Adobe

Adobe Journey Optimizer — journey orchestration, execution, and reporting.

Streamline customer engagement with precise targeting and insights across channels.

Build multi-step customer journeys that initiate a sequence of interactions, offers, and messages across channels in real time. This approach ensures customers are engaged at the optimal moments based on their actions and relevant business signals.

Marketers and journey practitioners need a single application to design, launch, and optimize 1:1 journeys and audience-based campaigns. Effective journey orchestration requires breaking down walls between siloed channels, teams, and martech tools. Adobe Journey Optimizer removes these walls, providing a single application to design, orchestrate, and execute 1:1 journeys and audience-based campaigns.

Journey Optimizer empowers marketers and journey practitioners with an easy-to-use, drag-and-drop interface for journey orchestration. They can create targeted audiences and engage them with resonant messages and offers across the appropriate channels. Additionally, these practitioners can monitor and measure channel, campaign, and journey performance to deliver more value across the customer lifecycle.

Journey Optimizer has the following journey orchestration capabilities:

Journey designer. A drag-and-drop canvas for building multi-step journeys and audience-based campaigns with personalized messages that can be activated by customer behavior, contextual data, and business events.

Robust reporting. Out-of-the-box measurement and reporting tools to easily visualize and monitor performance across channels, journeys, and campaigns.

Easily build and execute customer journeys across channels.

Customers expect consistent and personalized end-to-end journeys that provide the next-best experience, action, or offer at each step. These experiences must flow seamlessly across relevant and preferred channels as customers interact with a brand, from its website to its mobile apps and notifications, emails, SMS/MMS messages, in-store experiences, and more.
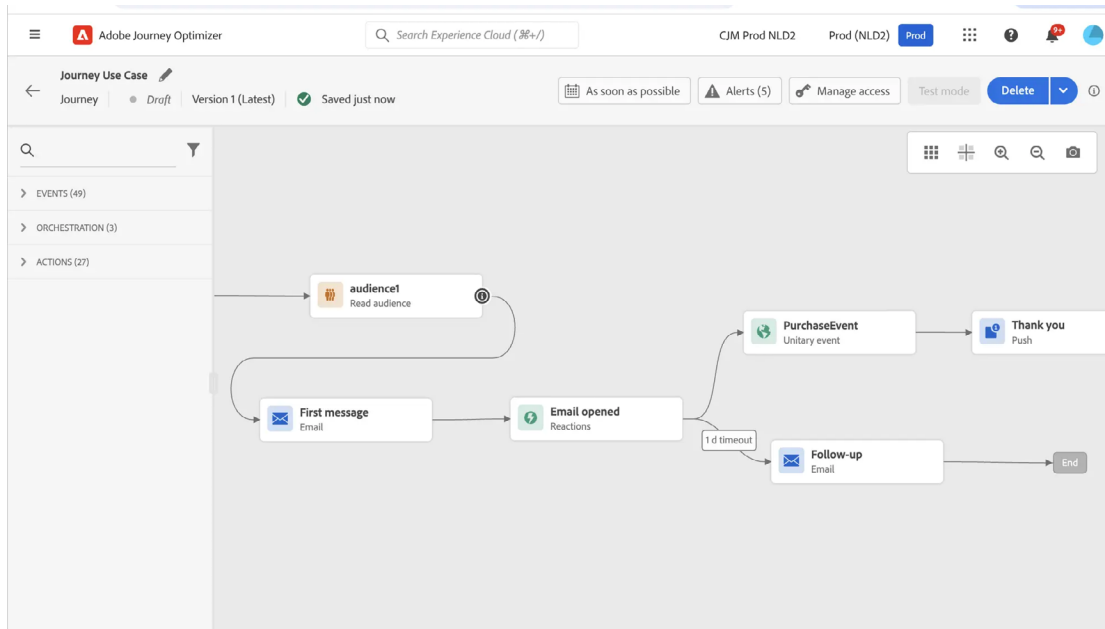
Marketers and journey practitioners identify a trigger to start the journey, then define touchpoint actions — such as opening an email, making a purchase, or using contextual data — to guide customers along their path.

The Journey Optimizer journey designer provides everything marketers and journey practitioners need to orchestrate multi-step 1:1 journeys across channels. This includes an intuitive drag-and-drop canvas to orchestrate each step of the journey, define the target audience, and include the messages, offers, and content across channels that target audience members will see based on behavior, contextual data, and business events.

