

Oracle - Oracle Maxymiser Learning Subscription Digital Courses

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

The Oracle Maxymiser Learning Subscription is a complete online education solution for business users and administrators seeking training on Oracle Maxymiser. The training in this learning subscription enables businesses to implement digital optimization strategies by placing leading capabilities inside marketing and technical operations. Learn how to create, maintain and measure the impact of A/B and multivariate testing (MVT) campaigns using Visual Campaign Builder (VCB) and the Maxymiser UI. Professionals who are experienced in JavaScript, HTML and CSS can also learn to deploy and maintain website optimization tests using the Maxymiser platform. Become an Accredited Oracle Infinity Master This learning subscription also includes an accreditation program exam at no extra cost, enabling you to achieve the title of OTO Master (Oracle Maxymiser). 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

- Understand the core concepts of optimization and testing, the need for testing, and how Oracle Maxymiser powers testing
- Gain foundational knowledge of the key terms, methods, and approaches commonly used for optimization testing with Oracle Maxymiser
- Learn the principles and methods of campaign design and configuring test campaigns
- Translate business needs and questions into testable hypotheses
- Understand how Maxymiser interacts with your website
- Navigate key areas of the Maxymiser Administrator UI
- Create, maintain, and measure the impact of A/B and MVT campaigns
- Create actions, including JavaScript-triggered actions
- Create qualification rule and segmentation logic for tests
- Conduct QA on campaigns
- Publish campaigns
- Interpret standard reports and use report filtering to gain customer insight

Who Can Benefit

- Business Users
- Administrators

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 Maxymiser 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
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