

Adobe Experience Platform (AEP)

Comprehensive Masterclass Curriculum

Lead to Loyalty

Format: Instructor-Led / Hands-on Lab
Level: Basics to Advanced

Target Audience: Developers, Data Architects,
Implementation Specialists

Course Modules

Module 1 Introduction to Adobe Experience Platform (AEP)

- Evolution of Customer Data Platforms (CDP)
- What is AEP? Capabilities and Use Cases
- AEP Architecture overview (Data Collection, Processing, Action)
- Navigating the AEP UI & Role-Based Access Control (RBAC)

Module 2 Experience Data Model (XDM)

- Understanding XDM and Data Standardization
- Core concepts: Classes, Mixins (Field Groups), and Data Types
- Creating and Managing XDM Schemas (Record vs. Time-Series)

Module 3 Data Ingestion & Connectors

- Creating Datasets & understanding Batch vs. Streaming Ingestion
- Configuring Source Connectors (CRM, Cloud Storage, Analytics)
- Monitoring data ingestion and troubleshooting errors

Module 4 Identity Resolution & Service

- The role of Identity in AEP & Understanding Namespaces
- Identity Graph creation and management
- Deterministic vs. Probabilistic Matching

Module 5 Real-Time Customer Profile

- Activating Profiles in AEP
- Understanding Merge Policies and dataset precedence
- Profile Viewer and Edge architecture

Module 6 Segmentation Service

- Introduction to the Segment Builder
- Batch, Streaming, and Edge Segmentation
- Creating dynamic and time-based rules

Module 7 Destinations & Data Activation

- Overview of Destination categories (Advertising, Cloud, Email)
- Configuring File-based and API-based destinations
- Mapping XDM fields to destination requirements

Module 8 Adobe Data Collection (Tags & Edge Network)

- Overview of the Adobe Data Collection UI & Architecture
- Evolution from DTM to Adobe Tags (Launch)
- Creating and configuring Properties, Extensions, and Rules
- Understanding client-side vs. server-side data collection

Module 9 AEP Web SDK & Datastreams

- Introduction to AEP Web SDK (Alloy.js) and the unified XDM payload
- Configuring Datastreams in the Adobe UI
- Mapping incoming data to AEP Datasets
- Event Forwarding (Server-Side) overview & implementation

Module 10 Data Governance & Privacy

- Data Usage Labeling and Enforcement (DULE)
- Applying Identity, Sensitive, and Contract labels
- Handling GDPR / CCPA privacy requests