



# DAA New York City 2017 Symposium

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DAA Executive Director



# DAA Mission



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





A+E NETWORKS

accenture

AD BIRDS



Aol.



BBVA

BITBANG



BROOKS BELL



CRITICALMASS



## 4,000 Members: Corporate Members, Individual Members, & Academics



Google Analytics 360 Suite

HCL

HEARST corporation



HubScan



NBCUniversal

ObservePoint



THE POWER TO KNOW.



Siteimprove



TMMData



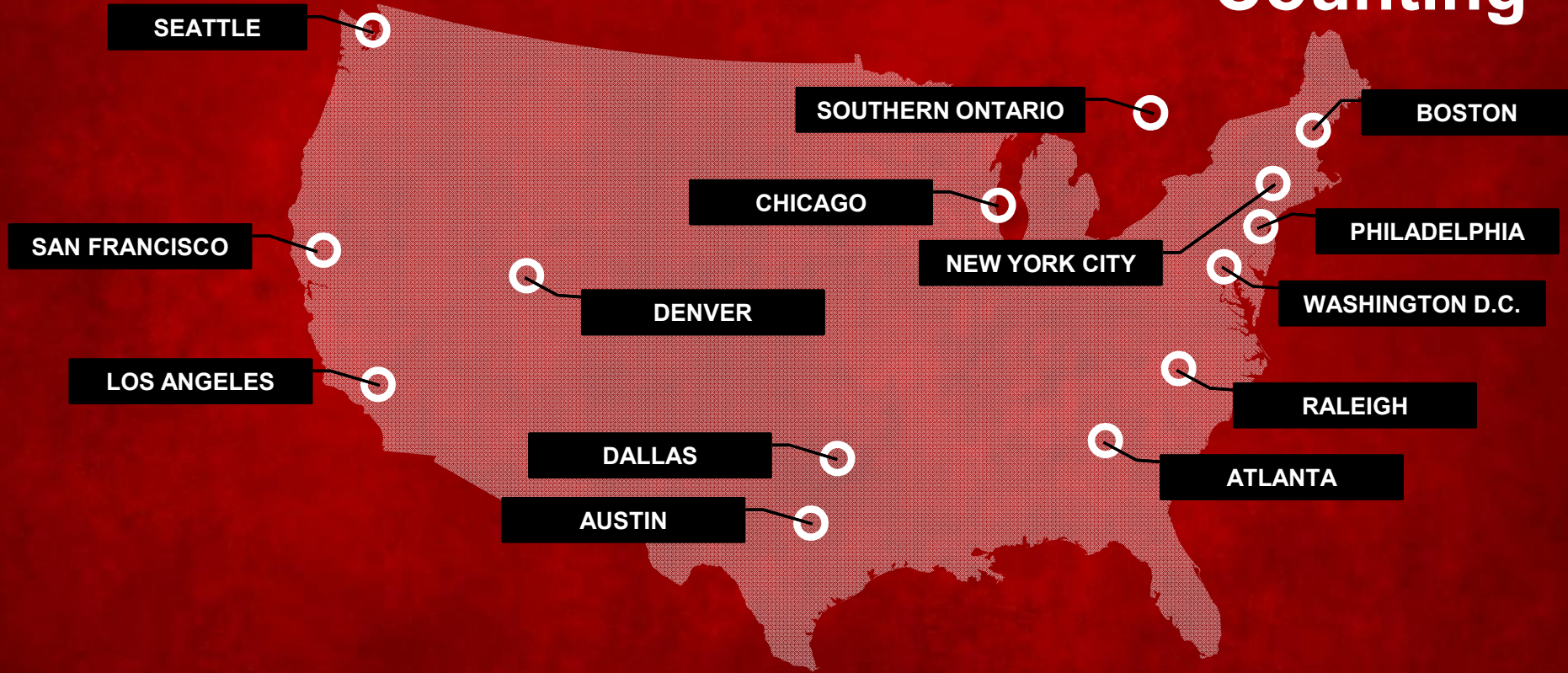
DIGITAL ANALYTICS



Vanguard



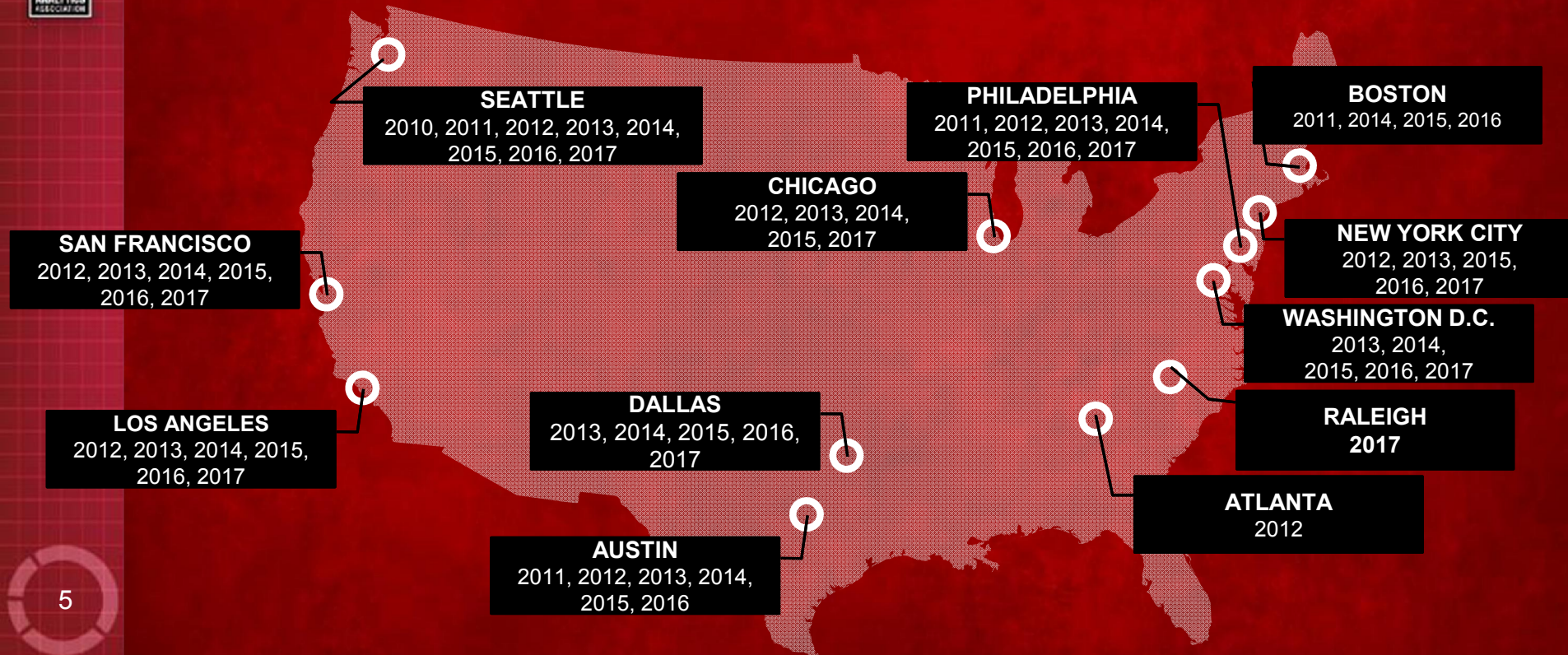
# 14 Local Chapters and Counting





# 59 Symposia held since 2010

8 Symposiums to be held in 2017





Blog

Member Open Forum

Special Communities, including  
Women in Analytics, Chapters and  
Media SIG

Digital Analytics Cookbook

# Digital Analytics Cookbook

**NEW EXCLUSIVE 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

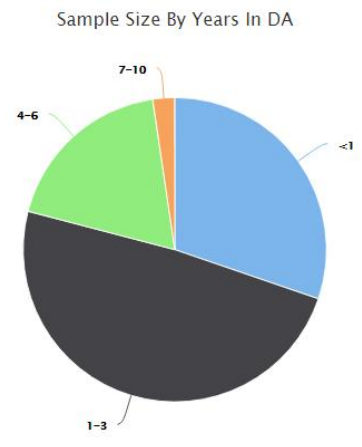




# Self-Assessment

15 minute online tool:  
Based on Competency  
Framework

- 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



Assessment results are private and will not be shared with your organization.

# Digital Analyst Job Descriptions

- Find the best job seekers for your open positions
- 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



# 2016 Compensation Report

*Just Released March 2017*

- Study examined the income of digital analysts (*members and non*) across 16 analytics positions.
- Incorporates income factors such as location, company size, age education level, years of experience
- Includes findings related to impact of gender on careers in digital analytics

# CWA Certification Program

- New in 2017
  - Lower Application fees:
    - \$449 members/\$649 nonmembers
  - Longer Maintenance/renewal cycle: 3 years
  - More flexible PDU options
  - Internet-based exam you can take anytime from any computer.
- Over 250 Certified Web Analysts



# Webinars & Thought Leader Conversations



Members-Only  
**Webinars**

Watch One Now! →



