Hands-On Adobe Journey Optimizer: Join Our Workshop

Adobe Journey Optimizer

Adobe Platinum Solution Partner

Adobe Journey Optimizer (AJO) is a cloud-based tool designed to help you orchestrate personalized customer journeys across multiple channels in real time. Built within Adobe Experience Platform, it allows organizations to deliver highly relevant, timely, and connected experiences to engage with your audience at every stage of the customer journey.

What Can You Expect from the Workshop?

1. **Welcome and Introduction**
   - Learn about the goals of the workshop and what you can expect to gain from attending.
2. **Introduction to Adobe Journey Optimizer (AJO)**
   - Discover how Adobe Journey Optimizer can revolutionize your approach to customer journeys.
   - Explore key features and understand the benefits of using AJO for personalized, real-time customer engagement.
3. **Hands-On Session: Getting Started with AJO**
   - Dive into the basics of setting up Adobe Journey Optimizer.
   - Follow a guided walkthrough to create your first customer journey.
4. **Deep Dive: Advanced Features of AJO**
   - Explore advanced capabilities like segmentation, personalization, and decisioning.
   - Learn tips and best practices to enhance your customer journeys.
5. **Interactive Exercise: Build Your Own Journey**
   - Apply what you've learned by building a customer journey on your own.
   - Receive real-time support from experts to help you along the way.
6. **Q&A Session**
   - Get answers to your questions and learn how to overcome common challenges with AJO.
7. **Next Steps and Resources**
   - Find out about additional resources and support options available to help you continue your AJO journey.
   - Learn about further training opportunities and how to keep engaged with Munvo experts.

Who is This Designed For?

Are you a hands-on user of Adobe Campaign or a similar tool and want to see what AJO could do for you?

Do you manage a team responsible for bringing personalization to the next level at your enterprise and want to see what AJO offers?

Are you on the leadership team and beginning to compare different solutions for customer journey creation and personalization and want an unbiased overview?

Register now

Interested? Get in touch with our Experts!

Online

Sales

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Format: Online, instructor-led event (MS Teams)