

Suggested Think Tank Tracks:

Marketing Manager	Managing a Digital Analytics Program-What Works, What Doesn't and Why?	Beyond Visits and Page Views...How to Develop Actionable Web Metrics, Reports and Analysis	Using Web Analytics to Influence Executive Digital Sponsorship
	Data Model for Online Behavior and Data-Driven Marketing	Voice of Customer Analytics	First Touch, Last Touch, Don't Touch: Understanding Attribution
Scorecarding Social Media			
Implementer	Testing & Auditing	From Business Requirements to Tag Design to Tag	Automation and Creation of Digital Dashboards
Mid Level Analyst	Flexible User-Driven Excel Reporting	Measurement and Analytical Approaches to Visitor Engagement	Automation & Creation of Digital Dashboards
	Predictive Analytics - Forecasting	From Business Requirements to Tag Design to Tag	Site-wide Analytics Done Right
Senior Analyst	A Data Model for Online Behavior and Data-Drive Marketing in the Customer Warehouse	Voice of Customer Analytics	Using Web Analytics to Influence Executive Digital Sponsorship
	Mobile Measurement	Scorecarding Social Media	First Touch, Last Touch, Don't Touch: Understanding Attribution