What's New in **Adobe Target** 2018

Up through December, 2018, Release

Adobe Target

What's New in Adobe Target 2018

Each month, we add tons of valuable new features and capabilities to Adobe Target. Learn about just some of the features released this year that we think you should be excited about trying. To see all that's new, download the full release notes at:

https://marketing.adobe.com/resources/help/en_US/target/target/r_release_notes.html
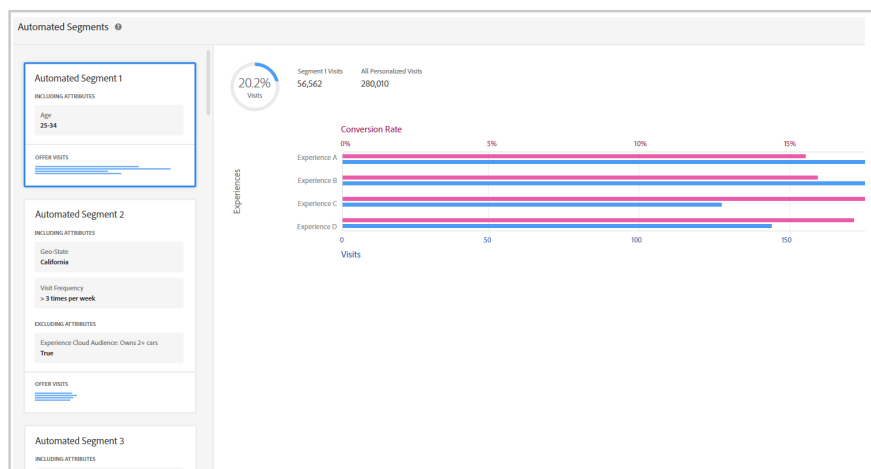
📅 Premium | November, 2018. Automated Segments

Although you have confidence in Auto-Target and Automated Personalization to personalize your experiences and offers, your key business stakeholders may require more information to take the AI plunge. We also know that you count on your Adobe Target activities to show you what does and doesn't work so that you can reapply insights from the former and avoid repeating the inefficiencies of the latter. With AI, however, those insights tend to remain unknown—this is known as the "black box" issue. Adobe has been hard at work with new research to solve this issue for our customers.

New reports in Adobe Target now provide you with those all-important insights. One of these reports, Automated Segments, shows you different segments that the machine learning models assembled automatically and determined were important when deciding which offers or experiences to deliver in an AI-driven personalization activity. It also shows you how many visitors were included in these automated segments and how they responded to a given offer or experience. You can use this information to create or refine offers or experiences for these audiences and even possibly extend into other channels or customer touchpoints like social, display, or email.

Learn more: https://marketing.adobe.com/resources/help/en_US/target/target/c_automated-segments -report.html
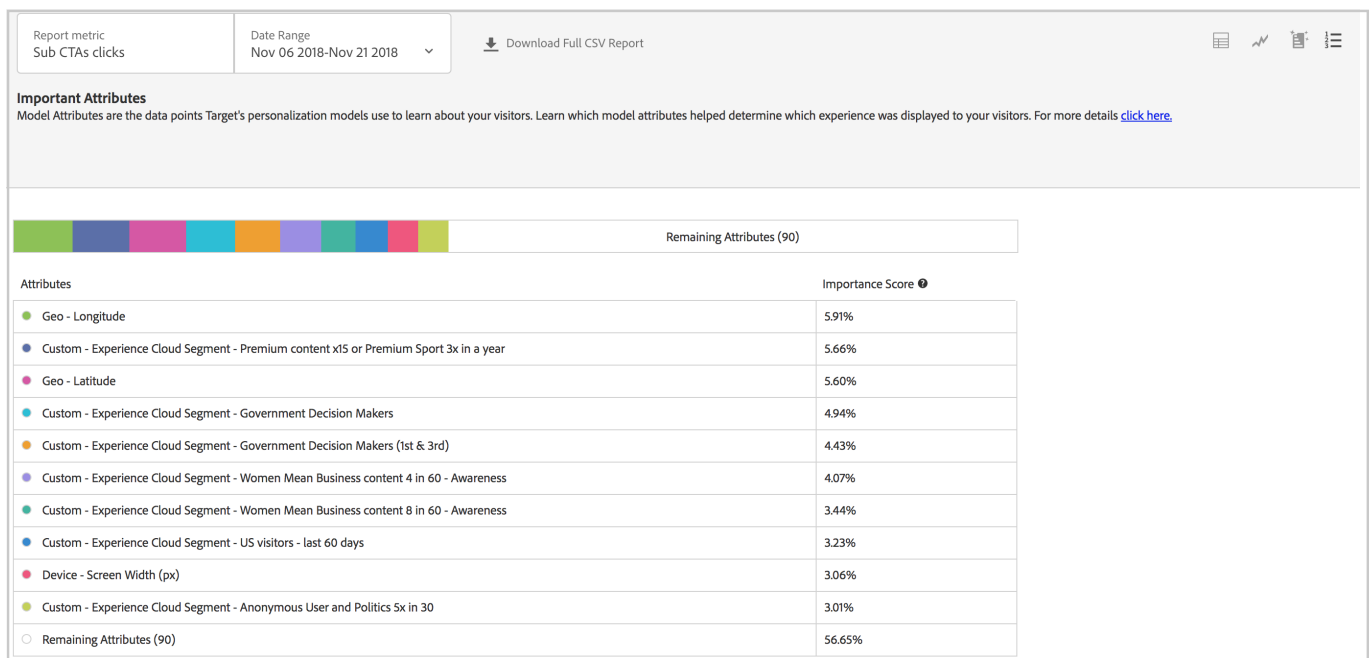

