

## Marketing Analytics and Insights

*London (UK)*

*19 - 23 January 2026*

UK Training

# PARTNER



## Marketing Analytics and Insights

Code: CC28 From: 19 - 23 January 2026 City: London (UK) 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:

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The text 'UK Training PARTNER' is overlaid on the right side of the board.

UK Training  
**PARTNER**

- 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.

A graphic of a chessboard with several chess pieces, including a king, queen, and pawns, arranged on the board. The text 'UK Training PARTNER' is overlaid on the image.

UK Training  
**PARTNER**



## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)  
(Switzerland)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



Manchester (UK)



Milan (Italy)



## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training  
**PARTNER**



## Blackbird Training Cities

### AFRICA



Kigali (Rwanda)



Cape Town ( South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients

 <b>MANNAI CORPORATION</b> MANNAI Trading Company WLL, Qatar	 <b>GAC</b> UNE FILIALE D' EGA Alumina Corporation Guinea	 <b>Booking.com</b> Booking.com Netherlands	 <b>OXFAM</b> Oxfam GB International Organization, Yemen	 <b>Capital Markets Authority</b> Kuwait
 <b>Waltersmith</b> Waltersmith Petroman Oil Limited Nigeria	 <b>QNB</b> Qatar National Bank (QNB), Qatar	 <b>Qatar Foundation</b> Qatar	 <b>AFRICAN UNION ADVISORY BOARD ON CORRUPTION</b> Tanzania	 <b>KFAS</b> KFAS Kuwait
 <b>Reserve Bank of Malawi</b> Malawi	 <b>Central Bank of Nigeria</b> Nigeria	 <b>Ministry of Interior Kingdom of Saudi Arabia</b> KSA	 <b>Mabruk Oil Company</b> Libya	 <b>Saudi Electricity Company</b> KSA
 <b>BPKH</b> Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 <b>NATO Italy</b> Italy	 <b>ENI</b> ENI CORPORATE UNIVERSITY, Italy	 <b>GULF BANK</b> Gulf Bank Kuwait	 <b>General Organization for Social Insurance</b> KSA
 <b>Defence Space Administration</b> Nigeria	 <b>National Industries Group (Holding)</b> Kuwait	 <b>Hamad Medical Corporation</b> Qatar	 <b>USAID</b> Pakistan	 <b>STC</b> STC Solutions, KSA
 <b>North Oil Company</b> North Oil company,	 <b>EKO Electricity</b> EKO Electricity	 <b>OMAN BROADBAND</b> Oman Broadband	 <b>UNITED NATIONS</b> UN.	 <b>Authority for Electricity Regulation, Oman</b> Authority for

UK Training  
**PARTNER**

## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
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

Artificial Intelligence (AI)  
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



 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

UK Training  
**PARTNER**

