

Keynote Presentation | [AI in Marketing]

Forecasts, Opportunities and Challenges with AI in Marketing



HCLSoftware

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Marketing Trends



77%

CMO's are under increased pressure to demonstrate an ROI from their Martech solutions

69%

Believe the Quality of their data is crucial to their success.

63%

global marketers lack the skills to leverage the technology in their current marketing stack

75%

CMO's have flat or Decreasing Marketing Budgets

It's too late to wait and see

80%

of Marketers are
integrating some
form of AI into their
digital Marketing

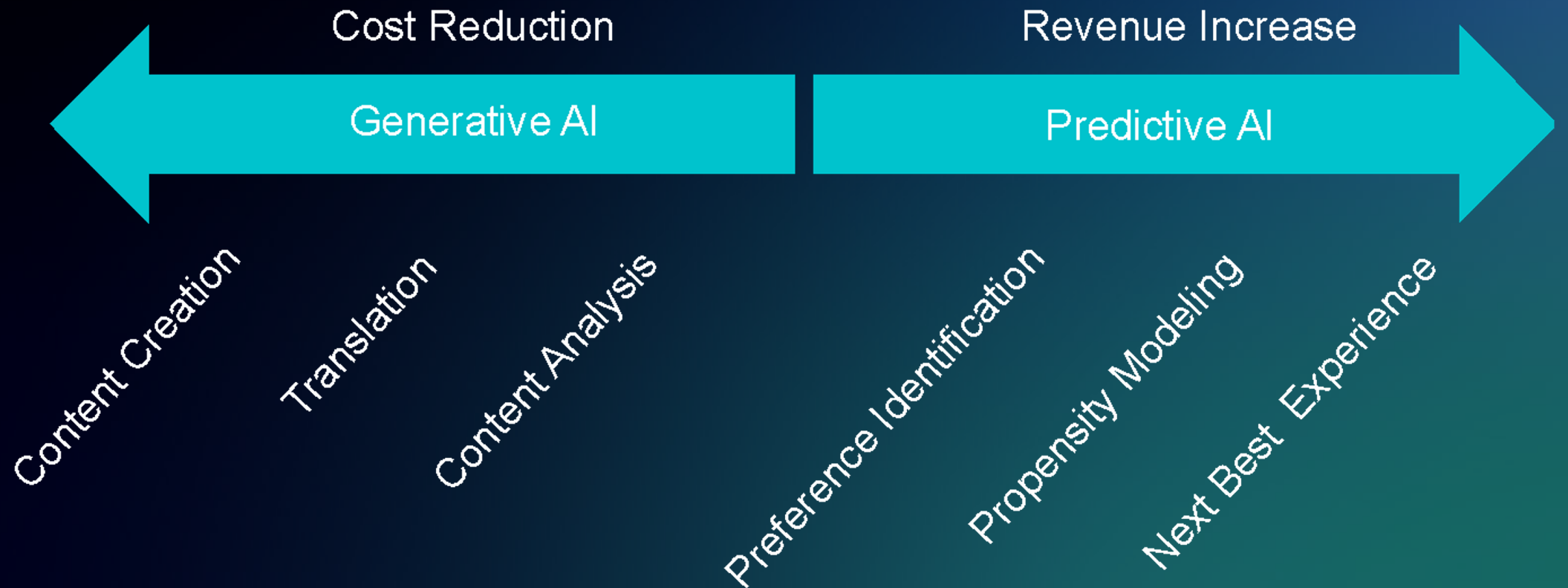
+20%

increase in worker
efficiency without loss
in quality

2.6x

More likely to
increase revenue by
10% or more

Generative and predictive AI both hold potential for marketers



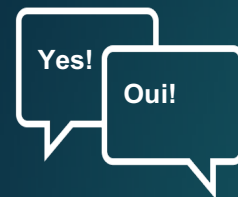
Generative is all about content



Brand
Creation



Marketing
Copy

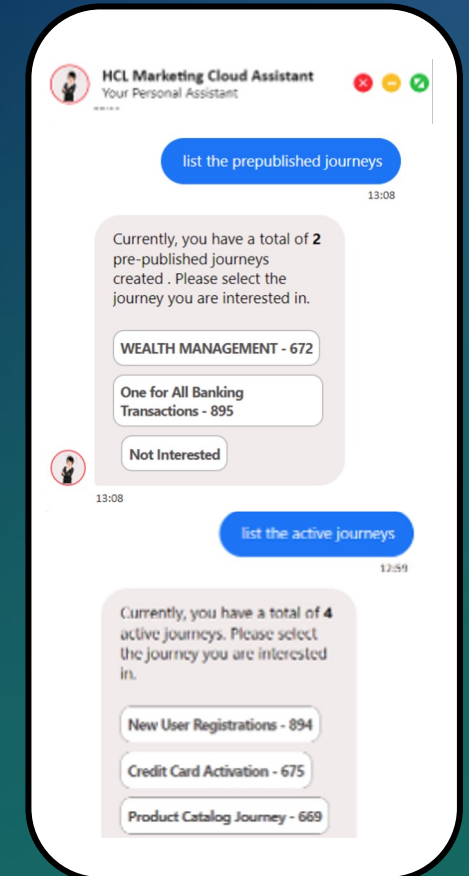
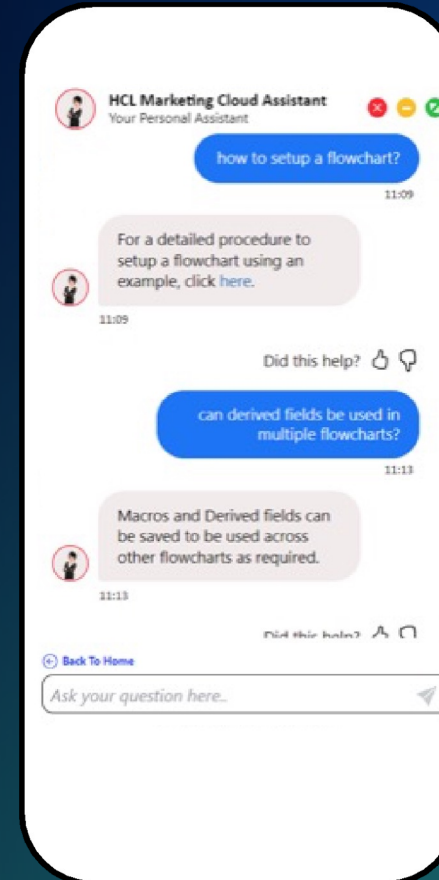


