

ADOBE JOURNEY OPTIMIZER

Get Started with MAC!

Save on hiring costs, access more talent, and increase your team's work efficiency. Free up your team to focus on what they do best, and let MAC do the rest!



Journey Management

Let MAC help plan, develop, and deploy personalized journeys for your audiences.

Services include:

- Concept-to-canvas journey creation
- Event trigger setup
- Conditional logic creation
- Asset deployment
- Reaction response tracking

Decision Management

Serve the right offers, to the right customers at the right time, thanks to properly configured qualification rules and placements to maximize results!

Services include:

- Offer asset creation
- Qualification rules development
- Placement identification & setup
- Offer prioritization strategy

Experience Management

Marketing with Adobe Journey Optimizer is more than targeted offers. Brand messaging, content recommendations, and real-time decisioning all play an important role in maximizing ROI. MAC can help!

Services include:

- Custom asset creation
- Multi-touchpoint personalization
- Configuration of reporting parameters

Content Management

Fan of Adobe Experience Manager Assets Essentials? Great! MAC can ensure your assets are available in Adobe Journey Optimizer in whatever format you need!

Services include:

- AEM Asset Essentials integration
- Landing page & emails templates
- In-app push notification templates
- Experience fragment creation