

Analytics for Marketing Professionals: Understanding Analytics Reports for Teams

Course Description

This workshop is designed to help you maximize the value of Webtrends Analytics by teaching your end users how to effectively interpret the information in the Webtrends reports you use. An experienced Webtrends consultant will review your report data with your technical and business users to teach you what the statistics mean and why they are important to you.

Depending on the Webtrends package you have purchased, you may have a smaller or larger set of reports to cover in class. Webtrends offers three variations of this course: Standard, Marketing, and Commerce. Note, this course covers built-in Webtrends Analytics reports and does not cover any custom reports you may have designed. Additional consulting hours will be required to cover custom reports that you desire to have reviewed in the class.

Learning Outcomes

After finishing this course, you will be able to:

- Recognize and be able to explain Webtrends Analytics-specific terminology
- Navigate the interface, capture reports, create and save on-the-fly changes, and set up exports
- Locate and interpret key built-in Webtrends Analytics 10 reports
- Understand how various reports can be used to measure acquisition, engagement, conversion, and retention efforts
- Understand the value of 3rd party data available in Analytics 10
- Better understand and utilize the value of such reports as categories, path analysis, and scenario analysis
- Understand Webtrends Analytics terminology and work with your web administrators, Webtrends administrators, and other Webtrends users on best practices in using Webtrends Analytics

Products Covered

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

Who Should Attend?

Professionals interested in learning how to improve their use of Webtrends Analytics reports to drive decisions: business analysts, marketing managers, site designers and end users of Webtrends reports.

Prerequisites

None

Duration

- Approximately 6 to 8 hours.
- Delivered as private online within 1 day or across 2 half-days

Availability and Pricing

This course is only available as a private class. Contact your account manager for pricing.

Agenda

Concepts and Terminology

- Introduction
- Basic Terminology
 - Hits, document views, page views, visitors, cookies
 - Data sources, profiles, templates, dashboards, reports
- Overview of How Webtrends Analytics Works
- Data collection in Analytics 10
 - Webtrends data
 - 3rd party data
- Using the Webtrends Analytics 10 Consoles
 - Logging on
 - Navigating the Analytics 9 console
 - Calendar and date ranges
 - Reporting console toolbar
 - Searching, Querying, and Bookmarking
 - Exporting
 - Navigating the Analytics 10 console
 - Calendar and date ranges
 - Spaces and space types
 - Channels and Categories
 - Changing views
 - Getting to reports
 - Exporting

Agenda (cont'd)

Webtrends Analytics Reports (covered for On Demand Customers)

- Space Dashboards
 - Site space dashboard
 - Page Dashboard
 - Mobile space dashboard
 - Facebook page space dashboard
 - Facebook app space dashboard
- Site Space Reports
 - Content reports
 - Event reports
 - People reports
 - Technology reports
 - Traffic reports
- Mobile Space Reports
 - Content reports
 - Event reports
 - People reports
 - Technology reports
- Facebook Page Space Reports
 - Content reports
 - Event reports
 - People reports
- Facebook App Space Reports
 - Content reports
 - Event reports
 - People reports
 - Technology reports
- Campaign reporting
 - Analytics 9 campaign reporting
 - Analytics 10 campaign dashboard
- Scenario Analysis Reports
 - Scenario Analysis parameters
 - 5 Point Scenario Analysis
- Path Analysis reports
 - Entry pages
 - Preconfigured path analysis reports

Webtrends Reports**(covered for OnPremise customers and On Demand Using only Analytics 9)**

- Overview Dashboards
 - What is a dashboard?
 - What does this data tell me?
 - How can I use the information?
- Marketing
 - Onsite Ad Clickthroughs
 - Referring Sites, Domains and Pages
 - Search Engines and Search Phrases
- Visitors
 - Top Visitors, New vs. Returning Visitors
 - Organizations, Geographic Regions
- Site Design
 - Onsite Search Terms Found and Not Found
 - Pages and Content reports
 - Groups, Entry Pages, Exit Pages, Single-page Visits, and Single-level Paths
 - Path Analysis
- Site Performance
 - Average Time to Serve
 - Client Errors
 - Files Not Found Errors
 - Visits by Number of Pages Viewed and by Day of the Week
- Scenario Analysis Reports
 - Scenario Analysis parameters
 - 5 Point Scenario Analysis
- Marketing Reports (Marketing Pack only)
 - Visitor History
 - Campaigns, Demand Channels, Marketing Programs, Offers,
 - Campaigns by New vs. Returning Visitors, Campaigns by Lifetime Value, Initial Referrers,
 - Most Recent Search Engine, Purchase Conversion Funnel
- Commerce Reports (Commerce Pack Only)
 - Products, Product Categories and Sub-Categories, Products by Suppliers
 - Product SKUs, by Demand Channel, by Search Engines, by Region
 - Customers and Non-Customers, New and Repeat Buyers
 - Sales Cycle, Sales Cycle by Buyer