

WebTrends – Technical Configuration II

This course specifically addresses the Custom Report module, and SDC (tagging). We will cover how to use WebTrends powerful custom reports, which is bring the application to its fullest. We will also examine tagging in WebTrends, and the SDC module.

Contents:

- Introduction to Custom Reports
- Create and use Dimensions, Measures, and Filters
- SDC: implementation and configuration
- Tagging with SDC
- How to make use of the WebTrends parameter library, and custom parameters

Who should attend?

People in charge of WebTrends and its configuration, coming from either on IT or Marketing.

Prerequisite: [WebTrends – Technical Configuration I](#). You must have a version of WebTrends that has the Custom Report module. As for SDC, the course is relevant even if you don't use tagging yet.

NOTE: This course is given in seminar format, and does not make use of a training lab. Contact me if you would prefer a lab format.

Duration: 1 day

On location: My courses are given on location at your office. You don't have to send out employees away from the office, and pay for expensive travelling costs (just mine).

Price: Varies according to market. Please, contact me.

Trainer: Jacques Warren



Jacques Warren has been working in online marketing for the last twelve years. He started getting involved full-time in Web Analytics six years ago. He has worked with over 70 organizations in Canada, the US, and Europe. His engagements cover Web Analytics implementation, training, KPIs & dashboard, diagnosis analysis, and consulting. His current interests are multichannel analytics, data integration, and mobile analytics. He shares in thoughts in his blogs: Analytics Notes (<http://www.waomarketing.com/blog/>) and in The Big Integration (<http://www.thebigintegration.com/blog/index.php>).