Adobe Campaign Standard to Adobe Journey Optimizer (AJO) migration

Unlock real-time, event-driven marketing

vírtusa

Many clients face difficulty achieving real-time engagement and lack a 360° customer view for personalization. Campaigns often feel static, slow to adapt, and fail to leverage behavioral or event-driven data. Marketers struggle with smart audience segmentation, AI recommendations, and managing centralized offers with consistent rules across channels.

Migrating from **Adobe Campaign Standard (ACS)** to **Adobe Journey Optimizer (AJO)** enables real-time, event-based marketing with unified customer profiles

and AI-driven personalization. Organizations can execute agile, omnichannel journeys faster, gain better insights, and leverage a scalable, cloud-native foundation for continuous innovation.

Virtusa accelerates the ACS → AJO migration with a proven framework that reduces risk, ensures faster adoption, and aligns platforms to **Adobe's future-ready architecture.** Our advisory and implementation services combine technical expertise with change management, helping clients optimize journeys and maximize ROI.

Features and capabilities

Accelerated time-to-value:

- Pre-built migration playbooks, templates, and automation scripts
- Translation of ACS workflows into AJO journeys using standardized mapping tools
- Faster time-to-market with minimal manual effort

Reduced risk and downtime:

- Full-load and delta sync methods for reliable data migration
- Validation scripts to ensure data confidence
- Minimizes downtime during migration

Strategic advisory playbook:

- Expert guidance aligned with industry best practices
- Support for governance, KPIs, and stakeholder onboarding
- Ensures seamless implementation and maximized platform value

Future-ready architecture:

- Optimized alignment with Adobe's latest platform standards
- Scalable, cloud-native foundation for upgrades and innovation
- Focus on long-term agility and journey optimization

Key benefits:

- **Unified customer profiles** → Single view across all touchpoints
- **Event-driven journeys** → User-initiated, real-time, and adaptive
- **Actionable insights** → Journey analytics and reporting across channels
- **Omnichannel execution** → Email, SMS, Push, In-App, Web, and custom channels
- **Connected ecosystems** → Real-time engagement by integrating with CRM and workflow platforms such as Salesforce, ServiceNow, and Pega

Why Virtusa?

- Adobe Platinum Partner with deep expertise in campaign migrations

- Proven migration accelerators and advisory frameworks

- Industry-aligned approach to maximize ROI and efficiency

- Expertise in integrating AJO with Adobe Experience Platform for personalized, omnichannel journeys

- Capability to integrate AJO with enterprise platforms such as Salesforce, Pega, ServiceNow, and others to drive real-time, cross-functional customer engagement

Success story

A credit union struggling with manual processes, delayed outreach, and siloed data migrated to Adobe Journey Optimizer with Virtusa's support. By replacing manual tasks with fully automated, real-time journeys and leveraging unified profiles in Adobe Experience Platform, the client improved operational efficiency, delivered personalized member experiences, and achieved precise, measurable targeting across journeys.

Ready to drive agile, event-driven marketing?

Connect with Virtusa to start your AJO migration today.

To learn more contact us today at **marketing@virtusa.com**

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