



CAPABILITY SPOTLIGHT

Adobe Journey Optimizer — web personalization.

Engage and retain customers with personalized, optimized web content, offers, overlays, and experiences.

Brands need the ability to tailor in-browser messages based on customer behavior to ensure every interaction is meaningful and consistent across each customer's journey.

Brands aim to deliver dynamic web experiences that enhance customer journeys and campaigns. With Adobe Journey Optimizer, marketers and web teams can effortlessly modify web content with visual editing, create compelling in-browser messages, personalize single-page applications, and continuously optimize their website to ensure every site visit has an impact.

Journey Optimizer empowers marketers and web teams to enhance their websites in five key areas:



In-browser messaging. Tools for creating and launching engaging pop-ups, banners, overlays, and more with templates, no-code workflows, and customization options.



Visual webpage editing. A WYSIWYG visual editor to design the perfect customer experience and to modify content, links, fonts, images, and offers.



Code-based experiences. An intuitive non-visual editor to insert and edit personalized web content for headless or server-side websites.



Single page application (SPA) editing. Editing controls to personalize single page applications.



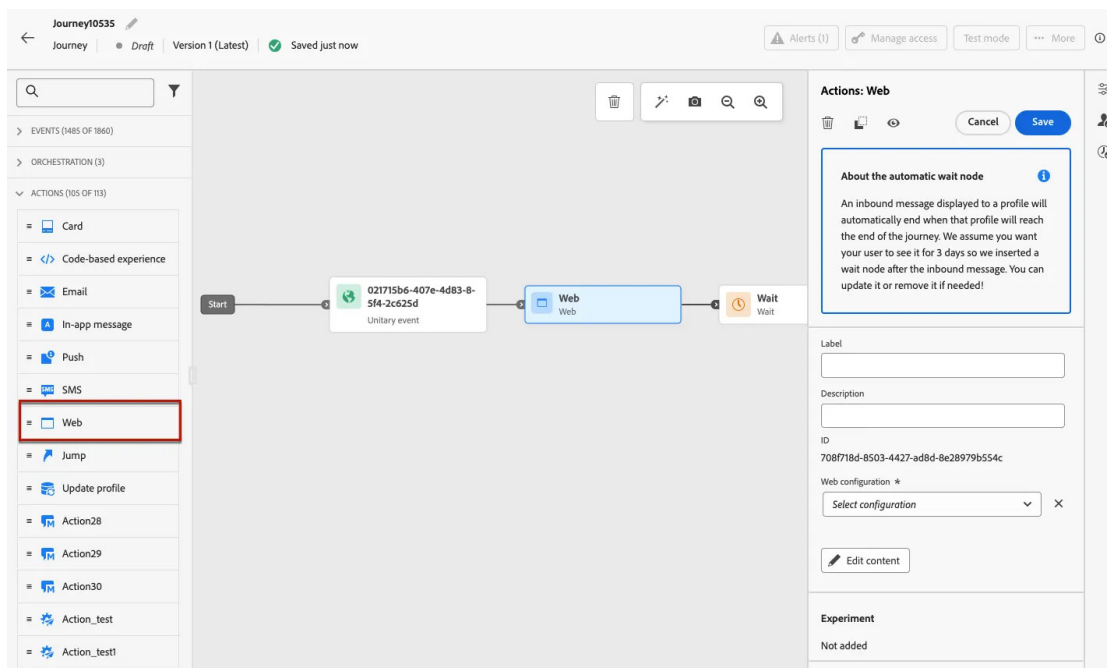
Personalization and A/B testing. Tools to experiment with web experience variants, personalize messages, create multilingual content, and simulate personalization.

Personalize in-browser messages.

With out-of-the-box templates, no-code workflows, and customization options in Journey Optimizer, marketers can quickly design, create, and launch messages in engaging webpage pop-ups, banners, overlays, and more.

