



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 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

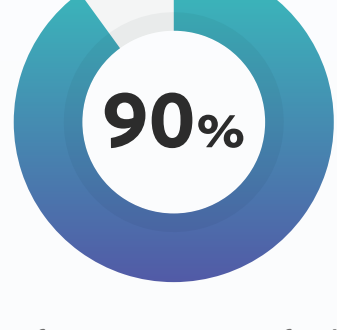


Deliver personalized rich media recommendations at scale

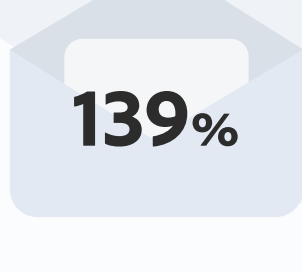


Auto-discover and measure content performance

AI-driven personalization and segmentation are proven to work.



90%
of U.S. customers find marketing content personalization appealing



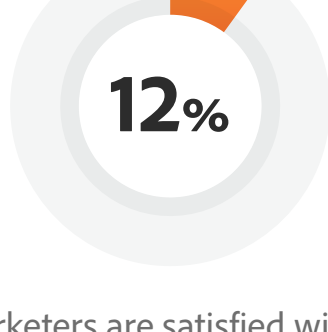
139%
increase in click-through rates on personalized emails



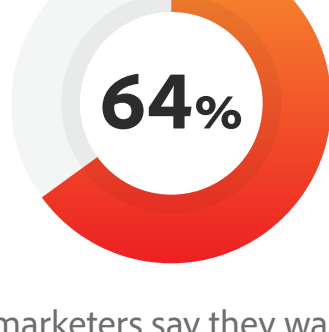
5x
boost in website visitor conversion rates with personalized content

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 personalization efforts and abilities



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

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

Predictive content uses AI to identify and match personalized marketing content to individual users and to measure, test, and optimize personalization 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 personalized 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



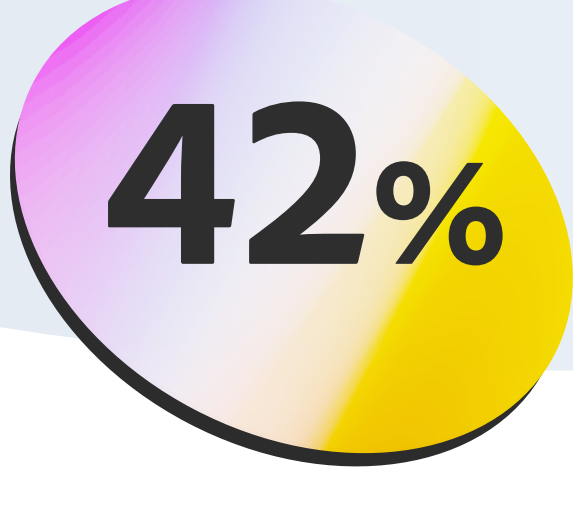
Reach your goals without driving opt-outs and unsubscribes



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

AI works for marketing.

Top-performing companies are more than 2X 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 labor, plus fewer unsubscribes
- Ability to test and optimize—even programs 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 personalization
- 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

A. Guttman, "Marketing Personalization — Statistics & Facts" Statista, 2019.
Stephanie Crets, "Marketers are still skeptical of AI," Digital Commerce 360, 2019.
"The State of Artificial Intelligence in B2B Marketing," Demandbase, 2019.
"10 Charts That Will Change Your Perspective of AI in Marketing," Forbes, 2019.
"2018 Trends in Personalization," Evergage, 2018.
"2019 Retail Email Benchmark Report," Bluecore, 2019.