

Marketing Analytics and Insights

Bordeax (France) 25 - 29 August 2025

uk Traininig **PARTNER**

www.blackbird-training.com



Marketing Analytics and Insights

Code: CC28 From: 25 - 29 August 2025 City: Bordeax (France) Fees: 4400 Pound

Introduction

In the rapidly evolving world of digital marketing, understanding and leveraging data has become crucial for driving strategic decisions and optimizing marketing efforts. The Marketing Analytics and Insights course is designed to equip participants with the essential tools and techniques to analyze marketing performance, interpret critical metrics, and generate actionable insights. Through hands-on exercises and real-world scenarios, participants will master the skills to utilize marketing and data analytics to measure campaign success, identify market trends, and enhance customer engagement.

Course Objectives

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

- Understand the core concepts of marketing analytics and its role in strategic decision-making.
- Collect, analyze, and interpret marketing and analytics data to measure performance effectively.
- Apply digital marketing analytics tools to optimize campaigns and customer journeys.
- Generate actionable insights to drive strategic marketing decisions.
- Leverage data visualization techniques for clear and impactful reporting.

Course Outlines

Day 1: Introduction to Marketing Analytics and Data Collection

- Definition and importance of marketing analytics in business strategy.
- Key concepts: Customer Journey Mapping, Touchpoints, Conversion Funnels.
- Understanding different types of data:
 - First-party, Second-party, and Third-party Data.
 - Quantitative vs. Qualitative Data.
- Tools for data collection: Google Analytics, CRM Systems, Social Media Analytics.
- Hands-on session: Setting up Google Analytics and exploring key metrics.

Day 2: Analyzing Marketing Performance and Key Metrics

- Understanding Key Performance Indicators KPIs in marketing: Traffic Analysis, Conversion Rates, Bounce Rates, Click-through Rates CTR.
- Campaign performance analysis:



Head Office: +44 7480 775 526 Email: Sales@blackbird-training.com Website: www.blackbird-training.com



- Email Campaigns, Social Media Campaigns, PPC Campaigns.
- Attribution models and measuring ROI in marketing campaigns.
- Hands-on practice: Analyzing real-world campaign data and calculating ROI.
- Case Study: Successful marketing analytics strategies in global companies.

Day 3: Segmentation, Targeting, and Customer Insights

- Data-driven customer segmentation and effective targeting.
- Understanding Customer Lifetime Value CLV and its impact on marketing strategy.
- Identifying customer behaviors, preferences, and purchase patterns.
- Utilizing RFM Analysis Recency, Frequency, Monetary Value for targeted marketing.
- Workshop: Building customer personas based on market analytics data.

Day 4: Data Visualization and Marketing Dashboards

- The importance of data visualization in marketing decision-making.
- Tools for visualization: Tableau, Power BI, Google Data Studio.
- Creating effective Marketing Dashboards and Reports for impactful insights.
- Best practices for presenting data to stakeholders.
- Group Activity: Designing a marketing dashboard for a live campaign.

Day 5: Strategic Decision Making and Predictive Analytics

- Leveraging analytics in marketing for strategic decision-making.
- Introduction to Predictive Analytics Marketing and its role in forecasting.
- Utilizing machine learning for customer behavior prediction.
- Building Data-Driven Marketing Strategies for competitive advantage.
- Final Project: Analyzing a marketing campaign and presenting strategic recommendations.

Why Attend this Course: Wins & Losses!

- Master the skills to collect, analyze, and interpret marketing data for better decision-making.
- Enhance marketing campaigns by understanding performance metrics and customer behavior.
- Learn to create impactful data visualizations and dashboards for clear communication.
- Drive business growth by leveraging marketing analytics insights for strategic planning.

Conclusion

Marketing Analytics and Insights is an essential skill set for modern marketers aiming to optimize campaigns, enhance customer engagement, and drive business growth. This course empowers participants with the knowledge and practical experience to collect, analyze, and interpret marketing and analytics data effectively.

