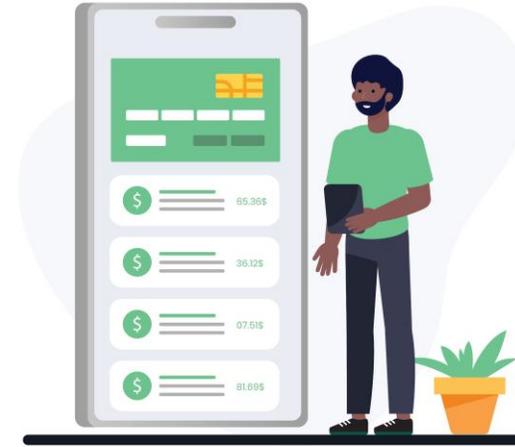Buzznez

AI in Marketing

# How I started with AI

**01** Online credits: credit score based on the ML Models.

**02** Credit consulting: ML Models suggest which bank will give a credit with the best interest.

# AI is not new



ai in 1950

🔍 All  🖼 Images  📰 News  ▶ Videos  🗺 Maps  ⋮ More       Settings    Tools
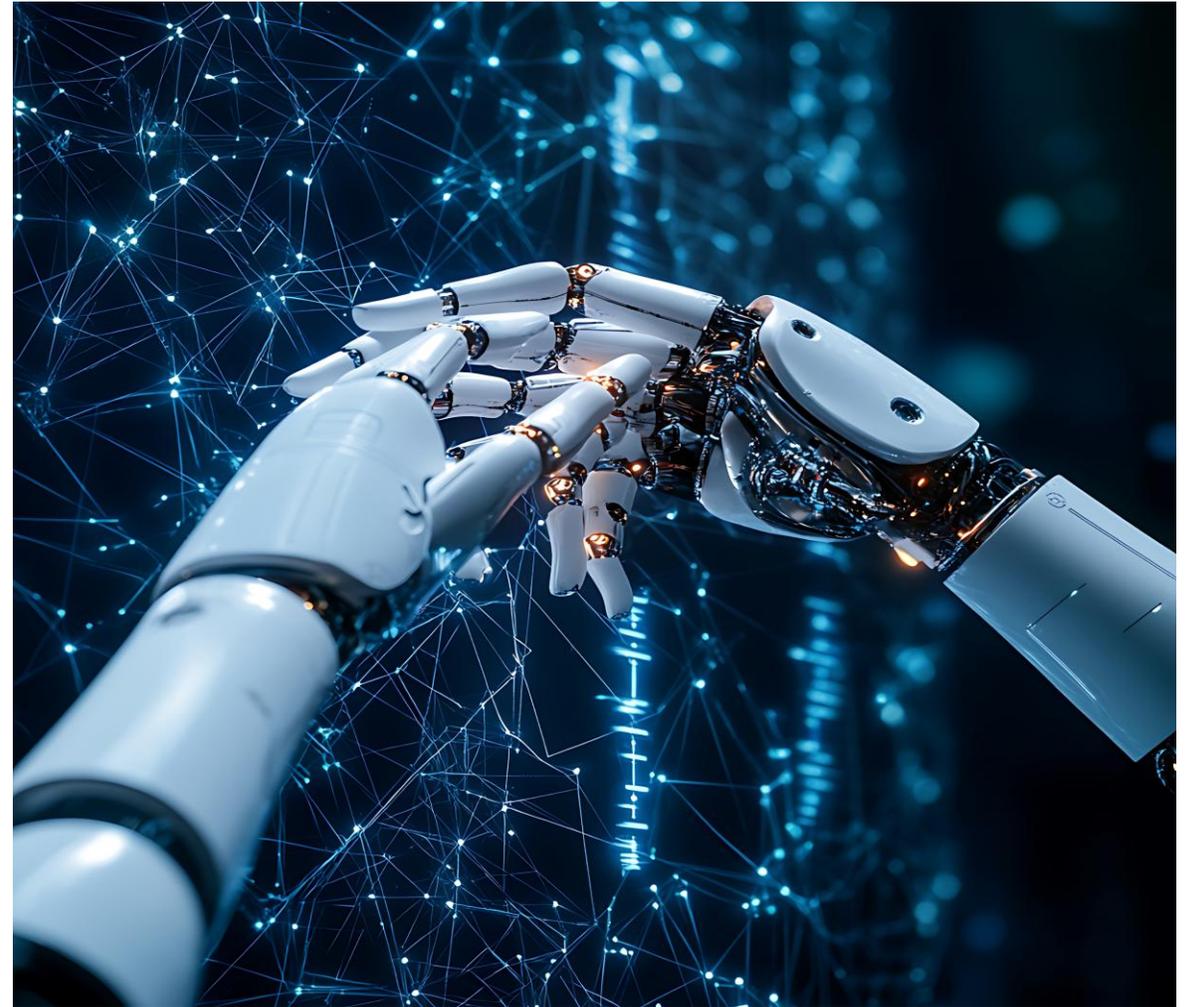
About 171.000.000 results (0,63 seconds)

In **1950** English Mathematician Alan Turing published a paper entitled "Computing Machinery and Intelligence" which opened the doors to the field that would be called **AI**. This was years before the community adopted the term **Artificial Intelligence** as coined by John McCarthy[2].

