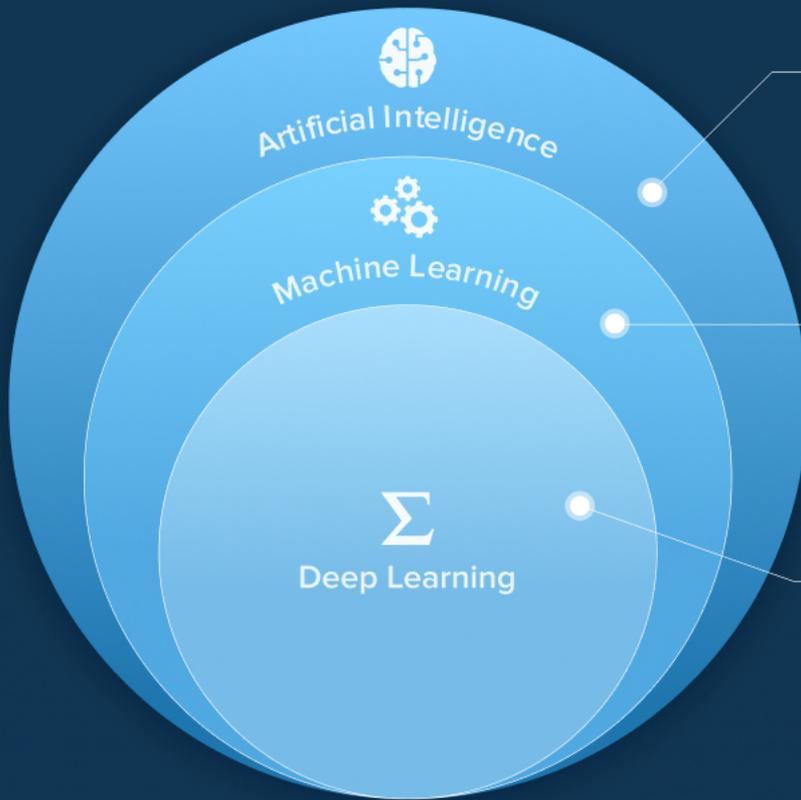


TOP MACHINE LEARNING USE CASES IN MARKETING IN 2023



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Big Technology Overview



ARTIFICIAL INTELLIGENCE

An umbrella term that refers to mimicking human intelligence processes by computer systems.

