

Oracle - Oracle BlueKai Learning Subscription

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

The Oracle BlueKai Learning Subscription is a complete, all-digital solution for business users, administrators and implementers seeking comprehensive training on Oracle BlueKai. This learning subscription offers 24/7 on-demand access to video courses taught by top Oracle experts. The training in this learning subscription will show you how to use Oracle BlueKai to implement right-time marketing by centralizing customer data from multiple sources under one platform. Understand how Oracle BlueKai collects and classifies customer generated data from various sources. Leverage Oracle BlueKai to create and run effective digital marketing campaigns that target specific audiences. Learn how to use the available analytics tools to optimize current and future audiences and campaigns. You can also take 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 also includes two exams at no extra cost. Pass an exam to earn an industry recognized credential: Oracle Data Management Platform Cloud Certified Implementation Specialist or DMP Master (Oracle BlueKai). Your Learning Subscription Includes:

- 24/7 Access for 12 months
- Learning paths
- Online courses
- Access to instructors
- Certification and accreditation exams
- Continuously updated training content for each product release

Skills Gained

- Understand the fundamentals of Oracle BlueKai, including scoping and categorization of data, methods for data ingest, and strategies for audience management, analytics, and activation
- Develop an understanding of how Oracle BlueKai collects and classifies customer generated data by centralizing customer data from multiple sources to help you implement right-time marketing
- Create, manage, and activate audience segments for use in targeted marketing campaigns
- Learn about the different methods Oracle BlueKai clients can utilize to ingest data from their online, mobile, and offline resources
- Create and run effective digital marketing campaigns that target specific audiences via a variety of App Partners
- Create multiple types of marketing campaigns, including media targeting, DCO, site optimization, search, social, and email campaigns
- Learn about the various data delivery methods offered by Oracle BlueKai to activate audience data
- Generate reports used to analyze audience, media, and site data to optimize audience targeting and campaign performance
- Generate and interpret various pre-campaign and post-campaign reports to optimize audience reach and campaign performance
- Save an analytics report as a Favorite report for future review and analysis
- Automate report generation and sharing process with advanced email settings

- Use the Self-Classification tools to control first-party data ingest and organization in the Self-Classification taxonomy
- Understand the stages, goals, scope and timeline of implementation and gain awareness of tasks that require Oracle support.
- Implement and manage instances of Oracle BlueKai
- Develop a deeper understanding of the more technical features and components of data ingest and activation and explore the various APIs supported

Who Can Benefit

- Business Users
- Administrators
- Implementers

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
- Stay Current: access training that is updated with each Oracle BlueKai 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

Exams Included with this Subscription

Gain professional recognition for your expertise with an Oracle industry-recognized accreditation or certification. This learning subscription includes one attempt to take the following Oracle exams, at no additional charge, during the subscription period. Pass the exam and earn your accreditation or Oracle certification.

- Oracle Data Management Platform Cloud 2017 Implementation Essentials
- DMP Master (Oracle BlueKai) Exam