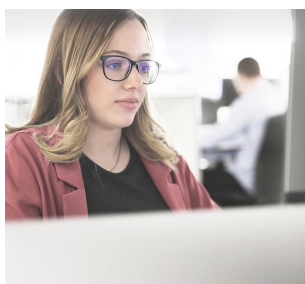
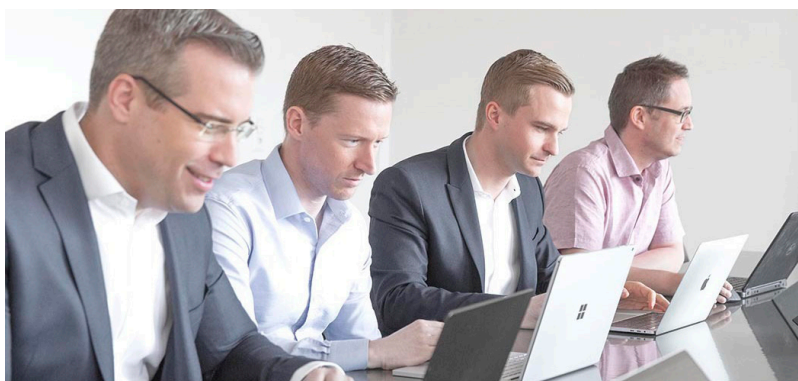


# AI IN MARKETING: THE PATH FROM HYPE TO REAL ADDED VALUE

**Artificial intelligence (AI) is currently revolutionizing the world across all industries.**



The impact is particularly noticeable in marketing, especially due to the boost from generative AI (GenAI). Today, **over 80% of experts from the marketing industry report that they are already using AI in some form.**

In the dynamic marketing world, standing still can mean going backwards. Embracing AI now helps brands stay competitive.

With that in mind, this playbook describes a five-step approach to implementing AI – and, most importantly, reaping benefits from it.

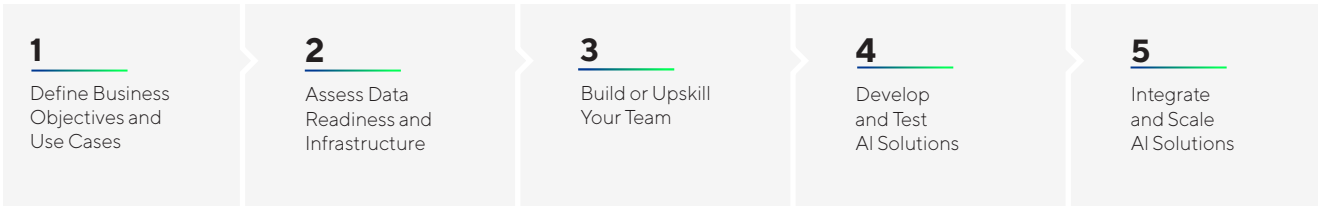
## 5 STEPS FOR SUCCESSFUL INTRODUCING AI

AI is complicated enough on its own. Introducing it at any company becomes increasingly complex based on the organization’s size, structure, and specific needs. Technical challenges actually aren’t the biggest obstacles here. Rather,

issues like data quality and governance take center stage.

To help overcome common challenges when adopting AI, here are five essential steps:

### Five Phases of AI Integration



## 1. DEFINE BUSINESS OBJECTIVES AND USE CASES

- **Pinpoint problems to solve:** Start by identifying specific business challenges that can be solved by AI. The focus here is on how AI can create added value for your company, whether that's through increased efficiency, better customer experiences, or innovative products and services.
- **Zoom out:** Create a longlist of potential AI use cases – without prioritizing them at this stage. Make sure to include all departments and teams, especially cross-functional applications.
- **Rank your list:** Finally, prioritize the most promising AI projects based on feasibility, potential impact, and strategic relevance

## 2. ASSESS DATA READINESS AND INFRASTRUCTURE

- **Check data quality:** Review the existing data infrastructure to ensure that high-quality data is available for AI models.
- **Establish requirements:** Develop guidelines for data quality, data protection, and compliance with regulatory requirements.
- **Create the infrastructure:** Invest in data management and storage systems that can process large amounts of data and support AI applications.

## 3. BUILD OR UPSKILL YOUR TEAM

- **Find people with the right expertise:** Put together an interdisciplinary team that includes data scientists, AI specialists, and technical experts. Alternatively, upskill existing employees through targeted training in AI and machine learning.
- **Align with decision-makers:** Management support is crucial. At the same time, work to manage the expectations of various stakeholders regarding AI and the outcomes it can achieve.
- **Fill in any holes:** Bring in external expertise – potentially through consultants or collaborations with technology companies – to close knowledge gaps.

## 4. DEVELOP AND TEST AI SOLUTIONS

- **Start small:** Begin with pilot projects or minimum viable products (MVPs) to test AI applications on a smaller scale before rolling them out fully.
- **Monitor progress:** Use a clearly defined evaluation framework to measure the performance of AI models against KPIs that align with business goals.

## 5. INTEGRATE AND SCALE AI SOLUTIONS

- **Plan for rollout:** After successful pilot projects, start planning to integrate AI into existing workflows and systems. This may require process changes.
- **Build in support:** Develop change management strategies to ensure a smooth rollout and prepare employees for the new AI-supported processes.
- **Continuously improve:** Regularly monitor the performance of AI systems and iteratively improve them using the «Test – Learn – Optimize» approach.

By implementing these five steps, companies can systematically integrate AI into their processes and, in doing so, drive innovation and business success in the long term.

This is a broad outline. The real challenges, but also the real benefits, arise as you get into the specifics of implementing AI at your unique organization. Our team can support you in this undertaking.



Transforming Digital  
into Value

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