Adobe Target
Mobile site and app optimization

With more companies experiencing growth in mobile traffic, optimize your mobile websites, responsive websites and apps using Adobe Target, the industry-leading optimization solution.

Today's consumers demand the ability to engage with your brand via mobile devices wherever and whenever they need. As the percent of mobile users rises for most brands, more marketers are investing in mobile sites, responsive design sites and mobile apps to provide engaging experiences to loyal customers. Optimizing those site and app experiences is key to meeting user expectations while influencing the return on your mobile investments. Marketers can optimize their mobile sites and responsive sites in the Adobe Target. They can measure, optimize, and improve the performance of their mobile apps in Adobe Target via the Adobe Mobile services software development kit (SDK). Now you can easily and quickly test and target mobile experiences to increase user engagement and conversion.

Adobe Target for mobile sites and responsive design sites
Build experiences for mobile and responsive sites in a mobile-centric user interface

For mobile, or "m." sites, build experiences to test and target using the same visual experience composer you build experiences in for your web sites. For responsive design sites, use mobile viewports to view and adjust adaptations of your site for commonly used mobile devices like iPhone 6, Samsung Galaxy S6, Nexus 6, and even custom screen sizes that you specify. Then target those refined experiences to users of that device—all from within the same activity. And just as you can with your web site, leverage the tight server-to-server integration of Adobe Target with Adobe Analytics to use audiences and metrics from Adobe Analytics in your activities and reports.
Create experience variations using a rich toolset
From the visual experience composer, browse to, select, and edit any element on your web or mobile sites to include in your A/B or MVT test or automated personalization activity—even elements like slideshow carousels or popup windows. Use the rich text editor to change the font style, color, and size; swap out background colors and images; and resize, rearrange, and move elements. Select content wherever it resides, or upload it within Adobe Target or the digital asset manager of Adobe Marketing Cloud. Use layered content creation capabilities to insert content or create variations from scratch when you have solid design guidelines to follow.

More technical users can modify or add custom code in the code pane of a side-by-side code editor and visually see changes reflected above, in the visual experience composer pane.

Create activities with step-by-step guidance
The guided visual workflow of Adobe Target is built on industry best practices that ensure you consider important aspects of a test as you create an effective testing activity. Select where to test and create your test experiences, define the audience to target with your test, and select the metrics that indicate success.

Leverage the server-to-server integration with Adobe Analytics
Because of the tight server-to-server integration of Adobe Target and Adobe Analytics, when setting up a test, you can select audiences and success metrics from Adobe Analytics to use in that test. The integration also lets you filter your test results by Adobe Analytics audiences and success metrics for deeper analysis and greater insights, even retroactively applying audiences and success metrics defined in Adobe Analytics after the activity has run.

Adobe Target for mobile apps
Leverage the mobile-app centric guided workflow
For native mobile apps, leverage the Adobe Mobile services SDK to use the guided workflow designed specifically for mobile apps. Use it to specify the location in the app to test or target with Adobe Target, create your app experience variations, and target the winning results. The SDK lets mobile app teams easily analyze user behavior on the app and move to experience optimization with just one click. It also lets them manage multiple apps by specifying the app type, name, icon, description, and key metrics that appear in the user interface.
Optimize your app using relevant data and testing
Use lifecycle metrics and app analytics data, such as launches, days since last used, or mobile carrier, to define audiences for experience testing and targeting. Create A/B and multivariate tests to evaluate the effectiveness of app experiences in driving better engagement and monetization. Preview various experiences in the app simulator before launch.

Optimize in-app messaging
In-app messaging provides a powerful way to communicate with app users when and where it can make an impact. Make sure you optimize those messages for maximum results. For example, increase app downloads by optimizing the in-app message that encourages users to review the app after using it.

Use geo-location analytics, targeting, and push notifications
Understand the GPS location of app users when they launch the app and their proximity radius to a point of interest, such as a retail store, bank, airport, competitor site, or stadium. Provide app personalization by targeting users within a point of interest or their proximity to iBeacons and with relevant push notifications.
Measure performance with app-specific analytics
Adobe Mobile services leverages Adobe Analytics to measure and monitor app performance. Gain deep insights that reveal mobile app user engagement along with app store performance metrics. View app reports and key performance indicators for user engagement, app store performance, path analysis, cohort analysis, retention analysis, GPS location analysis, lifetime value analysis, and more.

Easily implement via SDKs for app marketing across mobile platforms
Enable app data collection and data delivery across Adobe Marketing Cloud solutions, and validate with built-in implementation verification. Deploy Adobe Mobile services in as little as five minutes by integrating one comprehensive SDK into your apps to take advantage of the app-centric guided workflow and intuitive visualizations and reports designed with mobile marketers in mind. Adobe Mobile services provides support for leading operating systems, including iOS, Android, Windows 8, Windows Phone 8, Mac OS X, and BlackBerry 10.

Engage Adobe Target Consulting to drive your mobile success
Adobe Target makes it easy for marketers with any level of optimization experience to set up and launch activities. To get successful results with mobile marketing quickly, explore our wide range of consulting engagements with Adobe optimization consultants who have many years of experience helping industry leaders build successful optimization programs. We offer a variety of mobile specific consulting options to guide your success from strategy and implementation to results analysis for your mobile and responsive sites and mobile apps.
Learn more about Adobe Target and Adobe Mobile services for Adobe Marketing Cloud
To learn about additional digital optimization capabilities available with Adobe Target, visit http://www.adobe.com/marketing-cloud/testing-targeting.html. To learn more about Adobe Target via Adobe Mobile services, visit www.adobe.com/mobile or email us at digitalmarketing@adobe.com. If you are a current Adobe customer, contact your Account Manager.