Behavior-based messaging

By setting flexible triggers within a journey or campaign, marketers can deliver the right in-browser message at the perfect moment based on customer behaviors or events. For example, triggers can specify message delivery on initial webpage load or in response to specific customer actions, such as a customer visiting a page or adding an item to a cart. In campaigns, API calls can be used to trigger sending in-browser marketing and transactional messages, such as a confirmation message after a customer makes a purchase or a note that an email has been sent when a customer requests a password reset.



In a customer journey, marketers specify the customer behavior or events that trigger in-browser messages.

No-code experience creation

Once an in-browser message has been added to a journey or campaign, marketer-friendly tools make it easy to create in-browser experiences, such as a fullscreen takeover, stripe banner, modal, or a customized code message using pre-built HTML. Speed up the creation of in-browser messages by starting with out-of-the-box templates and modifying them to suit a brand's needs. With the CSS style editing bar, it's easy to match the look and feel of any website.

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Frequency rules

Business rules that define how often a message appears mitigate marketing fatigue by ensuring that every message makes an impact. Message frequency rules include showing a message at every visit, only once, until the customer clicks through it, or for only a specific number of views.

In-app message trigger

Show message if Connect to device

Application launch event happens

And

Day of week is Sun Mon Tue Wed Thu Fri Sat

+ Add condition + Make group

Frequency

Show message to eligible users

Everytime

Day of week

Time of day

Setting frequency rules for when or how often an in-browser message displays helps marketers maximize impact.

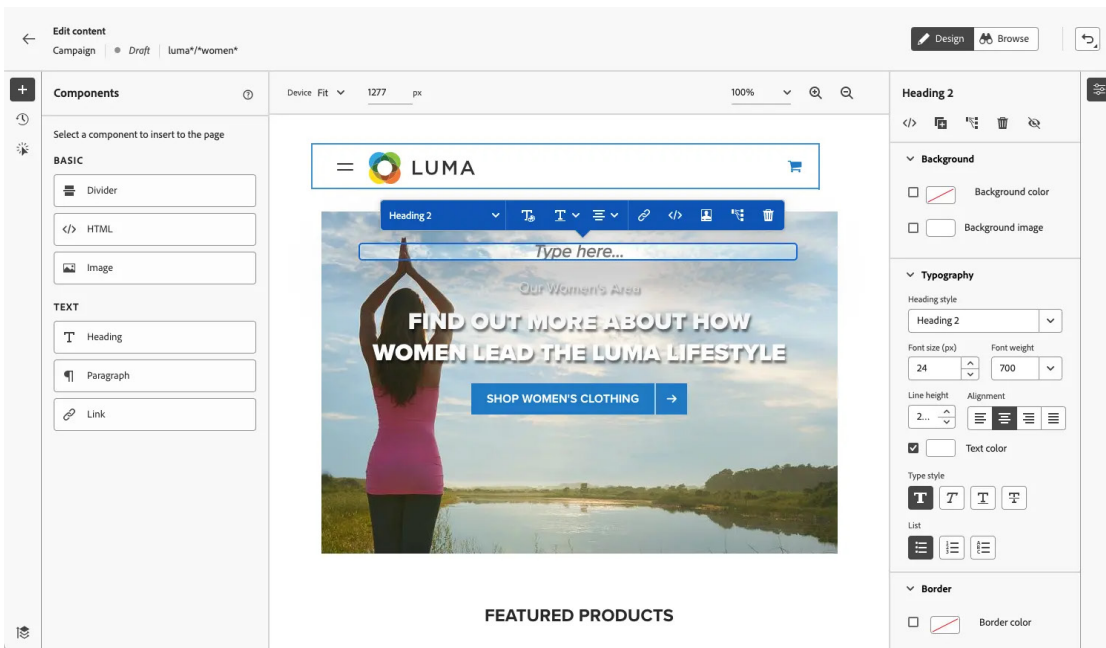
Editing with a visual webpage editor.

