

10 Best AI Marketing Tools for Effective Marketing in the Digital Age



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IN BRIEF

Digital marketing has become an indispensable tool for businesses aiming to expand their reach and acquire new customers. However, with the rapidly evolving nature of the online realm, it can be challenging to stay up-to-date with the latest trends and technologies. In recent times, one of the most pioneering and cutting-edge developments in the digital marketing landscape has been the emergence of artificial intelligence (AI).

By leveraging AI, businesses can automate tasks, customize messages, and engage with their target audience with unparalleled accuracy.

Markopolo AI



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Let it manage your campaigns 24/7

Marketing in Autopilot

for Platforms **Meta, Google, TikTok, LinkedIn**

(Our Secret Sauce is MarkTag, assigning a Lifetime ID to attribute each and every one of your website visitors)

Sign Up Today

Start Building Your First Campaign Right Now!

7 days free trial • Use it for first few campaigns, See the result then believe it



5.00/5 ★★★★★

From customer reviews at [Product Hunt](#)



Markopolo AI

Markopolo AI is a cross-channel advertising SaaS that can automate Facebook, Google, and Instagram PPC campaigns. As an add-on, it integrated GPT-3-based ad generation so that users may experience an end-to-end digital advertising solution. You can begin utilizing Markopolo for the following if you own a small business or have a social media channel:

Planning and publishing: You can either post your content immediately or schedule it for a later date.

Growth and optimization: Keep an eye on the expansion of reach, engagement, and conversion while making sure to maintain a high ROI on your ad expenditure.

Retargeting your audience means directing your campaigns to anyone who has interacted with your digital channels infrequently.

AI-generated content copies: To make your content more appropriate, employ Markopolo's AI-generated copies.

Slidebean

HELPING FOUNDERS SUCCEED

Starting your own business is hard. We make it easy.

Pitch Deck Builder

Free sign up

Presentation Design Service

Book project



We simplify the pitching process

Our toolkit offers everything you need to build your pitch deck, set up your company, and start gaining traction.

Slidebean

Slidebean is a website for creating pitch decks for startups and small enterprises. With artificial intelligence presentation software or a team of business professionals and designers, this online presentation tool may assist you in creating professional presentations.

Reply.io



Products Solutions Resources Pricing

Log In

Book a demo

Try for free

Get more meetings in a click

Reply is your all-in-one sales engagement platform to create new opportunities at scale while keeping every touchpoint personal

Sign up with Google

or use email

Book a demo



Reply.io

Reply.io is a platform that provides email automation and sales engagement solutions. It offers a wide range of features to help businesses improve their email campaigns, including email sequences, template creation, and contact importing [1]. The platform allows users to connect multiple email accounts and import contacts easily, making it simple to manage email communications across different accounts and teams [2]. Users have reported high success rates with Reply.io, with one user achieving a 70% open rate and 15% reply rate [3]. With its safety settings, analytics, and integration options, Reply.io is a powerful tool for businesses looking to improve their email campaigns.

Octane AI



Engage With Your Customers. Sell More Products.

Add revenue driving quizzes, surveys, and automated conversations to your Shopify store.

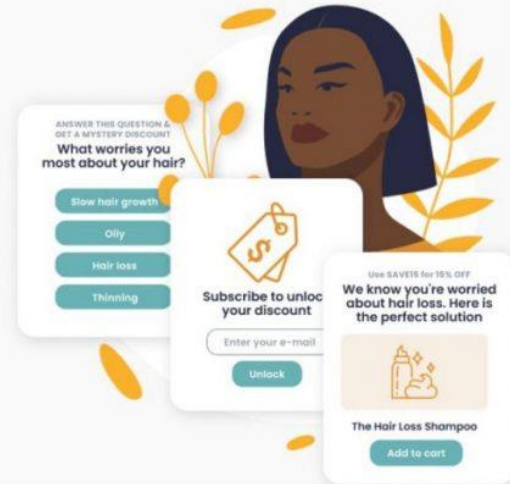
[Do you need a quiz? Find out](#)

