MARKETLOGIC

How B2C marketers can harness fresh insights for best results in the age of generative AI

An AI insights guide for brand managers and marketers

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Generative AI is speeding up marketing processes, intensifying competition

Gen AI for marketing is here, it's accessible, and it's booming

Gen AI is impacting marketing from beginning to end. If brand managers don't partake, they risk watching their competitors jump lightyears ahead in productivity and ROI gains. This is achieved by leveraging AI-powered customer centricity, marketing automation, and hyper-personalized customer experiences in every step of their marketing process.

Investment in gen AI is a priority for marketers

Marketers are using gen AI and they plan to use it more. According to a recent survey by McKinsey, marketing and sales tops the most commonly reported uses of gen AI in organizations. Another survey by CapGemini reports 62% of marketing executives internationally currently implement gen AI for data analytics and at least 50% of marketers currently use gen AI for a host of marketing use cases — like campaign creation (60%), image and video creation (59%), new product/concept development (57%), and measuring and tracking brand metrics (56%).

BCG found that roughly two-thirds (67%) of CMOs participating in their international survey are currently leveraging generative AI specifically for personalization efforts. According to Hubspot, 58% of marketers globally planned on increasing their investments in AI and automation in the year ahead. Gartner predicts that 80% of marketing's creative talent will use gen AI daily by 2026.

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Marketers can move faster and do more with gen AI

There's a reason why marketers want to leverage gen AI — it accelerates productivity and frees up resources. One field experiment showed that participants who had access to ChatGPT could do a set of realistic marketing tasks 21.2% faster with over 40% higher quality when compared to those who didn't have ChatGPT. They also completed 12.2% more tasks over the control group. HubSpot reports that AI tools give marketing teams 12.5 hours back per week — that's 26 additional working days per year.

In the field of health technology, Philips recently put ChatGPT to the test against enterprise AI insights solution DeepSights™, and found DeepSights™ provided better quality results while shaving 7.5 hours off the time required to research questions about the market.

Gen AI productivity gains may free up significant marketing spend. A recent analysis by McKinsey estimates global marketing productivity gains from generative AI could total marketing 5% to 15% of marketing spend, worth about $463 billion annually.

Gen AI could deliver productivity gains in marketing spend of

5% to 15%
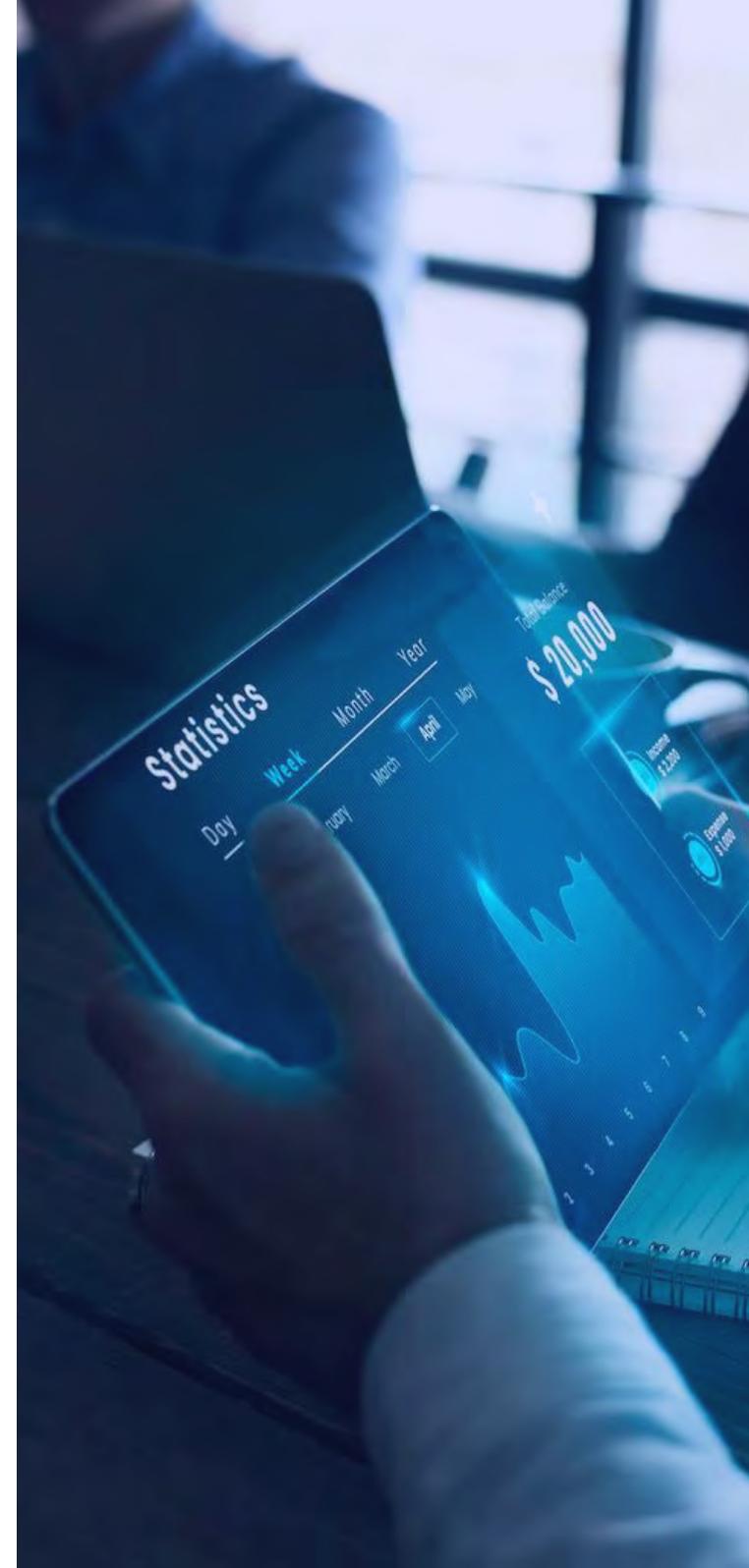
# The top challenge for B2C marketers is insights-driven decision-making

