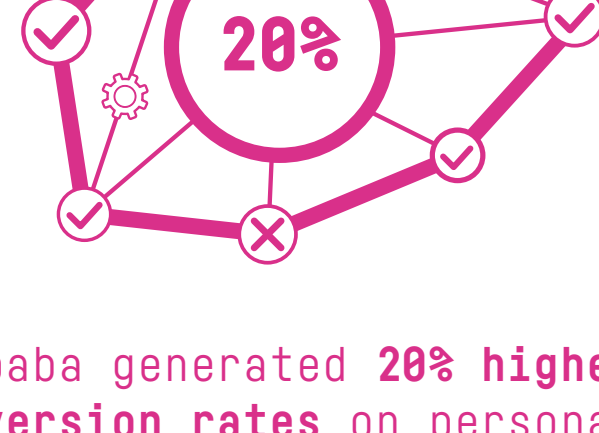


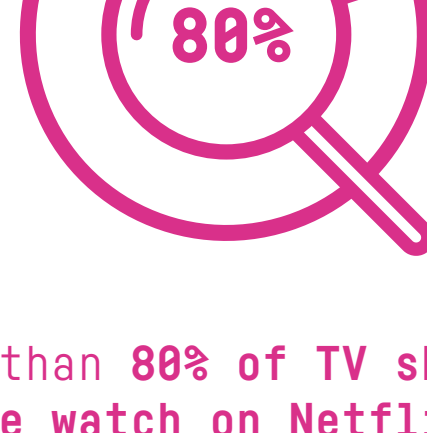
AI and Machine Learning in Marketing: Use Cases

1. Recommendation Engines

Not just customer-facing, but sales-facing [what are the recommended upsells for this particular customer?]



Alibaba generated **20% higher conversion rates** on personalized landing pages powered by recommendation engines on Singles' Day in 2017¹.



More than **80% of TV shows people watch on Netflix** are discovered through its recommendation engine².



→ *How to Build a Recommendation Engine*

2. Forecasting

Move from forecasting using historical data to real-time, ML-assisted forecasting with up-to-the minute data for accurate predictions.



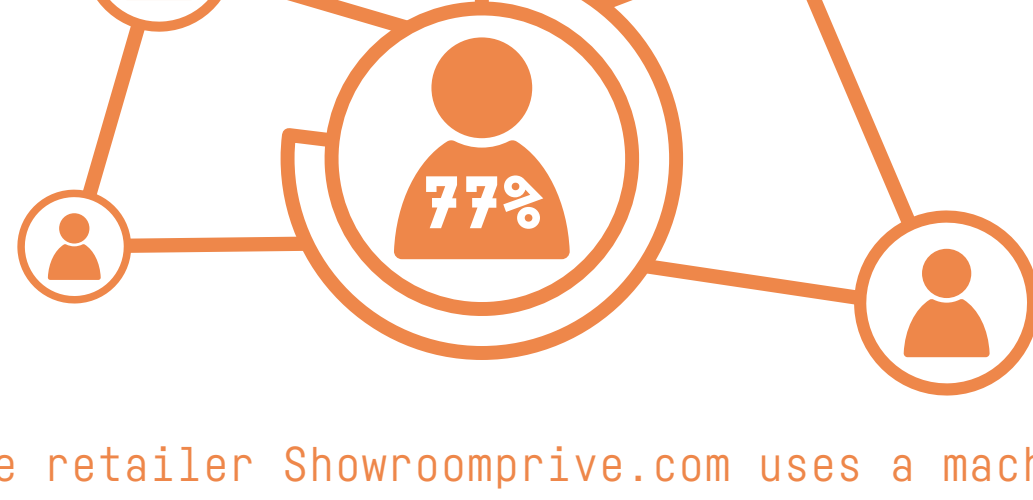
Forecasting should be treated for what it really is: a science.



- Hernán Asorey | Chief Data Officer, Salesforce³

3. Addressing Churn

That is, identifying customers likely to leave and addressing them effectively to keep their business.



