

## **Courses on OnDemand**

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- I. Redpoint Interaction Basics Workshop**
  - a. Introduction
  - b. Navigation
  - c. Selection Rules
  - d. Audience
  - e. Offer
  - f. Interactions
  
- II. Beyond the Basics – RedPoint Interaction**
  - a. Attributes
  - b. Offer History
  - c. Advanced Audiences
  - d. Advanced Offers
  - e. Advanced Interactions
  - f. Outbound Message Lists
  - g. AI Studio with RedPoint Interaction
  
- III. Redpoint Interaction Admin Installation Workshop**
  - a. Admin Installation: Server Install
  
- IV. Redpoint Interaction Admin Configuration Workshop**
  - a. Admin Configuration: Catalog
  - b. Admin Configuration: Joins
  - c. Admin Configuration: Users
  - d. Admin Configuration: Audience Definitions
  - e. Admin Configuration: Channels
  
- V. Realtime Communications Workshop**
  - a. Realtime Decisions
  - b. Realtime Assets
  - c. Landing Pages & Web Forms
  - d. Advanced Realtime Decision Lab

## **Courses on OnDemand**

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- VI. Redpoint Data Management Basics Workshop**
  - a. Introduction
  - b. Environment
  - c. Simple Transformations
  - d. More Simple Transforms
  - e. Automation
  - f. Data Hygiene / Matching
  
- VII. Matching Series Workshop**
  - a. Matching Webinars
  - b. Deep Dive into Parsing
  - c. Deep Dive into Matching
  
- VIII. Automated Machine Learning (AML) Workshop**
  - a. AML Theory
  - b. AML Model Types
    - i. Classification
    - ii. Product / Offer Recommender
  
- IX. Single Courses**
  - a. Accelerator Introduction
  - b. Interactions (Web Application)

## Courses on OnDemand

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### X. Complimentary Courses

#### a. Orchard Talks 2020

- i. Orchard Talk: Cross-industry Trends in Personalization
- ii. Orchard Talk: What's new in RPDM 9.1?
- iii. Orchard Talk: Realtime Customer Matching
- iv. Orchard Talk: Realtime Scenarios in Redpoint Interaction
- v. Orchard Talk: Introducing Redpoint Interaction in rgOne!
- vi. Orchard Talk: Troubleshooting and Support Tips & Tricks
- vii. Orchard Talk: Digital Marketing with Facebook and Redpoint
- viii. Orchard Talk: Advanced Matching in Redpoint Data Management – Part 2
- ix. Orchard Talk: Automated Machine Learning
- x. Orchard Talk: What's New in Redpoint Interaction 6.0?
- xi. Orchard Talk: Advanced Matching in Redpoint Data Management

#### b. Tech Talk & Tidbits

- i. Tech Talk: Exploring Analysis Panels
- ii. Tech Talk: What's New in RedPoint Data Management 9.0?
- iii. Tech Talk: Plan Your Next Step on Your RedPoint Journey
- iv. Tech Tidbit: What's New in RPI 5.2?
- v. Tech Talk: Configuring and Using RedPoint Data Management with Hadoop
- vi. Tech Talk: What's New in RedPoint Interaction 5.1?
- vii. Tech Talk: Reporting with RedPoint Global
- viii. Tech Talk: Expanded Twillio Capabilities in RedPoint Interaction
- ix. Tech Talk: What's New with RedPoint Interaction (5.0)

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- x. Tech Talk: Data Unification using the RedPoint Customer Engagement Hub
- xi. Tech Talk: Let's Get Social
- xii. Tech Talk: Pinpoint your customers with RedPoint Data Management
- xiii. Tech Talk: Maximize your Personalization with Machine Learning
- xiv. Tech Talk: Getting "On Point" with Recent Releases
- xv. Tech Talk: Demystifying Cell List and Get Them to Work for You
- xvi. Tech Talk: Deduplicating through Audience
- xvii. Tech Talk: Learn how RedPoint's Triggered Capabilities Can Help You to Optimize Customer Engagement
- xviii. Tech Tidbit: Adding SQL Functions to RedPoint Interaction
- xix. Tech Tidbit: Email Tracking

### c. Channel Chat

- i. YouTube Channel
- ii. Twitter and Twitter Direct Channel
- iii. LinkedIn Channel
- iv. Twilio Channel
- v. Salesforce Channel

### d. Learning the Ropes in RPI (also available in the Support Community)

- i. Explore the Reporting Hub
- ii. How to Use OmniChannel Offers
- iii. How to Create and Use a Cached Attribute List
- iv. How to Create and Use an Audience Snapshot
- v. How to Create an HTML Template
- vi. How to Create a Catalog Campaign
- vii. How to Create a Welcome Campaign
- viii. The Power of the Profile

## Courses on OnDemand

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- ix. How to View Results
- x. How to Bring in a Report
- xi. How to get a List from the Selection Rules

### e. Learning the Ropes in RPDM (also available in the Support Community)

- i. DM Simplified JSON Output

### f. What's New in RPI

- i. Orchard Talk: Introducing Redpoint Interaction in rgOne! (RPI 6.1)
- ii. What's New in RPI 6.0?
- iii. What's New in RPI 5.2?
- iv. Tech Talk: What's New in RPI 5.1?
- v. Version 4.5

### g. What's New in RPDM

- i. Orchard Talk: What's new in RPDM 9.1?
- ii. Tech Talk: What's New in RedPoint Data Management 9.0?