



# INTRO TO DIGITAL ANALYTICS ASSOCIATION

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Executive Director  
Digital Analytics Association



# DAA Mission

Advancing the use of data to understand & improve  
the digital world through professional development  
and community



# Help Us Celebrate Our 15th Anniversary

#Happy15DAA







**October 23–24, 2019**

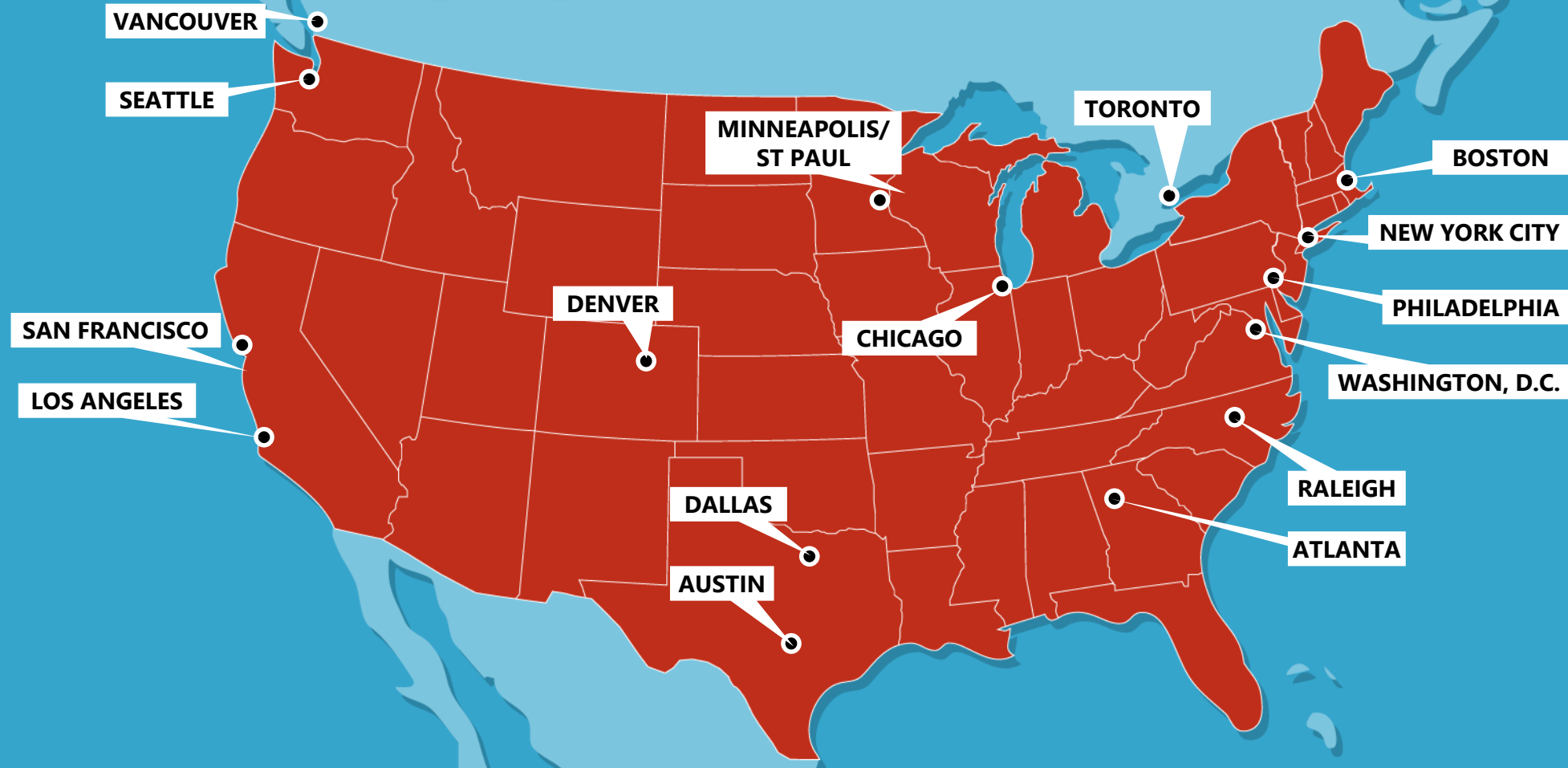
