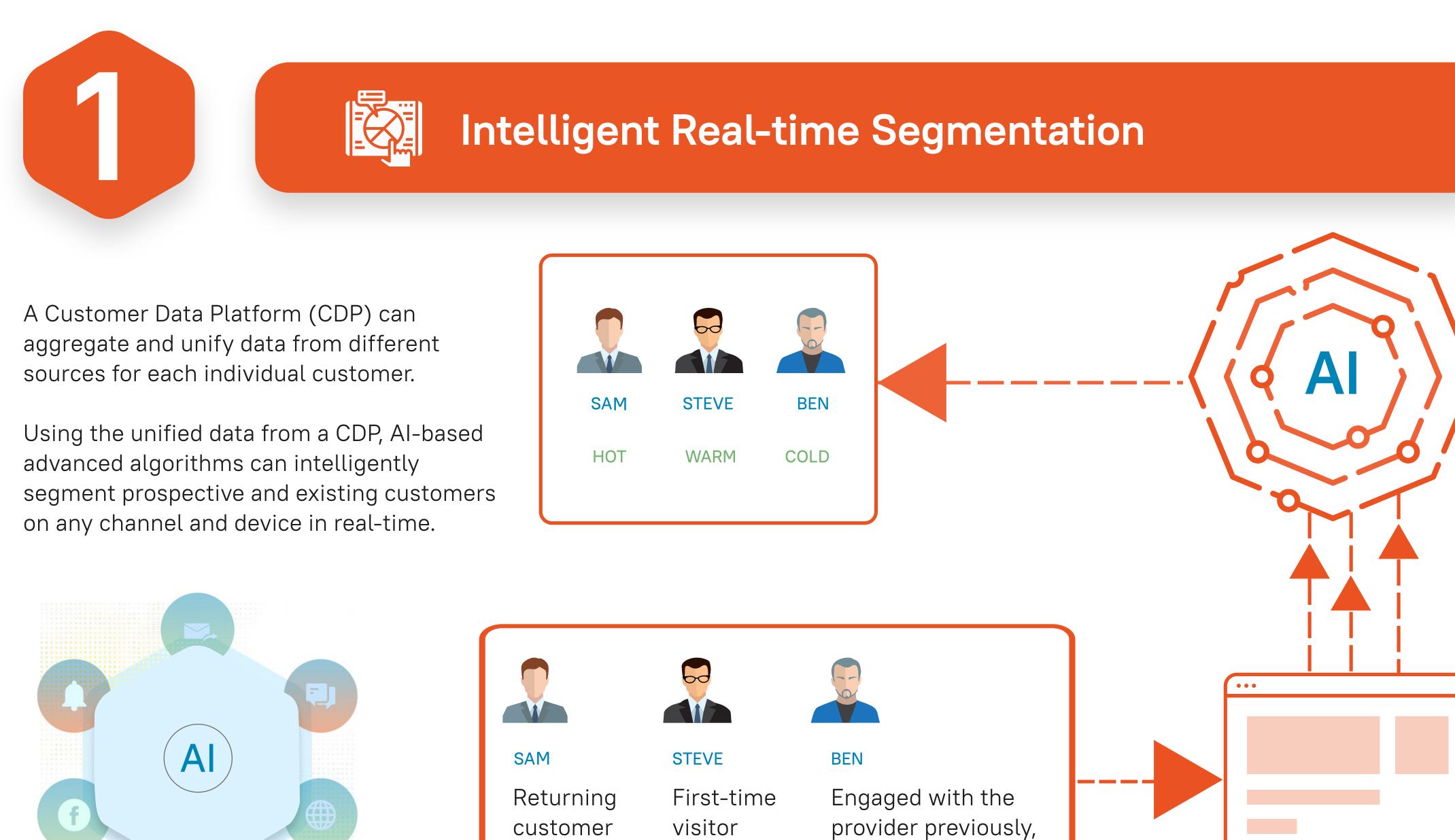


Al has placed financial marketers in the cusp of the next major change in the digital adtech and martech industries. According to Accenture, 7 in 10 consumers worldwide are open to receiving Al-driven advice for insurance, banking, and retirement planning.

How Al Can Immensely Help Financial Marketers?



