

Artificial Intelligence and the Future of Marketing

Econsultancy in collaboration with Tealium surveyed 529 executives responsible for their organisation's marketing data and technology in Europe. The survey, running from 6th March-2nd April 2020, included respondents from the UK (259 executives), Germany (111), France (84) and Spain (75).

Areas of focus included the rate of adoption of artificial intelligence (AI) and machine learning (ML), business areas it will most impact, results organisations are seeing, barriers to success and perceived future impact on marketing. The following infographic summarises key findings across all countries.

1 LEADERSHIP

Some 23% of the respondents stated that they "exceeded their top business goal by a significant margin". These respondents are described as leaders as they were consistently performing better in both technology adoption and in meeting their technology-related goals.

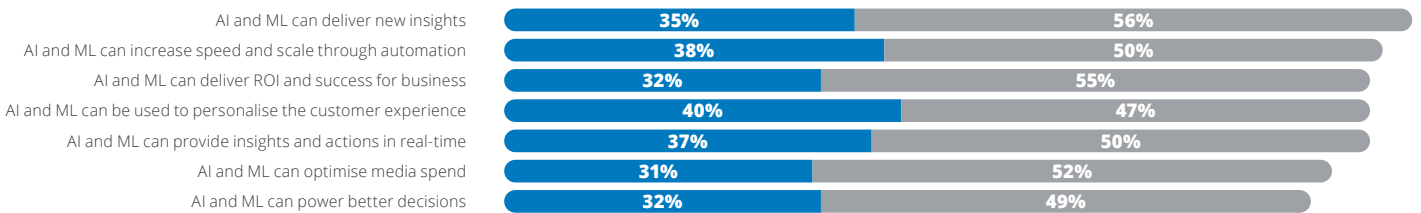
68%

of those that have exceeded their top business goals by a significant margin were already using AI/ML.

2 KEY BENEFITS OF AI/ML

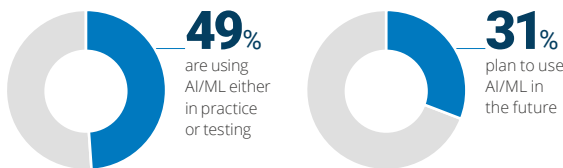
Organisations are in agreement on the benefits of AI/ML and were most confident that AI and ML can deliver new insights into customer data, with a total of 91% of respondents strongly or somewhat agreeing (35% and 56% respectively).

● Strongly Agree ● Somewhat Agree

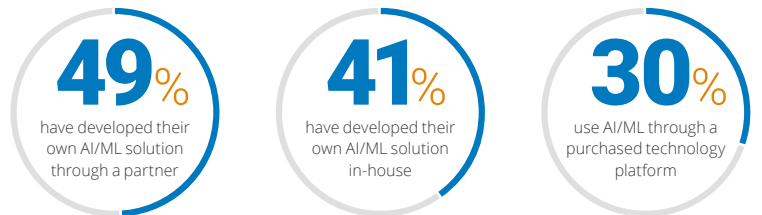


3 USAGE OF AI/ML BY ORGANISATIONS TODAY

The research shows that we are fast approaching a world in which every organisation either uses AI already, or is planning to do so.

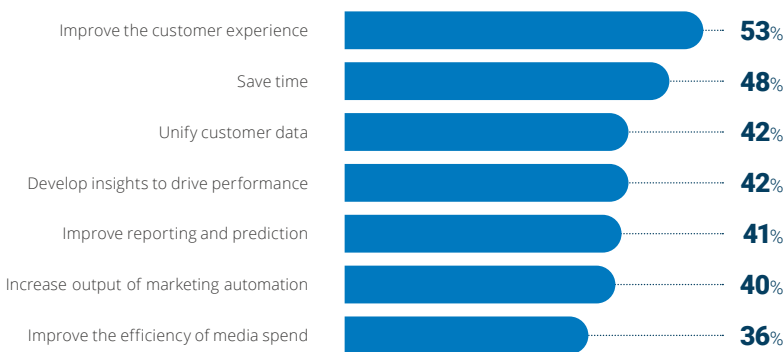


4 APPROACHES TO THE DEVELOPMENT OF AI/ML SOLUTIONS

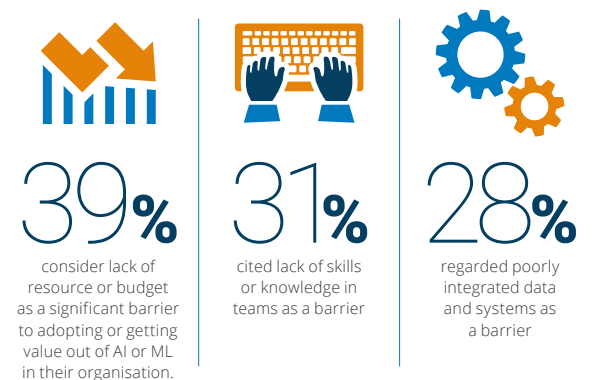


5 KEY GOALS FOR AI/ML

The goal that was key to the most respondents is also the most crucial: improving customer experience.



6 HUMAN, DATA AND TECH FACTORS COULD HOLD BACK AI/ML SUCCESS



7 LEVEL OF PRIORITY IN THE YEAR AHEAD

When asked to consider their organisation's priorities for the year ahead, respondents projected a high priority for data and analytics technologies as well as AI and ML.



8 PERCEPTION OF AI/ML'S ROLE IN MARKETING EFFORTS GOING FORWARD

Looking forward, organisations agree that AI/ML will have a positive impact on marketing in terms of customer personalisation, its ease of use, and its place in the tech stack.

