Adobe Analytics
Configure Adobe Analytics

Course description: Configure Adobe Analytics is a 1-day, instructor-led (in-classroom and virtually) course designed for System Administrators to understand key set-up areas in the Analytics Admin Console. Using hands-on exercises, you will learn how to log in to the Admin Console and understand all important tasks that need to be completed during Pre-Implementation, Implementation, and Post-Implementation phases of configuring Adobe Analytics.

Prerequisites: Adobe Analytics must have Admin rights and privileges

Target audience: Analytics Administrators, Technical Leads, IT, and Developers

Objectives

After completing this course, you will be able to:

- Understand the administrative hierarchy
- Log in to the Admin Console
- Understand Product Profiles and Permissions
- Add and remove an Admin
- Understand how Adobe follows GDPR and PII regulations
- Learn how to enable Privacy Settings
- Learn how to configure Adobe Analytics Variables
- Understand the configuration and settings of Report Suites
- Understand how to work with Virtual Report Suites
- Get an overview of Adobe Experience Platform Launch
- Create Classifications using the Classification Importer and Classification Rule Builder
- Explain Data Connectors, Data Sources, Data Warehouse, and Customer Attributes
- Explain Marketing Channel Processing Rules and Processing Rules

Course Materials

- Configure Adobe Analytics Student Guide

TOPICS

- Administrative Hierarchy
- Admin Console
- Product Profiles and Permissions
- Internal Governance
- Privacy Settings (GDPR/PII)
- Identify s.props, s.eVars, s.events
- Report Suites and Virtual Report Suite Settings and Configurations
- Adobe Experience Platform Launch Overview
- Debuggers and Packet Sniffers
- Data Import/Export - Create Classifications, Use Importer (SAINT) and Rule Builder, Data Warehouse, and Customer Attributes
- Data Manipulation - Marketing Channel Processing Rules and Processing Rules

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