



Adobe Campaign

Manage Workflows in Adobe Campaign Standard

Course description: Manage Workflows in Adobe Campaign Standard is a 1-day instructor-led (in a classroom or virtual) course that features workflows in Adobe Campaign Standard. In this course, you will learn how to create workflows, segment data by using workflows, enrich data by using workflows, import and export data by using workflows. You will also learn how to configure an external signal activity in workflows and automate the subscription services by using workflows in Adobe Campaign Standard.

Prerequisites: Design & Orchestrate Marketing Campaigns in Adobe Campaign Standard

Target audience: Developers, marketers, business users/end users

Objectives

After completing this course, you will be able to:

- Create workflows in Adobe Campaign Standard
- Segment data by using workflows in Adobe Campaign Standard
- Enrich data by using workflows in Adobe Campaign Standard
- Configure an External signal activity in workflows in Adobe Campaign Standard
- Automate subscription services by using workflows in Adobe Campaign Standard
- Import and export data by using workflows in Adobe Campaign Standard

Course Materials

- Manage Workflows in Adobe Campaign Standard Student Guide

TOPICS

- Create workflows in Adobe Campaign Standard
 - > Workflows
 - > Navigate through the workflows User Interface (UI)
 - > Out-of-the-box workflows
- Segment data by using workflows
 - > Segmentation activity
- Enrich data by using workflows
 - > Enrichment of data
 - > Save audience activity
- Configure an external signal activity in workflows
 - > Uses of External signal activity
 - > Workflow payload
- Automating subscription services activities by using workflows
 - > Uses of subscription services activity
- Import data by using workflows
- Export data by using workflows
- Configure workflow activities
- Troubleshoot workflows

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