



# Adobe Campaign

## Getting Started with Adobe Campaign Classic

**Course description:** Getting Started with Adobe Campaign Classic is a 1-day instructor-led in a classroom or virtual course, where you will learn the basics of Adobe Campaign Classic. The course will introduce you to the Campaign Classic client console and the User Interface (UI) of Campaign Classic. You will also learn how to manage recipient data, create a campaign, segment the recipient data, prepare deliveries, send a campaign, send recurring and retargeting campaigns, and send a direct mail delivery. This is an overview course designed to highlight the key features, and provide a knowledge foundation for new Campaign Classic projects.

**Prerequisites:** None

**Target audience:** Project Managers, Marketing Managers, Campaign Managers, and IT Managers

### Objectives

After completing this course, you will be able to:

- Explain the features and capabilities of Campaign Classic
- Navigate through the Campaign Classic UI
- Access the Campaign Classic client console
- Create a plan, program, and campaign
- Add a recipient and send a delivery
- Create a campaign to target recipients
- Explain delivery workflow activities
- Create a campaign and compose personalized content for a delivery in the campaign
- Send a campaign
- Send a recurring birthday campaign
- Send a retargeting campaign
- Create basic reports
- Explain different communication channels in Campaign Classic
- Send a direct mail delivery

### Course Materials

- Getting Started with Adobe Campaign Classic Student Guide

### TOPICS

- Introduction to Adobe Campaign Classic
  - › Features
  - › Key capabilities
  - › Architecture
  - › Campaign Classic client console
  - › User interface
- Designing a campaign
  - › Create a campaign: Key concepts and process
  - › Create a plan, program, and campaign
  - › Add a recipient and send a delivery
- Manage the recipient data
  - › Access the recipient data
  - › Use filters
  - › Filter the recipient data by using a query activity
  - › Create a campaign to target recipients
- Preparing deliveries
  - › Delivery workflow activities
  - › Defining the email content of a delivery
  - › Dynamic content and personalization
  - › Reduce the spam score and improve deliverability
  - › Create a campaign and compose personalized content for a delivery in the campaign
- Sending campaigns
  - › Process
  - › Send a campaign
  - › Create reports
  - › Create basic reports
  - › Send recurring and retargeting Campaigns
  - › Send a retargeting campaign
  - › Send a recurring birthday campaign
- Communication channels in Adobe Campaign Classic
  - › Send a direct mail delivery

### Start Learning Today

Global (except EMEA): 877-722-7088 (phone) • 801-406-4566 (fax) • adls@adobe.com  
 EMEA: phone +44 (0)1784 476556, ext 256 • fax +44 (0) 1784 476501 • adlsemea@adobe.com  
[learning.adobe.com](https://learning.adobe.com)

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