Project Dissertation on

AI FOR DATA DRIVEN DIGITAL MARKETING

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CERTIFICATE

This is to certify that the dissertation report titled **"AI for Data Driven Digital Marketing"** is a bonafide work carried out by **Mr. Kunal Bhardwaj** of **EMBA 2019-21** and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Executive Masters of Business Administration.

Signature of Guide   **Signature of Head (DSM)**

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Place:

Date:

DECLARATION

I, **Kunal Bhardwaj**, student of **EMBA 2019-21** of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the dissertation report **"AI for Data Driven Digital Marketing"** submitted in partial fulfillment of Degree of Executive Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University, for award of any other Degree, Diploma or Fellowship.

Place: **Kunal Bhardwaj**

Date:

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ABSTRACT

Digital Marketing is now a main stream marketing channel and all the companies around the world are spending a considerable amount of their funds in Digital marketing to promote their services and products as compare to the conventional type of marketing methods which used to dominate the marketing world. As the technology is evolving, the habit of consumer is also changing at a fast rate. We have come a long way down the road where we used to follow the traditional way to promote our product and services to potential customers. With the rise of internet and its adaptation all across the globe, the dynamics of marketing have changed completely. With the power of Digital marketing, we can now reach to the right potential customer with minimum efforts and in fastest way.

AI driven digital marketing have recently picked up in the digital marketing world with various different techniques to not only market the product and services but also for customer service, after sales service etc without any human intervention.

In this project we will be e trying to analyze the impact of data driven digital marketing techniques and how they have been evolving in recent times and what are the impacts of different political and other laws which is molding or enhancing this particular technique indifferent parts of the world. We will be also looking at different methodologies of AI driven technique and primarily focusing on how AI generated content is changing the way digital marketing is being done while using the power of personalization.

Contents

1. INTRODUCTION

Marketing have been around ever since the human have developed any product and services which they wanted to share with other in some form to generate some sort of revenue from it. Marketing has been around since ages but in a form where it was primarily not used too much extent to promote any product or services. Although humans have been developing products and services since the time they have understood the concept of sharing but marketing was not pre dominantly used although it was used subconsciously.

Prior to the industrial revolution people had a habit of reducing what they tend to consume at their home. It was a sort of a pure subsistence economy where people only after producing anything access which cannot be consumed at their household will tend to bring it in a Marketplace and facilitate of selling it in exchange of Other goods or services. But after the industrial revolution the production of goods was not only for household consumption but became a method of creating revenue by producing it on mass scale and exchange it in Marketplace for money. This this growth in in production lead to foundation of marketing in modern world.

After World War II a lot of industries had been setup which were able to to produce goods at a mass scale and needed a specific marketing in their businesses to promote the goods and services they were producing and distributing it to the general public in exchange of revenue. Of this continued for a considerable amount of time but with introduction of world wide web during the early 1990s lead to a whole new form of marketing which the world had seen before.

As companies moved to this new digital era, they did not have the capability for understanding to what potential it holds and how it will be utilized. As internet became more mature and organizations were able to see its potential the Digital Marketing concept was introduced and people moved away from traditional marketing at a very rapid pace.

1.1 Digital Marketing

Digital marketing is that part of marketing that uses web online based technologies (digital form) & internet such as Personal Computer), mobile phones & various other digitally equipped media & platforms to promote services & products in Internet world. Digital marketing development in the period of 90s & 2000s, completely modified the way companies and brands use digital technology and its relative substitutes for marketing. As brands started using digital platforms in their marketing plans and day-to-day operations, and as general public started using online world instead of visiting physical stores, having digital presence and running marketing campaigns in online world became more and more sensible for all these brands and companies. They started using a combination of SEO (Search Engine Optimization) and SEM (search engine marketing), influencing marketing, campaign marketing, content marketing, e-Commerce marketing, social media marketing, ebooks, digital display advertisement, email direct marketing, data driven marketing and use of online world became a normal Habit for different brand and companies to promote themselves. Digital marketing even extended itself into channels which are not connected to internet but do provide digital media such as mobile phones (SMS & MMS), call back, on hold ringtones, television, DTH services. This extension of different non-internet-based channels is what act as a differentiator between digital marketing from online marketing.

1.2 Nonlinear marketing methods

Basically, the nonlinear marketing is a type of marketing which works in interactive way where different companies collect & act on data collected about a user's online activities on internet and built are long term approach based on that data. They tend to use this data as a medium to visible user Persona online and build their marketing campaigns around it.

Unlike the traditional techniques which are used in marketing field where primarily a one-way direct messaging to consumer using various platforms like print media, television or radio advertising are used, the nonlinear strategy of

digital marketing works around the concept of reaching its prospective customers using a wide variety of online channels.

Combine it with highly knowledgeable potential customer & their demand of more personalized and sophisticated products built for their own need had forced many brands and companies to do re work on their strategies and pushed them towards incorporating omni channels, marketing techniques with nonlinear focus to maintain a good amount of exposure to their brand, reach to their customers and engagement it with their product.

The concept of building a nonlinear strategy for marketing primary works around on the concept of advertising on different platforms in adaptive manner along with personalizing the advertisement based on individual users or potential customers rather than in normal concept of showcasing the advertisement to a very large coherent userbase.

