

Piwik PRO Training

COURSE CONTENT

GET IN TOUCH



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About Multisoft

Train yourself with the best and develop valuable in-demand skills with Multisoft Systems. A leading certification training provider, Multisoft collaborates with top technologies to bring world-class one-on-one and certification trainings. With the goal to empower professionals and business across the globe, we offer more than 1500 training courses, which are delivered by Multisoft's global subject matter experts. We offer tailored corporate training; project Based Training, comprehensive learning solution with lifetime e-learning access, after training support and globally recognized training certificates.

About Course

Piwik PRO Training by Multisoft Systems is designed to help professionals master a powerful, privacy-focused analytics platform trusted by enterprises worldwide. This comprehensive program provides a deep understanding of how to implement, configure, and utilize Piwik PRO to track user behavior, measure performance, and maintain compliance with global data protection laws such as GDPR and HIPAA.

Module 1: Introduction to Piwik PRO

- ✓ What is Piwik PRO?
- ✓ Key features and platform modules
- ✓ Piwik PRO vs Google Analytics
- ✓ Understanding analytics privacy & compliance (GDPR, HIPAA)

Module 2: Piwik PRO Interface & Setup

- ✓ Navigating the Piwik PRO dashboard
- ✓ Creating accounts, sites, and containers
- ✓ Platform settings and data governance basics
- ✓ User roles, permissions & access management

Module 3: Piwik PRO Analytics

- ✓ Tracking code implementation
- ✓ Goals, events, custom dimensions & variables
- ✓ Funnels, user flow, heatmaps & session analysis
- ✓ Building dashboards & custom reports
- ✓ Segment creation and advanced filtering

Module 4: Piwik PRO Tag Manager

- ✓ Overview of Tag Manager
- ✓ Setting up tags, triggers, variables
- ✓ Implementing tracking scripts
- ✓ Debugging & troubleshooting tags
- ✓ Best practices for enterprise tag governance

Module 5: Piwik PRO Consent Manager

- ✓ Introduction to consent management
- ✓ Configuring CMP for GDPR/HIPAA

- ✓ Managing user consent logs
- ✓ Integrating CMP with websites & apps

Module 6: Customer Data Platform (CDP)

- ✓ Overview of Piwik PRO CDP
- ✓ User profiles, identity resolution & segmentation
- ✓ Combining analytics + CDP for insights
- ✓ Data imports, exports, and integrations

Module 7: Privacy, Security & Compliance

- ✓ Data hosting options (EU cloud, private cloud, on-prem)
- ✓ Data protection workflows
- ✓ Security configurations & audit logs

Module 8: Integrations & API

- ✓ Connecting CRM, marketing automation, BI tools
- ✓ Using Piwik PRO API for custom solutions
- ✓ Importing offline/CRM data into analytics

Module 9: Advanced Analysis & Reporting

- ✓ Multi-channel attribution
- ✓ Cohort analysis & retention
- ✓ Conversion optimization insights
- ✓ Real-time data monitoring