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Vidya Subramanian

with foreword by David A. Schweidel, Co-Director of Emory Marketing Analytics Center, Goizueta Business School, Emory University

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Adobe Analytics with SiteCatalyst Classroom in a Book Vidya Subramanian, 2013-06-14 In digital marketing your goal is to funnel your potential customers from the point of making them aware of your website through engagement and conversion and ultimately retaining them as loyal customers Your strategies must be based on careful analysis so you know what is working for you at each stage Adobe Analytics with SiteCatalyst Classroom in a Book teaches effective techniques for using Adobe SiteCatalyst to establish and measure key performance indicators KPIs tailored to your business and website For each phase of marketing funnel analytics author Vidya Subramanian walks you through multiple reports showing you how to interpret the data and highlighting implementation details that affect data quality With this essential guide you ll learn to optimize your web analytics results with SiteCatalyst Adobe Analytics with SiteCatalyst Classroom in a Book contains 10 lessons The book covers the basics of learning Adobe SiteCatalyst and provides countless tips and techniques to help you become more productive with the program You can follow the book from start to finish or choose only those lessons that interest you Classroom in a Book the best selling series of hands on software training workbooks helps you learn the features of Adobe software quickly and easily Classroom in a Book offers what no other book or training program does an official training series from Adobe Systems Incorporated developed with the support of Adobe product experts **Adobe Target Classroom in a Book** Brian Hawkins, Lily Chiu-Watson, 2014-07-18 Marketers engaged in managing a modern website must quickly determine and deliver the most relevant personalized experiences at each touchpoint across their digital properties for an often diverse visitor population The Adobe Target solution one component of the Adobe Digital Marketing Cloud provides an optimization solution with intuitive but sophisticated capabilities that leads marketers through the essential steps of optimizing and personalizing their content clearly showing them which content increases conversion lift and revenue In Adobe Target Classroom in a Book seasoned Target veteran Brian Hawkins introduces new users to the basic concepts of website optimization including A B testing audience targeting segmentation and recommendation Brian goes on to provide a thorough introduction to the Adobe Target solution with lessons on setting up customer offers testing campaigns custom segmentation multivariate test and reporting It includes best practices as well as countless tips and techniques to help you become more productive with the software You can follow the book from start to finish or choose only those lessons that interest you Classroom in a Book the best selling series of hands on software training workbooks helps you learn the features of Adobe software quickly and easily Classroom in a Book offers what no other book or training program does an official training series from Adobe Systems Incorporated developed with the support of Adobe product experts **Adobe Analytics Quick-Reference Guide** Shane Closser, 2013-07-22 Companies face the challenge of measuring and analyzing the near overwhelming quantities of data generated from their online businesses and then using that data to gain critical insights into their customersvto drive sales Adobe Analytics formerly SiteCatalyst provides product and content managers marketers and

analysts with real time intelligence on customers online behavior helps businesses anticipate what their customers will want personalizes their online experience and delivers relevant content across web and mobile channels This quick lookup guide by Adobe Analytics expert Shane Closser uses clear concise explanations and an easy to use format to jump in and start using Adobe's powerful web analytics tool You'll learn the quickest way to Create metrics Run and set options for reports Measure the effectiveness of marketing campaigns Engage and retain customers Track customers through the conversion funnel Share reports and set up dashboards

Adobe Experience Manager Ryan D. Lunka, 2013-08-13 Adobe Experience Manager formerly CQ5 is an industry leading web content management system aimed at giving digital marketers the ability to create manage and deliver personalized online experiences Adobe Experience Manager Classroom in a Book is the definitive guide for marketers who want to understand and learn to use the platform It explains the business value of the features and the overall philosophy of the product and is a must read before sitting down to work with an implementation team Marketers will understand why AEM is constructed as it is so they can alter business processes and participate in successful implementation They'll get insight into how to accomplish the fundamental tasks to more effectively create and manage content They'll also learn about common mistakes and how to avoid them After reading this book marketers will understand The basics of content management in Adobe Experience Manager How to integrate Adobe Experience Manager with other Adobe Marketing Cloud products How to manage dynamic content that is targeted to specific audiences The fundamental concepts that will help to create a smooth implementation Getting Started Ch 1 The Basics Ch 2 Evaluating AEM Ch 3 Managing Content Ch 4 Digital Asset Management Ch 5 Metadata and Tagging Ch 6 Multilingual Content Ch 7 Workflows Ch 8 Social Communities Ch 9 E Commerce Ch 10 Mobile for Marketers Ch 11 Architecture Basics Ch 12 Administration Basics Ch 13 Web Analytics Ch 14 Marketing Campaign Management Ch 15 Dynamic Content Ch 16 Integrating AEM Ch 17 Technical Basics Ch 18 Defining Requirements Ch 19 User Experience Design Ch 20 The Implementation Process

Applied Machine Learning for Data Science Practitioners Vidya Subramanian, 2025-04-29 A single volume reference on data science techniques for evaluating and solving business problems using Applied Machine Learning ML Applied Machine Learning for Data Science Practitioners offers a practical step by step guide to building end to end ML solutions for real world business challenges empowering data science practitioners to make informed decisions and select the right techniques for any use case Unlike many data science books that focus on popular algorithms and coding this book takes a holistic approach It equips you with the knowledge to evaluate a range of techniques and algorithms The book balances theoretical concepts with practical examples to illustrate key concepts derive insights and demonstrate applications In addition to code snippets and reviewing output the book provides guidance on interpreting results This book is an essential resource if you are looking to elevate your understanding of ML and your technical capabilities combining theoretical and practical coding examples A basic understanding of using data to solve business problems high school level

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The Adobe SiteCatalyst Handbook Adam Greco,2013 As the world of marketing goes digital companies must integrate web analytics into their process to see evaluate how marketing campaigns perform and to improve website conversion Adobe SiteCatalyst the principal component of the Adobe Digital Marketing Suite formerly Omniture is the most advanced web analytics tool available on the market The Adobe SiteCatalyst Handbook is your key to understanding how to use this powerful web analytics tool Recognized SiteCatalyst expert Adam Greco walks you through the building blocks of the program and shows you real world examples to help further your understanding of the product For end users of SiteCatalyst the book provides how to instructions for all major SiteCatalyst features You will also learn how to apply SiteCatalyst to common web analytics challenges ranging from campaign tracking to shopping cart analysis to visitor engagement It also includes useful tips on using on Adobe ReportBuilder and advanced features that will benefit seasoned SiteCatalyst users In the end you ll be able to answer business questions that you never thought you could address and generate web analyses that should improve your website s return on investment You ll learn how to Create web analytics reports and data exports Design sophisticated web analytics dashboards Effectively track online marketing campaigns Analyze website shopping cart performance Connect online and post website data Master website segmentation techniques Use basic and advanced pathing analysis Understand the inner workings of Adobe SiteCatalyst

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