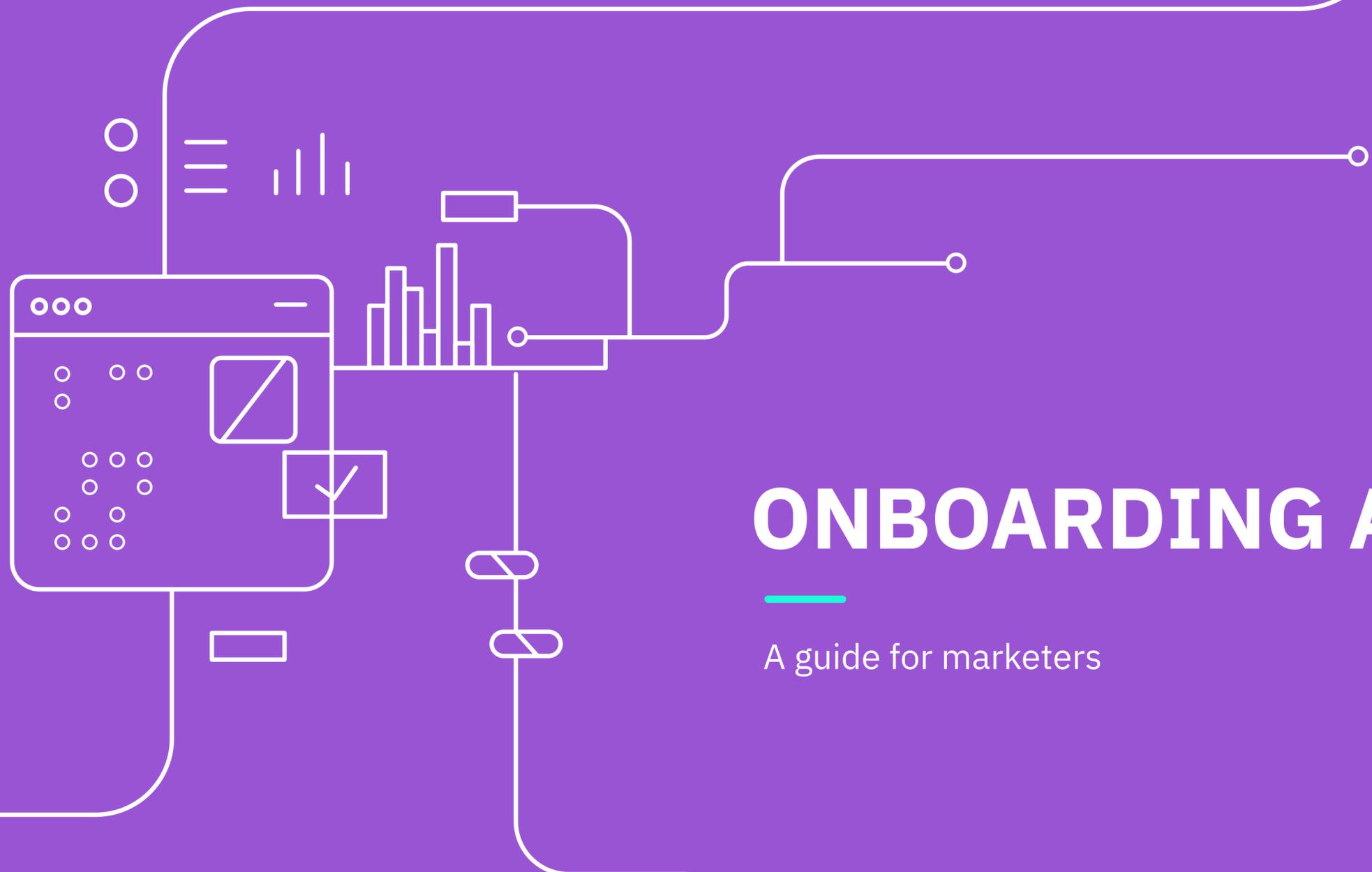


IBM WATSON MARKETING



ONBOARDING AI

A guide for marketers

TABLE OF CONTENTS

02

Overcoming anxieties

10

Meet IBM Watson

15

Finding the best fit

19

Watson Marketing at HSN

25

Watson Marketing at Caffè Nero

30

Then & Now

HELP IS ON THE WAY

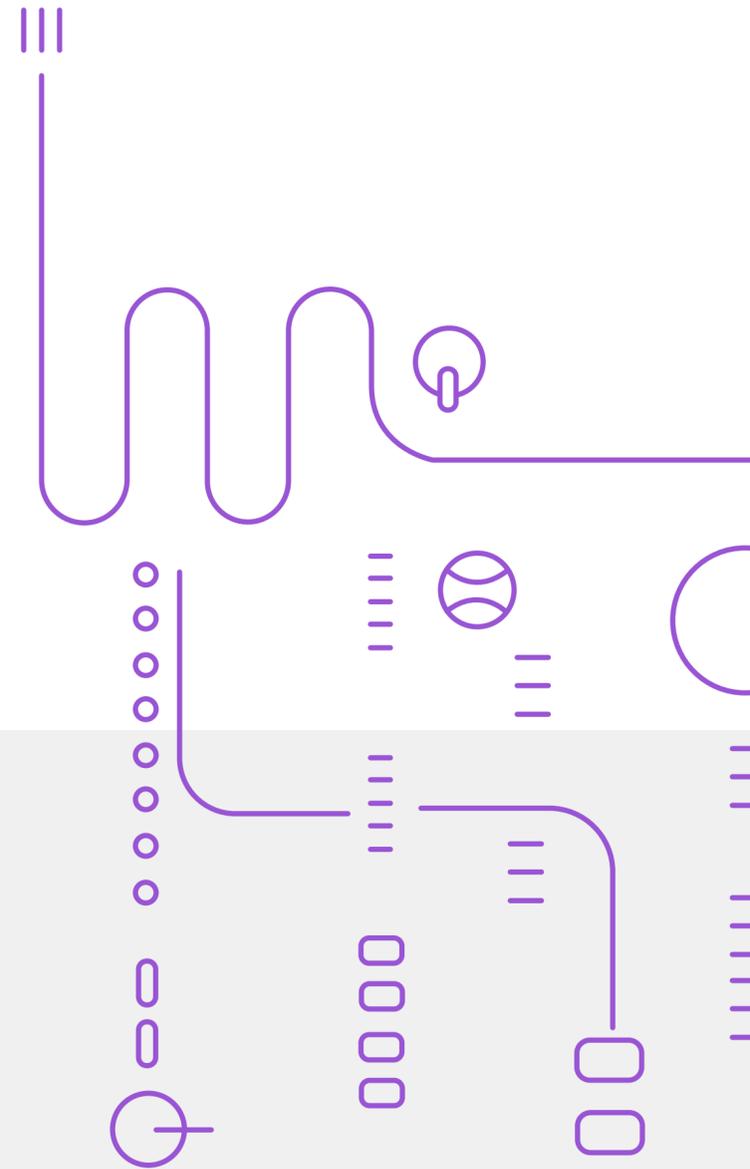


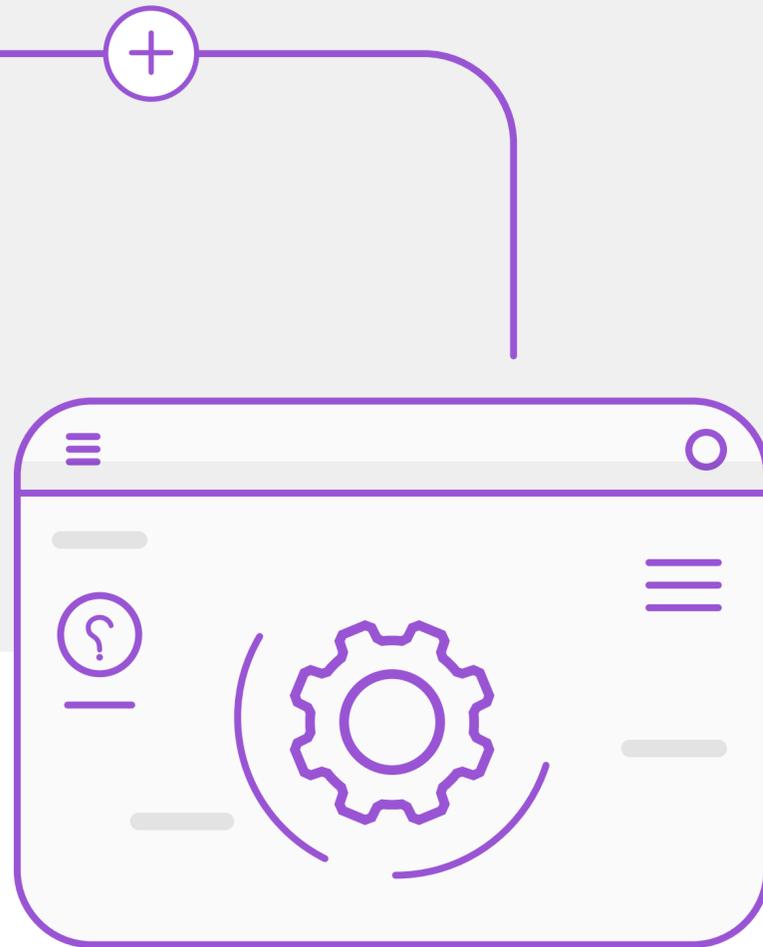
Whether it's bringing new processes in-house, tracking consumers across an increasingly fragmented digital ecosystem, or one of the many other industry demands, marketing teams everywhere are being stretched to their limits.

But there's a solution waiting in the wings to fill the gaps: artificial intelligence. AI already has a reputation for being able to automate rote,

redundant tasks. When properly onboarded, it can do so much more than that, augmenting and scaling the efforts of every marketer, enabling them to reach their creative and strategic potential.

This guide will introduce you to your team's newest source of support. But first, let's start by clearing the air about some of the anxieties that might arise at those two powerful letters: AI.





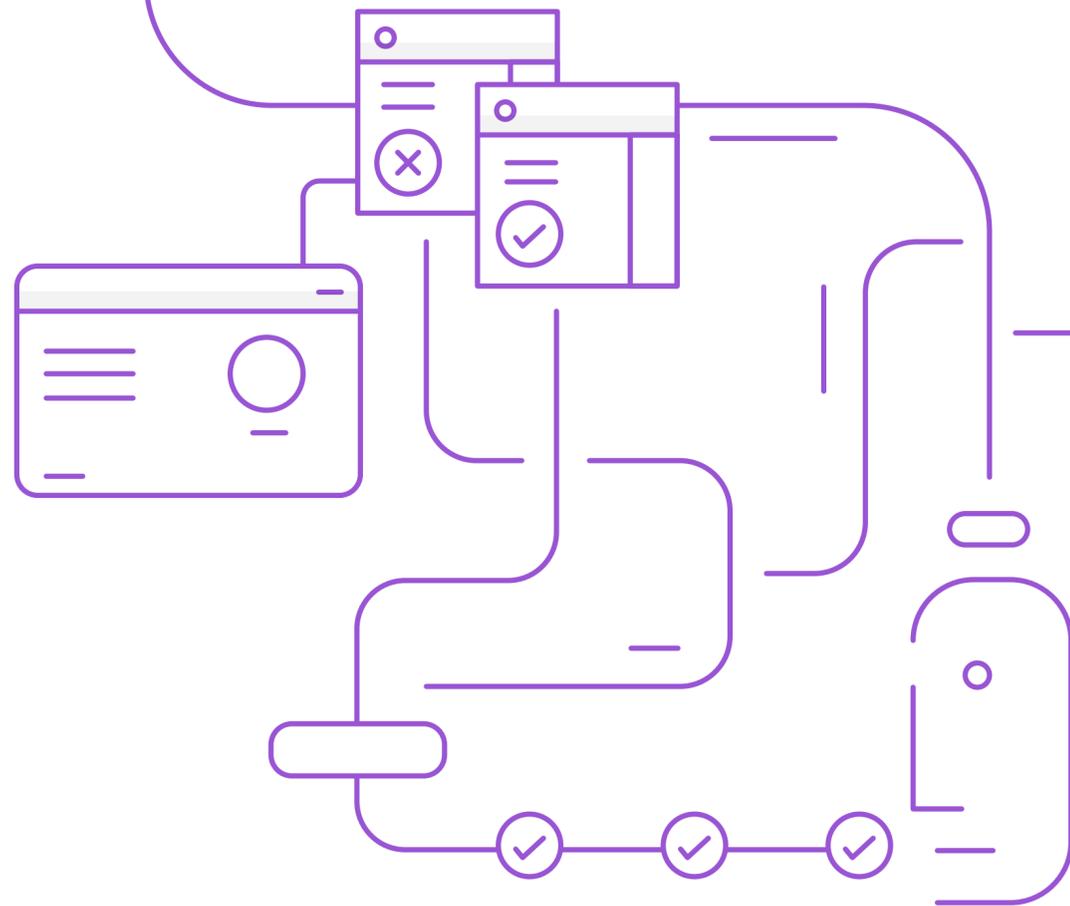
OVERCOMING ANXIETIES



Artificial intelligence is revolutionizing businesses across industries. More than half of the executives surveyed in [a 2017 PwC report](#) said that AI solutions were already increasing their companies' productivity. As usual, marketers are at the forefront, embracing AI at a particularly rapid pace. But while any new resource can create excitement in some, it can make others feel uncertain—sometimes even worried

about their futures. Many marketers fear that onboarding AI will fundamentally change the way they do business, and not completely for the better. Below, we'll take some anonymous questions from several marketers, touching on the most common anxieties and misperceptions surrounding AI-driven marketing. Then we'll take a more logical look at how an AI-powered industry is an opportunity for everyone.

How can AI help me as a marketer?

