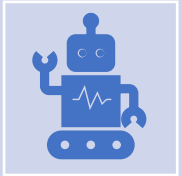


Artificial Intelligence in Marketing

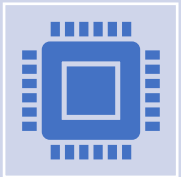




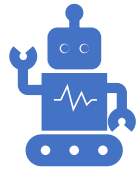
Many companies - and the marketing teams that support them - are rapidly adopting intelligent technology solutions to encourage operational efficiency while improving the customer experience.



These intelligent solutions often come in the form of Artificial Intelligence (AI) marketing platforms.



Through these platforms, marketers can gain a more nuanced, comprehensive understanding of their target audiences. The artificial intelligence-driven insights gathered through this optimization process can then be used to drive conversions, while also easing the workload for marketing teams.




What is AI (Artificial Intelligence) Marketing?

- AI marketing uses artificial intelligence technologies to make automated decisions based on data collection, data analysis, and additional observations of audience or economic trends that may impact marketing efforts.
- AI is often used in digital marketing efforts where speed is essential. AI marketing tools use data and customer profiles to learn how to best communicate with customers, then serve them tailored messages at the right time without intervention from marketing team members, ensuring maximum efficiency.
- For many of today's digital marketers, AI is used to augment marketing teams or to perform more tactical tasks that require less human nuance.

AI Marketing Use Cases Include:

- **Data Analysis:** Collecting and sifting through large amounts of marketing data from various campaigns and programs that would otherwise have to be sorted manually.
- **Natural Language Processing (NLP):** Creating human-like language for content creation, customer service bots, experience personalization and more.
- **Media Buying:** Predicting the most effective ad and media placements for a business in order to reach their target audience and maximize marketing strategy ROI.

AI Marketing Use Cases Include:

- **Automated Decision-Making:** AI marketing tools help a business to decide which marketing or business growth strategy they should use based on past data or outside data inputs.
 - **Content Generation:** Writing both short and long pieces of content for a marketing strategy, such as video captions, email subject lines, web copy, blogs and more.
 - **Real-time Personalization:** Changing a customer's experience with a marketing asset such as a web page, social post or email to fit the customer's past preferences to encourage a certain action, such as clicking a link, signing up for something or buying a product.
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Types of AI Marketing Solutions

It's clear that artificial intelligence holds a vital role in helping marketers connect with consumers.

The following components of AI marketing make up today's leading solutions that are helping to bridge the gap between the vast amounts of customer data being collected and the actionable next steps digital marketers can take in their future campaigns:

Machine Learning

Machine learning is driven by artificial intelligence, which involves computer algorithms that can analyze information and improve digital marketing campaigns automatically through experience. Devices that leverage machine learning analyze new information in the context of relevant historical data, which can inform digital marketing campaigns based on what has or hasn't worked in the past.

Big Data and Analytics

- The emergence of digital media has brought on an influx of “big data”, which has provided opportunities for digital marketers to understand their efforts and accurately attribute value across channels.
- This has also led to an over-saturation of data, as many digital marketers struggle to determine which data sets are worth collecting.
- AI marketing can help parse through all that data at lightspeed, filtering it down to its essentials and not only analyzing it but also recommending the best elements of future digital marketing campaigns.

AI Marketing Platforms & Tools

- Effective AI-powered marketing solutions provide digital marketers with a central platform for managing the huge amounts of data being collected.
- These AI marketing platforms have the ability to glean insightful marketing intelligence from your target audience so you can make data-driven decisions about how to best reach them.
- For example, frameworks such as Bayesian Learning and Forgetting can help marketers gain a clearer understanding of how receptive a customer is to a specific digital marketing effort.

Challenges for AI Marketing



- Modern marketing relies on an in-depth understanding of customer needs and preferences, and the ability to act on that knowledge quickly and effectively.
- The ability to make real-time, data-driven decisions has brought AI marketing solutions to the forefront for marketing stakeholders. However, marketing teams must be discerning when deciding how to best integrate AI into their campaigns and operations.
- The development and use of AI marketing tools is still in its early stages. Therefore, there are a few challenges to be aware of when implementing AI into your digital marketing strategy.

Benefits of Leveraging AI (Artificial Intelligence) in Marketing



Increased Campaign ROI



Better Customer Relationships & Real-Time Personalization



Enhanced Marketing Measurement



Make Decisions Faster

7 Examples of AI (Artificial Intelligence) in Marketing

- **Bidding on Programmatic Media Buys**
- **Select the Right Message**
- **Granular Personalization**
- **Chatbots and Conversational Experiences**
- **Predictive Marketing Analytics**
- **Marketing Operations**
- **Dynamic Pricing**

