Adobe® Target
Test, target, and personalize for greater revenue impact

To maintain an edge in today's competitive digital marketplace, marketers must quickly determine and deliver the most relevant, personalized experiences at each touchpoint across their digital properties for an often diverse visitor population. Doing that requires an optimization solution with intuitive but sophisticated capabilities that leads marketers through the essential steps of optimizing and personalizing their content, clearly shows them which content increases conversion lift and revenue, and lets them easily evangelize optimization success throughout their company. Ultimately, this helps grow a successful digital optimization program that makes the business more money through increased visitor conversion and brand loyalty.

Business challenge
Site visitors now expect optimized digital experiences, whether they're shopping for shoes or cable TV packages, booking plane tickets and hotels, researching financial products, or searching for music or interesting articles online. They'll leave sites if they don’t easily and quickly find the relevant content and experiences they want. Digital optimization meets those expectations, and research shows that investing in optimization pays off.

Companies that invest more than 25% of their marketing budgets in optimization are twice as likely to experience higher conversion rates. (Source: Adobe 2013 Digital Optimization Survey Results)

Today, smart marketers understand the need to optimize all their company’s digital channels—websites, mobile sites, mobile apps, and others. They need a solution that lets them:

- Easily test variations of digital content and experiences to see which ones perform best with specific groups of visitors.
- Segment visitors into distinct groups or audiences based on highly detailed anonymous visitor data, such as region, gender, mobile device, time of day, and other visitor profile information.
- Create business rules that define criteria for serving particular visitor audiences specific content.
- Take advantage of hands-off, automated behavioral targeting that serves individuals highly relevant content and experiences using industry-leading, customizable, and self-learning algorithms.
• Set up automated product and cross-sell recommendations.
• Provide visitors with relevant offers or products based on their keyword searches.
• Help visitors easily find products and content they’re searching for using robust filtering capabilities.
• Easily tie success metrics to optimization efforts to measure the impact of those efforts on business goals.
• Share successes throughout the organization in easy-to-understand ways to encourage the organization to expand optimization efforts.

The solution
Adobe Target, the industry-leading digital optimization solution, gives marketers a sophisticated, powerful, and approachable set of digital optimization capabilities that can be used to get quick optimization wins today, while helping to build an ongoing strong, sustainable optimization program.

Key capabilities
Adobe Target offers the following capabilities in a cloud-based digital marketing solution for optimization.

A/B testing
A/B testing with Adobe Target lets marketers test digital content and experiences they think their visitors may prefer and then target content winners to distinct visitor segments. Marketers can define the experience variations they want to test, the visitor segments to test to, the percentage of visitors to receive the test, and the key performance metrics to measure success. A new, guided testing and targeting workflow with built-in best practices now makes it easier than ever for marketers—including non-technical marketers—to start testing and targeting when, where, and as much as they want.

Multivariate testing
Adobe Target multivariate testing (MVT) with targeting capability lets marketers explore the impact of changing and combining different elements on a page, in more permutations than any marketer could do manually. For example, a marketer could test multiple hero images on a home page, in conjunction with testing the image location and a button’s color, size and placement. Similarly, marketers could test paths through a site to determine which path converts most. MVT testing works best with high-traffic sites that provide enough data to reach statistical significance with results.

Automated decisioning and targeting
Some marketer’s prefer to take a more hands-off approach to testing and targeting, understanding that data-driven, self-learning, algorithmic approaches to targeting content can offer quick wins with much less effort. Adobe Target automated behavioral targeting uses algorithms developed by industry experts that apply visitor behavior data to determine which content works best for a specific type of visitor. Because the algorithm is self-learning, it produces more accurate targeting results the more a visitor interacts with the site. Plus, marketers can use web analytics visitor data to provide a starting point for automated targeting. Automated behavioral targeting works best with high-traffic sites or pages.

Adobe Target clients experience higher conversion rates.

“With Adobe Marketing Cloud, we can identify areas for improvement and quickly respond, as well as tweak optimizations to yield even better results.”
Phil Volini, Director of Customer Acquisition, Restaurant.com

[(Source: Adobe 2013 Digital Optimization Survey Results)](source-url)
Rules-based targeting
Many businesses know who their distinct visitor groups are either from historical data or observation. They also have a good sense of the content, such as offers or products, that they want to serve these visitors. Adobe Target gives marketers control, letting them create business rules that target specific visitor groups with the content they know will engage and convert. Marketers select and enter criteria to set up rules—for example, to target an offer for discount lift tickets to zip codes near the ski area, while presenting an overview of the ski area to all other visitors.

Segmentation
Testing and targeting digital experiences to the overall visitor population misses an opportunity to serve higher-value segments—typically the ones that make organizations the most money—the content and experiences they prefer. Adobe Target provides the deepest visitor segmentation capabilities available, letting marketers use natively collected visitor data, optionally augmented with additional data from other Adobe Marketing Cloud solutions, like Adobe Analytics, and third-party applications, such as customer relationship management systems. As part of Adobe Marketing Cloud, Adobe Target can even use visitor segments defined by other marketers in Adobe Analytics.

Recommendations and cross-selling
Adobe Target lets marketers use automation to show their web and mobile site visitors the content and products they want based on previous visitor views and purchases. It also uses automation to offer additional and alternative recommendations that can be fine-tuned. That helps marketers avoid the time-consuming, manual effort of determining which content and products to display. The solution verifies that recommendations meet engagement, conversion, and revenue goals, so they know they’ve optimized their recommendations and improved the business’s bottom line.

Site search and merchandising
Adobe Target lets marketers merchandise and promote offers to visitors based on where visitors have been on a web or mobile site, on-site search terms they’ve entered, and search filtering criteria they’ve selected. Marketers can build and manage business rules that define which results to display, when to display them, and how to display them—for example, placing highest converting items at the top or displaying results by most popular or highest rated. Because Adobe Target self-optimizes, results get refined as more visitors browse a site and indicate their preferences. With this capability, marketers provide the personalized, relevant navigation, merchandise, and offers that engage, convert, and sell.

Adobe Professional Services for Adobe Target
Adobe Target consultants have worked with numerous clients across verticals to help build effective digital optimization programs. Our customers can take advantage of consulting services that range from quarterly enablement and testing support for quick optimization wins, to value realization engagements like our Fundamentals Value Realization Engagement, which offers more strategic, in-depth support.

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