

EVENT BROCHURE

AI in Marketing & Customer Analytics

Upcoming Training Event

Paris, France - 14 September 2026

Skillslab Training Provider

Skills for Tomorrow's World 



Course Description

Introduction

AI in Marketing & Customer Analytics is a premium executive training program designed to help organizations harness artificial intelligence, customer data, predictive analytics, and automation to improve marketing performance, customer engagement, service personalization, and strategic decision-making. In a rapidly evolving digital economy, organizations can no longer depend only on traditional marketing methods or manual analysis; they need intelligent systems, data-driven insights, and AI-enabled capabilities that transform customer understanding into measurable business and institutional impact.

This course is designed for government entities, ministries, public sector organizations, large corporations, and executive professionals seeking to strengthen their capabilities in AI-powered marketing, customer analytics, audience segmentation, campaign optimization, customer journey intelligence, personalization, marketing automation, and performance measurement. It provides participants with practical frameworks to understand how artificial intelligence can support marketing strategy, improve customer insights, enhance communication effectiveness, predict behavior, and support more agile decision-making.

The executive-level value proposition of this program lies in helping organizations move from descriptive customer data to intelligent, predictive, and action-oriented marketing decisions. Participants will learn how to use AI and customer analytics to identify opportunities, improve customer experiences, optimize marketing investments, strengthen stakeholder engagement, and build a future-ready marketing function capable of delivering measurable strategic value.

Course Objectives

By the end of this AI in Marketing & Customer Analytics course, participants will be able to:

- Understand the strategic role of artificial intelligence in modern marketing, customer engagement, and organizational performance.

- Identify practical AI applications across marketing strategy, customer analytics, campaign management, and customer experience.
- Analyze customer data to uncover needs, behavior patterns, engagement trends, and growth opportunities.
- Apply AI-enabled segmentation to improve targeting, personalization, and customer relevance.
- Use predictive analytics to anticipate customer behavior, campaign outcomes, service demand, and retention risks.
- Improve marketing decisions through dashboards, performance indicators, and data visualization.
- Explore marketing automation tools and intelligent workflows for campaign efficiency and customer engagement.
- Strengthen customer journey analysis through data-driven insights and AI-supported recommendations.
- Understand ethical, governance, privacy, and data quality considerations in AI-powered marketing.
- Translate AI and customer analytics insights into practical action plans that support measurable organizational impact.

Course Content: 5-Day Training Outline

Day 1: AI-Powered Marketing Strategy and Customer Analytics Foundations

- The strategic role of artificial intelligence in marketing and customer engagement.
- How AI is reshaping customer insights, campaign planning, personalization, and decision-making.
- Understanding customer analytics as a driver of marketing performance and institutional value.
- Differences between traditional analytics, advanced analytics, predictive analytics, and AI-enabled decision support.
- AI in government entities, ministries, public sector organizations, large corporations, and service-driven institutions.
- Aligning AI-powered marketing with organizational goals, customer priorities, and digital transformation strategies.
- Identifying high-value AI use cases in marketing, communication, service delivery, and customer experience.
- Building a data-driven and AI-ready marketing mindset across teams and leadership levels.

- Practical exercise: assessing current AI opportunities and customer analytics gaps within an organization.

Day 2: Customer Data, Audience Intelligence, and AI-Enabled Segmentation

- Understanding customer data sources across digital channels, service platforms, campaigns, customer feedback, sales systems, and operational records.
- Evaluating data quality, completeness, accuracy, accessibility, and responsible use.
- Analyzing customer behavior, preferences, needs, engagement frequency, and service history.
- Building customer profiles and audience intelligence models for more relevant strategies.
- Using AI-enabled segmentation to identify customer groups based on behavior, value, intent, needs, and lifecycle stage.
- Understanding personalization opportunities across communication, services, campaigns, and customer journeys.
- Turning customer data into actionable marketing and service insights.
- Managing privacy, consent, governance, and trust in customer data usage.
- Practical exercise: developing customer segments and identifying AI-based personalization opportunities.

Day 3: Predictive Analytics, Customer Journey Intelligence, and Personalization

- Understanding predictive analytics and its role in marketing and customer decision-making.
- Using customer behavior patterns to anticipate needs, preferences, churn risk, demand, and response probability.
- Applying customer journey analytics to identify key touchpoints, friction points, and conversion opportunities.
- Using AI to improve customer experience, service recommendations, content relevance, and communication timing.
- Building personalization strategies that improve engagement, satisfaction, and loyalty.
- Understanding recommendation systems and their application in marketing and service environments.
- Identifying opportunities for proactive engagement and targeted communication.
- Avoiding common mistakes in interpreting predictive insights and customer analytics.
- Practical exercise: mapping a customer journey and identifying predictive insight opportunities.

