

Postgraduate Certificate Optimization of Commercial Campaigns with Artificial Intelligence



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- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Global University**
- » Accreditation: **6 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: www.techtute.com/us/artificial-intelligence/postgraduate-certificate/optimization-commercial-campaigns-artificial-intelligence

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 16

05

Methodology

p. 20

06

Certificate

p. 28

01

Introduction

AI-driven marketing campaign optimization leverages advanced algorithms and real-time data analytics, enabling organizations to improve the accuracy of their marketing strategies, identify market opportunities faster and adjust their actions based on consumer behavior. This, in turn, leads to greater efficiency in the allocation of resources, an increase in ROI and an overall improvement in the customer experience. In this context, TECH has developed this comprehensive, completely virtual and flexible program, designed to fit each student's schedule. In addition, it is based on the cutting-edge methodology of Relearning, fostering a comprehensive understanding of the topics addressed.



“

Optimization of Commercial Campaigns with Artificial Intelligence will be an invaluable tool to boost your growth and business success. And all through cutting-edge teaching materials!”

Artificial Intelligence makes it possible to analyze large amounts of data quickly and accurately, identifying patterns and trends that would be difficult to detect manually, leading to more informed and strategic decision making. In addition, this technology can personalize campaigns in real time, adapting them to customers' preferences and behaviors, which increases the relevance and effectiveness of marketing strategies.

That is why TECH has developed this Postgraduate Certificate, to provide professionals with comprehensive training in the latest technologies and strategies to boost the performance of Digital Marketing campaigns. In this way, participants will implement Artificial Intelligence and take advantage of the Emarsys platform to create highly personalized ads, precisely targeted to specific audiences.

Likewise, the agenda will focus on the optimization of advertising budgets through Artificial Intelligence algorithms, equipping students with the skills to maximize ROI and campaign effectiveness. It will also delve into automated tracking and analysis of campaign results, enabling real-time adjustments to improve performance and adapt to market dynamics.

Likewise, participants will dive into the implementation of automated and adaptive A/B testing, a crucial tool to identify high-value audiences and refine the creative content of campaigns. In addition, they will be able to automate technical SEO tasks and keyword analysis with Spyfu, using Artificial Intelligence to perform multichannel attribution analysis.

As such, this online academic program will guarantee freedom of access from any location and at any time. In fact, with only an electronic device connected to the Internet, graduates will have at their disposal all the resources and materials necessary to successfully complete the program. It is also based on the Relearning methodology, focused on the reiteration of fundamental concepts to facilitate the understanding and assimilation of the content.

The **Postgraduate Certificate in Optimization of Commercial Campaigns with Artificial Intelligence** contains the most complete and up-to-date program on the market. The most important features include:

- Development of practical cases presented by experts in Optimization of Commercial Campaigns with Artificial Intelligence
- The graphic, schematic and eminently practical contents with which it is conceived gather scientific and practical information on those disciplines that are indispensable for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection



Update your knowledge in Artificial Intelligence applied to Digital Marketing! You will boost your company's ability to deliver personalized experiences and increase the return on investment of your campaigns"

“

This 100% online Postgraduate Certificate will offer you a unique combination of theoretical knowledge and practical skills, to excel in the competitive world of AI-driven Digital Marketing”

The program’s teaching staff includes professionals from the sector who contribute their work experience to this specializing program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the course. For this purpose, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

You'll learn advanced segmentation and targeting techniques with Eloqua, adapting your advertising strategies to different stages of the customer lifecycle. What are you waiting for to enroll?

You will acquire essential skills for automated tracking and analysis of campaign results, through an extensive library of the most innovative multimedia resources.



02

Objectives

This Postgraduate Certificate aims to provide the skills and knowledge necessary to take full advantage of the cutting-edge tools and techniques in Digital Marketing. In fact, through a practical and results-oriented approach, participants will be specialized in the effective implementation of Artificial Intelligence in the optimization of commercial campaigns, in order to improve segmentation, targeting and personalization of advertising messages. In addition, they will be equipped with the skills to optimize advertising budgets and perform automated monitoring and analysis of campaign results.



