



WHITE PAPER

Adobe Journey Optimizer Security Overview

October 2024

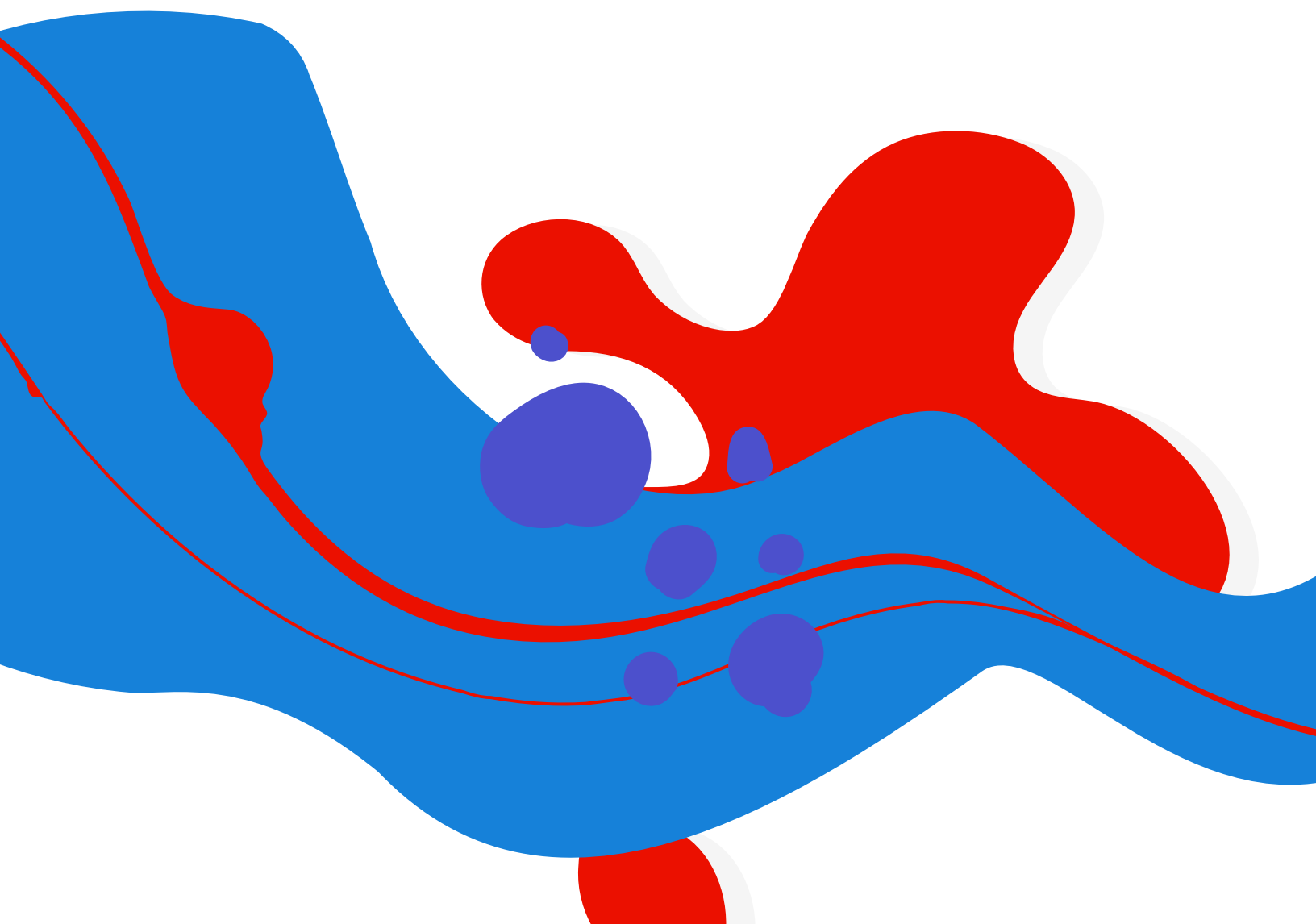
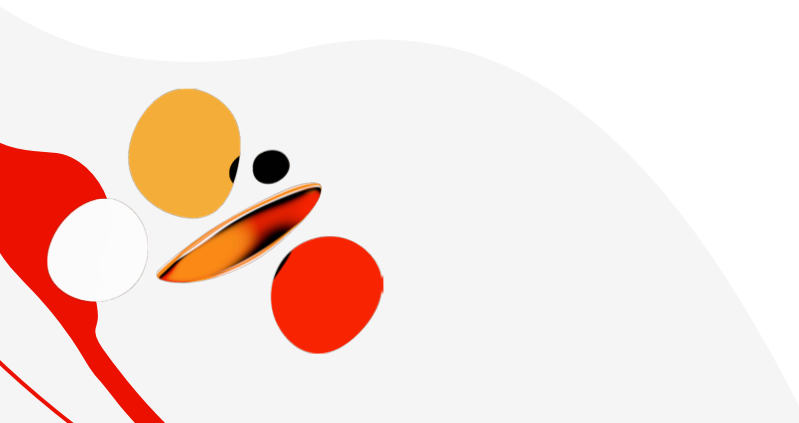


