Adobe Experience Cloud
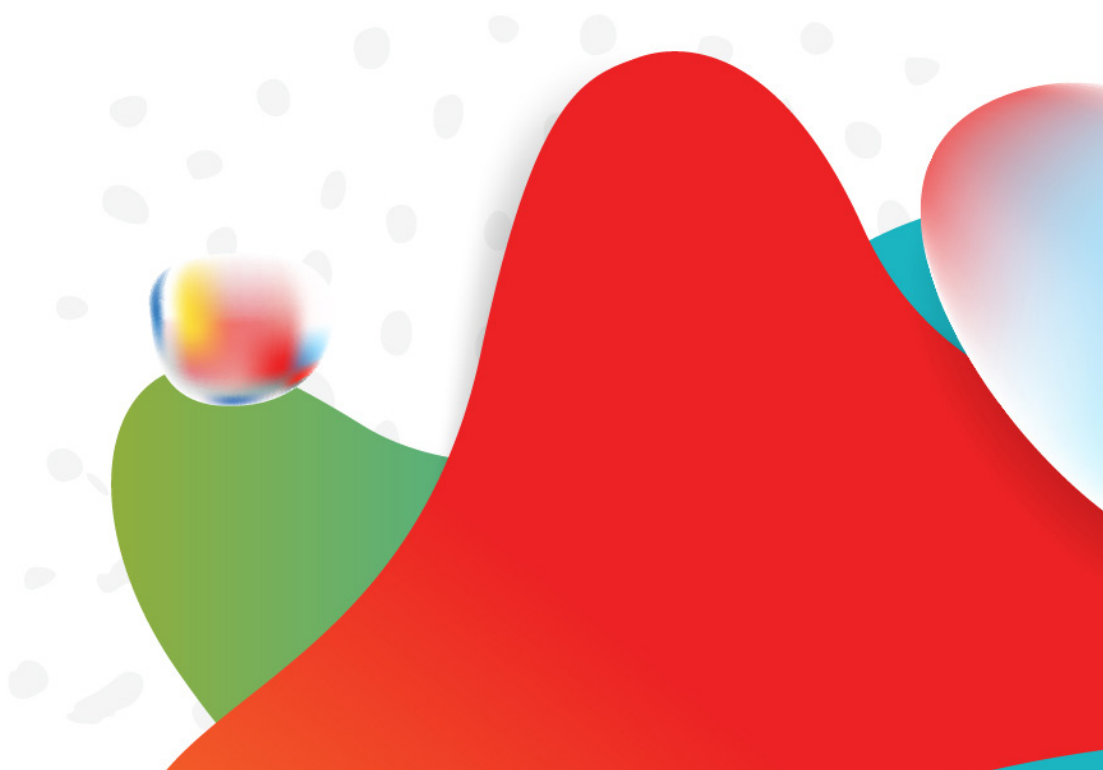
Adobe Journey Optimizer: Omnichannel orchestration and execution

Harmonize and optimize the customer journey for both 1:1 customer engagement and audience-based campaigns — all from a single canvas.

Brands want a single canvas to build personalized messages with brand assets and to optimize engagement by delivering those messages at the right time to the right person or audience on the right channel.

Marketers and customer experience teams need a single application to create and optimize both real-time tailored interactions as well as scheduled audience-based messages. They also want an intuitive user interface with drag and drop ability to segment audiences, design and personalize omnichannel messages, and build and orchestrate end-to-end customer journeys.

Adobe Journey Optimizer provides that single canvas and intuitive interface to help brands deliver more value across the customer lifecycle. Journey Optimizer does this through three primary areas:

Message designer. A drag and drop interface for creating and personalizing messages for multiple channels, along with easy-to-edit templates to quickly craft well-designed messages.

Journey designer. A drag and drop interface to build multi-step journeys with targeted audiences, journey entry events, triggers for actions, actions, and channel messages.

Adobe Experience Manager Assets Essentials. A centralized location to manage brand assets that makes it easy to store, find, lightly edit, and reuse assets in messages and offers.

