



# MASTER YOUR DIGITAL SKILLS

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**Excel for Marketing  
Analytics: Campaign ROI,  
Attribution & Budget Pacing**

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Data Analytics, data literacy & data driven decisions

*Workearly*



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# COURSE OVERVIEW

Acquire skills to measure campaign effectiveness, analyze performance metrics, and optimize resource allocation for better business outcomes.



## OUR GOALS

1. **Measure Performance** – Track key marketing metrics.
2. **Analyze ROI** – Evaluate campaign profitability.
3. **Understand Attribution** – Identify impact across channels.
4. **Optimize Budgets** – Improve spend efficiency and results.

# COURSE DESCRIPTION

Learn to use Excel for analyzing marketing performance and ROI. Build data-driven insights to evaluate campaigns, optimize budgets, and support smarter marketing decisions.

- **Intro to Marketing Analytics** – Key metrics and concepts.
- **Excel Foundations** – Functions, formulas, data prep.
- **Campaign ROI** – Measuring cost vs. returns.
- **Attribution Models** – Channel impact and contribution.
- **Budget Pacing** – Tracking spend and efficiency.
- **Reporting Dashboards** – Visualizing marketing data.
- **Optimization Tips** – Insights for better outcomes.

# COURSE INFO

Location	<u>Workearly Platform</u>
Date	Asynchronous
Duration	5 hours
Cost	Participation is fully funded by the European Union, under the Level Up Project







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This document was produced in the course of the Level Up project, which received funding from the Digital Europe Programme (DIGITAL) of the European Union under Grant Agreement no 101100679.

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