INVENTATEQ
LEARN SKILLS • GET PLACED

MASTER MARKETING CLOUD INTELLIGENCE
COURSE With Placement

Build In-Demand Professional Expertise with Real-Time Hands-on Marketing Cloud Intelligence Training

BEST RATED ON TOP PLATFORMS

Google Reviews ★★★★★ · Trustpilot ★★★★★ · Sulekha ★★★★★

COURSE BENEFITS

- ✓ 100% Practical & Real-Time Hands-on Labs
- ✓ End-to-End Capstone Implementation Projects
- ✓ Industry Recognized Certification Preparation
- ✓ 100% Dedicated Placement Support in MNC's & Mock Interviews

15+ YEARS OF EXCELLENCE
500+ HIRING PARTNERS
25K STUDENTS TRAINED
15K STUDENTS PLACED

Chat on WhatsApp
FREE Career Counselling
+91 85500 00909

YOUR FUTURE
STARTS HERE !

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ARE YOU FACING THESE CHALLENGES ?

- Still searching for your first job after graduation?
- Worried about the Gap? And don't know how to start your career?
- Stuck in a low-salary job? and seeking for better growth opportunities?
- Fear of switching to an IT career from a non-IT background
- Not getting interview calls despite applying to 100+ jobs?

TOO MUCH THEORY
NO PROJECTS
SKILL GAP
NO GUIDANCE
?

How Inventateq Helps You

Waiting Ends. Careers Begin.
Build job-ready skills. Start applying with confidence.

Turns Gaps into Comebacks
Close skill gaps. Rebuild your career

Break Free. Move Forward
Learn in-demand skills. Take your next career step.

Doubt Out. Confidence In.
Practice real skills. Walk into interviews prepared.

Turn Rejections into Chances
Turn every setback into skills employers value.

Be Smart Learn AI
Learn AI tools. Work smarter. Stay updated

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ABOUT INVENTATEQ

Inventateq is a leading IT training and placement company committed to transforming learners into Industry ready professionals

Our Mission
To deliver high-quality education, practical slots and career opportunities that empower individuals to achieve their dreams

Our Vision
To be a globally recognised training company known for innovation, quality and impactful learner outcomes.

Why Thousands Choose Inventateq?

15+ Years of Excellence
500+ Hiring Partners
25,000+ Students Trained
15,000+ Students Placed

We Collaborate With

Deloitte. · Capgemini · amazon · HCL · Tech Mahindra

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WHY LEARN MARKETING CLOUD INTELLIGENCE ?

Enterprises worldwide are actively hiring certified Marketing Cloud Intelligence professionals to drive critical business operations, digital transformation, and modernization.

CAREER SCOPE OF MARKETING CLOUD INTELLIGENCE

Exponential Industry Demand
Rapid enterprise adoption across global IT firms, MNCs, and technology centers

Premium Salary Compensation
Command competitive compensation packages with rapid growth milestones

Cross-Industry Opportunities
Versatile skill set applicable across technology, consulting, finance, and core sectors

Future-Proof Career Growth
Long-term job security supported by ongoing digital modernization and tooling investment

Global Certification Pathways
Direct alignment with recognized industry certifications to validate your competence

Worldwide Job Prospects
Open doors to roles in major Indian tech hubs as well as international remote positions

INDUSTRY-RECOGNIZED CERTIFICATION

INVENTATEQ
CERTIFICATE
OF ACHIEVEMENT
This Certificate is proudly presented to
Gaurang Ahinave
has successfully completed the Python Course and demonstrated outstanding performance, achieving an A Grade.
This certificate recognizes the successful completion of the program requirements during the period from
August 01, 2026 - August 18, 2026
scan to verify
ISO
SIGNATURE

QR Verified · Globally Valid · ISO 9001:2015

High Enterprise Demand. Global MNC Consulting. Premium Packages.

Average Marketing Cloud Consultant Salary in India

₹7.5 LPA – ₹24 LPA

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WHY INVENTATEQ ?