Venue SIX10

610 S Michigan Ave, Chicago, IL 60605



# 15 Local Chapters and Counting.

## 60+ Symposia held since 2010

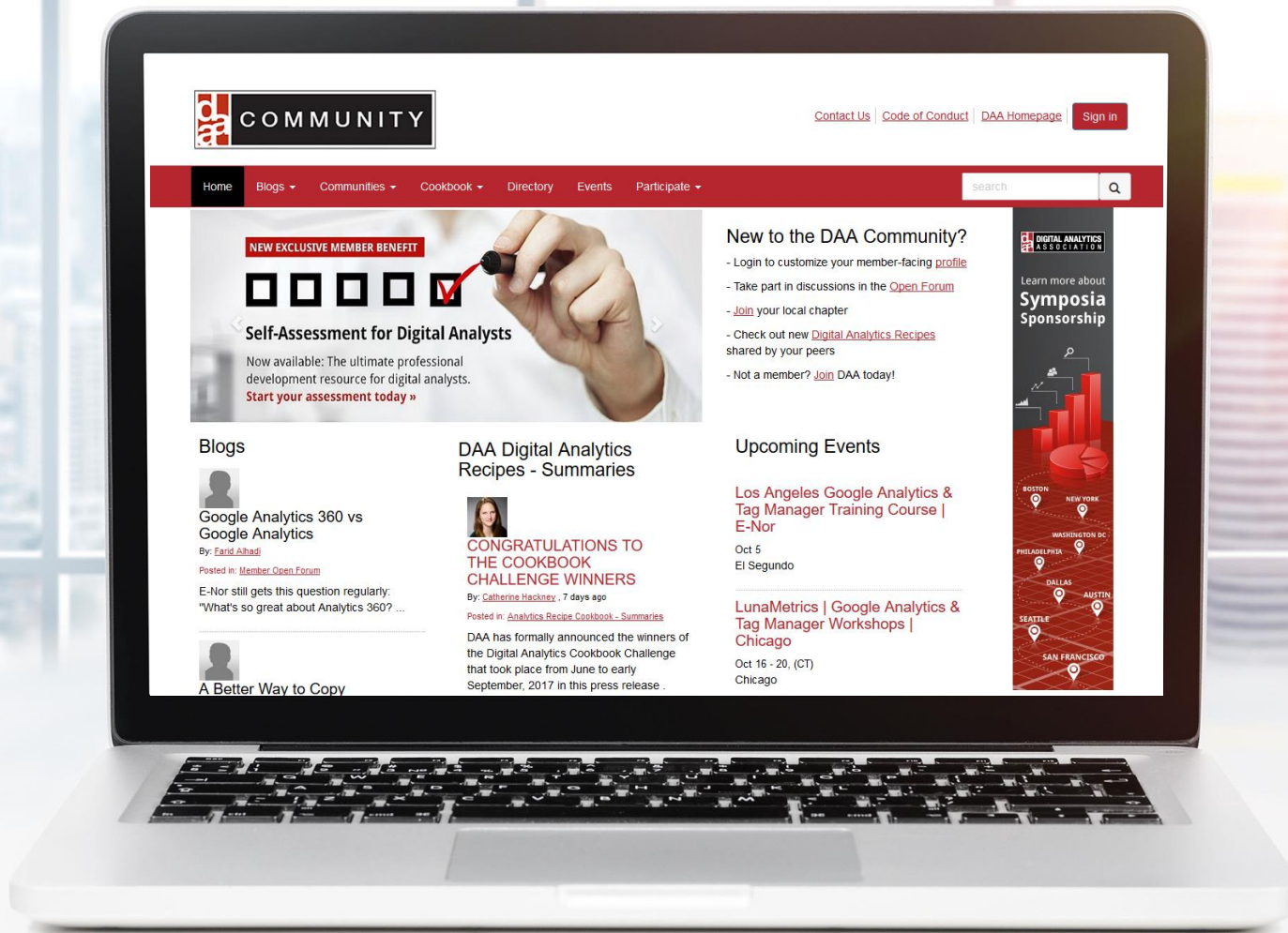


# 5,000+ Members

## Corporate Members, Individual Members, & Academics







- Digital Analytics Cookbook
- Blog
- Member Open Forum
- Special Communities:
  - Women in Analytics
  - Chapters
  - Media SIG
- Directory





