



CAPABILITY SPOTLIGHT

Adobe Journey Optimizer — mobile engagement.

Reach customers anywhere with personalized, real-time mobile engagement.

To create meaningful and connected interactions that turn customers into superfans, brands need to deliver personalized, optimized mobile experiences across in-app messages, content cards, push notifications, and SMS and MMS messages.

As consumers continue to shift more of their digital interactions with brands to mobile channels, they expect brands to deliver seamless, relevant mobile experiences and engagement. Adobe Journey Optimizer provides mobile marketers and digital product owners the capabilities to build and optimize mobile app experiences and messages in six main areas:



Mobile app optimization. Features for personalizing customer experiences on mobile apps, including delivering content, pop-ups, app overlays, and feature rollouts.



In-app messages. Tools to design, test, QA, and trigger relevant in-app messages based on customer profile attributes, app usage history, and device location.



Content cards. Digital messaging feature for delivering personalized, engaging content in persistent locations in a mobile app for non-intrusive, dynamic content updates.



Push notifications. The ability to create and trigger personalized push notifications with rich media, and insights into how customers engage with them.



SMS and MMS messaging. A visual editor to create, personalize, preview, and send SMS/MMS messages to customer mobile devices, and reports to track message performance.



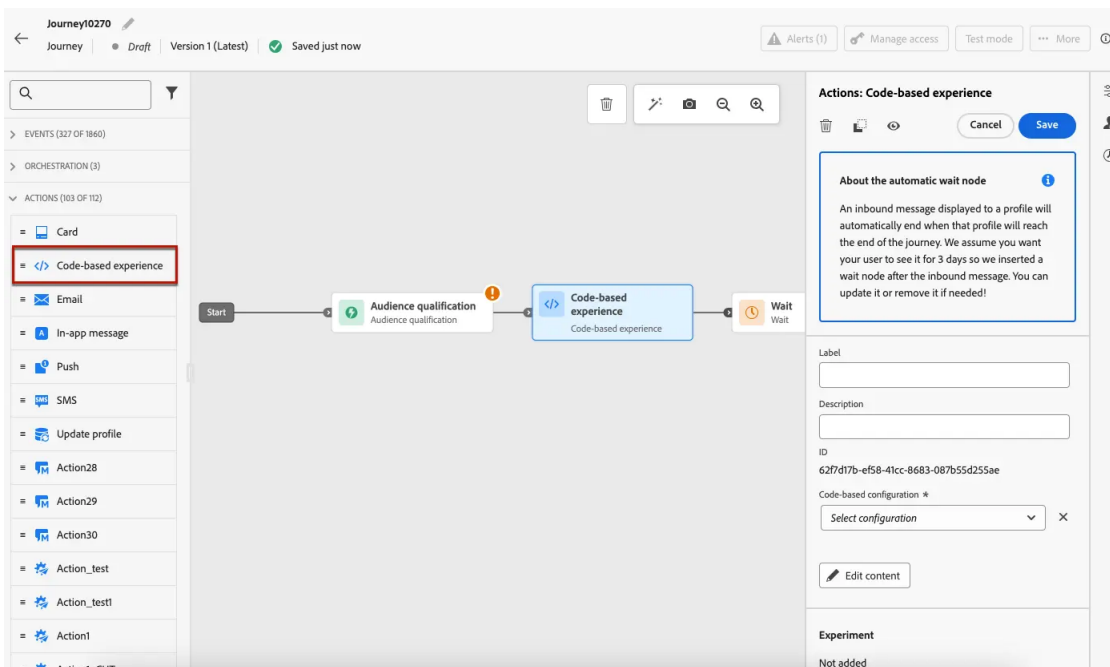
Geolocation. The ability to use the Adobe Experience Platform Places Service to power geofencing for triggering mobile interactions that are location-based, contextual, and timely.

Personalize and optimize mobile app experiences.

With Journey Optimizer, marketing practitioners have multiple tools available for building, personalizing, and optimizing mobile app experiences for a campaign or as part of a customer journey or feature rollout.

