

Advertising program

Innovation > Work & Lifestyle > Predictive advertising identifies target audience

PREDICTIVE ADVERTISING IDENTIFIES TARGET AUDIENCE



A new advertising solution uses machine learning to predict customer behaviour and improve advertising campaigns.

UNLOCK THIS INNOVATION AND MUCH MORE... //

Become a member today and get early access to the ideas transforming our world from just £39 per month*

Exclusive member benefits:

- Access to over 13,000 innovations
- Monthly horizon scanning reports
 - · Exclusive feature articles

BECOME A MEMBER

Already a member? Sign in here