XCELERATE TRAINING INSTITUTE
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INFORMATION TECHNOLOGY

Marketing Analytics and Customer Insights Training Course

Using Data to Understand Customers and Improve Marketing Decisions

DURATION	LANGUAGE	FORMAT	COURSE CODE
5 days	English or Arabic	Classroom / Online	TTC-126

Upcoming dates

Dates	Venue	Format	Fee
22 – 26 Feb 2027	Live online	Online (live)	€1,200
1 – 5 Mar 2027	Amman	Classroom	€3,800
14 – 18 Jun 2027	Amsterdam	Classroom	€4,800
2 – 6 Aug 2027	Live online	Online (live)	€1,200
20 – 24 Sep 2027	Barcelona	Classroom	€4,800
27 – 31 Dec 2027	Berlin	Classroom	€4,800

Register or ask a question

Online: x8ti.com/course/marketing-analytics-and-customer-insights-training-c…
+491631686678 · info@x8ti.com

Marketing Analytics and Customer Insights Training Course

Introduction

Marketing generates large amounts of data from websites, social media, campaigns, CRM and sales. Marketers who can analyse this data understand customers better and invest budgets where they deliver the most return.

This course teaches practical marketing analytics: data sources, customer segmentation, campaign measurement, attribution, customer lifetime value and dashboards, using spreadsheets and analytics tools.

Learning Objectives

By the end of this course, participants will be able to:

- Identify and combine marketing data sources
- Segment customers using data
- Measure campaign performance
- Understand attribution models
- Calculate customer lifetime value and retention
- Build marketing dashboards and insight reports

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants analyse marketing datasets and build a marketing dashboard.

Benefits for Your Organisation

- Data-driven marketing decisions
- Better return on marketing spend
- Deeper customer understanding
- Clear reporting to management

Benefits for You

- Practical analytics skills
- Dashboard templates
- Customer insight techniques
- Strong data skills for marketing careers

Who Should Attend

This course is designed for:

- Marketing managers and analysts
- Digital marketing specialists
- CRM and customer insight teams
- Product managers
- Business analysts

Course Outline

Day 1: Marketing Data

- Marketing analytics overview
- Data sources: web, social, CRM and sales
- Data quality
- Privacy and consent
- Key marketing metrics

Day 2: Customer Insights

- Customer segmentation
- RFM analysis
- Customer journeys
- Surveys and feedback
- Personas from data

Day 3: Campaign Measurement

- Campaign KPIs
- A/B testing
- Web analytics
- Social media analytics
- Attribution models

Day 4: Customer Value

- Customer lifetime value
- Retention and churn analysis
- Marketing ROI
- Forecasting
- AI in marketing analytics

Day 5: Dashboards and Insights

- Designing marketing dashboards
- Insight reports
- Presenting to management
- Final project

- Action plan

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Registration Form

Marketing Analytics and Customer Insights Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

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