

*Everything you need to know about*  
**MARKETING ANALYTICS &  
ARTIFICIAL INTELLIGENCE**

*A Practical Guide for the 21st Century Marketing Executive,  
Media Buyer, Content Marketer, and PR Professional*

**BY CHAD POLLITT**

Co-Founder, Relevance, Adjunct Professor, Indiana University, Kelley School of Business

**Foreword by Julie Lyle**

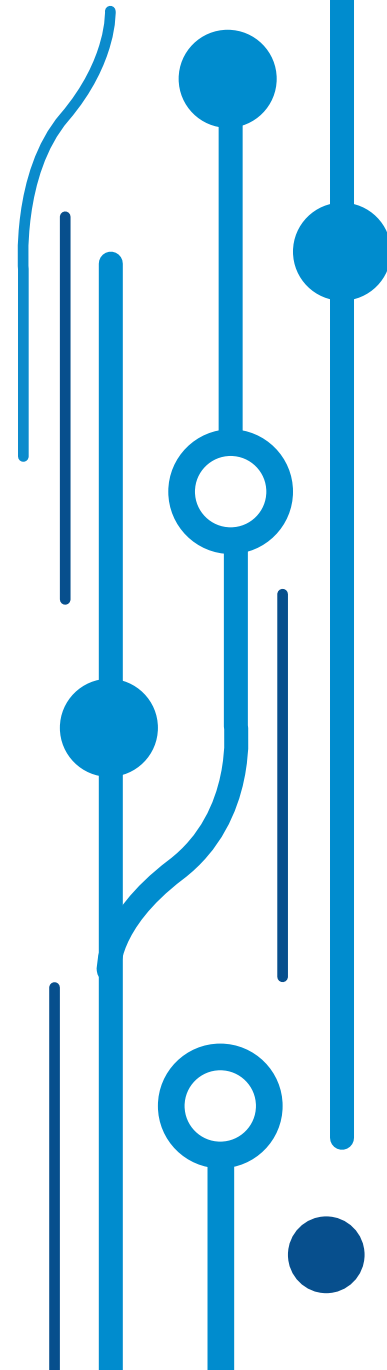
CMO Advisor, DemandJump, Former CMO, Walmart, Raytheon, Prudential, Pamida and HHGregg

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# About the Publisher

## **DemandJump is doubling marketing performance.**

DemandJump's customer acquisition platform enables marketers to find and target new customers with precision by locating qualified traffic three steps before they reach you, and more importantly your competitors, across all digital channels.

DemandJump customers are achieving double and triple-digit increases in revenue, without increasing marketing spend, all by targeting their audience where they make decisions and buy.

Today, you see the last website a user was on before they visit your site. DemandJump sees where that audience is three steps before it reaches you, or more importantly, your competitors. Armed with that level of intelligence, you can target your audience with mathematical precision, and make decisions that maximize revenue and minimize cost.

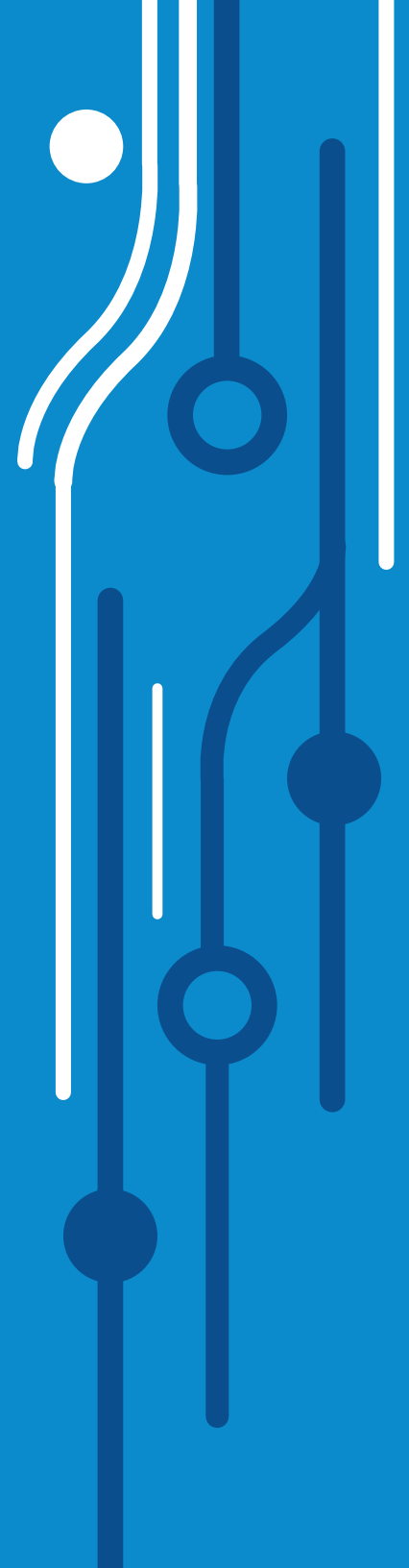
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Foreword: Julie Lyle

Editor: Egan Montgomery

Designer: Natalie Davis



# A Foreword from Julie Lyle



Not long ago, I spoke in Paris to a group of business leaders from some of the world's top companies about how to best position yourself to win in this crazy, fast-changing business environment. The eBook that follows brought to mind precisely what I shared with these global leaders. That is, "He who learns the fastest wins."

This is not a hypothesis. Rather, this is the mantra that defines the new way we must work today, and into the future. This new "reality of learning," is being fueled by globalization and the accelerating pace of technology. As leaders, we must adapt to this reality or our brands and our businesses will perish. No industry is safe from this voracious speed of change, and it affects every aspect of modern business from finance to IT, operations, sales and of course - marketing.

In the past, businesses only had three to five competitors to worry about. Now, it could be 20, 30, or more. With the accessibility of the internet, improved shipping infrastructure, global sourc-

ing, and modern consumers who are happy to purchase online, virtually anyone can stand up an eCommerce shop and compete for market share. All the while, traditional competitors are getting smarter, faster and more aggressive every day.

On top of this, we face the incredible proliferation of media channels, technology tools, and data sets. We used to worry about television, radio and print. But today, there are over 120 marketing channels to contend with. And the marketing technology landscape has increased nearly 3500% over just five years ago. That's more than 5,300 technology tools to evaluate, navigate and integrate! The challenge can seem virtually impossible, but it is not. And marketers within the world's fastest growing companies are figuring this out.

In retail, we love to hate Amazon, but we would be better served to truly evaluate the foundation of their success. The truth is, Amazon has positioned itself to leverage AI to learn faster than their competitors, and to put those learnings to work. Amazon rarely creates innovation. Instead, they position themselves to continuously evaluate new technologies and then they buy - or apply them rapidly, and in ways that deliver real customer value.

Similarly, game-changing companies understand that Artificial Intelligence is at the core of competitive advantage today, and it will continue to be far into the future. They know that AI enables their teams to learn faster, which in turn enables success.

High growth companies are maniacally focused on this. They are constantly seeking new ways to embed AI and a culture of learning into everything that they do. From predictive merchandising, to location-based marketing and analytics, to loyalty - smart companies leverage AI across all of their customer-facing strategies.

The book you are about to read is a comprehensive introduction to marketing analytics and artificial intelligence. It provides powerful insights on how to leverage these technologies to differentiate your brand and accelerate your market share gains. Whether you are a seasoned AI veteran or are new to the field,

**He who learns fastest wins.**

# About Julie Lyle

Julie Lyle is the Interim Chief Marketing Officer at Barnes & Noble, Inc., and a CMO Advisor to DemandJump, a growth stage A.I. and marketing technology company serving Fortune 1000 retail, CPG, B2C and B2B brands. She joined Barnes & Noble in June 2017, bringing a 25+ year track record of success as an entrepreneur, executive and Board member for some of the world's most respected brands across EMEA, APAC, and the Americas.

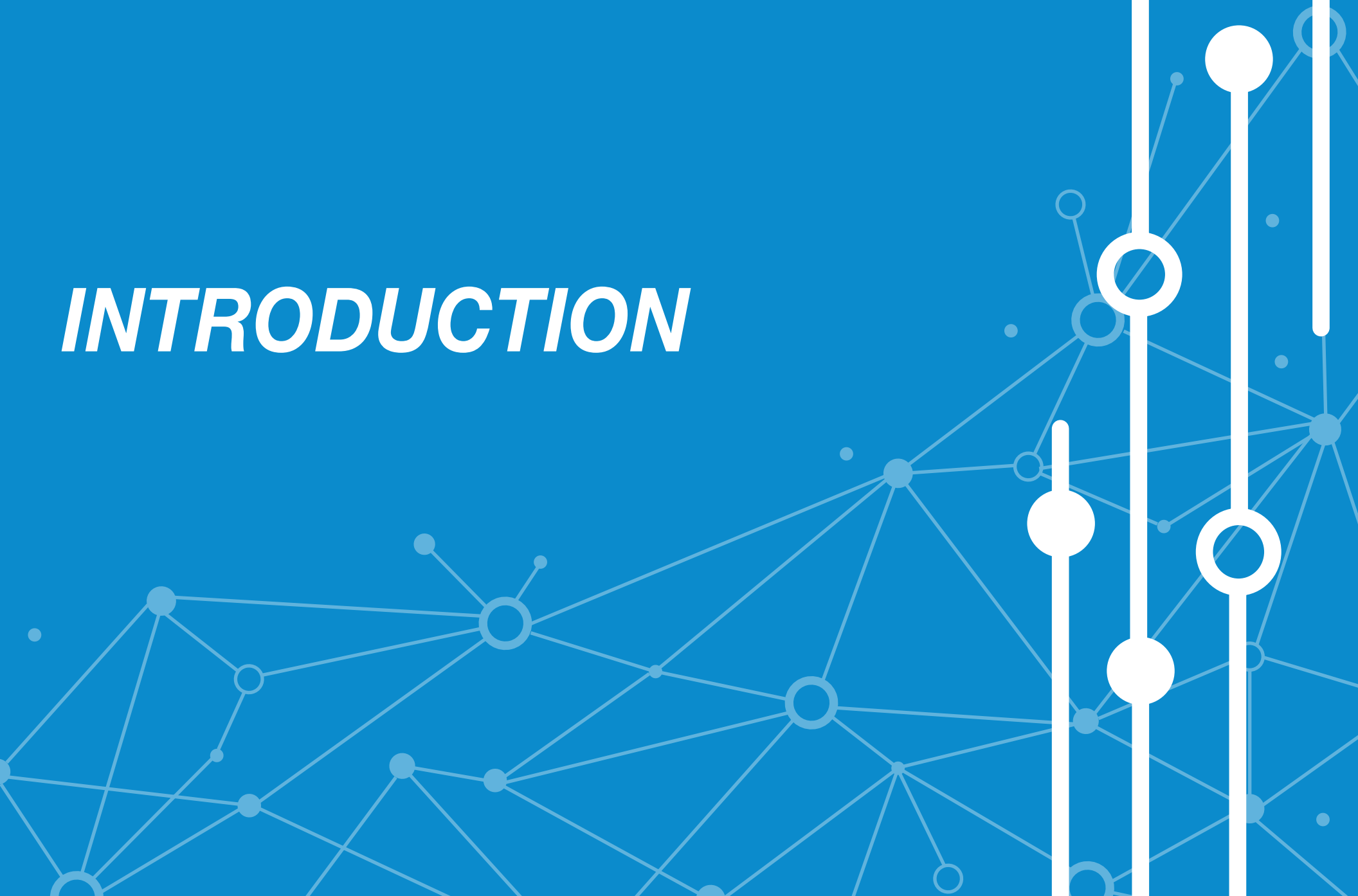
Prior to joining Barnes & Noble, Julie served as Global Chief Marketing Officer for Walmart, Prudential plc, hhgregg and Voyager. She was also Chief Merchant and Chief Marketing officer for Pamida (Sun Capital Partners) and served as the Chief Revenue Officer and Executive Director for Raytheon, and Chief Revenue Officer for DemandJump.

Julie is also an experienced entrepreneur. In 1985, she founded Ripley Marketing Group, which she led for 11 years and grew into a multi-million-dollar business and consumer marketing and communications firm.

In recognition of her achievements, Julie was named “Top 25 Women to Watch,” and “Top 20 Omnichannel Retail Executive.” She has received one Silver Anvil, 2 Bronze Quills, the prestigious Gold Standard and many other awards for her contributions to marketing, ecommerce and government relations worldwide. She is often quoted in Forbes, WSJ, FastCompany, FT and other international business publications. Having lived and worked in dozens of countries throughout APAC, EMEA and The Americas, Julie has put to good use her degrees in International Relations and Political Science from Tulane University in New Orleans, Louisiana. She was born in Rio de Janeiro and holds dual citizenship in the United States and Brazil.

Julie was an advisor at the world economic forum on advancing women, and serves on the board of directors at Tcc global, Fusechain, and Yext through their IPO in 2017.

# ***INTRODUCTION***



# Chapter 1

## The Future is Now

### **There's only three things that can be guaranteed in life -**

death, taxes and the disruption of an industry. Disruption is happening all around us, every day. Look what Amazon has done to retail, Uber to taxis, LinkedIn to job boards, the Internet to the media, crypto currencies to finance, and so on, and so on.

Artificial intelligence (AI) alone is predicted to disrupt forecasting, customer service, education, finance, foodservice, personalized healthcare, medical, logistics, loyalty programs, marketing, procurement, public relations, search, and security. <sup>1</sup>

According to Salesforce Solutions CTO, Brett Colbert, blockchain is set to disrupt land use, identity, global logistics and shipping, automotive, aviation, manufacturing, prescription drugs, finance, government, banking and many more. <sup>2</sup>

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*blockchain is set to disrupt land use, identity, global logistics and shipping, automotive, aviation, manufacturing, prescription drugs, finance, government, banking and many more.*

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It used to be that major disruption across an entire industry occurred maybe once a decade or less. However, in today's environment, we're beginning to see whole swaths of industries being disrupted at the same time.







## The Future is Now

Today, we're beginning to see the very first signs of disruption to come in digital marketing and advertising. Many of us aren't even aware of what that will look like.

ADYOULIKE has integrated with IBM Watson. Salesforce has launched its Einstein technology. HubSpot acquired machine learning company, Kemvi. Blockchain companies like adChain, Bitteaser, Native Video Box and NEM have all entered the ad tech space.

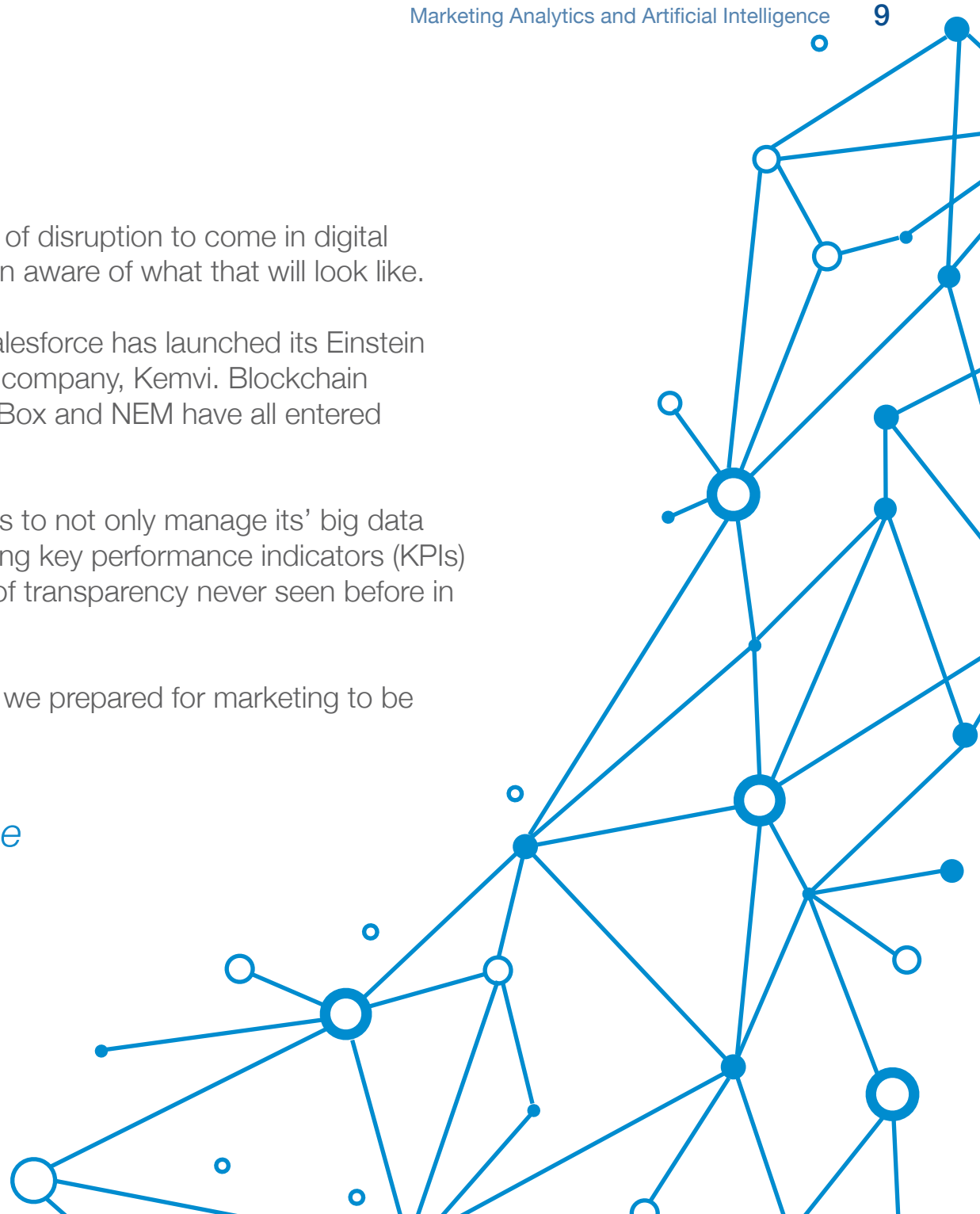
This new technology will make it easier for brands to not only manage its' big data and get actionable insights, but will drive marketing key performance indicators (KPIs) to new heights. They'll also usher in a new level of transparency never seen before in ad tech.

As marketers, we all need to ask ourselves, "Are we prepared for marketing to be fundamentally disrupted?"

