Marketing Campaign Budgeting and ROI Analysis Course

16 – 20 August 2027
Lisbon

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Training Center

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Ref: 1077_179517 **Date:** 16 – 20 August 2027 **Location:** Lisbon **Fees:** 5700 Euro

Overview

Marketing Campaign Budgeting and ROI Analysis Course is a one-week intermediate course for marketing managers, campaign planners, performance marketers, brand managers, digital marketing specialists, finance business partners, and marketing analysts, who leave with a Campaign Budget and ROI Evidence Pack. Participants connect marketing campaign budgeting, marketing budget allocation, campaign ROI analysis, ROAS calculation, and customer acquisition cost to channel assumptions, pacing, attribution, reallocation, and review. Agile Leaders Training Center develops financially controlled campaign decisions.

Who Should Attend

- Teams responsible for campaign objectives, activity plans, and cost estimates
- Teams responsible for channel, media, production, agency, and technology budgets
- Teams responsible for conversion tracking, value assumptions, and attribution choices
- Teams responsible for spend pacing, variance monitoring, and budget reallocation
- Teams responsible for campaign return analysis and post-campaign review

The course assumes participants already plan or report marketing campaigns and use spreadsheet calculations, and it leaves broad marketing strategy, creative production technique, and advanced econometric modeling outside its scope.

Departments and Industries

The course supports departments and industries that invest in measurable campaigns across paid, owned, partner, and event channels.

- Marketing, brand, digital, performance, media, and finance teams
- Retail, e-commerce, hospitality, and consumer services
- Financial services, telecommunications, technology, and professional services
- Healthcare, education, charities, and membership organizations
- Business-to-business sales, distribution, property, and event organizations

Learning Objectives

By the end of this course, participants will be able to:

- Build a campaign cost structure and channel allocation
- Apply response, conversion, value, CAC, and ROAS calculations
- Analyze attribution assumptions and measurement limits
- Evaluate scenarios and sensitivity to key drivers
- Prioritize pacing adjustments and budget reallocations
- Build a Campaign Budget and ROI Evidence Pack

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Course Agenda

Day 1: Objectives, Costs and Allocation

- Campaign Objective-to-Metric Map
- Campaign Cost Taxonomy
- Channel and Activity Allocation Matrix
- Media, Production and Agency Cost Schedule
- Campaign Budget Approval Sheet

Day 2: Response and Return Model

- Impression-to-Conversion Funnel Model
- Response and Conversion Assumption Register
- Customer Acquisition Cost Worksheet
- ROAS Calculation and Value Bridge
- Campaign ROI and Full-Cost Worksheet

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Day 3: Attribution and Scenarios

- Conversion Tracking Readiness Checklist
- Attribution Model Assumption Register
- Channel Credit and Overlap Map
- Base, Upside and Downside Scenario Model
- Campaign Driver Sensitivity Table

Day 4: Pacing, Variance and Reallocation

- Campaign Spend Pacing Dashboard
- Committed Cost and Remaining Budget Tracker
- Cost-per-Result Variance Analysis
- Budget Reallocation Decision Log
- Campaign Performance Commentary Template

Day 5: Campaign Budget Review Practice

- Exercise: Build a Channel Budget Allocation
- Exercise: Calculate CAC, ROAS and Campaign ROI
- Exercise: Test Attribution and Sensitivity Assumptions
- Exercise: Reallocate Budget from Pacing Evidence
- Capstone Exercise: Campaign Budget and ROI Evidence Pack

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Practical Exercises

The course uses suggested activities that connect campaign assumptions with spend, conversion evidence, and return decisions.

- Suggested activity: allocate a retail launch budget across search, social, email, and events
- Suggested activity: calculate acquisition cost and return for a subscription campaign
- Suggested activity: test attribution and conversion-value assumptions for a healthcare awareness campaign
- Suggested activity: use pacing and variance evidence to reallocate a business-to-business campaign budget

FAQs

Who suits marketing campaign budgeting and ROI analysis training?

Marketing managers, campaign planners, performance marketers, brand managers, digital specialists, finance business partners, and marketing analysts suit the training. Participants should already plan or report campaigns and use spreadsheet calculations.

How does marketing campaign budgeting differ from marketing strategy training?

Marketing campaign budgeting focuses on costs, allocation, response assumptions, return calculations, pacing, variance, reallocation, and evidence. Marketing strategy training focuses more on markets, positioning, audiences, value propositions, and long-term choices.

What is the difference between campaign ROI and ROAS?

Campaign ROI compares campaign-related profit with the broader cost base included in the analysis. ROAS compares attributed conversion value or revenue with advertising spend. The scope and assumptions should be stated for either measure.

How should customer acquisition cost be calculated?

Customer acquisition cost divides the agreed acquisition-related cost base by the number of new customers attributed to the campaign. The calculation should document included costs, conversion definition, attribution model, and measurement period.

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Why do attribution assumptions matter in campaign ROI analysis?

Attribution assumptions determine how conversion credit is distributed across campaign touchpoints. Different models, eligible channels, and lookback choices can change reported channel value and therefore affect ROI, ROAS, and reallocation decisions.

Conclusion

Participants take back a Campaign Budget and ROI Evidence Pack containing cost schedules, allocation matrices, funnel assumptions, CAC and ROAS worksheets, attribution records, scenario models, pacing dashboards, and reallocation logs. The pack connects spending decisions with measured outcomes and stated limitations. Teams can use it to review campaign value and document budget changes.