



Marketing Intelligence



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1 Overview

Marketing Intelligence takes participants through various aspects of the CES (Content Experience Suite) delivery covering various reports in the Analytics, and the special case of Customer Q&A Report.

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 the ways to explore various types of Analytics Reports such as Buy Box Reports, Stock Reports, Price Reports, Search Terms and Shelf Pages Reports, Share of Search Reports, and Share of Shelf Reports.
- Understand the Customer Q&A report.

3 Duration

The course duration is 99 minutes.

4 Agenda

4.1 Module 1: Onboarding: Digital Shelf Analytics – 85 Minutes

- Buy Box Report
- Out of Stock Report
- Price Report
- Search Terms and Shelf Pages Reports
- Share of Search Report
- Share of Shelf Report
- Ratings and Reviews Report
- Buy Box Report (Support Web link)
- Out of Stock Report (Support Web link)
- Price Report (Support Web link)
- Share of Shelf Report (Support Web link)
- Ratings Report (Support Web link)

4.2 Module 2: Onboarding: Customer Q&A Report – 14 minutes

- Customer Q&A Report
- Customer Q&A 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