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How to **save time and money** automating your marketing with CustomerAI

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The smart move

Companies today face the daunting trifecta of a precarious economy, tightening budgets, and the constant pressure to outperform. Each marketing campaign must match or outpace the one before it, and the idea of 'doing more with less' sounds nice but often leads to fewer employee resources and more burnout. Enter marketing automation.

Marketing automation, the silent workhorse of the business world, **revolutionizes efficiency in marketing campaigns.** It liberates teams from the quicksand of repetitive tasks – no more manual data pulls or hours of research to provide context for content creation. Which sounds pretty ideal, right? Just wait. The real magic lies within the integration of artificial intelligence. AI doesn't just maintain the workflow; it transforms it, providing customer insights, predicting trends, and making real-time decisions that employees can turn into smart, unique marketing campaigns that turn one-time consumers into long-term loyal customers.

With 90% of organizations believing that AI will deliver time or cost savings for their business, adding AI to your marketing automation is a game changer.

In this guide, we'll go into four specific areas where AI can enhance your marketing automation. We'll explore its undeniable benefits, introduce helpful tools, and share unique examples to help you harness this emerging technology's full potential. Read on for how you can use AI to improve personalization, support content creation, automate emails, and even generate more informed reporting and analytics.

Ready to save some time and money? Let's do this.

Automating personalization with AI

Modern consumers crave personalization. They want brands to understand their unique needs, interests, wants, and beliefs and use them to build curated one-to-one experiences.

Unfortunately, there's a pronounced gap between the level of personalization consumers expect and what businesses deliver. While 91% of brands report that they often or always personalize engagement with consumers, only 56% of consumers agree, according to Twilio's **2023 State of Customer Engagement Report.**

Plus, with the sheer volume of customer data out there, it's extremely difficult (not to mention time-consuming and resource-intensive) for businesses to manually analyze customer behaviors, extract meaningful insights, and take action on them. This makes personalization reactive, rather than proactive, resulting in businesses often sending the right message to the right person… at the wrong time.

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of consumers agree that business often or always personalize engagement

Luckily, with the right systems and processes in place, AI can help businesses pull meaning from customer data points and help companies deliver these well-sought-after personalized experiences in real time. There are just a few steps you need to take in order to unlock the power of real-time personalization. Here they are:

1. **Collect and consolidate data**

   Personalization is only as good as the data that powers it. To understand your customers enough to cater content to their wants and needs, your business needs a reliable way to gather and consolidate data across the entire customer journey. A **customer data platform (CDP)** can help, allowing you to collect, clean, and merge both known and unknown customer data into in-depth golden profiles you can use to tailor your marketing and customer service efforts.

2. **Segment your customers**

   Once you've centralized your data, you can put AI to work. AI and machine learning algorithms can help segment your customer base into groups with similar characteristics and behaviors, this could be anything from high earners to individuals with a particular interest to churn risks. Creating these segments makes it easier for your business to serve targeted experiences to similar customers, allowing your one-to-many campaigns to feel like one-to-one campaigns to your users.

71% of our survey respondents feel like AI could be more useful with access to higher-quality data.
Source: Twilio Segment's The Growth Report 2023: AI edition

3. **Personalize content in real-time**

Now for the best part. Your business can use AI to build personalized communications and experiences for your users. This could be anything from:

- **Sending targeted emails and SMS messages**, like sending a timely free trial offer to an individual who just viewed your pricing page
- **Recommending products or services** to customers based on their past purchases, interests, and the purchase behavior of similar customers
- **Serving custom ads** showing products or services that align with user interests
- **Expediting customer service** by giving support agents access to data from users' past issues
- **Customizing on-site content** by serving different headlines, CTAs, and in-platform tooltips to a user based on factors like their industry, job title, and more

