

# The Agile Marketer:

Leveraging AI to Power Your Brand's Customer Experience

An NGDATA White Paper



## More With Less

The marketing realm is abuzz with talk of [“agile marketing.”](#) a term borrowed from the software development world that represents the desire to do more with less – and faster – but without sacrificing quality or efficacy.

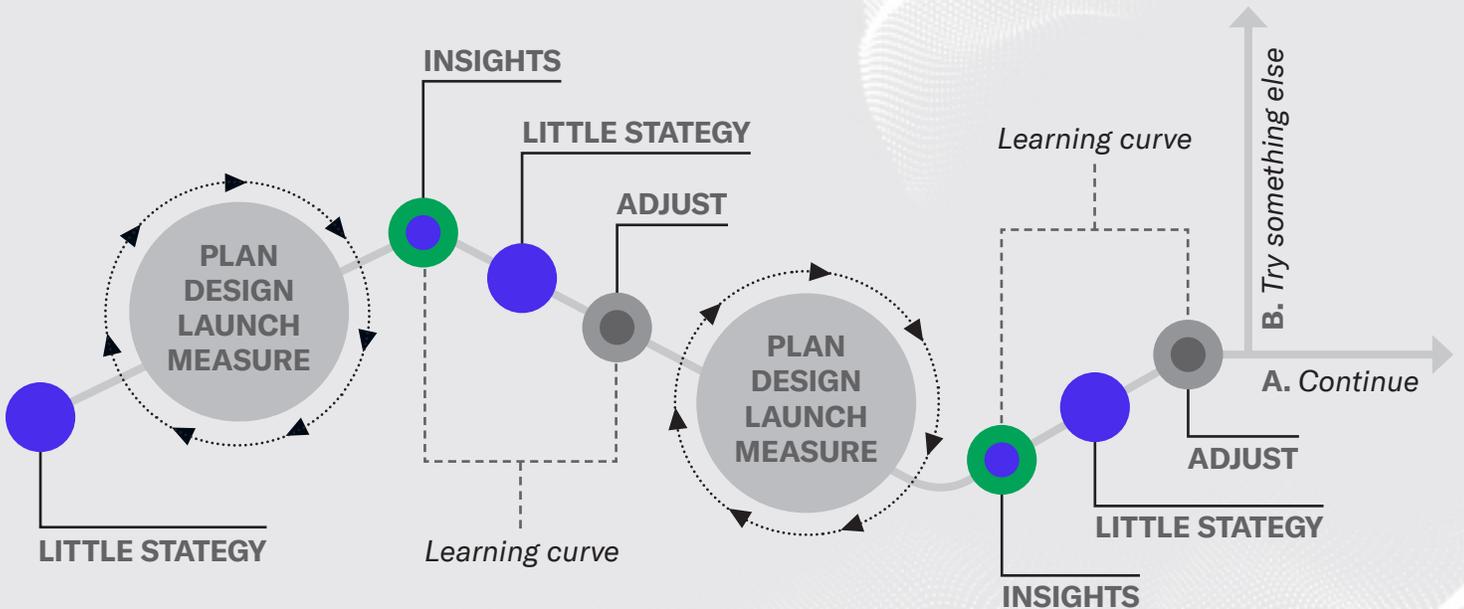
The agile marketing process allows you to find, test and implement a series of focused projects related to the marketing of an organization. The term “agile” is commonly used in the world of software development and design. A team of developers set objectives over a certain amount of time.

Then, each member of the team focuses on those very few elements. Once either the time set has expired or the project is completed, a review is done to gauge certain metrics.

Agile marketing uses the same process in the field of content and advertising. Certain marketing projects (i.e. ad campaign, landing page testing, etc.) are subdivided into tasks in a planning phase. Next, the tasks are carried out. Finally, the team reviews and improves their tasks based on lessons learned in the previous stage (often called “sprints”).

