# Adobe

# Adobe Journey Optimizer — messages and content for customer-centric engagement.

## Craft messages and content to engage customers across every channel.

## Author, edit, and activate content and variations quickly with a built-in content designer, centralized asset repository, and generative AI.

To create messages and content for activation in omnichannel customer journeys and campaigns, marketers and customer experience professionals need easy-to-use authoring options, including a visual editor, conversion from HTML, templates, and in-workflow generative AI. They also need the ability to easily find and access brand-approved digital assets to speed content creation and personalize messages for each recipient or audience.

Adobe Journey Optimizer provides these capabilities in four main areas:

**Built-in asset management.** Find, manage, edit, and use digital assets using Adobe Experience Manager Assets Essentials, a natively embedded DAM with governance to manage access and version control.

**Message authoring.** Create engaging messages for email, SMS, push, in-app, web, direct mail, and other channels using a drag-and-drop visual editor. Import and convert HTML to visual content blocks, code in HTML, or start from a template. Create and re-use content fragments to expedite workflows.

**Personalization editor.** Personalize messages with dynamic content, including expression fragments that change the content, copy, and more based on customer attributes, behaviors, audiences, external contextual data, and more.

**Adobe AI Assistant Content Accelerator.** Generate on-brand text, images, and entire message variations using generative AI. Quickly test multiple versions of a message to identify winners and boost conversion rates.

# Built-in asset management.

Journey Optimizer makes managing digital assets for cross-channel messaging and content creation efficient and accessible through its built-in DAM, Adobe Experience Manager Assets Essentials. With Assets Essentials, marketers have robust functionality to manage, search, and edit content natively, speeding message and experience creation from concept and design to delivery.

Journey Optimizer also natively integrates with the Adobe enterprise DAM, Adobe Experience Manager Assets, which opens the door to advanced AI and machine learning features for managing digital assets, such as smart tagging, metadata generation, and more.
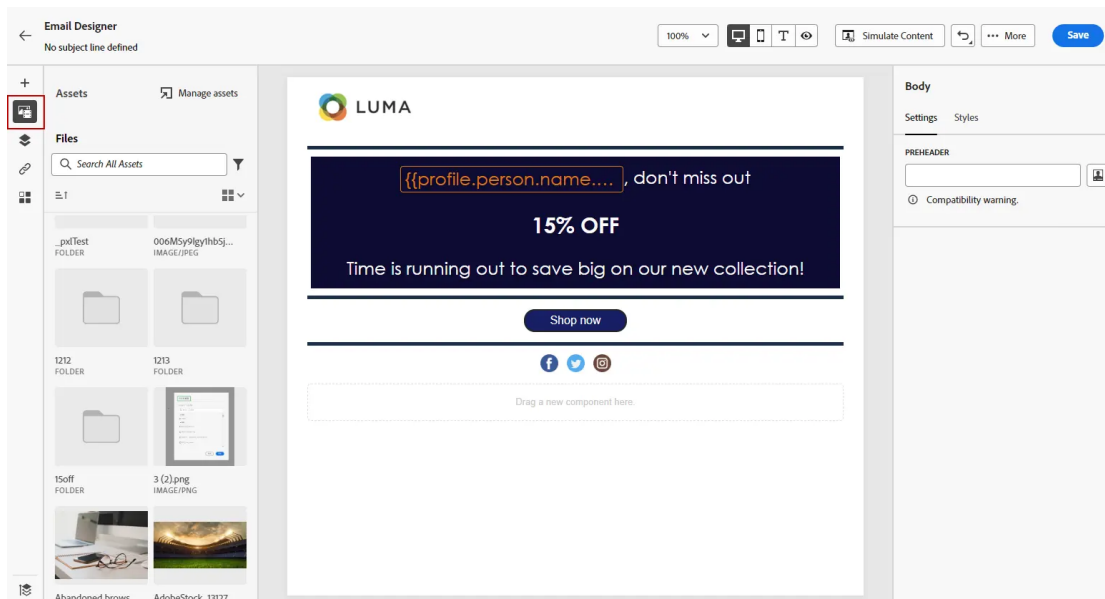


Adobe Journey Optimizer provides a built-in DAM, Adobe Experience Manager Assets Essentials, giving marketers easy access to assets for use in campaigns and journeys.

# Journey Optimizer has the following customer-centric capabilities:

### Asset discovery

Marketers and creative teams need a single source of truth for digital content to use in their journeys and campaigns. With the built-in DAM, Assets Essentials, marketers have a centralized asset library to organize assets in folders, add keywords, or leverage AI-driven smart metadata tagging. This allows them to use full-text search to quickly and easily find the most relevant digital assets.

### Asset editing

Assets Essentials connects to Adobe Express and Adobe Photoshop Express in Adobe Creative Cloud, bringing marketing and creative workflows together. Marketers can work with creatives to tailor existing content with built-in editing tools for resizing images, removing backgrounds, converting file types, and more.

