

Oracle Advertising and CX Training and Certification

Make Better Implementation Decisions, Drive Better Outcomes!

It is no surprise that we see a direct correlation between trained and certified customer project teams, their implementors, and successful implementation projects. Why? Because implementation training teaches best practices and helps you make better implementation decisions - and better implementation decisions lead to smoother transitions to new technology, stronger user adoption, and faster realization of the business benefits you want.

Where Can I Find Training and Certification?

The best way to access training and certification is through an [Oracle Cloud Learning Subscription](#), which offers 24/7 access to complete sets of skill-based learning, skill checks, and hands-on labs aligned to job roles and capabilities. Several training paths are available for Oracle Advertising and Customer Experience (CX) implementation team members.

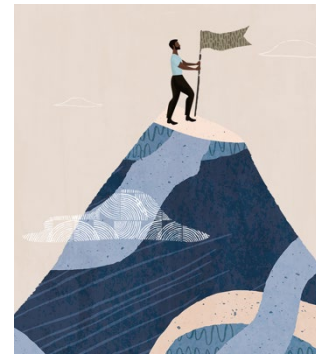
Also, be sure to confirm that your implementation partner's personnel are trained and certified on the Oracle Advertising and CX applications you plan to implement.

When your implementation partners are trained, certified, and current in their training, they will help ensure the implementation of latest product features.

How Can I Find Certified Implementation Partners?

Use the [Verify Badges](#) site to see the current certifications for your project team members. Ask your consultants to set their Badge Visibility to "Public" if you cannot find them on the site.

If you have not engaged an implementation partner yet, consider engaging an [Oracle Partner](#) to help you with your project.



“Certified specialized consultants are recognized by Oracle and preferred by customers.”

Target audience

- Technical Implementer
- Functional Implementer
- Functional Architect
- Project Manager
- Super User



[Oracle CX Certification Paths](#)

Other Helpful Links

- [Oracle Help Center](#)
- [Implementation & Management Series](#)

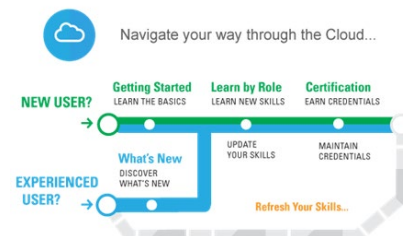
Your key project personnel must obtain appropriate implementation training through the following learning path programs:

| PRODUCT | START WITH THIS LEARNING PATH |
|-------------------------------|---|
| Oracle Marketing | Eloqua Implementation Specialist Responsys Implementation Specialist |
| Oracle B2C Service | Integration and Development Implementer |
| Oracle B2B Service | Oracle B2B Service Implementer |
| Oracle Field Service | Field Service Implementer |
| Oracle CX Sales | Oracle CX Sales Implementer Specialize with these skills: <ul style="list-style-type: none"> • Customer Data Management Cloud Service Implementation • Intelligent Advisor Implementer |
| Configure, Price, Quote (CPQ) | CPQ Implementer |
| Commerce | Commerce Cloud Implementer |

Remember to check your learning subscription often - new specialization training and exams may be added over time!

How Do I Get Started?

The Oracle Advertising and CX Learning Subscription gives you access to all core and specialized implementation training listed above. Contact [Oracle University](#) to request more information or to help with purchasing a learning subscription.



Are There Any Additional Implementation Resources?

Intended to supplement your training, the [Oracle Advertising and CX-Best Practices and Resources](#) page is a collection of resources for key topics. Go to a Resource Center when you want to find recommended documents, videos, and best practice materials to help you implement the Oracle Advertising and CX applications.

“When my team is trained, we can interact with our implementation consultants and make more informed, better decisions.”

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