Keynote Presentation [AI-Powered Marketing] Leveraging AI for Customer Loyalty & Surviving the GTM Crisis

DEREK GRANT
VP Enterprise Strategy
Kaltura

BERLIN

Surviving the GTM crisis: leveraging AI for customer loyalty

Derek Grant

March 2025

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Thank you for joining me!

Derek Grant

VP Enterprise Strategy, Kaltura

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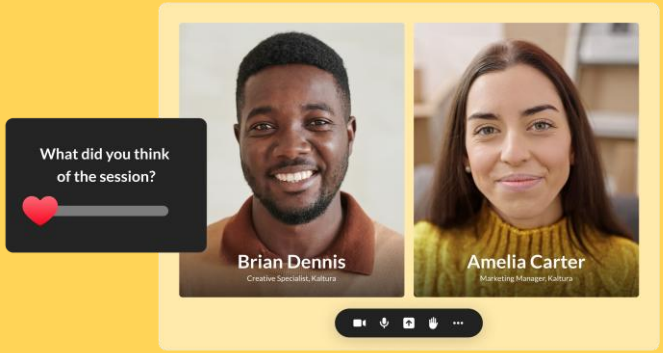
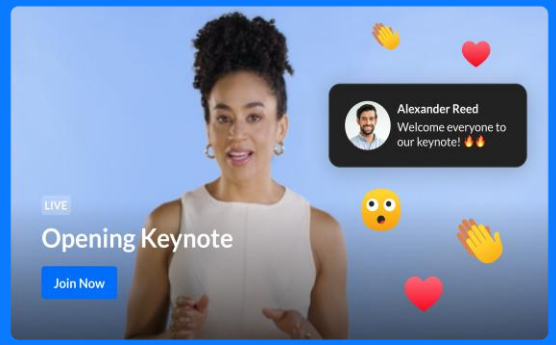
AI-powered video experiences to boost your reach, engagement, first-party data, and ROI

Webinars



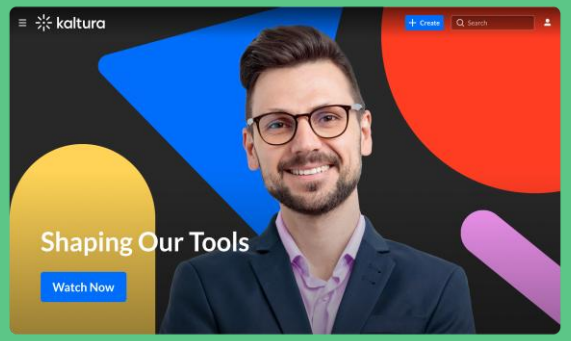
Virtual & hybrid events



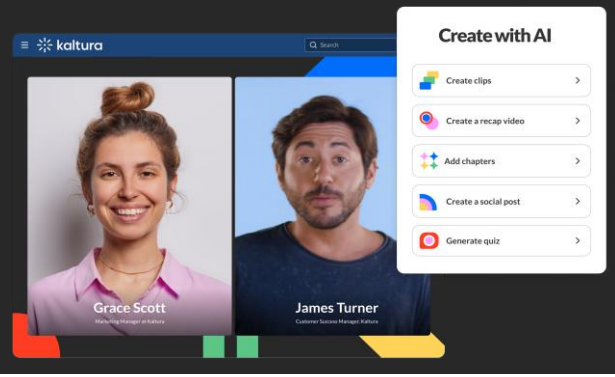
Community hubs

Podcast player

Video web experiences



Content intelligence lab



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There's a GTM crisis

it's time to shift focus

- Customer acquisition costs are rising
- The market is increasingly volatile
- **Nurturing** and **retention** are the new priority

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Measuring intent:

Unlocking data to drive retention

Customer intent is key – but only 53% of marketing decisions are data-driven (Gartner).

