AI is taking marketing to new heights, thanks to its many applications and benefits. Here’s a look at how your B2B company can use AI in marketing.

1. PREDICT CHURN AND WAYS TO RE-ENGAGE CUSTOMERS.
Don’t let customers get away due to neglect. If you have accounts that are going stale, then AI can help you re-engage them with helpful content and/or incentives.

2. ENHANCE CUSTOMER SUPPORT USING CHATBOTS.
AI is no longer just a background assistant; marketers are putting it in the forefront to assist prospects and customers. The best chatbots are programmed to answer questions, resolve issues, and direct customers to relevant content.

3. PERSONALIZE EMAIL MARKETING.
AI can take large chunks of data and spew out neat and clear reports. It can also help you develop hyper-personalized email campaigns, update account segments, and predict content capabilities.

4. CREATE DETAILED (AND ACCURATE) CUSTOMER PROFILES
A comprehensive customer profile can generate favorable results for your marketing campaigns. With AI, you can ensure your customer data is correct so your marketers can reach the right person at the right time (with the right message).

5. ENHANCE THE EFFICIENCY OF CUSTOMER DATA PLATFORMS.
Using AI-powered CDPs provides you with the intel you need to create personalized marketing and sales programs. When your sales and marketing are using the same data, both departments are aligned, and your customers get a seamless experience.

Are you ready to revolutionize the way you use data with the help of AI?
Then allow Leadspace to show you the way!