Oracle Responsys: Implementation Bootcamp Ed 1

CX Marketing

DURATION	MODULES	COURSE CODE
4 Days	**8 Lectures**	**—**

Course Overview

The content is intended to take you from the point of sale through to implementation completion and is targeted at a technical, implementation audience.

What You Will Learn

- Table of
- B2C Implementation: Account Setup & Implementation Management
- Oracle Responsys Implementation Bootcamp: Account Setup & Implementation
- ManagementProduct
- Attend a Live Virtual Class (LVC)
- OnDemand Lab Access
- Agenda –Responsys Implementation Bootcamp
- Overview
- Responsys Course Catalog
- Responsys Certification
- Objectives
- Onboarding Process
- Onboarding Timeline
- Onboarding Process: Planning
- Onboarding Process: Execution
- Onboarding Process: Rollout
- Customer Account Setup
- Client Information
- General Account Settings
- SSL Contact Information: Now Self-service in Account
- Account Settings Document
- Account Settings
- Oracle Cloud My Services
- Activating a New Oracle Responsys Subscription
- Before you Begin: Plan Your Oracle Responsys Usage

- Step 1: Log in to Oracle Cloud – My Services
- Subscription Added
- Step 2: Create Oracle Responsys Service Instances
- Service Instance Activated
- Step 3: Follow Instructions in the "Welcome to Oracle Responsys" Email
- Getting Started with Oracle Responsys
- Logging In
- Responsys Home
- Responsys Online Help
- Responsys Main Menu
- Account Settings
- Folders
- Responsys Data Objects
- Responsys Campaign Objects
- Object Relationship Navigator
- Search Objects
- Page 3 of 984
- Multiple Tabs or Browser Windows
- Audience Designer vs. Filter Designer
- Archiving: Account-level Best Practices
- Getting Started with Oracle Responsys
- Key Points
- Related Resources for Getting Started with Responsys
- Responsys Insiders Community
- Oracle Help Center
- Earn Recognition & Accreditation
- Oracle Cloud: Become Certified
- Services & Support
- B2C Implementation: Branding & SSL Requirements
- Oracle Responsys Implementation Bootcamp: Branding & SSL Requirements
- Objectives
- Branding Communication Options from Responsys
- Branding Communication Options from Responsys
- What is a Domain and Subdomain?
- Domain and Subdomain Examples
- Why are Subdomains Important?
- How do I Define the Subdomain?
- Branded Domain
- Impacts of a Branded Domain
- Reply-to and From Email Addresses
- Client-hosted Reply-to Address
- Response Handler URL
- Client Delegation of Response Handler Subdomain: Technical Setup
- Domain Delegation: NS Records
- Example NS Records
- Brand Management via Account Admin Screen

- Convert Non-branded to Branded Account in Responsys
- Multi-brand Management
- Steps to Convert Multi-brand Email and SMS
- SMS Branding of Short URL
- Short URL Configuration Requirements
- Secure Sockets Layer (SSL)
- SSL Certificate
- Domain/Extended Validation to Purchase SSL
- SSL Enabled Response Handler Functions
- Steps to Implement SSL
- Steps to Implement SSL
- SSL Implementation: Recommendations
- Summary & Resources
- Key Points
- Earn Recognition & Accreditation
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- Oracle Cloud: Become Certified
- Services & Support
- B2C Implementation: Responsys Data Sources
- Oracle Responsys Implementation Bootcamp: Responsys Data Sources
- Objectives
- Data Source Basics
- Big Picture Responsys Data Integrations
- Responsys’ Main Data Tables
- Data Integration Methods
- Using Responsys Data
- Data Discovery Phase
- Data in the Responsys UI
- Main Data Sources
- Profile List: Master Customer List
- Profile List Associations
- Profile List Composition
- System Fields Schema
- Standard Custom Fields
- Custom Fields
- Profile List Setup Considerations
- System Fields for Identifying Subscribers
- Permission Status Fields
- Deliverability Status Fields
- Profile List Best Practices
- Exercise
- Profile Extension Tables (PET)s
- How a PET Works
- PET Use Cases
- PET Best Practices
- Exercise

