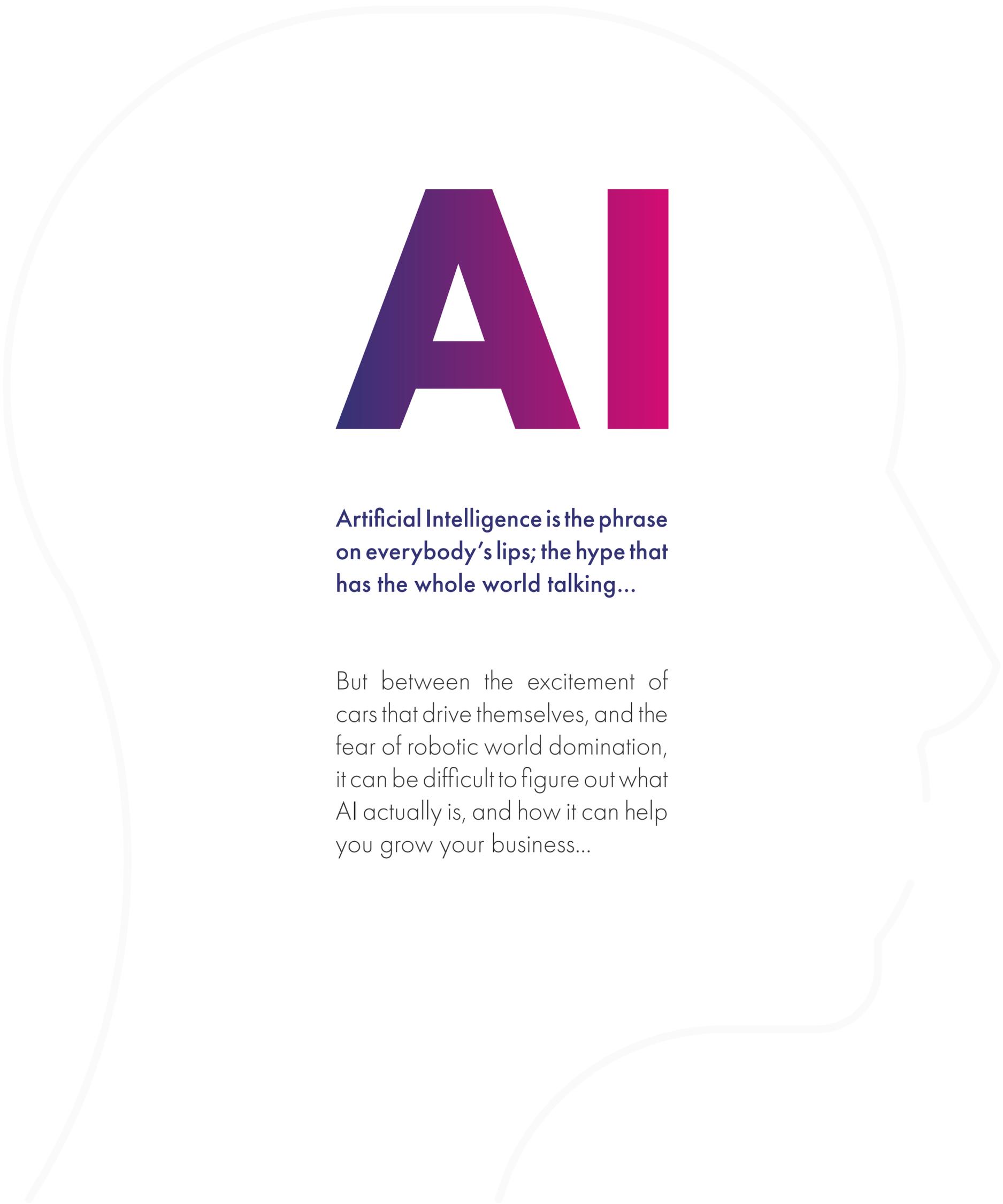# Databowl

5 Simple Ways

AI Can Improve Your Lead Generation Today!

AI

Artificial Intelligence is the phrase on everybody's lips; the hype that has the whole world talking…

But between the excitement of cars that drive themselves, and the fear of robotic world domination, it can be difficult to figure out what AI actually is, and how it can help you grow your business…

THE TRUTH BEHIND AI AND MACHINE LEARNING

Making it possible for machines to learn from experience, adjust to new inputs, and perform human-like tasks to a higher capacity.

Artificial Intelligence is defined as being;

> *"The theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages".*
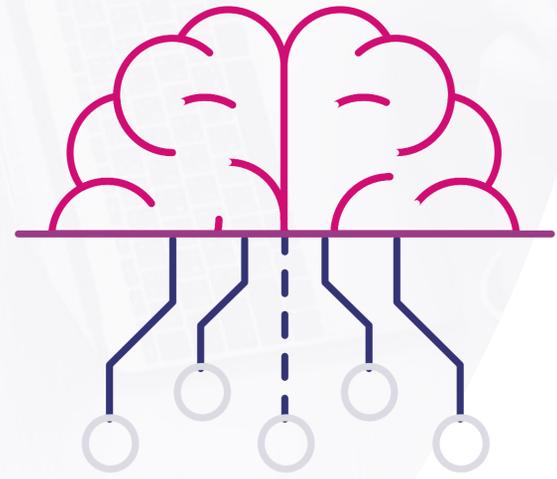
Basically, they do what we do, but faster, more accurately, and with a fraction of the effort! So, for everyone who has ever rolled their eyes at the faux-reality of Artificial Intelligence, it's time to get on board, because AI is the new black...and it's here to stay.

