Course : Piano Analytics: analyze, control and optimize your website's performance

Track your content, user paths and marketing campaigns

Practical course - 1d - 7h00 - Ref. PNA
Price : 890 CHF E.T.

NEW

This training course will enable you to master the advanced features of Piano Analytics in order to analyze your site's overall performance. It will guide you through the use of data to evaluate content, user paths and marketing campaigns. You'll also learn how to customize your reports, create relevant indicators and set up reporting tailored to your objectives.

Teaching objectives

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

- Apply analysis methodology according to objectives (content, campaigns, routes)
- Use advanced functions to create customized reports and indicators
- Configure and analyze conversion tunnels and user paths
- Design a monitoring dashboard and automate its distribution

Intended audience
Digital or marketing professionals who are already familiar with web analytics tools and have a Piano Analytics account

Prerequisites
Basic knowledge of web analytics

Practical details
Hands-on work
Theoretical input, exchange of best practices and practical work

Course schedule

1 Analyze site audience

- Indicators and analysis dimensions adapted to site content analysis
- Advanced features in standard reports for better analysis of content performance
- Creating a customized report from Data Query
- Production of new indicators (ratios, percentages, etc.)

Hands-on work
Create a customized report.

2 Analyze course performance

- The right indicators and analysis dimensions to analyze your site's pathways
- Identify and analyze the performance of a customized event (stream inspector...)
- Setting conversion parameters in Piano Analytics
- Navigation analysis

Hands-on work
Creation and analysis of a customized tunnel.

3 Optimize marketing campaign analysis

- The right indicators and analysis dimensions to analyze your campaigns
- Reminder of campaign tracking rules and attribution methods
- Create a segment to better analyze your campaigns
- Create cohorts to track campaign performance

Hands-on work
Campaign analysis.

4 Implement effective reporting

- Creating a board from the elements created in the previous sections
- The main features of a board (filters, interactions, etc.)
- Dashboard management and distribution

Exercise
Board creation.

Dates and locations

REMOTE CLASS
2026 : 8 Apr., 29 June, 1 Oct., 10 Dec.