



## TRAINING COURSE: CAMPAIGN COMMANDER ADVANCED TRAINING

### COURSE SYLLABUS

This course aims to extend users knowledge of Campaign Commander™ so as to be able to use the full potential of its functionality

Forming part of the Emailvision Academy Campaign Commander™ curriculum, this course is designed as a follow on from the Basic Training, and as a prelude to the Tactical Marketing courses.

The course will take you over the advanced features that are open to users who have worked with Campaign Commander™ and want to be comfortable working to improve and enhance campaign management.

### TARGET AUDIENCE

Campaign Commander™ users who would like to become 'power users'.

### PRE REQUISITES

Campaign Commander™ Basic Training course must have been attended.

### LENGTH OF COURSE

This course is given over half a day.

## TOPICS

1. Advanced Personalisation
2. Reporting
  - Segment Report
  - ISP Report
  - Custom Report
  - Agregate Report
3. Organiser
4. Testing
  - Split run testing
  - Multi-variant testing
5. Reflex Campaigns
  - What is a trigger event?
  - Using lifecycle campaigns
  - Automated trigger base messages
6. Deliverability Tool
  - Generating a report
  - Inbox preview
  - Message preview
7. Webforms
8. Banner Management
9. Share with my social network
10. RSS fields
11. External content
12. SMS
13. Workshops
14. Q & A Session

Contact us or book your session online



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