**Adobe**

# Adobe Journey Optimizer — email marketing.

Deliver relevant, personalized emails — whether for planned campaigns or real-time engagement — in the context of the full customer journey.

Marketers want to maximize the impact of email programs with personalized emails that engage each customer in context and in-the-moment emails triggered by customer behaviors.

Email remains one of the most effective channels for reaching customers at scale. Yet overloaded and cluttered inboxes continue to challenge a brand's ability to gain customers' attention. To overcome this challenge, brand marketers need to complement personalized marketing email campaigns with highly relevant, triggered emails based on real-time customer behavior. This approach helps cut through the noise, capture attention, and drive greater email engagement.

Adobe Journey Optimizer enables email marketers to do this in five key areas:

**Email campaigns and journeys.** A single application for sending both on-demand, batch campaigns and real-time, triggered journeys.

**Email design and personalization.** Marketer-friendly tools to design and edit emails from scratch, templates, or HTML, with personalization powered by profile attributes, dynamic content, and multi-language support.

**AI-infused optimization and insights.** Intelligence to boost workflow efficiency, send the right messages and offers at the right moments, and optimize email programs with experience decisioning, experimentation, and reporting.

**Deliverability.** Features for email delivery success that apply contact acquisition, permission, and list maintenance best practices — at scale — along with optional consulting to monitor, diagnose issues, and improve performance.

**Compliance, consent, and privacy.** Built-in data privacy and governance policies to honor customer preferences, plus Privacy and Security Shield and Healthcare Shield add-ons for industries with enhanced security needs.

# Orchestrate email campaigns and journeys from one place.

From a single application, email marketers can send both audience-based batch campaigns and real-time, event-based journeys.

## On-demand, audience-based campaigns

Batch email campaigns often form the foundation of brands' marketing and communication strategies. Building and deploying scheduled or on-demand batch campaigns to a full customer base or defined audiences provides a fast, easy, and cost-effective way to get the word out about a sale, drive leads, and build brand awareness. For example, a luxury hotel company can encourage repeat bookings by sending weekly emails with a discount on the next reservation to recent guests. The same company could also send a monthly email newsletter to all customers, showcasing their hotel properties at unique or popular destinations.

## Real-time journeys

Sending emails triggered by real-time events — for example, when tickets for an event go on sale — is one of the best ways to increase customer engagement. Emails can also be part of a multi-step journey that listens for each customer's action and sends an email based on qualification events. For example, a person opening an investment account could trigger an email series that guides them through using key account features.

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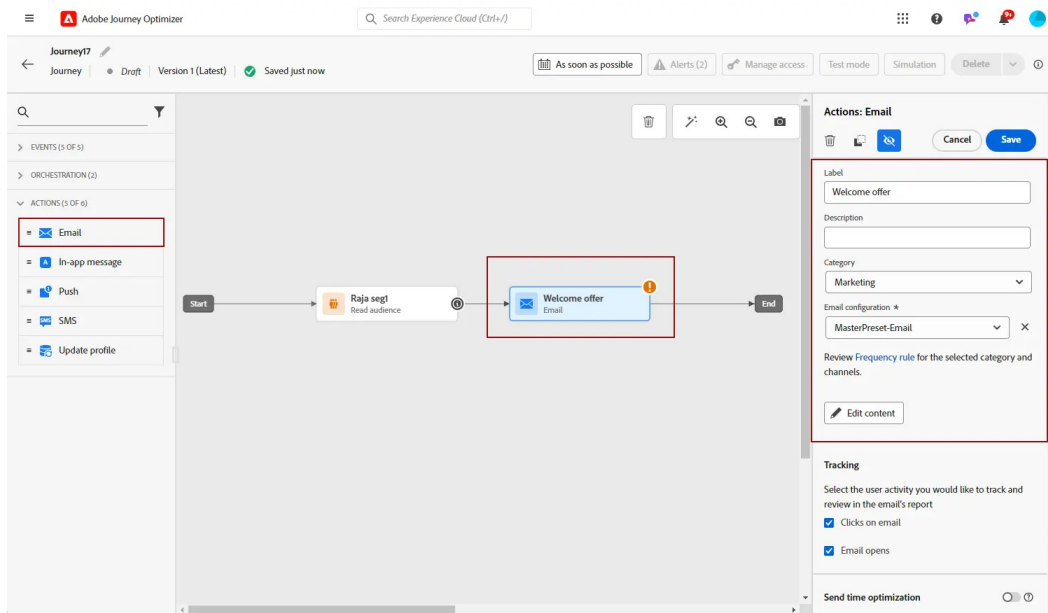


Email can be added as part of a customer journey, with email sends triggered by a customer action or event, such as a customer becoming a member of an audience.

