



Informed Choices Part 1:
Expert Analysis by CACI on
Adobe Campaign v8, v7, and ACS
for Your Business

CACI



With over 12 years of experience, we are experts in the Adobe Experience Cloud, delivering exceptional results and driving revenue for our clients. As an Adobe Gold Partner, we're renowned for our expertise in campaign and journey orchestration so dive into our PDF to explore the nuances of Adobe Campaign V8 and make informed decisions about its fit for your CRM needs whether you're moving from v7 or Adobe Campaign Standard.



Adobe Campaign v8's latest update

Adobe Campaign v8 will look very familiar to those clients who have used previous versions, with the console look and feel and underlying functionality remaining consistent. Having said that, significant work has gone into providing the platform a complete overhaul under-the-hood, with Adobe claiming significant infrastructure, security, performance and throughput improvements as a result.



Some specific new features include:

1. Improved integration with AEP

While an integration existed in v7, v8 offers additional capability, enabling syncing of audiences from AEP into AC and syncing of profile attributes between the two.

2. Snowflake integration

V8 brings a new Federated Data Access (FDA) integration to Snowflake, allowing clients to incorporate data from their Snowflake environments for use within AC campaigns. This is the latest FDA connector, adding to previously available technologies including Amazon Redshift, Google BigQuery and PostgreSQL. While the concept of FDA is not new, we expect the Snowflake version will be popular, given the prevalent use of this technology.

Furthermore, clients with higher volumes who are eligible for the Enterprise addition of v8 will benefit further from the power and speed of Snowflake - with what Adobe are referring to as 'Full Federated Data Access' - essentially meaning that much of the database heavy-lifting is completed by Snowflake rather than the PostgreSQL database used by the standard version. Having completed one of the first v8 Enterprise implementations for The Telegraph, we can certainly attest to its ability to significantly improve query performance.

3. New web-based user interface

The traditional console interface of Adobe Campaign is incredibly powerful and well suited for more technical or advanced users and use cases. In AC v8, Adobe have introduced the highly anticipated web user interface which provides a modern, intuitive interface that will appeal to users of a less technical mindset.

At CACI, we've been exploring the new features that have come with this update to find out how it can revolutionise your marketing strategy and bridge the gap between CRM developers and marketers.

Unpacking Adobe Campaign v8's web user interface

The new web user interface enables Adobe Campaign users to create or modify campaigns, workflows, deliveries, reports and more through an intuitive web-based interface. This is provided in addition to the traditional Adobe Campaign console, giving CRM teams the flexibility of how to access and use Adobe Campaign.

While workflows in the new web UI have had a visual overhaul, they remain recognisable to anyone who has used previous versions. There are a few advanced activities that can only be configured through the console version, however workflows containing these activities can still be viewed, started, and stopped from the web UI.

One interesting change is to queries. The normal 'Query' has been combined with the 'Read audience' and renamed as the 'Build Audience' activity. The new 'query modeler' can be used inside this activity to build out a series of selection criteria using a flow diagram to visualise the rules being used.

The web UI also includes an upgraded version of the Email Designer previously included within Adobe Campaign Standard. This uses a drag and drop interface that marketers can use to build emails via

pre-built content blocks or by converting an HTML template. This is a significant enhancement to the WYSIWYG HTML editor available in v7, which could become cumbersome when used for making more advanced changes to email HTML. Additionally, the web-based Email Designer supports inclusion of dynamic content written using JavaScript as well, enabling numerous advanced personalisation use cases.

Adobe's AI Assistant is also a very useful tool included within the web user interface, enabling marketers to leverage GenAI to create basic SMS & Push messages through to content rich Emails.

Clients leveraging **CACI's Email Studio** will be pleased to hear that Adobe Campaign v8 remains fully compatible with this solution.

Reporting in v8 includes reports provided in previous versions, however they are presented via an improved UI whilst keeping the option to be exported. Custom reports can be built using cubes, which are much more potent than in Adobe Campaign v7 thanks to the backend improvements. Adobe Campaign v8 can also be integrated with Adobe Analytics, which has much more comprehensive tools for creating reports.



Adobe Managed Cloud Service

One consideration with a move to v8 is that it includes the additional layer of support provided through Adobe's new Managed Cloud Service. This service promises a more proactive managed and maintained environment, along with additional packaged services such as deliverability and strategic support, depending on the tier a client is eligible for.



