



Rethinking your marketing for an AI-driven world

How CMOs can accelerate experience-led growth
with an intelligence-driven approach.

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In 2022, marketers used 42% of their MarTech stack's capabilities compared to 58% in 2020. Which makes you wonder: What's causing the sharp decline?

In this eBook, CMOs and marketing leaders will discover:

- ✓ How marketing teams have responded to a tough climate and AI-driven environment
- ✓ What critical elements go into an effective, customer-focused marketing strategy
- ✓ How enterprises can leverage data to drive intelligent activation and optimization
- ✓ What it takes to create a streamlined MarTech stack and workflow efficiencies
- ✓ Why AI is essential to accelerating creative output and optimizing ROI



Our eBook offers an in-depth look at how businesses can leverage AI, data, and intelligence to stay resilient in the face of changing economies and customer needs.

02 BACKGROUND

Riding out the perfect storm

Marketers have been traveling a rough road the last few years. Between COVID-19, high inflation, a looming recession, and drastically changing customer habits, marketing looks very different than it did in 2019. And we've barely scratched the surface.

Mixed in with the economic and consumer chaos, companies faced The Great Resignation in 2021, when 48 million workers – including CMOs and marketing leaders – left their jobs for other opportunities. Then in 2023, companies started layoffs to cope with economic pressures, just as Generative AI was becoming mainstream.

How businesses responded

Working through these extraordinary challenges, businesses shifted strategies from prioritizing people and operations to slashing budgets and shifting their attention from growth to stability. But these changes had an impact: teams weren't as effective, technologies went unused, and processes got abandoned.

Finding the right balance of People, Processes, and Technology has taken immense effort – but it's never been more essential. So how can enterprises improve marketing efficiency, boost business resiliency, and reduce costs when it matters most?

Capability Gaps in Marketing Organizations

2,000 CMOs in the latest Gartner survey said the largest gaps in their teams' capabilities are:



26%

Marketing Data + Analytics



23%

**Customer Understanding
+ Experience Management**



22%

Marketing Technology



58%

of CMOs say their teams lack the capabilities required to deliver their strategy

Enabling marketing that disrupts the status quo

Marketing efficiency hinges on aligning People, Processes, and Technology around a shared business vision.

Navigating today's AI and digital landscape requires a transformational shift in how CMOs think about marketing. For enterprises to get more out of their budgets and efforts, teams must work together to fight disruption with disruption.

When an organization's people are on the same page as the tools and processes that empower them, businesses can adapt quickly to ever-changing landscapes and make smarter decisions faster, resulting in:



More efficient use of resources



Higher ROI on marketing investments



Increased customer satisfaction and loyalty



Better collaboration between sales and marketing

Achieving this balance requires the ideal mix of People, Processes, and Technology. With the right people in place (in-house or with an agency partner), processes that improve speed to market, and intelligent technologies that drive greater output, enterprises can set new business benchmarks and realize better marketing outcomes.

