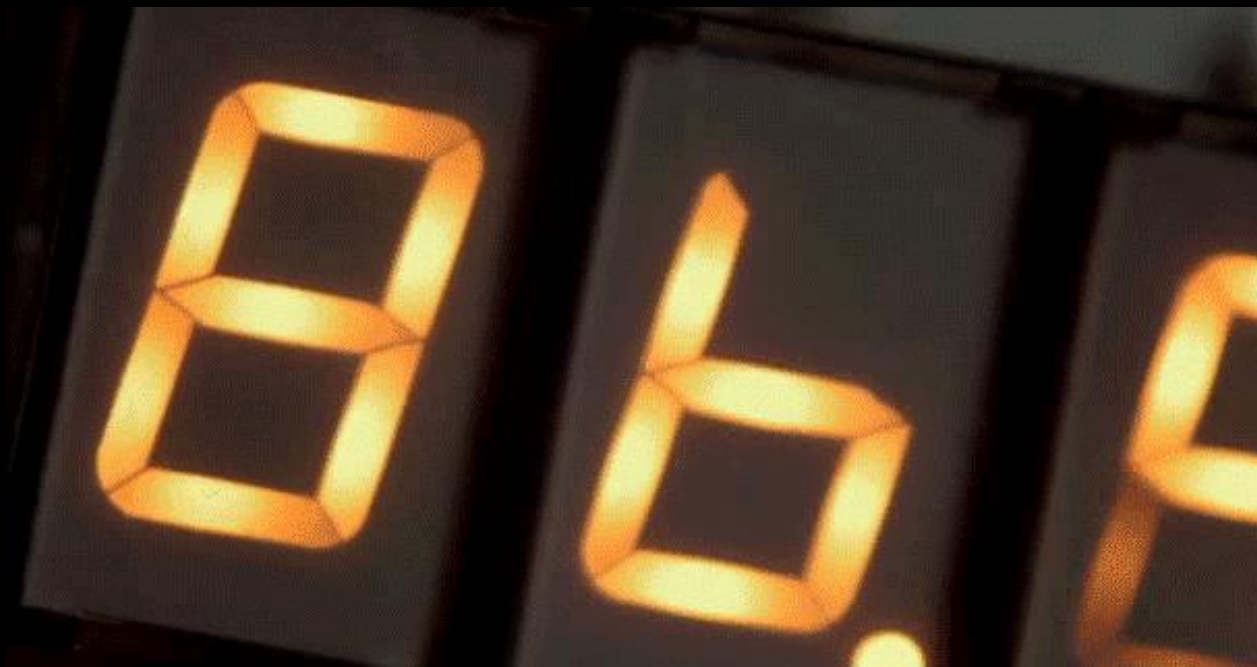
- Analyze Target activities & experiences in Analysis Workspace
- Automatic sync of Target activity date range
- Apply the powerful visualizations of Analysis Workspace, such as Journey IQ, Segment Compare, etc.



