



Data And Predictive Analysis In **Digital Marketing**

- Understand the importance of data analysis and how to use it to increase your ROI
- Create an Analytics roadmap based on your organisations key objectives
- Learn basic & advanced Analytics best practices to ensure accurate data representation
- Visualise data to easily detect patterns, trends, outliers & make accurate predictions



Course Overview

The key difference between Digital Marketing and traditional marketing is the ability to track and measure the success of our campaigns. However, many marketers continue to run blind campaigns with no real means of tracking the results or optimising the spend.

What you measure you can manage, and this program teaches you to comprehensively collect, analyse and use data to improve the overall bottom line of your business.

- **Imagine** knowing where each of your marketing dollars was going and how much profit it was generating for your business each year.
- **Imagine** presenting accurate predictions to your board or clients and being able to follow up on those predictions with tangible results
- **Imagine** optimising your marketing campaigns based on ROI and ultimately making smarter decisions around your organisations key objectives.

Learn all this and more

Who should attend this course?

- Marketing Managers & CMO
- Agency Owners & Managers
- Data Analysts/Scientists
- Digital Marketing Specialists
- Aspiring Digital Marketers

Why you should attend this program?

- This program is the only comprehensive program in Asia to cover the whole data analysis process from collection to visualisation.
- Get real actionable tips which you can use immediately to improve the return on investment of your marketing campaigns
- Know all of the starting points you need to become an expert in the field of data analysis and prediction
- Add a high demand, six figure skill to your Digital Marketing toolkit and ultimately deliver better quality results for your company or clients



Who is Gemma Purnell?

Gemma Purnell is a Digital Business Consultant & Trainer with 20 years experience, she has worked with clients in Australia, Europe, USA & Asia including international organisations such as United Nations & UNICEF.

Gemma has been a keynote speaker at leading International Digital Marketing Conferences including: Clickzlive, The European Summit & Wild Digital.

She is also one of only 200 Google Partner Academy Trainers worldwide who are certified by Cardinal Path Train the Trainer program in the USA to deliver Digital Analytics training amongst other product training programs.

What is her experience in Data and Predictive Analysis in Digital Marketing?

Gemma's experience in the Data and Predictive analysis field includes developing strategic reporting and predictive solutions for large international companies, national companies who wish to launch international services and local companies who wish to launch national services. As a specialist consultant in this area, Gemma puts into place a specific data collection project for analysis, highlights the potential opportunities found in the data and uses this analysis to make predictions for companies' market growth and increase in revenue and profits.

What is her general perspective about Data and Predictive Analysis in South East Asia Region?

Data and Predictive Analysis trends in South East Asia are based on an understanding of Big Data, but many companies and agencies are yet to introduce the strategies currently in use in the USA and Europe particularly. Collecting clean and filtered data is of paramount importance and analysts need to develop a strong understanding of how to do this in order to analyse and predict accurately. Correct data collection and analysis is an essential part of developing business systems to increase the return on investment of advertising and marketing campaigns.

Which areas should be improved?

Digital Marketers in S/E Asia should focus on creating a solid analytical foundation before they get too far into the huge changes set for our industry over the next few years. Google, in particular is undergoing huge changes in the way it delivers content to its users and this is only going to get harder to track and manage, so get prepared for this now and remember that what you can measure you can manage.

DAY ONE | 17 MARCH 2020

9.00 - 11.00 MODULE 1

**MODULE 1 -
DATA COLLECTION & MEASUREMENT**

- ~ Understanding what is Data & why it is so important
- ~ What Data do we need to measure?
- ~ How to Measure Data effectively
- ~ Data Collection and Analysis Approach (Capture, Analyze, and Interpret)

11.00 - 11.15 15 MINUTE BREAK

11.15 - 13.15 MODULE 2

**MODULE 2
CREATING YOUR ANALYTICS ROADMAP**

- ~ Defining your organisations key objectives
- ~ Choosing the right measurement tools
- ~ Assigning Micro & Macro key performance indicators
- ~ Setting reporting requirements

