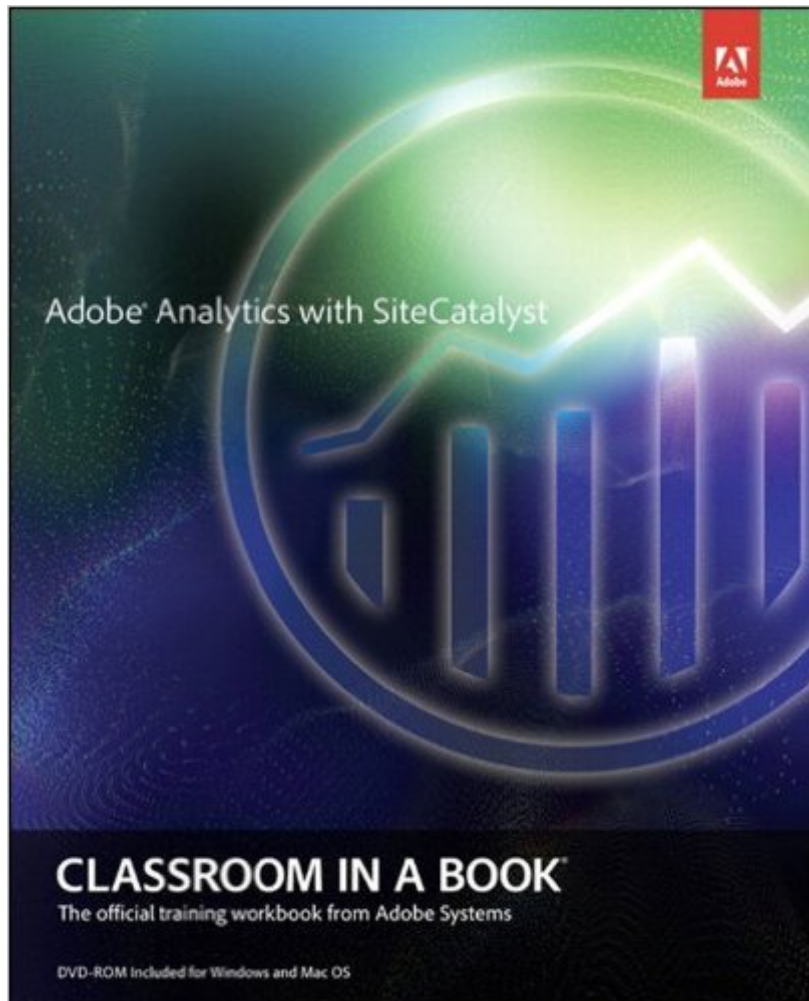


The book was found

# 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® is 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 does – an official training series from Adobe Systems Incorporated, developed with the support of Adobe product experts.

## Book Information

File Size: 49180 KB

Print Length: 336 pages

Simultaneous Device Usage: Up to 5 simultaneous devices, per publisher limits

Publisher: Adobe Press; 1 edition (June 14, 2013)

Publication Date: June 14, 2013

Sold by: Digital Services LLC

Language: English

ASIN: B00DEGYU8U

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #842,181 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #66

inÂ Books > Computers & Technology > Web Development & Design > Website Analytics #288

inÂ Books > Computers & Technology > Web Development & Design > Web Services #1144

inÂ Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Web Marketing

## 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 a 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 SiteCatalyst 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 Terbrack CEO, 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 decisions J Simpson

[Download to continue reading...](#)

Adobe Analytics Quick-Reference Guide: Market Reports and Analytics (formerly SiteCatalyst)  
Adobe Analytics with SiteCatalyst Classroom in a Book Adobe Framemaker 5.5 with CDROM  
(Classroom in a Book (Adobe)) Adobe Premiere Pro CS6: Libro de formaciÃ n oficial de Adobe  
Systems / Classroom in a Book (Spanish Edition) Adobe Premiere Pro CS3 Classroom in a Book:  
The Official Training Workbook from Adobe Systems with DVD ROM Google Classroom: The 2016  
Google Classroom Guide (Google Classroom, Google Guide, Google Classrooms, Google Drive)

Learn Adobe InDesign CC for Print and Digital Media Publication: Adobe Certified Associate Exam Preparation (Adobe Certified Associate (ACA)) The Design Collection Revealed: Adobe Indesign CS4, Adobe Photoshop CS4, and Adobe Illustrator CS4 Learn Adobe Animate CC for Interactive Media: Adobe Certified Associate Exam Preparation (Adobe Certified Associate (ACA)) Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business Leveraging the Power of Data Analytics, Data Science, ... (Hacking Freedom and Data Driven Book 2) R for Everyone: Advanced Analytics and Graphics (Addison-Wesley Data & Analytics Series) Measuring the Digital World: Using Digital Analytics to Drive Better Digital Experiences (FT Press Analytics) R for Everyone: Advanced Analytics and Graphics (Addison-Wesley Data and Analytics) Web and Network Data Science: Modeling Techniques in Predictive Analytics (FT Press Analytics) Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users Building a Digital Analytics Organization: Create Value by Integrating Analytical Processes, Technology, and People into Business Operations (FT Press Analytics) Google Analytics in Pictures: A quick insight into Google Analytics: ideal for service based business owners and marketing professionals Getting Started with Google Analytics: How to Set Up Google Analytics Correctly from the Beginning 42 Rules for Applying Google Analytics: A practical guide for understanding web traffic, visitors and analytics so you can improve the performance of your website 42 Rules for Applying Google Analytics: 42 Rules for Applying Google Analytics

[Dmca](#)