Insights drive better performance, but they still aren't breaking through

It's long been known that companies that make intensive use of customer analytics are significantly more likely to have higher ROI than their competitors. More recently, Forrester reports that 95% of leaders agree their organization's overall success relies on timely, accurate, complete, and accessible data, and 89% say customer analytics is a critical competitive differentiator for their organization.

Despite how critical customer and market insights are to success, B2C marketers say "driving decision-making with customer insights" is one of their top five challenges.

Why? A recent survey by Forrester reports leaders face the following customer analytics challenges, suggesting poor access to insights is at the crux of the problem:

- Exponential increases in volume of customer data to manage (92%)
- Internal organizational silos (35%)
- Poorly integrated customer insights tools and technology (34%)
- Lack of critical insights at point of need (35%)

51%
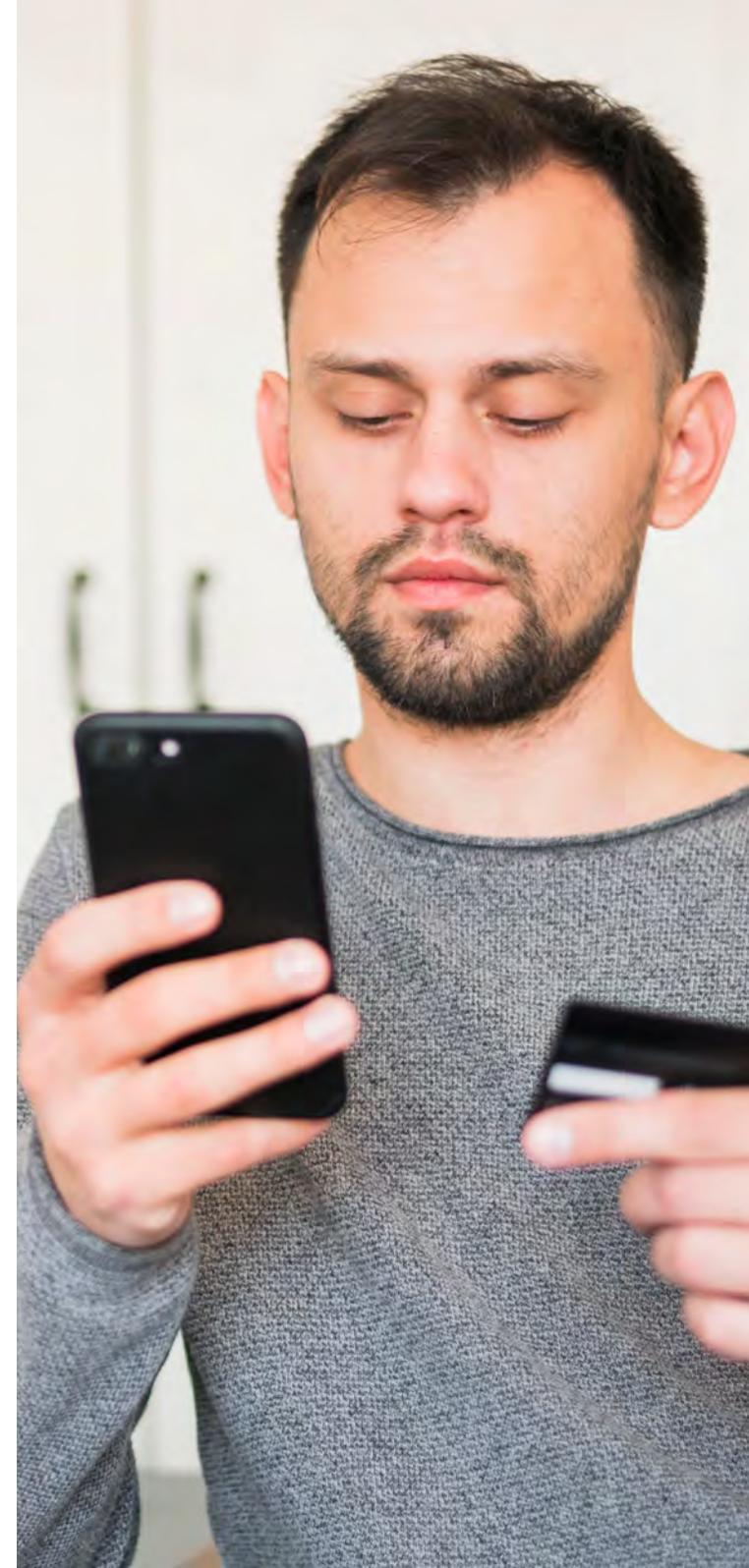
of CMOs around the world are already leveraging gen AI for insights generation

In other words, customer and market data is growing exponentially, making it increasingly difficult for organizations to transform this information into actionable insights. Meanwhile, market insights are stuck behind internal organizational silos, meaning that marketers can't get the critical knowledge they need when they need it.

But **gen AI is changing that reality** with its ability to synthesize vast amounts of information and deliver customer insights via Natural Language Processing (NLP) — enabling marketers to more easily access the voices and behaviors of their target customers.

The new marketing workflow has proprietary AI insights wired-in

