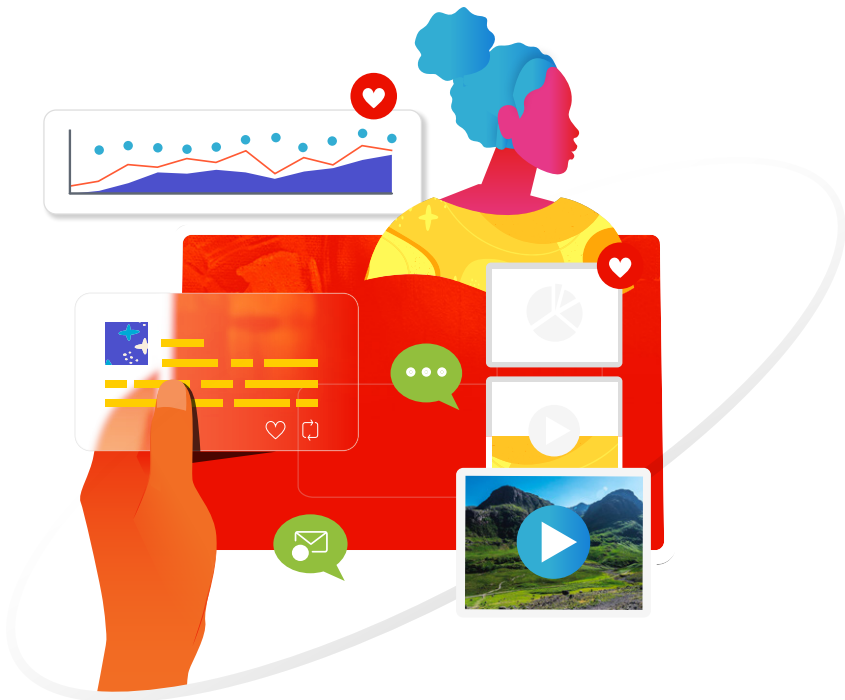




Why your IT team should say yes to Adobe Journey Optimizer.

Answers to three frequently asked questions about deploying and running Adobe Journey Optimizer.





Adobe Journey Optimizer can help companies take a collection of disconnected channels and stitch them into a single, seamless journey. This application also allows companies to retire numerous channel-specific marketing and content management solutions—a big win for both marketers and IT.

But your teams may have some questions. Specifically, they may want to know how Adobe Journey Optimizer delivers experiences in real time, connects to other Adobe Experience Cloud products, and supports marketing across a wide variety of popular channels.

1. How does Adobe Journey Optimizer deliver real-time customer experiences?

Because Journey Optimizer is built natively on Adobe Experience Platform, it comes with data connectors able to ingest a variety of data types—including behavioral, transactional, financial, and operational data—in batches and in real time. And it can do this across multiple touchpoints, connect data using a single unique customer identifier, and merge it into a single, centralized, and constantly updated customer profile.

This real-time customer data profile allows companies using Journey Optimizer to deliver contextual, personalized interactions. For example, a wine store that ingests customer purchase data can easily determine each customer's favorite wine, and when a customer enters the store's geofence, Journey Optimizer can trigger a push notification with an offer for that wine. Or let's say an internet service provider experiences an outage. Affected customers may be automatically selected to receive a free month of service.

2. Does Adobe Journey Optimizer integrate with other Adobe Experience Cloud products?

Yes. Customer data profiles, as well as audiences and segments built from these profiles, can be shared easily with other Experience Cloud products—including Adobe Campaign and Adobe Target—in real time. This information can also be instantly delivered to non-Adobe systems so your entire organization has a 360-degree view of every customer.

Journey Optimizer also comes with its own embedded digital asset management (DAM) capabilities, ensuring that marketers always have access to the latest brand-approved content for their campaigns. Powered by Adobe's industry-leading DAM, Adobe Experience Manager Assets Essentials serves as a central location for storing images or logos. In addition, Assets Essentials makes it easy for non-creatives to make simple edits and take advantage of AI to optimize content for all channels. For brands that use Experience Manager to power their cloud-based enterprise DAM, journey and campaign marketers can be confident that Assets Essentials is connected to their single source of truth for content.

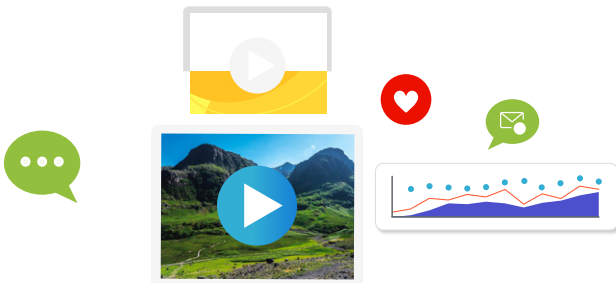


3. What marketing channels does Adobe Journey Optimizer support?

Journey Optimizer was designed to orchestrate experiences spanning all channels and touchpoints that make up the customer lifecycle. Its Message Designer offers native content authoring and delivery for personalized email, SMS messages, push notifications, and in-app experiences from one console. Brands can use it to create both audience-based campaigns (promotional emails, for instance) and real-time, personalized interactions (such as push notifications for upcoming reservations).

For example, take a clothing retailer that typically emails post-purchase surveys to all customers who've bought in the last week. Let's say that, due to inclement weather, a few shipments are delayed. Seeing which customers have not received their shipments, the retailer can exclude them from the scheduled customer satisfaction survey and, instead, send a personalized email apologizing for the delay plus a discount code and clothing recommendations based on the customer's past purchases.

Meanwhile, loyal customers who pull into the retailer's store parking lot can be engaged in real time with a push notification about a sweater that's back in stock in their size.



Take the next step.

To learn more about deploying and running Adobe Journey Optimizer, review the documentation on Adobe Experience League and request a demo.

[Learn more](#)

[Request a demo](#)



Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content delivery, commerce, personalization, and more, this marketing stack is created with the world's first platform designed specifically to create engaging customer experiences. Each product has built-in artificial intelligence and works seamlessly with other Adobe products. And they integrate with your existing technology and future innovations, so you can consistently deliver the right experience every time.

Adobe Journey Optimizer

Adobe Journey Optimizer manages scheduled omnichannel campaigns and one-to-one moments for millions of customers. It helps brands intelligently determine the next best interaction with scale, speed, and flexibility across the entire customer journey—allowing companies to create and deliver both scheduled marketing campaigns and tailored individual communications all within the same application.



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