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IDC Directions

The new world of AI:
Changing digital experiences
and marketing's playbook

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Strategy: The journey evolves from augmented marketing to AI marketing

Imperatives

Marketing + AI

AI marketing

Imperatives
- AI-driven content strategy
- Reskilling & training for AI-first marketing

Marketing + AI
- Shifting from search to AI-led content discovery
- Multi-modal content strategy for engagement
- LLM optimization replaces traditional SEO

AI marketing
- Multi-modal content creation (video, text, images)
- AI-driven hyperpersonalization
- Predictive audience targeting / segmentation
- Autonomous AI-driven campaigns
- AI-powered analytics & insights

TRUST & OVERSIGHT

Use cases in marketing

Marketing operations

- Continuous micro segmentation
- **Instantaneous insights**
- Autonomous Voice-of-Customer

Campaign marketing

- **Dynamic journey discovery**
- **Unique messaging at scale**
- Smart LDR
- Autonomous campaign

Content marketing

- Dynamic SEO optimization
- **Derivative content**
- **Local context translation**

Web marketing

- Personalized digital assistant
- Hyper-personalized web page
- Personalized offers

Advertising and creative services

- **Video creation from scripts**
- Audience tested advertising
- **Personalized promotions**

The creative scientist: AI-augmented creativity

1 **Prompt engineering**
Master the art of crafting AI inputs for high quality outputs

2 **Generative AI collaboration**
Generate campaign ideas and use AI to co-create ad copy

3 **Pattern recognition**
Use AI-driven insights to see gaps and spot trends
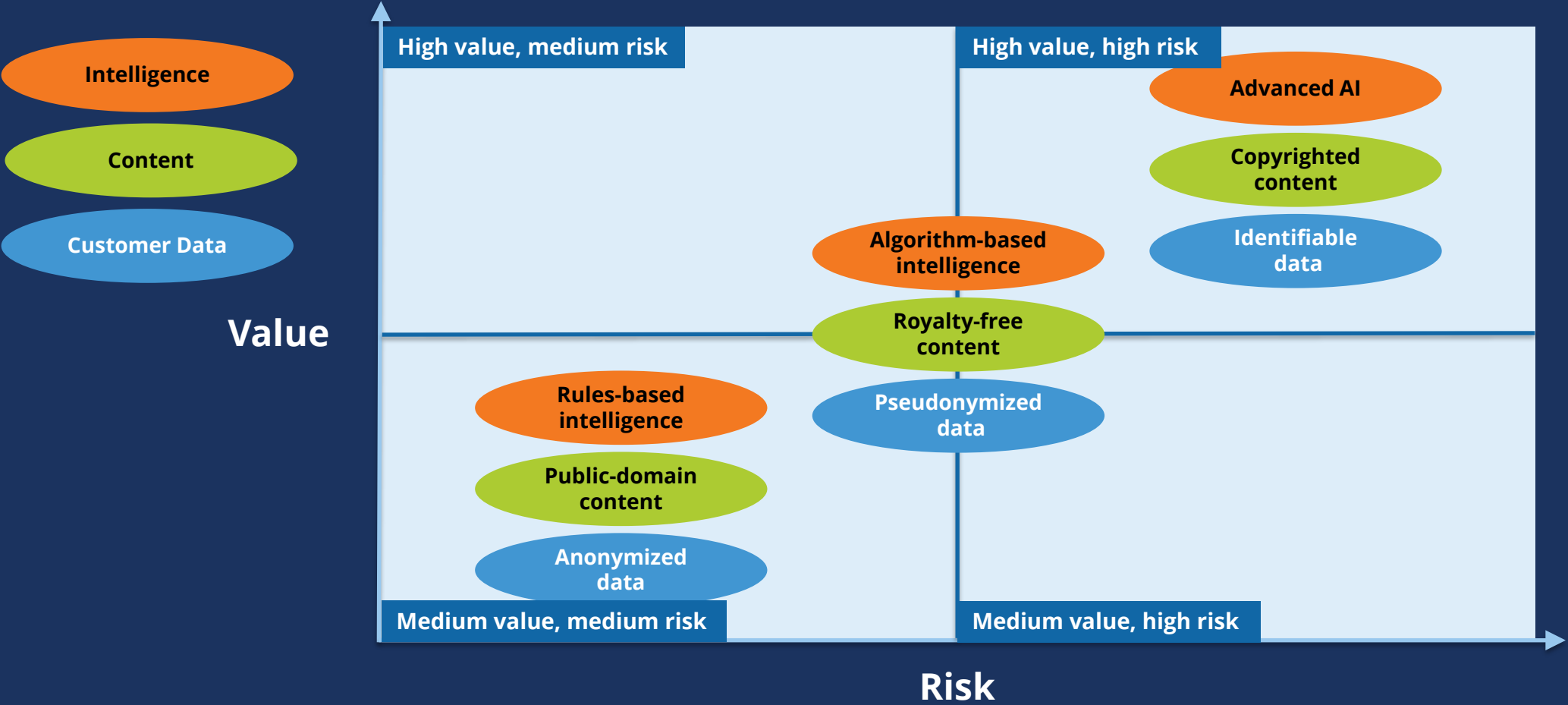
4 **Human-AI storytelling**
Use AI-assisted data and content to draft emotionally resonant narratives

