# RESHAPPING THE MARKETING WORLD WITH AI

[1]K.LaxmiMadhuri,

Assistant professor,

St.Joseph's Degree College, Hyderabad, India

**Abstract :**  The success of any company lies in the positive customer's experiences and to get closer to the human emotions and understand them, a platform, which has acted as a revolution, is the Artificial intelligence.*It is a method of analyzing the customer data to understand the customers' Realtime experience and decrease the human intervention with customers directly interacting through* chat functions and other direct-to-consumer engagement platforms will run by AI bots.The advent of big data and Business analytic solutions have made it possible for companies to understand a clearer picture of their target audiences needs and increase the return on investment with minimum expenditure than ever before.The hidden insights of the undiscovered needs of the customers, real time decision process, optimization of resources and the eliminating waste can be taken through the use of artificial intelligence. The origin of artificial intelligence started when humans began to give the power of thinking and analysis to the machines. Artificial intelligence is a combination of many streams and philosophies in Computer Science, Biology, Psychology, Linguistics, Mathematics, and Engineering .It has the power to interact and give intelligent insights to the human decision making process The application of AI can be used in various areas like gaming, natural language processing, expert systems, spy systems, Intelligent robots.AI can change the way the marketers can process the information and analyze the data according to their needs this is basically true when the data is unimaginable ,unmanageable and keeps on changing these advanced technology can help in creating an organized data formation methods making the lives of the marketer easy.Though the world has changed with the use of artificial intelligence, it has its own limitations and shortcoming the biggest one is the reasoning capability that humans have .The main objective and focus of this article is to understand the effect of artificial intelligence in changing and reshaping the methodologies of modern marketing system.

## Key Words: Artificial Intelligence, AI Bots, Big Data, Business intelligence

### INTRODUCTION

The world is changing so is the advanced technology and so are the customers becoming smarter. The use of artificial intelligence can actually analyse the key points to be focused by digging the mountains of data that is available through the social networking sites and other interactive platforms and let the marketers to focus on those areas only. Artificial intelligence has given the marketers to also understand the causes of certain reactionfrom the customers that are repeating giving them the hint of the recent trends and future expectation of the customers   Companies have to continuously update themselves with the new technologies to save themselves from extinction and be in the race ,using new technologies that come under artificial intelligence like machine language, big data and business analytics a company can directly  interact and understand the customers like never before and can also send the relevant messages directly as well as get there feedbacks which can be utilized for the improvement of the brand image. The company can reach out to the right person at right time via direct channel.

### II. Objectives of the study

As the companies today are becoming increasingly competent and the customers are, having options to choose from so many substitute products the companies should be ready to improve its process by utilizing the advanced technologies that are available

1.  To understand the various tools used by the companies to update themselves
2.  To analyzethe use of artificial intelligence to give a complete customer experience.
3.  To study the effect of data analysis on the increase in sales of the company

**III.Need of the study**

Artificial intelligence is changing and reshaping marketing by teaching the marketers to understand the need for personalization and to make a distinction between their customers. The changing face of marketing with the advanced technologies have given new concepts that have to be explored like micro segmentation giving a new dimension to marketing  giving an opportunity for every brand to communicate with their customers directly.

**IV .Literature Review**

<u>**Donald Gillies**</u> (1996)

Artificial Intelligence and Scientific Method examines the remarkable advances made in the field of AI over the past twenty years, discussing their profound implications for philosophy. Taking a clear, non-technical approach, Donald Gillies shows how current views on scientific method are challenged by this recent research, and suggests a new framework for the study of logic. Finally, he draws on work by such seminal thinkers as Bacon, Gdel, Popper, Penrose, and Lucas, to address the hotly-contested question of whether computers might become intellectually superior to human

**DIANA KWON(2018)**

Deep Mind researchers hope to use the artificial neural networks to study other parts of the brain, such as those involved in understanding sound and controlling limbs, according to *Wired*. *"T*his has proven to be extremely hard with traditional neuroscience so, in the future, if we could improve these artificial models, we could potentially use them to understand other brain functionalities," study coauthor Andrea Banino, a research scientist at Deep Mind, tells *Wired*. "This would be a giant step toward the future of brain understanding."

