



Adobe Target Experience Lab 2026

Platform Access Instructions

⚠ Action required by Friday 24th April

To ensure you're fully prepared for the Experience Lab on 30th April, please complete all three steps below before Friday 24th April.

1. Dexata Academy

Dexata Academy is our online learning platform for MarTech, Experience Optimisation, and Personalisation — and your central hub for this Experience Lab and beyond.

Please register your free account at:

<https://academy.dexata.co/registration/>

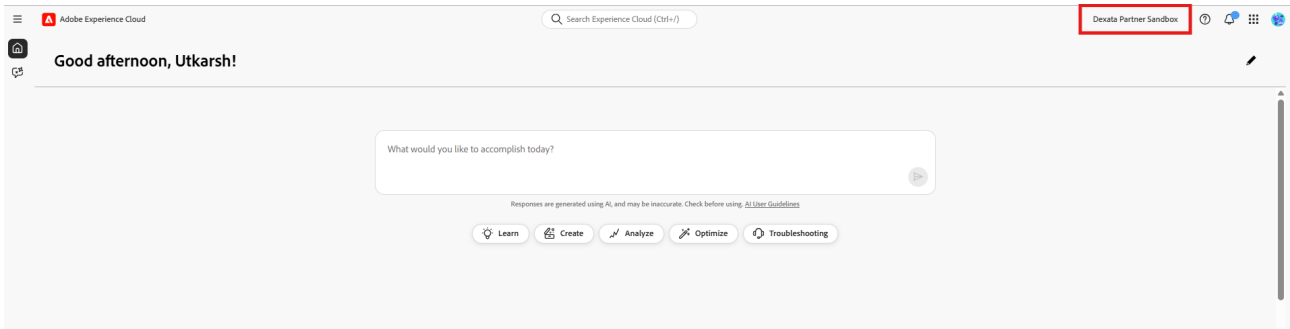
Once your account is created and verified, you will be added to an exclusive cohort for the Experience Lab, where you can connect with fellow participants. Relevant modules will be made available there — including the one you will work through live on the day — along with additional resources to support your learning and adoption journey afterwards.

2. Adobe Target Sandbox

You should have received an invitation to the Adobe Target Sandbox to your Adobe ID inbox. Please follow the link in that email to set up your account in Target, then complete the steps below.

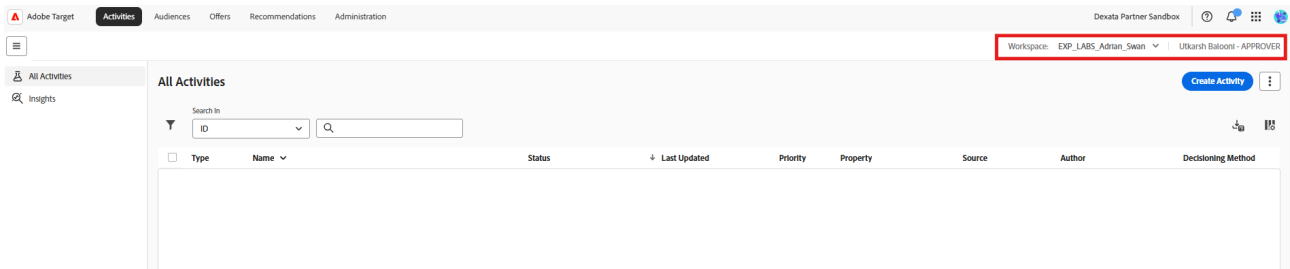
Step a — Select the correct Org

Once you have set up your account and landed on the Adobe Experience Cloud page, select "Dexata Partner Sandbox" as the Org from the top-right corner.



Step b — Confirm your workspace

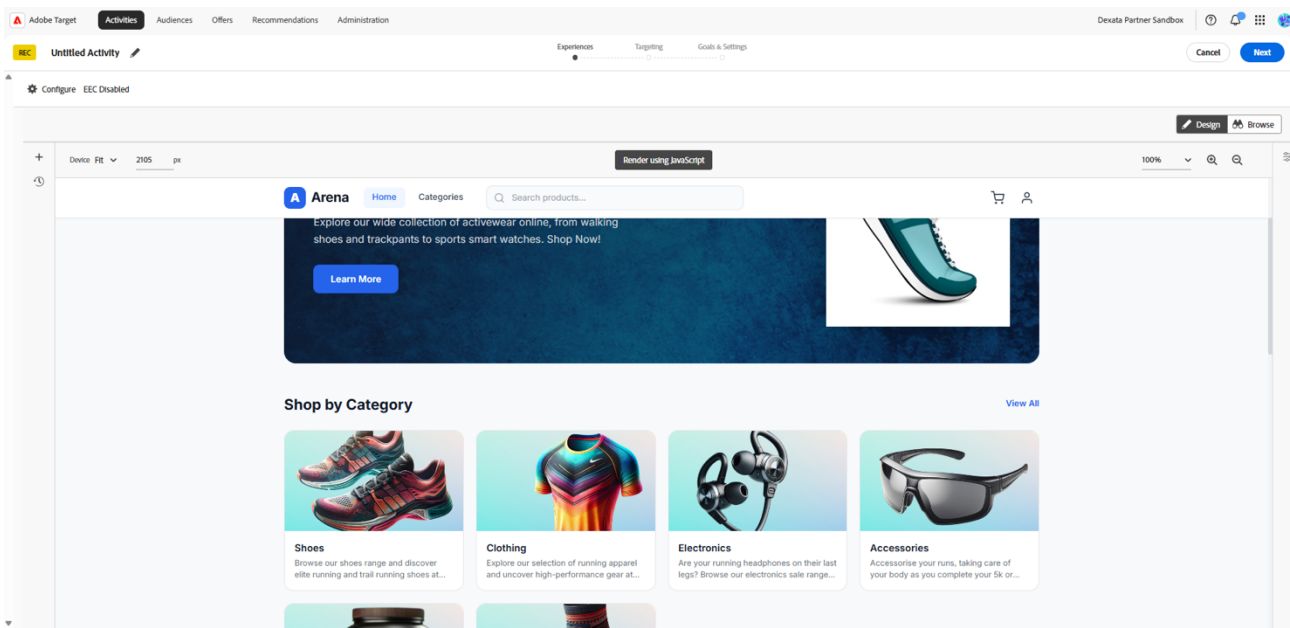
Navigate to Target and confirm your workspace is active. Your workspace name will be EXP_LABS_{your full name}, and your role should be set to Approver (visible in the top-right). If this is correct, your access has been set up successfully.