Marketers must balance value with risk when prioritizing investment

Balance value–risk decision to help prioritize investments

Legend:
- Intelligence (orange)
- Content (green)
- Customer Data (blue)

Quadrant chart (Value vs. Risk):

High value, medium risk (top left)

High value, high risk (top right)
- Advanced AI
- Copyrighted content
- Identifiable data

Center:
- Algorithm-based intelligence
- Royalty-free content
- Pseudonymized data

Medium value, medium risk (bottom left)
- Rules-based intelligence
- Public-domain content
- Anonymized data

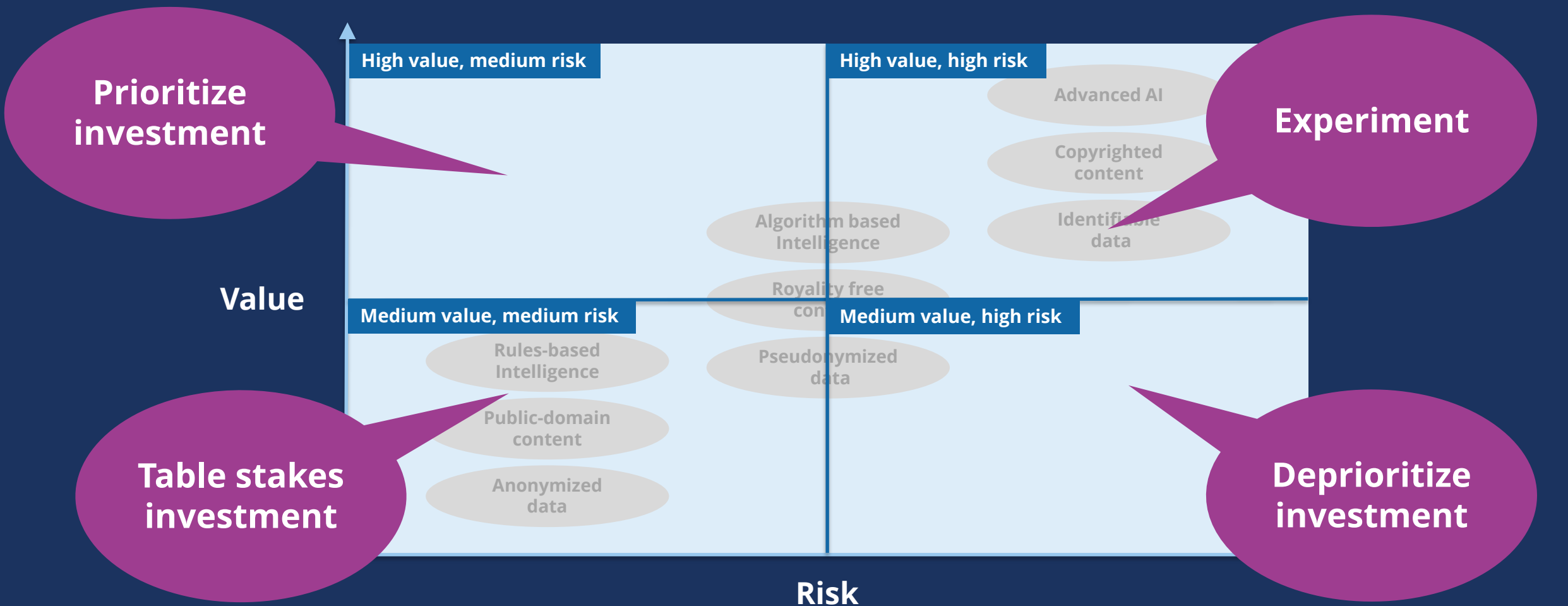**Medium value, high risk** (bottom right)

Axes: Value (vertical), Risk (horizontal)

