

Artificial Intelligence

(in Marketing)

Top 5 Uses for Generative AI According to Marketers Worldwide

% of respondents, May 2023



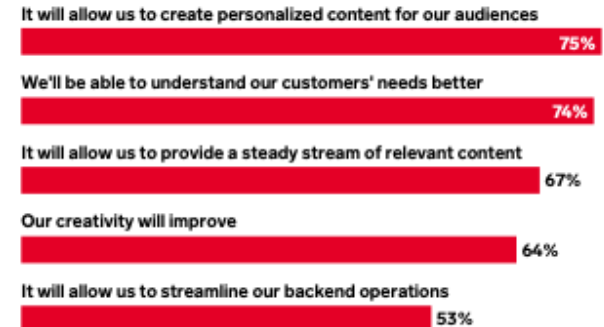
Note: among respondents in Australia, the UK, and the US who are using generative AI
Source: Salesforce survey conducted by YouGov as cited in company blog, June 5, 2023

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Reasons Generative AI Will Get Their Company Closer to Its Desired Customer Experience According to US Brand Marketers

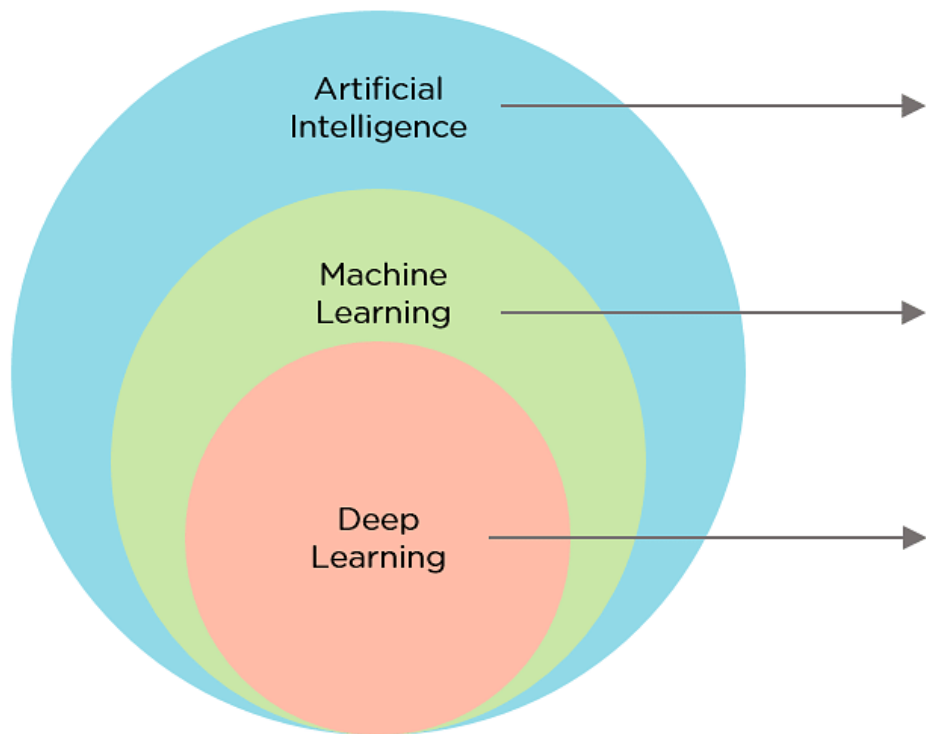
% of respondents, March 2023



Note: n=390; base excludes those responding "not sure"
Source: Sitecore, "AI & Composable Marketing Software Survey," May 9, 2023

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Ability of a machine to imitate intelligent human behavior

Application of AI that allows a system to automatically learn and improve from experience

Application of Machine Learning that uses complex algorithms and deep neural nets to train a model



Machine Learning

Machine learning is a field of study where computers **learn** from **data** without being explicitly programmed.

It's about creating algorithms that can make **predictions** or **take actions** based on patterns and relationships in the data they are trained on.



AI Sales Bots

- Menu Options aimed at maximizing spending and deterring cancellations.
- Companies use data mining, algorithms, and sophisticated artificial intelligence to suck customers in and keep them sweet.
- Businesses will soon be able – if they cannot already – to predict not just what to offer but also what time of day a purchase is most likely.
- Real-time emotion-sensing technology could be used to press offers at vulnerable moments.
- A sophisticated generative AI could search for and prefill purchase information in ways that benefit sellers.



How ChatBots Learn

“We’re biological systems and these are digital systems. And the big difference is that with digital systems, you have many copies of the same set of weights, the same model of the world.”

“And all these copies can learn separately but share their knowledge instantly. So it’s as if you had 10,000 people and whenever one person learnt something, everybody automatically knew it. And that’s how these chatbots can know so much more than any one person.”

(Geoffrey Hinton)



Productivity and AI

The researchers find that customer support agents utilizing the AI tool increased the number of customer issues resolved per hour by **13.8** percent.

They attribute the increase to three factors: agents, who could participate in multiple chats at once,

1. spent about 9 percent less time per chat,
2. handled about 14 percent more chats per hour, and
3. successfully resolved about 1.3 percent more chats overall

Customers were more likely to express positive sentiments, and less likely to request help from a supervisor, when interacting with agents using AI assistance than when interacting with those who were not.