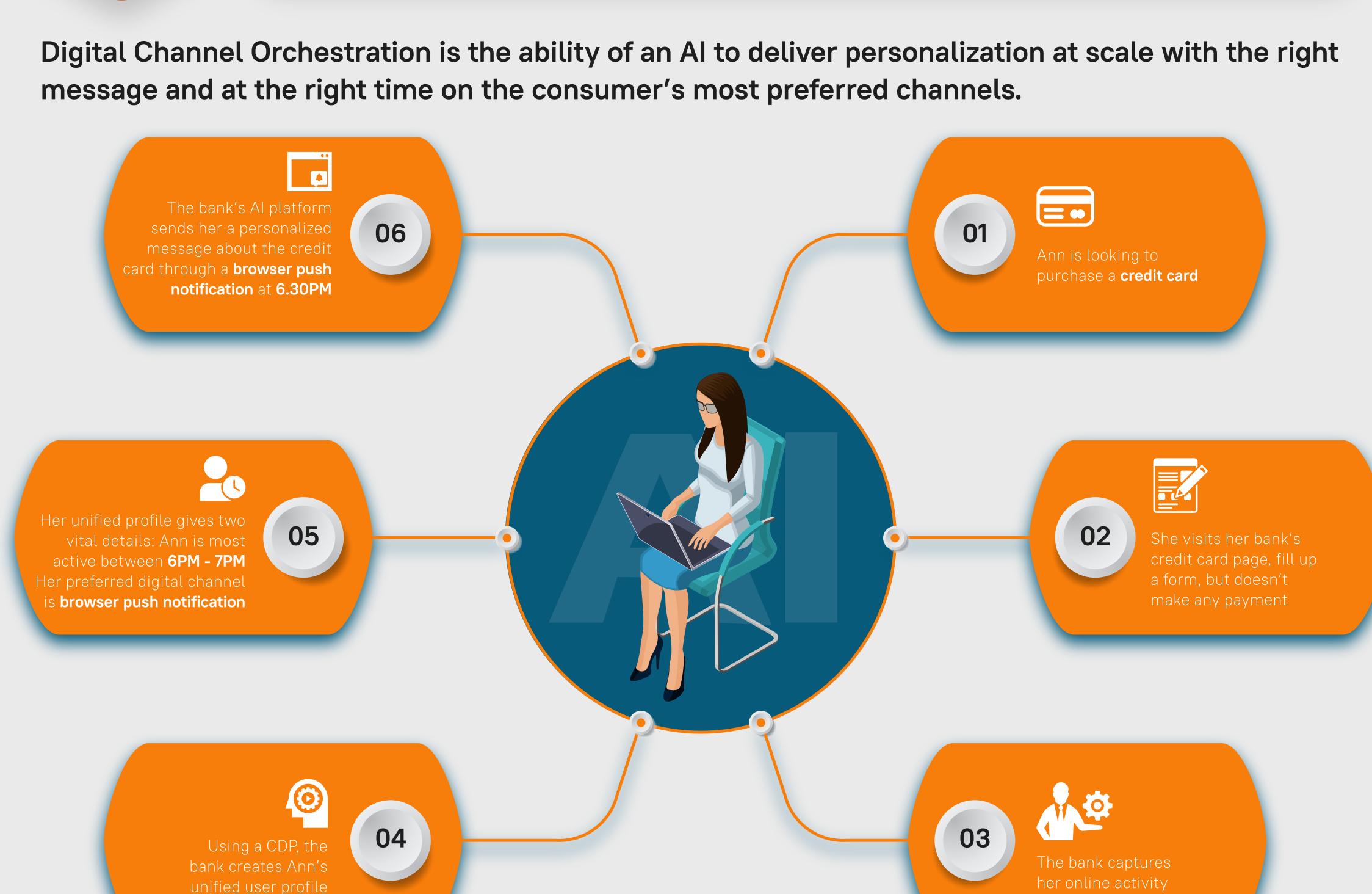
With the help of AI, buying propensity score has been assigned to all the users. Based on the score, predictive segments are created - Hot, Warm, Cold

