



Interactive Workshop: Building your AI- powered marketing strategy

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Executive Insights

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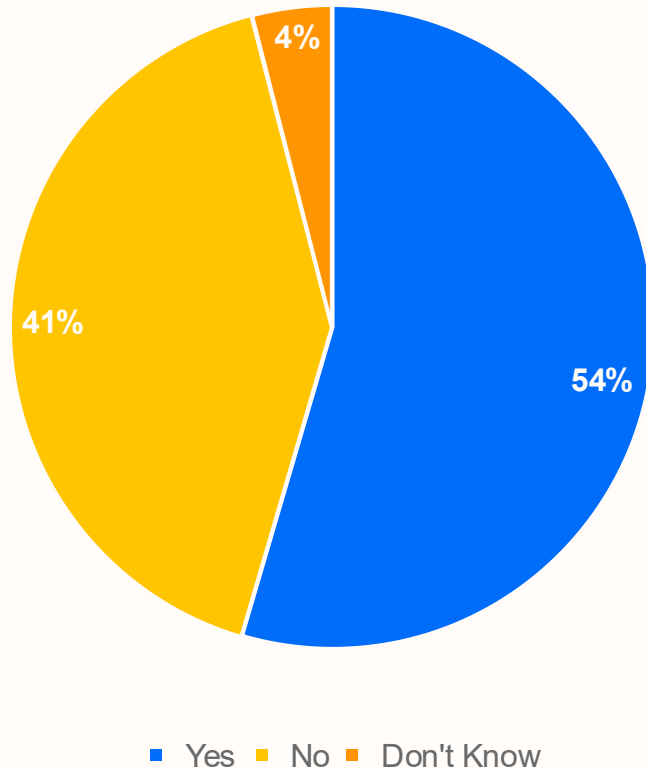


Agenda

- 01** Grounding ourselves on AI
- 02** Your buyers are changing
- 03** An AI ready marketing organization
- 04** Frameworks
- 05** Discussion Topics



Over half of CEOs believe AI will help reinvent their business model



Do you think AI will offer your organization a chance to reinvent its business model in 3-5 years time?

n=419

Source: IDC Worldwide CEO Survey, March 2025

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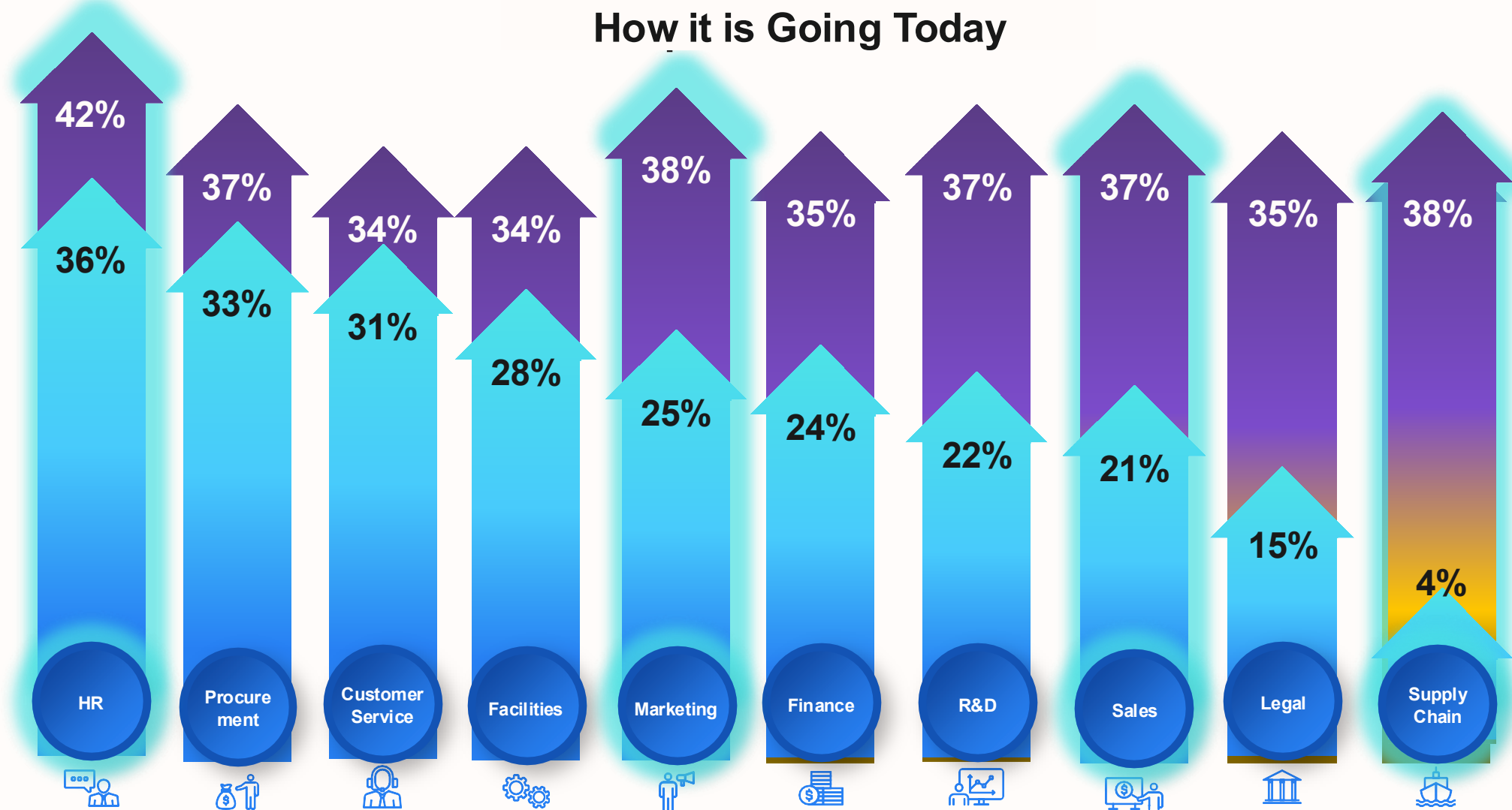
The second pillar of our AI strategy is called Go AI. Basically, how can we bring AI to action? We've organized separate dedicated teams to focus on how we can improve business processes using AI. As an example, we've already started seeing the impact in our customer experience space. We have improved the way we communicate with the client



