

Module 2 - Integrating with Adobe Target (18%)

This toolkit is designed for Master Exam Aspirants. There are 8 Modules. Study 2 modules per week to stick to schedule. Technical Parts of applications are depicted in Videos, you can learn more about them from experience League. You can visit [Get prep page](#) to understand the contents and anticipate the learning journey.

This is Expert Exam, master exam toolkit Module 2. This module contains 4 sections.

Integrate Target with Adobe Campaign

Use Target with Adobe Campaign to optimize email content.

To optimize your email content, you can create a redirect offer in Target, then use Adobe Campaign to manage the email offers. For example, you can display different offers for male and female recipients.

The integration takes place when the email is opened. When the customer opens the email, a call is made to Target and a dynamic version of the content appears. The content consists of a static image supported by all browsers. Target tracks the reaction to the offer at the audience or session level and that data is available in Target reports.

Target can track the following data:

- User agent
- IP address
- Geographical location
- Segment associated with the visitor's ID in Target (subject to legal approval)
- Data from Campaign Datamart

There are several limitations:

- Because only an image can be used, content cannot be personalized.
- Tracking is not consolidated in Adobe Campaign.
- No unified user experience.

Use both Target and Campaign to set up different parts of the integration:

- The raw box and the experience in Target

NOTE

When using a rawbox and Target, see the important security notice under [Create allowlists that specify hosts that are authorized to send mbox calls to Target](#).

- The delivery in Campaign

Before you begin

Before you use Adobe Campaign to set up your targeted email offers, set up the following in Target:

- Two or more Target redirect offers

See [Create redirect offer](#).

- A Target activity with an experience for each offer and the desired [success metric](#).

See [Redirect to a URL](#).

Start the activity in Target before setting up the Campaign portion of the integration.

Include a Target offer in an Adobe Campaign email

1. Create an email in Adobe Campaign.
2. In the email properties, click **Include > Dynamic image served by Adobe Target**.
3. Select the default image from the shared assets.
4. Specify the location (rawbox).
5. Add any other decisioning parameters, such as the gender of the recipient.
6. Preview the email, selecting at least one recipient for each offer (in this case, a male and a female).
7. In Campaign, define the Target Edge server you are using to control the activity and the name of the tenant.
8. Specify the external account used for the Adobe Experience Cloud so you can access the resources in the Experience Cloud.

For more information, refer to the Adobe Campaign documentation.

Visit the [Video](#).

[Adobe Analytics as the reporting source for Adobe Target \(A4T\)](#)

Adobe Analytics for Target (A4T) is a cross-solution integration that lets you create activities based on Analytics conversion metrics and audience segments. The A4T integration lets you use Analytics reports to examine your results. If you use Analytics as the reporting source for an activity, all reporting and segmentation for that activity is based on Analytics data collection.

Overview

The Analytics for Target integration between Analytics and Target provides powerful analysis and timesaving tools for your optimization program.

The three primary benefits of using Analytics data in Target are:

- Marketers can dynamically apply Analytics success metrics or reporting segments to Target activity reports at any time. It is not required to specify everything before running the activity.
- A single source of data eliminates the variance that occurs when collecting data in two separate systems.
- Your existing Analytics implementation collects all required data. There is no need to implement mboxes on pages for the sole purpose of collecting data for reports.

If you use Analytics as the reporting source for an activity, all reporting and segmentation for that activity is based on Analytics.

All Analytics metrics, including calculated metrics, are available in Target and the Target Activities report in Analytics, with one exception. The calculated metrics for Lift & Confidence are not supported. Likewise, any segment available in Analytics can be applied to both solutions. You can apply the metric or audience to the report in Target after the activity has started, or even after the activity has completed.

Every metric is included, including any custom or calculated metrics that are built-in in Analytics.

After the classification period, data appears in these reports approximately an hour after it is collected from the website. All metrics, segments, and values in the reports come from the report suite you selected when you set up the activity.

Keep the following points in mind when considering using A4T:

- To use Analytics as the reporting source for Target, both you and your company must have access to Analytics and to Target. [Contact your account representative](#) if you need either solution.
- The reporting source is set for each activity. Target continues to collect data to use in reporting and Target data is still available if you prefer to base an activity on data collected by Target.
- Use one reporting source or the other. You cannot collect data for a single activity from both sources.
- When using A4T, all success metrics available to your activities are Analytics metrics. However, your goal metric can be based on an mbox call if using at.js. For example, you can use Target's out-of-the-box click-tracking capabilities with A4T instead of having to implement Analytics click-tracking code.
- When viewing reporting of an A4T activity in the Target UI, you are viewing Analytics data. For example, if you use the Visitor metric in Target, you are using the Analytics Visitor metric, not the Target Visitors metric, which is now called Entrants. This difference is especially important for basic traffic metrics (Visitors, Visits, Page Views) and conversion metrics.
- Any existing Target activities continue to use Target data collection and are not affected by enabling A4T.
- Only one mbox-based metric is allowed when using A4T.
- A server-to-server call from Target to Analytics sends activity and experience information to Analytics. This integration does not result in extra server calls for either Target or Analytics.