THOUGHT LEADER  
CONVERSATIONS

# Video Library

100+ Symposium  
videos are available  
to members





# Online Education

## DAA Award of Achievement in Digital Analytics

100% online courses:

1. Introduction to Web Analytics
2. Web Analytics for Site Optimization
3. Measuring Marketing Campaigns Online
4. Creating and Managing the Analytical Business Culture

Significant discount for members!



**CONTINUING  
STUDIES**

**English  
German  
Spanish**

# On-Site Training

**Fundamentals of Digital Analytics**

**Applying Digital Analytics**

**Storytelling**

**Visualization**

**Presentation Skills**

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



# More of What's Coming in 2017

- An enhanced and more robust Career Center
- New website – to launch in April
- Certificates for “short-study” content
- More frequent chapter events
- Investigating chapter in Vancouver, B.C.

**Tell us what you  
need!**

# Discounts to Industry Events

- eMetrics Summits
- Predictive Analytics World
- eTail
- I-COM
- Conversion Conference
- DA Hub
- ...and more!



The banner features the eMetrics Summit logo on the left, which includes a stylized blue 'e' and the text 'eMetrics SUMMIT'. Below the logo, it states 'OFFICIAL CONFERENCE OF' followed by the Digital Analytics Association logo and the text 'DIGITAL ANALYTICS ASSOCIATION'. To the right of this, it offers a '10% OFF' discount with the code 'DAA10'. A 'LEARN MORE' button is positioned at the bottom left of the banner. On the right side, a vertical stack of six colored bars lists the event locations: BERLIN (blue), CHICAGO (orange), LONDON (purple), MILAN (green), NEW YORK (red), and SAN FRANCISCO (teal).

**eMetrics**<sup>TM</sup>  
SUMMIT

OFFICIAL CONFERENCE OF  
 **DIGITAL ANALYTICS ASSOCIATION**

**10% OFF**  
WITH CODE **DAA10**

[LEARN MORE](#)

**BERLIN**  
**CHICAGO**  
**LONDON**  
**MILAN**  
**NEW YORK**  
**SAN FRANCISCO**

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

Be Part of your  
Industry's Association

Enhance  
Your Company

Enhance  
Your Career

