

ARTIFICIAL INTELLIGENCE IN MARKETING

IN SIGHTS FROM GLOBAL
REAL-WORLD APPLICATIONS &
BRANDS

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INTRODUCTION TO AI IN MARKETING

Artificial Intelligence in marketing refers to the use of machine learning, natural language processing, and data analytics to automate decisions, personalize customer experiences, and optimize campaigns. Today, AI adoption in marketing is accelerating at an unprecedented pace over 80% of industry leaders now integrate AI tools into their strategies.

From predictive analytics to chatbots and content generation, AI is fundamentally **transforming how brands connect with audiences**, enabling **real-time personalization** at scale and data-driven decision making that was impossible just years ago.

[EXPLORE AI APPLICATIONS](#)

A BRIEF HISTORY OF AI IN MARKETING

01

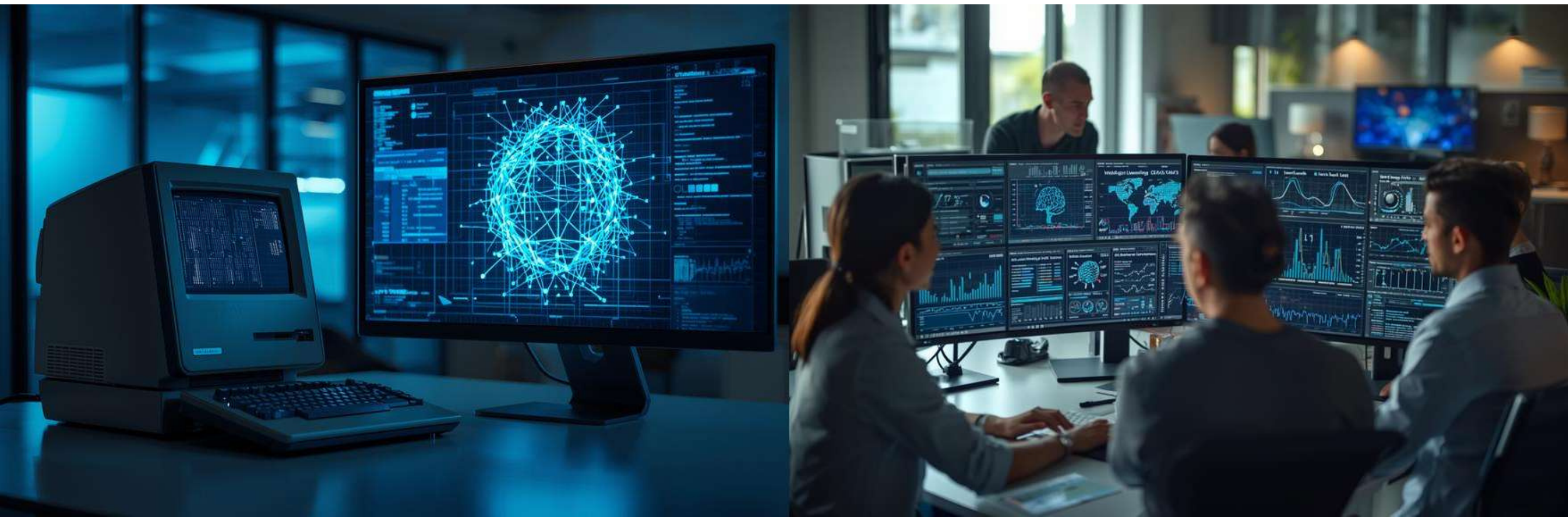
1950s-1990s:
Early Automation Rule-based systems and basic data processing emerge, laying groundwork for marketing automation and customer databases.

02

2000s-2010s: Machine Learning Era
Breakthrough algorithms enable predictive analytics, recommendation engines, and programmatic advertising at scale.

03

2015-Present: NLP & Computer Vision
Deep learning powers chatbots, sentiment analysis, visual search, and generative AI for content creation.



"AI is transforming marketing from art to science."



AI BENEFITS SUMMARY

01

Enhanced Personalization: AI analyzes customer behavior and preferences to deliver tailored content, recommendations, and experiences that resonate with individual users.

