



ADOBE TRAINING

Adobe Analytics Implementation

Master Adobe Analytics implementation to accurately collect digital data. Drive better business decisions with expert reporting.

DURATION

Flexible

LEVEL

Intermediate

FORMAT

Instructor-Led

- Globally Recognized Certification

- Expert-Led Hands-On Training

- Flexible Scheduling

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COURSE OVERVIEW

This intermediate-level Adobe Analytics Implementation course at Computer Pride is meticulously designed to equip aspiring and current digital analysts, marketers, and web developers with the practical skills needed to deploy, configure, and manage Adobe Analytics effectively. You will delve deep into the core functionalities of Adobe Analytics, learning how to implement tracking solutions using the latest tag management systems like Adobe Experience Platform Launch (Launch) or legacy Dynamic Tag Management (DTM). The course covers essential concepts such as data layer design, custom variable implementation (eVars, props, events), and advanced tracking techniques for various user interactions across digital properties. Mastering these skills is crucial for any organization looking to make data-driven decisions. By the end of this comprehensive training, you will be proficient in ensuring accurate data collection, which is the foundation for insightful reporting and powerful optimization strategies. You will learn to translate business requirements into technical implementation specifications, debug tracking issues, and validate data integrity. This expertise is highly sought after, as precise analytics implementation directly impacts an organization's ability to understand customer behavior, measure marketing campaign effectiveness, and ultimately drive better business outcomes. Elevate your analytical capabilities and become an invaluable asset to any digital team. The professional benefits of this course are substantial. You will gain the confidence to lead analytics implementation projects, provide critical insights to stakeholders, and optimize digital experiences based on reliable data. This certification empowers you to not only gather data but to ensure its quality and utility, setting you apart in the competitive digital landscape and opening doors to specialized roles that demand a deep understanding of analytics architecture.

Level	Intermediate
Vendor	Adobe

COURSE CURRICULUM

01 Module 1: Introduction to Adobe Analytics and Implementation Foundations

- Overview of Adobe Experience Cloud and Adobe Analytics
- Key concepts: Metrics, Dimensions, eVars, Props, Events
- Understanding Report Suites and Variables
- Introduction to Tag Management Systems (TMS): Adobe Launch vs. DTM
- Planning an Adobe Analytics Implementation Strategy

02 Module 2: Adobe Launch Setup and Data Collection

- Setting up Adobe Experience Platform Launch properties
- Implementing the Adobe Analytics Extension in Launch
- Configuring data elements for common data points
- Creating rules for page views and common interactions
- Deploying Launch libraries to development and production environments

03 Module 3: Advanced Data Layer and Variable Implementation

- Designing and implementing a robust Data Layer (W3C standard)
- Mapping Data Layer objects to Adobe Analytics variables
- Implementing custom eVars, props, and success events
- Capturing user authentication status and other session-level data
- Tracking dynamic content and single-page applications (SPAs)

04 Module 4: Event Tracking and Advanced Implementations

- Tracking custom events: clicks, form submissions, video plays

- Implementing list variables (List Props, List eVars)
- Understanding and implementing classifications
- Product String implementation for e-commerce tracking
- Cross-domain tracking configuration

05 Module 5: Debugging, Validation, and Maintenance

- Utilizing browser developer tools for debugging (network tab, console)
- Using Adobe Experience Platform Debugger
- Server call validation and report suite data verification
- Common implementation pitfalls and troubleshooting techniques
- Best practices for ongoing maintenance and updates of your implementation

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Digital Analytics Implementation Specialist**
- > **Web Analytics Engineer (Adobe Stack)**
- > **Tag Management System Administrator (Adobe Launch/DTM)**

FREQUENTLY ASKED QUESTIONS

Q: What technical prerequisites are necessary to succeed in this Adobe Analytics Implementation course?

While this course focuses on implementation, a foundational understanding of web technologies such as HTML, CSS, and basic JavaScript is highly recommended. Familiarity with developer tools in web browsers will also be beneficial. No prior Adobe Analytics experience is strictly required, but a general grasp of digital analytics concepts will accelerate your learning.

Q: How will mastering Adobe Analytics implementation skills directly impact my career growth as a digital professional?

Gaining expertise in Adobe Analytics implementation makes you an invaluable asset in any organization leveraging Adobe's ecosystem. You'll be equipped to ensure data quality, leading to more accurate insights and effective decision-making. This specialization opens doors to dedicated roles like Analytics Implementer or Tag Management Specialist, positioning you as a crucial bridge between business objectives and technical data collection, thereby enhancing your career trajectory and earning potential.

Q: Does this course cover the transition from older implementation methods (like DTM) to Adobe Experience Platform Launch?

Yes, this course primarily focuses on implementation using the current Adobe Experience Platform Launch (formerly known as Launch by Adobe) as the preferred tag management system. However, we will also provide contextual understanding of its predecessor, Dynamic Tag Management (DTM), and discuss migration considerations to ensure you can work with both legacy and modern implementations if encountered in a professional setting.

ABOUT COMPUTER PRIDE



East Africa's Premier IT Training Center

With over 15 years of excellence, Computer Pride delivers globally recognized certification programs from leading technology vendors. Located on Kenyatta Avenue in Nairobi's CBD, our state-of-the-art facilities and expert instructors have empowered thousands of professionals across East Africa.

15+

Years of Excellence

10,000+

Professionals Trained

50+

Vendor Certifications

READY TO ENROL?

Take the next step in your technology career.

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