

€ TRAINING

Marketing Analytics



14 - 18 July 2025
Kuala Lumpur (Malaysia)



Marketing Analytics

REF: R2322 DATE: 14 - 18 July 2025 Venue: Kuala Lumpur (Malaysia) - Fee: 5300 Euro

Introduction:

Marketing analytics is the practice of measuring, analyzing, and optimizing marketing performance to maximize return on investment ROI. It empowers businesses to make data-driven decisions by providing actionable insights into customer behavior, campaign effectiveness, and market trends. This training program equips participants with essential knowledge and tools to interpret marketing data, design effective strategies, and achieve competitive advantages in a dynamic marketplace.

Program Objectives:

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

- Explore the fundamental concepts and tools of marketing analytics.
- Evaluate customer behavior and market trends using data-driven methods.
- Utilize metrics and KPIs to assess marketing campaign performance.
- Develop strategies for integrating marketing analytics into decision-making.
- Optimize resource allocation and maximize ROI through analytics.

Targeted Audience:

- Marketing professionals and analysts.
- Business development and strategy managers.
- Data analysts working in marketing domains.
- Professionals seeking to enhance their data-driven marketing skills.

Program Outline:

Unit 1:

Foundations of Marketing Analytics:

- Overview of marketing analytics and its significance in modern business.
- Types of marketing data: structured and unstructured.
- Key metrics and performance indicators in marketing.

- Role of data visualization in marketing analytics.
- Common challenges in implementing analytics solutions.

Unit 2:

Customer Insights and Behavior Analysis:

- Understanding customer segmentation and targeting.
- Methods of analyzing customer lifetime value CLV and retention rates.
- Tools for tracking customer behavior across channels.
- Identifying trends and patterns in customer data.
- Predictive analytics for forecasting customer needs and preferences.

Unit 3:

Campaign Performance Evaluation:

- Measuring the success of marketing campaigns using KPIs.
- Attribution models for determining ROI of multi-channel campaigns.
- Analyzing the effectiveness of digital marketing strategies.
- Tools for tracking and optimizing conversion rates.
- Monitoring and improving social media performance metrics.

Unit 4:

Integration of Marketing Analytics in Strategy:

- Aligning marketing analytics with business objectives.
- Using analytics to guide pricing and product strategies.
- Leveraging competitive intelligence for market positioning.
- Decision-making using marketing dashboards.
- Enhancing collaboration between marketing and data teams.

Unit 5:



Maximizing ROI with Marketing Analytics:

- Resource allocation methods based on analytics-driven insights.
- Optimizing advertising spend through data analysis process.
- Identifying underperforming campaigns and corrective actions.
- Tools for evaluating the long-term impact of marketing strategies.
- Strategies for continuous improvement through analytics feedback.