Use the Automated Segments report to learn about important audiences the machine learning model discovered, the size of those audiences, and their conversion rate for each offer or experience.

Much like the Automated Segments report, the Important Attributes report gives you key insights into what the machine learning models in an AI-driven personalization activity determined was important when deciding what offer or experience to deliver. In this case, the report shows the top visitor attributes of a visitor that influenced the model, along with their relative importance. These attributes could come from any first-, second-, or third-party data source being shared with Adobe Target—including data management platform (DMP) or customer relationship management (CRM) data. This information can also be extremely valuable in providing direction for creating new experiences and offers or refining existing ones.

Learn more: https://marketing.adobe.com/resources/help/en_US/target/target/c_important-attributes-report.html

Report metric	Date Range					
Sub CTAs clicks	Nov 06 2018-Nov 21 2018 ⌄	⬇ Download Full CSV Report				

Important Attributes
Model Attributes are the data points Target's personalization models use to learn about your visitors. Learn which model attributes helped determine which experience was displayed to your visitors. For more details click here.

Remaining Attributes (90)

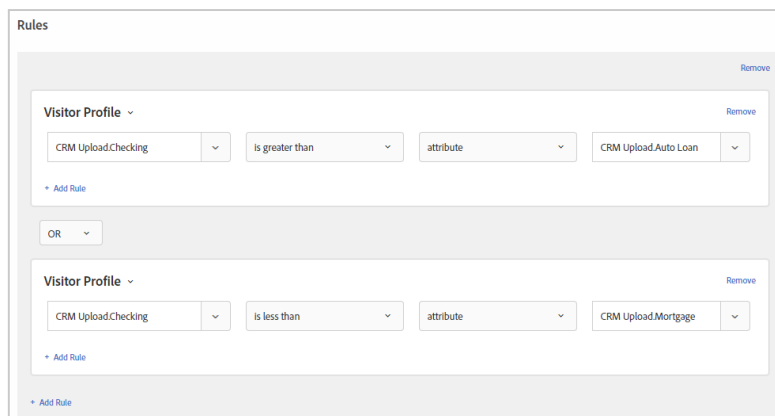| Attributes	Importance Score ❔
● Geo - Longitude	5.91%
● Custom - Experience Cloud Segment - Premium content x15 or Premium Sport 3x in a year	5.66%
● Geo - Latitude	5.60%
● Custom - Experience Cloud Segment - Government Decision Makers	4.94%
● Custom - Experience Cloud Segment - Government Decision Makers (1st & 3rd)	4.43%
● Custom - Experience Cloud Segment - Women Mean Business content 4 in 60 - Awareness	4.07%
● Custom - Experience Cloud Segment - Women Mean Business content 8 in 60 - Awareness	3.44%
● Custom - Experience Cloud Segment - US visitors - last 60 days	3.23%
● Device - Screen Width (px)	3.06%
● Custom - Experience Cloud Segment - Anonymous User and Politics 5x in 30	3.01%
○ Remaining Attributes (90)	56.65%

Use the Important Attributes report to see which visitor attributes were most important to the machine learning model in determining which experience or offer to deliver, along with their relative importance.

📅 July, 2018. Dynamic Profile Comparisons

You invest significantly in your data science, developing algorithms and models, and outputting data sets, such as propensity and customer churn scores. You've long been able to associate that output with the Adobe Target visitor profile as custom attributes and then use those attributes in building audiences for your activities. For example, you could bring in propensity scores for signing up for a credit card, and then create an audience of visitors with propensity scores above 70.

With new dynamic profile comparisons, you can now set up rules in the audience builder that compare those propensity scores—or any custom attributes you've brought into Adobe Target—to dynamically place a visitor in an audience. That would allow, for instance, a bank to create an audience of visitors with a higher propensity to sign up for a credit card than an auto loan and target them with a credit card offer. In the past, you needed a javascript developer to write custom scripts to do this; now you can do it in the Adobe Target audience builder. It's just another way we're letting you bring your own (BYO) data science into Adobe Target.

Learn more: https://marketing.adobe.com/resources/help/en_US/target/target/c_creating-a-profile-attribute-comparison-audience.html

With dynamic profile comparisons, create audiences by comparing custom attributes created from your own data science and brought into Adobe Target.