Real-time
Translation

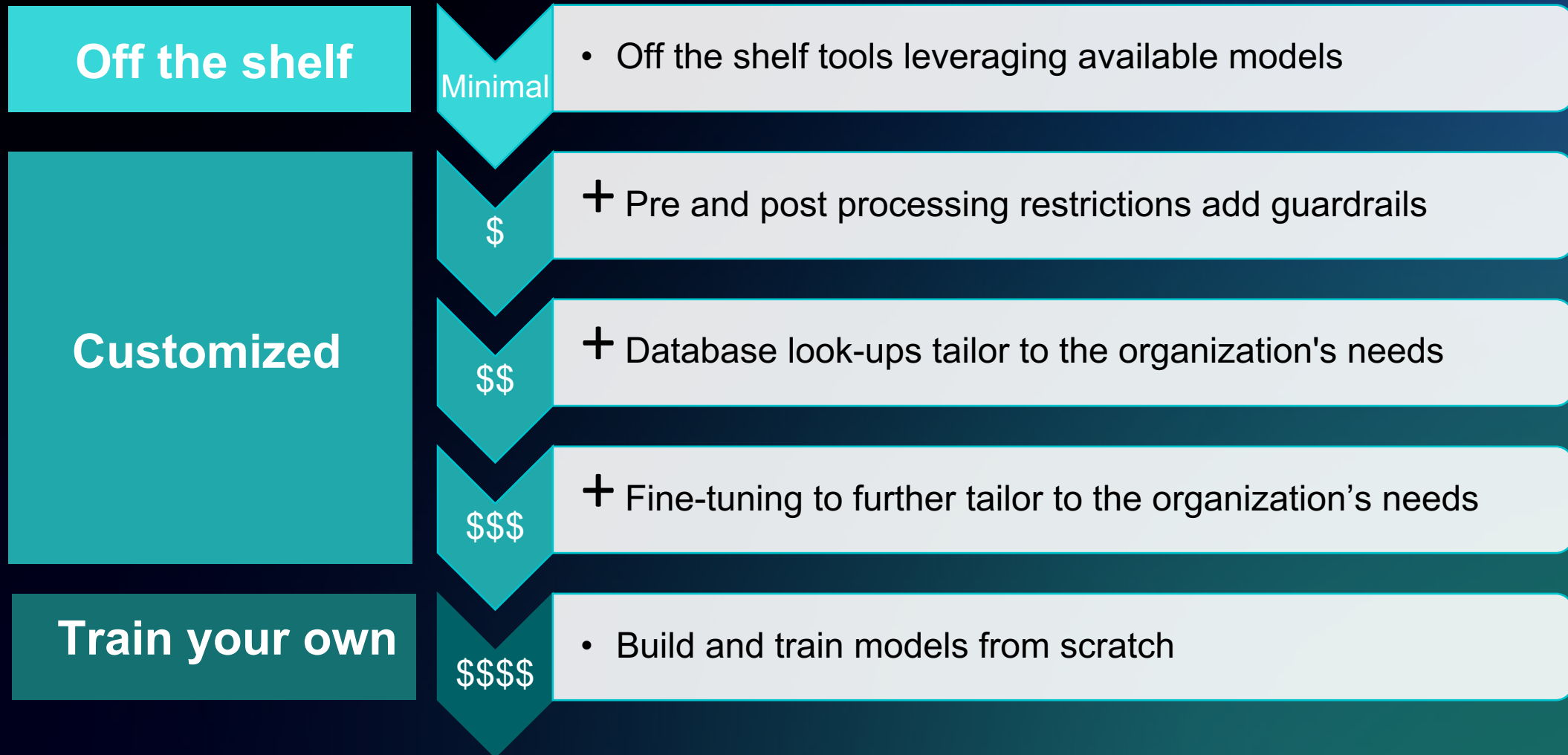


Dynamic
Code

Generative AI as a UI



The more you spend, the more you control





Confident yet wrong



$241 - (-241) + 1$



$241 - (-241) + 1$ is equivalent to $241 + 241 + 1$, which simplifies to $483 + 1$. So $241 - (-241) + 1$ is equal to 484.



