# Adobe Target
## A/B testing

With Adobe Target, A/B test everywhere your customer connects with your brand; easily create your test variations, view results, gain insights, and push the winning experience live to maximize engagement, conversion, and return on investment

Adobe Target gives you the tools and capabilities you need to A/B test anywhere and everywhere and get results that impact your business bottom line. Get started quickly with easy implementations for web and mobile sites, mobile apps, and any other devices or screens that serve as your brand's digital touchpoints with its customers. The visual experience composer lets you create as many test variations as you'd like. Even create multi-page tests like funnel testing or optimizing localized versions of a page. The visual guided workflow that you use to create any A/B testing activity ensures your tests produce valid, valuable results. View those results in easy to read and filterable reports, even filtering your results with audiences and success metrics from Adobe Analytics. It's these capabilities, plus many others, that make Adobe Target the industry-leading A/B testing tool.

## Easily implement Adobe Target to start optimizing
No matter what digital touchpoint in the journey you're optimizing, you can quickly implement Adobe Target to start creating your optimization and personalization activities. For web and mobile sites, simply add a single line of code to any page to enable it for testing. Non-technical practitioners can set up these implementations for web and mobile sites even more easily using any tag management solution such as the Adobe Marketing Cloud core service, Activation, provided with Adobe Target. With any native mobile apps, install the Adobe Mobile services SDK to begin optimizing it with Adobe Target. For any digital touchpoint unaddressed by those two implementations, one of the Adobe Target's more than 40 APIs can enable Adobe Target to execute connected tests or targeting activities.

## Easily set up testing activities
Within the visual experience composer of Adobe Target, browse to, select, and edit any individual element on your web or mobile sites to include in your test—even elements that don't have their own URL, such as slideshow carousels or popup windows. Use the rich text editor to change the font style, color, and size; swap out background colors and images; and resize, rearrange, and move elements. Select content wherever it resides or upload it within Adobe Target or the digital asset manager of Adobe Marketing Cloud. Use layered content creation capabilities to insert content or create variations from scratch when you have solid design guidelines to follow.

More technical users can modify or add custom code in the code pane of a side-by-side code editor and visually see changes reflected above, in the visual experience composer pane.
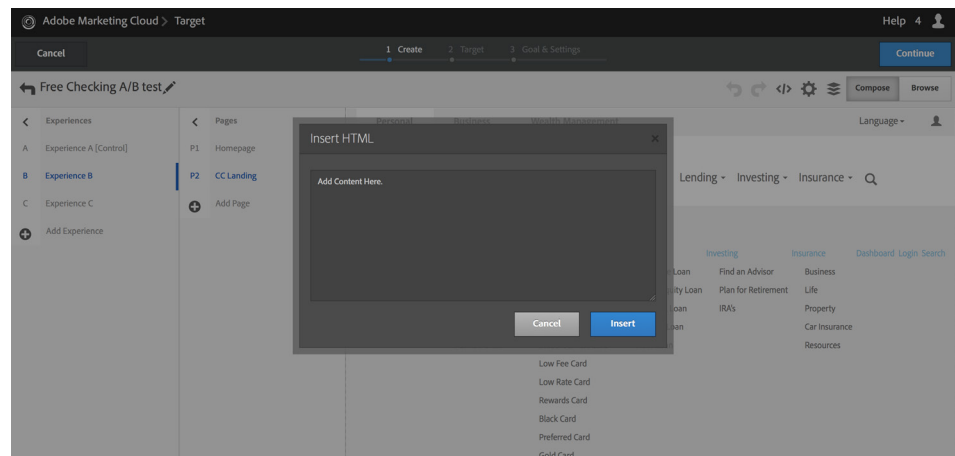
## Create activities with step-by-step guidance

