Unit 322 Digital marketing metrics and analytics

UAN:	R/505/1585
Level:	3
Credit value:	6
GLH:	39
Endorsement by a sector or regulatory body:	This unit is endorsed by the Council for Administration.
Aim:	An essential question for the digital marketer is "How do we know if our campaign has been successful or not?" This unit equips learners with the knowledge and skills to help them understand and utilise campaign feedback data provided by technologies such as reports and dashboards.

Learners will be able to describe sales funnel concepts and the customer journey, and the data required to analyse that journey. They will learn the basic metrics that are commonly used (e.g. unique visitors), set up reports and dashboards, and interpret the data generated by a campaign. |

Learning outcome
The learner will:
1. understand the sales funnel in digital marketing
Assessment criteria
The learner can:
1.1 describe the **stages** of the customer experience of the sales funnel
1.2 explain the effects of a range of **factors** on sales funnel conversion rates

Range
Stages
Awareness, education, repertoire, consideration, purchase
Factors

Consumer life cycle, quality of marketing activity, quantity of marketing activity

Learning outcome
The learner will:
2. understand how metrics of digital marketing are generated
Assessment criteria
The learner can:
2.1 describe customer experience of different sales journeys
2.2 select **data** required to evaluate success Key Performance Indicators (**KPI**s)
2.3 explain the importance of **statistically significant** data
2.4 describe tools used for tracking data
2.5 add tracking **tools** to a campaign
2.6 describe how tracking data is **viewed**

Range
Data
Page impression, unique visits, click through rates (CTR), average number of page views per visit, average duration, sales, bounce rates,
Statistically significant
Validity, reliability, sample size, usefulness
Tools
Tracking codes, pixel tracking, first party and third party cookies
Viewed
Analytic reports, dashboards

Guidance
KPI
These will vary depending on the marketing activity but may include; Cost per acquisition (CPA), sales, retention rates, win back, engagement, re-engagement, perception, customer satisfaction, brand awareness, average revenue per user

Learning outcome
The learner will:
3. understand how analytics can be used to optimise digital marketing campaigns
Assessment criteria
The learner can:
3.1 describe features of analytic software
3.2 escribe how to **customise** analytics reporting technology for digital marketing campaigns

3.3 analyse digital marketing campaign data for insights and trends

3.4 describe **methods for testing** digital marketing campaigns

3.5 suggest methods for optimising digital marketing campaigns

Range
Customise
Metrics displayed, frequency
Methods for testing
Agile approach, A/B testing, multivariate testing, attribution models