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Custom Adobe Analytics Training

Document Details

Version	Date	Notes	Editor(s)
0.1	03.02.2020	Initial schedule created based off of discussion with <CLIENT NAME> team from 31.01.2020	Steve Carrod Matt Grogan
0.2	01.04.2020	Updated schedule based on email exchange and confirmation of modules and audiences	Steve Carrod

Overview

This document details the course schedule, intended audience and what the outcomes of the training will be. It will act as a statement of work for <CLIENT NAME> once all the specific modules and outcomes are agreed upon.

Background

<CLIENT NAME> has recently undergone a migration from Google Analytics to Adobe Analytics. Though some members of the team have past experience of the Adobe Analytics suite further training is required to enable them to hit the ground running with the new technology.

The training is being conducted both for the Analysts in the team with a view to enabling them to produce insight from the tool, and also for the Technical Analysts who will have to conduct regular maintenance and configuration updates to the Analytics implementation.

<CLIENT NAME> has contacted DMPG who are a recognised Certified and Specialized Partner (an accreditation provided by Adobe) for Adobe Analytics and have completed a significant number of custom training sessions for their clients over the last 6 years.

Course Summary

This course will be delivered by highly experienced Adobe Analytics consultants. Their knowledge has been built-up by working with a number of large clients across multiple industry verticals and as such can call upon many practical examples during the course. This will be a very hands-on, detailed and intensive course and as such attendees should be prepared for a fast-pace learning environment. Supporting materials and follow up email support will also be provided as part of this course to help attendees achieve the greatest value.

To fit best with the needs of the <CLIENT NAME> team DMPG proposes splitting the course into two modules (A, B). The first will be designed for business Analysts and cover usage of Adobe Analytics Workspace reporting tool and the underlying Analytics data models. The

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second will be focused towards technical users covering fundamental aspects of implementation design and how to complete common Configuration and Admin tasks in Report Suites . Where suitable reference and comparison will be made to the client's legacy platform Google Analytics.

Module A - 'Producing Insights with Adobe Analytics Workspace'

- Overview of the basic data collection process from website to Adobe Analytics at a high level.
- Breakdown of all the key Adobe Analytics reporting concepts/components *e.g. what is an eVar?*
- Introduction to the Adobe Workspace and a walkthrough of all of the features available and how to use them to build a dashboard.
- In-depth explanation of how to build segments and calculated metrics to meet reporting needs not covered by out-off-the-box implementation.
- Guided examples of how to pull all the reporting capabilities together to build a Workspace dashboard.
- Guided Segment and Dashboard Workshop. 5 Reporting challenges for the team to work on with DMPG oversight.

Pre-requisites

- Attendees will need to have access to Adobe Analytics (Reporting level or above).
- They should have a basic understanding of common reporting tasks, approaches and terminology within a business.

We recommend all attendees refresh their Analytics knowledge by watching/reading these videos/articles prior to the training session:

Adobe Analytics - https://www.youtube.com/watch?v=IHOy-QsvVcA

Agenda - Module A (Analysts)

15 mins	Arrive, welcome and introductions.
	Digital Analytics & <CLIENT NAME> - The Context
30 mins	How It Works: An in-depth understandable overview of how <CLIENT NAME> can go from Data Layer to Insights via Adobe tools
45 mins	Adobe Terminology: Visitors, Visits, Pageviews, Events, eVars, Merchandising eVars, Props
	Reporting & Segmentation
45 mins	Adobe Workspace Intro: Projects, Panels, Visualizations

45 mins	Segments & Calculated Metrics: Interactive workshop running through the logic for how/why to build these
45 mins	Lunch
	Turning Reports into Insights
45 mins	Adobe Workspace: Pulling together segments, calculated metrics and visualisations in Workspace to deliver insight
45 mins	Analytics Segments & Dashboard Workshop - 5 worked examples for the team to build and DMPG to provide guidance and feedback.
30 mins	Q&A and Close

Module B - 'Adobe Analytics Technical Fundamentals for Admins'

