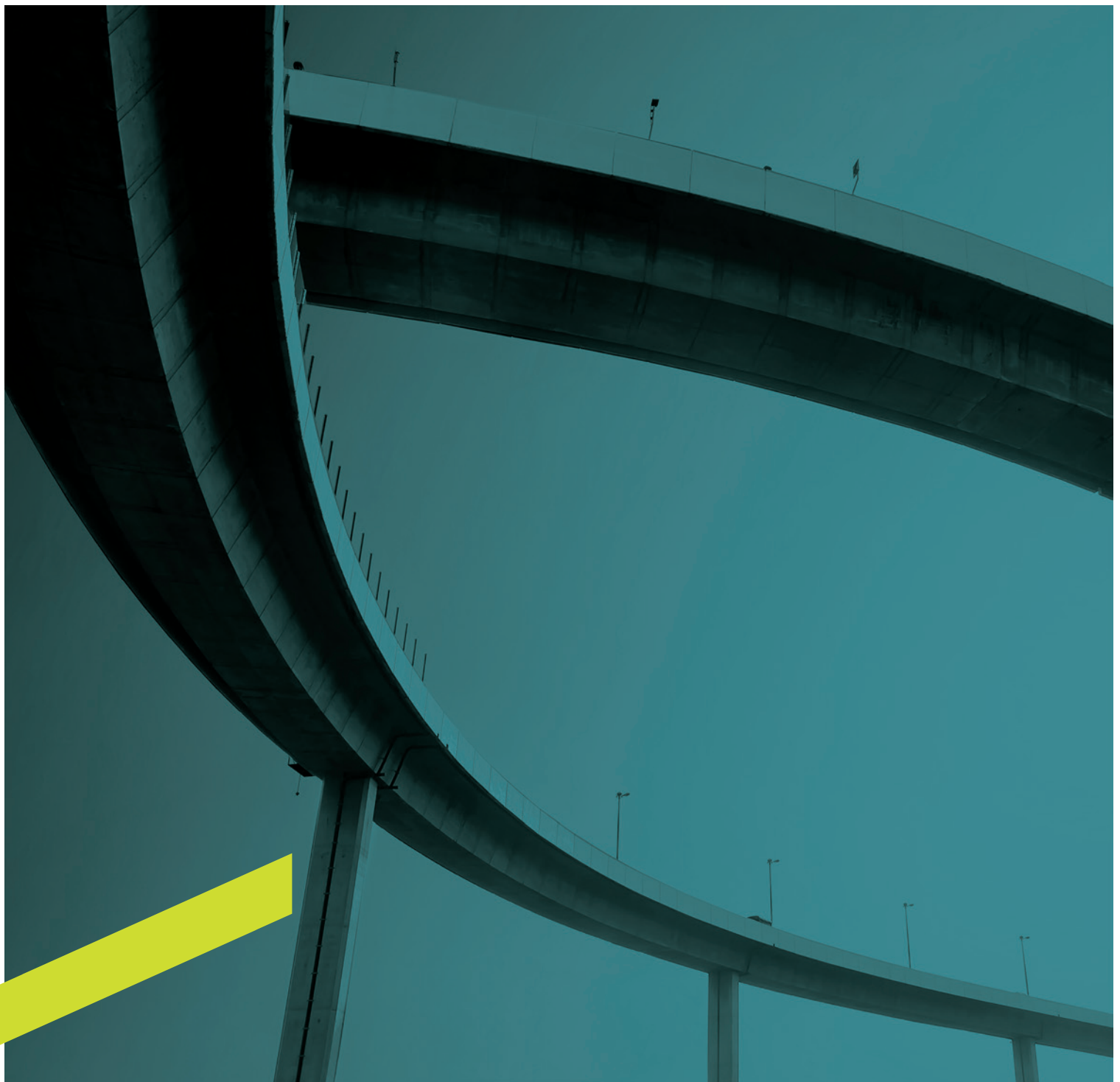


ARTIFICIAL INTELLIGENCE

THE BRIDGE BETWEEN DATA AND PERSONALIZATION



CONTENTS

Introduction	3
Bridging the Marketing Gap with Artificial Intelligence	4
Revolutionizing the Marketer’s Role	6
AI at Work: Product Recommendations	8
AI at Work: Incentive Recommendations	9
Conclusion	10

INTRODUCTION

Marketers today have access to exceptional amounts of data. While “big data” was once a luxury only available to the largest enterprises, it is now available to even the smallest organizations. Each data point provides an opportunity to gain greater understanding of potential customers and develop personalized marketing strategies to engage and win them over. However, while there is an abundance of information, there is a shortage of time to make proper use of it.