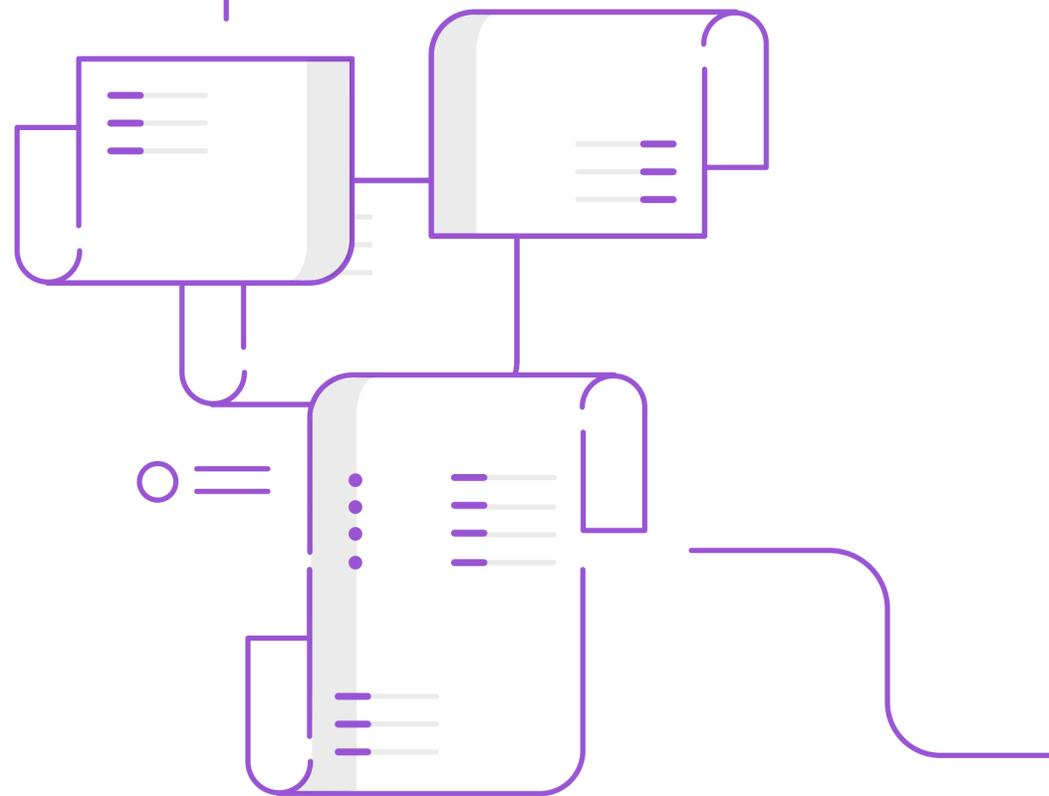


Marketing has become more and more unwieldy as customers have spread across a growing array of devices and channels.

It can be tough—and monumentally time-consuming—to try and make sense of all the data with which we're now inundated.

AI tools are designed to cut through the muck, swiftly organizing information and surfacing insights into customer behavior.

If AI is so great at automation, won't it just start doing the work of human marketers, making their jobs obsolete?



The real problem is that so many humans are expected to function like computers. Today's marketers are asked to comb through oceans of data, assembling it into something structured and coherent.

AI's job is to take on that extra workload and free up marketers' time to do higher-level thinking—what they do best.

AI isn't going to make marketers' jobs obsolete; it will make certain aspects of their jobs manageable for the first time.

If AI isn't doing the creative or strategic heavy lifting, is its value limited to taking busywork off my plate?

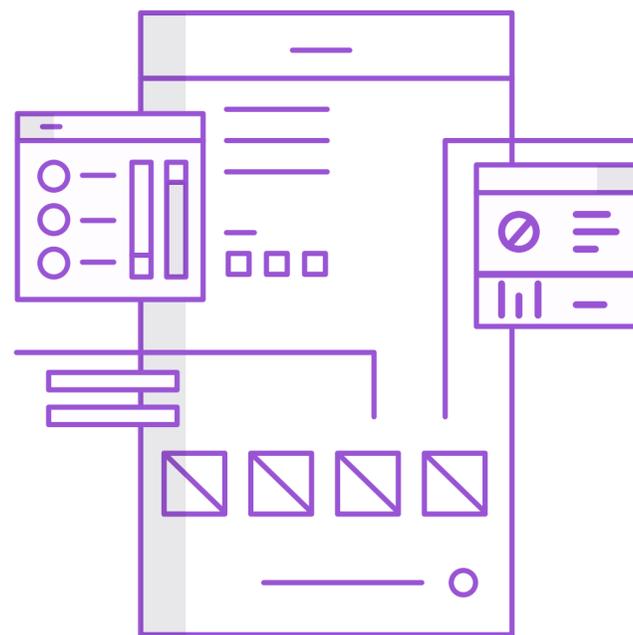


It's true that AI can eliminate mountains of rote, mindless tasks. For example, the Associated Press used AI automation tools to speed up the arduous task of filling out earnings reports.

That allowed its staffers to invest that time in telling stories instead. That value is anything but "limited." But AI can do much more, augmenting our work by making new connections that give us an edge.

For instance, AI tools can comb through social media conversations at breakneck speeds, then take that analysis to the next level by closely analyzing tone and sentiment. AI can provide invaluable insights that inform our decisions; all we'll have to do is apply those insights to our creative and strategic decisions. And AI lets us do that in real time.

Will companies have to hire a slew of AI experts? Will we have to rely on them to do our jobs?

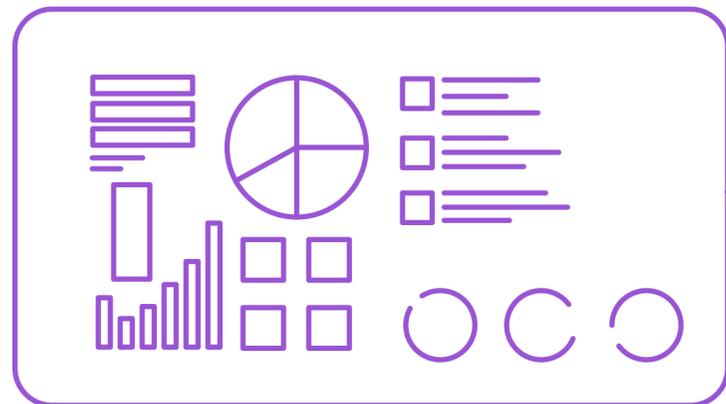
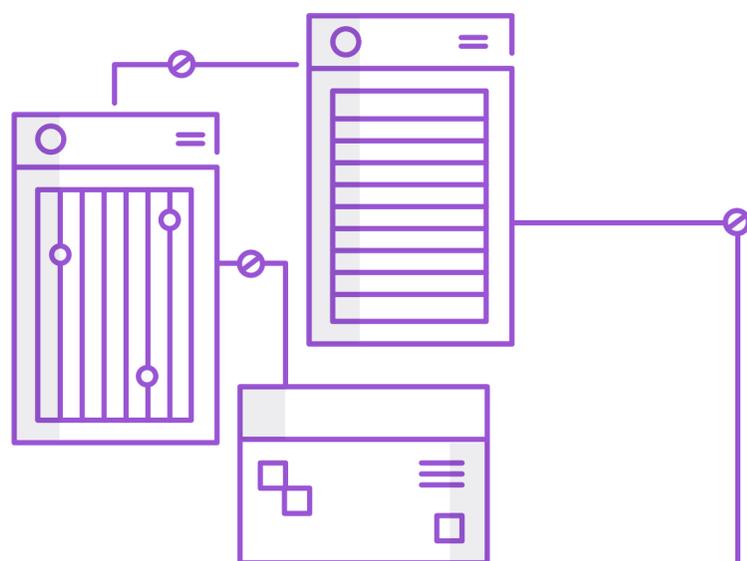


Hiring engineers and data scientists is never a bad idea, if you can afford it. But with well-designed AI software, it isn't necessary. The most advanced AI-powered marketing tools now come pre-trained with tons of industry knowledge, and they're designed to present their insights in marketer-friendly formats, like dashboards.

That's the whole point: The computer handles the number crunching behind the scenes, then presents its data-based recommendations in a relevant way through the systems and tools you're already using.

Gone is the day of relying on IT, or on constant manual data reports, to get our jobs done. Finally, everything gets faster.

There are so many different AI platforms and systems.
How can we make sense of all them?



The right AI tools will merge dozens of different data sources onto a single interface on one platform.

That alone will help cut through the confusion. Still, you'll need a solid idea of where you want to elevate your workflow and illuminate new insight within your business. Select AI tools that can be customized to address as many unique needs and costly inefficiencies as possible.

Of course, companies can, and should, speed up the learning process for staffers. Calling on tech partners to share guides and tutorials on their tools is a great start, and it's very easy to learn from there.

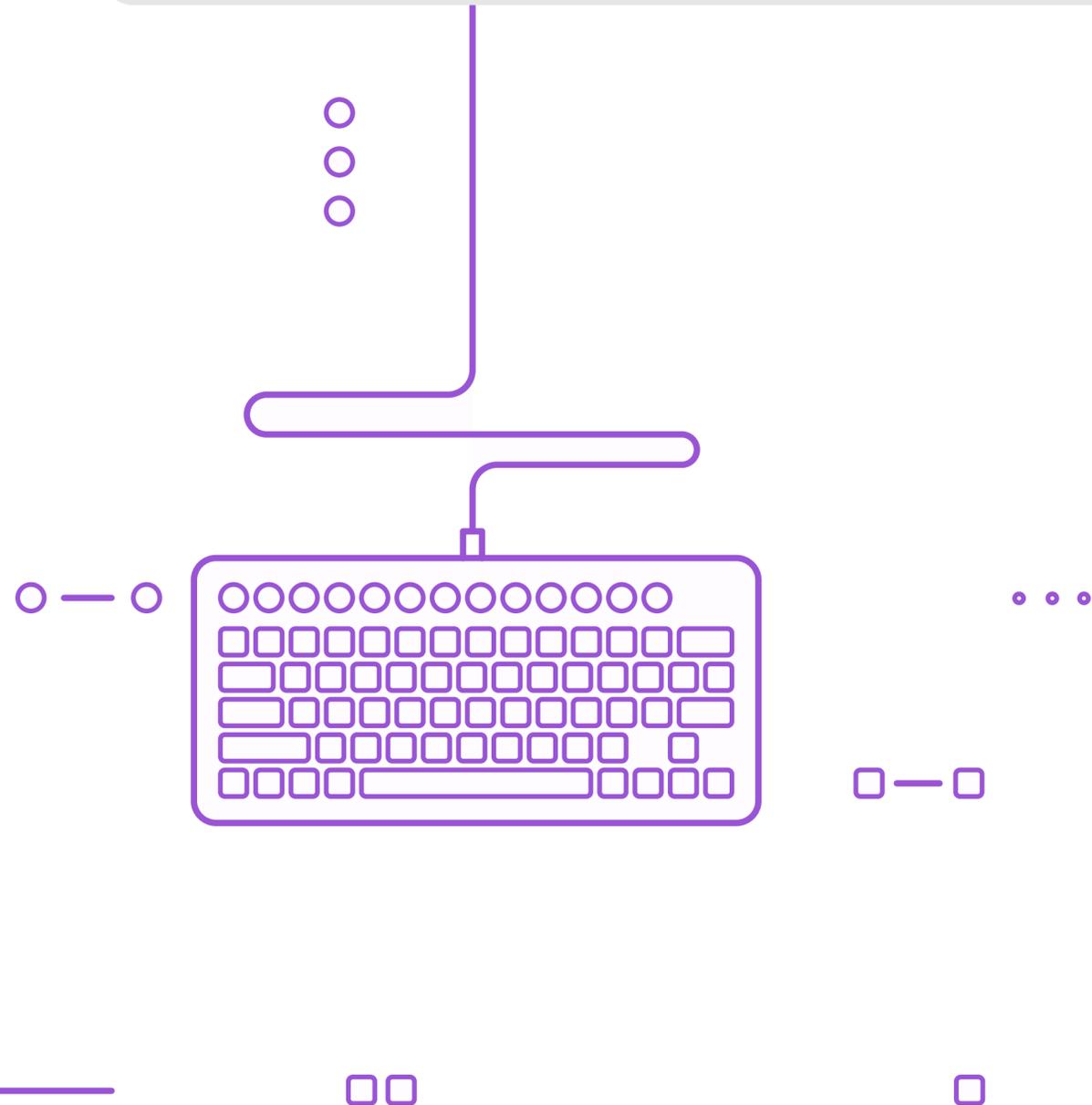
No matter how much training we get, we won't think like computers. Will we have to just take orders from AI without understanding how it's reaching any of its conclusions?

There's a term for this: the black box. It's the idea that humans won't understand all of the nuanced calculations and connections that go into a decision. And the more opaque the box, the less connected you might feel. After all, marketers are used to making deeply informed decisions based on intimate knowledge of the consumer.

But tech partners can do a lot to make sure their software's reasoning is transparent. IBM Watson Marketing, for instance, shows its work when it does things like suggesting "personalization rules" that determine what message or offer each consumer receives. That helps marketers understand exactly how the software reaches its conclusions—and exactly how confident it is that its recommendations will work.

Then there's Watson's Customer Experience Analytics tool, which allows marketers to "replay" digital sessions, observing the customer journey from an individual consumer's perspective across any and all digital platforms, spotting any missed opportunities or customer issues along the way. With the right AI platform, your job will become less opaque, not more.

Computers can't think like people. Won't AI make mistakes that human marketers would catch?



