Postgraduate Diploma

Campaign Optimization and E-Commerce Automation with Artificial Intelligence

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Postgraduate Diploma
Campaign Optimization
and E-Commerce Automation
with Artificial Intelligence

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: www.techtitute.com/in/artificial-intelligence/postgraduate-diploma/postgraduate-diploma-campaign-optimization-e-commerce-automation-artificial-intelligence

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01
Introduction

Campaign optimization and eCommerce automation with Artificial Intelligence offer a wide range of benefits for companies in today's digital world. Through advanced algorithms, these technologies make it possible to analyze large volumes of data in real time, identify customer behavior patterns and adjust marketing strategies accurately and efficiently. In addition, automation facilitates inventory management, price optimization and customer service. From this premise comes this comprehensive, fully online TECH program, based on the innovative Relearning technique. And, thanks to its flexibility, participants will be able to access the content at any time and place, adapting it to their personal needs.

"

The integration of AI in e-Commerce will boost your operational efficiency, strengthening your business competitiveness. Don't miss this opportunity to train with the revolutionary Relearning methodology!"

Campaign Optimization and E-Commerce Automation with Artificial Intelligence delivers a number of significant benefits, boosting the efficiency and performance of online business strategies. By harnessing the power of AI, companies can personalize and refine their advertising campaigns, dynamically adapting them to user preferences and behaviors. Automation, on the other hand, frees up HR by taking over routine tasks, allowing teams to focus on creativity and innovation.

In this context, TECH has designed this Postgraduate Diploma, which will delve into the application of Artificial Intelligence in the optimization of advertising campaigns. Professionals will be able to use Emarsys to implement personalized advertising, taking advantage of advanced segmentation and targeting techniques with Eloqua, to reach specific audiences at various stages of the customer lifecycle.

Likewise, the analysis of Digital Marketing data with Artificial Intelligence will be explored, addressing aspects such as the detection of hidden patterns and trends, the analysis of brand sentiment, the prediction of campaign results, and the evaluation of risks and opportunities in Marketing strategies. Finally, the implementation of chatbots and virtual assistants for customer service, fraud detection and prevention in transactions with Sift, and analysis to identify suspicious behavior in real time will be explored. In addition, ethics and responsibility in the use of AI will be promoted, ensuring transparency in the collection and use of data.

This completely virtual university syllabus will offer graduates the flexibility to follow it from anywhere and at any time. In this way, they will only require a device with an Internet connection to access all the learning materials. And all this will be carried out following the Relearning methodology, which focuses on the repetition of fundamental concepts to ensure optimal understanding of the content.

This **Postgraduate Diploma in Campaign Optimization and E-Commerce Automation 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 Campaign Optimization and E-Commerce Automation with Artificial Intelligence
- The graphic, schematic and practical contents with which it is conceived scientific and practical information on those disciplines that are essential 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

AI's predictive analytics capabilities will allow you to anticipate market trends and adjust strategies in real time, maximizing ROI"

"*Campaign Optimization and Automation with AI will empower your informed decision making, effective personalization and your operational efficiency. Benefit from TECH's most innovative multimedia resources!*"

Thanks to this 100% online program, you will optimize advertising budgets through Artificial Intelligence, performing an automated tracking of results and adjustments in real time.

You will use tools such as Brandwatch for social media analytics, enhancing the identification of market niches and monitoring emerging trends.

The program's teaching staff includes professionals from the sector who contribute their work experience to this 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 academic year For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

02
Objectives

This Postgraduate Diploma aims to equip professionals with the skills and knowledge necessary to master the complexities of today's digital environment. In fact, this program will prepare graduates in the design, implementation and management of highly effective Digital Marketing strategies, taking full advantage of the potential of Artificial Intelligence. So, at the end of the program, students will be prepared to optimize advertising campaigns, maximize the return on investment, improve customer experience and detect growth opportunities in the competitive world of e-commerce.

