

AI, ML, and better customer experience

Artificial Intelligence and Machine Learning (AI and ML) are promised to help marketers collect, optimize, and interpret the enormous volume of data today to reap highly valuable business insights that will accelerate their growth.



Difference between AI and ML

ML is a subset of AI. AI utilizes ML to help execute tasks like planning, recognizing, learning, understanding, and problem solving in a way that is similar to human intelligence. ML provides the learnings from the data sets that become the basis for AI.

Prominent AI/ML-based marketing models

Segmentation

Lead scoring, segment clustering, look-alike modelling



Real-time personalization

Auto-mapping



Engagement optimization:

Next best experience (content, action, offer, and product recommendation)



Predictive and prescriptive insights

Profile completeness, subject line/text analysis, (pre-) campaign recommendations, churn prediction



Revenue assessment

Cost attribution, ROI model



How to implement AI/ML

- Identify audience experience issues and challenges and the use cases to solve them
- Collect data and conduct basic data exploration
- Formulate a hypothesis and create potential data models
- Define performance measures for evaluation and analysis
- Test the process by creating prototypes and small datasets
- Automate and operationalize with a wider audience
- Update the outcomes continually for optimized model behavior

Impact of AI/ML on omnichannel marketing

Realize segment-of-one audience engagement



Enables cost-saving intelligent automation



Generates qualified leads for marketing and sales



Delivers highly targeted audience segments



Minimizes need to manually interpret marketing activities and outcomes



Supports continuous engagement and conversion



Contextualize customer experiences in real-time



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