

Not a member but interested in trying our resources? [Set up your non-member account.](#)

Member Benefit/Note from ED

Why DAA Membership Makes Sense

- Being a DAA member provides you with access to free professional resources and opportunities such as:
- The Digital Analytics Cookbook
 - The Self-Assessment
 - Monthly webinars
 - Thought leader conversations
 - Participation in the Member Community with access to your peers
 - The mentoring program
 - The speakers bureau
 - The Quanties Awards



*Marilee Yorchak,
DAA Executive Director, CAE*

But you get much more from a DAA membership including significant discounts on other resources and products for digital analysts.

Individual members get a discount on job postings (\$100+ savings), attending chapter events and symposiums (\$50+ savings), Certified Web Analyst program (\$200 savings), Job Descriptions (\$200 savings), Compensation Study (\$200 savings), sponsorships and onsite workshops (the savings are literally thousands of dollars). In addition, DAA members get discounted rates on partner events.

If you took advantage of even some of these savings listed above, you'd have a lot more money to spend on holiday gifts!

As you plan your professional development for 2019 – now is the time to [join DAA](#) and reap the benefits!



Attendees love our roundtable sessions. They are the perfect opportunity for analysts to discuss real-world analytics issues with peers.



Tim Wilson talks about becoming more "data science-y" at the Atlanta Symposium.

Fall Symposia Recap and Looking Ahead to 2019

Q3 and Q4 bustled with Symposia from coast to coast! DAA chapters in San Francisco, Philadelphia, Atlanta, and Seattle held events in the fall, providing affordable education and networking opportunities to the analytics community.

Next fall, the DAA will hold its first annual conference in Chicago, encompassing a DAA Member Meeting (exclusive to members only), the second annual Quanties Awards, and an industry conference. This new two-day event is an opportunity to meet and collaborate with DAA members and industry colleagues on a national level, hear from industry luminaries on topics affecting your career and transforming the industry at large, and workshop with your peers on real-world challenges in analytics right now. Date and location will be announced shortly, as well as opportunities to speak and volunteer on planning committees. Stay tuned for more information.

In addition, five chapters are slated to hold Symposia in their cities:

- [Austin](#), February 21 at IBM; Early Bird registration ends January 31.
- Philadelphia, May 1 at the Science History Institute; (Registration opens soon.)
- Los Angeles, Raleigh, and Seattle dates and locations will be announced soon.

Call for Submissions: If you would like to be considered for a speaking opportunity at an upcoming Symposium, please [complete our content submission form](#). We are particularly interested in tactical content that provides the opportunity to learn today and implement tomorrow. Case studies are highly sought-after contributions as well. If you have questions regarding this process, please contact the [DAA Symposia team](#).

Sponsorship Opportunities: Interested in getting your company "out there" in the analytics community? We have several fantastic sponsorship packages available. Please contact [Matt Dirks](#), DAA Sponsorship Director for more details.

In addition to many other benefits, DAA members also receive significant discounts on Symposia registration. [Join today!](#)

JUST LAUNCHED – Segmentation Short Course

Featuring Gary Angel, DAA SME

Whether you're looking to brush up on your skills, or are new to the industry, this program expertly weaves together a combination of industry-leading information sources from our original DAA "Ask the Expert" Q&A video session. At the end of the certificate program, you'll be able to test your knowledge via a skills Q&A and receive a certificate from the DAA upon successful completion. DAA short courses are self-paced, curated study experiences that are designed to take an average three to six hours to complete, including the knowledge test.

Here's What You'll Learn:

- What Segmentation is
- Recognize the pros and cons of Segmentation
- Common issues to avoid when creating a Customer Segmentation Strategy
- Market Segmentation challenges
- How Segmentation increases sales
- Review a number of Segmentation ideas that will provide actionable results
- Explore statistical traps to avoid and gain tips to better prepare

At the end of your self-study short course journey, you will be able to test your knowledge via our multiple-choice knowledge check. Upon successful completion, a certificate from DAA will be conferred.

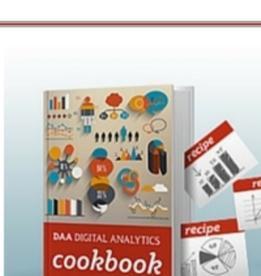
Not a DAA member? You can still take this training for \$99, or [join](#) or [renew](#) your membership today to enjoy the \$50 member discount, and all of the other great benefits of membership. Are you a prospective DAA member who is interested in purchasing this short course? [Set up your non-member Web Account](#) before making your purchase.

ENROLL NOW

Upcoming DAA Events

DAA Symposium	Austin, TX, USA	February 21
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Digital Analytics Cookbook New Recipe Import MailChimp Automations in Google Data Studio



Enrico Pavan of Treviso has recently shared how to import one of the most important and powerful features provided by MailChimp into Google Data Studio in order to have the big picture of your mail marketing effort. This recipe allows marketers to understand the whole mail customer journey merging the MailChimp data with the post click information set in Google Analytics using the Google Data Studio's blending feature. [Check it out](#) for yourself.

Other Events of Interest

Corinium Global Intelligence - Chief Customer Officers and Influencers	Atlanta, GA, USA	February 5
IBM Think 2019	San Francisco, CA	February 12 - 15
Women in Analytics Conference	Columbus, OH, USA	March 21 - 22

Excitement Builds for CWA Program

Interest and enthusiasm continue to grow for the Certified Web Analyst (CWA) program as the number of analysts becoming certified grows. As an analyst, you are invited to join in the excitement by becoming a CWA and adding the credential to your personal brand. The certification serves as evidence of your broad analytics skills and is valid for an initial three-year term with a simple renewal option available.



Make the move to [join DAA](#) now and you will be eligible for member rates for certification, **a savings of \$200!** Learn more about certification and [apply today](#). Test your knowledge and skills by completing the CWA exam within one year of your confirmed sign up.

Questions? [Contact Judy Ritland](#), our DAA Certification Administrator.



Looking for a New Job? Check the DAA Career Center!

Consider these jobs from our DAA Corporate Members along with others listed on the [Career Center](#):

Data Scientist for User Journey & Analytics	IBM	New York, NY, USA
Web Analytics Specialist	Blue Moon Digital	Denver, CO, USA
Senior Analytics Consultant	Hero Digital	Philadelphia, PA, USA
Senior Marketing Database Analyst	Comcast	Centennial, CO, USA

2018 Gold Trustee Partner: Google

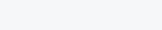
Digital Analytics Association thanks [Google](#) for being a 2018 Gold Trustee Partner.



Google Analytics

Digital Analytics Association, 401 Edgewater Place, Suite 600, Wakefield, MA 01880

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