



ADOBE Target Managing Properties, Users & Workspaces

Customer Care Office Hours

AGENDA:
Presentation – 30 mins
Q&A
Feedback
Resources

In this session, you will learn about

- Creating Properties & updating implementation
- Creating User Groups
- Adding Users to Groups
- Creating Workspaces (Product Profiles)
- Bringing it all together in Workspaces (Properties, Users, Roles)

This session will be extremely beneficial for those who's role requires that they manage users and web properties for Adobe Target. It will provide a template of how to configure Target access for those managing multiple users.

Creating Properties

- Property 1 (Web): **Europe_Web_Properties** (shoeco.com/eu/ & shoesforyou.com)
- Property2 (Web): **US_Web_Properties** (shoeco.com/us/)
- Grouping of one or more domains or subdomains.
- Use code token to identify themselves.
- You must update the page code with the special code snippet
- Properties feature only available in Target Premium

Properties provide boundaries around where individual users are allowed to run activities.



DEMO



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Administration

Secure | https://docea.marketing.adobe.com/content/mac/docea.html/tools

Crypto

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adobe-mihnea-docea

ADVERTISING CLOUD

MARKETING CLOUD

ANALYTICS CLOUD

PLATFORM

Media Optimizer

Social

Target

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Experience Manager

Primetime

Analytics

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Activation

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Mobile Services

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People

Adobe Customer Care

EXPERIENCE CLOUD SUPPORT

customercare@adobe.com

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Adobe Admin Console

Approved Creative Cloud Collaborators

GDPR UI

ORGANIZATION ID: 2A4B64695465F6900A4C98A5@AdobeOrg

Learn Admin Console

Manage Creative Cloud Users

Give Access to the GDPR UI

VERSION: 18.8.1

Top Resources

Adobe Target

Minnea

Secure | https://docea.marketing.adobe.com/target

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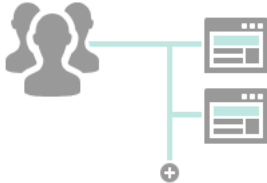
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Target


Testing, targeting, recommendations, and automated personalization in a point-and-click guided workflow.


 [Launch](#)



Site Search & Merchandising

Manage site search experience, automate relevance tuning and curate results.

 [Launch](#)



Recommendations - Classic Workflow

Maximize cross-sell and upsell with automated recommendations.

Help

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Language: [English](#)

https://docea.marketing.adobe.com/content/mac/docea/target/activities.html

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Adobe Target

Secure | https://docea.marketing.adobe.com/content/mac/docea/target/setup.html#properties

Crypto [CRYPTO]>\$ Bills 27816495 Schedule Triage Strategic KB Release Cal 2 AAUI1 AAUI2 Classic COLT Jira Panorama Office Hours KB MC Debug Connect Check-In Pay Benefits Travel Adobe

Adobe Target Activities Audiences Offers Setup

adobe-mihnea-docea ? 7x

Mihnea Docea - APPROVER Properties can be assigned to different Workspaces in Admin Console

Preferences

Implementation

Users

Properties

Scene7 Settings

Hosts

Response Tokens

Search Properties

Channel Workspace

2 of 2 Properties [Assign to Workspaces](#)

| Name | Description | Channel | Workspaces | Last Updated |
|-----------------------|-------------|---------|------------|--------------------------------------|
| US_Web_Properties | --- | Web | --- | Aug 22 2018 09:06 PM by Mihnea Docea |
| Europe_Web_Properties | --- | Web | --- | Aug 22 2018 09:06 PM by Mihnea Docea |

+ Create Property

Help Terms of Use Privacy Policy (UPDATED) Language: English

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Adobe Target

Secure | https://docea.marketing.adobe.com/content/mac/docea/target/setup.html#properties/new

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New Property

Cancel

Save

Information

Channel

☒ Web

☐ Mobile App

☐ Email

☐ Other/API

Name (Required)

Europe_Web_Properties

Description

Enter a brief description

Implementation Code

Generate property code and implement it above the mbox.js or at.js call on your pages or in your tag management system.