There is a lot of hype about the marketing opportunities made possible with all this data. It's exciting for marketers who are eager to be more effective and achieve new levels of personalization, but in reality the actual management, organization, and analysis of the resulting volume of data quickly becomes an insurmountable task.

Often, even after dedicating many valuable hours to combing through data, marketers come up empty-handed and their marketing efforts are no more personalized or effective than before the mountain of data was collected. There is a gap between all this data and the improved personalization marketers hope for when they begin to capture it.

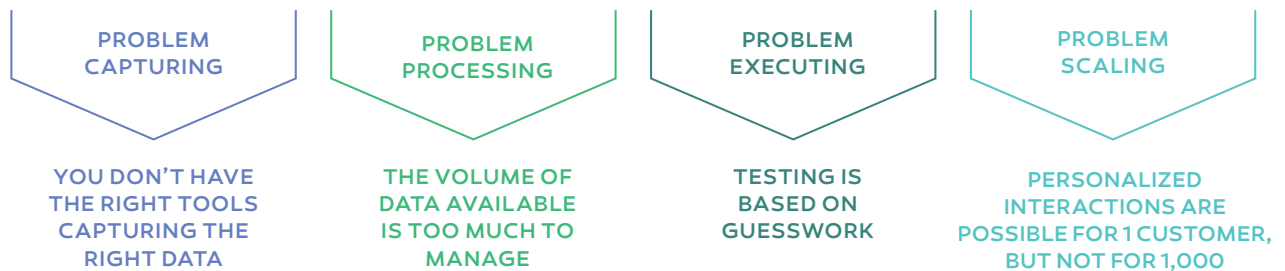
A conceptual image featuring a bridge spanning a gap between two dark, textured pillars. The bridge has a metal railing and a corrugated metal deck. The background is a sky with clouds, tinted in a vibrant green color. The overall composition suggests a connection or bridge between two separate entities.

BRIDGING THE MARKETING GAP WITH ARTIFICIAL INTELLIGENCE

BRIDGING THE MARKETING GAP WITH ARTIFICIAL INTELLIGENCE

Marketers face challenges when it comes to finding the time, resources, and expertise required to organize and analyze high volumes of data, and then apply the results to optimize marketing efforts. They simply aren't available in most organizations, particularly not at scale. As a result, marketers remain unable to reach the level of personalization consumers are growing to expect.

While other technological advances might help marketers overcome one of these hurdles, the wider issue of achieving truly personalized marketing is never actually addressed. Instead, challenges are simply shifted to a different stage in the process.



While the term “artificial intelligence” (AI) may feel more like science fiction than marketing, it is about to become one of the most valuable tools in a marketer’s arsenal by actually delivering on the promise of 1:1

When applied to marketing, AI holds the power to bridge the gap between data and personalization.

marketing. That’s because AI actually overcomes key marketer challenges, instead of merely pushing them further downstream.

Artificial intelligence now actually makes it possible for marketers to be more effective.

AI powers through the collection and analysis of data and leverages the decision-making

and execution abilities of machine learning. Marketing platforms infused with AI are able to extract more meaningful key findings, and further optimize personalized marketing activities, customize content, and provide truly scalable 1:1 individualized communication.

As AI technology becomes more available, marketers have an unprecedented opportunity to close the gap between data science and personalized customer experiences.



REVOLUTIONIZING THE MARKETER'S ROLE

REVOLUTIONIZING THE MARKETER'S ROLE

Today's marketers are overworked, and facing incredible pressure to deliver both exceptional customer experiences and drive revenue. They are strapped for time, resources, and budget like never before. What's more, the same individuals who pursued careers in marketing so they could be creative, influential, and strategic, find themselves instead spending their days battling with complex technology, statistical analytics, and fighting to show how they are driving return on marketing investment (ROMI).

With the help of today's most advanced marketing technology, these challenges are being alleviated. While it may seem like science fiction, AI is already a part of most people's everyday experiences. Google Search optimization uses it to identify trends, Facebook retargeting ads use it to extrapolate future occurrences, and even Pinterest predicts consumer behavior as part of their search query recommendations.

AI-driven technology can be used by marketers to understand motivators, anticipate actions to proactively engage the customer, enhance the overall user experience, and ultimately maximize the likelihood of making a sale.

