



## Enhance your career with exclusive benefits only available with a DAA membership

- Engage in online discussions with like-minded analytics and marketing professionals
- Attend educational webinars, or listen to our full webinar library on-demand
- Hear insights and pose questions to industry thought leaders
- Participate in and learn from the DAA Cookbook
- Become a mentor or mentee with the WiA Mentoring Program
- Take the self-assessment to view individualized potential career paths and opportunities
- Expand your network with local DAA Chapters and the online DAA Member Community/Open Forum
- And much more!

## What our Members Have to Say



*"I'm a new member of the DAA and so far the website has proven to be a great source of topical information. I particularly enjoy reading the Member Open Forum posts in DAA's online community. It's very encouraging to see industry practitioners from both the client and vendor side answering questions, providing advice and challenging each other in such an open and supportive way. Long may it continue!"*

**TAMMY MCKENNA**  
Vancouver, Canada



*"As a relative 'rookie' to web analytics and working as a sole consultant, it's very easy to feel isolated. So finding the DAA community forum has been invaluable. I've been amazed at how forthcoming and trusting fellow members have been with sharing their experiences and I really look forward to developing deeper engagement moving forward."*

**MURRAY FINLAYSON**  
Sydney, Australia

# Learn, Grow, and Expand Your Opportunities with DAA

Here is a sampling of our valuable membership benefits.



## PROFESSIONAL DEVELOPMENT

### Face-to-Face Events

- DAA OneConference %
- Digital Exchanges %
- Marketing Analytics Summit, DA Hub, Adobe Summit, and other industry events %

### Online Education

- Short-Course Certificates, On-Demand %
- Webinars, Live/On-Demand **FREE**
- Thought Leader Conversations, Live/On-Demand **FREE**
- Digital Exchange Content, On-Demand **FREE**
- Essentials Series Courses, Live/Online %
- Digital Analytics Academy, On-Demand %

### Certification

Web Analyst Certification Program (CWA) %

### Digital Analytics Cookbook

A composition of "recipes" contributed by DAA members, the Cookbook is a step-by-step guide on how to complete specific digital analysis processes. **FREE**

### Resources

- DAA Blog **FREE**
- White Papers **FREE**
- Industry Research **FREE**
- Applied Marketing Analytics Journal %



## CAREER RESOURCES

### Career Center

- Post open positions %
- Submit to resume bank, resume review **FREE**

### Digital Analyst Job Descriptions

Fifteen job descriptions across four career levels. %

### Competency Framework

*\*Update coming in 2020*

Defines the job tasks, knowledge, and skills needed to succeed in the field of digital analytics. This can be used by digital analysts, their employers, HR professionals and educators. **FREE**

### Self-Assessment

*\*Update coming in 2020: soft skills*

Evaluate your current skill set to see how you measure up in the job market for your current or aspiring job role. A valuable tool for career planning and employer goal setting. **FREE**

### Mentoring Program

This exclusive member-only benefit is an online tool that connects volunteer mentors with mentees as part of the Women in Analytics initiative of DAA. **FREE**

### Compensation Study

*\*Update coming in 2020*

Whether you're an employee, a business owner, or looking to hire new staff, the information in this report will help you assess important industry trends related to positions, compensation and education. %



## COMMUNITY & NETWORKING

### Online Member Community

Gain visibility through blog posts, discuss best practices in discussion forums, and share your knowledge in the DAA Cookbook. **FREE**

### Local Chapters

Participation in local chapters provides an opportunity to be involved in the local analytics community by networking with other analytics professionals, sharing knowledge through educational programs, and building leadership skills. **FREE**

### Women in Analytics (WiA)

This community is a gender-inclusive, supportive environment for female analysts to connect with others in the profession, share peer-to-peer learning and explore leadership opportunities. **FREE**

**Women  
IN  
Analytics**

### Quantie Awards

- Submit nominations **FREE**
- Attend the recognition party %

### Speakers Bureau

Members can submit their speaker info and topics on the DAA website. **FREE**

**FREE** Included with your membership

% Discounts applied with your membership

## Who belongs to the DAA?



**45%**  
Analyst



**24%**  
Senior  
Analyst



**14%**  
Senior  
Leadership



**5%**  
Executive



**5%**  
Account  
Manager



**4%**  
Product  
Development



**3%**  
Technical  
Support

Learn more about the substantial return on investment that DAA Membership can bring to your career.

All of these benefits and more are included for one annual membership fee. Contact the DAA membership team, [membership@digitalanalyticsassociation.org](mailto:membership@digitalanalyticsassociation.org)

**Professional Membership Dues:** \$249 per year

**Academic Membership Dues:** \$49 per year