Online retailer Showroomprive.com uses a machine learning-powered churn prediction system that identifies churners with **77% accuracy**⁴.



→ *How to build a churn prediction system*

4. Content Generation

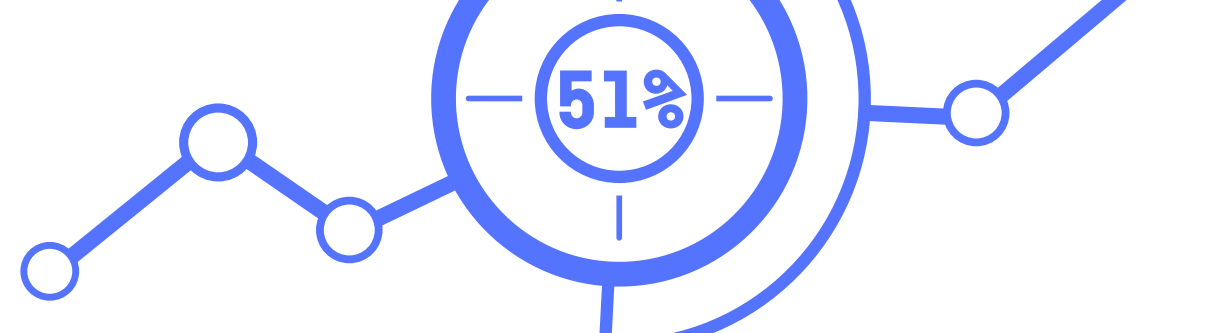
The rise of natural language processing [NLP] will continue with text generation or assistance becoming more mainstream in 2019.



The content marketing institute reveals that when pitting content marketing against paid search, content marketing gets **3x the leads per dollar spent**⁵.

5. Hyper-Targeted Advertising

Leverage AI to deliver more relevant ads than ever before through the combination and aggregation of new and old data sources.



Research by Salesforce says **51 percent of consumers expect that** by 2020 companies will anticipate their needs and make relevant suggestions before making contact⁶.



→ *Media company Infopro Digital puts together hyper-targeted customer segmentation in less than 2 hours.*

6. Pricing Optimization

Dynamically set and update pricing based on a huge variety of ever-changing factors [rather than a few static data points].



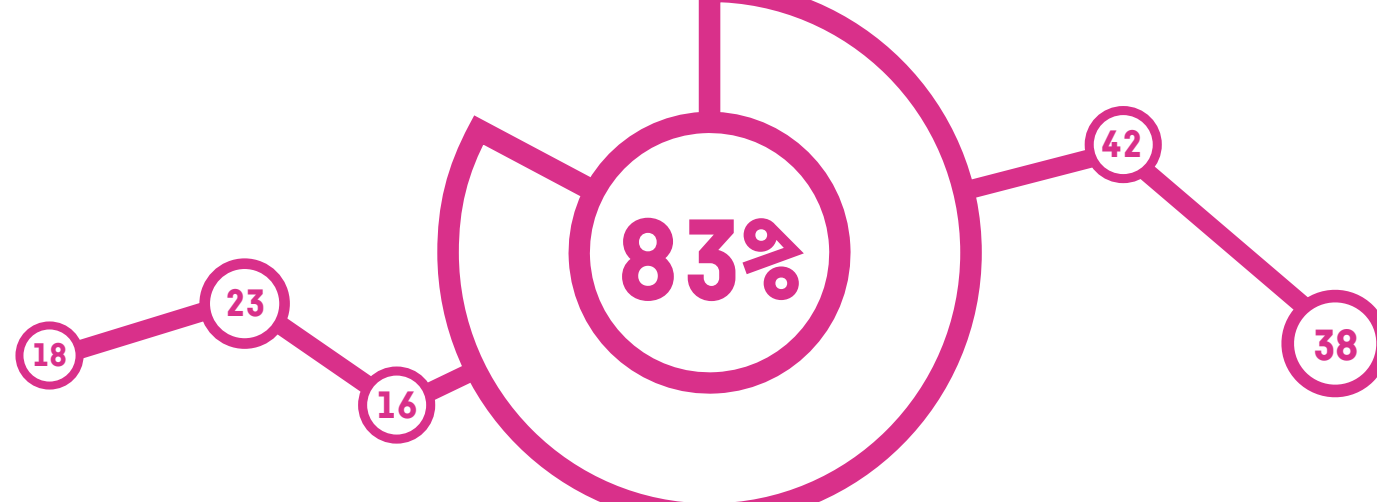
McKinsey estimates **up to 30% of the thousands of pricing decisions** companies make every year **fail to deliver the best price**⁷.