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*"Are we prepared for marketing to be fundamentally disrupted?"*

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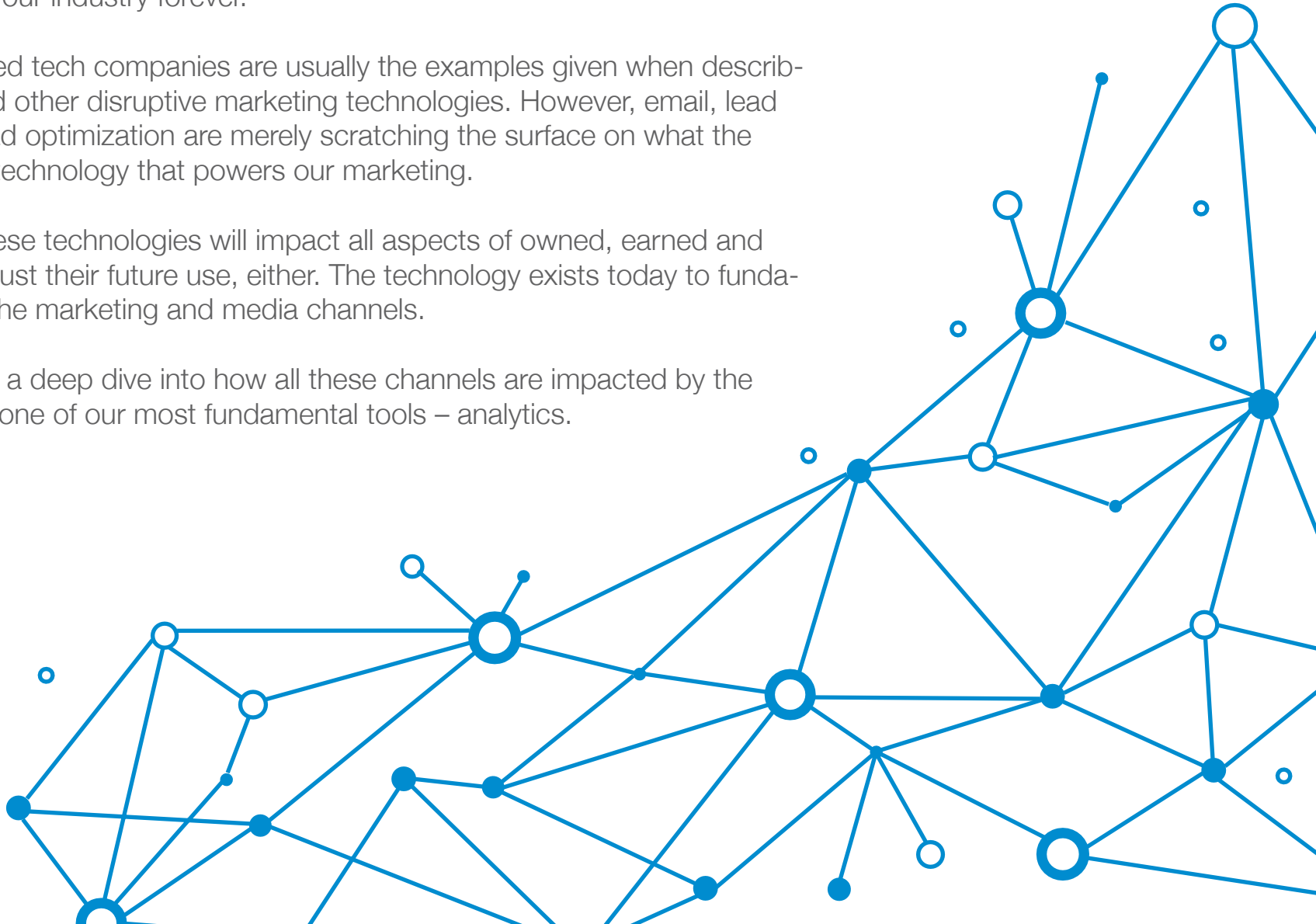
## The Future is Now

No matter the answer, it's likely the vast majority of us have little clue how technology is poised to change our industry forever.

The above-mentioned tech companies are usually the examples given when describing the use of AI and other disruptive marketing technologies. However, email, lead scoring and online ad optimization are merely scratching the surface on what the future holds for the technology that powers our marketing.

The future use of these technologies will impact all aspects of owned, earned and paid media. It's not just their future use, either. The technology exists today to fundamentally disrupt all the marketing and media channels.

In this book we'll do a deep dive into how all these channels are impacted by the introduction of AI in one of our most fundamental tools – analytics.



## Chapter 2

# Artificial Intelligence in Marketing

### Many people before me have written volumes on AI.

Many still, have written about marketing AI. In fact, my friend, Paul Roetzer, launched the Marketing AI Institute. The site is full of good articles and musings about marketing AI. This is important to note because it signifies that marketing AI is not some trend that's going away any time soon. So much so, in fact, there's a hub of marketing AI thought leadership online.

Roetzer has some valuable things to say about marketing AI that today's modern marketer needs to know. For example, he says:

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*“Marketers who can harness the power of artificial intelligence will be able to do more with less, run personalized campaigns of unprecedented complexity, and transform business as usual through new methods of machine-intelligent marketing. The opportunities are endless for marketers and entrepreneurs with the will and vision to transform the industry.”<sup>4</sup>*

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## Artificial Intelligence In Marketing

According to a Forrester survey, 86% of more than 700 marketers in decision-making roles at companies across the US, Europe and Australia agreed that AI would make their marketing teams more effective and efficient.<sup>5</sup>

One of the major problems with marketing AI solutions is one of marketing versus reality. While many solutions tout their use of AI, only a percentage of them are actually providing value using it. The others are using the phrase merely to market the product and drive sales. How AI is actually applied within the solution is what determines its value.

AI used to process images and personality types have long been available. They're considered elementary at this stage and provide minimal value.<sup>16</sup> Solutions focused on interpreting many different unstructured data streams to help scale, report on, predict results and improve accuracy are the ones providing value with AI.



# 86%

Of Marketers say that AI would make their Marketing teams more effective and efficient



## Artificial Intelligence In Marketing

Many of today's current marketing AI solutions strictly cater to the person (who) in the seven P's of Marketing (more on this later). That's OK. We marketers need those solutions, too. Most of them are merely predictive in nature and still require a marketer to digest the information and decide on which actions to take.

For example, using AI to send personalized email at the best time to individual recipients, automating lead scoring and intelligence, and scoring on-page content. These are all examples of marketing AI being used to cater to the person (who) and are predictive in nature using past data.

We're also seeing marketing AI enter into the influencer advertising space, too, or promotion in the seven P's. These solutions are using AI to efficiently and optimally match influencers and brands, all while facilitating a financial transaction between them. It also exists in the non-paid influencer marketing space, too, for better influencer identification, among other things.

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*These solutions are using AI to efficiently and optimally match influencers and brands, all while facilitating a financial transaction between them.*

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## Artificial Intelligence In Marketing

In many ways, prescriptive AI can dramatically boost a marketer's ability to be successful, overachieve and get more done. In the past, this would require whole teams of analytics professionals or data scientists to accomplish the same tasks prescriptive AI can perform today.

Mike Kaput, Director of the Marketing Artificial Intelligence Institute shares that marketers will be enhanced in one or more of three functions by AI. It's rare for a marketing AI solution to enhance all three.<sup>7</sup> The implication of this is that most marketers aren't in danger of losing their jobs anytime soon. These functions are featured to the right:

Forrester also discovered that 46% of companies said that their marketing and sales teams are leading the investment in AI technology – the highest of any department.<sup>5</sup> It's safe to say that the AI genie has been let out of the bottle and marketers need to be ready to embrace it.

### Assessment


Marketers analyze data, past performance, and best practices to learn what works. They communicate this to stakeholders and colleagues.

### Recommendation

They use human creativity to recommend new actions that may be successful. These recommendations rely on data from the assessment phase. But they also include healthy doses of intuition, guesswork, and bias.

### Implementaton

Marketers create assets and execute campaigns. They may do this with or without the help of machine systems like automation software.



## Chapter 3

# Artificial Intelligence & Analytics

**There are some parts to marketing that fundamentally never change.**

Take for example, the seven P's of marketing – product, price, promotion, place, packaging, positioning and people.<sup>3</sup> With online marketing these seven P's still exist. However, one is consistently forgotten and has been since the first analytics programs were integrated into websites – place (where).

What makes place so powerful in the offline world is pretty simple to understand. Where a brick and mortar business exists in relation to other businesses, households, government and infrastructure can impact the visibility and viability of a company in profound ways.

This P, as it relates to the online world, is largely ignored by today's digital marketers. Where a website exists in relation to other websites is important. The infrastructure of connections via links from these websites massively contribute to the visibility and viability of a website, and ultimately, the business itself in many cases.



## Artificial Intelligence and Analytics

### One Degree of Separation

Our analytics that we rely on to report on the health of our websites and the impact of our campaigns only provides information for websites that link to us one degree away. And in most cases, attribution is only provided for the last touch. This means that marketers have no clue what succession of websites ultimately drove the visitor to the site, that in turn, drove them to the marketer's website. This is how our analytics reports information:

Now let's bring this back around to one of the seven P's – Place. This is the equivalent of an offline brick and mortar only being aware of the businesses and places directly next door and across the street. In reality, the business could be in a bustling downtown area filled with dozens of shops, restaurants, parks, a courthouse and condominiums. It's likely this business's customers stop by some of these other places before visiting it.

With most of today's analytics, a webmaster would only see patrons that left the places next door or directly across the street. What if the business knew the exact cadence of places visited by each patron just prior to them making a purchase? This would be very detailed attribution. What if they knew this information about every business in the area?





## Artificial Intelligence and Analytics

Maybe the business discovers that many of its competitor's patrons reside in the condominiums two blocks away and they only make a purchase after they run in the park. That would be important information to know. Now the business can inquire about sponsoring the condominium's newsletter with a coupon or sending an employee to the park dressed up in a goofy costume promoting a sale.

### An Overreliance on Person (Who) Reporting

Most of today's analytics programs don't report the important data mentioned above. Why? Quite simply, because they can't gather it. It's too much big data to parse through for the technology that powers much of today's most adopted analytics platforms. They were built on top of a 15-year-old technology framework.

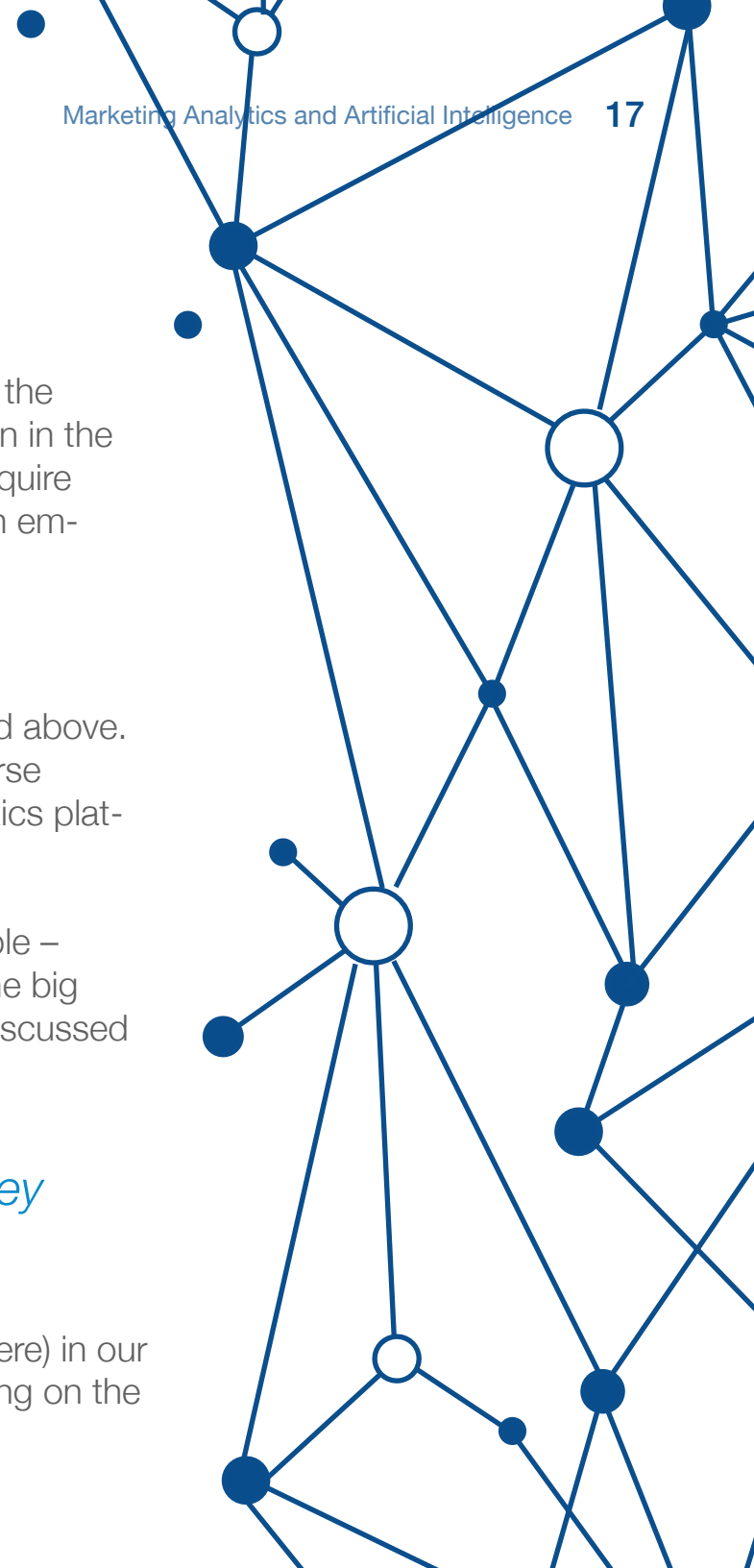
Quite frankly, they don't have much incentive to change either. Why? It's simple – most of the frequently used analytics programs today are owned by one of the big four or so online advertising networks. If marketers had the level of visibility discussed above, they could spend less and get even better results.

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*If marketers had the level of visibility discussed above, they could spend less and get even better results.*

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Instead, these platforms have convinced most marketers to ignore place (where) in our online marketing. They've been able to do this by being really good at reporting on the person (who) in the seven P's of marketing.



## Artificial Intelligence and Analytics

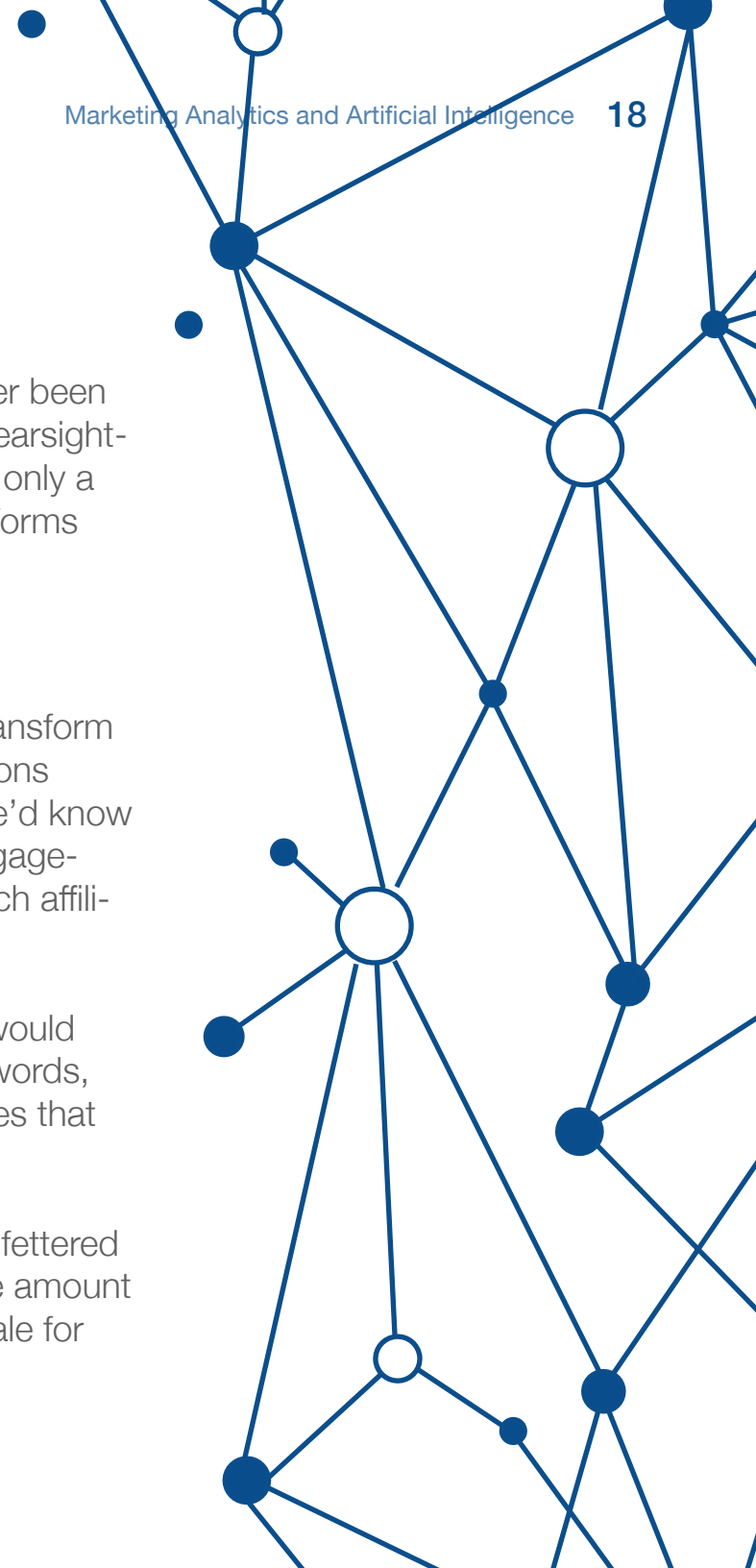
While person is certainly important, and so are the rest of the P's, we've never been given the complete picture online. As marketers, our view of the Internet is nearsighted with tunnel vision. This means that the decisions we make are made with only a small fraction of the information that exists. In this way, today's analytics platforms are only one-dimensional.

### Three Degrees of Separation

What if AI could take our current one-dimensional view of the Internet and transform it into a truly three-dimensional view? We'd be able to see all of the connections within our potential topical sphere of influence up to three websites away. We'd know which ads and influencers were the most successful at driving clicks and engagement for all the websites that were relevant in our industries. We'd know which affiliates were the most successful within our industry.