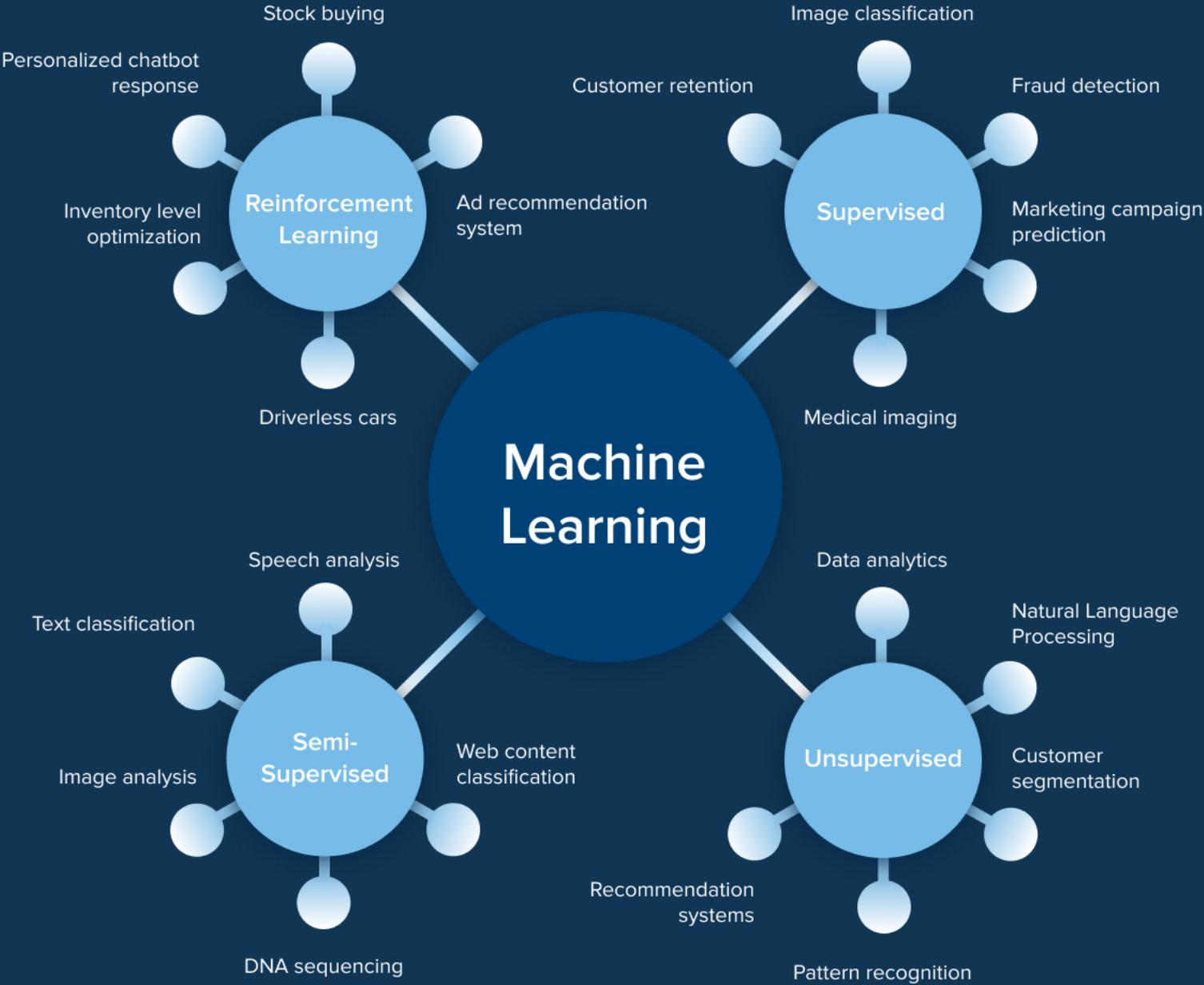
MACHINE LEARNING

A subset of AI that allows for designing and developing algorithms that can learn from data and make predictions.

DEEP LEARNING

A branch of ML based on artificial neural networks that can emulate human-decision making capabilities.

Machine Learning Algorithms and Use Cases



Machine Learning Market



Machine Learning Market 2022 - 2030

Market Size	CAGR	Dominating Region	Forecast Period
\$21.17 Billion	38.8%	North America	2022 - 2030

Machine Learning in Marketing

\$15.84 Billion

The value of machine learning in marketing in 2021.

Statista

\$107.5 billion

An estimated value of ML in marketing by 2028.

Statista

Top Machine Learning Business Use Cases in Marketing



CAMPAIGN PERFORMANCE
PREDICTION



TARGETED ADVERTISING



AUDIENCE
SEGMENTATION



CUSTOMER 360
ANALYTICS



WEATHER MARKETING



CUSTOMER CHURN
PREDICTION



LEAD SCORING



SENTIMENT ANALYSIS



AD SPEND OPTIMIZATION



CONTENT GENERATION

Marketing AI Outcomes

Drift.com

Marketing AI Outcomes	Percentage Of Respondents
Creating personalized customer experiences at scale	41%
Accelerating revenue growth	40%
Getting more actionable insights from marketing data	40%
Reducing time spent on repetitive, data-driven tasks	37%
Generating greater ROI on campaigns	36%
Driving costs down	30%
Predicting customer needs and behaviors with greater accuracy	29%
Increasing qualified pipeline	27%
Unlocking greater value from marketing technologies	25%
Shortening the sale cycle	19%

Case Study

Using AI to dynamically optimize ad spend





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