AI in Marketing & Advertising

81%
of marketers are either planning to or are using AI in audience targeting this year.
info.mediamath.com

AI enables marketers to increase sales (**52%**), increase in customer retention (**51%**), and succeed at new product launches (**49%**).
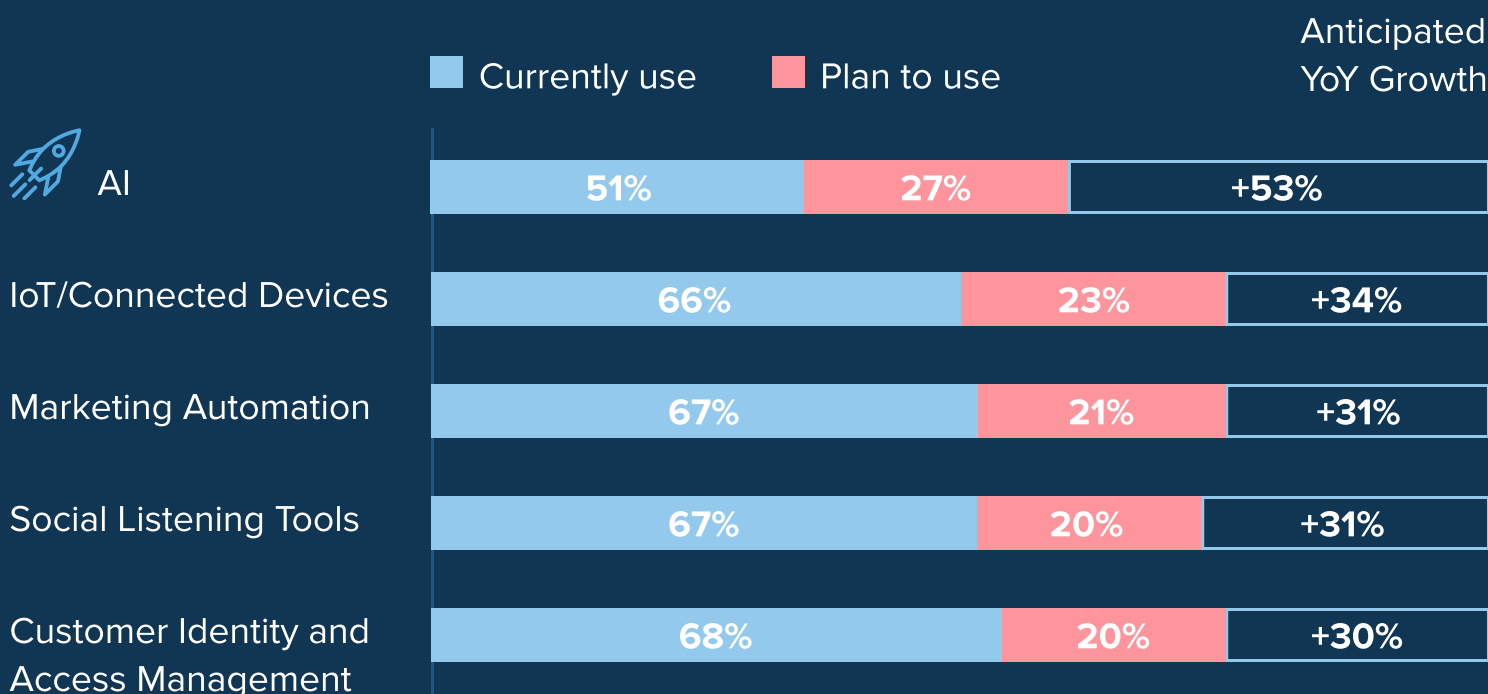*quantcast.com*