## Consistent communications across channels

Email and communications from other outbound channels like SMS/MMS, in-app, or push, as well as from inbound channels like websites, can all be effortlessly handled from Journey Optimizer. Because all communications can be done in the context of customers' real-time journeys, marketers can ensure consistency and boost relevance of those communications to drive conversion.

# Design personalized emails for everyone.

Marketer-friendly tools empower email marketers to design and edit emails quickly using templates, HTML imports, or designs built from scratch. Personalization features, including rules, dynamic content, and multilingual support, ensure the right message reaches each audience or customer based on their location or preferred language.

## Email designer for flexible authoring

The email designer is a drag-and-drop visual editor that makes it easy to design the layout, content components, images, and offers for highly engaging emails. Out-of-the-box templates, access to Adobe Stock images, reusable content fragments, full flexibility across HTML, and what-you-see-is-what-you-get (WYSIWYG) editing accelerate email creation workflows.

## HTML creation, import, and conversion

An HTML code editor supports coding emails in HTML from scratch or importing the HTML of an existing email or template. Imported HTML code is automatically converted to drag-and-drop components for visual editing and personalizing in the email designer to make it easier and faster for both technical and non-technical practitioners to finalize the email.



Emails can be created in a visual editor using the email designer, coded in HTML from scratch, or based on imported code from an HTML email.

## Easily accessed assets

Adobe Experience Manager Assets Essentials is a lightweight DAM that's included with Journey Optimizer. Since it's embedded, the DAM allows the digital assets used in email communications to be stored, managed, discovered, and distributed through a single interface or even pulled directly from Adobe Creative Cloud applications, such as Adobe Photoshop.

## Personalization attributes

Personalization based on customer profile attributes, such as name and location, can help each email recipient feel like the email was created just for them. For example, a customer who recently purchased a car from a dealership could receive an email congratulating them on their purchase, addressing them by their first name, including a picture of their new car model, and offering a complimentary oil change at 3,000 miles. These types of personalized emails both engage customers and build loyalty.

## Dynamic content

The rule builder takes personalization a step further by providing the ability to set up conditional rules that personalize email elements based on profile attributes, contextual events, or audiences. Email elements that can be dynamically personalized include subject lines, copy, links, offers, and more. The dynamic content adapts for each customer receiving the message — for example, the header image for a customer in New York will dynamically update to one that includes the Statue of Liberty.

## Multilingual content

Many brands have global customers and work with third-party translation providers to create localized language versions of their communications, including email messages. Because Journey Optimizer integrates with third-party machine and human translation services, email marketers can easily have an email automatically update in the recipient's preferred language. For example, a customer in France will receive the email in French, while a customer in Japan will receive it in Japanese. Journey Optimizer also provides efficient workflows for brands performing translation manually in-house.



When Journey Optimizer integrates with a translation service, specifying a person's preferred language automatically updates the email copy to match their choice.

## Content locking

Marketers need to make sure that email elements, like headers, font styles, and logos are brand-aligned and consistent. They'll also want to reduce the number of quality-assurance rounds required by preventing unintended changes. Emails also contain essential governance and compliance content — such as unsubscribe links, legal disclaimers, and contact information — that must remain unchanged. Journey Optimizer addresses these needs by allowing marketers to lock entire templates, specific elements, or individual content within those elements for detailed control.

## Approval workflows, preview, and proofing

Prior to sending, emails need to be fully approved and proofed to ensure content is accurate and optimized for delivery. Journey Optimizer includes built-in approval workflows, allowing practitioners to request reviews, approvals, and comments from specific individuals before sending emails. Marketing teams can assign roles, policies, and approvers by campaign type, campaign or journey, and channel, including email and other channels. Approvers can review, comment, and trigger automated notifications for specified team members to execute changes.

Test profiles used with the "simulate content" feature enable email marketers to preview and verify email content, including personalized elements, before sending proofs. In addition, through an integration with Litmus, Journey Optimizer can show how an email will render across devices and email clients.



Using test profiles reveals how content, including personalized elements, will appear in an email, before sending it out.

# Get AI-infused inspiration, optimization, and insights.

Email marketers can tap into powerful generative AI to create email, copy, and images. They can also apply intelligence to send the right messages and offers at just the right moments and experiment to optimize their email programs for maximum engagement.