1.3 Digital Marketing tools

- Search engine optimization (SEO)
- Social media marketing
- Video marketing
- Email marketing
- Blogging
- Website marketing
- Paid search/contextual advertising

There are plenty of studies out there in market which are able to show so that a potential customer response to the traditional way of marketing is changing quite heavily and at a great speed. A potential customer is becoming way less predictable for businesses who are still relying heavily on traditional marketing approach. According to a study done in 2018, in US more than 90% of of potential customers researched the brand and its products online before even

setting foot into any physical Store. The Global web index had published a report according to which it was estimated that it more than 50% of potential customers researched well their products primarily on social media before making any purchase decisions. Companies' todays usually rely on influencers who helped in portraying their products with a a positive outlook on social media and try creating their marketing strategies around the influencers who have good social media presence and following in order to generate positive comments for their products on social media. This concept is used by companies to advertise their services or products with very minimum cost to the company. This also helps companies in portraying their products and services with positive outlook on internet world so that when another potential customer search about a product they find authenticated real customer feedback.

2. History of Digital Marketing

The internet and development of Web version 1.0 platform help digital age to take off during 1990s. As the earliest web platforms of version 1.0 primary allowed a user to look up for information over the internet web space but did not provided any way to share this information on the web. Due to this most of the marketers worldwide were not very confident about what the digital platform can do what can be achieved using the digital platform in terms of marketing. As the adaptation of internet was still in nascent stage during 1990s, most of the marketers were not sure if any marketing strategy applied or deployed on internet or web 1.0 will actually yield any results.

In the year 1993, first clickable banner was made available on internet based on which HotWired was the first customer to purchase few online banners for their ads on internet. This step by HotWired is usually seen as the beginning of digital marketing era. Because of this stepping stone the next year of 1994 saw a lot of new technologies and bring into the internet world and creating digital

Marketplace. The very same year world famous search engine of Yahoo was launched.

"Jerry's Guide to the World Wide Web" as it was known after its founder Jerry Yang, they were able to generate about a 1 million web hits within the 1st year of launch. This acted as a catalyst in the digital marketing space and made different companies and brands realize the power of Internet world. It gave them a push to work on their websites and optimize them for a better User experience to bring them in higher ranking of search engines. 1996 saw the launch of a couple of more search engines and tools like Alexa, LookSmart & HotBot

In the year off 1998, internet or birth of search engines which ended up shaping the internet as we know it today. Google had born, MSN search engine was launched by Microsoft and Yahoo web search was bought to the market by Yahoo company. In 2000, the internet Bubble Burst happened which ended up either wiping out most of the small search engines and it opened the space exclusively for big brands and Giants who work in the search engine business. In the year of 2006 the Internet world so its first search with search engines reporting cumulative searches of 6.4 Billion web searches in a month for the first in the history of internet. Not wanting to left behind in the growing space of of search engines, Microsoft came out with Live Search as an answer to Google and Yahoo web search.

With introduction of Web 2.0, internet users became more active participants by consuming, modifying, updating and sharing the information on internet rather than just consuming it like how they did with Web 1.0. This bought a paradigm shift in the way how users interacted with Web 2.0 as it gave capability to its users to interact with each other, brands, companies & businesses. "Super information highway" was the labels which were termed when referring to the internet. Due to this, information flow volumes – including different mediums that were utilized by marketers dealing with digital platforms - increased multifold, &

reaching 2004, the marketing & advertising over internet in the United States alone was able to brought in approximately $2900 million.

"Social network" was the next avenue which came into existence. The first social networking site was MySpace which came to exitance which was followed by Facebook. Marketing department from companies across the world were able to realize that this different type of websites which were coming up had opened new doors of opportunities using which they can market their brands & products. This led to opening of totally new possibilities for business & gave signal to the commencement of a new chapter to businesses. After having this totally new type of resource at their disposal, companies and brands needed a fresh and new approaches to promote themselves & capitalize on the new avenue which has opened up in front of them in the form of platforms of social networking.

The cookie turned into one more very essential milestone inside the advertising & marketing industry via digital means. Marketers had begun to search for different methods to build on at the fledgling era. One of these type of method become to track not unusual browsing conduct and utilization styles of frequent users of the internet a good way to tailor promotions & marketing collateral to their tastes. The primary cookie turned into designed to report person-habits. Using the cookie has modified through the years, and cookies these days are coded to provide marketers a selection of methods to collect person data.

Thanks to growth in the digital world, the digital products are now available to customers round the clock and on the move. Any digital consumer have the liberality to consume the digital content be that a product or services anytime and anywhere in the world as long as they are connected to the internet. The data collected by the Marketingtechblog during 2014, on analyzing able to let us know that posting on social media was the top most activity users did in the online space in the United States. On average an American spends about 40 minutes out of their 24 hours in a day on various social media platforms. Digital marketers are well aware about the power of these social media platforms and almost every digital marketer out there in world use Facebook to market its product or services, Twitter is used by 97%, Pinterest by 69% and Instagram by 59%. B2C marketers were able to acquire 70% of their customers through Facebook. On Twitter, the 67% users are far more likely to buy from brands that they follow on Twitter. More than 80% of luxury brands have their presence on Pinterest. LinkedIn, Twitter, and Facebook are the top three social networking sites used by world

History and Evolution of DIGITAL MARKETING

1990 — Term 'Digital Marketing' first used. Launch of 'Archie' - first search engine

1993 — First clickable web-ad banner

1994 — Launch of smaller search engines like HotBot, LookSmart, and Alexa. Launch of Yahoo! First e-commerce transaction over Netmarket

1996

1997 — Launch of first social media site, SixDegrees.com

1998 — Birth of Google. Microsoft launches MSN. Yahoo! launches Yahoo! web search

2000 — Internet bubble bursts. SixDegrees.com shutdown. Smaller search engines wiped out

2001 — First mobile marketing campaign (Universal Music)

2002 — Launch of LinkedIn

2003 — WordPress released. Launch of MySpace

2004 — Gmail launches. Google goes public. Facebook goes live

2005 — Launch of YouTube

2006 — Microsoft launches MS Live Search. Twitter launches. Amazon's e-commerce sales cross $10 billion. Split testing in marketing

