



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Marketing Analytics and Campaign Measurement

3 day course

Classroom, online or in-house

Course overview

Marketing reporting tends to present the numbers that are easy to collect rather than the ones that answer whether the spend worked, and impressions have never bought anything. This course changes what gets measured. Delegates work through defining the question a measurement exists to answer, and choosing metrics that connect to revenue rather than to activity. Attribution is treated honestly, including why last click is wrong and why the alternatives are also imperfect. Building a measurement plan before a campaign runs follows, since retrofitting one is the usual reason a result cannot be proven. Testing is covered: what can be tested, sample size, and the discipline of running a test long enough. Customer acquisition cost, lifetime value and the ratio between them are addressed. Dashboards and reporting to a non marketing audience follow. The course closes on deciding what to stop funding.

What you will learn

- Define the question a measurement exists to answer
- Choose metrics that connect to revenue rather than activity
- Apply attribution knowing the limits of every model
- Build a measurement plan before a campaign runs
- Design tests with adequate sample size and duration
- Calculate acquisition cost, lifetime value and the ratio between them
- Report to a non marketing audience and decide what to stop funding

Who should attend

- Marketing managers and campaign managers
- Digital marketing specialists
- Marketing analysts and insight staff
- Commercial managers accountable for marketing spend
- Agency account staff reporting to clients

Course outline

- 01 Impressions never bought anything
- 02 The question the measurement answers
- 03 Metrics that connect to revenue
- 04 Attribution and its limits
- 05 Measurement plans written in advance
- 06 Testing, sample size and duration
- 07 Acquisition cost and lifetime value
- 08 Dashboards, reporting and stopping spend

Upcoming dates

Dates	Venue	Format	Fee per delegate
28 to 30 September 2026	Johannesburg, South Africa	Classroom	R14,950
28 to 30 October 2026	Casablanca, Morocco	Classroom	USD 995
16 to 18 November 2026	Online	Online	R6,500
23 to 25 November 2026	Pretoria, South Africa	Classroom	R14,950



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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