Code-based app experiences

The code-based experience action in Adobe Journey Optimizer lets developers and other code-savvy users have more control of personalization. By composing and delivering HTML or JSON code into native mobile apps, developers can include static and dynamic offers, decisions, and more. Developers can also create dynamic content based on customer attributes using the personalization editor.



Practitioners can insert code-based experiences into customer journeys and campaigns for personalization inside native mobile apps.

UI and UX optimization

The visual editor in Journey Optimizer allows technical and non-technical users to create impactful mobile app campaigns and journeys, using granular editing controls. This improves the customer experience by delivering personalized content based on customer behavior and preferences. Mobile practitioners can then fine-tune personalized content using A/B/n testing that reveals the best-performing variant of the mobile app UI or user experience.

App feature rollouts

With Journey Optimizer, mobile practitioners and app developers can deploy new mobile app features to controlled audiences for gradual rollout, testing, and adoption. They can deliver an app experience with a new feature to a limited segment of users to observe engagement, detect issues, and test and measure its performance against the current experience. After validating that the new feature works as intended and performs well, brands can then roll it out in a full-scale launch.

Flexible development

Journey Optimizer offers flexible server-side, API and SDK frameworks for industry-standard platforms, including mobile client-side SDKs for Android, iOS, React, Flutter, and others, so technical teams can work in their preferred development environment. This means developers, in partnership with marketers, can bring engaging mobile app experiences, content, and messages to market faster using familiar, streamlined workflows. In addition, Journey Optimizer enables developers, mobile product managers, and marketers to validate mobile app experiences with preview, proofing, and simulation tools.

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Deliver bespoke in-app messages.

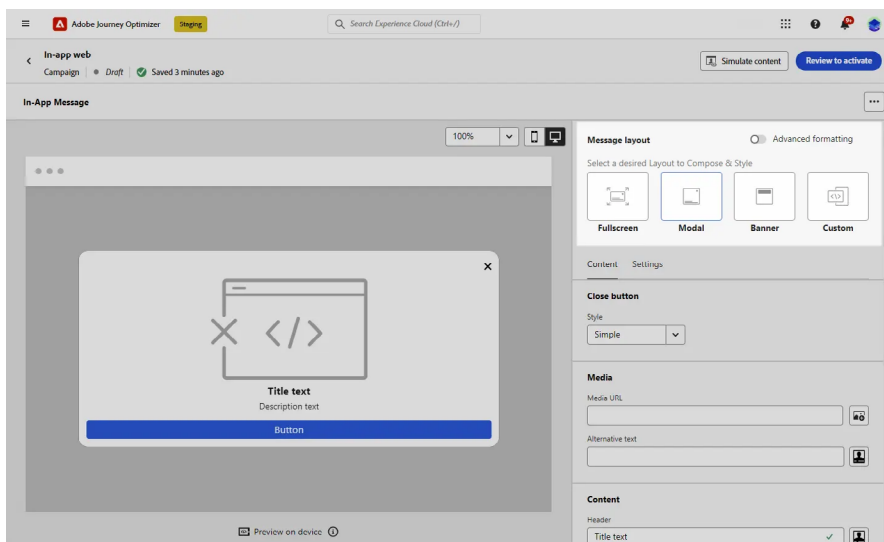
With Journey Optimizer, mobile practitioners can deliver hyper-relevant in-app messages based on real-time customer engagement, customer attributes, app usage history, and device location. In-app messages can steer customers toward new or important app features, highlight special offers, facilitate app usage, and more.

Advanced message triggers

Journey Optimizer lets mobile practitioners create rules that launch in-app messages based on real-time customer behavior and context. For example, while a traveler waits at an airport to board a flight, an airline could trigger an in-app message reminding them that they are eligible to use loyalty program points for a seat upgrade.

