

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

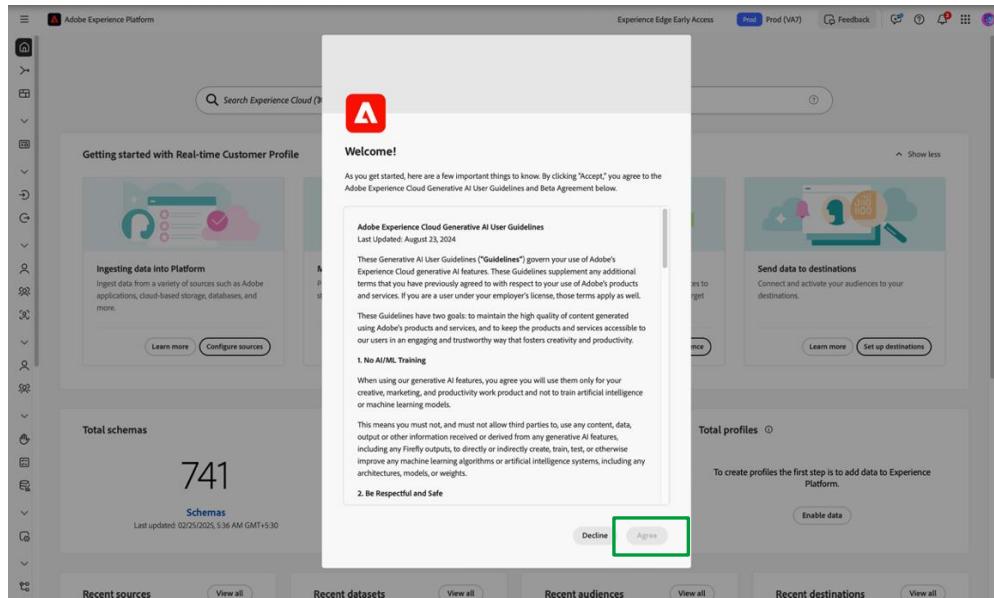
1. Open your web browser and navigate to experience.adobe.com.
2. Enter your email address you typically use to log in to Adobe Experience Platform: [Your Email].
3. Choose your account type (Company or Personal Account).
4. Enter your password and click Sign In.

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.

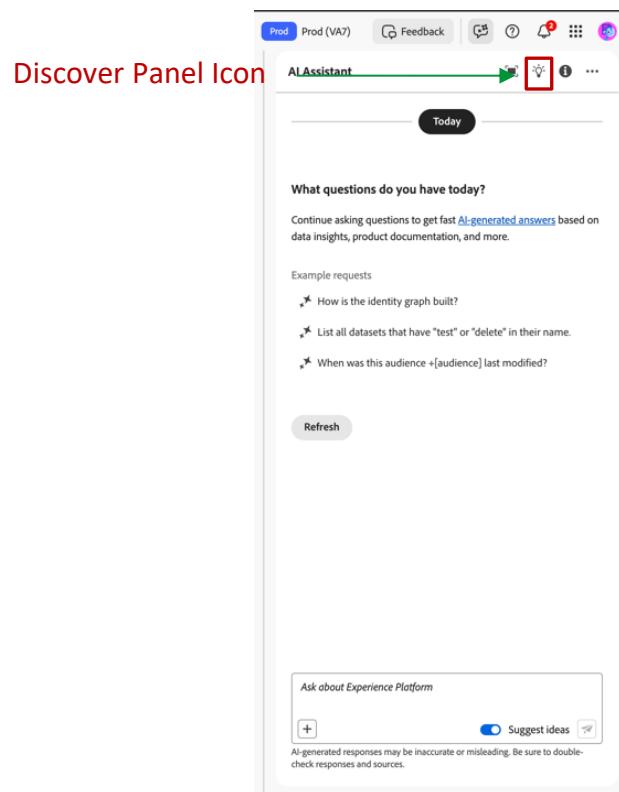
Functionalities Covered

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

Step-by-step Guide

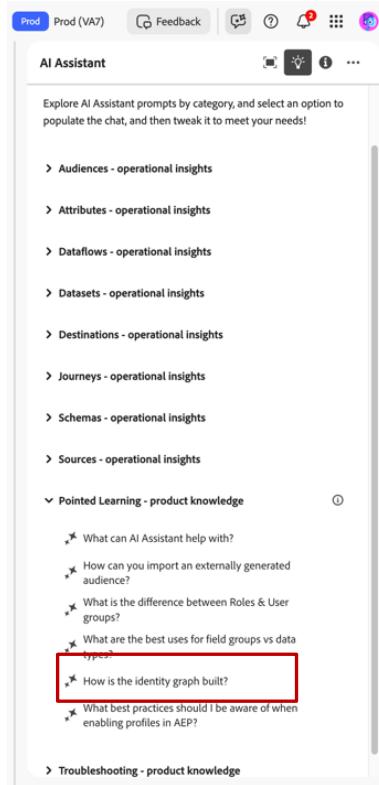
Step 1: Open the Discover Panel

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.



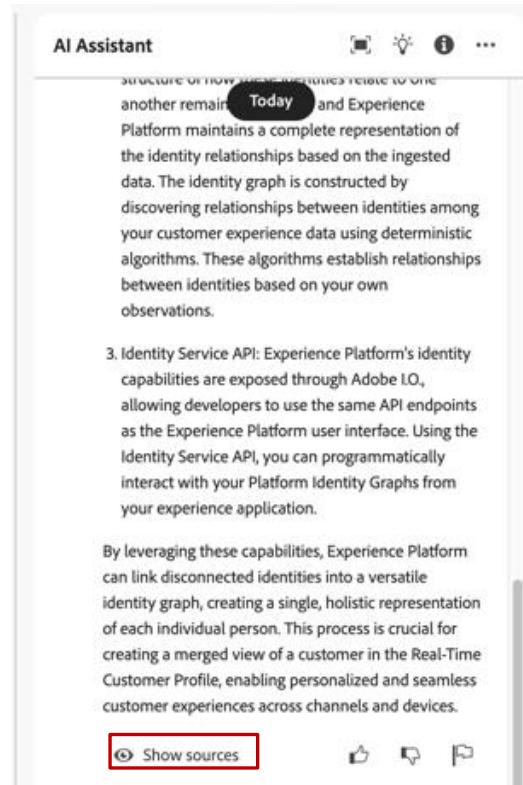
Step 2: Retrieve Best Practices for Profile Enablement

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.