2007 — Launch of Tumblr. Web-streaming service Hulu founded. iPhone launches

2008 — China overtakes US in number of internet-users. Spotify launches. Groupon goes live

2009 — Google launches Instant for real-time search engine results. Google's Affiliate Network shutdown

2010 — Google Buzz launches. WhatsApp launches

2011 — Google Buzz shutdown. Launch of Google+ and Google Panda. Web-use overtakes figures for TV viewership among youth. Social Media budgets up 64%. Google Knowledge Graph launched

2012

2013 — Mobile exceeds PC internet usage. Facebook Messenger app, tailored ads on LinkedIn, iWatch, and Facebook's Look Back launched. Facebook acquires WhatsApp. Yahoo! acquires Tumblr

2014

2015 — Snapchat launches 'Discover' feature. The rise of predictive analytics, wearable tech, and Content Marketing. Facebook launches 'Instant Articles'

marketers across the globe giving them access to boundaryless potential customers.

The digital market is constantly changing and with this the Digital Marketers should also find their way around so that they can keep themselves up to the speed of this change. They have to keep tabs on emerging trends & keep themselves updated regarding the new and smarter Search Engine Algorithms which are being developed and deployed by all these Search Engines. You can also call it a rat race and lagging behind and not keeping yourself updated will lead to lose of potential customer for any digital marketer and their customers.

3. TRADITIONAL VS DIGITAL MARKETING
1.1.Traditional Marketing

Marketing using traditional methods means that a brand or company is marketing its products or services using those platforms, techniques and channels that involve primarily broadcasting "one – way" as communication tool, rather than two-way flow where a customer can interact with the brand regarding its product or services. It integrates easily recognizable yet expensive forms of advertising.

The main target of Traditional Marketing is to reach a wide range of audience and primarily competing by numbers. This means that the higher leads you wants to attract to your brand, product or services, larger the number of people you needs to exposes yours ads to.

Digital Marketing

Digital Marketing is the fundamental term that includes all the different type of online marketing efforts. In this, companies and brands use all the different possible channels on digital platform to reach the new potential and existing customers. The channels may include but not limited to email, different types of social media platforms, various search engines like Google, Yahoo, Bing etc, brands own websites, links, so on and so forth. Also, "**Internet**" is the fundamental technology on which digital marketing runs on.

In simple terms, **any type of marketing which is done using Internet, will fall under the periphery of digital marketing**.

Here is a more detailed layout 10 major differences between both these:

#2. Marketing Approach

Traditional Marketing

Traditional marketing is more of personal approach as it is very easy for the marketers to have a person-to-person relationship in informing the public or promoting their brand's name.

Digital Marketing

The physical presence of the marketers is not at all required in digital marketing, yeas physical presence will be a bonus but is not required and digital marketing allows the marketer to reach finite number of consumers easily.

#3. Documentation

Traditional Marketing

Traditional methods of marketing provide the hard copy of product(s)/service(s) description which can be read again and again.

Digital Marketing

Digital platforms provide the description in softcopy over the website, or through videos, you tube etc. which can be accessed anytime anywhere as per the consumer's requirement and it provides paper free documentation.

#4. Consumer Interaction

Traditional Marketing
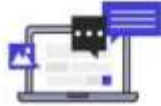
Very less interaction is involved in traditional marketing as the promotion mediums are not flexible enough to incorporate the customer's interaction.

Digital Marketing

Digital marketing on the other hand offers number of digital platforms to the consumers/customers/buyers like social networking sites, e-commerce websites, different apps for collecting their feedbacks where they can put their views about the product(s)/service(s).

#5. Marketing Cost

Traditional Marketing

Traditional marketing is expensive as it involves printing, radio/tv advertisements which costs more to the company.

Digital Marketing

Digital marketing is less costly than the traditional method of marketing as everything is online and the use of social websites does not cost even a penny. Based on the marketing requirement the business can opt for paid ads if they want to.

#6. Marketing Analysis

Traditional Marketing

With traditional marketing methods, the company must wait for weeks or months to get the result.

Digital Marketing

Online marketing or the digital marketing gives quick results and thus it is easy to get the real time marketing results.

#7. Real time Result

Traditional Marketing

With traditional marketing methods, the company must wait for weeks or months to get the result.

Digital Marketing

Online marketing or the digital marketing gives quick results and thus it is easy to get the real time marketing results.

#8. Interruptions

Traditional Marketing

Consumers cannot choose to skip the advertisements or other things which are causing interruptions.

Digital Marketing

Digital marketing/online marketing methods lets the consumers/customers/buyers skip the interruptive part and continue to engage with the product(s)/service(s).

#9. Strategy Refinement

Traditional Marketing

As traditional marketing methods does not provide real time results, drafting the marketing strategy takes time as it is dependent on the marketing results.

Digital Marketing

Digital marketing provides real time results; thus, strategy refinement becomes very easy and the marketing team can opt to change or update their market strategy as per the market results.

#10. Communication

Traditional Marketing

Traditional marketing involves one-way communication as the marketing mediums are quite rigid.

Digital Marketing

Online marketing on the other hand promotes two-way communication and thus helps to satisfy the customer and make the customer feel that they are being listened and served.

What is Artificial Intelligence?

According to Wikipedia, "the term 'artificial intelligence' is used to describe computers and machines that mimic 'cognitive' functions that are usually associate with from one human to other human minds by using the concept of problem-solving and learning".

