

AI Assistant in Adobe Experience Platform

Hands-On Guide to Supercharge Your Productivity with AI Assistant

How to use this workbook

Discover how AI Assistant in Adobe Experience Platform can revolutionize your workflows and boost team productivity—from streamlining data ingestion and campaign management to enhancing journey performance and audience targeting. This self-paced workbook will help you master effective prompting and explore how AI-powered recommendations and insights can drive faster, data-driven decisions and more meaningful customer engagements.

Whether you are just getting started or ready to explore advanced use cases, this guide includes hands-on exercises to support your learning. While it is designed to be followed in order, feel free to jump to the sections most relevant to your day-to-day work. The goal is to support your learning journey in the way that works best for you.

If you would like to dive deeper, check out additional resources on Experience League:

- Landing page - A one-stop hub to explore existing and upcoming capabilities, a library of use cases, links to past webinars, and more. It's designed to help you stay informed and maximize the value of AI Assistant.
<https://experienceleague.adobe.com/en/docs/experience-platform/ai-assistant/landing>
- Video playlist - A curated playlist of short, actionable videos showcasing how to unlock more use cases and make the most of AI Assistant in your workflows.
<https://experienceleague.adobe.com/en/playlists/experience-platform-get-started-with-ai-assistant>

Please note: This workbook was last updated on March 31, 2025. Since then, some capabilities may have evolved or expanded. Additionally, a few features referenced in this guide may still be in early access. If you encounter something that is not yet available in your environment and you are interested in exploring it, please reach out to your Adobe representative to request early access.

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Prerequisite: Log in into Adobe Experience Platform and set up AI Assistant

Objective

This section covers logging into Adobe Experience Cloud, navigating to Adobe Experience Platform, and enabling AI Assistant by accepting the User Agreement. By the end, you will have AI Assistant fully set up in your sandbox.

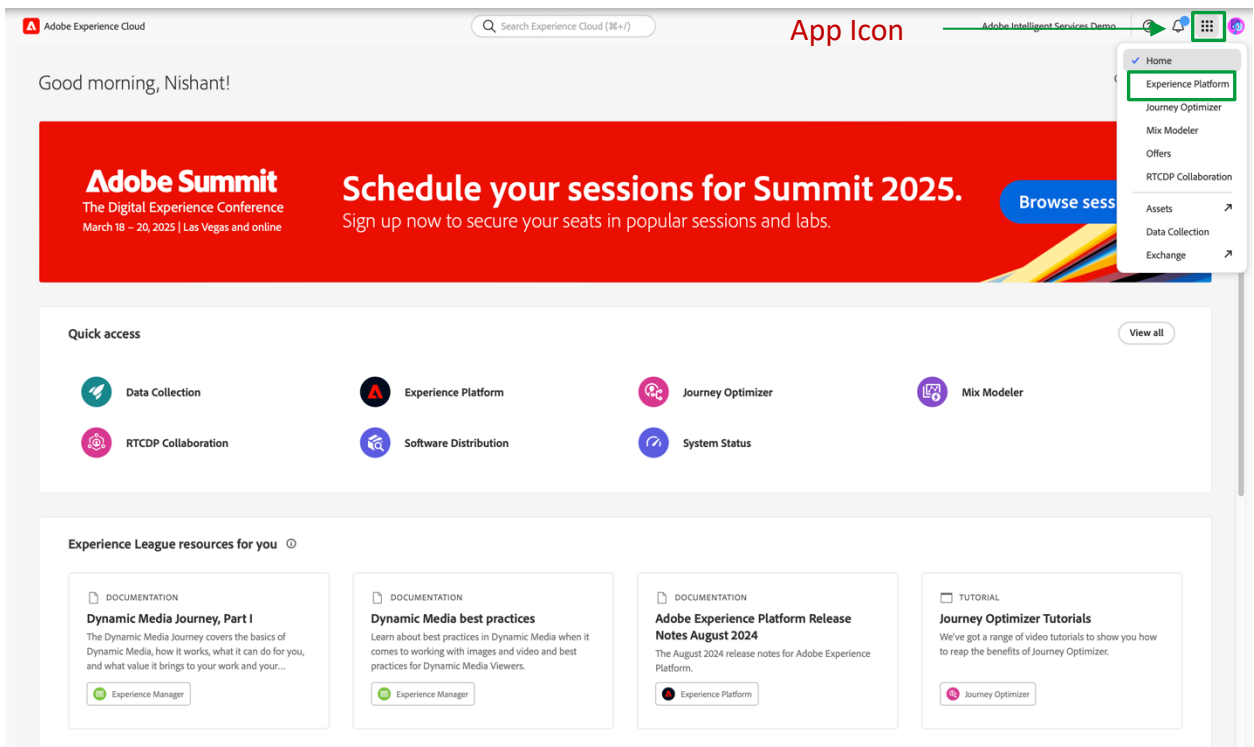
Step-by-step guide

Step 1: Log into Adobe Experience Platform

1. Open your web browser and navigate to experience.adobe.com.
2. Enter your email address you typically use to log in to Adobe Experience Platform: [Your Email].
3. Choose your account type (Company or Personal Account).
4. Enter your password and click Sign In.

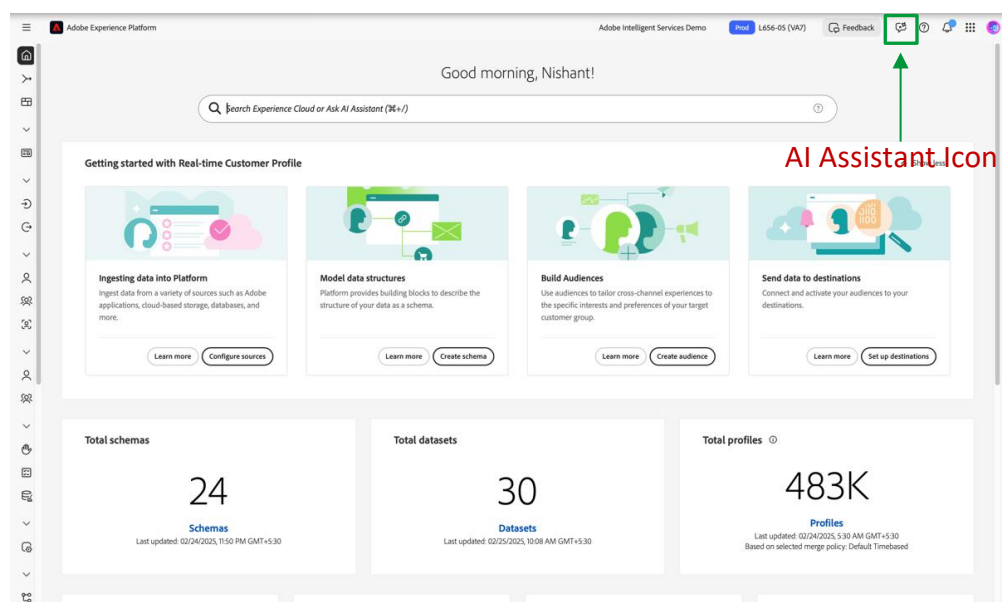
Step 2: Navigate to Adobe Experience Platform

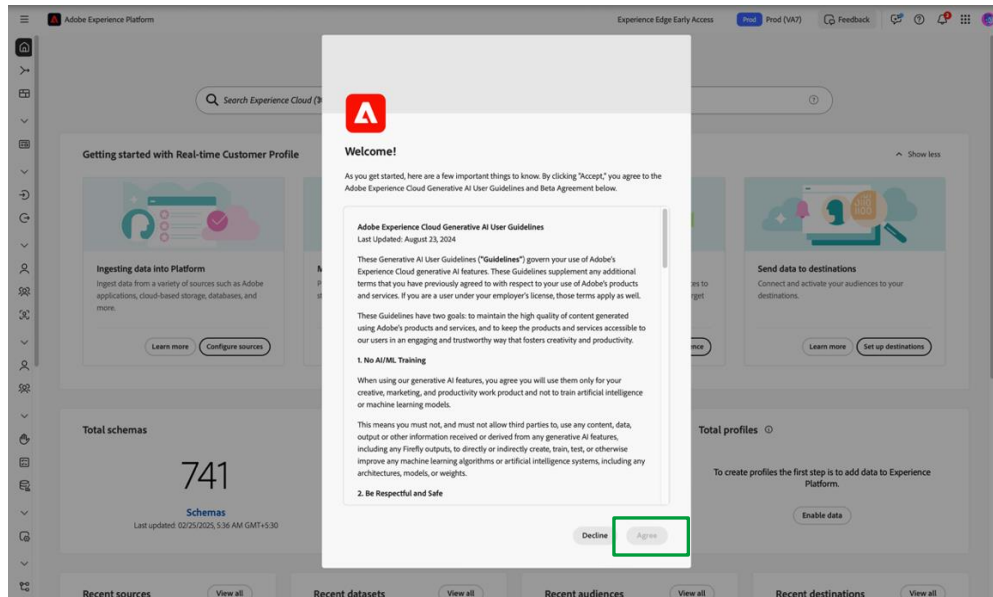
1. Once logged in, click on the “Apps” icon in the top navigation bar.
2. Select “Experience Platform” from the available applications.



