

Reporting workshop

Analyse the impact of your campaigns and act on the feedback

Recognise these situations?

- I want to monitor the marketing efforts of my team
- I want to analyse the answers of my participants
- I would like to measure the ROI of my marketing efforts.

Possible topics of this workshop

Before the workshop takes place at your offices, we'll have a short call to get to know your business and your challenges. Based on this we'll define a calendar for the workshop and already some first to-do's.

Subjects of this workshop could be:

- How do I monitor the efforts of my team?
- Which KPIs are important for me and how do I track them?
- How do I use the internal Qualifio reporting tools (Global stats, campaign stats, CRM)
- How do I track the campaign funnel of my participants?
- Tracking of campaign traffic sources (where do my participants come from)
- Which campaigns were effective and why?
- How do I track my campaigns in Google Analytics?
- Setup of monthly reporting presentation
- ...

SUMMARY

GOAL:

Segment customer set

DURATION:

½ day

TARGET AUDIENCE:

- Admin
- CRM managers
- Marketing managers

METHOD:

On-site/Webinar workshop

Contact your account manager or success team to discover how we can help you