Gen AI for customer and market insights can empower marketers to bypass the complexities of unstructured, mismatched, and siloed data. Marketers can benefit from this tech by wiring-in easy, natural-language insights into their workflows and systems.

For brand managers who want to solve the insights-to-marketing disconnect and transform their existing marketing approach, gen AI is highly relevant. **Based on current industry trends, it is also being adopted fast — and well on its way to becoming embedded into daily marketing processes.**

One BCG study reports 51% of CMOs around the world are already leveraging gen AI for insights generation. Also, WARC research says 58% of marketers expect the task of analyzing market data and performance to change the most due to gen AI. Lastly, according to HubSpot, two of the top four ways marketers are currently using gen AI is for analyzing and reporting on data and conducting research.

But while generative AI tech is now easily accessible to everyone, and popular applications like ChatGPT and DALL·E are helpful for general research and brainstorming, they don't provide the **accelerated path to differentiation that marketers need in today's highly competitive B2C landscape.**

A core issue is that everybody has access to the same data and insights when they're using ChatGPT. But for a truly differentiated and transformed marketing approach, marketers need generative AI that draws from proprietary insights they can trust. It should also integrate with their other tools and systems — **this approach ensures marketing teams have privileged insights wired-in at every step.**

How marketers can get the most out of gen AI insights right *now*

As a digital marketer or brand manager, how can you get started with generative AI?

What are some of the core ways you can embed this technology effectively in your marketing stack?

Get actionable tips and tangible use cases from the AI for insights experts in the following section — to set you up for success and steer you in the right direction.