02

Increased Efficiency & Automation: AI automates repetitive tasks like email campaigns, ad optimization, and content creation, freeing marketers to focus on strategy.

03

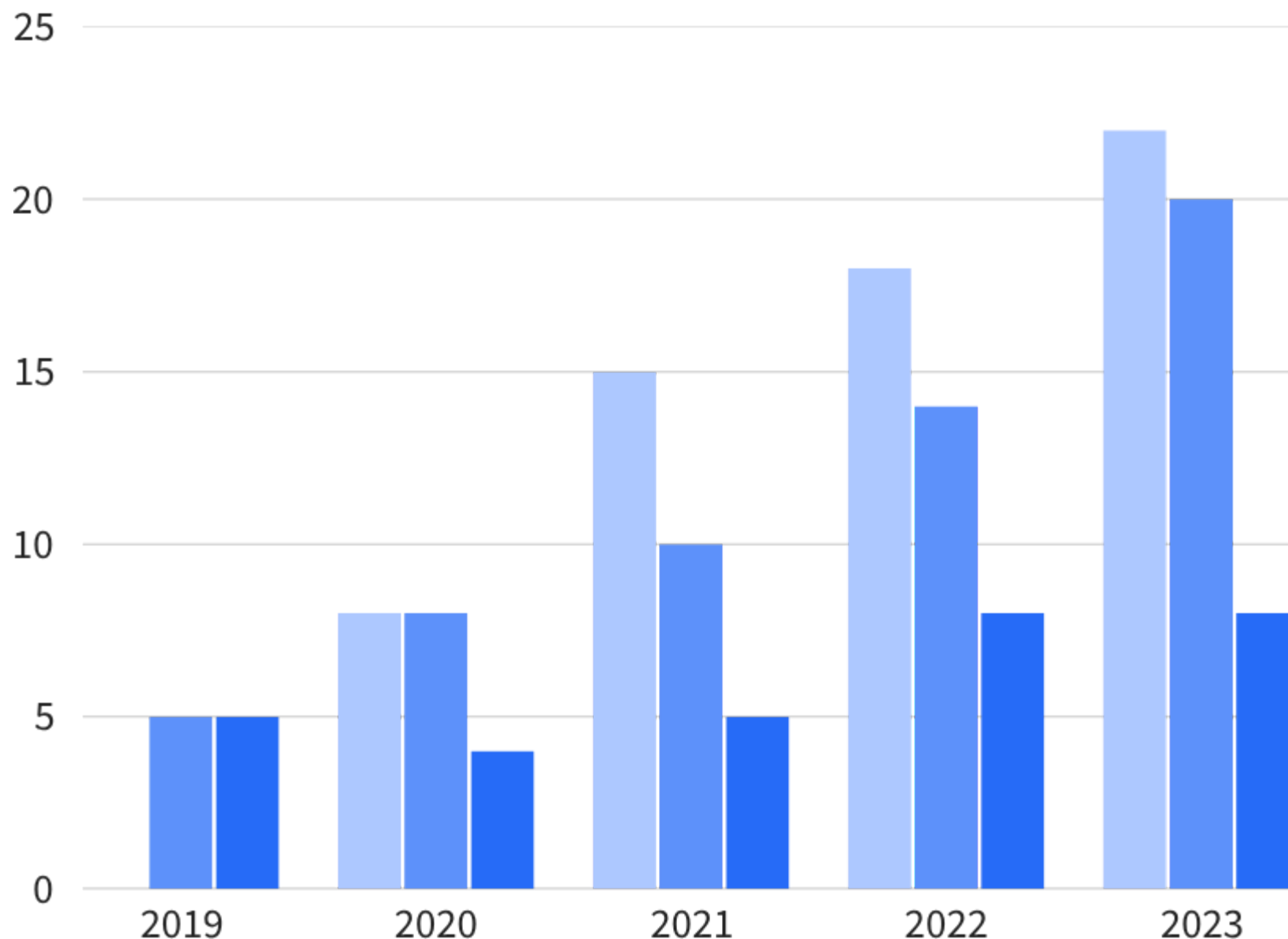
Data-Driven Decisions & Scalability: AI processes vast datasets in real-time, enabling smarter decisions and campaigns that adapt and scale across markets.



