



# A NEW ERA OF DATA-POWERED MARKETING

An Introduction to Zeta's Generative AI Capabilities



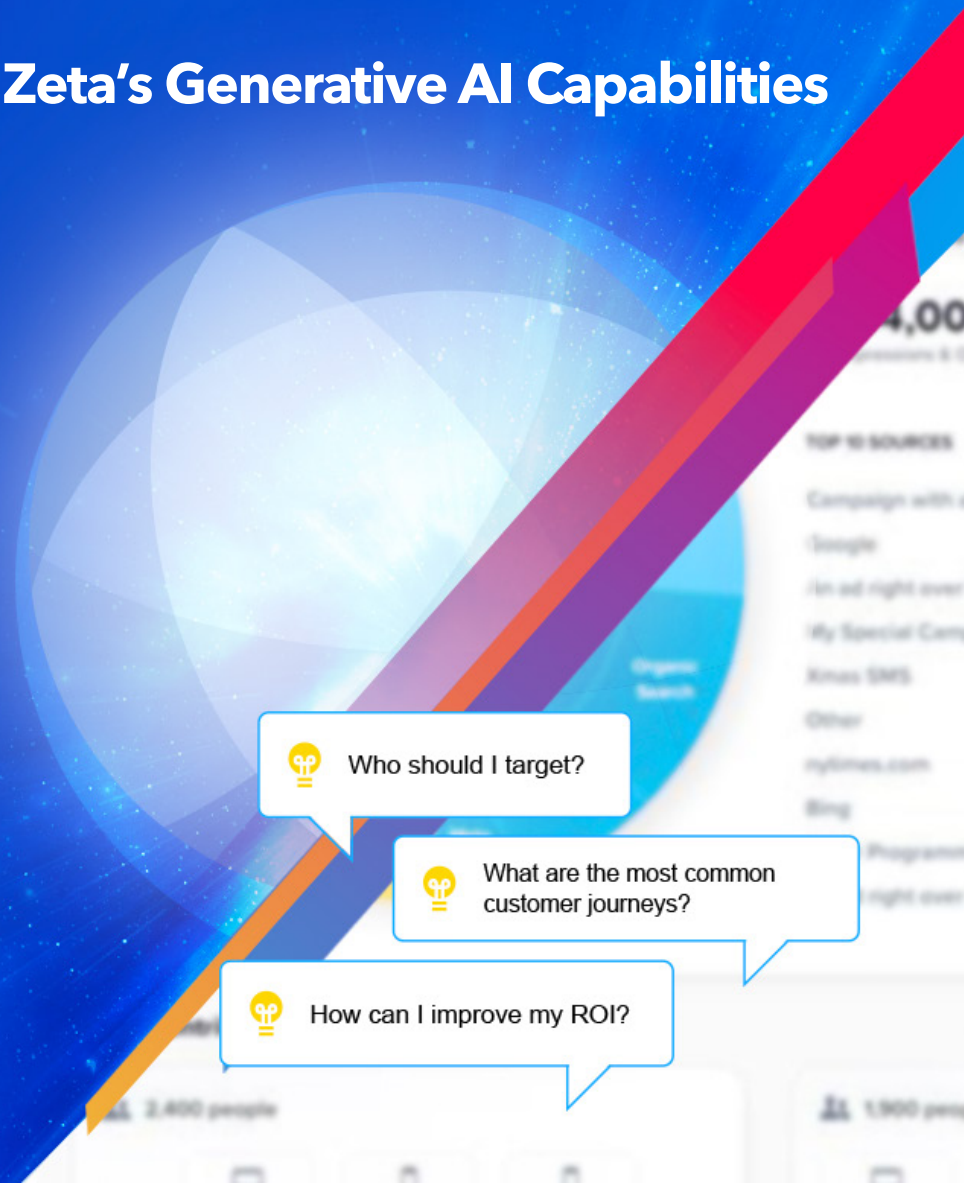
Who should I target?



What are the most common customer journeys?



How can I improve my ROI?



# The Generative AI Revolution is Happening Now

In today's rapidly changing digital landscape, brands—and the marketers they employ—are constantly looking for new ways to create better experiences for their customers. In turn, they must out-compete their competitors in a crowded marketplace. For years, AI has been heralded as the next big thing in marketing, but use cases were limited. What's more, technology thus far hasn't been able to alter a marketer's day-to-day workflow in a meaningful or fundamental way.

## Generative AI is changing all of that.

Marketers now have access to a powerful set of tools that are revolutionizing the way they work. With the rise of generative AI companies like Chat-GPT, these tools have become more accessible and easier to use, helping marketers streamline their tasks and achieve better results. Here's what you need to know about this new technology and what it means for your business.