# Women **IN** Analytics

MENTORING  
PROGRAM







# Short Course Certificates

## Available Now

A/B Testing & Optimization  
Multivariate Testing  
Lead Scoring  
Segmentation

## Coming Soon

Data Science Tools for the  
Digital Analyst

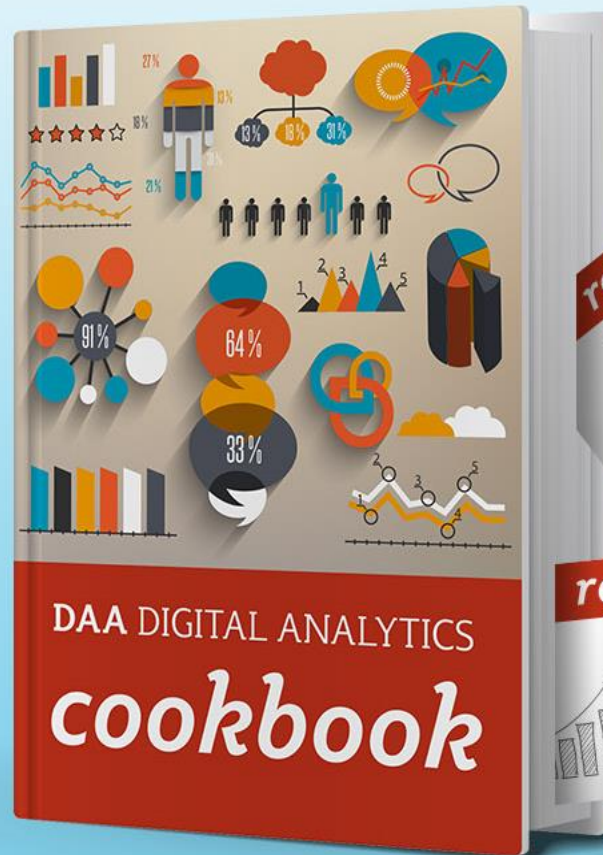


# Digital Analytics Cookbook

EXCLUSIVE MEMBER BENEFIT

## Digital Analytics Recipes

Use the DAA Digital Analytics Recipes to see what types of analyses you can be doing at your organization. Take advantage of the experience of the best and brightest minds in DAA. You can also contribute your own favorite analyses to help the community and build your personal brand

