

Why Artificial Intelligence Matters for Marketing



You've probably
heard the buzz ...



The age of
artificial intelligence
has arrived.





Well, not robots and
flying cars exactly.

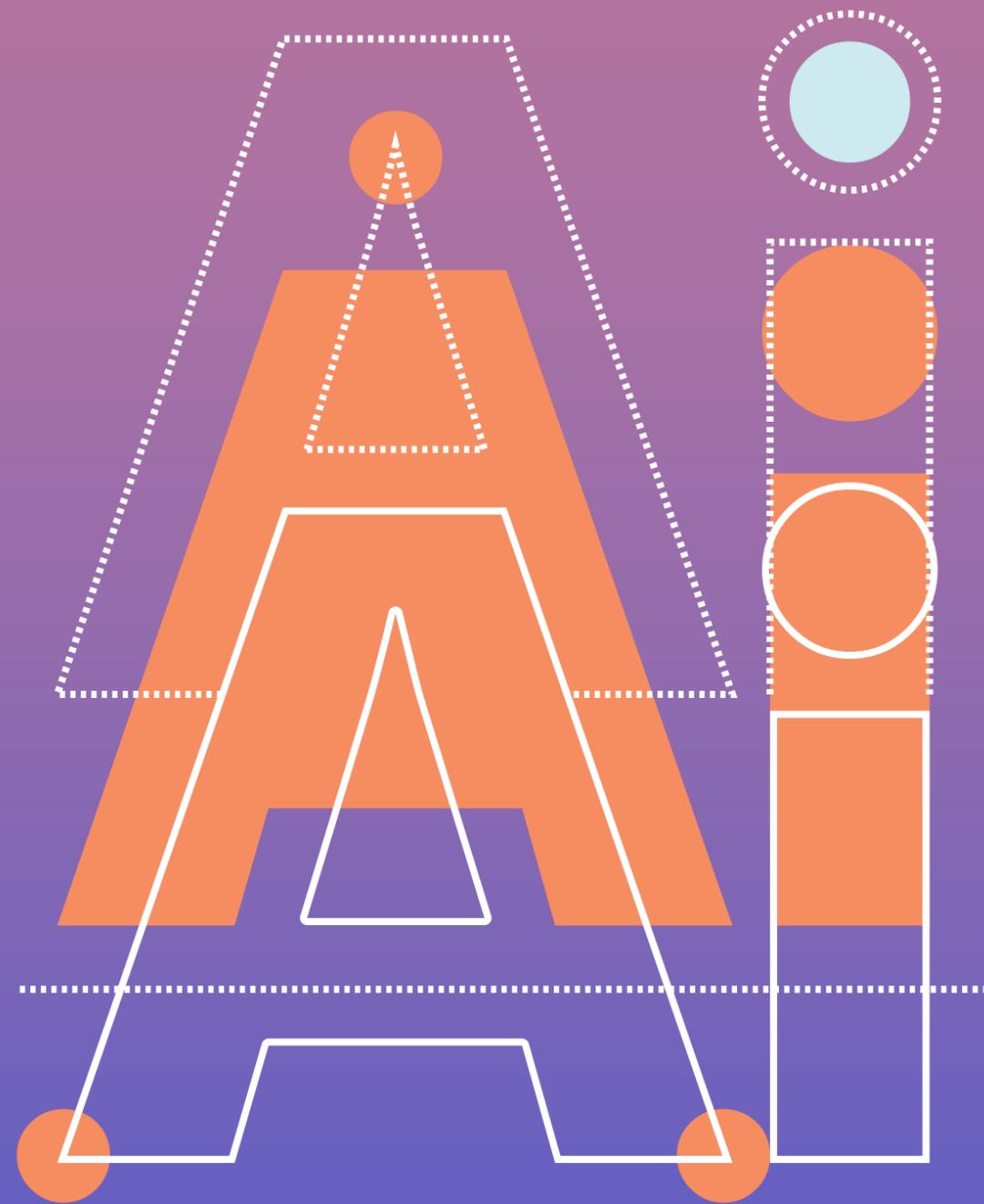


Artificial intelligence

is an area of computer science that makes machines do things that would require intelligence if done by a human.

This includes tasks like learning, seeing, talking, socializing, reasoning, or problem solving.



