Platform training services

TAGUCHI ®

Training services summary

| TRAINING TYPE	Level 1 **Campaign Essentials**	Level 2 **Targeting & Segmentation**	Level 2 **Taguchi Automation**	Level 2 **Taguchi Insights & Analytics**	Level 2 **Taguchi Smart Template – Deep-dive**	Level 3 **Taguchi Smart Template – Multichannel made easy**	**Smart Template & API coding**
DESCRIPTION SUMMARY	Learn the Taguchi fundamentals including: • Introduction to Taguchi • User access • Creating campaigns • Creating activities • Building emails • Approval workflow • Deployment • Intro to reporting • Support process	• Background in Boolean logic and how it's applied in Taguchi • Advanced use of the Target Expression Engine – segment based on demographic, engagement or purchase behaviour • Create dynamic content segments based on database attributes	• Become a Taguchi Smart Path expert by learning how to create customer journey automation programs that increase engagement and conversion	• Gain a deeper understanding of each metric available within Taguchi • Learn how to better understand the reporting in order to make better decisions	• Detailed review of your own Taguchi Email Smart Template • Learn about each block and the options available • Know how to get the most out of the A/B and multivariate testing optimisation functionality	• Understand the power of the Taguchi Webform Smart Template • Know how to create powerful multichannel campaigns combining forms, email and SMS	• Overview of how Taguchi Smart Templates can be built using a combination of JavaScript and CSS • Introduction to the Taguchi API suite and its general capabilities
AUDIENCE	Operators of Taguchi – new and existing • Designers • Marketers • Analytics teams	Operators of Taguchi – recommended to have completed the *Level 1 Campaign Essentials* course	Operators of Taguchi – recommended to have completed the *Level 1 Campaign Essentials* plus the *Level 2 Targeting & Segmentation* courses	Operators of Taguchi – recommended to have completed the *Level 1 Campaign Essentials* course	Operators of Taguchi – recommended to have completed the *Level 1 Introduction to Taguchi* course	Operators of Taguchi – recommended to have completed the *Level 2 Taguchi Smart Template* course	In house developers or anyone who wants to understand the code behind the 'magic'
COST	• Group session: Free and available to all Taguchi clients* • Client specific: $1800 + GST	• Group session: Free and available to all Taguchi clients* • Client specific: $585 + GST	• Group session: Free and available to all Taguchi clients* • Client specific: $585 + GST	• Group session: Free and available to all Taguchi clients* • Client specific: $585 + GST	• Group sessions: N/A • Client specific: $1500 + GST per session	• Group sessions: N/A • Client specific: $1800 + GST per session	• Group session: Free and available to all Taguchi clients* • Client specific: $585 + GST
OUTCOME	Level 1 Campaign Essentials Certificate	Level 2 Targeting & Segmentation Certificate	Level 2 Automation Certificate	Level 2 Insights & Analytics Certificate	Level 2 Taguchi Smart Template Certificate	Level 3 Taguchi Smart Template Certificate	Level 1 Developer Certificate

All group session courses are held 2-3 times per year and are subject to demand.

Campaign Essentials

Learn the fundamentals of Taguchi so you can navigate the platform with ease and create, manage and deploy targeted and sophisticated email campaigns.
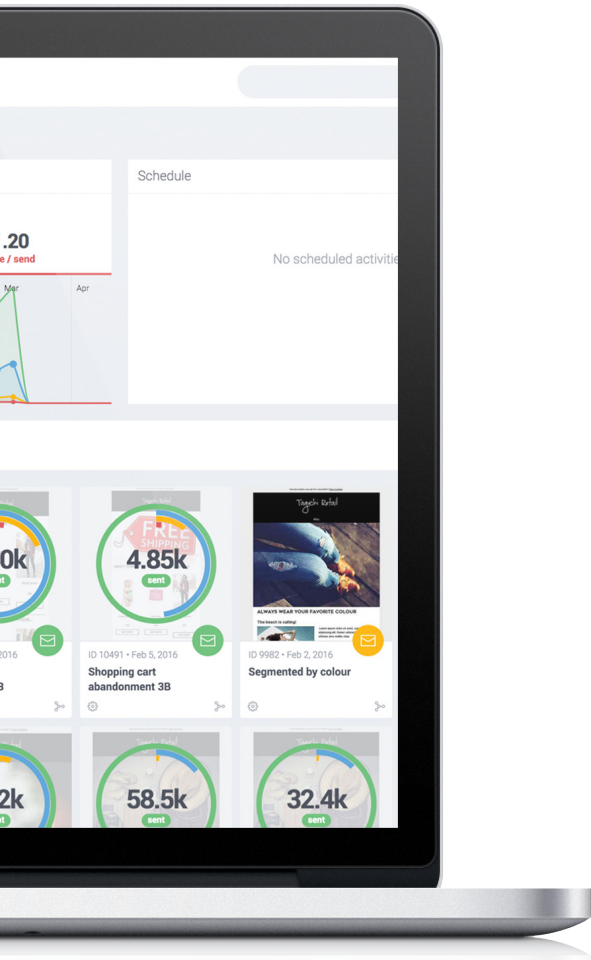
Key topics:

