

Updated 05/28/2024

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Piwik Pro training: The alternative to Google Analytics

2 days (14 hours)

Presentation

We train you in the complete analysis of your visitors' journeys while complying with data protection regulations (RGPD) thanks to Piwik Pro.

Piwik Pro is the ideal alternative to Google Analytics. With this web analytics tool, you can benefit from the analytical power of Google Analytics while respecting the privacy of your users.

This comprehensive tool also features consent and tag management functions, which go further than its GA competitor.

Our Piwik Pro training course will give you a detailed understanding of how Piwik works and how to analyze your website's performance.

You'll discover how to set up Piwik Pro tracking, manage accounts, analyze KPIs and create personalized events using its Tag Manager.

Objectives

- Understanding how Piwik Pro works and the data it contains
- Configure your account
- Understanding and analyzing reports
- Build customized reports and dashboards
- Setting up events with Tag Manager

Target audience

- Company manager
- Acquisition manager
- Marketing and communications manager
- Data analyst
- Web analyst
- Traffic manager
- Webmaster

Prerequisites

Knowledge of digital marketing is recommended.

Software requirements

Have a Piwik Pro account.

Piwik Pro Training Program

Why use Piwik Pro?

- Key information
- The benefits
- Disadvantages
- Differences between Piwik Pro and Google Analytics
- Differences between Piwik Pro and Matomo
- How does Piwik Pro track visitors?
 - Cookie presentation
 - What data does Piwik Pro collect?
 - Visitor ID
 - Session ID
 - The user ID
- Installing tracking on your site
 - Create your account
 - Find your tracking code
 - Installing your code in compliance with the RGPD
 - Good installation practices

RGPD reminders for web analytics

- Background and news on the RGPD
- What is personal data?
- Important concepts to remember
- Obligations
- The different types of cookies
- Risks in the event of infringement

How consent is waived

- The importance of tracking with and without consent
- The settings you need to make to remain RGPD compliant
- The difference between anonymization and pseudonymization
- Disable data export
- Enable opt-out
- IP anonymization
- Deleting third-party cookies
- Eliminate cross-domain tracking
- Not using User ID and e-commerce measurement
- Make sure you don't collect any personal data

Understanding dimensions on Piwik Pro

- What is a session?
- What is an event?
- Session scope vs. event scope
- Presentation of the different dimensions
 - Session dimensions
 - Event dimensions
 - Traffic dimensions (channel, source, medium...)
 - User dimensions

Understanding metrics on Piwik Pro

- Presentation of the main metrics at session level
- Presentation of the main event-level metrics
- E-commerce metrics

Mastering the interface

- Administration
 - Add a user
 - Add a group
 - Key features
- Hearing reports
- Acquisition reports
- Reports behavior
- Other reports
- TP: finding the right values

- Good analysis practices
 - Choosing the right KPIs
 - A good understanding of data and their scope
 - Determine whether your sample size is reliable
 - Consider follow-up limitations

Customize your dashboard

- Create your dashboard
- Share your dashboard
- Choose the right widget
- Export your dashboard
- Practical work: guided creation of a dashboard

Building reports

- Choosing the right graphic
- Using filters
- Use sorting
- Share your report
- Create funnels
- Create user flows
- Practical work: guided report creation

Introduction to Piwik Pro Tag Manager

- Introducing Piwik Pro Tag Manager
- Piwik Pro Tag manager vs Google Tag Manager

Tool structure

- How does it work?
- Triggers
- Variables
- Tags
- Data layer presentation
- Practical work: creating your first tag

TMS - Best practices

- Respecting naming conventions

- Complying with the RGPD
- Preview before publishing
- The benefits of tagging
- Update your tagging plan every time you make a change

TMS - Creating personalized events

- Track a click
- Track page scrolling
- Track form submission
- Using the data layer
- Practical work: creating customized events

Introduction to Piwik Consent Manager

- The interface
- Key features
- The various possible settings

Companies concerned

This course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.