

What is it?

Our Test & Target training will get your hand dirty in the world of site optimization. Use Test & Target to segment your visitors and test site elements to learn how to get the most bang for your buck from your traffic.

Who should take it?

This course covers the basics of deploying Test & Target as well as setting up campaigns and reading the results. In other words, we believe that if you touch Test & Target, regardless of your job title, you should take this course.

How long is the course?

On site or virtual: 2 day
On Demand: 8-10 hours

What do we learn?

1. **The Fundamentals:** Let's get this party started, and nothing says party like talking about how T&T works and why optimization is important, right?
2. **Terms and Definitions:** What is the difference between a term and a definition? I don't know. But I know the difference between an mbox and an offer, and so will you!
3. **Creating Basic Campaigns:** This is not a class about T&T theory. During this class you will be using hosted sample sites to test your T&T skills. During this section we create your first test together. How sweet.
4. **Strategy:** There is more to testing than trying to prove you're right about a button color. Lets talk about the bigger picture. Like font size.
5. **Multi-page Campaigns:** On to your next campaign. This one is very exciting. It's even on the internet.
6. **Reading Reports:** Warning! T&T does require you to read things. Like reports. I'll be honest, I think most people don't read the reports correctly so I'm going to get all serious during this section. Watch out.
7. **Adding Success Metrics:** The secret to my success metrics is to use them correctly. If you have a campaign with multiple steps in the conversion process these are the best things ever!
8. **Segmentation:** This is a really cool feature in T&T. You can run your reports based on specific predefined segments and gain insights about how they perform differently. I know this wasn't funny, but there isn't anything funny about segmentation!
9. **Targeting:** Once you understand your segments you can target them in your campaigns. Nifty eh?
10. **Landing Page Campaigns:** Landing page campaigns are the maverick campaigns of T&T. Lets talk about why. Then maybe who, what, when and where.
11. **Ad Testing:** Ad testing lets you use the power of T&T to optimize your ads on affiliate sites.
12. **Other Stuff:** This is a technical term. In other words, stuff you should know about may use in the future.