



OMCP® Digital Analytics and Conversion Professional

Our Program



This program will teach your workforce the entire scope of digital marketing, diving into conversion training and discovering how to keep visitors engaged on a website. Students will gain a comprehensive understanding with real-world examples of what works, what doesn't, and how to test marketing ideas.

Because data and visitors can come from multiple sources, there is a lot to consider in regard to analytics. With this program, your local workforce will be trained to understand how to use web analytics to interpret and measure visitor behavior and conversion.

Certifying Exam: OMCP® Certification Exam

Professional Credential:

Online Marketing Certified Professional
(OMCP®)

Graduate Stats



Average
Completion
Score:

65%

Average
Credential
Exam Pass Rate:

57.8%

