Salesforce Marketing Cloud

TRACKING AND REPORTING

- Explain email analytics terminology.
- Analyse individual email performance.
- Given a scenario, describe the reporting functionality and capabilities.

EXTERNAL EMAIL INTEGRATIONS

- Identify where to find information or help on APIs and Marketing Cloud Connect.

Additional:-

- Marketing Cloud: Platform Overview – instance walk through(live demo)
- Integration with Sales Cloud – both the technical and functional aspects, object data flows etc.
- Marketing Cloud Connect – Basic overview
- Marketing Cloud Products – features, capabilities and use cases
- Integration with Google Analytics 360(only in case if feasible and if the bandwidth permits)
- Interaction Studio basics to be added in the Automation module
- Automating segmentation: filter activities, query activities & audience builder(scenarios) with example/use cases
- Dynamic content creation using snippets
- Web & email Personalization
- Permission based access across different components in Salesforce Marketing Cloud