

Aprimo Enterprise MPM Enablement Training

Agenda

Duration: 3 days

Times: 8:30 AM to 4:30 PM*

**Course duration may be adjusted based on the products licensed by attendees.*

Who Should Attend?

You should attend this course if you are responsible for report design or data retrieval and analysis using Aprimo's Marketing Performance Management (MPM) product.

This training is intended for new customers or customers who are implementing new Aprimo 8.5 products.

What You Will Learn?

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

- Aprimo Reports
- Public Folders
- Distribution Maintenance
- Distribution Lists

How Do You Register?

To register, visit aprimo.com to access the registration form. Your spot is reserved once Aprimo receives your registration. All registrations must be received two weeks prior to the scheduled course.

How Will You Spend Your Days?

Day 1

8:30 a.m. - 9:30 a.m.

9:30 a.m. - 10:00 a.m.

10:00 a.m. - 11:00 a.m.

11:00 a.m. - 12:00 p.m.

1:00 p.m. - 3:00 p.m.

3:00 p.m. - 4:30 p.m.

Introduction and Overview of Marketing Performance Management

Introductions, Class Goals, and Expectations

Distinguishing between Dimensions and Measures and the Aggregate Assumption

Explaining the Grain Concept

Navigating the Object Tree

MPM Overview and Types of Reports

Introduction to Objects, Categories, Relationships and Aprimo Database Organization

Day 2

8:30 a.m. - 9:00 a.m.

9:00 a.m. - 10:00 a.m.

10:00 a.m. - 12:00 p.m.

1:00 p.m. - 2:00 p.m.

2:00 p.m. - 4:30 p.m.

Aprimo Reports

Review

Building Aprimo Reports: List reports

Building Aprimo Reports: Summary Reports, Charts, Criteria

Building Aprimo Reports: Cross-tab Reports

Afternoon Workshop

Day 3

8:30 a.m. - 9:00 a.m.

9:00 a.m. - 10:00 a.m.

10:00 a.m. - 11:00 a.m.

11:00 a.m. - 12:00 p.m.

1:00 p.m. - 2:30 p.m.

2:30 p.m. - 4:30 p.m.

Report Administration Basics

Review

Configuring Marketing Dashboards and the Reports Portal

Creating report distributions

Administering Reports: system parameters, report folders, security

Employing Reporting Strategies for building reports

Employing Reporting Strategies: scoping future reports, gathering requirements

Aprimo University reserves the right to cancel any class that does not meet the minimum enrollment size.