

# Adobe® Training Services Course Catalog








# Adobe® Training Services

## Course Catalog

The Adobe® Training Services Course Catalog gives basic information on the courses offered for each product. The first few pages in this document list the courses offered and subsequent pages provide detailed course descriptions. Target audience, course format and course duration are listed for each course as well. Contact us or check out the Adobe Training Services web site, [training.adobe.com](http://training.adobe.com) to register for courses and get additional information, including pricing and class availability. Happy learning!

### What is the Adobe® Marketing Cloud?

Now there's a single service that includes everything digital marketers need to get ahead. The Adobe Marketing Cloud gives you a complete set of analytics, social, advertising, targeting and web experience management solutions and a real-time dashboard that brings together everything you need to know about your marketing campaigns. So you can get from data to insights to action, faster and smarter than ever.

SOLUTIONS	DESCRIPTIONS	COMPONENTS
 <p>Adobe® Analytics</p>	<p>Adobe Analytics combines the power of actionable analytics &amp; audience segmentation with the distributed value of reporting and sharing of key business analysis and connects it for data driven marketing.</p>	<ul style="list-style-type: none"> <li>• SiteCatalyst</li> <li>• Discover</li> <li>• DataWarehouse</li> <li>• ReportBuilder</li> <li>• Insight</li> <li>• Tag Manager</li> <li>• Genesis</li> </ul>
 <p>Adobe® Social</p>	<p>Adobe Social helps organizations measure and manage marketing activities across owned, earned, and paid media - ensuring the impact of social is properly attributed.</p>	<ul style="list-style-type: none"> <li>• Social</li> <li>• SiteCatalyst</li> <li>• AdLens</li> <li>• Social Communities</li> </ul>
 <p>Adobe® Media Optimizer</p>	<p>Adobe Media Optimizer combines best of breed portfolio and rules based ad management with intelligent campaign forecasting and targeted ad delivery for data optimized advertising.</p>	<ul style="list-style-type: none"> <li>• AdLens</li> <li>• Audience Manager</li> <li>• SiteCatalyst</li> <li>• DAT</li> </ul>
 <p>Adobe® Target</p>	<p>Adobe Target helps organizations dynamically test &amp; present highly-customized experiences to a digital property in order to drive significantly higher conversion rates.</p>	<ul style="list-style-type: none"> <li>• Test&amp;Target</li> <li>• Recommendations</li> <li>• Search&amp;Promote</li> </ul>
 <p>Adobe® Experience Manager</p>	<p>Adobe Experience Manager optimizes the authoring, management and delivery of digital media and content across owned channels, including Web, mobile, email, print and social communities, to brand and drive demand.</p>	<ul style="list-style-type: none"> <li>• CQ</li> <li>• Scene7</li> <li>• Landing Pages</li> <li>• Social Communities</li> <li>• DAM</li> </ul>

COMPONENT	COURSE NAME	TARGET AUDIENCE	FORMAT	DURATION
<b>ADOBE® CQ</b>  Adobe Experience Manager	CQ Author Training	All CQ users including Authors, Developers and System Administrators	Classroom	1 day
	CQ Developer Training	Developers, those who wish to learn more about application development	Classroom	4 days
	CQ Advanced Developer Training	Developers, those that have completed the Developer Training and wish to learn about advanced topics of application development	Classroom	3 days
	CQ System Administrator Training	System Administrators	Classroom	3 days
<b>ADOBE® DIGITAL ANALYST</b>  Adobe Analytics	Digital Analyst Certification Training	Marketers and Analysts that wish to improve their analytical skills	Classroom	5 days
<b>ADOBE® DISCOVER™</b>  Adobe Analytics	Discover User Training	Data Analysts, Web Analysts	Classroom, Online	1 day
<b>EnterpriseTV™</b>	EnterpriseTV	All users of Adobe Marketing Cloud products	Online	Self-paced
<b>ADOBE® INSIGHT</b>  Adobe Analytics	Insight Analyst Training	Data Analysts, Web Analysts, anyone using Insight for day-to-day analysis	Classroom	1 day
	Adobe Certified Expert: Insight Analyst	Business analysts who want to become certified expert end users of Adobe Insight	Classroom	3 ½ days
	Insight Architect Training	Data Architects, Implementers/Developers, IT Professional customizing Insight for Analysts	Classroom	1 day
	Adobe Certified Expert: Insight Architect	This course is specifically designed for personnel who function as the Adobe Insight technical lead — the individual within the organization who is responsible for translating clients' business requirements into specific transformations and dimensions by making data set design and configuration decisions	Classroom	3 ½ days
	Insight Administrator Training	IT Professionals, Data Architects, Insight Admins	Classroom	1 day
<b>ADOBE® RECOMMENDATIONS</b>  Adobe Target	Recommendations User Training	Marketers, analysts and other subject matter experts who implement campaigns on the Web site	Classroom	1 day
<b>ADOBE® REPORTBUILDER</b>  Adobe Analytics	Adobe ReportBuilder Training	Web Analysts, all SiteCatalyst Users who want to extend the use of their data by exporting to Excel	Classroom, Online	1 day

