



# Google Analytics

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



# Google Data Studio overview



# Google Analytics Certification



# Google Skillshop

(Academy for Ads)



# Q&A



# Homework



Thank You

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