Step 3: Enable AI Assistant (First-Time Setup)

1. In Adobe Experience Platform, locate the AI Assistant panel on the right side of the screen.
2. If prompted, review and accept the User Agreement to enable AI Assistant.
3. Once enabled, AI Assistant will be available for use across Adobe Experience Platform and Platform-based apps like Adobe Journey Optimizer, Adobe Customer Journey Analytics, and Adobe Real-time Customer Data Platform.





Congratulations! You've successfully completed the login and AI Assistant setup in Adobe Experience Platform. You're now ready to start using AI Assistant and explore its capabilities.

Exercise 1: Exploring capabilities and functionalities in AI Assistant

Objective

Get familiar with AI Assistant's conversational interface for product knowledge and operational insights.

You'll learn:

- How to use AI Assistant to retrieve Adobe Experience Platform concepts and how to's instantly
- How to explore data and metadata in your sandbox
- How AI Assistant improves discoverability and decision-making
- How to navigate and use AI Assistant's UI features like Discover Panel, Object Autocomplete, and Prompt Autocomplete

By the end of this exercise, you will be able to quickly retrieve Adobe Experience Platform concepts, learn about objects in your sandbox, and explore AI Assistant features for easy usability.

Functionalities Covered

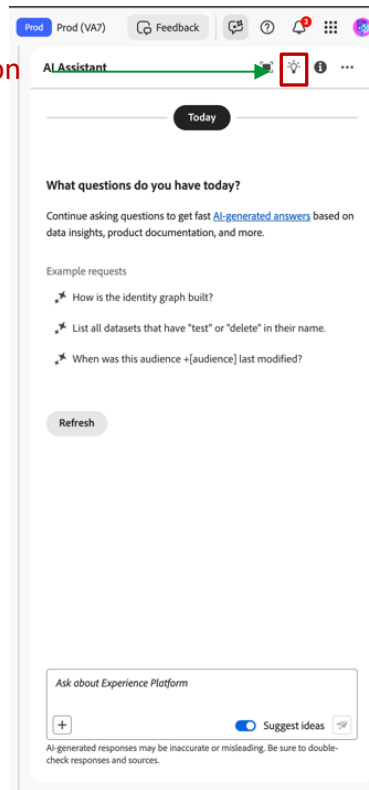
Multi-turn Q&A, Explainability, Verifiability, Discover Panel, Object Autocomplete, Prompt Autocomplete

Step-by-step Guide

Step 1: Open the Discover Panel

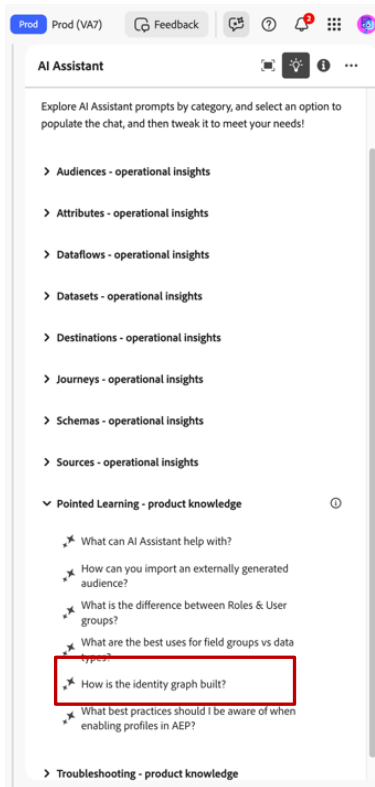
1. Locate and **click on the Light Bulb icon** at the top of AI Assistant to open the **Discover Panel**.
2. This panel provides predefined prompts and recommended learning topics to help you get started quickly.

Discover Panel Icon



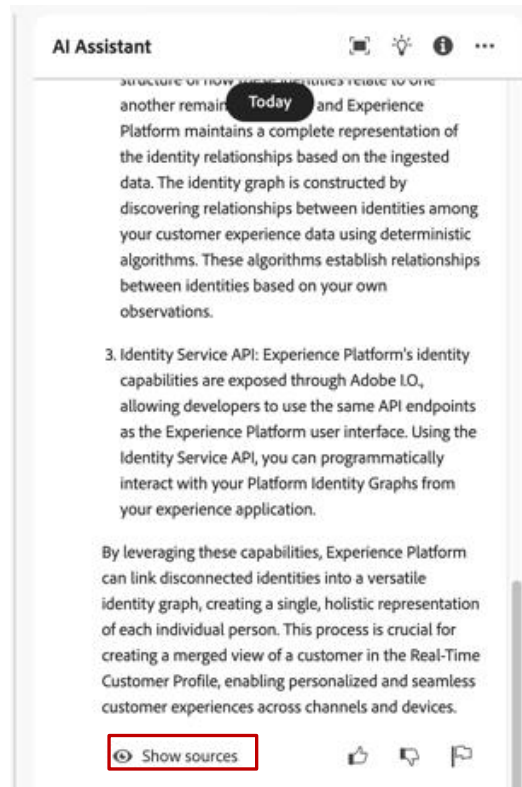
Step 2: Retrieve Best Practices for Profile Enablement

1. In the Discover Panel, **navigate to Pointed Learning**.
2. **Click** on the prompt: ***"How is the identity graph built?"***
3. The selected prompt will automatically populate in the text input box of AI Assistant.
4. **Press Enter** to execute the query and view AI Assistant's response.



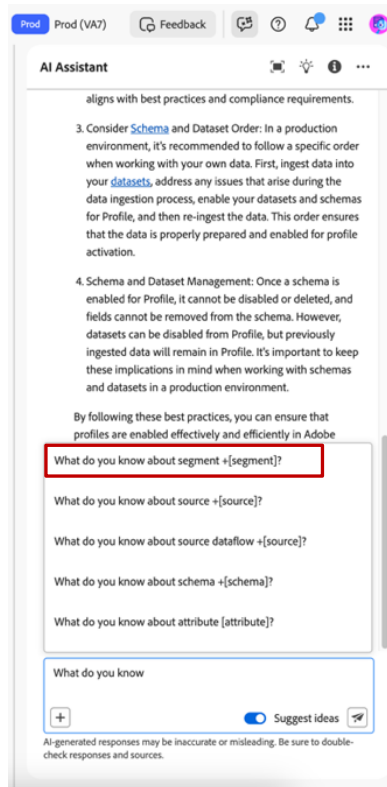
Step 3: Verify AI Assistant's Response & Explore Experience League

1. Review the response provided by AI Assistant.
2. Scroll to the bottom of the response and **click on “Show Sources”**.
3. A **hyperlink to Experience League** will appear—click on it to open the relevant documentation in a new tab for further reading.



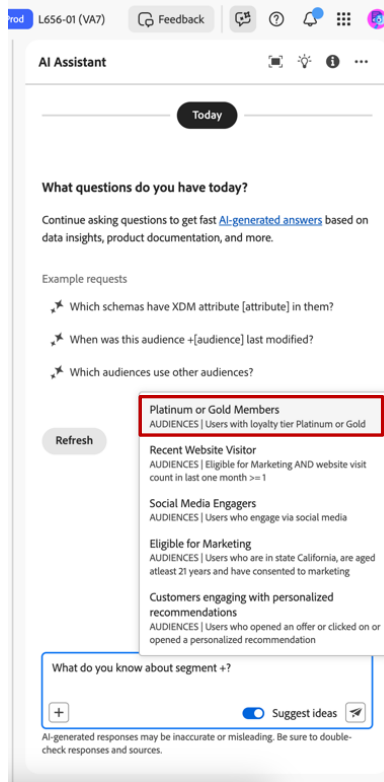
Step 4: Explore Object Discovery Using Prompt Autocomplete

1. In the AI Assistant input field, **begin typing “What do you know”**.
2. A list of suggested queries will appear in a dropdown.
3. Select the suggested query:
“What do you know about segment +[segment]?”



Step 5: Select a Specific Audience to Analyze

1. Click on “+[segment]” in the prompt field.
2. From the dropdown menu, select “Platinum or Gold Members” as your audience.
3. Press Enter to execute the query and retrieve details about this audience.



Step 6: Analyze the Response Structure of AI Assistant

Once AI Assistant provides a response, take note of the structured output, which consists of three key sections:

- Actual response and data – The primary insights retrieved from Adobe Experience Platform.
- How AI Assistant interpreted your question – Explanation of AI Assistant’s reasoning.
- How the answer was derived – The logic and steps behind the response.

AI Assistant Today

What do you know about segment Platinum or Gold Members?

The segment "Platinum or Gold Members" has the following details:

- Audience ID: 8d41f96d-6328-4477-8341-3a667dd66f7f
- Audience Name: Platinum or Gold Members
- Total Profiles: 152139
- Is Streaming: False
- Is Batch: True
- Updated Time: 2025-02-23T07:40:03.000+00:00
- Duplicate Audience Count: 0
- Used in Other Audience Count: 0

Based on your question, here is the crafted query:

Finds the details of the segment "Platinum or Gold Members" and counts the number of duplicate audiences and the number of times it is used in other audiences. The query is limited to a maximum of 1 result.

Here is how the results are obtained:

- First, consider all the segments.
- Then, keep only those segments whose names contain the term "Platinum or Gold Members" (case-insensitive).
- For each such segment, output the segment ID, name, total profiles, streaming status, batch status, updated time, count of duplicate audiences, and count of times it is used in other audiences.
- 1 out of 1 total results are shown.

