



INTRO TO DIGITAL ANALYTICS ASSOCIATION

Marilee Yorchak, CAE
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





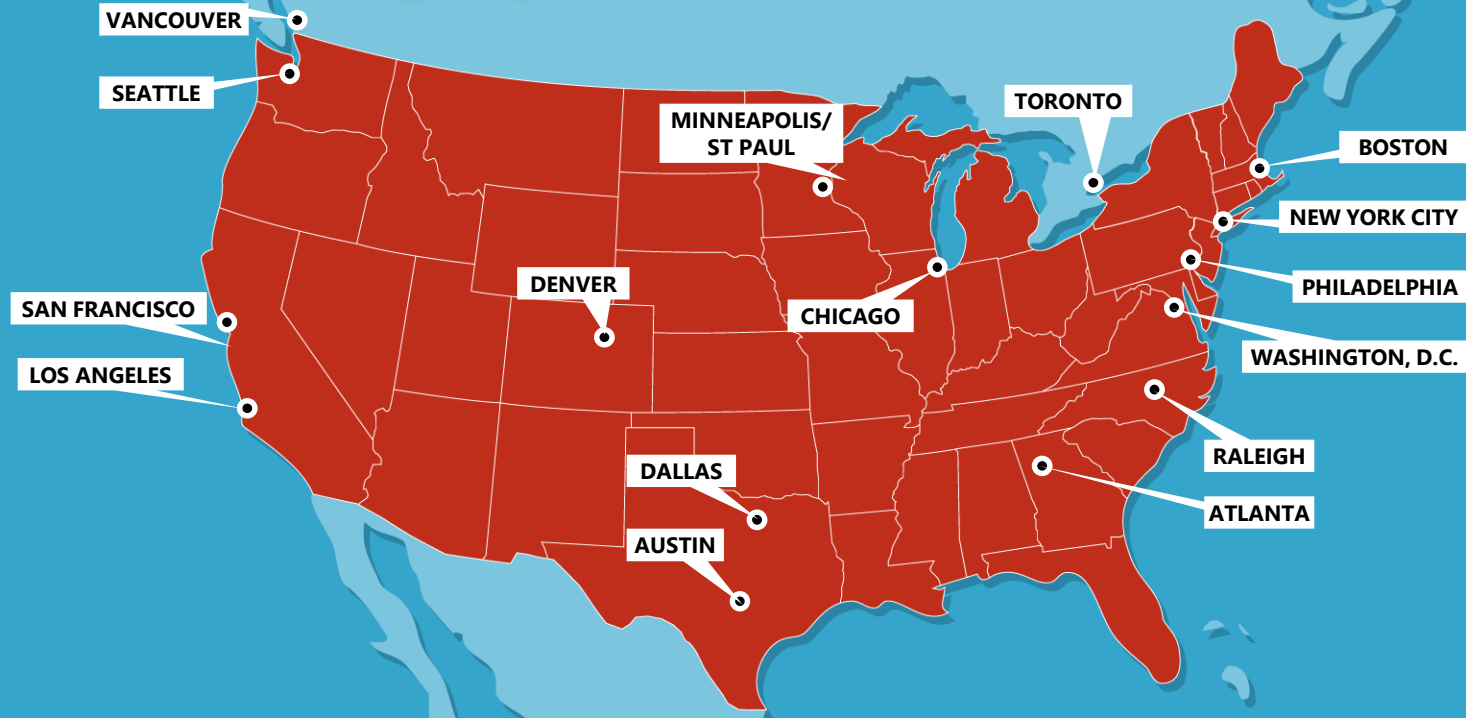
October 23–24, 2019

Venue SIX10

610 S Michigan Ave, Chicago, IL 60605



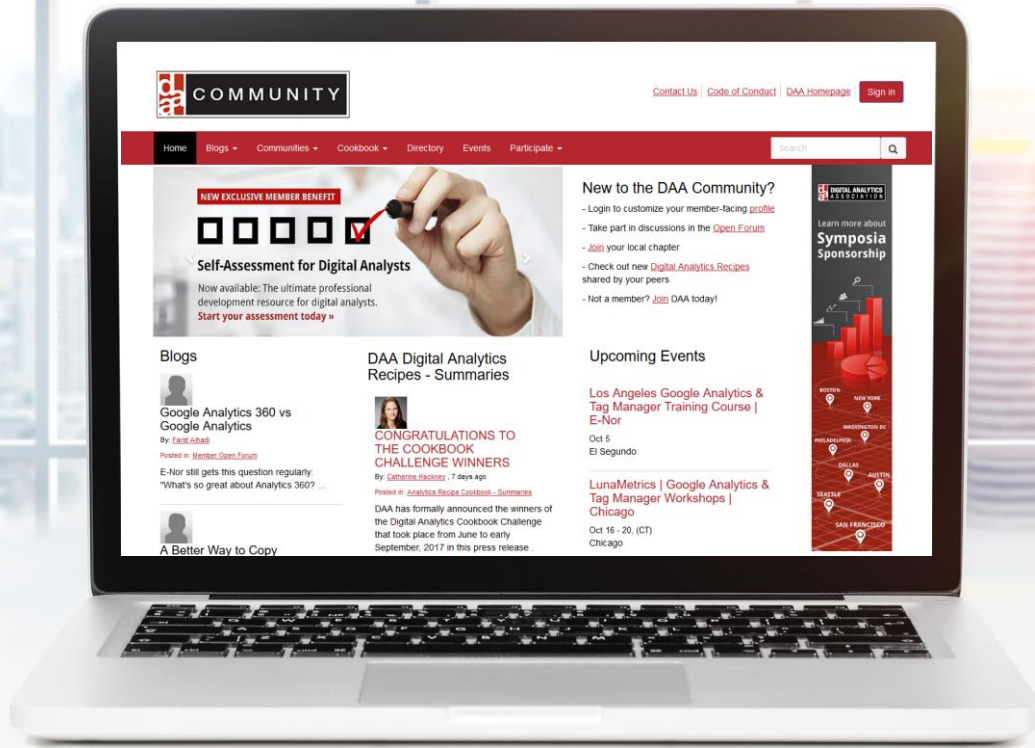
15 Local Chapters and Counting. 60+ Symposia held since 2010



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
Building a Bridge to Data Science