### Asset governance

With Assets Essentials, marketers can better manage campaign and journey assets using detailed information and access controls for each asset. Version control enables marketers to view or revert to prior versions, helping ensure assets are always up to date. Marketers can allow or restrict access to assets via easily applied permissions and controls. To reduce the risk of using unlicensed assets, Assets Essentials provides digital rights management tools.

# Message authoring.

In Journey Optimizer, marketing teams can use flexible design tools to craft the perfect message for each channel the way they want and based on team skillsets and workflows — from drag-and-drop visual editing to HTML coding for email messages.
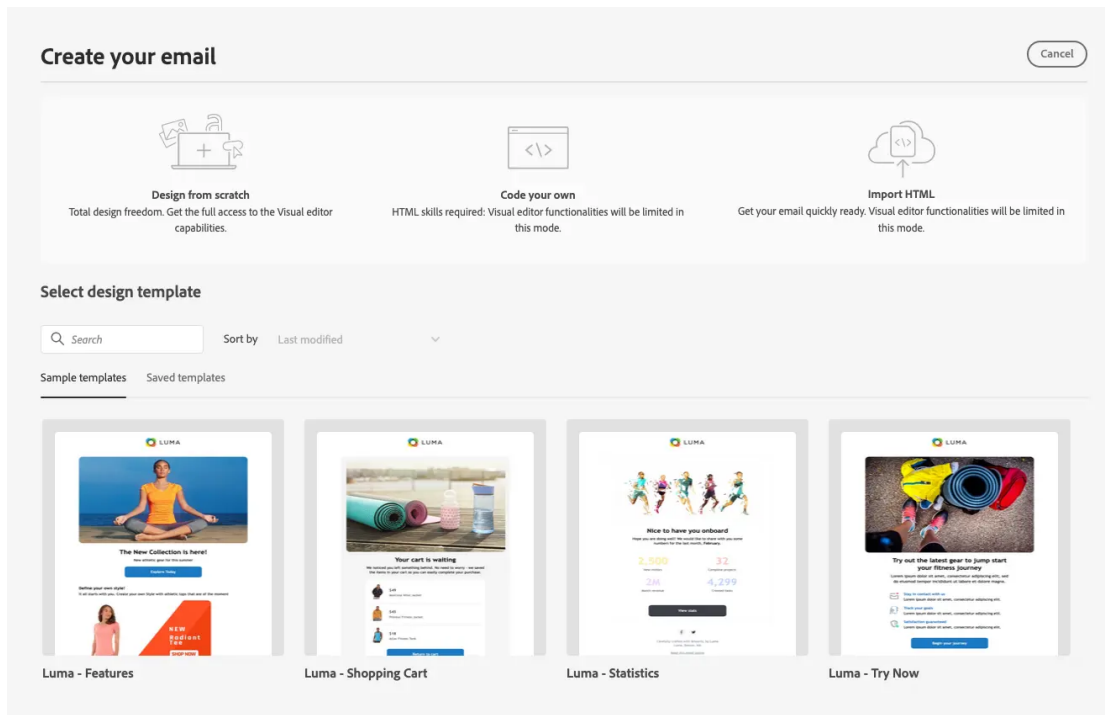


Journey Optimizer provides flexibility to create messages and experiences from scratch in a visual editor, build in HTML, import HTML, or start from a template.

To get started, marketers add a message to a journey — whether email, in-app, push or SMS/MMS — or select the preferred channel for their campaign. Then they can use the message designer to create and edit content for that channel.

The message designer provides relevant options for each message channel:

• **Email** supports adding and editing key elements such as subject lines, body copy, images, media, and more.

• **In-app messages** provide full-screen, modal, banner, or custom layout options, and the ability to define font styles, buttons, images, and other media.

• **Push messages** offer the option to specify which on-click action to take — open the app, deep link to a specific app screen, or open a web URL — while also supporting adding images, video, or other media.

• **SMS/MMS messages** let marketers add text message copy and turn on an MMS option to add media such as images or GIFs to messages.

## Drag-and-drop editing

For marketers who prefer using a visual interface to design, edit, and publish the messages for their journeys and campaigns, Journey Optimizer provides an easy-to-use visual editor for each message channel. Marketers can use the visual editor to drag and drop brand-approved assets from Experience Manager Assets Essentials onto messages. Then they can add offers and let Decisioning deliver the best option to each customer. They can also update channel-specific elements such as in-app message layouts or on-click actions in push messages.

## HTML coding and conversion

Code-savvy users can use the code editor to create email content. They can code in HTML from scratch email message content. They can code in HTML from scratch, paste raw HTML directly into the designer, or import HTML to create the content for email messages. The message designer can automatically convert HTML code into modular, editable content for non-technical users. Within the code editor, users can personalize content based on customer profile attributes, such as first and last name or city of residence. The code editor also provides a preview option and test profiles to check that the message design and personalized content is displaying as intended.

