DRIVE GROWTH WITH **AI-DRIVEN MARKETING TRANSFORMATION**

Toss your old marketing strategies. Create an Al-fueled customer journey built for success with IDC's trusted, data-backed expertise.

Fuel Innovation and Growth: Embrace Al

Leapfrog the technology adoption curve. Al is the new operational fabric of marketing and sales, redefining the marketing role and the way brands deliver compelling, engaging customer experiences.

Highly personalized interactions perform 30% better than those without personalization. 30%

\$150B

By 2027, companies will spend \$150 billion on Al-related infrastructure, platforms, software, and services to support their ability to compete on highly personalized CXs.

In a recent study to determine AI adoption rates, IDC found that half of all Al use cases were in marketing.



Optimize Your Marketing Strategy with Al **Transformation**

By 2026, 65% of individuals will search for information and engage in dialogue with brands via GenAl.



humanized digital AI as the primary customer interface.



to navigate emerging forms of interactive content.



journeys to segment the audience and understand personas.

transparency and ethical data handling, they will risk losing over 79% of customer loyalty and damaging their brand reputation.

By 2026, if marketers fail to implement digital trust practices for Al/GenAl



and transparency across marketing technologies.



with "eyes wide open"; there are benefits and risks.



that provide authentic transparency to customers.

aspirational luxury marketing experiences with curated offerings and whiteglove service.

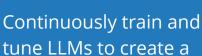
By 2028, 55% of mid-tier B2C brands will use autonomous agents to establish



throughout the



partnerships to enable customer journey. this transformation.



humanlike experience.

Source: IDC FutureScape: Worldwide Chief Marketing Officer 2025 Predictions, Doc # US48537222

Customers and consumers are actively using AI to engage with brands. Marketing is not just experimenting but rather thoughtfully implementing Al

best practices across the customer journey.

To capitalize on the AI tech shift with IDC as your trusted partner, contact us.

Design and build the right system for the Al-fueled experience era.



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