



Adobe Journey Optimizer FAQ

Consumer expectations for brand interactions are higher than ever before. Consumers expect the companies they interact with to know them and anticipate their needs. Meeting these expectations can be challenging because it requires combining data from multiple solutions within their tech stacks to get a clear picture of each individual customer and act on those real-time insights to deliver a truly connected experience.

Adobe has been a market leader in empowering brands to create and deliver personalized cross-channel campaigns. Building on that heritage, Adobe is announcing a new application called Adobe Journey Optimizer, built natively on the Adobe Experience Platform, that combines a unified, real-time customer profile, an API-first open framework, centralized offer decisioning, and artificial intelligence (AI) and machine learning (ML) for personalization and optimization. Journey Optimizer will allow brands to intelligently determine the next best interaction with scale, speed, and flexibility across the entire customer journey.

With Adobe Journey Optimizer, companies can create and deliver both scheduled marketing campaigns (such as weekly promotions for a retail store) and tailored individual communications (like a push notification for an item that a loyalty app customer may have looked at that was previously out of stock) within the same application.

What is Adobe Journey Optimizer?

Adobe Journey Optimizer is an agile and scalable application for creating and delivering personalized, connected, and timely customer experiences across any app, device, or channel. Adobe Journey Optimizer's key capabilities include:

- **Real-time customer insights and engagement** – An integrated profile fuses live data from all sources across customer touchpoints, including behavioral, transactional, financial, and operational data to optimize personal and contextual experiences for customers in *their* time.
- **Modern omnichannel orchestration and execution** – A single canvas on which to harmonize and optimize the customer journey for 1:1 customer engagement and marketing outreach—to help brands deliver more value across the customer lifecycle. Customer journeys designed in Journey Optimizer can be dynamic and event based to help brands react to real-time signals as well as connect those interactions with scheduled campaigns so the right decisions can be made about what communications to send a customer, when and through what channels.
- **Intelligent decisioning and personalization**– Brands can apply centralized decisioning and incorporate artificial intelligence and machine learning to surface predictive insights throughout the customer experience, making it easier to automate decisions and optimize the experience at scale.

When will Adobe Journey Optimizer be available?

Adobe Journey Optimizer will be generally available to customers in Summer of 2021.

For what kind of end user is Adobe Journey Optimizer built?

Adobe Journey Optimizer is built for marketers and customer experience practitioners at brands of all sizes looking to create and intelligently deliver exceptional customer experiences across the entire customer journey.

What's an example of how a marketer might use Adobe Journey Optimizer?

Marketers will be able to use Adobe Journey Optimizer to send both individualized communications as well as audience-based batch communications. For example, a clothing store typically sends post-purchase surveys to all customers who have purchased products in the last week. Due to inclement weather, a few shipments experienced delays. Seeing which customers have not received their shipments, the clothing store can exclude them from the scheduled customer satisfaction send and instead send a personalized email apologizing for the delay and offering a discount code with product recommendations based on the customer's past purchases.



Marketers can also use the application to send real-time behavior-based communications. For example, the same retailer would be able to engage a loyal customer who pulls into the store parking lot in real time by sending them a push notification about a sweater that is back in stock in the customer's size.

What's an example of how a customer experience practitioner might use Adobe Journey Optimizer?

Non-marketers such as operations teams and customer support who are engaged in the customer experience can use Adobe Journey Optimizer to manage a variety of tasks such as operational notifications or even to monitor the onboarding process. Take for example, an amusement park where park visitors download a mobile app as part of their park experience. Maintenance staff can use Adobe Journey Optimizer to notify park visitors of rides that are currently closed due to maintenance.

How is Adobe Journey Optimizer priced?

Pricing for Adobe Journey Optimizer scales based on the sophistication of use cases being addressed and the number of engageable customer profiles actively engaged through Adobe Journey Optimizer.

How does Adobe Journey Optimizer differ from Journey Orchestration?

Adobe Journey Optimizer is the evolution of Journey Orchestration, with added orchestration, segmentation, content, and delivery capabilities combined into a single application. Some added capabilities include:

- Identity resolution & audience management allows organizations to go easily beyond the traditional segment and build journeys off each individual profile; and because of this for marketing outreach and audience-based campaigns.
- A message designer allows brands to easily create and personalize email & mobile messages with a drag & drop interface & easy-to-edit templates.
- Adobe Experience Manager Assets Essentials provides a centralized location for asset management, making it easy to reuse assets needed for personalized messages and offers.
- A centralized offer decisioning service powers personalized offers across the customer journey at scale.