The History of Artificial Intelligence - University of Washington
https://courses.cs.washington.edu › courses › csep590 › projects › history-ai

**Buzznez**
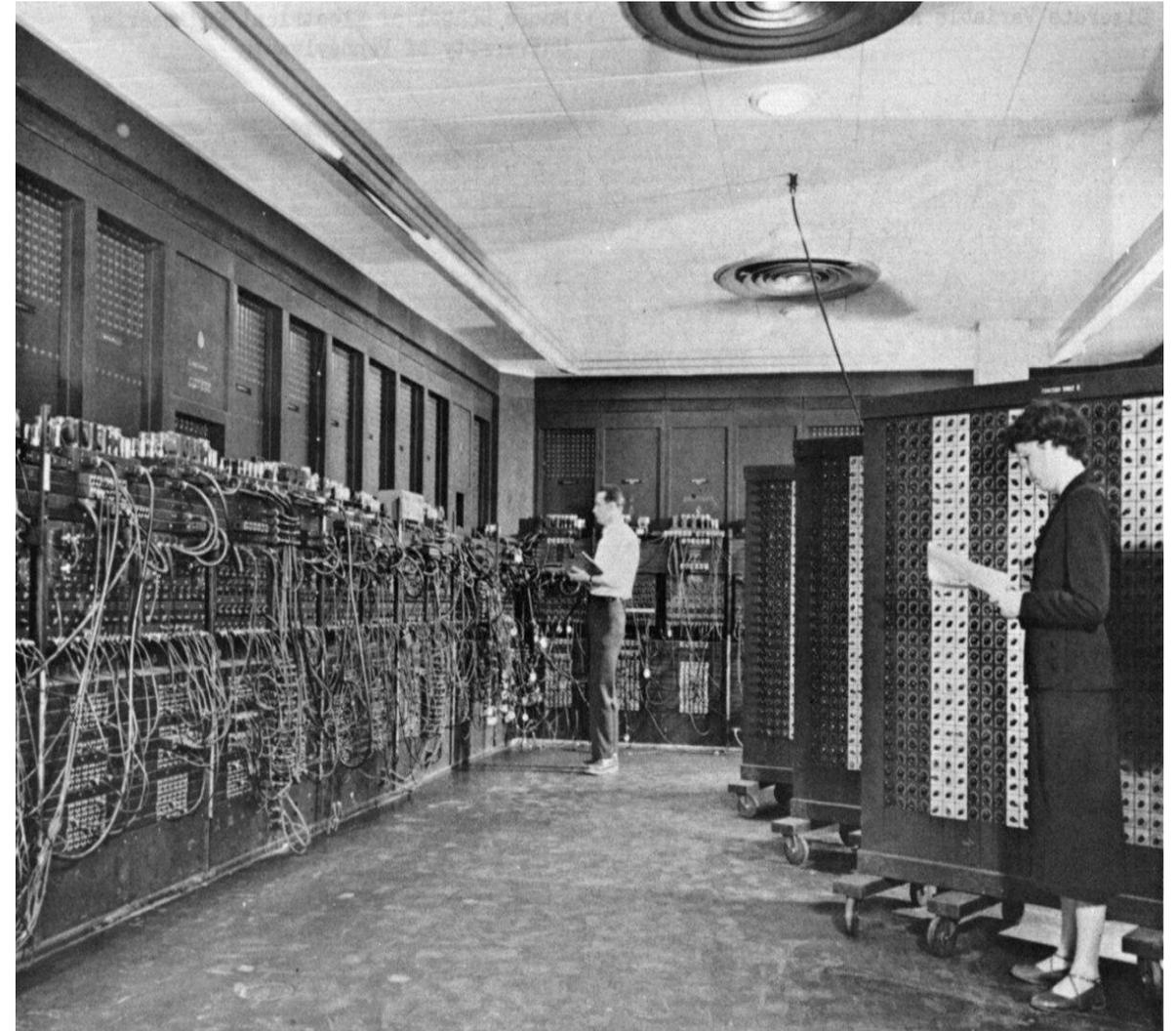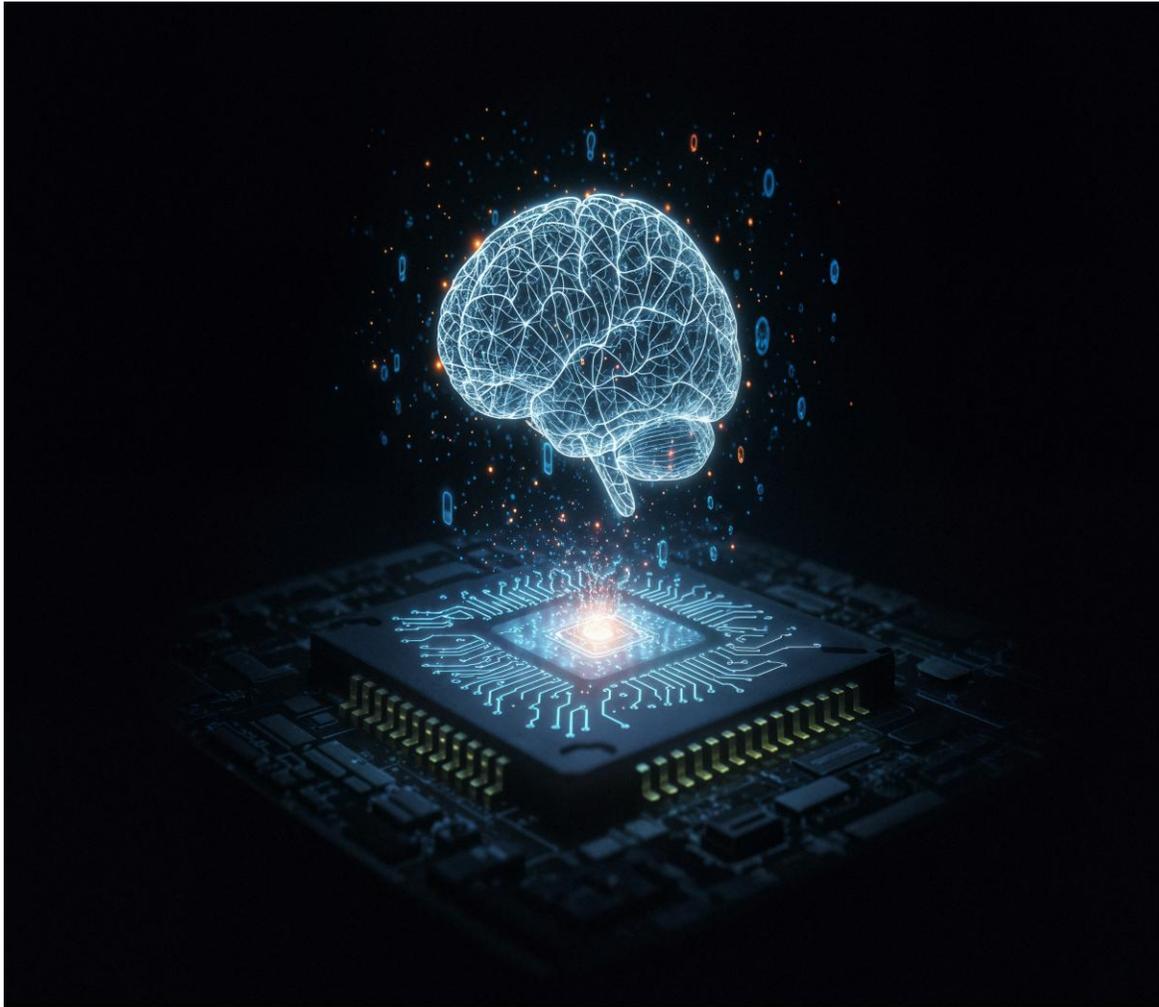
**Artificial Intelligence**



**Machine Learning**

**Buzznez**

# AI in sales funnel

## Planing

- Plan demand
- Plan marketing budget
- Analysis/audience building

## Prospect

- Detailed targeting/ads personalization
- Budgeting and bidding
- Content strategy

## Visitor

- Website personalization
- Recommendations upsale
- Reactivation , remarketing
- Assistance (e.g. voice / text chat)

