SAP Emersys Training

COURSE CONTENT

About Multisoft

Train yourself with the best and develop valuable in-demand skills with Multisoft Systems. A leading certification training provider, Multisoft collaborates with top technologies to bring world-class one-on-one and certification trainings. With the goal to empower professionals and business across the globe, we offer more than 1500 training courses, which are delivered by Multisoft's global subject matter experts. We offer tailored corporate training; project Based Training, comprehensive learning solution with lifetime e-learning access, after training support and globally recognized training certificates.

About Course

The SAP Emersys Training by Multisoft Systems is designed to empower professionals with the knowledge and skills needed to manage emergency response and incident handling effectively. This specialized course focuses on leveraging SAP Emersys to streamline operations, enhance organizational preparedness, and respond to critical situations with agility and precision.

Module 1: Going through the concept of Data Collection and Contact Management

- ✓ Learning about Contact management
- ✓ Learning about Smart Insight and Web Extend
- ✓ What is Relational Data
- ✓ SI onboarding and Magento onboarding.

Module 2: An Overview of Account Creation and Settings

- ✓ Explanation of DNS settings
- ✓ Learning about SSL certificates
- ✓ Learning how Email channel is setup and compliance
- ✓ Learning account security settings

Module 3: Explaining Data Integrations Advanced

- ✓ Learning SAP Emarsys Customer Engagement API
- ✓ Learning about the platform integrations
- ✓ Learning product data integration
- ✓ Learning sales data onboarding.

Module 4: Overview of the Campaign Management

- ✓ Learning about VCE, ESL, CRM ads, Mobile Engage push and In app,
- ✓ Learning regarding Automations (AC and Interactions) Open Time content
- ✓ Learning Web Channel and Predict SMS.

Module 5: Having a clear understanding of Product Overview

- ✓ Learning the Strategic Dashboard helps measure the impact of marketing campaigns

- ✓ Learning to categorize the customer base based on value and Tactics
- ✓ Learning the fundamentals of contact segmentation
- ✓ Learning channels available for marketing users.

Module 6: Overview of what is Analytics and Insights

- ✓ Learning Analytics and Revenue Analytics, Channel Analytics.