

## EVERYTHING A MARKETER NEEDS TO KNOW ABOUT MACHINE LEARNING

**AS CONSUMER EXPECTATIONS GROW FOR MORE PERSONALIZED, RELEVANT, AND ASSISTIVE EXPERIENCES, MACHINE LEARNING IS BECOMING AN INVALUABLE TOOL TO HELP MEET THOSE DEMANDS.**

It's helping marketers create smarter customer segmentations, deliver more relevant creative campaigns, and measure performance more effectively. In fact, 85% of executives believe AI will allow their companies to obtain or sustain a competitive advantage.<sup>1</sup>

Google created this guide to help you optimize your machine learning marketing efforts — whether you're just starting out or you want to discover more benefits of machine learning.

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### Google boosts shopping capabilities across search, images and YouTube

**Google's updated e-commerce features come as the search giant faces a stronger rivalry with Amazon, which has a fast-growing digital ad business and whose e-commerce platform is the first place more than half of online shoppers visit when starting a product search.**

A revamped Google Shopping experience launched on May 14, providing new ways to find and compare millions of products from thousands of stores, and to buy them online, in a nearby store or directly on Google, per an announcement shared with Mobile Marketer. Browsers will be able to complete a purchase on search, Google Images, YouTube and a newly redesigned Google Shopping homepage where users can filter results by brand, read reviews and watch product videos.

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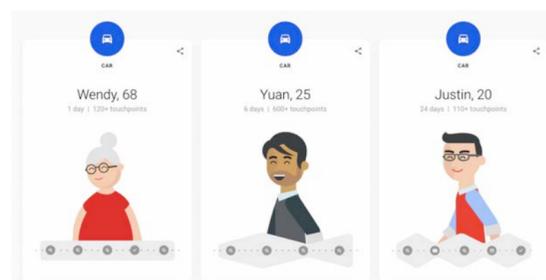
### Facebook gives small businesses new advertising and engagement tools

**The newly launched Automated Ads platform will create up to six versions of an ad and offer targeting recommendations based on the company's Page.**

Facebook is rolling out a series of new tools aimed at small and mid-sized businesses on Tuesday, three days into Small Business Week: an Automated Ads platform, video editing features and appointment booking capabilities.

"With over 90 million small businesses on Facebook, we're proud to play a role in helping business of all sizes grow and create jobs," said Facebook. Automated Ads. Small businesses now have a tool that will automatically create up to six different versions of an ad that can run across Facebook, Instagram, Messenger and Audience Network.

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### How search enables people to create a unique path to purchase

**These days, no two consumer journeys are exactly alike**

In fact, even within the same category or item, journeys differ radically. Some look like rolling hills, stretching out across weeks or even months. Others are short and focused, resembling an hourglass. And for many, a purchase doesn't signal the end of a journey. What's causing this shift? Digital technology. Today's shoppers are in control of their path to purchase and can explore thousands of categories, brands, and products at any moment.

We looked at thousands of users' clickstream data as part of an opt-in panel to learn more about this new behavior.<sup>3</sup> Scroll down to explore unique consumer journeys across key categories and products.

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### Restaurant searching is becoming increasingly mobile and search engine-based

Over a quarter of consumers now search for restaurants using their mobile phones while 'on-the-go', often choosing to use third-party platforms to find the food they seek.

According to Yext research, which involved a survey of 2,000 UK smartphone users who search for restaurants online, 27 per cent of people look for tables 'on-the-go'.

Of all those searching for restaurants, just 20 per cent begin their journeys with the restaurant's own website. Instead, 50 per cent start with a search engine, 12 per cent begin with map apps, seven per cent get going on review sites, and five per cent start off on delivery sites.

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### CRM, Data and Customer Loyalty

**Building a personal relationship with the customer is one of the founding stones of loyalty. You can see this in any kind of environment, but for the sake of simplicity let's take a familiar setting: your local pub.**

If you live in a countryside village in the middle of nowhere, you'll have maybe one or two choices. Loyalty and proximity were intertwined. This was essentially the situation for most of us, before online shopping came along.

The pub paradigm  
Now say you live in London. There are tons of pubs in London, ranging from centuries old, smoky bars to newly opened, hipster-y waterholes. And sure, you can try many of them, sometimes with colleagues, sometimes with friends or family, but some you always come back to.

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### You Are Not Like the Consumer



### Learning to market to 'normal' people

In a recent presentation at Mumrella360, Mark Ritson showed a graph that really caught my eye.

It uses social media usage to make a very clear point – that 'Ad people' (I'd include all marketers in this) are not like the consumer. Whilst 'Ad people' are engaging with content on Twitter, LinkedIn and Instagram, the vast majority of consumers are not. They're watching Line of Duty and EastEnders (if they're in the UK). And they're eating sandwiches that may not be made with £3.50 loaves of sourdough.

It's an example of the screamingly obvious. So obvious, in fact, that I suspect many marketers never recognise this truth – that they often fail to truly understand the very consumers who they spend their big budgets attempting to persuade and convert.

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