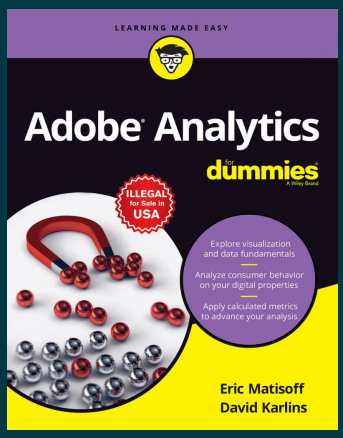
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Adobe Analytics For Dummies

By David Karlins, Eric Matisoff

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Description

Implementing and utilizing Adobe Analytics can be intimidating to any digital marketer that doesn't have their hands in data day in and day out. You can empower yourself by breaking down the complicated nature of an Adobe Analytics implementation into relatable processes that take the fear out of utilizing this powerful tool. You'll gain a basic knowledge of key aspects and a solid foundation that will enable you to get the best possible use out of this tool.

About the Author

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Mark Stringham has more than a decade of experience in the digital analytics industry. He helps Fortune 500 companies and top brands build and deploy measurement strategies using Adobe Analytics. Mark enjoys training about Adobe Analytics and is passionate about helping clients and students achieve high value from their analytics tools. Eric Matisoff (New York

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