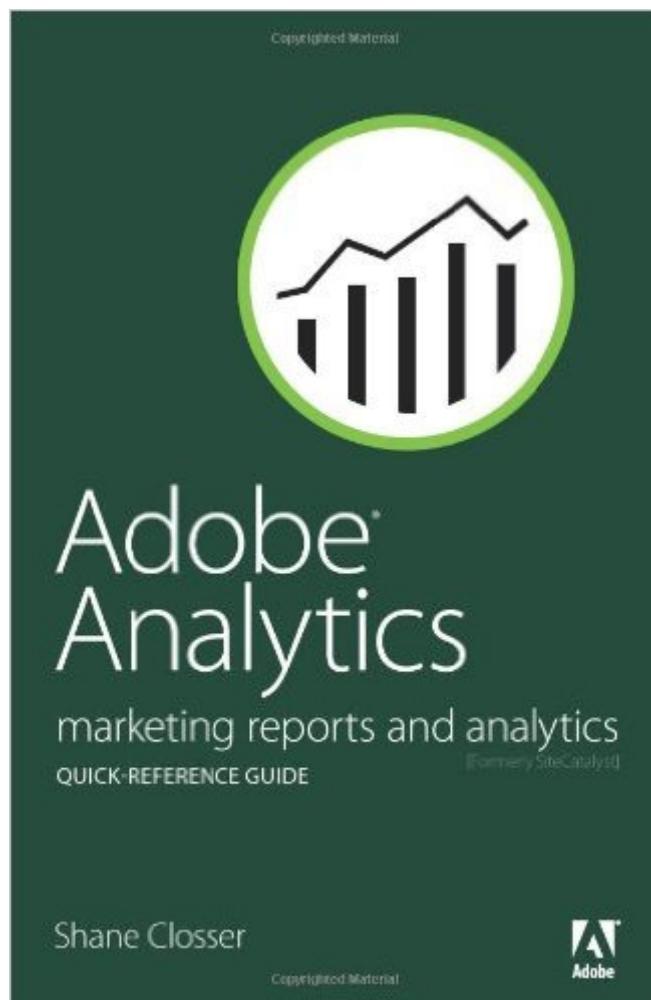


The book was found

Adobe Analytics Quick-Reference Guide: Market Reports And Analytics (formerly SiteCatalyst)



Synopsis

Companies face the challenge of measuring and analyzing the near-overwhelming quantities of data generated from their online businesses and then using that data to gain critical insights into their customers to drive sales. Adobe Analytics (formerly SiteCatalyst) provides product and content managers, marketers, and analysts with real-time intelligence on customers' online behavior, helps businesses anticipate what their customers will want, personalizes their online experience, and delivers relevant content across web and mobile channels. This quick lookup guide by Adobe Analytics expert Shane Closser uses clear, concise explanations and an easy-to-use format to jump in and start using Adobe's powerful web analytics tool. You'll learn the quickest way to:

- Create metrics
- Run and set options for reports
- Measure the effectiveness of marketing campaigns
- Engage and retain customers
- Track customers through the conversion funnel
- Share reports and set up dashboards

Book Information

Paperback: 192 pages

Publisher: Adobe Press; 1 edition (August 8, 2013)

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Product Dimensions: 5.5 x 0.3 x 8.5 inches

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Average Customer Review: 3.6 out of 5 stars See all reviews (9 customer reviews)

Best Sellers Rank: #659,357 in Books (See Top 100 in Books) #36 in Books > Computers & Technology > Web Development & Design > Website Analytics #714 in Books > Textbooks > Business & Finance > Marketing #1232 in Books > Computers & Technology > Web Development & Design > Web Design

Customer Reviews

It's about 50 pages (not kidding), and mostly pictures (screenshots). It is a picture-book that points out where stuff is within the interface. Any self-respecting company would make this kind of information available FOR FREE ONLINE. Not Adobe!! Their business model is all about wringing every penny of incremental revenue they can out of you.

I'm a marketing exec who recently purchased Adobe Analytics and while in search for a cliff notes

version of the product, I came across this book and shared it with my broader team. We have found it an extremely helpful resource as we've worked to develop an analytics strategy for our company. The valuable insights provided have helped us set up and run reports, track against important KPIs, and implement best practices. I recommend it to anyone who is using or planning on using Adobe Analytics to improve the way they are marketing to their customers.

I am new to Adobe Analytics and more of a Adobe AEM guy, but those worlds are coming together in AEM 5.6 as they are being integrated together. This helped me understand the KPIs that can be tracked, reports, configuration options, and online strategy. I know this isn't a implementation/coding book but I would still like to see a little on this. Consider adding a chapter or two on it. More and more users are becoming technical so we want it! If you do this I'll buy the next one.

It did exactly what it says. A quick reference guide for quick decisions in analytics. Advanced functionality can be found in other books.

Don't buy it if you're trying to find out how the tool works and what it can do...

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