Generate Code

Help

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Adobe Target

Secure | https://docea.marketing.adobe.com/content/mac/docea/target/setup.html#properties/new

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Cancel

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New Property

Information

Channel

Web

Mobile App

Email

Other/API

Name (Required)

Europe_Web_Properties

Description

Enter a brief description

Implementation Code

Generate property code and implement it above the mbox.js or at.js call on your pages or in your tag management system.

```
<script>
function targetPageParams() {
  return {
    "at_property": "23c3a21f-d3cf-708d-67e3-57ccd190d6a2"
  };
}
</script>
```

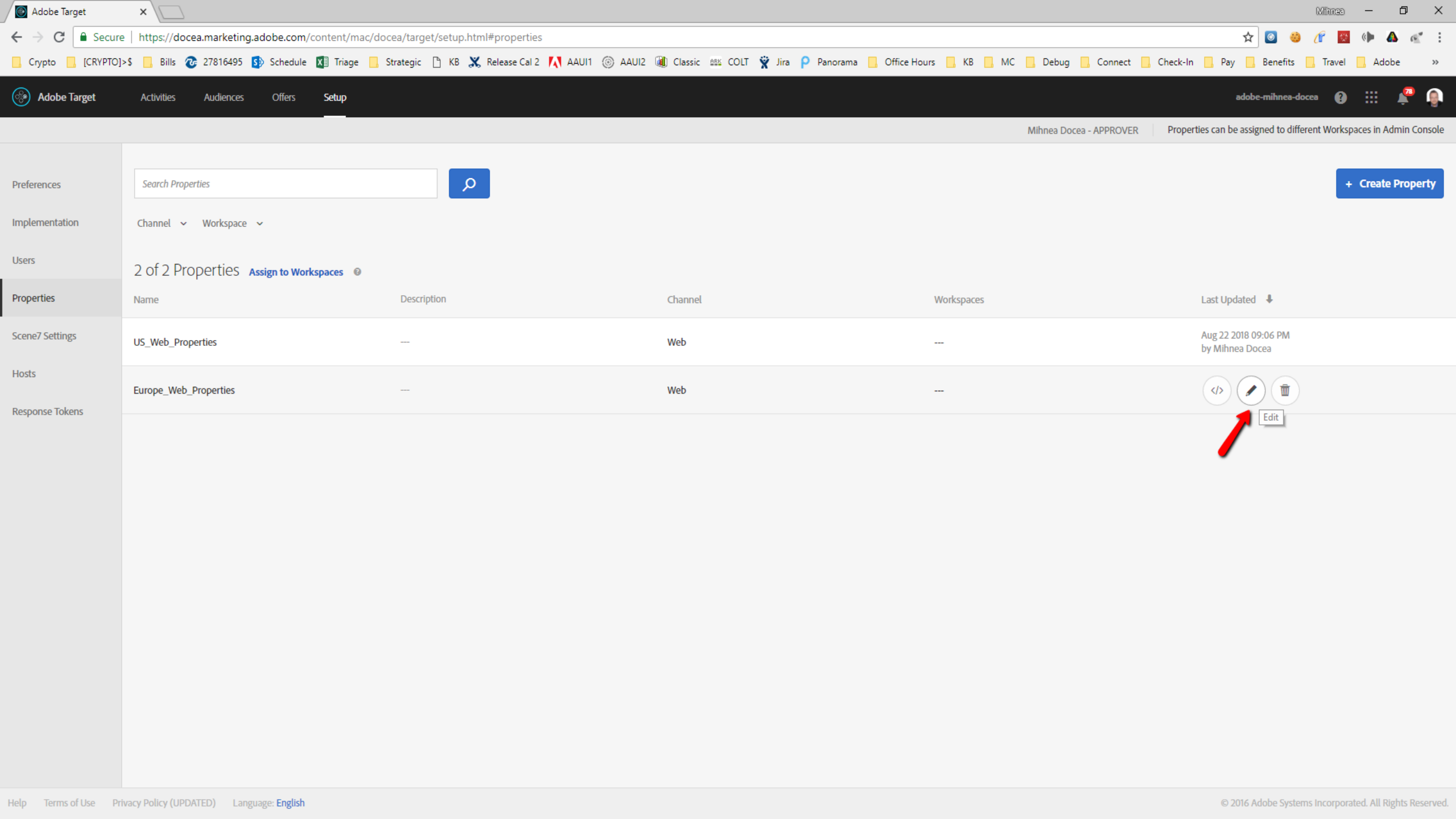
Help



