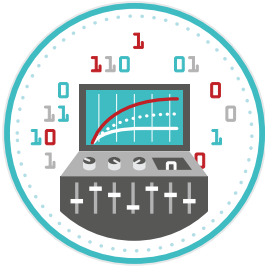


Digital Measurement



2 Lessons

Learn about

Digital campaigns provide huge quantities of data, but knowing what data to look for, how to collect it and what to do with it, can be a challenge. These lessons take you through the role of measurement in all stages of a digital marketing campaign – from identifying your audience and buying media, to optimising your campaign in real time and using your learnings going forward. We'll also explore some of the areas which might affect your data, such as accountability, viewability and ad fraud. Then we discuss social listening, and how you can use it to understand what consumers really think of your brand.

By the end of these 2 lessons you will understand:

- ✓ How to use data and measurement to inform your marketing decisions
- ✓ The impact that live optimisation can have on campaign success
- ✓ The tools and solutions that can be used as part of an effective measurement strategy

Lesson Overview

Lesson 1

A look at the role of measurement in pre-campaign planning and live optimisation.

In this lesson you will learn:

- ✓ How to set SMART KPIs that are aligned with your business goals
- ✓ The ways that accountability has affected campaign optimisation
- ✓ What to look out for to ensure your data is accurate and reliable

Lesson 2

A guide to analysing data and learning how best to use it going forward.

In this lesson you will learn:

- ✓ How to interpret and gain insights from your data
- ✓ The various methods of attribution modelling available to marketers
- ✓ How to measure an audience's feelings towards your brand or campaign