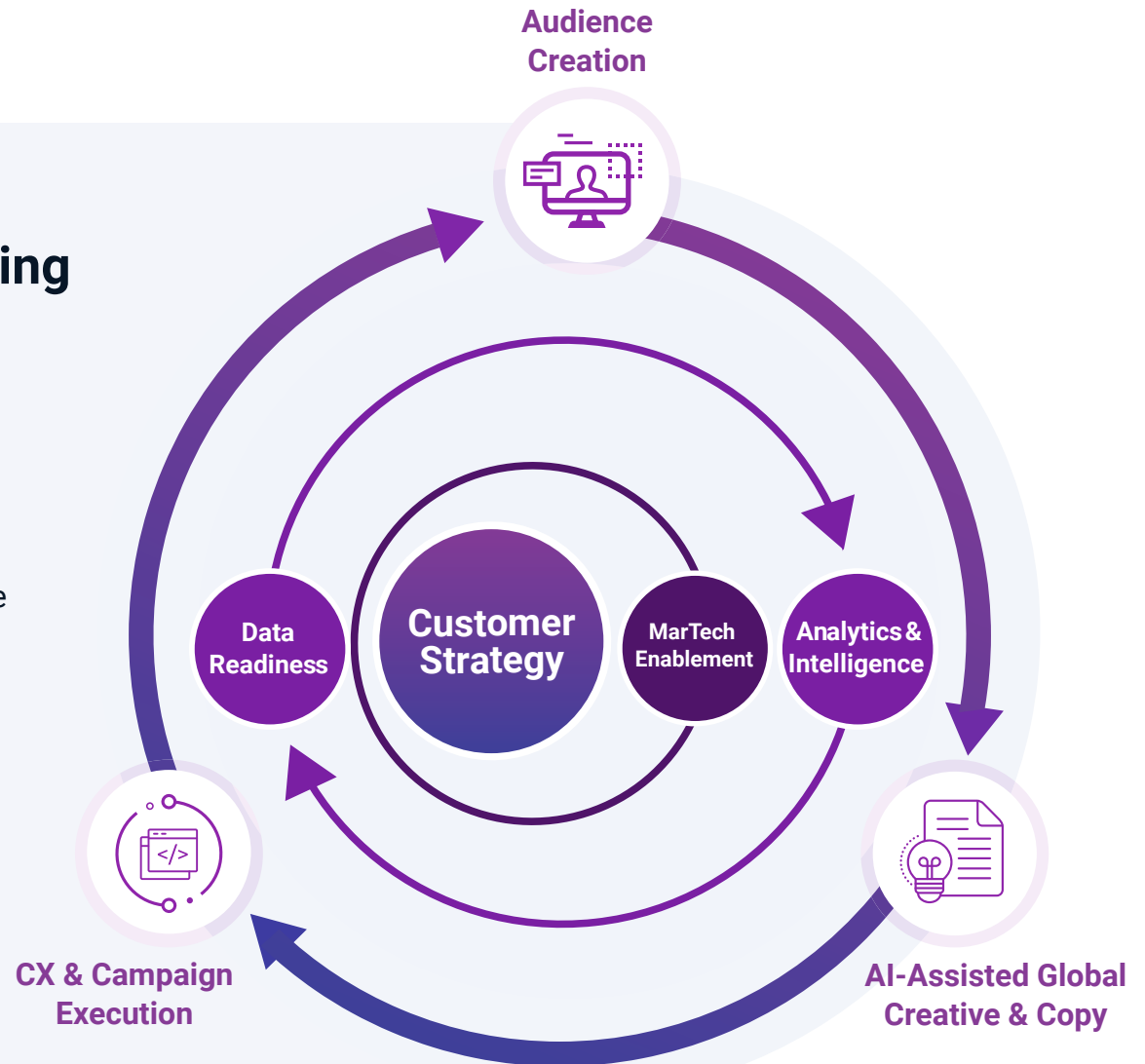
At its core, intelligent digital marketing enables businesses to do more with less, without losing talent, sacrificing quality, or compromising reach.

CMO.AI: Intelligent marketing for challenging times

CMO.AI by Centific guides marketing teams to opportunities across the marketing value chain.

By infusing AI, ensuring data readiness, and expanding intelligence through prescriptive analytics, our CMO.AI framework enables customer experiences that drive more value for the business.

With this unique framework, CMOs and enterprise marketing teams can see and act on opportunities quickly to drive growth, reduce costs, and create a formidable marketing engine.





Activating Intelligent Marketing

Developing the right customer strategy

Customers are the starting point for success, so executing the right strategy is critical.

Customer needs, behaviors, and preferences are changing quickly, making the customer journey more complex than ever for businesses – at a time when traditional strategies and tactics won't help.

Creating great content or hitting the right channels isn't enough anymore. Developing the right customer strategy in today's market requires intelligence and innovation. For businesses to understand customers and enable experiences that drive the most value, AI and advanced analytics must be part of the strategy.

Learning new tools and processes isn't always easy. But it helps organizations see what's really driving customer decisions and respond with the right experiences, driving efficiencies across customer-facing campaigns and back-end operations.

