DMK662 : Digital Analytics and Optimization

The goal of analyzing web metrics is to create and provide a measuring system that defines a trend or a characteristic within a companyâ€™s digital marketing structure. As presented in the Digital Analytics and Optimization Course, metrics can be used to explain an outcome, correct a problem, chart a future trend, and/or gauge the success of a marketing endeavor. Understanding metrics and being able to craft reporting structures that meaningfully analyze this data will assist a marketing team to make productive decisions that facilitate growth and strengthen the companyâ€™s marketing goals.

Credits 3