

Put AI to work
for marketing

Contents

[01 →](#)

Marketing in the age of AI

[02 →](#)

Move from + AI to AI +

[03 →](#)

Combine traditional and
generative AI

[04 →](#)

Put AI to work

[05 →](#)

Deploy responsible AI

[06 →](#)

Next steps

[07 →](#)

How to get started



Marketing in the age of AI

It's a challenging time to be a marketer

Complexities in marketing are increasing. Business models are changing due to growing consumer privacy regulations and an increasingly cookieless world. As a result, targeting is becoming more challenging for marketing organizations, especially when customer data is scattered. IBM internal benchmarking data for marketing reveals that two-thirds of CMOs surveyed have multiple versions of the same customer data across three or more different systems, which means that customer profiles can become disjointed and incomplete.¹

Within this environment, CMOs are also under pressure to deliver hyper-personalized experiences. Efficient scaling of such personalization is top of mind, with 42% of CMOs surveyed reporting that scaling hyper-personalization is a marketing priority.² Despite these new expectations and constraints, budgets are shrinking—the percentage of revenue earmarked for the creation and delivery of content is expected to shrink by 20% in the next two years.³



75%

of CMOs agreed their marketing organization faces pressure to do more with less to deliver profitable growth.²

94%

of marketers surveyed report challenges in deriving actionable insights from data analysis.¹

**The path forward with AI**

Generative AI has the potential to fundamentally transform marketing to help mitigate these challenges. The combination of traditional and generative AI capabilities can enable the ability to deliver the personalized, real-time experiences customers want. CMOs can have the ability to garner insights and act on them quickly. It's possible to produce and deploy the tailored content that's required for hyper-personalization at scale.

These insights are why marketers are early adopters of AI. More than 80% of surveyed respondents report already engaging with generative AI, and by the end of 2024, 77% of respondents expect to use generative AI embedded in platforms.³

Marketers can lead the way in demonstrating how to embrace and deploy AI in a way that's meaningful to customers—and to the business. Read on to see how you can use AI to transform your marketing efforts.

