



Web Analyst Certification Candidate Handbook

Welcome and Introduction

This handbook has been developed to provide you with the information you will need to complete and submit your certification examination application. This handbook summarizes key aspects of the certification program, its policies and procedures, and the steps to earning and maintaining your web analyst certification. Our goal is to provide a smooth and positive application experience. If you have questions after reading this handbook, please e-mail the [Certification Administrator](#).

The Digital Analytics Association (DAA) Web Analyst Certification Program is a voluntary certification program. The purpose of the program is to provide a mechanism for individuals to obtain professional recognition after demonstrating their knowledge of the web analytics industry. The certification is designed to identify not only analysts with broad domain knowledge, but also, and more importantly, analysts demonstrating a high level of analytical and problem solving ability across the entire web business spectrum. Certification will be issued to qualified individuals upon fulfilling DAA's required education, experience, and examination requirements. Individuals who are certified by DAA will be recognized as DAA Certified Web Analysts (CWA).

The Digital Analytics Association Certification Program can be contacted at:

DAA, 401 Edgewater Place, Suite 600, Wakefield, MA 01880

Email: certificationadministrator@digitalanalyticsassociation.org

Web site: www.digitalanalyticsassociation.org

How do I get certified?

1. Complete and submit the online certification [application](#).
2. Please be sure to read all the information included in this handbook and follow all instructions on the application carefully. The application fee is \$649.00 (U.S. dollars). Professional members are eligible for a discounted fee of \$449 (U.S. dollars).
Corporate members are eligible for four free certification applications for each \$3,000 in DAA membership dues paid annually. For more information contact the DAA Executive Director.
3. When your application has been reviewed and accepted, and payment is confirmed; you will receive a single access to the internet based examination. The application will be considered incomplete if the fee is not submitted, the application is not completely filled out, or insufficient information is provided.
4. Take and pass the DAA certification examination.
5. On satisfactory fulfillment of the certification requirements, the applicant shall be issued a certificate of competency. Certificates shall be issued for a two-year period effective on the date that the certification examination was passed.
6. Certificates shall be valid only so long as the holder uses reasonable care, judgment, and application of knowledge in the performance of duties. No certificate shall be valid if obtained or renewed through fraud, deceit, or the submission of inaccurate qualification data.
7. The certificate shall remain valid as long as the certified web analyst meets DAA's certification maintenance requirements.

What are the certification eligibility requirements?

In order to be certified by DAA, web analysts must meet DAA's examination, education and experience requirements. Individuals can meet the eligibility requirements by fulfilling either of the following two options:

Option 1) High-school diploma (or global equivalent) and five years of online business experience, with at least three of those years focused on web analytics experience within the range of topics described in the [Knowledge Required for Certification](#) document.

Option 2) Four year degree (bachelor's or global equivalent) and three years of web analytics experience within the range of topics described in the [Knowledge Required for Certification](#) document.

Substitutions:

- In some cases, individuals may substitute related experience in other analytical disciplines such as business intelligence and database marketing to meet up to two years of the work experience listed above.
- Individuals may substitute one year of additional online business experience for two years of the education listed in Option 2 above.

Decisions on the acceptance of substitutions will be made on a case-by-case basis. Please contact the DAA [Certification Administrator](#) if you have questions regarding your eligibility for certification prior to submitting your application.

When can I take the exam?

The DAA CWA exam is offered in an Internet-Based Testing format. To improve the testing experience for certification candidates, the CWA exam is administered on an internet-based testing platform. A notice will be sent to the candidate to confirm testing is available, following the application review and payment confirmation.

What is the content of the certification exam?

The [Knowledge Required for Certification](#) provides an overview of the content of the certification exam. This content is based on the collective experience of analysts who work in many different types of companies and agencies located all over the world and meet eligibility requirements for Web Analyst Certification. Potential exam questions are developed or submitted to the DAA Examination Committee, then validated and edited for consistency.

The primary focus of the exam is applying analytical business logic and problem solving ability to web scenarios. The certification exam covers the following key areas:

- a. Web Analytics for Site Optimization
- b. Measuring Marketing Campaigns Online
- c. Creating and Managing the Analytical Business Culture

The certification exam addresses mainstream, well-documented web analytics approaches and thought processes; the exam does not reach into areas where standards of dialog and measurement have not been published by the DAA. The exam is primarily designed to expose the ability of an analyst to solve business problems using data, not to recall facts.

Sample exam questions can be found on the [Exam Resources](#) page.

What is the format of the certification exam?

The certification exam consists of approximately 60 questions and the time limit for the exam is two hours. All questions are multiple-choice with four possible answers. Some questions address depth and breadth of knowledge; these questions are typically a sentence or two in length. Some questions address the ability to interpret reports or data sets; these questions typically include a few paragraphs of context for the business problem followed by a table of data for you to interpret. Finally, there are 2 case studies which outline a business problem for you to solve and may include data tables, graphics, reports, and other illustrations.

What is the best way to prepare for the certification exam?

There is no “best way” to prepare for the exam. Each applicant has a different professional background and will probably need to review different topic areas. You can gauge your readiness to take the exam by reviewing the [Knowledge Required for Certification](#) document. This document provides an outline of the knowledge and skills tested by the exam questions. Reviewing this document will ensure you are aware of all the knowledge areas in which you might encounter questions.

In preparation for taking the certification exam, you can also review [sample questions](#) that are similar to the type of questions covered on the exam. While these questions aren’t duplicated on any exam, sample questions allow you to familiarize yourself with the exam format.

Since we are primarily testing for analytical capability rather than knowledge recall, experience solving many different web analytics business problems is the best predictor of success on the exam. The certification exam is **not** primarily a knowledge test; it is an analytical capabilities test. So even if you have mastery of all the content areas in the Knowledge Required for Certification document you will still need strong problem-solving skills to pass the certification exam.

