Adobe Target Solution Overview

Today's businesses have more data about their visitors than ever before, and those visitors expect relevant, personalized experiences across all the brand's digital channels and customer touchpoints. Adobe Target, an industry-leading testing and personalization solution, lets marketers meet those expectations with A/B and multivariate testing, content targeting, and automation for serving highly personalized and recommended content and experiences.

Today's Target makes doing that easier than ever without sacrificing an ounce of capability. And as part of Adobe Marketing Cloud, Target users can work with and across other important marketing solutions and core services. Now marketers have the platform they need to convert more and build loyal brand followers.

Easy to Implement and Easy to Use

Adobe Target makes it easier than ever to set up your testing and personalization activities. You simply sign in to Adobe Marketing Cloud, click on Adobe Target, add a single line of code to any page or your entire web site and immediately start testing and personalizing your site or app through any web browser. The step-by-step work flow guides you through setting up any activity so you always know what to do next and that you're setting it up correctly. Once you've completed the three-step activity setup, just launch your activity and let the results roll in.

An Adobe Marketing Cloud Solution

As a marketing solution of Adobe Marketing Cloud, access Adobe Target and all your Adobe digital marketing solutions, including Adobe Analytics and Adobe Experience Manager, via single-click solution navigation. You can also leverage a set of marketing cloud core services to access, share, and use assets, audiences, metrics, and data across the solutions to provide a more relevant and seamless visitor experience. Work across these solutions and core services using a consistent approach and from a user interface with a cohesive and familiar look and feel.

Capabilities

Adobe Target offers the following testing and personalization capabilities:

A/B Testing

Test different versions of offers, images, layout, copy, or entire experiences to zero in on what improves conversion rates best. To set up an A/B test, you just enter the URL for the page to test, and when the page displays in the Visual Experience Composer, create test variations by selecting and swapping out, modifying, or dragging and dropping content. Serve the test to all visitors, an audience you define, an existing audience from Adobe Target, or a shared audience in the marketing cloud. You can even turn on Auto-Allocate to let Target serve a clearly winning experience to more visitors before the test concludes, or turn on Auto-Target to let it automatically serve the best experience for each individual visitor.

Next you select or specify your success metric, use the built-in sample-size calculator to set your sample size, and then launch the test. Adobe Target walks you through each step, so there's no question about how to do it. When your test concludes, review your results and serve the winning experience to the entire audience. That is, unless you're using Auto-Target; if that's the case, you've been serving the winning experience to each visitor all along.

Learn more at: http://wwwimages.adobe.com/content/dam/acom/en/solutions/target/pdf/ 54658.en.target.spotlight.ab-testing.pdf

Multivariate Testing

Sometimes you need to identify the best options for several elements in a single test—for example, different headlines, background images, and call to action colors and copy. Our full factorial Multivariate testing (MVT) approach with Adobe Target tells you which combination works best, and how much each element contributed to the winning experience. Use that information to focus A/B testing on fine tuning those elements for even higher conversion rates. To set up an MVT activity, just add the variations of the elements you want to test, and Adobe Target automatically generates the test experiences. You can even exclude experiences that don't make sense, like a banner that offers 50% off shipping with call to action copy that says, "Get Free Shipping."

Learn more at: http://wwwimages.adobe.com/content/dam/acom/en/solutions/target/pdf/
54658.en.target.spotlight.mvt.pdf

Experience Targeting

When you're certain you know what content resonates with a given audience, you can target that content directly using rules-based personalization tactics. Set up an experience targeting activity by specifying the experience to serve and any success metrics you want to track, and then define or select the audience to which you want to deliver that experience.

Premium Automated Personalization

Well-crafted personalization algorithms are more likely to identify the experience that resonates best with each individual than experience targeting, A/B testing, or MVT. Automated personalization in Adobe Target supplies industry-leading algorithms designed by our data scientists for a wide array of use cases. The more the machine learns about visitors and individuals, the more it hones in on and can deliver the best content for each individual. Uncover the most predictive and influential data points in our detailed reporting to start discovering new and compelling audience information right away.

