

1

AI goes way beyond Siri and chatbots: Dynamic pricing, content generation platforms and even predictive customer service are all different types of AI.

Data quality matters: AI isn't magic; it just makes it easier and faster for you to gather insights from larger volumes of data.

5

AI means different things to different people. According to Weber Shandwick, consumers think "robots" when they hear AI, but in the martech world it can mean anything from true artificial intelligence to overpriced smoke and mirrors.

2

AI-driven marketing won't steal your job, but it's going to change it. A machine will beat us every time when it comes to the speed and volume of data it can analyze and report on, but businesses will always need talented human marketers to help them connect with their human customers.

3

7 Things Every Marketer Needs to Know About AI

6

AI is only getting bigger. According to PwC, AI could contribute **\$15.7 trillion** to the global economy in 2030.

The gap between AI ambition and execution is huge. According to a report by BCG and MIT Sloan Management Review, **85%** of survey respondents believe AI will help their business obtain/sustain a competitive advantage, yet only **1 in 5** has incorporated AI into some of its service offerings.

7

4

"Human talent ...is far more scarce than either data or computing power."
– The Economist, 12/7/17

