

Adobe Target

Resources about Adobe Target, a cloud software tool that allows users to personalize content and marketing, without a need for coding and setup of A/B testing.

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Below we have compiled publicly available sources from around the world that present views on Adobe Target.

Perspectives on Adobe Target

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[Get a Demo >>](#)

- [Adobe Target Explained](#)
youtube.com
- [Adobe Target Demo Project Spotlight](#)
aempodcast.com
- [Key Tools in Adobe Target Optimization Tool Belt](#)
adobepress.com

How To

- [5 Steps to Delight Customers with Personalization in Adobe Target](#)
blogs.perficient.com

Services and Consultants

- [Adobe Target Consulting - Blast Analytics & Marketing](#)
blastam.com
- [Adobe Target Implementation Services - Nabler](#)
nabler.com

Vendor Information

- [Adobe Target - Removes the Coding and Setup Hassles of a/B Testing](#),
adobe.com

Further Reading

- [Adobe Target](#) — Resources about Adobe Target, a cloud software tool that allows users to personalize content and marketing, without a need for coding and setup of A/B testing.
- [Google Content Experiments](#) — Resources about Google Content Experiments, a tool that can be used to create A/B tests from inside Google Analytics.
- [Instapage](#) — Resources about Instapage, a service that allows building of landing pages for online marketing and promotion campaigns. It provides A/B testing, multiple campaign management, easy page building, and more.
- [Optimizely](#) — Resources about Optimizely, a tool that offers a range of website

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analytics services for A/B and multivariate testing purposes.

- [Unbounce](#) — Resources about Unbounce, a tool used to drive paid traffic and conversion rates for specific landing pages.
- [Visual Website Optimizer - VWO](#) — Resources about Visual Website Optimizer (VWO), a market leading optimization tool that allows marketers, product managers, and analysts to create A/B tests and geo-behavioral targeting campaigns.

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