Benefits of AI in Marketing

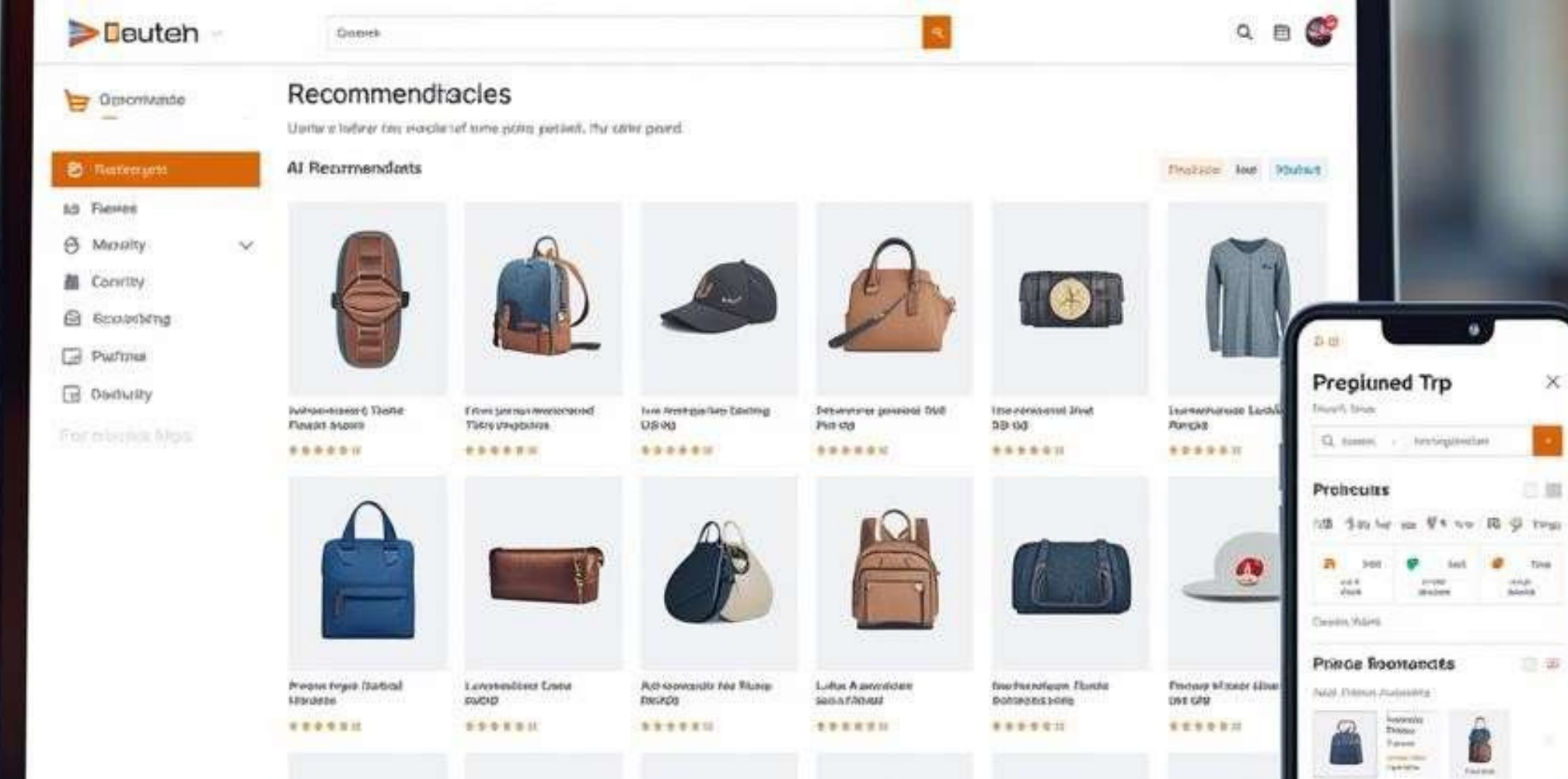
AI transforms marketing by enabling brands to deliver the right message to the right person at the right time, driving

measurable results.



