

# Adobe Summit

## LAB WORKBOOK

**L535 – Scaling orchestration to omnichannel engagement in Adobe Journey Optimizer**

Adobe Summit 2025

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# Lab Overview

In this lab, you'll learn how to transform business communications from basic outbound messaging to sophisticated omnichannel experiences. Through practical examples, you'll create a customer journey that combines proactive outreach with responsive engagement.

## The Story

**SecurFinancial** is a fictional bank offering a wide range of financial products and services, including checking accounts, loans, and credit cards.

### Objective:

SecurFinancial aims to significantly increase the number of customers using its mobile app to enhance customer satisfaction and retention. By expanding mobile app usage, the bank hopes to reduce operational costs, streamline processes, and provide personalized services using data insights. This strategy will differentiate SecurFinancial from competitors, attract new customers, and reach underbanked populations, driving growth and improving market position. Ultimately, increasing mobile app adoption will reinforce SecurFinancial's commitment to innovation and superior customer experience.

### Your Role:

You have been hired by SecurFinancial to help boost mobile app usage. You have been asked to implement a new onboarding experience with Adobe Journey Optimizer for new customers who have just opened a checking account.

The journey includes a series of personalized communications, starting with a warm welcome email or SMS, depending on the customer's communication preferences, as well as a notification on the website that introduces the customer to the mobile app with a call to action to download and install the app. Once the app has been installed the customer will receive a push notification incentivizing them to use the app.

### Your challenges:

- SecurFinancial has provided you with brand guidelines, but the email marketing specialists are currently not available, so you will need to compose a compelling email message.
- You need to make sure that only customers who have not already installed the app are asked to install it. Anyone who already has the app installed should only receive a general welcome message.
- You have several approaches for the push message in mind but are not sure which one will be most efficient. You want to make sure the most effective message is sent.
- You would like to continue the onboarding experience in the mobile app as well, without being intrusive.

## Prerequisites

- Know your seat number: You can find your seat number on the lab machine's desktop
- You require access to:
  - [Adobe Journey Optimizer](#)
  - [SecurFinancial Website](#)
  - [Summit Lab 535 Cheat Sheet](#), which has all the text and links to copy and paste.



# Lesson 1 – Experience the Journey

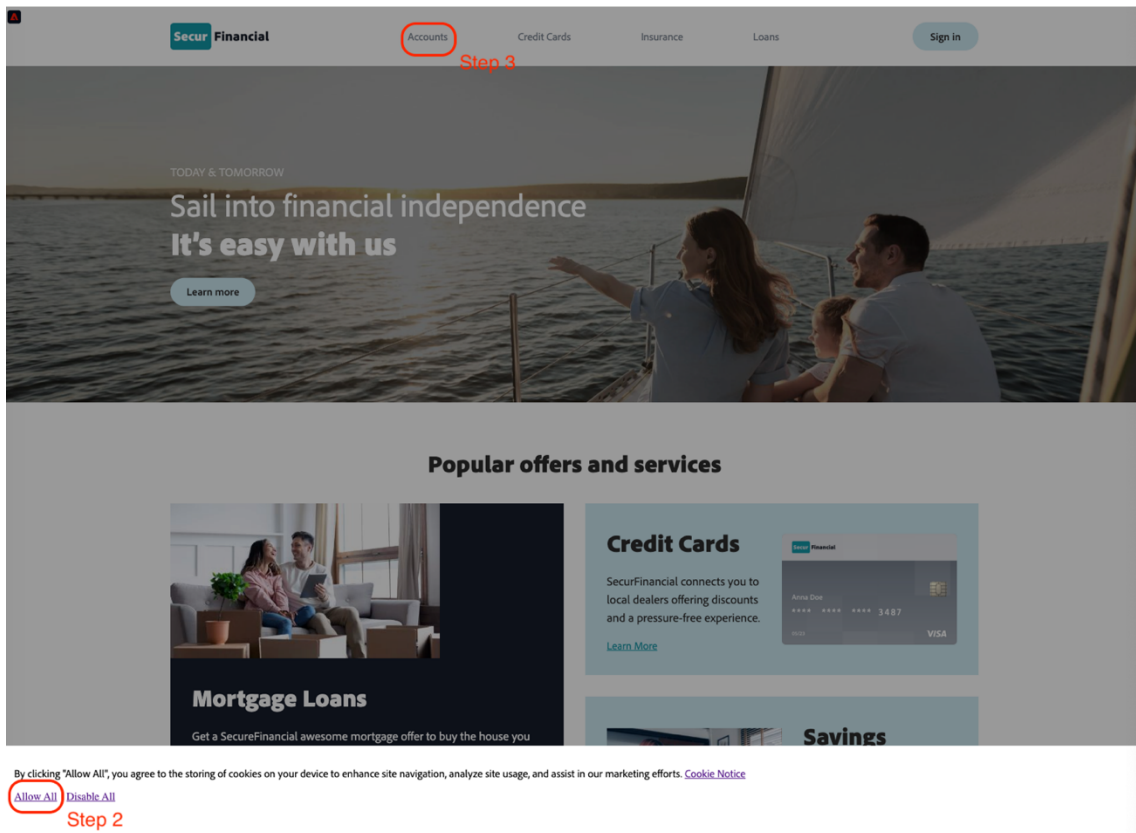
**Lesson Overview:** In this lesson you experience the onboarding journey of a new SecurFinancial customer.

## Exercise 1.1 – Create a checking account

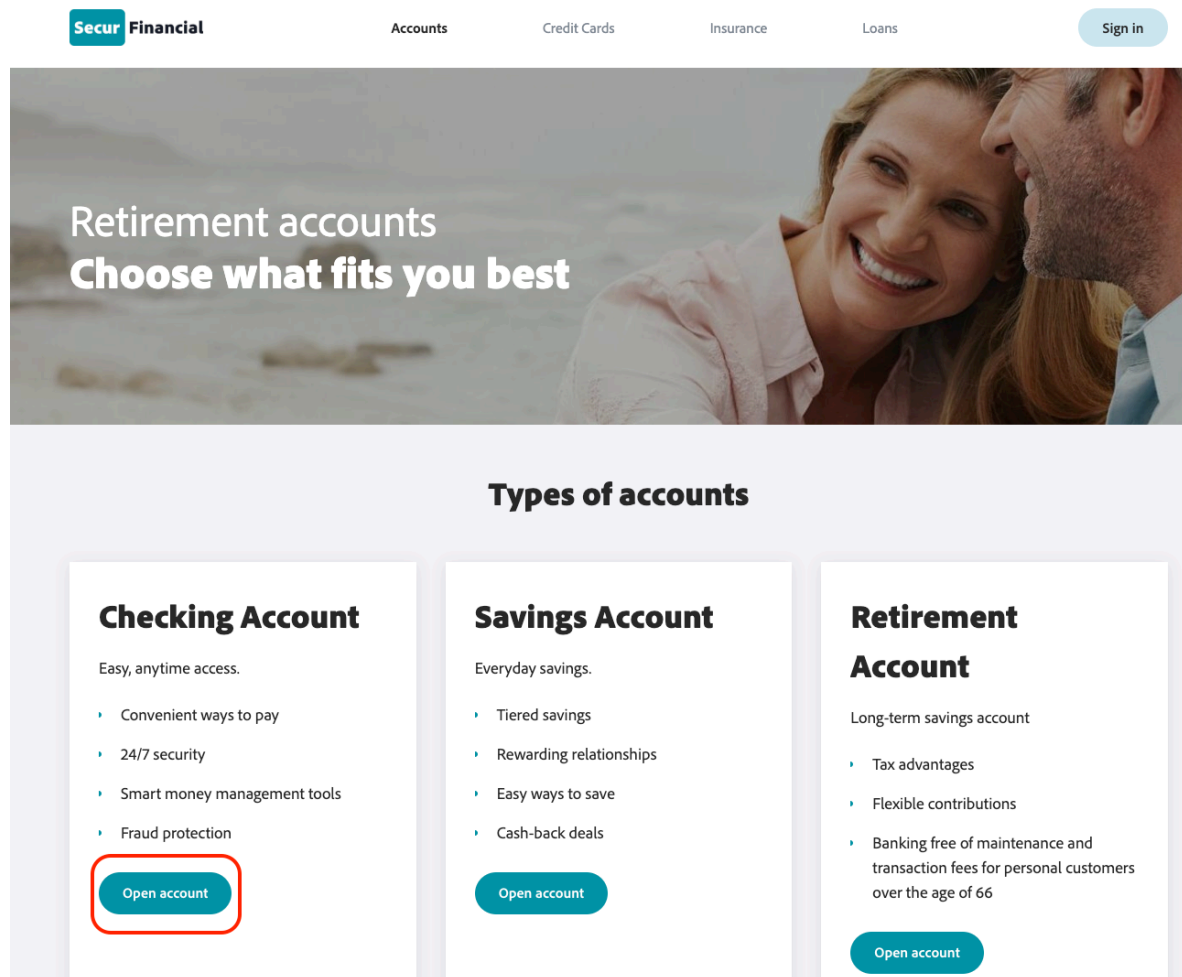
**Step 1:** Navigate to the [SecurFinancial website](#)

**Step 2:** Select to **Allow All** cookies in the pop up at the bottom of the home screen

**Step 3:** Click on **Accounts** in the top navigation.



**Step 4:** On the Accounts page, in the **Checking Account** section, click on the **Open account** button.



**Step 5:** On the new-account-step-1 page, populate the form - these fields are required for the lab!

1. Add First Name and Last Name
2. Add your **Email address** – Make sure to choose an email address that you can access during the lab!
3. Add your **Phone** number – Make sure to add the country code in front of your number. For example for the US and Canada +1234567890!
4. Add your **seat number**. You can find your seat number on the lab machine's desktop.

5. Select your communication preference.

Double check that you have entered an email address or phone number that you have access to from your phone.

6. Click on **Next**

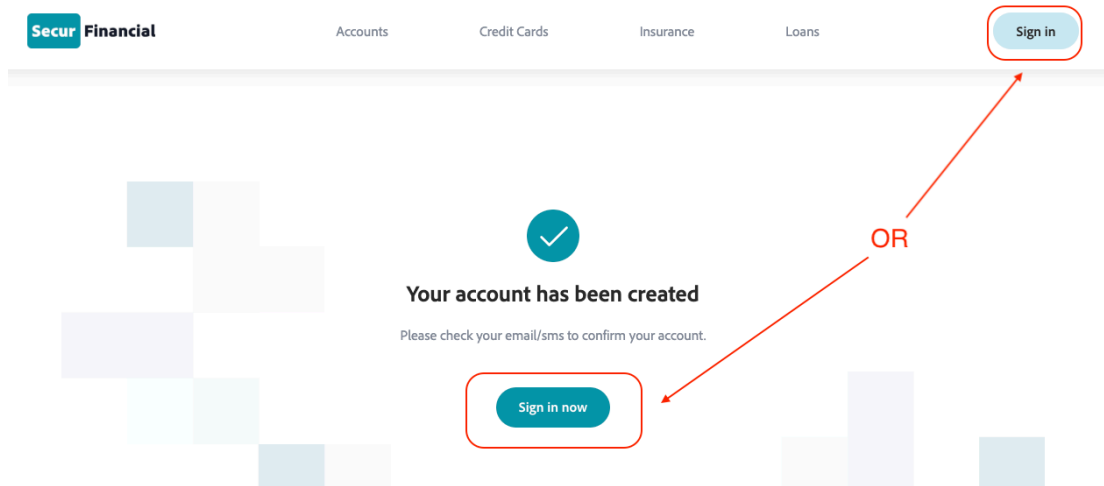
The screenshot shows the 'Secur Financial' account creation interface. At the top, there is a navigation bar with the Secur Financial logo and links for 'Accounts', 'Credit Cards', 'Insurance', and 'Loans'. A 'Sign in' button is located in the top right corner. The main form area contains several input fields: 'First Name \*' with the value 'Jane', 'Last Name \*' with the value 'Doe', 'Email Address \*' with the value 'jane.doe@email.com', 'Phone Number (include the country code!) \*' with the value '+1669123456', and 'Seat Number \*' with the value '999'. Below these fields is a 'Communication Preference \*' section with two radio buttons: 'Email' and 'SMS', where 'SMS' is selected. At the bottom of the form, there are two buttons: 'Cancel' and 'Next'.

**Step 6:** Enter data on the new-account-step-2 page:

1. The address details are optional.
2. Select your **communication preference**: Email or SMS
3. Click on **Submit**

## Exercise 1.2 – Sign in to your account

**Step 1:** Click the **Sign in now** or the **Sign in** button on the new-account-form-submitted page.



**Step 2:** On the sign-in screen, enter the email address you created the account with.

The screenshot shows the Secur Financial sign-in screen. The header includes the Secur Financial logo. The main heading is 'Sign in to your account'. Below this, there are two input fields: 'Email' and 'Password'. The 'Email' field is highlighted with a red box. At the bottom, there is a 'Sign In' button and a link that says 'Create an account'.

**Result:** You should see a personalized web in-app message appear on your dashboard:

Secur

Financial

Dashboard

Accounts

Credit Cards

Insurance

Loans

Jane

Fully digital experience

Your favorite

Learn more

Hello, Jane

PRIMARY ACCOUNT

Checking (16 1020 1026 0000 1402 046)

BALANCE

\$12,920.00

Latest transactions

Farmer's Shop

07/26/2021

Grocery

Card Payment

- \$345

Mobile Bill

07/25/2021

Finance

Transfer

- \$95

Internet Bill

07/13/2021

Finance

Transfer

- \$220.40

Cinema

07/12/2021

Entertainment

Card Payment

- \$20

Farmer's Shop

07/26/2021

Grocery

Card Payment

- \$23

Manage your money with our mobile app!

Discover the SecureFinancial mobile app, designed for effortless banking. Manage accounts, transfer funds, and monitor transactions securely, anytime, anywhere. Empower your financial journey with cutting-edge features at your fingertips.

