



Adobe Experience Cloud

Retention marketing naming framework

11 January 2023

The naming framework for the retention marketing programs is built on four key pieces:

- Customer engagement brand
- Level tag
- Program name or title
- Program description

Customer engagement brand

To ensure that our customers associate these product adoption programs with our Adobe DX community and offerings, we will tie these learning programs to the Adobe Experience Makers brand. This will help reinforce the Experience Makers name by building out level-specific learning opportunities for our customers. To aid with readability, use an em dash to separate the Experience Makers name from the product name. And be sure to avoid acronyms for product names, per branding guidelines.

**Experience Makers —
[Product Name] Learning**

Level tags

The appropriate program for a customer depends on their stage in the consumer journey. Use this information in conjunction with specific programs to choose the right tag to pair with the title. These are the standard tags to choose from:

- **Foundational**
- **Intermediate**
- **Advanced**
- **Universal**

Program name or title

To help customers quickly understand what a program is about, program titles should contain the core idea of the program and the value they'll get from it. Prioritize clarity with these titles. Stylistically, set them in title case with no terminal punctuation to match our events style for session titles. And to avoid unnecessary repetition, don't repeat the product name in the program title as it will already appear in the customer engagement brand. Instead, use the title as an opportunity to highlight the main value or theme of the program.

Old title

AA Empowering Your Users In-Product Guide Series

New title based on these guidelines

Empowering Your Users in the Product

Program description

This is the place where we can expand on the title with more details. But be sure to maintain the Adobe voice, so try to avoid using too much jargon or being overly technical. To keep these concise, try to hit a description that's under 280 characters (or the length of a tweet). This ensures quick access to details while giving enough space to provide needed information. Where applicable, feel free to repeat product names here to aid in clarity.

Old example

The Adobe Analytics Admin role is critical in the company's adoption of Adobe Analytics. They can no longer be passive but need to take a more active role in showing the value of the product, their position, and the benefits of making data-driven decisions. The problem is that most admins don't know how to do this. This 5-part series helps admins build the necessary skills to become effective leaders in their organization and be vocal advocates for Adobe Analytics.

New example based on these guidelines

The Adobe Analytics Admin role is critical to adopting Adobe Analytics. In this five-part series, you'll learn how to take a more active role in showing the value of the product and your position, as well as the benefits of data-driven decisions.

Full program name and description examples

Here are a few examples that pull all these principles together.

Experience Makers — Adobe Analytics Learning

Foundational — Getting Started Right as an Admin, a Series

You might be new to the Adobe Analytics Admin role, and the task might seem daunting. But this series will help you get up and running in no time.

Experience Makers — Adobe Analytics Learning

Intermediate — Empowering Your Users in the Product

The Adobe Analytics Admin role is critical to adopting Adobe Analytics. In this five-part series, you'll learn how to take a more active role in showing the value of the product and your position, as well as the benefits of data-driven decisions.

Experience Makers — Adobe Marketo Engage Learning

Advanced — Unlocking the Value of ABM Profiling and Targeting

In this session, we'll go over how to tap into powerful account profiling in Adobe Marketo Engage to reveal target accounts faster and build the right target account list with AI. Plus, you'll learn which accounts to target at scale. All with a single click.

Experience Makers — Adobe Marketo Engage Learning

Universal — Learn from Your Peers

Hear from your peers and fellow Adobe customers about how to take your Adobe solution usage to the next level. You'll learn all about the "art of the possible" in use cases, best practices, and tips and tricks.

Bringing it together

By combining all the elements together, here's what a welcome email should look like

