5 Ways AI Can Solve a Brand’s Marketing Problems

Artificial intelligence and machine learning continue to increase the stakes in the analytic, predictive and executional arms race needed to create and keep customer relationships. Marketing is at the center of this change, and several existing applications promise to irrevocably change the landscape with step-level superpowers. With great power comes great responsibility, and marketers must… https://www.adweek.com/digital/5-ways-ai-can-solve-a-brands-marketing-problems/