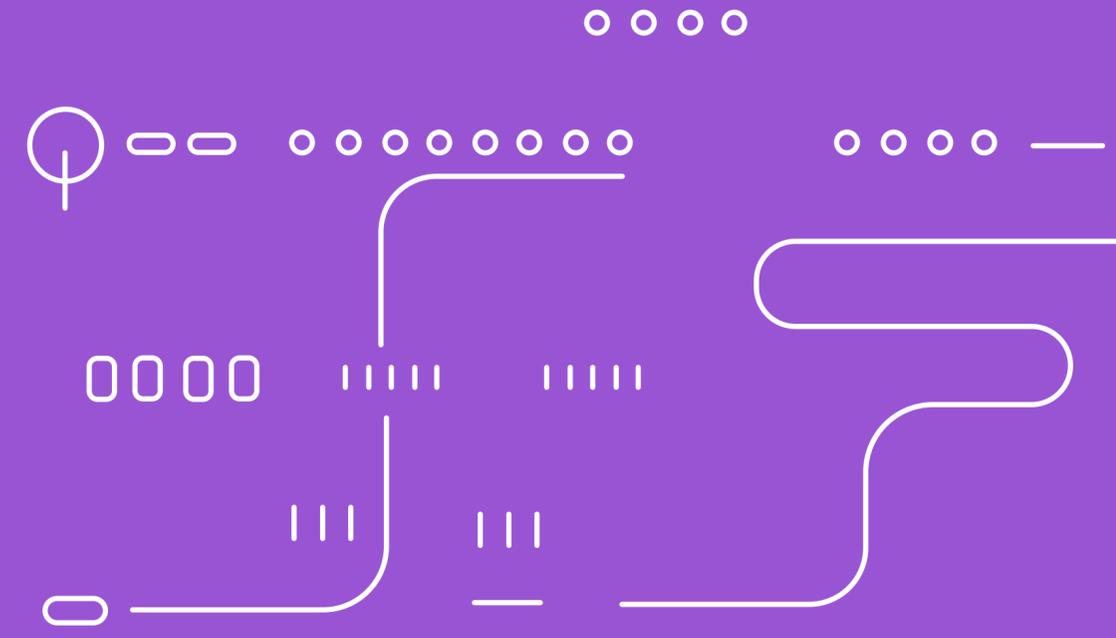
It's crucial that human marketers get the final say. Small mistakes are part of the machine learning process; that's why marketers need to be sure that their AI tools are offering recommendations, not taking unilateral action.

Fortunately, no AI system worth its salt is going to decide which creative copy to use, or which social platform to advertise on. What it can do is provide us with context and analysis that used to take us weeks to arrive at. It's a partnership: On one side, AI extracts and analyzes immense amounts of information; on the other, we use that insight to make smarter, faster decisions.

The real mistake can come on the human end—by not onboarding AI in the first place. With more data streams available than ever before, each one affecting the success of campaigns across every conceivable digital channel, marketers need the help of these augmentative systems to predict and outthink the challenges of both today and tomorrow.

Before we go any further

let's take a look at what one particular AI solution **can bring to the team.**



Meet IBM Watson Marketing

New York, New York | 877.426.6006

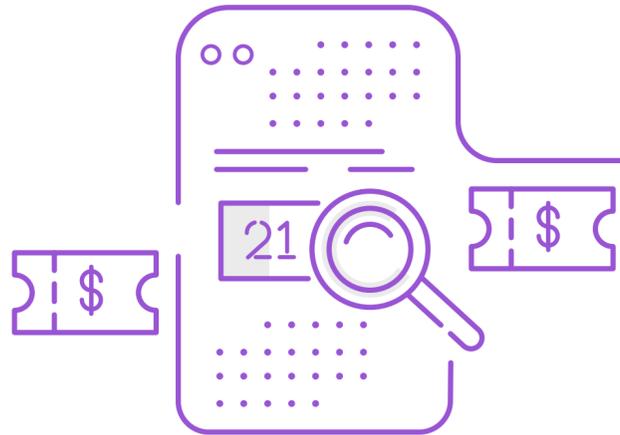
Ready to leverage deep AI expertise to create better experiences through data and insights, ideally at the right hand of any marketer

INDUSTRY EXPERIENCE



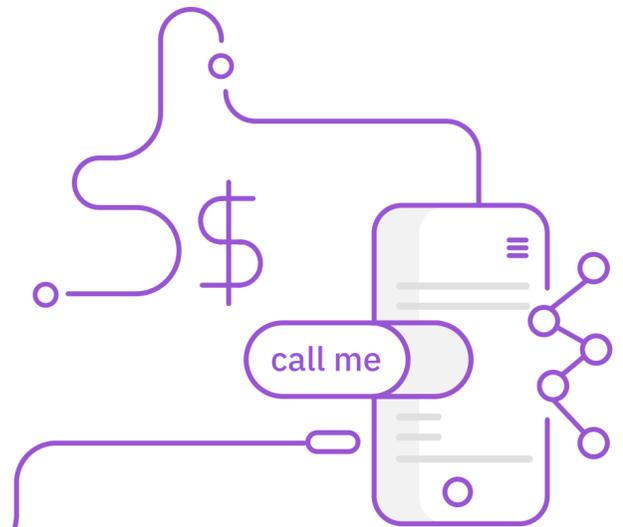
IBM

- Worked closely with the marketing team and helped streamline their workflow by automating routine tasks.
- Executive assistance: Served as expert researcher, transcriber and think tank for the vp of marketing, answering written and spoken questions instantly.
- Learned the ins and outs of campaign management, focusing on the customer journey.



TICKETMASTER

- Seamlessly segment and target fans to up-sell, cross-sell and retain season ticketholders.
- Maximize ticket sales by determining the best day and time to reach customers.
- Get campaigns off the ground fast by creating frictionless cross-device and mobile-optimized email templates.



GEORGIA AQUARIUM

- Divided consumers into several groups based on behavior and other attributes.
- Used personas based on those groups to craft three data-driven email campaigns responding to unique customer journeys.
- Web traffic from newsletters doubled, resulting in a 32% lift in revenue.



ING DIRECT AUSTRALIA

- Identified the need for a 'call me' button on the company's mobile app, increasing the customer acquisition rate by up to 120% for its banking services.
- Helped the company go from building full marketing campaigns in six days to just three.

EDUCATION

Helped train students at the following institutions:



University of Southern California



Carnegie Mellon University



Massachusetts Institute of Technology



University at Albany



Rensselaer Polytechnic Institute



University of Massachusetts Amherst



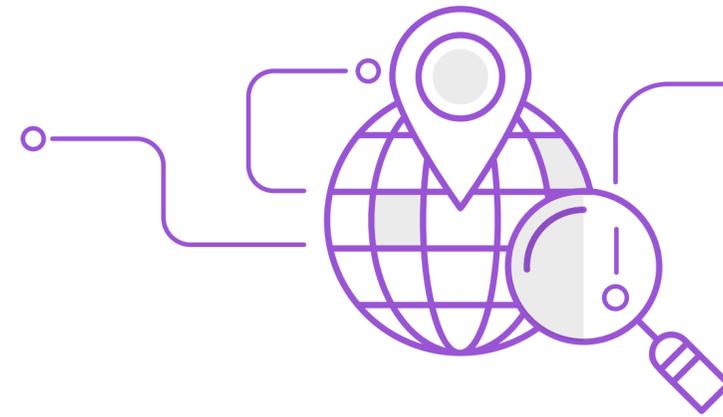
University of Texas at Austin



University of Trento (Italy)



ADDITIONAL SKILLS



- Reduces “customer struggle”:
Can create smoother experiences where your customers are hitting points of friction.



- Trained in over 20 industries, including retail, banking, insurance and travel.
- Employed in more than 45 countries.

العربية

deutsch

한국어

english

italiano

português

français

日本語

español

- Consistent intuition in areas like image analysis, sentiment analysis, and uncanny weather awareness.



- Fluent in nine languages: Arabic, English, French, German, Italian, Japanese, Korean, Portuguese and Spanish

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\$200 \$200 \$200

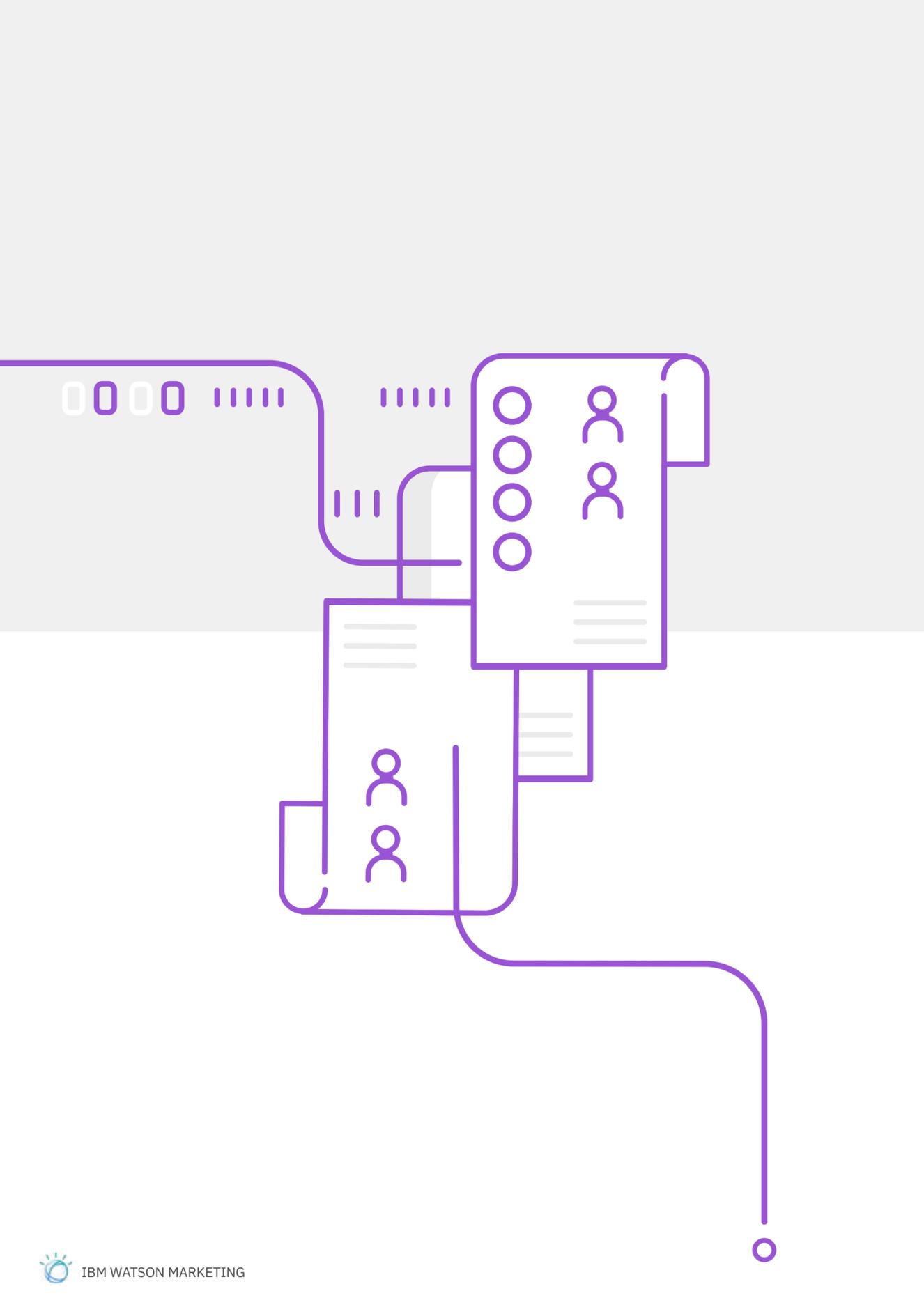
\$300 \$300 \$300

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**NOT TO
MENTION...
A JEOPARDY
CHAMPION!**

— Hundreds of references—and
— millions of satisfied consumers—
— available upon request.



FINDING THE BEST FIT:

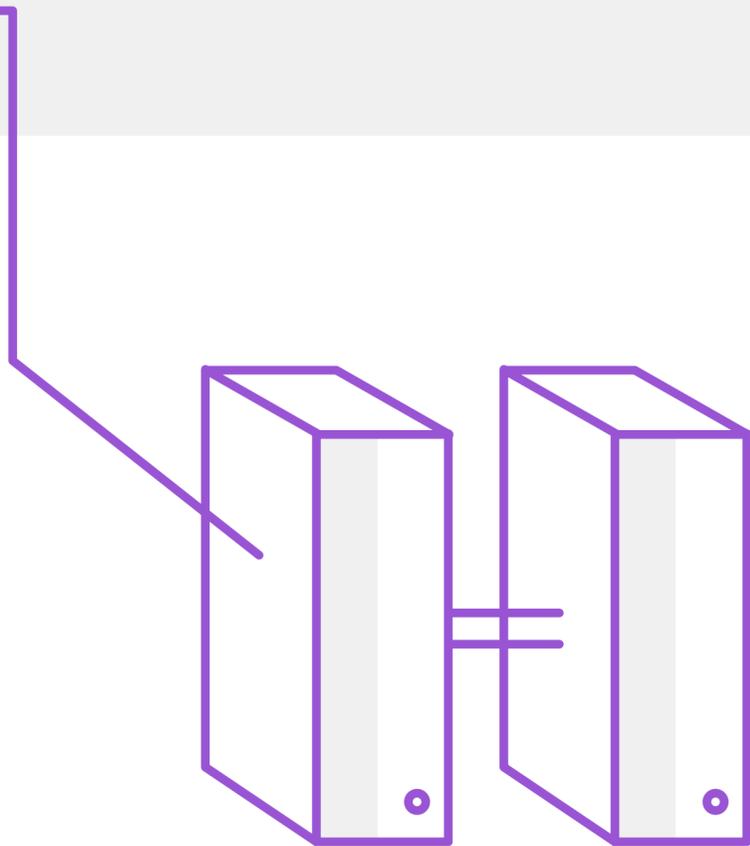
Recruiters on AI's potential



It's easy to focus on the abstract, long-term potential of artificial intelligence. But its true promise is much more near-term, in the immediate impact and relief it can bring to a marketing team. This is made much clearer when looking at AI through a recruiter's lens. AI has joined the workforce at a quickening rate over the past few years, with high-profile uses in retail, banking, medicine and now marketing. But while aspects of AI have

become core to some professions, it's still tough for some industries to accept that AI can actually stand on its own in a supporting role that augments the rest of the team. We talked to two recruiters about the bona fides of IBM Watson Marketing to discover the best roles and responsibilities for this new cognitive resource as it joins marketing departments worldwide.

THE IDEAL MARKETING PARTNER



With a resume that includes everything from email campaign management to comprehensive unstructured data analysis, Watson Marketing stands out from both the familiar human resources and other AI solutions. But just like any other hire, these virtual workers need to be placed in the right role to truly shine.

“In a business focused on people and driving growth, AI is best used as a support function for those in leadership roles,” says David Salinger, president of Engro Partners a marketing and tech recruitment firm. “The whole concept of AI in general, especially Watson, should be around enabling teams and individuals in organizations to be more effective.”