Carlos Gazaffi
CEO at Sem Parar

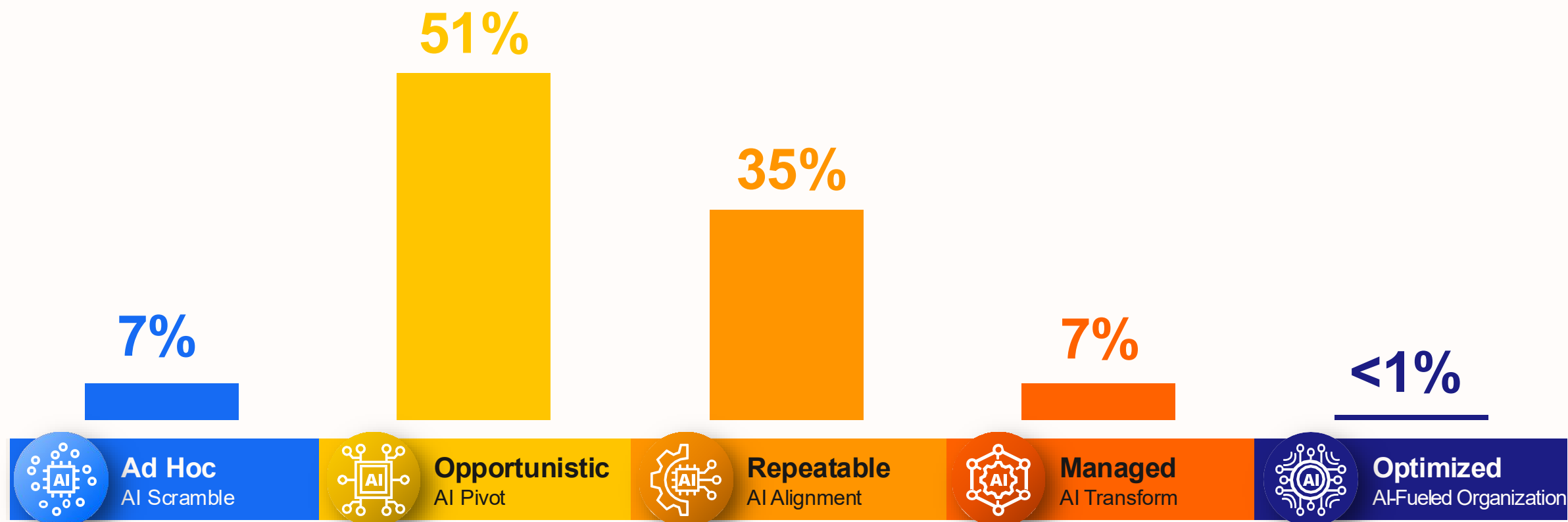


GenAI use case investment areas begin to pivot



Most organizations are in the early stage of their journey

IDC Worldwide AI Fueled Organization Maturity Model Benchmark, 2025



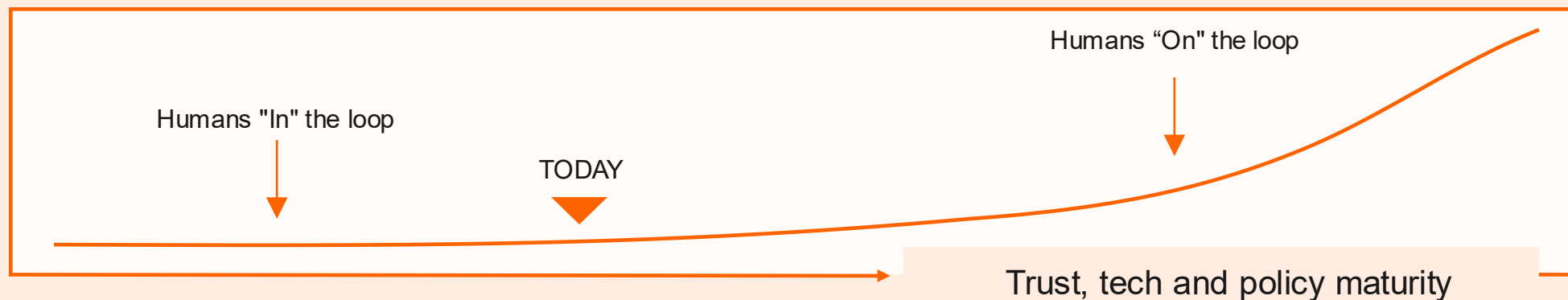
Source: IDC MaturityScape: AI-Fueled Organization 1.0. Worldwide Benchmark n=1534



We are at an inflection point for AI Agentic

From assistance to actions to ecosystems

We are at an **inflection point** for Autonomous AI Agent Development



	AI Co-pilots / AI Assistants	Autonomous AI agents	AI Agent Fleets
TRUST	AI provides recommendations for decision making	Humans are "operators, supervisors and architects"	Capabilities, shares decision-making duties
TECH	Experimental agent frameworks	Productization of AgentOps teach stack	Virtual workforces of "AI" agents and marketplaces
POLICY	Responsible AI by design	Policy formalization and embedment	Productionized monitoring - "AI immune systems"



The agentic marketing workforce

AI Role	Description	Ideal Value	Marketing Use Cases
 Assistant	Creates: Enables language and visual automation collaborating with employees.	Productivity gains	Text to video creation – Either with animation or real stock video/photographer, include interactive forms for customer action.
 Advisor	Connects: Synthesizes disparate data; suggests connections and correlations for employee decisions and insight.	Insights exposed and inspired	Automated A/B advertising testing –Automate generation of advertising content variants for testing and optimization to determine which ones perform best.
 Agent	Acts: Independently drives outcomes by creating and connecting workflows with employees in the loop.	Integrated and/or autonomous work	Hands-off campaign management – Create campaign process, creative brief & assets, testing, optimization, segmentation, KPIs and in-flight multi-channel optimization based on narratives from marketers.



