

salesforce

AI Is Calling

Are you listening?

Mathew Sweezey

Salesforce, Director of Market Strategy

@msweezey



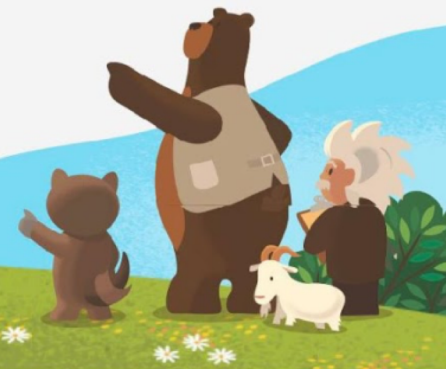
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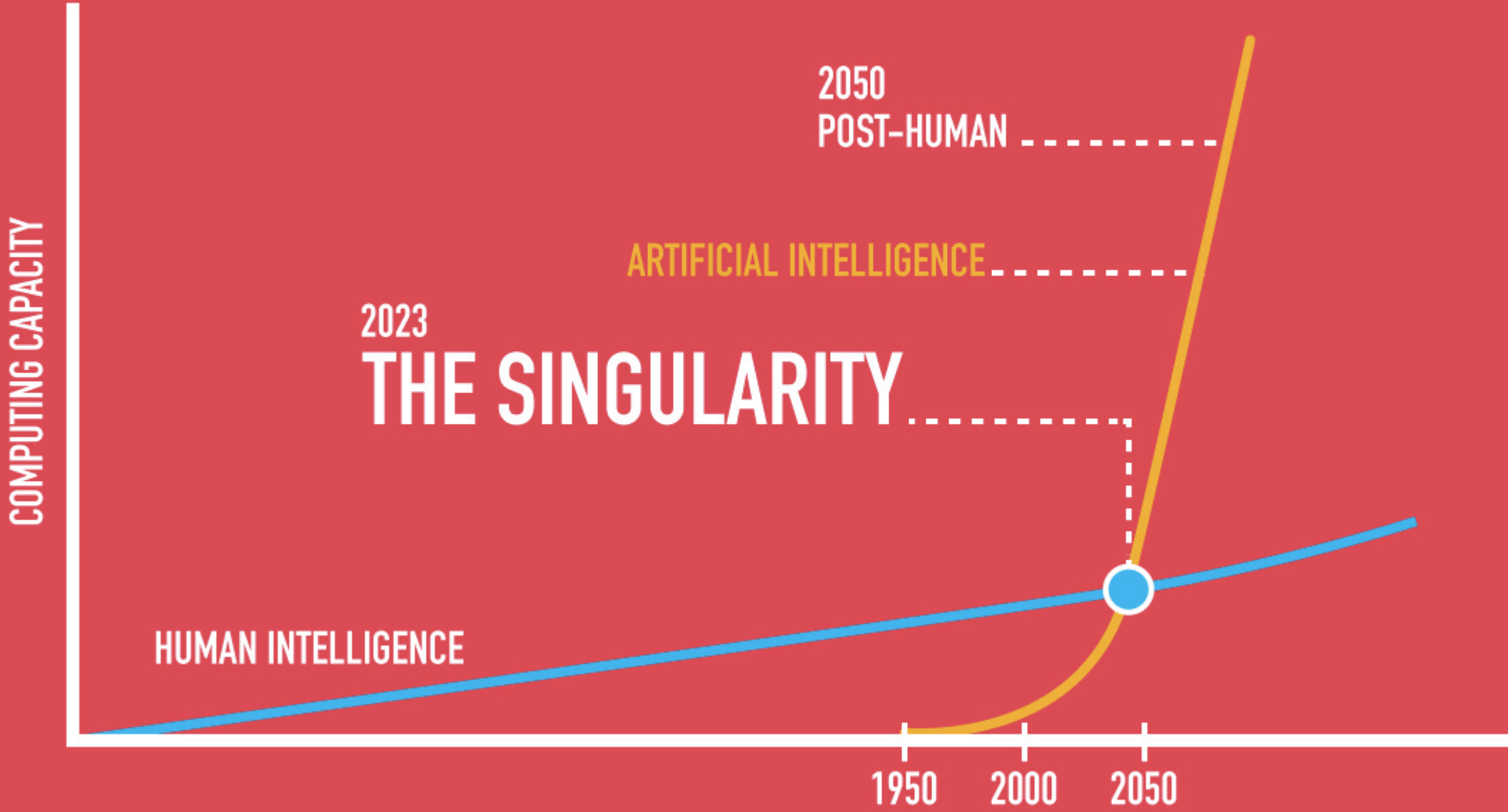
Director of Market Strategy
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Author:

Marketing Automation for Dummies (Wiley 2013)

Context Marketing Revolution (HBR 2020)







Post-AI Consumer

AI has already changed the way all
consumers make decisions

The Post-AI Consumer

The consumer has already been changed by AI



How We Connect : From Feeds to Filters
social media runs on AI. You only see what AI wants you to see.



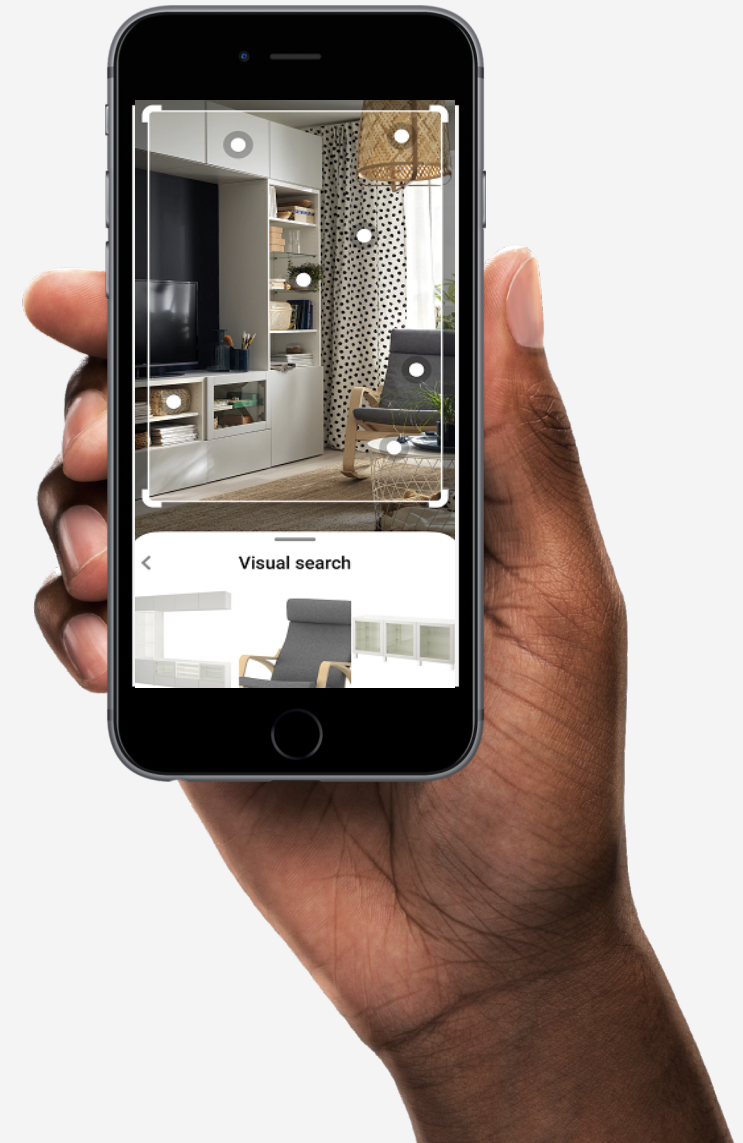
How we Find Things: We can all ask the same question, but will all receive contextual results. AI is optimizing the experience.

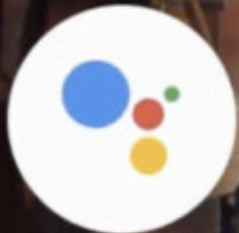


How we interface with modern tech: Voice, bots, and all modern ways of engaging with technology is empowered by AI.



How we Buy : 35% of all revenues will be driven by shoppers who tap or click on an AI-based product recommendation (2018)





Hi! I'm the Google Assistant calling to make a reservation for a client.