With AI and advanced analytics grinding out the hard tasks, teams can focus their efforts on:



Detecting additional customer segments



Discovering new insight opportunities



Infusing more intelligence into experience-led growth



Optimizing marketing ROI intelligently

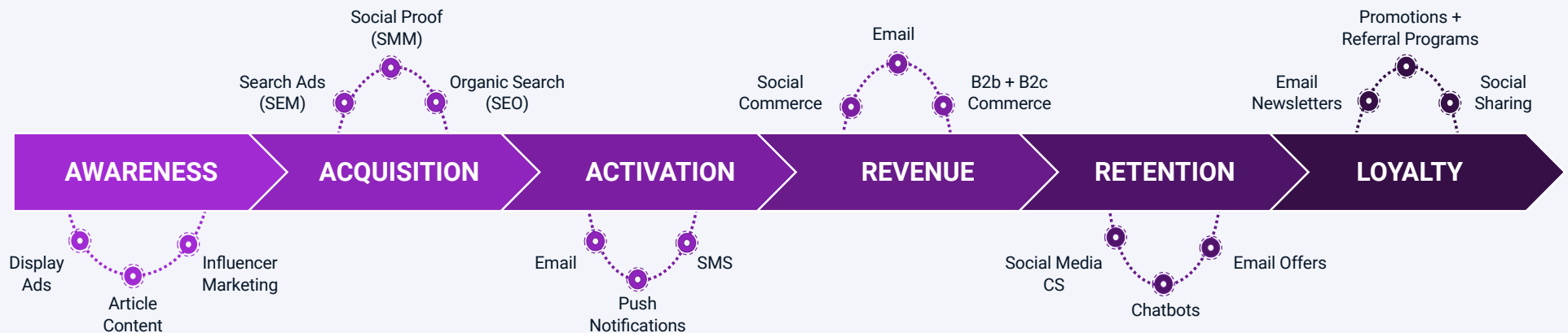
CMO.AI in strategy

Our CMO.AI framework enables advanced intelligence to help CMOs and their teams deliver high-impact experiences.

Built to amplify engagement through advanced analytics, segmentation, and tailored journeys, CMO.AI gives marketing teams a full picture of customers, enabling a strategic roadmap that targets:

- Identifying the ideal customer profile(s)
- Creating experiences that strengthen loyalty and trust
- Enhancing customer insights with ongoing data analysis
- Maximizing marketing spend across campaigns

By pinpointing areas of opportunity and friction, CMO.AI helps enterprise marketing teams deliver seamless, streamlined, and personalized experiences that achieve business goals and meet customer demands.



Orchestrating an effective MarTech ecosystem

Organizations must use the full power of MarTech to improve operations and delight customers.

For businesses to be customer-centric, executing the right MarTech strategy is essential. But there's a caveat: Organizations must also create an ecosystem that drives strong outcomes for the business.

So, which tools work best for intelligent enterprises? With 10,000+ options available, it's bound to get complicated.

Creating an effective ecosystem takes more than simply selecting tools for a specific job. It's about creating a platform where different solutions work together seamlessly and enable businesses to extract maximum value from data to create personalized customer experiences.

For an ecosystem to be effective, this process must include:



Determining the role of each tool in the stack



Discovering which tools perform similar or duplicate functions



Deciding which tasks should be performed by humans vs. tech



Weighing toolset costs vs. potential in current application



Surveying the solutions landscape for better alternatives



Identifying gaps in people capabilities

Ultimately, it's an enterprise's responsibility to choose a MarTech ecosystem that best aligns with customer needs and business goals – or bring on a partner that can do the heavy lifting.

CMO.AI in MarTech

CMO.AI helps enterprises implement technologies that complement AI-infused, intelligent strategies.

Centific partners with IT and marketing teams to optimize the technologies that activate efficiencies across the organization. From selecting new platforms to integrating AI tools, our CMO.AI framework helps businesses:

- Develop a unified and intelligence-driven MarTech stack
- Create a cost-effective infrastructure that supports sustainable growth
- Enable collaboration and data sharing across teams
- Leverage AI in workflow processes and solutions

We also deliver tactics on future-proofing toolsets and optimizing workflows with generative AI, improving your team's speed and effectiveness while reducing operational costs.

