

Webtrends for Technical Professionals II: Custom Reports

Duration: 1 day, 9:00 am – 3:00 pm

Availability

You may choose to attend a public course or schedule a private on-site class at your location.

Course Description

Many organizations have sophisticated reporting requirements that are not met with Standard Webtrends features. In Webtrends for Technical Professionals: Custom Reporting, you will learn how to configure and implement custom reporting features to create advanced reports to meet the specific needs of your organization.

Our expert instructors use demonstrations, hands-on labs and lecture to guide you through the configuration and use of Custom Reports. You will learn how to design reports using the vast number of preconfigured components supplied in Webtrends and how to build your own customized dimensions and measures. In addition, you will also learn how to design custom drilldown reports for campaigns, products and other business processes.

Products Covered

Webtrends Analytics 8.7 OnDemand and 8.5 Software
Advanced Marketing or Commerce Package

Who Should Attend?

Administrators of Webtrends and anyone responsible for configuring Webtrends custom reports to meet the reporting needs of their organization.

Prerequisite

Webtrends for Technical Professionals: Essentials or equivalent experience. Student must be able to configure profiles, create and manage data sources, use filters and configure advanced features such as content groups and path analysis. Student must have 3-6 months experience working with the Webtrends product. Customers must have the Advanced Marketing or Commerce Package to have this functionality.

Learning Outcomes

As a result of attending the course participants will be able to:

- Navigate the Webtrends custom reporting interface
- Understand the importance of visitor history
- Design and create custom reports
- Create custom report hit and visit filters to segment traffic
- Create custom components such as dimensions and measures
- Understand lookup tables and how to implement them
- Implement advanced campaign and product reporting
- Design and create drilldown reports

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Agenda

- ❑ Visitor History
 - Importance and use of visitor history
- ❑ Basic Custom Report Components and Setup
 - Navigating the Webtrends custom reports interface
 - Creating categories
 - Setting up your templates to auto populate custom reports
 - Custom report structure
- ❑ Filters and Calculated Measures
 - Create and apply custom report filters
 - Create calculated measures
- ❑ Custom Dimensions and Measures
 - Creating new dimensions and measures
 - Using custom tags in reports
 - Lookup tables
- ❑ Drilldown Reports
 - Building hierarchy reports
 - Advanced campaign and product reporting