9T328DE - IBM Unica NetInsight 8.5 Administration

Dauer: 2 Tage   Kurscode: 9T328G

Kursbeschreibung:

In this course, business and system administrators will learn how to configure profiles, the basic and essential unit of organization in IBM Unica NetInsight. A profile is a collection of reports and other configurations that analyze the same website. In addition, students will learn about data collection methods along with administrative tasks around users.
Practicing with sample profiles, learners will make changes and view results. This course also includes a quick review of Unica NetInsight reporting techniques and report customization tasks.

Zielgruppe:

This intermediate course is for: Unica NetInsight Business Administrators and System Administrators.

Kursziele:

- Build reports and custom components of them, such as custom metrics and filter groups

- Identify data collection techniques for Unica NetInsight and understand how they work

- Plan a profile

- Understand and configure sessionization

- Configure profile options for managing content groupings, robots and spiders, local keywords, events, and parameters

- Understand how Unica NetInsight can be configured to report on Web marketing campaigns

- Build custom lists of dimensions, filters, metrics, and reports in profiles

- Create user roles and manage access permissions

- Create and execute e-mail tasks and alerts

- Set reporting options including auto-updating, data ranges, and reportable dimensions

- Execute profile management tasks from the command line

- Practice making profile changes and view the results of those changes in sample profiles

Voraussetzungen:

There are no prerequisites for this class.

Schulungsinhalt:

Web Analytics with IBM Unica NetInsight

- Purposes and Uses of Web Analytics
- Web Analytics Evolution
- Data Collection
- Web Analytics Terminology

Working with NetInsight Reports

- Filters
- Adding and Deleting Metrics
- Comparative Reports
- A/B Testing Reports
- Dimensions

Report Modification and Customization

- Creating New Reports and Modifying Existing Reports with the Report Designer
- Visitor Profiles
- Building Reports by Type
- Custom Metrics
- Filter Groups

Creating a Profile

- Planning a New Profile
- Components of a Profile
- Creating a Profile
- General Options

Data Collection

- Using Log Files
- Page Tagging Overview
- Page Tag Script
- Page Tag Dimensions
- Page Tagging Methods and Log Files
- Event Tagging

Sessionization

- Sessionization Concepts and Methods
- Cookies

Main Profile Configuration Options

- Profile Filters
- Robots and Spiders
- Directory Indexes
- Dynamic Pages
- Content Groups
- Searching and Replacing Characters in URLs
- Local Keywords
- Parameters

Campaigns

- General Campaign Structure
- Dynamic and Static Campaigns
- Channels
- Segments
- Paid Search Integration

User Management and Interface Customization

- Roles
- Users
- Profile Views
- Dimension Lists
- Metric Lists
- Filter Lists
- Report Lists
- Profile Defaults

Reporting Options and E-mail Notifications

- Auto-updated Reports
- Reportable Dimensions
- Profile Command Line Options
- Sampling and Reporting Modes
- E-mail Tasks and Notifications

Weitere Informationen:

Für weitere Informationen oder Buchung kontaktieren Sie uns bitte unter 0800 / 295 26 33

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