**Edward H. (1973)**

AI is the  ultimate success as a clinically useful tool depending  upon acquisition of additional rules and thus upon co-operation of infectious disease experts willing to improve the program's knowledge base. The techniques for acquisition, representation, and utilization of knowledge, plus considerations of natural language processing, draw upon and contribute to current Artificial Intelligence research.

**FredGlover** (1989)

 Artificial intelligence is a revived approach to problem-solving that requires heuristic search intrinsically in knowledge-base operations, especially for logical and analogical reasoning mechanisms.

**Shoham,Yoav (1987)**

Temporal reasoning is a central component of research in artificial intelligence as well as of our everyday reasoning. This dissertation investigates some problems that arise when one wishes to make temporal inferences that are both rigorous and efficient. The particular task with which we are concerned is that of predicting the future. In this context two problems are identified named the qualification problem an the extended prediction problem, which subsume the infamous frame problem.

**JEF AKST (2018)**

Using a type of artificial intelligence, scientists have turned lower-resolution micrographs of cells into high-quality images of the sort typically achieved using super-resolution technologies. This change in the technology has revived the marketing world

**The different applications of artificial intelligence**

✓  **Content Writing.**

<u>Wordsmith</u>, <u>Articoolo</u>, and <u>Quill</u> are already being used by the Associated Press and Forbes to create news, which leads to clicks on their Using templates and fill-in-the-blanks to enter data and keywords can create unique content that gives the impression a human wrote it

✓ **Creation of personalized emails**

AI tools like machine language can analyse the millions of data and post emails suiting to the individual requirements. And also helps in

✓ **Putting the Focus on the People, Not the Product**
According to Steve Jobs the product feature is secondary as those details can be found out by the target audience if they are interested in company website or the literature, but the actual need is to find the problems of the customers and give them the reason to buy the product through this product.

✓ **Designing the Marketing mix**
Prediction of future sales can be easily done by Artificial intelligence and accordingly plan the product feature, pricing, place and promotional strategy according to the preferences of the customers

✓ **Serves as a great tool for Sales**
AI can help the sales team in analyzing the prospective leads by understanding the purchase pattern and financial status of the customers.

✓ **Prevent Revenue Losses**
AI Organizes the unorganized data which can be otherwise very difficult to manage and analyze ,hence giving a chance for the marketers to focus on other areas and decrease the wastage of time and money spent.

**Process of AI in marketing**

The marketing department uses the expertise of AI in solving and making decisions that helps in the profit making of the companies by reducing the wastage of time.
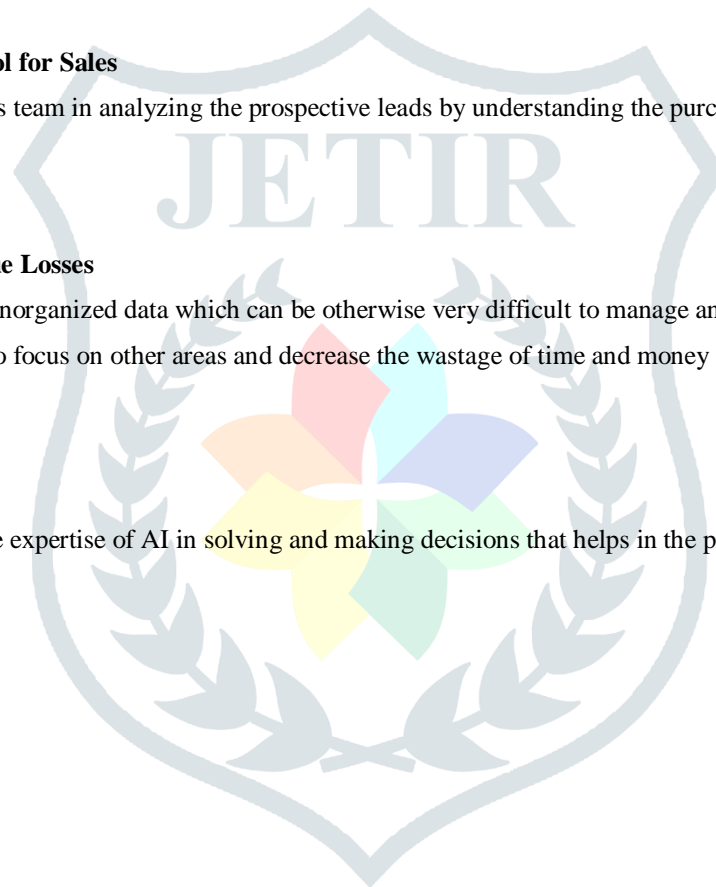
*Step 1: Evaluating the situation*