Through the web channel action, Journey Optimizer provides a visual editor for marketers and web teams to design the perfect customer experience by adding and modifying everything from containers and content blocks to background colors, borders, fonts, links, images, and offers. Users can make changes to styling without diving into the underlying code. Technical marketers and product managers have the flexibility to modify webpage components in an HTML designer with full control over the HTML, JavaScript, and CSS.

Component editing

It's fast and easy to personalize compelling web experiences by inserting components — such as section dividers, HTML blocks, images, headings, links, or paragraphs — into a webpage. You can directly modify or create content for a selected component on the page by entering header text, swapping out images, adding links and personalization, and more. Available editing options contextually update based on the selected component. For example, selecting a container provides options to modify the background image or change the container size.

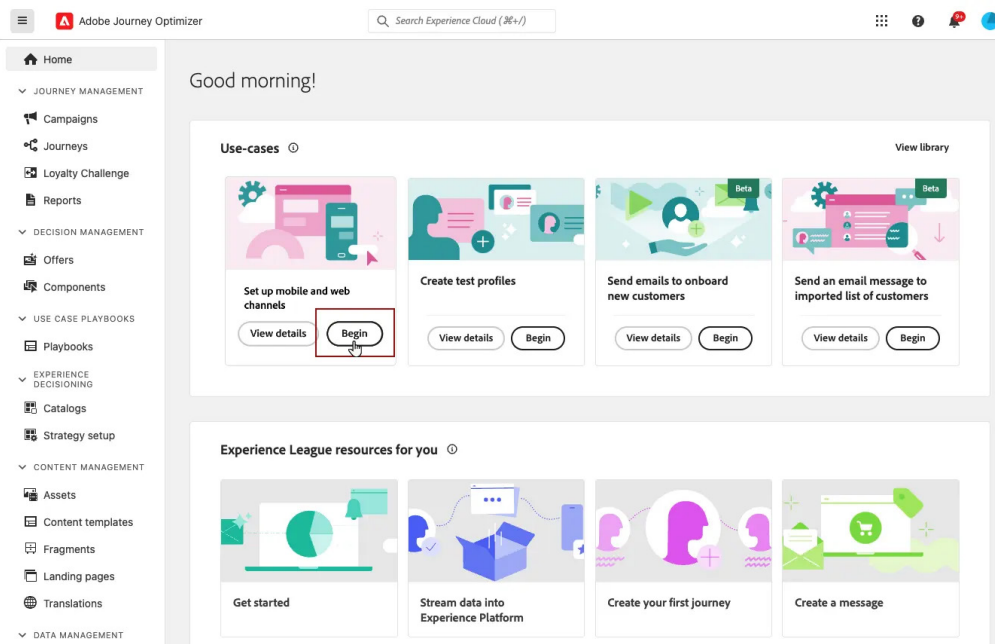
Available from a single click, an HTML editor also provides the ability to modify the underlying code for a selected component.



With the web editor, marketers and web teams can insert new website components into a page and edit them directly, via contextual options, or they can open and use the HTML designer to edit the underlying code.

Seamless integration

[Guided channel setup](#) enables brands to configure engagement channels for use with Journey Optimizer. For the web channel, a guided workflow specifies all the technical parameters needed to deliver a message or experience to a specific webpage, such as the homepage, or a set of pages. Guided channel setup automates the initial configuration of a channel in Journey Optimizer, saving development time. It also provides assurance tools to validate and troubleshoot the implementation.



The guided channel setup speeds up and simplifies configuring a brand's web channel so that marketers can modify, personalize, and test experiences with Journey Optimizer.

Browse and edit modes

The visual editor can toggle between “browse” and “edit” modes so that users can navigate to the precise webpage they want to edit or personalize. Browse mode is useful for pages that require authentication, like a My Account page. This mode supports typical website browsing actions, such as using navigation to browse to a page. Edit mode opens the web designer, which lets marketers make quick webpage changes using either the visual editor or the HTML designer for direct code modifications.

