

# Adobe Campaign Corporate Training: The Capability That Changes Everything

Equip your teams to create, manage, and optimize targeted campaigns. Curate personalized customer experiences seamlessly and leverage the tool for maximum ROI.



# Transforming Marketing Operations from Siloed to Synchronized



# Enterprise-Grade Training Built for Scale



**24 - 32 hrs**

Course Duration



**Instructor-  
Led**

Group Training  
Format



**Virtual /  
On-site /  
Off-site**

Delivery  
Modalities



**100+  
Countries**

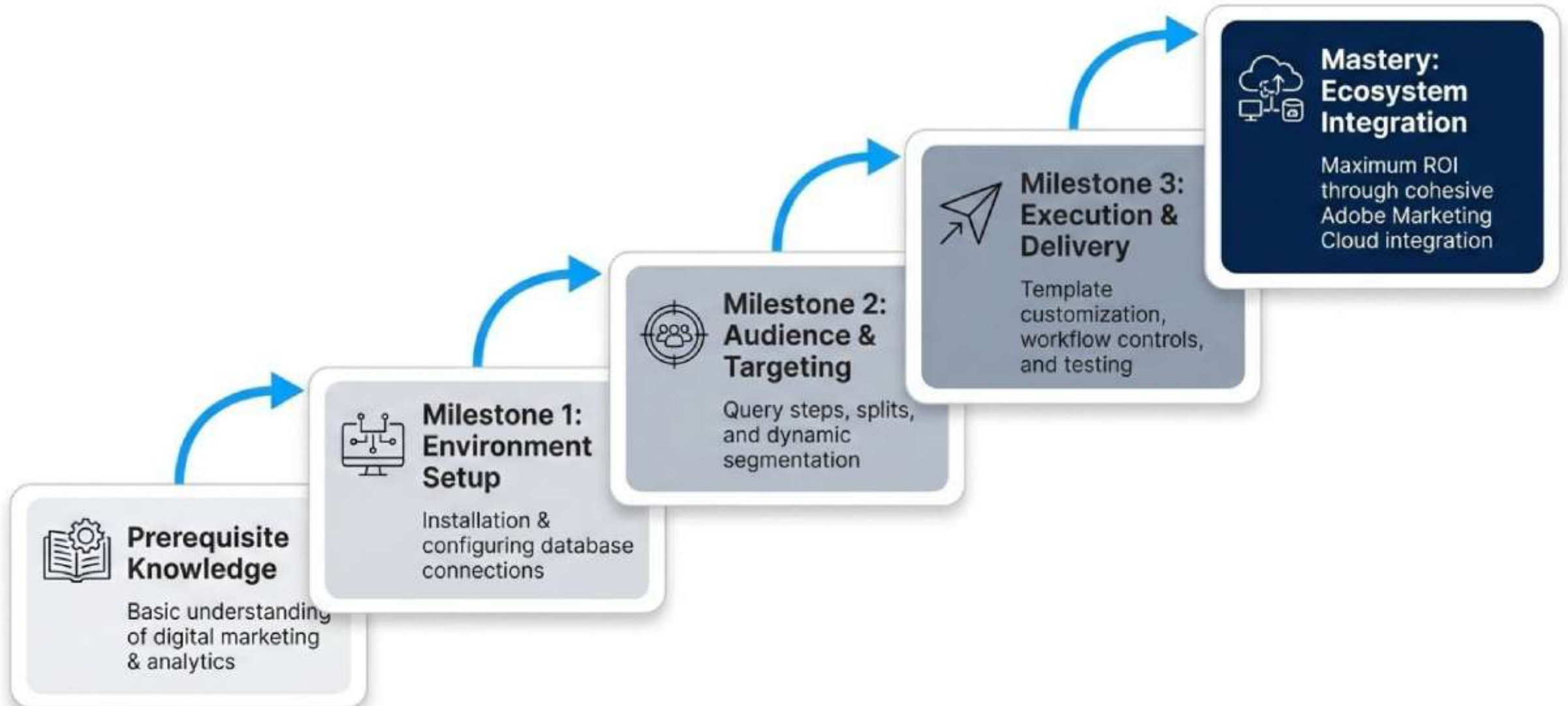
Global Reach &  
10 Languages



**Verified  
Outcome**

