

Segments and Score for Marketing Professionals: Introduction

Course Description

Many organizations have sophisticated marketing requirements that are not met with traditional web analytics. Webtrends' Segments and Score products provide a valuable solution for true individual-level insight.

This course will introduce you to Webtrends Segments and Score, providing you with the foundation you need to use these products for key customer insight. By the end of this course, you will be ready to use Segments and Score for true cross-channel analytics and improved audience segmentation, and you will learn how your work in these tools can fuel automated targeting and personalized content for your visitors.

Learning Outcomes

After finishing this course, you will be able to:

- Understand the basics of Segments and Score functionality
- Learn how to discover and define new Segments
- Understand how to extract Segments data
- Recognize what business problems these systems are designed to help solve
- Understand what you need to know about your implementation to use the data effectively
- Recognize how Segments and Score map to basic audience segmentation methods
- Navigate and use the Segments interface
- Explain and create basic Score rule sets
- Create a basic data extraction

Products Covered

Webtrends Segments and Score On Demand

Who Should Attend?

Professionals who are new to Webtrends Segments and Score, or who have the tool but are currently underutilizing it. Anyone who wants to understand how to create better audience segments for more relevant, targeted content.

Prerequisites

None.

Availability and Pricing

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

- Public: \$900 per participant
- Private Class: Please contact your account manager for pricing.

Duration

- Online: 6 hours across 2 half-days, 9:00 am - 12:00 pm US Pacific Time

Agenda

- Introduction
- Solution Components
 - Visitor Data Mart platform
 - Segments application
 - Score application
- Business Problems We Can Solve with Segments and Score
 - True cross-channel analytics at the visitor level
 - Improved, targeted segments for content or campaign delivery
 - Automating targeted and personalized content for visitors
- Before Using Segments
 - Understanding the visitor identifier
 - Getting a handle on external data
 - Understanding and mapping events
 - Reviewing existing extracts
- Segmentation Basics
 - Behavioral
 - Attitudinal
 - Demographic
 - Geographic
- Segments
 - The exploration interface
 - The builder interface
 - Groups
 - General best practices
- Score
 - Rule sets
 - Rule details
 - Testing rule sets
 - Using Score for segmentation
- Data Extraction
 - Data scheduler
 - Named queries
- Conclusion and More Info