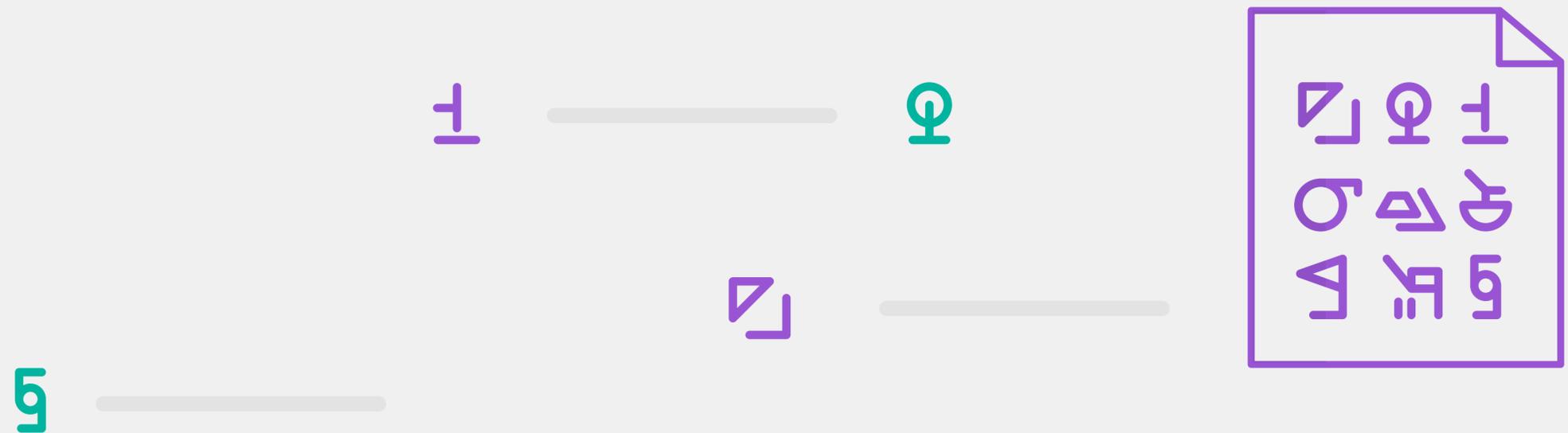
And its past experience shows that it can support in a ton of ways, from crafting data-driven email campaigns for the Georgia Aquarium to insightful UX enhancements to help ING DIRECT Australia personalize consumer experiences and improve its customer acquisition rate. With expertise that

extends to processing data, analyzing images and automating routine tasks, it’s perfect for a role as a marketing exec’s right hand.

“I would put Watson in a definite number two role, where it could lead the supporting team,” said Allen Cutter, CEO of tech and marketing recruitment firm AC Lion. It can also shave hours off the workdays of higher level employees, taking routine tasks off of their plates and leaving those creatives to do what they do best — idea generation.

“AI is going to allow you to do what you specialize in and allow you to use your brain to think more, to be more strategic and creative,” said Cutter. “Allow the AI to do the job that you never really wanted to do and, frankly, aren’t as good at.” This includes areas like data analysis and routine task management—areas in which Watson Marketing excels, but most humans don’t have the time or interest to do with machine precision.

THE ADVANTAGE OF A T-SHAPED SKILL SET



With unique attributes that can translate across a number of disciplines, recruiters would refer to Watson Marketing’s skillset as “T-shaped”: deep focus in one specialized area (in this case, marketing analysis and prediction) but supporting skills across multiple facets.

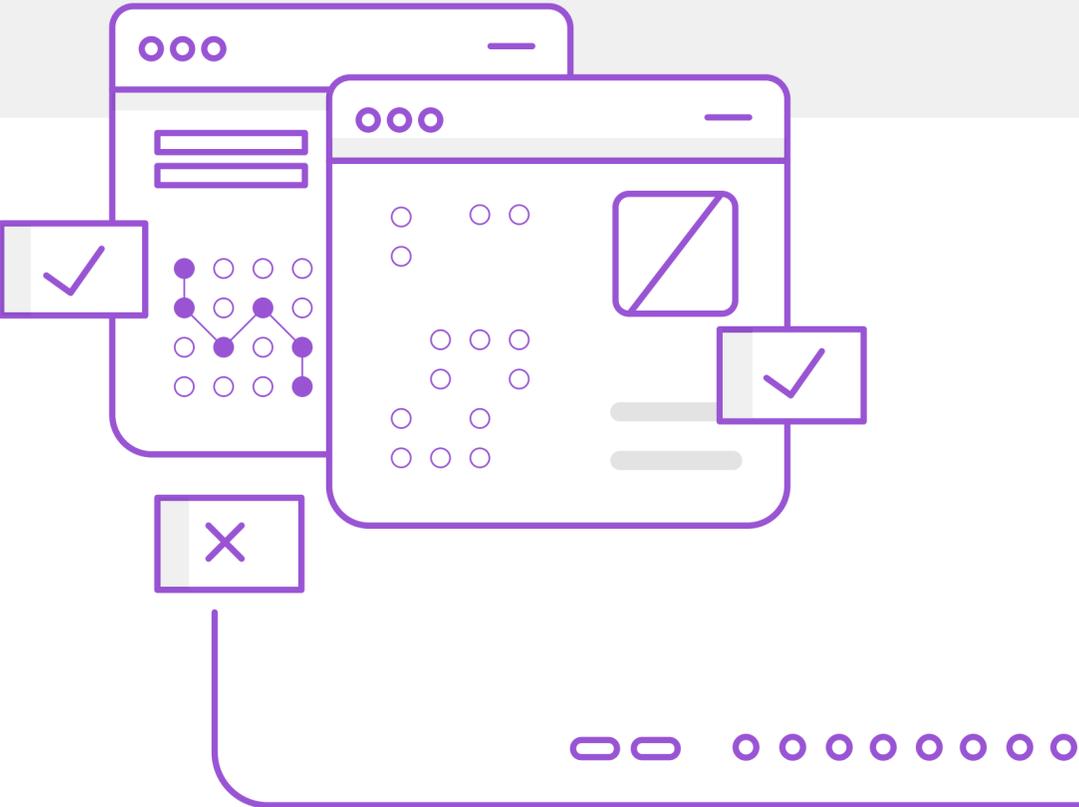
While Watson Marketing’s core competency rests in its analytic and predictive ability, its secondary skills include things like image recognition and sentiment analysis. These contribute to the platform’s versatility

and can be key to solving unconventional (but all too common) marketing problems, like analyzing images, audio recordings and chatter from social platforms. Watson also has an impressive fluency in nine languages, has been trained in 20 industries and is currently deployed in 45 countries — traits which help marketers globalize their messages.

“Targeting marketing messages for different groups within the United States in itself is a major field, and it

can be very, very difficult to find multilingual marketing people,” said Cutter. “It’s also quite expensive.” This global fluency also helps marketers localize their operations, ensuring that each team, regardless of geography, can use the same unified solution. Salinger notes an accelerating trend in businesses opening local offices to stay in touch with regional communities: “There has been a growing need for people that speak certain languages or have worked for certain markets.” Watson Marketing passes the test.

INTRODUCING AI TO THE TEAM

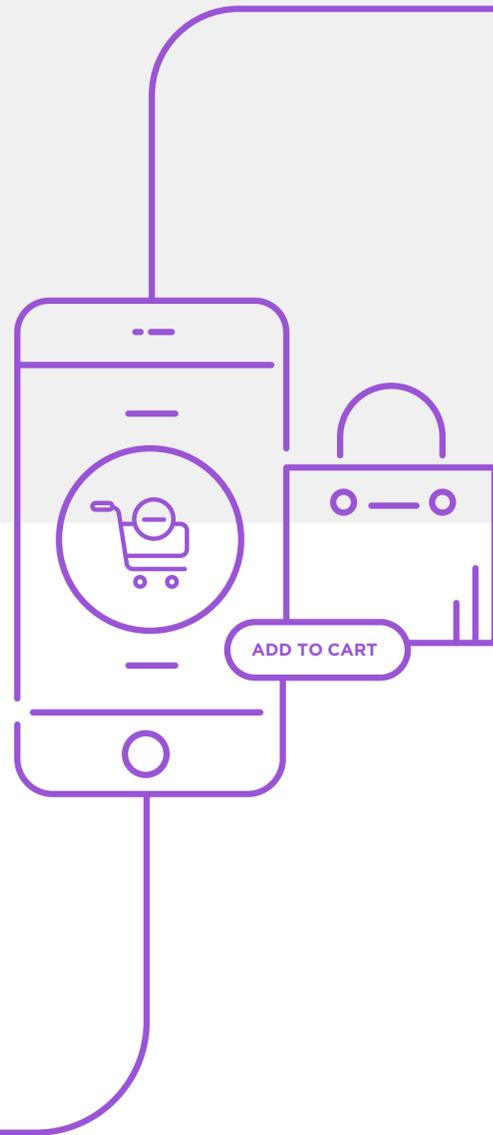


When a team is ready to add AI to their roster, the onboarding process should focus on the potential and availability of these new tools to all members. The best approach is inclusive and forward-looking, showing the relative gains and advantages of AI-powered marketing.

“Get demos,” advised Salinger. “You have to show them [how much more efficient these tools are] in relation to what it would be with an intern or with a junior person.” Relating Watson back to a common context can provide a more

seamless transition—as can pointing out the inherent benefits of bringing on AI support.

“The way to have the buy-in of the managers is to really make sure they understand that this is going to be a support role,” says Cutter. “Emphasize that they’re going to learn from the AI, it’s going to make everything more data-driven, [allow them to] make more rational, truthful decisions. They’re going to embrace that change.”



ON ASSIGNMENT

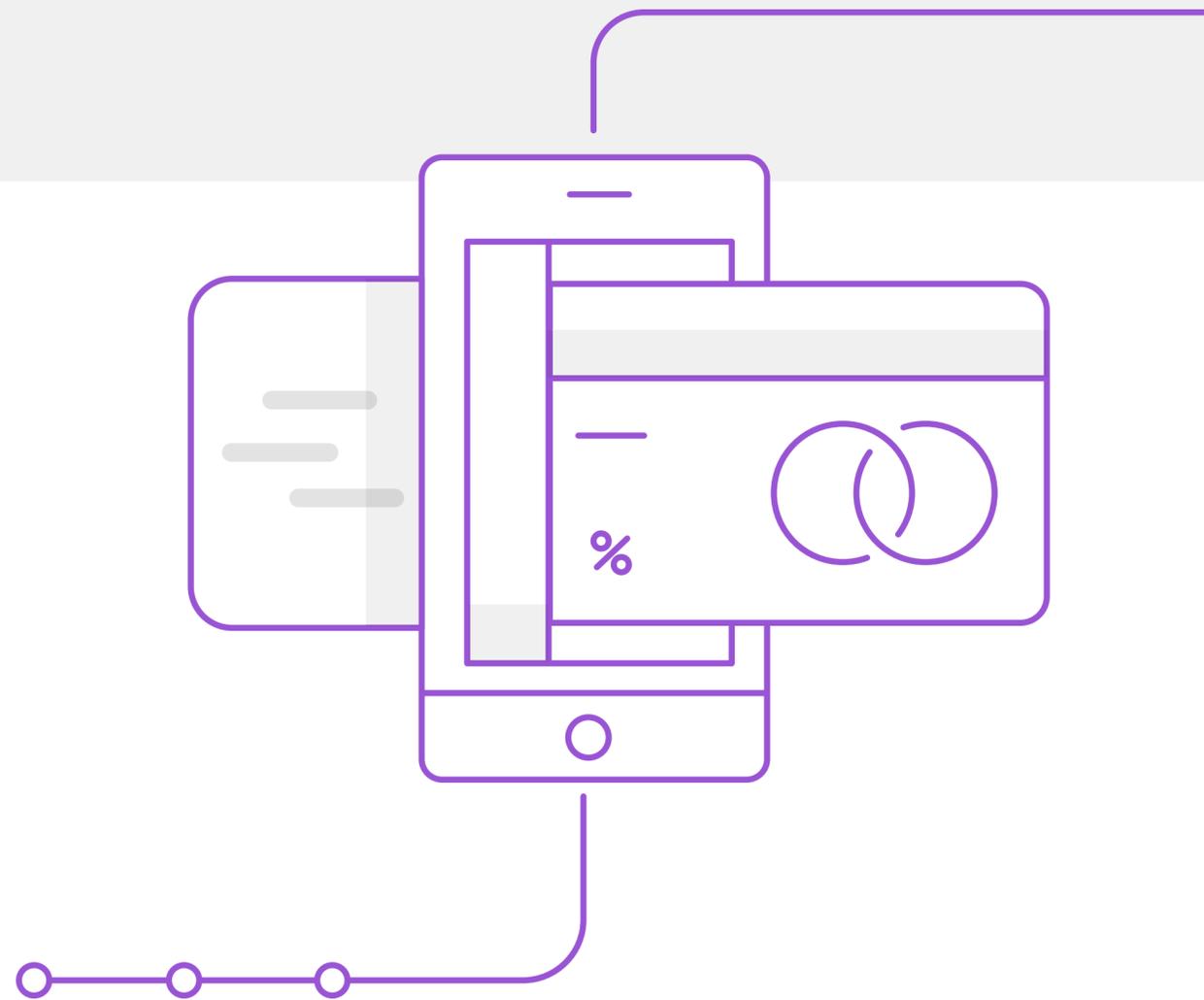
Watson Marketing fills the cart at HSN



Its reach had expanded across innumerable digital platforms—but while this generated reams of data about its customers, HSN’s marketers struggled to keep track of individual retail journeys. To up its odds of driving conversions, the company needed to better understand its individual customers, from their unique tastes to their browsing habits. To make that possible, HSN knew it had to automate and

accelerate data collection across its channels. It also had to deliver that data to marketers in an organized, easily understandable format that enabled them to take action quickly. So HSN turned to IBM Watson Marketing. Here’s how it flipped the challenge of a fragmented media landscape into an opportunity for a rich, personalized, cross-platform conversation with consumers.

WRANGLING A FRAGMENTED CONVERSATION



You probably know it for its flagship TV network, but HSN is also active across every major social media platform and boasts a robust email marketing operation.

