



Is your data platform ready
for marketing's AI era?

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Data is the foundation to differentiate itself through AI



Which AI model?
Which ML library?
Which LLM?
Use Predictive with GenAI?
Use AI Assistant or AI Agent?

Data is duplicated, outdated, missing & siloed.
What about unstructured data?
Person who handled data has left the company!
Am I using unauthorized data?
Do I have the right data for personalization?



AI failures

**When AI goes wrong:
Compliance lessons from Air
Canada's chatbot Turbulence**

- The Register

**McDonald's is
scrapping its AI drive-
thru experiment**

- OECD.AI

**NYC's chatbot tells
businesses to
break the law**

- CX Today

**Toys 'R' Us AI-
generated ad sparks
fear, fascination**

- Forbes.com

**NEDA suspends AI chatbot
for giving harmful eating
disorder advice**

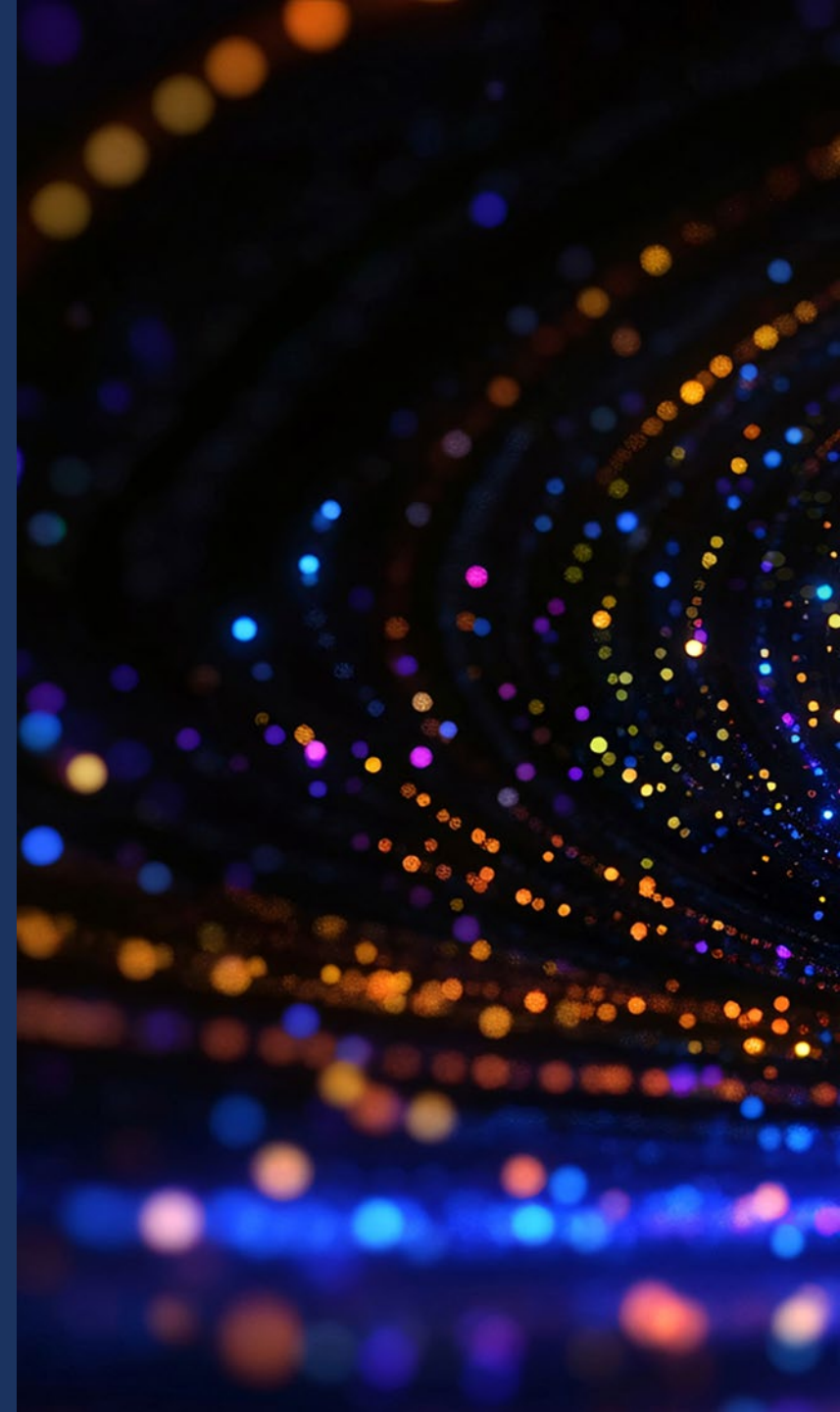
- Psychiatrist.com

Key topics

Prepare for AI-led marketing experiences with a unified data platform

Differentiate your brand by implementing data governance practices

Close the gap between insights and execution with right data and AI to drive personalization



Customer experience is only as powerful as the data it is dependent on. If your data isn't ready, AI will amplify mistakes, not fix them.

Greatest influence on your organization's marketing strategy in the next 12-18 months