In some situations, the classifications from Target to Analytics fail and activities do not show data in Analytics. See [Troubleshoot the Analytics and Target integration \(A4T\)](#). You can also [contact Client Care](#) for further assistance.

Implement A4T

For information about implementing A4T with at.js and the Adobe Experience Platform Web SDK, see [Analytics for Target implementation](#).

Supported activity types

The following sections contain information about supported activity types when using the Adobe Experience Platform Web SDK or at.js:

Activity Types	A4T Compatible?	Notes, if applicable
A/B activity with manual traffic split	Yes	
A/B activity with Auto-Allocate	Yes	See A4T support for Auto-Allocate and Auto-Target activities
A/B activity with Auto-Target	No	
Experience Targeting (XT)	Yes	
Multivariate test (MVT)	Yes	Requires mbox-based goal metric goal to get the Element Contribution report. The Element Contribution report does not currently support Analytics metrics.
Automated Personalization (AP) activity	No	
Recommendations activity	Yes	
Any activity using a redirect offer	Yes	

Because all activity types do not yet support A4T, it is recommended that you keep or implement important conversion mboxes, such as the orderConfirmPage mbox.

Examples of A4T reports

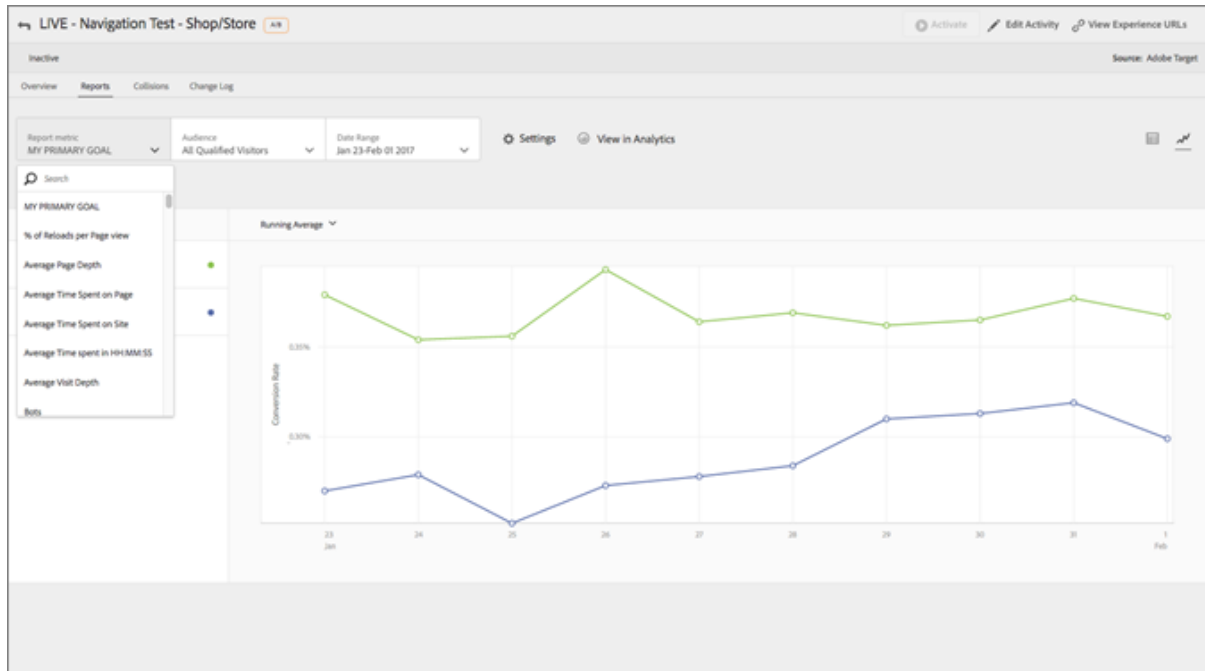
To view A4T reports in Target, click **Activities**, click the desired activity from the list that uses Analytics as its reporting source, then click the **Reports** tab.

