

Performance Boosting Analytics: Improving Efficiency and Effectiveness through Analytics

Special Price Available!

New York, NY, February 23-24

Training Series

The sooner you register, the more you save!

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Take-aways

- Learn the most important analytical processes to implement in order to improve the performance of all marketing investments
- Learn to use marketing analytics and dashboards to predict when actions should be taken before performance declines
- Methods and processes that can ensure you get the biggest bang for each dollar spent on marketing programs
- Understanding of the organizational, cultural and technical implementation issues needed to take action based on marketing analytics

Applying strategic and tactical marketing analytics and metrics will reliably provide dramatic improvements in marketing effectiveness, efficiency and ROI (more bang for the buck!). Having the knowledge and insight to allow for better decisions is possible with powerful tools such as: Marketing Mix Models, Predictive Behavior Models, Customer Life Time Value, Share of Need, Experimental Design and BDI/CDI Market Assessment. Analytics applied to marketing strategies improves the performance of all marketing programs while tactical analytics squeezes every drop of ROI from existing marketing programs.

However, implementing and integrating marketing analytics into the company's planning and operational flow can be a daunting task. There are issues of obtaining data from both the internal IT department and from other agencies. The data must reach a defined level of accuracy to be used effectively. Business issues need to be accurately captured in the analytical process.

In this comprehensive workshop, you will learn how to use analytics to identify great growth opportunities and take action before performance declines.

Save \$500
off the regular price!

	Member	Non-Member
Before 11/24/09:	\$895	\$1,195
Before 12/24/09:	\$995	\$1,295
Before 1/23/10:	\$1,095	\$1,395

Don Holtz, Co-Founder and President, Interlocking Analytics

Mr. Holtz has over 25 years experience providing client companies with technology-based solutions to complex business problems. Former Executive Vice President and Chief Technology Officer for Yankelovich Partners, he was responsible for the creation and implementation of systems and supporting mathematics, necessary for client companies to understand and implement "Customer Driven, Information Based" marketing strategies and applications.

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Day 1

Overview of Marketing Analytics

- Importance of data management and where to find it
- Introduction to key statistics
- Communicating with the CFO

Fundamentals of Marketing Measurement

- Important marketing metrics; key performance indicators
- Creating and justifying marketing programs by the numbers
- High impact reporting (performance and predictive dashboards)

Level 1 Analytics—Improving Current Marketing Campaign Performance

- Predictive models (response, conversion, best customer, retention)
- Price optimization
- Trade area analysis
- Learning while you grow the business (testing)

Measuring the Hard to Measure

- Offline impact of online marketing
- Trade shows and others

Level 2 Analytics—Higher Impact Marketing Programs

- Product propensity to purchase models (up sell, cross sell, next best product)
- Campaign measurement techniques
- Marketing mix models (CPG vs. non-CPG)

Day 2

Level 2 Analytics—Higher Impact Marketing Programs

- How to perform a customer base analysis
- Segmentations that make a difference
- Growing the business faster through developing a "Portfolio of Growth Opportunities"
- Calculating customer lifetime value
- Forecasting sales

Level 3 Analytics—Improving Marketing Investments Allocations and Strategies

- Evaluating current market position
- Factors that affect market investment decisions
- Evaluation market value
- Evaluating marketing investment strategy risk

Implementing Marketing Analytics

- Organization roles and responsibilities
- Analytics plan of action