



THE AI REVOLUTION

How Artificial Intelligence is Redefining Marketing Automation

- The implications of Artificial Intelligence for modern day marketers
- The shift from Marketing Automation to Intelligent Marketing Automation
- 5 Ways Artificial Intelligence is redefining Marketing Automation

ARTIFICIAL INTELLIGENCE WHY EVERYONE IS TALKING ABOUT IT

Artificial Intelligence has been researched and discussed extensively over the last six decades. It is neither a new concept nor a modern phenomenon. However, the buzz around AI has grown exponentially in recent times. Why all the hype?

The reason is simple. Artificial Intelligence is a big part of our world today. While AI was once just an inspiration for science fiction, it is now a significant influence in our everyday professional and personal lives. Applied AI has already made its way into applications such as Facebook, Amazon, and Netflix, and is deeply impacting our choices, behavior, and decisions in real time. Businesses too are adopting AI to boost operational efficiency, improve customer experiences, and drive automation. We're entering an era where Artificial Intelligence will revolutionize business operations by automating process-driven tasks and allowing humans to be more creative and perform the work that machines cannot do.

While experts suggest that Artificial Intelligence is still in its early days, it's important to acknowledge how it has come a long way since its abstract beginnings to its modern day form.

85%

of customer interactions will be managed without a human by 2020

\$100BN

The size of the Artificial Intelligence market by 2025

80%

business leaders believe AI boosts productivity

72%

business leaders termed AI as a business advantage

AI
REVOLUTION

Artificial Intelligence will have a profound impact on the way we work and lead our lives. But how significant will this impact be as the technology evolves into a more mature state? More importantly, what would be its long term implications for your business and your role? This report seeks to answer these questions and decode how Artificial Intelligence will transform Marketing Automation.

WHAT IS ARTIFICIAL INTELLIGENCE?

According to John McCarthy, one of the founding fathers of Artificial Intelligence – Artificial Intelligence is the science and engineering of making intelligent machines, especially intelligent computer programs.

Simply put, Artificial Intelligence is intelligence exhibited by machines, in contrast with the intelligence displayed by humans and animals. It can also be said that AI is the concept of machines possessing and demonstrating human level intelligence. The science of Artificial Intelligence is driven by two key goals:

- To create intelligent systems i.e. to build systems that can exhibit intelligent behavior
- To implement human intelligence in machines i.e. to create systems that can think and behave like humans

There are several misconceptions and theories that surround Artificial Intelligence. It is important to understand that AI is here to work with us and not against us. Artificial Intelligence is not:

- A threat to human civilization
- A mysterious, powerful, and sinister robot
- A computer program that will take over the world

Applications of Artificial Intelligence



Speech
Recognition



Natural
Language Processing



Handwriting
Recognition



Expert
Systems



Intelligent
Robots



Vision
Systems



Gaming

THE HISTORY AND TIMELINE OF AI (1950 – 2017)

