



Summer Training

Course Title: Adobe Web Analytics

Course Starting Date: After End of Even Semester Exams

About Technology

Adobe Analytics is an industry-leading solution that empowers you to understand your customers as people - what they want, need and believe. Based on Adobe Experience Cloud, it focuses on skill development of professionals. With drag-and-drop segment building and customizable reporting, you can discover your high-value customers and the best ways to engage them

About Course

Adobe Web Analytics course modules are designed keeping in mind today's industry requirement and open good job opportunities for the students. Empower your decision making with accurate, timely and insightful data.

Venue: MIET, Meerut

Duration: 60 hours.

Batch size: 40 (FCFS)

Course Fee: Rs. 3,500/-

Module 1	Module 2
Dynamic Tag Management <ul style="list-style-type: none"> • Introduction • DTM Embed Code • Creation of Data Elements • Data Capturing Rules • Debugging DTM 	Adobe Analytics <ul style="list-style-type: none"> • Introduction • Reports and Analytics Basics • Reports and Analytics Metrics • Visitor Acquisition, identification and segmentation • Reports breakdown • Segmentation

For Registration Contact:

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Audience: 3rd year students of CSE/IT/ECE
& MCA 2nd year.
(MIET & MIT)