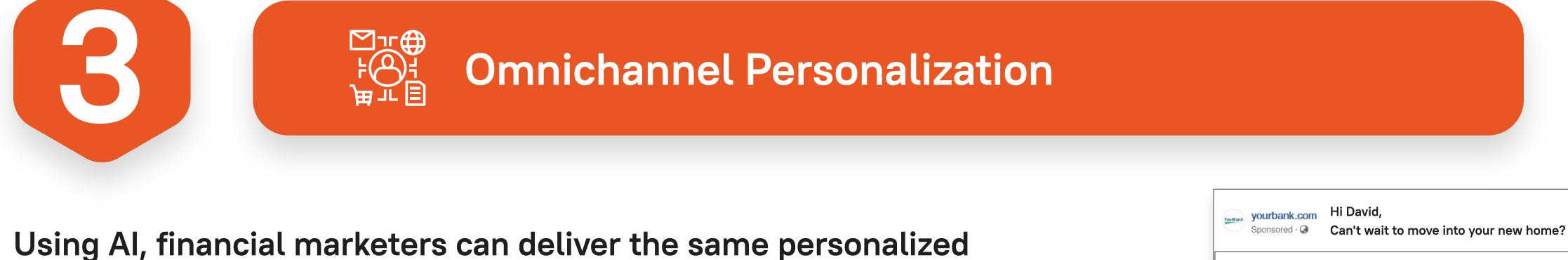
but is less likely to

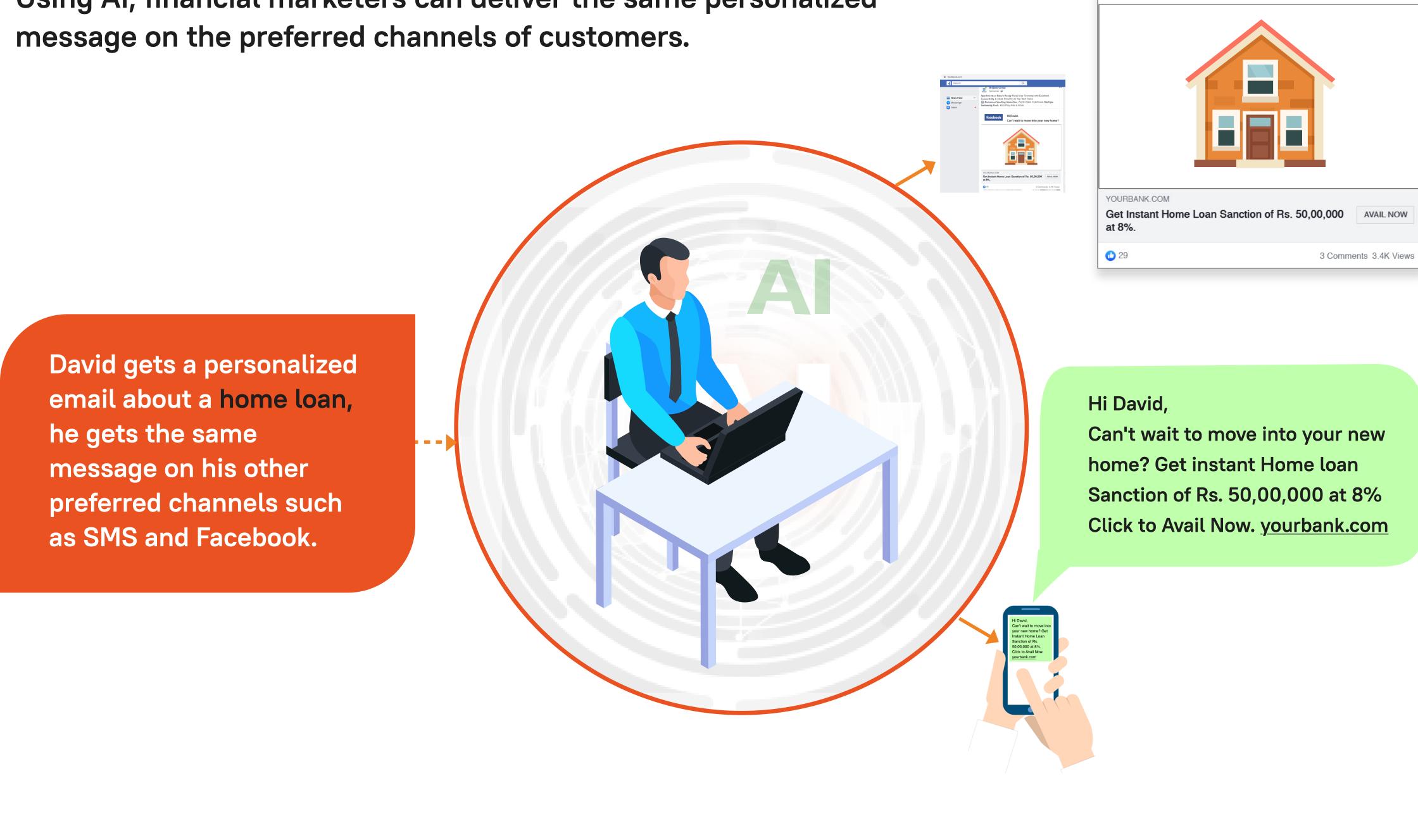