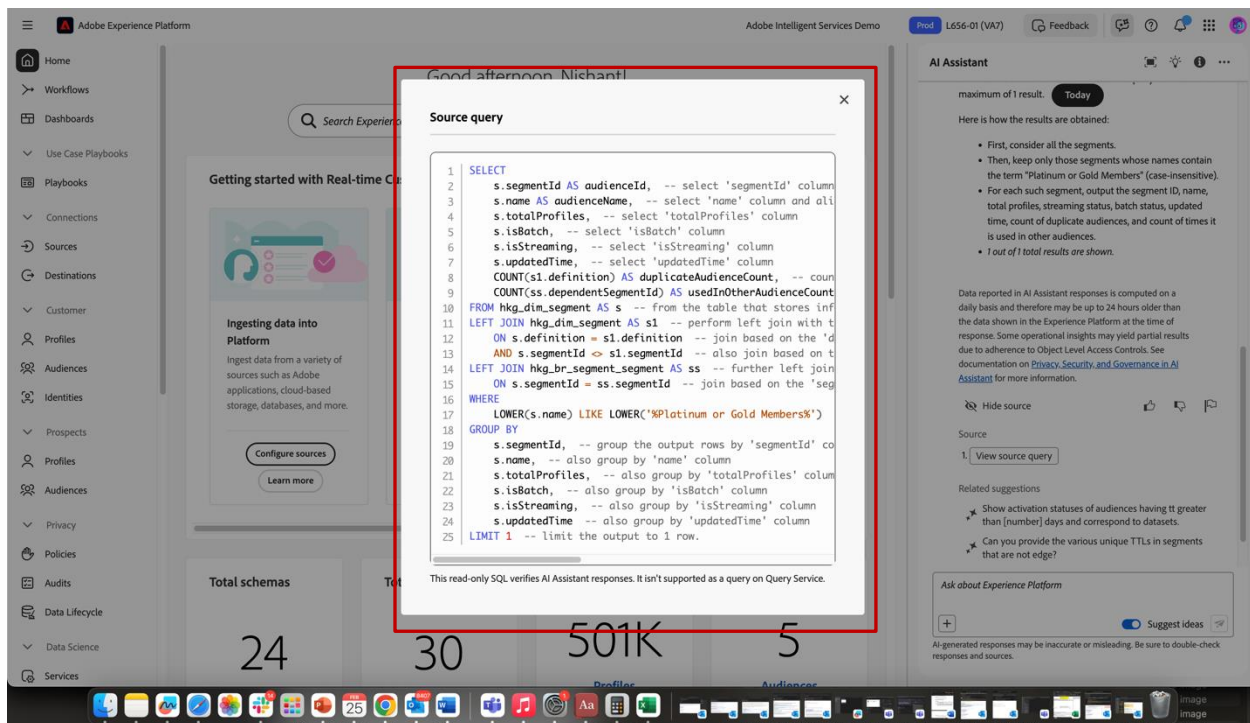
Part 1 of the response contains information about the audience

Part 2 of the response shows how AI Assistant understood your query

Part 3 of the response showcases the series of steps AI Assistant took to arrive at the answer.

Step 7: Validate the Response Using Source Queries

1. Click on **"Show Source"** within AI Assistant's response.
2. Select **"View Source Query"** to open the SQL query that was used to retrieve the response.
3. Review the query, which includes **comments explaining each step**, to verify how AI Assistant arrived at its answer.



Exercise Recap

In this section, we:

- Used the Discover Panel to access pre-configured prompts.
- Retrieved Adobe Experience Platform concepts instantly.
- Explored Object Discovery with Prompt Autocomplete.
- Verified AI Assistant responses with Show Sources and Source Queries.

Instead of executing series of steps, AI Assistant enables seamless access to product knowledge faster data discovery with clear explainability and verifiability, streamlining workflows and decision-making.

Exercise 2: Ensuring Sandbox Hygiene & System Readiness

Objective

Ensure that the datasets, attributes, and audiences in your sandbox are clean, up-to-date, and relevant for campaign execution. This helps avoid using outdated, redundant, or misconfigured data when preparing for activation.

You'll learn:

- How to use AI Assistant to identify redundant or outdated data
- How to check dataset freshness and identify missing attributes
- How to spot duplicate audiences to maintain data hygiene

By the end of this exercise, you will have identified redundant and inactive data, enabling you to optimize your sandbox for accurate and streamlined marketing workflows.

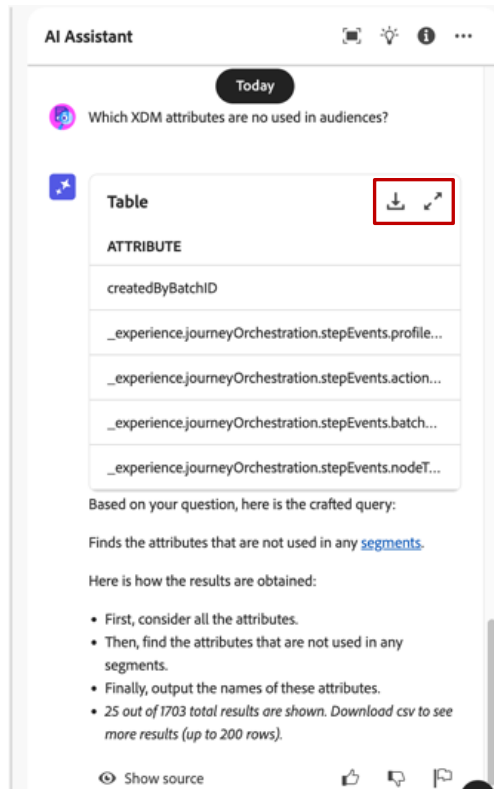
Functionalities Covered

Operational insights, Dataset Observability, Duplicate Audiences, Download as CSV

Step-by-step guide

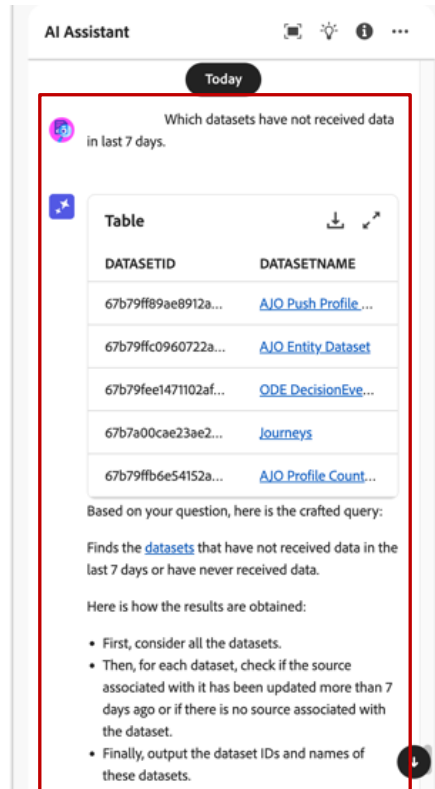
Step 1: Identify Unused Attributes in Audiences

- Open AI Assistant in Adobe Experience Platform.
- **Ask AI Assistant: Which attributes have not been used in audiences?**
- Review the response to see which attributes are unused by
 - **Expanding the table** using “Expand” ↗ button
 - **Download results in CSV** using download ⬇ button
 - Review the CSV file for comprehensive results



Step 2: Check Dataset Freshness

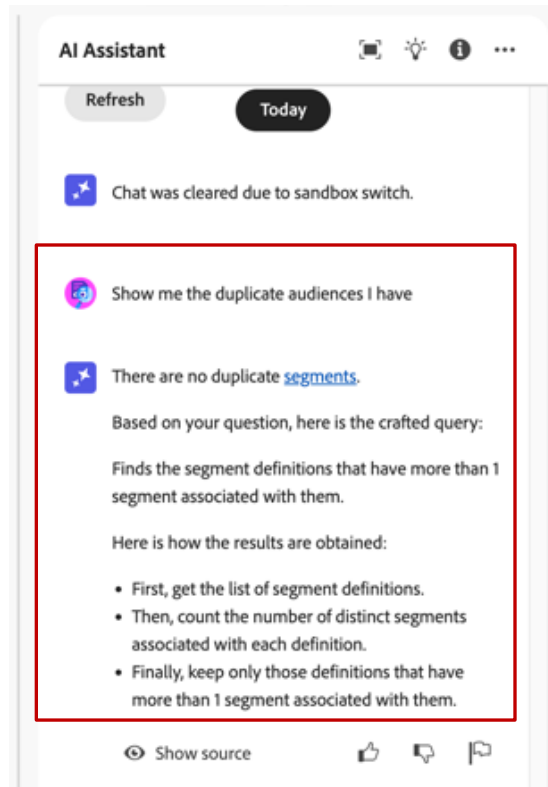
- Ask AI Assistant: **Which datasets have not received data in the last 7 days?**
- Review the list of datasets in the response by
 - **Expanding the table** using “Expand” ↗ button
 - **To download results in CSV** click on download ⬇ button



Disclaimer: Dataset Observability is currently in Alpha stage and may be subject to changes at any time. For the latest updates on feature enhancements, please refer to our product documentation on Experience League or contact your Adobe representative.

Step 3: Identify Duplicate Audiences

- **Ask AI Assistant: Show me all the duplicate audiences**
- Review the response to identify if there are any audience with identical definitions.



