

Forbes

AI & The Magic Customer-Getting Machine

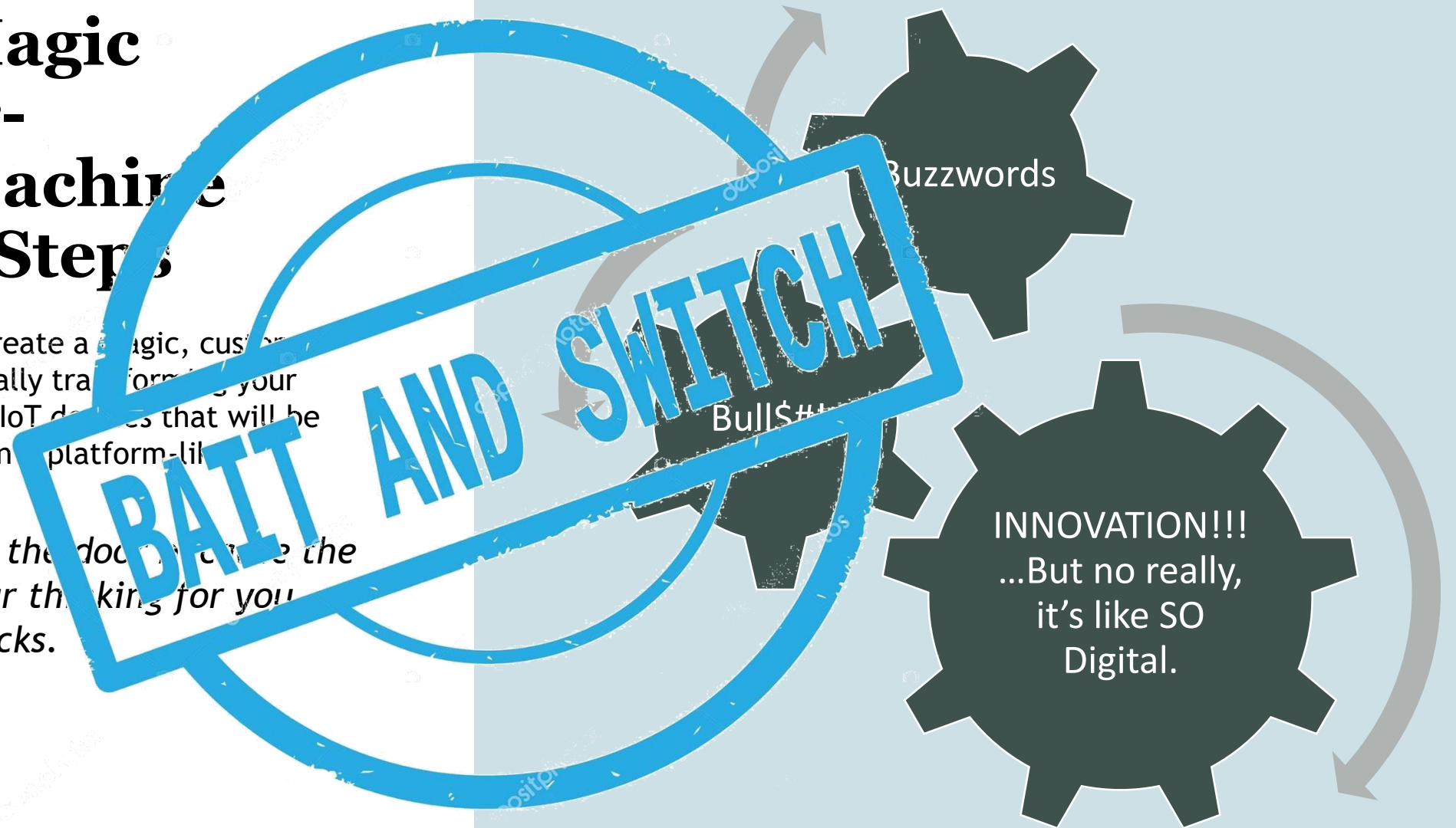


WILL THOMPSON, VP & MANAGING DIRECTOR -
THOUGHT LEADERSHIP, PUBLISHER - FORBES AI

Make A Magic Customer-Getting Machine In 5 Easy Steps

The key to using AI to create a magic, customer-getting machine is digitally transforming your insights into actionable IoT devices that will be delivered by the cloud in a platform-like experience.

Check your brain at the door. The machine will do your thinking for you. Just collect the checks.



5 Stages of Automation

1 Driver Only

Driver handles all functions, steering, brakes, lane monitoring etc.



2 Assisted Driving

Vehicle handles some functions such as emergency braking.



