

# THE AI-EMPOWERED MARKETER

## How Artificial Intelligence Enhances the Marketer

Today's consumers have evolved to expect more from the brands they choose to interact with. The mission for the modern marketer is critical and involves personalizing each experience. How do they do it without sacrificing countless hours? **Artificial Intelligence (AI).**

AI advances and accelerates marketers' ability to transform from one-size-fits-most marketing, to delivering value through deeply personalized communication at an individual level instead of volumes of interruptions that leave consumers exasperated.

### A Precise Formula:

## PERSONALIZATION

Mass message marketing across channels no longer works. Personalization is the secret formula to engage consumers, win their hearts and minds, and keep them coming back for more.

**#1 Source of Consumer Disengagement:** Irrelevant content<sup>2</sup>

What's more, many consumers will abandon a brand if their expectations aren't met.

**72%** of businesses say that improving the customer experience is their top priority.<sup>1</sup>

**52%** of consumers are likely to switch brands if they don't have personalized company communication, and **65%** of businesses are likely to switch vendors.<sup>2</sup>

But the scale of personalization required to deliver true omnichannel marketing is difficult. Hand-tuning campaigns simply doesn't scale; marketers find themselves working harder and spending more—while still falling behind consumer expectations.

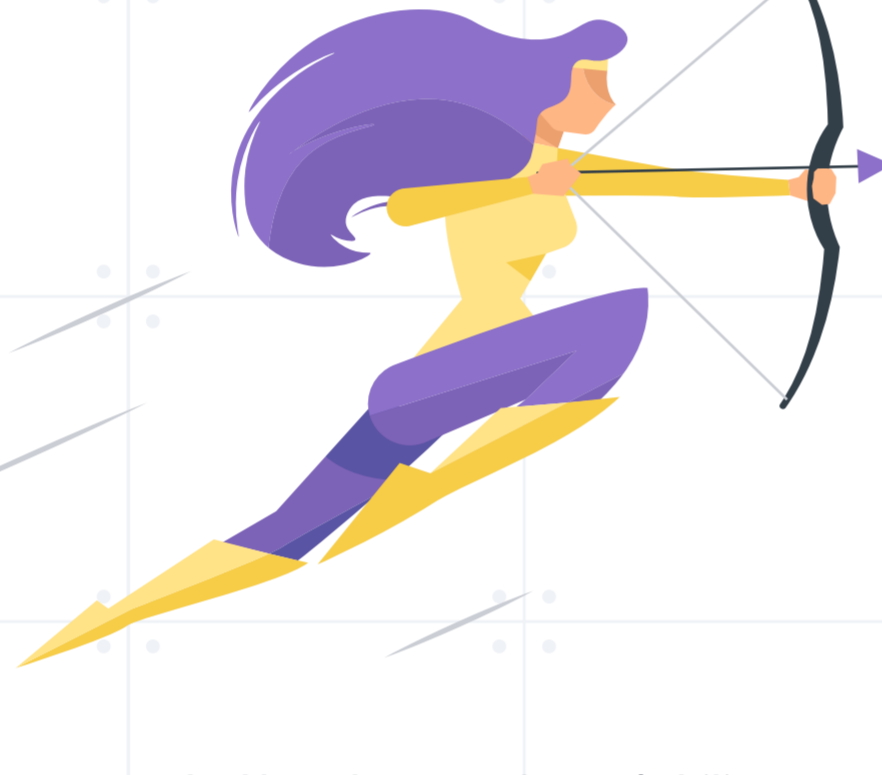
**#1 Marketer Challenge:** Finding tools to support their personalized marketing efforts



