Adobe Target

Amplify your Adobe Target toolset.

4 tips and tricks that help optimization specialists do more.

Adobe Target is a powerful testing and optimization solution that can help you deliver customer experiences that win conversion. With it, you can easily find valuable audiences, build robust profiles, run A/B tests, and more. That said, learning some tricks of the developer trade can open you up to a whole new world of Adobe Target functionality.

John Mosbaugh
Senior Technical Consultant

John Mosbaugh is a senior technical consultant for the Adobe Experience Cloud with more than fifteen years experience working with Adobe Target. He has helped a wide range of clients in the retail, entertainment, and healthcare verticals implement and integrate Target in ways that maximize ROI. John is also known to be a guru of SEO and other search implementation tasks.

WIth the benefit of his real-world insight, we've curated the following tips and tricks to help make troubleshooting, targeting, and fine-tuning experiences in Target easier.

Tip 1: Build experiences with more complexity in the Code Editor.

The VEC goes a long way to help marketers create great experiences. But using it in addition to the Code Editor can help you create next-level experiences. Now, in conjunction with the Target Javascript library, otherwise known as the at.js library, you can build experiences on single page applications (SPAs).

For example, an optimization specialist at an auto company who wants to change a header element on a car builder that lives on an SPA, has to do so with custom code. Then, when the customer clicks to change the element, such as color, interior, or engine, Target will change the header to match the specialist's modification.

From the VEC, Click the </> icon to open the Code Editor. Then, from the "Modifications" tab, you can view, edit, and add actions to elements of an mbox on your page. Or, use the "Custom Code" tab to add custom JavaScript or CSS. If you're using the Form-Based Experience Composer, the Code Editor will open when you create or edit an HTML offer. One word of caution: test your code in a QA environment if you're putting it directly onto your website.

View more custom code use cases ›

Tip 2: Fully test Adobe Target experiences prior to launching them live.

QA is an essential part of delivering a valuable consumer experience, and therefore an essential part of experience optimization. Activity QA links make it easier than ever, allowing you to produce URL links that allow you to see your experiences without staging and before production.

The URL links never change, even if changes or updates are made to the experiences. You can also use the links to perform optional audience targeting, or generate QA reports that are separate from live experience data.

From the overview page of the experience, click the "Activity QA" link. Configure the settings you'd like, and click "Done" to save your changes. The link is now ready to send to anyone you'd like to share it with. To see reports generated with Activity QA, click "Reports" from the overview page, then the settings icon, "Environment," and select "QA Mode" from the drop down list.

View step by step instructions ›

Find and fix issues—fast: When layout or functionality is a little out of whack, it helps to have problem-solving tools on hand. Here are some we use and recommend.

Chrome Developer Tools can help you diagnose and resolve issues in the Google Chrome browser fast.
Learn more ›

Adobe Experience Cloud Debugger can help you resolve issues across all our marketing solutions.
Learn more ›

New Adobe DTM Debugger and mproved DTM Switch are included in the latest version of Target.
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Disruptive Advertising's Adobe DTM Debugger is great for dealing with data elements used in targeting or populating content.
Learn more ›

Tagtician's DTM Debugger is the first and only tag management companion for Adobe Launch and Adobe Tag Manager.
Learn more ›

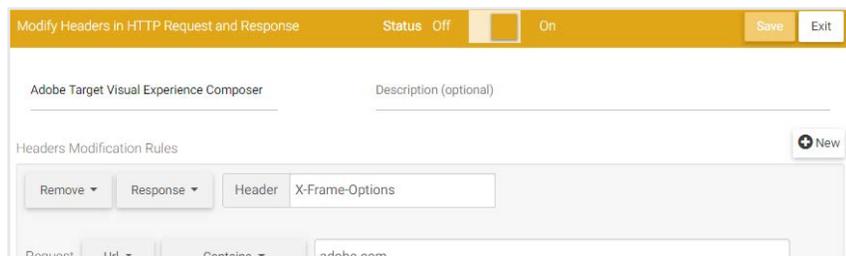*Omnibug is a Chrome extension that can help you find server calls with the DTM more easily.*
Learn more ›

Tip 3: Remove headers that prevent web pages from loading in the Visual Experience Composer.

To stop suspicious entities from "clickjacking," or displaying a reputable brand's pages on their websites, developers sometimes apply HTTP headers called X-Frame Options. These headers work great to protect brands, but they also block marketers from loading protected pages into the Visual Experience Composer (VEC). With Requestly, a Chrome and Firefox extension that allows users to play with network requests, you can resolve this issue by overwriting X-Frame Options where they exist.

Simply toggle the Enhanced Experience Composer, then install Requestly for Chrome or Firefox. Open the extension, select "Modify Headers," and name the rule you are creating. For example, you could use the name "Remove X-Frame Option Headers." Then, enter "X-Frame Options" in the "Header" box, and toggle "Add" to "Remove," "Request" to "Response," and "Equals" to "Contains." Next, add the URL of the page you're having issues loading. Finally, click "Save" and try to load the page again.

Add Requestly to Chrome or Firefox ›

Helpful hint: The Code Editor is currently available for A/B and Experience Targeting only, and is disabled for overlay and redirect offers.

Helpful hint: Recording is built into Target, so you'll always know if your tests are tracking what you want them to. You can also activate "Analytics for Target" recording by setting up a parameter in Target, which will then record what you're testing in the Analysis Workspace feature within Adobe Analytics.

Try this instead: Some developers prefer using extensions other than what's available in Chrome or Firefox to overwrite code. If you want even more control over your network requests, you may want to consider downloading Charles, a proxy that allows developers to view traffic between their systems and the internet. *Learn more ›*

Tip 4: Use the Postman extension to quickly test offers without accessing the website.

In some cases, Target activities may not be implemented in a production environment. Or, you might not have access to the stage environment. With Postman, a Chrome extension built to help users test delivery APIs, you can quickly test the functionality of A/B experiences and recommendations, without having to log in or use verification codes. So you can test whether your activities are working, without having to make an mbox call from a web page.

Import the Target API collection into Postman by clicking the link below. Change the clientcode and mbox name to match your activity. Most likely, this would be "target-global-mbox," but could vary depending on your implementation. Parameters you may need to add will depend on the targeting of your activity. For instance, if the activity is set to run only on a specific page, you would use the URL of the page as one of the parameters in the request. Here's an example:

```
"requestLocation" : {
                "pageURL" :
http://domain.com/path/page/pageURL.html
},
```

Then, depending on how you've configured the response code in Target, you'll receive either a JSON or HTML response that will show you whether your activity is working or not.

Run Postman in Adobe Target ›

Helpful hint: Postman lets you make server-side API requests that can be fully encrypted, which is useful when working with PII or HIPAA protected information. So sensitive data stays safer, even when working without authentication. *Learn more ›*

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