What is your Marketing Organization's View on AI?



AI is potentially beneficial. We are waiting to see.



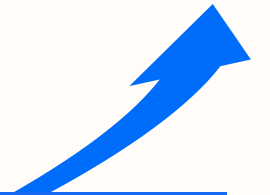
We have started AI experimentation but not a lot of implementation

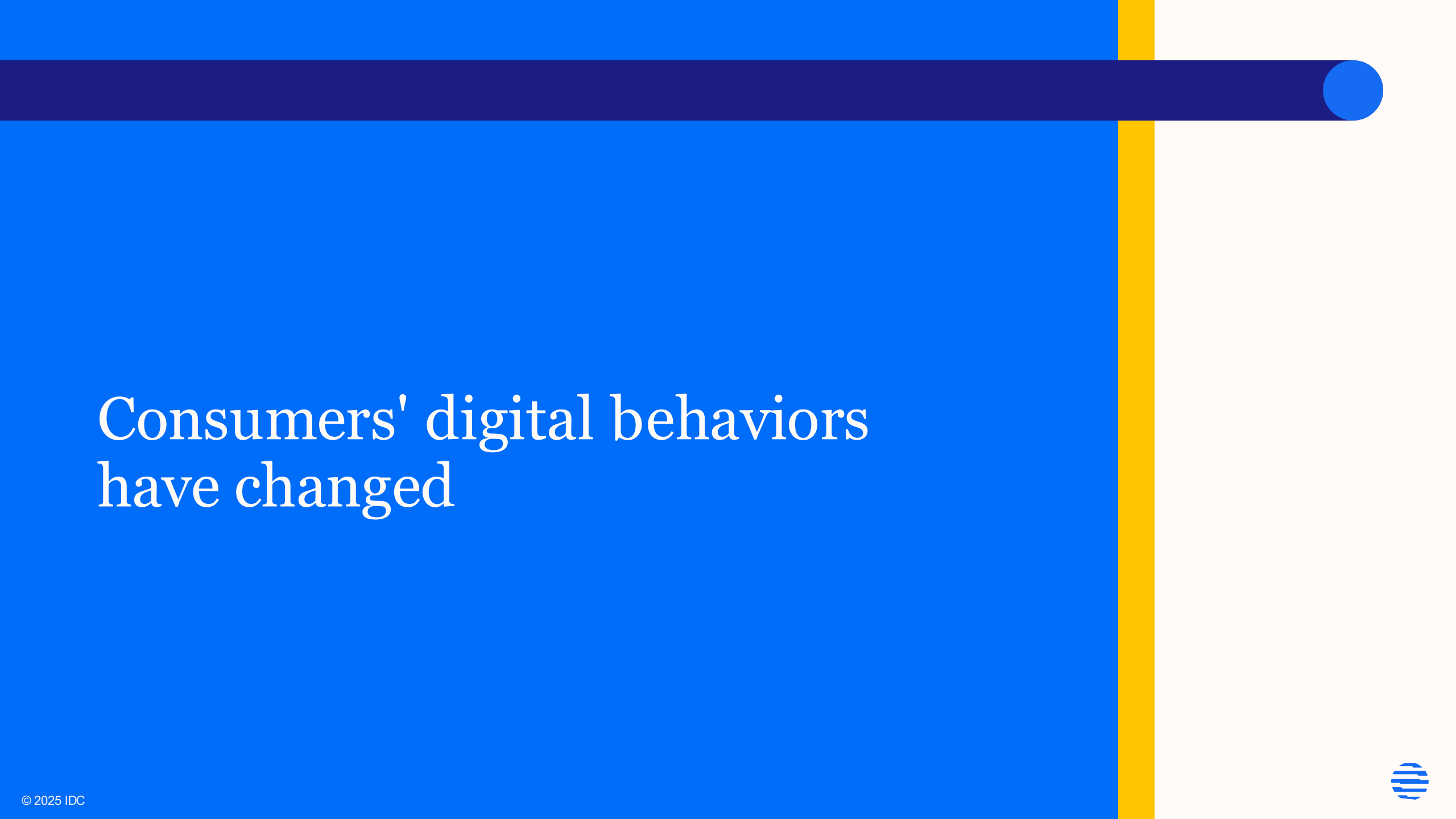


We have implemented some AI use cases and are seeing productivity improvements



We have implemented AI more broadly across marketing and are seeing productivity improvements plus increases in creativity & effectiveness



