

HUEYA

DIGITAL ACADEMY

DATA &
ANALYTICS



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DATA & ANALYTICS

7-WEEK PROGRAM

VIRTUAL INSTRUCTOR-LED

CUSTOM CONTENT

LEARNING KIT

GROUP DYNAMICS

FINAL ASSIGNMENT

- 01** Data Measurement & Analytics Fundamentals I
- 02** Data Measurement & Analytics Fundamentals II
- 03** KPIs Benchmarks
- 04** Calculating ROI
- 05** Attribution Modelling
- 06** Data Visualization & Story Telling
- 07** Data Analysis & Insights
- 08** Final Assignment

OVERVIEW

01

Data Measurement & Analytics Fundamentals I

- Understanding what each platform measures
- Data Structure: Importance of Dimensions over Measures
- Basic digital metrics: CPM, CPC, CTR, VWR
- Video Metrics, Video Quartiles and Video Retention
- Types of Conversions, Conversion Rate, CPCConversion, Lead Generation, and ROI.

02

Data Measurement & Analytics Fundamentals II

- Attributed metrics in Adserver
- Search metrics: Impression Share
- Non-Linear digital metrics: Reach, Frequency, Ad Recall
- Google Analytics measurement
- Offline Measurement: Impacts, Reach, TRPs
- Multi-media Measurement
- Social Analysis & SEO

03

KPIs & Benchmarks

- Brand KPIs versus Business KPIs versus Media KPIs
- KPIs by Objectives and Tactics
- Building a KPI Matrix
- What benchmarks can be used: Same Period last Year, Average Market, Business Goals

04

Calculating ROI

- ROI or ROA?
- ROI Calculation types..
- Variables to consider in ROI and why is it important to have a breakdown of dimensions..
- Benchmarks

05

Attribution Modeling

- Modelling Basics
- Types of Attribution Models
- Ad Server attribution
- Media Mix Modelling

06

Data Visualization & Story Telling

- Basic Reporting: How to easily create killer reports in Excel and Power BI with all the data gathered from the 3 previous modules.
- Advanced Reporting: In this module, the team will model data in Power BI to join different data sets. We will also give an introduction to Data Wrangling
- Story Telling in Data

07

Data Analysis & Insight

- The importance of breaking data for Analysis
- How curiosity didn't kill the cat
- Insights vs Facts.
- Data driven Optimization

08

Final Assignment

- Through the whole program, the trainer will share some example data related to the session. The attendees will have to work on the data on each training session to better understand the concepts and at the end of the training, the attendees will have to present a final Dashboard that will summarize everything learned.
- The exploratory/explanatory dashboard assignment will evaluate Metrics calculation accuracy (25%), proper KPIs display (25%), trends & correlation conception (25%) Data visualization insightfulness

MEET YOUR TRAINER!

EVELYN MARINO



Evelyn Marino is an accomplished Integrated Marketing, Media and Communications Specialist with 14+ years of successful experience helping marketers shape their marketing strategy through data-driven insights and market intelligence.

While at Havas, Evelyn led the management of key clients including Emirates, Nintendo, Mylan Pharmaceuticals and LG helping her clients grow and retain their customer base via integrated media planning, buying, partnerships and analytics. Through collaboration with her clients and external partner agencies she helped shape their creative, digital, video, and media for integrated campaigns across all marketing channels for LATAM and US.

She led all the planning, buying, execution, optimizations and reporting across all paid channels including television, radio, print, out-of-home, digital, video, social, and mobile media. Currently, Evelyn is serving as the Planning Director at MMSI, a leading direct-to-consumer performance marketing agency.