Download the app now

Block card

Pay off the card

Card settings

12K

10K

8K

6K

4K

2K

0

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Secur

Financial

Dashboard

Accounts

Credit Cards

Insurance

Loans

© 2025 Any reference to AJO Lab 2025, its logo and/or its products and

8

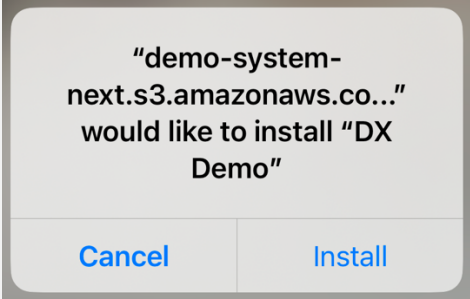
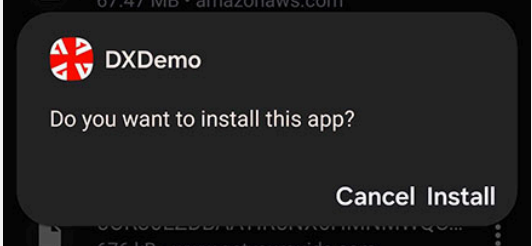
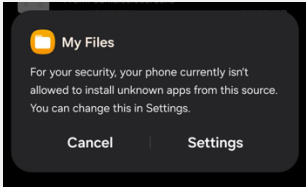
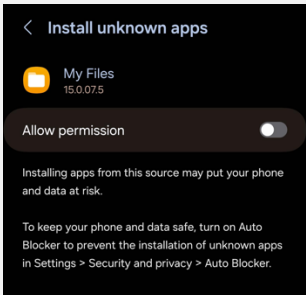
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Sandra Hausmann, Aditi Dash

## Exercise 1.3 - Install the app

**Step 1:** Click on the [Download the app now](#) button - if you don't see the in-app message, then click the link here in the workbook.

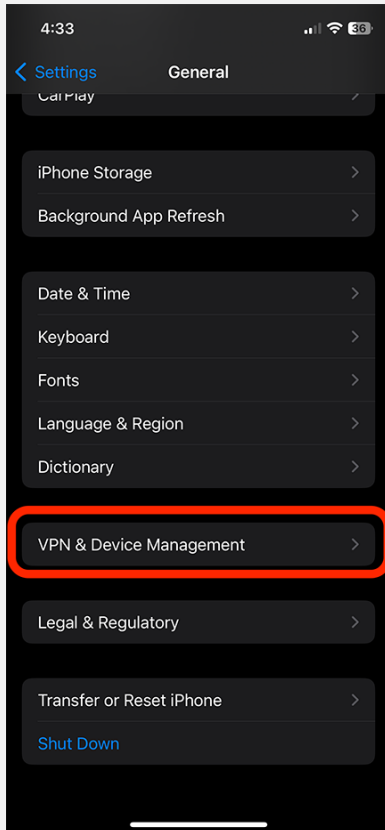
**Step 2:** Scan the QR code to install the app.

**Step 3:** Follow the instructions below to install the app

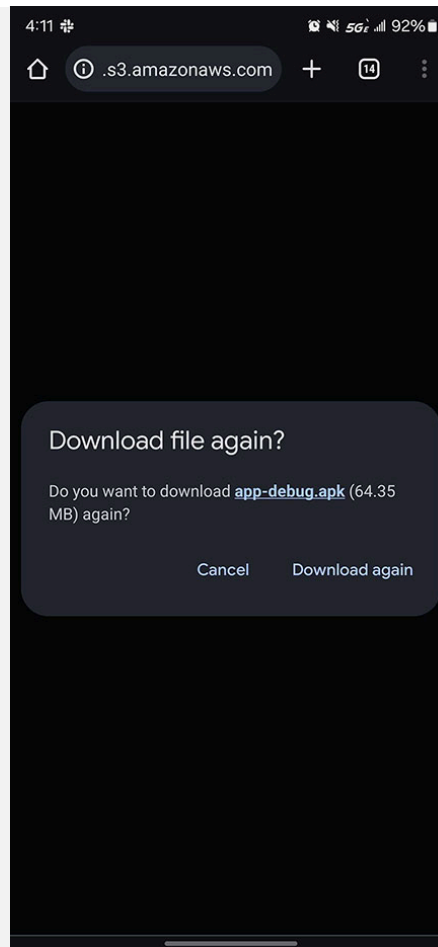
iOS	Android
<p>1. Click on Install</p>  An iOS system dialog box with a light gray background. The text reads: "demo-system-next.s3.amazonaws.co..." would like to install "DX Demo". At the bottom, there are two buttons: "Cancel" in blue and "Install" in blue.	<p>1. Download and install the APP by following the alert instructions shown here</p>  An Android system dialog box with a dark background. It features the DX Demo icon (a red circle with a white cross) and the text "DXDemo". Below this, it asks "Do you want to install this app?". At the bottom right, there are two buttons: "Cancel" and "Install".
	<p>2. After downloading the app, you might see the above error when installing it.</p>  An Android security warning dialog box with a dark background. It features the "My Files" icon and text: "For your security, your phone currently isn't allowed to install unknown apps from this source. You can change this in Settings." At the bottom, there are two buttons: "Cancel" and "Settings".
	<p>You must allow installing unknown apps in this case. Go to Settings &gt; Enable Allow permission</p>  A screenshot of the "Install unknown apps" settings screen on an Android phone. It shows the "My Files" app with version "15.0.07.5". There is a toggle switch for "Allow permission" which is currently turned off. Below this, there is a warning: "Installing apps from this source may put your phone and data at risk." and a note: "To keep your phone and data safe, turn on Auto Blocker to prevent the installation of unknown apps in Settings > Security and privacy > Auto Blocker."
<p>2. Trust Adobe enterprise developer</p>	

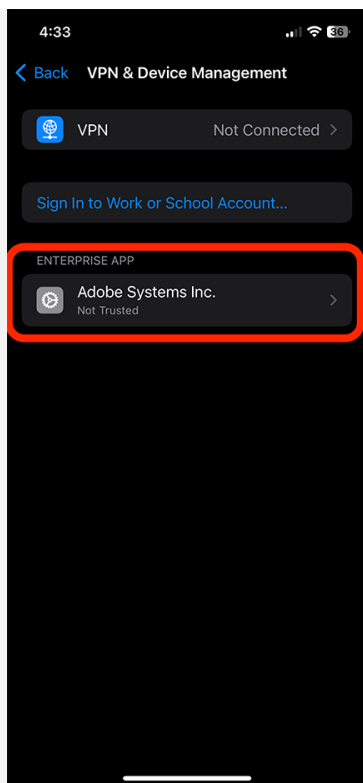
After installing the app, you must trust the Adobe enterprise developer:

Go to **Settings > General > VPN & Device Management**.

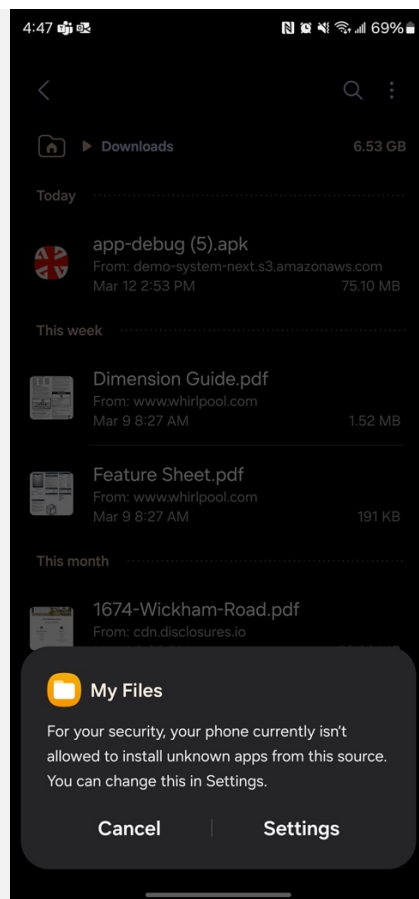


Select **Adobe Systems Inc** and **Trust Adobe Systems Inc**.

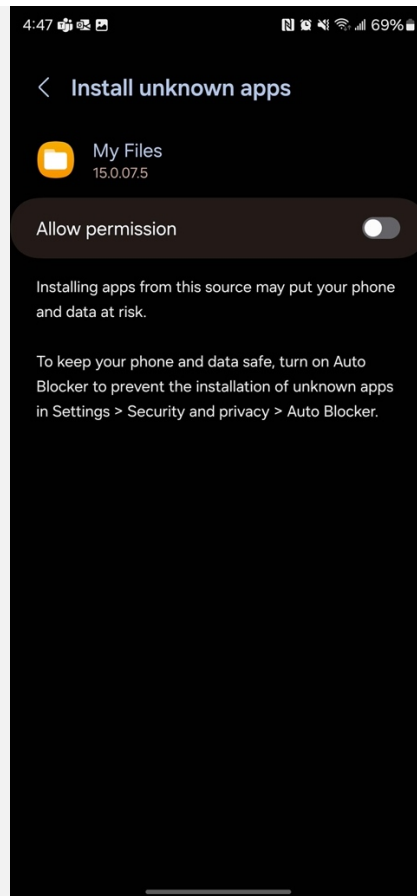




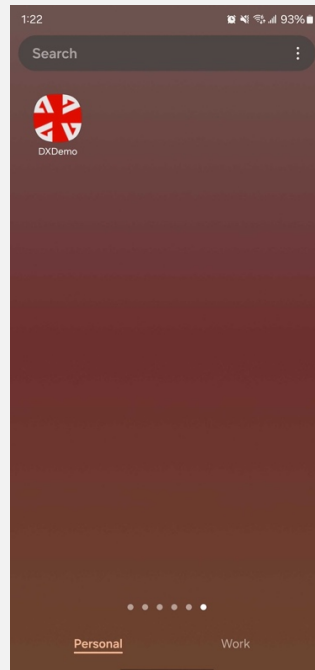
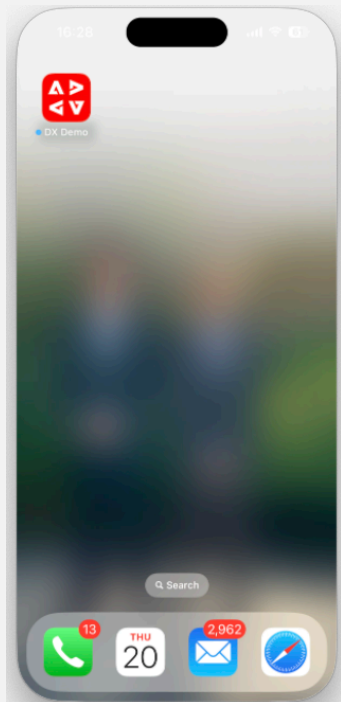
You need to restart your phone.



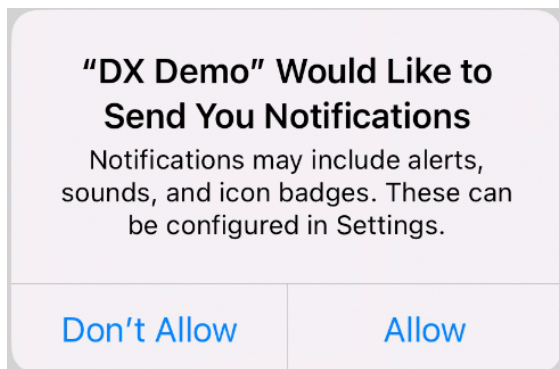




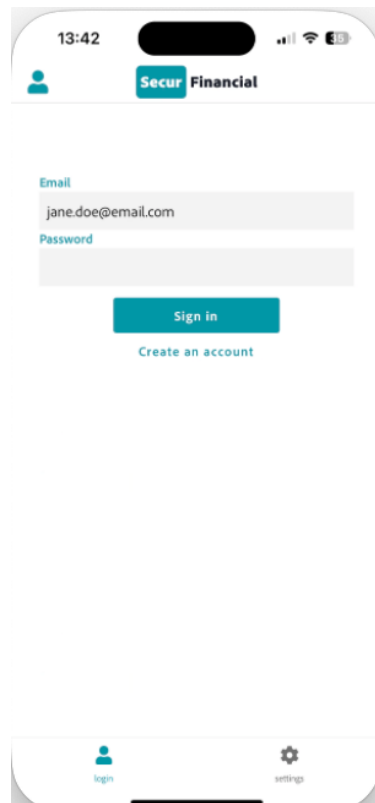
**Result:** You should now be able to launch the **SecurFinancial** app on your Phone



**Step 4:** Open the app and on the pop up, select **Allow**.



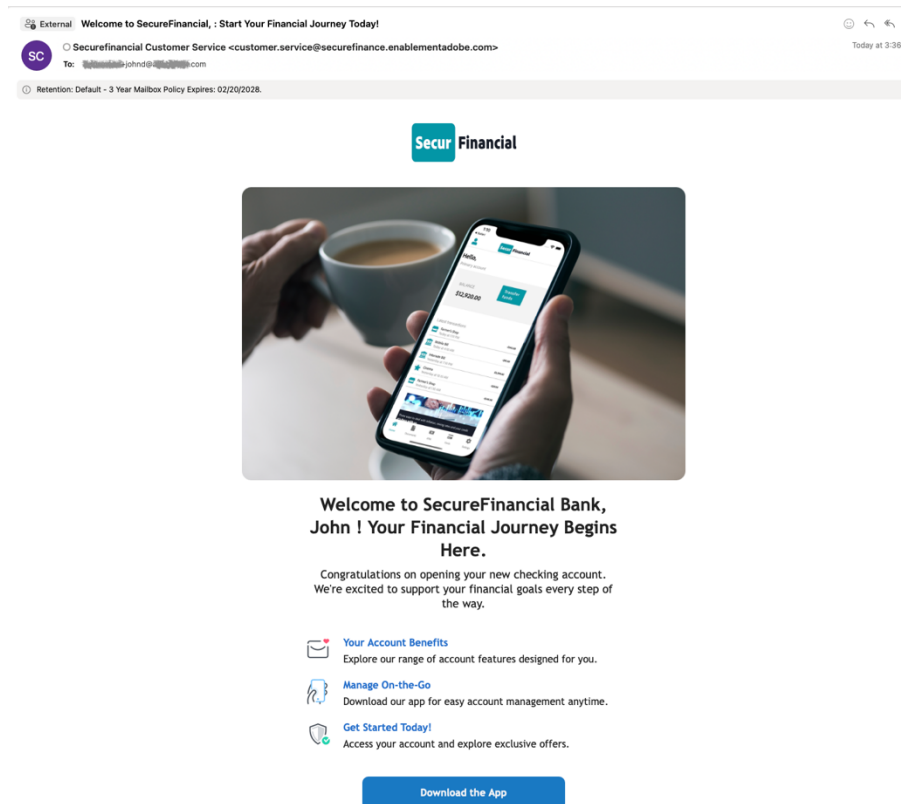
**Step 5:** Log in to the app using the email address you created the checking account with. You do not need to enter a password.