Easily create personalized messages and offers

At the heart of any journey is the message, whether email, push notification, or for some other channel. Adobe Journey Optimizer provides a message designer, a visual editor that enables users to build each channel message from the same tool they use to build audiences and orchestrate customer journeys. The message designer's drag and drop interface can be used for creating all channel messages, with no need to close one menu or application to switch between designing an email message, a push notification, or some other channel message.
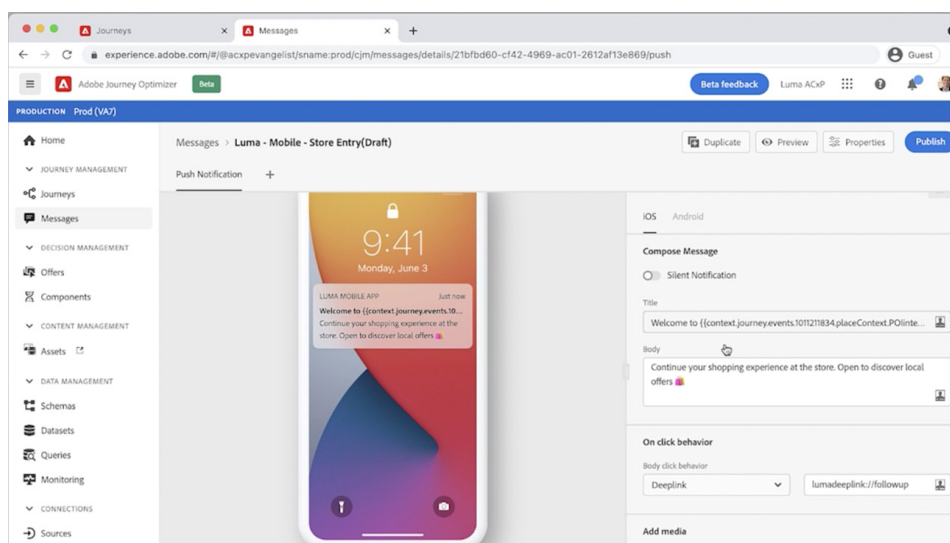

Build or edit push notifications, emails, or other channel messages from within the same message designer.

Building and editing a message in the message designer is simple. Components that can be added and edited include buttons, text, dividers, video, HTML snippets, images, social links, and offers. For example, clicking on a message component such as a hero image provides the option to swap it out for another image from the asset library. That asset library is built on Adobe Experience Manager Assets Essentials, a lightweight, but powerful digital asset management (DAM) solution.

Text within a message can be selected and easily edited for color, size, and font. It can also be personalized using variables from the real-time customer profile — for example, a block of copy could display in the customer's favorite color or include their first name.
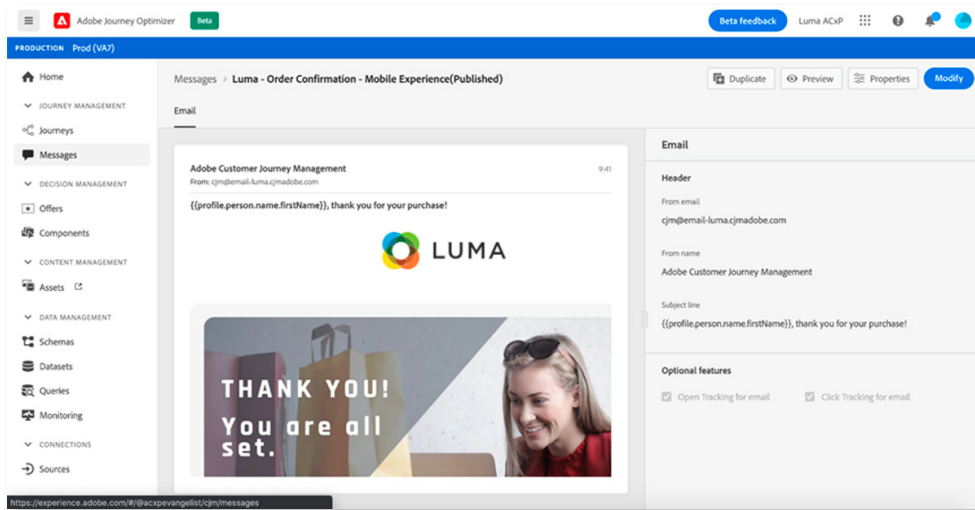
Create a personalized email message, such as an order confirmation message, in the email designer.