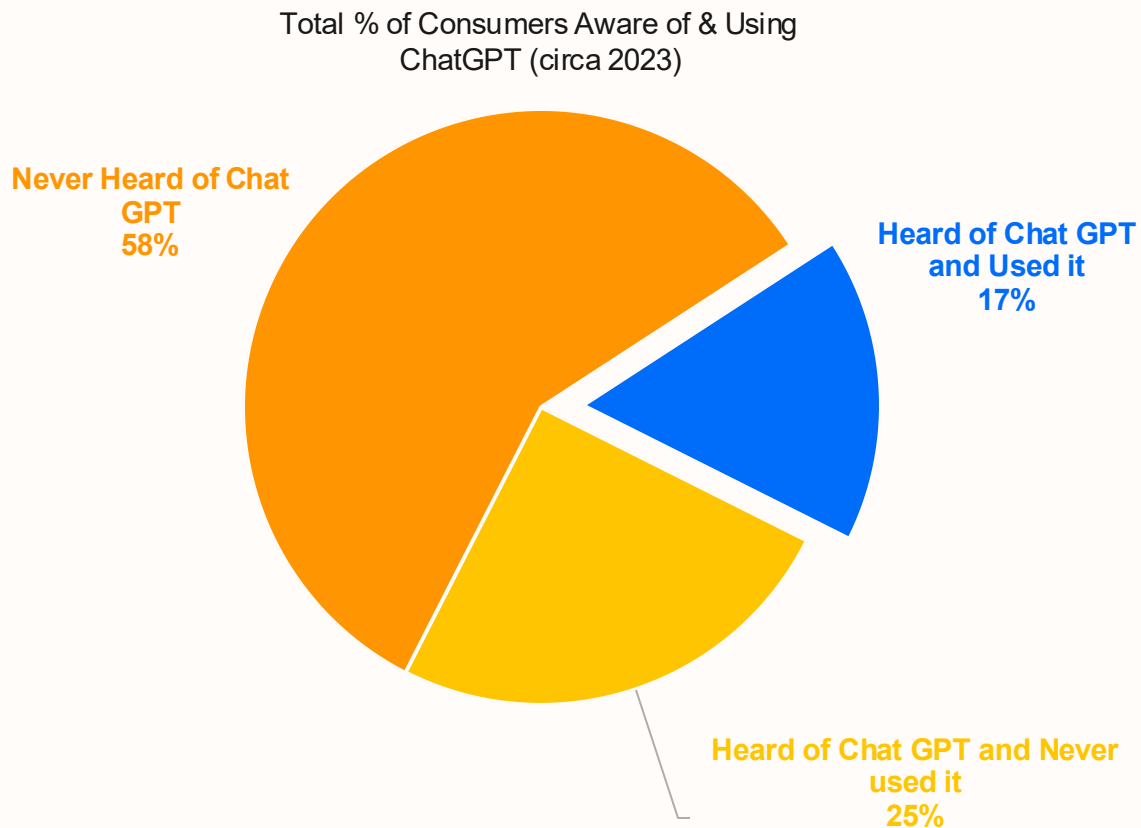


Consumers' digital behaviors
have changed



Consumers have rapidly adopted GenAI tools

Awareness & usage in 2023 was nascent



Just One Year Later...

51%

Consumers use GenAI on mobile devices to generate new, original content

Source: IDC Consumer Pulse: Money & Shopping, April 2023.

Source: IDC Consumer Market Model Survey 2024

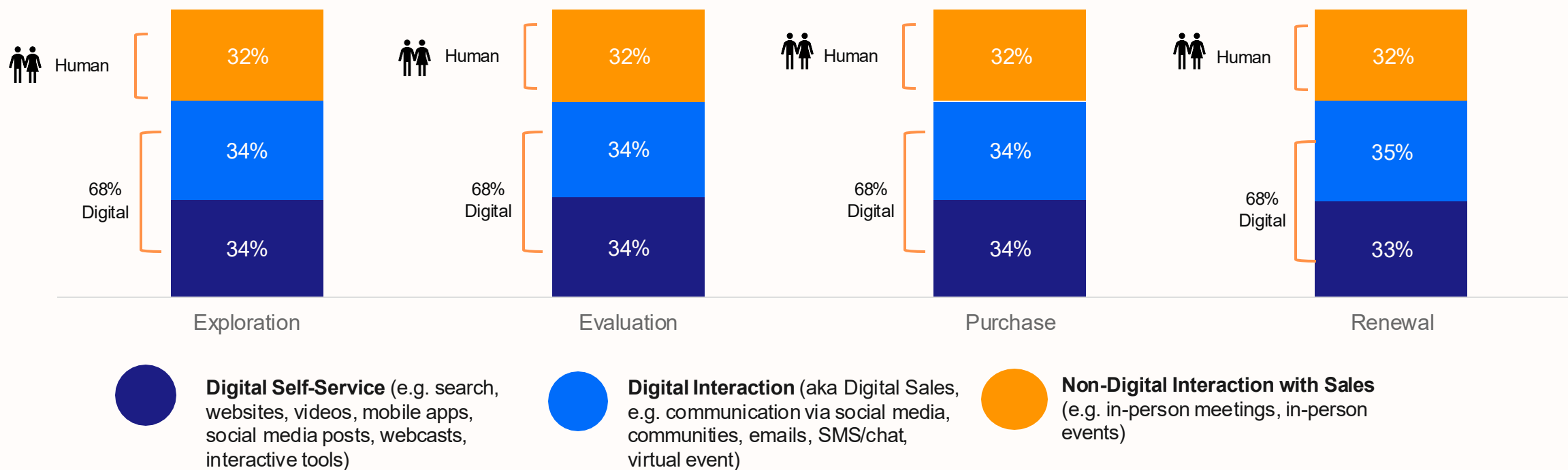


The B2B Customer Journey Has Changed



B2B buyers are officially omnichannel

For each stage of your purchase process, how much of your company's decision-making information in the next 12-18 months do you estimate will come from each of the following sources?





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All the things salespeople used to do to get someone closer to buying is being done digitally.

”



Chief Marketing Officer

Large Enterprise, Global Brand



Hello AI – The new B2B shopper

Through which ways do you commonly discover
NEW technology, solutions and vendors?

