

A hand is holding a tablet displaying a comprehensive business dashboard. The dashboard features several data visualizations: a 'Daily Stocks' line chart showing fluctuations over time; a 'Liquidity' bar chart with green and pink bars representing different metrics; a 'Monthly Sales' area chart with multiple colored regions; four circular progress indicators showing percentages (65%, 37%, 21%, 78%, 32%) for various categories; a 'Profit and Loss summary' bar chart with green and red bars; a 'Sales by Product' radar chart with five axes; a 'World Map' showing global distribution; and a 'Daily S' line chart. The interface is clean and modern, with a white background and colorful data series. A white keyboard is visible in the foreground, partially obscured by the hand holding the tablet.



Course Description



Brands have begun to realise that rudimentary data analysis isn't sufficient to paint a full picture of how consumers engage with their brands. Without a holistic understanding of consumer behaviour across multi-channel interaction points, marketing performance will never truly be optimised and reach its full potential.

This intensive two-day Advanced Digital Marketing Analytics (Google Analytics 4) Certification training course is designed to stretch your comfort level with Google Analytics and guide you through the technical aspects of the platform to extract maximum data insights.

The instructional methods combine a healthy balance of theory with plenty of hands-on exercises, designed to explore advanced analytics concepts such as enhanced data capturing and analysis capabilities that will bring your understanding of digital marketing analytics to the next level.

Course trainees will learn critical concepts such as how to track extensive data points across multiple domains and devices, obtain a deeper understanding of user behaviour, establish ecommerce tracking, and personalise data using Google Analytics 4. This course will help simplify extensive data analysis and provide deeper insights that drive important business decisions.



Course Duration

2 Days
9am to 6pm



Learning Mode

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



From \$380.25 (incl. 9% GST) after
70% SkillsFuture Funding

Target Audience

Anyone currently in, or looking to be in, a digital marketing role with a brand or agency, who understands the importance of data analytics in digital marketing, and wants to attain the Google Analytics Individual Qualification (GAIQ) certification.

This course is suitable for individuals who possess basic working knowledge of Google Analytics concepts, appreciate in-depth data analysis to produce actionable insights, and who are keen to get hands-on on the technical aspects of analytics platforms to take their skills to the next level.



Course Highlights

In this Advanced Digital Marketing Analytics workshop, you will learn:

- Create a measurement & configurations plan to guide you on the appropriate data to collect and measure
- Develop a clear and comprehensive understanding on how data gets collected and processed in Google Analytics as well as the legal implications
- Deep dive into configurations settings in Google Analytics, from filters and events to segmentation and custom reports in order to generate concise insights from your data
- Understand how to properly organise your Google Analytics account, resulting in more readable and easily comprehensible reports
- Analyse and interpret advanced Google Analytics reports to gain a better understanding of data to make marketing decisions
- Define new data points and transform your data analysis within Google Analytics for optimal measurement and analysis
- And much more



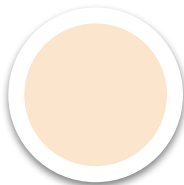
Course Objectives

By the end of the class, you will be able to:

- Determine in detail how data is collected and measured, and its legal and privacy implications
- Assess strategies and create a comprehensive measurement plan, selecting the most appropriate metrics to measure within analytics for more effective analysis and business outcomes
- Organize a Google Analytics account into a properly structured setup for your business
- Propose appropriate configurations in Google Analytics for specific business requirements
- Develop specific Google Analytics reports based on segmentation and customizations to generate deeper insights
- Analyse Google Analytics data to articulate business implications based on internal and market data analysis



Certification



A SkillsFuture **WSQ Statement of Attainment (SOA)** – **Market Research** under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Advanced Digital Marketing Analytics course assessment and achieved at least 75% attendance.



Course Outlines

Introduction to Advanced Google Analytics 4

Instructor-led | Mode of Delivery (Lecture & Illustration)

- Basic vs Advanced
- Advanced Google Analytics (Why, Who, What)
- Google Tag Manager Basics
- Regular Expression Basics
- Google Analytics 4 Basics

Begin with the End in Mind

Instructor-led | Mode of Delivery (Lecture, Demonstration & Modelling)

- Your Measurement Plan
- GA4 Configurations Overview

Understand GA4 Data Measurement

Instructor-led | Mode of Delivery (Lecture, Demonstration & Modelling)

- Tracking, Cookies & Legal Implications
- Data Collection
- Data Scope

Configure Events & Conversions

Instructor-led | Mode of Delivery (Lecture, Demonstration & Modelling)

- Events
- Conversions

Course Outlines

Advertising Data Configuration & Analysis

Instructional-led | Mode of Delivery (Lecture, Demonstration & Modelling)