Artificial Intelligence is that area of computer science which tries to understand the concept of intelligence and come out with a new and more intelligent machine that can understand something, process, thinks, responds and performs some sort of tasks which are based on the data which is fed into it. It is essentially trying to mimic what humans do. Other than few activities, most of the task performed by Artificial Intelligence are highly specialized and technical in nature, such as speech recognition, robotics, natural language processing, image recognition, problem-solving, etc.

It is also defined that "Due to the detailed algorithms which are used for building the Artificial Intelligence systems, it is now becoming more and more sophisticated, capable & mature, along with the AI becoming more and more efficient at a much faster rate than ever before. The application field of AI has been expanding, helping to make big strides in research and development areas around the world."

It is conceivable that in the future, technological products contributed by artificial intelligence will become "containers" of human intelligence. Artificial intelligence is not human wisdom, but it can think like humans and can surpass human wisdom.

4. PROBLEM STATEMENT

How Artificial Intelligence is transforming the future of digital marketing?

As Artificial Intelligence continues to advance, so will the ability to use it to improve digital marketing strategies and provide valuable customer insights for companies

With the ability to collect data, analyze it, apply it and then learn from it, AI is transforming digital strategies. As it continues to advance, so will the ability to use it to improve digital marketing strategies and provide valuable customer insights for companies.

It is indicated that artificial intelligence is indispensable in future digital products, especially in the digital marketing field. From the movie "The Matrix" to the Google AI, from the humorous and smart Siri to Tesla's self-driving car, there are

more and more enterprises that are implementing AI in digital marketing for their businesses. Artificial intelligence is changing the future of digital marketing.

"I believe deeply — to my bones — that the most important development in the history of marketing is machine learning…it will fundamentally change our relationship with consumers." *-Kristin Lemkau, JPMorgan Chase CMO*

In all the perspectives and investments required to compete with internal marketing, we find the best opportunities that are important to multiple companies. This includes developing strategies for using resources to reach, communicate, and convert potential customers, and how to develop customer relationships through a workplace marketing approach.

The relationship between Artificial Intelligence & digital marketing

Earlier, many of the marketers were skeptic and were not interested in using artificial intelligence in their marketing strategies. But now, most of the successful brands have realized the importance of AI and the change it can bring to their marketing strategies and are increasingly adopting the AI & using it within their marketing efforts. This starts from all the way up on the top with brands like Amazon and Spotify using artificial intelligence systems to small companies which doesn't have deep pocket and rely on other companies to provide them SaaS based services for their marketing strategies.

For example, Amazon uses artificial intelligence power to display relevant products to user which are primarily based on the data collected from the user such as on previous searches, views and purchases. This increases the chances of that user to makes a purchase or becomes a repetitive potential customer. The personalized part ensures that the customer only sees what they want to see and their experience is well refined as per their expectations on the platform.

In digital marketing, use of artificial intelligence is a reality now which helps in offering a wide range of options to the users. Here are few more examples to make you understand how exactly we can use AI in digital marketing.

5. How Artificial Intelligence is transforming digital marketing?

The Basic Definition of this is that "With the ability to collect data, analyze it, apply it and then react to it, AI is revolutionizing digital marketing. As the amount of information on potential consumers grows, AI will become more important due to its ability to make data-based decisions quickly and accurately." Here is some ways AI is changing digital marketing:

1.Analyze & Recognize

"Customer Relationship Management" (CRM) refers to a business strategy that creates a customer-centric approach to business when collecting customer information, filtering relevant information, and combining CRM technology with artificial intelligence and big data technology.

You can improve your operating system with more information. Identify the needs and needs of your target audience so you can determine the marketing strategy that works best for your business. The important point is that all behavioral information is the source of AI analysis.

For example, the types of products people buy, the pages they scan, and the tools they use most often. Once all this information is collected, marketers can easily analyze the needs of their potential customers. Analyze and adjust artificial intelligence used to drive sales. They can better visualize the customer journey, provide the right solutions, simplify the shopping experience, and provide customers with recommendations that better reflect their customers and their habits.

2. When AI combines with AR/VR

With introduction to the new visual technologies of AR and VR, AI technology is able to brings a whole new customer experience.

For example, Coca-Cola decided to combine the AI and augmented reality (AR) by superimposing the graphics of the computer through the real-world view of the user with glasses or a headset within several of its bottling plants. This allows technicians to receive information about computers that are being reviewed and allow them to support technicians who can see their opinion, which makes it easy for technicians in remote locations to make repairs and diagnosing problems.

This way of interaction can enable consumers with different ways to interacting and learning about the brand, which in turn helps them forging a positive experience and forming a connection with the brand. This type of experiment in which we had combined the artificial intelligence with visual technologies of AR/VR to improve customer experience helps in building a stronger brand identity which can in turn help in developing a greater sense of loyalty from the brand consumer.

6. HOW PERSONALIZATION IS USED IN DIGITAL MARKETING AND ITS DIFFERENT TYPES

1. Application of AI chatbots

The development of AI semantic recognition, language processing and voice conversion technology has meant that AI customer service is easier to use and delivers a better experience. Compared with manual customer service, AI chatbots have many advantages.

First of all, AI chatbots enable businesses to go beyond the traditional "one-to-one" form of customer service. Instead, chatbots can deliver a "one-to-many", providing support to a number of customers at the same time and in different time zones.

Secondly, AI chatbots don't need to rest, so they can answer customer queries around the clock and in real time. Not only does this mean they are highly efficient, but they can also provide support outside of office hours, improving customer experience.

In addition to these benefits, customers can choose the language used by AI customer service according to their needs, allowing a brand to deliver localized customer service.

CHASE ⬥

Kristin Lemkau
CEO of U.S. Wealth
Management Group

" Machine learning is the path to more humanity in marketing.