3 Partially Automated

Vehicle handles at least 2 functions such as cruise control and lane-centering.



4 Highly Automated

Vehicle handles all functions, but driver is required to be able to take control.



5 Fully Automated

Vehicle handles all functions automatically. No driver needed.



Marketing Today

Tipping Point*

*transition from human to system driving

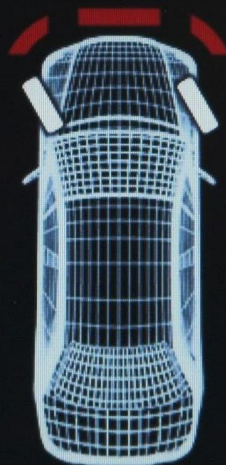
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OUT
SIDE

79°F

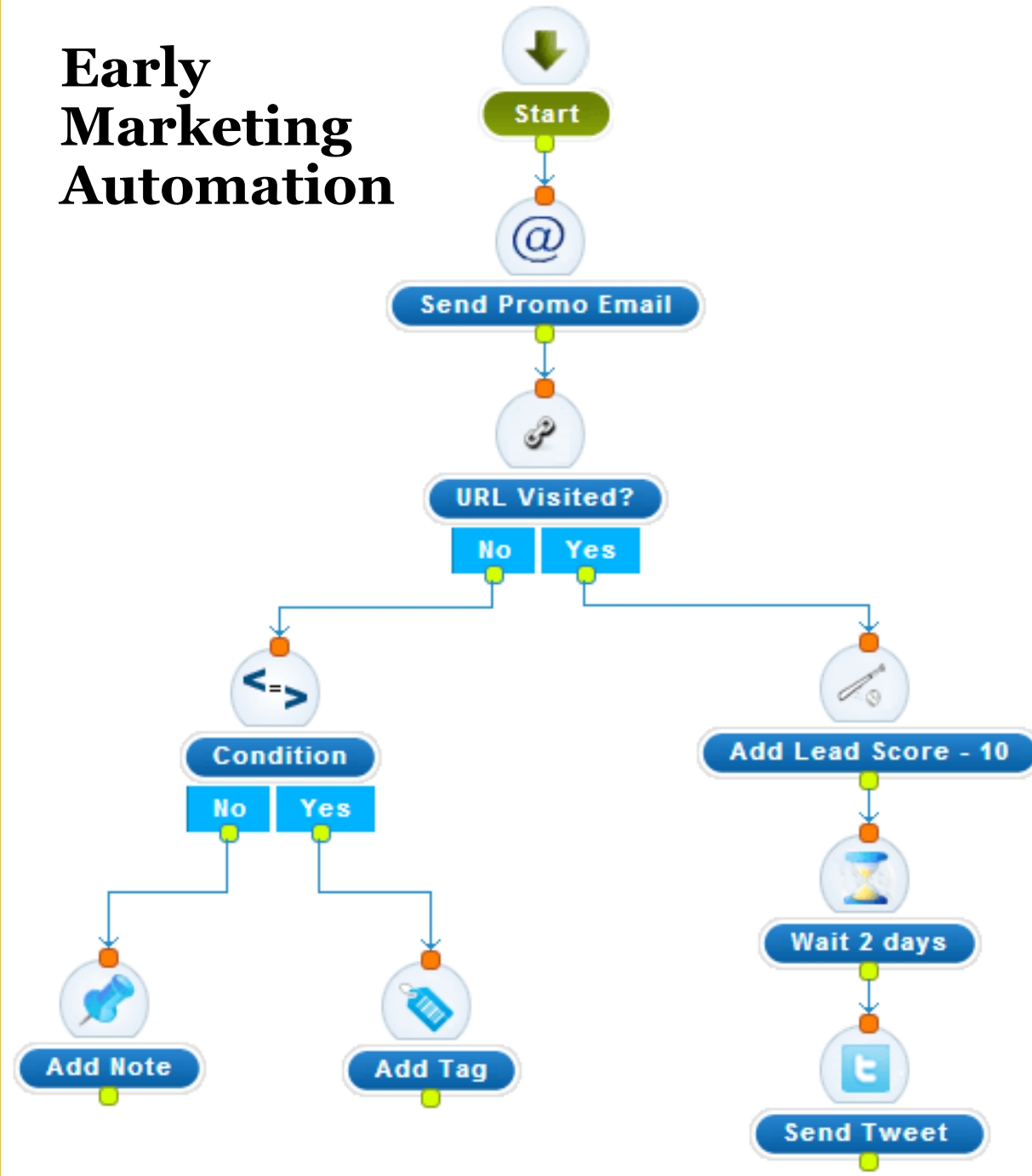


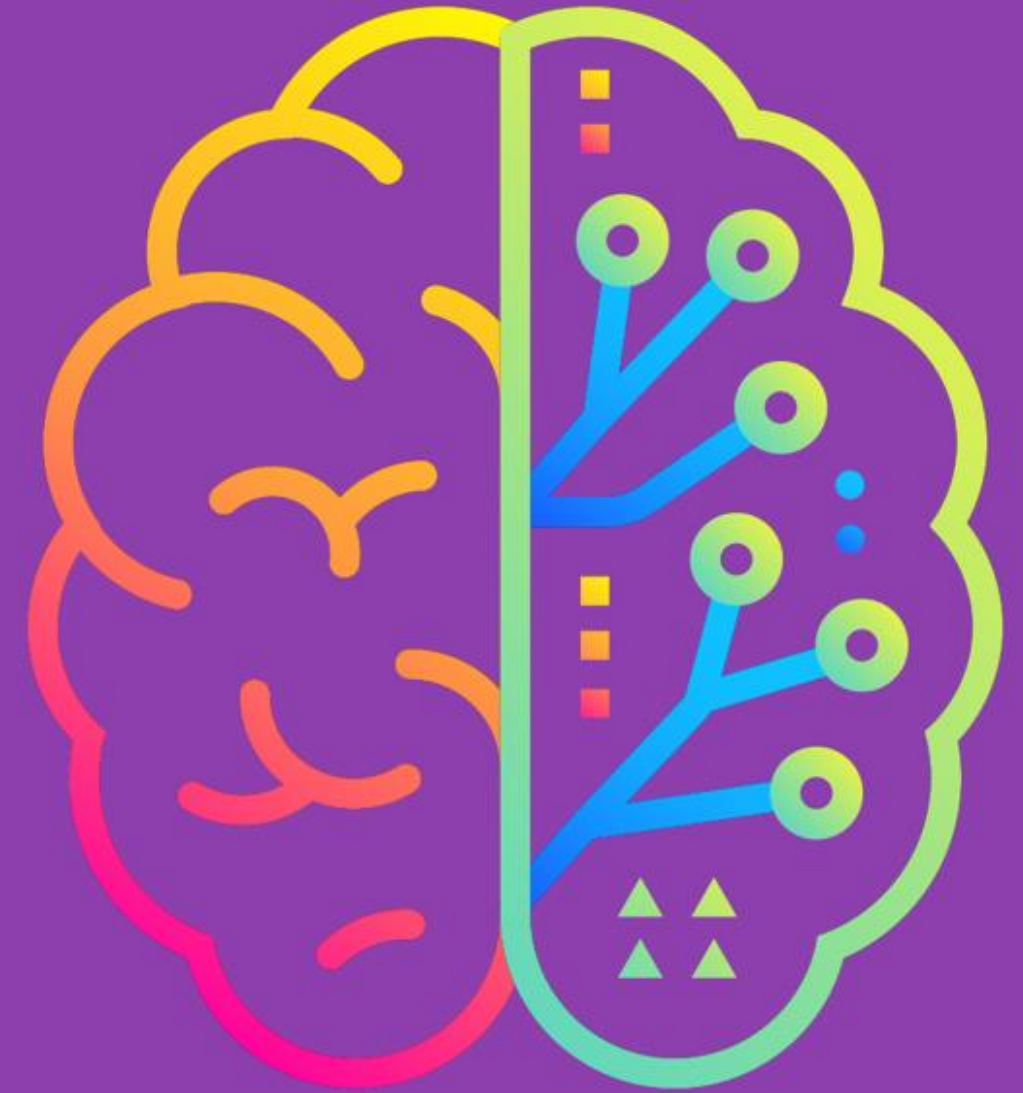
LEXUS Park Assist



Check surroundings for safety

Early Marketing Automation





**State of the Art Marketing
Cloud Services**

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SOMEDAY



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??????



