

AI VS. MACHINE LEARNING: WHAT'S THE DIFFERENCE?

It's all about the data

Artificial intelligence (AI) and machine learning (ML) are transforming how product teams form development and marketing strategies. These technologies are on the verge of turning deep data mining on its head, with investments expected to increase **300% in 2017 compared to 2016**.

Those who embrace AI will set themselves apart as leaders in product and service delivery, and those who don't will struggle to create a unified customer experience. To avoid being left in the dust by dozens of AI-focused startups entering the market every day, it's important to know which technologies and tools to nail down.

KEY DIFFERENCES

As two substitutes for human intelligence, AI and machine learning are terms often used interchangeably. However, the latter is a distinct subset of the former.

ARTIFICIAL INTELLIGENCE



Not a singular technology, AI is rather a category of technologies and tools designed to allow computer systems to imitate human intelligence.

Today's top AI tools include speech recognition, language generation, virtual agents, machine learning, and natural language processing. Instead of "learning" from a set of data, computers use AI to form plans and communicate those plans to humans.

AI technology can be categorized into three groups. In order of "brainpower," these are narrow AI, artificial general intelligence (AGI), and super-intelligent AI.

Most of us already benefit from AI on a daily basis without realizing. It's the backbone of smartphones, apps, banks, cars, homes, and more.

MACHINE LEARNING



Quickly becoming one of the most powerful AI applications, machine learning is the process of using data to gain experiential intelligence over time.

ML is just one approach to AI, sometimes incorporating deep learning, and works by understanding information using neural networks.

Rather than teaching computers how to perform tasks, ML allows computers to take large datasets and learn for themselves.

Machine learning helps computers recognize and understand the vast nuances in human language, and is becoming smarter all the time.

It can offer something to every industry, whether used to automate mundane tasks, offer creative insight, or understand consumers like never before.

WHICH SHOULD I CHOOSE FOR MY GO-TO-MARKET STRATEGY?

Using a variety of artificial intelligence tools, including machine learning, can have a profound impact on product development and marketing teams' ability to create winning go-to-market strategies.

Language and cultural nuances, combined with vast amounts of unstructured data, can make it difficult for product and marketing teams to develop clear global strategies—but artificial intelligence can level the playing field and provide distinct advantages:

DRIVE
decision making using "dark web" data

GAIN
efficiency by streamlining the usability and testing process

IMPROVE
security by keeping data and applications secure

DELIVER
the right content at the right time

PERFECT
the consumer experience through deeper segmentation

At first glance, it's easy to imagine how these solutions can transform product development and marketing. But how exactly will they give product teams a competitive advantage?

To learn more about the capabilities of AI and ML technology, [download our whitepaper](#).