By the end of this training, participants will be prepared to make data-driven marketing decisions, predict trends, and maximize campaign impact, setting them apart in the competitive field of marketing analytics positions.





Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzego Viasc)ais (Portugal)



Glasgow (Scotland)



Edinburgh (UK)

Lyon (France)



Oslo (Norway)

Moscow (Russia)



Annecy (France)



Bordeax (France)



Copenhagen (Denmark)





Istanbul (Turkey)







Geneva



Stockholm (Sweden)





Paris (France)





Athens(Greece)

Rome (Italy)







Brussels



Munich (Germany)





Berlin (Germany)





Prague (Czech)

a.



Lisbon (Portugal)

Zurich

Vienna



Manchester (UK)



Milan (Italy)









London (UK)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)

Washington (USA)



Orlando, Florida (USA)

Barn Ashar Mary



Online









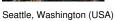


Jersey, New Jersey (USA)

Miami, Florida (USA)



New York City (USA)



Washington DC (USA)





Toronto (Canada)

ASIA



Manila (Philippines)





Bangkok



Beijing (China)

Baku

Irbid

Maldives (Maldives)

Singapore (Singapore)





Kuala Lumpur (Malaysia)



Amman (Jordan)





Seoul

Jeddah (KSA)



Riyadh(KSA)

Pulau Ujong



Head Office: +44 7480 775 526 Email: Sales@blackbird-training.com Website: www.blackbird-training.com





Jakarta (Indonesia)







Beirut













Blackbird Training Cities AFRICA



Kigali (Rwanda)



Cape Town



Accra (Ghana)





Marrakesh (Morocco)

Nairobi (Kenya)



Tangier (Morocco)

Cairo (Egypt)







Tunis (Tunisia)



Head Office: +44 7480 775 526 Email: Sales@blackbird-training.com Website: www.blackbird-training.com



Blackbird Training Clients

Β.

Booking.com

Netherlands



ANNAI Trading Company WLL, MANNAI Qatar



Nigeria

Ce

GA(

UNE FILIALE D'EGA

Qatar



Alumina Corporation

Guinea

مـؤسـسـة قـطـر Qatar Foundation Qatar Foundation, **Qatar**



Oxfam GB International Organization, **Yemen**



Capital Markets Authority, **Kuwait**



Kuwait



Reserve Bar Malawi, **Malawi** Bank of



Nigeria



Ministry of Interior, KSA



AFRICAN UNION ADVISORY BOARD ON CORRUPTION, Tanzania

Mabruk Oil Company Libya

Saudi Electricity Company, **KSA**

Ś

General Organization for Social Insurance ral C. Social Insu KSA

جتماعية General Or

الشركة السعودية للكهريا. Baudi Electricity Company



BADAN PENGELOLA KEUANGAN Haji, Indonesia



Nigeria



North Oil company,



NATO

Italy

ناءات الوطنية National Industries

E%EDC

EKO Electricity



ad Medical Co Hamad Medical

Corporation, **Qatar**



Oman Broadband



USAID Pakistan



UN.



STC Solutions, **KSA**





Head Office: +44 7480 775 526 Email: Sales@blackbird-training.com Website: www.blackbird-training.com













Blackbird Training Categories

Management & Admin

Professional Skills Finance, Accounting, Budgeting Media & Public Relations Project Management Human Resources Audit & Quality Assurance Marketing, Sales, Customer Service Secretary & Admin Supply Chain & Logistics Management & Leadership Agile and Elevation

Technical Courses

Hospital Management Public Sector Special Workshops Oil & Gas Engineering Telecom Engineering IT & IT Engineering Health & Safety Law and Contract Management Customs & Safety Aviation C-Suite Training

UK Traininig





International House 185 Tower Bridge Road London SE1 2UF United Kingdom



+44 7401 1773 35 +44 7480 775526



Sales@blackbird-training.com



www.blackbird-training.com

