

Oracle Marketing Cloud Academy

Course Overview

This 3-hour instructor-led training (ILT) course covers reporting basics for everyday Eloqua users. This course covers two features available under the umbrella of Oracle Eloqua Analytics. First, Oracle Eloqua Dashboards, which provides visually engaging dashboards to help marketers gain quick insights into email and campaign performance. Second, this course will walk users through the navigation of Oracle Eloqua Insight, powered by Oracle Business Intelligence. Students will learn what functions are available to the Reporter user type, and how to work with the out of box Oracle Eloqua reports available in the Report Catalog.

Objectives

- Be able to navigate and interpret Eloqua Dashboards and Oracle Eloqua Insight (OBI)
- Be able to understand the organization of the Browse Catalog
- Be able to prompt and run reports
- Be able to exclude/include columns and sort data
- Be able to move manage favorites folder
- Be able to export and print reports



B2B

B2C

OCM

DMP

OTO