The guided visual workflow of Adobe Target is built on industry best practices that ensure you consider important aspects of a test as you create a testing activity. In turn, that ensures your test delivers meaningful, accurate, and useful results. Select where to test and create your test experiences, define the audience to target with your test, and select the metrics that indicate success.
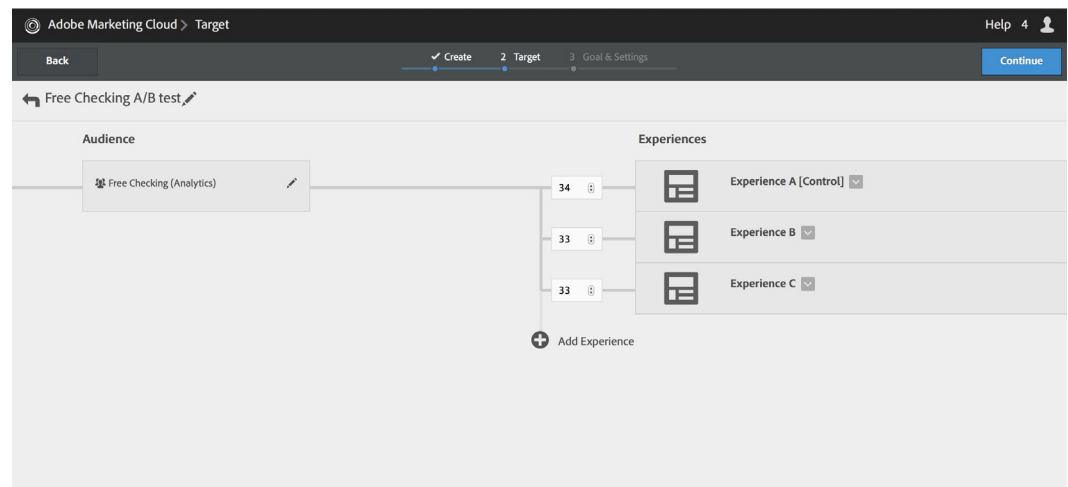


## Have confidence in mutual exclusivity of tests

Sometimes you may create tests that have overlapping effects because visitors in one test are also included in another test. To ensure that this situation does not lead to possible confusion when interpreting test results, Adobe Target prioritizes one test over another when a visitor falls into more than one test. It also provides visual alerts to potential activity collisions before you even launch a test and delays scheduling a test or pushing it live to prevent activity collisions.

## Automatically and dynamically reallocate traffic to clear winners

When you're confident that one test experience will dramatically outperform any others, allow Adobe Target to automatically and dynamically divert more traffic to the winning experience. This shortens the time you need to declare a definitive winner and begin targeting your visitors or audience with that winning experience.

## Evaluate the strength of your test hypothesis with machine learning analysis

In Adobe Target, you can run automated personalization algorithms beneath an A/B test to validate the assumptions you made when you developed the test. In some cases, automation can surface important audiences you may have overlooked and may be able to help you reach statistical significance faster than the A/B test.

## Use real-time reports for actionable insights

Review numerous out-of-the-box reports that clearly visualize performance of experience variations with highly granular audiences. Easily see and understand how test experience variations are performing with interactive graphical and tabular views. View results based on specific time ranges, experience variations or defaults, and audiences to analyze content performance from many angles. Explore results with nuanced details, like the influence of seasonal trends. Isolate experiences and audience segments for clearer analysis and easier sharing by filtering data using interactive graphs. Plus, as part of Adobe Marketing Cloud, quickly and easily share and collaborate on test results and insights with key stakeholders across departments and channels.
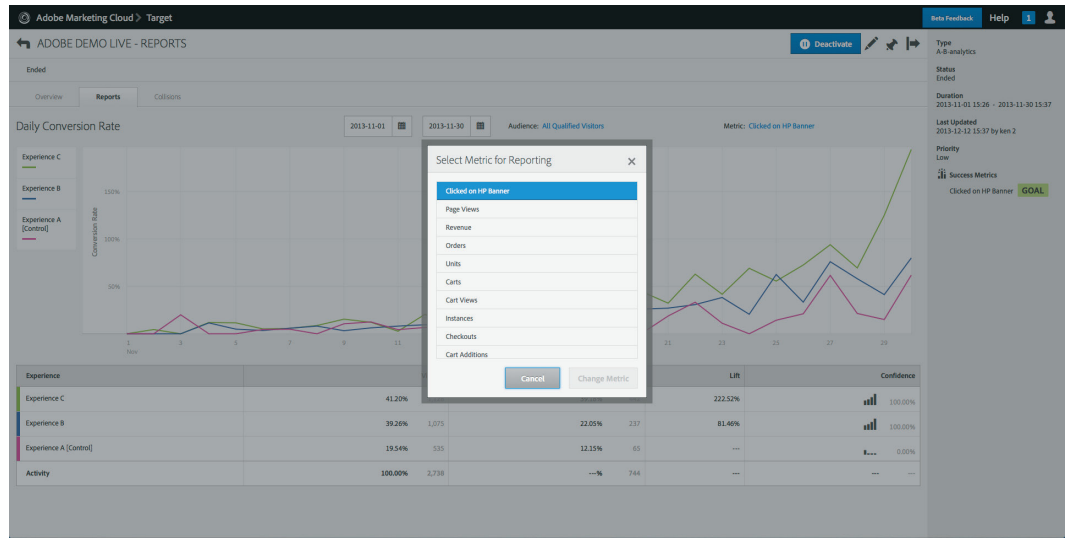
## Leverage the server-to-server integration with Adobe Analytics