However you tailor experiences for your customers, it's bound to set your business apart.
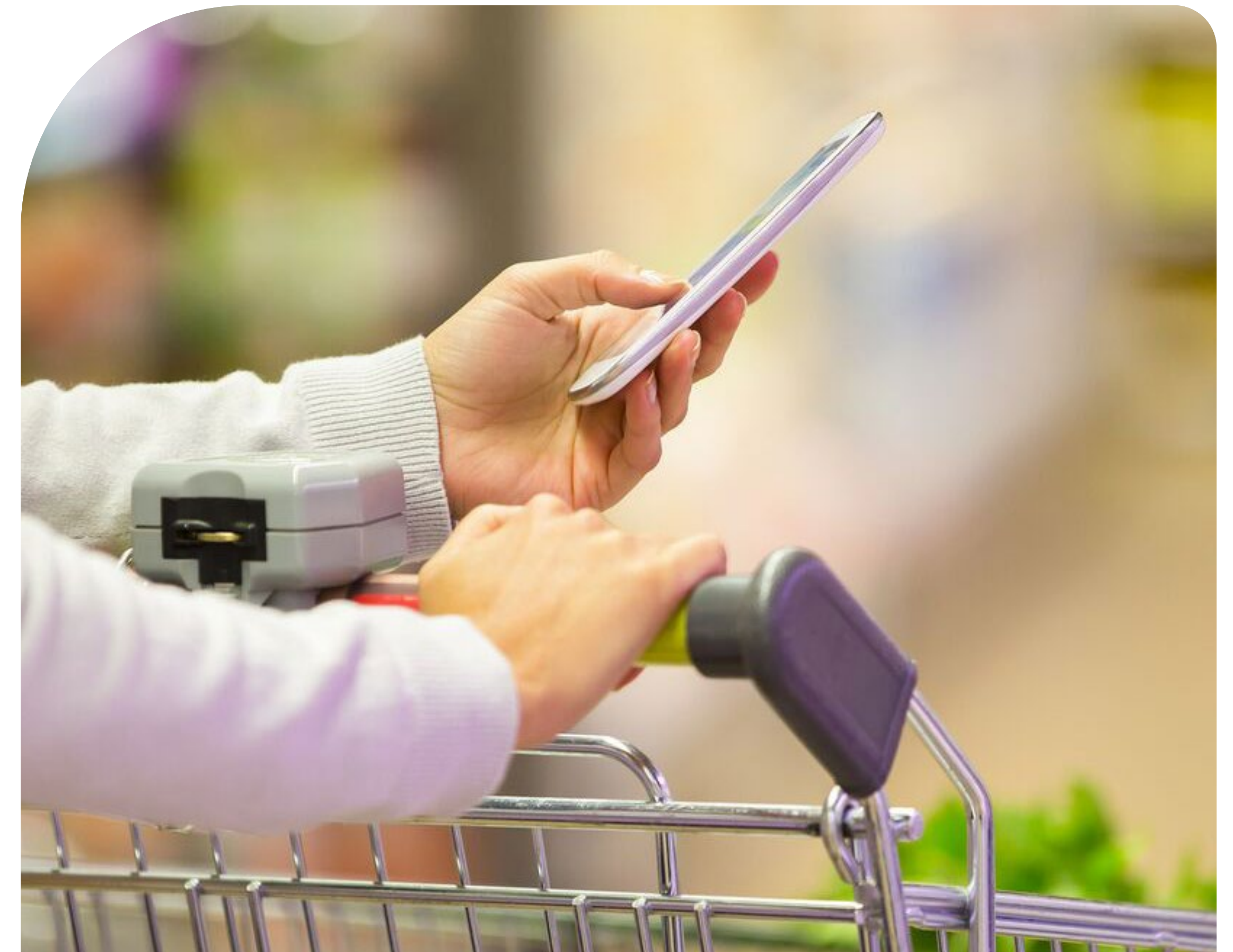
24% of companies say they already use AI to create personalized product recommendations automatically.
Source: Twilio Segment's The Growth Report 2023: AI edition

Personalization made simple with CustomerAI Predictions

CustomerAI Predictions, Twilio's artificial intelligence and machine learning feature, lets businesses predict the likelihood that users will perform any event tracked in Segment. You can quickly identify individuals':

- **Predicted lifetime value (LTV):** Predicted customer spend over the next 90 days
- **Likelihood to purchase:** How likely users are to purchase in the next 30 days
- **Likelihood to churn:** How likely users are to discontinue their relationship with your business
- **Custom predictive goal:** How likely users are to achieve a business goal of your choice, like referring a friend or using a promo code

CustomerAI saves these predictions directly to user profiles, making it easy for your team to build audiences, trigger user journeys, and send data to downstream destinations, like your email service provider and third-party ad platforms. This can help you build simple, yet high-impact campaigns that:

- Improve ad targeting
- Reduce customer acquisition costs and improve LTV
- Power more personalization
- Win back unengaged customers

