

Artificial Intelligence in Marketing

¹Ms. Pallvi Rani & ²Srishti Bansal

¹Assistant Professor, MEHR CHAND MAHAJAN DAV College for Women, Chandigarh (India)

²Student, MEHR CHAND MAHAJAN DAV College for Women, Chandigarh (India)

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Corresponding Author

Email: pallvidhingra06[at]gmail.com

ABSTRACT

This study is concerned with how the artificial intelligence helps in marketing .A Brief introduction of applications of artificial intelligence in real life with real life examples , how artificial intelligence helps in different fields like marketing , banking, financing , healthcare and agriculture come under the purview of this study . The main focus is to identify how the marketers apply artificial intelligence in marketing to reduce the error, time and efforts. There are so many examples of artificial intelligence in real life that people are using but are not familiar with in this study they will come to know how they can get their queries solved on different websites no matter what the time is , how these machine learning techniques helps and what is the strength and weakness of artificial intelligence.

1. Introduction

Artificial intelligence is the ability of any computer or robots to demonstrate the tasks which are performed by human beings. It is the ability of machines to solve the problems as human intelligence does. Machines are seeping their way into this high tech present scenario. AI is used to develop number of fields like education, finance, transportation, agriculture, marketing etc. AI is the recent trend which large corporate houses and small business both can take the advantage by incorporating in its marketing strategy. In this century, if any company uses traditional marketing strategies, it is lagging behind because of number of benefits AI offers to the company.

2. Research Methodology

This is an exploratory study. Secondary data is used to achieve the objectives. The data is collected from various authentic official websites of companies.

2.1 Objectives Of Study

- 2.1.1 To study the application of artificial intelligence in marketing.
- 2.1.2 To study the application of artificial intelligence in real life
- 2.1.3 To get awareness how artificial intelligence help in different fields.

3. Applications of Artificial Intelligence

3.1 Virtual personal assistants – These are the intelligent assistants which solve our query and give useful information whenever someone asks using voice For Example siri in I phone, an iphone user can get any valuable information like hey siri, where is the nearest chemist shop. This intelligent assistant will reply to your query in real time.

3.2 Smart cars – Artificial intelligence has been used smartly in the cars . Smart cars have been come into reality. They are self driven cars in which person can read the newspapers , have the breakfast or can do anything .

Self driven cars perform in the same way as human beings do.

3.3 Purchase prediction- Large corporate houses and sellers smartly earn so many bucks by predicting the needs of consumers and anticipating their next move . There is someone who has an eye on the activities of buyers , what they are searching for and what people are talking about in social networking sites . With AI they collect the data and identify the persons who are searching for a product.

3.4 Fraud detection- With the extensive training sessions , computers are given large no of fraudulent and non fraudulent transactions and asked to give a signal in which category transaction falls . That's why computer generated e-mail or message is sent asking for a particular transaction.

3.5 Online customer support / bots- There are so many companies which provides 24*7 customer support services. They get the opportunity to chat with the bots and get the proper support from these representatives no matter what the time is.

3.6 Traffic prediction- Google maps uses artificial intelligence to predict the amount of traffic, analysing the fastest and the shortest route to and from the work, area of construction and accidents .

3.7 Plagiarism checkers- This is the site with which many schools and college students familiar. Plagiarism checkers detect the copied text from various websites and this all can be done through machine learning.

3.8 Recommendations- AI is also used in online shopping. Whenever you are interested in any product , you get recommendations “ customer also viewed this product “ or customer also bought this product or emails personally .

3.9 Uber ride sharing- Ride sharing companies like Uber and Ola are becoming popular because of services provided by them . These ride sharing apps uses the machine learning to predict the demand for taxi and dispatch the taxi before the need arises. These predictions will help the company to reduce the idle time.

4. Artificial Intelligence In Marketing

Artificial intelligence, machine learning is not new things to marketers. These are the important tools to add in marketing kit as it removes human errors . Artificial intelligence is an alternative to human intelligence .

4.1 Benefits

- Reduce the human errors because each and every task whether simple or complex.
- AI saves the time as machine can perform the task faster than human beings.
- Helps in collecting the data based on search made on different sites .
- Gives suggestions for whom to publish the content and when to give the ads so as to have maximum brand visibility.
- Personal recommendations will be sent to customers who help in lead scoring.
- Better understanding of consumer behaviour based on the searches , purchase history, location, purchase demographics and searches made by them.
- Cost saving as there will be customer interaction without human beings .

4.2 How AI used in marketing

4.2.1.Chatbots- These are the artificial personal assistants who are designed to converse with the customers any time and provide the valuable information as and when required.

There are two type of chatbots

- Virtual personal assistant i.e siri in iphone, alexa in Amazon , Microsoft's Cortina.
- Chatbots of a website or of social networking sites made to interact with customers and solve the queries.

These chatbots are available 24*7 and patient . Chatbots can converse with number of customers at the same time .

Example

Starbucks uses chatbots which tells the time in which order will be ready and total cost of the order. MasterCard's face book chatbots helps the customer to check account transactions like how much amount spend in June in restaurants.

4.2.2. Content curation

Content curation is figuring out the activities on different social networking sites . On the basis of the data , they recommend you the products which are relevant according to your searches. Content curation helps the companies to make people engage on their websites and spend more time by recommending the relevant products and content. These AI are the silent salesman who gives you recommendations on the basis of previous search.

