



Informed Choices Part 2: Expert Analysis by CACI on Adobe AJO, v7, v8 and ACS for Your Business

CACI

With over 12 years of experience within the Adobe Experience Cloud, we enable brands to drive value and deliver award-winning outcomes to their customers. As an Adobe Gold Partner, we're a recognised thought leader who specialise in Adobe's campaign and journey orchestration solutions. In our part 2 of our Informed Choices series, we delve into Adobe Journey Optimizer to help you feel confident about whether it's the right platform to upgrade into if you're moving from Adobe Campaign v7 or Adobe Campaign Standard.

Unpacking AJO

Adobe Journey Optimizer (AJO) is a marketing and journey automation platform built on the Adobe Experience Platform (AEP). AJO enables businesses to deliver real-time and batch communications across a variety of channels, such as push, website, DM, email, in-app messages and more. By leveraging the advanced data capabilities provided by AEP, Adobe Journey Optimiser can provide extensive personalised experiences in real-time and at scale.



ACS, V7 & V8 vs AJO

As described previously, both variants of Adobe Campaign are built on traditional relational databases. While this makes them well-suited for advanced batch segmentation and personalisation campaigns, it means they are less suited to real-time, journey-based orchestration use cases that some newer customer engagement platforms support.

This is where AJO is perfectly positioned as it is built from the ground up to be a real-time platform. Additionally, unlike some other modern Customer Engagement Platforms (CEP) that can be somewhat limited when it comes to the complexity of the data they can leverage, AJO is underpinned by AEP meaning it benefits from access to AEP's real-time profiles built from online and offline data collected via a variety of sources.

Additionally, AJO has intelligent, AI driven offer decisioning built in, enabling dynamic & highly personalised offers to be surfaced to customers at all stages of their journey.

Another key differentiator: whilst Adobe Campaign was primarily built for more traditional batch CRM channels (Email, DM + SMS), AJO's support extends to digital channels such as web and mobile in-app messaging and push notifications.

These new channels, alongside AJO's ability to orchestrate real-time journeys triggered through online + in-app customer interactions will mean it's a compelling tool for any clients with a significant number of web + app use cases.

Adobe Campaign by comparison relies on its Triggers integration with Adobe Analytics for digital behaviour triggered campaigns and as such does not meet the true-real-time results that AJO can deliver.

Whilst AJO does not support the level of customisation available in Adobe Campaign v8, it does support the implementation of custom actions, enabling clients to integrate AJO with custom channels or end-points using a standard REST API and JSON payload.



Pros & cons of migrating to AJO

If you're an existing user of AEP, plugging in AJO is easier than starting from scratch. For those who don't use AEP, you'll need to build your data model within AEP before you're able to fully leverage the capabilities of AJO. By doing so, you'll also have the opportunity to take advantage of the additional capabilities offered by Adobe alongside AJO, such as RTCDP.

Is AJO right for my business?

We believe Adobe Journey Optimiser (AJO) stands out as an excellent real-time journey orchestration platform. It being underpinned by AEP means that it can leverage much more complex data structures than alternative customer engagement platforms, so it will no doubt appeal to clients facing more complex data needs, especially those who have not yet invested in a CDP and will therefore benefit from other products within the AEP stable.

Additionally, AJO's integration with Adobe Experience Manager will be attractive to clients who already leverage AEM to power their website, offering the ability to leverage content from AEM to use across campaigns and journeys.

Many clients may still need some of the more traditional features that come from an enterprise grade campaign management platform, however, especially if they need to orchestrate complex batch campaigns (e.g. insurance renewals). A combination of Adobe Campaign and AJO will therefore appeal to clients looking for that perfect blend of traditional batch and real-time triggered orchestrated journeys. The improved Campaign -> AEP integrations that also come with AC v8 make this combination much easier to manage.





CACI verdict

A brilliant platform to deliver automated triggers and app-focused messaging, but not ideal for businesses who are not invested in the Adobe Experience Cloud due to its reliance on AEP.

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.

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