Many brands have started to communicate with their customers through messenger applications like WhatsApp, Facebook Messenger, and Slack, all of which can benefit from AI chatbots in order to streamline the process.

2. Email marketing

Personalize the email marketing campaigns based on user behavior is being done by brands with the help of AI, which means that marketers can send personalized emails which are triggered by certain actions of the customer. In this way, they can send relevant emails and subject lines, product recommendations, and messages selected based on customer behavior to the customers inbox.

AI also helps marketers optimize their email campaigns using better personalized content which allows them to improve the response rate leading to maximizing the results any email generate for them. Now a days, Marketers are using different tools like Phrase to dynamically analyze and optimize the campaigns they are launching and modifying them quickly, rather than having to depend on the concept of A/B testing run though different messages and modifying the designs, which can take a great amount of time to make them up and running.

Ultimately, AI can help email marketers reach the right customers at the right time, and ensure that messages are relevant, compelling, and more likely to convert. It also allows you to better analyze post types, subject lines, designs, and which images get the best results.

3. AI digital advertising

There is no doubt that digital advertising is one of the most successful areas to embrace artificial intelligence. It is used on platforms such as Google, Instagram and Facebook to provide the best experience. These platforms analyze user information, including age, gender, demographic information, interests, and other aspects to show them the most relevant advertisements, thereby improving the effectiveness of digital advertising.

According to eMarketer, "The digital ad spend worldwide was estimated to be $273.29 billion in 2018 and this is expected to increase further. With AI technology, marketers can spot microtrends and even predict trends. They can then make strategic decisions about where they allocate their budgets and who they target. As a result, brands can reduce digital advertising waste and ensure that their spend delivers the best possible results."

4. Marketing content

With targeted user behavior, AI can help you discover which content is most effective, allowing you to use content marketing that will deliver results. Marketers can better understand which type of content works best for their target audience by allowing them to share or create the right form of content.

For example, more than 40% of millennials trust video content more as compare to any other form of content which means after blogs it becomes the second most effective form of marketing using content. This in turn means that a brand targeting this audience will be better able to create relevant content using insights gathered from AI.
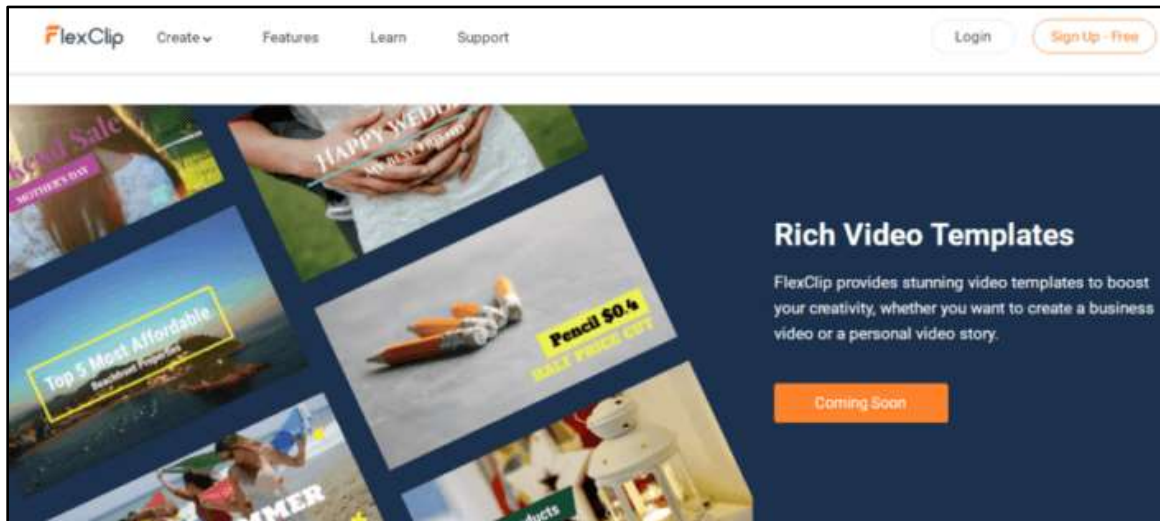
Instead of creating expensive videos and other types of content, you can use artificial intelligence tools to create them. Tools like FlexClip Movie Maker, for example, allow you to create and download high-quality movies without any designer or technical knowledge. That said, its quick and easy if your viewer data shows that you should use your video.

You can use artificial intelligence to organize and create content. For example, the proposed YouTube system offers interesting video recommendations based on the user's past behavior. Similar tools can be used to suggest products, blogs, videos, or other types of content that might be of interest to your website visitors about how they interact with your website.is can be used to curate content, as well as create it.

7. How Content Creation Using AI have taken the center stage:

Creating hands -on experience is tedious because it not only takes time but also requires a lot of work from the sales team, technical departments, and thought leaders. In addition, sales of information are growing and brands are moving away from customers who are built into the persona for audience awareness campaigns.

Demand for hyper-personalized information is also increasing, making the data processing process a real challenge for consumers.

With the increasing demand for information and limited time available, it is difficult to put the knowledge at hand to the customers.

The above principles demonstrate the potential of practical knowledge in data mining. Knowledge is used extensively in activities that take a lot of time for people, to improve them and, above all, to make money with knowledge.

8. RESEARCH METHODOLOGY

Research Methodology is a way to find out the results of a given problem on a specific matter that is also referred a research problem. In methodology researchers uses different criteria for solving research problem. Different sources use different types of methods for solving the problem.

I have used various examples to show how AI using Data driven to generate content is changing the Digital Marketing trends and getting better response, conversion, feedback, analysis for the places it is being employed.

