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# AI Marketing Mix Modelling and Demand Forecasting Training Course

28 June – 2 July 2027
Amsterdam

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**Ref:** 119_2995 **Date:** 28 June – 2 July 2027 **Location:** Amsterdam **Fees:** 6200 GBP

AI Marketing Mix Modelling and Demand Forecasting is a 1-week training course for marketing managers, brand strategists and demand planners, in which each participant builds a budget reallocation scenario pack that links channel spend to forecast demand. Cookie loss and fragmented media make click-based attribution less reliable, so finance teams ask marketers to prove which spend actually moves sales. Jupiter Prime Training runs AI Marketing Mix Modelling and Demand Forecasting.

## Why AI Marketing Mix Modelling and Demand Forecasting Matters Now

Three forces shape marketing measurement today. Privacy changes and walled-garden platforms limit user-level tracking, which pushes brands back towards aggregate models such as marketing mix modelling. Open-source and cloud modelling tools make Bayesian and machine learning approaches affordable for in-house teams. Finance and supply chain partners want demand forecasts they can plan stock and cash around. Brands that model well move budget to the channels that earn incremental sales; brands that model badly keep funding last year's habits. The course draws on ISO/IEC 42001 Artificial Intelligence Management System and the NIST AI Risk Management Framework AI RMF for model oversight.

## Who Gains Most from AI Marketing Mix Modelling and Demand Forecasting

- Owners of annual and quarterly media budgets across channels
- Planners who forecast product or service demand for operations and finance
- Brand leads who must show the long-term effect of awareness spend
- Analysts who brief and challenge agency or vendor measurement models
- Commercial leads who set promotion and pricing calendars

Marketing and planning functions gain most when a budget owner, a demand planner and an in-house analyst attend together.

## AI Marketing Mix Modelling and Demand Forecasting Capabilities

These outcomes connect model outputs to the money and stock decisions they should change.

- Specify the sales, spend and external driver data a mix model needs — analysts and data owners
- Build and read adstock and saturation curves by channel — media budget owners
- Calculate marginal return and optimal spend ranges — the chief marketing officer and finance
- Test demand forecasts against hold-out periods and promotions — supply chain and operations planners
- Design incrementality experiments that calibrate model results — channel managers
- Communicate scenarios and uncertainty ranges in plain terms — executive committees

## Key AI Marketing Mix Modelling and Demand Forecasting Terms

- Marketing mix modelling MMM — a statistical model that estimates how each channel, price and external factor contributes to sales over time.
- Adstock — the carry-over effect of advertising, where part of its impact continues in following weeks.
- Saturation curve — a curve showing diminishing extra sales as spend in one channel rises.
- Incrementality — the additional sales caused by a marketing action compared with what would have happened without it.
- Demand forecast — a time-based estimate of future unit or revenue demand used for planning stock, staff and cash.
- Marginal return on spend — the extra revenue expected from the next unit of budget in a channel.

## AI Marketing Mix Modelling and Demand Forecasting Day by Day

### Day 1: Measurement After Cookies

- Attribution Versus Mix Modelling — Choosing the Right Measurement Lens
- Data Inventory for Sales, Spend and Drivers — Gaps Before Modelling
- Seasonality, Pricing and Competitor Effects — External Driver Selection
- Bayesian and Machine Learning MMM Tools — Build, Buy or Brief an Agency
- Business Questions Framing — What Budget Decision the Model Serves

### Day 2: Building the Mix Model

- Adstock Transformation — Capturing Carry-Over by Channel
- Saturation Curves — Spotting Diminishing Returns
- Model Fit and Validation — Hold-Out Periods and Error Measures
- Contribution Decomposition — Base Sales Versus Media-Driven Sales
- Brand Versus Performance Effects — Long-Term and Short-Term Return

### Day 3: Demand and Sales Forecasting

- Time Series Forecasting Models — Trend, Seasonality and Events
- Machine Learning Forecasts With Promotion Drivers — Uplift Planning
- Forecast Accuracy Measures — Bias and Error by Product Line
- Segment-Level Demand Forecasts — Customer Groups and Regions
- Scenario Inputs From Mix Models — Linking Spend Plans to Demand

### Day 4: Optimisation, Experiments and Oversight

- Budget Optimiser Runs — Marginal Return and Spend Ranges
- Incrementality Tests and Geo Experiments — Calibrating the Model
- Campaign Optimisation Signals — Weekly Adjustments Within the Plan
- ISO/IEC 42001 and NIST AI RMF for Marketing Models — Model Accountability
- Uncertainty Communication — Ranges, Not Single Numbers

## Day 5: Practising the Budget Reallocation Scenario Pack

- Measurement Brief — Applying Day 1 Framing
- Channel Response Summary — Applying Day 2 Curves
- Demand Outlook — Applying Day 3 Forecasts
- Optimised Spend Scenarios — Applying Day 4 Optimiser and Tests
- Budget Reallocation Scenario Pack — Presentation to Marketing and Finance Leads

## Applying AI Marketing Mix Modelling and Demand Forecasting After the Course

- Assemble two years of weekly sales, spend and driver data and identify the gaps that block a first mix model
- Design one geo or hold-out incrementality test for the channel with the most uncertain return

## AI Marketing Mix Modelling and Demand Forecasting Questions FAQ

### What is AI Marketing Mix Modelling and Demand Forecasting and why does it matter now?

AI Marketing Mix Modelling and Demand Forecasting uses statistical and machine learning models to link channel spend to sales and predict demand. It matters now because user-level tracking is weaker and finance wants proof of return.

### Which roles gain most from AI Marketing Mix Modelling and Demand Forecasting?

Marketing managers, brand strategists and demand planners gain most. You benefit if you own media budgets, forecast demand, brief measurement agencies or set promotion calendars.

### How does AI Marketing Mix Modelling and Demand Forecasting differ from a marketing strategy and planning course?

AI Marketing Mix Modelling and Demand Forecasting is quantitative and model-led. A marketing strategy course covers positioning and planning frameworks; this one covers adstock, saturation, forecasts, incrementality tests and budget optimisation.

### What do you bring back from AI Marketing Mix Modelling and Demand Forecasting?

You bring back a budget reallocation scenario pack. It shows channel response curves, a demand outlook and optimised spend scenarios with uncertainty ranges.

## AI Marketing Mix Modelling and Demand Forecasting: The Way Forward

The budget reallocation scenario pack first informs how next quarter's media budget is split across channels. Marketing directors, finance partners and demand planners use it to agree spend ranges and stock plans. After the first incrementality test, revisit the model's channel curves, because experiment results often shift estimates for the hardest-to-measure channels.