



Fuzzy Labs

AI in Marketing

AI for everybody · www.fuzzylabs.ai





What is AI in Marketing?

Marketing depends on reaching people and cultivating relationships. Today's consumers interact with businesses across a wide range of Internet-connected devices and while each of these interactions generates data, it can be difficult to stitch that data together to form a detailed understanding of the customer.

According to a 2018 Forbes report, 43% of marketers are using AI to expand their audience and 77% see AI adoption growing this year.

AI puts powerful tools into the hands of marketers, enabling you to discover customer segments, predict when customers are likely to buy, build sophisticated customer profiles and provide hyper personalised web experiences.

Our Approach

From the outside, Artificial Intelligence can be confusing. What is it? How does it work? How can your organisation get value from it?

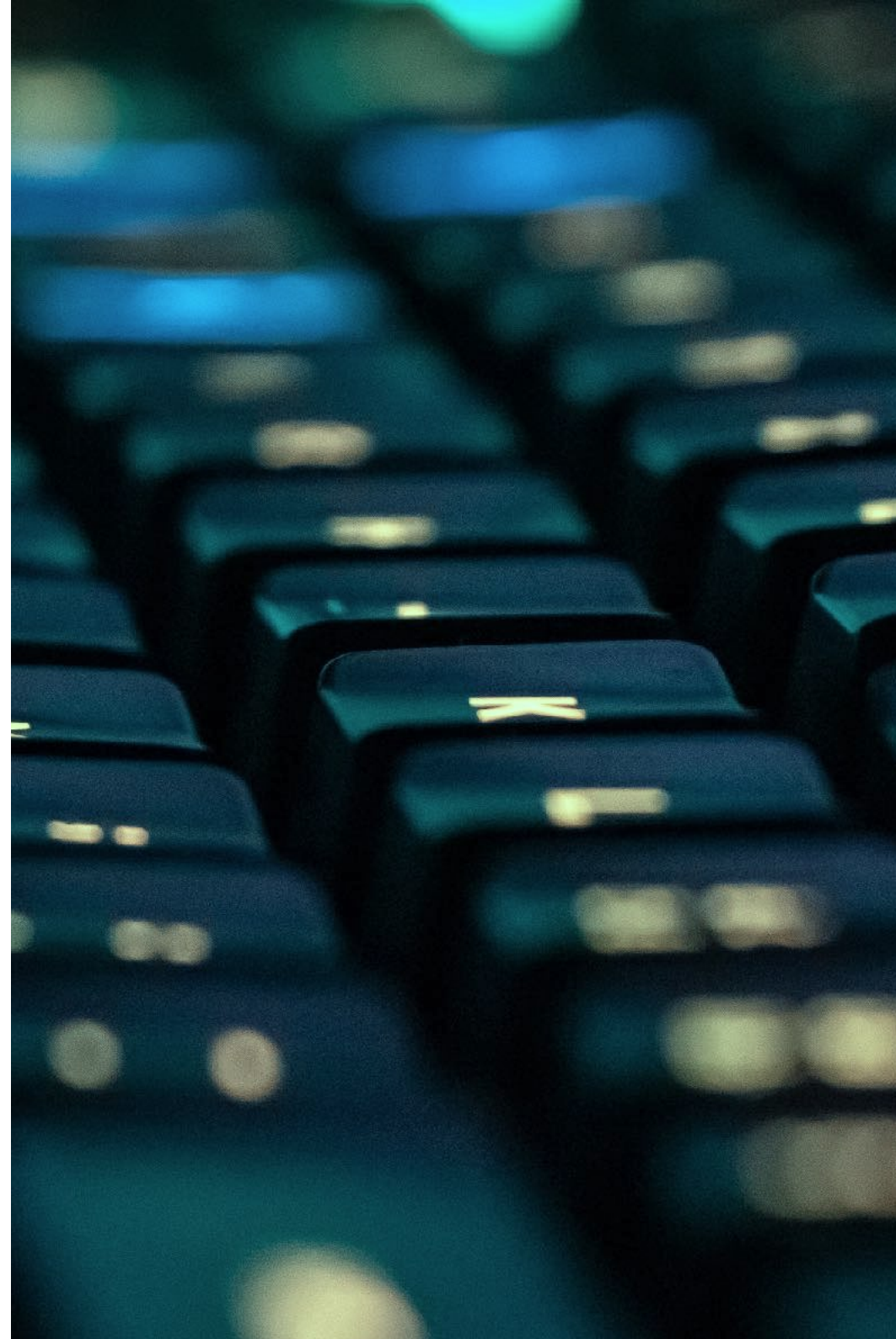
Our aim is to communicate this stuff in plain English and deliver a quality solution that's easy to understand and isn't over-engineered. We're transparent about the technologies and methods we use so that you can trust the results.

