INVENTATEQ
LEARN SKILLS • GET PLACED

MASTER ADOBE TARGET
COURSE With Placement

Build In-Demand Professional Expertise with Real-Time Hands-on Adobe Target Training

BEST RATED ON TOP PLATFORMS

Google Reviews ★★★★★ · Trustpilot ★★★★★ · Sulekha ★★★★★

COURSE BENEFITS

- ✓ 100% Practical & Real-Time Hands-on Labs
- ✓ End-to-End Capstone Implementation Projects
- ✓ Industry Recognized Certification Preparation
- ✓ 100% Dedicated Placement Support in MNC's & Mock Interviews

15+	500+	25K	15K
YEARS OF EXCELLENCE	HIRING PARTNERS	STUDENTS TRAINED	STUDENTS PLACED

Chat on WhatsApp
FREE Career Counselling
+91 85500 00909

YOUR FUTURE
STARTS HERE !

ARE YOU FACING THESE CHALLENGES ?

- Still searching for your first job after graduation?
- Worried about the Gap? And don't know how to start your career?
- Stuck in a low-salary job? and seeking for better growth opportunities?
- Fear of switching to an IT career from a non-IT background
- Not getting interview calls despite applying to 100+ jobs?

TOO MUCH THEORY
NO PROJECTS
SKILL GAP
NO GUIDANCE

How Inventateq Helps You

Waiting Ends. Careers Begin.
Build job-ready skills. Start applying with confidence.

Turns Gaps into Comebacks
Close skill gaps. Rebuild your career

Break Free. Move Forward
Learn in-demand skills. Take your next career step.

Doubt Out. Confidence In.
Practice real skills. Walk into interviews prepared.

Turn Rejections into Chances
Turn every setback into skills employers value.

Be Smart Learn AI
Learn AI tools. Work smarter. Stay updated

ABOUT INVENTATEQ

Inventateq is a leading IT training and placement company committed to transforming learners into Industry ready professionals

Our Mission
To deliver high-quality education, practical slots and career opportunities that empower individuals to achieve their dreams

Our Vision
To be a globally recognised training company known for innovation, quality and impactful learner outcomes.

Why Thousands Choose Inventateq?

15+	500+	25,000+	15,000+
Years of Excellence	Hiring Partners	Students Trained	Students Placed

We Collaborate With

Deloitte. · Capgemini · amazon · HCL · Tech Mahindra

WHY LEARN ADOBE TARGET ?

Enterprises worldwide are actively hiring certified Adobe Target professionals to drive critical business operations, digital transformation, and modernization.

CAREER SCOPE OF ADOBE TARGET

Exponential Industry Demand
Rapid enterprise adoption across global IT firms, MNCs, and technology centers

Premium Salary Compensation
Command competitive compensation packages with rapid growth milestones

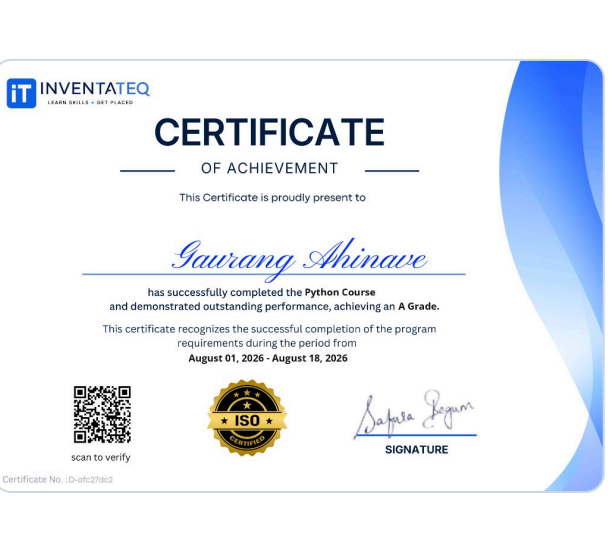
Cross-Industry Opportunities
Versatile skill set applicable across technology, consulting, finance, and core sectors

Future-Proof Career Growth
Long-term job security supported by ongoing digital modernization and tooling investment

