Marketing Analytics in Customer Behavior and Campaign ROI Training Course

Professional Development Training Course Outline

Category	Research and Data Analysis	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's data-driven marketing environment, organizations must rely on advanced marketing analytics to understand customer behavior, personalize campaign strategies, and maximize ROI. Marketing Analytics in Customer Behavior and Campaign ROI Training Course equips professionals with the tools and techniques to analyze customer journeys, evaluate campaign effectiveness, and make evidence-based marketing decisions. Using real-world datasets and case studies, this hands-on course helps participants uncover valuable customer insights and optimize marketing performance across digital channels.

With rising competition and increasing customer expectations, understanding consumer data patterns, predicting purchase behavior, and accurately measuring campaign return on investment have become critical skills. This course empowers participants to use cutting-edge tools like Google Analytics, R, Python, Tableau, and predictive modeling to forecast demand, segment audiences, and deliver results. Whether you're a marketing strategist, business analyst, or campaign manager, this course will sharpen your decision-making and help you unlock the full potential of your marketing investments.

Programme Curriculum

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Course Objectives

1. Understand the fundamentals of customer behavior analytics
2. Apply predictive analytics to identify buyer trends
3. Measure and optimize marketing ROI using key performance indicators
4. Utilize data visualization tools like Tableau for insights
5. Conduct multichannel attribution modeling
6. Perform customer segmentation for targeted marketing
7. Implement A/B testing for campaign performance
8. Leverage Google Analytics for behavioral tracking
9. Analyze conversion funnels and drop-off rates
10. Interpret results using data storytelling techniques
11. Explore machine learning applications in marketing
12. Improve customer lifetime value (CLV) predictions
13. Design data-driven marketing strategies

Target Audiences

1. Digital marketing professionals
2. Marketing managers and strategists
3. Data analysts and business intelligence experts
4. E-commerce marketers
5. Brand managers and campaign leads
6. CRM and customer experience specialists
7. Market researchers and data scientists
8. MBA students and marketing graduates

Course Duration: 5 days

Course Modules

Module 1: Introduction to Marketing Analytics

- Overview of data-driven marketing
- Importance of analytics in decision-making
- Key tools and technologies
- Types of marketing analytics
- Role of KPIs and metrics
- **Case Study:** How Netflix uses customer data to drive engagement

Module 2: Customer Behavior Analytics

- Understanding the buyer's journey
- Tracking customer interactions across touchpoints
- Identifying pain points and conversion blockers
- Using psychographic and demographic data

- Behavioral segmentation
- **Case Study:** Amazon’s behavioral data-driven personalization

Module 3: Marketing Campaign ROI

- Calculating ROI for multi-channel campaigns
- Attribution models (first-touch, last-touch, linear)
- Lifetime value vs. cost of acquisition
- Incrementality testing
- ROI benchmarking
- **Case Study:** Coca-Cola’s marketing mix modeling success

Module 4: Predictive Analytics and Forecasting

- Introduction to predictive modeling
- Regression, classification, clustering techniques
- Forecasting customer trends
- Tools: R, Python, SPSS
- Real-time vs. batch predictions
- **Case Study:** Spotify’s use of predictive models for user retention

Module 5: Data Visualization and Storytelling

- Principles of visualizing marketing data
- Dashboards and automated reporting
- Key tools: Tableau, Power BI
- Storytelling techniques to influence stakeholders
- Avoiding visualization bias
- **Case Study:** Airbnb’s dashboard strategy for marketing performance

Module 6: Customer Segmentation and Targeting

- Why segmentation matters
- Segmentation criteria (behavioral, geographic, psychographic)
- RFM and cluster analysis
- Tools for segmentation: K-means, DBSCAN
- Micro-targeting strategies
- **Case Study:** Nike’s personalized marketing through segmentation

Module 7: Conversion Optimization and A/B Testing

- Funnel analysis
- Testing hypotheses using A/B and multivariate testing
- Tools: Google Optimize, Optimizely
- Metrics to monitor: CTR, CR, bounce rate
- Implementing test-and-learn culture
- **Case Study:** Booking.com’s data-backed testing strategy

Module 8: Advanced Analytics & Machine Learning in Marketing

- ML applications in marketing: recommendation engines, churn prediction
- Supervised vs. unsupervised learning
- Tools and platforms (TensorFlow, Scikit-Learn)
- Ethical AI in marketing
- Model evaluation techniques
- **Case Study:** Starbucks’ ML-driven loyalty program effectiveness

Training Methodology

- Interactive instructor-led sessions
- Hands-on exercises with real-world datasets
- Live tool demonstrations (Google Analytics, Tableau, R, Python)
- Peer discussions and group tasks
- Capstone project with data interpretation and recommendations
- Assessment through quizzes, assignments, and presentations

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com