

THE WEBINAR WILL BEGIN AT
THE TOP OF THE HOUR

2021 State of Marketing AI: Entering the Age of Intelligent Automation

February 4, 2021 - 12:00 PM EST



Survey: Key Findings

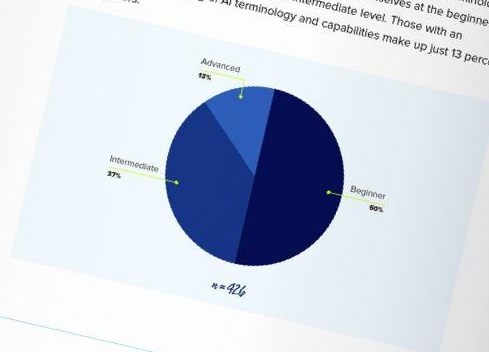
As part of the State of Marketing AI Report, respondents were asked to answer 13 questions about their AI knowledge and how their organization uses AI in marketing. The questions were either multiple choice with a single answer possible, or multiple choice with multiple answers possible.

Understanding of AI

50 percent of marketers classify themselves as AI beginners.

Q: How would you classify your understanding of AI terminology and capabilities?

When asked about how they would classify their understanding of AI terminology and capabilities, 50 percent of respondents classify themselves at the beginner level. A full 37 percent say they are at an intermediate level. Those with an advanced understanding of AI terminology and capabilities make up just 13 percent of marketers.



Commonly Used AI Technologies

The field of artificial intelligence (AI) encompasses a wide range of technologies, and subfields. There are many ways to describe AI technologies, and the terminology can be confusing. Below are some common AI technologies that help you advance your understanding.

1. **Artificial Intelligence:** The science of making machines that can think and learn.
2. **Marketing AI:** The science of making machines that can help you understand your customers and their needs.
3. **Algorithm:** Set of rules that tell a machine how to perform a task.
4. **Traditional Automation:** Automation powered by humans code sets of instructions (aka algorithms) to do.
5. **Intelligent Automation:** Automation powered by machines that have the potential to define its own algorithms, determine its own goals, and learn from its own experience.
6. **Machine Learning:** The process of teaching a machine to learn from data and improve its performance over time. Machine learning algorithms are designed to alter themselves – or alter themselves – to produce more accurate results.
7. **Deep Learning:** An advanced type of machine learning that uses neural networks to create machines that mimic the functioning of the human brain. Deep learning machines humanlike abilities to see, hear, write, speak, and move.

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The Institute Webinar Series

Learn Directly from Marketing and AI Experts

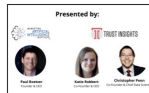
In our free webinars, industry leaders teach you how to understand, pilot and scale AI

Live and On-Demand Webinars

[Live Webinar] How to Choose An Intelligent Attribution Model

Join us on Feb. 18 at 11 a.m. ET as Trust Insights co-founders Katie Robbert and Christopher Penn lead you through three different types of attribution models. You will also learn:

- Why attribution modeling matters.
- How to navigate model selection and evaluation.
- Key factors to focus on in each model.



Hosted by **Paul Roetzer**, Founder and CEO, Marketing AI Institute, the webinar also includes a Q+A session to address audience questions.

Register Now

In our **FREE** webinars, industry leaders teach you how to understand, pilot & scale AI.

LEARN MORE

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Meet Your Speakers



Maggie Crowley

Director of Product Management, Drift

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Paul Roetzer

Founder, Marketing AI Institute

@paulroetzer

**About Drift +
Marketing AI Institute**



Agenda

01 Introduction to AI

02 About the Report

03 Key Findings

04 Identifying Use Cases

05 Getting Started

06 Q&A

Introduction to AI



What is artificial intelligence?