How does Offer Decisioning fit in with Adobe Journey Optimizer?

Offer Decisioning is fully integrated into Adobe Journey Optimizer as a premium capability.

How does Adobe Journey Optimizer differ from Adobe Campaign? For what use cases should customers consider one or the other?

- Built on Adobe Experience Platform, Adobe Journey Optimizer combines the cross-channel management capabilities we've built in Adobe Campaign with unified customer profiles, updated in real-time and AI/ML based personalization giving brands the ability to determine what experiences to deliver to customers, when to interact with customers and on what channels to engage across the entire customer journey.
- Adobe Journey Optimizer allows brands to create both audience- based campaigns (like promotional emails) and real-time, personalized interactions (like push notifications of upcoming reservations) within the same application.
- With Adobe Journey Optimizer, brands will be able to send more communications faster. Adobe Journey Optimizer can manage billions of profiles, deliver over 90 million messages per hour, and support burst speed requirements for millions of mobile messages per minute.

Will current customers of Adobe Campaign Standard need to migrate to Adobe Journey Optimizer?

No, Adobe Journey Optimizer is not replacing Adobe Campaign Standard. We are committed to supporting Adobe Campaign Standard for the foreseeable future.



Will current customers of Adobe Campaign Classic need to migrate to the new application?

Likewise, we are continuing to support Adobe Campaign Classic. In fact, we recently released version 8 that gives customers improved infrastructure, security, deliverability, and monitoring tools. By connecting Adobe Campaign to cloud database Snowflake, customers will be able to manage up to 200 million active profiles at release and send up to 20 million marketing messages per hour as well as one million transactional messages per hour.

What if someone currently running Adobe Campaign Classic or Adobe Campaign Standard chooses to move to Adobe Journey Optimizer? What is the process like?

Built with the architecture and innovation principles of Adobe Experience Platform, along with added scale and speed, Adobe Journey Optimizer is an evolution of the email & mobile marketing capabilities we've built out over the last several years. We are actively evaluating commercial and technical transition paths and options to better support customers through such a move when they are ready.

How does this new application impact Marketo Engage? Are there any B2B use cases for Adobe Journey Optimizer?

No, there are no B2B use cases for Adobe Journey Optimizer. It is purpose-built for B2C customer journeys and was not built to handle the needs of most B2B use cases. Customers requiring B2B marketing automation use cases such as account-based marketing or lead nurturing should continue to use Marketo.

How does Adobe Journey Optimizer differ from Adobe Target?

Adobe Journey Optimizer's primary focus is on outbound activities such as email and mobile marketing versus inbound personalization and optimization activities for website visits that are the primary focus of Adobe Target. By utilizing both Adobe Target and Adobe Journey Optimizer, brands will be able to deliver exceptional customer experiences regardless if an interaction was initiated by a customer or the brand's marketing team.

Does Adobe Journey Optimizer require purchase of any other applications to function?

No, Adobe Journey Optimizer is a standalone application with natively available customer profile and data management capabilities built on Adobe Experience Platform. While Adobe Journey Optimizer does not require any other application to function, purchase of other applications such as Adobe Real-time Customer Data Platform or Customer Journey Analytics will unlock additional complementary capabilities.

How does Adobe Journey Optimizer incorporate marketing assets into customer journeys? Is there a content library?

Adobe Experience Manager Assets Essentials is natively embedded and pre-bundled with Adobe Journey Optimizer. Assets Essentials is a new Experience Manager Assets capability giving brands the ability to easily store, edit and find digital assets to be used within campaigns built and delivered by Adobe Journey Optimizer. This edition is built on the same storage repository as AEM Assets as a cloud service with a simplified user interface that enables customers to easily store, discover and deliver digital assets. With Assets Essentials, customers can start with basic digital asset management and seamlessly upgrade to the advanced enterprise DAM, AEM Assets, as their needs grow. For customers that already have AEM Assets fully implemented, an integration is coming in the second half of the year.

Does Adobe Journey Optimizer have any analytics or reporting capabilities built in?

Adobe Journey Optimizer has built-in journey measurement and engagement reporting. For customers looking for more advanced analytics use cases, Adobe Customer Journey Analytics will provide the additional insights and omnichannel analysis.