Oracle Responsys: Implementation Bootcamp Ed 1

Oracle Marketing

DURATION	MODULES	COURSE CODE
4 Days	**20 Lectures**	**—**

Course Overview

The content is intended to take you from the point of sale through to implementation completion and is targeted at a technical, implementation audience.

What You Will Learn

Module 1: Oracle Responsys Implementation Bootcamp – Course Overview

- B2C Implementation Overview
- Account Setup & Implementation Management
- Live Virtual Classes (LVC) and OnDemand Labs
- Agenda and Course Catalog
- Responsys Certification
- Objectives
- Onboarding Process and Timeline
- Planning, Execution, and Rollout Phases
- Summary

Module 2: Customer Account Setup and Access

- Customer Account Setup Overview
- Client Information
- General Account Settings
- SSL Contact Information (Self-Service)
- Account Settings Documentation
- Oracle Cloud My Services
- Activating a New Responsys Subscription
- Creating and Activating Service Instances
- Welcome Email and Getting Started
- Logging In and Navigation
- Responsys UI Overview (Home, Menus, Objects)

Module 3: Responsys Navigation, Objects, and Best Practices

- Data Objects vs. Campaign Objects
- Object Relationship Navigator
- Search Objects
- Multiple Tabs and Browser Windows
- Audience Designer vs. Filter Designer
- Archiving Best Practices
- Responsys Online Help and Resources
- Insiders Community and Support

Module 4: Branding and SSL Requirements

- Branding Communication Options
- Domains and Subdomains
- Branded Domains and Impacts
- Reply-To and From Addresses
- Response Handler URL
- Domain Delegation (NS Records)
- Brand Management and Multi-Brand Setup
- SMS Branding and Short URLs
- SSL Certificates and Validation Types
- SSL Implementation Steps and Recommendations
- Summary & Resources

Module 5: Responsys Data Sources and Data Model

- Data Source Fundamentals
- Responsys Data Integrations Overview
- Profile Lists (Master Customer List)
- System Fields and Custom Fields
- Permission and Deliverability Status Fields
- Profile List Best Practices
- Profile Extension Tables (PETs)
- Supplemental Tables
- Primary Keys and DEKs
- Sample Retail Data Model
- Data Model Strategies

Module 6: Data Management, Privacy, and Governance

- Data Types and Indexing
- Data Manipulation Functions
- GDPR Delete and Redaction
- Data Aliasing
- Data Sources for Targeting
- Data Discovery Phase

- Viewing Load History

Module 7: Targeting, Filters, and Audience Design

- Filtering Data Sources
- Filter Types (Profile, Email, SMS, Web, Display)
- Designing Effective Filters
- De-duplication and Result Sets
- Inclusion, Exclusion, and Suppression
- Audience Designer
- Developing Final Audiences
- SQL Views and JOIN Views
- Supplemental Filters
- SMS and Mobile App Channel Data

Module 8: Responsys Connect – Data Imports and Exports

- Responsys Connect Overview and Use Cases
- File Server Access and Authentication
- Data Encryption
- Import Jobs (Profile, PET, Supplemental, Mobile App Data)
- Import Profile Configuration
- Export Jobs and Feed Data
- Event Data Feeds
- Grouping Jobs and Viewing Logs
- Best Practices and Resources

Module 9: Content Library and Asset Management

- Campaign Content Overview
- Content Library Structure
- Campaign Assets vs. Objects
- Managing Documents and Files
- HTML and Text Documents
- Hosted Content and Pools
- Visual Template Designer
- Email Template Creation
- Summary & Resources

Module 10: Email Campaign Development

- Email Campaign Basics
- Campaign Lifecycle
- EMD vs. Classic Campaigns
- Campaign Creation Methods
- Email Message Designer (EMD) UI
- Subject Line Personalization
- Version Testing and Preview

- Workbook Configuration
- Campaign Settings and Proof Launch
- Launch Scheduling and Monitoring
- Campaign Reporting and Dashboards

Module 11: Dynamic Content Campaigns

- Dynamic Content Fundamentals
- Modular and Data-Driven Design
- Dynamic Regions and Rules
- Rule Sets and Conditions
- Dynamic Subject Lines
- Preview and Testing
- Rule Set Management
- Best Practices

Module 12: Push Campaign Development

- Mobile App Channel Overview
- Roles and Responsibilities
- Push Architecture
- Firebase and iOS Configuration
- Push Campaign Creation
- Push Message Designer
- Push Workbook
- Key Points and Resources

Module 13: SMS Campaign Development

- SMS Architecture and Terminology
- Compliance and Regulations
- SMS Onboarding and Provisioning
- Aggregators and SPAN
- Keyword Management
- SMS Campaign Lifecycle
- SMS Message Designer
- SMS Programs and Enactments
- SMS Reporting and Dashboards

Module 14: Deliverability Management

- Deliverability Fundamentals
- Sender Reputation and IP Types
- IP Warm-Up and Ramp-Up
- Deliverability Monitoring
- Spam Complaint and Bounce Processing
- Throttle Rates and Volume Control
- Deliverability Plus Tools

- Best Practices

Module 15: Advanced Responsys Personalization Language (RPL)

- RPL Fundamentals and Use Cases
- Templates and Data Processing
- RPL Directives and Variables
- Data Lookups and External Data
- RPL Methods (form(), clickthrough())
- JSON Parsing
- Debugging and Testing
- Best Practices

Module 16: Forms Implementation

- Forms Overview and Use Cases
- Form Wizard and HTML Forms
- Form Coding Best Practices
- Subscription and Competition Forms
- Unsubscribe Methods
- Tracking Links and Clicks
- Summary & Resources

Module 17: Tracking, Analytics, and Attribution

- Tracking Basics and Naming Conventions
- Link Tracking Setup
- External Tracking Integration
- Conversion and Revenue Tracking
- Campaign and Dashboard Reporting
- Best Practices

Module 18: Responsys Programs (Journey Orchestration)

- Program Concepts and Lifecycle
- Designing Programs
- Entry Events and Enactments
- Program Elements (Send, Data Switch, Timer)
- Validation, Testing, and Publishing
- Monitoring and Analysis
- Program Best Practices

Module 19: APIs and Integrations

- Responsys API Overview
- REST API Authentication
- Profile, PET, and Supplemental APIs
- Triggered Campaign APIs

- Program Publish/Unpublish APIs
- Transactional Messaging (AFTM)
- Web Service Best Practices

Module 20: Certification, Support, and Next Steps

- Earn Recognition and Accreditation
- Oracle Cloud Certification Paths
- Services & Support
- Community and Help Resources
- Training Evaluation and Feedback