We begin by defining the action or event that kicks off the customer journey, and then the touchpoints where customer actions, events, or contextual data will seamlessly guide them to their next best step. This process starts with defining the action or event that kicks off the journey, followed by defining touchpoints where customer actions, events, or contextual data seamlessly guide them to their next best step.

For scheduled campaigns like monthly newsletters, marketers can send transaction-based journeys or set up automated journeys to engage qualified audiences on a specific cadence — such as sending a push notification to remind dental customers of an upcoming appointment a week in advance.

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Send real-time triggered 1:1 messages.

From within the journey designer, marketers can send real-time triggered 1:1 messages through any available channel when an event occurs. For example, when a customer subscribes to a streaming service, it can trigger the immediate dispatch of a welcome email series, encouraging them to log into the app for the first time and set their viewing preferences. Similarly, when a local professional sports team wins a game, it can activate a push notification inviting fans at the event to join team members for autographs on the field or court.
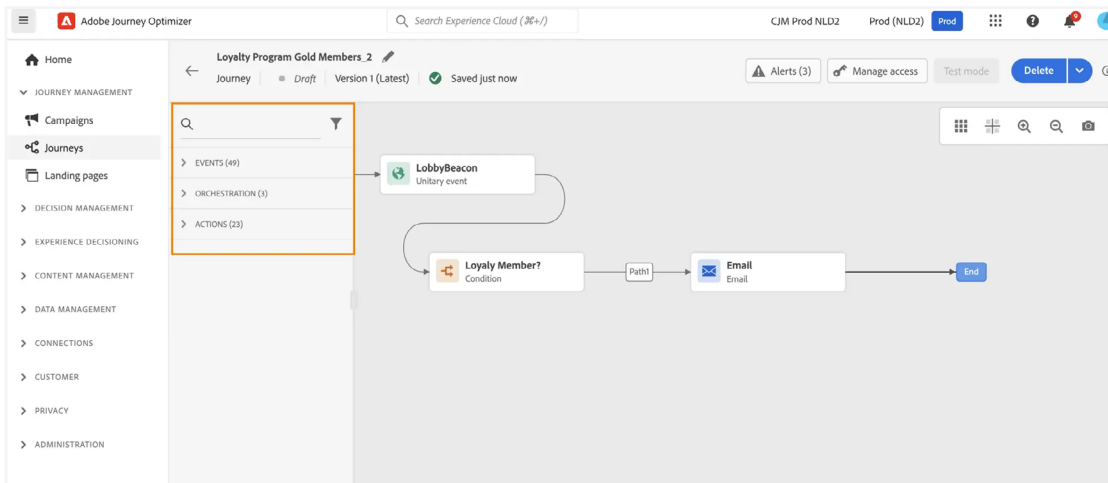
Real-time triggered 1:1 messages give brands the ability to build loyalty by engaging customers in moments that matter.

Actions like completing the purchase, opening the email, and logging into the app can be used to advance new customers through their journeys. With built-in active listening, a lack of action for a specified time period can also trigger a message, such as sending a reminder email to a customer who has abandoned their cart. These brand interactions are highly relevant and engaging because they happen within each customer's unique context.

Get started with use case playbooks
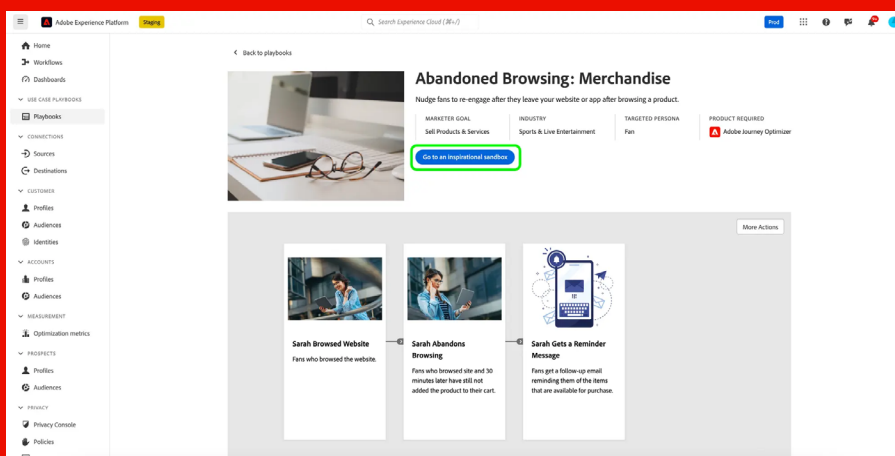
To quickly activate common journeys, explore the Journey Optimizer Use Case Playbooks. These playbooks provide a comprehensive overview, including the intent, goals, targeted personas, and resources needed for each situation. Pre-defined workflows get marketers up and running on new use cases fast.

