CONCEPT

Marketing Automation and MarTech Stack Course: CDP, Lifecycle Journeys and Channel Orchestration

15 – 19 March 2027
Amsterdam - Zuidas business district hotel



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Ref: 1680_26367 **Date:** 15 – 19 March 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Introduction:

Marketing automation and martech stack design, covering customer data platforms, lifecycle journeys and channel orchestration, is a 1-week course for CRM, digital and marketing operations staff, ending with a MarTech Stack Blueprint and Journey Orchestration Plan for a case organisation. Many units own several platforms yet still send disconnected messages from fragmented customer records, with no rules for which channel fires first. Nominees already configure campaigns or manage customer data and learn in hands-on lab sessions on journey canvases and audience builders. CoreConcept Training Center delivers this marketing automation course.

Course Objectives:

- Map an organisation's martech stack across data, decisioning and delivery layers and record each integration gap
- Specify customer data platform ingestion, identity resolution rules and a unified profile schema for marketing use
- Design onboarding, win-back and cross-sell journeys with entry, wait, branch and exit logic
- Configure email, SMS, push and chat orchestration with frequency caps and channel arbitration rules
- Apply sending domain authentication, holdout testing and pre-launch checks to protect deliverability and measure uplift
- Produce a MarTech Stack Blueprint and Journey Orchestration Plan with operating rules for a case organisation

Target Audience:

- Staff responsible for building and running automated campaigns and journeys in marketing automation platforms
- Staff responsible for customer data feeds, audience segments and profile quality used by marketing teams
- Staff responsible for email, SMS, push and in-app message delivery and sender reputation
- Staff responsible for marketing operations processes, campaign checks and release scheduling
- Staff responsible for digital channel analytics and journey performance reporting

Course Outline:

Day 1: Marketing Automation Landscape and MarTech Stack Current State

- MarTech Stack Inventory Across Data, Decisioning and Delivery Layers
- Marketing Automation Platform, CRM and CDP Role Boundaries
- Customer Data Platform Versus Data Management Platform Distinctions
- Channel Touchpoint Audit for Email, SMS, Push and Chat
- MarTech Maturity Scorecard and Integration Gap Register

Day 2: Customer Data Platform Architecture and First-Party Data Unification

- Event Tracking Plan and Data Ingestion Specification
- Deterministic and Probabilistic Identity Resolution Match Rules
- Unified Customer Profile Schema and Computed Traits
- Batch and Real-Time Audience Activation Connectors
- Consent and Preference Store Placement in Stack Architecture

Day 3: Lifecycle Journey Design and Multichannel Orchestration

- Journey Canvas Logic With Entry, Wait and Exit Conditions
- Onboarding Welcome Series Trigger and Branching Design
- Win-Back Journey Using Lapse Signals and Suppression Rules
- Cross-Sell Triggers From Product Holding and Behaviour Events
- Frequency Capping and Channel Arbitration Priority Matrix

Day 4: Testing, Deliverability and Marketing Operations Governance

- SPF, DKIM and DMARC Alignment for Sending Domains
- Sender Reputation, Bounce Handling and Inbox Placement Monitoring
- Holdout Groups and A/B Test Design for Journeys
- Campaign QA Checklist and Pre-Launch Rendering Tests
- Naming Taxonomy, Release Workflow and Journey Change Control

Day 5: Lab Practice Building the MarTech Stack Blueprint

- Case Organisation Lab Mapping Data Sources to Profiles
- Lab Build of Onboarding and Win-Back Journey Flows
- Channel Orchestration Rules Configured for the Case Portfolio
- Journey Performance Dashboard With Holdout Uplift Measures
- MarTech Stack Blueprint and Journey Orchestration Plan Completion

Skills You Will Gain:

- Martech Stack Mapping
- Identity Resolution Design
- Customer Profile Modelling
- Journey Canvas Building
- Channel Arbitration
- Email Deliverability Management
- Holdout Test Design
- Campaign Release Governance

Why Attend This Course:

- Deliver a MarTech Stack Blueprint and Journey Orchestration Plan to the head of marketing operations and the channel owners for the next platform and journey roadmap
- Decide which system in the stack owns each customer attribute, segment and send decision before a new journey is configured
- Avoid inbox blocking, message fatigue and broken journeys caused by unauthenticated domains, uncapped sends and untested releases
- Coach channel and data colleagues to reuse the journey canvas templates, QA checklist and naming taxonomy built during the course

Conclusion:

Back at work, the participant hands the head of marketing operations a MarTech Stack Blueprint and Journey Orchestration Plan. Platform owners use its data ownership map to settle which system holds each profile attribute and audience, while campaign teams use its journey designs, frequency caps and arbitration matrix to launch onboarding, win-back and cross-sell flows without competing sends. After the first journey release, the unit should review holdout uplift, bounce and complaint rates and the change log, then adjust caps, suppression rules and release checks.

Frequently Asked Questions FAQ:

What should participants know before the marketing automation and martech stack course?

Participants should already build campaigns, manage audience lists or report on digital channels. Familiarity with at least one email or campaign platform helps. Bringing a list of current systems and one live journey from their own organisation makes the lab work more useful.

How does marketing automation and martech stack training differ from a CRM strategy or customer loyalty course?

This course is about the technology and operations that execute messages: data unification, journey logic, channel rules, deliverability and release control. CRM strategy and loyalty courses set customer value tiers, retention targets and reward economics, which this course takes as given inputs.

Why does a marketing automation and martech stack need a customer data platform?

A customer data platform joins first-party events and records into one profile through identity resolution and passes audiences to every sending tool. Without it, each channel works from its own partial list, so customers receive duplicated, mistimed or conflicting messages.

What do participants take back from the marketing automation and martech stack course?

Participants take back a MarTech Stack Blueprint and Journey Orchestration Plan for a case organisation, with a data ownership map, journey designs, frequency and arbitration rules, a deliverability checklist and a naming and release workflow ready to adapt.