Analytics for Marketing Professionals: On Demand Report Analysis

Course Description

This class will introduce you to analyzing web analytics reports in Analytics 10. You will learn how to define key success metrics for your unique site, develop strategies for using reports to understand your company's online presence, and use analytics information to drive smart, data-driven changes that help you acquire, engage, convert, and retain users.

Learning Outcomes

After finishing this course, you will be able to:

- Work with your organization to determine Key Performance Indicators (KPIs) that can be directly tracked in Analytics reports
- Work with your Analytics administrator to set up preconfigured reports
- Recognize which reports can be used to measure acquisition, engagement, and conversion efforts for your site
- Understand how to implement campaign tracking in Webtrends Analytics 10 and know how to measure ROI for online and offline campaign efforts
- Measure and improve user engagement on your site
- Understand how scenario analysis reports can be used to measure conversion and make actionable decisions based on these reports
- Understand Analytics terminology and work with your web administrators, Webtrends administrators, and other Webtrends users on best practices in using Webtrends Analytics
- Make data-driven decisions about your marketing and website efforts

Products Covered

Webtrends Analytics On Demand

Who Should Attend?

Professionals interested in learning how to use Webtrends Analytics to drive decisions: business and marketing managers, business analysts, web analysts, and anyone else who will need to use Webtrends to understand and improve their organization's online presence.

Prerequisites

Analytics Foundations On Demand or at least six months of working with Webtrends Analytics On Demand.

Duration

- Online: 8 hours across 2 half-days, 9:00 am – 1:00 pm US Pacific Time

Availability and Pricing

You may choose to attend a public course online or schedule a private class online or on-site at your location.

- Public: $1,200 per participant
- Private Class: Please contact your account manager for pricing.

Agenda

- Setting Goals for Your Web Marketing Efforts
  - Determining your Key Performance Indicators (KPIs)
  - Standard KPI categories
  - The four R's of web marketing

- Standard Reports and Dashboards
  - Site space dashboards
  - Content Reports
  - Event Reports
  - People Reports
  - Technology Reports
  - Traffic Reports

- Scenario analysis in A10
  - Scenario analysis Parameters
  - Implementing scenario analysis
  - Scenario analysis across different use cases
  - Measuring conversion

- Campaign reporting in A10
  - Understanding the nature of Analytics 10 campaign reporting
  - Planning campaigns
  - Executing campaigns
  - Reporting on campaign performance

- Conclusion and Summary

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