Pollinate marketing workflows from end-to-end with gen AI insights

Ensure you have robust **gen AI-powered insights as the foundation of your marketing workflows.** That means leveraging gen AI insights in day-to-day collaboration apps like Microsoft Teams and Google Chat, while also feeding downstream marketing generative AI tools, like content generators.

Because the reality is, one gen AI tool can't do it all for your marketing teams. Gen AI processes are complex and AI solutions need to be customized for their purpose. Brand managers will increasingly enlist gen AI with specialized skills, just like they hire people with specific expertise, and that means they need to ensure their specialist AIs can work as a team.

As a brand manager, you need to know what makes a good specialized AI for insights so you can choose the right AI tools and **avoid investing time and resources on generic AI solutions that don't fit your enterprise reality.**

Marketing-focused use cases

Use case: Insights-powered concept generation

Banishing brand fatigue with fresh generative AI-powered concepts

Picture this: A marketing team for a skincare brand has noticed a decline in customer engagement and sales over the past four weeks. So they want to now get ahead of any chance of brand fatigue by freshening up their marketing to re-engage their core demographic, millennials living in the US.

- The team is discussing the problem in Microsoft Teams' group chat. **A team member decides to leverage their organization's generative AI-powered insights assistant DeepSights™ to help augment their discussion.**
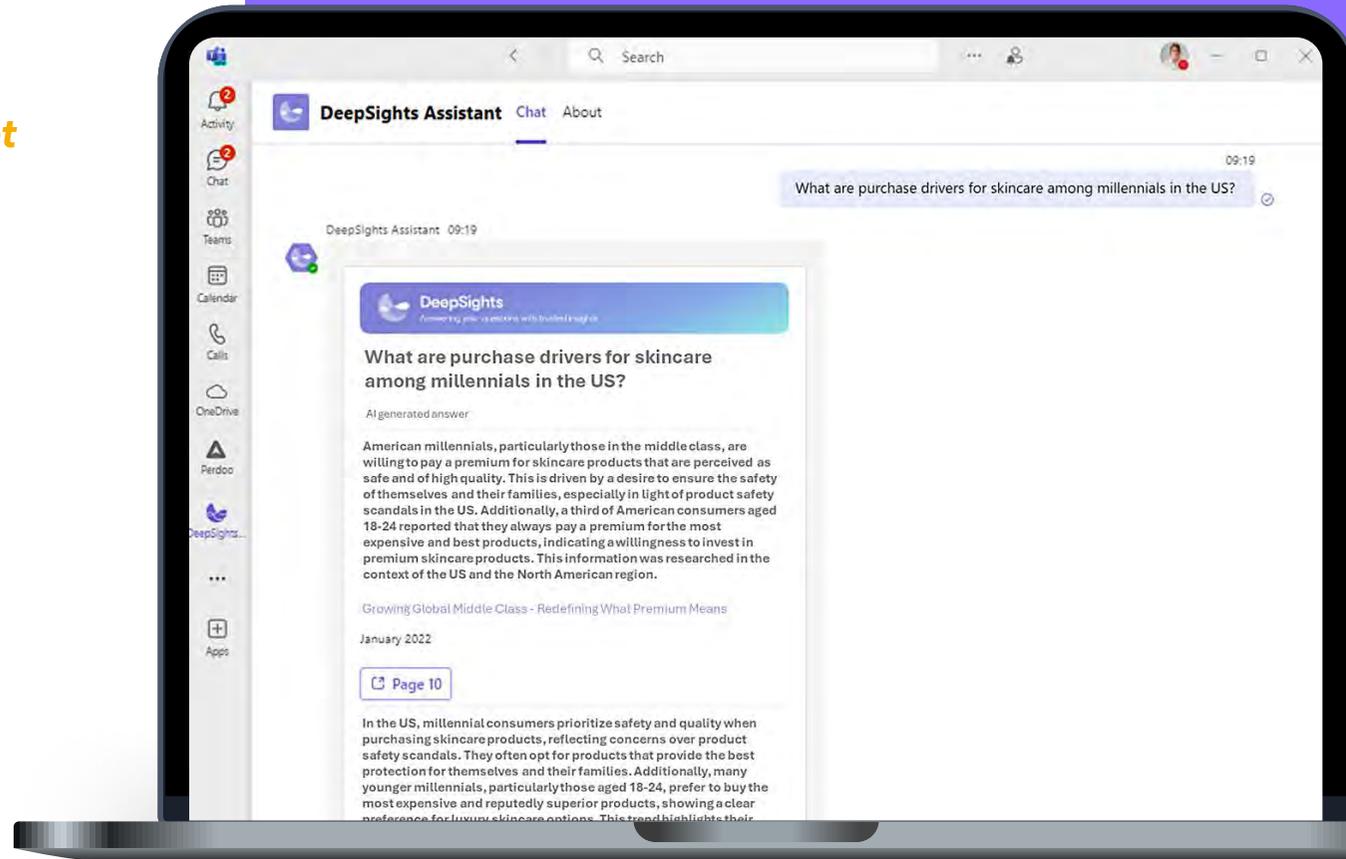
- **They simply @mention DeepSights™ directly in the group chat** and ask — *"What do millennials in the US care about when it comes to purchasing skincare products?"*

