

# Course : Introduction to Matomo: analyze your site's performance independently

Leverage key reports and track your campaigns effectively

*Practical course - 1d - 7h00 - Ref. MAQ*

**Price : 760 € E.T.**

★★★★☆ 4,6 / 5

NEW

This training course will introduce you to using Matomo to analyze website performance. You'll learn the basics of data collection, how to use standard reports and how to create customized reports, with an introduction to the additional features that can take your analysis to the next level.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Get to grips with the Matomo interface and understand how data collection works
- ✓ Use standard reports to monitor site performance
- ✓ Create and customize reports to analyze marketing campaigns
- ✓ Identify useful add-ons and APIs to enrich analysis

## Intended audience

Communications managers, site managers or anyone wishing to learn the basics of traffic analysis with Matomo.

## Prerequisites

Basic knowledge of web analytics

## Practical details

Hands-on work

Theoretical input, exchange of best practices and practical work

## Course schedule

### PARTICIPANTS

Communications managers, site managers or anyone wishing to learn the basics of traffic analysis with Matomo.

### PREREQUISITES

Basic knowledge of web analytics

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Getting to grips with Matomo and understanding data collection

- Interface overview
- Matomo's collection method and various implementation modes: tags, events, etc.
- Definition of standard indicators: page views, visitors, users, sessions...
- Basic configuration: sites, permissions, time zones and confidentiality

### Demonstration

Demonstration of the MATOMO interface.

## 2 Use standard reports to monitor site performance

- Explore standard reports and features to enhance data analysis
- Setting up a dashboard to customize your interface

### Exercise

Quiz on Matomo's main features.

## 3 Analyze campaign performance with customized reports

- Which indicators and dimensions for your campaigns?
- Create customized reports to analyze campaign performance
- Reminder of tracking rules and campaign attribution methods
- The creation of a personalized segment to better analyze the Internet users generated by your campaigns

### Hands-on work

Campaign analysis.

## 4 Discover additional tools for better use of Matomo

- Google Tag Manager templates for easy data collection
- Matomo's additional modules for further analysis
- Matomo APIs for integrating Matomo data into data visualization tools

### Demonstration

Demonstration of advanced features.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## Dates and locations

### REMOTE CLASS

2026 : 30 Apr., 30 June, 8 Oct., 17 Dec.

### PARIS LA DÉFENSE

2026 : 25 June, 8 Oct., 17 Dec.