

## Unit Title: **Digital Marketing Metrics and Analytics**



Unit Credit Value:	<b>6</b>
Unit Level:	<b>Three</b>
Unit Guided Learning Hours:	<b>39</b>
Ofqual Unit Reference Number:	<b>R/505/1585</b>
Unit Review Date:	<b>31/12/2016</b>
Unit Sector:	<b>15.4 Marketing and Sales</b>

### **Unit Summary**

In this unit, 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.

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### **Unit Information**

It is expected that before the unit is delivered, the tutor will have read the Qualification Specification to ensure all conditions regarding Rules of Combination, delivery, assessment and internal quality assurance are fulfilled. Additional guidance is available below as Assessment Guidance for Learning Outcomes and Assessment Criteria in **bold**.

### **This unit has 3 learning outcomes**

<b>LEARNING OUTCOMES</b>	<b>ASSESSMENT CRITERIA</b>
<b>The learner will:</b>	<b>The learner can:</b>
1. Understand the sales funnel in digital marketing	1.1. Describe the <b>stages</b> of the customer experience of the sales funnel 1.2. Explain the effects of a range of <b>factors</b> on sales funnel conversion rates
2. Understand how metrics of digital marketing are generated	2.1. Describe customer experience of different sales journeys 2.2. Select <b>data</b> required to evaluate success Key Performance Indicators ( <b>KPIs</b> ) 2.3. Explain the importance of <b>statistically significant</b> data 2.4. Describe tools used for tracking data 2.5. Add tracking <b>tools</b> to a campaign 2.6. Describe how tracking data is <b>viewed</b>

LEARNING OUTCOMES	ASSESSMENT CRITERIA
<b>The learner will:</b>	<b>The learner can:</b>
3. Understand how analytics can be used to optimise digital marketing campaigns	3.1. Describe features of analytic software 3.2. Describe how to <b>customise</b> analytics reporting technology for digital marketing campaigns 3.3. Analyse digital marketing campaign data for insights and trends 3.4. Describe <b>methods for testing</b> digital marketing campaigns 3.5. Suggest methods for optimising digital marketing campaigns

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### Assessment Guidance

#### Learning Outcome 1

- 1.1 Stages:** awareness, education, repertoire, consideration, purchase.
- 1.2 Factors:** consumer life cycle, quality of marketing activity, quantity of marketing activity.

#### Learning Outcome 2

- 2.2 Data:** page impression, unique visits, click through rates (CTR), average number of page views per visit, average duration, sales, bounce rates.
- KPIs (Key Performance Indicators):** 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.
- 2.3 Statistically significant:** validity, reliability, sample size, usefulness.
- 2.5 Tools:** tracking codes, pixel tracking, first party and third party cookies.
- 2.6 Viewed:** analytic reports, dashboards.

#### Learning Outcome 3

- 3.2 Customise:** metrics displayed, frequency.
- 3.4 Methods for testing:** agile approach, A/B testing, multivariate testing, attribution models.

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### Delivery Requirements

Appropriate physical resources will be required in order to deliver and assess this unit.

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### Evidence Requirements

Evidence of practical ability must be demonstrated.