## AI Assistant for content generation

AI Assistant Content Accelerator in Journey Optimizer, powered by generative AI, speeds up email inspiration and creation by generating engaging, on-brand emails based on a defined vision for the

email, context, and brand guidelines. The AI Assistant can also craft email components such as subject lines, preheaders, email copy, and images for individual emails or within preselected email templates. To generate an email, email marketers provide natural language-based prompts, such as, "Thank and express appreciation to customers for subscribing to our newsletter. Personalize the message, convey gratitude, and consider including a token of appreciation like a 10% discount on first buy. Subject is sportswear."
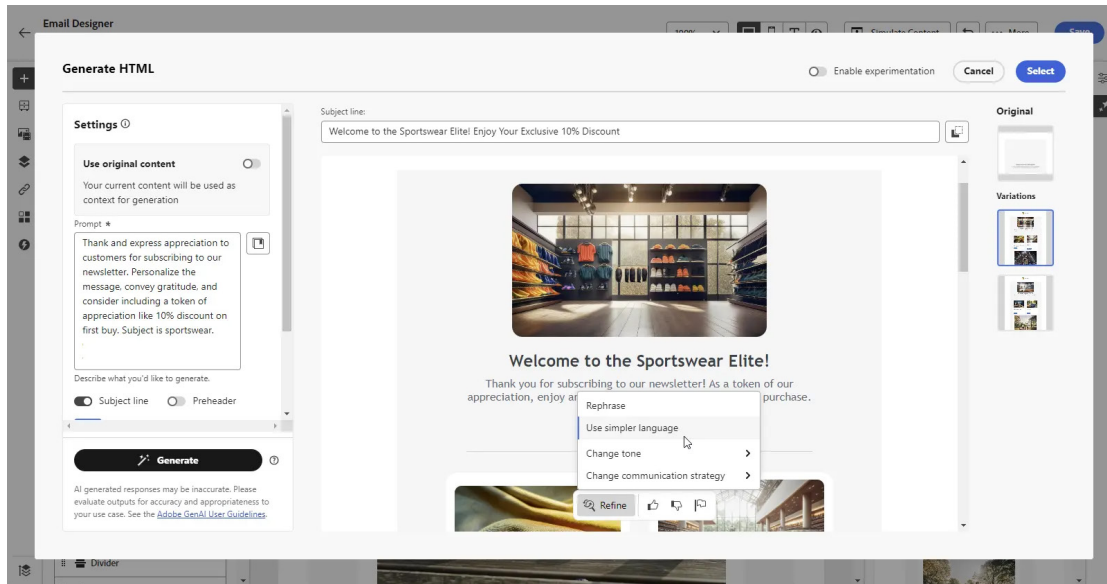


AI Assistant Content Accelerator speeds creation of high-quality emails and email content based on natural language prompts, context, and brand guidelines.

## Send-time optimization

Powered by AI, send-time optimization predicts the best time to send an email to each individual customer to maximize customer engagement based on historical open and click rates. To boost email open and click rates, the machine-learning model analyzes each customer's optimal send time — considering the best hour, day, and combination of both — to schedule personalized delivery for maximum engagement.

## Intelligent decisioning in email design workflow

When creating emails in the email designer, decisions can be inserted that use marketer-defined rules or AI guidance to determine the next-best offer, message, or product to display within each email. For example, an offer decision can be added to an email that will display a discount offer that will vary based on recipient loyalty level.

## Experimentation (A/B testing)

Running experiments on different email variants, from entire emails down to subject lines, body content, and sender, helps determine which variant best helps achieve business goals. Variants are diverted to a marketer-defined percent of the target audience to see which performs best. The option to deliver the current experience to a portion of the target audience shows if new variants move the performance needle. Once the experiment identifies the winning variant, it can be scaled up without interrupting current campaigns.