### ITERATIVE, AGILE, EMERGENT DEVELOPMENT PROCESS

Micro-strategies, big insights, rapid iterations



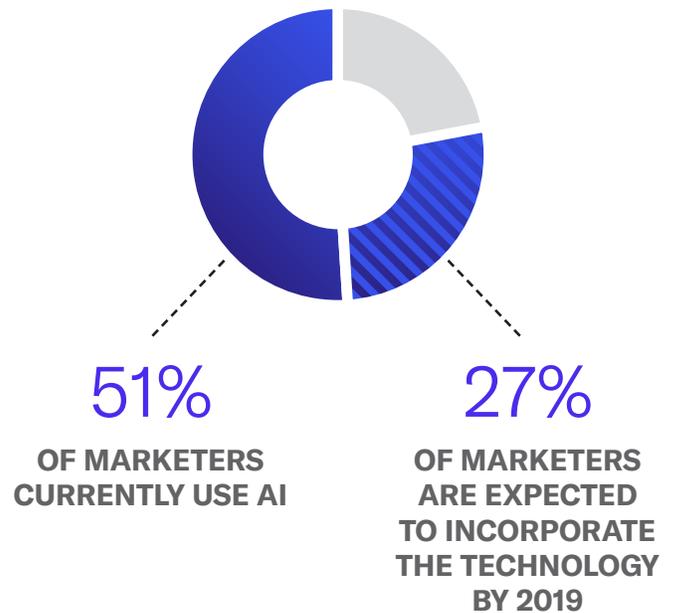
Nicked and adapted for Web from David Armano + made by many  
 Source: <https://www.marketingstream.io/blog/what-is-agile-marketing/>

## How Does This Translate to AI?

With AI and machine learning, the speed at which data and intelligence is gathered and analyzed plays a huge role in an organization's ability to react in real-time and pivot accordingly. This exponentially speeds up campaign ideation and execution, allowing for agility. Gone are the days where [campaigns were plotted out over months](#). Today's always-on culture dictates positioning and marketing that's doled out on an almost immediate basis.

Because AI captures piles of data from customer algorithms and analytics, it can help businesses eliminate unnecessary communication and missed targeting. In fact, according to Salesforce, [a little more than half \(51%\) of marketers currently use AI, and an additional 27% are expected to incorporate the technology by 2019](#). The predictive nature of AI not only allows you to gather intelligence faster,

it also allows you to understand its relevance so you can adapt your marketing strategies accordingly and on the fly, messaging the right person at the right time.



### IF YOU'RE A MARKETER IT'S TIME TO ASK YOURSELF:

*How can you become more agile with the use of AI and the right technology in your martech stacks?*

*How can AI make you more productive to focus on tasks that really make your efforts shine?*

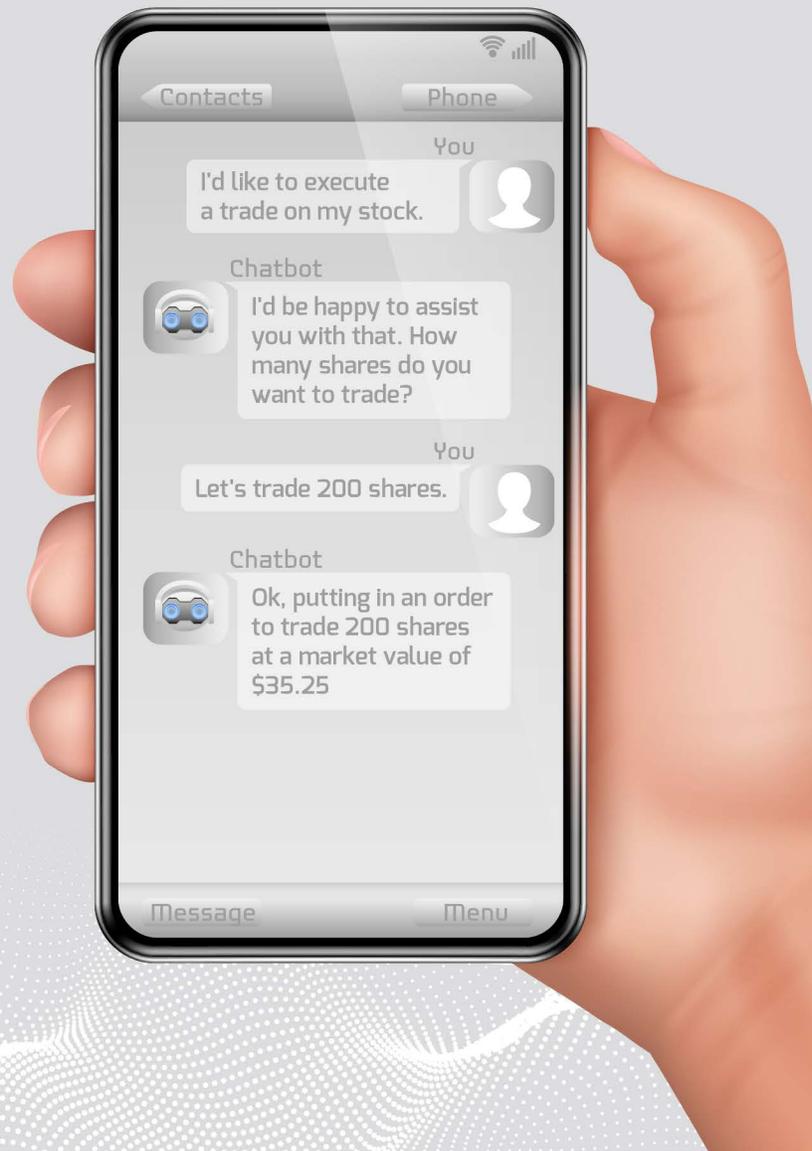
## Efficient Targeting and Advanced Personalization