MEASURABLE RESULTS ACHIEVED

The data speaks for itself: AI-powered marketing delivers transformative results across industries. **Netflix** achieved 75% of content views driven by AI recommendations. **Amazon's** recommendation engine accounts for 35% of total revenue. **Starbucks** saw a 30% increase in automated customer query handling. **Sephora** reported 20% higher campaign success rates. **H&M** experienced 25% increase in online conversions. **KLM** reduced call center load by 40%. **Adidas** achieved 15-20% lift in email open rates.



PERSONALIZED MARKETING

AMAZON'S

RECOMMENDATION

ENGINE

Amazon's AI-powered recommendation engine uses sophisticated machine learning algorithms to analyze customer browsing history, purchase patterns, and behavioral data in real-time. This personalization technology drives 35% of Amazon's total revenue, delivering highly relevant product suggestions that dramatically increase conversion rates. The system continuously learns from millions of customer interactions, creating an ever-improving shopping experience that builds loyalty and drives repeat purchases.

PERSONALIZED STREAMING SUGGESTIONS –NETFLIX

Netflix leverages deep learning algorithms to analyze user viewing patterns and predict content preferences with remarkable accuracy. The platform's AI recommendation engine processes billions of data points including watch history, ratings, browsing behavior, and even time of day to deliver hyper-personalized suggestions. This sophisticated system drives 75% of all content viewed on the platform, significantly reducing subscriber churn while dramatically increasing user engagement and satisfaction.

75% AI-DRIVEN VIEWS

COCA-COLA



AI-DRIVEN CONTENT CREATION

Generative AI Technology

Coca-Cola leverages generative AI

for automated copywriting and visual content creation. Their AI systems generate ad variations, test creative concepts, and optimize messaging across global markets, enabling faster campaign rollouts with higher engagement rates

Key Results & Benefits

Implementation has delivered 50% faster campaign production cycles and 25% higher engagement rates. Benefits include significant cost efficiency through automated content generation, enhanced creative experimentation, and the ability to scale personalized messaging across diverse audiences.

AUTOMATED AD GENERATION

01

Programmatic advertising with real-time bidding algorithms that automatically purchase ad space and optimize placement across digital channels.

02

Dynamic ad creatives automatically tailored per audience segment, delivering personalized messaging based on user behavior and preferences.

03

Significantly improved ROI on ad spend through precision targeting, scalability, and reduced manual intervention in campaign management.



"AI enables us to reach the right athlete with the right message at

the right moment."

SOCIAL MEDIA MANAGEMENT

STARBUCKS' AI CHATBOT

Starbucks revolutionized customer engagement with their NLP-powered chatbot, enabling seamless social media interactions and order facilitation. The AI technology processes natural language queries to understand customer intent, handle common questions, and guide users through the ordering process. This implementation achieved a remarkable 30% increase in customer queries handled automatically, providing 24/7 customer service while strengthening brand engagement and loyalty.

SOCIAL MEDIA ANALYTICS

Sephora leverages AI-powered sentiment analysis and trend prediction tools to monitor customer conversations across social platforms. By analyzing real-time data on brand mentions, product feedback, and emerging beauty trends, Sephora's marketing team can rapidly adjust campaigns and content strategies to resonate with their audience.

Increase in Campaign Success Rates

20%

AI-POWERED AUDIENCE TARGETING SPOTIFY CASE STUDY

TRADITIONAL

BASIC SEGMENTS

Broad demographic targeting based on age, gender, and location. Limited personalization with static audience segments and generalized messaging approaches.

AI TARGETING

+40% AD RELEVANCE

Behavioral and preference-based micro-segmentation using machine learning algorithms that analyze listening habits, mood patterns, and contextual data for precise targeting.

RESULTS

+25% RETENTION

Higher engagement rates, optimized ad spend, increased user retention, and better conversion through personalized audio ads that match listener context and preferences.