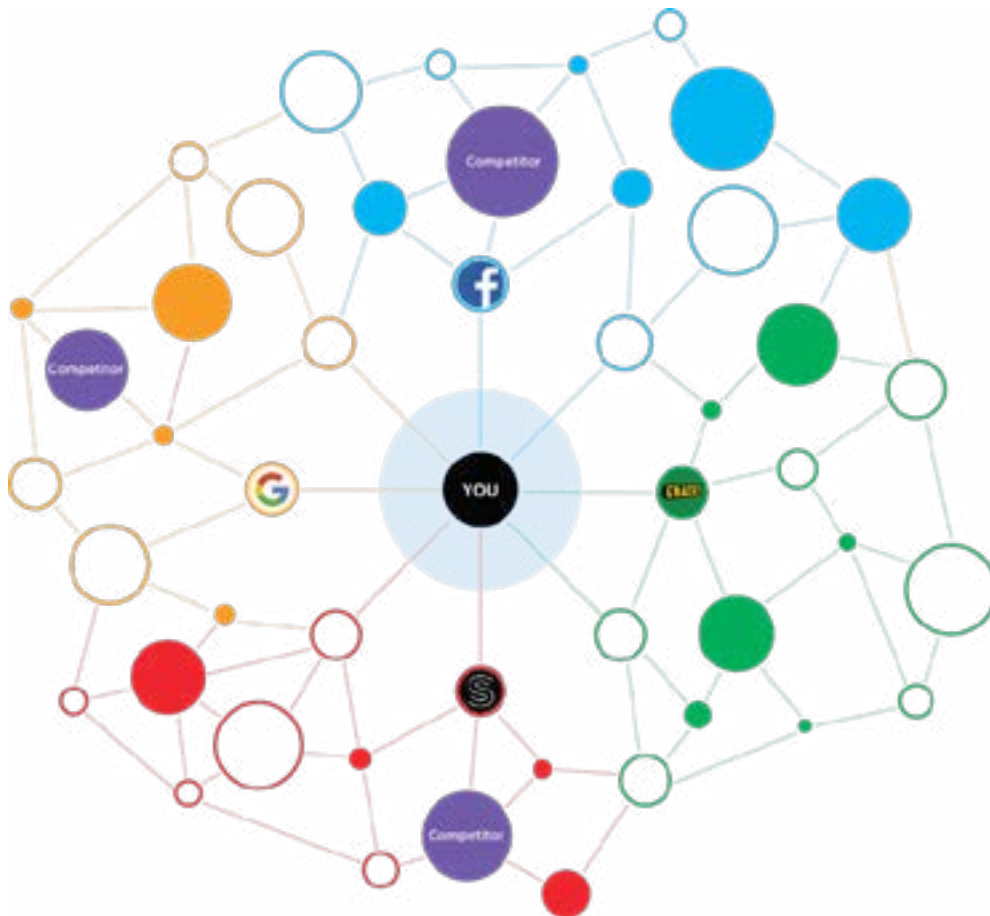
What I'm describing would be a new analytics system, powered by AI, that would report and track on data up to three degrees away from a website. In other words, we'd see data about all the websites that link to ours, the data about websites that link to them, and the data about websites linking to them.

To do that with the most adopted analytics programs today would require unfettered access to thousands, and in some cases millions, of websites' analytics. The amount of data generated would be on a massive level and likely unusable at any scale for marketers.



## Artificial Intelligence and Analytics

The visual representation of this new analytics system is shown below:



Homepage, DemandJump<sup>9</sup>

This model of analytics and reporting paints a fuller picture for marketers that includes full attribution and prospective customers' online journey. Not so much how we typically describe the customer journey—only one degree of separation on owned, earned and paid channels—but, a three-dimensional picture.

Having access to this kind of data can have a huge impact on the performance and cost of paid media by informing marketers which sites to stay away from and which ones to double down on. It can also be a boon for earned media, influencer marketing and media outreach.

From an owned media perspective, data like this can help inform marketers about what content in their industry is the most popular or underserved – true content intelligence. The paid and organic social media insights would be much richer and thorough in this model, too.

## Artificial Intelligence and Analytics

### Data Rich. Insight Poor

We live in a world that is totally consumed by data. But what is data really? At the end of the day, it's nothing more than a commodity. A resource. What should matter to businesses right now is what they can do with it. The question every marketer should be asking themselves about data is, "What insights are being surfaced that can drive my business to the next level?"

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*"What insights are being surfaced that can drive my business to the next level?"*

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There has been increasingly more attention paid to the idea of a Customer Data Platform (CDP). Defined as unified, integrated storage of all your customer data, this idea was first introduced in 2013.<sup>25</sup> A CDP is critically important in understanding prospects and customers in a holistic way. This includes both pre-acquisition and post-acquisition.

Unfortunately, very few marketers have a true CDP. Instead, most have a disparate array of systems and tools that don't share data or insights very well. Those marketers who have access to CDP technology have a massive advantage over those that don't.

The best marketing analytics and attribution technologies have CDP built into them. The real value for marketers lies in what the technology can do with the data and the recommendations they provide. AI plays a critical role in this feature.



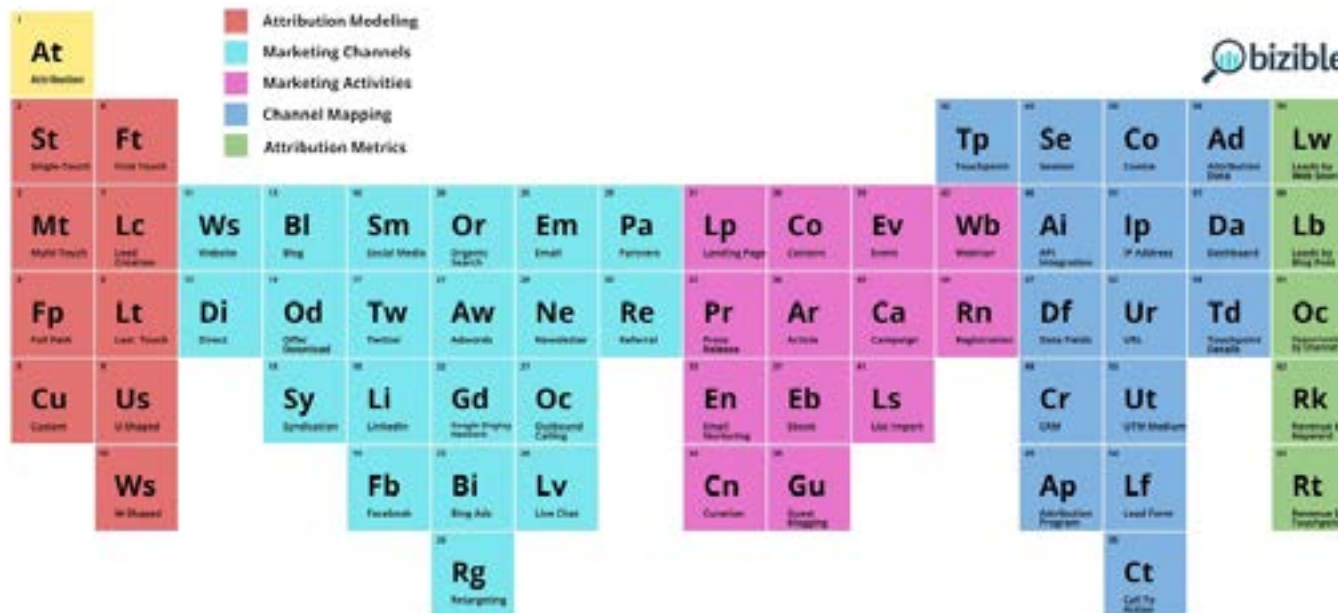
# Chapter 4

# Marketing Attribution

As with most of today's analytics, marketing attribution is very one-dimensional in nature. This is simply a reflection of the data being delivered by much of the current analytics technologies. The below infographic from Bizible does a good job at explaining the different types of modeling, marketing channels and activities, channel mapping, and metrics associated with marketing attribution.

## The Periodic Table of Marketing Attribution

A Data Scientist's Overview of the Key Elements of B2B Marketing Attribution



The Periodic Table of Elements for B2B Marketing Attribution, Bizible®



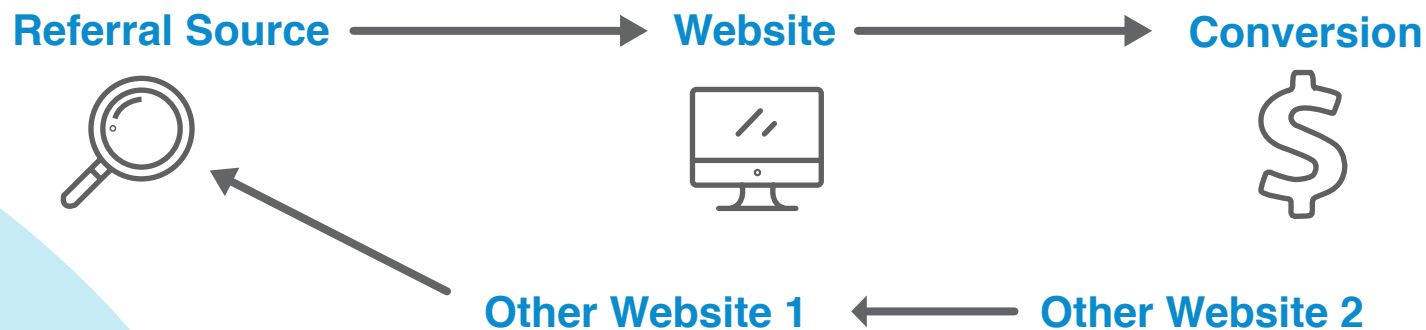
## Marketing Attribution

For example, referral traffic is listed as a marketing channel. We can easily go into our analytics du jour and find the amount of traffic that was delivered by a referral source. Some of that traffic could have become customers, too.

Depending on our attribution model (last touch for example) we could give the converting referral traffic credit for delivering revenue. It would look like this with the website being ours and the conversion (sale) being on our website:



This is fine in a one-dimensional analytics world. However, in reality, it's more likely something drove traffic to the referral source and something else drove traffic to it. That's data that the vast majority of marketers don't have access to today. Here's what that model would look like:





## Marketing Attribution

This is an example of attribution modeling three degrees away. The other websites listed could be other referral sources, social media, email, search engines, etc. As a marketer, this is extremely valuable information to have.

If we knew what website two was, we could go directly to them and partner on a sponsorship. Maybe it's a popular blog or online publication. Going the earned media route and pitching them a story to write is a possibility, too. Maybe website one is a popular influencer in the industry. That's a possible marketing partnership.

The above is an extremely simplified example of three-dimensional attribution modeling and is fairly easy to understand. Now imagine a model that showed everything that linked to all traffic sources and everything linked to those. Pretty hard to imagine, right? It would look something like the graphic below.

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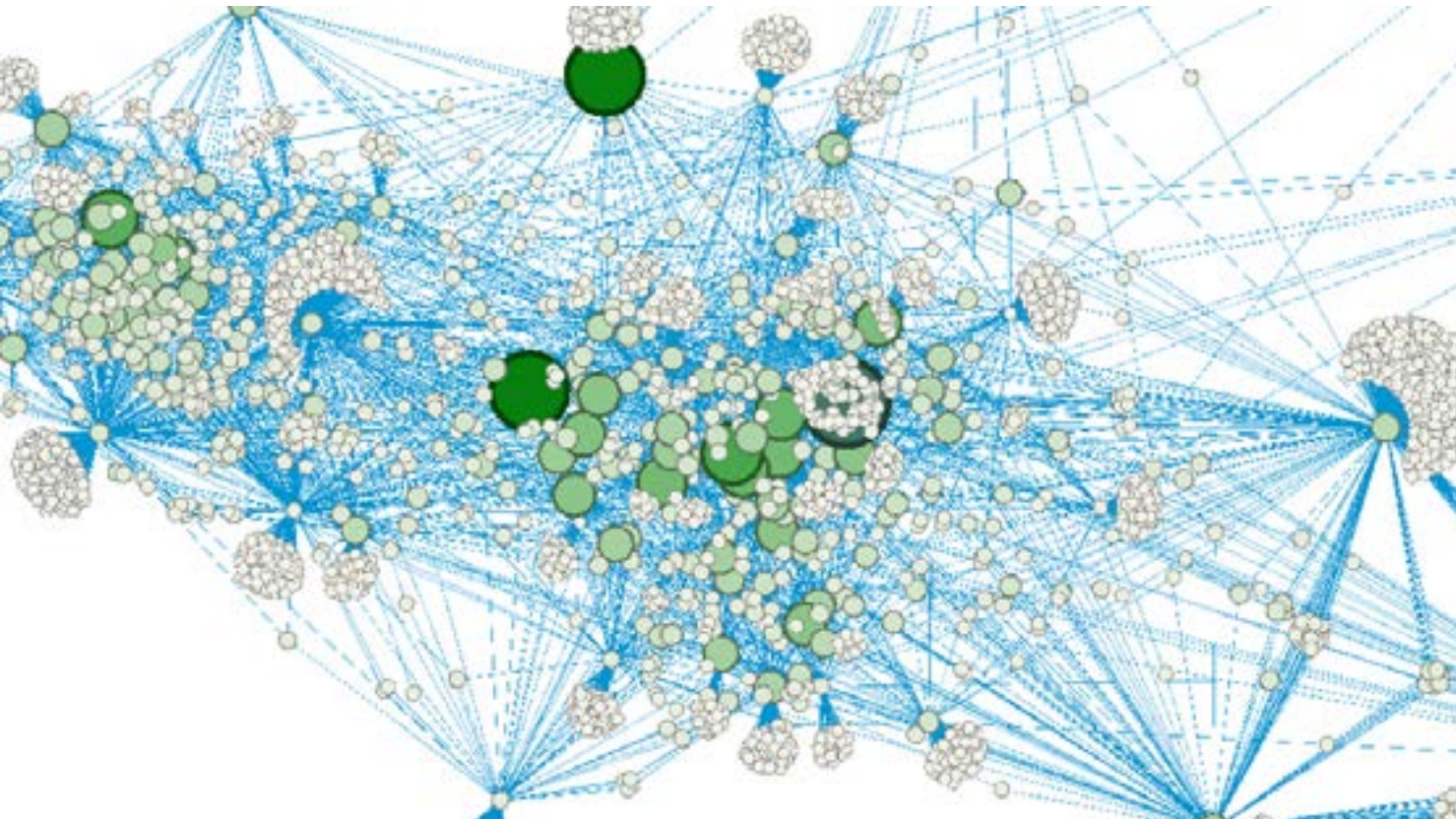
*Now imagine a model that showed everything that linked to all traffic sources and everything linked to those.*

---





## Marketing Attribution



*Homepage, DemandJump<sup>9</sup>*

The above model can inform marketers which sites to stop advertising on or double down on, while identifying new and better performing sites in which a marketer should invest. It does the same thing for earned media, as well, but in this case, it's where to spend time, as opposed to budget. It also enables marketers to gain true content intelligence on which topics are resonating or are being underserved in their contemporary sphere of influence online.

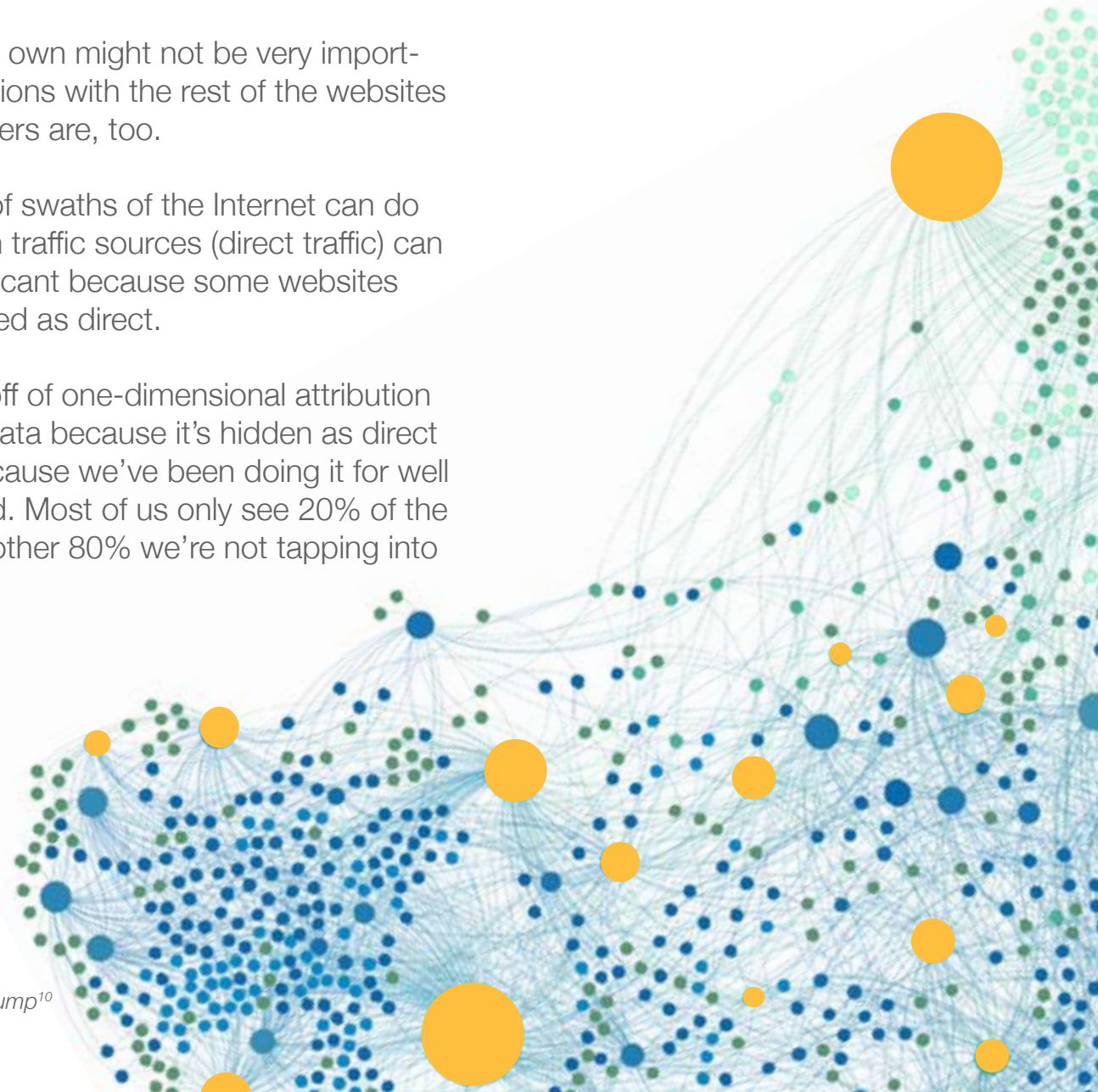


## Marketing Attribution

Each website represented in the above on its own might not be very important. However, their relationships and connections with the rest of the websites are. Discovering and identifying relevant clusters are, too.

Another thing that a three-dimensional map of swaths of the Internet can do is triangulation. Meaning, previously unknown traffic sources (direct traffic) can be revealed in many cases. This is very significant because some websites can have huge percentages of its traffic labeled as direct.

Imagine making marketing decisions based off of one-dimensional attribution modeling and missing large percentages of data because it's hidden as direct traffic. Marketers don't need to imagine it because we've been doing it for well over a decade already and it's been accepted. Most of us only see 20% of the data in a relevant digital ecosystem.<sup>9</sup> It's the other 80% we're not tapping into to inform our marketing decisions.





## Marketing Attribution

The yellow above represents the 20% of the digital sphere of industry influence a marketer can see. This has been acceptable since the early 2000's. Today's AI-driven analytics makes it possible, for the very first time, to see the remaining 80%.

I know what many readers are thinking, how can we get our hands on this data and once we get it how do we make sense of it? What's outlined above is truly big data. There's a reason this book started off talking about marketing AI and analytics. When the two are married it makes this possible.

The technology currently exists to do this and it's not just predictive – it's prescriptive AI. Meaning, it looks at copious amounts of structured and unstructured data to explicitly tell the marketer what to do next. In this way, analytics as we know it has changed forever.

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*The technology currently exists to do this and it's not just predictive – it's prescriptive AI.*

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Now let's explore how tapping into the 80% of data we can't see can impact earned, owned and paid media. We'll look at things like influencer marketing, organic social media and PPC. Put your seat belt on and prepare to see what disruption of an industry looks like.