Visual message design

Marketers and mobile practitioners can use visual design tools in Journey Optimizer to craft compelling in-app messages that are consistent with the brand look and feel and inspire action. Practitioners can define custom gestures like right or left swipes for app users to respond to the message, button and font styles, and the message layout — fullscreen, modal, banner, or a custom, pre-configured HTML message. Depending on the layout, in-app messages can even contain videos or images to boost interactivity.



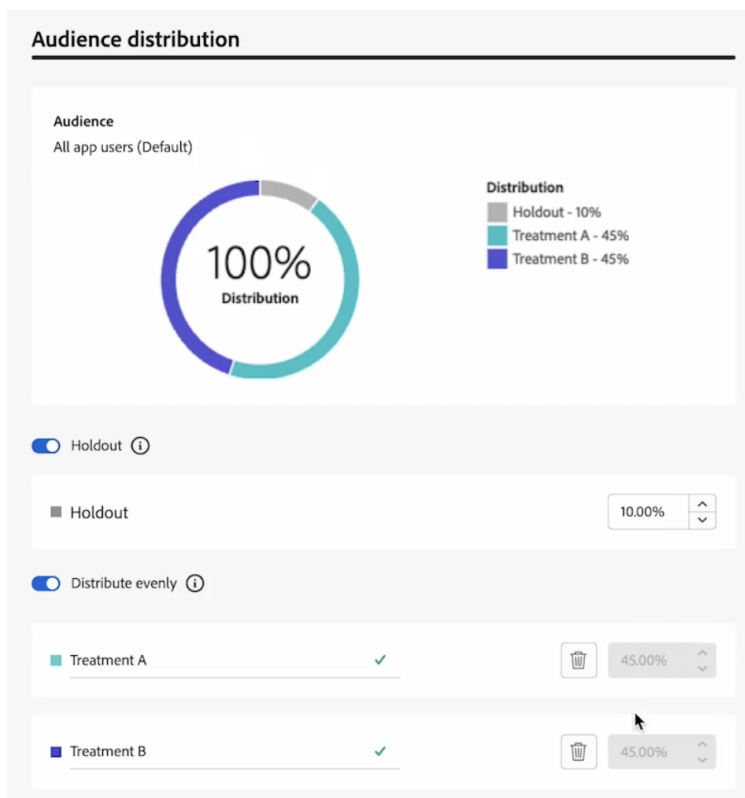
With the in-app message designer, mobile practitioners can choose the message layout and button styles, add media, enter a title and body copy for the message, and perform more advanced customizations.

One-to-one personalization

In-app messages can be personalized for each customer by tapping into the power of real-time customer profiles and geolocation. Mobile practitioners can personalize offers, URLs, and content — including copy, images, videos, background colors, and buttons. For example, a customer scanning a ticket QR code from their events app to enter a concert venue, could trigger an in-app pop-up message with a promotion for band merchandise.

Experimentation

To optimize in-app messages, mobile practitioners can run an A/B/n experiment with two or more variants of a message to determine which content resonates best, define a success metric and specify the percent of app users to divert to each variant. Practitioners can choose to hold out a percent of the audience to continue delivering the current message to see if the winning message in the A/B/n test moves the needle in a positive direction.



Experimenting with in-app message content lets mobile practitioners see which message best engages a specific audience.

Out-of-the-box templates

With Journey Optimizer, mobile practitioners can create messages fast using ready-to-deploy templates, including fullscreen takeovers, modals, banners, and fully custom layouts. Practitioners can start with out-of-the-box layouts, modify them as needed, and even save them as templates for later reuse.

QA preview

Marketers and digital product managers can preview their mobile app experiences — including in-app messages — before they go live using quick QR code device pairing and preview. Data in test profiles can stand in for personalized content in test messages. Practitioners simply pick the device on which to preview the message, scan a QR code, enter a PIN, and quickly trigger the message to display on the device to verify that the message displays as intended.