WHOLE FOODS MARKET
IN 2000
JUST WALK OUT SHOPPING

amazon go

GOOD FOOD FAST

SANDWICHES

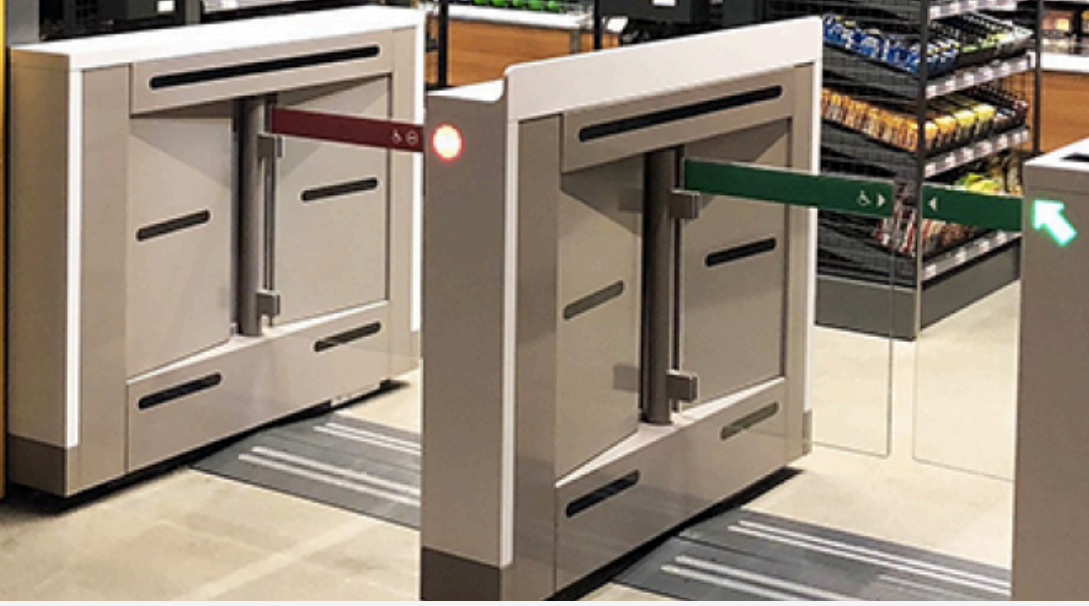
CHIPS

COLD DRINKS

COLD DRINKS

DELI

YOGURT



The Future Consumer

The future consumer is even more empowered

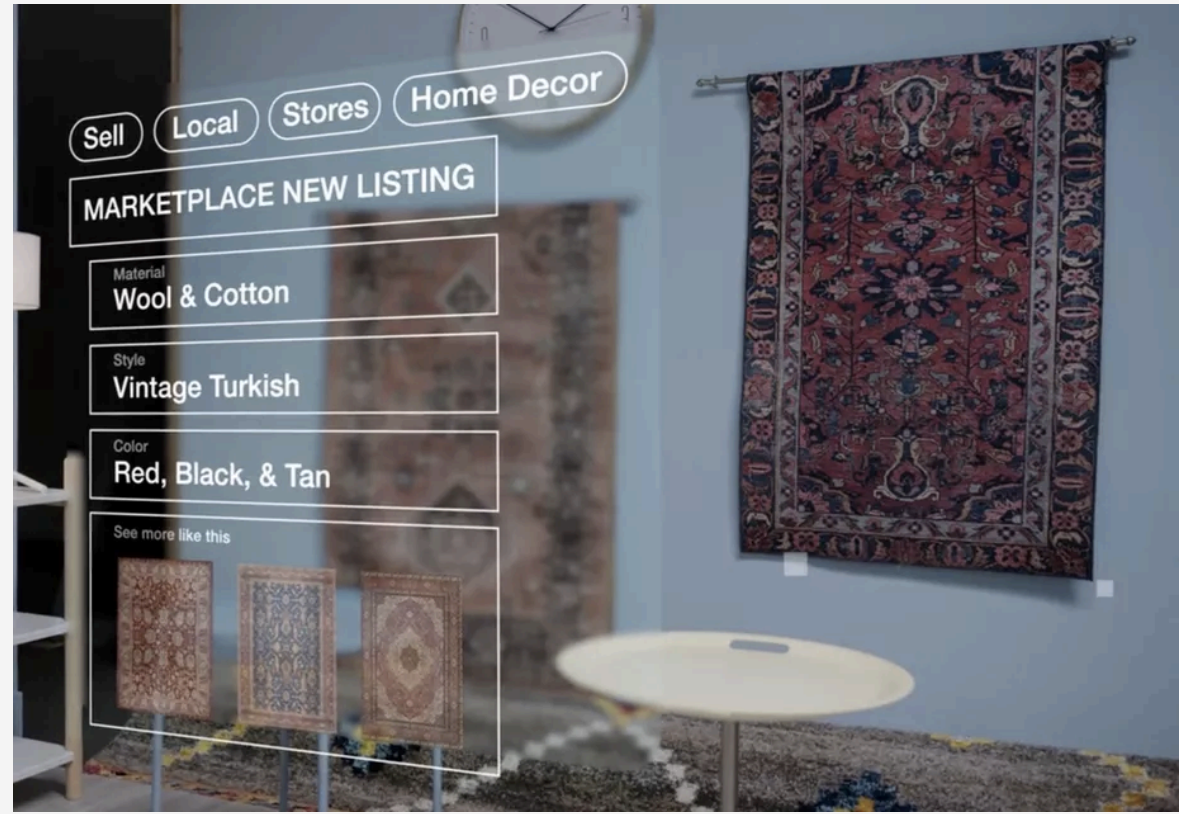
Will Have AI Assistant(s)