Marketing is all about sending the right message to the right person at the right time, but reacting to customer data is often too little, too late. CustomerAI Predictions let you anticipate user behavior before it happens, so your brand can take action in real time and give every individual the exceptional user experience they've come to expect.
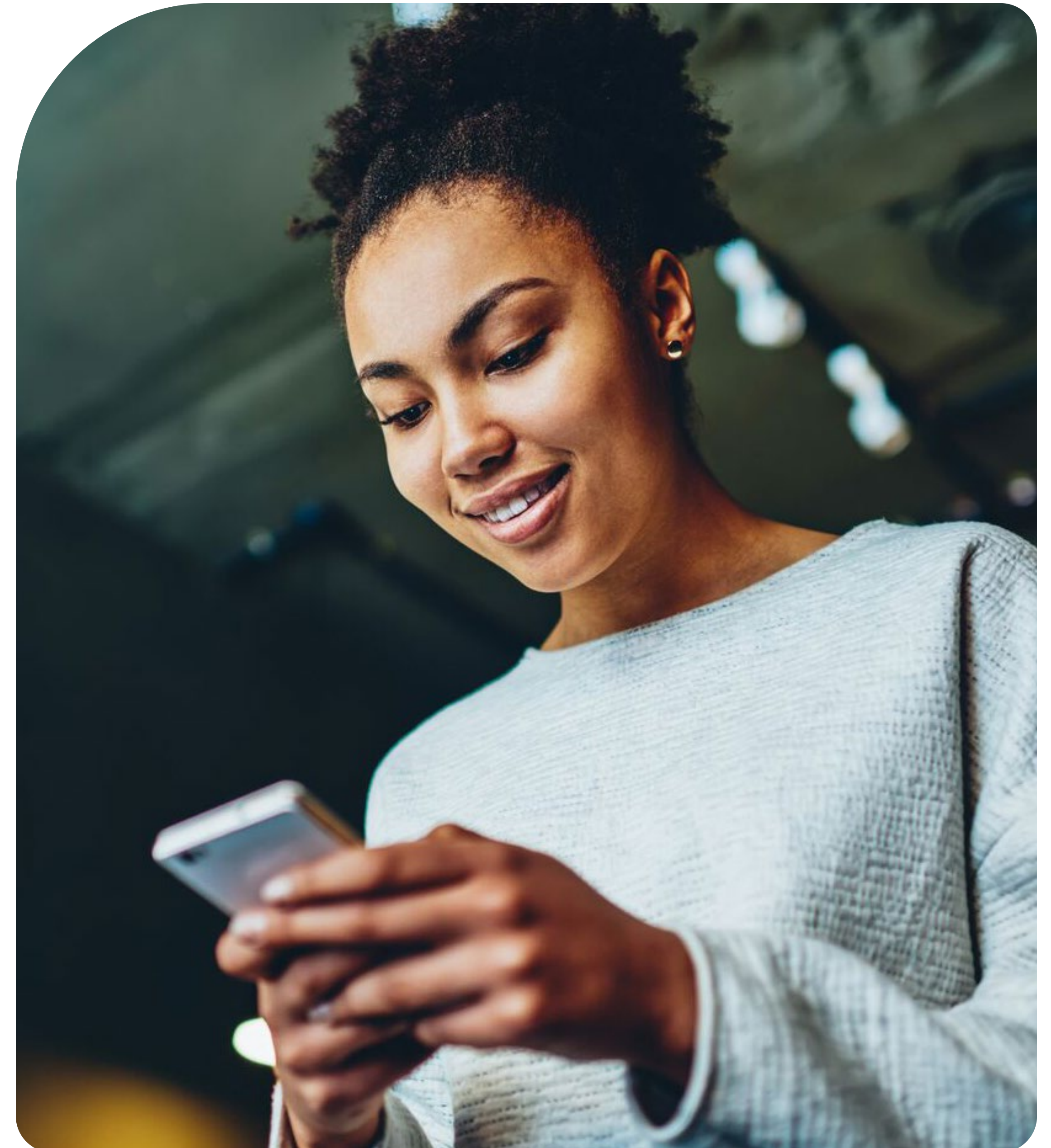
An intelligent approach to content creation

In the age of constant notifications, quality content remains king. However, for most people, this pressure results in the need to produce high volumes of content, sometimes causing them to create aimlessly without a strategic approach or clear intent.

With artificial intelligence, however, there's an even more sophisticated method to generating content, making marketing strategies increasingly more personalized while supporting content needs in areas such as idea generation, research, outline building, and more.