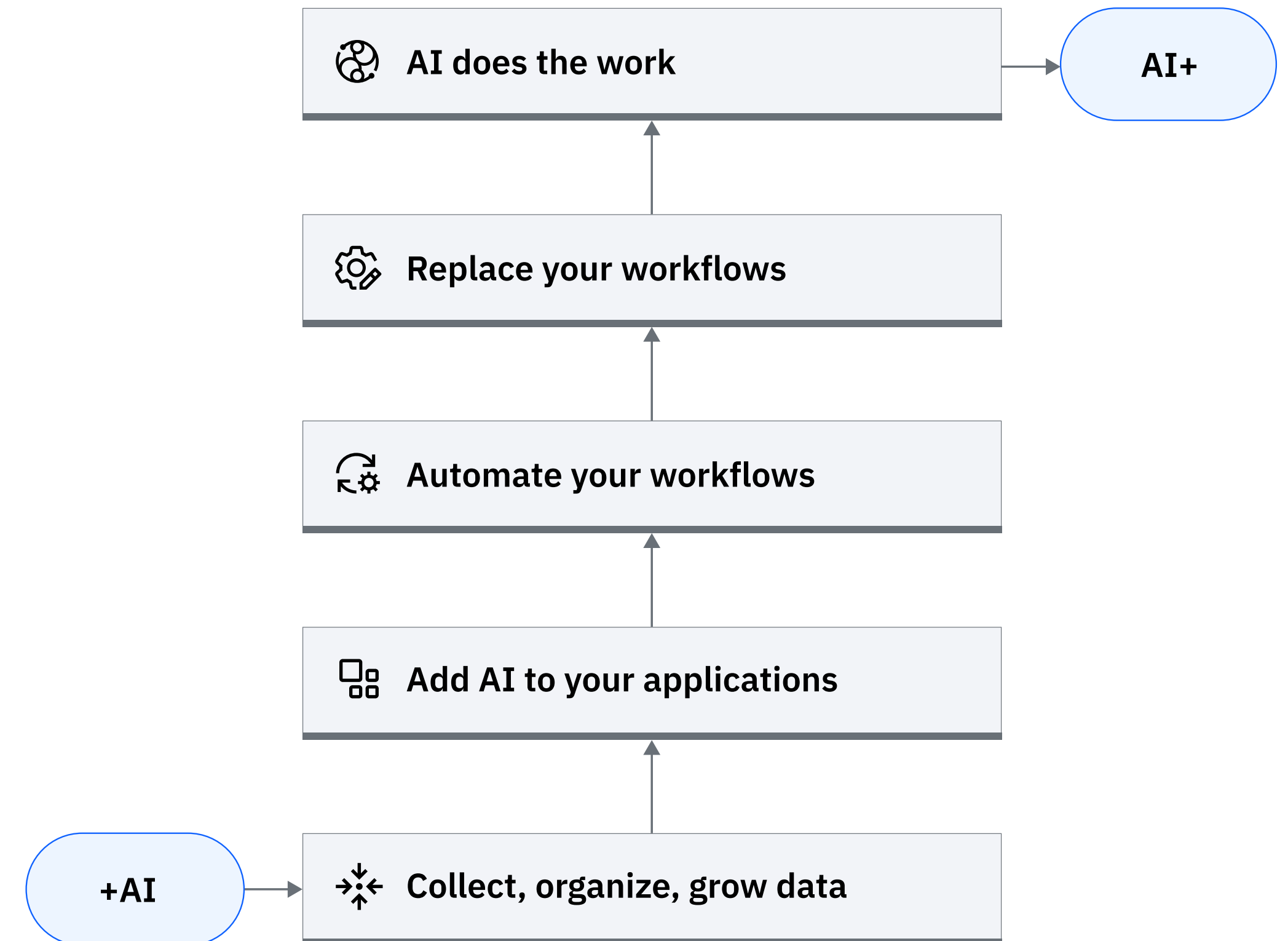
Move from +AI to AI+

In the past, leaders have approached AI as an add-on, with the end goal being digital transformation and cloud modernization.

Now, AI is becoming the centerpiece of business transformation. To successfully harness the potential of AI to transform marketing, you'll need a mix of vision, technology, creativity and change management. So, put AI to work at the strategic core of your business—don't just add it to existing systems.

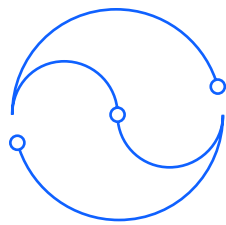
It's time to change the mindset from applications + AI to AI + applications.

The AI Ladder® in the modern day



Combine traditional and generative AI

What’s new about generative AI is its ability to generate original content that feels conversational, using large language models (LLMs). These LLMs can pull in all your corporate guidelines and inputs to help generate compliant content, with brand requirements that are in the right voice and tone. Generative AI alone can provide benefit, but you can see a great value add when it’s combined with traditional AI.



When to use traditional AI capabilities

Predictive or prescriptive

Structured data analysis, predictions forecasting

Directed conversational AI

Deterministic dialog flows for structured conversational AI

Computer vision AI

Machine vision for object and anomaly detection.

Process automation

Robotic process automation (RPA), process reengineering and optimization



When to use generative AI capabilities

Summarization

of documents such as user manuals, asset notes, financial reports

Conversational search

that supports standard operating procedures and troubleshooting

Content creation

including personas, user stories, images, personalized UI, marketing copy, email and social responses

Code creation

such as code co-pilot, code conversion, technical documentation creation and test cases

Put AI to work

It's time for AI content creation

Want to see the power of AI dramatically and quickly? Look first to content creation where AI helps automate repetitive tasks such as the production of asset translation and derivatives. Not only can generative AI expedite content creation and versioning, but it can also be used as a creative catalyst for teams to jump-start ideation.



3/
4

of surveyed CMOs say their organization will use generative AI for content creation by 2025.²

75%

of business leaders surveyed believe competitive advantage will depend on who has the most advanced generative AI.⁴



“The first wave of generative AI content creation is happening right now, with marketers exploring apps to generate marketing blogs, web banners, posts, posters and more. Generative AI can unleash the power of advanced creative tools to companies large and small, with the flexibility to iterate and regenerate at the press of a button.”

