Hands-On Adobe Analytics: Join Our Free Workshop

Adobe Analytics is a tool that collects, analyzes, and reports data from websites, apps, and other digital channels. It helps businesses track customer behavior, measure performance, and make data-driven decisions to improve marketing strategies.

What Can You Expect from the Workshop?

1 **Introduction & Importance:**
Discover what tags are, their significance, and how they play a pivotal role in digital analytics and marketing.

2 **Tag Types & Technical Insights:**
Learn about Analytics Tagging concepts (data layer, event tracking, SDKs) for web and mobile, with a technical overview of tag mechanics.

3 **Tools, Best Practices, and Common Issues:**
Overview of common tagging tools, key best practices for optimal use, and how to avoid typical pitfalls.

4 **Business Implications & Strategy:**
Understand tagging's role in measuring key metrics, enabling personalization, and its direct impact on business strategies.

5 **Practical Application & Collaboration:**
Get hands-on experience in tag creation, learn about collaborative strategies for tagging, and see real results achieved through effective tagging, such as improved marketing strategies and user experience testing.

6 **Interactive Q&A Session:**
Your chance to ask questions and get expert answers to your tagging queries.

Who is This Designed For?

✓ Are you overseeing a team responsible for elevating your company's marketing efforts and interested in discovering how to better utilize Adobe Analytics for enhanced personalization and optimization?

✓ Are you involved in the technical deployment or day-to-day management of Adobe Analytics, looking for insights into advanced functionalities to support your marketing team's goals?

Register now

Interested? Get in touch with our Experts!

Online

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Format: Online, instructor-led event (MS Teams)