📅 June, 2018. AT.js Version 1.5.0

Bringing third party data into Target, such as live weather information or customer demographic data, just got a whole lot easier. AT.js version 1.3.0, released in April, includes a new dataProviders method that allows you to easily pass third party data into Adobe Target to enrich your visitor profile, create new audiences, and personalize experiences. For example, as a retailer with a store in an airport, bring in real-time weather information and use it to deliver travelers offers for umbrellas when the forecast calls for rain, but sunglasses or sunscreen when the forecast calls for high temperatures and sunshine.

The latest version of our implementation library, AT.js 1.5.0, adds additional functionality for optimizing single page applications (SPAs), namely leveraging MutationObserver for selector polling where possible.

Learn more: https://helpx.adobe.com/target/kt/using/dataProviders-atjs-feature-video-use.html

https://helpx.adobe.com/target/kt/using/dataProviders-atjs-technical-video-implement.html

📅 May, 2018. General Data Protection Regulation (GDPR)

You may be wondering how Adobe and the Adobe Target team are addressing any applicable requirements from the European Union's (EU's) General Data Protection Regulation (GDPR). GDPR is the EU's new data privacy law designed to bring together and modernize data protection requirements. It went into effect May 25, 2018, and affects any company that collects personal information of individuals in the EU. We take GDPR compliance seriously. We also see it as an opportunity for you to build even greater trust and brand loyalty with your customers.

In GDPR terms, Adobe Target acts as a "Data Processor" when it processes and stores any personal data as part of providing your organization software and services. You should know that Adobe processes that personal data in accordance with your company's permission and instructions. Your organization is the "Data Controller," which means that you decide what data to let Adobe and Adobe Target store on your behalf. In addition, before GDPR even went into effect, Adobe Experience Cloud provided the GDPR API and user interface. This interface allows you, as a Data Controller, to access or delete Data Subject information stored across your Adobe Experience Cloud solutions and services, including Adobe Target. These abilities are key requirements of the GDPR.

Learn more: https://marketing.adobe.com/resources/help/en_US/target/target/privacy-and-general-data-protection-regulation.html

https://www.adobe.io/apis/cloudplatform/gdpr.html

📅 May, 2018. Device Graph in Adobe Target

Your customers want to enjoy a consistent, relevant experience, no matter what device or browser they use each time they engage with your brand. Doing that requires you to recognize a visitor as the same person when they return to your brand. The Device Co-op, a service of Adobe Experience Cloud, is a program that lets participating brands work together to better identify consumers across digital touch points while ensuring the highest level of privacy and consumer transparency.

You can now use the Device Co-op in Adobe Target. Each week, the Device Co-op produces a device graph, a set of all people and the associated devices and browsers a consumer used when they visited your various digital touchpoints. This lets you analyze the results of your Adobe Target activities by "people" rather than visitors, a more meaningful measure because visitors coming from multiple devices are recognized as the same person, not a new visitor.

Device Co-op also helps you coordinate experiences across all devices and surfaces, so visitors enjoy a consistent experience. You can even use the device graph on a per activity basis; for example, don't use it for an offer intended only for your mobile app visitors, but do for an offer meant for your website, mobile site, and mobile app visitors. In addition, Device Co-op lets you target visitors on their first hit for recognized devices in the device graph.

Learn more: https://marketing.adobe.com/resources/help/en_US/mcdc/mcdc-overview.html
https://marketing.adobe.com/resources/help/en_US/mcdc/mcdc-target.html

Using the Device Co-op in Adobe Target lets you measure results using the "people" metric, deliver consistent experiences to visitors across devices, and more.

📅 April, 2018. Fluid Personalization Using AEM Experience Fragments in Adobe Target*

Are you using Adobe Target to personalize customer experiences beyond web and mobile to kiosks, gaming consoles, or other non-traditional digital touchpoints? Or are you using or considering using the artificial intelligence (AI) capabilities within Adobe Target to deliver the offer or experience that works best for each of your visitors with the Auto-Allocate, Auto-Target, or Automated Personalization capabilities? If so, you probably feel significant pressure to create or find more content to fuel those experiences. AEM Experience Fragments in Adobe Target, a new workflow between Adobe Experience Manager and Adobe Target, helps you reduce that pressure.

Adobe Experience Manager allows you to convert an image, offer, hero banner, lightbox, or whole page into an experience fragment. Now, with a couple of clicks, you can publish it to the Offer Library of Adobe Target for use in A/B testing, multivariate testing, experience targeting, Auto-Allocate, Auto-Target, and Automated Personalization activities powered by Adobe Sensei AI. That means your content developers working in Adobe Experience Manager can tap into the full power of Adobe Target seamlessly, including its AI personalization capabilities. Even better, your optimization and personalization teams have easy access to a wealth of content inside Adobe Experience Manager for creating experiences to test and personalize in Adobe Target. A win-win for both groups.