Build flexible journey paths.

With the journey designer, marketers and journey practitioners can build flexible, customizable journey paths, specifying conditions that segment audiences and divert them into different journey flows. They can also add time-based steps to a journey, such as sending a push message to a retail customer who hasn't completed a purchase 24 hours after placing an item in the shopping cart. For even more powerful time-based messaging, marketers can determine the best time to send a message to each customer using AI-powered send-time optimization.
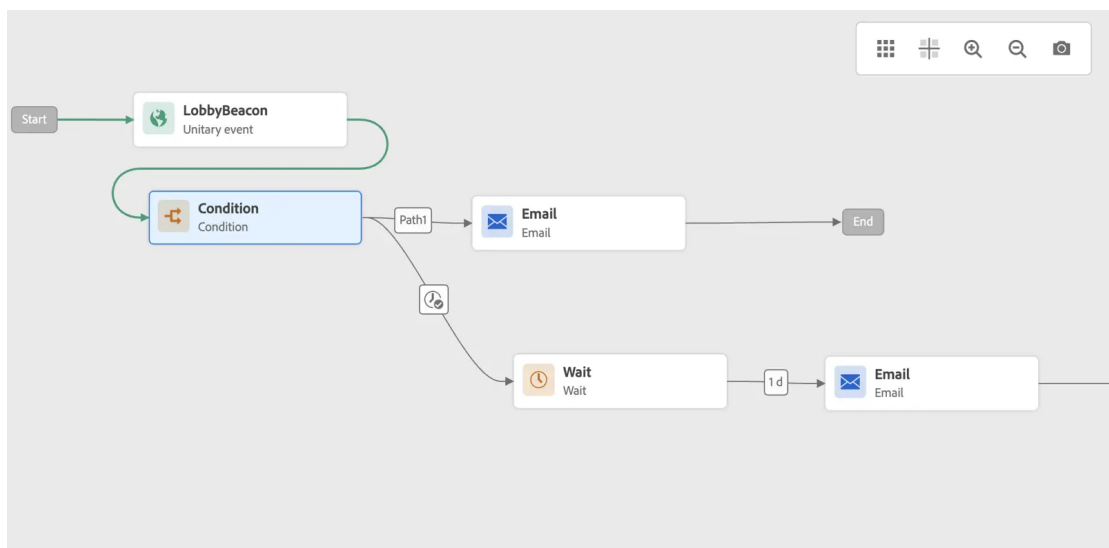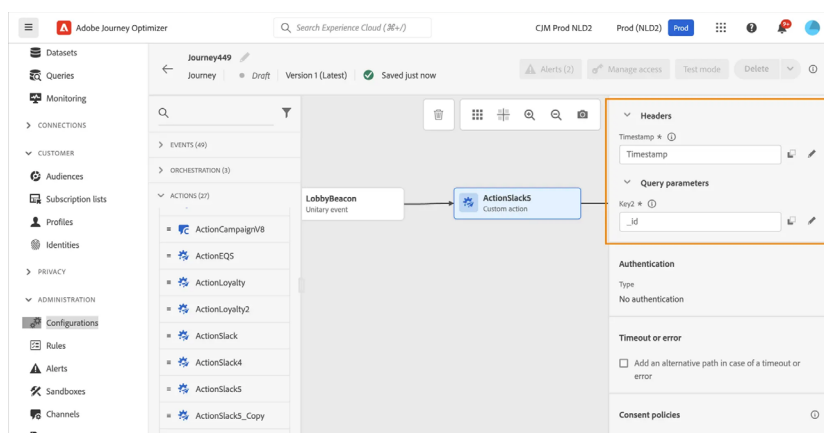

Marketers and journey practitioners can set a wait time, such as two weeks, before triggering the next action, like sending a follow-up email.

To avoid customer fatigue and improve campaign or journey effectiveness, marketers can use the journey designer to cap the number of times a message or experience can be delivered. In addition, marketers and journey practitioners can split audiences by percentages, allowing for experimentation across audiences to see which experiences resonate best.