How can I retake the exam if I fail?

The exam eligibility period (the period of time during which applicants are able to test) is one year. The eligibility period starts on the day the application is approved. You may take the examination if you do not pass on the first attempt. A candidate may test a maximum of four times within this one year period. Individuals who are not successful at passing the exam in four attempts will be required to resubmit an application and required certification fee in effect at the time of reapplication.

Are there restrictions on what I can access during an exam session?

The DAA Web Analyst Certification Exam is closed-book. No reference material is allowed during the exam session. No electronic devices for the storage, display, or transmission of data, such as cell phones, personal digital assistants (PDAs), calculators, tape recorders, computers, or cameras are allowed in the

testing area. Candidates should only have a pencil and sheet of scratch paper for manual calculations. Any other material must be left outside the examination area.

Candidates are absolutely prohibited from recording examination content in any format. Any calculations for the exam are to be destroyed immediately after exiting the exam. Candidates who violate these rules will be disqualified from the exam as well as future exams. Copyrights for the CWA exam are owned by DAA Certification Board. Any attempt to reproduce or memorize all or part of the exam is prohibited. Any unauthorized disclosure, publication, copying, reproduction, transmission, distribution, or possession of the exam content or material in any form may subject you to civil liability or criminal prosecution.

Do you offer accommodations for disabilities?

Yes, if you require special accommodation due to a disability that may impair your ability to take the examination, you may request an exam accommodation. The DAA Certification Board will make reasonable efforts to accommodate eligible candidates who provide documented evidence of their disability or need for special arrangements. The DAA requires applicants requesting accommodation to submit an *Accommodation Request Form* which includes current documentation of the disability from an individual qualified to assess the disability. The documentation must identify the diagnosis and nature of the disability and the recommended accommodation.

What do I need to do to maintain my certification?

The DAA certification cycle lasts three years from the date the examination is passed. Individuals who have attained the DAA certification may obtain continuing education in order to maintain an active certification status for a successive three-year period. Attending professional development conferences and participating in training events in addition to many online education offerings are examples of the types of activities that will qualify as continuing education. Volunteer work for a DAA task force may also apply. View additional details of [certification maintenance requirements](#).

What can I do if I disagree with my exam score or a decision made by the certification program?

An appeal procedure is available to any individual who has applied for or received certification from the Digital Analytics Association and who wishes to appeal any adverse decision affecting his or her certification status. Any individual who does not file a request for an appeal within the required time limit shall waive the right to appeal.

Appeals Process

1. A request for review and consideration must be submitted in writing to the Certification Administrator within 20 calendar days following the date on which the adverse decision was provided. The request should state the reasons why the decision is being contested.
2. Appeals related to application review: Only information on education and experience previously submitted will be subject to review by the Certification Board. Submission of new information or additional documentation may invalidate an appeal and require the applicant to file a new application for certification. Therefore, it is incumbent on applicants to fully complete their original applications.
3. Appeals related to the certification exam: Candidates should provide the question number and comments regarding any question(s) they believe contain errors in the comment area provided at the

end of the examination. Upon receiving an appeal, the Certification Administrator will ask the Examination Committee to review specific candidate comments relating to the challenged examination question. Candidates who fail the examination and believe this was due to an error in scoring may have their examination results hand scored by submitting a request in writing to the certification administrator.

The Certification Board shall review and act on a properly filed request for review within 45 calendar days of receipt. The individual will be notified in writing of the decision of the Certification Board and the reasons therefore within 15 business days following the date of the Board's review and action. For all appeals, the Certification Board may decide to uphold the decision or it may take other appropriate action with regard to the request. The Certification Board is the final authority for certification appeals.

Is my information kept confidential?

Certification applications and candidate exam performance will remain confidential unless otherwise stipulated by the examinee in writing or as required by law. The DAA will release application and pass/fail information only to the applicant and only in writing. The exception to this is the published list of certified web analysts that the DAA makes available to the public.

DAA Suspension and Revocation Policy

1. The certification board may, at its discretion, suspend or revoke a certificate for cause. Causes for suspension or revocation include, but are not limited to:
 - Fraud, deceit, or submission of inaccurate qualification data to obtain certification
 - Failure to exercise reasonable care, judgment, or application of knowledge in the performance of job duties
 - Gross negligence, incompetence, fraud or deceit in the performance of job duties
 - Unprofessional conduct
2. When the certification board has reason to believe that charges against a certificate holder may be valid, it shall notify the certificate holder by certified mail at his/her last known address. The certificate holder will have the opportunity to present his or her defense to the certification board in writing according to the terms outlined in the *Appeals Policy*. The suspension or revocation shall remain in effect until the board reviews the case. The certification board shall then uphold or deny the suspension or revocation.
3. A certificant whose certificate is revoked may not apply for certification for 365 days from the effective date of the final order of revocation. An application received following the 365 days revocation period will be treated as an initial application.

DAA Audit of Application Material

The submission of an application indicates your agreement to comply with the terms of the DAA audit process. All applications are subject to an audit. While the selection process for an audit is primarily random, DAA reserves the right to select any candidate to be audited at any time, including after the certification has been bestowed.

During an audit, you will be asked to submit supporting documentation such as:

- Copy of your academic diploma/global equivalent
- Signatures from your supervisor(s) or manager(s) documenting the experience verification section of the application

If you are selected for an audit, it will not delay the application review or certification exam scheduling process. If you fail to meet the audit requirements it may affect your certification status.

DAA Statement of Nondiscrimination

The DAA Certification Board does not discriminate against any person on the basis of age, gender, sexual orientation, race, religion, national origin, medical condition, physical disability, veteran status, or marital status.
