

EMARKET EDUCATION

ADOBE ANALYTICS COURSE OUTLINE

You are now one step ahead to become an expert.



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ADOBE ANALYTICS COURSE OUTLINE

Basics of Fundamentals (Module 1)

- Basics of Digital Marketing. Concepts of Web Analytics (Technical & Functional). Types of Web Analytics tools in market. Lead Companies in Web Analytics. Basic of Understanding of HTML, CSS & Javascript. Types of Tag Managers in Market

Adobe Analytics Setup and Documentation (Module 2)

- Adobe Analytics and sub tools incl. Launch by Adobe. A complete Project Life Cycle of an Adobe project. Explaining Report Suite, Conversion Variable, Traffic Variables, Product Variables, Global Variables, Events, Merchandising evars, default eCommerce events and Campaign Setup

Launch by Adobe Implementation (Module 3)

- Launch by Adobe architecture. Key components of Launch by Adobe.
- Create a new property and Adobe Analytics extension setup, ECID setup, Plugin configuration, Data Elements, Page Load, Event based and Direct call rules, Conditions, Exceptions, Actions, Library, Approval Workflow, Datalayer Mapping, Data layer Design and eCommerce event setup

4, Debugging, Data Validation and Dashboard Design (Module4)

- Tag Validation tools. Multiple way to complete the QA (Dev/Stage/Pre-pod & Live Site). Basic Data Validation, Key Dimension and Metrics in Adobe Analytics. Basic Dashboard design in Analysis Workspace. And complex Dashboard design in Workspace



ELGIBILITY REQUIREMENTS:

All Experienced Digital Marketers, Web Analyst, Web Developers, Software Programmers, & Adobe interested candidates can learn Adobe Analytics Training.

COURSE DETAILS:

- *Medium of Training:* Online Classes
- *Duration:* 15 Hours (3 Weekends Only)
- *Fee:* INR 25,000/- (One-time Pay)

