

# € TRAINING

Marketing Analytics



9 - 13 December 2024  
Lisbon (Portugal)



# Marketing Analytics

REF: R2322 DATE: 9 - 13 December 2024 Venue: Lisbon (Portugal) - Fee: 5940 Euro

## Introduction:

In today's data-driven landscape, marketing success hinges on the ability to harness insights effectively. This immersive program provides hands-on experience with cutting-edge analytics tools and techniques, empowering both seasoned marketers and newcomers to drive meaningful impact in their marketing efforts, refine strategies, enhance targeting, achieve measurable results, and tackle real-world challenges with confidence, enabling them to stay ahead in a rapidly evolving marketplace.

## Program Objectives:

By the end of this program, participants will be able to:

- Understand Marketing Analytics fundamentals and its modern business significance.
- Learn to collect, process, and analyze diverse marketing data.
- Gain proficiency in popular analytics tools for insights.
- Interpret and communicate analytical findings effectively.
- Apply analytics to real-world case studies.
- Optimize marketing campaigns, budgets, and ROI.

## Targeted Audience:

- Marketing Managers and Directors.
- Digital Marketing Professionals.
- Advertising Executives.
- Business Analysts.
- Market Researchers.
- Entrepreneurs and Business Owners.

## Program Outlines:

Unit 1.

Introduction to Marketing Analytics:

- Understanding the role of data in modern marketing.
- Types of marketing data and their sources.
- Introduction to key analytics concepts and metrics.
- Importance of data quality and ethical considerations.
- Exploring Emerging Trends and Technologies in Marketing Analytics.

## Unit 2.

### Data Collection and Preparation:

- Data collection methods: surveys, web analytics, social media data, etc.
- Data cleaning, validation, and transformation.
- Exploratory data analysis for marketing insights.
- Implementing Data Privacy and Compliance Measures in Marketing Data Collection.
- Leveraging Automation and AI for Streamlining Data Cleaning and Preparation Processes.

## Unit 3.

### Marketing Analytics Tools and Software:

- Analyzing Marketing Analytics Platforms: Comparing features for better decisions.
- Enhancing Data Visualization: Improving insights for smarter choices.
- Practical Case Studies: Applying Analytics to real business situations.
- Customizing Analytics Software: Tailoring solutions to meet specific needs.
- Integrating Marketing Tools: Ensuring smooth data flow across systems.

## Unit 4.

### Customer Segmentation and Targeting:

- Importance of customer segmentation in marketing
- Demographic, psychographic, and behavioral segmentation.
- Targeting strategies based on segmentation analysis.
- Case study: Creating effective buyer personas.



- Leveraging Advanced Analytics for Dynamic Customer Segmentation and Targeting Strategies.

## Unit 5.

### Measuring Marketing Effectiveness and Optimization:

- Key performance indicators KPIs for different marketing goals.
- ROI measurement and attribution modeling.
- Case study: Analyzing a multi-channel marketing campaign.
- Implementing Marketing Mix Modeling for Holistic Performance Evaluation.
- Exploring Data-driven Insights for Continuous Campaign Iteration and Improvement.