



ADOBE TRAINING

Develop And Customize Data Models In Adobe Campaign Classic

Master data model development and customization within Adobe Campaign Classic. Optimize your marketing campaigns with advanced data strategies.

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, "Develop And Customize Data Models In Adobe Campaign Classic," is meticulously designed for marketing professionals, developers, and data architects who aim to unlock the full potential of Adobe Campaign Classic (ACC). You will dive deep into the architecture of ACC's data models, understanding how they underpin personalized marketing efforts and customer segmentation. The course provides a comprehensive guide to manipulating and extending the core data schemas, enabling you to tailor the platform precisely to your organization's unique customer data requirements and campaign strategies. By mastering these foundational concepts, you'll be equipped to handle complex data scenarios and drive highly targeted marketing initiatives.

Participants will gain hands-on experience in defining new tables, creating sophisticated links between existing and custom data sets, and optimizing data structures for performance and scalability. This includes a strong focus on utilizing XML schema definitions and understanding underlying database interactions to ensure data integrity and efficient campaign execution. The professional benefits of this course are significant, leading to improved marketing agility, enhanced data governance, and the ability to implement more intricate and effective customer journeys within Adobe Campaign Classic.

Upon completion, you will not only be proficient in customizing data models but also adept at troubleshooting common data-related issues, empowering you to become a key asset in any team leveraging Adobe Campaign Classic for advanced marketing automation. This expertise translates directly into more impactful campaigns, better customer experiences, and a stronger return on investment from your marketing technology stack.

Level	Intermediate
Vendor	Adobe

COURSE CURRICULUM

01 Module 1: Foundations of Data Models in Adobe Campaign Classic

- Introduction to Adobe Campaign Classic Data Architecture
- Understanding the Core Data Model (NMS schema)
- Key Tables and Their Relationships (Profiles, Deliveries, Subscriptions)
- Exploring the Data Explorer and Data Schema Interface
- Introduction to XML Schema Definition in ACC

02 Module 2: Extending and Customizing the Data Schema

- Principles of Schema Extension: When and Why to Customize
- Defining New Fields and Attributes within Existing Schemas
- Creating Custom Tables and Linking them to Core Schemas
- Understanding and Applying Referencing and Foreign Keys
- Utilizing XML Syntax for Schema Definitions (Attributes, Elements, Types)

03 Module 3: Advanced Data Model Development Techniques

- Implementing Advanced Link Types (1-1, 1-N, N-N)
- Managing Enumerations and Look-Up Tables
- Best Practices for Indexing Custom Data Fields
- Working with Collections and External Schemas
- Schema Versioning and Deployment Considerations

04 Module 4: Interacting with Custom Data Models

- Populating Custom Data: Import Workflows and ETL Processes
- Querying Custom Data: Leveraging Query Activities and Workflows
- Integrating Custom Data into Targeting and Segmentation
- Designing Custom Forms and Web Applications for Data Capture
- Reporting and Analytics on Extended Data Models

05 Module 5: Data Model Governance and Optimization

- Performance Considerations for Custom Data Models
- Ensuring Data Integrity and Validation Rules
- Security Implications of Data Model Customization
- Troubleshooting Common Data Model Issues
- Documentation and Maintenance of Custom Schemas

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Adobe Campaign Developer/Architect**
- > **Marketing Operations Manager (with ACC Data Specialization)**
- > **CRM Data Integration Specialist**

FREQUENTLY ASKED QUESTIONS

Q: What are the prerequisites for effectively taking the 'Develop And Customize Data Models In Adobe Campaign Classic' course?

To get the most out of this course, participants should have a foundational understanding of Adobe Campaign Classic's interface and basic campaign creation. Prior experience with relational database concepts (like tables, fields, and relationships) and a basic grasp of XML syntax will be highly beneficial, though not strictly required, as key concepts will be reviewed. Familiarity with marketing automation principles is also advantageous.

Q: How will mastering data model customization in Adobe Campaign Classic enhance my ability to design highly targeted and personalized marketing campaigns?

By mastering data model customization, you will gain the ability to capture, store, and leverage virtually any piece of customer information relevant to your marketing objectives. This directly translates into more granular segmentation, allowing you to create highly specific target audiences. You'll be able to personalize content and offers based on unique data points, orchestrate more complex multi-channel journeys, and ultimately deliver more relevant and impactful marketing communications, significantly boosting campaign effectiveness and customer engagement.

Q: Can the skills learned in this course be applied to integrate and manage external CRM or ERP data within Adobe Campaign Classic?

Absolutely. A core benefit of this course is learning how to extend Adobe Campaign Classic's data model to accommodate external data sources. You will learn the techniques required to define new schemas, create custom links, and structure ACC to house and utilize data from CRMs, ERPs, or other third-party systems. This knowledge is crucial for building robust data synchronization workflows and ensuring a unified view of the customer across your enterprise marketing stack.

ABOUT COMPUTER PRIDE



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15+

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Take the next step in your technology career.

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