AI and Machine Learning in Marketing: Use Cases

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1. Recommendation Engines

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

20%

Alibaba generated **20% higher conversion rates** on personalized landing pages powered by recommendation engines on Singles' Day in 2017[1]

80%

More than **80% of TV shows people watch on Netflix** are discovered through its recommendation engine[2]

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, SalesForce[3]

3. Addressing Churn

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

77%

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

4. Content Generation

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

3x

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.

51%

Research by SalesForce says **51 percent of consumers expect that by 2020 companies will anticipate their needs and make relevant suggestions before making contact**[3]

> 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).

0.37

30%

McKinsey estimates **up to 30% of the thousands of pricing decisions companies make every year fail to deliver the best price**[6]

> 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.

83%

100

An IDC survey says **83% of companies use (or plan to use) sales and marketing predictive lead scoring**[7]

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.

77%

A study by Bizible showed that **77% of companies believe they're not using the right attribution models**[8]

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Dataiku is the centralized data platform that moves businesses along their journey from analytics to Enterprise AI. More than 200 customers and 20,000 users across industries trust Dataiku every day to take them from raw data to Business impact on their marketing use cases.

SOURCES

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