

Simplify campaign management with Adobe Campaign Standard.

8 tips and tricks that make creating, delivering, and measuring across channels easier.

Adobe Campaign is a powerful cross-channel campaign management tool that can help you align your online and offline strategies to create personalized customer experiences that drive revenue. Whether you want to improve your email and mobile marketing, orchestrate campaigns across channels, or design entire customer journeys, Adobe Campaign can help you reach your goals.



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Alex Dal Canto is a manager on the Adobe Campaign Product Marketing team. In this role, he is responsible for bringing new Campaign releases to market. Alex works closely with the product management team to help prioritize items on the Campaign roadmap, and to position and promote new features, based on market trends and customer needs.

With the benefit of his real-world insight, we've curated the following tips and tricks to help make managing data, content, delivery, and reporting in Adobe Campaign fast and easy.

Data: Effectively manage data to fuel uniquely engaging experiences.

Tip 1: Engage at the right moment with transactional messaging.

Deliver important messages to customers like order confirmations or abandoned cart reminders, immediately after an event occurs. First, define an event by clicking the Adobe Campaign logo. Select "Marketing Plans," then "Transactional Messages," then "Event Configuration" and click "Create." Give the event a label and an ID and choose a marketing channel and targeting dimension. Click "Create" to configure a real-time transactional message. From here, you can also select fields to personalize your message with information not captured by the event. Once you've created and saved the event, use the REST Transactional Messages API to integrate the event into your website.

[Get step-by-step event integration instructions >](#)

Tip 2: Enrich customer profiles with external data.

Take personalization to the next level by combining external temporary data with your customer database. Start with a file containing unique coupon codes assigned to profiles. This file can be uploaded directly into a cross-channel workflow and combined with the target population through the "Enrichment" activity. Define how the data is combined in the "Advanced Relations" tab of the "Enrichment" activity. Apply a filter level if desired. From there, the enriched profiles can easily be leveraged to define personalization in all channels.

[▶ View demonstration](#)

***Try this:** Share data captured in Campaign with your other systems, including other Adobe Experience Cloud solutions or your own data warehouse and reporting tool to gain increased insights. Using activities in a workflow, this process can be set up to automatically export and transfer new data captured each time it runs.*

Content: Intelligently create compelling, tailored content for every individual.

Tip 3: Build compelling, personalized emails without the need for HTML.

Use the Creative Designer feature to quickly and effortlessly create responsive, personalized emails without HTML. From the intuitive interface, click the icon next to the name of your campaign. Type a subject line, or more than one to perform an A/B test, and click "Save." Then drag and drop structure, content, and predefined fragment components from the left menu to quickly build your email. Click "Browse" to find assets to add to image components. Next, click on a component to bring up an editing menu. From there you can refine your email, defining personalization, adding titles, links and backgrounds, and editing your images. When you're satisfied, click "Save" to add the email to your delivery schedule.

[▶ View demonstration](#)

***Helpful hint:** For advanced markup, you can seamlessly switch between drag and drop capabilities and HTML. Simply insert HTML directly into a content component and edit directly from the Creative Designer.*

Tip 4: Optimize your subject lines with Adobe Sensei predictions.

Improve your open rates with subject line predictions powered by Adobe Sensei, our artificial intelligence and machine learning platform. Click the gauge icon to the right of the subject line field. Then type your subject line and click "Test." An analysis calculates the impact each word will have on the open rate and then makes suggestions for alternative words. This capability allows you to choose between two types of data models: a dynamic local model based on your own data, or a static out-of-the-box industry-based model. Click the dropdown menu to select the model that works for you. When you're satisfied with your subject line, click "Confirm."

[▶ View demonstration](#)

Helpful hint: The dynamic local data model is able to evaluate words on a regular basis. The more data you have, the more precise the model.

Delivery: Effectively engage your customers at every step of their journey.

Tip 5: Reach multilingual audiences across multiple regions using one workflow.

Use multilingual delivery to engage customers in any language without creating different deliveries for every lingual variant of the same message. From the "Properties" page of the delivery wizard, upload all language variants for your campaign via a templated spreadsheet you can access directly from the "Properties" page. The spreadsheet contains all content elements of each variant including metadata, creative content, and text. Upon uploading, Campaign automatically segments the audience by each individual's preferred language. All variants can be edited directly in Adobe Campaign once they are uploaded or created directly through the interface.