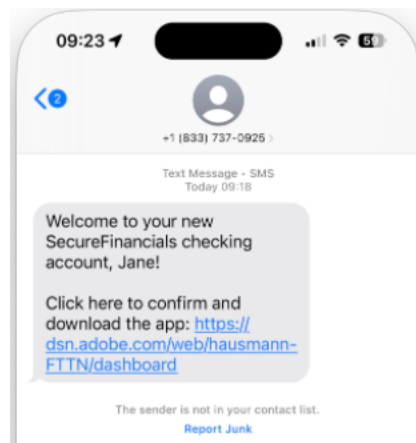
## Exercise 1.4 Check the results of your journey

The web in app notification you saw when you logged into the dashboard is only one touchpoint the SecurFinancial brand had with you. Depending on the communication preferences you selected on the account creation form, you either received

....**an email** - check your spam folder if you don't have the email in your inbox.



...or a SMS



You will also receive a push notification as part of the welcome journey.



## Lesson 2 – Create a Welcome Journey

**Lesson Overview:** In this exercise you start building the welcome journey, based on an existing journey. You start by defining the entry criteria and then build compose the email message first, using the AI Content Accelerator.

### Exercise 2.1 – Login to Journey Optimizer

If you are already logged in on your machine lab machine continue to [Exercise 2.2](#).

**Step 1:** Open [Adobe Journey Optimizer](#)

**Step 2:** Log in using the following details:

**Email Address:** L535+*your seat number*@adobeeventlab.com

**Password:** Adobe4Summit!

You can find the details for your login on your lab machine desktop. Use the **Adobe ID** and the **Password**.

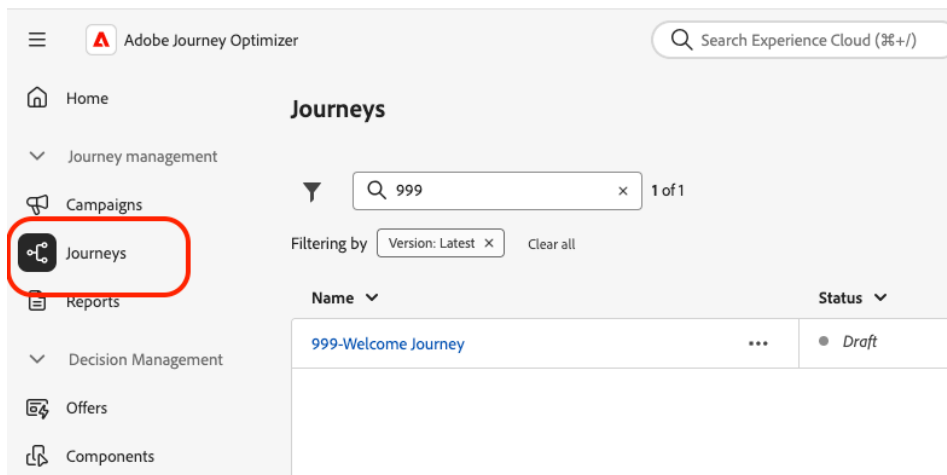
**Step 3:** You are asked to add a mobile number, select **Not now**.

**Result:** After logging in, you are on the Journey Optimizer homepage.

## Exercise 2.2 – Start building the journey

**Step 1:** In the left navigation, under **Journey Management**, click on **Journeys**. In the search bar, type in your seat number with three digits (for example "001" for seat number 1, "023" for seat number 23) and hit return.

**Step 2:** From the search results, select the journey that is called "*your\_seat\_number*-Welcome Journey" to open the journey canvas.

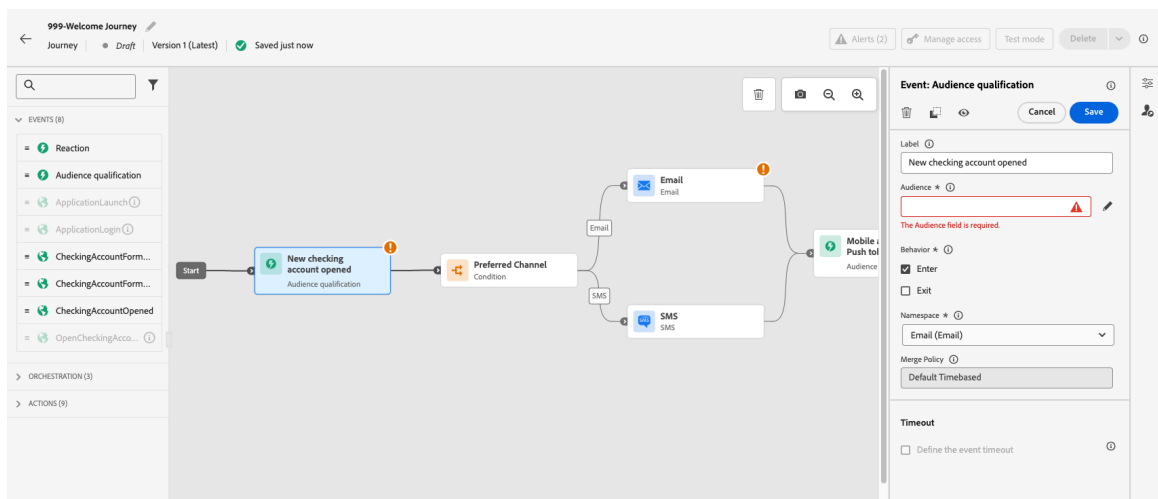


**Result:** You should see the journey canvas with the journey template:

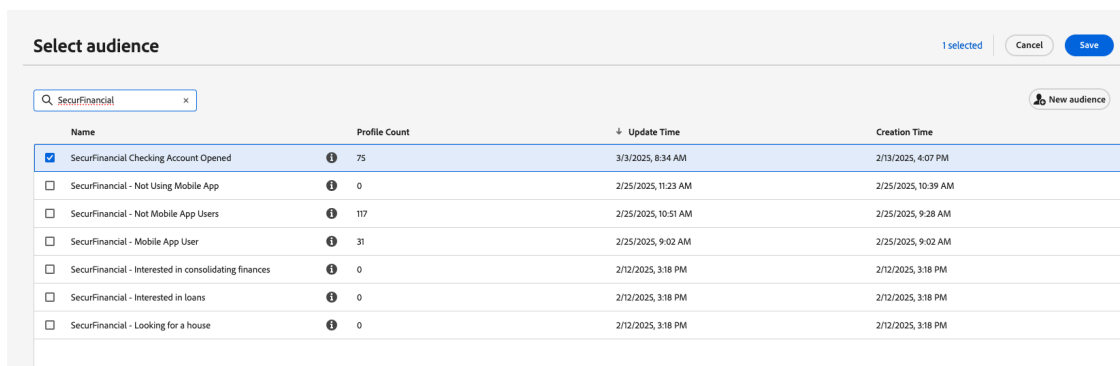


**Step 3: Configure the event that triggers the journey.** In our case we will use an audience qualification event.

1. In the journey click on the **New checking account opened** audience qualification event on the canvas, to open the details on the right of the canvas.
2. You will see that the Audience field is marked red. Click on the pencils next to the field.



3. On the audience selection screen, in the search bar, type in *SecurFinancial* and then select **SecurFinancial Checking account Opened**



4. Click **Save**

5. Back on the Event details screen, under **Behavior**, make sure **Enter** is checked. With this setting, a profile falls into the journey, when they qualify for the selected audience.

The screenshot shows the 'Event: Audience qualification' configuration interface. At the top, there are icons for delete, copy, and view, along with 'Cancel' and 'Save' buttons. The 'Label' field contains 'New checking account opened'. The 'Audience' field contains 'SecurFinancial Checking Account Opened'. The 'Behavior' section, which is highlighted with a red box, has 'Enter' checked and 'Exit' unchecked. The 'Namespace' field is set to 'Email (Email)' and the 'Merge Policy' is set to 'Default Timebased'.

6. Click **Save**, to save the configuration.

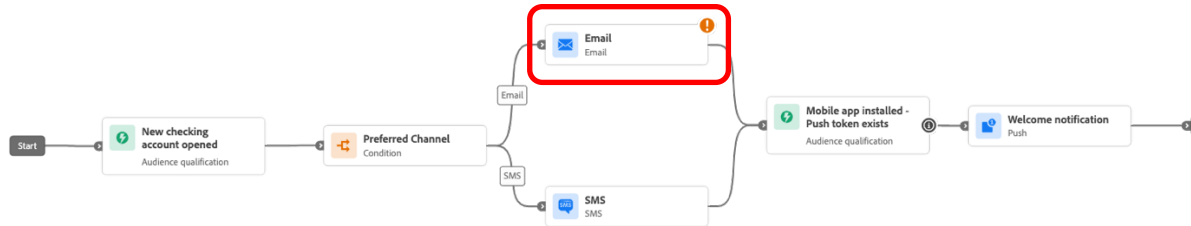


## Exercise 2.3 – Compose the email message

**Your challenge:** SecurFinancial has provided you with some brand guidelines, but the email marketing specialists are currently not available, so you will need to compose a compelling email message.

**The solution:** Use the AI Assistant for content generation to help you compose the email message.

**Step 1:** Click on the **Email** action.

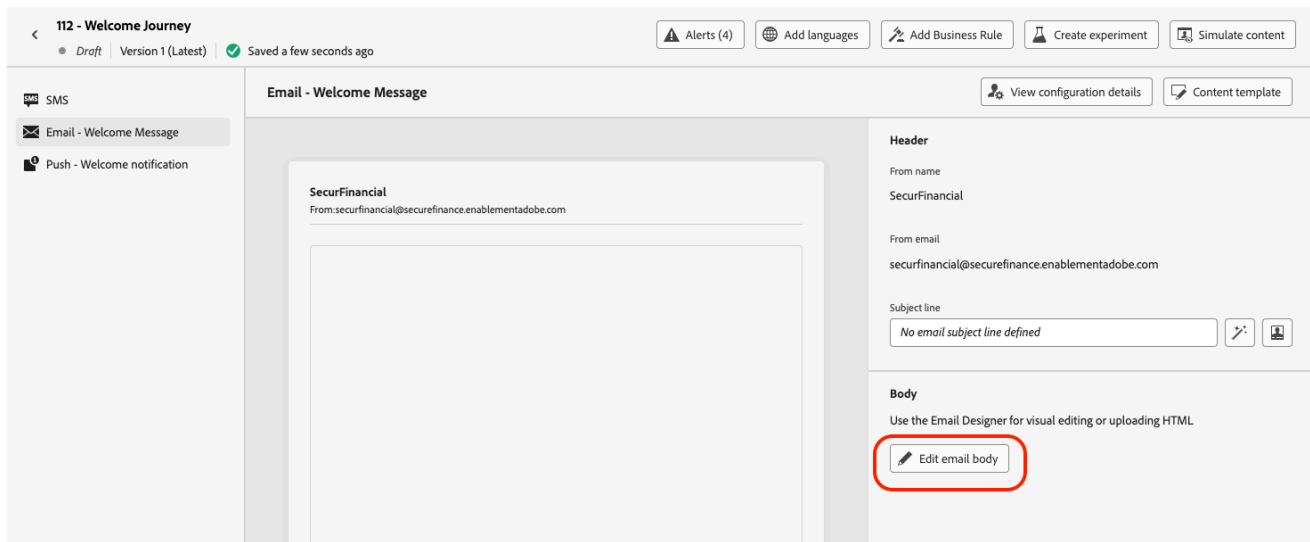


**Result:** The action's detail pane opens on the right

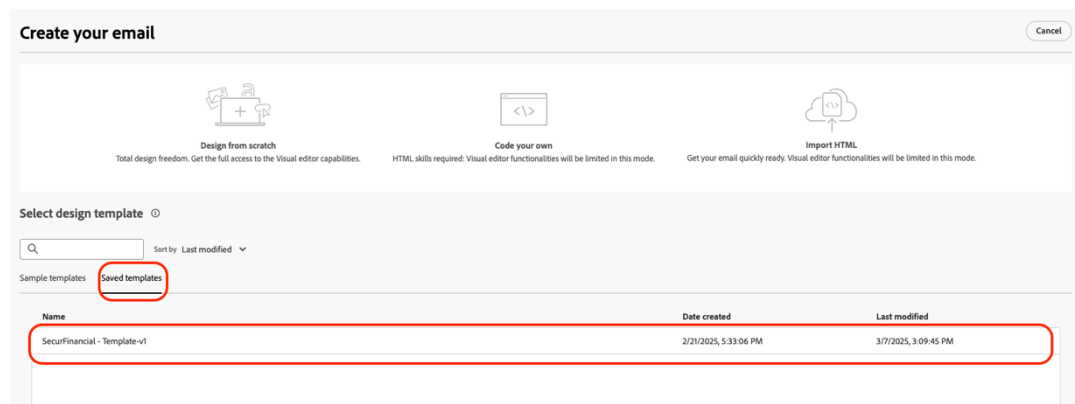
**Step 2:** Configure the email

1. Give your action a Label for example Welcome Message.
2. You can leave the description field blank.
3. Click the **Edit Content** button to open the the conent editor.

