

# IBM Unica Campaign Advanced Techniques

9T321G



**Delivery Type:** Classroom

**Duration:** 4 days

## Overview

This course is for advanced users of Campaign (version 7 or 8). Class participants will learn how to build effective and high performing Campaign flowcharts, learn techniques for designing table catalogs, and use various utilities to become more productive with the product.

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

## Pre-Requisites

Learners should have general knowledge of database marketing.

## Objectives

- ✓ Incorporate user variables, advanced expressions, and triggers in Campaign flowcharts
- ✓ Build flexible and effective table catalogs
- ✓ Understand the response tracking attribution methods of Campaign
- ✓ Understand the way flowchart cells are managed by use of files and temp tables
- ✓ Build high performing flowcharts

## Target Audience

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