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## Training Syllabus

# Introduction to Visitor Data Mart for System Administrators

## Duration

4-hour online session, 9:00 am – 1:00 pm Pacific

## Availability

Remote online delivery only

## Course Description

This online, instructor lead class will introduce you to the fundamentals of using Webtrends Visitor Data Mart and to the basics of the user interface. You will gain valuable experience with the UI and discover how the processes and database schema function. You will also learn how to use the Explore tool interactively to better understand your company's complex marketing data.

This class is designed for System Administrators who are responsible for Visitor Data Mart software system administration and extraction queries. The class utilizes multiple training methodologies such as lecture and demonstration to promote learning.

## Products Covered

Webtrends Marketing Warehouse 4.0 Software / Visitor Data Mart 4.0 Software

## Who Should Attend?

System administrators and other technical professionals responsible for system management and configuration of Visitor Data Mart.

## Prerequisites

None

## Learning Outcomes

**After finishing this course, you will be able to:**

- Understand the basics of Visitor Data Mart functionality and what Visitor Data Mart is designed to accomplish
- Understand the database schema
- Recognize and be able to explain Visitor Data Mart specific terminology
- Navigate the user interface
- Segment traffic using Explore

## Agenda

- Visitor Data Mart Overview
  - What is Visitor Data Mart
  - How does it fit in the corporate BI architecture
- Introduction to Visitor Data Mart
  - Terminology
  - What can I customize
- What are the processes that collect and organize data?
  - Events and Attributes
  - Segmentation
  - Database Schema
  - Queries
- Score and Explore Basics
  - Rule sets
  - Segmentation