13.15 - 13.30 QUIZ

13.30 - 14.30 LUNCH

14.30 - 16.30 MODULE 3

**MODULE 3
ANALYTICS BEST PRACTICES**

- ~ Correct implementation of properties & views
- ~ Data cleansing & flitering
- ~ Tracking events & actions
- ~ Accurate campaign tagging

DAY TWO | 18 MARCH 2020

9.00 - 11.00 MODULE 4

**MODULE 4
THE ABC'S OF GOOGLE ANALYTICS**

- ~ Audience & Acquisition
- ~ User Behaviour
- ~ Conversions

11.00 - 11.15 15 MINUTE BREAK

11.15 - 13.15 MODULE 5

**MODULE 5
ADVANCED ANALYTICS**

- ~ Dimensions & Segmentation
- ~ Dashboard Customisation
- ~ Effective Audience setup & usage
- ~ Custom content & channel grouping

13.15 - 13.30 QUIZ

13.30 - 14.30 LUNCH

14.30 - 16.30 MODULE 6

**MODULE 6
DATA VISUALISATION & PREDICTION**

- ~ Why visualise your data measurement
- ~ How to visualise your data
- ~ Detecting patterns, trends & outliers
- ~ Making predictions based on your measurement & visualisation

**16.30 - 17.00 WRAPUP
(Q&A + PRIZEGIVING)**

REGISTRATION FORM

DATA AND PREDICTIVE ANALYSIS IN DIGITAL MARKETING
17-18 March 2020 | Kuala Lumpur

PLEASE COMPLETE FORM AND SEND IT BACK TO:

Phone : 03-21786072 | Fax : 03-21786001
Email: izzati.shamsul@actsasia.com | mike.m@actsasia.com

Client Identification Details

Please complete from IN CAPITAL LETTERS for each client)

Ms. Mrs. Mr. Surname: _____
Name _____
Job Title _____
Email _____

Ms. Mrs. Mr. Surname: _____
Name _____
Job Title _____
Email _____

Ms. Mrs. Mr. Surname: _____
Name _____
Job Title _____
Email _____

Company / Organisation Details

Name _____
Contact person _____
Email _____
Address _____
City _____
Country _____
Phone _____
Nature of Business _____
Website _____

Payment Method

Please debit my

Visa Eurocard/Mastercard Amex Diners Club

Card Billing Address _____
Street _____
City & Zip Code _____

Card Holder's Name _____
Card Holder's Signature _____
Card Number: _____

Visa CVC Number or Eurocard / Mastercard CVV Number
(last 3 digits on the back of the card) _____

Valid from _____ / _____ Expiry date _____ / _____

I agree to ACTS debiting my card.

Authorisation and Acceptance of Sales Contract & Terms & Conditions

I hereby declare I am authorised to sign contract and terms & conditions in the name of the company / organization

Name _____
Date _____
Signature _____

Booking is invalid without signature

Agreed Price of the Service

Delegate Fee ~~USD 1,885~~
Early Bird Price ~~USD 1,685~~
(Valid until 31st of January 2020)
Group Package ~~USD 1,485~~
(More than 2 participants)

32 USD administration charge and any applicable with holding or any other tax or fee will be applied payment is required within 7 working days.

"In the name of ACTS Asia. I hereby declare ACTS Asia will adhere to this sales contract & terms & conditions.