- Duplex will make reservations for you. While
- Facebook's Groknet will suggest products based on the image it sees.
- Amazon Echo Look tracks your closet and suggests new looks

Live On The Edge

“Edge” any place that is not the normal place the activity happens.

- 1 in 5 purchases will happen on the edge by 2025.
- Drive time becomes down time





Post-AI Media

AI has already changed the way we
learn about the world

Deep Fakes Can Be A Good Thing

A new idea of Personalization

Put customer in the Ad

Deep fake technology can allow the brand to place the consumer in the ad.

Product Interaction

Deep fake technology allows brands to let consumers virtually try on their products.

Language Translation

Deep fake technology allows a single actor's video to be re-cast in multiple languages instantly





AI Has determined this to be one of their Top Performing Ads

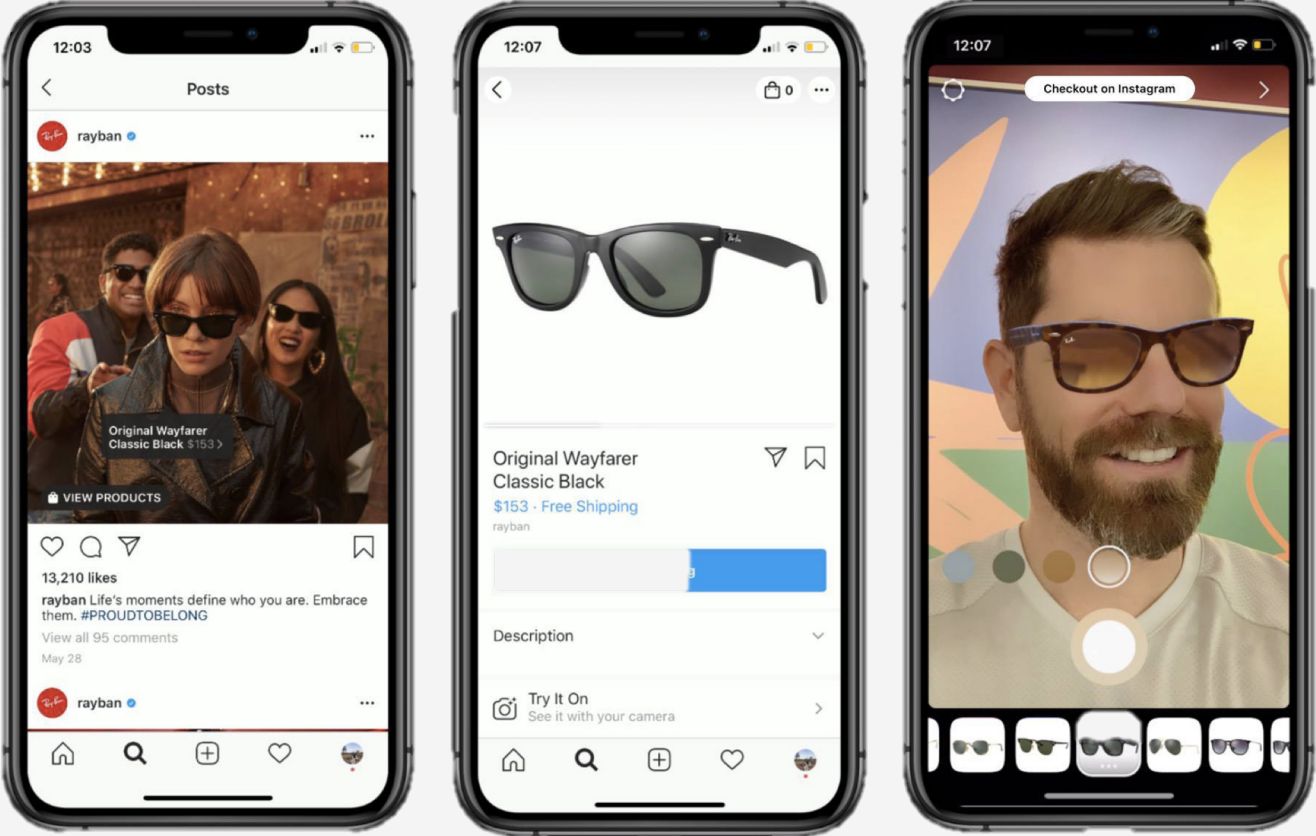
New Method of Testing Ads

By using "Facial Coding" Mars is able to design ads that create deep emotional connections to the users.

Using AI they tested 250 various elements of the cognitive process, attention, emotion, and memory. They've learned from the good and the bad to develop an understanding of what a "four-star ad" looks and feels like.

Full Funnel Experiences

Experiences can now be deployed via social, and when engaged, can open the door to product demonstration, consideration, and even purchase all within the same experience.





You News Anchor May be AI By 2030

In 2018 China's Xinhua released an AI News Anchor.

Expect to have a personal news anchor able to read the curate a hyper personal news feed of local, national, and niche news for you 24/7.



Native Product Placement Becomes Programmatic

The majority of all ads are bought via programmatic but we will begin to see product placement following suite as well. Advances in technology and CGI are opening up a new world of branding and paid advertising which could easily be combined with experiential commerce capabilities to link directly to the products as well.