Example

Amazon gives personal recommendation to the people like people who buy this also buy this item .

Netflix is a media service provider which time to time recommends movies and tv shows based on your interest

4.2.3.E-mail marketing

E-mail marketing means promoting the product and persuading the customers to buy by sending mails to customers . Machine learning evaluate huge amount of data related to consumer to determine the taste and preference of consumer , best time to interact with them, content that allure them to purchase and the rate of opening the mails and which e-mail subjects has more opening rate . This is also the personalised marketing as there is direct interaction with customer.

Example

Consulting companies like monster.com keep on sending different job alerts based on which job profile you are searching for.

4.2.4. Personalised pricing

The chatbots on the websites keep an eye on your searches and activities on internet and know when you actually want to buy a product . Personalised pricing is a strategy which helps in determining the price based upon your demand , need taste and preference , urgency. AI collects the data and provides various discounts and offers . It is also known as dynamic pricing .

Example

Uber has dynamic pricing model which analyse the consumer willingness to pay and based on supply, demand , location uber AI adjust the prices.

4.2.5 Speech recognition

Chatbots now also have speech recognition ability. Chatbots identify your voice and provides the useful information related to query. These chatbots identify your voice and provides the useful information related to query . These chatbots understand whatever you say and with this speech recognition facility , they will better understand and more relevant and reliable content is provided . Installing his feature in your app or website is a great benefit to consumer because illiterate people can also spend time on your website by speaking .

Example

Google maps have the facility of speech recognition which identify your voice and understands what you want to say. Based on your voice, chatbots of Google maps provide you the shortest route for the location you entered .

Google machine learning algorithm Rank brain also has this facility.

4.2.6. Predictive analysis

Predictive analysis is anticipating the possibility of future activities based on the data collected through artificial intelligence. Predictive analysis techniques are applicable in numerous fields and marketing is one of them. These analyses help the marketer to know the rate of conversion of lead generation into sales , consumer willingness to pay price.

Predictive analysis will help the marketer to know the correct result only when the data is relevant on the basis of which predictive analysis is done .

This analysis will help the sellers to save time on lead that will never convert into purchase and giving more offers and discounts to those who will convert lead into sales .

Example

Uber or ride sharing app collects the data through artificial intelligence and provide different discount and offers to different customers . It happens some people receive offers and some don't .This is just because of lead scores i.e. qualified buyers .

4.2.7. Ad – targeting

It is impossible to run the business without marketing and marketing makes every business successful. Since there is too much competition because of existence of so many brands in everything so it is difficult to stimulate the consumer to purchase from your website only. Identification of potential buyers and stimulate them to purchase is such a difficult task . This work can be easily done by artificial intelligence through predictive analysis , they target the potential buyers and post relevant content and ads and time to time recommend them to buy which can save a lot of time and efforts of sales executive

Example

Search engine ads ,whenever you search anything any advertisement related to it will automatically pop up on screen .

5. Artificial Intelligence In Different Fields

5.1 Banking

HDFC bank – It has its own chatbots **eva** which gather knowledge from number of sources and solve the customers query. With the help of **eva** , customers get information of bank's products and services in real time.

BANK OF AMERICA –It has **Erica** , its virtual assistant and they can search for past transactions, transfer money, bill amount paid, mobile banking, credit and debit card information and intimation of new products and services.

5.2 Healthcare

SENSE.LY – Virtual nurse , **molly** converse with patients related to complex problems which require medical help . Patient chat with virtual nurse reporting the symptoms they are facing and virtual nurse will alert the doctor and then doctor can follow up through a call or a visit.

BABYLON HEALTH –Babylon AI system is designed by engineers, researchers, scientists and doctors . Patients ask

Babylon for the query by telling your symptoms and helps you understand how to get rid of it .

5.3 Financing

WEALTHFRONT – It is a financial advising company that tracks the account searches using AI capabilities and evaluate how investors invest, what proportion of money they are investing in which security, on what factors they take financial decision so that they can give personalised advice to customers.

BETTERMENT –It is a robo advisor headquartered in New York. It provides advice related to financing and managing a portfolio. Before joining, users have to answer about the income, current investment, risk they want to take, type of investment , current financial assets. This information will be used by robo advisor to give the different portfolio advice . It also helps employees to secure their future by investing after retirement .

5.4 Agriculture

Microsoft in collaboration with ICRISAT designed an application relate to artificial intelligence sowing application which sends sowing solution and advisors to farmers , the optimal date to sow . There is no need of android phone ,only phone which can receive text messages is required .

6. Disadvantages of AI

Customers don't always want to interact with chatbots . Dialling a toll free number and then pressing 12 3 is so frustrating Since every work is done my machine there will be reduction in jobs .

7. Conclusion

Artificial intelligence can do anything which human beings can do even in a better way. Most of the foreign companies have been already using artificial intelligence in their marketing strategies and to provide customer support services . Even few Indian high tech companies are using artificial intelligence to take the advantage. Companies which are not using AI are lagging behind in the race of technology. Everything has its own strength and weakness . Artificial intelligence provides a number of benefits and the only weakness is reduction in job opportunities . It is the extension of human brain and it will change the future.

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