



# Adobe Experience Platform

## Create and Activate Segments in Adobe Experience Platform

**Course description:** Create and Activate Segments in Adobe Experience Platform is a 1-day instructor-led (classroom or virtual) course, where you will learn to create simple, sequential, and multi-entity segments in Experience Platform with hands-on exercises. You will also learn how to create and activate destinations to use these segments.

**Prerequisites:** This course assumes learners have fundamental knowledge of Experience Platform. Learners should have completed the course, Getting Started with Adobe Experience Platform.

**Target audience:** Data Analysts, Data Scientists, and Business Practitioners

**System requirements:** Postman installation (optional) and Mozilla Firefox browser

### Objectives

After completing this course, you will be able to:

- Describe how data is ingested, structured, and represented in Experience Platform
- Explain segmentation service in Experience Platform
- Describe the segment builder user interface (UI)
- Create segment based on attributes and activate the destination
- Create segment based on events and connect to the activated destination
- Explain multi-entity segmentation in Experience Platform
- Create a multi-entity segment
- Create a sequential segment
- Evaluate and export segments by using application programming interface (API)

### Course Materials

- Create and Activate Segments in Adobe Experience Platform Student Guide

### TOPICS

- Get started with data in Experience Platform
  - › Explain data ingestion, datasets, XDM schema, identity services, real-time customer profile, and privacy services in Experience Platform
  - › Access the existing data, schema, segments, and identities in Experience Platform
- Create segments
  - › Explain segmentation service
  - › Explain streaming and batch segments
  - › Describe segment builder UI
  - › Create a segment based on attributes and activate a destination
  - › Create a segment based on events and connect to a destination
- Create multi-entity segments
  - › Describe the relationship between XDM schemas
  - › Explain multi-entity segmentation
  - › Create multi-entity segments
- Create sequential segments
  - › Explain sequential segments
  - › Create a sequential segment
- Evaluate and export segments by using APIs (optional)
  - › Explain segmentation APIs
  - › Describe evaluating the segments
  - › Evaluate and export segments

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