Described examples will be able to explain how the AI data driven approach is impacting the Digital Marketing trends and how this will be future of Digital marketing. Elaboration of various techniques is specified, which provides digital marketing insights of market to the target customers and provide them with best product and services that are available online with the help of AI generated content.

The main aspect of digital marketing is to reach the right potential customer with right content of ads and at right time to provide them with option of the right service to convert them into a potential customer to a paid customer. When we say paid customer, they not essentially have to pay by some sort of transaction by paying some amount to brand but also can be that they consumed a service or content which helped the channel to monetize from absorption of that content by the potential customer.

We could have taken multiple aspects of AI utilization in Digital marketing but that would require a wider variety of resources to research about the topic and deploy it.

Here are few questions we will try to research and find solutions for:

1) How AI Can Help Content Creation?
2) How Data Driven Feedback can help while Creating Content?
3) Application of AI in Content Profiling
4) How Sentence/Content Generation Using AI works?
5) How AI Improves Content Accuracy?
6) How AI is facilitating Creation of Hyper Personalized Content?

Objectives

1. To identify trends in online industry.

2. To perform a thorough analysis of AI driven content creation to make business strategies to improve campaign conversion.

3. To analyze AI Data Driven content impact with various examples.

4. To measure opportunities and challenges ahead in online industry.

Scope

This research identifies the current trends in data analysis industry and perform an analysis of how this data works and behave for better conversion. It also shed light on how various brands are able to utilization of personalized data to deliver more effective campaigns and focuses what benefits different brands have achieved through this.

9. CASE STUDY

ANALYSIS OF CONTENT MODIFICATION WITH THE HELP OF AI

AI Driven Content Generation:

Here is a list of flow on AI content creation works to deliver a better result in digital marketing campaigns

1. Analyze existing online content for gaps and opportunities
2. Choose keywords and topic clusters for content optimization
3. Construct buyer personas based on needs, goals, intent, and behavior
4. Create data-driven content
5. Discover insights into top-performing content and campaigns

All these steps mentioned above work in a sync with each other and are controls by AI which uses machine learning to process the arrangement based on the type of input it is receiving from the campaign. On top of all this, ML/AI also uses this as a model for future reference and store it in their database or library and have the liberty to come back and revisit it anytime in the future to compare it with any other model or campaign which they are running at that particular moment. This type of flexibility also helps AI to manipulate and analyse the data in real time and based on that it can modify its approach towards how to drive the campaign which it is working on.

Here is a real time example understanding how enabled content creation works in real time and work impact it can have on a campaign of a client. Below shared images are example how original the email campaign was returned and after processing it under the AI how it was modified. In the example we can also see what changes it made in the text and what were the underlying principles it followed to make those changes. This technique was used for a Fortune 50 Bank which helped them increasing and improving their AIR (Annual Incremental Revenue) over USD 100 Million that too with a very small investment as compared to the vast digital marketing platform they were maintaining earlier.

Original Campaign Text:
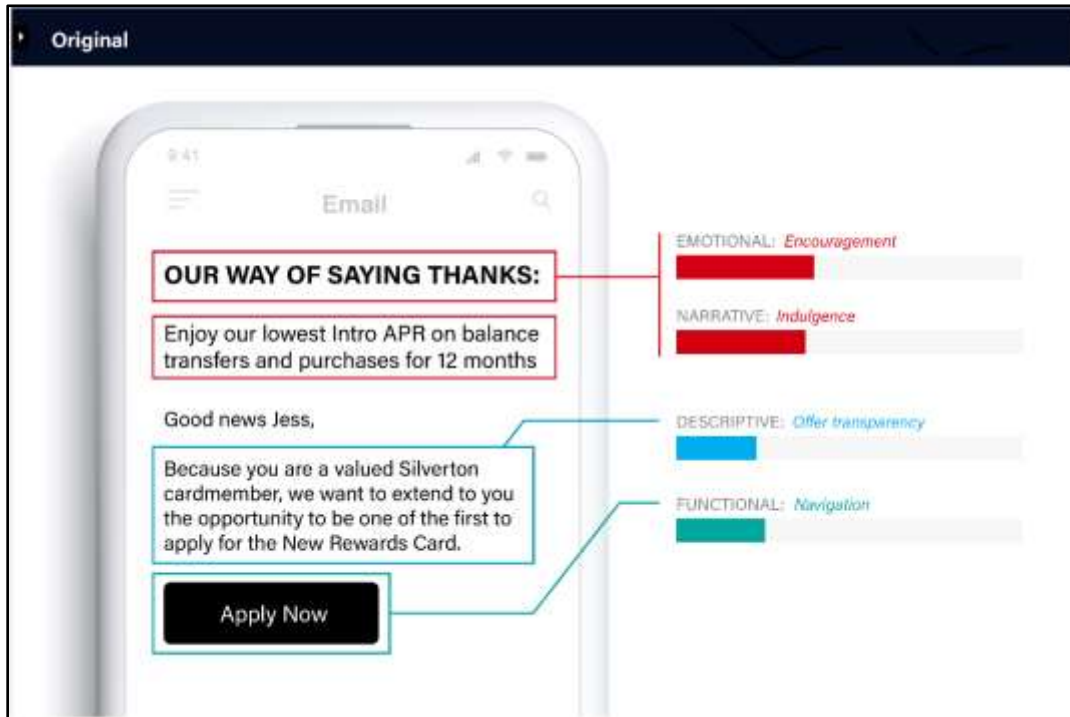
AI modified Campaign Text:
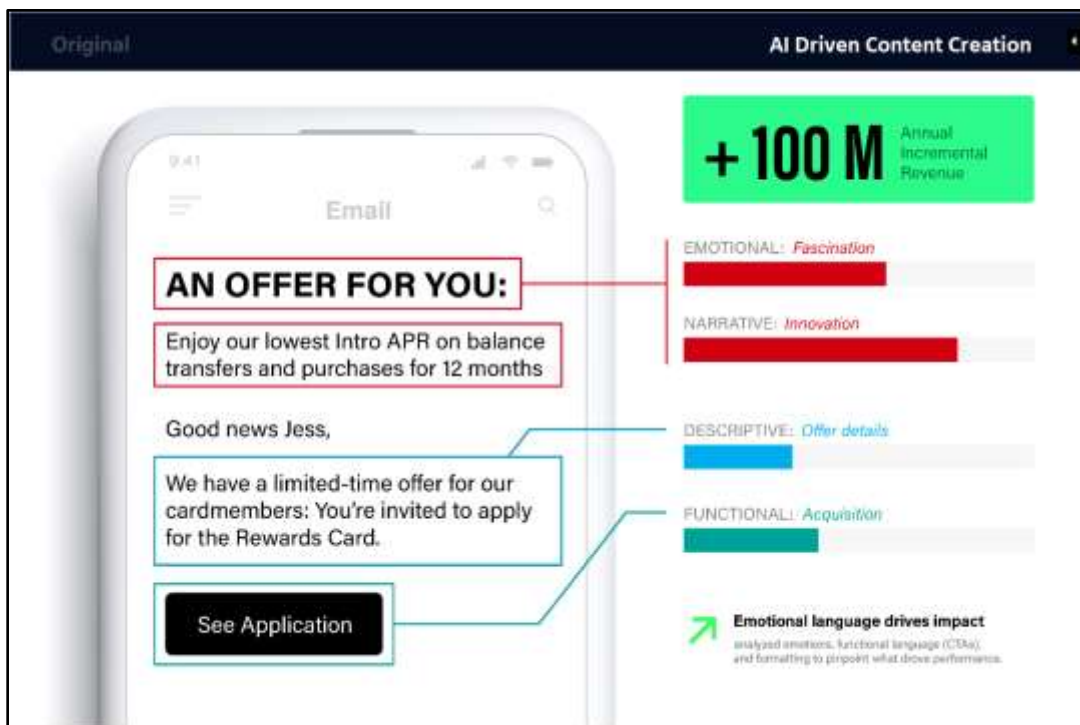
In the about shared example, the AI modify the content to make it use more emotional language drive impact while delivering the message to the and customer in the email campaign the change of emotional, narrative, descriptive and functional aspect help in in creating a significant impact on the campaign and increase the annual increment value for this particular campaign by USD 100 million.