***PAID MEDIA***



## Chapter 5

# Display & Pay Per Click

### Display

The phrases “programmatic” and “real-time bidding” (RTB) have been all the buzz the last several years in and around display, and paid media in general. Occasionally, these phrases are discussed alongside AI, machine learning and natural language processing. While both programmatic and RTB systems have a tinge of AI, they really represent a bridge technology that’s moving display advertising from its current state of mediocre-transparency, to a fully attributed and transparent future.

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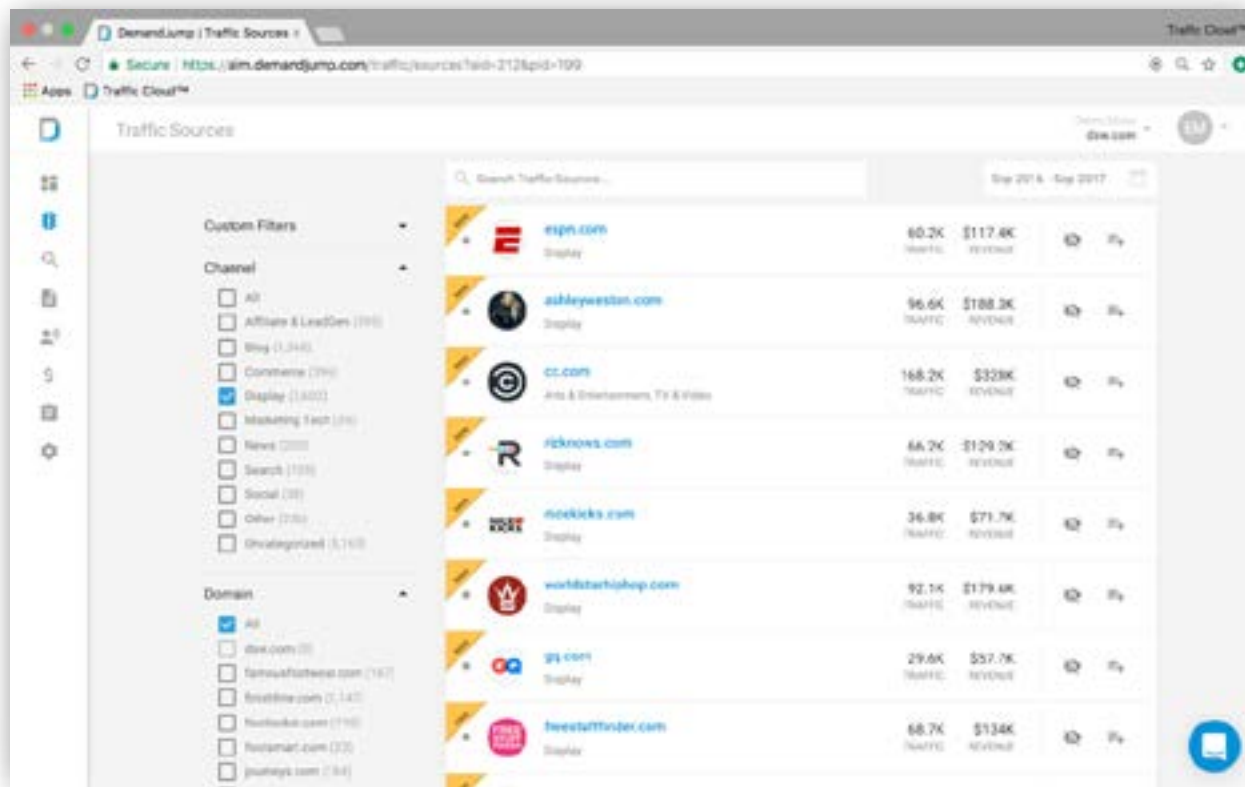
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Two technologies will have the biggest impact on this transition – AI and blockchain. The display space struggles with both transparency and attribution. There are many third parties out there that stick their hands in the candy bowl and grab pennies at a time of our precious budgets spent. Add to that a glutton of spam bots committing click-fraud and you have a system rife with problems.



## Display & Pay Per Click

On average, display advertising has a 0.05% click-through rate.<sup>20</sup> Of those click-throughs only 30 to 40% of them don't bounce immediately. The inefficiency of this channel is astounding. The first display ad was from AT&T back in 1994 and featured a 44% click-through rate. By 1998 click-through rates fell dramatically – closer to what we see today.<sup>21</sup>



The screenshot shows the DemandJump Traffic Sources dashboard. The main table lists various traffic sources with their respective traffic and revenue. The table is filtered by 'Display' channel and 'All' domains.

Source	Traffic	Revenue
espn.com	60.2K	\$117.4K
ashleyweston.com	96.6K	\$188.2K
cc.com	168.2K	\$328K
ipknews.com	66.2K	\$129.2K
kickbacks.com	36.8K	\$71.7K
worldstarhiphop.com	92.1K	\$179.4K
gq.com	29.6K	\$57.7K
twostuffintex.com	68.7K	\$134K

Display Advertising Screenshot, DemandJump



## Display & Pay Per Click

The good news is that technology is helping to fix these problems with inefficiency. In an AI-driven analytics environment that boasts three degrees of attribution in a 3D-mapped ecosystem, brands will not only be able to see the most efficient display channels driving traffic to them, but all of the channels efficiently driving traffic to their competitors.

Through AI-driven analytics, brands will know exactly where they need to double down and where they need to pull budget. This level of insight is helping double, and even triple click-through rates and the overall post-click performance for display advertising.

### Pay Per Click

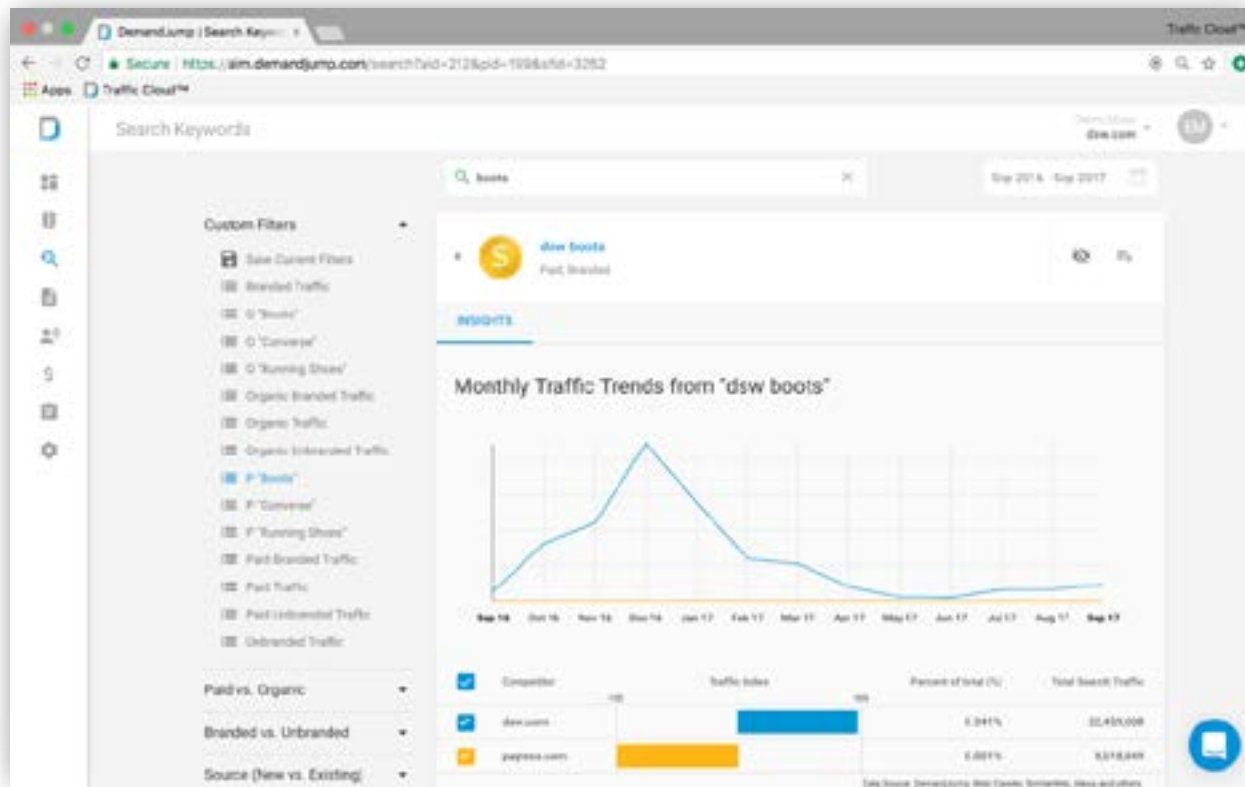
Just like organic search, AI-driven analytics solutions can surface the most impactful keyword phrases for a brand using many different unstructured data sources. PPC isn't just for advertising on Google. It identifies gaps and prescribes new keywords, bid adjustments and ad groups. It helps marketers more efficiently manage their budgets.

The possible combinations of keyword phrases, ad groups, targeting, etc. are nearly infinite for a brand. Allowing this big data to be analyzed using AI-driven analytics is the most efficient way to ensure a brand is investing in the best possible combinations and permutations.





## Display & Pay Per Click



*Paid Search Screenshot, DemandJump*

Using machine learning the optimization only gets better over time. It's constantly improving to drive revenue or whatever goals are established for PPC. With its real-time nature, AI-driven analytics used to power account management, is especially critical for brands sensitive to fast-acting seasonal, market or consumer shifts.



## Display & Pay Per Click

While AI has made many end roads in PPC, it still is not at a level where account management can be completely automated without a marketer behind the wheel. However, future iterations built on top of neural networks with deep learning capability will get there. Just like AI can be taught to play a game better than a human, so too will it be able to run a PPC campaign by itself one day.

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*Just like AI can be taught to play a game better than a human, so too will it be able to run a PPC campaign by itself one day.*

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## Chapter 6

# Native Advertising, Sponsored Content & Paid Social Media

**AI is having a significant impact on native advertising already.**

On the ad tech side, the use of machine learning is creating cost per engagement models (CPE), as opposed to traditional CPC, CPM or CPA. This is ideal for marketers wishing to distribute their top-funnel content at scale. Content marketers want their content engaged with.

From an analytics perspective, all of the same benefits AI provides for display advertising are realized, too – knowing which sites are most efficient at delivering actionable traffic up to three degrees away. This data allows for budgets to be moved around only to those sites that perform and allows brands to pull budget back from those sites that don't. This level of visibility helps marketers avoid almost all of the waste, fraud and abuse associated with online paid media.

It also gives a very accurate competitive view. This is useful for other less obvious reasons. Collecting an inventory of competitor's creative assets in native advertising for those units that perform well can help give brands a competitive edge in their creative. In addition, the content intelligence built into AI-driven analytics lets the marketer know which content will likely perform the best when using native advertising solutions to scale distribution.



## Native Advertising, Sponsored Content & Paid Social Media

### Sponsored Content

Content intelligence tools are also ideal for uncovering paid syndication and sponsored content opportunities. According to Margaret Boland of Business Insider, over the next five years sponsored content will be the fastest-growing native format.<sup>22</sup>

Sponsored content is considered long-form native advertising. It's an entire article or series of articles written by either the publication or the brand itself. Content intelligence can help marketers make the ideal targeted list of publications and/or blogs to request sponsored content or paid syndication on. It also provides an ideal way to track its performance over time without having to rely on the publication to offer up the data.

### Paid Social Media

Over time, organic social media visibility for brands has drastically diminished. This forced many to invest in the multitude of in-feed paid solutions on social channels. In fact, 60% of total global programmatic ad spend on native advertising will be on Facebook by 2020.<sup>23</sup>

# 60%

Of total global programmatic ad spend on native advertising will be on Facebook by **2020**



## Native Advertising, Sponsored Content & Paid Social Media


Paid social media marketers realize the same benefits as described in the above programmatic native advertising section. However, one major benefit it provides with paid social media marketing is data independence. Marketers don't need to rely exclusively on the Twitter or Facebook dashboards to monitor performance.

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*Marketers don't need to rely exclusively on the Twitter or Facebook dashboards to monitor performance.*

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Also, with the 3D view, marketers will be able to identify where the user was prior to visiting the social media network. This information could prove to be highly valuable for identifying new places to advertise or to pitch a story idea to.



# ***EARNED MEDIA***



## Chapter 7

# Influencer Marketing

**There are two types of influencer marketing solutions that fall under one of these categories – paid or earned media.**

Generally, I refer to the paid solutions as influencer advertising (this is one of the oldest forms of native advertising).<sup>15</sup> The term influencer marketing is generally used just to describe the earned solutions. The major difference between the two is whether or not a solution can facilitate a financial or some type of quid pro quo transaction between the brand and influencer.

The vast majority of the influencer marketing solutions leveraging AI today fall under the earned media category – meaning, they merely identify influencers and leave it up to the marketer to reach out and connect to them. Whether or not the marketer offers them a financial incentive is irrelevant to the solution used to identify them. It's still considered an earned media solution.

The paid media solutions, influencer advertising, tend to use AI differently because their influencer networks are already established in their closed ecosystems. This enables them to have access to unique data streams like past campaign performance and influencer-demanded pricing. Of the 23 identified technology vendors in this space, only a small handful claim to use AI.



## Influencer Marketing

### Influencer Earned Media Solutions and AI

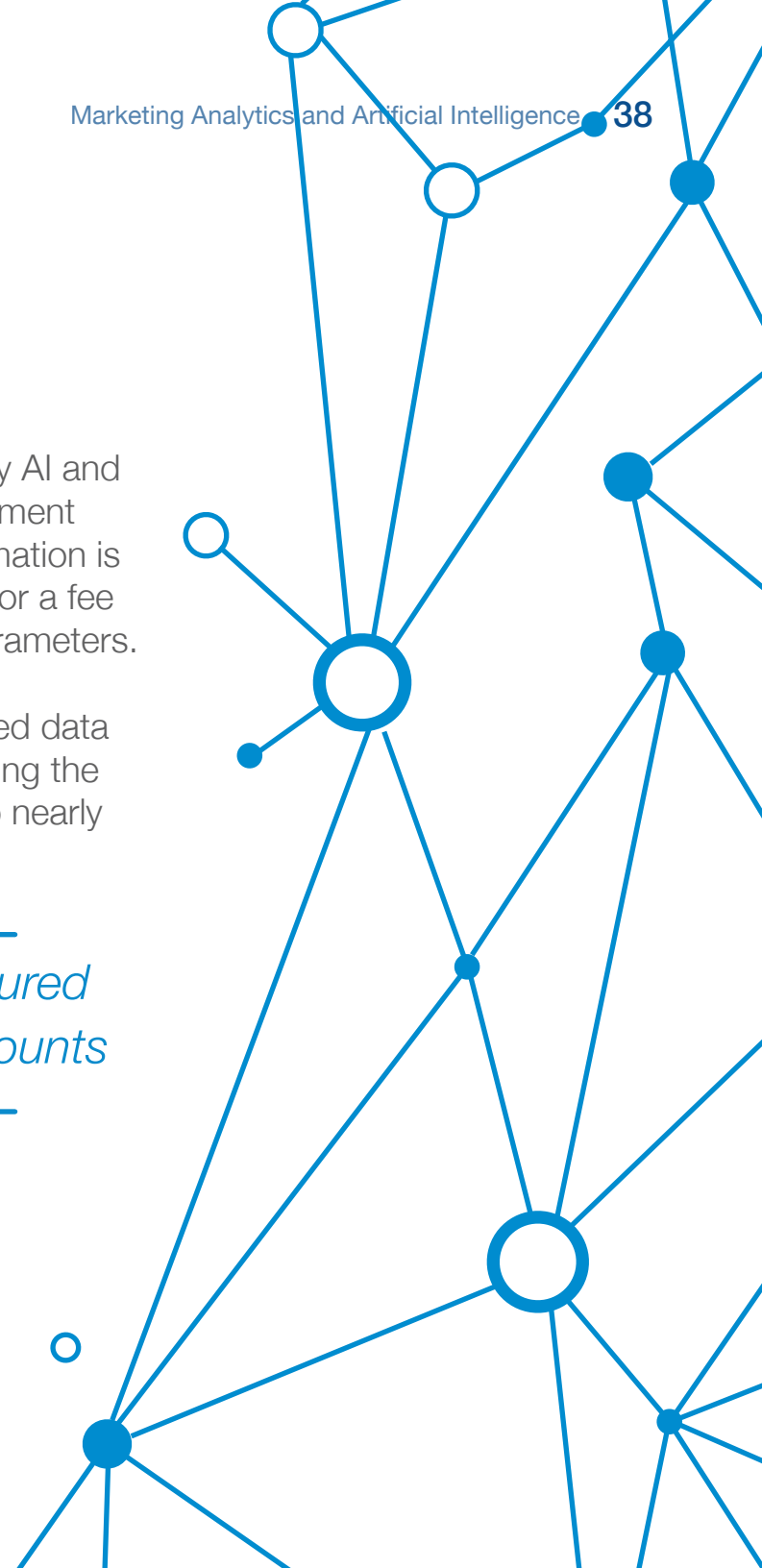
There's a stark difference between influencer marketing solutions powered by AI and the ones that aren't. Solutions with no AI generally focus on tracking engagement and reach – vanity metrics in social that can often times be faked. This information is structured data that can be pulled directly from social networks themselves for a fee and parsed by non-AI technology to identify who's influential under those parameters.

AI-driven solutions, on the other hand, parse both structured and unstructured data to decide the most influential accounts. These solutions are not stuck exploring the 20% of the Internet marketers can see, but rather, have unfettered access to nearly 100% of the topical sphere of potential influence a brand is interested in.