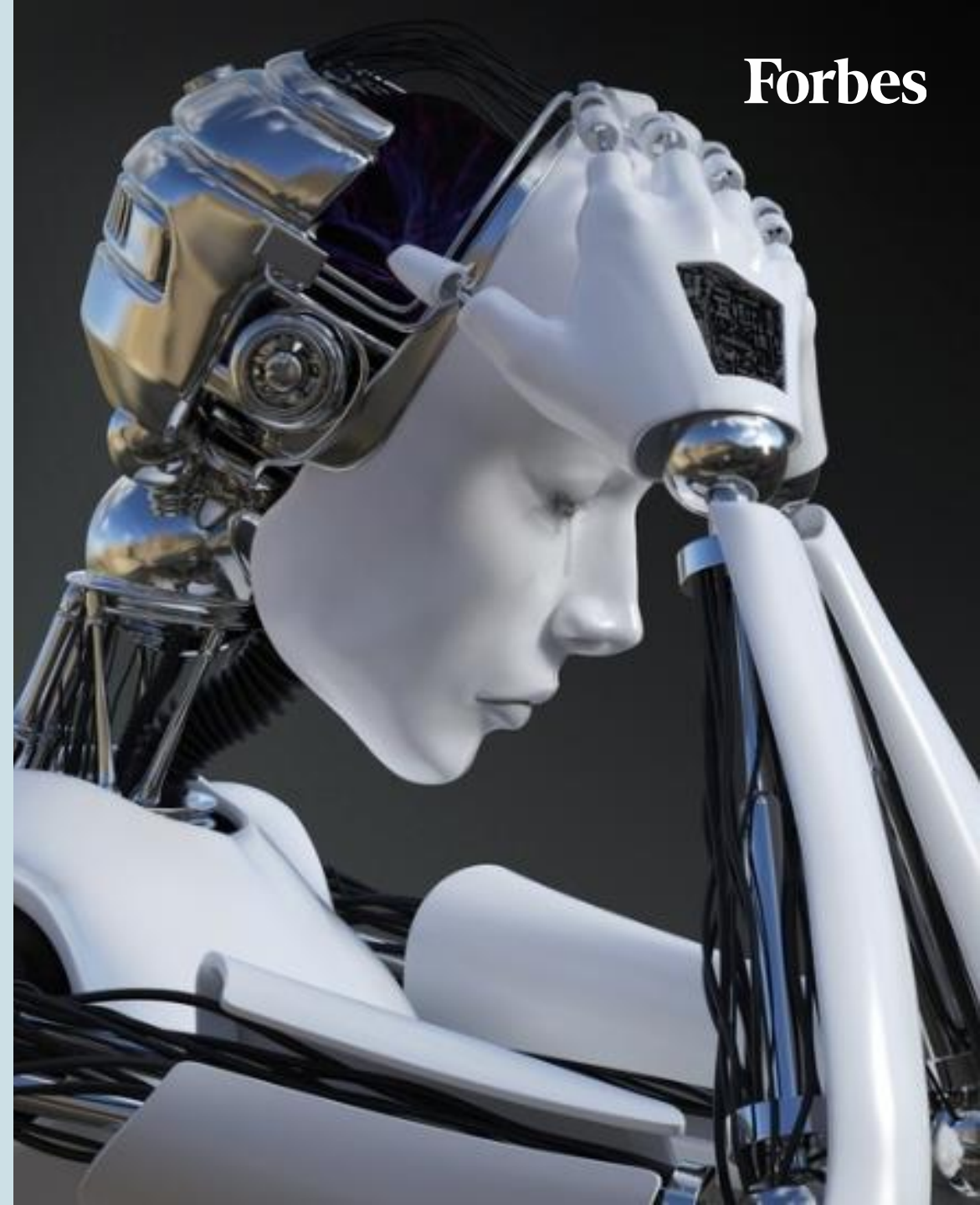
Marketing Today

Tipping Point*

*transition from human to system driving

What Can AI NOT Do?

- Learn from small amounts of data
- Understand context
- Have pre-existing knowledge about the world
- Solve more than one task at a time
- Explain why it answered how it did
- Predict things over long time frames or in complex domains
- Truly "recognize" things vs statistical patterns in pixels, soundwaves or other types of data



“WHERE’S THE DATA?”

DATA

AI needs lots...

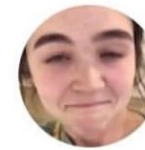


AI Has a Hard Time Grasping Context





AI Doesn't Know About the World



Gina
@ginadivittorio

RETAILER probably spends millions on search engine optimization and ad software yet somehow hasn't figured out that after buying a vacuum cleaner I'm not immediately going to need another

AI Can't Do More
Than **One Thing** at
The Same Time



AI Can Be A Black Box...

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*And **humans** have to step
in when it **messes** up.*

A satellite image of a large hurricane or tropical storm over the ocean. The storm has a distinct eye and spiral cloud bands. The surrounding ocean is dark blue, and the sky is lighter blue with scattered clouds.