Device-specific previews

The web designer offers the ability to preview web experiences based on the different devices that a brand’s customers use, including desktop, tablet, and mobile landscape. In addition, an option to change the zoom focus ensures the experience appears correctly on customer devices at the intended zoom level. With these options, website experiences appear flawlessly for every customer, regardless of device.

Using code-based experiences for non-visual editing.

Marketers can deploy web experiences server-side or in a headless manner with code-based experiences. The code-based channel workflow provides a non-visual interface to insert and edit specific elements at individual and more granular locations of your apps or webpages, no matter the type of applications you have, rather than applying modifications to all content elements. Code-based experiences support both JSON and HTML code types, and are also useful when there are restrictions for loading browser plugins or for websites that do not load in a visual authoring mode.

Editing with single-page applications.

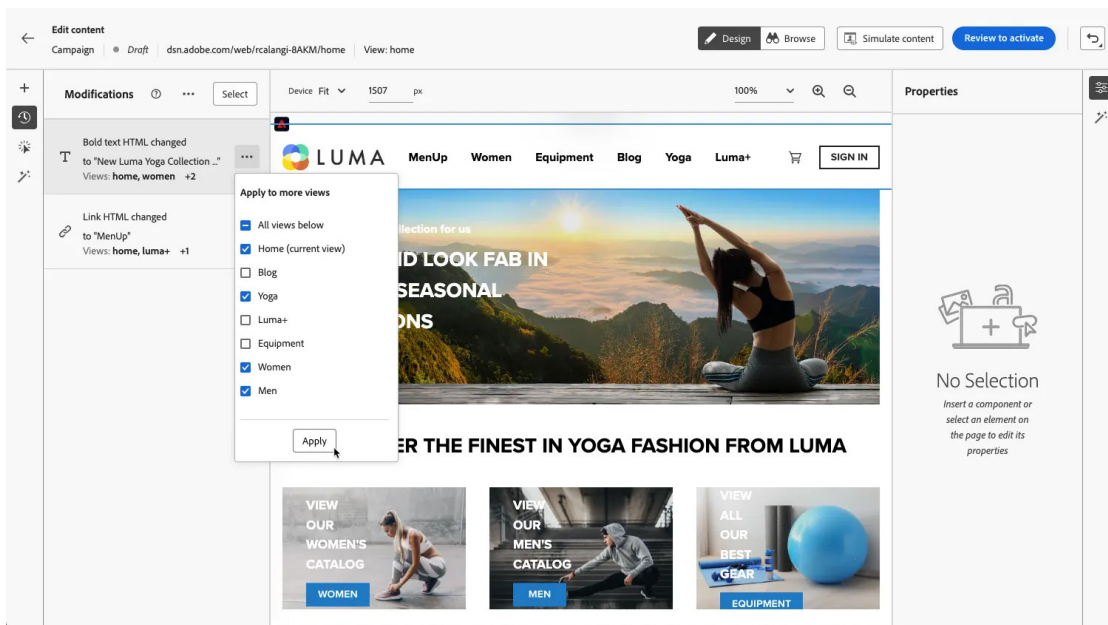
Single-page applications (SPAs) differ from traditional webpages by refreshing parts or all of the website without requiring a full browser reload to fetch new content. Marketers and web teams can edit and personalize SPAs using the same WYSIWYG editing controls they would use for a standard webpage.

View-based personalization

In an SPA, all or part of a webpage may be refreshed with what is commonly known as a “view” or “view state.” The web designer allows editors the ability to select and apply personalization to specific SPA views — from the full site to a group of visual elements, such as the home page or all product pages. Personalization can be applied at any level in a view, including all product pages down to the delivery preferences frame on a checkout page. Brands can define views in their web implementation in any way that reflects the design of their SPA.

Flexible editing

From the web designer, teams can review modifications from the list of changes made, and in a couple of clicks, easily apply them to single, multiple, or all views within a SPA. This no-code editing can be used, for example, to update the header style across the entire SPA or to add a banner to a set of related views, such as an outdoor gear store adding a banner advertising 20% off tents to all camping category views.