- Supplemental Tables
- Using a Supplemental Table with Contacts List
- How a Contact List Looks up Data in a Supplemental Table?
- Supplemental Tables Examples
- Primary Key and Data Extraction Key (DEK)
- DEK Best Practices
- Supplemental Table Best Practices
- Supplemental Table: Limitations
- Exercise
- Sample Retail Data Model
- Setting up Responsys Tables: Prerequisites
- Let’s Summarize...
- Data Model Strategies
- Data Types: For All Data Sources
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- Indexing
- Indexing Best Practices
- Data Manipulation Functionalities
- Delete Records to Meet GDPR Requirements
- What Happens When you Delete Records?
- Data Aliasing
- Data Redaction
- Data Sources for Targeting
- Using Data Sources for Targeting
- Filtering Data Sources
- Creating Filters
- Different Types of Filters
- Simple Filters
- Profile Data Filters
- Email Behavior Filters
- SMS Behavior Filters
- Web Behavior Filters
- Display Filters
- Considerations when Designing Filters
- Viewing Filter Counts
- Save a Filter’s Result Set and De-dupe Records
- Using Result set PET through Membership Attribute
- Viewing Load History
- De-dupe Records on App Channel Filters
- Use Filters for Inclusions, Exclusions or Suppressions
- Exercise
- What is an Audience Designer?
- Create Audiences
- Audience Designer
- Developing an Audience Definition
- Final Audience

- Exercise
- SQL View
- Create an SQL View
- Write SQL Statement using Assigned DB Aliases
- EXPLAIN & EXPLAIN EXTENDED Plan
- Using an SQL View in Program
- SQL View: Best Practices
- SQL View: Best Practices
- Exercise
- JOIN View
- Supplemental Filter
- Steps to Create Supplemental Filter
- Supplemental Filter SQL Query
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- Name and Select Key for Supplemental Filter
- SMS Channel Data
- Managing Data: SMS Data Model
- Mobile App Channel Data
- New Channel: New List
- Mobile App Channel Data
- App Channel Data Schema
- Summary & Resources
- Key Points
- Earn Recognition & Accreditation
- Oracle Cloud: Become Certified
- Services & Support
- B2C Implementation: Responsys Connect
- Oracle Responsys Implementation Bootcamp: Responsys Connect
- Objectives
- Responsys Connect Basics
- Connect: Use Cases
- Responsys Connect User Interface
- Accessing File Server through Connect
- Default Folders in File Server
- File Server Authentication
- Steps for Authenticating a Responsys File Server
- Steps to Authenticate an External File Server
- Data Encryption: In-Flight and At-Rest
- Partners’ Role in Implementing Connect
- Importing Data in Responsys
- Introduction to Import Jobs
- Introduction to Import Jobs
- Creating an Import Profile Data Job
- Source Connectivity
- Source Specification
- Target Definition

- Field Mapping
- Post Processing
- Notification
- Schedule
- Validate Errors and Activate the Job
- Save, Save & Close
- Importing Profile Extension Table
- Importing Mobile App Channel PET
- Importing Supplemental Data
- Exporting Data from Responsys
- Introduction to Export Jobs
- Creating an Export Data Job
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- Select Object
- Destination Connectivity
- Destination Specifications
- Notification
- Schedule
- Exporting Feed Data from Responsys
- Understanding Event Data Feeds
- Contact Event Data Integration
- Creating an Export Feed Data Job
- Select Events
- Selecting Contact Events for Export Feed Data Jobs
- Destination Connectivity & Specification, Notification
- Schedule
- Contact Event Data Output Files
- Launch State Event
- Launch State Event
- Joining Launch State Event with Email Export Events
- Sent Contact Event Data File Layout
- Sent Contact Event Data Export File
- Opened Contact Event Data Export File
- Opted In Contact Event Data Export File
- Joining Launch State Event with SMS Export Events
- Joining Launch State Event with Push Export Events
- Form and Program Data Event
- Online Help for Exporting Contact Event Data
- Grouping Connect Jobs
- View Job Execution Logs
- Resources
- Key Points
- Earn Recognition & Accreditation
- Oracle Cloud: Become Certified
- Services & Support
- B2C Implementation: Responsys Content Library

