Level *Up*

MASTER YOUR DIGITAL SKILLS

Digital Marketing Analytics: Prove ROI Under Pressure

Data Analytics, data literacy & data driven decisions

Workearly

COURSE OVERVIEW

Learn how to track, measure, and evaluate digital marketing performance using data-driven methods. Understand how to analyze campaigns, interpret insights, and clearly prove ROI in demanding business environments.

OUR GOALS

1. Understand essential digital marketing metrics and analytics concepts.
2. Learn how to measure campaign performance and calculate ROI.
3. Gain skills in building clear, actionable dashboards and reports.
4. Apply insights to optimize marketing results and justify decisions.
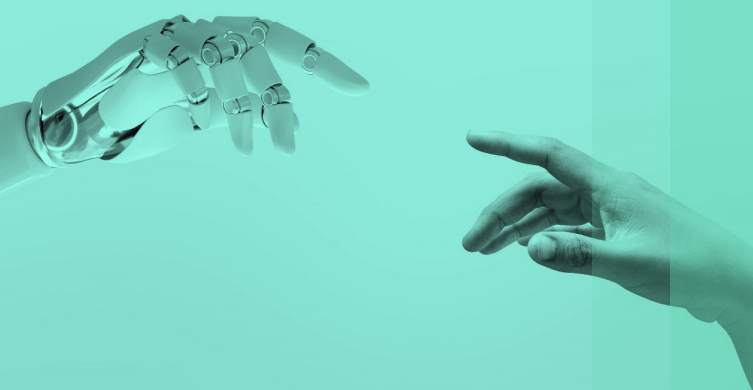
COURSE DESCRIPTION

This course provides a practical, hands-on introduction to digital marketing analytics. You'll learn how to collect and interpret performance data, evaluate ROI across channels, and create reporting that supports strategy and budget decisions. Designed for modern marketers under pressure to deliver measurable impact.

- **Key performance metrics (CPC, CPA, ROAS, CTR, Conversion Rate)**
- **ROI calculation and evaluation frameworks**
- **Dashboard building & reporting best practices**
- **Campaign analysis and optimization**
- **Data-driven decision making**

COURSE INFO

Location	**Workearly Platform**
Date	**Asynchronous**
Duration	**2 hours**
Cost	**Participation is fully funded by the European Union, under the Level Up Project**

Level Up

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