BCI BOOT CAMP INSTITUTE *by Boot Camp Digital*

100 - Digital Measurement and Analytics Foundations

01 - Introduction to Digital Measurement	2:09
02 - The Challenges of Digital Measurement	13:14
03 - The Goal of Digital Marketing Measurement	4:05
04 - Good Measurement Starts with Strategy	9:00

Total Topics = 4   **Total Time = 28:28**

200 - KPIs, Benchmarks and Value

05 - What is a KPI?	3:10
06 - What is the Difference Between a Measure and a KPI?	3:46
07 - Working with KPIs: Examples of How to Use KPIs	6:38
08 - KPI Watchouts	2:15
09 - How to Set KPIs	2:58
10 - What Makes a Good KPI?	3:36
11- The Three Types of KPIs Needed	5:43
12 - Looking Beyond KPIs	7:45
13 - Setting Benchmarks	11:41

Total Topics = 9   **Total Time = 47:32**

300 - Attribution Modeling

14 - Assigning Value with Attribution Models	1:51
15 - Why Attribution Modeling?	2:42
16 - Attribution Methods Overview	4:30
17 - Standard Attribution Model	2:40
18 - Single Touch – First Touch Attribution	1:54
19 - Single Touch – Last Touch Attribution	1:53
20 - Multi-Touch – U-Shaped Attribution	1:20
21 - Multi-Touch – Even-Weighted Attribution	3:03
22 - Multi-Touch – W-Shaped Attribution	2:25
23 - Multi-Touch – Time-Decay Attribution	1:42
24 - Attribution Model Examples	1:39
25 - Choosing an Attribution Model	4:13

Total Topics = 12   **Total Time = 29:52**

400 - Reporting, Analytics and ROI

26 - Tips for Digital Reporting	4:27
27 - Analysis Overview	2:38
28 - Analysis Framework – What, So What, Now What	9:11
29 - Return on Investment Foundations	4:25
30 - Why ROI is Important	1:43
31 - ROI to Sales	3:36
32 - ROI Complexity: Example of ROI from a Coupon	3:36
33 - Why Calculating ROI is Difficult	2:13
34 - Smart Measurement with "Back of the Envelope" Math	7:35
35 - How to Improve ROI	3:47
36 - Steps to Effective Measurement	2:56

Total Topics = 11   **Total Time = 46:07**

Resources:

Digital Marketing Measurement Quick-Start Guide
Benchmarking Quick-Start Guide
KPI Quick-Start Guide
ROI Quick-Start Guide

Course Total Topics = 36
Course Total Time = 2:31:59