

Duration: 1 Hour

OnDemand

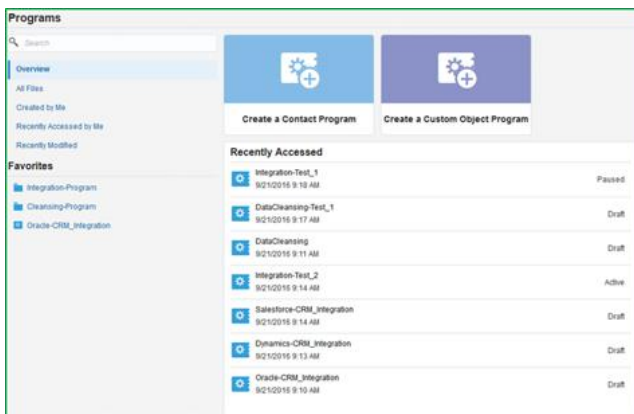
Version: Release 18B

Course Overview

This course is an introduction to the Program Canvas. The Program Canvas is a drag and drop workspace in Eloqua that allows users to create workflows related to data management. The tasks that can be automated include data cleansing, CRM integration, and label assignment.

Objectives

- Define the program canvas and list its components
- Identify program types
- List options to create and organize programs
- Understand methods to create, configure, and manage workflows on the Program Canvas



Created and Organized using the Programs page



Created, Configured, and Managed using Program Canvas

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.