

# EXAMPLES OF MACHINE LEARNING IN MARKETING EXPLAINED

The marketing industry is exercising machine learning to boost customer engagement. Here are some fantastic examples of machine learning in marketing

## 1 ONESPOT

OneSpot enhances brand engagement and content consumption through algorithms.

## 2 AGREEABLE RESEARCH

Agreeable Research uses networked surveys to map and measure relationships within respondents. Thus, it builds “controlled social networks”. Therefore, which in turn reveals the reasoning behind consumer behavior about purchasing, voting, etc.

## 3 FUNNEL AI

Funnel AI combines machine learning with more extensive artificial intelligence and social media. Thus, it does so to support businesses increase sales opportunities and growth.

## 4 ZYLOTECH

MIT-born ZyloTech uses machine learning to sort through and merge customer data. So, this then helps to produce “relevancy-based recommendations” for any marketing engine.

## 5 FRASE

Frase links ML with human intelligence to deliver better content that improves human creativity. So, its creative community includes news organizations, freelance writers, and in-house marketing teams.

## 6 MARKETMUSE

MarketMuse, a creator of AI marketing and optimization software, recently launched Suite. Therefore, it enables companies to better plan, analyze, design, and optimize content to ensure the reasoning.

## 7 OPTIMAIL

Machine learning benefits Optimail enhancing the email marketing campaigns by automating their optimization.

## 8 PEOPLEAI

PeopleAI utilizes machine learning to increase productivity by developing sales automation tools. Hence, it focuses on more critical sales and marketing efforts.

