# Adobe Analytics with SiteCatalyst Classroom in a Book

*Vidya Subramanian*

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In digital marketing, your goal is to funnel your potential customers from the point of making them aware of your website, through engagement and conversion, and ultimately retaining them as loyal customers. Your strategies must be based on careful analysis so you know what is working for you at each stage. *Adobe Analytics with SiteCatalyst Classroom in a Book* teaches effective techniques for using Adobe SiteCatalyst to establish and measure key performance indicators (KPIs) tailored to your business and website. For each phase of marketing funnel analytics, author Vidya Subramanian walks you through multiple reports, showing you how to interpret the data and highlighting implementation details that affect data quality. With this essential guide, you'll learn to optimize your web analytics results with SiteCatalyst.

*Adobe Analytics with SiteCatalyst Classroom in a Book* contains 10 lessons. The book covers the basics of learning Adobe SiteCatalyst and provides countless tips and techniques to help you become more productive with the program. You can follow the book from start to finish or choose only those lessons that interest you.

Classroom in a Book®, the best-selling series of hands-on software training workbooks, helps you learn the features of Adobe software quickly and easily. Classroom in a Book offers what no other book or training program does—an official training series from Adobe Systems Incorporated, developed with the support of Adobe product experts.

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