Here's how AI is revolutionizing content creation and how you can leverage it.
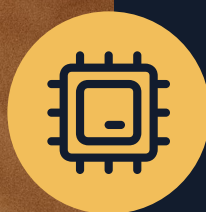
Tools & examples

Natural language processing (NLP):

At the core of many AI content generation tools is NLP. It allows machines to understand, interpret, and generate human language. This technology can draft articles, scripts, and other written content by processing vast amounts of data and recognizing patterns in language.

Predictive analysis:

AI tools can predict what type of content a user would most likely engage with based on their past behavior. This can help in creating targeted and personalized content.

Visual content creation:

Beyond text, AI tools like **DALL-E** can generate images from textual descriptions, allowing marketers to create visual content that aligns with their brand message without human intervention.

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Email copy:

Tools like **Phrasee** use AI to craft email subject lines, body text, and CTAs that are predicted to perform better based on the target audience's preferences.

Product descriptions:

For e-commerce platforms with thousands of products, writing unique descriptions can be a challenge. AI can automate this process by generating accurate and appealing product descriptions.

Social media posts:

AI can analyze trends and generate posts that resonate with followers, ensuring engagement and reach.

Blog articles:

Some AI tools can draft entire articles or blog posts based on a set of input keywords or topics, making it easier for brands to maintain an active blog.

Best practices

Do a humanity test:

While AI is powerful, it's essential to have human oversight. Review AI-generated content to ensure it aligns with your brand voice and message.

Optimize over time:

Just like any other content, it's crucial to test AI-generated content. Analyze its performance and make necessary adjustments.

Make it personalized:

With **over half** of consumers saying they will become repeat buyers with a personalized experience, using AI to personalize your content is a no-brainer. Use it to create personalized content for each audience segment and watch it lead to higher engagement rates.

Stay informed:

AI algorithms are continually evolving. Stay updated with the latest advancements to leverage them effectively. Set Google alerts, try out beta programs, and look for updates within your existing software.

Be ethical:

Be **transparent with your audience.** If you're using AI-generated content, consider informing them of such. Transparency builds trust.

AI-powered email marketing automation

When done right, email can have the highest ROI of any marketing channel **($36 for every dollar spent).** However, generic one-to-many campaigns can fall significantly short of that number, resulting in poor engagement and even high unsubscribe rates. The good news is that any sized business can now transform its emails into highly personalized one-to-one interactions with AI.

By working alongside AI, email marketers can enhance their ability to deliver relevant, timely, and engaging content to their subscribers. For example, Twilio's **Smart Email Content Editor** and CustomerAI Generative Journeys can help your business:

- Drive better engagement with the click of a button using AI-powered email headlines, images, and calls to action
- Create a custom journey for each customer in seconds
- Use a single text prompt to automatically build a personalized, multi-channel campaign (e.g., "I want to launch an upsell campaign for customers with a high propensity to buy/recently completed a purchase")

This allows you to spend less time building while instantly improving conversion rates, customer satisfaction, campaign performance, and, of course, ROI.

Over a quarter (26%) of respondents are using AI to help build intelligent customer journeys for marketing campaigns.
Source: Twilio Segment's The Growth Report 2023: AI edition

Examples

Audience segmentation:

AI can help divide your email list into smaller segments based on interests, needs, preferences, and other criteria. This allows your brand to send more targeted messages that your audiences want to engage with.

A/B testing:

AI can quickly learn from your past email experiments and generate new, promising copy for you to test.

Content generation:

Need help with your next campaign? AI can generate copy, headlines, images, and a CTA for you to refine. You can even go a step further and ask AI to include dynamic product recommendations for each of your recipients based on their past purchases or browsing behavior.

List maintenance:

Unengaged contacts can hurt your **deliverability,** harm your **sending reputation,** and result in lower engagement rates. Fortunately, AI can safeguard the integrity of your subscriber lists by validating email addresses and eliminating duplicates or inaccuracies.

Auto-trigger messages based on customer journey stages:

Using a tool like CustomerAI Predictions, your business can predict customer behavior and auto-trigger messages based on the user's customer journey, like sending an enticing offer to win back a high churn risk or sending a coupon for free shipping to a customer who's likely to purchase in the next 30 days. AI can identify users that fall into these predefined cases, enroll them in a workflow, and ensure your message hits the right person at just the right time.

Best practices

Confirm segmentation accuracy:

When AI pulls a new audience segment for you, be sure to give the list a quick scan to ensure it accurately categorizes your subscribers. Incorrect segmentation can lead to irrelevant emails and decreased engagement, so you'll want to catch any mistakes before you build your campaign and hit send.

