A LITTLE BOOK OF BLOGS

AI in Sales and Marketing

ABSOLUTDATA

LITTLE BOOK OF BLOGS

This booklet is a compilation of select blog posts from Absolutely, the Absolutdata blog. We've cherry picked some of the most popular blog posts to share on topics like, Artificial Intelligence, Machine Learning, and a mix of industry specific topics.

Enjoy!

LITTLE BOOK OF BLOGS

For your occasional dose of posts, subscribe to Absolutely

SUBSCRIBE

INDEX

AI in Sales and Marketing

ABSOLUTDATA

SUBSCRIBE

AI IN SALES AND MARKETING

SUBSCRIBE

ABSOLUTDATA

LESSONS LEARNED TO ACCELERATE ANALYTICS ADOPTION AMONG BUSINESS USERS

Despite the buzz around Business Intelligence (BI), it's not easy to get business users to adopt analytics software and tools as part of their day-to-day work. Why not? Most organizations agree that data-backed decisions fare better than those based on instinct or routine. Access to data is faster and more reliable. So what's the problem?

Read More
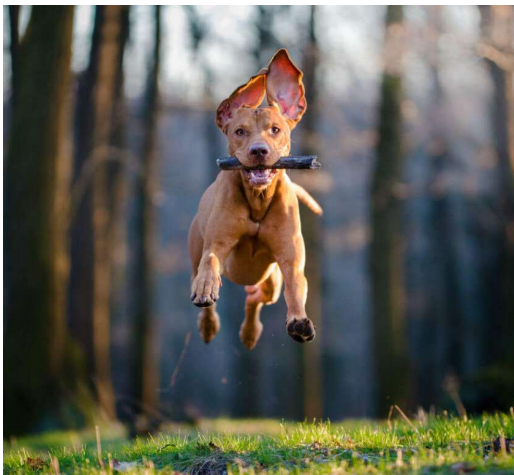
AI-POWERED "LIVING PLAYBOOKS" A LEAP FORWARD FOR B2B SALES

Early adopters of Artificial Intelligence sales tools are starting to see the revenue needle move in a big way. What's their secret? In this article, we'll look at one major factor: the difference between an AI-enabled dynamic model and the more prevalent static predictive model.

Applying a dynamic model to these two essential elements is the key to maximum results:

- The data that feeds into the playbook model (static vs. dynamic)
- The playbook model itself (the static predictive model vs. the dynamic AI model)

Let's take a closer look at how this translates to more revenue.

Read More

ABSOLUTDATA

SUBSCRIBE

CAN YOU LEAPFROG YOUR WAY TO AI SUCCESS?

The buzz over AI has grown to such an extent that non-tech businesses are thinking about how to bring it on board in their organizations. But while excitement surrounding AI is high, it comes with a generous side dish of confusion in the C-suite: How should we adopt AI? What will it really do for us? Is it the right choice for our needs?

And while adopting AI in the enterprise is not as difficult as you might imagine, it does come with its own challenges.

Read More

HOW TO ADOPT AND SCALE AI IN THE ENTERPRISE

For successful enterprise-level AI adoption, there's no question that great results drive great success. But delivering the 'right results' requires the right AI framework. Without additional supporting capabilities, core AI functions cannot perform optimally.

There isn't a question of whether AI can achieve results. Its automation, intelligence, and accuracy are beyond human ability and is disrupting industries as diverse as journalism, banking and finance, entertainment, healthcare, and automobiles. For some businesses, though, AI's real-world performance has been disappointing.

Read More

ABSOLUTDATA

WHY CPG AND RETAIL BRANDS STRUGGLE WITH PERSONALIZATION – AND HOW AI CAN HELP

The modern customer demands personalization. If they don't get it from you, they're more than happy to see what your competitors can give them.

This is a big shift from how things used to be, pre-internet. Customers didn't expect experiences tailored to them; it simply wasn't possible, for example, to print off a catalogue for each segment, much less each individual. And there were far fewer channels to manage. But now, customers crave special attention, immediate gratification, and a cohesive experience across web, social, and other channels.

