

Training (ME)

Mobile Engagement Training Resources

Document Title/Link	Document Description	Last Updated
Mobile Engagement Module #1: Message Center In-app Display	Video introduction to how MaaS configuration relates to the app experience	7/5/2017
Mobile Engagement Module #2: App Setup for Broadcast Campaigns	Video training on setting up push notifications for apps to enable broadcast campaigns	7/5/2017
Mobile Engagement Module #3: Attribute and Profile Configuration	Video training on configuring attributes and profiles in MaaS Portal for broadcast and geofence campaigns	7/5/2017
Mobile Engagement Module #4: Location-Geofence Configuration	Video training on configuring locations or geofences for all types of campaigns in MaaS Portal	7/5/2017
Mobile Engagement Module #5: Beacon Configuration	Video training on configuring beacons for beacon campaigns in MaaS Portal	7/5/2017
Mobile Engagement Module #6: Campaign Configuration	Video training on configuring broadcast, geofence and beacon campaigns in MaaS Portal	7/5/2017
Mobile Engagement Module #7: Promotion and Metadata Configuration	Video training on how to configure promotions and metadata for campaigns in MaaS Portal	7/5/2017
Mobile Engagement Module #8: Campaign Analytics	Video training on the campaign analytics available in the Mobile Engagement section of MaaS Portal	7/5/2017
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