The AI Series

How AI is rewriting the marketing playbook

ACXIOM

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The AI revolution is not a future event – it's reshaping consumer behavior and marketing strategies now. Brands that fail to adapt risk being left behind. The challenge? Navigating the hype and turning AI's promise into tangible results.

AI is influencing consumer behavior

The consumer journey is becoming shorter, more conversational, and less reliant on brand websites and ad interactions. AI is making it much easier for consumers to find, compare, and quickly assess brands completely outside of any direct interaction with the brand.

AI is transforming the marketing landscape

To keep up with AI-driven consumer behavior changes, marketers are adapting their strategies. Not only are they looking at ways to adapt AI within their own operations, but they must also shift how they reach and acquire new customers, how they retain and build loyalty, and how they measure overall marketing performance.

Discovery is changing:

- Traditional ad exposure shift: AI-powered platforms are enabling more precise ad targeting and delivery, potentially reducing reliance on traditional channels and demanding a shift towards data-driven strategies.
- Content 2.0: AI enables the creation and delivery of personalized content at scale, requiring marketers to move beyond generic messaging and embrace dynamic, customer-centric experiences.
- Technology rapid fire: The constant influx of new AI tools and platforms demands that marketers leverage agile technology adoption strategies to stay ahead of the curve. The onslaught of tech innovation can also lead to distraction for marketing.
- New marketing operations models: AI is driving the need for new marketing roles and organizational structures, fostering cross-functional teams equipped to leverage AI-driven insights and automation.
- New CX paradigm: AI is enabling more personalized and seamless customer experiences across all touchpoints, demanding a shift towards AI-powered chatbots, personalized recommendations, and predictive customer service.
- Search for AI: AI is reshaping search engine optimization (SEO) and search engine marketing (SEM) shifting toward generative engine optimization (GEO), requiring marketers to optimize content for AI-powered search algorithms and leverage AI to analyze search data.

Risks and mitigation: Addressing AI's challenges

AI offers undeniable potential, but risks like bias, privacy concerns, lack of transparency, security vulnerabilities, and potential job displacement must be addressed. Having a clean, connected, and permissioned data foundation is what powers effective AI. AI can perpetuate biases, leading to unfair outcomes, and AI-driven data use raises privacy concerns. The "black box" nature of some AI can lack accountability, and AI systems are vulnerable to cyberattacks. Finally, automation may impact marketing roles.

It's vital to mitigate these risks through bias detection via rigorous data audits, privacy-enhancing technologies that protect customer privacy with advanced techniques, and explainable AI (XAI), prioritizing transparent AI models. Having robust security, protecting AI systems from cyber threats, developing ethical AI frameworks, maintaining human

oversight in AI decision-making, and continuously monitoring to ensure fairness and reliability is critical.

How to maximize value from data, tech and AI

Unlock the full potential of AI-driven marketing with data orchestration for the AI era. Brands need to unify, connect, and prepare their data to build expertly curated AI ecosystems. This requires having the right combination of data expertise, connected identity, and data with a curated AI model ecosystem to realize a new era of CX. Brands that do this can achieve measurable marketing performance improvements such as increased conversion rates, improved customer lifetime value, and reduced marketing costs.

Steps brands can take to realize AI potential

- Get Data Ready: Build a clean, connected, privacy-compliant, and AI-ready data foundation. This means brands can trust their data quality and the results that AI generates across the marketing ecosystem.
- Tailor AI Solutions: Find tailored solutions that address brand-specific marketing challenges and use cases. From AI-powered customer segmentation, predictive churn analysis, personalized product recommendations to generating personalized creative and CX.
- Curate the Right AI Ecosystem: Brands need flexibility. Find the right tech, partners, and model types to create a diverse and best-in-class AI toolkit that best fits the needs and budget.
- Leverage Experts: The solution is not only about tech, but it also takes the right expertise to realize the potential of AI. Find the right partners that can grow your curated ecosystem, elevate your marketing operations, and drive internal adoption across the enterprise.

We can help

Acxiom puts data to work. We solve complex challenges for the world's leading brands and agencies by unifying, connecting, and preparing data for AI-driven marketing and decision-making, maximizing technology investments. As leaders in data ethics and governance, Acxiom brings a privacy-first approach to serving clients globally, with locations in the U.S., UK, Germany, China, Poland, and Mexico.

Connect with Acxiom on LinkedIn and discover more at Acxiom.com.

Acxiom and IPG's Interact platform empower brands to leverage AI responsibly, maintaining trust and upholding ethical standards. We unlock the full potential of AI-driven marketing. Specializing in data orchestration for the AI era, we unify, connect, and ready data, to accelerate your success with innovative solutions from our expertly curated AI ecosystem.

Contact us at **info@acxiom.com** to learn more about how we can help with your AI journey.

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