

Adobe Analytics Training

INTRODUCTION

- **About Adobe Analytics**
- **About this Playbook**

LEADERSHIP

Communication

- Communication Management
- Recommended Communication Process and Principles
- Setting Communication Goals
- Recommendations on a Communication Approach

Accountability

- Steering Committee
- Common Roles and Responsibilities within a Steering Committee
- Setting up a Working Group

STRATEGY

Moving from Web Analytics to Marketing Analytics

- Adobe Analytics Maturity Model

Digital Strategy

Focus

- KPI Strategy

Alignment

- Measurement Strategy

Innovation

PEOPLE

Expertise

Structure

- Project-Based Recommended Organizational Structure
- Business Recommended Organizational Structure
- Roles and Responsibilities

Resources

- Resource Model

Community

Culture

- Developing a Culture of Analytics and Testing Process

Deployment and Implementation

Typical Deployment Scenarios for Adobe Analytics

- Deployment process steps
- Implementation Acceptance
- Project Management
- Project Delivery Phases
- Communication
- Administration
- Workflows

Reporting and Insights

Usage

Sustainability

Change Management

PRODUCT

Solution Architecture – Inputs and Outputs

- Data Workbench
- Cross-Channel Attribution
- Report Builder
- Ad Hoc Analysis
- Data Connectors
- Data Warehouse
- Compare Adobe Analytics Versions

Adobe Analytics Integrations

- Common Third-party Integrations
- Marketing Cloud Integrations
- Validation, Optimization and Security
- Optimization
- Security

Adobe Debugger

Democratization

Automation

Leveraging Your Investment (The Big Picture)

CHECKLISTS

ADOBE ANALYTICS PRODUCT MATURITY ACTIVITIES
ADOBE CONSULTING OPERATIONAL MATURITY REVIEW

ADOBE ANALYTICS GLOSSARY OF TERMS

ADOBE ANALYTICS TEMPLATES

