



Unit title	Digital Marketing Metrics and Analytics 2
SQA code	H8RD 04
SCQF level	8
SCQF credit points	6
SSC ref	N/A

History of changes

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Title		Digital Marketing Metrics and Analytics 2	
Learning Outcomes		Assessment Criteria	
The candidate will:		The candidate can:	
1	Understand the sales funnel in digital marketing.	1.1	Explain the paths to conversion through stages of the sales funnel.
		1.2	Identify the industry benchmarks for conversion rates for different stages in the sales funnel.
		1.3	Evaluate the effects of a range of factors on sales funnel conversion rates.
2	Understand how metrics of digital marketing are generated.	2.1	Explain the data required to evaluate success Key Performance Indicators (KPIs).
		2.2	Explain the importance of statistically significant data.
		2.3	Explain the tools used for generating tracking data.
		2.4	Add tracking tools to a campaign.
		2.5	Describe how tracking data is viewed.
3	Understand analytics of digital marketing.	3.1	Explain how to customise analytics reporting technology for digital marketing campaigns.
		3.2	Analyse digital marketing campaign data.
		3.3	Evaluate the methods for testing digital marketing campaigns.
		3.4	Recommend methods for optimising digital marketing campaigns.

Additional information about the Unit
Unit purpose and aim(s)
<p>This Unit is designed to develop the candidates knowledge, understanding and skills in the use of digital marketing metrics and analytics to optimise digital marketing campaigns.</p> <p>Candidates who successfully complete this Unit will be able to explain the customer journey through the sales funnel and explain, analyse and use data generated by analytics reporting technologies to recommend methods for optimising the success of digital marketing campaigns.</p>
Details of the relationship between the Unit and relevant national occupational standards (if appropriate)
N/A
Details of the relationship between the Unit and other standards or curricula (if appropriate)
N/A
Assessment requirements specified by a sector or regulatory body (if appropriate)
N/A

Assessment (evidence) Requirements

This Unit is designed to assess the knowledge, understanding and skills of candidates in the workplace and can be assessed on or off-the-job. Candidates must cover all the Learning Outcomes and Assessment Criteria.

Candidates may be able to prove their occupational knowledge and understanding through performance in the workplace. In addition to performance, questioning may be used to:

- ◆ confirm knowledge and understanding where it is not apparent from performance
- ◆ address gaps in knowledge and understanding in performance
- ◆ authenticate evidence by asking candidates to explain part of the evidence and/or describe the process of producing it

Evidence is likely to be presented in the form of a portfolio.

Guidance on Instruments of Assessment

Appropriate Instruments of Assessment for assessing candidates' knowledge and understanding include:

- ◆ Oral questions
- ◆ Written questions
- ◆ Multiple-choice questions
- ◆ Case studies
- ◆ Assignments
- ◆ Professional discussion
- ◆ Product evidence
- ◆ Witness testimony
- ◆ Personal statement

The choice of method should reflect any special assessment requirements candidates may have. For example, some candidates do not respond well to written questions — in any case, it is important to ensure that the appropriate reading level is used.

SQA's Guide to Assessment provides further information on appropriate Instruments of Assessment. This guide is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website www.sqa.org.uk.