The screenshot shows the AI Assistant interface with the following content:

AI Assistant

STRUCTURE OF HOW IDENTITIES RELATE TO ONE another remains **Today** and Experience Platform maintains a complete representation of the identity relationships based on the ingested data. The identity graph is constructed by discovering relationships between identities among your customer experience data using deterministic algorithms. These algorithms establish relationships between identities based on your own observations.

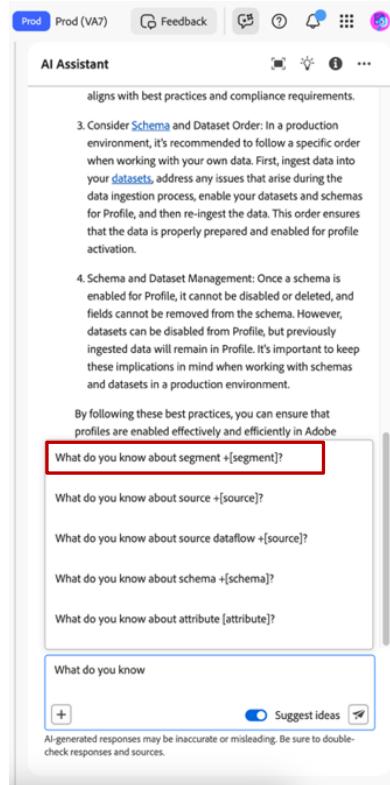
3. Identity Service API: Experience Platform's identity capabilities are exposed through Adobe I/O, allowing developers to use the same API endpoints as the Experience Platform user interface. Using the Identity Service API, you can programmatically interact with your Platform Identity Graphs from your experience application.

By leveraging these capabilities, Experience Platform can link disconnected identities into a versatile identity graph, creating a single, holistic representation of each individual person. This process is crucial for creating a merged view of a customer in the Real-Time Customer Profile, enabling personalized and seamless customer experiences across channels and devices.

Show sources

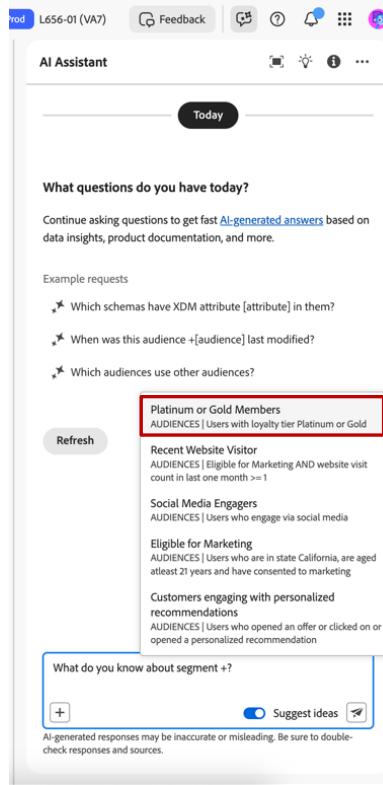
Step 4: Explore Object Discovery Using Prompt Autocomplete

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.

The screenshot shows the AI Assistant interface with the following content:

- Part 1 of the response contains information about the audience** (arrow pointing to the audience details):

 - 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

- Part 2 of the response shows how AI Assistant understood your query** (arrow pointing to the crafted query):

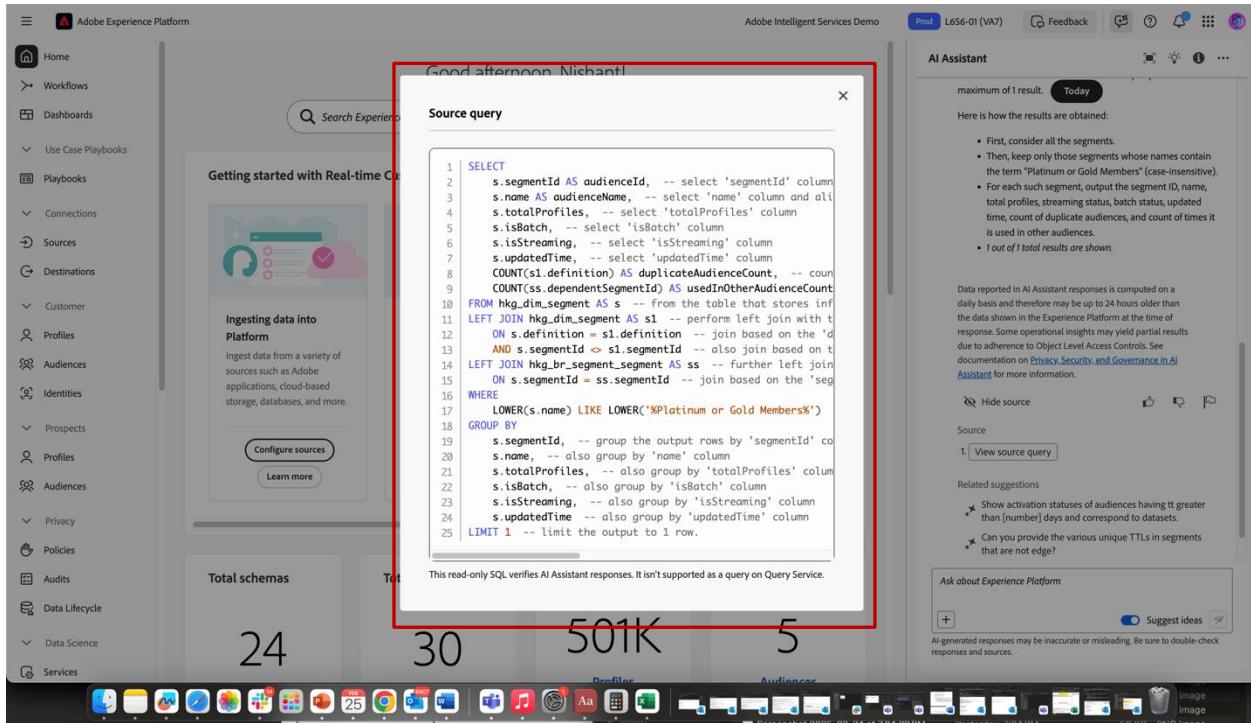
 - Based on your question, here is the crafted query:
 - Finds the details of the segment "Platinum or Gold Members" and counts the number of duplicate audiences and the number of times it is used in other audiences. The query is limited to a maximum of 1 result.

