

Adobe Journey Optimizer (AJO)

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 Journey Optimizer

- Real-time orchestration vs. batch campaigns
- How AJO integrates with AEP (Profiles, Datasets, Segments)
- Core concepts: Events, Audiences, Journeys, Offers

Module 2 Administration & Configuration

- Subdomain delegation, IP warmup, and deliverability best practices
- Channel configurations (Email surfaces, Push credentials, SMS routing)
- Configuring Custom Actions for third-party API integrations
- Managing Alerts, Sandboxes, and general administrative settings

Module 3 Event Configuration

- Understanding Unitary Events vs. Business Events
- Configuring Events using XDM payloads
- Setting up Event IDs and Namespaces

Module 4 Journey Canvas & Orchestration

- Navigating the Journey Designer (Event-triggered vs. Audience-qualified)
- Orchestration activities: Conditions, Splits, Waits, and End nodes
- Publishing, stopping, and versioning journeys

Module 5 Message Authoring & Design

- Using the Email Designer (Drag-and-drop, HTML, Templates)
- Configuring Push Notifications, In-App messages, and SMS
- Managing Assets via AEM Assets Essentials

Module 6 Personalization & Expression Editor

- Simple and Advanced Personalization Editors
- Using Profile Attributes and Event Context variables
- Dynamic Content blocks and conditional formatting

Module 7 Offer Decisioning (Offer Management)

- Overview of centralized Offer Decisioning (Placements, Tags, Fallbacks)
- Building Personalized Offers and Ranking algorithms (AI/Formulas)

Module 8 Testing, Reporting & Monitoring

- Using Test Profiles for Journey validation
- Live Reports vs. Global Reports
- Monitoring Delivery metrics and Troubleshooting