## What is Generative AI?

Generative AI refers to a type of AI that enables machines to generate unique and creative content, ideas, and solutions. Compared to earlier iterations of marketing AI, generative AI represents a significant step forward. Earlier AI, like send-time and A/B/n optimization were limited to processing existing data and returning simple results. Generative AI can create entirely new content based on that existing data. This allows this type of AI to produce a much wider variety of creative outputs.

This doesn't mean marketers should start looking for new jobs, though. While generative AI is a useful tool, its outputs (e.g., a blog post or email) tend to be more simplistic than you'd probably like to publish. Some amount of human intervention is still needed to accurately convey the unique brand voice. It's also important to keep in mind that the AI output is only as good as the inputs and sources it uses to build content, draw a conclusion, or offer direction.

# BEYOND THE BUZZ:

## How Generative AI Will Benefit Marketers

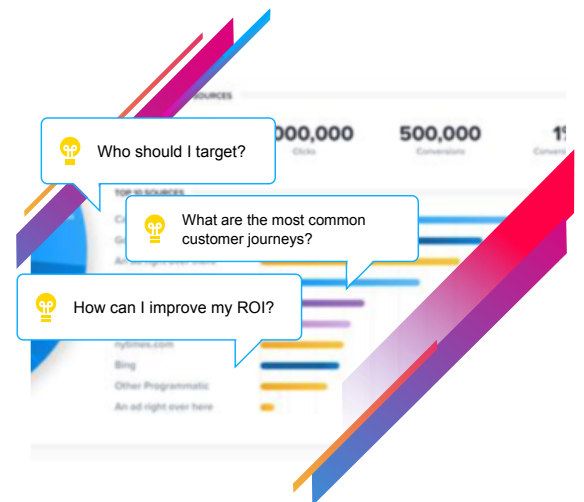


As the conversation around generative AI evolves, we have to move beyond the hypothetical and focus on practical applications that can be used today. Let's explore a few concrete ways that generative AI is making a significant impact on the day-to-day success of marketers.

### Increased Efficiency

Generative AI offers a unique advantage to marketers by increasing their productivity and efficiency in ways that other tools simply can't. By quickly producing campaign ideas, blog posts, and graphics, marketers can save time on creation and instead focus on fine-tuning.

Unlike searching Google for answers or ideas, generative AI's natural language processing (NLP) capabilities allow it to understand the nuances of prompts, leading to more accurate and relevant responses. This means that marketers can get direct and specific answers to their questions without sifting through multiple articles on a given topic, for example.



### Greater Creative Capacity

Marketers are under constant pressure to deliver high-value creative output. This can lead to creative fatigue or writer's block. With the help of generative AI, marketers can eliminate the grunt work and boost their creativity. Think of generative AI as an assistant that provides fresh ideas to keep the creative momentum of a project moving forward. It's a great tool to get the ball rolling—and keep it going.

## Optimized Targeting and Segmentation

By analyzing massive amounts of customer, purchase, and behavioral data, generative AI can identify patterns and trends. This allows you to develop hyper-accurate audience segments. Look-a-like audiences have been used in marketing for many years, but generative AI takes it one, two, or even three steps further. Instead of simply matching audience traits, generative segmentation tools can automatically create net-new audience segments based on previous and predicted behavior.

Instead of using AI to create a segment more quickly, we can now use AI to create the “correct” segment. For example, instead of writing “I want to target users with X income that live in Y and are ages ZX-ZY” you can say “I want to sell [insert image of shoe]. Create a segment which will yield optimal revenue for me.” This paradigm shift will fundamentally change how marketers think about selling and open countless new ways to creatively market and sell products.

## Improved ROI

ROI is the bottom line, no matter what area of marketing you’re focused on. It’s a key metric that drives decision-making and ultimately determines whether a campaign or technology investment was successful. Here are a few ways that generative AI has the potential to significantly increase marketing ROI:

- Save time and resources to shift focus from repetitive grunt work to high-value strategic projects.
- Produce accurate and hyper-specific audience segments for more engagement and increased conversions.
- Improve service delivery for increased customer satisfaction and retention.

# Zeta is Uniquely Positioned to Capitalize on Generative AI



Zeta has been on the forefront of AI innovation and data-powered marketing for years. We consistently push the boundaries to simplify marketers' ability to connect with their customers. In 2017, we made a strategic decision to fully embrace AI by integrating its capabilities into every aspect of our platform.

We firmly believe that generative AI is not just a passing fad and we're committed to integrating it into the Zeta Marketing Platform to unlock innovative capabilities for marketers. We're finding new use cases every day, from auto-generated personalized content and seamless onboarding experiences to automatic campaign optimization and behavior prediction. By harnessing the power of generative AI, we're providing marketers with the tools they need to stay ahead of the competition.

