



Marketing Analytics & Lifecycle Marketing (AI)

100% free with a **Bildungsgutschein** from the Arbeitsagentur

FOCUS

TOP
ANBIETER FÜR
WEITERBILDUNG
2026

XDi
Experience Design
Institut

FOCUS.DE/BUSINESS

Discover the world of marketing analytics & lifecycle marketing

Become a certified Marketing Data & Lifecycle Manager with our Marketing Analytics & Lifecycle Marketing (AI) training program. Learn online through a combination of live classes with industry experts and flexible self-study. Build skills in marketing analytics & reporting, CRM & lifecycle automation, tracking & data quality and AI-powered data analysis. Secure a lucrative job with an attractive salary and earn a state-recognized certificate of completion.

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An overview of your career

Learn at your own pace with this marketing analytics & lifecycle marketing-bootcamp fully online and flexible, whenever and wherever it suits you. Design your learning journey and advance at a rhythm that matches your lifestyle. Acquire in-demand, practical skills in marketing analytics & reporting, CRM & lifecycle automation, tracking & data quality and AI-powered data analysis. Learn 1-on-1 with an experienced mentor, accompanied by your personal study advisor and our career coaches. Make yourself job-ready and secure a future-proof job.

Skills you'll master

- Digital Marketing Basics, Customer Journey & Use of AI
- CRM Automation, Lifecycle Marketing & Email Workflows
- Web Analytics, GA4 Tracking, Privacy & Data Quality
- Dashboards, A/B-Testing, Data Storytelling & Experimentation

Tools, techniques & methods



Google Analytics 4



Google Ads



Brevo



GlockApps



A/B Testing



CRM & Automation



AI-Tools

Details of your course



Format

Live Online Training &
E-Learning Selbststudium



Duration

Vollzeit: 7 Wochen
Teilzeit: 14 Wochen



Start

14.12.2026



Scope

Vollzeit: 35 h / Woche
Teilzeit: 17,5 h / Woche



Languages

English
German

Benefits of our Live Online Training & E-Learning Selbststudium bootcamps



Interaktive Live Trainings mit Branchenexperten

Du nimmst an interaktiven Live Workshops mit Branchenexperten teil – so lernst du direkt vom Experten und erzielst nachhaltige Lernerfolge.



Job-ready Praxis in realen Projekten

Lerne mithilfe realer, branchenspezifischer Szenarien und erwerbe praxisnahe Fähigkeiten, die du unmittelbar im Job einsetzen kannst.



Unbegrenzter Zugang zu multimedialen Inhalten

Du profitierst von interaktiven Inhalten auf Hochschulebene! Wir vermitteln lebendiges Wissen mit Artikeln, Videos, Quizze und praxisnahe Übungen.



Jederzeit und von überall lernen

Passe deine Weiterbildung deinem Lebensstil an. Lerne online jederzeit und von überall. Laptop und Internetanschluss reichen aus.



Karriereservices für deinen neuen Job

Mit Bewerbungstrainings, Karrieresprechstunden und unserer aktiven Jobvermittlung helfen wir dir auf dem Weg zu deinem neuen Job.



Vollzeit

Du willst voll und ganz in marketing analytics & lifecycle marketing eintauchen? Dann nimm an unserem Intensivkurs in Vollzeit teil.

- Abschluss in 7 Wochen
- Vollzeit online lernen
- 35 Stunden per Woche



Teilzeit

Du hast einen Halbtagsjob, Kinder oder anderweitige Verpflichtungen? Dann absolviere den marketing analytics & lifecycle marketing-Kurs in Teilzeit.

- Abschluss in 14 Wochen
- Teilzeit online lernen
- 17,5 Stunden per Woche

Satisfaction guarantee

Try it for 14 days

Feel free to try the course risk-free for up to 14 days from the start date. If it doesn't meet your expectations, you may cancel your enrollment at no additional cost.



Our course is suitable for the following people



Arbeitslose oder Arbeitssuchende

Du bist arbeitslos oder arbeitssuchend, hast Anspruch auf einen Bildungsgutschein und willst die Zeit nutzen, um dich für einen neuen Job als Marketing Data & Lifecycle Manager zu qualifizieren.