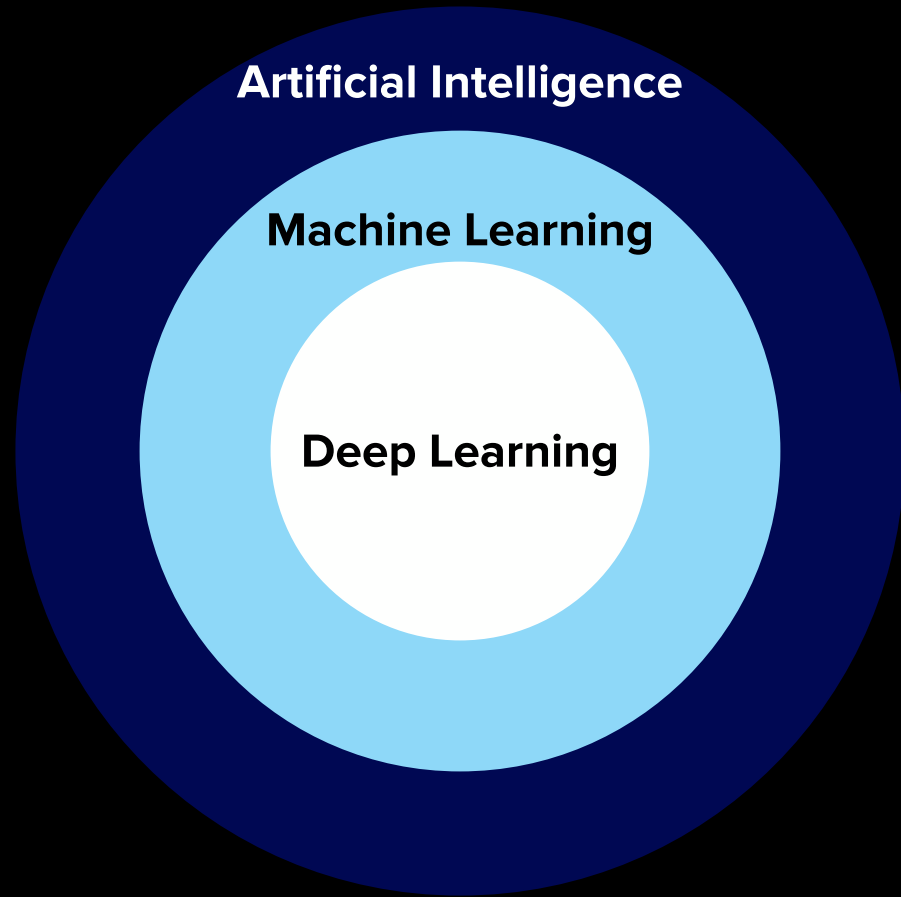


AI is the science of making machines smart.

— Demis Hassabis, Co-Founder & CEO, DeepMind



**Marketing AI is the science of
making marketing smart.**



Machine learning is the primary subset of AI.

LANGUAGE

- Natural Language Processing
- Natural Language Generation
- Sentiment Analysis
- Speaker Identification
- Speech-to-Text
- Text Analysis
- Text Extraction
- Text Generation
- Text-to-Speech
- Translation
- Voice Generation
- Voice Recognition

VISION

- Emotion Detection
- Image Analysis
- Image Recognition
- Facial Recognition
- Movement Detection
- Video Recognition

PREDICTION

- Forecasting
- Pattern Recognition
- Personalization
- Recommendation



AI reduces costs by intelligently automating repetitive, data-driven tasks.



