



# Machine Learning

## The New Industrial Revolution

Machine Learning is changing the world. Take the first steps with Databowl.

### Databowl

Gives you access to powerful machine learning tools through a friendly and accessible UI, so you get better insights and performance from your data.



### Deep Learning

Find non-obvious insights and connections in your data.



### Users

Empowering, not replacing your workforce.

### Real-Time Analytics

See which factors and combinations of factors lead to success.



### Information Processing

Analyse data at a rate and scale not possible with the human brain.



### Stay in Control

Watch in real-time how your machine learning models are performing.



### Pattern Detection

Identify trends before your competition does.

### Operation Automation

Models automatically adjust to fit your data so you always see the best results.

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Machine learning may be one of the latest buzzwords floating around Performance Marketing, but for many the concept is still quite abstract. We are at an epoch in the practical application of new marketing technologies; the application of machine learning should now be viewed as absolutely essential in improving performance.

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## What is Machine Learning?

Machine learning is a more precise branch of AI which essentially involves setting up a computer to teach itself. This is especially useful for data analysis because there can be lots of complicated relationships between variables and lots of small and subtle effects. Most machine learning algorithms try lots of combinations really quickly to form a good approximation of the data. Once you have a way to approximate the data (a model), you can put new data through that model and get an accurate prediction. This is all done without any human input, but can be used as a tool to augment human creativity and improve performance marketing going forwards.

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## Who is Machine Learning for?

“Everyone” would be the lazy answer. In reality, although a high percentage of blue chip companies are now using machine learning, this omnipresence hasn't yet extended to smaller companies. There are multiple reasons for this, but to be clear, there is no reason why companies of all sizes should not be interested in applying machine learning to their performance marketing. The same benefits, and practical applications, can be scaled up or down to reflect a company's individual needs.

The correct answer: Every company that wishes to improve their performance marketing should be looking at using machine learning.

# Three Practical Applications of Machine Learning

## Improve Personalisation

“52% of consumers are extremely likely or somewhat likely to switch brands if a company doesn’t make an effort to personalise their communications to them.”<sup>1</sup>

Tailoring an experience with customers becomes harder (or at least prohibitively expensive) at large scales, but good personalisation requires going beyond simply inserting a generic “Hello FIRSTNAME” into an e-mail template. Fortunately, AI enables us to improve our personalisation in multiple ways, and what is more, develop our methods on a larger scale. Machine learning allows us to personalise the buying cycle of specific leads and customise approach in a myriad of ways, depending on the leads you wish to target:

- Choosing which form of communication to use
- Knowing when to communicate
- Using the most impactful wording, phrasing, tone, brevity, etc...

By knowing a bit about the consumer, and about past consumer behaviour, you can predict and execute highly tailored communication. Targeting specific consumer groups is nothing new, but what makes this revolutionary is the data-driven, non-biased approach. While manual if/then systems can perform targeting, it can be clumsy or downright incorrect, especially in the long term. A system that is constantly rebalancing and updating its targeting can respond over time to fast-changing market forces and consumer patterns.

By using machine learning as a tool, the options for personalisation are greatly increased. You can also look into the device leads are most likely to use, what their niche interests could be, the amount they are likely to spend. This will give advertisers unparalleled targeting powers and an almost a ‘6th sense’ around how to approach specific individuals with products/offers/ services that are going to be highly desirable/useful to them.

## Benefit From Sharper Audience Insights

“50% of consumers are extremely likely or somewhat likely to switch brands if a company doesn’t anticipate their needs.”<sup>2</sup>

Understanding not only who your audience is, but what drives them, is key. It is essential, especially in the information age, for companies to know precisely who their customers are and what they want. Machine learning and data science can help in several ways with this, not only in reactionary sense, but in a proactive sense too.

- Structuring the data automatically and consistently. There are many traps and pitfalls that can arise when data is interpreted in an unstructured or ad-hoc way. This can lead to spurious and damaging ideas that are different from the ground truth.
- Good data visualisation is a great way to take in lots of data and view trends in an intuitive way. The human brain is highly visual and displaying all the data in a digestible way is invaluable to comprehension.
- Do you know what the 5 most important factors are regarding whether your lead conversion? Algorithms can tell you what features on a lead are most important for conversions, and which don't matter. This can help you target your advertising spend for a far better ROI.

## Save Time and Money

At the centre of machine learning in marketing is the idea of efficiency and improving your ROI in terms of lead generation and conversion. This represents a very practical application and empirical measurement of the benefits of machine learning, as can be used in performance marketing today. By improving the measure of leads, in terms of both knowing which to pursue and which to filter out, performance marketers can save time and money chasing good leads and lowering Customer Acquisition Costs.

Accurate lead scoring can serve as a bouncer, automatically keeping bad leads out. This, of course, relies on an accurate system to grade the leads. Throwing away good leads is even worse than wasting time on bad leads, therefore, a machine learning algorithm tailored to that campaign is required and can really make a large difference.

It is found that any lead with a score less than a 25 is virtually guaranteed to not convert, but most set their threshold at 15 to be extra safe. What could you accomplish with 15-25% fewer bad leads? Ultimately, applying machine learning to your lead generation efforts offers a very practical application of a new marketing technology that can drastically improve performance.

# Machine Learning Will Empower The Consumer

The development and application of machine learning will not only change marketing but reshape the market itself. Today's spray and pray approach to advertising will soon be seen as antiquated and profligate. Moving forwards, the capabilities of new technologies will redefine how the consumer is viewed and consequently approached. Machine learning will act as a bouncer, dynamically pricing each lead according to its potential, simultaneously enlightening marketing teams and protecting consumers. The enlightened marketers of the future, educated in the true wants and desires of the consumer, will be able to apply new technology to achieve a far higher conversion rate with better quality leads.

