

Adobe Target Standard Bootcamp

Start delivering immediate value for your business with this 1 day bootcamp covering all aspects of Target from Strategy to Implementation and Reporting all done through practical examples and hands-on learning.

Course Summary

This course will be delivered by highly experienced Adobe Target and Analytics consultants. Their knowledge has been built-up by working with a number of large clients across multiple industry verticals and as such can call upon many practical examples during the course. This will be a very hands-on, detailed and intensive course and as such attendees should be prepared for a fast-pace learning environment. Supporting materials and follow up email support will also be provided as part of this course to help attendees achieve the greatest value.

Course Description

- Shows you how to plan your Activity and Experience targeting roadmap
- Shows you how to design and deliver an optimal Target implementation
- Shows you how to create Activities and Experiences in-line with your roadmap
- Shows you how to apply Audiences and other entry targeting criteria to Activities and Experiences
- Shows you how to debug and validate that Activities are working as expected
- Shows you how to report on the performance of the Activities and feed this back into your roadmap

Intended Audience

This course is designed for users of Target Standard or Target Premium as A/B, MVT and Experience Targeting Activity types will be covered. You are likely to be an existing user of Target or have at least attended the 'Optimize Digital Experiences Using Adobe Target' in advance of this workshop. All delegates should be looking to get more value from the tool through practical hands-on experience.

Prerequisites

Attendees should have experience using the Adobe Analytics reporting interface and should understand the basic concepts of the use of mboxes for serving up Activities in Target. A basic appreciation for HTML and JS will also be beneficial.

Agenda

09:00 - 09:30	Introduction - Reception & welcome
09:30 - 10:00	Refresher: Adobe Target concepts (mboxes, Activities, Experiences and Audiences)
10:00 - 10:45	Refresher: How Target works independently and along with Analytics including implementation differences and tricks
10:45 - 11:00	BREAK
11:00 - 12:15	Refresher: Activity options and how to setup different Activity types including Audience application, filtering and targeting
12:15 - 13:00	LUNCH
13:00 - 14:15	Guided Exercise (PART 1): Delegates will need to setup a simple AB, an XT and an MVT Activity while the trainer supports them and helps validate that it is debugged and working correctly.
14:15 - 14:45	Analysing Activity data directly in Target and via Analytics
14:45 - 15:00	BREAK
15:00 - 16:15	Guided Exercise (PART 2): Delegates will need to setup a complex AB Activity making use of Filters, Audiences, Profile Parameters and Profile Scripts while the trainer supports them and helps validate that it is debugged and working correctly.
16:15 - 16:45	Activity planning process, how to create one and continually update/manage and how this may differ for mobile apps
16:45 - 17:00	Closing & follow up support discussion

About your trainers

Steve has over 12 years' experience as a digital analyst, 7 years of which he has spent consulting with clients such as BBC, Virgin Media, The Economist, Time Inc, ITV, Boden, Barclays, Education First and many more. He has built and continues to manage a successful consulting business providing essential support and training services on Data Layers, Adobe Analytics, DTM and Target for clients.



Steve Carrod
Head of Analytics & Optimisation
DMPG

Tom has over 13 years' experience as a developer, 7 years of which he has spent consulting alongside Steve. Tom manages the delivery of all technical consulting projects inside of DMPG and focuses heavily on clients using Target. His in-depth knowledge of the the Adobe tool-set and abilities to work around pretty much any site architecture makes him a hugely valuable resource for DMPG's clients.



Tom Marianczak
Head of Technical Services
DMPG