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Making Sense of AI in Marketing



Spark Series



A EIGHT-MINUTE READ



How can AI enhance marketing efforts?

Everyone wants to be first to leverage technology solutions that enhance the customer journey. With increasing digital touchpoints across every possible vertical, marketers are looking to AI in droves to deliver ROI on campaigns.

AI marketing can not only improve the customer journey; it can also be used to boost the effectiveness of marketing campaigns. Using big data analytics, machine learning, and other processes to gain audience insights, AI in digital marketing applications is gaining steam.

“In the world of digital marketing, AI can streamline and optimize marketing campaigns. It can also eliminate the risk of human error. While much of the digital marketing world is still dependent on human ingenuity, an AI program might be able to generate a report using nothing but data.”¹

— Forbes

This guide will help you address the widening scope of AI in marketing while explaining the importance of AI.

Why it matters today

As the world moves to the cloud, you need to call on intelligent insights.

AI augmentation will create \$2.9 trillion of business value and 6.2 billion hours of worker productivity globally in 2021.²

— Gartner

In a nutshell, AI marketing reduces costs and boosts marketing team productivity by automating data-driven tasks that personalize the customer journey and increase revenue. Adopting AI technology allows marketers to deploy dynamic campaigns based on real-time data at every stage of the customer lifecycle.

So what does AI marketing do for you? For most organizations, there are some clear wins upon adopting AI in digital marketing efforts.



Automate the customer journey. More than ever, customer journeys are becoming automated. AI is used with automated marketing tasks to uncover the data needed to create exceptional experiences for prospects and customers alike. With AI, automated tasks are completed more

quickly so that marketers can develop campaigns at scale.



Lower costs, reduce errors, and boost productivity. Put simply, AI helps reduce cost and time expenditures for marketing. Repetitive lights-on tasks that used to consume the schedules of one or more people can be streamlined by AI and automation. Team productivity is boosted and errors are reduced.



Drive ROI. With repetitive tasks out of the way, a marketing team supplemented by AI can focus on creating custom, optimized customer experiences. When you understand what motivates your customers to make buying decisions and can check that information against AI learnings, you can create high value, high conversion campaigns.



Deliver personalized experiences. When leveraged correctly, AI technology can use data analysis and consumer profiling to segment audience types, optimize messaging and create personalized experiences. Additionally, personalized social media experiences help brands collect additional data and insights on their customers.



The basics

Marketing with AI is growing, both in popularity and in complexity. As an emerging technology, AI is subject to changing innovations and uses.

For marketers, AI has some important key benefits.

- 1. Improve customer segmentation and personalization:** Identifying customer motivations and behavior to develop a customer map across the buyer's journey is a huge benefit when implementing AI. Data analysis becomes deeper and more robust, and enhanced data analysis can help marketers engage specific consumer segments with tailored messaging.
- 2. Optimize send times and improve open rates:** Improve email open rates by identifying when a customer is most likely to engage with send-time optimization. Use historical 'open data' to determine the best time to send emails to individual contacts, down to the specific day or time of day.
- 3. Create better performing subject lines:** Predict if a email subject line will resonate before you hit 'send'. We know that subject lines are a key factor for driving open rates





and open rate success can be significantly improved with subject line optimization.

4. Minimize customer disengagement: Fatigue analysis helps minimize customer disengagement. Marketers can use the fatigue analysis analytics to take tangible steps towards minimizing opt-outs of individual contacts from over-communication.

5. Get access to account intelligence: Gain a deeper understanding of account engagement at the contact and account level for a more complete picture of the accounts you want to closely monitor using AI.

But it doesn't end there—AI is built to deliver continuous results, changing and adjusting via machine learning so that as goals move, your efforts move with them.

What's next?

Now is the time to configure your marketing with AI.

Starting with AI integration begins with an overview of where the technology would fit best within your current offerings.³

- **Evaluate use cases and pick the strongest.** Start by defining where there are areas to be improved and focus on those.
- **Breakdown and research.** Break the chosen use case into incremental, repeatable steps and conduct basic research.
- **Narrow down solutions, then demo.** What are the solutions available? Demo and evaluate AI solutions to help narrow down your decision.
- **Build your AI strategy.** Strategize a use case that will streamline processes via AI.

A view toward practical solutions

You have a grasp on what AI marketing is all about—how do you take the next step?

“63% of digital marketing leaders still struggle with personalization, yet only 17% use AI and machine learning across the function.”⁴

— Gartner

This means that there is ample room for developing an AI strategy to intelligently automate tasks within your marketing campaigns. From chatbots to curated customer journeys, AI is informing marketing plans from inception to execution. The first step to take is to find the AI solution that works for you, and integrate it over time.





To the experience-maker who's always moving forward

At Oracle, we know great experiences come from great inspiration, and we're providing the spark for your next idea. Packed with powerful info, the Spark Series will get you up to speed on core CX concepts—such as marketing with AI—quickly.

Think of it as a way to hone your understanding before turning your eyes toward a new strategy. Because if anyone's going to create CX gold, it's you.

What will you discover next?

- [eBook: Essential Strategies for Marketing Automation](#)
- [Product Tour: Eloqua Marketing Automation](#)
- [Blog: Change the Game with Oracle Eloqua's AI for Marketers](#)

About Oracle Advertising and CX

Make every customer interaction matter by connecting all your business data across advertising, marketing, sales, commerce, and service. Oracle Advertising and Customer Experience. (CX) is a connected suite of applications that goes beyond traditional [CRM](#) to help you create and nurture lasting customer relationships. Build a complete view of every interaction and every customer, no matter how and when they engage. Empower your entire business to deliver exceptional customer experiences—from acquisition to retention—and everything in between.

Sources

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3. [All You Need to Know About AI Marketing.](#) TwinWord, 2021
4. [“Gartner Says 63% of Digital Marketing Leaders Still Struggle with Personalization, Yet Only 17% Use AI and Machine Learning Across the Function,”](#)Gartner, 2021



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