

eLearning for Adobe Campaign v7

Getting Started with Adobe Campaign v7



About our eLearning

Adobe's eLearning is the perfect complement to instructor-led training, especially when you need **flexibility** and the **convenience of real-time how-to's**. Course content is hosted on your learning management system or accessible directly via your web browser.

Customizable targeted modules let the team refresh skills exactly when they need it.

Learn any time, any place, at any pace.

Course Overview

Getting Started with Adobe Campaign is an eLearning course designed to introduce you to Adobe Campaign Classic and get you up and running with this powerful capability within the Adobe Marketing Cloud. This course will cover the fundamentals of designing campaigns, segmenting recipients, planning deliveries, and executing a campaign. You will learn how to build targeting workflows with basic query activities to deliver personalized and relevant content to your customers.

Who should take this eLearning?

Business Analysts, Business Management executives, Project Managers, and Consultants

Course Duration:

3 hours

Course Content:

6 modules + Course Assessment

Explore a module:

<http://www.adobe.com/training/elearning.html>

Or get started and learn about customization. Email us at:

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After completing this course, you will be able to:

- Describe Adobe Campaign features
- Navigate through Adobe Campaign client
- Create and manage a list of recipients
- Create a basic email with personalized content
- Create and start a basic query and workflow
- Execute an email campaign
- Execute recurring and retargeting campaigns
- Send a direct mail delivery

Prerequisites

This is an entry-level course and there are no prerequisites. However, it is recommended you have general knowledge about digital marketing.

Your Benefits

- **Save time.** Easily deploy real-time 24/7 training to your teams across multiple sites.
- **Save money.** A great solution when travel budgets are tight.
- **Stay productive.** Quick targeted hits of training mean your team has the right resources at the right time to feel confident in their skills.

Getting Started with Adobe Campaign v7

[3 hour eLearning]

Course Outline

1. Introduction to Adobe Campaign

- Adobe Campaign v7 Architecture Overview
- **Exercise 1.1:** Logging into Adobe Campaign Client
- Adobe Campaign UI Overview
- Features of Adobe Campaign

2. Designing a Campaign

- Creating a Campaign
- Editing a Campaign
- **Exercise 2.1:** Adding profiles to the recipient list
- **Exercise 2.2:** Creating a platform deliver
- **Exercise 2.3:** Previewing the delivery
- **Demo 2.1:** Sending a proof of delivery
- **Exercise 2.4:** Sending the delivery
- **Exercise 2.5:** Planning Marketing Programs
- **Exercise 2.6:** Creating a campaign to support the marketing program

3. Segmenting Recipients

- Managing Recipients Data
- Filtering Data
- Targeting and Segmentation Workflow
- Editing a Query
- Selecting a filter when using Recipients as filtering dimension
- Adding multiple values to an expression
- Configuring the preview list
- **Exercise 3.1:** Manage Recipients Lists
- **Exercise 3.2:** Run a Targeting workflow and use filtering conditions to segment recipient lists
- **Exercise 3.3:** Segment the recipient list further using filtering conditions
- Applying standard exclusion to the recipient data
- **Exercise 3.4:** Apply Standard Exclusion to the recipient list

4. Preparing Deliveries

- Dynamic and Personalized Content
- Adobe Campaign Integration with Adobe Experience Manager
- Editing Deliveries
- Delivery Workflow Activities
- **Exercise 4.1:** Create a campaign to support email delivery
- **Exercise 4.2:** Compose Personalized Delivery Content
- Reducing Spam score and improving deliverability
- **Exercise 4.3:** Reduce Spam Score
- **Exercise 4.4:** Send a proof of email campaign

5. Executing Campaigns

- Process of sending a delivery
- Creating Reports
- **Exercise 5.1:** Create an email delivery
- **Exercise 5.2:** Submit the delivery content for approval
- **Exercise 5.3:** Approve targeting and confirm delivery
- **Demo 5.1:** Analyze a population to determine the most popular email domains
- **Exercise 5.4:** Execute a recurring birthday campaign
- **Exercise 5.5:** Execute a retargeting campaign

6. Direct Mail, SMS, and Multichannel Deliver

- Overview of Direct Mail Delivery
- Overview of SMS Delivery
- Multichannel Campaigns
- Event-Triggered Campaigns
- **Exercise 6.1:** Create a direct mail delivery
- **Exercise 6.2:** Configure the extraction filename and format the extraction file
- **Exercise 6.3:** Execute the direct mail deliver

7. Course Assessment

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