35%

In-App Search

31%

Internet Search

20%

AI Chatbot

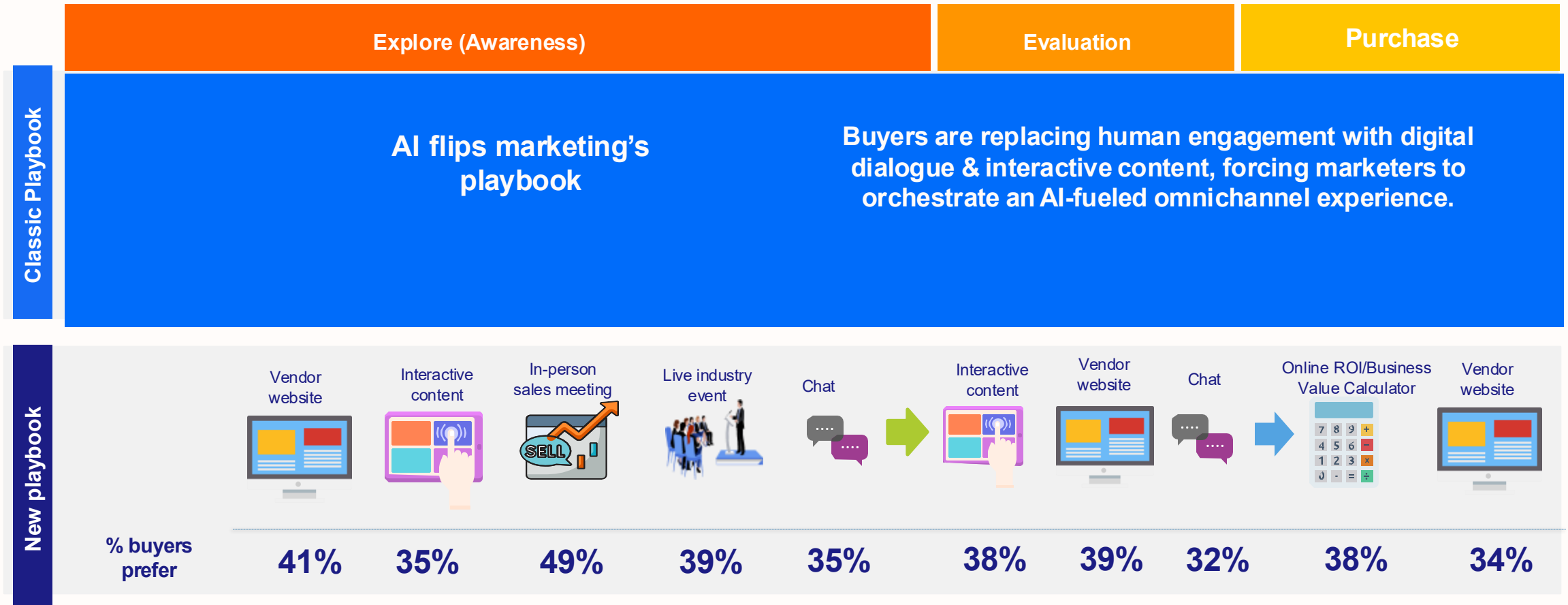
73%

**Will use more AI guided selling
assistants to act as an
intermediary between our
company and vendors**



Buyers expect a mix of interactive, immersive, and omnichannel engagement

For each buying decision stage, identify the preferred format of content from a vendor to aid your decision making and decision-making process

