



ADOBE TRAINING

Create And Activate Segments In Adobe Experience Platform

Learn to create and activate segments effectively within Adobe Experience Platform. Master data-driven personalization.

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 personalized customer experiences with our intermediate-level course: "Create And Activate Segments In Adobe Experience Platform." This comprehensive training is designed to equip marketing professionals, data analysts, and customer experience specialists with the essential skills to leverage Adobe Experience Platform (AEP) for advanced audience segmentation. You will delve into the intricacies of AEP's Real-time Customer Profile, learn how to define precise segment rules using a rich array of data attributes and behavioral events, and master the tools for evaluating segment reach and effectiveness. By understanding how to build highly targeted audiences, you'll significantly enhance your organization's ability to deliver relevant and impactful customer journeys. This course covers the core technologies within Adobe Experience Platform's segmentation service and its robust destination activation capabilities. You'll gain hands-on experience in configuring segments for various marketing channels, ensuring your campaigns reach the right customers at the right moment. The professional benefits are immense, enabling you to drive higher engagement, optimize marketing spend through precise targeting, and contribute directly to improved customer lifetime value. Upon completion, you will be proficient in transforming raw customer data into actionable insights, positioning yourself as a crucial asset in any data-driven marketing environment.

Level	Intermediate
Vendor	Adobe

COURSE CURRICULUM

01 Module 1: Introduction to Adobe Experience Platform & Real-time Customer Profile

- Overview of Adobe Experience Platform (AEP) architecture and key services
- Understanding Real-time Customer Profile and identity resolution
- Introduction to Experience Data Model (XDM) for unified data
- Exploring the AEP segmentation service and its role

02 Module 2: Building Fundamental Segments

- Navigating the AEP segmentation builder interface
- Creating basic segments using profile attributes
- Utilizing standard operators and conditions for segment definition
- Evaluating segment reach and estimated audience size
- Saving and managing segment definitions

03 Module 3: Advanced Segmentation Techniques

- Leveraging experience events (behavioral data) for dynamic segmentation
- Implementing sequential segmentation for complex customer journeys
- Applying exclusion and inclusion rules for precise audience targeting
- Working with nested segment definitions and segment compositions
- Understanding segment expiration and refresh policies

04 Module 4: Activating Segments to Destinations

- Overview of destinations within Adobe Experience Platform
- Configuring connections to various marketing channels (e.g., email, advertising platforms)
- Mapping identity namespaces for seamless segment activation
- Monitoring segment export flows and activation success metrics
- Troubleshooting common activation issues

Module 5: Segment Governance and Best Practices

- 05
- Establishing segment governance frameworks and naming conventions
 - Best practices for segment design and optimization
 - Testing and validating segment logic and data accuracy
 - Understanding the impact of data quality on segmentation effectiveness
 - Strategies for continuous segment refinement and performance improvement

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Customer Data Platform (CDP) Specialist**
- > **Digital Marketing Operations Manager**
- > **Personalization & Audience Strategist**

FREQUENTLY ASKED QUESTIONS

Q: What prerequisites are recommended before taking the 'Create And Activate Segments In Adobe Experience Platform' course?

This course is designed for an intermediate audience. Participants should have a foundational understanding of digital marketing concepts, basic familiarity with customer data platforms (CDPs) or marketing automation tools, and ideally, some exposure to the Adobe Experience Cloud ecosystem. While not strictly required, prior experience with data analysis or database concepts will be beneficial.

Q: How will mastering segment creation and activation in AEP directly enhance my organization's marketing campaign effectiveness?

By mastering AEP segmentation and activation, you'll be able to move beyond generic targeting to create highly personalized customer experiences. This directly translates to more relevant messaging, increased customer engagement, higher conversion rates, and a more efficient allocation of marketing resources. You'll gain the ability to activate these precise segments across various marketing channels, ensuring your campaigns resonate deeply with specific audience needs and behaviors, ultimately boosting ROI.

Q: What unique capabilities does AEP offer for segmentation and activation compared to traditional CRM or marketing automation platforms?

Adobe Experience Platform distinguishes itself by building segments on a unified, real-time customer profile, integrating data from all sources (online, offline, behavioral) into a single view. This enables true cross-channel segmentation and activation, unlike traditional platforms that often operate in data silos. AEP's advanced capabilities include sequential segmentation based on complex customer journeys and the ability to activate segments to a vast ecosystem of destinations in near real-time, providing unparalleled agility and precision in delivering personalized experiences.

ABOUT COMPUTER PRIDE

**computerpride****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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