We can uncover signals with the help of:

- Zero-party data
  - Registrations, polls, surveys
- First-party data
  - On-demand views, repeat visits, engagement metrics

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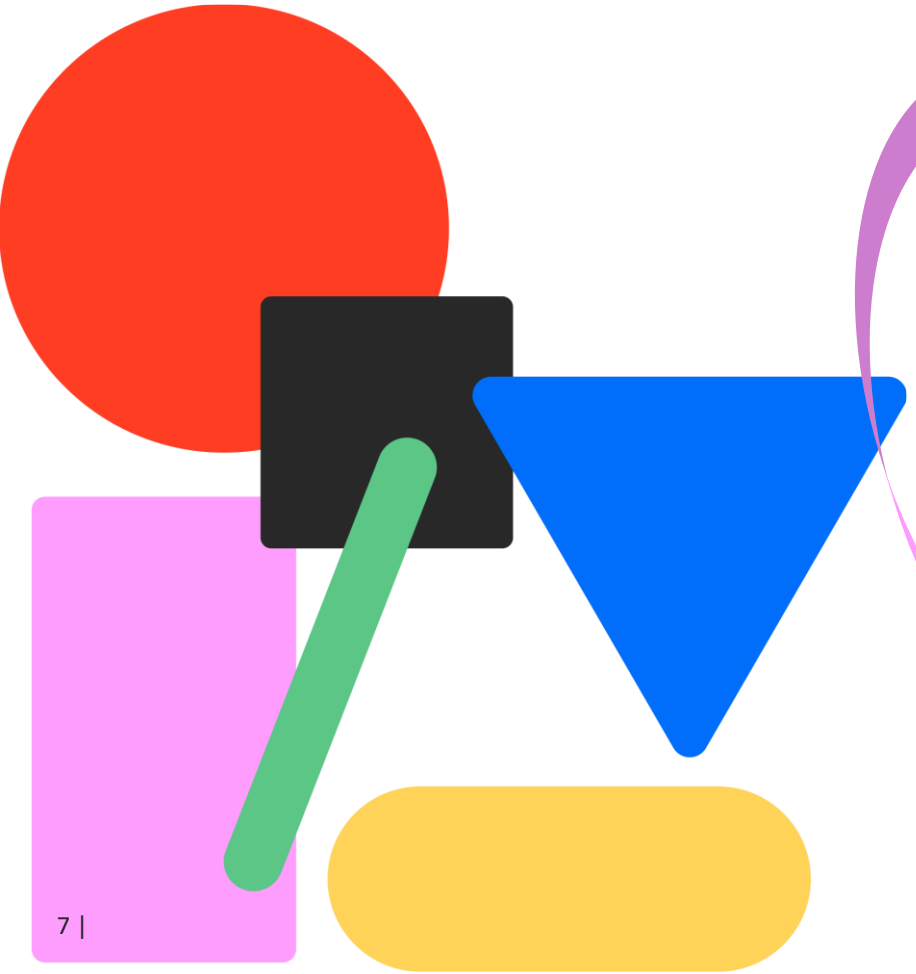
Now what to do with that data?

We need to match intent with the right messaging



Provide personalized experiences that match intent signals and user behavior

Attended a webinar but didn't engage? → Send a recap with tailored content

Downloaded a white paper? → Trigger a nurture campaign with related insights

AI helps scale personalization to make customer interactions feel the most relevant and valuable

