



Adobe® Digital Analyst

Training
Duration: 4 Day | 32 Hrs



Know Tomorrow Today

Course Description:

This four-day course focuses on giving you the knowledge and skills to enable you to become a successful digital analyst. Not only will we discuss the framework within which a web analytics program will thrive, we will also discuss a multitude of reporting examples spread across several industries. This course has been designed to provide you with the broadest possible view without sacrificing attention to very specific reporting and data interpretation scenarios. The best fit for this class would be a student who is either just stepping into digital analyst space or who has a minimum to moderate level of experience with web analytics data or web analytics tools. Experience with a Web analytics tool, such as Reports & Analytics or other tools, is recommended, but not required to take this course.

Target audience:

Marketers and analysts who wish to improve their analytical skills.

Objectives:

The objective of this course is to help turn Adobe Marketing Cloud users into analysts so that they can make informed decisions using data to optimize their business.

📌 Agenda: Day 1

(9 a.m.–Noon, 1 p.m.–5 p.m.)

- Role of the Analyst
- Web Analytics Challenges
- Optimization Framework for Success
- Identifying KPIs and Measurement
- Data Segmentation
- Advanced Data Analysis Tools

📌 Agenda: Day 2

(9 a.m.–Noon, 1 p.m.–5 p.m.)

- Content Analysis: Page, Content Affinity, Featured Content, Navigation, Mobile, Video, Internal Search
- Conversion Analysis: Macro & Micro Conversion, Fallout & Pathing Analysis, Product Merchandising

📌 Agenda: Day 3

(9 a.m.–Noon, 1 p.m.–5 p.m.)

- Campaigns, SEM, SEO
- Social Media
- Customer Loyalty & Retention
- Visitor Segmentation
- Vertical Specialization

📌 Agenda: Day 4

(9 a.m.–Noon, 1 p.m.–5 p.m.)

- Vertical Specialization
- Optimization
- Creating a Data-driven Organization

Start Learning Today

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