Email guidelines

Welcome email brand framework

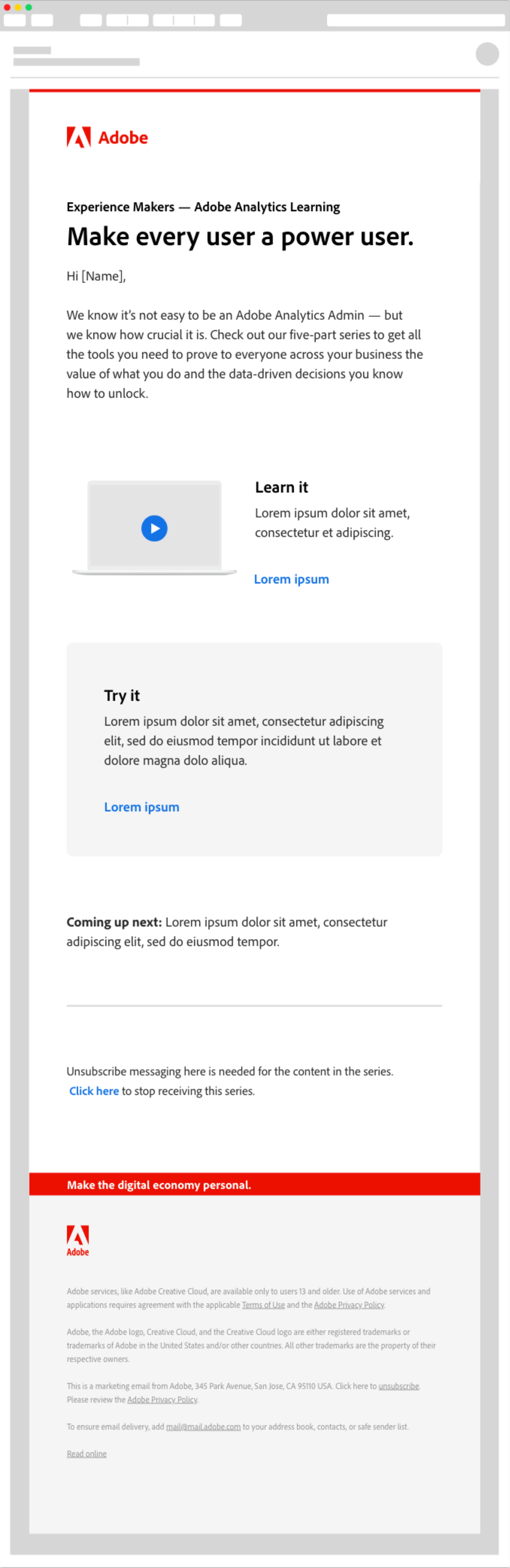
A welcome email for retention marketing should follow Prism guidelines regarding which elements should be included:

- The sender name
- A strong subject line
- A concise preheader (also called preview text)
- An engaging headline
- User-focused body copy
- A clear CTA

For these emails, we've also added one more element — detail (eyebrow) text before the headline.

Welcome emails can also include additional sections inviting recipients to learn more, try out a product, or more.

We'll touch on each aspect of the email to demonstrate how the retention marketing branding can be applied consistently.



An in-depth look at welcome emails

Detailed guidance to get you on your way

Sender name

This appears in recipient inboxes and makes it clear to your readers who the email is from. This is the prime opportunity to use the customer engagement brand, as it's designed to communicate that this content is from Adobe and focused on learning.

Example

Adobe Experience Makers — [Product Name]
Learning

A strong subject line

Subject lines should be short, sweet, and to the point. Try to keep them around 50 characters or less with no terminal punctuation, and lead with the most important part. Use active language to quickly communicate the core value someone will get from this email.

Example

Empower your users to unleash their analytics

A concise preheader

Also called preview text, this is a chance to add a bit more detail. Most recipients don't read this or may simply skim, so be sure to front-load it with value and expand a bit on the subject line. It's a great chance to highlight the value of a session you're highlighting or the product you want to focus on. Keep this section to 72 characters or less.

Example

Learn how to inspire others to start making data-driven decisions.

Clear detail copy

A detail, also known as an eyebrow, appears before headlines. It's often used to fulfill SEO needs to free up the headline to be more creative or emotion-led. In the case of these emails, they do the work of a header brand while allowing flexibility to add in the product name you need. Always use the customer engagement brand as the eyebrow copy.

Example

Experience Makers — Adobe
Analytics Learning

An engaging headline

The headline needs to deliver on the promise outlined in the subject line. And it needs to balance being punchy, direct, and understanding. Try to use the orientation you've already provided in the subject line, preheader, and eyebrow copy to your advantage. This means you don't need to repeat the product you're focusing on. This also means we don't want to take up valuable headline real estate with the recipient name. Save that for the body copy.

Example

Make every user a power user.

User-focused body copy

Retention marketing is all about being personal. Previously, we've included the recipient's name in the headline. While we've removed this from the headline, it needs to be the very first part of the body copy. After starting with the reader's name, provide a concise but clear blurb of whatever it is you're trying to communicate, whether it's a specific learning session or a general product introduction. Be human and conversational, and be sure to highlight the benefit of your initiative.

Example

Hi [Name],

We know it's not easy to be an Adobe Analytics Admin — but we know how crucial it is. Check out our five-part series to get all the tools you need to prove to everyone across your business the value of what you do and the data-driven decisions you know how to unlock.

A clear CTA

Finally, after the orientation and setup, most welcome emails include different pods that include clear, specific calls to action. For example, there may be a learning pod or a section inviting people to try a product. For these sections, follow the same principles for subheads as the main headline, as well as the same principles for body copy. And for the CTA, provide a short, straightforward copy blurb that uses a verb. Always set CTAs in sentence case with no terminal punctuation.

