Adobe Target
ACTIVITY PLANNER

What can be improved?

What is your hypothesis?

What type of activity (or activities) is needed? Learn more

Touchpoints

- Website
- Single page apps
- Mobile web
- Mobile apps
- Tablet
- Other:

Testing

- A/B Test
- Auto Allocate
- Auto Target
- Multivariate Test

Personalization

- Experience Targeting
- Recommendations
- Automated Personalization

Who is the target audience?

What are the primary metrics for measuring the goal?

What are the secondary metrics for measuring the goal?

What resources/teams need to be involved?

If running a test, how long does this test need to run to reach significance? Learn more

How important is this activity? (Rank)

What are the results? (fill in after activity is complete)

What needs to be refined in the activity/What are next steps? (fill in after activity is complete)