Adobe Analytics Training Course

Master Adobe Analytics in a day

Course Dates

Please note: This course is currently only available in-house

Adobe Analytics is a major player in the analytics tools space. As with so many enterprise level tools, getting the best value and use from it requires a deeper understanding of the product and its features.

The training course will reveal the real potential behind Adobe Analytics: how to best configure the product, how to gain insight from its reporting, and most importantly, how the data can help your business or organisation's continuous improvement process.

This hands on course is packed with useful tips and advice to help you use Adobe Analytics like a pro.

Course Programme

Adobe Analytics Fundamentals

- A detailed look at Adobe Analytics' unique reporting variables and metrics structure
- Introduction to Custom Variables – how data is collected, processed and used in reporting
- Tracking events including: downloads, video views, clicks to external URLs and other events
- How to use in-browser debugging to view which data Adobe Analytics is collecting

Understanding Your Visitors and Content Performance

- Overview of Analysis Workspace interface and features
- Constructing Projects, Panels and Calculated Metrics
- Interpreting customer journeys to gain essential insight into customer online needs and frustrations
- Creating conversion funnels and fallout reports

Understanding Your Traffic Sources And Campaign Performance

- Overview of key traffic sources reports
- Measuring online marketing campaigns using campaign tracking parameters
- Tracking offline marketing and onsite promotions
- Using the Marketing Channels report for marketing attribution

Segmentation: the Real Power Behind Adobe Analytics

- How segmentation can benefit your business
- Building segments from your existing report
- Identify optimisation opportunities using segment comparison in Analysis Workspace

The "Daily" Adobe Analytics

- Creating, modifying and distributing online data dashboards across your organisation
- Creating and sharing bookmark reports, alerts, targets and notifications
- Using Knowledge Base and other help resources
- Administrating users

Benefits

Following this training course, you will:

- ✓ Have a clear understanding of the terms and metrics used in Adobe Analytics
- ✓ Create and manipulate reports
- ✓ Create and apply segmentation effectively
- ✓ Generate management reporting dashboards
- ✓ Set up and review conversion funnels for sales, leads and other outcomes
- ✓ Understanding customers behaviour for key conversion journeys
- ✓ Measure and monetise channel performance

All attendees receive an attendance certificate and digital copies of course material.

Audience

If you know there's more to Adobe Analytics than the reports you occasionally look at, but you don't quite know where to start, then this course is for you.
This course is designed for marketers, product managers, IT and communications professionals who need to better understand their customers' online behaviour, web content performance and campaign ROI using Adobe Analytics.
Delegates are asked to bring a WiFi enabled laptop in order to carry out exercises.

What people say

Thorough course that gives a good grounding and explains the idiosyncrasies of Adobe Analytics. Would recommend.

Simon Knock, Product Manager
Wowcher

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Great course and very insightful. Highly recommended.

Nelson Sousa, Senior Optimisation Consultant
RedEye International

This course has provided me with a good level of understanding of SiteCatalyst from which I can start to provide valuable insight to clients. Thank you!

Martin Nash, Account Executive
RedEye International

A very useful and practical course that helped us better integrate our web analytics tool into our daily business processes.

Sebastian Gumpp, Senior Consultant
Renesas Electronics Europe