Alexis Zamkow
IBM Marketing Global Offering Leader

Its time for hyper-personalization at scale
Prepare to customize your marketing outreach with hyper-tailored content.

Let's say you have 1,000 products and need 25 assets per product, translated for 15 global regions. AI makes it possible to create the content variations required to deliver tailored, contextual messages across channels.

Generative AI has the potential to support marketers across the entire content development process, often referred to as the *content supply chain*. According to Alexis Zamkow, IBM Marketing Global Offering Leader, marketers could do rapid idea iteration for campaign concept. Enrich segmentation with personas at the micro-segment level, customize and personalize content, seamlessly convert from text to audio and automate formatting for channel are just a few of the possibilities. For today’s marketers, the ability to stretch creative capabilities while implementing efficiently is the promise of generative AI.

Case studies



AI at the Masters

At this US golf tournament in 2023, IBM used AI to curate and compile highlight-worthy shots by analyzing 20,000 video clips to enrich content delivery.

- **Visual recognition** identifies the celebratory gestures of players—a fist pump or arms raised overhead.
- **Business rules that use metadata** determine the context of the clip. Is the video of a tournament leader? Does it depict a score of a birdie or better?
- **Predict** likely crowd reactions, based on AI analysis of historical data about the literal roar of the crowd from prior years.

