

## Three reasons marketing leaders rely on AI



We keep hearing it. Companies are trying to do more with less, and your marketing organization is no exception. Marketers face enormous pressure to deliver qualified leads to sales faster, but they are short on resources and skilled talent. So, they're turning to artificial intelligence to do more, do it faster, and keep customers coming back.

Of those companies that have fully embraced AI,



created better customer experiences.<sup>1</sup>



improved productivity and efficiency.<sup>1</sup>

Here are three reasons marketers turn to AI.

### 1 Improve segmentation and personalization

With AI, you'll have a deeper understanding of your audience to provide relevant, timely messages.



Apply insights about customer behavior and intent in real time



Nurture customers for retention and growth



Scale delivery for increased conversions



Deliver consistent, personalized experiences across channels



of digital marketing leaders believe AI enhances their ability to deliver **real-time, personalized experiences** to customers.<sup>2</sup>

### 2 Lower costs, reduce errors, and boost productivity

AI reduces costs and boosts your team's productivity by automating data-driven marketing tasks that personalize the customer journey and increase revenue.



of companies that use AI reduced costs.<sup>1</sup>

“AI can streamline and optimize marketing campaigns while eliminating the risk of human error.”<sup>3</sup>

### 3 Fill the sales pipeline

When you understand what motivates your customers to make buying decisions and can verify with AI insights, you can create high-value, high-conversion campaigns.



of respondents say that AI marketing increased earnings before interest and taxes (EBIT) by **6-10%**.<sup>4</sup>



Automate lead scoring in real time across multiple product lines



Take the guesswork and manual effort out of rule-based scoring models



Understand when a prospect is most ready to buy



Improve sales productivity and increase conversions with higher-quality leads

## Unlock the power of AI

Learn how Oracle Marketing uses AI to automatically score leads at the account level, predict when buyers are ready to talk to a salesperson, and then generate qualified sales opportunities in any CRM system.

[Explore Oracle Marketing](#)

#### SOURCES

<sup>1</sup> "AI Predictions 2021," PwC, October 2020.

<sup>2</sup> "Gartner Says 63% of Digital Marketing Leaders Still Struggle with Personalization, Yet Only 17% Use AI and Machine Learning Across the Function," Gartner, April 14, 2021.

<sup>3</sup> "How Artificial Intelligence Is Transforming Digital Marketing," Forbes, August 21, 2019.

<sup>4</sup> "The state of AI in 2020," McKinsey, November 17, 2020.

