

INFORMATION SNAPSHOT

WHAT MACHINE LEARNING CAN DO FOR YOU

Computers can “learn” from the analysis of massive datasets. We call this “machine learning.” It’s a form of artificial intelligence and can identify meaningful patterns in data faster and at a greater scale than human beings.

When deployed within marketing technology, machine learning models can help make better **predictions** about customer behavior, create more finely tuned **personas** for segmentation and develop more targeted **personalization** to deliver more relevant offers to your customers.

PREDICTIONS

When you can better predict outcomes, marketing efficiency and marketing performance improve automatically. With machine learning you can predict:

- ▶ Likelihood to buy
- ▶ Likelihood to engage
- ▶ Likelihood to pay full price
- ▶ Potential lifetime value
- ▶ Likelihood to churn

PERSONAS

Machine learning’s ability to detect patterns in data gives you a powerful tool for deeper customer insight and segmentation. With machine learning, you can cluster customers based on:

- ▶ Products they buy or tend to buy together
- ▶ Observed behaviors on- and offline
- ▶ Seasonal activity
- ▶ Multiple dimensions

PERSONALIZATION

The best way to personalize customer interactions is with relevant offers delivered in a way that respects customer preferences. Machine learning can improve personalization by recommending:

- ▶ Next-best product
 - Upselling
 - Cross-selling
 - Future purchase
- ▶ Next-best channel for engagement
- ▶ Optimal send time

MOVE FROM INSIGHT TO ACTION

Acquia CDP offers marketers easy-to-use machine learning models that can transform marketing performance. Find out more in our new e-book, *Machine Learning Models in Action: Making AI Easy for Marketers*.

DOWNLOAD