Adobe Campaign

Design and Orchestrate Marketing Campaigns Using Adobe Campaign Classic

Course description: Design and Orchestrate Marketing Campaigns Using Adobe Campaign Classic is a 3-day instructor-led (in a classroom or virtual) course. This course introduces you to the Campaign Classic User Interface (UI), features, and key concepts of Campaign Classic. Using hands-on exercises, you will learn how to implement marketing activities, send cross-channel campaigns, analyze campaigns, design recurring and retargeting campaigns, and design email content using the Adobe Experience Manager (AEM) content editor/templates.

Prerequisites:
• Getting Started with Adobe Campaign
• Digital Marketing knowledge

Target audience: Day-to-Day Marketers using Adobe Campaign Classic

TOPICS
- Campaign Classic: Features
- Campaign Classic UI
- Campaign Classic: Key concepts
- Create a plan, program, and campaign
- Manage recipient data
- GDPR compliance of Campaign Classic
- Create simple queries
- Create advanced queries
- Communication channels in Campaign Classic
- Create and execute a cross-channel campaign
- Create a recurring birthday campaign
- Create a retargeting campaign
- Create a recurring email delivery with approvals
- Perform A/B testing
- Marketing Cloud integration with Campaign Classic
- Design email content using the AEM content editor/ templates

Objectives

After completing this course, you will be able to:

- Describe the features of Campaign Classic
- Navigate through the Campaign Classic UI
- Explain the key concepts in Campaign Classic
- Create a plan, program, and campaign
- Explain how to manage recipient data in Campaign Classic
- Create and update recipient data
- Create queries in Campaign Classic
- Execute a cross-channel campaign
- Execute a multi-delivery campaign by using control groups
- Execute event-triggered campaigns
- Perform A/B testing
- Explain the Marketing Cloud integration with Campaign Classic
- Design email content using the AEM content editor/templates

Course Materials

- Design and Orchestrate Marketing Campaigns Using Adobe Campaign Classic Student Guide

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