
Creator Partnerships and Paid Media Course: AI Selection, Attribution and Incrementality

10 – 21 May 2027
Barcelona





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Programme Summary

Creator partnerships and paid media is the subject of this two-week training course for marketing directors, heads of digital and performance managers, ending in an AI-supported campaign and budget plan for one brand. Creator content and paid media compete for the same budget, and AI tools change how both are chosen, produced and measured. The programme moves from creator selection and briefs to targeting, bidding, testing, attribution, incrementality, disclosure and oversight of AI tools, using cases from retail, financial services and consumer goods. Mars Training Centre UK delivers this programme on creator partnerships and paid media to mixed cohorts.

The Business Case

A brand can pay a creator and a media platform for the same customer and never know which payment made the sale. Leaders who can vet creators, brief them clearly, test creative, separate real lift from reported results and set disclosure and AI rules spend with evidence and defend each budget line to finance.

- Return on Ad Spend: Improves as budget moves to channels and creators with tested incremental effect.
- Brand Safety Exposure: Falls as creators, content and AI-generated material pass defined checks before release.
- Decision Cycle Time: Shortens as test designs, reports and approval rules are agreed before campaigns start.

Principles and Evidence Base

- Incrementality Testing Logic: Compares exposed and held-out groups to estimate true lift and is applied in Sessions 6, 7 and 8.
- Marketing Mix Modelling: Estimates the contribution of channels from aggregate data and is applied to budget decisions in Session 8.
- ICC Advertising and Marketing Communications Code: Sets international standards for responsible marketing, including influencer content and AI-driven marketing, and is applied in Sessions 3 and 9.

Intended Participants

- Marketing directors who own budgets for brand and performance activity.
- Heads of digital who run paid media and its measurement.
- Brand managers who commission creators and approve content.
- Performance marketing managers who buy media and run experiments.
- Analytics and legal leads who review measurement claims and disclosure.



Typical settings include retail groups, banks and insurers, consumer goods companies and media agencies.

Learning Outcomes

1. Participants will be able to prioritise creators and audiences by fit, reach quality and risk.
2. Participants will be able to construct creator briefs and approval checks that protect the brand.
3. Participants will be able to evaluate targeting, bidding and creative test results from AI-supported platforms.
4. Participants will be able to diagnose attribution bias and design an incrementality test.
5. Participants will be able to justify budget allocation across creator and paid media activity.
6. Participants will be able to design disclosure and AI oversight rules for campaigns.

Programme Structure

Day 1: Creator Partnerships and Paid Media Objectives

What should each kind of activity achieve, and how is it judged?

- Campaign Objective Tree
- Funnel and Role Map
- Key Metric Definitions Sheet
- Creator and Paid Media Cost Baseline
- AI Use Case Inventory

Day 2: Creator Discovery and Selection

Which creators fit the audience and can be trusted?

- Audience Fit Scoring Grid
- Engagement Quality Review
- Fake Follower and Fraud Signals Checklist
- Creator Shortlist Comparison
- AI Vetting Tool Evaluation

Day 3: Briefs, Content and Brand Safety

How is creator content briefed and approved without losing the creator's voice?

- Creator Brief Template
- Content Approval Workflow
- Brand Safety Screening Rules
- Usage Rights and Contract Terms Sheet
- ICC Code Content Review



Day 4: Targeting and Audience Models

How do platforms choose audiences, and what should managers control?

- First-Party Audience Plan
- Lookalike and Prediction Model Briefing
- Frequency and Overlap Review
- Consent and Data Use Checklist
- Audience Exclusion Rules

Day 5: Bidding and Automated Campaigns

What do automated bidding systems decide, and when should a human step in?

- Bidding Strategy Comparison
- Budget Pacing Dashboard
- Automated Campaign Guardrails
- Search and Social Placement Review
- Anomaly Alert Rules

Day 6: Creative Testing and Experiments

How is creative tested so that results can be trusted?

- Hypothesis and Test Plan Sheet
- Sample Size and Duration Guide
- AI-Generated Variant Review
- Winner Decision Rule
- Test Library Log

Day 7: Attribution and Measurement

What do reported results show, and what do they miss?

- Attribution Model Comparison
- Tracking Link and Code Audit
- Platform Report Reconciliation
- Creator Promotion Code Analysis
- Measurement Gap Register

Day 8: Incrementality and Budget Allocation

How much of the result would have happened anyway, and where should money move?



- Test and Control Group Design
- Geographic Holdout Plan
- Marketing Mix Model Briefing
- Budget Reallocation Scenarios
- Finance Review Pack Outline

Day 9: Disclosure, Governance and AI Oversight

Which rules keep campaigns honest and AI tools under control?

- Creator Disclosure Standard
- AI-Generated Content Labelling Rule
- Vendor and Tool Risk Review
- Incident and Takedown Procedure
- Campaign Approval Matrix

Day 10: Campaign and Budget Plan for One Brand

Do the earlier records form one plan that a leadership team can approve?

- Applying the Session 2 Audience Fit Scoring Grid
- Testing the Session 6 Hypothesis and Test Plan Sheet
- Reviewing the Session 8 Budget Reallocation Scenarios
- Checking the Session 9 Campaign Approval Matrix
- Completing the Brand Campaign and Budget Plan

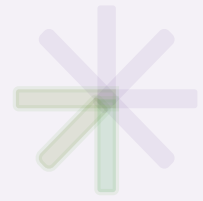
Methodology

The programme uses a structured exercise method built on a shared case of a consumer brand launching a product through creators and paid social and search. Participants work with prepared creator profiles, platform reports and test results, then adapt each artefact to a brand from their own organisation and compare decisions with peers from other sectors.

- Suggested activity: Ranking five creators on fit and risk, then challenging the ranking with audience data.
- Suggested activity: Reading two conflicting attribution reports and designing a test to settle them.
- Suggested activity: Reallocating a budget after a holdout result and defending the move to finance.

Capstone Output

Each participant completes a campaign and budget plan for one brand. It holds a creator shortlist and brief, a paid media structure with guardrails, a creative test plan, an incrementality design, a budget scenario and disclosure and AI rules. The plan is used at work to brief leadership, instruct agencies and creators, and agree measurement with finance.



Frequently Asked Questions

Is creator partnerships and paid media training suitable for managers without a data background?

Yes. Creator partnerships and paid media is taught through cases and templates. It assumes experience in marketing, digital or brand management, but no programming and no statistics beyond averages and percentages.

Which standards does creator partnerships and paid media training rest on?

Creator partnerships and paid media training rests on incrementality testing logic, marketing mix modelling and the ICC Advertising and Marketing Communications Code for responsible influencer and AI-driven marketing.

How is the plan from creator partnerships and paid media training used at work?

You use the plan to brief leadership, instruct agencies and creators, set test and measurement rules with finance and decide where the next budget should go.

How does creator partnerships and paid media differ from general digital marketing training?

Creator partnerships and paid media concentrates on selecting creators, testing creative, measuring true lift and governing AI tools, while general digital marketing training surveys channels, content and social media planning broadly.