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IBM Interact Building Interactive Campaigns 9.x
Information

Length:	1.0 Day
Ref:	9U04G-X
Delivery method:	ClassroomInstructor Led OnlineSelf-paced Virtual Training
Price:	EUR

Overview

This course provides a thorough introduction to IBM Interact which is used to build interactive marketing campaigns. Topics covered in detail include configuring an interactive channel, building interactive flowcharts, and configuring strategies and treatment rules. Other topics include deployment, Interact learning models, and reporting.

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Public

This intermediate course is intended for people who will be using IBM Interact to build real-time interactions.

Prerequisites

You should have general knowledge of database marketing**and** IBM Campaign.

Objective

- Explain in general terms how IBM Interact works
- Identify the IBM Interact Development Phases
- Define IBM Interact key concepts
- Create Interactive Channels
- Create Interaction Points
- Create Event and Event Patterns
- Create Interactive Flowcharts using Interact Processes
- Create Offers

- Create Treatment Rules
- Deploy an Interactive Configuration
- Create Learning Models
- Explain the basic concept of the Interact Environment
- Explain the purpose of the Interact reports
- Access the user documentation

Topics

- Course Overview
- Introduction to IBM Interact
- Interactive Channels
- Interaction Points
- Events and Events Patterns
- Interactive Flowcharts
- Offers
- Treatment Rules
- Deployment

Optional lessons:

- Learning Models
- Environment
- Reports
- User Documentation and Help