

MARKETING & COMMUNICATION | COURSE BROCHURE

Marketing Analytics and Performance Measurement

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
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Course content

Why attend

Marketers are expected to prove the value of their activities. This course covers marketing KPIs, web and campaign analytics, attribution, marketing mix modelling concepts, customer analytics, dashboards and using insights to optimise budgets.

Without solid measurement, marketing budgets are hard to defend. This course helps you measure performance and make data-driven marketing decisions.

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

The course uses analytics exercises with sample data, dashboard building, attribution case studies and budget optimisation workshops.

Course objectives

By the end of this course, participants will be able to:
• Define marketing objectives and KPIs
• Analyse web, campaign and channel performance
• Understand attribution approaches
• Apply customer analytics and segmentation
• Build marketing dashboards
• Optimise marketing investment using insights

Target audience

This course is suitable for:
• Marketing managers
• Digital marketing specialists
• Marketing analysts
• Brand managers
• Business owners



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Target competencies

Participants will develop competencies in:

- Marketing KPIs
- Web analytics
- Attribution
- Customer analytics
- Dashboards
- Budget optimisation

Course outline

Day 1: Measurement Framework

09:00–09:54	Marketing objectives
09:54–10:48	KPI hierarchy
10:48–11:00	Data sources
11:00–11:30	**Coffee break**
11:30–12:12	Data sources (continued)
12:12–13:06	Measurement plans
13:06–14:00	Exercise: KPI framework

Day 2: Digital Analytics

09:00–09:54	Web analytics fundamentals
09:54–10:48	Campaign tracking
10:48–11:00	Conversion funnels
11:00–11:30	**Coffee break**
11:30–12:12	Conversion funnels (continued)
12:12–13:06	Privacy and consent
13:06–14:00	Lab: Analysing web data



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Day 3: Attribution and ROI

09:00–09:54	Attribution models
09:54–10:48	Incrementality testing
10:48–11:00	Marketing mix modelling concepts
11:00–11:30	**Coffee break**
11:30–12:12	Marketing mix modelling concepts (continued)
12:12–13:06	ROI calculation
13:06–14:00	Case study: Attribution decision

Day 4: Customer Analytics

09:00–09:54	Segmentation
09:54–10:48	Customer lifetime value
10:48–11:00	Cohort analysis
11:00–11:30	**Coffee break**
11:30–12:12	Cohort analysis (continued)
12:12–13:06	Churn indicators
13:06–14:00	Lab: Customer analysis

Day 5: Dashboards and Decisions

09:00–09:54	Dashboard design
09:54–10:48	Reporting to leadership
10:48–11:00	Budget reallocation
11:00–11:30	**Coffee break**
11:30–12:12	Budget reallocation (continued)
12:12–13:06	Testing culture
13:06–14:00	Capstone: Marketing performance report

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



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sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

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

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,840.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Dubai Confirmed dates	16 Nov 2026	20 Nov 2026	**€3,150.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Frankfurt Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Kuala Lumpur Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,450.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,860.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Istanbul Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,650.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,540.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Rome Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,450.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Singapore Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,820.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**
London Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,450.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Dubai Confirmed dates	15 Mar 2027	19 Mar 2027	**€3,150.-**
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	12 Apr 2027	16 Apr 2027	**€2,450.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,450.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Paris Confirmed dates	3 May 2027	7 May 2027	**€2,860.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**
Istanbul Confirmed dates	17 May 2027	21 May 2027	**€2,650.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Amsterdam Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,540.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Cape Town Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,890.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Singapore Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,820.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
London Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Dubai Confirmed dates	19 Jul 2027	23 Jul 2027	**€3,150.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,650.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,940.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,450.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Paris Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,860.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Amsterdam Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,540.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.–**
Cape Town Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,890.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Singapore Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,820.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.–**
London Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,450.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
Dubai Confirmed dates	15 Nov 2027	19 Nov 2027	**€3,150.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,450.-**
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