

Strategic Educational Partner



**SEGi**  
**COLLEGE**  
SUBANG JAYA

# DIGITAL ANALYTICS FOR DIGITAL MARKETING



Learn how to measure key aspects of digital analytics and the strategies and optimisation required to improve campaign performances. Gain knowledge on how to formulate strategies to improve website and marketing campaigns.

## What you will learn :

- Introduction to web analytics
- Key performance indicators and analytics techniques
- Actionable web analytics reporting
- Google specific techniques and reports
- Competitive intelligence analysis
- Industry models, complex measurement and approaches
- Social media analytics



## Course Summary

Learn about measuring and understanding analytics through various tools and how to analyse the data for insights and measurements.

## Course Objectives

Gain an understanding of web analytics, the various tools available and how to utilise it for better performance in websites or digital marketing campaigns.

Course Duration: **2 Days**  
Time: **9:30am-5:30pm**  
Course Fee: **RM2,000+SST**

\*per pax




CALL OR WHATSAPP  
FOR DETAILS

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