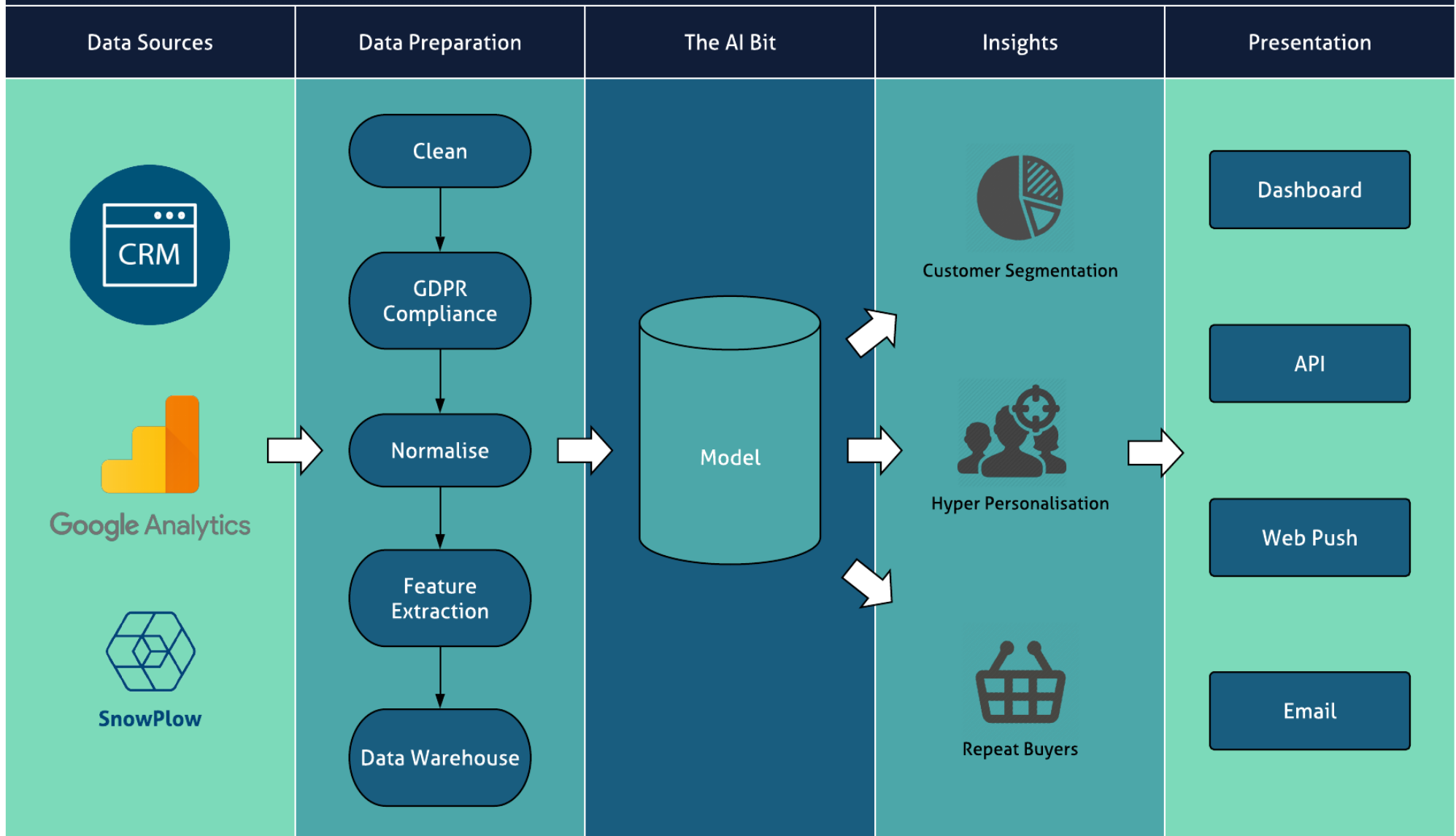
We don't require a long-term commitment in order to start working together. We understand that getting value from AI is an iterative process, heavily dependent on the data that is fed into it. We offer a three phase engagement with no obligation to continue after any phase if you don't feel that you are getting the value that you expect.

Phase one: Preparation of your data and initial insights, presented to you via dashboards that show what we have found.

Phase two: Refining the insights and making them available to you via API or Web Push so that you can integrate them into your business. We can help with the integration as much or as little as you like, working with your team to achieve the desired outcome. As part of phase two, we include one month of access to our platform.

Phase three: Continued access to the platform with frequent data refreshes and fine-tuning the insights as required.





How it works

We start with your data, running this through our preparation phase in order to build models that extract insights. We expose these insights to you by a number of means including our dashboard and API.

Data Sources

We work with you to connect your data to our platform. Real insights come from joining different sources together, so we'll look for unique attributes such as a user ID or email address in order to connect customer profiles from your CRM database with the browsing data that comes from services like Google Analytics.

Data Preparation

We take a number of measures to protect personal data and maintain GDPR compliance, including anonymising personally-identifiable information before it gets persisted, recording how and when data has been imported.

Every data set is different. With feature extraction we pick out the right fields in your data and use these to build models and generate insights.

The AI Bit

We use your data to build models that lead to insights. It's not an exact science - there's plenty of fine-tuning and customisation before we get it right and, as always, the better the data, the better the insights.

Insights

Customer segmentation finds groups of customers that share common attributes such as their age, job or purchasing habits.

Hyper personalisation allows you to present customers with targeted product recommendations based on their browsing history.

Repeat-buyer predictions can tell you which customers are likely make repeat purchases so you can target them with promotional campaigns.

Presentation

Insights are made available on our dashboard, and for more advanced use we provide an API that allows you to integrate your own software directly into our platform.





About us

Fuzzy Labs are specialists in the application and implementation of Cloud Artificial Intelligence services. Co-Founded by Matt Squire and Tom Stockton. We have 35 years commercial experience in writing and deploying modern, scalable software and data systems. We have worked with organisations including Disney Streaming Services, MoneySupermarket, Booking.com and McLaren.