

Digital Analytics with Adobe Analytics

Time Duration – 18 Hours

Number of Sessions – 8+2

Session 1: Introduction to Web Analytics (1 hr)

- What and Why Web Analytics?
- The Process of Using Web Analytics
- What is Reports and Analytics

Session 2: Site Catalyst Implementation (3 hr)

- Requirement of Analytics implements
- Converting requirements into analytics variable(prop, events & evars)
- Significance of s_code.js file
- Implementation of code

Session 3: Site Catalyst Testing and Debugging (2 hr)

- Testing of implementation variable
- Admin Panel setting for reports
- Adobe Digital Debugger
- Httpfox plugin for testing

****Question & Answer Session (1 hr)****

Session 4: Reports and Analytics Basics & Reporting (4 hr)

- Exploring the Reports and Analytics Interface
- Reports and Analytics Metrics
- Segmentation (Creation and implementation)
- Visitor Acquisition
 - Traffic Sources
 - Campaigns Reports
 - Custom Traffic and Conversion Reports
 - Introduction to Dashboard
- Visitor Identification and Segmentation
 - GeoSegmentation Reports
 - Technology Reports
 - Additional Visitor Profile Reports
 - Custom Traffic and Conversion Reports
 - Segmentation Report to a Dashboard
- Visitor Activity and Content Consumption

- Conversion Events
- Site Content Reports
- Mobile Analytics
- Product Reports
- Video Reports
- Visitor Retention and Growth
- Visitor Retention Reports
- Sales Cycle Reports

Session 5: Customizing Reports (2 hr)

- Understanding Reports and Analytics Graphs
- Calculated Metrics
- Report Breakdowns
- Custom Segmentation
- Adding Context to your Reports

Session 6: Report Retrieval and Distribution (2 hr)

- Saving Reports
- Distributing Reports
- Reports and Analytics Dashboard

Session 7: Fundamentals of ad hoc analysis (2 hr)

- Introduction to ad hoc analysis
- The ad hoc analysis User Interface
- Reports in ad hoc analysis
- Metrics in ad hoc analysis

Session 8: Delving Deeper into ad hoc analysis (1 hr)

- More on Metrics in ad hoc analysis
- Understanding the Power of Segmentation

****Question & Answer Session (1 hr)****