Review any AI-generated copy:

While AI can generate a solid draft of email copy for you, the technology is far from perfect. Be sure a human reviews and edits any AI-made copy to ensure it accurately represents your message, speaks to your desired audience, and meets your brand guidelines.

Avoid over-personalization:

When it comes to personalization, make sure you don't overstep. Only use data your customers have explicitly shared with your business, so you can respect their privacy and individual preferences.

Be cautious of over-automation:

While automation is powerful, be sure your email program maintains a human touch. This can help your brand maintain its authenticity, without inundating your recipients with messages they might find spammy.

Level up your reporting and analytics with AI technology

Measuring performance is one of the most important parts of running a campaign. It's not just about launching; it's about understanding impact, refining strategies, and ensuring optimal ROI. Artificial intelligence can help you do all of this (and more) in seconds, saving you time and money long-term.

Here's how to use AI to automate the reporting and analytics of your marketing campaigns to not only create more campaigns faster but also have stronger insight into how they are doing in real time.

Tools & examples

Advanced data processing:

AI can sift through massive datasets in seconds, which would take humans hours or even days. This speed and accuracy mean faster insights and more timely reporting allowing you to update your campaign in real-time instead of post-mortem.

Predictive analytics:

Instead of just looking at past behaviors, AI can predict future outcomes based on current data. This allows marketers to foresee potential trends and adjust their strategies accordingly.

Visual data representation:

AI tools can automatically generate visual reports like charts, graphs, and heat maps, making it easier for marketers to grasp complex data and share insights with stakeholders.

Sentiment analysis:

AI can gauge the mood and sentiment behind customer feedback, reviews, or social media mentions, providing a more in-depth look into how campaigns are resonating emotionally.
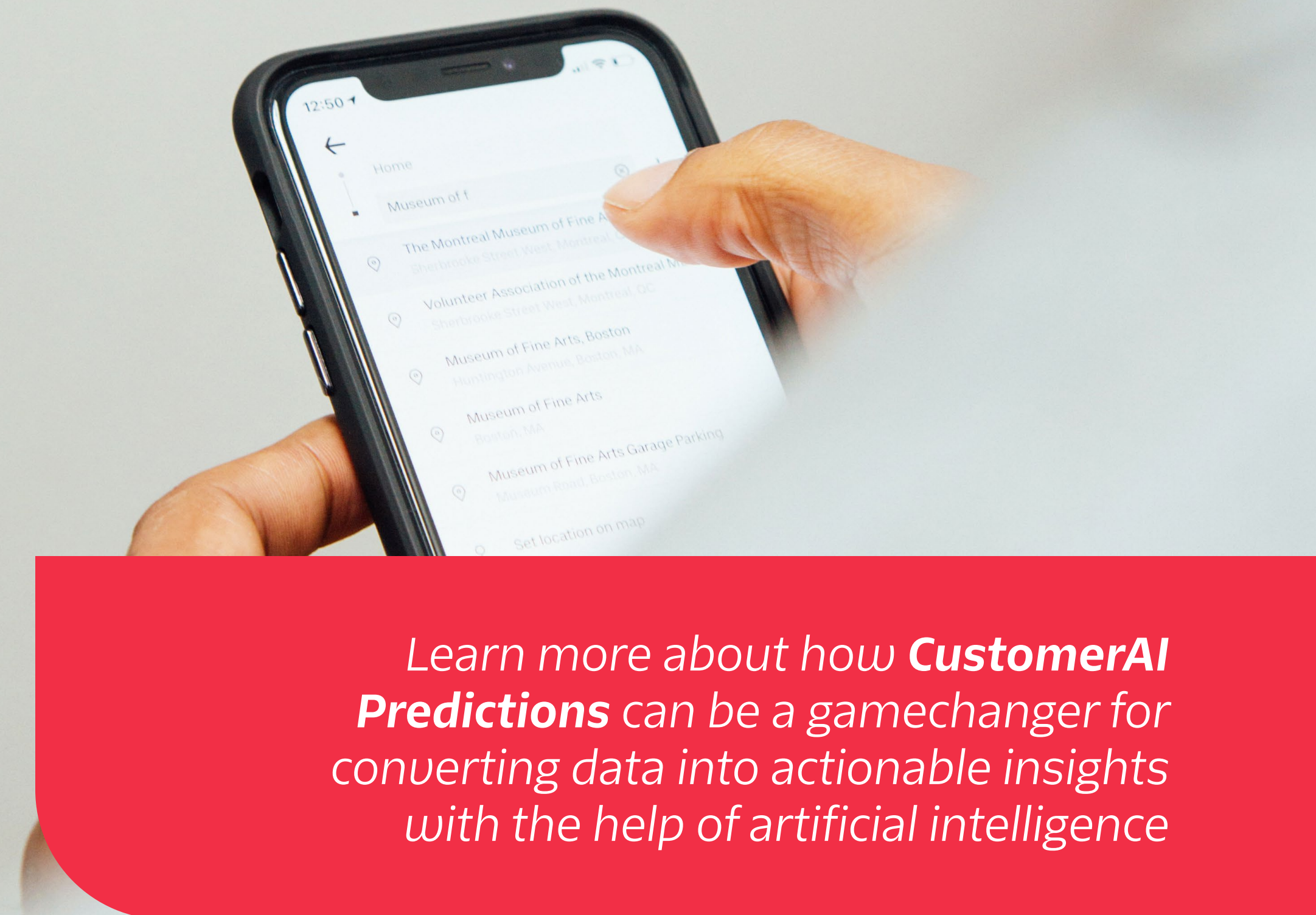
*Learn more about how **CustomerAI Predictions** can be a gamechanger for converting data into actionable insights with the help of artificial intelligence*

