

WILL

AI

CHANGE **MARKETING**

AND **SALES** FOREVER?



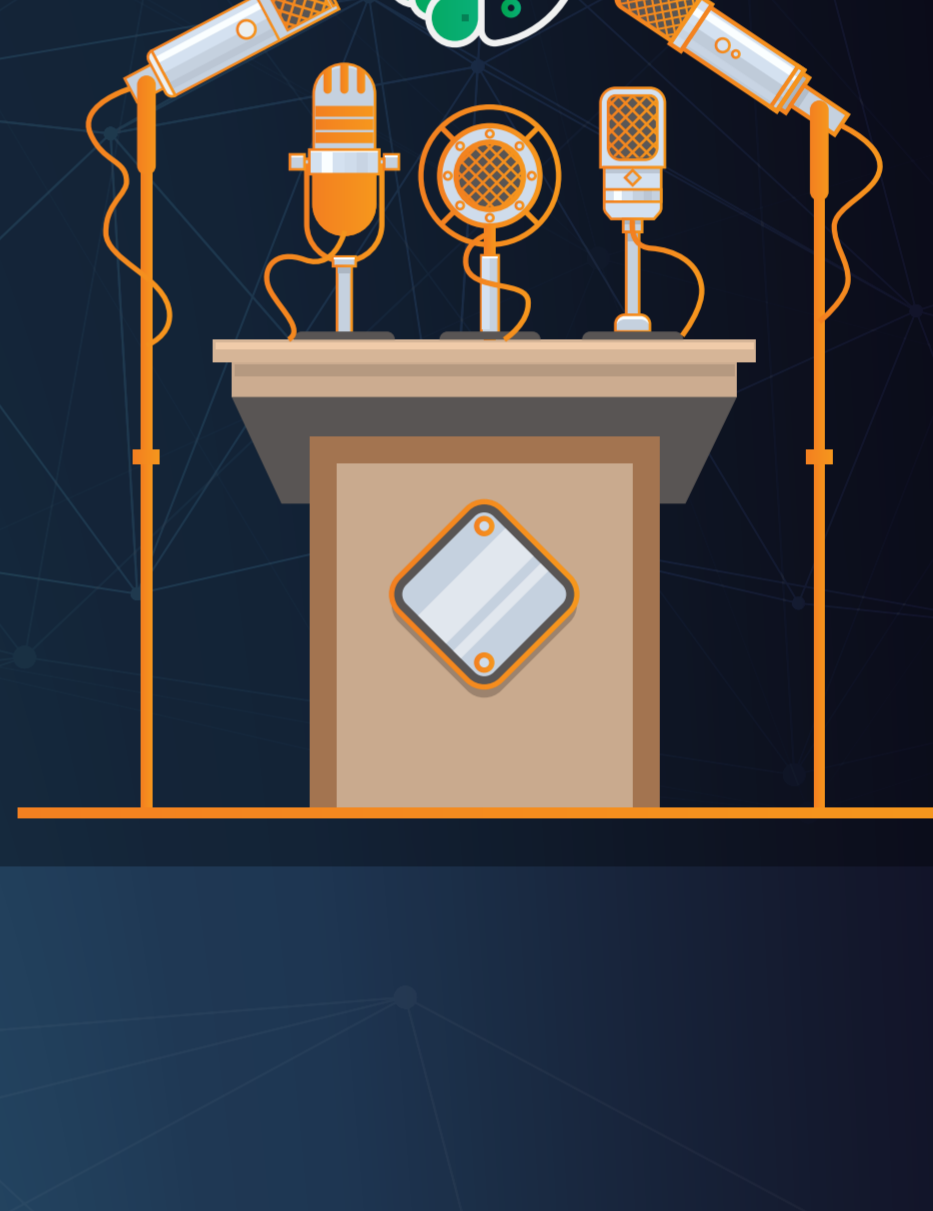
AI has moved from the realm of science fiction to everyday reality, with over 47 million U.S. adults having access to a smart speaker.