## CLTV

- CLTV Prediction
- Chum prediction
- Customer feedback
- Errors recognition

# Plan demand

**01** Alaska Airlines **open new routes** based on search data as a proxy of demand.

**02** Healthcare company monitors weather and epidemic data to manage their bids based on geo location.
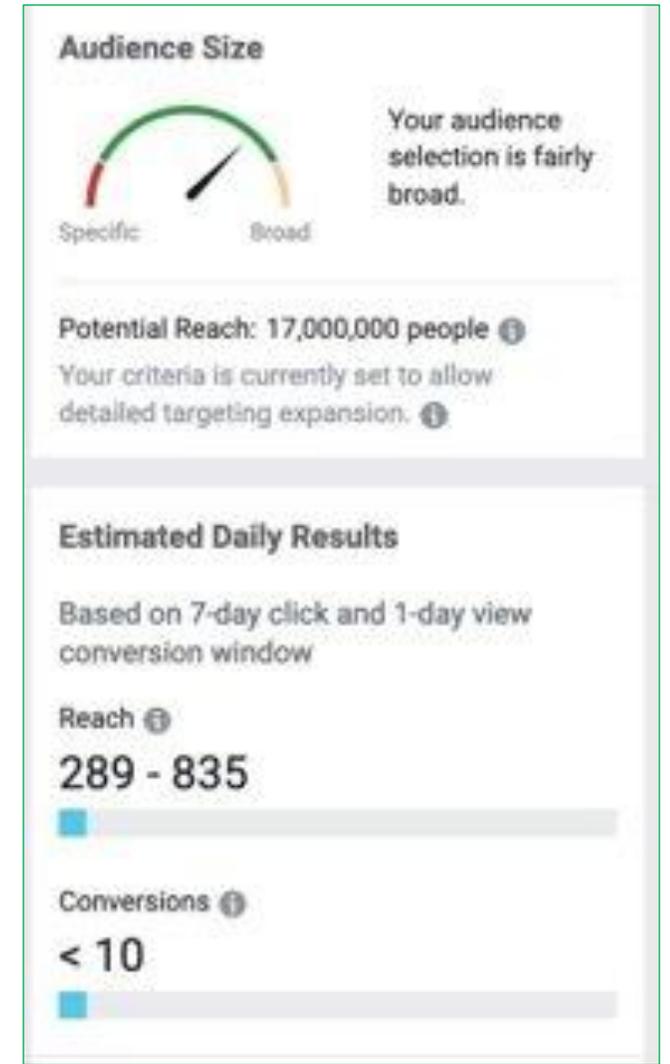
**03** Demand prediction in supply chain planning (SCP) **(link)**

**Buzznez**

# Plan marketing budgets

**Google trends**

**Facebook Ads**

**Cross-channel planning**



Audience Size

Your audience selection is fairly broad.

Specific          Broad

Potential Reach: 17,000,000 people ⓘ
Your criteria is currently set to allow detailed targeting expansion. ⓘ

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach ⓘ
289 - 835

Conversions ⓘ
< 10

**Buzznez**

# Predictive Customer Lifetime Value

# Success story: predictive CLTV

## What was done:

- Predictive CLTV model was applied on 1P data.

- Retargeting based on the built audience

## Result:

- 40% increase in revenue

- 33% decrease in cost per Acquisition (for Search)

- 37% decrease in effective revenue share (for search)

**Buzznez**
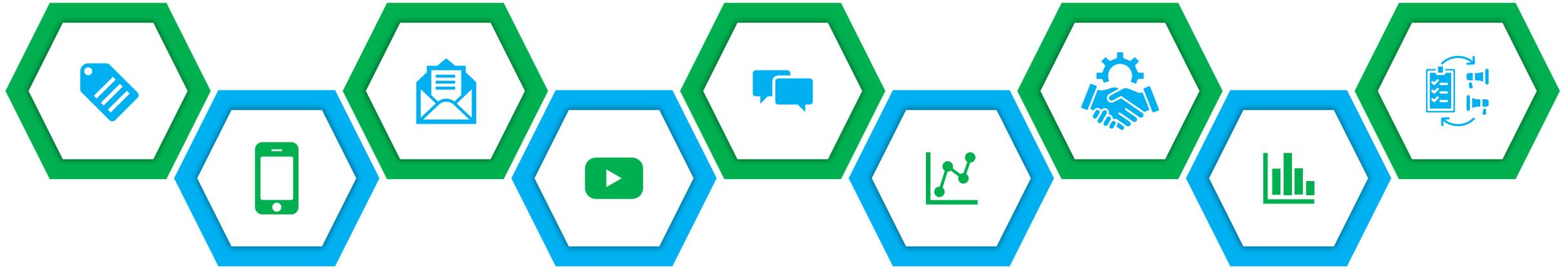
# Common sources of 1st party data

Point-of-sale data

Email lists

Blog / Newsletter sign-ups

Partnerships

Remarketing lists

Mobile app

YouTube channel

CRM data

Analytics data

# 1p + 3p marketing data integration

1) User browser your site

2) After transaction, track CRM ID

CRM

| Campaign | Cost | CLTV |
|----------|------|------|
| Campaign A | 223 | 3600 |
| Campaign B | 123 | 100 |
| Campaign C | 643 | 480 |
| Campaign D | 302 | 3200 |