- Oracle Responsys Implementation Bootcamp: Responsys Content Library
- Attend a Live Virtual Class (LVC)
- OnDemand Lab Access
- Objectives
- Overview
- Campaign Content
- Where does Responsys store Campaign Content?
- Campaign Assets versus Campaign Objects
- Content Library Basics
- Content Library: Manage Content Screen
- Content Library Functionality
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- Creating HTML or Text Documents
- Create Document Screen
- Uploading Content
- Uploading Files
- Source Path Structure must match Content Library
- Previewing Documents
- Editing Document: Drop-down Menu
- Editing Document: Document Preview Screen
- Editing Document: Quick View
- HTML Document: Text Replacement
- HTML Document: Links
- HTML Documents: Images
- Image Reference in HTML
- Image Reference in HTML: Full Path
- Image Reference in HTML: Relative Path
- Hosted Content Pool
- Hosted Content
- Hosted Content Pool
- Visual Template Designer
- Creating Email Templates
- Visual Template Designer Functionality
- Saved Templates versus Sample Templates
- Visual Template Designer: Functional Roles
- Summary & Resources
- Key Points
- Earn Recognition & Accreditation
- Oracle Cloud: Become Certified
- Services & Support
- B2C Implementation: Email Campaign & Dynamic Content
- Oracle Responsys Implementation Bootcamp: Email Campaign Development
- Attend a Live Virtual Class (LVC)
- OnDemand Lab Access
- Objectives
- Email Campaign Basics

- Campaign Discovery Phase: Groundwork
- Key Configuration Requirements
- Functional Access Control
- EMD vs. Classic Campaigns
- Responsys Campaign Lifecycle
- Steps to Create an Email Campaign
- Manage Campaigns Screen
- Campaign Creation via Workbook Paradigm
- Ways to Create an Email Campaign
- Creating a New Campaign
- Page 9 of 984
- Creating a Campaign from New Templates
- Email Message Designer (EMD)
- EMD UI Overview (1 of 5)
- Selecting HTML and Text Asset for Campaign
- EMD UI Overview (2 of 5)
- EMD: Manage Header
- EMD: Personalizing Subject Line
- EMD: Split-view and Source Editors
- EMD: Content Widgets
- EMD UI Overview (3 of 5)
- EMD UI Overview (4 of 5)
- EMD UI Overview (5 of 5)
- EMD: Version Test
- EMD: Previewing Campaign
- EMD Message Preview: Debugging Output
- Workbook Configuration
- Workbook: E-mail, Message, Information, General Settings
- Object Relationship Navigator
- Workbook: Data Sources
- Specify Data Sources
- Specify Additional Data Sources
- Add Supplemental Data Source
- Add Supplemental Data Source
- Data Source Aliasing
- Preview Campaigns using Personalization Data
- Workbook: Campaign Settings
- Specify Campaign Settings: Campaign Setup
- Campaign Settings: Tracking Options and Attachments
- Workbook: Testing and Analysis
- Test Links and Analyze Deliverability
- Workbook: Targeting
- Targeting Selection
- Workbook: Program
- Workbook: Proof Settings
- Specify Proof Launch Settings

- Proof Launch Emails and Completion Notifications
- Proof Launch: Live Report
- Proof Launch: View Monitoring
- Workbook: Launch Settings
- Specify Launch Settings
- Schedule Campaign Launch
- Launch: Immediately
- Launch: Schedule Later
- Campaign Notifications
- Page 10 of 984
- Email Campaign Standard Launch Process
- Workbook: Show Errors
- Workbook: Validate the Campaign
- Workbook: Printable View
- Workbook: Campaign Analysis
- Confirmed Opt-in for Subscribers
- Overlay Report via Workbook
- Stop Bulk Active Launches
- Pause, Resume, Stop Launches in Campaign Monitor
- Accessing Live Report and Monitoring
- Best Practices: Campaign Live Launch
- Campaign Reporting with Interactive Dashboards
- Exercise
- Key Points
- Dynamic Content Campaigns
- Think Modular, Dynamic, and Data Driven!
- Prerequisites to Using Dynamic Content Functionality
- Dynamic Campaign Components
- Put it all Together for a Dynamic Campaign
- Create a Dynamic Campaign: Enter Basic Information
- Using Dynamic Content Widget
- Dynamic Regions: Source View
- Default Rule
- Default Rule: Rules Editor
- Create New Rule and Define Data to Use
- Defining Rules Conditions
- Selecting Content
- Subject Line Personalization using Token
- Dynamic Subject Line using Widgets
- Click-through and Preview Rules
- Save Rule Sets
- Rule Set Manager via Folder View
- Import Rule Sets
- Test in Preview
- Message Access Restrictions
- Summary & Resources

- Key Points
- Earn Recognition & Accreditation
- Oracle Cloud: Become Certified
- Services & Support

We value your feedback! Let us know how we did in this training by completing a Training

