

n-ergize!!™

Workshop: Building a Modern Marketing Analytics Roadmap

Overview

Does your marketing organization have an analytics strategy that aligns with its business objectives?

Time to get ahead of the curve and put one in place!

In this one-day workshop, we'll guide you through the process of creating a comprehensive marketing analytics roadmap that aligns with your business goals, discuss how to leverage first-party data, and identify opportunities to deploy modeling and integrate the power of AI and machine learning. Through a series of compelling exercises, you will prioritize projects for implementation, and discuss best practices for measuring progress and overcoming common challenges.

Workshop Outcomes

Attendees of the "Building a Modern Marketing Analytics Roadmap" workshop will be equipped with the strategic plan, practical tools, and knowledge they need to elevate their marketing analytics efforts and integrate advanced AI and ML capabilities effectively, and should expect to walk away with the following key outputs:

- **High-Level Analytics Maturity Assessment:** An appraisal of attendees' current marketing analytics capabilities.
- **Customized Marketing Analytics Roadmap:** A first-pass marketing analytics roadmap that outlines the steps needed to align analytics efforts with business objectives.
- **Monitoring and Evaluation Framework:** A blueprint for ongoing monitoring and evaluation of analytics efforts.
- **Actionable Next Steps:** A clear set of actionable next steps to continue developing and refining the marketing analytics roadmap post-workshop.
- **Case Study Insights:** Insights and best practices from real-world case studies in marketing analytics.



This workshop is ideal for marketers wanting to plan for analytics solutions rather than simply react to unexpected developments, and who wish to leverage AI/ML to drive more personalized, data-driven, and effective marketing campaigns. If that sounds like you, contact us today to start planning a workshop for your team.

To learn more about our comprehensive suite of project templates, visit nventiv.ai/solutions