If you're not already using AI in your lead gen efforts, you're soon going to become part of a dwindling minority. Times are changing, and AI is rapidly becoming a fundamental aspect of every marketer's strategy, predominantly due to the fact that it saves you masses of time and money - and facilitates huge business growth.

Let's take a look at exactly how this happens...

1

LEAD SCORING / PREDICTION

For a long time, companies have been doing 'lead scoring' wrong. Providing a pre-determined set of rules that they believe signifies success, they assign different scores to varying levels of information. For example, if they are looking for women aged 25 – 45 who own a fiesta, live in Kent and have a salary over £23k, then anybody who fits all stipulations gets a score of 100. Now, this is all well and good, but most of the time, all you're doing is taking assumptions from a snapshot in time and applying it to all future activity. This leaves you entirely unable to pivot on new information as it occurs.

The machine learning branch of AI is the complete opposite. Naïve by nature, it's constantly evolving, looking at all the relevant information to make detailed adjustments in real-time, giving you a much greater chance of a viable and adjustable lead score, without making false assumptions. Looking at each of your campaigns in isolation, it can instantly find the right people for each campaign.

Using this very 'method' to predict lead outcomes, AI driven 'Databowl Skunkworx' exists primarily to provide you with valuable insight into your data. It helps you to see how likely a lead is to convert and route the lead accordingly, so you can utilise your resources on the best leads - which makes your whole lead generation process a breeze!
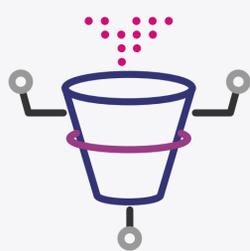
2

UNDERSTAND SUCCESS FACTORS

Have you ever wondered what your leads are thinking? This is where machine learning comes in. Helping you to figure out exactly what makes your prospects tick, AI fuelled lead generation helps you to eradicate the hypothetical and the presumed, and enables you to see exactly where your successes are taking place.

DATABOWL SKUNKWORX

Skunkworx have developed unique algorithms that look at your data without bias or preconception, and instantly sift through various lead combinations to find the groupings that resonate the most with your product or service. For example, while *'men'* and *'over 65's'* may not operate well as individual lead categories, when put together, it could be exactly what your campaign needs.

So, while you might think that your target market is teenage girls living in Sussex, you could be way off base. Utilising AI to accurately predict your success factors, and provide you with the relative strengths of each correlation, you're well on your way to delivering the perfect campaign to the perfect audience.

3 IDENTIFY QUALITY SUPPLIERS

This really is as straightforward as it sounds. Allowing you to see exactly who you're receiving the best data results from, you can confidently separate the wheat from the chaff, so to speak.

Using Databowl Skunkworx as a trusted, AI-based platform, you can not only find your best suppliers, you can also easily identify poor-quality suppliers, as well as predict which lead suppliers will be best for specific campaigns. This can prove to be an indispensable, time-saving solution, particularly when you're attempting to target highly precise demographics.

4

INSTANT ANALYSIS

Preventing ineffective communication, unidentified successes and bottle-necks, inaccurate and difficult to read reporting and, ultimately, a significant lack of conversions, machine learning provides you with an instant analysis of all your lead generation successes, failures, and 'room for improvements'.

By-passing time zones and analysing all incoming data, Databowl Skunkworx enables your *'machine'* to immediately act on a lead, anytime of day or night. Ensuring you benefit from no lost time or opportunity, it's basically like having an expert team on call 24/7.

5

CONNECT WITH LEADS IN A TAILORED WAY

The most important part of lead generation is undoubtedly forging connections with your prospects. If your target audience doesn't resonate with you, your product, or your service, you're pretty much screwed; and a huge part of this is getting to know who your audience are, and how they are going to respond to various campaigns.

Machine learning takes away the uncertainty of this, and provides you with highly relevant, predictive intel. Analysing every single interaction that you have with your leads, Databowl Skunkworx can instantly determine your factors in success and failure – including finding key words and phrases that evoke positive responses from your audience.

Forecasting the best communication method, times, and outcomes for leads – on an individual basis – you can group your leads by communication preference instead of demographics, to make interactions easier and more profitable.

IN SUMMARY...

Cutting-edge machine learning algorithms give marketers the best possible insights into target customers – and allow you to predict outcomes and conversions. With all your marketing efforts happening from one place, the AI driven Databowl platform enables you to measure everything, showing you real time figures of your data, costs and revenue, so that you can truly discover what makes your prospects tick, and massively grow your business.

GET IN TOUCH.

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