37%

Create a unified omnichannel experience across all journeys

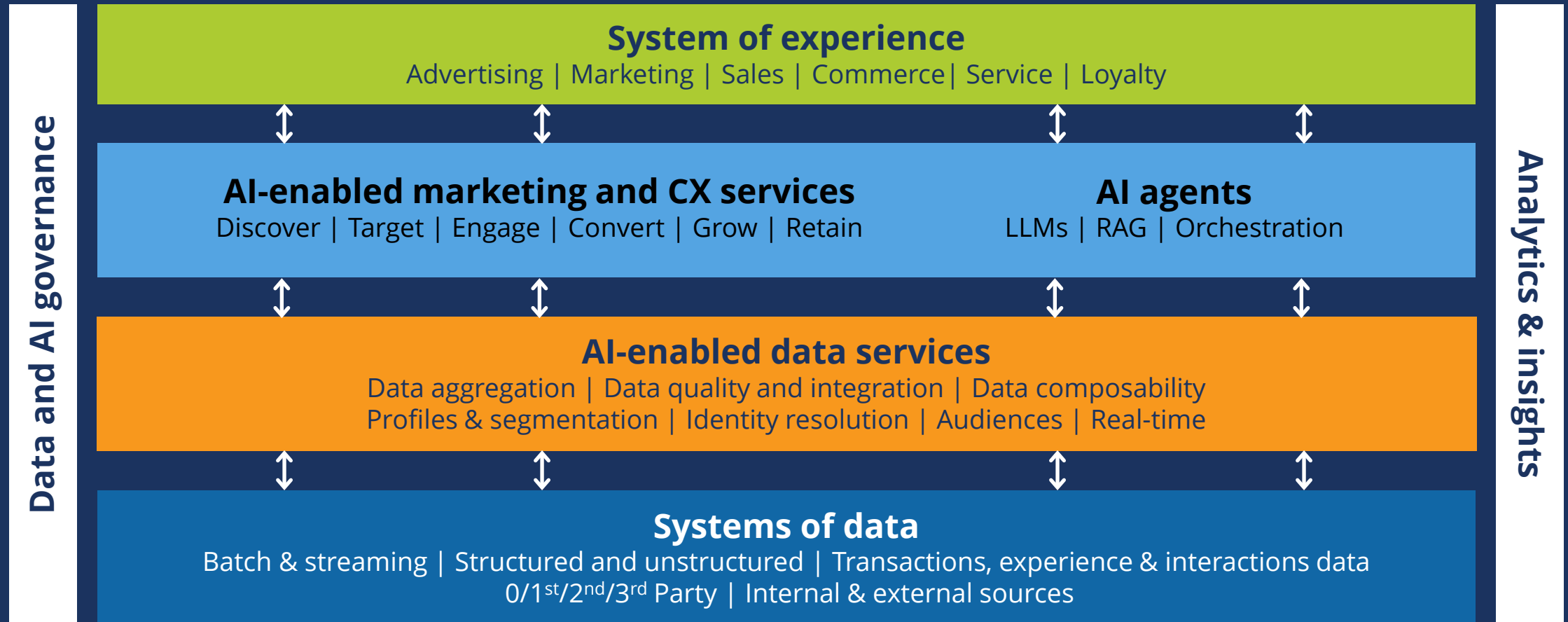
35%

Increased use of AI in marketing programs

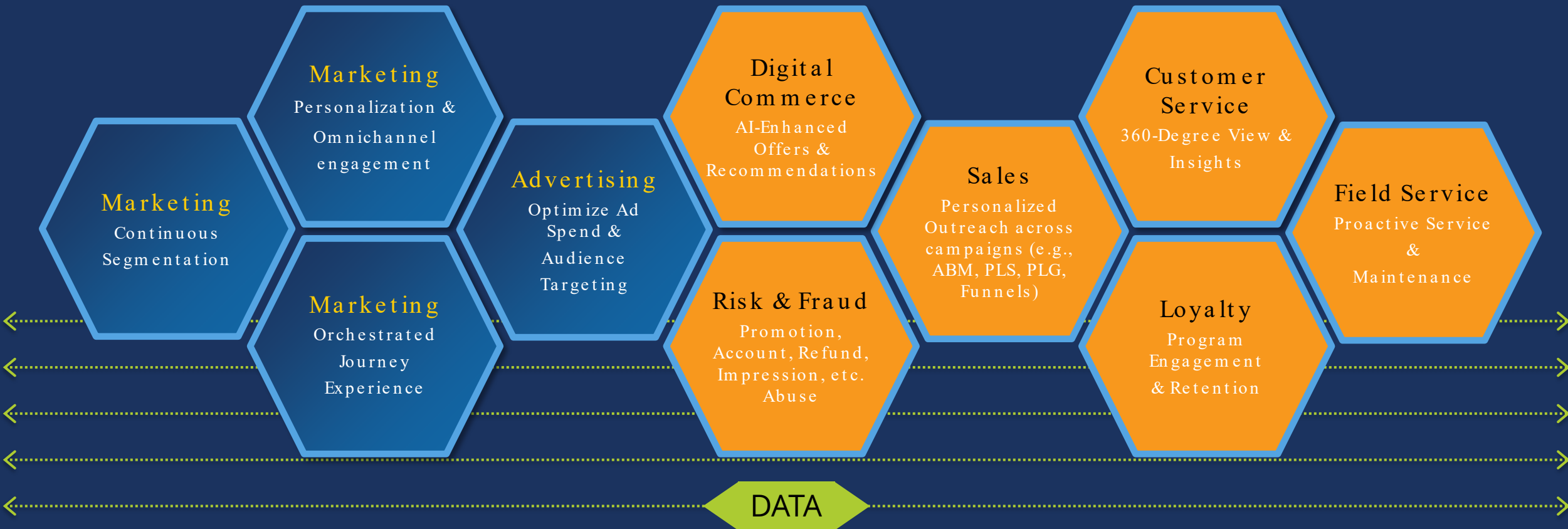
34%

State of data maturity, integration & MarTech readiness for AI




Unified data platform



Unified data across the customer engagement cycle



AI-led automation requires varied data treatments

AI role	Description	Use cases: Marketing	Data needs
 Assistant	Creates: Enables content automation for productivity and collaboration	Content creation – Persuasive product descriptions for websites; create scripts for videos; draft email content for campaigns	<ul style="list-style-type: none">• Access to enterprise, KM systems• Context retention & short-time memory• High-quality training data
 Advisor	Connects: Synthesizes disparate data; suggests insights for decisions.	Automated A/B journey testing – Automate generation of ad content variants for testing and optimization to determine which ones perform best.	<ul style="list-style-type: none">• Data aggregation across segments, journeys, etc.• Omnichannel data unification• Context awareness
 Agent	Acts: Independently drives outcomes by creating workflows with or without humans in the loop.	Campaign design & management – Create campaign, creative, testing, segmentation, and in-flight multi-channel optimization based on narratives from marketers.	<ul style="list-style-type: none">• Domain specific, high-quality labeled data• Large-scale, multi-modal data integration• Data Pipelines for continuous learning

Trust-based marketing: Synchronize, establish and automate

40% of CMOs had Brand & reputation concerns as their top-most challenge with implementing AI/GenAI in next 12 months

Data Governance

Synchronize policies

- Align it to customer-centric goals & outcomes
- Align it to specific AI use cases in marketing
- Align it to regulatory and risk requirements