COMPONENT	COURSE NAME	TARGET AUDIENCE	FORMAT	DURATION
<b>ADOBE® SCENE7®</b>  Adobe Experience Manager	Scene7 Publishing System Core Concepts	Web Interface Designers and Developers, Web Graphics Personnel	Classroom	2 hours
	Scene7 Image Authoring Core Concepts	Marketing Graphics Personnel who create and manage professional product photography	Blended	Self-paced
	Getting Started with the Scene7 Publishing System	Web graphics personnel who create and manage professional product images, as well as designers-developers who create and implement web interfaces	Online	2 hours
	Scene7 eCatalog Workflow	Web graphics personnel who create and manage professional product images, as well as designers-developers who create and implement web interfaces	Online	2 hours
	Scene7 Media Portal Administration	Web graphics personnel who create and manage professional product images, as well as designers-developers who create and implement web interfaces	Online	2 hours
	Scene7 Sets and Viewer Presets	Web graphics personnel who create and manage professional product images, as well as designers-developers who create and implement web interfaces	Online	2 hours
	Scene7 Introduction to Template Basics	Web graphics personnel who create and manage professional product images, as well as designers-developers who create and implement web interfaces	Online	2 hours
<b>ADOBE® SEARCH&amp;PROMOTE</b>  Adobe Target	Search&Promote User Training	Content Editors & Managers, Marketing Professionals, Merchandising Specialists, Product Managers	Classroom	2 days
<b>ADOBE® SITECATALYST®</b>  Adobe Analytics  Adobe Social  Adobe Media Optimizer	SiteCatalyst User Training	End users (Marketers, Product Managers, Content Managers, Analysts, etc.)	Classroom, Online	3 days
	SiteCatalyst Advanced Features & Tools	Web Analysts, SiteCatalyst Experts and Architects	Classroom, Online	2 days
	SiteCatalyst Implementation Training	IT Professionals, Technical Leads, Code Implementers	Classroom, Online	4 days
	SiteCatalyst Overview	End users (Marketers, Product Managers, Content Managers, Analysts, etc.)	Online	2 hours
	SiteCatalyst Pre-Implementation	Technical Leads and Business Leads	Online	4 hours
	Introduction to SiteCatalyst Implementation	IT Professionals, Technical Leads, Code Implementers	Online	2 hours
	Custom Variables & Events	IT Professionals, Technical Leads, Code Implementers	Online	2 hours
	Campaign Management	Marketers/IT professionals	Online	2 hours
	Marketing Channels Report	Web analysts, marketers, technical leads	Online	2 hours
	Migrating to Version 15	End users (Marketers, Product Managers, Content Managers, Analysts, etc.)	Online	3 hours

COMPONENT	COURSE NAME	TARGET AUDIENCE	FORMAT	DURATION
<b>ADOBE® SOCIAL</b>  Adobe Social	Social Overview	Marketers, community managers, multichannel analysts or others that analyze and optimize social media	Online	4 hours
	Social Publishing & Moderation	Marketers and community managers who publish and moderate social posts	Online	2 hours
	Social Apps	Marketers and community managers that build apps for their Facebook pages	Online	2 hours
<b>ADOBE® TEST&amp;TARGET™</b>  Adobe Target	Test&Target Power User Training	Marketing Professionals, Product Managers, Web Analysts	Classroom	3 days
	Test&Target Basic Operations	Marketing Professionals, Marketing Managers	Online	2 hours
	Test&Target Technical Training	Technical Leads, Coders	Online	2 hours
	Test&Target Ad Testing	Marketing Professionals	Online	2 hours
	Test&Target Targeting and Segmenting	Marketing Professionals	Online	2 hours
	Test&Target Behavioral Targeting for Marketing	Marketing Professionals	Online	2 hours



## COURSE DESCRIPTIONS

ADOBE CQ: CQ AUTHOR TRAINING	
Duration: 1 day	The CQ Author Training course teaches CQ features, functionality, and authoring skills based on a standard project environment. This includes a hands-on introduction to CQ's dynamic publishing, the roles and responsibilities of a content author, and the best way to work with CQ's content management features. This training enables students to create new web pages based on different types of templates, to update and modify content on a CQ based website, and to use some of the additional functionalities such as Workflow, Campaigns, Newsletters, Reports, and creating and managing Mobile Pages. This course is NOT a developer training; rather it introduces you to the philosophy behind CQ and how to administrate content using ready-made templates.
Target Audience: All users of CQ, including authors, developers, and system administrators	
Format: Classroom	

