Analytics for Marketing Professionals: On Demand Foundations

Course Description

Web metrics provide an enormous amount of data, which can quickly create confusion rather than actionable intelligence. To make sense of this data, you need to understand how Analytics gathers data and generates reports. You also need to be able to navigate the user interface and the reporting within.

This class will introduce you the foundational elements of Analytics On Demand. We will introduce you to the core features, terminology, and key reports capabilities specific to Analytics On Demand. You will also learn how the tool collects and analyzes data and generates reports, so you can make informed, data-driven decisions about your marketing efforts. The insight you can can help you explain the value of Webtrends Analytics and online analytics and begin building and analytics process in your organization.

Learning Outcomes

After finishing this course, you will be able to:

- Understand the different between data farming and data exploration, and put both to work for you in your analytics process.
- Recognize the team required to build a solid analytics process for your digital properties
- Understand the basics of how Analytics works and what it is designed to do
- Define and explain Analytics-specific terminology
- Understand the basics of Analytics tagging for primary space types
- Navigate the interface, capture reports, create and save changes in the user interface, and access information via the REST API
- Begin to make data-driven decision about your digital properties.

Products Covered

Webtrends Analytics On Demand

Who Should Attend?

Professionals interested in learning how to use Webtrends Analytics On Demand to drive decisions: business and marketing managers, business analysts, web analysts, and anyone else who will need to use Webtrends to understand and improve their organization's online presence.

Prerequisites

None

Availability and Pricing

You may choose to attend a public course online or schedule a private class online or on-site at your location.

- Public: $1,200 per participant
- Private Class: Please contact your account manager for pricing.

Duration

- Online: 8 hours across 2 half-days, 9:00 am – 1:00 pm US Pacific Time

Agenda

- Moving from data to action
  - Becoming data-driven
  - From data farming to data exploration – a model

- Fundamentals of online analytics
  - What's missing in most online analytics strategies
  - The analytics team you need
  - The analytics process
  - Key considerations

- How Analytics 10 Works
  - How Analytics 10 performs analysis
  - Tagging methodology basics
    - o Web and mobile sites
    - o Facebook pages
    - o Apps – mobile and Facebook
    - o SharePoint
    - o Additional tagging options
  - How 3rd party data is used

- The Analytics 10 User Interface
  - Spaces
  - Channels and Groups
  - Dashboards
  - Reports
  - The REST API

- Conclusion and Summary