**AI Advances As Viable Marketing Tool**

Gartner says marketing will continue to incorporate artificial intelligence, and its use will be propelled by technologies that monitor consumers' emotional reactions through vision analysis and other techniques. "By combining [Emotion AI] with computer vision to analyze the composition of each frame in a video, [machine learning] can discover which features (music, dialogue, celebrity appearances, logos, etc.) elicit the strongest responses or lead to tune-out among select contextual audience segments," Gartner says in a report.

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[*https://www.mediapost.com/publications/article/377105/how-emotion-ai-is-being-used-in-marketing.html?edition=127408*](https://www.mediapost.com/publications/article/377105/how-emotion-ai-is-being-used-in-marketing.html?edition=127408)

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