"
You will delve into advanced segmentation, targeting and predictive analytics techniques to personalize and refine your Digital Marketing strategies"

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-Commerceprocesses, 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

You will acquire skills in implementing automation tools, such as chatbots, to maximize operational efficiency and improve strategic decision making"

Specific Objectives

Module 1. Campaign Optimization and AI Application

- 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

Module 2. Analyzing Digital Marketing Data with Artificial Intelligence

- Detect hidden patterns and trends in mMrketing data and perform brand sentiment analysis

- Predict campaign results and conversions, detect anomalies and optimize customer experience using predictive analytics

- Perform risk and opportunity analysis on marketing strategies, including predictive analytics on market trends and competitor assessment

- Use AI and social media analytics with Brandwatch to identify market niches, monitor emerging trends and perform sentiment analysis

Module 3. Artificial Intelligence to Automate e-Commerce Processes

- Integrate Artificial Intelligence in the conversion funnel to analyze sales data and performance at all stages of the buying process

- Implement chatbots and virtual assistants for 24/7 customer service, using Artificial Intelligence to generate automatic responses and gather feedback

- Detect and prevent fraud in e-Commerce transactions with Sift, using Artificial Intelligence to detect anomalies and verify identities

- Perform Artificial Intelligence analysis to detect suspicious behavior and fraudulent patterns in real-time

- Promote ethics and accountability in the use of Artificial Intelligence in e-Commerce, ensuring transparency in the collection and use of data

- Explore future trends of Artificial Intelligence in Marketing and E-Commerce with REkko

03
Course Management

The teachers are leading experts in the field of Digital Marketing and Artificial Intelligence. In fact, they have been carefully selected for their in-depth knowledge and practical experience in key areas, such as the application of AI in eCommerce strategies, optimization of advertising campaigns, data analysis and process automation. In addition, these professionals not only have a solid academic background, but also a proven track record in the industry, which will enable them to impart up-to-date and relevant knowledge to graduates.

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The teachers of this Postgraduate Diploma are committed to your education and will adequately guide you to face the challenges of the real world, in the field of Digital Marketing and E-Commerce "

Management

Dr. Peralta Martín-Palomino, Arturo

- CEO and CTO at Prometeus Global Solutions
- CTO at Korporate Technologies
- CTO at AI Shephers GmbH
- Consultant and Strategic Business Advisor at Alliance Medical
- Director of Design and Development at DocPath
- Ph.D. in Psychology from the University of Castilla - La Mancha
- Ph.D. in Economics, Business and Finance from the Camilo José Cela University
- Ph.D. in Psychology from University of Castilla – La Mancha
- Professional Master's Degree in Executive MBA by the Isabel I University
- Professional Master's Degree in Sales and Marketing Management, Isabel I University
- Expert Master's Degree in *Big Data* by Hadoop Training
- Professional 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 Direct
- Business Intelligence Analyst at Ricopia Technologies
- Computer Technician and Head of 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, Madrid

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

The Postgraduate Diploma in Campaign Optimization and E-Commerce Automation with Artificial Intelligence will provide comprehensive education on topics that are critical to today's digital success. From the application of Artificial Intelligence in advertising campaign personalization and predictive analytics to maximize ROI, to the implementation of advanced automation tools and segmentation and *targeting*techniques, this program will provide professionals with the skills and knowledge necessary to design and execute effective eCommerce strategies.

"You will cover Marketing data analysis with Artificial Intelligence, AI integration in the conversion funnel and fraud detection and prevention in online transactions"

