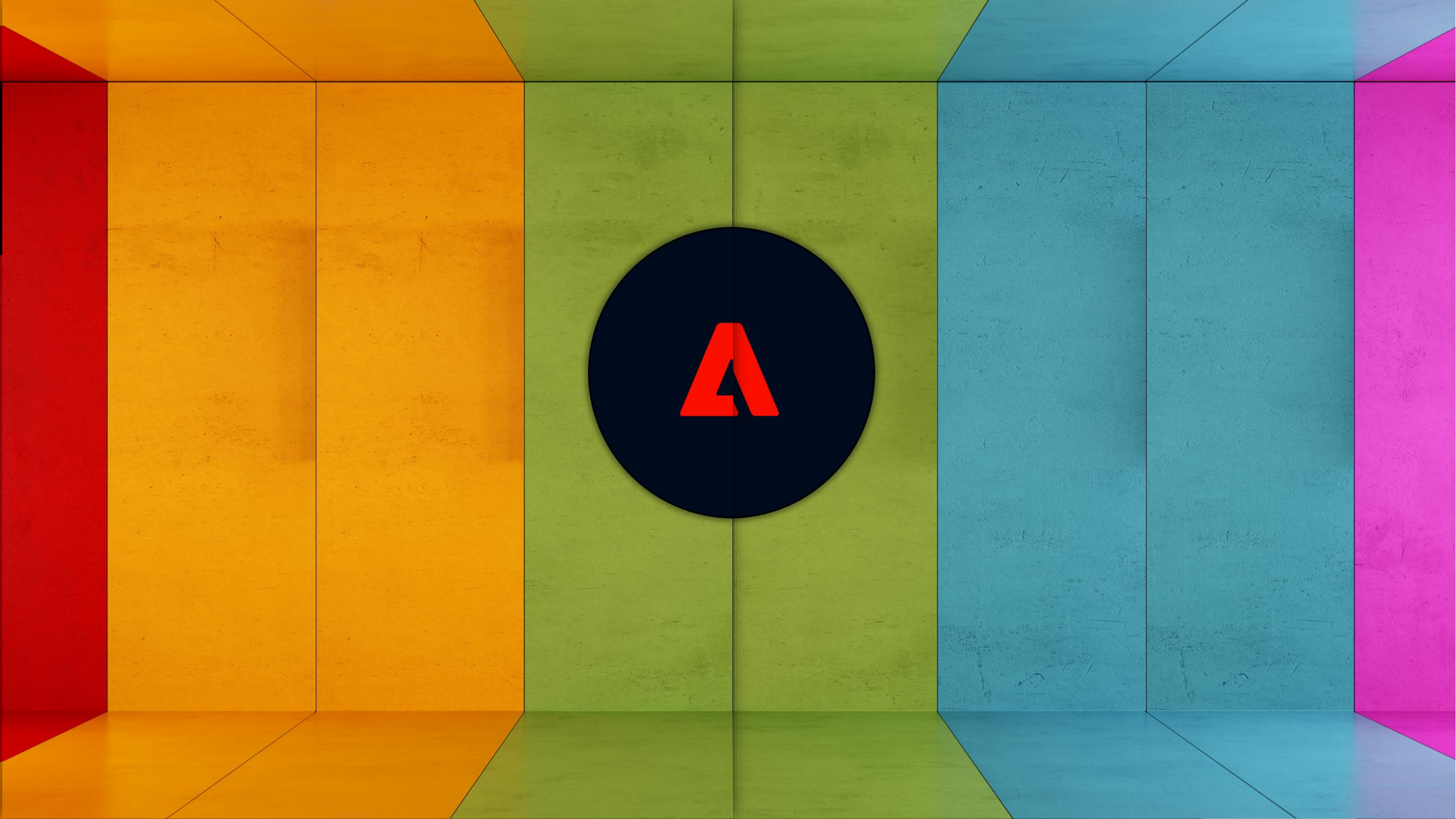




EXPERIENCE MAKERS_{ON TOUR}

Demo:
la forza dell'innovazione







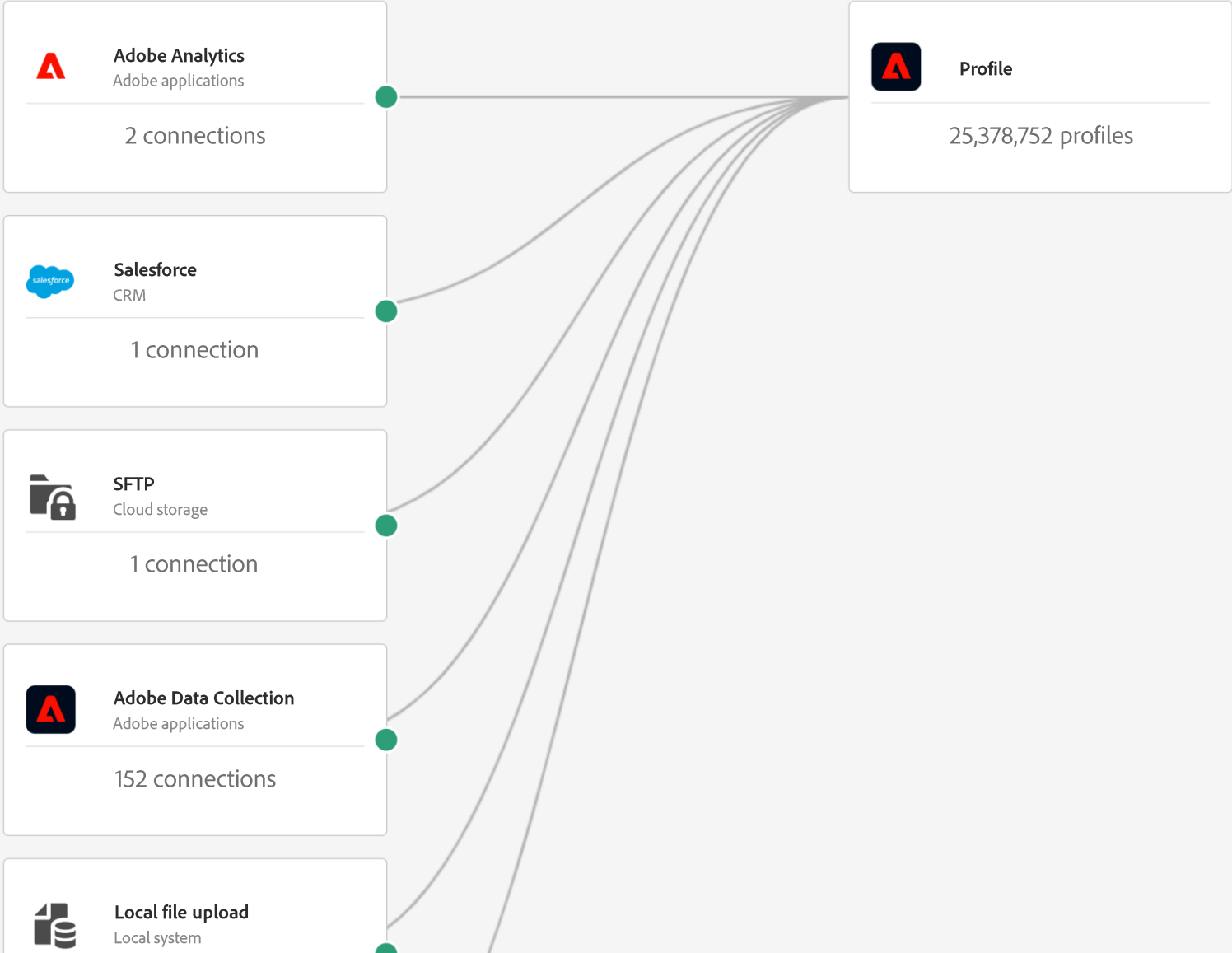
Sources

Catalog

Dataflows

Accounts

System View



Sources

- Catalog
- Dataflows
- Accounts
- System View

Enable your data for use in Real-time Customer Data Platform

🎥 Introduction to sources




▼ Show more

- ☒ All sources
- ☐ My sources

- CATEGORIES
- Adobe applications
- Advertising
- Analytics
- Cloud storage
- Consent & Preferences
- CRM
- Customer success
- Databases
- eCommerce
- Local system
- Marketing automation

🔍 Search


Adobe applications



Adobe Analytics

Add data


⋮



Adobe Audience Manager

Set up


⋮



Adobe Campaign Manage...

Set up


⋮



Adobe Data Collection

Add data


⋮



Adobe Workfront
(Beta)

Set up


⋮



Customer Attributes

Set up

⋮



Marketo Engage

Add data


⋮

Advertising




Sources

Catalog Dataflows Accounts System View




Adobe Analytics
Adobe applications

2 connections




Salesforce
CRM

1 connection




SFTP
Cloud storage

1 connection



Adobe Data Collection
Adobe applications

152 connections



Local file upload
Local system



Profile

25,378,752 profiles



Renews in 21 days



Daddy
(912) 123 4567



unlimited



unlimited

Last update: 3 hrs ↻



Jeanne
(912) 123 4567

RESTORE THE LINE

Up to date ↻



Mommy
(912) 123 4567



unlimit.