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AI Can't Predict Over
Long Time Frames or
Complex Domains

AI Doesn't Recognize Anything



YOU CAN'T
SEE ME I'M A
FLOWER

*It just sees
statistical
patterns.*

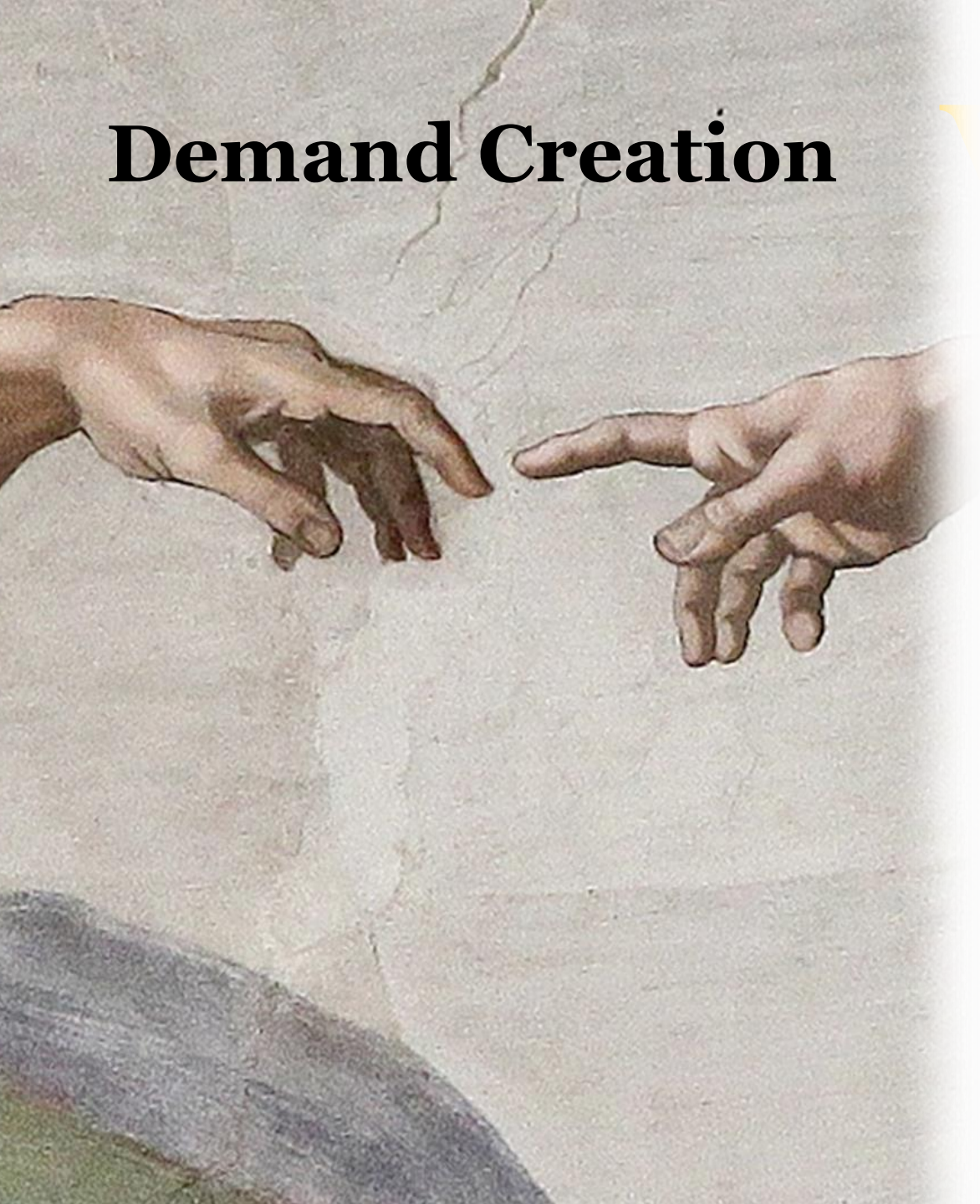
Marketing Mindset Changes Are Needed

- Stop looking to tools to dictate strategy
- Differentiate between demand creation and demand fulfillment
- There's more to marketing than campaign optimization
- Don't confuse your tech stack with your customer journey or devices with people
- Make messaging great again - with neuropsychology.



AI Can **Optimize**, Give You **Hints**, and Help You Do More with Less – but it Can't Answer the **Big Questions** (yet).

Demand Creation



Demand Fulfillment





**When You
Have the Best
Hammer,
Every Problem
is a Nail. ... or
Watermelon?**

Test-itis: A Series of Test-
and-Scale Probes That
Never Really Scale.



