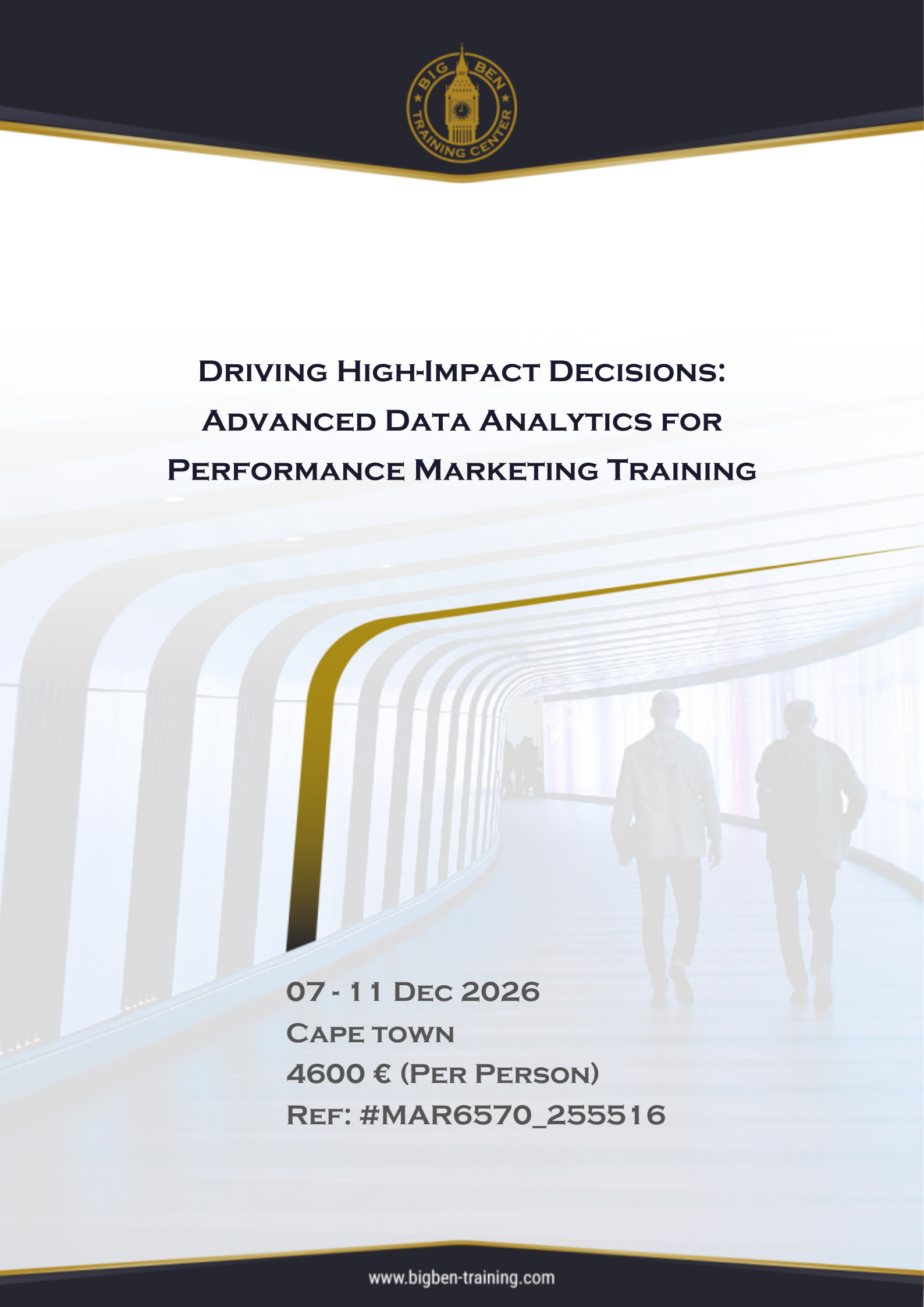
Driving High-Impact Decisions: Advanced Data Analytics for Performance Marketing Training



07 - 11 Dec 2026

Cape town

4600 € (Per Person)

Ref: #MAR6570_255516

Course Introduction / Overview:

This intensive training course, offered by BIG BEN Training Center, is meticulously designed to bridge the crucial gap between raw marketing data and actionable, high-impact business decisions. In today's digital landscape, effective performance marketing is impossible without deep, sophisticated data analysis, which is the cornerstone of campaign optimization and superior return on investment (ROI). This program goes beyond surface-level reporting, immersing participants in advanced techniques like predictive modeling, customer lifetime value (CLV) calculation, and multi-touch attribution (MTA). We will explore the framework laid out by thought leaders like Dr. Iain Brown, a prominent figure in data science and marketing analytics, whose work in "Mastering Marketing Data Science: A Comprehensive Guide for Today's Marketers" emphasizes the necessity of weaving data science into the marketing fabric. Participants will learn to use analytical methodologies to measure marketing effectiveness accurately, understand consumer behavior, and strategically allocate budget for maximum performance gains. The curriculum covers everything from establishing robust key performance indicators (KPIs) to conducting A/B testing and utilizing market mix modeling for comprehensive channel optimization. By the end of this program, professionals will be equipped to transform complex datasets into a clear strategic roadmap that consistently drives revenue growth and competitive advantage for their organization.

Target Audience / This training course is suitable for:

- Performance Marketing Managers and Specialists.
- Digital Marketing Analysts and Data Scientists.
- Marketing Directors and Chief Marketing Officers (CMOs).
- E-commerce and Growth Marketing Professionals.
- Business Intelligence and Analytics Personnel focusing on marketing data.
- Media Planners and Buyers seeking data-driven optimization skills.
- Product Managers focusing on customer acquisition and retention metrics.

Target Sectors and Industries:

- Technology and Software (SaaS, E-commerce, Fintech) require granular performance tracking.
- Retail and Consumer Goods (CPG) focused on omnichannel optimization and customer segmentation.
- Financial Services and Banking necessitating precise ROI measurement and risk-based marketing.
- Telecommunications and Media seeking to optimize subscription models and content consumption.
- Healthcare and Pharmaceuticals (non-regulatory roles) for campaign effectiveness and audience targeting.
- Government agencies and equivalents applying data-driven approaches to public outreach and service adoption.
- Manufacturing and Automotive transitioning to direct-to-consumer digital channels.

Target Organizations Departments:

- Performance Marketing and Growth Departments requiring advanced measurement and optimization.
- Marketing Analytics and Business Intelligence Teams focused on data modeling and reporting.
- Sales Operations and Strategy Departments needing lead quality and funnel analysis insights.
- E-commerce and Digital Channels Departments managing online revenue generation and conversion.
- Product Management Teams using customer data for feature prioritization and market fit.

Course Offerings:

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

- Design and implement a robust framework for performance marketing measurement, including custom KPIs and metrics.
- Analyze campaign performance across various digital channels using advanced statistical methods and tools.
- Calculate and interpret Customer Lifetime Value (CLV) to inform budget allocation and customer acquisition strategies.
- Apply Multi-Touch Attribution (MTA) models to accurately credit marketing channels and optimize the full customer journey.
- Utilize market mix modeling to understand the impact of both digital and traditional marketing on overall business outcomes.
- Conduct rigorous A/B and multivariate testing to drive conversion rate optimization (CRO).
- Segment target audiences effectively using data analysis for hyper-personalization and improved targeting accuracy.
- Translate complex data findings into clear, compelling narratives and visual dashboards for executive decision-makers.
- Implement predictive analytics, such as churn and propensity modeling, to forecast future performance and mitigate risks.

Course Methodology:

This course by BIG BEN Training Center adopts a highly practical, experiential learning methodology, ensuring that participants do not just absorb theory but truly master the application of advanced data analytics in performance marketing. The core of the program revolves around intensive, real-world case studies drawn from diverse industries, challenging participants to diagnose performance issues, select the appropriate analytical model (e.g., regression, clustering, attribution), and develop data-backed strategic recommendations. Interactive sessions and group workshops are central, facilitating team-based analysis of anonymized, large datasets where participants collectively clean data, build models, and interpret results using industry-standard tools. Emphasis is placed on transforming complex marketing data analysis into understandable business strategy. The program incorporates peer-to-peer learning and continuous feedback loops, allowing experts to review participant work and provide immediate, constructive critique. Discussions also cover the ethical use of customer data and the future of performance marketing optimization with emerging analytical techniques. This blended approach ensures deep skill acquisition and the confidence to lead data-driven initiatives immediately upon returning to the workplace.

