



crews

Where you belong

TRAINING

Data Marketing

LEARNING OBJECTIVES

- Understand the stakes of data-driven marketing
- Identify the right performance and monitoring indicators
- Master collection, analysis and visualisation tools
- Use data to optimise campaigns and marketing strategy

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Marketing, communication and data professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,680 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Introduction to Data Marketing
 - Definition, challenges and benefits
 - Overview of internal and external marketing data
 - The role of data-driven strategy in performance
- Collection and processing tools
 - Tracking, pixels, tags and cookies
 - CRM, Google Analytics 4, social listening tools
 - Data structuring, cleaning and reliability
- Using data for performance management
 - Defining key marketing KPIs
 - Reading dashboards
 - Segmentation, scoring and customer data activation
- Visualisation and decision-making
 - Using dataviz tools (e.g. Looker Studio, Power BI)
 - Creating dashboards suited to business needs
 - Data storytelling and internal communication
- Marketing action optimisation
 - Test & learn, A/B testing, attribution
 - Measuring performance of channels and campaigns
 - Using data to personalise user journeys

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to build a data-driven marketing approach, master the key analysis tools and make better-informed decisions to improve overall performance.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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