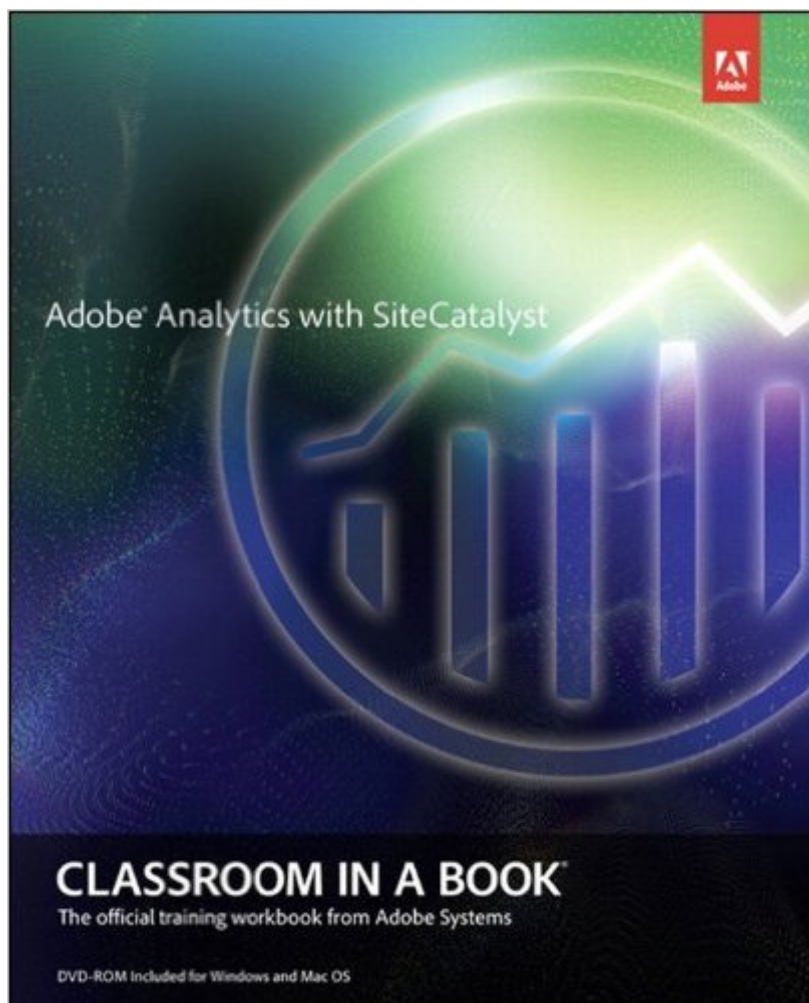# Adobe Analytics With SiteCatalyst Classroom In A Book

Synopsis

In digital marketing, your goal is to funnel your potential customers from the point of making them aware of your website, through engagement and conversion, and ultimately retaining them as loyal customers. Your strategies must be based on careful analysis so you know what is working for you at each stage. Adobe Analytics with SiteCatalyst Classroom in a Book teaches effective techniques for using Adobe SiteCatalyst to establish and measure key performance indicators (KPIs) tailored to your business and website. For each phase of marketing funnel analytics, author Vidya Subramanian walks you through multiple reports, showing you how to interpret the data and highlighting implementation details that affect data quality. With this essential guide, you'll learn to optimize your web analytics results with SiteCatalyst. Adobe Analytics with SiteCatalyst Classroom in a Book contains 10 lessons. The book covers the basics of learning Adobe SiteCatalyst and provides countless tips and techniques to help you become more productive with the program. You can follow the book from start to finish or choose only those lessons that interest you. Classroom in a Book®, the best-selling series of hands-on software training workbooks, helps you learn the features of Adobe software quickly and easily. Classroom in a Book offers what no other book or training program doesâ "an official training series from Adobe Systems Incorporated, developed with the support of Adobe product experts.

Book Information

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Customer Reviews

If you are anyway involved with digital marketing and your company leverages Adobe SiteCatalyst for web analytics then you should buy this book! It doesn't matter if you are a novice or a power user, the Adobe Analytics with SiteCatalyst Classroom in Book is unquestionably worth the money and time. Vidya does a great job of making the complex topics digestible for the non technical user. Most companies I consult with barely scratch the surface when it comes to leveraging the business value that SiteCatlyst can provide to improve the consumer experience and improve business results. It takes time with resources like this one to gain insight as to how to define, measure, analyze and improve performance with the confidence of a seasoned professional.Marty TerbrackCEO, Digital Marketing, Inc.

This book is oriented more towards the beginner. I was hoping for some tips and tricks but sadly there weren't many

There were no example databases to work the book against. If they gave examples one could follow against the example and learn quicker.Also there was no trial license given so that one could only read and not know how to use.

If your an analyst working with Adobe Analytics this is a must have book! This book gives a clear strategy and the right way to report and ANALYZE online data/customer behavior. Not just report, but give a purpose for the data that leads to good business decisionsJ Simpson

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