



AI and Machine Learning in Marketing: Use Cases

1. Recommendation Engines

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



Alibaba generated **20% higher conversion rates** on personalized landing pages powered by recommendation engines on Singles' Day in 2017¹.

More than **80% of TV shows people watch on Netflix** are discovered through its recommendation engine².

→ [How to Build a Recommendation Engine](#)

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, Salesforce³

3. Addressing Churn

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



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

→ [How to build a churn prediction system](#)

4. Content Generation

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



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.

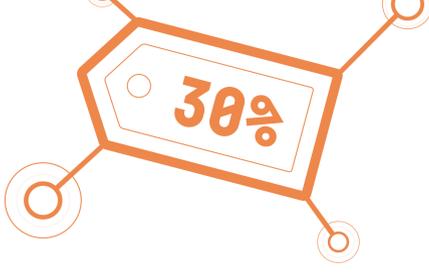


Research by Salesforce says **51 percent of consumers expect that by 2020** companies will anticipate their needs and make relevant suggestions before making contact⁶.

→ [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].



McKinsey estimates **up to 30%** of the thousands of pricing decisions companies make every year fail to deliver the best price⁷.

→ [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.



An IDC survey says **83% of companies use [or plan to use] sales and marketing predictive lead scoring**⁸.

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.



A study by Bizible showed that **77% of companies believe they're not using the right attribution models**⁹.

→ [Build a Smarter Marketing Attribution System with ML](#)