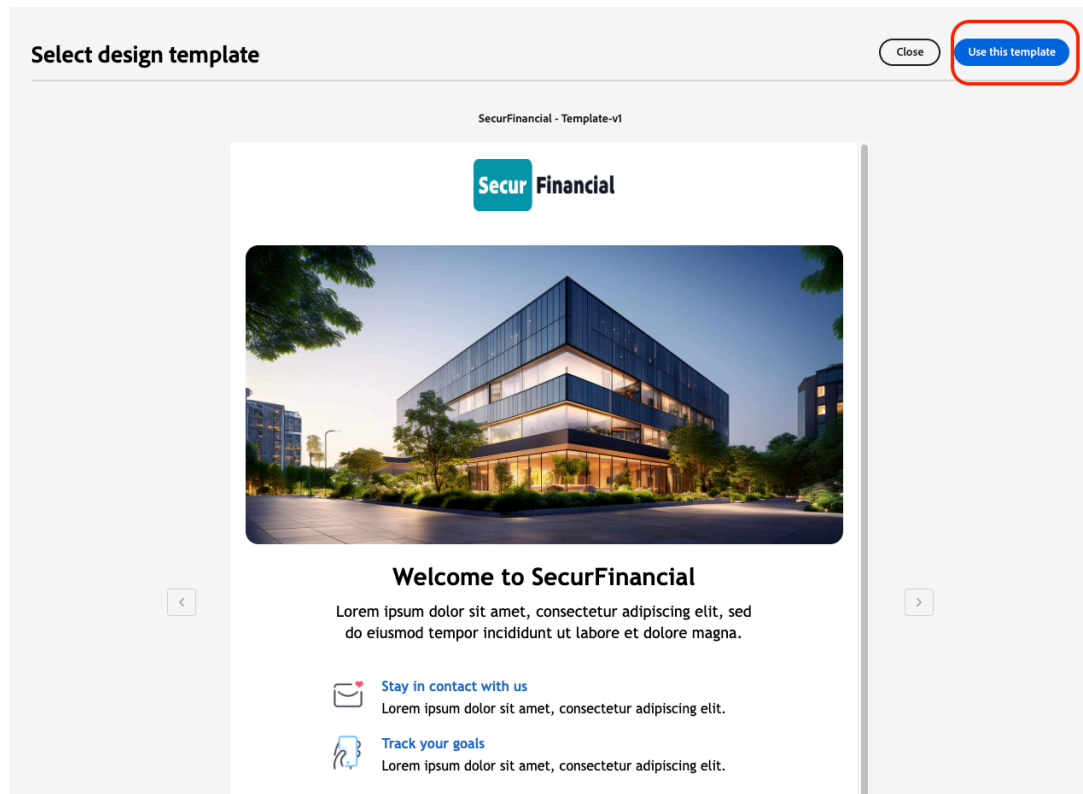
**Step 3:** From the Edit content screen click on **Edit Email Body** to access the Email Designer



**Step 4:** Navigate to the Saved Templates tab and click on the template called *SecurFinancial – Template-v1*. The template defines the layout of your email.

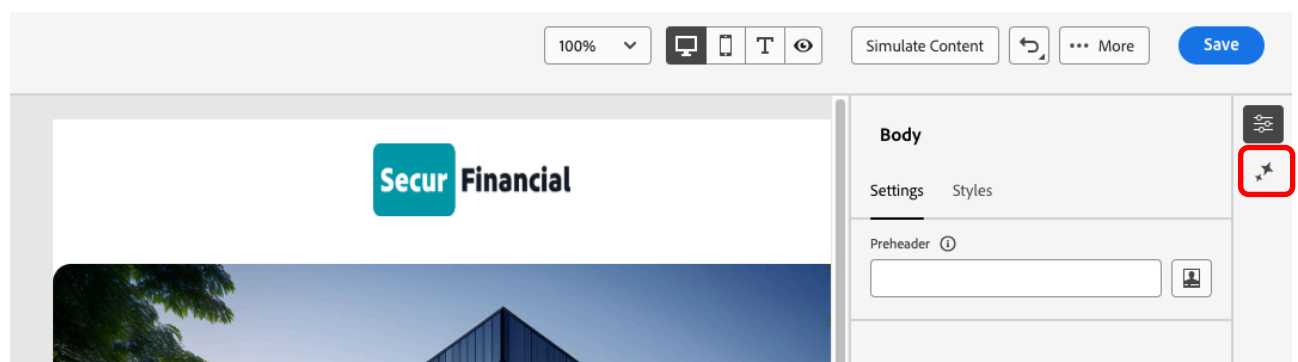


**Step 5:** Click the Use this template button.



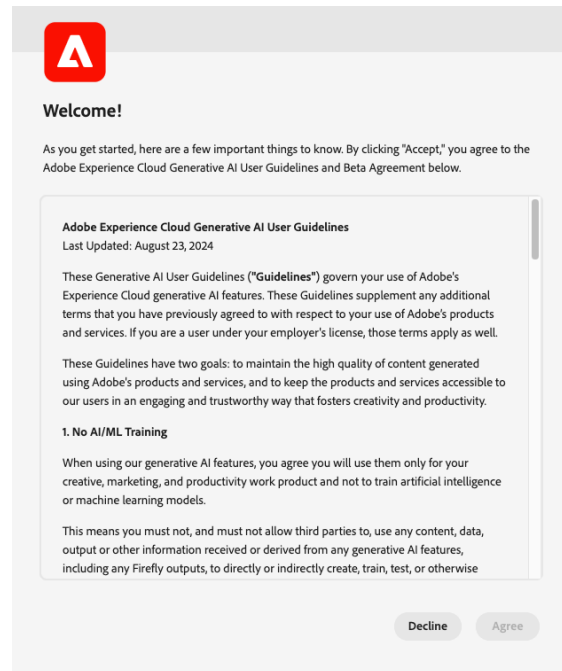
**Result:** You are now in the Message Designer. Use the AI assistant to generate the email content.

**Step 6:** Click on the two stars on the far right, to open the AI assistant.



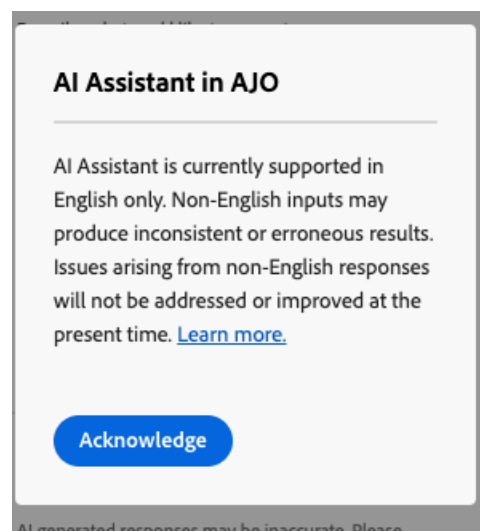
When you open the AI Assistant for to first time, you need to accept the **Adobe Experience Cloud Generative AI User Guidelines and Beta Agreement** before you can use the feature.

**Step 7:** Scroll down to the bottom, of the text and click on agree.



**Result:** The AI Assistant pane opens on the right side.

**Step 8:** Click the **Acknowledge** button in the disclaimer pop up



## Step 12: Let's generate some content:

1. Copy and paste this prompt, or add your own:

"Generate a welcome email for new SecurFinancial customers who just opened a new checking account. Add a call to action to install the SecurFinancial mobile app."

2. Toggle the **Subject line** slider to the right to have the AI Assistant generate the subject line as well as the content.

AI Assistant

### Generate Email

Settings ⓘ

Prompt \*

Generate a welcome email for new SecurFinancial customers who just opened a new savings account. Add a call to action to install the SecurFinancial mobile app

Describe what you'd like to generate.

☒ Subject line ☐ Preheader

**T** Text settings >  
None

3. Click on Text settings and choose your preferred **Communication strategy** and **Tone** from the dropdowns.

4. Click on **Generate**

AI Assistant

### Generate Email

← Text settings

Communication strategy  
None ▼

Language ⓘ  
English ▼

Tone  
None ▼

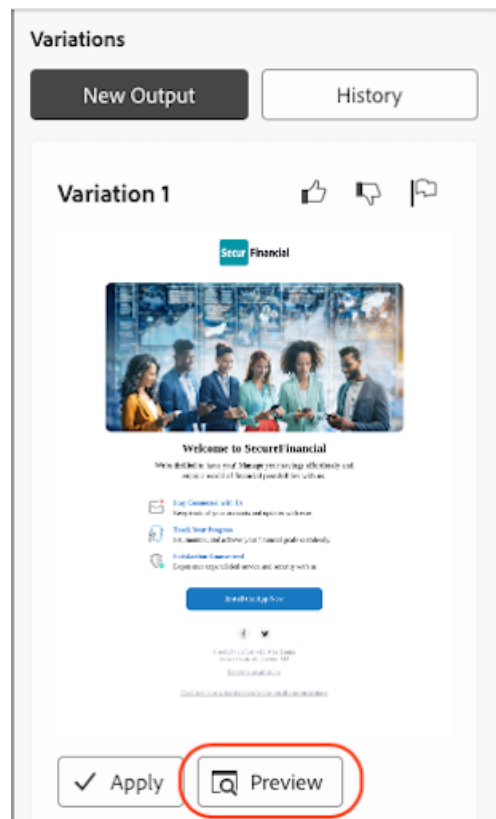
**Generate** ⓘ

AI generated responses may be inaccurate. Please evaluate outputs for accuracy and appropriateness to your use case. See the [Adobe GenAI User Guidelines](#).

**Result:** Two variations are generated.

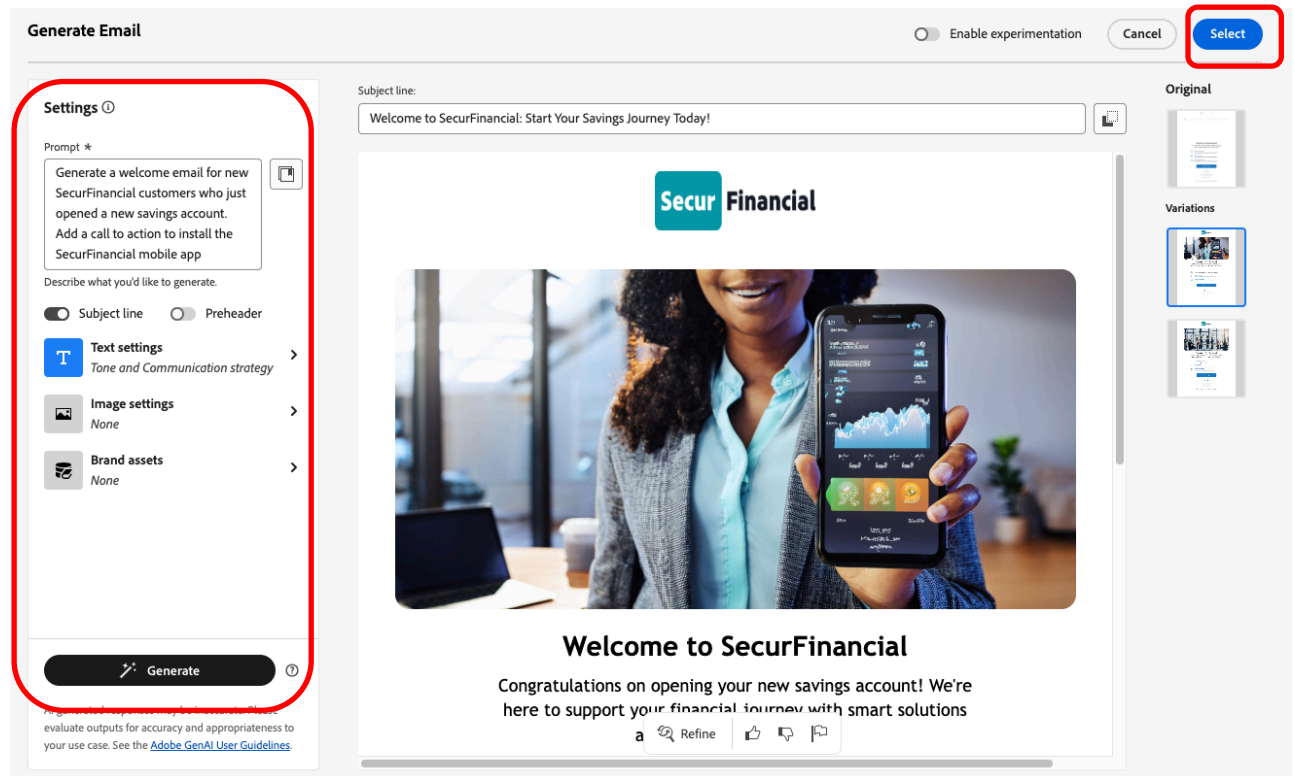
**Step 11:** Select a variation – your variation will look different to the screenshot in the workbook!

1. Click on the **Preview** button of one of the generated variations.

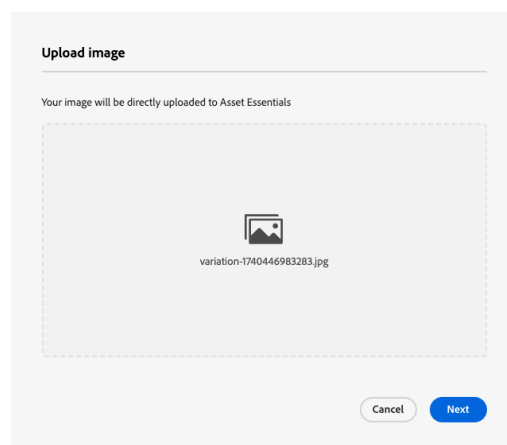


2. Review the two variations and select the one you prefer, you will modify it in the next step. If you want to have the AI make changes, you can change the settings or the prompt on the left side of the page and generate new variations.

- Review the variations - you can modify your input in the **Setting** section and generate new variations.
- Select one of the variations and click the **Select** button to apply the variation to your email.



