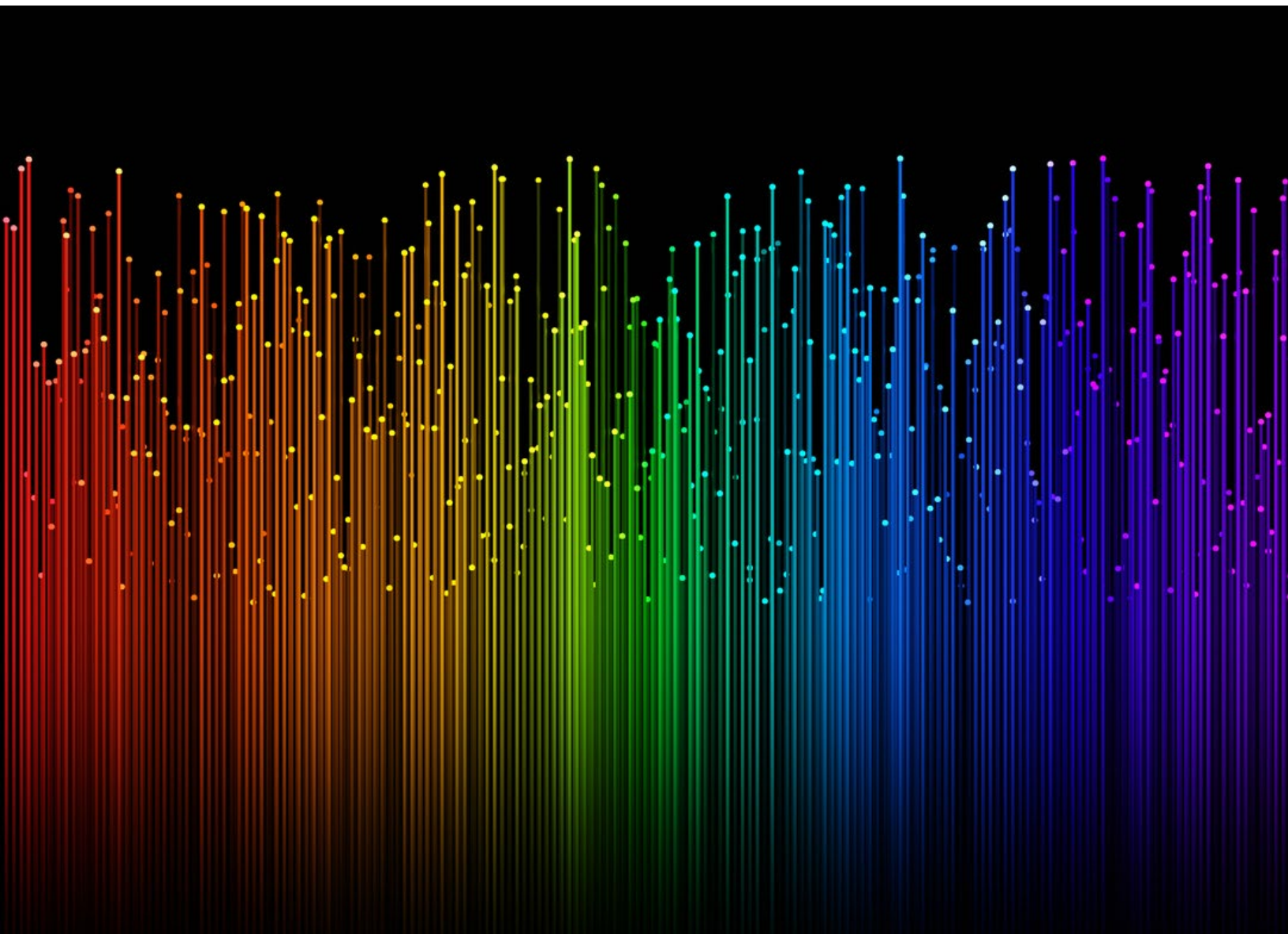




SECURITY OVERVIEW

# Adobe Target

June 2026



# About Adobe Target

Adobe Target enables marketers, developers, and product owners to deliver and optimize highly personalized experiences on any platform through testing and personalization. Using a variety of common testing methods, Adobe Target serves the most appropriate content and offers to audiences based on contextual data such as browsing, search, and product purchase history. An omni-channel solution, Adobe Target improves the visitor experience on any surface or screen customers engage with, including websites, native mobile apps, set-top boxes, kiosks, and more.