Because we have placed over 15,000+ students and we can place you as well

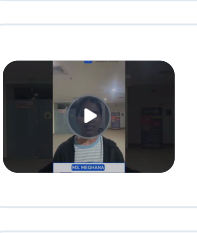
STUDENT PLACEMENTS

- ✓ 100% Placement Assurance Support
- ✓ 500+ Top Tech Hiring Partners
- ✓ Resume & LinkedIn Optimization
- ✓ Industry Mock Technical Interviews
- ✓ Unlimited Interview Calls Until Placed

COURSE & PLACEMENT VIDEOS

Student Genuine Feedback
Inventateq Reviews & Student Genuine Feed...
Inventateq Bangalore Reviews
Watch Video

Practical Training Success
Salesforce Training in Bangalore, Learn Sales...
Industry Tech Career
Watch Video



Placement Story
Ms. Meghana got Upskilled through Inventateq&...
Campus to MNC Offer
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Interview Skills & Growth
Free Interview Skills Development Classes for...
Free Student Masterclass
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> **At Inventateq, Your Success is Our Mission !**

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GUARANTEED PLACEMENT SUPPORT

We don't just teach, we prepare you for the real world!

- ✓ Aptitude Training
- ✓ Technical Training
- ✓ Mock Interviews
- ✓ HR Interview Preparation
- ✓ Resume Preparation
- ✓ Cover Letter Preparation
- ✓ LinkedIn Profile Optimisation
- ✓ Job Portal Access
- ✓ Placement Drives & Hiring Events

OUR RECRUITMENT PARTNERS

TATA · Infosys · wipro · Capgemini · Tech Mahindra · LARSEN & TOUBRO · HCLTECH · accenture

OUR PLACEMENT STATS

Our placement record reflects consistent growth, with students securing opportunities across leading companies in diverse industries.

15,000+ Students Placed
500+ Companies Hired
95% Placement Ratio
6 LPA Average Package

Check Most Recent Placements

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CAREER PROGRESSION

Job responsibilities, technical competency and portfolio evidence for each role.

ROLE PATHWAY	TYPICAL RESPONSIBILITIES	PORTFOLIO PROOF
Marketing Cloud Engineer	Manage core Marketing Analytics tasks, configure tooling, and support delivery.	Practical Marketing Analytics setup files, exercise scripts, and documentation.
Marketing Cloud Specialist	Build practical Data Integration workflows, implement features, and resolve issues.	Functional Data Integration modules, workflow configs, and practical deliverables.
Cloud Marketing Cloud Architect	Lead Marketing Cloud technical delivery, design solutions, and set standards.	Complete Marketing Cloud capstone artifacts, technical blueprints, and reports.

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SKILLS ROADMAP

Progress from core foundations to production-ready enterprise workflows.

MILESTONE	PRACTICAL OUTPUT	REVIEW EVIDENCE
Milestone 1 (Foundations)	Master fundamental Marketing Analytics concepts, environment setup, and tools.	Configured Marketing Analytics workspace and verified practice exercises.
Milestone 2 (Implementation)	Develop practical Data Integration workflows and functional domain modules.	Working Data Integration project modules and validated practice outputs.
Milestone 3 (Advanced Workflows)	Implement advanced Dashboard features, integrations, and optimizations.	Validated Dashboard configurations and technical review outputs.
Milestone 4 (Production Capstone)	Deliver an end-to-end Marketing Cloud capstone project and technical review.	Complete Marketing Cloud project portfolio artifact and defense.

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DETAILED MODULE PLAN

11 in-depth modules • 3 Months Duration • Hands-on practical training

1 Module 1: Introduction to Marketing Analytics

- Overview of Marketing Cloud Intelligence (Datorama)
- Digital Marketing Ecosystem
- Data-Driven Marketing Concepts
- KPIs and Marketing Metrics
- Platform Architecture Overview

GUIDED LAB
Log in to the system, practice basic navigation, and complete your first Marketing Cloud Intelligence (Datorama) exercise.

INTERVIEW & ASSESSMENT
Explain what Marketing Cloud Intelligence (Datorama) is used for and why companies choose it in simple words.

