

Grow your Adobe Campaign Classic know-how.

5 tips and tricks that can help you deliver experiences faster and more efficiently.

Adobe Campaign Classic is a powerful cross-channel campaign marketing solution that will help you meet your customers' needs anytime, anywhere. Its vast feature set includes capabilities that let you templating elements of an experience, so you can drive offer consistency while saving time and reducing errors.



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Matthew Rawding is a senior product marketing manager on the Adobe Campaign product marketing team. In this role, he leads a team responsible for promoting features within Campaign. He also works closely with product management to align the Campaign roadmap to customer needs. Prior to product marketing, Matthew spent several years working as a Campaign professional services consultant with a focus on customer implementation.

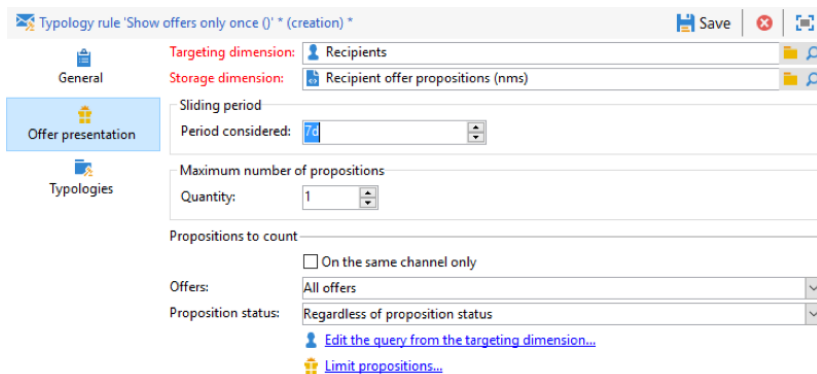
With the benefit of his real-world insight, we've curated the following tips and tricks to help make your cross-channel workflows move faster.

Tip 1: Manage offers and control redundancy across channels.

Offer management in Adobe Campaign Classic allows marketers to provide consistent, coordinated offers to customers across all channels. Within offer management, you can set up presentation rules that take into account what your customer has already seen so they don't receive the same offer several times.

To start, navigate to Administration, then select "Campaign management," "Typology management," and "Typology rules." Then click the "New" icon to create a new rule. From the "Rule type" dropdown menu, select "Offer presentation." Give the rule a label that describes what it will do. From the channel dropdown menu, select "All channels." Enter application conditions, such as offer categories or campaign types, that specify when this rule should be applied. Next, click on the "Offer presentation" tab and enter the targeting and storage dimensions that match those configured in the offer environment. Enter a value in "Period considered" to specify the time frame during which the rule should apply. Enter a number in the quantity box to specify the number of times a customer can see an offer before it's excluded. To specify which recipients this rule should apply to, click "Edit the query from the targeting dimension" and enter conditions. Then, from the "Typologies" tab, click "Add" and choose a typology to add the rule to.

[▶ View step-by-step instructions](#)



The screenshot shows the configuration for a Typology rule named "Typology rule 'Show offers only once 0' * (creation)". The interface includes a sidebar with tabs for "General", "Offer presentation", and "Typologies". The "Offer presentation" tab is active, showing the following settings:

- Targeting dimension:** Recipients
- Storage dimension:** Recipient offer propositions (nms)
- Sliding period:**
 - Period considered: 7d
- Maximum number of propositions:**
 - Quantity: 1
- Propositions to count:**
 - On the same channel only
- Offers:** All offers
- Proposition status:** Regardless of proposition status

At the bottom of the configuration, there are two links: "Edit the query from the targeting dimension..." and "Limit propositions..."

Try this: Within offer management, you can choose to deliver a certain number of offers per recipient based on filtering conditions that determine what they may be eligible for. For example, you can easily send up to two offers per recipient from a specific category of orders. [View step-by-step instructions >](#)

Expert guidance: Take a tour of tips #2, #4, and #5 via the Adobe Summit session, Adobe Campaign Classic Tips and Tricks for 2018. [Watch now >](#)

Tip 2: Save frequently used queries as editable predefined filters.

Creating a new campaign doesn't have to mean creating new queries. You can save the rules and segments you define in one campaign as a predefined filter and use it again and again. You can even change the parameters of the filter at a later time. For example, you can edit the parameter "purchases in the last 30 days" to become "purchases in the last 60 days."

Click on a query in your campaign workflow, click "Edit query," and then "Save." Add a label that describes the values in your query, such as "Purchases over \$30 in 30 days," and click "Save." Your query is now saved as a predefined filter.