### Harness the Power:

## AI FOR MARKETERS

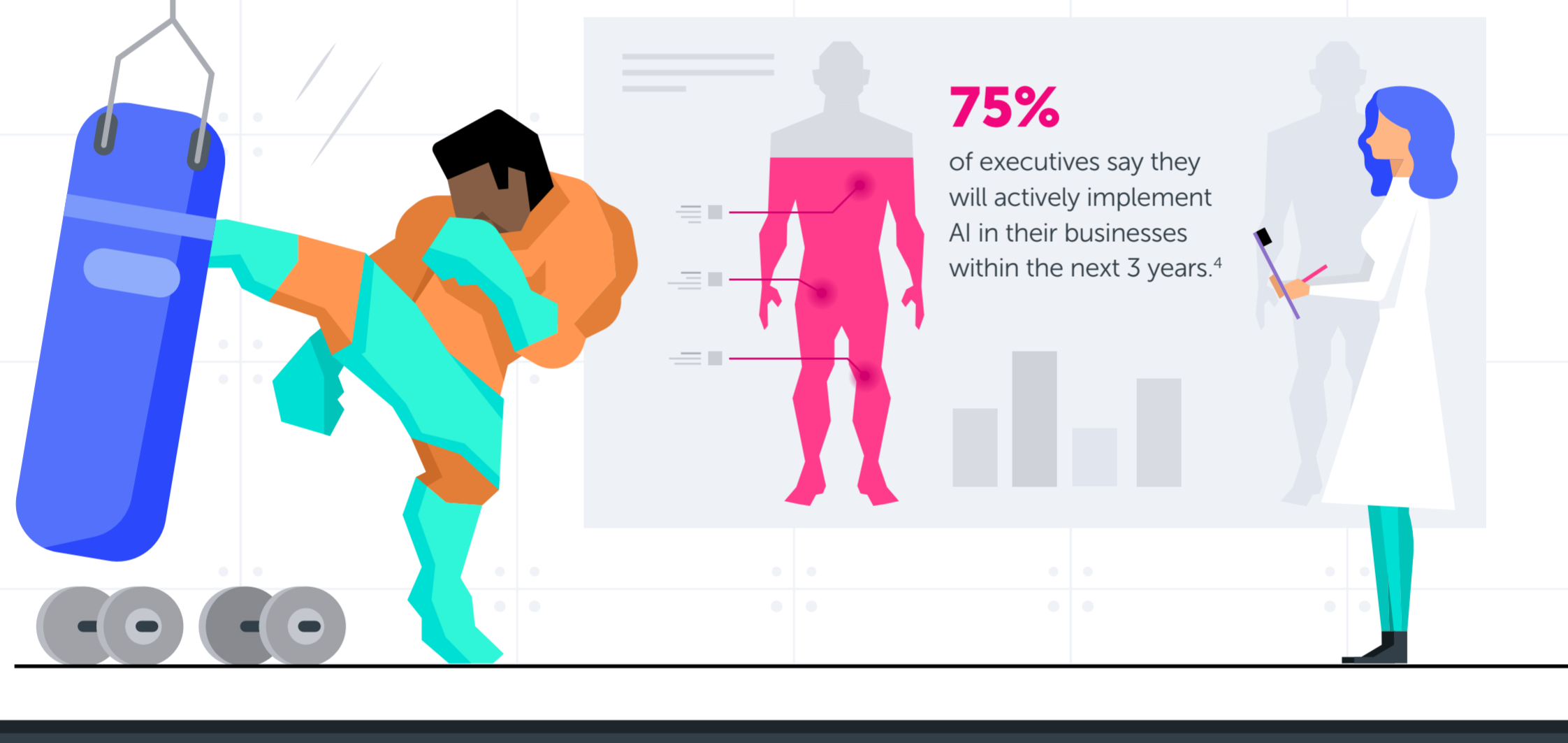
When marketers use AI as their superpower, they enhance their campaigns and programs by drawing on everything they know about their consumers to tailor experiences with speed and precision—on a massive scale. But this augmentation must provide transparency into the mechanisms driving the personalization and give marketers the control to run tests so that they can trust the outcomes.



**79%**

of executives believe AI will make their job easier and more efficient.<sup>4</sup>

As AI evolves, marketers' ability to translate data into decisions, meaningful interactions, and impactful business outcomes is no longer science fiction. **It's time to get started with AI, or get left behind.**



**75%**

of executives say they will actively implement AI in their businesses within the next 3 years.<sup>4</sup>

### 3 BENEFITS OF AI FOR THE EMPOWERED MARKETER

With AI built for marketers, what can an AI-empowered marketer do?

**#1**

**Predict the Right Programs for the Right People:**

Input your goals and let the machine guide you from broad audiences to a segment of 1.

**61%**

of companies with an innovation strategy are using AI to identify opportunities in data that would be otherwise missed.<sup>5</sup>

**80%**

of marketers say personalized content is more effective than generic content.<sup>3</sup> Customer data demonstrates that this is true.<sup>2</sup>

**#2**

**Personalize with Confidence:**

Share the right content with each individual on the right channel at the right moment, with transparency and control.

