



# The 7 steps to closed loop AI and machine learning marketing in your organization

## 1. Ask a question

Define a business question for which the answer is data driven. It can be very direct: "Which prospect is likely to become a customer?" Or it can be more in depth: "What behaviors when combined will generate new revenue?"



## 2. Access the data

Access all the data you think you need to answer the question - structured or unstructured, one-time or real time streams. This may include a diverse range of data sources and types, like databases and applications but also spreadsheets, emails, images, documents, chat and social data.



## 3. Stage the data

Combine, federate and store the data from multiple sources and formats in a single environment. An environment that can handle diverse data like a social posting to sensor data to web site activity and crm records. The AI and analytics system needs to be able to manage the differences.



## 4. Learn from the data

Model the data, apply machine learning and train the system to classify information, recognize patterns and uncover trends, predict behavior and identify correlations as well as sentiment. AI and analytics systems require a lot of horsepower make sure your system can handle it.



## 5. Insight results and outcomes

Let the system draw conclusions and predict outcomes and make recommendations. The system should have built in analytics so you can see the results in real time anywhere. This allows you to refined the answers and distribute the answers.



## 6. Trigger action

Act on the insights the system delivers: Make just the right offer at the right moment in time. Start a project when the optimal skill set is identified. Your system should communicate smoothly with your other operating systems so that they can automatically act.



## 7. Close the loop

Create a closed loop set of actions and events back into the systems of record so you can drive outcomes with these new insights. Ensure the system allows for seamless integration and orchestration with other systems so you don't have to wait for developers or technologist to build things.

