

Adobe Analytics

Duration - 5 Days / 40 Hours

Program Description

This training covers the fundamentals of Adobe Analytics, including data collection, implementation, and report generation in Analysis Workspace.

It delves into advanced reporting techniques and strategies for improving visitor acquisition and retention. Participants learn about predictive intelligence, anomaly detection, and the creation of custom segments and calculated metrics.

Additionally, the course addresses admin and user management, troubleshooting, and concludes with certification preparation using real-world scenarios

Learning Goals

- ❖ Gain familiarity with Adobe Analytics basics, including data collection methods and user interface navigation.
- ❖ Master data collection techniques and implementation using JavaScript or Adobe Tags
- ❖ Analyze data, create custom reports, and visualize insights in Analysis Workspace

Course Topics

- ❖ Introduction to Adobe Analytics
- ❖ Data Collection and Implementation
- ❖ Analysis Workspace Basics
- ❖ Advanced Reporting Techniques
- ❖ Visitor Acquisition and Retention
- ❖ Predictive Intelligence and Anomaly Detection
- ❖ Custom Segments and Calculated Metrics
- ❖ Admin and User Management
- ❖ Troubleshooting and Best Practices
- ❖ Certification Preparation and Real-world Scenarios

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Modules can be customized to suit client's specific needs and duration accordingly