## Reporting and measurement

Reports that refresh data minute-by-minute provide a clear view into the operational performance of email programs. Tabular and graph-based reports provide key metrics such as numbers of emails sent, delivered, and bounced, as well as delivered versus clicked, tracked links that generated the most traffic, highest performing subject lines, and more. Email performance over time can also be reviewed using historical data to understand delivery and interaction rates, along with customer progression through journeys.
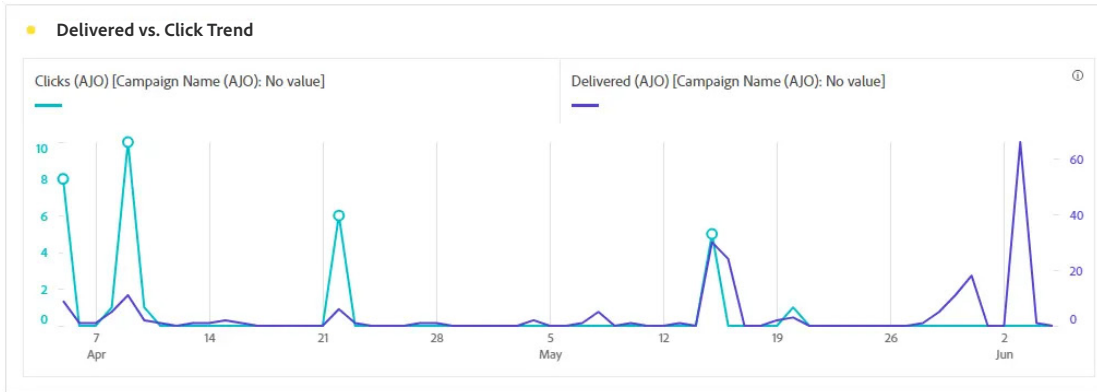


The Delivered vs. Click Trend report shows the number of emails in a campaign that were successfully delivered, but also how much customer engagement the email generated by the number of clicks.

# Enhance deliverability with out-of-the-box capabilities.

Journey Optimizer provides a powerful set of out-of-the-box deliverability capabilities, combined with optional strategic services to monitor, diagnose, and introduce best practices, to optimize inbox placement and stay ahead of deliverability risks.

## Efficient IP warming

To protect their customers from unwanted emails, internet service providers (ISPs) and mailbox providers (MBPs) assess and determine the reputation of a new email sender. IP warming helps email marketers build a trusted reputation for any new IP addresses associated with their email marketing program. Automated IP warming workflows in Journey Optimizer methodically send small volumes of email and gradually increase volumes over time to improve email deliverability and build a strong email reputation.

## Spam check analysis, testing, and alerts

Built-in spam check features thoroughly analyze email content, subject lines, HTML, and copy for common spam triggers, proactively alerting email marketers to potential issues. These features provide the opportunity to understand how spam filters might treat emails, adjust tactics and correct issues, reduce the risk of email being flagged as spam, and maximize email campaign deliverability. All this helps further strengthen a brand's reputation as a trusted email sender.
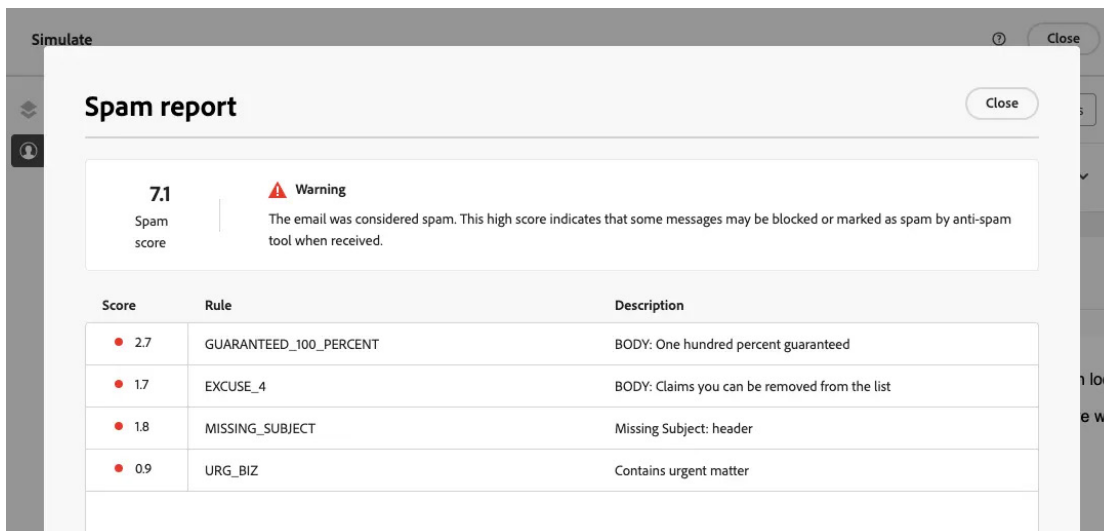
Anti-spam checking functionality automatically reviews an email, flags potential spam issues, scores each issue based on severity, and provides an overall spam score — valuable feedback email marketers can use to improve their emails.

### Speed and scale

Email marketing programs need to reliably handle billions of profiles, deliver tens of millions of personalized messages with offers per hour, and support rapid delivery for time-sensitive communications. With Journey Optimizer, email marketers have the enterprise-level speed and scale they need for their email programs to succeed.