**The marketing department uses its situation analysis teams to understand the different options available to them and list out the problems associated with it and uses AI process to take the decisions**

*Step 2: Pick a single situations.*

**AI Analyses the different situations and pick up the best option according to the different past experiences and algorithms**

*Step 3: Breaking down the situation into different steps.*

**To understand the situation properly the same situation is divided into different steps to clarify the situation**

*Step 4: Initial Research*

**Research on the possible outcomes and the feasibility of the the solution in the real world**

*Step 5: Narrow Down Potential Solutions*

**The potential solution of the situation given by the AI tool is narrowed down by the marketing department**

*Step 6: Demo and Test*

**Testing the different process and ensure that the solution that has been given by the AI is working properly by doing all possible test in the company and client place.**

*Step 7: Build an AI Strategy*

The company needs an AI strategy, This strategy can be used to understand the future possibility of the use of the AI tool and implement the same.

**Practical application of AI in Marketing Departments**

**Walmart**

Walmart uses HANA (Advanced Ai tool) to process its high data transaction records as it operates more than 11,000 stores, within seconds. At a conference hosted by SAP in 2015, then-CIO Karenann Terrell described that Walmart selected HANA to fasten the back office cost and consolidate the data at a faster pace

**General Electric – Predicting Repairs and Upkeep for Machinery**

GE is know for the use of sophisticated technologies in processing and manufacturing different process in its companies   General Electric 'uses Predix operating system, which powers industrial apps to process the historic performance data of

**Siemens – AI for Monitoring Machine Fleets and Factories**

Siemens launched its MindSphereopen industry cloud platform in beta to keep a track of the machine tools at plant around the world and see performance of their assests.This can help schedule preventive maintenance and manage how their equipment is used to improve their operational lifespan

**Examples Of AI Tools being used in the industries around the world**

**Gridspace**—discover more customer and employee conversations

**MindMeld**—advanced AI to power conversational interface

**Nexidia**—turns customer interactions into valuable insights

**Pop Up Archive**—makes sound searchable

**TalkIQ**—critical insights about your customers conversations

**Twilio**

**Arago/HIRO**—optimize and autonomously IT and business operations

**Arimo** —behavioral AI for IoT

**Ayasdi**—a suite of intelligent applications for enterprise

**DataRobot**—a range of products to improve enterprise products

**Dataminr**—discovers events and breaking information before the news

**Types of artificial intelligence**

**Type 1: Reactive machines**.

One of the most advanced AI is the IBM chess game which uses this technology to understand the moves through the future pridictions,it does not use the past experiences .

**Type 2: Limited memory**

**This AI technology uses the past experiences to predict the future move; one of the best examples of this type of AI being used is the self driving cars that will revolutionaries the marketing world with a storm**

**Type 3: Theory of mind.**

**This type of AI is under the development process were the the neuro energies are captured that come from the human mind**

**Type 4: Self-awareness.**

**This type of AI is also under the development stage were AI uses the self consciousness to understand the current situations and react accordingly**.

