

# Building a Data Mindset

 Instructor-led  Onsite or Remote  ~14 Hours

**Overview:** All marketers need to be able to answer some essential questions: “What results did this drive?”, “Where can we cut our budget?”, “How can we optimize?”. Empower marketers to measure what matters, interpret data, and reveal insights to make data-driven decisions.

## Business Outcomes:

- Level up your marketing team’s data sophistication.
- Optimize digital spend by focusing on the highest ROI channels.
- Reduce reliance on data teams by de-siloing access to data.

Channels and Execution	Measurement & Analytics
<p><b>Create data-driven campaigns</b> by utilizing the objective-first framework.</p> <p><b>Choose the right KPIs</b> to measure success and identify areas to improve.</p> <p><b>Analyze results</b> to improve performance across the board.</p>	<p><b>Write clear objectives</b> and questions to better leverage data partners.</p> <p><b>Use analytics tools</b> to extract insights from datasets and reports.</p> <p><b>Inspire action</b> through data-driven presentations.</p>