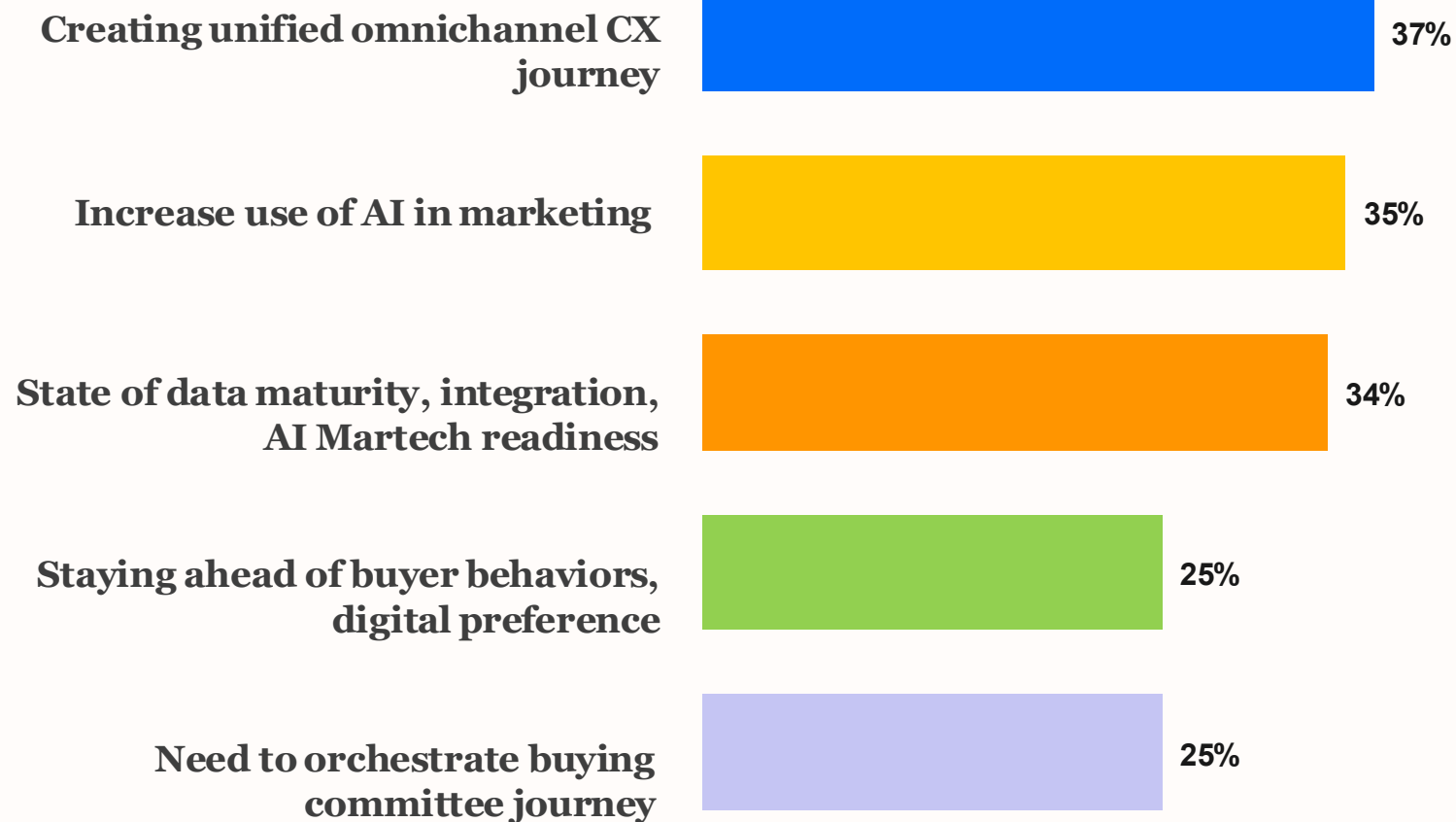


An AI ready marketing organization
is critical for business growth.



Marketers are focused on journey orchestration powered by AI

What are the factors influencing marketing strategy in next 12-18 months?





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We are building an Olympic team of content creators, but the skills and tools they need now are totally different than even a year ago.



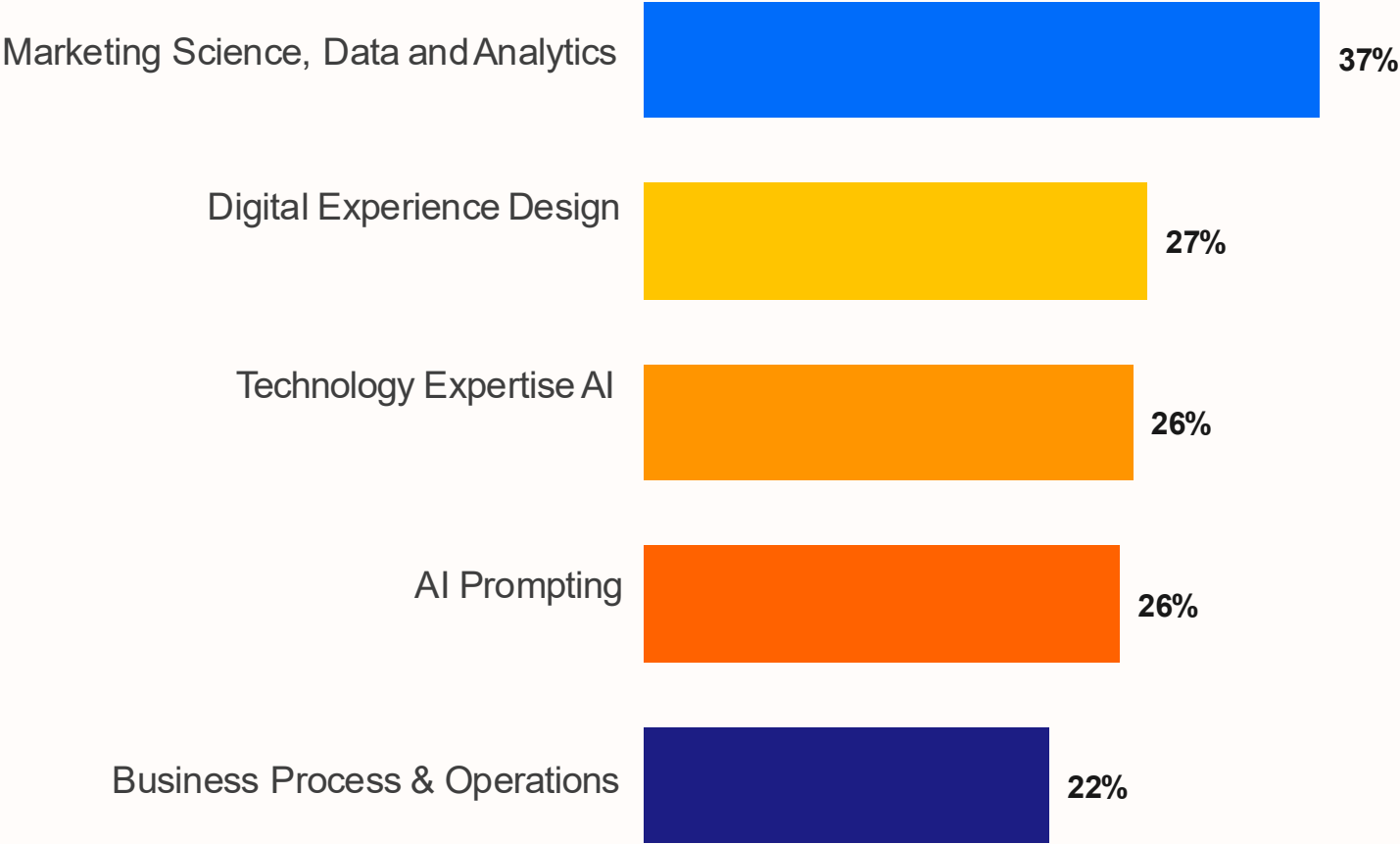
Chief Commercial Officer

Cloud Software Company



The new marketing skillset: Creative Science

Skills most critical for marketers to succeed over the next 12-18 months and beyond



