

**Sitefinity Insight for Marketers**

**Course Number:** STFN-106  
**Duration:** 2 days

**Overview**

[Sitefinity Insight](https://www.progress.com/sitefinity-cms/insight) is a unified marketing command center that drives growth by understanding and optimizing every customer's individual journey. This live, online Sitefinity Insight for Marketers training teaches attendees how to deliver consistent, personalized customer experiences via the web and other digital channels using Sitefinity Insight. After attending this course, your team will have the skills needed to immediately set-up campaigns, track conversations, collect data, manage profiles and personas, score leads, and optimize reporting.

**Prerequisites**

No prior experience is presumed.

**Materials**

All Sitefinity training students receive comprehensive courseware

**Software Needed on Each Student PC**

* Sitefinity

**Objectives**

* Plan and set up campaigns
* Collect data and track conversions across all touch-points
* Manage profiles and personas
* Score leads
* Perform A/B testing
* Optimize reporting

**Outline**

* Introduction to Sitefinity Insight
* Planning and Set-Up
* Connecting Data Sources (Salesforce, Dynamics, Eloqua, CSV)
* User Management and Access to Sitefinity Insight
* Tracking a Site (Sitefinity and Non-Sitefinity)
* Collecting Data (Legal Aspects and GDPR)
* Visitor versus Contact versus Persona
* Setting Up Lead Scoring
* Defining Conversions
* Discovering Touchpoints and Linking Them to Conversions
* Campaigns and Conversions
* Creating User Segments and Linking Them to the Personalization Engine
* A/B Testing in Sitefinity Insight