

SAVE THE DATE!

MID-AMERICA CLUB IT CONNECT SEPTEMBER 15, 2016 WEB ANALYTICS A Best Practices Overview

"Measurement is the first step that leads to control and eventually to improvement. If you can't measure something, you can't understand it. If you can't understand it, you can't control it. If you can't control it, you can't improve it."

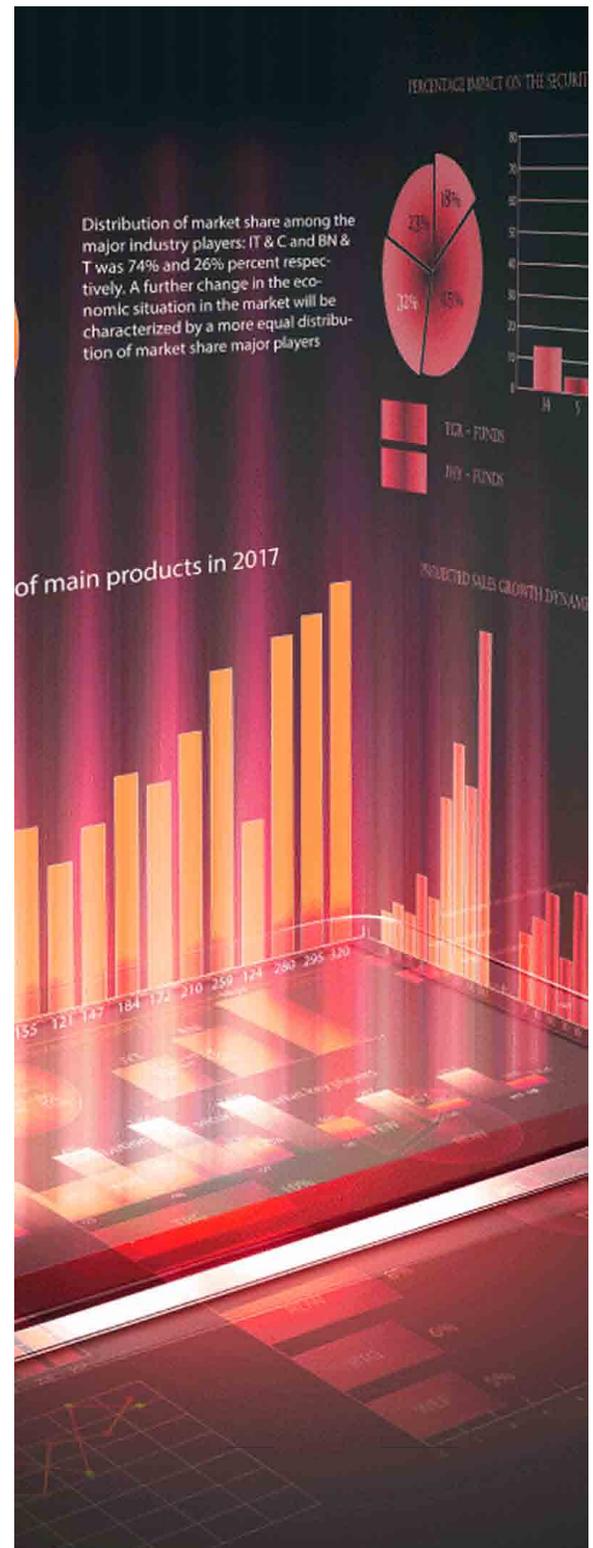
- H. James Harrington

Over the years, as the web has evolved so has the need to understand and measure the usage of online applications. Simply put, web analytics is the measurement, collection and analysis of web and user interaction data for website or mobile applications

Diving into web data to find useful insights can help you better understand your visitors and optimize your marketing initiatives. But, what do you measure? What do the different reports tell you? What are the KPIs for an online application? How do you improve the effectiveness of content, visitor engagement or increase revenue?

This session will give you, an overview of the different tools and methodologies that allow you to view web data. We'll also discuss the steps involved in choosing the right technologies and creating an effective measurement plan.

Get Analytical. Join us at Mid-America IT Connect for our latest presentation. Enjoy a presentation from a thought-leader in tech and our spirited Q&A afterwards!



SEPTEMBER 15, 2016 5:30 P.M.

The Mid-America Club on the 80th floor of the Aon building in downtown Chicago

RSVP with the Club at **312-861-1100** or online at **midamclub.com**

Limit **3 guests** per membership. Members must register their guests with the Membership Department.

Presented by Polymorphic Systems