Module 1 - Planning and strategy

This toolkit is designed for Professional Exam Aspirants. There are 4 Modules. Study Each module 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 Professional Exam, Business Practitioner toolkit Module 1. This module contains 6 sections.

Section 1.1 and 1.2 contain generic information about Target solution. What and where to use. Check you job role to understand more about the application.

Sections 1.3 and 1.4 are building blocks to understand Target. Section 1.3 contain information about profiles and Section1.4 is Welcome kit designed chapter wise to give holistic view. Spend good time in section 1.4 to lay strong foundations.

Sections 1.5 talks success metrics application in target Solution and Section 1.6 will brief abut categories about audiences.

1.1 Adobe Target Business Practitioner Guide

This would point you to useful links in this guide, arranged by intended audience based on typical job functions:

- All Target users

- Marketers

- Developers

- Target and Adobe Experience Cloud admins

- Analysts

- QA engineers

1.2 Adobe Target Documentation

Adobe Target helps you to provide customers with the best tailored experiences through testing, optimization, and personalization. This section gives overview of documentation in terms of guides and tutuorials. Checkout the following guides for more details

- Target Business Practitioner Guide

  Learn how to tailor and personalize your customers' experience to maximize revenue on your web and mobile sites, apps, social media, and other digital channels.

- Introduction to Target

  Personalize your customers' experience to maximize revenue on your web and mobile sites, apps, social media, and other digital channels.

- Implement Target

  This portal provides implementation resources for Target developers, including API and SDK documentation.

Checkout more tutorial [here](#)

1.3 [Visitor Profiles](#)

Visitor profiles in Adobe Target contain information about how your visitors use your pages and other optimized content locations. If Target is used with other Adobe Experience Cloud solutions, such as Adobe Analytics, Experience Cloud Audiences shares visitor information across solutions.

By default, Target profile information is stored in a single first-party cookie. The configuration can easily be changed to serve third-party cookies as well.

Study Each section to get more details:

- [Visitor profile lifetime](#) : By default, a visitor profile in Adobe Target expires after 14 days of inactivity for that visitor. This profile lifetime can be extended. Checkout the [glossary](#) for more details

- [Profile attributes](#): Profile attributes in Adobe Target are parameters that are specific to a visitor. These attributes are stored in the visitor's profile to provide information about the visitor that can be used in your activities. Checkout the Training [Video](#) for more information.

- [Category affinity](#): The category affinity feature in Adobe Target automatically captures the categories on your site that a user visits and then calculates the user's affinity for each category so it can be targeted and segmented on. Category affinity helps to ensure that content is targeted to visitors who are most likely to act on that information. Checkout the Training [Video](#) for more information.

- [Customer attributes](#): Customer attributes let you upload visitor profile data via FTP to the Adobe Experience Cloud. Once uploaded, use the data in Adobe Analytics and Adobe Target. Target Standard customers can apply five attributes, Target Premium customers can apply 200 attributes.

Customer Attributes workflow

1 Create data file   2 Create the attribute source / Upload the data file   3 Validate the schema   4 Configure subscriptions / Activate the attribute source

Checkout the [page](#) to find more about the workflow.

- [Real-time profile syncing for mbox3rdPartyID](#) : The `mbox3rdPartyId` in Adobe Target is your company's visitor ID, such as the membership ID for your company's loyalty program.

- [Profile and variable glossary](#) : This [page](#) lists profiles, variables, and parameters that are useful in profile scripts.

1.4 [Adobe Target welcome kit](#)

This welcome kit contains the following chapters. Take overview of each chapter and use keywords to find unanswered questions to develop application understanding.

[Chapter 1: Introduction](#)

[Chapter 2: Adobe Target at a glance](#)

1.5 Success Metrics

In Adobe Target success metrics are parameters used to measure the success of an activity. Success metrics include key business measures that enable you to determine the success of a given experience or offer in a Target activity. Checkout the page to understand more about success metrics Revenue, page views, custom scoring, Conversion, Time on site. This video shows you how to use activity metrics.

1.6 Categories for audiences

You can target on any of several category attributes using Adobe Target. To create targeting rules (or groups) for each attribute, drag and drop the desired attributes into the Audience Builder pane. Check this page to understand more about it.