Testing Adobe Experience Manager Sites content in Adobe Target.

6 tips and tricks for testing and optimizing your website experiences.

Adobe Experience Manager Sites was built to help authors speed content creation for any screen size. Adobe Target was built to help optimization specialists consistently personalize content for each customer. When authors and optimization specialists work together, they can deliver the most relevant content to your website visitors—every time they come to your site.

Rohan Kapoor is a multi-solution architect with more than 10 years of analytics and technical experience in both agency and corporate environments. His key areas of expertise include data management, digital analytics tagging, optimization, solutions integration, and many others. With extensive experience working with Fortune 100 companies, Rohan has a proven track record of success in leading and delivering technical projects.

With the benefit of his real-world insight, we've curated the following tips and tricks to make it easy for authors and optimization specialists to test and optimize Experience Manager Sites with Target tools.

Rohan Kapoor
Multi-Solution Architect

Experience Manager Authors

Tip 1: Set up the integration using Adobe I/O.

Before you begin, you'll need to integrate Target with Experience Manager. If you're using Experience Manager 6.5, we recommend using the latest integration method: Adobe I/O. (If you're using 6.4 or earlier, you can use the legacy method with your Target Classic Credentials instead.)

Start by opening the Adobe I/O console. Then click "New integration." Next, select "Access an API," click "Continue," select "Adobe Target, and click "Continue." Then give the integration a name, add an optional description, upload the public key certificate, then select Product Profiles, also known as Workspaces in Target, where you'd like Experience Manager content to be exported. Then click "Create integration."

View step-by-step instructions >

Helpful hint: Set up the externalizer in Experience Manager to make sure content gets replicated from the author instance to the Target instance. Read *Configuring the AEM Link Externalizer* to learn how.

Good to know: The cloud configuration option enables uninterrupted content testing during development release cycles. If you'd prefer this option, you can get instructions from the Creating a Target Cloud Configuration section of our support page.

Tip 2: Create Experience Fragments for testing and optimization in Target.

The Experience Fragments feature was developed to make it easier for authors to add content to customer experiences. This integration makes it easy for them to test the performance of their content, too.

To create Experience Fragments, navigate to the Experience Fragments folder in Experience Manager. Click "Create" and select "Create a Folder" to place the Experience Fragment in. Title the folder and click "Create." Next, select the folder in the left rail menu and click "Create" once more. Select "Experience Fragment" to open the Create Experience Fragment wizard. After you've created the fragment, click "Open" to make edits to it. Drag and drop components, such as Image, or Content Fragment. Then select "Configure," add the required assets to your components and click "Done." To export the fragment, select it and click "Export to Adobe Target." The fragment is now ready for the optimization specialist to test in Target.

View demonstration >

Helpful hint: When naming Experience Fragments, it's important that content authors follow a robust taxonomy. Otherwise, fragments can be difficult to find in Target, especially at a large company. For example, an international company with multiple business groups might use something like <business group> : <year> : <locale> : <campaign type >: <campaign name>.

Tip 3: Map Experience Fragments to Target workspaces.

In Target, different workspaces are created to organize and group common sets of properties, audiences, offers, and activities so that optimization specialists can gain access only to what they need. In Experience Manager, it's important to set up the cloud configuration during the integration, so that when you export content to Target, it's automatically sent to the right workspace.

