

Aleph Education

Creating economic opportunities through
digital marketing education



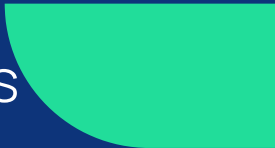


Aleph is a global team of local digital experts in growing markets around the world. Our purpose is to make the world of digital more accessible so all economies can thrive by helping local markets grow, connecting world-wide audiences to all businesses through the power of digital media.





Aleph is the one-stop digital solution for the world's leading digital platforms and advertisers in growth markets across LATAM, Africa, Europe, Middle East and APAC increasing access to digital capabilities



Global platform partners

representing 45+ digital platforms



Local market experts

in 130+ growth markets



Specialized ad technologies

with localized solutions



Cross border payments

simplifying financial complexities



Digital skills education

Creating economic opportunities through education



Aleph's Solution: Digital Skills Education

D I G I T A L
Ad Expert
by Aleph



Creating economic opportunities through education

Spearheading **digital empowerment in emerging economies**, Aleph Education delivers cutting-edge Education-as-a-Service (EaaS) solutions globally. Integrated within Aleph's expansive network, **Digital Ad Expert facilitates digital upskilling through industry-leading educational content, enabling seamless transitions to online opportunities and economic growth.**



Digital Ad Expert - So far...

Digital Ad Certificate

This course is an introduction to Digital Advertising. It explores global digital ad spend in main social media platforms, the impact of social media, the structure of performance campaigns, audience segmentation, brand personality, data analysis and entrepreneurship tools.

4 languages:
English, Spanish, French and Arabic

2 formats:
Self-Paced & Live Sessions

+130k Enrolled Students
+25k Certified Students

Digital Ad Courses

Over 30 courses offering digital advertising training to master the world's leading social media platforms and campaign creation, performance and budgeting for each of them.
2 to 10 hours courses,

4 languages:
English, Spanish, French and Arabic

1 format:
Self-Paced

+190k Digital Ad Courses
Completed

NEW!

Digital Marketing & AI Certificate

Learn how to use AI to improve your digital marketing campaigns and enhance productivity.

2 languages:
English & Spanish

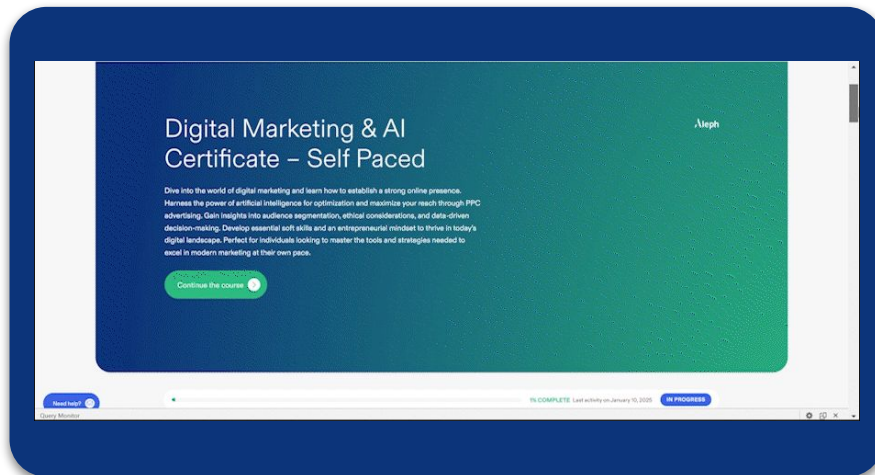
1 format:
Self-Paced
(Live Sessions only for Pilot)

100 Certified Students (Pilot)



Digital Marketing & AI Certificate

Learn how to use AI to improve your digital marketing campaigns and enhance productivity.
Self-paced methodology.



- Explore the **fundamentals of artificial intelligence in digital marketing** and uncover **emerging trends** while navigating ethical considerations.
- Get to know **the latest tools for enhancing productivity with AI**.
- Gain insights about **best practices for writing effective prompts**.
- Learn how to **create a solid online presence, optimize content with AI** and **maximize reach** through PPC advertising.
- Deep dive into **new indexing paradigm** for digital products based on new AI features.
- Learn how to develop **email campaign automations** and integrate **first-party data** and **analytics for data-driven decision-making**.