Our goal is to enable a powerful MarTech engine that maximizes marketing performance across channels – built for scale and ROI.

Centific MarTech Focus for CMO.AI

Experience across the evolving MarTech Ecosystem

Content Management Systems (CMS)



Customer Relationship Management (CRM)



Marketing Automation Platforms



CMO.AI Preferred Partners



- Customer 360
- Commerce
- Customer Data Platform
- Personalization
- Engagement
- Marketing Automation
- Advertising
- Analytics
- Einstein AI
- Experience Manager Sites
- Commerce
- Real-Time CDP
- Journey Optimizer
- Audience Manager
- Campaign / Marketo Engage
- Advertising
- Customer Journey Analytics
- Sensei AI

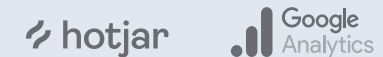
EXPANDED PARTNER SET



Customer Data Platforms (CDP)



Analytics Platforms



Generative AI Platforms



Enabling high-quality data + insights

High-quality data and insights from advanced analytics are key to empowering a successful marketing program.

As third-party data continues its decline, organizations are finally recognizing the value of first-party data to inform marketing plans and tactics. The problem is most businesses don't have it. For organizations to see opportunities, trends, and threats in the marketplace – and act appropriately and quickly – first-party data is needed.

But there's an even bigger problem. Without the right infrastructure, organizations can waste time and money accessing, analyzing, and interpreting their own data, only to generate inaccurate insights that a mature data strategy could have prevented.

To access first-party data and enable the insights that guide smarter marketing decisions, organizations must evolve to advanced data science. With clean, structured data powering enterprise awareness and applied AI handling burdensome workloads, marketing teams can seize opportunities more quickly and make real-time adjustments efficiently as conditions change.

Data maturity isn't achieved overnight, but it's possible if organizations can:



Identify optimal data sources



Create a single source of truth



Apply tools to effectively analyze data



Merge datasets to deepen insights



Develop a data-driven culture

Only when marketing teams understand what ideas are working, which activities are most effective, and where improvements should be made, can they realize true cost and effort efficiencies.

CMO.AI in data + insights

We leverage an arsenal of sophisticated tools and processes to enable accurate data for actionable insights.





Data engineering is one of Centific's core capabilities and an enterprise's most powerful weapon for improving marketing performance.

As part of CMO.AI, our data engineers and scientists perform a SWOT analysis to assess data maturity and develop a highly tactical insights-enablement roadmap.

Leveraging relationships with Customer Data Platform (CDP) partners, we also ensure teams have access to marketing's most impactful systems for infusing AI and advanced analytics into workflows and processes.

Data Maturity Modeling

Staging the data maturity cycle for digital transformation

	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
	Siloed business units	Data scientists join IT departments	AI/Data Science dedicated team	AI COE + Distributed innovation with citizen developers	AI COE enabled democratized innovation culture with deep digital expertise
	Localized applications & decision making	Agile development methods	Business ownership of decision science applications	Application enabled mature capabilities and insights	Agile culture enterprise-wide
	Heavy reliance on spreadsheets	Centralized data/ cloud-based platform	Advanced machine-learning models	Integrated foundation of software, data and AI with consistent architecture and integrated APIs	Integrated foundation with custom, modular and scalable tools and platform infrastructure
	Siloed data when it is structured and majority dark data	APIs for sharing data internally, significant dark data	Unified, modular data platform, moderate levels of dark data	Unified, modular data platform, moderate levels of dark data	True enterprise-wide data fabric with almost zero dark data

Combining data and AI, our CMO.AI framework helps marketers break through data silos and enable crystal-clear, fully developed insights that empower teams to drive greater relevance and relationships with customers.

With mature data and insights powering enterprise marketing, teams can optimize campaigns and respond to customer behavior on the fly from a centralized platform.

