
IBM Unica NetInsight 8.5 Administration

Duration: 2 Days **Course Code: 9T328G**

Overview:

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

Target Audience:

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

Objectives:

- 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
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Prerequisites:

There are no prerequisites for this class.

Content:

Web Analytics with Unica NetInsight

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

Working with Unica 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
- Building a Report with the Ask NetInsight Wizard
- 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

Further Information:

For More information, or to book your course, please call us on Head Office 01189 123456 / Northern Office 0113 242 5931

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