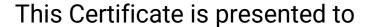


Certificate of Completion



Ananthu Gopakumar



Digital Marketing Analytics Simternship™

Completed on: March 31, 2025

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
- Calculating and using KPIs, including ROI, and knowing when to prioritize these metrics

- Performing A/B testing to identify the best approach for retargeting
- Using web analytics to optimize campaign performance
- Effectively allocating budget to maximize profits