



DAA 15 YEARS ASSOCIATION
Association Newsletter
April 2019
Volume 9, Issue 4

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

DAA Symposia Coming to Philadelphia and Toronto



DAA continues its local focus on education with two exciting symposia in May:

Philadelphia: May 1, 2019 "Focusing on Data First"

The Philadelphia Symposium will bring together a fantastic line-up of analytics professionals including:

- **Lea Pica, LeaPica.com**
- **Jennifer Brett, LinkedIn**
- **Jodi Daniels, "The GDPR Gal"**
- **Andrew Richardson, EliteSEM**

This will be the only symposium held in the Northeast this year. The Philadelphia Symposium sells out every year, so act fast to secure your seat by [registering today!](#)

Special thanks to our Philadelphia symposium sponsors:

One Star: Tealium; **Partner:** HEAP; **Women in Analytics:** Blast Analytics & Marketing, Tealium

Toronto: May 13, 2019

Plan now to join the Toronto DAA chapter for the Toronto Symposium.

Featured speakers include:

- **Adam Greco, Analytics Demystified**
- **Mary Owusu, Mower**
- **Valerie Kroll, Search Discovery**

This half-day event culminates in a networking reception where you can meet up with friends and make new connections. [Register now!](#)

Special thanks to our Toronto symposium sponsors:

Partner: HEAP; **Associate:** Schulich Executive Education Centre, York University; **Women in Analytics:** Blast Analytics & Marketing, Tealium; **Host:** TELUS

Not a DAA member? [Join today](#) and save on your registration!

Discounts are available for teams of five or more from the same company. If you'd like to send your team to a symposium, please [contact us](#) for a group discount code.

Interested in sponsoring a symposium? [Contact Matt Dirks](#), DAA sponsorship director, for more details.

Register for DAA OneConference Today!

[Registration is now open](#) for OneConference! Seats are limited; be sure to sign up early for the one analytics event you won't want to miss this year.

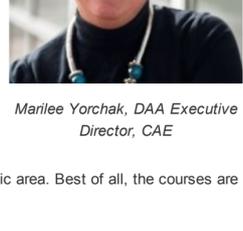
[DAA OneConference](#) will bring two days of groundbreaking educational sessions, networking opportunities, and the annual Quantiles Awards to **Chicago, October 23-24, 2019**. We expect the agenda to be announced by the end of April. You'll definitely want to be there!

Become a DAA Member: In addition to many other benefits, DAA members also receive significant discounts on symposia and OneConference registration. [Join today!](#)

Member Benefit/Note from DAA's Executive Director

Beef Up Your Digital Analytics Skills

Would you like to be able to increase your digital analytics skills – without a big time commitment or large financial investment? You can do that now with [DAA's short course certificate program](#).



Marilee Yorchak, DAA Executive Director, CAE

Developed with significant member input and contributions, there are five short courses to choose from: **A/B Testing & Optimization**, **Multivariate Testing**, **Lead Scoring**, **Segmentation**, and our newest course, **Building a Bridge from Analytics to Data Science**. DAA short courses are self-paced, curated study experiences that are designed to take you only on average three to six hours to complete, including the knowledge test. Upon successful completion of the short course, DAA will award you a certificate and digital badge in that specific area. Best of all, the courses are very inexpensive ... \$99 for not-yet members and \$49 for members!

These short courses are an effective way to increase your knowledge and personal proficiency in a specific area of learning in the digital analytics industry.

Besides discounts, being a DAA member provides you with multitudes of actionable benefits – so if you have put off joining DAA, this is probably the time to [join](#) and reap the benefits!

AT Internet White Paper

Get the Digital Analytics Guide for Media Groups

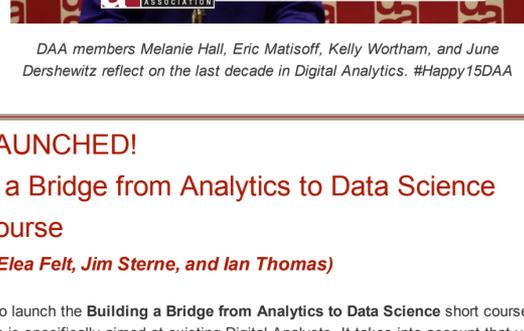
Media organizations face unprecedented challenges these days: They must fight to maintain control over content distribution and audience ownership. They must optimize their monetization strategies to stay profitable. They must understand audience behaviors and content consumption across devices and platforms. And they must keep adapting creatively in the fast-paced digital media landscape.



In this guide learn to use digital analytics data to conquer these (and other) challenges, whether you work in media or are tackling these issues in your own industry. Discover how analytics data can help your entire organization succeed in four key areas: **audience**, **content**, **monetization**, and **retention**.