make a purchase

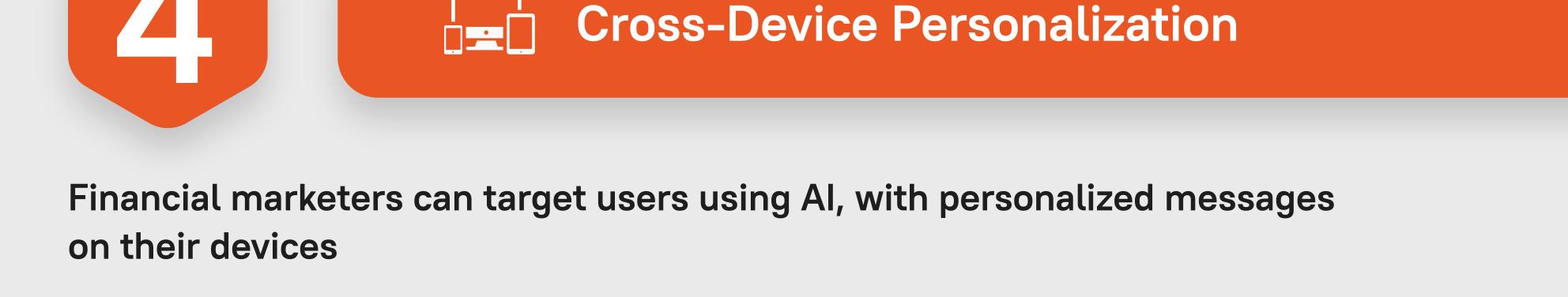




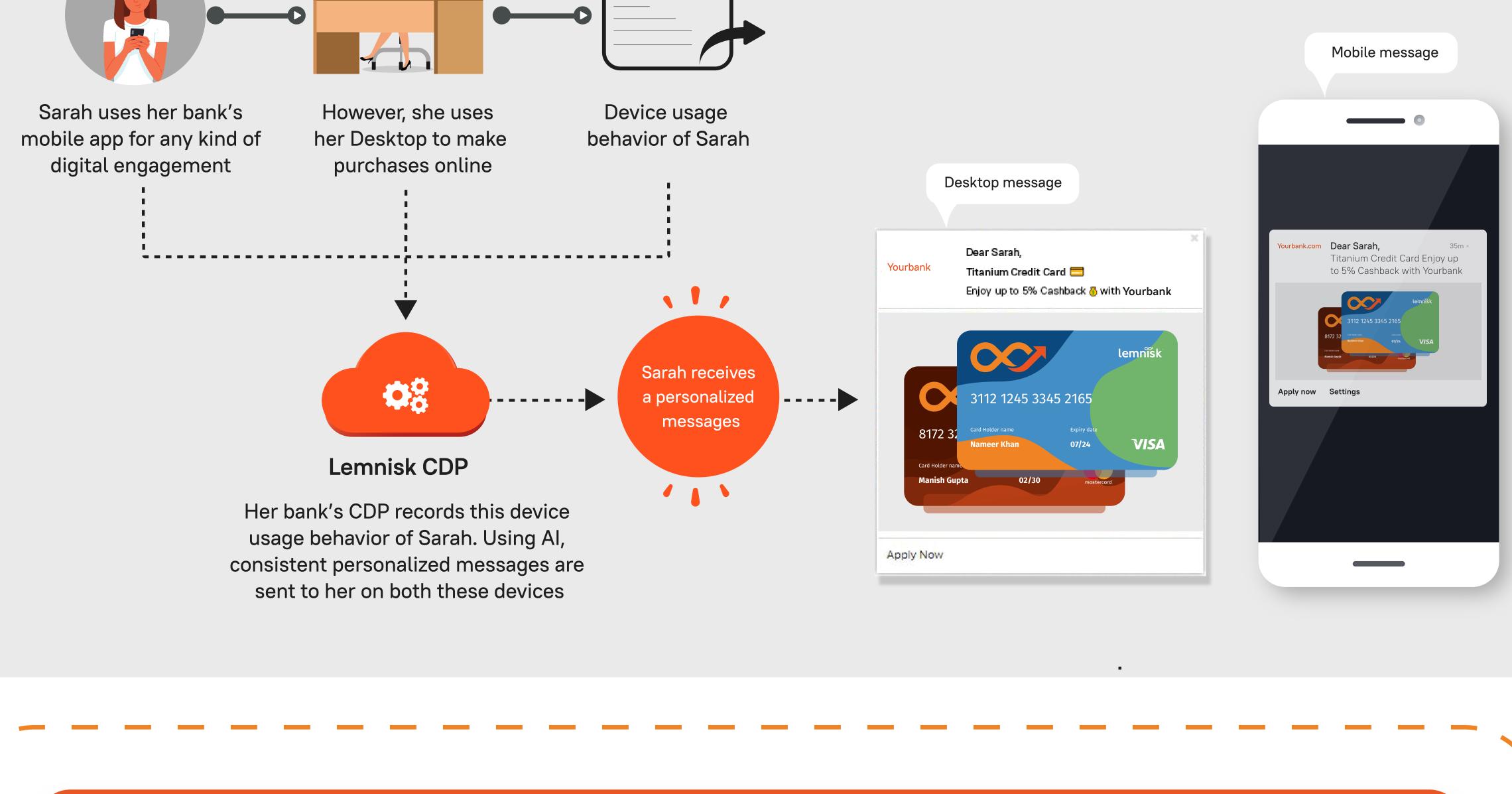


