Create emails that are more contextual than ever.

4 tips and tricks for using the Adobe Campaign and Adobe Target integration.

Adobe Campaign is a powerful solution that allows you to deliver highly personalized, highly relevant emails that drive engagement and conversion. Using it with Adobe Target allows you to take that relevancy to a whole new level, ensuring that no matter when or where a recipient clicks to open it, your email offer will provide meaningful value.
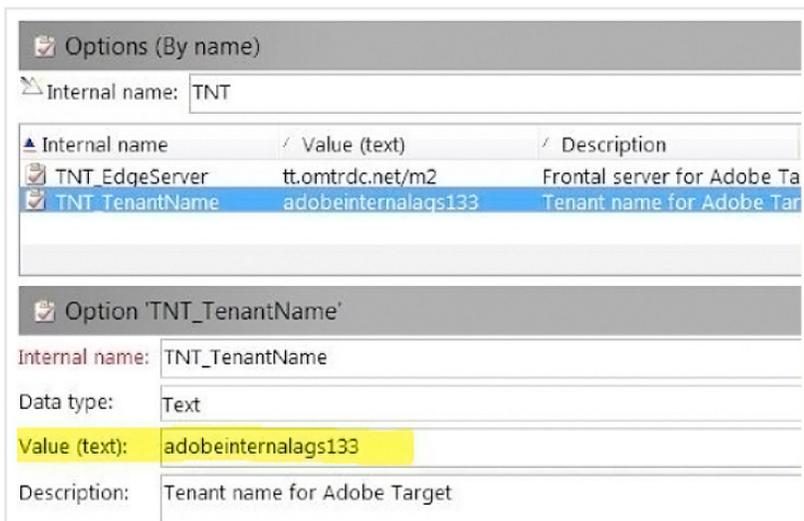
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Scott Segrin is a principal consultant and multi-solution architect focused on Adobe Experience Cloud solutions, with more than eight years experience working in the field of digital advertising and marketing. His exceptional ability to help Adobe clients build solutions to meet business objectives, drive implementations to execution, and analyze results for continuous improvement have earned Scott the titles of 2016 Americas Consultant of the Year and 2018 Consultant of the Year.

With the benefit of his real-world insight, we've curated the following tips and tricks to help make it easier to start sending emails that display relevant content based on known customer data—plus dynamic information about the context in which the email is opened.

Tip 1: Set up the Campaign and Target integration in just a few minutes.

The Campaign and Target integration is extraordinarily simple. All it takes is plugging your organization's Target instance into Campaign. If you're skilled in Target, you can complete this step yourself. If not, you'll need to ask your organization's Target specialists to give you a hand. To start, log in to Target. Then navigate to "Setup" and then "Implementation." Under Implementation Method, click on "Edit Settings." Scroll to "Advanced Settings" and highlight and copy the "Client Code," otherwise known as the Target instance. Next, open Campaign and navigate to "Administration," then "Platform," then "Options." Then under "Tenant Name," paste the code into the "Value" box and click "Save." This initial step adds a drop-down UI element to Campaign that you'll use to add Target parameters to your emails and implement the following tips.

Do this first: In order to use Campaign and Target together, your organization needs to have the right versions of both products. Before you begin, check to make sure you're using Campaign 6.1.1 or later and Target Premium.

Helpful hint: Because Target mbox calls are offered on a pricing structure, you'll want to make sure you're thinking strategically about when to use Target with Campaign instead of using them both for every email campaign. A good rule of thumb is to limit usage to your most engaged customers, the ones who are the most likely to open your email, and those whom you think would find your offer to be highly relevant.

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Tip 2: Plan out where and when you think a customer will open an email.

Contextual emails that dynamically account for the time and location in which the email is opened require some pre-planning you don't normally have to do. For example, say you're a marketer for a restaurant and you want to send your most loyal customers a discount on a meal. With Target and Campaign, you can send an email that displays an offer for lunch if it's opened in the morning, or an offer for dinner if it's opened during the afternoon. Or say you're a concert promoter and you want to send an email for an event that will take place in three weeks' time. This integration allows you to send an email that will announce the concert if opened beforehand, but change to a list of upcoming shows if opened afterward. It just takes developing a strategy that enables your campaign to deliver the right content at the right time.

Begin by creating the offer in Target, or by asking your organization's Target specialist to create it for you. Then in Campaign, begin creating a delivery like normal. Click on the image, then the image icon, and select "Dynamic image from Adobe Target." Add a default image, so that in the rare event Target is down, the customer will still receive visual content. Then type in the Target location (Rawbox) that is associated with your offer in Target.

Tip 3: Combine time and location values with customer data in Campaign.

Adding known customer data to time and location values allows for much deeper personalization in your email campaigns. For example, you can do more than engage a customer who opens your email in California—you can engage a woman with a high loyalty score who lives in Kansas who happened to open your email on an iPhone while on vacation in California.

Once you've added a dynamic image to your delivery, you can add additional parameters, such as gender, location, loyalty, and device. Then click "Confirm," and send your emails. Upon opening, different recipients will see different offers based on the rules that were specified in Target.

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Tip 4: Use context to test and analyze campaign performance.

Adding Target to Campaign doesn't just allow you to personalize more deeply, it allows you to test and analyze your campaign performance more deeply as well. Planning out which email elements you want to test will help ensure that the correct measurements are added before you launch your campaign. For example, you can test to see whether emails that include a salutation above the image are more or less effective than emails with no salutation. Or you can test how different images perform with the same audience. The possibilities are endless, but they cannot be applied in hindsight. After you've planned your testing strategy, you can execute it within Target or ask your organization's Target specialist to do it for you.

Good to know: The ability to change email content dynamically only pertains to static images. Because email clients don't allow JavaScript, it's not currently possible to change the copy within the image, or within the email itself, at open time.

Helpful hint: The Campaign and Target integration allows you to create contextual relevance via email in the following ways:

- *Display local offers based on recipient's current location.*
- *Show different content to Apple and Android users.*
- *Show timely offers and flash sales only available for a couple of hours.*
- *Target at send time based on gender, preferences, scores, and other first-party data captured by Campaign.*

Check out more integration information.

Visit our **Target to Campaign** help page to learn more about what this integration makes possible. You can also access feature request forms in the Adobe Campaign or Adobe Target section of **Experience League**.