Up to date ↻

Real-time Customer Profile

Customer Inputs

From web form

Other Data

From CRM source

Customer AI

From AI & machine learning

Behaviors


Time series digital and physical

Adobe Experience Platform

Profiles > ProfileID: 0215289187

Details Events Attributes Segment Membership

Customer profile



Sarah
Rose

ProfileID:0215289187

[View all attributes](#)

Basic attributes

LOYALTY STATUS
Bronze Member

EMAIL
sarahrose@outlook.com

GENDER
Female

Linked attributes

EMAIL
sarahrose@outlook.com

CRM ID
ashia7ekflashJGiaR4903qJhsia875

PHONE
(612) 832-2000

ECID
60695311919701195204168649390834227837

LOYALTY ID
0523804993

Channel preference

Direct mail	✓
Phone	—
SMS	—
Email	✓
Facebook newsfeed	✓
Twitter newsfeed	—

Customer AI scores

Purchase propensity for womens jackets 76	Propensity to add to cart 60	Propensity to return to site within next 14 days 84	Propensity to purchase equipment 20
--	---------------------------------	--	--

Events

EVENT	VALUE	LAST MODIFIED ↓
Page Visit: Luma Home	luma: content: luma: us	1/5/2021 8:52 AM
Page Visit: Luma Womens	luma: content: luma: us	1/4/2021 3:31 PM

Segment Membership

SEGMENT NAME	ADDRESSABLE AUDIENCE	LAST MODIFIED ↓
Casual Shoppers, No Rewards	750.7k	1/6/2021 9:33
Mobile App Shoppers	984k	1/5/2021 12:52 PM

Linked Identities

Stitched by Identity Service

Channels

Consent management

Segments

Filtered groups of customers

Real-time Customer Profile

Customer Inputs

From web form

Other Data

From CRM source

Customer AI

From AI & machine learning

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ProfileID:0215289187

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Phone	—
SMS	—
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Facebook newsfeed	✓
Twitter newsfeed	—

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Purchase propensity for womens jackets
76

Propensity to add to cart
60

Propensity to return to site within next 14 days
84

Propensity to purchase equipment
20

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Rose

ProfileID:0215289187 [View all attributes](#)

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Bronze Member

EMAIL
sarahrose@outlook.com

GENDER
Female

BIRTH DATE
Jul 17, 1976

MOBILE
(612) 832-2000

Linked attributes

EMAIL
sarahrose@outlook.com

CRM ID
ashia7ekflashJGiaR4903qJhsia875

PHONE
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ECID
60695311919701195204168649390834227837

LOYALTY ID
0523804993

Channels

Consent management

Channel preference

- Direct mail ☒
- Phone ☐
- SMS ☐
- Email ☒
- Facebook newsfeed ☒
- Twitter newsfeed ☐

Segments

Filtered groups of customers

Customer AI scores



Purchase propensity for womens jackets 76

Propensity to add to cart 60



Propensity to return to site within next 14 days 84

Propensity to purchase equipment 20

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 Mobile App Shoppers	984k	1/5/2021 12:52 PM



Profile

DX Blueprints

REAL TIME CUSTOMER PROFILE



> IDENTITIES

> PROFILE

✓ EXPERIENCE EVENTS



22/02/2023, 16:40:16

Juno Jacket

PRODUCT VIEWS - WEB



22/02/2023, 16:40:09

Ariel Roll Sleeve Sweatshirt

PRODUCT VIEWS - WEB



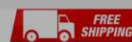
22/02/2023, 16:40:03

Autumn Pullie

PRODUCT VIEWS - WEB

> OFFERS

> UTILITIES



Free Shipping with the code: FREESHIPPINGUNLOCKED! - Don't wait. Use it today.



HOME

MEN

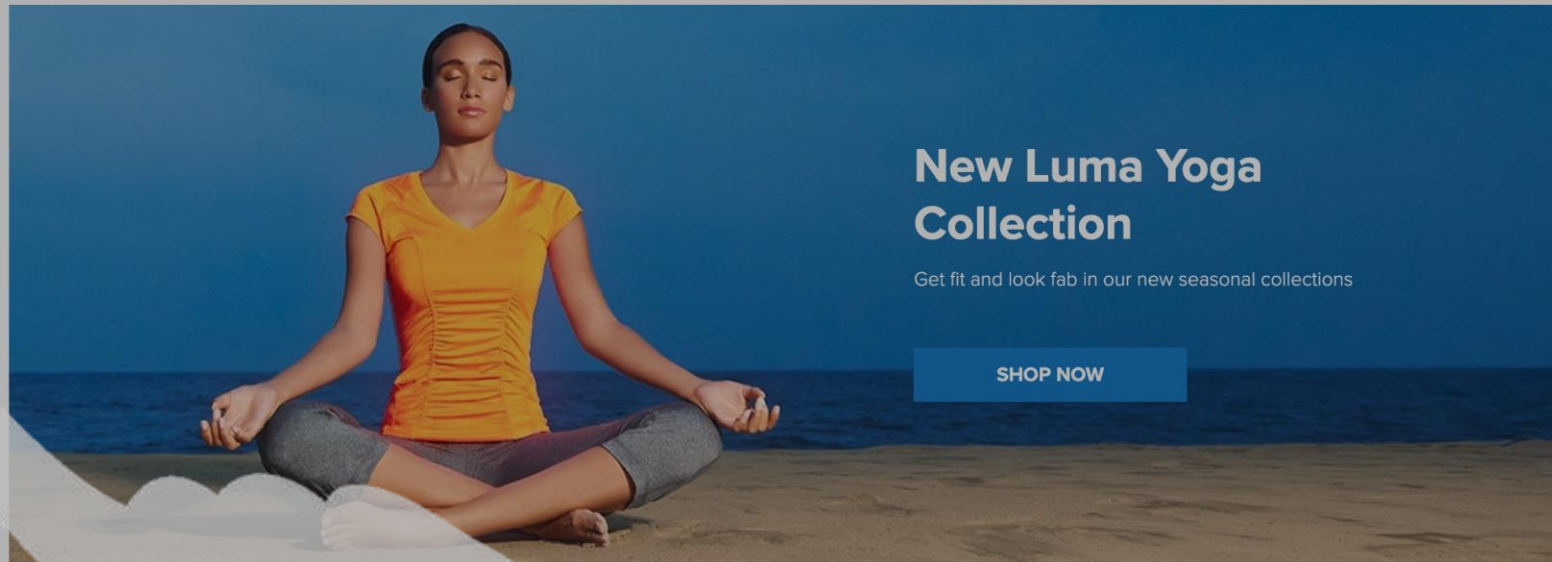
WOMEN

EQUIPMENT

BLOG



2



New Luma Yoga Collection

Get fit and look fab in our new seasonal collections

SHOP NOW

RECOMMENDED FOR YOU



PRIMA COMPETE BRA TOP



DEIRDRE RELAX-FIT CAPRI



DAPHNE FULL-ZIP HOODIE

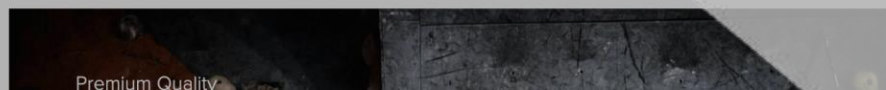


DESIREE FITNESS TEE



INA COMPRESSION SHORT

FEATURED CATEGORIES



[Profile](#)[DX Blueprints](#)

REAL TIME CUSTOMER PROFILE

[IDENTITIES](#)[PROFILE](#)[EXPERIENCE EVENTS](#)

22/02/2023, 16:51:13

Juno Jacket

ADDED TO FAVOURITES - MOBILE



22/02/2023, 16:51:09

Juno Jacket

PRODUCT VIEWS - MOBILE



22/02/2023, 16:43:21

REGISTRATION - WEB



22/02/2023, 16:40:16

Juno Jacket

PRODUCT VIEWS - WEB



22/02/2023, 16:40:09

Ariel Roll Sleeve Sweatshirt

PRODUCT VIEWS - WEB



22/02/2023, 16:40:03

Autumn Pullie

PRODUCT VIEWS - WEB

[SEGMENTS](#)[OFFERS](#)[UTILITIES](#)

Free Shipping with the code: FREESHIPPINGUNLOCKED! - Don't wait. Use it today.

