



# Boxever Customer Data Platform eLearning

## Course Outline

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This is a self-paced e-Learning course with an estimated total duration between 1-2 hours. The eLearning demonstrates the full power of the Boxever CDP, including how it can be leveraged in Segments, Decisioning, Experiences, and more. It also includes Identity Resolution.

With more people working remotely, eLearning is a great alternative when logistics prevent classroom training. Although the concepts and theories presented are the same, in eLearning there aren't any hands-on exercises conducted in a training environment although there are simulated click-throughs of the Boxever app. Almost all studies and surveys indicate that classroom training is a superior learning method.

This eLearning course can be completed on its own, or taken as part of these eLearning courses:

**Boxever CDP**

Decisioning

Web Experiences

Full Stack Experiences

The Boxever Advanced User Certification exam is administered at the end of the above eLearning courses. This is the same 1-hour multiple choice, closed book certification exam that tests terminology and concepts, that is taken during the classroom training.

## Audience

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Suitable for both business and technical users who want to understand how to leverage the Boxever CDP for maximum impact.

## eLearning Content

Topics Covered	Description
Intro to Boxever CDP	An introduction to the Boxever Customer Data Platform (CDP), including how data is captured and ingested.
Guest Profiles	Covers how a Guest Profile is created, whether the Guest is identified or not.
Viewing Interactions, Orders, Custom Attributes	Enables you to click-through a simulation of a Guest Profile to view Sessions, Events, Orders, and Custom Attributes.
Identity Resolution	Describes how Guest Profiles are migrated once two Profiles are matched.
Building Audiences	Steps you through how to build Segments using Filters, Dimensions, Sub-Dimensions, and Operators.
Targeting Audiences	Provides a high-level of detail on how Segments can be used throughout the Boxever App to target Audiences.
Calculating Segments	Takes you through the best practice of calculating Segment size as you build, as well as the nightly build.