



## Adobe Analytics Discovery– 1 day

### Objectives

This training course provides attendees with an insight and overview of Reporting and Analytics. Looking at the following topics:

Welcome and Introduction  
Web Analytics and KPI  
SiteCatalyst Basics & Interface  
Visitor Acquisition (How)

*Break 10:30 till 10:45 a.m.*

Visitor Acquisition Cont.  
Identification & Segmentation (Who)  
- Geosegmentation reports  
- Technology reports

*Lunch 12:30 till 1:30 p.m.*

Activity and Content Consumption (What)  
- Site Content reports  
- Simple Paths reports  
- Product reports  
Retention and Growth (When)  
Simple Calculated Metrics

*Break 3:30 till 3:45 p.m.*

Simple Segments  
Saving and Retrieving Reports  
Distributing Reports  
Dashboard Basics  
+ Introduction to Workspace

### Start Learning Today

Global (except EMEA): 877-722-7088 (phone) • 801-406-4566 (fax) • [adls@adobe.com](mailto:adls@adobe.com)  
EMEA: phone +44 (0)1784 476556, ext 256 • fax +44 (0) 1784 476501 • [adlsemea@adobe.com](mailto:adlsemea@adobe.com) [adobe.com/training.html](https://adobe.com/training.html)