

# Hands-On Adobe Analytics: Join Our Free Workshop



Adobe Analytics is a tool that collects, analyzes, and reports data from websites, apps, and other digital channels. It helps businesses track customer behavior, measure performance, and make data-driven decisions to improve marketing strategies.

## What Can You Expect from the Workshop?

- 1 Introduction & Importance:**  
Discover what tags are, their significance, and how they play a pivotal role in digital analytics and marketing.
- 2 Tag Types & Technical Insights:**  
Learn about Analytics Tagging concepts (data layer, event tracking, SDKs) for web and mobile, with a technical overview of tag mechanics.
- 3 Tools, Best Practices, and Common Issues:**  
Overview of common tagging tools, key best practices for optimal use, and how to avoid typical pitfalls.
- 4 Business Implications & Strategy:**  
Understand tagging's role in measuring key metrics, enabling personalization, and its direct impact on business strategies.
- 5 Practical Application & Collaboration:**  
Get hands-on experience in tag creation, learn about collaborative strategies for tagging, and see real results achieved through effective tagging, such as improved marketing strategies and user experience testing.
- 6 Interactive Q&A Session:**  
Your chance to ask questions and get expert answers to your tagging queries.

## Who is This Designed For?



Are you overseeing a team responsible for elevating your company's marketing efforts and interested in discovering how to better utilize Adobe Analytics for enhanced personalization and optimization?



Are you involved in the technical deployment or day-to-day management of Adobe Analytics, looking for insights into advanced functionalities to support your marketing team's goals?

**Register now**



Interested? Get in touch with our Experts!

Online



Sales

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Format: Online, instructor-led event (MS Teams)