MARKETING ANALYTICS, CUSTOMER DATA & PERFORMANCE MEASUREMENT COURSE

Introduction

Marketing Analytics, Customer Data & Performance Measurement is an executive-level programme designed to equip marketing, sales, customer experience and business leaders with the ability to transform customer and marketing data into actionable business intelligence and measurable commercial outcomes. performance. This programme provides a practical framework for using marketing analytics to understand customers, evaluate campaigns, measure acquisition and retention, identify profitable segments and improve marketing decisions. Participants examine the complete analytical process—from data collection and quality management to segmentation, customer journey analysis, campaign measurement, attribution, forecasting and executive reporting. The course also explores Customer Lifetime Value (CLV), Customer Acquisition Cost (CAC), conversion rates, marketing ROI, attribution models, funnel analytics, cohort analysis and predictive analytics. Participants learn how to distinguish meaningful performance indicators from vanity metrics and develop dashboards that support management decisions. Particular attention is given to integrating marketing data with CRM, sales and customer experience information, enabling organizations to build a more complete view of customers and strengthen marketing-sales alignment.

Course Objectives

- Understand the strategic role of marketing analytics in decision-making.
- Develop a structured marketing measurement framework.
- Identify and manage relevant customer and marketing data sources.
- Apply customer segmentation and behavioural analytics.
- Analyze customer journeys and marketing funnels.
- Measure campaign performance across digital and traditional channels.

- Calculate and interpret CAC, CLV, conversion rates and marketing ROI.
- Apply attribution techniques to evaluate marketing contribution.
- Develop effective marketing performance dashboards.
- Integrate marketing, CRM, sales and customer data.
- Use predictive and trend analysis to support marketing decisions.
- Identify opportunities for campaign and customer-performance improvement.
- Communicate marketing insights effectively to senior management.
- Use AI and emerging analytical technologies responsibly in marketing.

Course Modules

> Module 1: Foundations of Marketing Analytics & Data-Driven Decision Making

- Role and evolution of marketing analytics
- Marketing intelligence versus marketing reporting
- Data-driven marketing decision-making
- Building a marketing measurement culture

> Module 2: Customer Data, Data Quality & Marketing Intelligence

- Sources of customer and marketing data
- First-party, Behavioural and transactional data
- Data quality, completeness and consistency
- Customer-data governance and responsible data use

> Module 3: Customer Segmentation & Behavioural Analytics

- Principles of data-driven customer segmentation
- Demographic, Behavioural and value-based segmentation
- Customer profiling and persona development
- Identifying high-value customer segments

> Module 4: Customer Journey, Funnel & Conversion Analytics

- Mapping the customer journey
- Marketing funnel measurement
- Lead-to-customer conversion analysis
- Identifying customer journey bottlenecks

> Module 5: Campaign & Channel Performance Measurement

- Measuring campaign effectiveness
- Organic, paid and owned channel analytics
- Channel comparison and performance evaluation
- Campaign optimization using performance data

> Module 6: Marketing KPIs, CAC, CLV & Revenue Analytics
- Marketing KPIs and performance indicators
- Customer Acquisition Cost and acquisition efficiency
- Customer Lifetime Value and customer profitability
- Revenue contribution and marketing economics

> Module 7: Marketing Attribution, ROI & Performance Optimization
- Principles of marketing attribution
- First-touch, last-touch and multi-touch attribution
- Marketing ROI and return-on-investment analysis
- Budget optimization and resource allocation

> Module 8: CRM, Customer Intelligence & Integrated Marketing Data
- CRM data and customer intelligence
- Integrating marketing and sales information
- Customer profiles and single-customer views
- Using integrated data for relationship management

> Module 9: Marketing Dashboards, Reporting & Executive Decision Support
- Designing effective marketing dashboards
- Selecting meaningful KPIs
- Data visualization and management reporting
- Translating analytics into executive insights

> Module 10: Predictive Analytics, AI & Future Marketing Performance
- Predictive marketing analytics
- Customer propensity and Behavioural forecasting
- AI applications in customer and marketing analytics
- Continuous performance improvement and marketing transformation

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