- Introduction to Taguchi
- User Access
- Dashboard metrics
- Creating campaigns
- Creating activities
- Taguchi Smart Template for Email
- Testing optimisation
- Intro to Target Expressions
- Personalisation
- Approval workflow
- Deployment
- Intro to reporting
- Subscribers and database structure
- Creating a list
- Settings
- Support process

Course length: Allow 6–8 hours

Assessment: Trainees are required to build an email based on a brief developed by Taguchi. After this, Taguchi will provide feedback and recommendations for improvements.

Outcome: Taguchi Level 1 Campaign Essentials Certificate

Location: Taguchi Head Office unless otherwise arranged

Audience: Operators of Taguchi – new and existing

- Designers
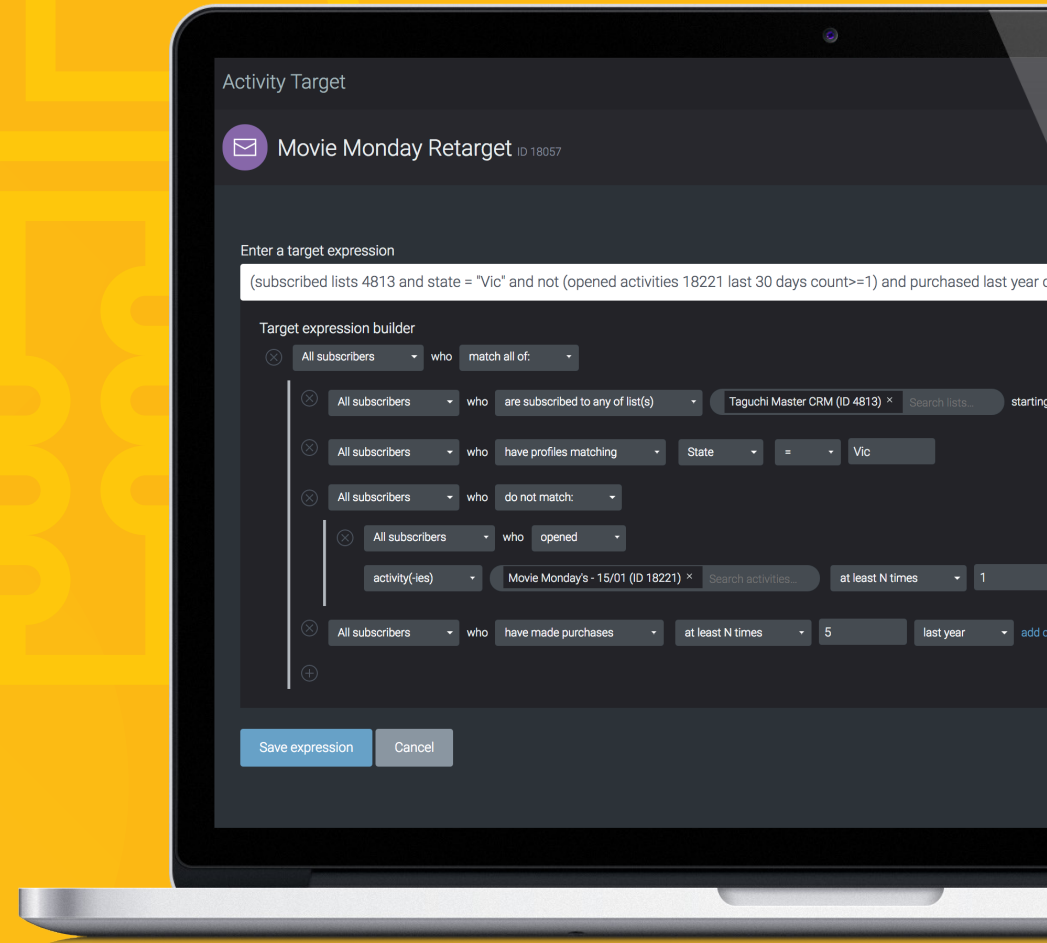- Marketers
- Analytics teams

Cost:

- Group session: Free and available to all Taguchi clients*
- Client specific: $1800 + GST

*All group session courses are held 2-3 times per year and are subject to demand.