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| Name | Description | Channel | Workspaces | Last Updated |
|-----------------------|-------------|---------|------------|---|
| US_Web_Properties | --- | Web | --- | Aug 22 2018 09:06 PM by Mihnea Docea |
| Europe_Web_Properties | --- | Web | --- | <div><div></></div><div></div><div></div></div> <div>Edit</div> |

Creating User Groups

- User Group1: **US_Marketers_Group**
- User Group2: **Executives_Group**
- Assign access across products and workspaces to user groups.
- All Executives have access to "Europe_Workspace" & "US_Workspace" as Observers.
- US Marketers access "US_Workspace" as "Approvers" & "Europe_Workspace" as "Editors"

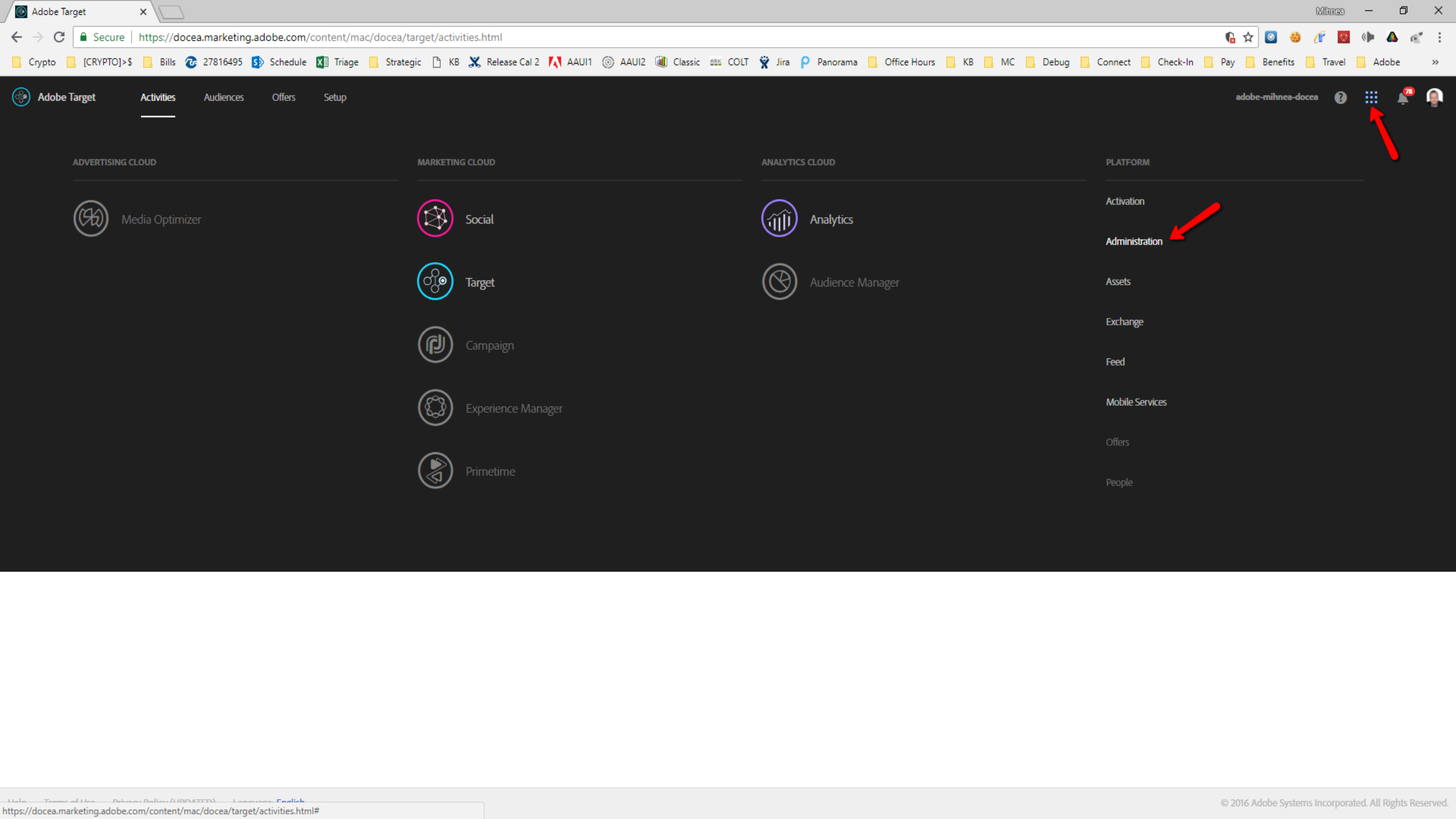
User Groups enable you to assign all required privileges across multiple products to an end user.



