

Oracle Infinity: Report Analysis

Duration: 3.5 Hours

Live Virtual Class (LVC) & OnDemand

Version: Release CA

Course Overview

In this course, you will deepen your understanding of the utilization of big data analysis. You will see how Oracle Infinity gives you the tools you need to build your Key Performance Indicators. You also review best practices around Campaign, Engagement, and Acquisition analysis to help get your marketing game to the next level.

Objectives

- Understand the 4 Rs of Marketing
- Build Key Performance Indicators (KPIs)
- Understand Online Analysis
- Utilize Acquisition Analysis best practices
- Incorporate Campaign, Engagement, and Conversion Analysis best practices



Oracle Marketing Cloud Overview:

If you use Oracle Eloqua, Oracle Responsys, Oracle Bluekai, Oracle Content Marketing, Oracle Maxymiser, or Oracle Infinity, we can deliver the Oracle-approved training you need to successfully support your marketing automation investment. Contact our Help Desk any time and browse the Frequently Asked Questions for quick answers to common issues.