- Evaluation Survey.
- B2C Implementation: Push Campaign Development
- Oracle Responsys Implementation Bootcamp: Push Campaign Development
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- Attend a Live Virtual Class (LVC)
- OnDemand Lab Access
- Objectives
- How to Get Started with the Mobile App Channel
- Roles Needed to Implement the Mobile App Channel
- Roles Assignment for Mobile App Channel
- How Responsys Push Works
- Requirements for Integration
- High Level Steps for Integrating Responsys and Mobile App
- Mobile App Developer Console
- Firebase Configuration for the Android Platform
- iOS Development
- Introduction to Mobile App Channel Campaigns
- Mobile App Channel Campaign Design
- Overview of Creating Push Campaigns
- Create Push Campaign
- Push Message Designer
- Push Campaign Workbook
- Key Points
- Mobile App Channel Series of Courses
- Earn Recognition & Accreditation
- Oracle Cloud: Become Certified
- Services & Support
- B2C Implementation: SMS Campaign Development
- Oracle Responsys Implementation Bootcamp: SMS Campaign Development
- Attend a Live Virtual Class (LVC)
- OnDemand Lab Access
- Objectives
- Overview
- Generic SMS Terms
- Basic Architecture
- SMS Aggregator
- SMS Compliance Basics
- SMS Compliance: Some Common Regulations
- Compliance Regulations
- Disclaimer Requirements
- SMS Provisioning & Implementation

- SMS Onboarding Process Overview
- SMS Onboarding Process: Oracle Provisioning
- SMS Onboarding Process: Implementation
- SMS Onboarding Process: Carrier Provisioning
- Mobile Tech Questionnaire
- SMS Compliance Message Flow
- Carrier Approval Form
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- SMS Billing: Interaction Pricing
- SMS Public Aggregator Network (SPAN)
- SPAN Overview
- SPAN Availability
- SPAN: Find and Pick Aggregator/s
- SPAN: Place Order for Code/s
- SPAN: Order Servicing
- SMS Delivery Receipt Reporting for SPAN
- SPAN Limitations
- SMS Campaign Keywords: Supported Types
- Managing SMS Keywords: Admin Settings
- Managing Keywords: View/Add Keywords
- Managing Keywords: Deleting Active Keywords
- Manage Invalid Keyword Message: Dedicated Short Code
- SMS Keywords: Considerations
- SMS Campaign Development
- SMS Campaign Functional Roles
- Responsys SMS Campaigns: Supported Types
- SMS Campaign Lifecycle Overview
- Create an SMS Campaign
- Select an SMS Campaign Template
- SMS Message Designer: SMS Opt-In Example
- Multiple Keywords and Response Configuration
- SMS Campaign Workbook
- Data Sources: Personalization Data
- Data Sources: Dynamic Variables
- Workbook: Campaign Settings
- Workbook: Proof Launch
- Workbook: Launch Options
- Workbook: Activation and Launch
- SMS Messages: Long and Short URLs
- SMS Premium Tracking and Short URL
- Creating a Program
- Bringing SMS Enactments into a Program
- Send SMS Campaign Element
- Data Switch
- SMS Event Switch
- Analyzing an SMS in Program

- SMS & MMS Dashboard
- SMS Performance Chart and Table
- SMS Link Tracking Report
- SMS Network Carrier Breakdown and Keywords Report
- Raw SMS Event Data
- Creating a CED Export Job
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- Summary & Resources
- Key Points
- Earn Recognition & Accreditation
- Oracle Cloud: Become Certified
- Services & Support
- B2C Implementation: Deliverability
- Oracle Responsys Implementation Bootcamp: Deliverability
- Attend a Live Virtual Class (LVC)
- OnDemand Lab Access
- Objectives
- Deliverability Basics
- What is Deliverability?
- What is Deliverability
- Email Delivery versus Email Deliverability
- Spam Filtering
- Email Deliverability and Inbox Placement: Key Factors
- Identification
- Reputation
- Responsys Builds Senders’ Reputation
- Reputation: Shared and Dedicated IP Addresses
- Establishing a Good Reputation
- Reputation: IP and Domain Best Practices
- Email Content
- List Quality
- List Quality
- List Quality: Negative Factors
- List Quality: Positive Factors
- Email Volume: Best Practices
- How do Gateways React to Negative Signals?
- Oracle Responsys Deliverability Process
- IP Offerings
- Premium Deliverability SKU Qualification Questions
- Warm-up and Ramp-up Process
- IP Warming Up
- Deliverability Onboarding Process
- IP Warm-up Schedule
- IP Warm-up Target Data
- Warm-up Campaign Recommendations
- Warm-up Campaign Examples