There are two versions of Adobe Target, each of which provides a different level of functionality to drive key business goals relating to acquisition, activation, retention, and revenue. For more information, see [HelpX](#).

- **Adobe Target Standard** supports A/B testing, Experience Targeting (XT), and Multivariate Testing (MVT) capabilities delivering content to specific audiences with Rules-Driven Personalization.
- **Adobe Target Premium** includes all the capabilities of Adobe Target Standard plus advanced machine learning with Machine Learning-driven (ML-driven) Automated Personalization and Recommendations.

## Adobe Target components

Adobe Target solution includes the following key components:

- **Target Admin UI** — Enables customers to define the activities that govern the content delivered to website visitors.
- **Target Insights Dashboard** — Provides a high-level view of how the customer's organization is using Adobe Target over time, giving teams an at-a-glance understanding of adoption, activity volume, and experimentation usage.
- **Target Admin API** — Enables customers to programmatically define activities and access performance reports.
- **Target Admin Servers** — Persistently store all data authored using the Admin UI or Admin API, publish activities to Target Edge Servers for delivery, and process user interaction data to generate reports.
- **Target Edge Servers** — Persistently store user profiles containing website visitor behavior and customer CRM data; redundantly located in data centers around the world. Content delivery requests are served by the nearest Edge cluster to minimize network latency.
- **Target Content Delivery API** — Delivers personalized content to website visitors and other client applications based on defined activities; collects user interactions and sends them to Target Admin Servers for reporting.
- **Target Recommendation and Personalization Service** — Uses AI/ML to drive personalization at scale, delivering content, product, or media recommendations across any channel with enhanced reporting and enterprise governance capabilities.

- **Adobe Analytics for Target** — Sends Adobe Target user interaction data to Adobe Analytics so that customers can analyze Target activity performance in the context of their other Analytics reports. For more information, see [Experience League](#).<sup>1</sup>
- **Content Distribution Network (CDN)** — Distributes static content and temporary customer-specific decisioning content. Adobe provides Akamai CDN as part of the Target solution, though customers can optionally use their own. For On-Device Decisioning, customers must use the Adobe Target CDN. For more information, see [Experience League](#).

Additionally, Adobe Target requires the customer to implement the solution on their site/s. Multiple implementation options exist. For more information, see the [Target Developer Guide](#).

## User authentication

Access requests to Adobe Target are authenticated using Adobe Identity Management Services (IMS).

For more information about Adobe IMS, see [Adobe Identity Management Services Security Overview](#).

## Data encryption

All connections between Adobe Target components are conducted over secure, encrypted connections using HTTPS TLS 1.2 or greater.

