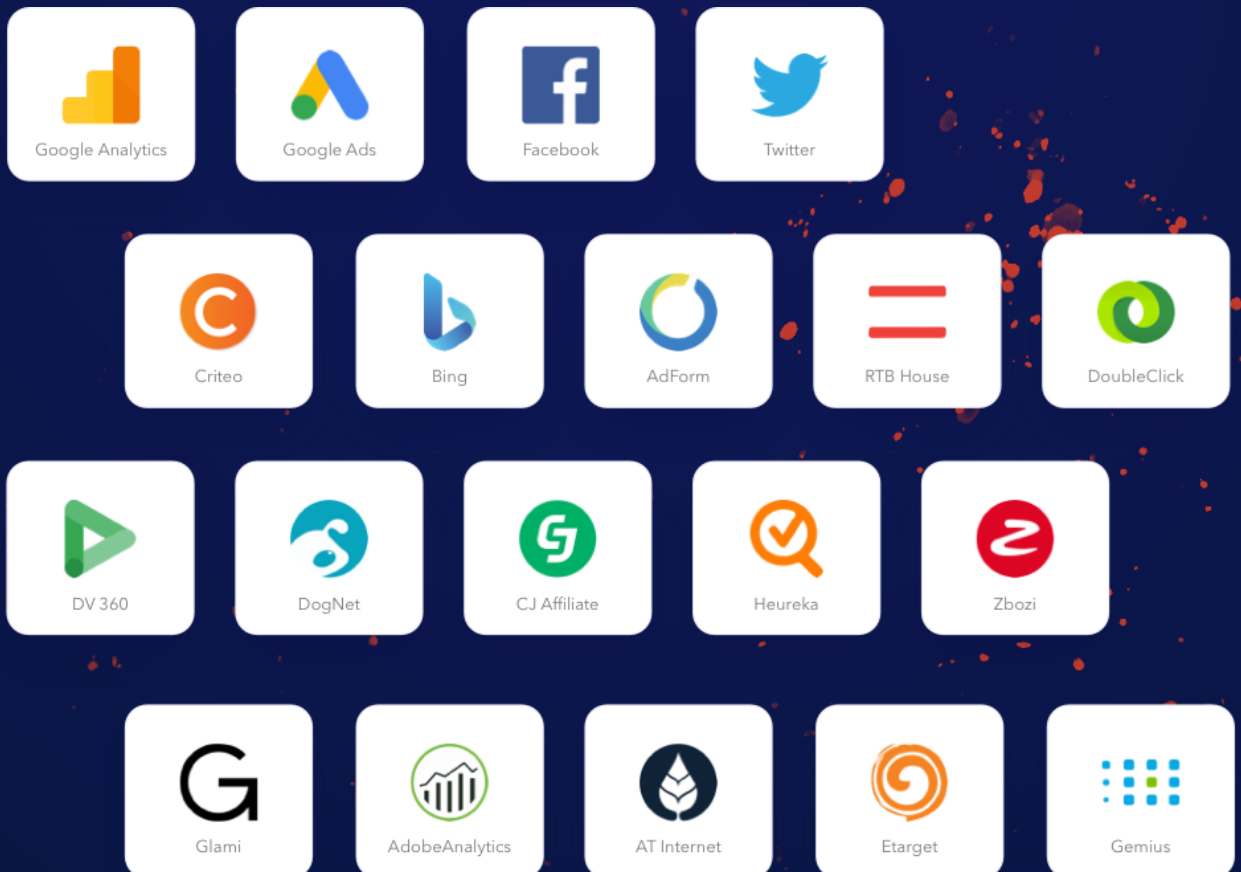




ROVENUE™

7 TIPS HOW TO SAVE YOUR MARKETING BUDGET WITH DATA-DRIVEN DECISIONS

Series of Zoom webinars | Starting May 19th | Thursdays at 3PM





WHAT IS ON THE MENU?

**May
19th**

MARKETING OBJECTIVES: HOW TO PROPERLY TRACK AND EVALUATE KPIs

**May
26th**

HOW TO AUTOMATE INTERNAL MARKETING DATA REPORTING

**June
2nd**

HOW TO DETERMINATE THE TRUE ROI OF ALL MARKETING ACTIVITIES

**June
9th**

HOW TO SLICE AND DICE YOUR DATA EASILY BY ANY DIMENSION





**June
16th**

**ATTRIBUTION ANALYSIS:
UNDERSTANDING THE MOST
IMPORTANT INSIGHTS**

**June
23rd**

**THE POWER OF RAW DATA
FOR PERFORMANCE ANALYTICS**

**June
16th**

**HOW TO OUTPERFORM YOUR
COMPETITORS USING THE POWER
OF DATA DRIVEN DECISION MAKING**

**May
19th**

MARKETING OBJECTIVES: HOW TO PROPERLY TRACK AND EVALUATE KPIs

Do you have your marketing KPIs? Can we see them? More than half of companies still struggle to sufficiently define their performance KPIs and can't tell if they're hitting their targets or not. Others often have their goals properly set but the evaluation process needs to be done manually and this can be very time consuming. We will show you how this evaluation can be automated.

**May
26th**

HOW TO AUTOMATE INTERNAL MARKETING DATA REPORTING

The collecting and reporting of marketing data can take more than 10 hours a week in some businesses with around 3 hours being the average. We will show you how to bring this close to zero. This includes collecting the data, exporting it and using it to create one single presentation which any stakeholder can access to find the answers to the questions they seek.



Google Analytics



Google Ads



Facebook



Twitter

June
2nd

HOW TO DETERMINATE THE TRUE ROI OF ALL MARKETING ACTIVITIES

Everyone knows the cost of their marketing activities. Everyone knows the total revenue and profit generated. But are you able to decipher the ROI of each marketing activity separated from the whole? We will discuss how to prepare a view like this and what data you will need for it.

June
9th

HOW TO SLICE AND DICE YOUR DATA EASILY BY ANY DIMENSION

Creating custom dimensions means separating your data based on rules. Every marketer knows the common divisions like source/medium, campaign or adgroup, but are these the best ways to look at your data? Sometimes you want to group all search campaigns together, other times you need it split by platform, or maybe you want to see only the most recent Black Friday campaigns. There are multiple ways to do this, and we will show you what options you have.



Criteo



Bing



AdForm



RTB House

**June
16th**

ATTRIBUTION ANALYSIS: UNDERSTANDING THE MOST IMPORTANT INSIGHTS

Have you been thinking about using data-driven attribution, but you are not sure if it is for you or not? Are you worried that attribution analysis is only for data experts? We will show you how easy interpretation really is.

**June
23rd**

THE POWER OF RAW DATA FOR PERFORMANCE ANALYTICS

Do you want to use external tools but you're not sure how to make your raw data compatible? We offer various exports that help you summarize data from all the platforms you use and then aggregate it together. We will show you how to do it.

**June
30th**

HOW TO OUTPERFORM YOUR COMPETITORS USING THE POWER OF DATA DRIVEN DECISION MAKING

We will show on our our case studies how our clients improved their ROI and grew while taking into account all previous tricks and tips.



DogNet



CJ Affiliate



Heureka



Zbozi

SCAN AND
JOIN!