Global Certification Pathways
Direct alignment with recognized industry certifications to validate your competence

Worldwide Job Prospects
Open doors to roles in major Indian tech hubs as well as international remote positions

INDUSTRY-RECOGNIZED CERTIFICATION



INVENTATEQ
CERTIFICATE
OF ACHIEVEMENT
This Certificate is proudly present to
Gaurang Ahinave
has successfully completed the Python Course and demonstrated outstanding performance, achieving an A Grade.
This certificate recognizes the successful completion of the program requirements during the period from
August 01, 2026 - August 18, 2026
scan to verify
ISO
SIGNATURE

QR Verified · Globally Valid · ISO 9001:2015

Direct Business Impact. Fast-Growing Industry Demand. High Career Mobility.

Average Adobe Target Professional Salary in India

₹5.5 LPA – ₹18 LPA

WHY INVENTATEQ ?

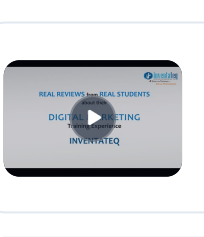
Because we have placed over 15,000+ students and we can place you as well

STUDENT PLACEMENTS

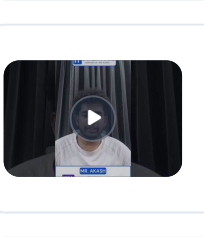
- ✓ 100% Placement Assurance Support
- ✓ 500+ Top Tech Hiring Partners
- ✓ Resume & LinkedIn Optimization
- ✓ Industry Mock Technical Interviews
- ✓ Unlimited Interview Calls Until Placed

COURSE & PLACEMENT VIDEOS

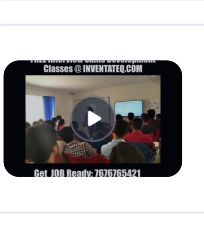
Student Genuine Feedback
Inventateq Reviews & Student Genuine Feed...
Inventateq Bangalore Reviews
Watch Video



Practical Training Success
Digital Marketing Course in Bangalore, Guaran...
Industry Tech Career
Watch Video



Placement Story
One Instagram post changed more than a clothi...
Campus to MNC Offer
Watch Video



Interview Skills & Growth
Free Interview Skills Development Classes for...
Free Student Masterclass
Watch Video

> At Inventateq, Your Success is Our Mission !

GUARANTEED PLACEMENT SUPPORT

We don't just teach, we prepare you for the real world!

- ✓ Aptitude Training
- ✓ Technical Training
- ✓ Mock Interviews
- ✓ HR Interview Preparation
- ✓ Resume Preparation
- ✓ Cover Letter Preparation
- ✓ LinkedIn Profile Optimisation
- ✓ Job Portal Access
- ✓ Placement Drives & Hiring Events

OUR RECRUITMENT PARTNERS

TATA · Infosys · wipro · Capgemini · Tech Mahindra · LARSEN & TOUBRO · HCL TECH · accenture

OUR PLACEMENT STATS

Our placement record reflects consistent growth, with students securing opportunities across leading companies in diverse industries.

15,000+	500+	95%	6 LPA
Students Placed	Companies Hired	Placement Ratio	Average Package

Check Most Recent Placements

CAREER PROGRESSION

Job responsibilities, technical competency and portfolio evidence for each role.

ROLE PATHWAY	TYPICAL RESPONSIBILITIES	PORTFOLIO PROOF
Adobe Target Associate	Manage core Adobe Target tasks, configure tooling, and support delivery.	Practical Adobe Target setup files, exercise scripts, and documentation.
Adobe Target Specialist	Build practical A/B Testing workflows, implement features, and resolve issues.	Functional A/B Testing modules, workflow configs, and practical deliverables.
Senior Adobe Target Lead	Lead Adobe Target technical delivery, design solutions, and set standards.	Complete Adobe Target capstone artifacts, technical blueprints, and reports.

SKILLS ROADMAP

Progress from core foundations to production-ready enterprise workflows.