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

Module 2. Analyzing Digital Marketing Data with Artificial Intelligence

Module 3. Artificial Intelligence to Automate *e-Commerce* Processes

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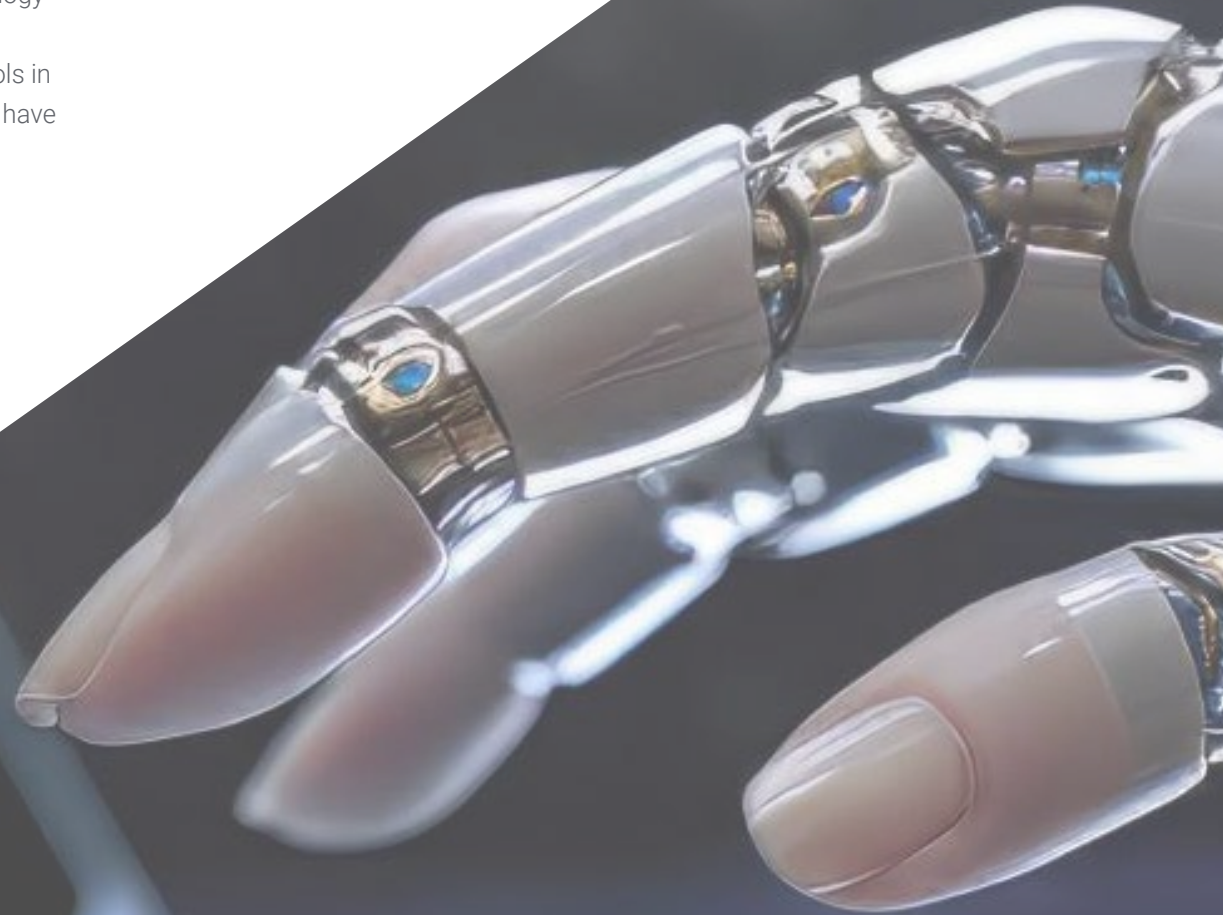
Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