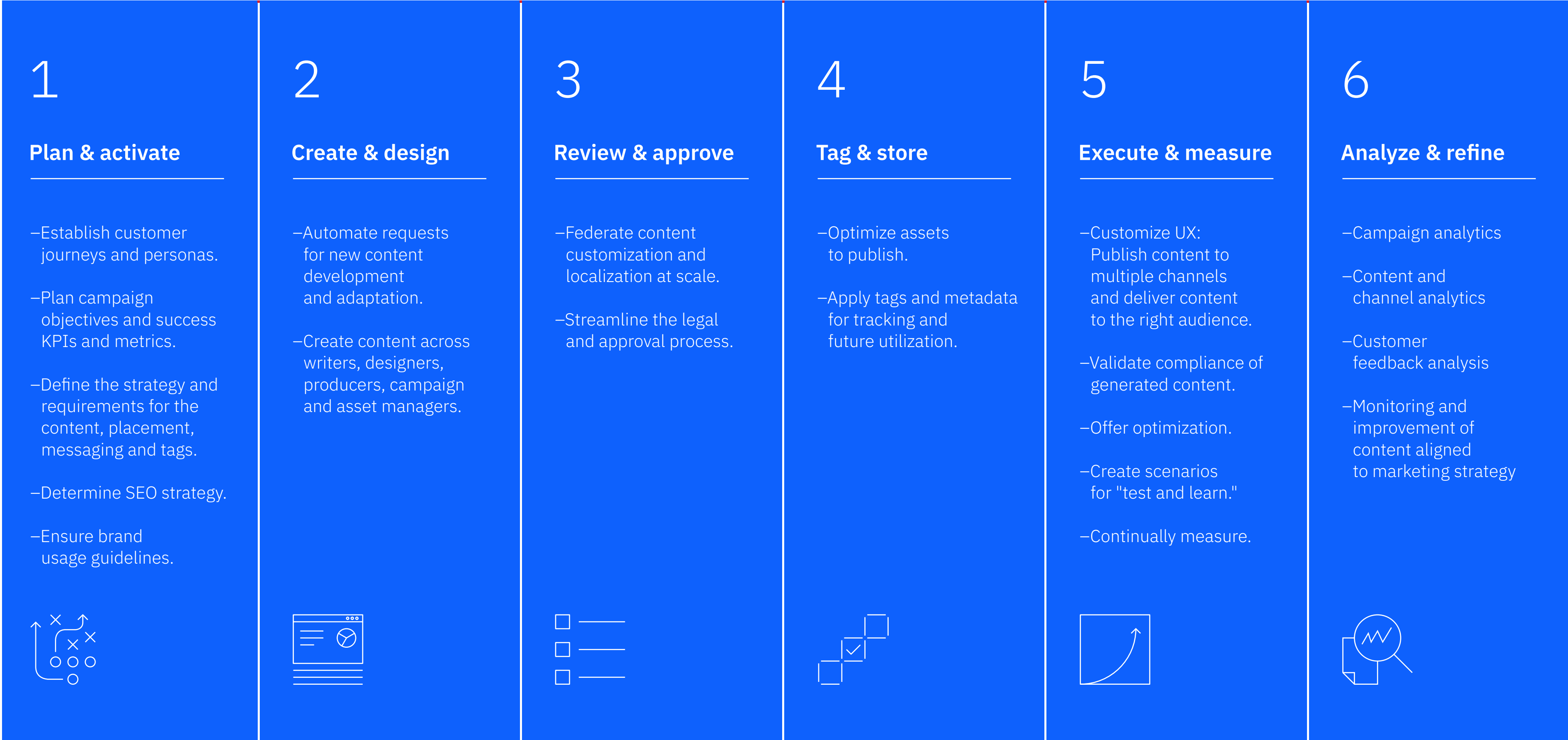
The US Open

For two weeks in the late summer of 2023, nearly one million people made the journey to watch the best tennis players in the world compete in the US Open Tennis Championships. The IBM Consulting® team used AI to create live-action highlights with commentary that could be customized by viewers to personalize their experience.

- **254 singles matches** got AI commentary, with simultaneous play on 17 different courts.
- **15 million fans** around the world got a better digital experience.
- **7 million data points** were captured and analyzed.

Build a supply chain for resonant content

Here's how AI can help marketers supercharge every stage of content creation.




Deploy responsible AI

There's undeniable potential to unlock employee productivity and creativity with AI, as generative AI performs the repetitive tasks, freeing up marketers to focus on more valuable activities. But there are valid concerns about how to deploy AI responsibly at scale. Let's consider what it takes to build responsible AI for the enterprise.



46%

of surveyed respondents are worried about organizational siloes, complete with complex stakeholders and competing agendas, when it comes to generative AI.⁵



The right AI strategy can help organizations embrace AI responsibly, with care and transparency. IBM has been a trusted partner to businesses for over 100 years, and follows three core principles for trust and transparency.

These principles are even more critical in the age of AI.

In an internal 2023 IBM and Momentiva.ai survey⁵, CMOs told us what they considered the primary challenges of adopting AI. Here are their top three concerns about deploying AI responsibly:

1. Managing the complexity of implementation:

There's a lot to watch for when implementing AI; brand and legal compliance, accuracy, data quality, bias and seamless integration with existing campaign tools are just a few examples. So support quick adoption with well-considered planning. See Chapter 6 of this guidebook for tips on implementation.

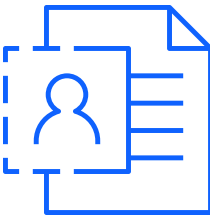
2. Building the data set:

The data you use to fuel AI must be high-quality to help mitigate common concerns in AI, such as hallucination, bias and false information. Minimize risk with proper data curation, and create a mechanism to help keep your training data up to date.

3. Brand and intellectual property risk

Establish guardrails and supervision to address bias, drive consistency of brand voice and support the accuracy of product and service information. When your approach is disciplined and your execution thoughtful, you'll trust what you create.

IBM's guiding principles
for AI ethics



Principles for Trust and Transparency

The purpose of AI is to augment human intelligence

We believe that AI should make all of us better at our jobs, and that the benefits of the AI era should touch the many, not just the elite few.

Data and insights belong to their creator

Clients’ data is their data, and their insights are their insights. We believe that government data policies should be fair and equitable, prioritizing openness.

Technology must be transparent and explainable

Companies must be clear about who trains their AI systems, what data is used, and what goes into their algorithms’ recommendations.



Pillars of Trust

Explainability

Good design does not sacrifice transparency in creating a seamless experience.

Fairness

Properly calibrated, AI can assist humans in making fairer choices.

Robustness

As systems are employed to make crucial decisions, AI must be secure and robust.