The Empowered Marketer

AI will change your role too

“AI can absolutely follow the news cycle and suggest what could go viral. When I was working with Katie Couric, we conducted over 200 interview campaigns, testing something like 75,000 variations of content in the process. We eventually got to a place where we could determine what themes and topics to cover before they happened and whom to interview – down to exact questions.”

- Brendan Kane



Today's Competitive Advantage, Tomorrow's Baseline

Price Optimization

Dynamic pricing has been around for a while and for retailers can create a net lift of 15%.

Churn Reduction

AI can read a large set of signals to identify key accounts and notify CSM/CSG directing their day for optimal impact.

Marketing Attribution

With a glut of data AI can easily make sense of where customers are coming from and the connection to campaigns.

Guided Selling/Support

AI can surface correct talk tracks, offers, and solutions to an agent increasing customer experience and close rates.

Forecasting

AI enables real-time forecasting far beyond models of the past allowing for a better strategy and execution to take place.

Lead Scoring

Rather than creating manual models AI can easily create dynamic scoring focusing you on the best prospects.

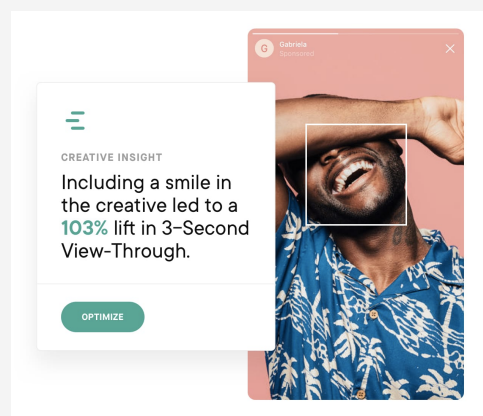


Marketers Become ‘AI Reliant’ by 2025

AI is currently being used by 80% of all marketers in at least one application. By 2025, we expect all marketers to be using AI in many applications, as it will come standard with all marketing tools. Use of AI will elevate marketers to new heights.

Creativity

AI will dissect markets, and your creative so marketers better understand what works.



Strategy

- Identify new segments
- Create new campaigns
- Direct you to issues

Expect a bot to direct a significant portion of your day by 2025.

