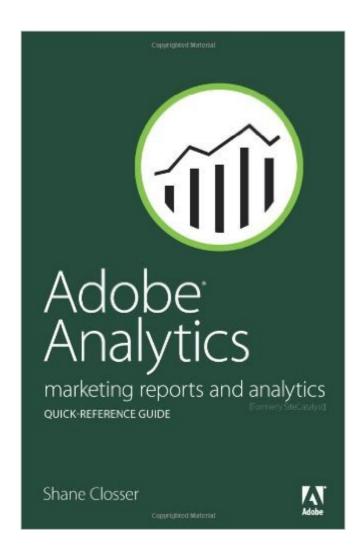
## The book was found

# 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 customersvto drive sales. Adobe Analytics (formerly SiteCatalyst) provides product and content managers, marketers, and analysts with real-time intelligence on customersâ TMonline behavior, helps businesses anticipate what their customers will want, personalizes their onlinev 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 Adobeâ TMs powerful web analytics tool. Youâ TMII 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)

Language: English

ISBN-10: 0321926943

ISBN-13: 978-0321926944

Product Dimensions: 5.5 x 0.3 x 8.5 inches

Shipping Weight: 9.9 ounces (View shipping rates and policies)

Average Customer Review: 3.6 out of 5 stars Â 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...

#### Download to continue reading...

Adobe Analytics Quick-Reference Guide: Market Reports and Analytics (formerly SiteCatalyst) Adobe Analytics with SiteCatalyst Classroom in a Book Adobe Experience Manager Quick-Reference Guide: Web Content Management [formerly CQ] Stedman's Medical Transcription Skill Builders: Creating Surgical Reports (Stedman's Sample Reports) Crystal Reports XI: The Complete Reference (Osborne Complete Reference Series) Learn Adobe InDesign CC for Print and Digital Media Publication: Adobe Certified Associate Exam Preparation (Adobe Certified Associate (ACA)) The Design Collection Revealed: Adobe Indesign CS4, Adobe Photoshop CS4, and Adobe Illustrator CS4 Learn Adobe Animate CC for Interactive Media: Adobe Certified Associate Exam Preparation (Adobe Certified Associate (ACA)) Google Analytics in Pictures: A quick insight into Google Analytics: ideal for service based business owners and marketing professionals Quick Reference to Cardiac Critical Care Nursing (Aspen Series Quick Reference to Critical Care Nursing) Precalculus - REA's Quick Access Reference Chart (Quick Access Reference Charts) Algebra 2 -REA's Quick Access Reference Chart (Quick Access Reference Charts) Algebra 1 - REA's Quick Access Reference Chart (Quick Access Reference Charts) Geometry 2 - REA's Quick Access Reference Chart (Quick Access Reference Charts) Microsoft Excel 2016 Business Analytics & Power BI Quick Reference Guide - Windows Version (4-page Cheat Sheet of Instructions, Tips &

Shortcuts - Laminated Guide) Chefs in the Market Cookbook: Fresh Tastes and Flavours from Granville Island Public Market (Cooking (Raincoast)) Literary Market Place 2015: The Directory of the American Book Publishing Industry with Industry Indexes (Literary Market Place (Lmp)) Textiles Re:imagined: Delve into the minds of 50 of the world's most innovative and inspiring textile and fiber artists (Formerly 3D Mixed Media Textile Art) The Al-Nusra Front: The History of the Syrian Rebel Group Formerly Affiliated with Al-Qaeda Breaking BUD/S: How Regular Guys Can Become Navy SEALs (formerly The SEAL Training Bible)

<u>Dmca</u>