- IP Ramping Up
- Example Ramp-up Plan
- Warm-up Reporting and Monitoring
- What if an ISP blocks a Sender during the Warm-up?
- Ramp-up Reporting and Monitoring
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- Deliverability Functionality
- Deliverability with Responsys
- First Step: Ask Permission
- Configure Soft Bounce Processing Rules
- Spam Complaint Inactivation Rule
- Unsubscribe
- Why is List-Unsubscribe Important?
- Define Throttle Rates to Control Volume
- Content & Testing
- Analyzing Deliverability in Responsys
- Tools to Analyze Deliverability
- Monitoring Deliverability via Interactive Dashboards
- Deliverability Plus
- Deliverability Plus: Design Tracker
- Deliverability Plus: Competitive Tracker
- Deliverability Plus: Inbox Tracker
- Summary & Resources
- Key Points
- Earn Recognition & Accreditation
- Oracle Cloud: Become Certified
- Services & Support
- B2C Implementation: Advanced RPL
- Oracle Responsys Implementation Bootcamp: Advanced RPL
- Attend a Live Virtual Class (LVC)
- OnDemand Lab Access
- Objectives
- Advanced Responsys Personalization Language (RPL) Basics
- What is Responsys Personalization Language?
- RPL Uses
- Additional RPL Uses
- Where can RPL be used?
- Where can RPL be used?
- Where do Templates come from?
- Template Processing {Template + Data = Output}
- Campaigns versus Templates in Responsys
- RPL Template Components
- HTML Coding: Do’s and Don’ts
- Data and RPL
- Incoming Data Options
- Example Data Architecture

- Supported Variable Data Types
- Supported Variable Data Types
- Retrieving Data from within Responsys
- Retrieving Data from within Responsys
- Page 15 of 984
- Create Your Own Variables
- Retrieving Data from outside of Responsys
- Retrieving External Data: Recommendations
- RPL Directives
- Data Look Up Directives: <#data>, <#filter>, <#fields>
- Retrieving Multiple Data Records from Responsys Tables
- Generating a Google Map URL
- <#content>: Using <#content> over <#data>
- <#content>
- <#include>
- <#import> & <#macro>
- <#setting>
- RPL Variables
- Campaign Variables
- Environment Variables
- Responsys Variables
- .today and .now Variables
- Reserved Names in RPL
- RPL Methods
- Responsys Proprietary Methods
- Responsys Proprietary Methods – Examples
- form() RPL Method
- clickthrough()
- Parsing JSON inside RPL
- RPL Debugging
- Debugging Code Required in RPL
- RPL Debugging: EMD Message Preview
- Debugging Code Required in RPL
- Summary & Resources
- Key Points
- Earn Recognition & Accreditation
- Oracle Cloud: Become Certified
- Services & Support
- B2C Implementation: Forms
- Oracle Responsys Implementation Bootcamp: Forms
- Objectives
- Forms Basics
- Introduction to Forms
- Introduction to Forms
- Form Object Requirements
- Form Coding Best Practices

- Sample HTML Code – Subscription Form
- Sample HTML Code – Competition Form
- Exercise
- Page 16 of 984
- Form Creation: Using Form Wizard
- Exercise
- RPL Methods for Campaign Personalization: form(), clickthrough()
- form()
- Setting usedb option-hash values
- Tracking Links and Clicks
- Exercise
- Unsubscribe Forms: Ways to Implement Unsubscribe
- Unsubscribe Form Options
- Unsubscribe Options in Responsys
- Standard Single-click Unsubscribe
- Link to Responsys Hosted Form
- List-unsubscribe Email Header
- Custom Unsubscribe
- Summary & Resources
- Key Points
- Earn Recognition & Accreditation
- Oracle Cloud: Become Certified
- Services & Support
- B2C Implementation: Tracking
- Oracle Responsys Implementation Bootcamp: Tracking
- Objectives
- Tracking Basics
- Naming Conventions
- Creating Reports
- Link Tracking
- Link Tracking
- How does Link Tracking work?
- Setting up Link Tracking in Responsys EMD
- Create Link Table: Extract from Documents
- Locating Saved Link Tables
- Link Table Anatomy
- Defining Link Categories
- Coding Links
- clickthrough() RPL Method
- Create Campaign: Best Practices for Link Tracking
- Campaign Link Tracking and Live Reporting
- External Tracking
- External Links: The Analytics Big Picture
- Admin Configuration: Technical Resource
- Setting up External Link Tracking for a Campaign
- External Tracking: Campaign Level