- Part 3 of the response showcases the series of steps AI Assistant took to arrive at the answer.** (arrow pointing to the results explanation):

 - 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.

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.

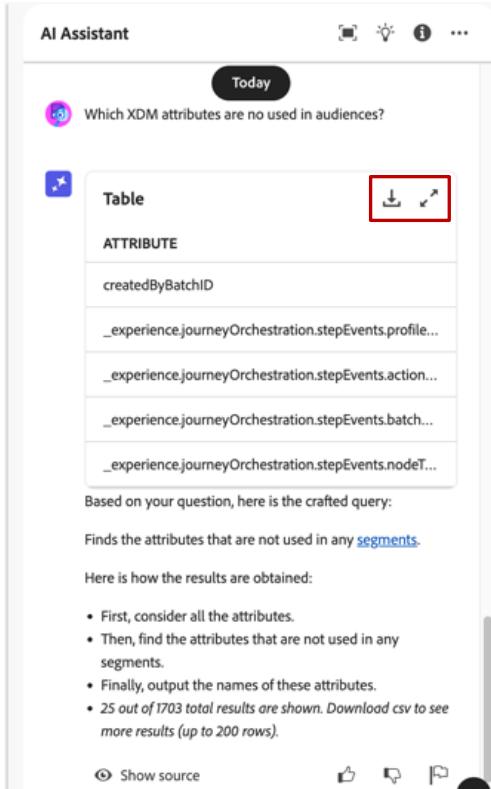
Functionalities Covered

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



The screenshot shows the AI Assistant interface with a query history and a results table. The query is: "Which XDM attributes are not used in audiences?". The results table, titled "Table", has a column labeled "ATTRIBUTE" and lists several XDM attribute names. A red box highlights the "Download" button (a downward arrow icon) in the top right corner of the table header. The table content includes:

ATTRIBUTE
createdByBatchID
_experience.journeyOrchestration.stepEvents.profile...
_experience.journeyOrchestration.stepEvents.action...
_experience.journeyOrchestration.stepEvents.batch...
_experience.journeyOrchestration.stepEvents.nodeT...

Below the table, a message says: "Based on your question, here is the crafted query: Finds the attributes that are not used in any [segments](#). Here is how the results are obtained:

- First, consider all the attributes.
- Then, find the attributes that are not used in any segments.
- Finally, output the names of these attributes.
- 25 out of 1703 total results are shown. Download csv to see more results (up to 200 rows).

At the bottom, there are "Show source", "Like", "Dislike", and "Share" buttons.

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

The screenshot shows the AI Assistant interface with a query history and a crafted query. The query is: "Which datasets have not received data in last 7 days." The results are presented in a table:

Dataset ID	Dataset Name
67b79ff89ae8912a...	AJO Push Profile...
67b79ffc0960722a...	AJO Entity Dataset
67b79fee1471102af...	ODE DecisionEve...
67b7a00cae23ae2...	Journeys
67b79ffb6e54152a...	AJO Profile Count...

Below the table, the AI Assistant provides the crafted query:

```
Finds the datasets that have not received data in the last 7 days or have never received data.
```

It also explains the results:

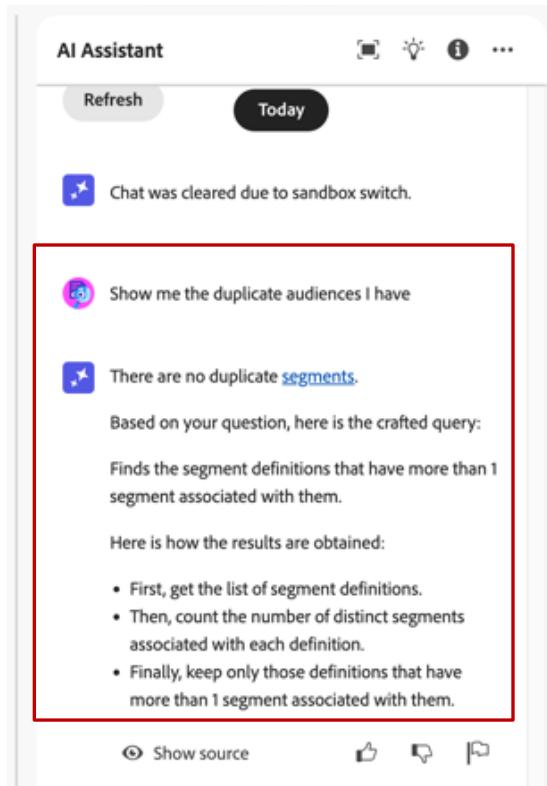
Here is how the results are obtained:

- First, consider all the datasets.
- Then, for each dataset, check if the source associated with it has been updated more than 7 days ago or if there is no source associated with the dataset.
- Finally, output the dataset IDs and names of these datasets.

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.

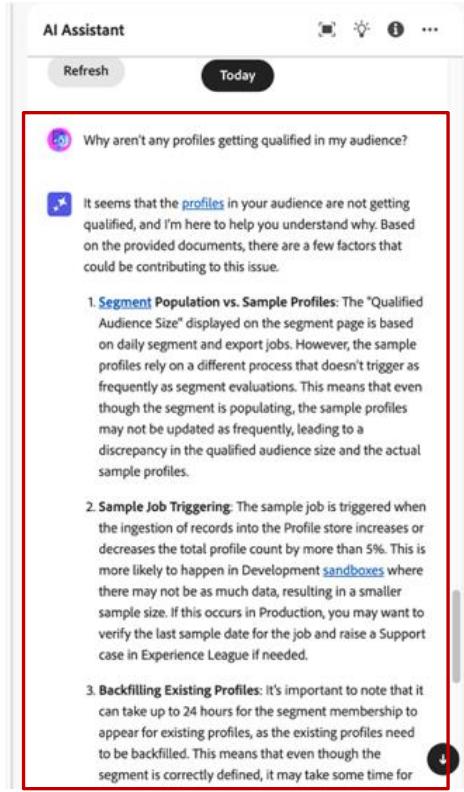
Functionalities Covered

Product knowledge, AI Assistant for Customer Support

Step-by-step guide

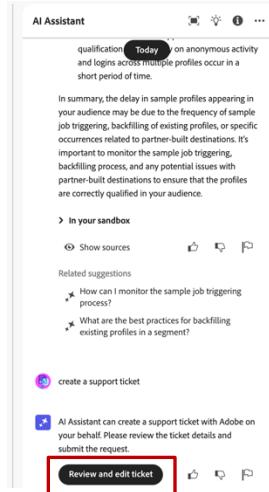
Step 1: Diagnose Audience Qualification Issues

- 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.

