

# 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

### PARTICIPANTS

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

### 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 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.

## 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](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.