A close up of a logo

Description automatically generated

The Target Strategy Guide is a tool to help you and your team get the most out of Adobe Target to test, target, and personalize experiences on your site. When you have a new idea, start with a blank copy of this guide and use it to develop a strategy. Share this guide with you team and stakeholders and incorporate their feedback and ideas, so your organization is aligned. Continue to use and update this guide over time to develop your organization’s Adobe Target practice.



Problem Statement

Describe the problem. Include:

* What is wrong with the UX?
* Who is impacted?

Type here

* What is the evidence?

Solutions

How will you solve the problem? Include:

* What are the experiences you are creating?
* How will these experiences be targeted to different audiences?
* Please include prototypes, screenshots, etc.

Type here

Success Measurement

How will you know if the solution is successful?

Type here

* KPI and Goal

Type here

* Success Criteria
* Additional Analysis

Type here

Next Steps

If the success criteria are met, what next steps will be taken?

Type here

If the success criteria are NOT met, what next steps will be taken?

Type here

What are other possible outcomes and next steps?

Type here

Stakeholders

List people involved in this Target activity. Include:

Type here

* Team developing activity (name and role):

Type here

* Approvers (name and role):

Type here

* Additional stakeholders (name and role):

Configuration

How will the following items be configured?

Type here

* Activity type

Type here

* Experiences

Type here

* Audiences

Type here

* KPI/Data source
* Sample size/Duration

Type here

* QA Testing

Type here

* Other details

Type here

Helpful Links

Use the following links for tools and to better understand Adobe Target:

[Adobe Target product documentation](https://docs.adobe.com/content/help/en/target/using/target-home.html)

[Sample Size Calculator](https://docs.adobe.com/content/target-microsite/testcalculator.html)

[Offline Confidence Calculator](https://docs.adobe.com/content/help/en/target/using/reports/conversion-rate.html)

[Common Testing Pitfalls](https://docs.adobe.com/content/help/en/target/using/activities/abtest/common-ab-testing-pitfalls.html)

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