



## Aryng's "Data to Decisions™" Boot Camp for Sales and Marketing Professionals

*Hands-On Business Analytics, Power of Predictive Analytics & Testing*

### Testimonials From Past Attendees:

***"I used the framework yesterday and it worked like a charm! Thanks Aryng!"***

Luke S., Business Intelligence Tech Lead, **Google**

***"I feel redeemed!"***

*The training content and the quality was excellent. The case studies and real life business examples accompanying every theoretical concept makes understanding so much easier. The interactive learning environment makes this program all the more enjoyable while learning from others experiences as well. **This course has given me totally new perspective, boosted confidence, Highly recommended!!**" – Jignesh S., **PayPal***

## **Millions of customer data can convert into 1 business decision worth \$10mm? Want to learn how?**

Can you use **10% better conversion** on your website or your email campaign? How about **15% lower cost of customer acquisition** or **200% higher ROI**? Or **increase customer experience** rating by **5%** by the way of lowering friction and bad experiences? Do you know, of the 10,000 customers in your Sales Force tool, who are the top ones you need to reach now?

We train marketing and sales managers to start optimizing their day to day decisions.

### **Intended Audience:**

- **Marketing Managers, Sales Managers & Decision Makers** desiring better decision making.
- **Background Required:** Basics of business and marketing, and an interest in leveraging data as an asset.

## **WORKSHOP DESCRIPTION**

Today all leading organizations are rapidly gaining power by leveraging information to gain insights and drive the business. Within the marketing organization, the power of analytics can be realized right away by optimized targeting of the audience, appropriate customization of content and offer all by using the power of data. **Marketing analytics** delivers actionable insights – new interpretations and evaluations of **campaign performance, customer experience and engagement based on data and analytical methods**. In this workshop, attendees gain **hand's-on experience of marketing analytics** and operational familiarity with the **Test and Learn**.

Participants will walk away inspired and ready to put their new skills to work. Empowered with a set of practical tools, easily applied and highly effective analytical platforms, participants and the business immediately begin to realize the benefits of the new found knowledge. The course is designed to decrease learning time and engage the participant with our Meta Learning approach; using real word scenarios, case studies, role plays, team work and practical application of the material.

**Hand's On Marketing Analytics:** We will take you on a journey that begins with an actionable **business question**, proceeds to core analysis methods, **deriving insights** and concludes by making an **impact**. The agenda covers approaches to, deliver **powerful presentations and recommendations solidly backed by analytical findings and fact**, and best practices to build impactful **marketing campaigns and relevant metrics / KPI's**. Examples, **hands-on exercises**, case study and templates empower attendees to return to their organizations with the processes and **toolkit** that ensures they are ready to approach any business problem and drive towards impact.

**Case Simulation & Testing:** We review the 5-step framework to get from data to decisions and attendees work in groups to **solve a real life sales/marketing case using the framework learnt**. **The case starts with a vaguely defined campaign and ends with attendees presenting their executive deck laden with recommendations and insights in a span of 1-day!** We also spice the day with **role plays** for effective collaboration in cross-functional organization and fundamentals of **A/B testing** so you can effectively optimize any campaign before roll out.

## KEY TAKEAWAY'S

1. Learn how **to make successful business case** for a new product/feature launch with limited historical data. Also learn to **effectively present it to peers and management**.
2. A proven approach to **optimized campaign marketing/ ROI**.
  - **Targeting and Segmentation**: Who to target and how to segment
  - **A/B Testing**: optimized subject line, creative, target audience, offer and more
  - **Define key success metrics to track your marketing campaign**
  - **Read your campaign results, count the \$** (Definitive read in 3 hours using 5-step analysis framework)
  - **Turn results into future campaign** and recommendation
3. Define **key metrics/ KPI's** to track and run your marketing portfolio.
4. Learn **how to prioritize** between different projects based on prioritization framework.
5. **Marketing Plan**: Learn how to use past marketing sales and budget data to project accurate future budget and incremental sales.

**Software/Hardware**: Attendees are asked to come with their own laptop with Microsoft Excel or equivalent software for hands-on group exercises and case study.

### Attendees Receive:

- A course materials folder
- An official Certificate of Completion (at the conclusion of the workshop)
- Free Templates: Analysis Plan, Project Plan, Effective Deck Template

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