AI EMAIL MARKETING ADIDAS

01

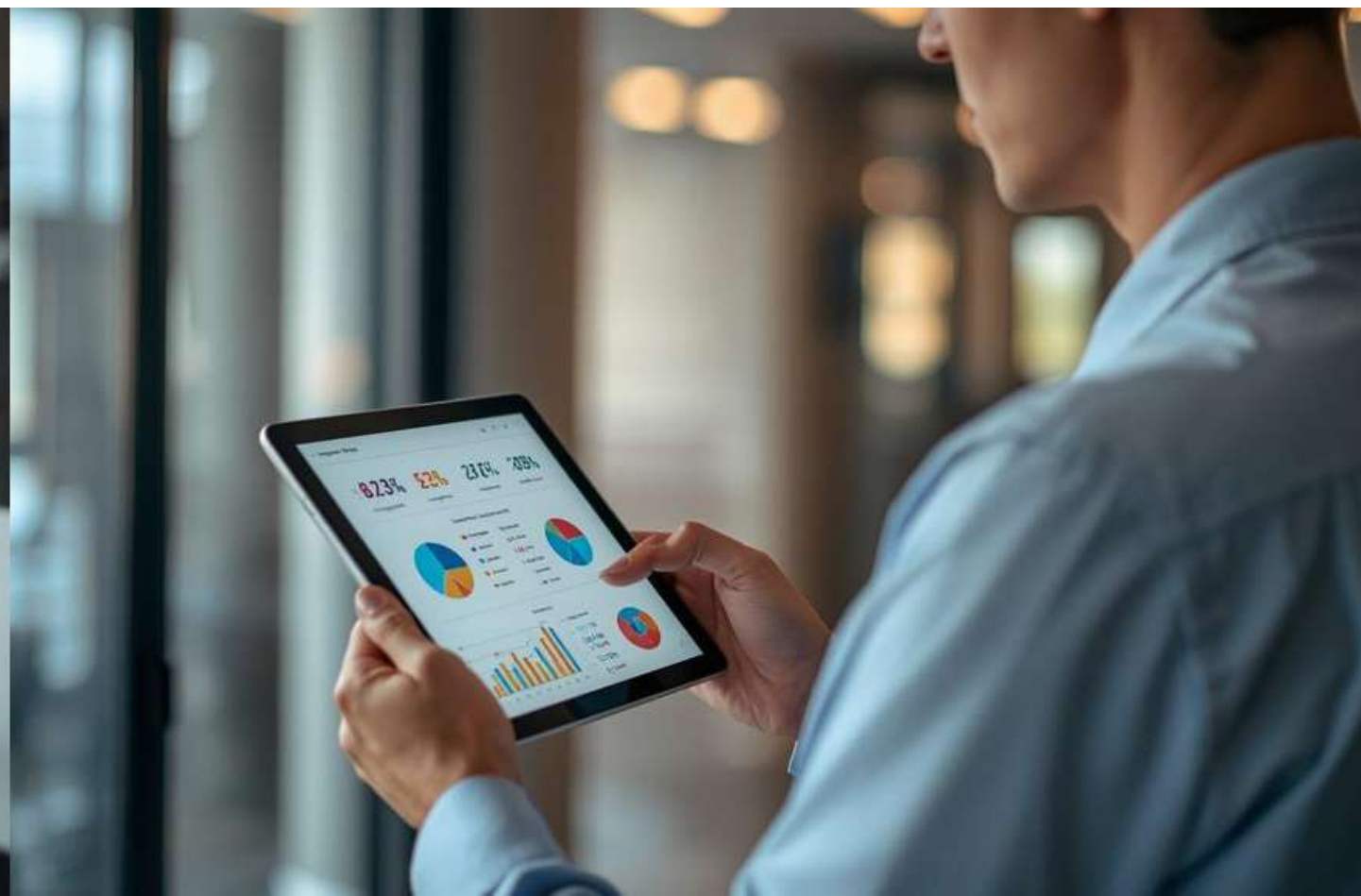
Predictive Analytics
AI determines optimal
send times for each
customer based on
engagement patterns
and behavior history

02

Dynamic Content
Automated email
campaigns with
personalized product
recommendations and
tailored messaging

03

Proven Results
15%-20% lift in open
rates and click-through
rates driving increased
sales and retention



"AI-powered email
personalization
transforms customer
engagement into
measurable revenue."



