Which training modules does Deployteq offer?

Deployteq - Suzanne Martens - 2026-05-22 - Comments (0) - Training
Note

Did you know that we also offer e-learning modules in our Deployteq Academy?

Read more about it here!

Deployteq Basics Training (2 x 6 hours)

Step into the exciting world of Deployteq with our inspiring two-day Basics Training! Whether you're a newcomer with no experience or already familiar with Deployteq, this training is designed to impart essential skills to all participants. On the first day, you'll learn all about contact management, field types, groups, and imports, mastering the creation of engaging profiles. The second day explores the creative aspects, including emails, pages, campaigns, and the realm of reports and analytics.

Upon successful completion of these two training days, you will receive the Deployteq certificate.

Options for the Basics Training:

- Location: at your premises or in the training room of our Deployteq Academy in Huis ter Heide.
- Participation: dedicated for you and your colleagues (max 6 persons).

This training provides a thorough understanding of the basics of Deployteq, enabling you to dive straight into most components. Ample practice opportunities are provided, and we pay extra attention to topics that are relevant to you.

Day 1	Day 2
What is the dashboard and how can you use it?	
Portal and Brand: what are they and how do you create them?	Recap of Day 1
User management	Refresher task
CRM: what information is stored in a customer record?	Brand settings
Exercise: create a customer record	Campaigns
Lunch break from 12:30 to 13:00	Exercise: create a campaign
Importing and exporting customer data	Lunch break from 12:30 to 13:00
Exercise (together): perform an import	A page: what is it and how do you build it?
Profiles	Exercise: build a page
Groups	Reports & Analytics
Exercise: create a profile and a group	Final assignment
Emails: how do you build and send them?	
Exercise: create an email	

The Deployteq Basics Training takes place over two consecutive training days from 10:00 a.m. to 4:00 p.m.

Note

- The dedicated training will be planned together with you and costs €3299,- with a max of 6 particpants.

Deployteq Basic Training – Online + Classroom

Prefer flexible learning? Choose the blended Basic Training!

Is it difficult to free up two full days for training? Or do you prefer learning online and at your own pace? Then the blended variant of the Basic Training is perfect for you!

How does it work?

After registering, you will receive login credentials for the Deployteq Academy, where 15 short online modules are ready for you. Each module covers a specific aspect of Deployteq. Some modules end with a quiz or practical assignment, which you will complete in a dedicated training environment.

You submit your assignments via the Deployteq Academy. Our trainers will review them and either provide feedback or mark the assignment as completed.

Study load

The study load for the online part is approximately 6.5 hours. We recommend completing it within a week, before attending the training session.

Completion & Certification

Once you have completed all modules and assignments, you can participate in the final training session, which lasts approximately 3 hours. This session can take place at our office, on location, or via Teams. During this session, you will have the opportunity to ask questions and complete a final assignment under the guidance of a trainer.

After completing the training, you will receive your certificate and become officially Deployteq Certified!

The online course covers the following topics:

1. Introduction	2. Dashboard	3. Portal vs. Brand
4. User Management	5. Brands	6. Roles
7. Customers	8. Imports and Exports	9. Filemanager
10. Profiles	11. Groups	12. Emails
13. Reports, Analytics and Planning	14. Pages	15. Campaigns

Testimonials from former participants

> “Clear training with sufficient information and feedback. The online modules are clearly described and easy to follow.”

> “I learned step by step how everything fits together and gained a good overview, basic knowledge, and practical skills.”

Note

- The cost for this course is €750,- per person.
- The course is available in Dutch and English.
- Send an email to trainingen@deployteq.com to sign up or ask questions.

Deployteq Campaign Training (4 hours)

Dive deeper into the world of Deployteq Campaigns with our informative advanced training. This session, focused on advanced campaign objects, offers practical examples and the opportunity to explore specific campaigns, taking your skills to the next level. Whether you prefer individual training or with colleagues, we offer flexible options - at your location or in our Deployteq Academy in Huis ter Heide.

During this engaging day, receive tips and tricks for advanced campaigns, including answers to questions such as populating the data model, invoking APIs, encrypting and decrypting data, and integrating activity into Analytics dashboards. The program includes handling advanced campaign objects, setting up the data model, basic SMARTY in emails, and practical build sessions where you can work on your own campaign.

This training will make you a specialist in Deployteq Campaigns!

Note

- This training is scheduled in consultation with you and fully tailored to your needs.
- Would you like to sign up or do you have any questions? Please send an email to trainingen@deployteq.com!

Deployteq Profiles Session (2 hours)

Uncover the secrets behind effectively building profiles during this impactful training session! In just2 hours, you'll not only learn the essential steps but also gain insight into pitfalls to avoid. This valuable training provides a unique opportunity to enhance your expertise and confidently dive into profile building in Deployteq.

About the Profiles Session

This training is perfect for those who are familiar with building basic profiles but aim to perfect them for creating advanced campaigns. The program includes:

- Overview of field types within Deployteq
- Utilization of conditions within profiles
- Correct construction of Data Model-related profiles
- Impact of conditions on profile calculation and optimization tips
- Exploration of various types of profiles within Deployteq

Upon completion of this profiles training, you will not only be proficient in building profiles but also in avoiding pitfalls.

Develop crucial knowledge and skills to confidently create advanced profiles in Deployteq.

Note

- This training is scheduled in consultation with you and fully tailored to your needs.

- Would you like to sign up or do you have any questions? Please send an email to trainingen@deployteq.com.

Data Training (4 hours)

Are you involved in data integrations and seeking clarity on the possibilities Deployteq has to offer? This comprehensive training provides you with a thorough understanding of the ins and outs of input and output in Deployteq, enabling you to work confidently with data.

About the Data Training:

- Detailed discussion covering all possible inputs and outputs of Deployteq, ranging from Webhooks to Event-Based Export (EBE).
- Exploration of standard integrations, including DMP to Webshop.
- Setting up and populating the data model via Imports, REST API, Webhooks, and data model campaign objects.
- In-depth treatment of relevant campaign objects.

This training is also ideal for those who face challenges in getting all data organized within Deployteq. The platform is user-friendly, but how do you effectively process data and use it for successful profile condition selections or campaigns? All these aspects are extensively covered in our data training.

Seize this opportunity to elevate your knowledge of data integrations in Deployteq to the next level!

Note

- This training is scheduled in consultation with you and fully tailored to your needs.
- Would you like to sign up or do you have any questions? Please send an email to trainingen@deployteq.com!

Deployteq CDP Training

The Deployteq CDP Training is a practical, hands-on training in which you'll learn how to work independently with the Customer Data Platform. During this training, you'll get to know the power and capabilities of the CDP and learn how to centrally manage your data and use it for segmentation, personalization, and activation.

The training focuses on the most common tasks within the CDP. Using an RFM model as an example case, you will learn, among other things:

- how to connect data sources
- what schemas are, why they are useful, and how to work with them
- how to set up a workflow and which data processing steps are possible within it

- how to use CDP data in Deployteq for follow-up actions
- how to apply website personalization based on your CDP data

There is plenty of opportunity to practice in a dedicated training environment, guided by an experienced trainer. The training lasts one day, from 10:00 AM to no later than 4:00 PM, and is intended for a maximum of 6 participants from your organization.

The training can take place at your own location or in the training room of the Deployteq Academy in Huis ter Heide.

Note

- The training is part of the CDP onboarding program.
- After completion, your data expert will schedule a short call to walk through your previously developed use cases and the setup of your CDP together. After that, you will receive access to your own CDP environment.