

Coremetrics University Session Descriptions

Technical Training on Implementation and Maintenance

1. Technical Requirements for Campaign Tracking

Objective: Learn best practices for effectively tracking campaigns.

Attend this session and discover:

- How to create naming conventions for Coremetrics MMC, Real Estate, and Site Promotions tracking parameters
- How to streamline Coremetrics Marketing Reports so that you have increased visibility into actionable data for both your external and internal marketing efforts
- Best practices for appending parameters and reporting on your campaigns
- How to avoid SEO issues with your site promotions and real estate tracking

2. Categorization Best Practices

Objective: Learn best practices for tagging and monitoring your product and content categories, so that you can effectively capture and compare the performance of a broad range of behavioral data.

Attend this session and discover:

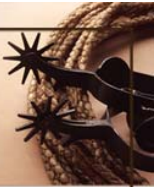
- How to categorize products and content in an intuitive manner so that your customers can easily find and acquire products and/or content
- How to use promotional categories to drive conversion of high-value items
- How to group your site content to create the highest probability of upsell
- Best practices for managing large numbers of content pages

3. Tagging Best Practices

Objective: Learn best practices, from both a business and technical perspective, for effectively tagging and monitoring your site.

Attend this session and discover:

- How to preserve the integrity of your Coremetrics data as old functionality is removed, new content is added (including Flash), and existing pages are updated
- Best practices for implementing tag reviews and Quality Assurance (QA) reviews as part of your testing process
- How to leverage Coremetrics' testing tools to facilitate the review process



Coremetrics University Session Descriptions

Coremetrics Fundamentals for Business Users Seeking Quick ROI

1. Developing Relevant KPIs

Objective: Learn how to identify the key performance indicators (KPIs) that are most relevant to your business, set benchmarks for your site, and measure your progress.

Attend this session and discover:

- Why KPIs are important and how to determine the best KPIs for your business
- How to identify actionable KPIs
- How to create KPIs and use conversion funnels
- Best practices for gaining critical insight into your site's performance

2. Making the Most of Your LIVE Profiles

Objective: Learn how LIVE Profiles, the most accurate and complete record of onsite visitor activity, can optimize your online investment over various customer touch points.

Attend this session and discover:

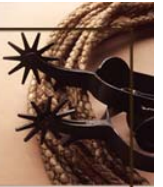
- How to leverage key segments to target your high value customers
- How user-defined attribution windows enable proper allocation of your marketing spend
- How Coremetrics LIVEmail can improve the performance of your email campaigns
- How to increase your cross sell conversion rate
- How to easily export Coremetrics data to other online vendors' applications

3. Step by Step Method for Campaign Tracking

Objective: Learn how to track and analyze your paid campaigns to determine which are helping you achieve your KPIs and which are not.

Attend this session and discover:

- How to build your tracking codes, import campaign data, and analyze that data
- A step by step approach, based on an actual marketing scenario, to understanding the value of each campaign and making better business decisions.



Coremetrics University Session Descriptions

Advanced Training for Business Users Seeking to Optimize Their Online Marketing

1. Effectively Performing and Measuring Site A/B Tests

Objective: Learn how to use A/B tests to determine what site elements work the best in driving your visitors toward conversion.

Attend this session and discover:

- How to establish baselines using key site metrics
- How to use Coremetrics reports, tags, and parameters to perform A/B testing so that you do not have to implement a separate tracking system
- How to analyze overall site trends and perform comparisons
- How to determine the primary drivers to conversion

2. Analyzing Conversion Funnels

Objective: Learn how to create navigation paths that lead your customers to convert.

Attend this session and discover:

- How to analyze the paths your customers are following on your site as they move through the visitor lifecycle
- How to optimize those paths so that they most efficiently move your visitors to the next step and result in conversion
- How to minimize the time and resources spent on parts of your website that have no real impact on visitor conversion

3. Landing Page Optimization

Objective: Learn how to build well thought out, optimized landing pages that increase conversion.

Attend this session and discover:

- How to make a good first impression – with the content your visitors expect
- How to build pages with enticing messages that encourage visitors to stay on your site, dig deeper, and convert
- How to identify under-performing pages
- Best practices for enhancing landing page effectiveness