

# Digivizer invests in the next generation of digital marketers with joint partnership with Deep Digital

Deep Digital workshop in big data analytics for business managers will use Digivizer to analyse performance of digital marketing programs

Sydney, 13 March 2019 - Hamilton-based Deep Digital is running a three-day workshop into Creating Value with Analytics at the University of Technology Sydney (UTS) on 26-28 June. In partnership with Deep Digital, Digivizer will provide the 70+ business managers, academics and students who will attend the workshop with access to Digivizer's digital marketing platform, enabling them to analyse the performance of all social, search and content, across their owned, earned and paid media channels. Digivizer will provide registered participants with free licences for 12 months.

Doctor Gohar Khan, chair of the workshop and senior lecturer in digital business at the University of Waikato, said: "Business executives need to understand their digital customers and what matters to them. Even in big companies with more resources, this is often not the case, with executives relying on data analysts for the insights well past the point the customer has interacted with their companies. In smaller companies, there is often little or no understanding of their digital investment performance. Neither option is sustainable. Executives deserve real-time information in a way they can understand, so that they can make impactful decisions. Our workshop equips them with what they need to understand the nature of big data, and what it can do for them. With a number of the best data academics in the world running the three-day session, it's a very hands-on workshop. Having Digivizer's platform as part of the package will make a real difference to the understanding of those in the room."

Emma Lo Russo, CEO of Digivizer, said: "We think it's important to arm today's generation of executives and students, and the next, with the insights that help them understand how to drive greater value from their digital marketing investment. Using Digivizer will give program participants the real-time insights into their owned, earned and paid media across all the major social and search channels. That will bring to life what they need to know to grow their businesses, and to bring real-world context to training and development. They will be able to apply what they learn about digital marketing to their own businesses, creating a real-time test and learn environment to help them manage and measure the performance of their investment.

"Our mission has always been to help businesses of any size get more from their digital marketing investment. This is an investment by us in the next generation of digital marketers, giving them new insights into their digital futures and into the power of digital marketing as it relates to brand, customer engagement and conversion."

Speakers will include Doctor Gohar Khan, Professor Rodney Clarke and Doctor Roba Abbas of the University of Wollongong, Doctor Abhay Singh of Macquarie University, Doctor Artem Lenskiy of Koreatech, and Doctor Marc Smith, Chief Social Scientist for the Connected Action Consulting Group in the US. Digivizer will also present a one-hour training and insights program.

To register for the Deep Digital three-day workshop on Creating Value with Analytics, go to <https://www.analyticsworkshops.com/>. Fees apply. Early-bird discounts close 31 March 2019.

For more information on Digivizer or to create a 30 day free trial, go to <https://digivizer.com/>.

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About Digivizer

Digivizer was founded in 2010. Digivizer helps businesses understand and get more from their digital investment across social and search. Digivizer's platform allows businesses to measure their digital performance across owned, earned and paid media and to easily identify what is working for them.

Digivizer offers a range of plans that scale depending on the number of users, the number of connected paid and search accounts, and the number of influencer and hashtags being tracked. The Digivizer Starter Plan costs US\$89 per month, with all plans offering 30 days of data across all paid, owned and earned, and the first 30 days free.

Digivizer is an ad. and development partner to the major social and search platforms including Facebook (incorporating Instagram), Twitter, LinkedIn and Google (incorporating YouTube).

Go to [digivizer.com](http://digivizer.com).

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Digivizer is at:

Twitter: <https://twitter.com/Digivizer>

Facebook: <https://www.facebook.com/Digivizer>

LinkedIn: <https://au.linkedin.com/company/digivizer>

Instagram: <https://www.instagram.com/Digivizer>

Web: [www.digivizer.com](http://www.digivizer.com)

For more information: Alan Smith, Head of Strategic Business Communications, Digivizer.

Phone: +61 404 432 700. Email: [alan.smith@digivizer.com](mailto:alan.smith@digivizer.com). Twitter: @alansmithoz

### **Contacts**

Alan Smith

+61 404 432 700

[mailto: alan.smith@digivizer.com](mailto:alan.smith@digivizer.com)