

Machine Learning in Advertising



Why does it matter?

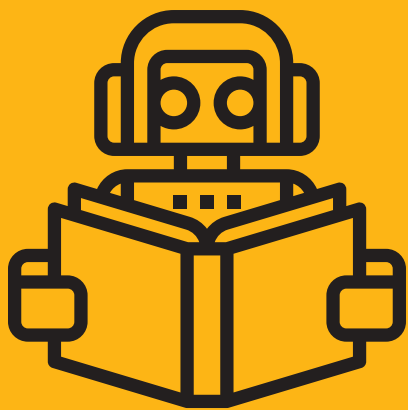


What are the benefits?

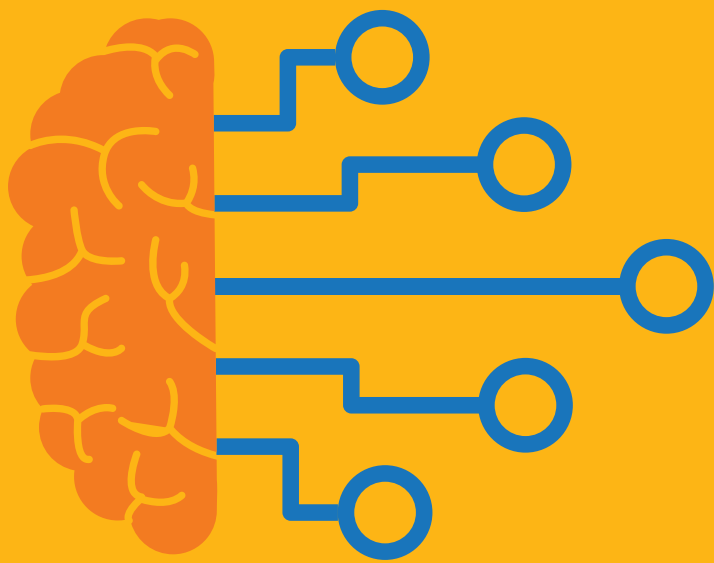


Why does it matter?

With **COOKIE DEPRECATION**, machine learning (ML) is integral for businesses to optimize their strategy by focusing on first-party consumer data.



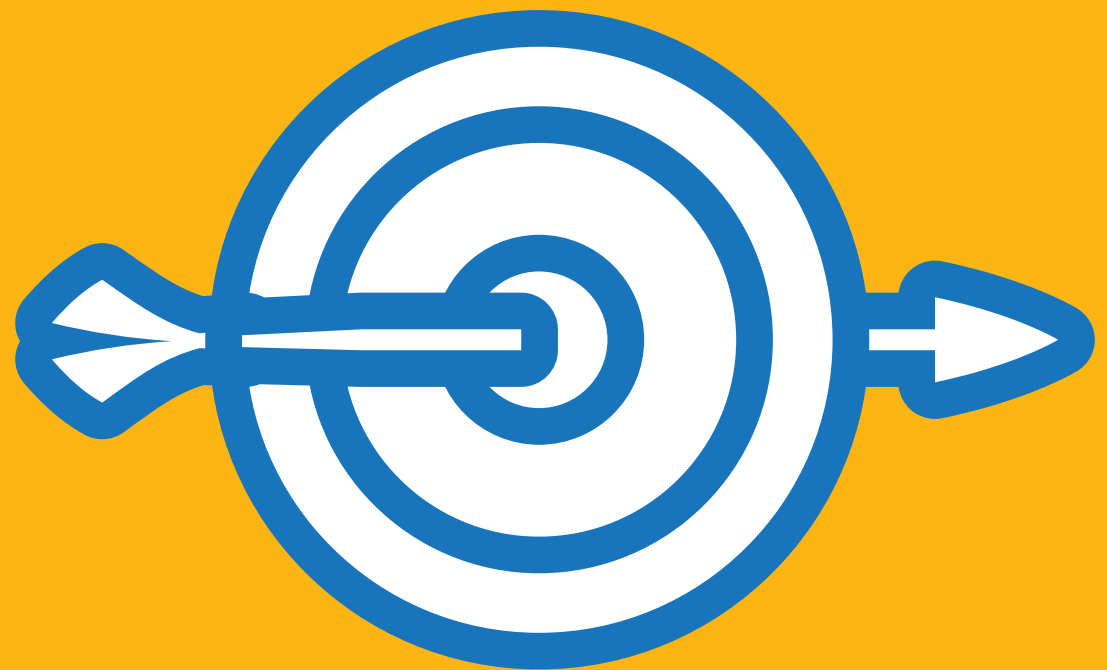
What are the Benefits of Machine Learning in Advertising?



Benefit: Reach the right audience

Machines can easily match the appropriate products to a suitable audience.

Make a more **personal connection** with your targeted customers and increase engagement with machine learning.



Benefit: Improved Advertising Options

Machine optimizes data according to the targeted audience while improving your ROAS (return on ad spend).

Marketer still needs to understand the person behind the data.



Benefit: Personalized Experience



Machine learning gives more personalized advertisements to people by reviewing massive amounts of data in a short amount of time.



This offers customers targeted advertisements based on personal choices, seasonal products, and region-based options.





Benefit:

Personal conversations with one-on-one chats

Chatbots in machine learning take the sales process one step further by answering different queries regarding a purchase, store location, or other topics. Not only can customers get the exact product they are looking for by sending a message to this bot, they will also be linked directly to the desired product, increasing the chances of them making an immediate purchase.

Benefit: **Better Privacy**



There are many speculations about businesses leaking customers' data, but your company can protect consumers' privacy with limited human interaction.

Machine learning is done in a privacy compliant manner as data is only provided with customers' permission. As data is analyzed entirely anonymously, it keeps the customer's personal information safe while giving advertisements based on their interests.



Benefit: Reach the right audience