Quereinsteiger und Berufsumsteiger

Du bist eine branchenfremde, berufstätige Fachkraft und möchtest Marketing Data & Lifecycle Manager werden, um dich beruflich zu verändern, zu wachsen und neue Chancen zu nutzen.



Von Arbeitslosigkeit bedrohte Angestellte

Du bist Mitarbeiter eines Unternehmens im Strukturwandel und dein Job ist in Gefahr. Mit einer kostenlosen Weiterbildung über den Bildungsgutschein nach dem Qualifizierungschancengesetz kannst du dich gezielt qualifizieren und deinen Arbeitsplatz sichern.



Fachkräfte & Spezialisten

Du bist Spezialist in deiner Disziplin, möchtest dein Fachwissen ausbauen, dich zertifizieren lassen oder dich optimal auf eine Zertifikatsprüfung vorbereiten.



Absolventen und Studierende

Du hast kürzlich dein Studium abgeschlossen oder studierst noch und willst deine akademischen Qualifikationen durch praktische, branchenrelevante Fähigkeiten erweitern.



Interessierte Personen

Du interessierst dich für marketing analytics & lifecycle marketing und möchtest die praktische Anwendung von Marketing Data & Lifecycle Manager-Tools für persönliche oder berufliche Zwecke kennenlernen.

Die perfekte Mischung

für deinen Lernerfolg

Du profitierst von einer perfekten Mischung aus Live Trainings mit erfahrenen Trainern, hochwertigen E-Learning-Inhalten auf Hochschulniveau und einer Community für Austausch und Zusammenarbeit.



Tägliche Live Trainings

- Tägliche Termine
- 35 Stunden per Woche
- 09:00 - 16:00



E-Learning

- Multimediale Inhalte
- Selbstbestimmt lernen
- Jederzeit und überall



Karrierservices

- Bewerbungstraining
- Karrierecoaching
- Jobvermittlung



Community

- Unbegrenzter Zugang
- Austausch & Zusammenarbeit
- Kollegen & Gleichgesinnte

Your career prospects and job opportunities

Take the next step in your career

Secure a job in one of the fastest-growing professions in the technology industry. Acquire in-depth knowledge in Customer Journey Mapping, CRM & e-mail automation, web analysis with GA4, tracking & privacy-by-design, A/B testing & experimentation. Develop exactly the skills you need for a career as Marketing Data & Lifecycle Manager. Secure an attractive, well-paid job with a future in the IT industry.

€ 83.000

Average annual salary

200

Average monthly job offers

+0,3%

Estimated employment growth by 2030

Top 10

Estimated employment growth by 2030



Project based learning

Hands-on practice. Capstone project.

Recognized portfolio that stands

Through project-based learning, we ensure a holistic, active, and sustainable approach to skill development that bridges theory and practice and optimally prepares learners for real-world challenges.

Our courses primarily focus on developing the skills that are essential for professional success and personal growth. Theory and practice complement each other, and participants are actively involved in the learning process.



Project with assignments and real-world case studies

Start your professional development and work on a real-world project! Tackle realistic tasks that will perfectly prepare you for your future job.



A capstone project that makes an impression and opens doors

Create a capstone project that highlights your learning achievements and the skills you've gained in marketing analytics & lifecycle marketing.



An industry-recognized portfolio that impresses

Create an impressive portfolio that showcases your skills and opens doors with hiring managers.



CURRICULUM

What you will learn

Hands-on education in the skills of the future

In this marketing analytics & lifecycle marketing course, you will acquire the most important skills based on a curriculum designed by industry experts. The marketing analytics & lifecycle marketing training includes industry-validated, interactive content at a university level and extensive hands-on experience in real projects. You will build a portfolio and complete the program with a capstone project.



Module 1

Digital Marketing Fundamentals, Customer Journey & AI

This module teaches the fundamentals of digital marketing and organizes key disciplines along the funnel and customer journey. Participants will develop a realistic understanding of their role as T-shaped marketers and receive a thorough introduction to the responsible use of AI in marketing.