MILESTONE	PRACTICAL OUTPUT	REVIEW EVIDENCE
Milestone 1 (Foundations)	Master fundamental Adobe Target concepts, environment setup, and tools.	Configured Adobe Target workspace and verified practice exercises.
Milestone 2 (Implementation)	Develop practical A/B Testing workflows and functional domain modules.	Working A/B Testing project modules and validated practice outputs.
Milestone 3 (Advanced Workflows)	Implement advanced Automated Personalization features, integrations, and optimizations.	Validated Automated Personalization configurations and technical review outputs.
Milestone 4 (Production Capstone)	Deliver an end-to-end Adobe Target capstone project and technical review.	Complete Adobe Target project portfolio artifact and defense.

DETAILED MODULE PLAN

10 in-depth modules • 3 Months Duration • Hands-on practical training

1 Module 1: Introduction to Adobe Target

- Overview of Adobe Experience Cloud
- Introduction to Adobe Target
- Personalization & Optimization Concepts
- Customer Experience Management
- Adobe Target Architecture

GUIDED LAB
Log in to the system, practice basic navigation, and complete your first Adobe Experience Cloud exercise.

INTERVIEW & ASSESSMENT
Explain what Adobe Experience Cloud is used for and why companies choose it in simple words.

2 Module 2: Adobe Target Fundamentals

- User Interface & Navigation
- Workspaces and Permissions
- Activities Overview
- Audiences and Offers
- Property Management

GUIDED LAB
Complete a guided practical exercise on User Interface and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of User Interface and how you use it in real job roles.

3 Module 3: A/B Testing

- A/B Testing Concepts
- Creating A/B Test Activities
- Traffic Allocation
- Goal & Success Metrics
- Result Analysis

GUIDED LAB
Complete a guided practical exercise on A/B Testing Concepts and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of A/B Testing Concepts and how you use it in real job roles.

4 Module 4: Experience Targeting (XT)

- Audience Segmentation
- Experience Targeting Rules
- Personalized Content Delivery
- Visitor Profiles
- Targeting Strategies

GUIDED LAB
Complete a guided practical exercise on Audience Segmentation and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of Audience Segmentation and how you use it in real job roles.

5 Module 5: Multivariate Testing (MVT)

- Multivariate Testing Basics
- Test Design
- Combination Analysis
- Performance Evaluation
- Optimization Techniques

GUIDED LAB
Complete a guided practical exercise on Multivariate Testing Basics and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of Multivariate Testing Basics and how you use it in real job roles.

6 Module 6: Automated Personalization

- AI-Powered Personalization
- Auto-Target Activities
- Recommendations Overview
- Machine Learning Concepts
- Customer Journey Optimization

GUIDED LAB
Complete a guided practical exercise on AI-Powered Personalization and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of AI-Powered Personalization and how you use it in real job roles.

7 Module 7: Adobe Target Integrations

- Adobe Analytics Integration
- Adobe Experience Manager (AEM) Integration
- Adobe Audience Manager Overview
- Adobe Experience Platform Basics
- Third-Party Integrations

GUIDED LAB
Complete a guided practical exercise on Adobe Analytics Integration and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of Adobe Analytics Integration and how you use it in real job roles.

8 Module 8: Reporting & Analytics

- Activity Reports
- Conversion Metrics
- KPI Tracking
- Visitor Behavior Analysis
- Performance Dashboards

GUIDED LAB
Complete a guided practical exercise on Activity Reports and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of Activity Reports and how you use it in real job roles.

9 Module 9: Implementation & Administration

- Adobe Experience Platform Web SDK (Overview)
- Tags & Implementation Basics
- User Roles & Permissions
- Quality Assurance & Debugging
- Best Practices

GUIDED LAB
Build a clean web page with headings, paragraphs, images, and a working contact form.

INTERVIEW & ASSESSMENT
Explain the basic building blocks of any website to a non-technical client.

10 Module 10: Real-Time Projects

- Website A/B Testing Project
- Personalized Landing Page Optimization
- E-commerce Conversion Optimization
- Customer Experience Improvement Case Study
- Resume Building & Interview Preparation
- Tools Covered
- Adobe Target
- Adobe Analytics

GUIDED LAB
Complete an end-to-end practical project bringing together everything you built in this course.

