



## Trained by the people that are winning the awards!

Our trainers are running accounts... and they're running them very well!

They're in the platforms daily and have relevant experiences and up-to-date knowledge to share.



### This is Julija.

A martech and data expert helping businesses to design, build and roll out Adobe Campaign automation solutions covering both inbound and outbound user journeys.

## Typical Training Content

Our Adobe Campaign training syllabus has been categorised into relevant sections across the spectrum of campaign orchestration and operation. You are invited to pick the course most beneficial to your operational needs and end-user maturity level. Our tailored training approach using your Adobe Campaign instance and configuration makes us stand out in the industry.

- ▲ Deliver Best-in-Class Campaigns Across All Channels
  - ▲ Navigating the Tool and your Data Model
  - ▲ Building, Testing and Executing Personalised One-to-One Campaigns
  - ▲ Merging Online and Offline Data Sources to Form a Comprehensive View of the Customer
- ▲ Track, Report and Optimise Campaigns
  - ▲ 360-Degree in-Tool View of Each User's Journey
  - ▲ Mastering complex functionality like enrichments and aggregates
  - ▲ Integrating with real-time communication engine, landing page, offer module

Our office is 10-minute walk from **London Bridge and Tower Hill**. All training rooms are very well equipped and comfortable.

We will structure the day around you and your team. Most sessions are a full day from **10am and 4pm** with lots of breaks along the way.

Feel at home in our client kitchen area with as much coffee, tea or squash as you fancy. For all-day sessions, **lunch will be provided** along with ample fruit and biscuit snacks.