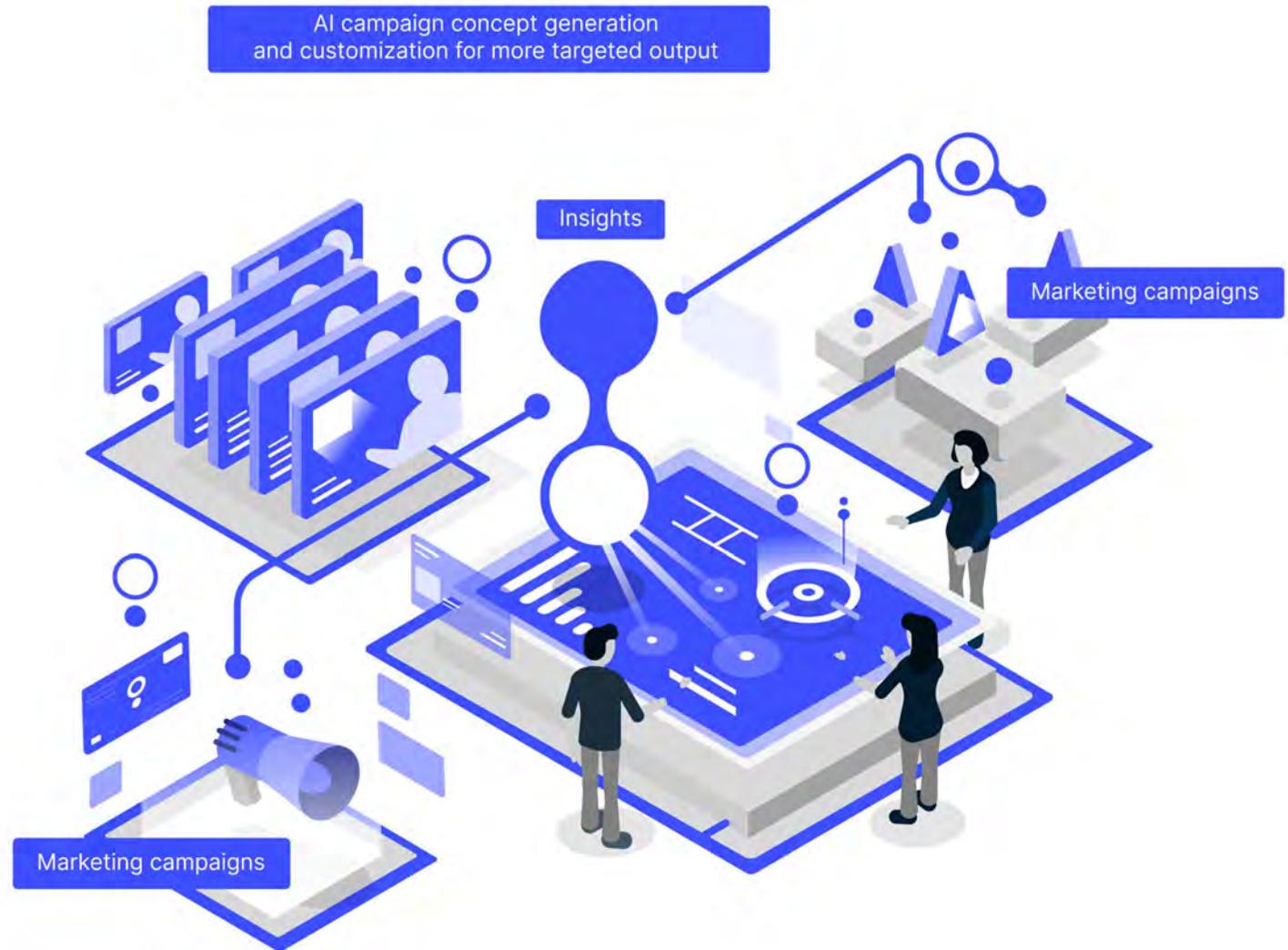- **Within minutes, the gen AI assistant reviews all the company's data and knowledge assets** — ranging from millions of dollars worth of trusted primary customer and market research, secondary syndicated data and trends, and relevant news feeds.