Establish trust

- Transparency into data used for AI training
- Establish clear roles for data ownership
- Privacy-by-design, data security, and consent management principles

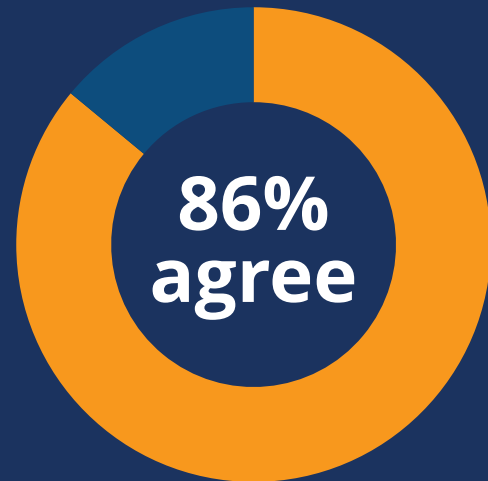
Automate intelligently

- AI observability to monitor quality of data
- Automated bias detection and mitigation using AI
- Intelligent data classification & categorization

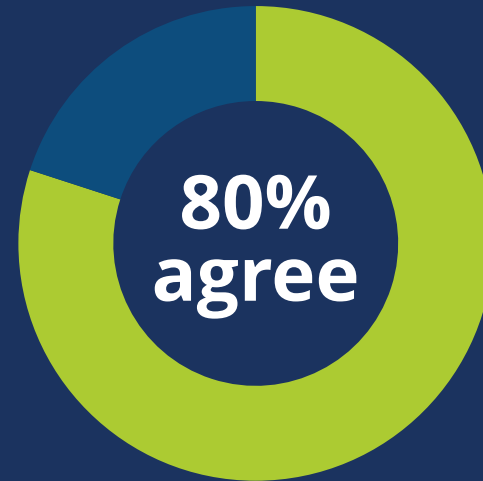
Buyers increasingly expect personalized content and engagement

How do you feel about the way that vendors try to personalize their communication with you?

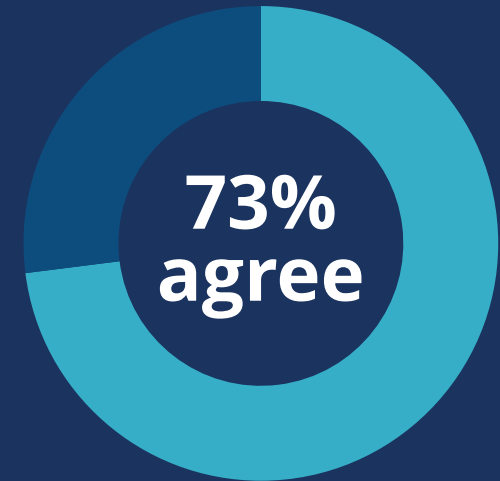
It's useful when a vendor recommends relevant context/ next steps



Personalized communication makes me feel cared about



It's useful when ads for things I might be interested in find me



AI-driven personalization is about acting in the moment with context

Continuous

- Integrate streaming, IoT, or event data for real-time processing needs
- Agentic AI for prescriptive and autonomous actions
- Monitoring, feedback, and loops for learning

Contextual

- Situation awareness (e.g., individual, event, location, etc.), Embedded (in-app) and dynamic (time of day)
- Predictive AI augmented with Generative AI
- Integrate structured and unstructured data

Connected

- Cross-functional integration of systems, workflows, and agents
- 1st and 2nd party data to enhance profiles
- Graph data for complex relationships

Essential guidance

01

Invest

- ✓ Invest in unified Data Platform for priority AI use cases based on goals, risks & outcomes
- ✓ Look for AI capabilities to continuously optimize customer engagements

02

Prioritize

- ✓ Assign data ownership within marketing, but make it collaborative with CIO/IT
- ✓ Partner with CIO/IT to treat governance as enabler of customer trust, not a constraint

03

Implement

- ✓ Close the gap between insights and actions for in-the-moment engagements.
- ✓ Adopt and/or augment systems that addresses data and model drift and new AI patterns



For additional information

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