

Data Essentials for Marketing Course

Read the figures that steer a campaign, and handle customer data within the GDPR.

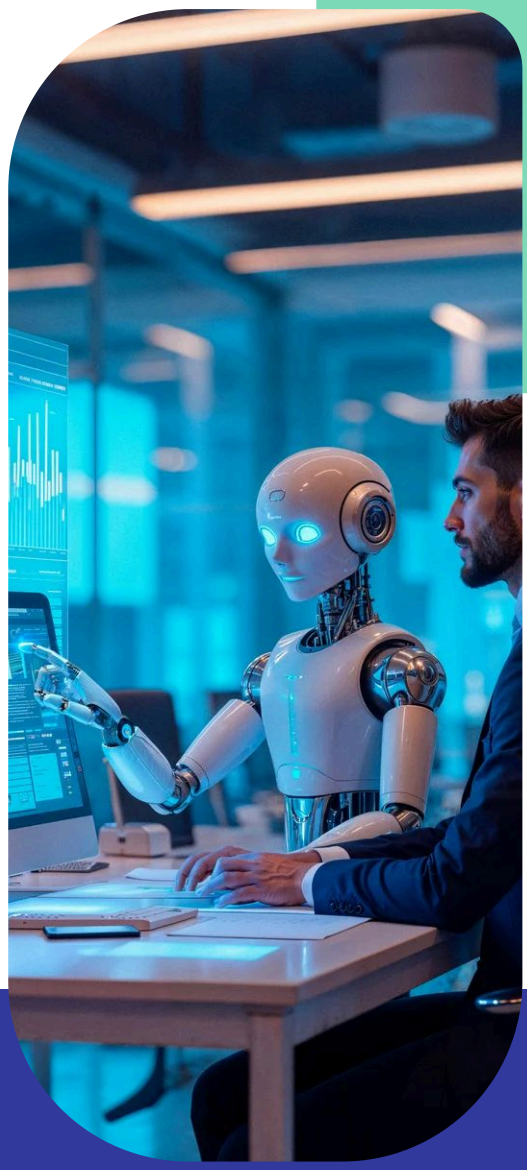
Certificate Course | A47
Duration: 24 hours
Level: Beginner

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WHAT YOU'LL LEARN

- Name and interpret the key figures of a campaign and a customer base.
- Recognise common reasoning errors in marketing reporting, from attribution to vanity metrics.
- Judge which conclusions a data set does and does not permit.
- Apply GDPR requirements to tracking, consent and customer data.



COURSE CONTENT

Module 1 — The figures that steer a campaign
Acquisition cost, return on ad spend, lifetime value and conversion, and what each one actually measures.

Module 2 — Reading a report
Which conclusions the numbers support, how attribution models colour the picture, and the reasoning errors that turn up most often.

Module 3 — Data in your own practice
What the GDPR requires for tracking, consent and customer data, and what that means for your stack.

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COURSE CONTENT (CONTINUED)

Module 4 — Final report

You apply the material to your own figures and are assessed against a rubric, with written feedback.

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OFFICIAL CERTIFICATE

> This course leads to an official ADA certificate at NLQF level 6, the nationally recognised qualification framework equivalent to a bachelor's degree. Your certificate proves a verified, professional level of knowledge and skills — valued by employers across the Netherlands.

Ready for your next step?
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