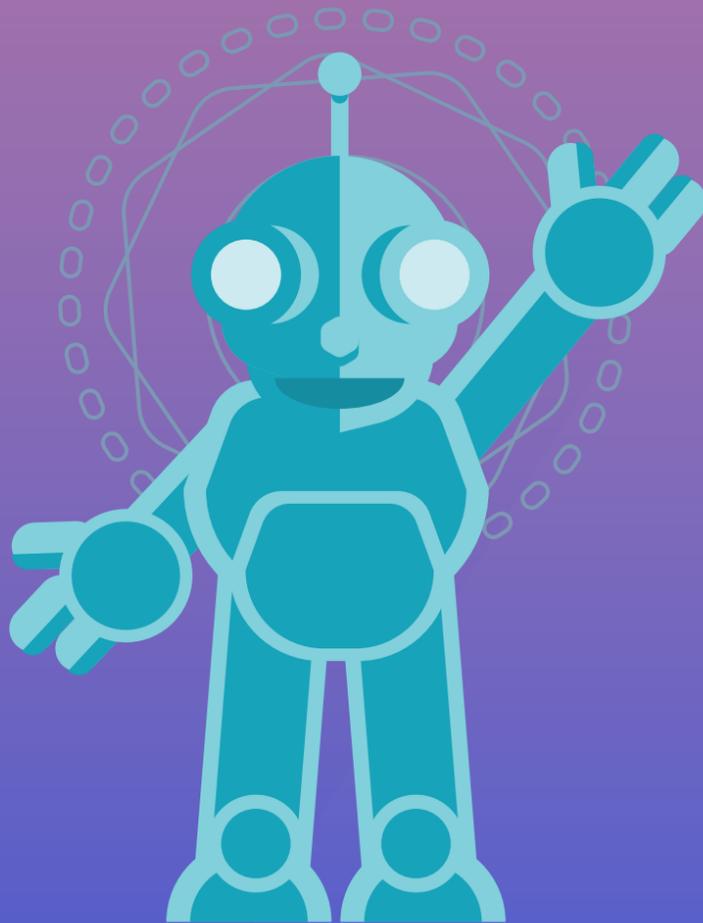


Why Marketers Must
Prepare for the Rise of
**ARTIFICIAL
INTELLIGENCE**

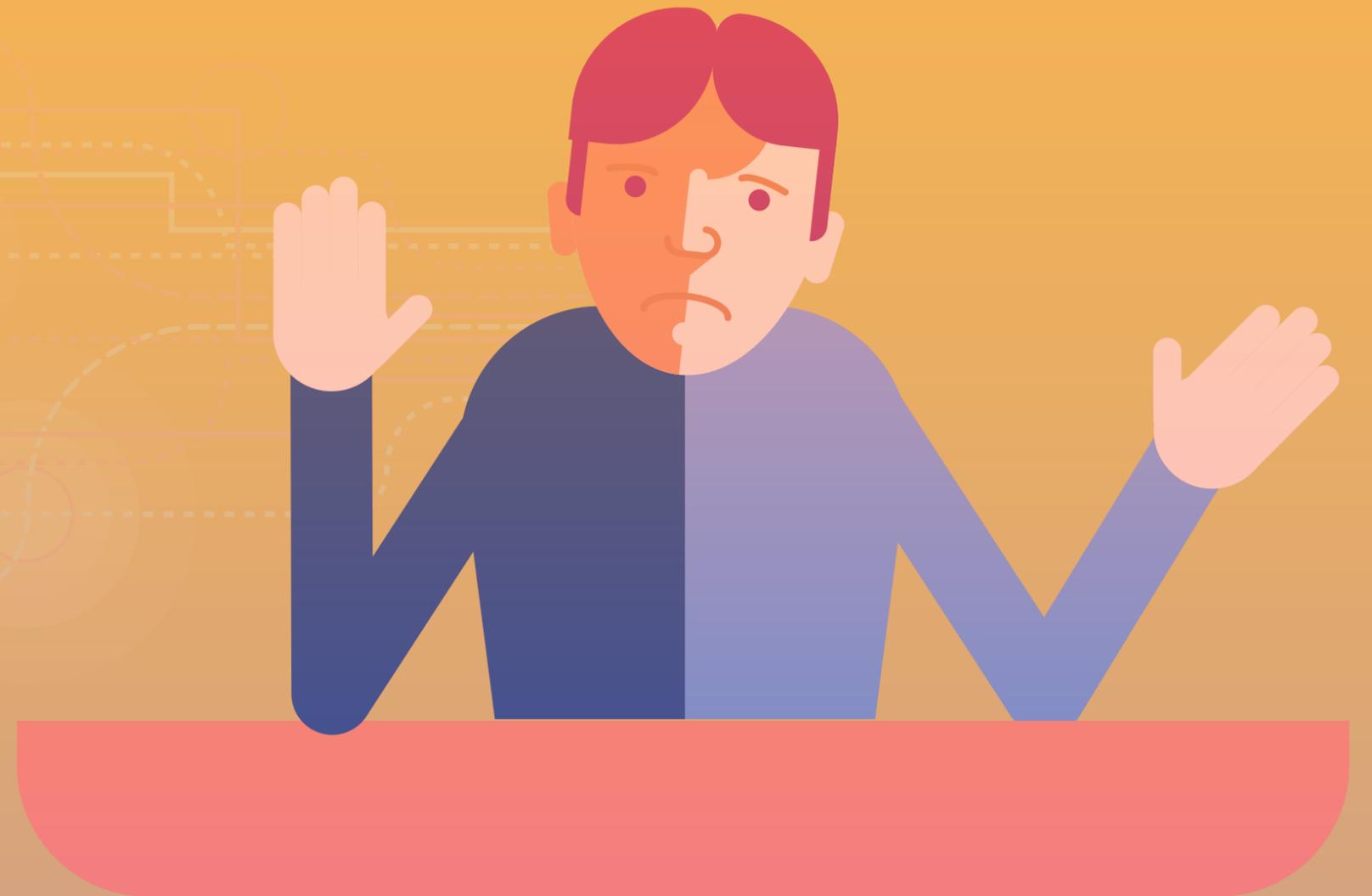
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AI is designed to **flow seamlessly** into the tools you already use. But that also makes it a little hard to recognize ...