Send messages using native channels or third-party systems.

The journey designer provides built-in actions that support outbound messages, such as emails, push notifications, and SMS/MMS, as well as inbound channels, including mobile apps, websites, and code-based experiences built directly within Journey Optimizer.

Since some brands use third-party systems to send messages — whether via email, text, or other channels — Journey Optimizer includes custom actions to allow these systems to be integrated into journeys directly from the journey designer.

Built-in actions in Journey Optimizer enable brands to optionally use a third-party system to send messages.

Test journeys before publishing.

Once marketers and journey practitioners have built a customer journey, they can test it before publishing. Journey Optimizer offers "Test mode" as a way to view test profiles as they move along the journey, detecting potential errors before activation. Running quick tests allows marketers to check that journeys operate correctly so that they can publish them with confidence.
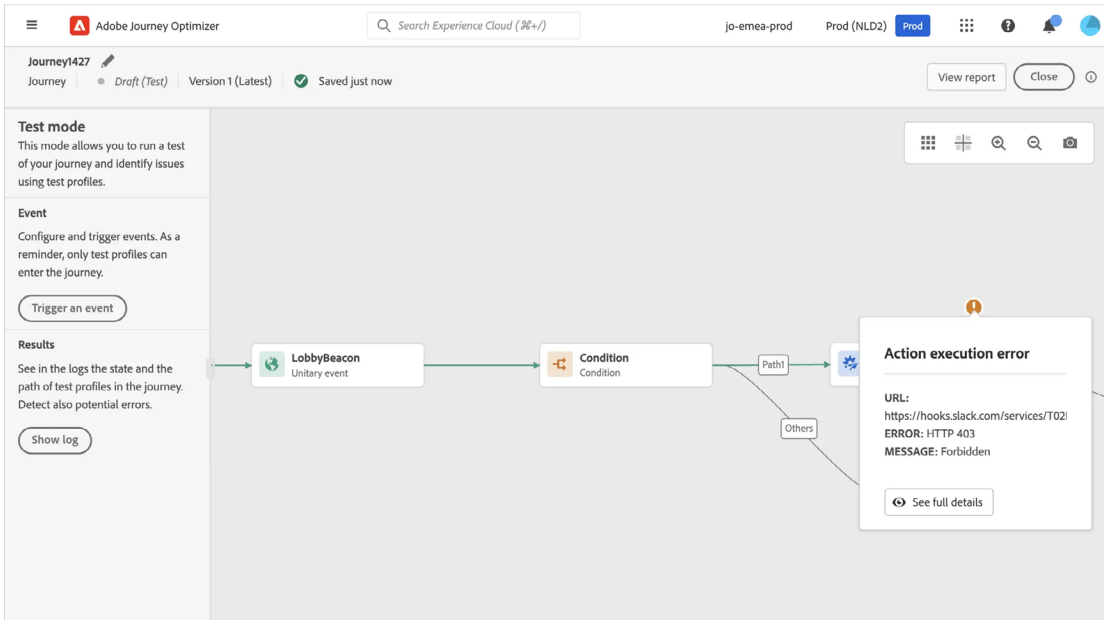
Test mode provides marketers a quick way to verify that a journey runs as expected before publishing it live.

Measure and monitor journey and campaign performance — from one place.

Marketers and journey practitioners need reports and visualizations to gain insights into the performance of their marketing and customer experience efforts, helping them answer key questions about their journeys, campaigns, and channels.
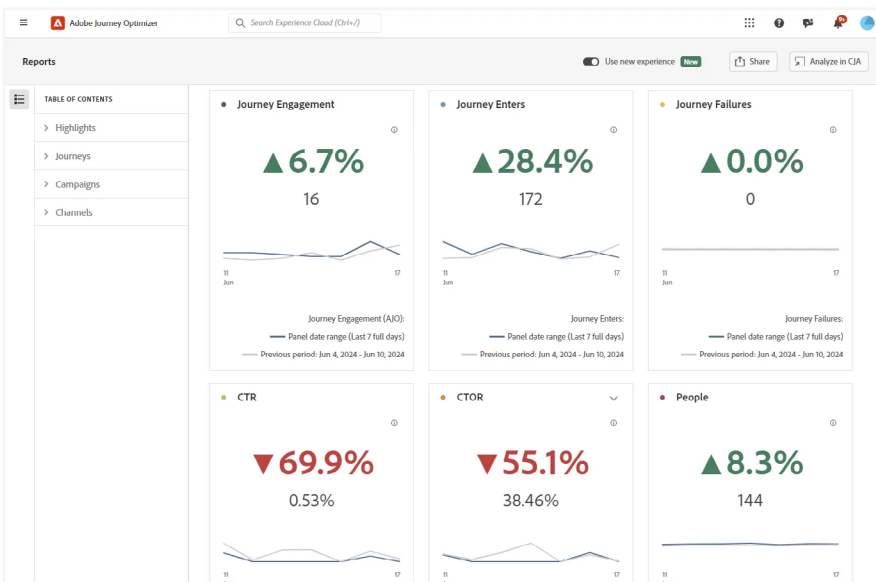

