IBM Unica Campaign Advanced Techniques

Varighed: 3 Days       Kursus Kode: 9T335G

Beskrivelse:
This course is for advanced users of IBM Unica Campaign. You 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 IBM Unica Campaign learning series. To complete your learning you should also attend the Introduction to IBM Unica Campaign, the IBM Unica Campaign Administration, the IBM Unica Campaign Architecture and Installation, and the IBM Unica Campaign Reports Installation and Administration classes.

Målgruppe:
This intermediate course is for Advanced users of IBM Unica Campaign.

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

Forudsætninger:
You should complete:
- Introduction to IBM Unica Campaign
  For IBM Unica Partners:
  - This course is part 5 of 5 in the IBM Unica learning series. Partners should attend all five parts:
    - Part 1: Introduction to IBM Unica Campaign
    - Part 2: IBM Unica Campaign Administration
    - Part 3: IBM Unica Campaign Architecture and Installation
    - Part 4: IBM Unica Reports Installation and Administration
    - Part 5: IBM Unica Campaign Advanced Techniques
Indhold:

Course Overview and Campaign Basics
- Introduction and Logistics

Flowchart Techniques
- User Variables and Advanced Expressions

Performance Techniques and Best Practices
- Flowchart Files and Cell Storage

Overview of Course
- Campaign and Flowchart basics
- Custom Macros and Raw SQL
- Derived Fields and Triggers
- Extract Process and Global Suppressions
- Creating and Managing Table Catalogs
- Unica Session Utility
- System Tables and Audience Levels
- Configuring and Mapping and Action Table
- Attribution Responses
- Using the Extract Process to View Response Data
- Best Practices
- Reading and Leveraging Log Files
- In-DB Processing and Flowchart Optimization
- Flowchart design for Performance
- Table Mapping for Performance
- Maintenance and Housekeeping

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Flere Informationen:
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