And it turns out, **63%** are already using AI tools without realizing it.

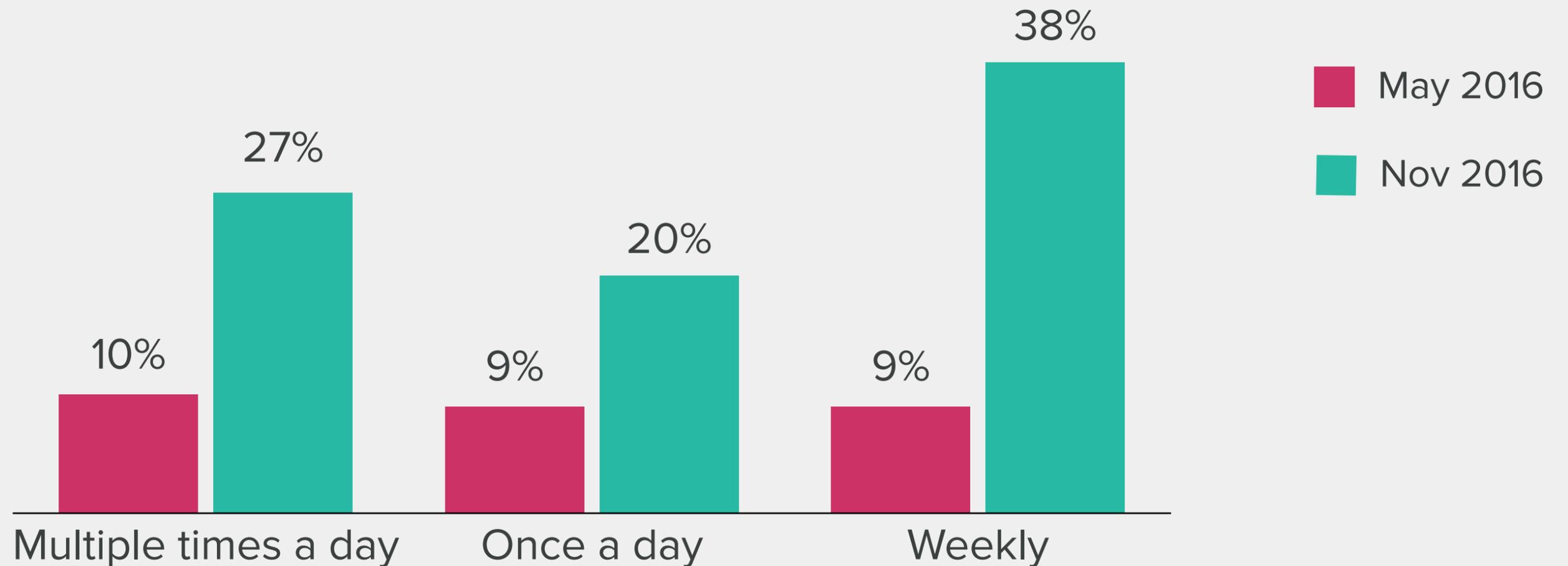


One of the most popular applications for AI is voice search, which uses **natural language processing.**



38% use voice search weekly ... and adoption is rising.

How frequently do you use voice-enabled search engines a week?



November Base: 1,051 consumers in the US, UK, Ireland, Germany, Mexico, and Colombia who have used voice search within the past month
