

# Adobe Analytics - SiteCatalyst or Omniture

Resources about Adobe Analytics, a marketing analytics and reporting platform that includes mobile app analytics, ad hoc analysis, real-time automation, and marketing intelligence.

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Below we have compiled publicly available sources from around the world that present views on Adobe Analytics (SiteCatalyst / Omniture).

## Perspectives on Adobe Analytics

### Ready to see behavioral analytics in action?

[Get a Demo >>](#)

- [Deeper Attribution Modeling with Adobe Analytics](#)  
[blastam.com](#)
- [Adobe Analytics Cheat Sheet – Best Resources to Master Adobe Analytics](#)  
[anttikoski.fi](#)
- [Google Analytics Premium vs. SiteCatalyst: Now and in the Future](#)  
[neboagency.com](#)
- [What Is Analysis Workspace inside Adobe Analytics?](#)  
[anttikoski.fi](#)
- [Use Adobe Analytics as a data source](#)  
[support.klipfolio.com](#)
- [An Introduction to the Analysis Workspace in Adobe Analytics](#)  
[clearhead.me](#)

## How To

- [How to Make Adobe Analytics Tagging Map Requirements for SiteCatalyst Implementation](#)  
[anttikoski.fi](#)
- [Visitor Retention In Adobe Analytics Workspace](#)  
[analyticsdemystified.com](#)
- [Implement Adobe SiteCatalyst in 5 Minutes \(or less!\) - Web Analytics Land](#)  
[webanalyticsland.com](#)
- [Omniture Tutorial for Beginners](#)  
[distilled.net](#)

## Specific Environments

- [Android SDK 4.x for Marketing Cloud Solutions - Adobe Analytics Methods](#)  
[marketing.adobe.com](#)

## Product Comparisons

- [Google Analytics vs. Adobe Analytics— Which Web Analysis Platform is Better?](#)  
[blog.thedigitalgroup.com](#)
- [The Clash of the Titans – Google Analytics Premium vs. Adobe SiteCatalyst](#)  
[blog.nabler.com](#)
- [What's the Difference? Comparing Google Analytics and Adobe SiteCatalyst](#)

**Be the first to get the latest news on analytics**



## Vendor Information

- [Web analytics, website analysis and reporting - Adobe Analytics Official Page](#)  
[adobe.com](#)

## Training

- [Adobe Analytics Reports and Analytics Implementation: Learn How to Take Business Requirements, Translate Them into an Implementation Solution, and Code Them on the Page](#)  
[training.adobe.com](#)

## Further Reading

- [Google Analytics 360 Suite](#) — Resources about the Google Analytics 360 Suite, a tool that gathers data from customers and uses deep insights to help enterprises measure and improve the impact of marketing.
- [IBM Tealeaf CX](#) — Resources about IBM Tealeaf CX, an on-premises, cloud software that uses customer experience solutions to capture visitor interactions on websites and mobile applications.
- [IBM Unica NetInsight](#) — Resources about IBM Unica NetInsight, a web analytics application that utilizes an Extract, Transform, Load (ETL) methodology to populate a database that can then be queried using a browser-based interface.
- [Webtrends](#) — Resources about Webtrends, a tool that offers a variety of web analytics solutions, which focus on the collection and presentation of user behavior data for websites and mobile device applications.
- [Adobe Analytics - SiteCatalyst or Omniture](#) — Resources about Adobe Analytics, a marketing analytics and reporting platform that includes mobile app analytics, ad hoc analysis, real-time automation, and marketing intelligence.

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