Examples

Get details

Learn more

Get started

Watch session

Guidelines in action

Examples of how these principles will look in real emails

4917061_ADOPTION MARKETING UNIFIED PROGRAM NAMING CONVENTIONS

Email #example

Sender name:

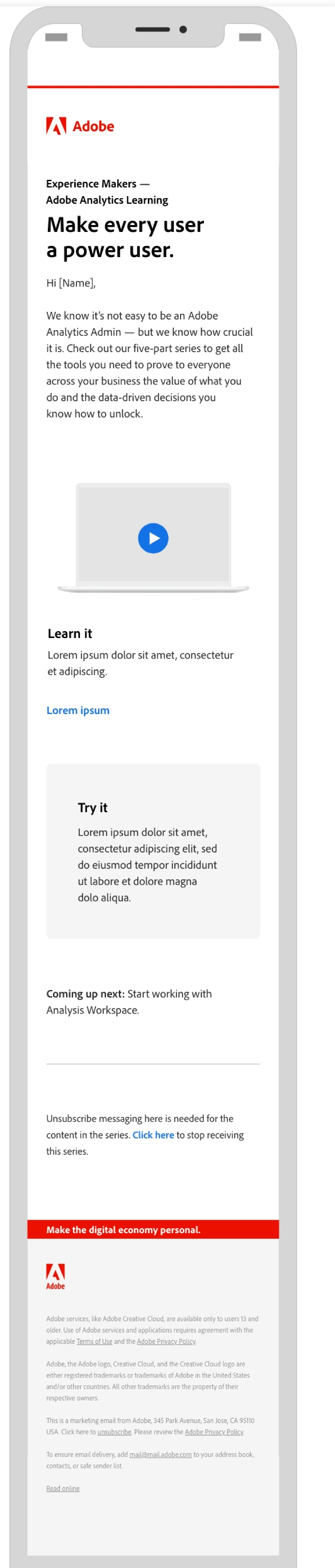
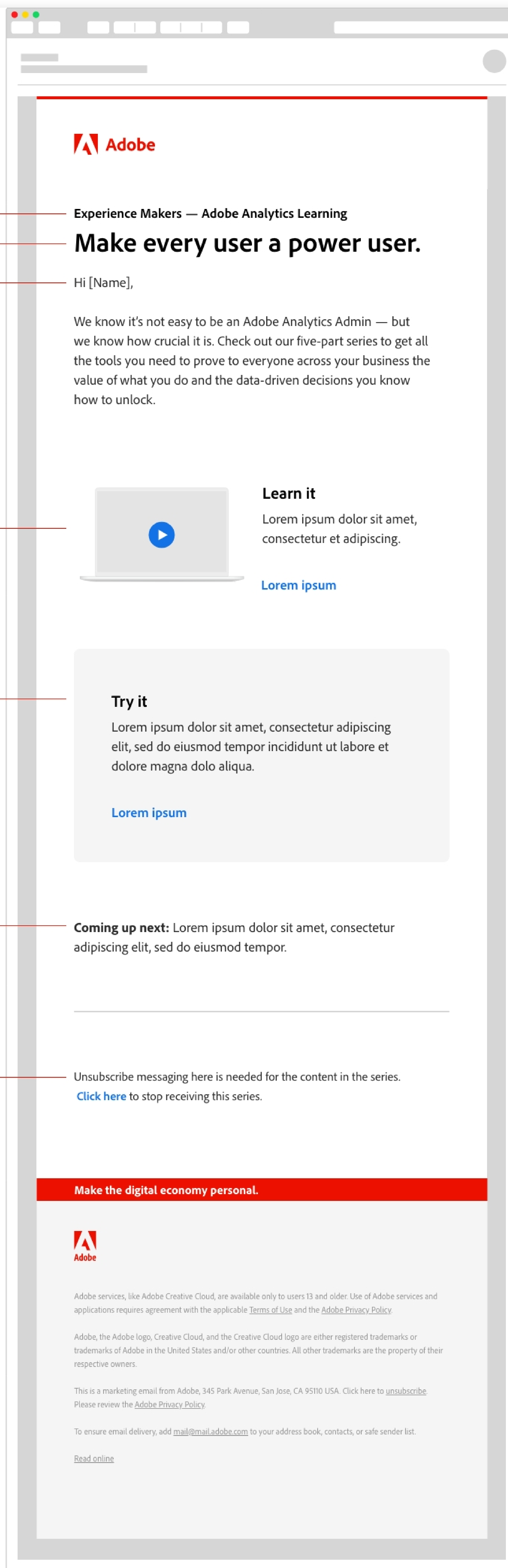
Adobe Experience Makers — Adobe Analytics Learning

Subject line:

Empower your users to unleash
their analytics

Preheader:

Learn how to inspire others to start making data-driven decisions.





Thank you.