



Adobe Campaign

Build Reports in Adobe Campaign Classic

Course description: Build Reports in Adobe Campaign Classic is a 1-day instructor-led (in a classroom or virtual) course that focuses on building reports in Adobe Campaign Classic. In this course, you will learn about the reporting options available in Adobe Campaign Classic and its use in the business environment. You will also learn to build, produce, and customize reports.

Prerequisites:

Getting Started with Adobe Campaign v7, OR
Design and Orchestrate Marketing Campaigns Using Adobe Campaign v7

Target audience: Marketing Users, Digital Marketers, Business Users, and Developers

TOPICS

- > Standard reports
- > Descriptive Analysis reports
- > Personalized reports
- > Marketing Analytics reports
- > Build a report
- > Produce the report
- > Customize the report view

Objectives

After completing this course, you will be able to:

- Explain the reporting options in Adobe Campaign Classic
- Build a report in Adobe Campaign Classic
- Produce the report in Adobe Campaign Classic
- Customize the report view in Adobe Campaign Classic

Course Materials

- Build Reports in Adobe Campaign Classic Student Guide

Start Learning Today

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