



# Boxever Web Experiences 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 Web Experiences from templates to create contextual, personalisation in real-time across any web-based app.

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 will be responsible for creating Web Experiences, 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 Web Experiences	Invoke Personalisation over the Web by creating a Web Experience using easy, out-of-the-box templates.
Previewing Web Experiences	Includes how to preview the Web Experience on your organisation's website, before setting it live.
Allocating traffic	Manage traffic allocation to Variants, and understand when to use Basic Allocation and when to use Advanced Allocation.
Editing Variants	Provides a high-level overview of how product team members can optionally edit CSS, JavaScript, and HTML to customise the Web Experience further.
Composing API Response	This section is for product team members who want to learn about composing and testing the API Response, while leveraging CDP attributes for maximum real-time personalisation.
Setting optional conditions	Understand the optional conditions you can set for the Experience, like Page Targeting, Audience Filters (through Segments and/or JavaScript), and Decision Models.
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.