Targeting & Segmentation

Activity Target

✉ Movie Monday Retarget ID 18057

Enter a target expression

(subscribed lists 4813 and state = "Vic" and not (opened activities 18221 last 30 days count>=1) and purchased last year

Target expression builder

| All subscribers | who | match all of: |

| All subscribers | who | are subscribed to any of list(s) | Taguchi Master CRM (ID 4813) × | Search lists... | starting |

| All subscribers | who | have profiles matching | State | = | Vic |

| All subscribers | who | do not match: |

| All subscribers | who | opened |

| activity(-ies) | Movie Monday's - 15/01 (ID 18221) × | Search activities... | at least N times | 1 |

| All subscribers | who | have made purchases | at least N times | 5 | last year | add c

Save expression   Cancel

Gain a deeper understanding of how to successfully construct highly targeted and segmented email communications including highly personalised content.
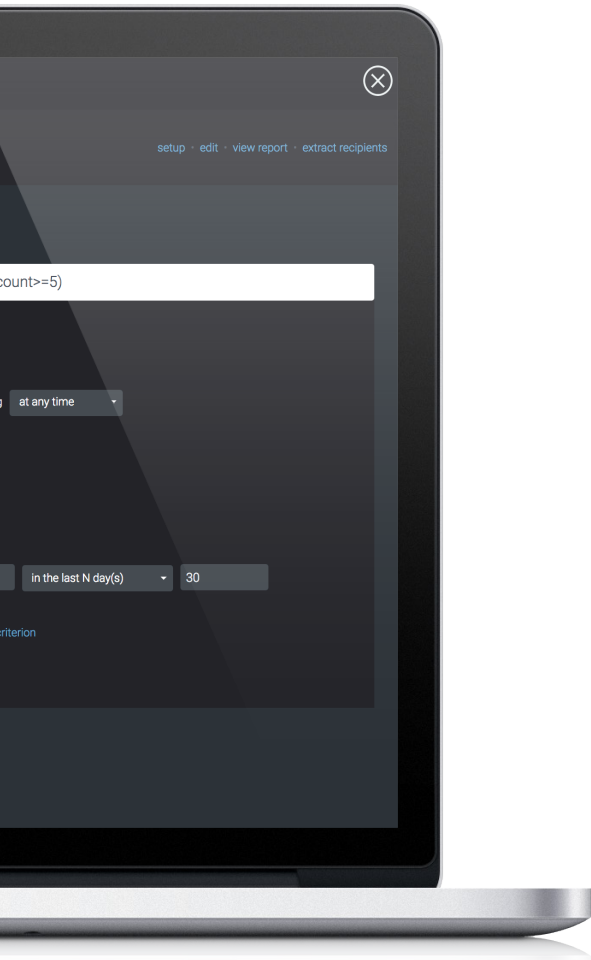
Key topics:

- Background in Boolean logic and how it's applied in Taguchi
- Advanced use of the Target Expression Engine to know how to target effectively using the following types of data:
  - Profile and demographic
  - Taguchi engagement
  - 3rd party engagement (e.g. website behaviour)
  - Purchase behaviour
  - Products
  - Recency, frequency, monetary value (RFM)
- Create dynamic content segments within your emails based on database attributes

Course length: Allow 2–3 hours

Assessment: Trainees are required to complete a series of written tests which will be reviewed and discussed during the course.

Outcome: Taguchi Level 2 Targeting & Segmentation Certificate

Location: Taguchi Head Office unless otherwise arranged

Audience: Operators of Taguchi – recommended to have completed the *Level 1 Campaign Essentials* course.

Cost:

- Group session: Free and available to all Taguchi clients
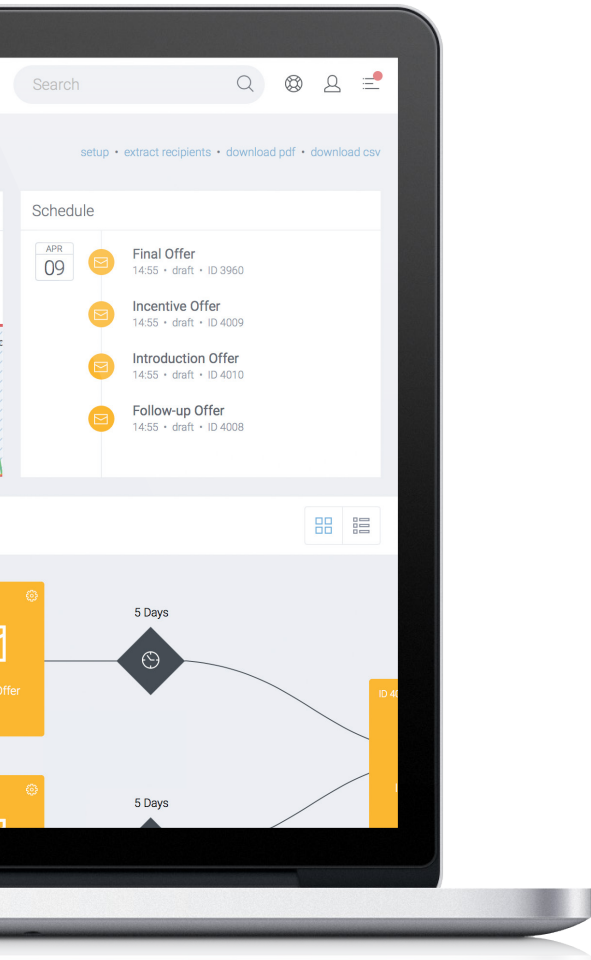- Client specific: $585 + GST for up to 5 staff members

All group session courses are held 2-3 times per year and are subject to demand.

LEVEL 2

Taguchi
Automation

Become a Taguchi Smart Path expert by learning how to create customer journey automation programs that increase engagement and conversion.

Key topics:

- How automation programs work in Taguchi
- Creating your Smart Path
- Linking activities through the path
- Using Target Expressions
- Scheduling and repeat functions
- API triggers

Course length: Allow 2–3 hours

Assessment: Trainees are required to build their own Smart Path based on a brief developed by Taguchi. After this, Taguchi will provide feedback and recommendations for improvements.

Outcome: Taguchi Level 2 Taguchi Automation Certificate

Location: Taguchi Head Office unless otherwise arranged

Audience: Operators of Taguchi – recommended to have completed the *Level 1 Campaign Essentials* plus the *Level 2 Targeting & Segmentation* courses.
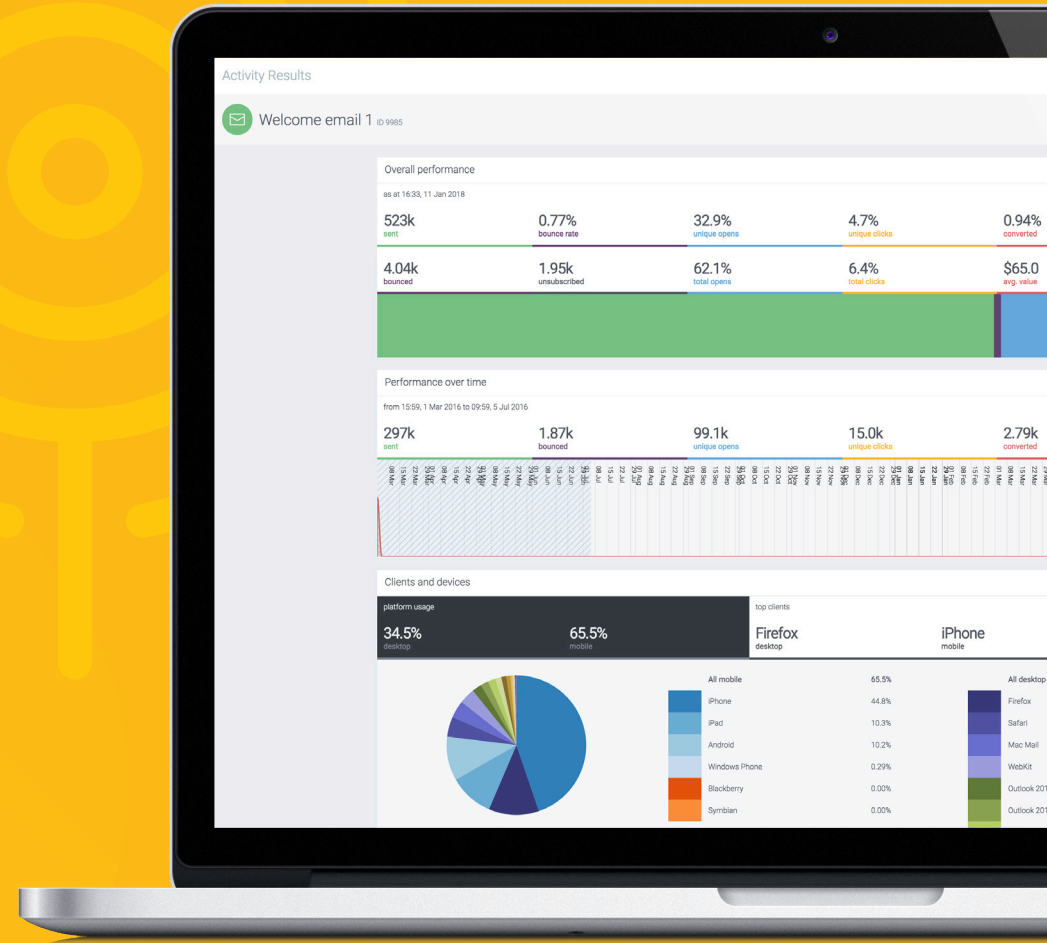
Cost:

- Group session: Free and available to all Taguchi clients*
- Client specific: $585 + GST

*All group session courses are held 2-3 times per year and are subject to demand.

Taguchi Insights & Analytics

Get a deeper understanding of each metric available within Taguchi enabling you to quickly gain insights in order to make better decisions.