This empowers organizations to:

- Capitalize on opportunities in the moment
- Get a full picture of campaign and program performance
- Uncover trends and patterns in customer data
- Improve customer segmentation and targeting
- Develop hyper-personalized experiences

Activating with speed + precision

AI-assisted technology helps marketers act with more efficiency, precision, and responsibility than ever before.

Today's customers expect a lot from brands, so marketers must be able to execute campaigns with speed and accuracy – and intelligent tools deliver. But using these tools responsibly is key.

While Generative AI and other AI-powered tools help marketers personalize experiences and analyze data faster than ever before, using this technology safely, ethically, and effectively to protect customers and the business is essential. With Responsible AI supporting creative development and marketing processes, teams can deploy campaigns confidently to:

- Generate high-quality content quickly and efficiently
- Test and optimize creative in real-time
- Create timely and contextually relevant experiences
- Ensure top-performing creative is quickly identified and deployed

By leveraging AI-assisted tools ethically with the support of advanced analytics, marketers can deliver meaningful experiences to customers at scale without worrying about losing customers or signaling regulators.

CMO.AI in creative execution

As a partner, Centific uses Generative AI and other intelligent tools, systems, and processes to drive efficiencies and ensure brand consistency across every marketing touchpoint. We also deliver the solutions and expertise to help teams use AI responsibly.

Leveraging enterprise teams and our own Creative Agency, Centific enables dynamic content and visual libraries that can quickly deploy in meaningful ways, helping organizations:



Generate customer profiles and market segmentation models



Automate A/B testing to identify top-performing campaigns



Optimize landing page, thought leadership, and advertising copy



Generate AI images for ads, articles, and social



Personalize experiences based on previous customer behaviors

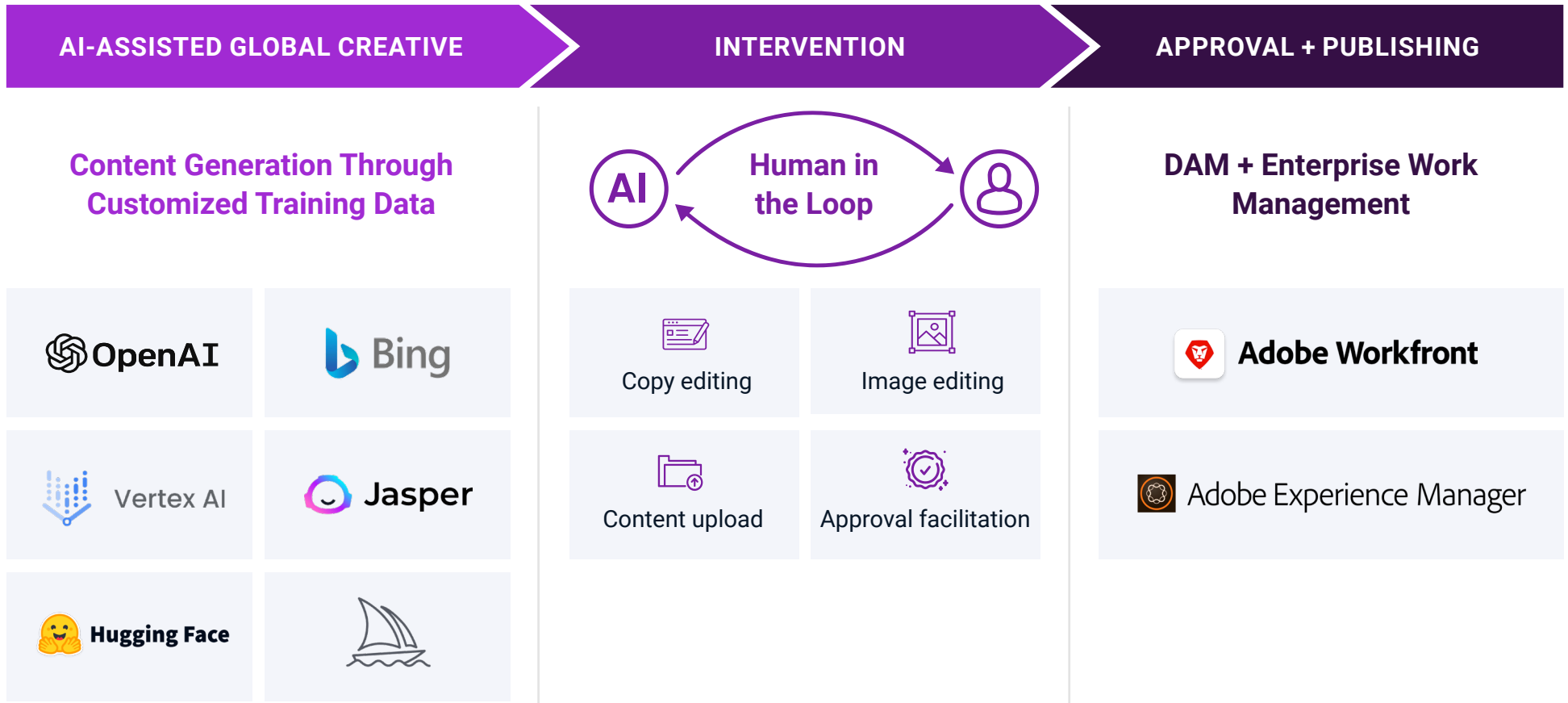


Launch bots and virtual assistants

Centific's deep expertise in Responsible AI and AI-powered personalization helps marketing teams deliver targeted messages that drive engagement, loyalty, conversions, and most importantly: brand trust.

Platforms and Tooling

Leveraging generative AI and enterprise work management for efficiency and scalability.



Optimizing campaigns with applied AI

Activation is only half the battle. Optimizing experiences quickly for maximum performance is essential.

When supported by machine learning (ML), AI can process enormous amounts of data quickly and accurately, unlocking the full potential of customer insights, and helping marketers understand what is and isn't working in campaigns. This enables teams to identify the most effective segments to target and optimize experiences accordingly – creating more value for customers and the brand.

With descriptive, predictive, and prescriptive analytics fueling campaigns and experiences, enterprise teams can automate tough decision-making and identify areas of opportunity faster, without the rigor of manual processes.

With applied AI fueling proactive campaigns, businesses can:



Gain deeper insights into customer behavior



Predict behavior across channels and customer segments



Develop customized offers and experiences



Optimize decision-making and personalization strategies



Identify new opportunities for retention and growth

By using AI and machine learning to automate campaign optimization, marketers can adjust experiences, shift budgets, test messaging, and refine creative as customer demands and markets shift, so teams can ensure deployment of a successful strategy.

CMO.AI in applied intelligence

We empower marketing teams with the intelligence to deliver value across touchpoints.

AI technologies are critical to helping brands automate processes, optimize budgets and workflows, and identify growth opportunities. Centific enables applied intelligence to help teams automate low-value tasks and make time for strategy and creative work.

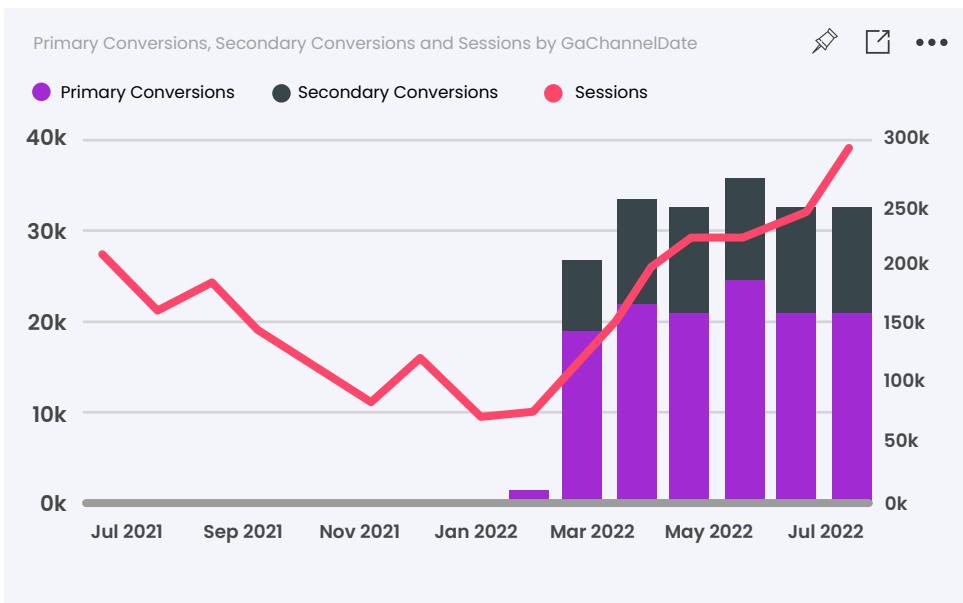
As part of our CMO.AI, we work with CMOs and their teams to develop a custom Business Intelligence (BI) dashboard for:

- Tracking live campaign performance
- Identifying areas for improvement
- Generating actionable insights for optimization
- Gaining a full picture of performance against goals
- Ensuring campaigns deliver the best results

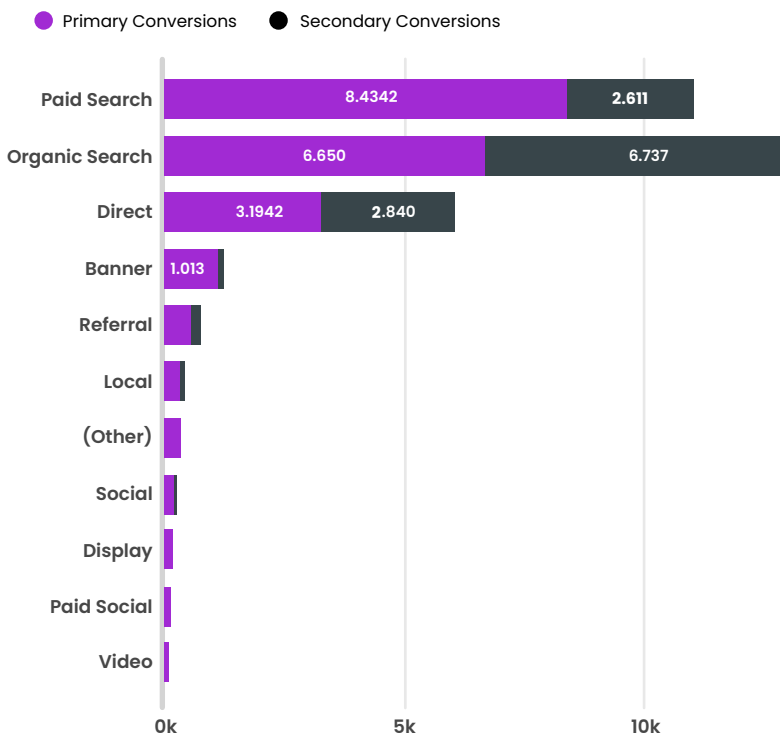
Centific's deep AI/ML engineering expertise provides marketers with more effective targeting tactics at scale, so they can respond quickly to trends in customer and competitor behavior.

CMO.AI Descriptive Analytics Dashboard

295.312 Sessions	267.446 User	454.119 Pageview	33.616 Total Conversions
84.25% % New Users	1.54 Pages/Session	72.24% Bounce Rate	11.38% Total Conversion Rate



Primary Conversions and Secondary Conversions by Default Channel Grouping



GChannelDate

- August, 2022
- July, 2022
- June, 2022
- May, 2022
- April, 2022
- March, 2022
- February, 2022
- January, 2022
- December, 2021
- November, 2021
- October, 2021
- September, 2021
- August, 2021
- July, 2021
- June, 2021

Default Channel Group

- Video
- Social
- Referral
- Paid Social
- Paid Search
- Organic Search
- Local
- Display
- Direct
- Banner
- (Other)

Book An Appointment Form, Contact Form, DialogTech Calls, Live Chat, Phone Number Click, Repair Status Sub...



04 CONCLUSION

Why businesses should prepare now

Marketing is changing rapidly these days, and businesses need to be ready for anything. Otherwise, organizations risk falling behind the competition – and customer demands.