DEMO




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Welcome, Mihnea


Getting Started with the Experience Cloud

The Experience Cloud is Adobe's integrated family of digital marketing solutions and services. It's also an intuitive interface that lets you quickly access your Cloud solutions and Core Services. Click one of the available guides to begin your Experience Cloud Journey.




Admin Console
Launch Admin Console

Take Me There




Admin Console basics
Experience Cloud Essentials

Take Me There




Set up identity
Authentication

Learn More



User Management
Account Set Up


Learn More



System Status
Dashboard

Take Me There

Your Support Contacts

| NAME | CONTACT INFORMATION |
|--|------------------------|
|  Adobe Customer Care EXPERIENCE CLOUD SUPPORT | customercare@adobe.com |

Additional Customer Support

Administration Quick Access

| RESOURCE | LINK |
|---|---|
| Adobe Admin Console ⓘ | Launch Admin Console |
| Approved Creative Cloud Collaborators ⓘ | Manage Creative Cloud Users |
| GDPR UI ⓘ | Give Access to the GDPR UI |

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VERSION: 18.8.1

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Adobe Analytics - docea

Go to Analytics

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users

Assign Users

Adobe Audience Manager

Go to Audience Manager

0

users

Assign Users

Adobe Dynamic Tag Management - Adobe Internal - Mihnea Docea

Go to Dynamic Tag Management

0

users

Assign Users

Adobe Target - adobeinternalmihnead

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Adobe Target Classic - adobeinternalmihnead

Go to Target Classic

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Audience Library

Go to Marketing Cloud

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users

Assign Users

Add User to Organization

Add Admin

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USERS

USER GROUPS

ADMINISTRATORS

DIRECTORY USERS

User Groups

2
USER GROUPS

Search

New User Group

☐

GROUP NAME ↓

NUMBER OF USERS

NUMBER OF ADMINS

☐

Executives_Group

0

0

☐

Marketers_Group

0

0

2 items

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Items per page 20

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Create a New User Group

User Group Name

Executives_Group

Description

Enter description here

Cancel

Save

USERS

USER GROUPS

ADMINISTRATORS

DIRECTORY USERS

User Groups

2
USER GROUPS

Search

New User Group

| <input type="checkbox"/> | GROUP NAME ↓ | NUMBER OF USERS | NUMBER OF ADMINS |
|--------------------------|--|-----------------|------------------|
| <input type="checkbox"/> | <div><div></div>Executives_Group</div> | 0 | 0 |
| <input type="checkbox"/> | <div><div></div>Marketers_Group</div> | 0 | 0 |

2 items

< Page 1 / 1 >

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Admin Console

Secure | https://adminconsole.adobe.com/2A4B64695465F6900A4C98A5@AdobeOrg/users/user-groups/41331068/assigned-product-profiles