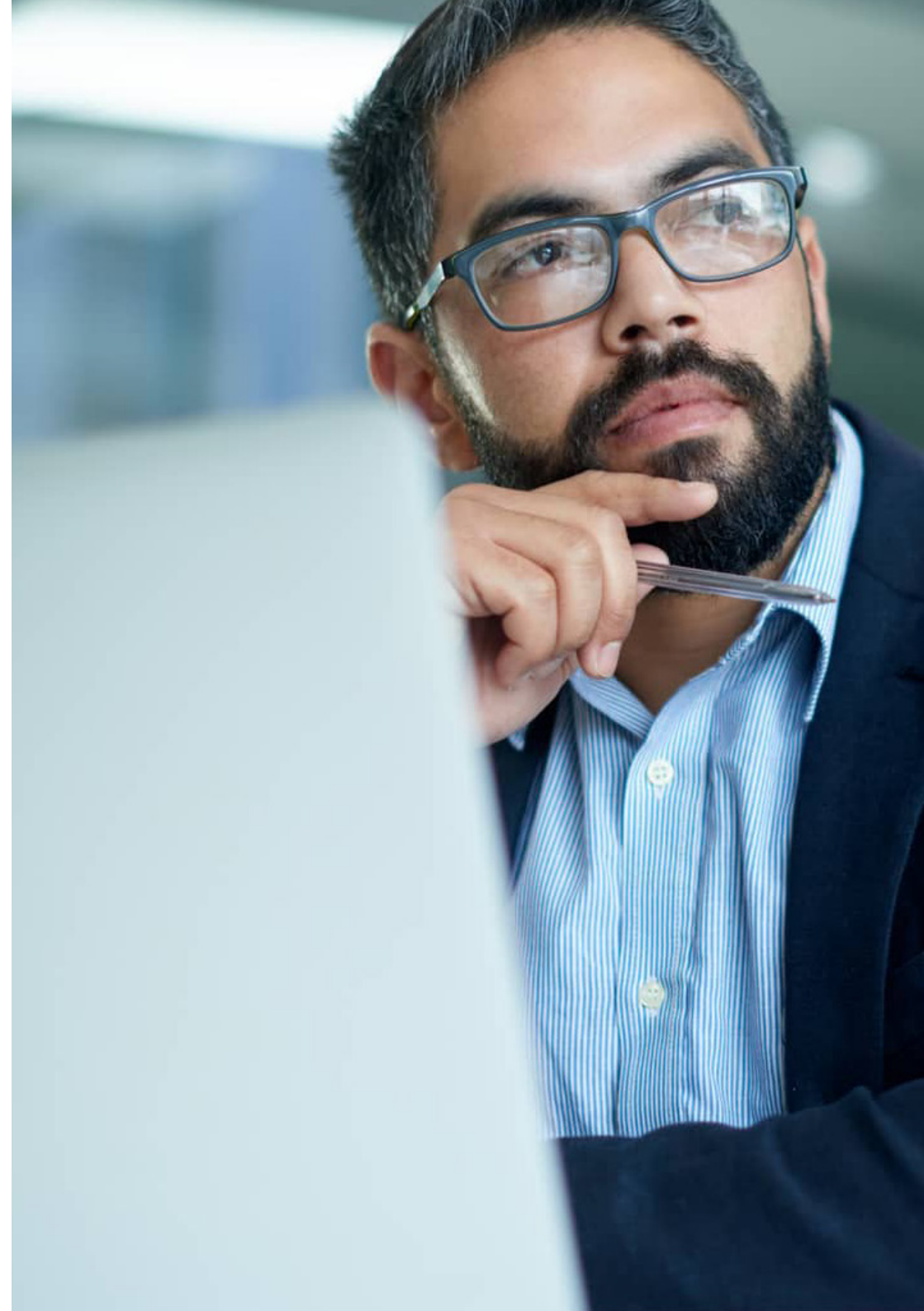
“

You will be equipped with the necessary skills to drive the success of your commercial campaigns in a constantly evolving digital environment. Achieve your goals with the help of TECH!”



