

Email Marketing Analytics Course_

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1_General information

- **Duration:** 4h
- **Number of sessions:** 2 sessions (to be agreed upon)
- **Trainers:**
 - Alvaro O'Donnell Chavarri
 - Elena Rojo Paez
- **Level:** Advanced (requires prior knowledge of Mailchimp or Zoho Campaigns and Google Analytics)
- **Goals:**
 1. Learn how to analyze the results of email marketing campaigns
 2. Learn about newsletters and manual sends
 3. Use Excel as a data processing tool

2_Contents

1. Data extraction with Mailchimp or Zoho Campaigns and Google Analytics
2. Data processing with Excel
3. Treatment of data, graphs and results analysis
4. Improvement of performance indicators