Marketers must balance value with risk when prioritizing investment

Balance value–risk decision to help prioritize investments

Prioritize investment

Experiment

Table stakes investment

Deprioritize investment

Value

Risk

High value, medium risk

High value, high risk

Medium value, medium risk

Medium value, high risk

Advanced AI

Copyrighted content

Identifiable data

Algorithm based Intelligence

Royalty free content

Rules-based Intelligence

Pseudonymized data

Public-domain content

Anonymized data

Remember: The key AI use cases in marketing

Top use cases being implemented in next 12 months

Marketing operations

- Continuous micro segmentation
- **Instantaneous insights**
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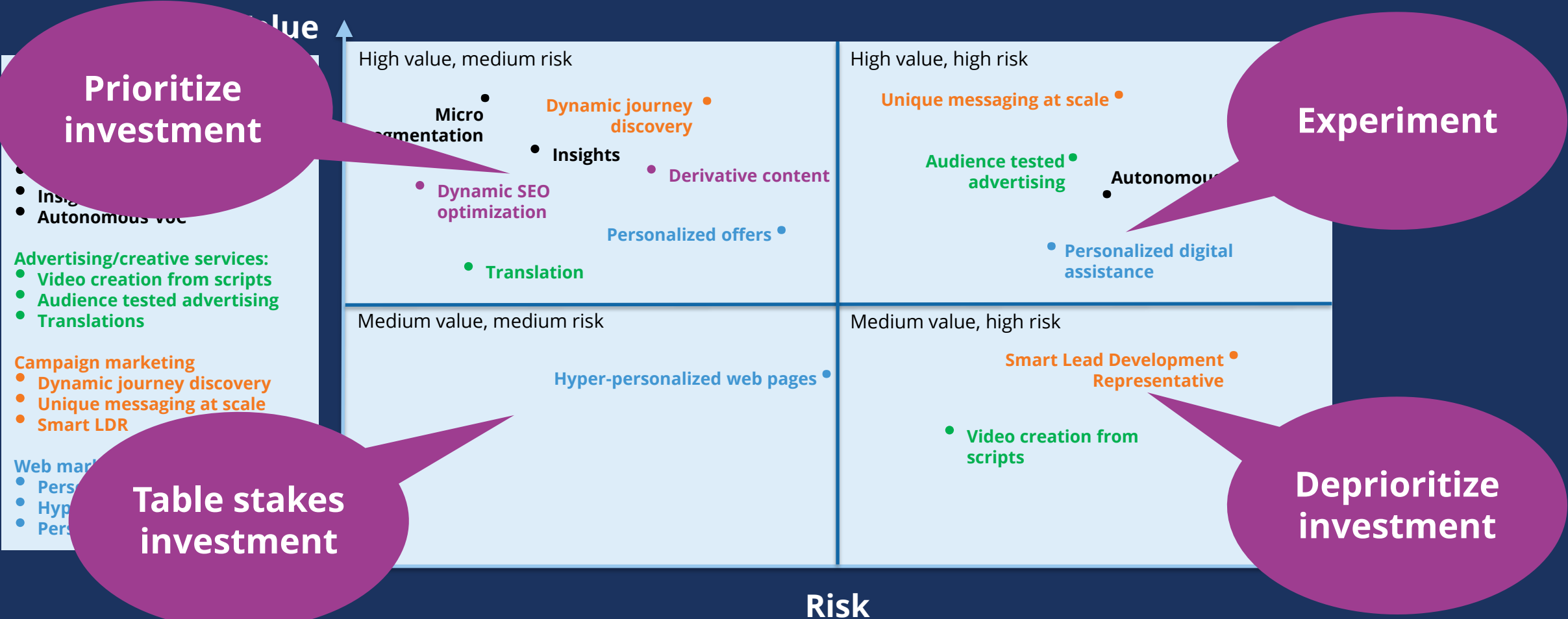## Web marketing

- Personalized digital assistant
- Hyper-personalized web page
- Personalized offers
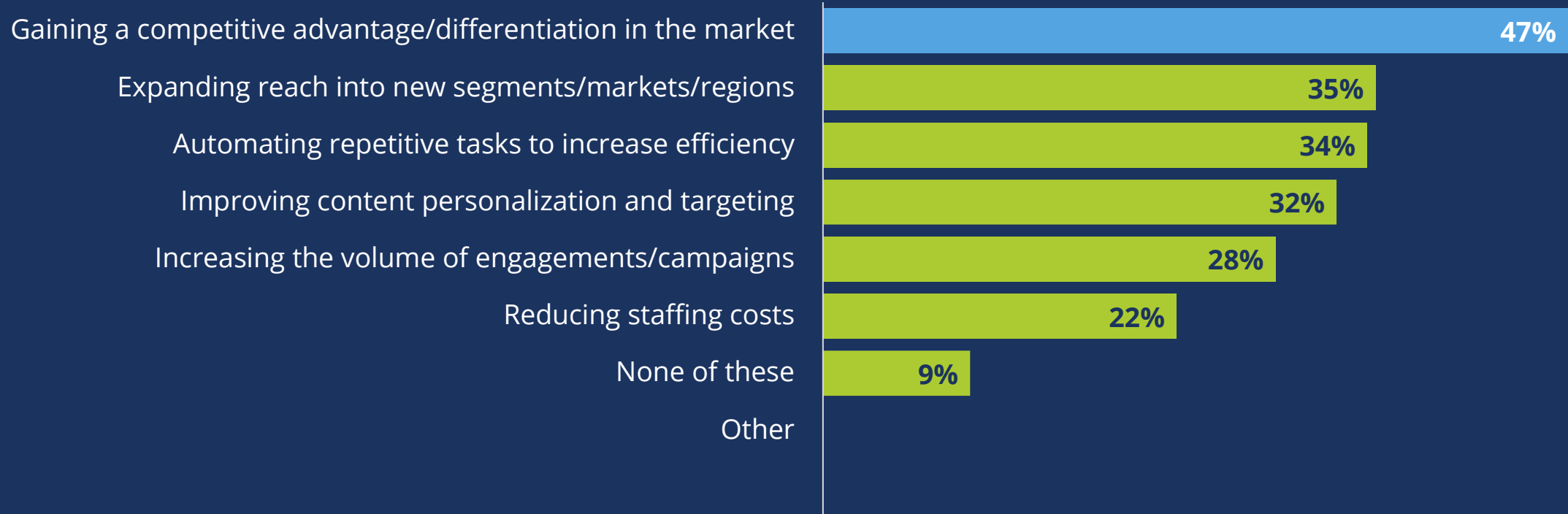
Remember the key marketing use cases?

