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**LAKE GLOBAL REACH**  
Increase Your Global Market Reach

**[ How Artificial Intelligence can be helpful  
for B2B email-marketing? ]**

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## Introduction

How often do you think making a marketing decision is tricky?

This could be because, although there is data out there to guide us toward the best decisions with our emails, many marketers find it difficult to assess that data. However, the available data may not be enough to draw a firm decision.

A/B tests are done on ten different subject lines to get some insights. Later, the data is accessed and compared against tons of other factors. Ultimately, you select the best one. And then replicate it for the next million emails you send and do it all in your brand's voice it's just too much for a human to replicate accurately and at scale.

## How artificial intelligence helps!

AI is known as an email marketer's intuition, if that intuition could read millions of data points in a matter of seconds and make the correct decision every single time. And this technology is not out of reach for the average marketer. AI is almost everywhere.

AI-powered tools are incredibly attainable, and could be the key to perfecting email marketing.



## What is AI all about?

AI sounds innovative. Here's our favorite definition:

*AI is the "science of making machines smart."*

Demis Hassabis, the CEO of DeepMind, is the one who said that.

*Machines are already pretty smart, you might be thinking. You're right. We have programs that house email workflows, sending emails to certain people based on*

*complicated branching logic. We have software that schedules social media shares.*

But in these examples, it's a human making the rules for the machines to follow. In an email workflow, we tell the machine which if/then logic to consider, what to do when a factor meets the criteria, and when to send a message.

To understand some of the deeper concepts, such as data mining, natural language processing, and driving software, you need to know the three basic AI concepts: machine learning, deep learning, and neural networks. While AI and machine learning may seem like interchangeable terms, AI is usually considered the broader term, with machine learning and the other two AI concepts a subset of it.

When a machine uses AI, **it gets smarter on its own**. (This specific kind of AI is called “machine learning.”) It uses massive amounts of data to make recommendations and decisions that improve as it learns. Once the humans initially train the machine, it can then use this training to discover its own solutions and pathways.

Contrariwise, regular machines require human interference to fix errors and ensure the machine doesn't make them again. For example, if LinkedIn's tagging recommendation tool incorrectly identified your ID, it learns immediately (with your interference) that it isn't actually *you* in the search result. And whatever caused it to identify you likely won't trip the machine up again. If it wasn't using AI, it would keep incorrectly identifying your profile until some poor programmer at LinkedIn manually tinkered with the program to tell it not to make that error again.

With more than 500 million users on LinkedIn and hundreds of millions of posts uploads daily, there's just no way a standard machine or human could keep up.

But machine learning algorithms can. And when they're trained to complete narrow tasks, they do so with incredible speed and accuracy.

That's why AI is able to give marketers superpowers—especially when it comes to email. Hence Email Marketing works amazingly for both B2B and B2C businesses.

### **How AI plays smart in Email Marketing**

AI can outperform humans, make accurate predictions, and give stellar recommendations. And it goes way beyond Smart Compose or Smart Reply in your Gmail inbox.

Here are the top use cases for AI in email marketing.



- **A Good Subject Line can be game changer**

Natural Language Generation (NLG, subset of AI), can actually write language. It must be trained on an extremely large, structured data set, but then it's capable of producing narratives for a multitude of purposes—press releases, social shares, and even email subject lines.

You see, AI can assess the essential data to create an optimal subject line. This includes things like word choice, sentiment, emoji use, and more. And it does this at scale, so it's accurate and fast.

Phrases have AI technology that writes subject lines so well, it beats humans in 98% of head-to-head tests. That's because it assesses existing copy to learn a company's brand voice, then uses NLG to produce tons of email subject lines guaranteed to perform well. It uses natural language processing to do a sophisticated sentiment analysis, and then predicts with amazing accuracy how the subject line will perform in practice.

With AI, marketers can produce far better subject lines, generating more opens than a human could.

And in the end, more opens means higher revenue.

- **Optimize Email Send Times**

One aspect of AI that makes it invaluable to marketers is its ability to personalize *at scale*. Today's consumers expect highly personalized recommendations and experiences, but it's

nearly impossible for marketers to deliver that to each individual consumer. And as an audience grows, it becomes even more overwhelming.

Such as the problem with email send times. We marketers can debate all day whether our audience is more likely to open an email at 10:00 a.m. or 3:00 p.m. And the sad part is, we're probably wrong no matter what—because for optimal email open rates, we need to send emails according to each audience member's preference.

That's impossible for humans to do at scale, which is where AI comes in.

Tools like Seventh Sense use artificial intelligence to assess mountains of data from your HubSpot portal, Marketo instance and / or corporate email system. It then uses the data to build a predictive model for *each contact*.

That means each individual person in your list receives an email at the time they're most likely to open it, based on data.

- **Segment Email Lists**

The Email Marketer segment their audience before sending custom emails and segmented email campaigns have been shown to increase revenue by 760%. But that segmentation can be based on infinite criteria. How do you know you're spending valuable time segmenting for the most impact?

Smart segmentation with AI is a great place to start, because it'll help you develop lists that increase opens and clicks.

For example, according to Salesforce, AI can analyze your current subscribers' behavior—everything from purchase patterns to website forms—and identify patterns that help you segment your audience in new ways. And it does this way faster than any human could. Like we mentioned earlier, customization is the key to capturing today's audiences. And with smarter segmentation, you're left with optimized email lists that help your emails perform better.

## **Conclusion**

It's likely that AI can help you increase revenue and reduce costs. That means now is the time to get started with AI, no matter your skill or comfort level.

By applying AI you build a potentially insurmountable competitive advantage.

## Reference

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