[HOME](#)[MEN](#)[WOMEN](#)[EQUIPMENT](#)[BLOG](#)

2



New Luma Yoga Collection

Get fit and look fab in our new seasonal collection

[SHOP NOW](#)

RECOMMENDED FOR YOU



PRIMA COMPETE BRA TOP



DEIRDRE RELAXED-FIT CAPRI

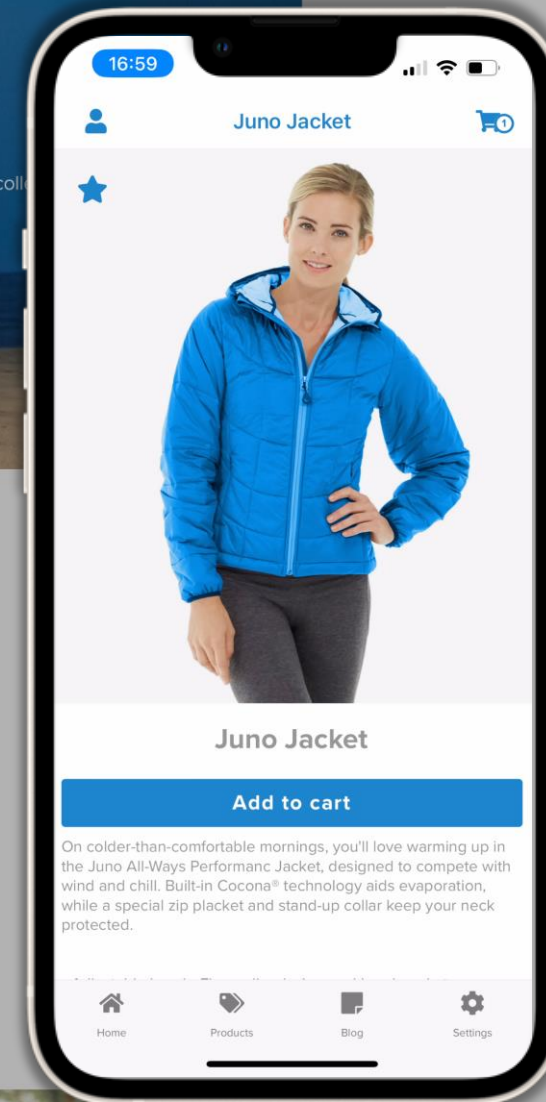


DAPHNE FULL-ZIP HOODIE



DESIREE FITNESS TEE

FEATURED CATEGORIES



Real-time Customer Profile

Customer Inputs

From web form

Other Data

From CRM source

Customer AI

From AI & machine learning

Behaviors


Time series digital and physical

Adobe Experience Platform

Profiles > ProfileID: 0215289187

Details Events Attributes Segment Membership

Customer profile


Sarah
Rose

ProfileID:0215289187 [View all attributes](#)

Basic attributes

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Bronze Member

EMAIL
sarahrose@outlook.com

GENDER
Female

BIRTH DATE
Jul 17, 1976

MOBILE
(612) 832-2000

Linked attributes

EMAIL
sarahrose@outlook.com

CRM ID
ashia7ekflashJGiaR4903qJhsia875

PHONE
(612) 832-2000







ECID
60695311919701195204168649390834227837

LOYALTY ID
0523804993

Channels

Consent management





Channel preference

	Direct mail	✓
	Phone	—
	SMS	—
	Email	✓
	Facebook newsfeed	✓
	Twitter newsfeed	—



Segments

Filtered groups of customers



Customer AI scores

Purchase propensity for womens jackets	Propensity to add to cart	Propensity to return to site within next 14 days	Propensity to purchase equipment
76 	60 	84 	20 

Events

EVENT	VALUE	LAST MODIFIED ↓
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- Home
- Workflows
- Dashboards
- CONNECTIONS
- Sources
- Destinations
- CUSTOMER
- Profiles
- Segments
- Identities
- ACCOUNTS
- Profiles
- PRIVACY
- Policies
- Requests
- Audits
- DATA SCIENCE
- Notebooks
- Models
- Services
- DATA MANAGEMENT
- Schemas
- Datasets
- Queries
- Monitoring

Segments

Add all segments to schedule

Create segment

OverviewBrowseFeeds

NAME	BREAKDOWN	CHURN	PROFILE COUNT	EVALUATION METHOD	CREATED	LAST MODIFIED
Luma - Interest in Proteus (sevcik)		0%	41	Streaming	05/10/2022, 4:41 PM	05/10/2022, 4:41 PM
Luma - Interested in Shopping		0%	0	Streaming	04/27/2022, 11:07 AM	04/27/2022, 11:28 AM
Luma - Interested in Men's Category		0%	0	Streaming	04/25/2022, 12:21 PM	04/27/2022, 9:06 AM
Luma - Interested in Women's Category		0%	2	Streaming	04/25/2022, 12:23 PM	04/25/2022, 12:23 PM
Luma - Not Luma+ Members		0.03%	40216	Streaming	02/16/2022, 1:41 PM	04/22/2022, 2:10 PM
Luma - Women's Category Interest		0%	2	Streaming	01/03/2022, 10:07 PM	04/14/2022, 1:46 PM
Luma - Dissatisfied Customers		0%	2	Streaming	03/09/2022, 1:35 PM	03/09/2022, 1:35 PM
Luma - Dissatisfied Customer		0%	0	Streaming	03/04/2022, 8:19 PM	03/04/2022, 8:20 PM
Luma - Satisfied Customers		0%	0	Streaming	03/04/2022, 8:15 PM	03/04/2022, 8:15 PM
Luma - Recently Saved For Later		0%	0	Streaming	02/16/2022, 1:41 PM	02/16/2022, 1:41 PM
Luma - Recent Purchase		0%	2	Streaming	02/16/2022, 1:41 PM	02/16/2022, 1:41 PM
Luma - Recent Purchase over \$100		0%	0	Streaming	02/16/2022, 1:41 PM	02/16/2022, 1:41 PM
Luma - Platinum Luma+ Members		0%	12	Streaming	02/16/2022, 1:40 PM	02/16/2022, 1:40 PM
Luma - Gold Luma+ Members		0%	8	Streaming	02/16/2022, 1:40 PM	02/16/2022, 1:40 PM
Luma - Silver Luma+ Members		0%	10	Streaming	02/16/2022, 1:40 PM	02/16/2022, 1:40 PM
Luma - Blue Luma+ Members		0%	118	Streaming	02/16/2022, 1:40 PM	02/16/2022, 1:40 PM

Segments

26

Segments

Last evaluated: 06/20/2022, 11:00 AM GMT+2
Next evaluation: 06/21/2022, 11:00 AM GMT+2

Segments by evaluation method

422

Segments

Batch

Edge

Streaming

Not defin...

Fields

Attributes

Events

Audiences

Search

BROWSE ATTRIBUTES

XDM Individual Profile

Start building segments

Add an attribute, event, or audience to build your segment.

Segment properties

0

400K

QUALIFIED PROFILES

TOTAL PROFILES

0%

OF TOTAL

Refresh estimate

View profiles

Code view

Apply access labels

Name *

Unnamed segment

Description

Enter a description for this segment

Evaluation method

Batch

Fields ⓘ

Attributes Events Audiences

Search

BROWSE ATTRIBUTES

XDM Individual Profile

Attributes

Include all of:

level ⓘ equals gold Case sensitive

And

lastOrderDate ⓘ In last 7 Day(s)

And

Exclude all of:

Luma - Dissatisfied Customers ⓘ includes the audience

And

Luma - Dissatisfied Customers (chatbot) ⓘ includes the audience

Add attribute or audience

Add attribute or audience

Events - (No events)

Segment properties ⓘ

0 / 400K
QUALIFIED PROFILES / TOTAL PROFILES

0%
OF TOTAL

Refresh estimate ⓘ

View profiles

Code view

Apply access labels

Name *

Unnamed segment

Description

Enter a description for this segment

Evaluation method ⓘ

Batch

Attributes

include level equals gold AND lastOrderDate occurs in last 7 day(s) AND (Exclude Luma -

Fields

AttributesEventsAudiences

Search

BROWSE ATTRIBUTES

XDM Individual Profile

Attributes

Includeall of:

level

equals

+

gold

Case sensitive

And

lastOrderDate

In last

7

Day(s)

And

Excludeall of:

Luma - Dissatisfied Customers

includes the audience

And

Luma - Dissatisfied Customers (chatbot)

includes the audience

Add attribute or audience

Add attribute or audience

Events - (No events)

Segment properties

~310K

ESTIMATED QUALIFIED PROFILES

400K

TOTAL PROFILES

77.5%

OF TOTAL

Refresh estimate

Last updated: Apr 5, 2023 2:21 PM

View profiles

Code view

Apply access labels

Name *

Unnamed segment

Description

Enter a description for this segment

Evaluation method

Batch

Attributes

include level equals gold AND lastOrderDate occurs in last 7 day(s) AND (Exclude Luma -

Fields ⓘ

⚙️


Attributes

Events





Audiences

🔍 Search

BROWSE CLASSES

 XDM ExperienceEvent >

EVENT TYPES

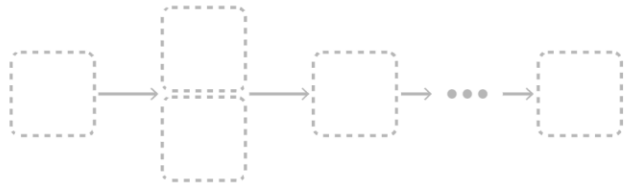
-  Ad Break Complete ⓘ
Media adBreakComplete
-  Ad Break Start ⓘ
Media adBreakStart
-  Ad Close ⓘ
Media reporting adClose
-  Ad Complete ⓘ
Media adComplete

Attributes - Include level equals gold and lastOrderDate occurs in last 7 day(s) and (Exclude Luma - Dissatisfied Customers includes the audience and Luma - Dissatisfied Customers (chatbot) includes the audience) >

Events

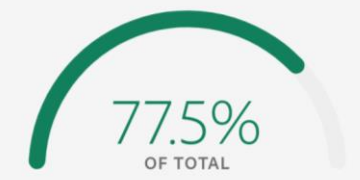
▼





🕒 Any time ▼



Add events to build a timeline

Segment properties ⓘ



-  Refresh estimate ⓘ
Last updated: Apr 5, 2023 2:21 PM
-  View profiles
-  Code view
-  Apply access labels


Name *

Unnamed segment

Description

Enter a description for this segment

Evaluation method ⓘ

Batch ▼ 

Attributes

> include level equals gold AND lastOrderDate occurs in last 7 day(s) AND (Exclude Luma -

