ORACLE University | RPM: Introduction

Duration: 1 Hour | *Live Virtual Class (LVC) & OnDemand* | **Version**: NA

Course Overview

This training provides an introduction to Revenue Performance Management (RPM) and gives an overview of the benefits of marketing automation and the measurement it allows. RPM is an empowering strategy that enables individuals and businesses to realize increased revenue and growth. This course lays the foundation of how RPM applies to different roles across a marketing organization.

Objectives

- Explore Revenue Performance Management
- List benefits of RPM and marketing automation
- Explain data management, nurturing, and lead scoring
- Apply RPM to marketing automation big ideas
- Identify the five Revenue Performance Indicators (RPIs)

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.

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