



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

17-18 MARCH 2020 | KUALA LUMPUR

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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

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 & filtering
- ~ 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)**