

Data-Driven Media Planning and Advertising Optimization

COURSE OVERVIEW

This course provides an introduction to the strategic use of data analytics and AI in enhancing media planning, advert campaigns optimization, and measurable ROI. The curriculum bridges the gap between media planning theory and data science application. Participants will explore predictive analytics, programmatic advertising, customer journey mapping, and AI-driven performance tracking to ensure campaigns are both cost-effective and impactful.

WHO SHOULD ATTEND?

This course is designed for advertising professionals, media buyers, media planners, brand managers, digital strategists, marketing technologists, performance marketers responsible for maximizing advertising efficiency and effectiveness. Other professionals like analysts, and agency specialist aspiring to future proof their skills in a data-dominated field will also find the course most valuable.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Understand the foundations of data-driven media planning and evolution in the advertising industry.
- Apply data analytics in media planning and ad allocation.
- Implement AI-powered programmatic advertising strategies.
- Create data-driven media strategies tailored to specific campaigns and target segments.
- Measure ROI with advanced attribution models.
- Design cost-efficient campaigns with predictive insights.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The role of first-party, second-party, and third-party data in media planning.
- The principles of programmatic advertising and real-time bidding (RTB)
- The tools and platforms for campaign optimization, including A/B testing and attribution models.
- Predictive analytics for campaign success and budget allocation strategies driven by performance analytics.
- Programmatic advertising with AI.
- How to use platforms such as google analytics, meta ads manager.
- How to interpret dashboards and generate actionable insights from media data.
- Ethical considerations in data use, privacy compliance and ad transparency.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded