Frequently Asked Questions (FAQ): Transitioning your program from the Test&Target (Target Classic Workflow) UI to the new Adobe Target UI

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What is Adobe Target Premium and Adobe Target Standard, and how are they different from Test&Target?

Adobe Target Premium and Adobe Target Standard are the culmination of several years of redevelopment of our legacy Test&Target and Recommendations offerings. We took the opportunity to bring all of these capabilities of the Adobe Target solution into a new single unified user interface, with a standardized 3-step guided workflow for all activity types. Adobe Target Premium is the full solution offering, which includes A/B…N & Multivariate Testing, Experience (Rules-based) Targeting, Geo-targeting, Automated Recommendations and Automated Personalization (enhanced set of machine-learning algorithms for automating personalization to the individual) and Mobile App optimization & personalization. In addition, Premium offers access to 40+ APIs for extending optimization into other Adobe solutions, technology architectures, and across all digital channels including internet-connected devices & screens (i.e. "Internet of Things", including ATMs, digital kiosks etc.) Adobe Target Standard offers an abbreviated subset of these capabilities as a starter kit for programs that are just getting started. Capabilities include A/B…N & Multivariate Testing, Experience (Rules-based) Targeting and Geo-targeting.

These offerings are executed on an an innovative front end that was built upon our legacy architecture, and provides enhanced efficiency, scale and intelligence to all existing capabilities. New features and enhancements – e.g. activity collision alerts, auto-allocation of traffic, new Lifetime Value Algorithm – enable our users to be more productive and successful with the solution. Implementation has been streamlined to a single line of code integrated into our tag management capabilities. And with a flexible, predictable pricing structure, you are able to ramp and extend your optimization and personalization program effectively across specified domains and channels.

We have given access to the new Adobe Target user interface to almost all existing Test&Target customers. Since the new UI is backward-compatible, users have ample time to get accustomed to and to transition to the new UI over the next 15 months. The Test&Target (Target classic workflow) user interface is scheduled to be decommissioned in late October 2017.

Why should I migrate to the new Adobe Target user interface from the Test&Target (Target Classic Workflow) user interface?

There are a lot of benefits to moving to the new interface, including enhancements that we continue to release in our major monthly releases. Here are some of the major ones:

- *Streamlined and unified capabilities:* All of the capabilities included in Adobe Target can be set up and executed from a single dashboard. All activity types are standardized on a 3-step guided visual workflow or form-based workflow. This allows all of your optimization and personalization activities to be governed and launched across all of your digital channels from a single UI.

- *Rich Visual Experience Composer:* all activity types now allow for visual editing of the page, with a rich tool set that allows for selecting any content container on the page, and making text, design, rearranging, hiding/removing, moving etc. changes while also being able to see code changes automatically being made in the page code (or directly make changes to the code with a side-by-side code editing.) Learn more about the visual experience composer here: https://marketing.adobe.com/resources/help/en_US/target/target/t_xt_add_experience.html

- *Streamlined implementation:* Adobe Target is now delivered through a single line of code and call to the web and mobile site page, complimented with a set of 40+ APIs that allow us to extend into offsite locations (e.g. email and IoT/internet connected-devices or screens). With a global mbox structure, regional mboxes/tags are not required and can be removed. However, Adobe Target can also work with legacy architecture while you transition you program. Adobe Mobile Services SDK is a unified, flexible SDK that enables Adobe Target, Adobe Analytics and Adobe Audience Manager in mobile apps.

- *Flat annual fee for usage:* Adobe Target is offered on annual flat fee for launching as many activities as you'd like across the digital domains/properties you've specified. The fee is based on the relative size of traffic to these locations. There is no restriction to running any activity you wish and getting as much ROI from the solution as you can!

- *Ground-breaking automation & other innovations:* We've built machine-learning algorithms and automated features that not only accelerate you towards insights on how your content is performing within a diverse visitor population, but also maximize the ROI you see using self-optimizing, machine-learning intelligence. We continue to introduce new algorithms to our set of automated personalization capabilities, including a new Lifetime Value algorithm that maximizes conversion over time by decisioning on the right content to deliver to an individual across multiple visits. We've even brought automation into manual testing for greater accuracy and conversion lift (e.g. auto-allocation of traffic) and continue to add new automated features for a more guided approach to maximizing your optimization and personalization efforts.