Predictive is all about impact

200%

Increase in offer
response rates

Next Best Experience

51%

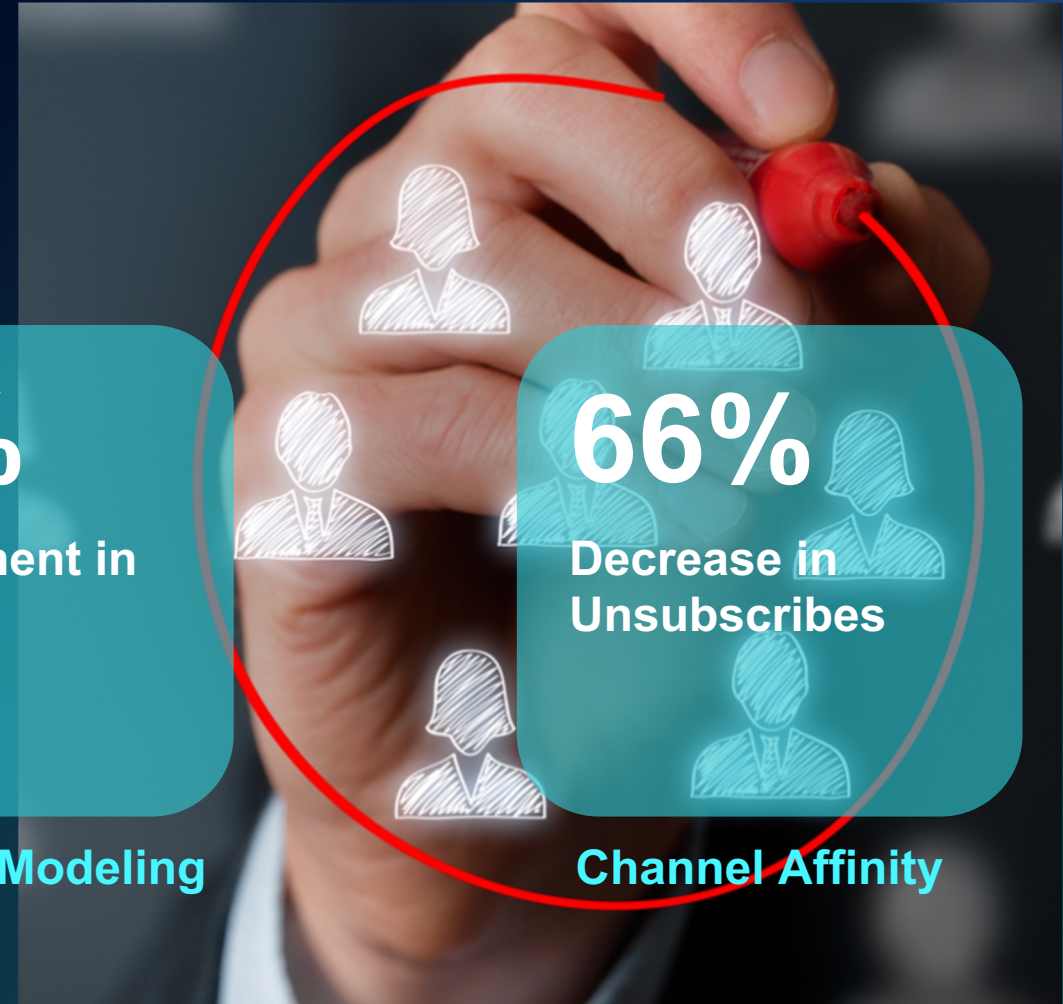
Improvement in
open rate

Propensity Modeling

66%

Decrease in
Unsubscribes

Channel Affinity



Causality moves beyond predicting events to curating journeys

- Understand the causal relationship between events
- Combine offer data with behavioral data to bring insight to customer journeys





