



Adobe Target ACTIVITY PLANNER



What can be improved?

Touchpoints

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



What is your hypothesis?



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

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?

Metrics



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)