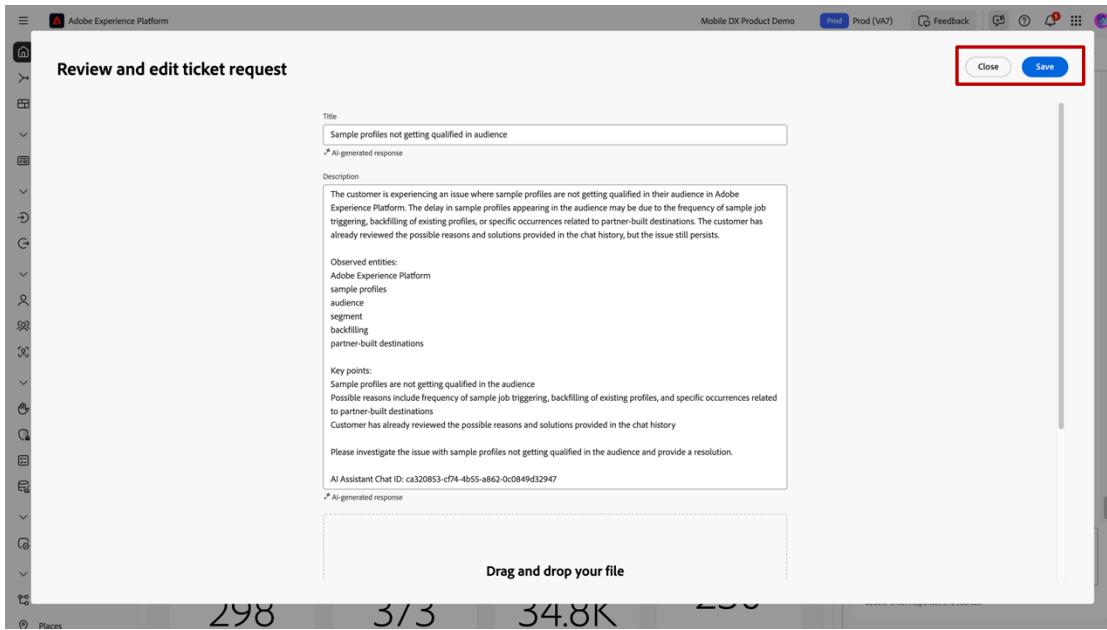


Step 2: Create a Support Ticket from AI Assistant

- 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.

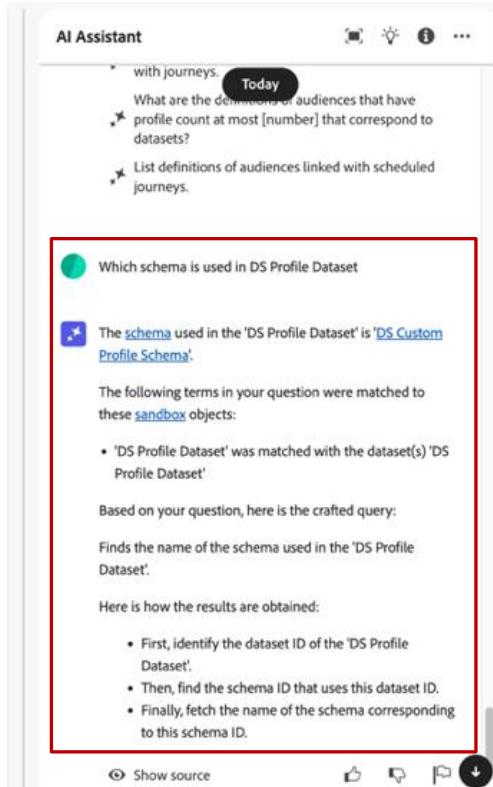
Functionalities Covered

Object Lineage, XDM Dictionary, Multi turn

Step-by-step guide

Step 1: Check Schema Relationships

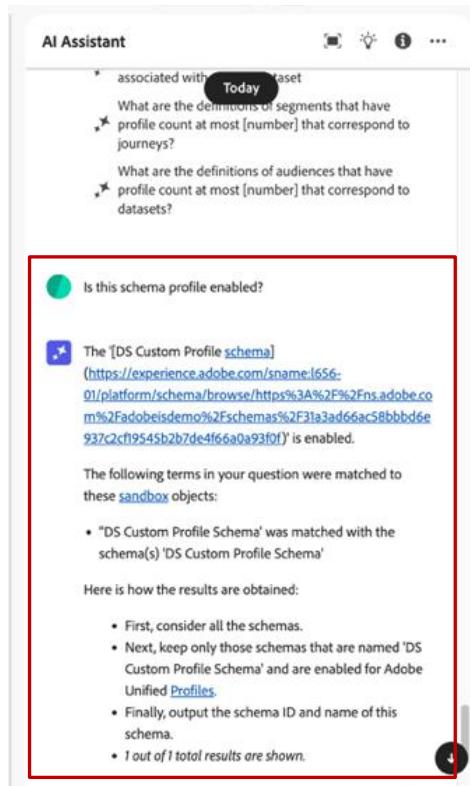
- In AI Assistant, type: “Show me the schema associated with” and then press “+”
- Select “DS Profile Dataset” from drop down menu
- Review the response to identify which schema is used in “DS Profile Dataset”



The screenshot shows the AI Assistant interface with a query history at the top. The user has asked, "with journeys [number] that correspond to datasets?". The AI has responded with a green icon and the text: "Which schema is used in DS Profile Dataset". A red box highlights the AI's response: "The [schema](#) used in the 'DS Profile Dataset' is '[DS Custom Profile Schema](#)'. The following terms in your question were matched to these [sandbox](#) objects: • 'DS Profile Dataset' was matched with the dataset(s) 'DS Profile Dataset'". Below this, it says, "Based on your question, here is the crafted query: Finds the name of the schema used in the 'DS Profile Dataset'. Here is how the results are obtained: • First, identify the dataset ID of the 'DS Profile Dataset'. • Then, find the schema ID that uses this dataset ID. • Finally, fetch the name of the schema corresponding to this schema ID." At the bottom are standard interaction buttons: Show source, like, comment, and download.

