



UBC Web Analytics Program Wins Award of Excellence

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VANCOUVER, BC – 13 June 2007: Recently The University of British Columbia Continuing Studies received an Award of Excellence in the international category for their innovative **web analytics** program from the Canadian Association for University Continuing Education (CAUCE).

Offered in partnership with the US-based Web Analytics Association, the **UBC Award of Achievement in Web Analytics** teaches students how to measure traffic to a web site and optimize the effectiveness of the site's content, navigation and structure, thereby improving the customer's experience at the site. The program is delivered in a 100% online format to meet the needs of globally dispersed learners and create a flexible learning environment. The program has attracted students from over 15 countries around the world, including Australia, China, France, Germany, Hong Kong, India, the Netherlands, the US and the UK.

"This program provided me with good insights and understanding about interactive marketing and web analytics/measurement and exactly how metrics could contribute to optimizing the consumer experiences online," says Tim Goudie, program participant and manager of interactive marketing with Coca-Cola. "It was so practical that as I was studying I was busy making notes to take back to the office the next day that could be used or implemented."

The panel of judges handing out the CAUCE awards agree that it's "an innovative program that addresses the training needs of a growing sector." The program has appealed to everyone from marketers and Internet marketers to CEOs and general managers to programmers, web developers and project managers. As the first program of its kind launched in October 2005, the **UBC Award of Achievement in Web Analytics** has graduated over 55 students, with another 100 poised to follow. "We've had an overwhelming response all along from students and the industry for our program," says Raquel Collins, Senior Program Leader, UBC Continuing Studies. "But it's a great feeling to be recognized by our peers in continuing education for our innovation and real-world relevance."

Adds Jim Sterne, president of the Web Analytics Association, "Without UBC we would never have been able to put this offering together in a timely way with such overwhelming success around the world. As the first online course in web analytics of any kind, this program defines the leading edge in our industry, proven by senior marketing executives from Fortune 500 companies publicly crediting this program for their online web marketing achievements."

To find out more about the **UBC Award of Achievement in Web Analytics**, visit www.tech.ubc.ca/webanalytics or call 604-822-1420.

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