

Get to know Adobe Target.

8 tips and tricks that can help you get a jump on perfecting customer experiences.

Adobe Target is a powerful optimization and personalization solution that can help you zero in on the needs of individual customers and scale your marketing to meet them. With it, you can personalize more deeply, test more efficiently, and discover insights more effectively.



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Jason Hickey is a senior manager on the Adobe Target product marketing team. In this role, he combines his passion for data-driven decisionmaking with his vast experience to help Adobe customers around the world. Jason has been immersed in the optimization and personalization space for over ten years—first as a Target customer, then as a technical solution architect, a strategic consultant, and a product marketer.

With the benefit of his real-world insight, we've curated the following tips and tricks to help make planning, testing, building audiences, and leveraging data easier.

Plan: Setting up marketing teams for success.

Tip 1: Give teams access to data they need and nothing else.

Make it easy to work with your organization's data while keeping it safe. With Workspaces in Target Premium, administrators can control the level of access given to different internal and external teams. From the admin console, click "New Profile." Then enter the name of a team, add a description if desired, and click "Done." Navigate to the "Product Profiles" tab and select the new team profile. Click on "Add User," enter a team member's email address, select their name from the dropdown menu, and click "Save." From the "Users" tab, click the dropdown menu under "Product Role" next to the new user and assign a role. Add as many users as you like. Then from the "Properties" tab, select a channel, click on the plus sign icon to give your team access, and click "Save."

[▶ View demonstration](#)

Tip 2: Add your CRM or purchased data to what Target already captures.

You can personalize experiences with Target data right out of the box. But the richest personalization comes when you add your own data into the mix. With Customer Attributes, a feature within the People core service in Adobe Experience Cloud, you can easily bring CRM, second-, and third-party data into Target. Create a CSV file with up to 200 offline variables, and either upload it directly into Adobe Experience Cloud, or use FTP to host and schedule your file to be updated regularly. Once your Customer Attributes are in Adobe Experience Cloud, you can map them to Experience Cloud solutions like Adobe Analytics and Target where they will be available for analysis, testing, and personalization.

Helpful hint: When adding users, if the name of a team member has not been previously added to your organization, such as might be the case with a third-party agency employee, entering their email address and password will trigger an email invitation to join a team's workspace.

Good to know: Because Target is an open and agnostic platform that works well with different technologies, there are seven ways you can add CRM or purchased data. That means you can choose a method that works best for your organization.

[Learn more >](#)

Test: Putting offers and variations in place.

Tip 3: Easily create test variations across similar web pages at once.

Create a variation on one web page, such as a new button color, and automatically apply it to all pages that share the same template. You can specify pages, or apply the variations to all similar pages across your website. From the Visual Experience Composer (VEC), click the gear icon, then "Page Delivery," then "Add Template Rule." Specify the page range, choose an operator, and define where you want to add the experience. The experience will then appear on all pages that match your chosen criteria.

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Helpful hint: Changing the URL after you've specified a page range will reset the experience. That means the variations you specified will no longer appear. If you need to change the URL, remember to redefine the experience.

Tip 4: Test the same offer in different places across different pages.

See how an offer, such as free shipping, performs during a customer journey that takes place across multiple pages on your website. From the VEC, click "Configure," select "Add Additional Pages" and then "Add Page." Click the vertical ellipsis menu, select "Rename," and give the page a name. Choose a placement for the offer. Repeat these steps for each web page you want to add to the test.

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Tip 5: Test one experience across multiple audiences.

With Experience Versions, you can run one test with variations for as many audiences as you like. For example, you can create a banner ad offering free shipping—with imagery and currency variations for customers in the U.S., UK, and the UAE—without having to run three separate tests. After you have set up your test, click "Configure," select "Audiences," and then "Multiple Audiences." Then click "Add Audience" and choose the first audience you want to target. You can also click "Create Audience" to set up a new one if it does not yet exist. Continue to add audiences as desired.

[▶ View demonstration](#)

Build: Leveraging audiences and data.

Tip 6: Create one-time-use audiences to reduce clutter in your Audience Library.

If you're targeting a segment you know you won't target again—for example, customers affected by an unexpected weather event—creating a one-time-use audience can help you get the job done without adding clutter to your Audience Library. This makes it easier to find audiences you use frequently. From your activity, click the vertical ellipsis and select "Replace Audience." Click "Activity Only Audience" and then "Create Audience." Give the audience a name and click "Add Rule." Select a rule type, set parameters, and then click "Save."

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Tip 7: Combine Target audiences with other Adobe Experience Cloud audiences.

Blending audiences that live in different Adobe Experience Cloud solutions can give you a much broader understanding of your customers, as well as the ability to personalize more deeply. For example, while Target provides real-time audience data, Adobe Analytics provides historical audience data. Combining the two can help you identify when a customer's behavior is consistent, and when there might be an opportunity to act on a new behavior. Simply click the dropdown menu next to "All Visitors" when creating an activity. Next, check the boxes of up to 20 audiences, click "Combine Multiple Audiences," and then "Save."

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Tip 8: Export data from Target to use with other tools.

With response tokens, administrators can easily get data out of Target and into third-party tools. This can be helpful when you want to add your data to data collected in a survey tool. For example, if a survey shows a sample of a population scored an experience a nine, and another scored an experience a four, you can use your data to see who saw experience A and who saw experience B. You can also use response tokens to export Target data to your internal data warehouse. Simply click "Set Up," then toggle the switch next to the desired Response Token to the on position. Next, create an activity. The data is then ready to be transferred to the third-party vendor. You can verify that Target is exporting the data using debugging tools.

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Highly requested capability: Our customers asked us to make it possible to keep single-use audiences from being automatically saved to the Audience Library. Now, they no longer have to manually delete audiences to keep their libraries organized.

Good to know: Audience Manager audiences are available in Target automatically. But Adobe Analytics audience sharing requires a bit of manual set up. Simply check the box labeled "Make this an Experience Cloud audience" during the audience building process. Then from Target, click "Import Experience Cloud audiences."

Helpful hint: Before an administrator can activate a response token associated with a third party, a developer needs set up a partnership with the other company.

[See how >](#)

Do this first: Make sure you are using at.js version 1.1 or later. If you are using a previous version, you'll see the response tokens, but the at.js won't be able to use them.

Hit the personalization bullseye more often. These resources can help.

Visit our [Learn & Support](#) page, [YouTube channel](#), or [adobe.com](#) to learn more about how to use helpful features within Adobe Target. You can also access tailored learning paths, community forums, and feature request forms in the Adobe Target section of [Experience League](#).