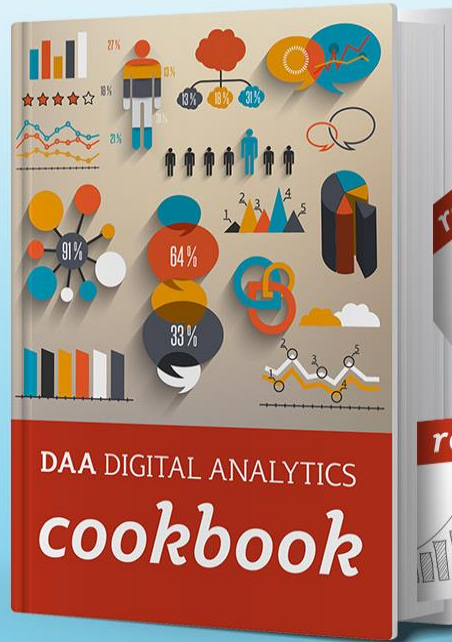


Digital Analytics Cookbook

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

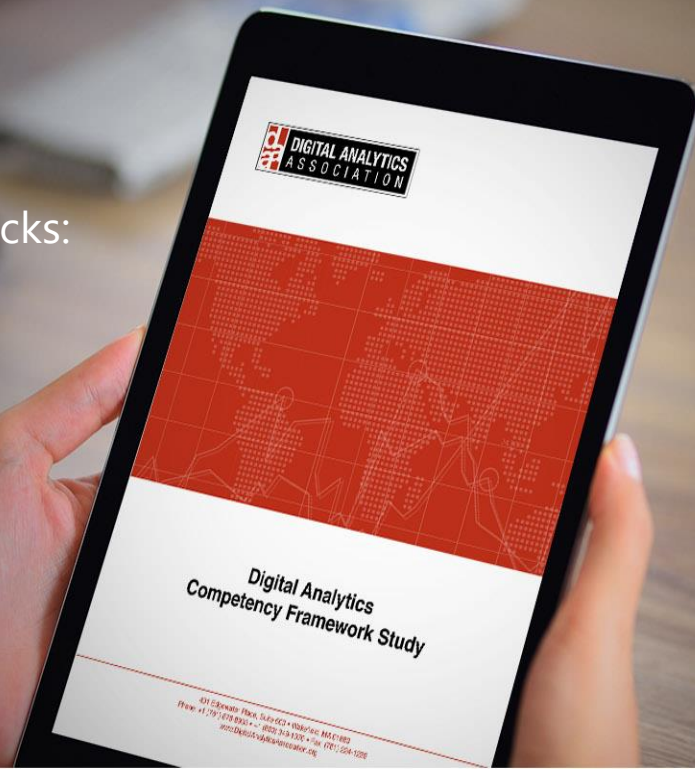


The Digital Analyst Competency Framework

Defines necessary job tasks,
skills, & knowledge

Spans experience levels:
Entry, Mid, Senior

Across two professional tracks:
Analytical and Technical

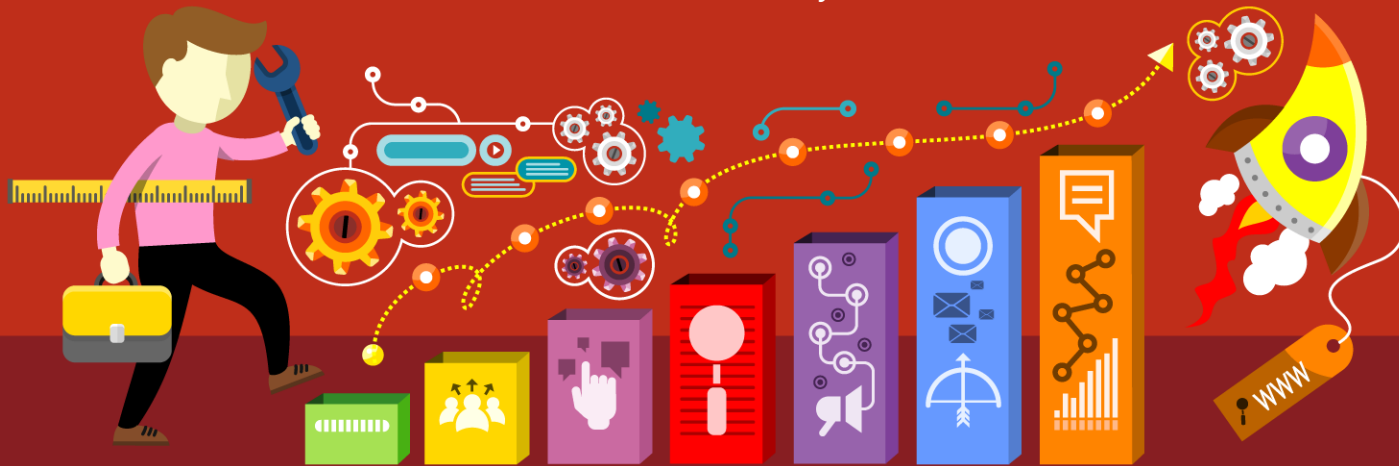


Self-Assessment

**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!



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!**

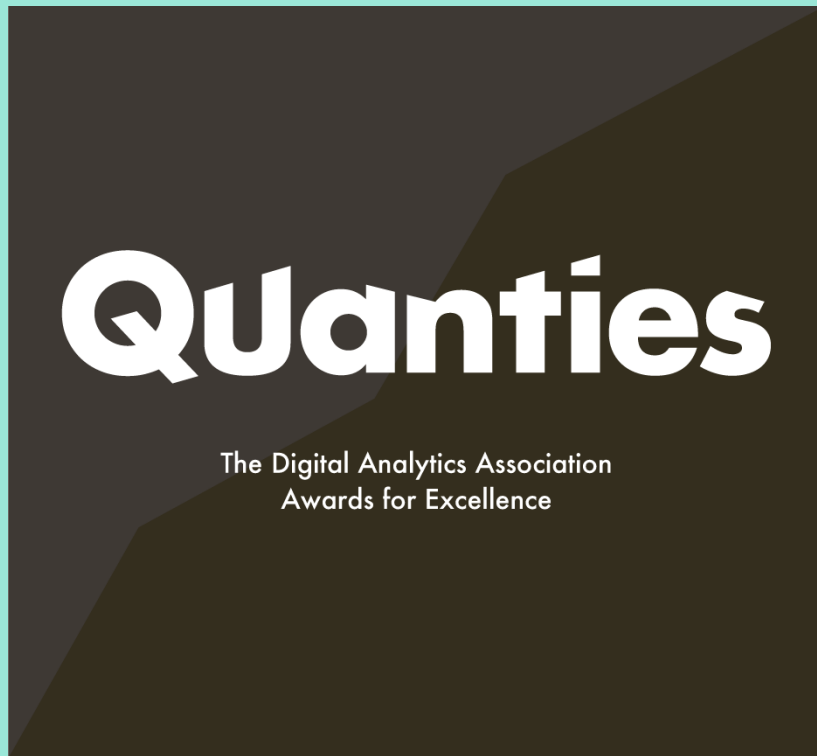


Discounts to DAA Symposia Series PLUS Industry Events

- 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 open now through July 19!**





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 Quantities Awards – new categories
- More webinars! DAA Webinar Wednesdays
- DAA Essentials Series: Workshops online (Q2) – 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*)
- Podcasts of Thought Leader Conversations
- Addition of soft skills component to Self-Assessment
- New educational opportunity with the Digital Analytics Academy (*online learning based on DAA Competency Framework*)



Special Thanks to the Philadelphia Planning Team

- Patrick Burke, Transit Systems Inc.
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- Danny Laws, DaBrian Marketing Group, LLC
- Aaron Maass, HERO_digital
- Nikki Maloney-Ballard, HERO_digital
- Andrew Richardson, EliteSEM
- Bruce Segal, Vanguard



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



15th Anniversary Video

