Find out how machine learning scales has personalized marketing!

When machine learning is necessary, some marketing professionals face one of their greatest challenges. Keeping and updating precise personalization rules depends on mixing data analysis, formulation, and performing hypothesis tests so, it would be best if your team also had content curation and manual configuration. Because you have to manage various rules, on several pages, for diverse scenarios ─ and be aware of what's working or not ─ your team may be facing one of the greatest nightmares of marketing life, especially in a low-count office.

Therefore, artificial intelligence can be your knight in shining armor. A good AI will enrich your personalized marketing strategy by eliminating some choices we face in our daily activities. Using machine learning models for analyzing browsing behavior enables automating the delivery of relevant content ─almost by obliterating the need for configuring rules such as the display of messages that are guided by the user's behavior.

When data processing is performed in a cloud, personalization can be scaled to even greater levels. Remote processing is a big factor for scalability since it usually supplies the necessary resources for managing machine learning and background processing. Some companies even prefer to work by running local servers due to their concern about data privacy, but that typically demands a potent server and limits processing, and it can cause a big impact on the campaign performance.

For companies that are concerned about their data privacy, one solution is to store information in local servers for subsequent transfer to a dedicated cloud platform, especially for machine learning and training data.

When is machine learning ready for personalized marketing?

Using machine learning algorithms doesn't have to be complicated, Microsoft Azure, for example, supplies a ready-to-use mechanism for Recommended Products that is focused on personalized marketing experiments. But don't forget: machine learning is just a framework. So, it's possible as it becomes more intelligent, it'll probably need more initial configurations inputted.

Machine learning truly happens when it interacts with other platforms and databases, to process information, and then it shares the learning back to your site or application.

This means that you can fully integrate machine learning with your site, automated tools, or email marketing platforms. To help your machine learning to deal with your business needs, you can set up a testing environment, so you can execute it in a simpler scenario. But, it's important

that sometimes, you supply real data on your user's behavior. By doing that and analyzing your data in real time, you will guarantee that the machine is learning the right and updated data on the user's journeys.

Why does personalized marketing demand a continual investment in machine learning?

To achieve better results, ideally, personalized marketing will need a continual investment in machine learning. Therefore, it's essential to guarantee a dedicated budget, this way you will prevent the strategy from being launched, and then it becomes obsolete. Remember: any approach made in the beginning must be directly aligned with your business goals.

To avoid failure, it's recommended that you search for a professional team that will take care of strategy, business analysis, data analysis, development, and project management, and most important: plan and provide a robust program and measurable machine learning for personalized marketing. A parallel program will not be enough, and you may be setting yourself up for failure.