- Channels Analysis
- Attribution Models in GA4
- Advertising Analysis
- Setting Up Audiences

GA4 Configurations

Instructional-led | Mode of Delivery (Lecture, Demonstration & Modelling)

- Property Settings
- Custom Insights
- Ecommerce Tracking
- Mobile App Tracking

Additional GA4 Configurations

Instructional-led | Mode of Delivery (Lecture, Demonstration & Modelling)

- Content Grouping
- Custom Dimensions & Metrics
- User ID

Course Outlines

Advanced Data Analysis with Explorations

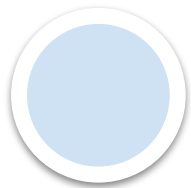
Instructional-led | Mode of Delivery (Lecture & Illustration,
Demonstration & Modelling)

- How Explorations Works
- Exploration Limitations
- Explorations Editor
- Sample Explorations
- Share & Export Explorations

Assessment Component

- Written Assessment – Case Study with Questions
- Individual Project Presentation





Trainer Bio

Dhawal Shah



Dhawal is the co-founder and Regional Managing Director at 2Stallions Digital Marketing Agency, an award-winning 360° full-service digital marketing agency since 2012 with presence in Singapore, Malaysia, Indonesia and India. He has trained 2K+ students around the region on various topics including digital marketing and digital transformation. He is also an angel investor and a startup mentor.



Why Learn with Equinet?



Re-attend the course once within 3 years

Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.



3-year access to the courseware via our LMS

Get 3-year access to the updated course slides, templates, and guides. Be ready to implement the concepts learnt.



Post-training mentoring with industry experts

Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.



Lifetime access to community support group

Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$380.25
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders 21 years old & above	50% SkillsFuture Funding	S\$575.25
Company-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Small-to-Medium Enterprise (SME) 21 years old & above	70% SkillsFuture Funding	S\$380.25
Non-SME 21 years old & above	50% SkillsFuture Funding	S\$575.25
Non-SME Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$380.25

Course Fees & Fundings

SkillsFuture Credits

Singapore Citizens above 25 with SkillsFuture Credits in their SkillsFuture Credit account may use it to offset any outstanding course fees for SkillsFuture approved courses.

You may login to <https://www.myskillsfuture.gov.sg/> to view your balance.

SkillsFuture Enterprise Credits (SFEC)*

For SSG-funded courses, companies can tap on the SFEC to subsidise up to 90% of out-of-pocket fees (i.e. nett course fees after funding, certification fees, assessment fees) for WSQ courses, capped at \$10,000 per company.

**Eligible for claim after course completion.*

Post-Secondary Education Account (PSEA)

Singaporean Citizens can use his/her PSEA funds to pay for approved fees and charges for WSQ programmes. The PSEA will be closed when the account holder turns 31. Any unused funds in the PSEA will be transferred to the account holder's CPF.

To check your PSEA account balance, dial the 24-hour automated Edusave/ PSEA hotline at [6260 0777](tel:62600777) and enter your NRIC number.

Absentee Payroll (AP)

Absentee Payroll (AP) funding is a grant to help employers defray the manpower costs incurred when they send their employees for certifiable skills training during working hours.

Trainee Testimonials



"My experience with Equinet has been good so far. The trainer's sharing of real life experiences has been helpful."

Will Facer, *Tremco CPG*



"Dhawal is always on the ball to answer questions! Appreciate the feedback and suggestions given to us during class."

Eva Wong



"Dhawal managed to teach and simplify something that was complex. I appreciate his patience and his industry knowledge plus his experience in answering the questions that I had."

Lorene



"Signed up for this advanced session after attending Basic GA course conducted by Dhawal. Learnt a lot from his sharing and knowledge on GA, and it was an extensive 2-days training. Even though im not proficient in GA, i'll take the knowledge learnt and apply it by within next 1-2 weeks. Thanks Dhawal once again!"

Lorene

Frequently Asked Questions



Are there any pre-requisites or minimum entry requirements?

Trainees should be proficient in web surfing and be able to write and converse in English.



Do I have to prepare anything before attending the course?

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.



Are there any funding or government subsidies for this course?

You may be eligible for up to 70% SkillsFuture subsidies. For funding information, please see the course funding section on this brochure.



If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

Advanced Digital Marketing Analytics



SIGN UP NOW

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Market Research | Course Code: TGS-2021010333 | Registry Period: 20 Dec 2021 - 19 Dec 2025

Call: [6816 3016](tel:68163016) | WhatsApp: [8020 1603](tel:80201603) | Email: sales@equinetacademy.com | <https://www.equinetacademy.com/advanced-digital-marketing-analytics-course/>