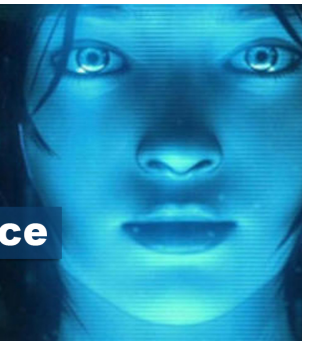




## The Era of Artificial Intelligence



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“Hey Siri, where should I go for dinner tonight?”, is something that the lucky ones with an iPhone may find do with our all-time available mobile digital assistant. Similarly, Microsoft’s Cortana is always available for our assistance where we don’t need to type the query but voice it out to the device. These digital assistants have become a regular part of our lives over the time. We might not be even able to think of any other sources, to put rest to our queries on any topic of our varied interest. But what are these new applications and why have we become so surrounded and dependent on them? The answer to this is the “Artificial Intelligence” i.e. an intelligence that is built by a human and delivered through a software of our daily use like gadgets or appliances. For a clearer understanding, we shall see as to how the American Computer Scientists Peter Norvig and Stuart J. Russell explained Artificial Intelligence in 2003. They said, “‘Artificial Intelligence’ or AI is applied when a machine mimics “cognitive” functions that humans associate with other human minds, such as learning and problem-solving”. And this technology is spreading rapidly around us. From visiting e-commerce websites to self-driving cars & mobile phones, we are pounded with it and the future looks anything but uncertain. On the other hand, it can also be a part of making autonomous weapons as predicted by Max Tegmark, President of Future Life Institute.

Similarly, AI has entered our marketing practices in a big way. Numerous tools have come into play which were earlier used by big enterprises only. Now even small and medium enterprises are using AI tools that are making their marketing strategies way simpler. Let’s have a look at some of those tools that savvy marketers have been using AI intelligence for marketing and advertising:

- a) PPC (Pay Per Click) Advertising: Generally, this type of marketing is done through Google AdWords or by Facebook (Facebook’s algorithm is already using advanced AI). But there is another tool called Albert, which does the job for you. It’s an autonomous platform that can run your digital marketing campaign. And it doesn’t stop there, it will analyze the campaign by itself, convert it into insights for you and then act again as per the data. Brands like Harley Davidson are already using this tool. How about trying it yourself at <https://albert.ai/>.
- b) Personalizing the experience for the website visitor: Quite often, we see a chat window pop up the moment we visit a website. This is very clever marketing tool. The chatbots on the website are designed in such a way that they learn the behaviour of the visitor

(demographics, interests etc.) and send them customized messages, push notifications and sometimes customized offers too. According to 2017 Real-time Personalization Survey by Evergage, 63% of the respondents mentioned increased conversion rates with such practices. Wow! That’s really a big step up in comparison to sending out offers later via emails. Get your hands on experience with Chattypeople, a newest AI Tool on the clever marketing block! The link to this is <https://www.chattypeople.com/>. Similar to this is Boomtrain, an AI-powered in-app chat messenger to recommend products and content personalized for every customer visiting you online. The link to Boomtrain is <https://boomtrain.com/boomtrain-messenger/>.

- c) Even Your Content Is Now Dependent on AI: Ever wonder how easy it would be if there is an AI for content creation while you do social media marketing? Yes, there exists one such very powerful tool. Rocco ( <http://rocco.ai/>) does not only learn the ins and outs of your business and then engages your audience but also provides you insights into which campaign is performing the best.
- d) Segmenting the Target Audience: Every marketer now knows that audience is not just about gender and age but also about the devices they use, their interests or the brands they follow. It obviously becomes a huge task to manually create segmentation for numerous yet precise categories. But AI has undoubtedly reduced this burden. Check out SAP Hybris (<https://www.hybris.com/en/>)

It’s time for us humans to sit back and relax and make full use of this Artificial Intelligence. Risk? Well, watch-out before AI supersedes human intelligence ;)

### Google allows emoticons in AdWords’ Title and Description

The buzz is that a few emoticons have been spotted in Google’s AdWords Ad’s title and results. However, Google has confirmed that such expressive faces or ideographs will be allowed to feature in Google’s AdWords only when they are relevant & useful.

Seems like reaching the target audience has become more of an expression than content!