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# Marketing Analytics and ROI

8 – 12 February 2027  
Madrid





## Marketing Analytics and ROI

**Ref:** 1609\_4831 **Date:** 8 – 12 February 2027 **Location:** Madrid **Fees:** 4800 GBP

Marketing Analytics and ROI is a 1-week senior marketing measurement course delivered by Mars Training Centre at international venues in London, Amsterdam, Geneva, Dubai, and New York — designed for marketing directors, heads of marketing analytics, and senior marketers who must defend marketing investment commercially and lead an evidence-based marketing function.

Marketing is more measurable than it has ever been, and at the same time more difficult to measure honestly. Multi-channel buyer journeys, walled-garden platforms, attribution distortion, and growing privacy restrictions have made the simple click-to-conversion narrative unreliable. Senior marketers need a structured method for measuring what matters, asking sharp questions of analytics teams and agencies, and presenting marketing performance in a way the finance director will accept.

Across five focused days, you will work through the senior marketing analytics stack: measurement strategy, marketing-mix modelling, attribution, customer lifetime value, dashboards and storytelling, and the disciplines required to lead an analytics-led marketing function. The programme uses regional case material and applied exercises built around realistic marketing performance problems.

### What You Will Learn

By the end of this programme, you will be able to:

- Build a marketing measurement framework aligned with the commercial plan.
- Apply marketing-mix modelling thinking at senior-leader level.
- Read attribution outputs critically and avoid common traps.
- Calculate and use customer lifetime value as a planning tool.
- Design a marketing dashboard the executive team will use.
- Diagnose the health of an analytics function honestly.
- Lead an analytics team without becoming an analyst.
- Interrogate agency-supplied performance reports rigorously.
- Defend marketing spend in front of finance and the board.
- Apply AI and modern data tools within marketing analytics.

### How You Will Benefit

You will leave with a senior marketer's command of analytics, attribution, and ROI — enough to lead the function — and a Mars Certificate of Completion.

Your organisation will gain a marketing leader who can defend the budget commercially, interrogate analytics work properly, and build a measurement culture across the marketing team.



## Who This Programme Is For

This programme is designed for senior marketing and analytics leaders, including:

- Marketing Directors and Heads of Marketing
- Heads of Marketing Analytics and Insight
- Digital Marketing Directors with measurement ownership
- Brand Directors moving into performance accountability
- Commercial Directors leading marketing functions
- Heads of CRM, lifecycle marketing, and customer analytics
- Senior client-side marketers managing performance agencies

The seniority floor is senior manager and above. The programme is delivered in person over one week in London, Amsterdam, Geneva, Dubai or New York and leads to a Mars Certificate of Completion.