**AI drives revenue by improving
your ability to make predictions.**

About the Report

Download the free guide at drift.ly/marketing-ai



Making Marketing Smart

- Artificial intelligence is forecasted to have trillions of dollars of annual impact on businesses and the economy.
- Yet many marketers struggle to understand what it is and how to apply it to their marketing.
- As the amount of consumer data exponentially increases, marketers' ability to filter through the noise and turn information into actionable intelligence remains limited.
- **But AI possesses the power to change everything.**

Methodology

- 235 people answered all 13 survey questions and completed the full assessment to rate 49 AI use cases.
- Respondents were gathered between October 8, 2020 and December 21, 2020 and were not required to answer every question.
- AI Score for Marketers (score.MarketingAIinstitute.com)

About the Respondents

- **57%** identified their roles as Director-level or above.
- **69%** are involved in content marketing (highest percentage).
- **78%** work in B2B
- **67%** work at organizations with \$10M or less in revenue.
- **63%** work at organizations with less than 50 employees.
- **38%** in the United States, and **10%** in Canada.

Key Findings

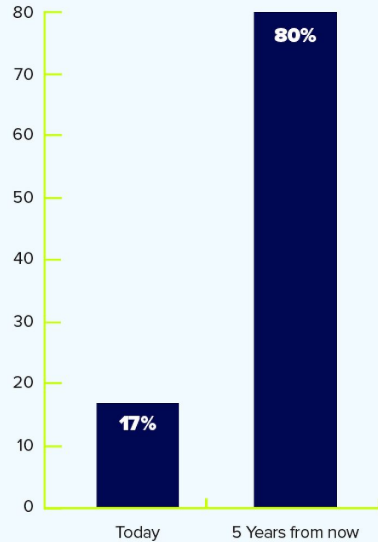


AI Is Critical to Success in 2021

AI IMPORTANCE TO MARKETING	% OF RESPONDENTS (n=338)
Very important	37%
Somewhat important	34%
Critically important	15%
Not sure	10%
Not important at all	4%

Intelligent Automation Is Inevitable

People who believe 26% or more of their tasks will be intelligently automated

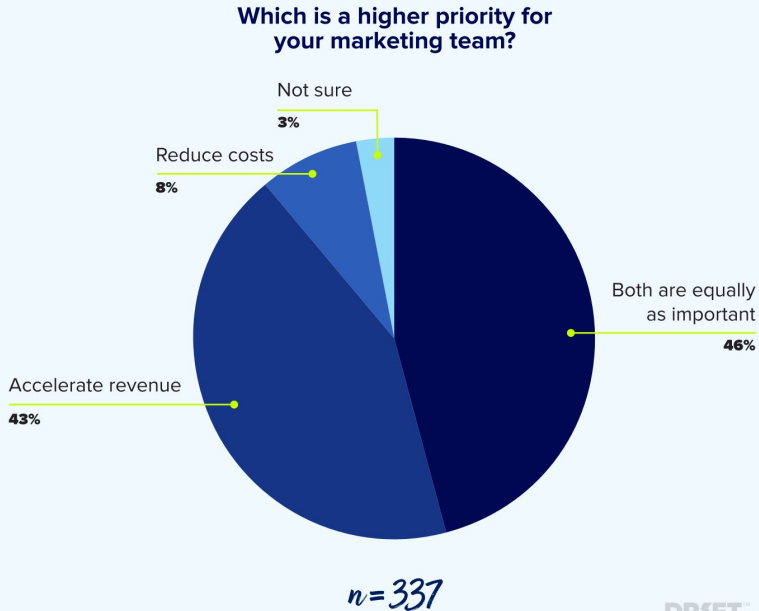


43% of marketers believe that **more than half of all marketing tasks** their team performs will be **intelligently automated** to some degree in the next five years.

Marketers Are Seeking to Understand

STATE OF TRANSFORMATION	% OF RESPONDENTS (n=351)
Researching	65%
Understanding	56%
Piloting	34%
Humanizing	19%
Scaling	17%

Reasons Behind AI Adoption



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For marketers who are applying AI, **accelerating revenue (41%)** and **getting more actionable insights from marketing data (40%)** are the two most common outcomes that respondents say they are achieving.

How Okta Accelerates Revenue with Drift

About

Okta is a leader in workforce and customer identity and authentication with more than 6,500 integrations and 9,000 clients around the globe.

