

The Power of Potential Performance: AI for Marketing



The Top Six Use Cases for Banks

The most impactful marketing use cases for AI include:

1. Strategy and Campaign Design
2. Audience Targeting and Personalization
3. Content Creation
4. Campaign Optimization
5. Media Mix and Ad Spend Optimization
6. Social Media Management

Sources: ABA Survey; Paul Roetzer, [Marketing Artificial Intelligence](#).

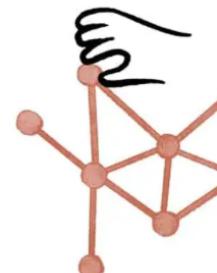


ChatGPT

Gemini

Claude

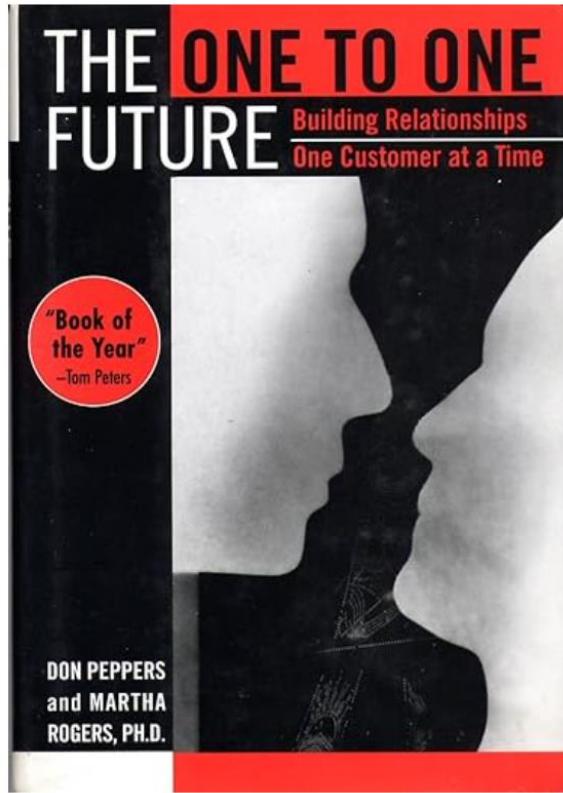
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1. Strategy and Campaign Design

Generative AI leverages large language models to answer prompts on nearly any subject. It can be very useful in the early stages of strategy development and campaign design, as well as in later stages of creative asset development.



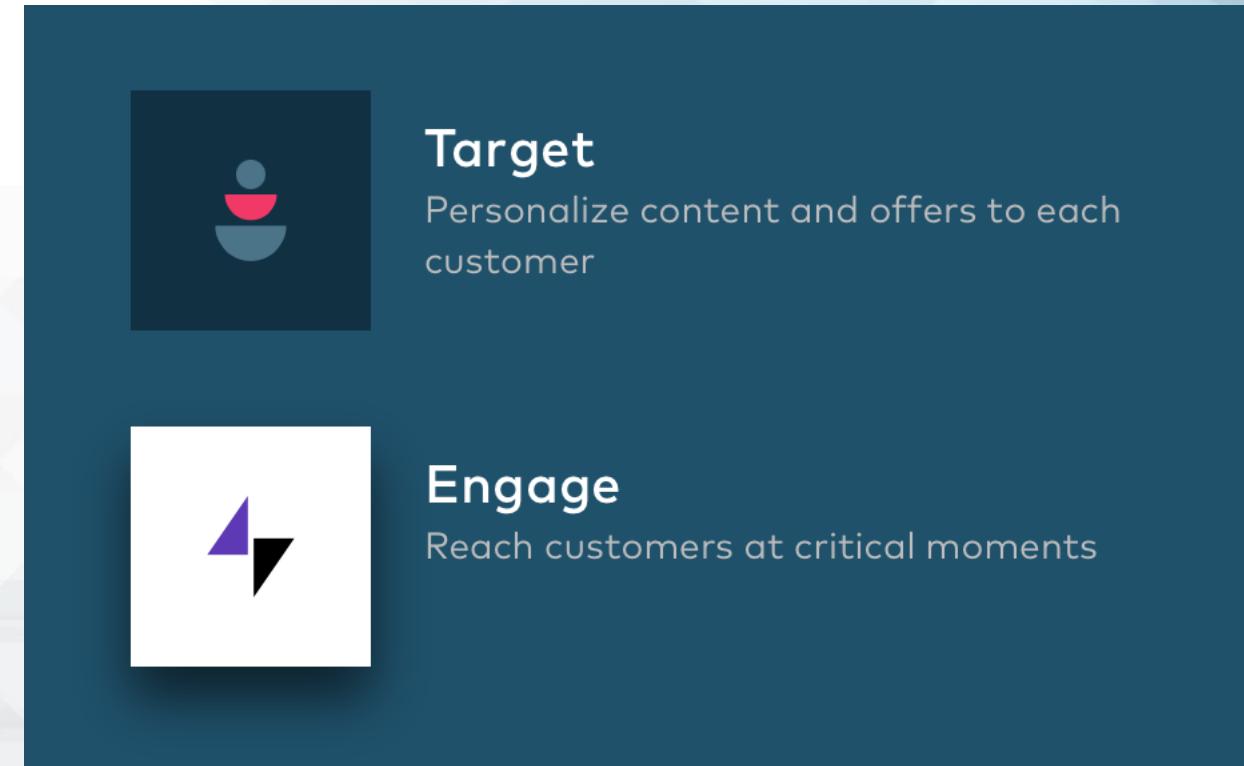
2. Audience Targeting and Personalization