NOTE

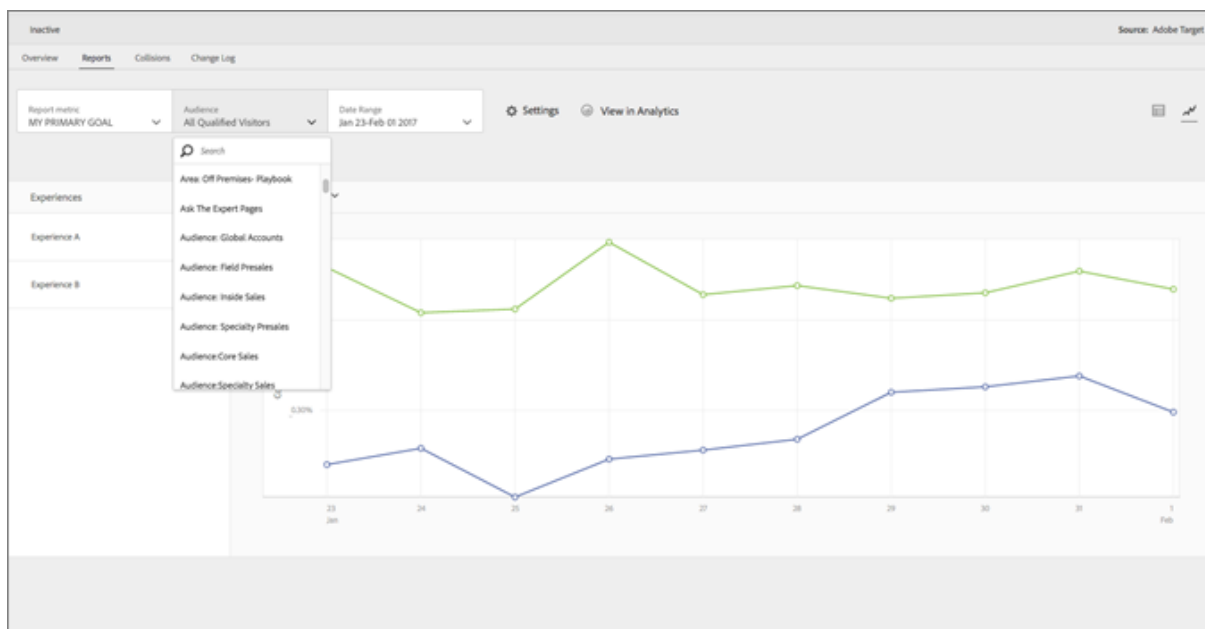
You can use the Reporting Source drop-down list at the top of the Activities page to display only activities that use A4T.

You can toggle between the Table View and Graph View of the report by clicking the appropriate icon at the top-right side of the report.

The following illustration shows the Graph View of an A4T report with the Report Metric drop-down list displaying the available Analytics goal metrics:



The following illustration shows the Graph View of an A4T report with the Audience drop-down list displaying the available Analytics audiences:



The following illustration shows the Table View of an A4T report:

Experience	Unique Visitors	Conversion Rate	Lift	Confidence
Experience A Control	50.04% 80,724	0.46% 331	Control	—
Experience B	50.05% 80,746	0.34% 271	-18.0%	91.50%
Activity	100.00% 161,315	0.37% 402	—	—

To view the report in Analytics rather than in Target, click **View in Analytics** along the top of the report.

[Analytics & Target: Best Practices for Analysis Tutorial](#)

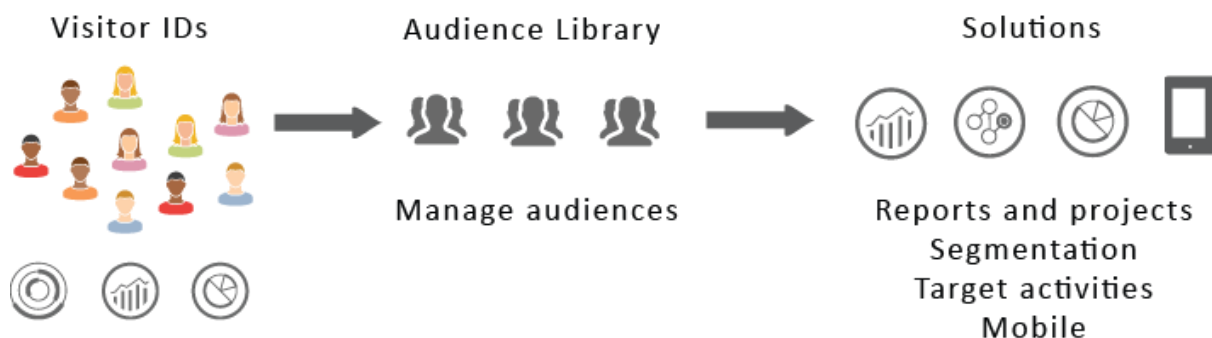
Open the [Analytics & Target: Best Practices for Analysis](#) tutorial, provided by Adobe Experience League.

[Video 1](#)

[Video 2](#)

Experience Cloud audiences

Audiences are collections of visitors (a list of visitor IDs). Adobe's Audience Library lets you manage the translation of visitor data into audience segmentation. As such, creating, and managing audiences is similar to creating and using segments. You can also share the audience segment to products and services in Experience Cloud.



