



Adobe Campaign

Manage Offers in Adobe Campaign Classic

Course description: Manage Offers in Adobe Campaign Classic is a 1-day instructor-led (in a classroom or virtual) course, where you will learn how to manage offers in Adobe Campaign Classic. This course helps Business Users, Marketers, Marketing Specialists, and IT Support Staff to deploy personalized offers, manage communications, and analyze results. Through hands-on exercises, participants will learn how to create and deliver offers, simulate offers, and review the results.

Prerequisites: Fundamental and working knowledge of Design and Orchestrate Marketing Campaigns in Adobe Campaign Classic.

Target audience: Business users, Marketers, Marketing Specialists, and IT Support Staff.

Objectives

After completing this course, you will be able to:

- Explain the capabilities of Adobe Campaign Interaction
- Explain the terminologies used in Adobe Campaign Interaction
- Describe the Adobe Campaign Interaction Architecture
- Explain the process for delivering offers in Adobe Campaign Interaction
- Explain delivering an offer on an outbound channel
- Create and send offers
- Send multiple offers
- Explain the simulating and tracking of offers

Course Materials

- Manage Offers in Adobe Campaign Classic Student Guide

TOPICS

- Adobe Campaign Interaction: Overview
 - > Adobe Campaign Interaction: Capabilities
 - > Adobe Campaign Interaction: Terminology
 - > Adobe Campaign Interaction: Architecture
 - > Environment
 - > Operator Profiles
 - > Delivering Offers: Process
- Delivering an Offer on an Outbound Channel
 - > Managing the Offer Catalog
 - > Offer category
 - > Creating Offers
 - > Approving and Delivering Offers
 - > Offer Delivery
- Simulating and Tracking Offers
 - > Simulating Offers
 - > Simulation scope
 - > Simulation Tracking
 - > Tracking Offers
 - > Offer Proposition
 - > Offer Analysis Report

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