- Overview of the basic data collection process from website to Adobe Analytics at a high level.
- Breakdown of all the key Adobe Analytics reporting concepts/components *e.g. what is an eVar*?
- Demonstration of how to design and configure new eVar, merch eVar, prop, list prop/eVar and event configurations.
- Demonstration of how to design and configure solutions for tracking Marketing Channel Activity.
- Demonstration of how to design and configure processing rules to manipulate and adjust incoming Analytics data before it is processed.
- Explanation of the various tools available to admins for enriching collected Analytics with additional data from outside the platform such as SAINT classifications and Data Sources.
- Overview of all approaches for extracting data from Adobe Analytics such as Data Feeds and Data Warehouse.
- Guided Workshop. 5 configuration exercises for the team to work on with DMPG oversight.

Pre-requisites

- Attendees will need to have access to Adobe Analytics at an Admin level and be able to access full Report Suite settings.

We recommend all attendees refresh their Analytics knowledge by watching/reading these videos/articles prior to the training session:

Adobe Analytics - https://www.youtube.com/watch?v=IHOy-QsvVcA

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Agenda - Module B (Technical Analysts)

15 mins	Arrive, welcome and introductions
	Digital Analytics & <CLIENT NAME> - The Context
30 mins	How It Works: An in-depth understandable overview of how <CLIENT NAME> can go from Data Layer to Insights via Adobe tools
30 mins	Adobe Analytics Overview: Data collection methods, reporting architecture, key data modelling considerations
30 mins	Adobe Terminology: Visitors, Visits, Pageviews, Events, eVars, Merchandising eVars, Props
	Report Suite Configuration
30 mins	eVar, prop & event Configuration
30 mins	Working with Marketing Channel Tracking
30 mins	Processing Rules
	Data Ingestion/ Extraction
20 mins	Ingestion: SAINT Classifications, Data Sources
20 mins	Extraction: Data Warehouse, Data Feeds, APIs
	Guided Workshops
30 mins	Worked Report Suite Configuration Examples - 5 Exercises where Technical Analysts must design and configure an Analytics feature such as a new eVar guided by DMPG.
15 mins	Closing & follow up support discussion

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About your trainers

Role: Co-Owner & Managing Director

Technologies: Adobe Target, Adobe Analytics

Bio: Steve oversees all client services as well as managing the new client acquisition process. While Steve has a broad understanding of all technologies used within DMPG he started as an Analyst using Adobe Analytics back in 2005 followed by Adobe Target in 2009.

Steve Carrod

Role: Digital Enablement Director (Adobe-stack)

Technologies: Adobe Analytics

Bio: Matt manages some of our most challenging Adobe-stack clients without breaking a sweat. A marketing analyst by trade he will help you understand the insights from your data in a highly contextual and pragmatic way that can be fed directly into improving business growth decisions.

Matt Grogan

Role: Digital Data Collection Lead

Technologies: Adobe Launch, Google Tag Manager

Bio: Alex 'The Whizz Kid' Peckham can make a Tag Manager do things you'd think were not physically possible. His ability to blend business acumen and expert coding knowledge makes him somewhat of a data collection oracle in DMPG.

Alex Peckham

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Commercial Details

Scope

Parties to this SOW	DMPG Limited (Supplier) <CLIENT NAME> (Customer)
Platforms	www.domain.com
Effective Date	7th May 2020
Delivery Location	All training services to be delivered remotely via video conferencing software provided by Customer. Follow-up support to the training to be provided via phone/email.

Customer Obligations

Adobe Analytics	To provide any named DMPG employees with 'Reporting' access to the necessary Accounts/RSIDs required to complete all training by effective date of this SOW.

Costs/Hours

Total Hours	40
Hourly Rate	£125.00
SOW Start Date	7th May 2020
SOW End Date	6th August 2020
Billing Frequency	After training has been satisfactorily delivered
Total Cost	£5,000 + VAT
Payment Terms	As per <CLIENT NAME> Standard Terms - www.domain.com/terms

Acceptance

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Signed on behalf of DMPG Limited	
Name	
Position	
Date	

Signed on behalf of Customer	
Name	
Position	
Date	