**Facts about the use of AI in marketing world**

A recent study by Forrester of over 700 business leaders found that about  78%  of companies are planning  to spend at least 5% more on AI marketing technologies in the next 12 months. Meanwhile, 54% said they're already using AI marketing to better personalize the customer experience across channels or touch points.
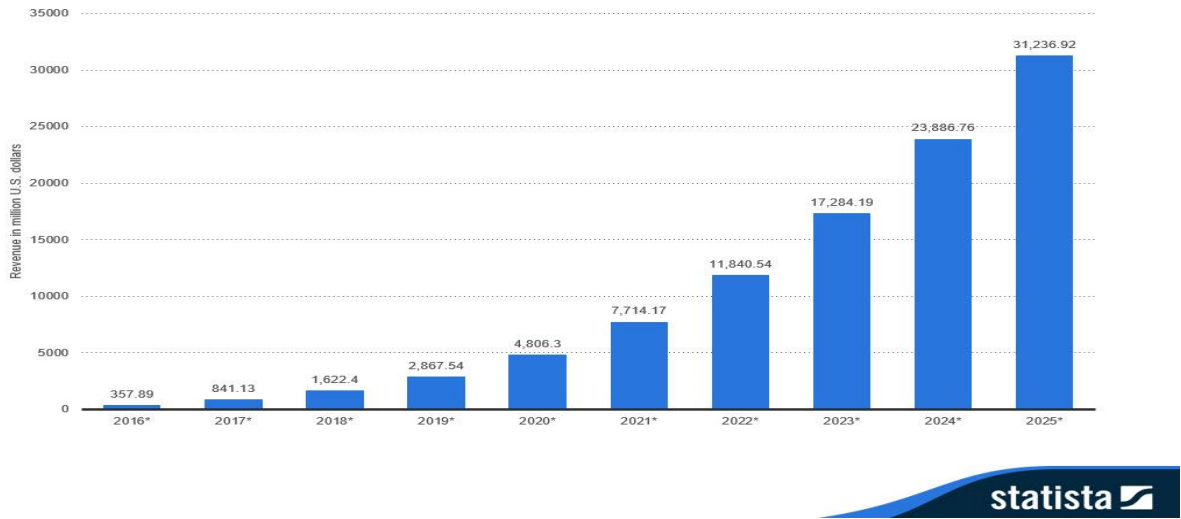
According to one survey over half of marketers (61%) believe the integration of AI will result in a loss of jobs. However, when it comes to creativity, 63% are confident it will not become automated by AI.

About 54 percent of industrialist believes that they are not considering the option of AI to increase the profits.

Source : https://www.meltwater.com/uk/blog/artificial-intelligence-in-marketing-infographic/

Enterprise artificial intelligence market revenue worldwide 2016-2025

**Revenues from the artificial intelligence for enterprise applications market worldwide, from 2016 to 2025 (in million U.S. dollars)**
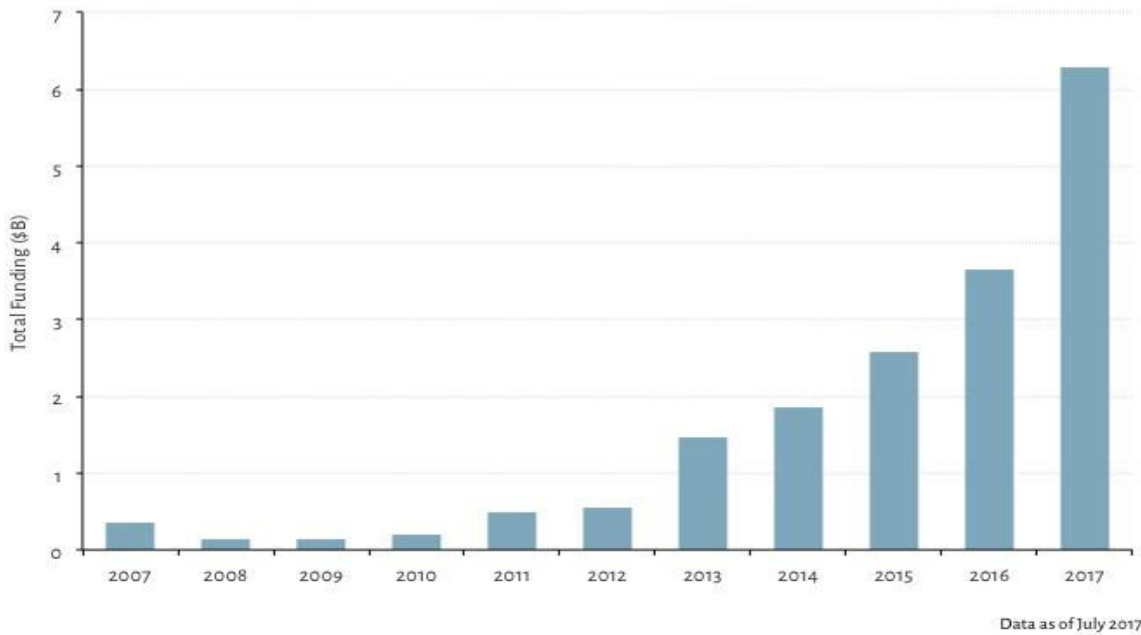


