



Trained by the people that are winning the awards!

Our trainers are running accounts... and they're running them very well!

They're in the platforms daily and have relevant experiences and up-to-date knowledge to share.



This is George.

He leads all our Adobe Analytics implementation projects and is a triple certified Adobe Analytics expert with 6+ years experience using the tool.

Typical Training Content

A top level overview of Adobe Analytics and where it sits within the Adobe Experience Cloud - specific to your implementation. Learn about the key capabilities of Adobe Analytics and how to find your way around the platform. Give your team the skills they require to get started with Adobe Analytics, understand how it works and how to use the interface to uncover actionable business insights.

- ▲ **What is Adobe Analytics?**
 - ▲ Learn what Adobe Analytics is used for and where it sits within the Adobe Experience Cloud.
- ▲ **Key Features & Capabilities**
 - ▲ Discover some of the key features of Adobe Analytics and why people choose it as an analytics platform.
- ▲ **Data Structure**
 - ▲ Learn about the building blocks of Adobe Analytics data, and how these can be customised.
- ▲ **Reporting & Activation**
 - ▲ Delve into some of the reporting capabilities of Adobe Analytics and activation across the Experience Cloud.
- ▲ **Analysis Workspace**
 - ▲ Navigate around the Adobe Experience Cloud and build simple visualisations in the Analysis Workspace interface.

Our office is 10-minute walk from **London Bridge and Tower Hill**. All training rooms are very well equipped and comfortable.

We will structure the day around you and your team. Most sessions are a full day from **10am and 4pm** with lots of breaks along the way.

Feel at home in our client kitchen area with as much coffee, tea or squash as you fancy. For all-day sessions, **lunch will be provided** along with ample fruit and biscuit snacks.