- Back on the email designer page, click save
- You are prompted to upload the image to Asset Essentials, click **Next** on the modal



7. Click **Import** on the next screen
8. Double click on the **SecurFinancial** folder
9. Click on **Import**

**Result:** The images are uploaded to Asset Essentials and are available to be re-used.

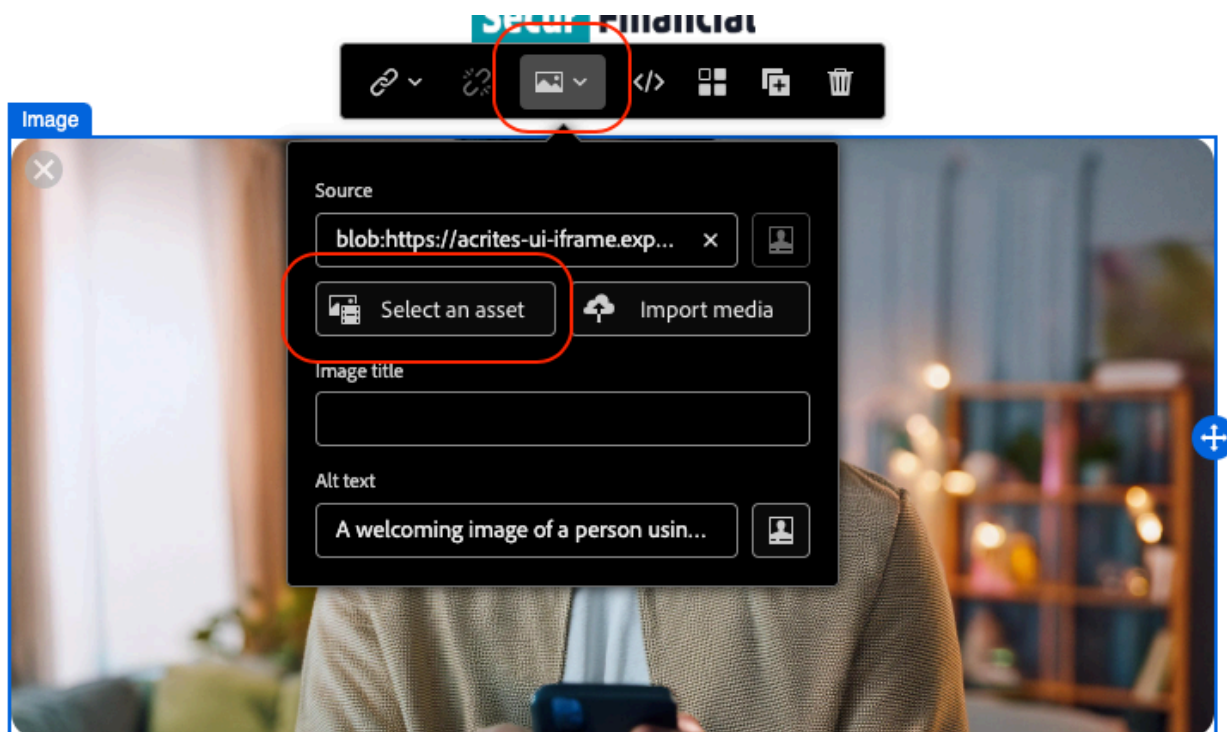
### Step 12: Manually modify the email

1. Click on the on the right side of the screen to manually edit the content.



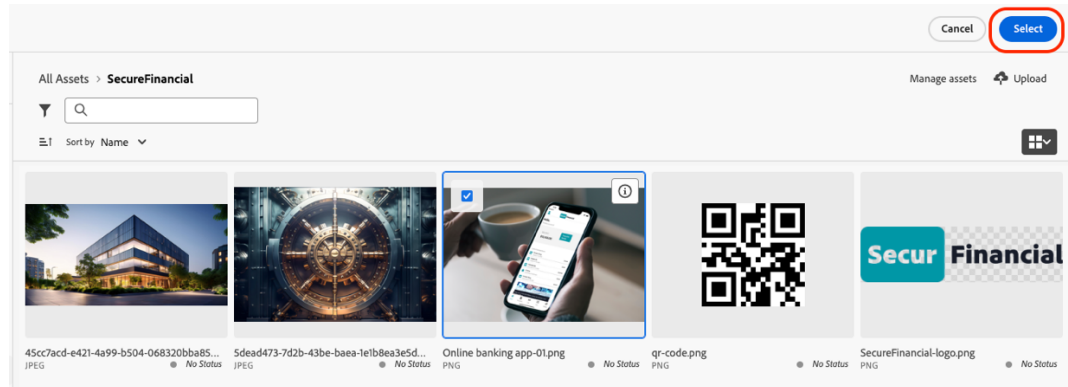
Now you can modify your email. Let's change the image :

1. Click on the hero image and select the image icon.
2. Click on Select an asset





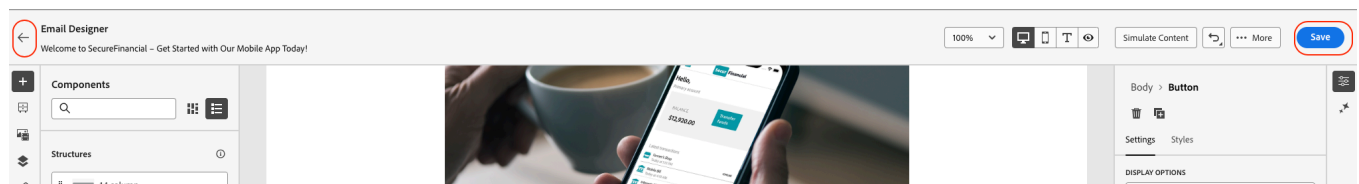
3. On the next screen, double click on the **SecurFinancial** folder and select an image.
4. Click on the **Select** button to apply it to your email.



You can make changes to any of the elements on the page.

**Step 13:** Once you are done, click **Save**

**Step 14:** Click the arrow on the top left of the page on this and the next page, to return to the journey.



## Bonus Exercise:

Click on the Ai assistant icon to activate the AI Assistant again.

1. Click on the hero image -> the Ai Assistant generated new images which you can apply
2. Play around with the different options. For example, change the prompt or toggle the **Reference style** button to the right.
3. Click on a **text element**, you can now generate content just for the text you marked

## Lesson 3 Dynamic Content

**Your challenge:** You need to make sure that only customers who have not already installed the app are asked to install it. Anyone who already has the app installed should only receive a general welcome message. You do not want to make the journey flow more complex.

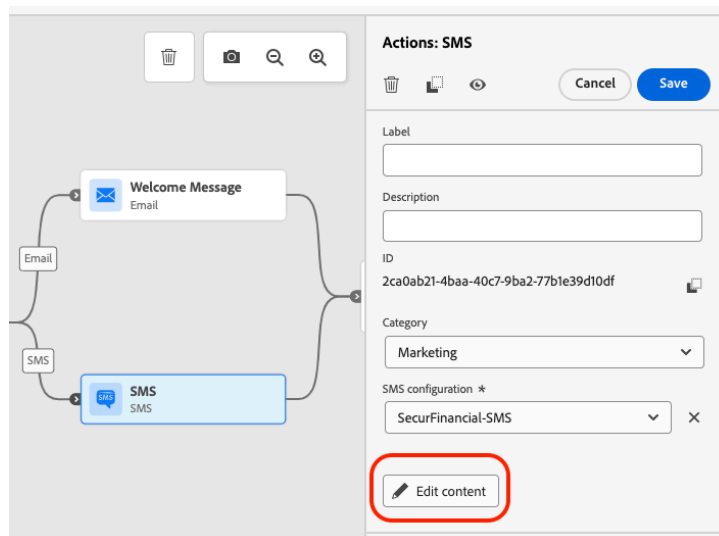
**The Solution:** Dynamic content allows you to adapt the content of your messages based on conditional rules that can be made up of profile attributes, contextual events or audiences. In this exercise you will apply it as an example , but it can be applied across all channels.

### Exercise 3.1 – Apply dynamic content to the SMS message

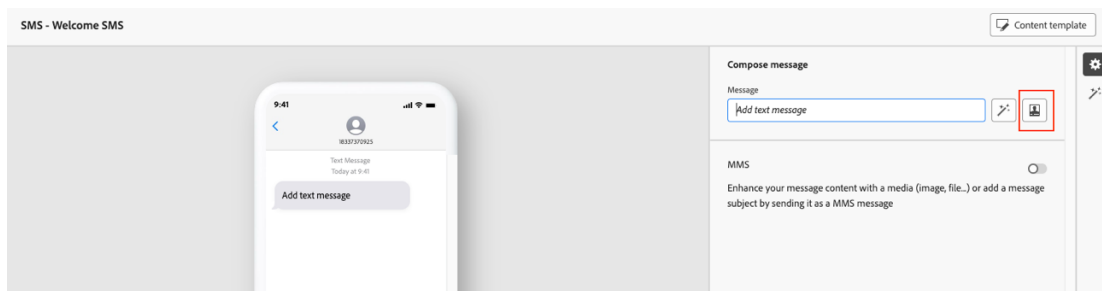
**Step 1:** Open the SMS action from the Journey Template (“your\_seat\_number-Welcome Journey”).



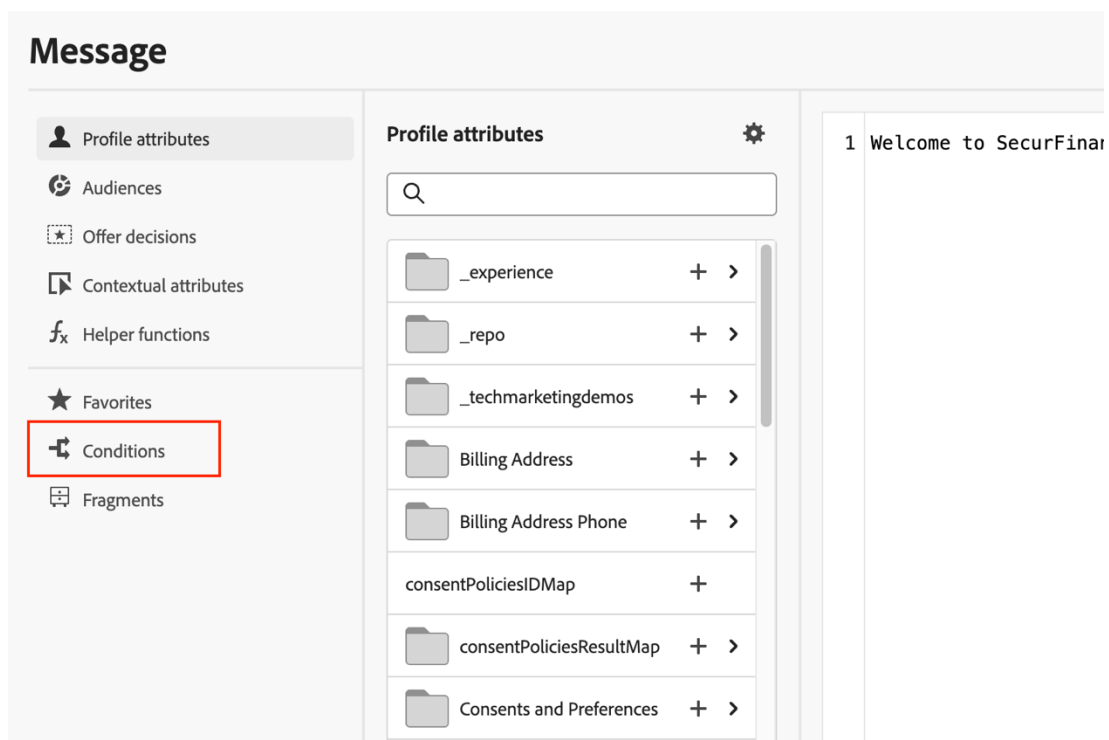
**Step 2:** Click on “Edit Content”.



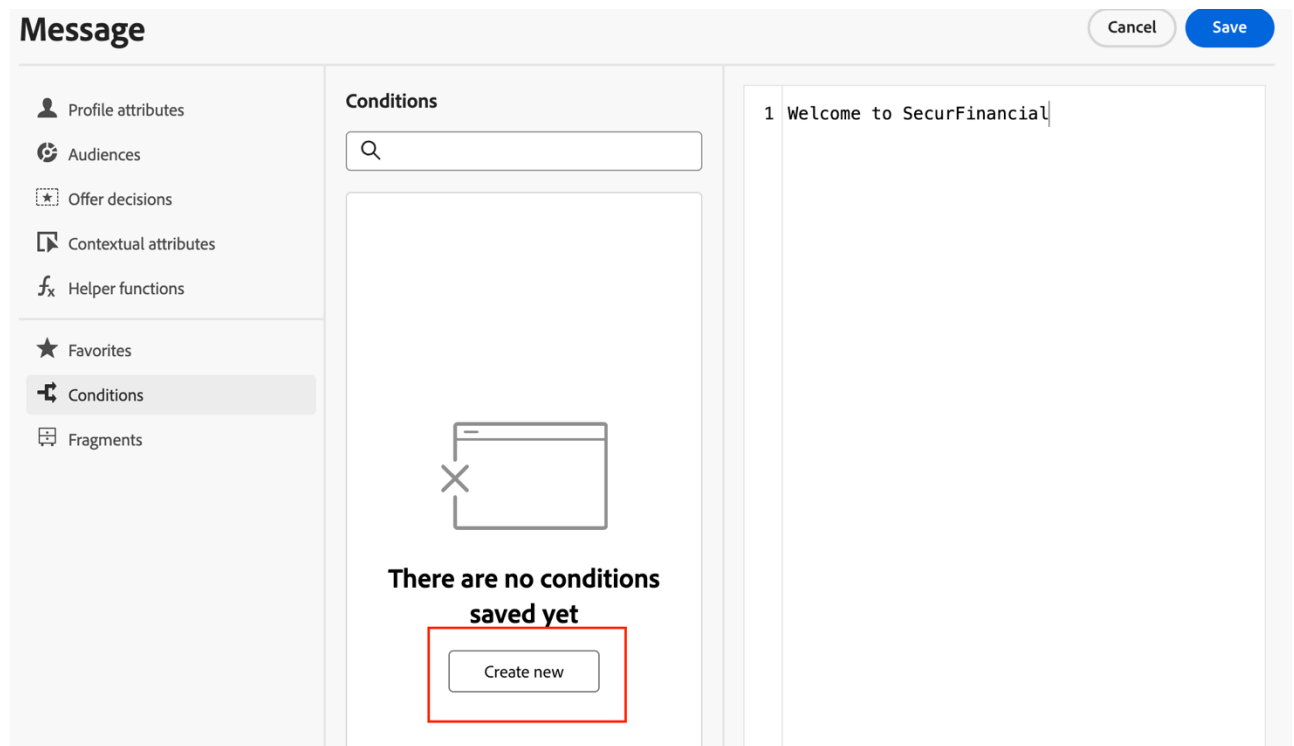
**Step 3:** Click on the personalization icon under “Compose Message” section to open the personalization editor screen.



**Step 4:** Once the screen opens, click on “Conditions” in the left navigation to view or create conditional rules for the content.