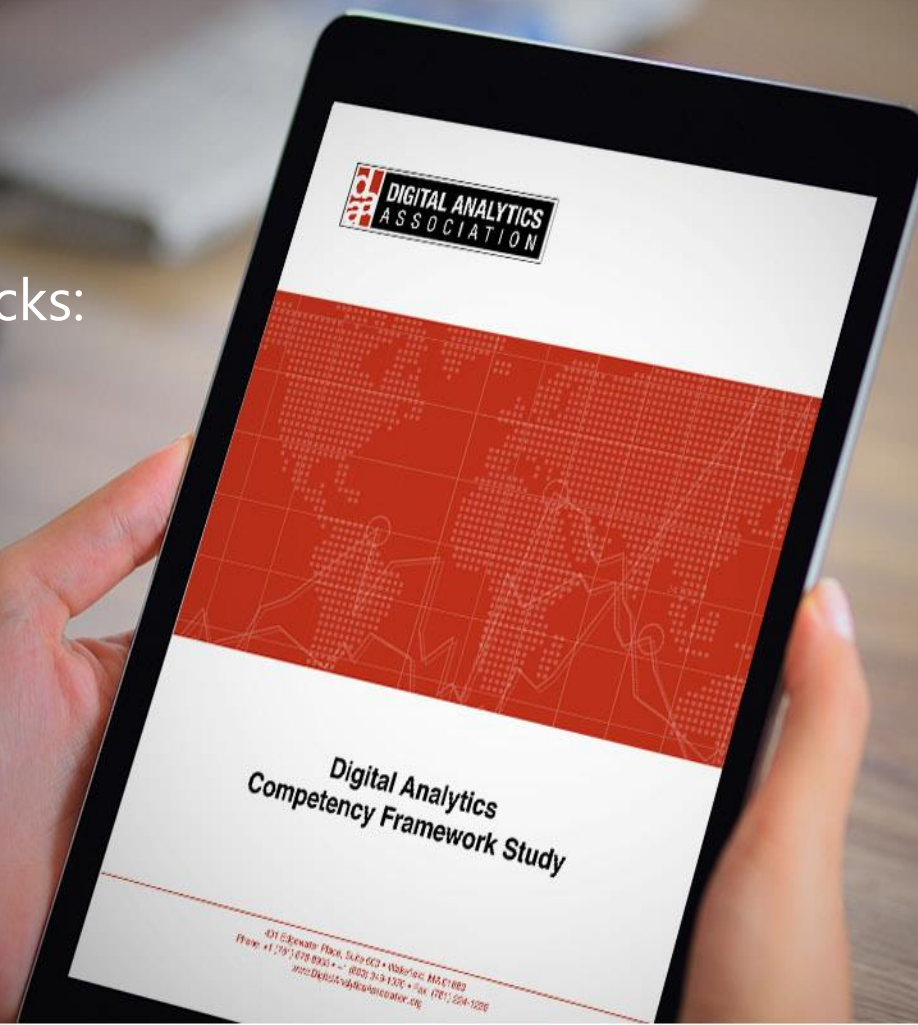


# The Digital Analyst Competency Framework

Defines necessary job tasks,  
skills, & knowledge

Spans experience levels:  
Entry, Mid, Senior

Across two professional tracks:  
Analytical and Technical



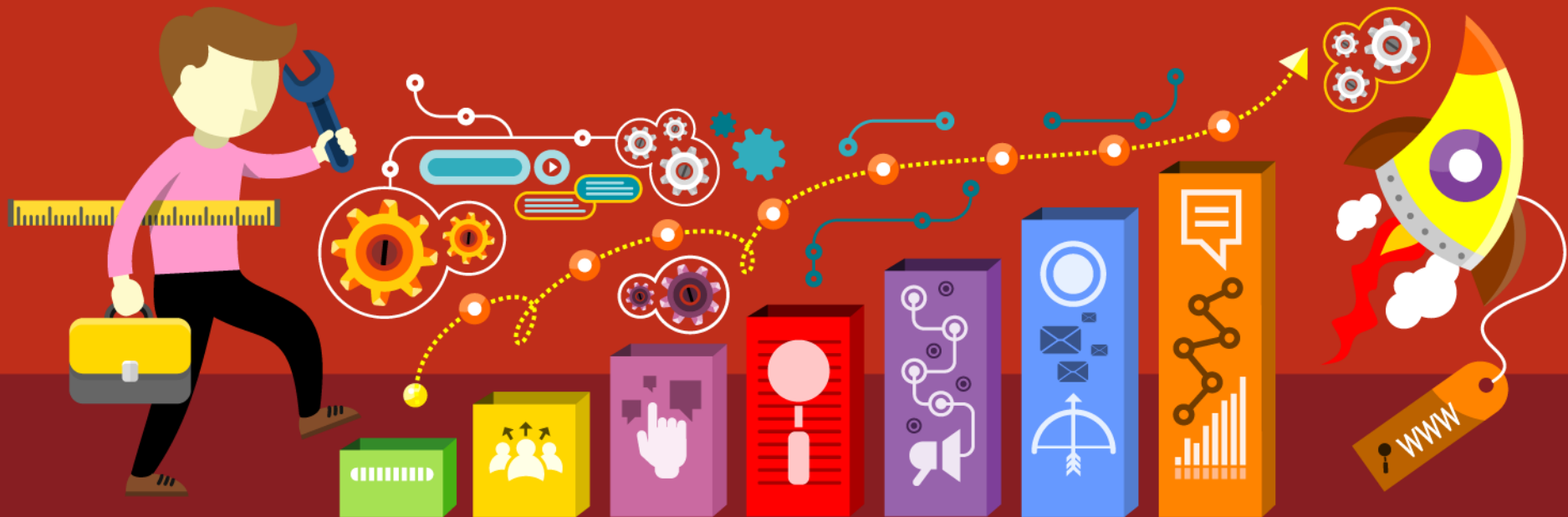


# Self-Assessment

**15 minute online tool, based  
on Competency Framework**

**NEW in 2019 - Soft Skills!**

- Rate abilities to perform job tasks
- Compare your skills to others in profession
- Discover skills needed to be effective in your job role
- Identify available resources



# Digital Analyst Job Descriptions

- 15 job descriptions from entry level to executive
- Illustrates career mobility and career paths
- Address the substantial changes that have occurred in the profession in the past decade



# CWA Certification Program

- Over 300 Certified Web Analysts
- Application fees:
  - \$449 members/\$649 nonmembers
  - Corporate members receive 4, 8, or 12 FREE seats per term
- Internet-based exam you can take anytime from any computer.
- Flexible PDU options
- 3-year Maintenance/renewal





# CAREER CENTER



- Job seekers receive free resume critique and new resources including interviewing tips and access to career coaches
- Resume bank gives employers the ability to search by niche digital analytics skills