Marketers can apply modifications made to one view to multiple other views to quickly make updates to SPAs.

Personalize and optimize web experiences with A/B testing.

Journey Optimizer provides marketers with robust tools for personalizing web experiences and in-browser messages, as well as for adding experiments to test and optimize experience and message variants.

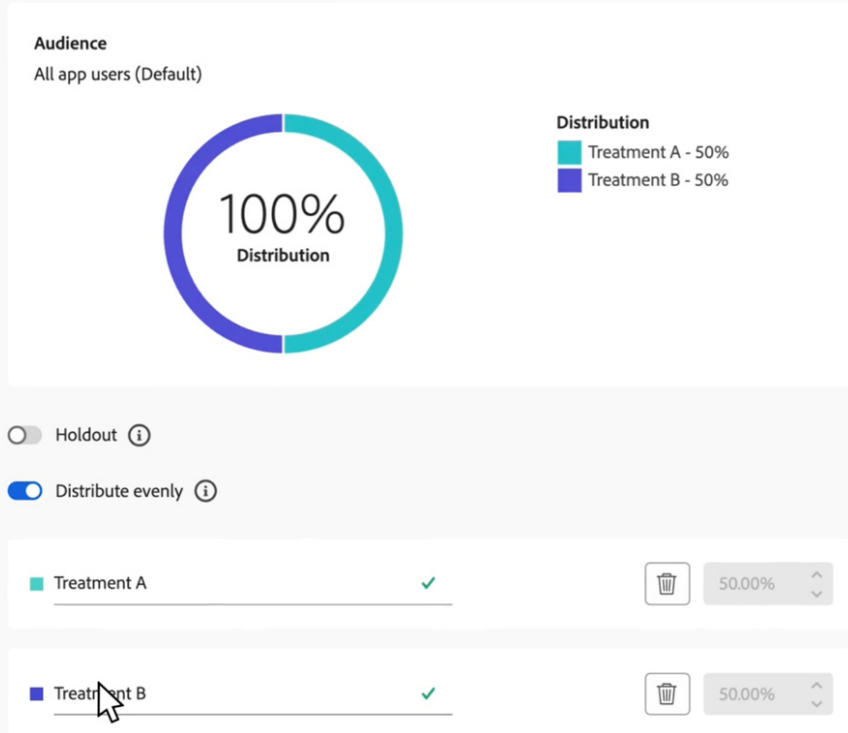
Personalization

The personalization editor supports tailoring web experiences to the individual using customer profile attributes such as first name, last name, and loyalty program membership level. Marketers have a simple `{profile.value}` token system to replace any piece of content dynamically. For example, marketers can deliver an overlay with an offer to gold level members of a loyalty program, addressing them by name, and noting the offer is a perk of their gold-level status. Simulating a personalized experience using test profiles lets the marketer see how the personalized content will render to website visitors before launching the experience live.

Dynamic content

Marketers can take personalization a step further by setting conditional rules that tailor web experiences based on profile attributes, contextual events, or audiences. Web elements that can be dynamically personalized to deliver the right message to the right customer include copy, links, and offers. The dynamic content in the web experience adapts for each customer. For example, if a customer's location is San Francisco, the webpage background image would dynamically update to show the Golden Gate Bridge.

Audience distribution



Experimenting with web experience and in-browser message variants helps marketers discover and deliver variants with the copy, images, layout, offers, and other elements that perform best.

A/B testing

Running A/B/n tests of experience variants with different copy, images, offers, layouts, and other elements reveals which variant performs best based on clicks, revenue, conversion rates, and engagement. To determine if the winning variant outperforms the current experience, a portion of the audience can receive the current variant as a control against which to measure the performance of the new variants.

To get inspired with multiple content variants for experimentation, brands can use AI content generation. With [AI Assistant for content generation](#), brands use original content as the foundation for creating brand new content using natural language prompts.

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.

Find out how Adobe Journey Optimizer can help you personalize and optimize your webpage experiences as part of a fully customized customer journey.

[Learn more](#)

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