Resolution Digital.

Google Analytics

2023 Training Prospectus

Getting started.

Our instructors are first and foremost practitioners with experience implementing and consulting on the Google platform across a wide range of industry verticals, website goals and marketing objectives, and we encourage participants to ask questions.

Due to COVID-19 our training is now held virtually, unless by appointment for large businesses wishing to conduct in-house or bespoke training programs.

Our courses provide a great overall view of the capabilities of Google Analytics and provide individuals with a pathway to Google Analytics Certification training.

88% **of marketers say**

"**1st party data** is a priority and **Web Analytics** gives Critical Customer Interaction Data.*"

Meet our instructors.

Philip Forrest
Head of Analytics

Mathew Hammond
Analytics Account Director

Sean Knight-Braniff
Analytics Account Director

Michael Attard
Analytics Manager

Priyanka Basava Raj
Analytics Specialist

Henry Bioley-Delacoste
Analytics Coordinator

*Source: https://www.marketingdive.com/news/88-of-marketers-say-collecting-first-party-data-is-a-2021-priority-study/593174/

Resolution Digital.

Google Analytics 4 Training Courses

built to drive value.

Empower your teams to use GA4 and start leveraging the powerful analytics tools that are now available. We have a variety of options to choose from:

Introduction to Analytics course

- Introduction to Google Analytics?
- Introduction to GA4 & Considerations
- Universal Analytics vs GA4
- Analytics fundamentals
- Key components & terms
- The building blocks of analytics reports
- Using Google Analytics Reports
- Audience Segments Introduction
- Real time reporting
- Overview to Audience reporting
- Overview to Audience Acquisition reporting
- How to Measure Success in GA
- Attribution for marketing campaigns

$499 per person

Full day training course
Virtual workshop

Advanced Analytics Insights Course

- Introduction to GA4 & Considerations
- Universal Analytics vs GA4
- Web and app tracking
- GA4 Data streams overview
- GA4 enhanced measurement overview
- Event-scoped vs user-scoped custom dimensions
- Using Google Analytics Reports with your Data
- Audience Behaviour reports deep-dive
- Best-practice Marketing campaign UTM tracking
- Data Driven Attribution for marketing campaigns
- Ecommerce reporting deep dive
- Custom Reporting & Extra Features
- Constructing actionable reports
- Connecting to Data Studio
- Using best practices and tricks

$599 per person

Full day training course
Virtual workshop

Analytics Implementation Practitioner Course

- Planning your implementation
- Constructing an event blueprint document
- Creating a GA property
- GA property settings
- GA4 Data streams overview
- Data settings (collection, retention, filters)
- Data collection best practice
- Techniques to validate implementations
- Ecommerce implementation best practice
- Tracking events using GTM
- Automated, recommended & custome events
- Setting up conversion events
- Event & Ecommerce Configuration
- Adding & modifying events within GA4
- Set-up of custom dimensions
- Audience Segment Definitions & use cases
- Data Import & Measurement Protocol setup
- Google Marketing Platform & BigQuery linking

$699 per person

Full day training course
Virtual workshop (in-person at discretion)

Get in touch to discuss:

- Full day training course
- Virtual Workshop / In-person (At your discretion)

Need help? | **Talk to us**

Resolution Digital.

Bespoke end-to-end analytics course.

Our premium end-to-end analytics course includes :

Training requirement questionnaire

To tailor training to your individual learning needs

Learn everything you need to know about Google Analytics

Gain the ability to run reports, extract insights & inform business strategy

Baseline Workshop Agenda:

· Questions GA360 can answer
· How data is collected and organised
· How accounts are structured
· Reporting options
· How to manipulate data
· Measuring success
· Data driven attribution
· Custom reports
· Dashboards
· Audience segmentation
· User cases for remarketing audiences

Fully bespoke tailored training

Training fully tailored to your analytics solution

Take action on your insights

Learn how to take action on your insights by creating audience segments

Dedicated time with your analytics experts

Ask questions & get answers

Better understand your data to improve business decisioning

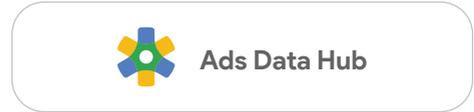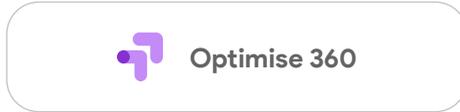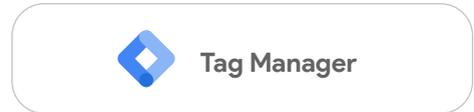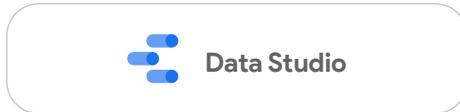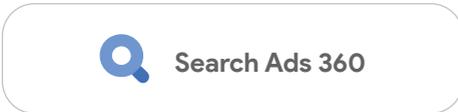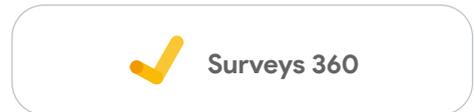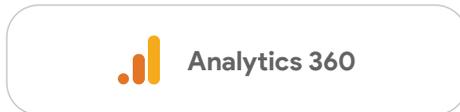Learn how to analyse key metrics by marketing channel to understand performance
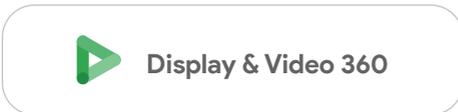
Get in touch to discuss:

· Full day training course
· Virtual Workshop / In-person (At your discretion)

Need help? **Talk to us**

Resolution Digital.

Resolution Digital has been a

Google certified Analytics Partner since 2013,

and providing training since 2007.

Google Partner

PREMIER 2022

Google Cloud Partner

Display & Video 360	Analytics 360	Surveys 360
Search Ads 360	Data Studio	Tag Manager
Campaigns Manager	Optimise 360	Ads Data Hub

The Marketer's Guide to GA4.

Google Analytics 4 (GA4) is Google's market leading website and app analytics suite that empowers unparalleled insights into your users' digital behaviour, between every touchpoint.

From 30 June, 2022 your business should be on GA4, in order to have 12 months of data for analysis until Universal Analytics (UA) stops working next year.

That means, now is the time to implement GA4 to ensure continuity and a reliable year-on-year look back period.

Download the Marketer's Guide to GA4

About us.

Resolution Digital is an award-winning full-service digital agency. Our mission is to deliver remarkable results for our clients.

For over 14 years we have delivered remarkable results for hundreds of clients, large and small, by tailoring our solutions to each client's unique needs.

By helping our clients overcome their most complex digital marketing challenges we have developed comprehensive Consulting, Products, Services, Technology and Training solutions, all of which are delivered with a focus on key metrics that ladder up to deliver remarkable ROI.

Whilst we adopt a technology and vendor agnostic approach, we have unparalleled technology and media partnerships with market leaders including Google, Facebook, Adobe, Microsoft, Salesforce and Kentico to mention a few.

Resolution Digital is part of the Omnicom Group, and where needed, partners with the local and global creative, media, data and technology agencies within the Omnicom Group to deliver exceptional results for our clients.

Contact us.

Our certified analytics experts are here to help you. Please click on the button to contact us:

Talk to us

🌐 resolutiondigital.com.au

in linkedin.com/company/resolutiondigital

f facebook.com/ResolutionDigitalAgency

🔲 instagram.com/resolutiondigitalagency

Resolution Digital.