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

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.

Dates and locations

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

PARIS LA DÉFENSE
2026 : 1 Apr., 25 June, 8 Oct., 17 Dec.