* *This new workflow requires Adobe Experience Manager 6.4 (or later) or Adobe Experience Manager 6.3 SP2 (or later) and Adobe Target Standard or Adobe Target Premium.*

Learn more: https://marketing.adobe.com/resources/help/en_US/target/target/aem-experience-fragments.html
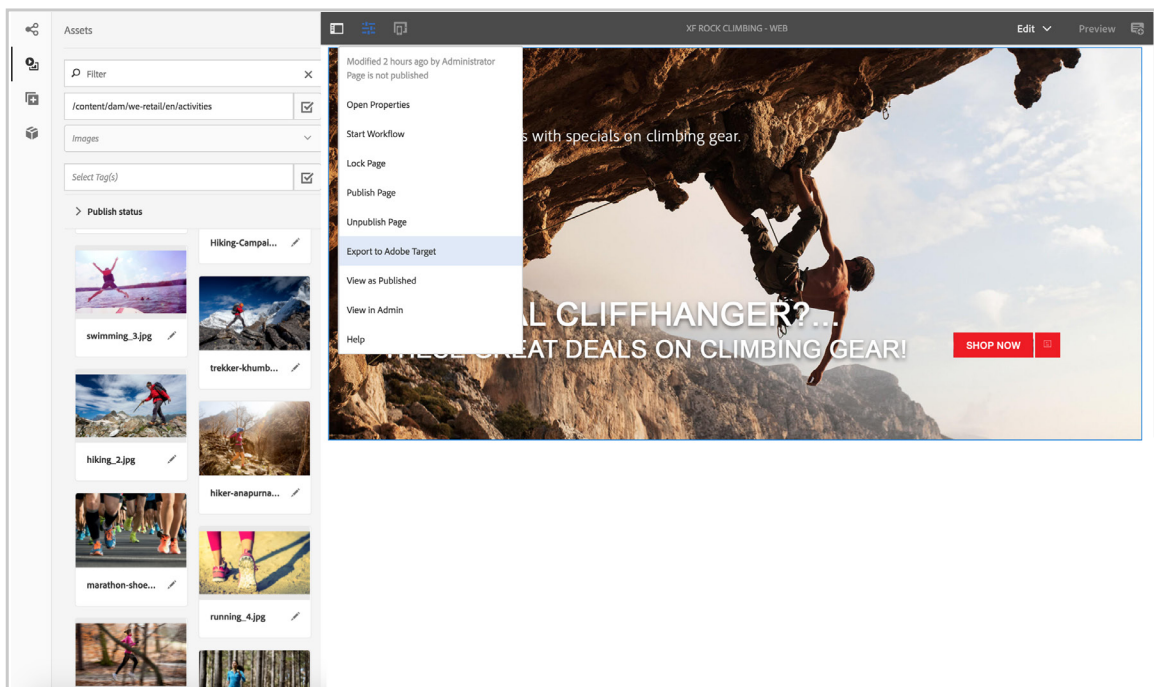
Exporting AEM Experience Fragments to Adobe Target for personalizing and optimizing everywhere using the full power of Adobe Target takes only a couple of clicks.

📅 March, 2018. Dynamic Filtering for Recommendations Custom Criteria

Your data science teams are constantly developing cool new approaches to recommend products, content, media, articles, and more based on dozens or hundreds of critical customer data points. As part of our spectrum of "bring your own" or BYO capabilities, you can upload those recommendations into Adobe Target using custom criteria in Recommendations. Now you can also perform real-time filtering on top of your custom criteria, whether it's a manually curated list or one that comes from data science calculations. Use this new capability to configure your custom criteria by adding inclusion rules, collections, promotions, and exclusions.

Consider the possibilities for dynamic filtering of custom criteria in Recommendations. As a content streaming media company, use it to exclude recommendations for movies or shows that your visitors have already watched or that fall outside of their parental guidance preferences. As a financial services company, use it to recommend only financial products for which the visitor qualifies in real-time based on your algorithmic calculations and the visitor's current profile context. Finally, as a retailer, use it to recommend only items that are in stock or where the brand name matches a user's favorite brand. Dynamic filtering for recommendations combines the power of your data scientists and research with Adobe's tried-and-true delivery, run-time filtering, A/B testing, targeting, reporting, integrations, and more.

Learn more: https://marketing.adobe.com/resources/help/en_US/target/recs/c_use-dynamic-and-static-inclusion-rules.html

Use the dynamic filtering capability of Adobe Target Recommendations to apply inclusion rules, collections, promotions, and exclusions to the recommendations resulting from your custom criteria.

📅 January, 2018. Batch API (for Server-side Batch Delivery)

The Batch Delivery API allows you to have Adobe Target request content for multiple pages or screens in a single call. It also includes a pre-fetch mode that lets Adobe Target grab delivery content for all potential requests in a given session, cache it locally, and later get notified when a visitor qualifies for your various experiments or personalized activities. You can enable this batch pre-fetch capability for mobile app optimization with the Adobe Experience Cloud SDK, and for server-side web and IOT-based optimization with the Batch API.

Here's why this new feature is exciting. Imagine a customer engaging with your mobile app just before takeoff on a cross-country flight. She receives a personalized offer for 50,000 bonus points. She's interested, and seriously considering taking you up on that offer. After takeoff, she briefly loses connectivity. When the in-flight WiFi kicks in, the offer has changed. Now it's only 30,000 points. That's not the experience you want any visitor to have. Batch pre-fetch lets you define the entire experience ahead of time, so your visitors see a consistent offer or experience—even if they lose internet connectivity.