2 Module 2: Platform Basics

- User Interface & Navigation
- Accounts, Workspaces, and Data Models
- Data Integration Overview
- Connectors and Data Sources
- Data Import Process

GUIDED LAB
Configure and verify User Interface in your practice cloud environment.

INTERVIEW & ASSESSMENT
Explain how User Interface improves system reliability and performance.

3 Module 3: Data Integration & Management

- API-Based Data Integration
- File Uploads and Data Streams
- Data Normalization
- Data Mapping Techniques
- Data Quality Management

GUIDED LAB
Configure and verify API-Based Data Integration in your practice cloud environment.

INTERVIEW & ASSESSMENT
Explain how API-Based Data Integration improves system reliability and performance.

4 Module 4: Data Model Builder

- Data Model Concepts
- Fact and Dimension Tables
- Schema Design
- Relationship Mapping
- Data Structuring Best Practices

GUIDED LAB
Configure and verify Data Model Concepts in your practice cloud environment.

INTERVIEW & ASSESSMENT
Explain how Data Model Concepts improves system reliability and performance.

5 Module 5: Data Transformation

- Dataflows and Transformations
- Calculated Fields
- Data Blending
- Aggregations
- Data Cleansing Techniques

GUIDED LAB
Configure and verify Dataflows and Transformations in your practice cloud environment.

INTERVIEW & ASSESSMENT
Explain how Dataflows and Transformations improves system reliability and performance.

6 Module 6: Dashboard & Visualization

- Dashboard Creation
- Widgets and Charts
- KPI Tracking Dashboards
- Custom Reports
- Interactive Visual Analytics

GUIDED LAB
Configure and verify Dashboard Creation in your practice cloud environment.

INTERVIEW & ASSESSMENT
Explain how Dashboard Creation improves system reliability and performance.

7 Module 7: Analytics & Insights

- Marketing Performance Analysis
- Channel Attribution Models
- ROI Analysis
- Campaign Performance Tracking
- Trend Analysis

GUIDED LAB
Configure and verify Marketing Performance Analysis in your practice cloud environment.

INTERVIEW & ASSESSMENT
Explain how Marketing Performance Analysis improves system reliability and performance.

8 Module 8: Automation & Alerts

- Scheduled Data Refresh
- Alert Configuration
- Automated Reporting
- Workflow Automation
- Notifications Setup

GUIDED LAB
Set up simple performance alarms to receive email alerts when cloud server CPU spikes.

INTERVIEW & ASSESSMENT
Explain how system monitoring helps engineers fix issues before users notice.

9 Module 9: Advanced Analytics

- Cross-Channel Marketing Analysis
- Predictive Insights (Overview)
- Cohort Analysis
- Funnel Analysis
- Customer Journey Analytics

GUIDED LAB
Configure and verify Cross-Channel Marketing Analysis in your practice cloud environment.

INTERVIEW & ASSESSMENT
Explain how Cross-Channel Marketing Analysis improves system reliability and performance.

10 Module 10: Integration & Governance

- CRM Integration (Salesforce Ecosystem)
- Google Analytics Integration
- Data Governance & Security
- User Roles & Permissions
- Compliance Best Practices

GUIDED LAB
Create user accounts with restricted permissions and test secure role switching.

INTERVIEW & ASSESSMENT
Explain why giving minimum required permissions protects cloud environments.

11 Module 11: Real-Time Projects

- Multi-Channel Marketing Dashboard
- Campaign ROI Analysis Project
- Customer Journey Analytics Setup
- Data Integration Case Study
- Resume Building & Interview Preparation
- Tools Covered
- Salesforce Marketing Cloud Intelligence (Datorama)
- Salesforce Marketing Cloud

GUIDED LAB
Complete an end-to-end practical project bringing together everything you built in this course.

INTERVIEW & ASSESSMENT
Present your completed project and explain your key design decisions with confidence.

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REAL-WORLD PORTFOLIO PROJECTS

Practical industry scenarios, tools applied, and demonstrable project outcomes.

