



ADOBE TRAINING

Manage Data And Workflows In Adobe Campaign Classic

Master data management and workflow automation in Adobe Campaign Classic. Optimize your marketing campaigns for better results.

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, "Manage Data And Workflows In Adobe Campaign Classic," is meticulously designed for marketing professionals and technical users looking to master the robust data management and workflow automation capabilities within Adobe Campaign Classic. Participants will delve deep into understanding the core architecture of ACC, learning how to effectively import, export, segment, and enrich customer data to build highly personalized and targeted marketing campaigns. The course emphasizes practical skills, enabling you to confidently navigate ACC's complex data model and leverage its powerful workflow engine for orchestrating sophisticated marketing programs.

Upon completion, you will possess the expertise to design, deploy, and monitor automated customer journeys, from initial data ingestion to final campaign execution and reporting. You will gain proficiency in creating dynamic audiences, managing recipient data, and automating multi-channel campaign flows, directly translating into enhanced operational efficiency and superior campaign performance. This certification empowers you to transform raw data into actionable insights, driving better engagement and return on investment for your organization's marketing initiatives.

Level	Intermediate
Vendor	Adobe

COURSE CURRICULUM

01 Module 1: Introduction to Adobe Campaign Classic Data Model

- Overview of Adobe Campaign Classic architecture
- Understanding the ACC data model and schemas
- Exploring out-of-the-box tables and custom tables
- Data schema extensions and best practices
- Relational data management within ACC

02 Module 2: Data Import, Export, and Enrichment

- Methods for importing data: flat files, ETL, direct database connections
- Configuring data loading workflows
- Data transformation and cleansing techniques
- Exporting data for reporting and external systems
- Data enrichment strategies using external sources

03 Module 3: Segmentation and Targeting with Data

- Building query activities for list management
- Creating advanced recipient filters and targeting rules
- Dynamic segmentation based on behavioral and transactional data
- Managing audiences and exclusion lists
- Understanding data reconciliation and deduplication

04 Module 4: Workflow Automation Fundamentals

- Introduction to Adobe Campaign Classic workflows
- Understanding workflow activities: start, end, forks, waits
- Designing basic automated marketing processes
- Scheduling and monitoring workflows
- Error handling and troubleshooting basic workflows

Module 5: Advanced Workflow Design and Orchestration

- 05**
- Implementing complex multi-channel customer journeys
 - Conditional branching and decision activities in workflows
 - Integration of external data and systems within workflows
 - Using JavaScript within workflows for advanced logic
 - Optimizing workflow performance and scalability

06 Module 6: Workflow Monitoring, Reporting, and Best Practices

- Monitoring active workflows and campaign progress
- Generating reports on workflow performance and data quality
- Identifying and resolving common workflow issues
- Best practices for efficient data management and workflow design
- Security considerations for data and workflows in ACC

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Adobe Campaign Classic Administrator**
- > **Marketing Automation Specialist**
- > **CRM Database Manager with ACC Expertise**

FREQUENTLY ASKED QUESTIONS

Q: What specific data manipulation and segmentation techniques will I master to enhance personalization in my campaigns?

This course will equip you with advanced skills in creating intricate query activities, utilizing relational data for deeper insights, and applying dynamic segmentation rules based on customer behavior and attributes. You will learn to build highly granular target audiences, perform data reconciliation, and implement custom data schemas to ensure your personalization efforts are precise and impactful, moving beyond basic demographic segmentation.

Q: How will this course enable me to automate complex multi-channel customer journeys, not just simple email sends?

You will gain expertise in designing sophisticated workflows that incorporate conditional logic, decision activities, and integration points for various channels beyond email, such as SMS, push notifications, and direct mail. The curriculum covers orchestration of multi-step, time-sensitive journeys, including wait activities, external API calls, and A/B testing within automated workflows, allowing you to build truly adaptive and engaging customer experiences.

Q: What are the recommended prerequisites for this course, particularly regarding existing knowledge of SQL, JavaScript, or general database concepts?

While not strictly mandatory, a foundational understanding of relational database concepts, basic SQL querying, and fundamental JavaScript syntax will significantly enhance your learning experience. The course dives into schema extensions, query building, and custom workflow logic which benefit greatly from this prior knowledge, enabling you to fully leverage the advanced data and workflow management capabilities of Adobe Campaign Classic.

ABOUT COMPUTER PRIDE



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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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Take the next step in your technology career.

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