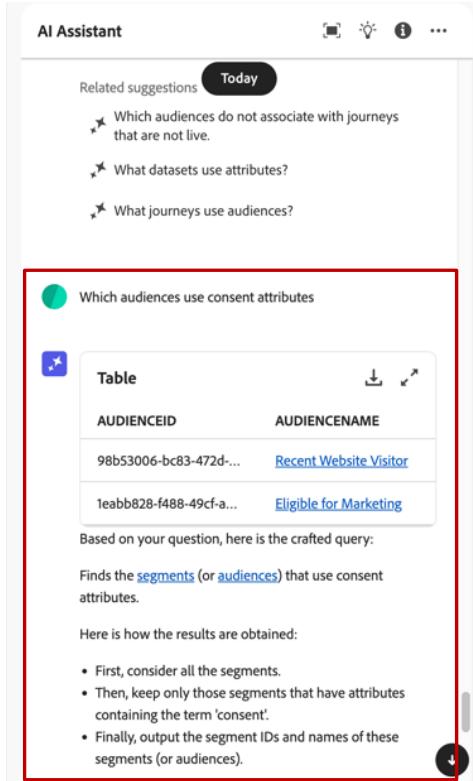
Step 2: Validate Profile Enablement

- **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



The screenshot shows the AI Assistant interface with a red box highlighting the query results. The query is: "Which audiences use consent attributes". The results are presented in a table:

AUDIENCEID	AUDIENCENAME
98b53006-bc83-472d...	Recent Website Visitor
1eabb828-f488-49cf-a...	Eligible for Marketing

Below the table, the AI Assistant provides a crafted query: "Finds the [segments](#) (or [audiences](#)) that use consent attributes." It also explains the process: "Here is how the results are obtained: • First, consider all the segments. • Then, keep only those segments that have attributes containing the term 'consent'. • Finally, output the segment IDs and names of these segments (or audiences)."

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

The screenshot shows the AI Assistant interface with the following content:

AI Assistant

What datasets **Today** 6?

What are the audiences that are not streaming that use [attribute]?

Which audiences use loyalty attributes

The audience with ID '8d41f96d-6328-4477-8341-3a667dd66f7f' and name 'Platinum or Gold Members' uses loyalty attributes.

Based on your question, here is the crafted query:

Finds the audience that uses loyalty attributes.

Here is how the results are obtained:

- First, consider all the [segments](#).
- Next, keep only those segments that have attributes containing the term 'loyalty' in their names.
- Finally, output the segment IDs and names of these segments.

Show source

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?

 **Table** [!\[\]\(909b96b7db47b2714cb8619778c59a85_img.jpg\)](#) [!\[\]\(a9d47c3be488154830b913c625b957a4_img.jpg\)](#)

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

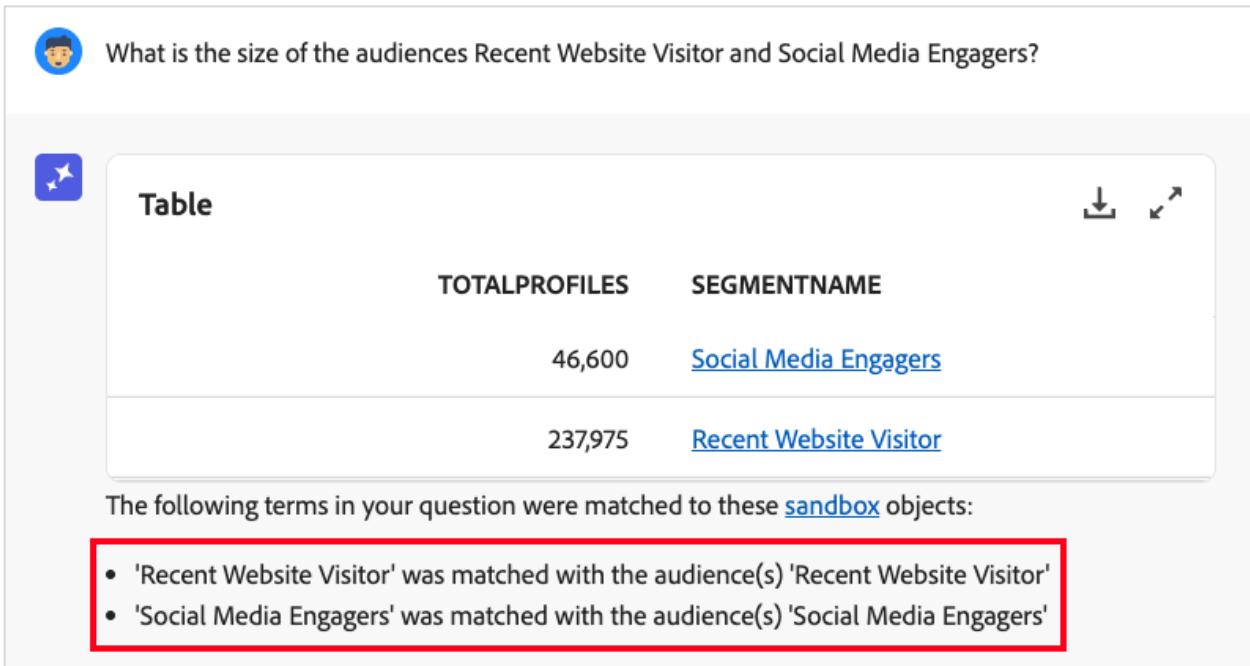
```
1  SELECT
2      COUNT(*) -- count the rows
3  FROM hkg_dim_profile -- from the table that stores information about cu
4  WHERE
5      segmentMembership['Eligible_for_Marketing']['status'] = 'realized'
6      AND customAttributes['websiteVisitCountLastOneMonth'] > 0 -- keep t
```

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?

