



ADOBE TRAINING

# Extend Data Capabilities Of Adobe Experience Platform

*Learn to extend Adobe Experience Platform data capabilities. Unify and activate customer data for advanced insights.*

DURATION

**Flexible**

LEVEL

**Intermediate**

FORMAT

**Instructor-Led**

- Globally Recognized Certification

- Expert-Led Hands-On Training

- Flexible Scheduling

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## COURSE OVERVIEW

This intermediate-level course, "Extend Data Capabilities Of Adobe Experience Platform", is meticulously designed for IT professionals aiming to maximize the power of their Adobe Experience Platform (AEP) implementation. As organizations increasingly rely on a unified customer view to drive personalized experiences, the ability to seamlessly ingest, transform, and integrate diverse data sources into AEP becomes paramount. This program delves into advanced techniques for schema extension, identity resolution, and leveraging AEP's robust data services, empowering you to build a truly comprehensive and actionable customer profile.

Participants will gain deep expertise in key AEP functionalities such as the Experience Data Model (XDM), Real-time Customer Profile, Identity Service, and Query Service. You'll learn how to architect and implement sophisticated data ingestion pipelines, customize schemas to fit unique business requirements, and ensure data quality and governance within the platform. By mastering these capabilities, you'll be able to unlock richer insights, enable more precise segmentation, and orchestrate highly personalized customer journeys across all touchpoints, directly contributing to enhanced customer engagement and business growth.

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|--------|--------------|
| Level  | Intermediate |
| Vendor | Adobe        |

## COURSE CURRICULUM

### 01 Module 1: Foundations of AEP Data Architecture and XDM

- Overview of Adobe Experience Platform Architecture (Data Lake, Real-time Customer Profile, Identity Service)
- Deep Dive into Experience Data Model (XDM) Fundamentals
- Understanding Standard and Custom XDM Schemas
- Schema Relationships and Field Groups
- Best Practices for Designing XDM Schemas

### 02 Module 2: Advanced Data Ingestion and Transformation

- Strategies for Streaming and Batch Data Ingestion into AEP
- Utilizing Source Connectors for Various Data Types (CRM, ERP, Weblogs)
- Data Prep and Mapping for XDM Compliance
- Handling Data Quality Issues During Ingestion
- Implementing Data Governance and Lineage in AEP

### 03 Module 3: Extending XDM and Mastering Identity Resolution

- Customizing and Extending Standard XDM Schemas for Specific Business Needs
- Introduction to the Identity Service and Identity Graphs
- Strategies for Identity Stitching and Reconciliation across Datasets
- Building a Unified Real-time Customer Profile
- Managing Profile Enrichment and Attribute Stitching

### 04 Module 4: Dynamic Segmentation and Activation

- Leveraging Extended Profile Attributes for Advanced Segmentation
- Creating Dynamic and Rule-based Segments
- Understanding Segment Composition and Evaluation
- Activating Audiences to Downstream Destinations
- Monitoring Segment Performance and Refresh Rates

## 05 Module 5: Querying and Analyzing AEP Data with Query Service

- Introduction to Adobe Experience Platform Query Service (SQL-based)
- Writing Advanced SQL Queries for Data Exploration and Validation
- Connecting AEP Data to Business Intelligence (BI) Tools
- Creating Data Marts and Views within AEP for Reporting
- Performance Optimization for Large Queries

## CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Adobe Experience Platform Solutions Architect**
- > **Customer Data Platform (CDP) Engineer**
- > **Marketing Data & Analytics Consultant**

## FREQUENTLY ASKED QUESTIONS

### **Q: How does this course prepare me to integrate diverse data sources into Adobe Experience Platform, particularly from non-Adobe systems?**

This course focuses on mastering advanced data ingestion techniques, including leveraging AEP's various connectors, APIs, and SDKs. You'll gain hands-on experience mapping and transforming data from disparate sources (such as CRMs, ERPs, point-of-sale systems, and third-party analytics platforms) into the Experience Data Model (XDM), ensuring a unified and actionable customer profile regardless of the original data source. This includes handling complex data structures and ensuring data quality during the ingestion process.

### **Q: What specific skills will I gain to enhance the Real-time Customer Profile and drive more personalized customer experiences?**

You will acquire critical skills in extending XDM schemas to capture unique business-specific attributes, implement robust identity resolution strategies for a truly comprehensive customer view, and leverage advanced segmentation capabilities to create highly targeted audiences. These proficiencies are essential for building enriched real-time profiles that directly fuel sophisticated personalization, journey orchestration, and ultimately, superior customer experiences across all marketing channels.

### **Q: Is knowledge of Adobe Experience Platform Query Service a prerequisite, or will it be covered in this 'Extend Data Capabilities' course?**

While basic familiarity with Adobe Experience Platform is beneficial, this 'Extend Data Capabilities' course includes a dedicated module on the Adobe Experience Platform Query Service. You will learn to write complex SQL queries directly against your AEP data lake to extract insights, validate data, troubleshoot ingestion issues, and create custom data views for advanced reporting and analysis, which is crucial for maximizing your extended data capabilities.

## 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+**

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**10,000+**

Professionals Trained

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Vendor Certifications

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