Advanced Data-Driven Marketing and Personalization Training Course



21 - 25 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #MAR8447_143799

Course Introduction / Overview:

This intensive training course is designed to transform your marketing approach from intuition-based to data-driven, enabling you to create highly personalized customer experiences that drive growth and loyalty. In today's competitive landscape, understanding and leveraging customer data is no longer an option but a necessity for sustainable success. This program delves deep into the methodologies for collecting, analyzing, and activating data to inform every aspect of your marketing strategy. We will explore the principles laid out by marketing analytics pioneers like Avinash Kaushik, author of "Web Analytics 2.0: The Art of Online Accountability & Science of Customer Centricity," to build a robust framework for performance measurement and optimization. At BIG BEN Training Center, we provide a comprehensive curriculum that covers everything from foundational data concepts and customer segmentation to advanced predictive analytics and the implementation of AI in marketing. Participants will learn to map the customer journey, implement effective A/B testing, and calculate marketing ROI with precision, ensuring every marketing dollar is accounted for and maximized for impact. This course empowers you to build a culture of data-centric decision-making within your organization.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Digital Marketing Specialists.
- Data Analysts and Business Intelligence Professionals.
- Product Managers and Brand Managers.
- E-commerce Managers.
- Customer Relationship Management (CRM) Specialists.
- Marketing Campaign Managers.
- Content Strategists.
- Business Owners and Entrepreneurs.

Target Sectors and Industries:

- Retail and E-commerce.
- Banking, Finance, and Insurance Services.
- Technology and Software as a Service (SaaS).
- Telecommunications and Media.
- Healthcare and Pharmaceuticals.
- Travel and Hospitality.
- Consumer Packaged Goods (CPG).
- Governmental and Public Sector Agencies.
- Consulting and Professional Services.

Target Organizations Departments:

- Marketing and Communications.
- Sales and Business Development.
- Data Analytics and Business Intelligence.
- Customer Experience and Service.
- Product Development and Management.
- Information Technology (IT).
- Strategic Planning.
- Digital Transformation Teams.

Course Offerings:

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

- Develop a comprehensive data-driven marketing strategy from the ground up.
- Implement advanced customer segmentation techniques using demographic, psychographic, and behavioral data.
- Master the principles of A/B testing and multivariate testing for campaign optimization.
- Create personalized customer journeys across multiple channels for a seamless omnichannel experience.
- Utilize predictive analytics to forecast customer behavior and campaign outcomes.
- Measure and analyze key marketing metrics to calculate marketing ROI accurately.
- Leverage marketing automation platforms to scale personalization efforts effectively.
- Understand the ethical considerations and data privacy regulations in data-driven marketing.
- Build compelling data visualizations and dashboards to communicate insights to stakeholders.
- Integrate AI and machine learning models into marketing workflows for enhanced targeting.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring participants can immediately apply their learning in a professional context. We believe in a blended learning approach that combines expert-led instruction with hands-on application. The course incorporates detailed case studies of successful data-driven marketing campaigns from various industries, allowing participants to analyze real-world strategies and outcomes. Group discussions and collaborative workshops encourage peer-to-peer learning and the exchange of diverse perspectives. A significant portion of the training is dedicated to practical exercises where participants will work with sample datasets to perform customer segmentation, build predictive models, and design A/B tests. Our instructors facilitate interactive sessions, Q&A segments, and provide personalized feedback to address individual challenges and learning objectives. This immersive learning environment moves beyond theoretical knowledge, focusing on building tangible skills and the strategic mindset required to lead data-driven marketing initiatives and foster a culture of continuous improvement and innovation within any organization.

Course Agenda (Course Units):

Unit One: Foundations of Data-Driven Marketing Strategy

- The evolution from traditional to data-driven marketing.
- Key concepts in marketing analytics and business intelligence.
- Identifying and integrating critical data sources (1st, 2nd, and 3rd party data).
- Understanding the data-driven marketing technology stack (MarTech).
- Establishing a framework for data governance and quality management.
- Ethical considerations and data privacy regulations (GDPR, CCPA).
- Setting SMART goals and KPIs for marketing campaigns.

Unit Two: Customer Insights and Advanced Segmentation

- Developing detailed customer personas and ideal customer profiles (ICPs).
- Techniques for behavioral, demographic, and psychographic segmentation.
- Calculating and utilizing Customer Lifetime Value (CLV).
- Mapping the end-to-end customer journey across all touchpoints.
- Leveraging RFM (Recency, Frequency, Monetary) analysis for audience targeting.
- Introduction to market basket analysis for cross-selling opportunities.
- Using surveys and feedback loops to enrich customer data.

Unit Three: Crafting and Implementing Personalization

- The psychology of personalization and its impact on customer engagement.
- Strategies for dynamic content and website personalization.
- Implementing personalized email marketing and automation workflows.
- Crafting personalized advertising campaigns on social and search platforms.
- Fundamentals of A/B testing and multivariate testing for optimization.
- Developing a robust content strategy to support personalization at scale.
- Ensuring a consistent, personalized omnichannel customer experience.

Unit Four: Performance Measurement and Marketing Analytics

- Defining key performance indicators (KPIs) for different marketing channels.
- Understanding marketing attribution models (First-touch, Last-touch, Multi-touch).
- Calculating and proving Marketing Return on Investment (ROI).
- Building effective marketing dashboards with data visualization tools.
- Conducting cohort analysis to understand customer retention.
- Analyzing conversion funnels to identify and address drop-off points.
- Presenting data-driven insights effectively to executive leadership.

Unit Five: The Future of Marketing: AI, Prediction, and Automation

- Introduction to Artificial Intelligence (AI) and Machine Learning (ML) in marketing.
- Using predictive analytics for lead scoring and churn prediction.
- Leveraging AI for programmatic advertising and media buying.
- The role of Customer Data Platforms (CDPs) in unifying customer data.
- Automating marketing reports and performance alerts.
- Exploring future trends in hyper-personalization and predictive engagement.
- Building a roadmap for creating a data-driven culture within your organization.

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 personalization becomes more sophisticated, where do we draw the ethical line between a tailored customer experience and intrusive data surveillance?

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

This course distinguishes itself by focusing on the strategic application of data rather than just proficiency with specific tools. While many programs teach the "how-to" of software, we emphasize the "why" and "what's next," empowering participants to build sustainable, long-term strategies. Our curriculum is built on a foundation of proven marketing principles and academic rigor, integrated with the most current industry practices in AI and machine learning. We move beyond basic analytics to explore predictive modeling, customer lifetime value, and sophisticated attribution, providing a holistic view of the marketing ecosystem. The course structure is uniquely practical, with a strong emphasis on real-world case studies, hands-on workshops with anonymized datasets, and collaborative problem-solving sessions. This ensures that participants not only understand the concepts but can also confidently apply them to solve complex business challenges. Furthermore, we dedicate significant time to the ethical implications of data collection and the importance of building a data-driven culture, preparing leaders to navigate the future of marketing responsibly and effectively.