



AT Internet's Analyzer solution is your ally to measuring and optimising the different online channels that you use, including Internet sites, mobiles, applications and the Intranet. Discover the ins and outs of your new solution before undertaking any tagging project for optimal use.

OBJECTIVES OF THE TRAINING PROGRAMME

- Master the different steps involved in a tagging project
- Discover the Analyzer environment and its analyses
- Understand the technical features of the AT Internet tags and how they work

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

- Launch their web analytics project (process, roles, etc.)
- Create a simple tagging plan which meets their needs
- Integrate the necessary tags

PRACTICAL INFORMATION

Duration: 1 day (7 hours) - 5 participants per session

Participants: 2 recommended profile groups:

- Web-marketing, web analysts, web analytics project managers: to consider the functional aspect of the analyses and how they are applied in business to define a tagging plan
- Technical profiles: to understand the technical aspects of tagging plans and understand how they work

The training session can be divided into 2 parts, with each part focusing on a specific profile. It will also give participants the chance to have an overall view of what is involved in the tagging process as a whole.

Logistics:

- The training programme can take place either in the AT Internet offices or in the client's office. In the case of the latter, the client needs to make sure that the AT Internet consultant has access to a room which is 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 then the client shall provide material so that the AT Internet consultant can access the Internet).
- The training support is sent to the person who organises the training several days before the programme begins. The support will then be given to the participants.
- Each participant will receive a certificate once the training programme has finished.

THE TRAINING PROGRAMME

Some of the tags may be more or less relevant than others depending on your business and on the site you want to tag. As a result, the consultant responsible for the training programme will determine the amount of time to be spent on each part to match the site's requirements and the needs of the participants.

The web analytics project

- What is web analytics?
- Implementing a web analytics project
- The different steps involved in tagging
- The key to a successful tagging project

The tagging plan

- What is it?
- The key steps

The web analytics tree structure

- The AT Internet tree structure, the analysis perimeters, groups
- Implementation

Data collection, processing and tagging

- The data collection method and types of tags
- Data processing
- Soft Tagging: definition and goal

The main tag

- The tag code
- The tag variables

Specific tags

- Tree structures
- Content
- Accessing content
- Internet user profile
- Usability
- Goals

Introduction to Data Manager

- Data Manager – How it works
- The Data Manager interface



PRACTICAL INFORMATION

Prerequisites: A current valid AT Internet subscription

Contacts:

- By telephone: 00 33 (0)1 56 54 14 30, and ask for your regular AT Internet representative.
- By fax: 00 33 (0)1 40 47 55 45.
- By e-mail: send an e-mail to your regular AT Internet representative.

Registration fee:

- Any registration to a training programme which has not been cancelled at least eight days before the start date of the programme will be considered as being 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 need to be made at least 10 working days before the start date of the original training programme, confirming 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 10 days before its start date, then the training organisation will retain 30% of the total cost of the training session by way of compensation, confirming 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, then the current contract will be terminated and the following financial arrangement will be adopted: integral payment 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.