Expression	Operator	Value
Transactions (purchaseHistory)	exist such as	
Purchase date of Transactions (@d...	on or after	ToDate(current date) - 30 day(s)
And		
Amount of Transactions (@amount)	greater than	30.00

Query: transactions exist such as purchase date of Transactions on or after toDate(current date) - 30 day(s) and amount of Transactions greater than 30.00

To make an edit, navigate to the "Explorer" folder, select "Predefined filters," and then click on the label of the filter. Next, click the "Parameters" tab and check the box labeled "Use parameter entry form." Then click the "Form" tab. Using the same syntax as Input forms, build out a form for any parameters in your query you want to be able to modify. For example:

```
<form colcount="2 ">
  <input label="Transaction age " xpath="/tmp/@age "/>
  <input label="Amount " xpath="/tmp/@amount "/>
</form>
```

From the "General" tab, click on the value and replace it with the corresponding xpath from the form you just created. For example, if a transaction age is set at 30, change it to read "S(/tmp/@amount)." To use the predefined filter, open a new query activity and click "Edit query." Then expand "User filters" and find and select the label of the filter. Click "Next." Then enter values for your parameters and click "Finish."

Tip 3: Apply automatic business rules to deliveries on any channel.

Business rules, also called typology rules in Campaign, can help you maintain legal and organizational compliance. Apply control business rules to make sure your emails always contain certain elements (such as an unsubscribe link or a subject line) or filtering rules to exclude groups from your intended target (like unsubscribers, competitors, or non-loyalty customers).

To start, navigate to "Administration," then select "Campaign management," "Typology management," and "Typology rules." Then click the "new" icon to create a new rule. From the "General" tab, select a rule type from the dropdown list. Give the rule a label that describes what it will do. If creating a "Filter" rule, click on the "Filter" tab and then click "Edit the query from the targeting dimension." Then enter your filtering conditions to match the target you want to exclude from your deliveries. Finally, click on the "Typologies" tab to add your Typology rule to one or more typologies.

[View demonstration](#)

Good to know: Custom predefined filters can be restricted for use by the creator, or shared with other users in Adobe Campaign. Change the visibility of the filter on the "Parameters" tab.

Good to know: With Adobe Campaign, you can design and apply four types of typology rules:

1. **Filtering rules** let you exclude part of the audience target based on criteria defined in a query, such as email subscribers under the age of 18.

[Learn more >](#)

2. **Pressure rules** let you define a maximum number of messages per recipient in order to avoid marketing fatigue.

[Learn more >](#)

3. **Capacity rules** let you limit loads to guarantee your organization has the bandwidth to deliver messages and handle responses.

[Learn more >](#)

4. **Control rules** guarantee the validity of a message, such as SMS size or address format, before it is sent.

[Learn more >](#)

Tip 4: Set parameters at the campaign level so deliveries inherit values automatically.

Setting parameters for every delivery can be time consuming and error-prone. Setting them at the campaign level can help you save time and reduce errors across marketing teams. From your campaign, click on the "Edit" tab, then "Advanced campaign parameters." Here you can configure seed addresses, a control population, and/or approvals that will automatically be inherited by all new deliveries created in this campaign. If any individual deliveries should not inherit these settings, you can always edit the settings in the delivery after it is created.

Tip 5: Quickly respond to customer requests for access to their data.

The first step is to create a Namespace, which defines the unique key you will provide to identify individual recipients. Navigate to "Administration," then "Platforms," then "Namespaces," and create a new Namespace. Enter a descriptive label and an internal name. From the "Target mapping" dropdown menu, select the appropriate targeting dimension, such as "Recipients (nms:recipient)." From the "Reconciliation key" dropdown menu, select the field that you will provide via API to identify the individual making the access or delete request. Then click "Finish" and "Save." You can now create access or delete requests manually in the "Privacy request" folder, or via API. To create a request via the API, use the xtk:session:Login method to authenticate, and then call nms:gdprRequest:CreateRequestByName to create the request. For example, your API request may look like this:

```
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/" xmlns:urn="urn:nms:gdprRequest">
  <soapenv:Header/>
  <soapenv:Body>
    <urn:CreateRequest@byName>
      <urn:sessiontoken>
        __163adbf9-b472-4857-9069-826275508486</urn:sessiontoken>
      <urn:namespaceName>AccountID</urn:namespaceName>
      <urn:reconciliationValue>123456789</urn:reconciliationValue>
      <urn:type>1</urn:type>
      <urn:confirmDeletePending>True</urn:confirmDeletePending>
    </urn:CreateRequest@byName>
  </soapenv:Body>
</soapenv:Envelope>
```

Helpful hint: We've made it easy for brands to handle data subject requests to access and delete their data. In addition to using APIs, we suggest organizations:

- Develop a process to receive and respond to requests
- Review the various customer data types stored in Campaign and determine unique identifiers
- Adopt an authentication policy and process to confirm customer identity
- Make sure your response is easy for customers to understand

[Learn more >](#)

Enlighten your cross-channel marketing workload.

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](#).