It is one of the many examples how AI is helping businesses achieve what they need to do right with the campaign they are running and get more output out of this whole process.

Although digital marketing has been around from quite some time now but this process of integrating AI to get better output of the campaigns has recently been taken up by different companies and brands to deliver a better value to its customer.

Example 1:

AI Driven Personalization helps Vodafone improve its conversation by 42%

Vodafone has been using AI driven personalization to improve its conversion more than 5 years. They wanted to create a personalized and friction less digital experience for their own customers who with the help of mobile push notifications and SMS can help Vodafone to increase customer retention, conversion and overall lifetime value. They were able to identify a specific set of key words, phrases and touch points which help in getting emotional aspect to engage customer and convert visitors.

This personalization helped them increasing the conversion rate by more than 42%. Here is an example of the usual mobile push notification versus AI data-driven notification which was sent out while running the campaign

As the difference can be seen in the above shared image, the Ai driven content is more personalized, more emotional and more appealing towards the need of customer and provide them with a clear and concise points what to expect from the special offer launched by Vodafone as compare to the Manual Content which was originally thought for this campaign.

Example 2:

AI Driven Personalization in Digital Marketing and other Campaigns helps in improving Customer Loyalty for a global Airlines:

Here is how AI modified content at various stages of the customer journey helped in making more informed decision for the customer and helped client achieve more value for money on the various campaigns they ran for this.

Impact on Part of Customer journey:

Trip booking:

Help customers imagine their next trip with compelling information and strong brand-promoting content.

43%
Transaction increase

A booking website improved content on top destinations for Adwords ads, resulting in higher engagement and, eventually, bookings.

Shopping:

Leverage your owned channels to provide customers with reviews and destination comparisons while optimizing results from paid media, search, and display.

24%
Revenue increase

A booking company created consistent messaging across channels, resulting in more bookings.

Booking:

Make it easy to compare dates and rates, and fine-tune the booking experience to encourage upgrades and add-ons.

68%

Increase in ticket sales

An airline promoted the flexible dates feature on its website to encourage use and ultimately motivate more flight purchases.

Pre-Trip:

Optimize the communications around pre-flight check-in, upgrade options, and reservation changes to keep customers informed and excited about their travel details.

$8M

Incremental revenue

An airline used a web banner ad to promote same-day, first-class seat upgrades to ticket holders, leading to increased acceptance.
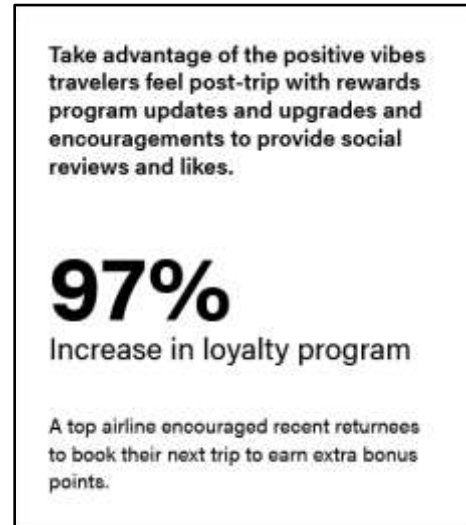
In-Trip:

Promote relevant offers and optimize the customer experience with strong check-in processes, welcome scripts, travel guides, and in-flight entertainment promotions.