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*AI-driven solutions, on the other hand, parse both structured and unstructured data to decide the most influential accounts*

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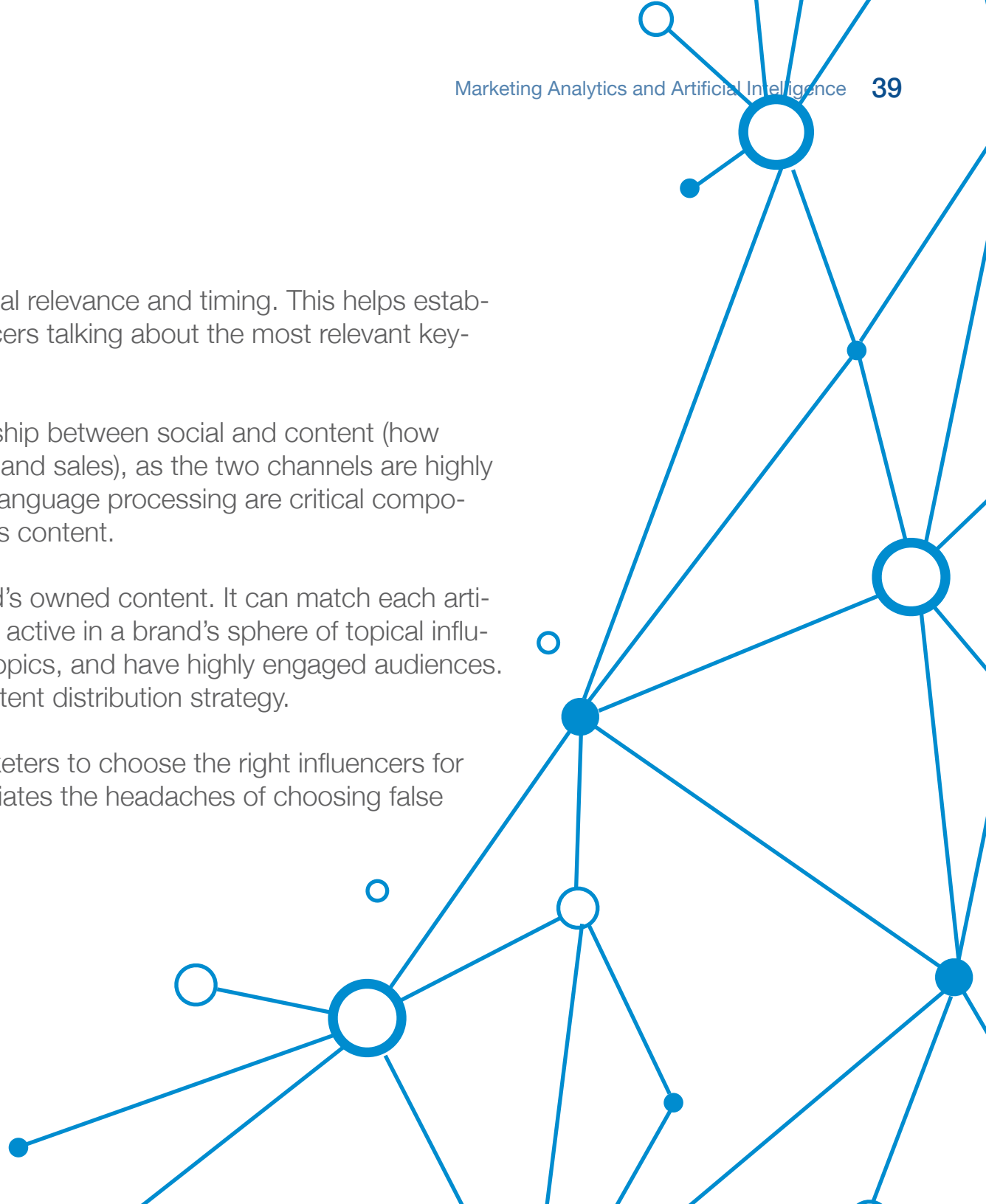
## Influencer Marketing

It uses network science to determine topical relevance and timing. This helps establish the most connected (powerful) influencers talking about the most relevant keywords at a specific time.

Additionally, AI is used to map the relationship between social and content (how effective it is at driving traffic, engagement and sales), as the two channels are highly intertwined. Machine learning and natural language processing are critical components of tackling unstructured data such as content.

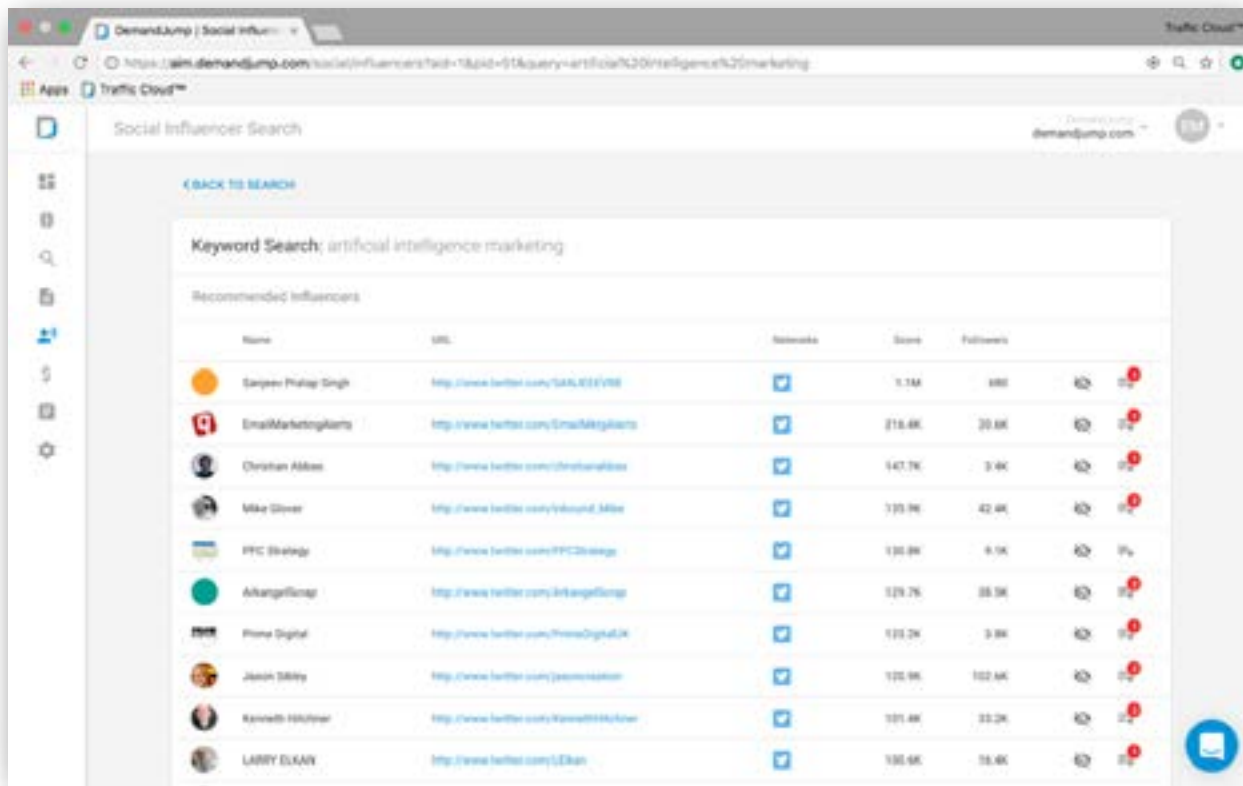
This functionality also understands a brand's owned content. It can match each article with the best social influencers that are active in a brand's sphere of topical influence, recently wrote/talked about similar topics, and have highly engaged audiences. This can help turbocharge any earned content distribution strategy.

It's solutions like these that empower marketers to choose the right influencers for their campaigns the first time out and alleviates the headaches of choosing false positives.



# Influencer Marketing

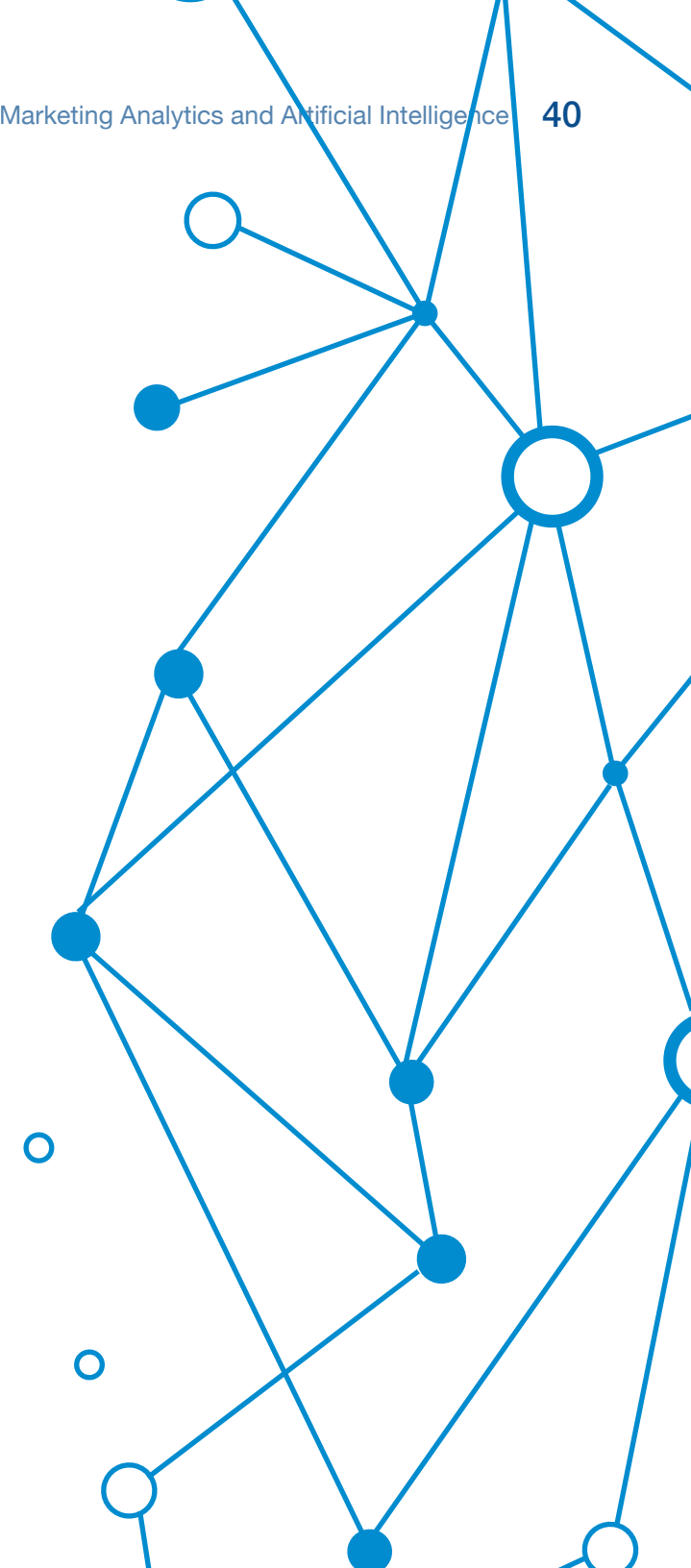
*It's solutions like these that empower marketers to choose the right influencers for their campaigns the first time out and alleviates the headaches of choosing false positives.*



The screenshot displays the DemandJump Social Influencer Search interface. The search results are filtered by the keyword "artificial intelligence marketing". The table below lists the recommended influencers, including their names, social media URLs, networks, scores, and follower counts.

Name	URL	Network	Score	Followers
Sandeep Prasad Singh	<a href="http://www.twitter.com/SANDEEP1988">http://www.twitter.com/SANDEEP1988</a>	<input checked="" type="checkbox"/>	1.1M	180
EmailMarketingJunk	<a href="http://www.twitter.com/EmailMarketingJunk">http://www.twitter.com/EmailMarketingJunk</a>	<input checked="" type="checkbox"/>	216.4K	20.6K
Christian Alden	<a href="http://www.twitter.com/ChristianAlden">http://www.twitter.com/ChristianAlden</a>	<input checked="" type="checkbox"/>	147.7K	3.4K
Mike Oliver	<a href="http://www.twitter.com/InboundMike">http://www.twitter.com/InboundMike</a>	<input checked="" type="checkbox"/>	125.9K	42.4K
PPC Strategy	<a href="http://www.twitter.com/PPCStrategy">http://www.twitter.com/PPCStrategy</a>	<input checked="" type="checkbox"/>	120.8K	6.1K
AkshayGupta	<a href="http://www.twitter.com/AkshayGupta">http://www.twitter.com/AkshayGupta</a>	<input checked="" type="checkbox"/>	120.7K	55.5K
Phone Digital	<a href="http://www.twitter.com/PhoneDigitalUK">http://www.twitter.com/PhoneDigitalUK</a>	<input checked="" type="checkbox"/>	121.2K	3.8K
Jason Terry	<a href="http://www.twitter.com/jasonterry">http://www.twitter.com/jasonterry</a>	<input checked="" type="checkbox"/>	120.9K	102.6K
Kenneth Holman	<a href="http://www.twitter.com/KennethHolman">http://www.twitter.com/KennethHolman</a>	<input checked="" type="checkbox"/>	101.4K	33.2K
LARRY ELWAN	<a href="http://www.twitter.com/LElwan">http://www.twitter.com/LElwan</a>	<input checked="" type="checkbox"/>	130.6K	55.4K

Curated Influencer Screenshot, DemandJump





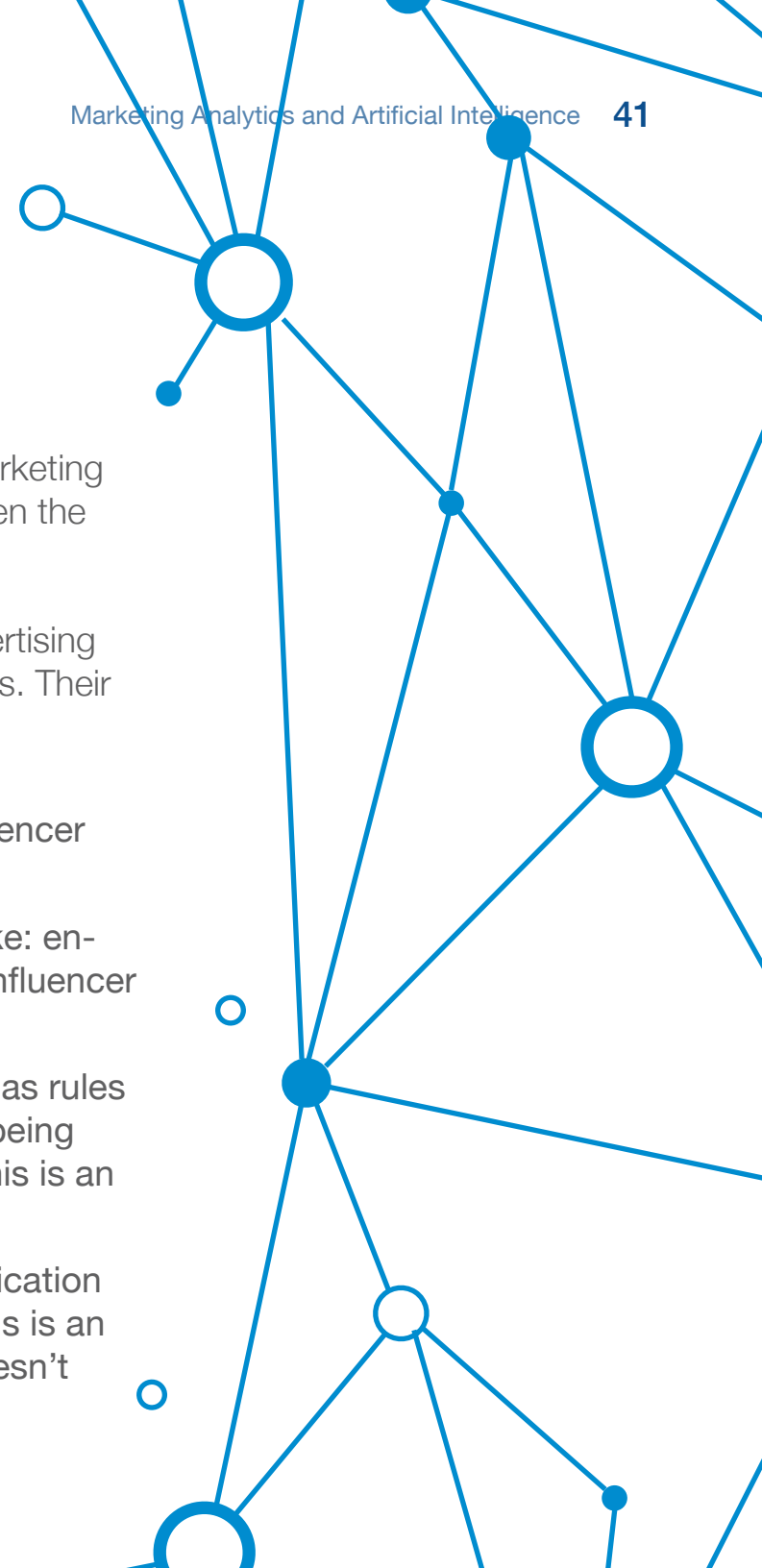
## Influencer Marketing

### Influencer Advertising Solutions and AI

While this is indeed paid media, I've chosen to include it under influencer marketing for obvious reasons. Besides, your average marketer doesn't discern between the earned and paid influencer marketing solutions.

Research has uncovered four major uses for AI technology in influencer advertising solutions. Remember, these solutions have a closed ecosystem of influencers. Their influencers have agreed to enlist in their community.

1. Natural language processing of past social posts (both the influencer and their followers) to determine relevancy for a brand.
2. An AI determined klout score that includes unstructured data like: engagement, content, followers' sentiment, traffic, views, clicks, influencer costs, past campaign performance, etc.
3. Disclosure is the law in the US for native advertising. The FTC has rules governing this and influencer advertising is no exception. AI is being used to flag posts from influencers that should be disclosed. This is an added insurance policy for brands.
4. Alas, some of these solutions still tout their use of image identification and personality detection using AI. As previously mentioned, this is an elementary use of AI that's been around for many years and doesn't provide near the value as advertised.





## Influencer Marketing

Multiple studies show that for every one dollar spent on influencer marketing it returns six or more.<sup>18</sup> This is a good sign for marketers who adopt this approach to marketing. It's an even better sign for those influencer software companies integrating AI.

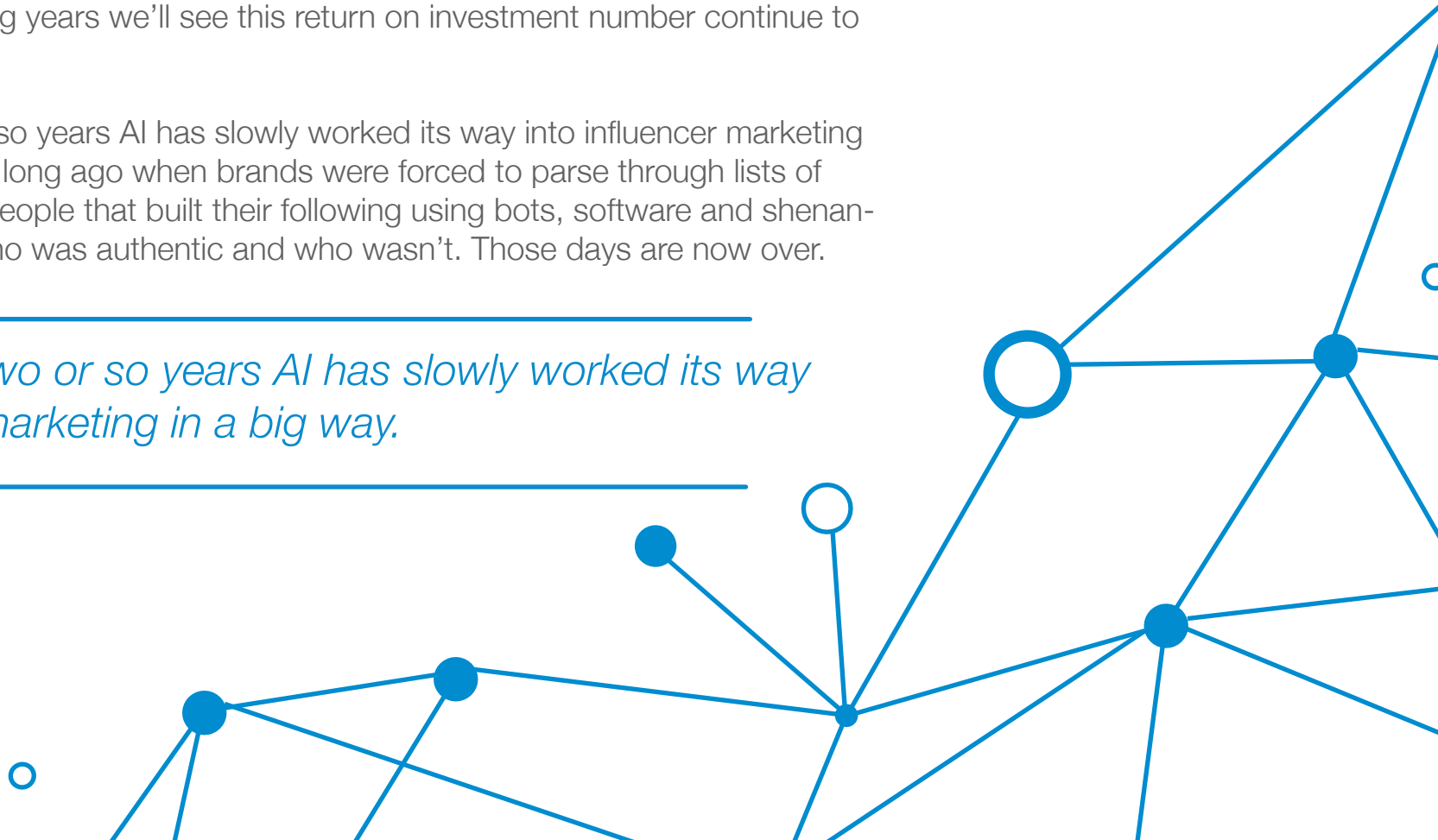
It means that influencer identification will get smarter, a preferred level of scale will be achieved, and the impact and performance of campaigns will be even better. I predict that in forthcoming years we'll see this return on investment number continue to improve.

