

Oracle - Oracle Responsys Learning Subscription Digital Classes

Code: RYS-DC
URL: [View Online](#)

The Oracle Responsys Learning Subscription is a complete online education solution for marketing professionals, implementers and administrators seeking training on Oracle Responsys. The training in this learning subscription prepares marketers to use Responsys to orchestrate personalized B2C cross-channel marketing engagements. It covers fundamental through advanced concepts. You can also access a series of courses that teach modern marketing best practices and strategies, and how to apply them using Oracle Marketing Cloud platforms. Get Oracle Certified or Accredited This learning subscription includes an Oracle certification exam and an accreditation program exam at no extra cost. Pass an exam to earn an industry recognized credential: Oracle Responsys Marketing Platform Cloud Service Certified Implementation Specialist or B2C Master (Oracle Responsys). Your Learning Subscription Includes:

- 24/7 Access for 12 months
- Learning paths
- Live Virtual Courses(LVC + Digital subscription only)
- Online courses
- Hands-On labs(LVC + Digital subscription only)
- Access to instructors
- Certification and accreditation exams
- Continuously updated training content for each product release

Skills Gained

- Get started using Responsys
- Navigate the application and understand how to use the different functional areas of the Oracle Responsys platform
- Import and export data within the Responsys platform
- Create, test and launch Responsys campaigns; upload and manage cross-channel campaign assets
- Leverage segmentation best practices to target audiences based on profile and behavioral attributes and use recency attributes for more effective targeting
- Recognize the different kinds of campaign assets, and import creative content into the Responsys Content Library to create personalized email marketing campaigns
- Create and launch an email campaign, including the steps required to track clicked links and set up external link tracking
- Understand the components required to make content dynamic and how to assemble them to launch an email campaign that uses dynamic content
- Use Program Designer to design, build, and launch automated marketing programs that are orchestrated using various digital marketing channels
- Create dialogue-driven marketing campaign paths based on the unique lifecycle of a customer

- Create reports, analyze data, filter and search data reports, store and reuse the results, and schedule the email delivery of the reports
- Perform mobile app marketing using Oracle Responsys' Push and In-App functionality to engage with customers through the Mobile App channel
- Leverage various aspects of the Mobile App channel, including app channel data, Responsys SDK and mobile app integration, Push campaign design and launch, cross-channel program development, and reporting and analytics
- Create and activate SMS Campaigns using Oracle Responsys
- Use different SMS campaign templates in Responsys to build your campaigns
- Understand keyword management, link tracking and conversion tracking
- Analyze SMS Campaigns using Responsys Reports
- Implement Responsys Content Collaboration
- Understand how distributed marketing teams can collaborate on marketing campaigns using the Content Collaboration portal
- Create collaborative regions in creatives that limit the areas a marketer can edit
- Customize the collaboration process to control the exact workflow
- Leverage permission strategies that can mirror any type of marketing team hierarchy
- Locate campaign templates that have been designed to be updated and launched whenever the need arises
- Leverage best practices to segment your list and measure the impact engagement has on your deliverability
- Enhance your knowledge around proper permission practices
- Leverage strategies behind increasing engagement

Course Details

Features

This Oracle Learning Subscription includes new features that enhance your training experience:

- **Skill-Based Learning:** attain the skills you need to competently perform your job with complete sets of digital training videos delivered by Oracle experts
- **24/7 Access:** continuously learn as your training needs evolve
- **Learning Paths:** follow a recommended order of training to build specific skill sets that interest you
- **'Use Case' and Best Practice Driven:** learn through real world examples with practical applications
- **Hands-On Labs:** practice with hands-on labs on live product environments
- **Stay Current:** access training that is updated with each Oracle Responsys release so you can stay up-to-date on key enhancements
- **Easy-to-Use Interface with Intuitive Filtering:** quickly find what interests you through a simple taxonomy of learning paths, courses and modules that can be sorted with powerful filtering
- **Access to Instructors:** get your questions answered from top instructors
- **Reporting:** track your learning progress and achievements through your dashboard