- *Core services & benefits of Adobe Marketing Cloud:* Adobe Target is built into Adobe Marketing Cloud and can take full advantage of this collaborative unified eco-system. This includes a unified visitor ID service, integrated tag management capabilities, core access to assets and shared audience segments. Server-to-server integration with Adobe Analytics provides synchronized data and reporting. Embedded access to Adobe Target from within Adobe Experience Manager and Adobe Campaign provide an efficient way to apply optimization and other benefits to your marketing efforts across all touchpoints.

There is a long list of additional enhancements and benefits within the new solution interface. For more information, visit our Adobe Target Transition Hub.

What are key dates/milestones of the Test&Target (Target Classic Workflow) user interface that I should be aware of?

We are reaching out to existing Test&Target customers with plenty of time to transition before any milestones of the Test&Target (Target Classic Workflow) user interface are reached. We have provided access to the new Adobe Target user interface to all customers contracted on legacy offerings, so that they can begin to adopt the new solution architecture for all of their needs. They can naturally transition their activities into the new UI over time. As stated, the new Adobe Target UI is backward-compatible in terms of implementation and can be accessed on any contracted offering immediately.

While users will migrate to the new Adobe Target Premium or Adobe Target Standard offerings during the renewal process, below are key milestone dates to keep in mind regarding access to and usage of the Test&Target (Target Classic Workflow) user interface:

- *SEPTEMBER 2017:*   No new campaigns can be created in Test&Target (Target Classic Workflow), existing campaigns can still be edited
- *OCTOBER 2017:*   Read Only status for all users, no new campaigns and no editing of existing campaigns in Test&Target (Target Classic Workflow)
- *NOVEMBER 2017:*   Decommissioning of Test&Target (Target Classic Workflow) - no access to UI

Exact dates TBC

We made the initial announcement to all users of the Test&Target (Target Classic Workflow) user interface of these plans in September 2016. We will provide ongoing reminders, as well as dedicated webinars and resources to assist with transitioning. This leaves plenty of time for companies to plan a transition process that meets their needs.

How does the legacy Test&Target (Target Classic Workflow) user interface work alongside the new Adobe Target user interface?

The Adobe Target user interface is an entirely new UI and set of workflows that are built on the same global EDGE network technology stack which enables seamless communication between the two user interfaces. Here are some synergies that should help with your transition:

- The new Adobe Target UI can leverage existing mboxes and legacy tags across digital channels, for selecting activity locations and tracking metrics. The regional mboxes and legacy tags are not required however, as the new solution operates on a global mbox tag (single line of code) placed in the header of the page or delivered via a tag manager such as DTM. The new Adobe Target UI can work off of legacy global mboxes, but it's preferable to update your global mbox to take advantage of new enhancements e.g. Visitor ID service in Adobe Marketing Cloud, Analytics-Target server-to-server integration, AT.js built to support asynchronous calls and single page application frameworks along with traditional web and mobile sites. Visit the Transition Guide to get specifics on upgrading your implementation.

- Existing Test&Target (Target Classic Workflow) activities can be viewed within the new UI in the Activity List, with the source column designating it as built in the old UI. It cannot, however, be edited within the new UI.

- Test&Target (Target Classic Workflow) audience segments can also be used in the new UI, although they cannot be edited. New audiences will need to be built for editing ability.

- User roles/permissions will need to be reset in the new UI, as the user will need to be invited to Adobe Marketing Cloud. They will need access to Adobe Target linked to these credentials and their requisite user roles & permissions specified by an Admin user at that time.

Is there feature parity between the Test&Target (Target Classic Workflow) UI and the new Adobe Target UI?

Yes, almost completely. All of the major and most commonly used features and capabilities of the Test&Target (Target Classic Workflow) user interface are all within the new Adobe Target user interface. The remaining administrative or niche features will be transitioned in the monthly releases of the remaining months of 2016 and users can continue to leverage them in Test&Target (Target Classic Workflow). To reiterate the above statement around milestone dates, existing legacy customers who wish to continue to access the Test&Target (Target Classic Workflow) user interface for the rest of the transition period can do so until the milestone dates are reached.

What are the steps I need to take to transition successfully?

We've created comprehensive resources including guides, videos, and presentations you will need to not only plan and execute your own transition process, but to ensure a successful transition for your broader team of users. It is all contained at our Adobe Target Transition Hub.

