# Intelligent Automation for the Modern Marketer

slack

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As a marketer, you're always looking for ways to grow your share of voice, deepen connections with your audience, and drive greater efficiencies/results, so it's worth taking time to review the tools you use to meet those goals.

Increasingly, artificial intelligence and machine learning are playing a role in many marketing services. Marketers of every stripe can harness these powerful features to better understand the customer, create more tailored experiences, and ultimately drive business results.
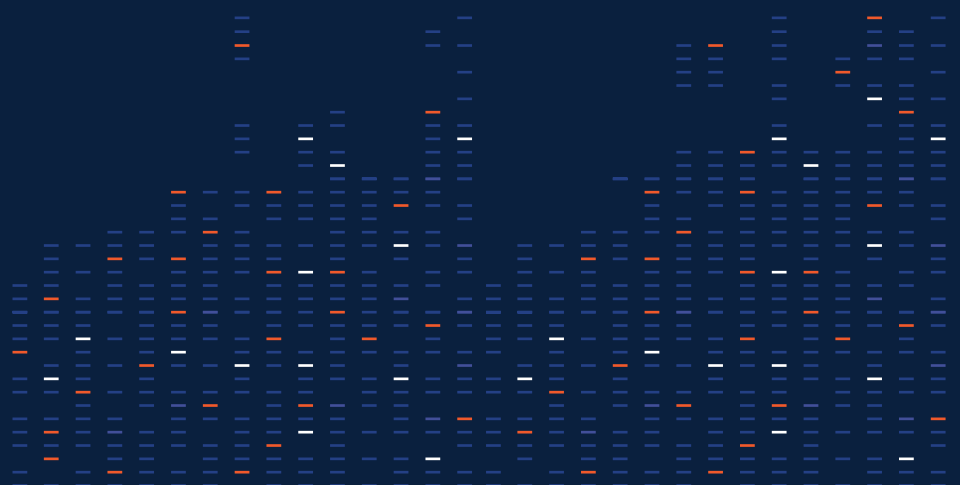
A day in the life of a modern marketing team

While researching this guide, we reviewed nearly a hundred marketing services that take advantage of these advanced new capabilities.

When picking services worth highlighting, we looked for products that not only simplify complicated workflows through automation, but also use some aspect of machine intelligence to solve problems in a clever way. Examples range from services that help make decisions, provide customers with an experience uniquely customized to them, automate campaign monitoring, and alert you when something unexpected happens—ultimately enabling marketers to focus on higher-impact work.

We've organized our recommendations by marketing function so you can dive straight into your own area of expertise and review some of the latest solutions on the market.

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01

Stay on top of conversations around your brand

Talkwalker

🌐 **TALKWALKER**

Talkwalker is a listening and analytics suite that monitors your brand's mentions online, on social networks, in print, and on TV and radio, across 187 languages.

WHO IT'S FOR:
Brand marketers.

WHAT IT DOES:
A robust intelligent system of image recognition that enables brands to monitor uses (and misuses!) of their logo across all media avenues. Sentiment analysis informs both analytics and reporting, providing brand owners with a comprehensive way to protect, measure, and optimize the impact of their public communication.

WORKS WITH:
Social networks including Twitter, Facebook, Instagram, and YouTube. Also monitors print, TV, and radio mentions.

Influential

⊕ **INFLUENTIAL**

Influential for Brands and Ad Agencies is a tool that uses data and intelligence to match and manage your social media influencer campaigns.

WHO IT'S FOR:
Brand marketers.

WHAT IT DOES:
Influential includes the ability to create new campaigns, approve new creative, collaborate with your team, and furnish campaign reports. It also goes a step further and leverages intelligence and learning from IBM's Watson to match your brand with social media influencers based on audience demographics, relevance, and other key performance metrics.

WORKS WITH:
Campaigns on Facebook, Instagram, Twitter, Snapchat, and YouTube.

02

Generate demand and drive growth

GrowthBot

🌐 **GROWTHBOT**

GrowthBot is an intelligent assistant designed to answer marketing & sale-related questions instantly.

WHO IT'S FOR:
Growth marketers.