Fields

Attributes

Events

Audiences

Search

BROWSE CLASSES

XDM ExperienceEvent

EVENT TYPES

- Ad Break Complete

Media adBreakComplete
- Ad Break Start

Media adBreakStart
- Ad Close

Media reporting adClose
- Ad Complete

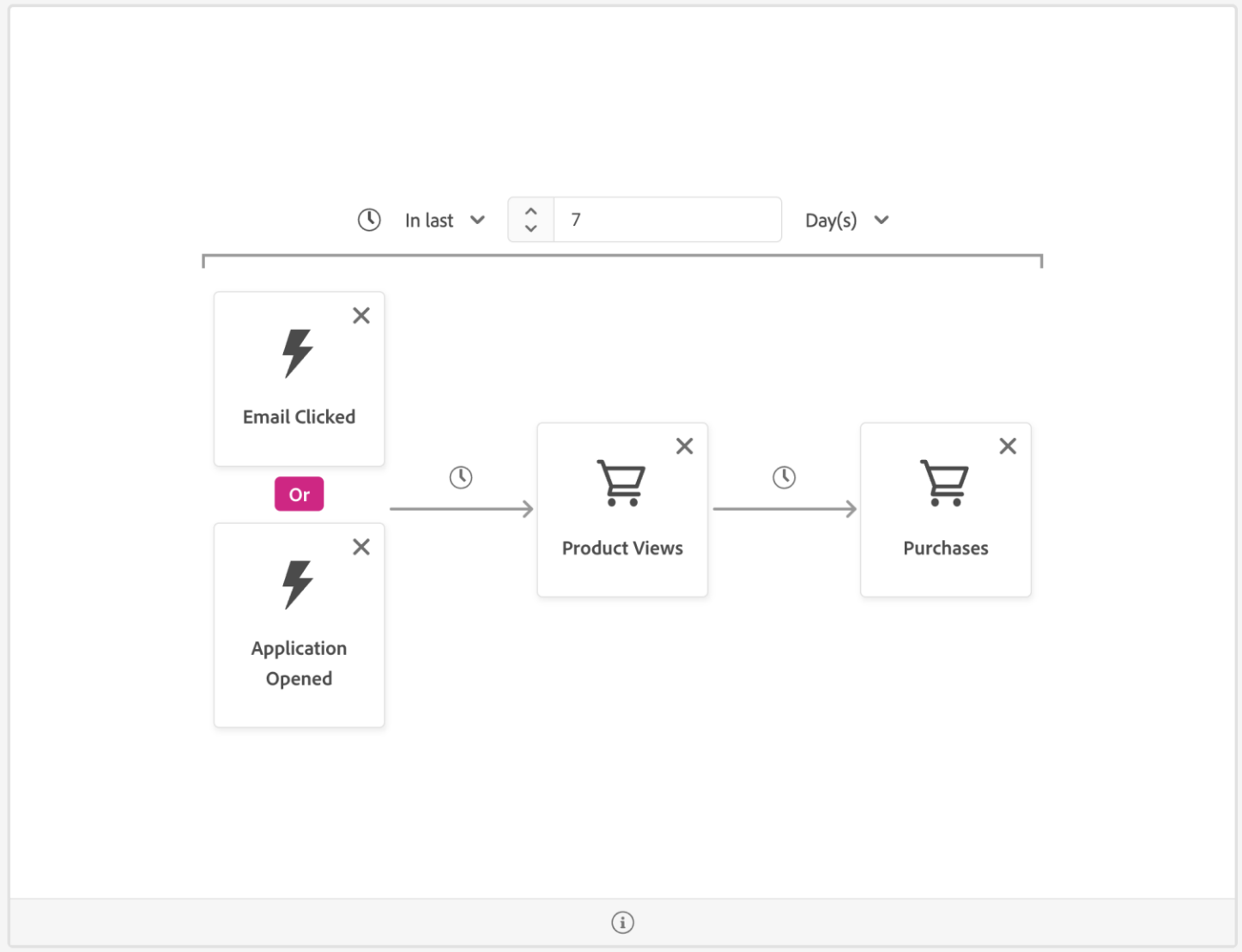
Media adComplete

BROWSE VARIABLES

- Application Opened
- Email Clicked
- Product Views
- Purchases

Attributes - Include level equals gold and lastOrderDate occurs in last 7 day(s) and (Exclude Luma - Dissatisfied Customers includes the audience and Luma - Dissatisfied Customers (chatbot) includes the audience)

Events



Segment properties

~310K

ESTIMATED QUALIFIED PROFILES

400K

TOTAL PROFILES



- Refresh estimate
- Last updated: Apr 5, 2023 2:21 PM
- View profiles
- Code view
- Apply access labels

Name *

Unnamed segment

Description

Enter a description for this segment

Evaluation method

Batch

Attributes

include level equals gold AND lastOrderDate occurs in last 7 day(s) AND (Exclude Luma -

Detail

Segment summary

ID# 0d31aee0-d760-4d5b-9cd0-920dfe5a0bde

My audience

Description

Attributes

Include **level** equals gold **AND** **lastOrderDate** occurs in last 30 day(s) **AND** (Exclude **Luma - Dissatisfied Customers** includes the audience **AND** **Luma - Dissatisfied Customer** includes the audience)

Events

(Include audience who have at least 1 **Page Views** event where (**Name** equals Page A or Page B)**OR** have at least 1 **Application Opened** event**OR** have at least 1 **Email Clicked** event **THEN** have at least 1 **Product Views** event **THEN** have at least 1 **Product List Adds** event where the sum of **Price Total** for **XDM ExperienceEvent** is greater than or equal to 100 **THEN** have at least 1 **Purchases** event**OR** have at least 1 **Any** event) and occurs in last 7 day(s)

Edit segment

Total audience in segment

70

Qualified audience size

Activated destinations

You don't have any destinations yet.

Connect to a destination to target your audiences to all your marketing channels.

Activate to destination

Sample profiles



PROFILE ID	FIRST NAME	LAST NAME	PERSONAL EMAIL
A2_WlmvfTwO5Zcc_x5vSWu09	Fabien	Ch3	
A2_9lobdXQwWNRm01G952twz	V	Nielsen	
BUF11LHIZ3m23v1dtvoGnaG3rXrLf3KJg	Sanderson	Turfes	
GkA3mUFmxU1SRGCxzQ	Ruy	Colyer	
BUF11LHIZ3m23v1duvoGnaG3rXrLf3KJg	Craggy	Iorizzi	

Detail

Segment summary

ID# 0d31aee0-d760-4d5b-9cd0-920dfe5a0bde

My audience

Description

Attributes

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(Include audience who have at least 1 **Page Views** event where (**Name** equals Page A or Page B)**OR** have at least 1 **Application Opened** event**OR** have at least 1 **Email Clicked** event **THEN** have at least 1 **Product Views** event **THEN** have at least 1 **Product List Adds** event where the sum of **Price Total** for XDM ExperienceEvent is greater than or equal to 100 **THEN** have at least 1 **Purchases** event**OR** have at least 1 **Any** event) and occurs in last 7 day(s)

