Thought Leadership Article Guidelines

All Thought Leadership Articles provided for the DAA are publicly visible and must abide by the DAA website’s Code of Conduct. All articles should:

• Be related to the digital analytics industry.

• Avoid being advertisements for products/services any company offers, though they may be mentioned.

• Be informational or contain thought leadership by sharing information, resources, educational materials, tips, insightful personal experiences, etc.

• Not be cruel or unprofessional.

• Not be about job openings or asking for job opportunities.

• Avoid having links to outside websites, if possible.

Submissions and questions should be addressed to the DAA Newsletter Editor, Cindy Williams.