INFOSOFT IT SOLUTIONS

Training | Projects | Placements

Revathi Apartments, Ameerpet, 1st Floor, Opposite Annapurna Block, Infosoft It solutions, Software Training & Development Institute, **+91-9059683947|+91-9182540872**

Adobe Analysis Workspace

Web analytics 101

- Introduction to online marketing
- Overview of different marketing channels

Metrics in Details and Metrics for Different Verticals

- Traffic metrics – Page views, visits, Unique visitors
- Engagement metrics – Time on page, Bounce rate, exit rate
- Session time out criteria
- Bounce rate criteria and reasons
- Conversion metrics – Revenue, orders, Form submissions, Conversion rate
- Calculated metrics
- Page views per visit, Average order value
- Form completion rate, Form success rate
- Deep into retail metrics and derivations.

Deep dive into Metrics for Different Areas of the Website

- Searches, Null search rate, Search clickthrough rate, Search relevancy
- Cart conversion rate, Checkout conversion rate, Checkout errors

- Evaluating marketing campaigns – Metrics framework for Marketing campaigns.
- Mobile app analytics – Metric differences.
- List of depth calculated metrics.

Overview of Other Tools within Adobe Analytics

- Adobe data warehouse
- Report builder
- Activity map
- Adhoc analysis
- Analytics workspace

Into the Analytics tool: Reporting and Analytics

- Understanding the reporting structure – Data dimension, Data dimension elements and metrics
- Analytics workspace – freeform, visualizations, projects, Cohort, flows, the fallout
- Bookmarking, Downloading and scheduling reports
- Building and automating dashboards
- Configuring alerts – based on availability in the account.

Segmentation and Calculated Metrics in Adobe Analytics

- Containers in calculated metrics (excluding functions)
- Overview of segmentation
- Conditions within segments – Sequential, Union, intersection
- Segment stacking and merging segments
- Using segments in a metric

- Types of containers in the segment – Hit, Visit, Visitor

Report Suite's

- Concept of Multi suite tagging, roll up report suites
- Virtual report suites

Debugging for both Desktop and Mobile

- Decoding / parsing the image request
- Beacon anatomy
- Mobile app testing
- Various debugging tools – Firebug, Omni bug, Experience cloud debugger, network console, Fiddler, Charles

Variables and Events (predefined / custom)

- Traffic variables (props)
- Listing, participation, Pathing
- Conversion variables (eVars)
- Tracking code, allocation, expiry in eVars
- Merchandising syntax, Binding in eVars (Optional)
- Finding methods (for all) and product finding methods (only for retail)
- Conversion classifications, Classification hierarchies
- Success events – pre-defined and custom success events
- Types of events and event serialization; Participation
- List variables

Marketing Channel Processing Rules

- Marketing channel manager
- Marketing channel processing rules

- Marketing channel costs (Optional)
- Marketing channel classifications (Last touch channel details)
- MC expiration

Other Admin Related Topics

- Processing rules (correlating custom variables into variables)
- Internal URL filters
- Customizing calendar and menus
- User management (Creating, maintaining user accounts and groups)
- Classification importer (SAINT classifications)
- Classification rule builder (using regular expressions)
- Data connectors (Purpose and overview)

Tagging the site using Launch - Advanced DTM

We will discuss the basics of Tagging the site Launch

- Modified architecture flow diagram with DTM/ Launch in place
- Data layer concept
- Tagging the pages with the embed code
- Property creation and configuration
- Tool configuration within the property
- Configuring the data elements
- Page load rules
- Event-based rules
- Direct call rules