General Objectives

- ◆ Implement Artificial Intelligence applications in Digital Marketing and e-commerce to improve the efficiency and effectiveness of strategies
- ◆ Improve user experience in Digital Marketing by using Artificial Intelligence for dynamic personalization of websites, applications and content
- ◆ Implement Artificial Intelligence systems for the automation of e-Commerce processes, from inventory management to customer service
- ◆ Research and apply predictive AI models to identify emerging trends in the marketplace and anticipate customer needs
- ◆ Collaborate on cross-functional projects to integrate Artificial Intelligence solutions with existing Digital Marketing platforms and develop new strategies
- ◆ Evaluate the impact of Artificial Intelligence technologies on Digital Marketing and e-commerce, both from a business and ethical perspective





Specific Objectives

- Implement AI and personalized advertising with Emarsys to create highly personalized and targeted ads to specific audiences
- Apply advanced ad targeting and segmentation techniques with Eloqua to reach specific audiences at different stages of the customer lifecycle
- Optimize ad budgets using Artificial Intelligence to maximize ROI and campaign effectiveness
- Perform automated tracking and analysis of campaign results to make real-time adjustments and improve performance
- Implement automated and adaptive A/B testing to identify high-value audiences and optimize campaign creative content
- Automate technical SEO and keyword analysis tasks with Spyfu, using Artificial Intelligence to perform multi-channel attribution analysis



You will implement advanced A/B testing and technical SEO strategies, all with the ultimate goal of maximizing the return on investment and effectiveness of Digital Marketing strategies”

03

Course Management

The teaching team behind the Postgraduate Certificate in Optimization of Commercial Campaigns with Artificial Intelligence is made up of experts at the intersection between Digital Marketing and cutting-edge technology. In fact, these mentors are committed to providing quality education, using innovative approaches and up-to-date case studies, ensuring that graduates acquire the skills and knowledge necessary to succeed in today's business world. In addition, they are constantly updating their knowledge to keep up with the latest trends and advances in the field, ensuring relevant and cutting-edge training.



“

You will be supported by faculty members who come from diverse backgrounds, with extensive experience in the implementation of Marketing strategies based on Artificial Intelligence”

Management



Dr. Peralta Martín-Palomino, Arturo

- ♦ CEO and CTO at Prometheus Global Solutions
- ♦ CTO at Korporate Technologies
- ♦ CTO at AI Shepherds GmbH
- ♦ Consultant and Strategic Business Advisor at Alliance Medical
- ♦ Director of Design and Development at DocPath
- ♦ PhD. in Psychology from the University of Castilla La Mancha
- ♦ PhD in Economics, Business and Finance from the Camilo José Cela University
- ♦ PhD in Psychology from the University of Castilla La Mancha
- ♦ Master in Executive MBA from Universidad Isabel I
- ♦ Master's Degree in Sales and Marketing Management, Isabel I University
- ♦ Expert Master's Degree in Big Data by Hadoop Training
- ♦ Master's Degree in Advanced Information Technologies from the University of Castilla La Mancha
- ♦ Member of: SMILE Research Group



Ms. Martínez Cerrato, Yésica

- ♦ Education, Business and Marketing Specialist
- ♦ Responsible for Technical Training at Securitas Seguridad España
- ♦ Product Manager in Electronic Security at Securitas Seguridad España
- ♦ Business Intelligence Analyst at Ricopia Technologies
- ♦ Computer Technician and Responsible for OTEC computer classrooms at the University of Alcalá de Henares
- ♦ Collaborator in the ASALUMA Association
- ♦ Degree in Electronic Communications Engineering at the Polytechnic School, University of Alcalá de Henares.