Key topics:

- Out of the box reporting including:
  - Dashboard metrics
  - Campaigns
  - Activities
  - Subscriber predictive modelling and lifetime value
  - Subscriber lists
- CSV and PDF report extracts
- Customised extracts using Target Expressions
- Other custom report

Course length: Allow 2–3 hours

Assessment: Trainees are required to complete a series of written tests which will be reviewed and discussed during the course.

Outcome: Taguchi level 2 Insights & Analytics Certificate

Location: Taguchi Head Office unless otherwise arranged

Audience: Operators of Taguchi – recommended to have completed the *Level 1 Campaign Essentials* course.
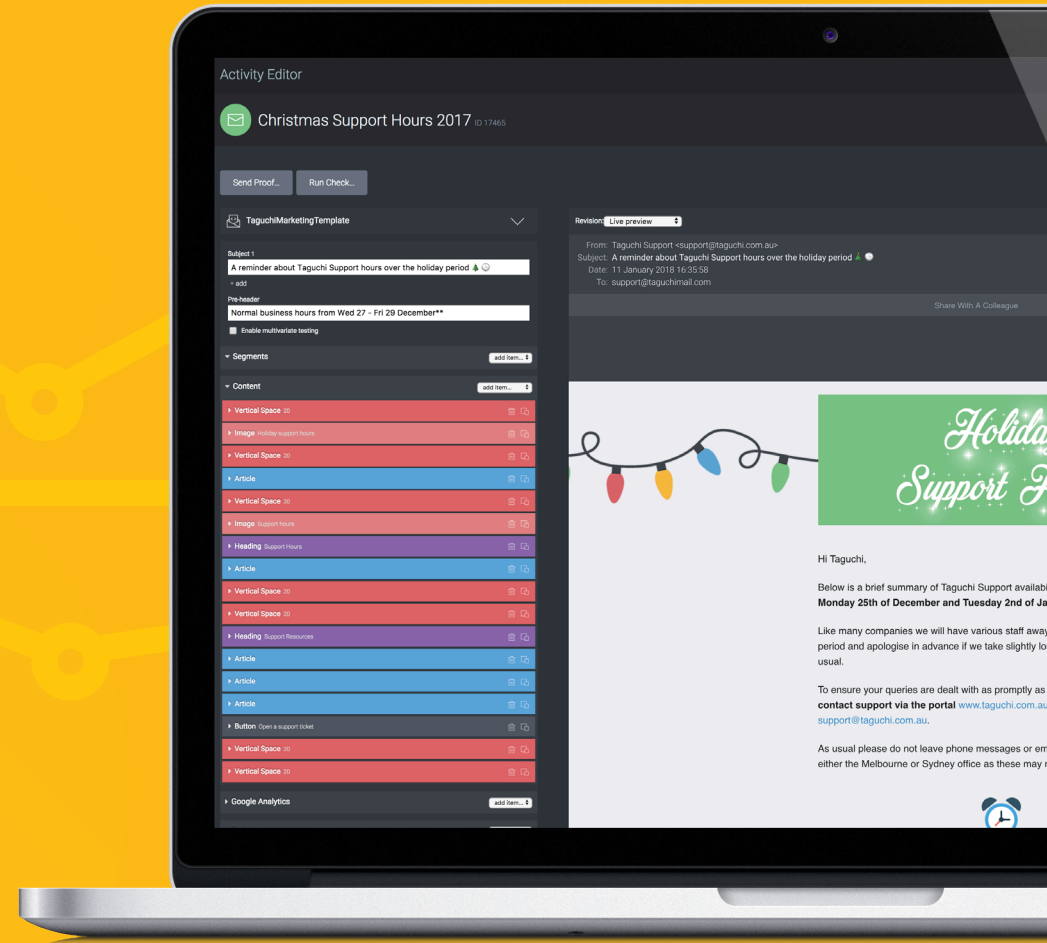
Cost:

- Group session: Free and available to all Taguchi clients*
- Client specific: $585 + GST

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setup • target • edit • extract recipients • download PDF • download CSV