[Start now](#)

[Get a demo >](#)



4.8 Shopify Rating | Shopify Plus Certified App

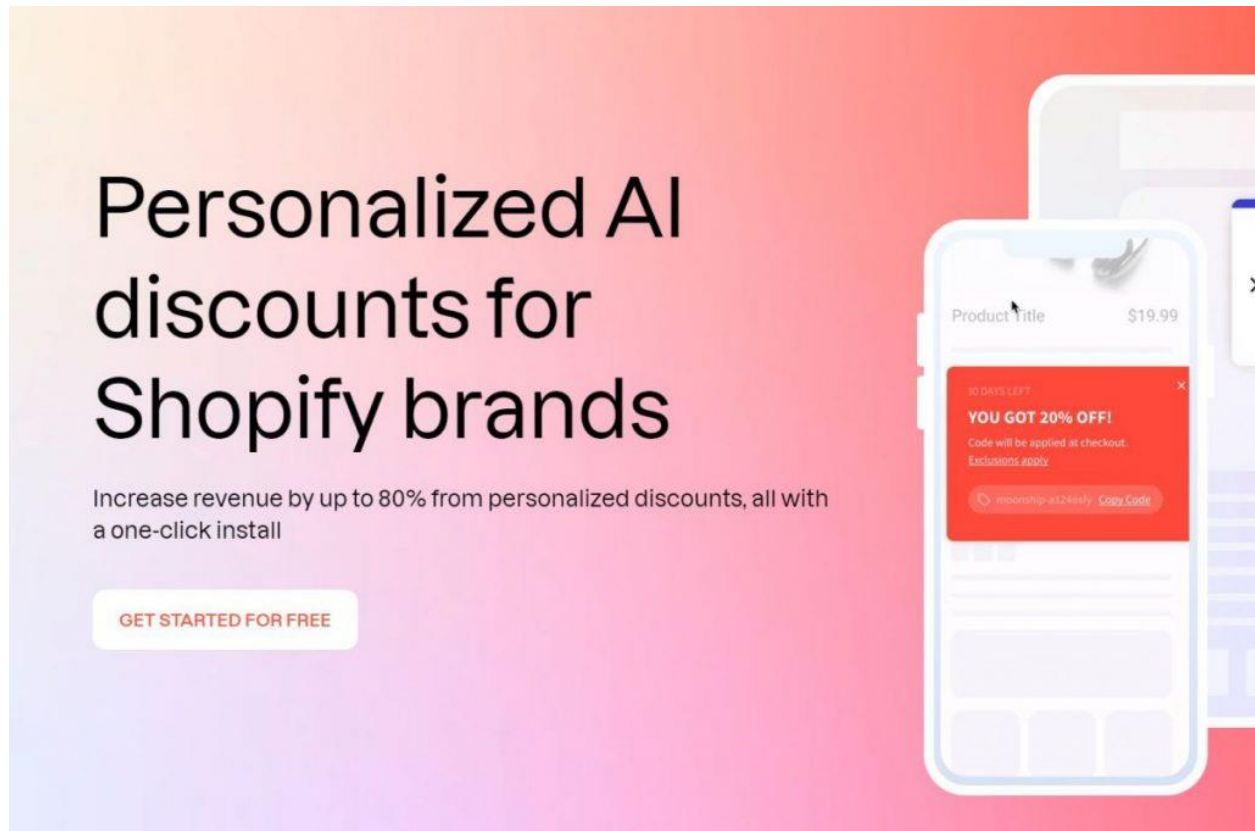


Octane AI

Octane AI is a Shopify-certified app that provides an innovative way to personalize and sell products through the use of zero-party data [1]. With Octane AI, Shopify store owners can ask customers questions about their preferences, target high-converting areas on their website, and use the gathered information to personalize their flows and campaigns, resulting in increased revenue and customer loyalty.