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Best practices

Make scalability a priority:

As your marketing efforts grow, so will your data. Choose AI solutions that can scale with your goals, ensuring that as your datasets grow, the tools can handle the increased volume without compromising on speed or accuracy.

Beware of bias:

AI models can inadvertently introduce or perpetuate biases if not trained correctly. Regularly audit and test your AI systems to identify and eliminate any unintended biases.

Quality data is key:

The insights generated by AI are only as good as the data fed into it. Keep your data clean and up to date to ensure accuracy.

Integrate AI with other tools:

AI analytics should not exist in isolation. Integrate it with other marketing tools and platforms to get a comprehensive view of your campaigns and customer behaviors.

85% of businesses are prioritizing capturing and leveraging first-party data better in the coming year; more than the 71% who said the same in 2022.

Source: Twilio Segment's The Growth Report 2023: AI edition

(AI)ming for better marketing outcomes

Goodbye tedious tasks and overworked team members. AI-driven automation is your new competitive advantage, here to help you scale the impact of your existing campaigns, keep up with ever-evolving customer expectations, and deliver hyper-personalized experiences that put your brand on the map.

While many companies have only just begun embracing this emerging technology, we're already seeing just how AI is changing the way businesses work. From delivering strategy to guiding creativity to optimizing the customer experience, AI can help your business make smarter customer-centric decisions and greatly reduce the time from idea to launch.

With a tool like CustomerAI Predictions on your side, you can unleash all these benefits and more. Go from reactive marketing to proactive marketing and turn every customer interaction into a unique customer experience.

Get a demo of Twilio's CustomerAI technology today and learn how AI can help your team create, activate, and iterate faster.

About Twilio's CustomerAI technology

Know every individual like they're your only customer

CustomerAI couples the power of large language models (LLMs) with real-time customer data flowing through Twilio's Customer Engagement Platform, helping companies better understand and unlock the potential of their customers while providing deeper value using predictive artificial intelligence capabilities.

With CustomerAI, marketers get a set of AI capabilities that learn from every interaction to precisely personalize messaging, find the right audiences, and create the most relevant journey for every individual, so you can increase conversions across every campaign. This can help your marketing team create engaging 1:1 experiences that reduce CAC and increase LTV.

Learn how Twilio can help you unify data, build insightful paths to customers, and outmaneuver the competition.

Contact sales now →

Recommended reading

7 ways to use AI to superpower your marketing strategy

From automating manual tasks to optimizing ad campaigns, learn how marketers can use AI to work smarter, not harder.

Download now →

Beyond the basics: Personalization tactics that actually convert

Learn how to navigate the complexities of personalization, from building the right data foundation to implementing advanced personalization strategies that have a real impact.

Download now →

10 essential steps to build an AI-ready organization

Explore the foundations of a successful AI strategy and learn how to unlock the true potential of AI for your business.

Download now →

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Today's leading companies trust Twilio's Customer Engagement Platform (CEP) to build direct, personalized relationships with their customers everywhere in the world. Twilio enables companies to use their communications and data to add intelligence and security to every step of the customer journey, from sales to marketing to growth, customer service and many more engagement use cases in a flexible, programmatic way. Across 180 countries, millions of developers and hundreds of thousands of businesses use Twilio to create magical experiences for their customers.
For more information about Twilio (NYSE: TWLO), visit: www.twilio.com.