

AI in Retail Report: Power to the Marketer in the United Arab Emirates

The convergence between how consumers feel
about AI and how marketers want to use AI.



Sara Richter

CMO, SAP Emarsys



“Many people worry AI will lead to more formulaic marketing and less human content. I believe the opposite. AI will revolutionize the marketing landscape, empowering marketers to focus on strategic and creative endeavors.

We commissioned research to show how marketers and consumers in the UAE are demanding these improvements, driving our ongoing commitment to AI. Our new solutions will make marketing more efficient and fulfilling, while giving consumers better overall experiences.”



Current State of Retail: What are retailers getting wrong?

45%

of shoppers believe the majority of marketing emails they receive aren't relevant

31%

of shoppers find it too difficult to return items

31%

of shoppers think retailers don't personalise content to meet their needs

29%

of shoppers say retailers don't understand them as a person



Attitudes to AI in Retail: How is AI improving customer engagement?

86%

believe AI-powered recommendations have improved their online shopping experience

82%

are satisfied with the AI-enabled personalised services they receive in retail

83%

are satisfied with the AI-powered product recommendations they receive

75%

are satisfied with AI chatbots on retail sites



What is the demand for AI adoption?

- **84%**
are optimistic about AI-powered retail
- **85%**
of shoppers support further integration of AI into retail
- **84%**
would support the adoption of AI-enhanced 'virtual try-ons' in fashion retail



Convergence

Consumers

91% believe AI is having a positive impact on their retail experiences

45% want AI to support them in finding new products

28% want AI to support retail experiences by making marketing more personal

AI

Marketers

- **85%** agree that using AI saves them an hour or more on a typical campaign launch
- **80%** report a boost in customer engagement after introducing artificial intelligence into their campaigns
- **78%** have increased their investment in AI in 2024 to boost customer engagement
- **80%** reporting a boost in customer loyalty thanks to AI
- **80%** are also using AI to unlock previously unseen insights from their customer data

State of 2024 for Marketers



**Empowered
Consumers**

**Privacy-first
Omnichannel
Personalization**

**Business
Disruption**

Benefits of AI in Marketing

80%

of marketers report an increase in customer loyalty since adopting AI into their campaigns

80%

of marketers report an increase in customer engagement since adopting AI-powered personalisation into their campaigns

85%

of marketers believe AI is 'essential' to increasing customer engagement in 2024

83%

of marketers report higher open rates when their email subject lines are written by AI



Tradition Meets Transformation

Tradition

is creating a brand experience people love and remember.

EXCEPTIONAL
BRAND MOMENTS

EXCEPTIONAL
BRAND MOMENTS

Transformation

means taking the marketing skills, capabilities, and processes that you already have and maximizing them.

