

# Advanced Marketing Metrics

## Course Type

Online Module

## Duration

90 Minutes

## Module Overview

In this module, you'll become skilled at tracking, monitoring, and measuring marketing math and finance. Attendees will explore basic direct marketing math, as well as how to apply this new knowledge for your company's benefit. All formulas and analytical methods are explained step-by-step with examples so you can understand the calculations and apply them yourself.

## Module Objectives

- Explore the importance of tracking and monitoring your businesses using basic metrics
- Calculate customer acquisition and retention metrics to analyze online and offline direct marketing
- Understand what to look for in analytics for further investigation

## Module Outline

### Profit and Loss Development

- Components of the statement
  - Revenues
  - Variable expense details
  - Fixed expense details
- Other types of costs
  - Controllable/Non-controllable
  - Incremental
  - Relevant
  - Opportunity
  - Hidden
  - Sunk

### Profit and Loss Sensitivity Analysis

- Break even
- Marketing allowable

### Lifetime Value Analysis

- Reasons to use and its influences
- Marketing expenses involved
  - Acquisition
  - Retention
  - Referral marketing
- Discount rate

## Registration Rates

DMA member \$189

Non-member \$219

## Instructor

### Heidi Cohen

*Principal, Riverside Marketing Strategies*

Heidi Cohen is the principal of Riverside Marketing Strategies, an interactive marketing consultancy. She brings over 20 years of marketing experience helping companies increase profitability. Develops innovative marketing programs to acquire and retain customers based on solid analytics. At Riverside Marketing Strategies, Heidi has worked with a wide range of interactive media companies and retailers. Among her clients have been New York Times Digital, AccuWeather.com, Cheap Tickets and the United Jewish Appeal (UJA).