WHAT IT DOES:
GrowthBot leverages data in HubSpot and Google Analytics to act as both an internal intelligence bot that can tell you more about your business as well as an external expert that plumbs outside data to help you locate future customers. Questions like "What were the top posts on my site last week?" and "Show me SMB law firms in Boston that use Google Apps" can be answered instantly by GrowthBot.

WORKS WITH:
HubSpot, MailChimp and Google Analytics power the bot in Slack, Facebook Messenger, and Twitter.

PaveAI

🌐 **PAVEAI**

PaveAI plumbs Google Analytics for you, analyzes your data, and returns specific insights designed to increase revenue and improve marketing strategies.

WHO IT'S FOR:
Performance marketers.

WHAT IT DOES:
Using machine learning, PaveAI identifies trends in your data, looks for ways to meet your goals, and offers up ways to re-prioritize your ad spending. It's an entire system to help improve your conversion rates based on insights from your existing traffic data.

WORKS WITH:
Google Analytics, Google Adwords, Facebook Ads, and Twitter Ads.

Sentient Ascend

🌐 **SENTIENT ASCEND**

Sentient Ascend uses artificial intelligence to power A/B tests that compress the time it normally takes to refine page layouts and designs.

WHO IT'S FOR:
Performance and web marketers.

WHAT IT DOES:
Ascend uses evolutionary algorithms to test dozens of iterations simultaneously, and continuously optimizes layouts for the best performing aspects that reach your KPI goals. Ascend's testing strategy can quickly produce final designs that are fully adapted to your audience.

WORKS WITH:
Your website and Google Analytics.

Dynamic Yield

🌐 **DYNAMICYIELD**

Dynamic Yield offers a suite of services that use machine learning to drive conversions, generate leads, and maximize your site's revenue.

WHO IT'S FOR:
Demand generation marketers.

WHAT IT DOES:
As a personalization platform, Dynamic Yield enables you to customize your site, emails, and messaging based on real-time site data as well as the past behavior of your target audience. Its multivariate A/B testing is focused on maximizing revenue instead of just maximizing clicks. Dynamic Yield's customer segmentation product lets you offer up tailored search results, custom recommendations, and specific savings offers for each and every type of repeat customer on your site.

WORKS WITH:
Your website, mobile apps, and email campaigns.

Cortex (from Vidora)

⊕ **VIDORA**

Vidora's Cortex product uses a strategic AI engine to make it easier for any company to deploy, integrate, and measure changes across their business.

WHO IT'S FOR:
Product marketers.

WHAT IT DOES:
At the heart of Cortex are its Queries, which let anyone inside a business ask complex questions about products, processes, and customer behavior, all thanks to adaptive intelligence that constantly monitors your business data. Cortex can answer prompts like *"Find all Android users 80%+ likely to watch our newly syndicated TV show when sent a push"* and *"Find all users 75%+ likely to churn, and identify what new features should be sent to each in an email."*

An API is also available to export any data furnished by Cortex that can be sent to third-party tools for things like personalizing customer communication automatically.

WORKS WITH:
eCommerce websites, media platforms, subscription services.

Frank

🌐 **FRANK**

Frank is an online advertising platform that uses artificial intelligence to optimize your ad campaigns automatically, without your involvement.

WHO IT'S FOR:
Performance marketers.

WHAT IT DOES:
After initial setup, Frank takes your ideal customer goals along with your display ad creative and automatically manages and refines your campaigns. Frank can quickly deduce where your message is performing best across platforms, websites, and creative, iterating your ads and saving you time otherwise spent regularly monitoring your analytics.

WORKS WITH:
Ad platforms on Facebook, Twitter, LinkedIn, Instagram, Google, and YouTube.

Zalster

🌐 **ZALSTER**

Zalster helps manage Facebook ad campaigns through automation and tracking and offers predictive modeling on future ad spends.

WHO IT'S FOR:
Marketers managing Facebook ad campaigns.

WHAT IT DOES:
Zalster automates ad placement and optimization and helps manage ongoing campaigns. Zalster's Slack bot can dutifully report daily ROI, furnish charts showing your ad spend versus sales history, and predict future purchases/conversions from your ads based on previous behavior. Zalster helps reduce cost per acquisition by helping you focus your ad budget on campaigns that produce the best ROI.

WORKS WITH:
Facebook Ads and Slack.

03

Make connections
in the real world

Grip

🌐 **[GRIP](#)**

Grip is an app for events that uses intelligent networking capabilities so attendees can keep up to date and interact with one another.

