



Certified Web Analyst™

Certification Maintenance, Professional Development Guide

To maintain your certification beyond the initial three-year certification period, you will complete a maintenance process. Maintenance includes a minimal fee and to show that you've earned 40 Professional Development Units (PDU) in areas related to web/digital analytics or other analytical disciplines such as business intelligence and database marketing over the three-year certification term. PDU are earned at a 1:1 rate, 1 hour=1 PDU unless otherwise noted below.

*The categories below represent universal offerings for the types of accomplishments that will apply toward your PDU. Examples are provided next to each category. Additional options will be considered by request.

Training, courses, seminars and webinars -

Training courses and workshops aimed at developing your digital analytics or business knowledge and competence.

Maximum Total per 3 years= 30

Examples of participation include (but are not limited to):

- Marketing Evolution Experience (MEE) Workshops & Seminars
- Self-Assessment
- Thought Leader Conversations
- DAA Cookbook Webinars
- Analytics Podcasts

In-Company Development - Attending employer-provided, workplace continuing education aimed at developing your digital knowledge and competence (excludes new staff orientation).

Maximum Total per 3 years= 20

Examples of participation include (but are not limited to):

- A special project involving analytics done within the workplace.

Conferences - (Attending) professional conferences aimed at developing your digital knowledge and competence including events on web/digital analytics, digital marketing or business-intelligence related participative conferences, development events, and seminars, but excluding social events and meetings that form part of your normal job role.

Conference - (Presenting) a topic that is covered in the "Knowledge Required for Certification" document during a conference as mentioned above at a rate of 2 PDUs for every hour of presenting, or 1 PDU for a half hour presentation.

Max Total per 3 years= 30

Examples include (but are not limited to):

- Conferences or exhibitions accredited or endorsed by the Digital Analytics Association including Symposia Conversion Conference/Events run by other digital marketing, analytics or business-intelligence related organizations, including those from other professional bodies and industry-related organizations
- Present Cookbook Webinar (1)
- Marketing Evolution Experience (MEE)
- Conversion Conference
- Predictive Analytics World
- DA Hub
- Measure Camp



Certified Web Analyst™
Certification Maintenance, Professional Development Guide

Continued

College or University Courses- Attending a course or program related to web/digital analytics or other analytical disciplines such as business intelligence and database marketing.
Maximum Total per 3 years= 30

Examples of courses include (but are not limited to):

- UBC Award of Achievement in Web Analytics
- Certificate in Web Intelligence
- UC Irvine

Contributions - Enhancing the digital profession as a volunteer, through active participation on committees presenting educational webinars and preparing white papers.
Participation 6 months or less =6
Maximum Total per year =12
Maximum Total per 3 years= 30

Examples include (but are not limited to):

- Author a DAA Cookbook Recipe (4 PDU)
- Volunteer on a DAA task force
- Mentor / Mentee
- Organize an event run by DAA or other digital marketing, analytics or business-intelligence related organizations, including those from other professional bodies and industry-related organizations