Core Skills

Marketing Basics

Customer Journey

Advertising Psychology

Basic Understanding of AI

Learning Outcomes

You will learn :

- Explain and classify central disciplines of digital marketing
- Apply funnel and customer journey concepts
- Analyze the differences between B2B and B2C marketing
- Assess the applications, limits and risks of AI

Content

- Role Model of the T-Shaped Marketer
- Marketing Funnel & ZMOT
- Personas as Hypotheses
- Advertising Psychology & FAST Framework
- Market & Competitor Analysis
- AI-Basics & Human-in-the-Loop

Module 2

CRM, Lifecycle Automation & AI-Workflows

This module deals with CRM as a strategic control tool. Participants learn how to structure customer relationships along the lifecycle and how to use automations sensibly.

Core Skills

CRM Understanding

Lifecycle Management

Automation Logic

Learning Outcomes

You will learn:

- Define lifecycle phases
- Understand CRM Logics
- Planning automations workflows
- Classify AI support in CRM
- Classify data protection & consent in the CRM

Content

- CRM Basics
- Customer Lifecycle
- Marketing Automation
- Segmentation
- AI-Powered Workflows
- E-Mail Fundamentals & Deliverability
- GDPR, Consent & Data Ethics

Module 3

Data, Analytics & Experimentation

This module provides a data-informed understanding of marketing. Participants learn to interpret data, formulate hypotheses, and evaluate experiments in a structured way.

Core Skills

Data Analysis

Experiment Design

KPI Assessment

Learning Outcomes

You will learn:

- Classify marketing data
- Interpreting KPIs
- Plan A/B tests
- Critically evaluate results
- Classify data protection & consent in the CRM
- Building a measurement plan
- Prepare dashboards for stakeholders

- Justifying MarTech decisions
- Classify AI-powered marketing strategy

Content

- Measure, Test, Iterate
- Measurement Plan & North Star Metrics
- Tracking & Privacy-by-Design
- QA & Data Quality
- Dashboards & Data Storytelling
- Experimentation & A/B Testing
- MarTech Stack & TCO
- AI-powered Marketing Strategy

Human-centered learning

in an online learning environment

Online, but not alone. Our proven, human-centered approach guarantees you ongoing support and a dedicated team to guide you every step of the way.



Ausgezeichnete Lern- erfolge

Wir lassen dich nicht alleine!

Unser erprobter, menschenzentrierter Ansatz bietet dir stets die Unterstützung, die du brauchst und ein motiviertes Team, das dich auf deinem Weg begleitet.



Tägliche Live Trainings

Starte neu und lerne von erfahrenen Branchenexperten mit viel Praxis, um dich optimal auf deine berufliche Zukunft vorzubereiten.



Karrierecoaches begleiten dich

Unsere Karriere-Coaches begleiten dich von Tag 1 an und bereiten dich optimal auf eine erfolgreiche Karriere vor.



Studienberater an deiner Seite

Unsere Studienberater stehen dir bei allen Fragen zur Seite und meistern mit dir jede Herausforderung, die sich dir in den Weg stellt.



Deine kollaborative Gemeinschaft

Lernen geht am besten mit anderen. Da Lernen kein Alleingang ist, erhältst du einen exklusiven Zugang zu unserer Community.

Career services

for you and your future

With our career services, we guide you through the entire professional development, from onboarding to successful completion and beyond. We support you from your first career goal to signing your contract with personalized coaching, practical support, and smart tools. We ensure that you're ready for the job market and connect you with interesting employers.



Academic advising

Our academic advisors are here to offer you guidance and support, and will help you overcome any challenges that come your way.



Job application training

You'll benefit from free job application training tailored to the needs of employers.



Career advice sessions

We offer free career counseling sessions with experienced HR managers to provide you with personalized advice.



Career coaching

Our career coaches will support you from the very start of the course and provide you with the best possible preparation for your professional career.

Funding & financing

There are many ways for you to take advantage of our subsidized training programs. Below, we have compiled all the relevant information about the available funding options that you can use to participate in our training programs.



Bildungsgutschein

00,00€

100% funding with an AZA-V-certified education voucher



Self-payers

One-time payment

2.649 €



Monthly payment

One-time payment before the course starts

€

Monthly payment

€

Bildungsgutschein

100% funded professional development

Take advantage of training or retraining funded through a Bildungsgutschein from the Agentur für Arbeit! You get the chance to gain specific skills and seize new career opportunities. All further training costs are covered by the Agentur für Arbeit or the Jobcenter.

