Advanced Digital Marketing Analytics and ROI Optimization Training Course



26 - 30 Oct 2026

Cape town

4600 € (Per Person)

Ref: #MAR6602_284638

Course Introduction / Overview:

This intensive training course is designed to transform participants into data-driven marketing strategists capable of measuring, analyzing, and optimizing digital marketing performance to maximize return on investment (ROI). In today's competitive landscape, simply executing campaigns is not enough; professionals must prove their value through concrete data. This program moves beyond surface-level metrics to explore the sophisticated analytical techniques that link marketing activities directly to business outcomes. Drawing on principles articulated by digital marketing evangelist Avinash Kaushik in his seminal work, "Web Analytics 2.0: The Art of Online Accountability & Science of Customer Centricity," the course emphasizes a shift from data reporting to actionable insight generation. Participants will learn to navigate the complexities of multi-channel attribution, customer lifetime value, and predictive analytics. BIG BEN Training Center has structured this curriculum to provide a comprehensive framework for building a robust marketing measurement strategy, enabling attendees to confidently justify budgets, optimize campaign spending, and drive sustainable growth through intelligent, data-informed decision-making.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Digital Marketing Specialists.
- Data Analysts and Business Intelligence Professionals.
- Campaign Managers and PPC Specialists.
- Content Strategists and SEO Experts.
- Small Business Owners and Entrepreneurs.
- Product Managers seeking to understand marketing impact.
- Junior marketers aspiring to advance into analytical roles.

Target Sectors and Industries:

- E-commerce and Retail.
- Technology and Software as a Service (SaaS).
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Telecommunications.
- Travel and Hospitality.
- Media and Publishing.
- Governmental and Public Sector Organizations.
- Non-Profit Organizations.

Target Organizations Departments:

- Marketing and Communications.
- Sales and Business Development.
- Business Intelligence and Analytics.
- Product Management and Development.
- Executive Management and Strategy.
- Finance and Accounting.
- Customer Relationship Management (CRM).
- Corporate Strategy and Planning.

Course Offerings:

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

- Develop a comprehensive digital marketing measurement framework.
- Implement advanced tracking using tools like Google Analytics 4.
- Analyze multi-channel funnels to understand the complete customer journey.
- Apply various marketing attribution models to accurately assign credit.
- Calculate and interpret key performance indicators (KPIs) like Customer Acquisition Cost (CAC) and Customer Lifetime Value (CLV).
- Conduct A/B testing and conversion rate optimization (CRO) experiments effectively.
- Measure the ROI of specific channels, including SEO, PPC, social media, and content marketing.
- Create insightful and persuasive performance reports and dashboards for stakeholders.
- Utilize predictive analytics to forecast trends and optimize future campaigns.
- Translate complex data into actionable strategic recommendations.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a professional context. This course moves beyond theoretical lectures by integrating real-world case studies, hands-on workshops, and collaborative group exercises. Participants will work with sample data sets to practice building reports, analyzing campaign results, and calculating ROI. The instructor will facilitate interactive discussions, encouraging participants to share their unique challenges and experiences to foster a rich learning environment. Live demonstrations of key analytics platforms and tools will provide a clear, step-by-step understanding of technical processes. A significant portion of the course is dedicated to practical application, where attendees will develop a measurement plan for a hypothetical business, from setting objectives to presenting final recommendations. Continuous feedback and Q&A sessions are built into the curriculum to address individual queries and ensure a solid grasp of complex analytical concepts, solidifying the bridge between theory and real-world execution.

Course Agenda (Course Units):

Unit One: Foundations of Digital Analytics and Performance Measurement

- The Evolution of Digital Marketing Analytics.
- Defining Key Performance Indicators (KPIs) vs. Vanity Metrics.
- Establishing a Data-Driven Marketing Culture.
- The Marketing Analytics Funnel from Awareness to Advocacy.
- Introduction to ROI and its Importance in Marketing.
- Setting SMART Objectives for Digital Campaigns.
- Understanding Data Privacy and Governance in Analytics.

Unit Two: Mastering Web and App Analytics Platforms

- Deep Dive into Google Analytics 4 (GA4) Architecture.
- Setting Up Event-Based Tracking and Conversions.
- Navigating and Customizing GA4 Reports.
- Audience Segmentation and User Behavior Analysis.
- Implementing Custom Dimensions and Metrics for Deeper Insights.
- Analyzing Cross-Device and Cross-Platform User Journeys.
- Integrating Analytics with Other Marketing Platforms.

Unit Three: Channel-Specific Performance Analysis and ROI

- Measuring SEO Success Beyond Rankings and Traffic.
- Analyzing PPC Campaign Performance and Optimizing for ROAS.
- Calculating the ROI of Content Marketing Initiatives.
- Social Media Analytics and its Impact on Business Goals.
- Email Marketing Performance Measurement and List Value.
- Affiliate and Influencer Marketing ROI Analysis.
- Video Marketing Analytics and Engagement Metrics.

Unit Four: Advanced Analytics and Conversion Optimization

- Introduction to Marketing Attribution Models (First-Touch, Last-Touch, Linear, Time-Decay).
- Data-Driven Attribution and Multi-Channel Funnel Analysis.
- Mapping the Customer Journey and Identifying Friction Points.
- Fundamentals of Conversion Rate Optimization (CRO).
- Designing and Implementing A/B and Multivariate Tests.
- Statistical Significance and Confidence in Testing.
- Personalization Strategies Driven by User Data.

Unit Five: Strategic Reporting, Forecasting, and Optimization

- Calculating Customer Acquisition Cost (CAC) and Customer Lifetime Value (CLV).
- Building Compelling Dashboards and Reports for Stakeholders.
- Data Visualization Principles for Clear Communication.
- Introduction to Predictive Analytics for Marketing.
- Marketing Mix Modeling (MMM) Concepts.
- Developing a Budget Allocation Model Based on Performance Data.
- Creating a Strategic Roadmap for Continuous ROI Improvement.

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:

As predictive analytics becomes more precise, where is the ethical line between personalized marketing and intrusive surveillance?

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

This course distinguishes itself by focusing squarely on the strategic intersection of analytics and business profitability, rather than merely providing a technical overview of tools. While many programs teach you how to read reports, this training course teaches you how to ask the right business questions and use data to find financially sound answers. Its core philosophy is built on translating complex data points into a clear narrative of marketing performance and return on investment. We move beyond clicks and impressions to focus on advanced, business-critical metrics like Customer Lifetime Value (CLV) and data-driven attribution. The curriculum is uniquely structured to mirror a real-world strategic workflow, from establishing a measurement framework in Unit One to presenting a comprehensive ROI optimization plan in Unit Five. By integrating case studies and hands-on workshops that challenge participants to solve realistic business problems, the course ensures that learning is not just theoretical but deeply practical and immediately applicable. It is designed for professionals who want to evolve from marketing practitioners into strategic leaders who can confidently justify budgets and steer their organization's growth.