Adobe Analytics
Adobe Analytics Implementation

Course description: Adobe Analytics Implementation is a 3-day instructor-led (classroom or virtual) course, where you will learn how to implement Adobe Analytics on your website using Adobe Experience Platform Launch. You will learn to take business requirements, translate them into an implementation solution, and code them directly on the page.

Prerequisites: Working knowledge of programming principles such as basic IF/THEN conditions, JavaScript logic, Adobe Analytics Variables, include files.

Target audience: Developers, Administrators, and Technical leads. In this case, a technical lead is responsible for translating their clients' business requirements into specific variables and functions in Adobe Analytics and managing the deployment of Adobe Analytics code on their websites.

TOPICS

- Solution Design Requirements Document (SDR)
- Foundations of Adobe Analytics Website Implementations
- Experience Platform Launch: Introduction
- Configure the Adobe Analytics Extension
- Implement Page Naming
- Implement Predefined Traffic Variables
- Implement Custom Traffic Variables
- Tracking Campaign Conversion
- Implement Conversion Events
- Implement Retail Variables with Events
- Implement the Purchase Confirmation Page
- Implement Custom Conversion Variables
- Adobe Analytics Validation using Adobe Debuggers and Analysis Workspace.

Objectives

After completing this course, you will be able to:

- Analyze a Solution Design Requirements Document (SDR)
- Utilize a Data Layer within an Adobe Analytics deployment
- Describe the purposes, functions, and limitations of Adobe Analytics variables and features
- Determine which variables, features, and functions will best solve specific business needs
- Set up development environments
- Configure the Adobe Analytics Extension to accept data
- Implement and validate Experience Platform Launch code deployment of Adobe Analytics on a development website

Course Materials

- Adobe Analytics Implementation Student Guide

Start Learning Today
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