At a high level, here are steps that you should consider:

1. Sign up for an Adobe Marketing Cloud ID (you should have already received an invite email) or request to be invited through your Customer Success Manager, Consultant or Account Manager.

2. Once provisioned for Adobe Target (for access to either Standard or Premium capabilities based on your contract) and linking your Adobe ID to the account, you can immediately begin to use our form-based workflow in the new user interface, but make sure you've reviewed our transition self-assessment here to take full advantage of our robust visual editing by moving to a single line of code implementation (if you don't already have one.)

3. As Test&Target (Target Classic Workflow) activities complete, build or launch new activities within the new Adobe Target user interface.

4. Stay tuned in for regularly scheduled dedicated webinars on how to take full advantage of the new UI and successfully transition, as well as regional events & labs dedicated to the subject.

5. Set up time for existing users to spend time within the new user interface and get comfortable with using it. Take advantage of our video library and Transition Guide, or leverage our feature matrix, to understand where and how to use familiar features and capabilities in the new user interface and learn about the new enhancements! There are also more extensive online video training courses and onsite training courses that you and your team can take advantage of.

6. Reach out to us to schedule a transition to our new annual flat fee pricing and move off of legacy skus that may charge based on volume of server calls at your earliest convenience or your regular renewal date.

7. Reach out to us to begin using Adobe Target in your mobile apps leveraging our embedded capabilities within the flexible Adobe Mobile Services SDK; it also enables Adobe Analytics and Adobe AudienceManager in your mobile apps. Or visit Adobe.io to review our APIs and documentation for extending Adobe Target reach into offsite location (e.g. emails, as well as into the "Internet of Things", internet-connected devices & screens).

8. Ensure that your implementation meets the right requirements and implement the Visitor ID service to take full advantage of the synergies and synchronized data provided by the free collaborative environment and core services of Adobe Marketing Cloud.

How long will my transition process take?

We have built the new Adobe Target user interface with transition in mind - it is backward-compatibility - so users can take as much time as needed, but it honestly shouldn't take long. With over a year to prepare, there is plenty of time to plan the transition from the Test&Target (Target Classic Workflow) UI to the new Adobe Target UI.

What about if I am a Recommendations Classic customer? Will the current transition effort also apply to this user interface?

Reach our to your Adobe account team to see our new innovations in Recommendations with Adobe Target Premium. The new Recommendations includes a new visual guided workflow, industry- and page specific best practices and governance, Adobe Analytics-enhanced segmentation & reporting, and new personalized recommendations algorithms. There are also videos and documentation here to get you started on the Adobe Target Transition Hub.

What are the requirements for taking full advantage of the unified Adobe Marketing Cloud profile, Analytics integration and other core services of Adobe Marketing Cloud?

Visit the Adobe Target Transition Hub for more detailed information on the requirements and steps you should take to enable these services. Two options include:

mbox.js version 53 or later. (version 58 or later is recommended)

OR

at.js Version 1.0.0 or later (the newer Target libraries, designed for greater efficiency and security, and also optimized for single-page applications.)

Your organization also needs to be both an Adobe Analytics Standard or Premium customer, as well as being an existing Adobe Target Standard or Premium customer. The Visitor ID service needs to be implemented on your site, and then a provisioning request needs to be made for the server-to-server integration to be enabled in the back end. Provisioning, under normal circumstances, takes less than a week.

For more information on implementation: https://marketing.adobe.com/resources/help/en_US/target/ov2/c_target-implement.html

Who should I reach out to for assistance with setting up a transition plan or any technical assistance required?

You can reach out to your Account team or a Customer Success Manager or your Consultant for any specific or custom questions relative to your account and implementation that you have concerning your transition. ClientCare is also always available 24X7 for any immediate technical issues that arise.

Where do I find more resources on transition and potential next steps and requirements, as well as guidance?

Adobe Target Product Marketing, Product Management, Consulting and Training teams have made major investments in developing a lot of resources to assist with your transition plan with more detailed information on any subject related to the transition, as well as knowledge sharing on how to quickly get up to speed and get the most value from the new Adobe Target interface. These can all be found on the Adobe Target Transition Hub. Be sure to check the hub regularly for updates on upcoming webinars/trainings/labs & knowledge-sharing events; we will send reminders on the key milestone dates as they approach, and how you can build momentum on your transition efforts.