

MB-280T02 – Exam Prep

Course Overview

This course prepares learners for the MB-280 exam by focusing on designing and managing customer journeys using segments, events, orchestration logic, and real-time engagement capabilities.

Agenda

1. Journey Concepts & Exam Overview
2. Segment-based Journeys
3. Event-based & Real-time Journeys
4. Orchestration, Triggers & Conditions
5. Validation, Publishing & Monitoring
6. Exam-day Strategy & Q&A;