

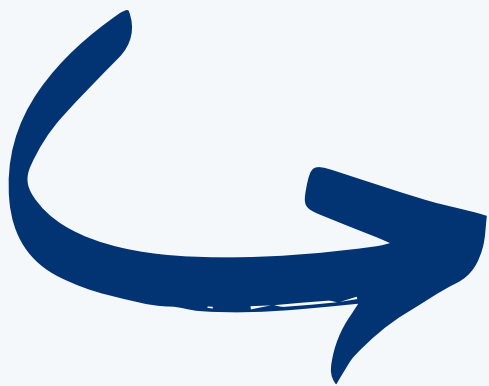
DATA SCIENCE IN MARKETING

Part V



USE CASE IN MARKETING SECTOR

- AI-generated Content
- Programmatic Media Buying
- Voice Search
- Lead Scoring
- Ad Targeting



MARKETING STARTUPS THAT LEVERAGE DATA SCIENCE





ET MEDIALABS



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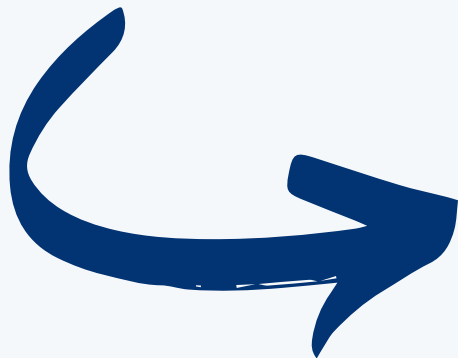
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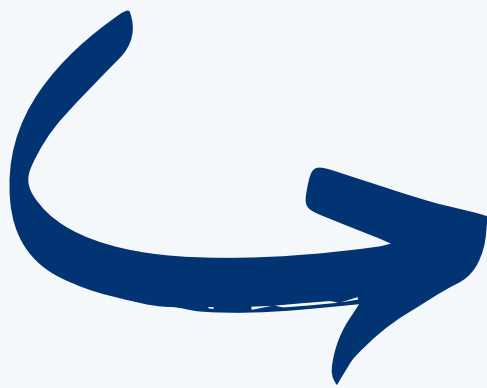




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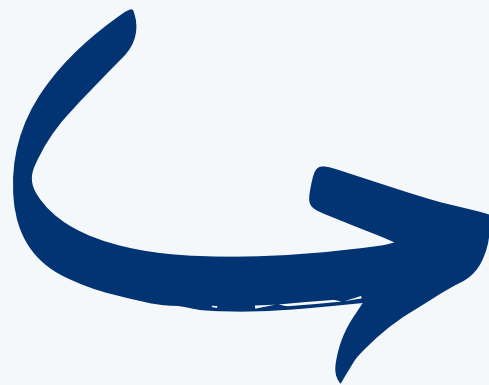




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AI HIGHLIGHTS

- Recognition System for Medical Images
- Supervised Learning Models
- AI-based model to define website category



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