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USER GROUPS

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DIRECTORY USERS

User Groups > Marketers_Group

Marketers_Group

0
ADMINS ASSIGNED

0
USERS ASSIGNED

Settings

Users

Admins

Assigned Product Profiles

Search

NAME

PRODUCT NAME

No Product Profiles

Assign Product Profile

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Assign Product Profiles

Adobe Analytics - docea

Adobe Audience Manager

Adobe Dynamic Tag Management -
Adobe Internal - Mihnea Docea

Adobe Target - adobeinternalmihnead

Adobe Target Classic -
adobeinternalmihnead

Audience Library

Auditor, by Adobe

Customer Attributes

Launch, by Adobe - adobe-mihnea-
docea

Add product profiles to user group

Search or select profiles

Default Workspace

Europe_Workspace

US_Workspace

Show 3 suggestions

Cancel

Save

Assign Product Profiles

Adobe Analytics - docea

Adobe Audience Manager

Adobe Dynamic Tag Management -
Adobe Internal - Mihnea Docea

Adobe Target - adobeinternalmihnead

Adobe Target Classic -
adobeinternalmihnead

Audience Library

Auditor, by Adobe

Customer Attributes

Launch, by Adobe - adobe-mihnea-
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Add product profiles to user group

Search or select profiles

Assigned profiles: 2 total

Remove all

EUROPE_WORKSPACE X

US_WORKSPACE X

Cancel

Save

Admin Console

Secure | https://adminconsole.adobe.com/2A4B64695465F6900A4C98A5@AdobeOrg/users/user-groups/41331068/assigned-product-profiles

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DIRECTORY USERS

User Groups > Marketers_Group

Marketers_Group

0
ADMINS ASSIGNED

0
USERS ASSIGNED

Settings

Users

Admins

Assigned Product Profiles

Search

Assign Product Profile

| | NAME | PRODUCT NAME |
|--------------------------|-----------------------------|--------------|
| <input type="checkbox"/> | <div>Europe_Workspace</div> | Adobe Target |
| <input type="checkbox"/> | <div>US_Workspace</div> | Adobe Target |

2 items

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Adding Users

- Users can access to different roles in each Workspace (Product Profile).
- Users have access to different web properties in each Workspace (Product Profile).

The user needs to belong to a Workspace where the Web Property resides before they can set up activities for that web property.



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Quick links

Adobe Analytics - docea

Go to Analytics

4

users

Assign Users

Adobe Audience Manager

Go to Audience Manager

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users

Assign Users

Adobe Dynamic Tag Management - Adobe Internal - Mihnea Docea

Go to Dynamic Tag Management

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users

Assign Users

Adobe Target - adobeinternalmihnead

Go to Target

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users

Assign Users

Adobe Target Classic - adobeinternalmihnead

Go to Target Classic

0

users

Assign Users

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Go to Marketing Cloud

0

users

Assign Users

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users

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users

Assign Users

Add User to Organization

Add Admin

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Users

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USERS

Search

NAME

EMAIL

ID TYPE

PRODUCTS

Mihnea Docea

docea@adobe.com

Federated ID

Peter Hartung

hartung@adobe.com

Adobe ID

Surbhi Gupta

surbgupt@adobe.com

Federated ID

3 items

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Add User

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Add a User

User Details

Assign Products

Assign User Groups

Enter user's email address

nancy@shoeco.com

First Name (optional)

Nancy

Last Name (optional)

Lopez

User Summary

User Details

Nancy Lopez
Adobe ID
nancy@shoeco.com










- USERS
- USER GROUPS
- ADMINISTRATORS
- DIRECTORY USERS

Users

5 USERS

Search

Add User

| <input type="checkbox"/> | NAME ↓ | EMAIL | ID TYPE | PRODUCTS |
|--------------------------|---|----------------------|--------------|---|
| <input type="checkbox"/> |  Mark Hohenzollern | mark@shoesforyou.com | Adobe ID | |
| <input type="checkbox"/> |  Mihnea Docea | docea@adobe.com | Federated ID |   |
| <input type="checkbox"/> |  Nancy Lopez | nancy@shoeco.com | Adobe ID | |
| <input type="checkbox"/> |  Peter Hartung | hartung@adobe.com | Adobe ID |  |
| <input type="checkbox"/> |  Surbhi Gupta | surbgupt@adobe.com | Federated ID |  |

5 items

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Items per page 20

Creating Workspaces (Product Profiles)

- Workspace 1: **Europe_Workspace**
- Workspace 2: **US_Workspace**
- **Mark** is an executive in Europe who primarily monitors **shoeco.com/eu/**
- **Nancy** is an marketer in US who primarily manages activities on **shoeco.com/us/**
- Nancy is an “Editor” in Europe Workspace & an “Approver” in US Workspace
- Mark is an “Observer” in both Europe and US Workspaces.
- The Europe workspace can have completely different activities, audiences, offers.
- Audiences and activities that existed before workspaces were grouped into the "Default Workspace"

Workspaces (Product Profiles) primarily used to bring together users with different roles & properties.



