

Introduction to Visitor Intelligence for Business Users

Duration: 3 hours online session, 9:00 am – 12:00 pm PST
1 hour follow-up online session, 10:00am – 11:00am PST

Course Description

This online, instructor lead class will introduce you to the fundamentals of using the Visitor Intelligence user interface and to the basics of multi-dimensional data cubes. You will gain valuable experience with the tool and discover ways to easily present volumes of Marketing Warehouse data. You will also learn how to use the Visitor Intelligence tool interactively to better understand your company's complex Marketing data.

This class is designed for business professionals who are responsible for designing reports as well as professional end user that view reports. The class utilizes multiple training methodologies such as lecture, demonstration, and hands-on exercises to promote learning. Participants will learn how to configure custom reports and charts as well as a wide-array of ad-hoc reporting and charting features.

Products Covered

Webtrends Visitor Intelligence

Who Should Attend?

Professionals interested in learning how to use Visitor Intelligence to drive decisions like business and marketing managers, business analysts, web analysts, and all users who will need to use Visitor Intelligence to understand their organization's marketing data.

Prerequisite

None

Learning Outcomes

After finishing this course, you will be able to:

- Understand the basics of Visitor Intelligence functionality and what Visitor Intelligence is designed to do
- Recognize and be able to explain Visitor Intelligence-specific terminology
- Navigate the interface, create reports, create and save on-the-fly changes, and set up exports
- Create filters to segment traffic
- Create custom configurations of various reports such as content groups and campaigns
- Understand how to more deeply analyze user engagement on your site

Introduction to Visitor Intelligence for Business Users

Agenda

- ❑ Introduction to Visitor Intelligence
- ❑ What are multi-dimension data cubes?
 - Moving from simple to complex analysis
 - Events and Attributes
- ❑ Visitor Intelligence Basics
 - Charts and Graphs
 - Pivot Tables
 - Filtering
 - Step Tracking
- ❑ Visitor Intelligence Common Usage
 - Dimension/Measure changes
 - Customizing labels
 - Calculated Measures
- ❑ Offline Exercise
- ❑ Question and Answer follow up session