Execution

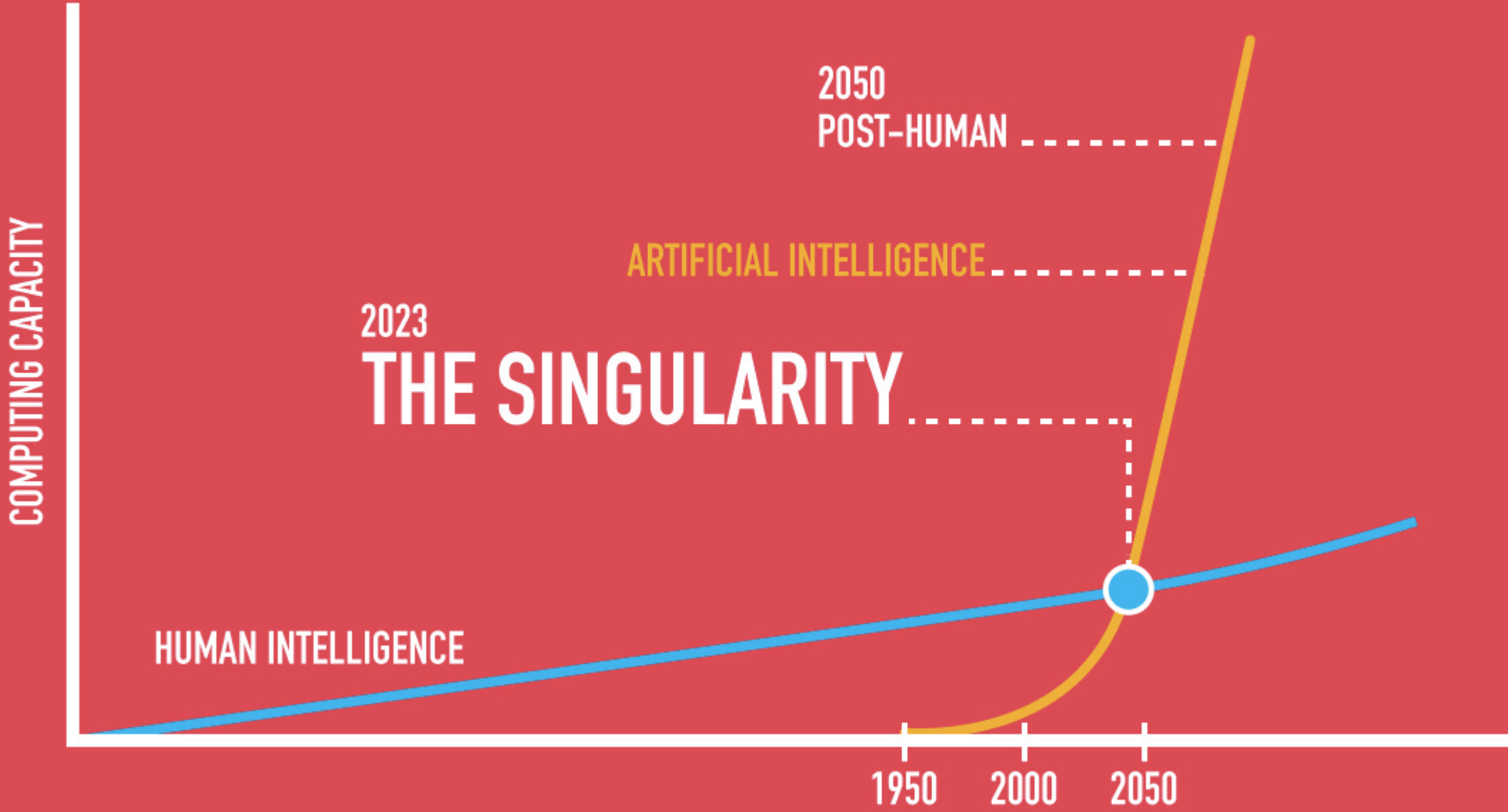
Content will be created in “elements,” which AI will arrange to best match each person. This includes headless commerce, DCO, and AI-driven copy.





