

6 ways marketers are using AI

At this point we've all heard that AI can help take your marketing to the next level. But here are six concrete ways it's actually helping boost results. And when it's seamlessly built into marketing clouds, it's so simple and intuitive to use that you might not even know it's there.

Experience anomaly detection

Problem: Optimizing digital experiences at scale is hard – people abandon, things break, life gets in the way.

How AI helps: AI-powered anomaly detection can comb through user behavior in search of unusual changes. It sifts through data like cart abandonment, conversion, and value and gives you potential contributing factors so you can quickly surface issues and find new opportunities.

Struggle detection

Problem: You need to go beyond trends to improve conversions, zooming into specific actions on a page to see if the right buttons are visible or if your promo codes are working.

How AI helps: AI can pinpoint moments of struggle in the customer experience and alert you in near real time. By being able to quickly locate and fix struggles, you can avoid losing conversions.

Intelligent content tagging

Problem: Every content marketer knows tagging marketing assets helps you find them faster when you need them. But it's a painful process to tag each asset, taking hours or even days.

How AI helps: AI can rapidly assign relevant tags to assets in your digital library – graphics, video, and images – for quick and accurate use anywhere across all of your channels and departments.

Personalization

Problem: Customers don't just want a personalized experience, they demand it. Personalization improves conversions and increases average order values.

How AI helps: We all need to tailor content and product recommendations for each visitor in real time. With AI, you'll be able to produce that personalization so you can engage your customers with more meaningful interactions and build deeper relationships.

Preferred locations

Problem: Location marketing has been around for some time, but now you need a more precise way to engage customers based on where they are.

How AI helps: With the advent of AI, you can use personalized geo-fences to hyper-target how you engage with your customers based on locations you set or customer-defined locations based on their preferences.

Campaign anomaly detection

Problem: When campaigns go wrong, it hurts your business. Unfortunately, you don't always know what's wrong with your campaign until it's too late.

How AI helps: Use AI to locate dramatic dips and spikes in overall campaign performance and quickly make adjustments. With deeper insights that you can immediately act on, you're able to deliver the right message and offer at the right time in the right channel which helps you grow customer loyalty and revenue.

To learn how AI can boost your own business, schedule a consultation with Acoustic. →