Audiences can be created or derived from various sources, such as:

- New ones created in the Experience Cloud
- Analytics segments published to the Experience Cloud
- Audience Manager

Real-Time versus historical audiences

All audiences, regardless of where they are sourced, are accessible for real-time targeting use cases. However, audiences shared from Analytics to Audience Manager are not accessible for real-time targeting. The system evaluates audiences in two ways:

- Historical audiences from Analytics are evaluated every four hours. Total time to process and share takes up to eight hours. Historical audiences always include return visitors.
- Real-time audiences are sourced in the Experience Cloud Audiences and evaluated in real time.

How applications use audiences

The following table describes how audiences are used in Experience Cloud applications:

Solution	Description
Experience Cloud Audiences	<p>Create, manage, and share audiences natively using the Audience Library interface. You can:</p> <ul style="list-style-type: none"> • Use real-time audiences using raw analytics attributes • Combine audiences to create composite ones, joining real-time and historical data • See graphical views of estimated audiences size
Analytics	<p>In segmentation, you can build a segment, combine it with a report suite, and then publish the segment to the Experience Cloud. Publishing the segment displays it on the Audience Library page in Experience Cloud. (See Publish Segments to the Experience Cloud in Analytics help for details.) The audience is also available as a targeted audience for a campaign experience delivered by Adobe Target, and in Audience Manager. After you share an audience from Adobe Analytics, and select it for use in an active campaign, the visitor profiles who meet the segment definition criteria for the past 90 days are sent to Audience Services. The limit for shared audiences has been increased to 75. Audiences shared to the Experience Cloud from Analytics cannot exceed 20 million unique members. Also, due to caching, deleted report suites in Analytics require 12 hours before the deletion is shown in the Experience Cloud.</p>
Mobile Services	<p>Analyze mobile traffic using the sunburst visualization in the Device Types report.</p>
Target	<p>The ID service unifies visitor IDs and data into a single, actionable profile for use across applications. The Publish to the Experience Cloud checkbox during the segment creation process in Adobe Analytics allows the segment to be available within the Adobe Target’s custom audience library. A segment created in Analytics or Audience Manager can be used for activities in Target. For example, you can create campaign activities based on Analytics conversion metrics and audience segments created in Analytics.</p>
Audience Manager	<p>Shared audiences are available in Audience Manager segmentation. All Experience Cloud audiences are available natively in Audience Manager, which provides:</p>

For suggestions about what type of audience you want to create see: [Experience Cloud Audiences](#).

Solution	Description
	<ul style="list-style-type: none"> Built-in automation regarding how they are shared and consumed in application workflows Offsite destinations Look-alike modeling
Campaign	<ul style="list-style-type: none"> Import shared audiences from different Adobe Experience Cloud applications into Adobe Campaign. Export recipient lists in the form of shared audiences. These shared audiences can be used in the different Adobe Experience Cloud applications that you use.
Advertising Cloud	Use the audience as targets.

IMPORTANT

Once a visitor qualifies for the audience shared from Analytics, there is a 4-8 hour delay before that information is actionable in Target, Ad Cloud, and Campaign Standard.


More help - questions, guidance, and use cases

Help with	Resource
Cannot find Audiences?	Ensure that you are provisioned. See Getting started - enable your applications for core services . Go here to request access to Profiles and Audiences (integrations provisioning form).
Use cases	For more guidance on what application to use, go to Audience Creation Options in the Knowledge Base.
Forum	The Audiences forum is another resource to get help with audiences.

Audience Library interface elements

The Experience Cloud provides a library for creating and managing audiences, with native, real-time audience identification.

Experience Cloud > Experience Platform > People > Audience Library

Adobe Experience Cloud People		Audience Library	Customer Attributes
<input type="text" value="Search All"/>		 New	
<input type="checkbox"/>	Title & Description	Source ↓	Current Size
<input type="checkbox"/>	Free Checking (An... went to the free c...	Analytics	0
<input type="checkbox"/>	HomePage Visitors People Who have ...	Analytics	3
<input type="checkbox"/>	Business Card Inte... People who view ...	Analytics	7,963

Element	Description
New	Create an audience.
Title & Description	A column heading that identifies and describes the audience.
Author	The person who created the audience segment.
Source	Identifies where the audience was created. <ul style="list-style-type: none"> • Analytics: A segment created in Adobe Analytics, then published to the Experience Cloud. • Experience Cloud: A new audience created in Experience Cloud Audiences. • Audience Manager: Audiences created Audience Manager automatically display in the Experience Cloud Audiences.
Current Size	The current audience size.
Active	The active status of the segment.

Using Experience Fragment Offers within Adobe Target

Adobe Experience Manager re-imagines the personalization workflow between AEM and Target. Experiences created within AEM can now be delivered directly to Adobe Target as HTML Offers. It allows Marketers to seamlessly test and personalize content across different channels.