INTERVIEW & ASSESSMENT
Present your completed project and explain your key design decisions with confidence.

REAL-WORLD PORTFOLIO PROJECTS

Practical industry scenarios, tools applied, and demonstrable project outcomes.

Project 1: Website A/B Testing Project

What it is: Set up the core Adobe Target environment and configure essential business settings.
What you do: Initialize base configurations, create clean templates, and verify workflow controls.
Tools used: Adobe Target, Adobe Experience Cloud
Project outcome: Working project foundation configured and tested according to best practices.

Project 2: Personalized Landing Page Optimization

What it is: Build practical Testing modules to handle everyday business operations.
What you do: Create core functional components, validate input data, and prevent common errors.
Tools used: Adobe Target, Testing, Creating Test Activities
Project outcome: Functional business module ready to run and demo with zero manual errors.

Project 3: E-commerce Conversion Optimization

What it is: Connect Multivariate Testing MVT with Multivariate Testing to automate data and team workflows.
What you do: Set up automated pipelines, link required services, and run end-to-end tests.
Tools used: Adobe Target, Multivariate Testing MVT, Multivariate Testing
Project outcome: Live automated workflow pipeline documented with clear usage guides.

Project 4: Customer Experience Improvement Case Study

What it is: Optimize Adobe Target Integrations workflows for security, speed, and reliability.
What you do: Audit performance bottlenecks, apply security rules, and optimize execution speed.
Tools used: Adobe Target, Adobe Target Integrations, Adobe Analytics Integration
Project outcome: Production-grade technical deliverable ready to add to your personal portfolio.

Project 5: Adobe Target End-to-End Capstone

What it is: Build a complete, production-ready Adobe Target project bringing all skills together.
What you do: Design, code, test, and document a full project workflow from scratch to launch.
Tools used: Adobe Target, Implementation Administration, Adobe Experience Platform
Project outcome: Verified capstone project ready to showcase on your resume and interview calls.

ASSESSMENT FRAMEWORK

Module tests, practical evaluations, capstone and completion criteria.

COMPONENT	ASSESSMENT FOCUS	PASS EVIDENCE
Module Knowledge Quizzes	Core Adobe Target principles, industry terminology, and workflow concepts	Consistent passing score across syllabus unit evaluation tests
Lab Submissions & Practice Reviews	Hands-on A/B Testing implementation, configuration, and practical exercises	Working lab deliverables satisfying practical evaluation rubrics
Hands-On Mini Projects	Independent problem-solving using intermediate Automated Personalization techniques	Functional project artifacts addressing realistic domain scenarios
Final Production Capstone	End-to-end Adobe Target implementation, quality review, and delivery	Complete capstone submission with technical walkthrough review
Technical Mock Viva	Technical reasoning, troubleshooting approaches, and communication	Successfully defending project decisions in structured mock panels

RESUME, GITHUB & LINKEDIN

Evidence-based resume writing and professional project presentation.

- Modular GitHub repository per project with setup steps, dependencies, and clean commits.
- Detailed Adobe Target diagrams, component specifications, and end-to-end workflows.
- Visual project sheets, live demonstration walkthroughs, and verified functional outputs.
- Project documentation covering A/B Testing setup, configuration steps, and test notes.
- Direct resume bullet points highlighting hands-on Adobe Target tools and technical outcomes.
- Structured practice for technical interview pitches, walkthroughs, and viva defense.

OUR STUDENT

Meet the learners who turned their goals into successful careers through dedication, skill, and continuous growth.