ACS vs v8

The primary advantage of using Adobe Campaign Standard has always been its usability, where marketers do not need to be platform experts to build and send campaigns. However, it lacked many of the more complex data manipulation and analysis features available in Adobe Campaign v7 and v8.

With the new web UI in AC v8, marketers will be able to build and deploy campaigns, and more advanced users will be able to take advantage of the console version. This will give CRM teams ways to query and sort data that is difficult (and sometimes impossible) to do in Adobe Campaign Standard, serving as a great boost to CRM team productivity.

With v8, you can set up multiple targeting entities to deal with various types of customers. This can be powerful for organisations with more complex needs, such as B2B & B2C organisations, where they might

choose to hold 'Customers' in one targeting entity, while having 'Companies' in a separate targeting entity. Campaigns can then be set up to target either 'Customers' or 'Companies', and the fully relational model can be used to track and manage inter-relationships between the two.

Another, often underutilised feature of Adobe Campaign is its Offer Management function, which enables clients to create a catalogue of offers along with eligibility and weighting rules that can be used for NBA-type use cases across both inbound and outbound channels.

Unlike ACS, Adobe Campaign also includes native connectors with both Salesforce CRM and Microsoft Dynamics, allowing syncing of customer/profile data between platforms.

Adobe Campaign v7 vs v8

CRM teams currently using v7 will find the migration to v8 straightforward, as almost all features have been retained in the console.

Additional features and enhancements are provided in v8 as described elsewhere however the most significant factor will likely be the new web-based UI which provides the opportunity to expand the use of Adobe Campaign to other members of the marketing function.

Adobe Campaign v8 in the wider market

Adobe Campaign's biggest strength remains its core flexibility around data. Being built on a fully extendable relational data model means integrating rich data sets that enable complex yet unparalleled large-scale campaigns that are highly segmented and personalised. Supplying this data to workflows and audiences can help build complex segmentation rules, and the ability to use JavaScript within workflow activities only extends this capability for more advanced users (e.g. incorporating 1:many data into tables within email campaigns).

In addition to this, the ability for the platform to be extended and customised provides almost limitless opportunity for more advanced use cases, for example creating custom integrations to additional channels & platforms as required. Adobe Campaign is unique in this regard, which is why it has proven such a popular platform for enterprise clients whose needs go beyond many other off-the-shelf, packaged offerings.



Migrating to Adobe Campaign v8

Adobe has clearly invested in the development of v8 and it's good to see that effort paying off. With the new web UI along with other new features, there are numerous reasons for clients to look at migrating from Adobe Campaign Classic or Adobe Campaign Standard, with more features expected this year.

To facilitate the ACS migration to v8, Adobe have

developed automated migration tools to assist with moving campaigns, domains, IPs and data structures seamlessly.

There are several other considerations to make when migrating to ensure benefits are realised, including:



Performing an audit

Auditing your instance before a migration will ensure that you only migrate what is of value. Use the migration as a chance to review and document everything in the current platform to bolster decision-making around what to port directly across and what to amend as part of the migration.

Optimising existing campaigns

Reevaluate your automated marketing to find areas for improvement. Campaigns are often left to run after their initial launch without any testing or even maintenance, and migration can serve as an opportunity to refresh them. Ensure all campaigns include appropriate A/B testing and control groups to support effective measurement + optimisation.

Upskilling your team

Ensure your marketers are well-versed in v8's functionalities to foster better teamwork and fill any knowledge gaps. With the console and web versions, there may be an opportunity to upskill marketers who were not previously using a CRM platform directly.

Streamlining processes

Documenting and understanding every CRM process is crucial to help adapt smoothly to v8, enhancing efficiency and effectiveness.

As with any platform, clients who have had their ACS implementation in place for at least a few years should take the opportunity to clean-up and optimise their set-up as part of moving to v8. This may include

making some tweaks to the underlying data model that will unlock further personalisation opportunities however which will then necessitate updating any campaign queries that refer to affected data structures



How can CACI help

As a Gold Standard Adobe partner, CACI has over 60 accreditations across the business and several certified consultants and expert Adobe practitioners among our staff. Our unparalleled end-to-end support helps businesses compile cases for Adobe Campaign and retrofit Adobe Experience Platform (AEP) into their existing ecosystems with ease.

Should you need support preparing for your migration to Adobe Campaign v8, **contact CACI** to speak with our specialists, and stay tuned for part two of this series which will explore Adobe Journey Optimizer (AJO) and its potential impact on your business.

Get in touch

Email our experts

Have questions or need personalised advice? Our team of experts is ready to help you navigate your challenges and opportunities.



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