A Bildungsgutschein allows you to participate in training programs free of charge. These are financed by the Agentur für Arbeit or the Jobcenter to support residents in Germany to upskill and improve their professional qualifications.

Maßnahmenummer

Full-time: 955/249/2026

Part-time: 955/342/2026

Here's how to get your Bildungsgutschein

1 Consultation

Make an appointment at your local Agentur für Arbeit.

2 Bootcamp

Choose an XDi course of your choice.

3 Course offer

Request a quote for the course of your choice.

4 Application

Submit an application and your course offering.

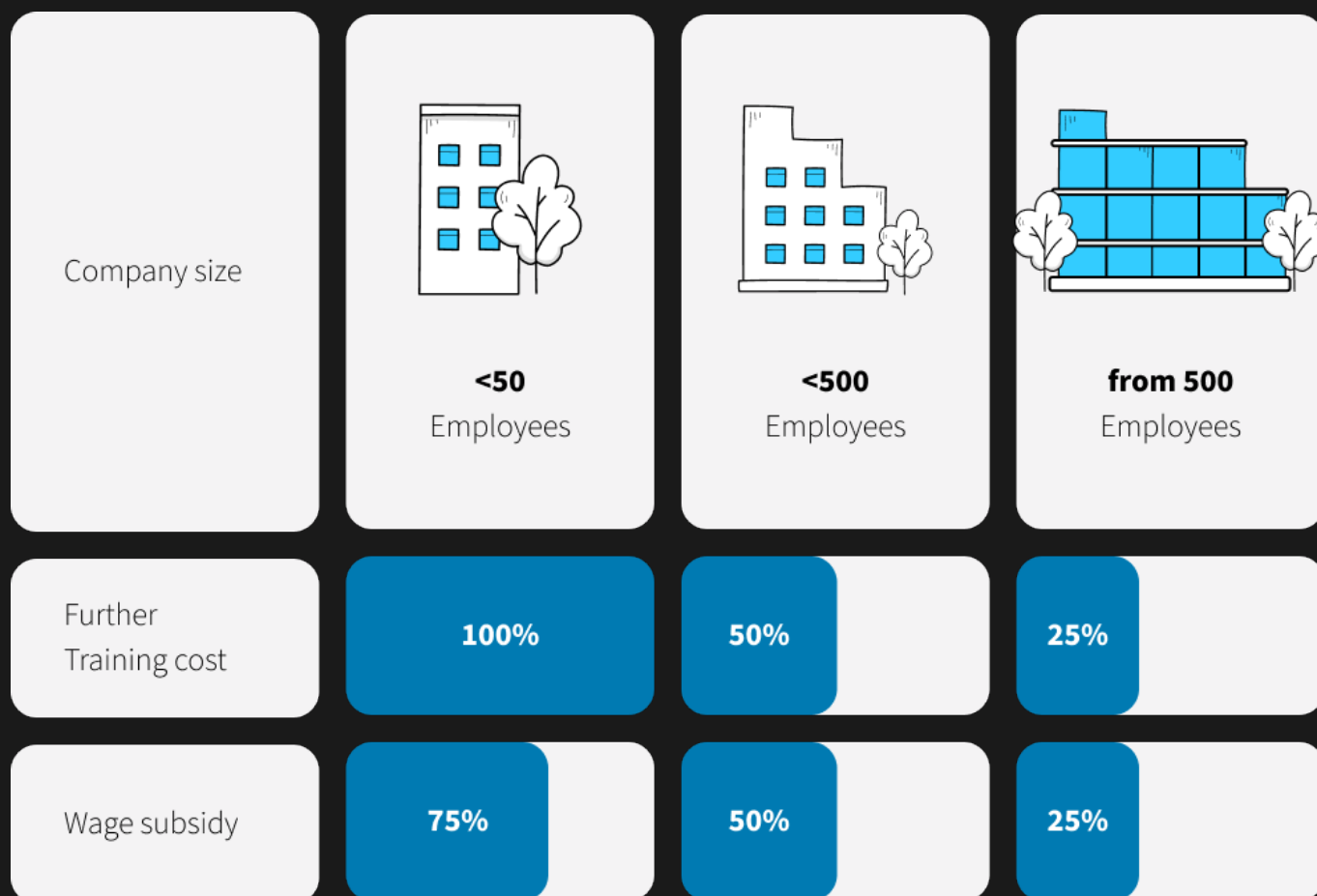
5 Registration

Register and submit the education voucher.

