Adobe Target
Profiles and audiences

Leverage the Profiles and Audiences core service of Adobe Marketing Cloud to create marketing activities in Adobe Target that use centralized, progressive visitor profiles and sophisticated audiences

Adobe Target can leverage sophisticated audiences and profiles in its marketing activities using the Profiles and Audiences core service of Adobe Marketing Cloud. The core service standardizes marketing cloud data about each visitor through a unified profile ID, so data associated with a profile ID is the same across all solutions, even if you add second or third party data. This single, centralized, and progressive profile offers a more complete view of each visitor. That complete view fuels better automated personalization, but also lets you precisely define the audiences you want to add to testing, targeting, and recommendations activities. In addition, profile scripts now let you target audiences in more advanced ways. With Adobe Target profiles and audiences, deliver the relevant content and experiences that engage and convert visitors of your digital properties.

Use Adobe Analytics audiences and events in any activity
When creating an activity in Adobe Target, select an Adobe Analytics report suite, and any audiences and events associated with that suite become instantly available for selection and use in your activity. The unified profile ID enables the ability to take advantage of a tight server-to-server integration between the two solutions, with no need for page coding. As a result of the integration, audiences defined or discovered within Adobe Analytics can be made available to Adobe Target with the same definition in each solution.

Conduct deeper analysis of test results
If using an Adobe Analytics audience, event, or both in your activity, create reports that show the impact of a test related to any success event or audience defined in Adobe Analytics. For example, if a bank used Adobe Analytics to discover that visitors who made over $100,000 frequently clicked a "Learn about investments" button, they could test variations of that button to see if the audience clicks more on one of the variations than the others. Even audience segments and success events defined after the test is run can be retroactively applied to results for filtering and analysis—extremely useful when an executive asks about an audience segment or success metric you may not have considered when setting up your test.

Build more detailed audiences and gain deeper context about them
The Profiles and Audiences core service builds and maintains a progressive profile for each visitor across the Adobe Marketing Cloud. Use Adobe Audience Manager, the industry-leading data management platform, to easily augment that profile with second or third party data, syndicate profiles to advertising systems, and use look-alike modeling for more robust targeting. The Customer Attributes core service of Adobe Marketing Cloud can also make it easy to bring in CRM and other sources of profile data for augmenting your Adobe Marketing Cloud profiles.

Apply even more advanced audience targeting
Target audiences in more advanced, flexible ways using profile scripts. Profile scripts let you specify profile data that Adobe Target doesn't automatically collect and then trigger events based on the values of that data. For example, an apparel retailer could specify that if the value for "male" equals "true" in a visitor's profile, then serve the home page with images and offers for men's clothing.

Create composite audiences

Combine historical behavioral data with real-time in-session data to create a single audience. When site visitor behavior qualifies visitors for the audience, they are automatically added to the audience and receive the appropriate targeted experiences.

Visually estimate audience size

Review a visual representation of an audience's size to determine how valuable it is before committing marketing resources to target it.

Explore other attributes that audience members share

Focus your efforts where they make the most difference using profile matching in the Audience Library. Profile matching surfaces additional attributes that audience members have in common, like the mobile device the majority of them use and the product category interest with which they most overlap.

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.*

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