



Conclusion:

The Future of Marketing (with) AI

“Exciting new measurement technologies hold the promise of lifting marketing effectiveness to new heights but, in the real world, no marketer can thrive on technology alone. The savviest marketers realize that making progress on the measurement journey involves mobilizing both their teams and their technologies, which leads to better business outcomes, whether that’s revenue, profitability or customer churn.”

- John Grudnowski, Digital Marketing Expert at Bain & Company

What are the next steps that marketing professionals – and wider organizations – can take now to adapt to the data-driven times?

- **Education.** Modern marketers don’t need to become data scientists overnight, but in order to successfully collaborate with data teams and implement AI solutions into their marketing operations, they need to be able to speak the language of machine learning, deep learning, and AI. These notions have gone from the realm of a relatively small number of data scientists to the marketing and business analytics mainstream. In order to stay competitive and deliver real value from their data, marketers need to understand the basics of marketing AI.
- **Collaboration.** Invest in technology (like a data science, machine learning, or AI platform) that can be used not only by data experts, but new data champions, for everything from managing data projects to connecting to data themselves. Rather than the unrealistic expectation that marketers should be experts in data science (or the dream that each marketing team has its own data scientist or other data expert on staff), it’s critical to centralize data (including projects, processes, and knowledge surrounding it) in a shared environment, allowing team members to pick up the work of their colleagues, keeping tabs on progress and allowing marketing analysts to collaborate efficiently on data projects.
- **Exploration.** Start driving change by choosing at least two or three simple data projects that would help provide more marketing insight or efficiency, and partner with data experts to get started. Beginning with a few low-hanging fruits will up the chances that at least one is a success.