Join DAA’s Free Virtual Symposium on May 19
The Digital Analytics Association (DAA) and its chapters are excited to present our first virtual symposium! This event will be held on May 19, 2020, and will feature a keynoter and several concurrent sessions. Participants will also have the opportunity to submit presentations for future symposiums.

Call All Quanties Nominations!
Nominations are open now through June 30, 2020, for the 2020 DAA Quanties Awards, which honor outstanding achievement in eight different categories. Nominees must be DAA members in good standing.

Flexible Training Tailored to Your “New Reality”
Because of the pandemic, DAA has moved full-speed ahead on our flexible training initiatives. We are currently providing onsite customized workshops virtually. It’s not been an easy time for anyone in our industry. Many of us have had to adapt. DAA is able to adapt as well by offering our onsite customized workshops virtually.

The Biggest Promise of Digital Data Is Going Away (and That’s OK)
By Tim Wilson, Senior Director of Analytics, Search Discovery
After the death of the cookie, companies need to be clear on the shift from a cookie-based world to a privacy-first world. The biggest promise of digital data is going away, but that’s OK. It allows us to develop better strategies and metrics and to develop a better way to measure what matters.

Thought leadership

New DAA Cookbook Recipe
by Michael Helbling
Implementing History Change Trigger in Google Tag Manager

The Marketing Attribution Cookbook-Part 1: Common Attribution Approaches

Join DAA today
By Marilee Yorchak, DAA Executive Director, CAE
DAA is a membership organization, and we’re here to help you and your team understand the difference that DAA can make for you and your team. A membership in DAA is a membership in the digital analytics community. You’ll have access to resources like Webinars, online education courses, and onsite customized workshops.

DAA Offers Resources to Help in Today’s New Reality
By Member Services, DAA Executive Director
Our team is here to help as you navigate the challenges of working remotely. We’ve updated our remote work resources and added new resources to support you in this COVID-19 environment.

DAA Resources to Help in Today’s New Reality
Member Benefit / Note from DAA’s Executive Director
By Michael Helbling
Your DAA membership provides access to resources that can help you as you work to stabilize your organization. Here are some of our top recommendations.

Some of our chapters are holding virtual events that you can participate in. DAA has also moved up our virtual symposium to May 19, 2020, so you will have the opportunity to connect with the digital analytics community.

Stay strong my friends. We will persevere together. And remember the words of our friend, Mr. Rogers: “Looking at the positive in the world….”

DAA Virtual Symposium Coming in October
The Digital Analytics Association (DAA) announces its virtual marketing symposium for October 20. The event will provide opportunities for discussion, interaction, and conversation beyond presentations.

Upcoming DAA and Other Events
Upcoming Events
Calendar Event Title
Marketing Attribution Boot Camp
May 13 - 14
Marketing Attribution Summit
May 12
Marketing Attribution Boot Camp
May 27 - 28
Course5 Compass: Digital Takes Center Stage
June 15 - 16
May 13 - 14
Marketing Attribution Summit
May 12
Marketing Attribution Boot Camp
May 27 - 28
Course5 Compass: Digital Takes Center Stage
June 15 - 16

2020 Gold Trustee Partner: Adobe
Adobe is one of our most valuable partners and we thank them for their continued support of our efforts.

2020 Silver Trustee Partner: AT Internet
AT Internet has shown us that it is possible to share best practices and help each other with other important challenges.

By Marilee Yorchak, DAA Executive Director, CAE
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