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Adobe Security

At Adobe, we know the security of your digital experience is important. Security practices are deeply ingrained into our internal software development, operations processes, and tools. Our cross-functional teams strictly follow these practices to help prevent, detect, and respond to incidents in an expedient manner. We keep up to date with the latest threats and vulnerabilities through our collaborative work with partners, leading researchers, security research institutions, and other industry organizations and regularly incorporate advanced security techniques into the products and services we offer.

This white paper describes the defense-in-depth approach and security procedures implemented by Adobe to secure Adobe Journey Optimizer and associated data.

About Adobe Journey Optimizer

Adobe Journey Optimizer (AJO) enables marketers to deliver personalized, contextual experiences to their customers. The customer journey is the entire process of a customer's interactions with a brand, from the first moment of contact until the customer leaves.

Built natively on the Adobe Experience Platform (AEP), Adobe Journey Optimizer combines a unified, real-time customer profile; an API-first open framework; centralized offer decisioning; and artificial intelligence (AI) and machine learning (ML) for personalization and optimization. With Journey Optimizer, marketers can build real-time orchestration use cases that leverage contextual data stored in events or data sources.

Solution Architecture

The Adobe Journey Optimizer solution is comprised of six (6) components*:

- **Adobe Journey Runtime** — Progresses the customer profile through different steps of the customer journey. The progression of the profile can be triggered based on an external or time-based event.
- **Message Authoring** — Enables marketers to create messages for different channels optionally populating them with assets stored in AEM Assets. It also allows marketers to preview the messages for specific test profiles.
- **Message Runtime** — Pushes personalized messages to the customer via email, push, or a variety of other inbound and outbound communication channels.
- **Outbound Services** — Help deliver messages to the end-customer using multiple outbound channels.

* Message Authoring, Message Runtime, and Outbound Services are not available in AJO Starter.

- **Offers Service** — Enables marketers to create multiple offers for targeted profiles.
- **Reporting** — Provides robust reporting capabilities of customer journey measurements and engagement.

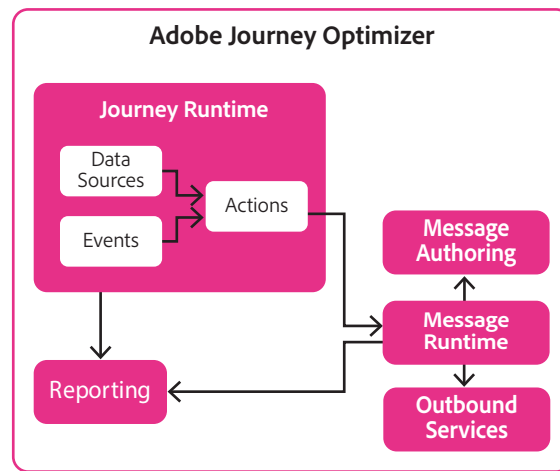


Figure 1: Adobe Journey Optimizer Solution Architecture

Other Integrations:

- Adobe Journey Optimizer integrates seamlessly with Adobe Experience Manager Assets, a collaborative workspace to store, discover, and distribute digital assets that marketers can use in authoring messages.
- Third-party APIs enable customers to easily integrate other business applications with Adobe Journey Optimizer to trigger custom actions.