Artificial Intelligence, or AI, is a specialized branch of computer science **where computers perform tasks that normally require human intelligence.**



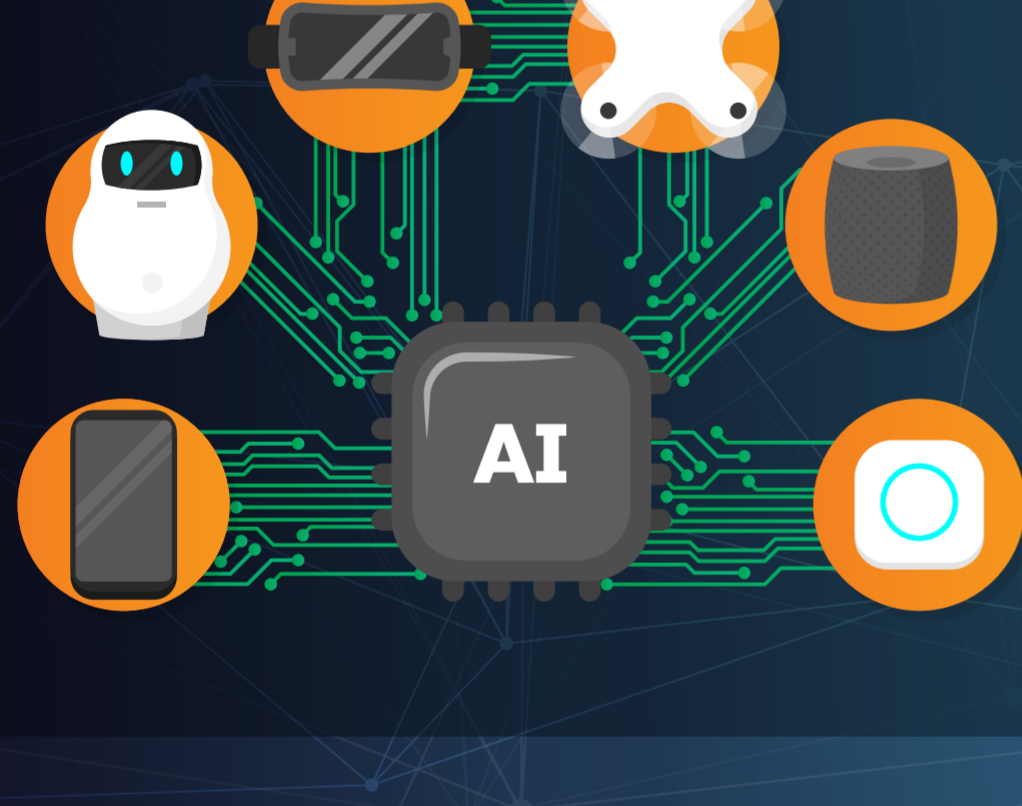
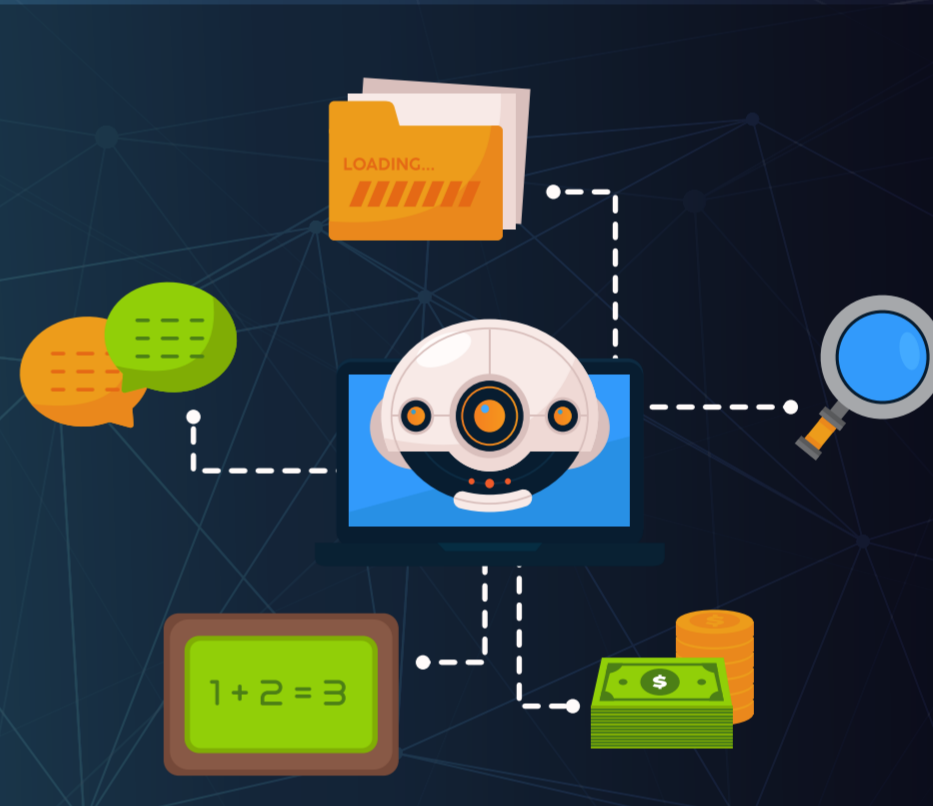
The goal of AI is to create and deploy systems that **can function intelligently, in human-like fashion, and perform human tasks independently.**

