

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

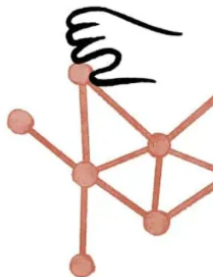
Sources: ABA Survey; Paul Roetzer, [Marketing Artificial Intelligence](#).



ChatGPT

Gemini

Claude



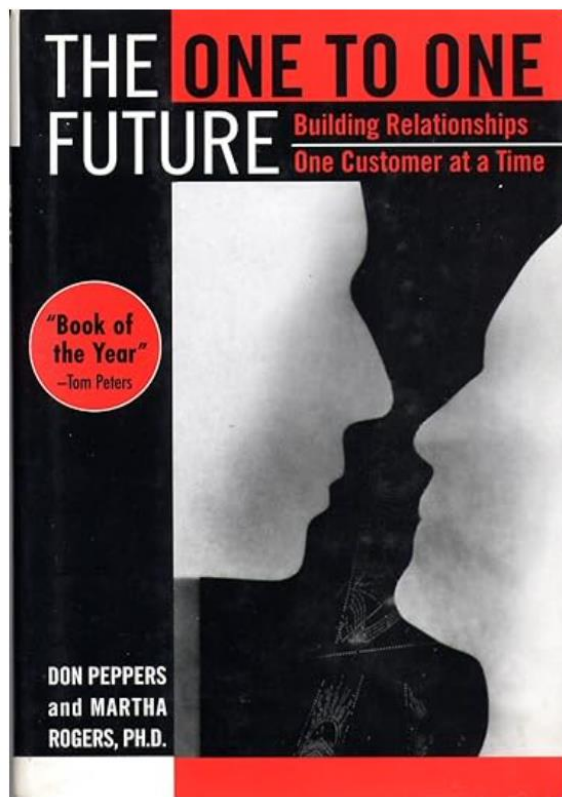
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Copilot

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

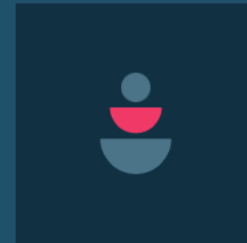
AI enables precise targeting, allowing businesses to reach the right audience with personalized messages

- 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.