$321k
total value

$0.61
value / send

$179k
total value

iPhone
overall

34.5%
11.7%
4.7%
4.0%
3.6%
2.2%
1.8%

LEVEL 2

Taguchi Smart Template – Deep-dive

Become the Taguchi Smart Template (email) expert by diving into some of the sophisticated features available. This course will not only act as a great refresher, but you will learn the latest ways of executing campaigns more efficiently and effectively.
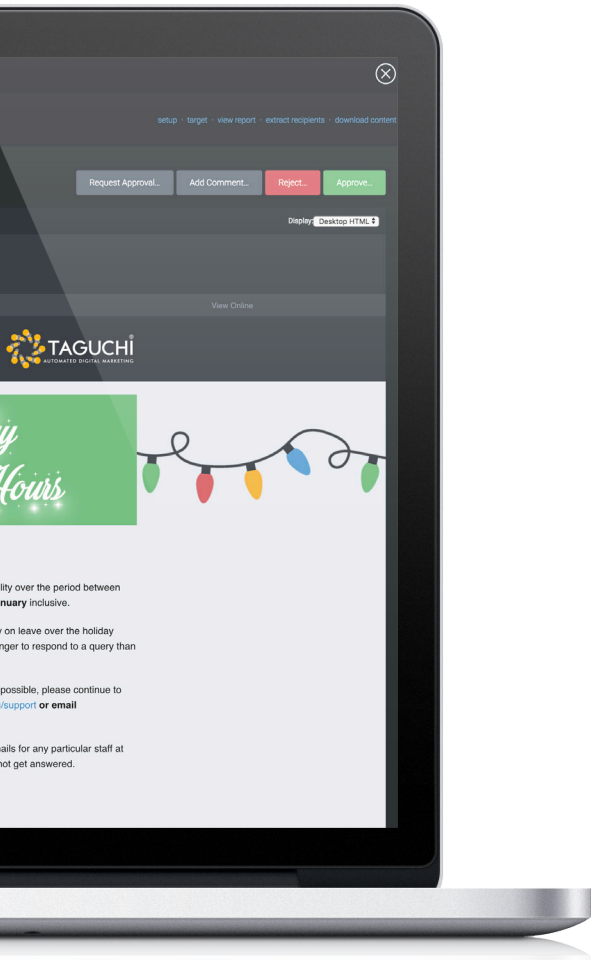
Key topics:

- Tailored review of your own Taguchi Email Smart Template
- Learn about each block and the options available and the fields within each
- Detailed review of the WYSIWYG editor
- Know how to get the most out of the A/B and multivariate testing optimisation functionality
- Clusters
- Details on Running activity checks

Course length: Allow 2–3 hours

Assessment: Trainees are required to build an email based on a brief developed by Taguchi. After this, Taguchi will provide feedback and recommendations for improvements.

Outcome: Taguchi Level 2 Smart Template Certificate

Location: Taguchi Head Office unless otherwise arranged

Audience: Operators of Taguchi – recommended to have completed the *Level 1 Introduction to Taguchi* course.
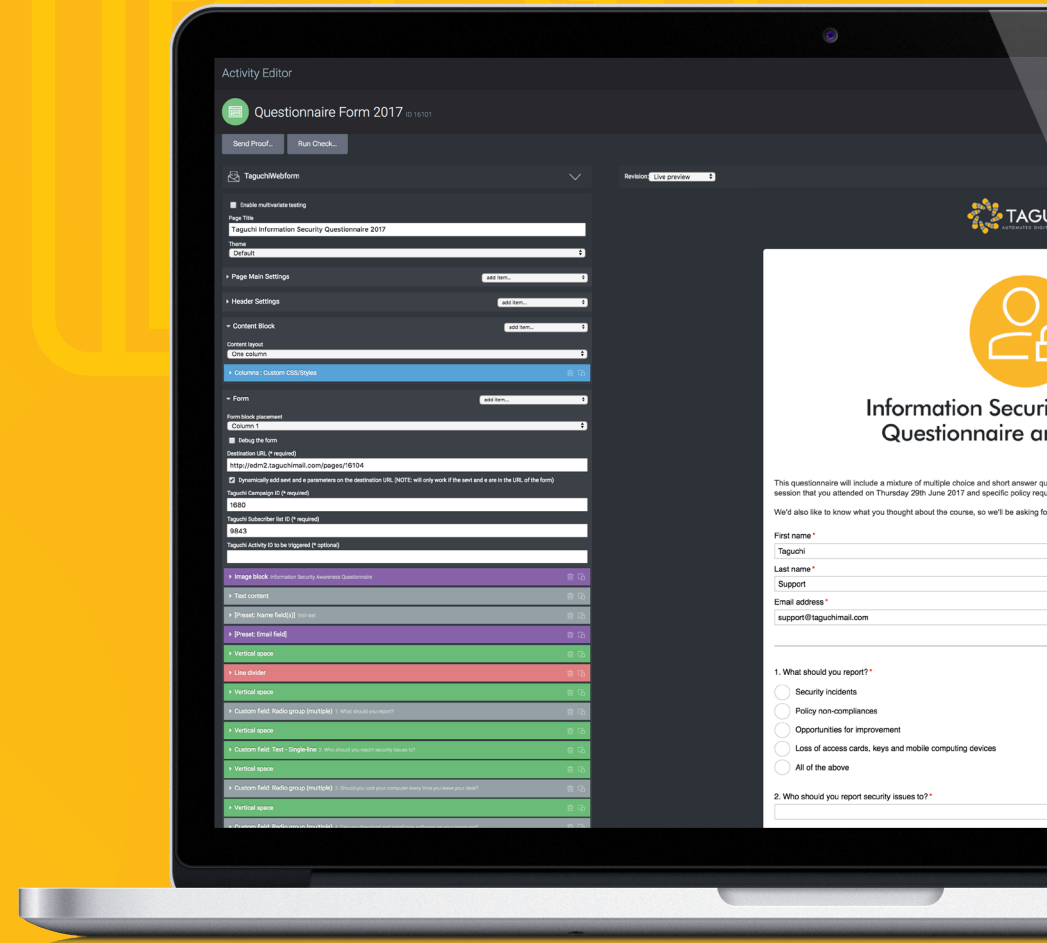
Cost:

