

Certificate of Completion

This Certificate is presented to

Phoebe Chan



Mimic Digital Marketing Analytics

Completed on: **April 14, 2022**

This certificate signifies experience:

- Strategically prioritizing digital marketing analytics projects
- Utilizing digital tools and tactics to improve campaign performance
- Effectively allocating budget to maximize profits
- Performing A/B testing to identify the best approach for retargeting
- Using web analytics to optimize campaign performance
- Calculating and using KPIs, including ROI, and knowing when to prioritize these metrics

