

## Fundamentals of Adobe Target Training

### Course Outline

- Target and Adobe Experience Cloud
- How Does Target work
- Testing versus Targeting
- Targeting Terminologies
- Optimization and Design Strategy
- Creating A/B Test Activity
- Editing Options in the Experience Composer
- Form-based Experience Composer
- Performing Template Test
- Creating Offers
- Performing Activity Quality Assurance
- Activating an Activity
- Interpreting Activity Reports Data by Analyzing Lift, Confidence, and Confidence Level
- Creating Custom Audiences
- Managing Audiences
- Creating Experience Targeting Activity
- Audiences Report Filtering
- Conflict Resolution
- Activity Collisions
- Activity Priorities and Success Actions