**London TDM**

# Marketing and Communication Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 11 January 2026 To 15 January 2026

**Course Place:** Royale Chullan Hotel

**Course Fees:** 6,000 USD

## Introduction

In the increasingly data-driven business environment, marketing analytics is pivotal in enabling professionals to make informed decisions. This 5-day course on "Marketing Analytics and Performance Metrics" is designed to equip participants with the knowledge and tools necessary to effectively analyze marketing data and measure performance against business goals. Attendees will gain a comprehensive understanding of key analytics methodologies and the application of metrics to optimize marketing strategies and improve ROI.

## Objectives

- Understand the role of marketing analytics in decision-making processes.
- Learn various tools and methodologies used in marketing analytics.
- Gain insights into selecting and applying appropriate performance metrics for campaigns.
- Develop skills to interpret and visualize marketing data effectively.
- Enhance the capability to use analytics to drive marketing strategies and improve business outcomes.

## Course Outlines

### Day 1: Introduction to Marketing Analytics

- Overview of Marketing Analytics: Importance and Benefits
- Data-Driven Marketing: Concepts and Frameworks
- The Marketing Analytics Process: From Data Collection to Decision Making
- Key Tools and Technologies Used in Marketing Analytics
- Case Studies: Successful Marketing Analytics Implementation

### Day 2: Understanding and Using Data

- Types of Data: Structured, Unstructured, and Semi-Structured
- Data Collection Methods and Best Practices
- Data Cleaning: Ensuring Data Quality and Integrity
- Exploratory Data Analysis: Making Sense of Data
- Data Visualization Tools and Techniques

### Day 3: Core Metrics and KPIs

- Key Performance Indicators: Identifying and Setting Objectives
- Essential Marketing Metrics: CAC, LTV, ROI, and more
- Metrics for Digital Marketing: SEO, SEM, and Social Media
- How to Align Metrics with Business Goals
- Interpreting Metrics for Actionable Insights

### Day 4: Advanced Analytics Techniques

- Predictive Analytics: Forecasting Trends and Customer Behavior
- Segmentation and Targeting Using Cluster Analysis
- Attribution Modeling: Understanding Multi-Touch Points

- Real-Time Analytics for Agile Decision Making
- Case Study: Applying Advanced Techniques in Real-World Scenarios

**Day 5: Leveraging Analytics for Strategy and Optimization**

- Integrating Analytics into the Marketing Planning Cycle
- Testing and Optimization: A/B Testing and Multivariate Testing
- Building Dashboards for Performance Monitoring
- Driving Continuous Improvement with Analytics
- Future Trends in Marketing Analytics