Increase revenue and optimize costs in Marketing

Key Processes	Before AI	Using AI	
Customer insights & strategy	Customer insights are often spread across fragmented data sources, leading to incomplete customer profiles and missed opportunities for targeted engagement.	**Streamline market research and strategy - Buy** Simplify the process of developing a new marketing strategy by easily researching and summarizing customer insights across multiple sources.	**Collect and share product feedback - Extend** Help collect and analyze customer feedback to guide product development activities and update product roadmaps.
Demand generation	Broad and untargeted campaigns can result in misaligned marketing efforts and lower demand capture and conversion rates.	**Create a new offering - Buy** Speed the process of creating new offers by analyzing past performance and brainstorming new ideas. Draft targeted messaging to communicating new offers to sellers.	
Content creation	Content creation relies on manual research and creativity, which can lead to inconsistent messaging and slower time-to-market for marketing materials.	**Content creation - Start** **Create a marketing BOM - Buy** **Create a marketing BOM - Extend** Reduce time and costs traditionally required for content development while improving quality and engagement.	
Campaign execution	Manual campaign coordination and tracking can lead to inefficient resource allocation, higher operational costs, and lack of agility in adapting to market responses.	**Campaign performance tracking -Buy** **Targeted campaigns - Extend** Plan and develop campaign content, and then track engagement to adapt messaging quickly based on customer feedback.	**Product launch - Extend** Plan and execute a product launch by identifying key action items and owners, identifying gaps, and tracking progress.