Target

Personalize content and offers to each customer



Engage

Reach customers at critical moments



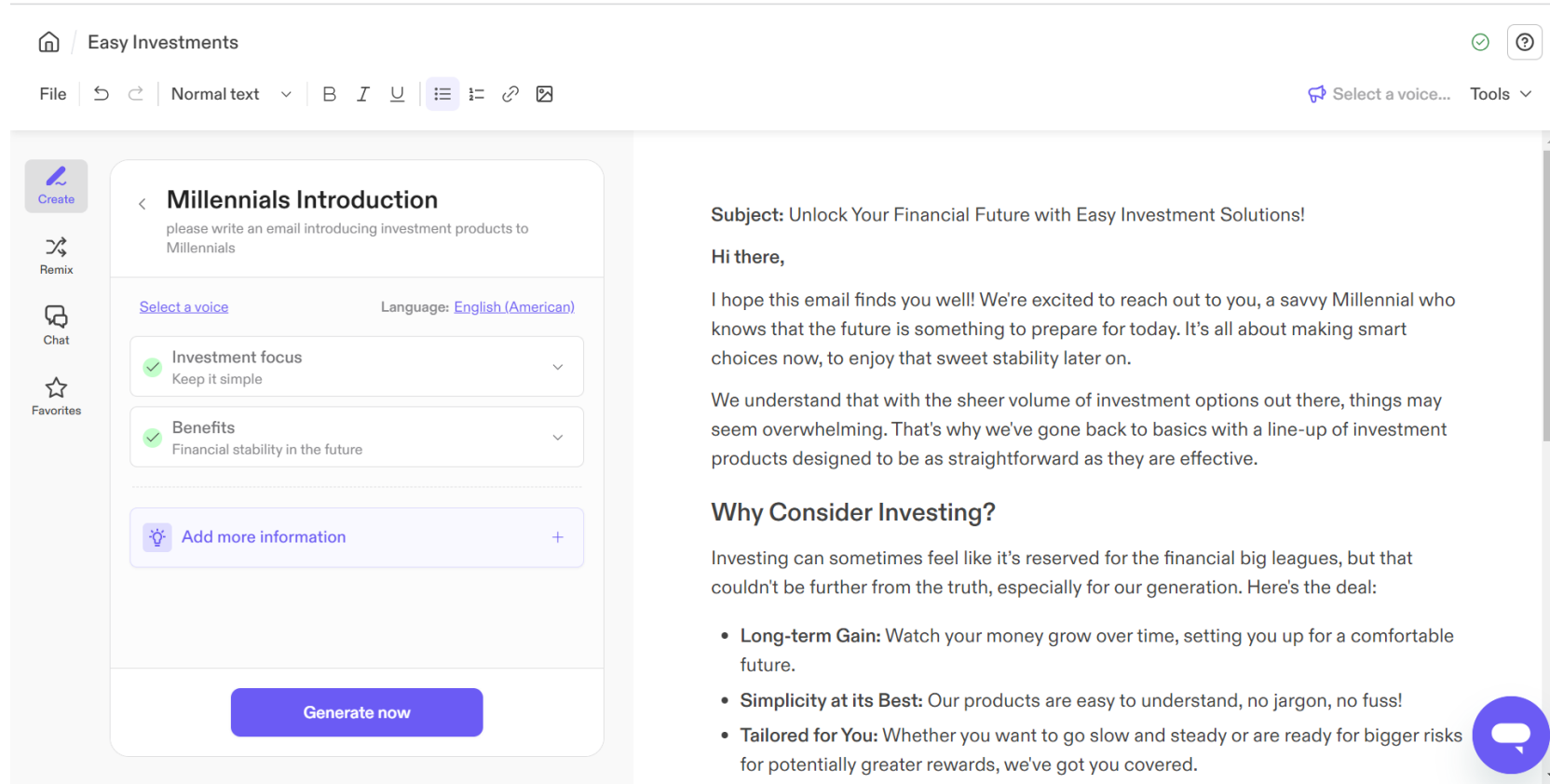
3. Content Creation

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 displays the Jasper AI web interface. On the left is a sidebar with icons for 'Create', 'Remix', 'Chat', and 'Favorites'. The main area is titled 'Easy Investments' and contains a form for creating content. The form has a title 'Millennials Introduction' and a prompt 'please write an email introducing investment products to Millennials'. Below the prompt are two dropdown menus: 'Investment focus' with the selected option 'Keep it simple', and 'Benefits' with the selected option 'Financial stability in the future'. There is also an 'Add more information' button with a plus icon. At the bottom of the form is a large blue 'Generate now' button. To the right of the form, the generated email content is shown, including a subject line, a greeting, a paragraph of text, and a bulleted list under the heading 'Why Consider Investing?'. The interface includes a top navigation bar with a home icon, a status bar with a 'File' menu and various formatting options, and a right sidebar with a 'Select a voice...' button and a 'Tools' dropdown.

Source: [Jasper](#)



albertTM
BY ZOOMD



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

albertTM
BY ZOOMD

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.

A screenshot of the Talkwalker website homepage. The header includes the Talkwalker logo, navigation links for "Why Talkwalker", "Products", "Solutions", "Resources", "Customer Stories", and "Pricing", and a pink "Schedule a demo" button. The main content area is divided into three vertical panels. The first panel, "Conversation Clusters", features a bubble chart and text about unlocking the 'why' behind the 'what'. The second panel, "Real Time Alerts", shows a list of alerts like "Sentiment improving" and "Potential Crisis", with text about receiving alerts for trends and potential issues. The third panel, "Instant AI Summaries", includes a bar chart and text about condensing data into clear, concise summaries.

Conversation Clusters

Unlock the 'why' behind the 'what' with our Conversation Clusters.

Visualize how conversations connect. Discover fresh audiences and validate your understanding of consumers. Uncover new topics to drive your campaigns and content strategies.

Real Time Alerts

Receive alerts for trends and potential issues related to your brand and industry.

Address challenges, mitigate risks, and capitalize on opportunities by adjusting your marketing and communication strategies.

Instant AI Summaries

Condense your data into clear, concise summaries. Less time reading reports and more time acting on insights.

Use human language prompts to get insights fast and make social data easily accessible across your teams.



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