“As today’s customers choose to engage with us on more channels than ever, it’s vital for us to make that storytelling experience seamless and consistent across all our touchpoints,” said HSN’s SVP of strategy insights and analytics. HSN wanted to take a sequential, conversational approach to the personalized messages it sent consumers, but reconciling the signs and signals from customers bouncing from channel to channel before making a purchase

was a time-consuming chore. To make matters more tedious, HSN had to develop its audience segments by manually slicing and dicing gigabytes of data in Excel.

“Imagine there are 20 different data sources that you’re using to find where your customers are interacting with your brand, and what their sentiment is within your social channels,” said Michael Bordash, engineer for Watson Customer Engagement.

To make things more efficient, the company’s marketers needed help.

GAINING AN AI ADVANTAGE

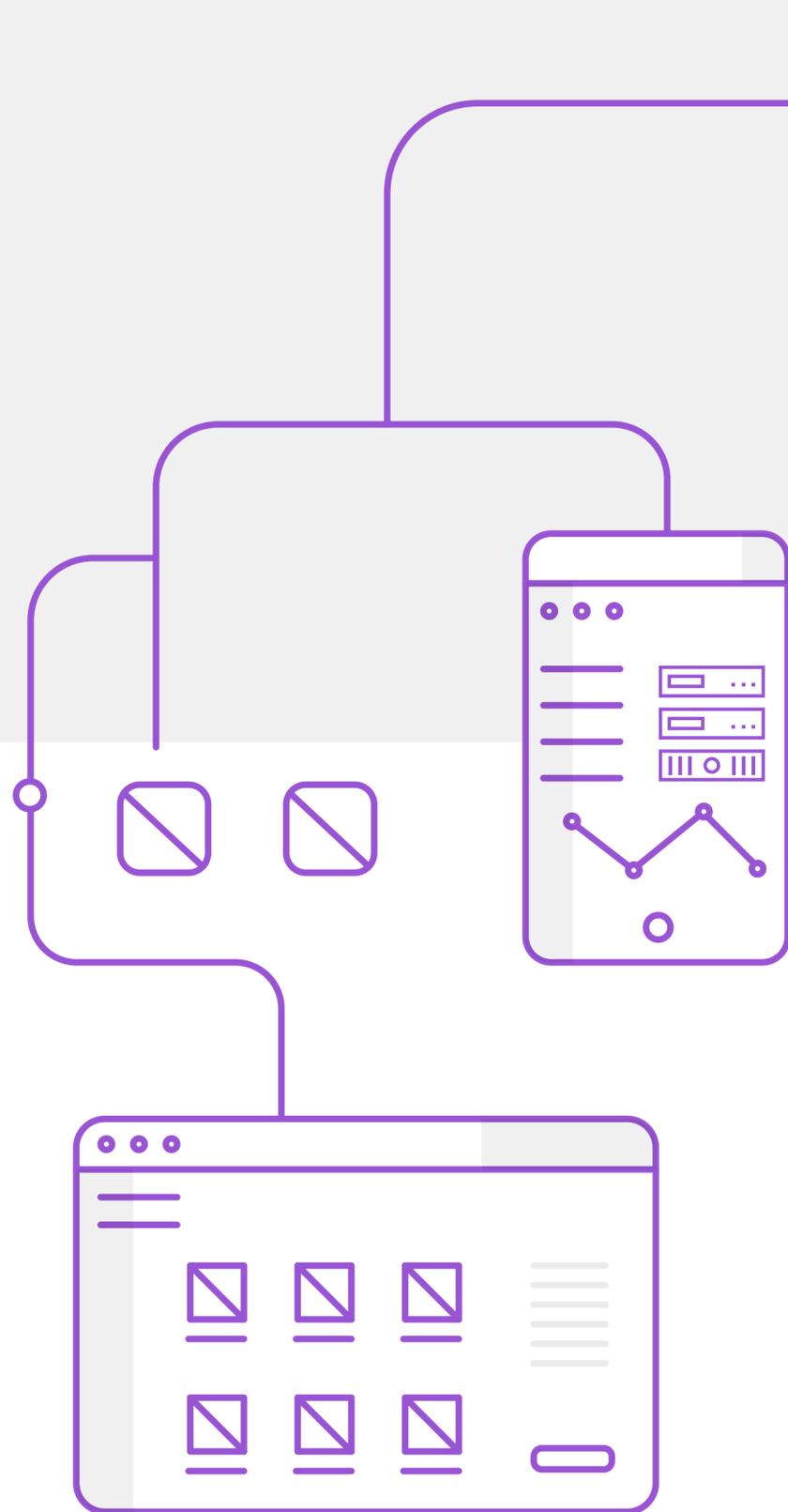
The goal was clear: engage directly with individual consumers to drive more purchases. The challenge centered on a few questions: Which products are most likely to appeal to which specific customers? Which are the best channels on which to surface those products? And finally, what kind of messaging is most likely to lead to a purchase?

To answer them, HSN implemented Watson Marketing's AI-powered marketing platform across all its channels. These systems have a few

key advantages over the marketing platforms most professionals are used to, namely the ability to make sense of a company's data to truly understand the business and reason their way to effective recommendations, all guided by an underlying machine learning process.

"The aim was to take down the walls between our channels, and we looked for a way to turn our boundaryless retail vision into a reality," said an HSN representative.





This AI system got to work unifying and augmenting the efforts of dozens of different platforms, collecting mountains of information from across HSN’s disparate channels—data such as page views, browser and search histories, customer profiles and device type. Using Watson Customer Experience Analytics, they organized the findings in a meaningful, digestible and searchable format, allowing marketers to visualize exactly which digital platform their customers were active on at any point during their journey to purchase.

The tool also allowed HSN to “replay” customers’ digital sessions, assuming their perspective and spotting any lost opportunities. With this

insight in-hand, Watson Marketing could then help HSN initiate and continue personalized, sequential campaigns in real time based on customers’ prior digital interactions with a brand or specific product.

Best of all, HSN could use Watson Marketing to instantly create targetable segments, like high-income East Coast women between 28 and 34, a key consumer profile for fashion brands. This allowed marketers to easily query the platform for desired demographics. The result: a picture built upon all relevant information that HSN had ever accumulated on the target in question across every channel and touch point.

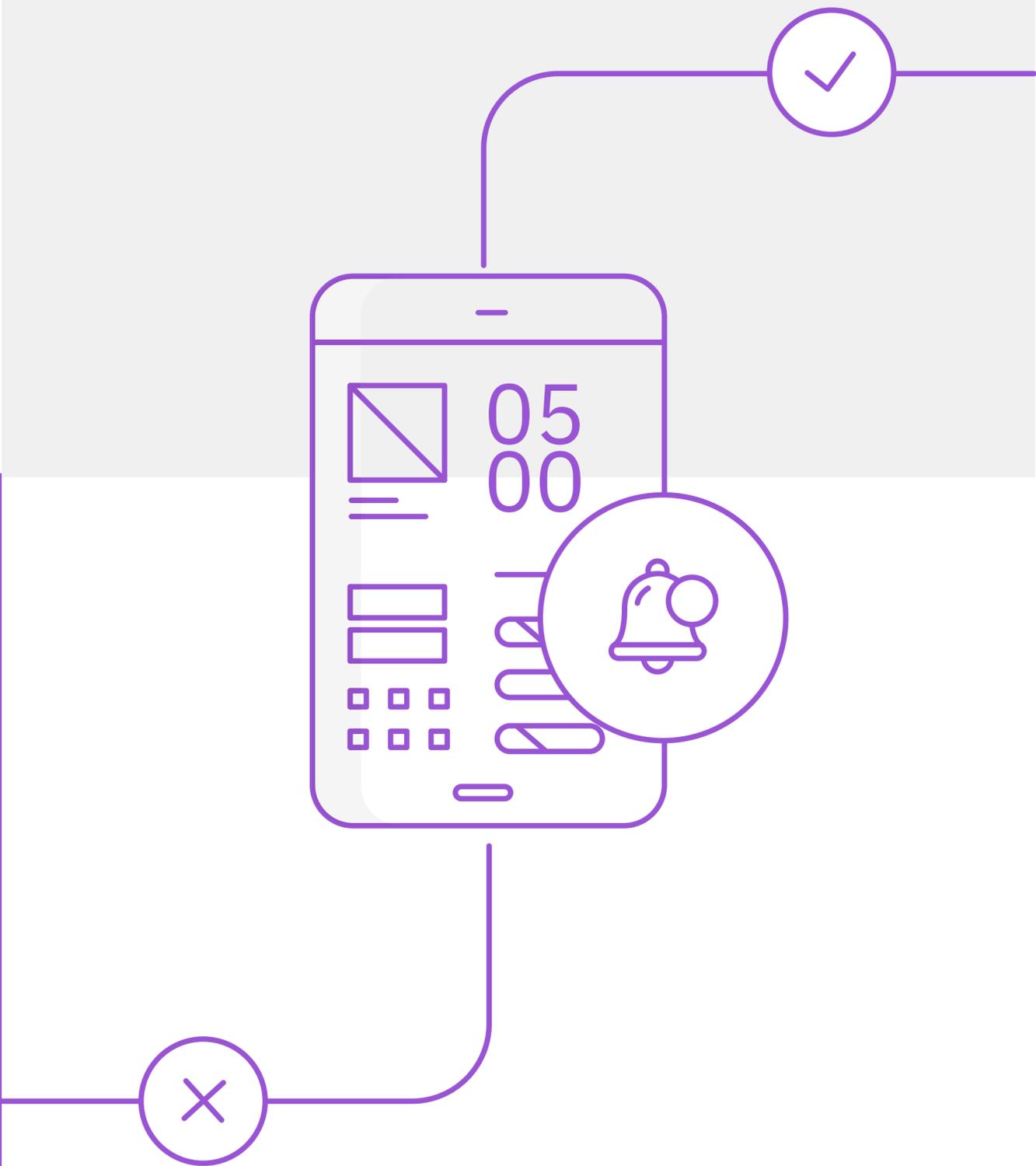
HSN'S SECRET WEAPON: CONTEXT

The company had gained a granular understanding of customer behavior and attitudes down to their product and content preferences and even which channels they preferred. “We have a picture of the whole customer,” said a representative of HSN. Now, finally, it could initiate and maintain more personalized conversations with consumers throughout their journey.

Countless human behaviors, processed in milliseconds, are now fed to HSN's marketers

in real time, providing a valuable, previously unattainable layer of context based on things as specific as whether certain consumers are more likely to click on a push notification while commuting from Connecticut to New York, or if they don't read any email promotions after 5pm.

These insights allow HSN to push past hypotheticals and speak to individual customers at the right moments, on the right platforms, and with the right messages—with certainty.



COMPLETING THE JOURNEY: THE HUMAN FACTOR

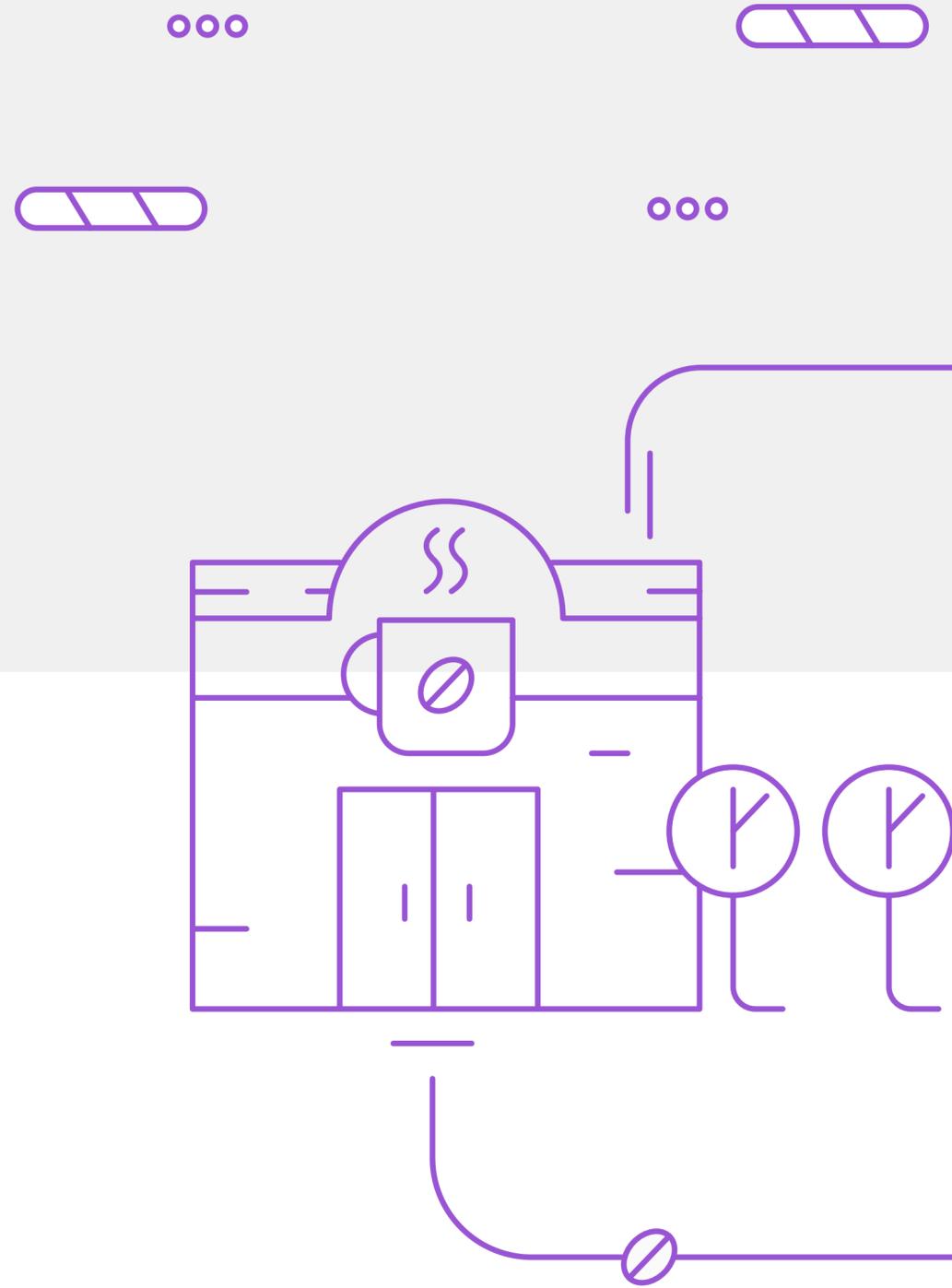


When you're bogged down in data from a multitude of different platforms, "you're spending less time on what humans are really good at: ideation, making content, and creating better interaction channels between humans," said IBM's Bordash.