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Total audience in segment

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Qualified audience size

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Activate to destination

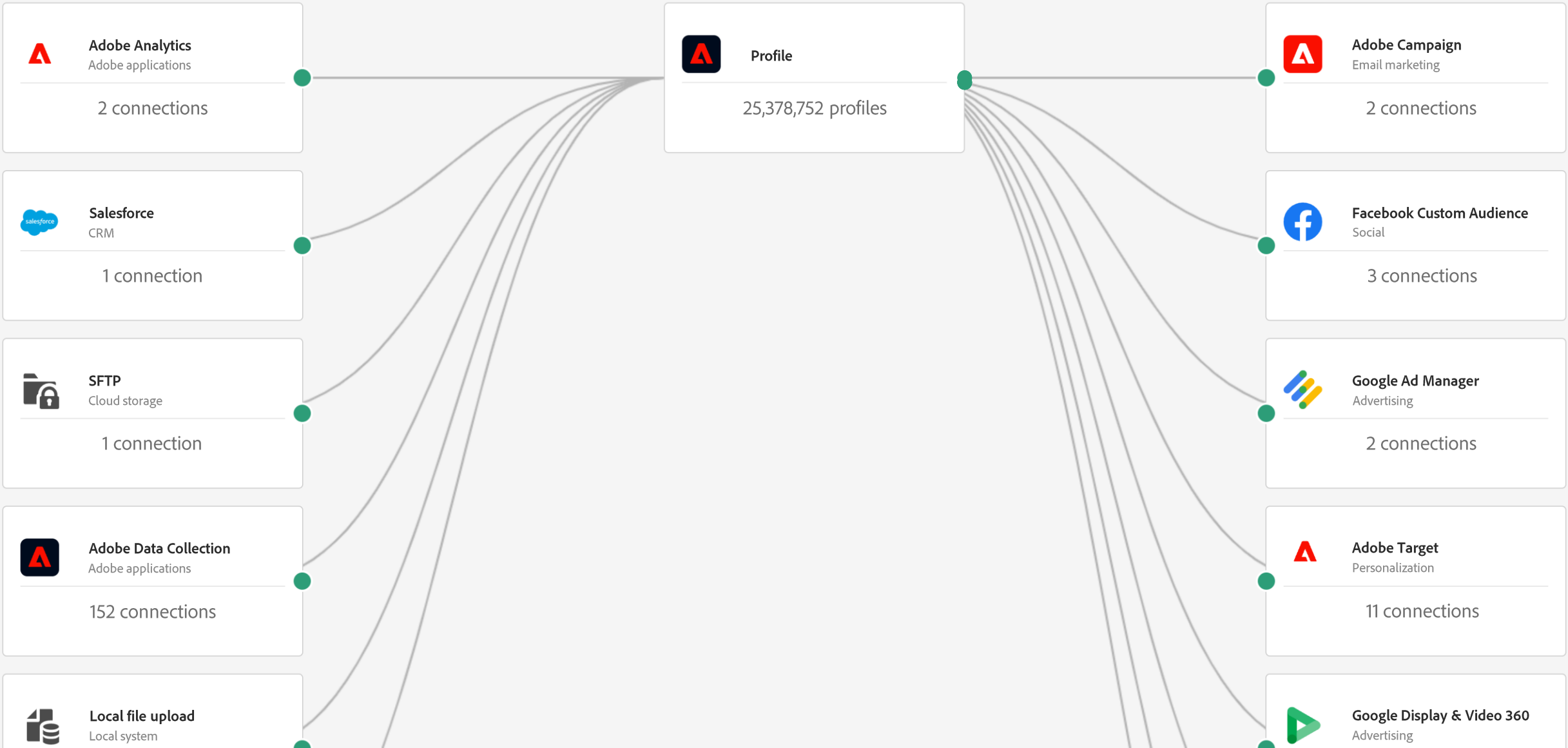
Sample profiles

PROFILE ID	FIRST NAME	LAST NAME	PERSONAL EMAIL
A2_WlmvfTwO5ZcC_x5vSWu09	Fabien	Ch3	
A2_9lobdXQwWNRm01G952twz	V	Nielsen	
BUF11LHIZ3m23v1dtvoGnaG3rXrLf3KJg	Sanderson	Turfes	
GkA3mUFmxU1SRGCxzQ	Ruy	Colyer	
BUF11LHIZ3m23v1duvoGnaG3rXrLf3KJg	Craggy	Iorizzi	

