CORE
CONCEPT

Marketing Analytics and ROI Attribution: Measurement, Mix Modelling and Incrementality

13 – 17 September 2027
Barcelona - Eixample district four-star

Marketing Analytics and ROI Attribution: Measurement, Mix Modelling and Incrementality

Ref: 1221_7031 **Date:** 13 – 17 September 2027 **Location:** Barcelona - Eixample district four-star **Fees:** 23500 SAR

Technical depth: Practitioner · **Practical mode:** Modelling build

Introduction

Finance teams increasingly ask marketing to prove its return, while the data needed to prove it grows more fragmented as cookies disappear, consent rules tighten and each advertising platform claims credit for the same sale. This Core Concept course equips marketing and analytics managers to measure what campaigns actually contribute, combining platform attribution, marketing mix modelling and controlled experiments into one defensible view. Participants apply each method to data from several sectors and build a Marketing Measurement Framework and a working ROI attribution model for their own channel portfolio.

Course Objectives

- Build a measurement plan that links business objectives to KPIs, conversion events and tracking specifications
- Configure and interpret attribution in GA4, comparing data-driven, last-click and position-based results across channels
- Calculate ROMI, customer acquisition cost, customer lifetime value and marketing efficiency ratio from campaign and finance data
- Design incrementality tests, including geo experiments and holdout groups, to validate what attribution reports claim
- Interpret marketing mix model outputs, including response curves and adstock, to recommend budget reallocation
- Produce a Marketing Measurement Framework and ROI attribution model that finance and leadership can audit

Target Audience

- Marketing managers accountable for channel budgets and campaign return
- Performance and digital marketing managers responsible for paid media optimisation
- Marketing analytics and insight managers who produce performance reporting
- Commercial and finance business partners who review marketing investment cases
- CRM and e-commerce managers responsible for conversion and retention results
- Agency account leads who report campaign results to client marketing teams

Course Outline

Day 1: Marketing Measurement Foundations and Current-State Audit

- Marketing Measurement Maturity Assessment Using a Five-Stage Model
- Measurement Plan: Objectives, KPIs, Conversion Events and Targets
- UTM Taxonomy and Channel Grouping Standards
- Tracking Audit with Google Tag Manager and GA4 DebugView
- Signal Loss Assessment: Cookie Restrictions, Consent Mode v2 and Modelled Conversions

Day 2: Attribution Models, Mix Modelling and Experimentation Methods

- Rule-Based Attribution: Last-Click, First-Click, Linear, Time-Decay and Position-Based
- GA4 Data-Driven Attribution and Conversion Path Reports
- Marketing Mix Modelling Principles: Adstock, Saturation and Base Versus Incremental Sales
- Open-Source MMM Tools: Google Meridian and Meta Robyn Compared
- Incrementality Testing Methods: Geo Experiments, Conversion Lift and Holdout Groups

Day 3: Calculating Return and Building the Model

- ROMI, ROAS and Marketing Efficiency Ratio Calculation Workbook
- Customer Acquisition Cost and Payback Period Analysis
- Customer Lifetime Value Model with Cohort Retention Curves
- Funnel Conversion Analysis in GA4 Explorations
- Looker Studio Marketing Performance Dashboard Build

Day 4: Measurement Risk, Data Quality and Budget Optimisation

- Attribution Bias Diagnosis: Platform Over-Claiming and Double Counting
- Data Quality Controls Aligned to ISO 20252 Research Process Requirements
- MMM Response Curves and Budget Reallocation Scenarios
- Experiment Design Pitfalls: Sample Size, Contamination and Seasonality
- Privacy-Safe Measurement: Consent Rates, Server-Side Tagging and Data Clean Rooms

Day 5: Modelling Build and the Marketing Measurement Framework

- Multi-Channel Retailer Case: Reconciling Attribution with Finance Revenue
- B2B Services Case: Pipeline Attribution Across Long Sales Cycles
- ROI Attribution Model Build for an Own Channel Portfolio
- Marketing Measurement Framework Drafting
- Budget Recommendation Presentation to a Finance Review Panel

Skills You Will Gain

- Marketing Measurement Planning
- Attribution Analysis
- Marketing Mix Model Interpretation
- Incrementality Test Design
- Customer Lifetime Value Modelling
- Tracking and Tag Governance
- Marketing Budget Optimisation
- Performance Dashboard Design

Why Attend This Course

- Leave with a Marketing Measurement Framework and a working ROI attribution model built on your own channel mix
- Answer finance questions about marketing return with figures that reconcile to reported revenue
- Spot when a platform report is over-claiming credit and know which test would settle the question
- Compare measurement practice with peers from retail, services, public sector and B2B organisations

Conclusion

Marketing earns its budget when its contribution can be shown in terms finance accepts. This course moves from auditing tracking and defining a measurement plan, through attribution, mix modelling and experimentation, to the return calculations and bias checks that make results defensible. The final day brings these methods together in a Marketing Measurement Framework and an ROI attribution model built on participants' own channels, ready to support the next budget round and the conversations with finance that come with it.