Certificate of  
Completion

# The Path to Marketing Automation Mastery



# A Methodical Approach to Adobe Campaign



# Phase 1 Deep Dive: Foundation & Architecture



# Phase 2 Deep Dive: Audience Segmentation & Precision Delivery

## Flowchart Panel




### Path A: Traditional Approach



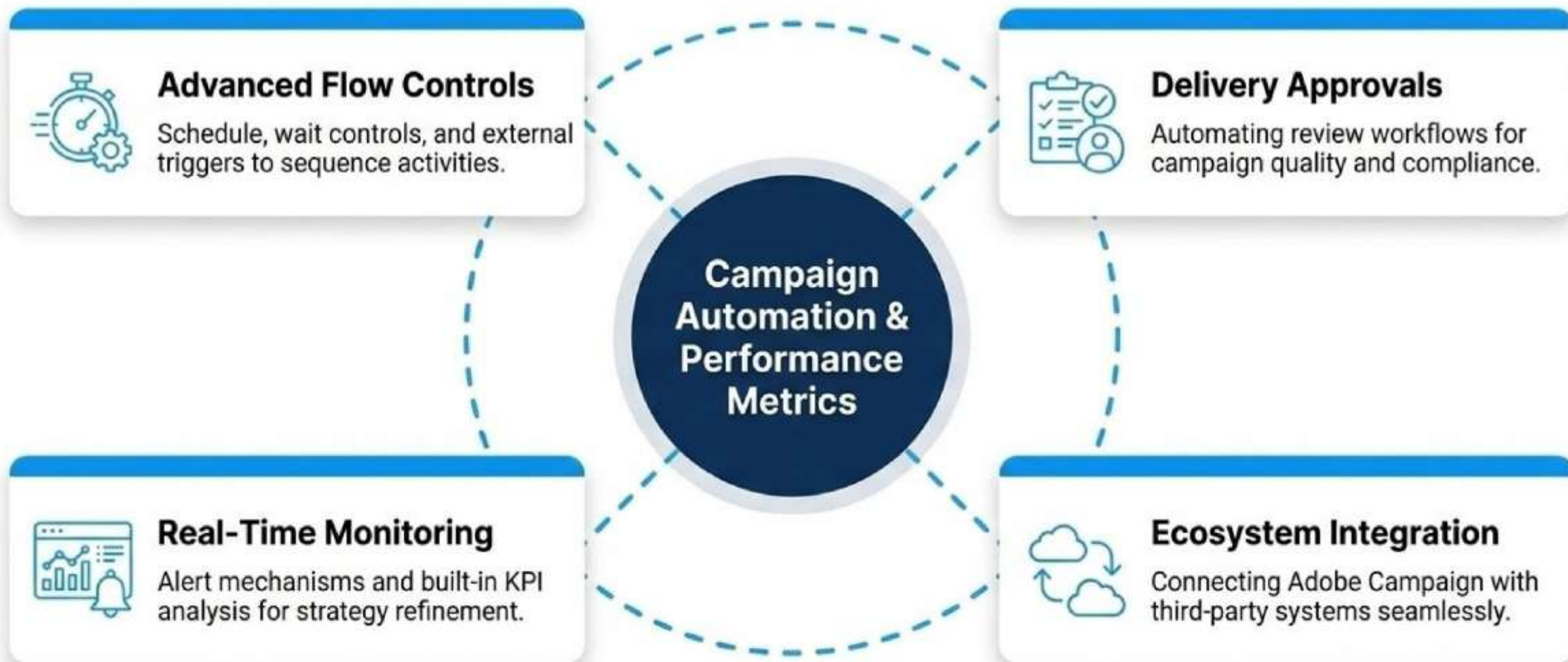
### Path B: Course-Enabled Approach



## 4 Core Capabilities Mastered

- 1 Utilizing Unions, Intersections, and Deduplication. 
- 2 Building drag-and-drop delivery templates for Email & SMS. 
- 3 Optimizing device rendering and inbox consistency. 
- 4 Establishing brand-compliant delivery settings. 

