



TRAINING COURSE: WEB ANALYTICS INTEGRATION

COURSE SYLLABUS

This course provides information on the benefits of integrating your web analytics software with Campaign Commander™.

It will help you to leverage your existing web analytics solution by integrating your email campaign statistics, then send targeted emails using your web analytics data.

TARGET AUDIENCE

Marketers who already have a web analytics solution in place or plan to implement soon.

PRE REQUISITES

A general knowledge of marketing would be beneficial.

LENGTH OF COURSE

This course is given over half a day.

TOPICS

1. What is it?

- Web analytics measure a visitor's journey once on your website. This includes its drivers and conversions; for example, which landing pages encourage people to make a purchase.
- The integration of your Web Analytics with Campaign Commander™ will allow you to exploit the data of your email campaigns into the same web analytics interface.

2. How Do You Use it?

- How to integrate your web analytics with Campaign Commander™

3. Examples and Exercise

- Tagging the links in your emails.
- Selecting segments in your web analytics for remarketing
- Remarketing based on behaviour: cart abandonment, product viewed on site.
- Omniture: Calculate your ROI (Return on Investment) for each campaign.

4. How Does it Fit in Campaign Commander™?

- See how to access and use the remarketing data in Campaign Commander™
- Campaign Commander™ exercise
- Setup a reflex campaign for cart abandonment

5. Lab Session

- Within Campaign Commander™ create the exercise completed earlier

6. Summary Review Session

Contact us or book your session online



Emailvision
Lynton House
7-12 Tavistock Square
London WC1H 9LT - United Kingdom
Tel : +44 (0)20 7554 4500

www.emailvisionacademy.co.uk