

Webtrends Analytics for Marketing Professionals: Introduction to Mobile Spaces

Course Description

Webtrends Mobile Analytics is designed to provide deep insight for your mobile investments by tracking and measuring the usage of your mobile applications and sites. Built on the foundation of our Analytics solution, Mobile Analytics allows you to quantify mobile investments, make decisions based on accurate data that's comparable to your website analytics, and create a fully integrated digital marketing strategy by showing the mobile channel's contribution to the marketing mix.

This course will introduce you to our Mobile Analytics solutions for both mobile sites and mobile applications. We will explain how Mobile Analytics works, then walk you through determining what you should measure. Finally, we will introduce you to the reporting available for Mobile Analytics.

Learning Outcomes

After finishing this course, you will be able to:

- Explain how Webtrends mobile site and app Analytics works
- Determine your company's mobile key performance indicators
- Understand Webtrends Mobile Site Analytics reports
- Understand Webtrends Mobile App Analytics reports

Products Covered

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

Who Should Attend?

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

Prerequisites

Webtrends Analytics Foundations class.

Availability and Pricing

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

- Public: \$600 per participant
- Private Class: Please contact your account manager for pricing.

Duration

- Online: 4 hours, 9:00 am – 12:00 pm US Pacific Time

Agenda

- Overview of Webtrends Mobile Analytics
 - Why mobile analytics?
 - Types of mobile presences
 - How Webtrends Mobile Site Analytics works
 - How Webtrends Mobile App Analytics works
- Setting Goals for Your Mobile Efforts
 - Determining your Key Performance Indicators (KPIs)
 - Four-step process for determining KPIs
 - Special considerations: measuring apps
- Webtrends Mobile Site Reporting
 - Key metrics
 - Onsite activity
 - Traffic sources
 - Visitor engagement
 - Technical details
- Webtrends Mobile App Reporting
 - App overview
 - Content, features, and media
 - Visitor engagement
 - Technical details
 - Navigation analysis
- Conclusion