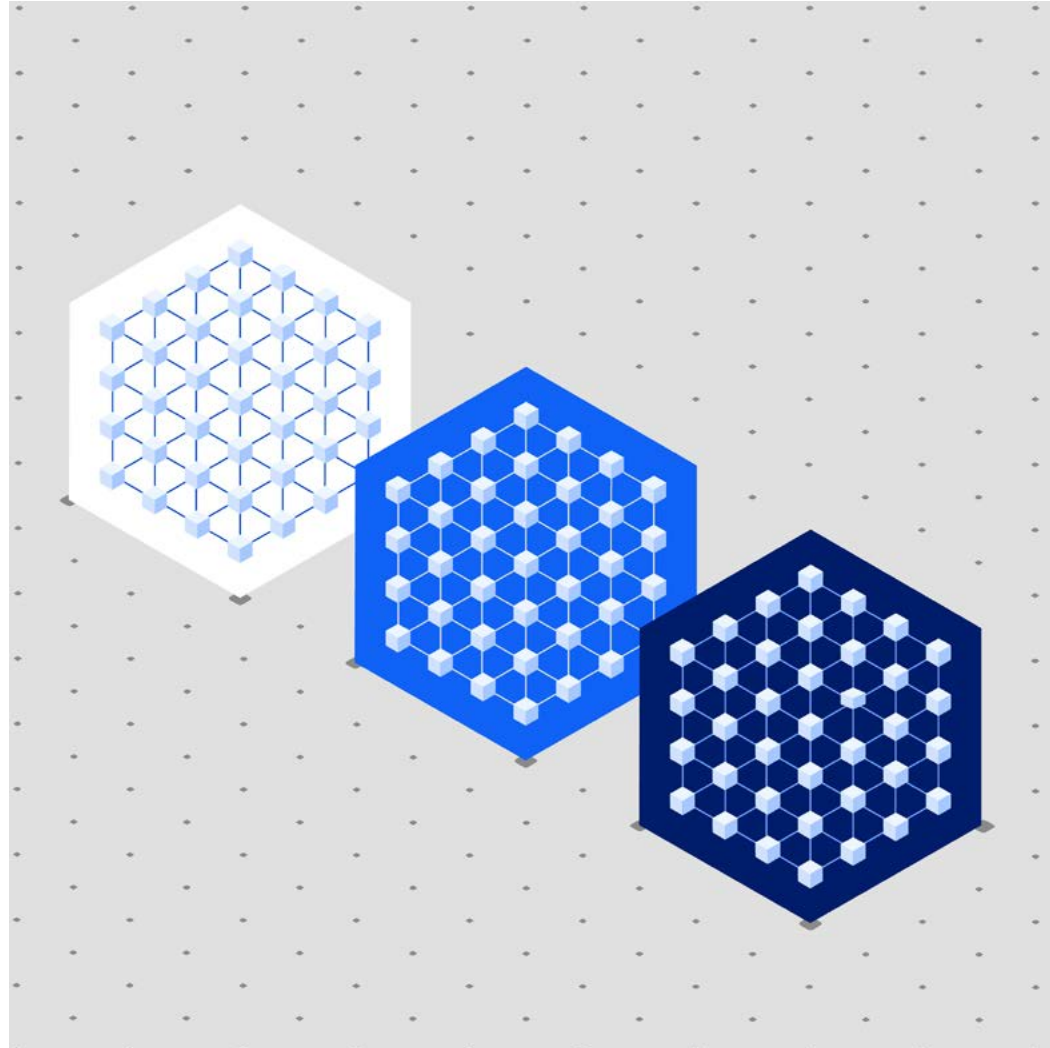
Transparency

Transparency reinforces trust, and the best way to promote transparency is through disclosure.

Privacy

AI systems must prioritize and safeguard consumers’ privacy and data rights.

Next steps



01

Prepare your data to customize your AI model

An effective AI strategy starts with data, since your AI model is only as good as the data that fuels it. As you consider which data to include in your AI use cases, determine when it makes sense to use prepackaged data to train and tune the foundation model, and when you should use your own. It can be employed as a business accelerator, but it won't be customized to your business.