May Base: 1,275 consumers in the US, Canada, UKI, Germany, Australia, New Zealand, Singapore, Colombia, Mexico, and Brazil
Source: HubSpot Global AI Survey, Q4 2016

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What does this mean for marketers?

SEO professionals will need to learn how people use voice search to find content, not just long-tail keywords typed into Google.



Bots

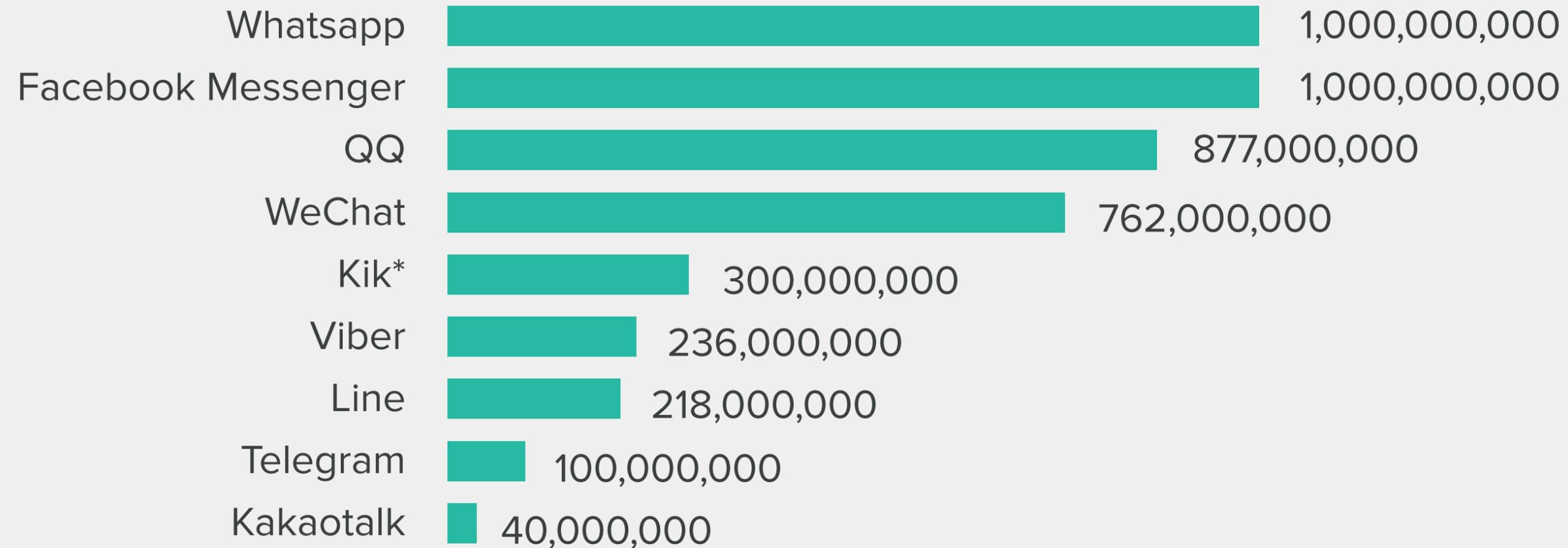
are text-based applications that humans communicate with to automate specific actions or seek information.

