OVERVIEW

Take advantage of everything Pega Marketing has to offer by becoming an expert on its features, capabilities and benefits in this advanced course.

Learn to implement leading-edge capabilities such as omni-channel marketing campaigns that respond to real-time customer events. Optimize customer contact and adapt to changing customer behavior and market trends.

Gain hands-on experience with control groups and contact policies to further increase the relevance and effectiveness of your Pega Marketing programs.

Pega ACADEMY

LEARN. BUILD. SUCCEED.

Pega Academy's courses, designed and developed by Pega's certified experts, provide you with the knowledge needed to master our enterprise software and help your company achieve its digital transformation. Our training options offer the flexibility of learning at your own pace, in the format that works for you and your schedule. Whether you choose self-study training, instructor-led training, or a blended approach our courses provide you with the knowledge and hands-on experience required to successfully design, build, and deploy applications that engage, simplify and adapt to help manage change. In addition, we help prepare you to become a Pega Certified Professional.

For more information, please contact us at **1-617-866-6500** (9 AM to 5 PM EST) or **+44(0) 1189211488** (09:00 to 17:00 GMT) or via email at **education@pega.com**.

COURSE BENEFITS

By the end of this course, you will be able to successfully:

- Design and implement a monthly newsletter campaign
- Set marketing goals and measure effectiveness based on metrics you choose
- Improve relevance and response rates by applying Adaptive Decisioning to an outbound campaign
- Build and implement Next-Best-Action marketing programs that are triggered by real-time events
- Measure the impact of a marketing campaign
- Control the frequency of customer contact
- Design a Marketing Offer that enables Next-Best-Action in an omni-channel environment
- Integrate seamlessly with fulfillment systems and other external processes
- Recall an offer before it reaches the customer

VERSION Pega Marketing V7.1

TARGET AUDIENCE

- Marketers and business users responsible for designing and maintaining omni-channel marketing campaigns

PREREQUISITES

- Pega Marketing Essentials 7.1

COURSE LENGTH Equivalent to 3 classroom days

TRAINING OPTIONS Self-study, Classroom or Virtual

COURSE TOPICS

- Nurturing Customers
- Adaptive Outbound Marketing
- Marketing Driven by Real-time Events
- Measure Marketing Effectiveness Using Control Groups
- Complying with Contact Policies
- Creating an Omni-Channel Marketing Offer
- From Marketing to Fulfillment
- Invalidating In-flight Offers

COURSE PATH

CPMC — Certified Pega Marketing Consultant → Pega Decision Management Advanced (+) Pega Marketing Advanced → EXAM → CSPMC Certified Senior Pega Marketing Consultant