You'll be able to choose from products that have AI built in, AI as-a-service offerings and the platform model. You'll likely use a mix of all three, but only the platform model lets you build with—and retain ownership of—your own proprietary data.

Differentiation comes from your proprietary data. The right AI can set you apart.



“Data is everything when it comes to AI. There is no AI without data, so treat it like a precious resource.”

Alexis Zamkow

IBM Marketing Global Offering Leader

51%

of CMOs surveyed say they have plans to build foundation models with proprietary data before the end of 2024²

02

Select, train, tune and maintain your customized model

Once you've identified the data you need, give your AI model a deep understanding of your brand values and guidelines. Collect, digitize and connect the data that reflects these elements and use it to tune, train and refine your models.

Then take steps to filter the data—and set guardrails to help meet these standards. Determine who will stay current with requirements for governance and data security.

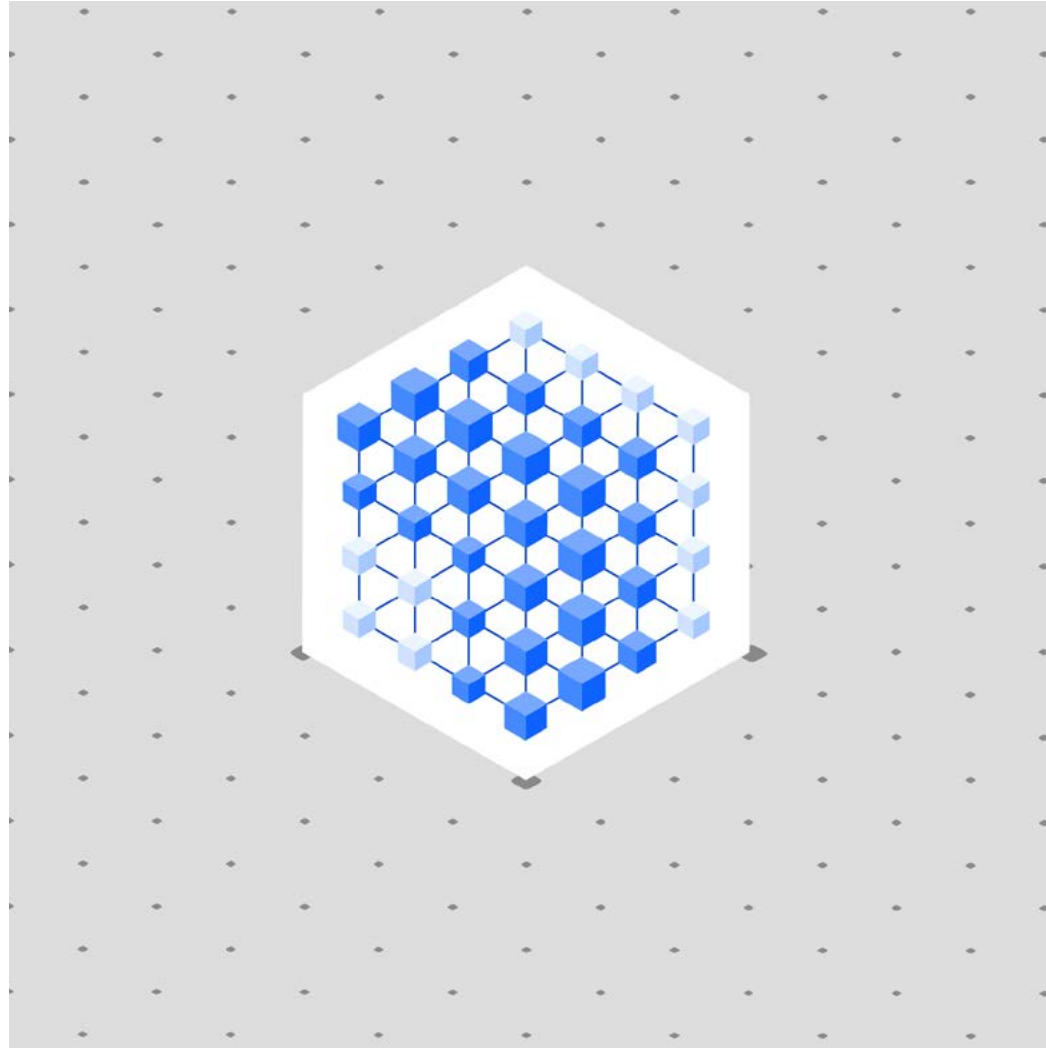
Governance is crucial, because when it comes to AI, actions can have widespread effects.