Marketing is blending AI & humans to evolve the work of marketing

Top 5 workloads with 25% or more tasks delegated to AI over next 2 years

1

Digital marketing & experience orchestration

Optimization, autonomous journey discovery, and experience creation

2

Marketing management & planning strategy

Branding, intelligence, and product launches

3

Campaign optimization & audience performance

Performance management of campaigns and audience activation

4

Marketing finance

Budgeting, planning and reporting

5

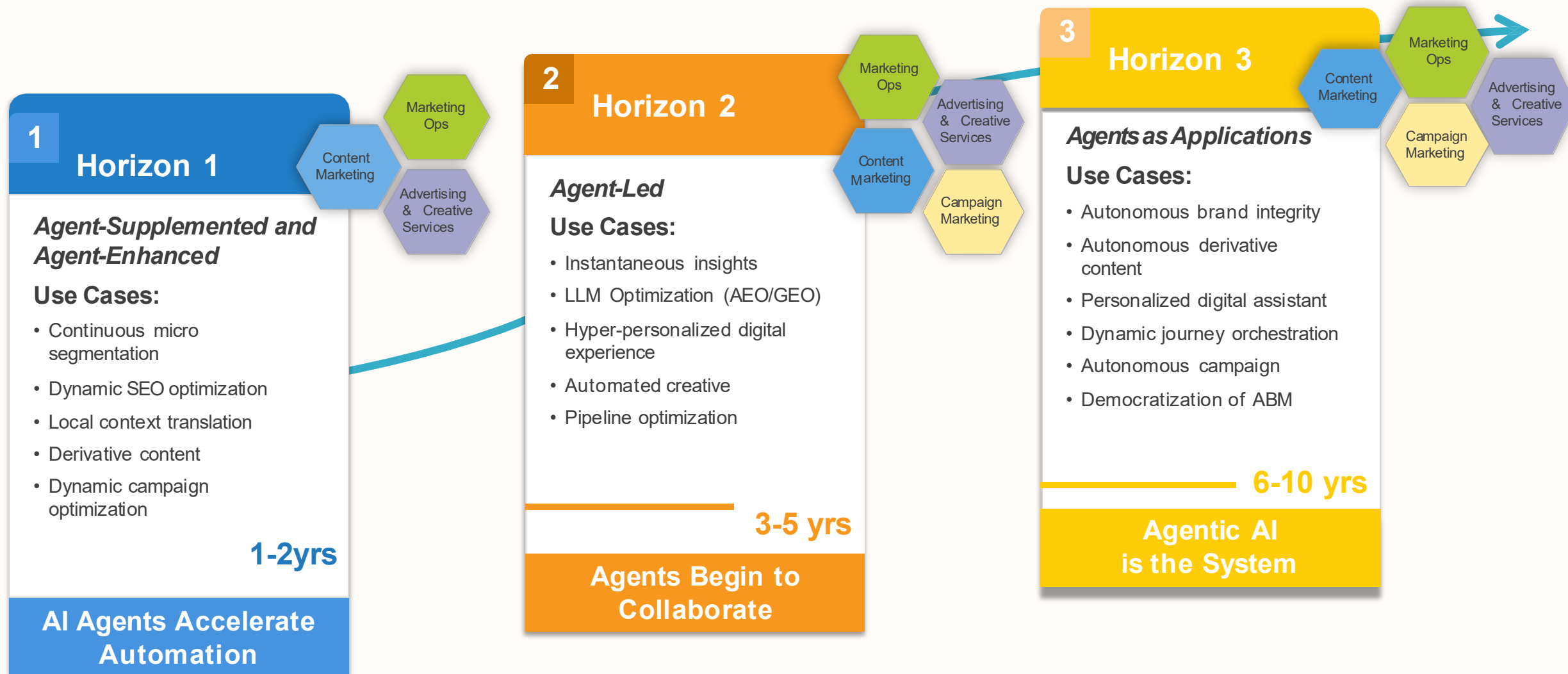
Brand & creative services

Strategy creation, advertising, and creative design

Source: IDC's 2024 Worldwide CMO Priorities study, November 2024



Roadmap for Marketing AI Agents and Agentic AI



Framework & Considerations for Discussion





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"The digital
revolution is not
about technology –
it's about people"



World Economic Forum

Successful AI Adoption Hinges on Business & Culture



Source: WW CIO Quick Poll (AI Agents), Feb 2025, N=130





Don't ignore challenges in using AI

Obstacles exist to be overcome

1

Access to high-quality data & data traps

2

Lack of skilled professionals

3

Complexity

4

Resource investment - Cost

5

Measuring true ROI

6

Trusted use / Accuracy



A framework for AI implementation

Business and organizational elements

Technology element

1

Strategy

Prioritized
use case roadmap
tied to key
business
objectives

2

Governance

Unified
governance model
that encompasses
strategy and
tech decisions

3

Workforce

Vision for how
the workforce
will work with
AI assistants,
advisors,
and agents

4

Operations

How marketing's
work,
processes
and playbook
will change with AI

5

AI-Ready Data

How to move
beyond data
management and
ready data for
AI models at
the edge

6

AI Platform

Vision for how
marketing
platforms evolve
to facilitate data
use, model and
app development



Table Discussion



Table Discussion Topic #1– 5 minutes

1

Horizon 1

Agent-Supplemented and Agent-Enhanced

Use Cases:

- Continuous micro segmentation
- Dynamic SEO optimization
- Local context translation
- Derivative content
- Dynamic campaign optimization

1-2yrs

AI Agents Accelerate Automation

Content Marketing

Marketing Ops

Advertising & Creative Services

1. Rate & discuss maturity of current state
2. What has moved the needle?
3. What barriers exist?
4. What is needed for success?

Table 1 Focus

1

Strategy

Prioritized use case roadmap tied to key business objectives

4

Operations

How marketing's work, processes and playbook will change with AI

Table 2 Focus

5

AI-Ready Data

How to move beyond data management and ready data for AI models at the edge

2

Governance

Unified governance model that encompasses strategy and tech decisions

Table 3 Focus

3

Workforce

Vision for how the workforce will work with AI assistants, advisors, and agents

4

Operations

How marketing's work, processes and playbook will change with AI



Table Discussion Topic #2 – 5 minutes

2

Horizon 2

Agent-Led

Use Cases:

- Instantaneous insights
- LLM Optimization (AEO/GEO)
- Hyper-personalized digital experience
- Automated creative
- Pipeline optimization



1. Rate & discuss maturity of current state
2. What has moved the needle?
3. What barriers exist?
4. What is needed for success?

