

# DRIVE GROWTH WITH AI-DRIVEN MARKETING TRANSFORMATION

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

## Fuel Innovation and Growth: Embrace AI

Leapfrog the technology adoption curve. AI 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 AI-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 AI use cases were in marketing.



## Optimize Your Marketing Strategy with AI Transformation

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



Build and optimize for humanized digital AI as the primary customer interface.



Upskill or hire talent to navigate emerging forms of interactive content.



Map customer journeys to segment the audience and understand personas.

**By 2026**, if marketers fail to implement digital trust practices for AI/GenAI transparency and ethical data handling, they will risk losing over 79% of customer loyalty and damaging their brand reputation.



Prioritize data integrity, and transparency across marketing technologies.



Embrace the use of AI with "eyes wide open"; there are benefits and risks.



Establishes policies that provide authentic transparency to customers.

**By 2028**, 55% of mid-tier B2C brands will use autonomous agents to establish aspirational luxury marketing experiences with curated offerings and white-glove service.



Make data sharable - and accurate - throughout the customer journey.



Expand cross-departmental partnerships to enable this transformation.



Continuously train and tune LLMs to create a 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 AI best practices across the customer journey.

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

To capitalize on the AI tech shift with IDC as your trusted partner, [contact us](#).