Consumers are looking to be messaged to in a way that suggests personalization. The beauty of the predicative analysis that AI offers, allows marketers to truly learn about their prospects and customers and serve up only what they're interested in based on their behavioral patterns. Additionally, because AI and machine learning is about the ability to constantly be learning, it enables marketers to adapt to emerging opportunities in customer data. So once you know what to do for each customer based on the real-time data you've gathered, you have the ability to scale and coordinate across every engagement channel, personalizing that content specifically for them. Lastly, because you're able to target each customer on the individual-level, you shorten the purchase cycle and your efficiency in converting prospects into long-lasting loyal customers is increased – sometimes exponentially.

## Improved Customer Service

In the domain of customer service, AI can play a game-changing role as well. AI-powered chat bots and other virtual assistants are growing due to their ability to serve the customer in real-time. Gone are the days when you had to pick up the phone to get a simple answer to a question you might have about a product or service. These days an electronic response is a click away. And the more bots are used, the more they learn to mimic human interaction and conversation, thereby creating a more valuable customer service experience.

A bot or assistant empowered by AI retains the data it collects, aggregates that data, and has the intelligence to know what all that data means for each individual, therefore orchestrating the engagement channels. Thanks to AI-powered bots and assistants, each customer can have the most seamless, relevant and personalized experience with your brand, in real-time, providing feedback to questions, resolving simple issues, and offering around-the-clock support. What's more impressive is that due to AI, every time they interact will be a more improved and targeted experience.





