



# Artificial intelligence, genuine customer delight

Why AI should be a part of every marketing department's toolbox

‘The aim of marketing is to know the customer so well that the product or service fits them and sells itself.’

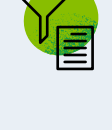
**Peter Drucker**  
Writer and management guru

## AI is the new essential for relevant, personal customer experiences.

Along with machine learning, you can use AI to:



Match the right content to the right audiences based on filters



Use predictive filters to target audience segments

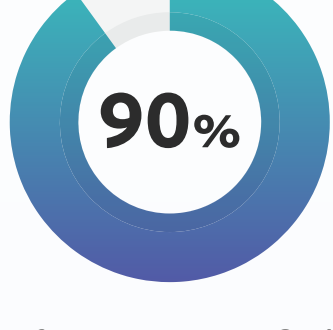


Deliver personalised rich media recommendations at scale

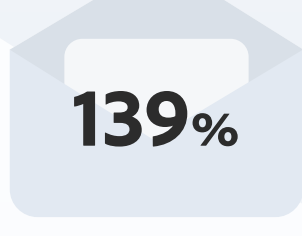


Auto-discover and measure content performance

## AI-driven personalisation and segmentation are proven to work.



90%  
of US customers find marketing content personalisation appealing



139%  
increase in click-through rates on personalised emails



5x  
boost in website visitor conversion rates with personalised content

## But some businesses aren't benefitting from AI yet.

Some marketing departments are still using trial and error for audience segmentation, but there are no longer any excuses for avoiding AI and ML.



12%  
of marketers are satisfied with their marketing personalisation efforts and abilities



64%  
of marketers say they want to use AI for personalisation, but they haven't done it yet

## Now there are easy-to-use AI-driven tools.

**Predictive content** uses AI to identify and match personalised marketing content to individual users and to measure, test and optimise personalisation efforts.

Predictive content can help your marketing team:



Automatically discover and tag your existing content



Set business performance goals



Map content to different stages of the buyer's journey



Deliver personalised content across channels



Measure and continually improve content performance

**Predictive audiences** use AI-driven predictive filters and in-flight recommendations to target the right customer segments for email and events.

Predictive audiences can help you:



Connect with only the right customers for cross-channel campaigns using predictive filters



Find lookalike audiences from past successful campaigns using AI



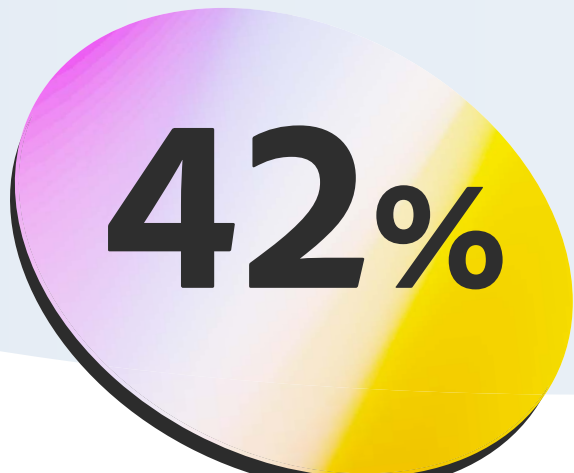
Reach your goals without driving opt-outs and unsubscribes



Track your KPIs and predict likely outcomes of your cross-channel campaigns

## AI works for marketing.

Top-performing companies are more than twice as likely to be using AI to improve their marketing efforts than their lower-performing counterparts (28% vs. 12%).



42%  
of marketers who use AI say it increased their return on marketing spend.

## AI and machine learning improve everybody's experience.

### For marketing teams

- Higher engagement and conversion rates
- Less guesswork and manual labour, plus fewer unsubscribes
- Ability to test and optimise – even programmes in flight
- Higher revenue from marketing campaigns

### For customers

- The right content at the right stage of the buyer's journey
- Continued engagement with companies based on relevance and personalisation
- A more efficient buying experience
- More relevant event invitations

Discover even more ways to improve your content marketing and event targeting with Marketo Engage.

[Learn more](#)



### Sources

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