



Enhanced Content Reporting Hub



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1 Overview

The Enhanced Content Reporting Hub takes participants through various aspects covering Enhanced Content Curated Reports including Lift Report, Products Report, Enhanced Content Coverage Report, Video Engagement Report, Widget Insights Report, Integration Types, Report Center, and Report Builder.

This course also takes you through the Fundamentals of the Syndigo Enhanced Content Reporting Hub, helping to get a complete overview.

Note that this course is designed with Tell Me, and Support article web links (from Syndigo Help Center) learning format so that you get the maximum benefits.

2 Objectives

By the end of this course, you will be able to:

- Understand a quick overview of Enhanced Content Curated Reports, Integration Types, and Sources of Content for Syndigo.
- Understand various Curated Reports such as Lift Report, Products Report, Enhanced Content Coverage Report, Video Engagement Report, and Widget Insights Report.
- Understand the Overview of the Report Center and Report Builder.

3 Duration

The course duration is **95** minutes.

4 Agenda

4.1 Module 1: Site Integration & Available Metrics – 15 Minutes

- Overview of Enhanced Content Curated Reports
- The Data Syndigo Captures
- How does Syndigo Gets Information?
- Impact of Integration Difference
- Exceptions to the Rules

4.2 Module 2: Accessing Your Reporting – 24 Minutes

- Where to Find Your Reporting Data?

- Overview of the Report Center
- Report Builder Overview
- Enhanced Content Reporting Glossary (Support Web Link)

4.3 Module 3: Enhanced Content Curated Reports – 56 Minutes

- Enhanced Conversion - Lift Report
- Enhanced Conversion - Products Report
- Enhanced Content Coverage Report
- Video Engagement Report
- Widget Insights Report
- Enhanced Conversion Reports: Products & Lift (Support Web Link)
- Enhanced Coverage Report (Support Web Link)
- Video Engagement Report (Support Web Link)
- Widget Insights Report (Support Web Link)

5 Contact Us

For any additional information on the available catalog, please write to us at the following address university@syndigo.com