

What is it?

If you're on your way to becoming a digital analytics rock star you need to take our SiteCatalyst Advanced Training. We build off the basics and get deeper into the next level of using and customizing SiteCatalyst.

Who should take it?

We highly suggest that you take our SiteCatalyst User Training before enrolling in our SiteCatalyst Advanced Training. We don't cover how to generate or share reports. This is the heavy stuff baby!

How long is the course?

On site or virtual: 1 day
On Demand: 4-5 hours

What do we learn?

1. **Segmentation Overview:** What is segmentation? What, you don't know? Actually, you probably do but we'll discuss what it is in SiteCatalyst.
2. **Segmentation Tool:** This is one of the cool new features in SiteCatalyst 15. Segmentation on the fly! It's gold Jerry! Gold!
3. **Classifications and SAINT.** Classifications is one of the most powerful and underutilized features of SiteCatalyst. You'll have a devilishly good time using SAINT. (uh, sorry about that)
4. **Campaign Management:** We covered running campaign reports in the SiteCatalyst User Training, but in this section we talk about how to add them and manage them. Exciting? Heck yes!
5. **Custom Variables:** Do you know what an s.prop is? Or an evar? If so I'll have you teach this section while I get a drink.
6. **Marketing Channel Reports:** Another cool feature. How are your marketing channels performing in comparison to each other?
7. **VISTA - if applicable:** VISTA is a super cool secret agent who fights crime on the streets. Or, it's a way for your data to be manipulated on the fly. I can't remember which.
8. **Data Sources:** Give me the name of your source! Up to now we've talked about getting data out of SiteCatalyst. Now, lets talk about getting your other data in.
9. **Excel and Data Extract:** You can get access to your SiteCatalyst data from within Excel. Beware, this section is like crack to Excel nerds.
10. **Report Suites:** There is more than one way to skin a cat. I've always hated that saying, yet there it is. I just used it. Anyway, there is also more than one way to look at report suites. Lets talk.
11. **Genesis:** In the beginning there was a tool that allowed for integration with other vendors so that SiteCatalyst could pull and push data to them. And it was good.
12. **Test & Target - if applicable:** We offer a 2 day course in Adobe Test & Target, but no SiteCatalyst Advanced Training would be complete without covering it from a high level. In short, it is awesome.
13. **Review:** Now we'll see if you were sleeping through all this!