

# MARKETING IN AN AI-FIRST WORLD

As Apple, Microsoft, Google (Alphabet), Amazon and Facebook all invest billions into AI, machine learning-powered platforms have never been more accessible for marketers. **But what can it really do for your brand?**

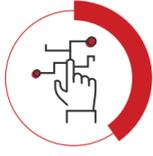
## IMPROVE CUSTOMER EXPERIENCE



**57%** Marketing leaders say AI is absolutely or very essential for personalising customer experiences (Salesforce 2017)



**1,000%** expected leap in the use of virtual customer assistants by 2020 (Juniper Research, 2017)



**40%** shoppers don't care if an AI tool or a human salesperson helps them (Hubspot, 2016)



**90%** businesses say customer experience is their competitive battleground (ADMA Whitepaper, 2017)

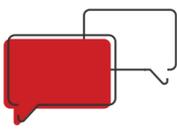


I think artificial intelligence uniquely gives us the ability to deliver on the promise of the customer at the centre. The machine can now deliver the right communication to that customer based on what you can infer about them.



Mike Handes, Customer Success Director, Marketo

## INCREASE CONTENT RELEVANCE AND CUT-THROUGH



2,900 messages/day - consumers can only remember 4



#1 source of customer disengagement: irrelevant content



80% marketers agree personalised content work better than generic



40% marketers will use AI to enhance content throughout the customer journey (Marketo, 2017)

## SAVE TIME



79% executive believe AI will make their job easier and more efficient (EIU, 2016)



30% productivity boost across many industries (Bank of America)



50% of search activity by 2020 = voice



Pay attention to what technology is coming through, what it's doing and where you can add value. The beauty of AI is that you don't have to be doing that rote monotony.



Aryeh Sternberg, Beyond Intent

## BOOST MARKETING ROI



336% increased social return on ad spend within 3 months when Cosabella used Albert



75% increase in clicks - expected impact of Marketo's ContentAI



38% average boost to profitability from AI (Accenture)

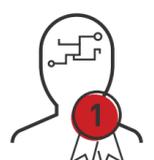
## GROWTH REVENUE



\$1.1trillion - global business revenue growth by 2021 through AI-boosting CRM activities (Salesforce, 2017)



75% global executives say they will actively implement AI in their businesses within the next 3 years (EIU, 2016)



#1 tech for growth in the next 2 years, according to 3,500 marketing leaders (Salesforce, 2017)

## AI Milestones

A brief timeline of machine learning moments shows it's not as new as we think