1950 •



TURING TEST

Alan Turing, a computer scientist, proposes the Turing test

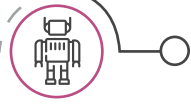
A.I. BORN

Computer scientist John McCarthy coins the term Artificial Intelligence



• 1955

1961 •



UNIMATE

The first-ever industrial robot goes to work at General Motors

ELIZA

Joseph Weizenbaum develops a chatbot that can interact with humans



• 1964

1966 •



SHAKY

The world's first 'electronic person' is born

A.I. RECESSION

Dead-ends and false starts temporarily suspend progress

1997 •

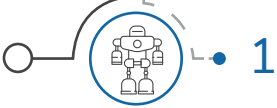


DEEP BLUE

IBM's deep blue defeats world champion Gary Kasparov

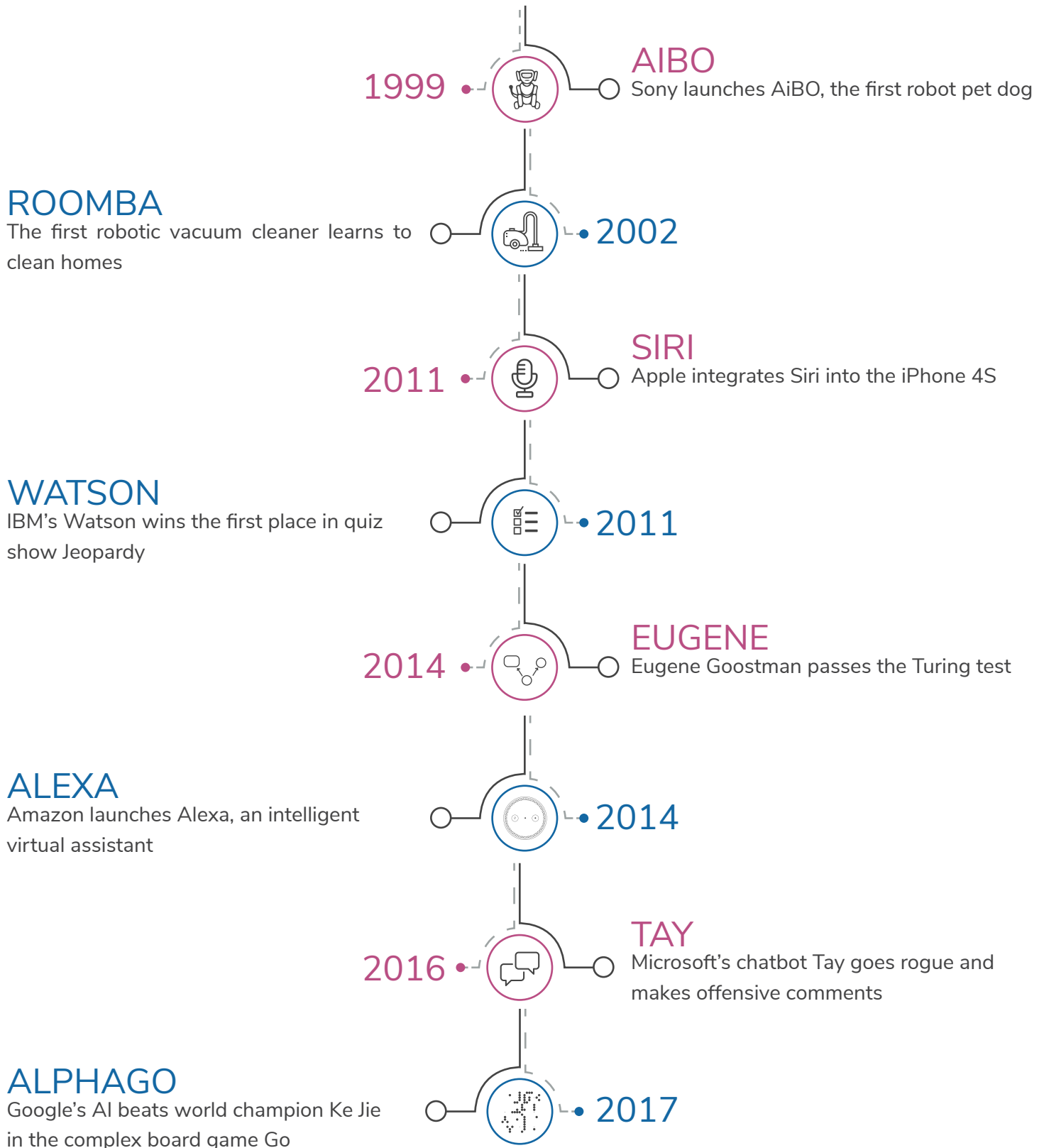
KISMET

Cynthia Breazeal develops KISmet, a robot head that recognizes and stimulates human emotions



• 1998

THE HISTORY AND TIMELINE OF AI (1950 – 2017)



ARTIFICIAL INTELLIGENCE A MODERN DAY MARKETER'S BEST FRIEND

“Eighty-six percent of marketers believe AI will make their work more efficient and effective.”

Source: AdWeek

As a modern day marketer, the questions you should be asking are – How can I use Artificial Intelligence to drive more impactful marketing campaigns? How can I employ Artificial Intelligence as an assistant to meet my objectives faster? How can I build a perfect partnership with AI to make the most of its capabilities?

As you go about including AI in your Marketing Automation plan, you must first understand how it works. Notice the similarities between the way Artificial Intelligence works and the way a human brain picks and processes information.

1. AI collects large amounts customer data very efficiently in a very short time.
2. AI categorizes and arranges all the data and builds associations.
3. Based on all the available data for the audience, AI generates profiles/ personas of each of the users.
4. Once the personas are created and the audience segments are defined, AI enables you to deploy personalized marketing messages across all accounts.
5. After the campaign is deployed, AI provides insights into customer behavior and equips marketers with recommendations to create the next wave of personalized digital experiences.

Marketing Automation vs. Intelligent Marketing Automation

Artificial Intelligence is all set to transform Marketing Automation as we know it. With advance machine learning capabilities, Marketing Automation platforms will no longer be dependent exclusively on pre-established patterns and wait for orders to execute a specific action.

Marketing Automation platforms based on machine learning will be in constant learning mode and make decisions independently based on their aggregation of information. Based on its capabilities the AI in Marketing Automation platforms may also be able to proactively predict what users want based on their behavioral footprint.

HOW ARTIFICIAL INTELLIGENCE IS REDEFINING MARKETING AUTOMATION

A large number of companies today are effectively executing machine learning beyond just marketing areas. Artificial Intelligence is the new normal, the same way Marketing Automation was a few years ago.

Better ROI

Artificial Intelligence allows you to identify the best leads and engage your audience at the perfect touch points and messaging for each target. This results in increased ROI – not just because of resource optimization but because quality leads drive better conversations.

Autonomous Automation

With machine learning, Artificial Intelligence has the ability to aggregate information and make ongoing decisions without supervision. As the data continues to grow, so does the maturity and intelligence of AI.

Improved Efficiency

Artificial Intelligence infuses a high degree of efficiency into Marketing Automation. With AI integration, the Marketing Automation software responds much faster and also ensures that emails are personalized to reach the right audiences across channels with seamless consistency.

Superior Targeting

AI helps you in defining customer personas so you can segment and target audiences accurately and effectively. These personas are highly actionable as they are built on real data. AI also helps in optimizing content by identifying high-performance keywords that your customers are most likely to respond to.

Ease of Use

It is extremely easy to integrate AI into a Marketing Automation software. All you need to do is set it up and forget about it. As a marketer dealing with competing priorities on a daily basis, what more could you ask for?

TA Digital is an innovative digital transformation agency, specializing in delivering digital experience, commerce, and marketing solutions. For nearly two decades, we have been helping traditional businesses transform and create dynamic digital cultures through disruptive strategies and agile deployment of innovative solutions.

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