

□

IBM Digital Analytics and Marketing Center On-Demand Learning Modules Information

Length: 1.0 Day
Ref: 9W720G-X
Delivery method: Web-Based Training
Price: EUR

Overview

This curriculum consists of a collection of multiple on-demand training modules for the Digital Analytics product suite and IBM Marketing Center. Each module is topic and application specific and can be completed at your own pace. New modules are added on a regular basis and participants are encouraged to visit the library on a monthly basis for updates.

If you are enrolling in a Self Paced Virtual Classroom or Web Based Training course, before you enroll, please review the **Self-Paced Virtual Classes and Web-Based Training Classes** on our Terms and Conditions page, as well as the system requirements, to ensure that your system meets the minimum requirements for this course.

<http://www.ibm.com/training/terms>

Public

Please refer to Course Overview for description information.

Prerequisites

Please refer to Course Overview for description information.

Objective

- Utilize the core functionality available with IBM Digital Analytics and IBM Marketing Center
- How data is collected through IBM Digital Analytics tags and the tools to test and manage your site.
- Understand and apply recommended tagging guidelines
- Access in-product guidance and resources
- Reporting capabilities
- Implement website changes to better align and track your goals and metrics
- Create audience segmentation logic and evaluate your display ad campaigns
- Leveraging IBM Marketing Center features, including A/B testing, eMail marketing, and site personalization

Topics

Session 1: Getting Started

- Getting Started with IBM Digital Analytics
- Creating Dashboards and Workbooks
- Effective Troubleshooting
- Enterprise Analytics

Session 2: Analyzing Site Metrics, Content and Product Performance

- Top Line Metrics
- Action Ready Reports
- Event and Content Analysis
- Product Performance
- Demographics and Systems

Session 3: Utilizing Marketing Reports

- Marketing Channels
- Marketing Channels Attribution Reports
- Marketing Programs and Attribution Logic
- Mobile Analytics
- Natural Search Report
- Inbound Link Analysis
- Site Promotions Report
- Referring Sites Report

Session 4: Pathing and Enterprise Dashboard

- Creating and Analyzing Paths
- Enterprise Dashboard

Session 5: Tagging

- Tools and Tagging Fundamentals
- Fundamentals of Tagging
- Best Practices for Flash Tagging
- Tagging Best Practices to Optimize Marketing Tracking

Session 6: Explore

- Digital Analytics Explore

- Explore: Hierarchy, Filtered Groups, and Segment Compare Reports
- Digital Analytics Explore: Flat List Reports
- IBM Digital Analytics Impression Attribution
- IBM Lifecycle
- IBM Segmentation

Session 7: Marketing Tactics

- IBM AdTarget
- IBM Digital Recommendations
- IBM LIVEmail
- IBM Search Marketing: Part 1 : Analyze
- IBM Search Marketing: Part 2 Campaign and Bid Management
- IBM Digital Analytics for Social Media

Session 8: Additional Applications

- Monitor
- Benchmark
- IBM Import
- WebSphere Commerce

Session 9: IBM Marketing Center

- IBM Marketing Center
- IBM Marketing Center V2

Session 10: Digital Data Exchange

- Digital Data Exchange: General Tagging
- Digital Data Exchange: Advanced Tagging
- The Digital Data Exchange API