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Overview


Products

Export to CSV All products

Quick links

-  Add User to Organization
-  Add Admin

UNASSIGNED




Adobe Analytics - docea

[Go to Analytics](#)

4 users

[+ Assign Users](#)

UNASSIGNED




Adobe Audience Manager

[Go to Audience Manager](#)

0 users

[+ Assign Users](#)

UNASSIGNED




Adobe Dynamic Tag Management - Adobe Internal - Mihnea Docea

[Go to Dynamic Tag Management](#)

0 users

[+ Assign Users](#)

UNASSIGNED




Adobe Target - adobeinternalmihnead

[Go to Target](#)

4 users

[+ Assign Users](#)

UNASSIGNED




Adobe Target Classic - adobeinternalmihnead

[Go to Target Classic](#)

0 users

[+ Assign Users](#)

UNASSIGNED




Audience Library

[Go to Marketing Cloud](#)

0 users

[+ Assign Users](#)

UNASSIGNED




Auditor, by Adobe

[Go to Marketing Cloud](#)

0 users

[+ Assign Users](#)

UNASSIGNED



Customer Attributes

[Go to Marketing Cloud](#)

0 users

[+ Assign Users](#)



Admin Console

Secure | https://adminconsole.adobe.com/2A4B64695465F6900A4C98A5@AdobeOrg/products/05P6F5M2REX8AJ23VCWCC3AKQM/profiles

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ADOBE AUDIENCE MANAGER

ADOBE DYNAMIC TAG MANAGEMENT - ADOBE INTERNAL - MIHNEA DOCEA

ADOBE TARGET - ADOBEINTERNALMIHNEAD

ADOBE TARGET CLASSIC - ADOBEINTERNALMIHNEAD

AUDIENCE LIBRARY

AUDITOR, BY ADOBE

CUSTOMER ATTRIBUTES

LAUNCH, BY ADOBE - ADOBE-MIHNEA-DOCEA

Adobe Target - adobeinternalmihnead

Details

Product Profiles

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NAME

ENTITLED USERS

LICENSE QUOTA

ADMINS

NOTIFY USER OF ENTITLEMENT

Default Workspace

3

N/A

0

ON

Europe_Workspace

0

N/A

0

ON

US_Workspace

0

N/A

0

ON

3 items

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New Profile

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Admin Console

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Adobe

Create a New Profile

Profile Name

Europe_Workspace

Display Name

Name shown to users to recognize this product profile.

☒ Same as Profile Name

Description

Enter description here

User Notifications

On

Notify users by email when they are added or removed from this profile. Please note that new Adobe ID or Enterprise ID users will receive one initial email to complete the setup of their account.

☐

Cancel

Done

Bringing it all together in Workspaces (Properties, Users, Roles)

- Use Workspaces (Product Profiles) to group properties with users.
- The user role determines the access level in each Workspace.
- The user role can be different in each workspace.
- **Nancy** is "Approver" in "**US_Workspace**" but Editor in "**Europe_Workspace**"
- **Observer:** I can View
- **Editor:** + Create + Edit
- **Approver:** +Activate +De-activate

The User Roles can be different in each Workspace (Product Profile).