Seamless integrations

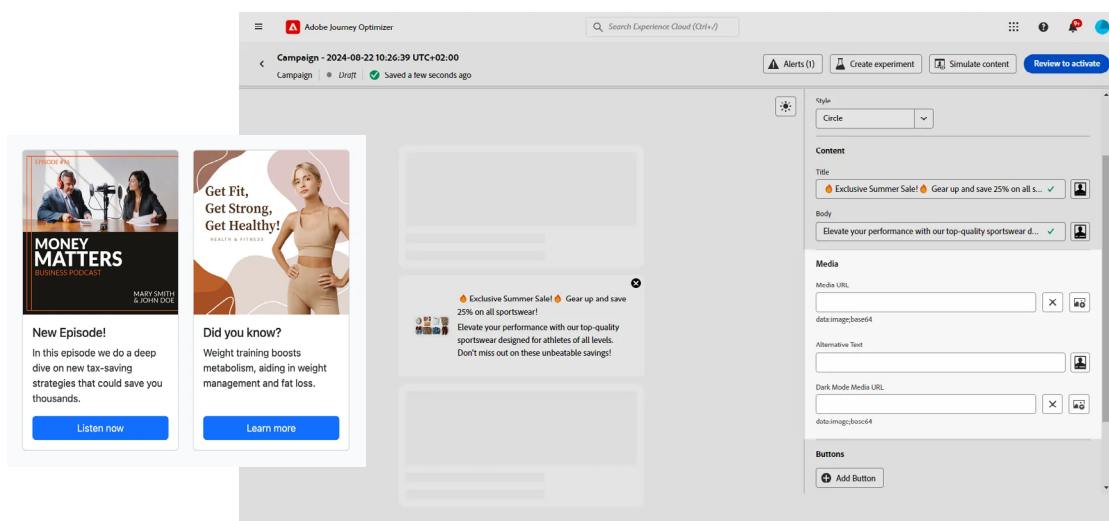
Journey Optimizer supports industry-standard integration patterns on iOS, Android, React Native, and Flutter platforms with SDKs. The Adobe Experience Platform Mobile SDK includes all the extensions mobile practitioners need to integrate with iOS and Android applications to send in-app messages and engage with customers on their mobile devices. With [Guided Channel Setup](#), brands can configure their marketing channels, including web and mobile apps, for use with Journey Optimizer.

Keep users engaged with content cards.

With content cards, mobile marketers can share dynamic content directly within persistent content blocks that are seamlessly integrated into the app user interface. This type of non-intrusive updated content keeps users engaged and informed about important messages, opportunities, and more — such as an upcoming webinar or sale.

Authoring content cards

To customize content for a content card, mobile marketers use a form-based editor to define its content and design. Content cards can include text and rich media, such as images and videos, as well as buttons that users can click to initiate an action like opening an event landing page or sale page in the app. Just as with other mobile channels, marketers can personalize content based on user attributes, behaviors, location, and other contextual attributes.



Content cards support linking to URLs for rich media, including images and videos, as well as for selecting from existing assets in the Adobe Experience Manager Assets Essentials library.

Multi-platform support

Content cards can be used within the user interface of iOS and Android mobile apps, and on websites. Journey Optimizer provides mobile app product managers the option to select the content card channel and configure where the content card experience will display.

Send push notifications.

While in-app messages deliver content to app users while they're using the app, it's also important for brands to engage users and draw them into the app when they're not using it. With Journey Optimizer, marketers and mobile practitioners can create and send engaging push notifications with copy and rich media. They can also capture insights to better understand how customers are engaging to optimize notifications.



The screenshot displays the 'Compose Message' interface for an Android notification. At the top, there are tabs for 'iOS' and 'Android', with 'Android' selected. Below the tabs, the 'Compose Message' section includes a 'Silent Notification' toggle (currently off), a 'Title' field with the text 'Hey {{profile.person.name.firstName}}!' and a green checkmark, and a 'Body' field with the text 'Special Offers in {{profile.homeAddress.city}}' and a green checkmark. A 'Open personalization dialog' button is positioned above the body field. Both the title and body fields have a user icon to their right.

Personalized push notifications resonate with customers, which can increase app user engagement, conversion, retention, and loyalty.