When it comes to data, quality will prevail over quantity. Consequently, machine learning will empower the consumer and the most successful companies will be the ones who can approach the correct consumer, with the correct message, at the correct time. Without machine learning companies will effectively be marketing in the dark.

## What we do:

At Databowl, we offer our Machine Learning Department Skunkworx as a tool to help you improve the efficiency of your lead generation and increase the ROI for your performance marketing. Our all in one B2C marketing platform and lead generation management system offers all the tools required to grow any business. Skunkworx is an available tool within this platform, design to improve the performance and expedite the growth of all who apply it.

## What's next:

Databowl Skunkworx are continuing to develop lead prediction and analytics offerings, while breaking new ground on affiliate event prediction. Our vision is to let our customers see their data with clear eyes, and even plan for the future by looking at past behaviour.

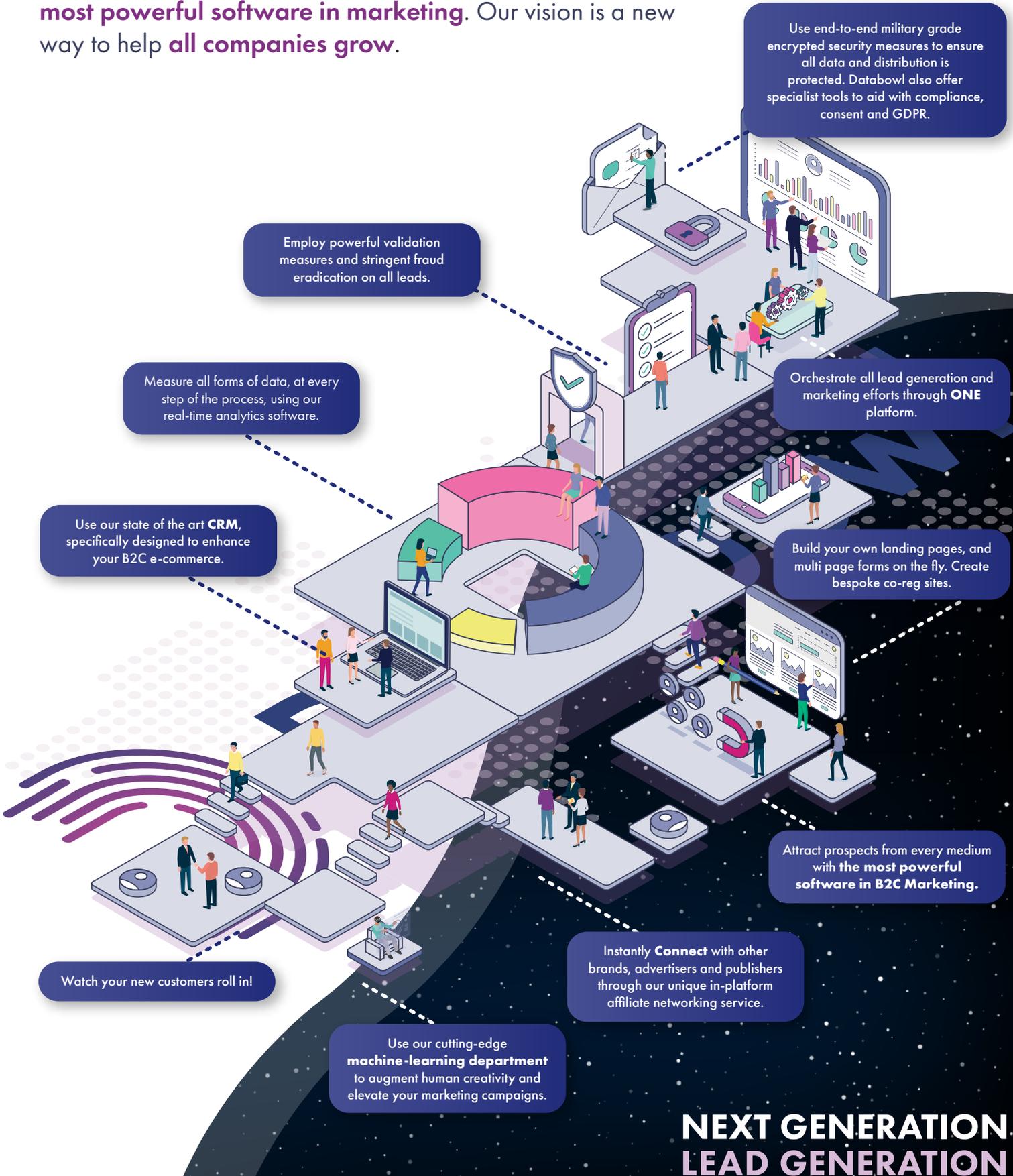
With regards to performance marketing as a whole, the application of machine learning is no longer a case of if, but when. The most successful marketing teams of tomorrow will be those who begin using machine learning today. This is the time for pioneers to take the first steps towards the creation of a new marketing paradigm.

**ENDNOTE:** 1 & 2 <https://www.salesforce.com/form/pdf/state-of-the-connected-customer.jsp>



## The All In One B2C Marketing Platform

Our vision is to create **one platform** that every single B2C company in the world can use. Our vision is to create **the most powerful software in marketing**. Our vision is a new way to help **all companies grow**.



# NEXT GENERATION LEAD GENERATION