

AI term

What it means

Application to marketing

Artificial Intelligence

Makes machines do things that would require intelligence if done by a human.



Automates marketing by categorization of products, technologies, and services.

Algorithm

Transforming or analyzing data to make predictions from the data sets



Determine what posts you see in a news feed, page of search results

Natural Language Generation/ Processing

A machine interpreting what human language



Gain a better understanding of buyer behaviour and improve connections.

Computer Vision

Computer vision is an application of deep learning that can “understand” digital images



Organizes images and videos for smarter re-targeting.

Bots

Text-based programs that humans communicate with to automate specific actions or seek information



Interact with customers as customer support via natural language processing.