Project 1: Multi-Channel Marketing Dashboard

What it is: Set up the core Marketing Analytics environment and configure essential business settings.
What you do: Initialize base configurations, create clean templates, and verify workflow controls.
Tools used: Marketing Cloud, Marketing Analytics, Marketing Cloud Intelligence
Project outcome: Working project foundation configured and tested according to best practices.

Project 2: Campaign ROI Analysis Project

What it is: Build practical Platform modules to handle everyday business operations.
What you do: Create core functional components, validate input data, and prevent common errors.
Tools used: Marketing Cloud, Platform, User Interface Navigation
Project outcome: Functional business module ready to run and demo with zero manual errors.

Project 3: Customer Journey Analytics Setup

What it is: Connect Data Model Builder with Data Model to automate data and team workflows.
What you do: Set up automated pipelines, link required services, and run end-to-end tests.
Tools used: Marketing Cloud, Data Model Builder, Data Model
Project outcome: Live automated workflow pipeline documented with clear usage guides.

Project 4: Data Integration Case Study

What it is: Optimize Dashboard Visualization workflows for security, speed, and reliability.
What you do: Audit performance bottlenecks, apply security rules, and optimize execution speed.
Tools used: Marketing Cloud, Dashboard Visualization, Dashboard Creation
Project outcome: Production-grade technical deliverable ready to add to your personal portfolio.

Project 5: Salesforce Marketing Cloud

What it is: Implement advanced Automation Alerts features matching real industry requirements.
What you do: Configure custom settings, automate repetitive tasks, and test business logic.
Tools used: Marketing Cloud, Automation Alerts, Scheduled Data Refresh
Project outcome: Production-grade technical deliverable ready to add to your personal portfolio.

Project 6: Marketing Cloud End-to-End Capstone

What it is: Build a complete, production-ready Marketing Cloud project bringing all skills together.
What you do: Design, code, test, and document a full project workflow from scratch to launch.
Tools used: Marketing Cloud, Integration Governance, CRM Integration Salesforce
Project outcome: Verified capstone project ready to showcase on your resume and interview calls.

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ASSESSMENT FRAMEWORK

Module tests, practical evaluations, capstone and completion criteria.

COMPONENT	ASSESSMENT FOCUS	PASS EVIDENCE
Module Knowledge Quizzes	Core Marketing Analytics principles, industry terminology, and workflow concepts	Consistent passing score across syllabus unit evaluation tests
Lab Submissions & Practice Reviews	Hands-on Data Integration implementation, configuration, and practical exercises	Working lab deliverables satisfying practical evaluation rubrics
Hands-On Mini Projects	Independent problem-solving using intermediate Dashboard techniques	Functional project artifacts addressing realistic domain scenarios
Final Production Capstone	End-to-end Marketing Cloud implementation, quality review, and delivery	Complete capstone submission with technical walkthrough review
Technical Mock Viva	Technical reasoning, troubleshooting approaches, and communication	Successfully defending project decisions in structured mock panels

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RESUME, GITHUB & LINKEDIN

Evidence-based resume writing and professional project presentation.

- Live Marketing Cloud portfolio featuring SEO audit decks, keyword plans, and ad metrics.
- Detailed Marketing Analytics diagrams, component specifications, and end-to-end workflows.
- Visual project sheets, live demonstration walkthroughs, and verified functional outputs.
- Project documentation covering Data Integration setup, configuration steps, and test notes.
- Direct resume bullet points highlighting hands-on Marketing Cloud tools and technical outcomes.
- Structured practice for technical interview pitches, walkthroughs, and viva defense.

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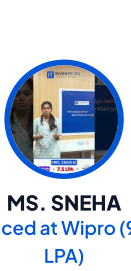
OUR STUDENT

Meet the learners who turned their goals into successful careers through dedication, skill, and continuous growth.