To understand how marketers view AI and how to leverage it, we interviewed marketers and AI experts from various industries **to learn how they view the value and viability of this emerging trend.**



They confirmed that AI is already **influencing the work and the world of marketing**, and its role is expanding.

Marketing-focused AI is generating content, personalizing it, targeting ads, helping score leads, **predicting who will buy, and playing a key supporting role in many marketing processes.**



Marketers need to understand how these applications are evolving so they can **fully exploit them and help shape the evolution of new AI uses for marketing.**

RECOMMENDED STEPS



Are you considering adding artificial intelligence to your marketing efforts?

ANA members have access to the full report, which include case studies on AI, but here are 3 steps to get you started:

1

Educate yourself on the technology and how marketers are already using it.

Sharpen your understanding of AI techniques, such as machine learning, and learn how marketers are gaining benefits from AI by creating content, improving online ad performance, predicting the success of marketing initiatives, and gaining better insights into customers.

2

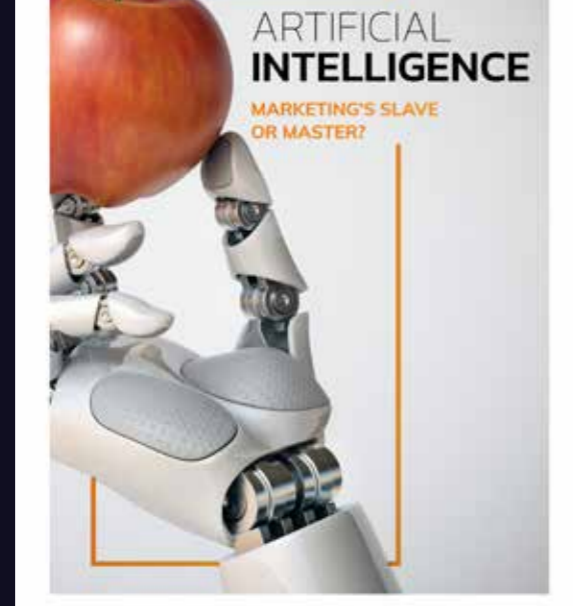
Start prototyping AI.

There are several easy entry points to start down the path of using AI. Chatbots can be applied as a service layer, adding new AI touchpoints to the customer journey. With Watson, you could try uploading data to use machine learning to help you gain insight. Finally, AI capabilities in your existing CRM or Marketing Automation platforms can be leveraged.

3

Optimize your content for voice search.

Data from several sources agree that voice search is rapidly rising, and that by 2020 half of all online searches will occur as voice searches. Voice search strings are generally longer than text searches, and they are usually posed as questions (spoken to a mobile phone or smart speaker) beginning with words like: who, what, how, where, etc.



To learn more about how marketers are using artificial intelligence, check out the [full research report](#).

You can also visit ANA's Innovation Hub for other cutting-edge marketing topics that are changing the world of marketing forever.