20%

25%

4%

3%
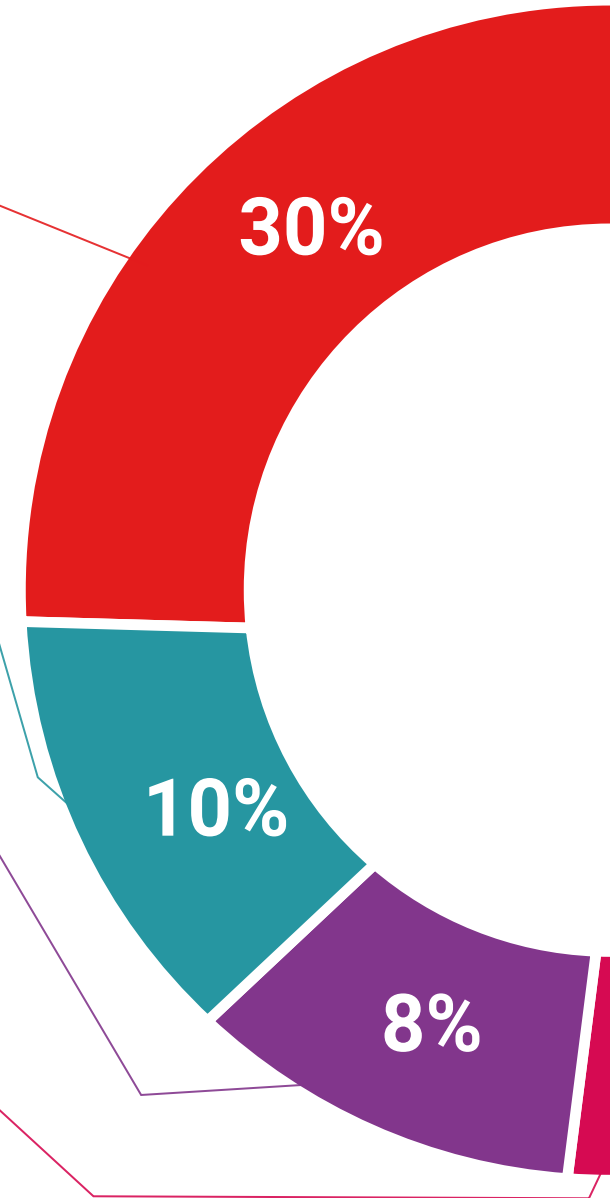
Case Studies

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.

Certificate

The Postgraduate Diploma in Campaign Optimization and E-Commerce Automation with Artificial Intelligence guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"
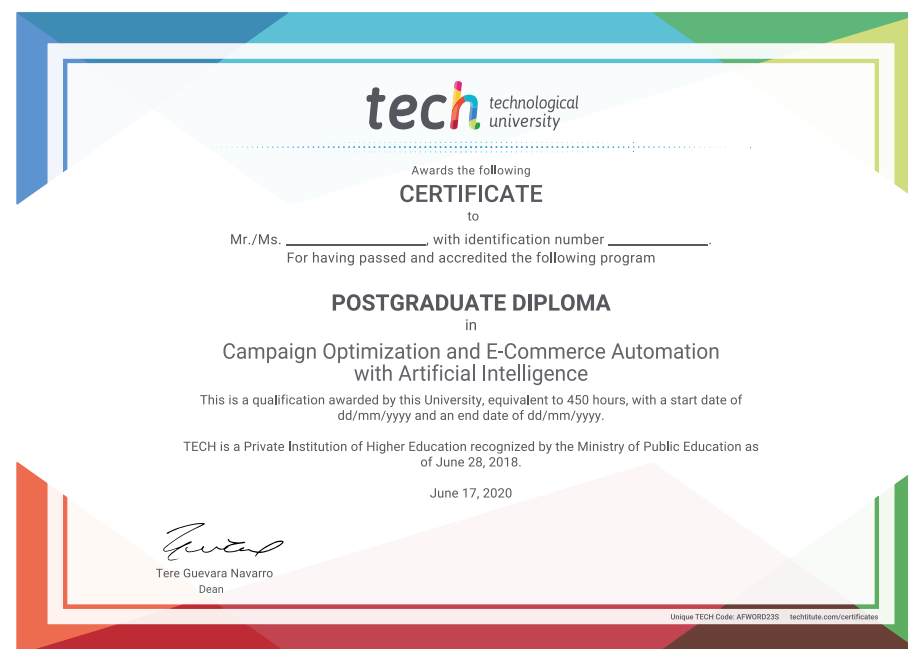
This **Postgraduate Diploma in Campaign Optimization and E-Commerce Automation with Artificial Intelligence** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Campaign Optimization and E-Commerce Automation with Artificial Intelligence**

Official Nº of Hours: **450 h.**

tech technological university

Awards the following

CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA
in

Campaign Optimization and E-Commerce Automation
with Artificial Intelligence

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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