



Get straight to the point with an intuitive, simplified and business-oriented interface! Your business is unique, as are your objectives and your approach to data. Come and discover how to create your custom reports with only the data that matters most to you.

## OBJECTIVES OF THE TRAINING PROGRAMME

- Review basic notions about how the analytics technology works and main metrics
- Discover the *Reports* application
- Start creating custom reports

At the end of the training session, participants will be able to:

- Set up their first custom reports and share them
- Access valuable data from anywhere – desktop, tablet or smartphone.

## PRACTICAL INFORMATION

Duration: ½ day (3 hours 30 minutes) - 5 participants per session

Recommended participant profile:

- All users of the Analyzer solution

*The training session will consist of a mixture of: theoretical presentations, demonstration and practical examples using exercises taken from real situations to be performed in real conditions.*

## INTRODUCTION

- Definition and objectives of Web Analytics
- The “Site-centric” data collection method
- Terminology and definition of the main metrics
- The scope of analysis and the main analytics tree structure
- Accessing your workspace

## REPORTS APPLICATION

- Viewing existing reports: choosing the scope, metrics, filters, etc.
- Notifications
- Creating new reports with standard and custom analyses inside

*To finalise this half-day training, in addition to the standard exercises included in the programme, the consultant will assist and advise you with working on your own reports.*

## Logistics:

- The training programme can take place either:
  - In the AT Internet offices: participants are asked to bring their own laptop computer for the duration of the training programme (AT Internet laptop computers will be made available to participants upon request). A minimum of 1 computer to be shared between 2 participants.
  - Or
  - In the client's office: if this is the case, the client needs to make sure that the AT Internet consultant has access to a room equipped with a screen or video-projector and an Internet connection which can be accessed by an external laptop computer (if this is not the case, the client shall provide material so that the AT Internet consultant can access the Internet), as well as a computer with Internet access per participant (or 1 computer to be shared between 2)
- A link to download the training support materials is sent to the person organising the training several days before the programme begins.
- Before the training session begins, each participant will have user access to the Digital WorkSpace interface on which the training programme will take place
- Upon request, each participant will receive a certificate once the training programme has finished.

## PRACTICAL INFORMATION

Prerequisites: A current valid AT Internet subscription

### Registration fee:

- Any registration to a training programme which has not been cancelled at least eight (8) days before the start date of the programme will be considered as definitive. Replacement participants are accepted at any moment.
- The employer can make a request to the Training organisation to postpone the training programme to a later date; such requests must be made at least ten (10) working days before the start date of the original training programme, conform to article 1. The training organisation and employer will work together to schedule new dates.
- Should the employer or participant withdraw from the training programme less than ten (10) days before its start date, the training organisation will retain 30% of the total cost of the training session by way of compensation, conform to article 3.
- Should a participant be forced to discontinue the training course for any other reason than a duly recognised case of force majeure, the current contract will be terminated and the following financial arrangement will be adopted: payment in full of the training session in favour of the Training organisation. In the event of a duly recognised case of force majeure, or should the training organisation be forced to discontinue a training session, new dates will be proposed.

### Training agreement

- Our invoices serve as a simplified professional training agreement.
- An additional separate agreement can also be drawn up upon request.
- Training organisation number: 72 33 04557 33.