Information: AI Assistant can identify duplicate audiences based on their audience definition. If two or more audiences have identical audience definition, AI Assistant will detect them as duplicates

Bonus Activity: Attempt these prompts only after completing the main exercise

| | |
|-----------|---|
| Audiences | Show me the top 3 attributes used in audiences |
| Schemas | Which schemas are used in datasets? |
| Datasets | How many datasets have been ingested using the same schema? |

Exercise Recap

In this exercise, we:

- Used AI Assistant to detect unused attributes, outdated datasets, and duplicate audiences.
- Ensured our sandbox is clean and optimized for campaign execution.
- Identified redundant data that could impact campaign execution.

AI Assistant streamlines what would otherwise require a series of checks across multiple interfaces, turning it into a single, efficient workflow

Exercise 3: Troubleshooting & Getting Support

Objective

Use AI Assistant to diagnose issues, retrieve troubleshooting recommendations, and raise support tickets efficiently, ensuring minimal disruptions in campaign execution.

You'll learn:

- How to troubleshoot issues using AI Assistant
- How to create a support ticket directly from AI Assistant

By the end of this exercise, you will be able to diagnose issues using AI Assistant, create and track support tickets seamlessly, ensuring swift turnaround time for any issues in the platform.

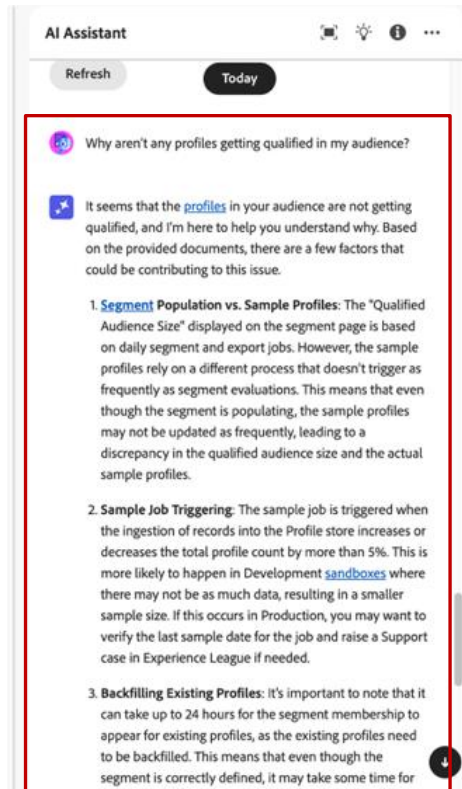
Functionalities Covered

Product knowledge, AI Assistant for Customer Support

Step-by-step guide

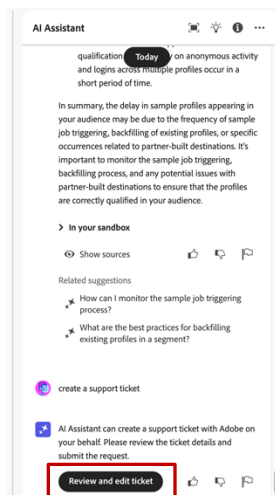
Step 1: Diagnose Audience Qualification Issues

- Open AI Assistant in Adobe Experience Platform.
- **Ask AI Assistant: Why aren't any profiles getting qualified in my audience?**
- **Review the response** to understand potential reasons for missing profile qualification.

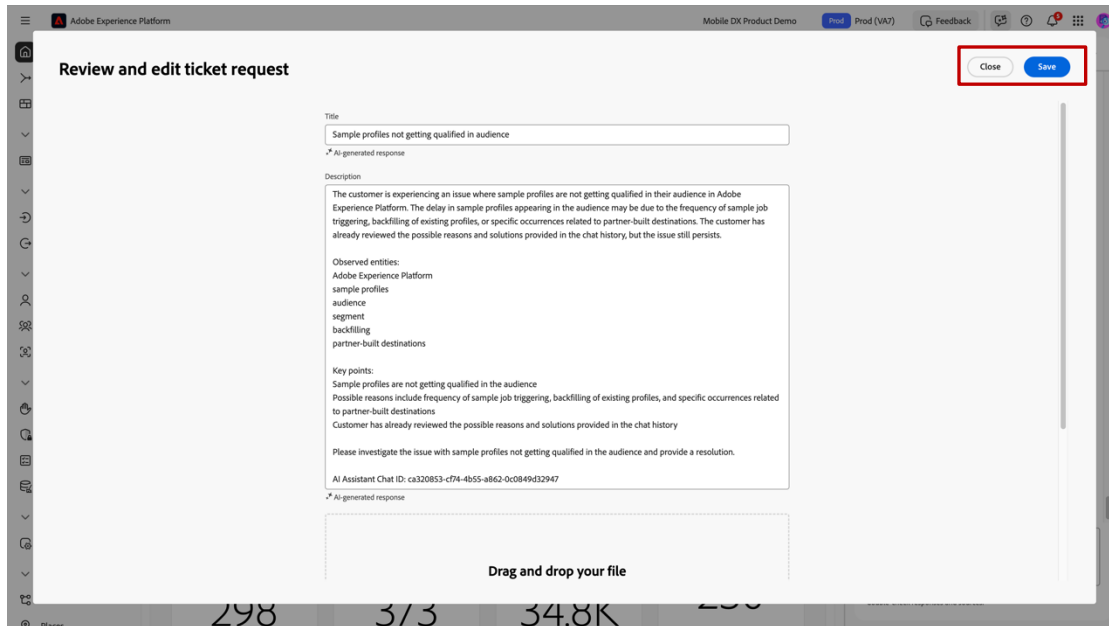


Step 2: Create a Support Ticket from AI Assistant

- Ask AI Assistant: Create a support ticket
- Click on "Review and edit support ticket"



- Review the draft ticket
- Click on **Save** to submit the request to Adobe Support.



Learning: AI Assistant for Customer Support can create and manage support tickets from within AI Assistant and is contextually aware of the questions that you have been asking AI Assistant. It will capture the sandbox, the org ID and user ID, which adobe product, and even a summary of chat for the ticket description, and a chat history to not only streamline the creation of the ticket, but the resolution as well

Bonus Activity: Attempt these prompts only after completing the main exercise

| | |
|------------------------|--|
| Troubleshooting | Why can't I turn on a schema owned by Adobe for profile? |
| Open Discovery | What governance policies are in place to manage and protect customer data? |
| Checking ticket status | What is the status of case [ticket number]? |

Disclaimer: AI Assistant for Customer Support is currently in Alpha stage and may be subject to changes at any time. For the latest updates on feature enhancements, please refer to our product documentation on Experience League or contact your Adobe representative.

Exercise Recap

In this section, we:

- Used AI Assistant to diagnose audience qualification issues.
- Created a support ticket directly from AI Assistant without switching interfaces.

AI Assistant removes the need to search through documentation or escalate issues, turning troubleshooting into a fast and guided process.

Exercise 4: Ensuring Data Readiness for Campaigns

Objective

Ensure that the right datasets, schemas, and attributes are being used, maintaining data accuracy and integrity.

You'll learn:

- How to validate dataset readiness and schema relationships
- How to identify key attributes used in segmentation
- How to discover attributes in your sandbox

By the end of this exercise, you will have validated the relationships between datasets, schemas, and attributes, ensuring that your data environment is robust and ready for activation.

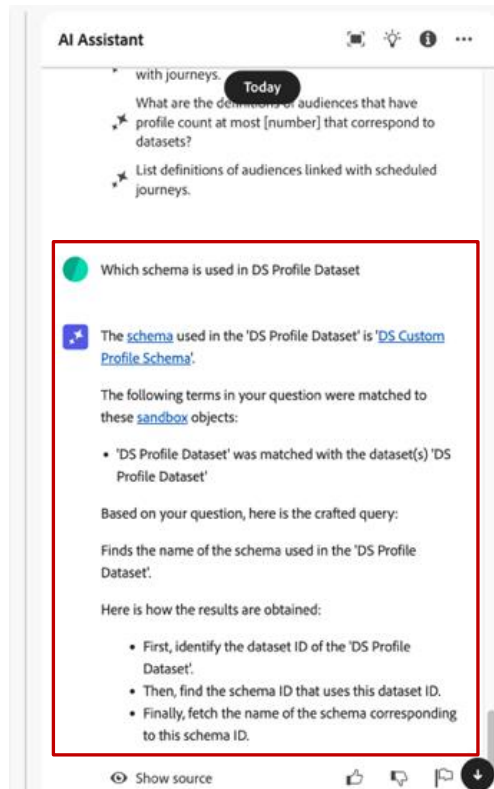
Functionalities Covered

Object Lineage, XDM Dictionary, Multi turn

Step-by-step guide

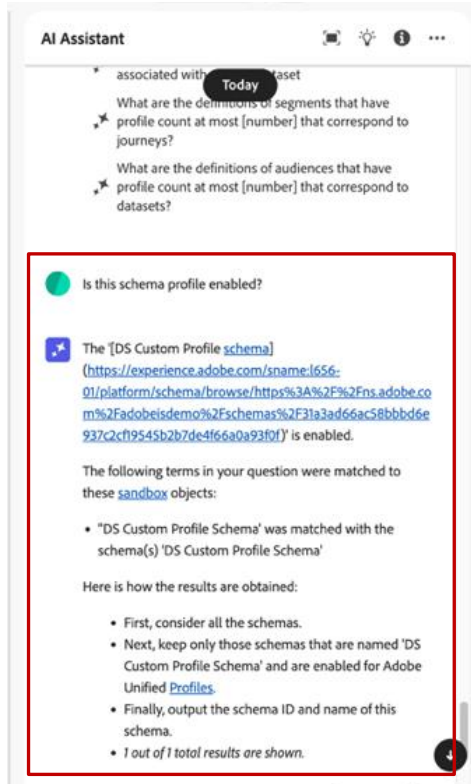
Step 1: Check Schema Relationships

- In AI Assistant, type: **"Show me the schema associated with"** and then press **"+"**
- Select **"DS Profile Dataset"** from drop down menu
- Review the response to identify which schema is used in **"DS Profile Dataset"**