### Services and strategy

For email marketing programs with more complex or sophisticated email deliverability requirements, Adobe offers the option to add premium deliverability consulting packages. These packages offer product support, strategic guidance, help diagnosing issues, proactive monitoring, monthly report meetings, and named consultants.

## Ensure compliance, consent, and privacy standards.

Customers want brands to respect the privacy of their data and their preferences for communication. Journey Optimizer provides numerous features to help email marketers honor customer preferences and privacy to maintain customer trust.

### Email suppression lists

Using email suppression lists helps avoid sending emails to contacts who should not receive them by filtering out those contacts during segmentation. Reasons for being on a suppression list can range from a contact having submitted a spam complaint to an email bouncing, indicating an invalid address.

### Email frequency rules

Applying email frequency rules can reduce marketing fatigue and respect communication preferences. For example, some customers may prefer to receive a weekly news summary email rather than daily updates from a news media company or just emails about a specific topic.

## Data Usage Labeling and Enforcement (DULE) governance

To protect customer privacy, the Data Usage Labeling and Enforcement (DULE) governance framework of Adobe Experience Platform supports labeling fields with sensitive data. Data governance policies can then be enforced across channels. For example, labeling a field that captures someone's marital status as "marital_status_private" for an "email targeting" action can prevent an email from being sent that includes marital status data or uses it for personalization.
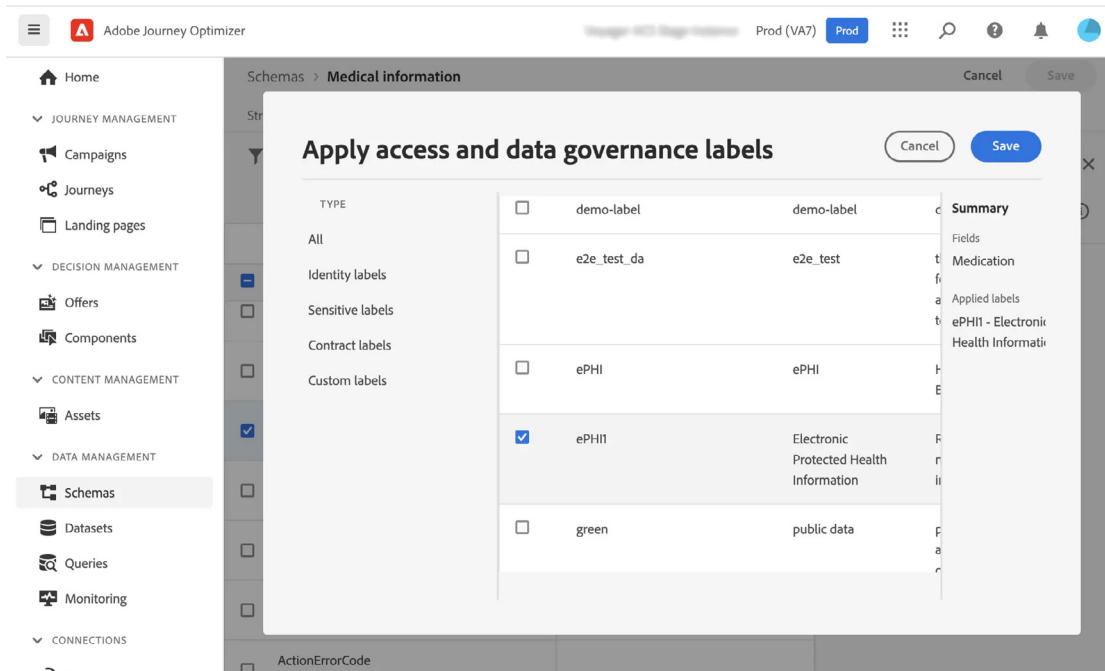


The DULE Framework provides the ability to tag a data field as containing sensitive data so that a data governance policy can prevent that data from being shared for use or personalizing content in an email or other communication channel.

## Privacy and security

Adobe takes data privacy and security seriously, and serves as co-chair for several key industry groups, including the Messaging, Malware and Mobile Anti-Abuse Working Group (M3AAWG), Email Sender and Provider Coalition (ESPC), and Digital Marketers Act (DMA). In addition, for customers in more highly regulated industries, Adobe offers add-on privacy and security packages for Experience Platform — the Privacy and Security Shield for customers in industries such as financial services and the Healthcare Shield add-on for customers in the healthcare industry.

# 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.

**Discover more about Adobe Journey Optimizer and how to get started with relevant email marketing campaigns.**

[ Learn more ]

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