Introduction to IBM Unica Campaign 8.5
9T317G

Delivery Type: Classroom
Duration: 1 day

Overview

This course explores the basics of designing, building, and executing a marketing campaign using Unica Campaign. This course prepares you to configure Unica Campaign's processes for use in campaigns from simple to moderate in complexity, use data structures in campaigns, create offers and apply them to campaigns, and to track responses to campaigns.

(This course is one of five classes in the Unica Campaign 8 learning series. To complete your learning you should also attend the Unica Campaign 8 Administration, the Unica Campaign 8 Architecture and Installation, the Unica Campaign 8 Reports Installation and Administration, and the Campaign Advanced Techniques classes.)

Pre-Requisites

You should have:
- ✓ general knowledge of database marketing

Objectives

- ✓ Navigate the Unica Campaign user interface
- ✓ Apply Unica Campaign features and functions to your marketing tasks
- ✓ Design a campaign, execute it, and access its analytical tools
- ✓ Configure and use several Unica Campaign processes to build a flowchart
- ✓ Use data structures in campaigns
- ✓ Create offers and apply them to campaigns

Target Audience

New users of Unica Campaign, and Unica Partners who will be designing, building, and executing campaigns.