Now, AI is quickly becoming a critical component of today's most powerful marketing tools. But it's not enough to simply have AI incorporated into your marketing software. To truly be effective for a marketer, AI should be able to perform the following functions:

-
- Make decisions on what actions should be taken for each contact in a database to optimize outcomes.
 - Execute the most relevant message delivery for each individual contact, at the most opportune moment to achieve optimal results.
 - Continuously and automatically improve through the power of machine learning.
 - Perform all operations in real time without ongoing intervention from the marketer, including data collection, analytics, and execution.
-

AI AT WORK: PRODUCT RECOMMENDATIONS

“We never knew if the discounts we sent were appropriate or not; were they too big, were they too small, were they even necessary? Managing discounts on an individual level was too time-consuming, and we couldn’t tell who should get what.”

Svetlana Novichkova, Head of E-commerce at Japan Centre

Using advanced machine learning algorithms, AI solutions are being built to take over most of the tedious and time-consuming tasks that marketers struggle with on a regular basis. Product recommendations are a good real-world example of how AI benefits marketers, as it can determine which products to present to each customer at any given moment in time, with no human interaction needed.

The AI technology is able to compile and analyze each individual customer’s browsing behavior and purchase history. From there, it cross-references that information with additional data pertaining to thousands, or even millions, of SKUs in a catalog to present the products that shopper is most likely to find appealing.

Trying to manually replicate this product recommendation matching, even for a single contact, is impossible given the time required to gather and analyze the content. Even if all the relevant data was available, segmented, and analyzed, marketers simply do not have the time or resources to achieve to 1:1 messaging with their audiences. However, with a little help from the right AI marketing technology, achieving 1:1 personalized marketing is not only possible, it also alleviates many of the pressures faced by today’s marketers as a result.

Having one less thing to worry about means marketers are able to focus more on overall marketing strategy, instead of attempting to manually connect shoppers with products they will be likely to purchase. For brands and retailers, it means more sales from their cross- and up-selling efforts, and also results in customers who are more engaged and satisfied with their highly personalized shopping experiences.

AI AT WORK: INCENTIVE RECOMMENDATIONS

Incentives are notoriously challenging for marketers. While they can be effective at enticing defecting or disengaged shoppers to buy, or increasing sales among even the most frequent buyers, it is incredibly difficult to know which incentives to present to each contact.

There simply isn't much quantifiable data to help marketers optimize incentives, particularly on an individual level. Marketers are therefore left to broad-spectrum test several special offers to see which seems to perform best over time, working from their best guesses.

This process of trial and error makes it hard to know whether it was the free shipping, discount code, buy-one-get-one offer, or simply providing the right product at the right time, that ultimately made a sale.

When it comes to incentives, marketers often wonder:

- Do I need to send incentives to all my contacts?
- How can I distribute my incentives wisely to maximize my revenue?
- How should I group my contacts for incentives?

It is possible for a marketer to identify basic trends among incentives over time. For example, one might note that 15% discounts perform better than free shipping for a specific product category. However, because these trends are based on responses to group offers, there is no data about the preferences of buyers on an individual level.

In an ideal world, individual personalization would be extended into incentives so that every contact in a database receives offers relevant to their unique set of preferences. AI now actually makes this possible.

Machine learning collects and analyzes data about each customer's responsiveness to various incentives over time, and how different offers impact their buying behavior. AI then takes over and completely eliminates the guesswork by identifying the exact incentives each individual needs to entice them to buy, and send them autonomously. As a result, the marketer can focus on defining the incentive strategy instead of continuously scrambling to predict which offers are going to work on the next campaign.

From a business perspective, this kind of technology protects the bottom line. It leads to increased revenue, not only through increased purchases, but also by eliminating waste, since there are often many cases where it requires lesser incentives, or no incentive at all, to convert a customer and close a sale. AI delivers just what a shopper needs to make a purchase, while also enabling the brand to be strategically prudent about the incentives it offers.

CONCLUSION

AI is not scary, and it doesn't have to be complicated. It is now more readily available to marketers, and is rapidly becoming an integral part of their daily roles. Marketers applying AI to their workflows are able to scale the collection, analysis, and application of mass quantities of data and how it is applied. The right AI-powered tools handle work, instead of moving it downstream.

It's an exciting time for marketers who have the opportunity to harness the power of artificial intelligence with today's most advanced marketing technology. While marketing in recent years has meant a lot of pressure to perform without a lot of time or resources to deliver results, artificial intelligence is changing the game, making it possible to finally fulfill the vision of true 1:1 marketing by bridging the gap between data and personalized customer experiences. Imagine the possibilities.

ABOUT EMARSYS

Artificial intelligence solutions are revolutionizing the role of marketers around the world with the Emarsys B2C Marketing Cloud. Harnessing the power of technology has never been easier. Learn more and schedule a personalized demonstration of Emarsys AIM solutions by visiting:

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