WHO IT'S FOR:
Event and field marketers.

WHAT IT DOES:
Grip is a custom app for your conference that not only meets common attendee needs; its app also uses an AI engine to analyze attendee social and registration data, building custom profiles for every person at your event. The app's matchmaking API then suggests which attendees should meet based on shared interests, and makes suggestions of speakers and exhibitors each attendee is likely be interested in. Grip's app not only serves attendee needs for your event, it adds a powerful networking and recommendation tool to boot.

WORKS WITH:
Custom mobile app for iOS and Android for your event.

Concierge Eventbot

🌐 **CONCIERGE EVENTBOT**

Concierge Eventbot is a pure text SMS-based bot for supporting events, allowing attendees to ask questions and get information.

WHO IT'S FOR:
Event and field marketers.

WHAT IT DOES:
Concierge Eventbot can answer questions 24 hours a day about event schedules and agendas, give directions to the venue, share necessary Wi-Fi passwords, and give parking information as well. The bot can send attendees daily reminders and provide alerts on things they don't want to miss. Organizers can send surveys and polls, publish updates to the event's programming, and let attendees connect with a human on the event staff if there's ever an issue.

WORKS WITH:
Standard text messaging.

04

Speed up your social engagement

Twizoo

🌐 **[TWIZOO](#)**

Twizoo automates the display of targeted social content on your own website.

WHO IT'S FOR:
Social media marketers.

WHAT IT DOES:
Twizoo locates the best social posts about your company and uses artificial intelligence to constantly monitor networks for your brand mentions. Publish high-quality photography and effusive social posts from your happiest customers and reap the benefits of genuine human voices on your site, skipping the time it would normally take to find, source, and credit them on your own.

WORKS WITH:
Your website, along with Twitter and Instagram.

Yalabot

🌐 **[YALABOT](#)**

Yalabot auto-schedules your social posts, using AI.

WHO IT'S FOR:
Social media marketers.

WHAT IT DOES:
Yalabot's machine learning constantly analyzes your company's unique audience behavior, and uses that information to calculate the best possible time to post on each network, automatically deploying to each of them with a goal of maximizing impact.

WORKS WITH:
Slack and Facebook Messenger for managing posting to Facebook, Twitter, and LinkedIn.

Lexi

🌐 **LEXI**

Lexi is an AI bot that conducts text analysis of social media posts.

WHO IT'S FOR:
Social media marketers.

WHAT IT DOES:
Lexi can search Twitter for any keywords you feed it, and in return give sentiment analysis, audience demographics, and word clouds of popular phrases used around the topics. Results from Lexi can inform your company's own social media posts, and customized results can be automatically delivered to your team every morning.

WORKS WITH:
Twitter and Slack.

05

Tailor your communication to your audience

Digg

🌐 **DIGG**

Digg, the popular news aggregation site, offers up a message bot that offers a variety of services.

WHO IT'S FOR:
Content marketers.

WHAT IT DOES:
Digg's message bot delivers top news to your team every morning, gives you reports on currently trending topics, and allows for keyword searches as well as reports for top-performing content at any top-level URL you want to test against.

WORKS WITH:
Facebook Messenger, Amazon's Alexa, and Slack.

Content Tracker

tracker.priceonomics.com

🌐 **CONTENT TRACKER**

Content Tracker by Priceonomics is an intelligent app that leverages your Google Analytics account to measure and manage your content.

WHO IT'S FOR:
Content marketers.

WHAT IT DOES:
Content Tracker analyzes posts from your team, monitors references across the web and social media, and reports back when your articles get notable mentions or reach traffic milestones. It also includes editorial calendar and content management tools, as well as A/B headline testing to lift the performance of your work.

WORKS WITH:
Twitter, Google Analytics, and Slack.

Cortex (from Cortex Automation)

🌐 **CORTEX**

Cortex is a content analysis app that uses AI and machine learning to help teams optimize their social posts and make data-driven creative decisions.

WHO IT'S FOR:
Content marketers.

WHAT IT DOES:
Find out which photos, hashtags, and text perform best on social networks through comprehensive reporting. Cortex's insights can also determine the best times to post on social. Cortex's competitive analysis tools let you know how well your work measures up to competitors'.