Day 4: Marketing Automation, Campaign Optimization, and Performance Analytics

- Understanding marketing automation and intelligent workflow design.
- Using AI to support campaign planning, audience targeting, content optimization, and channel selection.
- Improving campaign effectiveness through testing, optimization, and performance learning.
- Applying AI-supported content insights to improve messaging, relevance, and engagement.
- Measuring campaign performance through reach, engagement, conversion, retention, satisfaction, and return on marketing investment.
- Building dashboards for marketing leaders and executive decision-makers.
- Connecting customer analytics with sales, service, communication, and digital transformation initiatives.
- Managing AI tools, automation risks, quality control, and human oversight.
- Practical exercise: designing an AI-supported campaign optimization and performance dashboard framework.

Day 5: AI Governance, Ethical Marketing, and Implementation Roadmap

- Understanding AI governance in marketing and customer analytics.
- Managing privacy, transparency, fairness, bias, security, and responsible use of customer data.
- Establishing internal policies for AI-supported marketing decisions and automated customer communication.
- Building cross-functional alignment between marketing, data, technology, legal, compliance, service, and leadership teams.
- Prioritizing AI marketing initiatives based on impact, feasibility, risk, and organizational readiness.
- Developing an implementation roadmap for AI-powered marketing transformation.
- Measuring the strategic impact of AI in marketing, customer engagement, and service performance.
- Preparing executive recommendations for AI adoption and customer analytics maturity.
- Final practical exercise: presenting an AI in marketing and customer analytics implementation roadmap.

Target Audience

This course is designed for professionals, managers, and decision-makers responsible for marketing strategy, customer analytics, digital transformation, customer experience, communication, data-driven decision-making, service improvement, or organizational performance, including:

- Marketing managers and marketing directors.
- Digital marketing managers and campaign specialists.
- Customer analytics and customer insights professionals.
- Customer experience and service excellence teams.
- Communication and public relations professionals.
- Data analytics and business intelligence teams.
- Digital transformation and innovation managers.
- Sales, account management, and business development professionals.
- Public sector communication, service improvement, and citizen engagement teams.
- Executives and department heads seeking to integrate AI into marketing and customer strategy.

Course Requirements

Participants do not need advanced technical or programming expertise to attend this program. However, it is recommended that they have:

- Basic understanding of marketing, communication, customer experience, data analysis, or organizational strategy.
- Professional involvement in marketing planning, campaigns, customer engagement, service improvement, analytics, or digital transformation.
- Interest in using AI and customer analytics to improve decision-making, personalization, performance, and customer value.
- Readiness to participate in discussions, case studies, exercises, and practical analysis activities.
- Ability to connect course concepts with real marketing challenges, customer data, service journeys, and institutional priorities.

Training Methodology

The training methodology combines executive-level AI strategy, practical customer analytics, and real-world marketing implementation. The course is designed to help participants understand artificial intelligence as a strategic marketing capability and apply customer analytics tools to improve engagement, performance,

personalization, and decision-making.

The methodology includes:

- Interactive expert-led sessions focused on AI-powered marketing, customer analytics, and strategic decision-making.
- Real-world case studies from corporate, governmental, public sector, and institutional environments.
- Practical exercises in customer segmentation, journey analytics, predictive insight identification, and campaign optimization.
- Group discussions on AI adoption, data governance, ethical marketing, customer trust, and performance measurement.
- Scenario-based activities for using customer analytics to solve marketing and service challenges.
- Templates for AI use case prioritization, customer analytics plans, segmentation models, dashboards, and implementation roadmaps.
- Peer learning and guided reflection to strengthen analytical thinking and AI-enabled decision-making.
- Final implementation planning to support workplace application after the course.

Learning Outcomes

Upon successful completion of this AI in Marketing & Customer Analytics training program, participants will be able to:

- Understand how artificial intelligence can enhance marketing strategy, customer engagement, and organizational performance.
- Identify practical AI use cases in marketing, communication, service delivery, and customer experience.
- Analyze customer data to uncover patterns, needs, preferences, and growth opportunities.
- Develop AI-enabled customer segmentation approaches for more accurate targeting and personalization.
- Use predictive analytics concepts to support campaign planning, retention strategies, and customer journey improvement.
- Apply customer analytics to improve content relevance, channel performance, and customer satisfaction.
- Build performance dashboards and executive reports that support evidence-based marketing decisions.

- Understand ethical, privacy, governance, and data quality requirements for responsible AI use.
- Strengthen alignment between marketing, data, technology, service, and leadership teams.
- Prepare a practical AI in marketing and customer analytics roadmap for real-world implementation.

Instructor Profile

This course is delivered by an internationally certified expert with extensive practical and consulting experience. The instructor brings strong expertise in AI-powered marketing, customer analytics, digital marketing strategy, marketing automation, customer insights, predictive analytics, customer journey analysis, performance measurement, data-driven decision-making, and organizational consulting. The training approach combines executive insight with practical analytical tools, enabling participants to understand advanced AI marketing concepts and apply customer analytics directly within corporate, governmental, public sector, and institutional environments.

Contact Us

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