- Group sessions: N/A
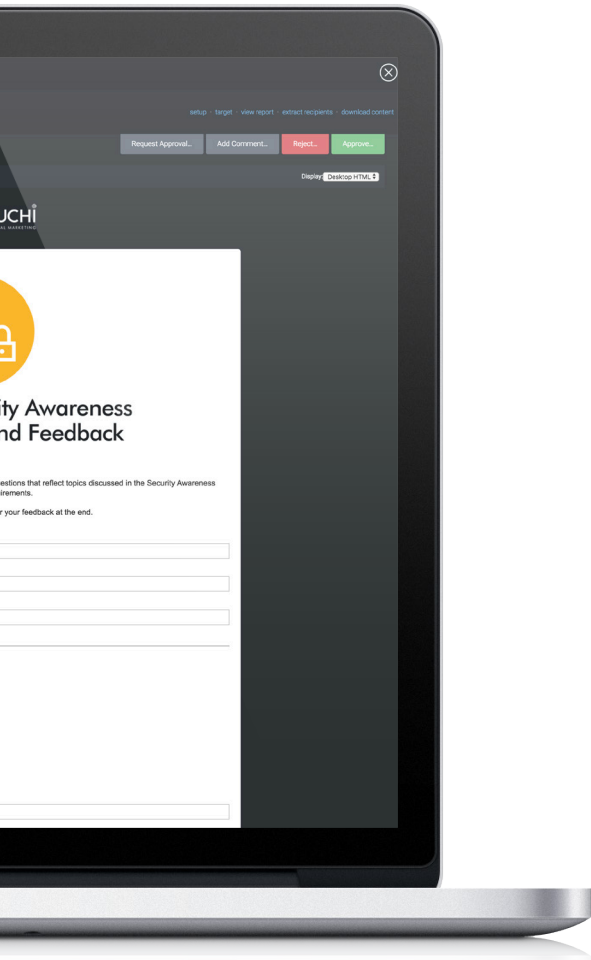- Client specific: $1500 + GST per session

All group session courses are held 2-3 times per year and are subject to demand.

LEVEL 3

Taguchi Smart Template – Multichannel made easy

Understand the power and flexibility of the Taguchi Webform Smart Template. Know how to easily create clever multichannel campaigns combining forms, web-pages, email and SMS.

Key topics:

- Creating Taguchi Webform Smart Template specifically:
  - Creating different field types
  - Mapping correctly to your database fields
  - Form layout options
  - Trigger emails after form submissions
  - Confirmation pages
- Webform applications including:
  - Surveys
  - Competitions
  - Preference Centers
  - Events
  - Acquisition
- Combining webforms with inbound SMS and email to create powerful multichannel campaigns

Course length: Allow 4 hours

Assessment: Trainees are required to build a webform and multichannel campaign based on a brief developed by Taguchi. After this, Taguchi will provide feedback and recommendations for improvements.