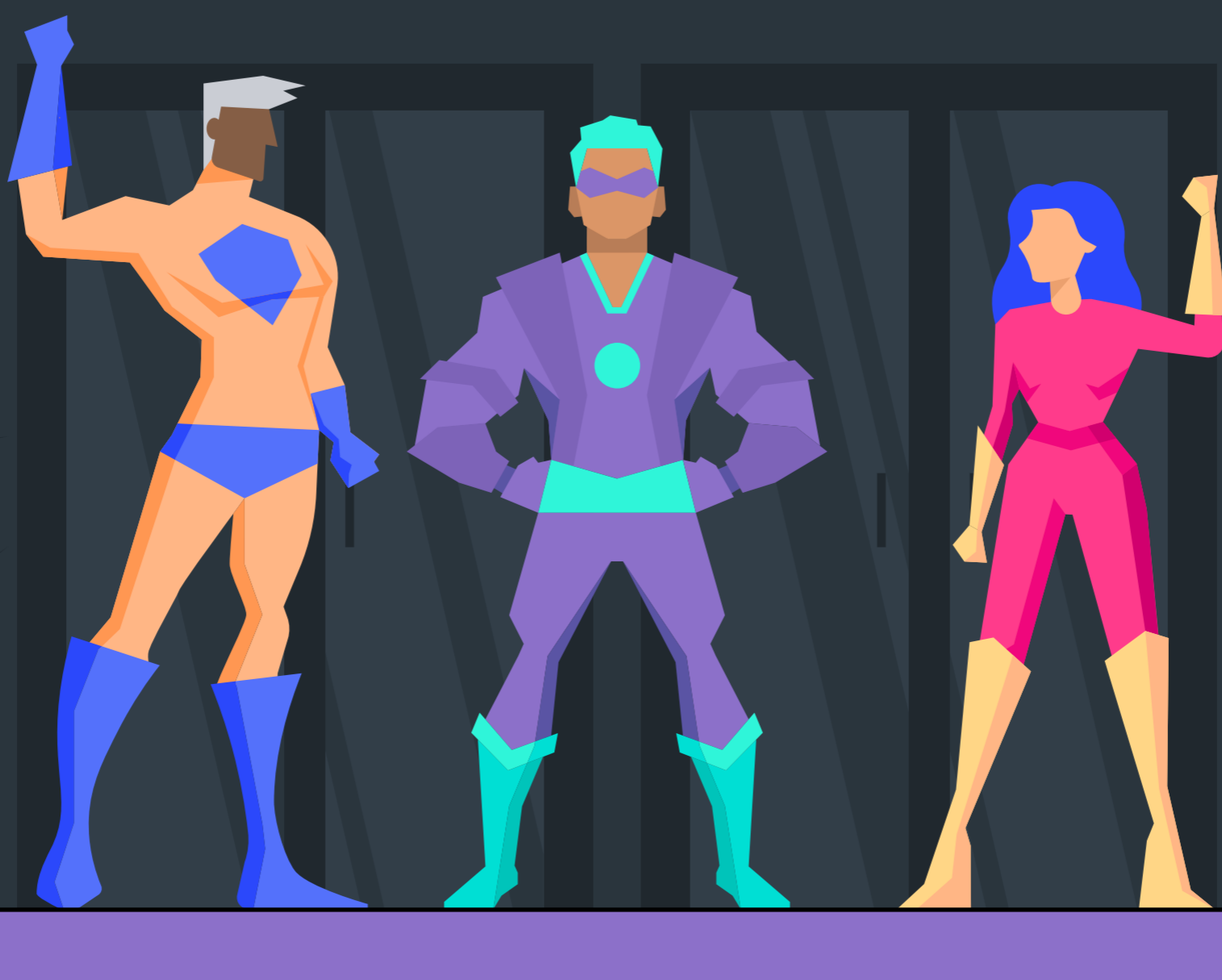
**#3**

**Perform to the Nth Degree:**

Harness all your audience data to auto-optimize millions of experiences with precision—to drive more value and make your life easier while you're at it.



AI-empowered marketer save the day by making more meaningful connections to spark consumer engagement.



Learn more about how marketers can harness the power of AI at [www.marketo.com/ai](http://www.marketo.com/ai)

#### SOURCES

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