Solution

- Marketing and Sales Enablement and Alignment
- A Wide Range of Use Cases Coordinated to Drive Revenue Acceleration
- AI to Power a More Dynamic Experience and Improve Conversion

Challenge

Scaling critical sales and marketing processes to drive accelerated growth.

Results

1. 30% Q/Q increase in pipeline influenced in the first 6 quarters
2. 2x higher conversion rate from MQL to SQL with AI
3. #1 fastest channel to convert MQL to pipeline

okta

Because AI is continually learning without needing to be programmed, it frees up our resources.

David Wellwood
Senior Director Web Marketing at Okta

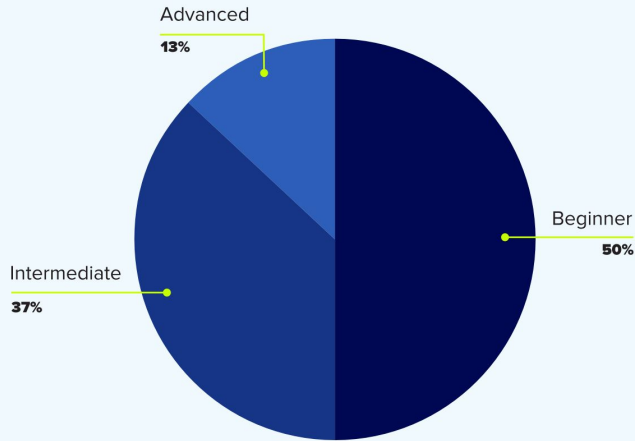
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AI applications change the game because they can factor in more criteria far more quickly than any human can.

— David Wellwood, Senior Director Web Marketing at Okta

Understanding AI Capabilities

How would you classify your understanding of AI terminology and capabilities?



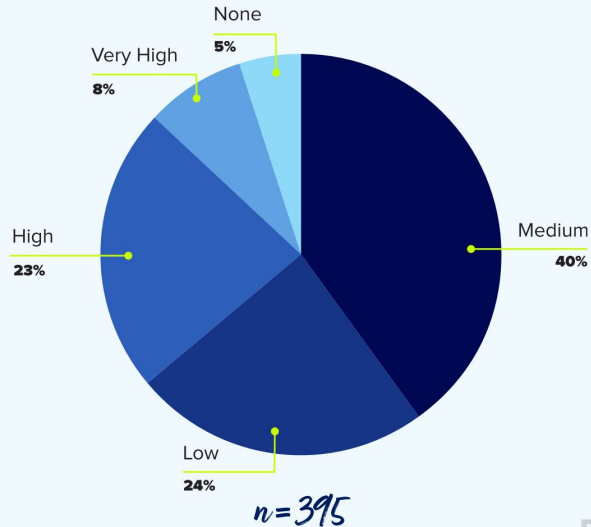
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50% of marketers classify themselves as AI beginners when it comes to understanding AI terminology and capabilities.

Marketers Lack Confidence

How would you rank your confidence evaluating AI-powered marketing technology?



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If marketers do not understand the underlying technology, and what it is capable of doing, they will struggle to identify smarter, AI-powered marketing solutions that can drive efficiency and performance.

Barriers to AI Adoption

Lack of education and training	70%	Lack of executive support	28%
Lack of awareness	46%	Lack of vision	23%
Lack of resources	46%	Unknown risks	22%
Lack of talent with the right skill sets	43%	Lack of ownership	21%
Lack of strategy	42%	Unrealistic expectations	19%
Lack of understanding	38%	Fear of AI	16%
Lack of technology infrastructure	35%	Mistrust of AI	15%
Lack of the right data	32%	Lack of governance	15%
		None of the above	3%

There is a common belief that fear of AI, and the unknowns it presents to the workforce, is an obstacle that must be overcome to achieve widespread adoption. **Our research does not support this idea.**

**The future is marketer +
machine. The future is now.**



Identifying Use Cases



How to Identify an AI Use Case

- Is it **data driven**?
- Is it **repetitive**?
- Is it making a **prediction**?