In taking on the analytical and automatic processes best handled by machines, Watson Marketing freed HSN to visualize and act on the results. From there, the humans took the wheel, dreaming up inspired campaigns with

unprecedented focus on the behaviors and preferences of specific consumers, tailored to where they were in their specific journeys.

"By making the customer's journey as smooth and straightforward as possible, we dramatically increase the likelihood of conversion," said HSN's director of omnichannel marketing strategy. And for a multi-platform retail company, nothing could be more welcome.



ON ASSIGNMENT

Watson Marketing tops up at Caffè Nero



There was a time when coffee was coffee: piping hot brown liquid doled out with efficiency to workers seeking a quick jolt of energy. That's still true for some, but today, coffee is far more than just coffee. It's a craft, a destination sought out by increasingly discerning, fiercely loyal consumers.

Caffè Nero has known this for a while. Since its founding in 1997, the European coffee house brand has built a network of 700 stores in the UK and abroad on the promise of hand-crafted artisan coffee in a friendly, familiar atmosphere. Caffè Nero customers don't just want a quick pick-me-up; they come for the experience.

That's a key differentiator, but it also presents an interesting challenge: how to mobilize a huge (and growing) database of customers to spend more and turn new entrants into loyal devotees.

As Caffè Nero's partnerships manager James Flett put it, "The competition for customers is becoming increasingly fierce, with multinationals and independents all vying to engage customers, grow their loyalty base and increase revenue." To help achieve these goals, Flett and Caffè Nero turned to IBM Watson Marketing.

HOMING IN ON THE COFFEE CLUB



Caffè Nero had already overcome one of the toughest hurdles for most retailers: building a relationship with customers beyond a simple, amenity-based transaction by getting them to sign up for its prepaid card program. As such, the company sought to specifically target its marketing efforts towards new and existing members -- an already captive audience.

The tricky part was translating initial engagement into repeat purchases.

Caffè Nero's marketers had previously built their approach around four quarterly tentpole campaigns in addition to smaller product launches throughout the year. A fine, one-size-fits-all strategy, but it lacked personalization. To generate significant revenue, Caffè Nero needed to get specific, targeting messages to customers based on their locations, preferences, and relationships to the company. That's where Watson Marketing changed the game.

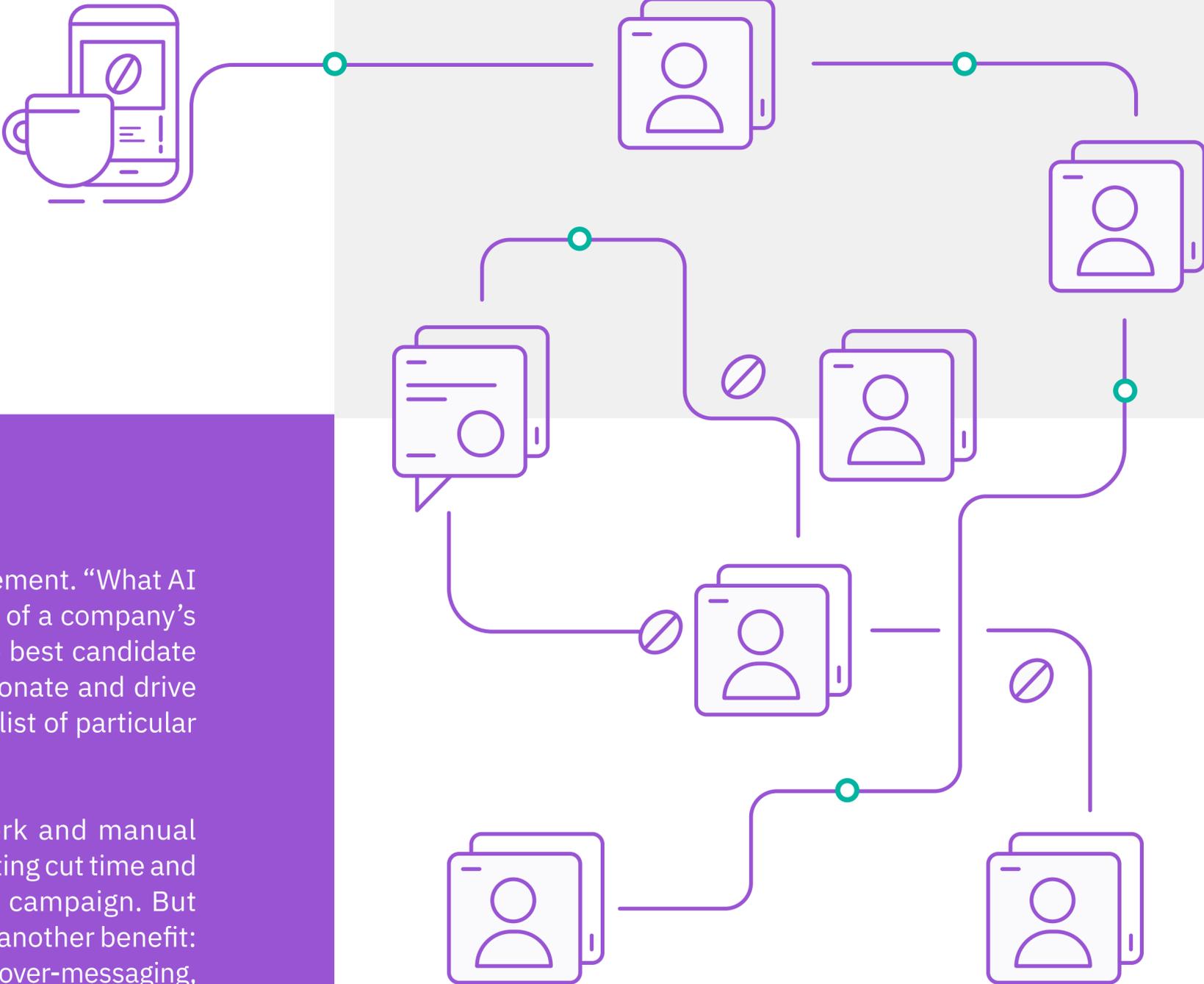
STARTING THE RIGHT CONVERSATIONS

In order to get started, Caffè Nero had to answer some fundamental questions: What's the right messaging frequency? Which customers are most likely to convert? Which messages resonate with which customers and ultimately lead to a purchase?

Watson Marketing dove in, scanning through troves of company data to deeply understand the company's customers, delivering logical, effective recommendations and identifying segments of likely coffee lovers. "Segmentation is an art," said Michael Bordash, engineer for

IBM Watson customer engagement. "What AI does is pull historical models of a company's typical customer and find the best candidate for whom a message will resonate and drive conversion and then return a list of particular customers to target."

By eliminating the guesswork and manual labor required, Watson Marketing cut time and increased precision for each campaign. But an AI-powered approach had another benefit: According to Bordash, "it limits over-messaging, which leads to attrition and reduced attention."



LOYALTY: BROUGHT TO YOU BY AI



Armed with customer data based on personal segmenting and behavioral mapping, Caffè Nero crafted a three-pronged communications strategy, with each message precisely targeted towards customers in one of the AI-defined segments. First, all new prepaid card customers received a personal welcome email. This would keep them informed about new offers while gathering additional personal information about their preferences and frequency of use, deepening the insights available for further segmentation and persona development. Next, registered customers began receiving automated monthly statements with personalized information about their card balances and

general updates about new releases and promotions. Finally, Watson Campaign Automation kept Caffè Nero prepaid customers primed to buy through friendly top-up reminders. These emails were triggered in real time whenever a customer's balance dipped below £2, so they'd be less likely to run out of credit and skip a purchase opportunity.

“AI can pick up when customers say, ‘Only send me stuff that’s important.’ That means you can arbitrate and figure out which channel, message, and content take precedent,” Bordash said.

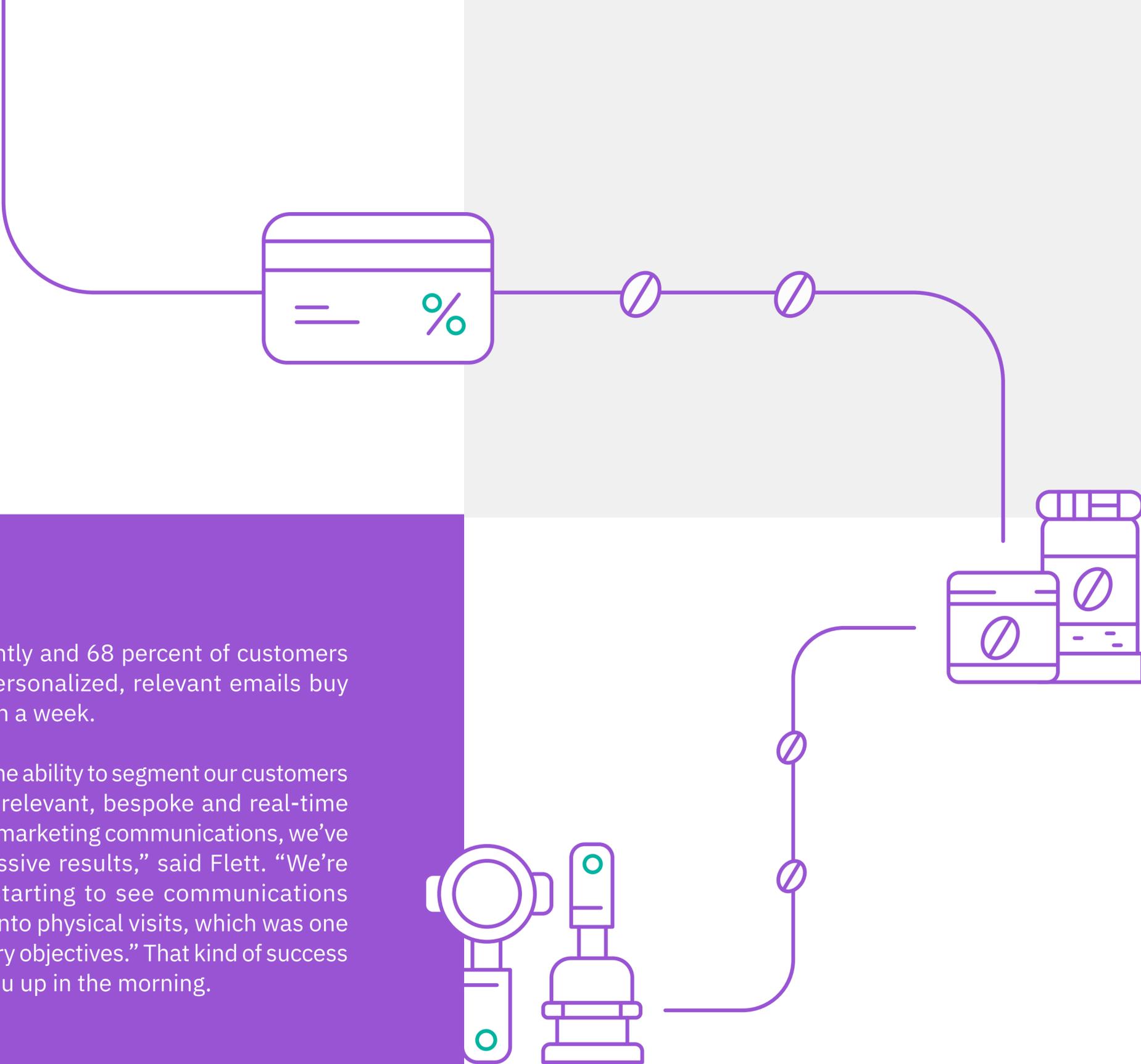
A SUCCESSFUL PICK-ME-UP

Caffè Nero has long known that coffee is more than just a quick fix for the afternoon lag. But now it has the data to keep loyal customers coming back and grab an even bigger share of what has become more than an \$85 billion industry. So far, it's working.

The company's new data-driven loyalty programs have resulted in card holders visiting Caffè Nero shops and spending twice as much as a control group. Email open rates have reached an impressive 70 percent, online purchases are

up significantly and 68 percent of customers receiving personalized, relevant emails buy coffee within a week.

"Thanks to the ability to segment our customers and deliver relevant, bespoke and real-time value in our marketing communications, we've seen impressive results," said Flett. "We're genuinely starting to see communications translating into physical visits, which was one of our primary objectives." That kind of success will wake you up in the morning.