Download the guide from AT Internet (named "Best Analytics Platform" in ClickZ's MarTech Awards 2019): ["Winning the Data Game: Digital Analytics Tactics for Media Groups"](#).

How Has Digital Analytics Evolved Over the Last Decade?



DAA members Melanie Hall, Eric Matisoff, Kelly Wortham, and June Dershwitz reflect on the last decade in Digital Analytics. #Happy15DAA

JUST LAUNCHED!

Building a Bridge from Analytics to Data Science Short Course

(Featuring Elea Felt, Jim Sterne, and Ian Thomas)

DAA is proud to launch the **Building a Bridge from Analytics to Data Science** short course program. This unique program is specifically aimed at existing Digital Analysts. It takes into account that you may not want to become a Data Scientist, but will need to work with (or even manage) Data Scientists, and have a firm understanding of what differentiates each role.

Here's what you'll learn:

- What Data Science is/Definition of Data Science
- How Data Science is Different from Analytics
- How to Get Started with Data Science
- The Statistics Requirement
- Intro to Data Science Languages: R vs Python
- Common Problems with Data Science
- "Ask the Expert" Q & A

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

[Get started today!](#)

The non-member cost for the Short Course is \$99.00. Save substantially by [becoming a DAA member](#).

The DAA Mentoring Program Is Now Open to All Members

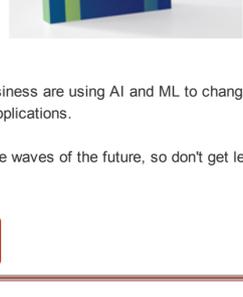


The DAA Mentoring Program is a highly effective way to grow your analytics and sharpen your leadership abilities. [Find out more](#) about getting started in the program today. Your first step is to [join DAA](#) so you can take advantage of this exclusive member benefit.

Mentoring arrangements are forming every day. Don't miss out on this excellent opportunity.

DataTrue White Paper

The Future of Business Relies on Artificial Intelligence and Machine Learning



DataTrue's new white paper explains how AI and ML are necessary for your business to stay competitive, and how you can start preparing for an AI-driven future without investing huge sums of money. Hint: it's all about 'clean data'.

The white paper also shows you how some of the biggest names in business are using AI and ML to change the way the world works, so you can draw inspiration for your own AI applications.

There's no doubt that Artificial Intelligence and Machine Learning are the waves of the future, so don't get left behind. Read the White Paper today!

[DOWNLOAD PAPER](#)

Upcoming DAA Events

DAA Dallas Chapter Event – Understanding Digital Attributions: Going Beyond Last Click	Dallas, TX, USA	April 16
DAA Webinar – Mobile App Analytics: Tips and Best Practices	Online	April 17
DAA Cookbook Webinar: Integrating Digital Analytics and Session Replay Tools	Online	April 24
DAA LA Chapter Event – A Glimpse Into Analytics at Hulu	Santa Monica, CA, USA	April 25
DAA Atlanta Chapter Event – Learn More About Customer Data Platforms (CDP)	Atlanta, GA, USA	April 25
DAA Philadelphia Symposium	Philadelphia, PA, USA	May 1
DAA Toronto Symposium	Toronto, ON, Canada	May 13

Other Events of Interest

IRPA AI – Digital OAISS Roadshow	Dallas, TX, USA	May 2
DATAx	San Francisco, CA, USA	May 14 - 15
Tealium Digital Velocity Conference	San Diego, CA, USA	May 14 - 15
IRPA AI – Digital OAISS Roadshow	London, UK	June 4
Marketing Analytics Summit 2019	Las Vegas, NV, USA	June 17 - 20
Sydney Adobe Analytics "Top Gun" Class	Sydney, Australia	June 26

Evidence of Excellence: CWA Badge

Congratulations to new Certified Web Analyst, **Sara Andrews**, Goleta, California, USA, Vanguard who successfully completed her CWA exam in March 2019. Sara's DAA profile will now display the CWA Badge. The badge is just one more way to demonstrate professional competence to employers and stand out in a demanding career field.



You too can add the Certified Web Analyst distinction to your professional credentials by demonstrating your analytics knowledge on the CWA exam. Begin today by visiting the [CWA webpage](#). Want to save on certification? [Become a DAA member](#).



Locate Your Next Job Through the DAA Career Center

See the latest job openings at [DAA Career Center](#) and also check out the opportunities below.

Testing & Optimization Strategist	Acronym	New York, NY, USA
Director, Data & Analytics	Comcast	Philadelphia, PA, USA
Sr. Analyst, Web Digital Analytics	Universal Orlando	Orlando, FL, USA
Data Analytics Manager	Allstate	Chicago, IL, USA

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

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