Top Marketing AI Use Cases

1. Recommend highly targeted content to users in real-time. (3.96)
2. Adapt audience targeting based on behavior and lookalike analysis. (3.92)
3. Measure return on investment (ROI) by channel, campaign, and overall. (3.91)
4. Discover insights into top-performing content and campaigns. (3.86)
5. Create data-driven content. (3.82)

Across all use cases, the average rating was 3.53 out of 5.00.

Top Marketing AI Use Cases

6. Predict **winning creative** (e.g. digital ads, landing pages, CTAs) before launch without A/B testing. (3.81)
7. Forecast **campaign results** based on predictive analysis. (3.80)
8. Deliver **individualized content experiences** across channels. (3.80)
9. Choose **keywords and topic clusters** for content optimization. (3.78)
10. Optimize **website content** for search engines. (3.77)

Across all use cases, the average rating was 3.53 out of 5.00.

Getting Started



Rolling Out AI Solutions

- Look at your existing tech stack.
- Talk to vendors and conduct demos.
 - How does your company use AI today?
 - What AI capabilities are on the product roadmap?
 - What type of data do I need for the solution to work?
 - Is there any type of minimum size dataset I need to use it?
 - What kind of in-house capabilities do I need?
 - My top use case is _____. Can you help?
 - Do you have any case studies specifically about AI features?

Focus on Outcomes

- **Efficiency lift** (ie time and money saved)
- **Performance lift** (ie increased probability of achieving business goals)

A little bit of AI can go a long way...

...to reducing costs and driving revenue when you have the right data and the right use case.

You don't need to go from **all manual to fully autonomous** to see massive returns.



The 2021 State of Marketing AI

Download the free guide now 🖱️

[DRIFT.LY/MARKETING-AI](https://drift.ly/marketing-ai)

