



Presented By: Martin Perez

Quick Bio



Martin Perez

- Digital Marketing Specialist at Parsehub
- Digital Marketing Strategist at Pedestal Search
- Google Analytics and Google Ads Certified
- Worked with numerous startups across Canada, US and the UK.



Google Analytics Agenda

1. Intro to Google Analytics
2. Google Analytics Overview (Live Demo)
3. The Power of UTM Tags
4. Intro to Google Data Studio
5. Google Data Studio (Live Demo)
6. Google Analytics Certification Process



What is Google Analytics?



A very powerful snippet of code

And incredibly popular



A look into Google Analytics



The Power of UTM Tags



Taking it to the next level with



Google Data Studio overview



Google Analytics Certification



Google Skillshop

(Academy for Ads)



Q&A



Homework



Thank You