Professors

Mr. Nájera Puente, Juan Felipe

- ♦ Data Analyst and Data Scientist
- ♦ Director of Studies and Research at the Council for Quality Assurance in Higher Education
- ♦ Production Programmer at Confiteca C.A.
- ♦ Processes Consultant at Esefex Consulting
- ♦ Academic Planning Analyst at San Francisco de Quito University
- ♦ Professional Master's Degree in Big Data and Data Science from the International University of Valencia
- ♦ Industrial Engineer from San Francisco de Quito University

Ms. Del Rey Sánchez, Cristina

- ♦ Talent Management Administrative Officer at Securitas Seguridad España, S.L.
- ♦ Coordinator of Extracurricular Activities Centers
Support classes and pedagogical interventions with Primary and Secondary Education students
- ♦ Postgraduate in Development, Delivery and Tutoring of e-Learning Training Actions
- ♦ Postgraduate in Early Childhood Care
- ♦ Degree in Pedagogy from the Complutense University of Madrid

04

Structure and Content

Through this university program, graduates will explore innovative techniques to implement Artificial Intelligence at every stage of the advertising process, from audience segmentation to content personalization. Therefore, using industry-leading tools and platforms, such as Emarsys and Eloqua, they will create highly personalized ads, targeting specific audiences at different stages of the customer lifecycle. In addition, they will address the optimization of advertising budgets using AI algorithms, as well as automated analysis of campaign results for real-time adjustments.





“

Thanks to this comprehensive curriculum, you will successfully perform automated A/B testing, identifying high-value audiences and optimizing creative content”

Module 1. Campaign Optimization and AI Application

- 1.1. Artificial Intelligence and Personalized Advertising with Emarsys
 - 1.1.1. Accurate Audience Targeting Using Algorithms
 - 1.1.2. Product and Service Recommender
 - 1.1.3. Conversion Funnel Optimization
- 1.2. Advanced Ad Targeting and Segmentation with Eloqua
 - 1.2.1. Segmentation by Custom Audience Segments
 - 1.2.2. Targeting by Devices and Platforms
 - 1.2.3. Segmentation by Customer Lifecycle Stages
- 1.3. Optimization of Advertising Budgets by means of Artificial Intelligence
 - 1.3.1. Continuous Optimization based on Data
 - 1.3.2. Use of Real-time Ad Performance Data
 - 1.3.3. Segmentation and Targeting
- 1.4. Automated Creation and Distribution of Personalized Advertisements with Cortex
 - 1.4.1. Generation of Dynamic Creativities
 - 1.4.2. Content Personalization
 - 1.4.3. Optimization of Creative Design
- 1.5. Artificial Intelligence and Optimization of Marketing Campaigns with Adobe Target
 - 1.5.1. Multiplatform Distribution
 - 1.5.2. Frequency Optimization
 - 1.5.3. Automated Tracking and Analysis
- 1.6. Predictive Analytics for Campaign Optimization
 - 1.6.1. Prediction of Market Trends
 - 1.6.2. Estimating Campaign Performance
 - 1.6.3. Budget Optimization
- 1.7. Automated and Adaptive A/B Testing
 - 1.7.1. Automated A/B Testing
 - 1.7.2. Identification of High Value Audiences
 - 1.7.3. Optimization of Creative Content



- 1.8. Real-time Data-driven Optimization with Evergage
 - 1.8.1. Real-time Tuning
 - 1.8.2. Customer Life Cycle Forecasting
 - 1.8.3. Detection of Behavioral Patterns
- 1.9. Artificial Intelligence in SEO and SEM with BrightEdge
 - 1.9.1. Keyword Analysis using Artificial Intelligence
 - 1.9.2. Advanced Audience Targeting with Artificial Intelligence Tools
 - 1.9.3. Ad Personalization using Artificial Intelligence
- 1.10. Automating Technical SEO Tasks and Keyword Analysis with Spyfu
 - 1.10.1. Multichannel Attribution Analysis
 - 1.10.2. Campaign Automation using Artificial Intelligence
 - 1.10.3. Automatic Optimization of the Web Site Structure thanks to Artificial Intelligence