CREATIVITY

CONNECTION

MEMORIES

PERSONALIZATION

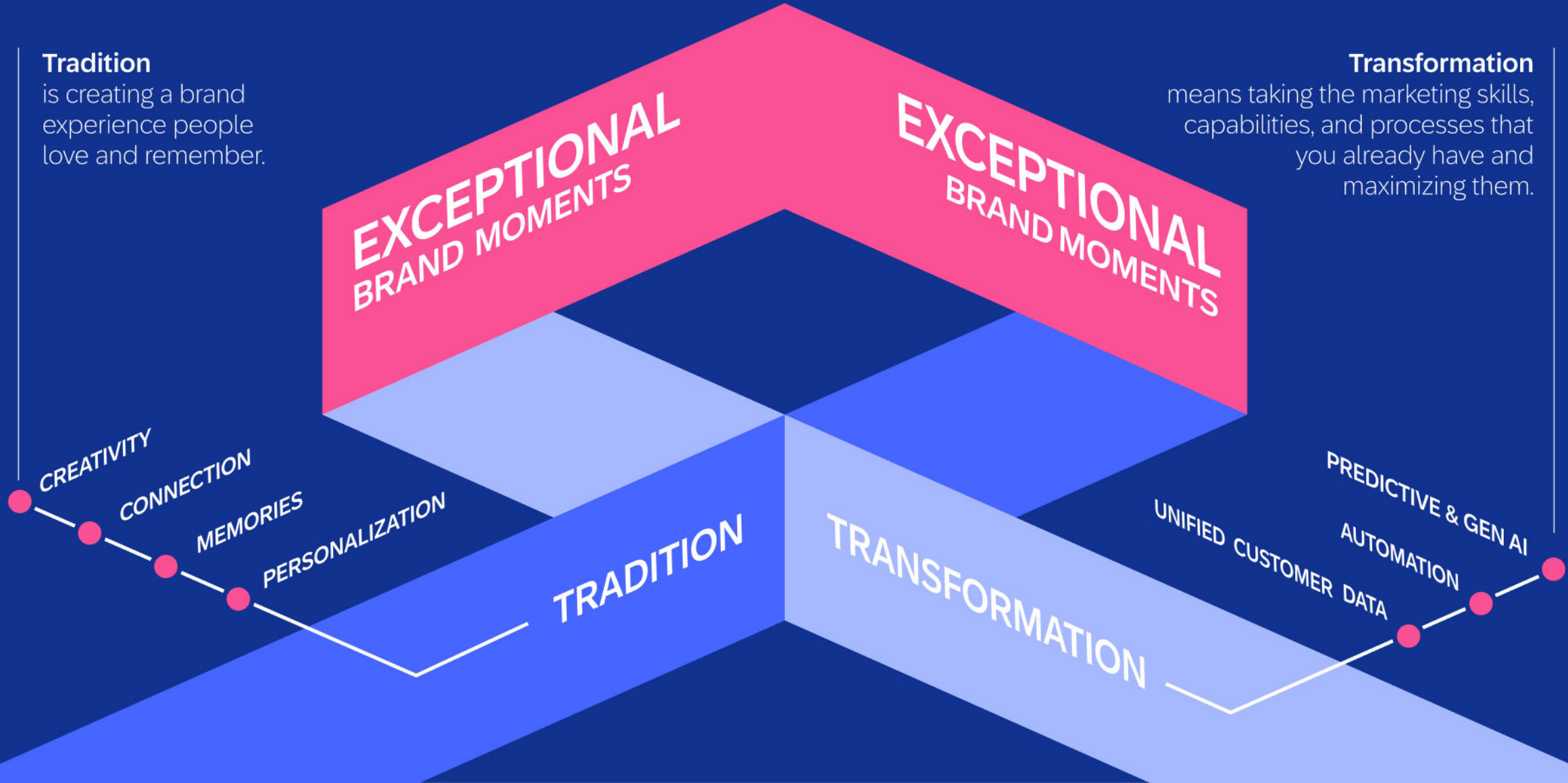
TRADITION

TRANSFORMATION

PREDICTIVE & GEN AI

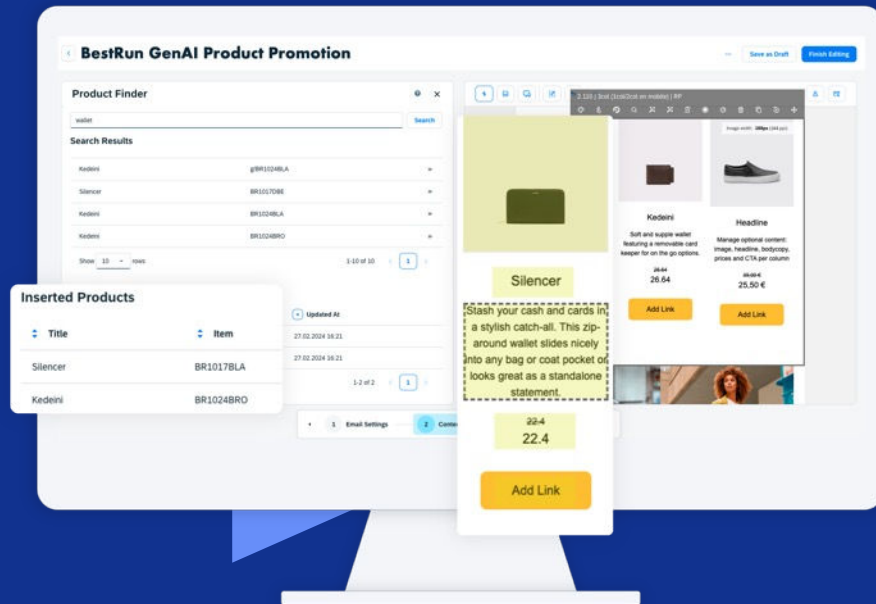
AUTOMATION

UNIFIED CUSTOMER DATA



SAP Emarsys is empowering marketers with Gen AI

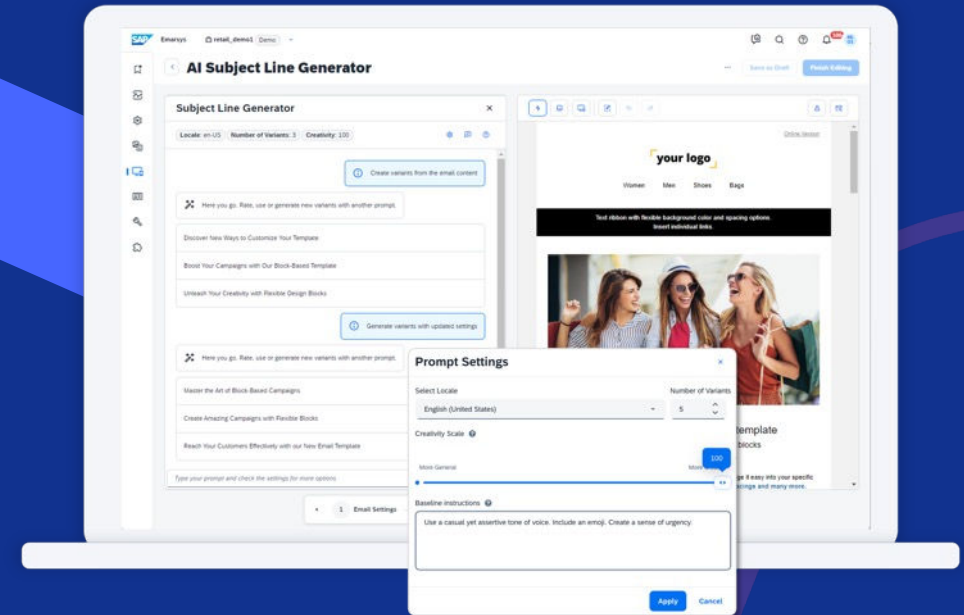
45% of consumers say AI is helping them find products



AI Product Finder

Easily retrieve product catalog information using natural language commands to quickly create compelling, personalized product-based campaigns

83% of marketers also say that email subject lines generated by AI receive higher open rates



AI Subject Line Generator

Build campaigns more efficiently and effectively with optimal subject lines, powered by generative AI

Data and Privacy Concerns

66% of consumers are concerned about AI using their personal data during retail purchases

Only 42% report a high level of trust in AI-powered retail services

37% report a high level of trust in retailers to protect their personal information

94% believe it's important for retailers to be transparent about their use of personal data

93% believe it's important for retailers to prioritise ethical AI use

- **51%** believe it is 'very important'

82% are confident in the data privacy of AI

- **Only 18%** are not confident in the data privacy of AI



PDPL and the EU AI Act



- ✓ Saudi Arabia leads in this area, with the Personal Data Protection Law (PDPL)
- ✓ The new EU AI Act's framework focuses on fostering trustworthy AI through compliance while allowing flexibility to innovate
- ✓ SAP Emarsys believes these new regulations are positive for businesses and consumers.

82%

of UAE consumers are confident in the data privacy laws surrounding AI

83%

of marketers agree this legislation is a significant step towards responsible AI

85%

of marketers think it will increase consumer trust in brands using AI



Learn more on

**SAP Emarsys' Response to
EU AI Regulations**



qrco.de/eu-ai



Register for

**Power to the Marketer
Omnichannel Masterclass
Product Launch**

June 12-13



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THANK YOU

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