Because of the tight server-to-server integration of Adobe Target and Adobe Analytics, when setting up a test, you can select audiences and success metrics from Adobe Analytics to use in that test. The integration also lets you filter your test results by Adobe Analytics audiences and success metrics for deeper analysis and greater insights, even retroactively applying audiences and success metrics defined in Adobe Analytics after the activity has run.

## Rules-based Targeting

Once your A/B test results identifies the winning experience for a specific audience, set up rules-based targeting to target the winning experience to that audience to maximize your return on investment.

## A/B test to optimize for mobile sites, responsive sites, and mobile apps

For mobile, or "m." sites, build experiences to test and target using the same visual experience composer you build experiences in for your web sites. For responsive design sites, use mobile viewports to view and adjust adaptations of your site for commonly used mobile devices like iPhone 6, Samsung Galaxy S6, Nexus 6, and even custom screen sizes that you specify. Then target those refined experiences to users of that device— all from within the same activity. Leverage the Adobe Mobile services software development kit (SDK) for Adobe Target to measure, optimize, and improve the performance of your mobile apps.
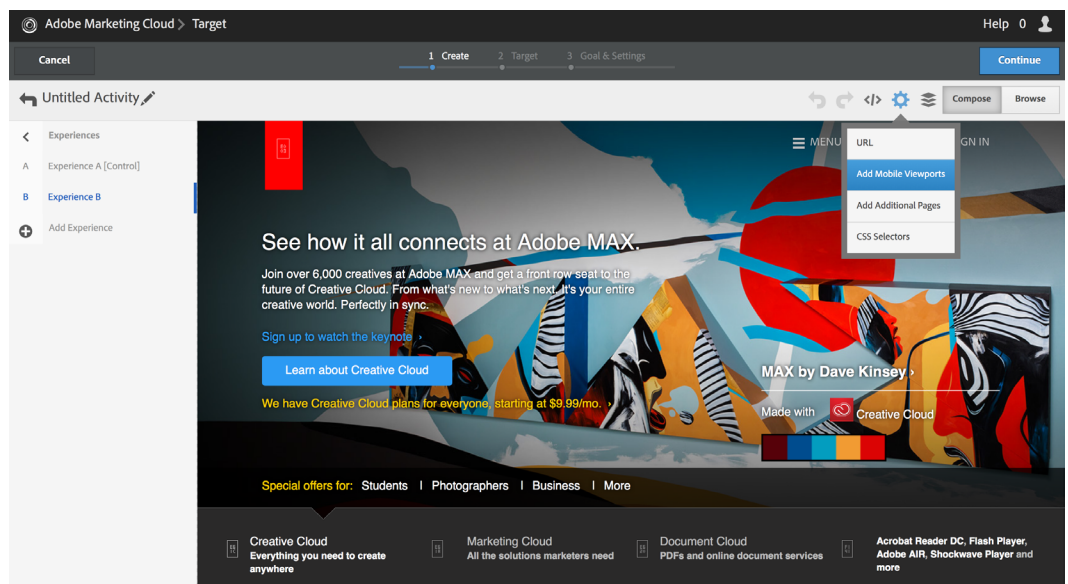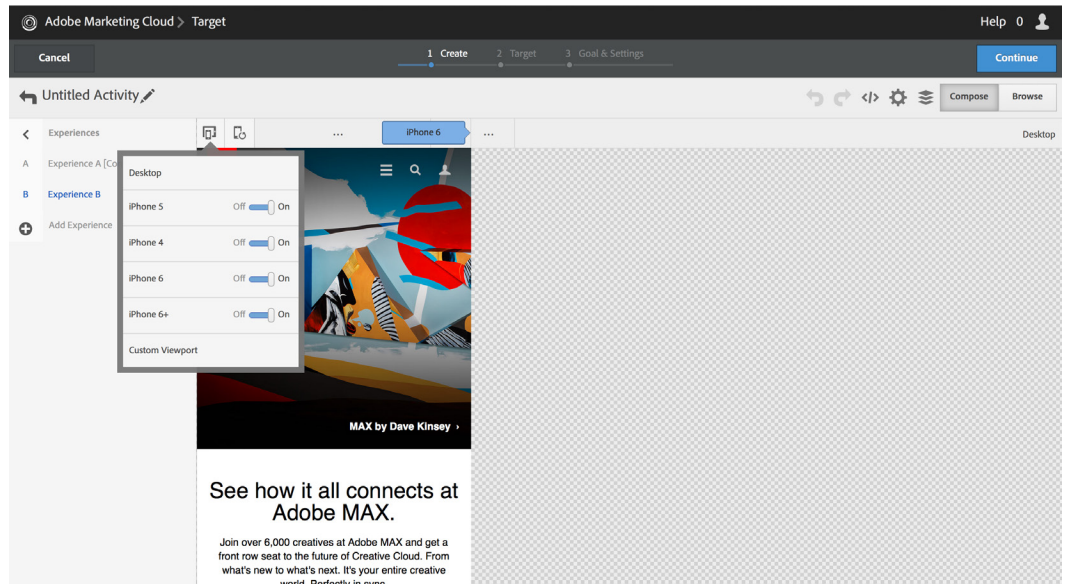
## Create experiences for multiple pages and multi-page sequences in a single activity