An added advantage of Journey Optimizer is its ability to use a central offer decisioning service. This service lets users insert a dynamically personalized offer from a central offer library into a message. For example, a user can replace a static hero image with an offer that displays to a specific audience based on user-defined criteria. A default offer is displayed to visitors who don't meet that criteria. The seamless integration of Journey Optimizer with the offer decisioning service connects these personalized offers to any message in which they are inserted.
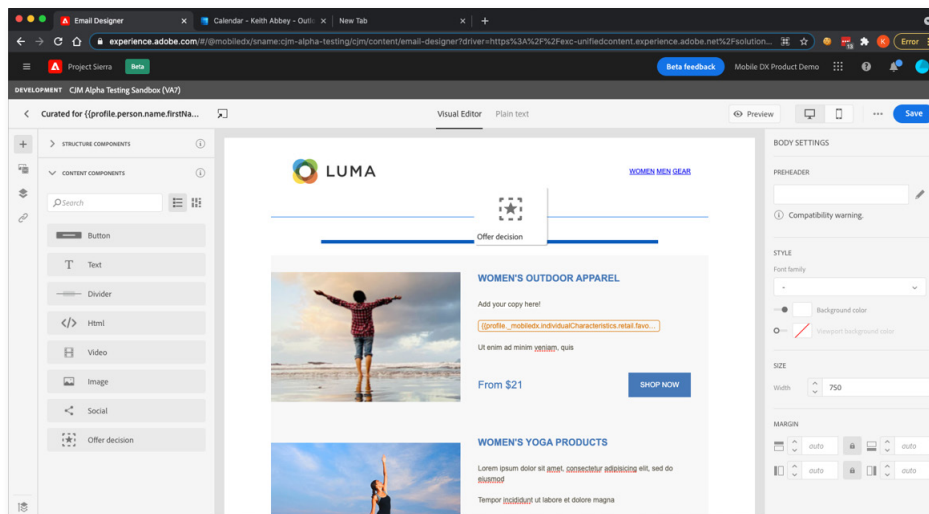

Add or edit offers in a message by dragging and dropping an offer decision component from the left side palette of the message designer.

Out of the box, the message designer provides numerous easily customizable templates that speed up the process of building messages using these various components. And zip files from designers can be uploaded and easily displayed in the message designer. Once a message has been built, it can be previewed in either desktop or mobile form, and then published at the click of a button once it is ready to be added to a journey.

Store, find, lightly edit, and reuse assets with a fully embedded DAM

Adobe Journey Optimizer has an automatic tie in to Adobe Experience Manager Assets Essentials, a lightweight, but powerful DAM. With the DAM's simplified and consistent interface, users can access, store, discover, and deliver digital assets directly into their marketing channels and channel messages. Assets Essentials uses AI-driven smart tagging enabled by Adobe Sensei to make assets more easily discoverable for use in messages and offers. In addition, users can organize assets in folders and add their own keywords to them to make them even more easily found.

Adding an asset to a message is as easy as clicking on it and dragging and dropping it onto the message. Team members can manage assets as well, uploading, sharing, reviewing, and adding comments to them. They can see the original images as well as renditions of them, including different-sized thumbnail, web, and zoomed-in versions.
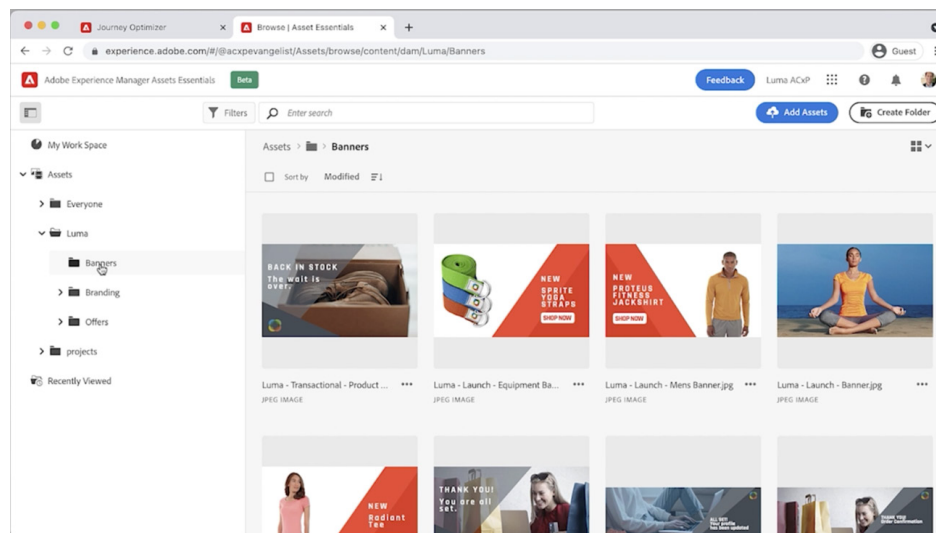
Easily find, use, edit, and reuse brand assets in channel messages with Adobe Experience Manager Assets Essentials, available directly from Journey Optimizer.

Experience Manager Assets Essentials additionally provides instant access to assets within Adobe Creative Cloud and Adobe Experience Cloud applications. An integration with Adobe Photoshop Express also allows up to five designated users to perform light editing tasks, such as resizing, cropping, straightening, and touching up images for use in messages.