AI-ASSISTED APP DEVELOPMENT STARBUCKS MOBILE APP

Starbucks leverages AI to deliver personalized offers and predictive ordering through its mobile app. The AI analyzes purchase history, location data, and time of day to suggest relevant products and promotions. AI-driven UX adjustments optimize push notifications and interface elements based on user behavior patterns. This intelligent approach has significantly increased app engagement and driven measurable sales growth, creating a seamless and personalized customer experience.

AI-GENERATED VISUAL CONTENT CANVA'S DESIGN TOOLS

Canva leverages generative AI to revolutionize design workflows for marketers. Their Magic Design and Magic Edit tools use AI to automatically generate layouts, remove backgrounds, and enhance images instantly. Text-to-image generation allows marketers to create custom visuals from simple prompts. Results show significantly faster content creation tasks that took hours now take minutes. Benefits include democratized design accessibility for non-designers and a major creativity boost for marketing teams.

[EXPLORE CANVA AI FEATURES](#)

AI VIDEO CREATION L'ORÉAL



Co-funded by
the European Union

01

AI-powered automated video editing tools that analyze footage and create polished marketing content with minimal human intervention.

02

Personalized video ads dynamically generated based on individual user profiles, preferences, and browsing behavior for targeted campaigns.

03

Results: Higher video engagement rates with cost-effective production, enabling scalable personalized content at reduced costs.



"AI enables beauty brands to create thousands of personalized video experiences."

CHATBOTS



KLM ROYAL DUTCH AIRLINES

NLP-Powered Multilingual Chatbots

KLM's AI chatbot "BlueBot" uses advanced Natural Language Processing to handle customer inquiries in multiple languages. The system manages booking support, flight status updates, and travel queries automatically, providing instant responses 24/7 across social media and messaging platforms.

Measurable Impact & Results

The implementation achieved a remarkable 40% reduction in call center load, enabling human agents to focus on complex issues. Customers receive faster response times and consistent service quality, significantly improving satisfaction scores and operational efficiency.

OPPORTUNITY

H&M's AI-powered virtual assistants deliver personalized product recommendations to online shoppers, analyzing browsing behavior, purchase history, and style preferences to suggest relevant items in real-time, transforming the digital shopping experience.

Increase in Online Conversion Rates

25%

REAL-TIME MARKETING

WITH AI – UNILEVER'S CAMPAIGNS

Dynamic Campaign Optimization

Unilever leverages real-time data analytics and automated content adjustments to optimize marketing campaigns during live events. Their AI systems continuously monitor consumer engagement, social media trends, and market signals to dynamically adjust messaging, creative assets, and targeting parameters. This agile approach has delivered measurable results: higher engagement rates during product launches and significant sales uplift during promotional periods. **The technology enables Unilever to respond instantly to market conditions, maximizing campaign effectiveness while reducing wasted ad spend.**



With great power comes great responsibility. AI in marketing demands our commitment to privacy, fairness, and transparency.