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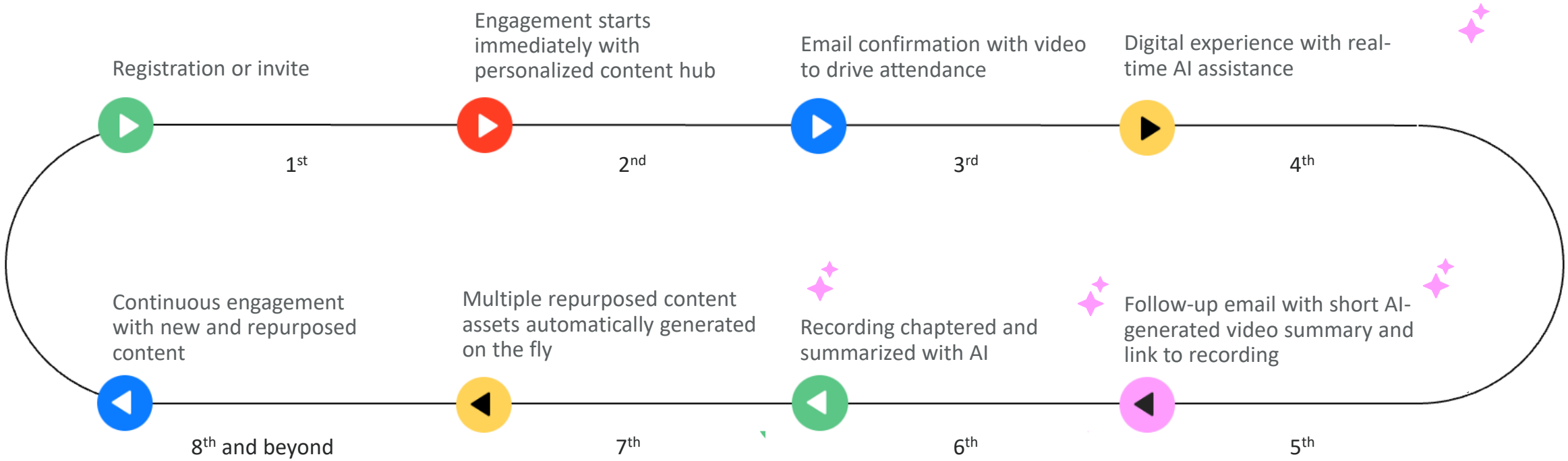
Rethinking video as a retention tool

Create better, more personalized video experiences at scale to drive lasting customer growth



Engagement data from all touchpoints is displayed on Kaltura's analytics dashboard

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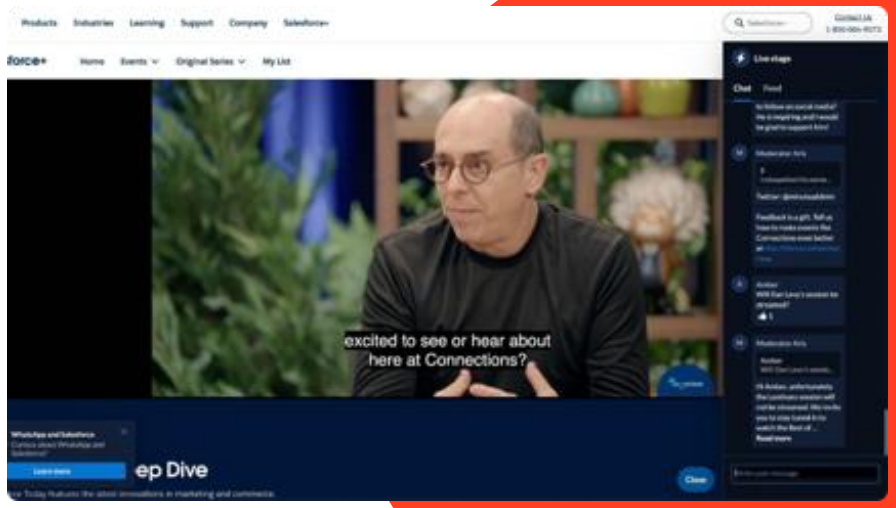
Community building = Real business impact

Salesforce boosted engagement by 536% leveraging the right technology in their flagship events and online streaming platform.



The AI-powered retention playbook: next steps for marketers

3 Immediate actions:

- Start tracking zero and first-party intent data
- Use AI for personalized content and real-time engagement
- Build always-on engagement hubs for community and retention

AI isn’t a magic fix—it’s a tool that amplifies a strong retention strategy.

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Thank You

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