## Content templates

While marketers can create email messages and content from scratch, they can also accelerate workflows by creating and saving dynamic message templates, reusing them across their campaigns and journeys. For example, a telecommunications company could reuse a smartphone sale template each time they want to launch a sale, adapting the design for the unique needs of each campaign by swapping out images, copy, colors, and more. To give marketers a head start, Journey Optimizer provides 20 out-of-the-box templates, and marketers can even save an email as a template for later reuse.

## Adobe Stock

Directly within the built-in message designer, marketers can access millions of high-quality, curated, royalty-free photos, videos, illustrations, and vector graphics from Adobe Stock for use in their messages. AI-powered search results speed up finding assets to match the unique needs of each message. With the Adobe Stock connection to the email designer, marketers can import licensed images directly into their asset repository.

## Personalization editor.

With the personalization editor, marketers can easily personalize message elements with dynamic content — from subject lines to body copy — so communications resonate with their target audiences. Accessing the personalization editor is easy. Simply click the "Add personalization" icon within each element in the message designer.

**For marketers who prefer a visual interface to design, edit, and publish messages, Journey Optimizer provides an easy-to-use visual editor for each message channel.**
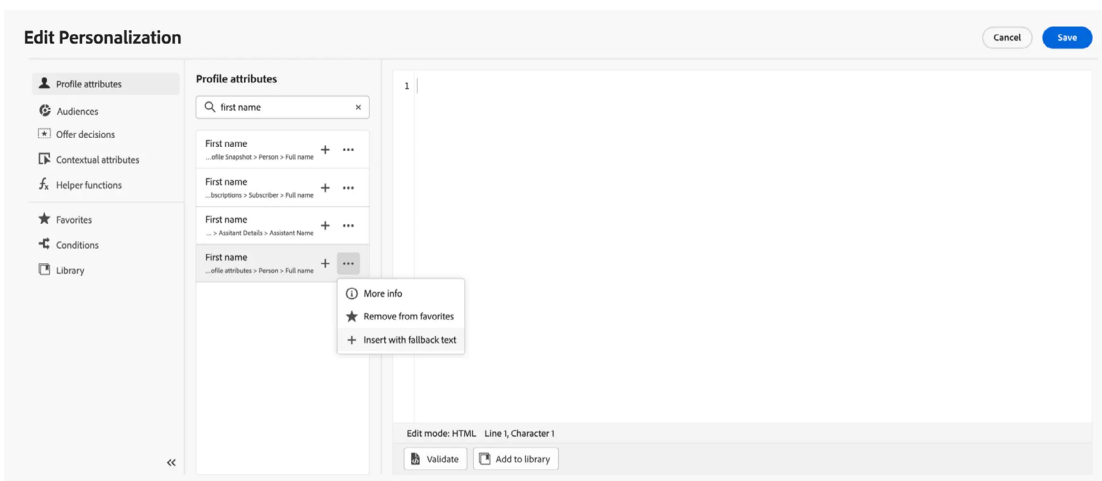
With the personalization editor, marketers can personalize messages using profile attributes such as first name.

## Dynamic content

The personalization editor provides flexibility to adapt email message content by setting up rules to dynamically adjust images, subject lines, links, offers, and more based on each customer's characteristics and context. Content updates can even happen in the middle of a campaign or journey, so customers experience the most relevant content at each moment. A visual rule builder makes it easy for marketers to define dynamic content. They can also reuse previously created rules in new journeys and campaigns — all from the personalization editor.

## Data-driven personalization

Marketers have a breadth of customer data they can harness for hyper-personalization, such as profile attributes, audiences, offer eligibility, and external context attributes like weather, location, and inventory. From the personalization editor, marketers can select data attributes from these data sources for tailoring messages.

## Content fragments

A fragment is a reusable component that can be referenced in email messages for campaigns, journeys, and templates — a banner for the top of an email newsletter. These reusable content blocks enable message consistency and speed up workflows. Marketers can define editable fields in email messages using HTML, JSON, or text, allowing content fragments with personalized elements to be included. These elements can dynamically update based on customer attributes for each campaign or journey.