Security Architecture and Data Flow

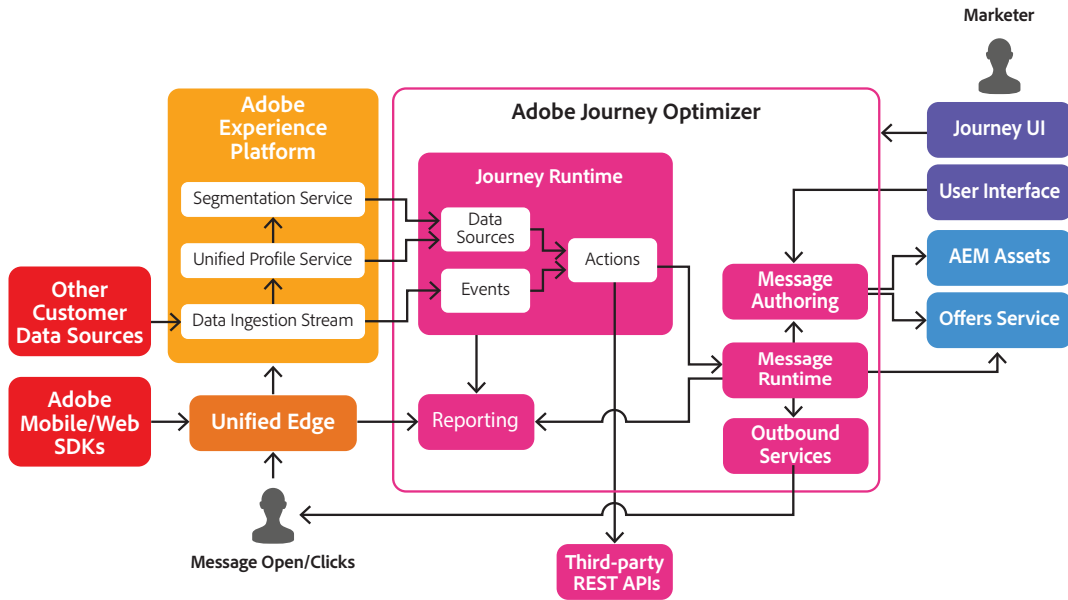


Figure 2: Adobe Journey Optimizer Data Flow

The following narrative describes how data flows throughout the Adobe Journey Optimizer solution, from message creation by the marketer to customer receipt of the message and click-through to receive the offer.

Note: Before creating content within Adobe Journey Optimizer, marketers must ingest the customer profiles to which they wish to send their message/s into Journey Optimizer from the [Adobe Experience Platform \(AEP\) Unified Profile Service](#) and upload any images or other content they wish to include in these messages into [Adobe Experience Manager \(AEM\) Assets](#).

Step 1: The marketer logs into the Journey Optimizer UI using their username and password and authors a custom message along with the associated images and/or additional content that are stored in AEM Assets.

Step 2: Also within the Journey Optimizer UI, the marketer chooses a customer profile or set of profiles to target with the message and schedules a journey for the customer.

Step 3: The Journey Runtime sends the message to either the Message Service to trigger message execution to the customer or to a third-party application that has been integrated using a third-party REST API to trigger a custom action. Messages are sent to the customer via email, push, or other communication channels.

Step 4: Upon receipt of the message in email or in a text message, the customer clicks to open the message. If the customer clicks on any link in the message, they will be redirected to the website associated with the link. This action will also be captured for reporting purposes.

Step 5: AJO Reporting captures and logs all interactions automatically. The marketer can access logs using either the Journey Optimizer UI or the Adobe Experience Platform UI. If the marketer chooses to create custom reports, they can do so in the AEP UI or by integrating a third-party reporting solution using a REST API.

Data Encryption

All communications within Adobe Journey Optimizer use HTTPS TLS v1.2 or greater to protect data in transit.

User Interactions and Admin Source Configurations

Administrators and users with appropriate access permissions can authenticate to the Journey Optimizer UI and configure a variety of options. Users can also create content and trigger message execution in the Journey Optimizer UI.

IP Allowlists

IP allowlisting is not required for outbound actions because Adobe Journey Optimizer services run on servers with dynamically changing IP addresses. Additionally, third-party actions from Adobe Journey Optimizer are secured using an API key or token-based authentication, in accordance with best security practices.

About Adobe Experience Platform

Because Adobe Journey Optimizer is built natively on the Adobe Experience Platform, it inherits many attributes from AEP, including user authentication, data segregation and access control, and data governance. For more information, please see the [Adobe Experience Platform Security Overview](#) and the [Adobe Experience Platform Data Governance White Paper](#).

Hosting Locations and Security

Adobe Journey Optimizer is hosted in enterprise-class data centers from public cloud service providers in North America (U.S. and Canada), EMEA (The Netherlands and the U.K.), and APAC (India and Australia). Upon provisioning, customers can designate the regional data center(s) where the data ingested into Adobe Journey Optimizer will be sent for storage.



Figure 3: Adobe Journey Optimizer Hosting Locations

Questions?

For more information about Adobe's operational, application, and enterprise security processes, compliance certifications, incident response program, security training and awareness program, and business continuity and disaster recovery program, please see the [Adobe Trust Center](#).

