

Hi _____,

I am writing to request training on digital analytics.

I already found a credible training company with a program that teaches hard skills in the Google's suite of analytics tools like Google Analytics, Tag Manager and Data Studio. This course is an intensive, self-paced program that is entirely online.

Outcome: I will walk away with advanced level skills in Google Analytics and Google Tag Manager.

Details here:

<https://conversionxl.com/institute/programs/digital-analytics-training/>

Who's providing the training? CXL Institute, a leading education provider for digital analytics, conversion optimization, and growth.

What does it include? It's a self-study program, consisting of approximately 130+ hours of educational material including video and written lessons, research studies, references and resources, and quizzes. There is a final exam at the end, and I earn a certificate of completion upon passing.

How is this different from the free GA/GTM courses provided by Google? Courses by Google are very basic and mainly focus on teaching you the UI of the tools. This program focuses on teaching you the process of digital analytics, working with data, and teaches through advanced level. It teaches you analytics skills you will need in the real world.

Who else is using it? A wide range of companies from giants like Google and Walmart to Zalando, Symantec, Deloitte Digital, Progressive Insurance, Cisco. Companies who take digital analytics and marketing seriously.

Courses include:

- Google Analytics 101-301
- Conducting Google Analytics audits
- Google Tag Manager 101-301
- Google Attribution
- Google Data Studio
- Data storytelling
- Integrating Google Analytics and Google Sheets
- Excel for Marketers
- Analytics process and strategy
- Future of analytics



Cost: A one-time payment of \$890 for lifetime access

Bottom line: With the new skill set I believe my effectiveness as a marketer will 10x. I think the company will get a strong ROI from this training. A thorough understanding of digital analytics is a precious skill. We're learning from one of the best in the industry, too. I'd love to take this course.