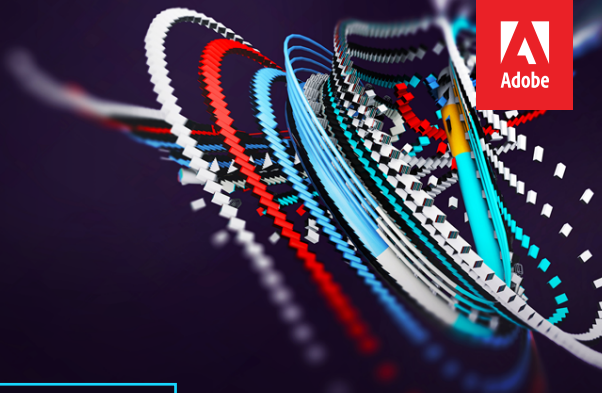


Adobe Target Automation

powered by Sensei



Auto-Allocate

Winners receive more traffic as the test matures

- Use when...**
You want one winner to push live, but want it faster than a traditional A/B test and want to take advantage of the winning experience NOW!
- Create experiences from...**
 - Visual Experience Composer.
 - Visual Code Editor.
 - Form Composer (for mobile and IoT).
- Distinguishing feature**
One Winner. Fast. Patented, industry-first technology that produces statistical guarantee on a true winner.
- Test design style**
A/B/N (automated traffic split).

- Use for...**
Everything—from content to UX, UI, functionality, layout, and more. Any A/B test can become Auto-Allocated.
- Access it from Target by...**
Selecting the Auto-Allocate radio button when specifying how to allocate traffic during creation of an A/B test activity.
- Some nerdy math stuff**
Uses statistics based on Bernstein Inequality and guarantees 95% confidence on winner.

Auto-Target

Each visitor sees what wins for them every visit

- Use when...**
You want better than a single winner and want to target multiple winners to individuals that adapt over time as each visitor's interests change.
- Create experiences from...**
 - Visual Experience Composer.
 - Visual Code Editor.
 - Form Composer (for mobile and IoT).
- Distinguishing feature**
One-click personalization for the whole site experience, not just a banner or offer.
- Test design style**
A/B/N (automated traffic split).

- Use for...**
Everything—from content to UX, UI, functionality, layout, and more. Any A/B test can become Auto-Targeted.
- Access it from Target by...**
Selecting the Auto-Target radio button when specifying how to allocate traffic during creation of an A/B test activity.
- Some nerdy math stuff**
An ensemble algorithm method that uses multiple machine-learning models.

Automated Personalization

The perfect offer for each visitor every time

- Use when...**
You want to show the right offer or message to the right person at the right time.
- Create experiences from...**
Visual Experience Composer (content editing only).
- Distinguishing feature**
Multivariate offer ranking (1st best, 2nd best, 3rd best, etc.) for multiple content blocks.
- Test design style**
Full-factorial MVT.

- Use for...**
High-level content and offers (not UX).
- Access it from Target by...**
Selecting Automated Personalization when you open Adobe Target.
- Some nerdy math stuff**
An ensemble algorithm method that uses multiple machine-learning models.

Recommendations

Personalized suggestions for each visitor

- Use when...**
You want to recommend specific content, such as articles, videos, downloads, products, fact sheets, and more.
- Create experiences from...**
 - Visual Experience Composer (content editing only).
 - Form Composer (for mobile and IoT).
- Distinguishing feature**
"You may also like."
"These items recommended just for you."
- Test design style**
A/B/N (manual traffic split).

- Use for...**
Item-level content.
- Access it from Target by...**
Selecting Recommendations when you open Adobe Target.
- Some nerdy math stuff**
Collaborative filtering, natural language processing, Jaccard Similarity, and many more.