READ REVIEWS

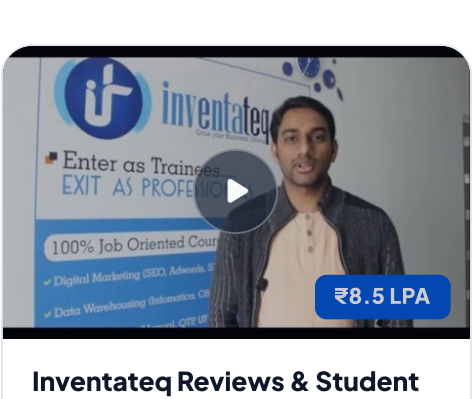
MS. SNEHA
Placed at Wipro (9.5 LPA)
"The hands-on cloud labs at Inventateq transformed my technical confidence. Writing infrastructure as code and configuring CI/CD pipelines gave me the exact skills needed!"
Course Completed : **Adobe Target Specialist** ★★★★★

MR. HARSHIT
Placed at Accenture (11.2 LPA)
"Inventateq's real-world focus on containerization and monitoring was top-notch. The capstone deployment gave me the confidence to handle production interview questions."
Course Completed : **Adobe Target Specialist** ★★★★★

MR. KARTHIK
Placed at Capgemini (10.5 LPA)
"Transitioning to a Cloud & DevOps role seemed challenging until I joined Inventateq. The 1-on-1 mentorship and mock interview drills made clearing my interview seamless."
Course Completed : **Adobe Target Specialist** ★★★★★

WATCH VIDEOS

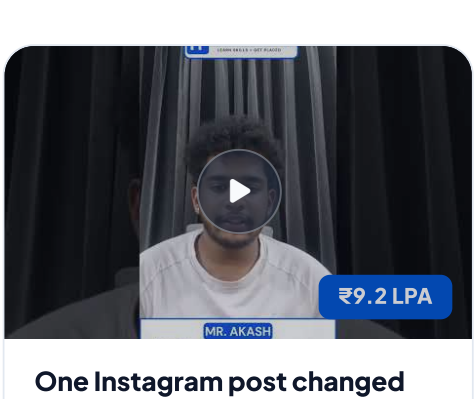
Watch real stories from our students as they talk about their journey, growth, and placement success.



Inventateq Reviews & Student Genuine Feedback Bangalore
Course Video 1 • Student Feedback
Watch Story

REAL REVIEWS from REAL STUDENTS
DIGITAL MARKETING
INVENTATEQ
₹7.8 LPA

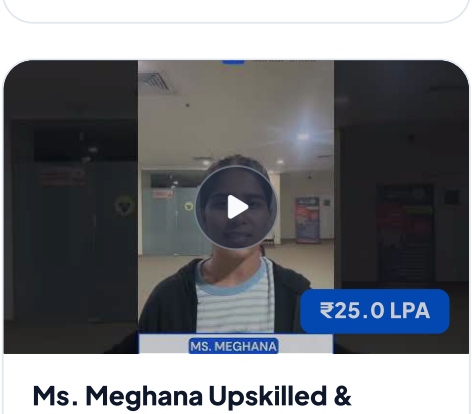
Digital Marketing Course in Bangalore, Guaranteed Placement
Course Video 2 • Student Feedback
Watch Story



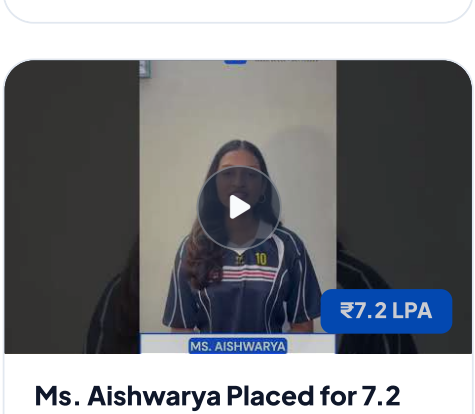
One Instagram post changed more than a clothing store's reach—it changed Akash's career direction
Course Video 3 • Student Feedback
Watch Story

Classes @ INVENTATEQ.COM
₹6.8 LPA

Free Interview Skills Development Classes for Freshers & College Students
Course Video 4 • Student Feedback
Watch Story



Ms. Meghana Upskilled & Placed at 25 LPA
Top Offer • Enterprise Consultant
Watch Story



Ms. Aishwarya Placed for 7.2 LPA Package
Verified Offer • Software Dev
Watch Story

CONTACT US

JOB HUNTING ENDS HERE
Start your career with **Adobe Target** course that gets your **Dream Job!**

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