



ADOBE TRAINING

Adobe Experience Platform

*Unify customer data and deliver personalized experiences using Adobe Experience Platform.
Master real-time customer profiles and journey orchestration.*

DURATION

Flexible

LEVEL

Intermediate

FORMAT

Instructor-Led

- Globally Recognized Certification

- Expert-Led Hands-On Training

- Flexible Scheduling

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COURSE OVERVIEW

Unlock the power of unified customer experiences with our comprehensive Adobe Experience Platform (AEP) course. Designed for intermediate-level professionals, this program delves deep into how AEP centralizes and standardizes customer data from various sources, creating a real-time, comprehensive view of every customer. You will master the core technologies including Experience Data Model (XDM) for data standardization, Real-time Customer Profile for a dynamic 360-degree view, and Segmentation Service for precise audience targeting.

This course is essential for anyone looking to transform raw data into actionable insights and deliver personalized customer journeys at scale. By completing this training, you will be equipped to orchestrate seamless, relevant, and engaging customer interactions across all channels. The professional benefits extend to significantly improving marketing ROI, enhancing customer loyalty, and driving data-driven business decisions, positioning you as a critical asset in today's experience-led economy.

Level	Intermediate
Vendor	Adobe

COURSE CURRICULUM

01 Module 1: Introduction to Adobe Experience Platform

- Understanding the Customer Experience Challenge
- Overview of Adobe Experience Platform (AEP) Architecture
- Key Components: Data Lake, Real-time Customer Profile, Segmentation, Query Service
- AEP in the Adobe Experience Cloud Ecosystem
- Core Concepts: Identities, Schemas, Datasets

02 Module 2: Data Ingestion and Experience Data Model (XDM)

- Defining the Experience Data Model (XDM) Standard
- Creating and Extending XDM Schemas
- Data Ingestion Methods: Streaming vs. Batch
- Connecting Various Data Sources (CRM, Web, Mobile, Offline)
- Data Governance, Privacy, and Consent in AEP

03 Module 3: Real-time Customer Profile and Segmentation

- Building Unified Real-time Customer Profiles
- Identity Resolution and Graph Management
- Creating Dynamic Segments and Audiences
- Segmentation Service Capabilities and Best Practices
- Activating Audiences to Downstream Destinations

04 Module 4: Data Analysis and Insights with AEP

- Leveraging AEP Query Service for Ad-hoc Analysis
- Understanding Customer Journey Analytics
- Integrating with Data Science Workspace for Machine Learning Models
- Building Dashboards and Reports within AEP
- Extracting Actionable Insights from Unified Data

05 Module 5: Journey Orchestration and Personalization

- Designing and Orchestrating Real-time Customer Journeys

- Integrating AEP with Adobe Journey Optimizer
- Delivering Personalized Experiences with Adobe Target
- Triggering Personalized Campaigns via Adobe Campaign
- Measuring Journey Performance and Optimization

06 Module 6: Implementation and Administration Best Practices

- AEP Sandbox Environments and Development Workflows
- Monitoring Data Flows and System Health
- Troubleshooting Common AEP Issues
- Security, Permissions, and User Management
- Strategic Implementation of AEP for Business Impact

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Customer Experience Architect**
- > **Digital Marketing Technologist**
- > **Data Platform Specialist (Adobe Ecosystem)**

FREQUENTLY ASKED QUESTIONS

Q: What specific skills will I gain from this Adobe Experience Platform course that are directly applicable to optimizing customer journeys and personalization strategies?

Upon completion, you will possess practical skills in designing XDM schemas, ingesting diverse customer data, resolving identities to build real-time unified profiles, creating advanced audience segments, and activating these segments across various channels. You'll also learn how to leverage AEP's Query Service for deep analysis and understand how AEP integrates with other Adobe solutions like Journey Optimizer and Target to deliver hyper-personalized experiences, making you proficient in modern customer experience management.

Q: Is prior experience with other Adobe products or specific data platforms a prerequisite for enrolling in this Adobe Experience Platform course?

While a basic understanding of digital marketing concepts, data management principles, and web analytics can be beneficial, there are no strict prerequisites for prior experience with other Adobe Experience Cloud products. This course is designed to provide a comprehensive foundation in Adobe Experience Platform itself, making it accessible to professionals who are new to AEP but have an intermediate grasp of IT concepts.

Q: How does mastering Adobe Experience Platform enhance my value in the job market, particularly for data-driven marketing or customer experience (CX) roles?

Mastering AEP positions you as a highly valuable professional capable of unifying disparate customer data, enabling real-time personalization, and driving sophisticated customer experience strategies. This expertise is in high demand as organizations globally prioritize data-driven CX transformations. You will be uniquely qualified for advanced roles that require strategic vision and technical execution in areas such as customer data platform management, marketing automation architecture, and advanced analytics, directly impacting business growth and customer loyalty.

ABOUT COMPUTER PRIDE



East Africa's Premier IT Training Center

With over 15 years of excellence, Computer Pride delivers globally recognized certification programs from leading technology vendors. Located on Kenyatta Avenue in Nairobi's CBD, our state-of-the-art facilities and expert instructors have empowered thousands of professionals across East Africa.

15+

Years of Excellence

10,000+

Professionals Trained

50+

Vendor Certifications

READY TO ENROL?

Take the next step in your technology career.

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