Personalization and targeting

Mobile practitioners can use Journey Optimizer to send relevant push notifications based on customer behaviors, preferences, and past interactions, personalizing every messaging element with dynamic content. They can personalize the message title and content body using customer attributes such as name, location, and loyalty program status.

Real-time triggering

In Journey Optimizer, brands can trigger sending push notifications to customers in response to real-time actions or events, such as purchases, cart abandonment, or geolocation changes. Push notifications can be used to re-engage users, help them return to complete purchases, introduce new features, provide valuable information, or simply confirm a transaction. For example, a retail app may send a confirmation notification immediately after a customer completes an in-store or online purchase. Similarly, the app may trigger a push message for a discount on purchases when a customer enters the geofence that a brand has defined for one of its physical stores.

● Sending Statistics

Campaign Name (AJO)	People	Targeted (AJO)	Sends (AJO)	Delivered (AJO)	Bounces For Outbound Channels(AJO)	Outbound Errors (AJO)	Outbound Exclusions (AJO)
SMS Campaign	11	1,163	0	0	0	0	1,163
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%

With sending metrics, mobile practitioners can measure performance and investigate sending issues, such as bounces and errors.

Report metrics

To measure the impact of push notifications, Journey Optimizer provides journey and campaign reports that show summary graphs with performance metrics, such as the number of notifications delivered, bounced, or with errors within the last 24 hours. Deeper report metrics displayed in tables reveal the total number of targeted messages, alongside the number sent, delivered, bounced, opened, and more. These metrics can all be further broken down by the user's mobile device operating system or platform.

Custom data

Mobile practitioners can add custom data variables to notifications to prompt an app to take specific actions. For example, a sports app can use custom data to update a message with the latest sports scores. Practitioners can also use custom data to tailor the app with unique sounds to indicate moments of interest, such as the arrival of a new message, availability of an app update, or an alert to an impending weather event. Similarly, custom data can be used to display badges that show the number of unread messages and group together notifications for easier viewing.

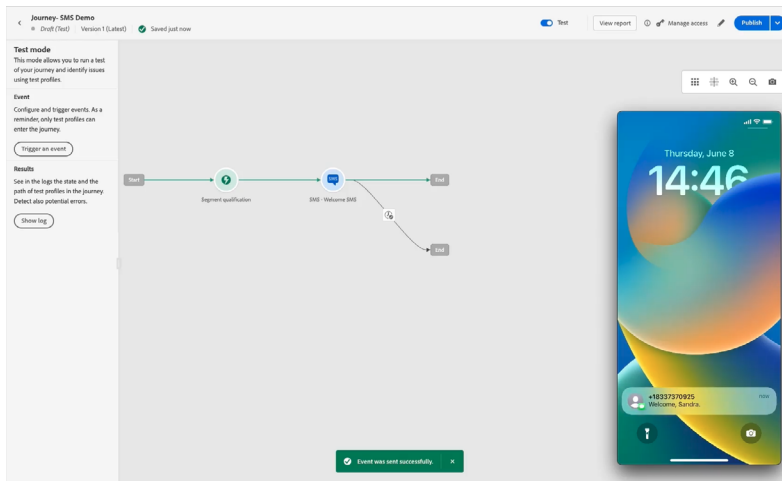
Deliver SMS and MMS messages.

Journey Optimizer provides marketers everything needed to create, personalize, preview, and send text messages to customers' mobile devices. Almost all of the capabilities available for email, in-app, and push messages are also available for SMS and MMS messages.

Batch and real-time message creation from a single tool

Marketers can use Journey Optimizer to craft and send SMS and MMS messages in both audience-based batch campaigns and real-time, one-to-one customer engagement — all from one tool. Marketers can add an SMS action to a journey or campaign and then compose the message content using a visual editor.

Messages can include personalized content such as first name, location, and purchases, as well as dynamic content that adapts message content based on conditional rules — for example, sending the message in a recipient's preferred language. Enabling the MMS option of the visual editor allows videos, images, audio clips, and other media in messages. And marketers can use test mode to verify that a message delivers and displays as intended.