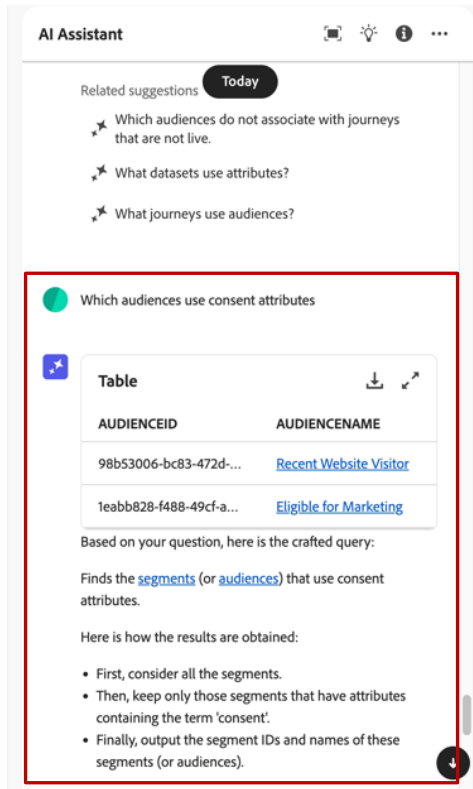
Step 2: Validate Profile Enablement

- **Ask AI Assistant: Is this schema profile enabled?**
- Review the response to check if the schema is profile enabled.



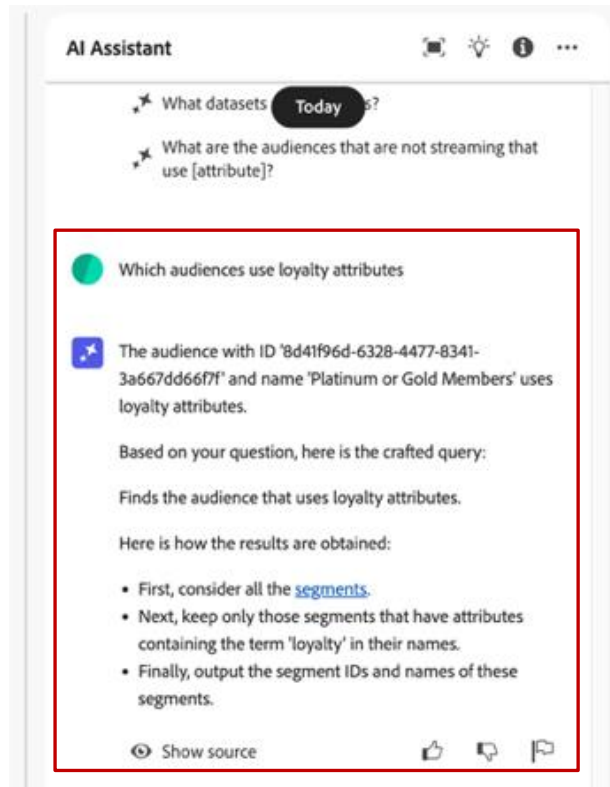
Step 3: Identify usage of Consent XDM attributes in Audiences

- **Ask AI Assistant: Which audiences use consent attributes?**
- Review the response and check which audiences are using consent attributes



Step 4: Identify usage of Loyalty XDM attributes in Audiences

- Ask AI Assistant: Which audiences use loyalty attributes?
- Review the response and check which audiences are using loyalty attributes



Bonus Activity: Attempt these prompts only after completing the main exercise

| | |
|-----------------------|---|
| XDM Dictionary | Show me all the fields of the schema / dataset that contains the field loyalty_ID |
| Dataset Observability | What is the size of [Dataset Name] |

Disclaimer: XDM Dictionary is currently in Alpha stage and may be subject to changes at any time. For the latest updates on feature enhancements, please refer to our product documentation on Experience League or contact your Adobe representative.

Exercise Recap

In this section, we:

- Verified dataset, schema, and audience relationships.
- Ensured profile enablement for segmentation.
- Identified audiences which use consent and loyalty attributes

Instead of checking multiple interfaces for schemas, datasets, and attributes, AI Assistant consolidates data, helps with validation into a single streamlined experience.

Exercise 5: Unlocking Audience Insights

Objective

Master the power of AI-driven audience discovery, validation, and forecasting in Adobe Experience Platform. This hands-on exercise will demonstrate how the AI Assistant simplifies audience analysis, helping you make faster, data-driven marketing decisions with ease.

You will learn:

- Discover & Validate Audiences – Find customer profiles that match campaign criteria before activation.
- Analyze Trends & Shifts – Track historical audience size, detect sudden spikes, and ensure audience freshness.
- Forecast Audience Growth – Predict future audience size to refine targeting and optimize marketing strategies.

Functionality Covered

Audience Size Estimation, Profile Data Discovery, Audience Overlap Analysis, Detecting Significant changes to Audiences, Audience Forecasting.

Information: AI Assistant does not answer any questions that try to retrieve specific attribute values for specific profiles or answers on attributes that are marked as directly identifiable attributes (I1), sensitive geo data (S1 / S2) or Permitted Sensitive Personal Data (PSPD), Protected Health Information (RHD) or attributes marked as not to be used in data science workflows (C9)

Step-by-step guide

Step 1: Discover relevant audiences

Understanding how many unique profiles exist in the Adobe Real-Time Customer Data Platform is the first step in audience discovery. Before creating segments, it's essential to confirm the total number of available profiles, ensuring you are working with an accurate, deduplicated dataset.

- Ask AI Assistant: **How many profiles do I have?**
- Review the response: The total number of unique profiles in your Adobe Real-Time Customer Data Platform is displayed. This count represents the final number of profiles after merge policies have been applied and a union view has been created.

Additional explanation:

- **Unique Profiles:** The number reflects distinct customer profiles after duplicate records are merged based on your configured rules.
- **Merge Policies:** If your Adobe Real-Time Customer Data Platform combines multiple data sources, merge policies define how identities from different sources are unified.
- **Union View:** This is the final, consolidated view of your audience across datasets.



How many profiles do I have?



There are 319,979 total [profiles](#) in the dataset.

Based on your question, here is the crafted query:

Finds the total number of profiles in the dataset.


Here is how the results are obtained:


- Count all the rows in the profile table to get the total number of profiles.

Step 2: Check data distribution of the profiles

In this step, we will determine where most of the profiles live.

- Ask AI Assistant: **What are the Top 5 states where my profiles live?**
- Review the response: The data is grouped by the state attribute and number of profiles per state are displayed.

 What are the Top 5 states where my profiles live?



| STATE_COUNT | STATE |
|-------------|--------------|
| 144,387 | "CA" |
| 3,687 | "Arkansas" |
| 3,673 | "Hawaii" |
| 3,672 | "Washington" |
| 3,665 | "Virginia" |

Step 3: Analyze demographics and marketability

In this step, we will use AI Assistant to analyze various demographics such as address, and age and check for email marketing consent.

- Ask AI Assistant: **How many profiles live in California state, aged above 21 years, have email address and consented for email marketing?**
- Review the response: The number of profiles matching the criteria are shown.



How many profiles live in California state, aged above 21 years, have email address and consented for email marketing?



There are 72097 [profiles](#) living in California state, aged above 21 years, have email address and consented for email marketing.

Step 4: Understand audience sizes and behaviors

In this step, we will add on to the email marketing consent and check for behaviors of the profiles.

- Ask AI Assistant: **How many profiles are part of "Eligible for Marketing" and have at least one website visits at least once in last 30 days?**
- Review the response: AI Assistant will show the number of profiles matching this criterion.



How many profiles are part of Eligible for Marketing and visited my website at least once in last 30 days



There are 237,975 [profiles](#) that are part of Eligible for Marketing and have visited the website at least once in the last 30 days.

When investigating the source query, we see that the AI Assistant automatically detected that there is an existing audience named Eligible for Marketing, queried its count and looked up a computed attribute for website visits.

Source query


```
1 | SELECT
2 |     COUNT(*) -- count the rows
3 | FROM hkg_dim_profile -- from the table that stores information about cu
4 | WHERE
5 |     segmentMembership['Eligible__for__Marketing']['status'] = 'realized'
6 |     AND customAttributes['websiteVisitCountLastOneMonth'] > 0 -- keep t
```


This read-only SQL verifies AI Assistant responses. It isn't supported as a query on Query Service.

Step 5: Analyze the audience sizes



In this step, we will examine audience sizes within the Adobe Real-time Customer Data Platform and determine the number of profiles in specific audiences. It helps assess audience reach before leveraging these audiences for campaign targeting or further analysis.

