

ARTIFICIAL INTELLIGENCE

The Next Big Thing in Marketing Automation



Artificial Intelligence (AI) has taken our world by storm. Its purpose isn't to replace marketers, but to augment them. About **51% of marketing leaders are already using AI**. **These folks are the ninja marketers** that know how to make optimal use of the technology that comes their way. If you're still questioning if the artificial brain needs a place in your marketing automation platform, check out this crisp infographic for a conclusive decision.



51% of marketing leaders are already using Artificial Intelligence



How does Artificial Intelligence work in marketing automation?

Chatbots creating content, AI-powered PPC advertising, personalized website experience, AI churn predictors enhancing customer engagement, AI-driven customer insights to determine customer's behavior, and automated image recognition, are just a few ways in which marketers make use of AI.



Siri, Google Home, and Amazon echo — need we say more?

Marketers also make use of machine learning for personalized searches to provide customer-centric content, layering geo-targeting on top of it for tailored location-based content.

Apple's iBeacon is another fascinating way of providing location-based information and services to iOS devices. Now, all you need to do is embrace AI and implement it into your marketing automation software.

How does the statistical picture for AI's future in the marketing world look?

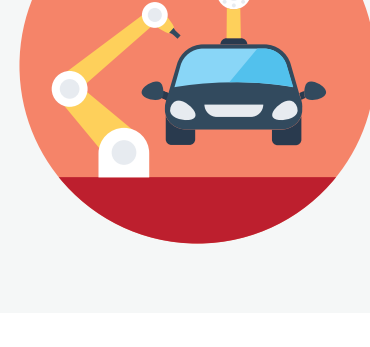
Tech giants including Baidu and Google spent between \$20B to \$30B on AI in 2016, with 90% of this spent on R&D deployment, and 10% on AI acquisitions

10% on AI acquisitions

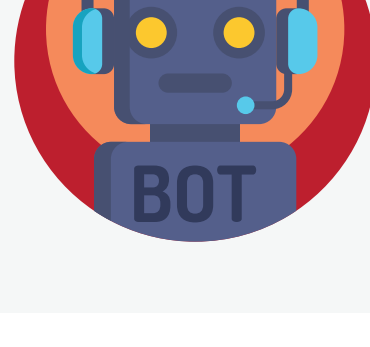


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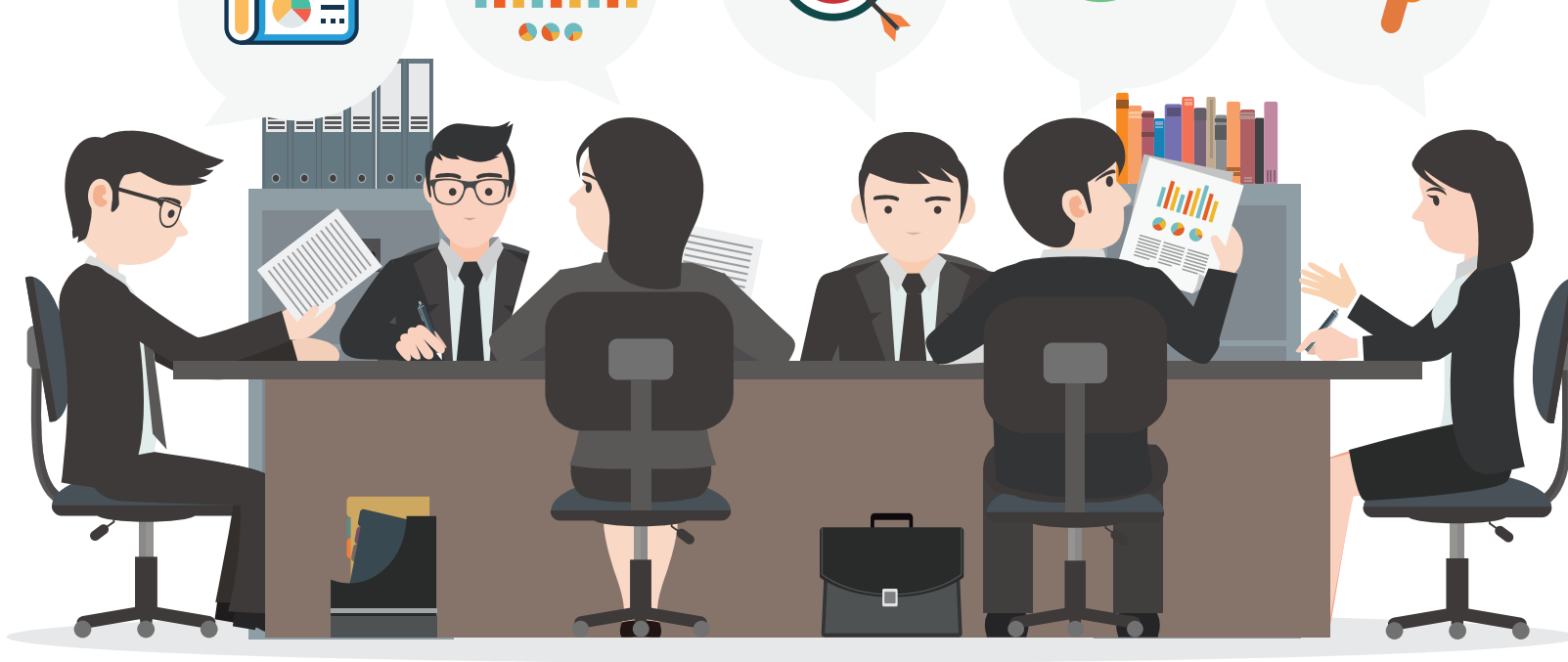
40% of digital transformation initiatives will use AI services



