acoustic

Five Ways Marketers Are Using AI

Everyone has heard that artificial intelligence (AI) can help take your marketing to the next level, but here are five concrete ways it actually helps boost results.

BONUS: 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!

1

Digital Experience Anomaly Detection

CHALLENGE

Optimizing digital experiences at scale is hard — people abandon, behaviors differ, and systems break. Sound familiar?

HOW AI HELPS

Anomaly detection combs through user behavior in search of unusual changes. It proactively analyzes data like cart abandonment, conversion, and value to provide you with potential contributing factors so you can quickly surface issues and find new opportunities.

2

Intelligent Content Tagging

CHALLENGE | Every content marketer knows tagging marketing assets helps you find them faster when you need them. But you also know how painful a process it is to tag each asset, taking hours or even days.

HOW AI HELPS | AI rapidly assigns 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.

3

Personalization

CHALLENGE

Customers don't just prefer a personalized experience – they demand it. So we all need to tailor content and product recommendations for each visitor in real-time.

HOW AI HELPS

You'll be able to deliver personalized content and offers that improve conversions and increase average order values – by engaging your customers with more meaningful interactions that build deeper relationships. You'll also be able to personalize promotions more effectively, increasing your revenue and enabling you to meet category-level objectives.

4

Location-Based Marketing

CHALLENGE

Location-Based 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 geofences to hyper-target how you engage with your customers based on locations you set, or customer-defined locations based on their preferences.

5

Campaign Anomaly Detection

CHALLENGE

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

Locate dramatic dips and spikes in overall campaign performance. Identifying, diagnosing, and adjusting in real time minimizes the negative impact of any anomalies on the customer journey. Critical knowledge then informs future campaign structure to drive continuous improvement. Consistently delighting customers drives loyalty and revenue.

Engage today.

To learn how AI can boost *your* business, schedule a free consultation or contact your Acoustic sales or client solutions professional representative.

About Acoustic

Acoustic is an independent marketing cloud and digital experience solutions provider that offers an open, B2C, omnichannel marketing automation platform that enables exceptional customer experiences across digital channels including email, mobile, SMS, social media, and more. The Acoustic Marketing Cloud delivers over 122 billion personalized messages annually for an international client base, including Fortune 500 companies. It offers an integrated suite of CX solutions that include digital marketing, marketing analytics, content management, personalization, mobile marketing, and omnichannel marketing automation. Tealeaf by Acoustic provides customer experience insights that enable teams to quickly identify, recreate, diagnose, prioritize, and fix customer experience friction in real-time. DemandTec by Acoustic is an AI-automated lifecycle pricing solution that helps retailers to deliver optimal everyday pricing, promotions, and markdowns across all retail channels. Learn more at www.acoustic.com.

@GoAcoustic

acoustic | **acoustic.com**