In just the last two or so years AI has slowly worked its way into influencer marketing in a big way. It wasn't long ago when brands were forced to parse through lists of supposed influential people that built their following using bots, software and shenanigans to determine who was authentic and who wasn't. Those days are now over.

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*In just the last two or so years AI has slowly worked its way into influencer marketing in a big way.*

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## Chapter 8

# Media Outreach

### **One of the many advantages of having visibility to nearly 100% of a brand's topical sphere of potential influence**

online is having the ability to uncover corners of the Internet where niche or mainstream blogs and publications reside. Today, marketers and PR professionals can easily look at their referral traffic to determine which niche or mainstream blogs and publications are sending traffic their way. However, at best, this only represents up to 20% of the opportunities for earned media.

Once the media list is created, content intelligence (more on this in Chapter 10) can parse through all of the articles written on each blog and publication to provide deep insights as to which topics are most or least popular with each site. Furthermore, it can provide social shares, links, author, date, type of article, traffic, etc.

This data, when organized and queried through lists and graphs, can provide a detailed blueprint for media outreach. In fact, if media outreach is a planned distribution channel, marketers and PR professionals alike should consider doing this research before ever putting pen to paper. It's this rich data provided by AI-driven analytics and content intelligence that can help drive a topical content calendar for a brand.



## Media Outreach

The screenshot shows the DemandJump Traffic Sources interface. The left sidebar contains filters for Channel and Domain. The main area displays a table of traffic sources with columns for domain, description, traffic, and revenue.

Domain	Description	Traffic	Revenue
<a href="http://buzzfeed.com">buzzfeed.com</a>	News & Media Magazines & E-Zines	86.6K	\$168.8K
<a href="http://medium.com">medium.com</a>	Internet & Telecom, Social Network	125.2K	\$244.1K
<a href="http://mash.com">mash.com</a>	News & Media	139.8K	\$272.7K
<a href="http://gq.com">gq.com</a>	News & Media Magazines & E-Zines	41K	\$79.9K
<a href="http://centurylink.net">centurylink.net</a>	News & Media Newspapers	26.3K	\$51.3K
<a href="http://omg.com">omg.com</a>	News & Media	92.2K	\$179.6K
<a href="http://huffingtonpost.com">huffingtonpost.com</a>	News & Media	42K	\$81.9K
<a href="http://hypebeast.com">hypebeast.com</a>	News & Media Magazines & E-Zines	43K	\$83.9K

List of News Traffic Sources to Competitors Screenshot, DemandJump

If strategically executed, owned media can lead to interview requests, citations and links, and byline requests without even doing outreach. That said, media outreach itself is much easier with this level of detailed information.



## Media Outreach

Journalist and bloggers are keenly aware of which articles performed well for them. When empowered with this information, both marketers and PR professionals can meticulously sculpt content and the pitch to appeal to the writer's desire to replicate success. In fact, the pitch can literally start off with admiration for one of their articles. As long as the topic closely aligns to the pitched owned media the writer will recognize the opportunity in front of them.

In the cases where an editor is being pitched to, AI-driven analytics and content intelligence can also provide a macro-view of the publication or blog. The pitch-person empowered with this information has the ability to show off his or her knowledge of the resonating topics, editorial direction and overall user engagement. All of which will set the pitch apart from the vast majority of pitches an editor may receive over the course of a business day.

While this chapter is specifically dedicated to media outreach, I'd be remiss if there was no mention of other ways AI is or will be impacting public relations. It's not just creating highly potent media lists. Here are just a few: better monitor social media for brand sentiment, distribute and write press releases, predict media trends, and transcribe audio and video into text.<sup>19</sup>

As the lines between marketing and PR blur, so do the lines between the software that makes them successful. Over the last four or five years marketers have adopted PR software and communicators have adopted marketing software. This trend has apexed with the launch of AI-driven analytics and content intelligence.

## Chapter 9

# SEO

### **This section of the ebook is a little more murky than the others**

It's hard to find a company willing to share its secret sauce on tracking keywords and how they use AI as it relates to organic search exactly. Ever since Google pulled most of its keyword visibility, SEOs have been looking for a viable solution to track what used to be very common – keywords.

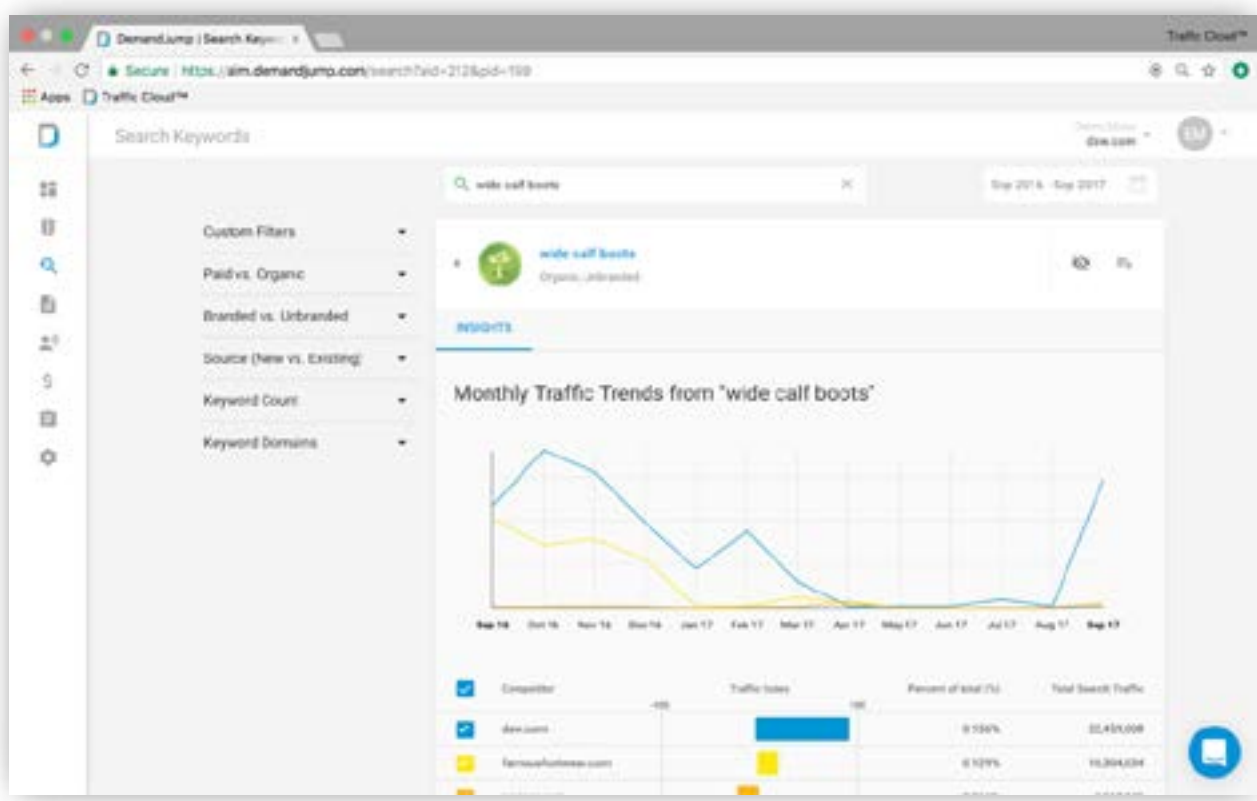
That said, there are solutions out there that boast some pretty accurate keyword tracking. Most are not tied into an all-encompassing AI-driven analytics package, however.

Here's what I've been able to figure out so far. It's not an exact science, but it's surprisingly precise. Successful technology solutions in this category approach keyword tracking and analysis like the stock market.

They track data at an aggregate level and look for patterns. They're able to do this by pulling in data from many different sources, not just Google. This technology looks for clusters of related terms which roughly correspond to topics or thematic elements over the course of a year or more.

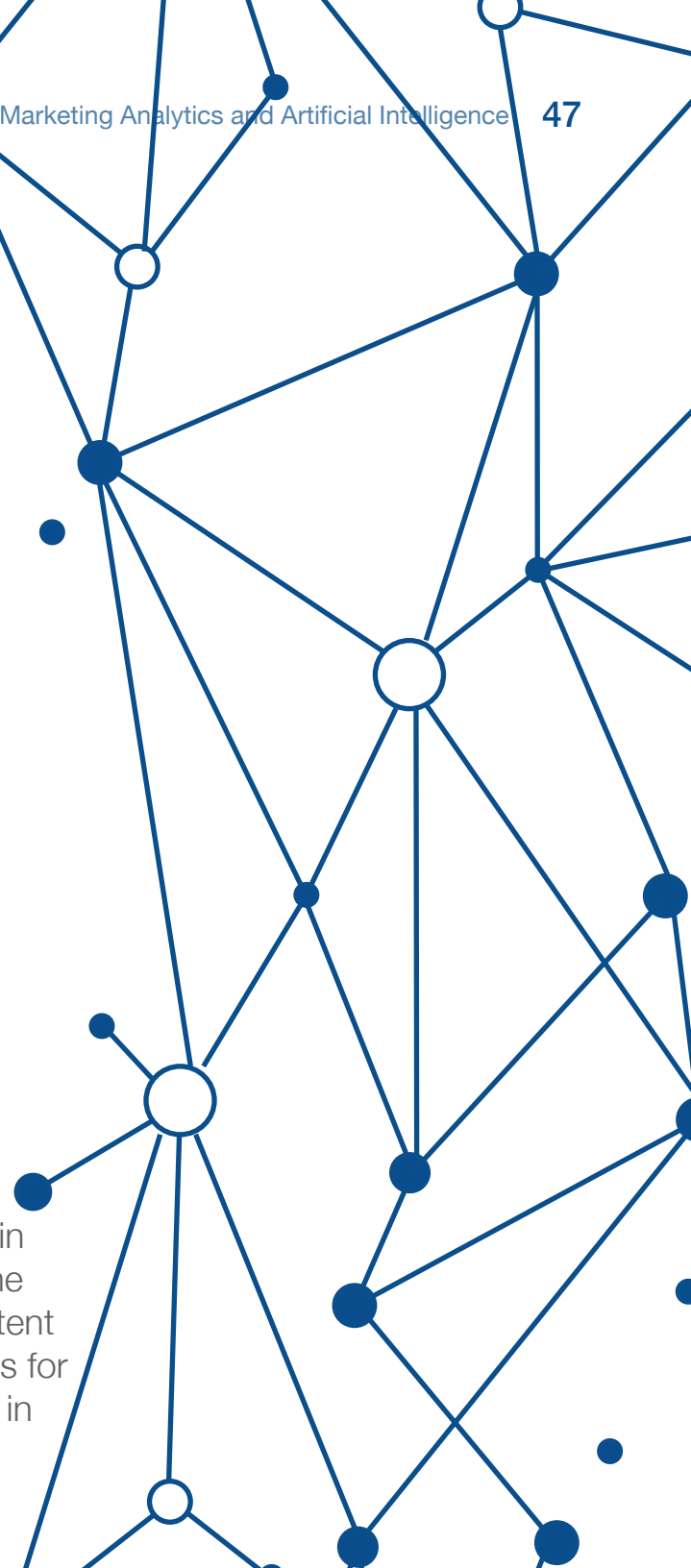


# SEO



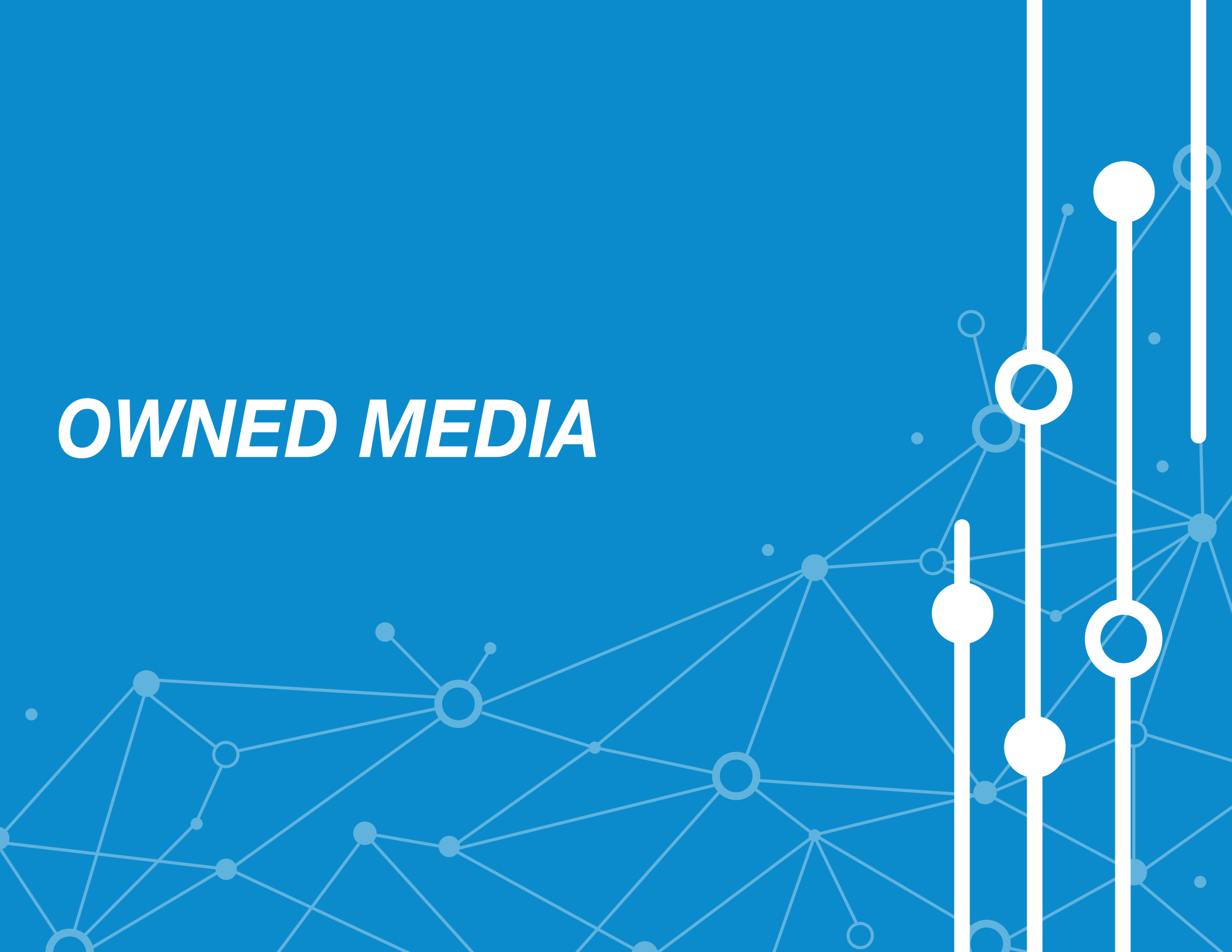
Keywords Tracking Screenshot, DemandJump

AI comes in by combining neuro-linguistic programming with time series analysis in order to identify emerging patterns at the topic and keyword level. Google, and the other search engines, have gotten really good at understanding semantics and intent in words and keyword phrases. A search for “hypodermic needle” can yield results for “syringe.” Google understands they’re the same thing. That’s why topic modeling in the way described above using disparate data sources and AI works so well.





# ***OWNED MEDIA***



## Chapter 10

# Content Intelligence

### **Content intelligence has been getting a lot of buzz lately, and rightfully so**

Content marketers are in need of some real strategic help on a big data scale. This is no secret, either. So much so, in fact, there are now at least 15 martech vendors that specialize in just this one aspect of AI-driven analytics – content intelligence.

The Content Marketing Institute's own studies have shown that budgets for content marketing have been on the decline the last few years. Additionally, they've shown that perceived performance has been declining, too. This is reflected in both B2B and B2C brands.<sup>12, 13</sup> Content intelligence can help fix these problems.

**What is content intelligence?** There's many definitions floating around out there, but Curata's seems to be one of the best.

