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<b>Course Title:</b>	<b>SDL Tridion Sites Experience Optimization Business</b>
<b>Learning Objectives:</b>	<p>The course provides a business introduction to developing Promotions and Experiments in an SDL Tridion Sites environment.</p> <p>Personalization and targeting on any website is key to attracting visitors and encouraging them to return and this course teaches the fundamentals of successfully achieving this with SDL Tridion Sites Experience Optimization.</p> <p>The course takes a hands-on approach to creating Promotions and also teaches key concepts, such as Triggers and Page Regions, which will enable an attendee to create business specific personalization and targeting in their own web site.</p> <p>The course also introduces the benefits of running Experiments in Experience Optimization to test how content is received by site visitors in order of ascertaining the best performing Components through conversion rates.</p>
<b>Target Audience:</b>	This course is for Business Analysts, Developers, Architects and Business Users
<b>Prerequisites:</b>	Attendance on the SDL Tridion Sites Fundamentals course
<b>Course Delivery Mode:</b>	This course is available for delivery on premise at your site.
<b>Course Duration:</b>	1 day
<b>Topics Covered:</b>	<ul style="list-style-type: none"><li>• Introduction to Experience Optimization</li><li>• Promotions</li><li>• Experience Manager and Promotions</li><li>• Triggers</li><li>• Content for Promotions</li><li>• Mapping SDL Tridion Sites and Experience Optimization Elements</li><li>• Experience Optimization Experiments</li></ul>

**Further Information:** For further information on any of our courses please contact us at [learn@sdl.com](mailto:learn@sdl.com)