The marketer's guide to choosing an effective data and AI platform

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According to UK government research **15% of all UK businesses** have adopted at least one artificial intelligence (AI) technology. By 2040, this adoption rate is **expected to reach 34.8%**.

Although the **highly-publicised launch of ChatGPT** has pushed businesses to consider AI as a way to remain competitive, generative AI tools like this aren't actually driving adoption. In fact, in the UK, the most prevalent reason to adopt AI technologies is for data management and analysis.

For marketers, an effective data and AI platform can unlock significant growth opportunities. It allows for accurate consumer insights at the most granular level. It also helps you go beyond simple account-based marketing techniques and use hyper-personalisation strategies to generate more lead engagement.

In this whitepaper, we explore why data-driven AI solutions are quickly becoming an essential part of marketing. We also discuss everything you need to consider when choosing an effective data and AI platform.

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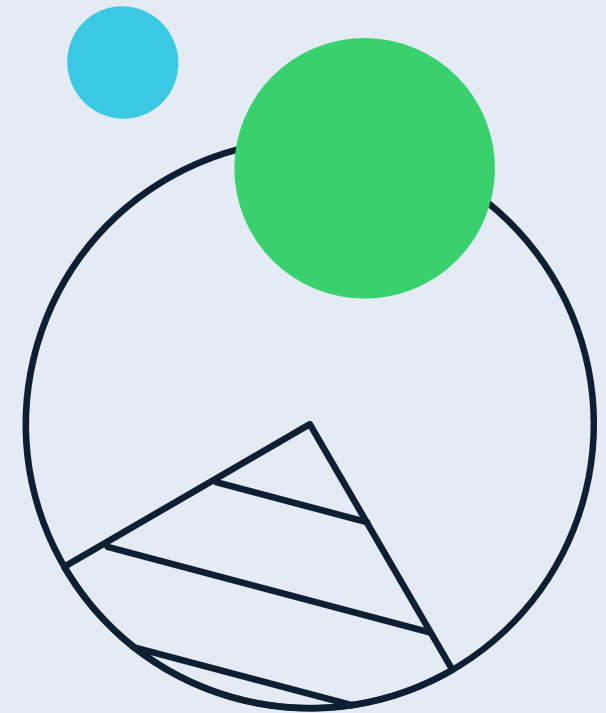
The power of data-driven AI solutions for marketers

AI is revolutionising the entire marketing realm, from streamlining social media management to **personalising email marketing campaigns**.

Applications for AI in marketing are seemingly endless, too. Some businesses are creating **smart marketing chatbots**. Others are leaning into **programmatic advertising** to streamline the purchasing and placement of ads on third-party websites.

Here are a few ways data-driven AI solutions are being used in marketing today:

Enhanced consumer segmentation

Marketers are using data and AI platforms to intelligently understand and segment their audience based on various psychographic traits. This includes understanding consumer values and interests based on how they're engaging with your brand.

Granular segmentation like this leads to a deeper understanding of your potential customers. Not only does this help you improve your campaign targeting efforts, but it also gives your sales team the ammo they need to have more meaningful conversations.

Understanding when (and where) to show up

Segmentation is great. But what helps you **maximise your marketing ROI** is understanding when and where to place your marketing messages.

Many marketers are already using AI analysis to help, increasing their chances of capturing engagement. For example, if you discover a specific audience segment doesn't open emails but does engage on social media, you can better prioritise your budget. And the same is true for the timing of your message.

Outreach and personalisation

Now that you know your audience segment and when and where to show up, you can use AI to support your outreach efforts.

As we've said, data-driven AI solutions are helping marketers move away from account-based marketing and towards hyper-personalisation. And this is fuelling growth.

"Companies that grow faster drive 40% more of their revenue from personalisation than their slower-growing counterparts." – McKinsey

Currently, **26% of organisations** use AI for more targeted and personalised marketing. This number is poised to grow, though, especially since **71% of consumers** now expect personalised marketing messages from the brands they engage with.

4 indicators of an effective AI solution

The term "artificial intelligence technology" can promise the world while covering a multitude of sins. When assessing tools, therefore, think of them as an arrow in your quiver of marketing tools. Their purpose is to help you target leads and deliver more impactful campaigns.

