PART 1 OF 3 · WHAT YOU ARE BUILDING

Personalisation — The Whole Campaign

The nine steps every campaign follows, start to finish · the four lettered markers are where they most often go wrong

1 Create audience
Name it, then QUICK SAVE

A

QUICK SAVE redirects to the Edit Audience editor — rules only exist there (Create has none).

Audiences are shared across the whole domain: check the list first.

2 Build audience rules
Stage a value, then ADD RULE saves it

The Add Audience Rule panel is already on screen — nothing opens it. ADD [TYPE] stages one value; ADD RULE saves the finished rule and needs no further SAVE.

SAVE / QUICK SAVE save the name, description, custom logic — and any edit to a saved rule. Rules AND by default; tick Use Custom Rule Logic for (1 OR 2) AND 3.

3 Find the widget entry row
Personalisation is never top-level

Modal window, intro entry, slide, card, feature item — nested buttons and images too. Check the widget supports it first.

4 Add Replacement on the row
Variant created; base = fallback

Label may abbreviate to Replace. Variants nest under the base entry as Personalization Replacements rows.

Drag to reorder — list order is precedence, and first match wins.

5 Write the content, then Save
Select Audience only works after this

B

The panel says so itself: you can select an audience after saving. So the order cannot be reversed.

6 Select Audience straight away
Choosing the audience is the save

PERSONALIZATION panel, top of the sub-editor. There is no second widget save that makes it stick.

A bound entry carries a person icon — hover for the audience name. No icon, no audience.

7 Test in the simulator
Canvas shows defaults — use the tester

C

TEST PERSONALIZATION builds the visitor-testing URL for you — never hand-craft the geography JSON.

8 Publish website
Saved is not live — PUBLISH is

Your rules and bindings are saved as you go, but the live site keeps serving the old content until you publish.

9 Verify live
Live re-test + incognito negative check

D

Non-matching visitors must still see the base content. Check it in a clean incognito window, not the one you tested in.

WHERE CAMPAIGNS GO WRONG

A Name it for the visitor, not the deal

Audience names are readable in your site's own code by anyone who looks. Referring Website contains cntraveler.com — not cntraveler.com Win-Back.

B Right now it shows to everyone

A replacement with no audience replaces the base content for every visitor — it is not an inert draft. Do not publish between this step and the next. Stopping halfway? Delete it.

C Testing puts you inside the audience

A match is remembered for 30 days and the rules are then never re-checked, so your normal window passes every later test for the wrong reason. Use a fresh incognito window per check.

D Check what you can measure, first

Views and clicks on personalised content are only recorded on sites set up with Adobe Analytics, and nothing is sent to Google Analytics.

Ask whether your site has it before you promise anyone a report. Where it does not, you can still prove the campaign works — judge it on bookings and enquiries instead.