



Adobe Campaign Standard

Design and Orchestrate Marketing Campaigns Using Adobe Campaign Standard

Course description: Design and Orchestrate Marketing Campaigns Using Adobe Campaign Standard is a 2-day, instructor led-in (classroom and virtual) course that covers how to create and manage your email campaigns across devices.

In this course, you will learn how to create successful cross-channel marketing campaigns with email, SMS and direct mail deliveries, and subscriptions. Using hands-on exercises, you will also create personalized campaigns, perform A/B testing, design retargeting campaigns, create recurring email deliveries, and identify user roles and permissions.

Prerequisites:

- Digital Marketing and Relational Database Concepts
- Adobe ID for Integrated solution access

Target audience: Digital marketers, business and marketing users, campaign managers, marketing managers, directors, marketing agencies/marketing service providers, and campaign designers

Objectives

After completing this course, you will be able to:

- Manage marketing activities and integrated customer profiles
- Design personalized emails
- Create recurring email deliveries
- Design cross-channel campaigns
- Conduct A/B tests on emails
- Design retargeting campaigns
- Design emails with dynamic content
- Create landing pages and use them in emails
- Create dynamic reports
- Describe transactional messaging
- Describe push notifications
- Identify user roles and permissions
- Describe typology rules
- Design multilingual emails
- Create emails using the content created in AEM

Course Materials

- Design and Orchestrate Marketing Campaigns Using Adobe Campaign Standard Student Guide
- Exercise Files (templates and data files)

TOPICS

- UI navigation
- Integrated profiles and audiences
- Cross-channel campaigns
 - › Personalized email deliveries
 - › SMS deliveries
 - › Direct mail deliveries
 - › Retargeting campaigns
 - › Recurring emails
 - › Dynamic content emails
 - › Importing email content from external URLs
- A/B testing
- Subscriptions and Landing Pages
- Dynamic reporting
- Transactional messages and push notifications overview
- Administration overview
 - › Users and roles
 - › Typologies
- Multilingual emails (Optional)
- Using AEM-generated content in email campaigns (Optional)

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Start Learning Today

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