Learn more: http://developers.adobetarget.com/api/#server-side-batch-delivery

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📅 October, 2017. Mobile Experience Preview

Let's say you're a global brand that wants to test and personalize the experiences for your mobile app visitors based on their regional preferences. The new Mobile Experience Preview enables easy end-to-end QA for your mobile app activities without having to activate them. It lets key stakeholders view the regional variations right on their devices. With Mobile Experience Preview, simply generate a preview link and share it with key stakeholders for sign-off. They'll be able to preview those experiences—individually or in combinations that you choose—in the applicable apps before you launch the activity live.

Learn more at: https://marketing.adobe.com/resources/help/en_US/target/target/target-mobile-preview.html

Generate a preview link and let stakeholders review on their mobile devices before pushing experiences live.

📅 October, 2017. Mobile Batch Experience Pre-fetch

Mobile devices seemingly offer your visitors the convenience to connect with your brand anytime, anywhere. But what happens when their internet connection drops—maybe as they go through a tunnel or fly in a plane? You can't always deliver them that always-connected experience on their mobile device, which means you've just lost their attention. The longer they go without that connection, the less likely you are to regain their attention. You need an always-on optimization solution that lets you personalize the experience whether your visitors are online or off.

Batch Experience Pre-fetch for mobile solves this issue while improving speed and performance. You simply set up your app so that each time a visitor launches the app, it makes a single call to Target that requests all experience variations from live optimization activities along with a snapshot of the visitor profile. Target then caches those variations and the snapshot either on the EDGE network, locally, or both. Anytime a visitor interacts with your app, Target quickly determines and delivers the relevant experiences at the activity locations throughout your app. That means that no matter where your visitors are—and with no effort on their part—they can always enjoy a personalized experience from your brand.

Learn more at: https://marketing.adobe.com/resources/help/en_US/target/target/c_prefetch-offer-content.html
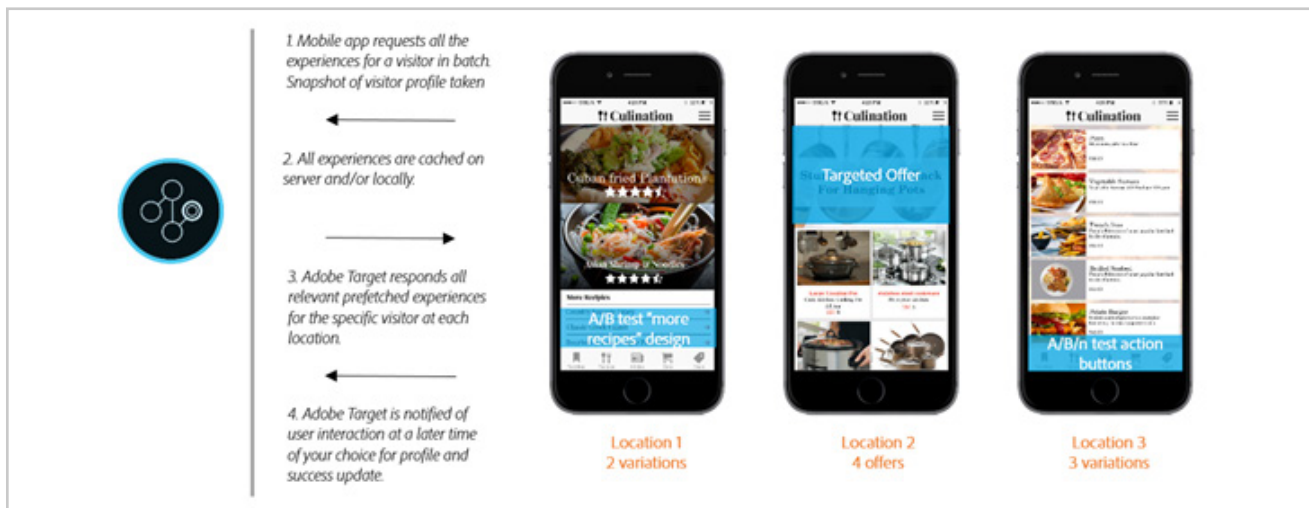

Ensure your visitors always enjoy a personalized experience on mobile, even with an interrupted internet connection, with mobile batch experience pre-fetch.

📅 September, 2017. Node.js SDK for server side testing and personalization

If you are building your websites and mobile apps using Node.js, you're probably enjoying the many benefits doing so offers. First of all, whether you're developing your website or app client- or server-side, you need only one language—JavaScript—to port the application code between the two. Finally, Node.js is an open source environment, so your developers can reuse the numerous libraries contributed by other developers to speed up their development cycle.

To make sure you can take advantage of the latest technologies like Node.js, we've built a Node.js SDK for server-side optimization. This SDK opens the door for you to optimize your Node.js website or app server-side while realizing all of the benefits of Node.js. In addition, the unified Visitor ID service is built in, so you can leverage our native integration with Adobe Analytics for a single source of data truth in your server-side deployment.

