

The Real Reasons You Need to be Thinking about Artificial Intelligence

By the year 2025, Artificial Intelligence (AI) is expected to be a \$190 billion industry. AI or machine learning uses your customer data and behaviors to predict, segment, target, personalize and optimize your digital marketing – giving you more conversions and better ROI. If you aren't thinking AI, now is the time to get real about what it can do for you.

IMPROVE THE CUSTOMER JOURNEY

Customers Want It

Consumers (84%) say they want to buy from a company they think is innovative.



It's Personal

71% of consumers say they prefer the personalized ads, content curation and product recommendations generated by machine learning.



Customer Service

Chatbots are 24/7/365 and 63% of consumers say they prefer to message a chatbot versus talk to a human customer service representative.



49% Will Shop More

Nearly half of consumers say they will shop more frequently when chatbots or AI tactics are deployed.



34% Will Spend More

34% say they are likely to spend more money when targeted with AI tactics.

<http://customerthink.com/new-study-reveals-importance-of-innovation-to-consumers/>
<https://www.marketingdive.com/news/study-71-of-consumers-prefer-personalized-ads/418831/>
<https://learn.g2.com/artificial-intelligence-statistics>
<https://www.aitrends.com/ecommerce/one-third-shoppers-spend-ai-used/>

AI = ROI

50% More Leads

Marketers using AI and machine learning report a 50% increase in sales leads. They also report a 40-60% drop in costs.



Increased Conversions

87% of marketers using personalization in email and/or on their website say they have seen a significant lift in conversions.



Positive Returns

82% of early AI adopters report positive returns on their investment.



\$36.8 Billion in Revenue

By the year 2025, it's projected that revenue from AI use in ecommerce will be \$36.8 billion worldwide.

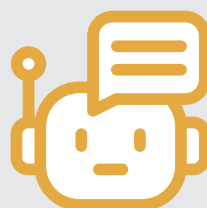
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<https://www.tractica.com/newsroom/press-releases/artificial-intelligence-revenue-to-reach-36-8-billion-worldwide-by-2025/>

STAY COMPETITIVE



Rapid AI Adoption

In the past four years, the number of companies using some form of AI has increased 270%.



All About the Bots

80% of market leaders say they're currently using chatbots or will be using them by 2020.

38% Increase in Profits

By 2035, some experts predict AI will generate up to as much as 38% more profits for top users.



\$1.2 Trillion Potential

As soon as next year, companies using AI are positioned to take away \$1.2 trillion of market share from companies not yet embracing the technology.



<https://www.gartner.com/en/newsroom/press-releases/2019-01-21-gartner-survey-shows-37-percent-of-organizations-have>
https://www.oracle.com/webfolder/s/delivery_production/docs/FY16h1/doc35/CXResearchVirtualExperiences.pdf
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<http://adgorithms.com/blog-forrester-predicts-ai-driven-companies-have-advantage/>

Let's Get Real with Artificial Intelligence



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