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The **Machine** Isn't Your CX

The Difference Between CX & UX

CX

Aligning business strategies
with customer's overall
experience



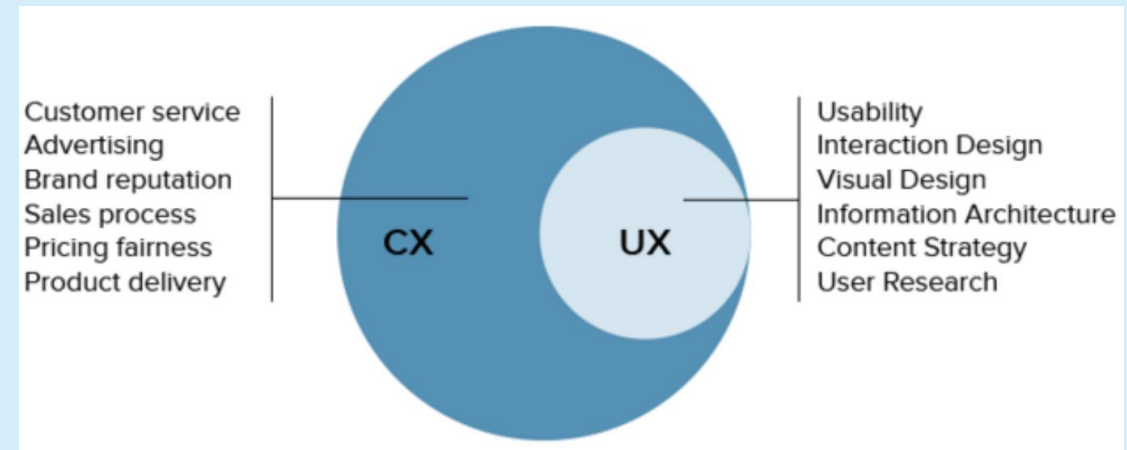
**Generating
Business Value**

UX

Designing products that
solve the right problem in
an efficient and enjoyable
manner



Capturing value



UXPin.com

**Thanks to Forbes Ignite CEO
Nicole Cacal for this insight.**



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Your CFO



Build it and they
will come... buy
stuff from us.

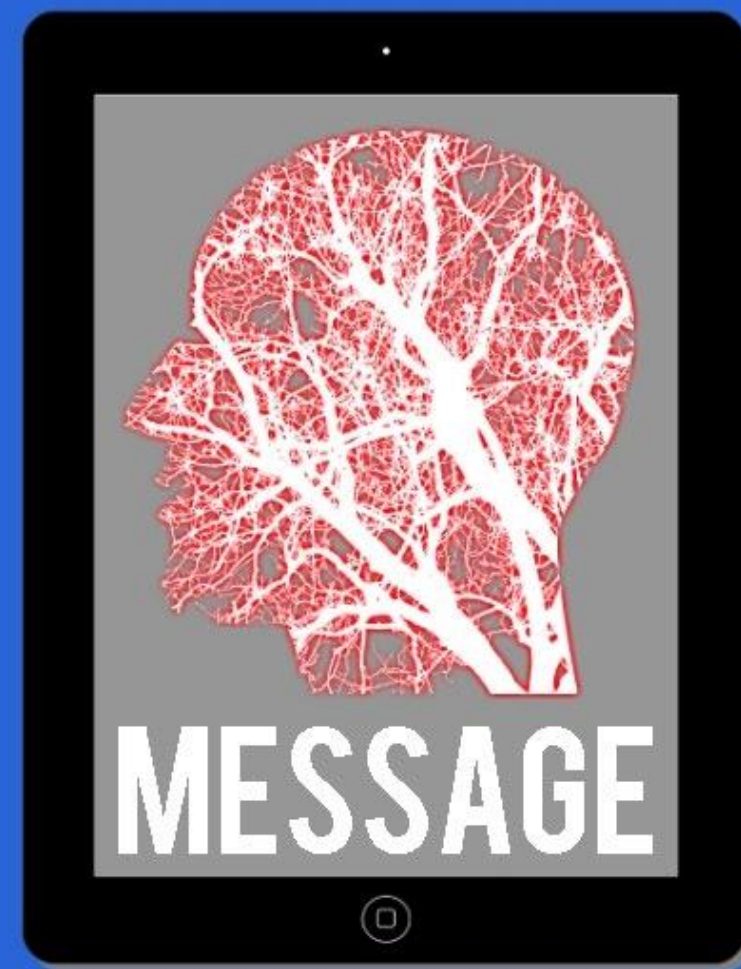
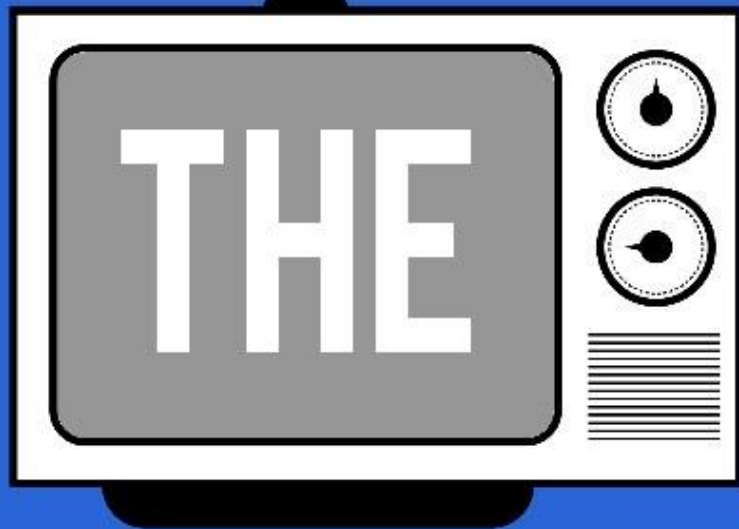