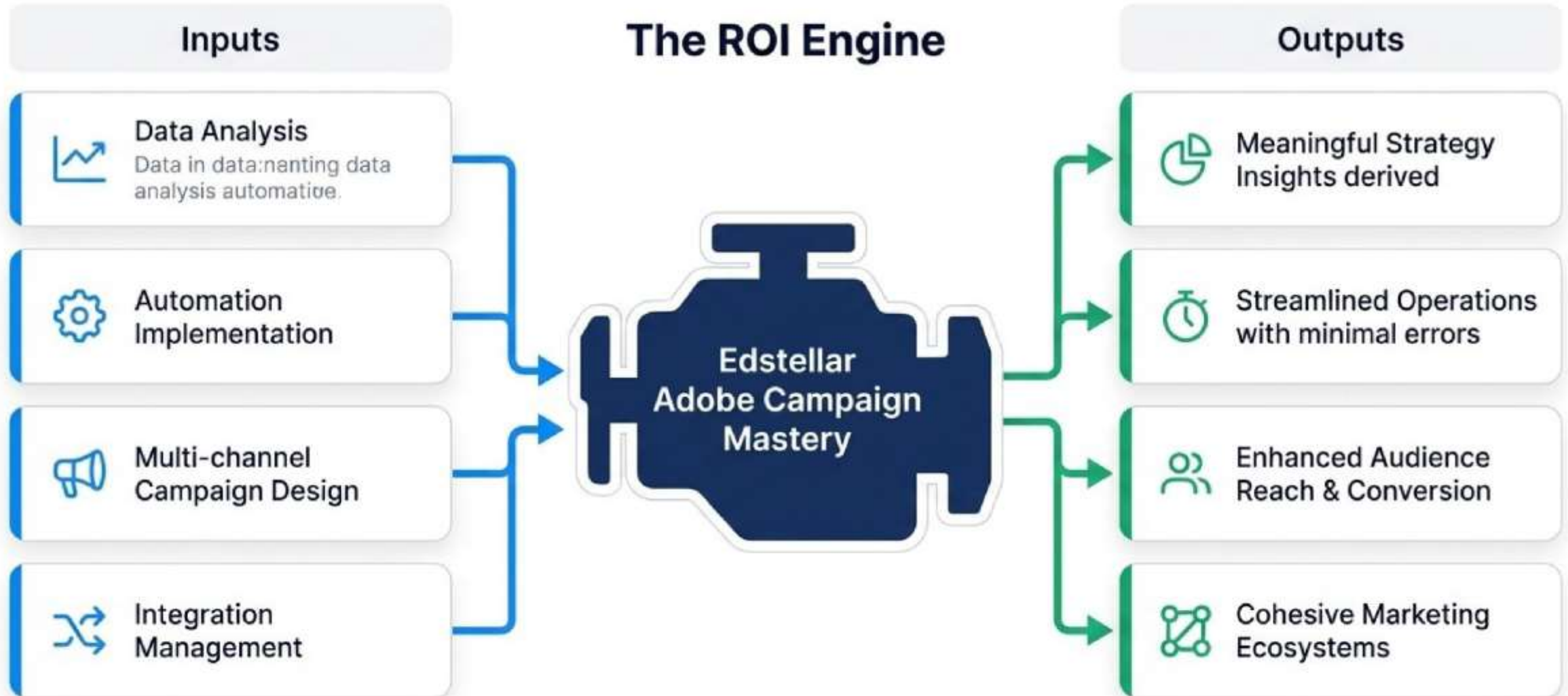
# Phase 3 Deep Dive: Execution & Automation