So, when deciding whether to adopt such a tool, consider how exactly they will provide that help.

Here are four critical considerations for choosing an effective data and AI platform.

Understanding high-intent leads

Marketers are adopting data-driven AI solutions to better understand intent, too. High-intent leads are more likely to convert into actual sales opportunities. This can result in a bolstered ROI across the entire marketing lifecycle for marketers. For example, using AI to understand intent data can:

- **lower customer acquisition costs,**
- **shorten your sales cycle; and**
- **increase your order value.**

For marketers on a shoestring budget, intent data helps reduce wastage, too. Quite simply, you can spend less trying to influence people who aren't likely to buy and concentrate your efforts on those who are.

1. Is your AI solution promoting transparent analysis?

Artificial intelligence, by its very nature, is, well… artificial. These technologies are designed to do things that humans can't. But they are designed by humans. So, while it might seem incomprehensible, someone should be able to explain how an AI solution reaches a decision or outcome.

"**Black-box AI**", as it's commonly called, may give you the data you need, but it won't explain how it got there. For example, if you receive high-intent leads without an explanation of how these leads were scored, it raises questions. How did an AI calculate the intent of each lead? How did it determine these leads were most suited to your business's specific requirements?

Black-box AI erodes your trust in data. Without understanding the context behind an AI-generated decision, the data you receive is about as useful as a pile of leaves during autumn – pretty to look at but ultimately worthless.

2. Does your data-driven AI platform use first-party data?

68% of marketers are making the strategic shift towards using first-party data. Despite this, 75% of marketers still rely, at least in part, on third-party data.

Slowly but surely, third-party data will die off. And as time progresses, so will the depreciation of third-party data collection.

When it comes to AI platforms, then, it's important to select a tool that captures first-party data and knows exactly what to do with it.

"As options for targeted digital advertising shrink, marketing leaders must convince customers to volunteer their data — and then manage that first-party data capture effectively." - Gartner

You know who collects and owns first-party data (unlike third-party data). This means you can interrogate its accuracy and compliance. And given it's more likely to be accurate and comprehensive, it better meets your needs. With it, you can market across multiple channels to deliver one coherent and personalised experience. Consequently, you can expect higher levels of engagement and conversion.

3. Is your data backed by human expertise?

AI is only as good as the data that trains it – Forbes

Yes, AI intent data platforms offer lots of high-intent leads to target your marketing messages towards. But, without human intervention, it's still possible for low-quality leads to slip through the cracks. This could be due to mistyped email addresses, missing informational fields, or misinterpreting a word or phrase.

To solve this, it's crucial to select an AI solution backed by a human team. One of the reasons Google Search is so successful, for example, is because it has a highly trained team of human quality raters who work hard to manually verify content that the search algorithms may have misinterpreted.

In short, find an AI data platform that relies on humans to provide additional verification checks. This ensures the data you receive is of the highest quality and stops you from making expensive decisions based on misinformation.

4. Does your AI platform have strong customer reviews?

As a marketer, you'll understand the power of social proof better than most. It's why **82% of marketers** rely on word-of-mouth marketing to increase their brand awareness.

When choosing a data and AI platform, listen to what other customers are saying first. **88% of consumers** trust user reviews as much as personal recommendations.

Case studies, reviews on Google, website testimonials and third-party marketplace reviews like Capterra or G2 help you understand other customer experiences. They give you a window into real-life user experience, helping you identify any possible red flags before you commit any money.

Customer reviews are also a great way to identify pitfalls and reaffirm trust. For example, a solution on your shortlist might have poor reviews about customer support but great ease of use. If you do not intend to rely on customer support, the platform may still work.

About Mixology Digital

At Mixology Digital, we believe people are the most important part of every B2B interaction. With a focus on understanding your unique needs, we tailor our strategies to ensure your message resonates and engages.

Our team is passionate about helping you create impactful campaigns that foster meaningful connections. We prioritise personalised approaches, ensuring your marketing efforts are not just effective but also genuine.

With 95%+ data accuracy and our custom-built AI tool, discover how we go above and beyond to help you build powerful relationships with your target market. We're here to support you every step of the way, turning your vision into reality with a human touch.

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