ADOBE CQ: CQ SYSTEM ADMINISTRATOR TRAINING	
Duration: 3 days	The CQ System Administrator training focuses on how to install, configure, maintain, and troubleshoot CQ. You'll be introduced to the basic philosophy and concepts of the CQ architecture and learn how to integrate CQ in a production-level environment. You'll get an overview of the CQ files and directory structure, where to find important log files, and how to adjust the logging configuration. CQ Clustering techniques and Backup and Restore are also covered. You will also see how CQ can be integrated with LDAP and Single Sign On servers. The course is presented as a well-balanced combination of lecture presentations and hands on exercises.
Target Audience: System Administrators	
Prerequisites: 2 years system admin experience with the platform on which CQ will be installed, advanced knowledge of Java technology, XML, HTTP protocol, networking, network design, server-specific software	
Format: Classroom	

ADOBE CQ: CQ DEVELOPER TRAINING	
Duration: 4 days	CQ Developer Training teaches developers the fundamentals of building a custom CQ application, based on templates and components. This includes practice with CQ development techniques such as developing templates and authoring environments for mobile sites and websites, dynamic image rendering, navigation and modularization, using both CRXDE Lite and CRXDE. In-depth lecture presentations and discussions introduce concepts essential to CQ while comprehensive hands-on exercises, using CRXDE, reinforce concepts learned during lecture presentations. The overall goal of this training is to enable developers to create and understand basic CQ development practices and to prepare themselves for project work under the lead of a senior web developer. This course is not intended to provide any custom instruction focused on specific sites or projects.
Target Audience: Developers who wish to learn more about application development with the CQ WCM Platform	
Prerequisites: 2 years experience in web development (HTML, CSS, DHTML), strong knowledge and experience with JavaScript, JSP and OOP (Java preferred), knowledge of open standards (XML, LDAP), exposure to authoring operations in CQ	
Format: Classroom	Prerequisites: 2 years experience in web development (HTML, CSS, DHTML), strong knowledge and experience with JavaScript, JSP and OOP (Java preferred), knowledge of open standards (XML, LDAP), exposure to authoring operations in CQ.

## ADOBE CQ: CQ ADVANCED DEVELOPER TRAINING

Duration: 3 days	<p>CQ Advanced Developer Training builds on the basic CQ Developer training by introducing developers to the advanced topics of building a custom CQ application based on OSGi, Apache Sling, and JCR. This includes practice with OSGi component development and development topics like Unit Testing and Maven project setup. Other areas that are relevant for successful CQ projects, such as dispatcher caching, deployment &amp; packaging and integration methods, are taught. Participants need to have a good understanding of CQ components and templates. Java skills are required.</p> <p>The overall goal of this training is to enable developers to create and understand advanced CQ development practices and to prepare themselves for more complicated project work involving integration with 3rd party systems. The participants learn how to structure their code and best practices. This course is not intended to provide any custom instruction focused on specific sites or projects.</p>
Target Audience: Developers who wish to learn about advanced topics of application development with the CQ WCM Platform	
Prerequisites: Successful completion of the CQ Basic Developer Training, experience in developing basic CQ applications using CQ components and templates, Java coding experience	
Format: Classroom	

## ADOBE DIGITAL ANALYST: DIGITAL ANALYST CERTIFICATION TRAINING

Duration: 5 days	<p>This five-day course focuses on giving you the knowledge and skills to enable you to become a successful digital analyst. Not only will we discuss the framework within which a web analytics program will thrive, we will also discuss a multitude of reporting examples spread across several industries. This course has been designed to provide you with the broadest possible view without sacrificing attention to very specific reporting and data interpretation scenarios. The best fit for this class would be a student who is either just stepping into digital analyst space or who has a minimum to moderate level of experience with web analytics data or web analytics tools.</p> <p>Experience with a Web analytics tool, such as SiteCatalyst or other tools, is recommended, but not required to take this course.</p>
Target Audience: Marketers and Analysts that wish to improve their analytical skills	
Format: Classroom	

## ADOBE DISCOVER: DISCOVER USER TRAINING

Duration: 1 day	<p>This one-day class will teach you how to use Discover to do deep analysis on your website traffic. Discover goes beyond day-to-day analytics questions and allows you to explore hidden relationships between your reports. Discover gives you the ability to take segmentation to the next level by applying virtually any segment to any report, revealing the segment's effect on site traffic, paths through your site, and conversion. Discover queries the entire data set with unprecedented speed and flexibility.</p>
Target Audience: Data Analysts, Web Analysts	
Format: Classroom, Online	