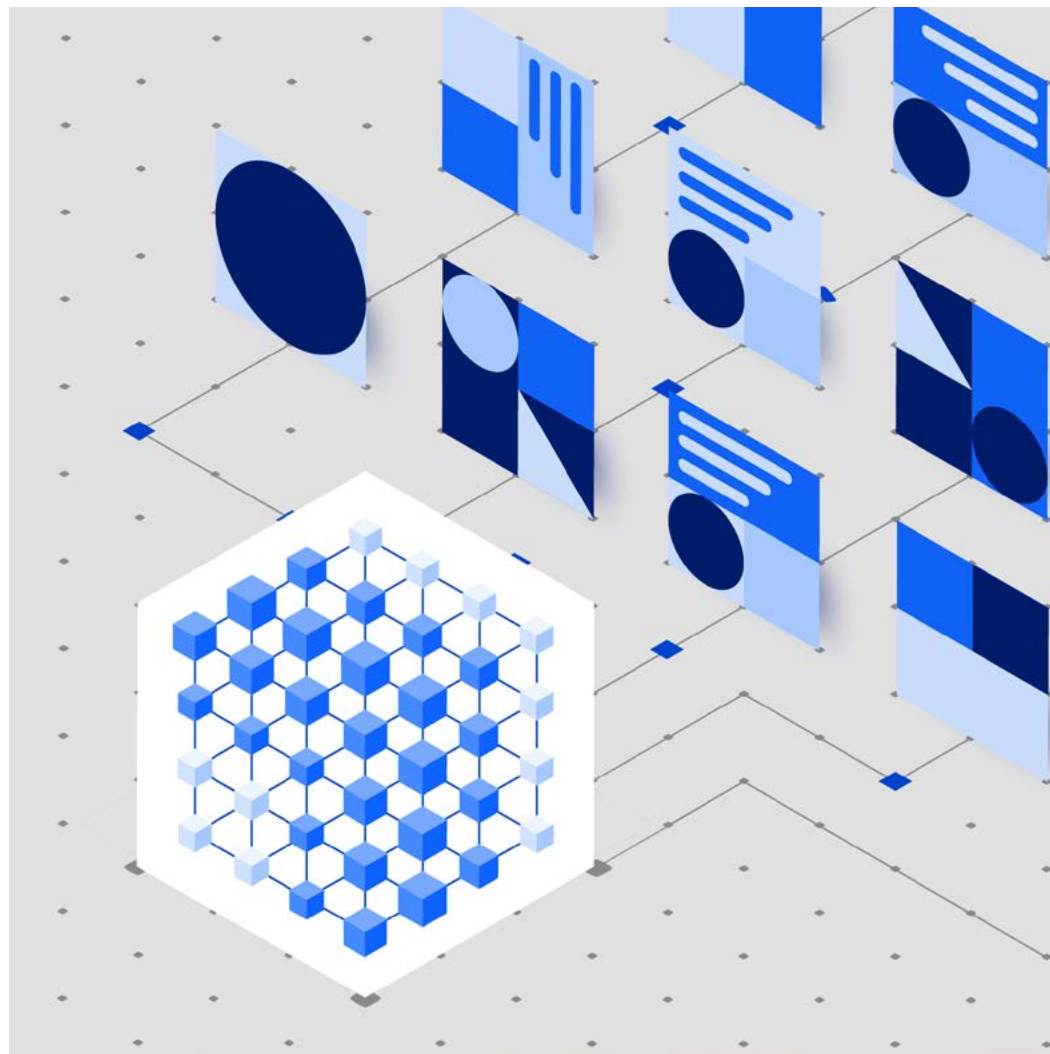
“For generative AI to be used at scale within the enterprise, tuning and training models to be brand knowledgeable is a necessity.”