- Ask AI Assistant: **What is the size of the audiences 'Recent Website Visitor' and 'Social Media Engagers'?**
- Review the response: AI Assistant displays the audience sizes showing the total number of profiles in each segment. You may see the response highlights how the AI Assistant interpreted the query, indicating which terms were matched to audience names (red highlight in the screenshot). This ensures accuracy in retrieving the correct audiences.

 What is the size of the audiences Recent Website Visitor and Social Media Engagers?



| TOTALPROFILES | SEGMENTNAME |
|---------------|--|
| 46,600 | Social Media Engagers |
| 237,975 | Recent Website Visitor |



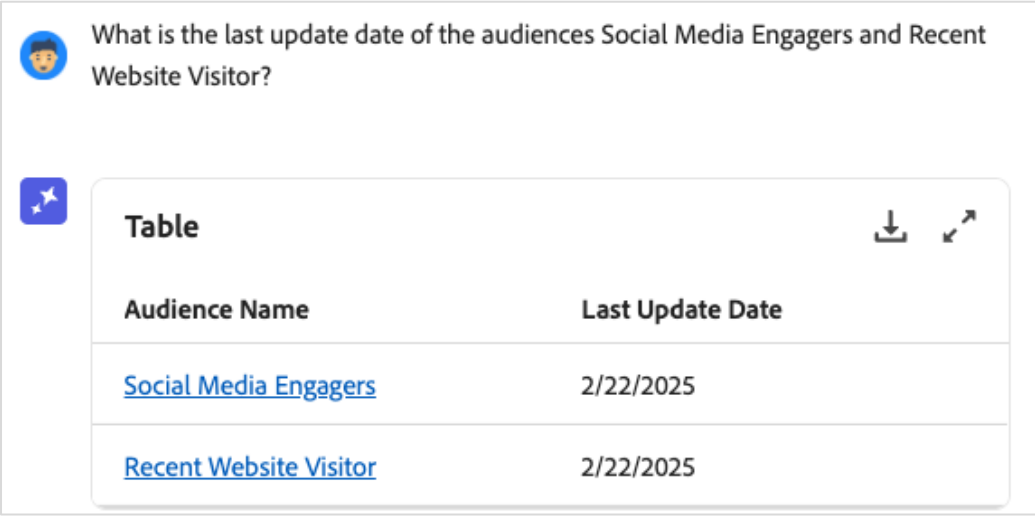
The following terms in your question were matched to these [sandbox](#) objects:

- 'Recent Website Visitor' was matched with the audience(s) 'Recent Website Visitor'
- 'Social Media Engagers' was matched with the audience(s) 'Social Media Engagers'

Step 6: Validate these audiences are not dormant

In this step, we will check the last update date of specific audiences within Adobe Real-time Customer Data Platform. By verifying the most recent update, it ensures that audiences like Social Media Engagers and Recent Website Visitor remain active and up to date, preventing the use of outdated or dormant segments in campaigns.

- Ask AI Assistant: **What is the last update date of the audiences "Social Media Engagers" and "Recent Website Visitor"?**
- Review the response: AI Assistant will show when these audiences are updated.



The AI Assistant interface displays a response to the query "What is the last update date of the audiences Social Media Engagers and Recent Website Visitor?". The response includes a table with two columns: "Audience Name" and "Last Update Date". The table lists two audiences: "Social Media Engagers" and "Recent Website Visitor", both with a last update date of "2/22/2025".

| Audience Name | Last Update Date |
|--|------------------|
| Social Media Engagers | 2/22/2025 |
| Recent Website Visitor | 2/22/2025 |

Step 7: Verify the overlap between these audiences

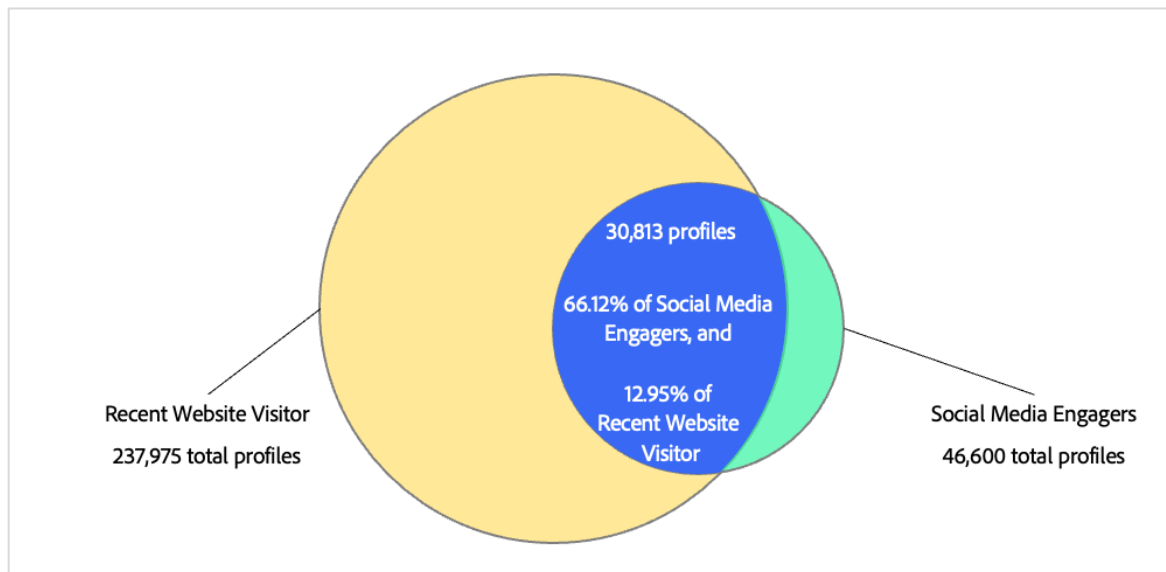
In this step, we will see if these audiences have any overlap among them.

- Ask AI Assistant: **What is the profile overlap between audiences "Recent Website Visitor" and "Social Media Engagers"?**
- Review the response: AI Assistant will show the overlap values. The Overlap count is the number of profiles that are part of both the audiences.

What is the profile overlap between audiences Recent Website Visitor and Social Media Engagers

| Table | | | ↓ | ↗ |
|------------------------|---------|-------------|---|---|
| SEGMENT | COUNT | PCT_OVERLAP | | |
| Overlap | 30,813 | None | | |
| Recent Website Visitor | 237,975 | 12.95 | | |
| Social Media Engagers | 46,600 | 66.12 | | |

Here's how to interpret these values. 12.95% of Recent Website Visitor audience has an overlap with 66.12% of Social Media Engagers. The total number of profiles common between both of them are 30,813 as depicted below.

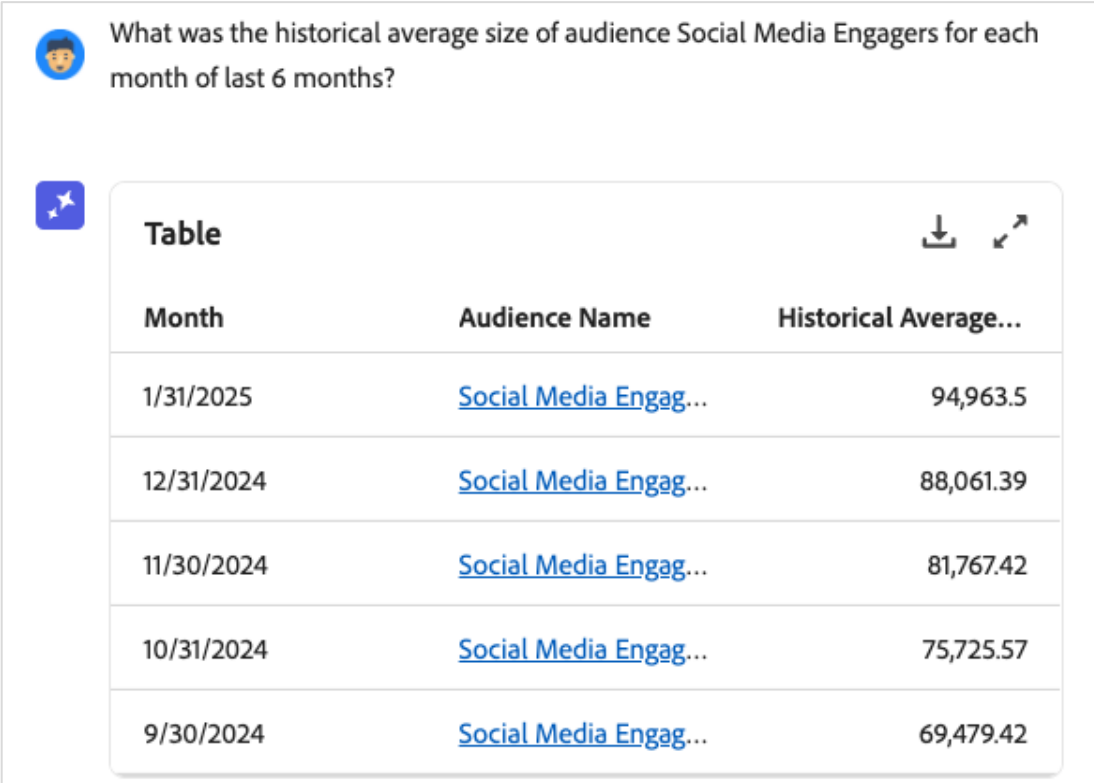


Step 8: Analyze historical trend for last 6 months

In this step, we will track audience size trends over time within the Adobe Real-Time Customer Data Platform. By analyzing historical audience sizes, it provides insights into audience growth, decline, or seasonal fluctuations. This helps in understanding engagement trends and optimizing audience strategies for future campaigns.