WORKS WITH:
Facebook, Twitter, Pinterest, Instagram, and YouTube.

Persado

🌐 **PERSADO**

Persado is an AI solution that generates language (tailored to your brand's existing voice) to make a specific audience, segment, or individual take action.

WHO IT'S FOR:
Content marketers.

WHAT IT DOES:
Persado's tools can be used to generate personalized content for customers, create and measure email subject lines and social media ads to determine what performs best, and track the performance of it all in an analytics package designed to increase engagement and conversion.

WORKS WITH:
Your website, Facebook, and email campaigns.

Klevu

🌐 **KLEVU**

Klevu is an AI-powered smart search that connects shoppers with the products they want to buy.

WHO IT'S FOR:
Content marketers.

WHAT IT DOES:
Klevu is an intelligent search widget that offers auto-completion with custom predictions and faceted search based on user history; it surfaces both trending and promoted items in results.

WORKS WITH:
eCommerce websites.

Boomtrain

🌐 **BOOMTRAIN**

Boomtrain is an artificial intelligence platform offering support for a range of marketing services.

WHO IT'S FOR:
Content marketers.

WHAT IT DOES:
Boomtrain's personalization engine helps marketers build custom website experiences for every unique website visitor. Tailor your website content and send email newsletters and mobile push notifications with offers based on each visitor's unique needs. Boomtrain will even suggest the best possible times to send each message to ensure it is delivered at a time that drives the most engagement.

WORKS WITH:
Websites, email campaigns, and mobile apps.

06

Automate and analyze connections with customers

Drift

⊕ **[DRIFT](#)**

Drift is a conversational marketing and sales tool that makes it easier for site visitors to connect with your sales team in real-time, 24/7.

WHO IT'S FOR:
Marketing teams focused on demand generation.

WHAT IT DOES:
Potential customers can start a conversation with a bot that answers common questions from a custom playbook, gathers information about the lead, and even offers to automatically book sales calls with your staff. Qualified leads can be connected to sales staff via chat or email, and analytics offer up detailed reporting while integrating with existing sales and marketing tools.

WORKS WITH:
Your website and marketing tools such as Salesforce, Marketo, HubSpot, and others, through Zapier.

Automat

⊕ **AUTOMAT**

Automat is a bot designed to automate conversational marketing by engaging with site visitors directly.

WHO IT'S FOR:
Conversational marketing.

WHAT IT DOES:
Once brands provide conversation subject matter and special offers, Automat's deep learning engine can engage in real conversations with thousands of customers, 24 hours a day, automatically. Automat can also decide when to offer coupons and discounts, and it can measure impact with a suite of analytics.

WORKS WITH:
Facebook Messenger.

TalkIQ

🌐 **TALKIQ**

TalkIQ offers real-time voice analytics for customer calls.

WHO IT'S FOR:
Marketers working in sales enablement.

WHAT IT DOES:
TalkIQ uses speech recognition as well as machine learning to scan customer calls and rate trends in positive sentiment, count the number of times your competitors are mentioned, and track the duration of calls. Data from TalkIQ can be used to optimize your customer experience.

WORKS WITH:
Phone and chat support systems.

Siftrock

🌐 **[SIFTROCK](#)**

Siftrock uses artificial intelligence to keep your customer contact database up to date, automatically.

WHO IT'S FOR:
Marketers working in sales enablement.

WHAT IT DOES:
Siftrock scans email to identify any workplace changes, new positions, and new phone numbers mentioned in previous messages, constantly keeping your contact information up to date. Siftrock's analysis can also identify customers requesting demos and responses, automatically surfacing lead-generation opportunities your team would have missed otherwise.

WORKS WITH:
Email, as well as Marketo, Salesforce, HubSpot, and others.

MonkeyLearn

🌐 **MONKEY LEARN**

MonkeyLearn is a text analysis service that automates frequent tasks using machine learning.

WHO IT'S FOR:
Marketers optimizing website text, social copy, email campaigns, and customer satisfaction programs.

WHAT IT DOES:
MonkeyLearn is an automation platform that can scan text and tie results to automated actions. If you're running customer support channels, you might conduct sentiment analysis on all incoming tickets and flag the most urgent-sounding ones as high priority. Use it to process survey responses or replies to company tweets into happy and unhappy customer channels and react accordingly.