**Source : Statista**

https://www.google.com/search?q=tabular+data+depicting+the+facts+about+AI&tbm=isch&source=iu&ictx=1&fir=wVTifPjJg65Z



ARTIFICIAL INTELLIGENCE
Total Funding by Year

VS/ VENTURE SCANNER

Data as of July 2017

**Total Funding By the companies on AI**

**Source : Statist**
https://www.google.com/search?q=tabular+data+depicting+the+facts+about+AI&tbm=isch&source=iu&ictx=1&fir=wVTifPjJg65Z

**V. Conclusion**

**AI has become an important part of the companies ,it is increasingly being used in commercial and professional world.AI has given the machines to think like humans and react like humans using decisions making skills, visual perceptions, speech recognition ,reasoning, planning and learning.**

**The marketing field has used the AI extensively to plan, decide, dealing with uncertainties and right implementation. It has proved to be the best technology to decide the most strategic decisions and conclusions providing forecast, analyzing the data and trends providing up to date information and decreasing the data overload .AI provides a real time monitoring to understand the demand.**

It is high time to understand that AI is as a substitute for humans and instead look further ahead to the value it can drive in enabling new goods, services and innovations.AI should only be used to help humans and not substitute them in future

## VI REFERENCES

### ARTICLES/JOURNALS

1.ARTIFICIAL INTELLIGENCE AND SCIENTIFIC METHOD

Donald Gillies Oxford University Press (1996)

2.THE PHILOSOPHY OF ARTIFICIAL LIFE ,MARGARET A. BODEN (ED.)

Oxford University Press (1996)

3.An Artificial Intelligence program to advice physicians regarding antimicrobial therapy Computers and Biomedical Research Volume 6, Issue 6, December 1973, Pages 544-560

4. NEW APPROACHES FOR HEURISTIC SEARCH: A BILATERAL LINKAGE WITH ARTIFICIAL INTELLIGENCE

*European Journal of Operational Research*
Volume 39, Issue 2, 24 March 1989, Pages 119-130

5.Time and Causation from the Standpoint of Artificial Intelligence., Defense technical information center ,YALE UNIV NEW HAVEN CT DEPT OF COMPUTER SCIENCE,1987

6. *AI Networks Generate Super-Resolution from Basic Microscopy, A new study uses deep learning to improve the resolution of biological images, but elicits skepticism about its ability to enhance snapshots of sample types that it has never seen before,Dec 17, 201*

### Text Books

Artificial Intelligence and Machine Learning Paperback – 2014, Chandra **SSV**

A First Course in Artificial Intelligence Paperback **–** 2017

By  Deepak Khemani (Author)

### Web Sources

https://www.marketingaiinstitute.com/blog/step-by-step-how-to-get-started-with-marketing-ai

https://www.techemergence.com/artificial-intelligence-in-marketing-and-advertising-5-exa

https://blog.adext.com/en/applications-artificial-intelligence-ai-digital-marketing

 https://www.meltwater.com/uk/blog/artificial-intelligence-in-marketing-infographic/

https://www.google.com/search?q=tabular+data+depicting+the+facts+about+AI&tbm=isch&source=iu&ictx=1&fir=wVTifPjJg65Z