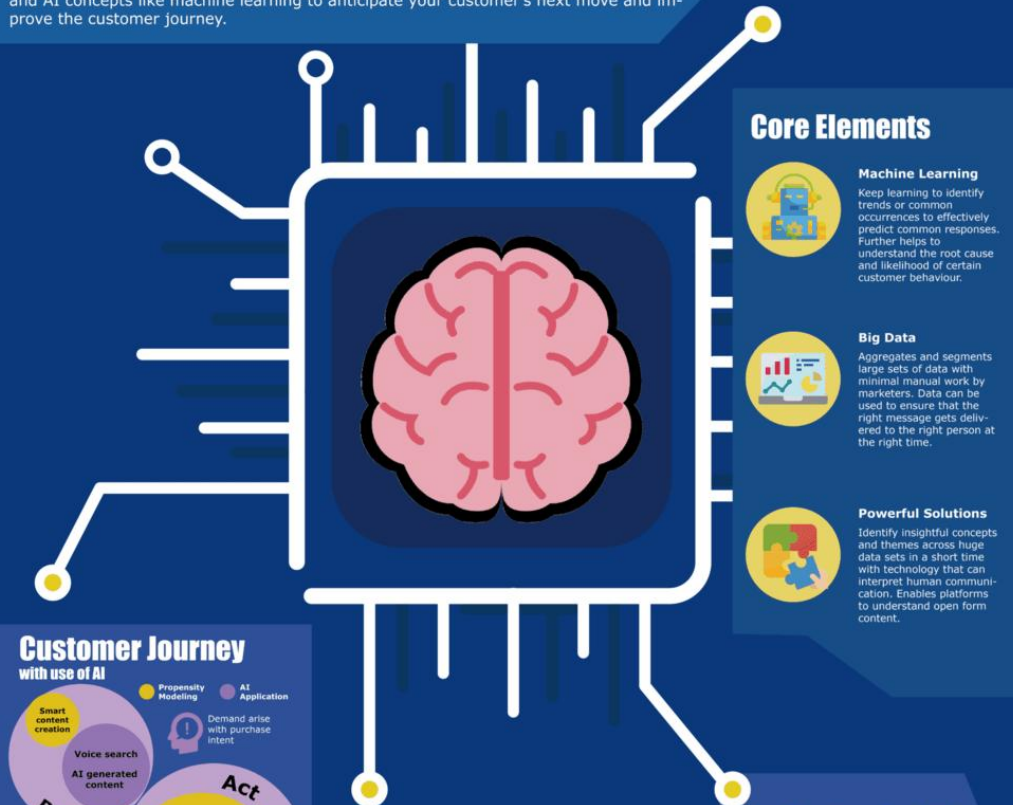


# AI Marketing

Artificial intelligence marketing (AI Marketing) is a method of leveraging customer data and AI concepts like machine learning to anticipate your customer's next move and improve the customer journey.



## Core Elements



**Machine Learning**  
Keep learning to identify trends or common occurrences to effectively predict common responses. Further helps to understand the root cause and likelihood of certain customer behaviour.



**Big Data**  
Aggregates and segments large sets of data with minimal manual work by marketers. Data can be used to ensure that the right message gets delivered to the right person at the right time.



**Powerful Solutions**  
Identify insightful concepts and themes across huge data sets in a short time with technology that can interpret human communication. Enables platforms to understand open form content.

## Customer Journey with use of AI



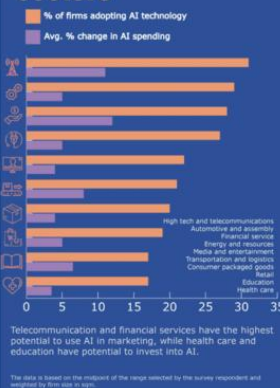
## Core Benefit

- Intelligent Searches**  
Gain users insight by analyzing search patterns on search engines.
- Save Money & Time**  
Working processes become more efficient, saving time and money on manual labor.
- Continued Learning**  
Learn to incorporate newly discovered insights and improve over time.
- Smarter Ads**  
Dig deep into keyword searches and other data to generate human-like outcomes level outcomes.
- Refined Content**  
Deliver the ideal content that is most relevant to the individual through AI clustering and interpreting of data.

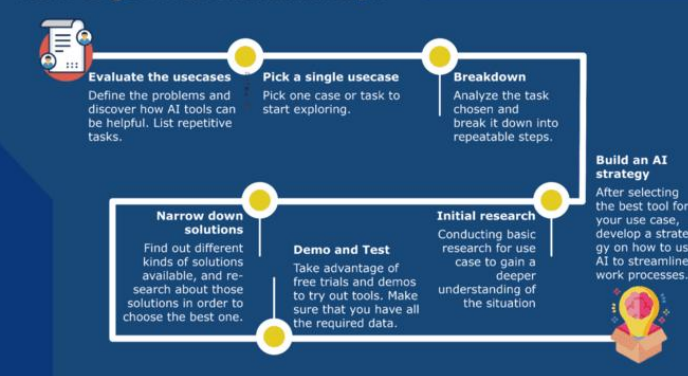
**Positive effect of AI used according to US (2018)**

- Revenue: 41.29%
- Click-through rate: 13.44%
- Open rate: 7.64%

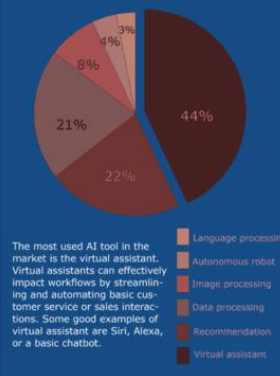
## AI adoption in diff. sectors



## How to get started with Marketing AI



## Most used AI Tools



## Application

There are a lot of AI marketing solutions available in the market, here are some of the best.

### Persona Development



### Chatbots



### Content Optimization