Table

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

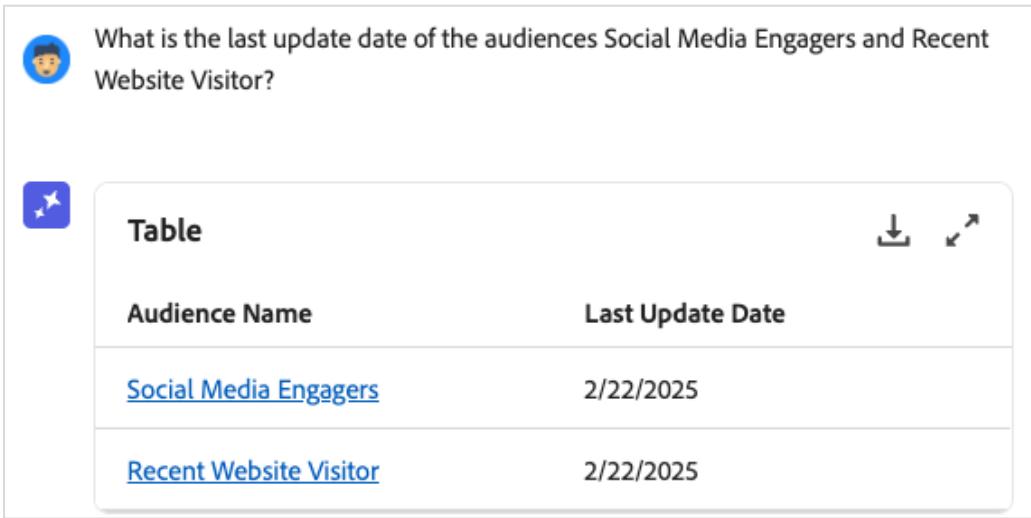
The following terms in your question were matched to these [sandbox](#) objects:

- '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.



What is the last update date of the audiences Social Media Engagers and Recent Website Visitor?

Table

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

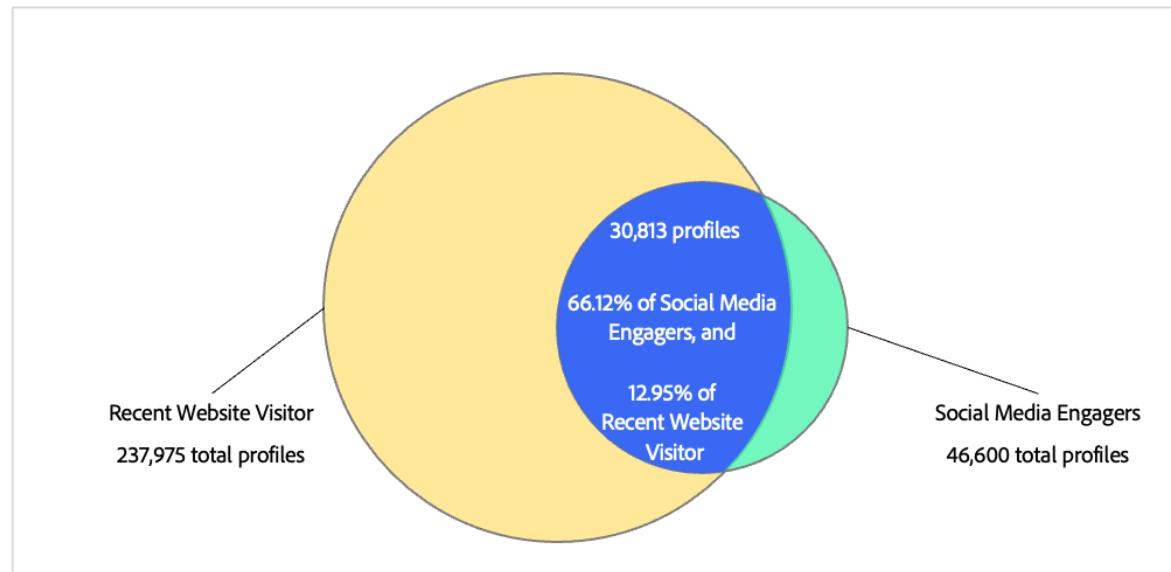
In this step, we will see if these audiences have any overlap among them.

- 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

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.



What was the historical average size of audience Social Media Engagers for each month of last 6 months?

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 the AI Assistant interface. At the top, there is a question: "What audiences changed more than 10% in last 7 days?". Below this, a table is displayed with the following data:

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

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?



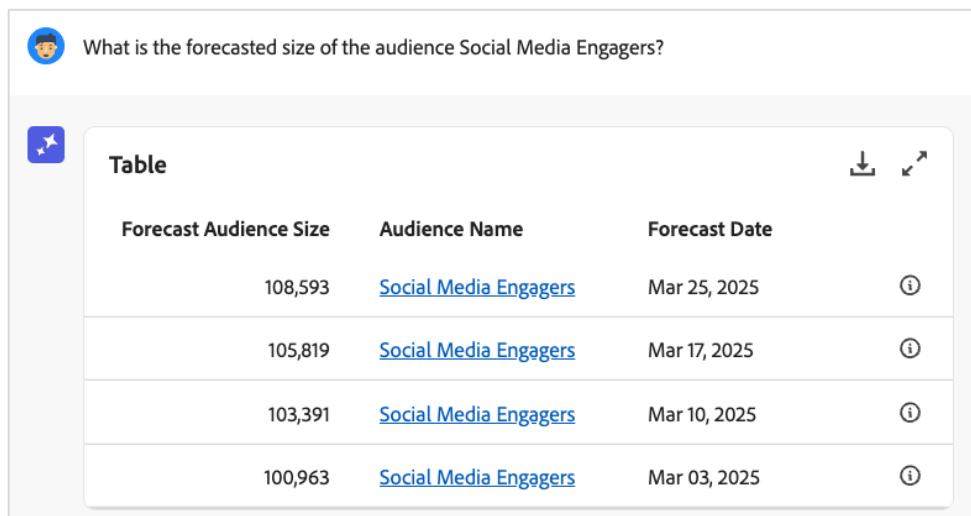
The audience "Social Media Engagers" currently has 118,948 profiles. The difference in audience size from the average audience size of the last 3 months is 31,641.86. This represents a 36.24% increase from the average audience size.