Content personalization and predictive analytics from customer insights are the two areas CMOs most prioritize AI spending today.
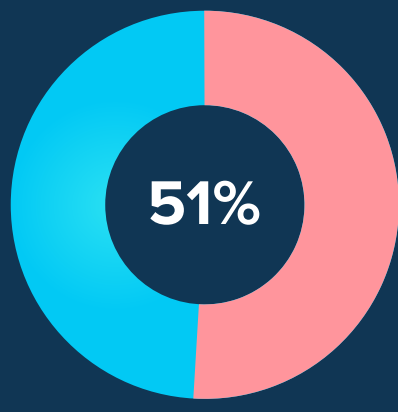*marketingcharts.com*
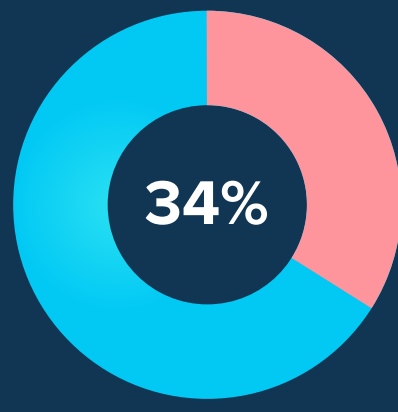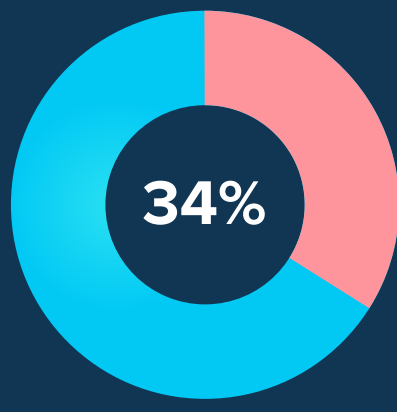
Fastest Growing Marketing Technologies

Global

■ Currently use   ■ Plan to use   Anticipated YoY Growth

Technology	Currently use	Plan to use	Anticipated YoY Growth
🚀 AI	51%	27%	+53%
IoT/Connected Devices	66%	23%	+34%
Marketing Automation	67%	21%	+31%
Social Listening Tools	67%	20%	+31%
Customer Identity and Access Management	68%	20%	+30%

Source: Business Insider

Companies Want to Use AI for...
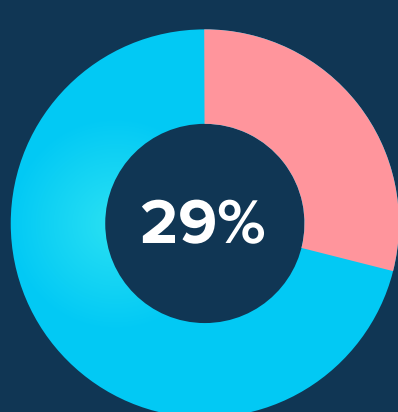
51% Customer Service

34% Competitive Intelligence

34% Media Planning

Marketers Want to Use AI for...

29% Personalization & Marketing Communications
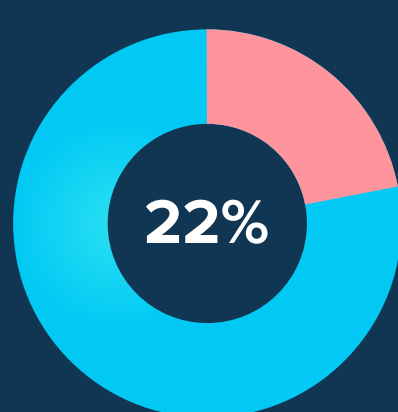
22% Data Analysis
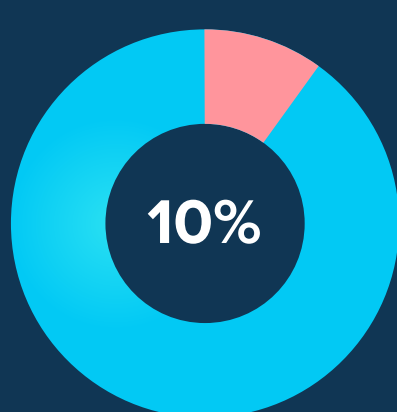
10% Content Research & Creation

Source: meltwater.com

Opportunities AI Can Give

AI

- Intelligent Search
- Hyper Personalization
- Intelligent Analytics
- Real-time Audience Analysis
- Finding and Using Digital Influencers