- External Campaign ID in Interactive Dashboards
- Conversion and Revenue Tracking
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- Conversion Tracking
- Responsys Conversion Tracking Terminology
- Conversion Tracking Tag
- Revenue Tracking Parameters: Examples
- High Level Conversion Tracking Reporting and Analysis
- Conversion Tracking: Recommendations
- Summary & Resources
- Key Points
- Earn Recognition & Accreditation
- Oracle Cloud: Become Certified
- Services & Support
- B2C Implementation: Responsys Program
- Oracle Responsys Implementation Bootcamp: Responsys Program
- Attend a Live Virtual Class (LVC)
- OnDemand Lab Access
- Objectives
- Overview
- What is Oracle Responsys Program?
- Designing a Program: Analyze Requirements
- Creating a Program: Requirements
- Responsys Program: Solution Design Document
- Program Example: Welcome Program
- Responsys Program Basics
- Creating and Managing Programs
- Program Templates
- Connecting Elements, Labeling Paths, Aligning Path Lines
- Program Creation and Configuration
- Program Lifecycle in Responsys
- Step 1: Create Program and Configure Settings
- Configure Program Settings: Example
- Exercise
- Program Lifecycle in Responsys
- Step 2: Design Workflow and Configure Elements
- Moving Enactments via Events: Example
- What is a Program Entry or Enactment?
- Entry Point Record Settings
- Customer Activated and Deactivated Events
- Automated Methods for Updating Opt-in and Opt-out
- Custom Event
- Steps to Create and Configure a Custom Event
- Send Email, SMS, or Push Campaign Activities
- Exercise
- Set Data and Get Data Activities

- Get Data Example
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- Data Switch: Best Practices
- Event and Data Switch Example
- Count Switch
- Timer Events
- End Event – Exit Program
- Exiting Examples, Uses, Strategies
- Multiple Exit Design with Data Switches
- Exercise
- Program Lifecycle in Responsys
- Step 3: Program Validation
- Validation Complete
- Testing
- Test Settings
- Test Options: Promote Draft, Test, Reset, and Stop
- Program Lifecycle in Responsys
- Step 4: Publish and Analyze
- Analyze: Snapshot Tab
- Analyze: Monitor Tab
- Exercise
- Entry Tracking Variables
- Entry Tracking Variables
- Setting Up Entry Tracking Variables
- Populate Entry Tracking Variables
- Entry Tracking Variables: Uses and Examples
- Saving Entry Tracking Variable Values: Set Data
- Get Data Example
- Programs in Production
- Additional Program Options and Best Practices
- Modify a Program
- Modify: Unpublish
- Modify: Create a Draft and Republish
- Save As
- Terminate Program(s)
- Important Program Considerations
- Program Best Practices
- Summary & Resources
- Key Points
- Earn Recognition & Accreditation
- Oracle Cloud: Become Certified
- Services & Support
- B2C Implementation APIs and Integrations
- Oracle Responsys Implementation Bootcamp: APIs & Integrations
- Objectives
- Overview of Responsys APIs and Integrations

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- Oracle Responsys APIs
- Processing REST APIs Requests
- Steps for Processing REST API Requests
- Creating a Web Service User
- Authenticating the Responsys Account
- Logging In with Certificate
- Receiving a JSON response
- Refreshing the Token
- Exercise
- Responsys REST API Endpoints
- Responsys REST API Endpoints
- Merge List and PET Recipients APIs
- APIs for Supplemental Tables and Members
- Trigger Email or Push Campaign APIs
- Merge and Trigger Email Campaigns API
- Merge and Trigger SMS Campaigns API
- Trigger Custom Event API
- Publish or Unpublish a Program
- Create New Profile Extension Table
- New Asynchronous REST API to Delete Folders
- Exercise
- Responsys REST APIs – Good to Know Information
- Web Service Guidelines
- Automatic Failover for Transactional Messaging (AFTM)
- Summary and Resources
- Key Points
- Earn Recognition & Accreditation
- Oracle Cloud: Become Certified
- Services & Suppor