Course Agenda (Course Units):

Unit One: Foundations of Performance Measurement and Data Infrastructure

- Understanding the Performance Marketing Ecosystem and Key Metrics (KPIs).
- Defining and calculating core metrics: CPA, CPL, ROAS, and Margin.
- Establishing a unified data taxonomy and governance for marketing data.
- Data collection strategies and integration from diverse sources (Web, CRM, Ad Platforms).
- Introduction to statistical thinking for marketers: Hypothesis testing and sampling.
- Setting up tracking mechanisms (Pixels, GTM) for accurate data capture.
- Building effective reporting dashboards for performance monitoring.

Unit Two: Customer Behavior Analysis and Segmentation

- Techniques for in-depth customer journey mapping and path analysis.
- Customer segmentation using demographic, behavioral, and psychographic data.
- Calculating Customer Lifetime Value (CLV) and its variants (Historical, Predictive).
- Using CLV for strategic budget allocation and high-value customer targeting.
- Analyzing churn and retention rates to inform remarketing campaigns.
- Applying RFM (Recency, Frequency, Monetary) analysis for database marketing.
- Creating lookalike and custom audiences based on high-performing segments.

Unit Three: Advanced Attribution Modeling and Optimization

- The limitations of last-click attribution and the necessity of Multi-Touch Attribution (MTA).
- Exploring different MTA models: Linear, Time Decay, U-shaped, and Algorithmic.
- Selecting and implementing the most appropriate attribution model for business goals.
- Understanding incrementality testing and its role in performance marketing optimization.
- Designing and executing controlled marketing experiments and A/B testing methodologies.
- Analyzing test results for statistical significance and business impact.
- Optimizing bid strategies and budget pacing based on attribution insights.

Unit Four: Predictive Analytics and Marketing Mix Modeling

- Introduction to predictive analytics for marketing: Forecasting and risk assessment.
- Building propensity models: purchase, click, and conversion likelihood.
- Fundamentals of Marketing Mix Modeling (MMM) for holistic media planning.
- Using MMM to determine optimal cross-channel spend and resource allocation.
- Identifying diminishing returns on ads across various channels.
- Introduction to regression analysis for measuring marketing effectiveness and causality.
- Leveraging data visualization tools to communicate complex model findings clearly.

Unit Five: Data-Driven Strategy and Ethical Practices

- Translating data analysis into strategic marketing planning and budget recommendations.
- Developing a roadmap for continuous performance marketing optimization.
- Presenting analytical findings to senior management as compelling, data-backed business narratives.
- Understanding data privacy regulations (GDPR, CCPA) and their impact on data analysis.
- Ethical considerations in using customer data for personalization and targeting.
- Future trends in performance marketing: AI-driven optimization and automated bidding.
- Creating a measurement framework for long-term marketing accountability.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Given the inherent limitations and biases of even the most sophisticated multi-touch attribution models, how should a Chief Marketing Officer ethically and effectively combine these quantitative insights with qualitative customer feedback to drive a genuinely human-centric, high-performance marketing strategy?

What unique qualities does this course offer compared to other courses?

This course stands out because it provides a deep, hands-on, and academically informed perspective on data analysis and performance marketing, moving far beyond simply reporting on platform metrics. Unlike training that focuses on tool-specific tutorials, this program emphasizes mastering the underlying statistical and analytical concepts necessary for true performance marketing optimization. The curriculum is built around the latest academic frameworks, such as the principles outlined by Dr. Iain Brown in marketing data science, ensuring participants learn cutting-edge methodologies like algorithmic Multi-Touch Attribution and rigorous incrementality testing. We focus on teaching the why and the how of calculating metrics like Customer Lifetime Value (CLV) and the development of predictive models, which are crucial for forecasting and strategic budget allocation. This allows participants to build bespoke solutions for their organization's unique data challenges, rather than relying on black-box software. By integrating intense case studies and a final capstone project centered on marketing effectiveness, BIG BEN Training Center ensures graduates can immediately translate advanced data-driven decision-making into measurable increases in ROI and sustained revenue growth for their organization.