## ADOBE INSIGHT: INSIGHT ANALYST TRAINING

Duration: 1 day	<p>Insight Analyst Training begins with a general overview of architecture, terminology, and concepts. It then teaches participants how to navigate through the application to create and design new analysis workspaces, reports, and dashboards.</p>
Target Audience: Web Analysts, Data Analysts, anyone using Insight for day-to-day analysis	
Format: Classroom	<p>Note: This information is also covered in the Adobe Certified Expert: Insight Analyst Training.</p>

## ADOBE INSIGHT: ADOBE CERTIFIED EXPERT: INSIGHT ANALYST

Duration: 3 ½ days	<p>The Adobe Insight Analyst certification course provides in-depth training and Adobe Certified Expert (ACE) credentials for business analysts who want to become expert end users of Adobe Insight. It begins with an introduction to Adobe Insight's architecture, core concepts, terminology, and data structures. Next, it moves into a comprehensive overview of the entire user interface, including all tabs, workspaces, and contextual menus.</p> <p>The Insight dataset schema—including coverage of the dimension types from an analytical perspective—is presented with examples. Correct data interpretation is taught by detailed examination of the dynamic selection functionality, and a strategy is recommended for translating plain English business questions into meaningful workspaces. Next, the course moves into segment creation, the value model, report publishing and distribution, and explanation of all key visualization types, with special focus on path browsers and process maps. This course is strongly augmented by dedicated, hands-on lab work, during which time you'll go through step-by-step exercises that reinforce the topics covered during lectures. A comprehensive exam provides students with an opportunity to demonstrate mastery of course content.</p>
Target Audience: Business analysts who want to become certified expert end users of Adobe Insight	
Format: Classroom	

## ADOBE INSIGHT: INSIGHT ARCHITECT TRAINING

Duration: 1 day	<p>This course covers Adobe Insight configuration and architecture for personnel who will be responsible for translating their users' analysis needs and reporting requirements to the dataset and profile.</p> <p>Note: This information is also covered in the Adobe Certified Expert: Insight Architect Training.</p>
Target Audience: Data Architects, Implementers, Developers, IT Professional customizing Insight for Analysts	
Format: Classroom	

## ADOBE INSIGHT: ADOBE CERTIFIED EXPERT: INSIGHT ARCHITECT

Duration: 3 ½ hours	<p>The Adobe Insight Architect certification program provides in-depth training and Adobe Certified Expert (ACE) credentials for candidates who want to configure and construct datasets to support their clients' business analysis needs. An Adobe Certified Expert Architect is able to understand the data collection process and to troubleshoot issues related to dataset configuration and construction. The skills gained in this comprehensive training program enable architects to determine an appropriate implementation strategy and successfully satisfy business requirements. A comprehensive exam provides students with an opportunity to demonstrate mastery of course content.</p>
Target Audience: This course is specifically designed for personnel who function as the Adobe Insight technical lead — the individual within the organization who is responsible for translating clients' business requirements into specific transformations and dimensions by making dataset design and configuration decisions	
Format: Classroom	

## ADOBE INSIGHT: INSIGHT ADMINISTRATOR TRAINING

Duration: 1 day	<p>In the Insight Administrator training, attendees are introduced to all components and develop an understanding of how data is collected and organized for analysis. Participants receive instruction on the role and location of all system configuration files, how to access and modify them, and how to troubleshoot general operational issues.</p>
Target Audience: IT Professionals, Data Architects, Insight Administrators	
Format: Classroom	



## ADOBE RECOMMENDATIONS: RECOMMENDATIONS USER TRAINING

Duration: 1 day	Through detailed, hands-on instruction, this course teaches new users the fundamental operations of Adobe Recommendations so that they can suggest the most popular and compelling products, articles, downloads, and other content to website visitors. This course lays the groundwork so that students walk away with a working knowledge of how to plan, build and execute recommendations, how to correctly read and interpret test results, and how to continue to refine their recommendation action strategies in order to improve as an optimization organization.
Target Audience: Marketers, analysts, and other subject matter experts who implement campaigns on the website	
Format: Classroom	

## ADOBE REPORTBUILDER TRAINING

Duration: 1 day	In this one-day course you will learn how to use Adobe ReportBuilder to extract the information that you need out of SiteCatalyst® into Microsoft Excel, so that you can then use the strengths of Excel to format and manipulate the data. The class begins with creating a simple request and covers the full functionality of the tool. We start with the Request Wizard, learn how to calculate date ranges, build data tables, and create and save filters. Then we move to the copy and paste functionality including multiple request changes and end with saving, scheduling, and sharing your reports.
Target Audience: Web analysts, all SiteCatalyst users who want to extend the use of their data by exporting to Excel	
Format: Classroom, Online	