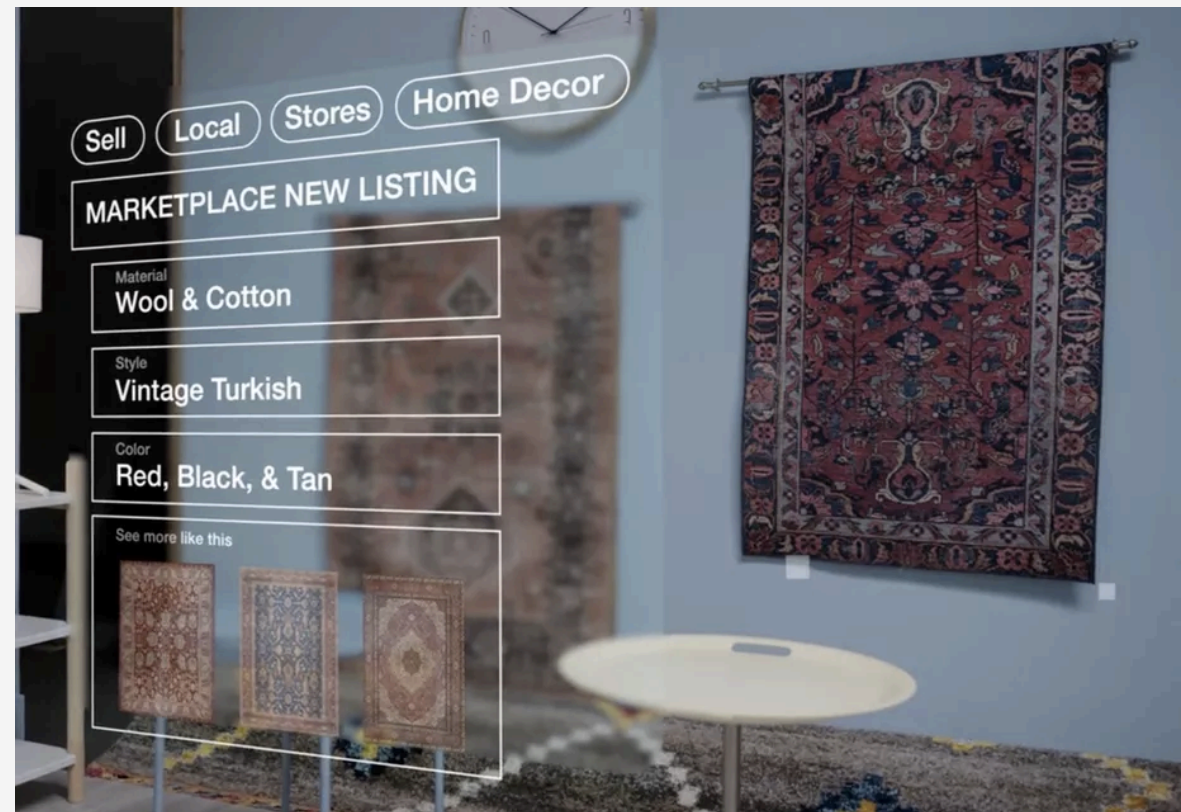
Conclusions

AI is your future



The Post-AI Consumer is here

Each day their world becomes more and more controlled by AI. The modern heuristics of this world will change the very definition of “experience” and how brands connect with their customers.



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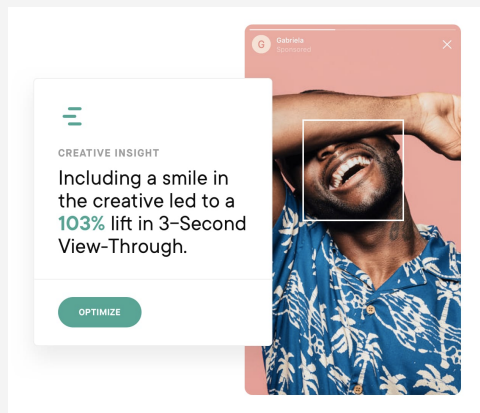


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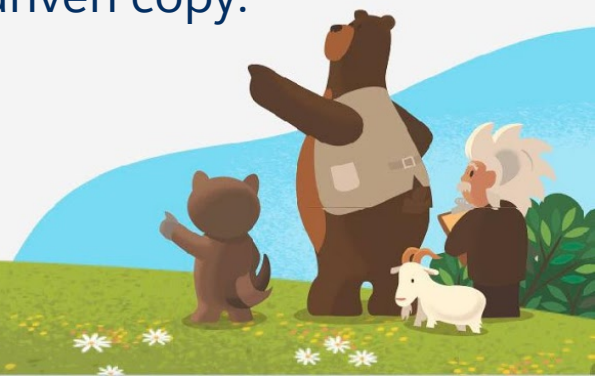
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thank
you

BLAZE
YOUR
TRAIL

salesforce