Create testing activities that include multiple pages or categories of pages. For example, create a template testing activity to test an element that will appear on multiple pages, such as an alternate navigation or a specific call to action button that all product pages will include. Test every page in a multi-page sequence such as a purchase funnel or customer journey that starts with an article page and ends with a registration form confirmation page, all within a single activity. Even test or target many variations of a single page in a single activity—a convenient way to ensure that you optimize localized versions of sites with appropriate images, language, currency, and more.
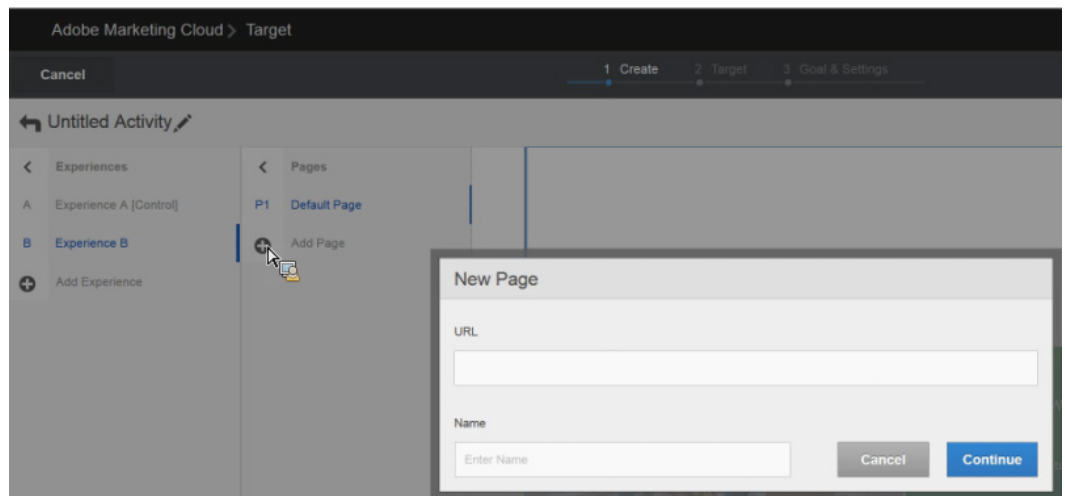


## Expand optimization beyond web and mobile to all your digital channels

Customer journeys include more digital touchpoints than simply web and mobile sites. From within Adobe Target, use a form-based workflow to select offsite locations to optimize such as emails, display ads, social apps, partner sites, or internet-enabled screens or devices. Visually see and review the content that you will be testing and targeting in these locations, and leverage the guided workflow for setting up the activity. With Adobe Target, you can optimize everywhere a customer might connect or interact with your brand.

## Get support for quick success with Adobe Target

The guided visual workflow of Adobe Target makes it easy for marketers with any level of optimization experience to set up and launch testing, targeting, and automated personalization activities that deliver data-driven insights and results. To gain those outcomes more quickly, explore a wide range of consulting engagements with Adobe optimization consultants who have many years of experience helping industry leaders build successful optimization programs.

## Learn more

To learn about additional digital optimization capabilities available with Adobe Target, visit *http://www. adobe.com/marketing-cloud/testing-targeting.html.*

**For more information**
*www.adobe.com/target*

**Adobe**