# Data enrichment

**01**   1st party data sources

**02**   3rd party data sources

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# Personalization

# Cluster based personalization

**01**

Personalized ads

**02**

Personalized website layout

**03**

Personalized user experience

**04**

Personal offers

**05**

Personal up-sale/ x-sell options

**06**

Personal commu nication

**Buzznez**

## Manage your customer data

Companies use **data warehouse (data lake)** to analyse their data, e.g: Big **Query, Snowflake,** etc. To visualise data: **Tableau, Looker , Data Studio** etc. **Web analytics: Google Analytics, GA360, Adobe Analytics** etc.



## Build audiences

Apply right **machine learning models** to your data to predict:

- Propensity to convert
- CLTV
- Churn prediction

Tools: **R, Tensor Flow PyTourch, AutoML,**
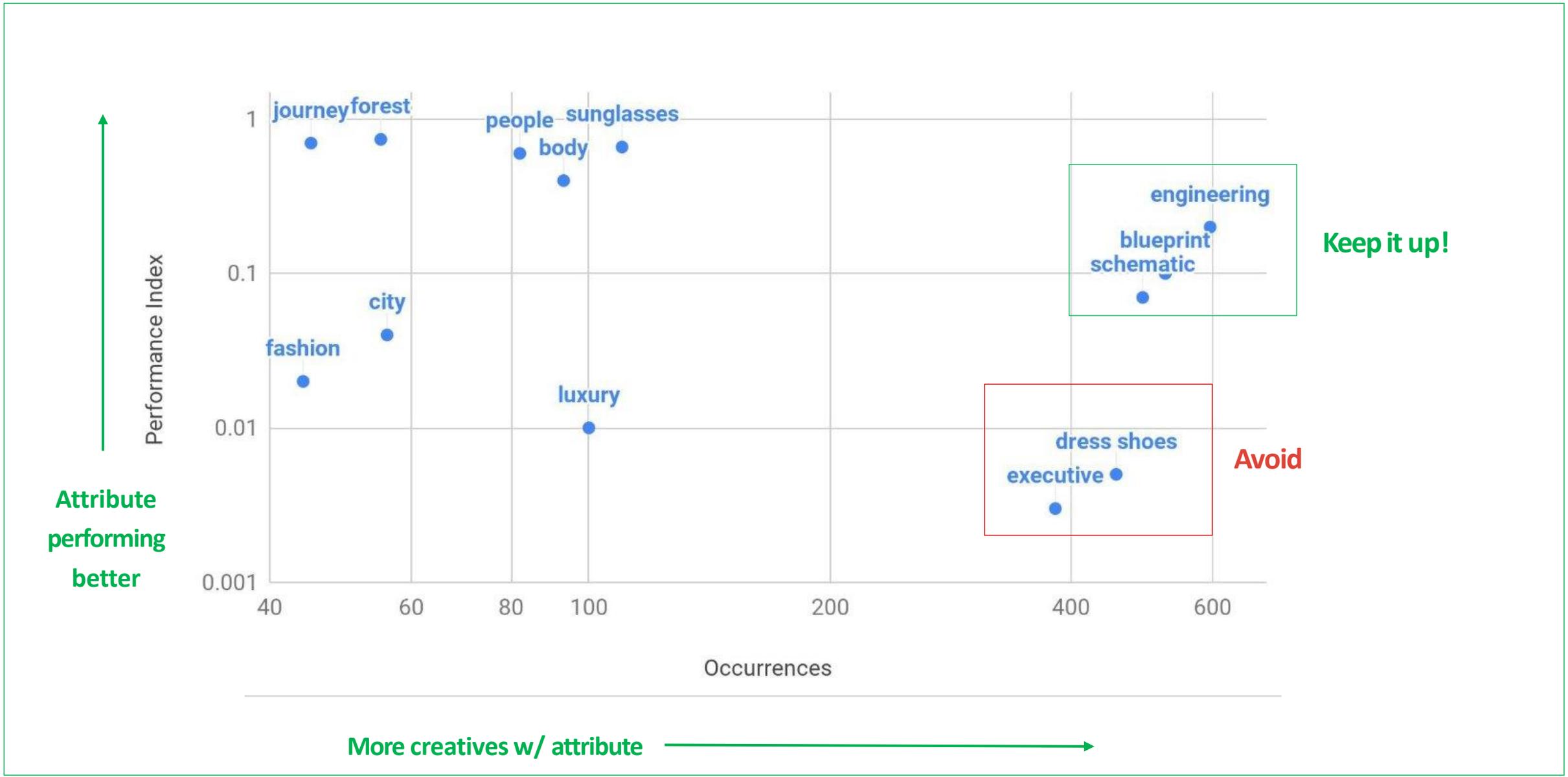