# Build and execute customer journeys across channels

Until now, omnichannel customer journeys have mostly been limited to simply connecting one channel to another to meet marketing needs. Brands want a single interface from which to build true omnichannel journeys. This interface would enable them to select a segment for the journey and map out and orchestrate all the actions to take, such as offers and messages to deliver, based on conditions and events. It would also pair real-time customer profiles with all channel messaging to deliver consistent experiences across those channels.

The journey designer of Journey Optimizer lets marketers orchestrate the end-to-end customer journey through three primary features — events, orchestration, and actions.

Events kick off the journey, for example, a customer abandoning a cart triggers a cart abandonment journey designed to re-engage them and encourage them to complete the purchase. In this case, a customer closing their browser with an item in a cart triggers an email that says, "Come back — you left something in your cart!" with a button that says, "Continue shopping." Clicking the button reopens the shopping cart page with the item in the cart and ends the journey because the customer has taken the desired action.

Orchestration of the journey creates the different paths an individual or audience will take based on conditions they meet. For example, clicking the "Continue shopping" button returns the visitor to the website with the item in their cart and ends their journey. Failing to click the button within 24 hours triggers a follow up email or push message with an enticing and personalized offer. The real-time customer profile updates in either case and informs the next step of the journey for each visitor.

Actions are what happens as the result of some type of trigger. For example, clicking the email triggers the action of ending the journey.
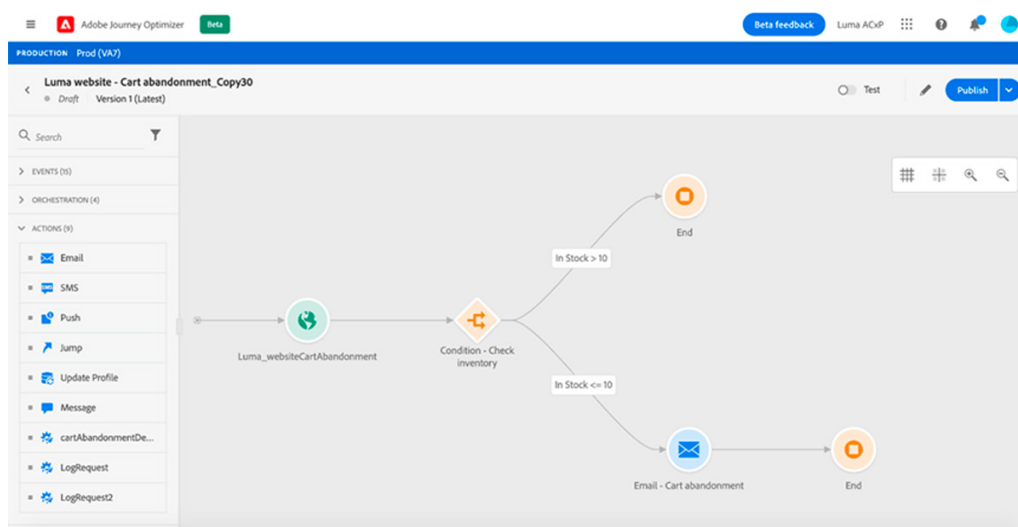
Build orchestrated journeys that listen for customer or other events, retrieve data from customer profiles or external systems for real-time decisioning within a journey, and trigger actions like sending an email.

In the past, marketers had to specify when to check to see if the visitor clicked before sending them further down the journey. Now the moment a visitor takes a specified action, Journey Optimizer moves them to the next step in the journey. Each visitor moves to the next step in their timeframe and based on their action, not en masse at some specified interval. Once a journey has been orchestrated, a test mode lets users validate that event triggers and actions function as intended.

Journey Optimizer provides brands the flexibility to engage customers across a wide range of use cases, from 1:1, customer-led real-time interactions to business event-based real-time interactions, scheduled and on-demand audience-based campaigns, and immediate, broad-based burst messaging. To make it easy to build journeys for those use cases, Journey Optimizer includes templates for some of the most common use cases, such as cart abandonment and onboarding. Wizards walk users through building journeys, helping them easily orchestrate multi-layered customer engagement.

About Adobe Journey Optimizer

Natively built on the industry leading Adobe Experience Platform, Adobe Journey Optimizer lets brands manage scheduled omnichannel campaigns and one-to-one moments for millions of customers in a single cloud-native application, optimizing the entire customer journey with intelligent decisioning and insights.

For more information.

https://business.adobe.com/products/journey-optimizer/adobe-journey-optimizer.html