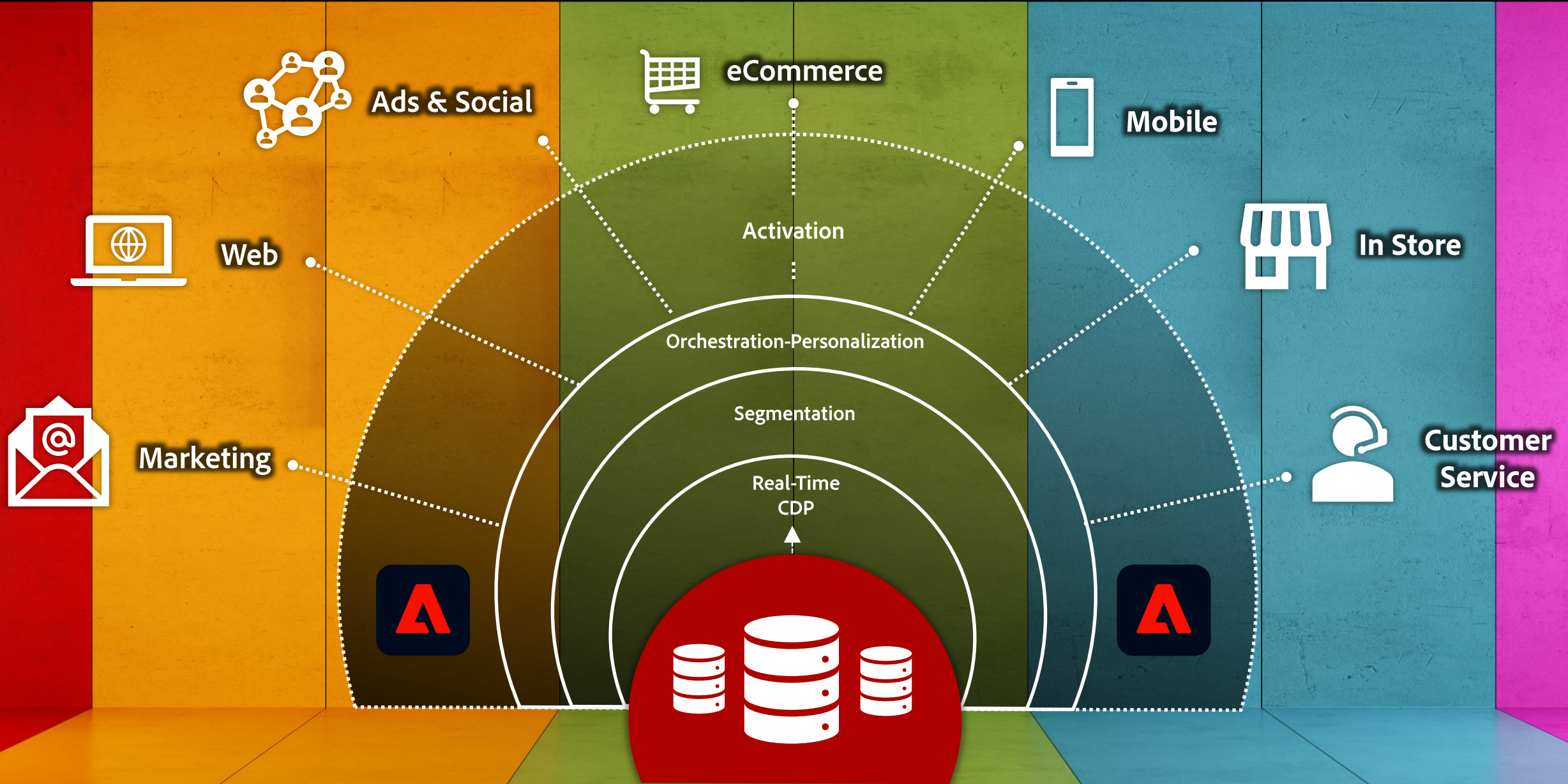


Sources

Catalog Dataflows Accounts System View



----- High-Level Vision -----



- 🔍
- ▼ EVENTS (10 OF 20)
- ⌵

⚡ Reactions
- ⌵

⚡ Segment Qualification
- ⌵

🌐 Expedition
- ⌵

🌐 Incident_Retard
- ⌵

🌐 Incident_Stock
- ⌵

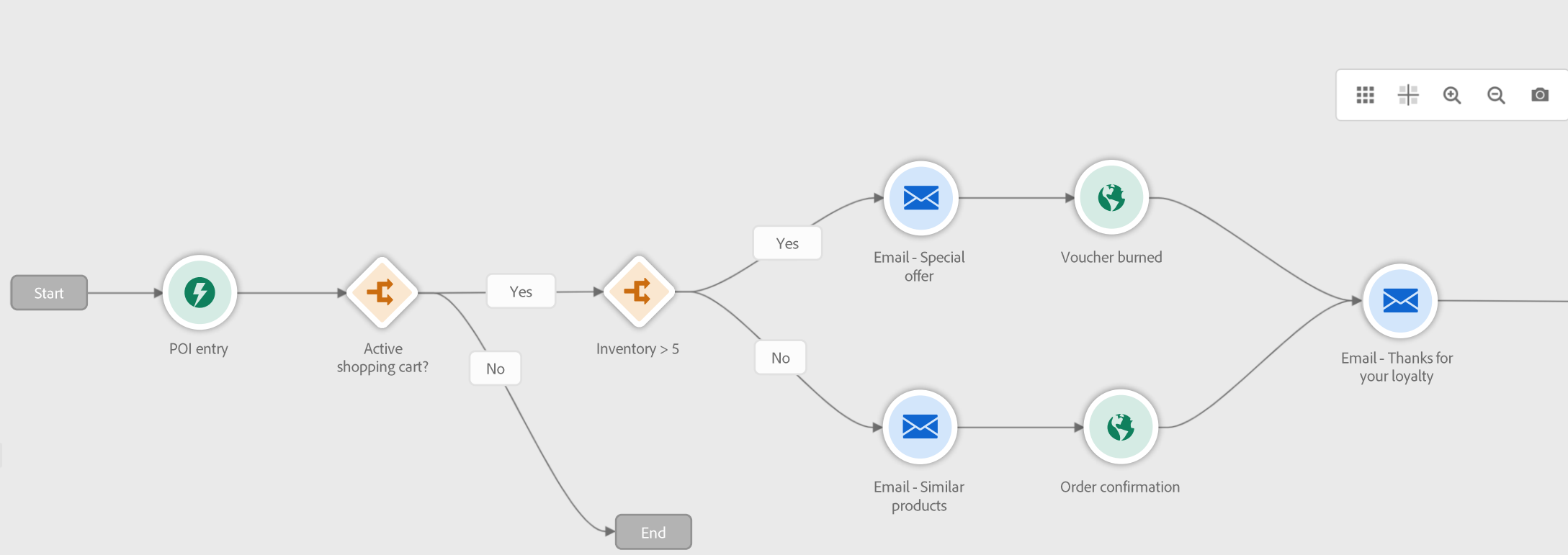
🌐 Livraison_Confirmation
- ⌵

🌐 Livraison_Rdv
- ⌵

🌐 LumaReplaceRequest
- ⌵

🌐 Mobile_OrderConfirm...
- ⌵

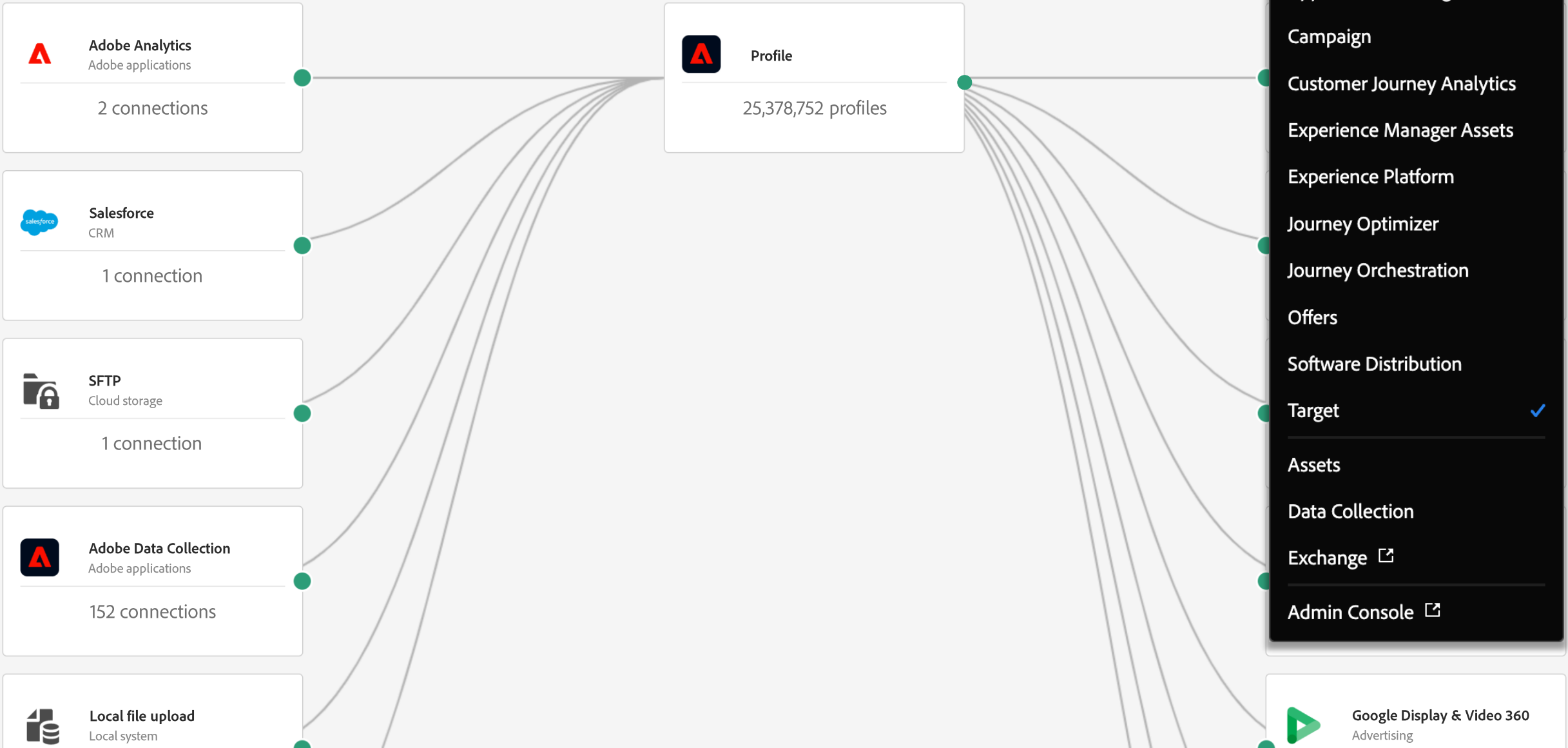
🌐 WebOrMobile_Order...
- > ORCHESTRATION (3)
- > ACTIONS (8 OF 9)





Sources

Catalog Dataflows Accounts System View



Search Activity Name



+ Create Activity



Type

Status (5)

On-Device Decisioning Eligible

Property

Reporting Source

Experience Composer

Metrics Type

Activity Source

More than 100 Activities found

Type	Name	Status	On-Device Decisioning Eligible	Source	Property	Est. Lift in Revenue	Last updated
XT	Luma - Homepage (website EN) https://www.luma.com	Live	Yes	Adobe Target	---	---	Mar 31 2023 09:58 AM by Vincent Prost
XT	Luma - Homepage (mobile app EN) Luma mobile application	Live	Yes	Adobe Target	---	---	Mar 31 2023 09:58 AM by Vincent Prost
AP	Luma - Product page (website FR) https://www.luma.fr/product/description	Inactive	No	Adobe Target	---	---	Mar 31 2023 09:58 AM by Vincent Prost
REC	Luma - Products recommendations (web) https://www.luma.com	Live	No	Adobe Target	---	---	Mar 31 2023 09:54 AM by Vincent Prost
REC	Luma - Products recommendations (app) Luma mobile application	Inactive	No	Adobe Target	---	---	Mar 31 2023 09:53 AM by Vincent Prost
REC	Luma - Loyalty program (EN) https://www.luma.com	Live	No	Adobe Target	---	---	Mar 31 2023 09:53 AM by Vincent Prost
XT	Luma - Geofencing (app) https://www.luma.com	Inactive	No	Adobe Target	---	---	Mar 29 2023 07:17 AM by Vincent Prost
AP	Luma - Welcome (website) https://www.luma.com	Inactive	No	Adobe Target	---	---	Mar 19 2023 02:58 PM by Vincent Prost
REC	Luma - Welcome (app) https://www.luma.com	Inactive	No	Adobe Target	---	---	Mar 19 2023 02:47 PM by Vincent Prost

- A/B Test
- Automated Personalization
- Experience Targeting
- Multivariate Test
- Recommendations

▼ Search Activity Name

Type

▼

Status (5)

▼

On-Device Decisioning Eligible

▼

Property

▼

Reporting Source

▼

Experience Composer

▼

Metrics Type

▼

Activity Source

▼

More than 100 Activities found

Type	Name	Status	On-Device Decisioning Eligible	Source	Property	Est. Lift in Revenue	Last updated
XT	Luma - Homepage (website EN) https://www.luma.com	● Live	Yes	Adobe Target	---	---	Mar 31 2023 09:58 AM by Vincent Prost
XT	Luma - Homepage (mobile app EN) Luma mobile application	● Live	Yes	Adobe Target	---	---	Mar 31 2023 09:58 AM by Vincent Prost
AP	Luma - Product page (website FR) https://www.luma.fr/product/description	● Inactive	No	Adobe Target	---	---	Mar 31 2023 09:58 AM by Vincent Prost
REC	Luma - Products recommendations (web) https://www.luma.com	● Live	No	Adobe Target	---	---	Mar 31 2023 09:54 AM by Vincent Prost
REC	Luma - Products recommendations (app) Luma mobile application	● Inactive	No	Adobe Target	---	---	Mar 31 2023 09:53 AM by Vincent Prost
REC	Luma - Loyalty program (EN) https://www.luma.com	● Live	No	Adobe Target	---	---	Mar 31 2023 09:53 AM by Vincent Prost
XT	Luma - Geofencing (app) https://www.luma.com	● Inactive	No	Adobe Target	---	---	Mar 29 2023 07:17 AM by Vincent Prost
AP	Luma - Welcome (website) https://www.luma.com	● Inactive	No	Adobe Target	---	---	Mar 19 2023 02:58 PM by Vincent Prost
REC	Luma - Welcome (app) https://www.luma.com	● Inactive	No	Adobe Target	---	---	Mar 19 2023 02:47 PM by Vincent Prost

