

An Introduction to AI for Marketers

"AI will transform how marketers interact, engage and convert customers. It will become a core competitive differentiator"

AI Definition

Any system that makes a decision that appears to be intelligent from specific inputs.

History

Artificial Intelligence is a field of computer science that started in the 1950s with the aim that machines would one day be as intelligent as humans.

Why Now?

Advances in graphical processing, availability of large training data sets and cloud storage have accelerated innovation and development in the field.

Core Benefits

- Increase efficiency
- Find hidden insights from data
- Optimise processes
- Unlock human creativity

AI Frameworks

AI has four layers of application that increase in complexity and ability to compute abstract problems.



AI (TRADITIONAL)

In its most basic form, AI is any system that based on an input appears to make an intelligent decision.

MACHINE LEARNING

Machine Learning (ML) analyses training data sets using an algorithm to then make predictions about other data.

DEEP LEARNING

Deep Learning (DL) uses a neural network to analyse multiple data sets to solve more complex, abstract problems.

AI (ADVANCED)

Ultimate AI is an artificial system that is equal or beyond that of the human brain.

EXPLAINING THE AI FRAMEWORKS IN PRACTICE

A Traffic Light Example



LEVEL 1: AI

A traffic light turns from green to red because a pedestrian presses the button to cross the road.

LEVEL 2: MACHINE LEARNING

The single traffic light crossing measures how many cars pass through over a given time period. It then changes its signaling based on rush hour traffic.

LEVEL 3: DEEP LEARNING

All traffic light crossings in a city are analysed together. AI combined signalling can be implemented to control things like city wide traffic conditions, or air quality.

Core Applications of AI

The use of AI can solve a wide range of high value tasks helping to optimise, increase efficiency and performance.



Visual Recognition

Giving a computer the ability to 'see' images and understand the make-up, context and content of each image.

USBS: Visual search / Visual analysis

Data Analytics

Extracting useful insight from large, often seemingly unrelated data sets.

USBS: Website performance data
Postal data of stores



Language (NLP)

Giving a computer the ability to understand and extract context from text and voice.

USBS: Chat bots / Automated help desks / Feedback

Decision Making

Using insight to make recommendations or decisions at scale.

USBS: Content recommendation
Personalisation



How to Apply AI in Marketing

AI will become a commonplace tool over the coming years.

It is estimated that over 85% of businesses in the UK will be investing in AI by 2020. [source](#)

Your data pipeline is key

Think of your data like the ocean and AI the machinery for exploring the deep sea. AI gives marketers the ability to connect, manage and understand data in completely new ways.

CORE DATA SOURCES TO CONSIDER

- CRM data
- Sales data
- Social media data
- Marketing attribution data
- Customer service data
- Inventory data



AI IN MARKETING CHECKLIST

- ✓ You are clear on the problem you are solving and it has clear KPI's and metrics to measure success.
- ✓ Understand what level of AI you need to solve your specific problem.
- ✓ You understand the ROI model for using AI over human, in analysis 1000 images, time for a human vs AI.
- ✓ You have validated that your chosen AI vendor can deliver a clear solution to your problem and has references.
- ✓ You can clearly articulate the business impact and benefit to the wider organisation to value the investment in AI.

AI Marketing Tech Vendors

There are a growing number of AI vendors and consultants on the market who can help you introduce AI into your marketing strategy.

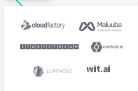
VISUAL RECOGNITION



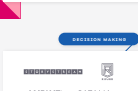
DATA ANALYTICS



LANGUAGE



DECISION MAKING



About StoryStream.ai

StoryStream is a next generation content marketing platform powered by Aurs, an AI brain built for brands.

We make it easy for marketers to connect the right content with the right audiences at scale, transforming engagement and conversion.

Some of the world's most innovative brands such as Porsche, Volvo, Cisco, and KLM use StoryStream to gain up to 20% increase in conversions, a 5x increase in customer engagement and an overall ROI of 5:1.

The revolutionary StoryStream Content Marketing Platform™ seamlessly combines content analysis, digital asset management, and multichannel publishing to transform how marketers work efficiently and significantly increase audience conversions with more relevant and meaningful content.