

# Analytics for Marketing Professionals: On Premises Foundations

## Course Description

Web metrics provide an enormous amount of data, which can quickly create confusion rather than actionable intelligence. To make sense of this data, you need to understand how Webtrends Analytics gathers data and generates reports. You also need to be able to navigate through the user interface and provide timely reports to your team and others.

In this class, we will introduce you to the core features, terminology, and key reports specific to Webtrends Analytics. You will also learn how Webtrends Analytics gathers data and generates reports that can help you make data-driven decisions. The insight you gain can help you explain the value of Webtrends and web analytics and begin building an analytics process in your organization.

## Learning Outcomes

After finishing this course, you will be able to:

- Understand the difference between data farming and data exploration and put both to work for you in your web analytics process
- Recognize who in your organization needs to be involved in your web analytics process and what they can do to help
- Understand the basics of how Webtrends Analytics works and what it is designed to do
- Define and explain Analytics-specific terminology
- Navigate the interface, capture reports, create and save on-the-fly changes, and set up exports
- Recognize which key success metrics can be used to measure acquisition, engagement, conversion, and retention efforts for your site
- Begin to make data-driven decisions about your website

## Products Covered

Webtrends Analytics On Premises through v. 9.2.

## 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 Analytics to understand and improve their organization's online presence. This course is also useful for those unfamiliar with navigating Analytics.

## Prerequisites

None.

## 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.

## Duration

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

## Agenda

- Introduction
  - Moving from data to action
  - Data farming versus data exploration
- Data-Driven Decision Making
- What is Web Analytics?
  - What's missing in most web analytic strategies
  - Your web analytics team
  - The three stages of web analytics
  - The web analytics process
- How Does Web Analytics Work for me?
  - Developing your own web analytics process
  - Determining questions to ask
- Webtrends in Theory
  - How analysis works in Webtrends Analytics
  - Standard Log file versus SDC analysis
  - Webtrends tagging
  - Analytics terminology
- Webtrends in Practice
  - The user interface (UI)
    - Profiles and data sources
    - Chapters and dashboards
    - Reports and report options
    - Calendar and calendar options
    - Customer Center and Help functionality
- What You Should Measure
  - The four categories of measurement
  - How to recognize opportunities for measurement
- Conclusion and Summary