Our extensive expertise and knowledge in the field of AI has enabled us to simplify highly complex AI technology into intuitive tools that make personalization, automation, and segmentation easy. With this solid foundation of AI capabilities and a commitment to innovation, Zeta will continue to introduce practical features that marketers can use right now to make their lives easier.

# AI-ASSISTED GENERATIVE CONTENT



Zeta's AI-assisted generative content gives marketers a powerful, intuitive tool that transforms the way they create and deliver content. Powered by Zeta's proprietary first-party data, our AI-assisted content engine uses sophisticated algorithms to analyze customer behavior and preferences. This allows marketers to automate the creation of highly personalized and effective campaigns at scale.

By layering your first-party data on top of Zeta's massive customer database you can ensure that your content is optimized to meet the needs of your customers, drive engagement and increase ROI.

## Use Cases

### **Social media campaigns**

By analyzing consumer behavior and preferences, AI can suggest topics, captions, and images and help you create engaging and relevant social media campaigns.

### **A/B/n testing**

Let AI generate different versions of email, social, and landing page content for different audiences, based on their preferences and behaviors. The Zeta Marketing Platform automatically tests and optimizes these variations to determine which option performs best in terms of engagement and revenue.

### **Subject line and ad copy creation**

Leverage AI-generated content to craft personalized subject lines and ad copy. This can help you appeal to your specific target audience, ultimately resulting in higher engagement rates and conversion rates.

### **SAMPLE PROMPTS**

- "Generate a new image to encourage engagement with our back-to-school campaign"
- "Produce a product description for our latest smartwatch model, emphasizing its health and fitness features."
- "Create a catchy headline for our new line of organic pet food."

# CONVERSATIONAL ANALYTICS



Conversational analytics provides a frictionless way for marketers to ask questions and receive real-time responses without burdening their development team. A simple, intuitive user experience powered by NLP and machine learning algorithms democratizes business insights by building reports through simple conversational prompts.

## Use Cases

### Performance monitoring

AI monitors campaign performance in real-time, identifying and addressing issues or anomalies as they arise. The tool can also recommend, test, or implement improvements automatically, ensuring campaigns continue to deliver optimal results.

### Ad-hoc reporting

Rapidly generate custom reports through a natural language interface without assistance from developers. Track KPIs, identify anomalies, and gain deeper insights into campaign performance. This frees up valuable time to focus on more strategic tasks.

### Customer insights

Let AI analyze large data sets with ease so you can gain a deeper understanding of your customers. Quickly identify patterns, trends, and behaviors, enabling deeply individualized messaging and campaigns that better resonate with their target audience.

### SAMPLE PROMPTS

- "What are the three most common journeys our customers take?"
- "What is the ROI and conversion rate of our latest PPC campaign?"
- "Which channels should we invest more budget into?"
- "Which social media platform generates the most engagement for our brand?"



# AI-GUIDED ONBOARDING



AI-guided onboarding is a powerful tool that reduces the time it takes to get new users up and running on the Zeta Marketing Platform. This means that users can start leveraging the platform's capabilities more quickly, resulting in faster time-to-value and increased feature adoption. Pre-built job cards make it easy to understand which tasks need to be completed when, while an AI-based chatbot answers questions and shares helpful tips.

By automating time-consuming tasks and providing personalized guidance, users quickly become platform experts, ultimately leading to increased efficiency and productivity. Additionally, by reducing the learning curve, users are more likely to stick with the platform long-term, resulting in better ROI for the organization.

## Use Cases

### **Personalized onboarding**

Intuitive and interactive onboarding goes beyond basic walkthroughs and tailors the experience to each user's individual skill set and background ensuring that content is engaging and educational. By using AI to guide new employees through the onboarding process, you can reduce the time and effort required to get new hires up to speed.

### **Feature adoption**

Increase feature adoption by providing step-by-step guidance, tips and tricks, and interactive tutorials to speed education on new features and capabilities. This not only improves productivity but also ensures you get the most out of your technology investment.

### **Task assistance**

Assign specific tasks to the AI to eliminate routine and repetitive tasks that are needed to provide employees with training and guidance. By assigning tasks to AI, you can improve efficiency and reduce errors.

## Looking Ahead

The advent of generative AI is revolutionizing the marketing industry, providing new opportunities to deliver better results. Zeta Global is at the forefront of this innovation, harnessing its existing AI technologies to empower marketers with new and exciting capabilities.

As new technologies and techniques emerge, we remain dedicated to incorporating them into our platform and maintaining AI as a central tenant. Our ultimate goal is to transform marketers from unsung heroes to the subject matter experts that everyone in the organization looks to for guidance.

**Join us as we level up together and unlock the full potential of generative AI.**

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Visit [www.zetaglobal.com](http://www.zetaglobal.com) to contact us and learn more about generative AI and the Zeta Marketing Platform.