Install the node.js SDK from: npm @adobe/target-node-client
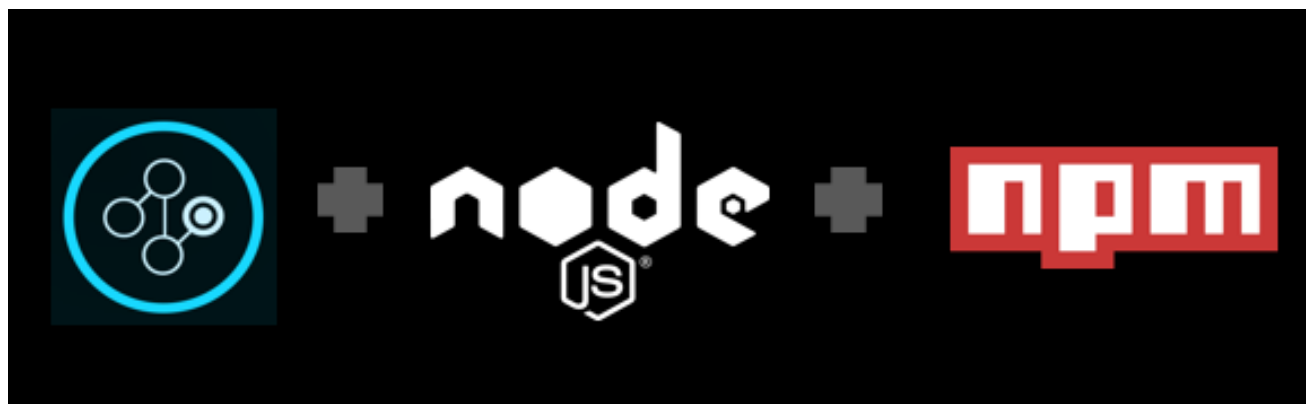
Premium   August, 2017. Enterprise User Permissions

Does your organization have many brands, global teams, or discrete departments that work on specific areas of the customer journey? If that's the case, large-scale personalization can raise concerns about the governance of your various teams and keeping workstreams discrete. How do you ensure your teams have appropriate levels of access to and permissions for the properties, content, and channels they need?

Adobe Target Premium now includes a new level of Enterprise User Permissions that allows you to keep the optimization and personalization workstreams of your different brands, global teams, or distinct areas of the business discrete within your Adobe Target account in workspaces. You can limit the access and visibility of these teams to just the content, audiences, and activities they need—not those of other areas of the business—all without siloing and sacrificing access to data, core services, and other capabilities or features.

Learn more at: https://marketing.adobe.com/resources/help/en_US/target/target/property_channel.html
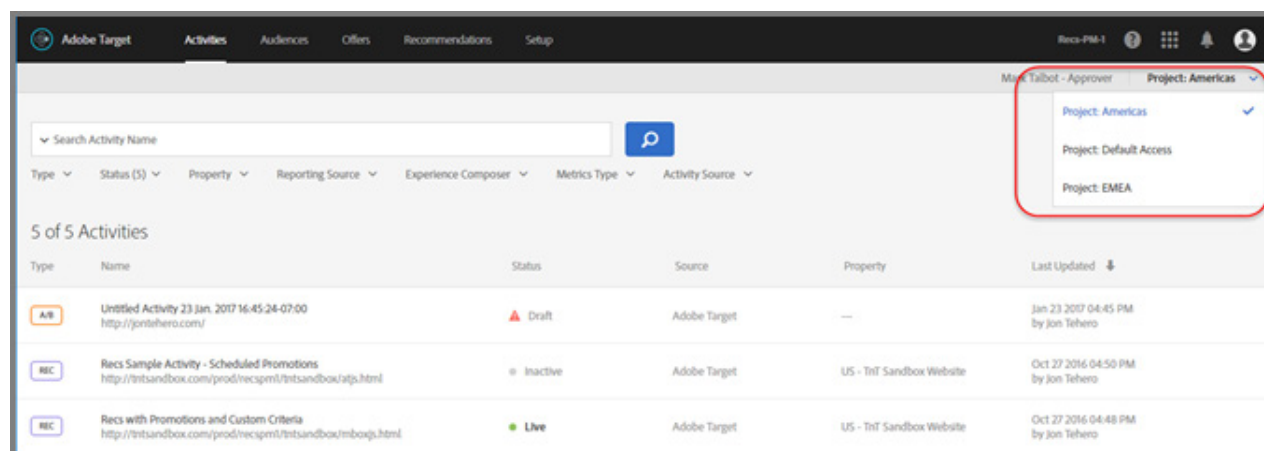
With Enterprise User Permissions keep workstreams discrete for your various teams and provide team members just right access and visibility to content, audiences, and activities within those workstreams.

📅 August, 2017. Activity QA

A new visual Preview mode in Adobe Target now makes it easier than ever for you or your other quality assurance (QA) team members within a workspace to visually QA the different experiences within your activities. This completely redesigned feature lets you isolate your QA traffic for testing an activity prior to pushing it live, and also lets you simulate activity eligibility rules making it easier and faster to sign off on QA and launch your test.

