

Analytics for Marketing Professionals: Building Meaningful Key Performance Indicators

Course Description

This class will introduce you to the fundamentals of building useful Key Performance Indicators. You will learn how to define key success metrics for your unique site, develop strategies for using reports available in Webtrends Analytics to understand your company's online presence, and use analytics information to drive smart, data-driven changes.

Learning Outcomes

After finishing this course, you will be able to:

- Determine what metrics currently being measured related to your business objectives
- Determine what metrics your analytics tool isn't currently measuring, but should be
- Work with your organization to determine Key Performance Indicators (KPIs) that can be directly tracked in Analytics reports
- Drive data-driven decisions about your marketing and website efforts

Products Covered

Webtrends Analytics On Demand and On Premises through v. 9.2.

Who Should Attend?

Professionals interested in learning how to use Webtrends Analytics to relate their analytics reports to real world business objectives: business and marketing managers, business analysts, web analysts, and anyone else who will need to translate Webtrends metrics into CEO-understandable English.

Prerequisites

Analytics for Marketing Professionals: Foundations or at least six months of working with Webtrends Analytics.

Availability and Pricing

You may choose to attend a public online course or schedule a private online class.

- Public: \$300 per participant
- Private Class: Please contact your account manager for pricing.

Duration

- Online: 2 hours, 9:00 am – 11:00 pm US Pacific Time

Agenda

- Introduction
- Setting Goals for Your Web Marketing Efforts
 - Determining your Business Goals
 - Determining your Key Performance Indicators (KPIs)
 - Four-step process for determining KPIs
 - Standard KPI categories
- Conclusion and Summary