

Marketing Analytics and Insights

Lyon (France)

12 - 16 January 2026

UK Training

PARTNER



Marketing Analytics and Insights

Code: CC28 From: 12 - 16 January 2026 City: Lyon (France) Fees: 4200 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, including a king, queen, and pawns, arranged on the board. The text 'UK Training PARTNER' is overlaid on the image.

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 and pawns, arranged on it. 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)



Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



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)



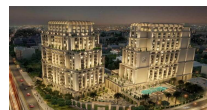
Pulau Ujong (Singapore)



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

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

