

Omniture Test&Target Power User Training

COURSE DESCRIPTION

This course provides detailed, hands-on instruction of Omniture Test&Target for those who will use the tool on a regular basis, or for those who will manage such users. This course lays the groundwork so that students walk away with a working knowledge of how to plan, build, and execute campaigns, as well as how to correctly read and interpret test results. The course agenda (to the right) has been designed with several hands-on exercises interspersed throughout all three days, so that users are given ample time "in" the product, actually using and testing campaigns that they build themselves.

TARGET AUDIENCE

This course is intended for frequent users of Test&Target, including both strategists as well as subject matter experts (SMEs).

- A strategist is a businessperson who uses the tool or project manages the use of the tool. If you're a strategist, you may go by one of the following titles: Director of Marketing; Director of Product Marketing, eCommerce, or Product Management; or Web Producer.
- A subject matter expert (SME) is a business or technical person who will be the primary campaign implementer. If you're an SME interested in Test&Target, you may be a Marketing Associate, Marketing Coordinator or Director, eCommerce Marketing Manager, or Internet Manager.

Both types of users require in-depth knowledge of Test&Target to successfully implement campaigns and be the primary contact with the Omniture Test&Target services team.

OBJECTIVES

This three-day course provides new users with the skills required to use Test&Target effectively. This course will help users leverage Test&Target by

- Understanding A/B and multivariate testing
- Attaining fluency in Test&Target terms and concepts
- Becoming proficient with the Test&Target interface
- Learning how to set up, test, and interpret the results of campaigns
- Creating and using segments, parameters, profiles, and targets
- Knowing how to use Test&Target to target content
- Gauging when results are statistically significant/when a test can be stopped
- Using Onsite Editor
- Understanding how to use adboxes and redirectors for ad testing

COURSE MATERIALS

- Test&Target Power User Student Workbook

AGENDA: DAY 1

Morning Session (9 a.m.–Noon)

- Introduction, Test&Target basics
- Creating campaigns and offers

Afternoon Session (1–5 p.m.)

- Defining and using segments
- Parameters
 - › URL and Referring URL
 - › Mbox parameters
 - › Profiles

AGENDA: DAY 2

Morning Session (9 a.m.–Noon)

- Targeting
 - › Campaign, Recipe, Mbox level
 - › Step and Campaign level
 - › Rule and Expression Targets
- Reporting
 - › Conversion Rate, CR Lift, Confidence, Confidence Interval
 - › How long to run your campaigns
 - › Pushing winners

Afternoon Session (1–5 p.m.)

- Steps
 - › Implementation, Steps report
 - › Click from display mbox
 - › Restricted Order Steps
- Design, run, understand MVTs

AGENDA: DAY 3

Morning Session (9 a.m.–Noon)

- Using Onsite
 - › A/B campaigns and offers
 - › Bookmarklet
 - › Previewing campaigns
- Adboxes, redirectors, redirect offers

Afternoon Session (1–5 p.m.)

- Additional campaign types
- Recommendations

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