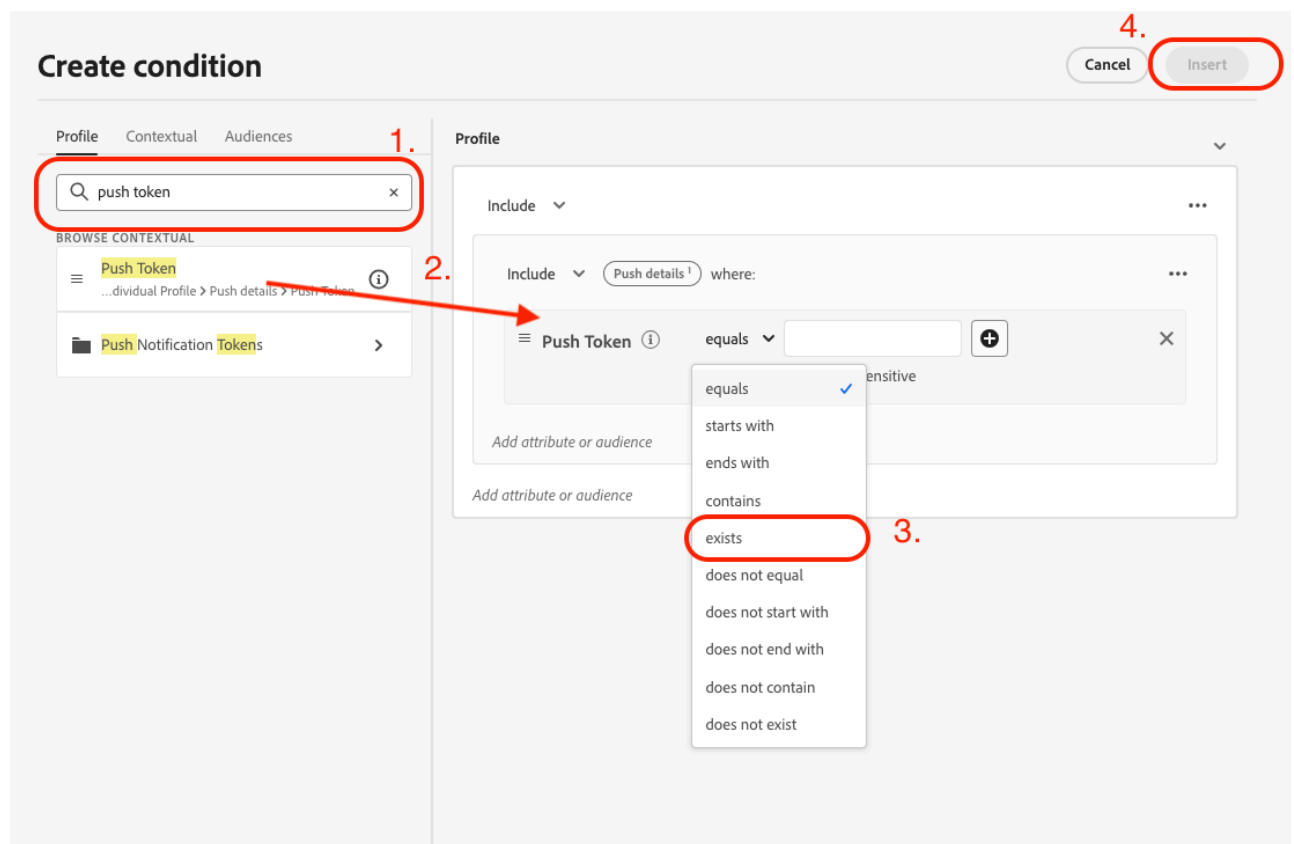


**Step 5:** Click on “Create new” to create a condition from scratch.



**Step 6:** Once the condition builder screen loads:

1. Search for “Push token” in the search bar under profile.
2. Drag the Push token profile attribute to the condition builder on the right.
3. Select the **exists** function from the drop down.
4. Click on Insert.



**Step 7:** Remove everything from the code editor at this point and add the following code in the text box (select all) and paste in the code editor:

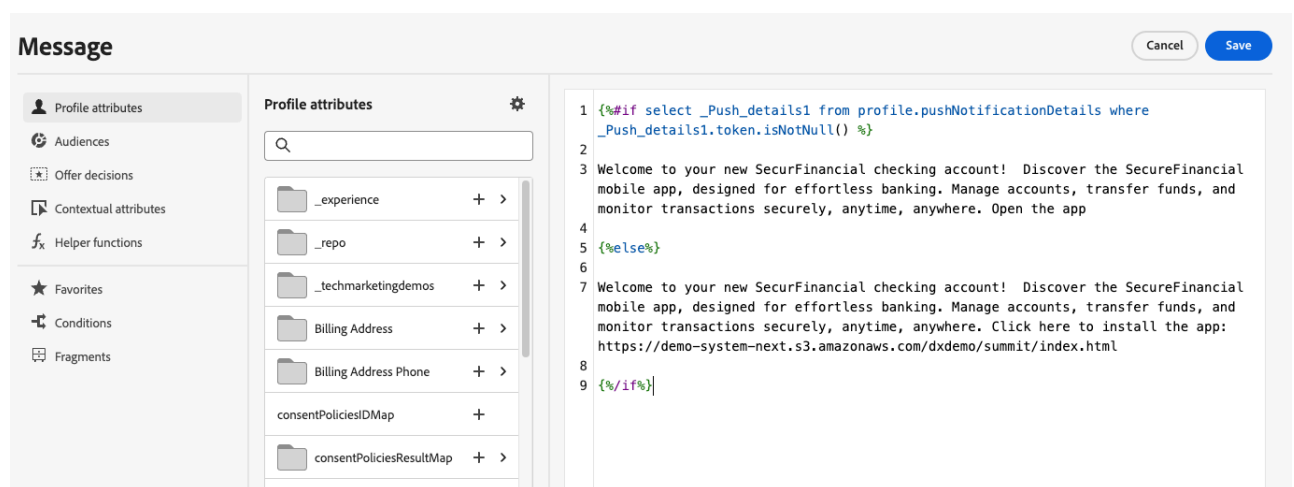
```
{%#if select _Push_details1 from profile.pushNotificationDetails where
_Push_details1.token.isNotNull() %}

Welcome to your new SecurFinancial checking account! Discover the
SecurFinancial mobile app, designed for effortless banking. Manage accounts,
transfer funds, and monitor transactions securely, anytime, anywhere. Open the
app

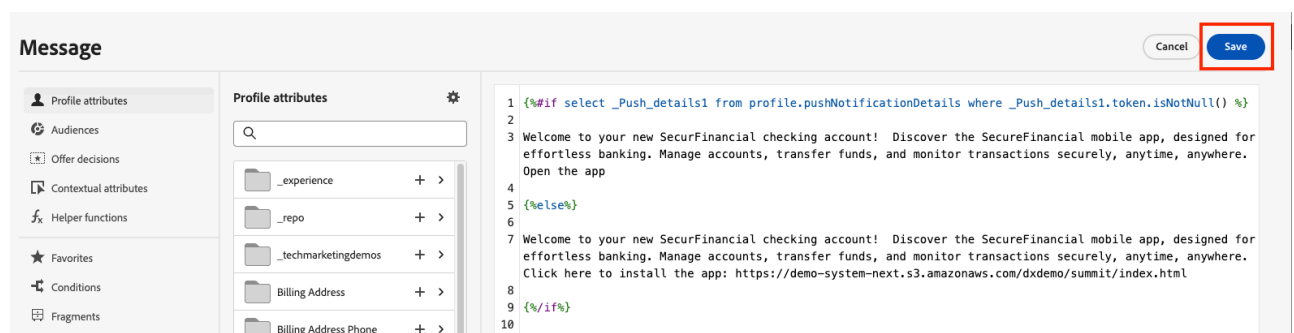
{%else%}

Welcome to your new SecurFinancial checking account! Discover the
SecurFinancial mobile app, designed for effortless banking. Manage accounts,
transfer funds, and monitor transactions securely, anytime, anywhere. Click here
to install the app: https://demo-system-
next.s3.amazonaws.com/dxdemo/summit/index.html

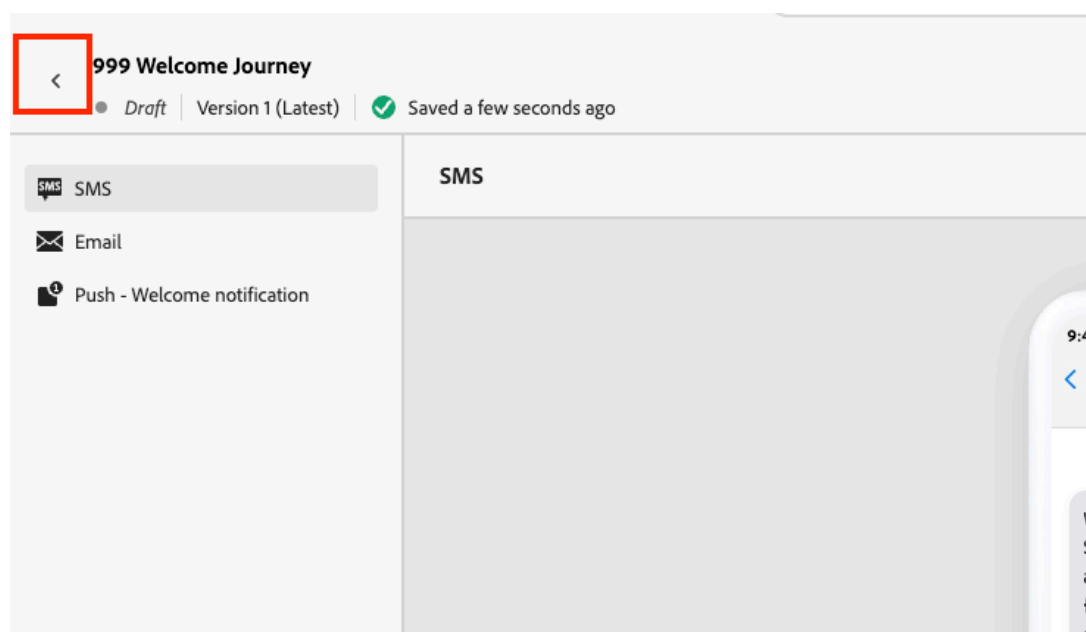
{%/if%}
```



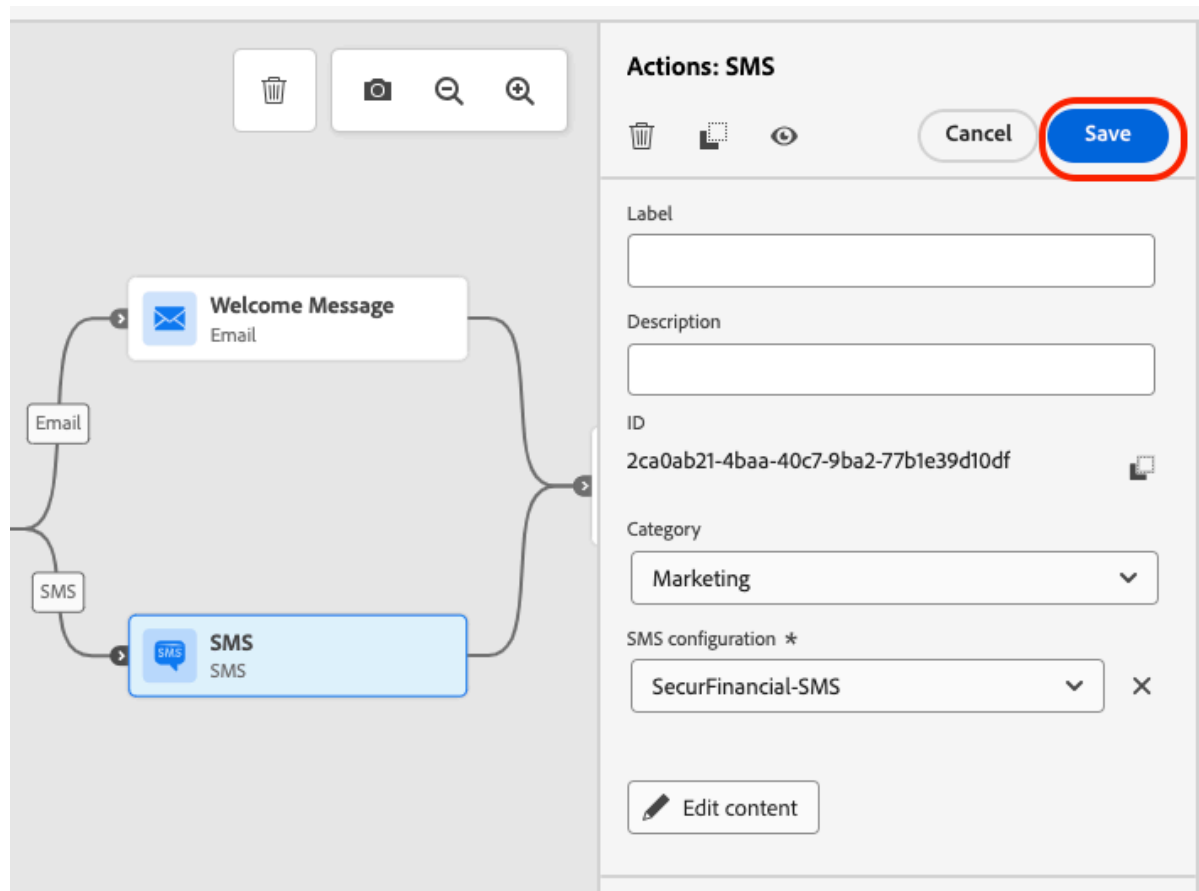
**Step 8:** Click on Save.



**Step 9:** Use the back button to go back to main screen.



**Step 10:** Then Click on **Save** again. And now you have added dynamic content to the SMS.



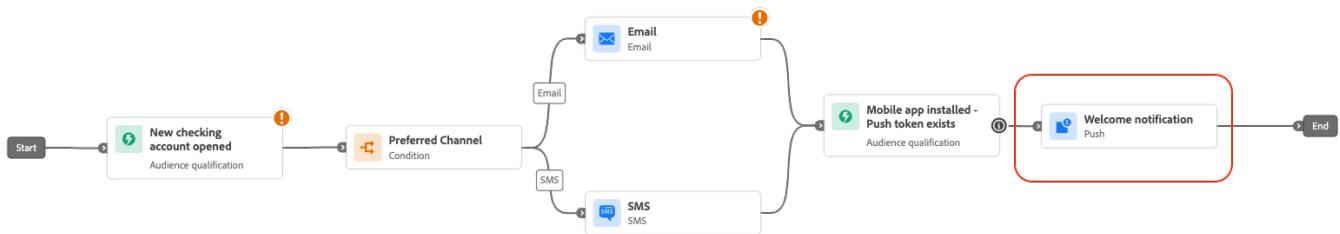
## Lesson 4 – Content Experimentation

**Your challenge:** You have several approaches for the push message in mind but are not sure which one will be most efficient. You want to make sure the most effective message is sent.

**The Solution:** Content experiments allow you to optimize content for the actions in your journey. Through content experimentation, you can expose a given variation of a message to a group of randomly selected users and another variation/treatment to a different set of randomly selected users. After sending the message, you can then measure the outcome metrics you are interested in. In this lesson, you will apply content experimentation to the push message.