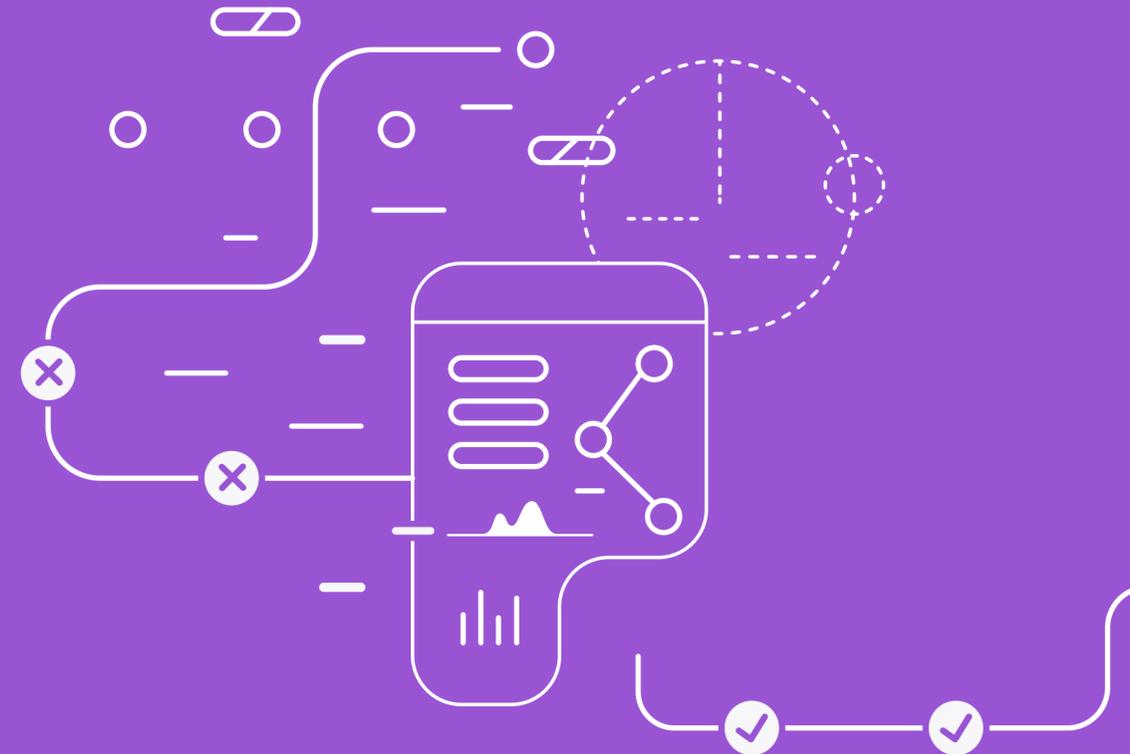




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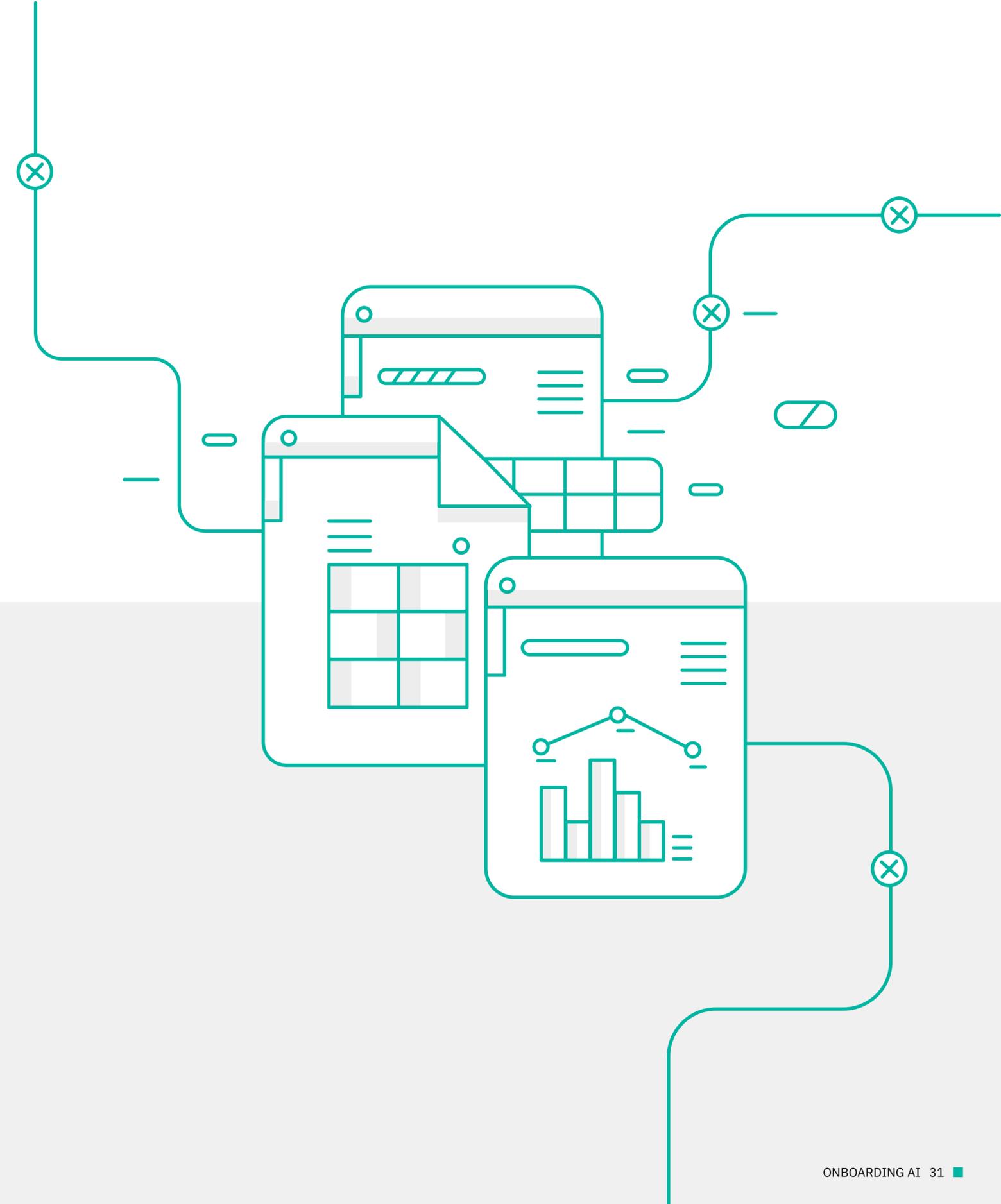
NOW



As we emerge from a dark age of data scrubbing, spreadsheet sifting and rampant guesswork, let's take a moment to look back at the world of work we left behind so we can fully appreciate our AI-augmented present.

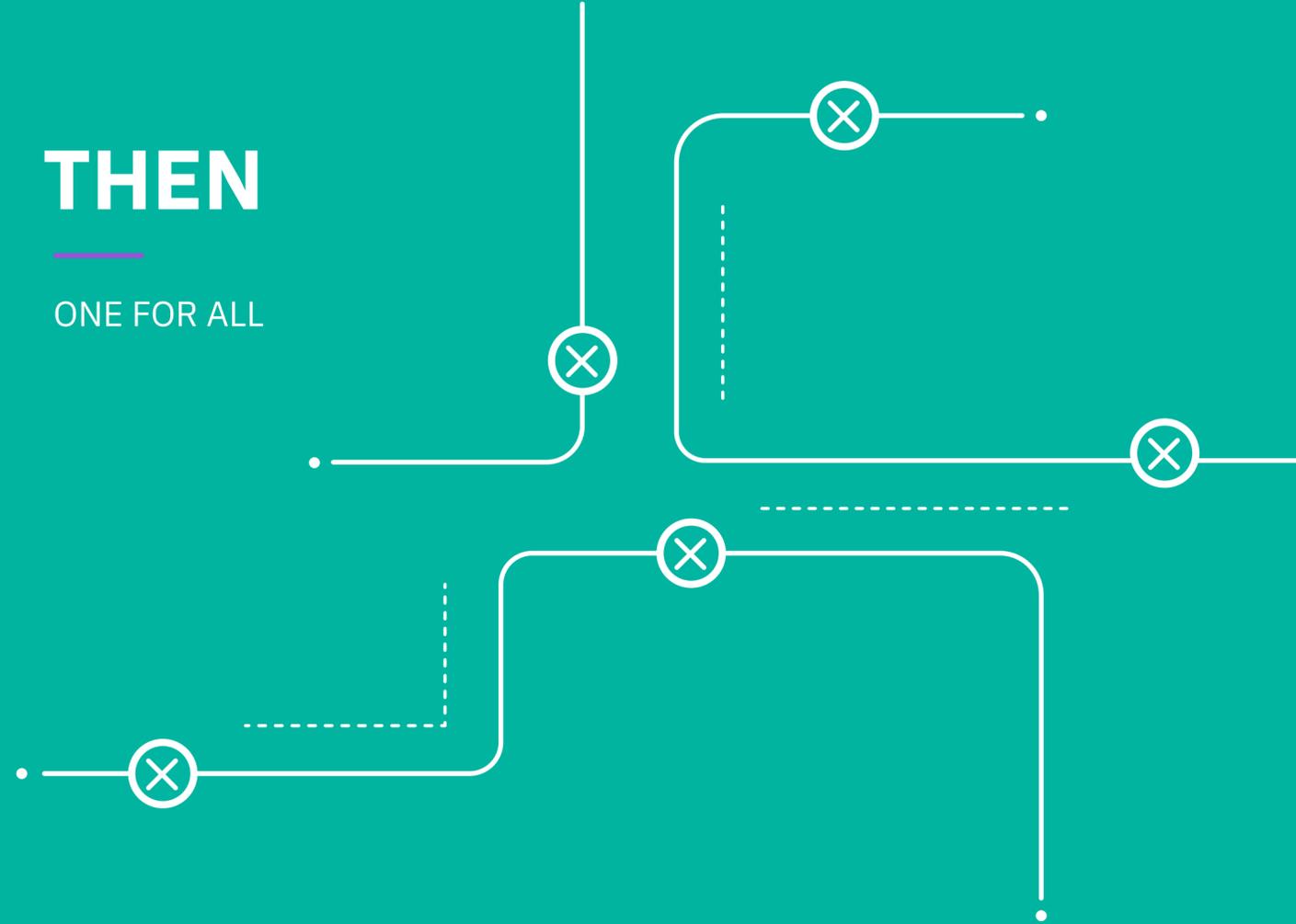
Not too long ago (and for far too many marketers, still to this day) tedious and time-consuming tasks filled the timesheets of all but the most senior executives. But as new, affordable AI-powered tools take their place in the trenches, marketers are finally given more time to call the shots, reshaping and elevating their role and potential impact.

We talked to AI-savvy marketers at the Bank of Montreal (BMO) about a few of the most profound shifts. Apologies in advance for the whiplash.



THEN

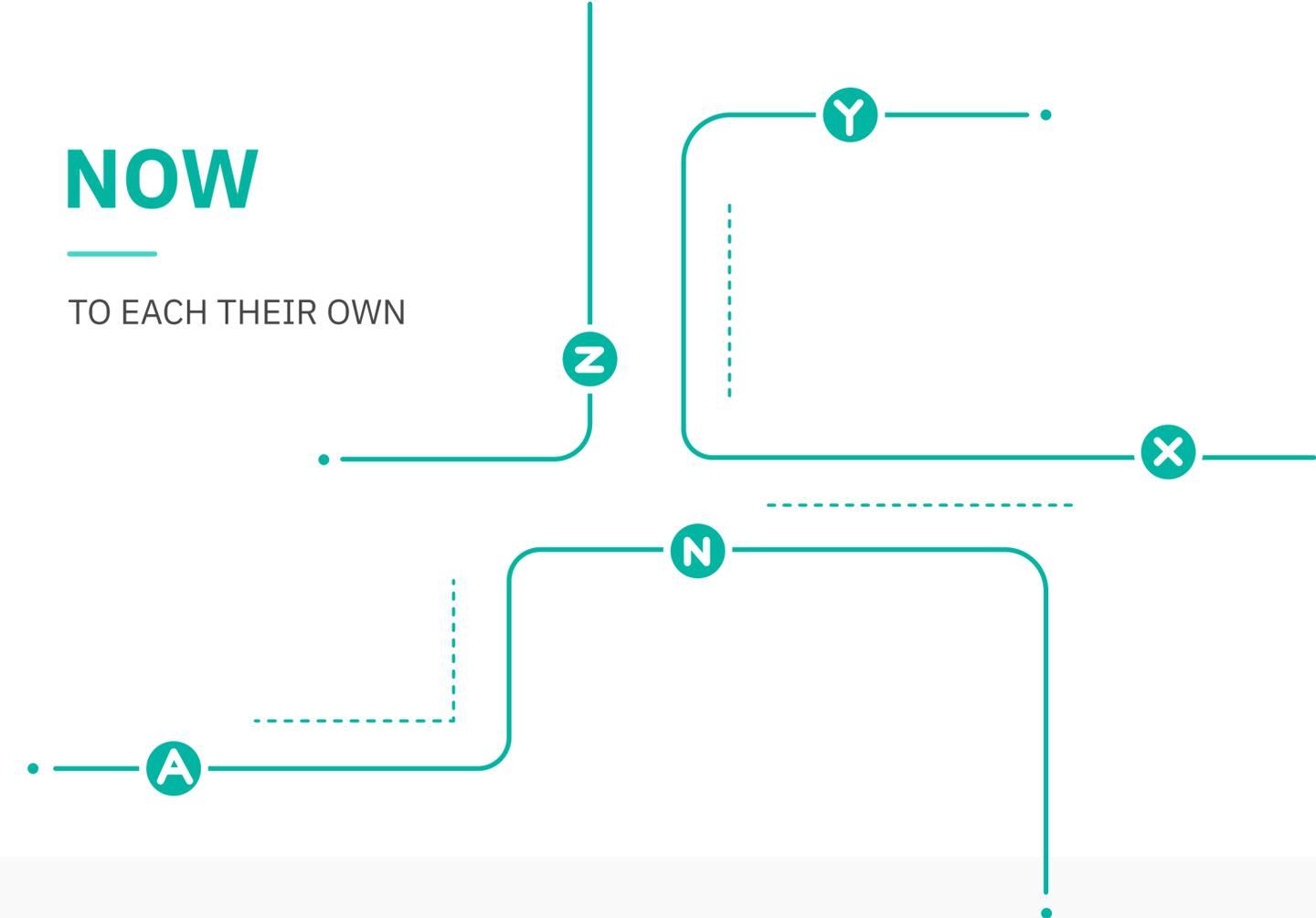
ONE FOR ALL



For lots of marketers, personalized targeting was something of a white whale. They did have customer data – mountains of it, actually, ranging from demographics to browsing habits and spending patterns. But parsing all of it to identify fleshed-out, specific customers required a Herculean manual effort. For many, the only realistic solution was to craft broad messaging that appealed to anyone and everyone, then blast those messages across every conceivable platform.

