

Webtrekk Certification Process for End Users



General Information

Webtrekk GmbH offers multiple certificates in order to prove your professional knowledge in using Webtrekk Analytics. These are introduced in this document.

We recommend studying the specific training chapters, on which the test questions are based on, prior to taking the tests.

The tests consist of multiple choice questions. Generally, there are 3 different answer options, of which always exact one is correct.

At least 70% of the questions have to be answered correctly for passing in all tests. The certificates have an unlimited validity.



Training chapter		Certification Level			
		Basic	Advanced	Master	Admin
User Interface	User Interface	X	X	X	X
	Custom Reports & Dashboards	X	X	X	X
	Segmentation and Filter Functions			X	X
	User Management			X	X
	Custom Figures			X	X
Analyses	Analyses Overview	X	X	X	X
	Basic Metrics	X	X	X	X
	Referrer Analyses		X	X	X
	Campaign Analyses		X	X	X
	Analysis of Navigation Paths		X	X	X
	Analysis of Goal Achievement		X	X	X
	Campaign Configuration			X	X
	Extended user-centric analyses			X	X
	Cohorts			X	X
Implementation	Data Collection				X
	Setup Options for the Tracking of Elements				X
	Review of Data Collection				X



Setup	Certification Level			
	Basic	Advanced	Master	Admin
Duration	30 mins	60 mins	90 mins	120 mins
Number of questions	45	90	135	180
Costs per person without workshop (*)	99 €	199 €	299 €	-
Costs per person with workshop (*)	0 €	0 €	0 €	0 €

(*) A workshop has to last at least 1 MD. For an Admin Certificate a duration of 2 MD is necessary.

Contact

Please contact us if you have any questions or are interested in taking the test.

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