



Adobe Experience Platform

Implement Application Services Powered by Adobe Experience Platform

Course description: Implement Application Services Powered by Adobe Experience Platform is a 2-day instructor-led (classroom or virtual) course, where you will learn about application services built on Experience Platform. You will also learn to manage customer data by using Real-Time Customer Data Platform (RTCDP), create customer journeys by using Journey Orchestration (JO), and analyze customer data by using Customer Journey Analytics (CJA).

Prerequisites:

- Getting Started with Adobe Experience Platform course
- Basic knowledge of data analysis
- Fundamental knowledge of:
 - › Data analysis concept and tools
 - › Postman (Optional)

Target audience: Architects, developers, data scientists, consultants, business and marketing managers, data analysts, and marketers

Objectives

After completing this course, you will be able to:

- Explain the application services built on Experience Platform
- Explain sources and data ingestion in RTCDP
- Describe profiles in RTCDP
- Configure destinations and exchange data
- Create segments in RTCDP
- Apply data usage policies in RTCDP
- Explain segments, data sources, events, and actions in JO
- Create a journey
- Test and publish a journey
- Set up CJA to data sources in Experience Platform
- Configure data views in CJA
- Create and analyze cross-channel visualizations in CJA
- Create calculated metrics in CJA
- Create cross-channel filters in CJA
- Create calculated metrics, date ranges, and filters in CJA
- Create and analyze cross-channel reports and visualizations in CJA

Course Materials

- Implement Application Services Powered by Adobe Experience Platform Student Guide

TOPICS

- Application Services Powered by Experience Platform
- RTCDP
 - › An Overview
 - › RTCDP User Interface
 - › Sources and Data Ingestion
 - › Real-Time Customer Profile
 - › Destinations and Exchange of Data
 - › Segmentation and Audience Activation
 - › Data Governance
- JO
 - › An Overview
 - › Segments, Data Sources, Events, and Actions
 - › Create a Journey
 - › Test and Publish a Journey
- CJA
 - › An Overview
 - › Data Views
 - › Usage of Identity
 - › Cross-channel Visualization
 - › Cross-channel Filters
 - › Calculated Metrics and Dimensions
 - › Cross-channel Reports and Visualization

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