## Personalize for each audience

Personalization in Ads:

- Connect audience to 3P marketing tool (e.g Facebook, Google, etc.)
- Apply segmentation in Email Marketing.
- Adjust UX based o the audience (e.g Google Optimize, Optimizely)

# Predictive Marketing

# Predict success of your creatives

**01** Based on the conversion statistics predict success.

**02** Computer vision can be used to analyses creatives.

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Performance Index vs. Occurrences scatter plot

- journey
- forest
- people
- sunglasses
- body
- engineering
- blueprint
- schematic
- city
- fashion
- luxury
- dress shoes
- executive

**Keep it up!**

**Avoid**

Attribute performing better

More creatives w/ attribute

**Buzznez**

# AI based assistance / loyalty



**Buzznez** 19

# Hotels chain: better understanding of the customer

With 4000+ hotels worldwide and a high end position brand customer experience and feedback are critical foe their business. One of the largest unused feedback sources was the 1.4 million reviews in Google maps.

Company better understand drivers of satisfaction/ratings leveraging machine learning to analyse guest reviews on Google business/maps.

**AI Tools:** Natural Language Processing, sentiment analysis.

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# Facial recognition technology in marketing

App **Face deals** aimed to target customers with special offers from businesses they frequent by integrating facial recognition with their Facebook profiles. Specifically, facial recognition cameras would be installed at the business entrance which would recognize customers as they enter. Simultaneously, the customer would receive a notification of a customized deal to their smartphone based on his or her Facebook "Like" history.
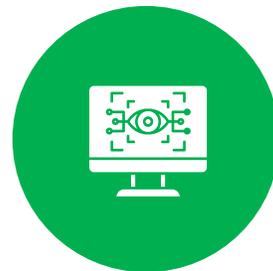
**AI tools**: Computer Vision, Facial recognition.

# Google duplex: AI does reservations for you

# Amazon Sumerian: AI based 3d assistant/concierge
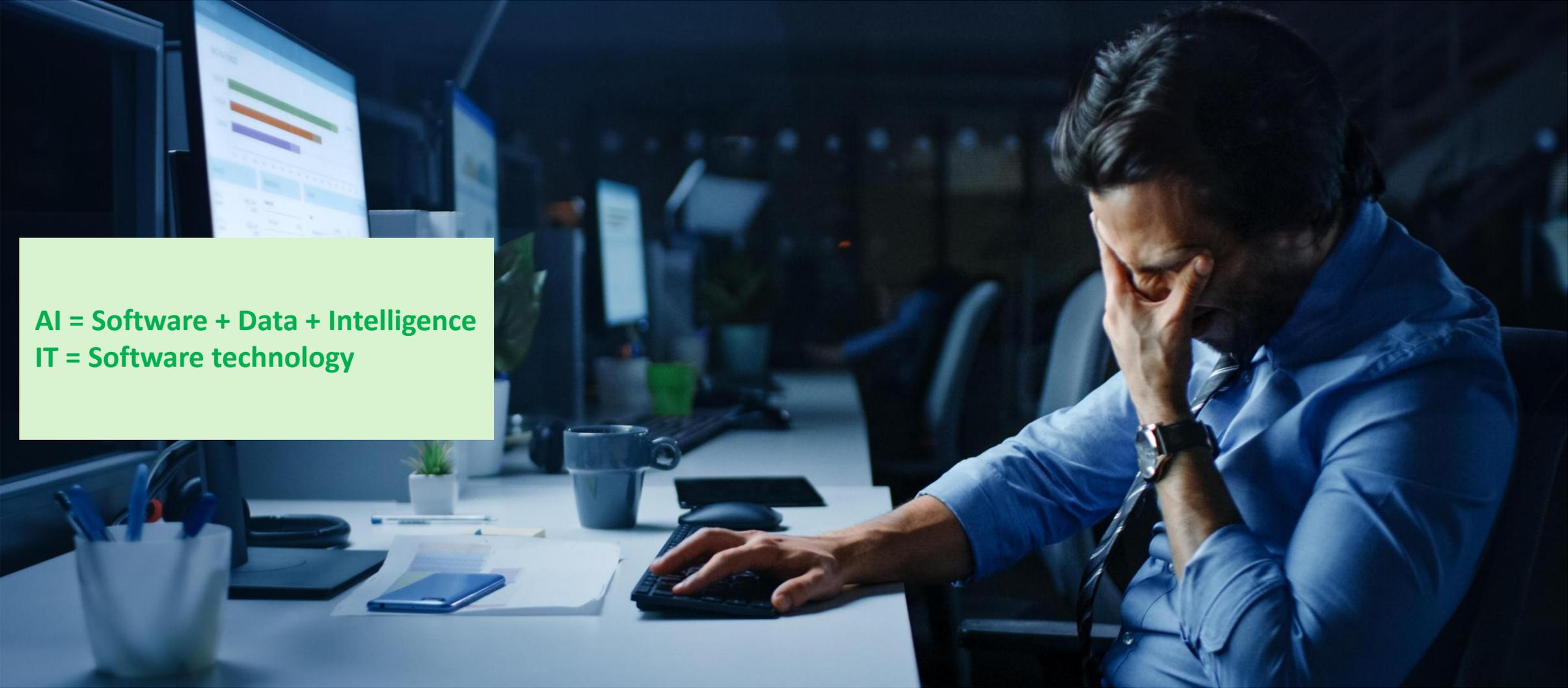
# AI adoption Strategy and Mistakes