- **The AI responds with a natural-language answer that summarizes top themes and cites its sources**. It highlights several patterns unique to millennials and skincare, such as how millennials focus on natural ingredients and ethical and sustainable production, and that they're sensitive to pricing.

- **The marketing team downloads a one-click insights report, which they use in further concept generation**. They also use the DeepSights™ API connector to automatically feed the insights report into a concept-generation tool.

- **The concept-generation tool produces a range of concepts, each drawing on different customer insights found in the insights report.** Within a few days, the team has already put the most promising concepts through testing. First, they plug the concepts into another gen AI tool, which acts as a millennial woman from each of their 10 core geographies and rates each concept from each perspective. Then, they run the concepts through another tool that sources real online participants to rate them. They identify the best concept across both tests.

- The winner? "Indulge Sustainably," a thematic concept that draws on data that millennials may be more willing to spend more money on skincare that is sustainably sourced. **Finally, the team uses the new concept — based solely on trusted and relevant company knowledge — to inform email and ad copy for a re-engagement campaign.**

- But it doesn't end there — as the campaign runs, **the marketing team continuously collects Voice of Customer (VOC) insights** in response to the campaign, which they then feed back into their insights AI to improve the base for their next campaign.

AI campaign concept generation and customization for more targeted output

Insights

Marketing campaigns

Marketing campaigns

Use case: Insights-driven opportunity identification

Uncovering hidden market opportunities with a one-stop-shop insights ecosystem

A kitchen appliance brand wants to expand its specialty espresso machine sales to new markets in a tough economic climate where consumers are pulling back on spending.

- With this goal in mind, **a brand manager asks their gen AI-powered insights assistant** — *"What consumer trends are currently emerging related to specialty drinks in a high-cost-of-living environment?"*

- **First, the AI assistant responds with an answer that cites a report from the company's primary research sources,** which found that, due to household budget pressures, consumers are being more picky about when and where they buy specialty drinks.

- **Then, the AI assistant surfaces a bespoke on-demand generated consumer trends report from Nextatlas** — a trend research platform that provides AI-driven analysis and insight into emerging trends. This can help guide campaign-building via rich forecasting and consumer insights. The AI assistant then synthesizes insights from the Nextatlas report, along with other internal company knowledge.

- **The gen-AI generated insights report notes an emerging "treat culture" trend gaining steam on social media.** The trend suggests consumers are partaking in giving themselves "little treats" such as specialty drinks as a way of coping with tighter budgets.

- **The brand manager's interest is piqued, and he looks for ways to incorporate the trend into their campaign.** Could the company's espresso machines be framed as an affordable luxury — barista-quality coffee at home for a fraction of the price of a latté? Could the process of brewing coffee be framed as a self-care "treat" ritual, offering a moment of calm and indulgence during a busy day?

- **Then, the brand manager asks the AI insights assistant follow-up questions —** and not only does it continue to cite and summarize the most relevant sources in the company's knowledge assets, **it also suggests relevant datasets for purchase from external data marketplaces** that the brand manager would have never known about. In this case, the insights can open the door to penetrating a new market segment.

Augment the creative process

As a marketer, **AI for insights shows a clear potential to supercharge your creative workflows.** Capgemini reveals that over [half of marketers](#) think creative teams will use gen AI outputs as a foundation in their creative processes — giving them more time to innovate by automating routine creative ideation tasks. This can lead to much quicker idea generation and concept testing turnaround times, as well as campaigns grounded in relevant trends.

