

# WHERE AI-EMPOWERED BRANDS ARE HEADED NOW, NEAR AND NEXT

Artificial intelligence empowers brands to do more for their customers. From unlocking efficiencies in marketing operations, generating rich insights in real time, or enabling personalized content at an even grander scale, AI-empowered brands deliver a world of exponentially more relevant content and experiences for their audiences.

But AI is evolving at a rapid pace, making it difficult for brands to zero in on the best investments for their needs.

Discover the opportunities that await your brand on its journey to build AI maturity. Below, we've outlined the actions you can take now, the near-term opportunities that await you, and what to expect.

<i>opportunity</i>	<i>now</i>	<i>near</i>	<i>next</i>
Upskill teams	Introduce teams to the tools available and educate them on their use	Develop expertise in prompting AI for desired outputs	Evolve roles to reflect how individuals use with AI (e.g. evolving from creative execution to curation)
Level-up marketing insights	Enhance market mix modeling with a greater level of involvement from AI.  Use platform-native AI features to evaluate creative performance and suggest improvements	Build a closed, AI-powered feedback loop that applies data to test and run assets, then generate more based on data	Blend together data from beyond marketing, marrying together insights across product, supply chains and more, to streamline and build cohesion across the business
Do more with less	Build a high volume of fit-for-format, atomic assets (e.g. image backgrounds) at speed.  Empower your team to transcreate content with ease using AI, from translation to swapping in culturally relevant details	Build and continue to train an owned AI system that replicates the brand style and voice in AI-generated content	Create a high volume of market-ready content at scale with minimal human intervention
Accelerate content creation	Quickly visualize, test and iterate concepts using AI	Orchestrate a suite of generative AI tools that plug into the entire content creation workstream: ideation, visualization, production and delivery	Marry cultural insights and AI-powered, accelerated workstreams to act on trends in real time
Personalize marketing	Design digital experiences around a clear value exchange for zero and first-party data	Build hyper-personalized, empathetic content driven by an even greater volume of data points	Deliver 1:1 marketing across the customer journey to truly deliver on the promise of personalization