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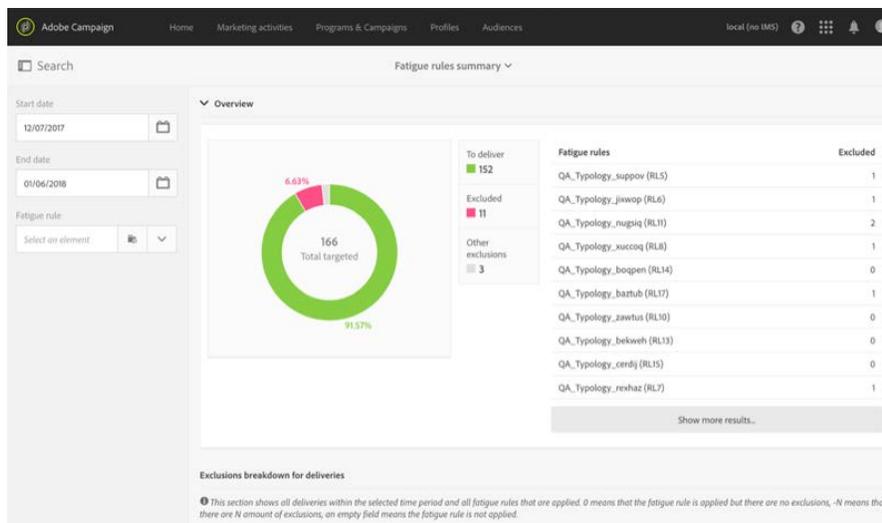
Helpful hint: Campaign aggregates all variants within a multilingual campaign and distills them into a single report. So you can quickly evaluate the performance of your messaging across languages, without gathering data points from multiple deliveries.

Tip 6: Optimize communication cadence to prevent contact fatigue.

Create rules that limit the number of communications sent to individuals and apply them to deliveries in any channel or across channels. Click the Campaign logo, then "Administration," "Channels," "Typologies," "Typology Rules," and then "Create." Next, select "Fatigue" from the "Rule Type" dropdown menu. From the "Channel" dropdown menu, select which channel the rule will apply to. Then from the "General" tab, define the threshold, or the maximum number of messages per profile and choose the sliding period when you want the rule to apply. From the "Application Criteria" tab, you can choose to apply this rule to all deliveries or restrict them to specific messages.

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Good to know: It's more difficult to acquire a new customer than to retain one. Curbing the number of emails you send can help you strengthen your customer relationships and drive loyalty.



Reporting: Gain and share insights with all stakeholders.

Tip 7: Use custom profile data to create deeply insightful reports.

Campaign provides powerful dynamic reporting with visually rich dashboards, allowing you to access deep insights on your campaigns. First, build a custom report by clicking "Reports" in the navigation bar. Then, select an out-of-the-box report or choose to build your own. From there, simply drag and drop dimensions, metrics, and time range into the "Freeform Table" to build out your report. Then go beyond standard metrics by adding custom resources you've created for targeting to your report. These can include profile dimensions such as lifetime customer value or loyalty points earned. You can also add visualizations that allow you to mouse over your data to get a richer look. Every aspect of these reports is customizable, so you get the view and metrics that are right for you and your team.

 [View demonstration](#)

Tip 8: Automatically share reports with stakeholders through email.

Get your team up to speed without requiring them to log into Campaign. Both standard and custom reports can be sent via email on a one-time or recurring basis. From your report, click on the "Share" dropdown menu. Name your report, add a description, and then enter the emails, names, or group of recipients you'd like to share the report with. Then click "Send Now" to send a one-time report. Or click "Show Scheduling Options" to set up recurring emails. Select a start and end date and the frequency at which the report should be delivered, then click "Send on Schedule."

 [View demonstration](#)

***Try this:** Apply custom dimensions to remarketing campaigns to capture increases in earned loyalty points. Then target high value customers with a relevant offer that advances them to the next loyalty tier.*

Got unanswered questions? We've got unlimited resources.

Visit our [Learn & Support](#) page, [YouTube channel](#), or [adobe.com](#) to learn more about how to use helpful features within Adobe Campaign. You can also access tailored learning paths, community forums, and feature request forms in the Adobe Campaign section of [Experience League](#).