

□

IBM Digital Analytics Introduction
Information

Length: 1.0 Day
___Ref: 9T606G-X 
Delivery method: Classroom
Price: EUR

Overview

This program is a bundle of 7 courses designed to provide business users with the skills necessary to effectively use their Analytics service. Included modules are as follows:

- Developing Relevant KPIs
- Fundamentals of Coremetrics
- Monitoring Site Performance
- Marketing Optimization and Link Tracking
- Site and Scenario Analysis
- Making the Most of Segmentation
- and IBM Digital Analytics Multisite

Public

Please refer to the course overview for description information.

Prerequisites

There are no prerequisites for this course.

Objective

- Identify relevant KPIs for your business
- Access and analyze the suite of reports
- Create custom dashboards
- Interpret data to better understand site traffic and how links within the site influence conversion
- Utilize Insights for further analysis
- Navigate the support portal for additional resources and assistance
- and Understand the features associated with IBM Digital Analytics Multisite

Topics

Please refer to the course overview for description information.

