Educational objectives

› High-level understanding: understand the necessity of an analytics tool to monitor digital performance
› Technical knowledge: get an accurate view on how data is collected and processed
› Fluent navigation: apprehend navigation within the interface & specific reports
› Actionable insights: be able to run basic studies for ad hoc optimisations

Teaching methods

› Learning by doing: alternate theoretical and practice sessions to challenge your learnings
› Interactivity: participate the most you can, even the theoretical parts are structured to foster interactions
› Individual tuition: benefit from trainers’ private support during exercises, they devote time to each trainee to make sure everyone is following everything
› Final evaluation: test the robustness of what you have learnt and rectify misunderstandings during the final evaluation