

AI in Marketing

Supercharging your marketing pipeline with SaaSberry BI's AI-driven solutions.



Tapping into AI potential

To acquire AI-driven solutions and integrate them into their business processes has become table stakes for both smaller start-ups and large-scale enterprises. A recent survey by the Economist Intelligence Unit states that **75% of execs plan to actively implement AI in their companies by 2019**. What competitive advantages are they going to get by introducing AI-based models?

Salesforce expects the highest YoY uptick in adopting the power of AI to enhance marketing strategies in 2019. AI-driven solutions can streamline the marketing space in multiple ways, namely by:



- incorporating task automation;
- gleaning valuable customer insights;
- improving marketing workflows;
- precising ad targeting of marketing personas;
- personalizing web and mobile business apps;
- optimizing predictive analytics tools.

Implementing AI-backed data architecture strategies

No matter what analytical tools you are going to employ within your marketing campaign, the following stages are essential to get a holistic picture of business performance, and to anticipate further deployment activities.

- Data acquisition
- Data organization (in terms of distributed database)
- Data analysis (including ML, NLP, Big Data processing and other techniques)
- Data delivery (automated exposure of relevant insights of analyzed data)

Challenge

Roadblocks and bottlenecks of AI adoption

With many marketers expecting AI exposure to leapfrog in recent years, there are some rough goings that may impede its future growth for some businesses.



Primary Roadblocks Marketing Leaders Face In Executing an AI Strategy

- 1 Budgetary constraints
- 2 Customer privacy concerns
- 3 Lack of the right internal skill set (e.g., too few data scientists)

Our solution

Leveraging leaders' success with AI

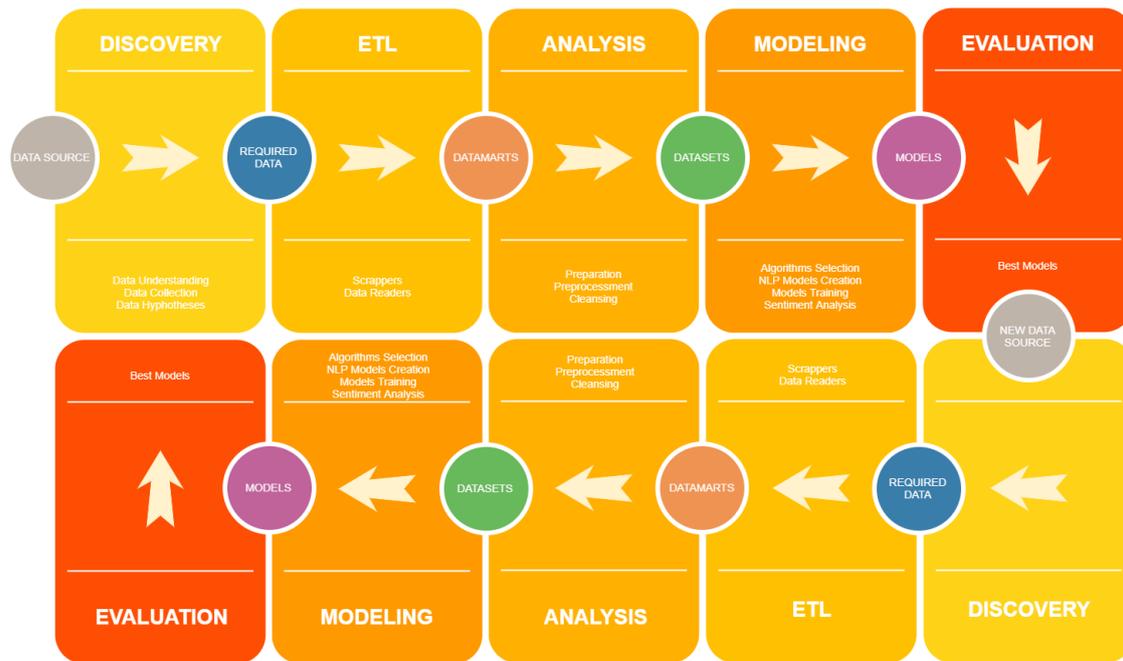
To succeed with incorporating AI solutions in marketing, we at SaaSberry BI firstly analyzed the tried-and-true expertise of top market incumbents like Netflix, Amazon and others. It helped us work out our own approach and reap from the following AI benefits:

- to access a rich unstructured customer data lake;
- to efficiently orchestrate disparate data;
- to utilize the insights gained for predictive analytics;
- to customize ongoing business flow regarding customer needs and expectations;
- to personalize targeting strategies.



Building robust AI-driven data models

In terms of software development optimization, SaaSberry has implemented a range of AI solutions to enhance the predictive potential for the performance industry. Advanced NLP and ML algorithms dovetailed with existing business capabilities have led to the fruitful results in terms of qualifying relevant data and estimating better performance outputs. The overall AI-fueled data processing flow designed by SaaSberry appears as follows:

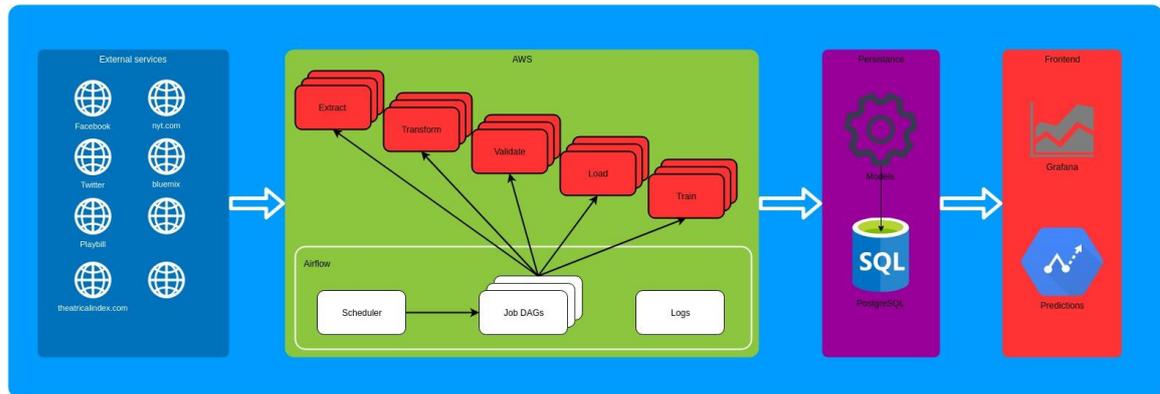


Value delivered

SaaSberry BI has created a formula of surefire success when it comes to implementing AI solutions in marketing. Our approach boils down to the following steps:

- **Acquiring meaningful data.** Together with collecting historical data on the topic SaaSberry goes much further. We train an analytical model with vast internal and external data pools gathered across popular social media platforms, news sites, weather forecasts and many others.
- **Organizing the retrieved data.** Big Data automation provides the insights on the commercial success during a certain period of time and other valuable data for further analysis. The data pipeline can be easily tailored to comply with new data sources and ETL processes.
- **Analyzing data via ML algorithms.** We leverage Machine Learning algorithms like an ensemble method of boosted trees to address multiple regression tasks and fine-tune the predictive models.
- **Delivering the improved results.** Deploying AI-powered methods, including regression trees and random forests, made it possible to forecast the rating for every coming entertainment event and estimate the ROI of upcoming projects. Given this,

SaaSberry helps its clients quickly plan their budgets on marketing campaigns and mitigate business risks. Our AI-based solutions can be further used as the input data for generating new predictive and prescriptive models.



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