# Security architecture and data flow

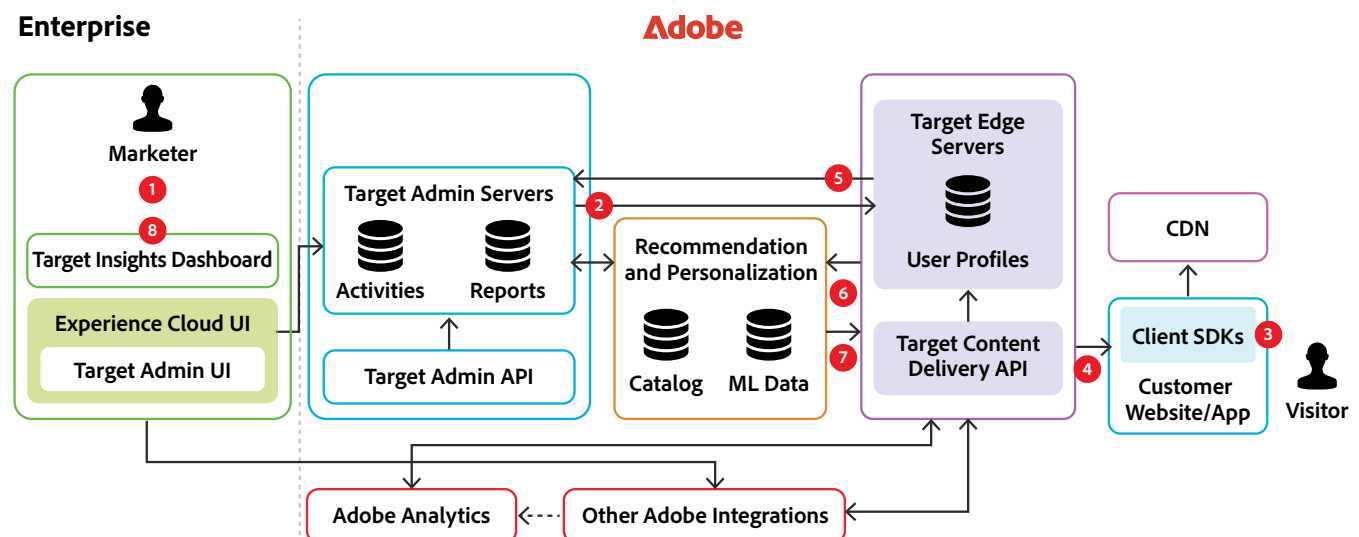


Figure 1: Adobe Target data flow diagram

<sup>1</sup> Integrations with other Adobe Experience Cloud solutions are available. For more information, see the [Target Developer Guide](#).

The following example illustrates how data typically flows in the Adobe Target solution:

**Step 1:** The customer defines the content and parameters for an experiment or personalization activity (for example, audience segment and traffic allocation) in the Target Admin UI, which communicates the activity information to the Target Admin Server cluster to which the customer has been assigned. The activity information is stored on the Target Admin Server cluster.

**Step 2:** The new activity is distributed to all Target Edge Server clusters.

**Step 3:** When a visitor loads a page that has been configured with the [Target JavaScript SDK](#), a request is sent to the Target Content Delivery API on the nearest Target Edge Server.

**Step 4:** The Target Edge Server loads the user profile for the visitor identity in the request, selects and delivers a personalized experience based on configured activities, and updates the user profile based on the latest interaction. *Note: If the customer has implemented optional on-device decisioning, the experience selection is performed on the customer's own server, rather than the Target Edge Servers, based on an activity rule file periodically loaded and cached from the Adobe Target CDN.*

**Step 5:** After processing each user interaction, the Target Edge Server sends the activity impression and conversion data to a Target Admin Server for reporting. Aggregate performance reporting data is processed and stored on the Target Admin Server. *Note: If the customer has enabled integration with Adobe Analytics, the Target Edge Server also sends activity interaction data to Adobe Analytics.*

**Step 6:** The Target Edge server sends interaction data to the Recommendation and Personalization Servers for analysis and optimization.

**Step 7:** The Recommendation and Personalization servers continuously analyze user interaction data, using machine learning (ML) models to determine the most relevant recommendations and experiences to deliver to users for each activity. Optimized models are periodically distributed back to the Target Edge Servers for use in real-time experience selection.

**Step 8:** Target Admin Servers generate periodic performance reports for each activity. Customers can view these reports in the Target Insights Dashboard. *Note: If the customer has enabled the Adobe Analytics for Target integration, they can also analyze the effectiveness of Target activities through the Adobe Analytics user interface.*

## Data processing and storage locations

For more information on hosting and storage locations for Adobe Target, see [Adobe Experience Cloud hosting locations](#).

## Questions?

If you have any additional questions about the security posture and capabilities of this or any Adobe solution, please contact your Adobe account manager. For detailed information about Adobe's security programs and processes and compliance certifications, see the [Adobe Trust Center](#).