Course : Digital Analytics, strategy and best practices

Synthesis course - 2d - 14h00 - Ref. DAL
Price : 2020 CHF E.T.

★★★★⯪   4,8 / 5

The increasing digitization of customer relations means that effective management of online measurement and data is now essential. Collecting digital data, analyzing it correctly and activating it across different channels is now a daily concern for marketing, digital marketing, communications and IT departments. This comprehensive course will give you a complete overview, from consolidated reporting to specific measurements: fixed sites, mobile sites, applications, media investments, social media. An essential course in the age of data marketing.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Master the concepts and terminologies related to Web measurement
- ✓ Mastering key Internet indicators
- ✓ Understand the different universes of digital data (site-centric, e-reputation, campaign results…)
- ✓ Acquire the keys to managing your investments and optimizing the customer journey on your digital device
- ✓ Know the different types of data you can use (first party data, second party data…)
- ✓ Learn about new opportunities for using data (A/B testing, personalization, customer relations, etc.)

Intended audience

Marketing, Communications, Research and IT departments.

Prerequisites

Knowledge of Web fundamentals.

Course schedule

PARTICIPANTS

Marketing, Communications, Research and IT departments.

PREREQUISITES

Knowledge of Web fundamentals.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

1 · The challenges of Data in digital strategies

- Digital piloting: evaluate the customer journey, get a synthetic, cross-functional view of your strategy.
- Performance indicators, optimization indicators: prioritize your indicators to make the right decisions.
- Internet dashboards: an integrated, interactive vision, zooming in on new BI tools for the Web age.
- DMP, the new cookie databases, understanding the building blocks of a "Data Management Platform".
- DMP, the entry point for new media strategies: for what uses and what benefits?
- A different site for every visitor, using data to personalize your visitors' experience of your site.
- Data to optimize customer relations in real time, new customer relations tools.
- Manage your site optimization projects in a "test and learn" mode: A/B and multi-variable testing tools.
- Cookie legislation: how to comply with the regulations governing the use of cookies?

2 · Managing and exploiting website data

- Measurement fundamentals "site centric".
- Tags and cookies, understanding how data is collected and the limits of measurement "site-centric".
- Which [[site-centric]] solutions should I choose?
- Overview of market solutions: Adobe Analytics, AT Internet, Universal Analytics, Comscore...
- Set up your objectives and conversion tunnels to give meaning to your [site-centric " measurement.
- Campaign coding and URL tracking: a prerequisite for analyzing investment performance.
- TMS, the "Tag Management System", the new must-have tool for Internet data collection.
- Container, tag, trigger: understand the components of a "Tag Management System" to centralize all your tags.
- Define your Datalayer, how TMS facilitates data collection on your site? Here are a few examples.
- Choose a "Tag Management System" solution.
- Overview of market solutions (Tag Comander, Adobe Tag Manager, Google Tag Manager, etc.).

③ Data to optimize your advertising investments

- Indicators for monitoring your email campaigns: deliverability, open rate, reactivity rate, hard bounce.
- Search engine optimization: manage your presence on search engines (visibility, number of impressions, click-through rates, etc.).
- Paid search, indicators for optimizing campaigns: click-through rate, quality score, lost impressions.
- Display campaigns, performance indicators: adversing indicators, completion rates, visibility rates...
- Campaign arbitration: the end of last-click attribution?
- What indicators are needed to better assess the role and contribution of each of these levers to the customer journey?
- Mediaplanning, panel evolution: how has Médiametrie adapted to new uses (mobile panel, tablet panel, etc.)?
- Evolution of calculation methods.
- Tools specific to programmatic advertising. What new tools and indicators are needed to evaluate banner campaigns?

④ Social networks: management and social data

- Measuring your reputation on the Web: share of buzz, net sentiment...
- What indicators should you use to assess your online reputation?
- E-reputation tools (listening consumer): how it works.
- What settings need to be implemented? A closer look at the different players on the market.
- Facebook Insight: evaluate the performance of your Community Management (number of fans, reach, virality of posts, etc.).
- Twitter Analytics, YouTube Analytics, Simply measured... track your presence on social networks.
- Advertising on social media: new targeting and management of advertising campaigns on social networks.
- Social management platform (Bringr, Hootsuite...): manage your social media messages.

Options

Certification : 190 € HT

La certification DiGiTT® est en option lors de l'inscription à cette formation et s'articule en 3 étapes : le passage d'un Diag® avant la formation, l'accès à une digithèque permettant l'apprentissage des concepts et notions pour chaque compétence digitale, puis le passage de l'examen de certification. Celui-ci se compose d'un test de 90 min disponible en anglais et en français. Le résultat atteste de votre niveau de compétences sur 1000 points (débutant, intermédiaire, avancé, expert). Le seul suivi de cette formation ne constitue pas un élément suffisant pour garantir un score maximum à l'examen. La planification de ce dernier et son passage s'effectuent en ligne dans les 4 semaines qui suivent le début de votre session.

Dates and locations

REMOTE CLASS
2026 : 19 Mar., 25 June, 8 Oct., 10 Dec.