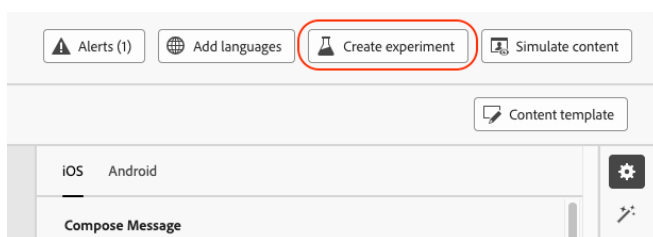
### Exercise 4.1 – Create a content experiment

**Step 1:** From the journey canvas, click on the **Push message** action.



**Step 2:** Click **Edit Content** on the Actions detail pain on the right, to open the content editor.

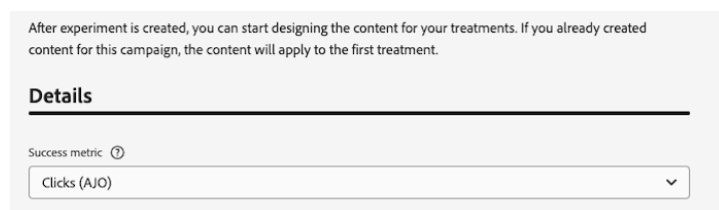
**Step 3:** Click on the **Create experiment** button on the top right of the page.



**Result:** You are on the page titled Create experiment – Push Welcome notification.

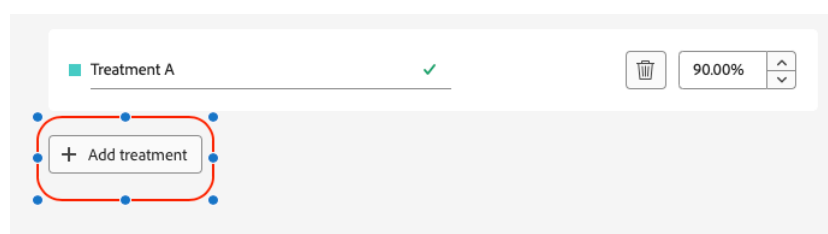


**Step 4:** In the Details section, select **Clicks (AJO)** from the Success metric dropdown.



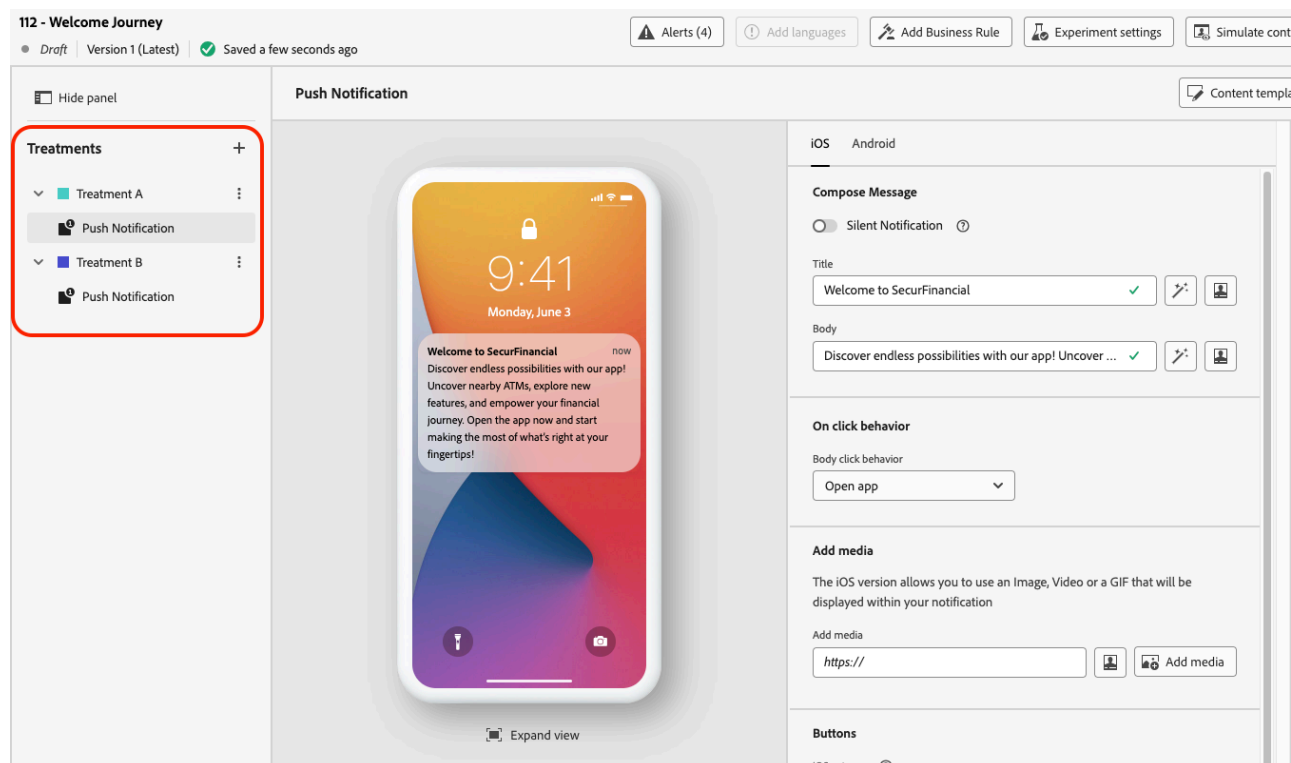
**Step 5:** Toggle the **Distribute evenly** button to the right. To split the traffic evenly between all treatments.

**Step 6:** Click the **Add Treatment** button to add a second treatment.



**Step 7:** Click the **Create** button on the top right

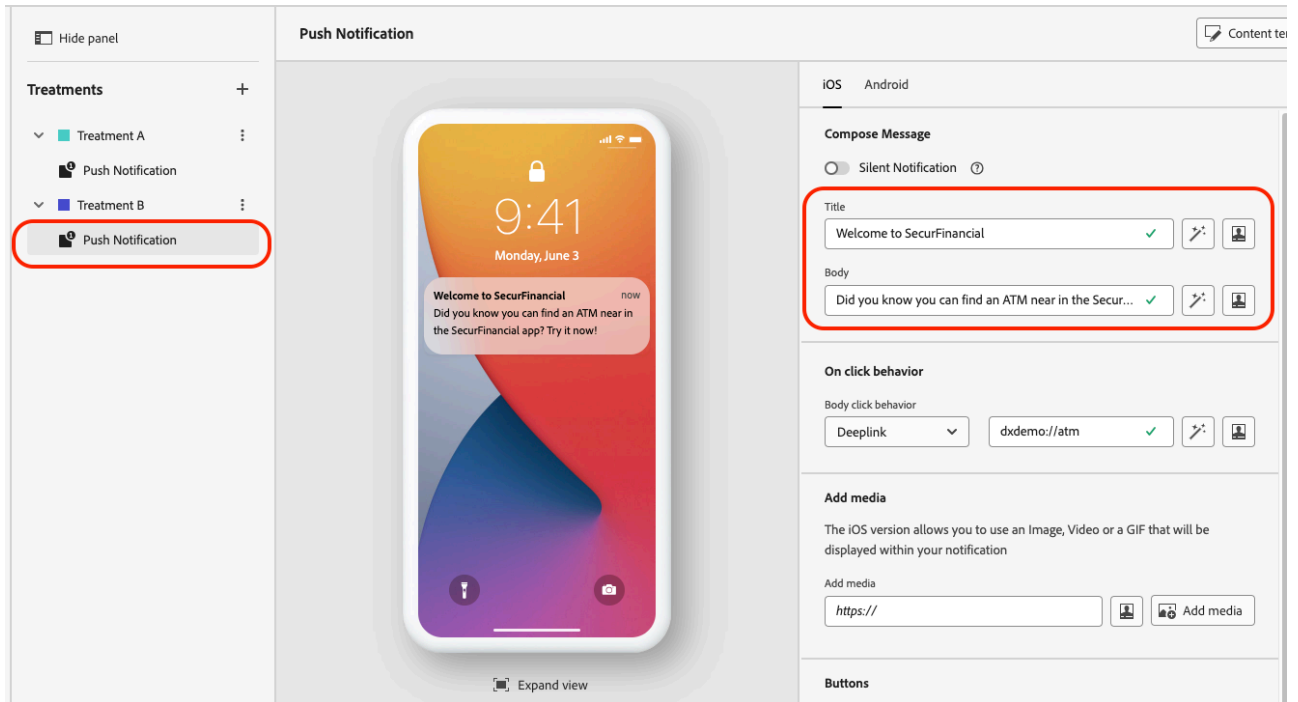
**Result:** The treatments are shown on the left of the **Push editor** page.



## Exercise 4.2 – Configure the treatments

Treatment A is the initial message. Modify treatment B.

**Step 1:** Click on the **Push notification** beneath Treatment B

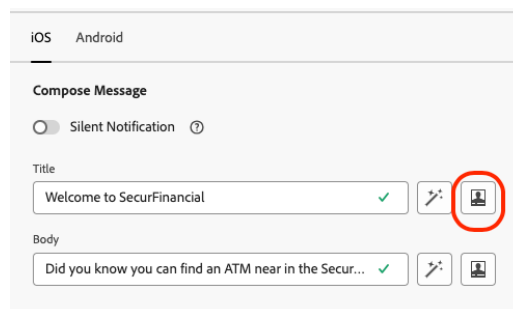


**Step 2:** On the right pane, add a **Title**  
"Welcome to SecurFinancial"

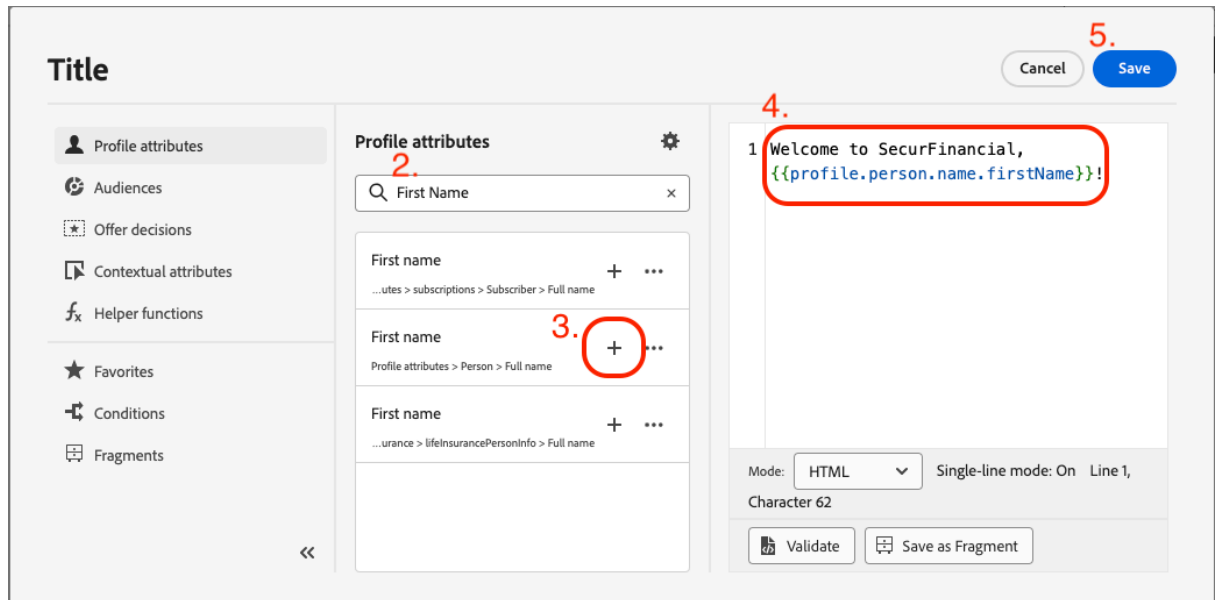
**Step 3:** Add the following text:  
"Did you know you can find an ATM near in the SecurFinancial app? Try it now!"

**Step 4:** : Let's add some personalization to the message title:

1. Click on the **personalization icon** next to the title field:



2. In the personalization editor, in the Profile attributes, search for **First Name**
3. Click the plus next to the **Profile>Person>Fullname** attribute to add it to the text.
4. Add a comma before the personalization field.



5. Once you are done, click **Save**.

**Step 5:** Change the **on click behavior** to open on the ATM page. On both the **iOS** and the **Android**, in the **On click behavior** section:

1. From the **Body click behavior** drop down, select **Deeplink**
2. Copy and paste this link: `dxdemo://atm` into field next to the dropdown.

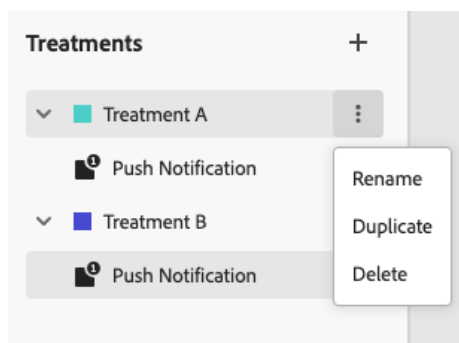
**Result:** Your content experiment is ready.

**Step 6:** Return to the Journey canvas and save your journey.

## Bonus Exercise

You can create another treatment based on the initial email:

Click on the three dots next to Treatment A and select **Duplicate**.



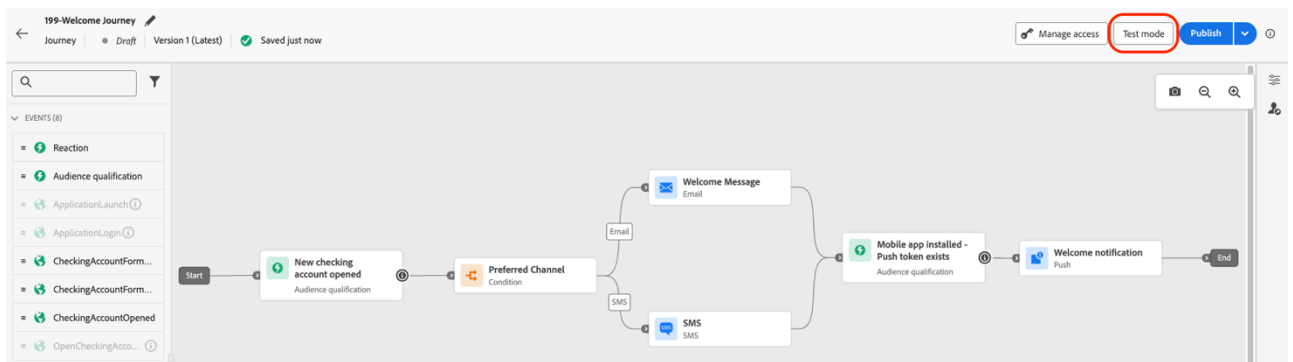
➔ Modify the content using the AI assistant to create the content of a treatment.