Qualifizierungschancengesetz

For job seekers and employees

At a time when technologies are constantly evolving, and the world of work is transforming, companies need to invest in professional development and upskilling of their employees. This ensures they are prepared for the challenges of the future and enables organizations to successfully navigate the digital transformation.



Benefit from XDi

XDi focuses on new, interactive teaching and learning formats based on the latest findings in brain research. Our motto is “learning by doing”; participants in our training programs learn to apply relevant methods and techniques through practical exercises in realistic projects, with the support of a personal mentor.



Officially recognized certificate

Upon completion of the training program, you will receive the „Marketing Data & Lifecycle Manager“ certificate from the XDi – Experience Design Institute. The certificate is recognized by German UPA, the Interaction Design Foundation, and UXPA, and has earned an international reputation.



Top salary & career opportunities

More jobs require more knowledge. Many of our students achieved positive results after attending our seminars.



Performance Marketer

analyses and optimises digital marketing performance

Up to **53.600€**

SEO Expert

optimises websites for search engines and increases visibility

Up to **42.400€**

SEA/SEM Expert

manages search engine advertising and optimises digital ads

Up to **41.800€**

Social Media Manager

manages content and campaigns on social media

Up to **40.200€**

Content Manager

manages content strategy, planning and creation

Up to **37.600€**

Digital Marketing Manager

plans, manages and analyses digital marketing campaigns

Up to **49.500€**

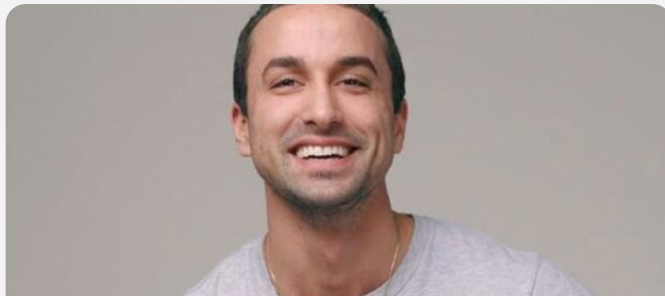
See for yourself!

Show more →



Hannah Reiss

Von der Weiterbildung zum [Certified Digital Marketing Manager](#) bin ich begeistert! Sie hat nicht nur Spaß gemacht, sondern auch einen enormen Wissensgewinn vermittelt. Die Inhalte waren perfekt aufeinander abgestimmt und haben mich dazu motiviert, mein Verständnis und meine Fähigkeiten in diesem Bereich zu vertiefen. Zudem stand mir meine Mentorin jederzeit bei Fragen und Unklarheiten zur Seite.



Sergio Castiglioni

Der Kurs zum "[Certified Digital Marketing Manager](#)" ist auf dem neuesten Stand, modern und mit Blick auf die Zukunft ausgerichtet. Die Inhalte waren sehr interessant und haben mir die Augen geöffnet, sowohl für meine private Sicht auf die digitale Welt als auch in Bezug auf Digital Marketing. Sehr empfehlenswert, wenn man einen Crashkurs in digitalem Marketing machen möchte!



5/5

Google



4,5/5

Trustpilot



4,9/5

Kursfinder



4,7/5

Career
Karma



4,9/5

Course
Report



4,7/5

SwitchUp

Our references

These companies are training their workforce with us and recruiting our students.

See all our references →

adidas

Allianz 

amazon 

 **AT&T**



 **Bayer**

 **BOSCH**

DAIMLER

Deloitte.

 **BAHN**

Deutsche Bank 

Dr. Becker  Klinikgruppe

Dräger

e-on

fielmann



BOSS
HUGO BOSS

ING 

 Mercedes-Benz

SUPER 

 **Telefónica**

Certified and accredited

Government-approved and **100% eligible** for funding. Get some advice on how to get everything you need for the Federal Employment Agency.



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**Learn today
for the world of tomorrow**

Contact

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🕒 Mo. - Fr. 08:00 - 17:00 Uhr

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