WORKS WITH:
Google Sheets, Excel, Zapier, Intercom, and RapidMiner.

07

Analyze your marketing

Allstacks

🌐 **ALLSTACKS**

Allstacks is an analytics package designed for project managers tracking their team's internal metrics.

WHO IT'S FOR:
Project managers in marketing departments.

WHAT IT DOES:
Allstacks takes all your team's output and uses predictive analytics to give managers a better picture of team efficiency. Insights from your data can point out when teams are more efficient as well as identify any roadblocks holding up your projects.

WORKS WITH:
Productivity apps like JIRA, Trello, Asana, G Suite, GitHub, and Slack.

Statsbot

⊕ **STATSBOT**

Statsbot offers businesses deep access to data through natural language queries, without their having to know database languages like SQL.

WHO IT'S FOR:
Marketers working in business intelligence.

WHAT IT DOES:
Statsbot's natural language processing puts powerful data reporting within reach of anyone on your team. Ask questions like "Show me all orders placed in Texas, grouped by product category" or "What was our sales revenue last week?" to get results instantly.

WORKS WITH:
Any custom databases, Google Analytics, Mixpanel, Stripe, and Salesforce, with reporting into Slack.

Crayon

🌐 **CRAYON**

Crayon is a competitive analysis app that tracks the entire digital footprint of your competition.

WHO IT'S FOR:
Marketers analyzing their competitive landscape.

WHAT IT DOES:
Crayon tracks over 100 data types from seven million sources to spot any changes to competitor programs or features, automatically. Keep tabs on companies you compete against while identifying market trends that can give insight into threats and opportunities.

WORKS WITH:
Automatic reports are sent via email or Slack.

Marketing is about moving a business forward

Staying competitive in marketing means embracing new tools that save hours of tedious busywork, provide crucial insights, and help automatically make data-driven changes that improve the bottom line.

Artificial intelligence and machine learning already serve as the backbone of many apps and services we use in our daily lives, and that same power and time-saving automation is increasingly found in tools specific to marketing. Try incorporating these services into your workflows and help free up your team to do their best work.
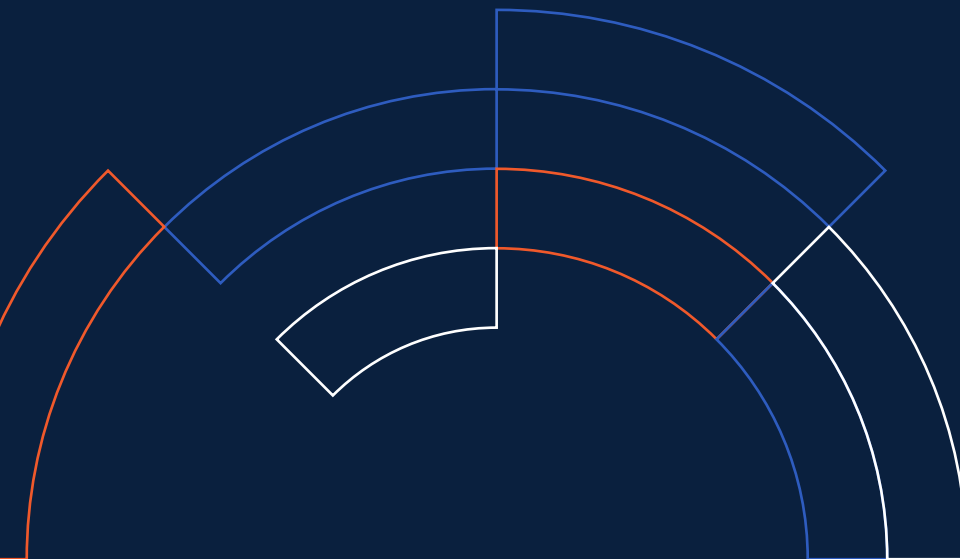
Fast-moving marketing teams rely on Slack

Slack is a vital tool for marketers around the world. See how they use it to track complex campaigns, keep information visible, and work closely with customers.

⊕ **SLACK FOR MARKETERS**

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Ready to get started?

It's simple to create a workspace on Slack. Try it for as long as you'd like, with as many people as you'd like, for free.

⊕ **GET STARTED**

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