MERCURY

Artificial Intelligence in Marketing: From Personalization to Prediction

7 – 11 December 2026
Madrid (Spain)



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Artificial Intelligence in Marketing: From Personalization to Prediction

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Introduction to Artificial Intelligence in Marketing: From Personalization to Prediction:

In today's data-driven world, artificial intelligence AI has become a cornerstone in revolutionizing marketing practices. This Artificial Intelligence in Marketing: From Personalization to Prediction course provides a comprehensive understanding of how AI transforms every aspect of digital marketing — from analyzing customer data to predicting future buying patterns. This training explores how machine learning in digital marketing enhances personalization and optimizes marketing ROI through intelligent automation. Participants will examine AI marketing strategies that leverage predictive analytics to deliver tailored customer experiences.

The Artificial Intelligence in Marketing: From Personalization to Prediction program delves into AI-driven customer segmentation and AI-powered marketing campaigns, helping marketers create data-driven initiatives that boost engagement and conversions. By studying real-world applications, learners will discover how AI tools can personalize content, automate marketing processes, and forecast consumer behavior. The training discusses the ethical considerations in AI marketing and the importance of responsible implementation. Participants will integrate AI in customer journey mapping and design forward-thinking marketing strategies driven by data and prediction.

Targeted Groups:

This Artificial Intelligence in Marketing: From Personalization to Prediction training targets professionals seeking specialized knowledge and skills:

- Marketing managers are aiming to enhance campaign effectiveness through AI.
- Digital marketing specialists exploring AI-based marketing automation.
- Data analysts focusing on predictive analytics in marketing.
- Brand strategists are integrating AI content personalization tools.
- Professionals designing personalized marketing with AI for better engagement.
- Advertising managers utilize AI in email marketing personalization.
- Business owners seeking data-driven marketing improvements.
- Entrepreneurs are developing AI-powered marketing platforms.
- Marketing consultants specializing in AI for marketing ROI optimization.
- Students and graduates in business, marketing, and technology disciplines.

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Course Objectives:

Participants will achieve the following objectives by completing the Artificial Intelligence in Marketing: From Personalization to Prediction course:

- Understand the key concepts and technologies behind AI in marketing analytics.
- Identify how machine learning in digital marketing enables smarter personalization.
- Build AI models that predict customer behavior and improve engagement.
- Design adaptive AI-powered marketing campaigns.
- Apply predictive modeling for marketing to anticipate trends and preferences.
- Enhance decision-making with AI-driven data-driven marketing.
- Evaluate and optimize the performance of AI marketing strategies.
- Develop intelligent systems for AI-based marketing automation.
- Employ advanced techniques for AI-driven customer segmentation.
- Implement AI in customer journey mapping for superior user experiences.
- Recognize ethical considerations in AI marketing and ensure transparency.
- Integrate AI across multiple digital channels to achieve holistic performance.
- Optimize marketing ROI through continuous data analysis and automation.
- Foster innovation by aligning predictive insights with strategic marketing goals.

Targeted Competencies:

Participants will gain the following competencies during the Artificial Intelligence in Marketing: From Personalization to Prediction program:

- Data analysis and interpretation for AI-driven decision-making.
- Designing AI marketing strategies aligned with organizational goals.
- Building and deploying predictive analytics in marketing models.
- Applying machine learning in digital marketing to enhance performance.
- Managing AI-based marketing automation workflows.
- Utilizing tools for personalized marketing with AI.
- Conducting customer behavior prediction with AI.
- Evaluating ROI through advanced AI marketing analytics.
- Applying AI in customer journey mapping for improved experiences.
- Managing ethical considerations in AI marketing implementation.

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Studying Scenarios:

In this Artificial Intelligence in Marketing: From Personalization to Prediction training, participants will develop their skills through the analysis of the following scenarios:

- Designing a personalized campaign using AI-driven customer segmentation.
- Developing a predictive model for customer churn using real-world data.
- Building an AI-powered marketing campaign to improve email engagement.
- Applying predictive modeling for marketing to forecast seasonal trends.
- Integrating AI content personalization into an e-commerce platform.
- Mapping the customer journey using AI in customer journey mapping tools.
- Assessing ethical considerations in AI marketing decision-making.
- Automating marketing workflows through AI-based marketing automation.
- Measuring campaign success using data-driven marketing with AI analytics.

Course Content:

Unit 1: Foundations of Artificial Intelligence in Marketing:

- The evolution and significance of artificial intelligence in marketing analytics.
- Core principles of AI, data processing, and machine learning applications.
- The transition from traditional to AI marketing strategies.
- Key technologies: NLP, deep learning, and computer vision.
- Impact of AI on customer experience and brand loyalty.
- Exploring AI for marketing ROI optimization.
- Global case studies on AI-powered marketing campaigns.
- Benefits and risks of implementing AI in marketing strategies.
- The role of data governance and privacy in marketing AI systems.
- Ethical and regulatory considerations in adopting AI solutions.

Unit 2: AI Content Personalization and Customer Engagement:

- Techniques for AI content personalization in digital platforms.
- Tools and frameworks for personalized marketing with AI.
- Leveraging behavioral data for targeted campaign creation.
- AI-driven personalization across emails, web, and social channels.
- Implementing recommendation engines for enhanced user engagement.
- Using AI in email marketing personalization to boost open rates.
- Integration of AI personalization within CRM systems.
- Real-world examples of dynamic personalization strategies.
- Evaluating performance metrics in personalized marketing.
- Ethical boundaries and consumer consent in AI personalization.

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Unit 3: Predictive Analytics and Customer Behavior Modeling:

- Introduction to predictive analytics in marketing.
- Using historical data for customer behavior prediction with AI.
- Applying regression, classification, and clustering algorithms.
- Leveraging predictive modeling for marketing insights.
- Neural networks for forecasting customer engagement.
- Evaluating prediction accuracy and model improvements.
- Real-world predictive analytics in retail and e-commerce.
- Advanced tools for trend analysis and future forecasting.
- Case study: Predicting product demand using machine learning.
- Combining human expertise with AI for strategic forecasting.

Unit 4: AI-Powered Tools and Automation in Marketing:

- Overview of AI-based marketing automation technologies.
- Chatbots for personalized, real-time customer support.
- Using AI for automatic content generation and SEO optimization.
- Integrating machine learning in digital marketing platforms.
- AI tools for real-time campaign monitoring and adjustments.
- Employing data-driven marketing with AI dashboards.
- Automation in budget allocation and campaign scheduling.
- Enhancing productivity through AI workflow optimization.
- Exploring AI in customer journey mapping systems.
- Case study: Implementing automation in multi-channel marketing.

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Unit 5: Designing Future-Ready AI Marketing Strategies:

- Framework for implementing AI in marketing strategies.
- Building scalable, data-centric marketing ecosystems.
- Aligning predictive insights with marketing objectives.
- Integrating AI tools for end-to-end customer lifecycle management.
- Establishing AI for marketing ROI optimization metrics.
- Addressing ethical considerations in AI marketing and bias mitigation.
- Utilizing feedback loops for continuous improvement.
- Evaluating success through real-time AI-driven analytics.
- Preparing organizations for future trends in AI marketing.
- Strategic roadmap for sustainable, AI-enhanced marketing growth.

Final Insights & Key Takeaways

The course equips professionals with advanced capabilities to harness AI for predictive, personalized, and automated marketing. Through structured learning and case-based analysis, participants will gain actionable insights into building adaptive, intelligent marketing systems. This program bridges theoretical understanding and practical application to enhance marketing effectiveness. Graduates will emerge ready to lead innovation and integrate AI as a core pillar of their marketing strategy.