Octane AI is a comprehensive platform that offers custom properties sync, integrations, and segments, as well as automation and more [2][3]. By utilizing Octane AI's unique features, Shopify store owners can enhance their marketing efforts and connect with their customers on a deeper level.

Moonship AI Discounts



Personalized AI discounts for Shopify brands

Increase revenue by up to 80% from personalized discounts, all with a one-click install

GET STARTED FOR FREE

Product Title \$19.99

30 DAYS LEFT

YOU GOT 20% OFF!

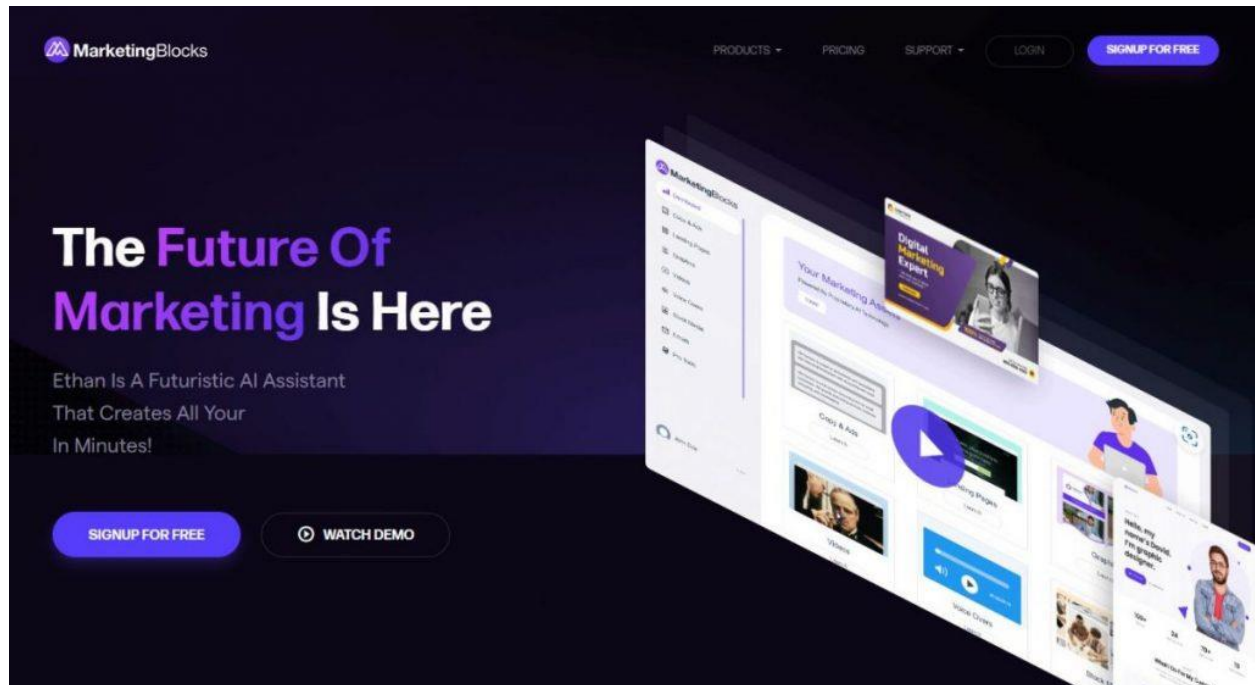
Code will be applied at checkout. Exclusions apply.

moonship-ai24hs Copy Code

Moonship Personalized AI Discounts

Moonship is a platform that allows Shopify merchants to provide personalized AI discounts to customers who are price-sensitive and need some encouragement to make a purchase. With the help of machine learning models, Moonship can increase the sales of e-commerce merchants by an average of 20%, and even up to 80%. By offering customized AI discounts, merchants can convert consumers at a significantly higher rate. Top partners who have installed Moonship have experienced a revenue increase of up to 80% within weeks of installation.

