

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Digital Marketing Analytics with Web Data

5 days | Classroom training | English

SMART HORIZON

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The Netherlands

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Course content

Why attend

Website and campaign data show what customers do, but many teams struggle to turn analytics reports into decisions. This course teaches marketers and analysts how to set up measurement plans, configure web analytics correctly, track conversions, analyse traffic sources and user behaviour, and report insights that improve marketing performance.

Without reliable measurement, marketing budgets are spent on guesswork. You will learn to build trustworthy data and use it to optimise campaigns.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Hands-on work in web analytics tools, measurement plan workshops, campaign analysis exercises and reporting practice.

Course objectives

By the end of this course, participants will be able to:
• Build a digital measurement plan
• Configure events and conversion tracking
• Analyse traffic sources and campaign performance
• Understand user behaviour and funnels
• Apply privacy and consent requirements to tracking
• Report insights and recommendations

Target audience

This course is suitable for:
• Digital marketing managers and executives
• Web and e-commerce managers
• Marketing analysts
• Content and SEO specialists
• Agency account managers



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Target competencies

Participants will develop competencies in:

- Web analytics
- Measurement planning
- Campaign analysis
- Data quality
- Insight reporting

Course outline

Day 1: Measurement Foundations

09:00–10:08	Goals, KPIs and measurement plans
10:08–11:00	How web analytics works
11:00–11:30	**Coffee break**
11:30–11:45	How web analytics works (continued)
11:45–12:53	Common data issues
12:53–14:00	Exercise: measurement plan

Day 2: Tracking Setup

09:00–10:08	Events and conversions
10:08–11:00	Campaign tagging
11:00–11:30	**Coffee break**
11:30–11:45	Campaign tagging (continued)
11:45–12:53	Consent and privacy
12:53–14:00	Hands-on: event configuration

Day 3: Analysing Acquisition

09:00–10:08	Channels and sources
10:08–11:00	Paid versus organic
11:00–11:30	**Coffee break**



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11:30–11:45	Paid versus organic (continued)
11:45–12:53	Campaign comparison
12:53–14:00	Exercise: channel analysis

Day 4: Behaviour and Conversion

09:00–10:08	User journeys
10:08–11:00	Funnels and drop-off
11:00–11:30	**Coffee break**
11:30–11:45	Funnels and drop-off (continued)
11:45–12:53	Landing page analysis
12:53–14:00	Workshop: conversion improvements

Day 5: Reporting Insights

09:00–10:08	Dashboards for marketing
10:08–11:00	Attribution basics
11:00–11:30	**Coffee break**
11:30–11:45	Attribution basics (continued)
11:45–12:53	Turning data into actions
12:53–14:00	Final report presentation

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,940.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Rome Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,450.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Paris Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,860.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
London Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,450.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Vienna Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,940.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,650.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Rome Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,450.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Barcelona Confirmed dates	17 May 2027	21 May 2027	**€2,840.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	31 May 2027	4 Jun 2027	**€3,150.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Cape Town Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,890.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Rome Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,450.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Amsterdam Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,540.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,840.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Dubai Confirmed dates	6 Sept 2027	10 Sept 2027	**€3,150.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,650.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**€3,150.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,890.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,450.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**
Cape Town Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,890.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online