READ REVIEWS

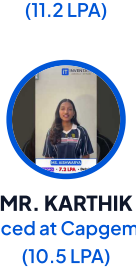


MS. SNEHA
Placed at Wipro (9.5 LPA)

"The practical lab sessions gave me the confidence to transition into enterprise roles. Working on real-world datasets helped me clear technical interviews effortlessly!"
Course Completed : **Marketing Cloud Intelligence Specialist** G ★★★★★

MR. HARSHIT
Placed at Accenture (11.2 LPA)

"Inventateq's focus on industry capstone projects and mock interviews was game-changing. The mentors guided me through every real-world implementation hurdle."
Course Completed : **Marketing Cloud Intelligence Specialist** G ★★★★★

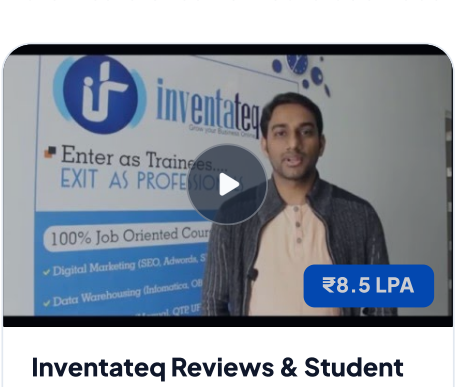


MR. KARTHIK
Placed at Capgemini (10.5 LPA)

"Moving from beginner theory to hands-on enterprise tools was seamless. The portfolio defense preparation helped me crack my MNC placement round!"
Course Completed : **Marketing Cloud Intelligence Specialist** G ★★★★★

WATCH VIDEOS

Watch real stories from our students as they talk about their journey, growth, and placement success.



Inventateq Reviews & Student Genuine Feedback Bangalore
Course Video 1 • Student Feedback
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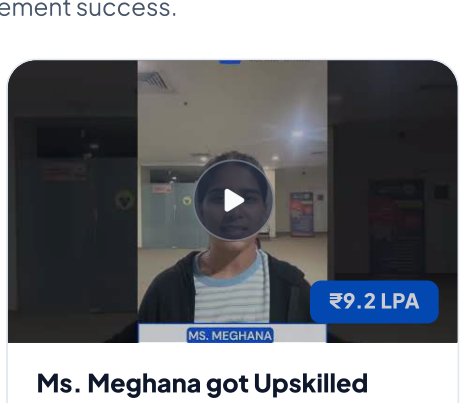
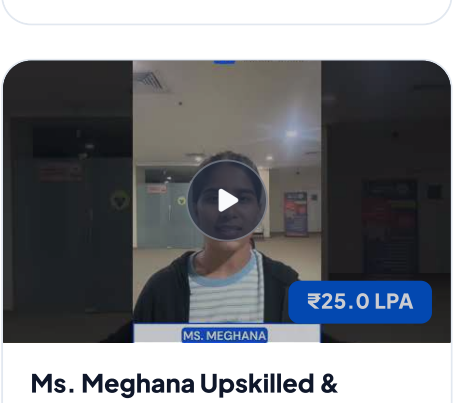
Salesforce Training in Bangalore, Learn Salesforce from Scratch
Course Video 2 • Student Feedback
Watch Story



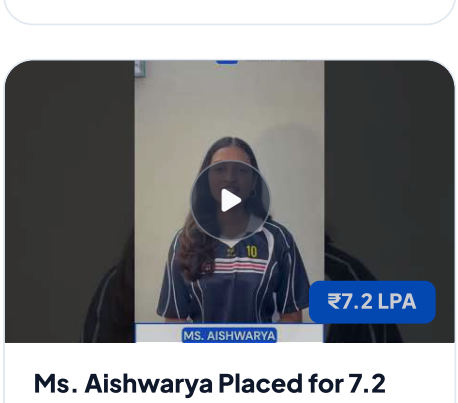
Ms. Meghana got Upskilled through Inventateq's Salesforce Marketing Cloud Program & Placed at 25 LPA
Course Video 3 • Student Feedback
Watch Story

Classes @ INVENTATEQ.COM
₹6.8 LPA

Free Interview Skills Development Classes for Freshers & College Students
Course Video 4 • Student Feedback
Watch Story



Ms. Meghana Upskilled & Placed at 25 LPA
Top Offer • Enterprise Consultant
Watch Story



Ms. Aishwarya Placed for 7.2 LPA Package
Verified Offer • Software Dev
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