MarketingBlocks AI



MarketingBlocks AI

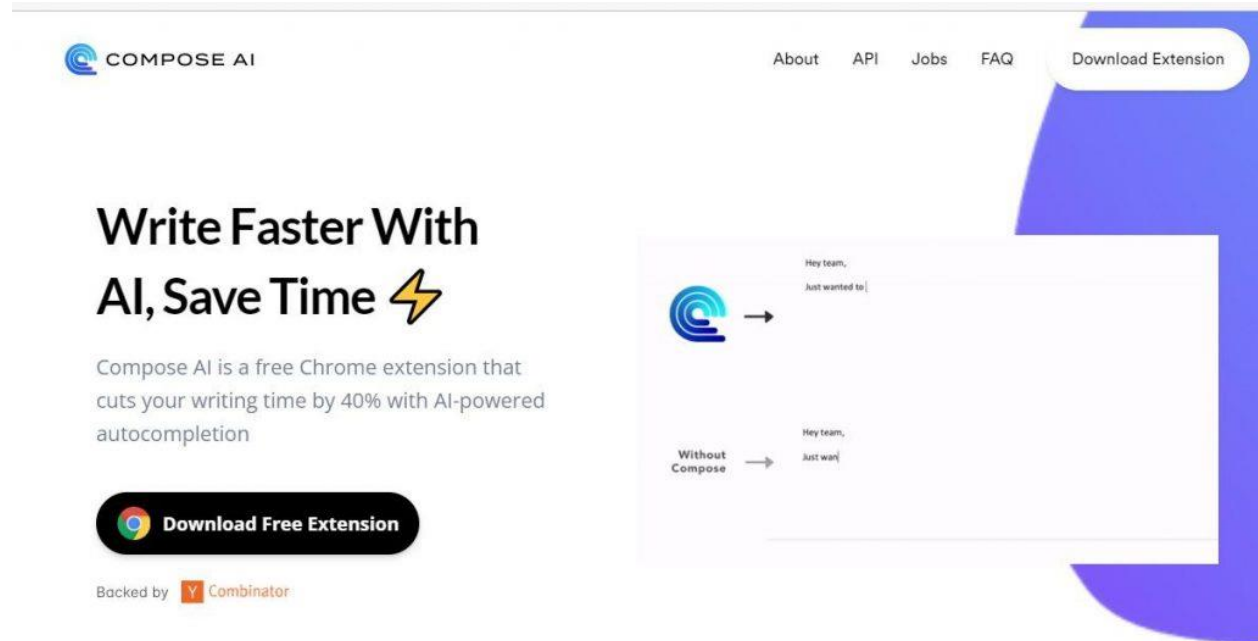
MarketingBlocks AI is an all-in-one marketing assistant that uses AI to generate various marketing assets such as landing pages, promo videos, ads, marketing copy, graphics, emails, voiceovers, blog posts, art, and more within minutes.

This AI tool is designed to be a solution for all your marketing asset needs and eliminates the need to purchase expensive tools or pay for untrustworthy freelancers. The generated marketing materials are of high-quality and human-like, making it difficult to distinguish from the work of skilled marketers.

Additionally, Copy.ai is an AI-powered copywriting tool that can help generate high-quality and intuitive copy for your marketing materials. Users have reported that Copy.ai outperforms other paid AI copy tools and has more specialized tools than its competitors.

TextCortex is another AI marketing copy generator that allows users to cut 70% of the time they spend on writing countless sales copies.

Compose.ai



Compose.ai

Compose.ai is a powerful tool that can significantly reduce the time you spend composing written content.

With its **free Chrome plugin**, Compose AI allows you to automate your writing and save time by avoiding repeatedly typing the same content.

The goal is to automate the typing process so that you can focus on more important tasks.

One of the benefits of Compose AI is that it can help boost your email workflow using AI.

For example, it can convert bullet lists into legible, tone-sensitive emails by conducting thorough research.

Additionally, Compose AI can easily digest extensive email chains by summarizing them.