Ethical Considerations in AI Marketing

FUTURE TRENDS IN AI MARKETING

01

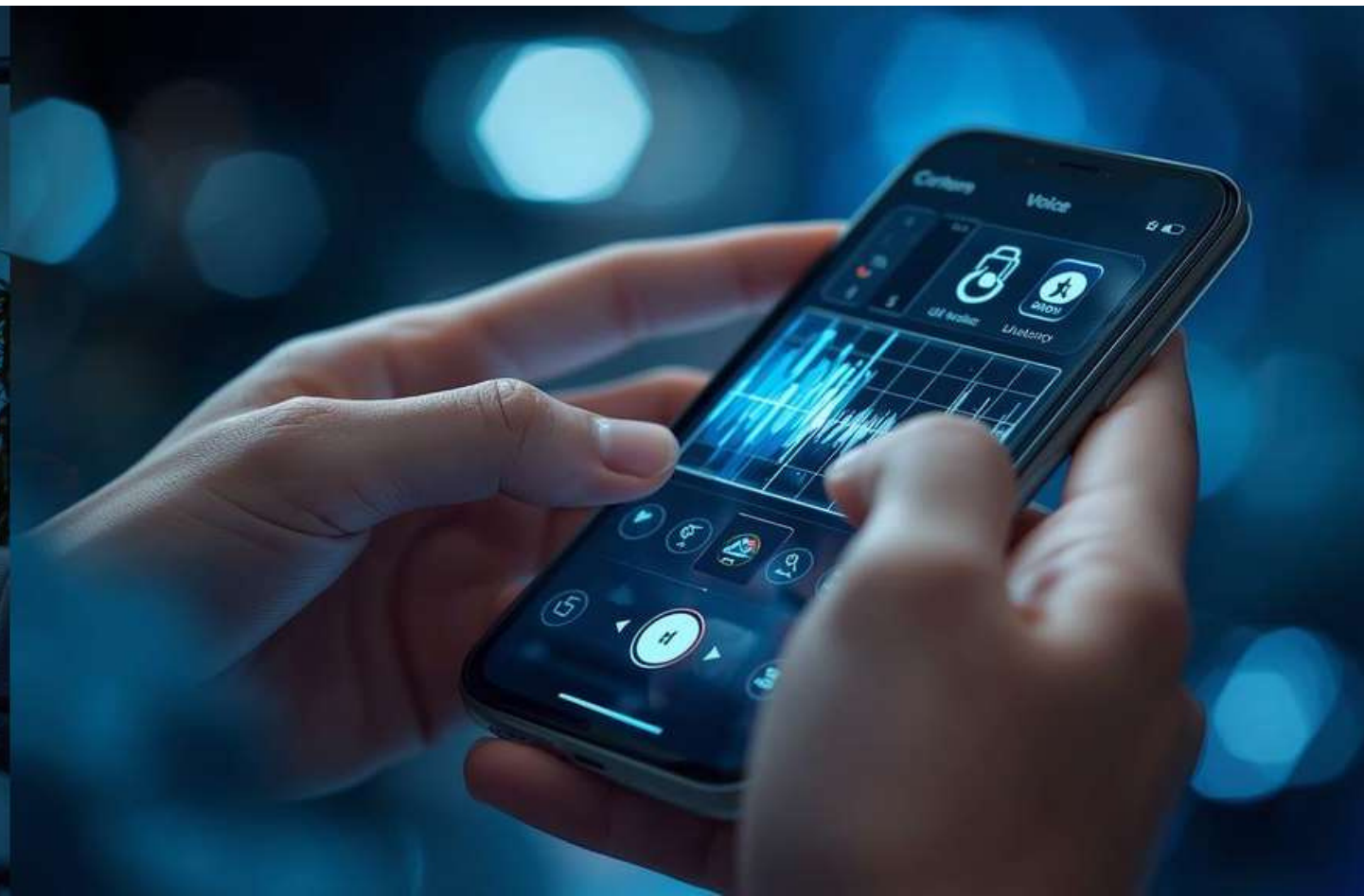
Hyper-Personalization via AI: Real-time individual customer journeys powered by deep learning, delivering unique experiences at scale.

02

AI-Powered Voice & Visual Search: Natural language and image recognition transforming how consumers discover products and services.

03

Advanced Predictive Analytics: AI forecasting customer behavior, market trends, and campaign performance with unprecedented accuracy.



"The future of marketing is AI and AR/VR integration creating immersive brand experiences."

CHALLENGES & OPPORTUNITIES AHEAD



- Balancing Automation with Human Creativity: While AI excels at data processing and optimization, the most successful campaigns blend algorithmic efficiency with human intuition, storytelling, and emotional intelligence. Brands must find the sweet spot where AI handles repetitive tasks while creatives focus on strategy and innovation.
- Data Privacy Regulations Impact: GDPR, CCPA, and emerging global regulations require marketers to rethink data collection practices. AI systems must be designed with privacy-by-design principles, ensuring compliance while still delivering personalized experiences.
- Continuous AI Model Training: AI models require ongoing refinement as consumer behaviors evolve. Organizations must invest in data infrastructure, talent, and processes to keep their AI systems accurate, unbiased, and effective over time.



THANK YOU!

QUESTIONS? LET'S DISCUSS THE FUTURE
OF AI IN MARKETING TOGETHER.