By 2021, 75% of enterprise applications will use AI

By 2020, businesses with data-insights-driven teams will grab

\$1.2 trillion from peers without that culture



AI is going to be everywhere and adopting it is the need of the hour for marketers!

How can AI deployment in your marketing automation software benefit you?

Here are 6 benefits of incorporating AI into your marketing automation platform:

Meticulous Persona Definition

AI tracks and observes the external and internal data on the behavioral patterns of prospects/customers, and produces real-time personas. This helps marketers create well-defined and elaborate personas to power through campaigns.



Pertinent Content Creation

AI makes it easier for you to identify high-performance keywords as it senses the kind of content that you're looking to share and also archives and recycles old content.

Targeted Lead Generation

73% of leads are not ready to buy when they first give you their contact details. AI helps you separate your customers from prospects. It identifies the leads with a higher conversion potential and gives you recommendations for touchpoints most relevant to the customer. AI makes the lead generation process more targeted and fruitful, with improved lead quality and reduced cost per lead.

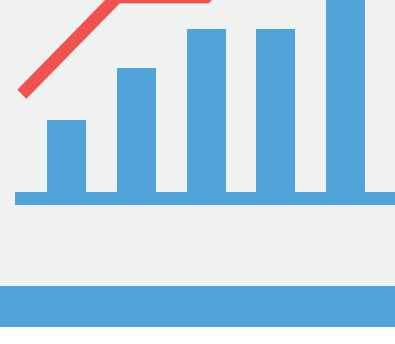
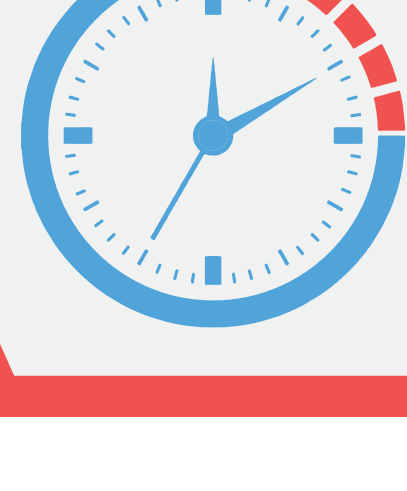


Effective Data Collection

Since AI-enhanced marketing automation can work with an extensive range of data, the customer personas that AI defines deliver more specific and advantageous results.

Swift Response Time

Since AI-integrated marketing automation platforms acknowledge queries with hyper-personalized emails almost instantaneously, the response time reduces proportionally.



Elevated Cost-Related Benefits

You can bid adieu to pricey automation programming and administration because AI reduces the cost per lead. Due to the improved lead quality, you can expect a greater ROI and a better justified marketing budget.

Don't shy away from AI because it's as mainstream as it gets. Incorporate AI into your marketing automation software, and you'd know that it really is the new normal.

Statistics References:

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