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Overview


Products

Export to CSV All products

Quick links

- Add User to Organization
- Add Admin

UNASSIGNED




Adobe Analytics - docea

[Go to Analytics](#)

4 users

[Assign Users](#)

UNASSIGNED




Adobe Audience Manager

[Go to Audience Manager](#)

0 users

[Assign Users](#)

UNASSIGNED




Adobe Dynamic Tag Management - Adobe Internal - Mihnea Docea

[Go to Dynamic Tag Management](#)

0 users

[Assign Users](#)

UNASSIGNED




Adobe Target - adobeinternalmihnead

[Go to Target](#)

4 users

[Assign Users](#)

UNASSIGNED




Adobe Target Classic - adobeinternalmihnead

[Go to Target Classic](#)

0 users

[Assign Users](#)

UNASSIGNED




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[Go to Marketing Cloud](#)

0 users

[Assign Users](#)

UNASSIGNED




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[Go to Marketing Cloud](#)

0 users

[Assign Users](#)

UNASSIGNED



Customer Attributes

[Go to Marketing Cloud](#)

0 users

[Assign Users](#)



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ADOBE TARGET - ADOBEINTERNALMIHNEAD

ADOBE TARGET CLASSIC - ADOBEINTERNALMIHNEAD

AUDIENCE LIBRARY

AUDITOR, BY ADOBE

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LAUNCH, BY ADOBE - ADOBE-MIHNEA-DOCEA




Adobe Target - adobeinternalmihnead

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| <input type="checkbox"/> | NAME ↓ | ENTITLED USERS | LICENSE QUOTA | ADMINS | NOTIFY USER OF ENTITLEMENT |
|--------------------------|---|----------------|---------------|--------|----------------------------|
| <input type="checkbox"/> |  Default Workspace | 3 | N/A | 0 | ON |
| <input type="checkbox"/> |  Europe_Workspace | 0 | N/A | 0 | ON |
| <input type="checkbox"/> |  US_Workspace | 0 | N/A | 0 | ON |

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USERS IN THIS TARGET WORKSPACE (PRODUCT CONFIGURATION) CAN RUN ACTIVITIES ON THE PROPERTIES MOVED TO THE "INCLUDED" COLUMNS BELOW. CREATE PROPERTIES WITHIN THE TARGET UI UNDER SETTINGS > PROPERTIES

WEB

Include web properties in your workspace

0 of 2 included >

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Europe_Workspace

Web

Available Permission Items (2)

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+ Add all

| | |
|-----------------------|---|
| Europe_Web_Properties | + |
| US_Web_Properties | + |

Included Permission Items

Search

✕ Remove all

Included permission items
will show up here.

Cancel

Save

Europe_Workspace

Web

Available Permission Items (1)

Search

+ Add all

US_Web_Properties



Included Permission Items (1)

Search

✕ Remove all

Europe_Web_Properties



Cancel

Save

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| | NAME | EMAIL | ID TYPE | PRODUCT ROLE |
|--------------------------|--|-------|---------|--------------|
| <input type="checkbox"/> | <div>Executives_Group</div> <div>0 users</div> | | | Observer |
| <input type="checkbox"/> | <div>Marketers_Group</div> <div>0 users</div> | | | Observer |

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| <input type="checkbox"/> | <div>Executives_Group</div> <div>0 users</div> | | | Observer |
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| <input type="checkbox"/> | <div>Executives_Group</div> <div>0 users</div> | | | Observer | ↓ |
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Add User to Marketers_Group

Search for existing users or simply add new users through their email and we'll send them an invite with Adobe ID login.

nan

Nancy Lopez nancy@shoeco.comAdobe ID

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Search for existing users or simply add new users through their email and we'll send them an invite with Adobe ID login.

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|--------------------------|---|-------|---------|--------------|
| <input type="checkbox"/> | <div>Executives_Group</div> <div>1 user</div> | | | Observer |
| <input type="checkbox"/> | <div>Marketers_Group</div> <div>1 user</div> | | | Editor |

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They both have access to all of the domains included in the Europe_Web_Properties in here.

Mark is in here

Nancy is in here

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Additional Resources

- Knowledge Base Article: https://marketing.adobe.com/resources/help/en_US/target/target/properties-overview.html
- Office hours: <https://helpx.adobe.com/customer-care-office-hours/target/premium-workspaces.html>
- Target Support Forum: <https://forums.adobe.com/community/experience-cloud/marketing-cloud/target>