## Lesson 5 – Test your Journey

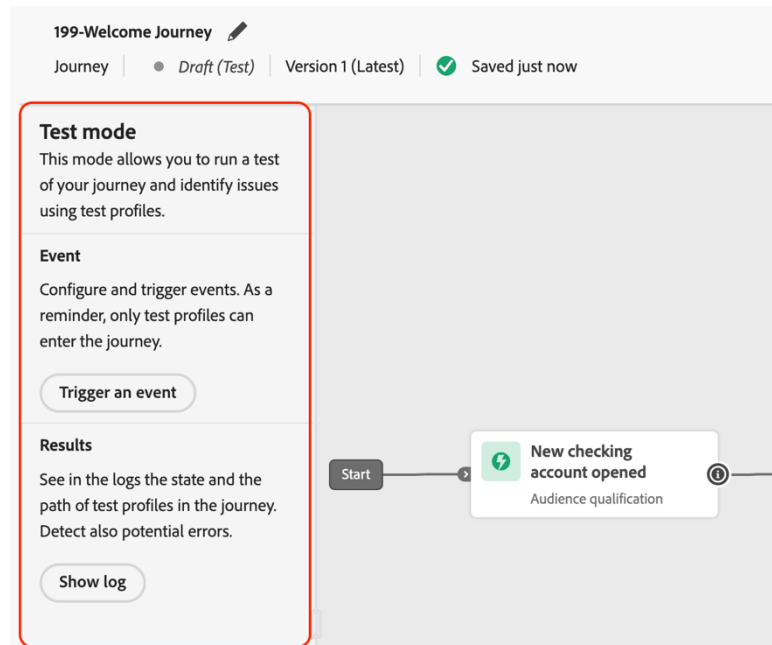
Testing the journey before publishing is a critical step. This helps the practitioner to see if the journey logic is set up as intended.

### Exercise 5.1 – Test your welcome journey

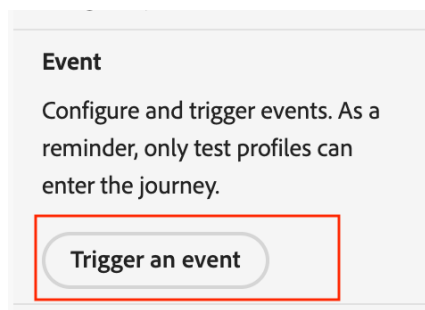
**Step 1:** To activate the test mode, click the **Test mode** button, located in the top right corner of the welcome journey.



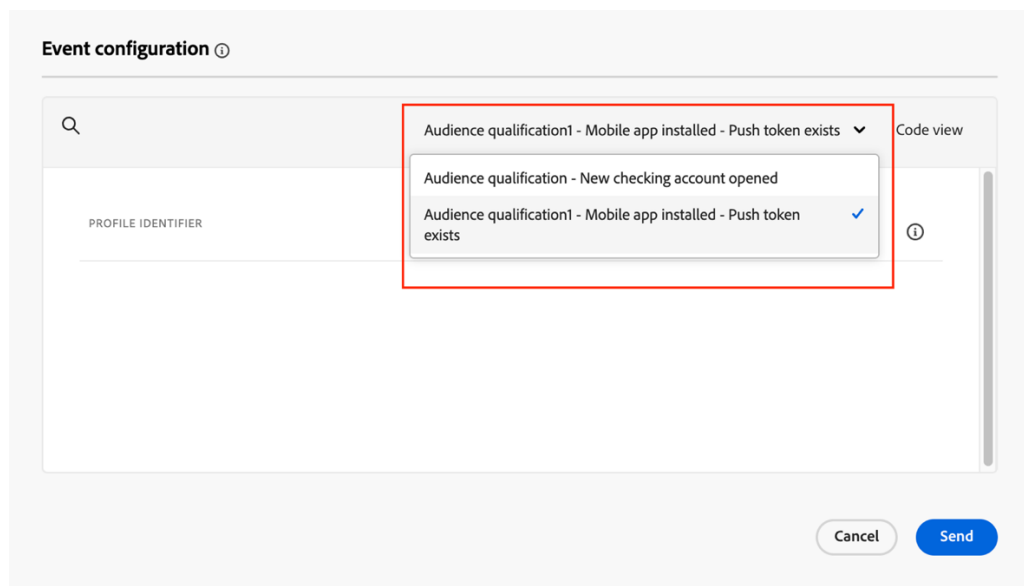
**Step 2:** Once the Test mode is activated you will see a section on the left side of screen that will allow you to change parameters for the test mode.



**Step 3:** Click on the **Trigger an event** button to configure and send events to the journey.



**Step 4:** When the Event Configuration screen opens, you will see the Event configuration screen open with option to provide profile identifiers for both Audience Qualification nodes.



**Step 5:** Select the first one, in this case **Audience Qualification – New checking account opened** and provide the email id with which you opened the account in first exercise and click on **Send**.

The screenshot shows the 'Event configuration' interface. At the top, there's a search bar and a dropdown menu set to 'Audience qualification - New checking account opened'. Below this, there's a 'PROFILE IDENTIFIER' section with a text input field containing 'jane.doe@gmail.com'. To the right of the input field is an information icon. At the bottom right, there are two buttons: 'Cancel' and 'Send'. The 'Send' button is highlighted with a red box.

**Step 6:** You should see an “Event was sent successfully” message and the connectors turn green to show the profile is progressing in the journey.

**Step 7:** When the line reaches the email/SMS node, check your inbox or phone for the message based on your selected preference. If you had SMS as a preference, then you will receive a message to open the app.

**Step 8:** Click on Trigger an event again and in Event configuration provide the email for the second Audience Qualification node and click on **Send**.

The screenshot shows the 'Event configuration' window. At the top, there is a search bar with a magnifying glass icon, followed by the text 'Audience qualification1 - Mobile app installed - Push token exists' and a dropdown arrow. To the right is a 'Code view' link. Below this is a large white area with a horizontal line. On the left side of this area, the text 'PROFILE IDENTIFIER' is visible. On the right side, there is a blue input field containing the email 'jane.doe@gmail.com'. This input field is highlighted with a red rectangular box. To the right of the input field is an information icon (a circle with an 'i'). At the bottom right of the configuration area, there are two buttons: a grey 'Cancel' button and a blue 'Send' button. The 'Send' button is also highlighted with a red rectangular box.

**Result:** As the line progresses, you will receive a push notification.



## Lesson 6 – Content Cards

**Your challenge:** You would like to continue the onboarding experience in the mobile app as well, without being intrusive.

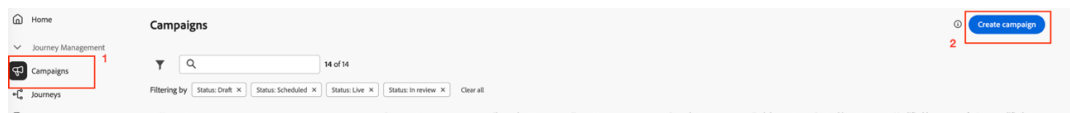
**The solution:** Content cards are a messaging feature in Adobe Journey Optimizer that delivers personalized and engaging content directly within mobile apps and websites. Unlike traditional push notifications, Content Cards integrate seamlessly into the user interface, offering persistent, non-intrusive updates that enhance user interaction and experience.

In this lesson you create a content card in the mobile app as part of the customers welcome experience.

### Exercise 6.1 – Set up content card in a campaign

**Step 1:** Go to Campaigns in left navigation bar of Adobe Journey Optimizer.

**Step 2:** Click on “**Create Campaigns**”.



**Step 3:** Click on “**Scheduled-Marketing**” campaign type and then click on **Create**.

**Step 4:** Fill in the details in the campaign form:

1. Provide the name of the campaign (or choose your own) – “Welcome Content Card Campaign – *your seat number*.”
2. Select “Content Cards” from Actions menu and **disable** the toggle for “Enable additional delivery rules”
3. Select “SecurFinancial-Content-Card-In-App” from Content card configuration
4. Under **Audience** section, click on **Select Audience** and choose audience with name “Seat Number <*your seat number*>”.
5. Then click on “Edit content”.

The screenshot shows the Adobe Journey Optimizer campaign configuration interface. It is divided into three main sections: Properties, Actions, and Audience. Red boxes and numbers highlight specific steps from the instructions:

- 1** (Properties): The 'Name' field is highlighted with a red box and the number 1. It contains the text 'Welcome Content Card Campaign - 999'.
- 2 & 3** (Actions): The 'Content Card' configuration area is highlighted with a red box and the numbers 2 & 3. It shows the 'Content card configuration' dropdown set to 'SecurFinancial-Content-Card-In-App'. The 'Enable additional delivery rules' toggle is shown in the off position.
- 5** (Actions): The 'Edit content' button is highlighted with a red box and the number 5.
- 4** (Audience): The 'Audience' section is highlighted with a red box and the number 4. It shows the text 'Campaign will be activated for Seat Number 999' and a 'Replace audience' button.

Other visible details include the 'Description' field, 'Access management labels' (No labels selected), 'Campaign type' (Scheduled), 'Category' (Marketing), 'Tags' dropdown, and 'Identity type' (ECID).

**Step 5:** After clicking on "Edit Content", the content editor will open

1. Under **Title** you can paste the following text or choose your own:

*"Welcome to SecurFinancial!"*

2. Under **Body** you can paste the following text or choose your own:

*"Thank you for downloading the app. You can find ATMs, track your spending and more. All within the app."*

3. Under **Media URL** provide this link for the logo:

*<https://demo-system-next.s3.amazonaws.com/assets/securfinancial/home-loan.jpg>*

4. Click on **Add Button**.

5. Under **Button Title** paste the text *"Find ATMs"*.

6. Under **Target URL** under **On Click behavior**, please provide this URL:

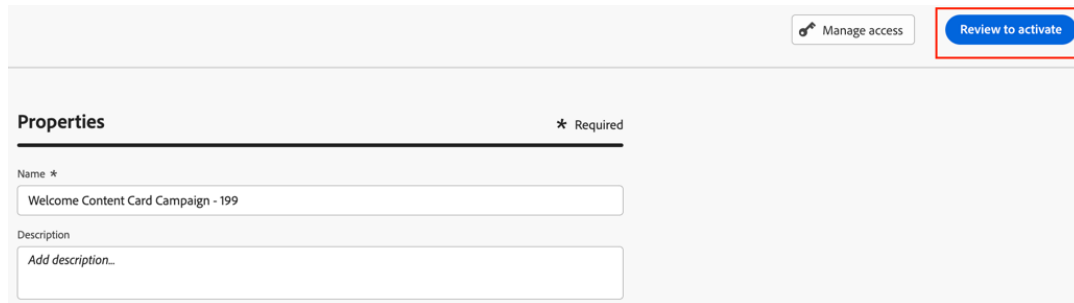
*[dxdemo://atm](#)*

The screenshot shows the Adobe Journey Optimizer content editor. It has a sidebar on the left with a close button icon. The main area is titled 'Close Button'. Below this, there are sections for 'Content', 'Media', 'Buttons', and 'On Click behavior'. Red boxes and numbers 1 through 6 highlight the specific fields to be edited: 1. Title field with 'Welcome to SecurFinancial!'; 2. Body field with the thank you message; 3. Media URL field with the AWS link; 4 & 5. Button Title field with 'Find ATMs'; 6. Target URL field under On Click behavior with 'dxdemo://atm'.

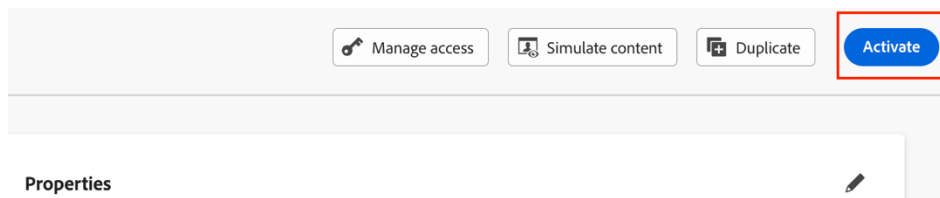
**Step 6:** Click on back arrow and go back to main form.

The screenshot shows the Adobe Journey Optimizer campaign overview page. At the top, there is a campaign card titled 'Welcome Content Card Campaign - 199'. Below the title, there are three status indicators: 'Campaign' (with a back arrow icon), 'Draft' (with a grey circle), and 'Saved 7 minutes ago' (with a green checkmark). A red box highlights the back arrow icon in the 'Campaign' status indicator.

**Step 7:** Click on **Review to activate**.



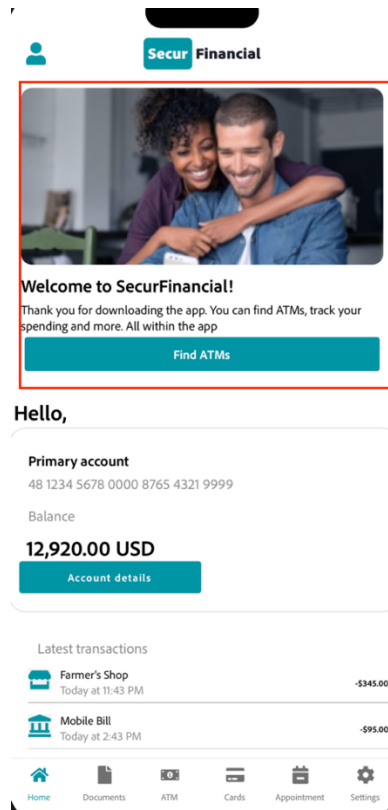
**Step 8:** Click on **Activate**.



**Step 9:** Now the campaign is activating. Wait for the campaign status to **Live**.

**Step 10:** Once the campaign is Live, go to the app – make sure you are logged in with the email id with which you have created the account.

**Result:** Now when you go the **Home** page of the app, you see the content card activated.  
You might have to refresh the page, by swiping down!



**Congratulations, you have completed all exercises!**

See the **Additional Resources** section for video tutorials on the topics we covered in this lab.

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## Additional Resources

Videos tutorials available on Experience League:

**Step 9:** [Introduction to building a journey](#)

**Step 10:** [Create content with the Email Designer](#)

**Step 11:** [Create content using the AI Assistant for content generation](#)

**Step 12:** [Configure content experiments for emails](#)

**Step 13:** [Create content cards](#)

**Step 14:** [Push notifications - Overview](#)

**Step 15:** [Configure, author, and deliver SMS messages](#)

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## Thank You!

Thank you for participating! Please rate this lab in the Summit 2025 mobile app survey!