- Badging for DAA Members & CWAs in resume bank, and given preferential listing
- DAA Members receive 20% off all job posts. DAA Corporate & University members receive free basic job posts

# DAA Education Portal

- On-Demand Webinars
- Cookbook Recipe Webinars
- Thought Leader Conversations
- Symposia Videos/Slides

*Free to all members!*





# Online Education

100% online courses:

- Introduction to Web Analytics
- Web Analytics for Site Optimization
- Measuring Marketing Campaigns Online
- Creating and Managing the Analytical Business Culture

EN

ENGLISH

ES

SPANISH

DE

GERMAN

**UBC SAUDER**  
SCHOOL OF BUSINESS

Continuing Business Studies





# On-Site Training

- Fundamentals of Digital Analytics
- Applying Digital Analytics
- Storytelling
- Visualization
- Presentation Skills
- Building and Developing an Analytics Team
- Google Analytics
- Tableau
- Customize your own topic!

**In your office for up to 25 people**



# Recent DAA Industry Research

## Data Governance Benchmarking Report

Designed to better understand the environments, challenges, and new initiatives for analytics.

### Coming Soon

- GDPR Post-Implementation Study Results
- Gender equality maturity model





# Opportunities to Volunteer

- Chapter leadership and teams
- Join Task Forces
- Write or review Cookbook recipes
- Answer posts in Open Forum
- Be a Mentor