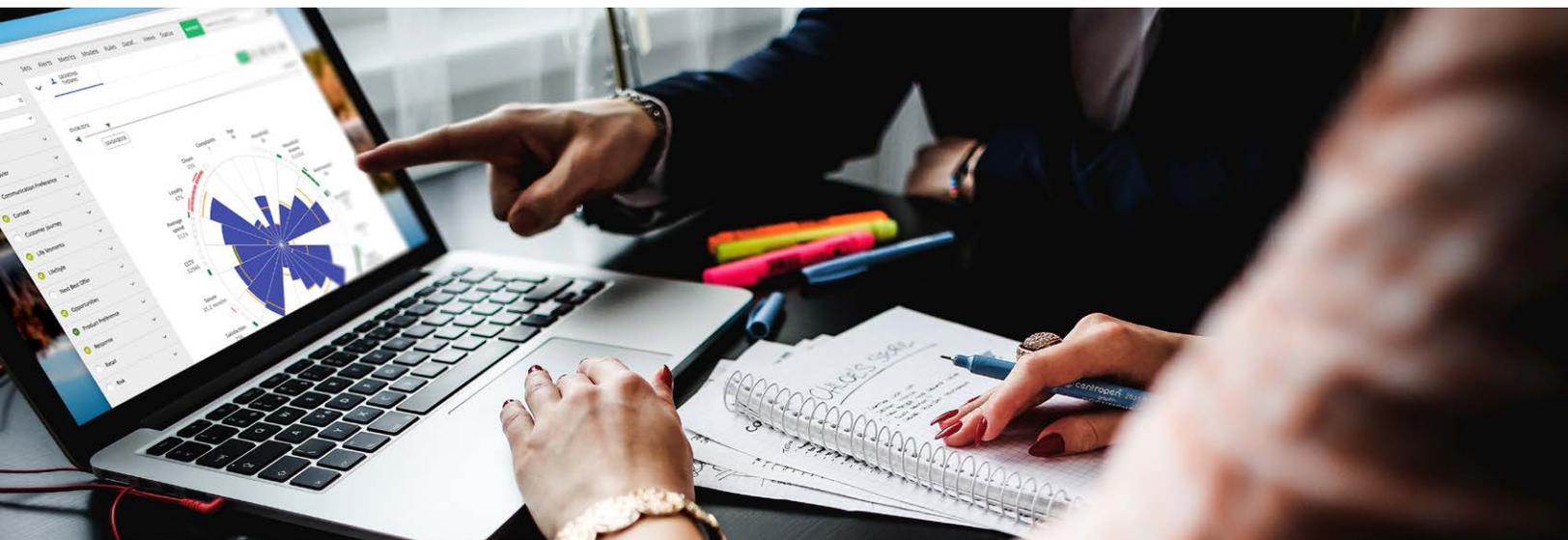
## How CDP Technology Enables Agility

How can the Customer Data Platform (CDP) help you to become more agile in your marketing? An intelligent CDP takes all available data about your customers and prospects and brings them together to unlock silos. This can come from internal first-party data sources (CRM, web, customer service), as well as external data sources (second-party partnerships and third-party data providers). The result of this data compilation is a holistic and living individual profile, or what we call a *Customer DNA*, for each and every customer.

- With Customer DNA, enterprises are equipped to make relevant offers that increase engagement and conversion rates
- Customer DNA enables enterprises to reduce spam, which increases both customer satisfaction and customer lifetime value
- Customers are at the center of the business equation, leading to greater loyalty

On top of that, an intelligent CDP combines advanced analytics, AI and machine learning with Customer DNA so that it can tell you – in real-time and dynamically – where each customer is in the funnel, why they might leave the funnel and help you nurture that lead via the right offers at the right time to convert them into a paying customer.

Simply put, an intelligent CDP empowers your entire organization by automatically generating relevant, real-time customer insights...so you continuously capitalize on emerging opportunities in your customer data, in a most agile way.



## The Future of Agile Marketing

In order to capitalize on these emerging opportunities, and to drive the most profitable customer interactions and better campaign efficiency, marketers need to become more agile and embrace AI-powered technologies such as Customer Data Platforms to generate relevant, real-time customer insights for personalized and dynamically curated customer conversations.

And, since machines will take on the bulk of the routine and everyday tasks, marketers will have more time to allow their creativity to flourish and thrive. In a recent Gartner poll, creativity is ranked as the number one soft skill valued on a dynamic marketing team.



### CMOs Value Soft Skills for Dynamic Marketing Team \*

#### IMPORTANCE OF SOFT SKILLS:



\* Base: Total answering Very Important / Critical to Success, n=300

Q. How important are each of the following marketing skills in supporting your company's business goals?

Q. How important is it for members of your marketing team to have each of the following skills / capabilities to support marketing success?

Source: Gartner for Marketers: 4 Steps for Building an Agile Marketing Organization (November 2017)

And, [according to a recent study](#) on the State of Agile Marketing, increased speed and efficacy are just part of the agile marketing pie.



**AGILE MARKETER**

**37%**

of agile marketers are more productive

**51%**

of agile marketers report more visibility into work while it's happening

**55%**

of agile marketers report a newfound ability to change gears effectively and quickly based on incoming feedback

**46%**

of agile marketers find themselves producing higher quality work

**43%**

of agile marketing teams release work faster

**40%**

of agile marketers identify problems and roadblocks faster



With machines picking up the slack, teams will be better able to thoughtfully and creatively solve problems and adjust to changing business needs and emerging opportunities.

NGDATA helps brands achieve data-driven customer centricity. Our AI-powered Customer Data Platform (CDP) & Digital Transformation services and solutions enable our clients to deliver relevant, connected and timely customer experiences. We partner with our clients to help them capitalize on emerging opportunities, drive profitable customer experiences and supercharge analytics and campaign ROI. NGDATA partners with companies around the world to drive digital transformations.

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