WEB ANALYTICS

- **HOW GAMS WORKS**
  - We solve the skill mismatch between education and labour market
  - How GAMS works in parallel with Google Analytics
  - What is the Profile Scorecard

- **THE IMPORTANCE OF TRACKING AND ANALYTICS**
  - Data driven advertising framework and analytics strategic importance
  - Analytics for web performance and advertising performance

- **CHALLENGE: GOOGLE ANALYTICS OVERVIEW**
  - Intro with screencast of Coach of the tool [Google Analytics](#)
  - Check access demo tool for everyone in the class
  - Understanding Google Analytics
  - Data Driven Mindset and Funnel Logic

- **CHALLENGE: ANALYSIS OF WEBSITE VISITS**
  - Explain analysis of website visits - Behaviour section
  - Analysis of Website Visits
  - The main goal is to gain confidence with the web visits, that in GA is expressed in "Behaviour" Menu features.
  - We will test your ability to measure page views, unique page views, segments and filter timeline.

- **CHALLENGE: DETAILED USER ANALYSIS**
  - Explain detailed user analysis - Audience Section
  - Detailed user analysis
  - The main goal is to gain confidence with the audience analysis.that in GA is expressed in "Audience" Menu features.
  - We will test your ability to measure users segments like age, mobile devices, advanced timelines and comparisons, and advanced segments

CAMPAIGN MANAGEMENT

- **DIGITAL ADV-ERSE**
  - Italian Media Landscape
  - Where we are
  - The Full stack view
  - Programmatic Marketing
  - Ecosystem & Technologies

- **CAMPAIGN MANAGEMENT**
  - What is Campaign Management
  - What Campaign Managers do
  - Which Hard Skills Campaign Managers Need

- **CHALLENGE: CAMPAIGN MANAGEMENT BASIS**
  - Practice with GAMS Challenges
  - Create new Advertiser
  - Create new Placement
  - Add new Creative
  - Create Campaign

- **CHALLENGE APPRAISING RESULTS WITH ADV FORMULAS and KPIs**
  - Campaign Management & reporting
  - Which Hard Skills Campaign Managers Need for ADV formulas
  - Practice with GAMS Challenges
  - Analyse Campaign Results

- **APPENDIX**
  - Delivery of ADS
  - Display ADV Formats