They generally live natively inside a messaging app, such as Slack, WhatsApp, or Facebook Messenger.



Today, **4 billion** people worldwide actively use messaging apps.

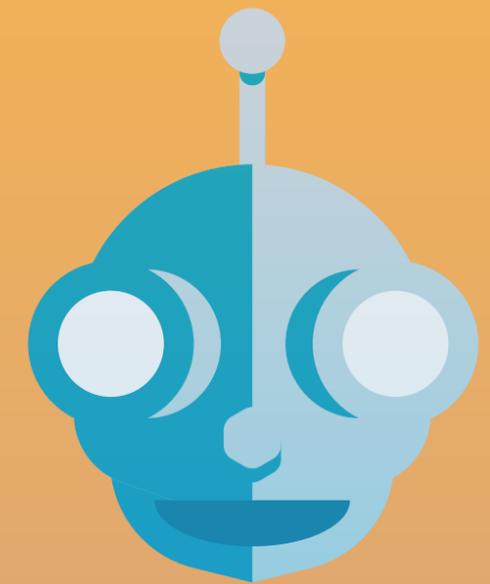
Monthly active users worldwide of messaging apps



Sources: Whatsapp (MAU), Facebook (MAU), Tencent (QQ and WeChat MAU), Venturebeat (*Kik users), TechnAsia.com (Viber and Line MAU), Telegram (MAU), Kakao Corp. (MAU)

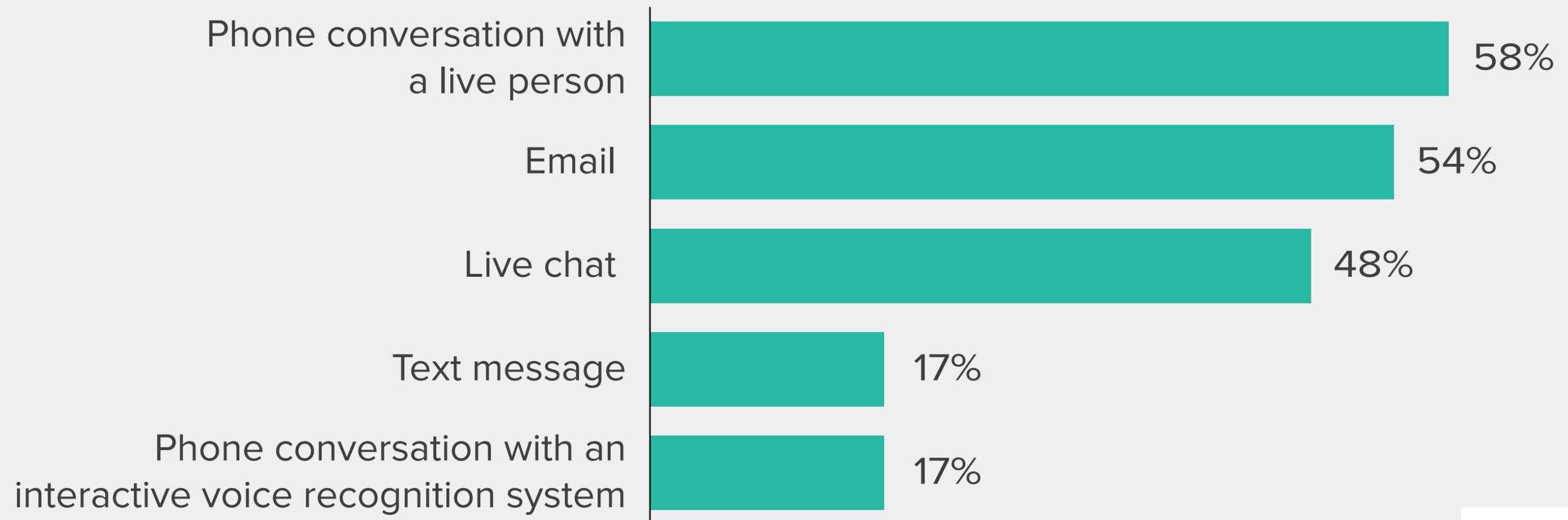


47% are open to buying items from a chatbot.