- Ask AI Assistant: **What was the historical average size of audience "Social Media Engagers" for each month of last 6 months?**
- Review the response: AI Assistant displays the historical average size of the Social Media Engagers audience for each of the last six months in a table format.

Learning: When asked about audience sizes over more than 2 weeks, AI Assistant will provide average audience size and not the specific dates. AI Assistant stores audience sizes for up to 12 months to enable historical trends.



The image shows a screenshot of the AI Assistant interface. At the top, a user icon is followed by the query: "What was the historical average size of audience Social Media Engagers for each month of last 6 months?". Below the query, there is a blue icon with two stars. The response is a table with three columns: "Month", "Audience Name", and "Historical Average...". The table contains five rows of data, showing the historical average size for the months of 1/31/2025, 12/31/2024, 11/30/2024, 10/31/2024, and 9/30/2024. The audience name for all rows is "Social Media Engag...".


| Month | Audience Name | Historical Average... |
|------------|---------------------------------------|-----------------------|
| 1/31/2025 | Social Media Engag... | 94,963.5 |
| 12/31/2024 | Social Media Engag... | 88,061.39 |
| 11/30/2024 | Social Media Engag... | 81,767.42 |
| 10/31/2024 | Social Media Engag... | 75,725.57 |
| 9/30/2024 | Social Media Engag... | 69,479.42 |




Step 9: Analyze historical trend for recent past

In this step, we will analyze daily audience size trends for the Social Media Engagers audience over the last 15 days. This helps track short-term fluctuations in audience engagement and identify any sudden changes that may impact campaign planning.

- Ask AI Assistant: **Show me the historical size of Audience "Social Media Engagers" for each day of last 15 days**
- Review the response: AI Assistant provides the exact audience size for each of the last 15 days in a table format.

Learning: When not asking for averages within short periods of time, AI Assistant will provide actual daily values rather than computed averages

 Show me the historical size of Audience Social Media Engagers for each day of last 15 days.

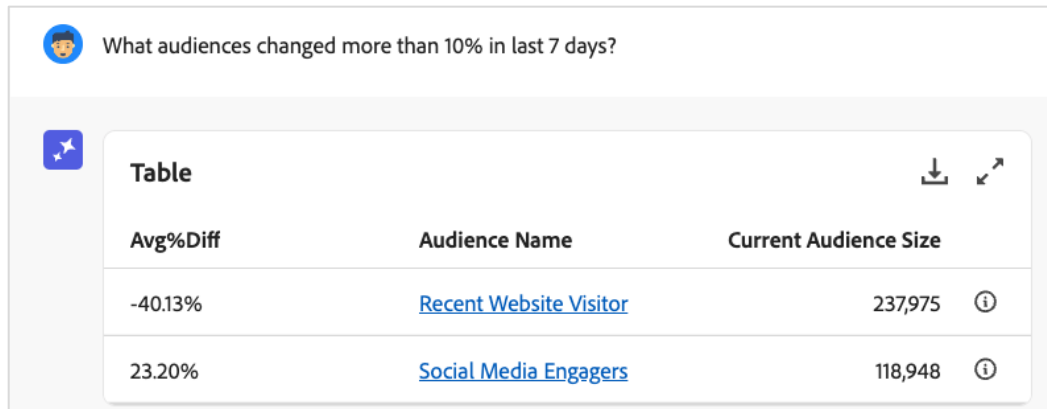
 **Table**  

| Audience Size | Date |
|---------------|-----------|
| 93,393 | 2/11/2025 |
| 94,727 | 2/12/2025 |
| 93,794 | 2/13/2025 |
| 94,217 | 2/14/2025 |
| 94,460 | 2/15/2025 |

Step 10: Identify audiences that changed significantly

In this step, we will identify audiences that have experienced significant changes in size over time. Sudden shifts in audience size can impact campaigns and customer journeys, making it crucial to detect and analyze these changes.

- Ask AI Assistant: **What audiences changed more than 10% in last 7 days?**
- **Review the response:** AI Assistant analyzes all audiences in the sandbox environment and identifies those that have changed by 10% or more over the last 7 days.



The screenshot shows a chat interface with a user asking "What audiences changed more than 10% in last 7 days?". The AI Assistant responds with a table titled "Table". The table has three columns: "Avg%Diff", "Audience Name", and "Current Audience Size". There are two rows of data. The first row shows a -40.13% change for "Recent Website Visitor" with a current size of 237,975. The second row shows a 23.20% change for "Social Media Engagers" with a current size of 118,948. Each row has an information icon (i) next to the current audience size.

| Avg%Diff | Audience Name | Current Audience Size |
|----------|--|-----------------------|
| -40.13% | Recent Website Visitor | 237,975 ⓘ |
| 23.20% | Social Media Engagers | 118,948 ⓘ |

Learning: AI Assistant calculates the average size over the last 7 days and compares it to the current size and determines if the change is a 10% or more.

Here is how the results are obtained:

- First, calculate the difference between the **current audience size** and the **average audience size** from the last 7 days for each segment.
- Then, calculate the percentage difference between the current audience size and the average audience size from the last 7 days for each segment.
- Keep only those segments where the absolute percentage difference is greater than 10%.
- Finally, output the names, current audience sizes, differences, and average percentage differences for these segments.

Step 11: Identify how much a specific has changed over time

Now we will analyze how much a specific audience has changed over a longer period of time. Understanding audience size fluctuations over three months provides insights into engagement trends, helping refine segmentation and campaign strategies. Since this duration is longer than two weeks, the AI Assistant calculates an average audience size over the last three months and compares it to the current size. This approach smooths out short-term fluctuations and highlights overall trends.

- Ask AI Assistant: **How much did the audience "Social Media Engagers" change in last 3 months?**
- **Review the response:** AI Assistant provides an analysis of the Social Media Engagers audience size over the last three months by calculating the average audience size (blue highlight in the screenshot) over this period, comparing it to the current audience size to determine the change and finally computing both the absolute difference in profiles and the percentage increase or decrease.



How much did the audience Social Media Engagers change in last 3 months?




The audience "Social Media Engagers" currently has 118,948 profiles. The difference in audience size from the average audience size of the last 3 months is 31,641.86. This represents a 36.24% increase from the average audience size.




Learning: The average audience size serves as a baseline for comparison. The difference in profiles indicates how much the audience has grown or shrunk. The percentage change helps understand the magnitude of the shift.

Step 12: Forecast the audience growth

In this step, we will forecast the future size of the audience based on historical trends. Predicting audience growth or decline helps optimize campaign planning, budget allocation, and engagement strategies.

- Ask AI Assistant: **What is the forecasted size of the audience "Social Media Engagers"?**
- Review the response: AI Assistant provides a forecasted audience size for the next 30 days on a week-by-week basis. Expand the table to also see the forecasted normal range. The forecast size is the AI-generated estimate based on trends. The forecast range defines a normal variation window—if the actual audience size stays within this range, it follows historical behavior.

 What is the forecasted size of the audience Social Media Engagers?

 **Table**  







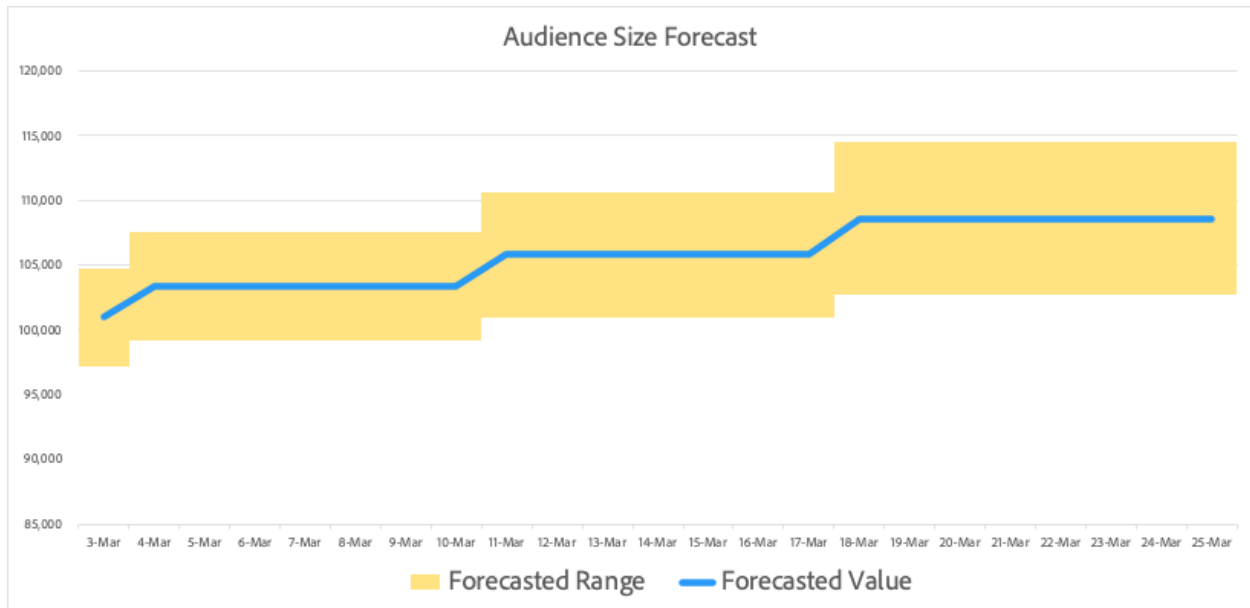
| Forecast Audience Size | Audience Name | Forecast Date | |
|------------------------|---------------------------------------|---------------|---|
| 108,593 | Social Media Engagers | Mar 25, 2025 |  |
| 105,819 | Social Media Engagers | Mar 17, 2025 |  |
| 103,391 | Social Media Engagers | Mar 10, 2025 |  |
| 100,963 | Social Media Engagers | Mar 03, 2025 |  |

