

Learn Redpoint

Portal Access and Material, Class Agendas



TRAINING OVERVIEW TABLE OF CONTENTS

Redpoint Interaction (RPI) Agenda.....	2
Redpoint Data Management (RPDM) Agenda.....	3

Redpoint Interaction (RPI) Agenda

Overview:

The Redpoint Interaction (RPI) Training Class is a **two-day course** that will cover the basic components of the product enabling a new user to understand and navigate in the environment. As this is an open course, we will focus on learning the concepts using the V-Lab Training environment with generic retail data. Additional topics will be covered as time allows.

Day One:

9 AM –Begin

- Introductions and basics layout of RPI environment
- Dashboards and layout
 - Profile
 - File System
 - Suggestions for Best Practices
- Selection Rules & Attributes
 - Pyramid of Functionality
 - Waterfall counts
 - Best Practices
 - Analysis Panels
- Hands on lab to build Selection Rules

10:30am- 15 minute break

Noon – break for Lunch (1 hour)

- Audiences and Audience Definitions
 - Components available
 - Metadata
 - Templates
 - Best Practices
 - Testing and getting results
- Hands on Lab to build Audience from earlier lab

2:30pm- 15 minute break

4:00pm – Wrap up



Day Two:

9 AM –Begin

- Review anything needed from RPI Day 1
- Introductions and basics layout of RPI environment
- Offers
 - Channels and set up
 - Creating an email (or type of output used by client)
 - Omnichannel use
 - Testing and review
 - Digital Assets to include Dynamic Assets
- Interaction
 - Triggers, targets, and fulfillments
 - Components available
 - Best practices
 - Variant (A/B) testing
- Hands on lab to build Interactions from earlier lab

10:30am- 15 minute break

Noon – break for Lunch (1 hour)

- Complete any topics not yet finished
- Discuss any customer specific needs
 - Discuss additional topics as agreed upon ahead of class
- As time permits: start building items in the Client's environment (if available)
 - Team effort
 - Provide coaching on best practices
 - Testing and getting results

2:30pm- 15 minute break

4:00pm – Wrap up

Redpoint Interaction (RPDM) Agenda

Overview:

The Redpoint Data Management (RPDM) Training Class is a **two-day course** that will cover the basic components of the product enabling a new user to understand and navigate in the environment. As this is an open course, we will focus on learning the concepts using the V-Lab Training environment with generic retail data. Additional topics will be covered as time allows.

Day One: RPDM Overview & Projects

9 AM –Begin

- Introductions and learn about RPDM environment
- RPDM Overview
 - Automations vs. Projects
 - Schemas & Versioning
 - Management Console
- Building and Projects
 - Inputs & Outputs
 - Favorites Tool Palette

10:30am- 15 minute break

Noon – break for Lunch (1 hour)

- Guided demos
 - Utilize review tools and create projects

2:30pm- 15 minute break

4:00pm – Wrap up



Day Two: Automation & Data Quality

9 AM –Begin

- Answer questions from Day One and finish review
- Review anything needed from RPDM Day One
- Automations
 - Automation Palette Overview
 - Create & Edit Automations
 - Variables, Scheduling
- Data Quality components
 - PII Parsing
 - PII Standardization

10:30am- 15 minute break

Noon – break for Lunch (1 hour)

- Matching
 - Matching Macro Review
- Complete any topics not yet finished
- Discuss any customer specific needs
 - Discuss additional topics as agreed upon ahead of class
- As time permits: start building items in the Client's environment (if available)
 - Team effort
 - Provide coaching on best practices
 - Testing and getting results

2:30pm- 15 minute break

4:00pm – Wrap up