

Media Analytics and Audience Insights in the Digital Era

COURSE OVERVIEW

This course provides an in-depth understanding of media analytics and audience insights in the digital era. It covers data collection, analysis, and interpretation techniques using modern analytics tools to help media professionals and marketers understand audience behavior and preferences. The course emphasizes ethical data use, storytelling with data, and strategic decision-making to enhance audience engagement and drive business value. Through practical projects and various case studies, participants will learn to apply insights to tailor content, optimize campaigns, and measure media effectiveness across digital platforms.

WHO SHOULD ATTEND?

This course is ideal for digital marketers, media analysts, content creators, and communication professionals who want to leverage audience insights to optimize media strategies. It suits marketing managers and brand strategists focused on data-driven decision-making to enhance audience engagement and campaign effectiveness. The course also benefits media planners, social media managers, and business analysts seeking to understand consumer behavior and improve targeting.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Conduct AI-powered audience analytics.
- Understand the principles of media analytics and audience measurement.
- Apply insights to enhance content strategy, campaign design and audience targeting.
- Derive actionable insights from complex datasets.
- Apply advanced metrics to optimize engagement.
- Translate insights into strategic decision-making.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The evolution of media analytics in the digital age.
- Audience behavior analysis with AI tools.
- The tools and dashboards for monitoring audience engagement in real time.
- Predictive analytics in media strategy.
- The key metrics used in web, mobile, social media and video analytics.
- Trends in artificial intelligence and predictive analytics in media.
- Regulatory and ethical frameworks around data privacy and user tracking.
- Global measurement frameworks (e.g., AMEC, GA4).

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