Learn more at: https://marketing.adobe.com/resources/help/en_US/target/target/c_activity-qa.html

Visually preview experiences in an activity for QA before pushing the activity live with Activity QA.

Premium | July, 2017. One–Click Personalization with Auto-Target

To reach the huge potential personalization offers, you need to move beyond testing the offers that rotate through your home page hero banner—you need to personalize every aspect of your customer experience. You must also test and verify that the personalized experiences you deliver customers are the best they can be–at all times. Auto-Target takes the power of personalization and applies it to entire experiences—not just an offer, message, or content block—for richer and deeper personalization than ever before. Auto-Target blurs the lines between testing and personalizing by providing one-click personalization within the A/B testing workflow of Adobe Target Premium.

With Auto-Target, you can transform any A/B test into a personalized activity that applies sophisticated machine learning powered Adobe Sensei to A/B tests. That means that every A/B test can have multiple winners—each mapped to an individual visitor—that adapt over time as a visitor takes more actions. Visually create your compelling and personalized experiences with the Visual Experience Composer, or leverage the Form Composer to extend Auto-Target machine learning beyond web and mobile into native and hybrid mobile apps, set top boxes, video game consoles, IOT devices, in-store kiosks, and more.

Learn more at: https://marketing.adobe.com/resources/help/en_US/target/target/c_auto-target-to-optimize.html
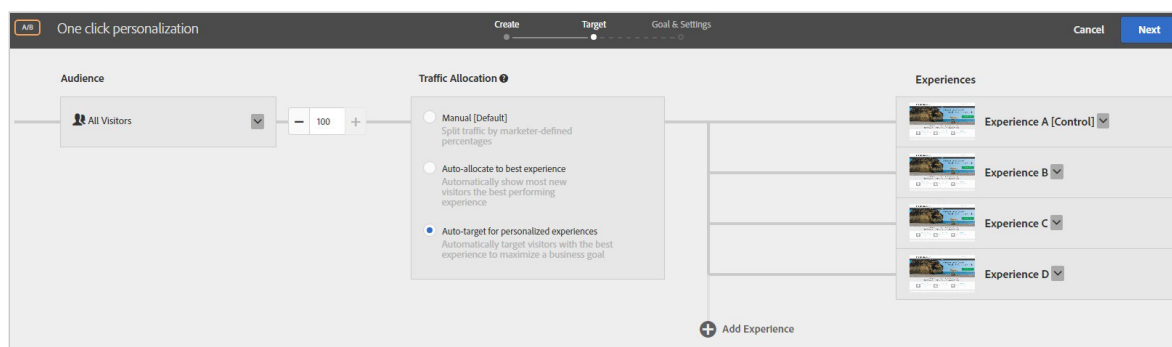

Turn any A/B test into a personalized activity with Auto-Target, applying Adobe Sensei machine learning to ensure each visitor gets the experience that wins for them.

📅 July, 2017. Experience Optimization Framework for the Modern Web: AT.js 1.0

What if you had a Version 1.0 implementation file for the modern web based all the insights the Adobe Target team has gleaned from ten years of web and software development? Actually, it's available now. AT.js 1.0 is the newest library for integrating Adobe Target with your website and makes Adobe Target better than ever. Built from scratch to support the modern web, the fully asynchronous technology AT.js makes it faster, airlock controls (think space station) around delivery and execution makes it even more secure. Using technology like XHR, CORS, and JSON, and opening up the platform to be extended on GitHub by developers across the world, we have a file to power Adobe Target for the next ten years and beyond.

**Learn more at:** https://marketing.adobe.com/resources/help/en_US/target/ov2/c_target-atjs-implementation.html
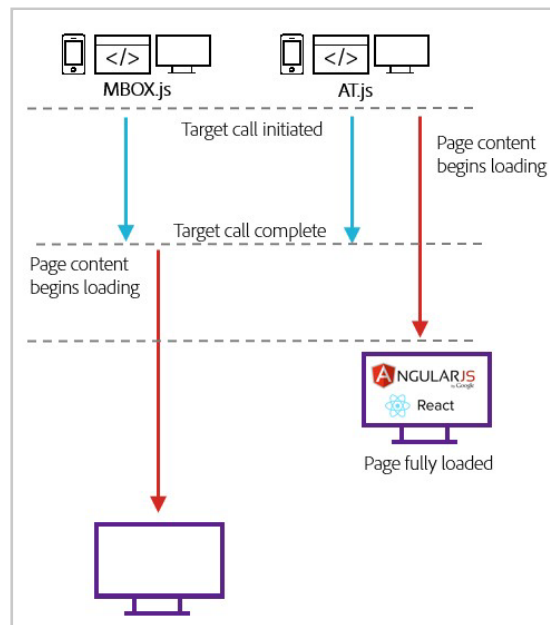
Power Adobe Target with AT.js, the implementation file built for the modern web.

📅 June, 2017. Reorder Experiences in Experience Targeting on the Fly

In many rules-driven personalization activities, your visitors qualify for multiple audiences simultaneously. That means they are also potentially candidates for multiple experiences. For example, you may have defined audiences as West Coast, East Coast, Central, Moms, and Dads. When a visitor qualifies for both the West Coast and Moms audiences, you can prioritize the more important experience to deliver by placing it higher in the experience list. We've made this faster than ever by allowing you to drag and drop any audience/experience combination—on the fly—in the Experience Targeting (XT) activity type. Now, even after you've completed an activity setup, you can add new audience/experience combinations or re-prioritize existing ones by easily dragging and dropping the experiences in the list based on priority—a huge time saver and enabler of highly flexible personalization campaigns!

Learn more at: https://marketing.adobe.com/resources/help/en_US/target/target/c_xt-switching-experiences.html
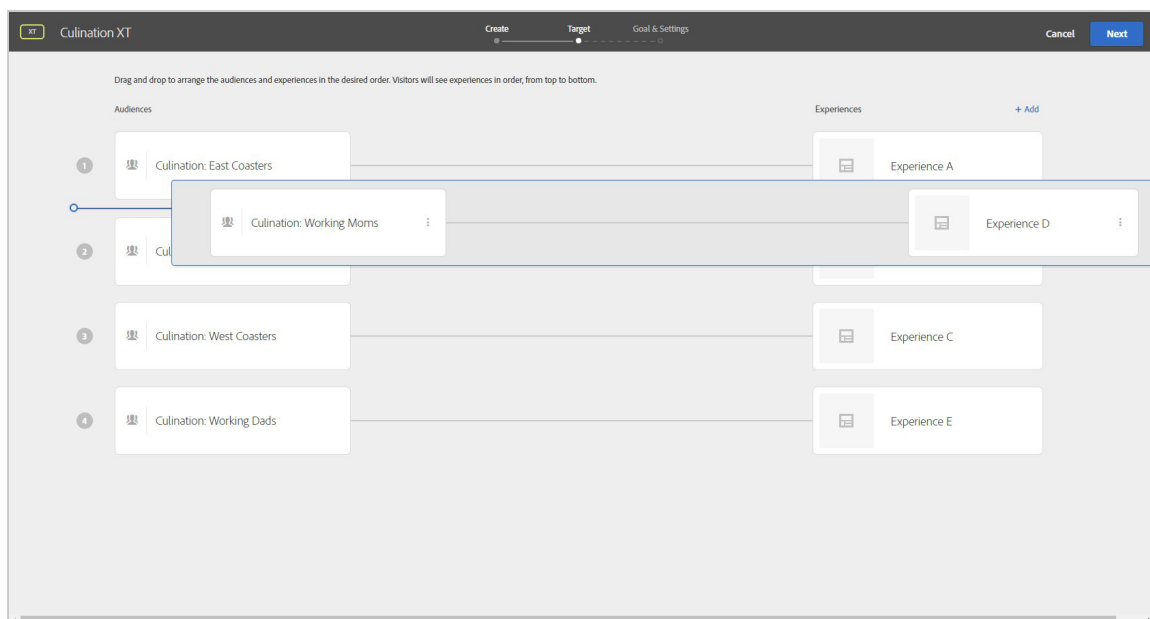
Drag and drop experiences to order by priority when you have an audience that qualifies for multiple experiences in an experience targeting activity.
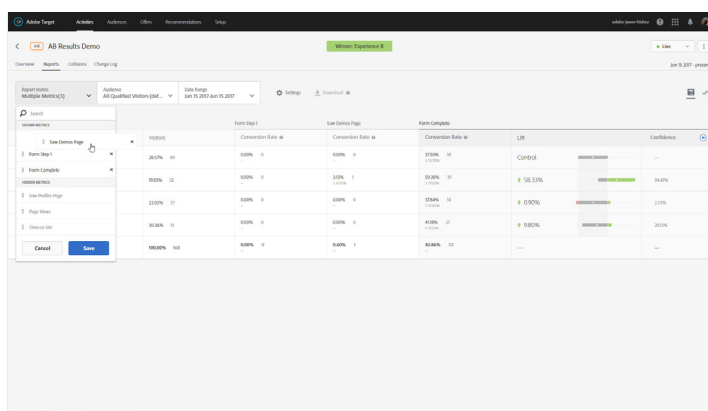
May, 2017. Multiple Metrics and Bar and Whisker Plots in Reports

You don't always have a single metric that indicates success for your business, so why should you be limited to viewing your results one metric at a time? You also shouldn't need a PhD in statistics to properly interpret your testing and targeting activity results and avoid making decisions based on false positives.

Adobe Target now lets you view activity results with multiple metrics in a single tabular display and rearrange these metrics at any time with a simple drag and drop. For example, view the increases in revenue per visitor (RPV) and average order value (AOV) that a test or personalized activity delivered all in a single view. You can also more easily understand and make decisions based on your activity results with reports that now include powerful, but easy-to-interpret bar and whisker plot displays for lift and confidence.

Learn more at: https://marketing.adobe.com/resources/help/en_US/target/target/c_report-settings.html

View test activity results by multiple metrics in easy-to-interpret bar and whisker plot displays.

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