**Advanced Digital Marketing: AI & Scalable Systems**

**Chapter Objectives:**

1. **Marketing Automation Engineering**  
   → *Architect multi-touchpoint workflows (HubSpot/Zapier)*  
   → *Integrate CRM with AI-driven lead scoring*  
   → *Personalize campaigns via real-time segmentation*
2. **E-Commerce Ecosystem Optimization**  
   → *Configure Shopify/Magento conversion funnels*  
   → *Optimize Amazon/Jumia listings with predictive SEO*  
   → *Implement dropshipping fraud prevention*
3. **AI-Powered Conversion Science**  
   → *Run multivariate tests (Google Optimize)*  
   → *Predict churn using Hotjar session recordings*  
   → *Deploy ChatGPT chatbots for lead qualification*
4. **Predictive Marketing Operations**  
   → *Forecast LTV with IBM Watson analytics*  
   → *Automate content curation via ML algorithms*  
   → *Build self-optimizing campaign bid systems*

**Major Concepts**:  
Predictive Analytics | Unified Customer Journey | ML Optimization | Marketplace SEO | Chatbot Funnels