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Webtrends Certified Professional - Analytics: Administrator Exam

Overview

The Certified Analytics Professional Exam tests an individual's knowledge of the technical fundamentals and custom reporting knowledge required to support Webtrends Analytics solutions. Prior completion of the Webtrends Analytics for Technical Professionals: Essentials and Custom Reporting courses are strongly recommended. However experienced Webtrends administrator can take this test as a stand-alone exam to gain Certified Analytics Administrator status.

Products Covered

Webtrends Analytics On Demand and On Premise through v. 9.2.

Who Should Attend?

Webtrends Analytics administrators and anyone responsible for configuring Webtrends Analytics features (data sources, profiles, filters, templates, etc.). Technical professionals responsible for configuring Webtrends Analytics to meet the advanced reporting needs of marketing professionals.

Prerequisites

Webtrends generally discourages individuals from taking only the exam unless the individual has significant real-world experience in configuring Webtrends Analytics solutions. The preferred path is to complete the full training program, which will enable individuals who feel they have all the relevant experience required, we do offer the exam-only option.

Exam Details

To gain certification, an individual must pass the exam with a score of 85% or better.

Availability and Pricing

You may choose to take the exam online or at a public training center.

- $400 per participant

Duration

- Online: 2 hours
- Training Center: 3 hours, 9:00 am – 12:00 pm

Features Covered

- Client-side tagging
- Query parameters
- Profiles, data sources, and filters
- Templates and dashboards
- Content groups/categories
- Path analysis
- Session tracking
- User rights and privileges
- Scenario analysis
- Campaigns
- Visitor history
- Custom reports
- Custom drilldown reports

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CERTIFIED ADMINISTRATOR EXAM