



Building Integrated Systems with AI

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Marketing Automation platforms harness the power of Artificial Intelligence systems, utilizing the ability to efficiently act on customer data. Integration of AI serves to bypass obstructions that might otherwise stall progress, through predictive technology, as well as streamlining systems, therefore improving overall speed and productivity.

Integrated Systems are comprised of multilayered systems. AI processes data specific to particular industries, as well as past customer interactions, and utilizes the information it has culled in the creation of mathematical models for compiling information to be used for the creation of new content. Integrated AI engines operate on previously created data, which it collects, culls and combines in various ways to build powerful predictive capabilities, creating systems of networks that combine to advance Marketing Automation abilities.

Utilizing integrations standard to current Marketing Automation platforms, APIs aid in the integration of AI systems within your company. Projected provides clients with customizable APIs to aid in the deployment of our systems within the platforms they are currently using.

As the innovation grows from Marketing Automation platforms, so do the opportunities to harness Artificial Intelligence and Machine Learning. Metrics from your marketing can be fed in to provide you insights and analytics to better understand the efficacy of your content.

When having the ability to incorporate your systems into your systems of record, CRMs, and other data services, it allows you to take control of your data. Use customer profiles, third-party data and AI to identify where there might be additional opportunities in your market segments, gaps in your marketing models, and take your organization to the next level.

Digital Marketing Automation is vital to business. According Fiction Consulting, Over 82% of Fortune 100 say that they use Digital Marketing to better connect to their customers. 36% of respondents said that they knew what Digital Marketing is. 46% say that Artificial Intelligence is the future in their solutions. It is clear that Fortune 100 companies are focused on the future.

As you project what earnings and innovation can be brought from Marketing Automation, additional gains are brought to productivity, visibility, and privacy. Ensure the data that your customers provide meets and adheres to the strictest privacy laws, with point-to-point encryption and bank-level security.



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