Adobe Target
Recommendations

Adobe Target increases visitor engagement, conversion, and brand loyalty with a unique guided approach to and control of testing, targeting, and managing automated recommendations based on industry and page type.

The power of suggestion delivered through optimized recommendations algorithms can significantly improve cross-sell and up sell opportunities as well as customer engagement, conversion, and loyalty across a broad range of industries including retail, financial services, travel and hospitality, B2B, and media. Businesses use online recommendations to promote their offerings by relying on algorithms to suggest the content, offers, or products most likely to further engage and convert customers. Manually setting up these recommendations takes too much time and effort and often misses the mark. Adobe Target lets marketers easily set up their recommendations with industry-specific guidance built on proven best practices, and using tools that simplify management and offer maximum control of their recommendations. It even includes easy-to-use A/B testing and reporting to continually test and refine their recommendation offerings to deliver optimal results.

Automate online recommendations
Use configurable popularity and affinity algorithms to eliminate expensive, time-intensive manual approaches to recommendations. Algorithms determine what to serve based on visitor or shopper viewing, searching, and buying activity.

Inform algorithms with marketer knowledge
If needed, configure inclusion and exclusion rules for algorithms based on any metadata from regular product or content feeds. Decide what timeframe to use as the basis for an activity’s recommendations—last day, last week, last month, or longer. Even select or customize the audience for your recommendations from Adobe Target’s central audience library.

Engage, suggest, cross-sell, and upsell with criteria templates
Benefit from algorithm templates called “criteria” that Adobe Target suggests based on your industry and the page you have selected to deliver and display recommendations. Choose from criteria like “Most Viewed”, “Top Sellers”, and “People Who Bought or Viewed This Also Bought That”. Adobe Target includes 42 criteria templates developed for recommendation type, display location, and specific industry. If needed, easily customize templates with additional rules or parameters for use and reuse. Import recommendations into an email campaign if that’s where they’ll make the most impact.
Leverage design templates and a WYSIWIG experience composer
Select the layout for your recommendations from 10 design templates or import and use your own. Test one design against another to see which one works best. Select where to display your recommendations with the visual experience composer. After you've launched your recommendations, review and adjust the recommendations types, designs, or location with real-time feeds of visitor or shopper data.
Easily manage layout and parameters
Customize presentation and messaging of your recommendations with intuitive marketer controls. Use item attributes like “brand” or “author” to boost items and give them greater prominence.

Manage and create reusable collections
Access a central Collections library to see your regular feeds into the Adobe Target solution of the products, content, and offers to use in your recommendations. Create reusable subcategories of your collections to further segment and deliver your products, contents, and offers in specific, designated locations for recommendations throughout your channels.

Monitor and test to optimize for conversion rates
Test and compare placement, look and feel, and messaging recommendations with easy-to-setup A/B testing capabilities. Then monitor real-time performance in reports and change business rules based on what wins.

Enrich with analytics
Use existing online analytics data from Adobe Analytics to avoid starting from scratch and use business-specific metrics to optimize the effectiveness of your recommendations.

Get support for quick success with Adobe Target
The guided visual workflow of Adobe Target makes it easy for marketers with any level of optimization experience to set up and launch testing, targeting, and automated personalization activities that deliver data-driven insights and results. To gain those outcomes more quickly, explore a wide range of consulting engagements with Adobe optimization consultants who have many years of experience helping industry leaders build successful optimization programs.

Learn more
To learn about additional digital optimization capabilities available with Adobe Target, visit http://www.adobe.com/marketing-cloud/testing-targeting.html.