Adobe Target Automation
powered by Sensei

Auto-Allocate

Use when...
You want one winner to push live, but want it faster than a traditional A/B test and want to take advantage of the winning experience NOW!

Create experiences from...
• Visual Experience Composer
• Visual Code Editor
• Form Composer (for mobile and IOT)

Distinguishing feature
One Winner. Fast. Patented, industry-first technology that produces statistical guarantee on a true winner.

Test design style
A/B/N (automated traffic split)

Winners receive more traffic as the test matures

Use for...
Everything—from content to UX, UI, functionality, layout, and more. Any A/B test can become Auto-Allocated.

Access it from Target by...
Selecting the Auto-Allocate radio button when specifying how to allocate traffic during creation of an A/B test activity.

Some nerdy math stuff
Uses statistics based on Bernstein Inequality and guarantees 95% confidence on winner.

Auto-Target

Use when...
You want better than a single winner and want to target multiple winners to individuals that adapt over time as each visitor's interests change.

Create experiences from...
• Visual Experience Composer
• Visual Code Editor
• Form Composer (for mobile and IOT)

Distinguishing feature
One-click personalization for the whole site experience, not just a banner or offer.

Test design style
A/B/N (automated traffic split)

Each visitor sees what wins for them every visit

Use for...
Everything—from content to UX, UI, functionality, layout, and more. Any A/B test can become Auto-Targeted.

Access it from Target by...
Selecting the Auto-Target radio button when specifying how to allocate traffic during creation of an A/B test activity.

Some nerdy math stuff
An ensemble algorithm method that uses multiple machine-learning models.

Automated Personalization

Use when...
You want to show the right offer or message to the right person at the right time

Create experiences from...
Visual Experience Composer (content editing only)

Distinguishing feature
Multivariate offer ranking (1st best, 2nd best, 3rd best, etc.) for multiple content blocks.

Test design style
Full-factorial MVT

The perfect offer for each visitor every time

Use for...
High-level content and offers (not UX).

Access it from Target by...
Selecting Automated Personalization when you open Adobe Target.

Some nerdy math stuff
An ensemble algorithm method that uses multiple machine-learning models.

Recommendations

Use when...
You want to recommend specific content, such as articles, videos, downloads, products, fact sheets, and more.

Create experiences from...
• Visual Experience Composer (content editing only)
• Form Composer (for mobile and IOT)

Distinguishing feature
"You may also like." "These items recommended just for you!

Test design style
A/B/N (manual traffic split)

Personalized suggestions for each visitor

Use for...
Item-level content.

Access it from Target by...
Selecting Recommendations when you open Adobe Target.

Some nerdy math stuff
Collaborative filtering, natural language processing, Jaccard Similarity, and many more.