NOW

TO EACH THEIR OWN

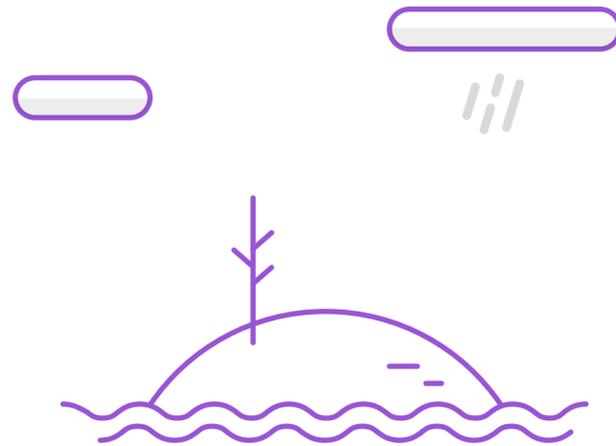


AI engines have stepped up to take in and synthesize data across channels and devices – customer signals, behavior, profiles, environments, contexts and other variables. Armed with a deeper understanding of their consumers, marketers can now determine their ideal targets and tailor personalized messaging that plays to customers' interests, locations and much more.

“We’re triggering transaction-based offers in real time and in a specific context,” said Duong. “We’ve moved from traditional direct marketing channels like direct mail and telemarketing, which don’t deliver a response rate that’s worth the cost, towards real-time interaction – leveraging the moments when customers interact with us across channels and talking about what matters to them.”

THEN

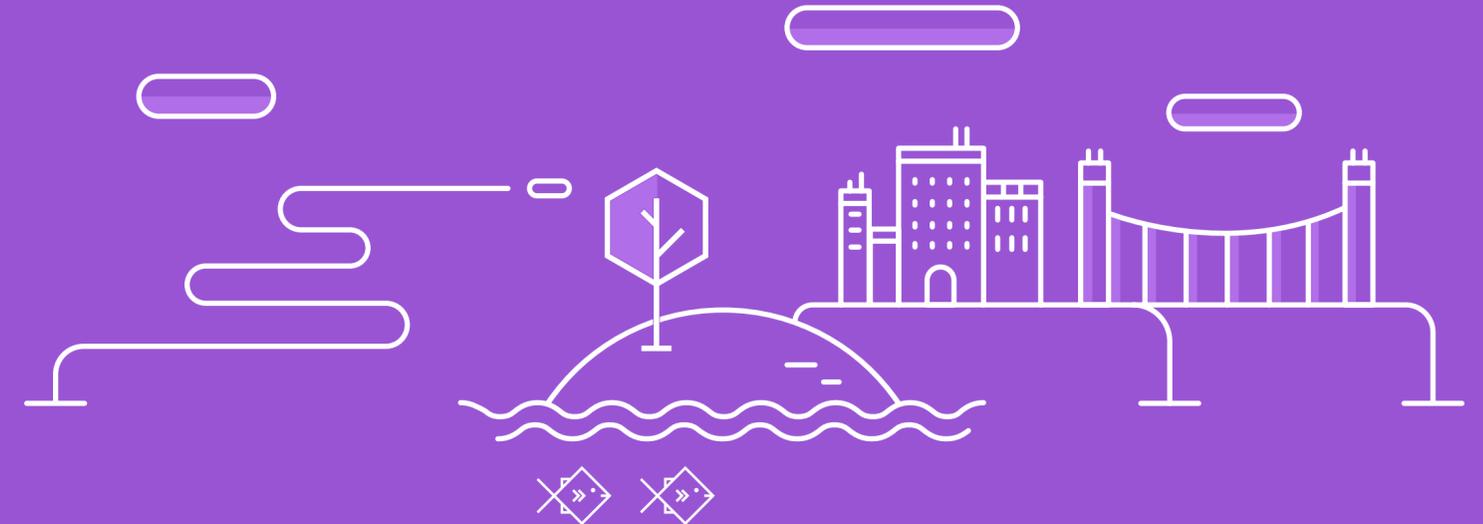
ISOLATED TOUCHPOINTS



Over the years, as more platforms for engagement emerged, marketers responded by integrating new channels – one per year in the case of BMO. While this rewarded them with more customer data, each platform largely functioned as its own island. The result: Marketers knew a lot about how customers interacted with platforms in isolation, but very little about how those platforms interacted or could be sequenced.

NOW

MAPPING THE ENTIRE PATH

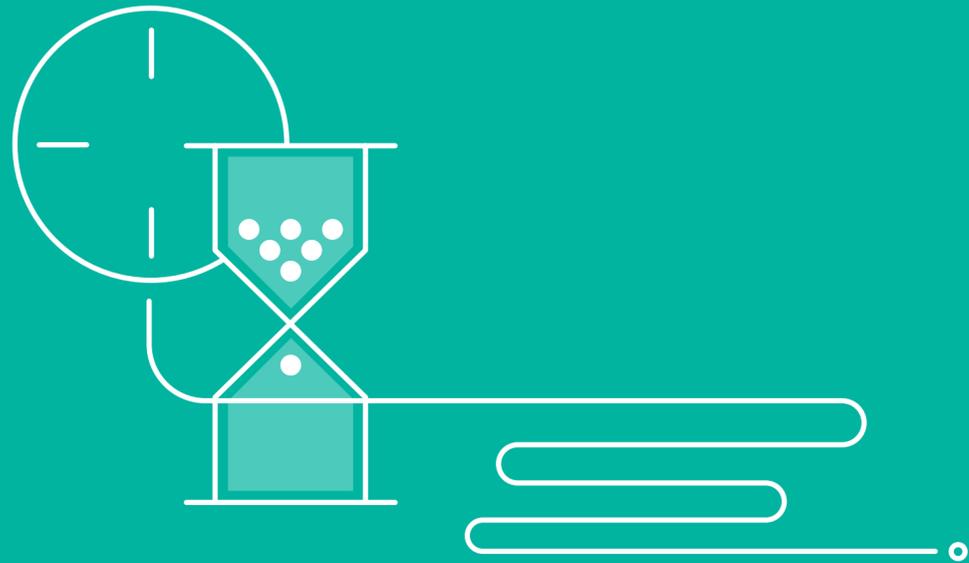


For the first time, marketers can draw a coherent map between those islands, identifying customers' affinities, favorite channels and online behaviors. For a company like BMO, that translates to the ability to optimize their messaging and offer strategies across each channel.

“We’ve done the work of integrating all the different channels,” said Duong. “AI enables us to optimize what we’re doing within them. Being able to stitch the journey from physical to digital channels and demonstrate benefits of each allows us to show the rest of the bank how to monetize channel engagement and data analytics.”

THEN

WAITING FOR INSIGHTS

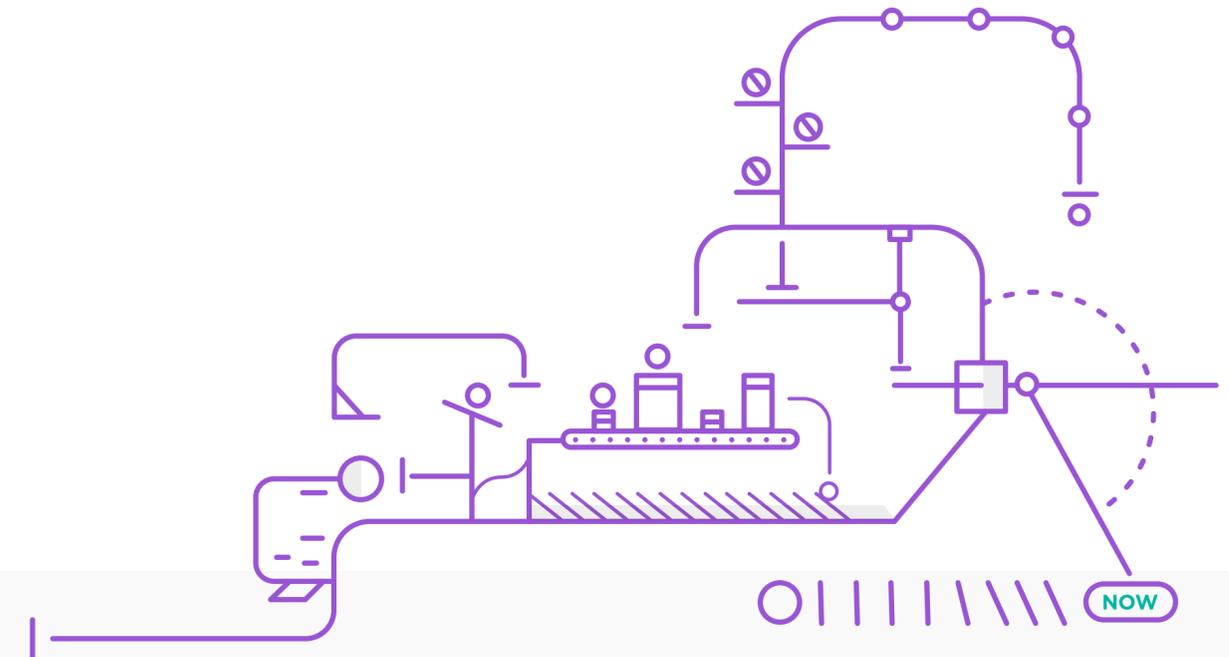


Think about the sheer number of steps involved when segmenting customer databases: exporting gigabytes of data from multiple silos into spreadsheets; creating local copies; generating analytics; creating segments; and finally re-uploading the data. It took days before marketers were even able to compare their company’s data with industry benchmarks. “We’d been using monthly tech models running on a certain cadence, and by the time they got to the customer, they might be 30 days stale,” said Duong. “The customer could easily, based on their spending pattern or behavior, have switched into a totally different segment.”

And on the UX side, customers were bailing at the first sign of trouble with marketers none the wiser.

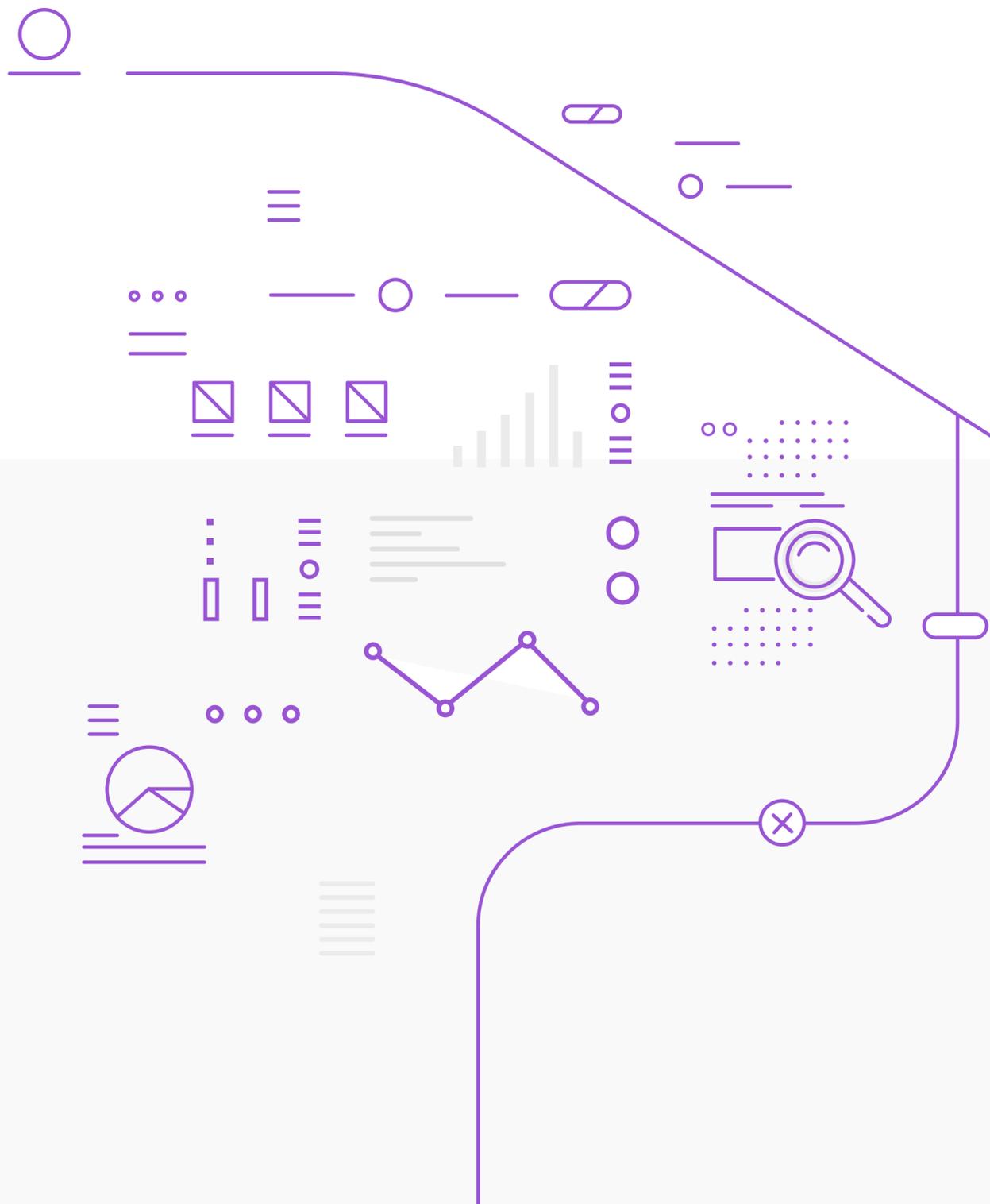
NOW

MAPPING THE ENTIRE PATH



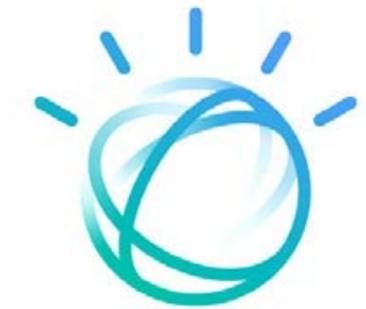
Today, you can type in a simple description into an AI-powered system – “males, 28 to 34, income greater than \$75K, east coast United States, who prefer high fashion” – and boom, your segment is available on-demand. This immediately usable, useful data is changing the game. “Taking in real-time intents across all the different components allows us to better target and optimize our interactions,” said Duong. “And we’ve seen a three-x lift in response rates when we tie in digital intent.”

AI can also observe where a consumer is getting snagged on poor UX, troubleshooting it in real time or alerting a human marketer to quickly take action. Those more pleasant experiences lead customers to stick around.



So there's little doubt that AI is making marketers' lives easier and bottom lines blacker, and these early returns are just that: We've only scratched the surface of the potential benefits an AI-powered industry offers.

It won't be long before everything "now" is "then" again.



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