

### 1) Workshop Introduction

Many organizations, large and small, struggle to go beyond basic web metrics of visitor counts and pageview volumes. Smart organizations use data to optimize current campaigns and plan for new ones. To reach this stage, you need to plan out your web analytics strategy, understand your reports and define what constitutes success for your business, industry and competitive landscape.

### 2) Goals

- Learn what key performance indicators (KPI) you should be measuring
- Get foundational and advanced techniques for e-commerce analytics
- Learn about the power of segmentation and how to make it work for you

### 3) Useful Info

Date: Friday, 8th November 2013

Place: Venture Hive, 1010 NE 2nd Ave Miami, FL 33132

Metromover Station : Eleventh Street

Contact: [miami@webcongress.com](mailto:miami@webcongress.com)

Included: Presentation and Certificate.

### 4) Some more details

This 2-hour workshop on web measurement is aimed at marketers and webmasters. Here, E-Nor Principal Partner Bilal Saleh will walk you through what you need to know in order to drive your digital marketing strategy ahead of your competition.

### 5) Who should attend?

- Marketing Managers & Business Owners
- Search Marketing Managers
- E-Commerce, B2B and Media/Content Site Owners
- Web Strategists and Digital Marketing Consultants

### Bilal Saleh - Principal Partner at E-Nor



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