With a customer-focused strategy, advanced analytics, and AI-infused tools driving marketing programs, enterprise teams can adapt to any climate and seize opportunities effectively.

CMO.AI ensures organizations have the right People, Processes, and Technology in place to act intelligently and stay resilient in times of constant change. With Centific as a partner, and CMO.AI fueling marketing, CMOs and their teams have all they need to succeed – no matter where the future takes us.



05 APPENDIX

Case studies

CASE STUDY 01

MarTech Strategy + Enablement

Business problem

With siloed data across disparate systems and unsuitable technology for the China market, our client risked customer attrition and lacked an ability to efficiently engage new customers as the brand entered a saturated market.

Our solution

- Established a robust Marketing Cloud, integrating the right customer touchpoints to activate marketing campaigns aimed at retaining customers and acquiring new business.
- Integrated enterprise business application data to ensure compliance with suppression regulations.
- Designed frameworks for user tagging and segmentation for Marketing Automation programs.
- Developed marketing and intelligence engines, leveraging those insights to design and activate marketing programs across the customer journey.

Customer value

Our client was enabled with a fully integrated MarTech ecosystem to drive customer acquisition and reduce churn during onboarding.

- A market-specific MarTech ecosystem and deeper understanding of customer intelligence provides our client with a framework for business growth.
- Activating campaigns across the China marketing ecosystem enables our client to retain existing customers, build trust in the market, and acquire new business.

CASE STUDY 02

Real-time Predictive Analytics

Business problem

Our client was challenged by fragmented customer picture insights that stood in the way of making informed decisions on marketing program optimizations, leading to inconsistent and ineffective customer experiences across many journey touchpoints.

Our solution

- Enabled 360-degree customer picture by integrating all data sources across sales and marketing touchpoints into a Customer Data Platform (CDP). This enabled our engineering team to develop an AI Platform & Recommendation engine for marketing to leverage true intelligence in programs from customer data.
- Implemented a Customer Engagement Management (CEM) platform for client marketing teams to act on intelligence and optimize all touchpoints along the customer journey.

Customer value

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CASE STUDY 03

Intelligence-based Marketing Activation

Business problem

As a new entry to the US market servicing institutions that required PPE, our client needed intelligence-based marketing programs to act nimbly and demonstrate ROI with limited marketing spend.

The client's sales team resources were limited, and disconnected data sources weren't telling full and cohesive customer picture stories. Additionally, the team was unfamiliar with US-based systems of record and advertising/activation technologies.

Our solution

- Selected the right MarTech platforms to collect and activate data.
- Connected US-based Google Ads and LinkedIn Ads platforms to perform activation.
- Connected data sources with a marketing insights dashboard on MSFT Power BI to efficiently direct marketing efforts based on customer intelligence.

Customer value

Our client enjoys full marketing visibility and an ability to react to campaign performance in real-time.

- By including sales nurture data alongside advertising and web metrics, our client can adjust ad creative and sales processes in real-time.
- Our deep understanding of the customer journey from awareness to sale, budget, and effort resulted in sales qualified leads, enabling the team to optimize resources and advertising spend over time.

CASE STUDY 04

Insights-driven ROI Optimization

Business problem

With no centralized visibility into store-level capacity and a one-size-fits-all marketing approach, our client was unable to leverage marketing to generate targeted local sales – resulting in frustrated local stores, inefficiencies in marketing activation, and the belief that marketing doesn't directly impact sales by executive leadership.

Our solution

- Connected store reservation and POS systems with advertising platform.
- Built predictive models leveraging weather data in a custom MSFT Power BI insights dashboard to optimize campaigns in real-time.
- Transitioned the client's full marketing budget away from national campaigns where budgets are inflexible and measurement is poor to highly measurable, local digital advertising with visible ROI and the ability to optimize.

Customer value

The client's equipped with the intelligence to drive improved ROI from marketing.

- The client was able to reallocate advertising dollars away from stores at full capacity to stores in need of customers in real-time.
- With highly measurable marketing programs in place, the client's became efficient with spend and demonstrated improved ROI.

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