# Mistake 1: to start using AI, I should bean expert in AI

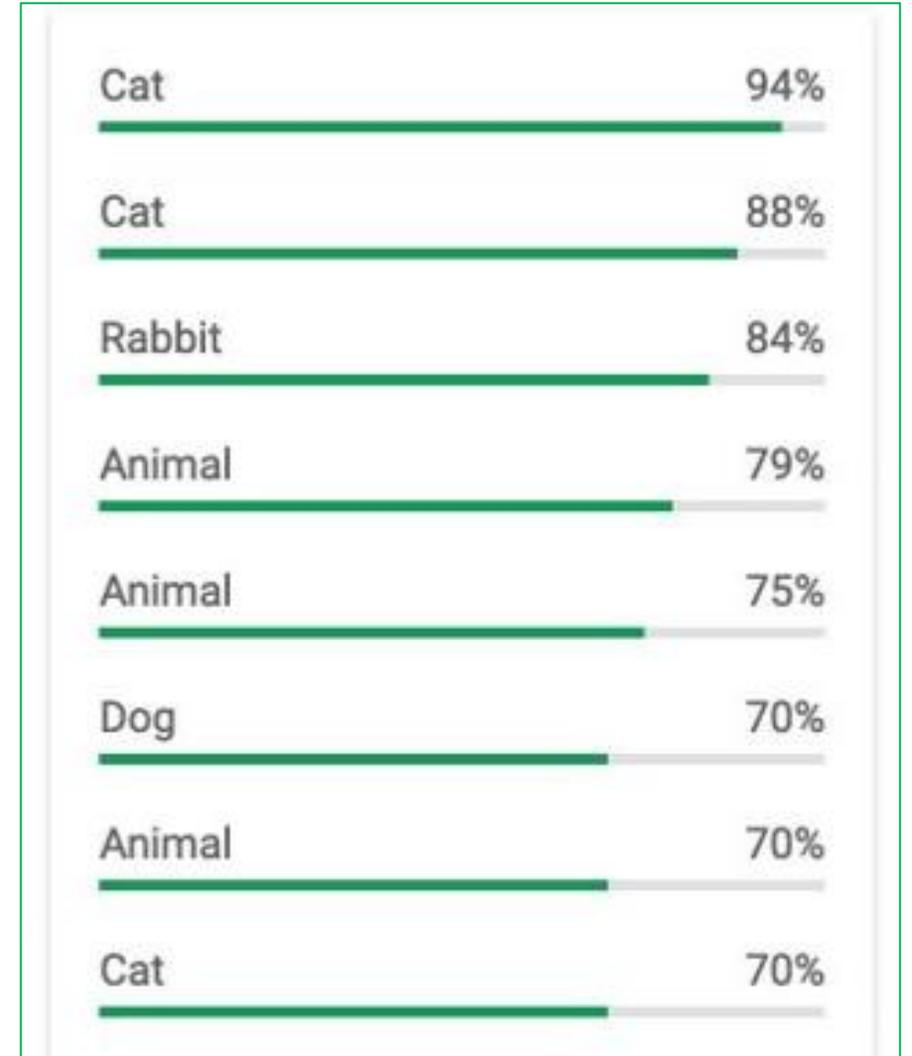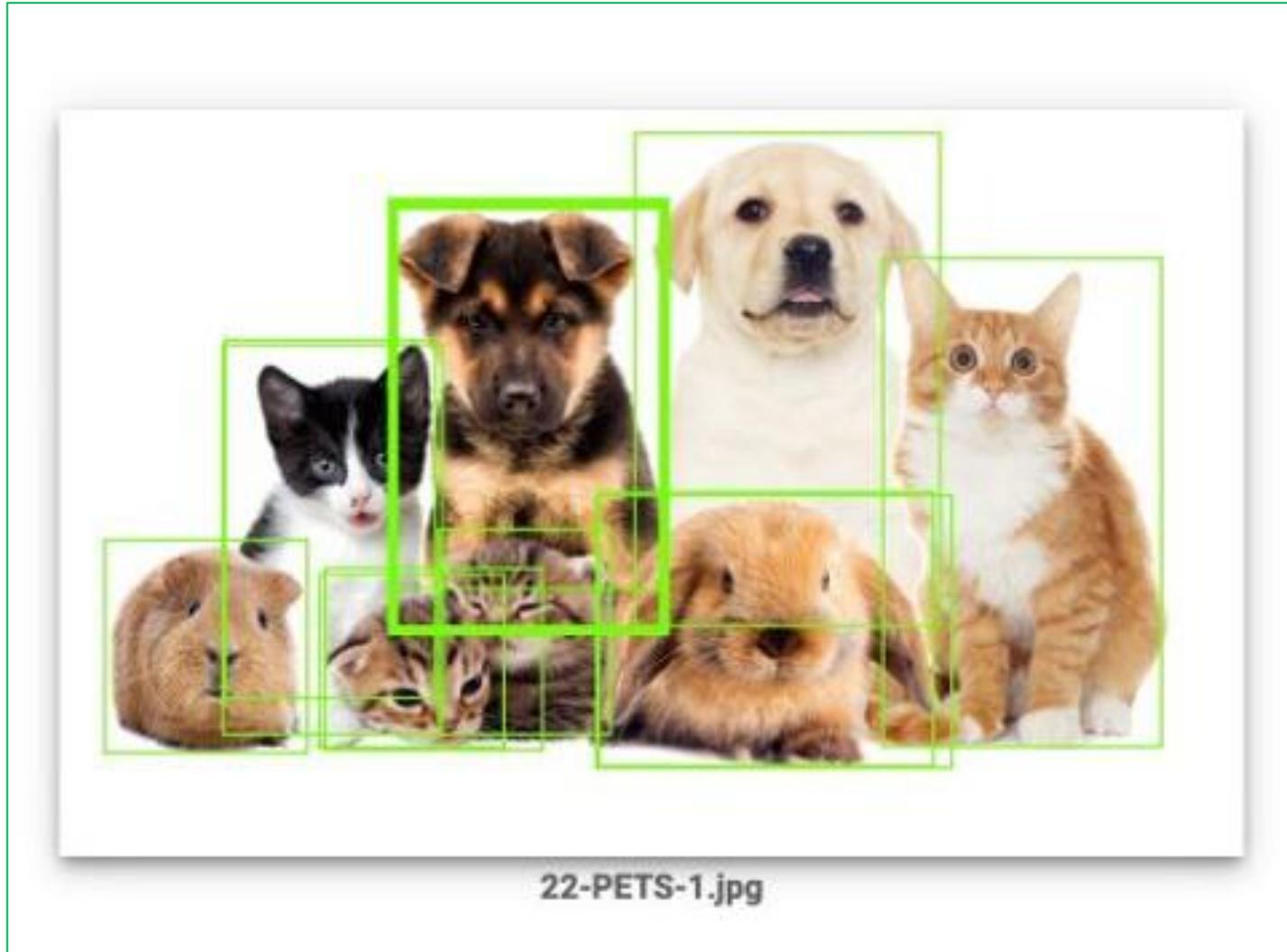As a Business or Marketing person you should know what AI can do for you.

# Mistake 2: AI is similar to It, just plug and play

AI = Software + Data + Intelligence
IT = Software technology

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# Mistake 3: 100% decisions are made by machine



22-PETS-1.jpg

| | |
|---|---|
| Cat | 94% |
| Cat | 88% |
| Rabbit | 84% |
| Animal | 79% |
| Animal | 75% |
| Dog | 70% |
| Animal | 70% |
| Cat | 70% |

# Mistake 4: We can do with customer data what we want

# AI adoption strategy

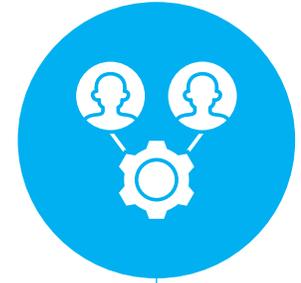## 01

Make clear goals (short and long term ones)

## 02

Set the right expectations (time + data + people)

## 03

Choose the project, start small (start from one where you know your data the best)

## 04

Organize Cross Functional team (data people and subject-matter experts)

# Open discussion:

**01** **Your experience**

**02** **Your learnings**

**03** **Your mistakes**

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