**Enhance your professional profile  
by volunteering!**



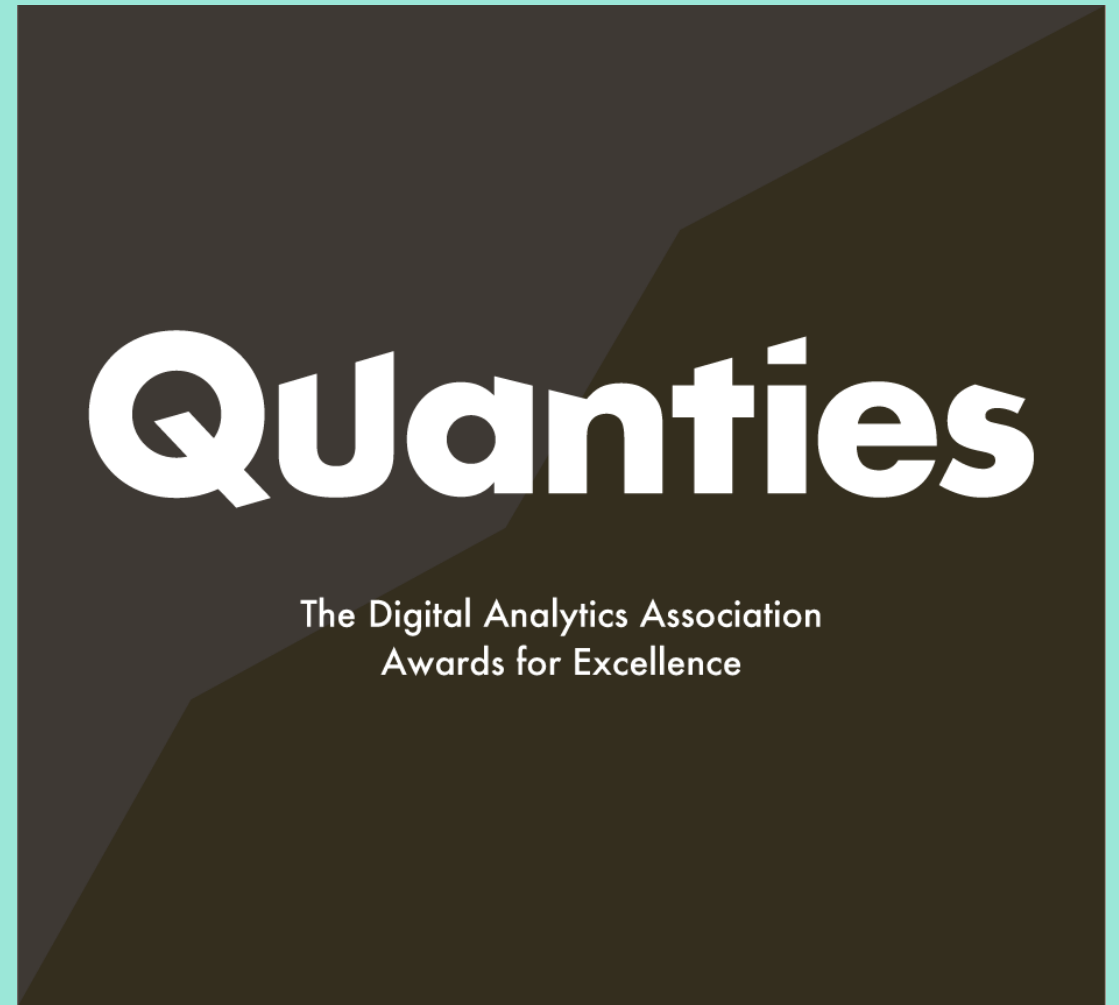


# Discounts to DAA Symposia Series PLUS Industry Events

- Marketing Analytics Summit  
(formerly eMetrics Summit)
- Adobe Summit
- DA Hub
- and more



- Unique Live Competition in four categories – **Top Consultant** added for 2019
- Four Judged categories
- Quanties Party will be held at the DAA OneConference on October 23 in Chicago
- **Nominations opening SOON!**





## Our First International Affiliate

The Digital Analytics Association Germany is an official DAA affiliate country association for the German speaking region of Germany, Austria and Switzerland (DACH). Over the last few years, it has developed from a local community over a country organization to a professional association with full legal establishment in the country.





# What's Coming in 2019....

- DAA Symposia (Austin, Philadelphia, Toronto, Raleigh, & Seattle)
- DAA Quanties Awards
- DAA Webinar Wednesdays
- DAA Essentials Series: Workshops online (late Q1) – free seats for corporate members, discounted heavily for individuals
- DAA OneConference in Chicago Oct 23-24
- Expanded Mentoring program through Women in Analytics initiative (*April 1 launch*)
- Addition of soft skills component to Self-Assessment
- New educational opportunity with Digital Analytics Academy (*online learning based on DAA Competency Framework*)



# Special Thanks to the Austin Planning Team

- Kerri Adcock, National Instruments
- Greg Allbright, Little Data Big Insights
- Ana Cardenas, IBM
- Chitra Iyer, Kairoz Partners
- Goran Lepir, IBM
- Aaron Rubi, USAA
- Dian VerColen, Office Depot





# What are you waiting for? Join DAA to...



**Be Part of your Industry's  
Association**



**Enhance  
Your Company**



**Enhance  
Your Career**





# Help Us Celebrate Our 15th Anniversary



[bit.ly/Happy15DAA](http://bit.ly/Happy15DAA)



# 15<sup>th</sup> Anniversary Video