Sierra Chowdhury, CEO

TERMS & CONDITIONS

- Payment terms. ALLIANZE CORPORATE TRAINING SERVICES SDN BHD (hereinafter referred as "ACTS") requires the full payment of the invoiced amount within 7 working days from the issue date of the invoice or 3 working days prior to the start date of the event. Whichever is earlier. ACTS reserves the right to refuse entry to any client who does not pay the invoice in full and on time. If the payment is not received on ACT's account on the seventh day from the date of the issue of invoice, ACTS is entitled to charge the Client an overdue interest of 5% p.a. for every day, for which the Client's payment is overdue. The registration fee includes: conference documentation, admission to all conference sessions, lunches and refreshment, admission to networking, social breaks during event. The registration does not include: travel, hotel accommodation, transfers or insurance.
- Hotel accommodation. Overnight accommodation is not included in the registration fee. A reduced rate may be available at the hotel hosting the event. The reservation form will be sent to client after the venue has been confirmed, but no later than one month before the event begins.
- Cancellation by client. The client has the right to cancel his/her participation in the event. Cancellation must be received by ACTS in writing, either by mail or fax. If the client cancels with more than one month in advance notice before the start of the event, ACTS shall be entitled to retain and charge 50% of the amount payable for participation in the event. If the client cancels within one month (or less) advance notice or fails to attend the event, then the client shall not be entitled to any refund. Failure to attend an event shall not excuse a client from owing the full amount of the registration fee. A copy of the conference notes from the event will be sent to the client after the event is over in case of cancellation by the client.
- Cancellation by ACTS. While every reasonable effort is made to adhere to the advertised program, circumstances can arise which may cause changes in the program including but not limited to changes in the content, date(s), location or venue, or special feature of the planned event. Such circumstances include but are not limited to acts of terrorism, war, extreme weather conditions, compliance with government requests, orders and legal requirements, failure of the third party suppliers to timely deliver and failure to register minimum target amount of attendees for a given event. ACTS reserve the right to change the content, date(s), location or venue and/or special features of the event, to merge the event with another event or to postpone it or cancel it entirely as appropriate under the circumstances. Lie to agrees that ACTS shall not be liable for any cost, damage or expenses which may be incurred by client as a consequence of the event being so changed, merged, postponed or cancelled and client agrees to hold ACTS harmless and to indemnify ACTS in case of liability caused by any such changes, mergers, postponements or cancellations.
- Cancellation of the event. In case ACTS cancels an event, then ACTS may offer the full credit up to the amount actually paid by the client to ACTS. The credit shall be valid for up to one year from the issue date of the invoice to attend any ACTS -sponsored events. The client shall not be entitled to this credit as contractual right.
- Client's identification information. By signing of this sales contract and these terms and conditions the client gives full right to Training Provider to share the client's identification information such as but not limited to client's names, addresses, email addresses, phone numbers and names of representatives with third parties, which participated on the same event as the client.
- Governing law. This contract shall be governed and construed with the laws of MALAYSIA (not including its conflict of laws provisions). Any dispute arising out of the contract shall be brought before the court of MALAYSIA situated in the city Kuala Lumpur in the MALAYSIA. At its sole discretion ACTS may elect to bring any dispute arising under this contract to the jurisdiction of the courts in which he client's offices are located.
- Indemnification. To the fullest extent permitted by the law, you agree to protect, indemnify, defend and hold harmless ACTS, its owners, managers, partners, subsidiaries, affiliates, directors, employees and agents from and against any and all claims, losses or damages to persons or property, governmental charges or fines, penalties and costs (including reasonable attorney' fees) (collectively "the Claim") in any way arising out of or relating to the event that is the subject of this contract and regardless of negligence included but not limited to claims arising out of the negligence, gross negligence or international misconduct of ACTS employees, agents, contractors and attendees; provided however that nothing in this indemnification shall require you to indemnify ACTS indemnified parties for that portion of any Claim arising out of the sole negligence, gross negligence or international misconduct of the ACTS parties.
- Other currencies. In case that client requests payment in other than official currency (USD), ACTS reserves the right to apply 8% currency risk surcharge to the actual exchange rate.
- Other Conditions. Any terms and conditions contained in the client's acceptance which contradict or are different from the terms and conditions of this registration document shall not become part of the contract unless individually negotiated with ACTS and expressly by ACTS.