

## 9U05G

### IBM Campaign 9.x Administration

Durata: 2 gg

#### Descrizione

This course presents a comprehensive view of IBM Campaign's administrative and management tasks, including topics on IBM Campaign architecture, security, configuration, performance, and reports.

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Objectives: •Describe the functional architecture of the IBM Marketing Platform and IBM Campaign

- Configure components of the IBM Marketing Platform, including dashboards, and the Scheduler
- Manage security for users and objects
- Use a variety of techniques to monitor and improve the performance of an IBM Campaign installation
- Configure IBM Campaign for data source access, set up audience levels, and create custom attributes
- Define and describe the reporting architecture and supporting data structures, and be able to identify points of customization

#### A chi è rivolto?

This intermediate course is for marketing administrators who are responsible for management and administration of marketing campaigns.

#### Prerequisiti

You should complete:

- Building Campaigns (9U010) or equivalent

#### Contenuti

IBM Campaign Architecture

- How Campaign Works
- IBM EMM Marketing Suite Architecture
- IBM EMM Suite - Marketing View
- Security Architecture
- Storage Architecture

IBM Marketing Platform Configuration

- The IBM EMM Marketing Platform and its Functional Components
- Centralized Configuration
- Platform Configuration Properties
- IBM Scheduler
- Dashboards

- Rebranding and User Interface Customization
- Security
- Security Overview
- Security Roles
- Users and Groups
- Global Security Policy'
- Permissions
- Resolving Security Permissions
- Database Security and Flowchart Access
- Integration with Access Control Systems

#### IBM Campaign - Specific Configuration

- Audience Levels
- Customer Database Data Source
- User Tables and Table Mapping
- Contact and Response History Tables for Additional Audiences
- Campaign Custom Attributes
- Custom Offer Attributes
- Offer Templates
- Campaign Response Types

#### Performance

- How Campaign Works - A Closer Look
- Temp Tables
- Logs
- Flowchart Design for Performance
- Additional Performance Configuration Parameters
- Database Loader
- In-Database Optimization
- Server Administration and Operational Monitoring

#### IBM Campaign Reports

- Introduction to Campaign Reports
- The Reporting Environment
- The Reporting Model and Package
- Customizing Reports