

# Achieve *Real* Results with Artificial Intelligence



Though still evolving, AI has already transformed how we create and consume information. By 2030, AI-driven marketing will drive 45% of the total global economy.

Source: Sprout Social

Before incorporating AI into direct mail campaigns, however, marketers must understand the benefits and risks.



Investing in AI has helped organizations deliver revenue uplifts of **3 to 15%** and sales ROI uplifts of **10 to 20%**.

Source: McKinsey



**71%** of marketers surveyed say AI helps them **personalize** the experience customers get with their company.

Source: HubSpot



But, **47%** of marketers say generative AI has provided them with inaccurate information.

Source: HubSpot

## WORK WITH IWCO

We can guide you through the AI content development process and help you achieve even greater direct mail results!

**We analyze**  
the risks and benefits  
to your business

**We develop**  
a plan to optimize  
and personalize  
content

**We validate**  
and regularly test  
data sources and  
management

**We review**  
and improve your  
direct mail performance  
continuously

See how you can take control of your content and drive greater marketing ROI with generative AI. Contact us at [iwco.com](https://www.iwco.com) to get started.

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