STUKENT

# Certificate of Completion

This Certificate is presented to

# Patricia Fotto




## Digital Marketing Analytics Simternship™

Completed on: **April 30, 2023**

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