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.

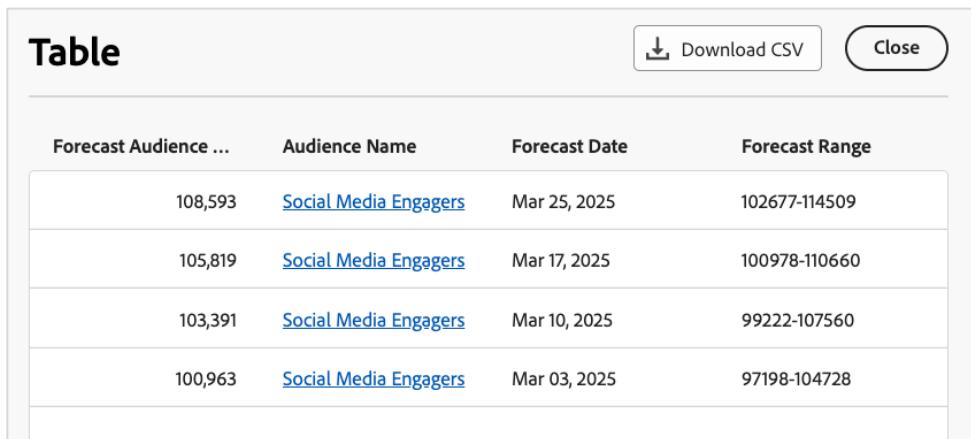
- Ask AI Assistant: **What is the forecasted size of the audience "Social Media Engagers"?**
- Review the response: AI Assistant provides a forecasted audience size for the next 30 days on a week-by-week basis. Expand the table to also see the forecasted normal range. The forecast size is the AI-generated 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

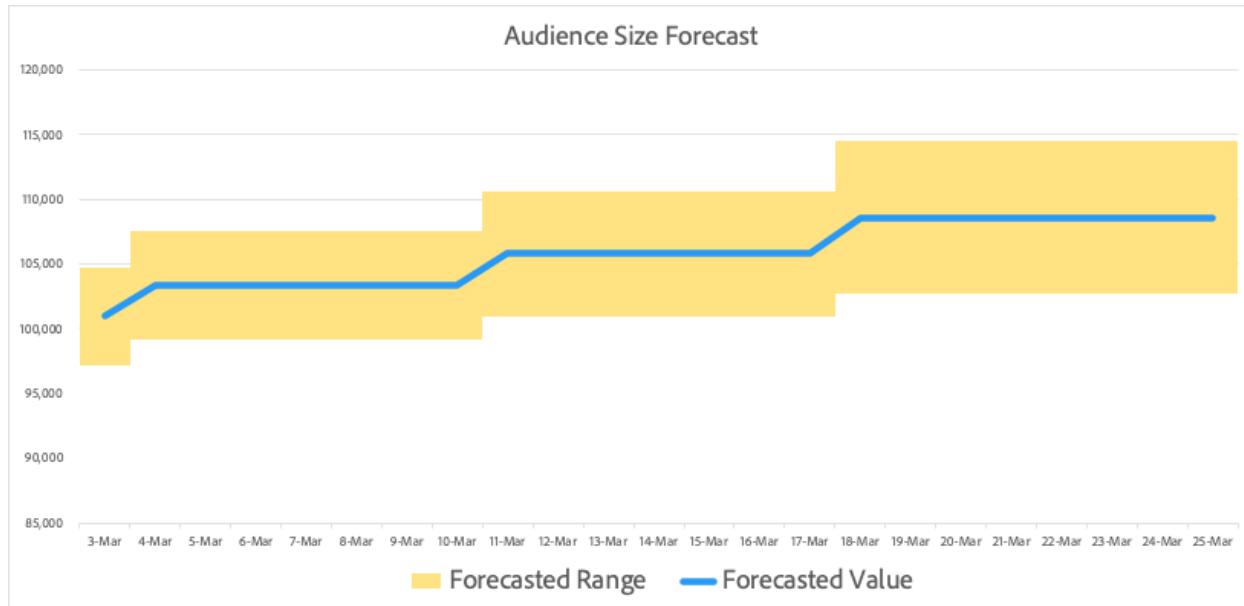
Download CSV

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.

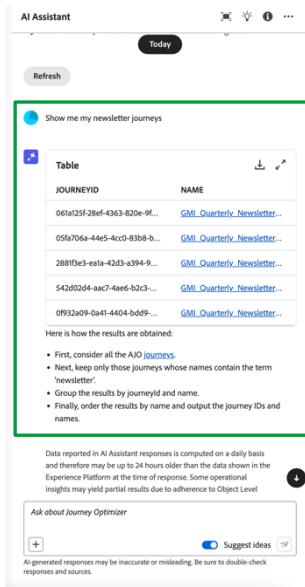
Functionalities Covered

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



The screenshot shows the AI Assistant interface with a query history at the top. The user has asked "Show me my newsletter journeys". The response is displayed in a table format:

JOURNEYID	NAME
061a25f-28ef-4363-820e-9f...	GMI_Quarterly_Newsletter...
05fa706e-44e5-4cc0-838b-b...	GMI_Quarterly_Newsletter...
288f9e3-ea1a-42d3-a394-9...	GMI_Quarterly_Newsletter...
542d02e4-aac7-4ae6-b2c3...	GMI_Quarterly_Newsletter...
0f932a09-0a41-4404-bd09...	GMI_Quarterly_Newsletter...

Below the table, there is a note: "Here is how the results are obtained:

- First, consider all the AJO journeys.
- Next, keep only those journeys whose names contain the term 'newsletter'.
- Group the results by journeyid and name.
- Finally, order the results by name and output the journey IDs and names.

