



ADOBE TRAINING

Adobe Target Fundamentals

Learn Adobe Target fundamentals to optimize user experiences and drive engagement. Master A/B testing and personalization for impactful marketing.

DURATION

Flexible

LEVEL

Intermediate

FORMAT

Instructor-Led

-
- Globally Recognized Certification
 - Expert-Led Hands-On Training
 - Flexible Scheduling

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COURSE OVERVIEW

This Adobe Target Fundamentals course is meticulously designed to equip digital marketing professionals, web analysts, and optimization specialists with the essential skills to create, manage, and optimize personalized digital experiences. Leveraging Adobe Target, a leading solution within the Adobe Experience Cloud, participants will learn to conduct A/B tests, multivariate tests, and experience targeting activities to deliver relevant content and offers to specific audience segments. The core focus is on understanding how to drive customer engagement, improve conversion rates, and maximize the return on investment (ROI) for digital initiatives through data-driven personalization. Through practical exercises and real-world scenarios, you'll gain hands-on experience with the Visual Experience Composer (VEC), master audience segmentation, and delve into performance reporting.

Upon completion, you will be proficient in implementing foundational personalization strategies that directly impact business goals. This course emphasizes not just the 'how-to' but also the strategic 'why' behind effective optimization, enabling you to identify opportunities for improvement and make informed decisions based on experiment results. You'll emerge with the ability to confidently enhance customer journeys, contributing significantly to your organization's digital success and positioning yourself as a valuable asset in the competitive digital landscape.

Level	Intermediate
Vendor	Adobe

COURSE CURRICULUM

01 Module 1: Introduction to Adobe Target and Personalization Concepts

- Understanding Digital Personalization and Optimization
- Overview of Adobe Target's Role in Adobe Experience Cloud
- Key Concepts: Activities, Experiences, Audiences, Metrics
- The Personalization Workflow and Best Practices
- Setting up Your Adobe Target Workspace

02 Module 2: Implementing A/B and Experience Targeting (XT) Activities

- Introduction to the Visual Experience Composer (VEC)
- Creating Your First A/B Test: Setup, Goals, and Metrics
- Designing Experiences with the VEC: Editing, Swapping, Rearranging Content
- Understanding Experience Targeting (XT) for Segment-Specific Content
- Quality Assurance: Previewing and Testing Activities

03 Module 3: Mastering Audiences and Segmentation

- Defining and Creating Custom Audiences in Adobe Target
- Leveraging Profile Attributes and Custom Parameters for Targeting
- Understanding Visitor Profiles and Profile Scripts
- Introduction to Integrating with Adobe Audience Manager (AAM) for Advanced Segmentation
- Building Complex Audience Rules and Conditions

04 Module 4: Reporting, Measurement, and Optimization

- Analyzing Activity Reports in Adobe Target
- Understanding Key Performance Indicators (KPIs) and Metrics
- Integrating Adobe Target with Adobe Analytics for Deeper Insights
- Interpreting Test Results and Deriving Actionable Insights

- Basic Troubleshooting and Common Issues

05 Module 5: Advanced Personalization and Best Practices

- Overview of Multivariate Testing (MVT) and its Applications
- Introduction to Automated Personalization (Auto-Target, Auto-Allocate)
- Strategies for Successful Personalization Campaigns
- Ethical Considerations and Data Privacy in Personalization
- Scaling Personalization Efforts and Continuous Optimization

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Conversion Rate Optimization (CRO) Specialist**
- > **Digital Marketing Analyst**
- > **Web Personalization Manager**

FREQUENTLY ASKED QUESTIONS

Q: What foundational knowledge or technical background is recommended to excel in this Adobe Target Fundamentals course?

This course is designed for individuals with an intermediate understanding of digital marketing principles. While no specific coding expertise is required, a basic familiarity with web analytics, website structure (HTML/CSS concepts), and general marketing campaign management will greatly enhance your learning experience. Prior exposure to other Adobe Experience Cloud solutions like Adobe Analytics is beneficial but not mandatory.

Q: How will the skills acquired in this course directly contribute to improving conversion rates and customer engagement for my organization?

By completing this course, you will gain practical, hands-on skills in setting up, running, and analyzing personalization and A/B testing campaigns. You'll learn to segment audiences, tailor content, and measure the impact of your optimizations on critical metrics like conversion rates, bounce rates, and overall customer satisfaction. This enables you to make data-driven decisions that directly enhance the customer journey, leading to improved website performance and increased ROI for digital initiatives.

Q: Can the personalization principles learned in Adobe Target Fundamentals be applied to channels beyond just websites, such as mobile apps or email campaigns?

Absolutely. While this course primarily uses web-based examples to teach core functionalities, the fundamental principles of audience segmentation, hypothesis testing, experience design, and performance measurement taught within Adobe Target are universally applicable. You'll gain a strong conceptual understanding that can be extended to optimize experiences across various digital channels, including mobile applications, single-page applications, and even informing personalization strategies for email and other marketing touchpoints.

ABOUT COMPUTER PRIDE



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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+

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Take the next step in your technology career.

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