Reports in Journey Optimizer provide valuable visualizations to help marketers and journey practitioners track and optimize the performance of journeys and campaigns across channels.

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Journey Optimizer includes powerful reporting tools for measuring performance across channels, journeys, and campaigns. Live journey reporting capabilities enable marketers and journey practitioners to visualize and monitor how customers are moving through their journeys and engaging across channels. These valuable insights help practitioners optimize journeys, reduce churn, and improve engagement.

Track performance against the metrics that matter most to the brand. For example, brands can measure performance using metrics such as the number of people entering or exiting a journey, the volume of email or SMS messages sent, email content clicks, landing page visits, push notification engagement, and more. Insights like these help marketers and journey practitioners determine if journeys, campaigns, and the messages and content in them are helping the brand meet its business goals.

Deepen journey and campaign insights with Adobe Customer Journey Analytics.

Because Journey Optimizer is built natively on Adobe Experience Platform, journey and campaign analysts can dive deeper into data analysis and exploration through its integration with Adobe Customer Journey Analytics.
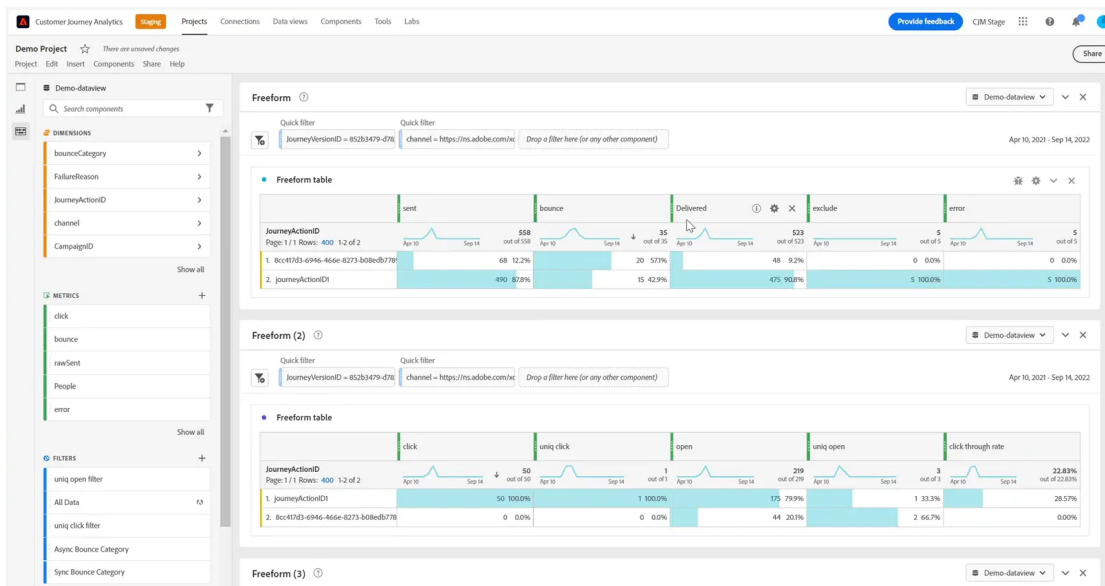
With a single click in Journey Optimizer reporting, brands using Adobe Customer Journey Analytics can dive deep into the entire customer journey, analyzing both online and offline interactions.

This powerful analytics application specializes in stitching together offline data, online data, and interaction data from across an array of sources and provides deep data analysis and querying capabilities. Journey Optimizer and Customer Journey Analytics work seamlessly together, with users able to open Customer Journey Analytics within Journey Optimizer reporting with a single click.

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 how to get started with journey orchestration in Adobe Journey Optimizer.

Learn more

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