40%

Increase in seat upgrades

An airline experimented with the language it used in seat upgrade offers made at the airline kiosk to drive higher engagement.

Post Trip:

Take advantage of the positive vibes travelers feel post-trip with rewards program updates and upgrades and encouragements to provide social reviews and likes.

97%

Increase in loyalty program

A top airline encouraged recent returnees to book their next trip to earn extra bonus points.

The AI driven content which is being shown above in action on various stages and touch points of a traveler journey helps in understanding the behavior of a user how they are interacting with the whole flow of content being showcased to them. This also helps us in training the AI model for future reference and use it as a reference point while running different type of campaigns in the future.

This type of improvement in the travel industry creates a ripple effect and helps the organization at multifold by delivering a value which is able to create loyalty amounts its customers in long term.
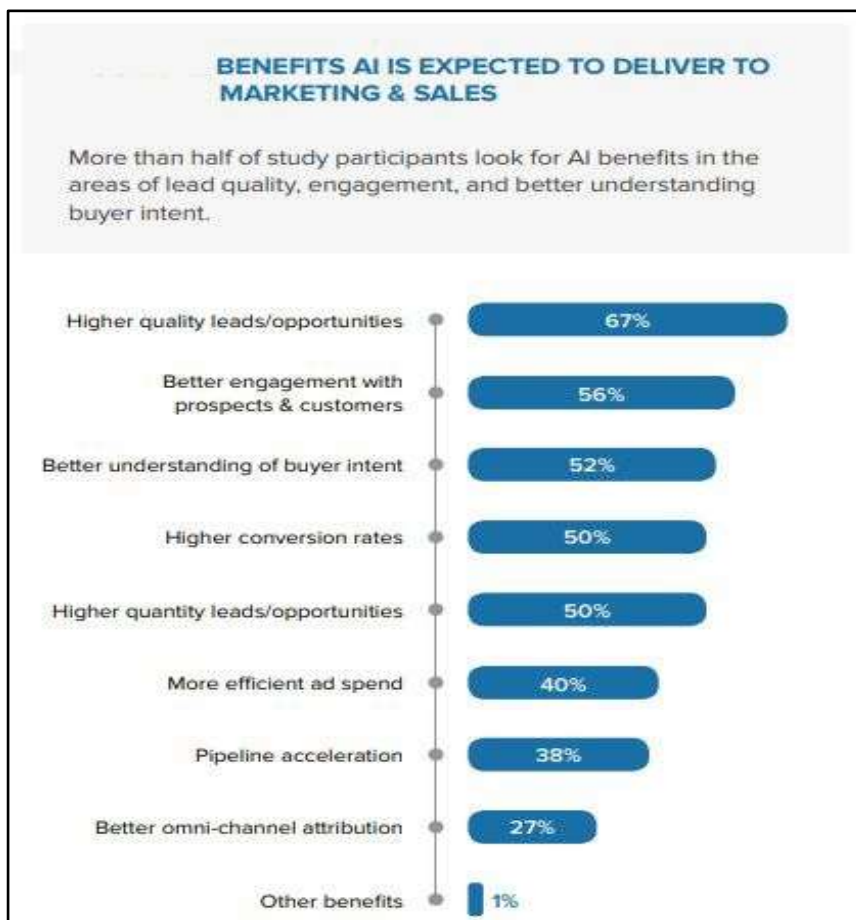
The ROI achieved on AI driven campaign for different stages of journey cycle helps in unlocking the full potential that segment can deliver to the customer without any human intervention. The campaign running cost is significantly less as compared to the return it is able to generate over here.

10.   CONCLUSION

As AI is becoming more and more accessible to businesses, it is becoming a valuable tool for digital marketers across the world. It is undeniable that AI is not able to influence the choices of customers while helping then by providing relevant recommendations and timely customer service.

By looking at this, anyone can make use of AI to enable growth of its brand & meet the expectations of your customers. What more, as AI will keep learning using the Machine Learning and keep updating its sample/reference Models, it will be able to become more adaptive over the period of time to support better understanding of user persona to deliver more meaningful content. The fact that personalization is quite impactful the way it has been depicted in above shared examples and is able to derive more conversion for brands and being more value on table for the money they are investing in the Digital marketing signifies the importance of it in future going forward.

Personalization will always make any customer to feel special and connect with the brand and make his realize that brand is putting efforts to know him/her before offering services or products to them which will be more appealing to them and can drive conversion in better way.

BENEFITS AI IS EXPECTED TO DELIVER TO MARKETING & SALES

More than half of study participants look for AI benefits in the areas of lead quality, engagement, and better understanding buyer intent.

Higher quality leads/opportunities	67%
Better engagement with prospects & customers	56%
Better understanding of buyer intent	52%
Higher conversion rates	50%
Higher quantity leads/opportunities	50%
More efficient ad spend	40%
Pipeline acceleration	38%
Better omni-channel attribution	27%
Other benefits	1%

As the digital trends will keep on changing, AI will be in better position to drive value out of the campaigns vs any human as they will be able to process data in with far more efficiency and accuracy as compare to any human. The ability of AI is not only confined to Digital Marketing here but also helps in personalization of services and products, acquisition of more customer,

helps with onboarding process, retention of existing customers by providing them personalized offers and running campaign according to each and every customer taste and AI powered customer service which is creating lot of value for business.

11. REFERENCE

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