## ADOBE SCENE7: GETTING STARTED WITH THE SCENE7 PUBLISHING SYSTEM

Duration: 2 hours	This fast-paced, instructor-led online course focuses on the essential workflow and startup tasks for using the Scene7 Publishing System (SPS) for Image Serving and Zoom. Attendees will also learn how to preview images using static sizes and zoom, and how to generate image URLs. This course is a prerequisite for any of the other SPS webinar modules (eCatalog, Template Basics, Sets and Viewer Presets, and Media Portal).
Target Audience: Web graphics personnel who create and manage professional product images, as well as designers/developers who create and implement web interfaces	
Format: Online	

## ADOBE SCENE7: SCENE7 PUBLISHING SYSTEMS CORE CONCEPTS

Duration: 2 days	Scene7 customers typically only use 10 to 20 percent of what the system has to offer. This fast-paced, two-day workshop gives new users not only the skills required to effectively employ core SPS dynamic imaging functionality, but also the ability to repurpose assets across products such as Zoom, Sets, eCatalogs and Templates. Every student who takes this class will leave with skills and experience applicable to the needs of any Scene7 customer.
Target Audience: Web interface designers and developers, web graphics personnel	
Format: Classroom	

## ADOBE SCENE7: SCENE7 IMAGE AUTHORIZING CORE CONCEPTS

Duration: Self-paced	<p>Learn to use Adobe Scene7 Image Authoring to create colorized and pattern-mapped renders and vignette files from professional product images. In this blended learning approach, each student will be given 30 days to access a library of over 80 comprehensive, self-paced tutorials. They will practice hands-on with exercise files. At the conclusion of the course, the student will meet with a live trainer to answer questions and review materials.</p> <p>It is assumed that trainees have access to the Image Authoring software, an add-on solution available from Adobe Scene7. Assuming they already have a permanent license of Image Authoring, trainees can obtain additional temporary license keys if they purchase additional seats in the class.</p>
Target Audience: Marketing graphics personnel who create and manage professional product photography	
Prerequisites: All trainees should have a comprehensive understanding of Adobe Photoshop and a basic grasp of web graphics	
Format: Online	

## ADOBE SCENE7: SCENE7 ECATALOG WORKFLOW

Duration: 2 hours	<p>In this instructor-led webinar, attendees will learn the entire workflow for uploading, authoring and publishing eCatalogs for use with the Scene7 Publishing System (SPS). Attendees will also learn power tips to make eCatalogs more polished, such as adding custom names to pages, setting up search and sharpening the pages in the viewer.</p>
Target Audience: Web graphics personnel who create and manage professional product images, as well as designers/developers who create and implement web interfaces	
Prerequisites: Basics of Scene7 Publishing System or equivalent. Recommend basic knowledge of desktop publishing workflow.	
Format: Online	

## ADOBE SCENE7: SCENE7 MEDIA PORTAL ADMINISTRATION

Duration: 2 hours	<p>Media Portal is a powerful tool for the Scene7 Publishing System (SPS) that allows content owners to give restricted access to their content to third-party users. In this instructor-led webinar, attendees will learn not only how to administer the Media Portal, but also how the end users would be interacting with the system, with the goal of making the experience easy for end users. In addition, trainees will learn how Media Portal overlaps with SPS, and how to maximize their use of both systems to achieve their goals.</p>
Target Audience: Web graphics personnel who create and manage professional product images, as well as designers/developers who create and implement web interfaces	
Prerequisites: Basics of Scene7 Publishing System or equivalent.	
Format: Online	

## ADOBE SCENE7: SCENE7 SETS AND VIEWER PRESETS

Duration: 2 hours	<p>This instructor-led webinar focuses on the creation of image collections in Scene7 Publishing System (SPS), and configuration of the viewers that display them. It also touches on the different ways to implement viewers and how to generate a working URL per asset.</p>
Target Audience: Web graphics personnel who create and manage professional product images, as well as designers/developers who create and implement web interfaces	
Prerequisites: Basics of Scene7 Publishing System or equivalent.	
Format: Online	

## ADOBE SCENE7: SCENE7 INTRODUCTION TO TEMPLATE BASICS

Duration: 2 hours	<p>Scene7 Publishing System (SPS) Template Basics is one of the most powerful additions to the Scene7 toolkit, allowing customers to manipulate unlimited layers of image and text entirely through the URL. This instructor-led online course focuses on a real-world workflow with the goal of creating a merchandising product image with configurable banners (such as "New" and "Sale") and a variable text box.</p>
Target Audience: Web graphics personnel who create and manage professional product images, as well as designers-developers who create and implement web interfaces	
Prerequisites: Basics of Scene7 Publishing System or equivalent. Recommend basic knowledge of Photoshop.	
Format: Online	

## ADOBE SEARCH&PROMOTE: SEARCH&PROMOTE USER TRAINING

Duration: 2 days	<p>This course provides detailed, hands-on instruction of Adobe Search&amp;Promote for business users who will be using the tool on a regular basis, or for those who will be managing such users. This course will teach users how to retain site visitors, improve conversion rates, and respond intelligently to visitor requests. You will also learn best practices regarding increasing average order value, as well as simplifying search optimization. A must have for anyone using this product to optimize the visitor's experience on their website.</p>
Target Audience: Content editors & managers, marketing professionals, merchandising specialists, product Managers	
Format: Classroom	

## ADOBE SITECATALYST: SITECATALYST USER TRAINING

Duration: 3 days	<p>This three-day training is tailored to help you use Adobe SiteCatalyst to find answers to your business questions. You will learn how the reporting interface and navigation work, how to run reports to get the answers you are looking for, and how to configure reports for effective decision-making. You will learn how to distribute reports, create useful dashboards, and segment your data so that you can get the right information to the right people at the right time.</p>
Target Audience: End users (Marketers, Product Managers, Content Managers, Analysts, etc.)	
Format: Classroom, Online	

## ADOBE SITECATALYST: SITECATALYST ADVANCED FEATURES & TOOLS TRAINING

Duration: 2 days	The key to increased conversion is understanding your visitor. This can be accomplished by collecting data on key segments. This two-day training helps you understand the power of segmentation by discussing how to identify and report on segments through the use of custom variables, classifications, and other tools from the Adobe Digital Marketing Suite. You will also learn about campaign management as well as gain exposure to many of the administration features available within SiteCatalyst.
Target Audience: Web Analysts, SiteCatalyst Experts and Architects	
Format: Classroom, Online	

## ADOBE SITECATALYST: SITECATALYST IMPLEMENTATION TRAINING

Duration: 4 days	This four-day course, created for the person who places code on the page, is designed to give you the information you need to implement Adobe SiteCatalyst on your site using JavaScript. You will learn to take business requirements, translate them into an implementation solution, and code them on the page. Topics include Traffic Variables, Conversion Variables, Configuration Variables, Processing Rules, JavaScript plug-ins, troubleshooting implementations, data manipulation tools, advanced SiteCatalyst tools, and your role as a technical lead. This an excellent preparatory course for taking the "Adobe Certified Expert: SiteCatalyst Implementation" exam.  Note: This course does not directly deal with all non-JavaScript implementations (Flash, Mobile Devices, etc.), but tracking Mobile Sites with PHP is covered and the concepts taught serve as a foundation for such implementations.
Target Audience: IT Professionals, Technical Leads, Code Implementers	
Format: Classroom, Online	

## ADOBE SITECATALYST: SITECATALYST OVERVIEW

Duration: 2 hours	This course introduces you to SiteCatalyst and helps you understand how to use the interface to answer your business questions. Topics include: Logging in and basic interface navigation, running the right reports, configuring reports to answer business questions, choosing charts and graphs for your reports and automating delivery of reports to decision makers. Note: This information is also covered in the SiteCatalyst User Training. Note: This information is also covered in the SiteCatalyst User Training.
Target Audience: End users (Marketers, Product Managers, Content Managers, Analysts, etc.)	
Format: Online	

## ADOBE SITECATALYST: SITECATALYST PRE-IMPLEMENTATION

Duration: 4 hours	This course focuses on the essential concepts as you prepare for the SiteCatalyst implementation process. The course provides the participants (technical or business leads) with detailed implementation recommendations and best practices enabling you to make the right decisions as you customize the SiteCatalyst reports, features, and tools. The course emphasizes real-world case studies and detailed explanations to reinforce principles and build confidence in mapping out business solutions in order to facilitate a quicker more efficient implementation. Anyone implementing SiteCatalyst should first know the information that is covered in this class. It's definitely a "must have."
Target Audience: Technical Leads and Business Leads	
Format: Online	

## ADOBE SITECATALYST: INTRODUCTION TO SITECATALYST IMPLEMENTATION

Duration: 2 hours	<p>This course provides students with an overview of the Adobe Implementation Methodology, including typical variables used during the implementation process. Primarily for technical leads, the content discusses best practices for translating clients' business requirements into specific SiteCatalyst variables and functions, as well as coding and deploying SiteCatalyst code on websites. Topics include overview of variables, Conversion Events, Configuration Variables, overview of link tracking, and debugging.</p> <p>Note: This information is also covered in the SiteCatalyst Implementation Training.</p>
Target Audience: IT Professionals, Technical Leads, Code Implementers	
Format: Online	

