Streams for Marketing Professionals: Introduction

Course Description

This course is designed to introduce marketers to Webtrends Streams and help them understand the business value Streams can provide.

Learning Outcomes

After finishing this course, you will be able to:

- Access Streams
- Use the Streams lab
- Build filters on streams data
- Understand the uses for built-in visualizations
- Build basic visualizations
- Understand what can be found in session streams
- Recognize key business considerations

Products Covered

Webtrends Streams

Who Should Attend?

Professionals interested in learning how to use Webtrends Streams.

Prerequisites

None

Availability and Pricing

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

- Public: $450 per participant
- Private Class: Please contact your account manager for pricing.

Duration

- Online: 3 hours, 9:00 am – 12:00 pm US Pacific Time

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Agenda

- Course Introduction
- What is Streams?
  - What Streams is
  - How it differences from other solutions
  - Business value Streams provides

- How does Streams work?
  - Parameters
  - How they are used

- Streams basics
  - Accessing Streams
  - Account settings
  - Accessing Visualizations
  - Help

- Streams Lab
  - Accessing the lab
  - Viewing parameter values
  - Filtering
  - Building visualizations

- Session Streams
  - Accessing the stream
  - What's included
  - Value of session streams

- Built-In visualizations and use cases
- Conclusion and Summary