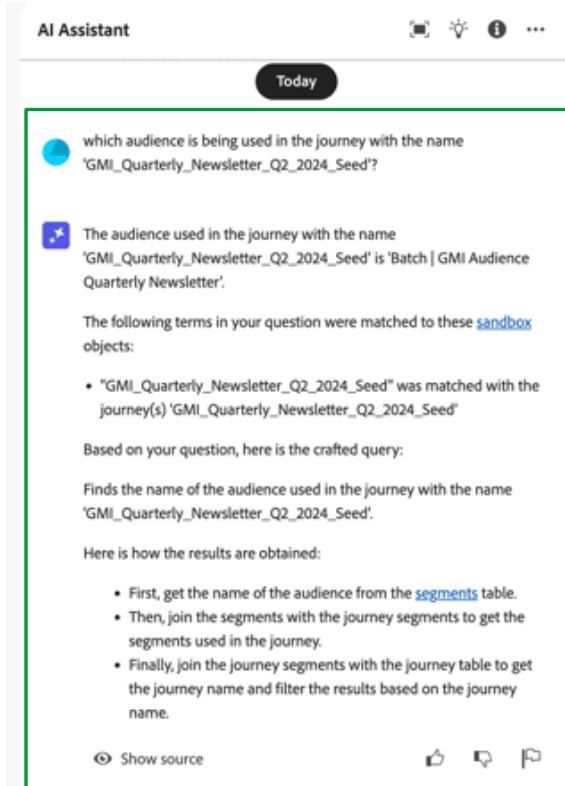
"

At the bottom, there is a note: "Data reported in AI Assistant responses is computed on a daily basis and therefore may be up to 24 hours older than the data shown in the Experience Platform at the time of response. Some operational insights may yield partial results due to adherence to Object Level".

At the bottom right, there is a "Suggest ideas" button.

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



The screenshot shows the AI Assistant interface with a green box highlighting the response to the query:

which audience is being used in the journey with the name 'GMI_Quarterly_Newsletter_Q2_2024_Seed'?

The audience used in the journey with the name 'GMI_Quarterly_Newsletter_Q2_2024_Seed' is 'Batch | GMI Audience Quarterly Newsletter'.

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

- "GMI_Quarterly_Newsletter_Q2_2024_Seed" was matched with the journey(s) 'GMI_Quarterly_Newsletter_Q2_2024_Seed'

Based on your question, here is the crafted query:

Finds the name of the audience used in the journey with the name 'GMI_Quarterly_Newsletter_Q2_2024_Seed'.

Here is how the results are obtained:

- First, get the name of the audience from the [segments](#) table.
- Then, join the segments with the journey segments to get the segments used in the journey.
- Finally, join the journey segments with the journey table to get the journey name and filter the results based on the journey name.

At the bottom are buttons for 'Show source', 'Like', 'Dislike', and 'Print'.

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

AI Assistant

List all audiences having [number] post [number] days and associate with dataset [dataset] **Today**

how many profiles have entered my journey with the name 'GMI : Abandon_Cart_EM1_Hour1 - US/CAN EN'?

A total of 75,104,035 [profiles](#) have entered the journey with the name 'GMI : Abandon_Cart_EM1_Hour1 - US/CAN EN'.

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

- "GMI Abandon_Cart_EM1_Hour1 US/CAN EN" was matched with the journey(s) 'GMI : Abandon_Cart_EM1_Hour1 - US/CAN EN' and 'GMI : Abandon_Cart_EM1_Hour1 - US_CAN EN'

Based on your question, here is the crafted query:

Finds the total number of profiles that have entered the journey with the name 'GMI : Abandon_Cart_EM1_Hour1 - US/CAN EN'.

Here is how the results are obtained:

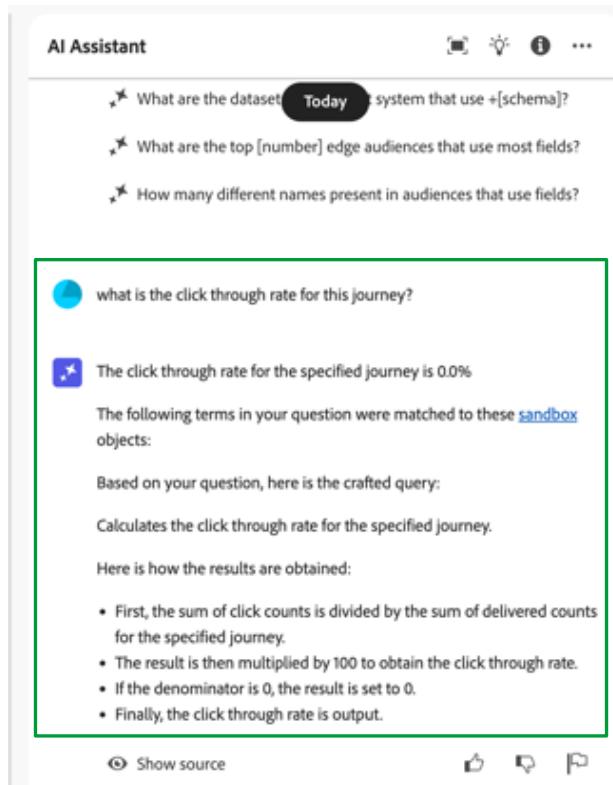
- First, consider all the journey reports and join them with the journey table.
- Then, keep only those rows where the name of the journey contains the term 'GMI : Abandon_Cart_EM1_Hour1 - US/CAN EN' (case-insensitive).
- Finally, sum the enteredCount for all such [journeys](#).

1 out of 1 total results are shown.

Show source Up Down Print

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



The screenshot shows the AI Assistant interface. At the top, there are several questions listed, including "What are the dataset", "What are the top [number] edge audiences that use most fields?", and "How many different names present in audiences that use fields?". Below these, a specific query is highlighted with a green border: "what is the click through rate for this journey?". The response to this query is: "The click through rate for the specified journey is 0.0%". It also notes that the following terms in the question were matched to "sandbox" objects. The response further details the calculation: "Based on your question, here is the crafted query: Calculates the click through rate for the specified journey. Here is how the results are obtained: First, the sum of click counts is divided by the sum of delivered counts for the specified journey. The result is then multiplied by 100 to obtain the click through rate. If the denominator is 0, the result is set to 0. Finally, the click through rate is output." At the bottom of the response area, there are three small icons: "Show source", a thumbs up, and a thumbs down.

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.