AI enables precise targeting, allowing businesses to reach the right audience with personalized messages

- Propensity and Buyer Intent Models
- Programmatic Advertising
- Recommendation Engines

Real Example

Recommendation systems or engines, like Amazon uses, are available for small and medium-sized companies. They use data like past purchases, search behavior and website visits to personalize journeys, content, advice and recommendations.



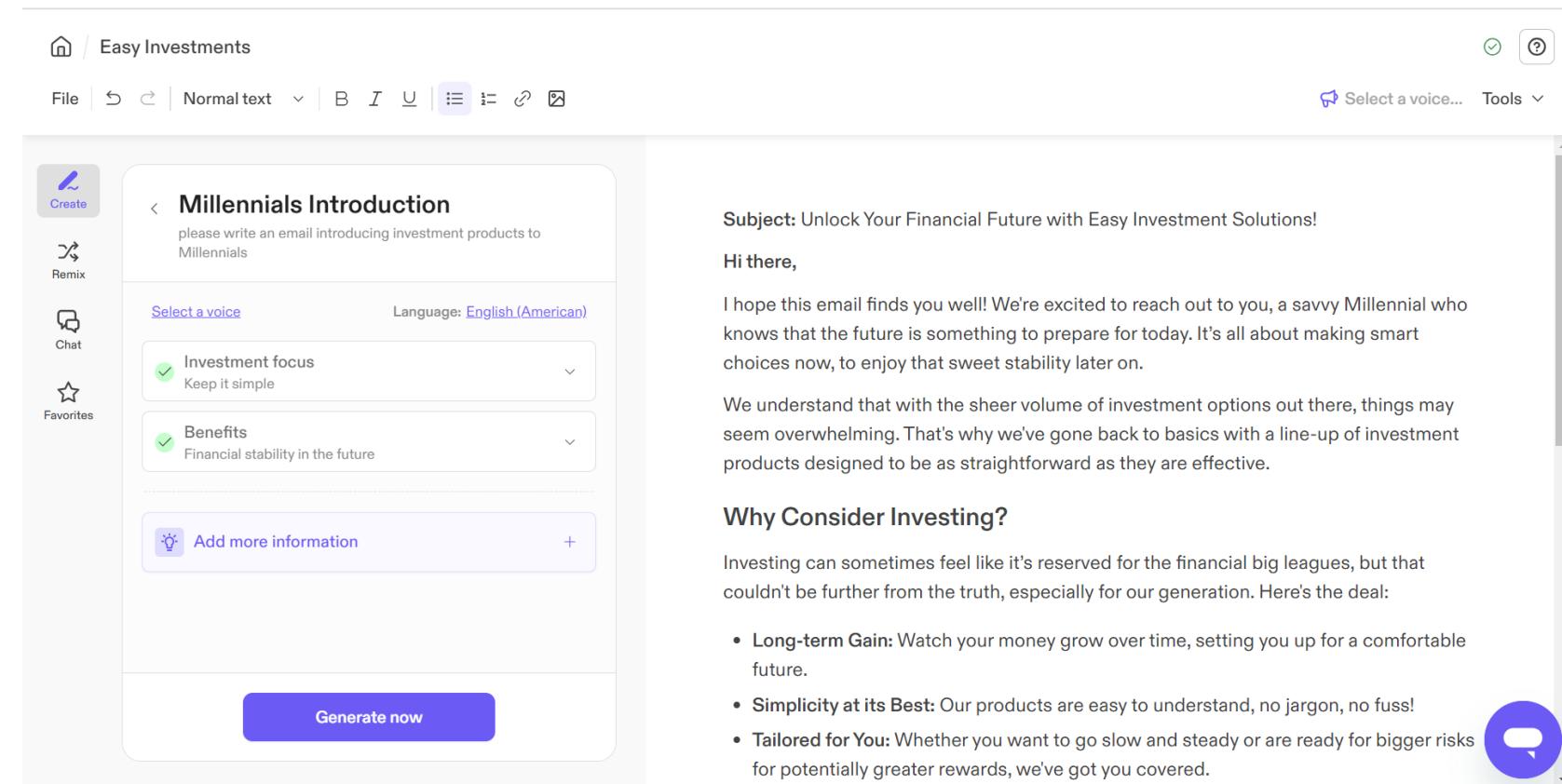


3. Content Creation

Various AI tools, including some specialized ones, help marketers develop content and creative assets faster and easier. Creative elements include:

- Email copy
- Blog posts
- Display ads
- Social media posts
- Images and videos
- Landing pages

Real Example



The screenshot shows the Jasper AI interface. The left sidebar includes 'Create', 'Remix', 'Chat', and 'Favorites' buttons. The main workspace has a title 'Millennials Introduction' with the sub-instruction 'please write an email introducing investment products to Millennials'. It shows a 'Select a voice' dropdown set to 'English (American)' and a 'Language' dropdown set to 'English (American)'. Under 'Investment focus', the option 'Keep it simple' is checked. Under 'Benefits', the option 'Financial stability in the future' is checked. A 'Generate now' button is at the bottom. To the right, the generated email content is displayed:

Subject: Unlock Your Financial Future with Easy Investment Solutions!

Hi there,

I hope this email finds you well! We're excited to reach out to you, a savvy Millennial who knows that the future is something to prepare for today. It's all about making smart choices now, to enjoy that sweet stability later on.

We understand that with the sheer volume of investment options out there, things may seem overwhelming. That's why we've gone back to basics with a line-up of investment products designed to be as straightforward as they are effective.

Why Consider Investing?

Investing can sometimes feel like it's reserved for the financial big leagues, but that couldn't be further from the truth, especially for our generation. Here's the deal:

- **Long-term Gain:** Watch your money grow over time, setting you up for a comfortable future.
- **Simplicity at its Best:** Our products are easy to understand, no jargon, no fuss!
- **Tailored for You:** Whether you want to go slow and steady or are ready for bigger risks for potentially greater rewards, we've got you covered.

Source: [Jasper](#)



4. Campaign Optimization

AI-powered advertising campaign platforms are readily available, and can rapidly experiment with A/B testing of creative, ad placement, and context to improve campaign performance in real time.

Real Example

Albert.ai autonomously optimizes ad bidding across ‘walled gardens’ -- search, social and programmatic media channels – with very little human intervention.

the world's only marketing AI that is...

 Autonomous
Self-optimizing campaign design and management

 Cross-Channel
Holistic, agile cross-channel strategy and execution

 Fast Start
Implement in weeks, not months, in existing ad accounts



Source: [Albert AI](#)

5. Media Mix and Ad Spend Optimization

Attribution models such as media mix modelling (MMM) are using machine learning to bridge the gap between on-line and off-line (branch) sales. The process sheds light on:

- The contribution of each media channel on sales (or other specific outcomes)
- Forecasts of future sales given different media mix allocation
- Recommends optimal budget allocation