To do this, navigate to the Experience Fragments console. Click "Page Properties" for the Experience Fragment folder and select the the Cloud Services tab. Select "Adobe Target" from the dropdown menu, and then choose the appropriate configuration, the format option, and an Adobe Target workspace. Now, when you export anything in the folder to Target, it will only be accessible to the right optimization specialists.
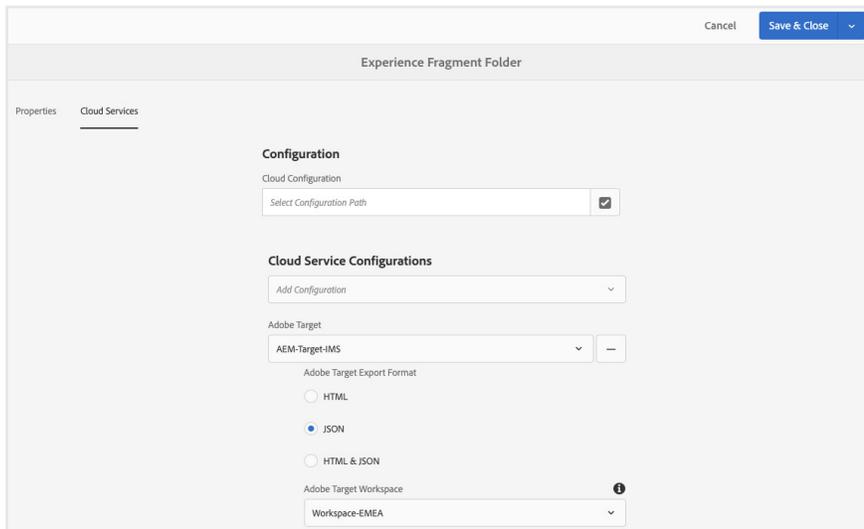
Tip 4: Reuse content from Experience Fragments to create new ones fast.

You don't have to start over every time you create an Experience Fragment. Using the Building Blocks feature, you can bundle single assets that you want to appear together in a fragment, then add the block to a new fragment. For example, an author at a clothing retailer can create a block that contains different images of winter footwear, then use the block to speed the creation of a winter footwear fragment that will live on the website.

To create a Building Block, open your Experience Fragment. Hover over a component, such as Image, and click the tabs icon. Select the assets from the component you'd like to turn into a block, and then click on the block icon. Give the Building Block a title and click "Convert." Next, create a new Experience Fragment using the instruction in Tip #2. Then click on the Building Block icon in the left rail menu, and drag and drop to the component workspace.

View demonstration >

Good to know: You can connect many Experience Manager Sites instances with one Target instance. That means you can test Experience Fragments in QA, in production and development stages, before production release. It's advisable to remove the dev cloud connection to avoid confusion moving forward.

Tip 5: Leverage the Targeting mode in Experience Manager.

Authors don't have to wait until content is in Target to map it to a brand's audiences for A/B testing. They can do it right from Experience Manager. For example, a page can be tied to an activity for outdoorsy males ages 18-34 before it's ever opened in Target.

Simply open your page and click "Edit." Then select "Targeting" and "Start Targeting." Any changes you make to the page will now be reflected in the Activities console in Target.

Learn more about authoring targeted content >

Target Optimization Specialists

Tip 6: Leverage the Visual Experience Composer to edit experiences.

After you've created an activity using an Experience Fragment in the Visual Experience Composer (VEC), you can make any additional changes you'd like. This makes A/B testing Experience Fragments a breeze. For example, you can change the color of a button, tweak a headline, or display a new image—all without recreating a new fragment in Experience Manager.

To begin, navigate to the Offers tab in the VEC. The Experience Fragments will appear here after they're created in Experience Manager. Click on the Experience Fragment you'd like to test, choose the Visual Experience Composer, and click "Next." Then click on the shield icon, select "Load unsafe scripts" and click "Ok." Reload the page, and your Experience Fragment is ready to be edited.

Learn more about using Experience Fragments in Adobe Target >

Good to know: When Experience Fragments are saved using a robust taxonomy, as discussed above, it's easy to find them in Target using either the name of the fragment or the name of the fragment folder. In fact, you only need to enter part of the name into the search bar to find it. Learn more from our Experience Fragments support page.

Good to know: In order to use Experience Fragments effectively for Single Page apps within the VEC, update your Target code library to AT 2X.js to fix legacy issues. Get more details on the Visual Experience Composer for Single Page Apps support page.

Dig into more information on website optimization.

Visit our Adobe Experience Manager Sites or Adobe Target help pages to learn more about how to use Experience Manager Sites and Target together. You can also access feature request forms in the Adobe Experience Manager and Adobe Target sections of Experience League.