[McKinsey](#) cites a good example of this with Kellogg's, which is using generative AI for "scanning trending recipes that incorporate (or could incorporate) breakfast cereal and using the resulting data to launch social campaigns around creative and relevant recipes."

Lagging behind with adopting AI for insights in your marketing campaigns means missing out on opportunities to harness data-based knowledge for creative campaigns during that essential idea-generation phase.

Marketers can **accelerate their campaigns' time to market** with insights AI that injects a fast-moving flow of data into their workflows, increasing the volume at which they can create, test, and confidently adapt their campaigns for the better.

Use AI to accellerate volume and speed of time-to-market

Foster second nature customer centricity & granular personalization

It's no secret that **customer-centricity and personalization are good for business.** Across the US, companies that do personalization well generate 40% more revenue compared to companies that are average in the personalization game. One survey found that 70% of companies reported earning 200% ROI from advanced AI-driven personalization in the US and EMEA regions.

By leveraging gen AI for insights, as a brand marketer or brand manager, you can make customer-centricity — including more granular personalization — second nature in your marketing strategies and workflows.

Generative AI will make it easier for you to uncover nuanced behaviors, geographies, and demographics. It can help your marketing team segment customers into micro-groups based on subtle signals and factors. With these insights, you can infuse customer experiences with granular personalized journeys.

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Companies earning

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Summary

The integration of gen AI in marketing will likely revolutionize the field by significantly accelerating processes, enhancing personalization, and boosting overall productivity. There's clear evidence marketers are investing in gen AI, with a notable percentage already implementing gen AI for a range of purposes including campaign creation, content generation, product development, and customer insights analysis.

One of the primary challenges that persists in the field of marketing is the effective use of insights for marketing decision-making. **A generative AI tool tailored for enterprise insights can provide marketers and brand managers with a natural language interface to easily access and interpret vast amounts of enterprise data.**

DeepSights™ — the first AI assistant for trusted market insights

DeepSights™ is a revolutionary AI assistant from Market Logic designed to transform the way brand managers and marketing teams access and market insights for running an insights-driven business.

Access to an insights ecosystem

DeepSights™ accesses your existing knowledge bases, such as Microsoft SharePoint, as well as respected data providers (such as Mintel and Nextatlas) and trusted news feeds to give marketers comprehensive answers to their questions.

AI trained for insights

DeepSights™ uses six layers of analysis to automatically understand insights content and extract only information that is relevant to your questions.

Answers in seconds, tried-and-tested

Philips tested DeepSights™ against ChatGPT and Bing, and found that DeepSights™ had:

57% higher level of answer reliability

30% higher answer hit rate than Philips' internal platform's search function

An estimated **7.5 hours of research saved** per person over the course of 27 questions

16.8 minutes of research time saved per question compared to Philips' internal search function

