

Analytics for Marketing Professionals: On Premises Report Analysis

Course Description

Web metrics provide an enormous amount of data, which can quickly create confusion rather than actionable intelligence. However, when you can make sense of this data, web metrics becomes web analytics. This class will teach you to use Webtrends Analytics strategically, turning your web metrics into analytic tools for success.

In this class, we will build on your knowledge of the core features, terminology, and key reports specific to Webtrends Analytics. You will learn how you can use Analytics to improve acquisition, deepen visitor engagement, optimize site design to increase conversion, and create customer loyalty through retention. The insight you gain can justify online investments and set budgets for future programs.

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, conversion, and retention efforts for your site
- Understand how to implement campaign tracking in Webtrends Analytics 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 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 to understand and improve their organization's online presence.

Prerequisites

Webtrends Analytics for Marketing Professionals: On Premises Foundations class or at least six months of working in Webtrends Analytics On Premises through v. 9.2.

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
 - The four R's of web marketing
- Setting Goals for Your Web Marketing Efforts
 - Determining your Key Performance Indicators (KPIs)
 - Four-step process for determining KPIs
 - Standard KPI categories
- Revealing your Site to Users
 - Measuring Acquisition
 - Performing a web site "health check"
 - Comparing your traffic to the competition
 - Using Webtrends Analytics to improve your search engine marketing
 - Benchmarking acquisition performance
 - Monitoring Online and Offline Campaign Performance
 - Understanding the nature of Analytics campaign reporting
 - Planning campaigns
 - Executing campaigns
 - Reporting on campaign performance
- Rewarding and Respecting Your Users
 - Using Webtrends Analytics to Determine Engagement
 - Defining engagement for your site
 - Understanding major engagement indicators
 - Using Analytics reports to evaluate engagement on your site
 - Using Webtrends Analytics to Measure Conversions
 - Identifying conversion scenarios for your site
 - Measuring conversion with out-of-the-box reports
 - Measuring conversion with scenario analysis
 - Reading and utilizing scenario analysis reports
- Using Webtrends Analytics to Track Retention
 - Becoming familiar with retention tools
 - Using Analytics reports to monitor retention
- Conclusion and Summary