

Webtrends Certified Analytics Professional: Marketing Analyst Exam

Overview

The Certified Analytics Professional: Marketing Analyst exam will demonstrate that you:

- Are prepared to help your organization become analytics-driven.
- You understand common misconceptions about web analytics and how to overcome them.
- Understand an analyst's role in developing an organization-wide approach to analytics.

Most important, you will demonstrate that you can look at real-world data and business cases, determine potential answers to questions, and can communicate those potential answers to key constituents.

This certification exam uses knowledge learned in our case-based Marketing Analyst Exam Prep course. Prior completion of Analytics for Marketing Professionals Foundations and Analytics for Marketing Professionals Report Analysis is strongly recommended.

Products Covered

Webtrends On Demand and Webtrends On Premises through v. 9.2.

Who Should Attend?

Marketing Analysts responsible for interpreting and making business decisions based on Webtrends Analytics. Professionals responsible to use Webtrends Analytics to drive change not just on their web site, but throughout their organization.

Prerequisites

- Webtrends Analytics for Marketing Professionals: Foundations
- Webtrends Analytics for Marketing Professionals: Report Analysis
- Webtrends Analytics for Marketing Professionals: Marketing Analyst Certification Prep
- Or approval from Webtrends Training Management.

Availability and Pricing

This exam is delivered online.

- \$500 per participant

Duration

- Online: approximately 3 hours