Read More

AI AND DATA MONETIZATION: A LUCRATIVE OPPORTUNITY FOR TELECOMS

Telecom companies have an unusually deep pool of data to play in—arguably more so than any other industry. This rich data includes behavioral patterns, sensor data (IoT), Internet usage, location, daily travel patterns, app usage, purchase behaviors, media consumption, and more. Few industries have direct access to this much information on individual customers. And, aside from customer data, there's also a vast amount of operational and network data available to telcos.

Read More

WHY SCALING CUSTOMER DRIVEN MARKETING REQUIRES DIGITAL TWINS

Customers have long been called the heart of every business, but they've moved into the driver's seat when it comes to marketing. Forward-thinking companies are shifting to a customer driven marketing strategy. Using AI for marketing and implementing the digital twin concept is helping larger companies scale this new strategy quickly.

Read More

WILL THE AI MEGATREND EAT MARKET RESEARCH?

In August 2011, Marc Andreessen wrote a prescient opinion piece called **"Why Software Is Eating the World."** Andreessen pointed out that even in the depths of a global recession, a remarkable thing was happening as bold digital startups wrested control of industries like bookselling, moviemaking, music distribution, telecommunications, transportation, etc., from legacy competitors. We believe, a similar tsunami is about to hit market research, and will soon disrupt 'market research' as we know it – out of existence but interestingly into a 10X more powerful function!

Read More

UNLOCKING DATA INSIGHTS: NATURAL LANGUAGE PROCESSING APPLICATIONS FOR BUSINESS AND MARKETING

Business applications for Natural Language Processing are today's hot topics. Examples of Natural Language Processing (NLP) include natural language generation (i.e. converting data into human-readable sentences and paragraphs), speech processing, and semantic search (answering written human-language questions, as opposed to SQL queries or something similar). But how can this be used in a business setting?

Read More

BEST OF TIMES, WORST OF TIMES: WHAT DOES 2019 HAVE IN STORE FOR SALES TEAMS IN THE FOODSERVICE MANUFACTURING INDUSTRY?

This quote is very apt as I think about the Foodservice industry today. As a sales person, you are dealing with a fast changing and increasingly complex business environment with a constantly evolving operator landscape, and fast changing consumer tastes and preferences. On top of that, the line between retail and out-of-home is blurring.

Read More

ABSOLUTDATA

SUBSCRIBE

CRITERIA FOR EVALUATING AI SOFTWARE FOR SALES

In an earlier Absolutdata post, we talked about **how AI is turning average performing sales reps (ASRs) in to star sales reps (SSRs).** In this post, we'll discuss what's needed to move a sales organization toward excellence. To achieve superior performance across your whole sales organization you need two critical components dynamic data and strategic actions based on artificial intelligence. This powerful duo illustrates how AI is enabling sales forces to develop deeper, more successful relationships with their prospects, pulling deals over the finish line with greater frequency.

Read More

HOW AI IS GIVING ETAILERS A BIG BOOST THIS HOLIDAY SHOPPING SEASON

The holiday season means many things to many people; to retailers and e-tailers, it means things are about to get crazy busy. This is true no matter when the shopping season begins. In the US for example, it traditionally stretches from Thanksgiving to just after the New Year; in India, it runs from mid-August to January.

Retailers of all sorts are already adapting their approach by timing sales and tying them into holidays or other festive events. Here we take a look at how many are using technology to drive sales

Read More

ABSOLUTDATA

Absolutdata products and services deliver scalable business impact across the enterprise by combining cutting edge AI and ML with its heritage in analytical frameworks, business understanding and technology. Absolutdata's NAVIK AI Platform has pre-built solutions, customizable solutions, and enabling services to get an enterprise AI-ready. The growing set of AI-powered SaaS solutions include NAVIK SalesAI, NAVIK MarketingAI, NAVIK ResearchAI and NAVIK TradeAI. The services teams build custom solutions based on NAVIK AI. Founded in 2001, Absolutdata is based in San Francisco and employs 400 professionals across offices in San Francisco, New York, Chicago, London, Singapore, Dubai and Gurgaon.

For your occasional dose of posts, subscribe to Absolutely

SUBSCRIBE

www.absolutdata.com