eLearning for Adobe Target

Create & Optimize Adobe Target Activities

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
Create and Optimize Adobe Target Activities is the critical foundation that teaches learners what Adobe Target is all about. This eLearning begins with a description of testing and targeting, and then shows how Adobe Target achieves those goals by enabling marketers to create, QA, launch, and manage activities that optimize your site and improve visitor engagement and retention.

After completing this course, you will be able to:
• Define Testing
• Define Targeting
• Define mbox, offer, audience, activity, experience, and activity goals
• Create activities
• Perform Quality Assurance
• Manage activities
• Choose the correct activity type based on your business goals
• Run A/B, Auto-Allocate, Experience Targeting, Multivariate, and Auto-Target tests

Prerequisites
None

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.
Create and Optimize Adobe Target Activities
[3 hour eLearning]

Course Outline

1. Introduction to Adobe Target
   • Overview of Adobe Target

2. Understanding Testing and Targeting
   • Benefits of Testing and Targeting
   • What is Testing?
   • What is Targeting?
   • Understanding Testing and Targeting together
   • Knowledge Check

3. Key Terms and Concepts in Adobe Target
   • Adobe Target Interface Options
   • Navigating Key Sections of the Adobe Target User Interface
   • Defining Mbox/Location/Page in Target
   • Defining Content/Offer in Target
   • Defining Default Content in Target
   • Defining Experiences in Target
   • Defining Goals and Activities in Target
   • Defining Audiences in Target
   • Exercise 3.1: Adobe Target Interface Navigation
   • How Adobe Target Works
   • Knowledge Check

4. How to Create Activities in Adobe Target
   • A/B Activity with Competing Experiences
   • Activity Creation Workflow and Steps
   • Create an Activity
   • Target an Activity
   • Exercise 4.1: Create a New Activity
   • Goals and Settings for Activities
   • Knowledge Check

5. Quality Assurance and Activating Your Test
   • Quality Assurance (QA) in Adobe Target
   • Visual Experience Composer
   • Exercise 5.1: Using the VEC for QA
   • Preview Links
   • Exercise 5.2: Using Preview Links for QA
   • Testing with QA Parameters
   • Exercise 5.3: Using Testing Parameters for QA
   • Exercise 5.4: Using Host Groups for QA
   • Simulating Traffic in Target
   • Activating Tests in Target
   • Knowledge Check

6. Managing Activities in Adobe Target
   • Filtering the Activities List
   • Sorting the Activities List
   • Editing, Copying, Deleting, and Archiving Activities
   • Exercise 6.1: Managing Activities
   • Change Log
   • Knowledge Check

7. Types of Activities
   • Key Activity Types Created in Adobe Target
   • Exercise 7.1: Create Auto-Allocate Tests
   • Exercise 7.2: Create Experience Targeting
   • Exercise 7.3: Create a Multivariate Test
   • Auto-Target Tests Explained
   • Knowledge Check

8. Course Assessment
   • Create and Optimize Adobe Target Activities

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