



ADOBE TRAINING

Configure Adobe Analytics

Learn to configure and optimize Adobe Analytics to gain deeper insights into user behavior and improve digital experiences.

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 course, "Configure Adobe Analytics," offered by Computer Pride, is meticulously designed for professionals aiming to master the critical backend setup and administration of Adobe Analytics. Participants will gain a comprehensive understanding of how to implement robust data collection strategies, ensuring accurate and actionable insights from their digital properties. You will delve into the core technologies that underpin Adobe Analytics, learning to navigate the Admin Console, set up report suites, manage users, and configure various data collection variables and processing rules to tailor the platform to specific business requirements. By completing this course, you will transform into a proficient Adobe Analytics administrator, capable of optimizing data capture and enhancing the quality of your organization's analytics output. The professional benefits are immense: you will be equipped to drive data-driven decision-making, optimize user experiences, and accurately measure the performance of digital marketing initiatives. This expertise is crucial for any organization looking to leverage its digital data for strategic growth and competitive advantage, positioning you as an invaluable asset in the digital landscape. The curriculum emphasizes practical, hands-on application, preparing you to tackle real-world implementation challenges. You'll learn to meticulously configure data collection, ensuring that key performance indicators (KPIs) are tracked correctly and that the analytics platform delivers reliable insights. This mastery not only streamlines reporting processes but also empowers marketing and product teams to make informed adjustments, leading to improved customer engagement and higher return on investment (ROI) on digital campaigns.

Level	Intermediate
Vendor	Adobe

COURSE CURRICULUM

01 Module 1: Introduction to Adobe Analytics Administration

- Understanding Adobe Analytics Architecture and Data Flow
- Navigating the Adobe Analytics Admin Console
- Report Suite Creation and Management
- User and Group Permissions Configuration
- Global Settings and Company Profile Management

02 Module 2: Data Collection and Basic Implementation

- Introduction to Data Layers and Variables
- Overview of Adobe Experience Platform Launch (formerly DTM) for Implementation
- Configuring Page View Tracking
- Setting Up Link Tracking (Custom, Download, Exit Links)
- Basic Implementation using AppMeasurement.js

03 Module 3: Variable and Metric Configuration

- Configuring eVars (Conversion Variables) and Allocation Settings
- Setting Up sProps (Traffic Variables) and Pathing
- Creating and Managing Events (Success Events)
- Understanding and Implementing Classifications
- List Vars and List Props Configuration

04 Module 4: Advanced Processing and Report Settings

- Implementing Processing Rules for Data Transformation
- Configuring Marketing Channel Reports
- Internal URL Filters and IP Exclusion Setup

- Currency and Time Zone Management
- Data Feeds Overview and Configuration Basics

05 Module 5: Debugging, Validation, and Maintenance

- Utilizing the Adobe Experience Platform Debugger (or similar tools)
- Real-time Data Validation Techniques
- Best Practices for Data Governance and Quality Assurance
- Documentation and Change Management for Analytics Implementation
- Monitoring Report Suite Health and Performance

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Digital Analytics Implementation Specialist**
- > **Web Analytics Administrator**
- > **Marketing Technology (MarTech) Operations Analyst**

FREQUENTLY ASKED QUESTIONS

Q: What specific technical prerequisites are necessary to successfully configure Adobe Analytics after completing this course?

While this course covers configuration in depth, a foundational understanding of web technologies (HTML, CSS, JavaScript) and basic exposure to tag management systems like Adobe Experience Platform Launch (or Google Tag Manager) will significantly enhance your learning experience and your ability to apply the configurations effectively in real-world scenarios. Familiarity with digital marketing concepts is also beneficial.

Q: How will mastering Adobe Analytics configuration directly enhance my capability to contribute to a marketing team's ROI and optimization efforts?

By mastering configuration, you become the gatekeeper of data quality. You'll ensure that crucial marketing campaign data, user interactions, and conversion events are accurately captured. This enables precise measurement of campaign performance, identification of optimization opportunities, and clear attribution of ROI, empowering marketing teams to make data-backed decisions that drive better results and prove the value of their initiatives.

Q: Beyond basic variable setup, what advanced data processing techniques will I learn to refine data quality and enhance reporting within Adobe Analytics?

This course goes beyond basic setup by teaching you to implement advanced processing rules. You'll learn how to transform raw data into more meaningful metrics and dimensions, such as cleaning up URLs, categorizing internal searches, or standardizing values. This refining process is critical for ensuring clean, consistent data that fuels more accurate, insightful, and actionable reports, enabling deeper analysis and more informed business strategies.

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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