

Certificate of Completion

This Certificate is presented to

Annias Bailey



Mimic Digital Marketing Analytics

Completed on: **February 25, 2022**

This certificate signifies experience:

- Strategically prioritizing digital marketing analytics projects
- Utilizing digital tools and tactics to improve campaign performance
- Interpreting vanity metrics (impressions and clicks) and where they fit when evaluating the value of a campaign
- Performing A/B testing to identify the best approach for retargeting
- Using web analytics to optimize campaign performance