→ *PriceMoov offers quick, dynamic pricing from a variety of data sources for car rentals services, airline companies, event organizers, and more.*

7. Lead Scoring

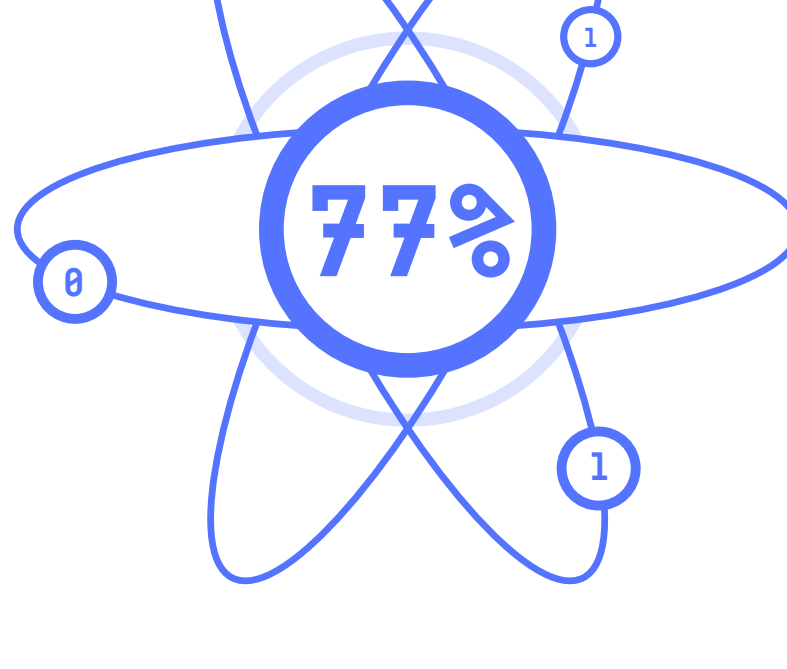
More accurate lead scoring via predictive analytics to focus efforts on those most likely to buy.



An IDC survey says **83% of companies use [or plan to use] sales and marketing predictive lead scoring**⁸.

8. Marketing Attribution

Understand in a scalable way and down to a granular level using vast amounts of data from new and varied sources where the best [and worst] conversions are coming from.



A study by Bizible showed that **77% of companies believe they're not using the right attribution models**⁹.



→ *Build a Smarter Marketing Attribution System with ML*

¹<https://insideretail.asia/2017/06/07/how-alibaba-uses-artificial-intelligence-to-change-the-way-we-shop/>

²<https://www.wired.co.uk/article/how-do-netflixs-algorithms-work-machine-learning-helps-to-predict-what-viewers-will-like>

³<https://www.salesforce.com/quatable/articles/how-AI-is-transforming-forecasting-for-the-better/>

⁴http://pages.dataiku.com/hubfs/success-stories/Dataiku_Success_Story_-_Showroomprive_Churn.pdf

⁵<https://contentmarketinginstitute.com/2017/10/stats-invest-content-marketing/>

⁶<https://www.salesforce.com/form/pdf/state-of-the-connected-customer-2nd-edition/>

⁷<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/using-big-data-to-make-better-pricing-decisions>

⁸https://www.salesforce.com/content/dam/web/en_us/www/documents/white-papers/the-economic-impact-of-ai.pdf

⁹<http://www.bizible.com/hubfs/State-of-Pipeline-Marketing-Report-2016.pdf?t=1493412598337>