



## MACHINE LEARNING FOR MARKETING

Marketing is all about the customer. The more you understand each customer and their preferences, the easier it is to engage them with individualized messages, offers, promotions, and even individualized prices and products. Machine learning empowers marketers to use the growing volume of customer data to gain deep insight into customers and markets - insight far beyond what marketers could gather via their intuition and/or simplistic analyses like recency, frequency, monetary value (RFM). This insight can then power relationship-building strategies that build customer loyalty, advocacy, and brand value.

### Machine Learning's Marketing Benefits

**Streamlined Processes and Lower Costs** - Everything in marketing moves faster with machine learning. With it, marketers can automatically tag images and content, automate decisions about digital media ad spend, and A/B test thousands of creative variations in seconds. Marketing staff can spend more time on strategic and creative work and reduce the cost of executing basic tasks.

**Improved Conversion Rates** - Relevant messages and offers foster better responses from customers and prospects - which leads to more conversions. Machine learning can choose the best possible message for every recipient, leveraging predictive insights to determine who will respond to what—or even construct new content such as email subject lines that perform better than human-written content.

**Increased Brand Value** - As machine learning makes marketing efforts more effective, each customer and prospect's experience becomes more engaging and impactful. This boosts brand perception and creates greater loyalty and advocacy, ultimately increasing brand value.

**Higher Marketing ROI** - Every marketing dollar is under scrutiny - machine learning ensures the marketing budget is always optimized. It reduces waste, increases efficiency, and maximizes the effectiveness of every investment. All this improves ROI and ensures your budget is operating and peak performance.

20% ▲

better conversion, cart size, and purchase intent with personalization

\$20 ▲

ROI for every \$1 spent on data-driven marketing

91% ▲

of senior marketers feel customer data is essential to marketing decisions

26% ▲

of marketing budgets are currently wasted on the wrong strategies



## How Marketers Can Use Machine Learning

**One-to-One Digital Marketing** - Use all available customer data for deep analytics to understand and predict each person's preferences, needs, and propensities. Personalize every interaction across all customer touchpoints. Present the right offer, content, and message every time. In short, make every customer feel you're speaking to them as an individual, in every interaction.

**Pricing and Promotion Optimization** - Eliminate the guesswork of setting the right price and promotion to maximize sales and profit. Marshal all historical data on the interplay between pricing and sales results to predict how changes will impact the business. Discard one-size-fits-all pricing and determine the right price and promotion for each segment, market, or even person.

**Sentiment Analysis** - Turn written words into quantitative indicators of how customers feel about brands, products, customer service, and more. Analyze social media, call transcripts, chats, emails, and more. Use these insights to improve customer service, product design, manufacturing quality, and marketing campaigns. Use customers' own words to better understand their feelings.

**Demand Forecasting** - See the future more clearly by predicting demand across the entire business. Take every possible influence into consideration, from your own strategic moves to those of competitors, to economic dynamics, and even the weather. Build better go-to-market plans by pinpointing opportunities and understanding where and how to attack the market.

### CASE STUDY: National Football League (NFL) Team Reverses Attendance Decline

A team in the NFL had been seeing declining home-game attendance due to a variety of factors including poor competitive performance, controversial player behavior, and a media market overcrowded with alternatives. Using [Altair® RapidMiner®](#) and consulting firm 160over90, the team identified customer segments with growth opportunities and targeted each with segment-specific messaging. The team reversed its attendance decline and won a Clio award for its marketing efforts.

### Altair RapidMiner: Our Data Analytics and AI Platform

Altair RapidMiner offers comprehensive end-to-end solutions from data ingestion and modeling to operationalization and visualization. The platform delivers breadth and depth across the analytics lifecycle with unique capabilities that overcome the most challenging obstacles organizations face along their digital transformation journey.

Scale AI initiatives without requiring a big team of data scientists or expensive service engagements. Upskill your workforce so users from novice to expert can leverage the tools needed to provide data-driven insights. Extract and prep data easily from any source, even difficult reports and PDFs. Create, maintain, and run SAS language programs, models, and workflows directly in a multi-language environment (e.g. Python, R, SQL). Operationalize models faster and monitor them continuously across one shared MLOps environment. Process and display massive amounts of fast-changing data with easy to build sub-second streaming, batch, and business intelligence (BI) data applications.

Whether an organization requires end-to-end or composable analytics, Altair RapidMiner enables customers to deliver the right tool at the right time to their diverse teams.