

MARKETING & COMMUNICATION | COURSE BROCHURE

Marketing Attribution and Return on Investment

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Marketers must show which activities drive revenue. This course explains marketing measurement and attribution: defining conversions, first-touch, last-touch and multi-touch models, marketing mix modelling basics, incrementality testing, calculating ROI and reporting marketing contribution to leadership.

Without credible measurement, marketing budgets are cut first. You will learn to demonstrate and improve marketing returns.

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

Attribution model comparisons, ROI calculation exercises, case studies and reporting workshops.

Course objectives

By the end of this course, participants will be able to:
• Define conversions and marketing outcomes
• Compare attribution models
• Understand marketing mix modelling
• Design incrementality tests
• Calculate marketing ROI
• Report marketing contribution credibly

Target audience

This course is suitable for:
• Marketing managers and analysts
• Digital marketers
• Marketing directors
• Finance partners for marketing
• Agency professionals



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Target competencies

Participants will develop competencies in:

- Attribution
- Experiment design
- ROI analysis
- Data interpretation
- Reporting

Course outline

Day 1: Measuring Marketing

09:00–10:08	Why measurement matters
10:08–11:00	Outcomes and conversions
11:00–11:30	**Coffee break**
11:30–11:45	Outcomes and conversions (continued)
11:45–12:53	Data sources
12:53–14:00	Exercise

Day 2: Attribution Models

09:00–10:08	Single-touch models
10:08–11:00	Multi-touch models
11:00–11:30	**Coffee break**
11:30–11:45	Multi-touch models (continued)
11:45–12:53	Limitations
12:53–14:00	Workshop

Day 3: Advanced Measurement

09:00–10:08	Marketing mix modelling
10:08–11:00	Incrementality tests
11:00–11:30	**Coffee break**



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11:30–11:45	Incrementality tests (continued)
11:45–12:53	Brand effects
12:53–14:00	Case study

Day 4: ROI

09:00–10:08	Calculating ROI
10:08–11:00	Customer lifetime value
11:00–11:30	**Coffee break**
11:30–11:45	Customer lifetime value (continued)
11:45–12:53	Budget decisions
12:53–14:00	Exercise

Day 5: Reporting

09:00–10:08	Dashboards
10:08–11:00	Presenting to leadership
11:00–11:30	**Coffee break**
11:30–11:45	Presenting to leadership (continued)
11:45–12:53	Measurement roadmap
12:53–14:00	Action plan

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)
Kuala Lumpur Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
London Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,450.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Cape Town Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,890.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Amsterdam Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,540.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Dubai Confirmed dates	15 Feb 2027	19 Feb 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Barcelona Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,840.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
London Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Barcelona Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,840.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	3 May 2027	7 May 2027	**€1,890.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	24 May 2027	28 May 2027	**€3,150.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Cape Town Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,890.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,650.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
Rome Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,450.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Vienna Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,940.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,650.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Rome Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Dubai Confirmed dates	4 Oct 2027	8 Oct 2027	**€3,150.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Vienna Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,940.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,450.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Paris Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,860.-**
Online Confirmed dates	6 Dec 2027	10 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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