Course : Building marketing dashboards

From design to analysis: the keys to informed decision-making
Practical course - 2d - 14h00 - Ref. TBM
Price : 1360 € E.T.

At the end of this course, you'll be able to effectively manage your marketing activities. You'll learn how to define relevant key performance indicators and translate them into customized dashboards. By mastering data visualization tools, you'll be able to transform your data into actionable information for strategic decision-making. This will enable you to optimize your campaigns, anticipate market trends and effectively communicate the results of your actions to your teams and management.

🎯 Teaching objectives

At the end of the training, the participant will be able to:

- ✅ Define clear, measurable objectives (OKRs and KPIs) aligned with marketing strategies
- ✅ Create customized dashboards
- ✅ Automate data collection and tracking from various marketing sources (Google Analytics, CRM, etc.).
- ✅ Adapt marketing strategies based on dashboard insights
- ✅ Communicate results and recommendations clearly through relevant data visualizations

Intended audience
Marketing managers, product managers.

Prerequisites
Basic knowledge of marketing.

Practical details
Hands-on work
Theoretical input, practical exercises and exchange of best practices.

Course schedule

1. Dashboard design and objectives

- The importance of dashboards for marketing performance management (ROI, conversion, loyalty).
- Types of dashboard (strategic versus operational) and their role in marketing.
- The OKR (Objectives and Key Results) method applied to marketing.
- Definition of marketing objectives (growth, awareness, commitment).
- Selection of KPIs according to objectives (conversion rate, cost per acquisition, customer satisfaction).
- Definition of relevant KPIs for each campaign (acquisition, loyalty, engagement).

Hands-on work
Définir des OKR et des KPI marketing pour son organisation. Priorisation des résultats clés à suivre via un tableau de bord. Exemples d'utilisation dans différentes stratégies marketing (digital, CRM, réseaux sociaux). Lancement d'un plan d'action.

2. Dashboard creation and workflow automation

- Introducing and using Looker Studio.
- Creation of interactive dashboards.
- Data flow automation (connection to sources such as Google Analytics, CRM, social networks).

Hands-on work
Création d'un tableau de bord avec des KPI personnalisés pour une campagne marketing réelle ou fictive. Exemples d'outils d'IA intégrés dans les tableaux de bord. Démonstration de Looker Studio, Power BI et Monday.com. Enrichissement du plan d'action.

3. Data analysis to optimize campaigns

- Use dashboards to analyze results in real time.
- Data interpretation to adjust marketing campaigns (A/B testing, continuous improvement).

Hands-on work
Optimize campaigns in real time using dashboards and results visualization. Identify areas for improvement and adjust marketing strategies.

4. Customizing dashboards with first-party data in digital marketing

- Exploiting first-party data after the end of third-party cookies: audience segmentation, customer journey tracking.
- Customized dashboards to track campaign performance at a more granular level.

Hands-on work
Presentation of campaign performance to explicitly communicate insights to other participants (or from the case study). Sharing of results and discussion of best practices for interpreting and communicating results.

(5) Technological innovations in data analysis

- Technologies for measuring consumer attention and emotions: eye tracking and facial coding.
- AI for predictive marketing: anticipate trends, automate advanced analyses and adjust strategies.
- Marketing process automation tools (MarTech): presentation of machine learning and automation functionalities.
- When and how to work with specialized agencies.

Hands-on work
Finalization of individual action plan to integrate marketing dashboards into business strategies.

Dates and locations

REMOTE CLASS
2026 : 2 Apr., 28 May, 15 Oct., 3 Dec.

PARIS LA DÉFENSE
2026 : 26 Mar., 21 May, 8 Oct., 26 Nov.