Value ↑

High value, medium risk
- Micro segmentation
- Dynamic journey discovery
- Insights
- Dynamic SEO optimization
- Derivative content
- Personalized offers
- Translation

High value, high risk
- Unique messaging at scale
- Audience tested advertising
- Autonomous
- Personalized digital assistance

Medium value, medium risk
- Hyper-personalized web pages

Medium value, high risk
- Smart Lead Development Representative
- Video creation from scripts

Risk →

Prioritize investment

Experiment

Table stakes investment

Deprioritize investment

Side panel:
- Insights
- Autonomous VoC

Advertising/creative services:
- Video creation from scripts
- Audience tested advertising
- Translations

Campaign marketing
- Dynamic journey discovery
- Unique messaging at scale
- Smart LDR

Web marketing
- Personalized...
- Hyper...
- Personalized...

The agent opportunities: Assistants, advisors, agents

MARKETER

ASSISTANT

ADVISOR

CAMPAIGN

Research & ideation

Content strategy & planning

Personalized content generation

Audience targeting & segmentation

Performance analysis & A/B testing

Lead scoring & nurturing recommendations

Information gathering
- Competitive insights
- Trending topics
- Audience behavior analysis
- Keyword research

- Automated blog drafts
- Email sequences
- Ad copy
- Social media posts

Advises on market trends, emerging customer needs, and competitive insights, recommends customer journey improvements, and refines lead qualification criteria

- Real time campaign performance insights
- A/B test results
- Optimization suggestions
- Provides strategic insights to optimize decision making

CREATIVE SCIENTIST

Experience orchestration

Marketing must soon prioritize AI agent and agentic workflow investment

From assistance to entire agentic workflows

AI assistants / AI advisors	Autonomous AI agents	Agentic workflow
AI provides recommendations for decision making & facilitates content generation	Humans interact with an agent to enhance and accelerate specific tasks	Humans interact with dynamic and customized workflow enabled by multiple agents
TECH Embedded AI capabilities	Productization of AI agents within existing tech stacks	Virtual workforces of "AI" agents and marketplaces
EXAMPLE Personalized content generation	Web page personalization for target audiences	Full cycle campaign management

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How to derisk marketing use of AI

Top 6 marketing leadership challenges implementing AI/GEI

Challenge	%
Brand and reputation protection (e.g., ethical and responsible use of AI policies, governance, corporate response to negative experiences)	**40%**
Cost/complexity of technology, integration and implementation	36%
Lack of clarity/policy from vendors on use of our data to train their application LLMs	30%
3rd party IP and copywrite infringement concerns	24%
Managing through workforce reduction expectations from executive leadership	23%
Lack of/limited internal data readiness to effectively train the models	23%
Closing gaps in required skillsets	22%
Accuracy of outputs; hallucinations	21%
Lack of/limited 3rd party data sources to effectively train the models	21%
IP leakage and security concerns	20%
Other	0%

Derisking AI:

1. CMO must lead governance
2. Build a strong relationship with your CIO

IDC's CMO Priorities Survey 2024, N=534

Next actions

1 **AI is transforming marketing**– enabling scalable engagement and seamless orchestration. The shift is happening now—ensure you're on board.

2 **Prioritize investment:** It's time to review your current and near future investments in AI, then use this assessment to strategize and prioritize your investments in this new technology.

3 **Focus on derisking AI:** Marketing leaders must implement strong AI, data, and content governance processes to protect the brand, and form a close relationship with the CIO to help manage the new complexity.

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Thank You!

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