



OVERVIEW

This course teaches business users how to build marketing programs with the Next-Best-Action Marketing solution. During the course, students will build a simple one-off and a recurring marketing program for outbound marketing activities.

Following an introduction to the basic concepts and tools that will be used, students will be briefed on the business context for each program and then they will build, run and test each of the programs step-by-step.

Students will also learn how to use Intelligent Segmentation in which predictive analytics is leveraged to create customer segments that target only customers with a high likelihood of interest in an offer. Lastly, this course demonstrates how to build event-driven marketing programs that are triggered by events that occur in systems outside of Next-Best-Action Marketing.

LEARN. BUILD. SUCCEED.

Pega Academy's courses; designed and developed by PRPC certified experts; provide you with the knowledge needed to master the world's leading BPM software. Our training options offer the flexibility of learning at your own pace, in the format that works for you and your schedule. Whether you choose self-study or instructor-led classroom training our courses provide you with the knowledge and hands-on experience required to successfully design, build, and deploy PRPC solutions. In addition, we help prepare you to become a Pega Certified Professional.

For more information contact us at 617-866-6500 (9 AM to 5 PM EST) or +44(0) 1189211488 from (9H to 17H GST) or via email at education@pega.com.

COURSE BENEFITS

By the end of this course, you will be able to successfully:

- Create a new program, business issue, and offers / treatments that go with it
- Create the building blocks of a marketing program: customer segment, marketing strategies, offer flows and volume constraints
- Complete, run and review a marketing program

VERSION N-B-A Marketing v6.3

TARGET AUDIENCE

- Business users responsible for developing and maintaining marketing programs

PREREQUISITES

- Decisioning Fundamentals

COURSE LENGTH Equivalent to 3-4 classroom days

TRAINING OPTIONS Self-study, Classroom or Virtual

COURSE TOPICS

The main focus of this course is hands-on practice with realistic use cases. The topics covered are:

- The recommended approach for defining Programs in Next-Best-Action Marketing
- The portal used to create the artifacts and configure a marketing program
- How to create a new program, business issue, and offers/ treatments
- How to build a Checklist with related Tasks to complete a Program
- How to build and run Customer Segments
- How to build a Marketing Strategy
- How to build an Offer including the Offer Flow
- How to build the Volume Constraints
- How to complete, run and review a marketing program
- How to build intelligent segments leveraging predictive analytics
- How to build an event-driven marketing program

BECOME A CERTIFIED SENIOR NEXT-BEST-ACTION CONSULTANT (CSNC)

Certification as a Senior Next-Best-Action Consultant provides verification of your proficiency in using Next-Best-Action Marketing and Decision Strategy Manager. Register for the certification exam once you have completed the Decisioning Intermediate and Next-Best-Action Marketing v6.3 courses, and had the chance to get hands-on experience using the N-B-A Marketing solution.