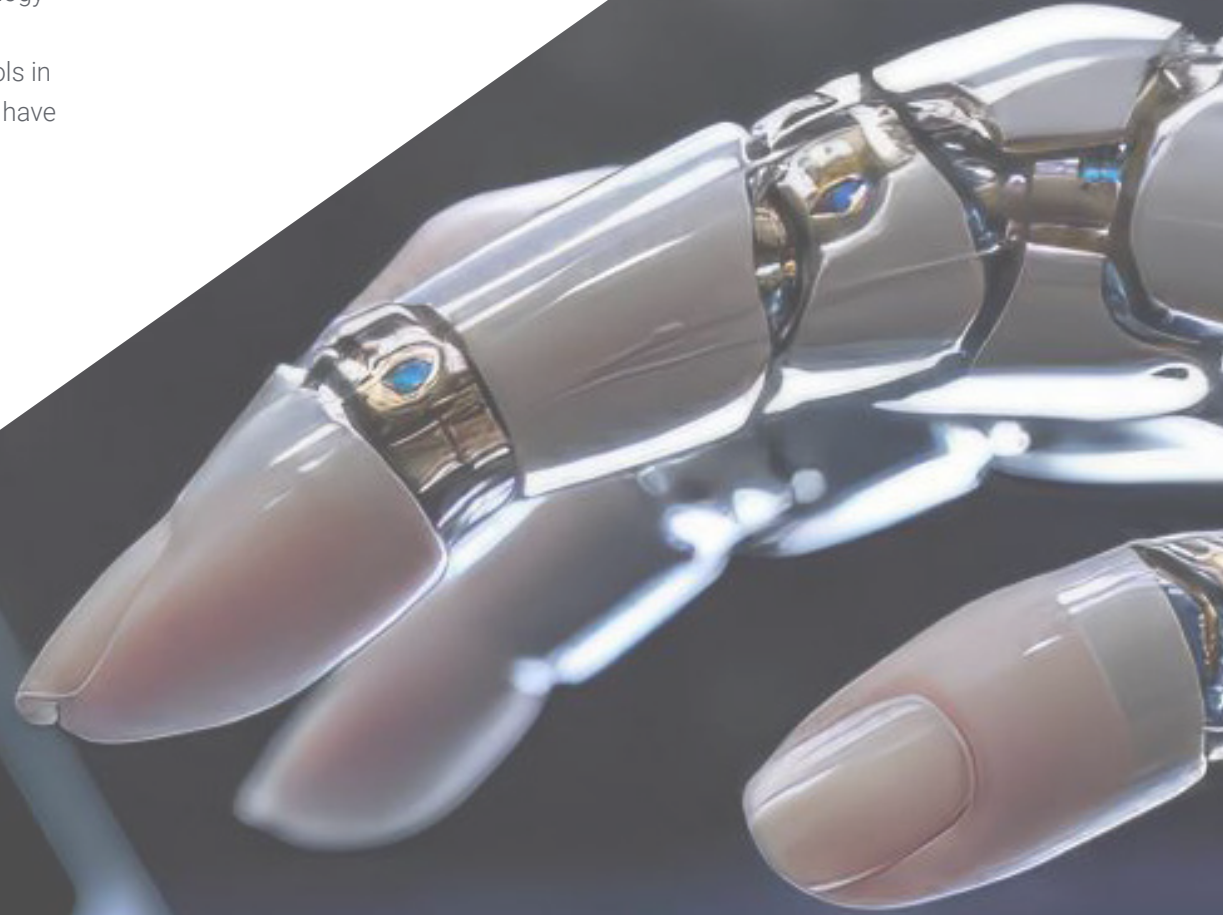
“*With a practical and results-oriented approach, this results-oriented approach, this program will equip you with the skills and knowledge needed to excel in the competitive world of Digital Marketing”*

05

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“ *Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method has been the most widely used learning system among the world's leading Information Technology schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the course, students will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

Certificate

The Postgraduate Certificate in Optimization of Commercial Campaigns with Artificial Intelligence guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This private qualification will allow you to obtain a **Postgraduate Certificate in Optimization of Commercial Campaigns with Artificial Intelligence** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

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