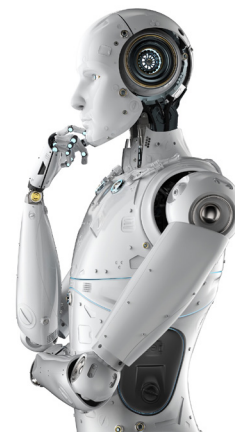
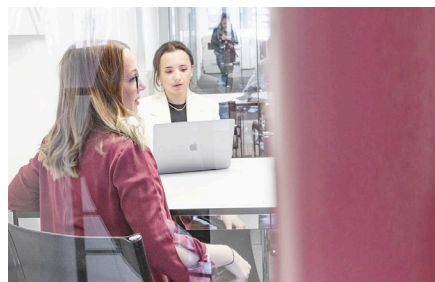
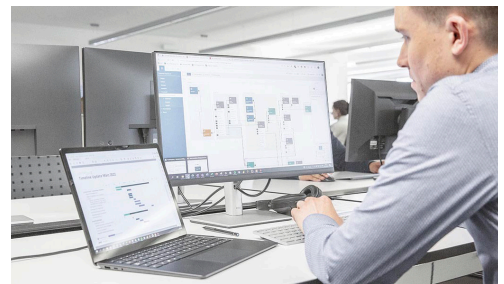


AI IN MARKETING: BEST PRACTICES TO DELIVER REAL VALUE ADD

This playbook, «AI in Marketing», outlines the use of artificial intelligence through concrete use cases.



There are quite a few areas in which teams can potentially deploy artificial intelligence: analyzing data, automating tasks, improving the customer experience, personalizing content, optimizing advertising campaigns, predicting consumer behavior, and improving customer loyalty — to name just a few. Across the board, AI-powered chatbots, recommendation engines, and predictive analytics tools enable marketers to make data-driven decisions and develop more effective marketing strategies.

This all sounds well and good. But artificial intelligence can be a lot of hype with very little to show for it. You want to make sure that the AI you're using is actually delivering measurable results for your business.

That means identifying specific use cases and goals for each. With that in mind, let's take a look at some of the most impactful ways to leverage AI for marketing teams. This will help you to identify the best opportunities for implementing AI solutions in your specific organization.

Gen AI use cases in Marketing.



Content Generation
(text, images, video,
translations)



Campaigning
(automated campaigns,
customer journeys)



Customer Service
(service & support
chatbots, lead scoring)



Internal knowledge
(knowhow base,
supporting agents)



Business Operations
(efficient coding,
process automation)



Data Analysis
(dashboarding,
segmentations)



Market Research
(market data
interpretation)

FOUR TRIED-AND-TRUE AI USE CASES IN MARKETING

#1: DATA ANALYSIS AND CUSTOMER PROFILING

Even though third-party data is increasingly disappearing, most marketing organizations have more data than they can use effectively. Fortunately, AI can help here.

Many customer relationship management (CRM) tools and customer data platforms (CDPs) like BSI, Bloomreach, and Salesforce already have integrated AI-supported functions to structure and organize large amounts of data. This allows target groups to be segmented much more precisely.

Specifically, AI can compare the previous behavior of customers (e.g., purchases, interactions) with static customer attributes to create complex, data-supported, and dynamic profiles instead of traditional customer segments.

The more relevant data the AI tools have at their disposal — from key figures like time spent on the website and email open rates to purchase histories and support requests — the more intelligent and, consequently, more precise the system becomes.

AI can analyze huge volumes of data to gain valuable insights which companies can then operationalize. These findings can be used to generate recommendations for marketers: What content should be created? Through which channels do they have the greatest impact? AI not only enables highly detailed customer profiles, but also next-best-action recommendations that can increase sales.

Customer retention also gets easier. Thanks to AI, teams can predict with a high degree of probability

which customers are more likely to deactivate or even terminate business relationships based on their historical behavior, including transactions and interactions. Since it's much more efficient to retain existing customers than to constantly have to acquire new ones, this helps companies thrive long-term.

But here, too, as with all data-based processes, poor data quality leads to poor AI results. Companies need to identify which data points from their CRM and other systems matter, and which behavioral analyses are really decisive for purchasing. Then, they can focus on ensuring data quality there.

#2: AI-SUPPORTED CONTENT CREATION AND PERSONALIZATION

Customer expectations for personalized, relevant content are continually on the rise. AI can help to meet them efficiently.

Let's assume your company is planning a marketing campaign for a new product with content for three social media channels, a newsletter to address existing customers, along with three different markets with different languages and a differentiated approach for men and women. In addition, there are four content variants for A/B tests.

A little number-crunching shows just how much you need to work with here. $3+1 \text{ formats} \times 3 \text{ languages} \times 2 \text{ target groups} \times 4 \text{ test variants} = 96 \text{ content assets in total}$.

Traditionally, a team or agency would need several weeks to create this, considering additional feedback loops, approvals, and communication efforts.

But AI can change things here. With the help of modern digital asset management (DAM) tools like Aprimo, Bynder, Adobe, and Orange Logic, you can upload a master asset and generate different formats for different channels at the click of a button.

Generative AI (GenAI) makes it possible to create hundreds of variants of an asset by automatically adapting backgrounds or product placements in images, for example. These variants then run through automated brand compliance workflows. Once approved, they're made available in the DAM library for publication and orchestration tools.

In this way, AI helps to tailor the marketing mix to individual customer preferences. It learns from interactions — when, where, and how customers react to content — and optimizes both the content and the layout.

From trigger-based emails to dynamic website personalization, AI ensures that the company is in the right place at the right time with the right content for the right customer.

All the while, AI can continuously learn what works and what doesn't through A/B testing.

*«Gen AI is not just here to stay —
it is here to evolve.»*

Robert Schumacher, Director & AI Consultant

#3: IMPROVED CUSTOMER EXPERIENCE THROUGH AI

Better personalization leads to a better customer experience — but the benefits of AI go even further. In addition to a personalized approach, AI also helps to optimize customer service in a few notable ways:

- **Chatbots with Natural Language Processing (NLP)** take over initial support requests before they are forwarded to human employees, helping people get faster answers to basic questions.
- **AI-supported phone trees** analyze a caller's tone of voice to identify positive or negative moods (e.g., complaints) and route them directly to the right person.
- **Intelligent recommendation systems** analyze customer histories and suggest suitable next steps or optimized responses for service employees to use.
- **Smart digital consulting assistants** analyze customer behavior in real time and suggest suitable products or services — or accompany the customer like an assistant when answering questions.

AI-supported text generation also helps to formulate, summarize, and translate answers more quickly. It can enrich those answers with relevant information from other systems, improving the quality of responses while reducing processing time.

AI in customer service goes beyond marketing. Which other departments in your company are already using or testing AI? Different AI tools can often be linked together to create a more seamless customer experience.

#4: AI AS A BOOST TO CREATIVITY

Everyone reaches their creative limit at some point. AI can certainly serve as a source of inspiration in these moments.

In addition to image generators, there are also AI-supported NLP tools that can create initial drafts for content and copywriting. With the help of targeted AI prompts, content from social media posts to product descriptions can even be formulated in the brand's specific tone.

After the user selects an asset or piece of content for a campaign, AI can help to create descriptive texts for metadata or SEO, too.

The result: a digital marketing assistant that creates scalable, brand-compliant content within minutes.

In general, we still advise against publishing AI-generated content without checking it. That said, GenAI can definitely provide a solid starting point, saving time and supporting creativity. And the time will come – probably soon – when human oversight is no longer needed.



Transforming Digital
into Value

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