



Adobe Campaign

Customize Adobe Campaign Standard

Course description: Customize Adobe Campaign Standard is a 2-day instructor-led course for developers and system administrators working with advanced Adobe Campaign Standard configurations. Using hands-on exercises, you will practice the skills needed to extend the data model, create and configure custom resources, import and export data, import and export packages, manage users, create security groups, manage typologies, monitor delivery alerts, and configure transactional messages and APIs.

Prerequisites:

- Design and Orchestrate Marketing Campaigns Using Adobe Campaign Standard course
- Knowledge of relational database concepts
- Basic XML knowledge

Target audience: Developers and system administrators

Objectives

After completing this course, you will be able to:

- Create and configure custom resources
- Deploy data packages
- Import data in Adobe Campaign Standard
- Export data in Adobe Campaign Standard
- Manage users and security groups
- Create and manage typologies
- Explain the benefits of the Adobe Campaign Standard Application Programming Interface (API)
- Configure APIs in Adobe Campaign Standard
- Explain the types of transactional messages
- Configure transactional message
- Set up a double opt-in process with a transactional message
- Configure brands in Adobe Campaign Standard
- Monitor messages and delivery alerts
- Create predefined filters for a custom resource
- Configure General Data Protection Regulations (GDPR) request

Course Materials

- Customize Adobe Campaign Standard Student Guide

TOPICS

- Create and configure a new custom resource
- Extend an existing resource
- Create and import a new custom import template
- Import a package
- Export a package
- Manage users and security groups
 - › Create organizational units
 - › Partition profiles
- Manage typologies
- Configure APIs
- Manage transactional messages
- Configure and link a brand to a template
- Monitor messages and delivery alerts
- Create and apply predefined filters
- Configure GDPR requests

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

38049680: Bank of Funds