

MB-280T04 – Exam Prep

Course Overview

This course prepares learners for the MB-280 exam by focusing on analyzing insights and optimizing customer journeys through analytics, engagement metrics, testing, and performance monitoring.

Agenda

1. Analytics & Reporting Overview
2. Journey Performance & Insights
3. Customer Engagement Metrics
4. A/B Testing & Optimization
5. Monitoring & Troubleshooting
6. Exam-day Strategy & Q&A;