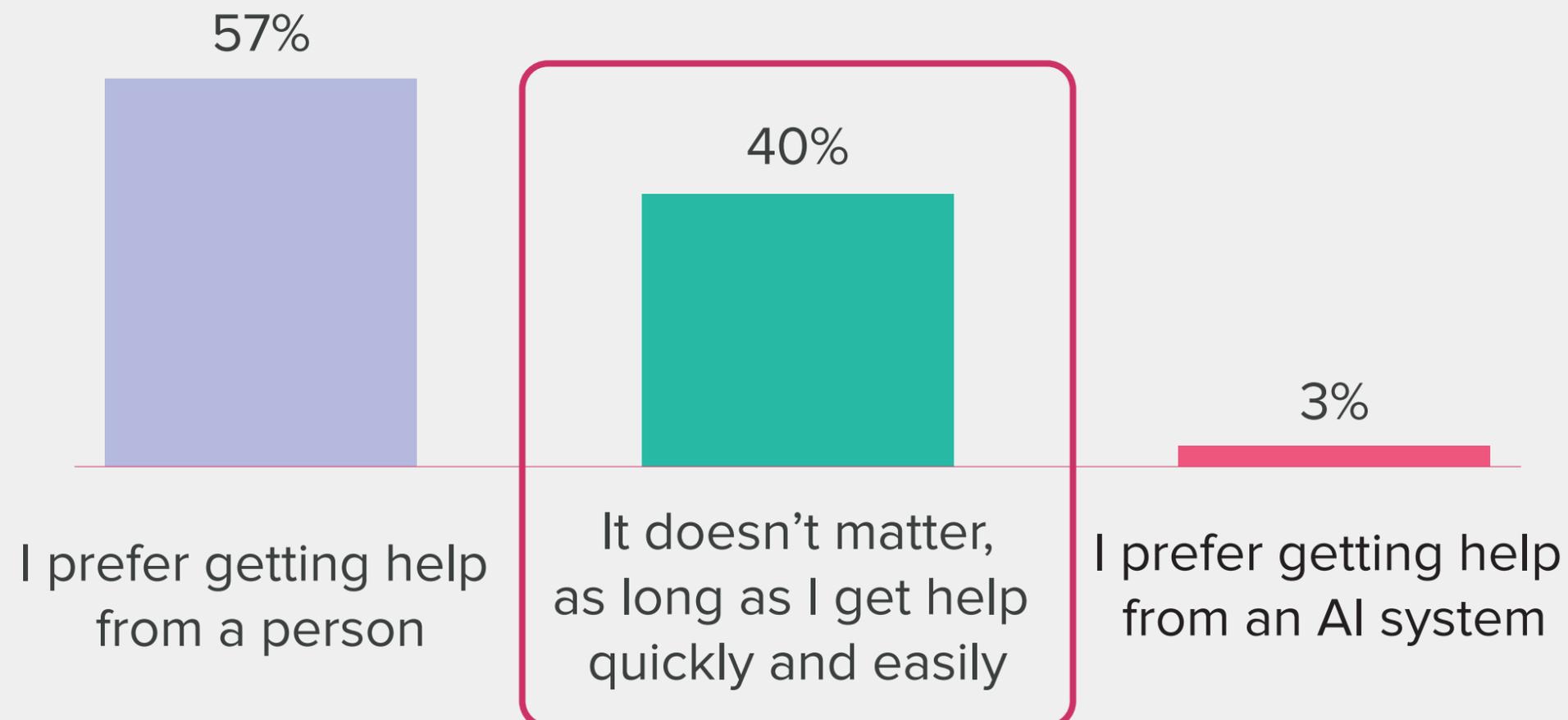
48% opt for live chat when they have a customer service question, nearly as much as phone and email.

When you have a question or problem you need help with, how do you like to connect with a company's customer service group?



40% don't care if their customer service question is answered by an AI tool or a human, as long as they get help quickly and easily.

If you reach out to a company's customer service group, does it matter if a person or an artificial intelligence (AI) enabled program responds to your question?



Base: 1,426 consumers in the US, UK, Ireland, Germany, Mexico, and Colombia
Source: HubSpot Global AI Survey, Q4 2016



What does this mean for marketers?

Thanks to bots, customers can get personalized shopping recommendations and always available customer service.



ARTIFICIAL INTELLIGENCE IS HERE

People Just Don't Realize It

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Artificial Intelligence
Is Here - People Just
Don't Realize It

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Machine learning

is an advanced area of AI that allows programs to absorb huge amounts of data and create predictive algorithms that improve over time.