Unmasking AI: Foundations for the Digital Marketer

- Introduction to AI
- Generative Artificial intelligence

Introduction to Digital Marketing:

- Introduction to Digital Marketing
- Frameworks

Solid Online Presence

- The importance of having an online presence
- Boost your digital product with Artificial Intelligence

Search Engine Optimization - SEO

- Why SEO & AI?
- The Evolution of SEO with AI

Content creation in Digital Marketing

- Successful content strategies
- Enhancing Content Creation with AI

Paid Media

- Get to know the Paid Media ecosystem
- Strategy and implementation of PPC campaigns
- Analysis, optimization, and PPC campaign reporting

First Party Data + AI

- Introduction to First-Party Data
- Email Marketing automation
- Optimization with AI and legal considerations

Data Analysis

- Data Analysis and decision-making with AI

Tools for entrepreneurs

- Strategic entrepreneurship
- Tools and methodologies for growth



Course details - Self Paced

FORMAT



Self Paced
learning



9 modules,
60-80 hours



Learn with
practical
exercises



Validate your
learning with
quizzes



Video Avatars
made with
Generative AI



Interactive
learning
content

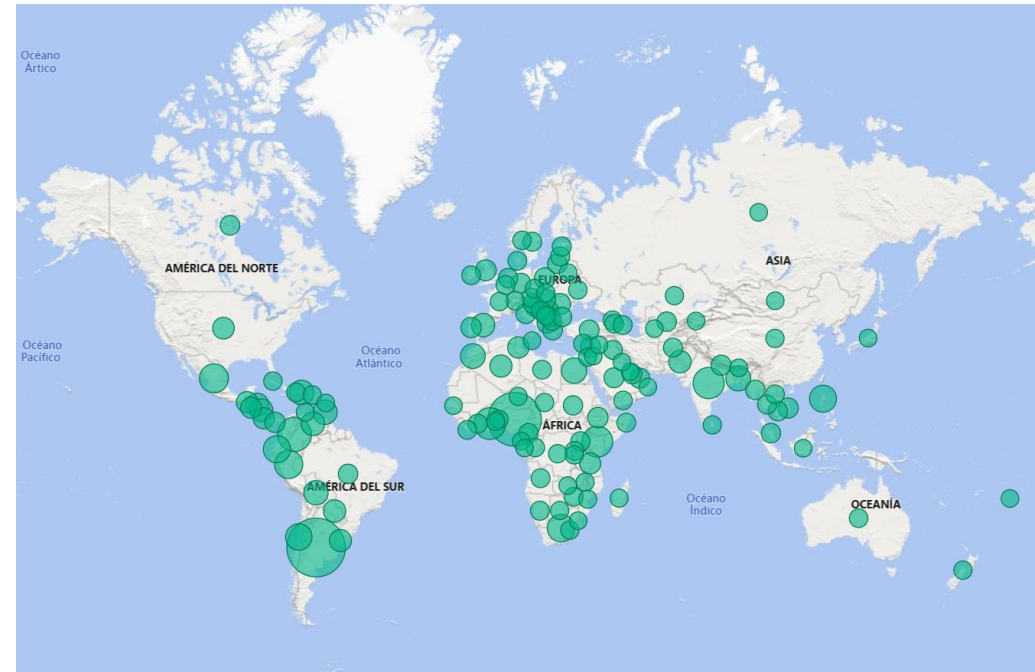


Certificate
under
completion



For whom?

- Digital Ad Certificate Graduated Students:
 - +12k in English
 - +12k in Spanish
- All other DAC enrolled students who haven't completed the course yet:
 - +54k in English
 - +65k in Spanish
- **Full scholarships available for every student.**



Global distribution of Digital Ad Certificate Graduated Students who can apply to Digital Marketing & AI Certificate

Country (Unified)	Certified Students	Country (Unified)	Certified Students
Argentina	7920	Mexico	607
Nigeria	6089	Peru	538
Colombia	1288	South Africa	462
Ghana	928	Ecuador	429
India	863	Philippines	413
Kenya	834	Chile	365

Among others!



Opportunities and outcomes after completing this certificate



Open up new career opportunities in Digital Marketing related roles



Boost digital products with AI and enhance your ability to make informed decisions derived from AI-driven data analysis



Stay consistently updated self-sufficiently in AI knowledge



Real world practical activities that can be applied to real projects or quizzes for key concepts validation.



Cultivate a curious and proactive mindset to develop or strengthen digital competencies in a rapidly evolving technological landscape.

Thank you!