Learn more at: http://wwwimages.adobe.com/content/dam/acom/en/solutions/target/pdf/
54658.en.target.spotlight.automated-personalization.pdf

Premium Recommendations

Recommendations in Adobe Target saves businesses time, while delivering more relevant content to site visitors using personalization algorithms that display recommended cross-sell and upsell products and services. While traditionally used by retail businesses, other types of businesses have begun to use these tactics to surface relevant content of all types—for example, movies, books, and articles for media-based companies, but also customer support posts, hardware driver downloads, white papers, and other content for technology companies or customer support teams. Recommendations with Adobe Target provides built-in guidance by industry, numerous templates for displaying results, and highly effective algorithms like most popular, content similarity, and people who viewed this also viewed that, to populate results with content that drives conversions.

Learn more at: http://wwwimages.adobe.com/content/dam/acom/en/solutions/target/pdf/
54658.en.target.spotlight.target-recommendations.pdf

Adobe Target for Mobile

As the percent of your visitors and customers moving to mobile rises, extend your optimization and personalization program to mobile. You can apply any data and Adobe Target capabilities you use to optimize or personalize your desktop website to your mobile sites and mobile apps. Test and target adaptive or responsive mobile web experiences using the same Visual Experience Composer; mobile viewports within the Visual Experience Composer let you preview and adjust experiences before launching an activity.

Maximize the value of your apps and app users. Unifying Adobe Analytics, Adobe Audience Manager, and Adobe Target into a single deployment with the Adobe Mobile SDK enables you to use Target to test, tailor, and personalize mobile app experiences based on user behavior and device context.

Learn more at: http://wwwimages.adobe.com/content/dam/acom/en/solutions/target/
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Why Go with Adobe?

With so many optimization and personalization solutions available, why do so many customers choose Adobe Target? It may boil down to these key points: You'll find Adobe Target in almost all of the largest, most successful companies in the world. We've got a long history serving those customers as a trusted partner in their success. Our industry-leading technology and infrastructure can scale to meet the digital marketing needs of any sized company. In addition, our Adobe Global Consulting team offers broad and deep experience helping organizations build some of the strongest optimization and personalization programs around. Finally, we never stop innovating and evolving our solution to make sure we deliver a solution that meets your needs. Simply put, you can count on us to deliver best-in-class solutions time and time again.

Learn More

Visit Adobe Target (http://www.adobe.com/marketing-cloud/testing-targeting.html) to learn about the many capabilities and features that set Adobe Target apart from and above other seemingly similar solutions. You can also download What's New in Adobe Target at http://wwwimages.adobe.com/content/dam/acom/en/marketing-cloud/testing-targeting/54658.en.target.capabilities.whats-new-fall-2016.pdf to learn about the latest additions to Adobe Target. To speak to a customer representative, call 877-722-7088.

Compare Features Across Adobe Target Versions

Adobe Target Version	Standard	Premium
A/B and multivariate testing	•	•
Rules-based personalization and experience targeting	•	•
Personalized Recommendations with industry customizations		•
Automated personalization and machine learning		•
A/B Testing and Personalization Channels		
Desktop and mobile web	•	•
Email at open time or build time	•	•
Mobile app (enabled via Marketing Cloud SDK)	add-on	•
Server-side deployment available	•	•
Internet of Things (set top boxes, intelligent devices, ATMs, kiosks, etc.)		•
A/B Testing and Experience Personalization		
Single line of code implementation	•	•
Single page application (SPA) native support	•	•
Visual Experience Composer (WYSIWYG editing)	•	•
Guided three-step workflow for activity creation	•	•
Advanced targeting, including geolocation, mobile, ISP data, and more	•	•
Real-time interactive reporting	•	•
Multi-page and sequence testing (customer journey)	•	•
Template/property level testing	•	•
Automation in Testing and Personalization		
Auto-Allocate dynamic traffic allocation (Multi-armed bandit testing)	•	•
Auto-Target one-click personalization		•
Marketing Cloud Core Services		
Enterprise account management via the Adobe Marketing Cloud	•	•
Share audiences from Adobe Analytics and Adobe Audience Manager to Adobe Target	•	•
Leverage Adobe Analytics as the reporting source for Adobe Target	•	•
Customer attributes (from CRM) for personalization	5	200
Activation (tag management) capabilities	•	•
Asset upload and delivery in Marketing Cloud for optimization	•	•
Third-party Data Integrations		
APIS and Integrations with third-party data management platforms	•	•
APIS and Integrations with third-party CRM systems	•	•
APIS and Integrations with third-party commerce platforms	•	•
Integrations with third-party email service providers	•	•
Integrations with third-party tag management solutions	•	•
Cross-device/cross-platform testing	•	•

For more information
*www.adobe.com/marketing
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