



# Adobe Analytics Fundamentals Course

An introduction to Adobe Analytics. This will cover all the core concepts around data collection methods, different reporting options inside the tool and how to use all the main features to ensure you have the perfect platform from which to build your own knowledge and experience.

## Course Summary

This course will be delivered by a highly experienced Adobe Analytics consultants. Their knowledge has been built-up by working with a number of large clients across multiple industry verticals and as such can call upon many practical examples during the course. This will be a very hands-on, detailed and intensive course and as such attendees should be prepared for a fast-pace learning environment. Supporting materials and follow up email support will also be provided as part of this course to help attendees achieve the greatest value.

## Course Description

The course will:

- Show you how Adobe Analytics works from capturing data from a website/app all the way through to making use of that data within the different reporting options
- Show you how to decide which type of report to run based on the level of analysis you need to be doing and whether it needs to be segmented or visualised
- Show you how to build a segment as well as how to validate that your segment is working as you expected/designed
- Show you how to create projects in Workspace for deeper-dive analysis into the reports
- Show you how to make use of other more automated reporting features such as dashboards and report builder

## Intended Audience

This course is designed for those who are new to Adobe Analytics, have only used it on occasion or perhaps have not used it for a while and looking for a refresher. If delegates on the course have experience using other systems such as Google Analytics the trainer will also be able to put the learning in context of other tools.



## Prerequisites

Attendees should ideally have access to the Adobe Analytics reporting interface and should understand the basic concepts of how a website and/or mobile app works.

## Agenda

09:00 - 09:30	Introduction - Reception & welcome
09:30 - 10:15	Overview of how Adobe Analytics works (Theory with applied examples)
10:00 - 10:45	Traffic, visits, visitors, page/screen views & time calculations (Theory with applied examples)
10:45 - 11:00	BREAK
11:00 - 11:45	Key reporting, correlation & analysis features (Hands-on run through of the standard interface)
11:45 - 12:30	Customer segmentation by devices, platforms, marketing channel & behaviour (Hands-on run through of the segment interface with applied examples)
12:30 - 13:15	LUNCH
13:15 - 14:00	How to build, test and manage customer segments and calculated metrics (Hands-on run through of the segment canvas with applied examples)
14:00 - 15:00	Guided Exercises: Delegates will be provided a range of segmentation challenges and will need to create a suitable segment to use.. This will be a hands-on exercise with support from the trainer
14:45 - 15:00	BREAK
15:00 - 16:30	How to create data analysis Projects using Workspace (Guided walk-through of the standard interface with applied examples using the segments and calculated metrics built during the Guided Exercises)
16:30 - 16:50	Automating reports from Dashboards, Report Builder and Data Warehouse
16:30 - 17:00	Closing & follow up support discussion

## About Your Trainers

Steve has over 12 years' experience as a digital analyst, 7 years of which he has spent consulting with clients such as BBC, Virgin Media, The Economist, Time Inc, ITV, Boden, Barclays, Education First and many more. He has built and continues to manage a successful consulting business providing essential support and training services on Data Layers, Adobe Analytics, DTM and Target for clients.



Steve Carrod  
Head of Analytics & Optimisation  
DMPG

Patrick is a senior consultant specialising in digital analytics, optimisation and implementation. His expertise is in solving complex problems and bringing focus to large volumes of data. Drawing upon experience with Education First, Snapfish, Boden, Sky, Carnival Corporation, Mondelez and Johnson & Johnson (amongst others), Patrick has an arsenal of examples to bring any course to life.



Patrick Retallick  
Senior Analytics Consultant  
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