There are both free and premium editions of the plugin, with the latter offering access to customization tools.

Retention AI

Retention AI
Turn your data and insights into winning strategies thanks to AI-based RFM segmentation

Why would you use Retention AI?

- Save time;
- Identify, understand & nurture the best customers;
- Improve Customer Lifetime Value by synchronizing data to all your marketing channels;
- Create ad-hoc commercial offers to lower your Customer Acquisition Cost (CAC) with laser-focused email marketing and advertising campaigns.

FEATURED ON Product Hunt 271

Monetary (Average)
100,35 €
Lovers spend an extra 40%

Latency (Average)
91,52 days
Lovers spend an extra 40%

Churn Rate
89,57%

Retention Rate
14,35%

Customer Segmentations

Segment	Count	Latency (Days)
1. Most Customers	4275	~10
2. Top Customers	5842	~25
3. Most Customers	3343	~40
4. Most Customers	4997	~55
5. Top Customers	718	~70

Segmentation Metrics

Recency

Metric	Value
1. Avg Recency	180
2. Avg Recency	2,340
3. Avg Recency	784
4. Avg Recency	200

Frequency

Metric	Value
1. Frequency	325
2. Frequency	1,500
3. Frequency	750
4. Frequency	425

Monetary

Metric	Value
1. Average Monetary	1,000
2. Average Monetary	20
3. Average Monetary	1,300
4. Average Monetary	575

Retention AI

Retention AI is a powerful tool for businesses that want to focus on client segmentation and retention without requiring any coding skills. It is widely understood that acquisition is important, but it's retention that ultimately drives long-term business success.

With Retention AI, you can turn your customer data into winning strategies by connecting it to all your marketing channels to identify, understand, and nurture your most valuable customers while acquiring new, loyal ones and increasing customer lifetime value (LTV).

The platform enables marketers to create targeted campaigns and personalized messages that engage customers and encourage them to remain loyal to the brand.

Retention AI offers a free account that enables you to link your CMS, set up the RFM matrix, and view your database's composition. However, you'll need to include a payment option before exporting audiences.

By focusing on retention, businesses can benefit from reduced costs and increased chances of success compared to those that primarily focus on acquisition [1]. With Retention AI, businesses can use data-driven insights to create a holistic customer experience, improve retention rates, and increase customer lifetime value.

Snazzy AI / Smart Copy

Snazzy AI is now Smart Copy by Unbounce

Check out our new look!

Get Started – Free!

✓ No credit card needed!

✓ No time limit on Free plan

Smart Copy is now part of the Unbounce family! [Read More](#)