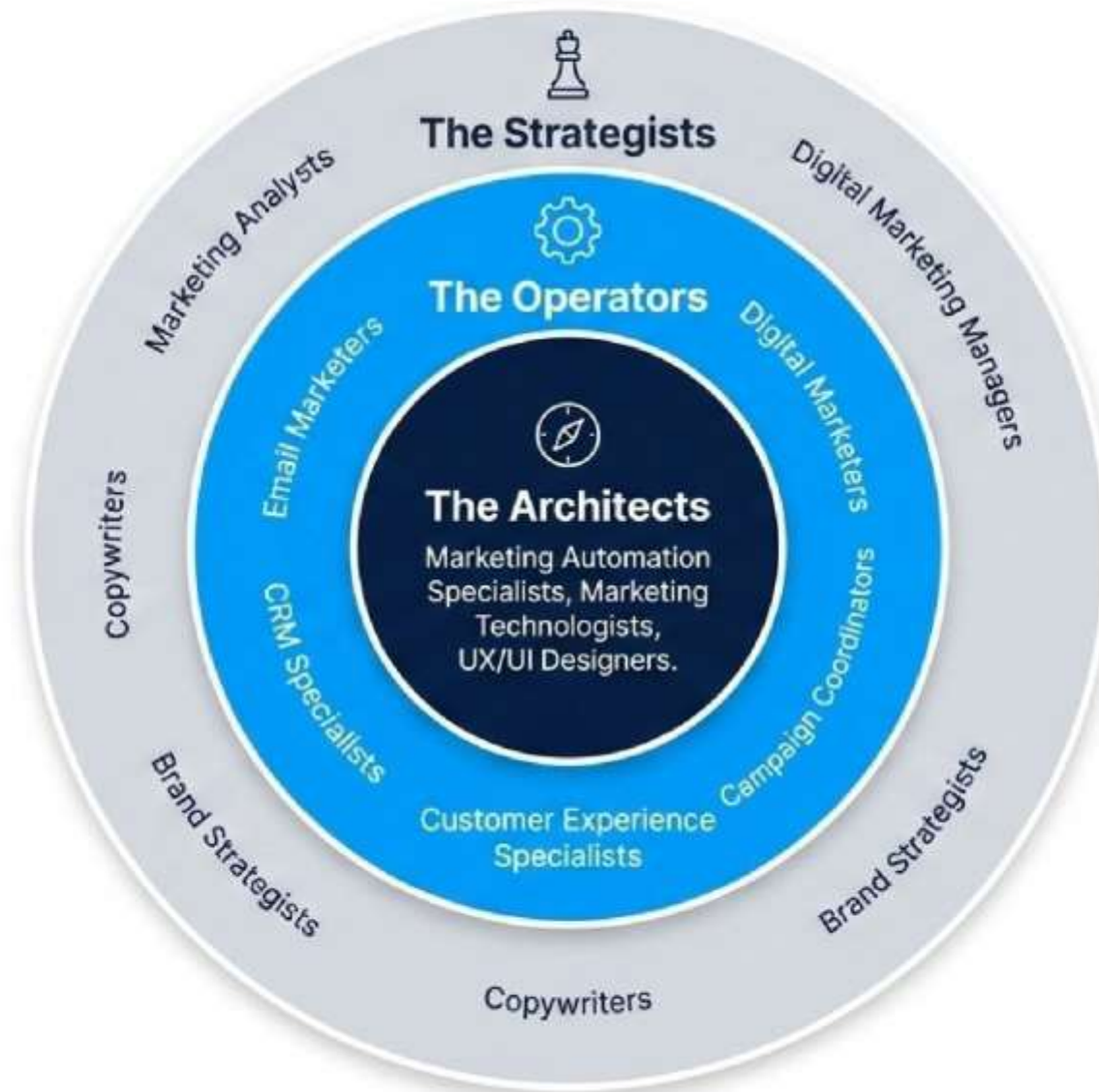
# Matching Team Challenges to Strategic Course Solutions

| The Challenge           | Current State  | Course Solution  |
|-------------------------|--|--|
| Generic Messaging       | 'Spray-and-pray' batch emails with low engagement.             | Apply behavioral segmentation, query steps, and dynamic personalized templates.      |
| Operational Bottlenecks | High manual effort; delays in cross-channel campaign launches. | Implement schedule controls, wait states, and automated delivery approval workflows. |
| Unclear Performance     | Disconnected data leading to unoptimized marketing spend.      | Utilize built-in metrics, KPI analysis, and Adobe Marketing Cloud integrations.      |

# Translating Technical Skills into Business Growth



# Calibrating the Training Across Your Organization



# Global Delivery Engineered for Your Enterprise Reality

## Virtual Live (Instructor-Led)

- ✓ Standardized content for consistent outcomes globally.
- ✓ Join from own workspace, zero travel.
- ✓ Interactive tools keep remote learners engaged.

## On-Site (In-House)

- ✓ Immersive face-to-face learning at your office.
- ✓ Content tailored to your specific workplace tools.
- ✓ Live demos and group exercises drive collaboration.

## Off-Site (Dedicated Venue)

- ✓ Focused learning away from daily distractions.
- ✓ Uninterrupted schedule for maximum retention.
- ✓ Boosts morale and signals organizational commitment.

# Real-World Outcomes from Enterprise Teams

*“The Adobe Campaign training transformed my capabilities as a Marketing Automation Engineer. Understanding workflow design, data management, and cross-channel orchestration at an expert level has been invaluable. The hands-on labs on building personalized customer journeys and A/B testing frameworks were excellent. Our campaign efficiency has improved by 45% since implementing techniques learned in this comprehensive program.”*

**Michelle Hawkins**

Marketing Automation Engineer

A premier marketing operations solutions company.

# Seamless Scalability Across Geographies

**100+**

Countries Served

**10+**

Languages Supported  
(English, Español, 普通话,  
Deutsch, العربية, Português,  
हिंदी, Français, 日本語,  
Italiano)

Utilizing a vetted global network of 10,000+ trainers to ensure consistent, premium quality anywhere in the world.



## CERTIFICATE OF COMPLETION

Awarded to:

**Alex Johnson**

For the successful completion of:

**Edstellar Enterprise Training: Marketing Automation Mastery**

Issued on: **October 26, 2024**

Chief Learning Officer, Edstellar

Director of Training, Edstellar

# Empower Your Team to Master Marketing Automation

Secure your customized corporate training package. Equip your workforce to seamlessly orchestrate personalized customer experiences at scale.