Seamless workflow integrations

Ask DeepSights™ questions directly from common business tools like Microsoft Teams, Google Chat, and email – no user training required.
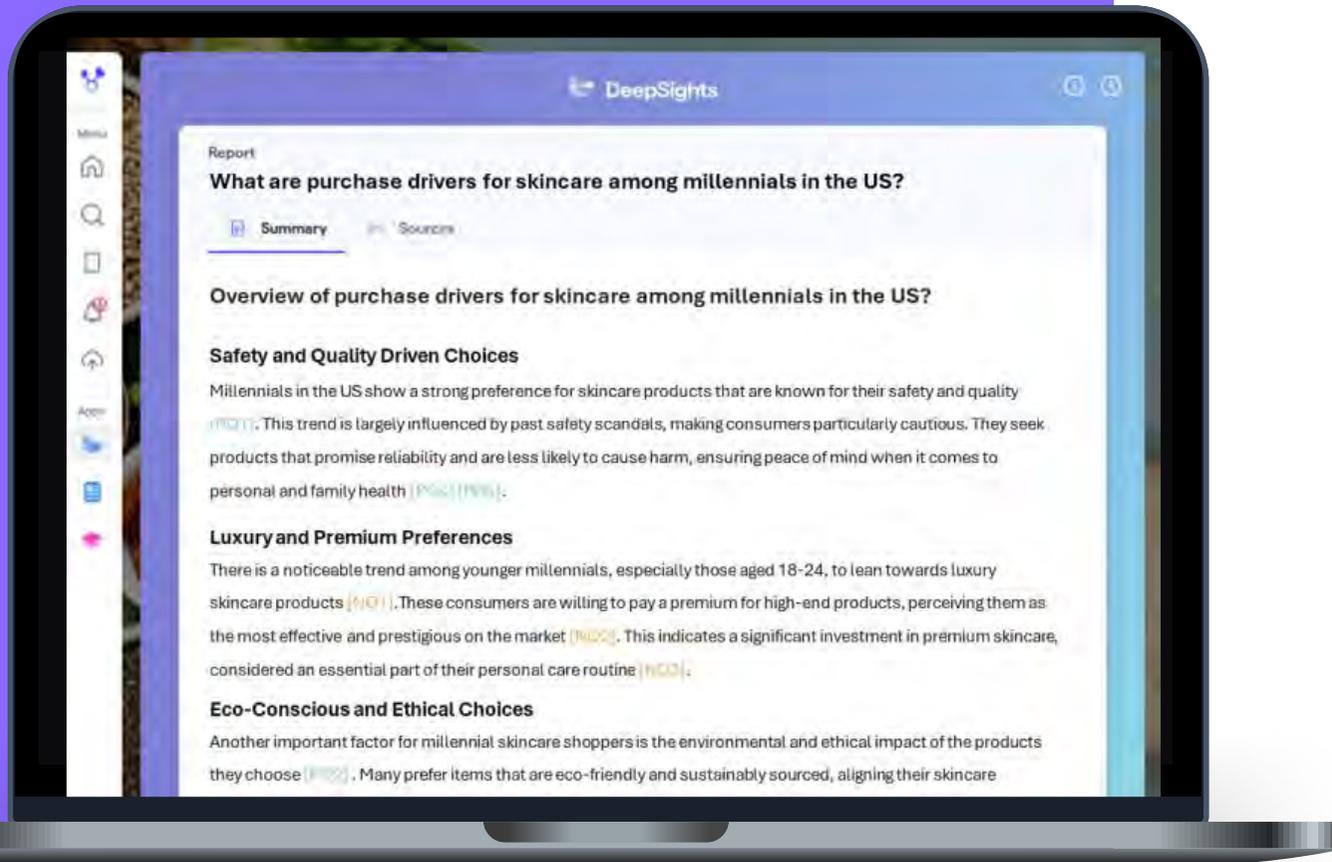
On-demand insights reports

DeepSights™ generates on-demand insights reports addressing any specific query with just one click. Be ready to present campaign themes with clear data and insights to back you up on short notice.

No training required

Get started fast — DeepSights™ connects easily to your knowledge bases and there's no training required. Your marketing team can simply ask DeepSights™ their questions in natural language and begin using trusted insights in their marketing workflows.

Take 15 minutes to see DeepSights™ in action — book a demo with our team.

Report

What are purchase drivers for skincare among millennials in the US?

Summary | Sources

Overview of purchase drivers for skincare among millennials in the US?

Safety and Quality Driven Choices
Millennials in the US show a strong preference for skincare products that are known for their safety and quality [NO1]. This trend is largely influenced by past safety scandals, making consumers particularly cautious. They seek products that promise reliability and are less likely to cause harm, ensuring peace of mind when it comes to personal and family health [NO2][NO3].

Luxury and Premium Preferences
There is a noticeable trend among younger millennials, especially those aged 18-24, to lean towards luxury skincare products [NO1].These consumers are willing to pay a premium for high-end products, perceiving them as the most effective and prestigious on the market [NO2]. This indicates a significant investment in premium skincare, considered an essential part of their personal care routine [NO3].

Eco-Conscious and Ethical Choices
Another important factor for millennial skincare shoppers is the environmental and ethical impact of the products they choose [NO2]. Many prefer items that are eco-friendly and sustainably sourced, aligning their skincare

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About Market Logic

Market Logic is a market leading SaaS provider of insights management solutions. Our AI-enabled insights management platform allows insights teams to equip business decision-makers with trusted insights at scale and speed. Since 2006, we've helped hundreds of consumer-focused brands across the globe to transform into insights-driven businesses. Market leaders such as Unilever, Vodafone, and Tesco are driving innovation and making smarter market moves with the support of Market Logic.

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