## ADOBE SITECATALYST: SITECATALYST CUSTOM VARIABLES & EVENTS

Duration: 2 hours	<p>Custom Variables and Custom Events are incredibly powerful features in SiteCatalyst. They allow you to track and answer the questions that are unique to your organization, forming the foundation of your analytics customization. In this session, you will learn the difference between Custom Traffic Variables (s.props) and Custom Conversion Variables (eVars) and when to use them. You will learn about Custom Events and how they can help you gauge success on your site.</p> <p>Note: This information is also covered in the SiteCatalyst Implementation Training.</p>
Target Audience: IT Professionals, Technical Leads, Code Implementer	
Format: Online	

## ADOBE SITECATALYST: SITECATALYST CAMPAIGN MANAGEMENT

Duration: 2 hours	<p>This course focuses on how SiteCatalyst can assist you in identifying the success of your online marketing campaigns. The content covers the steps that will enable you to track your campaigns, including defining a URL campaign parameter, generating campaign codes, configuring SiteCatalyst code, campaign settings, and more. Topics include tracking code schema, creating and applying tracking codes, using classification reports to identify actionable data, and relating campaign reports to other key segments.</p> <p>Note: This information is also covered in the SiteCatalyst Advanced Features &amp; Tools Training.</p>
Target Audience: Marketers, IT Professionals	
Format: Online	

## ADOBE SITECATALYST: SITECATALYST MARKETING CHANNELS REPORT

Duration: 2 hours	<p>This two-hour web-based course is designed for the analyst new to the Adobe® SiteCatalyst Marketing Channels Reports. The course will give you the knowledge and expertise that you need in order to properly set up and interpret the reports. The Marketing Channels Reports enable you to set up out-of-the-box and custom marketing channels and see how effective they are at acquiring, retaining, and converting visitors. These reports show you all of your acquisition channels by any conversion event on your site in a single report. Conversion is allocated to the Marketing Channels on a First-and Last-Touch basis.</p>
Target Audience: Web analysts, marketers, technical leads	
Format: Online	

## ADOBE SITECATALYST: SITECATALYST USER TRAINING - MIGRATING TO VERSION 15

Duration: 3 hours	<p>This three-hour course is designed to instruct the experienced SiteCatalyst user how to utilize the powerful new functionality in SiteCatalyst Version 15 to optimize websites and campaigns. Topics covered include the new Version 15 interface, understanding differences in metrics, understanding differences in classification reports, using the powerful new segmentation tool to answer complex questions directly in SiteCatalyst on the fly, and working with the new dashboard reports.</p>
Target Audience: End users (Marketers, Product Managers, Content Managers, Analysts, etc.)	
Format: Online	



## ADOBE SOCIAL: ADOBE SOCIAL OVERVIEW

Duration: 4 hours	This four-hour course will show students how to use the Adobe Social tool to publish posts to Facebook, Google+ and Twitter, and moderate Facebook and Twitter posts. Students will learn how to create Facebook Page Apps. Students will also learn how to configure the Adobe Social tool to monitor and capture social media mentions about their company on social media platforms in order to better understand how the social web impacts their business. This training also covers Adobe Social reports and metrics.
Target Audience: Marketers, community managers, multichannel analysts or others that analyze and optimize social media	
Format: Online	

## ADOBE SOCIAL: SOCIAL PUBLISHING & MODERATION

Duration: 2 hours	This two-hour course will show students how to use the Adobe Social tool to publish posts to Facebook, Google+ and Twitter. Students will learn how to track their posts through Social Campaign tracking codes. Students will also learn how to moderate Facebook and Twitter posts. This training also covers Adobe Social publishing and campaign reports.
Target Audience: Marketers and community managers that publish and moderate social posts	
Format: Online	

## ADOBE SOCIAL: SOCIAL APPS

Duration: 2 hours	This two-hour course will show students how to use the Adobe Social App Builder to create customized page applications for Facebook. Students will learn about the many app templates and elements available to quickly create high-quality apps. Students will also practice creating apps in a training test environment.
Target Audience: Marketers and community managers that build apps for their Facebook pages	
Format: Online	