Using test mode lets marketers validate that an SMS message sends and displays content as expected.

Consent management

Reaching customers in the moment via SMS and MMS requires compliance with industry standards and regulations for consent management, including letting customers easily unsubscribe. Journey Optimizer natively supports common inbound keywords and replies for out-in, opt-out, and help. Those keywords trigger a standard reply from service providers. For unrecognized keywords, marketers can configure a default reply.

Brands can also configure custom keywords, such as “app,” “coupon,” “start,” or any other words, which are captured and stored as attributes in customer profiles. Those attributes can then trigger custom responses or actions, such as sending an email or messaging a link to download an app.

Flexible service providers

Journey Optimizer delivers SMS and MMS messages through native integrations with SMS and MMS service providers Sinch, Twilio, and Infobip. For brands that prefer a different message delivery service provider, Journey Optimizer will soon have the flexibility to configure an alternative SMS provider while enabling full SMS authoring, preview, delivery, and reporting.

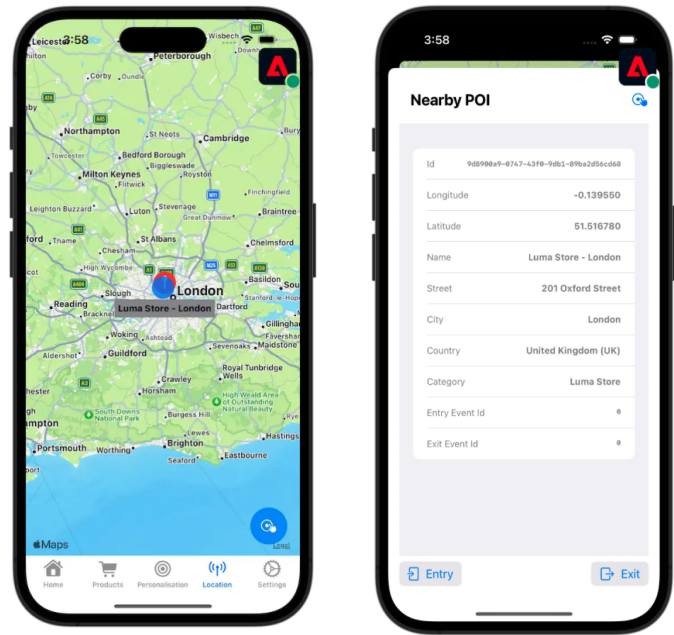
Use geolocation to reach users at the right time.

Journey Optimizer leverages the Places Service of Adobe Experience Platform to engage with mobile app users at the right time based on their location — one of the most valuable triggers for engaging with on-the-go customers.

The Places Service provides a brand's mobile app with location awareness, so it can understand the user's location context. Because the service offers easy-to-use SDK interfaces, developers can streamline and reduce the app code and development time required to monitor a device's location. The Places Service also provides a flexible database for managing points of interest (POIs) for their brand, such as retail store locations, hotels, sporting event venues, and geofences, which are virtual boundaries defined by latitude and longitude coordinates.

Mobile practitioners can use the Places Service to create their brand's POIs and then define location-trigger rules, conditions, and actions in Journey Optimizer to send timely messages when an app user enters or exits the boundaries of a POI. For example, a push notification reminding a drugstore customer of a sale on cosmetics could be delivered as they enter the geofence defined for a drugstore location. Practitioners can even simulate the app user experience to validate that the experience has been set up properly.

In addition, the Places Service provides a world map to visualize and better understand POIs in a spatial context. Mobile practitioners can also update metadata associated with POIs, along with attributes, such as name, address, and category. Other custom defined metadata tags can be edited and used when targeting mobile app users with mobile experiences and messages based on location.



Mobile practitioners can set up Points of Interest (POIs) for their brand using the Places Service and then simulate entry and exit to a defined geofence for a POI to validate that it works as intended.

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.

Learn more about how Adobe Journey Optimizer can help brands enrich mobile engagement.

[Learn more](#)

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