

Custom Adobe Target Training

Document Details

Version	Date	Notes	Editor(s)
0.1	03.02.2020	Initial schedule created based off of discussion with <CLIENT NAME> team from 31.01.2020	Steve Carrod Tom Marianczak
0.2	01.04.2020	Updated schedule based on email exchange and confirmation of modules and audiences	Steve Carrod

Overview

This document details the course schedule, intended audience and what the outcomes of the training will be. It will act as a statement of work for <CLIENT NAME> once all the specific modules and outcomes are agreed upon.

Background

<CLIENT NAME> has recently migrated optimisation and personalisation tools to Adobe Target. They have completed an initial implementation and configured the A4T connector to ensure data can be shared both ways with their Adobe Analytics tool.

In order to be able to scale the amount of tests being produced and learned from the <CLIENT NAME> team now require detailed training to help them understand how to use the tool in the most efficient and effective way.

<CLIENT NAME> has contacted DMPG who are recognised Subject Matter Experts (an accreditation provided by Adobe) for Adobe Target and have completed a significant number of custom training sessions for their clients over the last 6 years.

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.

To fit best with the needs of the <CLIENT NAME> team DMPG proposes splitting the course into three modules (A, B-1 and B-2). The first will be focused on business users to cover test planning, design and reporting. The second two will be focused on technical users covering all aspects of implementation and execution of testing plans across the differing <CLIENT

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NAME> platforms. There will naturally be some overlap between the two sessions and as such we have designed them in such a way that allows for optimal time allocation from the <CLIENT NAME> teams.

Module A - Description

- Planning your Activity and Experience targeting roadmap
- Designing an optimal Target implementation including continually improving that implementation
- Creating Activities and Experiences in-line with your roadmap
- Applying Audiences and other entry targeting criteria to Activities and Experiences
- Debugging and validating Activities are working as expected
- Reporting on the performance of the Activities and feeding this back into your roadmap

Pre-requisites

- Attendees will need to have access to Adobe Target (Observer or Editor) and Adobe Analytics (Reporting level or above).
- They should have a basic understanding of the Adobe Analytics Workspace interface as well as be familiar with the Activity setup options within Target.
- Knowledge of creating a testing and/or personalisation roadmap is beneficial but not required.

We recommend all attendees refresh their Analytics and Target knowledge (in case it is a little out of date) by watching/reading these videos/articles prior to the training session:

Adobe Analytics - <https://www.youtube.com/watch?v=IHOy-QsvVcA>

Adobe Target - <https://docs.adobe.com/content/help/en/target/using/introduction/intro.html>

Agenda - Module A (CX Team)

30 mins	Arrive, welcome and introductions.
45 mins	Adobe Target Concepts - mboxes, Activities, Experiences and Audiences.
30 mins	Target with/without Analytics - how Target works independently and along with Analytics audience sharing and caveats.
15 mins	BREAK
75 mins	Target Activities - Activity options and how to setup different Activity types including Audience application, filtering and targeting.
45 mins	LUNCH

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75 mins	Follow along with instructor - Building activities including design, targeting, multipage activities, audiences, experiences, and goals and reporting. These will all be pre-designed specifically for use across key pages of the <CLIENT NAME> website.
30 mins	Activity Insights - how to analyse Activity data directly in Target and via Analytics including advice on how to increase the value of your insights.
15 mins	BREAK
90 mins	Activity Planning - how to create a testing and personalisation roadmap and continually update/manage the process to conduct tests at scale.
30 mins	Closing & follow up support discussion.

Module B - Description

- Technical overview of the functionality of Adobe Target including how mboxes actually work and how parameters affect functionality.
- Brief overview of Hosts, Environments and Properties and discussion of <CLIENT NAME>'s setup to ensure everyone understands it properly.
- Brief introduction to the different types of Activities, comparing their functionality and advantages and disadvantages.
- Discussion about VEC, Form Composer and the appropriate scenarios to use them.
- Building activities including design, targeting, multipage activities, audiences, experiences, and goals and reporting.
- Demonstrating building example activities across A/B, MVT, XT (using VEC).

Pre-requisites

- Attendees should have experience using Adobe Target at the highest level (logging in, navigating).
- They should be able to at least understand how HTML, CSS and Javascript interact to make a functional webpage, although being fluent in these languages is not required.