## Adobe AI Assistant Content Accelerator.

The AI Assistant Content Accelerator in Journey Optimizer, powered by Microsoft Azure OpenAI and Adobe Firefly, helps marketers meet the demand for content in campaigns and journeys by using generative AI to create and fine-tune engaging, on-brand content, optimized for every channel. Content Accelerator can generate variations of copy and images for use in email, push, SMS/MMS messages, and

web, as well as full variations of messages for each channel. To create content, marketers use natural language prompts, campaign content such as previously used emails or brochures, and marketing objectives to generate the variations. For example, Content Accelerator can customize text for an email subject line and body text based on a communication strategy like "exclusivity" and tone like "exciting," "informative," or "persuasive." Marketers can also guide Content Accelerator in producing image variants by specifying the type of image to create, visual intensity, color and tone, lighting, and composition.
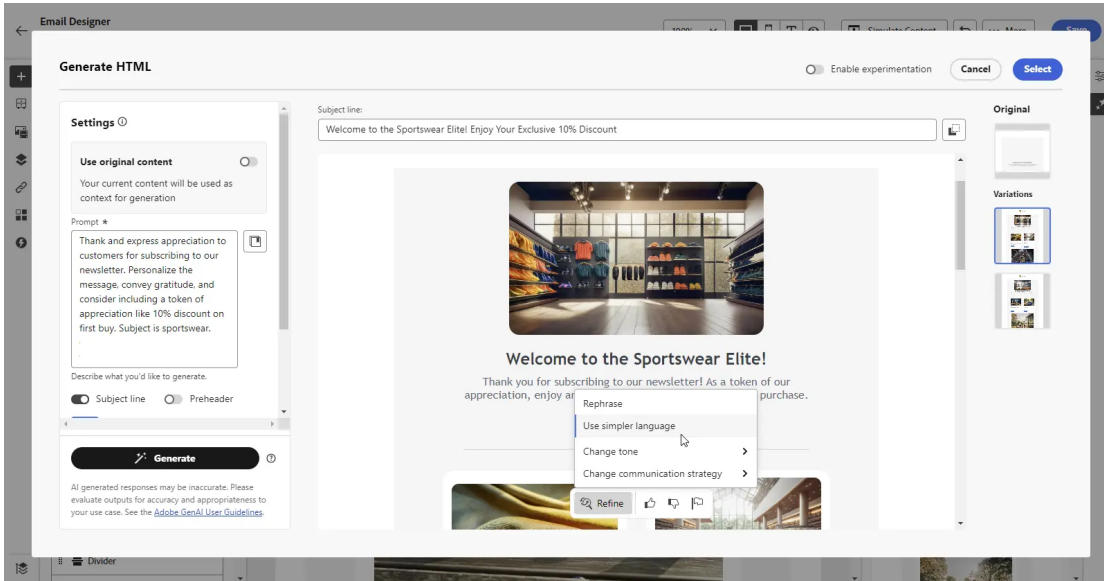


Marketers can use natural language prompts and other features of the AI Assistant Content Accelerator to create and perfect their messages.

Uploading brand assets provides a reference for the style of content, image, or message to generate so that resulting generative AI variations remain on-brand. Marketers can also refine assets using options, such as "rephrase" or "use simpler language." Once marketers have the messages or asset variations they need for their campaigns or journeys, they can use the experimentation capabilities of Journey Optimizer to test and discover which variants resonate with customers.
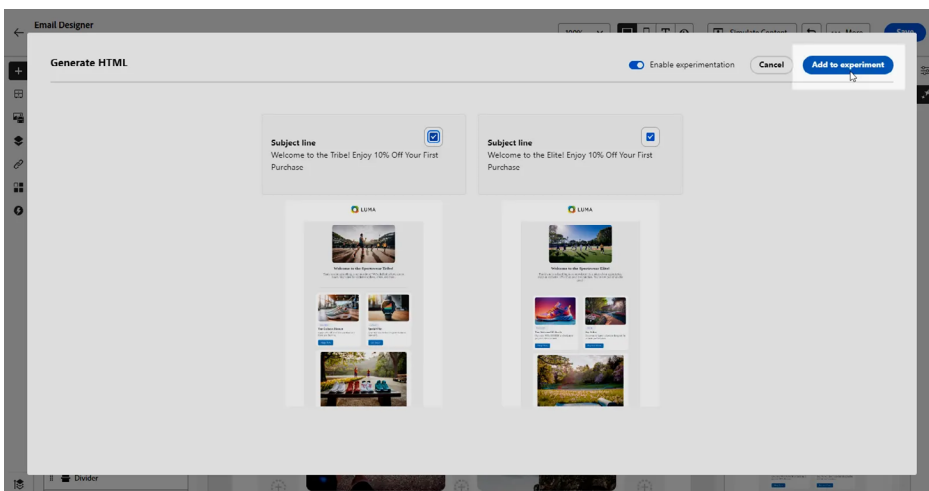


**Content Accelerator can customize text for an email, subject line, body text, and more.**

# About Adobe Journey Optimizer.

Natively built on the industry-leading Adobe Experience Platform, Adobe Journey Optimizer lets brands create, orchestrate, and deliver omnichannel campaigns and one-to-one journeys for millions of customers in a single cloud-native application.

**Explore customer-centric engagement with Journey Optimizer.**

Learn more

# Adobe