eLearning for Adobe Target

Build Customized Experiences

About our eLearning
Adobe's eLearning is the perfect complement to instructor-led training, especially when you need flexibility and the convenience of real-time how-to's. Course content is hosted on your learning management system or accessible directly via your web browser. Customizable targeted modules let the team refresh skills exactly when they need it.

Learn any time, any place, at any pace.

Course Overview
Build Customized Experiences Using Adobe Target teaches learners how to create customized experiences for targeted visitors, and implement a successful Adobe Target optimization program for the organization. In this eLearning, you will learn to use the Visual Experience Composer (VEC) and Form-based Experience Composer (FEC), create experiences for mobile sites, and manage content in the content library and create image and code offers. You will also create and use audiences for targeting activities and experiences, and acquire key strategies in activity conflict resolution and troubleshooting.

After completing this course, you will be able to:
- Configure and use the Visual Experience Composer and Form-based Experience Composer to create customized experiences
- Create experiences for mobile sites using multipage activities and mobile viewports
- Manage content and create offers
- Create and use audiences for targeting activities and experiences
- Avoid activity conflicts and control expected activity behavior
- Troubleshoot activities during the quality assurance (QA) process
- Explain key practices in implementing a successful Adobe Target optimization program

Prerequisites
'Creating and Optimizing Adobe Target Activities' is highly recommended

Your Benefits
- Save time. Easily deploy real-time 24/7 training to your teams across multiple sites.
- Save money. A great solution when travel budgets are tight.
- Stay productive. Quick targeted hits of training mean your team has the right resources at the right time to feel confident in their skills.
Build Customized Experiences Using Adobe Target
[3 hour eLearning]

Course Outline

1. Composing Experiences
   • Actions in the VEC
   • Configuring the VEC
   • Exercise 1.1: Template Testing
   • Exercise 1.2: Form-based Activity Creation
   • Experience Versions
   • Knowledge Check

2. Creating Experiences for Mobile Sites
   • Comparing Multiple Activity URLs and Multipage Activities
   • Exercise 2.1: Multipage Activities
   • Exercise 2.2: Mobile Viewports
   • Knowledge Check

3. Managing Content
   • The Content Library
   • Content Types
   • Managing Content without Scene 7
   • Content Storage
   • Knowledge Check

4. Targeting Audiences
   • Audiences in Adobe Target
   • How to use Audiences in Adobe Target
   • The Audiences List
   • Exercise 4.1: Creating Rules-Based Audiences
   • Profile Scripts
   • Knowledge Check

5. Conflict Resolution
   • Activity Collusions
   • Activity Priorities & Conflict Resolution
   • Tips and Guidelines to Avoid Conflicts
   • Using Success Actions to Control Visitor Counting and Content Display
   • Knowledge Check

6. Troubleshooting
   • Troubleshooting Strategies Intro
   • Troubleshooting During Activity Testing (QA)
   • Fundamental Configuration Elements - AT.js (or Mbox.js)
   • Debugging with mboxTrace
   • Debugging with Adobe Experience Cloud Debugger
   • Exercise 6.1: Troubleshooting using mboxTrace
   • Knowledge Check

7. Governance
   • What is Governance?
   • Roles and Responsibilities
   • Beginning Governance
   • Creating your Optimization Roadmap
   • Iterative Testing in the Campaign Life Cycle
   • Starting Broad, Diving Deep
   • Add Automated Personalization or Recommendations
   • Incorporating User Feedback
   • Evangelizing your Successes
   • Knowledge Check

8. Course Assessment
   • Build Customized Experiences Using Adobe Target

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