



PERFORMANCE MARKETING

CAC . ROAS . LTV . DISTRIBUTION
CREATIVE TESTING . AUDIENCE
CONTRIBUTION . SCALING . INCREMENTALITY

DURATION

50 Hours

LEVEL

Advanced

MODULES

8

MODE

**Classroom ·
Online · Hybrid**

01 COURSE OVERVIEW

A performance marketing course focused on measurable acquisition economics across paid channels. The course is numbers-first: unit economics, contribution margin, CAC payback and the statistics of testing. Channel work covers Google, Meta, YouTube and programmatic, with attribution and incrementality treated carefully.

Learners run a structured creative test and present a scaling recommendation with a media plan.

WHO IT IS FOR

Paid media executives and managers

Growth and e-commerce teams

Founders managing ad spend

Analysts moving into growth

PREREQUISITES

Experience running at least one paid channel, and comfort with spreadsheets.

02 LEARNING OUTCOMES

01 Model CAC, ROAS, LTV and payback period.

03 Design creative tests with enough power to read.

05 Interpret attribution windows and model limits.

07 Decide when to scale, hold or cut a campaign.

02 Structure accounts for clean signal and control.

04 Build and exclude audiences correctly.

06 Run incrementality and geo tests.

01 ACQUISITION ECONOMICS

Contribution margin

LTV models

Budget allocation

CAC and payback

Blended vs channel metrics

PRACTICAL

UNIT ECONOMICS MODEL

02 ACCOUNT ARCHITECTURE

Campaign structure

Budget consolidation

Conversion setup

Naming conventions

Signal quality

03 CREATIVE STRATEGY

Angle and hook libraries

Iteration cadence

Creative fatigue

Format matrix

Statistical significance

PRACTICAL

TEST PLAN

04 AUDIENCES AND TARGETING

Broad vs interest

Exclusions

Offline conversions

Lookalikes

Retargeting windows

Privacy changes

05 GOOGLE AND YOUTUBE

Search, Shopping, Demand Gen

Feed quality

Bidding

Performance Max controls

YouTube creative specs

06 META AND PROGRAMMATIC

Advantage+ campaigns

DPA and catalogues

Frequency management

Placement control

Programmatic basics

07 MEASUREMENT

GA4 and platform discrepancy

MMM overview

Holdouts

Server-side tracking basics

Geo tests

PRACTICAL

INCREMENTALITY TEST DESIGN

08 SCALING AND REPORTING

Scaling rules

Diminishing returns

Board-level summaries

Budget pacing

Weekly reporting cadence

PROJECT

MEDIA PLAN WITH SCALING CASE

04 ASSESSMENT & CERTIFICATION

Module assignments and labs

25%

Mini projects

20%

Internal assessments

15%

Final project and review

40%

CERTIFICATION

Learners who complete all modules, submit the final project and clear the review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner's portfolio, and interview preparation is included in the closing sessions.

05 CAREER OUTCOMES

ROLES THIS PROGRAMME PREPARES FOR

PERFORMANCE MARKETING MANAGER

PAID MEDIA SPECIALIST

GROWTH MARKETER

MEDIA BUYER

MARKETING ANALYST

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