*Their **fantasy**
about marketing.*

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A man with dark hair, wearing a light blue shirt and a grey vest, is shown from the chest up. He is holding a silver toaster in his mouth and pulling out a slice of toast topped with red jam. The background is a clear blue sky with a large, stylized wooden structure, possibly a Ferris wheel, visible on the left. A yellow cylindrical object is also visible in the background.

 **JIWI'S**
MACHINES





A microscopic image of neurons, showing a dense network of branching nerve fibers and cell bodies. The neurons are stained in a light blue color against a dark background. The image is used as a background for the slide.

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Stomping on the Right Patch of **Neurons**...

The **Frontier** of AI:

Using massive data-sets to unpack the personalities and motivations of individual consumers to allow for psychologically resonant messages and journeys that create net-new demand rather than just fulfill or slightly tweak existing demand.

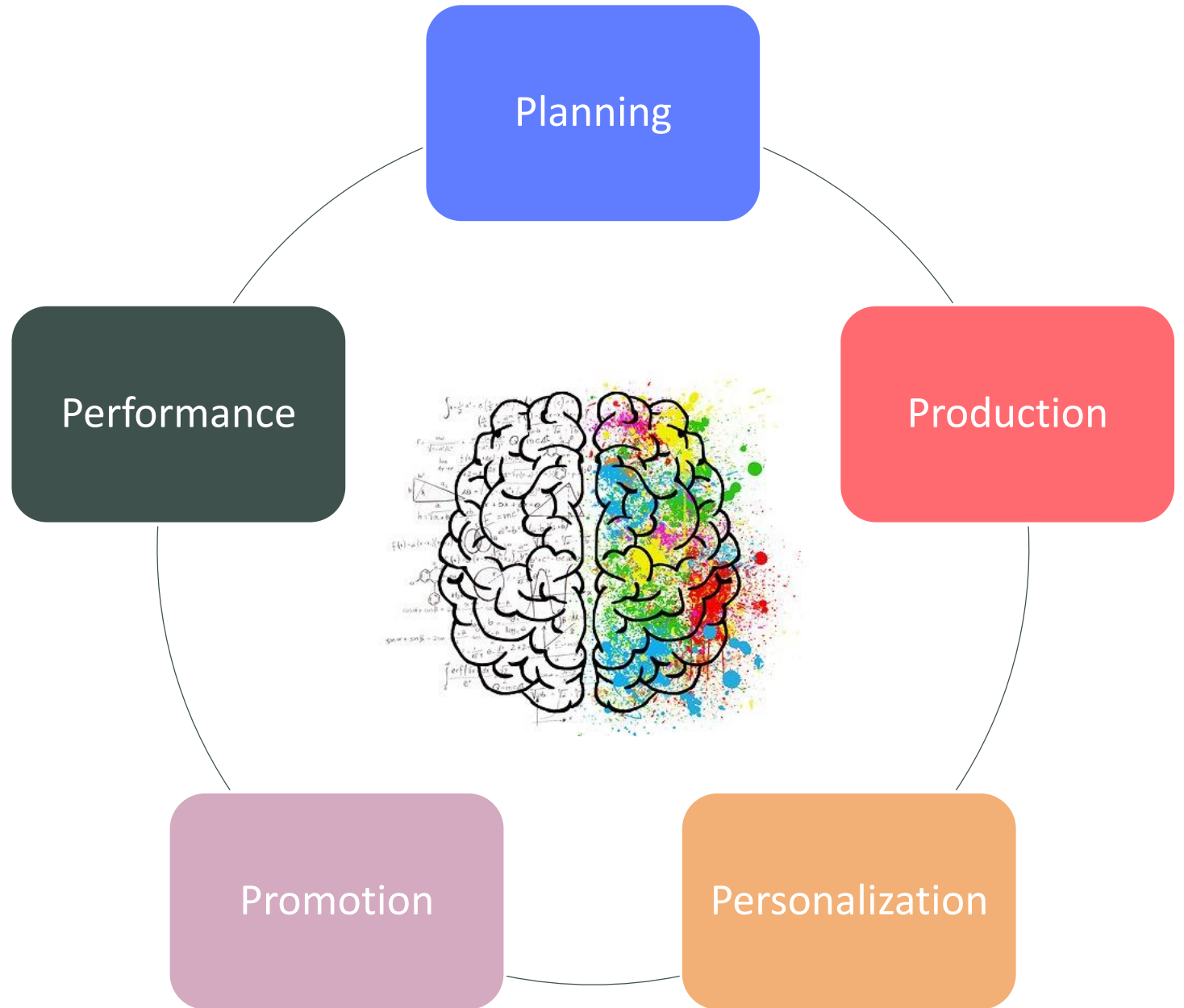
A hand with a finger pointing towards a complex, glowing blue neural network structure. The network consists of numerous interconnected nodes and lines, with some nodes emitting bright light. The background is dark, and the overall aesthetic is futuristic and technological.