With **machine learning**, marketers can offer more personalized content and product suggestions than ever before.



The guessing game of marketing will end.

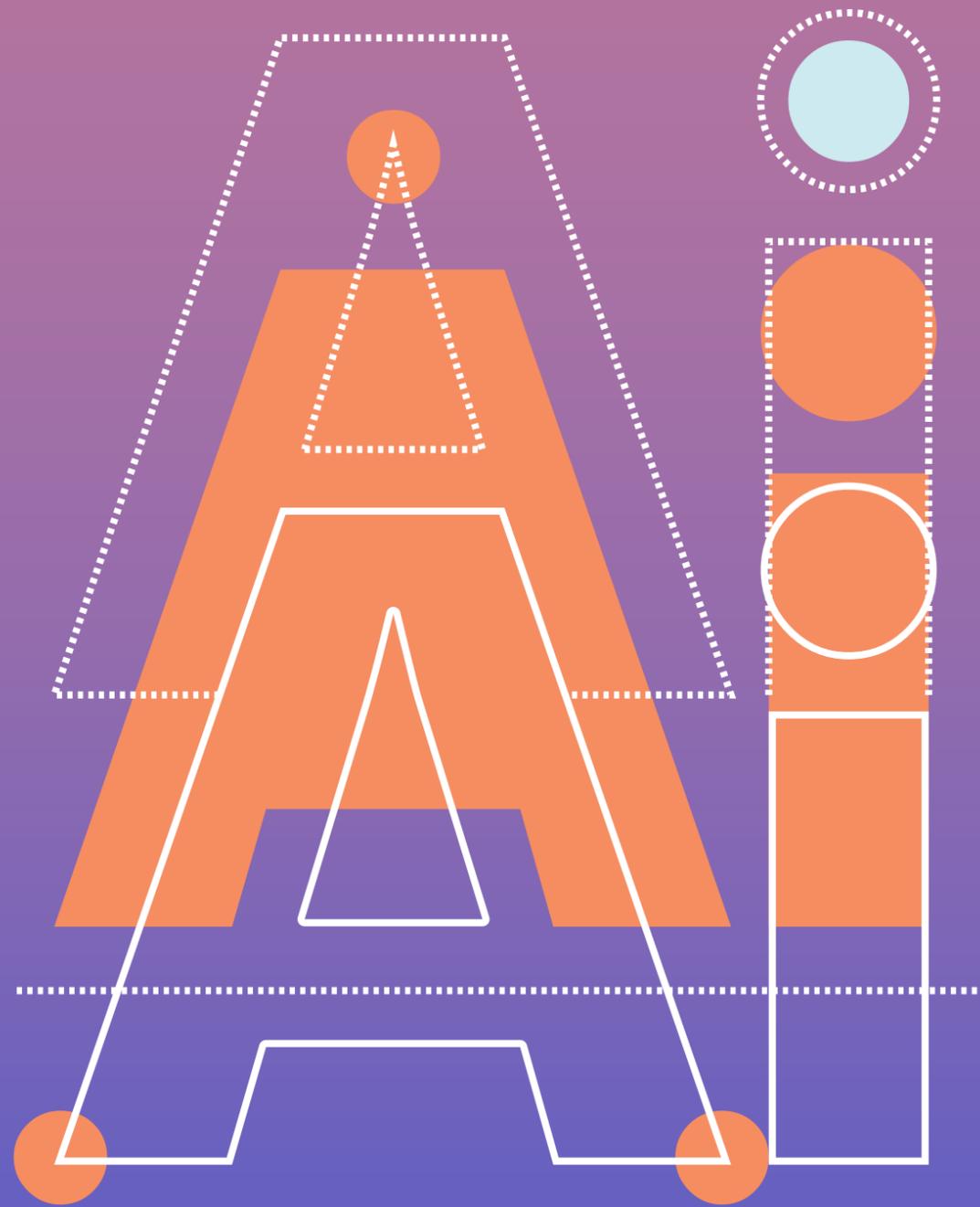
Marketers will have the data to guarantee impactful content, time email sends, personalize social media advertisements, and much more.



What does this mean for marketers?

As adoption rises, consumers will expect a new caliber of marketing only attainable with the data artificial intelligence can provide.





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