Creepy vs. cool



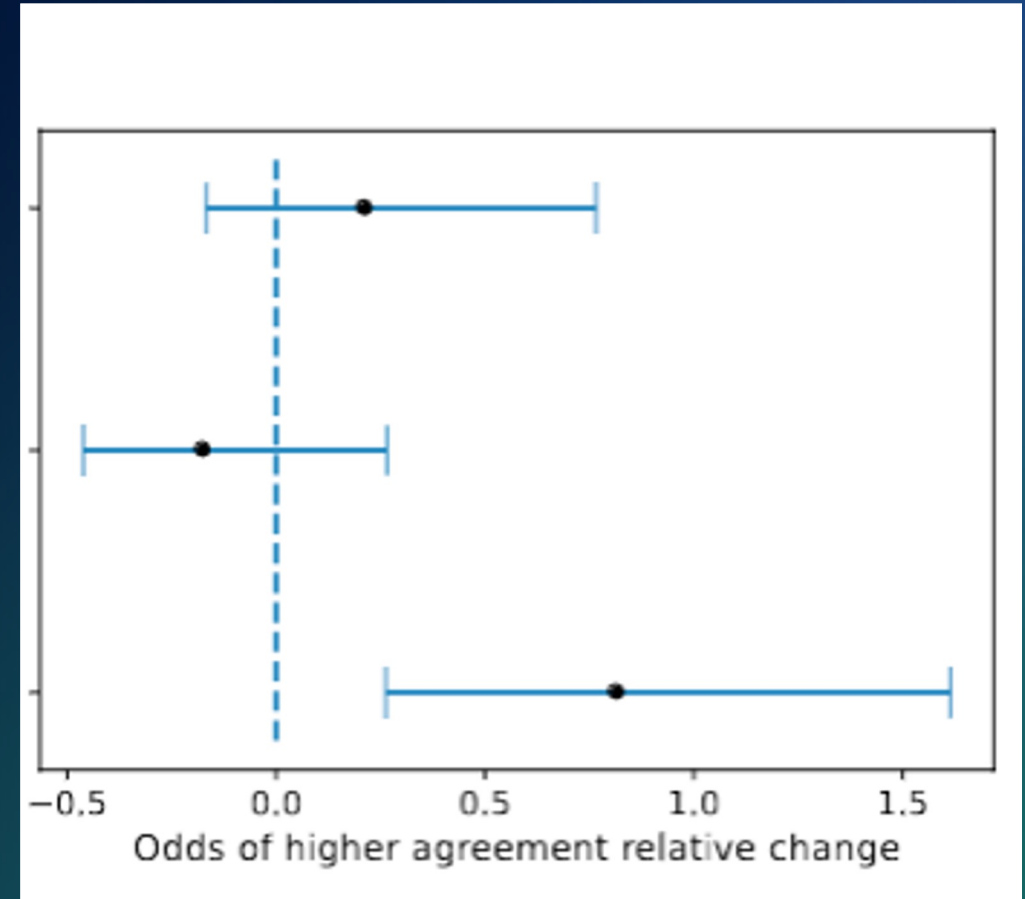
When you bring generative & predictive together, things get personal



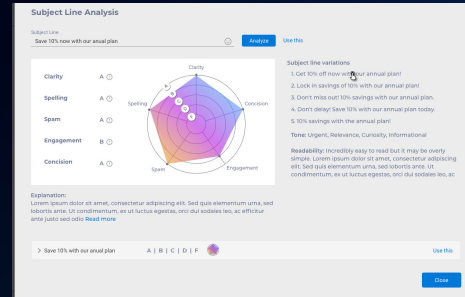
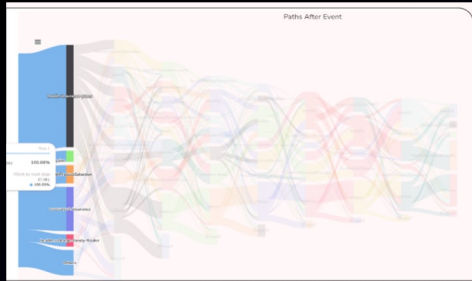
Personalized, AI powered conversations can outperform humans

The conversational persuasiveness of personalized AI

Human to AI
Human to Human,
Personalized
Human to AI,
Personalized

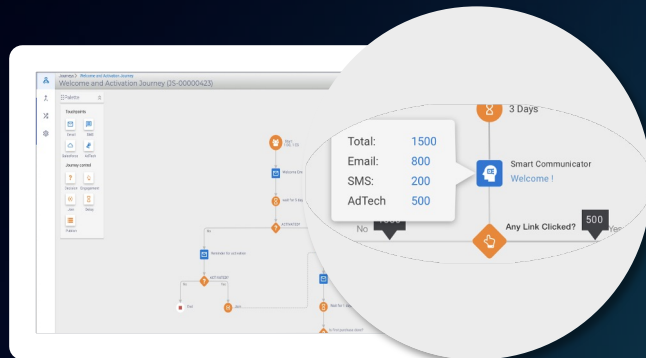


Using AI to drive hyper-personalization



Predictive AI

Generative AI



Scalable Hyper-personalization

NLP based UI

HCL Marketing Cloud Assistant
Your Personal Assistant

list the pre-published journeys

13:08

Currently, you have a total of **2** pre-published journeys created. Please select the journey you are interested in.