Snazzy AI

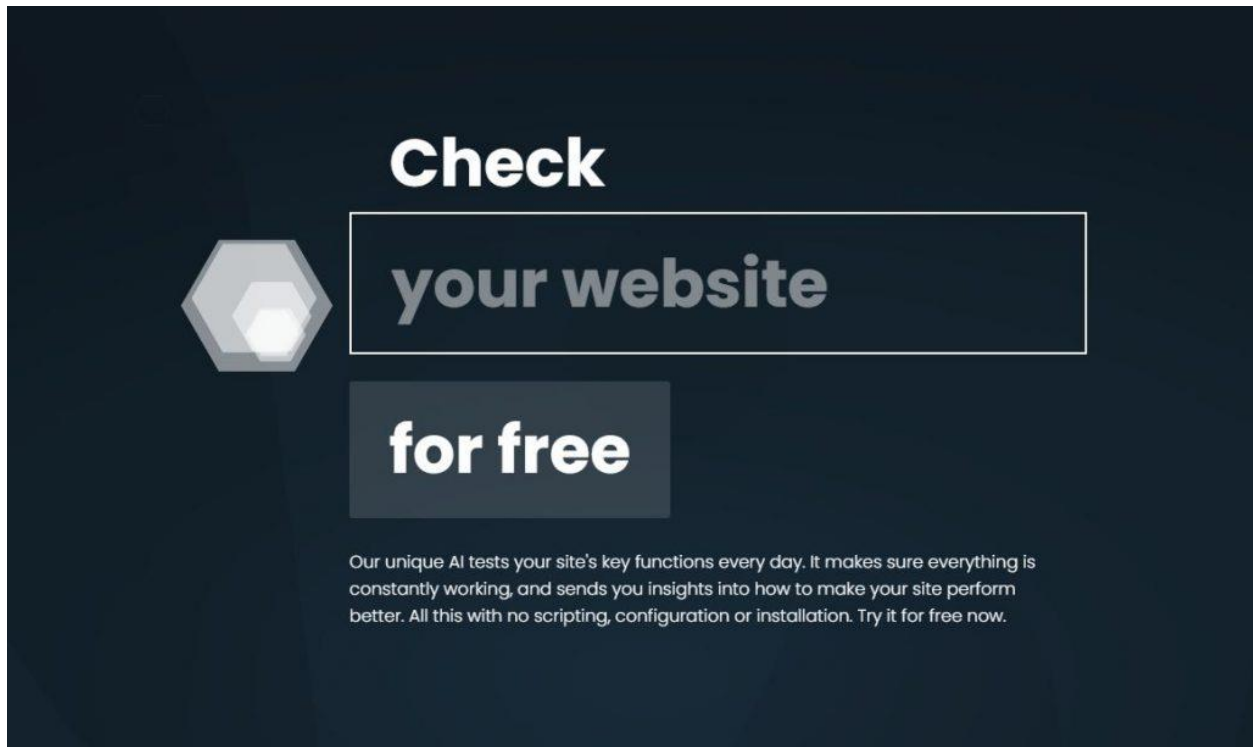
Snazzy AI is an innovative platform that uses AI technology to assist in creating marketing content. This platform has caught the attention of marketers due to its ability to quickly generate high-quality content for a variety of use cases, including landing pages, ad headlines, product descriptions, and nurture emails.

Snazzy AI utilizes GPT-3, a machine learning system developed by OpenAI that is capable of understanding and writing human languages with impressive accuracy and complexity.

The platform is also known for its user-friendly interface and fine-tuned AI technology, making it a popular choice for marketers looking to streamline their content creation process.

The platform has even been acquired by Unbounce, a leading landing page builder, to add automated copywriting to their platform.

Attractive AI



Check
your website
for free

Our unique AI tests your site's key functions every day. It makes sure everything is constantly working, and sends you insights into how to make your site perform better. All this with no scripting, configuration or installation. Try it for free now.

Attractive AI

Attractive AI offers a unique solution for website owners.

Their innovative AI technology performs daily tests on the essential features of your website to ensure everything is constantly functioning, while also providing insights on how to improve website performance.

No installation, configuration, or programming is required to benefit from this service, making it easy to use for website owners.

Additionally, website owners can take advantage of free trial offers to test the service for themselves.

Poe, a virtual expert or Parameterised Observation Engine, is another innovative technology offered by Attractive AI.

Poe uses technology similar to autonomous vehicle systems to view the web in a human-like way [1]. This allows him to recognize user interface components, navigate websites, and understand the type of website he is working with.

With cutting-edge algorithms, Poe can recognize a wide range of UI and aesthetic design elements, which is crucial in ensuring that your website is visually appealing and user-friendly.

Conclusion

AI technology has been transforming the marketing industry by enabling marketers to improve their advertising campaigns and enhance their ability to reach their target audience.

With the availability of numerous AI-powered apps and tools, it has become easier to create compelling and effective marketing content.

From AI copywriting software to chatbots, these tools provide marketers with a wide range of capabilities to streamline their marketing efforts. Do you believe AI is a valuable tool in marketing? Share your thoughts with us in the comments on our social media.

Helpful tools and informational pieces like this are supplied in our daily newsletter.

Subscribe here: <https://www.billie.ws/ai>

To learn more about how to apply AI with Online Marketing, [go here](#).