Lift, Confidence, & More

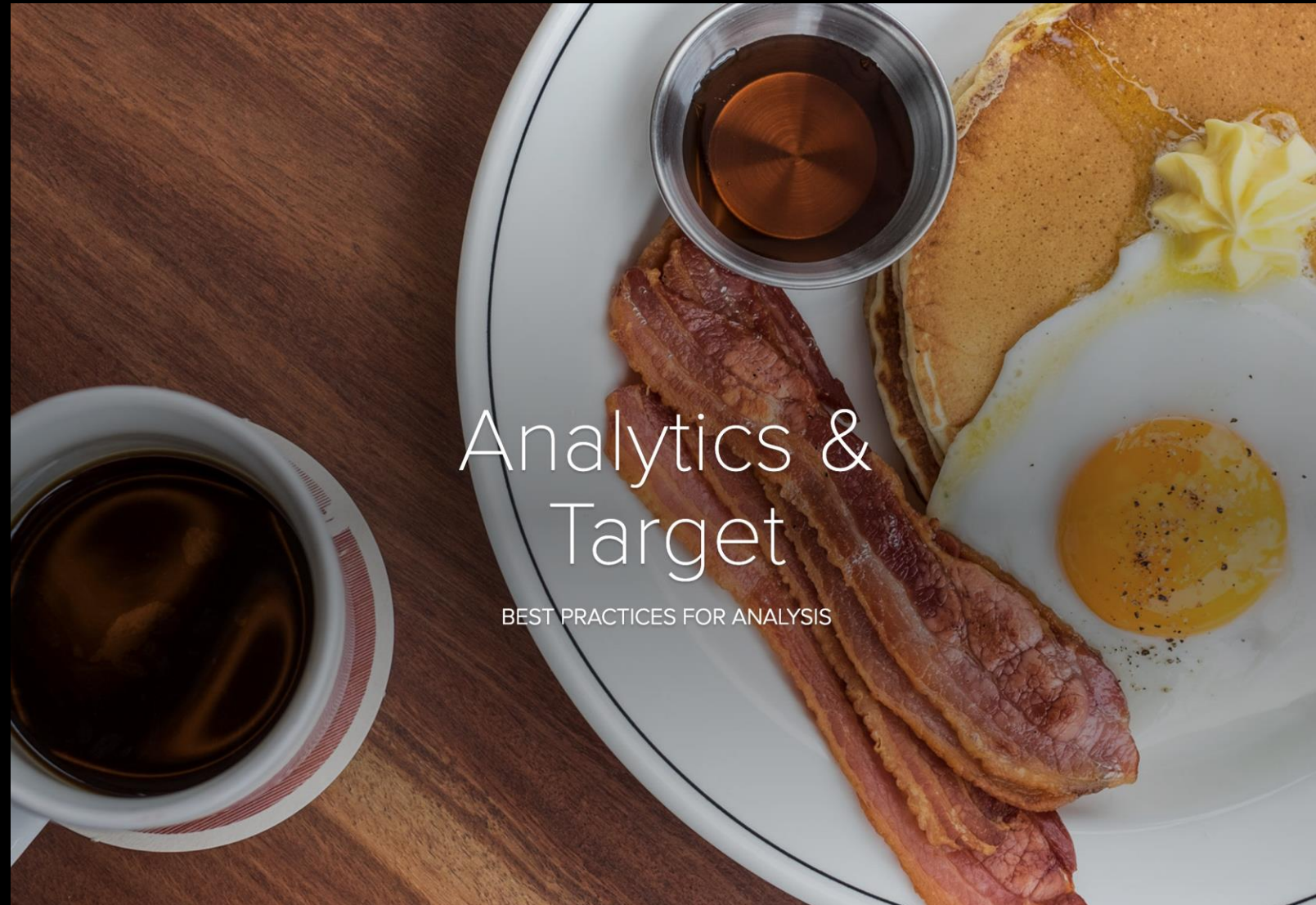
- Analyze Target activity **Lift** in Workspace for counter metrics
- Identify **Confidence** associated with any success event for Target analysis certainty
- Improved Activity Impressions and Activity Conversions data
- Send data to multiple report suites





One More Helpful Resource

adobe.ly/a4t



Experience Success expert zone at the Adobe booth.

- **Talk** with Adobe's top experts in digital experiences
- **Learn** about Adobe's Digital Performance Services
- **Meet** with customer support teams
- **Check-in** for your personalized assessment

VISIT US AND
Enter
TO *WIN*
AN iPad PRO
& OTHER PRIZES

[Adobe.com/go/experience-success](https://adobe.com/go/experience-success)



Take the Survey for a chance to win!

(Survey section of the mobile app)



\$10 Starbucks Card



Day 1
Bash
Experience



Day 2
Signed Sports
Memorabilia



Day 3
Bose
Home Speaker

Q & A

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