

Duration: 15 Hours

Live Virtual Class (LVC) &amp; OnDemand

Version: Release 17.6

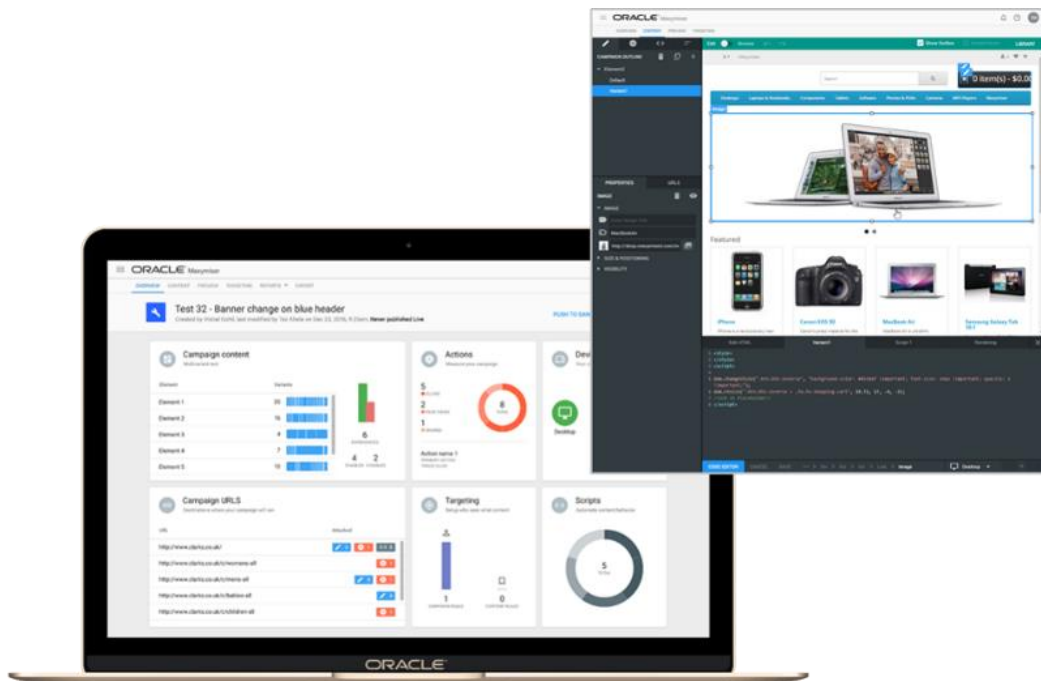
## Course Overview

This course covers the principles and methods of campaign design and configuring test campaigns in the Maxymiser UI while interpreting and filtering reports.

This course is for business and technical professionals looking to create, maintain, and measure the impact of A/B and MVT campaigns using the Maxymiser UI. It also provides training for those experienced in HTML, CSS, and JavaScript who wish to deploy and maintain website optimization tests using the Maxymiser platform.

## Objectives

- Understand how Maxymiser interacts with your website
- Configure A/B and MVT campaigns visually and with API
- Create actions including JavaScript-triggered actions
- Create qualification rule and segmentation logic for tests
- Conduct QA and Publish campaigns
- Interpret standard reports



### 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.