- WEALTH MANAGEMENT - 672
- One for All Banking Transactions - 895
- Not Interested

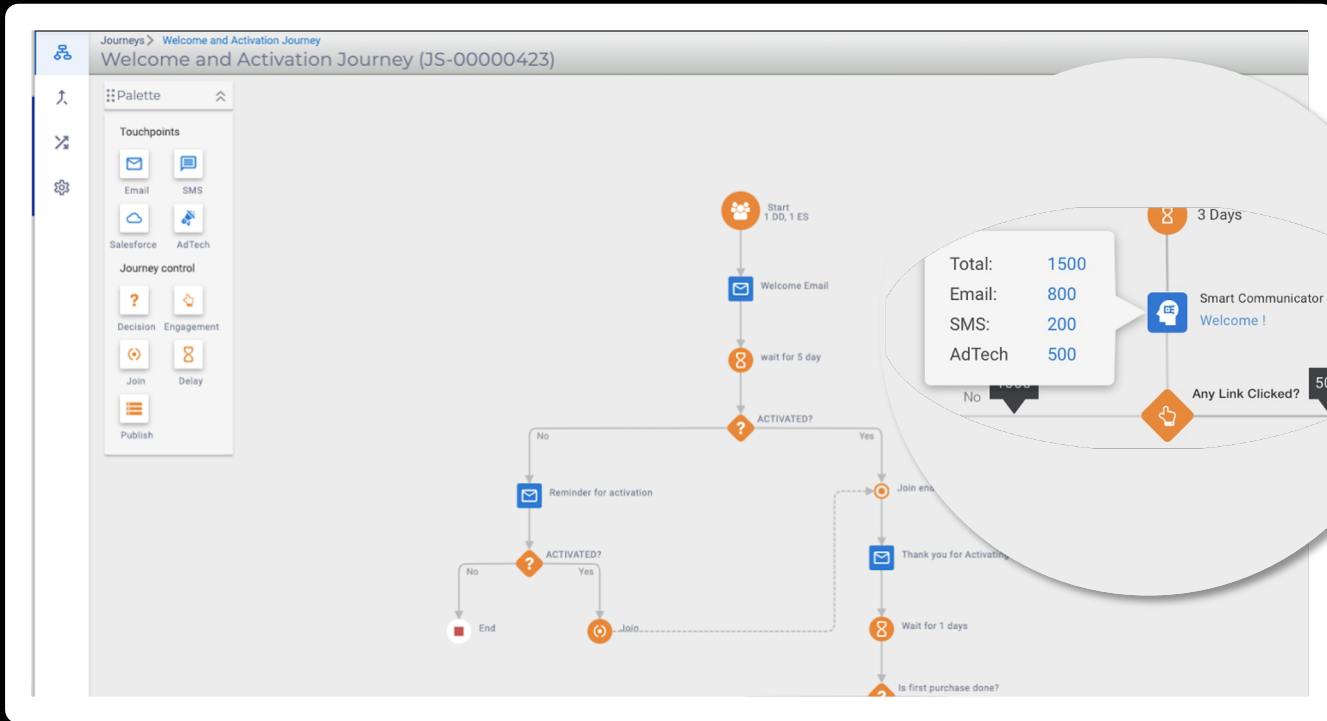
list the active journeys

13:59

Currently, you have a total of **4** active journeys. Please select the journey you are interested in.

- New User Registrations - 894
- Credit Card Activation - 675
- Product Catalog Journey - 669

Personalization at scale....



Split

Touchpoint ID : #000043334

Name
10% Off Channel test

Description
Check which Channel perform is better

Conclude Rule
Score condition is met

Score

100/333	120/333	170/334
Path A Score 92 (Email - Open)	Path B Score 90 (SMS - Reply)	Path C Score 100 (Push - Open)

Winner
Total contacts passed through the path (post concluded)
13,644



**It all comes down
to trust**

Every AI initiative begins and ends with data

69% of global marketers say audience data is critical to their efforts.

26% of global marketers are confident in their audience data

45% Consumers are willing to share data but they expect a high value return.



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