3-5 yrs

Agents Begin to Collaborate

Table 1 Focus

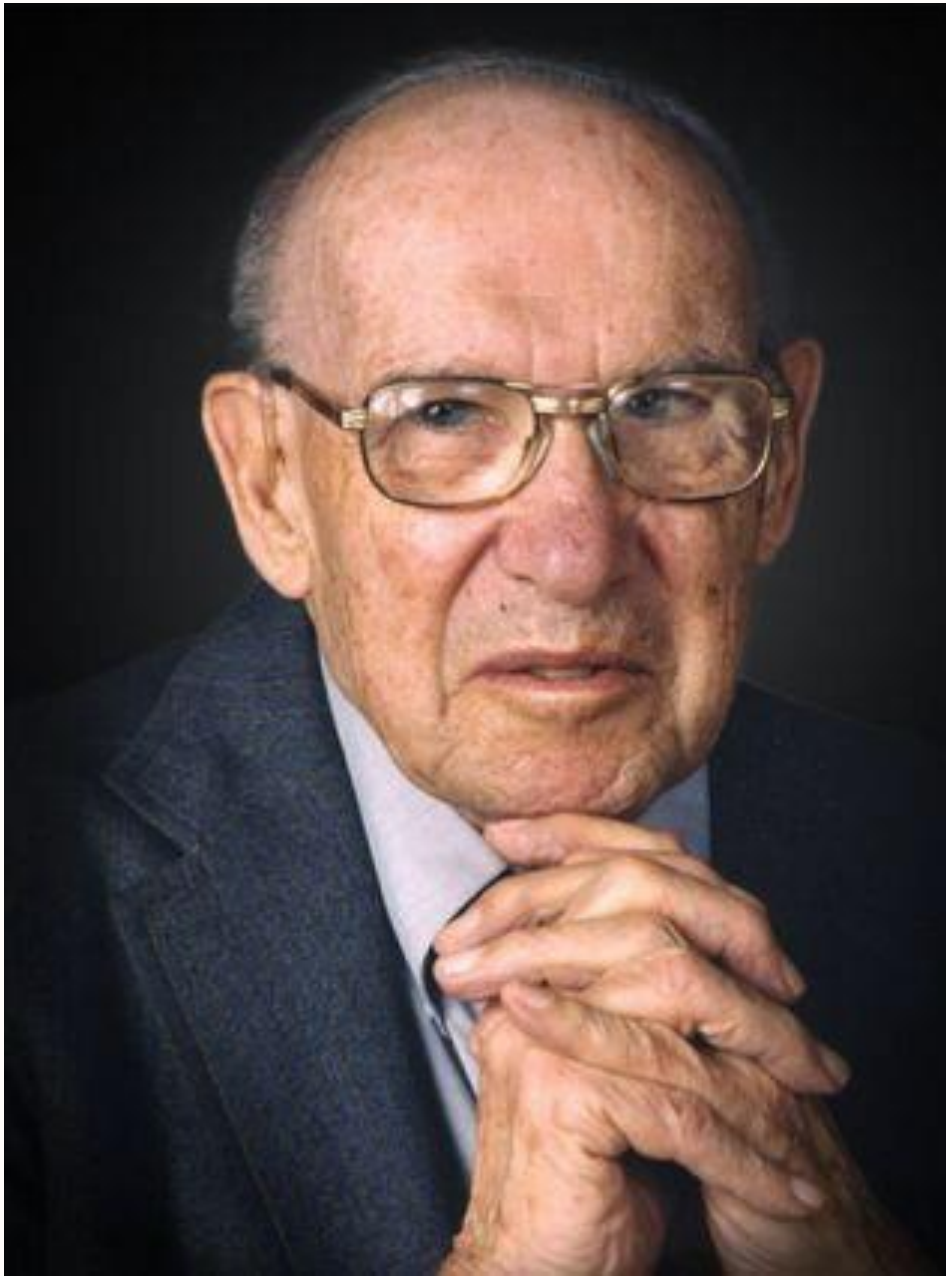


Table 2 Focus



Table 3 Focus





The greatest **danger** in times of turbulence is not the turbulence; it is to **act with yesterday's logic.**

— *Peter Drucker*

AZ QUOTES





FAQs

01 Are there leading vendors or platforms for AI in marketing?

Many niche vendors exist (over 600 startups in 2023–24), but CMOs are leaning toward platform players (e.g., Adobe Experience Platform) for easier integration of data, workflows, and teams. Starting with existing stack investments is often the fastest path.

02 Are the workloads shifting to AI ranked by importance?

Yes. In IDC's research, the top areas where 25%+ of workloads will shift are ranked: Digital marketing & experience orchestration, Marketing planning & strategy, Campaign optimization & audience performance, Marketing finance & reporting, Brand & creative services.

03 Should companies have a unified AI strategy across departments, or allow flexibility?

Both models exist. Some firms centralize strategy (to manage governance and compliance), but this can lead to the “land of no and slow.” Others succeed by encouraging cross-pollination, sharing learnings across functions while still aligning to overarching corporate principles.

04 What's the best way to start implementing AI in marketing?

Begin with clear business use cases tied to outcomes (e.g., campaign optimization, content translation). Options include: Forming cross-functional task forces, Combining top-down objectives with bottom-up innovation, Engaging consultants to accelerate experimentation, Mapping business process changes alongside IT architecture.

05 How should marketing and IT work together on AI projects?

CMOs should frame needs in terms of business value and customer outcomes, not just tech requests. IT ensures security, governance, and integration, while marketing drives innovation and customer impact. A partnership built on shared business cases is more effective than siloed requests.





Thank you



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Connect
on