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*"It's the systems and software that transforms data into actionable insights for content strategy and tactics. Content intelligence means having the full context of an individual piece of content."<sup>11</sup>*

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## Content Intelligence

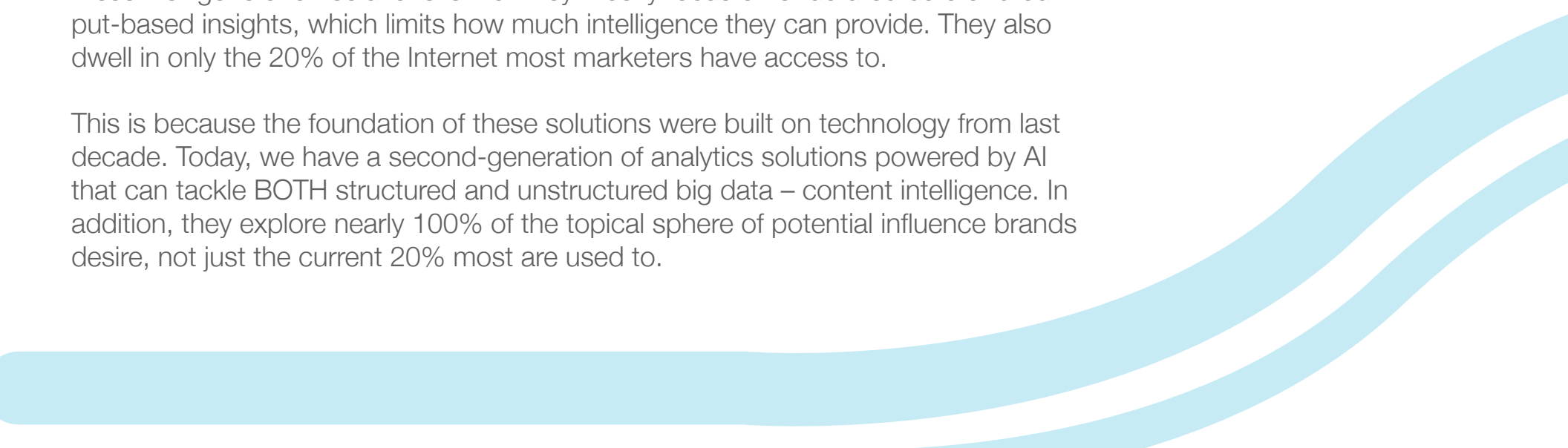
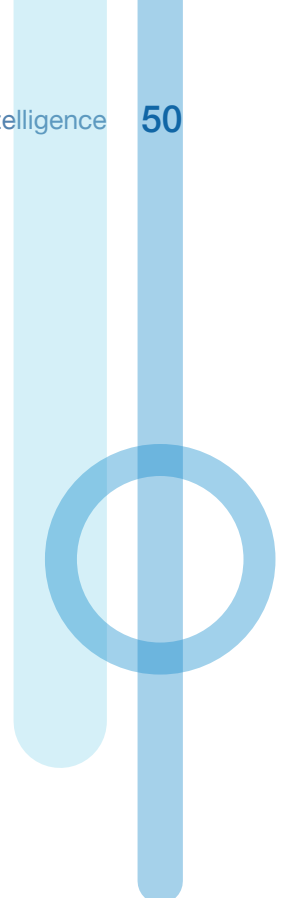
While this definition is pretty good, it focuses exclusively on the “individual piece of content.” In fact, a well-rounded content intelligence system can also take a macro view of an entire blog, website and ecosystem, as well as each individual article.

This macro view helps uncover underserved content queries (prudent topics) and overserved content queries (topics to avoid) across an entire industry and represents valuable information that can inform a strategy. It also can uncover competitors’ content weaknesses and strengths.

### Unstructured Data for Content Intelligence

Most content marketers have access to technology that helps parse structured big data and have so for many years – the tried-and-true, one-dimensional, analytics solutions mentioned in the beginning of this book. However, the problem with these first-generation solutions is that they mostly focus on structured data and output-based insights, which limits how much intelligence they can provide. They also dwell in only the 20% of the Internet most marketers have access to.

This is because the foundation of these solutions were built on technology from last decade. Today, we have a second-generation of analytics solutions powered by AI that can tackle BOTH structured and unstructured big data – content intelligence. In addition, they explore nearly 100% of the topical sphere of potential influence brands desire, not just the current 20% most are used to.





## Content Intelligence

This is significant because the level of insights derived are multiples greater than they've ever been since using last decades analytics solutions. This second-generation of analytics will be critical for content marketers wishing to improve their performance and grow their budgets.

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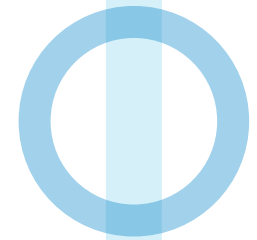
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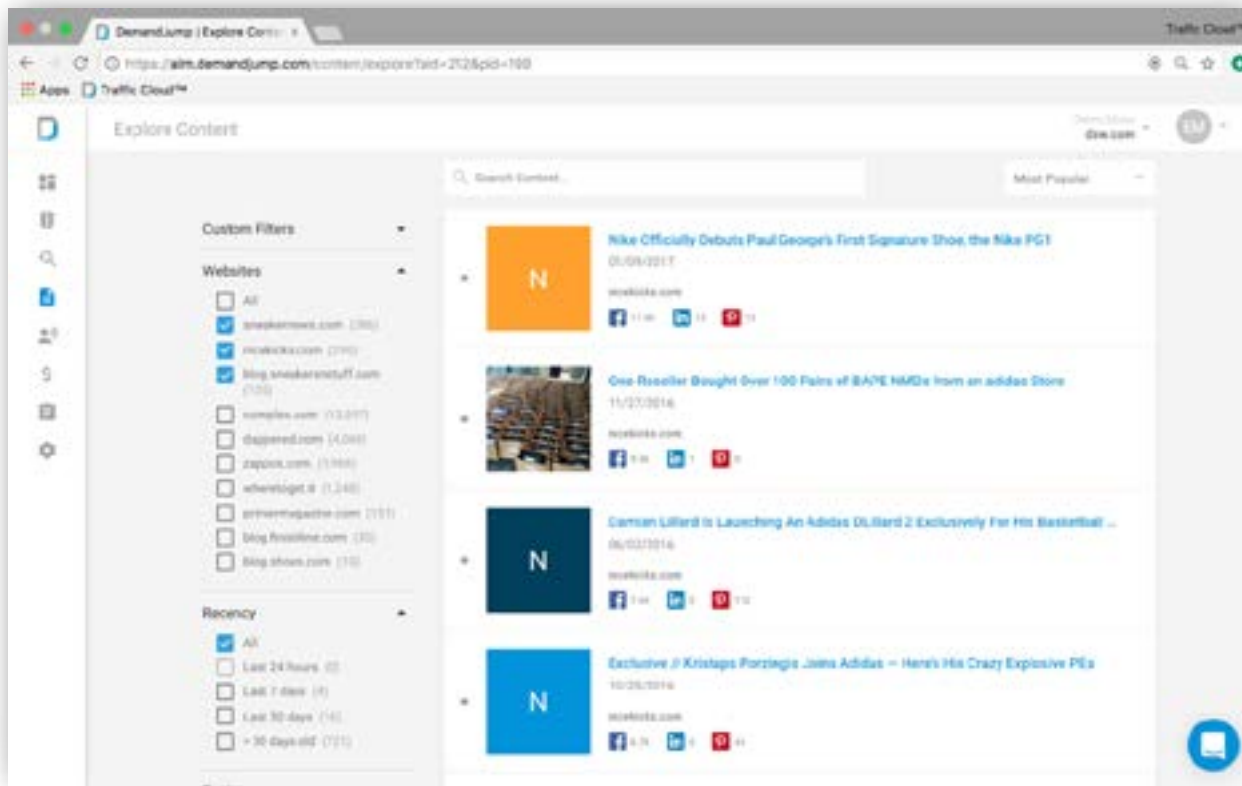
The below screenshot is a good example of what content intelligence can do. It starts off at the macro level and works all the way down to the individual blog post. At the macro level the AI-driven software goes out and maps a brand's relevant digital ecosystem on the Internet.

Unfortunately, most content intelligence solutions require the manual input of competitor websites or keywords and can't actually figure it out on their own.

For the solutions that can figure it out on their own, the macro-results would include websites that link to the brands, websites that link to those, and websites that link to those. It would include competitors, blogs, publications, affiliates and many other different types of websites and apps.



## Content Intelligence



Micro-level Blogs Report Screenshot, DemandJump

From there, micro data such as social shares, links, author, date, type of article, traffic, etc. can overlay the macro data. When sorted and organized through charts and lists, deep insights can reveal themselves like never before.




## Content Intelligence

### Predictive and Prescriptive AI-Driven Content Intelligence

A key differentiator for successful and unsuccessful brands executing content marketing in the near term will be their use of AI-driven content intelligence solutions. They can help determine what content to create to drive potential action at each stage of the buyer's journey – which topics to focus on, and which topics to avoid (among other things).

Of the content intelligence solutions, there are three types: predictive, prescriptive and both. Predictive solutions predict future outcomes based on big data. Marketers still must make decisions based on these predictions. Prescriptive solutions parse structured and unstructured big data in order to recommend what to do next. Marketers don't need to interpret the data into the best course of action in this scenario.

The complete solution does both predictive and prescriptive reporting. Content intelligence solutions that are only predictive in nature hearken back to the one-dimensional analytics we're all use to – report information to the marketer who decides the best course of action. While better than the old school analytics, it still requires interpretation of the data.



## Chapter 11

# Organic Social Media

### **This is one of the very first marketing channels AI was integrated with**

AI is really good at determining the most powerful social channels for a specific brand. It takes the guess work out of social and empowers marketers to spend their time, energy and effort exclusively on the channels that will help them accomplish their goals.

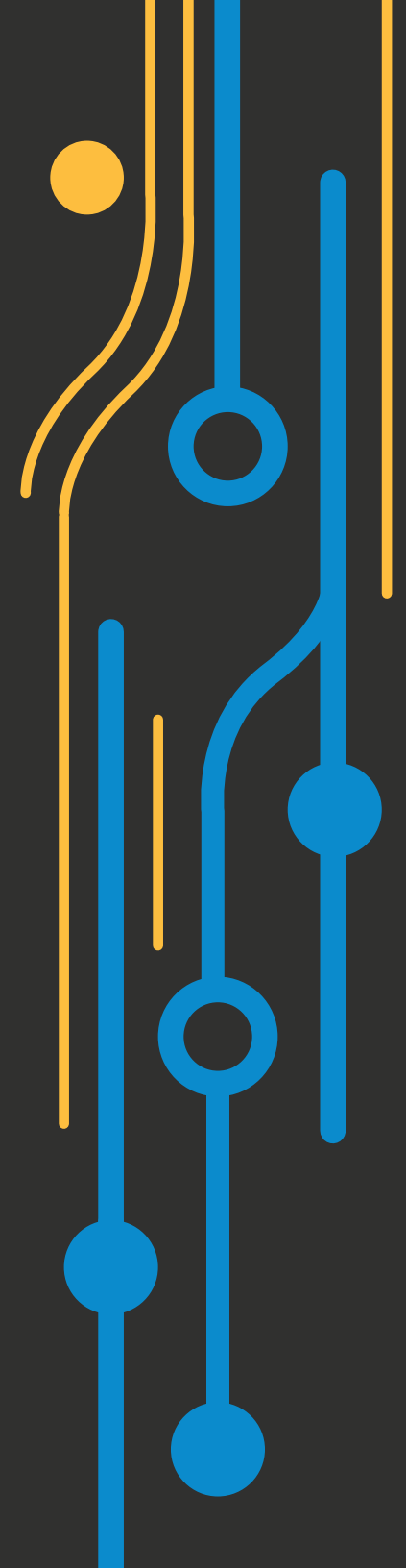
It eliminates the waste associated with experimentation on channels with a poor probability of being successful. AI-driven analytics already knows which channels your profitable prospective audience uses and engages with. This allows marketers to spend their social media budgets with purpose and precision.

With content intelligence tools like the one described above, AI can also help marketers craft content specifically to targeted buyer personas in order to deliver it on the social channels they frequent and engage with.

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*AI can also help marketers craft content specifically to targeted buyer personas in order to deliver it on the social channels they frequent and engage with.*

---





## Organic Social Media

When closely integrated with a CRM, brands can conduct a semantic analysis of their best customers in order to understand the most important words associated with buying intent. This is further fuel for any organic social media marketing.

Other ways AI is being used in social media include machine learning algorithms to find the best job candidates on LinkedIn for employers. Pinterest uses object recognition to better tailor recommendations to individual users.

Lastly, AI is what powers social media chat-bots. My experience with them has mostly been on Facebook Messenger. Chat-bots are becoming more and more prevalent in the customer service arena. This technology is eliminating the need for brands to spend as much on customer service because it can handle the basic and common customer service issues seen on a regular basis.





# Chapter 12

## Email

**In 2016, Salesforce launched its Einstein AI solution and integrated it into its Marketing Cloud.<sup>14</sup>**

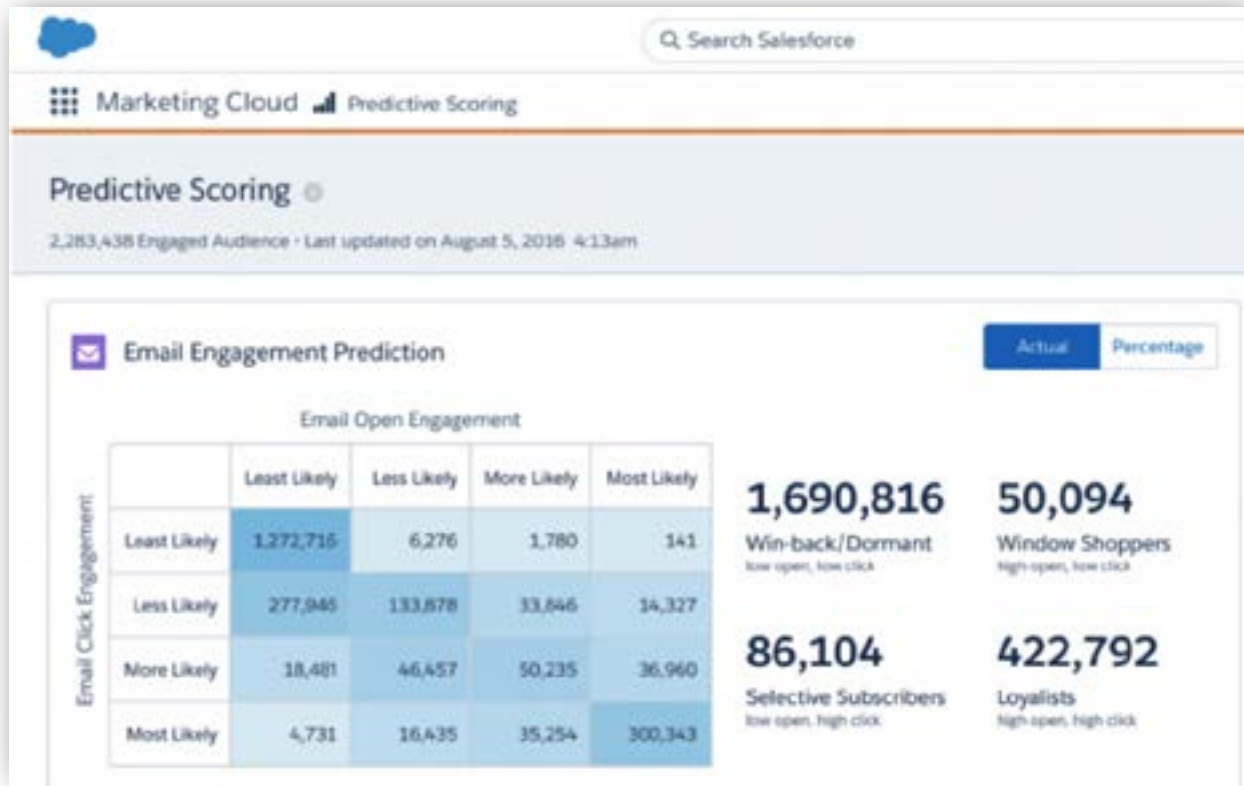
For the first time in email marketing a solution was able to parse large collections of unstructured data to give real actionable insights. With this ability it can predict future behavior, while proactively recommending the most viable next steps to take and/or trigger an automated task.

Since it gets smarter over time it will be continually optimizing for maximum performance. In theory, it should be able to develop the most accurate lead scoring model possible, send emails at the best time, and predict engagement like never before.

AI-driven analytics and content intelligence informs marketers as to which content should be included in the actual email in order to drive optimized profitable consumer action. While it doesn't personalize content, it does, however, prescribe content.



# Email



Marketing Cloud Screenshot, Salesforce<sup>14</sup>

The AI used by most email service providers (ESPs) is mostly predictive in nature. When paired with a prescriptive solution like the content intelligence described above, email marketing becomes even more efficient as a channel.

Conclusion  
***NOW IS THE FUTURE***



## Now is the Future

Every category described in this book offers stand-alone solutions and are not part of an integrated AI-driven analytics platform. This is helping drive the glut of martech software marketers are confronted with every year. This is not ideal.

In 2017 alone, the martech software ecosystem was over 5,000 vendors.<sup>17</sup> When these categories are combined under one AI-driven analytics platform it makes marketing-wide integration with sales and service software much simpler and the learning curve much easier to navigate. Not to mention, the procurement process for one all-encompassing solution is much more palatable than the alternative.

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*In 2017 alone, the martech software ecosystem was over 5,000 vendors.<sup>17</sup>*

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Otherwise, marketers are looking at adopting 12 unique AI-driven software solutions to power their marketing. This is why marketers have adopted marketing automation software this decade. Sure, it's possible to enlist eight different software vendors to do what one marketing automation vendor can accomplish, but it's not ideal, for many obvious reasons.

Adopting multiple marketing technologies, in general, produces ununified data streams stored in separate places. These systems are disconnected from one another and offer incomplete data as a result. Imagine having to look at 12 unique dashboards to decipher strategy and tactics in marketing. That's what many are doing.



## Now is the Future

That said, now is the future because an all-encompassing AI-driven analytics solution exists that can unify the customer view, make big data actionable, parse structured and unstructured data, predict outcomes, prescribe actions, provide full marketing attribution, and open up 80% more of the web to marketer's eyes.

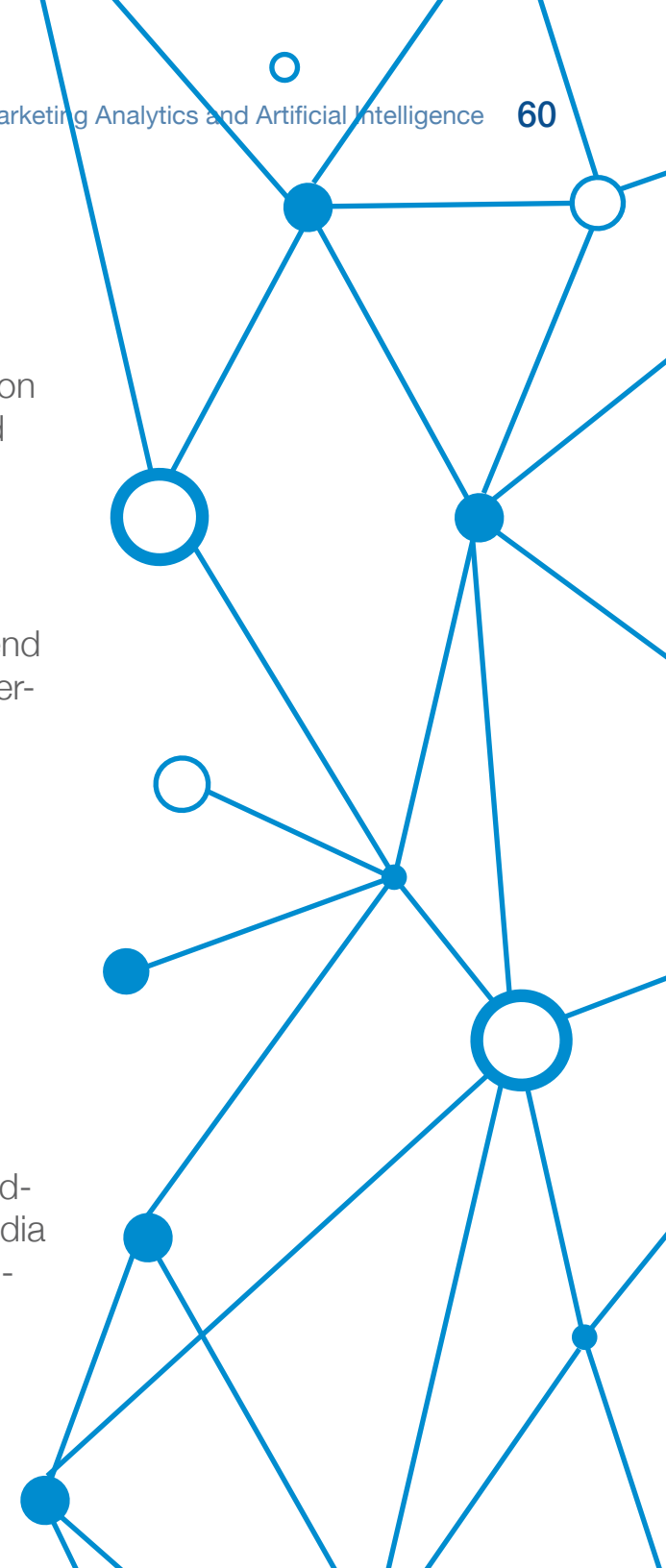
For over a decade, marketers have been beholden to just a few analytics vendors that also sell online advertising. They really have no incentive to help marketers spend less and still get better results. Data independence is the only way to avoid this inherent conflict of interest.

