Adobe Target Classroom in a Book

By Brian Hawkins, Lily Chiu-Watson

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Marketers engaged in managing a modern website must quickly determine and deliver the most relevant, personalized experiences at each touchpoint across their digital properties for an often diverse visitor population. The Adobe Target solution (one component of the Adobe Digital Marketing Cloud) provides an optimization solution with intuitive but sophisticated capabilities that leads marketers through the essential steps of optimizing and personalizing their content, clearly showing them which content increases conversion lift and revenue.

In Adobe Target Classroom in a Book, seasoned Target veterans Brian Hawkins and Lily Chiu-Watson introduce new users to the basic concepts of website optimization, including A/B testing, audience targeting, segmentation, and recommendation. Brian goes on to provide a thorough introduction to the Adobe Target solution, with lessons on setting up customer offers, testing campaigns, custom segmentation, multivariate test, and reporting. It includes best practices as well as countless tips and techniques to help you become more productive with the software. You can follow the book from start to finish or choose only those lessons that interest you.

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Editorial Review

About the Author
Brian Hawkins has been in the optimization and personalization space for many years supporting dozens of clients both big and small across every industry vertical. Brian started his personalization career at Offermatica in San Francisco where he was a member of the Advanced Services team. Brian continued his support of clients when Offermatica (later Test&Target, now part of the Adobe Target solution) was acquired by Omniture and then by Adobe as a Senior Solutions Consultant. During these years, he architected solutions across many platforms to drive additional value and opportunity for clients. He is now a partner at Web Analytics Demystified in Chicago.

Lily Chiu-Watson has worked in the optimization space for several years in consulting, marketing, and product management. She currently specializes in Adobe Target for the Solutions Consulting team at Adobe. She received a Bachelor of Science in Computer Science from Stanford University and lives in the Bay Area. She is also a working poet who has been published in *Stone Canoe and Gargoyle Magazine.*

Users Review

From reader reviews:

Jeffrey Brown:

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