## ADOBE TEST&TARGET: TEST&TARGET POWER USER TRAINING

Duration: 3 days	This course provides detailed, hands-on instruction of Adobe Test&Target for those who will be using the tool on a regular basis, or for those who will be managing such users. This course lays the groundwork so that students walk away with a working knowledge of how to plan, build, and execute campaigns, as well as how to correctly read and interpret test results. The course agenda has been designed with several hands-on exercises interspersed throughout both days, so that users are given ample time "in" the product, actually using and testing campaigns that they build themselves.
Target Audience: Marketing Professionals, Product Managers, Web Analysts	
Format: Classroom	

## ADOBE TEST&TARGET: TEST&TARGET BASIC OPERATIONS

Duration: 2 hours

Target Audience: Marketing Professionals,  
Marketing Managers

Format: Online

Understand the power of Test&Target to optimize your website. This course takes you through the basics of Test&Target. Get acquainted with the terminology and how to set up campaigns to discover what is working and what might work better on your website. This class will give you hands-on experience exploring the elements required to create a campaign that tests different creative pieces to see which is the most successful. It also will show you how to access and understand the reports that are generated, as well as introduce you to multivariate testing and some additional Test&Target features.

Note: This information is also covered in the Test&Target Power User Training.

## ADOBE TEST&TARGET: TEST&TARGET TECHNICAL TRAINING

Duration: 2 hours

Target Audience: Technical Leads, Coders

Format: Online

This course covers technical aspects of Test&Target implementation, in terms of initial site setup. Students walk through the steps for placing a single mbox, as well as multiple mboxs, on a web page. The course also covers common mbox errors, and the use of Mbox Debug, including hands-on troubleshooting exercises. The course ends by discussing targeting using profile parameters, as well as going into additional detail regarding these setup steps: host management and quality assurance.

## ADOBE TEST&TARGET: TEST&TARGET AD TESTING

Duration: 2 hours

Target Audience: Marketing Professionals

Format: Online

Wouldn't it be great to easily change the content of your ads on third-party sites to test which is the most successful? A challenge that all companies face with advertising campaigns on sites external to their own is that it is not possible to place your own code on the web pages of the company that is hosting your ad. As a result, your usual methods for testing web content are not possible. Test&Target meets this need using adboxes, which enable you to test different content for your ads on third party sites to see what visitors are responding to best. This allows you to get the greatest return on your advertising dollar. In addition to testing the content of your ads on an ongoing basis of perpetual improvement, you can also use this technology to test different landing pages that visitors encounter when they click through your ads. Furthermore, you are not limited to only tracking the number of click-throughs from your ads; you can also track the visitor all the way through to conversion. Using Test&Target adboxes, you can optimize your advertising and your website from beginning to end. This course includes plenty of hands-on experience with the Test&Target adbox tools and features.

Note: This information is also covered in the Test&Target Power User Training.

## ADOBE TEST&TARGET: TEST&TARGET TARGETING AND SEGMENTING

Duration: 2 hours

Target Audience: Marketing Professionals

Format: Online

Test&Target is a powerful, feature-rich tool that can be used to better understand your visitors based on the different content to which they respond. After gaining this fact-based insight on the preferences of different visitor segments, you can then target content to those groups. In this course, we show you how to identify visitor segments and measure the content to which they are most receptive. Then we show you how to take that information and target content to the right visitors to maximize their experience on your website. The course provides hands-on work with Test&Target so that you can fully understand its capabilities regarding targeting and segmenting.

Note: This information is also covered in the Test&Target Power User Training.

## ADOBE TEST&TARGET: TEST&TARGET BEHAVIORAL TARGETING FOR MARKETING

Duration: 2 hours	One of the most powerful features of Test&Target is its ability to present content to visitors "on the fly" based on their website behavior. This webinar will provide you with an understanding of when and how to target visitors with content, based on the actions they perform on your site. The result for visitors is a much richer and more satisfying experience, since the content they see will now reflect their preferences. This will also make it easier for visitors to get what they are seeking from your website. The course introduces behavioral targeting concepts and tools. It also provides you with hands-on experience with the Test&Target interface using a training web site to create your own sample script profile and use it in a behaviorally targeted campaign.
Target Audience: Marketing Professionals	
Format: Online	

## ENTERPRISE TV

Duration: Self-paced	EnterpriseTV is a training video portal, available for all users of the Adobe Marketing Cloud. Simply log into the suite, and navigate to the training videos in the help section.
Target Audience: All users of the Adobe Marketing Cloud tools	EnterpriseTV offers you hundreds of videos for your entire organization for all levels of users covering the products within the Adobe Marketing Cloud such as SiteCatalyst, Test&Target, Insight, Discover, Merchandising, Genesis, ReportBuilder, Recommendations, Survey and more!
Format: Online	Enterprise TV is a great way for your employees to learn about new topics at their own pace and enhance retention from formal classroom training. New and updated content is added all the time.

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