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*For over a decade, marketers have been beholden to just a few analytics vendors that also sell online advertising. They really have no incentive to help marketers spend less and still get better results.*

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The alternative would be to stop doing online advertising all together or to slash budgets. Proctor & Gamble announced last year that it would be slashing its online media spend by up to \$140 million because of brand safety concerns, bots and objectionable content.<sup>24</sup>





## Now is the Future

This problem could have been easily solved with a comparatively conservative investment in AI-driven analytics. This technology would empower Proctor & Gamble to focus on Place (where) in the seven P's of marketing – that's at the core of their problem.

It's not just paid media that benefits. In this book I've shown you how paid, earned and owned media can be positively impacted from this new technology – from influencer marketing and SEO, to display advertising and social media.

I want to thank my sponsor, DemandJump, for showing me what analytics can and should be. With this book I hope you understand it better, too. I set off to share everything you need to know about marketing analytics and AI. It's my sincerest hope that I came close. If what I described in subsequent chapters sounds like something you and your marketing team should take advantage of, I highly encourage you to [sign up for their free demo](#).



# About the Author



Chad Pollitt, a decorated veteran of Operation Iraqi Freedom and former US Army Commander, is the Co-founder of Relevance, the world's first and only website dedicated to content promotion, news and insights.

He's also an Adjunct Professor of Internet Marketing at the Indiana University Kelley School of Business and an Adjunct Instructor of Content Marketing at the Rutgers University Business School.

A member of a Forbes Top 100 list, Chad authored "The Native Advertising Manifesto," "The Content Promotion Manifesto" and "51 Things Your Mother Taught You About Inbound Marketing."

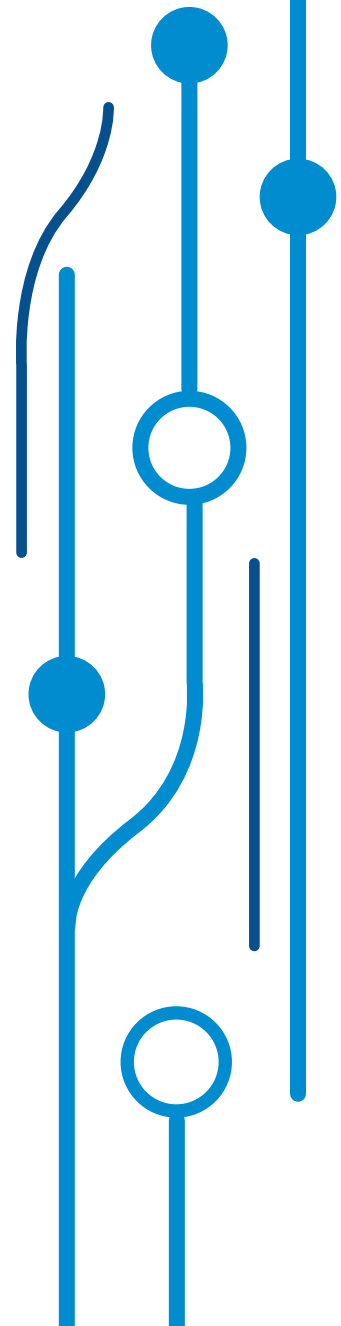
He is a regular contributor to industry media outlets, including the Huffington Post, Guardian and Social Media Today. He has been creating profitable online campaigns for over 16 years for some of the World's most recognizable brands.

All while delivering tens of millions of dollars of tracked return. In addition, he's driven over 100,000 leads and 24,000 marketing qualified leads in less than 10 years.

Named a top five content marketing thought leader and top 20 CMO influencer, he continues to innovate by leading the emerging industry of online content promotion and distribution.

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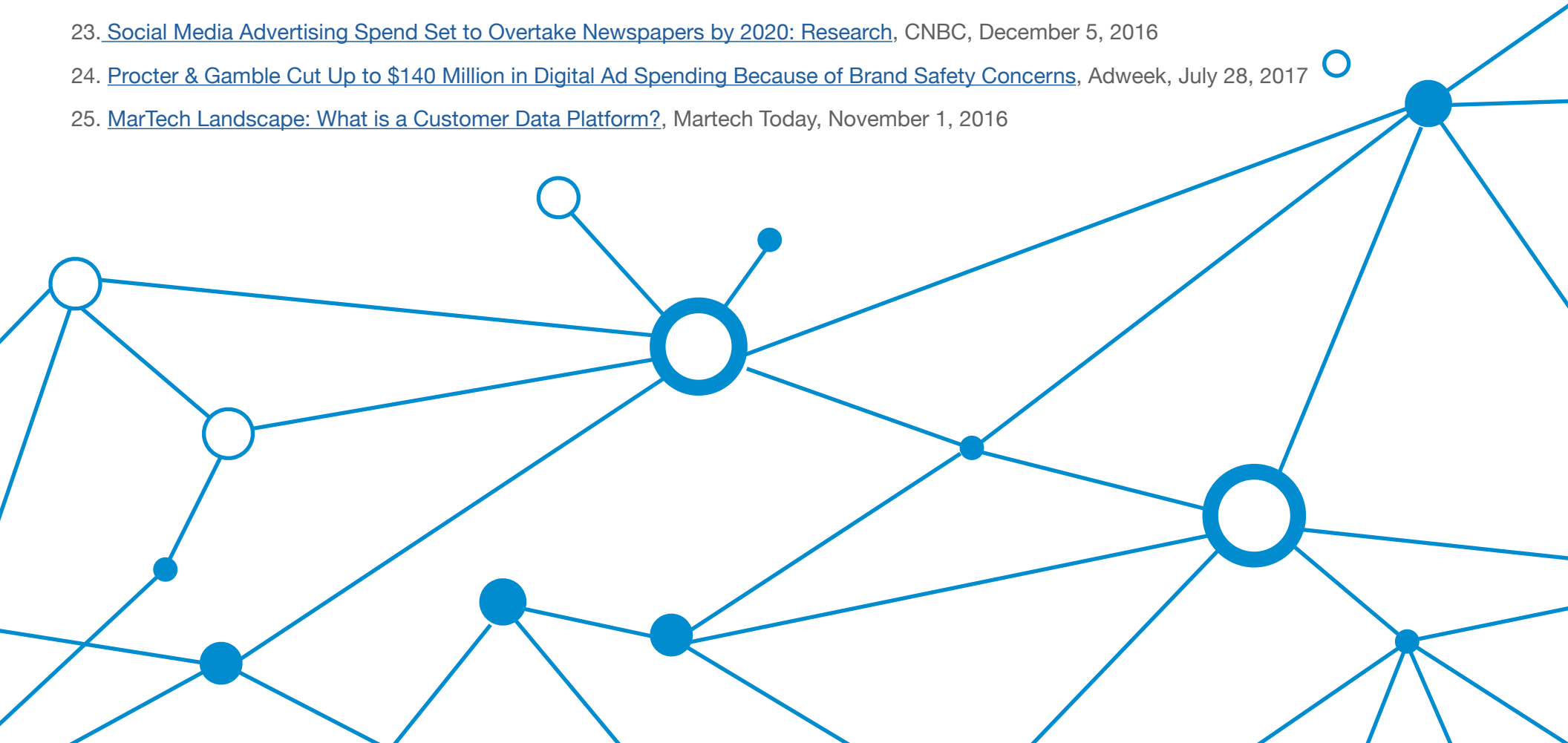
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# Glossary

## **Artificial Intelligence**

A measuring stick with a purpose, using mathematics and computers to identify similarities and differences within or between sets of data with the goal of automating or supplementing certain tasks for humans. Great AI is silent.

## **Big Data**

Extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions.

## **Blockchain**

A digital ledger in which transactions made in bitcoin or another cryptocurrency are recorded chronologically and publicly.

## **CDP**

Defined as unified, integrated storage of all your customer data.

## **Channel Diversification**

One brand or website driving traffic from a multitude of sources at varying rates.

## **Data Independence**

Transparency and ownership over a brand's own data.

## **Data Scientist**

a person employed to analyze and interpret complex digital data, such as the usage statistics of a website, especially in order to assist a business in its decision making.

## **Direct Competitors**

Brands that compete for the same audience as you and sell the same or similar product(s) or service(s) (Nike and Adidas).

## **Ecosystem**

A three dimensional view of your website, your competitors websites, and all the sites, sources, channels, influencers, and keywords driving traffic to you and your competition up to three degrees of separation away from your website. A typical ecosystem is comprised of tens of thousands to hundreds of thousands sites, sources and influencers that impact a business everyday.

## **Hyperconnected World**

The idea that our world is interconnected at such a high rate due to factors such as the internet, globalization, broadcast, etc. The world is a network of networks.

## **Indirect Competitors**

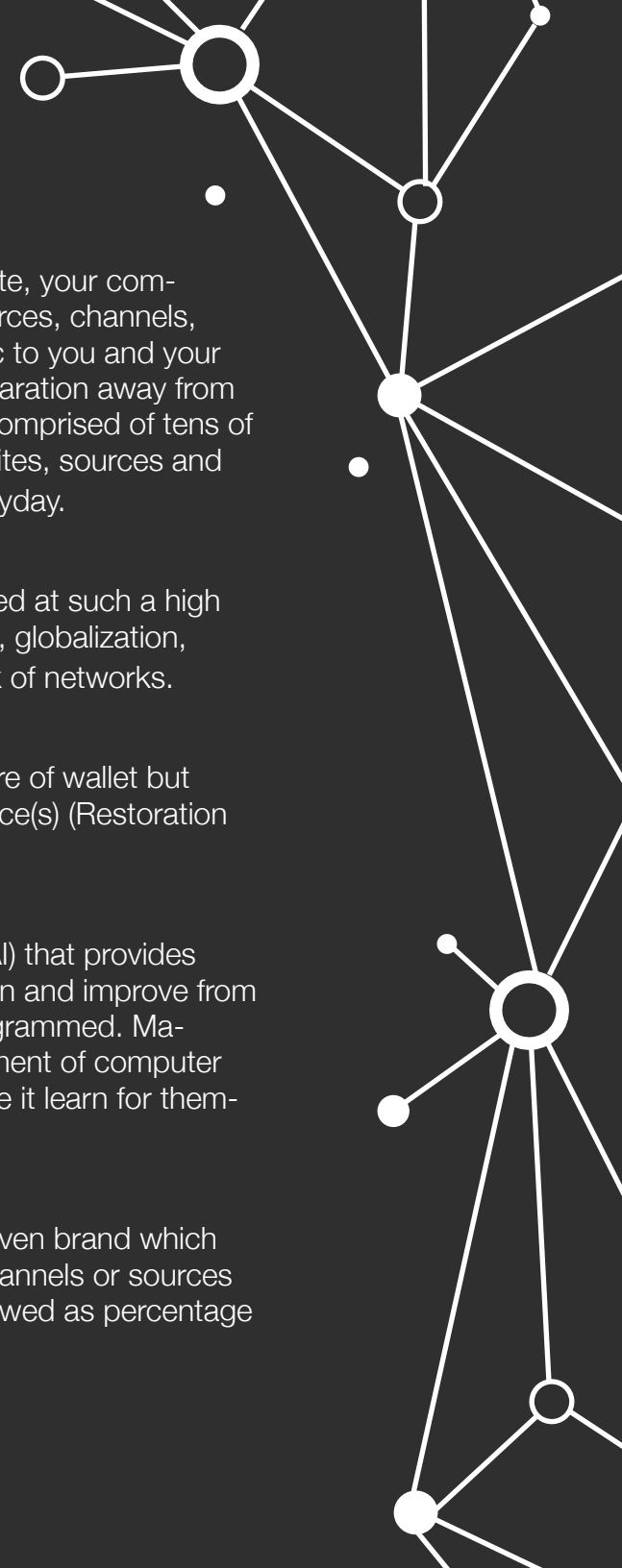
Brands that compete for the same share of wallet but do not sell the same product(s) or service(s) (Restoration Hardware and Nordstrom).

## **Machine Learning**

An application of artificial intelligence (AI) that provides systems the ability to automatically learn and improve from experience without being explicitly programmed. Machine learning focuses on the development of computer programs that can access data and use it learn for themselves.

## **Marketing Mix**

The allocation of qualified traffic for a given brand which highlight to what percentage certain channels or sources are contributing to total traffic (often viewed as percentage of budget in place of qualified traffic).



### **Natural language processing**

The ability of a computer program to understand human language as it is spoken. NLP is a component of artificial intelligence (AI).

### **Network**

(See ecosystem) Referring to the flow of traffic and interactions, over time, between sites, sources and influencers in an ecosystem.

### **Neural Network**

A computer system modeled on the human brain and nervous system.

### **Neurolinguistics**

The branch of linguistics dealing with the relationship between language and the structure and functioning of the brain.

### **Predictive AI**

A variety of statistical techniques from predictive modeling, machine learning, and data mining that analyze current and historical facts to make predictions about future or otherwise unknown events.

### **Prescriptive AI**

Any combination of analytics, math, experiments, simulation, and/or artificial intelligence used to improve the effectiveness of decisions made by humans or by decision logic embedded in applications.

### **Prescriptive Attribution**

A solution that prescribes action and directs marketing spend to the areas that will produce the best outcomes, while improving return and reducing wasted spend.

### **Programmatic**

Programmatic marketing is automated bidding on advertising inventory in real time, for the opportunity to show an ad to a specific customer, in a specific context.

### **Structured Data**

Refers to any data that resides in a fixed field within a record or file. This includes data contained in relational databases and spreadsheets.

### **The Where**

Referring to a specific digital location, or a place someone visits online (ie. a unique search keyword, website, blog, affiliate, influencer, content viewed etc.).

### **The Who**

Referring to a person, or people-based (audience-based) focused marketing methodology.

### **Three Degrees of Separation**

Where a customer was three steps prior to you or your competitors website (ie. they read a blog, then they went to a review website, then they clicked on a search ad, which led them to your website).

### **Traffic Titans Ecosystem**

(See ecosystem) This is the specific ecosystem constructed by DemandJump to analyze the four Traffic Titans. This ecosystem is not necessarily typical, as we would normally compare mix of both direct and indirect competitors to a specific brand to identify where they should place their marketing spend to maximize revenue.

### **Traffic Cloud™**

DemandJump customer acquisition platform.

### **Unstructured Data**

Refers to data that either does not have a pre-defined data model or is not organized in a pre-defined manner. Unstructured information is typically text-heavy, but may contain data such as dates, numbers, and facts as well.



# Custom Demo

## See a demo and learn how DemandJump can help you:

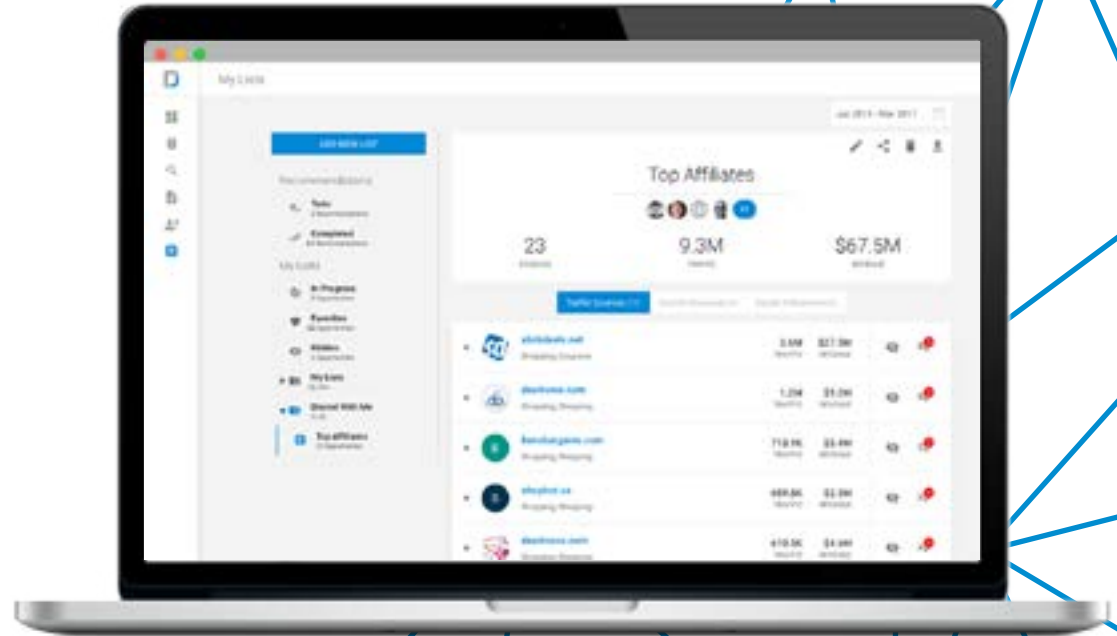
- > Get more new customers
- > Accelerate customer conversions
- > Reduce acquisition costs
- > Increase market share

## DemandJump is different because:

- > We see your customers **three steps before** they reach your site - or your competitors' website
- > We combine **your data** with **competitive intelligence** to understand your actual digital ecosystem
- > We show you your largest untapped (or underleveraged) **sources of revenue**

<http://bit.ly/2tzB1vm>

**Show me a  
Custom Demo**





*“Pollitt delivers practical, jargon-free insights into the current and future potential of artificial intelligence to impact earned, owned and paid media, as well as analytics. This is a great resource on AI for marketers!”*

**- Paul Roetzer, Founder, Marketing Artificial Intelligence Institute**

*“This book is a must-read for marketers who want to best position themselves for the future of analytics, attribution, and artificial intelligence. Pollitt expertly blends first-hand industry perspective with actionable takeaways to make this a truly useful guide. Download this one and take notes, folks! You won’t regret it.”*



**- Mark Schaefer, Keynote speaker, executive branding coach, marketing strategist. Podcaster, author of 6 books including KNOWN.**



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10 W. Market Street, Suite 1950

Indianapolis, IN 46204

Call us: 1-317-993-3620