

Marketing Cloud Education

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

B2B

B2C

OCM

DMP

OTO

MM