Table  Download CSV  Close

| Forecast Audience ... | Audience Name | Forecast Date | Forecast Range |
|-----------------------|---------------------------------------|---------------|----------------|
| 108,593 | Social Media Engagers | Mar 25, 2025 | 102677-114509 |
| 105,819 | Social Media Engagers | Mar 17, 2025 | 100978-110660 |
| 103,391 | Social Media Engagers | Mar 10, 2025 | 99222-107560 |
| 100,963 | Social Media Engagers | Mar 03, 2025 | 97198-104728 |

The model predicts a normal range for the audience size and provides a specific forecasted value for each date. If the forecasted audience size falls within this range, audience is following historical behavior and no anomalies are expected. However, if the forecasted value exceeds or

drops below the predicted range, it indicates a sudden spike or decline in audience size. The illustration below provides a visual representation of this concept.



Learning: AI Assistant utilizes historical audience data from the past 12 months to estimate the audience size for the next 30 days. The forecast is displayed on a week-by-week basis, providing insights into potential fluctuations.

Disclaimer: AI Assistant for Audiences is currently in Alpha stage and may be subject to changes at any time. For the latest updates on feature enhancements, please refer to our product documentation on Experience League or contact your Adobe representative.

Exercise Recap

In this section, we:

- Discovered and validated audiences
- Analyzed trends, detected anomalies
- Forecasted the audience size

AI Assistant reduces the back-and-forth with marketing teams by providing instant audience insights, eliminating the need to go through search and refine segments.

Exercise 6: Tracking Journeys and Their Performances

Objective

Validate that the right audience is mapped to the correct journey and ensure journey performance is optimized for activation.

You'll learn:

- How to verify audience assignments within journeys
- How to identify journey performance trends

By the end of this exercise, you will have verified audience-to-journey lineages, enabling you to have visibility into audience usage. You also will have analyzed performance of your journeys empowering you to report and optimize your campaign outcomes.

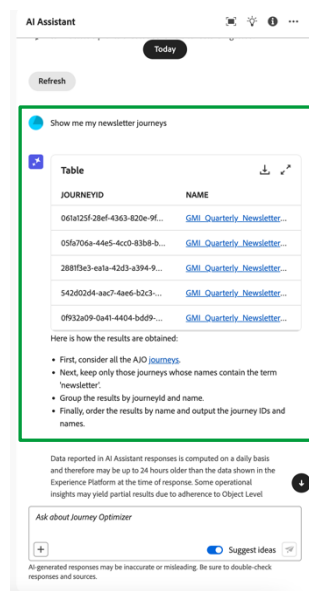
Functionalities Covered

Audience – Journey Lineage, Journey Performance Insights

Step-by-step guide

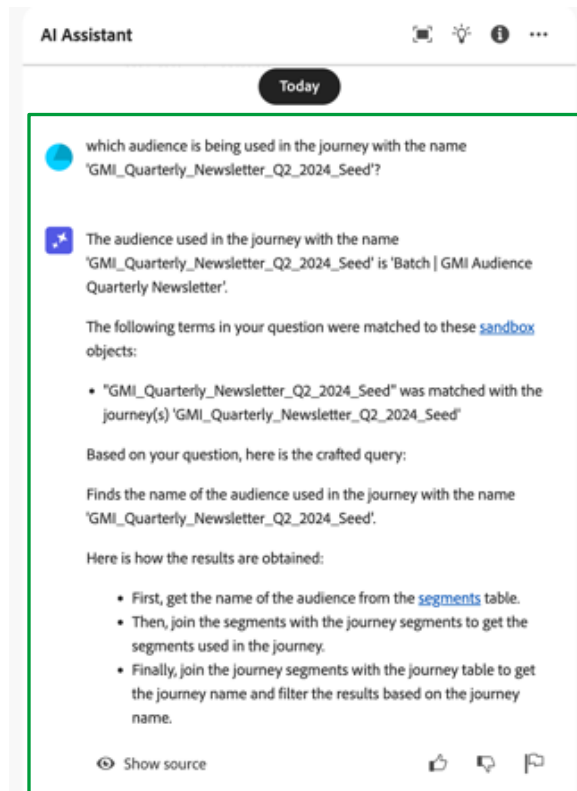
Step 1: Validate Audience Assignment in Journeys

- Open AI Assistant in Adobe Experience Platform or Adobe Journey Optimizer.
- Ask AI Assistant: **Show me my newsletter journeys**
- Review the response and identify which all the newsletter journeys



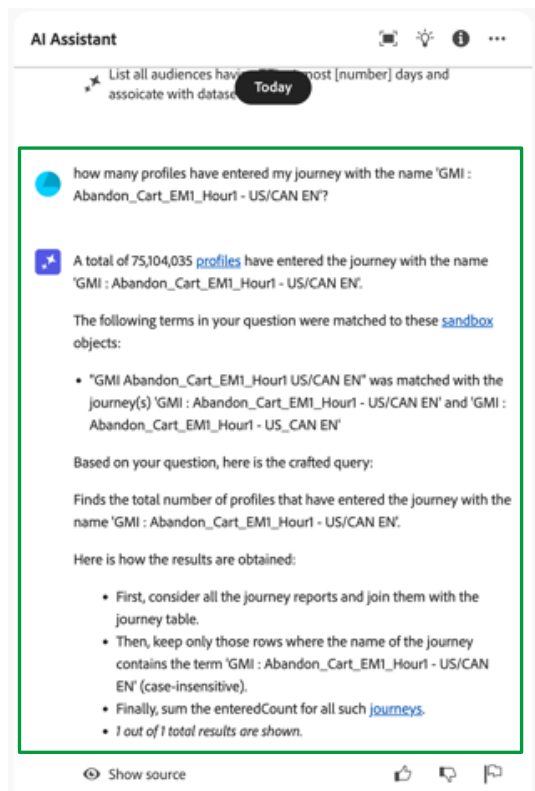
Step 2: Verify Journey – Audience Lineage

- **Ask AI Assistant: Which audience is being used in [Journey Name]?**
- Review the response to identify the audience used in the journey



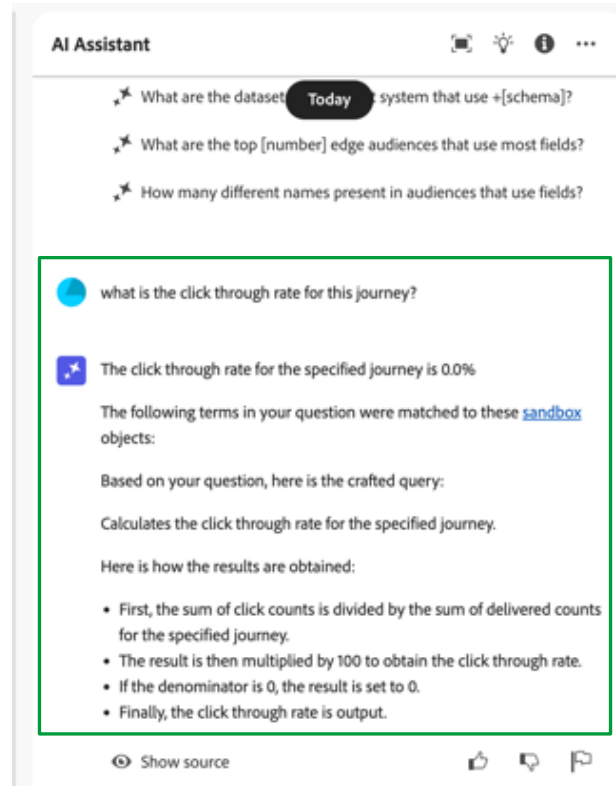
Step 3: Identify Journey Qualification Trends

- **Ask AI Assistant: How many profiles have entered in [Journey Name]?**
- Review the response to identify the number of profiles qualified in the journey



Step 4: Identify Journey Performance Trends

- **Ask AI Assistant: What is the click through rate for this journey?**
- Review the response for the click through rate of the journey



Disclaimer: Journey Performance in AI Assistant is currently in Alpha stage and may be subject to changes at any time. For the latest updates on feature enhancements, please refer to our product documentation on Experience League or contact your Adobe representative.

Exercise Recap

In this section, we:

- Verified audience-to-journey lineage.
- Identified profiles qualified in a journey

Instead of navigating through multiple journey reports, AI Assistant simplifies validation and performance analysis, ensuring that campaigns are executed efficiently.