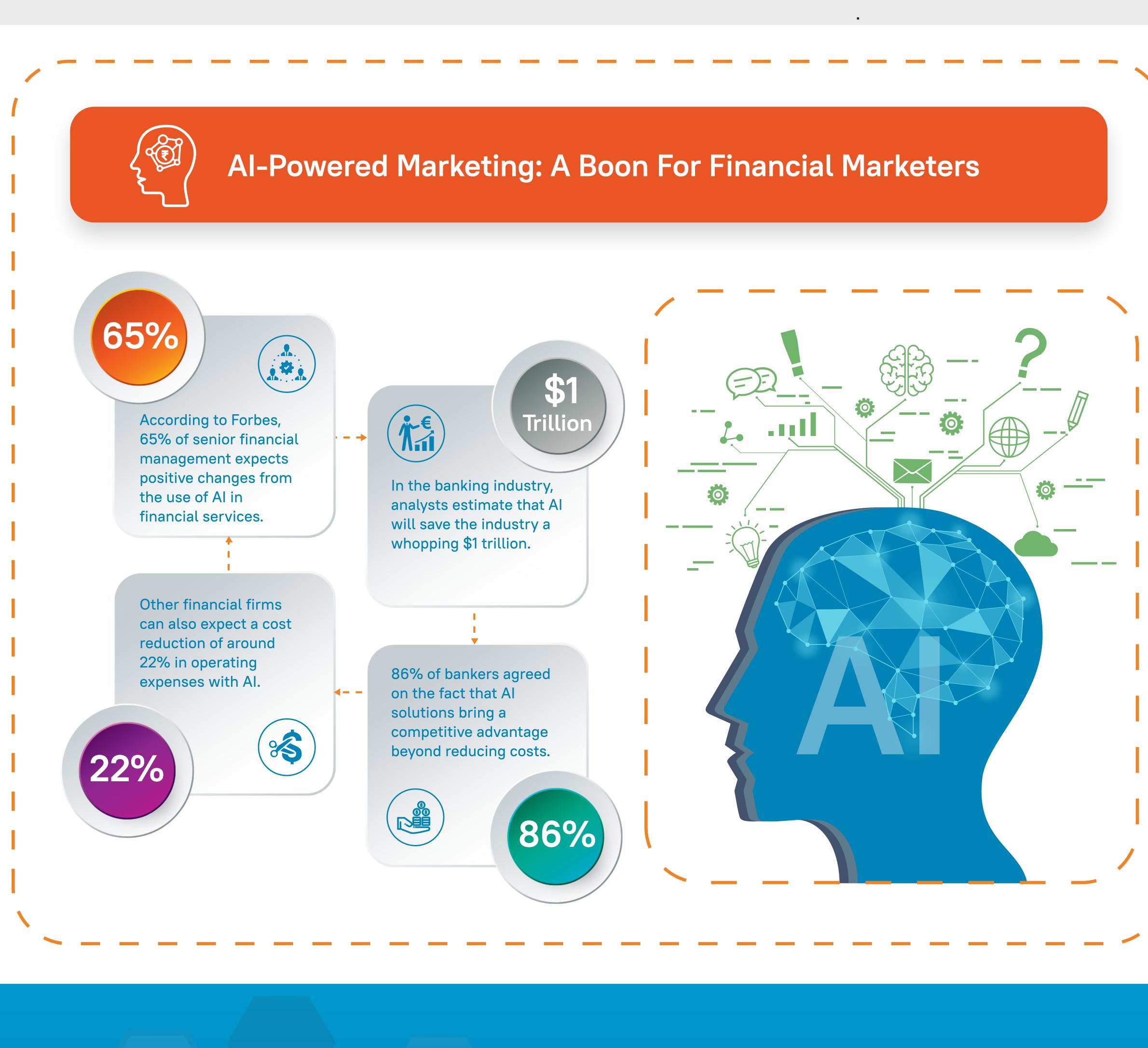














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