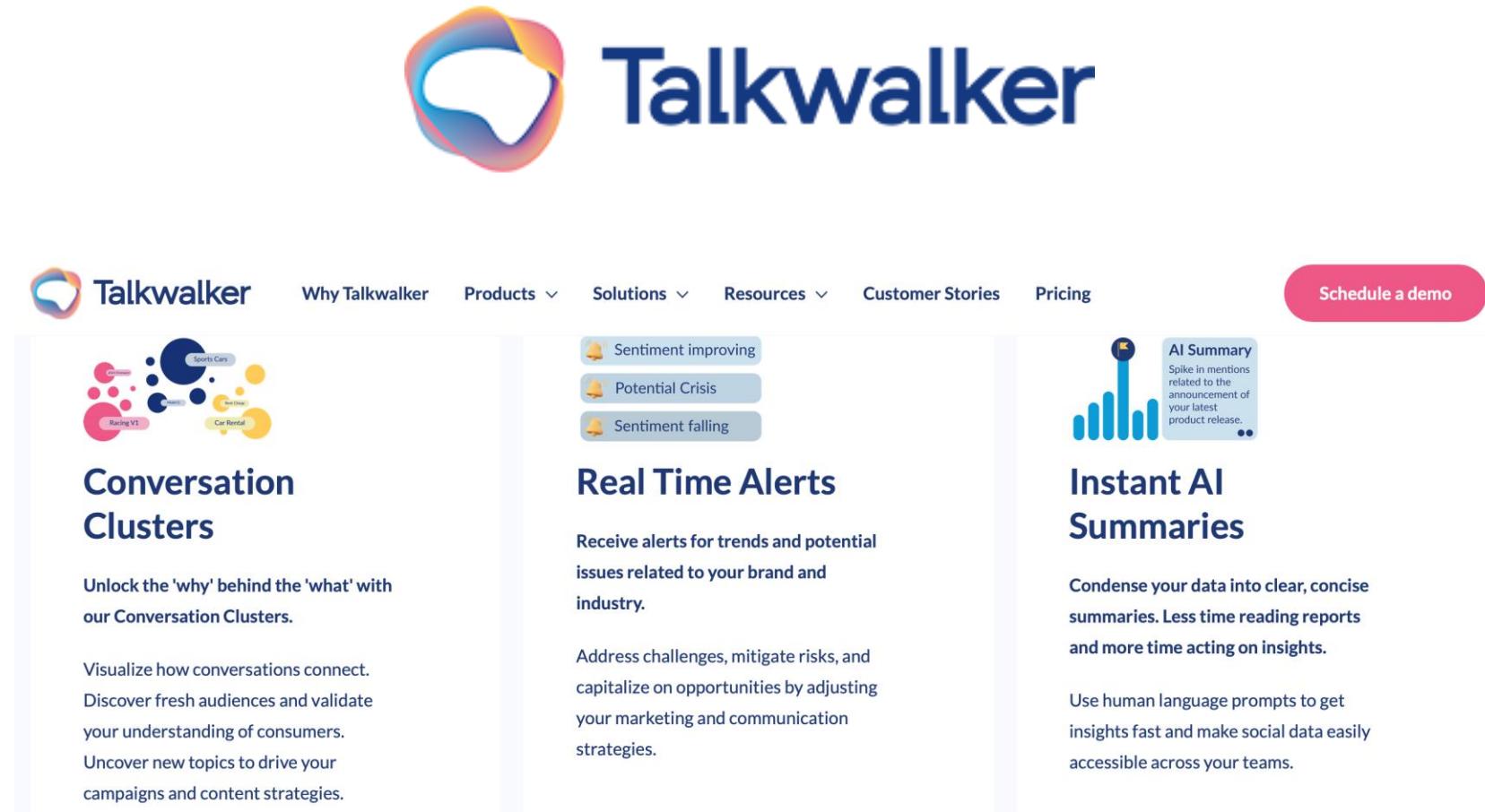
6. Social Media Management



Given the heavy reliance on social media by banks, AI can supercharge these efforts, enhancing content creation, managing brand reputation, and improving customer communication.

Real Example

Talkwalker's social listening platform uses AI to sift through massive data and provides real time alerts and instant summaries of insights.



The image shows a screenshot of the Talkwalker website. At the top, there is a large logo consisting of a colorful, abstract shape resembling a brain or a cloud, followed by the word "Talkwalker" in a bold, blue, sans-serif font. Below the header, there is a navigation bar with links: "Why Talkwalker", "Products", "Solutions", "Resources", "Customer Stories", and "Pricing". On the far right of the navigation bar is a pink button with the text "Schedule a demo". The main content area is divided into several sections. On the left, there is a section titled "Conversation Clusters" with a sub-section titled "Unlock the 'why' behind the 'what' with our Conversation Clusters." It features a colorful graphic with various colored dots and labels like "Sports Cars", "Car Rental", and "Racing V1". In the center, there is a section titled "Real Time Alerts" with a sub-section titled "Receive alerts for trends and potential issues related to your brand and industry." It features a graphic of three blue bell icons with the text "Sentiment improving", "Potential Crisis", and "Sentiment falling". On the right, there is a section titled "Instant AI Summaries" with a sub-section titled "Condense your data into clear, concise summaries. Less time reading reports and more time acting on insights." It features a graphic of a bar chart with a blue arrow pointing upwards and the text "AI Summary Spike in mentions related to the announcement of your latest product release." At the bottom of the page, there is a footer with the text "Talkwalker © 2023 All rights reserved." and a "Privacy Policy" link.



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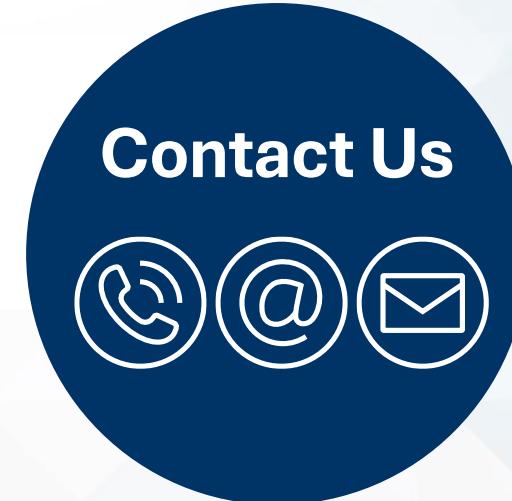
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