Outcome: Taguchi Level 3 Smart Template Certificate

Location: Taguchi Head Office unless otherwise arranged
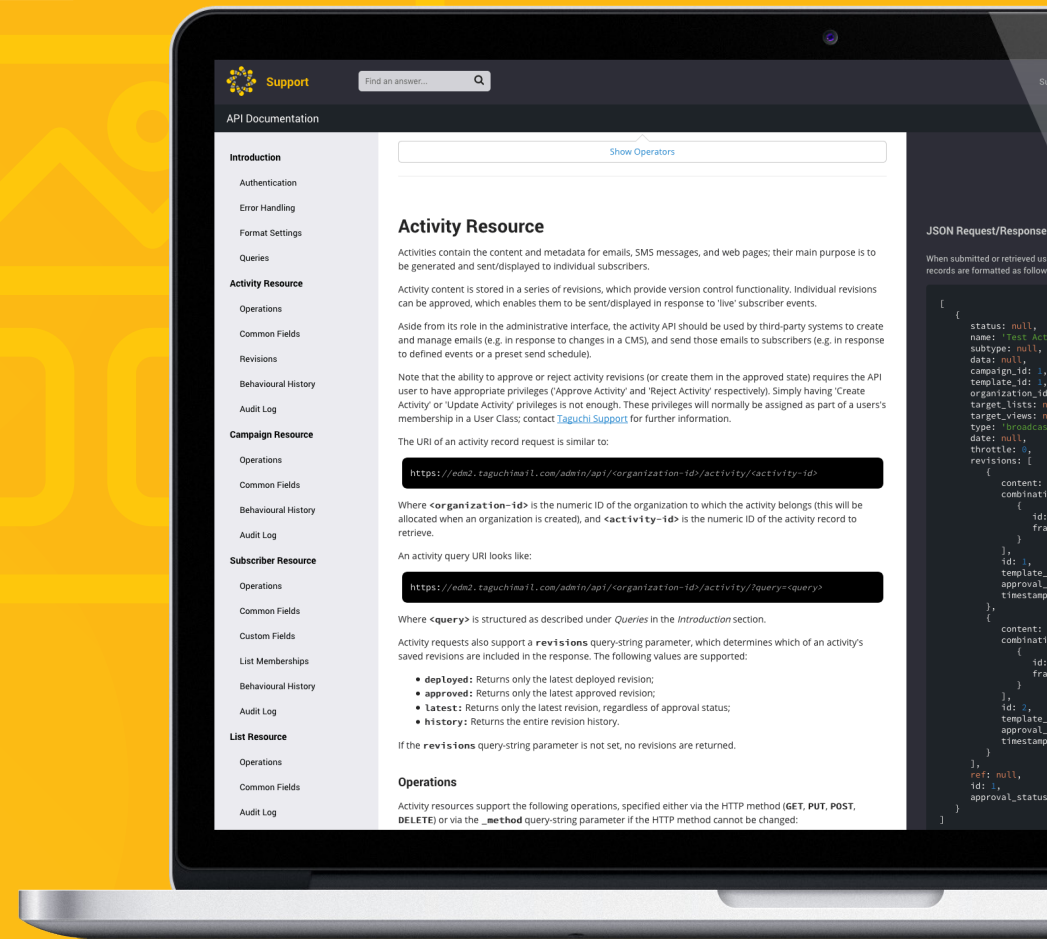
Audience: Operators of Taguchi – recommended to have completed the *Level 2 Taguchi Smart Template* course.
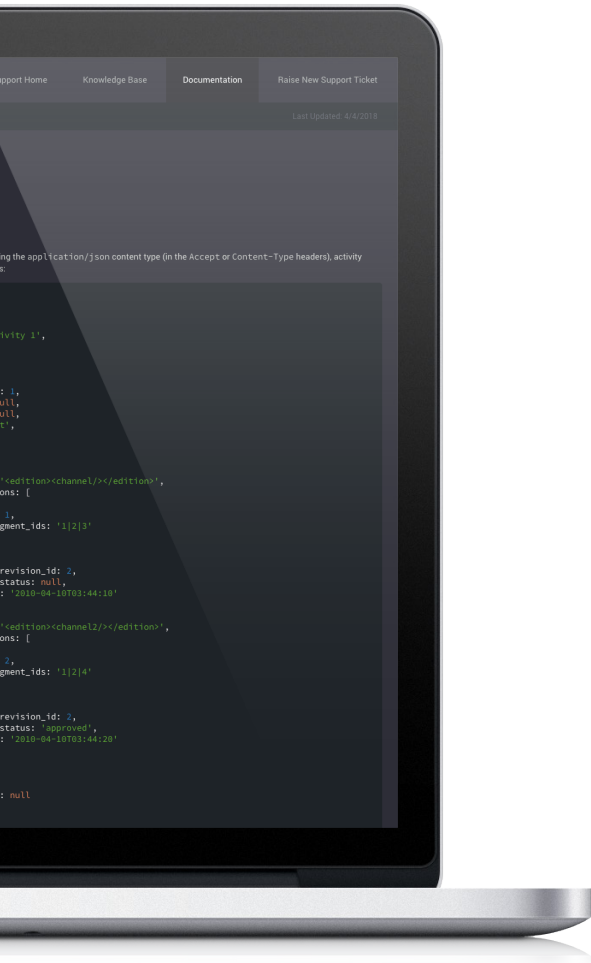
Cost:

- Group sessions: N/A
- Client specific: $1800 + GST per session

All group session courses are held 2-3 times per year and are subject to demand.

Smart Template & API coding

Developers can get their 'hands dirty' and discover all the technical possibilities with the Taguchi platform.

Key topics:

- Overview of how Taguchi Smart Templates can be built using a combination of JavaScript and CSS
- Introduction to the Taguchi API suite and its general capabilities including:
  - Trigger emails
  - Creating profiles
  - Retrieving data
  - Creating lists

Course length: Allow 2–3 hours

Assessment: N/A

Outcome: Taguchi Level 1 Taguchi Developer Certificate

Location: Taguchi Head Office unless otherwise arranged

Audience: In house developers or anyone who wants to understand the code behind the 'magic'

Cost:

- Group session: Free and available to all Taguchi clients*
- Client specific: $585 + GST

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Delivering powerful marketing automation technology in a streamlined, uncomplicated interface.

For more information please contact:

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