

Adobe Customer Journey Analytics Business Practitioner Training (Expert)

OEM: Adobe • Duration: 5 Days (40 hrs) • Code: AD0-E604

COURSE MODULES & TOPICS

Connections (22%)

- Design CJA connections with appropriate settings
- Create CJA connections from XDM datasets available in AEP by sandbox

Data Views (30%)

- Configure data views for reporting and analysis
- Modify components within data views (metrics, dimensions, derived fields)

Data Validation and Troubleshooting (34%)

- Validate that data is populating accurately and completely
- Troubleshoot connections and data views
- Build or troubleshoot components
- Monitor usage to licensure

Reporting and Activation (14%)

- Use Analysis Workspace to demonstrate cross-channel customer journeys with appropriate visualizations
- Send the members of a CJA Filter to an RTCDP Audience
- Design and create filters across datasets