+ Create Activity

A/B Test

Automated Personalization

Experience Targeting

Multivariate Test

Recommendations

Audiences

All Visitors

Experience A

+ Add Experience Targeting

<<

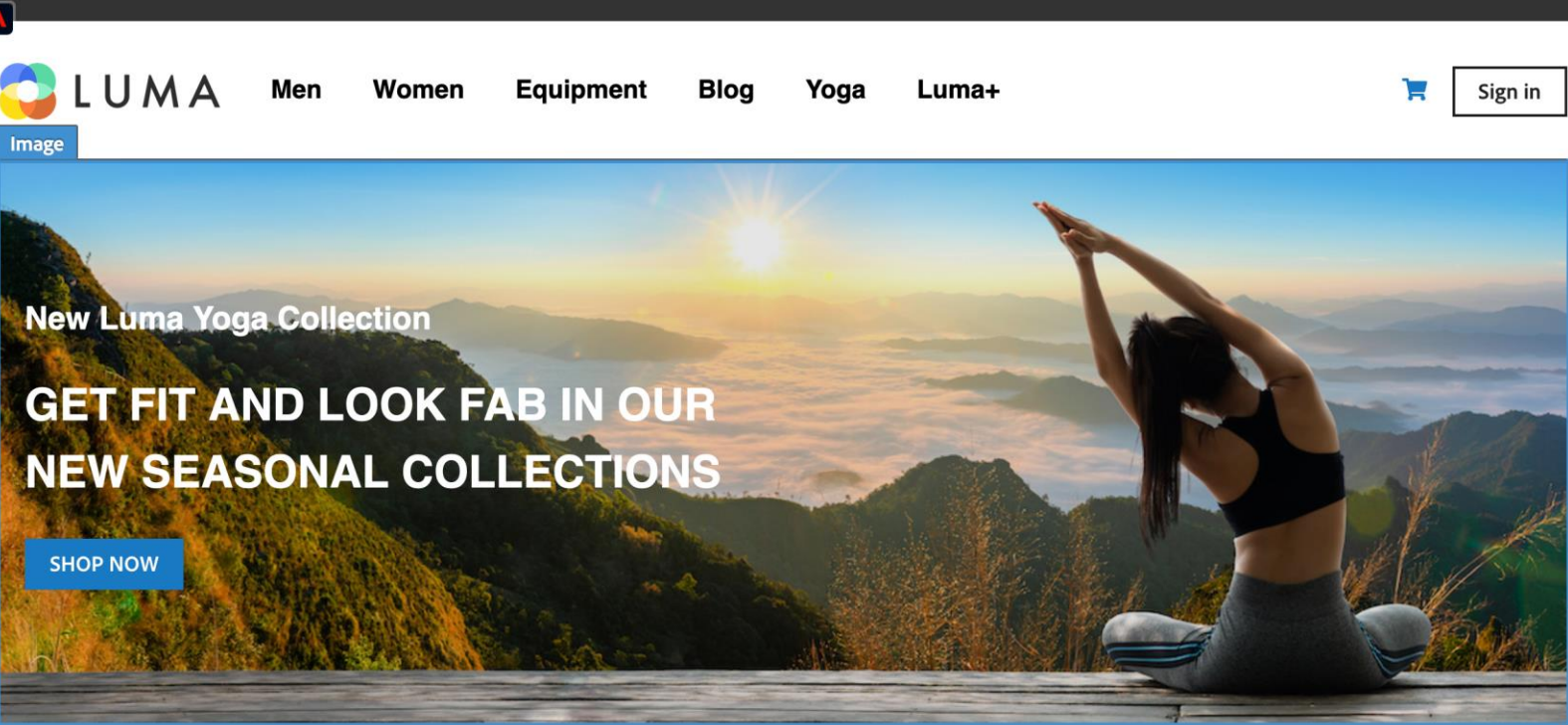
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DISCOVER THE FINEST IN YOGA FASHION FROM LUMA



body >

Modifications ?

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CURRENT VIEW: HOME



Select an image or text to start making modifications.

OR

Click below to add code.

Add Modification

Add audiences

None selected

Cancel

Assign Audience

Audience Library

31 of 925

Combine audiences

Create audience

Filters

Search audiences

<input type="checkbox"/>	NAME	SOURCE	WORKSPACE	LAST MODIFIED	
<input type="checkbox"/>	Website Visitors	Adobe Target	Default workspace APPROVER	March 07, 2023 at 06:44 PM by Vincent Prost	
<input type="checkbox"/>	iOS Visitors	Adobe Target	Default workspace APPROVER	March 07, 2023 at 09:06 AM by Vincent Prost	
<input type="checkbox"/>	Paris Visitors	Adobe Target	Default workspace APPROVER	March 07, 2023 at 07:14 AM by Vincent Prost	
<input type="checkbox"/>	Luma - Interested in Yoga	Adobe Experience Platform	Default workspace APPROVER	February 21, 2023 at 12:33 PM by Vincent Prost	
<input type="checkbox"/>	Luma - Recent Buyers	Adobe Experience Platform	Default workspace APPROVER	February 15, 2023 at 06:53 AM by Vincent Prost	
<input type="checkbox"/>	Luma - Active cart over \$100	Adobe Experience Platform	Default workspace APPROVER	February 09, 2023 at 11:07 PM by Vincent Prost	
<input type="checkbox"/>	Luma - Mobile app users	Adobe Experience Platform	Default workspace APPROVER	February 08, 2023 at 06:58 PM by Vincent Prost	
<input type="checkbox"/>	Luma - Inactive buyers	Adobe Experience Platform	Default workspace APPROVER	February 08, 2023 at 02:28 PM by Vincent Prost	



Add audiences

None selected

Cancel

Assign Audience

Audience Library

31 of 925

Combine audiences

Create audience

Filters

Search audiences

<input type="checkbox"/>	NAME	SOURCE	WORKSPACE	LAST MODIFIED	↑
<input type="checkbox"/>	Website Visitors	Adobe Target	Default workspace APPROVER	March 07, 2023 at 06:44 PM by Vincent Prost	
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<input checked="" type="checkbox"/>	Luma - Active cart over \$100	Adobe Experience Platform	Default workspace APPROVER	February 09, 2023 at 11:07 PM by Vincent Prost	
<input type="checkbox"/>	Luma - Mobile app users	Adobe Experience Platform	Default workspace APPROVER	February 08, 2023 at 06:58 PM by Vincent Prost	
<input checked="" type="checkbox"/>	Luma - Inactive buyers	Adobe Experience Platform	Default workspace APPROVER	February 08, 2023 at 02:28 PM by Vincent Prost	



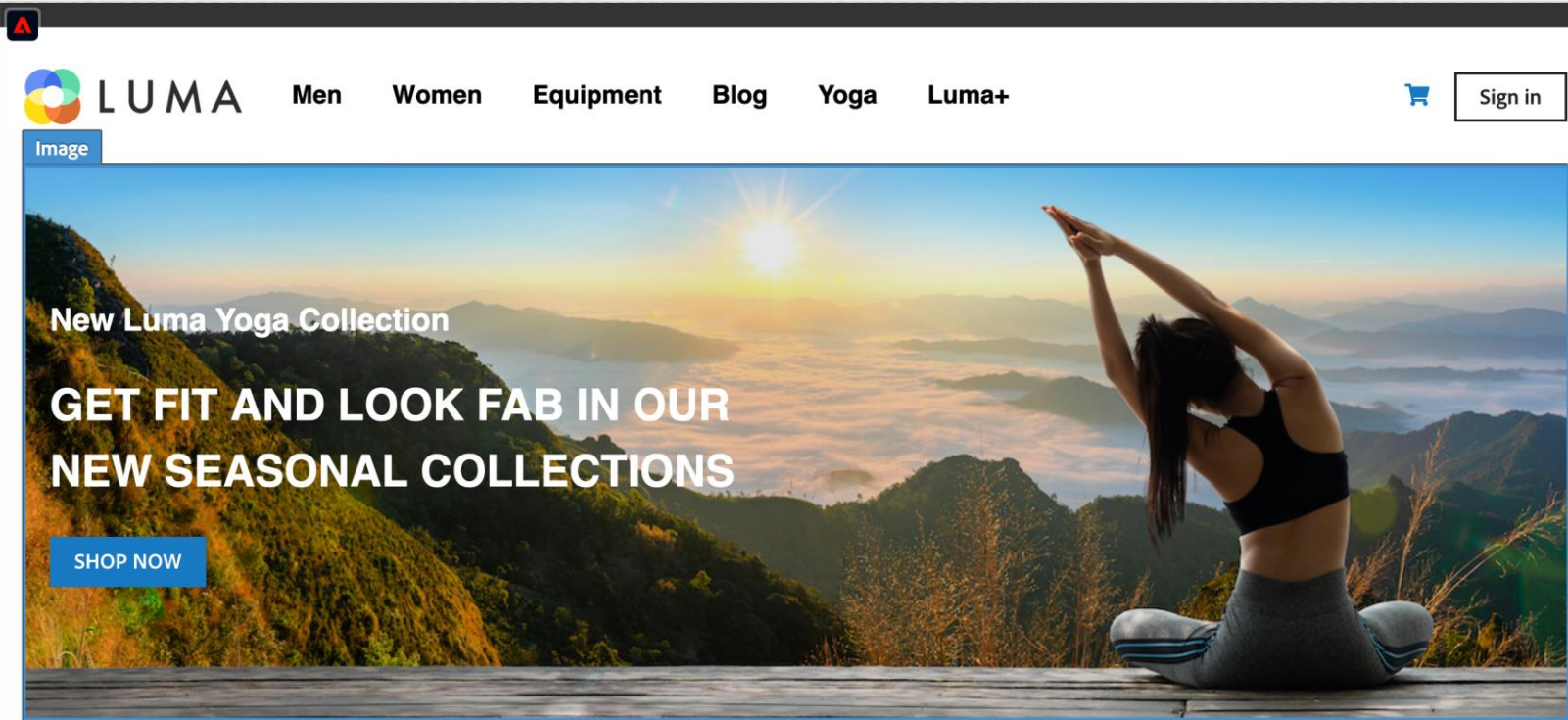
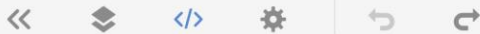
Audiences

All Visitors
Experience A

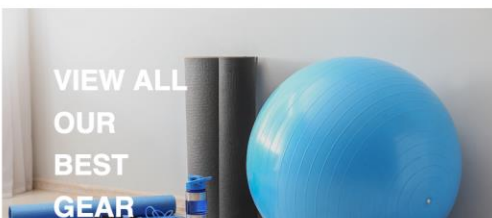
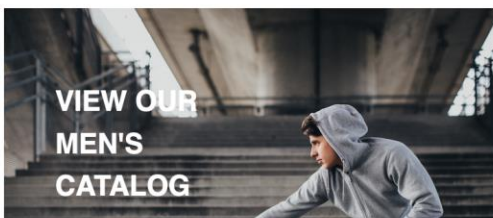
Luma - Inactive buyers
Experience B

Luma - Active cart over \$100
Experience C

+ Add Experience Targeting



DISCOVER THE FINEST IN YOGA FASHION FROM LUMA



body >

Compose Browse

Modifications ?

