

# Multichannel Campaign Management Bootcamp

## Agenda

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**Duration:** 5 days

**Times:** 8:30 AM to 5:00 PM

## Who Should Attend?

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You should attend the Partner Multichannel Campaign Management Bootcamp if you are a consultant who wants to achieve certification for the Aprimo Multichannel Campaign Management products. Specifically, participants should be those project team members that make design recommendations and configure the products based on customer requirements. This intensive class provides detailed instructions with hands-on activities, nightly reading, and practice assignments.

## What You Will Learn?

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This course provides an interactive introduction to the following Aprimo 8.5 products:

- CM Administration
- Data Source Management
- Offer Manager
- Segmentation
- Dialogue Manager
- Microsites
- Lead Manager and Lead Portal

## How Will You Spend Your Days?

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### Day 1

8:30 a.m. – 12:30 p.m.

1:30 p.m. – 2:30 p.m.

2:30 p.m. – 5:00 p.m.

### Day 2

8:30 a.m. – 9:00 a.m.

9:00 a.m. – 11:30 a.m.

11:30 a.m. – 12:30 p.m.

1:30 p.m. – 2:30 p.m.

2:30 p.m. – 5:00 p.m.

### Day 3

8:30 a.m. – 9:00 a.m.

9:00 a.m. – 10:30 a.m.

10:30 a.m. – 12:00

1:30 p.m. – 2:00 p.m.

2:00 p.m. – 5:00 p.m.

### Aprimo Tools and Data Source Management

Navigation and Introduction to Importing using Data Source Management

Aprimo Tools

Case Study – Tools and Data Source Management

### Campaign Management and Offer Manager

Review

Campaign Management: Universes

Offer Manager

Segmentations

Case Study – Campaign Management

### Dialogue Manager

Review

Creating Microsites and Building E-Mail Messages

Building E-Mail Campaigns

Designing Interactions

Case Study – Dialogue Manager

**Day 4**

8:30 a.m. – 9:00 a.m.  
9:00 a.m. – 11:00 a.m.  
11:00 a.m. – 12:00 p.m.  
1:00 p.m. – 5:00 p.m.

**Day 5**

8:30 a.m. – 10:00 a.m.  
10:00 a.m. – 11:00 a.m.  
11:00 a.m. – 2:00 p.m.  
2:00 p.m. – 4:00 p.m.  
4:00 p.m.

**Lead Manager**

Review  
Configuring Lead Manager  
Configuring the Lead Portal  
Case Study – Lead Manager

**Case Study Work and Practice Exams**

Review  
Practice Exam  
Finalize Case Study Solutions  
Present Case Study Solutions  
Depart

## Registration Process

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To register for this class, please access <http://www.aprimo.com/education> for the registration form. Upon receiving your registration, your spot for class is reserved.

Aprimo University reserves the right to cancel classes that are under-registered. All registrations must be received two weeks prior to the scheduled course.

## Certification Process

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Your instructor will provide a study guide and instructions for preparing and taking the online certification exam. On the last day of training, you must attempt the practice exam. It is recommended that you take the actual exam the last day of the course. You may take the actual exam up to 7 days after attending the training.

You may take the practice exam only once. You may, however, take the actual exam up to three times with a 10 day waiting period between exams. To become certified, you must achieve a score of 70% or higher.