



ADOBE TRAINING

Design Orchestrate Marketing Campaigns Using Adobe Campaign Classic

Orchestrate sophisticated marketing campaigns with Adobe Campaign Classic. Learn to target, personalize, and measure success.

DURATION

Flexible

LEVEL

Intermediate

FORMAT

Instructor-Led

- Globally Recognized Certification

- Expert-Led Hands-On Training

- Flexible Scheduling

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COURSE OVERVIEW

This intermediate-level course, "Design Orchestrate Marketing Campaigns Using Adobe Campaign Classic," is meticulously crafted for marketing professionals seeking to master the intricacies of creating, executing, and optimizing sophisticated cross-channel marketing campaigns. You will delve deep into Adobe Campaign Classic, a powerful platform renowned for its ability to deliver personalized customer experiences at scale. The curriculum emphasizes practical application, guiding you through data management, audience segmentation, workflow design, and the critical processes of campaign execution and performance analysis. By the end of this training, you will be proficient in leveraging Adobe Campaign Classic to transform raw data into actionable insights, enabling highly targeted and effective marketing initiatives.

Level	Intermediate
Vendor	Adobe

COURSE CURRICULUM

01 Module 1: Introduction to Adobe Campaign Classic and Data Management

- Overview of Adobe Campaign Classic architecture and core functionalities
- Understanding the Adobe Campaign data model: profiles, services, and subscriptions
- Navigating the user interface and key console elements
- Importing and exporting data for campaign use
- Data hygiene and reconciliation best practices

02 Module 2: Building Targeted Audiences and Segments

- Introduction to query design for target creation
- Utilizing various targeting activities (filters, intersections, exclusions)
- Creating dynamic recipient lists and groups
- Advanced segmentation strategies based on behavioral and demographic data
- Managing recipients and recipient folders

03 Module 3: Designing and Delivering Cross-Channel Campaigns

- Designing email templates with personalization fields and dynamic content
- Configuring delivery parameters and proofing processes
- Integrating SMS and push notifications into campaigns
- Leveraging direct mail and other offline channels
- Best practices for ensuring deliverability and avoiding spam filters

04 Module 4: Campaign Workflows and Orchestration

- Understanding workflow activities: start, end, segmentation, email, wait, split, update data
- Building multi-stage, automated marketing workflows
- Implementing conditional branching and A/B testing within workflows
- Scheduling and automating recurring campaigns
- Managing workflow errors and notifications

05 Module 5: Advanced Personalization and Customer Journey Mapping

- Implementing advanced personalization techniques using expression editor and data attributes
- Designing personalized customer journeys based on real-time interactions
- Utilizing offers management for targeted promotions
- Understanding interaction management for contextual messaging

- Brief overview of integrating with other Adobe Experience Cloud solutions

06 Module 6: Campaign Execution, Monitoring, and Reporting

- Finalizing and launching campaigns
- Monitoring campaign progress and performance in real-time
- Accessing standard campaign reports and key metrics (open rates, click-throughs, conversions)
- Creating custom reports and dashboards for deeper insights
- Analyzing campaign effectiveness and identifying areas for optimization

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Digital Campaign Manager**
- > **Marketing Operations Specialist (Adobe Campaign Focus)**
- > **CRM Marketing Analyst**

FREQUENTLY ASKED QUESTIONS

Q: What foundational marketing knowledge or technical skills are recommended to excel in this Adobe Campaign Classic course?

This intermediate course assumes you have a foundational understanding of digital marketing principles, including email marketing, segmentation concepts, and basic data analysis. Prior experience with relational databases or CRM systems would be beneficial but is not strictly required, as the course will cover Adobe Campaign Classic's data model in detail. Familiarity with HTML/CSS for email template customization is a plus, though not mandatory for core campaign orchestration.

Q: How will mastering Adobe Campaign Classic through this course enhance my ability to design complex, multi-channel customer journeys?

Upon completion of this course, you will possess the skills to architect sophisticated, automated customer journeys that span multiple touchpoints. You'll learn to use Adobe Campaign Classic's workflow engine to segment audiences dynamically, trigger personalized messages across email, SMS, and other channels based on real-time behavior, and design A/B tests within your journeys. This expertise enables you to create truly engaging and conversion-optimized customer experiences.

Q: Beyond campaign execution, what specific skills will I gain for analyzing campaign performance and demonstrating ROI using Adobe Campaign Classic?

This course goes beyond mere execution by equipping you with robust analytical capabilities. You will learn to navigate Adobe Campaign Classic's reporting interface, generate standard performance reports (e.g., delivery rates, open rates, click-through rates), and create custom dashboards to track specific KPIs. Crucially, you'll gain skills in interpreting campaign data, identifying key insights, and making data-driven recommendations to optimize future campaigns and clearly demonstrate marketing ROI to stakeholders.

ABOUT COMPUTER PRIDE

**East Africa's Premier IT Training Center**

With over 15 years of excellence, Computer Pride delivers globally recognized certification programs from leading technology vendors. Located on Kenyatta Avenue in Nairobi's CBD, our state-of-the-art facilities and expert instructors have empowered thousands of professionals across East Africa.

15+

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