- Advanced Competitor Analysis
- Predictive Journeys & Campaigns
- Customer Segmentation / Lookalike Audience Modeling
- Fake Followers Detection & Authentication Validation
- Sentiment Analysis of Comments
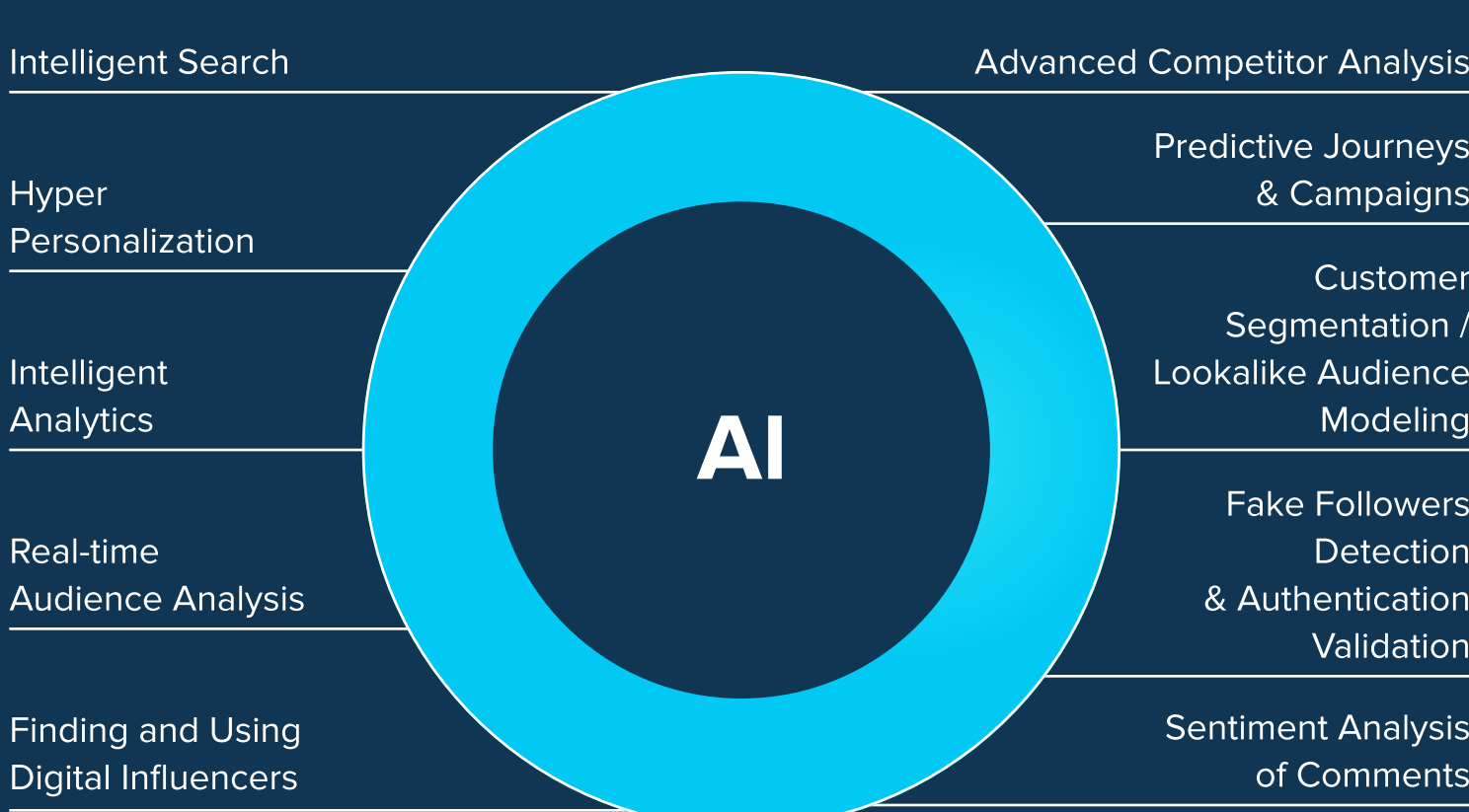
Core Benefits

AI has positive impacts on the marketing & advertising industry as it can analyze large sets of data more efficiently than humans. The most advanced AI learns from this data and improves its analysis, recommendations, and predictions over time.

- **IMPROVED PERSONALIZATION & RECOMMENDATIONS**
- **PERFORMANCE OPTIMIZATION**
- **AUDIENCE TARGETING**
- **FASTER AND DEEPER DATA ANALYSIS**
- **REDUCED MARKETING COSTS FOR THE BEST ROI**
- **STREAMLINED MARKETING EFFORTS**

InData Labs
Big on Data Science & AI

indatalabs.com