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COURSE BROCHURE

# AI in Digital Marketing and Campaign Analytics Course

17 – 21 October 2027
Online

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Registered in the United Kingdom and Saudi Arabia

# AI in Digital Marketing and Campaign Analytics Course

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AI in Digital Marketing and Campaign Analytics is a 1-week training course for marketing managers, digital marketers and brand and growth leads, who leave with an AI-powered campaign plan carrying measurable conversion targets. Machine learning now shapes who sees which message, and generative tools produce content faster than review processes can keep up. Jupiter Prime Training runs this course on AI in digital marketing and campaign analytics for those accountable for acquisition and retention.

## Why AI in Digital Marketing and Campaign Analytics Matters Now

Three forces shape AI in digital marketing and campaign analytics today: the decline of third-party tracking that pushes brands toward first-party data and modelled measurement, generative tools that multiply creative variants, and customers who expect relevant offers without feeling watched. Marketers who combine these well spend media where incremental conversions arise and keep brand voice consistent; those who chase automated volume risk wasted budget, off-brand content and privacy complaints. Examples come from online retail and retail banking. AI risk is handled with ISO/IEC 42001 for AI management systems and the NIST AI Risk Management Framework AI RMF.

## Who Gains Most from AI in Digital Marketing and Campaign Analytics

- Marketing managers responsible for campaign budgets, channel mix and results
- Digital marketers who run paid media, email, social and search activity
- Brand leads who protect tone, creative quality and consistency
- Growth and CRM leads who own segmentation, lifecycle journeys and retention
- Marketing analysts who build dashboards, tests and attribution reports

The strongest gain comes when a marketing manager, a CRM lead and an analyst running the same customer journeys attend together.

## AI in Digital Marketing and Campaign Analytics Capabilities

Participants learn to move from audience insight to content, targeting and measurement with models they can question and explain.

- Build AI customer segments from first-party behaviour and value data — CRM and growth leads
- Apply generative tools to produce on-brand content variants with review rules — brand owners
- Test propensity and churn models to target offers and budgets — channel managers
- Design personalisation rules that balance relevance, frequency and consent — customer experience leads
- Calculate incremental impact with attribution and controlled experiments — finance partners

- Communicate an AI-powered campaign plan with conversion targets and measures — the marketing leadership team

## Key AI in Digital Marketing and Campaign Analytics Terms

- Customer Segmentation — grouping customers by shared behaviour, value or needs so messages and offers can be tailored.
- Propensity Model — a model that scores how likely each customer is to buy, respond or leave.
- Generative Content — text, images or video drafted by AI models from prompts and brand guidance.
- Personalisation — adapting content, offers or timing to an individual customer's profile and behaviour.
- Marketing Attribution — assigning credit for a conversion across the channels and touchpoints that preceded it.
- Incrementality Test — an experiment comparing exposed and holdout groups to measure the true lift of a campaign.

## AI in Digital Marketing and Campaign Analytics Day by Day

### Day 1: The AI-Driven Marketing Landscape

- Customer Journey Mapping With Data Touchpoints — Where AI Adds Value
- First-Party Data Foundations and Consent — Privacy-Respecting Targeting
- Marketing Technology Stack Review — CDP, CRM and Ad Platforms
- AI Use Case Scoring for Marketing — Impact, Effort and Risk
- Baseline Funnel Metrics — Reach, Engagement, Conversion and Retention

### Day 2: AI Customer Segmentation and Propensity

- Clustering Methods for Behavioural Segments — Choosing Actionable Groups
- Customer Lifetime Value Prediction — Budget Allocation by Segment
- Propensity and Churn Models — Offer and Retention Targeting
- Lookalike Audiences and Seed Selection — Acquisition Efficiency
- Segment Stability and Bias Checks — Fair and Reliable Targeting

### Day 3: Generative Content and Personalisation

- Prompt Frameworks and Brand Guardrails — Consistent Tone and Claims
- Variant Generation for Ads, Email and Landing Pages — Testing Volume
- Next-Best-Action and Recommendation Engines — Personalised Offers
- Frequency, Timing and Fatigue Rules — Customer Experience Limits
- Content Review and Approval Workflows — Accuracy and Rights Checks

## Day 4: Predictive Campaign Analytics and Attribution

- Campaign Response Forecasting — Budget Pacing and Bid Decisions
- Multi-Touch and Data-Driven Attribution — Channel Credit Choices
- Marketing Mix Modelling Basics — Long-Term Spend Allocation
- A/B and Holdout Experiment Design — Proving Incremental Lift
- ISO/IEC 42001 and NIST AI RMF Controls — Marketing Model Risk

## Day 5: Practising the AI-Powered Campaign Plan

- Target Segments and Value Sizing — Applying Segmentation Models
- Content and Personalisation Approach — Applying Generative Guardrails
- Channel Budget and Forecast — Applying Predictive Analytics
- Measurement Design With Holdouts — Conversion Targets and Attribution
- AI-Powered Campaign Plan — Presentation to Marketing Leadership

## Applying AI in Digital Marketing and Campaign Analytics After the Course

- Build a value-based segmentation from first-party data and select one segment for a tailored journey
- Run a holdout test on one live campaign to measure incremental conversions against attributed results

## AI in Digital Marketing and Campaign Analytics Questions FAQ

### What is AI in digital marketing and campaign analytics and why does it matter now?

AI in digital marketing and campaign analytics applies segmentation models, generative content and predictive measurement to plan and optimise campaigns. It matters now because tracking changes and content volume demand smarter use of first-party data and proof of incremental impact.

### Which roles gain most from AI in digital marketing and campaign analytics training?

Marketing managers, digital marketers, brand leads, CRM and growth leads and marketing analysts gain most. They decide audiences, content, budgets and measurement and need to judge what AI recommendations are worth.

### How does AI in digital marketing and campaign analytics training differ from a general digital marketing course?

It concentrates on models and measurement rather than channel mechanics. You work with propensity scoring, generative guardrails, attribution and incrementality testing instead of learning how to set up individual platforms.

## What do you bring back from AI in digital marketing and campaign analytics training?

You bring back an AI-powered campaign plan for one product or audience. It sets target segments, content and personalisation rules, channel budgets with forecasts, and a measurement design with conversion targets.

## AI in Digital Marketing and Campaign Analytics: The Way Forward

The AI-powered campaign plan first informs which segments receive budget and which content variants enter testing. Marketing managers, CRM leads and analysts use it to brief agencies and track conversions. After the first campaign cycle, revisit attribution against holdout results, since modelled credit and measured lift often disagree and the gap shows where spend should move.