

# DATA SCIENCE IN MARKETING

## Part II



# 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**



**IQUANTI**



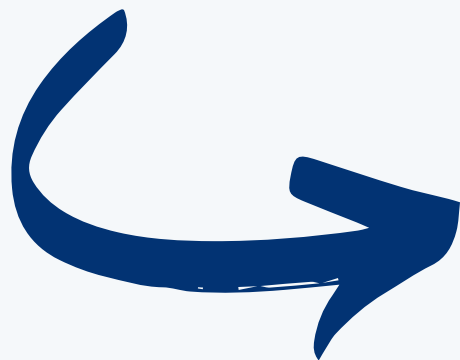
**LOGICSERVE DIGITAL**



**CULTURE MACHINE**



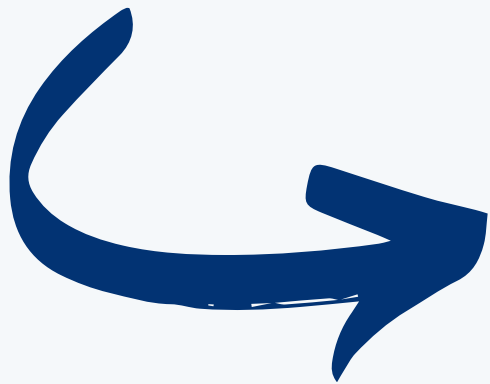
**AVANTEGRADE**





Founded - 2013

**To Build Great Media Brands**





# AI HIGHLIGHTS

- » Intelligence Machine
- » Video Machine
- » Creator Platform



# YOU HAVE A SHOT AT A GREAT FUTURE WITH DATA SCIENCE



# WE HAVE A CUSTOMIZED PATH FOR YOU

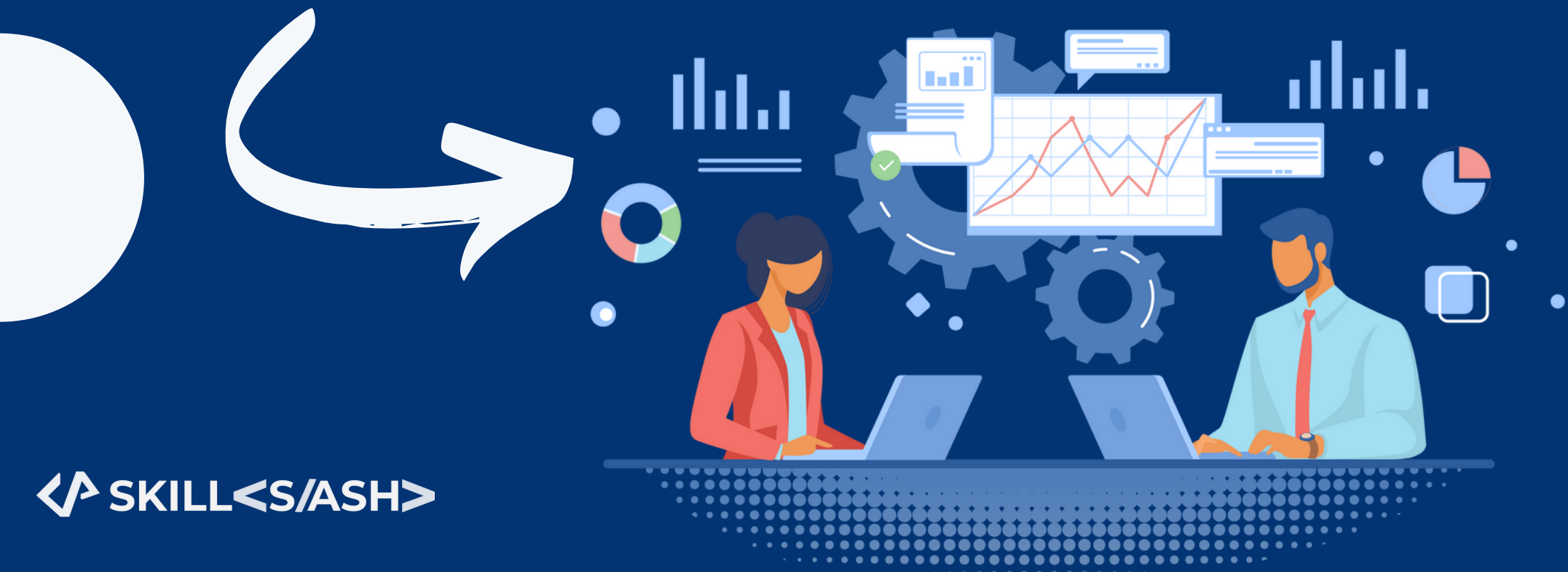
Skillslash Flagship Program





# SKILLSLASH PROGRAM FEATURES

- 100% Live Interactive Classes
- Industry Leaders as Experts
- 3-year subscription model
- Real-time Projects by AI Companies
- Guaranteed Job Referral



# STAY TUNED FOR PART THREE