Agenda - Module B-1 (Marketing Team)

30 mins	Arrive, welcome and introductions
45 mins	Technical overview of the functionality of Adobe Target including how mboxes actually work and how parameters affect functionality.
30 mins	Brief overview of Hosts, Environments and Properties and discussion of <CLIENT NAME>'s setup to ensure everyone understands it properly.

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15 mins	BREAK
75 mins	Brief introduction to the different types of Activities, comparing their functionality and advantages and disadvantages. Discussion about VEC, Form Composer and the appropriate scenarios to use them.
45 mins	LUNCH
105 mins	Follow along with instructor: Building activities including design, targeting, multipage activities, audiences, experiences, and goals and reporting. These will all be pre-designed specifically for use across the Homepage and Landing Pages of the <CLIENT NAME> website.
15 mins	BREAK
105 mins	Guided Activity: Demonstrating building example activities across A/B, MVT, XT (using VEC). These will all be pre-designed specifically for use across the Homepage and Landing Pages of the <CLIENT NAME> website.
15 mins	Closing & follow up support discussion

Agenda - Module B-2 (Dev Team)

30 mins	Arrive, welcome and introductions
45 mins	Technical overview of the functionality of Adobe Target including how mboxs actually work and how parameters affect functionality. Plus SPA considerations and configurations.
30 mins	Brief overview of Hosts, Environments and Properties and discussion of <CLIENT NAME>'s setup to ensure everyone understands it properly.
15 mins	BREAK
75 mins	Brief introduction to the different types of Activities, comparing their functionality and advantages and disadvantages. Discussion about VEC, Form Composer and the appropriate scenarios to use them.
45 mins	LUNCH
105 mins	Follow along with instructor: Building activities including design, targeting, multipage activities, audiences, experiences, and goals and reporting.

	These will all be pre-designed specifically for use across the quote journey REACT areas of the <CLIENT NAME> website.
15 mins	BREAK
105 mins	<p>Guided Activity: Demonstrating building example activities across A/B, MVT, XT (using VEC).</p> <p>These will all be pre-designed specifically for use across the quote journey REACT areas of the <CLIENT NAME> website.</p>
15 mins	Closing & follow up support discussion

About your trainers

Role: Co-Owner & Managing Director

Technologies: Adobe Target, Adobe Analytics

Bio: Steve oversees all client services as well as managing the new client acquisition process. While Steve has a broad understanding of all technologies used within DMPG he started as an Analyst using Adobe Analytics back in 2005 followed by Adobe Target in 2009.

Steve Carrod



Role: Digital Enablement Director (Adobe-stack)

Technologies: Adobe Analytics, Adobe Target

Bio: Patrick manages some of our most strategic Adobe-stack clients with the grace of a butterfly and efficiency of an apex predator. An analyst by trade he will help you understand the insights from your data in ways you may not have previously considered.

Patrick Retallick



Role: Co-Owner & Head of Technical Services

Technologies: Adobe Target, Adobe Launch, Google Tag Manager

Bio: Tom heads up all technical services for DMPG and as such has experience across all tools we use for consulting. A developer by trade, he has experience across an array of technologies outside of the standard Adobe & Google stacks and provides the developer-level courses. He also holds the 'Subject Matter Expert' accolade presented rarely by Adobe... something he'll most than likely tell you a few times anyway.

Tom Marianczak





Commercial Details

Scope

Parties to this SOW	DMPG Limited (Supplier) <CLIENT NAME> (Customer)
Platforms	www.domain.com
Effective Date	7th May 2020
Delivery Location	All training services to be delivered remotely via video conferencing software provided by Customer. Follow-up support to the training to be provided via phone/email.

Customer Obligations

Adobe Analytics	To provide any named DMPG employees with 'Reporting' access to the necessary Accounts/RSIDs required to complete all training by effective date of this SOW.
Adobe Target	To provide any named DMPG employee with 'Editor' access to the necessary Workspaces required to complete all training by effective date of this SOW.

Costs/Hours

Total Hours	48
Hourly Rate	£125.00
SOW Start Date	7th May 2020
SOW End Date	6th August 2020
Billing Frequency	After training has been satisfactorily delivered
Total Cost	£6,000 + VAT
Payment Terms	As per <CLIENT NAME> Standard Terms - www.domain.com/terms



Acceptance

Signed on behalf of DMPG Limited	
Name	
Position	
Date	

Signed on behalf of Customer	
Name	
Position	
Date	