



MASTER YOUR DIGITAL SKILLS

Digital Marketing Analytics: Prove ROI Under Pressure

Data Analytics, data literacy & data driven decisions

Workearly



Co-funded by
the European Union



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

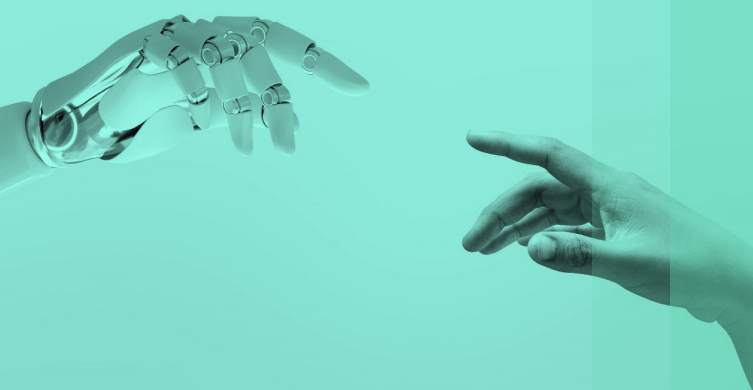
This course provides a practical, hands-on introduction to digital marketing analytics. You'll learn how to collect and interpret performance data, evaluate ROI across channels, and create reporting that supports strategy and budget decisions. Designed for modern marketers under pressure to deliver measurable 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	<u>Workearly Platform</u>
Date	Asynchronous
Duration	2 hours
Cost	Participation is fully funded by the European Union, under the Level Up Project





VISIT US AT

levelup-skills.eu

CONNECT WITH US



[Enroll Now](https://www.workearly.gr/)

CONNECT WITH US

[M. support@workearly.gr](mailto:M.support@workearly.gr)

T. +30 2102209811

VISIT US AT

[**https://www.workearly.gr/**](https://www.workearly.gr/)



Co-funded by
the European Union

This document was produced in the course of the Level Up project, which received funding from the Digital Europe Programme (DIGITAL) of the European Union under Grant Agreement no 101100679.

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.