



Turn Marketing Data into Actionable Insights Driven by AI

Generative AI for Marketers Mastery Program 501

(Virtual Burst Workshop)

Virtual Workshop Description

Transform raw data into strategic marketing intelligence through advanced AI-powered analytics and insights generation. This intensive, hands-on workshop trains marketing professionals to apply generative AI directly to their data, transforming raw customer and content information into actionable insights that guide campaigns and content strategies and executions.

Participants will learn how to use generative AI tools to analyze datasets, uncover audience sentiment, segment with precision, evaluate content performance, and predict customer behavior patterns. By moving beyond intuition and scattered metrics, attendees gain hands-on experience in applying AI-powered analytics to reveal hidden opportunities and insights, strengthen targeting, sharpen messaging, and systematically improve campaign performance across every channel.

This is the fifth installment in the ANA's five-part series "Generative AI for Marketers Mastery Program," designed to take participants from AI newcomers to advanced practitioners. Participants also gain hands-on experience in iterating and training AI systems, building practical expertise through real-time application.

Target Audience

This workshop is for data-driven marketers, analysts, and marketing leaders who want to move beyond intuition and ground their strategies in actionable insights. It is designed for professionals seeking to strengthen targeting, improve campaign performance, and predict customer behavior by applying AI-powered analytics to real marketing data.

Virtual Workshop Benefits

The benefits of attending this workshop fall under the following key drivers of growth: improving marketing effectiveness, increasing marketing efficiencies, and maximizing marketing ROI.

*This workshop helps attendees **improve marketing effectiveness** by teaching them:*

- AI-powered audience segmentation and precision targeting strategies that move beyond intuition-based approaches to uncover hidden customer segments and develop data-driven targeting that significantly improves campaign relevance and engagement
- Predictive customer behavior modeling using AI to anticipate customer actions and preferences, enabling proactive marketing strategies that deliver the right message at the optimal moment in the customer journey
- Cross-platform content performance analysis through AI-driven insights that identify winning content strategies and optimize messaging across all marketing channels for maximum impact and audience resonance

*This workshop helps attendees **increase marketing efficiency** by teaching them:*

- Automated sentiment analysis workflows that rapidly process customer feedback and brand reputation data, eliminating manual review processes while providing real-time insights for faster decision-making and response strategies
- Streamlined data analysis frameworks using AI-powered techniques that transform raw customer and content data into actionable insights without requiring extensive technical expertise or time-intensive manual analysis
- Ready-to-use prompt frameworks and templates developed through hands-on practice with live datasets, enabling immediate implementation into existing marketing workflows without lengthy learning curves or system integration delays

*This workshop helps attendees **improve marketing ROI** by teaching them:*

- Data-driven campaign optimization techniques that use AI insights to identify and replicate high-performing strategies while eliminating underperforming tactics, maximizing budget allocation and campaign effectiveness
- Predictive marketing strategies that leverage AI-powered behavior modeling to reduce customer acquisition costs and increase conversion rates by targeting prospects most likely to purchase at optimal touchpoints
- Performance-based content strategy development using AI analysis to identify winning content formats and distribution strategies across platforms, ensuring marketing investments generate measurable returns and sustainable growth

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#	Module	Time	Learning Experience Summary
1	Welcome and Introduction	:05M	<ul style="list-style-type: none"> Welcome to the workshop Workshop overview and objectives Role of AI in data transformation and review of datasets and tools used in the session <p>Download:</p> <ul style="list-style-type: none"> AI prompt library and data sources
2	AI in the Marketing Funnel	:10M	<p>Presentation:</p> <ul style="list-style-type: none"> Application of AI across awareness, consideration, purchase, retention, and advocacy Best practices and examples for funnel optimization
3	Sentiment Analysis, Thematic Trends, and Data Cleanup	:20M	<p>Presentation:</p> <ul style="list-style-type: none"> Examples of analyzing and extracting positive and negative sentiment with AI Use AI to identify and mine customer themes Prompt structures for feedback analysis Prompting AI to fix inconsistencies, outliers, and missing data <p>Exercise*:</p> <ul style="list-style-type: none"> Analyze sentiment using faux analytics with AI Ask AI questions and iterate with the AI to determine next steps based on data
	Break	:10M	
4	Segmentation, Precise and Multichannel Targeting	:25M	<p>Presentation:</p> <ul style="list-style-type: none"> Detail AI prompts and examples for creating customer segments from behavioral data Design targeted strategies per segment driven by AI Multichannel Attribution Modeling: Every marketer struggles with attribution. AI can demystify what's driving conversions TOOL: Explore prompt examples (e.g., "Given this anonymized conversion path, which channel had the greatest impact and why?") <p>Exercise*:</p> <ul style="list-style-type: none"> Analyze marketing data with AI to identify customer segments and design recommendations for the next campaign phase Iterate with the AI to determine the best course of action
4	Cool AI Tools	:15M	<p>Presentation:</p> <ul style="list-style-type: none"> Show examples of new AI tools and/or technologies
5	Closing	:05M	<p>Presentation:</p> <ul style="list-style-type: none"> Workshop summary and final Q&A <p>Workshop Assessment: Survey provided by ANA</p>

*Workshop hosts may select to have exercises incorporate their own campaign data.