

# IT Conversation Guide

If you're looking at implementing Adobe Target, it's helpful for marketing and IT to work together in the evaluation process. This conversation guide is designed to help foster a productive dialogue between your marketing and IT teams regarding key points you will need to consider. It provides basic answers to some of the initial questions IT will ask. The guide will also help you make joint decisions about deploying Adobe Target in a way that best fits both teams' needs.

"While marketers can play a key role in leading the CX charge, the ability to delight customers transcends the marketing function....A cross-team approach ultimately means ensuring that employees are motivated to work together across departments in order to bring about the best experience for customers."

—Econsultancy 2018 Digital Trends

## Things IT will want to know.

### What's important to know about implementing Adobe Target?

Implementation is a fairly lightweight process. It's done by referencing the at.js Target library file in the head of your web pages. The easiest way to do that is through a tag management solution, but it's not required. You can use a third-party tag management solution or Adobe Cloud Platform Launch, which facilitates tag management even further and is included with all Adobe Experience Cloud solutions (see additional detail below). Once you've finished referencing at.js on your pages you can set up your activities in the Target user interface. If you have a single-page app it will require a little more work depending on what framework you're using, such as Angular JS or React.

You have the option to have Adobe host the library file or you can host it on your own. You can also let your IT team know that the at.js file does not require frequent updates.

### How does Adobe Target work with single-page apps?

If you're using single-page applications, IT will want to know if Target has extensions that already work with the single-page application frameworks that IT currently uses or if they will need to do something on their own to make it work. The at.js client library for Target was built from the ground up with single page apps in mind. Adobe has also developed Angular JS and React

extensions to tie into those single-page application frameworks. The at.js library also includes a framework-independent Universal SPA extension that can trigger Target calls on both initial page loads and following view changes. The library includes other single-page application extensions for custom events, hash changes, remote offers, and secure offers.

### What kind of data can be used for personalization?

A wide range of data can be used for personalization, but it's important to know that Adobe doesn't want to receive any directly identifiable information (e.g. name, email, phone, etc.). You will be responsible to make sure no directly identifiable information is sent to Adobe. You can use indirectly identifiable data (e.g. cookies, declared IDs) from own customer relationship management (CRM) system, data management platform (DMP), the environmental data that Target already pulls from web browsers, Adobe Audience Manager, Adobe Analytics, and a variety of other sources.

### Where is the content actually hosted?

You can host image assets or HTML code snippets in the Target Content Library or host them yourself and simply reference the asset's location using the Adobe Visual Experience Composer. You also have the option to reference asset locations directly in your HTML or in your CSS files.



## Points marketing and IT should consider together.

### What kind of visitor profile data will you use?

When considering how to provide Target with data that can be used for segmentation and personalization, you will want to talk about how you can add customer information you already have to the system. The People core service in Adobe Experience Cloud lets you push your customer data to other Adobe solutions. By using the Customer Attributes aspect of this core service, you can grab information from multiple sources that you may have stored in your CRM database to deliver the most relevant and strategic content to Target for analysis, testing, and optimization.

### What types of campaigns will marketing want to run and how will it impact our ability to execute those activities?

Marketing and IT need to have open conversations about the implications of running certain types of campaigns. Questions to consider will include what changes will need to be made in order to execute an activity? Who will be responsible for those changes? Things like changing the button color on a single page should be fairly straightforward and could be easily handled by marketing, but changing a checkout process from three pages down to two would be more complicated and require assistance from IT. Tests that involve drastically changing the layout or number of pages could also be far more involved. The same could be true for sites that have been built as a single-page app.

When considering different types of campaigns to run, other helpful questions to discuss include: Which pages need to be tested? Will the test apply to a single page or multiple pages? Are those pages or actions already tagged with Target? Do the pages to be tested use a single-page app framework? How will we measure success? How should we report on the success of our tests? In Target? In Adobe Analytics?

If IT has questions about what types of pages are compatible with Visual Experience Composer (VEC) and how you can optimize your pages to work better with Target, Adobe provides some helpful guidelines on VEC best practices and limitations.<sup>1</sup> You will be less likely to encounter unexpected problems with the experiences you design if you follow the best practices on this page.

### To implement Adobe Target, should we use a tag management solution like Adobe Cloud Platform Launch or do it ourselves?

Tag management solutions can simplify the way you deploy and manage all of your analytics, marketing, and advertising solutions. Adobe Cloud Platform Launch automates tag management features specific to Adobe solutions that can make implementation even easier, but it's not required. Whatever is decided should be based on the kinds of things marketing wants to add or modify in Target and how using a tag management solution or not will impact their ability to do so.

You can use JavaScript if you are already using another tag management solution, but it could add weight to your page, resulting in slower load times. Deployment may also be slightly more cumbersome without the built-in connection between Adobe Cloud Platform Launch and Target. Weighing all these factors, as well as considering the types of things marketing will need to add or modify in Target, will help you make the best decision for your implementation.

## Differences in permissions between Target Standard and Premium.

Target Premium gives you the added granular control of Enterprise Permissions:

- Create property-level permissions that establish boundaries for where users can run Target activities (i.e., across geographical domains, mobile apps, or different types of content on various page types).
- Separate property permissions into groups (a.k.a. workspaces) that can be accessed by specific sets of users.

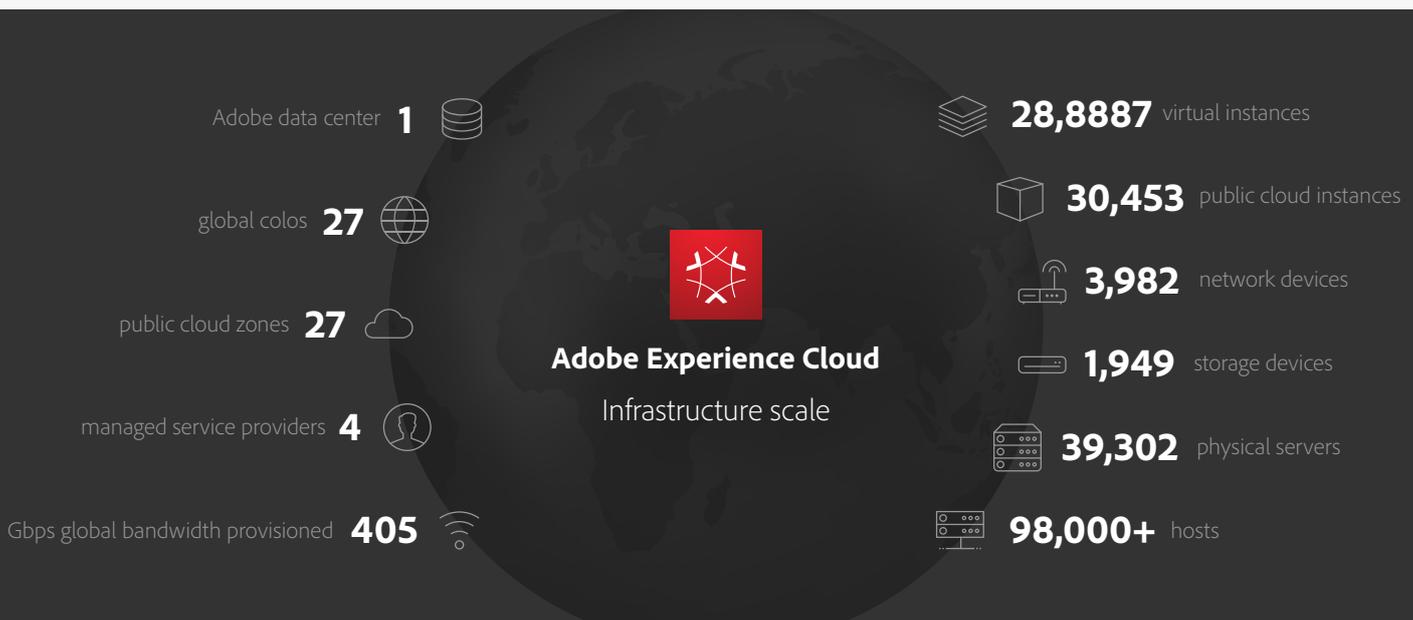
## Adobe Target security and compliance certifications.

- SOC 2–Type 2 (Security & Availability)
- ISO 27001:2013
- Gramm-Leach-Bliley Act (GLBA)-Ready
- General Data Protection Regulation (GDPR)-Ready

Note: An Adobe service that is GLBA-Ready, GDPR-Ready, FERPA-Ready, FDA 21 CFR Part 11 compliant, or HIPAA compliant means that the service can be used in a way that enables the customer to help meet its legal obligations related to the use of service providers. Ultimately, the customer is responsible for ensuring compliance with legal obligations, that the Adobe service meets its compliance needs, and that the customer secures the service appropriately.

Experience Businesses—those that consistently adopt CX best practices across people, process, and technology pillars—outperform their peers in business metrics spanning the entire customer journey. They also see topline gains, including **1.4x** revenue growth, **1.7x** customer retention rates, and **1.6x** customer lifetime value.<sup>2</sup>

## TechOps chops.



We also processed over 258 billion transactions for Target in 2017 alone.

For more information, visit the [Adobe Security site, www.adobe.com/security/compliance.html](http://www.adobe.com/security/compliance.html), and the [Adobe Trust Center, www.adobe.com/trust.html](http://www.adobe.com/trust.html).

<sup>1</sup> [Visual Experience Composer Best Practices and Limitations](#)

<sup>2</sup> "The Business Impact of Investing in Experience," a commissioned study conducted by Forrester Consulting on behalf of Adobe, February 2018

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