Step c — Check the Visual Experience Composer (VEC)

Please check the VEC by entering the following URL for a dummy activity:

<https://arena-exp-labs.netlify.app/>



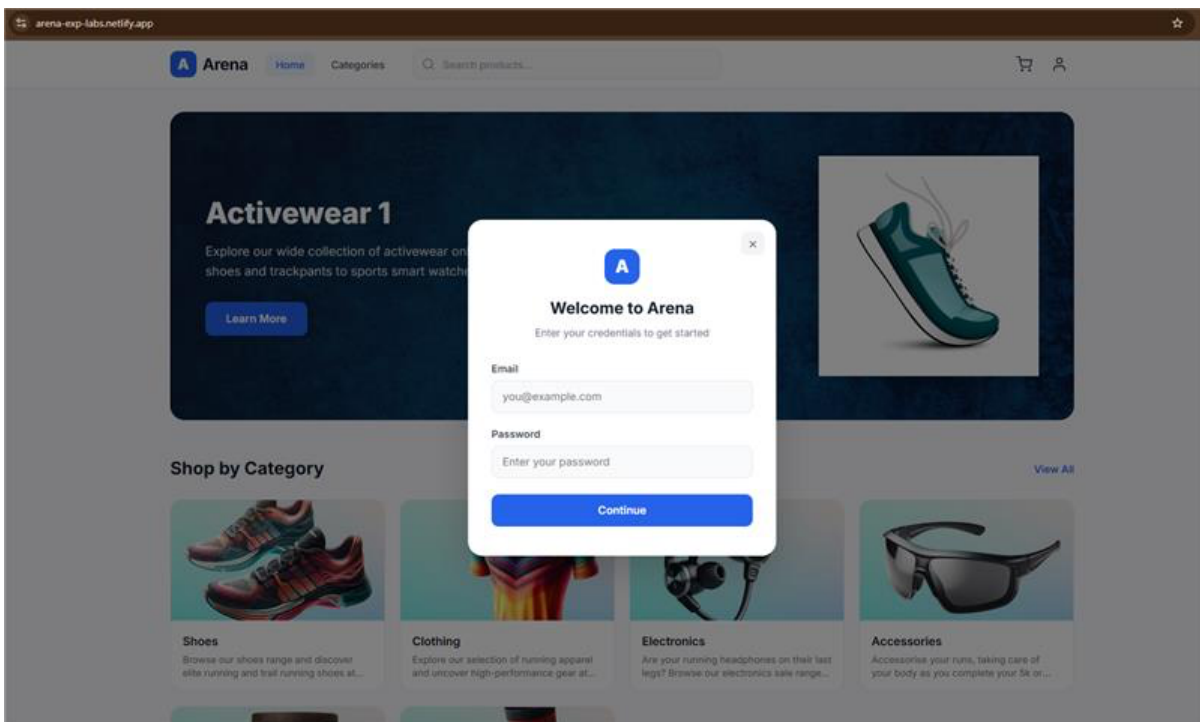
If you are unable to see a dummy activity, please install the Adobe Experience Cloud VEC Helper Chrome extension:

[Install VEC Helper Extension](#)

3. Demo Website

Please visit the demo website below and confirm you can access it. This is the site we will use to set up the Recommendations use case during the lab.

<https://arena-exp-labs.netlify.app/>



When you land on the site, you will see a login overlay. Please use the following credentials:

Email: Your registered email address

Password: exp_labs_2026

Once logged in, Adobe Target will begin working on the site.

Confirming access to all three platforms before Friday is essential to ensure a smooth experience on the day and avoid any disruptions during the lab. If you run into any issues, please don't hesitate to reach out — we're here to make sure you're all set.

Looking forward to seeing you on the 30th!