Alexis Zamkow

IBM Marketing Global Offering Leader



03



Orchestrate seamless intelligent workflows with a custom UI
As you prepare to deploy generative AI effectively, you’ll want to implement intelligent workflows that integrate seamlessly with foundation models and campaign tools. Apply generative AI internally as a first step, to manage complexity, supervision, data governance and feedback.

Internal transformations do more than accelerate productivity and pace—they create an opportunity to help your team experiment and learn the skills that will help them use generative AI effectively. It's a good way to make the user interface (UI) reflect the needs of your team.

As with any other transformation, start by applying AI to one use case at a time. As demanding tasks are addressed with the help of the technology, your team could see productivity gains. People can gain room to grow creatively—which means that they may be more likely to embrace the change.

A note about scale
Ask the right questions of any proposed AI vendor. Behind-the-scenes features are important. Model inference speed and your infrastructure needs are key to model selection and will have a significant impact on model adoption across the enterprise. Ask whether a proposed offering supports your organization’s preferred deployment options, that is hybrid cloud, on premises or edge.

How to get started

IBM has the technology and consulting expertise to help you move forward quickly with AI.



IBM® watsonx

[IBM watsonx™](#) is built for business. With three core components, it helps you scale and accelerate the impact of AI with your trusted data across your business. It includes a studio for new foundation models, generative AI and machine learning; a data store built on an open data lakehouse architecture; and a toolkit to accelerate AI workflows built with responsibility, transparency and explainability.

IBM Consulting

[IBM Consulting](#) specializes in end-to-end marketing and data and AI transformation. We work with an open ecosystem of partners, such as Adobe, Salesforce and SAP CX, and have more than 40,000 AI and analytics engagements under our belt.



1. [Marketing performance benchmark report](#),
IBM Institute for Business Value, 5 April 2023.

2. [CEO Guide to Generative AI / Marketing](#),
IBM Institute for Business Value,
5 December 2023.

3. [The revolutionary content supply chain](#),
IBM Institute for Business Value, March 2024.

4. [CEO decision-making in the age of AI](#),
IBM Institute for Business Value, 27 June 2023.

5. CMOs and Generative AI,
IBM and Momentive.AI, May 2023.

© Copyright IBM Corporation 2024

IBM Corporation
New Orchard Road
Armonk, NY 10504

Produced in the United States of America
December 2024

IBM, the IBM logo, IBM Consulting, IBM watsonx,
The AI Ladder, and watsonx Assistant are trademarks
or registered trademarks of International Business
Machines Corporation, in the United States and/or
other countries. Other product and service names
might be trademarks of IBM or other companies. A
current list of IBM trademarks is available on [ibm.
com/trademark](https://ibm.com/trademark).

Adobe is either a registered trademark or trademark
of Adobe Systems Incorporated in the United States,
and/or other countries.

This document is current as of the initial date of
publication and may be changed by IBM at any time.
Not all offerings are available in every country in which
IBM operates.

It is the user’s responsibility to evaluate and verify
the operation of any other products or programs with
IBM products and programs. THE INFORMATION IN
THIS DOCUMENT IS PROVIDED “AS IS” WITHOUT
ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING
WITHOUT ANY WARRANTIES OF MERCHANTABILITY,
FITNESS FOR A PARTICULAR PURPOSE AND ANY
WARRANTY OR CONDITION OF NON-INFRINGEMENT.
IBM products are warranted according to the terms
and conditions of the agreements under which they
are provided.

Statement of Good Security Practices: No IT system
or product should be considered completely secure,
and no single product, service or security measure
can be completely effective in preventing improper
use or access. IBM does not warrant that any systems,
products or services are immune from, or will make
your enterprise immune from, the malicious or illegal
conduct of any party.

The client is responsible for ensuring compliance
with all applicable laws and regulations. IBM does
not provide legal advice nor represent or warrant that
its services or products will ensure that the client is
compliant with any law or regulation.