CURRENT VIEW: HOME



Select an image or text to start making modifications.

OR
Click below to add code.

Add Modification

- + Add Experience Targeting

DISCOVER THE FINEST IN YOGA FASHION FROM LUMA

**VIEW ALL
OUR
BEST
GEAR**

body >

OR
Click below to add code.

Add Modification

Audiences

All Visitors

Experience A

Luma - Inactive buyers

Experience B

Luma - Active cart over \$100

Experience C

+ Add Experience Targeting

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LUMA

Men

Women

Equipment

Blog

Yoga

Luma+

Sign in

Image

Container

New Luma Yoga Collection

GET FIT AND LOOK FAB IN OUR
NEW SEASONAL COLLECTIONS

SHOP NOW

DISCOVER THE FINEST IN YOGA FASHION FROM LUMA

VIEW OUR
WOMEN'S
CATALOG

VIEW OUR
MEN'S
CATALOG

VIEW ALL
OUR
BEST
GEAR

body > div > div > div > div > div > div > main > div > div > img

Compose

Browse

Modifications ?

CURRENT VIEW: HOME

Edit >

Insert Before >

Insert After >

Replace Content >

Layout >

Expand Selection

Select an image or text to start making modifications.

OR

Click below to add code.

Add Modification

Select an image

Cancel

Save



Solution Finder Pick Up

IMAGE

YP_SolutionFinderPickUp.jpg

4 months ago



IMAGE

Emerald Lake Lodge is the only property o...

a year ago



IMAGE

luxair-destinations.png

8 months ago



IMAGE

luxair-discover-europe-with-price.png

8 months ago



IMAGE

luxair-winter-holidays.png

8 months ago



IMAGE

Sellers - valuation.png

4 months ago



IMAGE

jodonnell-luxury-expertreviews.jpg

4 months ago



IMAGE

jodonnell-luxurynews.jpg

4 months ago



IMAGE

jodonnell-Luxuryusefultips.jpg

4 months ago



IMAGE

jodonnell-LuxuryHUB.jpg

4 months ago



IMAGE

fiber_plus.png

2 years ago



IMAGE

Luma_Yoga.png

7 months ago



IMAGE

Luma_Womens.png

7 months ago



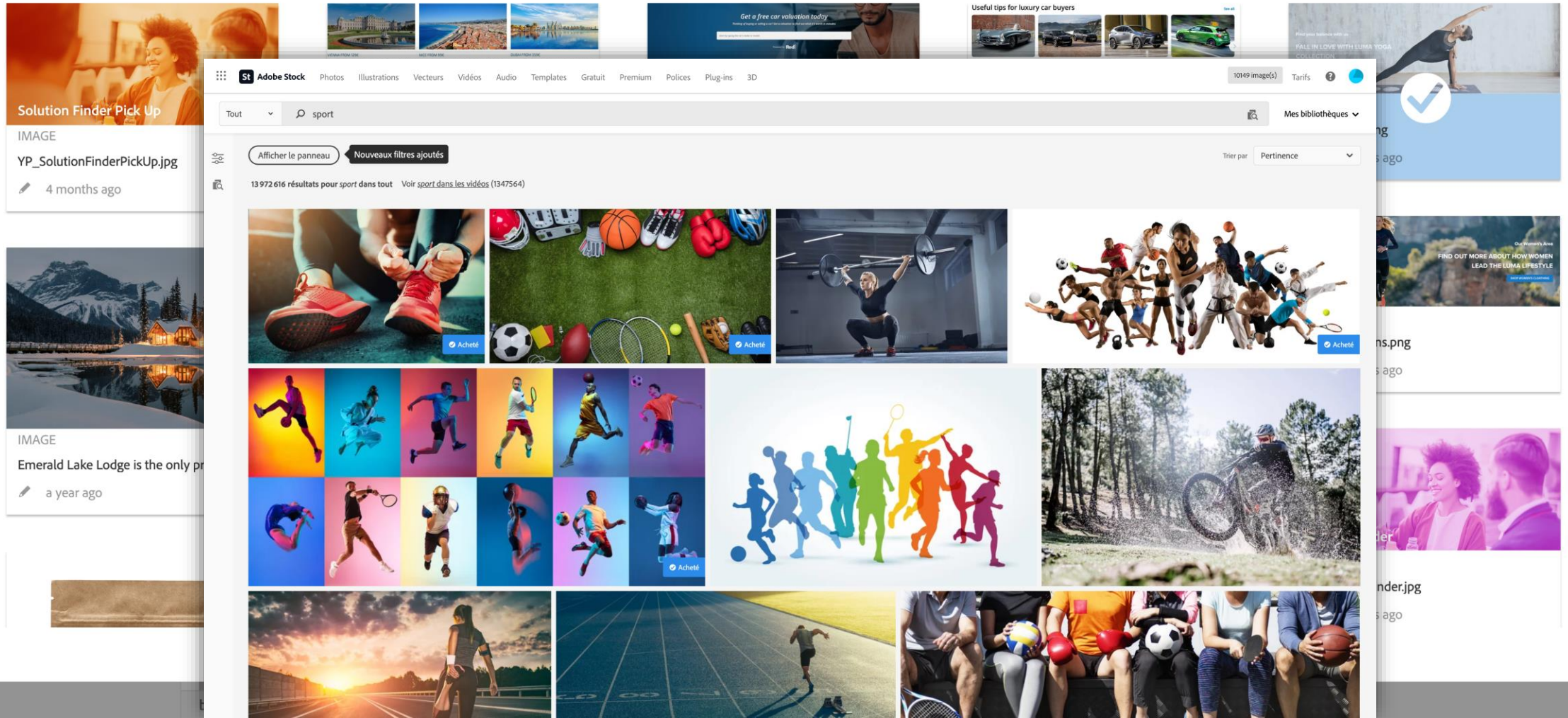
IMAGE

YP_SolutionFinder.jpg

7 months ago

Cancel Save

x 



Adobe Firefly



ALWAYS INNOVATING

A family of creative generative AI model for creative expression trained on a dataset of Adobe Stock, along with openly licensed work and public domain content where copyright has expired.



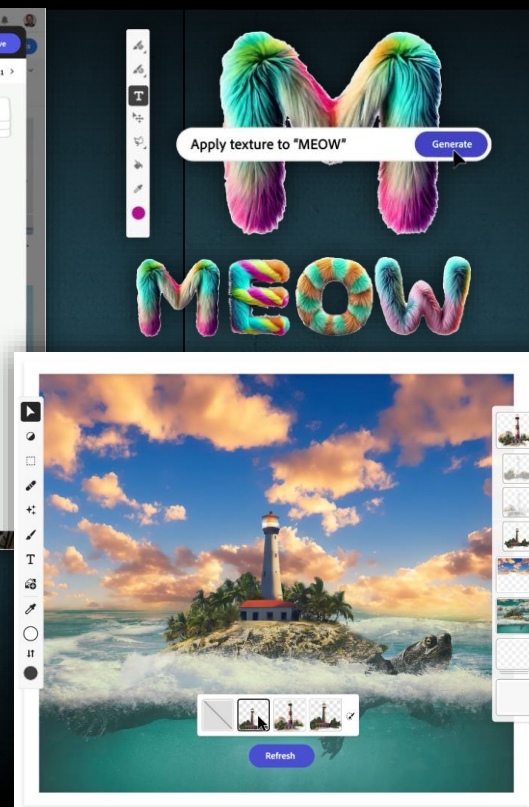
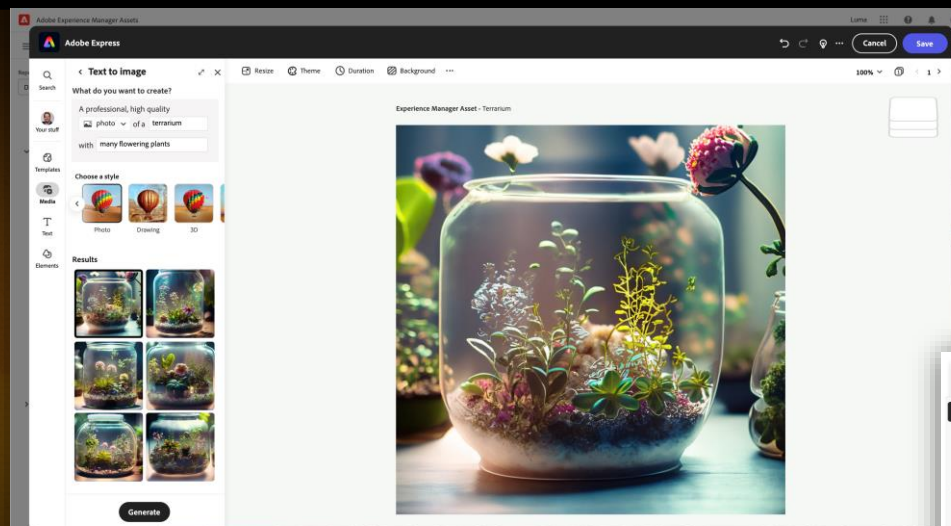
RESPONSIBLE AI

Set the standard for responsibility, by pushing for open industry standards through the Content Authenticity Initiative (CAI).



GENERATIVE AI

Bring your creative vision to life simply by describing what you want in your own words - Easily create image and text effect.



Empowers Creators

