



# Boxever Full Stack eLearning

## Course Outline

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This is a self-paced e-Learning course with an estimated total duration between 2-3 hours. The eLearning demonstrates how you can create Full Stack Experiences (both Triggered and Interactive).

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-through 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 product team members who want to learn the capabilities of Full Stack Experiences, including running A/B Tests, or those that want to understand how to leverage the Boxever CDP for maximum impact.

## eLearning Content

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Module	Description
Intro to Interactive Experiences	Learn about creating Interactive Experiences which enable Product Teams to create and run tests across their full technology stack.
Allocating traffic	Manage traffic allocation to Variants, and understand when to use Basic Allocation and when to use Advanced Allocation.
Composing API Response	This section is for product team members creating Interactive Experiences or those who want to learn about composing and testing the API Response in FreeMarker, while leveraging CDP attributes for maximum real-time personalisation.
Setting optional conditions	Understand the optional conditions you can set for the Experience, including Audience Filters (through Segments and/or JavaScript), and Decision Models.
Intro to Triggered Experiences	Learn how to create Triggered Experiences, including how to send personalised emails to an Email Service Provider (ESP) for distribution.
Composing Webhooks	Covers how to compose FreeMarker content leveraging the Boxever CDP and share it with an external provider via a WebHook.
A/B Testing	Learn the fundamentals of A/B Testing including why test, what to test, importance of a primary goal, and starting the test.
Analytics	Review operational metrics and review analytics to make data-driven decisions, including what to do when a winner's declared or a test is inconclusive.