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What's AI
ACTUALLY
Doing Today?

The 5 P's of AI in Marketing

With thanks to...



1. Planning

- Determine goals.
- Construct buyer personas.
- Discover keywords and topic clusters.
- Analyze existing content for gaps and opportunities.
- Determine editorial calendar topics.
- Capture competitive intelligence.
- Segment contact databases.
- Identify companies and contacts most likely to convert.
- Predict conversion paths and points along the buyer journey.
- Predict churn.
- Prescribe marketing strategies and tactics.
- Allocate digital paid budget by channel and audience.

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Companies:



Watch Out:

Best accuracy doesn't equal best ROI

2. *Production*

- Draft social media updates.
- Write data-driven content.
- Optimize content for search engines.
- Curate content.
- Develop ad copy and creative.
- Write email subject lines.
- Write nurturing/sales email workflows.
- Convert voice to text, and text to voice.
- Recognize, categorize and auto-tag images.
- Analyze (and score) text for grammar, sentiment, tone and style.
- Design websites.

Companies:



Watch Out:

Clicks don't equal persuasion

3. *Personalization*

- Recommend highly targeted content.
- Deliver predictive product recommendations.
- Personalize content, offers and web experiences with images, text and CTAs.
- Engage users through bots and chat.
- Serve up contextual ads based on user history and look-a-like data.
- Answer voice and text questions.
- Deliver customized search results.
- Individualize and optimize email send time.

Companies:



Watch Out:

Devices aren't people.

4. *Promotion*

- Adjust digital ad spend in real-time by channel and audience.
- Optimize cross-channel campaigns.
- Test headlines, landing pages, images and creative.
- Schedule social shares.
- Improve email deliverability.
- Deliver (re)targeted ads.

Companies:

Albert™

Artudata
Artificial Intelligence for everyone

 PULSEPOINT®

 Return Path

Watch Out:

Human insight, imagination and negotiation are important

5. *Performance*

- Score leads and continually adapt the lead scoring system.
- Monitor activities and outcomes.
- Discover insights from analytics.
- Forecast performance.
- Write performance reports.

Companies:



Watch Out:

Different investments have
different pay-off times

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Make AI Your Trojan Horse



18 Strategic Drivers Of Enterprise Value

THE FINANCIAL CONTRIBUTION OF MARKETING TO THE ENTERPRISE



18 STRATEGIC VALUE DRIVERS

BRAND ASSETS	CUSTOMER SATISFACTION	ORGANIZATIONAL KNOWLEDGE SHARING	MARKETING EFFECTIVENESS	OWNED DIGITAL MEDIA PERFORMANCE	EMPLOYEE TALENT, LEADERSHIP AND ENGAGEMENT
BRAND PREFERENCE	CUSTOMER LOYALTY	INTER - DEPARTMENTAL CONNECTEDNESS	SALES AND SERVICE EFFECTIVENESS	DIGITAL CHANNEL PERFORMANCE	PERCEPTIONS OF INNOVATION
BRAND MOMENTUM	CUSTOMER RELATIONSHPS	ORGANIZATIONAL MEASUREMENT CAPABILITIES	CHANNEL REACH, SHARE AND PERFORMANCE	DIGITAL EXPERIENCE	PRODUCT & SERVICE QUALITY

How Marketing Drives Firm Financial Performance

THE MASs MARKETING VALUE CHAIN SM