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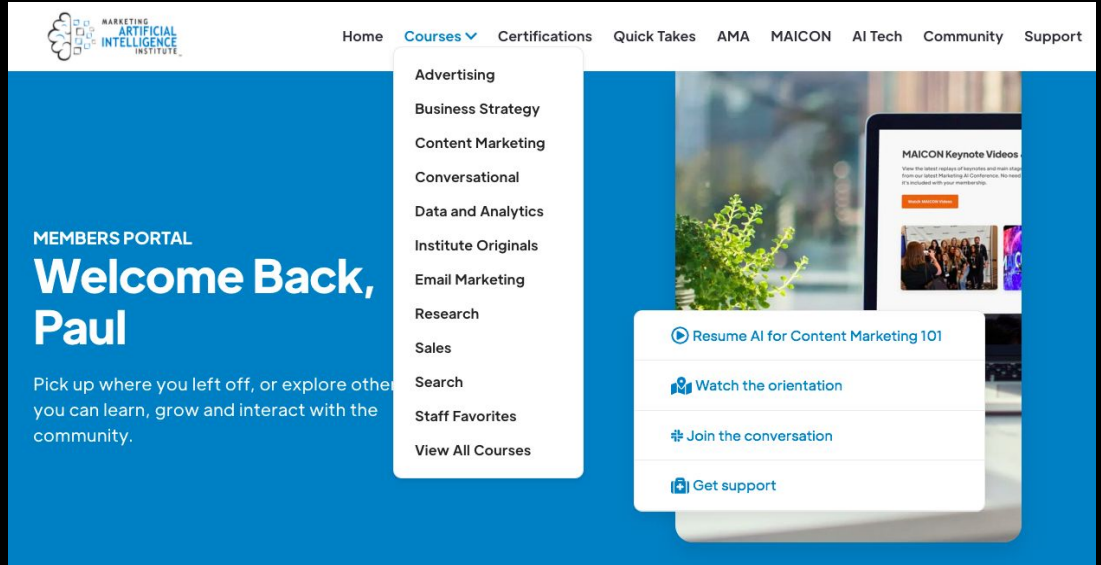
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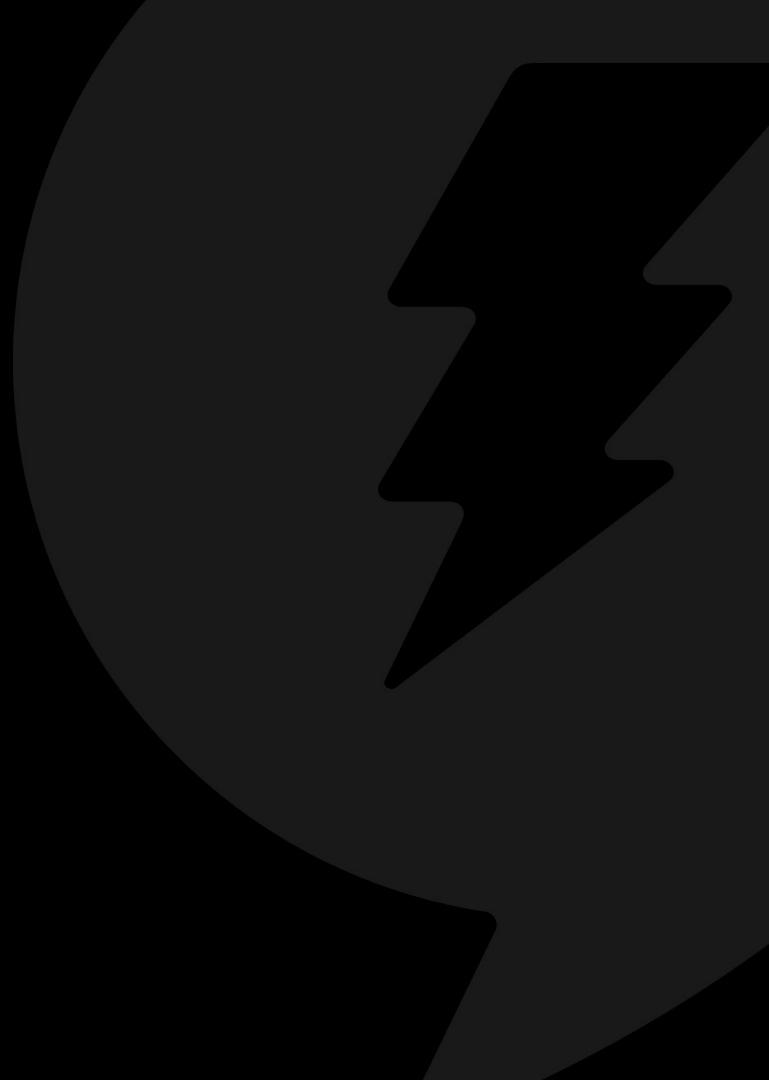
The screenshot displays the website's interface. At the top, the navigation bar includes 'Home', 'Courses' (with a dropdown arrow), 'Certifications', 'Quick Takes', 'AMA', 'MAICON', 'AI Tech', 'Community', and 'Support'. The 'Courses' dropdown menu is open, listing categories: Advertising, Business Strategy, Content Marketing, Conversational, Data and Analytics, Institute Originals, Email Marketing, Research, Sales, Search, Staff Favorites, and View All Courses. The main content area features a blue background with the text 'MEMBERS PORTAL Welcome Back, Paul'. Below this, a message reads: 'Pick up where you left off, or explore other courses you can learn, grow and interact with the community.' To the right, there is a section for 'MAICON Keynote Videos' and a video player showing a presentation slide. A white overlay box in the foreground contains four action items: 'Resume AI for Content Marketing 101', 'Watch the orientation', 'Join the conversation', and 'Get support'.

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Q&A



Thank you!

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